Product: AquaTrack - Smart Habit-Tracking Water Bottle

AquaTrack is a smart water bottle that helps users stay hydrated through real-time tracking, reminders, and integration with health apps. It is designed for health-conscious individuals who struggle with hydration habits.

# ✓ User Research

To design a user-centric product, we conducted research through **interviews, surveys, and competitor analysis**.

## Key Findings:

1. **Hydration Habits**
   1. 60% of users forget to drink enough water daily.
   2. 40% only drink water when they feel thirsty (which is already a sign of dehydration).
2. **Common Pain Points**
   1. People get busy and forget to drink water.
   2. No way to track daily water intake.
   3. Dislike of plain water leading to reduced intake.
3. **User Needs**
   1. A **reminder system** that is **non-intrusive but effective**.
   2. A bottle that can **track intake automatically**.
   3. An app integration for **customized hydration goals**.

# ✓ Persona Creation

## User Persona: Mahi Jha

* **Age:** 20
* **Location:** Roorkee , Uttrakhand
* **Occupation:** Student
* **Education:** Bachelor’s Degree in engineering
* **Tech Savviness:** Comfortable with fitness and health-tracking apps

## Goals and Objectives

* Maintain **consistent hydration** for better focus and energy.
* Track daily water intake effortlessly.
* Improve overall **health and skin** through proper hydration.

## Psychographic Information

* **Interests:** Fitness, yoga, mindfulness, and self-improvement.
* **Personality:** Organized, ambitious, and health-conscious.
* **Choices:** Prefers **tech-enabled solutions** to maintain routines.

## Behavior and Preferences

* **Drinks coffee often but forgets water.**
* **Uses smart devices** like a smartwatch and fitness tracker.
* Prefers **subscription-based health products**.

## Challenges and Pain Points

* **Busy schedule** leads to neglecting hydration.
* **Dislikes plain water** and needs reminders.
* Finds **manual tracking apps tedious**.

# ✓ Journey Mapping

## User Journey for AquaTrack

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stage** | **Actions** | **Thoughts & Feelings** | **Pain Points** | **Opportunities** |
| **Awareness** | Sarah sees an ad for AquaTrack | "This could help me stay hydrated!" | Wonders if she really needs it | Highlight hydration benefits in marketing |
| **Consideration** | Reads reviews & watches videos | "Seems easy to use and track intake" | Concerned about price | Offer a trial or discount |
| **Purchase** | Orders the bottle online | "Excited to try it out!" | Long delivery time | Fast shipping options |
| **Onboarding** | Sets up the app and connects the bottle | "Wow, it integrates with my smartwatch!" | Initial setup takes time | Provide an easy setup guide |
| **Usage** | Starts using reminders and tracking | "I'm finally drinking more water!" | Sometimes ignores reminders | Adaptive notifications |
| **Retention** | Shares her progress with friends | "Love seeing my progress!" | Might lose motivation | Gamification & rewards |

## Conclusion

AquaTrack addresses **common hydration challenges** by offering **automatic tracking, reminders, and health insights**. The **user journey map** ensures a **seamless experience**, while the **persona creation** helps in designing **tailored marketing and product features**.