

Business Requirements

Executive Summary

Olive will be a responsive web app that collects health data and medical records for a user on one platform and helps users develop healthy habits through self-monitoring on a macro scale.

Target Audience

Our target user is women between the ages of 18 and 65 with a growth mindset who are interested in tracking health from a macro-perspective. The granular several times daily tracking required by most popular apps can be a trigger to some in recovery for eating disorders, or less than ideal for those who want to use their phone less. But for those who already use these apps, Olive offers a centralized platform to collect and analyze this data. Olive will offer an alternative and streamlined way to track eating habits, activity, health data, and emotional wellbeing on one platform from a macro-perspective.

Competition

Direct competitors include the apps Fabulous, Recovery Record, Weight Watchers, Noom, Apple Health, and Solstice Health. Solstice Health is the only competitor that offers a service for consolidating all medical records for a user by contacting doctors directly for them. Apple Health is able to collect a lot of data in one spot, but it's the user's responsibility to input/upload. The other competitors are mobile apps that use cognitive behavioral science techniques to develop positive, healthy habits in their users.

Risk/Opportunity

The primary risk of our web app is securing health data and HIPAA compliance. Additionally, there is risk losing out to users who would rather track their health with a mobile app. For this same reason, however, we have the opportunity to attract users who don't want to add another app to their life, but rather add a web-based platform to view all data in one spot that does not need to be accessible throughout the day.

Additionally, there is the opportunity to partner with competitors to allow a user's information to be synced across devices. This would allow users to continue to use any apps they already love but offer a web-based platform for looking at all collected health data in one spot, alongside medical records.

Conclusions

With so many successful health apps already on the market, Olive will not attempt to replace any of these that the user already uses. It will offer some tracking features, but it's primary goal

will be to collate all health data and records in a one web application. The user can track their health progress from a macro-perspective, avoiding obsessive behaviors or triggers such as calorie counting and weighing in.

S.M.A.R.T. Business Objectives

1. Create a web application that compiles all health data and medical records on one platform.

Measured by: User Testing. **Delivered by:** 4 months after project start date.

2. Gain 1000 new users in first 3 months. **Measured by:** Count within 180 days. **Delivered by:** 180 days of launch.

3. Partner with existing mobile-based apps for syncing data and widening our potential user base. **Measured by:** Number of partners. **Delivered by:** 3 months after start date, prior to handoff to developers.

Scope

The basic components of this project are:

- Consolidation of medical records: We'll offer a service to compile all medical records of a user who only needs to provide doctor's contact info and sign HIPAA waiver.
- Syncing existing apps to collect data: Allow users to compile data and continue using apps they like, such as Apple Health or Fabulous or MoodLog
- Alternative web-based tool to track wellbeing: Users can track food, emotions, weight (or thoughts about size of body), and mental wellbeing with basic information
- Macro-view of health: Provides an overall view of mental and physical health

Functional Requirements

The app itself will include these features:

- Onboarding page
- Sign-up/log-in page
- Free trial/plan selection
- Home screen/dashboard
- Menu
- Synced apps/devices page
- Daily reflection page (input info on areas not already being tracked with a synced app)
- Medical record repository
- Education and training feature for supporting content

High-level Delivery Schedule

Weeks 1-2

User interviews, user stories, flow charts

Low Fidelity wireframes and prototype

Begin seeking partner apps

Weeks 3-4

Test Report on low-fidelity prototype

Mid- and High-fidelity wireframes

Begin collecting resources for education

Weeks 5-6

User interface design finalized and implemented

Confirm partner apps

Weeks 7-8

High-fidelity prototype

User testing and Report on high-fidelity user testing

Weeks 9-10

Finalized app complete

Final Testing

Weeks 11-12

Application launch