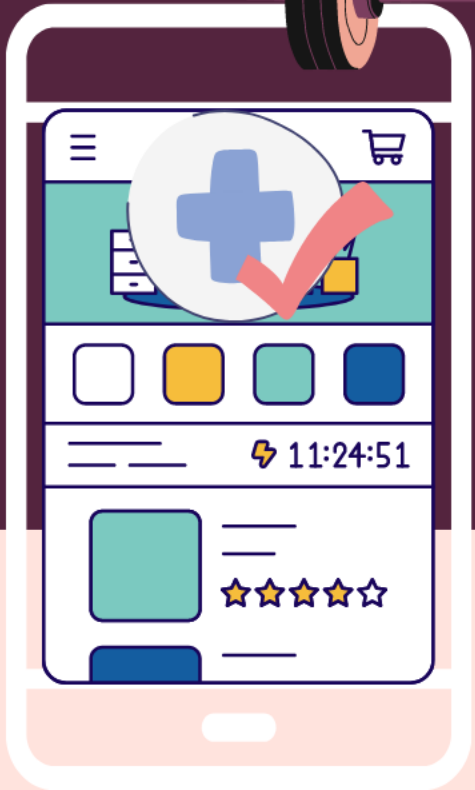


Submission for:
ProdMania
Nishtha 5.0
Indian Institute of Management (IIM),
Tiruchirappalli (Trichy)



Rahul Nain
Master's In Analytics Co'24



Tata Institute of Social Sciences, Mumbai

USER PERSONAS



THE FITNESS ENTHUSIAST:

Gym Freaks, Trainers and Sports persons

Need:

1. Need an app to track the pulse rate and nutrient level to help with dietary consultation.
2. Need something to constantly monitor their exercises and give suggestions on correct posture and better movements for muscle growth.
3. Need an AI based exercise recommendation system
4. Accessing new, interesting and fun workout routines.
5. Personalized recommendations for workouts and health goals.
6. Adding motivation and accountability features.
7. Easy integration with other fitness apps and devices.

Pain Points: 1. High cost of dieticians' consultations. 2. High charges for personal trainer. 3. Lack of motivation or accountability. 4. Plateaus in progress or difficulty seeing improvement and then not being able to figure out why.



THE HEALTH CONSCIOUS

Yoga Instructors, Proponents of general well being, Caretakers

Need:

1. Want an app to keep track of fitness and health data.
2. Need yoga suggestions for mental as well as physical health with focus being both on fitness and relaxation and mindfulness.
3. Accurate tracking of sleep, diet, and other important health metrics.
4. Personalized recommendations for improving overall health and well-being thus improving on, strength, balance and flexibility.
5. Integration with other health apps and devices.
6. Alerts for concerning changes in health metrics.

Pain Points:

1. May or may not have time or resources to join gym or in-person yoga classes.
2. Difficulty maintaining a healthy diet and lifestyle.
3. Stress or anxiety about health.
4. Lack of access to personalized health recommendations.



THE BUSY PROFESSIONAL:

Office Workers, People in Higher academic courses.

Need:

1. A complete support on tracking health goals.
2. Quick and easy tracking of health metrics throughout the day.
3. Integration with other health and productivity apps and devices.
4. Reminders and alerts to help inculcate healthy habits in their daily busy schedule.
5. Personalized recommendations for improving health and productivity.
6. Tracking sleep quality and sleep cycles.

Pain Points:

- Lack of time to prioritize health and wellness.
- Difficulty adjusting regular exercise regime or other healthy habits in their busy schedule.
- Stress or burnout from work and other responsibilities.
- Difficulty in tracking health metrics throughout the day.

Proposed Features

Track muscle movements and recommend exercises.

Track diet and recommend nutrients to add in the diet.

Sleep quality and sleep cycle tracker

Compete with other users and earn rewards.

Product Features:

Must Have

- Tracking of basic health metrics (e.g. steps, sleep, heart rate)
- Ability to set and track health goals
- Ability to log meals and exercise
- Ability to analyze muscle movements while working out

Could have

- Social features (e.g. ability to share progress with friends, compete in challenges)
- Integration with other health apps (e.g. ability to pull in data from a nutrition tracking app)



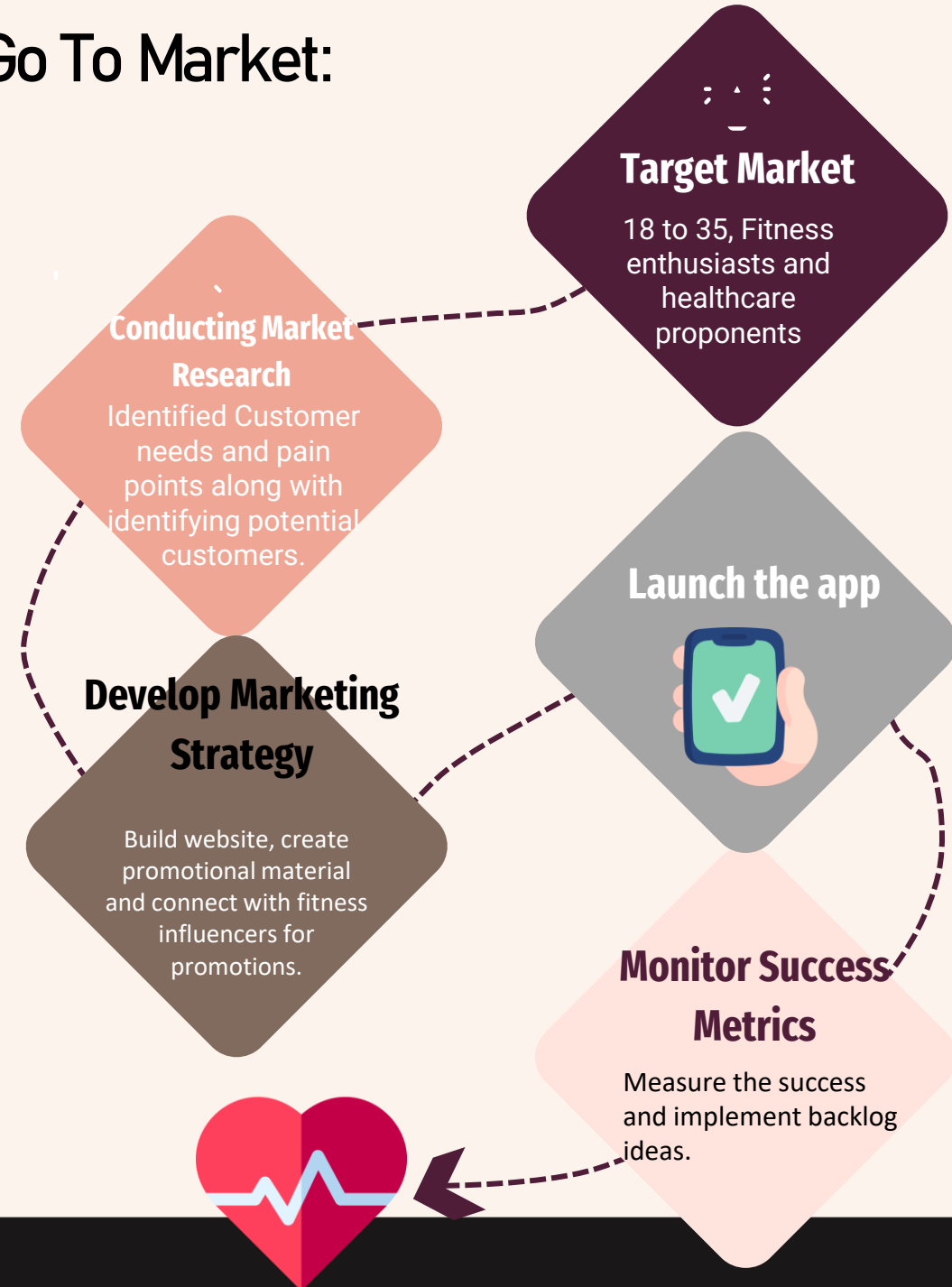
Should have

- Integration with external devices (e.g. fitness trackers, smart scales)
- Personalized recommendations and insights based on user data
 - A. For Nutrient Level based on user input on current intake
 - B. For Exercise recommendation using muscle movement analysis.
- Reminders to log meals and take medications.
- Sleep cycle tracker using sleep time pulse rate and other factors via machine learning and analysing whether person had sound sleep.
- Exercise recommendation by analysing muscle movements.

Idea Backlog:

- Health Champions: Providing features where one can complete daily goals and compete with other people.
- Generating Pulse rate and heartbeat records and giving the option to store those while being sick could better help doctors diagnose the anomaly.

Go To Market:



Product Requirement Document:

Product vision and goals:

1. to provide users with a convenient and comprehensive way to track and improve their health goals.
2. to help users set and achieve health goals, log and track their meals and exercise regimes, and receive personalized recommendations and insights based on their data.

Target market and user persona:

- casual fitness enthusiasts and more serious athletes, People who want to track their fitness level.
- 18 to 35: All genders.

Business model and revenue streams:

- The app will be available for free download, with optional in-app purchases for premium features (e.g. personalized coaching, advanced analysis of user data)
- The app may also generate revenue through partnerships with health and wellness companies, fitness influencers, yoga stars, such as through sponsored content or product recommendations.

Key features and functionality:

- Tracking of basic health metrics (e.g. steps, sleep cycles, nutrition, heart rate etc.)
- Ability to set and track health goals (e.g. weight loss, exercise goals etc.)
- Logging of meals and exercise, with ability to input custom entries and track macronutrient intake.
- Integration with other fitness devices (e.g. fitness trackers, smart scales) and Integration with other health apps (e.g. nutrition tracking apps)
- Personalized recommendations and insights based on user data.
- Reminders to log meals and take medications
- Social features (e.g. ability to share progress with friends, compete in challenges against other app users)

Technical and design constraints:

- The app should be compatible with iOS and Android devices
- The app should be designed to be easy to use and navigate, with a clean and modern interface
- The app should be able to handle large amounts of data and provide fast and accurate tracking and analysis of user data using machine learning algorithms and AI enabled features.

Risks and challenges:

- Accuracy and reliability of the tracking and analysis features
- App remains relevant and useful to users over time
- App may face competition from other health tracking apps

Solutions:

- Testing and implying highly efficient AI/ML Algorithms
- Add new features from the idea backlog tool and innovating further.
- Keeping the marketing efforts on the upward side.

Product Roadmap:

Phase 1

- Launch basic version of app with tracking of basic health metrics (e.g. steps, sleep, heart rate) and ability to set and track health goals
- Release app on App Store and Google Play

Phase 2

- Add integration with external devices (e.g. fitness trackers, smart scales)
- Release updates to app with bug fixes and performance improvements

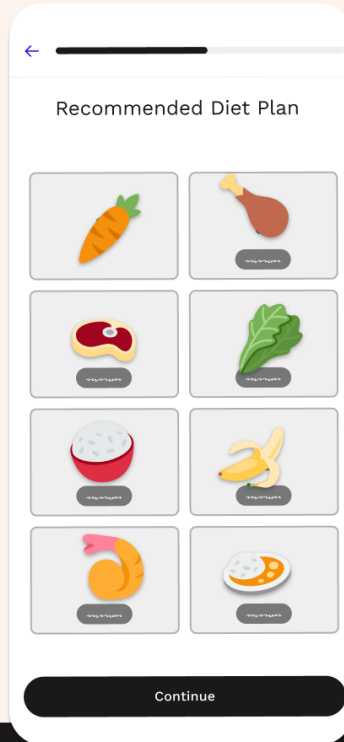
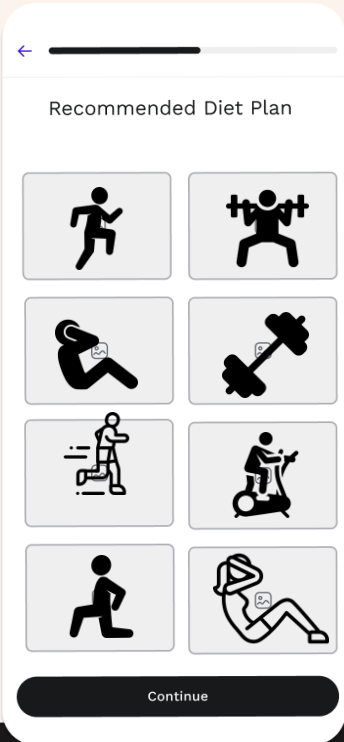
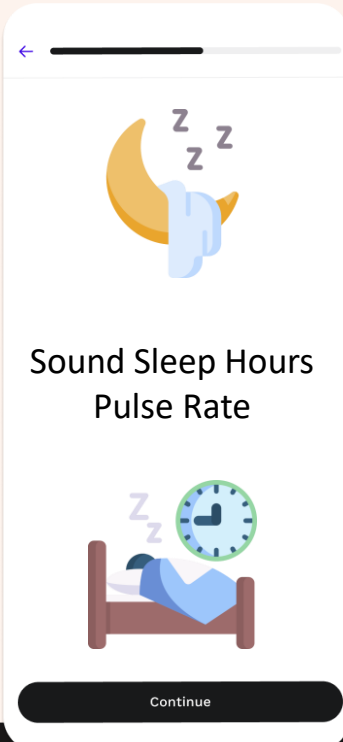
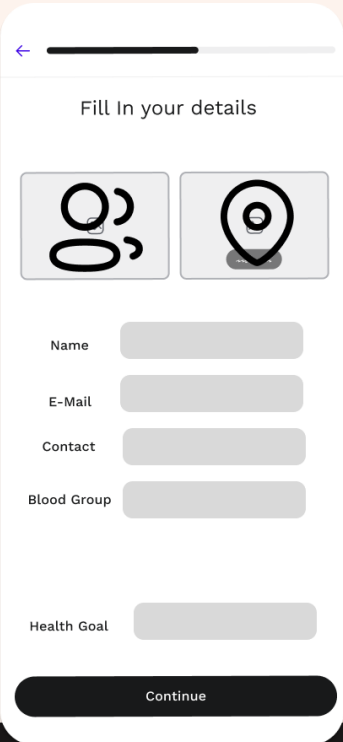
Phase 3

- Add personalized recommendations and insights based on user data
- Add reminders to log meals and take medications

Phase 4

- Add social features (e.g. ability to share progress with friends, compete in challenges)
- Add integration with other health apps (e.g. ability to pull in data from a nutrition tracking app)

Brief Customer Journey:





THANK YOU