Case Study

Soul Space

Where Inner Calm Begins

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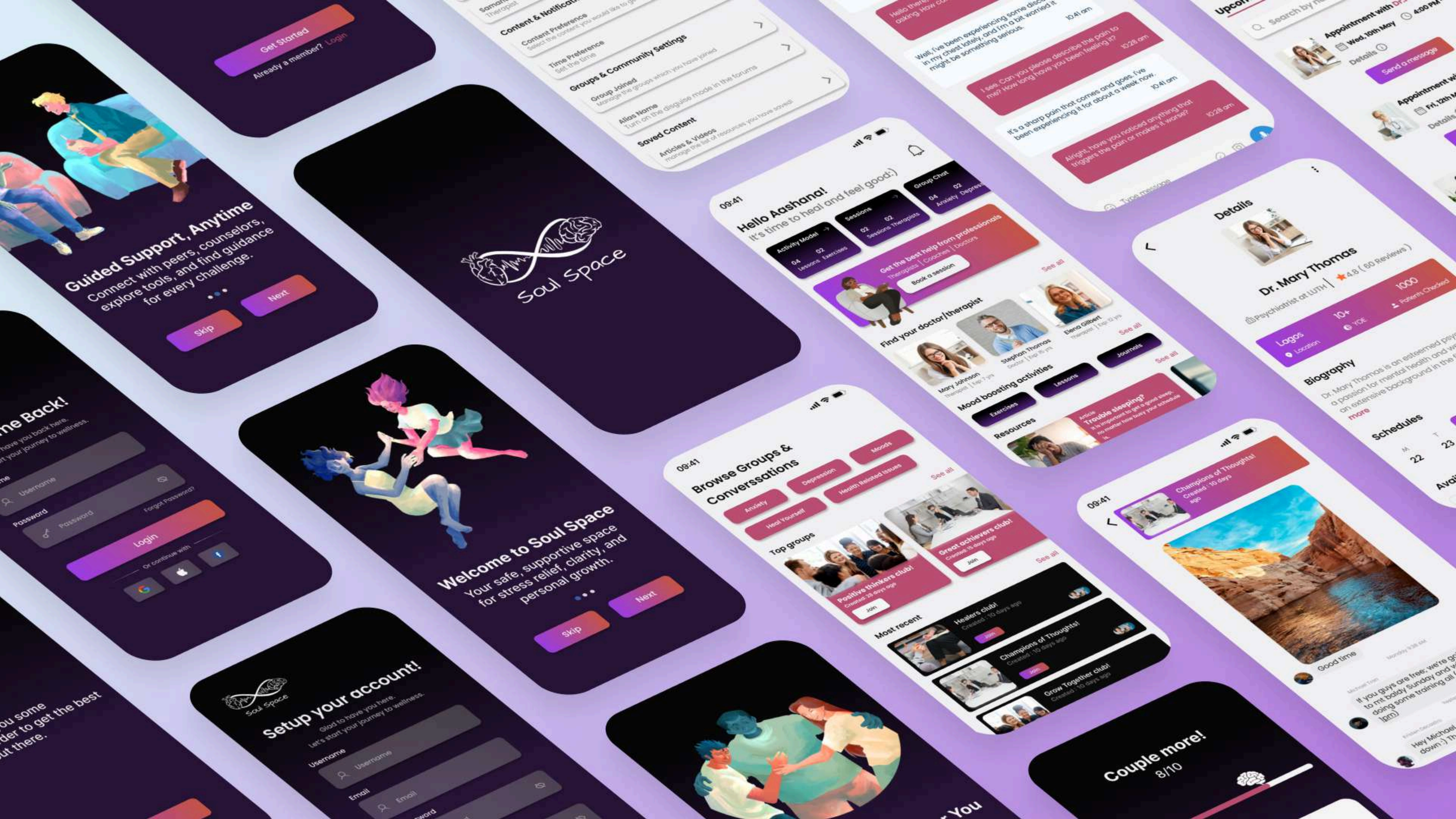
Get Started
Already a member? Login
Guided Support, Anytime
Connect with peers, counselors, explore tools, and find guidance for every challenge.
Skip
Next
Soul Space
Welcome to Soul Space
Your safe, supportive space for stress relief, clarity, and personal growth.
Skip
Next
Setup your account!
Username
Email
Content & Notifications
Content Preference
Time Preference
Groups & Community Settings
Group Joined
Alias Name
Saved Content
Articles & Videos
Hello Aashana!
It's time to heal and feel good:)
Activity Model
Sessions
Group Chat
Get the best help from professionals
Book a session
Find your doctor/therapist
Mary Johnson
Stephan Thomas
Elena Gilbert
Mood boosting activities
Exercises
Lessons
Journals
Resources
Trouble sleeping?
Browse Groups & Converssations
Anxiety
Depression
Moods
Heal Yourself
Health Related Issues
Top groups
Positive thinkers club!
Great achievers club!
Most recent
Healers club!
Champions of Thoughts!
Grow Together club!
Details
Dr. Mary Thomas
Psychiatrist at LUTH
Lagos
Location
10+
YOE
1000
Patients Checked
Biography
Schedules
Champions of Thoughts!
Good time
Couple more!
8/10

Soul Space

Project Brief

I aim to provide a comprehensive solution for mental health challenges by offering a supportive platform where individuals can freely express their concerns and seek professional and peer support.

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Problem Statement

Many individuals experience significant stress, anxiety, and confusion related to careers, studies, relationships, and general mental health. They often feel isolated and unable to discuss their problems due to fear of judgment, stigma, or lack of understanding.

Additionally, access to affordable and timely mental health support is limited, exacerbating the problem.

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Solution

I aim to create a user-friendly app and website that provide accessible, confidential, and effective mental health support. The platform will offer a safe space for communication, a range of self-help resources, and tools for tracking mental health progress, addressing the barriers to seeking help.

Goals

01 Ensure Mental Well-being

Provide consistent, accessible support to improve users' mental health and emotional well-being.

02 Build a Supportive Community

Foster a community where users can connect with peers and professionals for guidance and support.

03 Promote Awareness

Increase awareness and reduce the stigma surrounding mental health issues.

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Soul Space

Objectives

Develop a User-friendly Platform

Design and launch an intuitive app and website for mental health support.

Offer Professional Guidance

Provide access to trained listeners, therapists, and peer supporters.

Utilize Technology for Progress Tracking

Implement tools for users to monitor and track their mental health improvements.

Expand Access and Affordability

Ensure the platform is accessible and affordable for a wide range of users, with regular updates and improvements based on user feedback and emerging mental health trends.

Business Model Questionnaire

1 What is your Business Idea?

My service offers a user-friendly app and website called Soul Space, providing accessible, confidential, and effective mental health support for individuals experiencing stress, anxiety, and confusion in various aspects of life.

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2 What benefits do your customers gain from your business idea?

Confidential Support

Safe and private platform for discussing mental health issues.

Professional Guidance

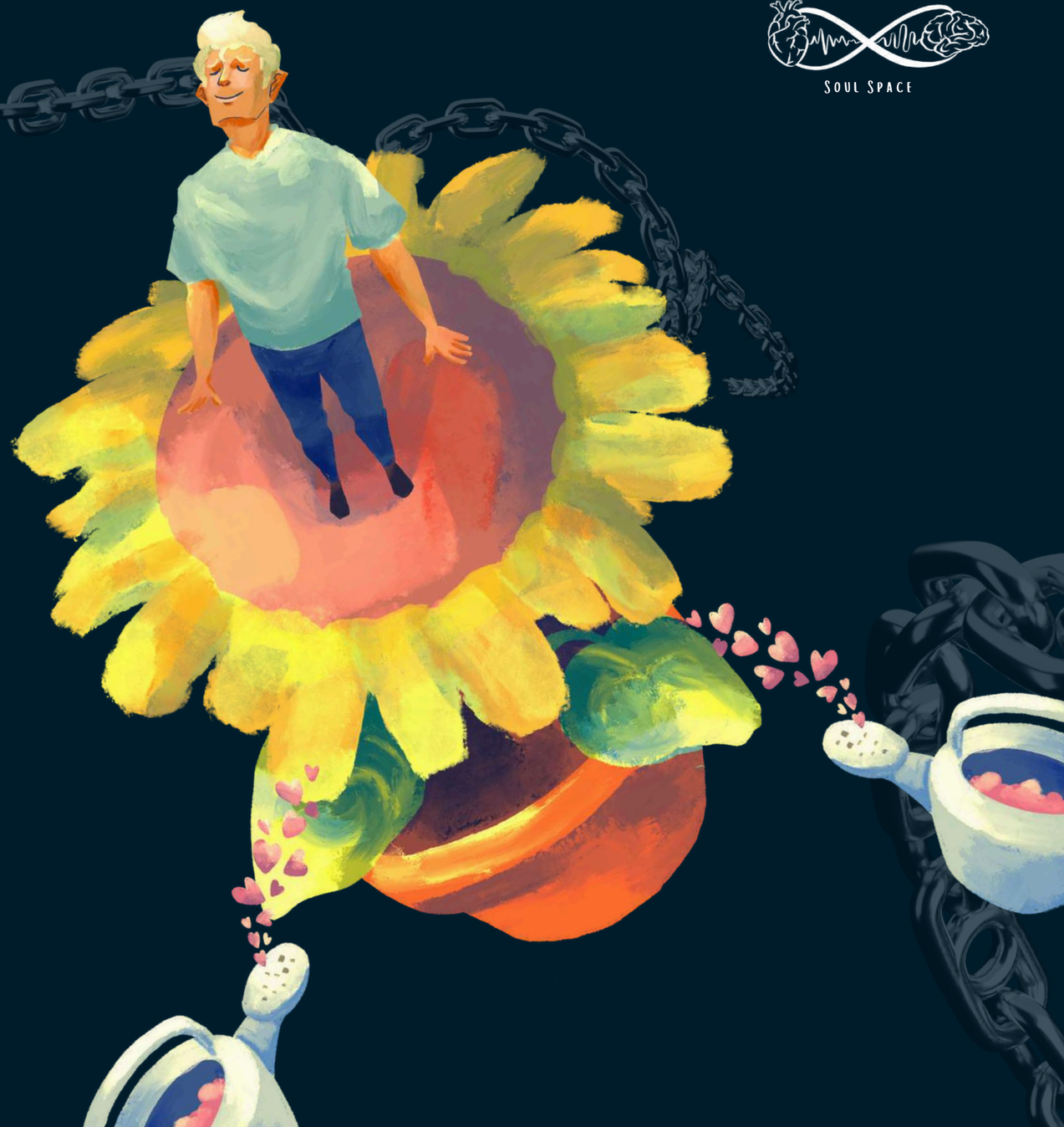
Access to trained listeners, therapists, and peer supporters.

Convenience

Easily accessible support through text chat, voice call, and video call.

Self-help Resources

Tools and resources for managing and tracking mental health progress.



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3 What is your target group?

Individuals experiencing stress, anxiety, and confusion about studies, careers, relationships, and general mental health. Includes those who prefer online mental health support.

4 Which Sector and Market are related to your company?

- **Sector:** Mental Health and Wellness.
- **Market:** Digital health services and online therapy

5 Which Long Term goal do you want with your company?

To become a leading digital platform for mental health support, fostering a global community where individuals can connect, heal, and thrive.

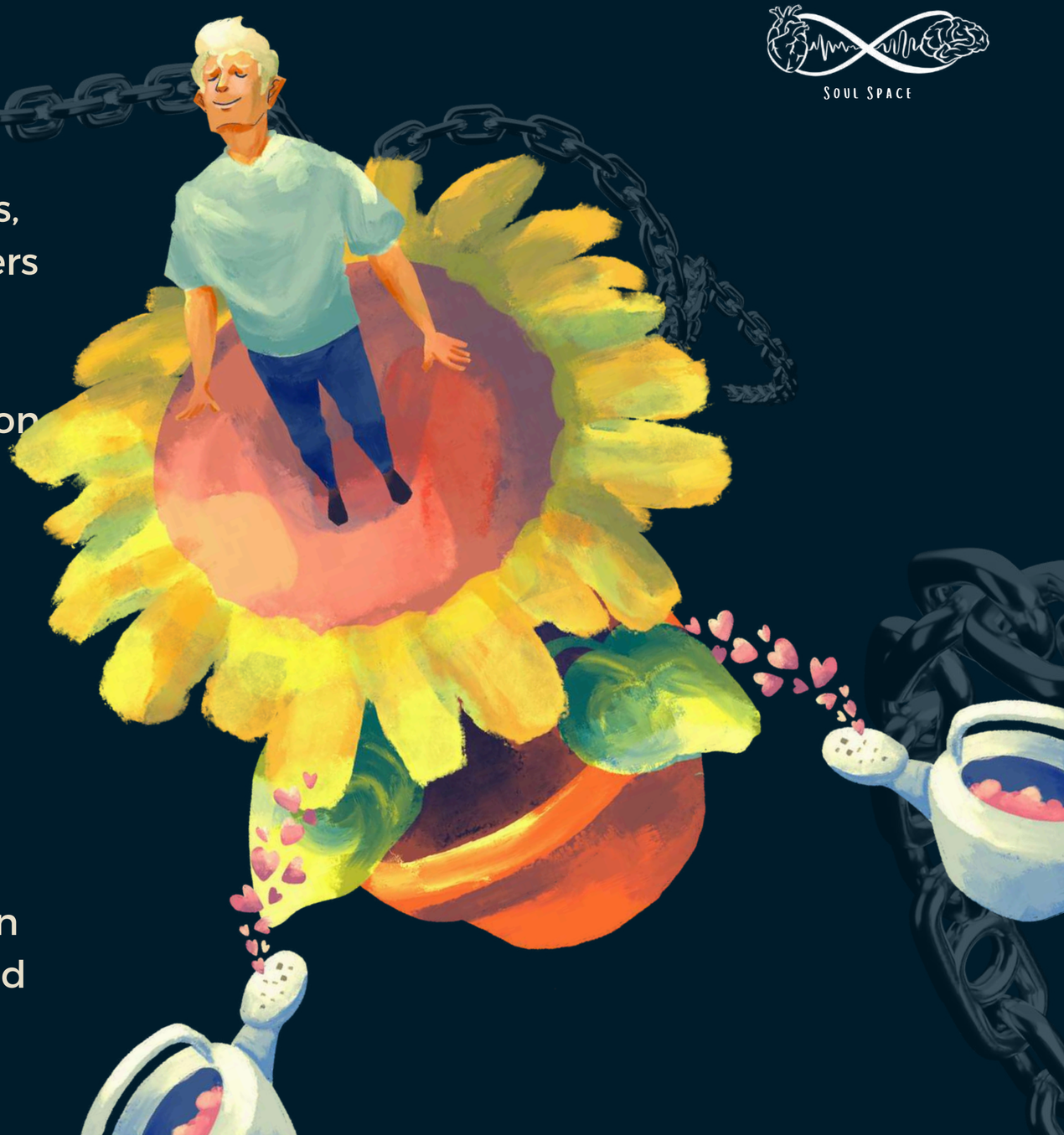
6 What opportunities and threats do you see?

Opportunities: Increasing awareness of mental health, growing demand for digital health services, potential for partnerships with healthcare providers and educational institutions.

Threats: Stigma around mental health, competition from existing mental health apps, data privacy concerns.

7 Which Market entry strategy are you planning for your company?

- **Strategic Partnerships:** Collaborations with mental health professionals, educational institutions, and healthcare providers.
- **Marketing Campaigns:** Targeted advertising on social media, partnerships with influencers, and awareness campaigns.



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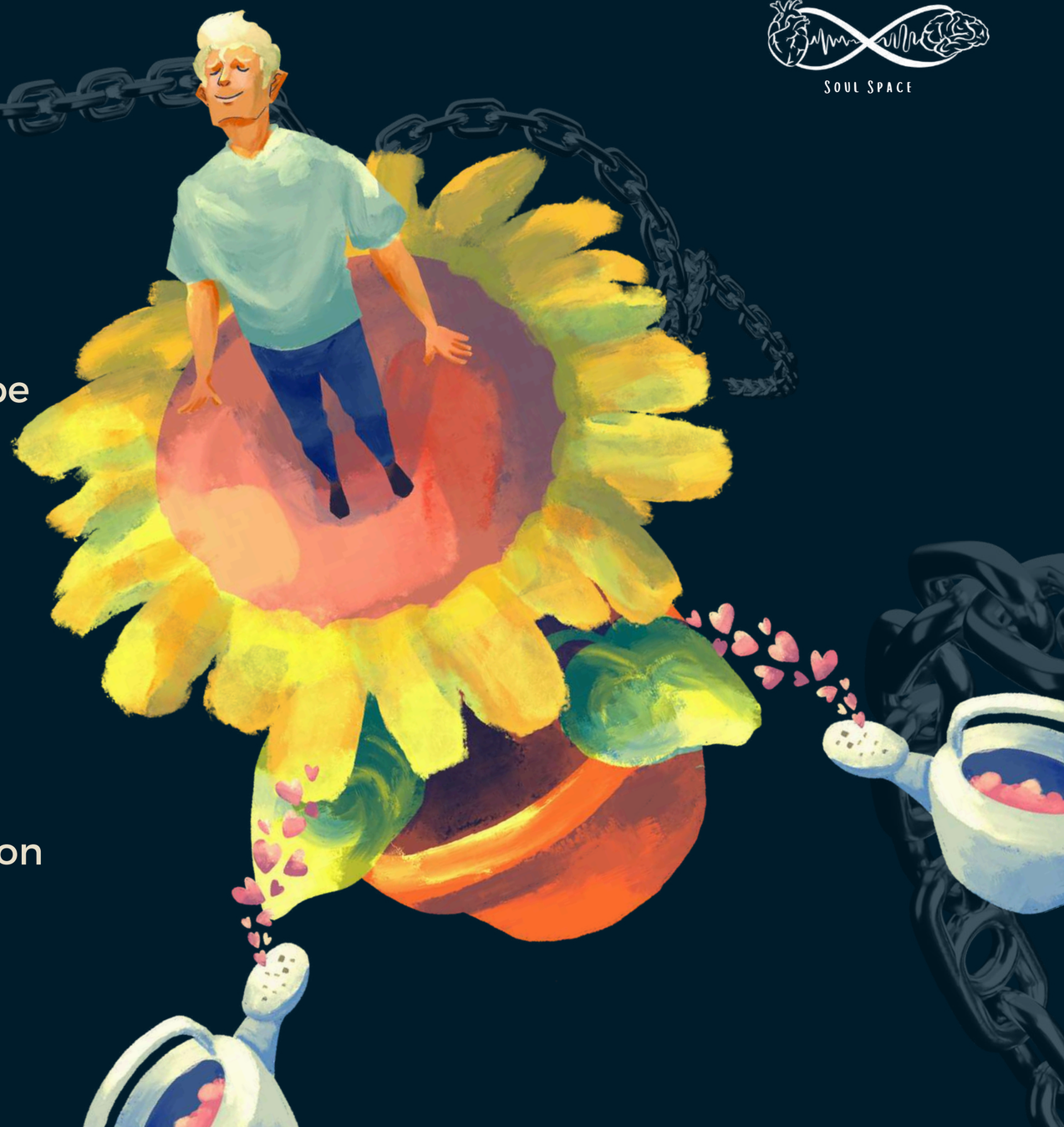
8 How large will the investment needs for your company be over the next 5 years?

Investment areas (development, marketing, maintenance, legal, staffing) needs are subject to market analysis and growth projections and will be determined accordingly.

9 How much profit and turnover planned to achieve for the next 5 years?

Revenue from subscriptions, in-app purchases, or advertising. Expense forecasting for development, marketing, and operations. Specific figures based on financial modeling.



Target Audience

People of all age-groups.

- **Students**
- **Career/Working Professionals**
- **Single or Married Individuals**

Survey Findings

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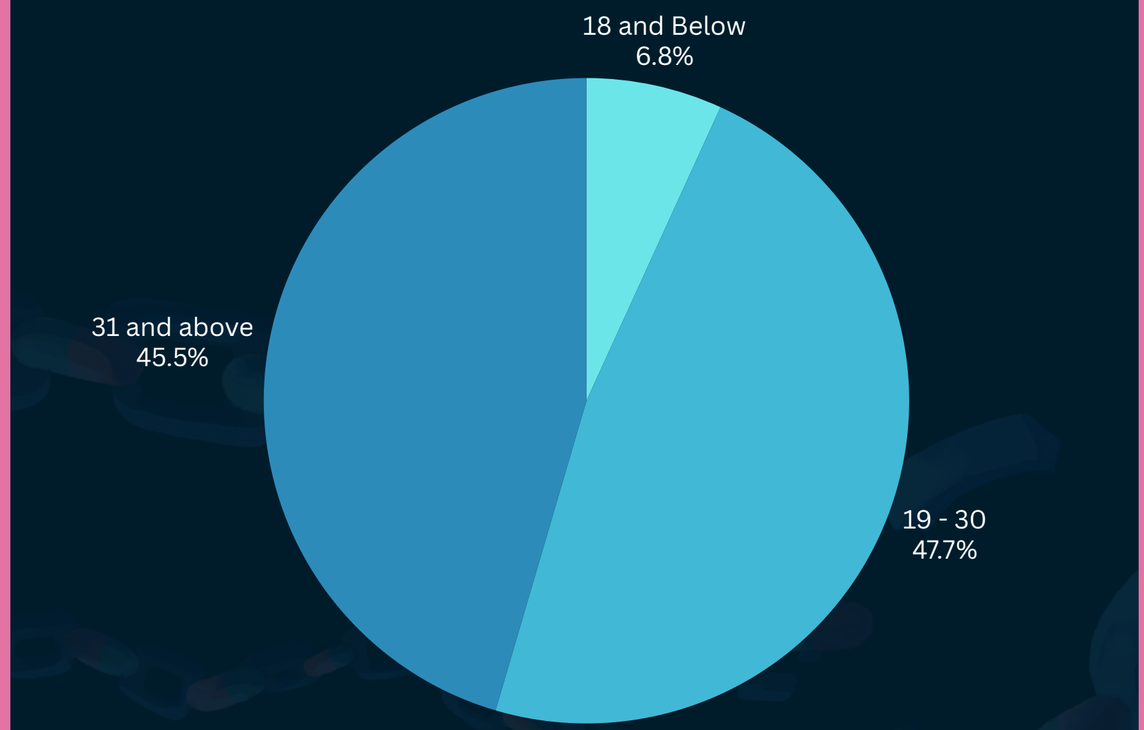
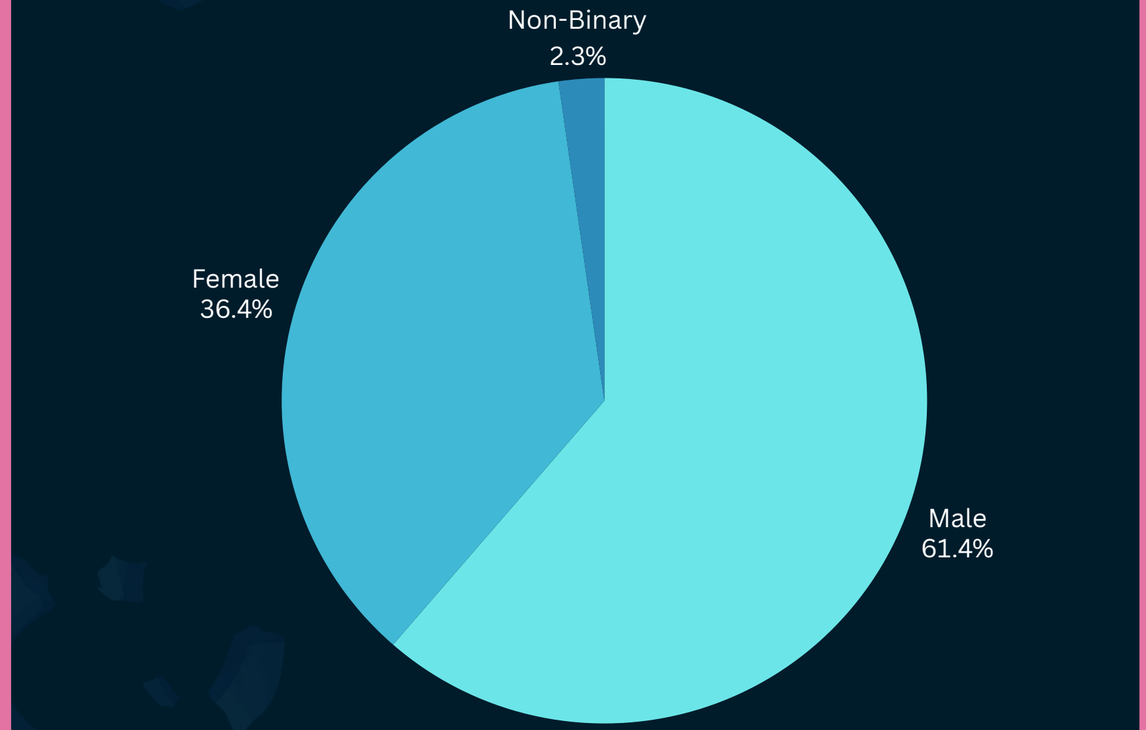
Survey Findings

Age Range



Gender



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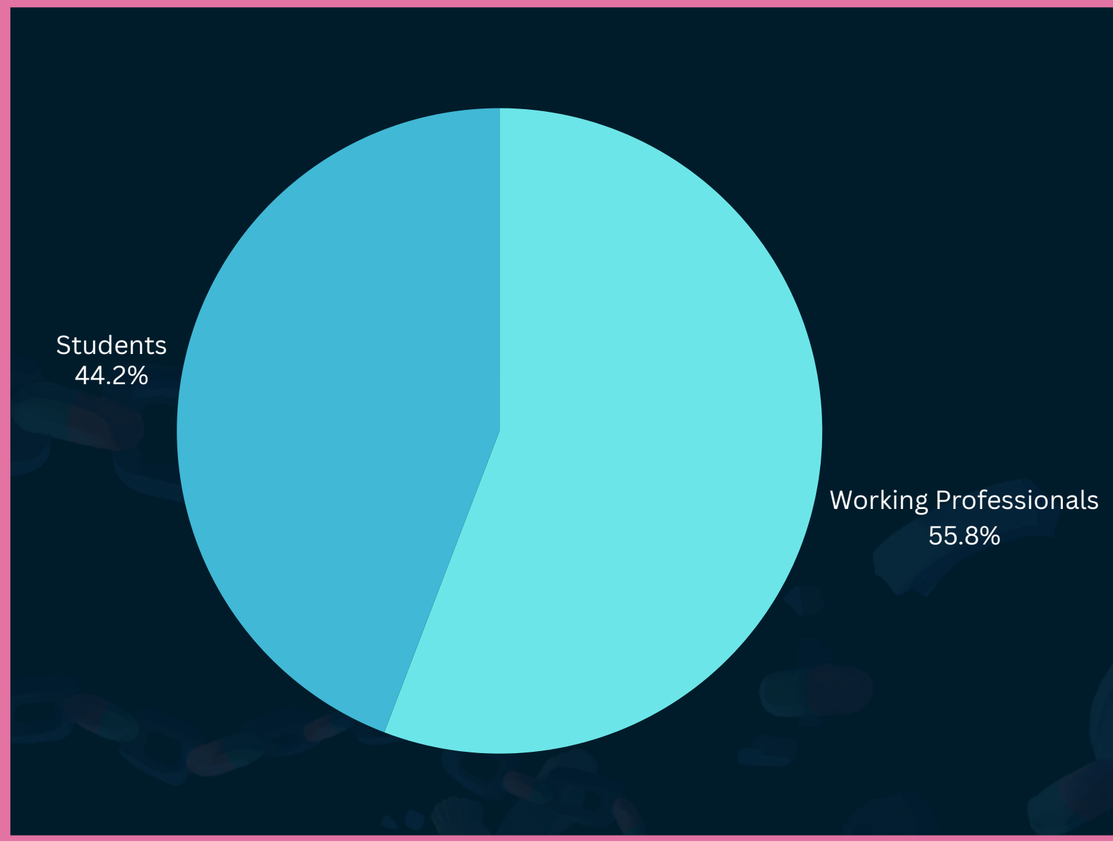
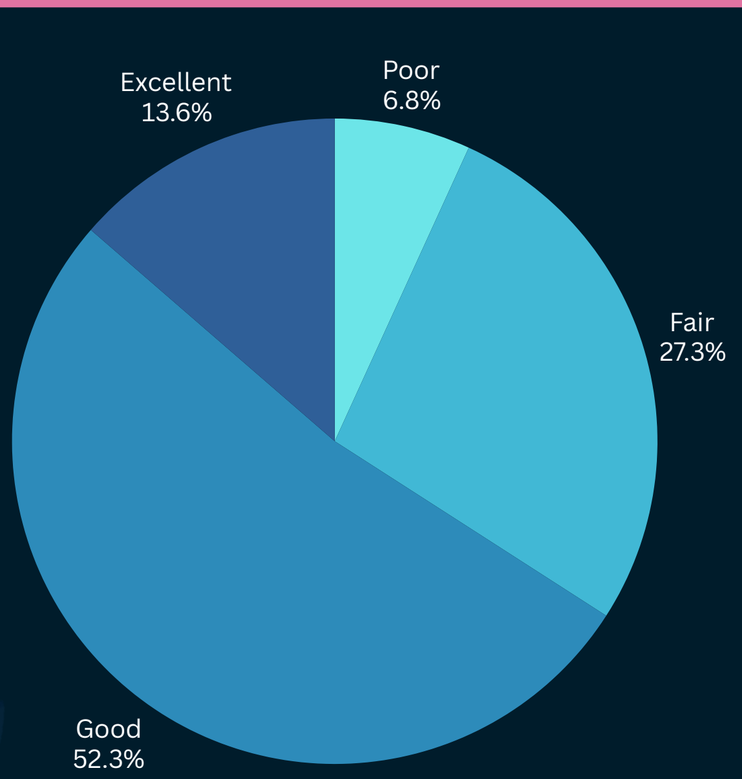
Survey Findings

Current form of working



Rating of current overall well-being



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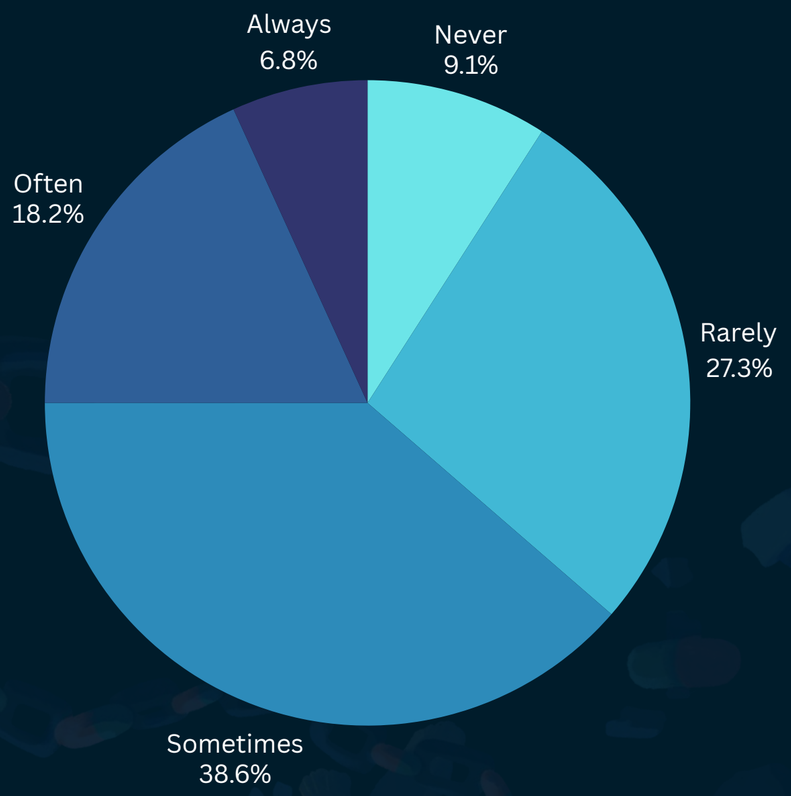
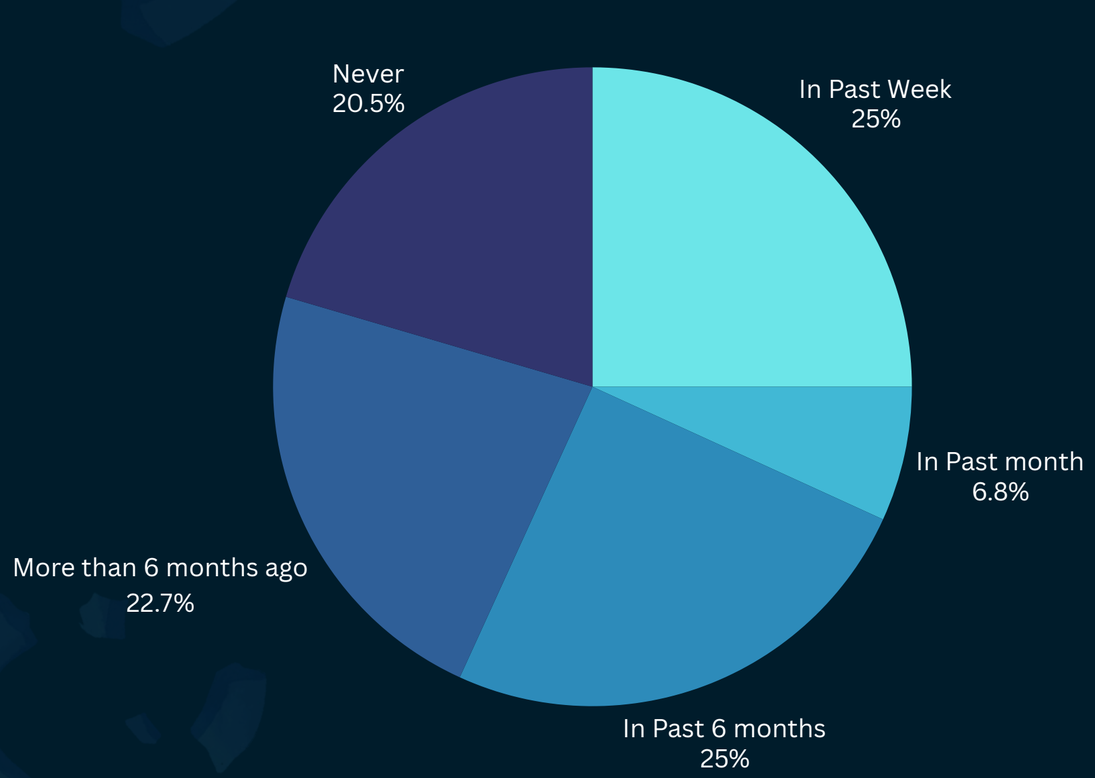
Survey Findings

Frequency of feeling overwhelmed or unable to cope with daily tasks



Last time unable to manage stress/anxiety independently



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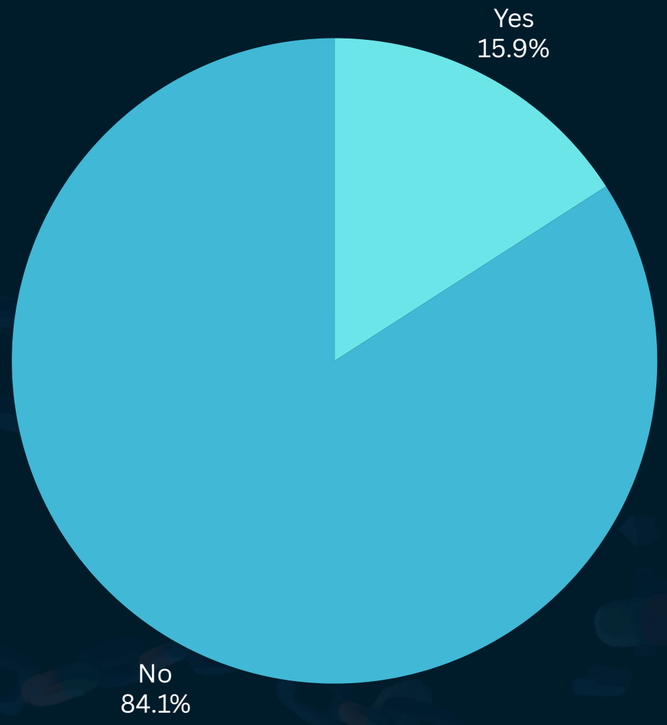
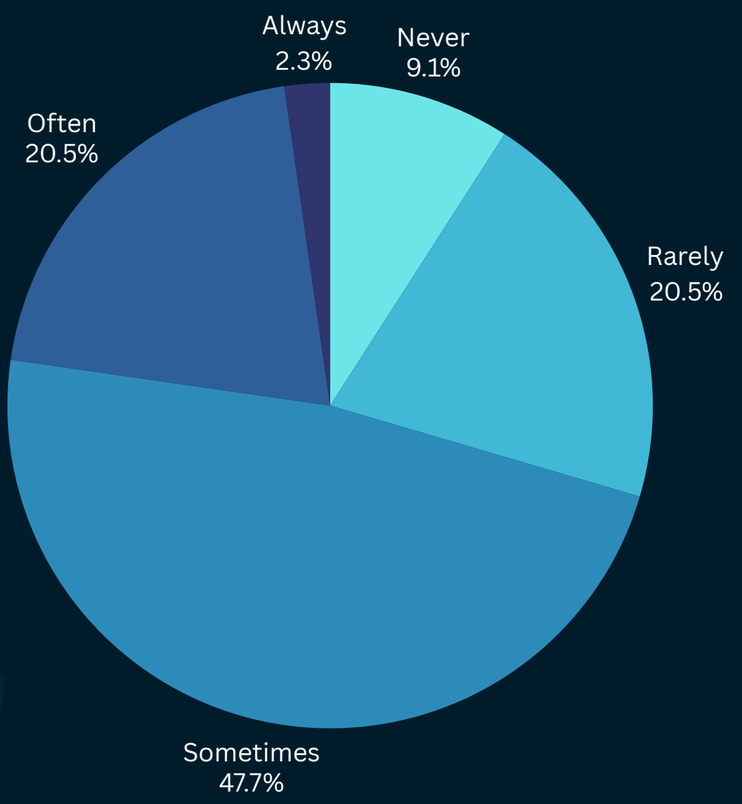
Survey Findings

Discussion of mental health with a healthcare professional



Frequency of reflecting on emotional well-being



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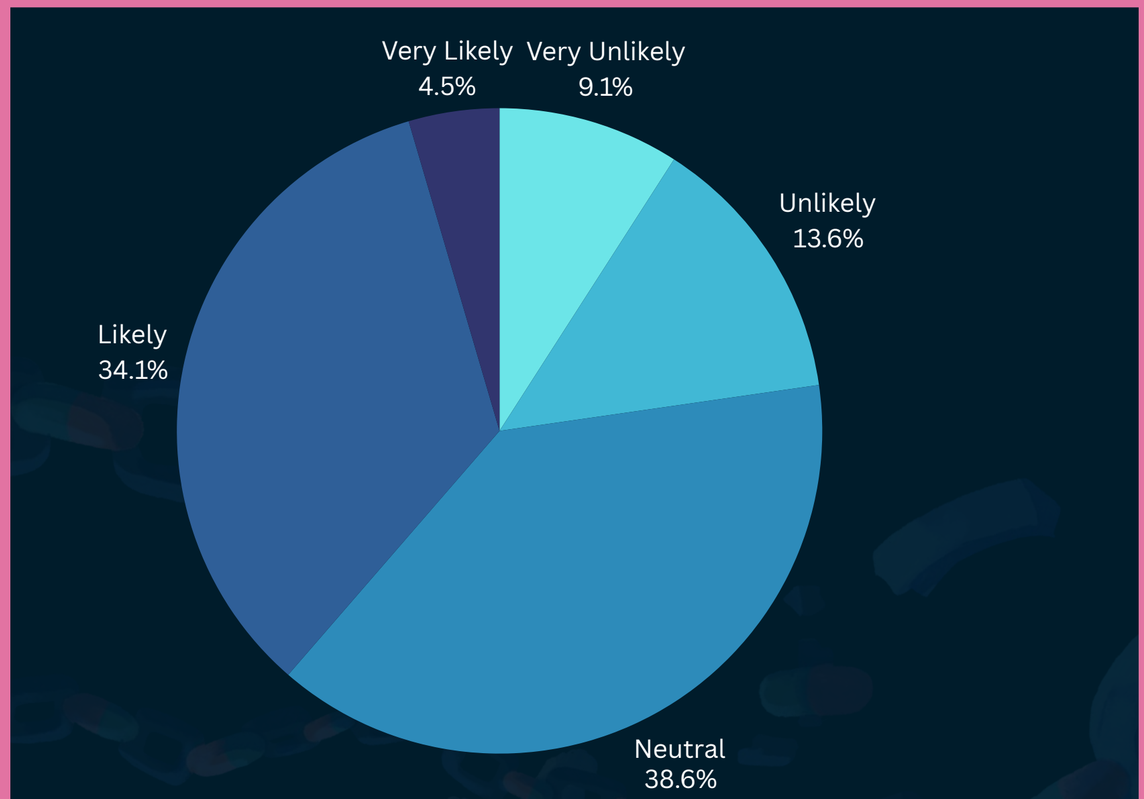
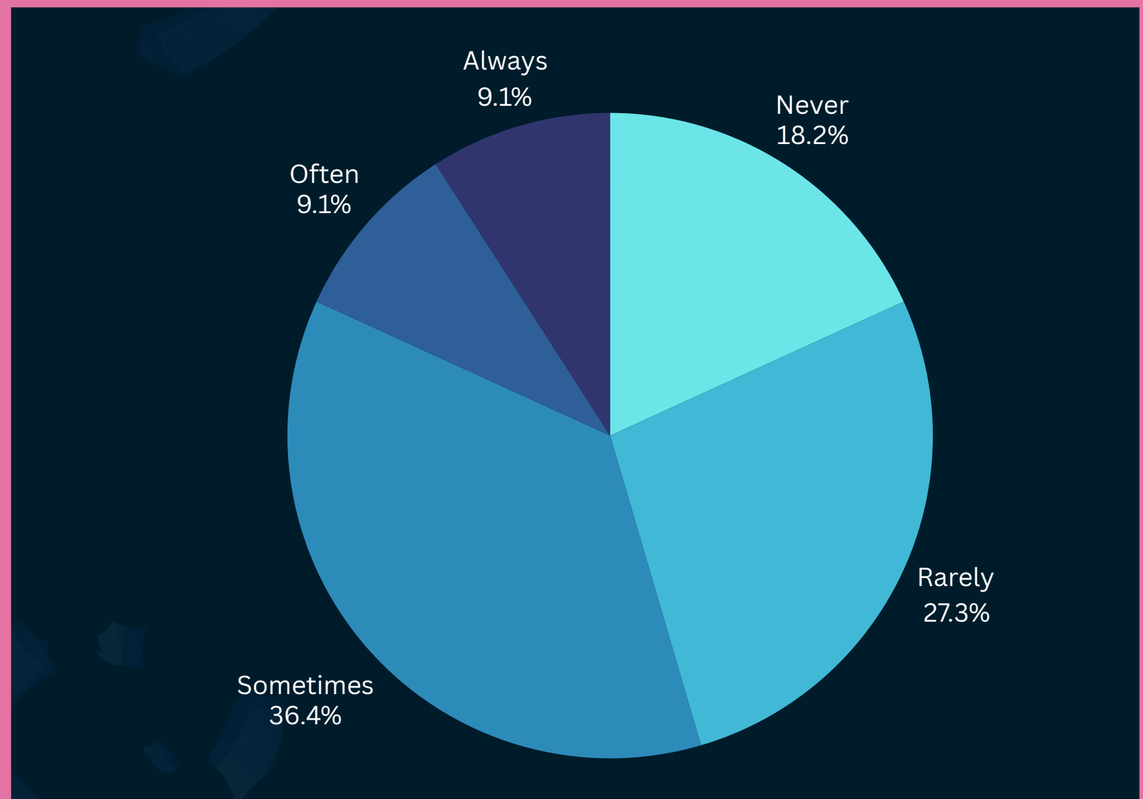
Survey Findings

Likelihood of seeking advice or support in difficult situations



Feeling lack of control over life in the past month



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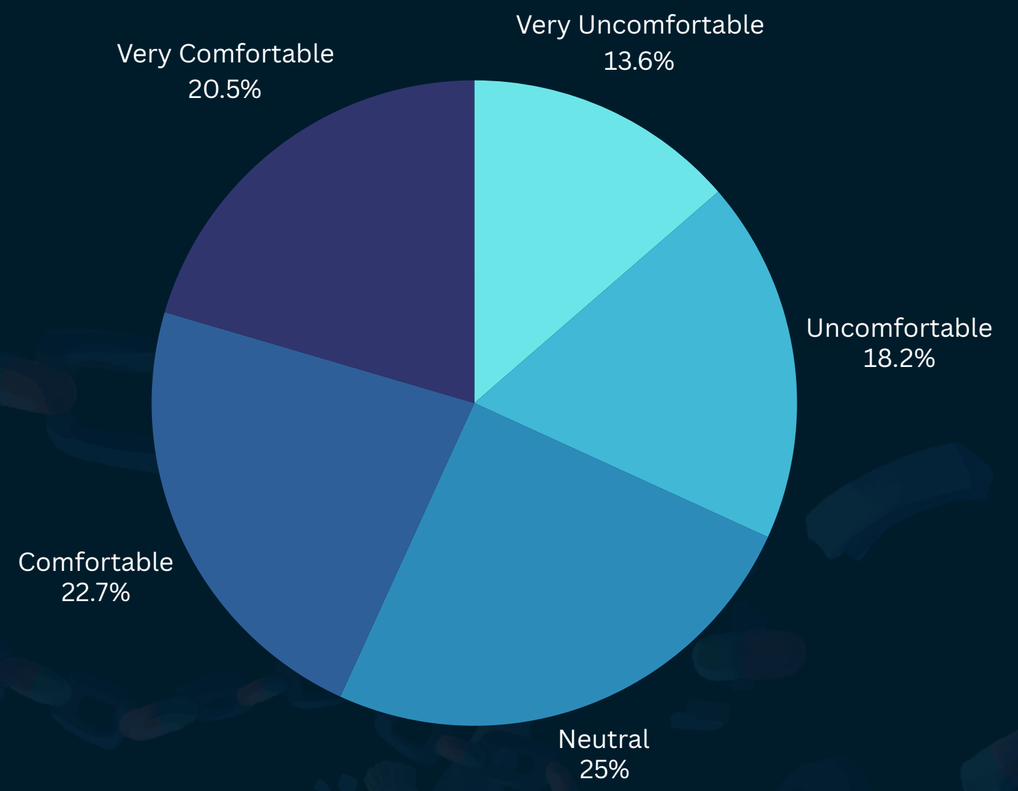
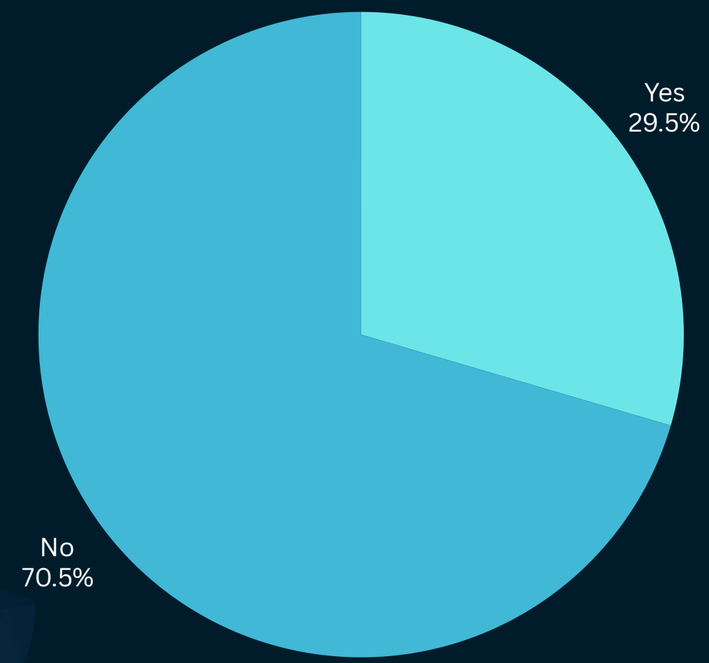
Survey Findings

Comfort level discussing personal issues with family or friends



Explored online resources for managing stress or mental health



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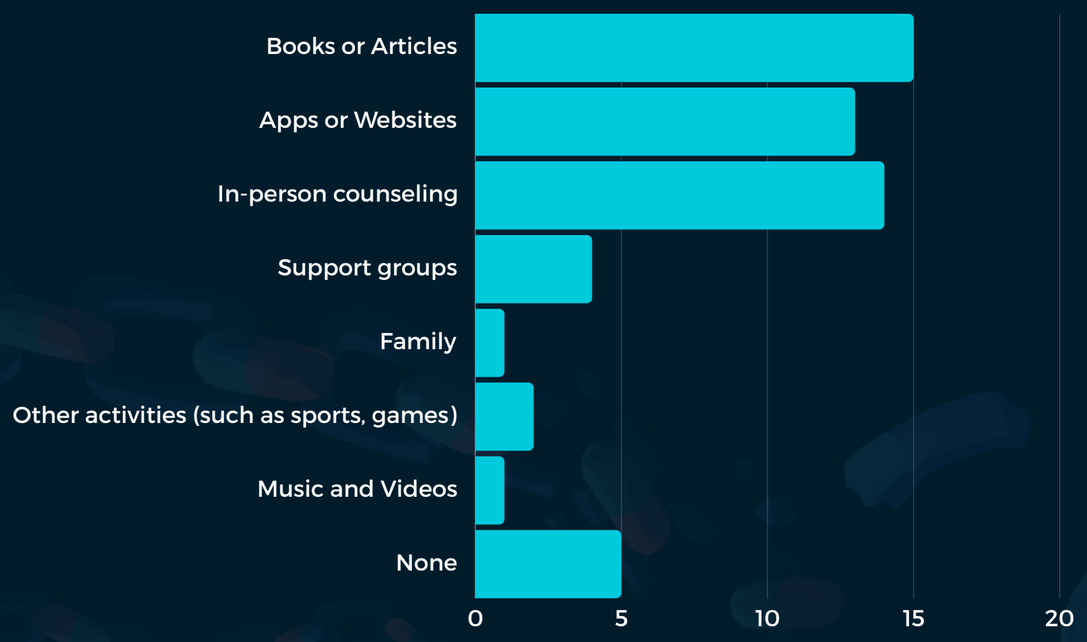
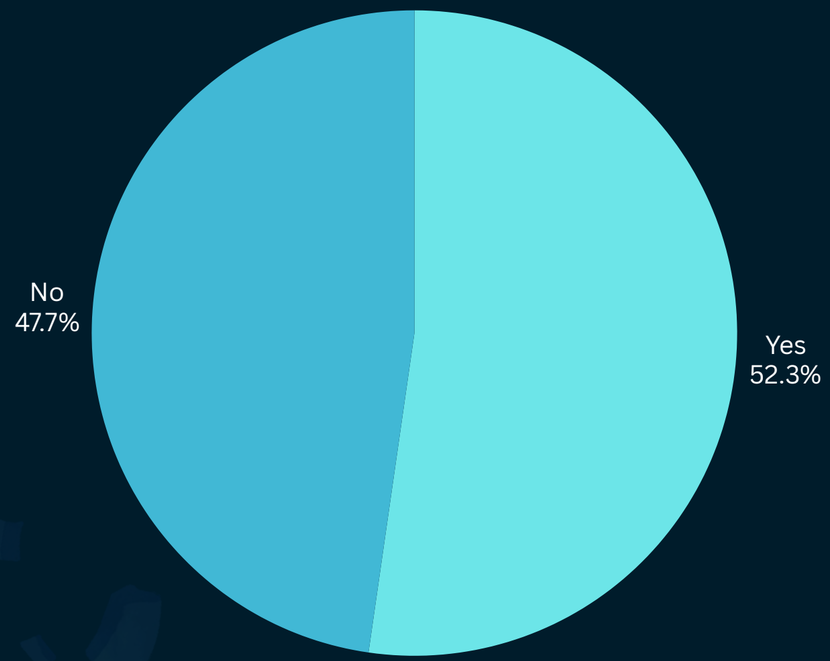
Survey Findings

Helpful types of mental health resources used



Interested in using an app/website for mental health support



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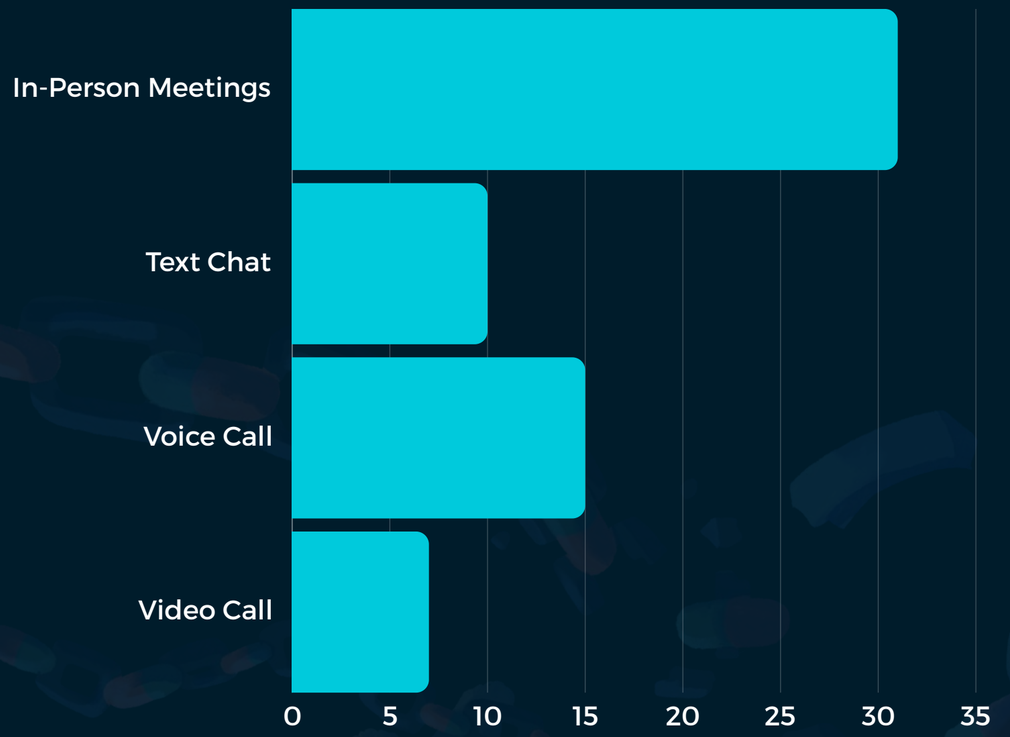
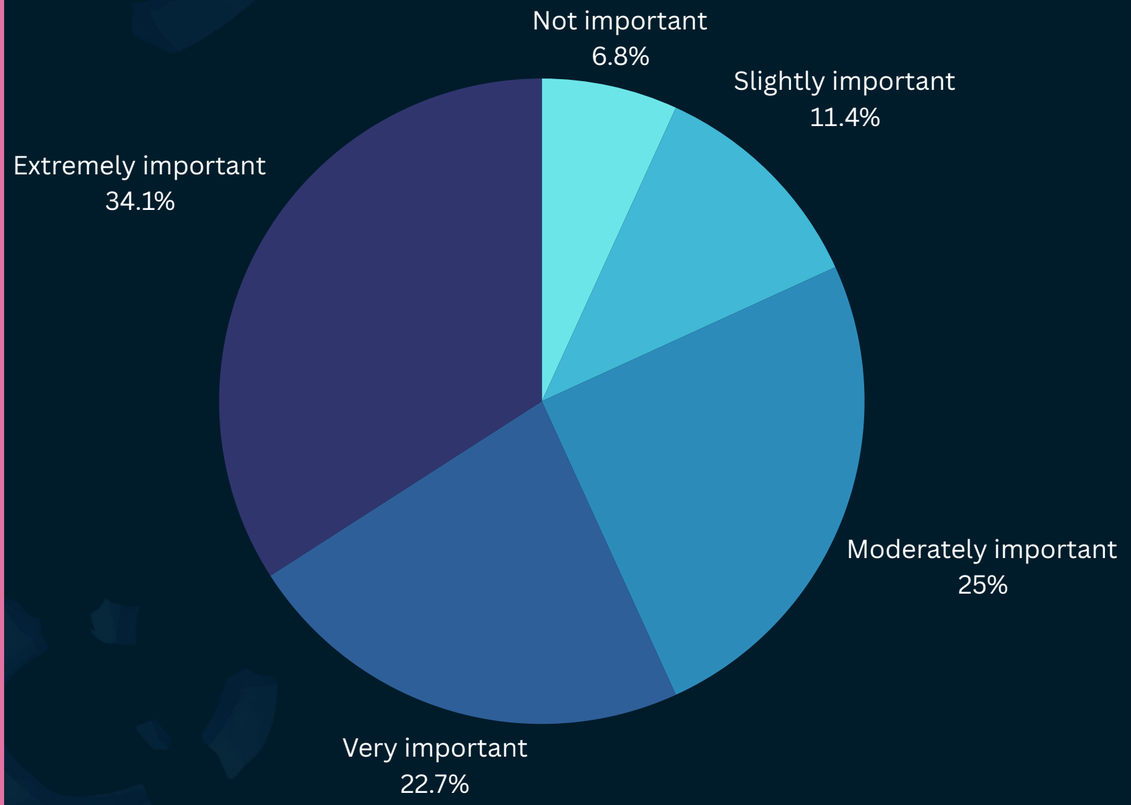
Survey Findings

Preferred method for discussing mental health issues



Importance of confidentiality in mental health support



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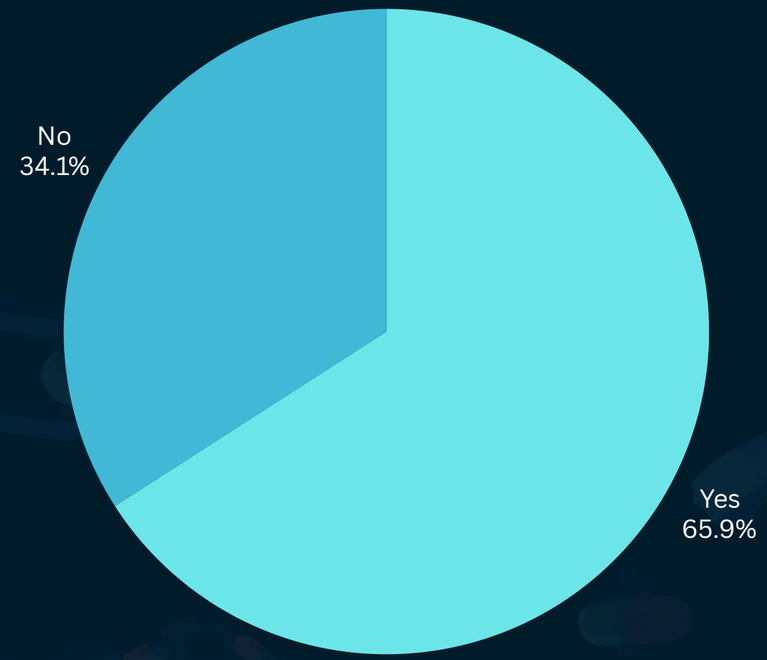
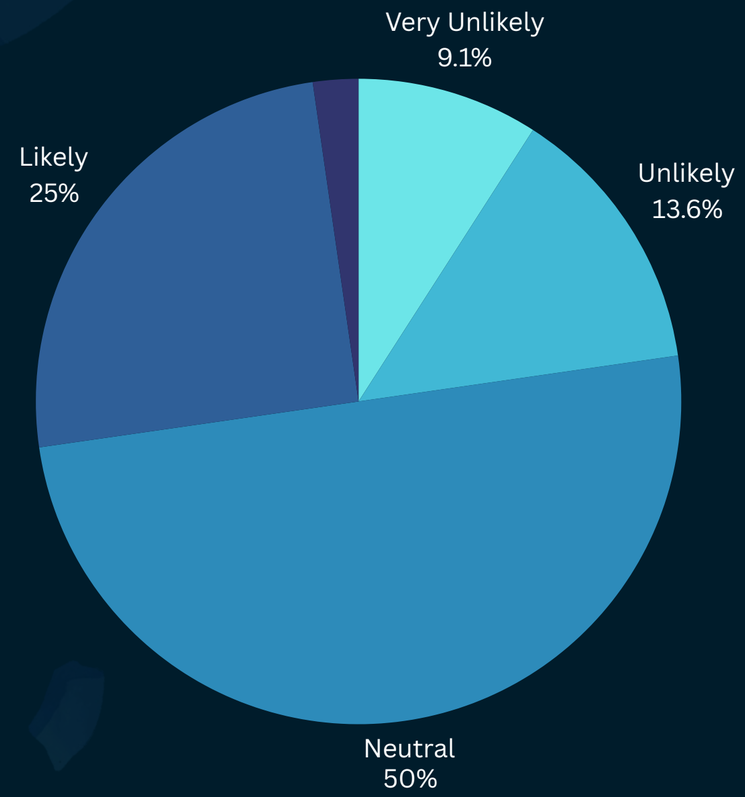
Survey Findings

Find self-help tools and progress tracking on an app/website useful



Likelihood of using an app/website with support and self-help content



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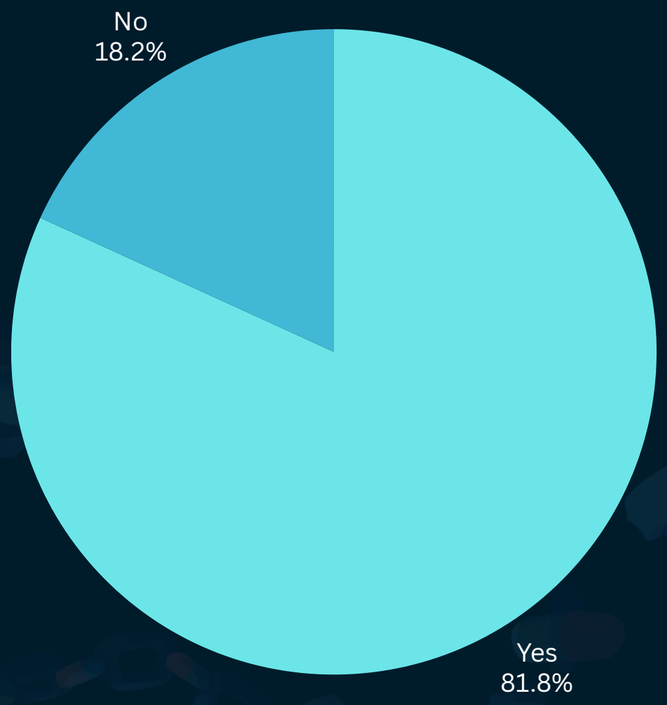
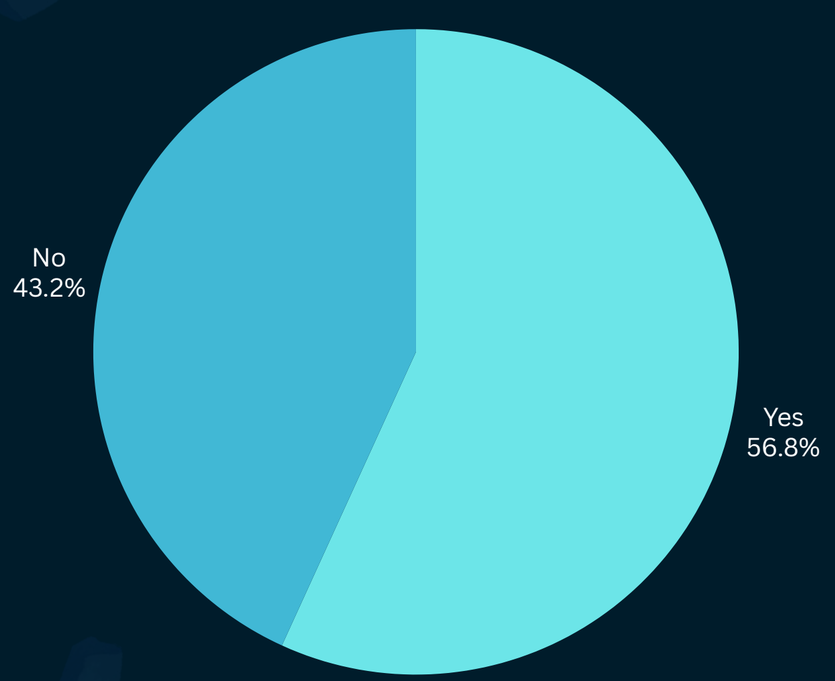
Survey Findings

Get multiple commu. preferences for connecting with professionals



Concerned about privacy in in-person mental health conversations



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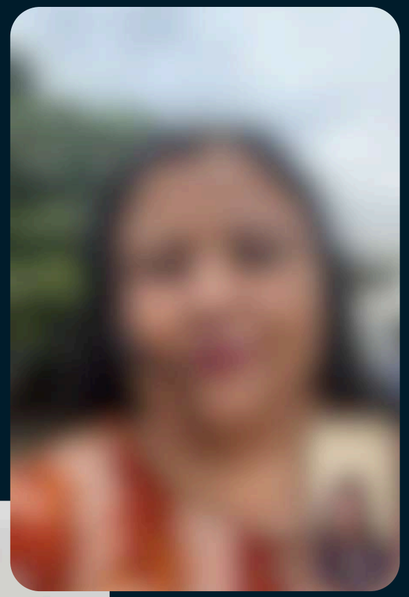
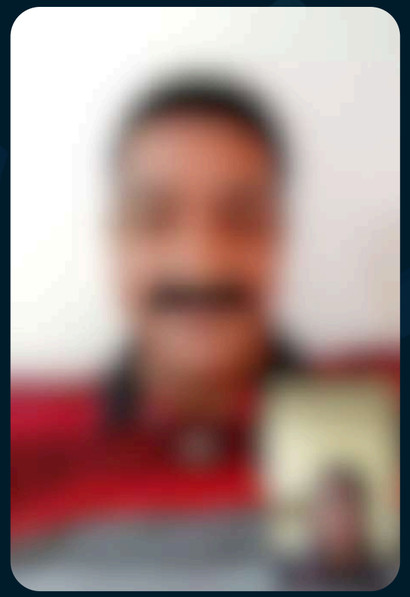
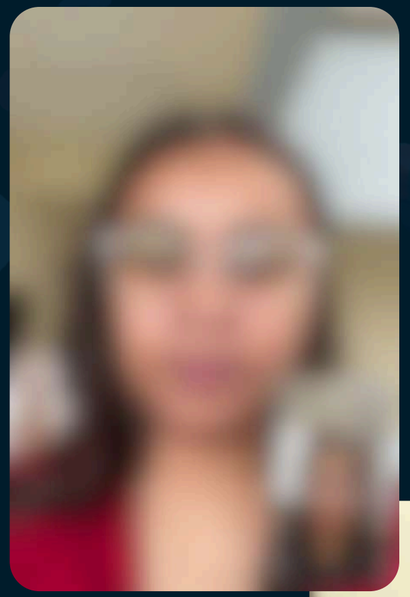
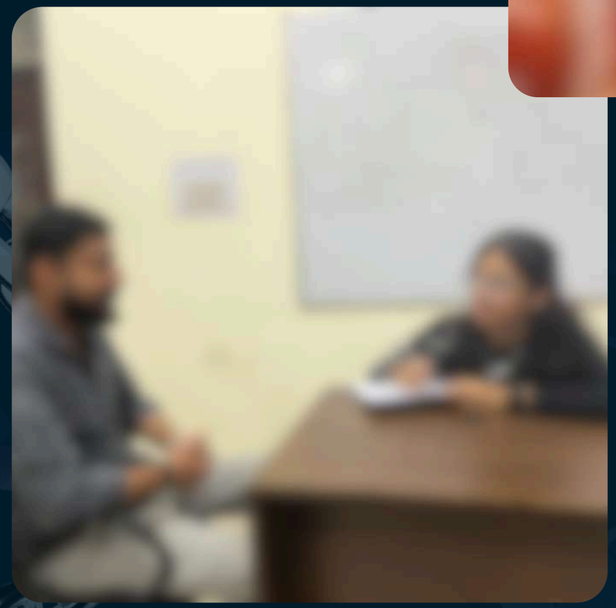
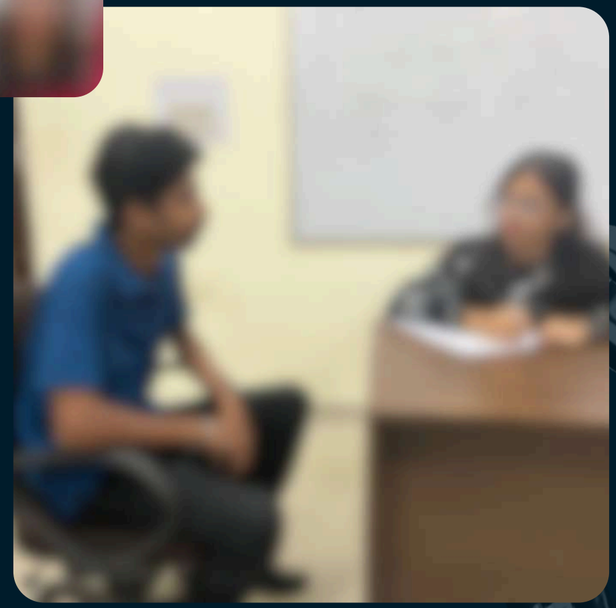
Interview











Note: To protect the privacy of my interview participants, their faces have been blurred in the images.

Soul Space

5 W's & 1 H

UX Vision

Who

Soul Space targets individuals across all age groups, including students, career professionals, and couples, who are seeking support for stress, anxiety, and other mental health concerns.

What

Soul Space is a mental health app and website designed to provide accessible, confidential, and effective support through professional counseling, peer support, and self-help resources.

When

Users should turn to Soul Space whenever they experience stress, anxiety, or other mental health issues, and need a safe and supportive environment to seek help and guidance.

Where

Soul Space is available as an app on mobile devices and as a website, allowing users to access mental health support from anywhere with an internet connection.

Why

Soul Space addresses the need for confidential and accessible mental health support, helping users manage their stress and emotional well-being effectively, especially when they might not have other options for professional or peer support.

How

Soul Space operates by providing users with easy access to professional counseling, peer support, and self-help resources. Users can navigate through categories like career, relationships, and personal well-being, whether on the app or website, ensuring they quickly find the help they need and can opt for premium features for personalized guidance.

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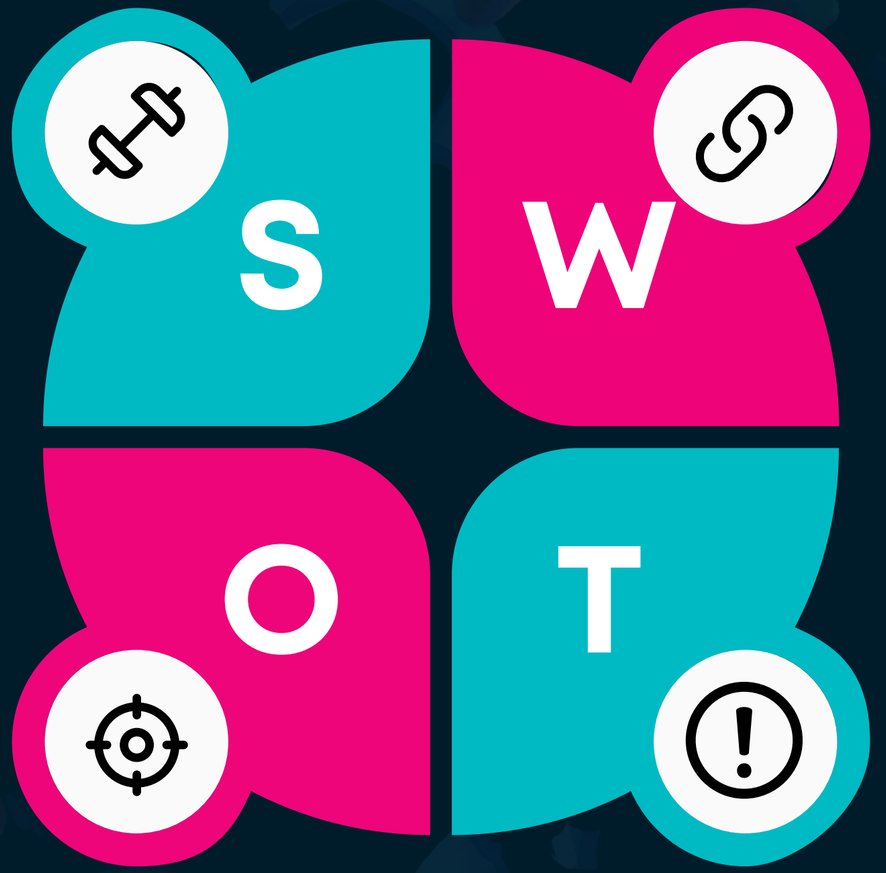
SWOT Analysis

Strengths

- **Comprehensive Support:** Multiple options like articles, chat, and calls.
- **Multi-Platform Access:** Available on app and website.
- **User-Friendly Design:** Easy navigation for diverse users.
- **Strong Privacy:** Focus on data confidentiality.

Opportunities

- **Mental Health Awareness:** Growing market for mental health solutions.
- **Tech Advancements:** Use AI for personalized support.
- **Global Reach:** Potential to expand globally.
- **Monetization:** Paid features can increase revenue.



Weaknesses

- **High Competition:** Strong rivals in the market.
- **Resource-Intensive:** Requires ongoing updates and maintenance.
- **Engagement Challenges:** Hard to keep users engaged long-term.
- **Frequent Updates:** Needs continuous improvement.

Threats

- **Intense Competition:** Risk of being overshadowed by bigger players.
- **Regulatory Issues:** Complex privacy laws to navigate.
- **Data Security:** Risks could harm trust.
- **Economic Uncertainty:** Users may be less willing to pay.

Soul Space

Persona

Their -

- Empathy Map
- User Story
- User Journey

Persona 01

ADITYA

Aditya is a college sophomore balancing academics and a part-time internship. Ambitious and aiming for success, he faces significant stress and anxiety from juggling between both the responsibilities. With limited time for social activities, Aditya struggles to manage his mental health.

DEMOGRAPHICS

20 years old

Male

Single

College Student and Part-time Intern

Delhi, India

GOALS

- Achieve high academic performance and gain valuable work experience.
- Manage stress and anxiety related to academic and professional responsibilities.
- Maintain a healthy balance between work, studies, and personal life.

NEEDS

- A confidential space to discuss his stress and anxiety.
- Tools and resources for managing stress specific to students and early-career professionals.
- Guidance on balancing academic, professional, and personal life effectively.

PAIN POINTS

- Overwhelmed by dual pressures of college and work.
- Difficulty expressing feelings and concerns to others, leading to feelings of isolation.
- Struggles with maintaining a work-life balance, leading to burnout.

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ADITYA

Persona 01

EMPATHY MAP

Says

"I need to do well in both school and work, but it's so hard to manage everything."

"I'm so stressed, but I don't know how to talk to anyone about it."

Thinks

"What if I can't keep up? I need to prove that I can handle all of this."
"I wish I had more time for myself and my friends, but I can't afford to slack off."

Feels

- Overwhelmed by the constant pressure to succeed.
- Anxious about not meeting expectations at school and work.
- Isolated, as he feel he can't share their struggles with others.

Does

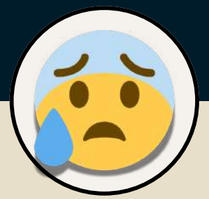
- Spends long hours working on assignments and internship tasks.
- Avoids social activities to focus on studies and work.
- Uses online resources to find ways to manage stress.

Persona 01
Aditya

USER STORY

Aditya needs a safe and supportive platform to manage their stress and anxiety while balancing their academic and professional responsibilities, so he can achieve success without compromising their mental health.

USER JOURNEY



STAGE 1 REALIZATION

Aditya begins to feel overwhelmed by the combined pressures of school and work. He notice that their stress is affecting their academic performance and mental well-being.

STAGE 2 DISCOVERY

While searching for stress management resources, Aditya comes across "Soul Space" through an online recommendation or a friend. He are intrigued by the platform's focus on both academic and professional stress management.

STAGE 3 ENGAGEMENT

Aditya signs up and explores the self-help tools and resources available for both students and professionals. He start using the journaling feature to track their thoughts and the guided meditations to manage daily stress.

STAGE 4 SUPPORT

Aditya participates in a peer support group tailored for students and early-career professionals. He also take advantage of career coaching sessions available on the platform to get advice on balancing their responsibilities.

STAGE 5 RESOLUTION

Aditya feels more in control of their stress, with improved academic performance and a better handle on work responsibilities. He continue using "Soul Space" to maintain their mental well-being and prepare for future challenges.

Persona 02

RAJ

Raj is feeling unfulfilled in his current role and uncertain about his career future. The stress at work is increasing, and this tension spills into his personal life. He seeks clarity on his career goals and relief from his stress.

DEMOGRAPHICS

- 35 years old
- Male
- Married
- Corporate Employee
- Mumbai, India

GOALS

- Find clarity and direction in his career path.
- Manage stress and improve work-life balance.
- Strengthen his personal relationships.

NEEDS

- Career guidance and personal growth resources.
- Stress management tools to maintain a healthier work-life balance.
- Community support from professionals facing similar challenges.

PAIN POINTS

- Feeling stuck in his current career role.
- Difficulty finding balance between work and personal life.
- Stress spilling over into personal relationships, leading to tension.

Soul Space

RAJ

Persona 02

EMPATHY MAP

Says

"I feel like I’m stuck in my career. Is this all there is?"

Thinks

"I need to find direction, but I don’t know where to start."

Feels

- Stressed
- Uncertain
- Restless

Does

- Avoids taking on new projects
- Becomes more distant at work
- Spends more time reflecting on life.

Persona 02
Raj

USER STORY

Raj needs a platform that provides career guidance and stress management resources so that he can find direction in his career while maintaining a balanced personal life.

USER JOURNEY

STAGE 1 REALIZATION

Raj feels unfulfilled in his current role and uncertain about his career future. He notices increasing stress at work and tension in his personal life.

STAGE 2 DISCOVERY

Raj hears about "Soul Space" from a colleague who recommends it for career and stress management.

STAGE 3 ENGAGEMENT

He signs up and explores the career guidance tools and self-help resources. Raj also uses the platform’s anonymous chat feature to discuss his concerns with a professional.

STAGE 4 SUPPORT

He attends webinars on career development and work-life balance offered on the platform. Raj also engages in a community forum for mid-career professionals to share experiences.

STAGE 5 RESOLUTION

Raj gains clarity on his career goals and feels less stressed. He continues using the platform for ongoing support and guidance.

Persona 03

SARAH

Sarah is struggling to balance her demanding job with her marriage. The stress is affecting both her work performance and her relationship, and she feels overwhelmed by her responsibilities in both areas.

DEMOGRAPHICS

- 28 years old
- Female
- Married
- Marketing Manager
- Hyderabad, India

GOALS

- Improve work-life balance.
- Manage stress and maintain a healthy relationship with her spouse.
- Find time for personal growth and self-care.

PAIN POINTS

- Difficulty balancing work responsibilities with personal life.
- Stress affecting both work performance and personal relationships.
- Feeling overwhelmed and guilty for not managing everything better.

NEEDS

- Resources and guidance for managing work-life balance.
- Stress management tools specific to working professionals.
- Support from others facing similar challenges in balancing work and relationships.

Soul Space

SARAH

Persona 03

EMPATHY MAP

Says

"It’s hard to balance work and my marriage. I feel like I’m failing at both."

Thinks

"I need to do better at managing everything, but it’s so overwhelming."

Feels

- Overwhelmed
- Guilty
- Stressed

Does

- Cancels plans with her spouse due to work
- Struggles to find time for herself
- Often works late.

Persona 03
Sarah

USER STORY

Sarah needs a platform that helps her manage her stress and balance her demanding job with her marriage so that she can perform well at work without compromising her relationship.

USER JOURNEY

STAGE 1 REALIZATION

Sarah is struggling to balance her demanding job with her marriage. She notices that the stress is affecting both her work performance and her relationship.

STAGE 2 DISCOVERY

Sarah discovers "Soul Space" through a targeted ad while browsing online.

STAGE 3 ENGAGEMENT

She signs up for the platform and explores resources on managing stress and maintaining healthy relationships. Sarah uses the calendar feature to schedule time for both work and personal life.

STAGE 4 SUPPORT

She connects with a relationship counselor via the app. Sarah also joins a group for working spouses to share strategies and support.

STAGE 5 RESOLUTION

Sarah feels more in control of her work-life balance and her relationship improves. She continues using the app to maintain this balance.

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Affinity Mapping

1 Stress Management

- Need for tools and techniques to manage stress related to academics, work, and personal life (Aditya, Raj, Sarah).
- Overwhelmed by personal, academic, or professional pressures.

2 Work-Life Balance

- Struggles to balance work, personal life, and relationships (Sarah, Raj, Aditya).
- Need for strategies and guidance on maintaining a healthy balance.

3 Confidentiality & Privacy

- Importance of a safe, confidential space to discuss issues (Aditya, Raj, Sarah).
- Preference for anonymity when discussing sensitive topics.

4 Support & Community

- Desire for peer support groups or professional guidance (Aditya, Raj, Sarah).
- Need for a supportive community of peers facing similar challenges.

5 Personal and Professional Growth

- Ambition to excel in both personal and professional life (Aditya Raj, Sarah).
- Need for career development resources (Raj).

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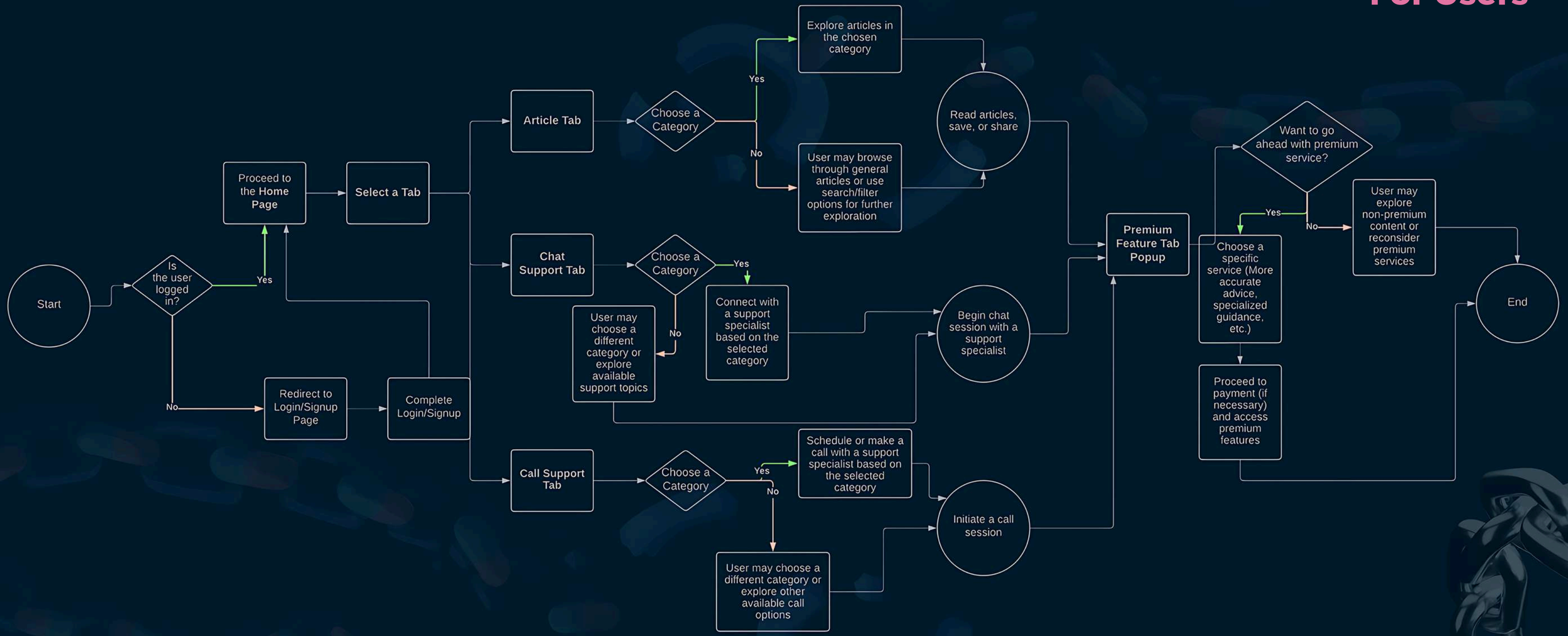
Competitor Analysis

Feature/Aspect	7 Cups (Direct)	Headspace (Direct)	Fitbit (Indirect)	Insight Timer (Indirect)
Type	Website & App	Website & App	App & Wearable Integration	App
Focus	Emotional support, peer chat	Meditation, mindfulness	Physical health, activity	Meditation, mindfulness
Pricing Model	Free with optional paid subscription for therapy	Paid (Free trial available)	Paid for advanced features	Free with optional paid subscription
User Experience	Chat-based support, easy navigation	Guided meditations, playful design	Health tracking, data analytics	Guided meditations, courses
Target Audience	Individuals seeking emotional support	Individuals seeking stress relief	Health-conscious individuals	Individuals interested in meditation and wellness
Key Features	Anonymous chats, therapy sessions, community support	Guided meditations, sleep aids, mindfulness exercises	Health tracking, sleep monitoring, coaching	Guided meditations, live sessions, community interaction
Strengths	Strong peer support system, anonymity	Engaging meditation content, vast resources	Comprehensive health monitoring	Wide variety of meditation content, community features
Weaknesses	Limited therapy availability for free users	Requires payment for full access	Lacks focus on mental health	Content quality varies, limited depth in some areas

SOUL SPACE

User Flow

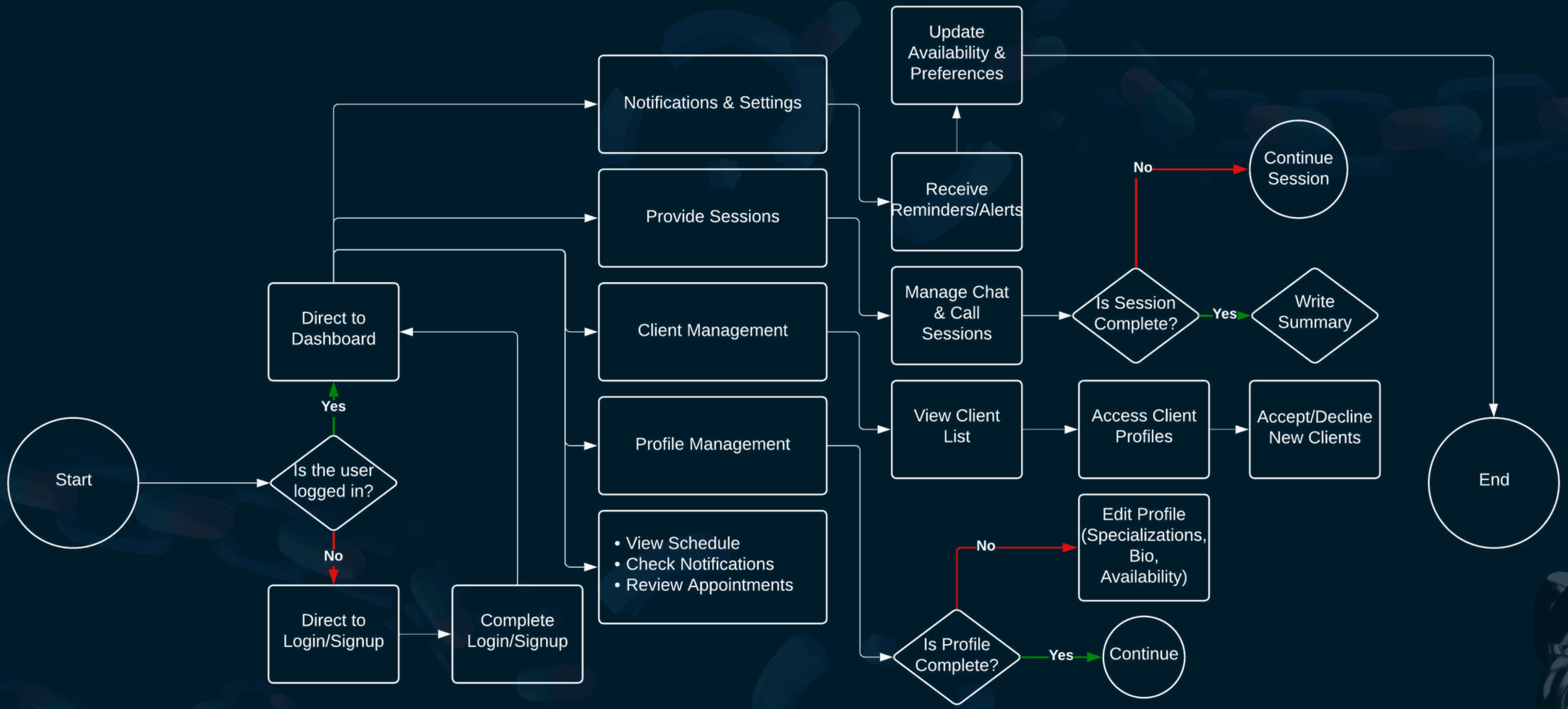
For Users



Soul Space

User Flow

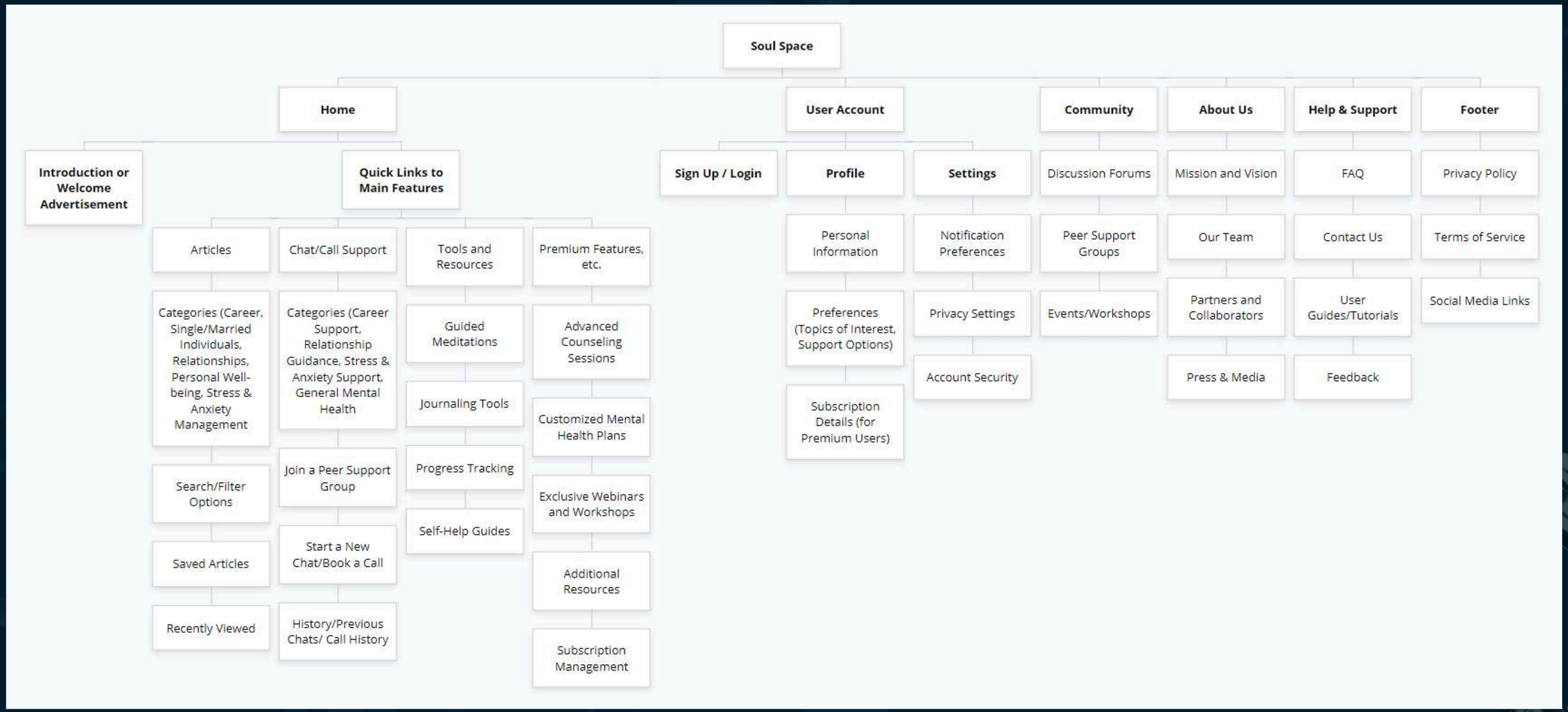
For Psychologists/Counselors



SOUL SPACE

Site Mapping

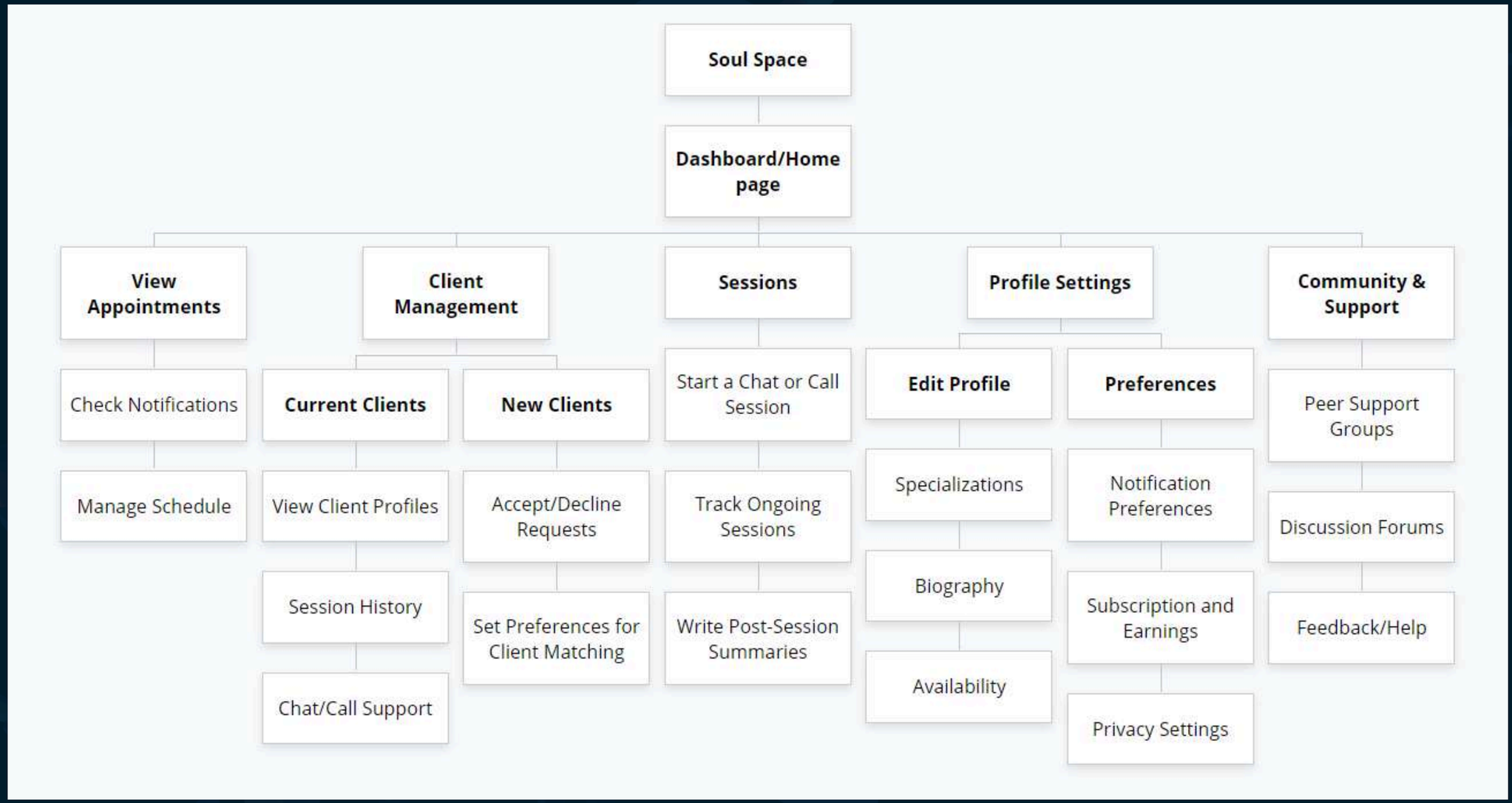
For Users



Soul Space

Site Mapping

For Psychologists/Counselors



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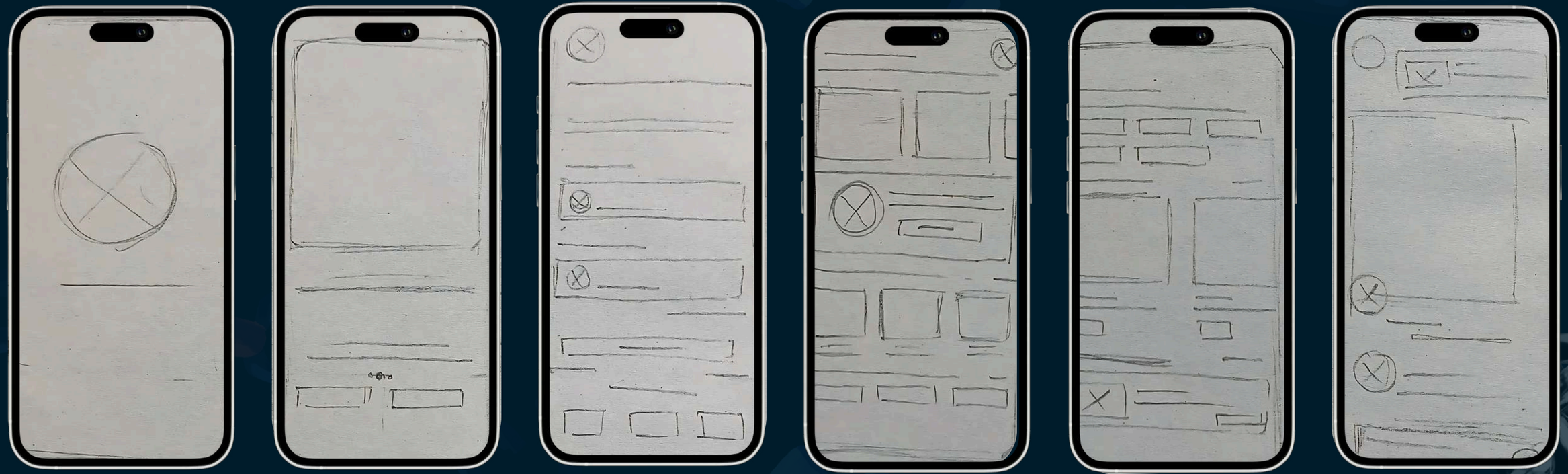
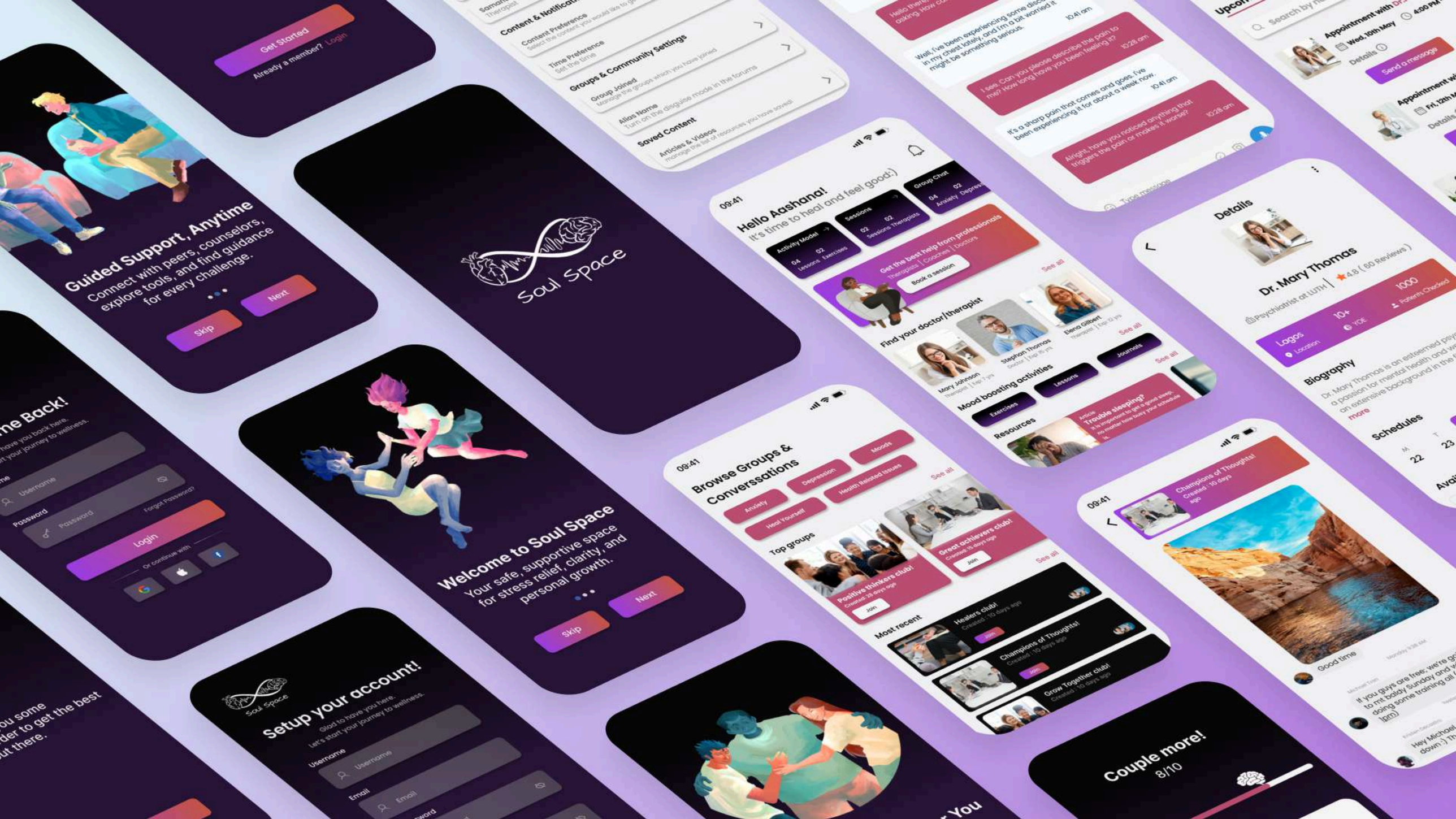
Low Fidelity

App




Get Started
Already a member? Login
Guided Support, Anytime
Connect with peers, counselors, explore tools, and find guidance for every challenge.
Skip
Next
Soul Space
Welcome to Soul Space
Your safe, supportive space for stress relief, clarity, and personal growth.
Skip
Next
Setup your account!
Username
Email
Content & Notifications
Content Preference
Time Preference
Groups & Community Settings
Group Joined
Alias Name
Saved Content
Articles & Videos
Hello Aashana!
It's time to heal and feel good:)
Activity Model
Sessions
Group Chat
Get the best help from professionals
Book a session
Find your doctor/therapist
Mary Johnson
Stephan Thomas
Elena Gilbert
Mood boosting activities
Exercises
Lessons
Journals
Resources
Trouble sleeping?
Browse Groups & Converssations
Anxiety
Depression
Moods
Heal Yourself
Health Related Issues
Top groups
Positive thinkers club!
Great achievers club!
Most recent
Healers club!
Champions of Thoughts!
Grow Together club!
Details
Dr. Mary Thomas
Psychiatrist at LUTH
Lagos
Location
10+
YOE
1000
Patients Checked
Biography
Schedules
Champions of Thoughts!
Good time
Couple more!
8/10

SOUL SPACE

Thank you