

RIPPLE

BUSINESS REQUIREMENT DOCUMENT



UPDATED TO REFLECT RIPPLE V2.0

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EXECUTIVE SUMMARY

Ripple is an application designed to allow users in fast paced environments to holistically track their mental and physical well being, appointment notes, and contact physical and mental health physicians as needed.

TARGET AUDIENCE

Ripple's designated audience is young adults in college or recently graduated with the intention that these young adults will be able to track mental and physical well being as well as notes on doctor's appointments and medicine that will be easily referenced during doctor's appointments.

The mindset of the target audience would be someone who needs support in remembering to track their symptoms and diagnoses as they move through the more chaotic beginning stages of their life. This would be a reliable and secure platform that would allow them to ensure continuity in their habit building and healthcare as they transition into being fully responsible for their own mental and physical wellbeing.

COMPETITION

Competitor's of Ripple include but are not limited to, MyPossibleSelf, Daylio, MindDoc, and Amaha. These competitors focus on habit building and tracking. The tracking categories focused on are self image, diet, anxiety, depression, sleep, among many others. Competitors that focus more on medical and health information are WebMD, MyChart, and FollowMyHealth. These competitors focus less if at all on tracking and more on identifying symptoms, connecting with providers, and accessing health records.

RISK & OPPORTUNITY

Risks associated with Ripple are mostly centered around getting lost in the sheer amount of mental and physical well being apps. As Ripple is not a well known app there may also be mistrust around the security and information protection for users.

Opportunities for Ripple are centered mostly in the fact that competitor apps are either focused on accessing medical documentation or tracking symptoms, rarely both. By filling the gap in applications that you can reference your own notes and notes from your doctor, users would be able to better recall and understand symptoms and health instances that may otherwise be overlooked.

CONCLUSIONS

Ripple's goal for its users is to empower them to receive diagnoses based on clear recollection of symptoms based on a holistic view of their mental, emotional, and physical health. Users should feel capable, supported, and heard when it comes to their healthcare, both mental and physical. Emphasis on privacy is a very important aspect of Ripple's marketing, as users need to feel secure in the apps that they divulge sensitive information to.

S.M.A.R.T. BUSINESS OBJECTIVES

1. Creating an application dedicated to bridging the gap between daily tracking applications and medical record documentation and accessing applications
 - a. Measurable by initial user tests & feedback as well as market size
 - b. Timed 2-4 months after project launch
2. Partner and collaborate with health providers both primary and mental
 - a. Measurable by gaining contracts with 5 care institutions
 - i. Timed 2-3 months post announcement/pre release
 - b. Measurable by gaining additional contracts with 10 care institutions
 - i. 1 year post release

S.M.A.R.T. BUSINESS OBJECTIVES CON'T

1. Continual iterations of the app released to improve user experience
 - a. Measured by increase in users and healthcare contracts
 - b. Measured by increase in positive user reviews
 - i. Timed 4 months post release
 - ii. Renew application as features and improvements are added in groups

MARKETING PLAN

The marketing plan for Ripple hinges on social advertising and the application being pushed from healthcare providers to their users, employees, and physicians.

In reference to users, social media such as Instagram, Twitter, and reddit are able to showcase the application and its features in order to promote it and to gain new users. Promotions along the lines of being able to beta test new features or running contests to decide helpful features, ect. Could be a useful tactic.

SCOPE

1. The application
 - a. Design and engineering of the application
 - i. Friendly, secure, accessible
2. Marketing Plan
 - a. Work in conjunction with and gain contracts with healthcare providers who will use the app with their patients
 - b. Strategy for gaining new users
3. User Security
 - a. Focus on creating a secure portal for saving medical documents, sensitive information, and tracking that users may not want to share with others.
 - b. Two factor authentication, email verification, bio-metric lock, ect.

SCOPE CON'T

1. Physical and Mental Tracking

- a. 1 of 2 main components of the application, allowing the ability to track physical or mental symptoms for future reference

2. Product Website

- a. Website dedicated to helping users understand the breadth of the app from features to how their information is securely kept. Additional information on healthcare institution collaborations.

FUNCTIONAL REQUIREMENTS

- Sign up and log in
- Onboarding
- Profile creation and customization
 - Pronouns
 - Preferred name
 - Gender
 - Known health issues and concerns
- Security authorization/account security set up
- Dashboard
- Navigation menu
- Settings
- Daily recollection tracking
- Habit tracking
- Agenda logging for upcoming and prior appointments
- Document Library

HIGH LEVEL DELIVERY SCHEDULE

Week 1-2

- Competitive analysis
- User research and surveys

Week 3

- User/job story creation
- Wireframes
- Low fidelity mockups of functional requirements

Week 4-5

- High fidelity mockups of functional requirements
- High fidelity prototypes of functional requirements

Week 6-7

- User testing
- Iteration of prototypes using user testing feedback
- Initial development of product website
- Initial marketing
- Begin reaching out to health care providers to form business contracts

Week 8-9

- Coding and development of each feature
- Continue developing product website
- Continue fine tuning marketing
- Begin final user testing

Week 10-11

- Finalize product website
- Finalize functional requirement features of application
- Finalize user testing

HIGH LEVEL DELIVERY SCHEDULE CON'T

Week 12

- Officially launch product website
- Officially launch marketing on social media to gain traction
- Begin finalizing health care provider contracts

Week 13

- Launch app
- Continue marketing
- Continue accruing health care provider contracts