Breeze Healthy App
PRD

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STATUS: DRAFT

Background

Kaiser Permanente is a health organization was established in 1965.Currently, **12.6 million members** across 8 states and the District of Columbia are served. The goal of Kaiser Permanente is improving the well-being of our members and the communities we serve while offering high-quality, affordable healthcare services. The company was ranked first in the nation by NCQA with 67 quality measures (National Committee for Quality Assurance).[1]

Kaiser Permanente highlights the growth of chronic diseases and the resulting risks to people's lives an example of this is type 2 diabetes, which has increased, and studies have shown that over 37 million Americans have the disease (about 1 in 10) around 90-95% of them have type 2 diabetes. Therefore, we made the decision to lend a helping hand to our dear KP patients through an application that helps them to live a healthy life at every moment of their lives.[2]

Problem

Breeze Healthy is the name of the app we intend to create to reduce the high number of people who have chronic diseases that keep continuing in increase such as type 2 diabetes and heart disease because of being inactive and eating unhealthy food. we need to spread knowledge and support to our KP patients' healthy lifestyle choices. Moreover, we create this app to raise our company's profits after the year's second quarter net loss brought on by the Corona pandemic and the current investment market conditions.

Goals

- The app gets a high rating from patients.
- Benefit and positive outcomes for patients.
- The commitment of many patients to the health plan.
- Increase income and profits from the application.

Key Features

Priority	Feature	Description
P0	Registration/ sign in	It will need the user phone number that already been registered on the Kaiser Permanente system.
P1	Automatic SMS Code	An easy way and quick for the user to choose SMS automatic code to activate the registration.
P2	E-mail Code	If the user prefers using a code via E-mail.
P0	Home page	The home page is the most first expression of the user, it needs to be clear and easy to follow. It supposed to give a general idea of all the app is about.
P1	An Alert for Medical Examination	When it is the first time the user checks out the App. The user will get Alert on profile > medical examination. To show if there is some series health conditions from the last test they did in Kaiser Permanente. To keep an eye on, and think it is time to make a change and get involved in the health plan.
P2	A dialogue guide	A simple dialogue to explain the advantages of the application, to make it easy to use for the elderly and those who do not have enough experience in using technology.
P0	Fitness Plan	Contain All workout type such as walking every day, lower body workout, AB workout, Arm workout and Belly waist workout etc.
P0	Video coaching	The fitness app contains videos of workout to explain how the user do it right, to avoid any bone, muscle injuries. Moreover, it contains GIFs to make it easier for the user to repeat watching the movement.
P0	Measuring results	Here we can measure how much calories are burned, heart rate as well as blood pressure. This feature work with all smart watches such as the Apple Watch. This feature helps to find out if something is wrong with the user's health.

P0	Achievement & Gifts.	The goal of this feature is to keep the user motivated to stick with his health plan. So, we use the stars method; the more stars you get and the longer you stick with the plan, the more rewards Kaiser Permanente will be pleased to provide you!
P1	Motivational notices	Is there anything better than being the first to support our patients? Here we provide a healthy environment that supports the determination of the user through phone notifications that strengthen their determination.
P0	Ads	We do not forget the pain of the financial loss we suffered due to the pandemic; therefore, we may increase profit by running health-related commercials.
P2	Health information	Sharing daily health information to educate the user about diseases and prevention.
P3	Subscribers	Here, the user can access the premium feature, give them priority, to talk to the doctor through the application, without setting any appointment.
P1	Community	For users to inspire one another and build connections of support, we need an active community where they can share their successes.

Success Metrics

➢ **Keep increasing the number of:**
  - More than 70% more subscribers by the start of the next year.
  - Consistently increasing revenues around 20% during the first quarter of the year.
  - Constant growth in positive reviews.

➢ **KP patients follow through with the plan:**
  - At least 85% of KP patients who participate in a fitness health plan achieve the monthly goal.
  - At least 80% of KP patients who participate in a Nutrition health plan achieve the monthly goal.

➢ **KP patients follow through with the plan:**
  - Effective communication with the medical staff and response to questions within a maximum of 2 days.
  - Positive app rating in both Apple Store and Android with at least 4.2 stars, With the start of the new year.
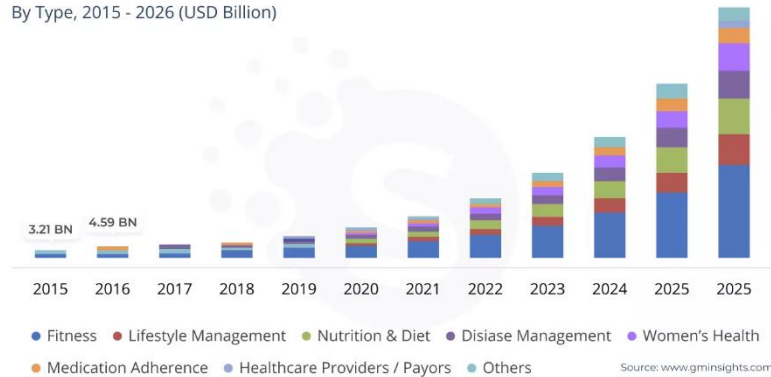
Target Market

Kaiser Permanente made the decision to create a highly effective app, especially for its patients. This application's objective is to increase activity and advance the health of our patients. The app is the first support for anyone looking to adopt a healthy lifestyle, including people with chronic diseases like type 2 diabetes, high blood pressure, and obesity. This application aims to change and mentor this group toward living a healthy lifestyle.

Total Addressable Market

[Figure1: USA mHealth app market size] [3]

According to studies (see [Figure1] above, the size of the US mHealth app market), The market size for health mobile applications is constantly growing, which indicates that this market will be active more in the upcoming years. As shown in this figure, the market size for mobile health applications is concentrated and growing in the areas of fitness, nutrition & diet, and lifestyle management depends on what the user's needs. For further data, the global mHealth apps market size was valued at USD 38.2 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 11.8% from 2022 to 2030 [4]. While in the US 87 million people used a health or fitness app monthly in 2020. That's about 30% of adult smartphone owners, a number that's expected to remain relatively stable in the next three years [5].

➢ **To estimate the size TAM, we will use this available data:**

- 331.9 million people in the US. [6]
- 87 million people used health app in the US. [5]
- $38.2 billion mHealth apps market size in 2021.[4]
- 11.8% ≈ 0.12 of CAGR.[4]

    (87M) X ($38.2B in a year) X (365 days per year) X (11.8% CAGR) = **$14.3B TAM**

➢ **To estimate the TAM of Kaiser Permanente Breeze Healthy App we will use this available data:**

- 331.9 million people in the US. [6]
- 12.6 million members of kaiser Permanente.[1]
- $13 per month

    (12.6M) X ($13 per month) X (12 months per year) = **19.7M TAM**

The Competitors

- **Nike Training Club App**

NTC is Nike's first-ever native mobile app. It made its debut in January 2009, and grained an impressive following within women's fitness.[7] to receive professional advice, exercises they can perform anywhere, and the inspiration they need to get fit. It's simple-to-follow videos walk them through each drill and include free workouts and individualized training plans, all directed by Nike Master Trainers.they can share progress with friends and the Nike+ community on Google & Apple App stores. This app loaded with over 100+ workouts, available in over 200 countries The new Nike Training Club app has received over 21 million downloads, making it a huge success. More than 500,000 workouts are completed each week by its 1.8 million active users, who can access it in 19 different languages and 200 different countries.[8]

App	Countries	Price	Last Update	Release Date	Downloads Last Month ▼	Revenue Last Month
Nike Training Club... ★★★★★	93 ▼	Free	49 days	1/15/2009	100k	< $5k

[Nike training club app status & revenue] [9]

- **BetterMe App**

Better Me promotes a healthy and active lifestyle no fanatical weight loss or perfect body ideals. their goal is to teach users to create happiness within. They believe that each person deserves good health Inspired by the world around us and united by our values we dedicate our craft to making an impact. Within 4 years, the company created a line of apps with 100+ million installs in 190+ countries. [10]

App	Countries	Price	Last Update	Release Date	Downloads Last Month ▼	Revenue Last Month
BetterMe: Health ... ★★★★⯪	100 ▼	Free	3 days	8/22/2017	300k	$500k

[BetterMe app status & revenue] [11]

Core UX Flow

Mocks
Prototype

Marketing and Pricing Strategy

- **Determine acquisition channels**

  - **SEO (Search Engine Optimization)**: It's the ideal way to utilize keywords that will boost traffic and make customer access to our app simple and easy, we will use these keywords such as: (fitness, nutrition, physical health, fitness training, and fitness coaching).

  - **Viral**: A recommendation based on the others. The KP medical/doctor staff will make the best recommendation in the context of our Breeze Healthy App, by speaking with patients when they come to our clinic, via phone or email, or both.

  - **Paid advertising**: We will post an ad on YouTube because that platform is a good way to reach the intended audience who watch lots of healthy/fitness videos.

  - **Advertising on fitness/health blogs**: We can reach audiences interested in enhancing a healthy lifestyle by placing advertisements in blogs that encourage healthy living.

Marketing Guide

Pricing Strategy

As we know, Kaiser Permanente suffered losses due to the Corona pandemic, so we must raise the level of revenue. And our plan for the pricing strategy lies in: a Freemium and Ad-supported. Most of our app features are free because our main goal is to provide a healthy life for our patients. However, there are premium features at a nominal price per month for the subscribers, such as the possibility of scheduling a virtual appointment at a faster time than other KP's patients, having a quick response from the medical staff, as well as providing special premium features for all apps sections.

As we mentioned earlier, we have 12.6M KP's members and the cost of the application for subscribers has been set at $13. The desirable subscription numbers would be around 45%, plus 30% profit yearly from lucrative advertisements for example as fitness product or nutritional supplements. It is a great way to use the ads to get profits from our app because so many of our users are already interested in health.

Preparing For Launch

- **Pre-Launch Checklist**

  - **Sale Team:** A discussion of the customer's updated needs, any data that makes our App better.
  - **Customer Service Team:** a discussion with a shared file of potential problems that customers might encounter using our App and how to fix them.
  - **Marketing Team:** A discussion about the app's marketing strategies, exchanging data and feedback, and a discussion about the app's growth opportunities.
  - **Engineering Team:** final application review, as well as setting the future plans for the objectives of the application.
  - **Data Analysis Team:** The review of the final analysis provided data.
  - **Leadership:** To share their feedback and the final approval.
  - **Legal Teams**: The last checkup of the terms use, privacy policy and the primary agenda of the legal strategy.

- **The Risk Factors**

  - **The data of the user for the clinic health examinations file are not showing**: Trying to develop the patient data feature to reduce file size with engineering team.

  - **Due to the large size of the uploaded files, the app crashed in the middle of playing the fitness videos**: Create a new feature Instead of continuously watching and downloading the videos, the user can download them all at once and make their own Video fitness file.

  - **Upon registration, the user does not get an SMS code for verification:** they can get the verification code through the user's email registered with their hospital profile.

Training Guide for Sales and Customer Support

User Guide

Post Launch Activities

- **Proposed Solution**

The users are not granting us permissions for notifications (only 10% of all our users granted our notifications permissions). Considering this issue, we will convince users to grant us access to their notifications by offering them the chance to earn +50 achievement points, which is equal to a period of two weeks' worth of fitness/nutrition accomplishment, to reach 1000 more quickly and take advantage of available coupon discounts. We will post this exciting news on both their plan page and home page with a color that draws attention, like red or vivid blue.

- **Success metric**

After three weeks of this release, we will measure the increase in the number of notifications permissions to determine whether this solution is effective. We are aiming for a 60% increase after three weeks.

- **Control and Variant**

We will post this exciting news on both their plan page and home page with a color that draws attention, like red or vivid blue. And the Data Analysis can share with us the data % of the increase in the number by a click.

- **Hypothesis Expectations**

Our hypothesis is the user won't be able to decline this opportunity to get +50 points for free by allowing access to notifications. So, the number of users who allow access to notifications will increase.

Launch Email

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