Designing a Platform for Personal Health Tracking

— Insights from Longitudinal Health Information-Seeking Experience

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CONTEXT

Effective management of personal health information is crucial for individuals to understand their health status, track changes over time, and make informed decisions about their health. By keeping track of their health information, individuals can identify patterns, monitor progress towards their health goals, and communicate more effectively with healthcare providers. This project will explore ways to assist individuals in managing their personal health information effectively.
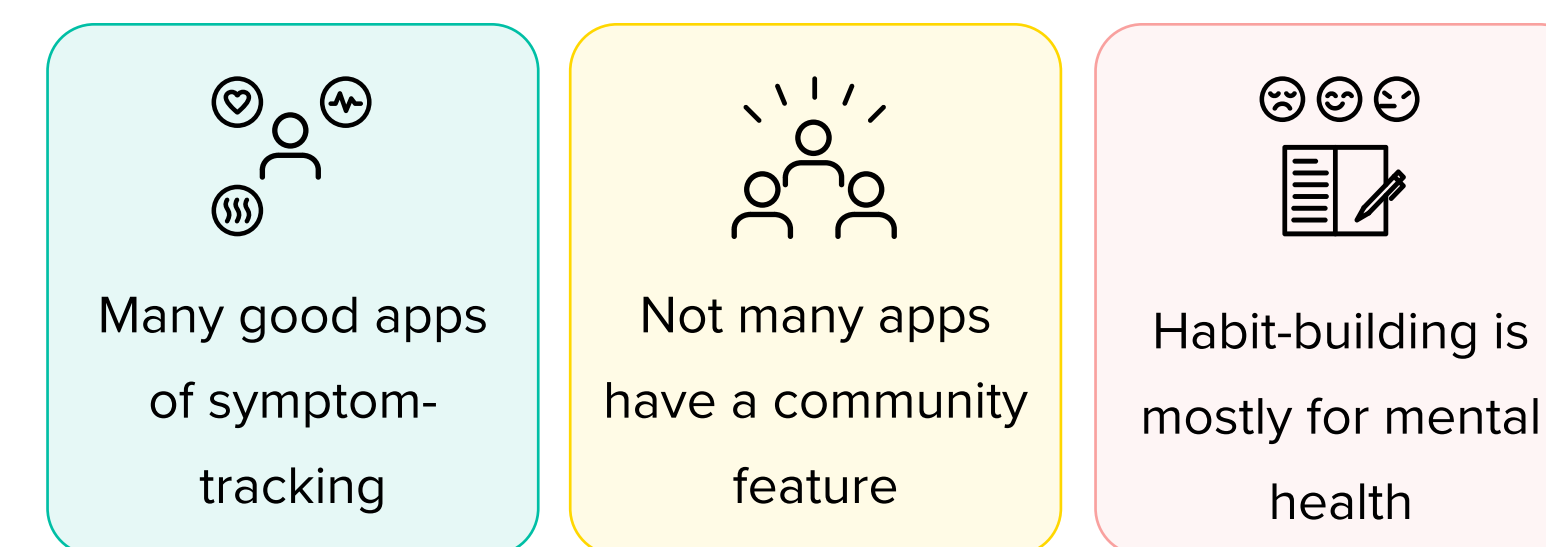
OBJECTIVES

- Analyze primary research data on longitudinal health information-seeking experiences to better understand user behavior and preferences.
- Explore current symptom tracking and health diary applications to identify opportunities for improvement in managing personal health information.
- Design a solution that enhances user engagement by tracking personal health information, while fostering preventative daily habits and self-care practices.
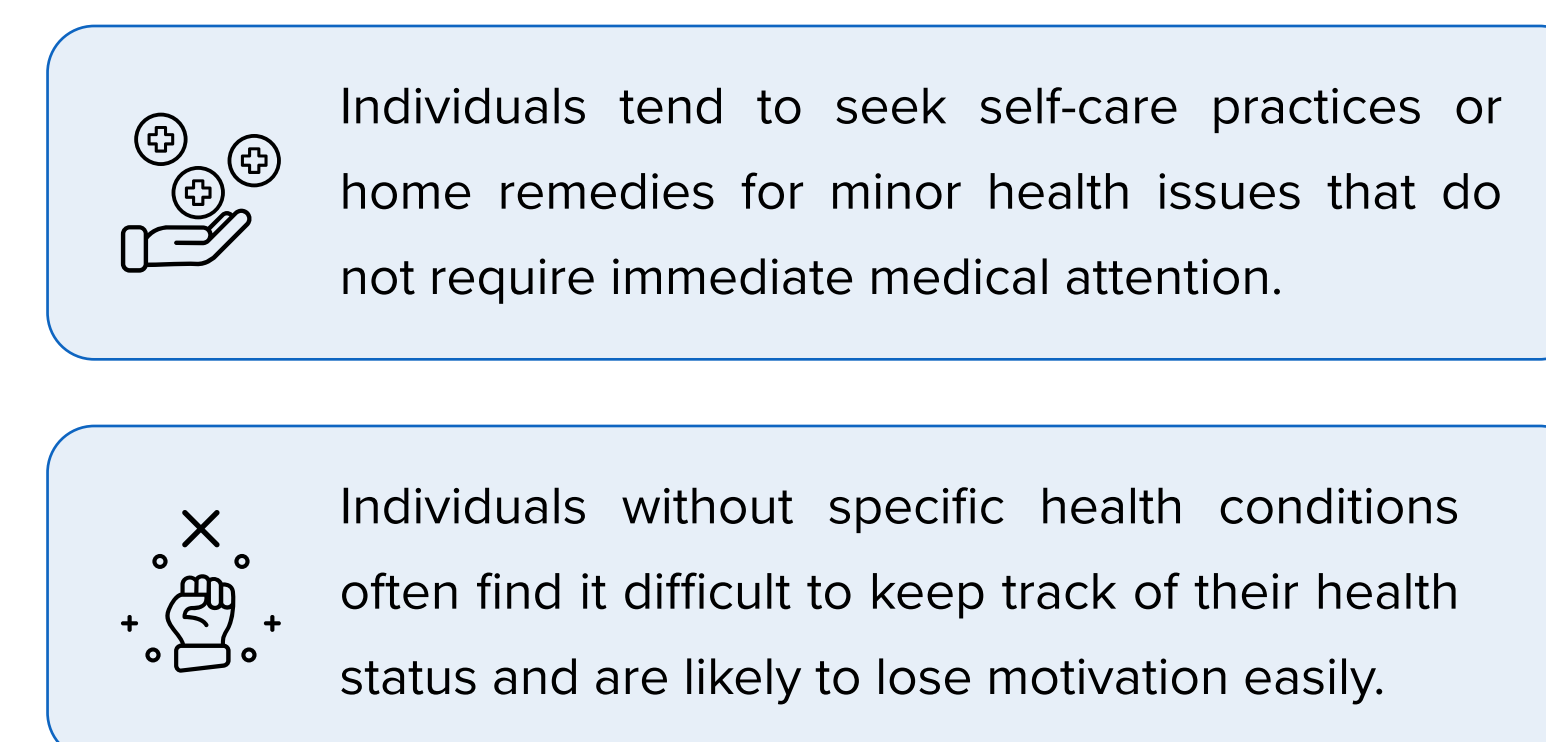
KEY RESEARCH INSIGHTS

Competitive Analysis
11 symptom-tracking apps + 6 health diary apps

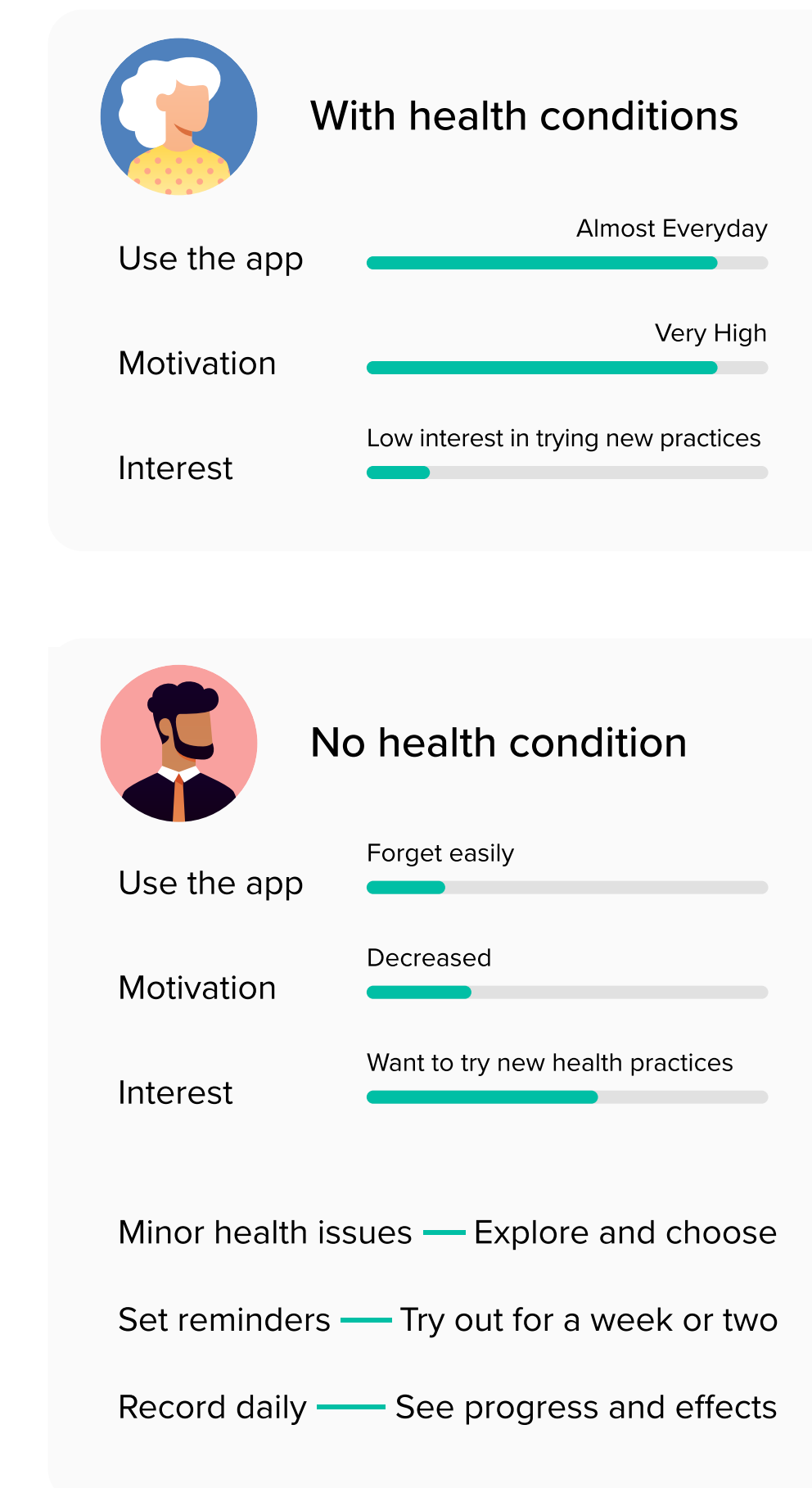Many good apps of symptom-tracking

Not many apps have a community feature

Habit-building is mostly for mental health

Interview Analysis
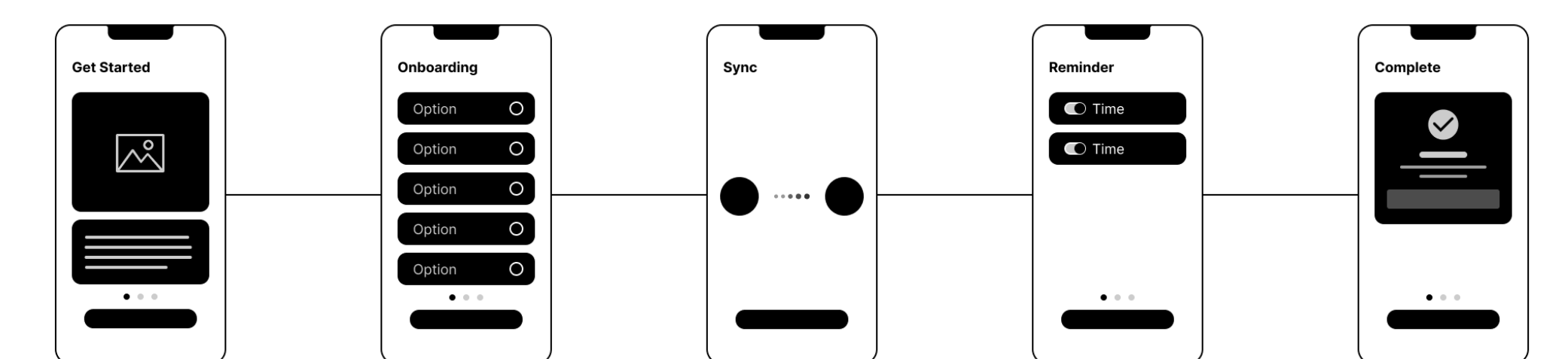8 interviews of 12 participants + 3 unmoderated user interviews of individuals without health conditions

Individuals tend to seek self-care practices or home remedies for minor health issues that do not require immediate medical attention.

Individuals without specific health conditions often find it difficult to keep track of their health status and are likely to lose motivation easily.

USER FLOW

User Persona
Two different types

With health conditions

Use the app	Almost Everyday
Motivation	Very High
Interest	Low interest in trying new practices

No health condition

Use the app	Forget easily
Motivation	Decreased
Interest	Want to try new health practices

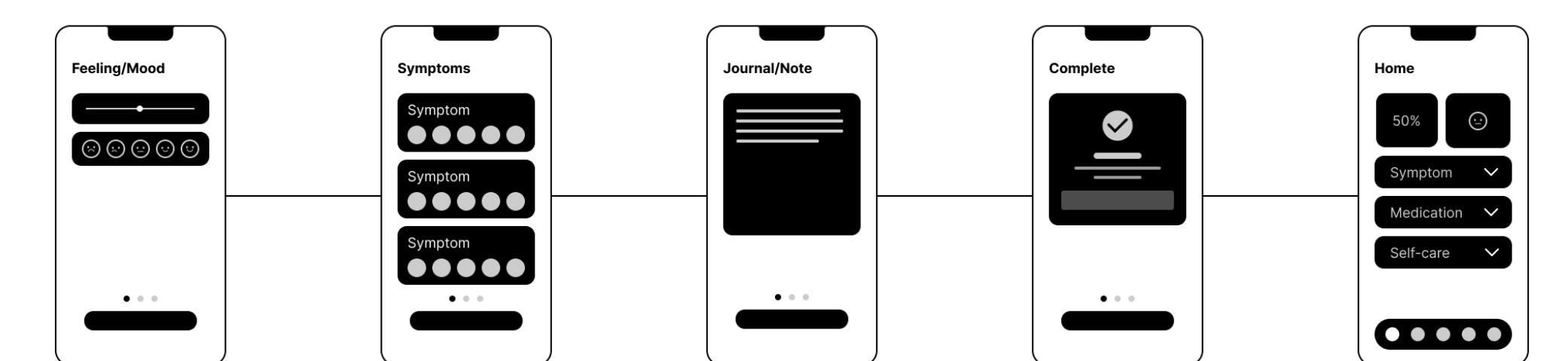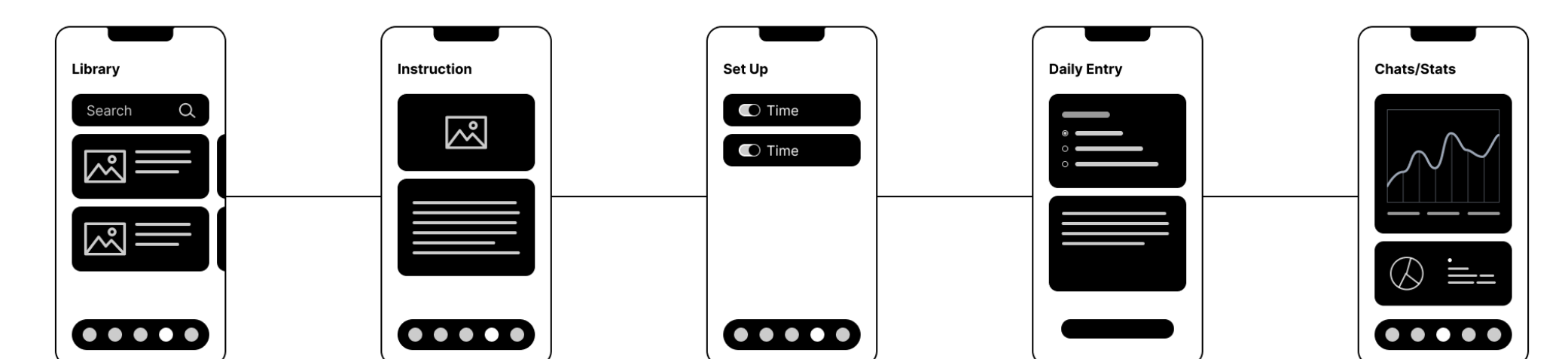|		
Minor health issues	—	Explore and choose
Set reminders	—	Try out for a week or two
Record daily	—	See progress and effects

Wireflow
Onboarding

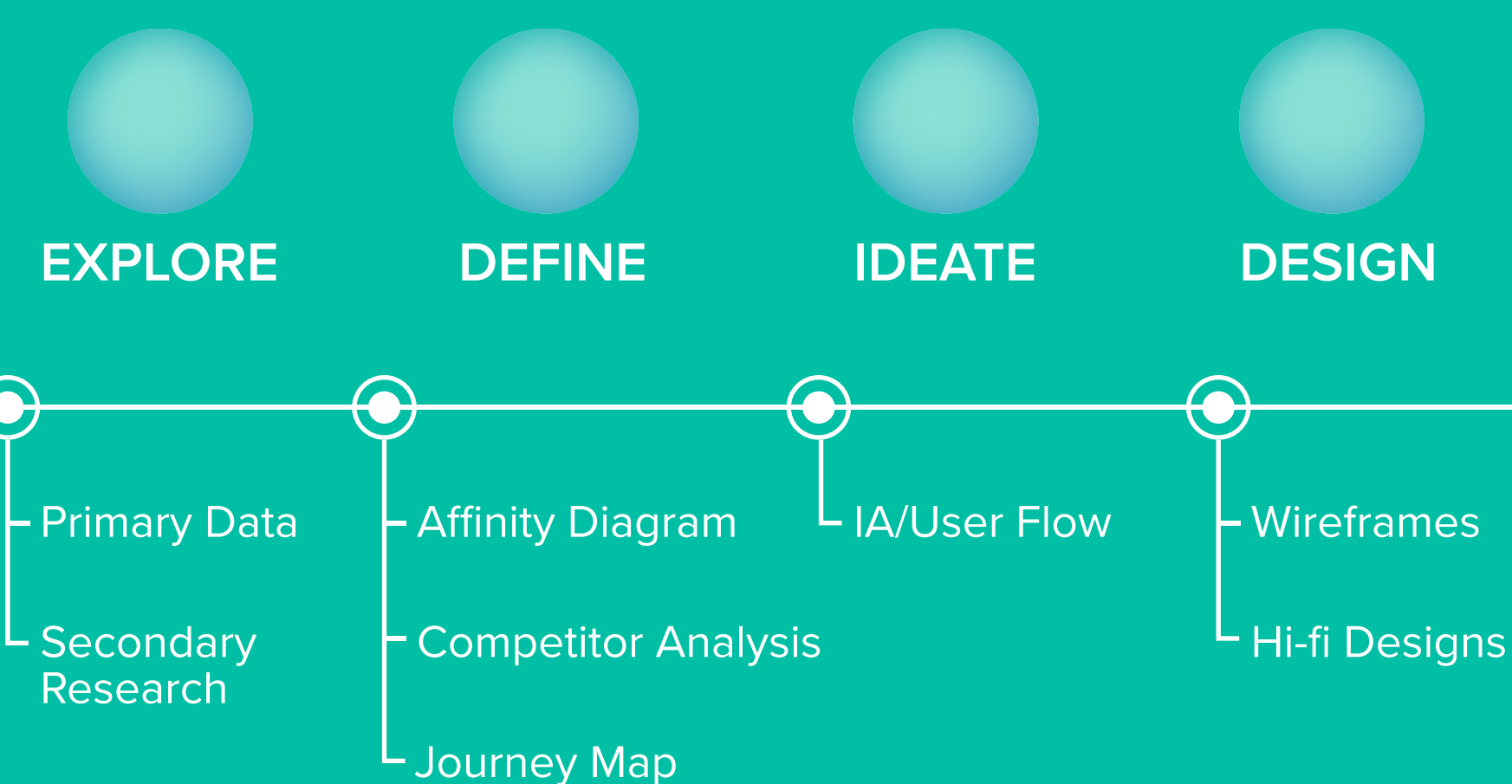New journal entry

Find self-care practices to try out

PROCESS

- EXPLORE
- DEFINE
- IDEATE
- DESIGN

- Primary Data
- Secondary Research
- Affinity Diagram
- Competitor Analysis
- Journey Map
- IA/User Flow
- Wireframes
- Hi-fi Designs

NEXT STEPS

- PROTOTYPE
- TESTING
- REDESIGN

Further develop prototypes and conduct usability tests with users to evaluate the effectiveness of the solution in empowering users to manage their personal health information on a daily basis.

SOLUTION