Behavior Analysis

Monitoring health data and finding risks of chronic disease that a user faces
Challenges:
1. People don’t want to do manual data input.
2. Major fitness apps focus more on young active people
3. Healthy senior people do not feel so motivated to monitor their health at everyday basis.

Solution
1. My project will use a smart watch sensors to take health related data and put minimal burden of data input on users
2. My project will tailor interaction and UI for senior people and their family members, who have concern and needs different from young active people.
3. My project will focus on senior people with higher risk of chronic disease (e.g. having family history) and encourage users through info sharing with other family members who care about their health and wellbeing
1. Senior people will be able to log everyday health data and stay more confident about their health and life.
2. Senior people will be able to monitor their health trends in easy-to-digest infographics and adjust everyday behavior before conditions deteriorate.
3. Family members of senior people will be able to more involved in senior people’s lives through more proactive support and encouragement. Flexible privacy setting will allow users to set boundaries of info sharing without causing friction.
The target user of my project is senior people (age over 50) who are aware of having risks of chronic disease such as heart disease and diabetes. Users will wear smart watches everyday and monitor their everyday wellbeing in addition to health trends/conditions in relation to particular chronic diseases. They will be able to see more frequently and easily how healthy or unhealthy they are and their current lifestyles are, which is difficult to achieve now through existing health care (e.g. annual health check-up at hospital). Senior people can share their data on the web platform with their family members such as children and grandchildren who are often more concerned about their health and want to be proactively communicate what has to be done.
On the internet through a url. My project expects users to log-in from desktop and/or mobile.
My project focuses the screen size of iPhone 6 (4.7") . It should be a responsive web platform.
Research

Persona 1

Joe

AGE  
55

Occupation
Business management in a tech company

Hobby
Tennis

Current Health Concern
Risk of diabetes

Familiarity with Technology
High

Family
Wife, daughter and son (age of 20 and 23), parents (age 80)

Joe is a successful business person who will retire in a few years. He is currently healthy, but feels concerned about risk of diabetes. His mother became diabetic at age 61. Although he likes eating high calorie Chinese food and drinking alcohol, he started thinking he probably should refrain them to maintain his health. He plays tennis with his wife and friends on weekend, but is not sure whether he is exercising sufficiently.
Maggie retired 8 years ago and stays at home alone. She doesn’t have on-going major diseases, but feels weak in the knees recent years. Her concern is risk of heart disease because she sometimes feels her heart beating very fast just after a bit of walk. Although she hasn’t been diagnosed as having major problems, she is afraid that it may happen in near future. She likes sitting inside and knitting, but feels that she may need to go outside and exercise more to stay healthy. Her daughters call almost everyday and ask how she is, but don’t really know how bad her conditions could be. They also communicate through Facebook.
Harry lives with his wife in suburb. He was diagnosed as having cardiac angina and had an operation a few years ago. He has home sphygmomanometer and sometimes checks how his heart is. But he often forgets to log the data and doesn’t really know whether he is getting better or worse overall until he sees a doctor. He has a cell phone but doesn’t use it more than calling or occasionally texting. He loves talking to his grandchildren and looks forward to their visit twice a year. Harry feels very happy when his son sends some photos of them. His son and daughter in law as well as his wife worry about his health, but don’t really know what they should say.
Joe has been wearing a smart watch for a few weeks and wants to check how his health has been.
1. He accesses www.linkedliving.com on his phone.
2. He enters email and password to log in.
3. He confirms that there are no irregularities in his health data so far.
4. He also confirms that he exercised more on the days when he took a walk with his dog and decided to do it more often.
5. He talked about it over dinner with his wife. His wife also checks his data later on her phone and suggested that they take a walk with their dog every two days.
What type of experience do you want to provide for your user?

This service will provide feeling of relief and independence. I want to encourage users to be more informed and proactive about their health and stay healthy and independent. I also would like users feel connected with other family members through this service.
Style Guide

Formal Collage

Relief

Anxious