

# ***Product ownership***

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# Екипна организация

Име на отбора	Dumb Donkeys
Итерация	2

Роля	Студент
Developer 1	Даниел Узунов
Developer 2	Александър Карагъзов
QA	Селмер Мехмед
Project manager	Антоан Романов
Product owner	Антоан Романов

# Business model - SaaS Application for Elderly Care

- This Software-as-a-Service (SaaS) application is designed to support elderly individuals in managing their daily health routines. The app provides scheduled reminders and notifications for drinking water, taking prescribed pills, and consuming supplements, helping users maintain healthy habits and avoid missed doses. Caregivers or family members can also receive alerts if reminders are missed, allowing them to check in when needed. This is a web application, easy to use, and accessible on mobile devices, making it suitable for elderly users while offering peace of mind to their families.

# Monetization strategy

- The app can be monetized using a subscription-based model, where users or caregivers pay a monthly or yearly fee to access premium features. A basic version of the app can be offered for free, while advanced features—such as caregiver notifications, detailed health reports, multiple reminder schedules, and integration with wearable devices—are available through paid plans. Additional revenue can come from partnerships with healthcare providers, pharmacies, or supplement companies, as well as offering the service in bulk to senior living facilities or healthcare organizations.

# Iteration 1 - Minimum Viable Product (MVP)

- In the first iteration, we will focus on making the app a reality by developing a simple and reliable core system. This version will include basic reminders and notifications for drinking water, taking pills, and supplements, with an easy-to-use interface designed for elderly users. At this stage, we will offer the app as a basic subscription or free pilot version to early users and caregivers to test usability and gather feedback. The goal is to validate the idea, ensure reminders work correctly, and understand user needs.

## Iteration 2 - Feature Expansion and Monetization

- Based on feedback from the first iteration, we will improve the app by adding paid features such as caregiver alerts, missed-dose notifications, customizable schedules, and basic health tracking reports. At this stage, we will introduce a paid subscription plan while keeping a limited free version available. We will also begin selling the app to families, caregivers, and small senior care facilities. Improvements will focus on reliability, better notifications, and enhanced accessibility for elderly users.

## Iteration 3 - Scaling and Partnerships

- In the third iteration, we will focus on scaling the product and expanding its value. This includes advanced analytics, integration with wearable devices, cloud backups, and support for multiple users under one account. The app will be sold as a full SaaS solution with tiered pricing for individuals, families, and healthcare organizations. To improve further, we will use collected usage data and partner feedback to optimize performance, add automation, and explore partnerships with healthcare providers, pharmacies, and senior living facilities.