WELLNESS
Vision and scope

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BUSINESS REQUIREMENTS

Background

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

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 pesonalized 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 wellnes 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.
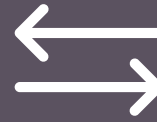
RISK ASSESMENT AND MITIGATION PLAN

Success Criteria

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

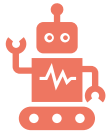**Positive User Feedback:** Reach user satisfaction score increase of 15% minimum within the first year.

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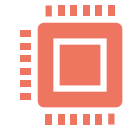
Technical Challenges:
Delays or issues in integrating with the LLM could impact functionality and user experience.
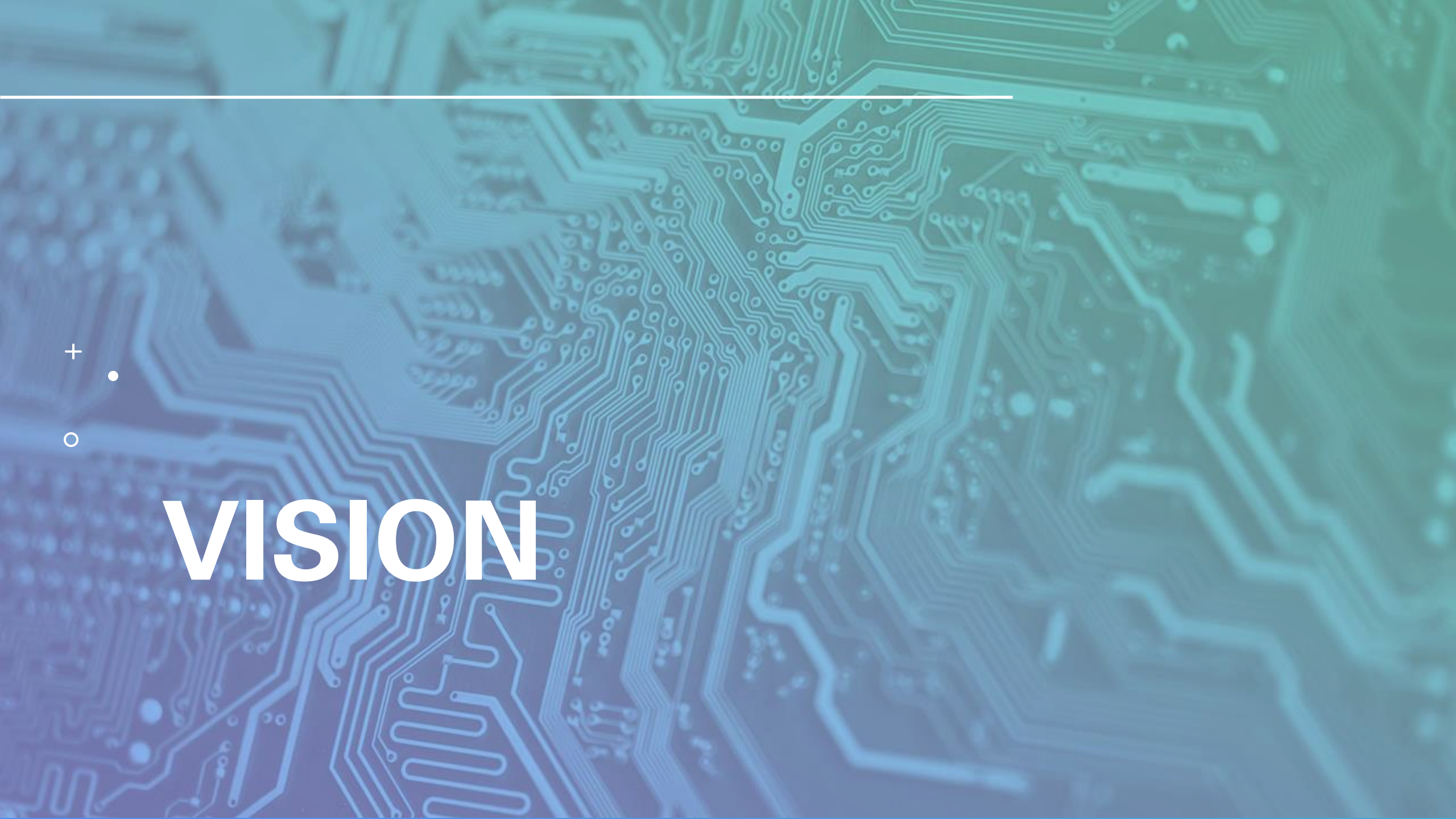
Risk: Low

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 gamification elements, progress tracking

VISION

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.

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.

SCOPE

Project Scope

- Training plans for users
- Interactive AI support
- Setting and monitoring personal goals
- Diet menagement

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 comprehensie medical analysis neither will it offer proffesional medical consultations