

Project: Personal Health Tracker

Phase 1: Problem Understanding & Industry Analysis

1. Problem Statement

- People often struggle to track their daily health habits like exercise, sleep, calorie intake, and water consumption.
 - Manual tracking (notebooks, reminders, or mobile notes) is inconsistent, error-prone, and lacks insights.
 - There is no simple integrated system that provides **reminders and health trend analysis**.
-

2. Objectives

- Build a Salesforce-based system to log daily health data.
 - Automate reminders when health parameters are below the recommended range.
 - Generate weekly trend dashboards for better lifestyle awareness.
 - Provide a digital health record that can be extended to fitness coaches or healthcare providers.
-

3. Stakeholder Analysis

- **Primary User (Individual):** Logs health activities and monitors progress.
 - **Healthcare/Fitness Coach (Optional):** Reviews reports and provides suggestions.
 - **Salesforce Admin:** Manages configurations, automation, dashboards.
 - **Salesforce Developer:** Enhances system with custom logic, triggers, and UI improvements.
-

4. Business Process Mapping

Current Process (Manual):

- Users write daily health logs in notebooks or mobile notes.
- No reminders for missing habits.
- No proper visualization of health trends.

Proposed Process (Digital System in Salesforce):

- Users create a **Health Log record** with exercise, calories, water intake, and sleep hours.
 - Automated **Flows** send reminders if water < 3 liters or sleep < 7 hours.
 - **Dashboards** visualize weekly trends in sleep, water intake, and calories.
-

5. Industry-Specific Use Case Analysis

Challenge:

- People forget healthy habits, lack motivation, and don't have centralized data to analyze lifestyle patterns.

Use Case Example:

- A fitness coach managing multiple clients can track their health logs in Salesforce.
 - Weekly dashboards show which clients are not meeting minimum health targets.
 - Automated reminders help maintain consistency without manual follow-up.
-

6. AppExchange Exploration

Gap Identified

- Most existing apps are enterprise-heavy solutions (hospitals, clinics, gyms).
- No simple app available for an individual user to:
 - Log their personal health data (water intake, sleep, exercise, calories).
 - Get automated reminders.
 - See visual dashboards for self-awareness.

Conclusion:

- 🚦 There is a **clear opportunity** to design a **lightweight, personal health tracker** in Salesforce.
- 🚦 My project fills this gap by providing:
 - Easy-to-use custom object for daily health logs.
 - Automation via Flows for personalized reminders.
 - Dashboards for weekly lifestyle analysis.

This makes the solution **unique, scalable**, and potentially extendable to fitness/wellness industries.

7. Expected Outcomes

- Users develop healthier routines through consistent tracking.
- Automated reminders improve hydration and sleep habits.
- Dashboards provide clear visual insights into lifestyle patterns.
- Potential to extend the app into **fitness coaching, healthcare monitoring, or wellness programs.**