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CARE | Menstrual cycle app

Project Charter

Problem or Opportunity

- Misunderstanding of woman's body and emotions
- Discover illness or pregnancy faster
- Planning pregnancy (or avoiding it)
- Track and don't miss important parts of women's cycle (ovulation, menstruation)
- Help women get familiar with their body
- Help women to plan their lives (ex trips)
- Make the topic of menstruation more accepted by the masses

Goal

Building a mobile app that would allow the user to track their period, get an analysis (when their ovulation, next period will be, mood changes, duration of period, etc), and view the articles about period, sex, etc.

Objectives

- Design a branding
- Collab with medical specialists
- Make an app
- Make a website
- Market the app (e-commerce)
- Find Investors
- Make a team plan and hire people
- Make a budget plan

Personas

- Implement monetization
- Legal stuff (security of data)

Success criteria

Note: time after public release

- A working app that is available on IOS and Android by release date
- A working website that is available 99,9% of the time by release date
- User satisfaction 85% (UX) in 6 months
- Rating of 4 stars on AppStore and GooglePlay in 3 months
- Cycle accuracy algorithm 98% in 6 month
- Have 10K users in 3 months
- Have 5% of users who use the subscription in 1 year
- Gain 70% profits of costs in 1 year
- 95% of support requests are resolved in 1 year
- Our website is in the top 12 search ranking when Google "menstrual app" in 9 months

Assumptions, risk areas, limitations

- We could be eaten by the big competitors (Flo, Clue)
- Natural disasters, war
- Global recession -> ppl wouldn't have money for the subscription
- In some countries, our app would be perceived as propaganda of feminism and other stuff :< (cultural sensitivity)
- There will not be enough data to create our cycle prediction algorithm
- Some new laws concerning data privacy, medical advice in apps, etc
- Users don't like our interface, functionalities
- Monetization problems

Personas

Business Case

Business Options

1. Buy license for another menstrual app

Expected benefits

- Gain 70% profits of costs in 3 years
- Improve customer retention by 15% (meaning we improve customer loyalty) in 2 years
- Form at least 3 partnerships in 3 years

Expected side-effects

- Maintenance costs spilled the set budget
- Decrease of working staff by 7% in 6 months
- The number of Premium members does not exceed 5% after 9 months
- Poor market research, means there are not enough potential users, as we expected

Timeframe

Year 1

Q1: Conduct market analysis, Make a team plan and hire people (if needed), Find Investors

Q2: Make a budget plan, Design branding (logo, colors, fonts), Start making an app (UX/UI and Front end), Outsourcing medical specialists and collaborating with them

Q3: Continue making an app (UX/UI and Front end)

Q4: Continue making an app

Year 2

Q1: Finish making a beta version of an app

Q2: Testing of the app, Market the app (e-commerce), Showcase to investors

Q3: Testing of the app, Develop a website, Implement monetization feature in the ap

Q4: Testing of app

Year 3

Personas

Q1: Start planning of marketing campaign

Q2: Public launch (website & app), Run marketing campaign

Q3: Maintenance, Marketing, Make and analyze the user survey

Q4: Maintenance, Marketing

Year	Costs	Profits	Net Profit/Loss
1	$113,000	$0	-$113,000
2	$100,000	$200,000	$100,000
3	$100,000	$260,000	$160,000
Total	**$313,000**	**$460,000**	**$147,000**

Cost-benefit analysis

Note: over 3 years

	Develop CARE	Buy license for another menstrual app
Costs	Development costs: $180,000 Marketing costs: $123,000 Maintenance costs: $10,000 **Total Costs: $313,000**	License purchase (considering it's a mid-tier app): $60,000 Maintenance costs (assuming it's 10% of a license cost per year, 4 years): $24,000 Marketing costs: $100,000 **Total costs: $184,000**
Benefits	Investors: $300,000 Monetization: $160,000 **Total Benefits: $460,000**	The profits that we make (assuming ARPU is $10 per year, 5,000 fans in year 1, 15% annual growth rate): $249,600 **Total Benefits: $249,600**
Net present value	$147,000	$65,600

Personas

Benefit-cost ratio	1,469	1,356
Return On Investment	46,9%	35,6%

Summary:

Based on the cost-benefit analysis the option of developing CARE will bring 124.1% more net profit. If we compare BCR it is more than 1 in both cases, meaning that both projects are going to generate more benefits than costs but CARE will generate 8.33% more for each dollar spent. Comparing the ROI we can see that CARE has a higher profit margin compared to buying licenses for another menstrual app. Both projects are still profitable but CARE would be a more attractive and efficient investment.

Investment appraisal

To understand the profitability of investment we calculated the Average Rate of Return (ARR):
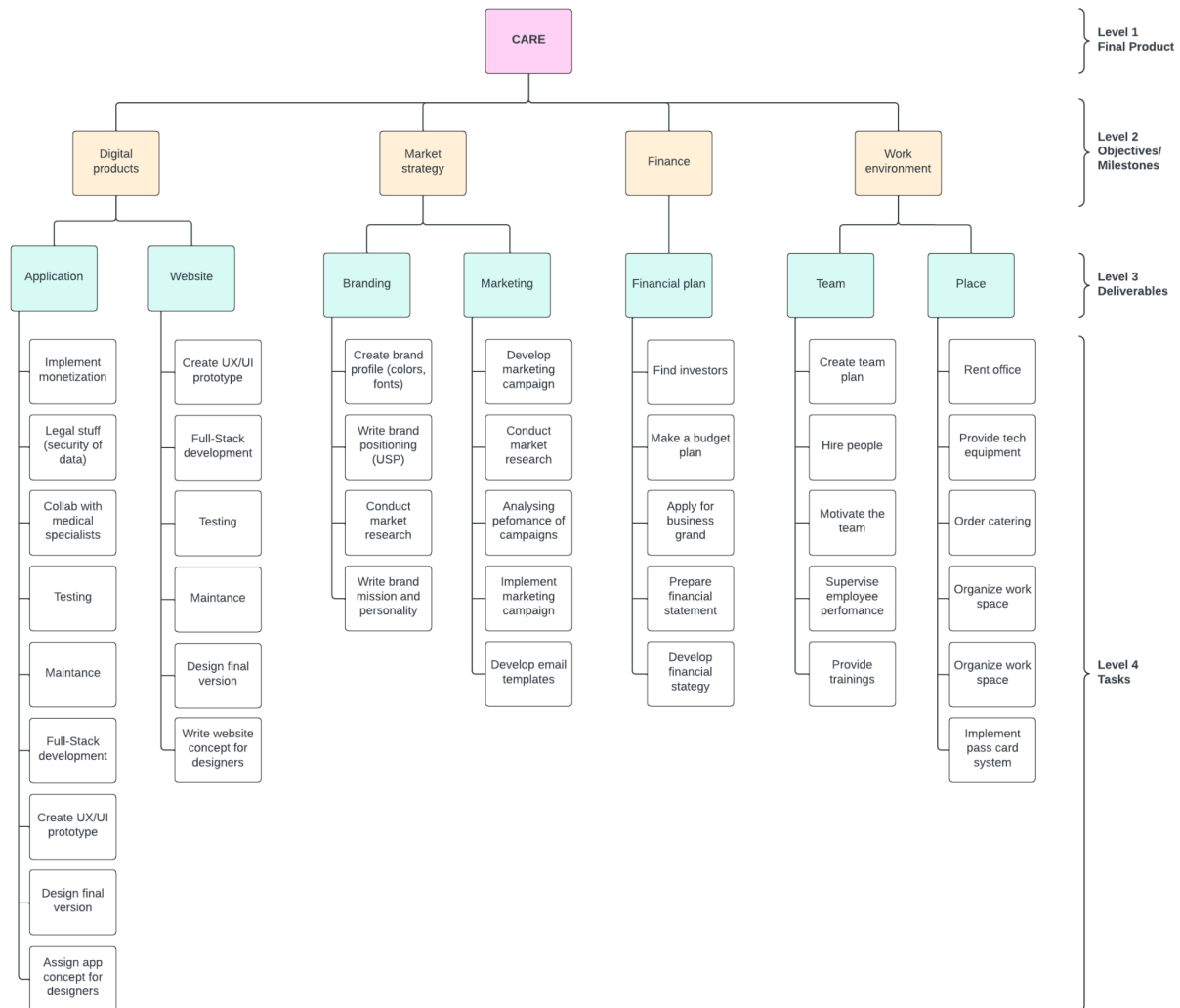ARR = (Total Net Profit/Number of Years) / Initial Investment × 100
ARR = (147,000/3) / 313,000 × 100 = 49,000 / 313,000 × 100 = 15,65%

Summary:

The project is expected to generate a return of 15.65% per year on average ($0.1565 in profit annually for every $1 invested), making it financially attractive (especially compared to another investment option).

Work Breakdown Structure (WBS)

Level 1
Final Product

CARE

Level 2
Objectives/
Milestones

Digital products | Market strategy | Finance | Work environment

Level 3
Deliverables

Application | Website | Branding | Marketing | Financial plan | Team | Place

Level 4
Tasks

Application tasks:
- Implement monetization
- Legal stuff (security of data)
- Collab with medical specialists
- Testing
- Maintance
- Full-Stack development
- Create UX/UI prototype
- Design final version
- Assign app concept for designers

Website tasks:
- Create UX/UI prototype
- Full-Stack development
- Testing
- Maintance
- Design final version
- Write website concept for designers

Branding tasks:
- Create brand profile (colors, fonts)
- Write brand positioning (USP)
- Conduct market research
- Write brand mission and personality

Marketing tasks:
- Develop marketing campaign
- Conduct market research
- Analysing pefomance of campaigns
- Implement marketing campaign
- Develop email templates

Financial plan tasks:
- Find investors
- Make a budget plan
- Apply for business grand
- Prepare financial statement
- Develop financial stategy

Team tasks:
- Create team plan
- Hire people
- Motivate the team
- Supervise employee perfomance
- Provide trainings

Place tasks:
- Rent office
- Provide tech equipment
- Order catering
- Organize work space
- Organize work space
- Implement pass card system

Application

- **What is it?**

It is our main product in the field of health care for women and their partners, that we are developing to launch, make a profit, and bring health value to people.

- **For internal use/Delivered to a customer?**

We are going to deliver it to customers since it is our main product, so the goal is to achieve user satisfaction.

- **When should it be completed?**

The beta version of an app has to be done by the beginning of the 2nd year. The launch of the final version has to be done by Q2 of the 3rd year.

Website

- **What is it?**

It is a landing page with all the info about the app (how to use it, what features are in the app, description of subscription plans, statistics about usage of the app, etc). Also, there will be useful articles about women's health and period. Ability to ask questions through our support team. Additionally, there will be a link to download the app. We also plan to have pages with information about our team, and hiring positions when needed.

- **For internal use/Delivered to a customer?**

It will be delivered to our users since the main goal of our website is to provide a clear instruction for using the app and encourage users to download the app.

- **When should it be completed?**

We start developing the app in Q3 of the 2nd year and launch it in Q2 of the 3rd year.

Branding

- **What is it?**

It is establishing the project's identity and creating the brand profile, developing the brand positioning and mission, using both marketing research and customer-facing data.

- **For internal use/Delivered to a customer?**

It is focused on both internal use and external delivery: guiding the team in maintaining the brand; forming the brand's public image and is crucial for customer engagement and app recognition.

- **When should it be completed?**

In Q2 of the 1st year as it will influence the design of marketing campaigns, the application, and website design.

Marketing

- **What is it?**

It explores and analyzes the market in depth in order to promote the project, attract the target audience, and increase awareness among women.

- **For internal use/Delivered to a customer?**

Mainly focused on the customer, because it aimed to attract customers, investors, and stakeholders.

- **When should it be completed?**

It should be completed by Q2 of the 3rd year.

Financial plan

- **What is it?**

This deliverable describes how the project would be funded and managed from the financial perspective to ensure CARE's financial stability/certainty and growth.

- **For internal use/Delivered to a customer?**

This deliverable would be mainly used for internal uses but also for customers because we are obliged by law to post some financial documents.

- **When should it be completed?**

Most of the tasks for this deliverable would need to be done in Q1 and Q2 of the 1st year.

Team

- **What is it?**

It's a plan for assembling and managing our project team.

- **For internal use/Delivered to a customer?**

This deliverable is mainly used inside the company, but also for the outsider in the stage of hiring.

- **When should it be completed?**

We should have the team plan and hire candidates in Q1 of the 1st year. But it also involves motivating the team, supervising performance, and providing trainings which should continue throughout the whole project.

Place

- **What is it?**

This deliverable is about providing a physical workplace, aka the office for our employees to ensure maximum possible productivity and efficiency
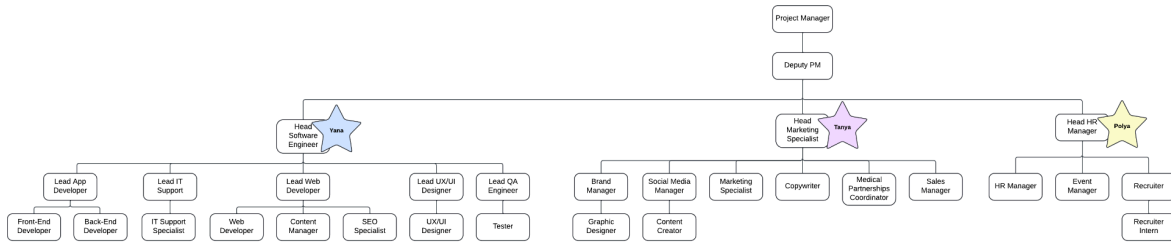
- **For internal use/Delivered to a customer?**

It is for internal use from the perspective of the project team.

- **When should it be completed?**

It should be completed by Q2 of the 2nd year.

Project Organization Structure

Note: We plan to outsource all the specialists related to legal advice, office, and finance.

Project Manager
- **Description:** We are seeking a talented Project Manager ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Project Manager will be responsible for planning, coordinating, and delivering the objectives on time and within budget.
- **Requirements:**
  - Bachelor's Degree in Project Management or a related field
  - 7+ years of IT project management experience
  - Extensive knowledge of mobile app development
  - Extensive knowledge of Scrum and Agile methodologies
  - Excellent communication, and teamwork skills
  - Fluency in spoken and written English

Deputy Project Manager
- **Description:** We are seeking a Deputy Project Manager ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Deputy Project Manager will be responsible for supporting the Project Manager in planning, coordinating, and overseeing the project milestones.
- **Requirements:**
  - Bachelor's Degree in Project Management or a related field
  - 5+ years of IT project management experience
  - Solid knowledge of mobile app development
  - Knowledge of Scrum and Agile methodologies

- Ability to multitask and organize effectively
- Great communication, and teamwork skills
- Fluency in spoken and written English

Head Human Resources Manager
- **Description:** We are seeking a passionate Head Human Resources Manager ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Head HR Manager will be responsible for leading and supporting our HR team, helping them grow in their roles and become even more effective at what they do.
- **Requirements:**
  - Bachelor's Degree in HR or a related field
  - 7+ years of experience in leading and developing high-performing teams
  - Strong leadership and communication skills
  - Extensive knowledge of all major HR areas: training and development, performance management, employee benefits, and workplace safety
  - Fluency in spoken and written English

Human Resources Manager
- **Description:** We are seeking a Human Resources Manager ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Human Resources Manager will be responsible for supporting and implementing HR initiatives like integrating, supporting, and developing employees to meet business needs through human capital management.
- **Requirements:**
  - Bachelor's Degree in HR or a related field
  - 3+ years of experience in leading and developing high-performing teams
  - Excellent active listening, negotiation, and leadership skills
  - Extensive knowledge in onboarding, employee development, and performance management
  - Fluency in spoken and written English

Event Manager

- **Description:** We are seeking a talented event manager ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The event manager will be responsible for planning dynamic and engaging events to strengthen our organization's culture.
- **Requirements:**
  - 2+ years of relevant experience
  - Expertize in budgeting and financial management related to event planning
  - Strong organizational and time management skills
  - Strong communication and problem-solving skills
  - Creativity in organizing internal events
  - Fluency in spoken and written English

Recruiter

- **Description:** We are seeking a talented Recruiter ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Recruiter will be responsible for finding candidates, reviewing resumes, conducting interviews, and supporting the onboarding process.
- **Requirements:**
  - Bachelor's Degree in HR or a related field
  - 3+ years of experience in recruiting employees
  - Ability to conduct different types of interviews
  - Strong communication and decision-making skills
  - Fluency in spoken and written English

Recruiter Intern

- **Description:** We are seeking a proactive Recruiter Intern ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Recruiter Intern will assist the Recruiter in sourcing candidates, screening resumes, scheduling and conducting interviews.
- **Requirements:**
  - Currently pursuing or recently completed a Bachelor's Degree in HR or related field
  - Strong organizational and communication skills

- ○ Eagerness to learn and develop in this field
- ○ Fluency in spoken and written English

Head Marketing Specialist
- **Description:** We are seeking a Head Marketing Specialist ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Head Marketing Specialist will be responsible for leading our marketing team, developing and executing marketing strategies to enhance brand visibility and drive user growth.
- **Requirements:**
  - ○ Bachelor's Degree in Marketing or a related field
  - ○ 7+ years of experience in digital marketing
  - ○ Experience in successfully leading teams of five/six people
  - ○ Strong leadership, communication, and strategic thinking skills
  - ○ Fluency in spoken and written English

Brand Manager
- **Description:** We are seeking a talented Brand Manager ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Brand Manager will be responsible for designing CARE's brand identity and ensuring consistency of our marketing campaigns across all channels.
- **Requirements:**
  - ○ Bachelor's Degree in Marketing or a related field
  - ○ 3+ years of experience in brand management
  - ○ Strong creative and strategic thinking
  - ○ Solid organizational and communication skills
  - ○ Fluency in spoken and written English

Graphic Designer
- **Description:** We are seeking a creative and detail-oriented Graphic Designer to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Graphic Designer will be responsible for creating visually engaging and user-friendly graphics, illustrations, and layout designs that align with our brand's identity, ensuring consistency across all platforms.

- **Requirements:**
  - Bachelor's degree in Graphic Design or a related discipline
  - 2+ years of relevant experience
  - Proficiency in Microsoft PowerPoint, Word, Excel, Adobe Illustrator, Adobe Photoshop, Adobe InDesign and Adobe Document Cloud (Interactive Media)
  - Strong visual design capability
  - Fluency in spoken and written English

Social Media Manager
- **Description:** We are seeking an innovative and proactive Social Media Manager to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Social Media Manager will be responsible for creating, managing, and monitoring all social media interactions, ensuring alignment with our brand voice and engaging with our community to drive brand growth and user engagement.
- **Requirements:**
  - 3+ years of experience working in an agency or client side on brand marketing through social media
  - A well-rounded creative individual who is always innovating, initiating, and creating
  - Level-headed, strategic thinker
  - Ability to spot opportunities to create content and help clients achieve their business ambitions
  - Creative flair and excellent written communications skills and great copywriting
  - Fluency in spoken and written English

Content Creator
- **Description:** We are seeking a talented and creative Content Creator ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Content Creator will be responsible for researching industry-related topics, preparing well-structured drafts for social media to advertise our company and products.
- **Requirements:**
  - 2+ years of working as a content creator

- Extensive knowledge of all production steps: ideation, scripting, videography, photography, editing, etc.
- Solid knowledge of content uploading & strategy across Instagram, Facebook, YouTube, and TikTok
- Excellent understanding of the social media market including trends, algorithms, influencers
- Excellent communication skills
- Fluency in spoken and written English

Marketing Specialist
- **Description:** We are seeking a Marketing Specialist ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Marketing Specialist will be responsible for conducting marketing research, researching target audiences, recording data from campaign results to add to future reports and overseeing a company's social media and advertisement campaigns channels to ensure its efficiency.
- **Requirements:**
  - Bachelor's degree in Marketing or a related field
  - 3+ years of experience as a marketing specialist or similar role
  - Excellent understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods
  - Experience in marketing data analytics and tools
  - Solid computer skills, including MS Office, marketing software (Adobe Creative Suite and CRM), and applications (Web analytics, Google Adwords etc.)
  - Well-organized and detail-oriented
  - Fluency in spoken and written English

Copywriter
- **Description:** We are seeking a talented and creative Copywriter to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Copywriter will be responsible for producing high-quality written content that resonates with our target audience, from in-app copy and blog posts to social media and promotional materials.
- **Requirements:**

- An experienced writer with a portfolio of your earlier works
  - Experience of working in the mobile App industry
  - A team player
  - A very creative individual
  - 1+ years of relevant experience
  - Fluency in spoken and written English

Medical Partnerships Coordinator
- **Description:** We are seeking a Medical Partnerships Coordinator ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Medical Partnerships Coordinator will be responsible for finding and cooperating with medical experts in psychological and womens health field to write articles and answer premium members question.
- **Requirements:**
  - Degree in International Development, Health, Public Health, Social Studies or equivalent
  - 3+ years of relevant experience
  - Excellent communication, negotiation skills, and time management skills
  - Knowledge of Windows MS office, and Google tools
  - Fluency in spoken and written English

Sales Manager
- **Description:** We are seeking an experienced and motivated Sales Manager to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Sales Manager will be responsible for building and managing relationships with clients, identifying new business opportunities, and driving revenue growth through strategic partnerships and customer engagement.
- **Requirements:**
  - Bachelor's degree in Sales or a related field
  - 3+ years of experience in Business Development or Sales
  - Strong communication, interpersonal and negotiation skills
  - Ability to build trusting relations with internal stakeholders and external customers

- Highly responsible and result-oriented
- Able to multitask, work under pressure and tight timeline
- Fluency in spoken and written English

Head Software Engineer
- **Description:** We are seeking a talented Head Software Engineer ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Head Software Engineer will lead and support our engineering team in both web and app development ensuring the delivery of high-quality software.
- **Requirements:**
  - Bachelor's Degree in Computer Science or a related field
  - 7+ years of software engineering experience
  - Extensive knowledge of mobile app and web development
  - Experience in successfully leading teams of five/six people
  - Strong leadership, communication, and problem-solving skills
  - Fluency in spoken and written English

Lead App Developer
- **Description:** We are seeking a Lead App Developer ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Lead App Developer will be responsible for supporting and leading a team of front-end and back-end developers, overseeing the application development processes, setting goals, managing budgets and schedules, creating testing structures, and providing progress reports.
- **Requirements:**
  - Bachelor's degree in Computer Science or a related field or equivalent experience
  - 5+ years of full-stack app development with at least 1 year in a leadership role
  - Excellent communication, management, and problem-solving skills
  - Excellent understanding of Node.js, Python, Ruby on Rails, Java, or similar back-end languages and frameworks
  - Strong expertise in front-end technologies (HTML, CSS, JavaScript) and frameworks such as React, Angular, or Vue
  - Fluency in spoken and written English

Front-End Developer

- **Description:** We are seeking a skilled and innovative Front-End Developer to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Front-End Developer will be responsible for translating UI/UX design wireframes into interactive code, enhancing user experience, and ensuring seamless, responsive web interfaces.

- **Requirements:**
    - A bachelor's degree in Computer Science or a related field or equivalent experience
    - 4+ years of relevant experience
    - Proficiency in HTML, CSS, JS including working with frameworks like React, Angular or Vue
    - Proficiency in at least one modern programming language (Java, Python, C#) used for back-end development
    - Experience in working with CI/CD tools
    - Fluency in spoken and written English

Back-End Developer

- **Description:** We are seeking a highly proficient Back-End Developer to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Back-End Developer will be responsible for building, deploying, and maintaining scalable server-side applications, managing database integrations, and optimizing performance for a smooth, secure user experience.

- **Requirements:**
    - A bachelor's degree in Computer Science, Engineering, or a related field, or equivalent practical experience
    - 2+ years of professional experience in back-end development with expertise in Node.js, Python, Ruby on Rails, Java, or similar back-end languages and frameworks
    - Strong proficiency with databases (e.g., PostgreSQL, MySQL, MongoDB) and database management practices

- Expertise in developing, deploying, and scaling RESTful APIs and microservices architecture
- Knowledge of security practices, including data protection, encryption, authentication, and authorization
- Understanding of server-side logic, data structures, algorithms, and performance optimization techniques
- Fluency in spoken and written English

Lead IT Support
- **Description:** We are seeking a highly skilled Lead IT Support professional to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Lead IT Support role involves leading our team of IT Support Specialists, overseeing the IT support function, managing complex technical issues, and partnering with cross-functional teams to continuously improve support processes and tools.
- **Requirements:**
  - 5+ years of experience in IT support roles with at least 1 year in a leadership role
  - Mac software and hardware troubleshooting experience
  - Experience using and managing ticket-based enterprise workflow management systems
  - A positive, service-oriented attitude
  - Experience managing executive support and partnering with cross functional leadership to improve tools and processes
  - Solid problem solving skills
  - Effective communication to proactively engage with business leaders to understand pain points, troubleshoot, and escalate as needed
  - Fluency in spoken and written English

IT Support Specialist
- **Description:** We are seeking a dedicated and resourceful IT Support Specialist to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The IT Support Specialist will be responsible for handling day-to-day technical issues, managing IT assets, and supporting team members in utilizing various business software tools efficiently.

- **Requirements:**
  - 1+ years of experience in a similar position
  - Experience in ticketing system queue management using tools such as Jira, Service Now or Salesforce
  - Experience in IT asset management, including purchase order management and use of tools like Kace or JamF
  - User access management using tools like Active Directory, OKTA SSO, Google SSO
  - Ability to manage business software like Active Directory, Google Workspace, Kace, JamF, Zoom, Slack or Dropbox
  - Fluency in spoken and written English

Lead Web Developer

- **Description:** We are seeking a Lead Web Developer ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. Then Lead Web Developer will be responsible for lading and supporting our web development team, creating and maintaining software documentation, driving force behind strategic decisions, and delivering a working website that aligns with our project objectives.
- **Requirements:**
  - Degree in Computer Science or a related field
  - 5+ years of experience in software development with at least 1 year in a leadership role
  - Expertise in HTML, CSS, JavaScript, and SQL & NoSQL data stores
  - Extensive knowledge of web development methodologies
  - Excellent leadership and people management skills with the ability to inspire and motivate teams
  - Strong problem-solving and decision-making abilities
  - Fluency in spoken and written English

Web Developer

- **Description:** We are seeking a skilled and detail-oriented Web Developer to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The

Web Developer will be responsible for building, customizing, and maintaining our website, ensuring functionality, optimizing performance, and enhancing user experience.

- **Requirements:**
    - 3+ years of experience as a Web Developer
    - Proficiency in PHP, JS, CSS, HTML, Liquid
    - Experience developing themes and plugins for CMS WordPress and WooCommerce
    - Understanding of Agile methodologies (Scrum, Kanban)
    - Fluency in spoken and written English

Content Manager

- **Description:** We are seeking a Content Manager ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Content Manager will be responsible for creating content for our website, developing content strategies to highlight products and services and reviewing competitor content and market trends to identify new content ideas.

- **Requirements:**
    - 2+ years of relevant experience
    - Advanced writing and editing skills
    - Ability to come up with creative ideas
    - Strong management skills
    - Detailed knowledge of current online tools and marketing trends
    - Excellent analytical skills and attention to detail
    - Fluency in spoken and written English

Search Engine Optimization Specialist

- **Description:** We are seeking a Search Engine Optimization Specialist ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The SEO Specialist will be responsible for researching and optimizing relevant keywords to use on an organization's website, tracking a website's daily metrics for trends and other insights, making websites more accessible and user-friendly.

- **Requirements:**
    - 3+ years of experience as a SEO

- Solid understanding of performance marketing, conversion, and online customer acquisition
- In-depth experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, WebTrends)
- Experience with bid management tools (e.g., Click Equations, Marin, Kenshoo, Search Ignite)
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Fluency in spoken and written English

Lead UX/UI Designer

- **Description:** We are seeking a visionary and strategic Lead UX/UI Designer to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Lead UX/UI Designer will be responsible for leading the design team, overseeing design processes, and crafting intuitive, engaging user experiences that are aligned with our brand's mission and goals.
- **Requirements:**
  - 5+ years of experience as a UX/UI Designer with at least 1 year in a leadership role
  - Strong portfolio showcasing your design process and results
  - Proficiency in design tools such as Adobe XD, Sketch, Figma, or similar software
  - Strong understanding of user-centered design principles, user interface guidelines, usability, and accessibility standards
  - Ability to effectively communicate design ideas and rationale, and to collaborate with cross-functional teams
  - Experience in conducting user research, usability testing, and incorporating feedback into design iterations
  - Excellent attention to detail and a passion for creating exceptional user experiences
  - Fluency in spoken and written English

UX/UI Designer

- **Description:** We are seeking a UX/UI Designer ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The UX/UI Designer will be responsible for designing visually appealing interfaces for an app.

- **Requirements:**
  - Bachelor's degree in Graphic Design or UI/UX Design or a related field
  - 3+ years of experience as a UI/UX designer
  - Portfolio of high-quality professional work and project samples
  - Mastery of foundational design concepts and visual principles
  - Proficiency with the techniques, tools, and technologies necessary for outstanding design work (Figma, Sketch, Adobe XD, Figma, InVision, Zeplin)
  - Ability to think critically, communicate effectively, and produce work within deadlines
  - Fluency in spoken and written English

Lead Quality Assurance Engineer

- **Description:** We are seeking a talented Lead Quality Assurance Engineer ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The Lead QA Engineer will be responsible for driving the software quality assurance lifecycle, establishing and coordinating test strategies, developing and executing automated tests, managing and mentoring the QA team.

- **Requirements:**
  - Bachelor's degree in Computer Science, Engineering, or equivalent experience
  - 5+ years of relevant experience with at least 1 year in a leadership role
  - Ability to multitask, proactive in project planning and requirements gathering
  - Proficiency in mobile or web application testing
  - Experience in programming languages such as Java, Groovy, Ruby, Python, or JavaScript
  - Extensive experience with Appium or Selenium WebDriver
  - Familiarity with testing frameworks like TestNG, JUnit
  - Fluency in spoken and written English

Tester

- **Description:** We are seeking a tester ready to join our progressive and ambitious team developing a menstrual cycle tracking mobile app. The tester will be responsible for working with project developers, evaluating and testing newly developed applications for functionality. Work to ensure that the application is stable, secure , functional and user friendly while also finding bugs.

- **Requirements:**
    - Bachelor's degree in Computer Science, Engineering, or equivalent experience
    - 3+ years of experience as a software tester or software quality assurance specialist
    - Extensive knowledge of website and application testing
    - Understanding of various programming languages like Java, C++ and Python
    - Relevant software testing certifications include Certified Software Tester (CSTE), ISTQB Agile Tester Certification or Certified Associate in Software Testing (CAST)
    - Fluency in spoken and written English

Stakeholders

Stakeholder 1 – Our mother company	
Their role in the project	Investor
Degree of interest in the project	Medium, positive
Knowledge and competence	Medium. The company is aware of the project and its objectives but does not delve deeply into the details of the topic
Expectations towards the project	Having a ROI of 30% or higher
Potential impact on the project	Large. The company can drastically influence any stage of the project

Stakeholder 2 – Government Grand	
Their role in the project	Investor
Degree of interest in the project	Low, positive
Knowledge and competence	High. The government carefully chooses the candidate for the grand
Expectations towards the project	Bringing innovation and creating jobs for the market
Potential impact on the project	Medium. We should comply with their requirements.

| Stakeholder 3 – Angel Investor	
Their role in the project	Investor
Degree of interest in the project	High, positive
Knowledge and competence	Medium. Investors focus their research on the project's risks (financial, market, technological, legal, and regulatory risks) but are not deeply familiar with all the small details of the project
Expectations towards the project	Having a ROI of 30% or higher
Potential impact on the project	Medium. We would need to adapt to investors' expectations to keep them hooked which could influence our strategy

Stakeholders Matrix

Interest → Impact ↓	High	Medium	Low
Large		Stakeholder 1 – Our mother company	
Medium	Stakeholder 3 – Angel Investor		
Small			Stakeholder 2 – Government Grand

Green means the positive interest of stakeholders

Target Audience

Target Groups & Premium

Partners
7.0%

Adults
23.0%

Teenagers
5.0%

Young Adults
65.0%
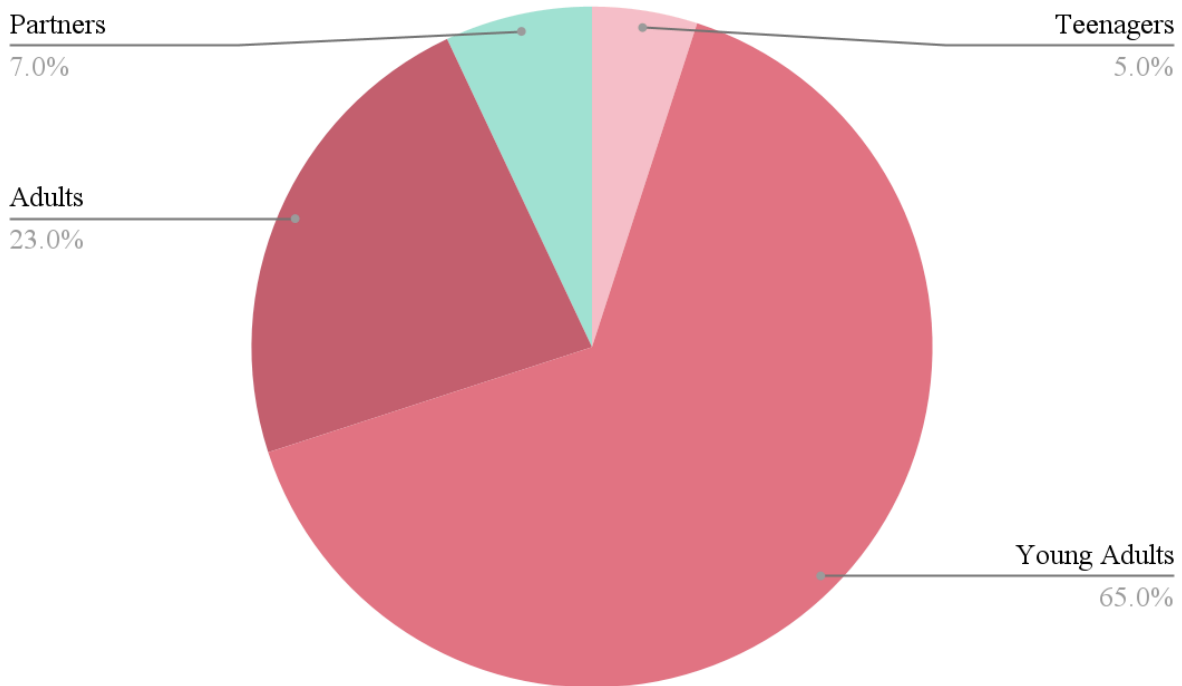
Group 1 – Teenage Women

- **The age group:** 12 - 20
- **Financial expected means:** Only 5% of users from this group will buy a subscription because they don't have their income.
- **Degree of interest in your product:** High. It's the beginning of the period and women are not familiar with these changes in their bodies thus there is high curiosity and need for our product.
- **Expectations towards the product:** Easy tracking system, accurate prediction algorithm, clear information about how the period works.
- **Potential impact on the products:** Medium. teenagers are not as solvent as other groups but they would be a major group of users if we compare amounts.

Group 2 – Young Adult Women

- **The age group:** 20 - 35

- **Financial expected means:** 65% of users from this group will buy a subscription.
- **Degree of interest in your product:** High. In this stage of a woman's life, she needs to actively manage her cycle and fertility.
- **Expectations towards the product:** Easy tracking system; accurate prediction algorithm; an option of a specific algorithm for getting pregnant; reliable and easy-to-understand information about hormonal health, lifestyle recommendations and mental well-being insights; access to expert advice; and ability to add a partner.
- **Potential impact on the products:** The highest from all the target groups. It's one of the biggest (by amount) and the most solvent groups.

Group 3 – Adult Women
- **The age group:** 35 - 50
- **Financial expected means:** 23% of users from this group will buy a subscription.
- **Degree of interest in your product:** Medium. At this point, it is still important to track your cycle and some women still plan pregnancy. There is also a need to get ready for menopause. However, this age group could find it hard to use mobile app.
- **Expectations towards the product:** Understandable UX/UI, easy tracking system, an option of a specific algorithm for getting pregnant, access to expert advice, reliable information about perimenopause and menopause and their symptoms.
- **Potential impact on the products:** Mild. Their feedback can play an important role in engineering the functions related to health support during perimenopause and menopause, as well as improving the interface for ease of use.

Group 4 – Partners
- **The age group:** 20 - 50
- **Financial expected means:** 7% of users from this group will buy a subscription.
- **Degree of interest in your product:** Low. Partners may be interested in tracked information about menstrual cycle data but are not primary users of the app.
- **Expectations towards the product:** The ability to synchronize data and get notifications to understand their partner's state, simple presentation of insights about the phases of the partner's cycle, articles to support an informed approach to health issues, the mental state of the partner, and child planning.
- **Potential impact on the products:** Low. The product can exist without this target group.

Personas

Primary persona – Young Adult Woman	
Name	Emilia Gruber
Age	27
Education	Finished bachelor's degree in marketing
Place of living	Austria
Job situation	Employed as a Product Marketing Manager
Level of knowledge about the app	She is experienced in this kind of apps because she has used several of them before.
Key goals in life	Develop herself in a professional field and become a top manager. At the same time, she is seeking work-life balance, since she wants to have at least two children.
Personal background	She grew up in a large family with traditional family values. Each day she works till 6 pm, and two times a week she does stretching. She is passionate about her work, but besides that, she is really interested in the health field. She regularly reads new articles and watches documentaries on this topic. Also, she is dreaming about a large family, now she has a husband and they are planning a baby and visits a gynecologist once every two months. Emilia is overall an overthinker and an anxious person.
Expected key characteristics of the app	- Easy tracking system - Accurate prediction algorithm - Option of a specific algorithm for getting pregnant - Reliable and easy-to-understand information about hormonal health, lifestyle recommendations, and mental well-being insights (articles) - Access to expert advice - Ability to add a partner

Needs and motivations leading to the app	Sometimes she is nervous about unknown processes that could happen in her body. She is seeking a source where she can read info and calm down. Since she wants to get pregnant she wants to know the best time for getting pregnant. Sometimes she gets too caught up with work and forgets to buy period products.
Frustration and pain points concerning interaction with similar apps	- No chat with a specialist in urgent and stressful situations - Delivery of necessary items (like pregnancy tests, pads, etc) - The calendar view (collapsed one) doesn't display the wanted symptoms with easy-to-understand icons

Secondary persona – Teenage Woman	
Name	Cloe Harper
Age	17
Education	Studying in high school
Place of living	Australia
Job situation	Unemployed
Level of knowledge about the app	She hadn't used similar apps before CARE, but as a teenager, she quickly familiarize herself with our product.
Key goals in life	Create memories with friends and family; finish school and enroll in university; stay sporty, and take care of her health.
Personal background	She lives with family, goes to high school on weekdays, goes to the gym twice a week, regularly hangs out with friends, loves hiking and traveling, uses her phone daily, listens to podcasts about self-improvement and watches videos on YouTube on the same topic.

Expected key characteristics of the app	- Easy tracking system - Accurate prediction algorithm - Clear information about how the period works, and other health-related topics (articles)
Needs and motivations leading to the app	Keep track of her cycle to be able to react to some anomalies quickly, need to be able to plan trips and events with her friend that are period-free, adjust her gym program and diet to each of the 4 cycle phases, and learn about her body from a reputable source.
Frustration and pain points concerning interaction with similar apps	- The necessary (must-have) features are under premium - The calendar view (collapsed one) doesn't display the wanted symptoms with easy-to-understand icons

Secondary persona – Adult Woman	
Name	Frida Olsen
Age	45
Education	Finished bachelor's degree in nursing and master's in public health
Place of living	Norway
Job situation	Works part-time as a public health consultant for local organizations and occasionally conducts some lectures and events on public health
Level of knowledge about the app	Frida hasn't used any similar apps. She is accustomed to tracking her cycle in the physical calendar but one day heard about a cycle-tracking app from her daughter and has been curious to try it ever since.

Key goals in life	To be healthy mentally and physically, stay involved in the public health field, spend time with family, and preserve her curiosity and open-mindedness.
Personal background	Frida lives with her husband; has a 23-year-old daughter, they have a close and trusting rapport, all three of them have a tradition of a family dinner once a month; goes on daily walks in the morning and spends the evening with her husband; loves reading and educating young people on the topic of public health; she tries to live a healthy and peaceful lifestyle.
Expected key characteristics of the app	- Understandable UX/UI - Easy-to-use tracking system - Access to expert advice - Reliable information about women's health, including articles on perimenopause, menopause, and their symptoms (articles)
Needs and motivations leading to the app	Need to monitor all her health metrics in one place (mood changes, sleep, cycle, etc), desires to be informed about the latest research in the health industry.
Frustration and pain points concerning interaction with similar apps	- Confusing app design - Lack of specific features for women in menopause (ex: unique algorithm) - They include too many features she doesn't need

Secondary persona – Partner	
Name	Theo Carter
Age	33
Education	Finished bachelor's and master's degrees in finance and accounting

Place of living	Denmark
Job situation	Employed as Senior Risk Manager
Level of knowledge about the app	Low. He had never used apps like Care but had heard a lot about it from his wife and sister
Key goals in life	Build a strong reliable family with two children while balancing it with career development.
Personal background	He has a wife and a four-year-old child, planning a second one. He spends most of his time at work but dedicates all his free hours to his family and family trips. All three of them have a close, trusting bond with each other, taking care of each other's mental health. They try to maintain an active lifestyle and eat healthily.
Expected key characteristics of the app	- The ability to synchronize data - Getting notifications to understand their partner's state - Clear presentation of insights about the phases of the partner's cycle - Articles to support an informed approach to health issues, the mental state of the partner, and child planning
Needs and motivations leading to the app	Theo wants to understand his wife's health and emotional state better, especially as they plan for a second child. He's motivated by his desire to support his wife and stay informed on her well-being. Theo hopes the app will provide clear insights into her cycle and health, helping him plan family activities and respond more thoughtfully to her needs.
Frustration and pain points concerning interaction with similar apps	- Not enough medical information about pregnancy - No notifications about the general partner's mental state

User Stories

Priorities:

0 - functionality must be available in the app

1 - functionality should be available in the app

2 - functionality can be available in the app

Primary persona: Emilia Gruber (young adult)

Secondary personas: Cloe Harper (teen), Frida Olsen (adult), Theo Carter (partner)

As a...	I want to...	So that...	Priority
Emilia Guber	Track my symptoms	Have a history of my previous cycles and predictions for new ones	0
Emilia Guber, Cloe Harper	Instantly see wanted symptoms in the collapsed calendar view	I can answer questions on the gynecologist appointment	0
Emilia Guber	See predictions of the next menstruation	I can plan a trip	0
Emilia Guber	See predictions of the next ovulation	I can plan a baby	0
Emilia Guber	Access statistics of my cycle	I can check if there are any anomalies	1
Emilia Guber	Read reliable articles about fertility	Learn more about the health field or get an answer on something that was bugging me	1
Emilia Guber	Link my husband	Both of us can view useful articles and plan the best time to make a child	1

Emilia Guber	Order pads or other needed products quickly	I won't think about it at work and spend time shopping after a busy day	1
Emilia Guber	Have a chat with a medical expert or bot that will answer my urgent questions	I can calm down with the help of a reliable answer	2
Cloe Harper	Have a clear tracking system	I can get familiarized with the functionalities quicker and start using the app immediately after the beginning of the first period	0
Cloe Harper	Read articles about how the period works and find answers to my questions	I won't ask somebody else and feel awkward	1
Cloe Harper	Receive notifications about the upcoming period	I can plan my trips, events, and gym program	1
Frida Olsen	Go through an in-app tutorial while onboarding	I can start using the app quicker and don't spend time on familiarizing myself with functionalities	0
Frida Olsen	Read articles about menopause and perimenopause	I stay prepared and informed about my body changes and am informed about the latest research in the health industry	1
Frida Olsen	Get expert advice about menopause	I can solve specific health problems without confusion	1
Frida Olsen	Choose which features I want to see	I can focus only on features relevant to my needs	2
Theo Carter	Synchronize data with my partner	I can stay updated on her health and emotional state	0
Theo Carter	Get notifications about my partner's cycle phases	I can plan family activities and support my wife's needs	0

Theo Carter	Receive clear, concise insights about the menstrual cycles	I can understand and anticipate my wife's needs during each phase	1
Theo Carter	Access the articles about women's health issues and child planning	I can actively participate in the planning of our second child	1

Story Points For Jira

1 less than an hour	
2 1 - 3 hours	
3 3 - 8 hours (one working day)	
5 2-3 working days	
8 One working week. Might be splited into smaller tasks	
13 More than a one working week. Must be splited into smaller tasks	