



From a BMI tool to Pakistan's daily health habit.

A product & growth roadmap for the **Lysovit Health App** — turning a one-time calculator into an everyday brand relationship with the families who already trust Lysovit.

20 proposed features

4 delivery phases

Owned media channel

First-party health data

PREPARED FOR

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PREPARED BY

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DATE

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STATUS

Proposal v1.0

A calculator is a **visit**. An app is a **relationship**.

The honest feedback on the first build is fair — a BMI calculator on its own is used once and forgotten. But that was never meant to be the product. It is the front door. What follows is the house.

"Yeh to mere kaam ka nahi hai."

Correct — **as a standalone tool**. A BMI number tells a user something they already suspected, once. The value is not in the calculation; it is in what the brand does with that user **every day for the next twelve months**. This document sets out exactly that.

What a one-time tool gives you

- One session, roughly 90 seconds long
- No reason to open the app again
- No data you can act on commercially
- No influence on whether the next pack is bought
- Zero defence against a competitor's promotion

What a daily health companion gives you

- **Daily contact** through dose reminders and streaks
- **A reason to return** — progress the user can see
- **First-party data**: age, city, family, health goals
- **Direct influence** on refill timing and repeat purchase
- **An owned channel** that does not cost media money

1

Sessions from a calculator, per user

300+

Sessions a year from a daily reminder habit

Rs 0

Media cost to reach an installed user again

The strategic question is not "should the app do more?" — it is "**what does Lysovit want to own in the consumer's day?**" Our answer: the moment they think about their family's daily health.

The foundation is already built — and it is **good**.

The current mockup is not wasted work. It establishes the brand-native design language, the bilingual voice, and the technical shell that everything in this roadmap plugs into.

Already delivered

- **Branded app shell** — Lysovit identity, colour system, mobile-first layout
- **BMI calculator** — age, gender, height, weight with unit switching
- **Result screen** — category, healthy weight range, personalised guidance
- **Bilingual tone** — English + Roman Urdu, written for a Pakistani user
- **Product tie-in** — Lysovit tip mapped to each BMI category

What is deliberately still empty

- **Vitamin Reminder** — placeholder on the home screen, not yet live
- **Health Records** — placeholder; no history is stored yet
- **No user account** — nothing persists between sessions
- **No notifications** — the brand cannot start a conversation
- **No commerce path** — a motivated user cannot act on the result

The gap in one line

Today the app can **answer a question**. It cannot yet **remember the user, reach the user, or sell to the user**. Those three capabilities are what turn this from a marketing novelty into a brand asset — and each one is a phase in the plan that follows.

Everything proposed from here is additive. Nothing already built needs to be discarded.

Four pillars, built in four phases.

Each pillar answers a different business question, and each one can be launched, measured and justified on its own. You are never asked to approve the whole thing at once.



Daily Habit

Reminders, streaks and progress that give the user a reason to open the app tomorrow — and to finish the pack they bought.



Real Health Value

Deficiency checks, desi meal plans, hydration and a kids' growth tracker. Genuine utility, not a branded gimmick.



Trust & Commerce

Pack authentication, loyalty points, pharmacy locator and buy links — protecting the brand and closing the sale.



Authority

Nutritionist access, Urdu health content and family profiles that make Lysovit the household health advisor.

The behaviour we are engineering

- **Install** — driven by the BMI hook on pack, TV and social
- **Return** — the daily dose reminder brings them back
- **Invest** — they log progress and add family members
- **Buy** — refill reminder plus a one-tap purchase path
- **Advocate** — shareable result cards and family invites

Why this order matters

- Habit before commerce — an app that sells before it serves gets deleted
- Each phase makes the next one cheaper, because the audience is already there
- Phase 1 data tells us which Phase 2 features to prioritise
- Every phase ships something the marketing team can campaign on

20

Features proposed across the full roadmap

5

Features in Phase 1 — the only approval needed now

6 wks

From sign-off to a live Phase 1 release

4

Decision points, one at the end of every phase

1

The Daily Habit Engine

Give the user a reason to open the app tomorrow — and the day after.

Weeks 1–6

Foundation release



Vitamin Reminder & Dose Streak

A daily push notification in Urdu or English — "Aaj ka Lysovit lena na bhoolein" — with a visible streak counter and a monthly adherence calendar. Users set their own dose times.

Better adherence means the pack finishes on schedule — and is repurchased on schedule



Health Records & Progress Dashboard

Every BMI reading is saved. Weight and BMI plot on a trend chart over weeks and months, so the user can actually see movement instead of a single disconnected number.

Converts the calculator from a one-off answer into an ongoing record worth returning to



Personal Health Score

A 60-second questionnaire covering energy, sleep, appetite, immunity and stress, combined with BMI into a single 0–100 score — plus a personalised Lysovit routine to improve it.

A softer, friendlier metric than BMI alone, and it retests naturally every month



Full Urdu Interface & Voice Read-Out

A complete Urdu translation with a one-tap language toggle, and an optional voice read-out of results for users who are more comfortable listening than reading.

Opens the app to a far wider slice of the Pakistani market than English-only ever will



User Profile & Secure Sign-In

Phone-number sign-in with OTP so data persists across devices — the technical prerequisite for everything in Phases 2, 3 and 4.

The moment a user has an account, they become a reachable, measurable audience

2

Real Health Value

Utility a family would keep on their phone even if it were not branded.

Weeks 6–12

Value release



Deficiency Self-Check

A guided symptom checklist — fatigue, mouth ulcers, hair fall, frequent colds, poor concentration — that maps to Vitamin B, Vitamin C or Lysine, and explains the likely gap in plain language.

Ties the user's real symptoms directly to Lysovit's exact formulation. The strongest feature in the plan



Desi Diet Planner

Meal plans built around food Pakistani families actually eat — roti, salan, daal, seasonal fruit — with budget-friendly and vegetarian variants, calibrated to the user's BMI goal.

Solves the obvious next question after a BMI result: "ab main karoon kya?"



Water & Step Tracking

Simple daily rings for hydration and steps, syncing with Google Fit and Apple Health so no manual entry is required.

Multiple small daily touchpoints, each one a chance to surface the brand



Children's Growth Tracker

Height and weight-for-age percentile charts based on WHO standards. Parents log their child monthly and see whether growth is on track, with nutrition guidance when it is not.

Speaks straight to mothers — Lysovit's single most valuable decision-maker



Seasonal Health Modes

The app adapts through the year: Ramadan mode shifts reminders to sehri and iftar with fasting-safe nutrition; summer emphasises hydration and heat; winter focuses on immunity and flu season.

Ready-made campaign moments the brand team can plan media around

3

Trust & Commerce

Protect the brand from counterfeits, and close the distance to purchase.

Weeks 12–20

Commercial release



Pack Authenticity Scan

The user scans the QR or batch code on the pack and the app confirms whether it is genuine Lysovit, showing batch and expiry. Suspicious codes are flagged and logged.

Counterfeiting is a live risk in Pakistani pharma — this is both a trust moat and a source of real sell-through data



Loyalty Points & Rewards

Every verified pack earns points, redeemable against a free pack, a discounted lab test, or a mobile top-up. Points expire, which creates a reason to buy again.

Turns a low-involvement purchase into a rewarded, tracked, repeatable one



Pharmacy & Stockist Locator

A map of nearby pharmacies stocking Lysovit, with call and directions buttons, plus a "not available here" report that feeds straight back to the distribution team.

Removes the last friction point, and maps genuine demand city by city



Buy Online

One-tap deep links into the pharmacy e-commerce platforms already carrying Lysovit, with the pack size pre-selected and the source attributed to the app.

Directly attributable revenue — the number that justifies the whole platform



Smart Refill Reminder

The app knows the pack size and the dose schedule, so it can calculate the run-out date and prompt three days ahead — with the buy button already attached.

Catches the user at the exact moment of decision, before a competitor's pack does

4

Authority & Community

Week 20+

Ongoing

Move Lysovit from a product on a shelf to the family's health advisor.



Ask a Nutritionist

In-app chat or a scheduled call with a qualified nutritionist through a partner network — free for loyalty members, so it doubles as a reward.

No competing vitamin brand in Pakistan currently offers this. It is a category-defining move



Urdu Health Content Hub

Sixty-second Urdu videos, myth-busters and doctor interviews on immunity, energy, child nutrition and vitamin basics — refreshed weekly.

Owned content that builds authority and gives users a non-transactional reason to open the app



Family Circle

One account, multiple profiles. A mother manages reminders, growth charts and refills for her children, her husband and her parents from a single screen.

Multiplies household consumption and makes the app genuinely difficult to abandon



Health Challenges

Time-boxed programmes such as a 30-Day Energy Challenge or a Ramadan Wellness Challenge, with badges, leaderboards and prizes.

Creates campaign spikes and floods social with user-generated brand content



Shareable Result Cards

Every BMI result, health score and challenge badge generates a beautifully branded card built for WhatsApp status and Instagram stories.

Every user becomes a media channel — organic reach at no media cost

What this actually does for **Lysovit**.

Features are the mechanism. These six shifts are the reason to build them — each one changes the brand's position in a way advertising spend alone cannot buy.

MEDIA ECONOMICS

An owned channel that does not bill you monthly

Digital media costs rise every year and reach is rented, never owned. A user with notifications enabled can be reached daily, forever, at effectively zero incremental cost.

CONSUMER INSIGHT

First-party data no competitor has

Age, gender, city, BMI, family size, health concerns and purchase timing — consented and directly collected. This informs product development, media planning and NPD, not just retargeting.

POSITIONING

From "a supplement" to "our family's health app"

Vitamins are bought on habit and trust. A brand present in the daily routine wins that habit long before the point of sale.

DISTRIBUTION

Demand visibility down to the locality

Locator searches, "not available" reports and pack scans build a live map of where demand exists and where supply is failing — actionable intelligence for the field team.

BRAND PROTECTION

A consumer-facing answer to counterfeits

Pack verification lets the buyer confirm authenticity themselves. That is a credibility claim competitors cannot match without building the same infrastructure.

CATEGORY LEADERSHIP

First mover in a category with no digital incumbent

No Pakistani vitamin brand currently owns a genuinely useful daily health app. The brand that gets there first defines what consumers expect from all the others.

The compounding effect

A campaign stops working the day the budget stops. An installed, active user base keeps returning value every month — and grows more valuable as the data behind it deepens. **This is brand infrastructure, not a campaign asset.**

How we will know it is **working**.

Every phase ships with reporting attached. Nothing here is a vanity metric — each row below connects to either brand equity or revenue.

Metric	Phase	Why it matters commercially
Installs & registered users	Phase 1	The size of the audience the brand can reach without paying media
Notification opt-in rate	Phase 1	The true size of the owned channel — opt-outs cannot be reached
Day-30 retention	Phase 1	Whether the habit loop is genuinely working or the app is being deleted
Dose adherence rate	Phase 1	Direct proxy for how fast a pack is consumed and repurchased
Deficiency checks completed	Phase 2	Purchase-intent signal, and a segmentation input for messaging
Child profiles created	Phase 2	Household penetration — the multiplier on consumption per user
Verified pack scans	Phase 3	Unit-level sell-through data, independent of distributor reporting
Locator taps & stock-out reports	Phase 3	Where demand is being lost at the shelf, by locality
Attributed online orders	Phase 3	Revenue the platform can be credited with directly
Refill prompt conversion	Phase 3	The clearest single measure of repeat-purchase influence
Shares & referral installs	Phase 4	Organic reach earned rather than bought

Reporting cadence

- Live dashboard available to the brand team from Phase 1 launch
- Monthly performance review with written commentary
- Quarterly insight report — what the data says about the consumer

How targets will be set

- Phase 1 runs for 8 weeks to establish a real baseline
- Targets for Phases 2–4 are agreed against that baseline, not guessed upfront
- Any feature that fails to move its metric is cut, not carried

Note: we deliberately avoid quoting benchmark figures before launch. Committing to numbers without a baseline is how digital projects lose credibility in month three.

Recommendation: start with the **habit**, prove it, then scale.

Our recommendation is not to approve twenty features. It is to approve five — the Phase 1 set — and let eight weeks of real user data decide what comes next.

STEP 01

Alignment workshop

Ninety minutes with the brand team to confirm priorities, audience and the non-negotiables.

STEP 02

Phase 1 scope lock

Final feature list, screen-by-screen design and a costed schedule for sign-off.

STEP 03

Build & soft launch

Six weeks to a live release, launched quietly to a limited audience first.

STEP 04

Measure & decide

Eight weeks of data, then a joint decision on whether Phase 2 is justified.

If only one thing is approved, make it this

- **The vitamin reminder.** It is the cheapest feature in the plan and the one that most directly affects whether a pack is finished and repurchased.
- It is also the feature that earns the notification permission everything else depends on.

Quick wins available within 30 days

- Vitamin reminder with push notifications
- Saved BMI history with a trend chart
- Shareable branded result card for WhatsApp
- Full Urdu language toggle

Dart Marketing

Digital product & brand growth

Happy to walk the brand team through this deck screen by screen, and to demo the current build alongside a clickable Phase 1 prototype.

The one-line case

A BMI calculator answers a question once. **A daily health companion earns a place in the family's routine** — and the brand that lives in the routine is the brand that gets bought again, month after month, without paying for the privilege.