[Background](#_ozclv6tfv4b4)

[Problem](#_nkln26ipkwdu)

[Goals](#_anwafvz6dlss)

[Success Metrics](#_gmwm3znontp9)

[Key Features & Scope](#_yyxcidgfny8e)

[Core UX Flow](#_6ba0fq6yi6tn)

### 

### **Background**

### As per CDC (Centers of disease control and prevention) total medical cost, lost work and wages for people with diagnosed diabetes is $327 Billion.

### Due to lack of awareness of effective measures which needs to be taken by patients to treat diabetes at the right time, the disease is growing at pace.

### We are building a very effective preventive solution for type 2 diabetes patients to treat diabetes at an early stage in order to improve the well-being of diabetic patients as well as save expenses and cost of treatment

### **Problem:**

• Increasing rate of diabetic patients. In 2019, there were total diabetic cases of - 34.6 M which is 10.5 % of US population.

• High medical expense for diabetes patients which is total of ~$327 B within US.

**Benefits:**

* Patients can easily control their diabetes at an early stage by simple lifestyle changes and need not to go to doctor for every small queries.
* They can book live video session with doctor in order to get the consultations.

**Key Insights**:

* 34.6 M type 2 diabetic patients (10.5% of US population)

**What Competition do ?** :

* Tracking and monitoring of blood sugar and insulin.
* Logging diet and physical activities.

**Why does this matter**

### It can treat diabetes at very early staging by simple lifestyle changes.

### Saves overall cost of $327 B spent on medical, lost work and wages for people with diagnosed diabetes

### Medical expense is 2x of diabetic patients in compared to patient without diabetes

### Risk of early death for adults is 60% higher than adults without diabetes.

### **Goals**

* Our goal is to become one stop solution for digital diabetes management.

### **Success:**

* Target subscription user base is met ( 20% of type 2 patients of KP)
* 80% of subscribed user met their goals and controlled diabetes

### **Success Metrics:**

* App store rating and review greater than 4+
* 7% of conversion rate to premium membership of total user base

### **Key Features & Scope**

* **Booking online appointment and video session with health care professional (P0)**

1. We will show book icon on home page as a CTA for user to make booking
2. When user click on book icon , we will show them different categories of health care professional to make the booking such as – doctor , dietician , fitness expert , health care professional.
3. On selecting a category user will be redirect to the list of health care professional . They can select one of one.
4. Thereafter, as per the availability of health care professional , we will ask user to select the time slot and date.
5. On selection of date and time , booking will be confirmed.
6. We will provide user a link to join the video conference which will be active at chosen date and time
7. User can opt for notification and adding the schedule to their calendar.

* **Live chat with health care professional (P0)**

1. We will show Live chat icon on home page as a CTA to user
2. When user click on icon , we will show them different categories of health care professional with whom they can chat such as – doctor , dietician , fitness expert , health care professional.
3. On selecting a category user will be redirect to the list of health care professional which is available to chat.
4. Thereafter, on selecting the doctor user can chat with them.

**Scope:**

* Video conference platform is using third party and will be active only on the booked time
* Live chat platform is another software belong to third party which we will integrate with our system
* Our system will enable user to book the appointment ,select the doctor and time thereafter we will redirect user to video or text chatting platform which we integrated with out system.
* The look and feel of the chat platform will be same as user is chatting on our platform only , just we integrate their API’s.

Logging platform for meals and exercise (P1)

* User will be able to log breakfast , lunch and dinner

Calories calculation for logged meal (P2)

* System will be intake of carbs, fat , fiber and protein of the diet meal logged

Diet and physical activities recommendation (P2)

* We will recommend diet plan as per patient condition.

### Core UX Flow:

<https://www.figma.com/file/XbDrmtCqzBuuceUn1hG0Rj/KP-GoDiab-Improved-v2?node-id=0%3A1>

### 

### 