

PROJECT VISION DOCUMENT

Questions to be answered:

1. Who is going to buy the product? Who is the target customer?
 - ❖ The target customers for the health metrics tracker app are individuals aged 13 and above who are interested in monitoring and improving their health and fitness levels. This includes people who want to track various health metrics such as activity levels, heart rate, sleep patterns, nutrition intake, and overall well-being.
2. Which customer needs will the product address?
 - ❖ The product will address users' needs for thorough health monitoring, including tracking activity levels, sleep quality, nutrition intake, and overall well-being. Additionally, it will provide personalized recommendations and goal setting features to support users in achieving their fitness objectives efficiently.
3. Which product attributes are critical to satisfy the needs selected, and therefore for the success of the product?
 - ❖ Critical product attributes include:
 - User-friendly interface
 - Personalized health recommendations
 - Seamless integration with wearable devices
 - Accurate tracking of health metrics
 - Easy accessibility of data across devices (e.g., mobile, web)
4. How does the product compare against existing products, both from competitors and the same company? What are the product's unique selling points?
 - ❖ The product provides a comprehensive solution for health monitoring. It combines user-friendly design, personalized recommendations, and seamless integration with wearable devices. This multifaceted approach differentiates it from competitors that may only focus on a single aspect of health tracking. Furthermore, this unique integration with wearables sets it apart from other market offerings.
5. What is the target timeframe and budget to develop and launch the product?
 - ❖ The target timeframe for development and launch is approximately 4 months, with a budget allocated for software development, testing, marketing, and launch activities will approximately range from \$100,000 to \$150,000.

Product Vision

For: Users aged 13 and above

Who: Want to monitor and improve their health and fitness levels

The: NutriScope Health Tracker

Is a: Health metrics tracking application

That: Enables users to keep track of their health metrics in order to achieve their fitness objectives.

Unlike: Our competitors who provide users with a simple application to track their health metrics, not enabling them to make informed decisions to enhance their well-being and achieve their fitness goals. Their applications primarily focus on one type of health metric.

Our product: Combines specific health metrics like steps taken, calories burned, or heart rate monitoring with advanced functionalities like meal photo-based calorie estimation, seamless device integration and graphical analysis of health trends.