

Fitpal

A Fitness and wellness App.

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Background

Why Are We Here?

- To provide insights on a proposed product, FITPAL, which helps KP members improve healthy habits.

Fitpal

Business Case

Initial Focus

Where are we starting?

- KP spends money on treating ailments that can be prevented by improved health habits
- Helping our members improve their health habit can save the company money and help reach financial goals
- Introducing Fitpal, a mobile app that communicates with patients and helps them improve their health habits.
- Fitpal would help improve patient health and wellness, thereby saving KP money.

Opportunity

What's the problem?



- The fitness industry contributed \$35B to the US economy in 2021.
- In 2022, 86.3 million Americans used fitness apps (statista)
- Fitness apps generated a revenue of \$5.35B in 2021.
- KP can save \$38.4M yearly on diabetes treatment alone, at 10% compliance rate.
- TAM is \$54.2B

Proposal

What's Our Solution?

- A mobile app that helps KP members increase physical activity and improve on healthy habits.
- Key features : Activity tracking, Reminders, Earn & redeem points on reaching a milestone, Test & Screening suggestions based on age, activity & history, booking appointments online, Connect with other users

Return On Investment

What can we do?

- It costs \$72k over 9 months to build a complex app (salary.com)
- At 10% compliance rate, KP can save 38.4m on diabetes treatment only.
- That's a 532% ROI

Measurement

How will we know if we're successful?

- 20% compliance rate in the first year (10% in first 6 months)
- Number of signups
- Number of users reaching their daily activity goals
- Number of users using the app within first week of download.

Competitors

Competitor 1

Planet fitness

- Membership of 17m, at \$10 monthly
- Around 2,400 gym clubs in the USA
- Total of 5 apps, with over 18 million downloads (Highest in the USA)
- Revenue of \$1.034B in 2022

Competitor

Planet fitness

- Features:
- Digital check-in
- Trainer-led on-demand virtual workout
- Hundreds of exercises that can be done at home, at convenience.
- Activity tracking

Our Advantages

Why are we better?

- Focused on prevention of non-communicable diseases eg Diabetes.
- Patient/User centered.
- Tailored workout routines developed by KP experts and physicians.
- Reminders
- Redeemable points from milestones reached
- Suggested tests and checkups

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Vision: To become the go-to app for health and wellness, helping millions of users lead a disease free life.
- Theme 1: Fit mode
- Theme 2: Wellness

Theme 1

Fit mode

- Fitness tracker: Tracks calories burnt and measures activity daily.
- Reminders: User is reminded to workout, and alerted of suboptimal activity levels
- Connect: Connect and share progress with other users.

Theme 2

Wellness

- Suggested Routine screenings based on age, sex and medical history
- Redeeming points at local spa
- Booking an appointment with a KP physician online
- Managing KP subscriptions and packages.
- Opt-in for KP full health package.

Roadmap

- Quarter 1: Building basic app features
- Quarter 2: Building, prototyping, testing with mvp, fixing bugs
- Quarter 3: Finishing touches, Market roll-out

Partnerships

- Spas and massage parlors
- Fitness experts and trainers

Where do we go from here?

Widening the scope

- Expansion of user base beyond KP members.
- Expansion into other markets outside of the USA
- Inclusion of Meal planning features