



Ahhaa

Design Research and Strategy

Contents

Ahhaa	04
Founders	06
Ahhaa's Vision	08
Ahhaa's Philosophy	09
Exploratory Research	14
User Study	25
Foundational Research	40
Technology and Wellbeing	
Insights	44
Design Strategy	46




Ahhaa is a mental wellbeing
and lifestyle platform with
an objective to create an
help engine for the world



Ashwin Srisailam
Co-Founder



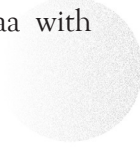
Diane Bachhus Qudus
Co-Founder

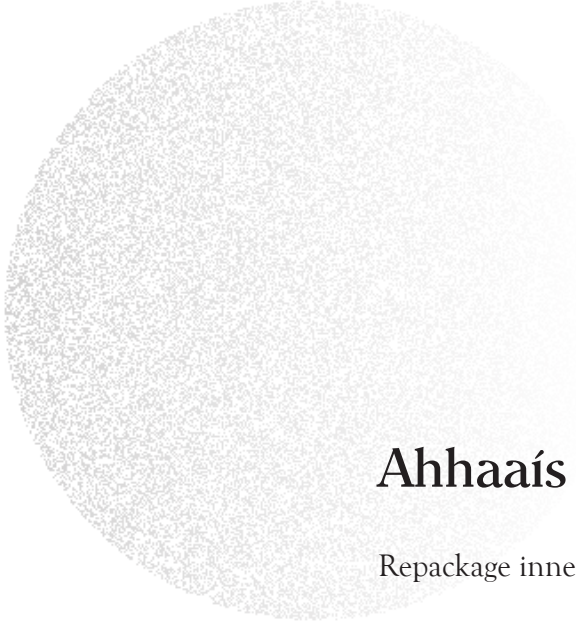


Ashwin Srisailam was born and raised in Chennai, India. Ashwin left home at age 13 to serve humanity as a monk in finding happiness. Ashwin spent 17 years in this journey learning and teaching how people evolve as we take the attention away from the self (ME) to the other (WE). Ashwin traveled the world meeting influencers and speaking at events up to 50,000 people in 35 countries inspiring them to inspire others on the art of living. The entire thought of ahaa struck to him when he saw what internet could offer today in terms of a global help engine. His obsession to raise human standards is nicely portrayed as he co-created ahaa.

Starting at the age of 9, selling bread door to door in Guyana to support her family to later a rich corporate experience and raising businesses in NYC, today at the age of 39 her life journey emerged as this conscious human being who is immensely passionate about bringing inspiration and kindness to this planet. Diane earned B.A. Political Science/Sociology Hunter College, CUNY 1998. She has always had a fascination for building companies which was inspired by her Corporate experiences from 1998-2005 in Cornell Pediatrics, Prudential Securities, American Express Financial Advisors and American International Group.

She was able to put both heart and creativity in her previous entrepreneurial businesses in the retail pharmacy space and most recently worked on a start up project of sustainable water vending machines that has a conscious business model right before she co-created ahaa with Ashwin.





Ahhaaís Vision

Repackage inner growth

Break Mental patterns

Human to Human help engine

True friends with yourr own mind

An easy and fun approach

Life-time retreat

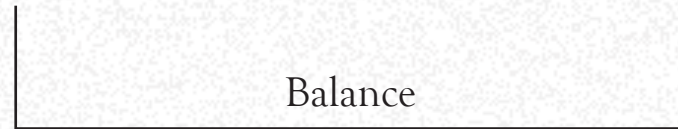
A place for people to go to for information
on mental wellbeing

Mass movement

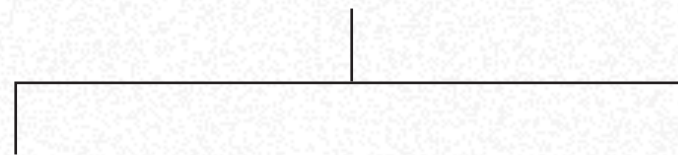
Amazon for inner wellbeing

Deep Teaching

Practical Teaching



Ahhaaís Philosophy



Outer world

Inner World

Active

Passive Approach

Learning the art of Awareness

What does it take to observe?

What does it take to care for our
mind?

Mental Chakravier

In life, we are taught the ideal mind. And the entire game of our life is validation of that.

We think a person is only good who fits to the thinking of the ideal mind.

In order to be loved and accepted.
Need to be validated, approved and loved.

Awareness

In passive observation comes Clarity.
When you are aware, you see the larger picture.

You start seeing why is something happening in a certain way. {this is ultimate freedom}
It's not like we don't have access to that ultimate freedom. We need to stop struggling and become friends with our mind.

This awareness/friendship and observation gives us tremendous energy.

Problem Vs Suffering

If beyond the physical exhaustion, you feel a struggle then it's only because of mental exhaustion.

But if you go from worms view to birds eye view, all judgements go away.

The Tool to dissolve the suffering is to see the stories behind suffering.
See the meaning you give to the stories.

Conscious V.s. unconscious

The process of awareness will make people see their unconscious side.

The unconscious self are made by incidences/imprints in your life.

The need is to unravel the unconscious self and helping people to break patterns from their day to day lives.

Aim is to get more and more aware of your unconscious

All these minor superficial irritations are unconscious. People think it's necessary to be in control by controlling the external.

People need to
UNMASK.

It's a positive thing and extremely beautiful.

Journey to Awareness

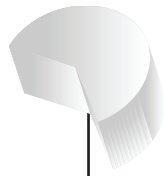
Inminutes



Journey



Immersion



What process Ahhaa takes?

Identify problem and suffering

Tools to dissolve the suffering

See the stories behind it

What meaning you give to the story

What is the conditioning behind it

Bring back the creativity to solve the problem



Goals and Vision of an Organisational Spiritual leadership

Broad appeal to key stakeholders

Defines the destination and the journey well

Reflects high ideals

Encourages hope/faith

Establishes standard of Excellence





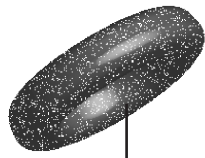
What is Mental health?

Mental health is defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.



Mindfulness

Mindfulness is an integrative, mind-body based approach that helps people change the way they think and feel about their experiences, especially stressful experiences. It involves paying attention to our thoughts and feelings so we become more aware of them, less enmeshed in them, and better able to manage them.



Mind - Body Wellness Healing Body and Mind

Relaxing your body and mind

Deep breathing

Guided Imagery

Mindfulness - based stress reduction

Progressive muscle relaxation

Yoga

Laughter

Building Resilience

Spiritual Wellness



Thinking process

|

Thoughts

|

Emotions and feelings - Stimulus

|

Situation

|

Circumstances

|

Information

|

Memory



Categories of "Altruistic love"

Trust/Loyalty

Forgiveness/acceptance/gratitude

Integrity

Honesty

Courage

Humility

Kindness

Compassion/empathy

Patience

Excellence

Endurance

Fun



Four types of destructive emotions

Fear: Anxiety, worry, apprehension

Anger: Hostility, resentment, envy, jealousy, hatred

Sense of Failure: Discouragement, depressed moods, guilt, self destruction

Pride: Prejudice, selfishness, self consciousness, conceit

{all stem from: Fear of losing something one values or not getting something one believes he/she deserves}

Why unease?

“You only learn if you see your darkness”

“Idea is to reach people at their surface level problems”

“Suffering is a story you are telling yourself”

“Help dissolve conflict”

“Gain awareness of unconscious pattern”

**Unease- Feeling of discomfort
generally pertaining negatively.**

Process of self discovery

Thoughts : are infinite and abundant

Emotions : are triggered by thoughts and vary in degrees

Situation : Context of situation is redundant in the face of emotions - over powering.

Awareness of

Emotions ~~~~~ Story

Thoughts

Situation

Pattern ~~~~~ Journey

Conditioning

Rescripting

Stages of Parallel studies like Yoga

Yama, niyama, asana, pranayama, pratyahara, dharana, dhyana, samadhi implies :

It's easier to access awareness in these following stages :

Body

Breath

Emotions, Thoughts - Mind

Awareness through meditation

How?

Mindful movements

Mindful breathing

Mindful journaling or pattern building or guided meditations

Meditation

Guided imagery

Progressive muscle relaxation

Yoga

Laughter



Opportunities in the space of Mental wellbeing

People want to explore the value and the power of
mental wellbeing

All are in the same boat of mental turmoil

Future of Mental wellbeing

Requirements going up as there is increase in stress
levels

What is interesting and useful about technology?

The reach to people

The newness and excitement

The innovation

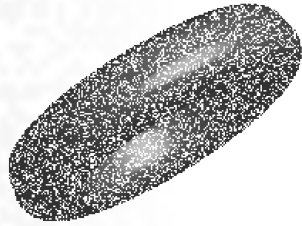
Opportunities in the space of Technology?

Highest growing industry

Use developing technology to enhance human
emotion

Technology as a medium to connect humans

Tech as a tool to enhance Self-Awareness



What people look for?

Their day to day
challenges
Their Health issues
Surface Challenges:
tired of their lives,
Feeling aimless

What do we want to know from people ?

Situations that cause unease.
Emotions of unease.
Thoughts around unease.



User Study

Age group 18-40

Research in fields

Context

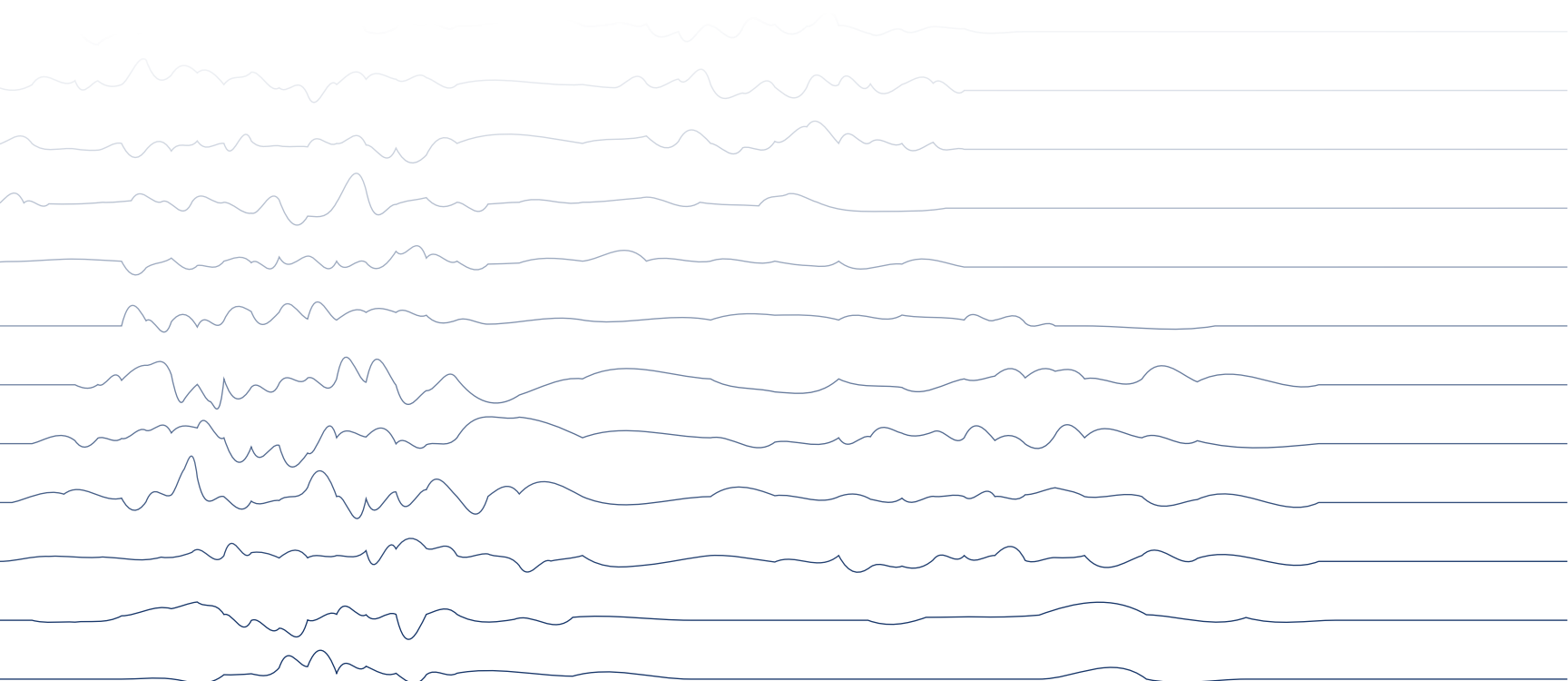
Emotions

Where they are in knowing themselves

Their view of mental wellbeing, spiritual

Categories

1. Extreme distress
2. Only once in a while challenges (happy on the face of it)
3. Who are ready for a direction



Only once in a while challenges (happy or face of it)

Have temporary outburst. But can handle it
with company and unknown mind strength.

Presence of people is the most important.

General outburst reasons: Exams, family,
relationships, life decision confusion,
acceptance of self

Short attention span

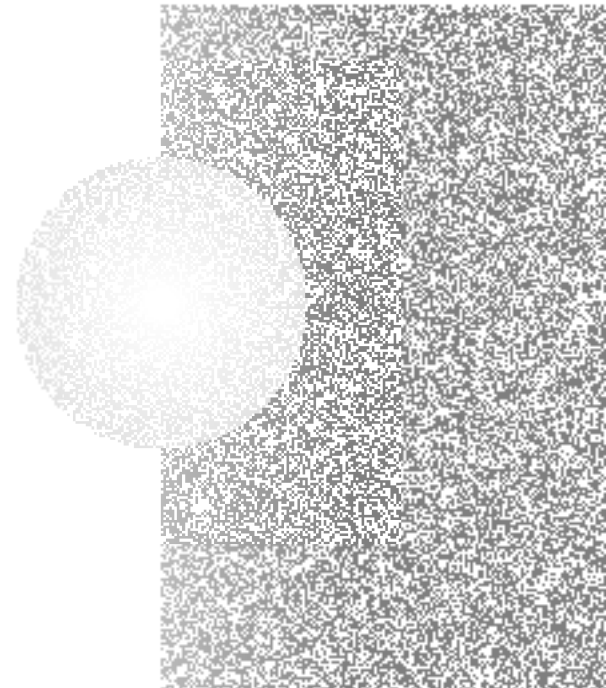
Fond of music / dance / art / sports - some
physical or creative outlet. (eventually they will
not have that - adds to the stress)

Have a great online presence

Boredom and Break time - games, movies,
instagram, facebook etc.

Wellness: Physical fitness

Fun and venting: talking to friends, alcohol,
sex





Who are ready for a direction

Trying to move away from the digital experiences to something more tangible and physical

Want to go away from the mundane things and need fruitful breaks/experiences

They know the importance of a mindful life but don't have the way to do it

Wellness is health and family

Want to get at a higher plane where mocking and complaining is not there at all.

Like alone time

Extreme distress

Cases like Alcoholism and Divorces/ any other mental health issue

Have a day to day battle to fight

Need to cut off daily to be able to focus
Small comments also become difficult to handle

Need extreme emotional strength

Think they are already fighting a battle, external comments/guidance are not welcome

How can Ahhaa help an Alcoholic?

Can Ahhaa be replaced by Alcoholics Anonymous?

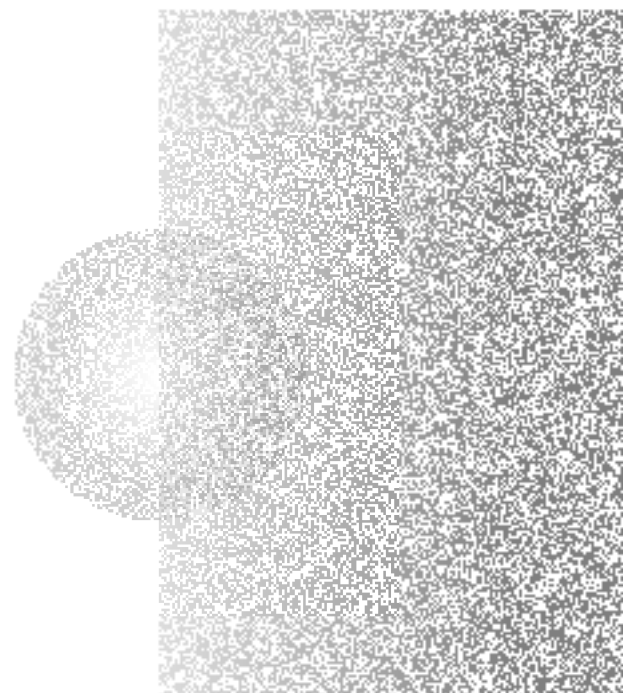
Can Ahhaa help people accept their problem?

How can Ahhaa help a person experiencing a Divorce?

Can Ahhaa help them to not weaken?

Not get bound by societal pressure?

Can it be a mentally smooth transition?



Aspects where they need help

Anxiety

Patience

Boredom

Lack of focus

Overworked

Need additional support to vent emotions

Unable to reason out

Later regret after an outburst

Internal reflection

Try to abide by the societal rules

Lack of confidence

Anger

Irritation

Expectation

Too hard on themselves



7 human needs

Certainty - consistent

Variety - options

Significance

Love and connection - community

Growth

Contribution - help others

All senses triggered

If you are able to cater these needs your platform will work.

Stress - relief (cycle) should be maintained. -
learning stress (understand, fun, engaging)

Too much relief _ many apps

Base: Experience of Content.



Foundational Research



Technology and Wellbeing {Transformative Technology}

Transformative Technologies are medically and scientifically validated technologies that support mental health, emotional wellbeing and human flourishing.

The rise of TransTech is the result of 1) need and desire for positive mental and emotional outcomes fueling demand for new, cheap, solutions, 2) the confluence of exponential technology and advances in medicine and biology driving down sensor and platform prices and raising utility, and 3) social trends such as US millennials prioritizing well-being so much that they spend $\frac{1}{4}$ of their disposable income on wellbeing or baby boomers being willing to pay anything to maintain cognitive levels.

The market for mental and emotional support is large and proven.

Competitive market

Beyondverbal
Happify
Lumosity
Thalamic
Sway
Headspace
Spire
Unyte
Ginger
Pulse-Care
Inner timer

What are all of them doing?

Guided meditations
Breathing exercises
Journaling
3 min meditations
Sound meditation
Analytics
Community
Challenges

Those that are doing something different

- 1.Sway : focus on bio feedbacking through motion sensors.
- 2.Unyte : Using Vr and bio feedbacking to help people understand heart and breath rate
- 3.Spire : Low commitment product that tracks peoples breathing and helps to bring it back to homeostasis.
- 4.Trxie : A chatbot that is algorithmed to give you the guidance as required.
5. Pacify: It is based on cognitive behavioural therapy, mindfulness and mood and health tracking.

“Apps can be beneficial, but we need to ensure that with wider usage we also invest in further research to ensure that they’re robust.”

The four NHS(National health service) apps found to be clinically effective were Big White Wall, Moodscope, a self-tracking and peer support network, Happyhealthy, a mindfulness app, and WorkGuru, an occupational stress-management programme.

that people should be wary of apps that promise too much. “There are no quick fixes,” she said. “If an app says you only need to log in for ten minutes, it’s just not true. It just doesn’t happen like that. Take mindfulness for example – there’s a strong clinical basis for it, but the interpretation of that in many online programmes is wrong. Mindfulness is a philosophy, it’s more than a daily ten minute meditation – but a lot of programmes have taken it out of context. It’s important that people know how complex a lot of these ideas are.”

There are thousands of unverified mental health apps available for Apple and Android, encompassing mindfulness, CBT, mood tracking, peer support and more. So how can we make sure we’re not being duped?

Ultimately, maybe we need to move to the stage where mental health apps are being validated by an external body, but it needs to be a transparent process – and of course it needs to involve users and members of the public.



Variables are situations- that emotion in one way or the other / calm oneself.
Being able to Calm someone at that moment is >>> INNOVATION

Start with something that requires no commitment . not more than a minute
(instagram video time). It will hold people

Physical activity and doing should be a part of mostly all innovations by ahhaa

Many people look for a creative outlet

In that moment of anger they want_ someone to listen to and no advice_
someone to support that what you're going through is horrible_ you want
someone to say that what you are experiencing is a problem. To the person the
solution was a far fetch and not needed at that time.

9-5 jobs: people are just trying to escape something and not taking a moment
to think. They just want to keep doing even if it comes at a high monetary
price.

Technology and apps

EVIDENCE? There is no scientific evidence to prove mental wellbeing.

Bio feedbacking is something that hooks people and is realistic

There are hundreds of apps in this space: How are we different ? : We need to
device a system that is specially targeted for the users

There very few apps in this space that use tangible and physical interaction as
a medium

Going beyond predictive technology with ahhaa.



Design Strategy

© Copyright | 2018

Himanshi Parmar
Yashna Jhamb