

BUSINESS CASE DOCUMENT

Yonderful

**CLEAR UNCERTAINTY
ACHIEVE WITH GUIDANCE**

Tsz Ki Chan (Angela) 301306081

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Project Charter

The part outlines the core elements of the Yonderful initiative. It starts by defining the problem the platform seeks to address, providing context on the reasons for Yonderful's existence in the yoga learning market. Key user problems are identified and detailed, explaining the pain points that the platform aims to alleviate. Finally, the charter presents the proposed solution, outlining how Yonderful intends to cater to the needs of yoga beginners and provide personalized, expert-guided yoga learning experiences. This document lays the groundwork for the project, ensuring clarity, alignment, and a strategic approach to achieving Yonderful's objectives.

PROJECT BACKGROUND

Situation overview

Yonderful is driven by the need to address the growing popularity of yoga and the challenges faced by yoga beginners. Through user interviews and surveys, it has become evident that beginners learning yoga online struggle with following tutorials, experience uncertainty regarding posture correctness and execution, and lack access to professional feedback. Although the online space is flooded with yoga apps and videos, the majority of them are not specifically tailored for beginners and fail in satisfying users' needs.

Project concept

Yonderful helps yoga beginners experiencing uncertainty in approaching yoga with personalised, easy-to-follow yoga tutorials and expert guidance to achieve their yoga learning goals

It will allow users to understand how to approach a yoga posture, and be aware of whether they are right or wrong even if they are doing yoga alone. Through this yoga learning platform, yoga beginners will gain mastery over yoga.

Purpose

Helping yoga beginners to clear their uncertainty in approaching yoga with comprehensive guidance to achieve their yoga learning goals

Problem definition

Yoga beginners learning online lack the knowledge of doing yoga postures in the correct form despite an abundance of yoga resources, halting them from learning yoga correctly and demotivating them from continuing to learn yoga.

WHY YONDERFUL SHOULD EXIST: RESEARCH INSIGHT

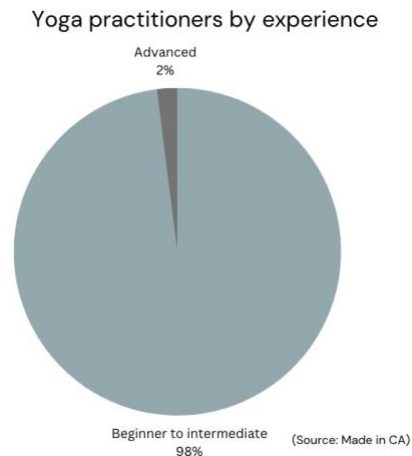
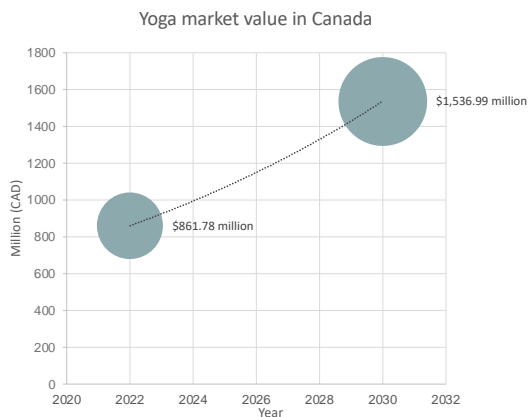
Yonderful is driven by the need to address the growing popularity of yoga and the challenges faced by yoga beginners. Through market and user research, it has become evident that beginners feel fear and uncertainty when they are approaching yoga and are craving professional advice, despite the abundance of yoga apps and videos online.

Research methods taken:

- *Secondary research: Research studies, Forum, Survey*
- *Survey*
- *User Interview*
- *Observational session*

Highlighted results

1. *Yoga beginners are the driving force behind the growing yoga market*



Based on yoga statistics sourced from Made in CA¹, the Canadian yoga market reached a valuation of \$861.78 million in 2022 and is expected to increase to \$1,536.99 million by 2030. Within this expanding yoga landscape, a significant 98% comprises yoga practitioners at the beginner to intermediate levels. These figures highlight an extensive market potential for Yonderful to strategically tap into the burgeoning yoga beginner segment.

2. Yoga beginners feel a sense of fear and they need advice

From the word cloud generated from the top 50 threads in r/yoga on Reddit, “yoga” and “beginners” show up most often, followed by “help”, “advice”, “recommendation”, and “fear” (*generated as at 11:34 am Jul 30, 2023*)



3. And, they do not know whether they are doing right or wrong when they are practicing

Some quotes from interviewees highlighting their uncertainty in learning yoga

“I found my postures wrong until a friend told me.” – One yoga beginner in the interview

“I just mimicked what the instructor do. I don’t know it is wrong until I was told by others” –

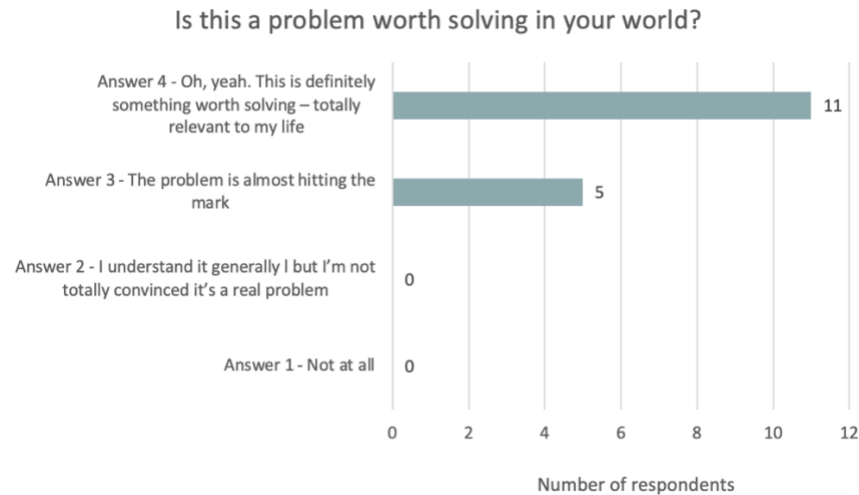
Three yoga beginners in the interview

“I can’t follow the video thoroughly. I really need clear voice guidance” – The yoga beginner in the observation session

¹ Made in CA: <https://madeinca.ca/yoga-statistics-canada/#:~:text=Yoga%20Statistics%20for%20Canadians,form%20of%20therapy%20and%20exercise.>

4. All respondents in the survey agreed it is a problem worth solving

In the survey validating the idea of Yonderful, all 16 respondents agreed that it is an existing problem. 11 of whom strongly agreed that it is something worth solving.



KEY USER PAIN POINTS

Based on the market and user research, three key user pain points are identified.

1. Difficulty following online instructional videos

Many yoga beginners who are new to the practice of yoga often find themselves facing challenges when trying to follow along with online yoga videos. The fast pace of these videos, coupled with sometimes unclear instructions, create a sense of frustration and uncertainty for beginners who are just embarking on their yoga journey.

2. Uncertainty about proper pose execution and precautions

Yoga beginners lack knowledge and guidance on how to correctly perform yoga postures and are unaware of the precautions they should take. They would mimic what the instructors do without the knowledge of how the posture is supposed to make them feel.

3. Lack of feedback on posture correctness

Yoga beginners are unsure if they are executing the yoga postures accurately or incorrectly. They often rely on feedback from a yoga instructor or knowledgeable individuals to identify and correct any mistakes. However, even in in-person yoga classes, limited teacher attention due to large class sizes and varying levels of teaching experience can hinder proper posture correction.

OVERVIEW OF MARKET LANDSCAPE

In the realm of YouTube yoga videos and yoga apps, the prevalent shortfall lies in their inability to effectively cater to the requirements of yoga beginners. The deficiency becomes evident in the lack of detailed guidance and the fast pace of tutorials. Furthermore, a dearth of feedback mechanisms further compounds the issue, depriving beginners of the guidance necessary to refine their form and technique.

A thorough examination was conducted on three yoga apps aimed at beginners, namely Yoga for Beginner, Yoga Times, and Daily Yoga for Beginner. These applications fall short in providing adequate content to assist beginners in gaining a satisfactory level of knowledge. Several key issues come to light:

- *Absence of a guided and structured learning environment*

Despite their wealth of information, these apps falter in furnishing beginners with coherent guidance on how to effectively navigate their resources, such as recommending an optimal starting video.

- *Inadequate real-time demonstrations*

Amongst the three apps, two rely solely on graphical representations to illustrate yoga postures, an approach that falls short in assisting beginners.

- *Lack of a feedback avenue*

In all three apps, the absence of instructor interaction deprives users of valuable feedback.

To conclude, in a market teeming with options, an opportunity emerges for Yonderful by honing in on yoga beginners and meticulously addressing their specific needs.

PROPOSED SOLUTIONS (MINIMUM VIABLE PRODUCTS)

As a yoga learning platform tailored to yoga beginners, Yonderful frees users from uncertainty in their yoga learning journey and motivates them to continuing pursuing their goals by the following features.

A quick glimpse on the features and problems addressing

Problems	Difficulty following online instruction videos	Uncertainty about proper pose	Lack of feedback on posture correctness
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		execution and precautions	
Features	Personalized Yoga Practice Series Through Onboarding Assessment Deconstructing Yoga: Focus on Postures	Comprehensive Posture Guidance: Steps, Sensations, and Tips Real-time Feedback Powered by Computer Vision and Machine Learning	Direct Interaction with Yonderful Instructors

Detailed introduction of the features

1. Personalized Yoga Practice Series Through Onboarding Assessment

Yonderful understands the unique needs of each user by conducting an onboarding assessment that delves into their yoga experience, flexibility level, and injury status. This data forms the basis for crafting personalized yoga practice series. Users can now skip the hassle of searching the internet for suitable tutorials. Instead, they can access tailor-made sessions provided exclusively by Yonderful.

2. Deconstructing Yoga: Focus on Postures

Navigating a complete yoga flow can be daunting for beginners, with its array of postures. Yonderful offers an alternative approach, allowing users to first master individual postures before progressing to full routines.

3. Comprehensive Posture Guidance: Steps, Sensations, and Tips

With meticulous attention to detail, Yonderful breaks down each posture. Clear, step-by-step instructions guide users through achieving correct alignment. Anticipated sensations are elucidated, providing users with a sense of what to expect. Dos and don'ts further enhance the guidance, instilling confidence and certainty.

4. Real-time Feedback Powered by Computer Vision and Machine Learning

Yonderful employs cutting-edge technology to address the challenge of correct execution. Through computer vision, users' movements are meticulously tracked and analyzed in real-time. This data fuels

instant and personalized feedback with both audio and visual elements, ensuring users maintain optimal form and alignment throughout their workout.

Considering the cutting-edge technology application in Yonderful, some technology applications in other apps are referenced:

- *KinesteX – AI Physio Coach*
(https://www.youtube.com/watch?v=TsKJVRxWtA4&ab_channel=Kinestex)
- *Vay Sports*
(<https://www.indiatimes.com/technology/apps/this-app-s-ai-monitors-your-posture-during-exercise-just-like-a-real-personal-trainer-369840.html>)

5. Direct Interaction with Yonderful Instructors

As beginners embark on their yoga journey, Yonderful acknowledges the uncertainty they may face. Through Yonderful's recording function, users can capture their practice sessions and share them with experienced instructors. These instructors provide invaluable insights and personalized feedback, fostering a supportive learning environment. Furthermore, Yonderful facilitates virtual meetings, enabling users to connect directly with instructors, ensuring a well-rounded and enriching learning experience.

Business Strategy & Analytics

This section provides a comprehensive overview of Yonderful's business strategy, encompassing key components such as the Trinity Strategy, product messaging, subscription model, business goals, KPIs, metrics, SEO, and promotion plan.

TRINITY STRATEGY

The purpose of the Trinity Strategy is to thoroughly explore user behavior, encompassing their needs and preferences. By doing so, it enables Yonderful to make informed decisions regarding the user experience it should provide, as well as the themes and messages that should resonate with its audience.

A quick glimpse

Behaviour

Experience

Outcome

External factor	Personalized experience that caters to their unique needs	Elimination of Uncertainty
Craving disciplined yoga amid resources lacking beginner focus	Easy-to-follow video and certainty about proper pose and precaution	Motivation and guidance
Internal factor	Feedback from professional instructors	Goal achieved
Dedicated to attaining goals and be open to a fresh approach to yoga learning		
Battling with self-doubt		

Detailed explanation

Behaviour: Why are people going to Yonderful?

- *Craving disciplined yoga amid resources lacking beginner focus*

Individuals who are eager to learn yoga with discipline face challenges when trying to engage with the practice using the available resources. The overwhelming abundance of resources only adds to their confusion, leaving them unsure about the right path to follow.

- *Dedicated to attaining goals and be open to a fresh approach to yoga learning*

They have set goals for themselves but find it difficult to navigate the multitude of online tutorials. They are actively seeking a fresh and suitable approach to learning yoga that can help them achieve their goal

- *Battling with self-doubt*

While they are goal-oriented, they paid effort in practicing on their own. However, they feel doubtful about their own ability as they face challenges in learning, without seeing any progress

Experience – What do users want when they arrive

- *Personalized experience that caters to their unique needs*

Users desire a tailored experience that caters to their unique needs and guides them toward achieving their goals. As a beginner with uncertainty, they want to get a solid path they can follow, whether it's accommodating their injury status, adjusting for their prior experience level, or aligning with their individual preferences. This personalized approach not only boosts users' confidence and motivation but also maximizes their potential for growth and success

- *Easy-to-follow video and certainty about proper pose*

Users value tutorials that are easy to understand and follow. They often struggle with other online videos that lack clear explanations. They crave step-by-step guidance on approaching postures, including instructions on which muscles to engage and how to execute each pose correctly. Battling with self-doubt

- *Feedback from professional instructors*

Users place great importance on receiving professional guidance and feedback to enhance their practice and alleviate their sensitivity toward their bodies. They actively seek input from experienced yoga instructors who can offer expert advice, correct their form and technique, and provide valuable suggestions for improvement.

Outcome - What are the desired projected outcome

- *Elimination of Uncertainty*

Users will no longer feel uncertain about their yoga practice. By following the clear and easy-to-follow tutorials provided by Yonderful, they will gain clarity on proper posture, alignment, and execution. This newfound clarity will remove doubts and uncertainties, allowing users to practice with confidence and a sense of assurance.

- *Motivation and guidance*

Users will feel motivated and guided in their yoga journey. By accessing tutorials and personalized content on Yonderful, they will receive clear instructions, learn the right techniques, and understand the correct approach to each posture. This guidance from expert instructors will provide users with a sense of direction, ensuring they are on the right track and making progress in their practice. This motivation and guidance will keep users engaged and committed to their yoga journey.

- *Goal achieved*

Regardless of the user's initial goals—whether it's to de-stress, increase flexibility, or attain mindfulness—Yonderful helps them attain those aspirations. The platform serves as a dedicated companion on the path to personal growth and transformation

PRODUCT MESSAGE

CLEAR UNCERTAINTY

ACHIEVE WITH GUIDANCE

From the above analysis, yoga beginners are obviously struggling with uncertainty in learning yoga. Yonderful aims to shake off these negative feelings and provides users with comprehensive guidance to achieve their goals.

This key message will serve as the guiding principle for Yonderful's choices regarding product development, marketing endeavors, and other developmental aspects.

REVENUE MODEL: SUBSCRIPTION MODEL

The subscription model is the preferred revenue model for yoga platforms and fitness platforms, making it a familiar and expected approach for Yonderful's targeted users. By adopting the subscription model, Yonderful can establish a sustainable revenue stream that supports the platform's growth and development.

Paid users will be able to unlock premium features including (1) 1:1 feedback sessions with yoga instructors, and (2) the most recently published yoga tutorials.

Package:

Annual membership: CA\$21.6 per month (Billed CA\$260 once annually)

Monthly membership: CA\$25 per month (Billed once monthly)

LAUNCH GOALS, KPI, METRICS

Launch goals

	1	2	3
Launch Goal	Within one year after the launch of Yonderful, it acquires 10,000 registered users to establish a solid user base.	Within one year after the launch of Yonderful, 25% of the registered users are paid users to signify the platform's ability and strategies to monetize its offerings effectively.	Within one year after the launch of Yonderful, 60% of users report they feel more motivated to do yoga after using Yonderful to signify that Yonderful has effectively created an engaging and transformative experience for its users.

KPI & Metrics to achieve the goal

Launch Goal	Within one year after the launch of Yonderful, it acquires 10,000 registered users to establish a solid user base.
KPI	Number of registered users
Metric	3,000 users sign up for an account within the first three months
	5,000 people view the Youtube advertisement within the first three months
	On average, for every 25 YouTube ad views, one clicks to Yonderful and for every 40 views, one successful registration, showcasing the ad's impact on engagement and registrations.
	At least 2000 users visit Yonderful site within one week after attending the online webinar.
	At least 800 users clicking through to our website directly from the Yoga Journal website per month.
Rationale	<p>The number of registered users is used as a KPI to measure the goal of acquiring registered users. Apart from measuring the number of users directly as a metric, the performance metrics of the suggested promotional tactics including the YouTube ads, referral program, online webinar, and link-building tactic are included.</p> <p>Further details of the tactics are included in the promotional tactic part below.</p>

Launch Goal	Within one year after the launch of Yonderful, 25% of the registered users are paid users to signify the platform's ability and strategies to monetize its offerings effectively.
KPI	Conversion rate from registered to paid users
Metric	70% of registered users experience the free trial of the premium version within the first six month
	Within the first six months, 50% of registered users signing up for the trial period of the premium version use the paid features at least five times per week
	15% of registered users upgrade to become paid users with a referral link on Yonderful within the first six months.
Rationale	The conversion rate shows whether Yonderful has done enough to attract users to upgrade to the paid version. Metric #1 and #2 mainly assess the attractiveness of Yonderful platform itself while Metric #3 measures the effectiveness of the discount code offered in the referral program.

Launch Goal	Within one year after the launch of Yonderful, 60% of users report they feel more motivated to do yoga after using Yonderful to signify that Yonderful has effectively created an engaging and transformative experience for its users.
KPI	User retention rate
Metric	80% of users return to the platform within 15 days after their initial sign-in.

	50% of Before and After Instagram participants use the platform more than twice a week within the first six months.
	80% of users renew their subscription for six months consecutively.
Rationale	The user retention rate indicates whether users are continuing and professing their practices in Yonderful. Metric #1 and Metric #3 mostly measure the effectiveness of Yonderful's features itself, and Metric #2 measures the effectiveness of the Before and After Instagram Challenge.

PROMOTIONAL PLAN

SEO

The below SEO keywords and key phrases connect Yonderful with potential users. They will be used to optimize website content, promotional tactic content to enhance Yonderful's searchability.

Keyword	Rationale
Yoga	It targets individuals interested in yoga and seeking information or resources related to it
Yoga beginner	It directly addresses the target audience of beginners who are new to yoga or looking for easy-to-follow practices to start their journey
Beginner yoga	
Easy yoga	
Yoga app	It targets individuals who are looking for yoga app to learn yoga

Key phrase	Rationale
How to start learning yoga at home	It highlights the specific problem beginners would have when they start their yoga practice from the comfort of their own homes. They acknowledge their desire for guidance and resources that can help them get started effectively
Fear of learning yoga	It caters to beginners who possess fear of learning yoga and Yonderful can come to their search to provide support.
Advice for yoga beginners	It caters to beginners who are actively searching for high-quality tutorials. They address the lack of knowledge by providing valuable resources that can guide beginners in learning yoga postures correctly
Guidance for yoga beginners	
Recommendations of yoga apps	It targets individuals who are looking for additional support from yoga app to learn yoga

Promotional Tactics

Five tactics across social media, link building, referral programmes, and webinars are planned to enhance the searchability and brand awareness of Yonderful, especially in its launch stage. Each of the tactics support a business goal respectively.

Tactics at a glance

#	Business Goal	Relevant tactics
1	Within six months after the launch of Yonderful, it acquires 5,000 registered users to establish a solid user base.	<ul style="list-style-type: none"> Youtube advertisement Referral Program Online webinar Blog articles on Yoga Journal
2	Within one year after the launch of Yonderful, 25% of the registered users are paid users to signify the platform's ability and strategies to monetize its offerings effectively.	Referral Program

3	<p>Within one year after the launch of Yonderful, 60% of users report they feel more motivated to do yoga after using Yonderful to signify that Yonderful has effectively created an engaging and transformative experience for its users.</p>	Before and After Challenge
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Detailed information of the tactics

<p>Youtube advertisement</p>	<p>Develop a series of YouTube ads to be pushed to 18-40 years-old females who have habits of watching videos titled yoga beginners on YouTube at 8-12pm</p> <p>How it works</p> <p>Addressing yoga beginners’ uncertainty and self-doubt, the series of ads will start with different relatable scenes – such as (1) a woman scrolling through Instagram, admiring yogis effortlessly striking impressive poses (2) a woman cannot follow through the yoga videos online (3) a woman is injured during yoga practices. No matter how hard the character try, they have no improvement. Enter Yonderful, the game-changer she's been searching for. As she starts using the platform, the ad shows her gradual progress and improvement in her yoga practice. With each session, she gains confidence, finds her balance, and masters poses that once seemed impossible.</p> <p>Rationale</p> <p>The decision to utilize YouTube as a marketing channel as it is often the go-to platform for yoga beginners. When users are struggling to follow through the yoga videos, they spot the Yonderful ad which serves as additional support to free them from uncertainty. By targeting 18-40-year-old females, it is aimed to connect with a key demographic that exhibits a strong interest in yoga.</p>
<p>Instagram user challenge</p>	<p>Before and After Instagram Challenge encourages users to post their before and after of a yoga pose after using Yonderful</p> <p>How it works</p> <p>Addressing yoga beginners’ fear and uncertainty of learning yoga, the challenge invites users to showcase their progress in a yoga pose to</p>

share their transformative yoga journey with the wider community, providing beginners' courage to learn and practice continuously.

Rationale

The challenge takes place on Instagram, leveraging the platform's visual nature and broad reach. By utilizing hashtags including **#MyYonderfulPose**, **#beginneryoga**, **#Progressfrombeginner**, participants can easily connect with like-minded individuals and showcase their personal growth. The tag **#beginneryoga** also aligns with Yonderful's SEO key word strategy, enhancing Yonderful's searchability

Anticipated IG post from participants



2

Referral program

A referral program for existing users and new users to enjoy a membership discount

How it works

To attract new users and encourage natural growth, Yonderful plans to introduce a referral program. This program will provide discounted memberships to both the person referring and the new user. Here's how it works:

1. *Yonderful account holders will find a "Refer a Friend" button after logging in. Clicking this button allows them to invite others by sharing a referral link.*

² Image from: <https://empoweredbeyondweightloss.com/flexibility-transformation/>

2. *When a new user signs up for a Yonderful membership through the referral link, they'll be asked to post a screenshot of a completed yoga session on their Instagram. To qualify for the referral program, they'll need to include hashtags like #Yonderful, #yogatutorialathome, and #yogabeginner in their post.*

By following these steps, both the referrer and the new user will enjoy a 40% discounted membership rate.

Rationale

When potential users are grappling with self-doubt and uncertainty, they gravitate towards platforms utilized by their connections, seeking a source of reassurance and confidence. By incentivizing current users to refer their connections and incorporating hashtags into the process, Yonderful aims to expand its user base and create a motivated image for people who are interested in yoga and seeking a supportive community.

<p>Online Webinar</p>	<p>Online webinar titled “Is it possible to learn yoga at home?” hosted by Adriene Mishler, a yoga instructor</p> <p>How it works</p> <p>Leveraging International Yoga Day on June 21, 2023, an insightful online webinar titled “Is it possible to learn yoga at home” will be hosted in June as a part of the strategy to attract new users in a non-salesy and authentic manner. This webinar will be facilitated by renowned online yoga instructor, Adriene Mishler, who has gained significant popularity for her yoga beginner tutorials on YouTube. During the webinar, Adriene will delve into the best practices for learning yoga and emphasize the importance of personalized feedback and step-by-step guidance, which are integral features of Yonderful.</p> <p>Rationale</p> <p>This promotion tactic is stemmed from potential users’ fear and uncertainty of learning yoga. By leveraging the popularity of Adriene Mishler, an online yoga instructor on YouTube, this tactic specifically serves as an opportunity to attract new users by offering genuine expertise and fostering a sense of trust, while addressing the specific concerns and interests of the target audience.</p>
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Blog articles on Yoga Journal

Publishing weekly blog articles sharing knowledge with yoga beginners on Yoga Journal, a reputable yoga association

How it works

To enhance Yonderful's credibility and attract new users, Yonderful will implement a guest blogging strategy that capitalizes on the effectiveness of link building. Contributing articles with themes of "learning yoga as a beginner" in a reputable yoga association, [Yoga Journal](#). Yonderful caters to potential users who are facing challenges in approaching yoga. These articles will incorporate relevant keywords and phrases commonly searched by potential users. Each article will be attributed to the author "Yonderful," with a direct link provided to Yonderful's website. Consequently, when users come across these articles and find them intriguing, their curiosity about the author will lead them to explore Yonderful further.

Rationale

As yoga beginners possess uncertainty, they tend to find information from high-profile resources. By leveraging the authority and reputation of Yoga Journal, along with incorporating relevant keywords and providing informative content, Yonderful can strategically target and attract new users. This approach offers a non-intrusive and authentic method to capture the attention of potential users, creating a positive impression of Yonderful and motivating them to explore the brand further.

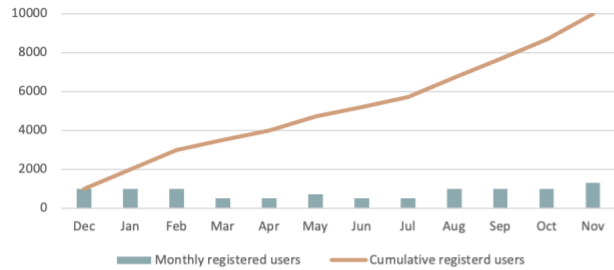
Anticipated article topics leveraging SEO keywords and phrases

- *3 tips to start doing yoga*
- *5 easy tricks to ease your fear before approach yoga*
- *Go to a yoga studio vs Doing yoga at home*

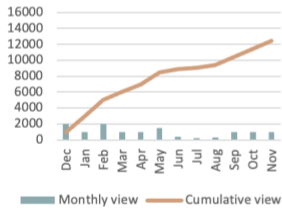
ANALYTICS DASHBOARD

2023.12.01-2024.11.30

Number of registered users



Youtube advertisement view



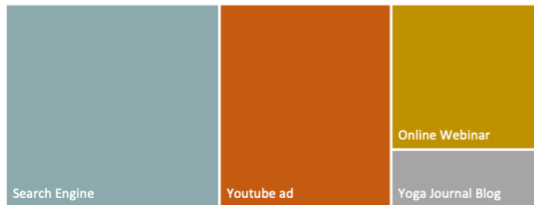
Click to Yonderful after Youtube ad view : View

1:25

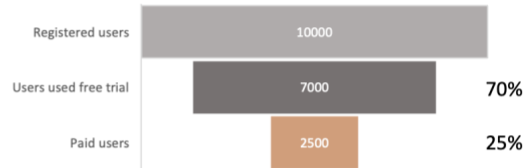
Register after Youtube ad view : View

1:40

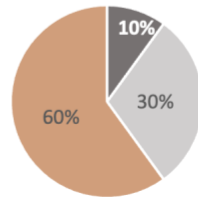
Website traffic



Subscribe event



Users' usages per week during free trial period

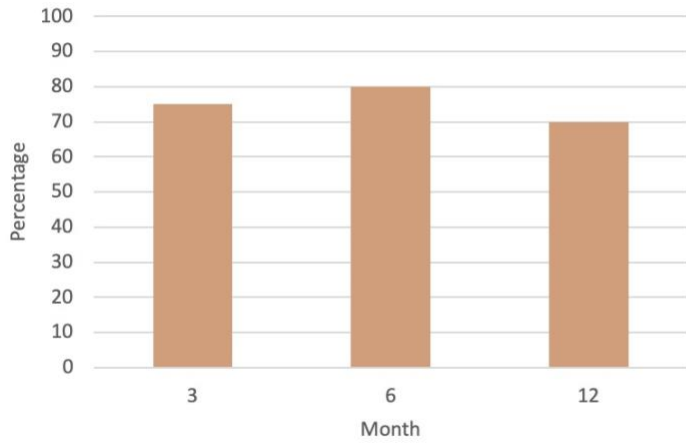


15%

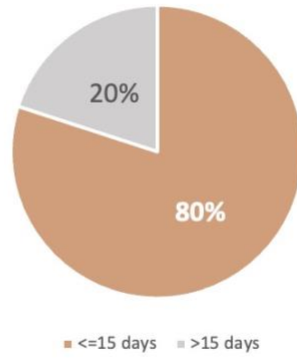
Become paid users with a Referral Link

■ less than 1 time ■ 2-4 times ■ >5 times

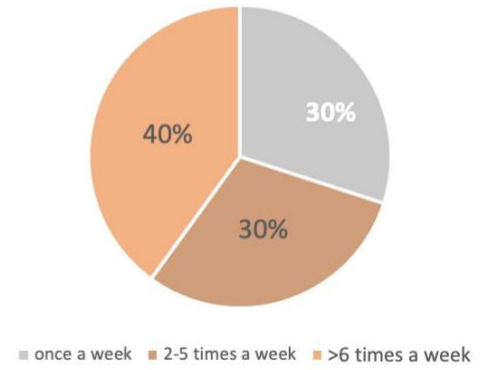
Length of Consecutive Subscription



User Return Rate Within 15 Days After Initial Sign-In



'Before and After Instagram' Participants' user engagement frequency



Project Planning

This session lays out the execution of the development of Yonderful, including timeline, budget, risk assessment and Quality Assurance Plan.

METHODOLOGY

Hybrid approach merging waterfall and agile methodologies

A combination of the waterfall and agile methodologies is adopted to ensure comprehensive and efficient development. The utilization of the waterfall methodology during the initial stages, encompassing discovery through definition, served to lay a solid foundation.

As the project transitioned to the design, development and testing phases, the integration of agile principles came into play. Short development cycles, regular feedback loops, and ongoing collaboration ensured the project's responsiveness to emerging insights and evolving user needs. The flexibility of the agile approach was harnessed to efficiently address changes, optimize resource allocation, and enhance the overall user experience.

This hybrid approach fostered a development process that was not only well-structured and organized but also responsive to real-time developments, enabling the successful creation of Yonderful that addresses user needs with precision and innovation.

PROJECT PHRASE

Methodology	Phrase	Purpose	Task	Deliverable	Milestone
Waterfall	Initiation and Discovery	Identify goals, objectives of Yonderful and validate the concept	<ul style="list-style-type: none"> • <i>Conduct market research</i> • <i>Conduct user research</i> • <i>Develop project charter</i> • <i>Develop timeline and budget</i> 	<ul style="list-style-type: none"> • <i>Project charter</i> • <i>Timeline</i> • <i>Budget</i> 	Project concept and scope approved by stakeholders
	Definition	Identify Yonderful's functionalities and requirements	<ul style="list-style-type: none"> • <i>Persona</i> • <i>User journey map</i> • <i>Ideation</i> • <i>User stories</i> • <i>Site map</i> • <i>Define system architecture</i> 	<ul style="list-style-type: none"> • <i>Product feature list</i> • <i>System architecture document</i> 	Product features and functional requirement document approved by stakeholders
Agile	Design, Testing & Development Sprint 1 – Onboarding & Instructor	<p>Create visual design element of the features, (1) onboarding and (2) instructor, and conduct testing to optimize the user experience.</p> <p>Develop the features by executing front-end and back-end developments</p>	<ul style="list-style-type: none"> • <i>Create wireframes</i> • <i>Create low-fidelity and high-fidelity design</i> • <i>Development</i> • <i>Conduct an user testing</i> 	<ul style="list-style-type: none"> • <i>User testing report</i> • <i>High-fidelity prototype</i> 	The design and development approved by stakeholders

	<p>Design, Testing & Development Sprint 2 - Deconstructing practices by features, Comprehensive posture guidance</p>	<p>Create visual design element of the two features, (1)deconstructing exercises by features and (2) comprehensive posture guidance, during the tutorials and conduct testing to optimize the user experience</p> <p>Develop the features by executing front-end and back-end developments</p>	<ul style="list-style-type: none"> • <i>Create wireframes</i> • <i>Create low-fidelity and high-fidelity design</i> • <i>Development</i> • <i>Conduct an user testing</i> 	<ul style="list-style-type: none"> • <i>User testing report</i> • <i>High-fidelity prototype</i> 	<p>The design and development approved by stakeholders</p>
	<p>Design, Testing & Development Sprint 3 - Instant feedback system</p>	<p>Create visual design element of the (1)instant feedback system during the tutorials and conduct testing to optimize the user experience</p> <p>Develop the features by executing front-</p>	<ul style="list-style-type: none"> • <i>Create wireframes</i> • <i>Create low-fidelity and high-fidelity design</i> • <i>Development</i> • <i>Conduct an user testing</i> 	<ul style="list-style-type: none"> • <i>User testing report</i> • <i>High-fidelity prototype</i> 	<p>The design and development approved by stakeholders</p>

		end and back-end developments			
Waterfall	Deploy and Maintain	Identify opportunities for further optimization	<ul style="list-style-type: none"> • <i>Product launch</i> • <i>Monitor and analyse usage</i> • <i>Fix bug</i> 	<ul style="list-style-type: none"> • <i>Performance report</i> 	Product launched

TIMELINE & BUDGET

View the entire timeline and calculation of the budget: https://docs.google.com/spreadsheets/d/1vHIUBsVj_ItNjRBKDQX68-08Lp_rhe0SsQdNcUzt1yg/edit?usp=sharing

Overview: PLO review and budget for each phrase

Phrase	Task & Activity #	Task & Activity	Precessor	Start Date	# of Day (O)	# of Day (L)	# of Day (P)	Expected Time ((O + 4L + P)/6)	Evaluation	People Cost
Initiation and Discovery	A	Conduct market research	/	Jan-2	4	6	8	6	Extensive research may be needed when more competitors are found during the market research	\$54,784
	B	Conduct user research	/	Jan-2	4	6	8	6	The timing largely depends on the recruitment of interviewees	

	C	Develop project charter ✔ Project charter	A, B	Jan-8	4	6	8	6	Alignment with stakeholders require back-and-forth communication	
	D	Develop timeline and budget ✔ Timeline ✔ Budget 🚩 Project concept and scope approved by stakeholders	C	Jan-14	6	8	10	8	Collecting costs from other teams takes time, and alignment with stakeholders requires back-and-forth communication	
Definition	E	Persona	D	Jan-22	2	4	6	4	It depends on the complexity of the insights from the user research, which affects the synthesis of insights.	\$90,736
	F	User journey map	E	Jan-26	4	6	8	6	It depends on the complexity of the insights from the user research, which affects the synthesis of insights.	
	G	User stories and use case development	F	Feb-1	4	6	8	6	It takes time for the team to figure out all the requirements before the use case development.	

	H	Ideation ✔ Product feature list	G	Feb-7	6	8	10	8	It depends on the discussion among the team.	
	I	Site map	H	Feb-15	4	6	8	6	It depends on the complexity of the platform such as the number of pages.	
	J	Define system architecture ✔ System architecture document ▶ Product features and functional requirement document approved by stakeholders	I	Feb-21	10	12	14	12	It requires assessment of the technology and research on other similar platforms. Alos, alignment with stakeholders require back-and-forth communication.	
Design, Testing & Development Sprint 1 - Onboarding Process, Feedback System	K	Create wireframe	J	Mar-3	8	10	12	10	It depends on the complexity of the designs and requirements from stakeholders.	\$85,600
	L	Create low-fidelity and high-fidelity design ✔ High-fidelity prototype	K	Mar-13	8	10	12	10	It depends on the complexity of the designs and requirements from stakeholders.	

	M	Development	L	Mar-23	8	10	12	10	It depends on the complexity of the designs, use of technology and requirements from stakeholders. More time is allocated in the case of the identification of unusual API requests or data traffic in the backend systems of Yonderful's platform during the process of collecting users' body motion data.	
	N	Conduct an user testing <input checked="" type="checkbox"/> User testing report <input type="checkbox"/> The design and development approved by stakeholders	M	Apr-2	8	10	12	10	It depends on the recruitment of the testers, and the outcome of the tests. Iteration is needed if many bugs developed.	
Design, Testing & Development Sprint 2 - Deconstructing practices by features, Comprehensive posture guidance	O	Create wireframe	N	Apr-12	8	10	12	10	It depends on the complexity of the content and requirement from stakeholders	\$85,600
	P	Create low-fidelity and high-fidelity design <input checked="" type="checkbox"/> High-fidelity prototype	O	Apr-22	8	10	12	10	It depends on the complexity of the content and requirement from stakeholders More time is allocated in the case of content team failing in meeting the deadline of delivering the content	

	Q	Development	P	May-2	8	10	12	10	It depends on the complexity of the designs, use of technology and requirements from stakeholders.	
	R	Conduct an user testing <input checked="" type="checkbox"/> User testing report <input type="checkbox"/> The design and development approved by stakeholders	Q	May-12	8	10	12	10	It depends on the recruitment of the testers, and the outcome of the tests. Iteration is needed if many bugs developed.	
Design, Testing & Development Sprint 3 - Instant feedback system	S	Create wireframe	R	May-22	8	10	12	10	It depends on the complexity of the design and requirement from stakeholders	\$85,600
	T	Create low-fidelity and high-fidelity design <input checked="" type="checkbox"/> High-fidelity prototype	S	Jun-1	8	10	12	10	It depends on the complexity of the design and requirement from stakeholders	
	U	Development	T	Jun-11	8	10	12	10	It depends on the complexity of the designs, use of technology and requirements from stakeholders.	
	V	Conduct an user testing	U	Jun-21	8	10	12	10	It depends on the recruitment of the testers, and the outcome of the	

		<input checked="" type="checkbox"/> User testing report <input type="checkbox"/> The design and development approved by stakeholders								tests. Iteration is needed if many bugs developed. More time is allocated in case the users found that the instant feedback system deso not provide accurae response.	
Deploy and Maintain	W	<input type="checkbox"/> Product launch	V	Jul-1	2	4	6	4		It depends on the market sentiment around yoga and data security. The launch will be delayed if negative sentiment is evolving around yoga and data security.	\$47,936
	X	Implement marketing campaigns	W	Jul-5	2	4	6	4		It depends on the market sentiment around yoga and data security. The launch of marketing campaigns will be delayed if negative sentiment is evolving around yoga and data security.	
	Y	Monitor and analyse usage <input checked="" type="checkbox"/> Performance report	W	Jul-5	4	6	8	6		It depends on the available usage data after the launch, and the performance of the service. More time is allocated in the case of serious service outage.	
	Z	Fix bug	Y	Jul-9	4	6	8	6		It depends on the complexity of the bugs identified.	

Fee (See budget (B))	\$14,800
Contingency (+/- 10%)	\$46,506
Total	\$511,562

RISK ASSESSMENT AND MANAGEMENT

Phrase	Risk	Consequence	Impact	Likelihood	Management	Trigger	Contingency Plan
Initiation and Discovery	Intense competition in the market landscape of yoga learning platform Yonderful cannot differentiate itself from existing products	Lower trust from investors in the product	Medium	Medium	Accept	5 yoga platforms tailored for beginners are found during the market research	Identify unique features, strategies, and approaches that have proven successful in these other fitness segments. Pay attention to aspects that resonate with users, encourage engagement,

							and set these platforms apart.
Definition	No advanced technology can cater to Yonderful	Delay in the upcoming project development	High	Medium	Avoid	The development team fails in meeting the deadline for delivering the system architecture	Assess the need for acquiring or hiring technical talent with expertise in the required technologies. This could involve hiring AI specialists, depending on the technology areas being explored.
Design, Testing & Development Sprint 1 – Onboarding & Instructor feedback system	Data security loopholes on the data collection on users’ body motions	Damage of users’ credibility in the product	High	Low	Mitigate	The identification of unusual API requests or data traffic in the backend systems of Yonderful's platform during the process of collecting users' body motion data.	Implement strong encryption mechanisms for storing and transmitting user data, particularly sensitive data related to body motions. This ensures that even if unauthorized access occurs, the data remains unreadable and unusable.
Design, Testing &	Delay in the development of the	Delay in the upcoming	Medium	Medium	Mitigate	The content team fails in	Prioritize postures based on their impact on the

Development Sprint 2 - Deconstructing practices by features, Comprehensive posture guidance	robust content bank	project development				meeting the deadline for delivering the content	user experience. Focus on developing the content for the key postures that are essential for yoga beginners the most.
Design, Testing & Development Sprint 3 – Instant feedback system	The computer vision technology fail in mapping users' body accurately	Users are not able to get instant and accurate feedback during practices	High	Medium	Avoid	1 user found that the instant feedback system does not provide accurate responses.	Rigorous testing will be conducted during the development phase to identify and address any inaccuracies or inconsistencies in the computer vision technology. This will involve testing the technology with a diverse range of users and body types to ensure its accuracy and reliability.
Deploy and Maintain	Service outage	Diminish users' experience and trust	High	Medium	Mitigate	Service was down for more than 30 minutes	Implement robust monitoring tools that can promptly detect any service outage or performance degradation. Automated alerts should be triggered

when anomalies are detected.

Set up a dedicated customer support team to address user inquiries and concerns during the outage. Provide real-time updates on the progress of resolving the issue.

QA PLANNING

	Quality Planning	Quality Assurance	Quality Control
Phase	Definition	Testing	Deployment
QA Activity	Ensure that all relevant stakeholders, including clients, team members, and management, have a shared understanding and agreement on the project's scope, objectives, and budget.	Develop comprehensive test scripts that encompass all functions of the project. These scripts are designed to thoroughly evaluate the	Monitor user feedback continuously after the project is live to ensure that the deployed solution aligns with user needs and expectations. Any issues or concerns

<p>This lays the foundation for a clear project direction.</p>	<p>performance and functionality of the project, identifying any potential areas of concern.</p>	<p>raised by users are addressed promptly to enhance the user experience.</p>
<p>Detailed use cases are created to outline the functionalities of the project. These use cases serve as detailed scenarios that help define how users will interact with the system and how the system will respond.</p>	<p>Test the functionalities of the project continuously under the agile methodology. This iterative approach aims to identify and address bugs, glitches, or inconsistencies bit by bit as they are discovered. This proactive approach leads to smoother functionality and fewer major issues during deployment.</p>	<p>Set up automated alerts to promptly notify relevant parties in case of any system downtime or disruptions. These alerts ensure that the technical team can quickly respond to any issues and minimize potential downtime, thereby maintaining a seamless user experience.</p>
<p>Conduct experiments with different technologies to determine the best-fit solutions for optimizing the project's performance, scalability, and overall quality. This exploration ensures that the chosen technologies align with the project's goals and requirements.</p>	<p>Generate comprehensive test reports. These reports document the testing process, outcomes, identified defects, and resolutions. This documentation aids in tracking the progress of testing, identifying patterns of issues, and making informed decisions for further improvements.</p>	<p>Monitor for any potential security leaks or vulnerabilities in the deployed system. Regular monitoring helps detect and address security breaches promptly, safeguarding user data and maintaining the system's integrity.</p>

Conclusion

Yonderful understands yoga beginners' uncertainties arising when approaching yoga, even amid the abundance of available yoga videos. Feelings of fear, frustration, and self-doubt may persist.

However, with Yonderful, such experiences can become a thing of the past. They will engage in yoga with personalised, easy-to-follow yoga tutorials and expert guidance to achieve their yoga learning goals, leading them toward the accomplishment of your yoga learning objectives.