Project Title: CycleBuddy – Period & Health Tracker

Industry: Women's Health / Wellness

Project Type: B2C (for end users) – Salesforce CRM Implementation

Users: Women, Doctors, Health Coaches, and Admins

Problem

Many women find it hard to track their period dates, symptoms, and health patterns.
They may forget to take notes, miss reminders, or struggle to know when they should see a doctor.
Doctors also spend extra time handling appointments manually, and they don't always get a full picture of the patient's health.

CycleBuddy solves these problems by:
- Helping women track their periods, ovulation, and symptoms.
- Sending reminders and health tips.
- Recommending doctors and allowing easy appointment booking.
- Using a chatbot to answer questions and log symptoms.
- Giving doctors and admins dashboards to see health patterns and user activity.

Key Features (Use Cases)

Cycle Tracking & Prediction
- Add period start and end dates.
- Predict the next period and fertile days.
- Send reminders before periods.

Health Tips & Alerts
- Share health advice based on logged symptoms.
- Send reminders for water, medicine, or self-care.
- Alert the user to see a doctor if symptoms look serious.

Doctor Search & Appointments
- Find nearby gynecologists (using Google Maps API).
- Book appointments directly.
- Send SMS/email reminders for appointments.

Chatbot
- Log symptoms through conversation.
- Answer FAQs like "How do I reduce cramps?"
- Suggest booking a doctor if needed.

Reports & Dashboards
- Show health trends (cycle length, irregular periods).
- Track appointments and doctor visits.
- Give insights into how many users are active and engaged.

Step 1: Understanding the Problem

Requirements (What the app should do):
- Allow users to log cycles and symptoms.
- Predict and remind users about their next cycle.
- Provide doctor search and appointment booking.
- Add a chatbot for FAQs and symptom logging.
- Create dashboards for admins and doctors.

Who will use it (Stakeholders):
- Women (Users): To track health, get reminders, book doctors.
- Doctors: To manage appointments and view health logs.
- Admins: To oversee the app and monitor data.
- Tech Team: To set up Salesforce and integrations.

Current Flow (Manual Way):
User writes period dates in a diary → Forgets reminders → Calls clinic manually → No proper health record.

New Flow (With Salesforce):
User logs cycle in CycleBuddy → System predicts next period → Sends reminders → If needed, chatbot suggests a doctor → Appointment booked → Doctor updates info → Dashboards show trends.

Industry Problems:
- Hard to track cycles manually.
- No early health advice.
- Booking doctors takes time.

Industry Opportunities:
- AI can improve predictions.
- Chatbots make apps interactive.
- CRM helps manage bookings and insights.

AppExchange Inspirations:
- Healthcare apps (patient management).
- Appointment scheduling apps.
- SMS reminder apps (Twilio, WhatsApp).
- Chatbots (Einstein Bot, Dialogflow).

Decision: CycleBuddy will use custom Salesforce objects (Cycle, Appointment, Doctor) and automation flows, while taking ideas from healthcare and booking apps.