**MYND Overview**

Hello, Calvin

**How are you today?**

*Your day, so far*

- Sleep: 6h 13m
- Steps: 254
- Screen Time: 1h 2m
- HRV: 24ms

**Your close friends**

- Brandon L.
- Lydia L.
- Sammy L.

**Take a break**

- Create a morning routine
- Examine a leaf
- Breathe with your heart and belly

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**Currently**

Start-up

**User Profile**

Populations who need mental help

13+, college students, low-income, marginalized communities

**Capstone Goals**

Product, Research, & Design
Project Background

Mental health treatment is often delayed due to stigma, a lack of awareness, and a lack of resources.

- Rise of digital healthcare solutions
  - Opportunity to increase access to care

- Personal Mental Health Sensing
  - Estimating mental health through behavioral markers

- Early Intervention
  - Resource connection
  - Digital Interventions (Just-In-Time Adaptive Interventions)
UX Research

Improving early detection of mental health crisis situations and connecting people to resources.

1. User Interviews
   Qualitative analysis

2. Online Survey
   Quantitative analysis

3. Competitive Analysis
   Market research
User Interviews

Results

- 21 responses
- Mostly 18-35 age group

Key Findings

- 9 potential users
- 5 healthcare professionals

- Common themes of stress from the unknown/uncertainty, relationships, and work—even the weather
- Interviewees can manage their mental health, but wish they could do/know more
- Professionals cautious about digital tools but advocate for accessibility
Online Survey

Results

- 21 responses
- Mostly 18-35 age group
  All but 1

Key Findings

- Comfortable with storing health data on phone
- Answers typically match up with results from user interviews (with some exceptions, particularly concerning “bad” habits)
3 Competitive Analysis

Daylio

Self-reportability
Biometrics
Interventions
Design Consistency
Learning Curve
Affordability
Ease of Use
User Insights

Bearable

Self-reportability
Biometrics
Interventions
Design Consistency
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uMore

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Interventions
Product Management

Product Requirement Document (PRD)

**Product Documentation**

**MVP Idea**

**Problem to solve**

Mental health is the only domain that solely relies on self-reporting ability of individuals. Delay in seeking mental health care is often delayed due to stigmatization of mental health illnesses, lack of awareness and inaccessible resources.

**Target Market**

MYND app focuses on providing Just-In-Time Adaptive Interventions to users through the use of Interventional Mental Health Sensing powered by algorithmic design strategies.

**Ideal User**

Has a lot of wearables, tech savvy, financial well off so they can afford wearables
- Technology Savvy
- Frequent/Regular use of wearable technology
- Reliance on technology for health statistics
- A user range requiring the most mental health support
- No mental health diagnosis required

**Competitive Analysis**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Product Name</th>
<th>Tier</th>
<th>Price and Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinga Health</td>
<td>Indirect</td>
<td></td>
<td></td>
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</tbody>
</table>

**MYND App Features**

<table>
<thead>
<tr>
<th>Main Feature</th>
<th>Sub-Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mood Monitoring</td>
<td>Mental Health Score</td>
<td>Physical Parameters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sleep</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Heart Rate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Heart Rate Variability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Physical Steps (Deep, without)</td>
</tr>
<tr>
<td>GPS</td>
<td>Location Changes</td>
<td>Changes in location might trigger changes in user’s mood</td>
</tr>
<tr>
<td></td>
<td>Activity Space</td>
<td>Over time which will associate changes in moods with particular locations</td>
</tr>
<tr>
<td>Phone Usage</td>
<td>Rate of incoming phone Calls</td>
<td>Measurement of rate as communication in mood</td>
</tr>
<tr>
<td>Self - Reporting</td>
<td>Mood/Feelings</td>
<td>Self-reported mood, feelings, triggers</td>
</tr>
<tr>
<td>Mood Check In (if mental health score is low)</td>
<td>Mood Validation</td>
<td>Mental Health Score</td>
</tr>
<tr>
<td>Evidence based</td>
<td>Suicide Screening</td>
<td>Prompt</td>
</tr>
<tr>
<td>Risk based</td>
<td>Low Risk Intervention</td>
<td>Coping Mechanisms</td>
</tr>
<tr>
<td></td>
<td>High Risk Interventions</td>
<td>Strongly recommend</td>
</tr>
<tr>
<td>Coping</td>
<td>Mental Health Score</td>
<td>Recommended based on mental health score</td>
</tr>
<tr>
<td>Mechanics</td>
<td>User Validation, Machine Learning</td>
<td></td>
</tr>
</tbody>
</table>

**Key Performance Indicators**

<table>
<thead>
<tr>
<th>Feature Metric</th>
<th>Notes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate of Mood Check In</td>
<td>Number of times users are checking in.</td>
<td></td>
</tr>
<tr>
<td>Mood Validation</td>
<td>Number of times users are validating mood in app.</td>
<td></td>
</tr>
<tr>
<td>Mental Health Score Precision</td>
<td>Number of accurate mental health scores related to users. Users must provide precise mood to be accurate to how the user is feeling.</td>
<td></td>
</tr>
<tr>
<td>Rate of Self Reporting</td>
<td>Rate at which users are engaging MYND to self report mental health status.</td>
<td></td>
</tr>
<tr>
<td>Suicide Metrics</td>
<td>Rates of high suicide cases</td>
<td></td>
</tr>
<tr>
<td>Interventions</td>
<td>Rates of high risk interventions</td>
<td></td>
</tr>
<tr>
<td>Resource Recommendations</td>
<td>Rates of recommendations received from users recommended by MYND</td>
<td></td>
</tr>
</tbody>
</table>
Product Management

Product Requirement Document (PRD)

App Features

1. Mental Health Score
   - Physical Parameters
     - Sleep
     - Heart Rate
     - Heart Rate Variability
     - Physical Activity
   - GPS
   - Phone Usage
   - Self Reporting

2. Mood Check-Ins

3. Resource Recommendations

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<tr>
<td>Mood Monitoring: Mental Health Score</td>
<td>Physical Parameters</td>
<td>Sleep: Estimate of time you spent in each sleep stage—REM, Core, and Deep—as well as times when user wakes up</td>
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<td>Heart Rate</td>
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<td>Heart Rate Variability</td>
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<td></td>
<td>Physical Steps (Steps, walk/stops)</td>
<td></td>
</tr>
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<td></td>
<td>GPS</td>
<td>Location Changes: Changes in location might trigger changes in heart rate. Over time MYND will associate changes in HR with particular locations.</td>
</tr>
<tr>
<td></td>
<td>Activity Space</td>
<td></td>
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<tr>
<td></td>
<td>Phone Usage</td>
<td>Rate of Involuntary/mobbing calls: Measurement of rate of communication vs mood.</td>
</tr>
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<td></td>
<td></td>
<td>Screen Time: Screen Time breakdown between social media, messages, calls.</td>
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<td>Self-Reporting</td>
<td>Mood/Feelings: Self-reported mood, feelings, triggers.</td>
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Mood Check-In (If mental health score is low)

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<tr>
<th>Mood Validation</th>
<th>Mental Health Score</th>
<th>User confirmation of MHS</th>
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<td></td>
<td>High Risk Interventions</td>
<td>Strongly recommend: 988, 911, 288 Emergency Room</td>
</tr>
<tr>
<td>Coping</td>
<td>Mental Health Score</td>
<td>Recommended based on mental health score.</td>
</tr>
<tr>
<td></td>
<td>User Validation, Machine Learning Algorithm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Location (ML, User Feedback)</td>
<td></td>
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</table>

Resource Recommendation

| Personalized Resource Recommendation | Based on user location, age, income, insurance | Separate tab different recommended available mental health resources. |
Product Management

Product Requirement Document (PRD)

Key Performance Indicators

- Algorithmic Precision
- Onboarding and Adoption
- User Engagement
Visual Design

Brand Guidelines

Design System
UI Design

Initial Prototype

- **Home**
- **Friends**
- **Coping**
- **Resources**
- **Notifications**
- **Help**
- **Check-in**

**My Friends**
Check in on your friends with a single click.

**My Resources**
Personalized and matched for you.

**What’s up?**
Type here.

- Stress
- Grief
- Anger
- Food Insecurity
- Addiction
- Cultural
- Housing Insecurity
- Sexual Harassment
- Racism
- Relationship
- Family
- Parenthood
- Loneliness
- Suicidal Thoughts
- Other

We noticed that your scores are outside your usual range. Let’s check in on your mental health.

How are you doing today?
UI Design

Redesigned Prototype

- Home
- Friends
- Coping
- Resources
- Notifications
- Help
- Check-in

Examine a Leaf
- Find a leaf or plant outside.
- Hold the leaf in your hands and look closely at it.
- Consider everything that went into making this leaf—the sun, the soil, the water. Think about its complexity and consider your own complexity.

Did this exercise work for you?

Dr. Charles Green, MD
Psychiatrist
A New Healthcare Approach

Dr. Jan Flint, MD
Psychiatrist
A New Healthcare Approach

Good Morning
How have you been?

In an emergency?

Emergency

Call 911

Emergency Services

Call 989

Suicide and Crisis Lifelines
Later
Reflections

What We Learned

- Increasing trend of technology in active mental health management
- Participants with social resources showed improved coping abilities
- Most respondents were NOT concerned with privacy and data confidentiality in regards to health data storage

Future Work

- Testing on potential users and healthcare professionals
- Research to better understand MYND's effectiveness across a wider range of demographics
- Incorporating AI to offering more personalized user responses
Thank you for listening!

Visit us @ myndapp.webflow.io 👇