



Complete Healthcare at your fingertips

Team- Anonymous

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User Personas & Pain Points

Mr. Devang Jindal

Age: 21

Occupation: Software Developer

Location: Bangalore, India

Fitness Level: Advanced

Fitness Goals: Building Muscle, Cardiovascular Health



Background:

Devang is a dedicated fitness enthusiast who has been using Cult Fit for the past two years. Passionate about maintaining a healthy lifestyle, Devang regularly engages in various workouts, including strength training, yoga, and high-intensity interval training (HIIT).

Challenges and Pain Points:

- Participation in Cult Fit sustains Devang's physical well-being, cultivating a broader interest in comprehensive health management, which includes medical fitness.
- Devang is keen to receive personalised health insights and recommendations based on medical data.
- Devang aims to monitor targeted health metrics like heart rate, blood pressure, and sleep patterns, seeking an enhanced health monitoring experience through online platforms.

Mrs. Priya Sharma

Age: 35

Occupation: Marketing Manager

Location: Mumbai, India

Health Condition: Recently Diagnosed with Diabetes



Background:

Priya, a 35-year-old marketing manager, recently received a diagnosis of diabetes. In addition to following medical advice from online consultants, Priya is keen to adopt a fitness routine to manage her condition and enhance her fitness routine and overall health.

Challenges and Pain Points:

- Priya seeks guidance for monitoring blood sugar, medication adherence, and dietary adjustments, focusing on workouts, nutrition, and progress tracking.
- New to structured fitness routines, Priya is seeking a supportive and beginner-friendly environment to embark on her fitness journey.
- Interested in connecting with a supportive fitness community to share experiences and tips for managing health conditions.

Analysis of Combined Synergy and Key Features

Cure. fit

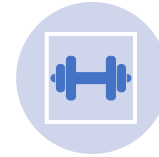
- Preventive healthcare
- Offline gyms & Online workout sessions
- Health tracking
- Doctors for general fitness
- Buy Fitness equipments
- Customized diet plan

Practo (word means “Principle that guides”)

- Curative healthcare
- Online and offline doctor consultation
- Medical records (ABHA support)
- Doctors for diagnosis
- Lab tests



CultPracto (Guiding the Cult)



Periodic lab tests: Users can book and avail periodic lab tests based on their fitness plan, prior diseases, and current fitness goals



Customized fitness and diet plans: Post doctor consultation, users can get updated personalized and professional advice on their fitness and diet plans in sync with their doctor consultation, health records, and wellness goals



Health insurance recommendations: Users can get tailored recommendations based on their health records, current fitness activities, diet plans, ongoing diseases, and budget



Knowledge management system: Users can access a rich and reliable source of information and insights on various health and wellness topics, curated from merged blogs of both Cure.fit and Practo



SOS help: SOS help from first responders by connecting with doctors in case of any SOS health situation from first responders by connecting with doctors in case of any SOS health situation

Business Model



CUSTOMER VALUE PROPOSITION

- 1. Integrated Health Management:**
One-stop platform for preventive and curative health management including physical health and wellness
- 2. Personalized Health Plans:**
Tailored fitness routines and diet plans based on user preferences and health data
- 3. End-to-End Healthcare and Wellness Services:**
Booking appointments with healthcare professionals and fitness trainers, seamless integration with diagnostics labs, and smart wearables



REVENUE STREAMS

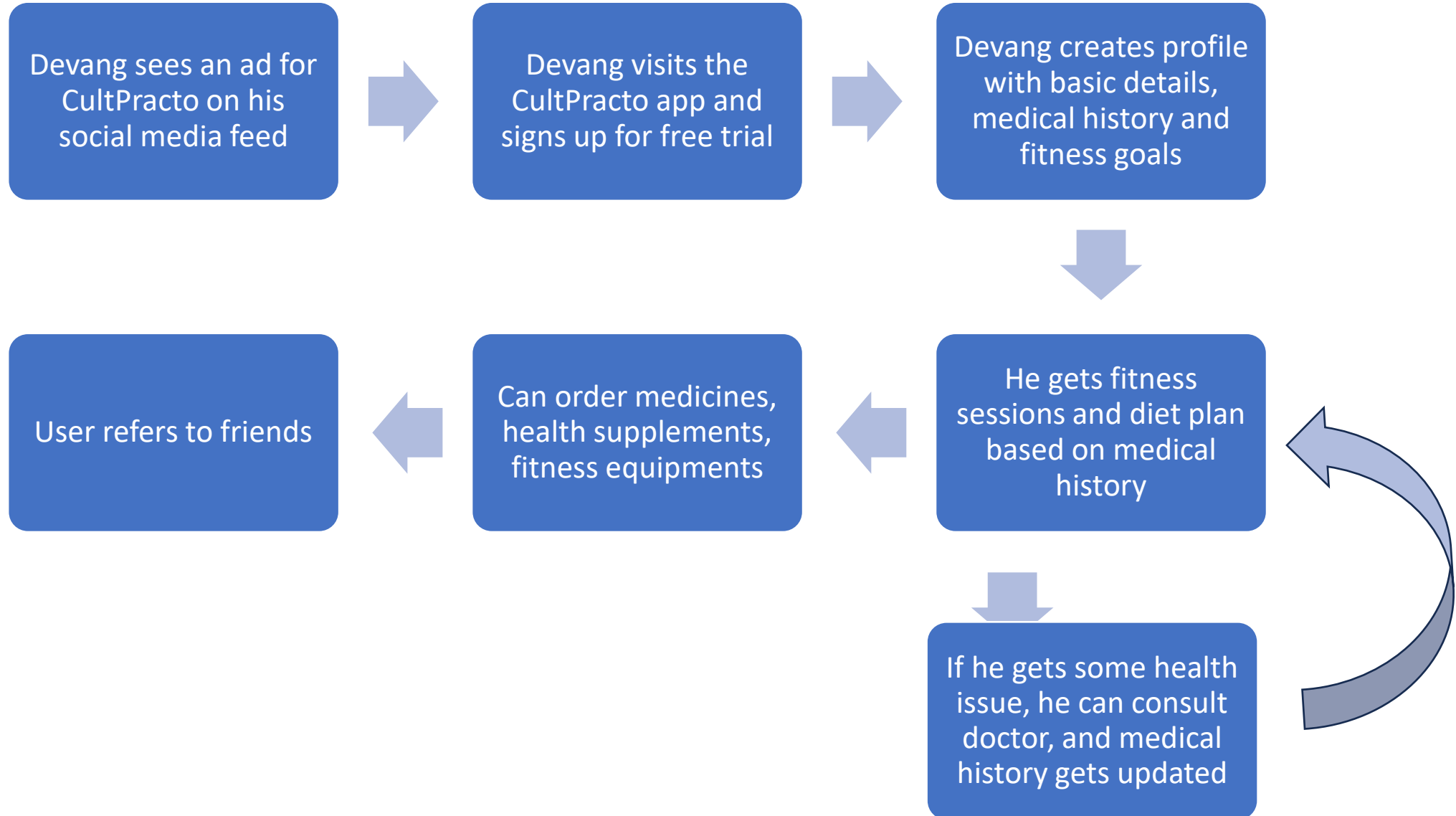
- 1. Subscription Fees:**
Tier-based subscription offering both online and offline gym access, personalized diet plans tailored to individual health goals and medical history, expert consultations with doctors, and regular lab tests
- 2. Commission Fees:**
Fees collected from doctors, clinics, pharmacies, diagnostic labs, Cult.Sport, and insurance providers as commission charges
- 3. Advertising Fees:**
Health and Wellness brands can advertise their products and offerings



CHALLENGES AND MITIGATION

- 1. Regulatory Compliance:**
Stay updated on healthcare regulations for data protection and privacy by using techniques such as data localization
- 2. User Adoption:**
Provide a user-friendly interface and offer promotions for initial adoption
- 3. Ensuring Data Accuracy:**
Mitigating reliability concerns from user-generated health data by employing validation mechanisms, real-time tracking through connected devices, and regular cross-referencing with verified sources for enhanced accuracy

User Journey Map



Go To Market Strategy



Pre-Launch

Build Anticipation:

- To build anticipation and generate pre-launch buzz through teaser campaigns, social media, and partnerships
- 360-degree Campaigns use digital channels for comprehensive brand storytelling

Partnerships:

- Establish partnerships with fitness influencers, health professionals, and wellness experts to endorse the app and build credibility
- Sponsor and collaborate with wellness events for brand visibility and pre-launch hype

Pre-Launch Offers:

- Early Bird Discounts: Offer exclusive discounts for the first set of users who sign up before the official launch
- Free Trial Period: Provide a limited-time free trial for premium features to encourage users to explore the app



Launch

User Onboarding:

- Design a user-friendly onboarding process with tutorials and tooltips to guide users through the app's functionalities
- Leverage gamification elements to make the onboarding experience engaging

Community Building:

- Encourage user interaction by creating forums, discussion boards, or community challenges within the app to foster a sense of belonging
- Gamification health trivia and fit dashboard to maintain user's point

Exclusive Launch Offers:

- Exclusive launch offers include discounted subscriptions, extended free trials, or bundled services to incentivise early adoption

THANK YOU!