LAUNCH EMAIL

**\*Background information about why the product was developed**

Kasier Permanente’s project :

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.

**\*A description of the product and its key features**

-Product

-this app is for KP’s insurance member. It help users to prevent any disease from type 2 diabetes. the purpose of this app is to reduce future patient to reduce the cost of insurance money.

-Key features

- Reward system

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

- Health test

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

**\*Visual representations of launch data**

above is the post – launch data

we are successfully landed our app. only in 5 weeks there are 15,000 new users.

however there are some of the issue we have to figure out.

only 10% of our user give permission to notification. this is cruicial for us. because we have to notify user to keep in motivated. furthermore, user retention rate is low.

if you see the above data, new users are 38,500 and users retained are 9702.

only 20% of the user remain in our app.

**\*Next steps**

1. figure a way to get more permission of notification from user
2. revise UI/UX to increase retaintion rate