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**Project : Vision**

**FeelGoodNow**

**Table of Contents**

[Template Guide](#_Toc132962947)

[1 Introduction](#_Toc132962948)

[2 Background](#_Toc132962949)

3 Objective and Targets………………………………………………………………….

[4 Timefram………………………………………………………………………………….](#_Toc132962956)..

5 Future Scope……...……..…………………..…………………………….

1. **Introduction:**
2. This project proposal aims to create a web-based platform for health and fitness enthusiasts. The platform will offer a range of features including Youtube videos, diet plans, exercise recommendations, timer, music system, PCOD chatbot system, and a virtual chatbot for feeling sharing. The project's primary goal is to create a user-friendly and comprehensive platform that provides customized solutions to address various health and fitness-related issues.
3. To achieve this goal, the project team will work towards creating a dynamic and interactive platform that engages the users and motivates them towards a healthy lifestyle. The proposed solution is designed to cater to the needs of individuals struggling with weight management, hormonal imbalances, and mental wellness. The platform aims to provide easy access to fitness experts, nutritionists, and mental health professionals, enabling users to access a range of resources and support services at their fingertips.
4. The project's success criteria will be based on the user adoption rate, engagement levels, and overall satisfaction. The platform's performance metrics will be measured using key performance indicators such as the number of active users, session duration, and customer feedback. The project will require a dedicated team of developers, designers, content creators, and subject matter experts. The project's estimated budget is yet to decide and the resources required will include software, hardware, and human resources.
5. In summary, this project vision aims to create a comprehensive and user-friendly health and fitness platform that caters to the needs of individuals struggling with various health-related issues. The proposed solution is designed to provide easy access to resources, support, and guidance to empower users towards a healthier lifestyle. The project's success will be measured by the adoption rate, engagement levels, and overall satisfaction of the platform.

# Background

# Business Opportunity: The aim of this project is to create a platform that offers personalized diet plans, exercise recommendations, and a timer system to help users achieve their health goals. The platform will also have a music system to enhance user experience during exercise and a chatbot system to provide support and answer any queries related to the user's health goals.

# This project presents an opportunity to tap into the growing demand for health and wellness solutions, especially among the younger demographic. With a rise in lifestyle diseases and an increased focus on fitness, there is a need for a platform that offers personalized health solutions. Additionally, with the increasing popularity of virtual fitness solutions, this project provides an opportunity to capture a share of the market.

# Business Problem: The problem this project aims to solve is the lack of personalized health solutions that cater to the individual needs of users. Traditional gym memberships and generic fitness plans are no longer sufficient for users who want to achieve specific health goals. This leads to a lack of motivation and eventual drop out from fitness routines.

# Furthermore, the lack of support and guidance for users who may be struggling with specific health issues such as PCOD (Polycystic Ovary Syndrome) makes it challenging for them to achieve their health goals. This platform aims to solve these issues by providing personalized solutions and support to users.

**3.1 Objective:**

1. Develop a web-based platform that integrates various health and fitness features and resources.
2. Create a user-friendly interface that promotes engagement and motivation for users.
3. Provide customized solutions and support for individuals struggling with weight management, hormonal imbalances, and mental wellness.
4. Offer easy access to fitness experts, nutritionists, and mental health professionals.
5. Enhance user adoption rate by providing valuable and comprehensive health-related content.
6. Improve user engagement levels through interactive features like timer, music system, and virtual chatbot.
7. Measure customer satisfaction through feedback and ratings.
8. Achieve a high number of active users and increase session duration on the platform.
9. Collaborate with a dedicated team of developers, designers, content creators, and subject matter experts to ensure successful implementation.
10. Optimize the platform's performance based on key performance indicators such as user activity, retention rate, and customer feedback.
11. Secure the necessary resources, including software, hardware, and human resources, to support the platform's development and maintenance.

**3.2 Target:**

1. Achieve an average session duration of at least 15 minutes per user.
2. Obtain a customer satisfaction rating of 4 out of 5 based on user feedback surveys.
3. Increase user engagement by ensuring an average of 50% of users utilize the timer, music system, and virtual chatbot features.
4. Continuously update and expand the platform's content library with at least 100 new resources, including diet plans, exercise recommendations, and informative articles, within the first year.
5. Optimize the platform's performance to achieve a loading time of under three seconds for all pages.
6. Regularly analyze user data and feedback to identify areas for improvement and implement necessary updates to enhance the user experience.

## 4.1 Timeframe

The project is expected to be delivered within 10 months from the project start date. This timeframe is important because it aligns with the business's strategic goals and allows the solution to be implemented in a timely manner, maximizing the benefits to the organization.

Project Plan:

1. Project Initiation Phase (Month 1)

* Define project scope, goals, and deliverables
* Establish project team and roles/responsibilities
* Develop project timeline and budget
* Identify risks and develop risk management plan

1. Planning Phase (Month 2-4)

* Conduct requirements gathering and analysis
* Develop project plan, schedule
* Develop technical design and architecture
* Develop project communication plan

1. Execution Phase (Month 5-7)

* Develop and test solution
* Implement solution
* Develop and deliver training to end-users
* Conduct user acceptance testing

1. Closure Phase (Month8- 9)

* Obtain sign-off from stakeholders
* Conduct post-implementation review
* Archive project documentation
* Close out project accounts

This is a high-level project plan that outlines the major phases of the project and their expected timelines. The specific activities and tasks within each phase would need to be identified and assigned to team members. It's important to note that this plan is subject to change based on the project's progress and any unforeseen challenges that may arise.

## Resources

* Configuration of resources (Hardware / Software)

|  |  |  |
| --- | --- | --- |
| **Project Resources** | | |
| **Type** | **Quantity** | **Notes** |
| Developers | 3 | Hardware: Desktop or laptop, Software: IDE, version control tools |
| Quality Assurance Analysts | 2 | Hardware: Desktop or laptop, Software: Test management tool |
| Database Administrator | 2 | Hardware: Server, Software: Database management system |

## Future Scope

1. Expansion to other countries: If your platform is successful in one country, you could consider expanding it to other countries where there is a demand for health and fitness solutions.
2. Partnerships with fitness and health brands: You could form partnerships with fitness and health brands to offer exclusive deals and discounts to your platform's users.
3. Integration with wearable technology: You could explore the possibility of integrating your platform with wearable technology, such as fitness trackers or smartwatches, to provide users with real-time data on their fitness activities.
4. Gamification: You could add gamification features to your platform, such as challenges and rewards, to motivate users to stay engaged and achieve their health and fitness goals.
5. Personalized coaching: You could offer personalized coaching services to users who want more in-depth guidance and support on their health and fitness journey.
6. Corporate wellness programs: You could partner with companies to offer wellness programs for their employees, providing a valuable benefit to both the company and its employees.
7. Integration with healthcare providers: You could explore the possibility of integrating your platform with healthcare providers, allowing users to access medical advice and treatment options related to their health conditions.

Quality Deliverables: All project deliverables must meet or exceed the quality standards set by the project team and the customer. Quality control measures must be implemented and followed to ensure that all deliverables are error-free and meet the project requirements.

Customer Satisfaction: The customer must be kept informed throughout the project and their feedback should be incorporated into the project as appropriate. The customer should be satisfied with the end result and the level of service provided by the project team.

Business Problem Solution: The project must solve the identified business problem or realize the opportunity as expected. Any changes or deviations from the original scope must be carefully evaluated to ensure that the project still meets the overall objectives.

By measuring the project against these success criteria, we can ensure that the project is meeting its goals and delivering value to the business and its customers.

**Supporting Documentation**.

**Research Materials**: We conducted extensive research on the prevalence of PCOS and the most effective methods for managing its symptoms. We also reviewed the latest research on diet and exercise for weight loss and overall health, as well as the benefits of music and mindfulness for stress reduction.

**Statistics and Estimates**: According to the Centers for Disease Control and Prevention (CDC), approximately 10% of women of reproductive age have PCOS. We estimate that our virtual chatbot system for sharing feelings and offering support will reach at least 10,000 users in the first year.