



Healthy Living Partner

Product Requirement Document

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UX:
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STATUS: **DRAFT**

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Background

Healthcare costs continue to rise at an alarming rate. This has been a major challenge for healthcare providers, patients, as well as, pharmaceutical industries. KP wants to explore preventative solutions through technological innovations, an approach that promotes healthy habits, which in return, eliminates chronic disease coupled with reduction in cost of diagnosis and treatment.

Problem

Chronic disease such as Diabetes is affecting quality of lives significantly across age categories. It is a disease that causes damage to large blood vessels of the heart, brain and legs. Also, to small blood vessels, causing problems in the eyes, kidneys, feet and nerves (macrovascular complications). Due to the nature of the disease and how widely spread in the society, the cost of diagnosis and treatment is increasingly high. Healthcare and pharmaceutical industries are faced with uncontrollable costs, projecting 26% increase over a five year period.

The most viable and cost effective preventative approach to reducing and possibly eliminating this staggering cost problem is through controlled healthy habits. This can be achieved with a mobile app that monitors glucose level, tracks and recommend diets, along with appropriate exercise activities. The user gets to have total control of daily diet and exercise habits, which will enhance healthy lifestyle. Healthcare providers can save significantly on costs to diagnose and treat less severe cases.

While the competition's main focus is on boosting the will power and training human

system on habits, the Healthy Living Partner incorporates blood sugar-level monitoring, bundled with Activity Mate and API, thereby providing the user with a wide range of control of key components of a healthy living.

This solution offers a win-win environment for patients, healthcare providers, pharmaceuticals and the society in general. Healthcare can be truly affordable.

Goals

- Develop and deploy a subscription based mobile app that monitors, tracks, and recommends diet and exercise activities.
- Secure membership subscription of 50,000 in volume within the first 12 months
- Establish incentive programs with health insurance providers through marketing promotion
- Collaborate with KP for tests and progress report

Success Metrics

- Develop and launch a stable mobile app by the end of the first 6 months at the app store.
- Secure 2000 Trial members for Beta test in 3 months
- Increase subscription to 50,000 within the first 6 months of deployment with increased active user Frequency of use or session length
- Quality - Efficiency (ease of use), Success stories, Feedback, App Store ratings of 4.5 stars