KAISER PERMANENTE APP

PRD V3

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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

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

Revenue Goal and Pricing

- Kaiser Permanente has **12 million members** adopting the healthcare plans;
- We assume on the first year we will have on our app base **3 Million users**;
- The Estimated Revenue Goal for the first year will be **$30.000.000** (assuming that they user base (3 million users)will subscribe to our basic plan that cost $10);

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;

Channels

Channel	Description	Rational of Choice
Social Media Content (Instagram, Facebook, TikTok, YouTube) / Instagram Influencers	Collaborate with relevant person or organization who has expert-level knowledge on our target sector (fitness, workouts and nutrition).	Impactful channel that leverage the promotion of new product such as our app "Healthier Guru" and also a cheap way of connecting with users and influence them to adopt best behavior
SEO (Search Engine Optimization)	Increasing the search engine rankings of a website by optimizing its content and structure for Apps Store, Playstore and Browsing	Recommended way to generate conversion on leads coming from searching on platforms.
Paid Advertising	Implement a paid ads strategy combining the following channels	Strategically way of use of the paid advertising with channels that our target users use most combined with

	• Post promotion on Instagram, Facebook and TikTok and • Google Ads (PPC) & YouTube Ads	content generation to influenciate users to download the app and subscribe to the packages;

Preparing for Launch

Launch Process:
- Setup the Process;
- Marketing Strategy (Product marketing);
- Prepare and Collaborate with Partners for Launch (Product Marketing, Technical Writers, Customer Support and Sales);
- Launch and Post Launch Feedback (Customer Support)

Teams to Partner on the Product Launch:
- Sales;

- Customer Support;

- Technical Writers;

- Product Specialists;

Team Members and Role on Launch Process:
- **Customer Support:** helps with customers complaints, questions and issues;

- **Technical Writers:** responsible for writing all of the documentation in the company and the User Interface copy. On this case they will write releases notes for App Store and PlayStore as well;

- **Product Marketing or Growth Product Manager:** responsible for Marketing Plan and Growth activities such as Customer acquisition, retention and engagement;

Collateral Materials We Need to Create:

- Forums / Community Channel;

- Help center information and articles;

- Guidance for the Customer Support team

Risk Factors and Mitigation Actions

Marketing Risk / Brand Risk

- Description: this risk is associate with the message that we want to share not been perceived as we planned;

- Mitigation: on marketing strategy, identify customers segments, needs and behaviors and then create a specific Marketing Actions;

Customer Experience

- Description: this risk can be caused by customer experience issues caused on usability flow on the app;

- Mitigation: make a focus groups and qualitative demo sessions with customers in order to anticipate concerns about user experience;

Operational Risk

- Description: this risk is related to a operational tasks causing delayed on a product launch;

- Mitigation: identify and follow-up on blockers that may cause delay and also the responsible with those tasks;

Post Launch Activities

Healthier Guru Timeline

- Prepare for Launch

- Launch to beta users

- Announce and Promote the App

Teams to Partner on the Product Launch:

- Sales;

- Customer Support;

- Technical Writers;

- Product Specialists;

Email Post Launch

Link

Key Features & Scope

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 / Visual Representation of the App

- Core UX Representation of the App (Mockups) can be found on the link: https://www.figma.com/proto/nAjobVuWccXProfn5Ow6pZ/Healthier-Guru-V2?node-id=2%3A3&scaling=scale-down

Test Scenarios

Scenario	Description of the Test	Hypothesis	Success Metric
User Registration	User register data on app to create an account	User will successful access the app and hit the register button to insert data	Download App
User Log-In / Sign-In	Authentication on the App	User will use Lazy Authentication such as FB or Gmail or insert his email to confirm the account	User Signed-In on the App
Physical Training Plan Setup	User define which days on the week the user wants to practice.	User after Authenticated on the app will insert the basic data such as Gender, Birthday, Weight,	Exercise Plan created

		Height in order to define his plan	
Recommended Type of Training	The Apps recommends based on the goal which type of training fits best with the user goal	User will receive push notifications SMS, WhatsApp about dates to exercises and also type of exercises;	Push notifications sent to user
Recommendation Diet	The App recommends Diet based on the Goal which types of food will help the user quickly achieves the goal.	User will receive push notifications SMS, emails about diet receipts	Push notifications sent to user