

Task: Health and Wellness App
Design a solution to help set and track personal physical health and wellness goals.

Step 1: Understand the problems and set goals

Our objective is to create a solution that helps users set and track physical health and wellness goals. Our primary goal is to enhance the goal achievement experience.

Data from our research shows that users are more likely to achieve their goals when they can see and track their progress over time. In addition, access to content relating to health and wellness makes users more accountable. The data also shows an even split between users interested in improving their health and those interested in maintaining it. Moreover, current offerings do not offer the right content for specific goals or help tracking long term progress. Finally, having the option to connect with a coach when needed was desired by some users.

Based on our research, we need to focus on the following objectives:

1. Create a mobile app to set and track health and wellness goals
2. Allow users to track progress over time
3. Support improvement and maintenance goals
4. Offer specific content for goals
5. Track long term progress
6. Provide optional coaching

When conducting research, it's important to align with the overall business strategy. This ensures design decisions support business goals. Here is the business strategy:

Provide a user-centric design solution that is innovative and personalized while gaining market penetration

Step 4: Prioritization

Now that we have potential solutions, we need to evaluate each solutions based on its impact to the user experience and alignment with business objectives. For this, I'll employ an impact/effort matrix:

Impact	High Effort	Medium Effort	Low Effort
High Impact	All-in-One Mobile App Solution	AI-Powered Health Coach App	
Medium Impact		Community-Based Health App	
Low Impact			

Here are the assumptions I used while developing this matrix:

The all-in-one mobile app is a comprehensive but resource-intensive solution. It requires a significant amount of time and a large team for development.

The AI-powered health coach app is high impact because it offers personalized AI support but could be complex to develop. The availability of open-source AI frameworks and APIs might help reduce the complexity.

The community-based health app offers strong community support with moderate development needs. It's less complex to develop than the AI solution but might require community management/moderation.

In addition to the matrix, I considered market trends and the competitive landscape. According to McKinsey & Company, there is increasing consumer interest in AI-powered health solutions and personalized recommendations. In addition, the health and wellness app market is competitive so a new app needs a unique offering to stand out.

With that in mind, I've chosen the AI-powered health coach. This solution also aligns with our overall business strategy.

Step 2: Define audience

Let's define the audience for whom we are designing this app. Given that the challenge does not provide data on the user persona, I've researched the types of people who would find this product useful. It's important that we are very specific about our persona as it will help in providing an objective basis for our design decisions as well as help tailor our messaging and marketing communication. For the purposes of this challenge, We'll focus on health-conscious parents.

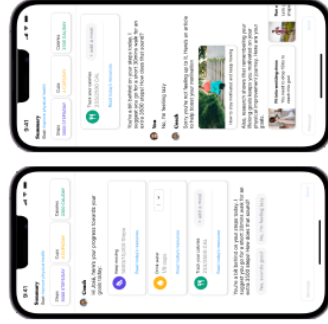
Health-conscious parent:

- Name: Jamie
- Age: 35
- Gender: Female
- Occupation: Professional
- Location: Suburban area
- Education: College degree
- Income: \$70,000-\$100,000 annually
- Motivation: be healthy to keep up with family
- Goal: Lose weight
- Frustrations: finding reliable information and staying motivated
- Needs: Accountability and personalized health content

Step 5: Solve

For this challenge, let's assume the user has already signed up and created their account. They have chosen their specific goal and connected their activity tracking devices (like an Apple Watch) to collect their activity data.

1. **User opens the app:** The user starts the app
2. **Goals summary:** The app instantly displays the user's daily progress
3. **Personalized content:** The app surfaces content tailored to the user's goals
4. **Activity suggestions:** The AI coach provides activity recommendations based on the user's progress
5. **AI Coach interaction:** The user can choose pre-set responses or type their own
6. **Support and reminders:** The user get reminders and support to stay on track with their lifelong goals



Step 3: Ideation and Brainstorming

Now that we have a clearly define target user, let's create a problem statement that takes into consideration our user:

We aim to design a user-friendly health and wellness tracking app tailored for health-conscious parents, with the goal of helping them achieve success in meeting their goals.

Here are a few potential solutions.

All-in-one mobile app: An easy to use mobile app that tracks your progress visually, sends reminders for accountability, provides personalized health content, helps manage health and wellness goals, and offers optional coaching support

AI-powered health coach app: A mobile app that provides access to a virtual health coach, progress tracking with insights, personalized content recommendations, goal management, and reminders for accountability

Community-based health app: A mobile app with groups based on health goals, progress tracking, peer support and buddy pairing, shared resources, and access to a coach.

Step 6: Measure Success

Here are the metrics I'd consider to measure the success of our design:

- Daily Active Users (DAU) — Track how many users engage with the app daily.
- Adoption rate.
- Goal completion rate: Check the percentage of users reaching their health goals.
- NPS, satisfaction rate of people using the app.
- Time spent completing the tasks.
- Retention rate: Measure how many users continue using the app over time.
- Feature Adoption: See how many users are using specific features like personalized content and activity recommendations.
- Health Improvement: Measure improvements in users' health metrics (e.g., weight loss, steps taken).
- Consistency: Track how consistently users maintain their health goals.
- Content Views: Check how often users view the personalized content.

These KPIs will help understand user engagement, goal achievement, retention, satisfaction, and overall effectiveness of the app.

Step 7: Prototype

<https://shorturl.at/VqpsK>

Next steps...

If I were given more time, my next step would be to validate the design by gathering feedback from our target audience in order to refine continuously until our solutions meets both user goals and business objectives.