

FitPulse Smartwatch



Product overview

Company Name:	PulseTech Inc.
Product name:	FitPulse Smartwatch
Project manager/owner:	Alex R.
Contributors:	Priya S. (Design), Mateo L. (Engineering), Jordan W. (Marketing)
Version:	1
Locations of sale:	United States (initial), expand to Canada + Europe in year two

Date:	09/22/2025
Prepared by:	Alex R.

Purpose

Objective:	Develop a smartwatch that tracks health metrics (heart rate, sleep, stress), fitness, and notifications.
Target market:	Health-conscious professionals, fitness enthusiasts, tech-savvy everyday users.
Target audience:	Age: 20–45 Location: Urban + suburban Education: College-educated Income: Mid-level+ Lifestyle: Active, tech-forward, wellness-focused
Success metrics:	• 4.5+ star average rating on Amazon/Best Buy • 50,000 units sold in year one • 60% DAU for health features • <5% annual return rate

Competition

Apple Watch Series 10	Premium competitor; advanced health sensors, strong iOS lock-in.
Fitbit Sense 2	Affordable; strong in stress + sleep tracking.
Garmin Venu 3	Fitness-first; GPS + workout analytics leadership.

Features and scope

Feature 1:

Description:	Heart & Sleep 24/7 heart rate + sleep cycle monitoring
In scope:	Continuous tracking; abnormal HR alerts; REM/light/deep analysis
Out of scope (Future considerations):	Provider integration for remote medical monitoring

Feature 2:

Description:	Workout & GPS Fitness/workout tracking
In scope:	Step count, GPS for outdoor activities, HIIT, yoga, cycling, running
Out of scope (Future considerations):	AI coaching + multi-device group sync

Feature 3:

Description:	Notifications Smart notifications + sync
In scope:	Calls, texts, app alerts (WhatsApp, Slack, Email)
Out of scope (Future considerations):	Voice-to-text replies

Feature 4:

Description:	Battery & Charging Long battery life
In scope:	5+ days usage, 1 hr fast charging
Out of scope (Future considerations):	Solar + wireless charging

User interaction

User feedback:	<i>Haptic vibrations for alerts, workouts, health events</i>
Visuals:	<i>Progress rings for activity goals, animations when goals are hit, gamified badges (7-day, 30-day streaks)</i>

Design and branding

Branding Tone:	Professional, empowering, health-driven
Visual identity:	Key colors: Black, teal, silver Logo: Minimalist pulse icon on watch face + app

Software architecture and data processing

Firmware functions/algorithms:	Optical HR + SpO2 sensors, sleep staging, HRV-based stress tracking
Cloud application:	Companion app (iOS + Android), sync to Strava, Apple Health, Google Fit

Servicing and updates

Firmware:	Updates via Wi-Fi pushed through app
Software:	Quarterly releases with bug fixes + new features

Key milestones

Department	Start date	Status	Completion date
Industrial Design	09/15/25	In Progress	11/30/25
Software Engineering	12/01/25	Not Started	03/15/26
Hardware Prototyping	01/10/26	Not Started	04/30/26

Feature milestones

Feature	Status	Date
Heart rate + sleep monitor	Not Started	12/15/25
GPS + workout tracking	Not Started	01/15/26
Notifications sync	Not Started	02/01/26
Battery optimization	Not Started	02/20/26

Open questions:

Question	Answer	Date answered
Should NFC payments be supported?	TBD — depends on banking partnerships feasibility	Pending
Which strap material is best?	Testing silicone, leather, recycled nylon	09/30/25
Will it include fall detection?	Not in V1 — planned for later version	Pending

Contact information

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