YogaSense Smart Yoga Mat

Product overview

Company Name:	YogiBot
Product name:	**YogaSense Smart Yoga Mat**
Project manager/owner:	John S.
Contributors:	Jessica M., Carlos F., and Jason L.
Version:	1
Locations of sale:	United States

Date:	11/01/2024
Prepared by:	John S.

Purpose

Objective:	Create a smart yoga mat with built-in sensors that provide real-time feedback on posture and alignment. It will also have an accompanying app that has free and paid guided yoga sessions.
Target market:	Yoga and meditation enthusiasts and health-conscious people
Target audience:	● Age group: 18-59 ● Income: $60,000 or more
Success metrics:	● 5,000 daily active users within three months of launch ● 3,000 paid subscription users within the first six months of launch ● An average of three sessions per week per user

Competition

YogiFi	[Smart yoga mat](#)

Features and scope

Feature 1:

Description:	YogaSense app for smartphones and tablets that has the following: • Progress tracking • Pre-recorded guided audio and video sessions • Ability to connect to live virtual yoga classes • Integration with two to three of the most popular health apps
Out of scope (Future considerations):	Future updates for the app will include community features that allow users to connect with other yoga practitioners so they can participate in challenges and share their experiences.

Feature 2:

Description:	Sensors to detect posture
Other product compatibility & ecosystem considerations:	The sensors need to connect to the app and give corrective advice.

User interaction

User interactions:	Customers can use it in their preferred workout area. The app should be easy-to-use and connect to smart TVs for video feeds.
User feedback:	• Gentle vibration to alert the user to correct their pose • Clear and calming voice for audio-only guided sessions

	● Ambient sounds or calming music in the background of audio sessions

Design and branding

Form factor:	Roughly 68 inches long by 24 inches wide and about 3 to 10 millimeters thick.
Materials:	The material should be lightweight, flexible for easy storage, and comfortable when using.
Branding adjectives:	● Modern ● Holistic ● Inspiring
Branding tone:	● Serene and calming ● Innovative ● Encouraging
Visual identity:	● Variety of color options ● Brand logo somewhere on the side of the mat that faces up but is not too prominent.
Packaging & presentation:	● Eco-friendly materials for packaging ● Brand messaging and tagline on the package

Software architecture and data processing

Smartphone application:	The app should work for both iOS and Android devices. It should also be able to connect to other devices on the Wi-Fi network like TVs.

Cost and manufacturing

MOQ of first production run:	500
Annual volume:	10,000
Cost goals:	$75 per unit

Servicing and updates

Users will update the app through the Apple App Store or Google Play Store.

Milestones & timeline

Target release date:	6/18/2025

Key milestones

Department	Start date	Status	Completion date
Design	11/10/2024	In Progress ▾	12/10/2024
Engineering	12/15/2024	Not Started ▾	02/25/2025
Prototyping	03/05/2025	Not Started ▾	03/30/2025
Manufacturing	04/25/2025	Not Started ▾	6/01/2025

Feature milestones

Feature	Status	Date
App	Not Started ▾	03/20/2025
Sensors	Not Started ▾	04/10/2025

Open questions:

Question	Answer	Date answered
How will the mat get power?	The mat will plug into a wall to maintain power and charge the built-in battery. The power cord can disconnect so the user can use the mat by itself if they'd like.	11/08/2024
What sort of tracking should the app have?	- How many sessions the person does per week and month - Posture improvement	11/10/2024

Contact information

Name	Title	Email	Phone
John S.	Project manager	js@yogibot.com	(650) 555-7231
Jessica M.	Designer	jm@yogibot.com	(650) 555-4859
Carlos F.	Engineer	cf@yogibot.com	(650) 555-6120
Jason L.	Software engineer	jl@yogibot.com	(650) 555-9375