



# Lose It! Weekly Planner

Q4 Product Proposal

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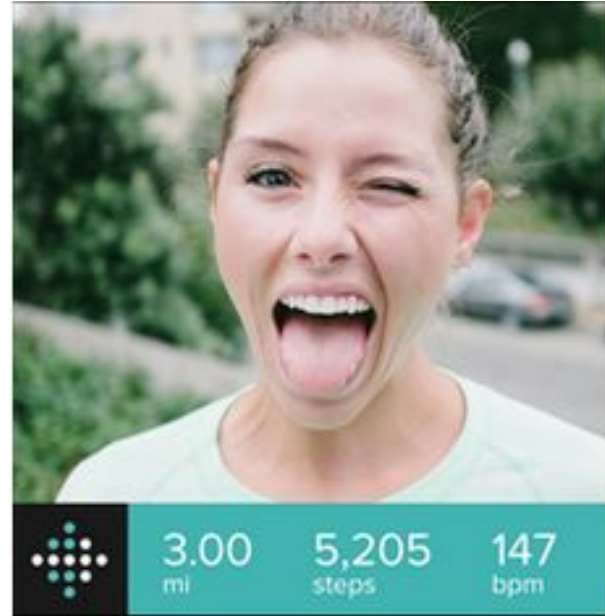
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# Increasing revenue through SaaS offerings

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## The Future at Fitbit...

1. Put the **customer** first
2. Look to drive **revenue** through our SaaS (App) offerings.. not our hardware



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# Satisfy Their Needs

Find your customers...

Talk with them...

Learn what they **need**...



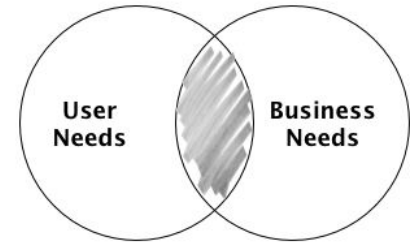
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**We interviewed 15 Users...**

# Identifying Customer Needs

Top Reported Needs from FitBit Users:

1. A better way to manage my weight (47%)
2. Tools for mindfulness and meditation (28%)
3. Next level challenges for the gym (11%)
4. ...



\*based on 15 customer interviews

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## An Unmet Customer Need

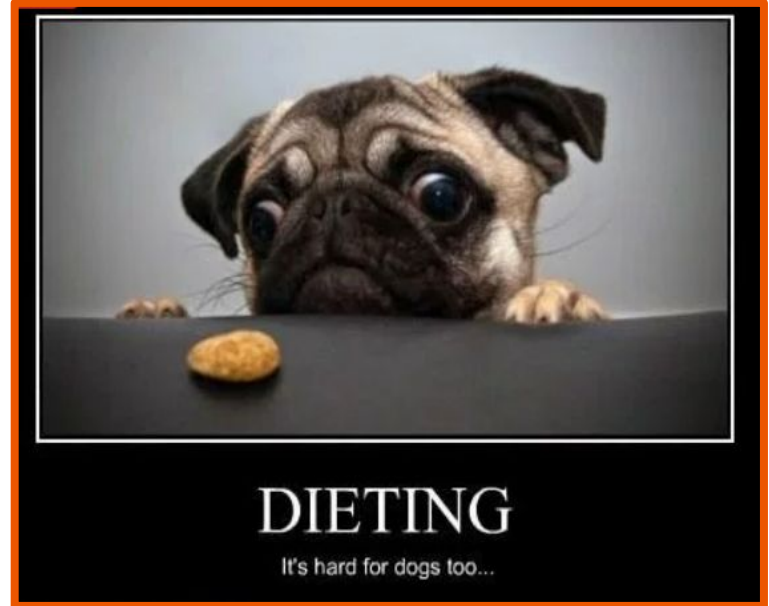
*“I want an easy and efficient way to track weight loss management”*



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## Hypothesis

*An easy to use weekly meal plan solution synced with FitBit will help the user manage their weight efficiently.*

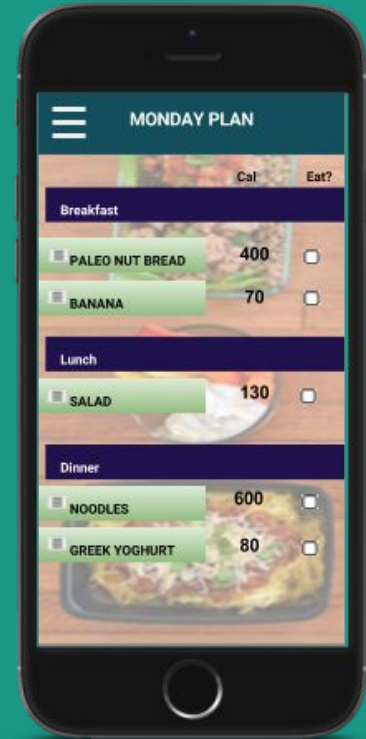






fitbit.

# Lose It! \* Meal Planner



\* Brand Subject To Change

# Features for MVP

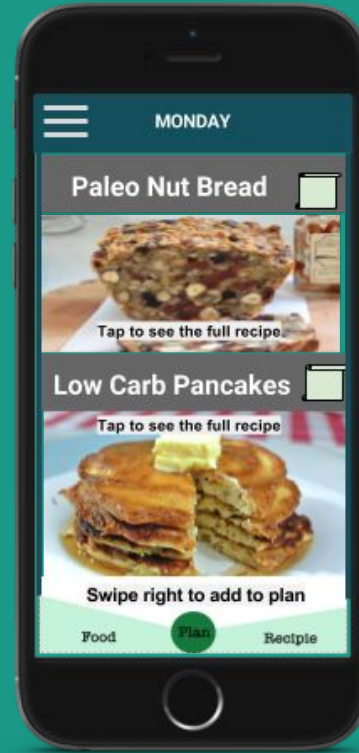
Our MVP will have the following features:

1. Daily and Full Week **meal planning** functionality
2. Easy to use **recipes** for healthy meal options with the ability to create a Grocery List on the go
3. Daily Plan consumption **tracker** (in calories) automatically synced to the existing fitbit steps & calorie tracker

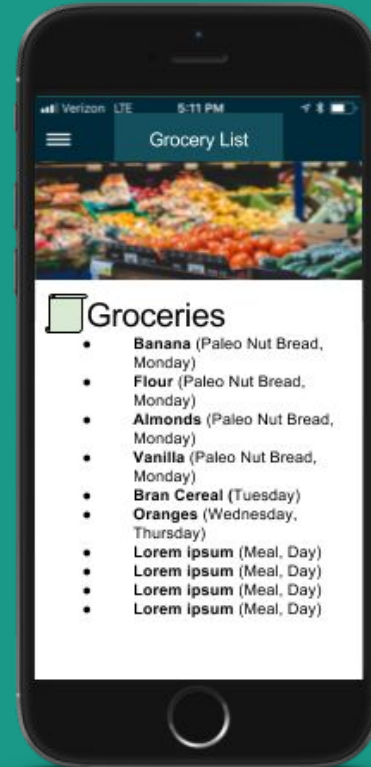
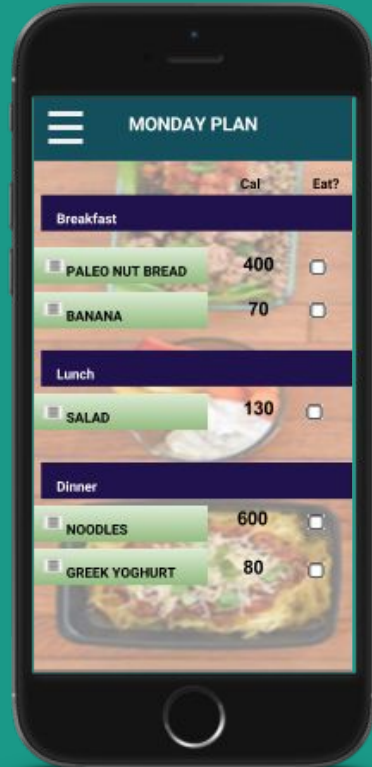


# Wireframes

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# Wireframes





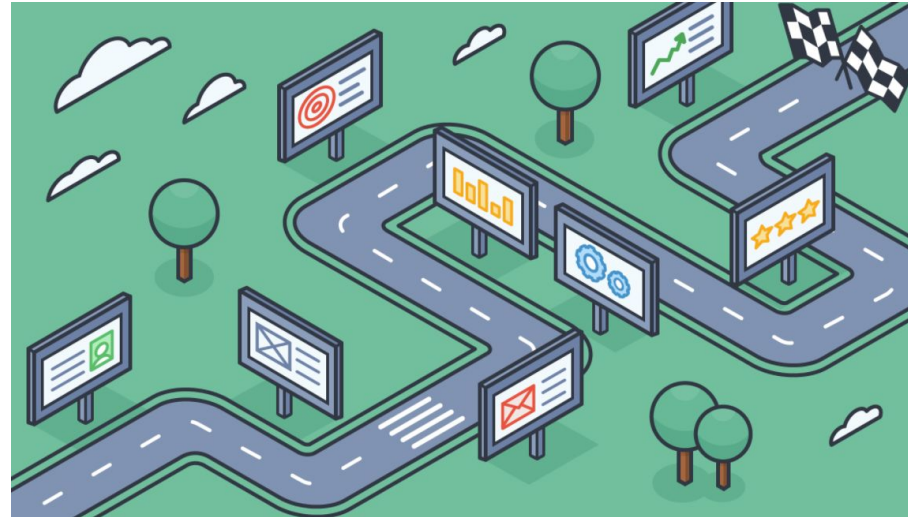
## Usability Testing Feedback

1. Native Navigation Issues
2. Mapping Calorie Allowance Throughout The User Flow
3. Make sure “Recommendations” are obvious
4. Recipe Prep Time should be included
5. Item Expansion Flow for “more information”

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# Looking Ahead

1. Nutrition Advice
2. Meditation, Breathing and Mindfulness classes
3. Stress Detector Features
4. Automatic Workouts Based on Progress



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# Conclusion & Competitive Advantage

