youHealthy
PRD

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STATUS: DRAFT

Background

Due to an increasingly busy routine, health care is not always a priority. The result is that most people still leave to seek medical treatment only when the symptom of the disease has already manifested. Thus, preventive actions can generate positive impacts on people's health conditions and reduce the negative impacts of a disease on their daily lives. Through more intelligent monitoring, in real time, your individualized information and recommendations for activities can avoid future problems.

Problem

Although there is a genetic component in the development of diseases such as type 2 diabetes - which makes some people more likely to develop the disease than others - studies have already shown that it is possible to delay or prevent its development.
Improve and maintain the quality of life, increasing their disposition and avoiding more aggressive treatments in the future. By investing in prevention, it is possible to decrease spending on medications, avoid side effects of stronger medications, reduce the chances of illnesses resulting from complications and many other benefits

Goals

Create a mobile platform where you can share:
- Food and exercise tips aimed at preventing a disease.
- Promote the exchange of information between health professionals and the community.
- You can request to create custom programs.
- Keep stored information that allows you to monitor its evolution.

Success Metrics

- Launch an app that has at least 4.5 stars on the app store.
- 20% monthly growth in the first 6 months.
- High user retention rate.

Key Features & Scope

Priority	Feature	Description
P0	Controle Weight	The user can record his body weight to follow his evolution according to the desired goal
P0	Manual Blood Measurement	The user can manually enter their sugar measurements for follow-up.
P1	Synchronize Blood Measurement	The user can synchronize his sugar measurements with the meter he uses
P0	Control Weight Reports	Reports showing the evolution of recorded body weight
P0	Blood Measurement Reports	Reports showing the evolution of recorded blood measurements
P0	Activities	Execution of physical activities
P0	Recipes	Recipe Videos
P0	Tips	Daily tips
P1	Synchronize Wearables	Synchronize activity information collected by wearables (Fitbit, Garmin, ... etc)

Core UX Flow

Prototype

Target Market

- Type 2 diabetes patients.
- People who want to control their weight.
- People who want to do physical activities and register it.

Total Addressable Market

Total USA population: 328 million

Average revenue per user: $5

TAM: (328 x 5) x (12 months) = $19 billion

Sources:

https://www.diabetes.org/resources/statistics/cost-diabetes

https://www.cdc.gov/diabetes/data/statistics/statistics-report.html

Competitors

mySugr - Diabetes App & Blood Sugar Tracker
- Offer a free diabetes registration book that assists in controlling the disease.
- Users can play challenges previously defined in the application.
- Integration with blood sugar meters.
- Integration with Eversense App and Google Fit.
- Over 1 million installations.

Annual estimated revenue of $4.1M.

Sources:
https://www.owler.com/company/mysugr
https://apps.apple.com/us/app/mysugr-diabetes-tracker-log/id516509211

adidas Training by Runtastic - Workout Fitness App

- Provides free and paid drills and exercises divided by categories.
- Allows the user to define their goal.
- Offers videos demonstrating the execution of the exercise.
- Over 10 million installations.
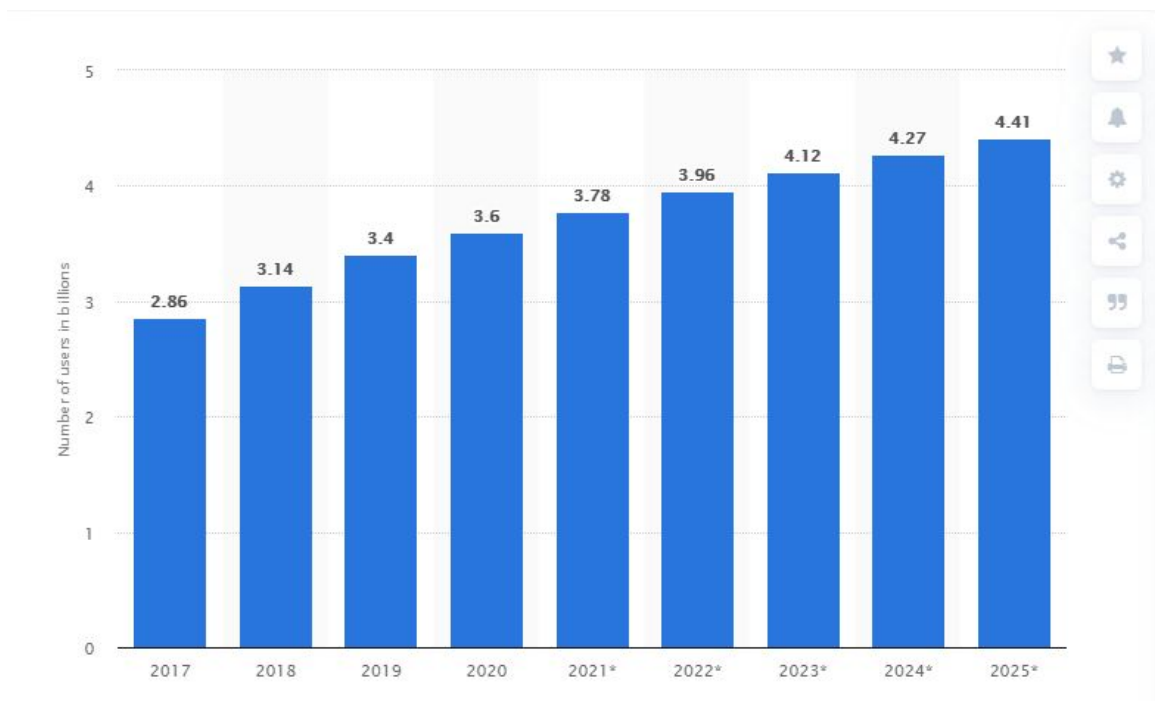- Annual estimated revenue of $56.4M.

Sources:
https://www.owler.com/company/runtastic
https://www.runtastic.com/

Acquisition Channel

Social Media

Currently, more than 3.8 billion people use social media regularly.
Considered by most companies as one of the most profitable marketing platforms for companies.

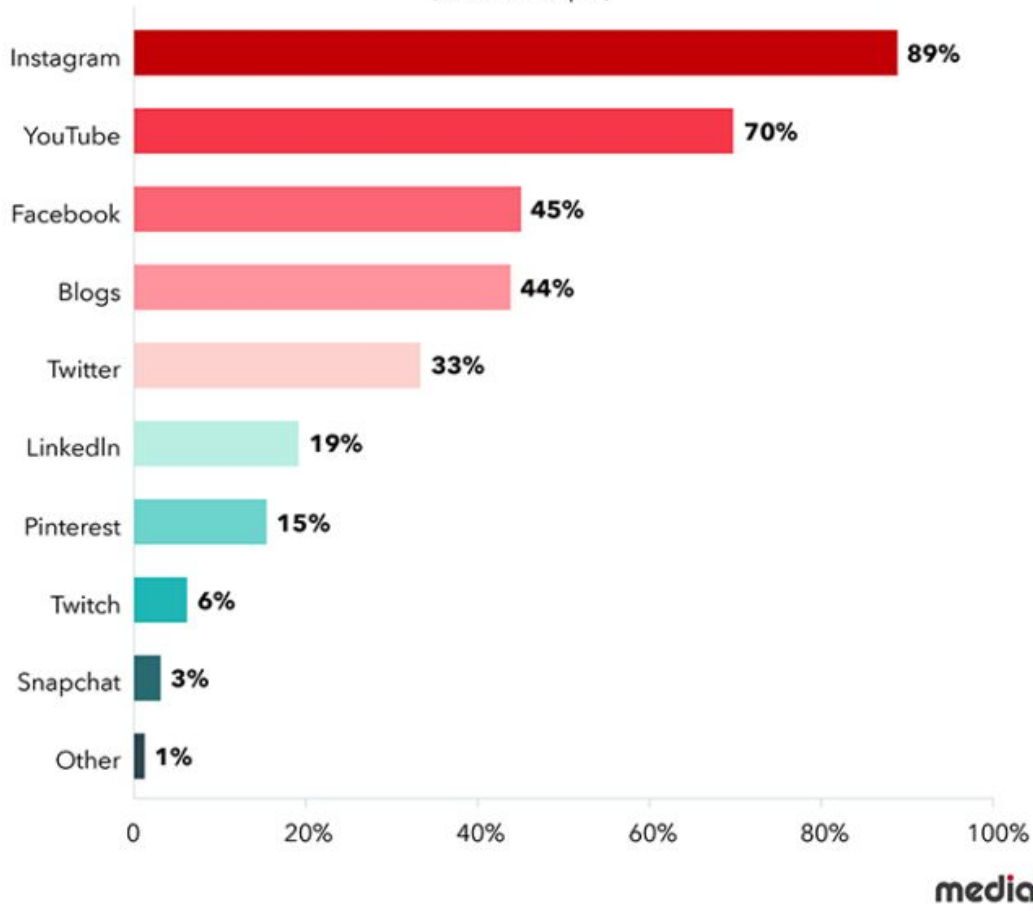Number of social network users worldwide from 2017 to 2025(in billions)
Source: https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/

Affiliate and Influencer Marketing

Create partnerships with people to promote the product and / or brand. So-called influencers are very popular people in their target market and help boost consumption of something when they share their experiences with using the product.

WHICH SOCIAL MEDIA CHANNELS ARE MOST IMPORTANT FOR INFLUENCER MARKETING?
(Select multiple)

Instagram — 89%
YouTube — 70%
Facebook — 45%
Blogs — 44%
Twitter — 33%
LinkedIn — 19%
Pinterest — 15%
Twitch — 6%
Snapchat — 3%
Other — 1%

mediakix

Source:
https://www.bigcommerce.com/blog/influencer-marketing-statistics/#10-most-important-influencer-marketing-statistics-for-2020

Search Marketing

Search engine optimization (SEO), also known as organic search marketing, is a popular method of acquiring customers because it is relatively easy and very economical.

SEO is far from an exact science, but there are some proven methods to help improve the ranking of your content, such as creating indexable content.

Marketing Guide

[Marketing guide document.](#)

Pricing Strategy

The goal of the recipe is to become profitable, self-sustainable and meet expectations until the first year of production. The following parameters are used to measure that we reached the revenue goal:

- More than 3 million users with subscriptions.
- For users without a subscription plan, revenue will come from advertisements.

Revenue goal

The expense for the product to be active for one year is $ 1 million.
After launch, the product has about 15,000 active users.

Revenue strategy:

In order to meet the target within a year, the following pricing strategy must be followed:

Subscription model:
● Users with unsigned accounts will have access to the basic functionality of the application.
● Users with monthly accounts, in addition to the basic features, will have access to exclusive features that even include customized plans.

Pre-Launch Checklist

- Product development
  - Is the development finalised and signed off after testing? Is the necessary documentation ready?

- Product team
  - Does our team know how it will be measuring the level of the launch success?

- Legal and Compliance
  - Has our legal department developed a customer-facing legal agreement? User's legal responsibilities and the way you'll provide our technology to a customer. This also includes compliance with such regulations as GDPR.

- Sales and Marketing
  - Get in touch with user groups offering a detailed explanation about the project.
  - Develop a digital marketing strategy to attract and retain users.

- Customer Service
  - Help users by answering questions, receiving complaints or suggestions for improvement related to the product.

- Writers
  - To write release notes for the App Stores.
  - To write blogs and create content.

Plan for Risks

Risk factors:

There are many risk factors involved in creating a project, among the main can be mentioned: technology, people, organization, tools, requirements and estimates.

- Technology: if the application will be resilient it will be able to recover from failures and keep working.
- Quality: Will new languages align with the user interface?
- Marketing: Marketing campaigns can require large budgets.

Mitigation Plans:

- Internal tests can be performed with the QA and engineering team to ensure that the system is able to recover from failures.
- Marketing companies can assist in the development of campaigns and messages that are aimed at specific groups and that are part of the focus user group.
- User interfaces can be valid during the development process
- The team needs to be open to accepting successes and failures and, in addition, being prepared to expand as the product grows. A product's success can be measured by analyzing key product metrics after the initial launch week.

Guide for Sales and Customer Support

[Sales and Customer Support Guide](#)

User Guide

[User Guide](#)

Launch Email

[Email](#)

Post-Launch

After analyzing the product metrics, it was identified that only 10% of users are authorizing the receipt of notifications through the application.
Given this scenario, some points evaluated:
- Request permissions when the basic presentation of the application is presented, right at the beginning of the experiment.
- Assess whether all notifications are really necessary and present arguments for it to be presented.

Key Metrics:
- Number of downloads.
- Number of Installations.
- Number of uninstalls.
- Number of conversions.
- Churn rate.
- User growth rate.
- Retention rate.
- Daily active users / monthly active users.

Control and variant:

- Users in the control group will have the same resources.
- Users in the variant group will have access to exclusive content. In addition to the exclusive content, this group can suggest the app to friends.

Users coming through friend suggestions will have access to the basic application package.

Hypothesis:

Users originating through the option of referring a friend will increase the number of installations, conversion rates, chun rate, user growth rates and number of active users per day / month.