

Task 1.9: Business Requirements

By: Minal Bombatkar



1.9 Business Requirements Doc: Yoga Expert App

The goal of this doc is to align all stakeholders on what this application does, who it is for, and what it will take to build it.

Executive Summary

Target Audience

The minimum age for this app is 18, the upper age range is 38-41.

The mindset of our target user is someone who enjoys Yoga before pregnancy, want to practice during and after pregnancy. Also users who don't know anything about yoga.

Competition

Some obvious competitors are sites such as Quora, Ask an expert, Magnifi as they all provide general information on any topic in all categories. More specific competitors include [Gaia](#) and [Track Yoga](#) as they focus more on guides for every one and not specialise in the Prenatal Yoga.



Executive Summary

Risk/Opportunity

The primary risk is that our app will get lost in the competition. There are a few, seemingly popular apps that offer Yoga. Some even offer guides for pregnancy yoga. This could make it hard for us to stand out. But opportunity is that, no app or website provides the expert consultation in prenatal yoga through video chat.

Conclusions

To ensure the success of “Yoga Expert” app, we will need to attract the target audience by smart marketing and our app’s features as seamless integration of good design and user friendly interface. The goal is to consume the space with innovative idea of pregnancy yoga consultation by yoga expert through video chat.



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

Design and launch a simple yet robust application for Yoga Expert app.

Measured by : Initial user tests and Market size estimates

Deliverable by 1.5 months from start date. Gain 200 signups within the 1.5 month of launch.

Try to gain 8% of market share.

Measured by: Signup count within first 15 days.

Delivered by: 45 days after product release.

Achieve a user review rating of 4+ stars.

Measured by: The user reviews in the App Store and Play Store.

Delivered by: 2-3 months from start date.

Scope

- Application: Design and launch a simple yet robust application for Yoga Expert app
- Website: A desktop website with the same maps and features so users can access data on multiple devices.
- Marketing: Strategy and plan to promote, educate, and receive reviews.
- Social media: An open line of communication with the user for feedback, advice, tips, recommendations, FAQ, troubleshooting, and sharing experiences.



Functional Requirements

- An onboarding page (a screen or screens that show the user the basics of getting started)
- A way to sign up and log in that allows users to input and save their personal information
- Home screen or dashboard where users can access their information
- Basic admin area for managing users
- Menu that allows users to navigate the application
- A way to browse experts and post a question to them
- Payment details, a way of paying for an expert's time

Delivery Schedule

WEEK 1-2: User Surveys, User Interviews, User Personas, Stories and Flow Charts

WEEK 3: Low-fidelity prototype, application framework

WEEK 4: High fidelity mock ups and Finalized user interface

WEEK 5-6: Usability testing with high fidelity prototype, Develop marketing plan, Finish user testing

WEEK 7-8: Start the development of app and website

WEEK 9: Marketing before launch, Complete the development and final testing

WEEK 10: Application launched, website launched, forum and social media launched

