Healthy Living Partner
Product Requirement Document

LOGO TEXT HERE

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STATUS: DRAFT

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 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

Key Features & Scope

To create an app that assists people to live a healthy life through monitored practice, thereby preventing chronic disease.Success Metrics

	Goals	Signals	Metrics
Happiness	Higher App Store and User rating	Increasing ratings from App Store purchase and User	Rating of 4.0 stars or higher within first 12 months
Engagement	Increased app feature usage	Progressively increasing and consistent key feature usage by each user	Daily average number of feature used - 3 minimum With session Length

Adoption	New membership subscription over 12 month period	New user registration	50,000 membership tracked monthly
Retention	Ratio of user staying and dropping out	Stable and increasing membership count with Zero drop-out	Gain/Loss Ratio - Monthly number of user gained Monthly number of users lost
Task Success	Percentage achievement success	User completes recommended tasks	Minimum percentage success of 75%

Features

Blood sugar-level monitor

Diet Assistant

Exercise Activity Mate

Performance Monitor

Priority	Feature	Description
P0	User registration	Users provide personal information such as name, address, date of birth, email, password and mobile phone number for membership/subscription registration
P1	Sign-in with email account and password	Users can log into the app using email and password. A 4 digit code will be sent to the user for additional authentication
P2	Blood sugar-level monitor	Users supply the app with temperature, pulse data etc. and receive the blood sugar level readings.

P3	Diet Assistant	A diet list/menu. Users can choose a diet from a list. Option for a recommended diet for Breakfast, Lunch and Dinner
P4	Exercise Activity Mate	An exercise activity list. Users can choose an exercise from a list. Option for a recommended exercise daily with duration.
P5	Performance Monitor	Users can see activity summary data with completion percentage.

Core UX Flow

See the link to Healthy Living Partner prototype in Figma
https://www.figma.com/proto/jWkYF0Wsq68aAYEP54olw6/Healthy-Living-Partner-(New)?node-id=7%3A0&viewport=502%2C233%2C0.2484641671180725&scaling=scale-down