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.

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.