


WELLNESS

Presented by:
Tymon Jasiński,
Jan Głombiowski,
Jacek Łoński

The background is a teal-toned image of a document. It features a line graph with several data points connected by lines. A pen is visible in the upper right corner, appearing to be in the process of writing or drawing. There are some faint numbers and text visible on the document, such as '2.5' and '2.47'.

BUSINESS REQUIREMENTS

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Background

Our company specializes in health and artificial intelligence to support users in living healthier lives.

The Wellness project , will be offering personalized support and through LLM integration, the app provides help, serving as an advisor to help users build healthy habits.



Business Opportunity

- The Wellness addresses a growing demand for personalized wellness support. Current apps often lack customization, adaptability, or integration with customers already existing health and fitness plan. With an LLM, our app offers unique approach that meets with market trend of AI-driven apps.
- Wellness will help users make better health decisions, track their progress, and receive personalized advice.
- Vital for apps success is well designed user interface and seamless adaptation to the consumer.

Our Business Goal:



*To help our users with easy to use,
personalized wellness guide, helping them live
healthier, more active lives thanks to AI
assistance.*

Business Objectives:



Earn User Base: Achieve a 50,000 increase in Monthly Active Users within the first two quarters post-launch.



Enhance User Satisfaction: Improve user satisfaction ratings by 15% within the first year, measured through in-app surveys.



Optimize Retention Rates: Increase user retention by 20% within the first year by providing high-value features like personalized recommendations and real-time feedback.



Drive Market Differentiation: Establish AI Wellness Coach as a market leader in wellness AI, as measured by industry recognition and customer preference surveys within the first two years.



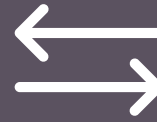
RISK ASSESSMENT AND MITIGATION PLAN

Success Criteria



User Engagement and Retention:

Achieve targeted user engagement and retention rates by providing personalized features that meet with user wellness goals.



Positive User Feedback: Reach user satisfaction score increase of 15% minimum within the first year.

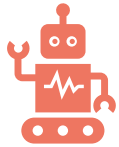


Risk Mitigation: Identify and address potential project risks.



Market Recognition: Establish Wellness as a good and solid product in the health-tech market, measured by amount of MAU and positive reviews from initial users.

Business risks



Market Competition: New wellness apps leveraging AI may enter the market.

Risk: Very high

Mitigation: Foster user loyalty through community-building and exclusive content.



Data Privacy and Security: User data leaks and malware attacks.

Risk: Medium

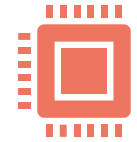
Mitigation: Review current security systems to identify vulnerabilities and gaps. This could include vulnerability scans, penetration testing, and reviewing past incident logs



Funding Constraints: Budget limitations or unexpected expenses could affect product development and marketing.

Risk: High

Mitigation: Rather than building a full-featured product sooner, focus on the core functionality and most critical needs.



Technical Challenges: Delays or issues in integrating with the LLM could impact functionality and user experience.

Risk: Low

Mitigation: Establish a rigorous testing for LLM integration.



User Engagement and Retention: If the app fails to deliver personalized, meaningful experiences, they may abandon the app

Risk: Medium

Mitigation: Enhance personalization through LLM to continuously adapt to user preferences, and implement progress tracking



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VISION

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Project statement

'Wellness' is an innovative app aimed for people that want to improve their lifestyle and simplify healthy habits. The project strives to revolutionize the market of fitness and coaching with unlimited customization and support. Our initiative is meant to diminish the amount of misinformation that's fed to everyone online and raise general awareness in fitness.

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Major features

The users get to set their goals and current achievements. All of the data given by the user will be consulted with a personal AI coach that's going to adjust and monitor all components logged into the app. Based on the data, you will be given a couple training plans and diets to choose from. Our builtin AI support will be able to alter your programme and answers your questions.



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SCOPE

Project Scope



Training plans for users



Interactive AI support



Setting and monitoring personal goals



Diet management



SCOPE OF INITIAL RELEASE

Core Functionalities:

- Personalised workout generator
- Customisable diet plan

Minimum Viable Product:

- Setting goals
- Calorie calculator
- Workout calendar



Scope of Subsequent Releases



Social space



Support of external devices (e.g. smartwatches)



Sleep analysis



More accurate calorie counter



Limitations and Exclusions

App will not provide comprehensive medical analysis neither will it offer professional medical consultations



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TESTING PLAN

Strategy

	Unit Testing	Integration Testing	User Acceptance Testing
Objective	Verify that individual components (e.g., AI coaching algorithms, diet calculators) function correctly in isolation.	Ensure different modules of the app (e.g., AI coaching interacting with training plans) work together seamlessly.	Validate the app meets user expectations in terms of usability, performance, and features.
Focus	Testing of API endpoints, backend logic for plan generation, and UI elements.	Data flow between modules, user progress syncing, and API communication.	Real-world usage scenarios, such as creating a diet plan or receiving AI coaching during a workout session.
Testers/Duties/ Duration	A group (2-3) of developers will be writing and executing test cases for individual modules for approximately 3 weeks	A 3-member QA team will be responsible for validating seamless interaction between different app components for 2 weeks	A 5-member beta testing team will be testing the app in real-world scenarios, providing usability feedback for about 5 weeks

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Specific Test Cases

Feature: AI Coaching Recommendations

Test Case: AI-generated coaching advice matches user fitness level and goals.

Steps:

- User inputs fitness level and goals.
- Perform a mock workout and receive real-time feedback.
- Check whether feedback aligns with predefined parameters for the given input.

Expected Outcome:

- Coaching advice is accurate and tailored to the user's fitness level.
- Feedback updates dynamically based on input

Testing Type: Unit and integration testing

Tools: Pytest (unit testing), Postman (for API testing)

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Specific Test Cases

Feature: Diet Plan Customization

Test Case: User receives a suitable diet plan based on input preferences (e.g., vegan, celiac, keto).

Steps:

- Input dietary preferences, allergies, and fitness goals.
- Generate a diet plan and inspect the output.
- Attempt to modify the plan and save changes.

Expected Outcome:

- Generated plan matches user input (e.g., no allergens).
- Changes are saved successfully and reflected in the app.

Testing Type: Unit testing and UAT

Tools: Pytest (backend logic testing), Selenium (UI interaction tests)



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DATA PRIVACY AND SECURITY PLAN

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Why is data privacy important?

The "Wellness" app handles sensitive user data, including personal information, health records, and dietary preferences. Ensuring data privacy and security is critical for user trust and legal compliance. This plan identifies potential risks, outlines mitigation strategies, specifies compliance measures, and provides a roadmap for security testing and implementation.

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Potential Security Risks and Mitigation Strategies

1. Data Breaches

Unauthorized access to user data, potentially exposing sensitive information (e.g., personal details, health data).

- Encrypt sensitive data (AES-256).
- Use secure APIs with authentication (OAuth 2.0).
- Perform regular security audits.

2. Insufficient Data Encryption

Lack of robust encryption could lead to data exposure during storage or transmission.

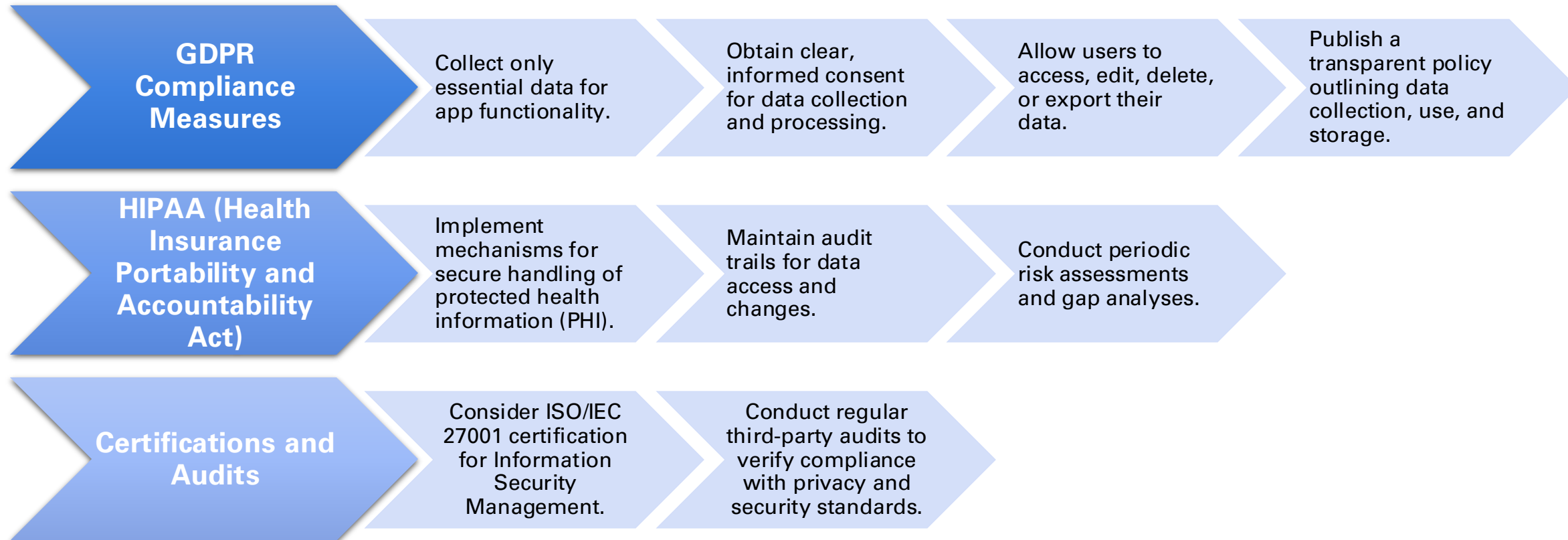
- Implement HTTPS for secure data transmission.
- Encrypt data at rest and in transit.

3. Unauthorized Access

Weak authentication mechanisms could allow attackers to gain access to user accounts or admin portals.

- Implement multi-factor authentication (MFA).
- Monitor and log access.

Security Plan and Law Compliance





DELIVERY PROCESS AND ORGANIZATION

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Methodology

The Wellness project is developed using the Agile methodology, enabling rapid adjustments to user needs. Through an iterative workflow and continuous user feedback, we enhance core functionalities such as personalized workout plans, diet management, and progress tracking for a healthier lifestyle.

The app's development is divided into short cycles (iterations) focused on implementing specific improvements based on user feedback.

Feedback from platforms like Apple Store and Google Play allows better alignment of features with user expectations.



Why Agile?

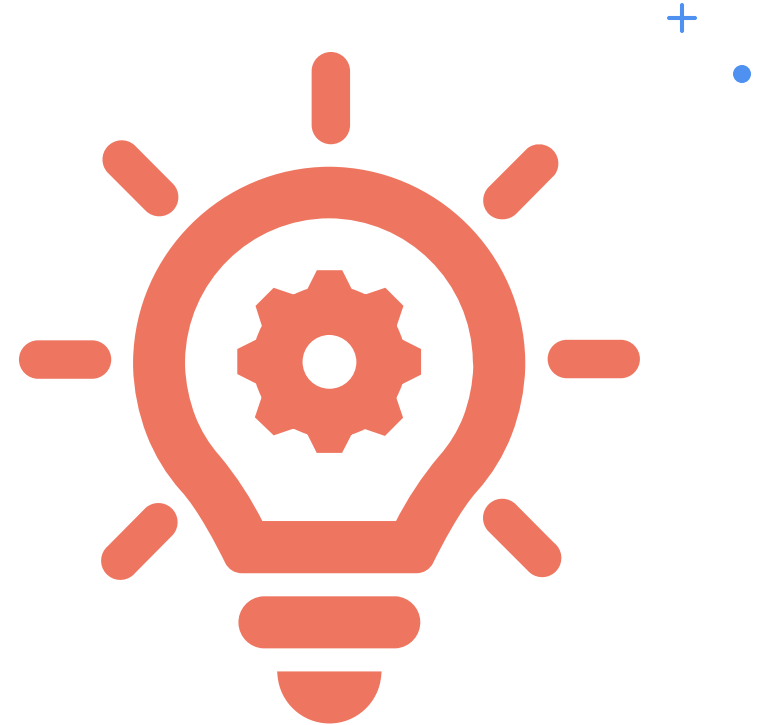
Agile supports dynamic app development by enabling:

- Quick deployment of new features (e.g., personalized workout plans).
- Testing the MVP with real users.
- Responding to user needs using data from Google Analytics and app store reviews.

: Agile Workflow Structure

Iterations (2-week cycles):

- Planning: Analyze feedback from Apple Store, Google Play, and Google Analytics.
- Development: Implement enhancements, such as a wider range of physical activities.
- Testing: Release features in test versions (TestFlight or Google Play Beta).
- Retrospective: Evaluate iteration results and plan next steps.



Future development

Features planned for future iterations:

- Social space
- Integration with external devices (e.g., smartwatches)
- Sleep analysis



Tools

Notion – Managing project documentation and team organization.

Google Analytics – Analyzing user behavior and interactions with the app.

GitHub – Version control and collaboration for the development team.

Apple Store and Google Play – Publishing the app and gathering user feedback.

WhatsApp – Fast team communication.