

• Problem

When facing **sensitive topics**, people might find it difficult to express their thoughts and feelings to others, such as apology, confession, health.

• Research Insights

01

The process of expressing emotions is influenced by **learned patterns** and hindered by a range of factors including **societal norms** and **personal fears**.

02

When confronted with situations difficult to discuss, people often **go online to find similar experiences** with others, **preparing fully** before acting.

• Solution

Apply the counseling process, starting by

1. dealing with people's **negative emotions**
2. then addressing their **irrational beliefs**
3. finally, helping them establish **effective behavior**



Try the interactive prototype on Figma!

• User Group

Why Gen Z Asian men ?

Culture

keep everything to themselves, think sharing thoughts is weird.

Gender

Believe that as a man, shouldn't show their weak side.

Generation

Are used to sending digital messages rather than face-to-face conversation.

• Case Study

How to help John apologize?

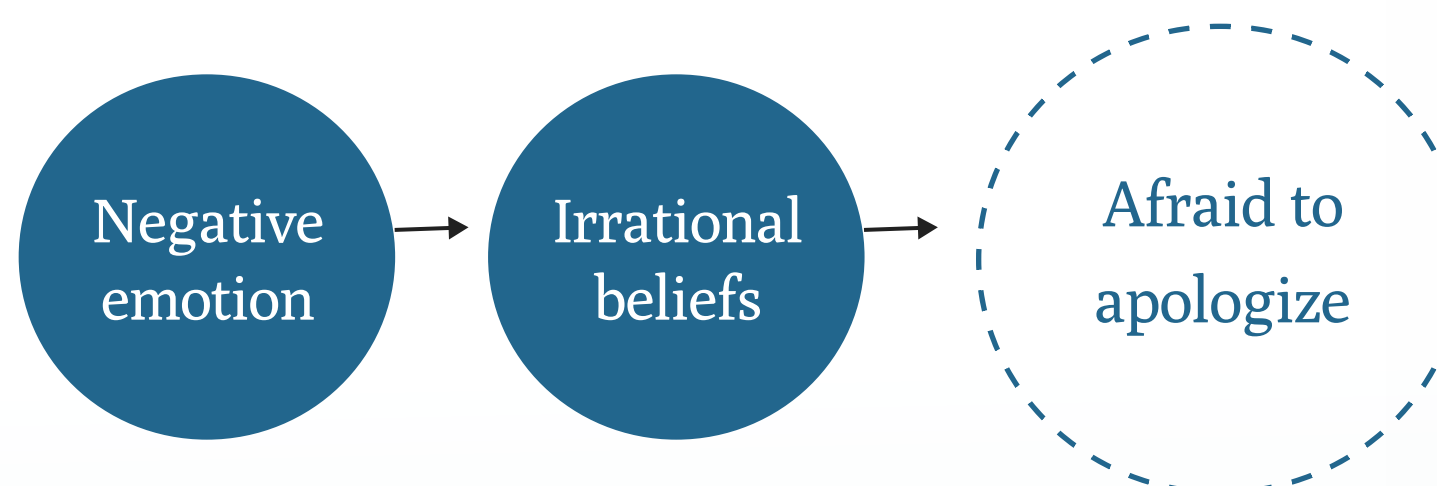
Recently, John's been so caught up with his schoolwork. Fed up with feeling ignored, his girlfriend broke up with him. John regrets this and wants to apologize to her.

How does he feel?

"I feel shameful if I were the one to say sorry first"

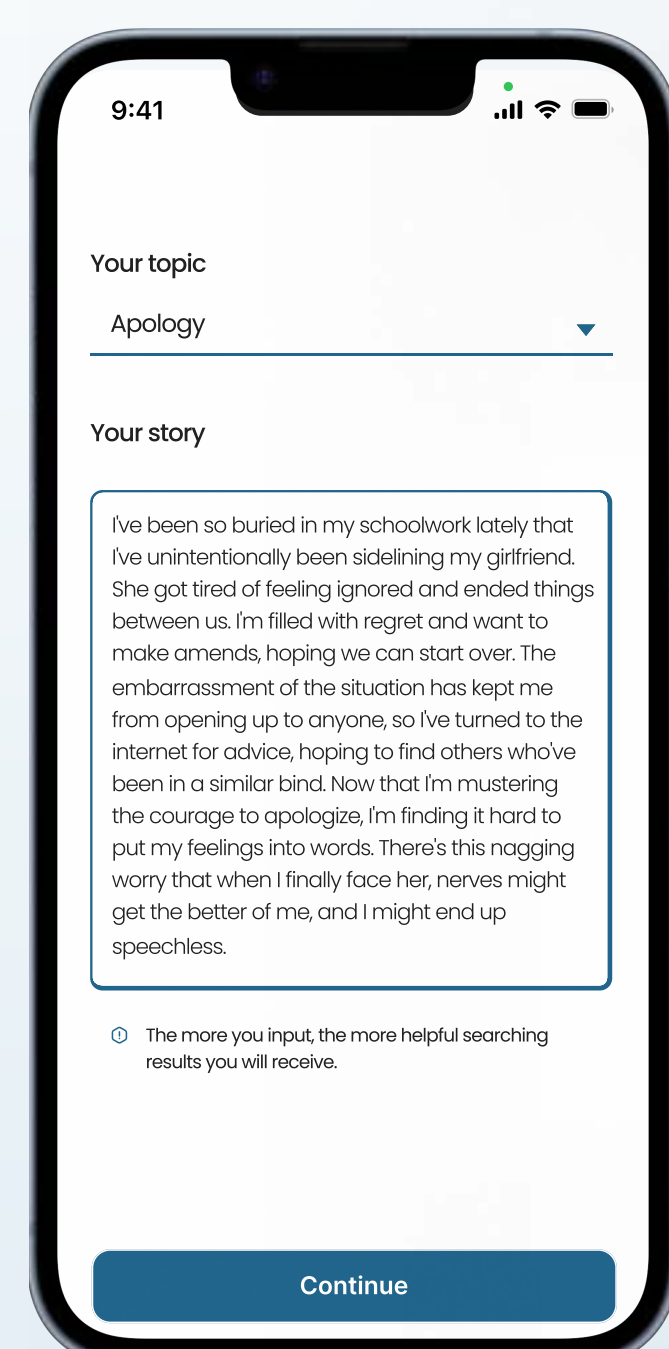
What does he think?

"If I apologize to her, I'll lose respect in the relationship in the future."



Step 1.

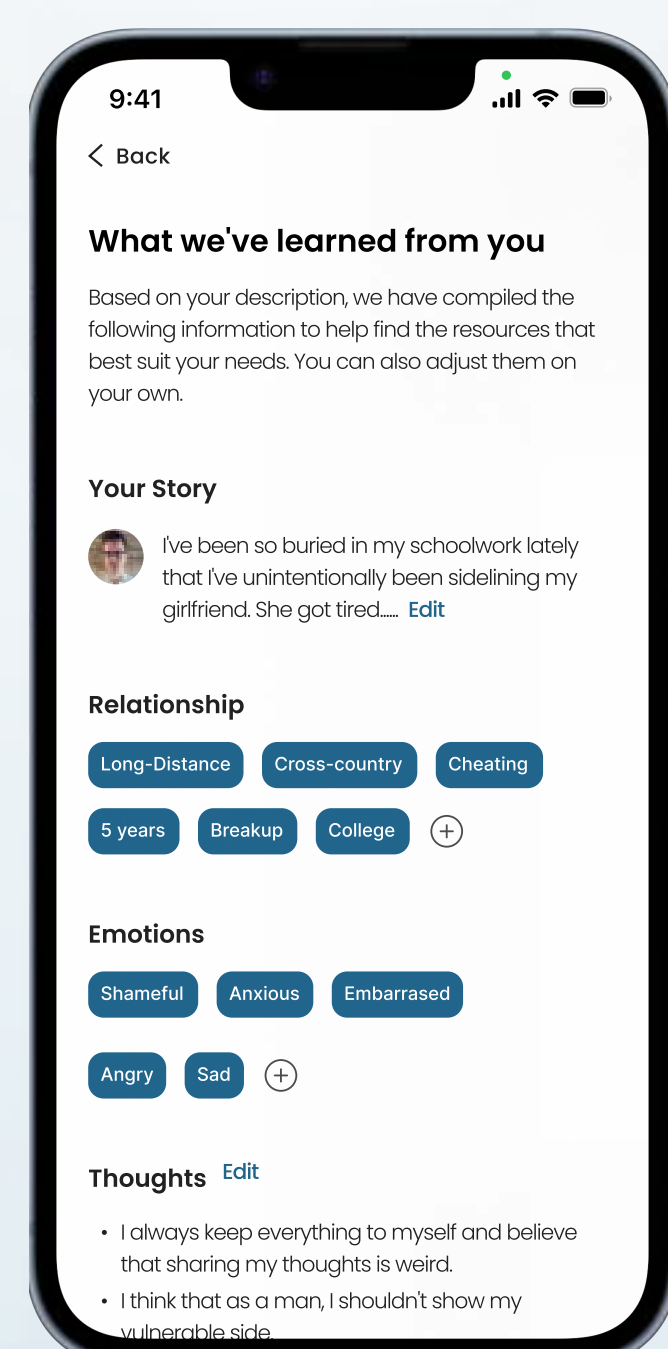
Data Collection



Select a sensitive topic and create a problem description for Sensay to analyze.

Step 2.

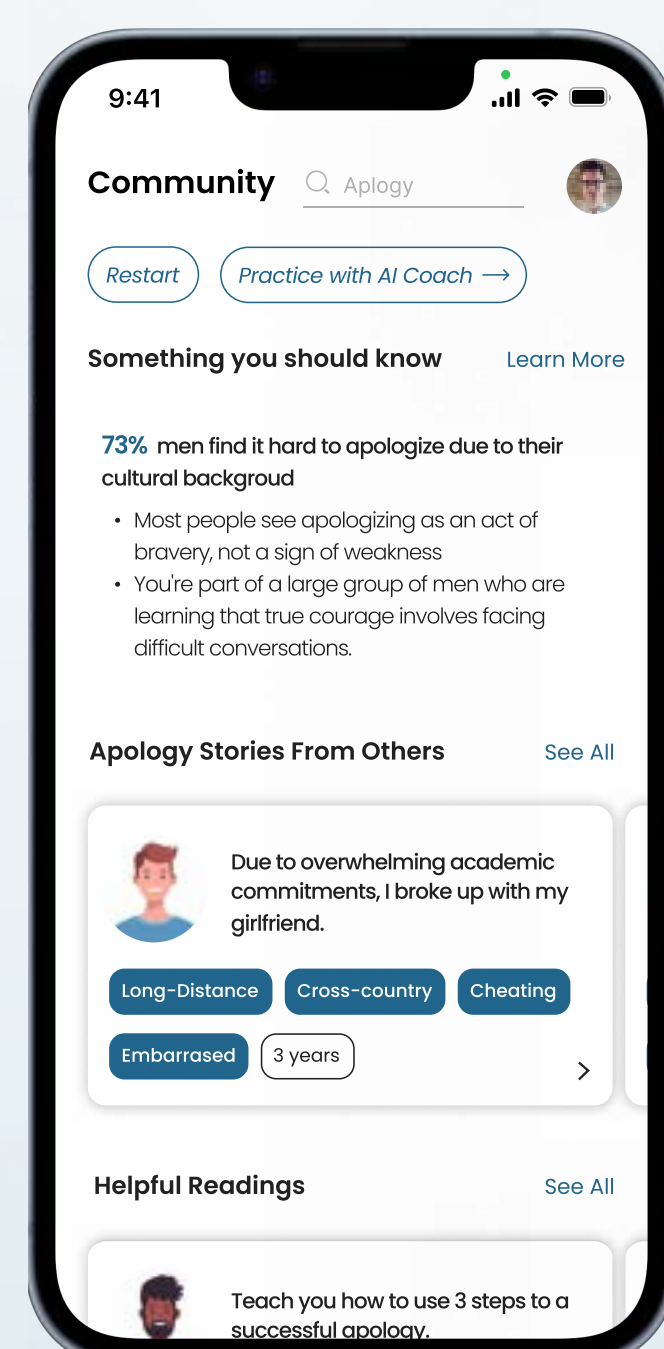
Problem Analysis



Receive a comprehensive report to help define and organize the problem based on the input.

Step 3.

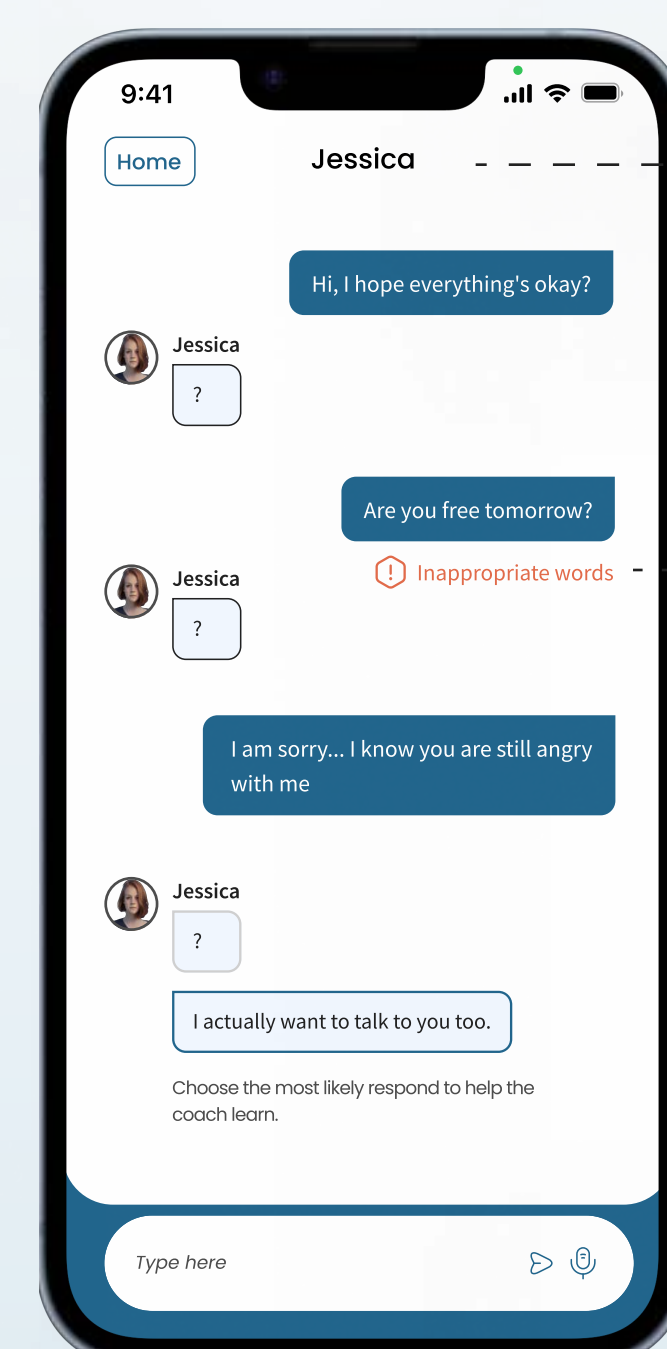
Self-help Learning



Learn from statistics, empathize with others, and read professional articles to solve their issues.

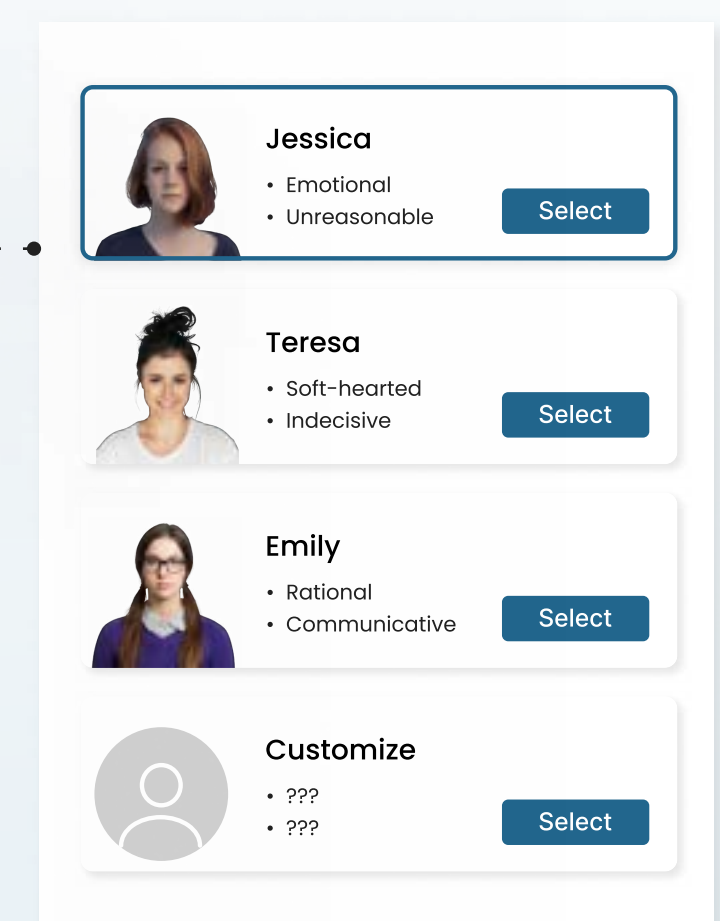
Step 4.

Conversation Simulation



Engage in effective conversation with the AI Coach to simulate real-life scenarios.

Coaches with different tones



Chat Messages Analysis

