Problem:

suppose we have to upload Indian citizen's data on an app

we want them to feed their data by installing an app and filling the form provided in that

but how do we convince them to do that?

I mean what type of rewards or incentives we can arrange on a country level so that people willingly install the app and update their data.

So according to me, firstly we need to see what type of app it is, meaning to which sector the app belong to. There can be various types of personal information/data. We need to see what type of information the form demands and then provide incentives accordingly.

Lets say for an example we need the health data or say some data to improve the medication of a certain disease. In this we can provide the incentive like on the next visit to say a certain chain of hospital (example fortis) you’ll not be charged for the consultation fee which is expensive in hospitals like Fortis or they can get 15% off on their medical bill. Since Fortis hospitals are all over India, this can work fine considering country level. In return, the organization will get the information they need to fine tune the model.

Another area we can demand for personal information is the Insurance sector, I guess. On filling the form, the users will receive some reward points on their insurance. I thought of this considering there are two insurance companies who want to update their insure policy risk level. Both of these companies are having similar kind of customers. The customers of both of these insurance companies will receive reward points which will later turn into discounts or premium increase for a few months. In return we will get the required information from the customers of both the companies and build a combined model to benefit both the companies.

**INCENTIVES IN HEALTHCARE:**

1. Gamification: Gamification is defined as the use of game elements in activities that are not commonly associated with games. These game elements include but are not limited to colorful aesthetics, point systems, social competitions (ie, leaderboard), avatars, in-game rewards, and storyline quests. for example, accruing points in an app that can be redeemed for a shopping voucher at a physical store.

**IDEA 1:** From what I read and have experienced, the thing which is common to all the apps we use is convenience. Any app we are using today is very convenient to us. So, what I thought was that we can provide a say 3 month premium to first time users of the app, where they get to consult a doctor free of cost for the first 3 months after that they need to buy the subscription. There is an app which already have this feature but they only provide the consultation and charge for that. Since this is an incentive there will surely be other things that app will do.

My question here is that say the users download the app and fill the form, what else the app has to offer. We can use what the app has to offer and add a suitable incentive according to that also.

Also while reading some papers, I found that IoT devices can also be used as an incentive in healthcare. Smart watches are very popular these days and people of very age group like to wear them, it can track their basic vitals but what is common in all these is that they need to download an app to get more information. This can be a nice way to persuade people to download the app.

Whenever they open the app, they survery/the form will open that will ask them about all the information that is needed to further train models.

What I also thought was that the app could include a leaderboard kinda section where they can compete with the people from their surroundings or so. The leaderboard could be about anything. Again, I don’t know else the app has to offer so I don’t know if this idea will or not but when I asked some people they were very intrigued by the idea of a leaderboard in the app, it can also increase the usability of the app.

**IDEA 2:** We can use this app as an intermediate. We all know that whenever we go to any private or government hospital, we need to stand in lines just to fill out our details and get the consultation form slip. We can remove that by using a simple app.

When the user will open the app, they will fill out the necessary details that every form in every hospital needs. Now they can choose which hospital they want to go to, on choosing the hospital, they can fill out some extra details like what is the purpose of the visit and all. Now once they are done with all the details filling a token number will be generated that they will have to use when they arrive at the hospital.

After the token number is generated an invoice kinda thing will open with the following details:

1. Name of the hospital
2. Time of the appointment
3. Name of the doctor
4. Date of the appointment
5. Location of the hospital on google maps

One they get the invoice they will have to pay the consultation fees through the app itself.

Now this app should be connected two ways, one from the user and another through the hospitals. The hospital will update and add the OPD timings of the doctors and operation hours like details.

Apart from the hospital this should also be connected to pathology labs so that whenever the user wants, they can schedule their tests also.

In short, the app should be convenient for any user to use.

**PROBLEM:**

It is a human tendency to not update their data in app once they are no longer feeling the symptoms. Taking an example of covid, lets sat a user fills the form and adds that they have covid now when the user has recovered, they will not open the app and fill that they have recovered. This can result in faulty data; the server will think that the user has still not recovered from covid.

For this problem we need to find an incentive mechanism so that the user is drawn to open the app and fill the details again and again.

**INCENTIVE MEACHISM 1:** Now we can add a leader board kinda thing to draw the user towards the app.

One thing the app can do is send a self-check-up notification to the user after every 15 days. All those users who will maintain do the self-check-up after every 15 days will start maintaining a streak. The users with high streaks will make the leader board. The top 3 users in the leader board will get discounts on medicines, follow check-ups at the hospitals and tests at pathology labs.

They can also make it to the leader board if they recommend this app to other users.

What we can do here is that we can add a self-check thing in the app where the user will take a survey through the form in app to check if they are healthy or not. We can make the app send a notification to the user in every 15 days for the self-checkin. Every time the user does self-check in it will be added to the streak they will maintain. This self-check in feature will also check like how many times they have been in a healthy state in the whole year. Based on their score they will be placed on the leader board. Now, since the users will be competing to stay on the leader board, we can add the location factor here. They can compete with the people in their locality to stay in the leader board. All those users who will make it to the leader board can get in-app reward points which can later be redeemed or used as discount or medical tests or medicines.

We also higher reward points to users who are maintaining their streak for 3 months, 6 months, a year.

We can also add the option to do self-check in using the google assistant here.

Here the users will open the app a. every time they need an appointment for the doc and b. for the purpose of self-check in.