MYND

Product Documentation

MVP Ideation

Problem to solve

Mental Health is the only domain that solely relies on self-reporting ability of individuals. Delays in seeking mental health care are often delayed due to stigmatization of mental health illnesses, a lack of awareness and unaccessible 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

- a. Technologically Savvy
    - i. Frequent/regular use of wearable technology
    - ii. Reliance on technology for health statistics
- b. Financially Independent
- c. Age range requiring the most mental health support
- d. No mental health diagnosis required

Competitive Analysis

Company Name	Tier	Pros and Cons
Spring Health	indirect	➕ Clinically-validated digital assessment, personalized care plan, direct scheduling, digital resources ➖ through employer/EAP (have to go through HR)

Lyra	indirect	➕Live Lyra Mental Health Coaching ➖through employer/EAP
Calm/Headspace	indirect	➕Anyone can join, delivers tangible mental health resources for sleep/anxiety ➖paid, no clinical care or therapists
University resources	indirect	➕Free for students ➖generic, not personalized resources, limited sessions available (short-term solution)
Daylio (Calvin) Bearable (Wadzi) UMore (Wadzi)	direct	➕Mood/steps tracking, AI-based ➖self-report, time consuming, usability is poor
Headspace (Alyssa) Talkspace	Indirect	

MYND App Features

Main Feature	Sub-Category	Details
Mood Monitoring: Mental Health Score		
Physical Parameters	Sleep	Estimate of time you spent in each sleep stage—REM, Core, and Deep—as well as times when user wakes up
	Heart Rate	
	Heart Rate Variability	
	Physical Steps (Steps, workouts)	
GPS	Location Changes	Changes in location might trigger changes in Heart Rate Over time MYND will associate changes in HR with particular locations
	Activity Space	
Phone Usage	Rate of incoming/outgoing texts Outlier identification	Measurement of rate of communication vs mood.
	Screen Time	Screen Time breakdown between social media Messages Call
Self - Reporting	Mood/ Feelings	Self reported mood, feelings, triggers
Mood Check In (if mental health score is low)		
Mood Validation	Mental Health Score	User confirmation of MHS
Evidence based Suicide Screening	Suicide Screening Prompt	
Risk based Interventions	Low Risk Intervention	Coping Mechanisms
	High Risk Interventions	Strongly recommend: 988, 911, 288

		Emergency Room
Coping Mechanisms	Mental Health Score	Recommended based on mental health score.
	User Validation, Machine Learning Algorithm	
	Location (ML, User Feedback)	
Resource Recommendation		
Personalized Resource Recommendation	Based on user location, age, income, insurance	Separate tab different recommended available mental health resources.

FUTURE
- **Peer support feature**
    - Checking in on friends
    - Marking what emotions one is willing to talk about
- **Provider feature**
    - Sharing mood tracking score with mental health provider

Competitor	Mood monitoring	Real-time Mood monitoring	Objective Data-driven Mood monitoring		
indirect	YES		NO		
direct	Maybe		NO		
MYND	YES		YES		

Key Performance Indicators

Feature Metrics	Notes
Rate of Mood Check Ins	Number of times users are checking in.
Mood Validation	Number of times users are validating mood in app
Mental Health Score Precision	Number of accurate mental health scores related to users. Users must perceive MHS to be accurate to how the user is feeling.
Rate of Self-Reporting	Rate at which users are engaging MYND to self report mental health state.
Suicide Metrics	Rate of high risk suicide cases Rate of low risk suicide cases
Interventions	Rate of low risk interventions Rate of high risk interventions
Resource Recommendations	Rate of recommendation requests Number of resources contacted by users recommended by MYND

Key Performance Indicator	Description	Comments
Conversion Metrics		
Visitor to Free Trial Conversions	Represents the % of visitors who sign up for MYND's free trial. Reveals how effective MYNDs promotion strategies are since a successful product marketing strategy is what drives visitors into signing up for a product's free trial.	
Visitor to SQL (Sales Qualified Lead)	Visitor to SQL (Sales-Qualified Lead) Conversion Rate represents the percentage of visitors who have entered the sales funnel.	

Free Trial to Paid Conversions	Free Trial to Paid Conversion Rate represents the percentage of MYND visitors who became paid customers after a free trial.	
User Onboarding/ Adoption		
MYND Product Adoption	How many new sign-ups are actively using MYND after adoption.	Product Adoption Rate = (Number of New Users / Total Number of Users) * 100
Feature Adoption Rate	How often a specific MYND feature is used	Feature Adoption Rate = Number of Monthly Active Users Using a Specific Feature / Number of Users Logging in Within the Same Period
Time to Value	The amount of time a customer takes to find value from our product. It's critical as we have a limited amount of time to prove the product's worth to the customers before they start churning.	We should aim to lower our TTV so that new customers perceive value faster and never leave our side by becoming loyal, long-term customers.
Onboarding Content/ Guide Completion Rate	The percentage of users who completed the onboarding from head to toe.	Our ideal customers going through our onboarding flow is an important element in converting them. That's why we should observe where they abandon onboarding and improve that part to help them complete the whole guide.
Product Engagement		

DAU, WAU, MAU	Display our active user percentage, which is a sign that can be used as a basic preview of growth since they give information on how well MYND is at retaining existing customers.	Daily Active Users (DAU) = Sum of Each Day's Unique Users / Number of Days in the Month Weekly Active Users (WAU) = Sum of Each Week's Unique Users / 7 Monthly Active Users (MAU) = Sum of Each Month's Unique Users / 12
Product Stickiness	The tendency of users that keep coming back to MYND product because they find value in it.	Product Stickiness = DAU / MAU
Clicks/Actions Per Session	Clicks per Session refers to the average number of clicks that users click on the MYND app per session. Actions per Session refers to the average number of actions that users perform per session.	Clicks per session = number of clicks / total number of sessions. Actions per session = number of actions / total number of sessions.
Session Duration	Length of time that starts when a visitor views our app and ends when they exit or remain inactive for some time. As long as a visitor interacts with the MYND app, the session will continue.	Session Duration = Total Duration of All Sessions / Number of Sessions
Customer Retention Rate	Number of customers retained over a given period of time	[(CE – CN) / CS] x 100 CE – the number of customers at the end of the period measured CN – the number of new customers during the period CS – the number of customers when the period

		started
Churn/Attrition Rate	The rate at which customers stop doing business MYND over a given period of time. (Inverse of CRR)	Customer churn rate formula: (Churned customers / Original number of customers) x 100
NPS	For measuring customer loyalty. (Companies usually get their NPS by sending customers a one-question survey and asking how likely they are to recommend their product to other people.)	
CLV (Customer Lifetime Value)	Measure of how much profit the average customer contributes to MYND over their entire lifecycle.	Average order value x Repeat purchase rate – Customer acquisition cost

Notes

We should also deduce some KPI's to prove that our tech/approach is superior:
1. Is the tech working? Is mental health care provided by Mynd more effective than existing solutions/resources?
2. Are people more willing to use mental health resources with Mynd vs current available options? (example: Are people more likely to join the trial if decentralized?)

Once we have a clear idea of the features:
- Can also add things about the app like how many times does a user check in? Mood index? Are users more interested in the check-in or the mood dashboard (which features are more popular)
- How often do users follow up with the app notifications vs ignore?

- resources/coping skills/help - which are used most?

- More likely to access resources with awareness gain

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Other Documentation

Document	Author	Link	Comment
MYND │ Final Presentation and Deliverable	Simin Mahaleh, J.R. McCrery, Laura Steinke, Kshitiz Garg, Prachi Mehta, Philipp Engel	📄 MYND │ Final P…	
Sales & Marketing Report │ Final	Simin, J.R. McCrery, Laura Steinke, Kshitiz Garg, Prachi Mehta, Philipp Engel	📄 Sales & Market…	
https://www.icloud.com/iclouddrive/			

Healthcare Provider Interview Template:
https://docs.google.com/document/d/1ZtnN9yNbqWRqSJCFFuyU9-hS1RyChwb2wS226m-twpk/edit?usp=sharing

Potential Users Interview Template:
https://docs.google.com/document/d/1DofOKOK0R_oAz22WBgLo8zw4BvdpphxfHonGYDxLLEs/edit?usp=sharing

Survey Results:
https://docs.google.com/spreadsheets/d/1tibUVaJPnqtFkPhXiFXWwqwj5nLrB8aIy5wuzFqHRp0/edit?usp=sharing

SkyMap Google doc
https://docs.google.com/document/d/1gkEtJfvyi7ClakgKn5zk7yJvzpPY7b0SwkcQr5Mi6M8/edit#heading=h.v5xoxm325ci9

Next Steps:
- Create user matrix (matrix with top 5 user segments & relevant KPIs to select target user group and pain point
    - AFTER this, then feature prioritization and scoping for MVP
- simin/wadzi meet on competitor analysis for direct competitors and KPI's