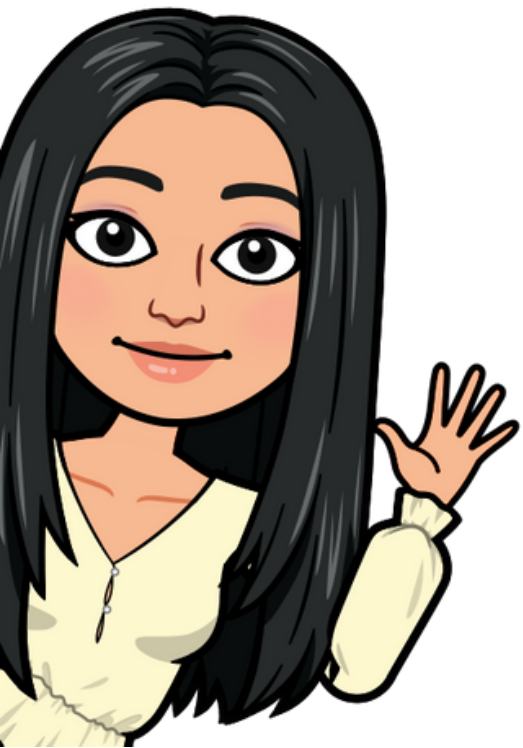




HealthifyMe

LEVELS

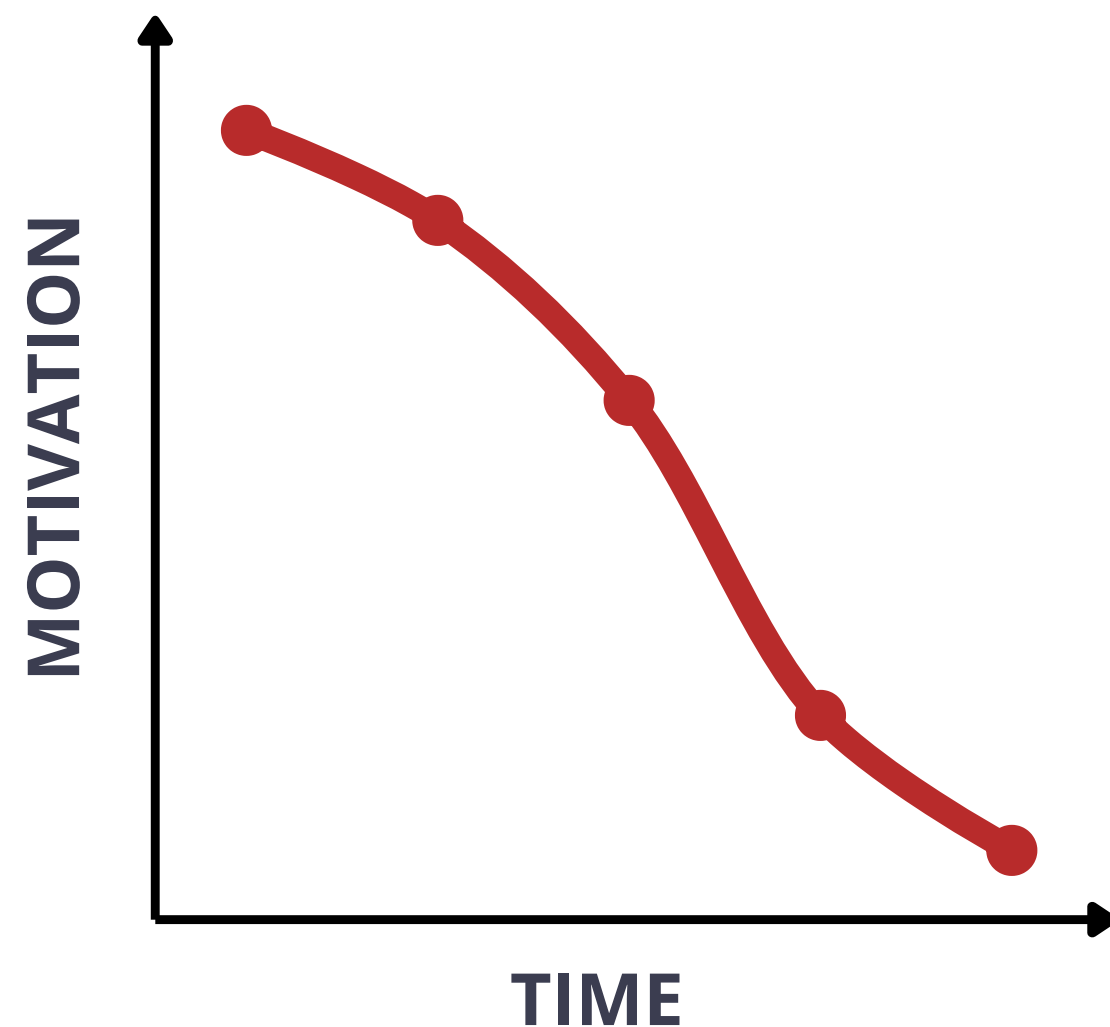


HEY! MEET SHURU

Shuru is 22 and a student.

She wants to loose about 12 kgs of weight. She starts her weight loss journey: eats healthy and tracks it, works out to put the calories on fire, she is committed and motivated for about 3-4 days it all seems easy peasy and then... The motivation decreases and so does the consistency and eventually she stops. And before she goes ahead to feel bad about herself she should know that

SHE'S NOT THE ONLY ONE.



57% Of the people who start their weight loss journey **quit** within a week.

62% People want to loose weight to look nicer.

61% People don't stick to their journey beyond a week because of a **drop in motivation**.

68% said that the reason for their dropping motivation was that they **could not see any changes**.

70% Have given weight loss multiple starts.

PEOPLE WHO ACHIEVE THEIR WEIGHTLOSS GOALS

63% say they stayed motivated by the tiny changes they observed.

3% say that the only change they saw was on the weighing scale.

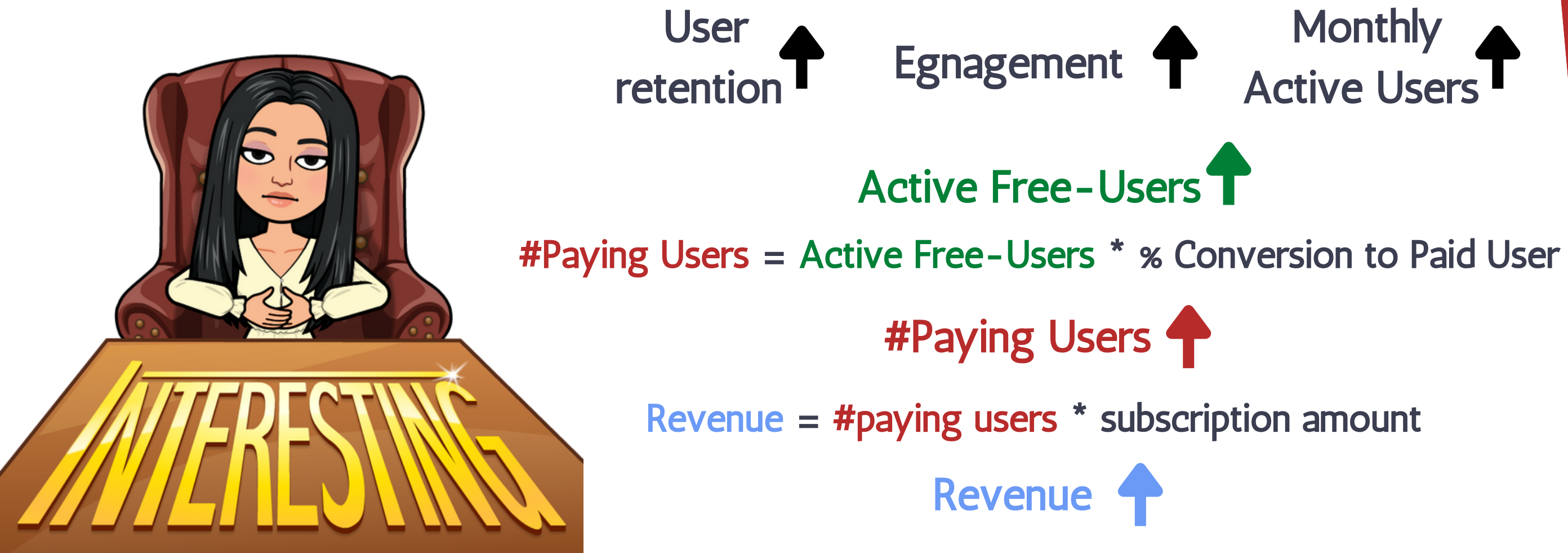
74% said their increase stamina and energy levels was a motivator for them.

PEOPLE WHO START THEIR WEIGHT LOSS JOURNEY QUIT BECAUSE THEY CAN'T RECORD AND TRACK ANY CHANGE AND LOOSE MOTIVATION.

WHY SOLVE IT NOW?

- HealhtifyMe has a total **free user** base of **31 million** with only **Monthly Active Users 2.5 million** and 200,000 paying subscribers.
- The **retention** of user engagement from week 1 to week 2 is only **10%**
- We are loosing user engagement as the free model does not provide any solution to the the excruciating pain point of motivation to use the application.
- Despite a 3X growth of acquiring new users if we do not retain them beyond a week we cannot increase MAU
- **70%** of HealthifyMe user join to loose weight. **28%** want to look better **25%** want to be more athletic

WHAT IS THE BUSINESS VALUE ?



SCIENCE SAYS

- User Motivation and willpower are limited and the graph is a negative slope with time.
- A big goal and a long commitment are intimidating and a direct cause of drop-offs.
- Smaller achievable goals are more likely to be completed.
- Achievements feed into motivation.
- Weight loss success rate depends on consistency.
- A visual clue of progress increases the probability of completion.
- Calorie Control has direct effects on non physical attributes,

SOLUTION BRAINSTORMING

MOOD TRACKER

- Mood tracking is an effective way to show changes to instil motivation.
- People report changes in their stress levels and are generally happier as they feel more productive when they workout.
- A mood tracker be added to everyday tracking to show the progress in mood at the end of every week because of healthy living. The visual progress show the users changes that are occurring as a consequence of tracking thus motivating them to continue.
- Pitfalls: Although effective results are seen emotionally in the users the entire concept of meet and stress is very subjective and is not a uniform result thus not a reliable motivator.
- With the lowest engineering effort the solution is the easiest to implement but because of the variability of of "Mood" and it's tracking in uncontrolled user environment the confidence in the solution is minimum and the impact as well does not guarantee motivation.

Impact:  

Confidence: 

Effort:     

LEVEL TRACKING

- Track user progress after regular interval of calorie tracking to show them the change in their appearance and stamina because of consistency.
- Gamification of these intervals as levels give users a smaller goal to work towards and see small results quickly.
- The focus is shifted from the end goal to the journey that the user is on. The user is motivated to see the tiniest of changes not just on the scale but in looks, stamina and more importantly CONSISTENCY.
- Pitfalls: The user progress after each interval is variable there might not be any changes after two intervals.
- Tracking pictures and stamina is addition to the effort demanded by the user.
- Engineering efforts are high in the solution although the impact on users to notice their progress and shift focus to consistency aligns with the problem at hand,
- The solution takes into account the difference in physiology and the fact every user journey is different.

Impact:    

Confidence:     

Effort:  

CHALLENGES

- Engage users in goal oriented weight loss challenges like "Loose 5 kgs in 2 weeks"
- Gives the user a definite timeline and thus driving motivation towards the end goal of losing the 5kg.
- Research shows taking up definite challenges improve motivation and thus consistency.
- Pitfalls: Though caloric intake and expenditure limits are given by the application each user physiology is different and does not guarantees uniform weight loss for all.
- The unmet results though purely scientific may cause discouragement at the end of the challenge
- Such result driven promises act like a clickbait to users and will definitely derive more engagement initially.
- The engineering effort is low as well, however the result is not sustainable as it is not uniform and the disadvantageous.

Impact:     

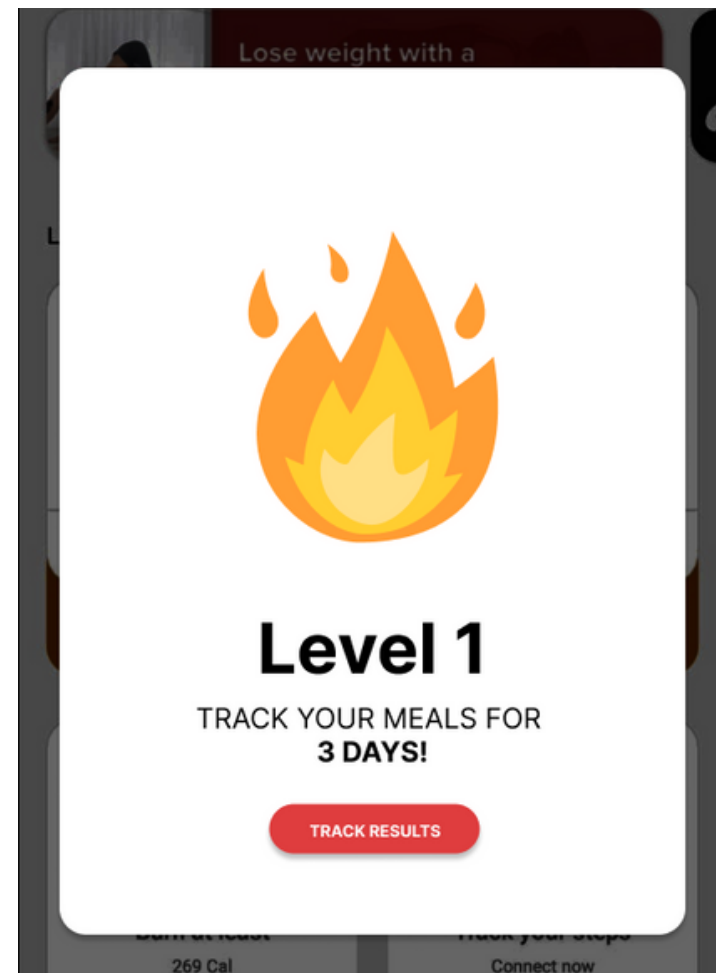
Confidence:   

Effort:   

HEALTHIFY ME IN LEVELS

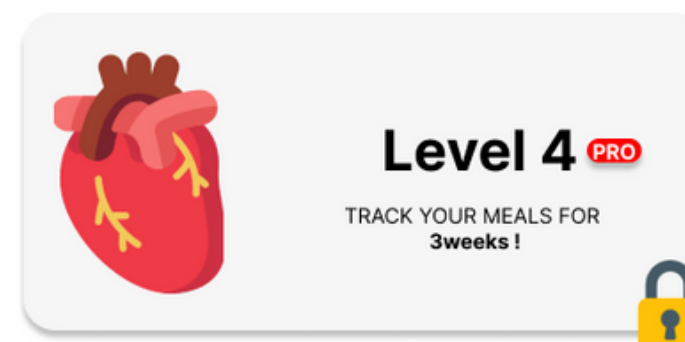
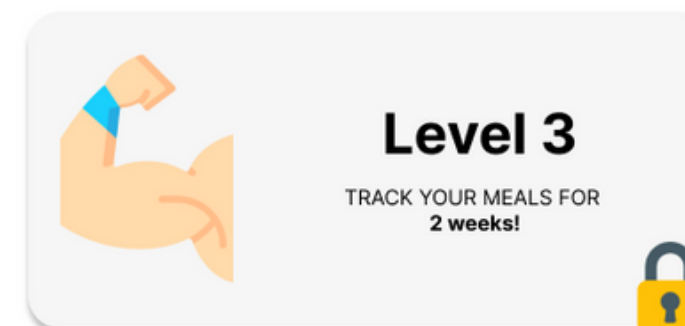
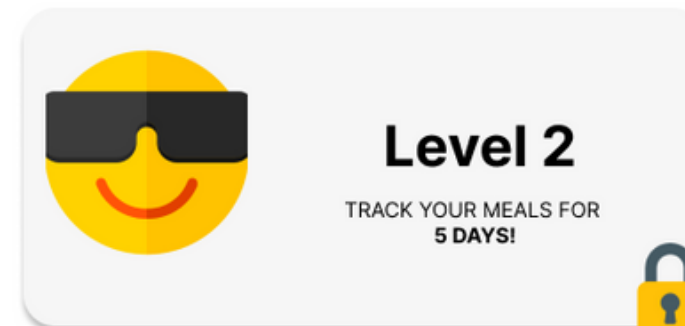
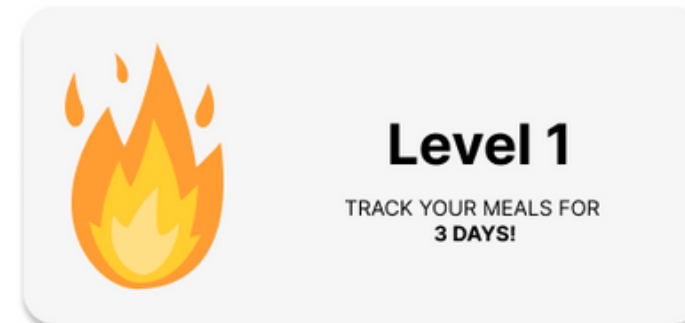
We break the ambiguous goal of "Healthy Life" to "Eating Healthy & Being Active for 3 Days!"

- A finite time period.
- An achievable goal.
- The user focus shifts to the task at hand.



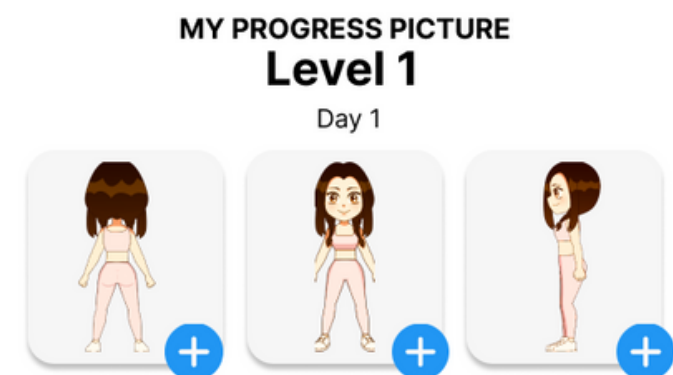
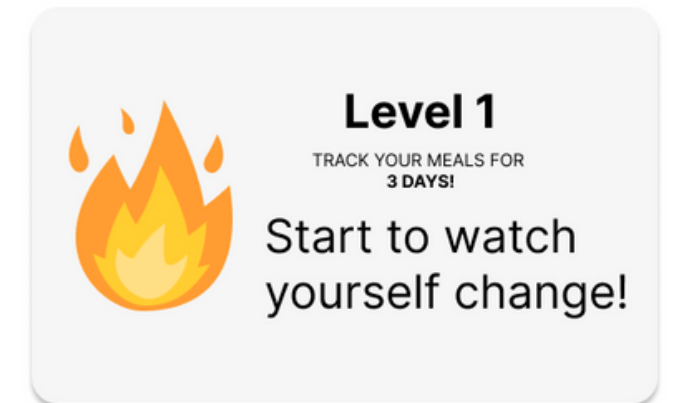
We start with the smallest and the easiest goal that has the highest success rate. To establish confidence.

LEVELS

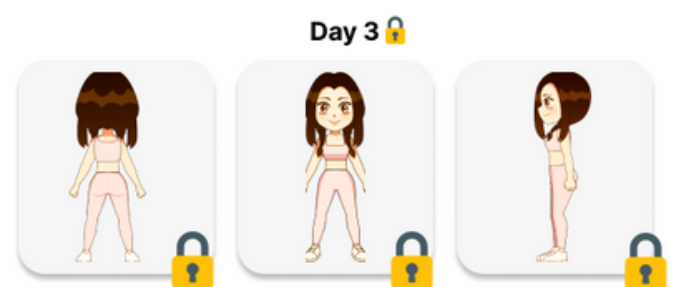


- The number of days of tracking increase in 3-5-1 week -2 weeks as the level increases.
- The user is challenged a little more at every level.
- Gradual increase in difficulty of a task is proven to motivate people to test their limits and keeps them engaged.
- The same level of difficulty causes monotony and hence lack of motivation.
- Upload your images in different profiles at the start of every level.
- Visual changes are proven to be the biggest motivator in health and fitness activities.

← My Fitness Journey



FINISH LEVEL 1 AND TRACK YOUR PROGRESS



Day 3 is to mark your consistency.
Don't sweat, there might not be significant changes

The difference in the progress is proportional to the consistency of input. Thus the changes the user shall observe with every level up increases

Level 1 Complete

YOU'RE ON FIRE !



Congratulations !

Tap yourself on the back cause you crossed the first milestone to your goal!

TRACK THE CHANGE

- When a level is completed the user is prompted to click new pictures and upload them.
- The user gets the chance to see the changes that occurred as a result of their consistency in staying on their fitness journey.

← My Fitness Journey



Level 1

TRACK YOUR MEALS FOR 3 DAYS!

Start to watch yourself change!

Photos

Stamina

MY PROGRESS REPS

Level 1

Day 1



Connect Your Dvice to track the change in your stamina **PRO**

WORKOUT

See changes in your stamina by completing Level 1

Day 1

Day 3

Reps

Choose Activity 1



Choose Activity 2



Choose Activity 3



Stamina increase is a change that occurs as a result of regular activity and healthy eating.

- Pick one or multiple activities eg: Walking, running, squats, pushups etc.
- Enter Day1 performance.
- Every level up the user is prompted to do the same activities and record their performance again.
- When there is an increase in reps the application highlights the positive change.
- If not the application sends user reminders "Stamina is not a linear graph. Stay consistent try again later!"



Level 4 **PRO**

TRACK YOUR MEALS FOR 3weeks !



- Higher levels are available for subscription user along with the presently available AI tools and smart tracking features.

You are a

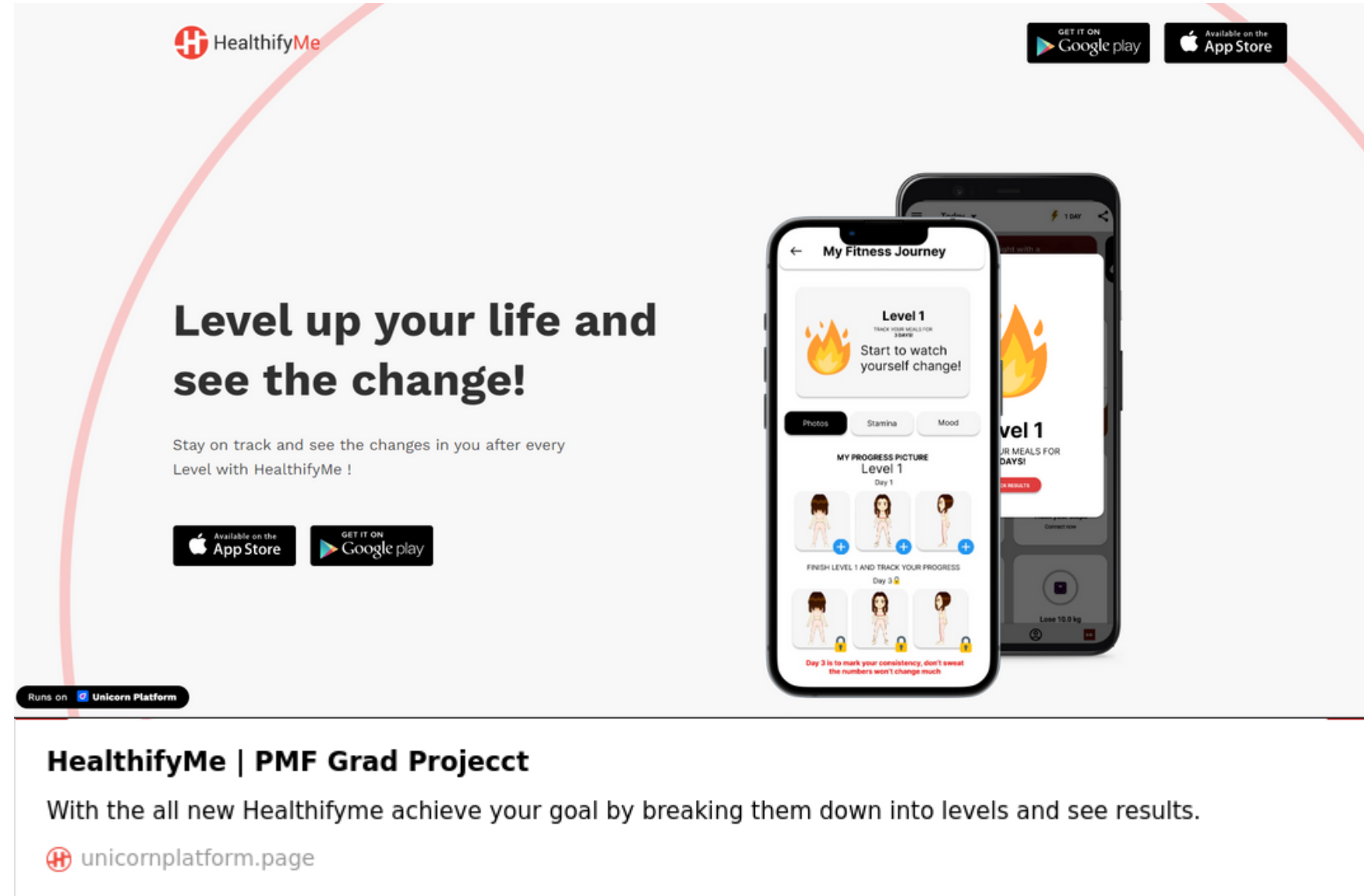
Righteous Ruler



- The application sends relevant pop ups at every user input.
- At positive inputs the user achievement is celebrated.
- At stand still or negative inputs User is reminded of the end goal and sent motivating messages .

LANDING PAGE AND REACTION

*Double click to interact



55

Unique Page Visits in 24hrs



35

Clicks on CTA



4.8

Average rating of the landing page out of 5

Reviews

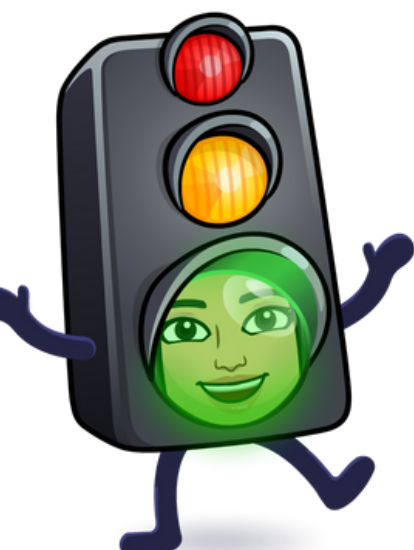
"This feature provides immediate results in the form of levels to the users which acts as an incentive to keep going. Its a much needed step in the right direction!"

-Pravin Agarwal

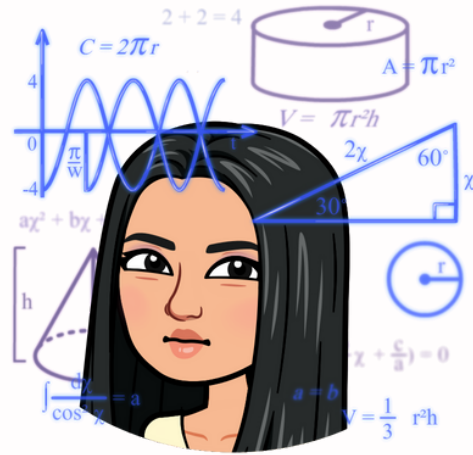
"The idea is neat, i would suggest to add a leaderboard or pair up with friends to compete or get some kinda rewards for completing. And in landing page i feel cta should be distinct"

-Pavan Kumar

<https://healthifymelevels.unicornplatform.page/>



Conversion= CTA clicks / Unique visitors % =63.6%
Average Engagement Time= 58.4 seconds



SUCCESS METRICS

ADOPTION

#User who Clicked Day 1 photos.
#Users Input Day Stamina Activity

ENGAGEMENT

of progress photos tracked.
of Stamina activities tracked.

RETENTION

% users on level 2
% users on level 3

PERFORMANCE

% increase in premium users



POSSIBLE FAILURES

CUMBERSOME.

Taking pictures and stamina tests is a cumbersome task. The users may find it extra work and burdening.

DEFINITE RESULTS MISSING.

The users might not see extreme amount of change in their physical appearance or stamina tests and the minute changes might not be a factor motivating enough.

EXPENSIVE ENGINEERING

The solution incurs costs on the tech team, gamification of the application is an expensive and complex task.