



Diabetes wellness

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Background

Recently, there is a rapid increase in the number of diabetics all over the world, and we have begun to see diabetes in children and adolescents, and the number is increasing day by day, as are the number of deaths and financial losses. Diseases ranging from Type 2 Diabetes to Heart Disease are, for the most part, preventable. Even moderate amounts of exercise can reduce the risk of these diseases significantly. Health apps are becoming increasingly popular. The estimated size is \$16 billion, and it is expected to grow another 30% year on year over the next seven years.

Problem

The rapid increase of diabetics and the number of deaths made us provide a solution of this application to increase awareness among people, whether diabetics or anyone who wants to change a healthy lifestyle.

Goals

- Motivating users to maintain healthy habits.
- Allowing Users to adjust their treatment and better manage their diabetes and Improve insulin dosing with accurate calculations every time.
- Increase our subscriber base using our application as an attraction vs other providers

Success Metrics

- . Running an application that gets 4 and above stars in the Apple Store and Android store
- . Increase awareness and remind users of the importance of physical fitness and healthy eating by 65%
- . Reducing financial losses on increasing diabetes medication by 40%

Key Features & Scope

Priority	Feature	Description
P0	Sign up	Once the user launches the

		Diabetes wellness app. the sign-up page will pop up and it prompts the users, to enter critical information such as the first and last name, Email, password, Phone number, and their country
P1	Login	Users have the option to log in by using their email and password or login by their phone number
P1	Browse home page	Once the user login to their account, the first thing that is going to appear is the home screen, users must be able to browse all the displayed features of the home page
P0	Fitness page	The users can go to the fitness and enter their weight, height and their fitness plan
P1	Search for exercises or recipes	Users can search for the individual components of plans if there is something in particular, they are interested in
P1	Log entry page	The user can enter their numbers manually to improve insulin dosing calculation
P0	Alarm Reminder	The users will be reminded to take their medications and work out, drink water
P2	Create your own exercise/recipe	Users are allowed to build their own fitness plan, recipes according to their fitness goals and share it with others

P1	Food analysis	Allows users to Understand how the food they are eating contributes to their daily calories, macronutrients, and micronutrients.
P0	Basic reward system	Users should be able to redeem rewards that are codes delivered straight to the application to use elsewhere

Core UX Flow

Prototype link

<https://www.figma.com/proto/UspA2Ti2tl01OzGh3eo1QE/Prototyping-in-Figma?node-id=0%3A68&scaling=scale-down&page-id=0%3A1>

Target Market:

- Diabetic people
- Hospitals
- Healthcare institutes
- Schools
- Weight Conscious people
- Active People

TAM:

Total addressable market in MENA:

426 Million diabetics around the world

55 Million diabetics in MENA

\$200 per month

$(55 \text{ Million}) \times (\$200 \text{ per month}) \times (12 \text{ month per year}) = \132 Billion

Competitors:

1-Mysugr:

mySugr is for people with diabetes who want to actively manage their health

Active users: \$1M

Revenue generated: \$44M

(Source: [mySugr Competitors, Revenue, Alternatives and Pricing \(growjo.com\)](#))

(Source: [mySugr Data](#))

2- One Drop

One Drop provides a direct-to-consumer diabetes management app that allows users with type 1, type 2, or pre-diabetes to log a variety of information, including glucose, diet, activity, and insulin.

Active users: \$3M

Revenue: \$35.1M

(Source: [One Drop Competitors, Revenue, Alternatives and Pricing \(growjo.com\)](#))

(Source: [One Drop Announces New AI-powered Health Outcomes Forecasts](#))

Acquisition channel Strategy:

1-SEO

SEO, complements content marketing efforts by optimizing our content so that our target audience can find it more easily.

2- Email Marketing

Email is the marketing tool that allows us to create a seamless, interconnected, and uninterrupted buyer's journey. More importantly, email marketing allows us to connect with leads, customers, and past customers. It's our chance to speak directly to them in their inbox at a time that works for them.

3-Referral

Referral programs drive a large number of new customers to the site and to product pages, bringing them one step closer to becoming a paying customer. Adopting this method typically results in a 10 to 30% increase in customer acquisition. But these aren't any ordinary new customers. They are our best customers' best friends.

Marketing Guide

Marketing Guide

Pricing Strategy

Revenue Goal:

Our main goal is to reach 300000 users in the first year, which is 15% of the 2 million diabetics.

The cost of keeping the product operational for a year is \$3.23 million. Following its release, the product received 13,000 downloads and approximately 3,000 active users. And after releasing the product we will introduce a new premium subscription model that will cost \$20 monthly.

To meet the goal within a year, the following pricing strategy must be used:

Revenue strategy

Subscription Premium model:

- Premium users can access more upgraded features such as increased storage, Exclusive access to certified diabetes coaches and additional customer service.
- Users can have 14 days free trial, when the trial period ends they will automatically be charged for a subscription on a monthly or annual basis (at their choice)

Pre-Launch Checklist:

- Discuss with the development team about how to handle potential bugs that arise during the first few weeks of launch.
- Throughout the application's development and rollout, consult with the legal team about ADA compliance.
- Discuss with the Growth & Marketing team about how to ensure that all of our current subscribers are aware of this application.
- Discuss with the customer support team the general questions that they may be asked about goal setting and the rewards system.

- Discuss with the sales team how to approach vendors about promoting our app in exchange for using their rewards.

Anticipate and Plan for Risks:

Engineering - To see if the system could withstand the additional pressure of market expansion.

Growth & Marketing - A global product launch will necessitate a large-budget marketing campaign that will be rolled out across multiple regions. One potential risk is that our message comes across as insensitive to local cultures, which is often the result of poor translation.

QA Tester- Detects, logs, and reports app bugs and glitches daily.

Risk Factors and ways to mitigate them:

- **Database of exercise and diets failure:** Everything must be uploaded and backed up locally
- **Insufficient Authentication and Authorization Controls:** to validate a user's identity, we will use multi-factor authentication, one-time passwords, security questions, and other methods.
- **Low user retention :** Users do not complete their goals o Incentivize with additional rewards, consider competitions or raffles based on progress toward goals for qualification and we can solve that by increasing engagement and interaction

☰ Training Guide for Sales and Customer Support

☰ Launch Email

☰ User Guide

Post-launch:

Solution

Our product's adoption rate is approximately 40% lower than expected after its launch. To increase the rate of adoption, the following methods can be introduced:

- **Improve the product with user feedback:** Build feedback channels into the app experience. Create a schedule that is triggered by the actions of a user. For example, after 10 days of using the diabetes wellness app, request a review.
- **Refer a friend:** The app now has a refer a friend feature. If both users have a diabetes wellness account, they can share the referral code with a friend and create a room to study together.
- **Partner with hospitals/health institute:** diabetec people often reach out to hospitals. Therefore, associating/conducting this partnership would increase the visibility of the product.

Hypothesis:

Our users with the feature of improving the product with user feedback Can be used to enhance products, optimize sales funnels, and improve the customer experience. Thus, it increases the adoption rate and boost growth.