HolisticSync
A Health and Wellness App

Software Project Management

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Introduction

Fitness

Nutrition

Wellness

Problem Identification

Key Problems :

Fitness: Rigid plans don't accommodate individual differences

Nutrition: Limited customization and lack personalized recommendations

Key Opportunities :

Fitness: Online communication for remote training

Nutrition: Nutritionist guidance based on user records

Wellness: Regular mental feedback

Market Justification

Target Audience Identification :

- Beginners and Novices : Unfamiliar to the fitness world
- Fitness Enthusiasts
- Health and Wellness Conscious Users
- Senior Citizens

Targeted Age : 18+ (Gender Neutral)

Market Justification

Competitors Identified :

| Nutrition | Fitness | Mental Wellness |

Market Justification

	HealthifyMe	Strava	Calm
Strengths	• Nutrition planning and tracking • Personalized Health plans • Community Support	• Activity Tracking • Social Networking	• Guided Meditation • Sleep stories & Music • Mindful Breathing
Weakness	• Nutrition Focused • Expensive plans • Limited food database • No outlets recommended	• Fitness Focused • No personalized workout plans • Can't connect with trainers	• Wellness Focused • Subscription Cost • Limited Interaction

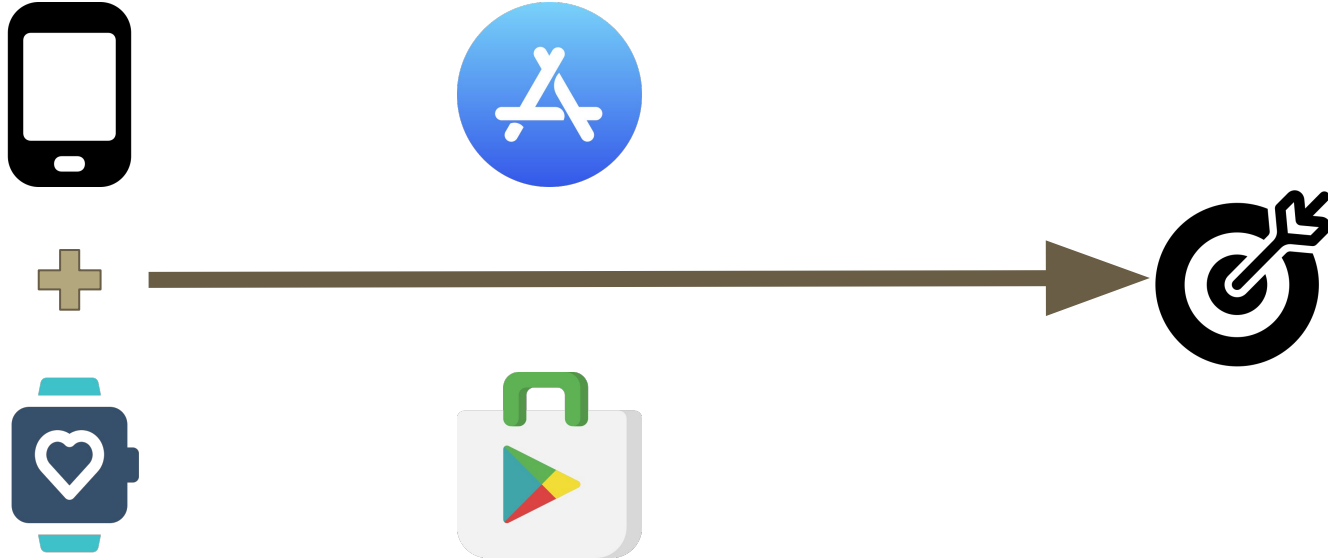**Conclusion : All of them lack holistic wellness**

Feasibility and Viability

Technical Feasibility: Our solution platform

Operational Feasibility: After first-lunch plans

Economical Feasibility: Detailed cost prediction & ROI

Solution Highlights

Key Features

Smartphone Connectivity:

- Smart gears for collecting data

Dual Focus on Health and Fitness:

- Personalized recommendations

Sign-up Procedure:

- Data collecting

Fitness:

- Online personal training system
- Online competition

Nutrition:

- One-to-one communication
- Personalized recommendations

Wellness:

- Regular mood tracking

Project Plan Overview

Our plan for HolisticSync follows :

- Top - down Approach : 2 minor + 1 major release
- Iterative and Incremental
- Agile Inspired : Total SPs ~ 136

Total project duration : 18 weeks ~ 4 months.

Design, Development and Testing : 6 Sprints (2 weeks/sprint) .

Project Plan Overview

According to the plan:

Minor Release 1	Sprint 0 : Project Initiation , planning & backlog refinement Sprint 1: Initial setup and design Sprint 2: Fitness Functionality Development
Minor Release 2	Sprint 3 : Nutrition Functionality Development Sprint 4: Wellness Functionality Development Sprint 5: Testing and Refinement
Major Release	Sprint 6 : Final Testing and Deployment Continuous Improvement, support and Maintenance Project Closure

Risk Management Overview

Potential Risks	Risk Impact	Risk Likelihood	Risk Mitigation
Technical Complexity			• Thorough Feasibility Studies • Agile Development Methodologies • Expert Resource Utilization
Resource Constraints			• Communication and Collaboration • Skill Development • Contingency Planning
Integration Issues			• Early Integration Testing • Collaboration with Partners

Risk Management Overview

Potential Risks	Risk Impact	Risk Likelihood	Risk Mitigation
Security Concerns			• Security Protocols • Regular Security Audits • Transparent Privacy Policies
Regulatory Compliance			• Regulatory Research • Comprehensive Compliance
Market Competition			• Market Analysis • Differentiation Strategies • Strategic Marketing

Budget Overview

Cost Categories	Components
Development Cost ($580,000)	Salaries , Hardware & software, licenses, prototyping
Testing Cost ($340,000)	Tools and software, Infrastructure, Testers, Bug fixing
Marketing Cost ($500,000)	Advertising & promotions, PR, Content creation, Events and sponsorships
Ongoing Maintenance Costs ($430,000)	Support & Helpdesks, Software Updates & patches, Server hosting, License Renewals, Continuous Improvement

Budget Overview

Resource Costing	Components
Human Resources ($900,000)	Development Team, Testing Team, Support Team
Technology ($420,000)	Software tools and licenses, Hardware Costs, Server Infrastructure, Testing Tools and Software
External Services ($400,000)	Third-party APIs, Outsourced Development, Consulting Services, Marketing and Promotion

Budget Overview

Total Budget : $3,487,000

Contingency Budget : 10 % of Total cost = $317,000.

Conclusion

- HolisticSync's solution proposal offers a comprehensive approach to health and wellness management.
- Key features include smartphone connectivity, personalized fitness programs, and nutrition support.
- The detailed budget allocation ensures transparency and financial accountability.
- Thorough planning minimizes risks and maximizes efficiency throughout the project lifecycle.
- HolisticSync aims to revolutionize the industry with innovation and user-centric design.

THANK YOU

Questions ??

Resources

https://github.com/DarCyStorm/SOEN-6841-Course/tree/main/Project