

Women Health Fit (WHF)

Design an app for women to monitor their health and wellbeing

Clarifying Questions?

Questions?	Assumptions
What is the goal of this product?	To monitor women health
From Where are we getting the input data?	External fitness devices while also using its own sensors to track activities
Are we targeting any specific geography?	No, Across the globe
Do we have any resource constraints for designing this product?	No, We don't have any resource constraints
Are we only talking about websites, apps, or any specific device?	Only Android and iOS mobile devices

Objective

The Women Health Fit (WHF) app empowers women to monitor and improve their health through a comprehensive tracking system.

User Segmentation

Category	Young Women	Adult Women	Middle-aged Women
Age	18 - 25	26 - 45	> 45+
Needs	<ol style="list-style-type: none">1. Physical fitness2. Track Menstrual Cycle	<ol style="list-style-type: none">1. Track Sleep Patterns2. Work life Balance: Monitor stress3. Physical Fitness4. Track Menstrual Health	<ol style="list-style-type: none">1. Maintain Overall Health2. Menopause3. Monitor Stress
Pain Points	<ol style="list-style-type: none">1. Difficulty finding reliable information2. No app tracking for both physical fitness and menstrual cycles.3. Inaccurate menstrual cycle predictions.	<ol style="list-style-type: none">1. Lack of personalized recommendations.2. Lack of actionable insights to improve sleep quality.3. Difficulty in correlating menstrual health with other aspects of physical	<ol style="list-style-type: none">1. Difficulty in managing symptoms related to perimenopause and menopause, such as hot flashes, mood swings, and irregular periods.

	4. No personal Insights regarding health needs.	and mental health. 4. Complexity in using apps that require extensive manual data entry.	2. Lack of actionable insights to improve sleep quality.
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NOTE:

Target segment : We are targeting Young women and Adult Women

Why are we targeting this segment?

Young Women : This age group is typically more tech-savvy and open to use digital solutions for health and wellness.

Adult Women : This segment are working professionals who seek balance between work, family, stress and personal fitness. They also seek holistic health management solutions that can fit into their busy lifestyles.

Problem Definition

- **What is the problem?**

Women struggle to effectively monitor and manage their health due to the lack of comprehensive, personalized, and user-friendly health tracking solutions designed specially for women. Existing apps often focus on general fitness without addressing specific women's health needs or are too complex to use. This results in incomplete tracking and a lack of actionable insights for managing women's health.

- **Who is facing the problem?**

The users majorly facing this problem are women who are health-conscious and wish to track various health metrics to improve their overall wellbeing.

Young Women: Want to monitor **menstrual health** and **physical fitness**.

Adult Women: Busy professionals seeking to **balance work, stress, sleep, and physical fitness**.

- **What is the business value that will be unlocked by solving the problem?**

Revenue Generation : Will generate revenue by charging the subscription fee for premium features and by In app advertising for the brands.

Increased User Engagement: Providing a women-specific health tracking solution will create significant value and lead to consistent app usage, resulting in higher retention rates.

- **How will the target users benefit if the problem is solved?**

1. Users will receive personalized insights and recommendations based on their health metrics, enabling them to make **informed decisions** and manage their stress.

- Users can monitor various aspects of their health in one place, including physical activity, menstrual health and sleep patterns, providing holistic health management.

- Why is it urgent to solve this problem now?**

The global women's health app market was estimated at USD 2.50 billion in 2022 and expected to reach **USD 15.16 billion by 2032.**([Source](#))

There is a growing trend towards personal health management. Women are actively seeking tools to stay healthy and manage stress. There is a gap in the market for a comprehensive health tracking app specifically designed for women, we can tap in the market to get the competitive edge over generalised health tracking solutions.

How do we plan to solve this problem?

After some analysis, **Four solutions** have emerged to address the challenges faced by Womens while tracking their health.

- Physical fitness : Activity
- Sleep
- Menstrual Health
- Recommendation : Talk to Serena

Prioritising solutions

Note: The prioritisation is based on the RICE Framework where we look at the Reach, Impact, Confidence and Effort required to build a particular feature.

H= High(8-10), M = Medium(4-7), L= Low (1-3)

Solution	Proposed Features	MosCoW	R	I	C	E	Score: R*I*C*/E	Priority
Physical Fitness	Track the Steps, distance, calories burned, active minutes	Must Have	9	9	10	4	202.5	MVP
	Workout Logging: Types and duration	Must Have	8	7	8	5	89.6	Post- MVP
	Set and track personalized fitness goals	Should Have	9	9	8	6	108	Post- MVP
	Graphs and charts showing progress visualization	Could Have	7	6	8	6	56	Post- MVP
	Recorded training videos and live classes	Won't Have	8	7	8	5	89.6	Post- BE
Sleep	Time to wake up and	Must Have	9	9	10	4	202.5	MVP

	fall asleep							
	Sleep Quality Analysis: Sleep stages(Light, Deep), Snoring, Coughing, Respiratory rate	Must Have	9	9	10	5	162	MVP
	Personalized tips and recommendations to improve sleep using AI & ML	Must Have	9	10	10	5	180	MVP
	Graphs and charts showing sleep pattern visualization	Could Have	7	6	8	6	56	Post- MVP
Menstrual Health	Log menstrual cycle dates	Should Have	9	10	10	4	225	MVP
	Track symptoms such as cramps, mood swings, etc.	Could Have	9	8	8	5	115	Post-MVP
	Predicting the next cycle period and Ovulation days	Could Have	9	8	8	5	115.2	Post- MVP
Recommendation (Talk to Serena)	Personalized Health Tips: Based on tracked and logged data.	Must Have	10	8	10	5	160	MVP
	Virtual Assistant	Could Have	9	8	10	8	90	Post- MVP

Note: Features with score above 150 are being chosen for MVP & rest of them will be picked post MVP trial.

What does it offer to the womens?

- 1. Physical Fitness:** Track steps, distance, calories burned, active minutes
- 2. Sleep Patterns :** Tracking sleep is crucial as it significantly impacts women's health, leading to irregular menstrual cycles, worsened PMS, mood swings, and hormonal imbalances. It can also cause skin issues, weight gain, high blood pressure, and cognitive impairments. Addressing sleep issues is crucial for improving overall health and wellbeing.
- 3. Menstrual Health:** Log menstrual cycle dates.
- 4. Personal Health Tips:** Receive personalized health tips and recommendations based on tracked data.
- 5. Holistic Health Management:** Get insights that correlate physical activity, menstrual health, and sleep patterns to provide a comprehensive view of overall health.
- 6. Long-Term Health Benefits**

Key Metrics

North Star Metric: #No of users who uses the app daily

Metrics	Definition
Acquisition Leading Metric	#No of downloads/ week #No of Sign ups Customer Acquisition Cost (CAC) = Total marketing spends/ #No of new users acquired
Activation Leading Metric	Onboarding Completion Rate (OCR) = #No of users who completed onboarding / #No of new users
Adoption Leading Metric	Feature Adoption Rate = #No of users who used a specific feature/ # No of new users
Engagement Lagging Metric	#Daily active users (DAU) #Weekly active users (WAU) #Monthly active users (MAU) Average Session Duration = #Total duration of all sessions/ #No of sessions Retention rate = #No of users retained in a week/ #No of users at start of the week Churn Rate = #No of users lost in a week/ #No of users at start of the week
Revenue Lagging Metric	Average Revenue Per User (ARPU) = #Total revenue/ # Total no of users Customer Lifetime Value (CLTV) = ARPU * Average user lifespan

Risk And Mitigation

Risk	Mitigation
Slow adoption of the app in the target market.	Conduct thorough market research to understand user needs and offer promotional trials and incentives to encourage initial adoption.
Strong competition from other health tracking apps.	Differentiate WHF by focusing on comprehensive, personalized features tailored specifically for women. Continuously innovate and unique features based on market trends.

Use Cases

1. Tracking Physical activity

Nidhi is a 23 year old college student, who wants to maintain her fitness level. She wants to track her daily physical activities and menstruation cycle.

Steps :

- Nidhi installs the Women Health Fit app on her Android phone.
- She signs up, creates a profile, and connects her Fitbit device to the app.
- Nidhi tracks her daily steps, distance walked, calories burned, and active minutes using the app.
- She also records her period information to keep track of her last period.

Outcome: Nidhi successfully tracks her physical activities, stays motivated, and achieves her fitness goals.

2. Monitor Sleep Patterns

Supriya is a 32 year old working professional, struggles with sleep quality and wants to improve her sleep pattern and also wants to track her fitness journey.

Steps :

- Supriya installs the Women Health Fit app on her Iphone.
- She signs up, sets up her profile, and connects her Fitbit device to the app and also turns on her phone sensors.
- Supriya tracks her sleep patterns like sleep quality, sleep time, sleep stages like deep sleep or light sleep etc.
- She receives a detailed analysis of her sleep quality every morning.
- If her sleep quality is weak, the app advises her to take the survey by chatting with Serena and get personalized recommendations to improve her sleep.
- She also tracks her steps, calories burned , distance etc using the app.

Outcome: Supriya's sleep quality improved with time, resulting in better overall health and reduced stress levels.

3. Tracking Menstrual Health

Neha is a 27 year old young professional, struggles with PCOD(Polycystic Ovarian Disease) and so she wants to track her Menstrual cycle.

Steps :

- Neha installs the Women Health Fit app on her Android phone.
- She signs up, sets up her profile.
- She logs her Menstrual cycle to keep track of dates.
- She wants to learn more about PCOD and menstrual delays, so she goes to the insights section, where she can chat with Serena and can also read a few educational articles about it.
- Neha receives personalized health tips to manage her menstrual symptoms.

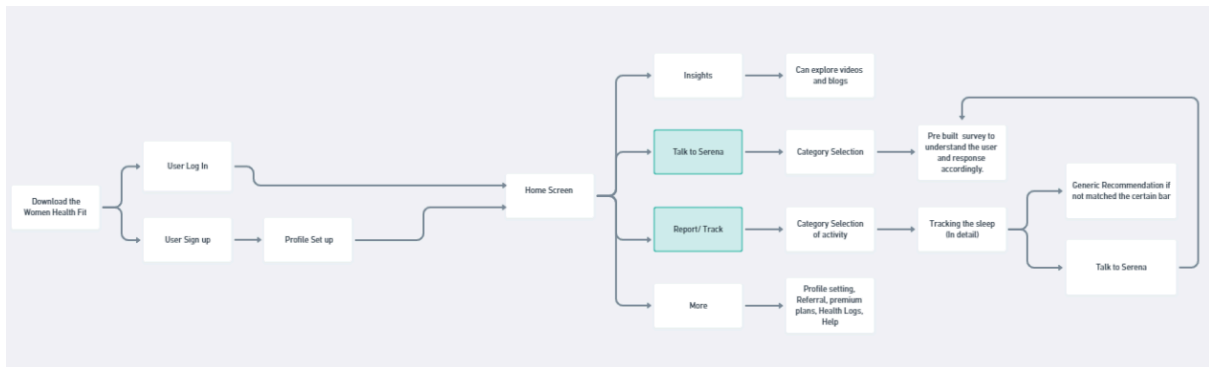
Outcome: Neha effectively maintains her menstrual health and receives vital knowledge about her cycle patterns.

User Journey

Journey Stage	Discovery	Onboarding	Engagement	Retention
Action/ Thoughts	<p>Awareness : Sees about Women Health Fit on Social media</p> <p>Consideration : Read reviews from play store & Check her needs</p> <p>Download / Install : Install the application</p>	<p>Signup/ Login : Can sign Up using google, email and Facebook</p> <p>Profile setup : Create her profile</p> <p>Link External Fitness Device / Turn on app sensors : Integrate Fit Bit to the app and can also enable app sensors</p> <p>Explore the app: Look out all the features</p>	<p>Chat with Serena: Can get insights on various Topics</p> <p>Activity Track : Steps, Calories, Sleep cycle etc</p> <p>Personalized Insights: Users receive personalized health tips and recommendations based on the tracked data</p> <p>Push Notifications: User receives reminders to log activities if they haven't used the app for a while</p>	<p>Long term Achievement : By tracking the activity, sleep and Periods</p> <p>Notification : users are informed about new features and enhancements through app notifications</p>
Actors	User	User	User	User
Touch Points	<ol style="list-style-type: none"> 1. Social media platforms 2. Health blogs 3. Word of mouth 4. App store reviews 	<ol style="list-style-type: none"> 1. Account creation process 2. Profile Set up 3. Integrate with Fitness device 4. Explore the features 	<ol style="list-style-type: none"> 1. Track activity 2. Get Insights from Serena 3. Log your periods dates 	<ol style="list-style-type: none"> 1. Achieving goals
Sentiments	Curious	Excitement	Motivation	Happy & Satisfied

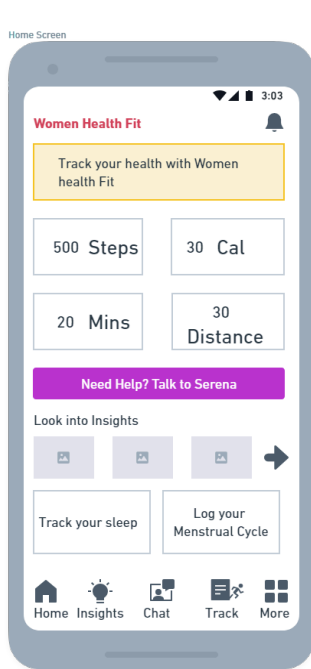
User Flow

Solution User Flow

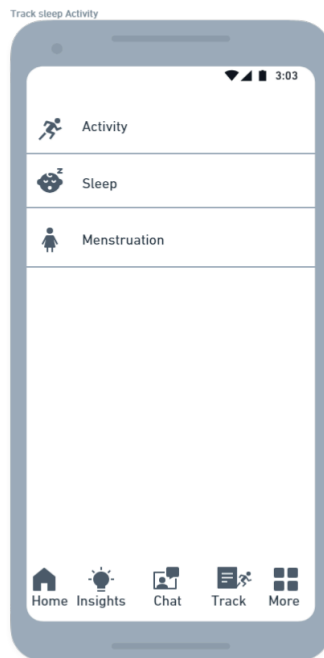


Wireframes

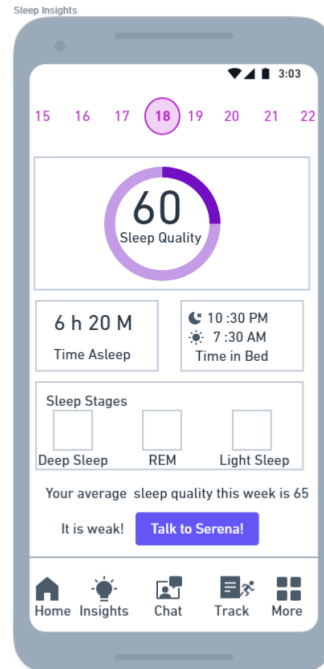
Whimsical Link



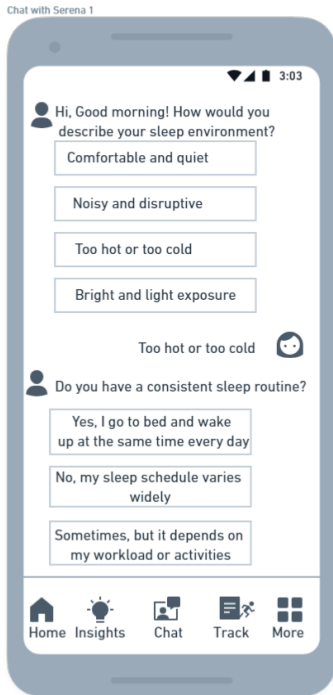
Home Screen
(User Clicks on Track)



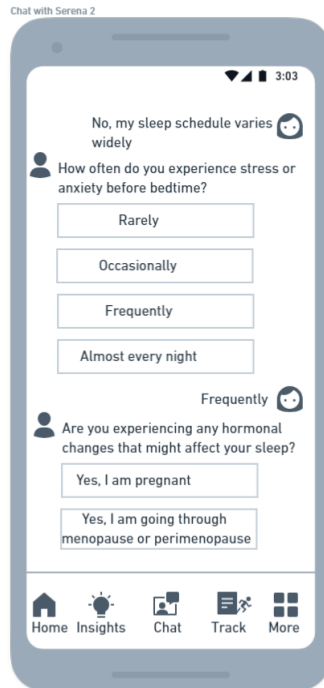
Track Page
(User Clicks on Sleep)



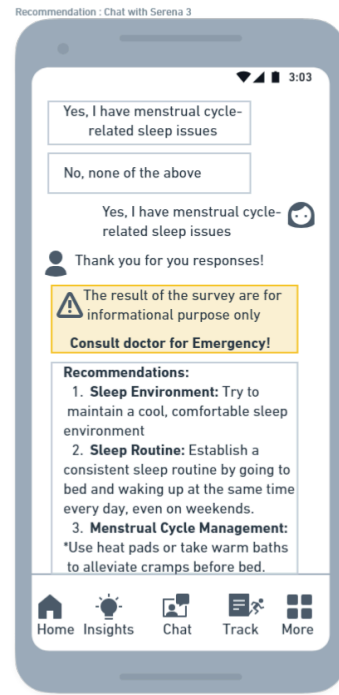
Sleep Insights
(User clicks on Talk to Serena)



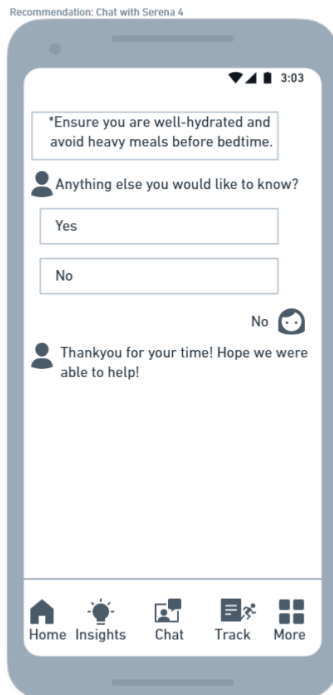
4
(Chat with Serena
Take a survey)



5
(Chat with Serena
Take a survey)



6
(Based on Survey, Serena
will recommend the
solution or information)



7
End of Chat

GTM Strategy

Launch Plan :-

Phase 1: Pre-MVP -> Launch the introductory website for Women Health Fit which will have the knowledge base

Phase 2: MVP Launch -> Launch the beta version of the app for testing at specific location

Phase 3: Post-Pilot -> Expand to app to other locations

Phase 4: Post-MVP -> Launch other features prioritising based on feasibility, usability and which adds value to the users.

Phase 5: Post-break even -> Coming Up with Recorded training, live classes, Health diet.

Distribution Channel

1. **Social Media Marketing** : Leverage the social media platforms such as Facebook, Instagram & Twitter to promote the app, create the buzz and drive download.
2. **App stores** : Making the WHF app available on Play Store & App Store.
3. **Influencer Marketing** : Collaborate with influencers who have a strong presence in the health and wellness space to reach a broader audience through their channels.
4. **Email Campaigns** : Use email campaigns to keep users informed about new features and health tips.
5. **Online and Offline Events** : Participate in health and wellness webinars and workshops to showcase WHF and interact with potential users.
6. **Content Marketing** : Publish articles, blog posts, and videos on platforms like Medium, YouTube, and on the app itself to educate potential users and drive organic traffic to the app using the relevant keywords.
7. **Women's Corporate Wellness Programs** : Distribute WHF through corporate wellness programs to reach employees looking for health management solutions.

Monetisation Plan

1. **MVP** : We are offering free services at the beginning
2. **Post MVP** :
 - Subscription Fees - For exclusive features and content
 - In app Ads from brands