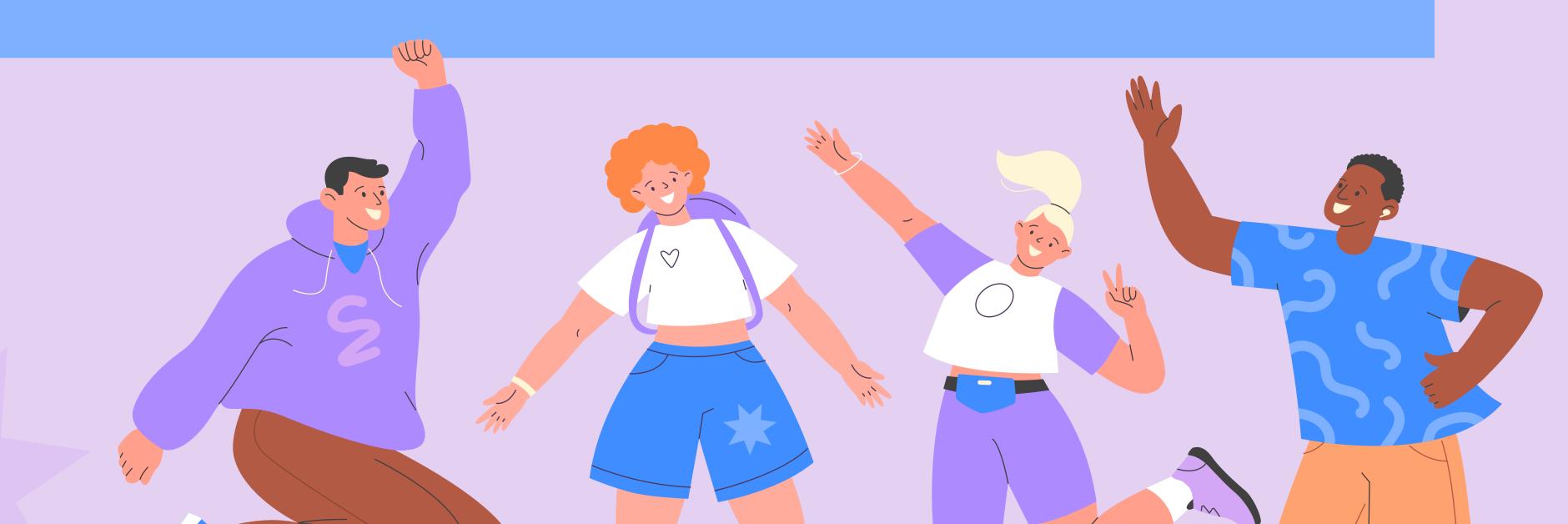RainbowVI Educational Association

Tech Product Idea

Purpose of RainbowVI

RainbowVI Educational Association is a non-profit educational organization. Its goal is **to create a set of online tools that deliver self-development resources to young people with Asian backgrounds and support their success**. The organization produces online, mobile-friendly micro-learning. It uses prestigious Learning Management Systems in the market to manage the participants and learning process.

Product idea

A one-stop shop app/website to access tools and information about well-being among the youngster (age 16-29).

Main functions:
- Comics/News
- Journal + mood tracker
- Mini-courses

MVP

Mood Tracker

Journal

Community Engagement through News and Comics

Mini courses (quiz style and progress tracking)

User journey

On-boarding

- Login
- Profile setup

Daily uses

- Mood Tracking
- Community Engagement
- Journal Entry
- Mini-course

Ongoing engagement

- Notifications
- Community Interaction
- Learning tracking

Good to have

- Mood tracking with analysis and suggestion to moderate negative emotions

- Chatbot that support and intervene serious cases (use koko care)

- Learning: gamification - badges rewarding system

Pain points

Overwhelming Content Creation

- **Comics:** collaborate with local inspiring artists
- **Learning**: research quick and simple course creation

Privacy Concerns

- **Anonymity Options:** allow users to post and comment anonymously
- **Clear Privacy Policy**

Engagement and Retention

- **Gamification:** use badges and rewards that can apply to real-life events
- **Regular Updates:** Keep content fresh and relevant

Questions to ask the tech lead

How to ensure that the MVP can be scalable in the future?

What are the major milestones and deliverables for this project?

What is our plan for maintaining and updating the app after launch?

How feasible is it to build these features within our timeline and budget?

How will we handle user data and ensure privacy?

How will we track user engagement and gather insights from the MVP usage?

What technology stack do you recommend for building this MVP?

What potential challenges or risks do you foresee in this project?

Are there any external dependencies?

How can we leverage generative AI in future versions of the app? (providing personalized content, automated journaling prompts, or real-time mood analysis and support)