INTRODUCING...

kumo

Real-time mental health companion guiding your path to growth

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kumo

Real-time mental health companion guiding your path to growth

Personal Growth

Personal Growth Island

You've built personal growth island through deepening your understanding of self, your being in this world, and cultivating a more supportive relationship with yourself.

- 8 conversations
- 12 insights

Chat · Insights · Practices · Profile

WHAT IS KUMO

Kumo is a science-based AI companion that turns everyday conversations into a living map of personal growth

A gentle guidance that listens without judgment, offers evidence-based support, and visualizes your evolving self over time.

WHO IS OUR USER

Kumo supports self-reflective adults

Who are facing daily stressors, changes in life or want clearer self-understanding; and those who are interested in gentle, therapy-informed nudges to move forward when they feel stuck.

Kumo's value

① Readily available support at anytime

Kumo is rooted in behavior science principles, offering practical exercises for self–discovery, stress relief, and everyday resilience.
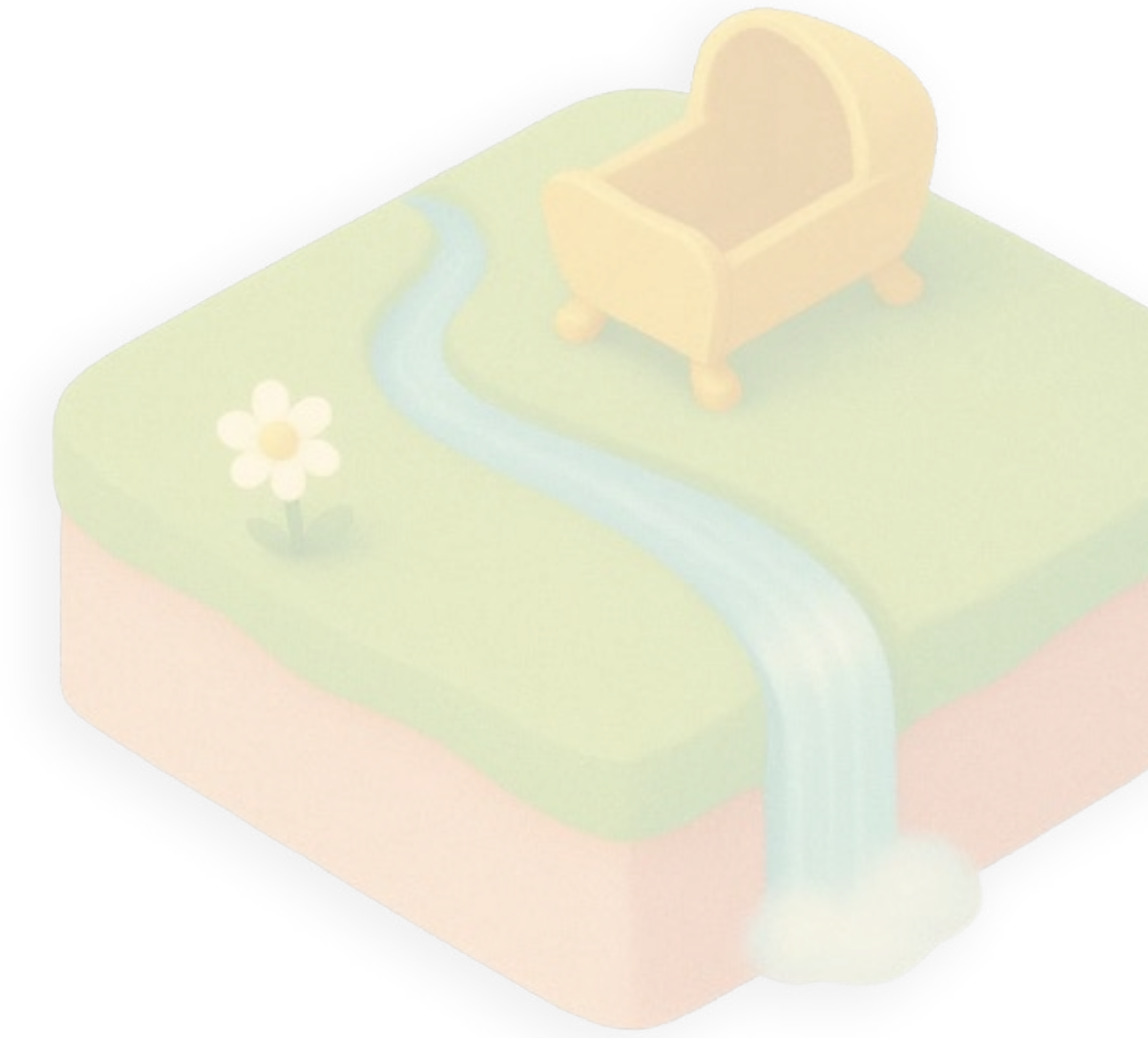
② Conversations that lead to action

Every chat transforms into insight cards, summarizing chat details with reframes, actions, and grounding skill.

③ Long-term visualized growth

Interactions with Kumo will reflect on islands' growth, visualizing life topics' progression.

Design Process Outline

RESEARCH METHOD 1
Online survey

We surveyed 100 participants to explore perceptions, experiences, and behaviors on mental health—particularly stress management, self-care, help-seeking, and resource awareness. We discover that while most respondents frequently feel emotionally overwhelmed, they often keep it to themselves—hesitating to reach out to friends, family, or professionals. Many lack regular self-care habits and express a desire for a space to express feelings safely and privately.
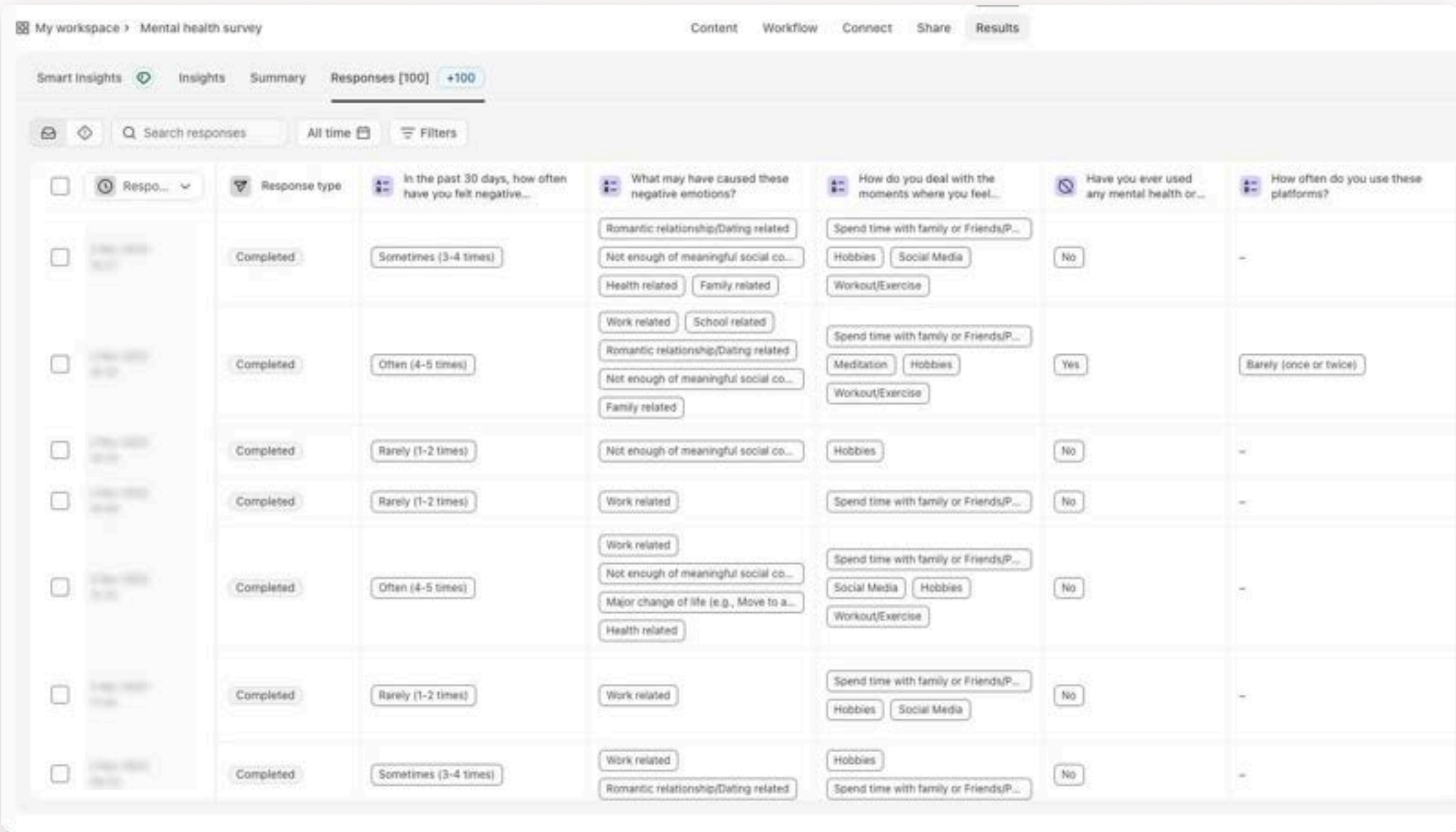
RESEARCH METHOD 2
Market analysis + secondary research

We conducted a market analysis of existing mental health tools and identified a clear gap in solutions designed for moments of acute emotional distress. Most products rely on scheduled use, self-reporting, or generalized content, failing to meet users in the immediacy of emotional crisis. Complementing this, a secondary literature review confirmed the feasibility of using biometric data for early stress detection and the growing potential of large language models to deliver emotionally attuned, low-friction support at scale.

	Features	Visual
HeadSpace	Guided meditations, sleep aids, focus exercises, and mindfulness practices. Offers structured programs for stress, anxiety, and sleep improvement.	Utilizes clean, minimalist designs with soft, pastel color schemes. Incorporates playful animations to guide users through sessions.
Balance	Personalized meditation plans based on user input, sleep stories, and relaxation exercises. Tracks meditation progress and adapts sessions accordingly.	Features a sleek and modern interface with calming visuals. Uses simple illustrations to represent meditation concepts.
Finch	Combines self-care tasks with a virtual pet that grows as users complete activities. Includes mood tracking, journaling, and habit formation tools.	Employs a colorful and cartoonish aesthetic. The virtual pet and environment are designed to be engaging and friendly.
Quabble	Offers mental wellness routines, mood tracking, journaling, and community support features like the Bamboo Forest for anonymous sharing.	Showcases a whimsical design with hand-drawn elements. The interface is vibrant, aiming to make mental wellness practices joyful.
How We Feel	Emotion tracking app developed with input from psychologists. Helps users identify and articulate their emotions, providing strategies to manage them.	Presents a straightforward and user-friendly design. Uses color-coded emotions to help users identify and track their feelings.

User research findings

After research analysis, we extracted 3 key pain points:

① **Silent Emotional Overload Without Safe Outlets**

Due to social stigma or expectations, many hesitate to reach out or verbalize their needs, even in moments of crisis.

② **Lack of Real-Time, Personalized Support**

When stress hits, many need immediate, private support that adapts to their current state.

③ **Physical and Emotional Signals Disconnect**

Many people may feel something is "off" physically but struggle to interpret it emotionally.

Initial brainstorm

Guided by our core question, **"How might we help people better recognize, understand, and manage emotional distress?"** We ran several rounds of Crazy 8s to rapidly explore solutions aligned with key pain points.
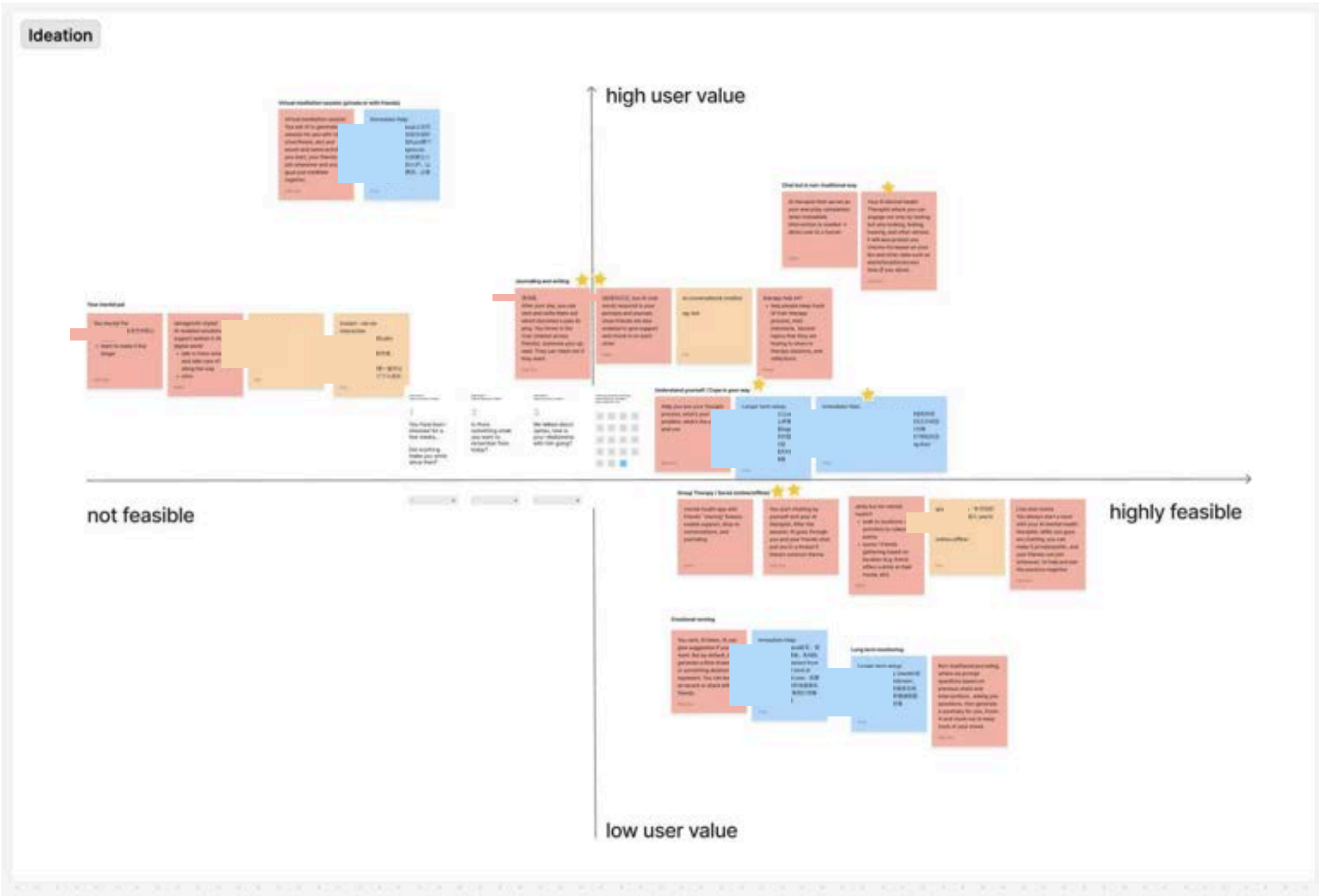
We prioritized ideas based on feasibility and user value matrix, which led us to 3 key focus areas:
1. Immersive GenAI therapist chat;
2. Interactive long-term journaling;
3. Group therapy and social support;

Develop user flows

After narrowing down on the 3 key areas, we deep-dived into each by drafting low-fi ideas grounded in real user scenarios from our research—such as late-night emotional spikes when immediate therapist support isn't available, and the need for long-term reflection through journaling.
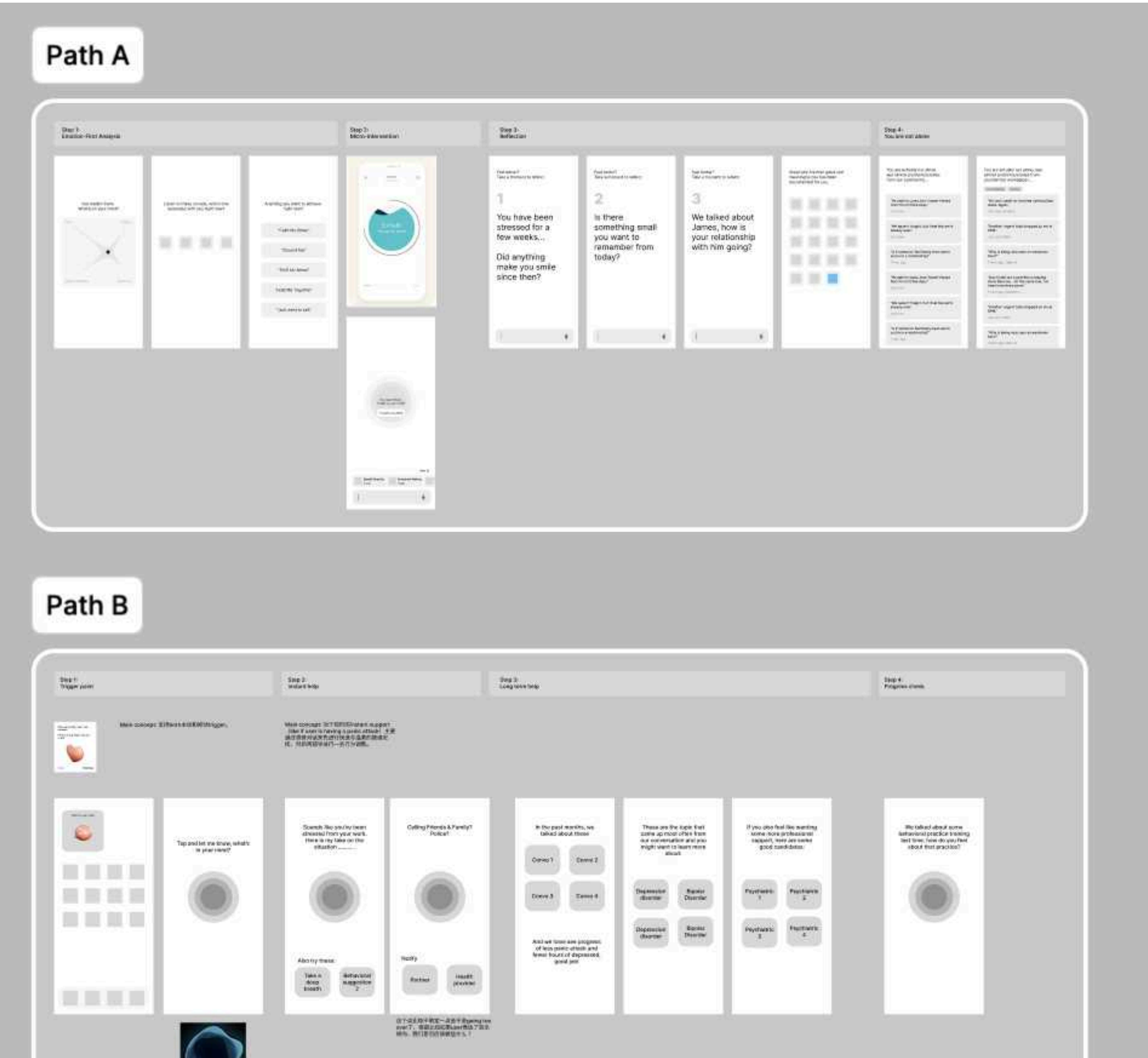
High-fi wireframes

Our high-fi wireframes bring Kumo's core experience to life. Blending real-time biometric insights with emotionally attuned interactions, the designs showcase key moments across the user journey, including biometric-triggered notifications, immersive GenAI chat, breathing and body scan exercises, and passive biometric and emotions tracking over time.
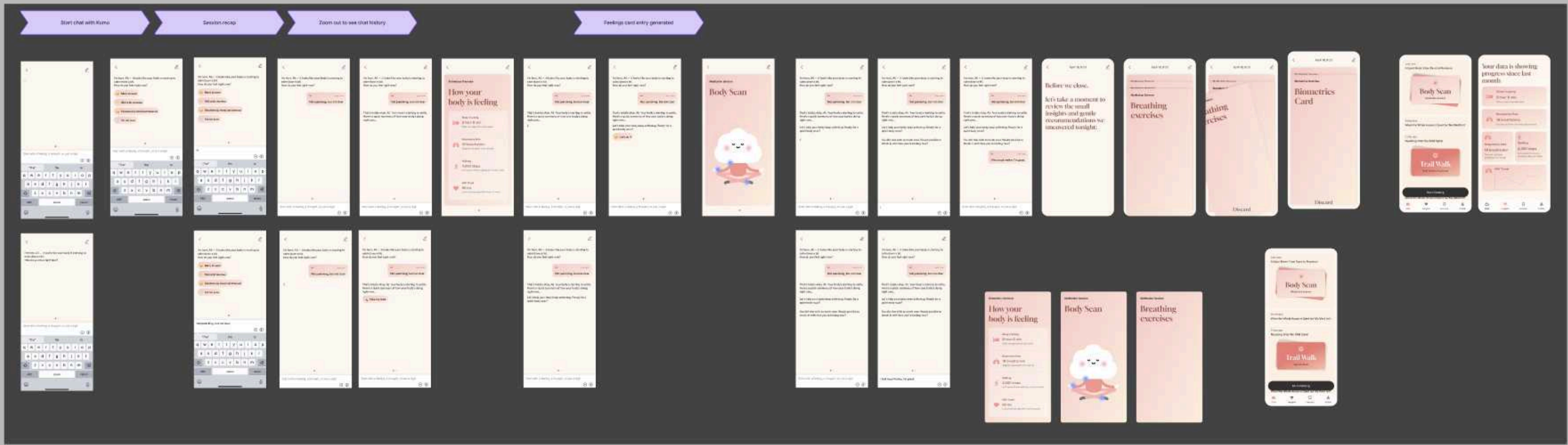
User validation

We then brought these concepts into quick user testing sessions with 10+ participants, including 1 domain expert, to understand how people currently use GenAI chats for emotional well–being, wearable tech usage for health, and how they interpret our product idea.

①

AI should serve as empathetic support with guidance

Participants use AI for emotional venting, but expect concrete solutions, which highlights the need for both **empathetic support and actionable guidance**. Expert interview further confirmed that AI should serve as an immediate supportive companion that complements – rather than replaces – professional therapy for long–term mental health needs.

②

Tracking long–term patterns and growth

While users initially engage with ai around immediate mood triggers, their underlying concerns stem from larger life themes (relationship, family, identity, etc). They want to understand how the themes evolve, and trace the growth over time rather than single events.

③

Deprioritized: Biometrics as ambient context

Insight: Users report having some habits of viewing biometric data to find correlation between the mind and body, but they are more so like a contextual insight, instead of the primary driver for their emotions.

Introducing New Feature: Insight Islands

Why use islands to represent mental and self-growth?

We wanted Kumo to be truly engaging, something users could explore over time, almost like a game. We intentionally chose island as a metaphor in the visuals as people intuitively see themselves as "islands" – distinct, yet part of a larger world. They also carry connotations of growth, boundary and discovery, giving each conversation the sense of uncovering new terrain.

How do islands reflect your growth with trees on them?

Each island represents a personal theme, while the trees growing on it show how that theme evolves. As users keep reflecting, their trees change—growing taller, shifting with seasons, or even bearing fruit. Transforming abstract themes into tangible forms: we aim to help users become more aware of their emotional growth.

Final design screens

Considerations

Kumo should be the AI companion that is **evidence-based**, **safe**, and **private**, and it should be respectful of your long-term growth.

AI-Companion: scope, safety, and quality

Why it matters: LLMs can sound empathic but have no duty of care. Risks include over-soothing, confident mistakes, missed risk, and dependence.

Our approach: we designed Kumo's support as a companion rather than a therapist — using clinician-reviewed prompts that avoid enabling, gently challenge when needed, and detect risk or crisis in time to intervene.

Abuse & misuse

Why it matters: we must prevent harm without shaming users.

Our approach: we built in policies and filters to block harassment or illegal requests — offering firm but respectful refusals, safer alternatives, and clear limits for repeated abuse.

Data privacy & security: trust by design

Why it matters: users share personal data and biometrics, this is highly sensitive data.

Our approach: we designed per-topic opt-in memory with easy export and delete, backed by data encryption, zero-retention model partners, device lock, and transparent governance.

Model choice & fallback

Why it matters: conversations must be accurate, safe, and fast every time.

Our approach: we benchmark candidates for emotional understanding, reasoning, safety recall, and speed, then auto-route per task; fallbacks and timeouts keep chats stable, and ongoing red teaming catches regressions.

kumo

Be seen, understand yourself, and grow.
One small step at a time.