Oasis XR

An immersive experience where you get to connect and interact with your therapist calming, mindfulness activities, meditated through a VR headset

Problem

1. Many traditional and XR mindfulness apps struggle with user engagement and often fall short in effectively addressing anxiety and stress management.

2. Common issues include high costs, limited accessibility, lack of personalization, and a failure to deliver immersive, interactive experiences—leading to user disconnection and low motivation.

Solution

Create an immersive experience where users get to connect and play calming, mindfulness activities, mediated through a VR headset.
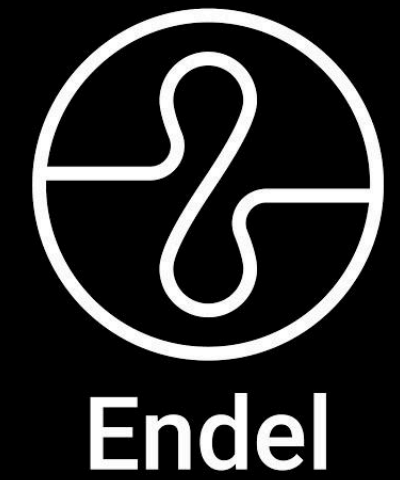
Competitor Analysis

I start off monitoring direct and indirect competitors that provide similar concepts to my product: treatment, motivation, and monitoring. By doing so, I was able to gather ideas and solutions for improving user experience by implementing different features.

headspace XR
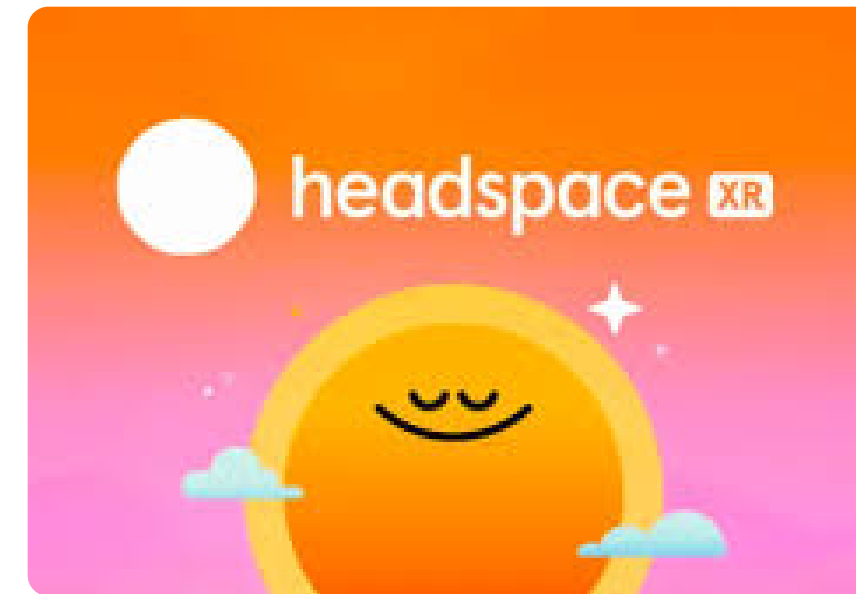
- ⊖ One-time app purchase
- ⊖ Limited activities
- ⊕ Offer environmental sceneries
- ⊕ Gamified and interactive UI
- ⊕ Offer group therapy
- ⊕ Offer in-person and virtual therapy.
- ⊕ Provides workout and meditation exercises

XRHealth

- ⊖ Subscription based and needs insurance.
- ⊖ Outdated graphics
- ⊕ Offer environmental sceneries
- ⊕ Offer range of mental health services
- ⊕ Offer group therapy
- ⊕ Treatments are proven by experts.
- ⊕ Provides workout and meditation exercises

Endel

- ⊖ Subscription based.
- ⊖ Can only be used in Apple Vision
- ⊖ Limited meditative activities.
- ⊕ Beautiful UI
- ⊕ Audiovisual wellness experience
- ⊕ Provides meditative exercises.

User Persona / User Journey / Empathy Map

Name: Lilia

Age: 26

Occupation: Freelance Designer

Location: Boston, MA

Energetic Introverted

Independent Anxious

"Therapy is too expensive and I hate going out of my house. I want something fun and interactive to help my anxiety."

Background

Lilia deals with anxiety and stress from her freelance work. She has considered therapy, but the cost and hassle of commuting have kept him from committing. Lilia prefers something that's less formal and more engaging, like a gamified mental health solution.

Goals

- Find an affordable, convenient way to manage anxiety.
- Avoid commuting and stay in the comforts of her own home.

Frustrations

- Therapy is too expensive and out of her budget.
- Finds traditional therapy too formal and intimidating.

Name: Lilia

Goals:

- Find an affordable and convenient way to manage anxiety.
- Avoid commuting and stay in the comforts of her own home.

SCENARIO

Notices her increased anxiety due to her work.

Looks into therapy options and self-treatment.

Trying out sessions.

Follows recommended exercises and techniques.

Losing hope on the treatments.

Gives up on treatments.

ACTIONS

Starts noticing her anxiety rising after a hectic workday.

Researches meditative apps and virtual therapy.

Tries on virtual therapy sessions.

Feels like the treatments are not working for her.

Stops attending therapy altogether, deciding the cost and effort aren't worth it.

MINDSETS

"I hate going out of my home."

"Can I treat my anxiety at home?"

"Let me try my treatments at home."

'Maybe I should do my sessions virtually?"

"I need something that's cost-effective and flexible."

"I hope these sessions help me control my anxiety."

"It's hard to stay focus in these sessions!"

"I don't feel motivated, my anxiety is worsening."

'I don't think therapy is for me"

OPPORTUNTITIES

Provide educational resources on understanding anxiety and recognizing early signs.

Offer a self-assessment tool to help user understand her emotions.

Highlight affordable options to users.

Present gamified self-treatment option to keep user engaged.

Present flexible schedules and routines.

Combine XR-based gamified activities with therapy sessions.

Provide more interactive elements to make therapy feel engaging and motivating.

Create an app that tracks progress in a motivating way to help user's see improvement.

Introduce engaging, interactive content to keep interest.

Offer community features.

Offer a less formal, gamified mental health tool.

Provide an easy entry point for users to use service without heavy cost or commitment.

Says

- "I really need something to manage my anxiety, but therapy is so expensive."
- "Meditation apps don't hold my attention-they're not engaging enough."
- "I wish there was a better way to take care of my mental health that's also fun."

Thinks

- Therapy is too costly and commuting is too much effort.
- Traditional mental health tools are boring.
- Want a solution that is both affordable and engaging to keep her motivated.

Does

- Researches mental health options, but decides against it due to high costs and convenience.
- Tries different meditation and self-help apps but loses interest quickly.
- Actively looks for a creative mental health solution that fits into her schedule.
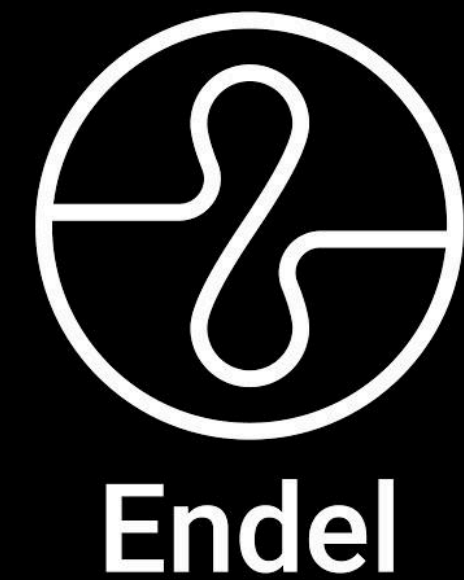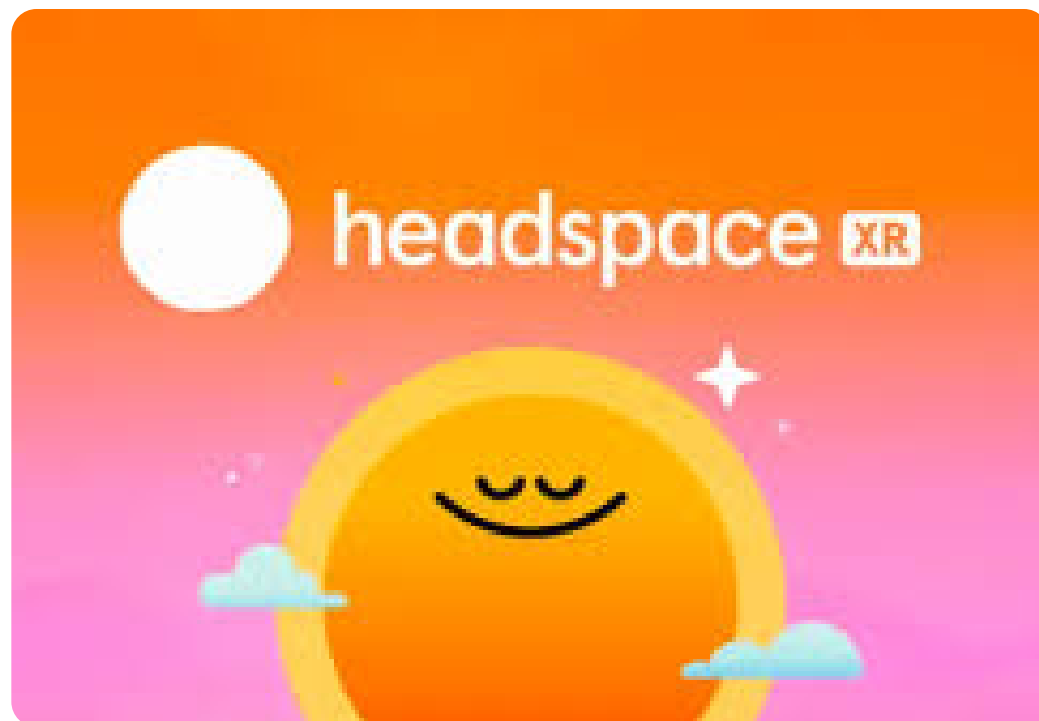
Feels

- Frustrated by the lack of accessible and affordable mental health support.
- Annoyed by the high prices and subscription costs.
- Hopeful to find an exciting and engaging tool to implement into her schedule.

Color

Create an immersive experience where users get to connect and play calming, mindfulness activities, mediated through a VR headset.

headspace XR	XR Health	Endel
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⊕ Offer group therapy	⊕ Offer group therapy	⊕ Audiovisual wellness experience
⊕ Offer in-person and virtual therapy.	⊕ Treatments are proven by experts.	⊕ Provides meditative exercises.
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Inter

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
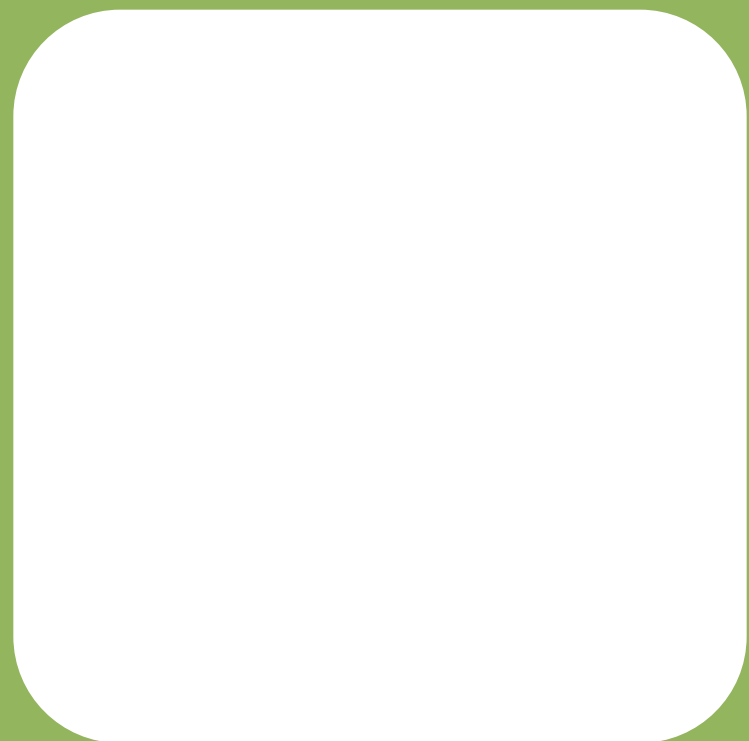
a b c d e f g h i j k
l m n o p q r s t u v
w x y z

Header 1: Home, Headings
32 px, Bold

Header 2: Main Headings
24 px, Bold

Header 3: Sub Headings
20 px

Paragraph
17 px

Subtext
13 px

Strengths

- Strong brand recognition
- User-friendly interface
- Large range of services like therapy and mindfulness.
- Has a community feature.
- Established partnerships with providers.

Opportunities

- Growing awareness to mental health services
- Expand to international markets
- Growing popularity for XR/VR can bring in new users.

Weaknesses

- High competition from digital and traditional mental health providers
- Subscription-based service
- Users perceive digital solutions less effective
- Application is targeted for the younger demographic (Gen Z)

Threats

- Price can deter users from using the app.
- Too repetitive. It can bore users and keep them from coming back.
- Skepticism against VR in clinical settings.

headspace XR

Strengths

- Partnered up with several reputable healthcare organizations and technology companies.
- Offer online physical therapy and make a customized care plan.
- Send users a VR headset to their home.
- Offer patients with virtual group sessions.

Opportunities

- Growing demand for virtual healthcare solutions.
- Expand to international markets.
- Add in new content as VR technology advances

XRHealth

Weaknesses

- High dependency on technology infrastructure and internet connectivity.
- Service is paid and depends on insurance coverage.
- XR technology must be relevant and updated.
- Limited awareness of VR among healthcare professionals.

Threats

- Rapid technological advancements.
- Competition with other digital health companies.
- Skepticism against VR in clinical settings.
- Security risks with patient's data.

Strengths

- Minimalistic UI and great user interaction.
- Personalized soundscapes.
- Scientifically backed by neuroscience and psychoacoustics.
- Cross-platform availability.
- Has a broad user base like users dealing with stress, anxiety, or sleep issues.

Opportunities

- Growing awareness of mental health services.
- Partner up with companies to offer more soundscapes content.
- Possible expansion to services like meditation guides or exercise.
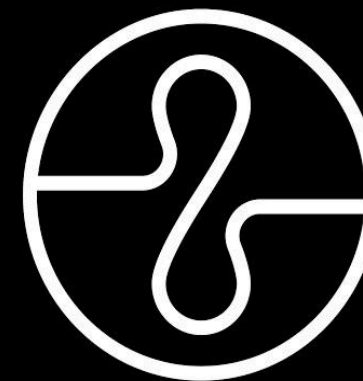
Endel

Weaknesses

- Can only be used on the Apple Vision Pro.
- Cost barrier may deter users from using the application.
- Limited content may bore users because of repetitiveness.
- Niche market since it only focuses on sound-based solutions.

Threats

- Skepticism against VR's effectiveness.
- Competition with other wellness applications.
- Keep updating application to keep up with rapid technological advancements.

Name: Jordan

Age: 21

Occupation: Student

Location: Los Angeles, CA

Stressed Distracted

Hard-working Energetic

"Virtual therapy is really convenient, but I just wish it was more engaging so I could stay focused."

Background

Jordan has been using Webex for virtual therapy sessions to manage anxiety. While the convenience works with his schedule, he often gets distracted during sessions, making it hard to stay engaged. Jordan is seeking a more immersive experience that helps him stay focused and present.

Goals

- Make therapy sessions more engaging.

- Stay focused during sessions without distractions.

Frustrations

- Easily distracted during virtual sessions.

- Struggles to stay engaged without in-person interactions.

> "I miss the connection and focus I get from in-person therapy sessions. It's hard to have a connection online."

Name: Chloe

Age: 31

Occupation: Accountant

Location: Manhattan, NY

Stressed   Distracted

Hard-working   Energetic

Background

Chloe has been attending in-person therapy for two years to manage anxiety and work-related burnout. She values the personal, face-to-face connection with her therapist, which helps her feel heard and supported. Chloe has tried virtual therapy, but found it lacking in engagement, making it hard to open up or feel connected to her therapist.

Goals

- Manage anxiety through therapy sessions.

- Feel genuinely supported and understood during therapy.

Frustrations

- Feels disconnected from her therapist during virtual sessions.

- Misses physical cues and body language

"Therapy is too expensive and I hate going out of my house. I want something fun and interactive to help my anxiety."

Background

Lilia deals with anxiety and stress from her freelance work. She has considered therapy, but the cost and hassle of commuting have kept him from committing. Lilia prefers something that's less formal and more engaging, like a gamified mental health solution.

Name: Lilia

Age: 26

Occupation: Freelance Designer

Location: Boston, MA

Energetic   Introverted

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Goals

- Find an affordable, convenient way to manage anxiety.
- Avoid commuting and stay in the comforts of her own home.

Frustrations

- Therapy is too expensive and out of her budget.
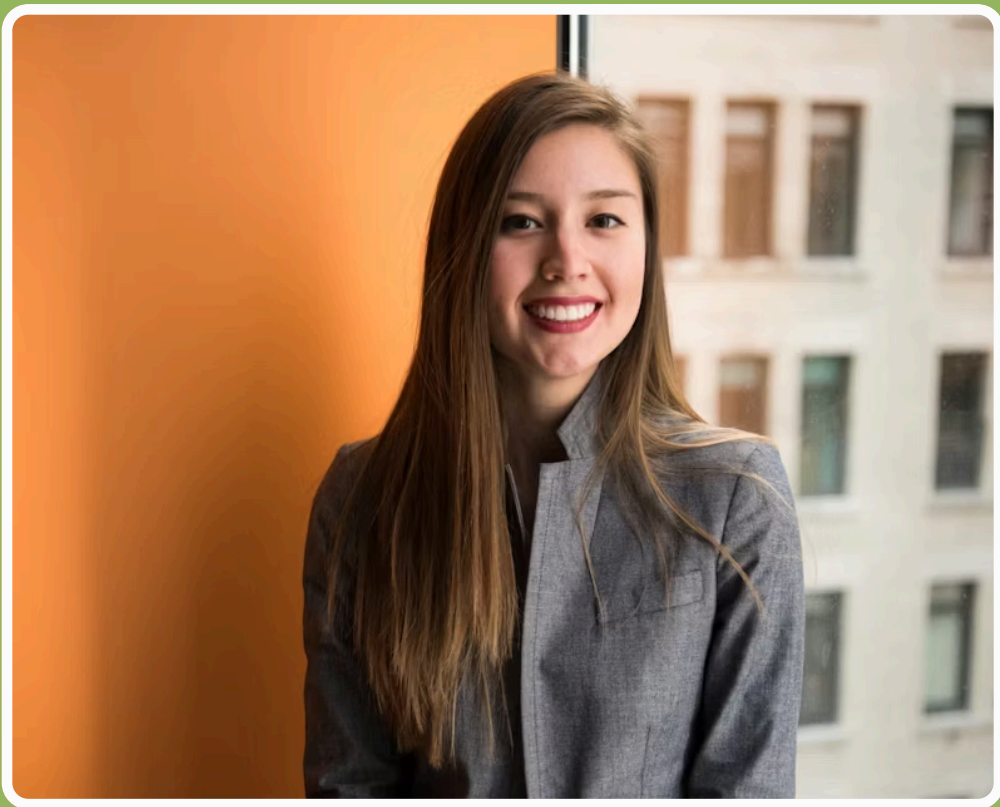- Finds traditional therapy too formal and intimidating.

Name: Jordan

Goals:

● Wants therapy sessions to be engaging to keep his interest and focus.

● Stay focused on his therapy sessions and avoid zoning out.

SCENARIO				
Feels overwhelmed and stressed out by work.	Finds online therapists and treatment.	Trying out sessions.	Losing hope on the treatments.	Gives up on treatments.
ACTIONS				
Searches online to find treatments.	Debates on what method he should use.	Trying out treatments and virtual therapy online	Feels overwhelmed and stressed out by work	Continues to feel overwhelm and performs badly at work.
MINDSETS				
"This job is seriously stressing me out." "There has to be a way to manage all my stress."	"I don't have time for therapy. My schedule is full!" 'Maybe I should do my sessions virtually?"	"I can do this!" "Virtual therapy is so convienient and fits in my schedule perfectly!"	"It's hard to stay focus in these sessions!" "I keep getting distracted."	'I don't think therapy is for me"
OPPORTUNTITIES				
Implement self-test at onboarding process Provide users with a self-test from credible experts	Based on self-test, suggest which treatments are best suited for them All online therapists are time and cost-efficient	Offer users with effective and scientifically proven activities and practices One-to-one sessions with therapists through VR.	Gamified and interactive therapy sessions to keep user's focus and build a deeper connection.	Reassuring feature to allow users to get back on track. In-app feature to remind users of their sessions and practices.

Name: Chloe

Goals:

- Manage anxiety through therapy or self-treatment sessions.
- Feel genuinely supported and understood during therapy sessions.

SCENARIO

| Feels overwhelmed and stressed out by work. | Finds therapists and treatment. | Trying out sessions. | She can't fit sessions into her work schedule. | Gives up on treatments. |

ACTIONS

| Searches online to find treatments. | Debates on what method she should use. | Feels overwhelmed and stressed out by work | Switches over to virtual therapy. | Continues to feel overwhelm and performs badly at work. |

MINDSETS

| "This job is seriously stressing me out." | "I want to have a connection with my therapist" | "I feel heard when talking to my therapist in person!" | "I don't have the time to do these weekly sessions!" | "I can't do therapy." |
| "There has to be a way to manage all my stress." | "I don't think virtual therapy is for me." | "I love the support my therapist gives!" | "I don't want to therapy virtually because I need to feel understood." | |

OPPORTUNITIES

| Implement self-test at onboarding process | Based on self-test suggest which treatments are best suited for them. | Offer one-to-one sessions with therapists through VR. | Gamified and interactive therapy sessions to keep user's focus and build a deeper connection with them. | Reassuring feature to allow users to get back on track. |
| Provide users with a self-test backed from credible experts. | Introduce user with therapist sessions through VR. | Offer users with effective and scientifically provide activities and exercises. | | In-app feature to remind users of their sessions. |

Name: Lilia

Goals:

- Find an affordable and convenient way to manage anxiety.
- Avoid commuting and stay in the comforts of her own home.

SCENARIO

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Looks into therapy options and self-treatment.

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ACTIONS

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Create an app that tracks progress in a motivating way to help user's see improvement.

Introduce engaging, interactive content to keep interest.

Offer community features.

Offer a less formal, gamified mental health tool.

Provide an easy entry point for users to use service without heavy cost or commitment.

Says

- "Virtual therapy is convenient, but I get distracted easily.
- "I need something more engaging to stay focused after a long workday."
- "Commuting to in-person therapy is just too much of a hassle."

Thinks

- Wishes therapy could be both flexible and engaging.
- Finds it hard to stay mentally present during virtual sessions without an interactive component.

Does

- Does Webex for virtual therapy sessions, but finds himself multitasking or zoning out.
- Looks for alternatives that could be more immersive and keep his attention.
- Balances therapy around his work schedule, often feeling too exhausted or stay engaged.

Feels

- Frustrated with the lack of connection during virtual therapy.
- Excited to find a solution that makes therapy sessions more engaging and less draining.
- Disappointed that he can't stay focus.

Says

- "I need that face-to-face connection to really feel supported."
- "Virtual therapy just doesn't feel the same as being in the room with my therapist."
- "I wish there was a way to make therapy more accessible without losing that personal touch."

Thinks

- In-person therapy feels more genuine and helps her open up.
- Virtual therapy sessions lack the same emotional connection and feels detached.
- Wants to get a more immersive way to get the support she needs.

Does

- Attends in-person therapy sessions regularly, but finds commuting challenging with her work schedule.
- Avoids virtual therapy due to previous experience of feeling disconnected.
- Seeks options that can give a similar sense of connection.

Feels

- Supported and understood during in-person therapy but frustrated with the commuting and scheduling.
- Disconnected during virtual sessions, making it harder to build trust with her therapist.
- Overwhelmed by balancing her work schedule with in-person therapy sessions.

Says

- "I really need something to manage my anxiety, but therapy is so expensive."
- "Meditation apps don't hold my attention-they're not engaging enough."
- "I wish there was a better way to take care of my mental health that's also fun."

Thinks

- Therapy is too costly and commuting is too much effort.
- Traditional mental health tools are boring.
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Does

- Researches mental health options, but decides against it due to high costs and convenience.
- Tries different meditation and self-help apps but loses interest quickly.
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Feels

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- Annoyed by the high prices and subscription costs.
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