


WELLNESS

Vision and scope

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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.



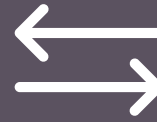
Drive Market Differentiation: Establish AI Wellness Coach as a market leader in wellness AI, as measured by industry recognition and customer preference surveys within the first two years.

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.

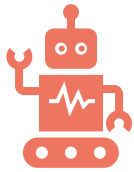


Risk Mitigation: Identify and address potential project risks.



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



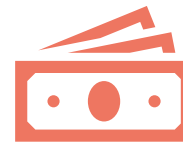
Market Competition:
New wellness apps leveraging AI may enter the market.

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



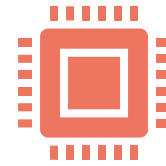
Data Privacy and Security:
User data leaks and malware attacks.

Mitigation:



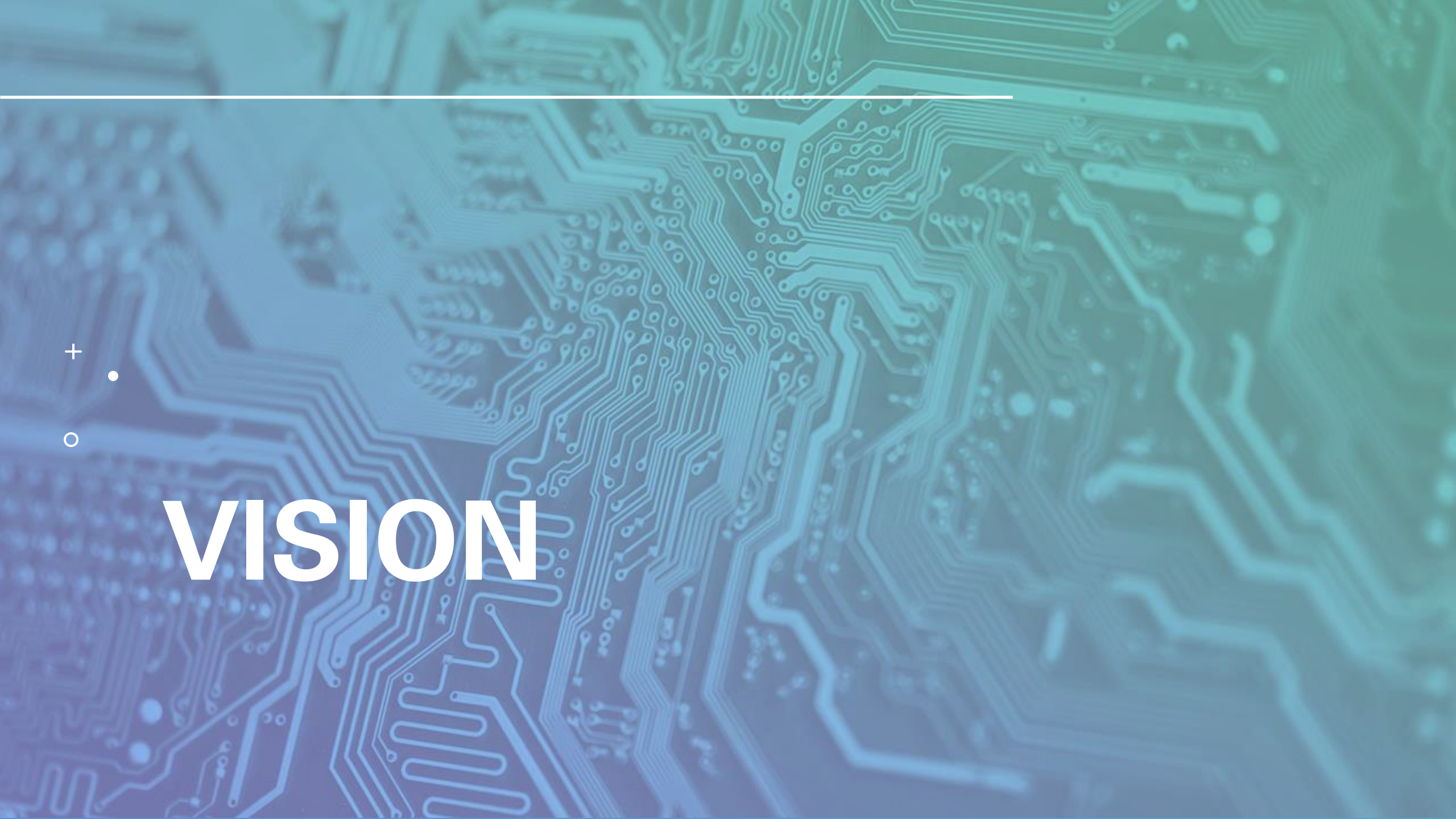
Funding Constraints: Budget limitations or unexpected expenses could affect product development and marketing.

Mitigation:



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

Mitigation: Establish a rigorous testing for LLM integration.



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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