PRODUCT MANAGEMENT

"Making every step count toward a healthier me"

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Idea Finalisation
(Problem and Product)

What's the Problem?

- *Today's lifestyle choices impact longevity and lead to suffering. Today, we have an 86 million-salaried workforce, which includes 5.4 million from the IT /ITes Segment in FY23*
- *We are expecting to grow 7.5 – 10 million by 2030 in the IT/ITes Segment*
- *Many workers from corporates / ITes Segment suffer from mental and emotional issues due to lack of sleep, improper diet, late-night work, long hours of sitting, and lack of physical activity*
- *Which causes chronic stress, Depression/Anxiety, to be less productive, and reduce memory*
- *A recent study from GOQii: 46% Indian population has an unhealthy lifestyle*

How Might We…

How might we…

We can help the wage workforce track their health, sleep time, body recovery to lead a healthy lifestyle and provide support from doctors, dietitian, and other providers

Targeting the Age group from 23 year to -60 year to track their daily body metrics with a Machine learning model recommendation under doctor supervision

Eureka! Our Product Idea is...

Product Name:

VitaH Band

Description:

In today's smartphone world, we don't require time or call logs on our watch, but rather only a wristband making customers wear for a long duration to track physiological, sleep & and recovery activity metrics tackling huge health issues in India.

Unlike other wristbands, analyzing metrics is not enough or overwhelming with so much data.VitaH believes in educating users and helping them connect with in-house doctors and dietitians by sending a bi-weekly report to get detailed insights from metrics.

Market and Competition Research

It's a Big Opportunity!

Assumptions -Total Workforce population in IT/ITes FY22: 5.4 million
If it increases by 5% each year, FY25 ~ 6 million

Market Size (Guesstimate)

Estimations:

Age group	% percentage	Population	Income group (LPA-Lakhs Per Annum)	% percentage (income group)	Population
Below 30 years	50% - 60%	3 million	5-10 LPA	~ 35%	1,050,000
30 – 49 years	35% - 45%	2.1 million	11-30 LPA	~ 25%	525,000
Aged 50 + years	~1% - ~3%	60,000	+30 LPA	~ 85%	51,000
Total					1,626,000

Calculation :

Two pricing models :
a.Rs 12,999 for the device without a medical recommendation
b. Rs 1500 monthly subscription of 1 1-year lock-in
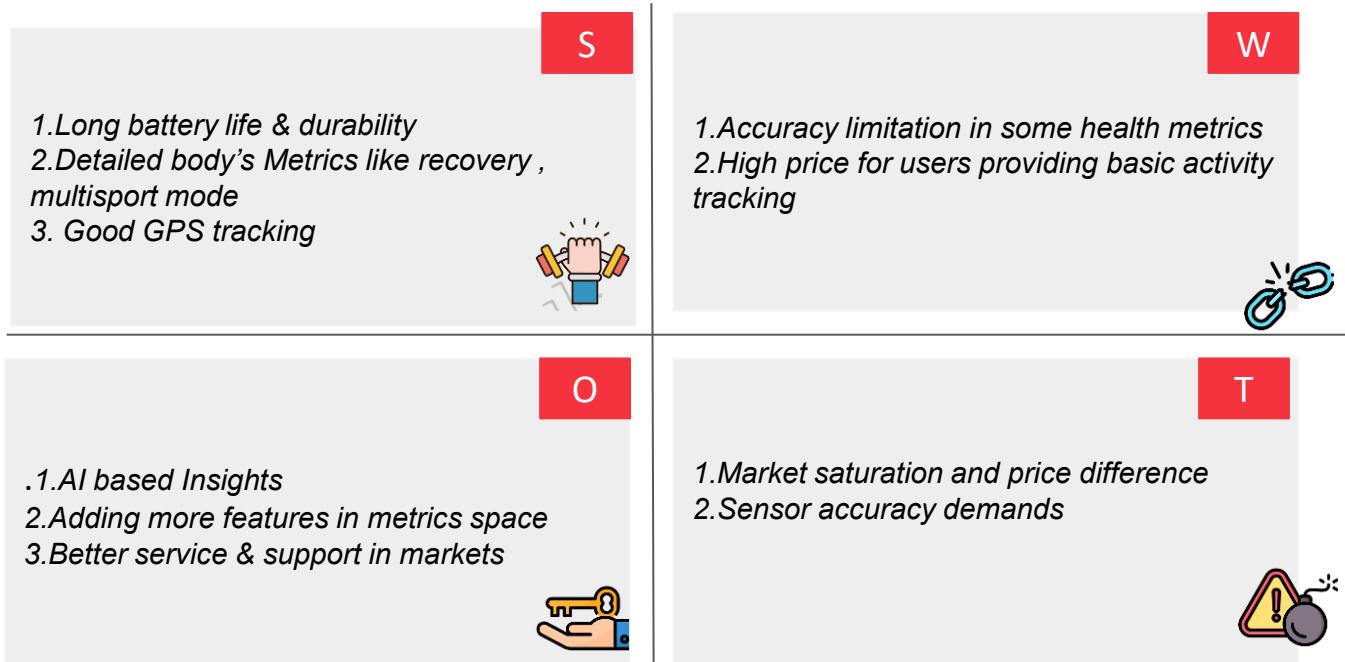
Dividing population:
a.70%(opt only device) –
b.30% (opt for Subscription model, both devices & doctors support)

a.70% population for Rs 12,999 = 1,138,200 * 12,999
=14,795,461,800 ~ 14 Billion

b.30% population 487,800 * 1500 = 731,700,000 ~ 700 million (Monthly)

Who Are We Competing With?

Competitor 1: *Garmin watches*

S

1.Long battery life & durability
2.Detailed body's Metrics like recovery ,
multisport mode
3. Good GPS tracking

W

1.Accuracy limitation in some health metrics
2.High price for users providing basic activity
tracking

O

.1.AI based Insights
2.Adding more features in metrics space
3.Better service & support in markets

T

1.Market saturation and price difference
2.Sensor accuracy demands

Who Are We Competing With?

Competitor 2: *Apple watch*

S

1. *Strong brand reputation and loyal customers*
2. *Seamless integration with iPhone*
3. *Elegance design*

W

1. *High price point*
2. *Low battery life compared to fitness brands*

O

1. *Expansion into emerging markets in Asia (india, Bangladesh etc)*
2. *Health care partnership with medical providers*

T

1. *Intense competition from other fitness and mobile brands*
2. *Dependence on the iPhone ecosystem*
3. *Basic health tracking features are also available in low-budget watches*

Our Unique Proposition

1.VitaH Band is only wristband gives comfort in wearing for long duration and increase battery life
2.Aims to provide more detailed metrics which can be accessed in smartphone and take details metrics insights from VitaH's inhouse doctors and guidance on diet plan
3.AI enabled application advising users on exercise, hydration schedule and improving sleep schedule based on weekly data.

Customer Research and Artefacts

Research Hypotheses and Objectives

Hypothesis(es):

1. Customer receiving AI recommendations show significant improvement in lifestyle
2. Integration of reports with medical providers increases user engagement and trust
3. Consumers in the 23-45 Age group show higher adoption of the product
4. Accuracy of physiological data (HRV, hydration, sleep) affects users' trust and perceived value of the product

Objective(s):

1. To evaluate the effectiveness of the VitaH Band in tracking key physical health parameters (heart rate, activity, sleep).
2. To determine how consistent wearable-based feedback influences habit formation in fitness and wellness

Customer Interview Questions

1. *Can you describe your daily routine on weekdays and weekends?*
2. *Share your thoughts on tracking health metrics*
3. *Share your experience of using a smartwatch or not using one?*
4. *Throughout the day, when you wear your smartwatch*
5. *What features/Metrics do you like in a smartwatch or are interested in having it?*
6. *How do you use your data from your smartwatch?*
7. *Can you describe the last time you connected with a doctor / a medical checkup ?*

Customer Interview - Interview Notes and Insights

No. of Interviews Conducted: <8>

Interview Notes: < https://docs.google.com/spreadsheets/d/1-lzvUErNrdfmctzvdU9Nm5Q1V5C2UF_GKBJwAmi6qCY/edit?gid=0#gid=0 >

Key Insights and Findings

1. Customers require accurate and detailed insights, or are not very aware of the health metrics benefits
2. Customers face issues with the short battery life of the smartwatch
3. Customers fail to consult any doctors or a dietitian

Survey Questionnaire

Survey (Google Form):

https://docs.google.com/forms/d/e/1FAIpQLSer4u-
Xyt9sc1TsByfisTisr4Hqdkmn9Bk_yGDLB_PKkt57sA/viewform?usp=header

No. of Respondents: 30

Survey (Responses):

https://docs.google.com/spreadsheets/d/1W_JRQVmlVztcFz9D9jFB4MoCrEq7CNkpFzWuWgWWHCQ/edit?usp=sharing

Survey - Insights

Key Insights and Findings

These insights are drawn from 30 survey responses across diverse demographics, aiming to understand user expectations and pain points related to fitness and health tracking devices.

1. 56% of respondents are interested in tracking metabolic health.
2. Approx. 46% of people would like to have a subscription-based model for premium AI insights.
3. Around 43% of people are frustrated for not having a comfortable design.
4. 46% people deal with limited actionable feedback on their trackers.
5. 43% people face lack of guidance in their wellness journey.

Customer Persona

VitaH

Goals and Needs:
Lifestyle: *Working professional, loves to play badminton and eat out on weekdays and weekends*
Goal: *Track physical activities, recovery rate, and sleeping patterns, detect anomalies, and break remainder*
Needs: *Comfort, long battery life, recommendations on improving health*

Pain Points:
a.Low battery life
b.Inaccurate metrics track
c.Confusing Health metrics
d.Overwhelmed by the metrics dashboard

Interest & hobbies
Like coding, eating out, and playing badminton

Name: *Vaibhav*

Age: *27*

Place: *Bangalore*

Income: *10 LPA*

Interaction with your product:
Comfort in wearing for a long duration
Able to share metrics with doctors or a dietitian
Accurate track of health Metrics

Comments:
"I want to leverage new tech like AI to provide data-driven insights and better healthcare strategies."

Customer Persona

VitaH

Goals and Needs:

Lifestyle: *A mother and working IT professional, with irregular working hours, does not have time for any workout or sport*
Goal: *sleeping patterns, body recovery*
Needs: *recommendations on improving sleep, managing stress, and taking limited breaks*

Pain Points:

a.Hard to maintain consistent workouts
b. Irregular sleep due to long working hours and child care interruptions
.Often require a break, a remainder break from long screen hours/self-care

Interest & hobbies
Love painting and photography

Name: *Neha*
Age: *37*
Place: *Pune*
Income: *30 LPA*

Interaction with your product:

Wristband helps with a micro break reminder
Helps in identifying sleeping patterns and body recovery
Tracks health metrics, helps in understanding more about yourself
Guidance on improving health

Comments:

"*Mental health support, including access to therapy and a supportive community*"

Customer Journey Map

Category	Awareness	Research	Planning	Purchase	Consumption
Touchpoint	*Social Media ads, Influencer marketing*	*Product Website, Reviews, Influencer brand comparison and review*	*Compare pricing and benefits from the product website and other*	*Placing an order on the website*	*Bi-Weekly advice from doctors, comfort to wear, and detailed body metrics*
Feeling	*Curious*	*Analytical*	*Cautious*	*Excited but Anxious*	*Confident, Motivated*
Supporting quotes	*"Excited to try out this new product "*	*"Analyzing positive/negative feedback on the product"*	*"Planning to have the best deal in budget "*	*"I am excited to try out this product, and if it resolves pain points"*	*"Confident to track my health metrics and align with my fitness journey "*

* You can edit the number of touchpoints / quotes / feelings based on your requirements.

* You can edit the categories as well if needed.

Product Scope

Product Scope

VitaH Band will help to track the following metrics, providing AI recommendations, and Medical providers' supervision

1. *Major Metrics :*
Physiological metrics: *Heart Rate(HR), Blood Oxygen(SpO2), respiratory rate (data derived from HR and motion), Skin Temperature*
Sleep & Recovery Metrics: *Sleep Duration, Quality of Sleep, Recovery index (will be using HR, Sleep schedule, activity)*
Activity Track*: Step count, Calories burned*
2. Integration of the platform with the Medical provider for reviewing customers' reports biweekly & details insights on metrics
3.AI recommendation to customers for maintaining hydration, sleep schedule, and food habits
4.VitaH band will only be a wristband without a screen, reducing weight, improving user comfort when wearing for long durations, and focusing on health metrics.

Features in pipelines :
1. Building a Machine learning model to notify users on early disease prediction (e.g, cardiac arrest)
2.AI recommendation weekly plan from past week metrics score
3. Will explore a partnership with IT companies to ensure their employees have access to support and improved wellness outcomes.

Annexure/Concluding Comments (if any)

References:
- *https://www.researchgate.net/publication/320787494_The_rise_and_fall_of_wearable_fitness_trackers*
- *https://arxiv.org/html/2502.05797v1*
- *https://www.reddit.com/r/GarminWatches/comments/1mn26qk/venu_3_1_year_later_dissapointed_ready_to_move_on/*
- *https://www.techradar.com/health-fitness/smartwatches/garmin-venu-4-everything-we-know-so-far-about-the-premium-smartwatch*
- *I test smartwatches for a living — 5 reasons I'd buy the new Garmin Vivoactive 6 and 3 reasons I'd skip it | Tom's Guide*
- *Best Apple Watch Series 7 - Top 10 in 2025*