

Chapter 1:

Introduction

1.1 Background

Mental health is one aspect of overall human health that is often neglected as opposed to physical health. It is often overlooked by the modern society which in turn causes more than 50% of the population to be affected by mental health problems, the most common being depression (WHO, 2022). It is clear that there is strong demand for a solution to the mental discord that people are suffering from. But at the same time, a 'one size fits all' solution is not the answer and can go to the route of being nothing more than a vice similar to cigarette smoking and alcohol consumption. While the concept of the product may not be the best solution for the people who are suffering from mental discord, there is still demand and market potential if the design of the product is correct and suits the general needs without being a vice or a dependency tool.

The product / service that is already accessible by users who are looking for solutions include services from telehealth such as headspace, where the service focuses on mindfulness and journaling. But this has been known take too much commitment from users which risks abandonment of the service, along with a high fee entry barrier. This is the reason why this type of service's growth is not fast (APA. 2021).

1.2 Objective

The primary objective of this research, as stated above is to identify the features that potential users may want, along with what they want to avoid in order for the product to not become a vice and create addiction or dependency. These data can be obtained by obtaining the perspective of the many different respondents that will take part in the research.

Primary objectives of the research include:

1. Identify the wanted features.
2. Avoid being a vice or addictive solution.

The two objectives mentioned above should also be enough information and data for future research to take place, where this concept may be perfected and developed further in order to meet the demands and wants of potential consumers should this product ever come into fruition and be sold to the public as a solution to declining mental health over the years according to WHO (2022).

1.3 Challenges

The main challenge of this research would be to interpret the obtained data which may have a massively different response from one individual to another. To remedy this upcoming issue, guidelines will need to be made in order to interpret response A with response B and so on, to create a general idea on what potential users might want.

1.4 Hypothesis

Since prior research still have skepticism towards a quick solution such as an 'over-the-counter pill' the idea will have to shift towards a more engaging solution. These new features are predicted to be:

1. AI machine learning
2. Integration towards Hybrid face-to-face solution
3. Constantly updating databases for reliable analysis

For a more elaborate hypothesis, it can be answered using both thematic analysis and in-depth review.