Product Requirements Document (PRD)

Product Overview

Product Name: **WellBee**

Product Description:

WellBee is a modern, user-friendly fitness wearable designed specifically for young professionals. The product helps users track their health and fitness goals seamlessly, despite busy schedules. By providing real-time health insights, and personalised workout plans, WellBee empowers users to maintain a balanced lifestyle.

WellBee addresses the challenge of maintaining health and fitness in a hectic urban lifestyle. It provides easy access to essential health data, motivating users to stay active and healthy, even with limited time.

Objectives and Goals

Objective 1:

Achieve a user adoption rate of 10,000 active users within the first 6 months post-launch.

Objective 2:

Increase daily engagement by 25% within 3 months of launch through personalised notifications and reminders.

Objective 3:

Attain a user retention rate of 70% by the end of the first quarter by focusing on user satisfaction and feature usefulness.

Core Features

1. **Activity Tracking:** Real-time tracking of steps, calories burned, and distance covered, using GPS technology.
2. **Heart Rate Monitoring:** Continuous monitoring with alerts for abnormal heart activity.
3. **Personalised Workout Plans:** AI-powered recommendations tailored to the user's fitness level and goals.
4. **Seamless Integration:** Syncs with users' calendars and other smart devices, offering workout reminders directly.
5. **Stress Monitoring:** Tracks stress levels throughout the day and offers calming exercises, helping users manage their mental well-being.
6. **Water-Resistant Design:** Durable and water-resistant, so that it can be worn during various activities, including swimming.

Feature Prioritisation:

- Must Do- Activity Tracking, Heart Rate Monitoring, Personalised Workout Plans
- Should Do- Seamless Integration
- Could Do- Water-Resistant Design
- Won't Do- Stress Monitoring

User Stories

- As a busy professional with a hectic schedule, I want to receive reminders for personalised, easy-to-follow workout sessions, so that I can stay active even during my busiest days without having to plan extensively.

- As a health-conscious user, I want to monitor my heart rate continuously so that I can ensure my workouts are safe and effective.
- As a health-conscious individual who is new to fitness, I want to access guided workout tutorials directly from the wearable, so that I can confidently perform exercises with proper form and reduce the risk of injury.
- As a frequent traveller, I want to have the option to view workout routines that don't require gym equipment, so that I can maintain my fitness routine even when I'm on the go.

Success Metrics

· **User Adoption Rate:** Measure the number of new users who sign up within the first 6 months.

· **User Engagement:** Track the average number of active users per day and week.

· **Retention Rate:** Monitor the percentage of users who continue using FitSync after the first month.

· **Customer Satisfaction:** Collect and analyze user feedback and ratings to ensure the product meets their needs.

Wireframes

☀ **TUES 11 JUL**

Overview

🚀 All data

Health Score
78

Based on your overview health tracking, your score is 78 and consider good..

Tell me more ›

Highlights
View more ›

Steps
11,857
updated 15 min ago

Calories Burnt
850 kcal
updated 5 min ago

Heart Rate
80 bpm
updated 15 min ago

Nutrition
960 kcal
updated 5 min ago

This week's report
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🥾 Steps
697,978

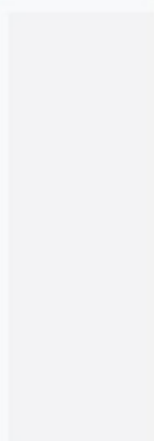💪 Workout
6h 45min

💧 Water
10,659 ml

😴 Sleep
29h 17min

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You logged your favorite fruit - Apples: Benefits, Nutrition & Suggestions
Tell me more ›

Lifestyle

The si to ma
👍 54 vot

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Steps

You have achieved 85% of your goal today

11,857

Steps out of 15k

850 kcal

5 km

120 min

| Today | **Weekly** | Monthly |

Mon   Tue   Wed   Thu   Fri   Sat   Sun

All Health Data

Double Support Time

29.7 %

Steps

11,875 steps

Sleep

7 hr **31** min

Heart

68 BPM

Burned calories

850 kcal

Body mass index

18,69 BMI

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