UNIVERSITI TEKNOLOGI MARA

E-MOTICAREZ

Faculty	:	**Faculty of Application Sciences**
Program	:	**Bachelor of Science (Honors) Biology**
Program Code	:	**AS201**
Course	:	**Technology Entrepreneurship**
Course Code	:	**ENT600**
Semester	:	**Semester 3**
Group Name	:	**AS2013A1 & 3A2**
Group Members		**1.NUR SHAFAWANI IZZATI BINTI ZAHARUDDIN (2023239716)**
		2.NURUL ILYAHAYANI BINTI ROSLI (2023240024)
		3.SITI MAISARAH BINTI MAT ISA (2023627406)
		4.NUR SYAFIQAH BINTI ABDUL SHAM (2023415276)
		5.NURUL SHAHERA BINTI NAZRI (2023388097)
		6.NURUL INSYIRAH IZZATI BINTI ISHAK (2023644146)

Submitted to:

MISS NOOR HASVENDA ABD RAHIM
Submission date:
4 FEB 2025

TABLE OF CONTENTS

1. **Executive Summary**

E-motiCarez is an AI-powered mental health platform design to provide personalised, accessible and stigma-free emotional support. By integrating Natural Language Processing (NLP), Machine Learning (ML), and sentiment analysis, it helps users manage stress, anxiety, and emotional well-being through intelligent conversations, real-time emotion tracking, and self-care recommendations. Unlike traditional therapy, which can be costly and time-consuming, E-motiCarez offers an affordable and on-demand solution for those in need of emotional support.

The platform is tailored for teenagers and young adults who often struggle with academic pressure, career stress, and personal challenges. Through AI-driven insights, users can receive empathetic conversations, guided meditation, breathing exercises, and journaling tools, helping them develop healthier coping mechanisms. Additionally, predictive analytics enables E-motiCarez to detects early signs of emotional distress and suggest proactive interventions, making mental health support more preventive rather than reactive.

With the global mental health app market growing at a project 15% CAGR, the demand for AI-driven mental wellness solutions is increasing. Unlike competitors such as Calm, Better Help, and WoeBot, E-motiCarez stands out with real-time emotion tracking, integration with wearable devices, and a more affordable subscription model. It also offers corporate wellness programs, allowing businesses to support employee well-being, reduce stress, and boost productivity.

Financially, E-motiCarez is positioned for sustainable growth. Its freemium model ensures accessibility, with basic features available for free and premium options providing personalised AI support and advanced mental health tools.

Moving forward, E-motiCarez aims to expand its capabilities by introducing multilingual support, therapy integration and corporate partnerships. With a strong foundation in AI innovation and a commitment to ethical, secure, and user-friendly mental health care. E-motiCarez is set to transform how individuals manage their emotional well-being in the digital age.

2. Product or Service

2.1 Product Overview

E-motiCarez is an innovative platform that uses AI to provide mental health support, ensuring privacy and ease of access. By employing techniques such as Natural Language Processing (NLP) and Machine Learning (ML) alongside sentiment analysis, it offers intelligent conversations, real-time emotion tracking, and personalized self-care instructions to help users manage stress, anxiety, and emotional health. Unlike traditional therapy, which tends to be costly and time-consuming, E-motiCarez is designed to be affordable and on-demand to best help users when they need it the most.

2.2 Application and Primary End Use

E-motiCarez offers mental health solutions targeted at stress, anxiety, and other emotional challenges and is crafted for teenagers, young adults, and even working professionals who constantly juggle academic, career, and personal problems. The application is specifically designed for a target audience that faces high stress levels throughout their day. Using AI techniques, E-motiCarez provides guided meditation, breathing exercises, journaling tools, empathetic conversations, and helpful stress management techniques to improve emotional health.

Besides the main application for emotionally seeking people, there are some very important secondary applications of E-motiCarez. This can be incorporated into corporate wellness programs, through which businesses will be able to take care of employee mental health and reduce stress to improve overall productivity. In addition, integrated with wearable devices, E-motiCarez enables users to track their emotional states in real time and provide more personalized feedback and support.

2.3 Unique Features and Competitive Advantage

E-motiCarez is different from the competition in several ways. Competitors like Calm, Better Help, and Woebot provide general emotional support, but E-motiCarez offers real-time emotion tracking, enabled by integration with wearable devices. This enables the platform to provide users with real-time feedback about their emotional state and proactive interventions based on how they are feeling at that moment.

Another major differentiator is the affordability of E-motiCarez's subscription model. While most mental health services come with high-session or subscription fees, E-motiCarez has a freemium model wherein the basic features are free but include

premium access to get more personalized AI support along with advanced mental health tools. This will not only make it accessible but also not costly for people to receive quality mental health care.

Further, the predictive analytics capability of E-motiCarez helps it find early signals of emotional distress and provide interventions way before any problem escalates. All this makes E-motiCarez much more holistic compared to the pure-play solutions offered by traditional therapy or most other players in the space.

2.4 Status of Development and Future Plans

E-motiCarez is currently in an advanced development stage, having undergone significant progress in both software and operational planning. The project has successfully moved past the conceptualization and research phase, with extensive market analysis, competitive benchmarking, and feasibility studies completed. The core AI-driven mental health support system has been structured, integrating real-time emotional recognition, sentiment analysis, and AI-driven personalized recommendations.

At present, the system is undergoing rigorous internal testing and refinement to ensure its efficiency, reliability, and compliance with industry standards. The user interface and experience (UI/UX) design has been finalized, ensuring a seamless and intuitive platform for users. Furthermore, AI training datasets have been collected, and machine learning models have been developed and fine-tuned to accurately analyze and respond to user emotions.

Timeline for Full Development, Testing, and Launch

The estimated timeline for the full development and launch of E-motiCarez spans approximately 20 months, as outlined in the project milestone table. The breakdown includes:

- Months 1-6: Market research, software requirement specifications, and prototype design.
- Months 7-10: AI data collection, model development, backend and frontend system integration.
- Months 11-14: Internal testing, bug fixes, security compliance, and AI model refinement.