

COM-20110 BetterYou! Vision and Product Information

Vision

The founders of *Better You!*, Zoey and Brooke, are two friends and former colleagues who met while they were working for a large tech firm. They share a passion for healthy living and decided to start a company that combined their hobbies and passion with their knowledge of technology. They believe firmly in the power of healthy living to transform people's lives. They also recognize that, for many people, the most significant barrier to living a healthier lifestyle is balancing work and family. People don't think that they have time to make healthy changes in their lifestyle. *Better You!* wants to change that by creating apps that help people incorporate small changes that will have a major impact on their health and happiness.

About the Product

The *Better You!* One Stop app helps people develop a wellness plan that is tailored to their personal fitness, diet, and social wellness goals. The app uses these goals to provide the right motivation and information at the right times to keep its users on the right track.

How It Works

Users take a brief, 15-question survey when they start the app. The survey data helps users identify strategic and specific goals. From there, users receive suggestions for how they might meet their goals.

As part of the survey, users enter the amount of specific time they have each day and what a typical day looks like for them. Users can set up notifications and use the news feed, which includes articles, recipes, and tips for meeting their goals.

In addition, the app has a calendar where users can enter their meals, exercise, mood, and other information. The app provides encouragement and make specific recommendations based on the information people enter.

Fitness

- The app uses users' locations to find nearby parks and recreational areas, such as hiking trails. It also recommends fitness goals that make sense for the users' lifestyles. For example, if a user has young children, the app might recommend areas where the user could walk with their children as opposed to going to a gym.

Diet

- One function of the calendar allows users to enter their daily servings of fruit, vegetables, protein, dairy, and sweets, as well as the amount of water they drank. The app then uses this information to make targeted recommendations.
 - For example, if a user wants to drink more water, the app can help by setting up notifications. If they want to eat more fruits and vegetables, the app updates the news feed with easy, healthy recipes that use fruits and vegetables.

Social

- The app allows users to track their mood and will provide strategies to boost the user's mood in the news feed. It may also make specific recommendations for self-care techniques.

**Messaging Concept**

The owners have proposed the following slogan: "One Stop to a Better You!"

The messaging strategy shares the company's vision of transforming people's lives through healthy living. The company also wants to show that even small changes can make a big difference toward living a healthier, more fulfilling life.