

Kaiser Permanente

Managing Product Development

Product Manager: Diana Vile



Updated PRD & Prototype

Kaiser Permanente

Project- HealthY

Kaiser Permanente is looking to enter into the preventative care space to help their patient base increase physical activity and improve on healthy habits. While the overall goal is improved patient satisfaction and well being, the specific financial goal is reduced cost by emphasizing improved health prior to any adverse conditions developing. Overall, KP wants to decrease spending on conditions such as type 2 diabetes

Updated PRD

Kaiser Permanente Project

Kaiser Permanente is looking to enter the preventative care space to help its patient base increase physical activity and improve healthy habits. While the overall goal is improved patient satisfaction and well-being, the specific financial goal is reduced cost by emphasizing improved health before any adverse conditions develop. Overall, Kaiser Permanente wants to decrease spending on conditions such as **type 2 diabetes**.

Background

In the United States (US), **6 in 10 adults live with a chronic disease**, and 4 in 10 adults have more than one. Potential causes include *poor nutrition* (90%), *lack of physical activity* (50%), *excessive alcohol use* (20%), and *extensive tobacco use and exposure to second-hand smoke* (25%). A combination of these potential causes often leads to chronic diseases. Moreover, every **2/3 in 10 premature deaths of adults** (20-30%) could be prevented by conducting physical activities. 90% of these costs could be saved with preventive healthcare.

The US spent **\$4.1 Trillion in Annual Health Care Costs** on chronic disability such as diabetes, depression, high blood pressure and heart diseases care and premature death". Take **Diabetes**. In 2022, 133 million Americans (both children and adults) were diagnosed Diabetes (37M) and Pre-Diabetes type 2 diabetes (96M). That year, \$327 billion is spent on treating diabetes, a chronic disease related to lack of physical activity and poor nutrition. In addition, \$117 billion is spent annually on treating diseases related to insufficient physical activity and \$173 billion related to poor nutrition.

- Diabetes healthcare costs in total (adults & children): \$327 billion.
- Adults with Diabetes: 77.8% (adults) * 133 million Americans (total population): 103.474 M Adults with Diabetes.
- Preventable Diabetes healthcare costs for Adults: \$327 billion/103.474 M Adults with Diabetes= 3,160.21416B * 90% = **2,844.19274 billion**.

Updated PRD (page 2)

Problem

Chronic diseases such as Diabetes and Pre-Diabetes (Diabetes type 2) not only affect people's health, it also affects their productivity at work, due to frequent medical and hospital visits with a calculated \$2.8 Billion of unnecessary healthcare costs if preventive healthcare is taken more seriously.

As a result, Kaiser Permanente aims to **reduce expenses on preventable diseases**, such as Diabetes and Diabetes type 2 (Pre-Diabetes), **increase health awareness** and **promote fitness and physical activity as a healthcare provider**. Therefore, Kaiser Permanente is currently partnering with health-related businesses and technology partners to create tailored health initiative programs for the existing Kaiser Permanente App on mobile devices iOS and Android. These digital modules in the form of Paid Subscription to the existing free Kaiser Permanente App are:

- Module 0: Healthy tips from Health pros.
- Module 1: Sports & Nutrition.
- Module 2: Self-care (future build).

Consequently, we propose a **Paid Subscription add-on Module** to the existing application to promote physical activities and improve customers' nutrition. Assuming 5% of the 12.6M Kaiser Permanente members will subscribe and benefit from it in the first year. In the second year, we focus on attracting more customers to subscribe and increasing our member base and creating the second module Self-care.

Updated PRD (page 3)

Goals

First-year:

- Build an application that encourages customers to perform physical activities and manage their nutrition.
- Provide personalized training and nutrition programs to paid subscribers.
- Decrease diseases associated with lack of physical activities.

Second year:

- Increase the number of subscribers' base.
- Improve patient satisfaction and well-being.
- Reduce annual health costs.

Updated PRD (page 4)

Success Metrics

- 5% of current members (12.6M) use the subscription model.
- 30% of current members (12.6M) download the Application.
- 50% of application users with Paid Subscription module reduced the infection of chronic diseases.

Updated PRD (page 5)

For **Phase 1 of the HealthY Paid Add-on modules** for the Kaiser Permanente app, we will focus on building the basic functionality (Module 0), *not including Fitness & Nutrition (Module 1, phase 2) or Self-care (Module 2, phase 3)*:

Priority level:

- P0 = launch blocker. The product will not launch without this feature.
- P1 = desirable for launch, but not required. Will follow after launch.
- P2 = nice to have.
- P3, P4 = unlikely to get built.

Updated PRD (page 6)

Key Features & Scope

Handoff [What are we building? What are we explicitly not building?]

Prioritization	Feature	Description
P0	Register to HealthY	The User will be asked to register for the (paid) app. User-sensitive data such as name, Health ID-number and email address will be asked consent for.
P0	Log in to HealthY	After registration, the user will be asked to login to the (paid) app.
P2	Create a profile	Upon Registration, the user will be able to create and edit their profile.
P0	Create a HealthY Goal	The user will be able to choose different HealthY Roadmaps to start to improve his health one step at the time. Goals are predetermined and follow a fixed path.
P1	Create a health Test	Each main goal start with a health test.
P3	Get Health Test Results	At the end of each health test, the results will be available inside the app and/or sent to an email address. This will help the user to know how his health is and how it can be improved.

Updated PRD (page 7)

Note: This is not a complete PRD.

It only includes the relevant section for this project, which is feature requirements.



[Prototype](#)
[V2](#)

Core UX Flow

Handoff: Link to mocks

Iteration 1:

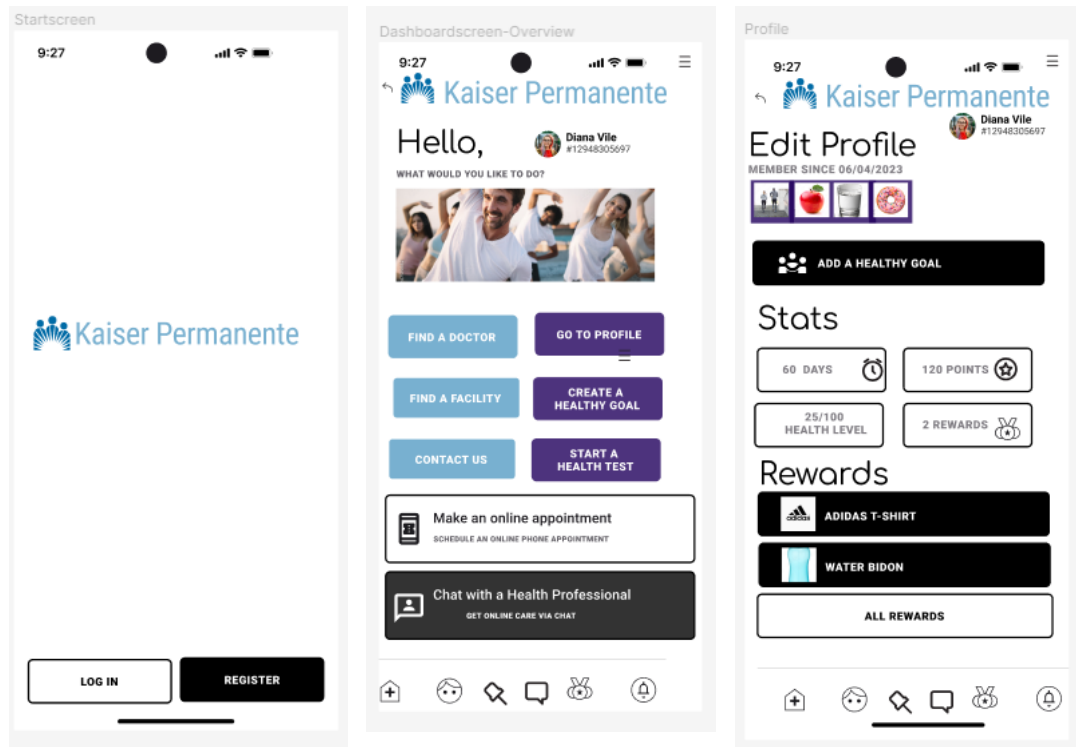
[V1- Design- HealthY](#)

[V1- Prototype- HealthY](#)

Iteration 2:

[V2- Design- HealthY](#)

[V2- Prototype- HealthY](#)



Test Plan

Create a test plan to validate everything is built to spec and working correctly

Test Plan:

Priority	Features	Scope	Objectives
P0 (1)	1 Register HealthY	Registration	User can register for Premium subscription (paid add-on HealthY)
P0 (2)	2 Login to HealthY	Payment & Login	User can login to Premium subscription (paid add-on HealthY)
P0 (3)	3 Create a health Goals	Log health goals (max 12)	User can create a health Goal in HealthY app. (Max 12.)
P1 (4)	4 Create a Health Test	Health Test	Users can do the Health Test.

Test Cases: Functional Requirements

Priority	Key Feature 1: REGISTER	Steps (to trigger feature)	Expected Behavior
P0 (1)	Test Case 1: The user can register for HealthY, the paid Add-on Module for the Kaiser Permanente App.	<ol style="list-style-type: none">1. Load application logo.2. Show start screen login/register.3. Choose the register button.4. Show a registration page.5. Show a Save button (save data to cloud).	User-sensitive information (email address and password) is stored in the cloud in < 10 sec.
P0 (2)	Test Case 1-1: The user can use their credit card during the checkout flow.	<ol style="list-style-type: none">1. Show payment options at the register.2. Select a credit card.3. Fill in details.4. Choose the option "14 days for free".5. Show "payment renews automatically each month after the trial period unless you unsubscribe before".	Storage payment data of users in the cloud via encrypted data in < 20 sec.
P0 (3)	Test Case 1-3: The system sends a notification of registration to the user.	<ol style="list-style-type: none">1. Send email notification of registration link to user e-mail with login details.	The system sends a register notification to the user's email in 1 minute.
P1 (4)	Test Case 1-4: The user will receive an e-mail reminder, 3 days before the end of the trial period.	<ol style="list-style-type: none">1. 3 days before the expiry of the trial period, send an automated email to the customer.2. Day of renewal, if cancelled, send thank you email and deactivate access to Paid account.3. Day of renewal, if not cancelled, take money from the credit card for next month.4. Send an email to customer to inform month is paid.	The store can process 20,000 credit card transactions at any given time in < 5 minutes.

Test Cases: Functional Requirements

Priority	Key Feature 2: LOGIN	Steps	Expected Behavior
P0 (1)	Test Case 2: The user can log in to Kaiser Permanent App, Healthy, after registering.	<ol style="list-style-type: none"> 1. Load application logo. 2. Show start screen login/register. 3. Choose the login button. 4. Show a login page. 5. If paid> fill in login details. 6. If NOT paid after trial> redirect to the payment page. 	User-sensitive information (email address and password) is being stored in the cloud in < 10 sec.
P0/1 (2)	IF NOT PAID after trial Test Case 2-1: The user can use their credit card during the checkout flow to pay for the Paid Add-on Modules. <i>Might not be needed, as the user interview suggested. Available in Apple or Google Store.</i>	<ol style="list-style-type: none"> 1. Show payment notification on login. 2. Select a credit card 3. Fill in details. 4. Choose the option "14 days for free". 5. Show "payment will be renewed automatically each month after the trial period unless you unsubscribe before". 	The user will receive an email with login details & link 1 minute after payment.
P0 (3)	Test Case 2-2: The user can choose a password to login.	<ol style="list-style-type: none"> 1. If paid, the user can fill in login details. 2. Once logged in, the main screen with goals is shown. 	The system sends a Notification in < 30 sec.
P1 (4)	Test Case 2-3: The user can change password.	<ol style="list-style-type: none"> 1. The user selects Forgot Password. 2. An email is sent to the user. 3. The user clicks on the link in the user to reset the password. 	<ul style="list-style-type: none"> - The system sends a "change password email + link" in 1min. - Automatic confirmation of password changes is sent.

Test Cases: Functional Requirements

Priority	Key Feature 3: Health Goal	Steps	Expected Behavior
P0 (1)	Test Case 3: The user can create a health goal.	<ol style="list-style-type: none">1. User clicks on the black + button below to add a health goal.2. User clicks on the white button Health Goal above to log a new health goal.	The system stores the log of the Health Goal of the customer in the cloud < 5 sec.
P1 (2)	Test Case 3-1: The user can select a health goal in main Goals screen.	<ol style="list-style-type: none">1. The User selects the health goal from the Main Goals screen.2. Health Goal opens.3. Short description of Goal details.4. HealthY Roadmap Health Goal is showing.5. Customer starts with step 1, Health Test.	<p>The system opens the selected health goal on the health goal page < 5 sec.</p> <p>The system shows the HealthY Roadmap of the health Goal < 5 sec.</p>

Test Cases: Functional Requirements

Priority	Key Feature 4: Health Test	Steps	Expected Behavior
P0 (1)	Test Case 4: The user can start with step 1 of Health Roadmap for a given health goal- The health test.	<ol style="list-style-type: none">1. User clicks on Health Roadmap of given health goal.2. User clicks on Next.3. User starts with Health Test.	The system stores the log of the Health Test answers of the customer in the cloud in < 10 sec.
P3 (2)	Test Case 4-1: The user can view the results of the Health Test. Not for this DESIGN SPRINT, postponed for the next one.	<ol style="list-style-type: none">1. The User finished the Health Test.2. Health Goal opens.3. Short description of Goal details.4. HealthY Roadmap Health Goal is showing.5. Customer starts with step 1, Health Test.	Notification is sent per email to the customer, about Health Test results in 1 minute.

Test Cases: Non-functional Requirements

Priority	Requirement	Steps to reproduce
P0 (1)	Test Case 1: Registrar	<ol style="list-style-type: none">1. Store User-sensitive information (email address and password) in the cloud in < 10 sec.2. Store User-sensitive payment data (credit card details) encrypted in the cloud in < 20 sec.3. Send register notification to user's email in 1 minute.4. Process 20.000 credit card transactions at any given time in < 5 minutes.
P0 (2)	Test Case 2: Login	<ol style="list-style-type: none">1. Store User-sensitive information (email address and password) in the cloud < 10 sec.2. Store User-sensitive payment data (credit card details) encrypted in the cloud < 20 sec.3. Send a register notification to the user's email with login details & link 1 minute after payment.4. Send "change password email+ link" in <30 sec.5. Send an automatic confirmation notification of the password is changed in 1min.
P0 (3)	Test Case 3: Health Goal	<ol style="list-style-type: none">1. The system stores the log of the Health Goal of the customer in the cloud < 5 sec.2. The system opens the selected Health Gaol on the Health Goal screen < 5 sec.3. The system shows the HealthY Roadmap of the Health Goal < 5 sec.

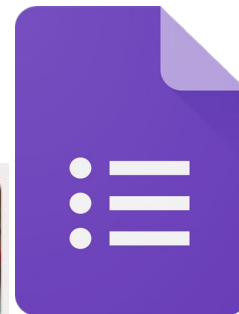
Dogfood Survey

Create a dogfood survey to get insight from real-world usage

Dogfood Survey

1-Dogfood Survey -Introduction Header

<https://docs.google.com/forms/d/1HSTJE24ukFJRpMx14hTNsR3ABIK04ovDmTtfZr9-hj8/prefill>



[Dogfood Survey Link](https://docs.google.com/forms/d/1HSTJE24ukFJRpMx14hTNsR3ABIK04ovDmTtfZr9-hj8/prefill)

Dogfood Survey- HealthY

We are testing our prototype "HealthY"- the Paid Add-on Module for the Kaiser Permanente app, the **all-in-one health app platform for Health, Sports & Nutrition & self-care**. The app encourages American adults to take care of their health one step at a time.

This is **NOT a fully functional app**. Just a few basic features (Module 0).

We would love to hear your thoughts or feedback on how we can improve your experience!

Dogfood Survey

2-Contact details

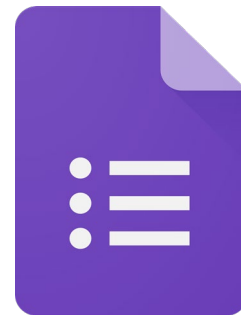
* Indicates required question

Name *

Your answer

Email *

Your answer



[Dogfood Survey Link](#)

Dogfood Survey

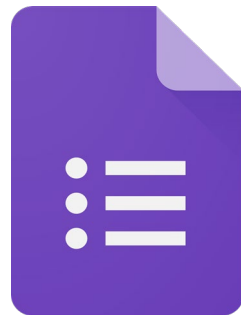
3-Question 1-2

1- What did you think about the product? *

Your answer

2-How many times did you use the HealthY feature in the last week? Pick one. *

- ☐ Not used
- ☐ 1 time a week
- ☐ 2 times a week
- ☐ 3 times a week
- ☐ 4 times a week
- ☐ 5 times a week
- ☐ 5+ times a week



[Dogfood Survey Link](#)

Dogfood Survey

4-Question 3-5

3-Why did you (not) use the HealthY feature? *

Your answer

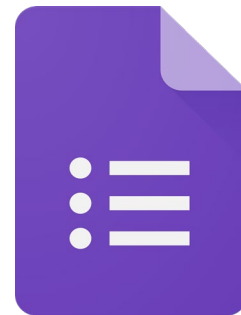
4- Did you run into any issues? *

☐ YES

☐ NO

5- Which issues did you run into? *

Your answer



[Dogfood Survey Link](#)

Dogfood Survey

5-Question 6-9

6- What do you think of **Feature 1: Register?**

Your answer

7- What do you think of **Feature 2: Login?** *

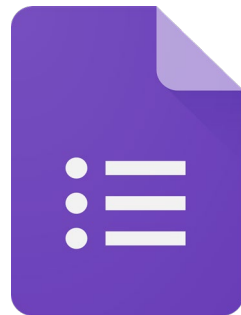
Your answer

8- What do you think of **Feature 3: Create a Goal?** *

Your answer

9- What do you think of **Feature 4: Do a Health Test?** *

Your answer



[Dogfood Survey Link](#)

Dogfood Survey

6-Question 10-11

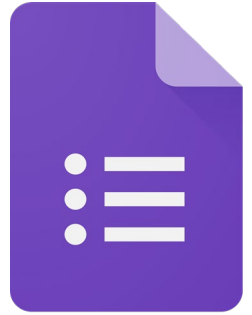
10- Are the features easy to use? *

☐ Yes

☐ NO

11- What makes the features (NOT) easy to use? *

Your answer



[Dogfood Survey Link](#)

Dogfood Survey

7-Question 12-14

12- Are the features easy to understand? *

☐ YES

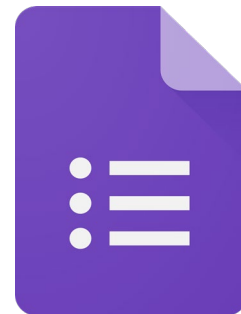
☐ NO

13- How easy to understand are the feature? *

	1	2	3	4	5	
very easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very hard

14- What makes the features (NOT) easy to understand? *

Your answer



[Dogfood Survey Link](#)

Dogfood Survey

8-Question 15-17

15- Would you recommend this HealthY feature to a friend? *

☐ YES

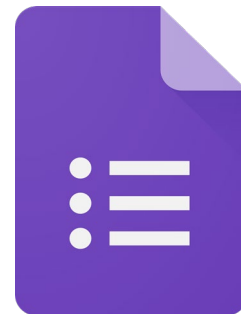
☐ NO

16- Why would you (NOT) recommend HealthY to a friend? *

Your answer

17- What suggestions do you have for improvement? *

Your answer



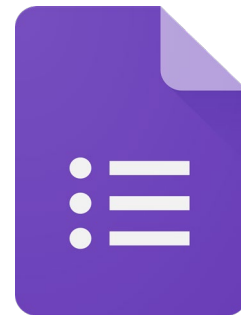
[Dogfood Survey Link](#)

Dogfood Survey

9-Question 18-19

18-Is there any other feedback you would like to share? *

Your answer



[Dogfood Survey Link](#)

19-Feedback Type

- ☐ Comments
 - ☐ Questions
 - ☐ Bug Reports
 - ☐ Feature Request
-

Dogfood Survey

10-Final words

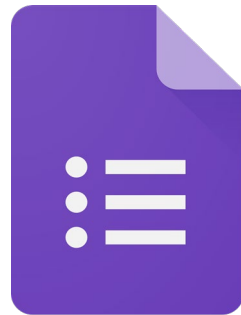
THIS IS THE END OF THE DOGFOOD SURVEY. Your feedback helps to improve our customer experience and decrease customer support issues. THANKS FOR YOUR PARTICIPATION. *

Your answer

Get link

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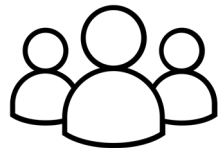
[Dogfood Survey Link](#)

Fire Drills & Prioritization

Issues come up. Keep the team focused on the things that matter the most

Team

These are the people on your team.



Leadership
team



Product
team



Tech Lead



UX Lead



Support
Lead



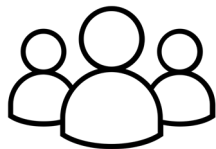
Marketing
Lead



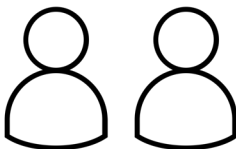
Lawyer



Engineers



QA Team



Designer Researcher

Fire Drills

Scenario	Who	Communication Method	Key Messages
QA finished testing and reported that 3 test cases failed	QA Team, Tech Lead, Leadership Team,	EMAIL	We need to investigate why the test cases failed and prolong the launch date until the issues are solved.
An engineer is ready to start working on the next feature, but doesn't have the mocks for it	UX Lead, Engineers, QA Team.	PING	First things first. Let's first improve the existing features, before creating new ones. When all test cases are ok, we can implement new features.
Support flagged that many users are unable to sign in to their accounts	Tech Lead, UX lead, Support Lead.	MEETING	Customer Support informs about issues with sign in. Engineering, please investigate the sign in feature. Is this related to a security Failure?
Dogfood survey results are in and dogfooders are not excited about recommending the product	Product Team, UX Lead, Tech Lead	MEETING	Why are dog fooders not excited? What is missing for them to recommend the product? This outcome must be seriously improved before launch.
Legal informed you about a new law going into effect that will require you to add new privacy controls before you can launch	The new PM, PO (product owner) and Engineers.	DOC	We cannot launch any phase of the app, without having a full 100% ok from the Legal department. This is priority.
A new PM just joined your team and is interested in learning about your work	The old PM & the new PM, Product Team, PO.	MEETING	Let's discuss together how to improve our product, before advising the engineering and design team to make improvements.

Prioritization

Scenario	Priority Ranked	Rationale
QA finished testing and reported that 3 test cases failed	P0 (1)	As the +1 test cases failed, our engineers need to investigate the errors and refactor the code before launch.
An engineer is ready to start working on the next feature, but doesn't have the mocks for it	P3 (6)	Before creating new features, it is important to improve the existing ones, so they pass the QA test.
Support flagged that many users are unable to sign in to their accounts	P0 (2)	As this is creating issues, our engineers need to investigate the case and troubleshoot the sign-in errors. This might be due to a security failure.
Dogfood survey results are in and dogfooders are not excited about recommending the product	P0 (4)	This is an important thing to investigate. Why are dog fooders not excited? What is missing for them in order to be able to recommend the product? The outcome of this must be taken seriously and improved before launch.
Legal informed you about a new law going into effect that will require you to add new privacy controls before you can launch	P0 (3)	We cannot launch any phase of the app, without having a full 100% ok from the Legal department. So, after fixing the existing technical problems, this is the next priority to get solved.
A new PM just joined your team and is interested in learning about your work	P1 (5)	Knowing that we have some technical issues, a legal adjustment and dog fooders that are not excited about the product, I would discuss with the new PM together how to improve our product, before advising the engineering and design team to make improvements.

Go No Go

Run a go / no go meeting to decide if the product is ready to launch, and communicate out any risks and mitigations in place

HealthY- Key Features (Phase1 Basic functionality)

Kaiser Permanente App is not just another fitness app. **It is the all-in-one health app platform for Health, Sports & Nutrition & self-care.** The app encourages American adults to take care of their health one step at a time.

We do this by creating an additional module “**healthY**” to make the existing Healthcare app Kaiser Permanente **actionable** and a true **all-in-one Health app platform**. With the HealthY modules, Kaiser Permanente wants to become the **leader in high-quality healthcare**.

Prioritization	Feature	Description
P0	Register to HealthY	The User will be asked to register for the (paid) app. User-sensitive data such as name, Health ID-number and email address will be asked consent for.
P0	Log in to HealthY	After registration, the user will be asked to login to the (paid) app.
P2	Create a profile	Upon Registration, the user will be able to create and edit their profile.
P0	Create a HealthY Goal	The user will be able to choose different HealthY Roadmaps to start to improve his health one step at the time. Goals are predetermined and follow a fixed path.
P1	Create a health Test	Each main goal start with a health test.
P3	Get Health Test Results	At the end of each health test, the results will be available inside the app and/or sent to an email address. This will help the user to know how his health is and how it can be improved.

Key feature 1: Register to HealthY

Ready to Launch

Testing:

- All test cases passed

Dogfood:

- Positive feedback from dog fooders

Production Readiness:

- Error messages show up, in case of error.
- Error-free registration process.
- Easy to understand without explanation.
- Easy to navigate.

Open Issues / Risk:

- Store User-sensitive payment data (credit card details) encrypted in the cloud in < 20 sec.

Mitigations:

- Before launch, the legal part needs to be fixed for both the register and login parts.
- NO blocker for this feature launch.

Key feature 2: Log in to HealthY

At Risk

Testing:

Three test cases failed

- Testcase 2-2.Store User-sensitive payment data (credit card details) encrypted in the cloud for < 20 sec.
- Testcase 2-3. Send a register notification to the user's email with login details & link 1 minute after payment.
- Testcase 2-5. Send an automatic confirmation notification of the password is changed in 1min.

Dogfood:

- Dogfooders ran into issues related to the failed test case above

Production Readiness:

- Error messages show up, in case of error. **OK**
- Error-free login process. **NOK**
- Easy to understand without explanation. **NOK**
- Easy to navigate. **NOK**

Open Issues / Risk:

- Fix legal data permission before launch.
- Fix Store User-sensitive payment data (credit card details) encrypted in the cloud in < 20 sec.
- Fix errors in the login process (registration notification, automatic confirmation notification of changed password).

Mitigations:

- Discuss with Tech Lead and UX to improve the login, navigation and notification process (registration, change password).
- Discuss with PM, and PO (Product team) to improve the App feature.

Key feature 3: Create a HealthY Goal

Some Risk

Testing:

- All test cases passed

Dogfood:

- Dogfooders ran into issues
- Dog fooders were **not excited about the app.**

Production Readiness:

- Error messages show up, in case of error. **OK**
- Error-free HealthY Goal create process. **NOK**
- Easy to understand without explanation. **NOK**
- Easy to navigate. **NOK**

Open Issues / Risk:

- Fix the HealthY Goals creating process.
- **Improve User experience.**
- **Improve the navigation process.**

Mitigations:

- Discuss with PM, and PO (Product team) to improve the App feature.

Key feature 4: Create a Health Test

Some Risk

Testing:

- All test cases passed

Dogfood:

- A third of dog fooders ran into issues:
 - They were **not informed by notification.**
 - They could **not see the test results by email.**

Production Readiness:

- Notification of test results- **NOK**
- Automated emails sent to users- **NOK**
- Develop Test Results as a separate feature
Feature6: Test results. **NOK**

Open Issues / Risk:

- **Fix automated emails send to users.**
- **DELAYED- Feature 6** Fix notification of test results before launch.

Mitigations:

- Delay this feature for the next sprint round.
- Focus on Features 1-3 to be fully operational first.

Summary: Issues Key Features

At Risk

FEATURE SPECIFIC ISSUES		STATUS	LAUNCH
Key feature1: Registrar to HealthY	The user can register for HealthY, the paid Add-on Module for the Kaiser Permanente App.	OK	YES
	The user can use their credit card during the checkout flow.	OK	YES
	The system sends a notification of registration to the user.	OK	YES
	The user will receive an e-mail reminder, 3 days before the end of the trial period.	OK	YES
Key feature2: Log in to HealthY	The user can log in to Kaiser Permanent App, Healthy, after registering.	NOK	NO
	The user can use their credit card during the checkout flow to pay for the Paid Add-on Modules.	NOK	NO
	The user can choose a password to login.	OK	YES
	The user can change password.	OK	YES
Key feature3: Create a HealthY Goal	The user can create a healthy goal	OK	YES
	The user can select a health goal in main Goals screen.	OK	YES
Key feature4: Do a HealthY Test	The user can start with step 1 of Health Roadmap for a given health goal- The health test.	OK	YES
	The user can view the results of the Health Test.	NOK	NO

TEST CASES		STATUS	LAUNCH
Test Case 1: Registrar	1.Store User-sensitive information (email address and password) in the cloud in < 10 sec.	OK	YES
	2.Store User-sensitive payment data (credit card details) encrypted in the cloud in < 20 sec.	NOK	NO
	3.Send register notification to user's email in 1 minute.	OK	YES
	4.Process 20.000 credit card transactions at any given time in < 5 minutes.	OK	YES
Test Case 2: Login	1.Store User-sensitive information (email address and password) in the cloud < 10 sec.	OK	YES
	2.Store User-sensitive payment data (credit card details) encrypted in the cloud < 20 sec.	NOK	NO
	3.Send a register notification to the user's email with login details & link 1 minute after payment.	NOK	NO
	4.Send "change password email+ link" in <30 sec.	OK	YES
	5.Send an automatic confirmation notification of the password is changed in 1min.	NOK	NO
Test Case 3: Health Goal	1.The system stores the log of the Health Goal of the customer in the cloud < 5 sec.	OK	YES
	2.The system opens the selected Health Gaol on the Health Goal screen < 5 sec.	OK	YES
	3.The system shows the HealthY Roadmap of the Health Goal < 5 sec.	OK	YES

Summary: Risk, Mitigation, Launch

At Risk

Feature	Issue	Reported by	Priority
Key feature2: Log in to HealthY	3 test cases failed for Phase 1-Basic requirements	QA	P0
	Engineer is ready to start working on the next feature, but doesn't have the mocks for it	Engineer	P4
	Many users are unable to sign in to their account	Support	P0
	Dogfooders are not excited about recommending the product	PM	P1
	A new law going into effect will require to add new privacy controls before launch	Legal	P0
	A new PM just joined your team and is interested in learning about your work	PM	P1
	Phase 1 of App needs to be launched two weeks before.	Director	P1

Assign to	Rationale
Tech Lead	As the +1 test cases failed, our engineers need to investigate the errors and refactor the code before launch.
UX Lead	Before creating new features, it is important to improve the existing ones, so they pass the QA test.
Tech Lead	Our engineers need to investigate the case and troubleshoot the sign-in errors. This might be due to a security failure.
Product Team, UX Lead, Tech Lead	Why are dog fooders not excited? What is missing to recommend the product? Must be improved before launch.
PM, PO, Engineers.	We cannot launch the app, without a full 100% ok from Legal. Next Priority.
PM, Product Team, PO.	Discuss with the new PM how to improve the product, before advising the engineering and design team to make improvements.
UX Lead, Tech Lead, PM, Product team	As business value is impacted, it is important to take the Directors' request into account. Yet, the app need to be fully functional.

Risk	Mitigation	Launch?
critical	Fix the feature and then launch	NO
trivial	Brief the support team about current issue	YES
critical	Fix the feature and then launch	NO
critical	Brief the support team about this issue	NO
critical	Fix the feature and then launch	NO
major	Brief the Product team (PM,PO)	NO
major	Go/No Go Meeting, UX, Tech, Product, Director	YES

Pushing out the launch date can be expensive, but based on the current product status it is recommandable

- 1- Marketing and go-to-market workstreams will be impacted and need rescheduling (2 week prolongation)
- 2- Partner commitments for product readiness need to be prolonged for 2 weeks.
- 3- Engineering team first need to fix existing errors for new features, before creating new features and finish product.
- 4- Sales implications need to be taken into account (no mayor sales related holidays upcoming with prolong launch of two weeks)

Launch Recommendation: No Go

Based on the outcome of the test plan with our 4 key features, I would recommend **NOT TO LAUNCH** the HealthY add-on (Module 0) of the Kaiser Permanente app, yet. Due to the following reasons:

- The **login feature failed** during testing. Also, 1/3 of dog feeders ran into issues. This will create an overload of user support cases and a negative user experience. This is a **Must have** to launch.
- **Health Goals** can be created, yet still 1/3 of dog feeders ran into issues. This part also needs to be without failure before launch.
- The **Health Test** is created, yet still 1/3 of dog feeders ran into issues. This part needs to be flawless. If not, it will create an overload of user support cases and a negative user experience.

Based on this, **I would recommend continuing to improve the basic features** until all pass the test plan first. When all four key features have the status **Ready to Launch** it would be safe to launch Module 0 of HealthY (basic features). Earlier than that, it is wise to keep improving the application to increase a better user experience and decrease the amount of customer support cases, that could have been prevented, by postponing the launch.

Invitation: Go / No Go Launch Meeting

To:

- Product Manager (me)
- Engineering Lead (Mario)
- UX Designer (Sara)

Purpose:

- Discuss challenges with the features
- Identify a path forward

Agenda:

- Review current UX design (10 minutes)
- Discuss Engineering challenges (10 min)
- Brainstorms solutions & path forward (30m)
- Review action items and next steps (5 min)

Message:

Hi,

Based on the test plan, I would **recommend NOT to launch yet**. Instead, we should continue to improve the basic features until all key features pass the test before launch.

We need *two more weeks* to get the three missing key features with basic requirements fully functional and improved customer experience.

Launching before the basic features are fully operational, will lead to a negative user experience and a high workload of our customer service support team.

Let's discuss together how to improve the app.

Kind regards,

Diana - Product Manager HealthY.

Responding to Feedback

Your director:

This all looks really promising! Can we launch two weeks earlier than originally planned?

Your response:

Hi Gregory,

A full 100% production will need an extra two weeks of production and will not be available two weeks earlier. So, we basically have two options.

- **Option 1:** Prioritize a 50% Application, including 2 major features (register, login). The features (Goals, Health Test will not be fully operational).
- **Option 2:** Delay the meeting for two extra weeks for the full production application to be ready. 100% of applications are available.

I believe the **75% application** (3 key features fully functioning) will be sufficient for Demo purposes.

Please let me know what you prefer.

Thanks,

Diana- Product Manager HealthY.

Thank you