Marketing Guide

**\*key features of the product**

feature : Related to motivation

-reward system : external motivation tool to help patient losing weight

-user can collect points by accomplishing mission. reward can be selected with points

-health test : deeper understand of own body

-help understand body in number and graphic

-internal motivation by facing seriousness of body condition

-24/7 Q&A : sense of bond and relation formed

-user can ask any questions

-help setting realistic goal

**\*benefits to users and consumers**

solution : focus on actvity & food, environment

-Motivation is key feature

-provide reason to become healthy and being active

-understand own body condition

-step by step process to lose weight

**\*how to use the product**

how : with mobile application

-below are steps for using app

1.test the body condition

2.base on the body condition, app gives appropriate mission to become physically active

3.when patients accompolish the mission, they get points

4.some patients can get stars when they constantly finishing mission well

5.with points and star, patient can get discount

**\*where users can find the product**

-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