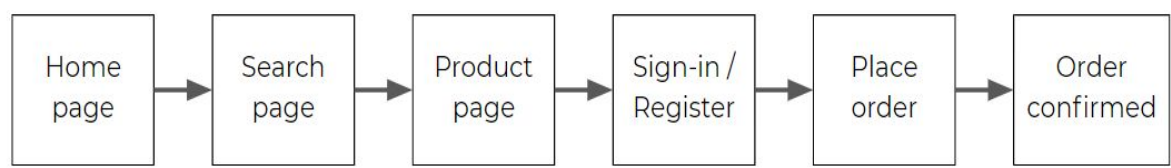# Moov Inc. Product Breakdown

User Flows

The goal of the website is for a user to see and understand the product and then be able to navigate easily to purchasing it. The basic flow is shown below.

Original design

Updated Design

Single page application
"Home Page" ("Register/Log-in") > "Product Detail Page" > "Add to Shopping Cart" > "Checkout" > "Place Order" > "Order Confirmation".

Product Funnels

Product funnels are determined from the user flows and from outside sources of the website into purchasing the product. The conversion rates are calculated as the previous column value divided by the current column value. The table shows that the most effective conversion for membership complete is from "Search Ads". This is somewhat surprising compared to the presumed best conversion source of traffic of member referrals. One possible reason is member referrals is from members that assume other members will enjoy the product while search ads are more tailored to a user's search history which is more accurate than human guesses.

Source of traffic:		Home page	Support page	Sign Up Form	Credit card information	Submit Payment	Membership Complete
Organic Search	Visitors	5000	1000	100	30	10	7
		Conversion Rate (prev cell/current cell)	20%	10%	30%	33%	70%
Search Ads	Visitors	1000	500	200	100	50	9
		Conversion Rate	50%	20%	50%	50%	90%
Email Marketing	Visitors	400	100	30	10	4	6

		Conversion Rate	20%	30%	30%	40%	60%
Member Referrals	Visitors	100	40	20	5	2	9
		Conversion Rate	40%	50%	40%	40%	90%

Market Sizing

To understand how to size the fitness wearable market, some general concepts are first explained. The total addressable market (TAM), serviceable available market (SAM), serviceable obtainable market (SOM) are 3 terms that address how to think of the larger market and eventually the capturable market for the Moov product. Image below gives a layer by layer representation of the markets.
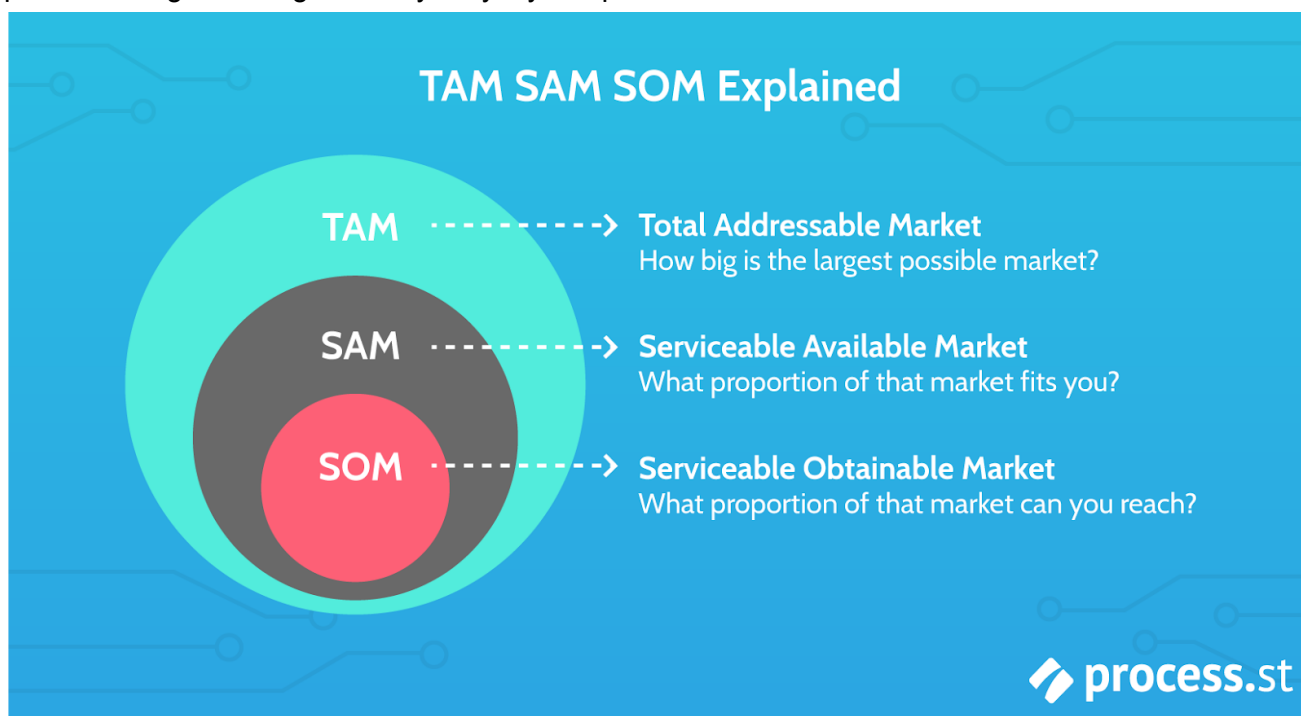
Now to think of a broad calculation for the person that would buy the product. Let's start with the number of people who signed up for a fitness gym in 2019.

Data	Number	Calculation	Running Total
USA fitness users in 2019	60 million users		
Number of users who use wearables	5%	60 million users x 5 %	3 million users
Cost per wearable	$100	3 million users x $100	$300 million
Likelihood a user will buy Moov and profit	5%	$300 million x 5 %	$15 million

Lean canvas

The business model canvas is a model that is used to outline the general problem and considerations of marketing the product.

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
● Wearables aren't intelligent ● Wearables aren't cheap	● Make a coaching wearable ● Make a cheap reliable wearable	● An A.I. to get you fit	● Multiple sport coaching cheaply	● Anyone ● Fitness users ● Technologists
Existing Alternatives ● Xiaomi fit ● Jawbone ● Apple Watch	Key Metrics ● Number of fitness users ● Number of mobile phone users	High Level Concept ● An A.I. that's cheaper, smarter, and trustworthy	Channels ● Word of mouth ● referrals	Early Adopters ● Fitness users ● Technologists

Cost Structure	Revenue Streams
● Build the product ● Marketing ● Users buy wearable	● Add 10% to each sport added