



Shoorah – Mental Wellbeing Platform Case Study

Shoorah is a digital mental wellbeing platform designed to help individuals manage stress, anxiety, and emotional health through guided wellness experiences. The vision was to create a unified ecosystem combining meditation, emotional support, personalized content, and AI-powered engagement across mobile and web platforms.

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Objective

The primary goal of the project was to build a scalable digital wellbeing ecosystem that:

- Provides holistic mental wellness tools within a single platform
- Delivers personalized well-being journeys for users
- Supports multiple content formats, including audio, podcasts, and guided rituals
- Enables subscription-based monetization
- Establishes a strong cross-platform digital presence
- Enhances engagement through emotionally intelligent AI interactions

Key Features Delivered

1. Cross-Platform Digital Experience

- Developed a Flutter-based mobile application for iOS and Android
- Built a React.js web platform to expand accessibility
- Designed a consistent UI/UX aligned with Shoorah's wellness-focused brand identity
- Ensured seamless experience across devices

2. Centralized Data & Scalable Architecture

- Implemented API-driven backend architecture
- Centralized management of:
 - User profiles and preferences
 - Mood tracking data
 - Activity and engagement history



3. Comprehensive Wellness Ecosystem

- Introduced a diverse set of mental well-being modules:
 - Meditation sessions
 - Sleep stories
 - Podcasts
 - Rituals & affirmations
- Integrated audio streaming player for uninterrupted content consumption

4. Personalization & User Engagement

- Developed an intelligent recommendation engine based on:
 - Mood inputs
 - User behavior patterns
 - Interaction history
- Enabled personalized wellness journeys tailored to emotional needs
- Digital downloads via mobile

5. AI-Powered Emotional Support

- Built an emotion-aware AI chatbot using:
 - Python
 - LangChain
 - ChatGPT
- Allowed users to:
 - Express emotions naturally
 - Receive contextual wellbeing responses
 - Engage in real-time supportive conversations



6. Subscription & Monetization Model

- Integrated Stripe payment infrastructure
- Implemented:
 - Subscription tiers
 - Secure payment processing
 - Premium content access control
- Enabled a scalable recurring revenue model

Technology Stack (Indicative)

- **Frontend:** React.js
- **Mobile:** Flutter (iOS & Android)
- **Backend:** API-driven scalable architecture
- **AI & Automation:** Python, LangChain, ChatGPT
- **Payments:** Stripe
- **Cloud:** Secure cloud infrastructure with scalable storage & APIs

Challenges

- Building a unified platform supporting diverse wellness content formats
- Delivering emotionally intelligent user interactions
- Creating meaningful personalization at scale
- Designing a monetization-ready platform architecture
- Maintaining seamless performance across web and mobile ecosystems



Solution Approach

- Designed modular microservice-oriented backend architecture
- Implemented centralized data pipelines for personalization and analytics
- Built AI-powered conversational workflows for emotional engagement
- Focused heavily on intuitive, calming UX design principles
- Ensured scalability to support growing user adoption and content expansion

Outcomes & Impact

- Achieved 30–40% increase in user engagement through AI personalization
- Improved retention via structured wellness journeys
- Successfully launched subscription-driven revenue model
- Delivered unified user experience across platforms
- Positioned Shoorah for scalable global expansion

Conclusion

The Shoorah platform showcases how AI, personalization, and cross-platform engineering can redefine digital mental wellbeing. By combining content, emotional intelligence, and scalable architecture, the solution enables users to actively manage their mental health while creating sustainable growth opportunities for the business.

About Oodles

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