KAISER PERMANENTE APP
PRD V2

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STATUS: DRAFT

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 are bunch of health solutions such as gadgets (smartwatches, tracking bands) and apps that help users improve the 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

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

Success Metrics

- Launch an app that has at least 4.5 stars on the Play Store and App Store;
- Achieve 50 Million Monthly Active Users First Year;
- Generate $100 Million of Revenue through Subscriptions on the App;
- Increase Customers Satisfaction by Increase NPS by 09 Points;

Key Features & Scope

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

Priority	Feature	Description
P0	Register	User register data on app to create an account
P0	Log-In / Sign-In	Authentication on the App
P0	Setup Account	User put the basic data such as Gender, Birthday, Weight, Height
P0	Physical Training Plan Setup	User define which days on the week he wants to practice.
P1	Recommended Type of Training	The Apps recommends based on the goal which type of training fits best with the user goal
P1	Recommended Diet	The App recommends based on the Goal which types of food will help the user quickly achieves the goal.
P0	Exercises	List of exercises related to the user goal that can be filtered and displayed with the weekly plan of trainings
P2	Proactive Reminders	Push notification about tips, workout hours and diet time.

Core UX Flow

- Core UX Flows Can be Found on this Link

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