



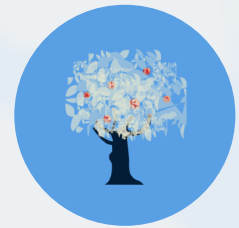
ACHIEVEMENT 1 PORTFOLIO





AN APPLE A DAY

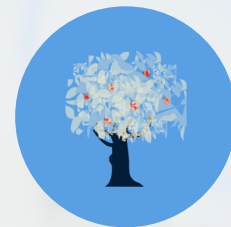
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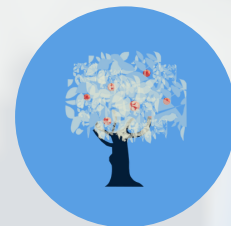
Problem Statement



Competitive Analysis



Business Requirements Document



User Stories



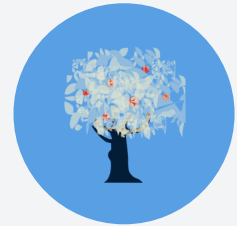
Interview Questions



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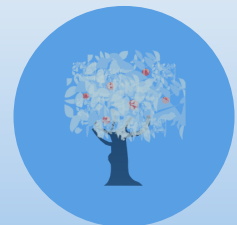
PROBLEM STATEMENT

AN APPLE A DAY



Potential Problems

- Users need a centralized place to keep track of medications, side effects, and questions for doctors
- Users need data analysis to help see the connection between behaviors and outcomes
- Users often have multiple health issues happening concurrently, and need a way to manage and track symptoms, medications, and other health behaviors
- Users start exercise programs but aren't motivated to stick with them
- Users want to find balance in their lives, but don't have time or knowledge to create that balance



Problem Statement

Busy parents with careers from the ages of 30-50 need a way to track and manage multiple health issues holistically, and to analyze the connections between various behaviors and outcomes.

We will know this to be true when users make regular use of the journaling, tracking, and analytical features of our app over an extended period of time.



Possible Solutions

- Create a personalizable journaling function to help users track the things that are important to them
- Maintain a database of symptoms, side effects, and various ways to deal with those
- Create a calendar-style output of user data so users can visualize places where symptoms overlap with lifestyle choices or events
- Create a way to share the calendar with medical professionals and other caregivers to keep an entire team on the same page
- Create a gamified point system to encourage and reward regular user interaction with the app



AN APPLE A DAY

COMPETITIVE ANALYSIS

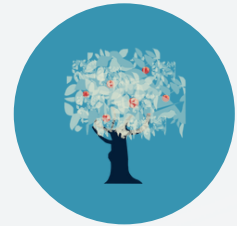
AN APPLE A DAY

My current goal is to create a holistic health-tracking app called An Apple A Day: One that recognizes the links between mind, body, and spirit, and that provides information and data analysis based on those understandings.

Many of the most popular fitness or health tracking apps focus on one or two areas. Fitness and nutrition is a common combination, as is mental health and fitness. In searching for direct competitors I searched not only for apps that provided recipes and advice, but also ones that asked for regular input of a user's mood, health, or practices.

Looking for an app that tracked user inputs narrowed the field considerably and I chose to focus on two very different apps that presented as the most direct competitors based on the above criteria: Vell Health, and EmojiTrack+.

VELL HEALTH



Key Objective

Vell claims to be the first app to provide a **holistic** treatment program to optimize users' health. They focus on chronic pain, depression, and anxiety. They aim to give advice in each of 5 areas: Nutrition, Fitness, Mind, Supplements, and Care Activities (like acupuncture sessions, etc).



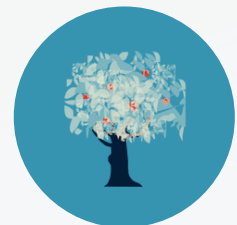
Business Strategy

Vell boasts a Board of Directors full of medical professionals, a blog (health advice), and news postings on their website highlighting the launch of the year-old app. They have a partnership with their local (Jupiter, FL) fire department. There's a 4.99/month or 44.99/year premium plan that they offer. Some social media presence, about 2288 followers on Instagram and posts 1-2x/week.



Market Strategy

They have an online marketing presence through blog and news coverage - some connected to their app launch, and other just to wellness reporting. They appear to be well-respected locally (or well-connected) in FL. Target market is broad - specifically people with chronic ailments, which the American Hospital Association estimates is at least 133 Million people.



Greatest Asset Regular questions to check on symptoms, and an involved questionnaire that gets deep into what's going on physically, emotionally, etc.

VELL: SWOT

Strengths

In-depth questionnaire that feels comprehensive; recommendations with lots of explanation and daily follow-up to assess progress. Lots of free features, no ads.

Weaknesses

No onboarding and difficult to figure out what you're supposed to do. Interface is very complex. Premium plan is hidden in FAQ.

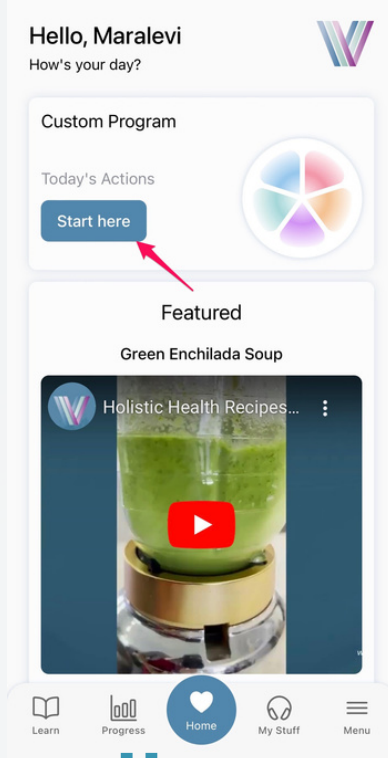
Opportunities

No questions about food intake or mood, no tracking of the ways in which those things interact with conditions and symptoms.

Threats

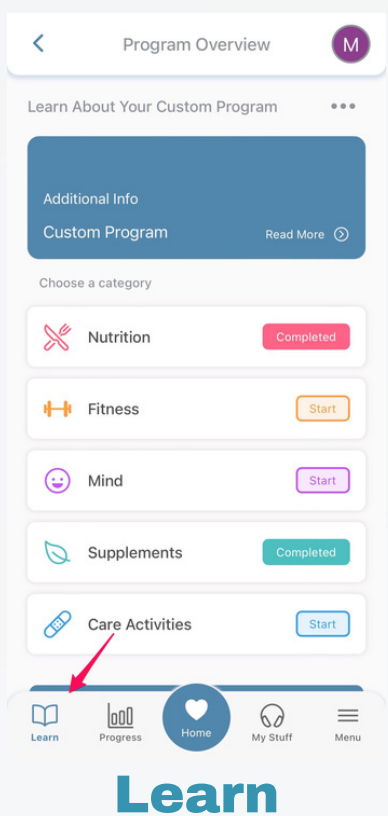
Existence of easy-to-find and larger-scale fitness/nutrition apps, not much talking about what they do differently either on their blog or in their news releases.

VELL HEALTH: COMPETITIVE ANALYSIS



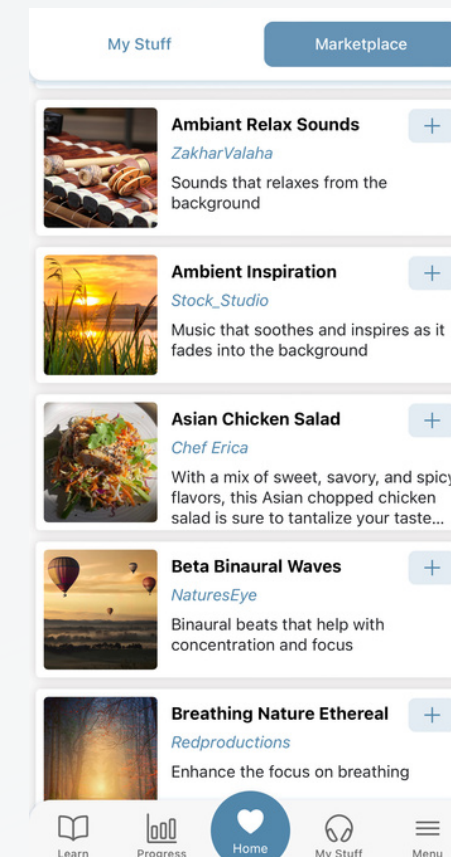
Usability

There's a lot of information but it isn't organized intuitively, and there's no onboarding to help figure out where things are. There are **prompts** for daily use, but even those require further explanation. Instead you have to search for explanations on your own.

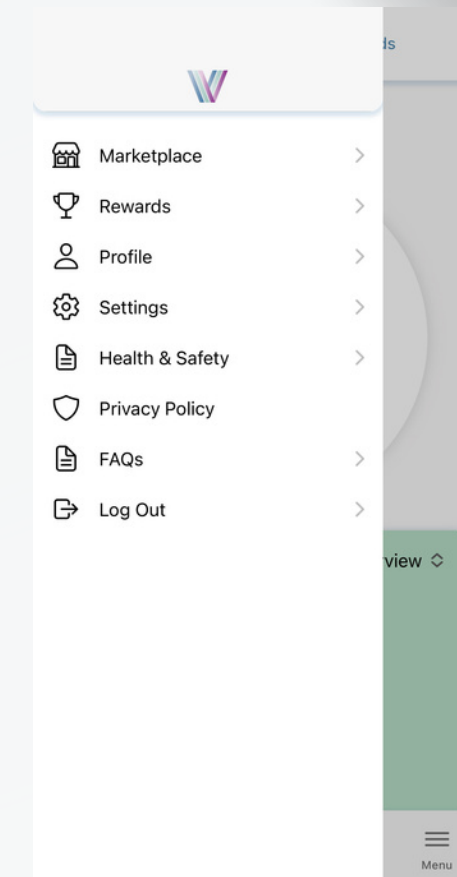


Layout

Hard to understand. I eventually figured out that **Learn** is where they explain the program they've created for me; **Progress** tracks the information I've input (answers to the daily questions and feedback about whether I've completed their recommendations).



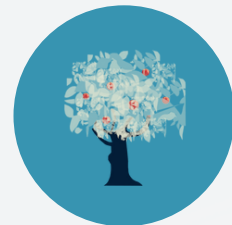
Marketplace



Menu

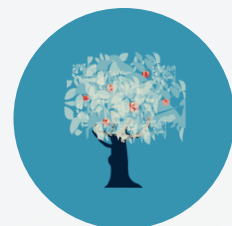
Home features the daily prompt but few other useful features. **My stuff** is blank when you start, except a link to Marketplace. In the **Marketplace** I can 'download' different meditations and recipes. They're arranged alphabetically (so recipes and meditations are all together). The **Menu** button also allows me to go to marketplace, rewards, profile, settings, and a number of other links. Information overload without direction.

VELL HEALTH: COMPETITIVE ANALYSIS



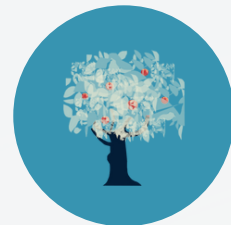
Navigation Structure

Lots of repetition of information, it's unclear what I'm going to find on each page based on the titles. Home page feels irrelevant.



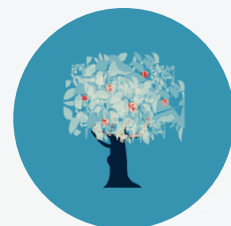
Differentiation

There are very few apps that are as comprehensively holistic as this one. It is missing ways to go back and enter information (for a previous day) or to track nutrition (except to ask about supplements). Recommendations aren't particularly personalized, but they are relevant.



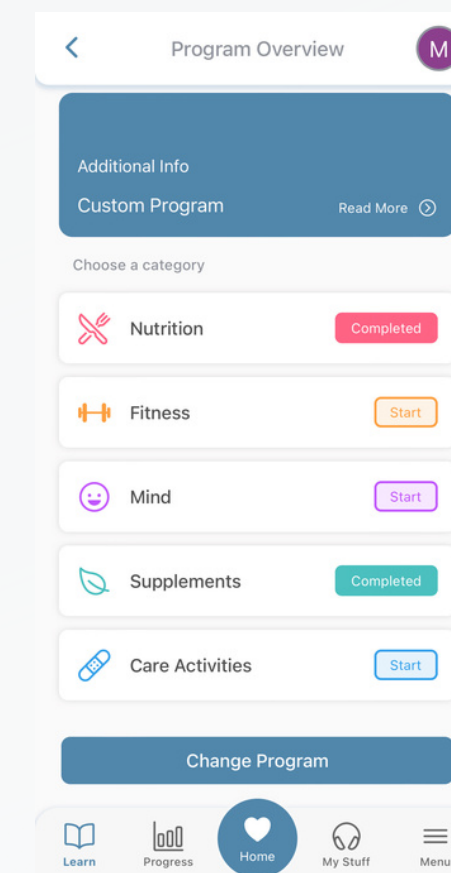
Compatibility

The app is only made for phones. Their website has links to download the app, but it doesn't exist as a web app. Links are for android and iphone.

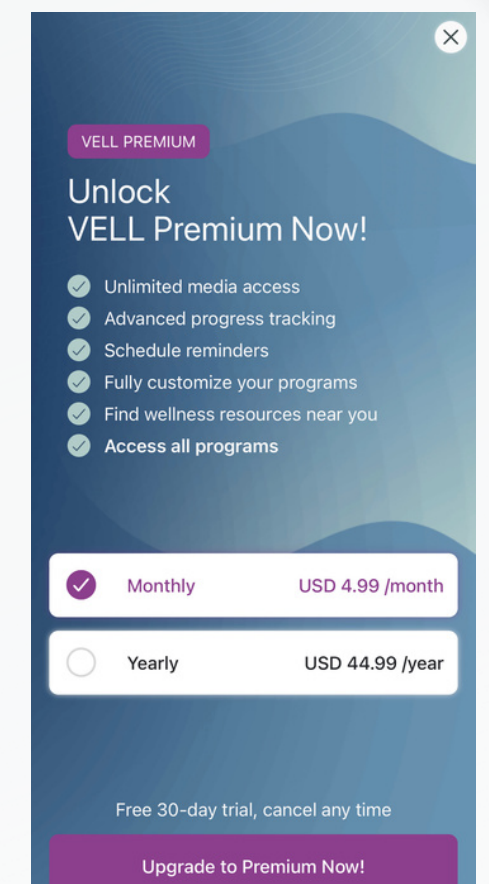


Calls to Action

Once you find it, the CTA is clear (sign up for 4.99/month or 44.99/year premium plan), it was difficult to find. **Change Program** was the link that took me there.



Change Program



Call to Action

EMOJITRACK+



Key Objective

Track how well medicine is working, effects of food and meds on moods, physical symptoms, etc. Very simple interface, allows user to journal their own data and make connections. They're different from the competition because you choose emojis to represent where you are (how you're feeling, etc) so there's a visual representation of how you feel.



Business Strategy

EmojiTrack+ is a simple app created by a single app creator. It hasn't benefited from a lot of marketing, and is difficult to find in internet searches because of the prevalence of the word emoji in all things internet. Because it's simple and low-cost to create, it is also free and also seems to be relatively unique in both its simplicity and its potential.



Market Strategy

The EmojiTrack+ target market is similar to mine in that they're helping people journal and make connections between input to their bodies and outcomes. The app appears to have been created by a single user without a plan to market it beyond just making it available.



Greatest Asset Simplicity. You can record anything you want, and choose what's important to you.

EMOJITRACK+ SWOT

Strengths

It's simple, easy to figure out and imminently customizable.

Weaknesses

User has to do the heavy lifting of recognizing connections. This requires reviewing your own entries, being able to categorize them (it doesn't do that for you). Someone who was really organized could make a lot out of that, but many folks would prefer to have a computer do the work for them.

Opportunities

Customizability is also really nice. Allowing space to input notes would be a great way to improve memory of important details either for self-use or to share with a caregiver/doctor.

Threats

It's 100% free - I think an app that does a lot probably needs to find a way to create a revenue stream, but because this one is so simple it doesn't seem to need that.

COMPETITIVE ANALYSIS CONCLUSIONS

There are thousands of health apps that offer specific things (yoga instruction, fitness help, weight loss support, medicine tracking) but very few that take a holistic look at what a user is doing and how interconnected their behaviors and symptoms are.

In order to effectively make those connections an app would need to collect and analyze data, and present that in a way that made sense to each user.



AN APPLE A DAY

BUSINESS

REQUIREMENTS

DOCUMENT

EXECUTIVE SUMMARY

An Apple a Day will be a responsive web application that combines user inputs with known risks and benefits to provide data analysis of holistic user progress along five interrelated realms of health. The app will allow users to record and track symptoms, medications, nutrition, fitness, and mood, and will make suggestions of links between user behaviors and reported outcomes. The app is intended to help users track and understand these links, and also to communicate them with health professionals.

AN APPLE A DAY



Target Audience

The app is targeted towards busy professionals and parents between 30-50 who are tracking one or more health events. Users may be taking multiple medications, or may have had an injury, and could benefit from keeping careful track of nutrition, mood, exercise, medication, and their intersection. The combination of a holistic approach and analysis will provide users with valuable information as they work towards improved health outcomes, and when they speak with their health care providers.



Competition

There are multiple apps that help users track one health issue, but few that provide a holistic approach that recognizes the interconnectedness of all of the different realms of health, and none that also provide analysis to help users recognize potential connections.

RISK

Privacy: It will be essential to ensure that user data remains secure in order for users to feel safe making use of the app.

Saturated Market: There are thousands of apps that help track health in one way or another - finding a foothold will require significant differentiation and strong partnerships.

Adoption by Users and Providers: Because it is a saturated market, there is a risk that if the app does not stand out it will get overlooked.

OPPORTUNITY

Partnerships: It is possible to create partnerships between medical (or psychiatric, holistic, fitness, and other) practices and their patients by marketing the wealth of data that our app could help users and medical providers share. Partnerships will help build trust with users, and a strong foothold in an important industry.

Doctor-Patient Communication: Focusing on independent use by users, but also the potential for shared communication between doctors, therapists, trainers, healers, and patients will help create partnerships and will set our app apart from others.

Clear Interest: The huge number of apps dedicated to helping people improve health suggests that there continues to be interest from users in understanding holistic implications of their behaviors, and that our app will appeal to a large number of people.

CONCLUSION

There is a large hole in the health app industry right now. Building something that allows users to input and analyze data from their day-to-day lives, helps them to make connections between those behaviors and their health outcomes, and allows them to communicate this data with medical professionals will revolutionize the health app industry and will fill an important need.

Building an app that is secure, trustworthy, contains scientifically sound and relevant information, and actually helps users make sense of their data will be the key to filling the hole in the market.

SMART BUSINESS OBJECTIVES

Complete a method of analyzing user data that informs users and their support team about how their behaviors connect to their desired outcomes

Measure By: User testing, data analysis

Deliver By: 3-4 months from project start date

Create 50 partnership with respected doctors, therapists, trainers, and health professionals before launch, and continue adding each month

Measure By: Number of partnerships (several in each field)

Deliver By: 3-4 months from project start date

Create a method of storing and analyzing data that can be secure and stored locally

Measure By: User testing, security testing

Deliver By: 3-4 months from project start date

SCOPE

- Create a responsive web application that functions on computers and mobile devices
- Create a secure platform with local data storage to protect privacy
- Within the application create a method of data analysis that makes connections between behaviors and outcomes
- Create partnerships with professionals in each realm of the holistic health industry
 - Physical/Medical Health
 - Mental Health
 - Fitness
 - Nutrition
 - Spiritual
- Target an audience of busy parents and professionals with growing health consciousness
- Create a web presence with a website, social media, a blog, and news coverage to centralize information sharing and send a consistent, targeted message
- Continue making updates on the product in response to user feedback, and to continue staying ahead of inevitable competition

FUNCTIONAL REQUIREMENTS

Requirements of the Application:

- An onboarding page that clearly assists new and returning users in acclimating to the app
- A method for signing up and logging in that allows users to save personal information
- A home screen or dashboard area that points users anywhere they'd like to go
- A menu that allows easy navigation
- A feature that allows users to log and store medical and health information (medications, diagnoses, injuries, food, mood, etc)
- An educational training feature that provides resources so users can learn more about diagnoses, advice, side effects, links between behaviors and outcomes, etc.
- An optional point/reward system that gamifies use of the app and keeps users interacting with it

DELIVERY SCHEDULE

Weeks 1-3	Weeks 4-6	Weeks 7-9	Weeks 10-12
User research, Personas	Workflow design	User testing and iterations	Launch blog, website, app
Connect with partners/experts	Initial workflow testing	Begin marketing and partner connections	Launch party
Competitive analysis	Initial prototyping	Complete coded draft of app	News coverage
Dashboard design	Full site prototype	Prepare website, blog entries	



AN APPLE A DAY

USER STORIES

USER STORIES



Onboarding

User Stories

- As a patient I want to know that all personal information about my health and well-being will always be kept confidential so I can have confidence in my privacy
- As a busy user I want to know there will be step-by-step guidance available to me anytime so that I can find the features I want without frustration.
- As a tech-savvy user I want to know how to dig deep into learning about my health so that I can feel that I am getting the most out of the app.

Job Stories

- When I am using a health app for the first time I want it to ask me a few detailed questions so that I can have a personalized experience. I also want it to show me how I can add more detail or change my direction in the future so that the app can change and grow with me.



Signing Up and Saving Info

User Stories

- As a user I want to be able to sign in to an app using an existing account so that I don't have to remember a new password.
- As a user I want my app to require personalized login (face, fingerprint, or password) every time my phone goes to sleep so that no one will accidentally find my private information.

USER STORIES



Dashboard and Menu

User Stories

- As a user I want my dashboard to be easy to navigate so that I can find what I need easily.
- As a user I want my dashboard to have useful information, but not private information, so that I can keep my private information more private.
- As a user I want my dashboard to point me to daily questions so that I can focus on my goals.
- As a user I want a menu accessible from any page so that I can get back to my dashboard, or to the deeper learning and analysis the app has to offer.

Job Stories

- When I have a little down time I want to be able to customize my dashboard so that I can find the things that are important to me easily.



Medical and Health Data

User Stories

- As a user I want to be able to enter what medications I'm taking, what symptoms I'm having, and other data so that the app can advise me about things like side-effects, activities to avoid, and foods or activities that might help.
- As a user I want my app to require personalized login (face, fingerprint, or password) every time my phone goes to sleep so that no one will accidentally find my private information.
- As a healer I want patient data to be analyzed by the app so that I can help my patient see the connections between the activities they undertake and the symptoms they experience.

Job Stories

- When I have entered my data for the week I want the app to help me see if my mood fluctuated in a way that mirrored my sugar intake so that I can make an informed decision about whether to cut back on sugar or not.

USER STORIES



Educational Features

User Stories

- As a user I want my the app to have information and educational features so that I can learn to care for myself.
- As a user I want extra learning and information to be easy to find, but not always present so that I can choose whether I want to read it or not.
- As a health care partner I want the information and resources on the app to be trustworthy and top quality so that I can stand behind advising my patients to use the app.

Job Stories

- When I have a question I want to be able to search the app to find relevant resources so that I can find reliable and relevant information in one trusted place.



Points and Fun

User Stories

- As a user I want to feel proud of the progress I'm making so that I keep doing the work and coming back to the app.
- As a user I want to have some fun using the app so that it takes my mind off of the serious issues I'm dealing with.
- As a caregiver I want to be able to use the more serious features of the app without taking time for points and games so that I can spend my time caring for my loved one.



THANKS!

MARA LEVI