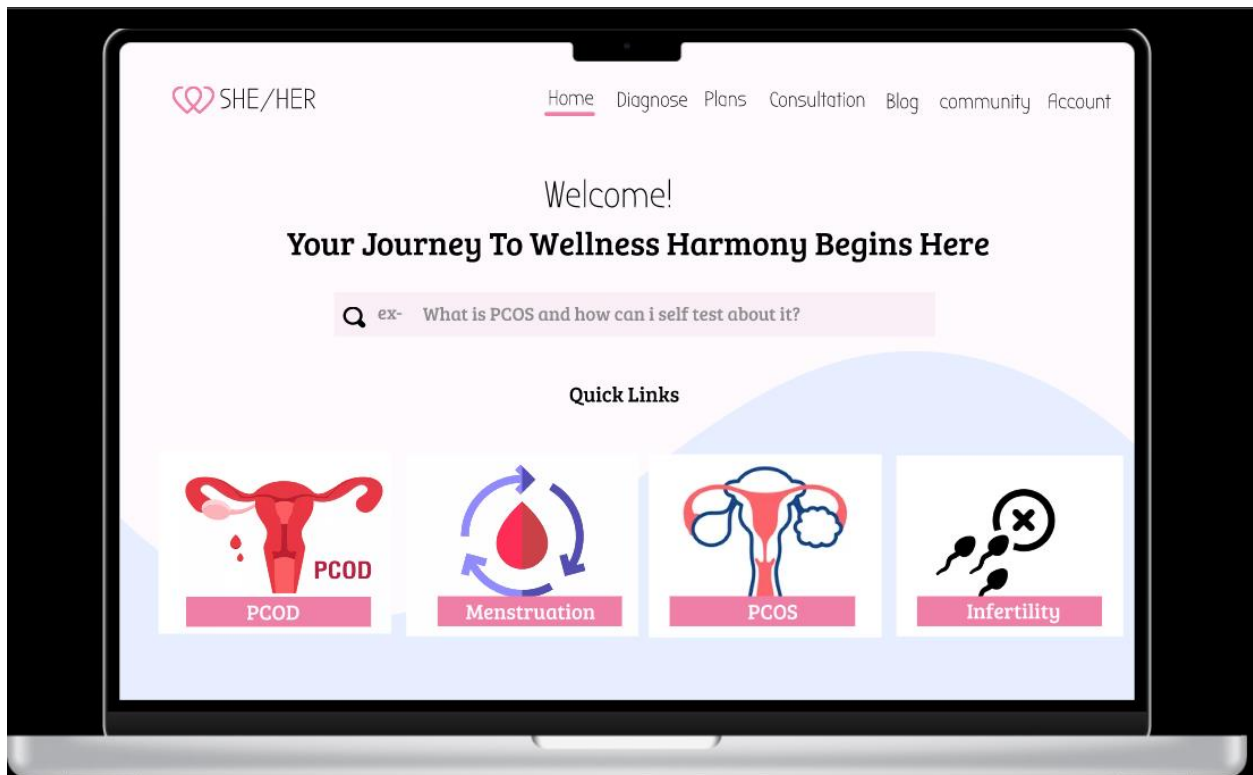
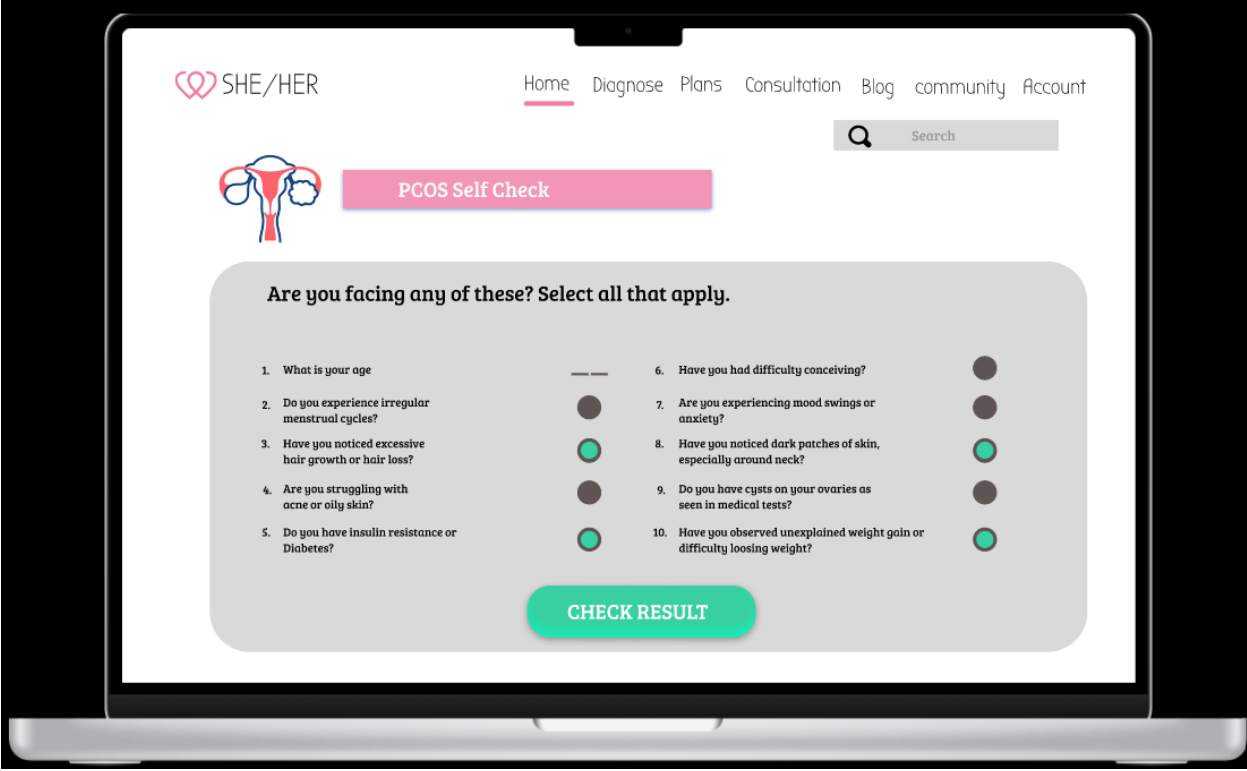
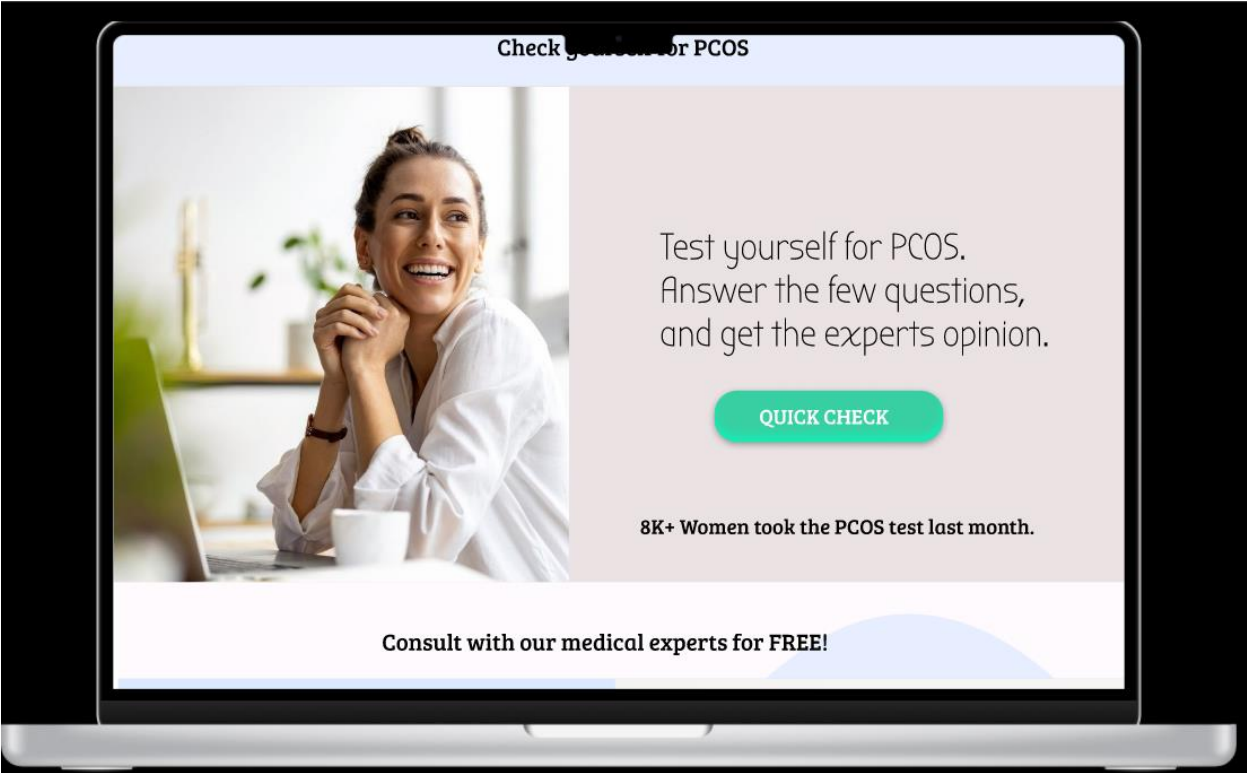


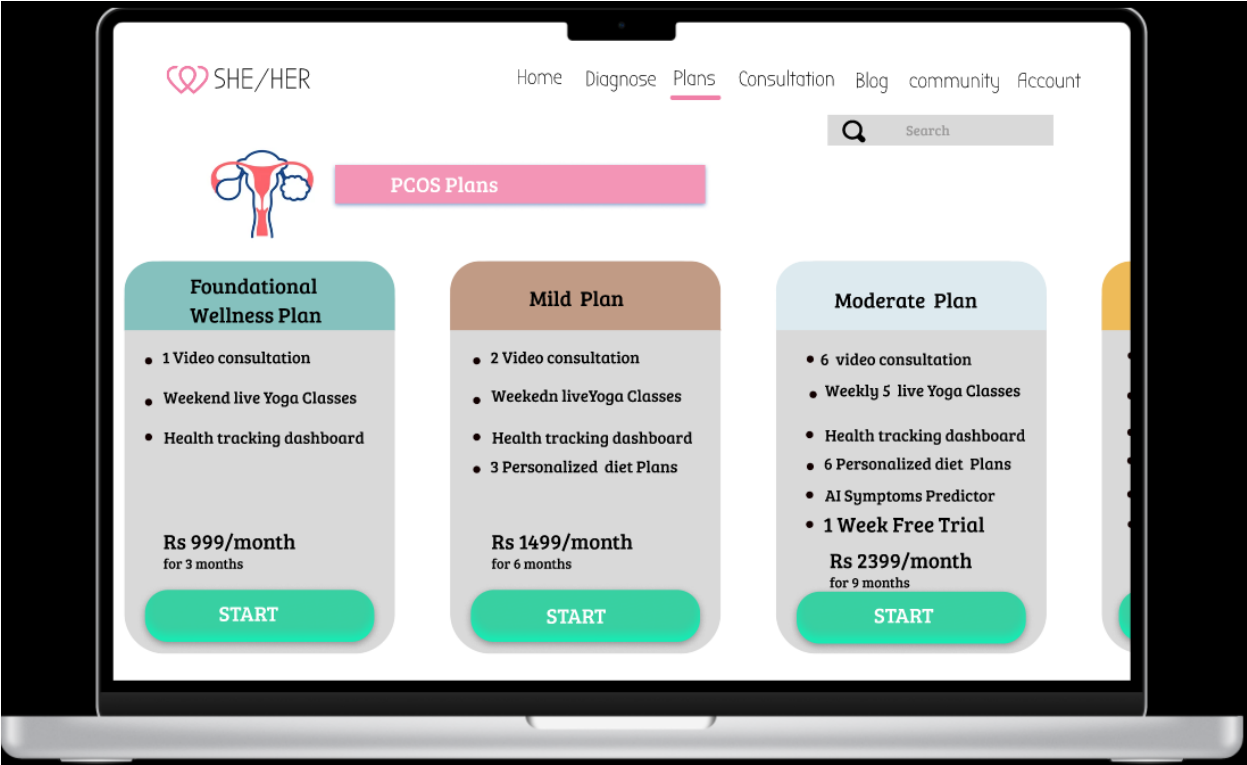
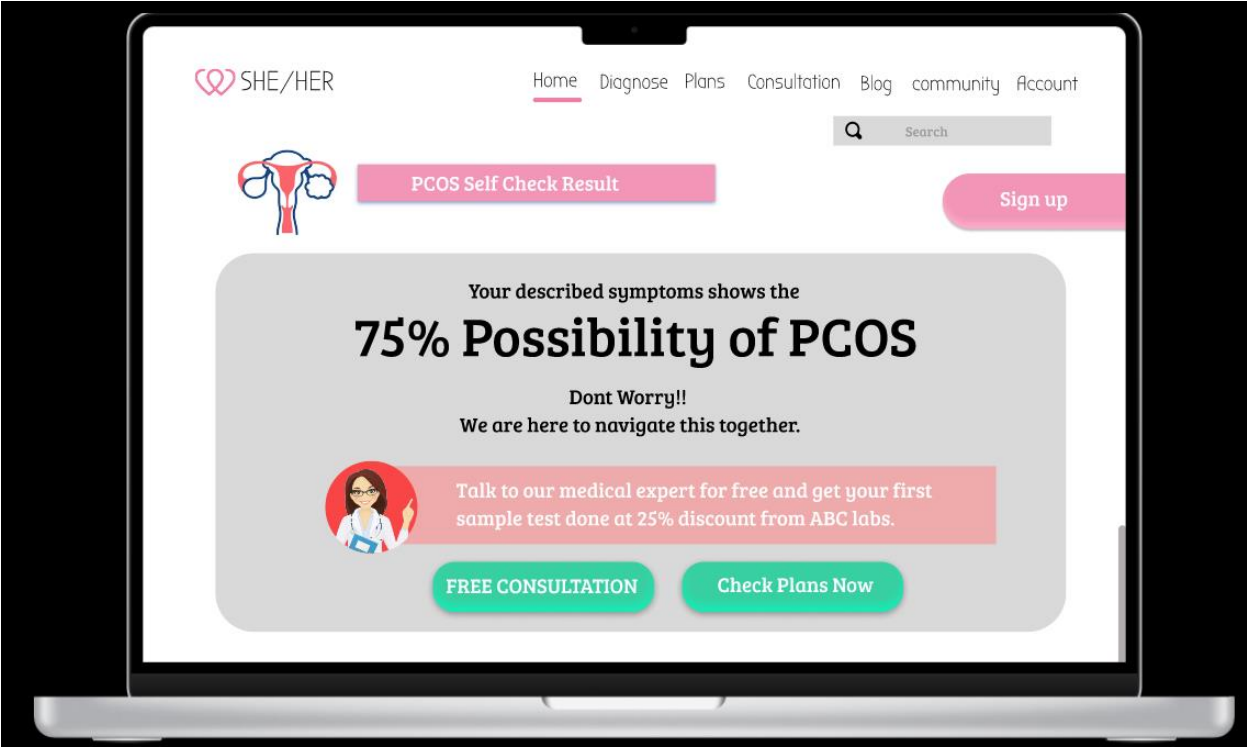
SHE/HER

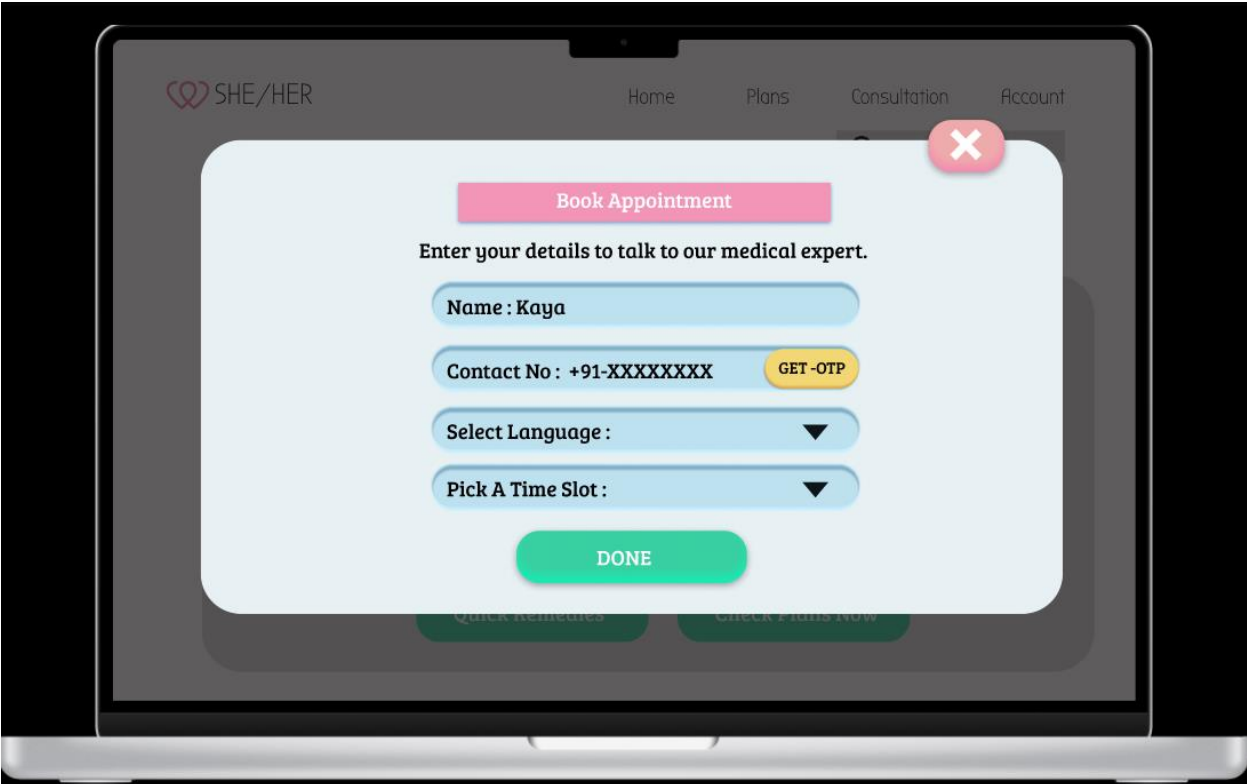
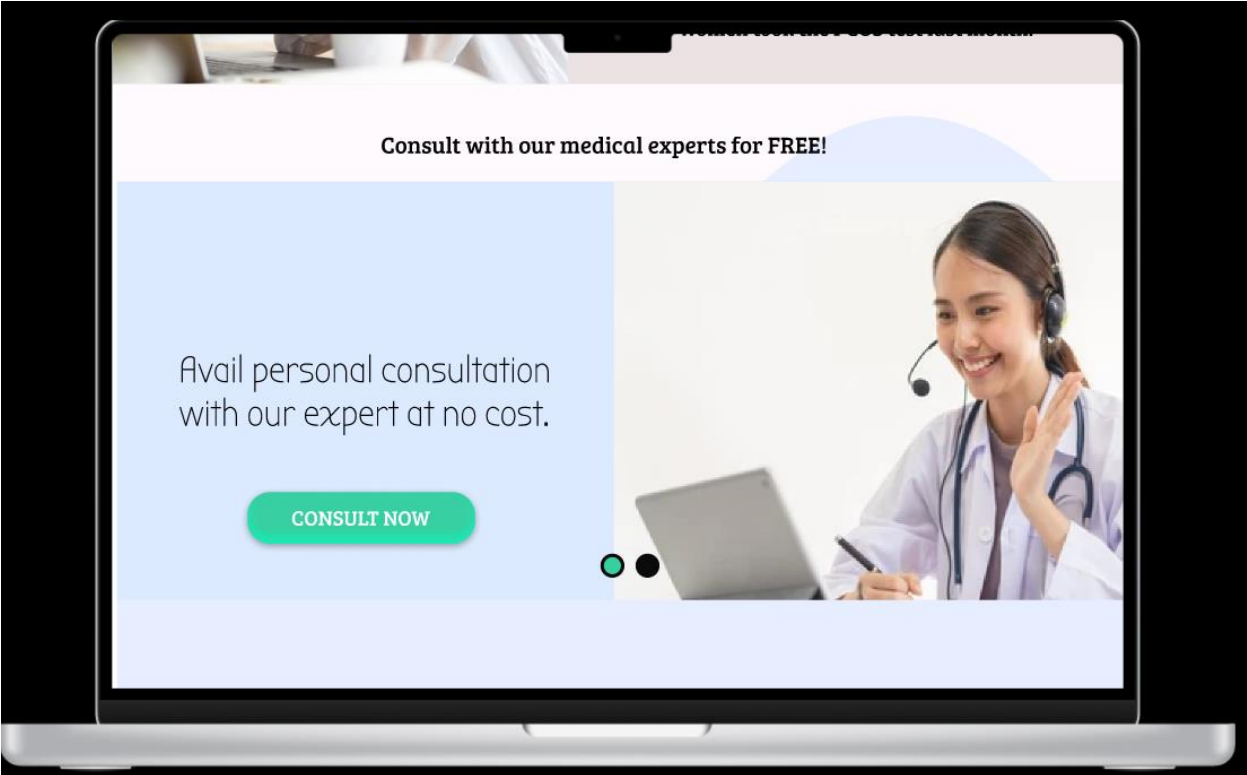
PRD: Enhanced customer experience to improve traffic to lead conversion

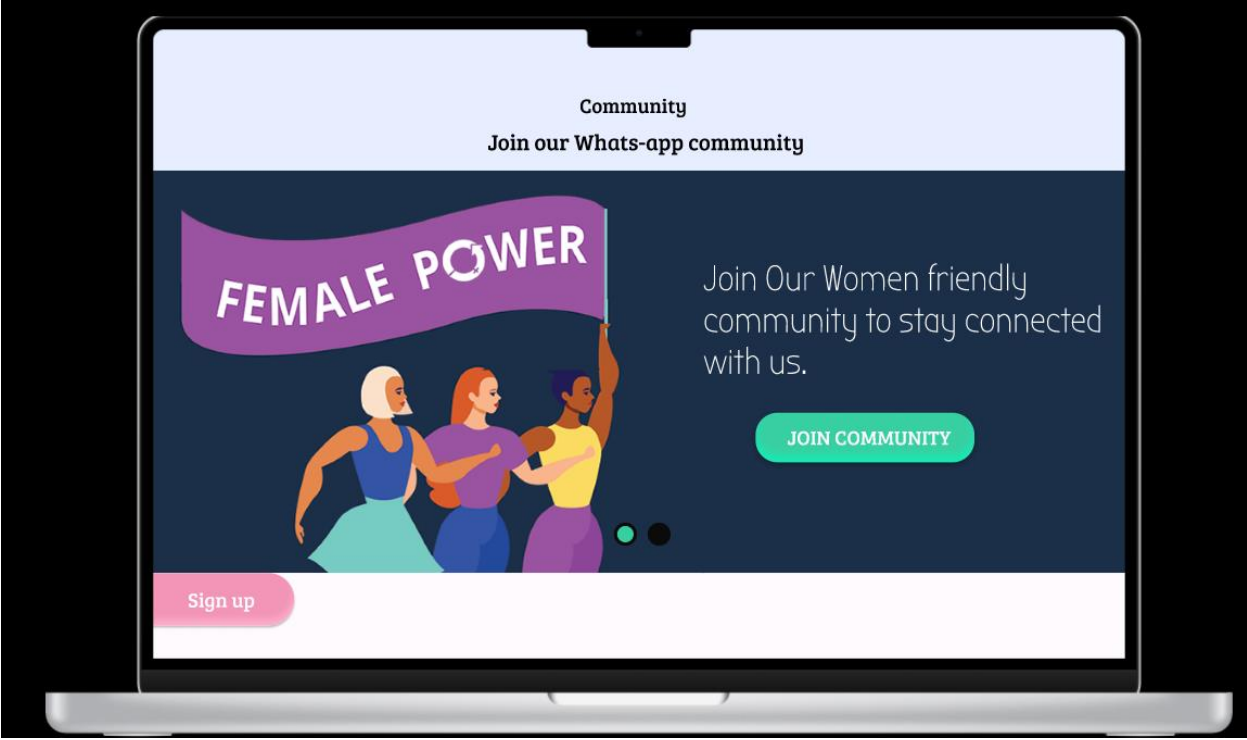
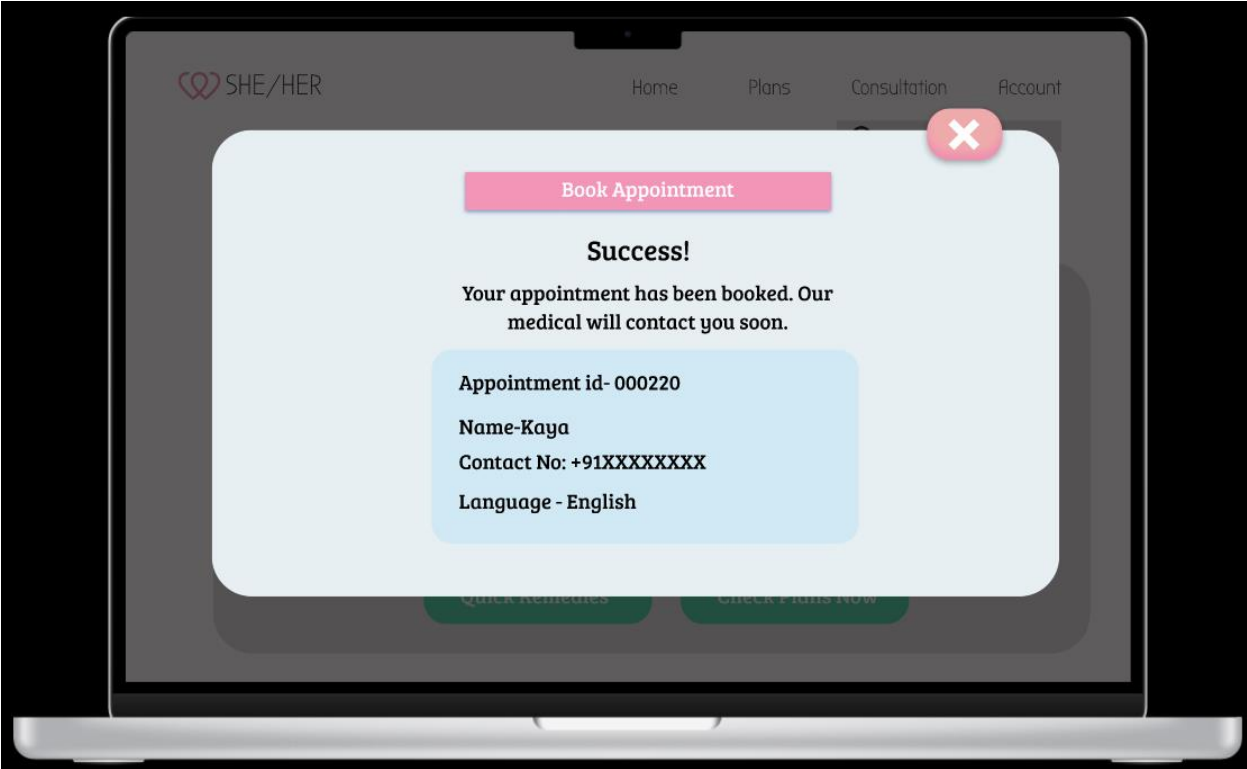
Goal: Aim to increase user interaction and time spent on the app by introducing new features or improving existing ones.

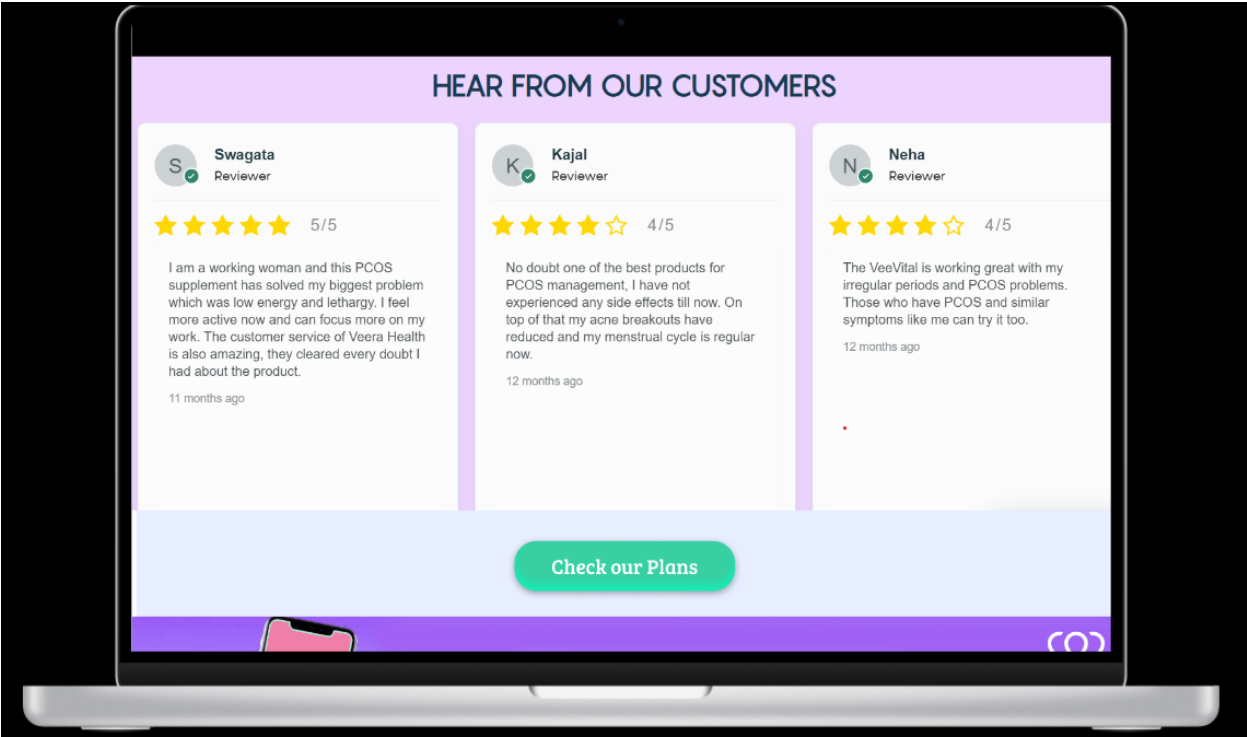
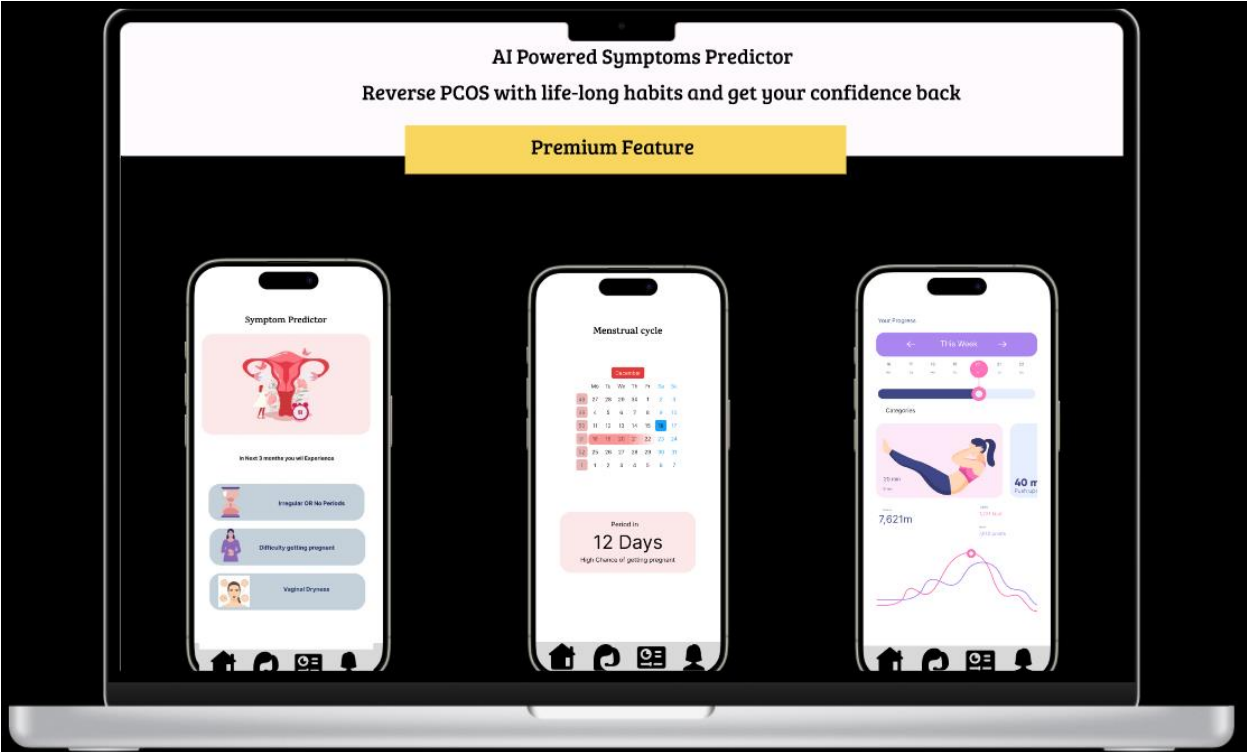












Persona: <https://youtu.be/KJqcPeQ-wCU>

Harshita, 24 yrs

- Homemaker
- Family of 6 people, from suburb
- Graduate
- Likes to interact on social media, watches Saas Bahu daily saga, busy with house responsibilities and taking care of the extended family.
- She has menstrual health issues for last 2 years but struggles to prioritize self-care due her busy schedule

Pain-points:

1. Unsure for the severity of the underlying problem (Severity checker)
2. Dilemma of choosing personal care vs family need (cost incurred on self vs family)
3. Unavailability of a one Holistic solution, overwhelmed by current confusing and undefined offerings. (one week trial period- offering all solutions for free)
4. Limited time/No care for Self-care (AI powered real time tracker)
5. Social stigma and isolation (driven by community)

Assumptions:

1. Technology aware – knows how to use digital devices(smartphones and laptop)
2. Open to alternative holistic solution in the menstrual wellness
3. Craves for a safe and supportive environment to share her struggles.
4. Values her privacy and wants assurance.

Solutions:

1. PCOS / CPOD severity checker.
2. Customizable menstrual wellness plan
3. One-week free trial offer which covers all offerings.
4. AI power symptoms predictor
5. Menstrual Cycle tracker.

Product Value Template:

	Currently Available	New Feature
Must Haves		
PCOS severity check	Yes	NA
Information blog	Yes	NA
personalized daily plan for diet, exercise	Yes	NA
free one time consultation	Yes	NA
Menstrual Cycle Tracker	No	Yes
AI powered Symptom Predictor	No	Yes
Delighters		
Yoga for PCOS	Yes	NA
Community	Yes	NA
money-back guarantee	No	NA
Doctors nearby	No	NA
PCOS products for purchase	No	NA
VR workouts designed specifically for PCOS	No	NA
Live webinars and Q&A sessions with PCOS experts	No	Yes
AI-powered peer matching	No	Yes
PCOS/PCOD-specific sleep coaching	No	NA

Feature Set:

Engineering Efforts vs Value

Feature	Feature Set	Description	Effort(Scale of 5)	Value (Scale of 5)
Pricing based on Packages	Different Pricing Plans	Bundling Individual or 2-3 set of services and pricing them into small packages	1	5
Trial Plan	One time use for any service for trial	Allowing user to use the plan for one week so that the user feels confident with the offering	2	4
Community	Community Forum	Secure and moderated platform for discussion and Q&A	2	3
	Forum Features	Topic-specific threads, Upvoting/downvoting, User profiles, Notifications	2	3
	Integration with Blog Content	Link relevant blog articles to forum discussions	2	2
	Expert Q&A Sessions	Live or pre-recorded sessions with experts answering community questions	3	2
Information Blogs	Content Categories	Symptoms, Diet, Exercise, Mental Health, Relationships, Personal Stories, Success Stories	3	3
	Content Format	Articles, Infographics, Videos, Podcasts	2	3
	Content Source	Expert-written, Peer-reviewed, User-generated (Community Forum)	3	3
	Content Quality	Accurate, Reliable, Up-to-date, Engaging	4	1
	Content Frequency	Regularly updated (e.g., weekly, bi-weekly)	2	2
	Search Functionality	Searchable database by keyword, category, tag	3	2
Daily Plan for Diet & Exercise	AI-powered Analysis:	Analyzes user data (symptoms, preferences, goals) for personalized plan creation	4	4
Personalization	Daily Meal Plans:	Provides daily meal plans with recipes & nutritional information tailored to PCOS needs	2	4

	Exercise Routines:	Generates personalized exercise routines adjusted for fitness levels, limitations, and PCOS considerations	3	4
	Convenience Integrations:	Connects with grocery delivery services and fitness trackers for seamless meal and workout execution	4	2
Free One-Time Consultation	Connect with PCOS Specialist	Schedule a free consultation with a healthcare professional specializing in PCOS	3	3
	Initial Assessment	Discuss individual symptoms, concerns, and medical history	2	2
	Personalized Recommendations	Receive tailored advice on managing PCOS and improving overall health	2	4
	Follow-up Appointments	Option to schedule additional appointments for ongoing support	2	3
Severity check	Self-Assessment Questionnaire	Covers common symptoms and risk factors for PCOS	2	4
	Wearable Device/Health App Integration (Optional)	Tracks symptoms automatically through wearable devices or health apps	4	2
	Personalized Report	Provides severity score and guidance on next steps based on questionnaire and/or tracked data	3	5
	Connect with Healthcare Professional (Optional)	Offers option to connect with a healthcare professional for further evaluation	4	2
AI-powered Symptom Predictor	Short-Term Predictions	Predicts upcoming symptoms within days or weeks (e.g., ovarian cyst risk, fatigue) - Visible On dashboard	4	4
	Long-Term Trends	Identifies potential for future flare-ups or chronic conditions based on long-term data analysis- Visible on Dashboard	3	4
	Personalized Recommendations	Actionable suggestions based on predicted symptoms (e.g., diet adjustments, exercise modifications, sleep hygiene tips)	3	4
	Explanation & Transparency	Provides insights into reasoning behind predictions for user trust and understanding	3	2
	Symptom Correlation Analysis	Identifies potential correlations between different symptoms for holistic management	3	3

	Community Insights	Aggregates and anonymizes user data for broader trends and community benefits	3	4
Cycle Tracking	Period Logging	Track start/end dates, flow intensity, spotting	3	5
	Symptom Tracking	Record cramps, headaches, mood swings, PMS	2	5
	Ovulation Prediction	BBT/cervical mucus analysis or period data	2	5
	Cycle Length Analysis	Visualize variations and identify patterns	3	4
	Cycle Statistics	View average length, period duration, fertile days	3	4

Total Addressable Market (TAM)

Finding Total addressable market	Variables	
Life expectancy of women in India		70 years
No. of womens in India	A	700,000,000.00
Age bracket where 95% of womes will face this issue		15 - 64 years of age
% of women in age bracket of 15 to 64(A)	B	70%
No. of womens in age bracket of 15 to 64	$C = A \times B$	490,000,000.00
Percent of womens facing PCOD/PCOS in suceptible age group of 15 to 64 = 10%	D	10%
Number of womes that have faced or will face PCOS/PCOD in their life of 70 years	$E = C \times D$	49,000,000.00
Cost of 1 year program plan	F	32,400
Assumptions:		
PCOS is not curable but it will have one cycle of one year in lifetime where it is most severe when patient will visit for intensive and holistic care like livofy		
Average Time for which they will take a dedicated treatment when it will be realised or at peak		12 months/1year
Fraction of women that will enrole for dedicated tretement in current financial year - considering there is even distribution of women population in all ages and the distribution of getting infected with disese is same at all age levels	G	1/50
No of womes that will enrole for dedicated tretement in current financial year	$H = E \times G$	980,000
Total annual addressable market size in India	$I = F \times H$	31,752,000,000.00
Note: Variable "H" can be bettered with more realistic age distribution of women population and infection distribution with age		Market Sie of 3000 Crore India Rs.

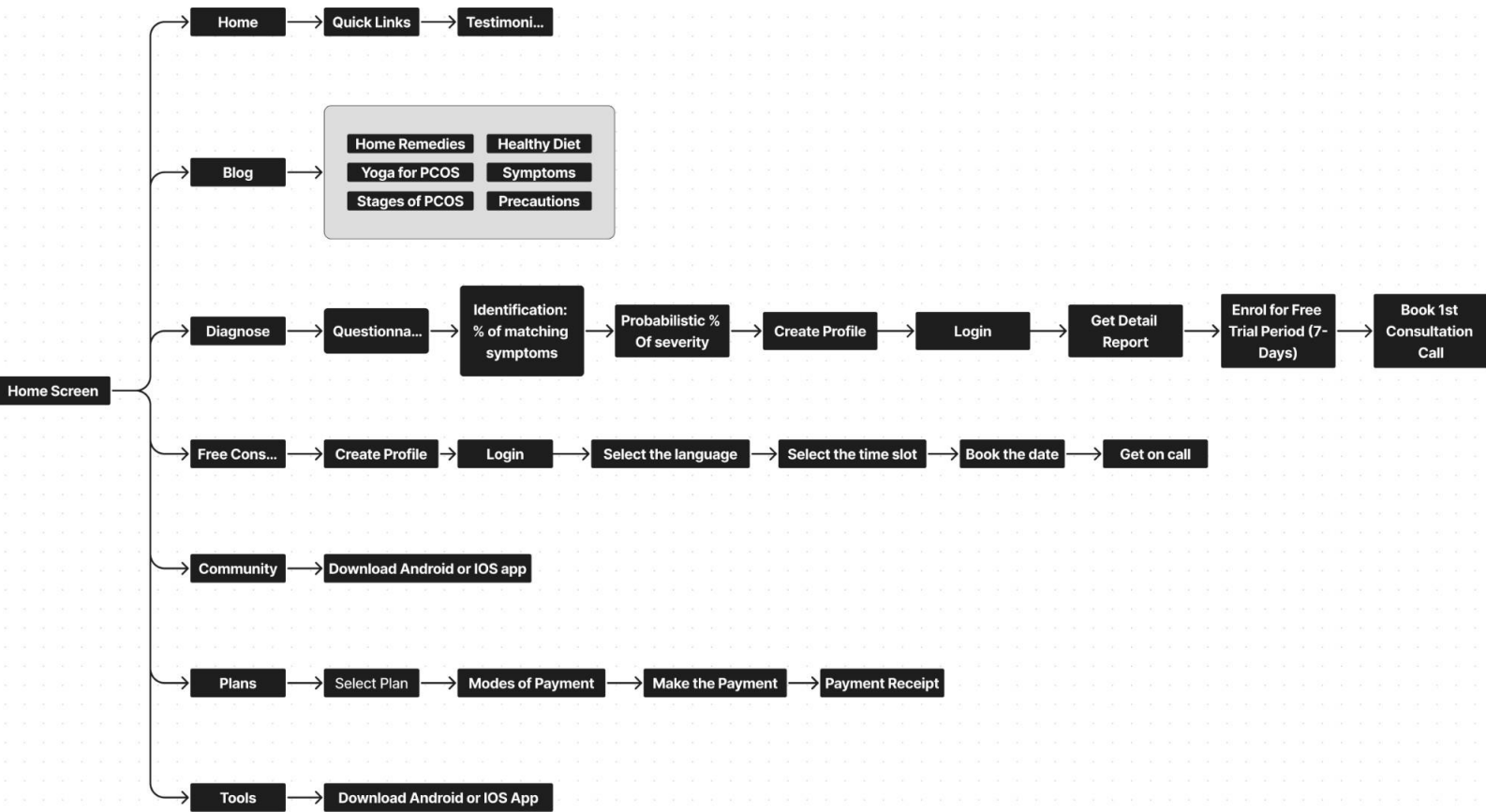
Design Concept

Feature	What value will she derive from this action?	Value for Organisation	Target Metric
Menstrual cycle Tracking	A) Before enrollment: Free data point for self-realization of irregularities - Driving her to contemplate the issue and take some kind of action. B) After enrollment: Witness improvements in period cycles upon enrollment.	Before enrollment: A) Data point for the organization to know potential customers. B) Data Point for the organization to show that their treatment is going in the right direction.	1)Variation in period cycle: Delta of time difference 2)Chronicity: Since how long it's irregular
Steps counter and Glasses of water	A) Before enrolling: Monitor habits of walking and water intake necessary for healthy body B) After enrolling: Track whether I am following instructions of water intake or walking enough or not.	Track if she is on the right path or not / if she is following instructions or not. If not, more emphasis may have to be put on medication.	1) Consistency of walking 2) Average daily steps 3) Average daily water consumption 4) Consistency of water consumption
Information blog - a) Home remedy b) simple yoga Technique	A) Before enrollment: Understanding eating habits, exercises to do, home remedies for quick/temporary relief from PCOS/PCOD, and receiving a desired outcome to a certain level from the free content of the website. B) From blogs on what PCOS/PCOD is, why it happens, its symptoms, its side effects, future implications, and understanding the future path to take if A) does not solve the problem fully.	Gaining trust in the content of the website and the website in general (similar to Zomato reviews in its early days when Zomato was only a restaurant information site). 2) Educate her more on its symptoms and severity to call to action.	A) Trust: 1) Frequency of website visit 2) Time spent on site B) Phase of exploration 1)Based on content she reads
Set of questions for severity check percentage of relative women	A) To help her understand if she has PCOS/PCOD or not. B) To help her take the future path of action by providing her insights on the severity of her disease. B) % of relative women: To provide support that she is not alone	A) Understand at what stage the user is in her battle with PCOS/PCOD. B) Categories her if she could be a hot lead or not for the sales/marketing team.	A) Stage of severity B) Question-based metric

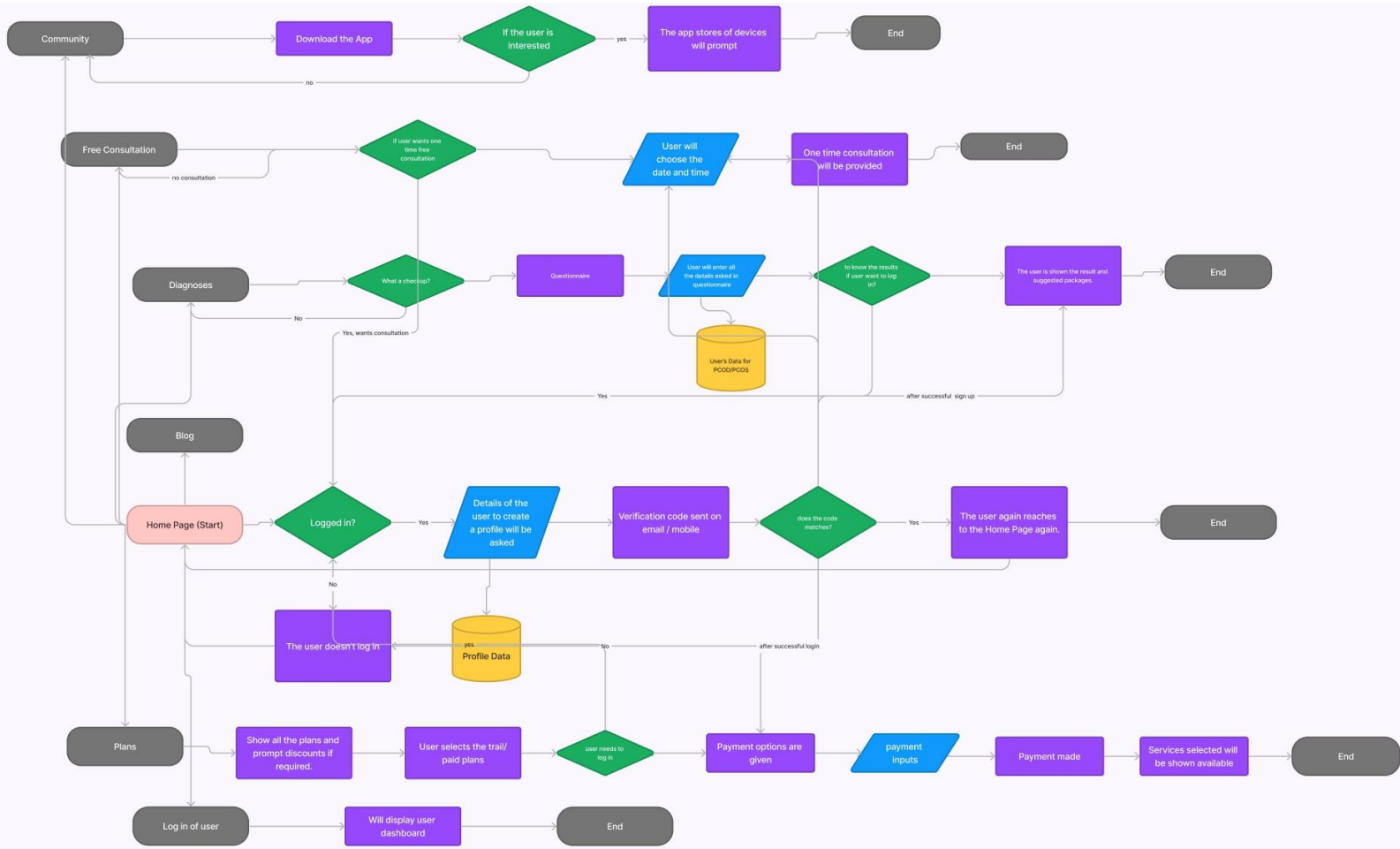
Free one-time consultation	A) To get more confidence in the service provider B) How the service provider delivers the service and to judge if it is really effective.	A) Know her symptoms better and understand if she is a potential customer 2) Understand the expectations of the customer 3) Show a reality check if she lacks. 4) Categories her hot or not 5) Quantify success rate and how intensive help she would need and accordingly suggest a plan. 6) Small sales pitch if conditions are right	A) Trust based on her tone analysis B) Awareness level C) Stage of severity
Community (Delighter)	1) Help her understand the journey of women with similar problems or similar age. 2) Help her understand what works best for others (like eating habits, sleep improvement, stress management, Yoga, Walking, etc.) and gain motivation to follow. 3) Help her understand that she is not alone. 4) Know how to manage the side effects of PCOS.	1) Earning the TRUST of the user as she goes through the other's positive experiences in the community 2) Realistic expectations from the user as she understands the efforts and time required for others to heal 3) Word of mouth with improved user trust 4) Getting motivated from others in the community to follow the best path which is many times a difficult path.	A) Engagement: How much time she spends B) Type of content she reads
Onboarded people - Customized plans a) Personalized daily diet plans and exercise b) Frequency of consultation = 2 weeks c) Specific Yoga for PCOS	1) To help her choose the best plan that suits her current stage. 2) To provide an opportunity to select the basic plan first to gain the trust of the solution provider/website. 3) To help her understand what services will be provided with the selected plan. 4) To judge the value she will get for the cost stated on the plan.	1) Based on her preconception and journey till this page, help her make a decision that best suits her 2) Push her to take a recommended plan with a discount on longer plans.	A) Conversion: Time taken to onboard from first login B) Variation of plan she was suggested and she actually chose.
AI-powered symptom tracking: Go beyond just checking severity. Use AI to identify patterns, predict future symptoms,	1) Help her understand the probable future dangers if corrective measures are not taken 2) Help her modify the lifestyle that will help her in the long run 3) Ensure it is not too late	1) Help the user make faster decisions 2) Know the probable lifetime value of the user: severe user could be more lifetime value	A) Conversion

and personalize
recommendation
s

Low-Level User Experience Flows:



High-Level User Experience Flow:



Interactive Design:

<https://www.figma.com/file/DZxDqySB01idhUoGfHJZU7/Untitled?type=design&node-id=0-1&mode=design&t=s4drsdQ7EYHiKpe4-0>

MVP:

<https://svk2888.wixsite.com/mysite>