



Kaiser Permanente Health & Fitness App PRD

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STATUS: FINAL

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Background

The cost of preventable illnesses was estimated at US\$730.4 billion in the USA as of 2016 - more than the 2019 GDP of 171 countries in the world. Yet a high proportion of these illnesses and deaths are preventable with simple lifestyle changes. Prevention in medicine saves more lives than treating diseases after occurrence. With the exclusion of genetics as a cause, lifestyle diseases are completely preventable. Poor eating habits and physical inactivity are the leading causes of lifestyle diseases. Investing in physical well-being and healthier eating habits will reduce these numbers significantly in the near future, using this mobile application.

Problem

KP spends largely on treating lifestyle diseases, which are preventable, how about solving the problem from its root cause? A change in lifestyle particularly eating habits paired with increased physical activity will greatly improve patient's health. The proposal for this is an easy to use cross platform mobile application for users that will;

- Track users daily activities
- Connect users to healthcare providers
- Reminder to users in case of inactivity
- Meal plan suggestions to users to promote healthier eating habits
- Create a community of people accountable to each other on healthy living
- Create awareness about lifestyle diseases and prevention

Goals

Kaiser Permanente is looking to enter into the preventative care space to help their patient base increase physical activity and improve on healthy habits. While the overall goal is improved patient satisfaction and well-being, the specific financial goal is reduced cost by emphasizing improved health prior to any adverse conditions developing. Overall, KP wants to decrease spending on conditions such as type 2 diabetes. Kaiser Permanente (KP) aims to help their patients increase physical activity and adopt healthy habits to prevent lifestyle diseases using a mobile application to help realize this goal. Therefore;

- Build a cross-platform app that accurately tracks and monitors users daily activities
- Increase user's physical activity through reminders after time specified by user in reminder settings

- Increase user morale for physical activity and healthy eating habits by connecting users to each other in a community of ‘health superstars’

Key Features

- Connect users to healthcare professionals for a consultation as they begin their health and wellness journey.
- Tracking daily user activity. This feature enables the users to know the impact of their physical activities, how much calories they have burned with each step thus acts as a source of motivation. Weight loss can be quite daunting thus; users need to be aware of how the activities they partake in contribute to their wellness.
- Connecting users on the wellness journey. This creates a community of healthy living enthusiasts who become accountable to each other throughout their journey. This would mean more users continue using the app and even refer their friends and family to the platform.
- Meal plan suggestions based on the age and body type of users. This will enable each user to understand their metabolism therefore make more informed decision on the kind of foods to eat.

Connect users to healthcare professionals

Key Features & Scope

- User can create account based on their email address or phone number –P0
- Book an appointment with a healthcare provider (short and easy process) –P0
- Different options for payment such as mpesa-P0
- User should be able to cancel an appointment –P0
- User should be able to reschedule an appointment-P0
- Refer friends and family to use the app-P1
- Make more than one booking with different professionals in the same day-P1
- Include the home, profile and appointment icon on every screen at the bottom for easier navigation –P1
- Change color theme of App – P2

Out of Scope

- User accessing the app using one-time PIN without creating an account
- More than five categories of healthcare providers on app (For a start it’s - therapist, nutritionist, dietician, fitness coach and general practitioner only)

Success Metrics

- Number of users who have achieved their fitness goals in the first three months

- Number of users who have lost significant weight(at least 5 percent of body weight lost) within the first 3 months
- Improvement of BMI for users
- Number of referrals obtained within 6 months of operation

Target Market

- All KP patients and/or members
- People who are already healthy and active, and would like to prevent occurrence of lifestyle diseases
- People looking for a consistent workout routine
- People with a continuously changing schedule and are interested in fitness and health
- People with chronic health conditions who want to improve their health

Core UX Flow *(optional)*

<https://shorturl.at/nCFR6>

Total Addressable Market

As of 2023, the average revenue per user (ARPU) on paid fitness apps is USD 109.60.
The ARPU projected to be USD 132.40 in 2027
Paid fitness app users as of 2023 in USA is 56.56 million

<https://shorturl.at/bejOZ>

TAM=109.60*56.56(million)
=6198976000

Competitors

Aaptiv

Aaptiv – designs fitness programs according to your fitness level, your goal and other preferences, revenue of 12.2 million USD as of 2020 with over a million downloads

Features

- 30 plus classes added every week
- Structured weekly and monthly programs
- High-intensity interval training

<https://shorturl.at/bCN34>

8fit Workouts & meal planner

8fit Workouts & meal planner- provides user with a diet and exercise plan, estimated revenue of 16 million USD as of 2020 with over 100 million downloads

Features

- Offers 350 variety of exercises
- Time-efficient HIIT workouts
- Pedometer/step counter synchronized to Google Fit

<https://shorturl.at/bCN34>

Fitbit

Fitbit- tracks users activity throughout the day, estimated revenue of 1.13 billion USD as of 2020 with over 50 million downloads

Features

- Exercise tracking
- 24*7 Heart Rate Tracking
- Guide about nutrition
- Track sleeping pattern

Other competitors include muscle booster workout planner, strava, peloton, fitcoach

<https://shorturl.at/bCN34>

Acquisition Channels

- **Influencers.** I would work with fitness and wellness experts to reach to my target audience such as fitness enthusiasts who are their clients.
- **Viral Channel.** This would involve users finding the KP healthy fun app based on recommendations from others. The referral feature of the app would also be beneficial in this case.
- **Search Engine Optimization** for our App store and Play Store

Pricing Section

The revenue goal for this app is **USD 1298275** in the **first 12 months**, that is;

Number of users converted to paid version =25000

Monthly subscription fee: 1255

Assuming users will be active for 6 months within the year

Exchange rate: 145

$(25000 \times 1255 \times 6) / 145$

The pricing of the app will be based on the freemium model for the users to interact with certain features and understand the value added to their lives. The users will then pay to access additional features. The pricing would be on a monthly or yearly subscription with the following packages:

- Monthly: Ksh. 1255 (8.66 USD)
- Yearly: Ksh. 12068 (83.23 USD)

Special discounts will be awarded every quarter for users with the maximum progress in their health journey. This will be an appreciation to their effort to get healthier.

Pre-launch Checklist

Partner Teams We Need to Work With

- Sales Team for outreach to our target audience
- Technical Writer to write our release notes for the App Store
- Customer Support to help with user questions and issues
- Product Specialists who may act as a bridge between Product and Support teams
- Development team to ensure the systems works as expected or fix any upcoming bugs
- Design team to ensure the product is visually appealing and has a great user experience
- Quality Assurance team to ensure the product meets desired quality standards
- Marketing team to align the product's features and positioning with market needs
- Legal and compliance team to ensure the product meets all the necessary regulations, and or navigate any legal or compliance issues that may arise
- User researchers to provide useful insights about user needs and preferences
- Leadership team to provide updates on product progress, alignment with company's goals and potential risks and opportunities related to the product

Collateral Materials We Need to Create

- Guidance for Sales on how to sell our product (Our value proposition, How our product solves the user problem, our product versus competitor products)
- Help center information and articles
- Guidance for the Customer Support team (Product overview, potential issues for users and workarounds, current versus future product, known bugs)

User Guide

[Product Launch User Guide Template.docx](#)

Training Guide for Sales and Customer Support

[Product Launch Training Guide for Sales and Customer Support Template.docx](#)

Marketing Guide

[Product Launch Marketing Guide template.docx](#)

Launch Email

[Product Launch Email Template.docx](#)

Risks

- Testing and Engineering Risks . These are risks that may arise if the product was not properly tested especially for edge cases. The system may also be unable to handle large amounts of traffic which can greatly affect user experience.
- Marketing Risks . This may arise if the marketing team did not have enough time to reach out and create buzz about our product. This may make it quite difficult for our target users to find us.
- Legal Risks . This may arise when we did not exhaustively consult with the legal team about the regulations around our product to ensure its compliance with the laws.
- Lack of a roll back plan. This may have a disastrous impact since the team will not be able to revert to the previous state of the system should anything go wrong with the launch.
- Miscommunication. This may arise if members of the team do not clearly understand what is expected of them.

Mitigation Plan

- Create a roll back plan to be able to undo any changes or updates made in case they turn out to be disastrous
- Ensure the system is thoroughly tested for example conducting regression testing, exploratory testing, API testing, Compliance testing,Compatibility testing,Security

testing (vulnerability assessment, penetration testing, authentication and authorization testing), Performance testing (load testing, stress testing, scalability testing), User interface testing (Usability testing, mobile testing, cross-browser testing), and functional testing (unit testing, integration testing, system testing)

- Have a dedicated server in place to handle extra traffic to the application
- Give marketing team enough time to create buzz about the product, and work closely with the Product Marketing Manager to get feedback based on their marketing efforts
- Monitor the metrics . Keenly monitor user interaction with the product and check that the set metrics are being met, and work closely with support to understand the kind of issues being raised by users.
- Work closely with the Legal team so that they are aware of any regulatory issue relating to the product, or any issue that may arise.
- Keep assessing the risks to ensure no issue goes unnoticed.
- Ensure proper and effective communication to all members of the team so that everyone understands what is expected from them.

Post-Launch Proposed Solution

A/B test based on post-launch user feedback

Users fail to enter their credit card details. They start but do not finish capturing their credit card credentials.

Possible options

- Add Credit card scanner
- Add autocomplete for the credit card numbers
- Implement Apple Pay
- Implement Google Pay

I have selected the first option for the A/B testing

Group users into two groups

Group A (Control) - Change nothing on the payment. Let it remain as was

Group B (Variant) - Implement the credit card scanner

Compare results of how users interact with the payment section from these two experiments. If more users complete transactions with the credit card scanner

compared to Group A, then the credit card scanner is the preferred option for most users.

Hypothesis

The credit card scanner will make it easier for users to complete transactions so we will see more transactions completed in Group B