

PRODUCT REQUIREMENTS DOCUMENT (PRD)

Product Title: AfriFit Guardian – Health Monitoring & Performance Insights

Target Release: Q4 2025

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Document Status / Version: Refined Draft 1.1

1. Problem Statement

Across Africa, many people who exercise — from athletes to everyday gym users — face preventable health problems like dehydration, fatigue, dizziness, and even heat-related illnesses.

These risks are made worse by:

- Training in hot environments
- Overcrowded and unsupervised gyms
- No access to real-time health tracking or smart alerts

Even though many users have smartphones, most of them still exercise without any health guidance — leading to injuries, low motivation, and many quitting their fitness journey early.

2. Solution Overview

AfriFit Guardian is a mobile app that helps people exercise safely and improve their performance by tracking health data in real time.

It's made especially for African athletes, gym users, trainers, and sports teams, and works even in places with low internet or limited access to expensive gear.

The app connects with affordable smart wearables like fitness bands, patches, chest straps, and sensor jerseys.

It also works with smartphones when no wearables are available — making it flexible and accessible.

3. Target Market

Made for African fitness users:

- Athletes
- Gym-goers
- Trainers & coaches
- Gym owners
- Sports medics

Launch cities: Lagos, Nairobi, Accra, Joburg, Cape Town, Dakar

3. Target Personas

Name	Who They Are	What They Need	How AfriFit Helps
Chinedu (24)	Amateur footballer in Lagos	Track hydration and heart rate during training in the heat	Prevents injury, gives recovery insights
Amina (35)	Gym-goer in Accra	Safety while working out alone, track her progress	Sends alerts, keeps her motivated

Kwame (38)	Gym owner in Nairobi	Offer premium services, keep more members	Team dashboards, progress tracking
Coach Musa (45)	Football coach in Johannesburg	See team health and fatigue during practice	Real-time team tracking, early risk alerts
Dr. Lindiwe (40)	Sports medic for a team	Monitor players remotely	Risk detection + recovery monitoring

4. Value Proposition

Value Proposition Canvas for AfriFit Guardian

Customer Side

What Users Want

- To train safely without getting injured
- To see progress and stay motivated
- To use something that works offline and in their language
- To find a solution that fits their budget, not expensive smartwatches

What They Fear

- Collapsing or getting hurt when training alone
- Wasting time with no visible results
- Getting infections from shared gym spaces
- Feeling confused by complex fitness tech they can't afford

What They Actually Need

- Real-time vitals like hydration, heart rate, and fatigue

- Coaching and reminders for rest, hydration, and effort
- Works offline, on basic smartphones, in African languages
- Adapted for African conditions: climate, gym types, connectivity

Product Side

What AfriFit Guardian Delivers

- Live alerts for overheating, dehydration, and fatigue
- Personalized AI fitness tips for safer training
- Affordable wearable support + smartphone-only mode
- Multilingual app (Swahili, Yoruba, Hausa, Amharic, French, English)
- Dashboards for users, teams, and coaches
- Hygiene reminders for safer workout spaces

The Experience We Offer

- Safe, guided workouts — even alone or offline
- Feels like a medic or coach in your pocket
- Motivating, clear progress tracking
- Localized, simple, affordable — made for Africa

What Users Leave Behind

- No more guessing when to hydrate or rest
- No more fear of solo training
- No more paper logs or manual progress tracking
- No more relying on expensive, foreign tech

7. User Experience

- Simple mobile app (Android/iOS)
- Real-time vitals tracking

- Offline mode + auto sync
- Voice prompts for low-literacy users
- Local languages supported
- Dashboards for individuals, teams, and coaches
- Consent-based data sharing with medics/trainers

5. KPI and Success Metrics

Metric	Definition	Target
Adoption Rate	% of users who install and complete onboarding	70% adoption within first 3 months of launch
Conversion Rate	% of users upgrading to premium features (e.g., team dashboards, clinic sync)	20% conversion rate within 6 months

Retention Rate	% of users still active after 30 days	60% 30-day retention
Churn Rate	% of users who stop using the app after a period	< 10% monthly churn
DAU/MAU Ratio	Daily Active Users divided by Monthly Active Users	30% DAU/MAU healthy engagement
Net Promoter Score (NPS) (optional)	Customer loyalty and satisfaction score	+50 NPS score within 1 year

6. Competitor Analysis

Competitor	What They Offer	Strengths	Weaknesses
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Fitbit	Fitness trackers with heart rate	Brand trust, reliable sensors	Expensive, no real-time safety alerts, not localized
Garmin Forerunner	Advanced athlete tracking	High accuracy, deep metrics	High cost, complex UI, no group/team features
MyFitnessPal	Diet + activity tracking	Large community, habit tools	No vitals tracking, no safety features
BeneFit (Kenya)	Local hydration app	Affordable, African-centered	Basic app, lacks live alerts or AI coaching
mDoc	Chronic care health platform	Trusted for healthcare	Not fitness-focused, lacks workout tracking
AfriFit Guardian	Real-time vitals + alerts + AI coaching	Smart safety alerts, offline use, multilingual support	Wearable syncing required for best results (smartphone mode available)

Competitive Advantage:

AfriFit Guardian is the only real-time, multilingual, offline-ready fitness safety platform made for African users, combining vital monitoring, smart alerts, AI recovery tips, and affordability.

7. Revenue Model

Freemium + Premium Subscription

Offering	Description	Price Model
Free Plan	Basic vitals tracking, safety alerts, hygiene tips	Free forever
Premium Plan	Team dashboards, clinic data sync, advanced AI coaching, trend analysis	\$3–5 USD/month
Partnerships	Bulk licenses for gyms, clinics, sports teams	Negotiated deals

Hardware Bundles	AfriFit-enabled wearables sold with app discounts	Optional add-on
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8. Key Features & Releases

Release Phase 1 (Q4 2025)

- Real-time vitals tracking (heart rate, hydration, body temperature, fatigue levels)
- Dehydration, fatigue, and overheating smart alerts
- Offline mode with auto-sync when connected
- Hygiene reminders during and after workouts
- Multilingual support (Swahili, Yoruba, Hausa, Amharic, French, English)

Release Phase 2 (Q2 2026)

- AI-powered personalized fitness coaching and recovery tips

- Trend tracking (hydration patterns, fatigue scores)
- Consent-based clinic and trainer data sharing features
- Workout video recommendations tailored to performance data

Release Phase 3 (Q4 2026)

- Team dashboards for group and club training sessions
- Smart wearable gear integration (sensor jerseys, patches)
- Full gym and clinic system integration for real-time monitoring

9. User Stories & Requirements

Feature	User Story	Requirement	Example UI	Release
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Installation	As a user, I want to install and set up AfriFit Guardian easily.	Available on Android & iOS App Stores with simple onboarding.	Welcome and Setup Screens	Phase 1
Real-Time Tracking	As a user, I want my vitals monitored live during workouts.	BLE sync with wearables or phone sensors.	Real-Time Dashboard	Phase 1
Health Alerts	As a user, I want to get dehydration and fatigue warnings.	Smart thresholds and real-time alert notifications (voice/pop-up).	Alert Notification Popups	Phase 1
Offline Mode	As a user, I want to track workouts without internet access.	Local data storage, auto-sync when online.	Offline Mode Toggle	Phase 1
AI Coaching	As a user, I want personalized tips after each workout.	AI engine analyzing vitals and activity patterns.	Recovery Advice Screens	Phase 2

Clinic/Trainer Sharing	As a user, I want to optionally share my stats with a medic or trainer.	Secure, opt-in data sharing control.	Privacy Settings Dashboard	Phase 2
Team Monitoring	As a coach, I want to monitor team members' vitals in real time.	Group tracking dashboard and alerts.	Team Health View	Phase 3
Wearable Support	As a user, I want the app to sync with low-cost bands or patches.	Bluetooth integration standards.	Wearable Sync Page	Phase 1–3

10. Release Plan

Release Phase	Key Features	Expected Date
Phase 1	Core tracking, alerts, offline mode, hygiene tips, multilingual UI	Q4 2025

Phase 2	AI coaching, clinic integration, trend tracking	Q2 2026
Phase 3	Team dashboards, wearable integration, gym/clinic system link	Q4 2026

11. Out of Scope

- Full nutrition tracking (saved for future releases)
- Blood pressure or other invasive data collection
- Skin disease or infection detection
- Mental health and mood scoring (planned for later)
- High-end, expensive medical-grade devices
- Respiratory or muscle health monitoring

Focus Principle:

AfriFit Guardian stays focused on real-time, mobile-first, affordable safety for African fitness users — not heavy clinical diagnostics.

12. Questions & Decision Tracker

Date	Question/Decision	Answer
2025-02-01	Should AfriFit Guardian work offline in Phase 1?	Yes, offline mode must be available from launch.
2025-02-15	Should we prioritize wearable integration or smartphone-only tracking first?	Smartphone-only mode first; wearables optional.
2025-03-05	How many languages should be supported at launch?	Six: English, Swahili, Yoruba, Hausa, Amharic, French.

2025-03-20	Should AI coaching include rest day recommendations?	Yes, suggest rest based on vitals and trends.
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13. Design Flow

Prototype Link:

[Insert Figma or Canva Prototype Link Here]

(Example: A working mobile UI/UX that shows onboarding, real-time dashboard, alerts, and post-workout summaries.)

Mockup Link:

[Insert Canva Mockup Link Here]

(Example: Promotional screens for app stores or social media.)

14. Conclusion

AfriFit Guardian offers a vital, timely solution to one of Africa's biggest growing concerns: exercising safely in challenging conditions.

By blending real-time health monitoring, smart safety alerts, offline support, and cultural localization, AfriFit Guardian empowers athletes, gym-goers, and fitness institutions to train smarter, stay safer, and perform better — without breaking the bank.

AfriFit Guardian is not just a fitness tracker — it's a guardian that protects every workout and every user, every step of the way.

15. Next Steps

- Finalize MVP features for Phase 1.
- Develop clickable prototype and basic app screens.
- Conduct closed beta testing with 200–500 users in Lagos, Nairobi, Accra.
- Secure pilot partnerships with gyms and fitness coaches.
- Launch Phase 1 by Q4 2025 with full offline support and multilingual capabilities.

16. Product Roadmap

[Product Roadmap \(Google Drive\)](#)