

Case study

Question: How do you improve the **Headspace App** 👍

What is Headspace: Headspace is a mental health app and online platform that offers guided meditation, mindfulness exercises, and mental health coaching

- Product sense
- Design

Question: How do you improve Headspace

→ Clarifying Questions:

- Can Assume product manager at Headspace **YES**
- Open-ended

30 Sec – Collect the thoughts

Structure

- **Border goal for Headspace**
 - Improve health and Happiness in the world
- **Product / Business Goal**
 - Product: making headspace easy to use
 - Business Engagement Goal == Meditation how many min KPI
Number of Min Meditation
- **Users**
 - Skeptics: never tried the headspace people / Don't relate to the idea
 - Rookies: tried a few times – saw some value but could not form a habit
 - Die-hards: advocate for meditations

Prioritize: TAM (total address . market) + Unmet need

- **Pain points**
 - **Forgetting to meditate // forming it as a habit**
 - Concentrating while meditating
 - Understand the direct impact of meditating

Prioritization: how acute the problem is? What is the frequency?

- Take time for the 30sec of brainstorming the ideas for the deck / for the possible solution
- Come up with 3 solutions
 - **Solutions**
 - **Reminders/notification before starting meditating 30 min 10min -1 reminder**
 - Calendar integration with Google
 - Headspace stickers to stick to the wall in the home physical reminder because this app is a subscription model for \$100 per year then we can send the physical stickers to the customers
 - This will help user engagement and also help to remember the meditation in a physical notification
 - App notifications
 - **Support groups**
 - Live meetings, reflection meetings, weekly cadence
 - **Scoreboard/leaderboard with friends**
 - Reminders, Scorecard are / rate star
 - Badges for high-time meditators and comparing other users

Prioritization: LOE(Level of effort) + Impact

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