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Marketing Requirements Documents (MRD) “Health Buddies”

Description: A wearable device with interfacing abilities on a mobile app. The device itself contains the ability to run the software Health Buddies.Exe, a small game like program which will allow the player to choose and interact with a pet of their choice. The devices capabilities allow it for interfacing with a mobile app, which players can pay for even more benefits and cosmetics. They can also cash in points earned from reaching their goals. The device works as a Pedometer, heart rate monitor, among other things, and is able to incorporate the choices the user makes into how healthy the pet is.

Revenue or Cost Focus

Although we will use ads and microtransactions to generate revenue in addition to the revenue generated from selling our devices, we are taking a cost reduction focus. Health Buddies seeks to improve upon the current fitness trackers and to help people become fit.

Desire to Innovate: Compared other Products related to this field of fitness, we’re focusing on improving the enjoyment aspect. Fitbit, for example, while simple and easy to use, relies primarily on the users motivation to improve themselves, while here we are creating something more based on motivation through entertainment. In general most products of a similar ilk don’t focus on much outside of reaching goals. By making these goals a bit more based around some type of entertainment, we believe that we can innovate in wearable fitness technologies in a way that hasn’t been taken advantage of before.

Length of Time Horizon

Targeting a beta test over the summer, the stakeholders of the “Health Buddies” have established the holiday season of 2019 as the target for launch.

The set-back schedule for the design, development, manufacturing, and delivery of the “Health Buddies” is as follows:

Design Process: February through the end of April 2019

Prototype development and manufacturing: July 2019

Delivery of the first working set of products: October 2019

Design Schedule Detail

Activity	Timeframe
Design Research	February 7, 2019
User & Domain Analysis (U&DA) Complete	February 29, 2019

Development of Requirements and Context Scenarios	March 12, 2019
Development of Framework and Design Language	March 21, 2019
Form & Behavior Specification (F&BS)	March 31, 2019
Detailed Design Development	April 14, 2019
Deliver Final Design and Presentation	April 28 2019

Understanding of the Problem

Current fitness trackers only offer data points and reminders to be more active with no reward for users to be fit. We are trying to solve the lack of incentive to become fit from current fitness trackers by gamifying them.

Willingness to Invest

The target market of the “Health Buddies” is health-conscientious students and office workers who have a lot of pressure and do not have enough time to make their health plans. Therefore, investors understand the need to provide good technology to track individuals’ health, and cute or pretty interface to let people feel happy and relaxed.

Risk Factor

With gamification there is a risk of users focusing more on the game aspect instead of the intended use. There is a possibility that users would only use Health Buddies to interact with their pet and not to get fit. If this happens, the product may not be seen as effective and people will not want to use it.

Our main risk with Health Buddies would be the idea of “friction free” usage. People have been forgoing fitness devices or using fitness devices without gamification, so they may not see the product as necessary.

To succeed, our product must be seen as superior to the other fitness devices and prioritized the fitness components over the gaming components.