

QUANTIFIED SELF - FEB 2023

CONCEPT REPORT



OUR DUO :

TONI DIMITROV / DENISA COUTENU

TABLE OF CONTENT

Introduction	3
Concept Description	4
Context Description	5
Main Findings	19
POV & HMW	21
	24

INTRODUCTION

In the document you will go over:

- 01** The concept that includes: the reasoning behind the topic that was chosen
- 02** The features in our product
- 03** The final product that we managed to build

In this document, we aim to introduce our concept and the different steps we took in order to reach the current point of development. In the beginning, we present our product "AidAce" and the goals we would like to achieve with it. After that, we show our findings that were gathered from our primary and secondary research.

Our primary research includes an interview analysis, and the target group, combined into two personas. With the help of secondary research, we dig deeper into why we think the topic is essential and show this with the use of statistics.

AIDACE – THE HEALTH MASTER

The majority of people experience fatigue every day. Because of how stressful our everyday lives have become and the fact that people often neglect to take care of themselves, the numbers are increasing at unprecedented rates. The effects of overlooking important aspects of their daily lives, such as stress, regular exercise, and water intake, reduce the effectiveness of whatever they may do.

Our main goal is to assist those individuals and protect them from ongoing exhaustion. AidAce is an application which assists anyone who is currently feeling fatigued or is about to encounter it. It won't just be a resource for individuals to learn more about the subject; it will also allow them to determine if they are likely to struggle with it or not.

We are taking action to spread awareness of the issue because there is a lack of accessible and trustworthy information on the subject. We'll make sure to only provide our users with the most precise information and statistics.

It will be an unique approach to self-care and prevention. It's important to note that we're attempting to draw a distinction between where our role ends and that of a field doctor. We don't want to make a diagnosis. We want to inform and assist as many individuals as we can about fatigue.

**We work to provide reasonable and pleasant assistance to everyone who is experiencing fatigue because it is a serious and severe issue.
Make the correct choice by choosing AidAce.**

FEATURES



No. 01 — Tracking sleep

Tracking your sleep is the first step toward finding out why you may feel fatigued. Sleep plays a major role in our memory-sustaining core, but it makes our brain relax and take some time off. Our muscles also relax, when we are sleeping, so getting good nighttime sleep is important. With that said, we are aiming to give our users a good tracking app, which is accurate and can depict deep sleep, being awake and a quick nap.



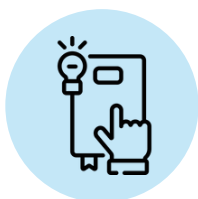
No. 02 — Tracking hydration

Not drinking enough water in a day can result in a lot of negatives. Our bodies cannot function properly without an adequate amount of water consumption per day. This is why we want to give advice to people that don't really drink water, that it's necessary, in order not to feel fatigued.



No. 03 — Tracking food intake

Same as hydration, eating the proper food and an adequate amount of protein for the day and carbohydrates is important for the functionality of the body.



No. 04 — Tips & Advice

After our tracking process, there is going to be the conclusion to how a person did and give advice and tips on how to improve. For example, to drink more water, to go to sleep earlier and etc.

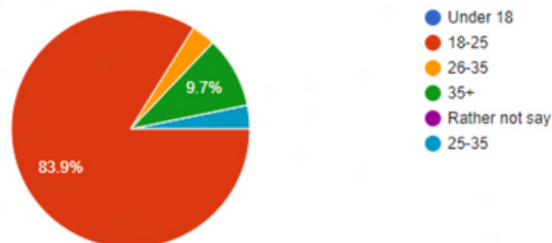
PRIMARY RESEARCH

The survey that we conducted, aimed to investigate the users' knowledge of the tools that are available in the market, which can track an individual's sleep, movement (steps and running), and other vitals, which normally a person would want to be able to track. In this analysis, we will go over all the responses we got from the survey, as every question has a purpose, that will lead toward the development of our product. The survey got a total of **31 responses**.

Link to the survey - <https://forms.gle/GXxf6zRMYQy3eFNV6>

How old are you?

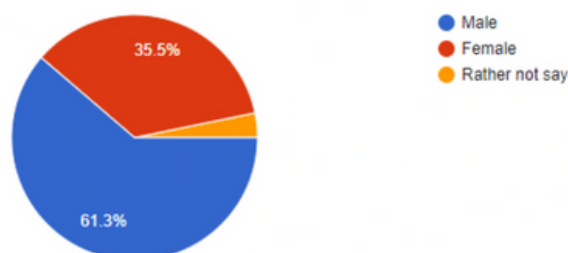
31 responses



From the beginning, we wanted to see our target group, as we can see, it's mostly young adults from 18-25 (26 | 83.9%)

What is your gender?

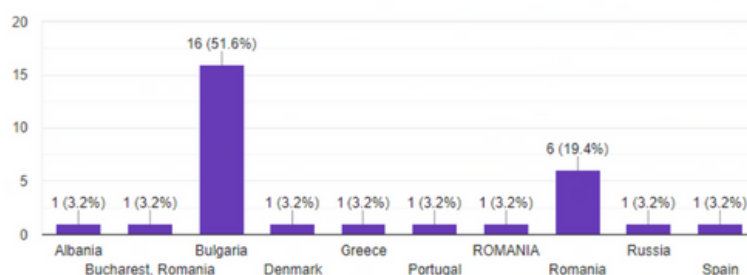
31 responses



The gender of our target group is mainly Male (19 | 61.3%). We made this question, because of the differences in how a female's body and a male's body work.

Where are you from?

31 responses

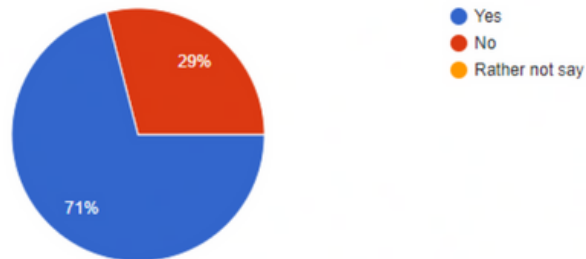


We included this question, as to see if in the future the app needs to have a lot of languages added to it, in order to help internationals understand it better.

PRIMARY RESEARCH

Have you ever experienced inexplicable fatigue?

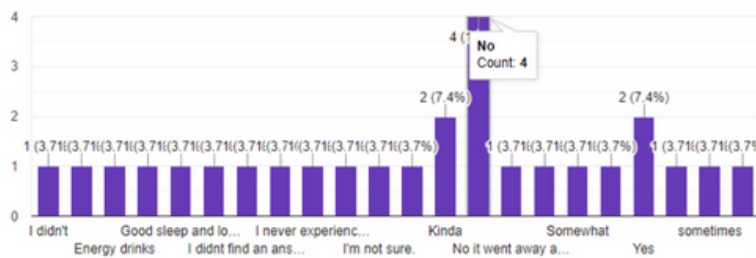
31 responses



A whole 22 (71%) people responded with "Yes" to the question of inexplicable fatigue, which means that it's not only our client "Chris" that suffers from that and we need to take action.

If yes, did you find an answer to that problem?

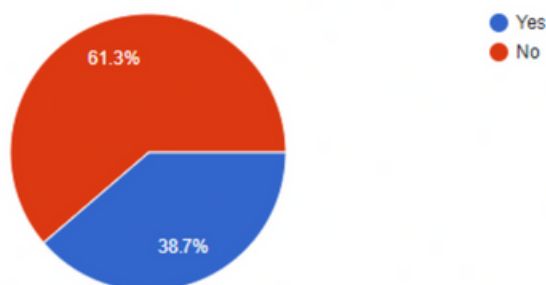
27 responses



From this question, we got a lot of different answers. 4 (14.8%) of them were "No", but summarized, people did not find an answer, they either waited it out, slept it out, or took a break and it faded away.

If you ever feel fatigued, and don't know why, would you go to a doctor?

31 responses



19 (61.3%) of the answers to this question are "No". Only 12 (38.7%) would go to a doctor, if they feel fatigued and they don't know why. Our stakeholder, "Chris", has already told us that doctors did not help, but even if they potentially did, people wouldn't go.

PRIMARY RESEARCH

If no, why? If yes, what happened?

29 responses

No

I got diagnosed with anemia

-

No because most of the times they just give me vitamins and that's it

I can handle my self

-

I was super tired and i went to check what was it.

Just tired i'm not dying

I'd rather deal with this myself

If no, why? If yes, what happened?

29 responses

Most of the time it passes

If it's just fatigue and nothing painful I am usually too lazy to visit a doctor and he might just say that I am tired and I need a rest, which will not solve any of my issues.

Because i would just go to sleep

I'd wait it out

I wont go because it usually goes away after a day

If i am tired i try to rest more

No its not on going just time by time

Doesn't matter if I die or live, both are a win.

I don't think need a doctor for that

If no, why? If yes, what happened?

29 responses

If it doesn't happen regularly, i don't find it alarming therefore i wouldn't go to the doctor.

medical investigations

Because I would figure it out the reason i feel fatigued

Poor sleep quality and caffeine excess

I don't think it would benefit me a lot

I didnt Go to the doctor for this , but I always mention it when I go to doctors . Gynecologist and endocrinologists mostly . They tell me that fatigue is a symptom from thyroid

Usually, in case that the problem is not systematic I wouldn't contact a doctor because it can be caused by numerous insignificant factors such as food that unexpectedly caused irritation, too much time spent under the sun or visiting a country with a different climate for a short-term stay.

If it's an isolated case which doesn't last long, I don't believe is necessary to go to a doctor.

If we look at all those answers, we can summarize it as the following:

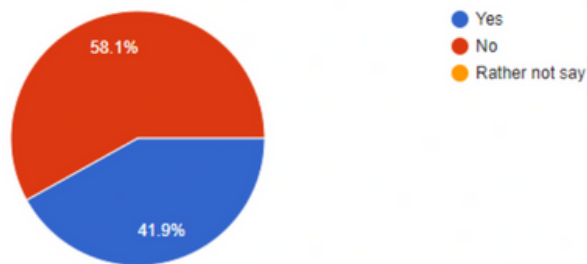
- People would rather deal with the fatigue themselves ;
- They wouldn't go to the doctor, because the doctor wouldn't do anything;
- It goes away by time and it doesn't need professional help.

Looking at all the answers that we received, people would definitely wouldn't go to the doctor and wait it out.

PRIMARY RESEARCH

Have you used a tracking tool (like a smartwatch) before?

31 responses



18 (58.1%) have answered "No" to the question if they have used a smartwatch before, so there is room to invite even more people to use them.

If yes, what was your experience with it?

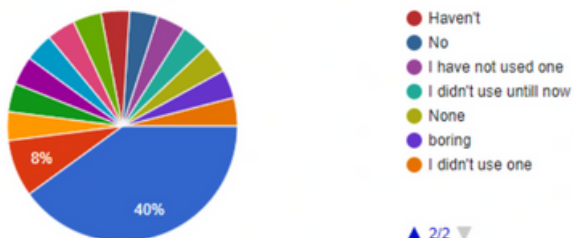
25 responses



There are a lot of different answers here, though most of them either haven't used one or the experience was bad. 10 (40%) of the answers were that their experience with the smartwatches were good.

If yes, what was your experience with it?

25 responses



Summarized, the answers are 50/50, but there is still room to make it possible and people to use it.

PRIMARY RESEARCH

If no, why not?

22 responses

Never bought one.

Never needed one

Expensive

No need

I dont wear watches

I' am not interested

No money

Waste of time

It's wasted money

There are a lot of different answers to this questions, but mainly people either never needed one, are not interested or they think that the smartwatch is a waste if time.

What makes a health app good?

31 responses

Accurate personal tracking

interaction

App that is easy to read and tracks information only requested by the user.

the fact that you can keep track of your information without losing it on paper

The accuracy

The ability to personalize it to yourself

Having any kind of solutions before going to the doctor . Like having a second thought before going to the doctor

Good accuracy

Detailed reports, providing information on each aspect that I otherwise would have to google myself.

When we go to the other answers to the question, they get better with actual recommendations, which we will follow as much as we can.

- Accurate personal tracking;
- Good interactivity;
- Easy to read;
- Personalization;
- Detailed.

PRIMARY RESEARCH

What do you think would be the most efficient way to make a health app better?

31 responses

Add goals

The measurement device had to be top in the line of sensors accuracy, the app needs to be user friendly, but with possibility for advanced tracking mechanisms and stats.

I would use a better way of organization so that could give more detailed data and also i would definitely try to give what data people want to see.

That you can see your stress, the number of steps taken and the calories lost.

Stop annoying notifications

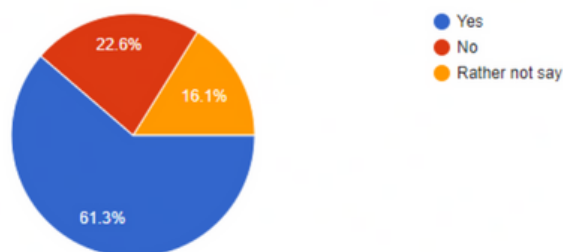
Minimalistic design, user-friendly ui and design, not too complicated usage and only necessary tools implemented in the said app

AI to help automate some of the task, such as: when you go to sleep, what time you eat, mark your workout and etc.

From this question we can further see what people want from a health app. We will strive to add as much as these features as possible, in order to make our product well-made.

Do you think a playful app is a good app?

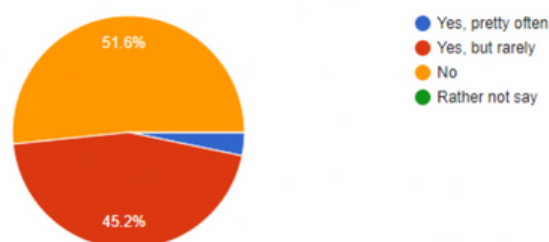
31 responses



From our assignment we know that our product need to be playful, but we still asked and 19 (61.3%) responders told us that a playful app is a good app.

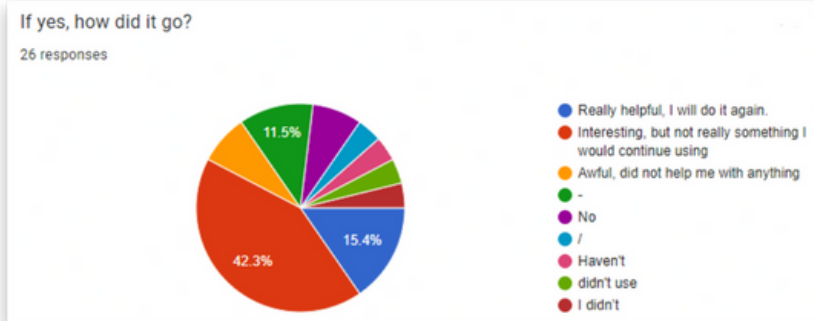
Have you ever tracked your sleep?

31 responses



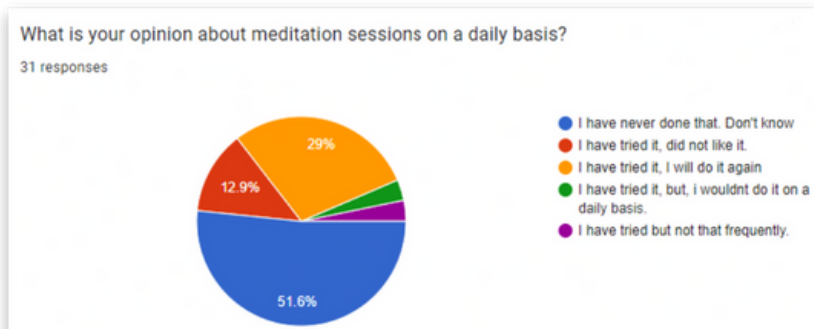
This question is pretty 50/50. 16 (51.6%) told us that they haven't tracked their sleep and 14 (45.2%) said "Yes, but rarely". From the next question we see what their experience has been with it.

PRIMARY RESEARCH

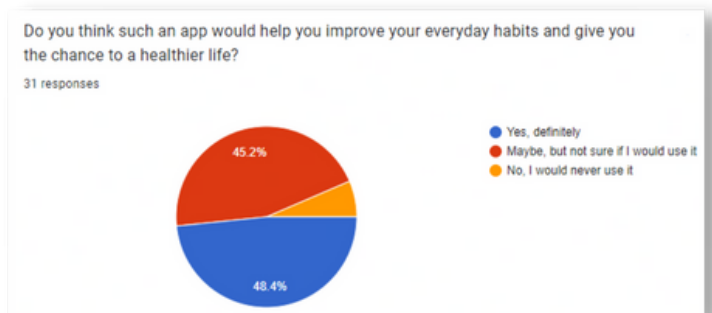
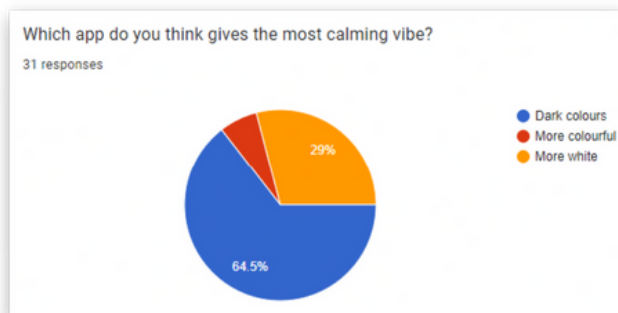


11 (42.3%) said that it's interesting, but it's not something they would continue using, with that information, we can see that the apps, included in the smartwatch that track don't have enough features.

Only 4 (15.4%) said that they would use it again.



In this question, we ask them about a potential feature that we want to implement - meditation. 16 (51.6%) said that they have never done it. 9 (29%) said that they have tried it and will do it again, and just 4 (12.9%) said that they have tried it and do not like it.



From these two questions, we asked them if they like a lighter or a darker colored theme for the product, in which 20 (64.5%) said Dark, which we will stick to.

The second question is close to being a tie, where 15 (48.4%) said that an app like this would give the chance for a healthier life and 14 (45.2%) said that they don't think so.

With this information, we can for sure take out the information which is that half of the users said that it would be beneficial and a darker color for our product.

PRIMARY RESEARCH

Interview Questions

1. Can you introduce yourself?
2. What does your typical weekday look like?
3. Have you ever tried to track your sleep, movement, breathing, hydration? If not, why?
4. Have you ever felt like you were not at your best and didn't know why? For example, have you ever experienced fatigue?
5. Can you give me more details?
6. Have you ever heard or used any apps like HealthTap, Sleep Cycle, Samsung Health, Health from Apple, etc.? If no, why not?
7. How did you hear about these apps?
8. Have you tried other tools for tracking everything (ex: smart watch)?
9. How did this app helped you with your problem?
10. What do you like or dislike about these apps?
11. Was there anything missing from the app you use that you expected?

Interview materials:

- Laptop with a working microphone or a phone recorder;
- Remote video interview, In-place interview, without a camera;
- Teams / Discord to talk with the users;
- Average time: 5-10 mins.

For a start, we asked a general question, in order to get to know the participants. Then we proceeded to ask the on-topic questions, for example, how does their weekday look like and going over to the product-based questions.

For the next question, we asked them if they ever tried to track their sleep, steps and etc. Asking the interviewees if they have ever felt fatigued without explanation. More details were asked for those questions and we went over to ask them for any other apps.

We asked them if they have tried any apps to track these things and how did they hear about them, in order to see what our competitors have in advantage to us.

Every user mostly said that they are satisfied with the current apps, but they can always be improved by some "quality of life" updates.

PRIMARY RESEARCH

Interview Analysis

To start off our primary research, we conducted interviews, aimed to investigate the users' knowledge of current apps that can track their "vitals" (steps and overall movement, heart rate, hydration, sleep and diet) and to see if they use any. We asked them more specific questions for our research and they proved to be quite useful.

Audio Links:

Toni's interview links with [Nikoleta](#) & with [Yoana](#)

Denisa's interview links with [Lulian](#) & with [John](#)

All of our recipients said that an app like our will be beneficial. Our competitors are good, but they want one that is organized and clear and to have enough information. To give useful advice that would help the user understand their problems, according to the statistics is needed and a wearable tool to track all the statistics is a nice idea.

The everyday activities of most of the interviewees is waking up, going to university, going home, doing some sort of activity (of possible and if they have the energy) and to go home and sleep. An app like this is going to be good, because if there is an unusual fatigue, they will be able to see in the app how much sleep they got, what movement they made during the day and see why.

The problems in the other apps that we want to avoid is not to lack detail.

One of the interviewees said that he would rather not use an app and go to the doctor if he doesn't feel well, so there is another end of the spectrum of things. There will always be people who prefer the latter and we understand that. We will use the information, that is provided by the other users (that want an app, and would use one) to gather information and to make sure to make the best of out of it.

TARGET GROUP




As a duo, we conducted research regarding the topic of health. Our main focus was to become aware of our target group and their needs. Based on our interviews and the questions that we asked them, we got this information.

Our target group is people, that want to be able to check their vitals when they need to or when they feel fatigued and don't know why. Checking if your sleep is good, movement throughout your day and etc. Based on our interviews, the age group is between 20 and 30 years old, but even a 40 or 50, or even 60-70 year old can use the device to track his vitals.

The target group that is affected by this are mainly people that want to be able to check whether they have slept well the night before and see why they are tired, when did they have deep sleep or just whatever they want to see. Another possibility is to count their steps, their overall movement and to keep up with their fitness life.

PERSONAS

JOHN

 Student
 Age: 21
 Location: Eindhoven, NL

ABOUT HIM

John is a student, who is active and goes to the gym. He wants to be able to track his movement and heart rate during his sessions.

He knows about Samsung Health and Apple Health, but never got a smart watch to use the implemented features and is worried that they are too complicated and not clear and the information might not be reliable.

GOALS

- Get information about heart rate
- Count steps with app
- See how his sleep each morning

PERSONALITY

Extrovert ▼70%

Sensor ▼69%

Thinker 100%

FAVORITE BRAND

- Samsung
- Nike
- Under Armour

FRUSTRATIONS

- Feels tired when waking up
- Some features are paid
- Most apps don't have tips

PERSONA

Final results of our research in the forms of personas that are representing our target:




01

An active person who wants to track their heart rate, how their sleep was in the past night and know why they are fatigued.

02

40-something male with unusual fatigue, wants to figure out why he feels so out of place all the time

Chris

 Software engineering
 Age: 40
 Location: Eindhoven, NL

ABOUT HIM

I am Chris, a 40-something male with unusual fatigue. I fell asleep during a Metallica concert in college. My 76-year old father sleeps 20 hours per day, and my 11-year old son is also exhibiting unusual fatigue. Doctors have been unable to help. Blood tests have revealed nothing unusual. I drank so much caffeine, I started having heart arrhythmias 40+ times per day.

GOALS

- Understand why the whole family is always tired
- Give up on drinking coffee

PERSONALITY

Extrovert ▼28%

Sensor ▼4.3%

Thinker ▼70%

FAVORITE BRAND

- Apple
- Nike
- Tommy Hilfinger

FRUSTRATIONS

- Feels tired all the time
- Fall asleep everywhere
- Can't find a solution for my problem

PERSONA

SECONDARY RESEARCH

Fatigue

Psychological, physiological, and physical factors all contribute to fatigue. When stress, work, and a person's regular routines are out of balance, it happens. When any of the aforementioned elements are not properly controlled, they result in constant exhaustion and might lead to depression or physical health issues.

Valuable findings:

- People who follow unbalanced routines and diets may experience persistent fatigue.
- Exhaustion can have a negative impact on relationships with others, family life, and career performance.
- As precise knowledge of people's everyday lives is required, treating exhaustion can be challenging.
- Physical tiredness that occurs frequently can eventually cause mental fatigue.
- People who are really exhausted could behave in a similar way to drunk people.

Resources

<https://www.medicalnewstoday.com/articles/248002>

<https://www.medicalnewstoday.com/articles/8877>

<https://www.mayoclinic.org/symptoms/fatigue/basics/causes/sym-20050894>

Competitor analysis

Samsung Health

Pros

- Customisable app for individual users
- Compatible with smart scales for helping people track weight changes and BMI
- Track of metrics (water intake, calorie expenditure, etc.)

Cons

- Intended mainly for Samsung devices

Apple Health

Pros

- Tracks multiple metrics
- Sets goals and shows progress
- perfect synchronization of data collected with an Apple Watch with Apple HealthKit
- More focused on a comprehensive picture of an individual's health

Cons

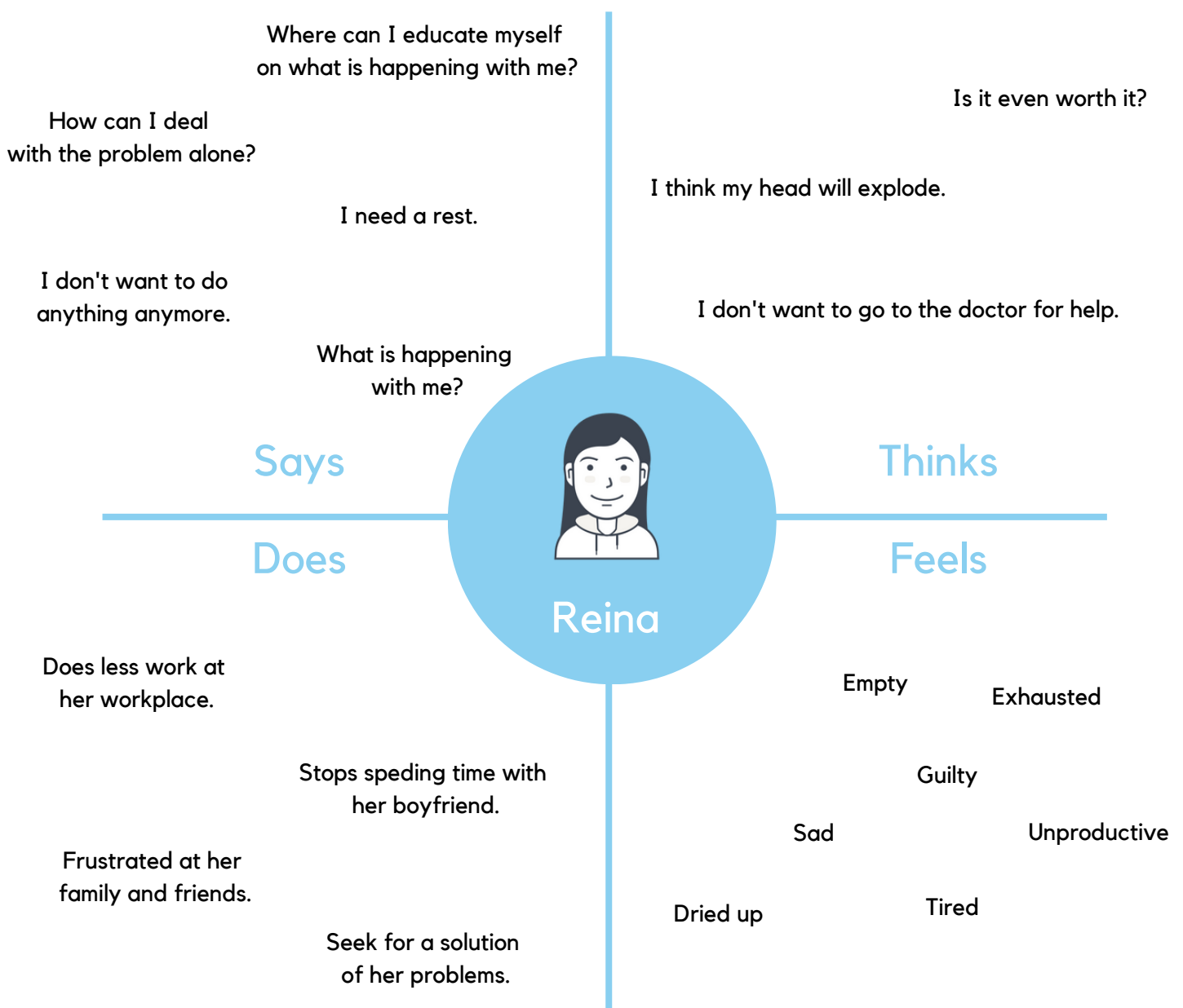
- Designed exclusively for Apple devices
- To get valid data, developers have to work with every single API individually

Even while we may not be able to offer as many services as SamsungHealth or AppleHealth, we nevertheless outperform them in terms of value for money. Additionally, we focus more intently and in-depth on a single issue, which may be more appealing to the person in concern. People may feel less worried about our product because it can track all of their data and find solutions and suggestions for their fatigue problem.

Although only two of the health applications were mentioned in the preceding paragraphs, there is global rivalry. We are a community-based platform with a collection of research that complies with all legal requirements because it is not a medical platform.

MAIN FINDINGS

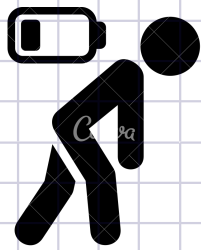
Empathy Map (a person experiencing FATIGUE)



MAIN FINDINGS

Storyboard

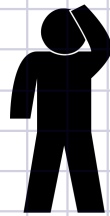
QUANTIFIED SELF - FATIGUE



1

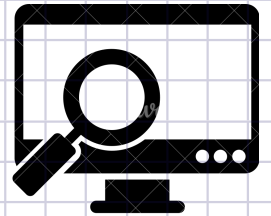
John has been experiencing continuous exhaustion in the past few weeks.

???



2

The blood tests asked by his doctor come back normal, thus he is unable to determine the cause or what to do.



3

He starts browsing on the Internet for answers to his problem with fatigue.



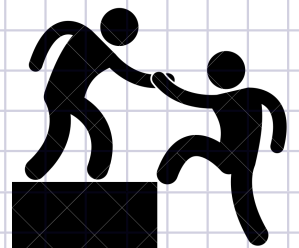
4

John is able to identify factors including inadequate hydration, insufficient sleep, a lack of exercise, or even inadequate nutrition.



5

He realizes he cannot monitor all of those aspects without expending an excessive amount of time and effort.



6

John realizes he needs assistance in recording his daily routines in order to have a better understanding of his body.

POV & HMW

POINT OF VIEW

A person needs information about why they continue to feel exhausted every day because they are experiencing fatigue and do not have an explanation, but their doctors say there is no medical issue.

HOW MIGHT WE

- Find what people experience everyday?
- Give people an explanation and advice about what is happening to their body?
- Show people their statistics in a clear and organized structure?
- Add features that could replace a doctor for a bit?
- Make a high-quality app that is easily navigable and exciting to the user

CONCEPT FEEDBACK

01

Tracking

We want to track as many vitals as possible so that the person using the app can freely see how they are doing and with the tips below every measurement to help themselves. We need to acknowledge the difference between mental and physical fatigue. Every single vital can contribute to either.

02

Main focus

After taking into consideration the feedback we got from our testings and from our surveys and teacher meetings, we decided to continue with our initial idea of tracking the vitals of an individual and giving them the necessary information to help themselves as much as possible.

TESTINGS

The testings that have been conducted by us, Toni and Denisa, have proven to give us enough feedback, in order to give us that leash to continue with our project.

Links towards Toni's testings:

[Testing with Nikoleta](#)

[Testing with Yoana](#)

Links towards Denisa's testings:

[Testing with Alexandra](#)

[Testing with Iulian](#)