

MENTIS RESEARCH FINAL REPORT

I. Main findings

1. Respondents' codification

Due to the possibility that they may have very diverse purchasing habits, our respondents are divided into two groups: those who are familiar with using a diary (High Awareness: HA) and those who are less bothered by the concept (Low Awareness: LA). We will be able to gather a variety of opinions regarding the services and how we might approach them in the following stages of communication by using these two distinct kinds of respondents.

Category	Interviewee Profile No.	Code	Gender	Age	Profession
Low concept awareness	1	LA1	Female	19	Student
	2	LA2	Female	19	Student
	4	LA3	Female	33	Marketer
	5	LA4	Male	19	Student
	6	LA5	Male	17	Student
	7	LA6	Female	32	Worker
	9	LA7	Male	24	Unemployed
	11	LA8	Male	21	Student
	17	LA9	Female	23	Student
	18	LA10	Male	21	Student
	19	LA11	Male	20	Student
	22	LA12	Male	22	Student
	20	LA13	Female	19	Student

High concept awareness	3	HA1	Male	33	Marketer
	8	HA2	Female	23	Student
	10	HA3	Male	18	Student
	12	HA4	Female	23	Student
	13	HA5	Female	22	Student
	14	HA6	Female	20	Student
	15	HA7	Female	23	Student
	16	HA8	Female	22	Student
	21	HA9	Female	19	Student
	23	HA10	Female	22	Student

In addition, we developed three key themes from the interview scripts that we used as the foundation for our classification analysis. We created sections and subcategories for each major subject using the key quotes from each respondent. Below are the patterns and linkages that were found using the Excel classification that we carried out before.

2. Theme 1: Perception of research subjects in the emotional release?

This first topic enables us to answer the first research question.

			Has the client ever used the journaling method?	The problem remains in the customer's life	Habits of sharing feelings	Has the client ever used a journal?
Theme 1: Perception of research subjects in emotional release?	Low concept awareness	LA1	Feeling stressed, overwhelmed	Overload, pressure in studying	Not in the habit of sharing feelings	Not used yet
		LA2	Not too much stress	The subject is highly competitive	Only sharing feeling with closed-people	Not used yet
		LA3	Feeling stressed, overwhelmed	Overload, pressure in working	Only sharing feeling with closed-people	Not used yet

		LA4	Feeling depressed, lack of motivation	The field of study is not as expected	Not in the habit of sharing feelings	Not used yet
		LA5	Feeling stressed, overwhelmed	Overloaded in studying, unable to release emotions	Only sharing feeling with closed-people	Not used yet
		LA6	Feeling overwhelmed, exhausted	Overload, pressure in working	Not in the habit of sharing feelings	Not used yet
		LA7	Not too much stress	Can not balanced in life	Not sharing of emotions frequently	Not used yet
		LA8	Used to feel stressed	The field of study is not as expected	Only sharing feeling with closed-people	Not used yet
		LA9	Stressed and then gradually stabilized	Work and study balance	Self-balancing, more focused on one thing at a time	Not used yet
		LA10	Sometimes unbalanced, easily bored	Depression	Not sharing of emotions frequently	Not used yet
		LA11	Feeling stressed, overwhelmed	Finance	Do not share feelings/excessive thoughts/ stay up late	Not used yet
		LA12	Feeling stressed, overwhelmed	Overload, pressure in studying	Not in the habit of sharing feelings	Not used yet
		LA13	Feeling stressed	Competitive major	Only sharing feeling with closed-people	Not used yet
	High	HA1	Feeling stressed	Overload, pressure in working	Only sharing feeling with closed-people	Used to

	awareness	HA2	No stress	Can not balance in life	Only sharing feeling with closed-people or psychologist	Used to
		HA3	No stress	Good balance in life	Only sharing feeling with closed-people or psychologist	Using
		HA4	No stress	Can not balanced in life	Only sharing feeling with closed-people	Using
		HA5	Feeling stressed	Overload, pressure in studying	Self-balancing, more focused on one thing at a time	Used to
		HA6	Balance between study and life	Do not understand the lesson, argue when working in groups	Sharing feeling on the internet, keep it private	Rarely
		HA7	Balance between study and life	The subject is difficult and requires more study time	Only sharing feeling with closed-people, family	Rarely
		HA8	Balance between study and life	Learning more on internet by themselves	Arrange personal time reasonably to avoid mental and work problems	Used to
		HA9	Feeling stressed	Overload, pressure in studying	Only sharing feeling with closed-people	Using
		HA10	Balance between study and life	The subject is difficult and requires more study time	Only sharing feeling with closed-people, family	Rarely

Theme 1: Perception of research subjects in emotional release?	Low concept awareness	LA1	<p>Common point:</p> <p>Personal feelings: Feeling stressed</p> <p>Problem: Overload, pressure at work (study), not balance in life</p> <p>Habit: Only sharing with loved ones</p> <p>Journaling: Never used - Used</p>	<p>Personal feelings: Stressed, overloaded</p> <p>Problem: Pressure at work or the major is not as expected</p> <p>Habit: No sharing feelings or not frequently sharing feelings</p> <p>Journaling: not used yet</p>
		LA2		<p>Personal feelings: No stress</p> <p>Problem: Good balance in life</p> <p>Habit: Sharing feelings to a psychologist or friend</p> <p>Journaling: In use</p>
		LA3		
		LA4		
		LA5		
		LA6		
		LA7		
		LA8		
		LA9		
		LA10		
		LA11		
		LA12		
		LA13		
	High concept awareness	HA1		
		HA2		
		HA3		
		HA4		
		HA5		

		HA6		
		HA7		
		HA8		
		HA9		
		HA10		

Both the LA and HA groups acknowledged that they were under a lot of anxiety and pressure. Due to this, there is an imbalance between personal life and work/study.

According to our findings, both LA and HA groups experienced perceived stress and pressure in their lives. They have the same problems belonging to feeling overloaded and pressured at their work or school. Their “The field of study is not as expected” LA4, “Overloaded in studying, unable to release emotions” LA5, and “Cannot balance in life” HA4 feelings are showing that young people in Vietnam are having the same problems.

The findings also show that the LA group does not often share their feelings, or do not share them, “Not in the habit of sharing feelings” LA1, “Do not share feelings/excessive thoughts/ stay up late” LA11, or “Only sharing feelings with closed-people” HA9. While the HA group shares it with psychologists or their closed-friends and family. Moreover, the HA group can deal with their problems better and they feel less stressed than the LA one.

There is a commonality between both groups in that people feel stressed and sometimes they cannot balance their private life and work life. So that leads to being unable to release emotions.

3. Theme 2: Diary writing behavior of research subjects

This second topic allows us to come up with a deeper answer to research question 1.

	Time spent on journaling	Other ways to release stress	Reasons to choose an app instead of a regular diary	Opinions on the application of Metaverse	Recommended to combine features with Metaverse
--	--------------------------	------------------------------	---	--	--

Theme 2: Diary writing behavior of research subjects	Low concept awareness	LA1	No	Walking	Sort function	Fear of being immersed in a virtual world	Arrange the notes in order, suggestions from the emotional recognition note
		LA2	No	Go out, talk with friends	Identity security issues	Security factor	Take pictures and have background music like Story FB
		LA3	No	Entertaining or practicing yoga	what benefits the app brings to them	Used for testing, long-term use depends on the benefits	Consult with expert - agree with suggestion from the team
		LA4	No	Go out, participate in activities	Feature to interact with friends	Will try it	Online activities with friends - agree with suggestions from the team
		LA5	No	Meditation, walking or do outside activities	Do not want others know about their feelings	Get creative, will try it	Listen to music like on Spotify - agree with suggestions from the team
		LA6	No	Sleeping	I can't maintain the habit and when I reread it, I don't know what I wrote	Not good at technology so don't like things that are too complicated	Consult with expert - agree with suggestion from the team
		LA7	No	Go travel	Be more positive	Feel it interesting	Consult with expert - agree with suggestion from the team

		LA8	No	Solve small problems by themselves, and talking to their friends	Waste time	Will try it	Music, customize interface - agree with team suggestions
		LA9	None, but will try journaling in the future (2x/week frequency)	Share feelings on social networks Facebook/Instagram	Identity security issues, waste time	Feel it interesting	Privacy
		LA10	Ready to experience (frequency 3-4 times/week: after completing work)	Listening to music or watching movies	Identity security issues	Feel it interesting	Interaction (creating the feeling that someone is listening and sharing)
		LA11	Will try once a week, at night	Listening to music or doing something instead of think about problems	Release stressed	Feel it interesting	Record diary history, including recording
		LA12	No	Walking or Taking photos	Can express feelings at all times	Feel it interesting	Try it out and give opinion later
		LA13	No	Talking to friends	Identity security issues	Feel it interesting	Voice Talk to Strangers/With AI built in

	High concept awareness	HA1	When they want to release feelings	Talking to friends	Feel heard	Feels great and can perform under ideal conditions. Fear of being immersed in a virtual world	Consult with expert - agree with suggestion from the team
		HA2	When they want to release feelings	Talking to friends	No feel the same as write down in notebook	Feel it interesting	Consult with expert - agree with suggestion from the team
		HA3	When they want to release feelings	N/A	The keyboard is difficult to manipulate, can't write emotions	Will try it	Consult with expert - agree with suggestion from the team
		HA4	At weekend	Listen to music, go to the movie theater, talk to friends, go out or participate in sports	Convenient, can be adjusted to your liking	Will try it	Manage notes by date and time, customize interface, features
		HA5	At night	Hanging out with friends, eating, listening to music or watching Youtube	Convenient, can be adjusted to your liking	Feel it interesting	Music or a variety of brushes to draw (interface design) - app

		HA6	15 mins every day	Share on social networks	Writing on the app is more secure than writing in a notebook, without fear of being seen by anyone.	Feel it interesting, willing to try	N/A
		HA7	In the mood	N/A	Share their feelings immediately to save it	Feel it interesting	Get advice from one of the people in the Metaverse community
		HA8	When they want to keep their memories and write it at night	N/A	Write down your feelings and save memories, milestones, big events	Feel it interesting	N/A
		HA9	When they want to release feelings	Talk to friends	Identity security issues	Feel it interesting	There is a game area so that you can play and chat with strangers at the same time.
		HA10	At night	Talk to friends	Use a diary both on the phone and in the notebook. If there is a version for both Android and iPhone, even	Good, but prefer simplicity and direct interaction.	N/A

					better.	
--	--	--	--	--	---------	--

Theme 2: Diary writing behavior of research subjects	Low concept awareness	LA1	<p>Common point:</p> <p>Time spent in journaling:</p> <p>Other ways than journaling: hanging out, sharing with friends</p> <p>Advantages/Disadvantages of using a journaling app: positive mental health, regulation/personal privacy/identity and information security (disclosure)</p> <p>Opinion about the application of Metaverse: interesting, looking forward to experiencing</p>	<p>Time spent in journaling:</p> <p>Other ways than journaling: hanging out with friends, sports activities listening to music</p> <p>Advantages/Disadvantages of using a journaling app: being heard/identity security issues</p> <p>Opinions on the application of Metaverse: cool</p> <p>Suggestions to combine features with Metaverse: music, notes suggestions</p>
		LA2		
		LA3		
		LA4		
		LA5		
		LA6		
		LA7		
		LA8		
		LA9		
		LA10		
		LA11		
		LA12		
		LA13		
	High concept awareness	HA1	<p>Proposing to combine features with Metaverse: music, customization features"</p>	<p>Time spent in journaling: when necessary</p> <p>Other ways than journaling: relaxing, hanging out with friends</p> <p>Advantages/Disadvantages of using a journaling application: adjusting to your liking/differences between machines and humans, difficult to manipulate</p> <p>Opinions on the application of Metaverse: useful and good</p>
		HA2		
		HA3		
		HA4		
		HA5		
		HA6		
		HA7		

		HA8		Proposing to combine features with Metaverse: music, customize interface
		HA9		
		HA10		

The survey revealed a definite disparity in the amount of time each research subject spent journaling. Those who regularly journal or who have kept diaries frequently dedicate their nights and weekends to this hobby. Additionally, "other ways than journaling" did not distinguish between the LA and HA groups. Both groups take pleasure in spending time with friends, going outside, and listening to music. They are all intrigued by the Metaverse integration software, "Will try it" LA4, "Feel it interesting" and HA2, regardless of how knowledgeable they are about the problem.

The most important aspect that they emphasized repeatedly was that both groups concur that security is the most crucial factor while developing the Mentis app to protect consumer information when they communicate their emotions in the digital diary "Identity security issues" LA10, "Writing on the app is more secure than writing in a notebook, without fear of being seen by anyone" HA6.

When asked about suggestions for the Mentis app, both groups mentioned consulting with experts (LA3, LA6, LA7, HA1, HA2, HA3). Additionally, consumers stated, "Online activities with friends" (LA4) and "There is a game area so that you can play and chat with strangers at the same time" (HA9). The members of the project got these remarks, and we want to construct an app on them.

However, as we are all young students, it is conceivable that we spoke with other young individuals when we interviewed our friends and family. Additionally, we gathered information from people who work as marketers to gain insight into their habits.

According to our observations, the propensity to express emotions is a key element affecting consumer behavior while experimenting with new technologies like digital diaries or the Metaverse.

4. Theme 3: Social media to connect with audiences

This topic is closely related to the research question 2.

			Means of connection	Message	Fee (update Premium)
Theme 3: Social media to connect with audiences	Low concept awareness	LA1	Facebook, Instagram	Bring the featured function and benefits to customers	Consider benefits
		LA2	Social media	Be comforted, have	No

				interaction.	
		LA3	N/A	Bring the featured function and benefits to customers	Consider benefits
		LA4	N/A	Increase interaction with people	No
		LA5	Social media	Feel free to share, security privacy completely	Consider benefits
		LA6	Facebook, Instagram	Have the app's support	Pay reasonable and lifelong fee
		LA7	No	Feel more comfortable and active	Ready if it brings benefits
		LA8	Social media	Feel free to share, security privacy completely	Overqualified more than free version
		LA9	Social media	Meaningful	Have interest
		LA10	Social media	Helpful for the mental health of the youth	Depend on personal (assumed 100-500k)
		LA11	Social media	Helpful	If necessary
		LA12	Facebook	Listen to sharing of the youth and encourage them	Willing to use the trial premium, if suitable, willing to download
		LA13	Facebook, Instagram	Be comforted, have interaction.	Ready if it brings benefits
		High concept	HA1	Social media	Bring the featured function and benefits to customers

		HA2	No	Feel more comfortable and active	Ready if it brings benefits
		HA3	Facebook	Bring the featured function and benefits to customers	Ready if the function is clear
		HA4	Instagram	Be comforted, increase interaction with people. Be comforted, and increase interaction with people.	Ready if it brings benefits
		HA5	Instagram	Bring the featured function and benefits to customers	Ready if it brings benefits
		HA6	Social media	Helpful for the mental health of the youth	Not ready because the consultant service at hospital website is more prestigious
		HA7	Social media	Healing message	Do not have the need
		HA8	Social media	Feel more comfortable and active, have a healthy mental life	Do not have the need
		HA9	Facebook. Instagram	Be comforted, have interaction	Be comforted, have interaction.
		HA10	Social media	Realize their emotions and improve them	Only want to use the free app

Theme 3: Phuong	Low concept awareness	LA1	Common Point: Means of communication: Social	Differences: Message: Feel free to share, secure and privacy completely. Feel more
		LA2		

pháp về phương tiện/ hỗ trợ kết nối với khách hàng		LA3	media (Instagram, Facebook) Message: Bring the featured function and benefits to customers. Be comforted, and increase interaction with people. Fee (update premium): Ready if it brings benefits	comfortable and active Fee (update premium): Pay a reasonable and lifelong fee. Consider benefits				
		LA4						
		LA5						
		LA6						
		LA7						
		LA8						
		LA9						
		LA10						
		LA11						
		LA12						
		LA13						
		High concept awareness			HA1			Fee (update premium): Open to use the trial premium, if suitable, willing to download. It's better when certified.
					HA2			
	HA3							
	HA4							
	HA5							
	HA6							
	HA7							
	HA8							
	HA9							
	HA10							

The second table shows some clear commonalities that we can see. First, in line with the survey's main point, respondents want to know how the Mentis app has affected their mood. In general, we get that people want to be able to utilize the App's trial version and experience its advantages before opting to pay for the premium version. Indeed, it is apparent from the responses of the respondents that not everyone needs to invest money to use the app without first figuring out the advantages it offers them.

The freedom of expression and security concerns of social networks, which let users use profiles with their names and photographs that are not theirs, are other factors that tend to draw people to the media. Some people, on the other hand, assert that they take pleasure in communicating with friends on their official social media accounts and sharing experiences with them. Finally, the privacy concern is still ranked as the most crucial in both situations.

To sum up, thanks to this analysis, we are able to answer the research questions, and we know which means of communication based on a specific message will be the most effective. According to these tables: security privacy, and benefits of the App will be the main points to deal with.

II. Discussion/Recommendations

Through this part, we are going to bring suggestions and answers to the research questions.

1) Definition of the product based on consumer behavior (research question 1)

After analyzing all the data, we have come to the conclusion that the Mentis application, which satisfies the needs of emotional release and the reactions of the interviewees, is the best product to promote. The Mentis project aims to develop an app that involves developing a digital environment that works in conjunction with Metaverse technology to establish community centers or support groups through stress-relieving activities and mood monitoring. It also enables users to create an online journal in which they can log their feelings, thoughts, and daily activities, which will enable them to identify and treat any psychological problems quickly. The program also offers entertainment elements like speaking with like-minded others, engaging in online activities, and exploring the virtual environment to lessen stress and encourage happy emotions.

On the other side, we will offer clients offline services like yoga and meditation courses or organize therapeutic activities (such as pottery creation, painting, or music lessons). The service is customized to the needs of the younger Vietnamese generation and continues to have the same goal of spiritual healing. Everyone will benefit from this endeavor by having a simpler and more joyful life.

2) Product communication (research question 2)

According to the messaging study, they need a powerful keyword-based message that is both captivating and relevant. Mentis emphasizes the app's value in making users feel understood and sympathetic as a result. Strong keywords then would include

receiving mental health care, expressing one's emotions, maintaining high levels of secrecy, and being understood. From there, consumers will feel more at ease using the services that Mentis offers and will be assisted in lowering their stress levels.

The goal is to generate genuine passion for the Mentis app and our activities using the communication techniques that are recommended below based on the responses of the respondents.

Communication on social networks: Facebook

First, respondents need to see the impact of their purchase, they need proof. As a result, it would be interesting to run a strong marketing campaign on social networks, especially on Facebook because this is the social networking site with the largest number of members in Vietnam, it was selected as the communication method to contact customers. The target market for Mentis' clients is between the ages of 16 to 25.

- The most popular social network globally is Facebook.
- 81% of brands prefer video communication on Facebook.
- Vietnam has 68 million monthly active Facebook users.

The initiative uses Facebook to influence people's behavior and attitudes about mental health, as well as the value of safeguarding and caring for it. After that, we started using Facebook as a social networking site by using the accompanying communication strategy:

- Making a strong connection with customers through stories, knowledge, and information about psychology on Facebook.
- Searching strategic influencers to promote the launch of this Mentis app.
- Establishing a debate post on Facebook to make people talk about the topic on the Mentis Facebook account (2.100 followers). The competition would be based on the following action:

Inviting people to share their thoughts on Facebook. This helps people realize how stress impacts their mental health and what consequences it brings to them.

- Supporting the launch through posts on Mentis' account:

Sharing knowledge emphasizing the messages and pictures to clients. Showing how much we care about their mental health and helping them reduce stress so that clients can balance their life easier.

References

Get link to access audios and transcripts of customer interviews here:

<https://drive.google.com/drive/folders/1BkFmhP7hwQrOJFARcPoPBIQUPIy0JP9Q>