# PRD

link to other file

**-**[**marketing**](2.Marketing%20Guide%20template_v5.docx)

**-**[**trianing guide for sales and customer**](3.Training%20Guide%20for%20Sales%20and%20Customer%20Support%20Template_v5.docx)

**-**[**user guide template**](4.User%20Guide%20Template_v5.docx)

**-**[**launch email template**](5.Launch%20Email%20Template_v5.docx)

**\*Background information about the industry or the problem**

Insurance industry : KP’s patient increase every year, most of their **type-2 diabetic** patients are falling sick(high amount of sugar in blood). This can actually be prevented if their patients regularly make some physical exercises.

**\*Problem statement : type 2 diabetes, lack of physical activity, bad habits**

-there are difficulty helping patient remotely

-bad environment may block effort to cure type 2 diabetes

-there are not much support when patient is in home

-need internal & external motivation to transform bad routine to good routine

**\*Product Goals : achieve our vision and mission**

-vision : increase physical activity, form good habit, reduce health care cost in the future

-mission : decrease number of type 2 people, to reduce possible insuranc cost

**\*Key Features of your project**

- Reward system / P0

- Motivation is the main feature of this app. We are giving rewards to motivate patients to become more physically active and form good habit.

sign up with google, instagram, facebook / P2

-It is nice to have functions. Because people will be less stressed. However, it is for user friendly purposes, so it could not block for making MVP.

- Health test / P0

- Patient health test is necessary. Because in order to give a proper activity mission, we have to know the patient's body condition.

-Q&A / P0

-the main feature of this app is motivation. the only way user can communicate with us is Q/A. Therefore, this feature is must have.

**\*Success Metrics**

Business : relate to revenue

-average 30% increase of transform from free user to pay user

-average 150% increase of new user

Quality : user satisfaction

-average of 50% retaintion rate

-app store above 4.5 stars

-Q/A number and content less than 1000 every month

Product : stableness and technology

-no more than one bugs or issue happen every month

-50% increase in accuracy of result in user health test

**\*Target Market : app store\_fitness category**

-category : main concept of this app is motivation.

-TAM : top to bottom, $8.24B

-68.7m fitness user -> pay $10 for subscription fee every month -> 687m every month \* 12 = =$8244m = $8.24B

-Area : US and english only

**\*Market size is estimated based on publicly available data**

-fitness app

-#1 fitbit, market share 57%, users 29.57, revenue 1.43b

-estimated total market size : 52mililion users , 2.5b

**\*Size calculation uses reasonable assumptions and is logical**

-estimated market size of KP app : users number

-1week 1,000 -> 5 week 15,000\_ increase rate 1500%

-within an year\_168,000 new users

**\*Data sources and assumptions are documented**

-data sources

<https://www.businessofapps.com/data/fitbit-statistics/>

<https://www.grandviewresearch.com/industry-analysis/fitness-app-market>

<https://www.mayoclinic.org/diseases-conditions/type-2-diabetes/symptoms-causes/syc-20351193>

-assumptions

-KP’s app, new users increase rate will remain same

-fiteness app will decrease KP’s patient

**\*At least two competitors are identified**

-fitbit

-market share 57%

-strong S/W, H/W

-Nike

-market share 11%

-brand name

-worldwide scale

**\*Each competitor's size is estimated (users, sales or ideally both)**

-fitbit

-market share 57%, users 29.57m, revenue 1.43b

-Nike

-market share 11%, users 1.8m, revenue $6k

**\*Sources for data are included and assumptions are documented**

<https://sensortower.com/ios/publisher/nike-inc/301521406?locale=ko>

<https://www.businessofapps.com/data/fitbit-statistics/>

**\*At least three channels are identified in the PRD At least two are not AppStore channels.**

-three channels : app store, sns, web banner

-app store : it is where app can download

-app traffic is important to be on the top list in the store

-SNS : people communication place

-buzz effect, center of online place

-Web banner : ads on the sidebar of the web

-there is personalized AI ad to match target user

**\*the revenue goal**

-reduce future cost by decreaseing patient so insurance cost can be saved

-additional revenue by user from the app

**\*an explanation of why this goal was set**

-KP insurance has difficulty in business because of increasing of patients

**\*a pricing strategy to meet the revenue goal**

-Revenue goal : $0

-the reason i set revenue goal above is the purspose of this app is not for making extra revenue but reduce insurance money given to patient. In the beginning of the stage, making money is not the first goal but geting more user is much more important.

-Price : Freemium

-value : focusing on type 2 diabetes patient that user can get expert support

-cost : the cost for building app is relatively low compare to insurance cost

-price discrimination : starting date from being KP’s insurance member

-Discount : KP’s patient can get discount

-insurance cost discount depend on health improvement

-Offerings : insurance cost and health support

-KP member can have insurance and health support

**\*The checklist is included in the PRD and includes all of the teams that you will need to interface with before launch**

-legal and compliance

-legal law in US

-app store regualtion

-customer service

-user feedback

-marketing

-channel decision

-market massage

-sales

-price guide

-contract

-engineer team

-bug and app issue

-next step for scaling

**\*Each team has at least one discussion item specified**

-legal and compliance : regualtion in the app store, app related law

-customer service : user guide

-sales : contract, price strategy

-engineer : technology in app, scaling

**\*At least three risk factors are identified in the PRD**

-business

-packback period postpone or deficit

-quality

-user satisfaction unknown

-user unfriendly

-UI/UX problem

-product

- unexpected bugs

**\*A mitigation plan is included for each risk factor**

-business

-consider long term benefit

-add extra features

-add ads

-quality

-iterate base on feedback

-product

- update possible bugs

**\*A description of the proposed solution and an explanation of why it solves the problem**

proposed solution : solve environment problem to become healthy

-Motivation is key feature

-provide reason to lose weight

-understand own body condition

-step by step process to lose weight

**\*Success metric for the test**

Business : relate to revenue

-average # of transfrm from free user to pay user

-average # of new user

Quality : user satisfaction

-rate of reteintion

-app store review

-Q/A number and content

Product : stableness and technology

-# of bugs or issues happen

-accuracy of result from user health test

**\*A description of the control and variant**

-control : origianl

-user original prototype version

-variant : fitness style design

-UI/UX change to more fitness style

**\*A hypothesis about what will happen**

-variant

-user will increase more because app design change to more fitness style

**\*AB testing**

-test 1 : to increase permission to notify, add a message about benefit from notify

-control : no message

-variant : add message