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**Background Information**

### 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 Statement**

* 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.

**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.

### **Product Goal**

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

### **Key Features of the Product**

* Book appointment for video session with health care professional
* Live chat with health care professional
* Logging platform for insulin , blood sugar and hemoglobin
* Logging platform for meals and exercise
* Logging diet and physical activities
* Generate insulin and blood sugar reports weekly / monthly / quarterly based
* Calculate calories intake from logged meal and calorie burn from physical activity
* Personalized meal and exercise recommendation based on health condition

### **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

**Target Market**

34.6 M type 2 diabetes patients ( 10.5 % US population )

But initially in first year , we will target Kaiser Permanente diabetic type 2 patient, since it is easy target to acquire maximum user and save patients cost and expenses.

**Total Addressable Market ( TAM)**

TAM = Average revenue per user \* Total market user

= $2400 \* 34.6 M = $83 B ( approx.)

**Assumption based on data source and reference:**

* [Type 2 diabetes spend per year- $2400 per year](https://www.healthline.com/health/cost-of-diabetes" \l "5)
* [US population- 329.45](https://worldpopulationreview.com/countries/)
* [Diabetic percentage-10.5% of US population](https://www.cdc.gov/diabetes/data/statistics/statistics-report.html)

**Competitors**

**1) MySugr :**

* It is digital health company aims to improve the health of people with diabetes
* It focuses on gathering diabetic data and provide optimized detailed reports

Revenue: $3M

Subscriber Base: 2M+

**2) One Drop**

* It is a global digital diabetes care provider in terms of diabetes app portfolio, service offerings, performance, and strategy.
* It is using **mobile computing and data science** to transform the lives of diabetic patients by bringing affordable, accessible care through mobile app solution.

Revenue: $5M

Subscriber Base: 1M+

**Data Source and Reference:**

* [One Drop revenue](https://www.owler.com/company/onedrop?__cf_chl_captcha_tk__=d784586ecf01ba87bc9e0c10898bedaa9282a052-1589651746-0-AQv9dq0hNSZLeB0ncSFVVMchD9xvffL0C3NWif5IsgRz9_5Y6nwzeaPHR347WIx2Gg03QuyCfWzApI4NVUU7Qvxo2mgB3uaDtLJerAf_V45hbgZ2_bto5p4A6Zzx_PpbLlqZn)
* [My Sugr revenue](https://www.owler.com/company/mysugr)

**Acquisition Channel Strategy**

1) Channel 1 : Add on Kaiser Permanente website/app

Why this channel will work because it will help us to connect with existing KP patients who are facing diabetes

2) Channel 2 : Posted advertisement in KP campus

Why this channel will work because these advertisement can catch the patient eye while they are in hospital and can directly enquire about it.

3) Channel 3: Email Campaign

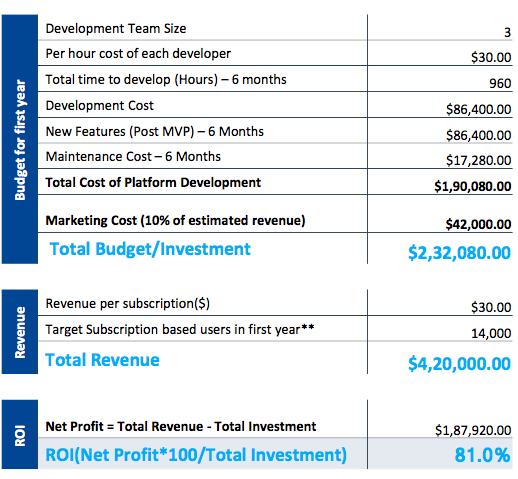
Why this channel will work because KP has existing user database to whom we can promote our app launch.

**Marketing guide & marketing message**

You may access the guide [here](https://drive.google.com/open?id=1jKjDdfmhJnD0ifJWvTzy_f6aHRaz2w4P)

**Product Pricing Strategy**

Revenue goal of the product in first year : $4,20,000.00



**Justification of Goal:**

Based on competitor pricing per year which is around 40$-50$ , we have decided to keep our subscription plan relatively lower than our competitors for increasing user acquisition .

Target Subscription for first year will be 7% of total acquired user.

Target acquire type 2 diabetic user = 10% of total KP Patient

**Pre-Launch Checklist**

List of the team need to work with before Launch:

* Marketing
* Sales
* Customer Support
* Engineering
* Product team
* QA

Points to discuss with each of them :

1) Marketing- Are they ready with all designed marketing strategies and campaign to run digitally.

2) Sales – Ready to pitch customer with sales support document and guide. Understanding of pricing model- freemium and premium membership costs and referral discounts. Everything related to pricing of product.

3) Customer Support team- Gone through product and training document . Are they have enough information to handle customer problem after launch ? Is the zendesk or customer ticket platform with access is ready ?

4) Engineering team – Deployment , build and release notes are ready to go before launch. Prepared plan to roll back the changes / upload previous build in case of any critical failure .

5) Product team – Discuss with other feature teams to confirm they have handled the impact that might have on the other feature in case any.

6) QA – Determine the health check of the app? Are there any blocker or critical issue which might affect launch? If not , what are the known issues?

**Risk factors and Mitigation**

1) The third party chatting platform is not up. Although risk is only of 2% , as we are assured it will be running 98% of time but what if in extreme case during downtime.

Mitigation of risk:

In the extreme case of down time we will provide contact number of our salesperson who will address this problem to our team.

2) Doctor or health care professional do not show up for video chat at the time of booking done by patient.

Mitigation of risk:

In the case , doctor do not show up for video chat , we will ask user feedback about call . If they select doctor is not available we will sent them an email and Whats app message to confirm his next earliest and auto reschedule the video chat with another available doctor.

3) ) The third party video conversation platform is not up. Although risk is only of 5 % , as we are assured it will be running 95% of time but what if in extreme case during downtime.

Mitigation of risk:

In the extreme case of down time , we will notify user in advance to reschedule the video chat .

**Sales and Customer Support Guide :**

You may access the guide [here](https://drive.google.com/open?id=1orryhHreavy8ms9lRSSpAdjS2jdtKUoS)

**User Guide :**

You may access the guide [here](https://drive.google.com/open?id=1LWyVds_sG2PLXLrmitBrY4BubgXPomJd)

**Post Launch Activities**

**Launch - email :**

You may access the Launch email [here](https://drive.google.com/open?id=1LWyVds_sG2PLXLrmitBrY4BubgXPomJd)

**Product Iteration after launch:**

Post Launch data review:

Total no of new users: 38,500

User retails end of week 5 : 9,702

**Problem:**

Your users are adopting the app, but they are not granting you permissions for notifications (only 10% of all your users granted you notifications permissions. What can you do to improve that?

**Proposed solution:**

By default we will enable notification of our app and provide feature to mute the notification if needed by user.

We will provide configuration for the user to choose number of notification they want to receive . They can also configure the type of notification they want to receive like offers, discounts , marketing , personalized messages.

**A/B test for proposed solution:**

We will enable initially for 10% of the user for 1 week and observe the response of user .

**Success Metric:**

For A/B test of 10% of total user , more than 40% of user do not mute the notification.

**Description of control and variant :**

Variant is number of users and control is notification rollout to number of users as we want as per user response.

**Hypothesis:**

Our hypothesis is we will increase the rollout by 10 % every week if more than 40% user do not mute the notification.

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