



# KAISER PERMANENTE APP

## PRD V1

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STATUS: **DRAFT**

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## Background

Each year, nearly 900,000 Americans die prematurely from the five leading causes of death – yet 20 percent to 40 percent of the deaths from each cause could be prevented, according to a study from the Centers for Disease Control and Prevention;

For more than a decade, heart disease and cancer have claimed the first and second spots respectively as the leading causes of deaths in America. Together, the two causes are responsible for 46 percent of deaths in the United States. The five leading causes of death in the United States are heart disease, cancer, chronic lower respiratory diseases, stroke, and unintentional injuries.

## Problem

- According to a study from the Centers for Disease Control and Prevention, the five leading causes of death in the United States are heart disease, cancer, chronic lower respiratory diseases, stroke, and unintentional injuries. Many of these diseases are avoidable by making changes in personal behaviors.

- In 2018, the global wellness industry market accounted for \$4.2 trillion with \$595 billion in spending for fitness and mind-body products (Global Wellness Institute Survey, 2018).
- Over 75% of active users open their fitness apps at least two times a week.
- As well, 25% of the most engaged users open health or fitness apps more than 10 times a week (Flurry Analytics Survey, 2017).
- Nowadays we see a bunch of health solutions such as gadgets (smartwatches, tracking bands ) and apps that help users improve and increase their physical activity, improve eating habits such as eating healthier food and proactively prevent themselves from diseases such as heart disease, cancer, chronic lower respiratory diseases, stroke, and unintentional injuries.
- Example of impactful health solutions are apps like FREELETICS that help users with fitness via dynamic and personalized workouts exercises and routines using an AI Coaching Assistant serving around 31 million Monthly Active Users, on the other hand we have a app STRAVA that helps users track physical activities and body conditions serving around 42 million Monthly Active Users and also we have a Nutrition Apps with a huge Database of Food helping users track and manage their diet serving around 225 million Monthly Active Users around the World.

## Goals

- Build a mobile application that helps users perform exercises, healthier diet and monitors and advice with tips about their health habits;

**STOP**

You've completed all the sections required for Step 0.  
Link your v1 PRD to your solution deck  
You'll finish the rest of this doc in Step 8.

**START**

When you are ready for Step 8: Handoff  
Create a copy of your existing v1 PRD and add "v2" to the title  
Only make changes to your v2 PRD going forward  
Complete the sections below and edit the sections above, if needed.

## Success Metrics

[Define: How do you measure success?]

## Key Features & Scope

[Handoff: What are you building? What are you explicitly not building?]

## Core UX Flow

[Handoff: Link to mocks]

**STOP**

You have completed all the sections required for Step 8.  
Link your v2 PRD to your solution deck