

BalanceBand PRD

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Tech Document	[Link the epic link for reference - helpful to track engineering team's progress]
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Relevant Documents	[Link any related documents, confluence or wiki pages, etc]

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Overview

Young, health conscious professionals of India with highly stressful jobs find it difficult to maintain a balanced lifestyle. BalanceBand is a solution to make lives a little easier. It is a fairly passive device, which monitors sleep, heart-rate, blood-oxygen level and movement 24/7. Users can log their mood, menstrual cycles and detailed calorie intake as well. Its stylish and sleek appearance blends with any outfit and makes it a must-have fitness wearable for the new tech-savvy generation.

Goals

- Minimize distraction while monitoring passively
- Reduce stress-levels and improve sleep quality by accurate tracking and valuable insights
- Gain user trust and get them to purchase the premium model
- Get user to log into the app more frequently so as to provide better insights based on data collected

Success Metrics

- 1) Number of times a user opens the app in a single day (Engagement): More the app engagement, more the success.
- 2) Consecutive no. of days the user tracks their mood/ calories/ workouts (Retention Rate): User makes it a habit to use the app everyday
- 3) Upgrading to premium model: User upgrading to premium model proves that basic model is successful
- 4) Conversion Rate: Number of users upgrading from free model to premium model

Features (In order of priority)

- 1) 5-7-day battery life: Charge for 2-3 hours a day and utilize the ring for 5-7 days. Minimizes frequent charging and saves time.
- 2) Menstrual cycle tracking feature: Tracks period fever, symptoms during pre and post menstrual cycles and helps manage cycles effectively.
- 3) Sleep, BDO, BPO, Heart Rate tracking: Accurate tracking for users suffering from ailments as well as health conscious individuals.
- 4) Personalized insights: Based on data collected by ring as well as that user inputs, the app generates customized workouts and diets.
- 5) Water Resistant, lightweight and sleek: Water resistant so the user does not have to worry while doing day to day tasks. Lightweight, hassle-free and sleek; blends well with every outfit.
- 6) Wireless charging in plastic case: Hassle-free charging in compact, high-grade plastic case, without any issue of overheating.

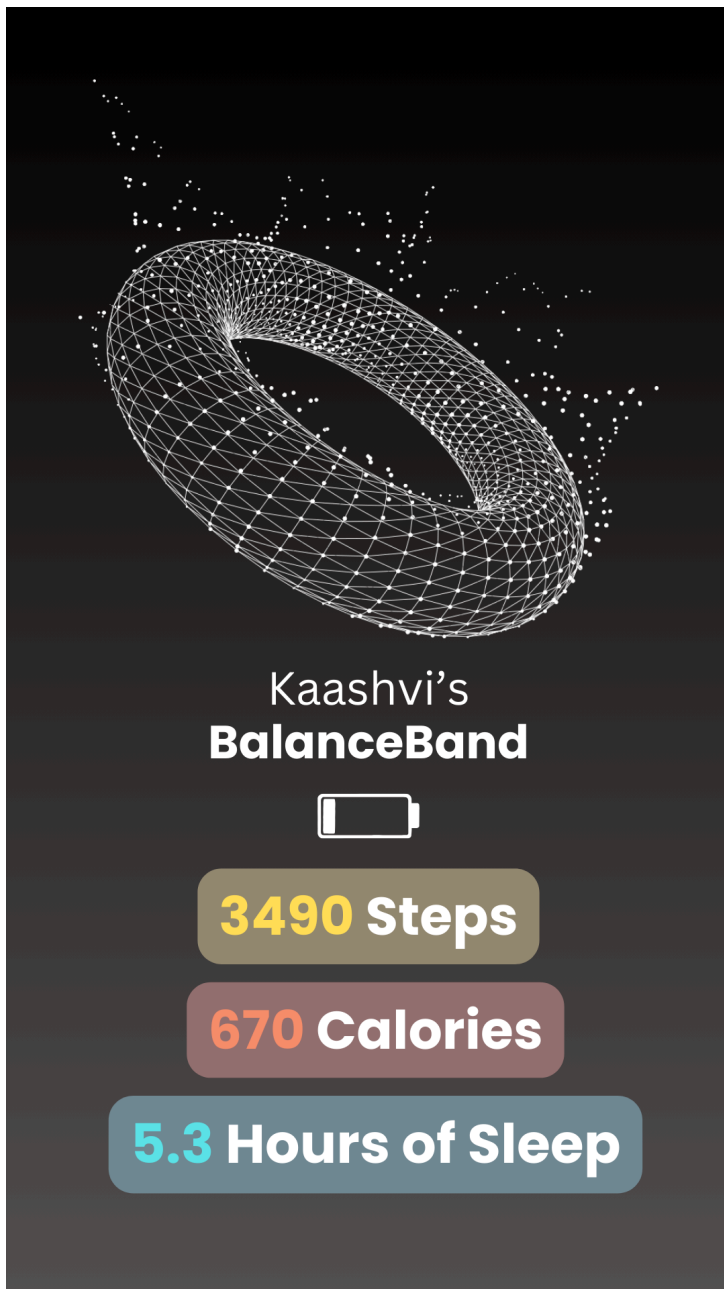
User Stories

#	User	User Story	Features solving user problem
1	User1 (25, Male)	As a fitness enthusiast in the tech industry, I want to minimize distractions and hence BalanceBand <u>helps me by monitoring my stats passively.</u>	-Passive tracking
2	User2 (38, Female)	As a mother and a finance manager, my sleep cycle is greatly affected. BalanceBand <u>helps me to improve my sleep cycle</u> by giving valuable insights on my hormonal balance.	-Menstrual cycle tracking -Sleep tracking -personalized insights

3	User3 (30, Male)	As a crime journalist and a heart patient, it is important to keep track of my heart rate in relation to external trigger points. <u>BalanceBand notifies me when my heart rate fluctuates</u> so that I can take effective breaks.	-heart rate tracking -notification system -personalized insights
4	User4 (26, Female)	As a software developer, I don't like to charge my fitness devices over and over again since I am surrounded by devices. The battery of <u>BalanceBand lasts very long and doesn't require frequent charging.</u>	-Long battery life -Hassle-free

Wireframes

- 1) HomePage



2) Calorie Tracker

Kaashvi's
BalanceDiet

670/1800 Calories

Breakfast (+)
300/400 Calories

Morning Snack (+)
370/300 Calories

Lunch (+)
0/400 Calories

Evening Snack (+)
0/300 Calories

Dinner (+)
0/400 Calories

3) Mood tracker

Kaashvi's BalanceMood

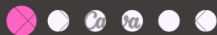
Monday, you felt okay



Yesterday was stressful



How are you feeling
today?



Feeling too heavy today?

Write a journal ->