

# **Product Requirements Document (PRD): MindfulBreath - Digital Meditation & Wellness Platform**

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**Version:** 1.5

# Change History

Version	Date	Changes
1.0	07/23/2025	Initial draft for MindfulBreath mobile app.
1.1	07/30/2025	Updates for web-based MVP, with simplified features for lean delivery.
1.2	08/02/2025	Revised MVP and post-MVP phases.
1.3	08/04/2025	Language formatting across the document.
1.4	08/06/2025	Updated user stories, MoSCoW, tech stack.
1.5	08/08/2025	Enhanced success metrics, post-MVP roadmap, risks, and budget.

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# Overview

## What is MindfulBreath?

MindfulBreath is a web-based platform designed to promote relaxation through guided meditation and breathing exercises.

- **Problem:** Stress and sleep disorders affect millions. Many meditation apps require downloads or lack personalization, and physicians struggle to prescribe non-pharmaceutical wellness plans.
- **Solution:** MindfulBreath offers immediate access to evidence-based breathing exercises with progress tracking, no login required.
- **Vision:** Stressed-out people will have a better sleep, and Doctors will be able to monitor progress without the need for regular intervention (post-MVP).

## Objective:

Deliver a friendly and cost-effective web app to validate mental health benefits. Post-MVP, enable scalable doctor integration and mobile access based on user traction.

## Value Proposition:

MindfulBreath delivers evidence-based meditation, personalized plans, and an intuitive experience. Users manage stress effortlessly, while post-MVP, doctors provide trusted, scalable care.

## App Phases:

- **MVP:** Web-based app for guided breathing exercises, progress tracking, and streaks.
- **Post-MVP:** Doctor onboarding, mobile apps, and encrypted data storage.

# Jobs to Be Done

For users facing stress and sleep problems.

- **Scenario:** A corporate employee is under work-related stress, impairing their sleep.
- **Challenges:**
  - They consult someone who suggests sleep medication, but they prefer non-pharmaceutical solutions.
  - They hesitate to download apps requiring personal details.
  - Reading books or playing music doesn't consistently ensure peaceful sleep.
  - Sleep devices or pillows are often expensive and inaccessible.
- **Consequences:** Poor quality sleep impacts work performance as well as personal life.
- **Desired Solution:** A simple, evidence-backed website that is recommended by doctors.

# Success Metrics

Metric	Target (3 Months Post-MVP Launch)	Measurement Method
User adoption rate	50% of targeted users engage weekly	Track unique sessions via Vercel Analytics
User adherence to exercises	65% completion rate for meditations	Custom event tracking for session completions
User satisfaction	75%+ positive feedback (NPS $\geq$ 40)	Post-session surveys via Typeform
Post-MVP doctor adoption	2–3 clinics onboarded	Track clinic sign-ups via CRM
Data security	Zero security incidents	Regular audits with penetration testing

## Messaging and Credibility

**Tagline:** "Breathe Better, Live Better - Your Wellness Journey Starts Here"

**User Messaging:** "MindfulBreath provides guided meditation and breathing exercises to promote relaxation. Instantly accessible on any device."

**Doctor Messaging (Post-MVP):** "MindfulBreath lets physicians prescribe wellness plans and monitor results remotely."

**Unique Selling Points (USP):**

- Evidence proved breathing techniques.
- Responsive web platform without downloads.
- Prioritizes simplicity over complex features.
- Endorsed by doctors.
- Healthcare provider collaboration (post-MVP).
- Detailed tracking for users and doctors (post-MVP).

## Timeline/Release Planning

Milestone	Timeline	Details
User Discovery	Jun 16–Jul 15, 2025	Conducted interviews with patients and doctors
MVP Development, Testing & Bug Fixes	Jul 28–Aug 8, 2025	Built MVP, executed 80+ test cases, fixed bugs

Beta Launch (Limited Users)	Aug 11–Sep 18, 2025	Pilot with 250+ users and 3 healthcare providers, gather feedback, address bug fixes
Full MVP Launch	Sep 19–25, 2025	Rollout to target audience, post-beta fixes
Post-MVP: Doctor Dashboard	Jan–Mar 2026	Build web dashboard for plan assignment and tracking
Post-MVP: Data Migration	Feb 2026	Migrate progress data to MongoDB/Postgres with encryption
Post-MVP: Mobile App MVP	Apr–Jun 2026	Develop Android and iOS apps (login, reminders)

**MVP Timeline:** 14 weeks (June 16 - September 25, 2025), 3 months usage to decide further course of action.

**Post-MVP Development Timeline:** 6 months (January - June 2026), to create doctor onboarding and mobile apps.

## Personas / User Roles

Persona	Description	Needs/Goals
<b>Patient</b>	Stressed-out adults with sleep issues	Responsive web app, guided meditation, track progress
<b>Doctor</b>	General practitioners (post-MVP)	Prescribe plans, monitor adherence
<b>Clinic Admin</b>	Clinic managers (post-MVP)	Improve patient health, streamline operations

**Key Persona:** Patient (drive MVP adoption).

## User Scenarios

### 1. Patient: Starting Meditation (MVP)

- **Background:** Vedika, 35, is working with a tech startup. She has a Master's degree and committed to delivering her best. Passionate about tech, she enjoys reading novels in spare time.
- **Motivations:** Excellence, loyalty, career fulfilment.

- **Frustrations:** Company layoffs have increased workload. Promotions have been stalled. With rumours of more layoffs, Vedika is feeling stressed out.
- **Goals:** Vedika wants to sleep better and be more relaxed.
- 2. **Doctor: Prescribing Plans (Post-MVP)**
  - **Persona:** Dr. Jagat, MD Internal Medicine.
  - **Scenario:** Dr. Jagat assigns a meditation plan to Vedika via a web dashboard.
  - **Outcome:** Dr. Jagat enhances care efficiently.
- 3. **Clinic Admin: Monitoring Engagement (Post-MVP)**
  - **Persona:** Sia, clinic manager.
  - **Scenario:** Sia reviews 50% user engagement on the dashboard and shares feedback with doctors.
  - **Outcome:** Sia improves patient outcomes.

### User Flow for MVP:

- Patient opens the web app.
- Patient selects a breathing pattern (e.g. 4-7-8 relaxing).
- Patient chooses the time duration (e.g. 10 minutes).
- Patient starts the timer.
- App guides through breathing with visual cues (animated circle).
- Session completes with a gentle message.
- Progress is saved and displayed (session count, streak).
- Post-MVP, patient can sign up for reminders and also get Doctor prescribed plan on the app.

## User Stories and Features

### Core MVP Features:

- **Guided Breathing Exercises:** 2/5/10/15/20/30-minute sessions for various breathing patterns (e.g., 4-7-8 pattern), each with a visual circle animation for inhale/exhale.
- **Timer:** Countdown to guide meditation duration.
- **Progress Tracker:** Session count and streak display, stored in browser's local storage.

### Post-MVP Features:

- User login for secure progress access.
- Email reminders for consistency.
- Doctor dashboard for prescribing and monitoring plans.
- Sleep quality logging for wellness tracking.

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## Excluded Features

Feature	Reason for Exclusion
Wearables integration	High complexity, requires user investment.
Advanced AI recommendations	Resource-intensive, data privacy concerns.
Video-based meditation	High bandwidth and production cost, text/audio sufficient for MVP.
Social community features	Requires complex moderation.

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## Designs

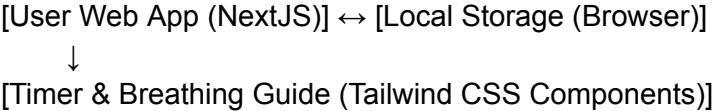
- **Interface:** Calming blues and whites with responsive elements. A visual breathing circle guides users through inhale/exhale phases, enhancing accessibility.
  - **Wireframes:** Sketches for home screen, exercise player, and progress tracker.
  - **Feedback Plan:** Gather usability insights from beta testing and user surveys.
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## Technical Architecture

### Tech Stack:

- **Frontend:** NextJS 14+ with App Router for a fast, modern web app.
- **TypeScript:** Ensures type-safe, reliable code.
- **Tailwind CSS:** Streamlines styling for a responsive, calming interface.
- **Storage:** Local storage for progress data (MVP); MongoDB/Postgres with AES-256 encryption (post-MVP).
- **Notifications:** Email-based reminders/push notifications (mobile apps) post-MVP.
- **Hosting:** Vercel for scalability.
- **Budget:** Ballpark range \$45 - 85,000 (development: \$30 - 60,000; tools and hosting: \$5 - 10,000; buffer: \$10 - 15,000).

### Software Architecture (MVP):



## Security:

- Local storage for MVP progress tracking.
  - Post-MVP: TLS 1.3 (secure data transit), AES-256 for data at rest, audit logs.
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## Product Delivery (post-MVP)

- **Methodology:** Agile with daily stand ups and bi-weekly reviews/stakeholder updates.
- **Dev Team:** 2/3 full stack developers, 1 UI/UX designer, 1 QA / Product Manager (me).
- **QA Testing:** TDD with functional, exploratory, compatibility, UI/UX, performance, and security.

## Risk Mitigation

Risk	Likelihood	Impact	Mitigation
Low user adoption	Medium	High	Responsive design, beta testing feedback.
Browser compatibility issues	Medium	Medium	Test on Chrome, Firefox, Safari.

## Next Steps

**Alpha Testing** was completed by August 8, 2025, 5 users reported immediate sleep improvements.

1. **Beta Testing:** Targeting 250 unique users with posters at 3 healthcare providers, from August 11 to September 18, 2025.
2. **MVP Launch:** To be done by September 25, 2025.
3. **Post-MVP Planning:** Begin doctor integration and mobile apps by January 2026.

### Let's Build Healthtech That Matters

I'm passionate about crafting products that improve lives. My work on MindfulBreath — from user research to MVP development — demonstrates my ability to deliver impactful solutions. [Contact me](#) if you're seeking an experienced Technical PM to lead innovative projects and shape the future.