

Product Requirements Document

MyFortivo - Where Grit Meets Growth

1. Vision

Empower individuals to actively build emotional resilience using psychological frameworks (CBT), AI nudges, therapist discovery, and safety net features like crisis support — in one unified interface.

2. Objective

Launch a secure, AI-assisted MVP that enables:

- Mental health self-check-ins
- Therapist discovery and session tracking
- Structured daily CBT-based routines
- Emotion intelligence via AI nudges
- Immediate access to a **crisis helpline**

3. Target Audience

- Age: 25–45, Urban professionals
- Location: India (starting with **Delhi NCR**)
- Segments:
 - Overwhelmed professionals
 - First-time therapy explorers
 - Mental wellness seekers

4. Core Problem

- Users lack structured, continuous support between therapy sessions
- Existing tools don't personalize or integrate assessments + emotional nudges
- Lack of access to instant help when emotionally overwhelmed

5. Solution

A user-friendly MVP that allows:

- Clinical self-assessments (PHQ-9, GAD-7)
- Discovery and booking of therapists
- Emotion-aware AI check-ins

- Crisis redirection and safety tools
- Post-therapy journaling for recovery and reflection

6. Key MVP Features

Feature	Description
PHQ-9 & GAD-7 Self Tests	Standardized clinical assessments
Therapist Discovery	Curated directory + booking + filters
Daily CBT Routine	Guided questions and emotion logging
AI Nudges	Personalized check-ins based on emotion tags
Session Logs	Private post-session notes + insights
Crisis Helpline Support	Prominently accessible helpline redirection when user scores high on GAD/PHQ or expresses distress
Weekly Progress	Charts showing emotional trends, activity completion

7. User Workflow

1. Sign-up/login → Take GAD/PHQ-9 → View dashboard
2. Explore therapists → Book session → Add to calendar
3. Daily journaling or CBT prompt via AI
4. Post-session → Add reflection
5. If distress indicators show → Crisis support is shown prominently
6. View trends + reminders

8. Tech Stack

Layer	Tools
Frontend	Lovable (modular components)
Backend	Supabase (Auth, Edge Functions, PostgreSQL DB)
AI Layer	OpenAI API (for journaling, prompts)
Payment	Stripe (therapist bookings)
Notification	Resend (email confirmations, nudges)

Deployment	Git-based CI/CD
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9. Success Metrics

- 40% PHQ/GAD completion rate
- 30% therapist booking conversion
- 70% daily engagement with journaling
- 15% crisis redirection activation (safety benchmark)
- NPS ≥ 35

10. In-Scope (Phase 1)

- Clinical assessments
- Therapist directory & booking
- CBT journaling + daily nudges
- Crisis helpline trigger based on inputs
- Emotion trend dashboard

11. Out-of-Scope (Phase 1)

- AI-based therapy agents
- In-app video calls with therapists
- Meditation/audio content modules

12. Risks

- Sensitive emotional data storage
- Ethical use of AI for mental health support
- Crisis handoff efficacy (must validate helpline uptime & response quality)