

Healthy Business Requirements Document

By Bonnie Loo

Executive Summary

Target Audience

The age demographic of this app is for those in their 20's to 30's. Our users are health-conscious individuals who want to fulfill their fitness and wellness goals while navigating obstacles in their personal life. Those in their 20's are likely to be students who are on a tighter budget and those in their 30's are likely to have busy corporate schedules and juggling incoming familial obligations. Both age groups have limited time in their schedules and want to figure out a way to avoid experiencing burnout from their daily responsibilities.

Competition

Mental and health wellness tracking devices such as Apple Watch and Fitbit pose a threat as these devices are already easily in the line of sight for users, making them more likely to be used for setting basic reminders and tracking and recording health and wellness data.

FitOn and MyChart are also competitors as they are popular health and wellness apps in both Google and Apple app stores.

Risk/Opportunity

It can be hard to compete with apps that have already established themselves as popular and reliable apps in the field. FitOn has an edge over other apps since they feature workouts led by celebrities and MyChart ranks #1 in top free apps in the medical category. However, we can target a user audience that FitOn doesn't focus on. FitOn's primary focus is women in their 20's-30's and we can make our app appeal to both men and women in this age demographic.

Conclusions

The Healthy app is going to be competing with other well-established health and wellness apps. What we will do to set this app apart is make it more inclusive to the general population by targeting both men and women in the same age demographic. We will highlight inclusivity in our app and perform and iterate usability tests to make sure our users see our app as a simple personal assistant in their lives and have a smooth user experience using our app.

S.M.A.R.T. Business Objectives

Gain at least 500 downloads within the first two weeks of launch and at least 800 downloads within the first month.

Retain at least 50 percent of users within the first month.

Scope

Healthly will be a responsive web app that helps users keep track of their appointments and health information, record and monitor their progress in forming healthy habits of their choice, and learn about new, helpful health and wellness information in an inclusive and motivating community.

Our app will feature a resource library that will be available in the app itself as well as online in a browser, providing users with useful mental and physical health information and articles. Users will be able to save/bookmark articles and highlight sections when they are in the resource library.

Our marketing plan consists of strategizing with testimonials, interviews, usability tests, and getting featured on podcasts to reach our target acquisition and retention goals.

We will establish our web presence by creating a website with a description of Healthly, screen captures, a promo video, testimonials, and a section for our user community to be able to talk and motivate each other.

Functional Requirements

- Login / Sign up process
- Feature for appointment reminders and viewing past and upcoming appointment information
- System for tracking habits
- System for storing medical documents
- Community for motivating other users and sharing progress
- System for recording and writing in a mood journal
- Feature for linking and syncing to health tracking devices such as Fitbit
- System feature for highlighting sections of information and saving articles
- Downloading resource library for offline use
- Admin feature for editing account information

Delivery Schedule

- | | |
|--------|---|
| Week 1 | <ul style="list-style-type: none">• User stories and flow charts• Low-fidelity wireframes |
| Week 2 | <ul style="list-style-type: none">• High-fidelity wireframes |
| Week 3 | <ul style="list-style-type: none">• Finalized user interface |
| Week 4 | <ul style="list-style-type: none">• Usable prototype• Initial user testing• Meeting with designers and developers• Start coding website• Start collecting testimonials for website |
| Week 5 | <ul style="list-style-type: none">• Finalized app• Last round of testing and integration of any adjustments• Meeting with designers and developers• Website finalized• Blog finalized |
| Week 6 | <ul style="list-style-type: none">• Application launched• Website launched |
| Week 7 | <ul style="list-style-type: none">• First blog post launched |
| Week 8 | <ul style="list-style-type: none">• New resource library feature becomes available inside the app• Press coverage - get feature on Crunchbase, etc. highlighting new feature and the app itself |