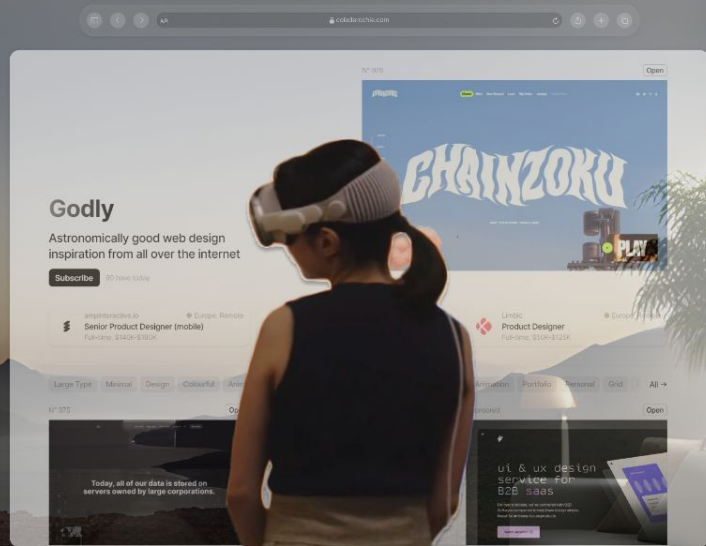




# Gath

A Gamified MR & AI Self-Care APP



MADE 2024

Jeffrey Yang

Nolan Chen

Win Wang

## Background

Mental Health America's 2023 report highlights that **over 54.7%** of adults suffer from mental health conditions and **do not receive treatment**, affecting **more than 28 million individuals** in the U.S. alone.

# Why does it become a problem?

## People are neglecting mental health education.

Society lacks sufficient mental health education and awareness, leading individuals to often not know how to effectively cope with emotional stress or seek help when facing it.



## Life and work pressures are increasingly growing.

The fast-paced and high-pressure environment of modern life is a major source of emotional stress. Job instability, economic pressure, family responsibilities, and social expectations can all lead individuals to experience excessive stress and anxiety.



## Social media and information overload.

The prevalence of social media exacerbates comparison psychology and information overload. These factors may trigger or exacerbate mental health issues such as anxiety and depression.



# What are some solutions?

## Clinical

Clinical methods are typically overseen by licensed healthcare **professionals** and these methods are based on medical science and often require a formal diagnosis.

**Psychotherapy**

**Electroconvulsive Therapy (ECT)**

**Transcranial Magnetic Stimulation (TMS)**

...

## Non-Clinical

Non-clinical methods focus on **supporting overall well-being** rather than treating a specific medical condition

**Mental health Application**

**Talking to people / AI ChatBot**

**Animal-Assisted Therapy**

...

# Primary Research

## Semi-structured Interviews

# 30+

### Professionals 15+

Psychotherapist, Psychiatrist, Doctor of Psychology, Counseling Intern, Psychology Ph.D, Counselor coach

### Customers 15+

People who have experience seeking mental health help or trying to solve these types of questions in their daily lives.

## Research Focus

- **Immersive tech and AI** from a psychological research perspective.
- Learn about the **complete counseling process/current market conditions/demand**
- Understand the **needs and pain** points of the counseling process
- Understand the **needs and pain points** from users sides

# What are some problems we found?

## Clinical



### High Cost & Barrier

The cost of psychological counseling is **excessively high**. Many people are **unable to access** mental health services due to factors such as income or geographical location.

## Non-Clinical

### Lack of emotional resonance



Existing solutions or applications generally **lack deep emotional** connections with users. There is a need to establish **deeper trust with users**.

### Low attractiveness



Many people are aware of the importance of mental health and want to change or have already tried but **cannot persist**. Existing applications often lack diverse and engaging content.

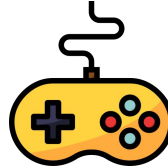
# Secondary Research - Non-Clinical

By exploring these six directions on non-clinical, we have confirmed our assumptions that these elements can indeed enhance or improve people's mental health conditions. They offer benefits or have the potential to become more effective and powerful in helping us achieve our goal.

- **Pet/Companion**



- **Gamified**



- **AI Chat**



- **Mood Tracking**



- **MR/VR Experience**



- **Digital Healthcare**



# Solution - Non-Clinical

# XR + AI



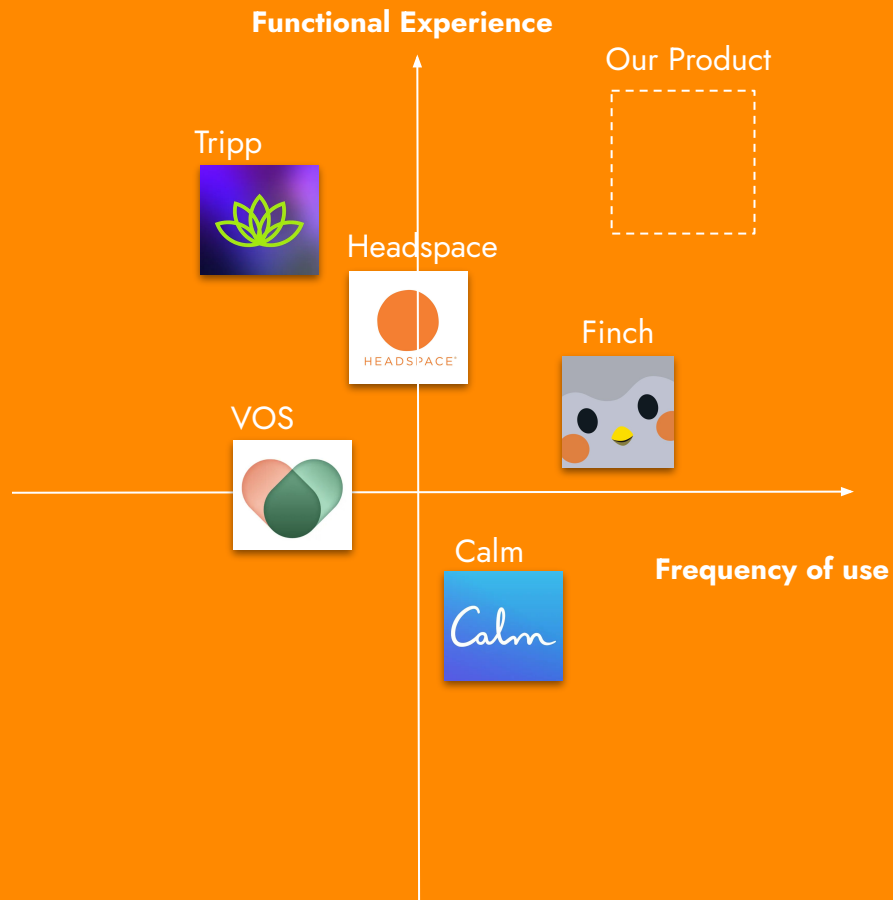
Emotion  
Connection



AI Powered



Gamified





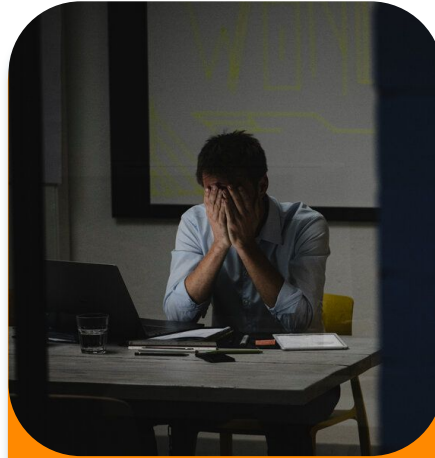
# Who are we selling to?

## Gen Z

(Age from 19 - 27)

Our potential customers primarily include **Generation Z youths** particularly those facing academic or workplace pressure.

- **Willing to pay for the game**
- **Willing to try different technology**
- **Willing to focus on emotional management**
- **Loneliness**



Facing significant academic and work pressure.



Interested in self-care, they also focus on their emotional management

# Why XR?

## We believe this is future!

With the debut of Vision Pro, we believe that mixed reality will revolutionize the experience by providing more engaging interactions, especially in relation to emotional connections

**Special experience**

**More Engaged**

**Future**

**New technology**



Apple Vision Pro  
Meta Quest 3  
Pico 4 ...



# Gath

A Gamified MR & AI Self-Care APP



# Summary



## Gath

### What's the Gath?

#### A Gamified Self-Care APP

Integrates a **Pet system**, utilizing **mixed reality** and **artificial intelligence** to provide users an engaging self-care experience

### Main Goal:

Help people with

**self-care** and

**improve mental wellness.**



# Product Details



Apple Vision Pro  
Meta Quest 3  
Pico 4 ...



Generate  
mood diary



Emotion record  
& track



AI chat



Immersive  
Gamified  
training

- **Personalized Content/Space**

Interact with an AI pet to understand your mental state and receive tailored feedback. The app can suggest activities and create your own world for better experience

- **Mixed Reality & Immersive experience**

Experience an advanced blend of MR and AI where your virtual pet responds to emotions, offering a unique interaction and world.

- **Gamified motivation**

Engage with immersive fun tasks and take care of your AI pet while tracking your mental health progress, enhancing app usage.

- **Virtual Pet**

Our AI pet guides emotional exploration through conversation, promoting well-being.



# Gath

A Gamified MR&AI Self-Care Application



## 2. Chat with pet

Try using voice bubble or text chat

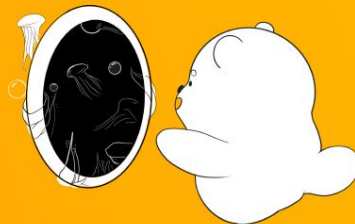
Get journal

## 3. Get journal

After chat will get a leaf journal  
The leaf will show the color of emotion

## 5. Personalized activities

Provide personalized activities based on the mental state



## 4. Get accurate analysis

Persisting in recording will increase the leaves  
and provide precise data analysis



## 6. Enjoy activities

Get better self-care support



## 1. Enter Gath





# AI Chat

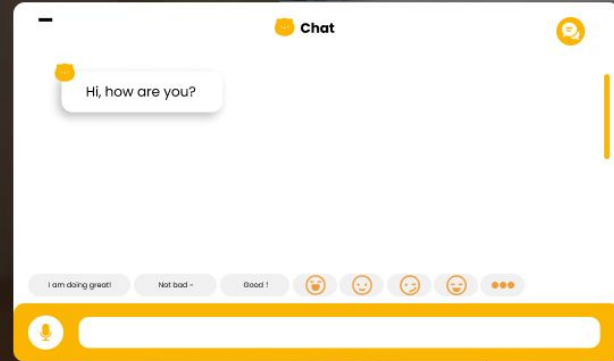
## 1 Voice Chat

I'm your friendly virtual bear here to chat with you, support you, and help you explore and understand your emotions.

I had a argument with colleague


- Using the Voice Chat bubble


## 2 Text Chat



- Typing in the Chat box

# Journal (Report)



 Chat

## Journal

Date: 04/25/2024 16:00

Emotion: Happy, Excited, Curious

Events: Received promotion at work, planned a trip to a new destination

Response: You're currently feeling incredibly upbeat and enthusiastic. Recently, you received a promotion at work, sparking feelings of excitement and joy. Additionally, you're eagerly planning a trip to a new destination, fueling your curiosity and anticipation. Overall, your emotions are overwhelmingly positive, reflecting a sense of accomplishment and adventure.

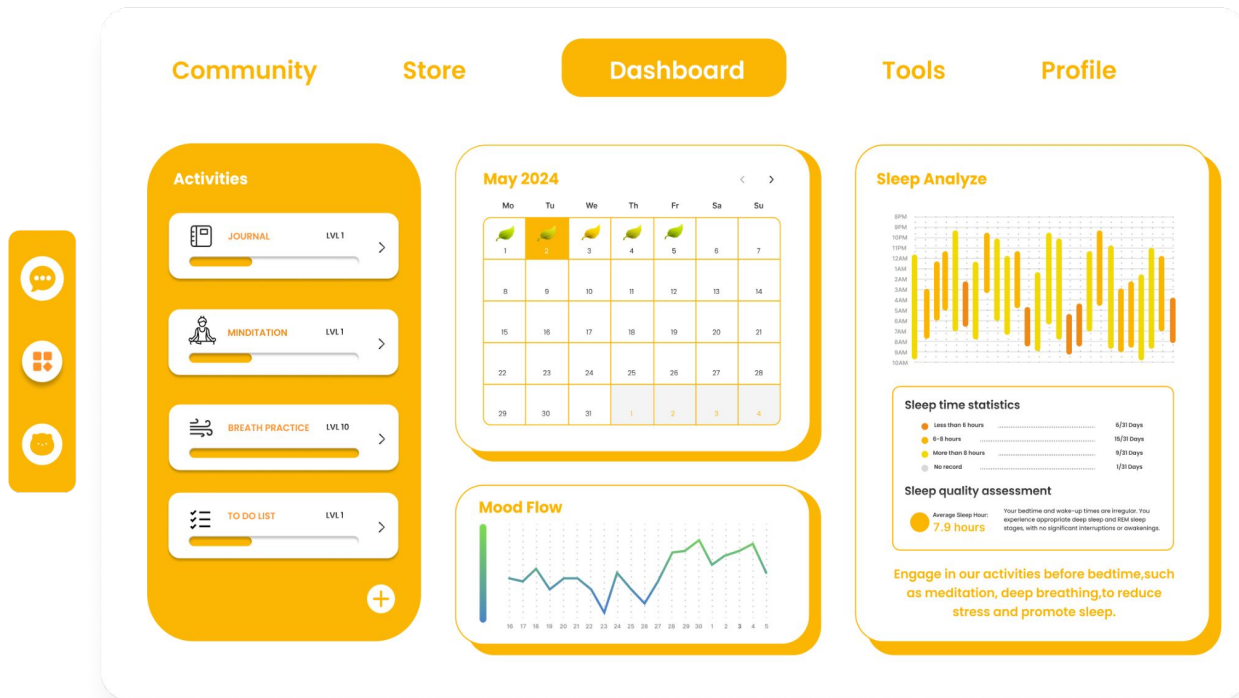
Done



- Report of Mood Diary (End of each conversation)

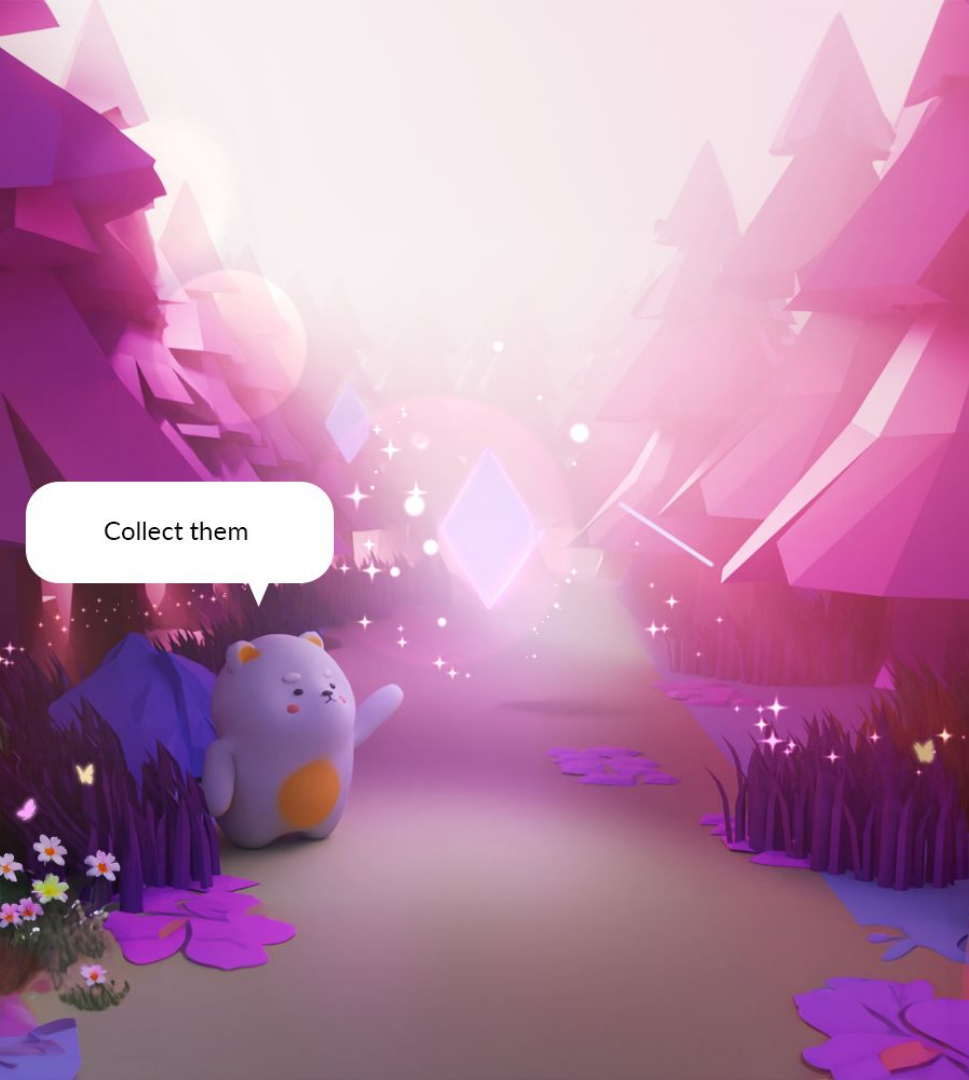


# Self Report Dashboard



- Personal Data Dashboard





# Elements



© 2023 PINK PANDA PANDA



Complete the AI chat to generate a leaf journal



Real-time emotion display



Complete tasks/achievements /todolist can receive more fun decorations



Unlock different islands



## In the Future...

1. Customized Pet (Create your own pet)
2. Outfit Store
3. Customized Mental health exercise
4. Personalized Games (MR/VR)
5. Community
6. Build on other platforms

