FlareWatch

Product Feature Prioritization

Saewdeh Habibi
5-31-2025

Feature Ideation

Based on my midterm's gaps and product strategy sections, here are seven potential features, that backed by market analysis:

1. **Continuous sweat monitoring patch**: Core CRP, IL-6 & calprotectin sensing, hourly sampling
2. **Real-time inflammation dashboard**: Live graphs & trend alerts in-app
3. **AI-driven dietary recommendations**: Instant food swaps & recipes based on current inflammation
4. **Quick meal capture (camera + OCR)**: Snap & auto-log meals to speed up data entry
5. **Automated grocery lists & meal plans**: Weekly shopping lists tailored to inflammation
6. **Healthcare-provider export**: Secure PDF/CSV reports for doctors or family
7. **Custom alert & reminders**: Notify user when inflammation > X, or patch needs replacement

Customer Research Summary

- **Reviewed User Reviews and Online Forums**

I scoured app stores, health-tech blogs, and online communities (e.g., app reviews on Google Play/App Store) for health-tracker, fitness watch, monitoring. My goal was to identify recurring feature requests, common pain points, and wow elements user's praise. For example, many health-tracker reviews highlighted:

- The importance of a clear, real-time dashboard showing current biometrics.
- Timely alerts when readings exceed a personalized limit.
- Easy data export to share with doctors or caregivers.

- **Published Studies**

I found two recent reports to confirm which features tend to drive higher engagement and loyalty.

"Wearable Biomarker Monitoring: Patient Engagement and Outcomes" (Journal of Personalized Medicine, 2023)

- This peer-reviewed study surveyed 250 patients using various wearable sensors (including sweat and blood-based devices) over six months. Key findings:
    - 78 % of respondents said a real-time dashboard was very important for understanding daily health trends.
    - 64 % rated threshold-based alerts (e.g., Notify me when my inflammation marker crosses X) as extremely valuable for taking immediate action.
- It also noted that only 22 % of existing solutions offered clinician-friendly export functionality, yet 71 % of those surveyed said they'd share data more consistently if export were built in.

"Digital Health Adoption in Chronic Disease Management" (Deloitte Insights, Q1 2024)

- This industry report combined a literature review with interviews of 15 digital-health executives. It highlighted that:
    - Apps focusing on actionable insights rather than raw numbers saw a 2× higher six-month retention rate.
    - Top requests from both patients and providers included secure data-sharing and personalized alert thresholds.
    - Only 12 % of solutions in the sample offered AI-driven nutrition guidance; those that did saw slower initial adoption unless the core monitoring/alert features were already in place.

Key takeaways: users adopt and stick with apps that provide actionable guidance rather than raw numbers, and integrate smoothly with existing health ecosystems (e.g., Apple Health, Google Fit, clinician portals).

- **User Personas**

Based on my midterm's target market people at risk for chronic inflammation, I mapped top pain points for each persona, and ranked which candidate features (dashboard, alerts, meal suggestions, data export) they would likely find most valuable.

- **Informal Conversations with Friends and Family**

I spoke with two close friends whose family members experience inflammation issues. I described my app concept and asked them to rate on a 1–5 scale, how important each proposed feature would be in their daily routines.

- Real-time dashboard & alerts: Totally ranked 5/5 for knowing when to adjust diet or medication.
- Data export: Scored 4/5, since people want to share trends with doctors.
- AI-driven dietary recommendations: Scored 3/5, they believe it is good to have this section.

Technical Effort Consultation Summary

To estimate each feature's development effort, I had conversations with developer friends who specialize in hardware, mobile, and backend engineering. During these discussions, we examined the challenges, such as sensor and integration. We agreed it would require substantial R&D time. For software features like real-time dashboard, custom alerts, and data Export, we reviewed common libraries, and notification services, concluding these could be built more quickly. We also evaluated the complexity of integrating OCR for meal capture, connecting to nutrition APIs for AI-driven recommendations, and implementing dynamic grocery-list aggregation. By gathering these expert perspectives, I translated their feedback into realistic scores for each feature, ensuring my prioritization reflects actual engineering effort.

Prioritization via ICE Scoring

No	Feature	Impact	Confidence	Ease
1	Continuous sweat monitoring patch	10	6	3
2	Real-time inflammation dashboard	9	8	6
3	Custom alert & reminders	8	9	7
4	Healthcare-provider export (PDF/CSV)	6	7	8
5	AI-Driven dietary recommendations	6	7	4
6	Quick meal capture (camera + OCR)	5	6	5
7	Automated grocery lists & meal plans	4	5	6

Data-Driven Decision Making

To decide which features would deliver the greatest value for the least effort, I used an ICE-scoring framework (Impact × Confidence × Ease). Here's how each component was informed by data:

Impact: I reviewed user feedback from three sources: informal conversations with friends and their families who have inflammation concerns; user reviews of similar health-tracking apps; and published studies on wearable biomarker devices (survey data showing that 78 % of users rate real-time dashboards as very important). Based on these inputs, I assigned each feature an Impact score (1–10) to reflect how strongly users said it would solve a pain point or improve their health routines.

Confidence: I measured this by looking at how certain I am that the feature would truly work as proposed and meet its intended goal.

Ease: To estimate development complexity, I held technical consultations with two developer friends. They helped me break each feature into sub-tasks and assign a time-estimate.

MVP

My Minimum Viable Product (MVP), based on ICE prioritization and customer/technical data, are:

- Continuous sweat monitoring patch + patch
- Real-time inflammation dashboard (CRP only)
- Customer alert and reminder (local notification)