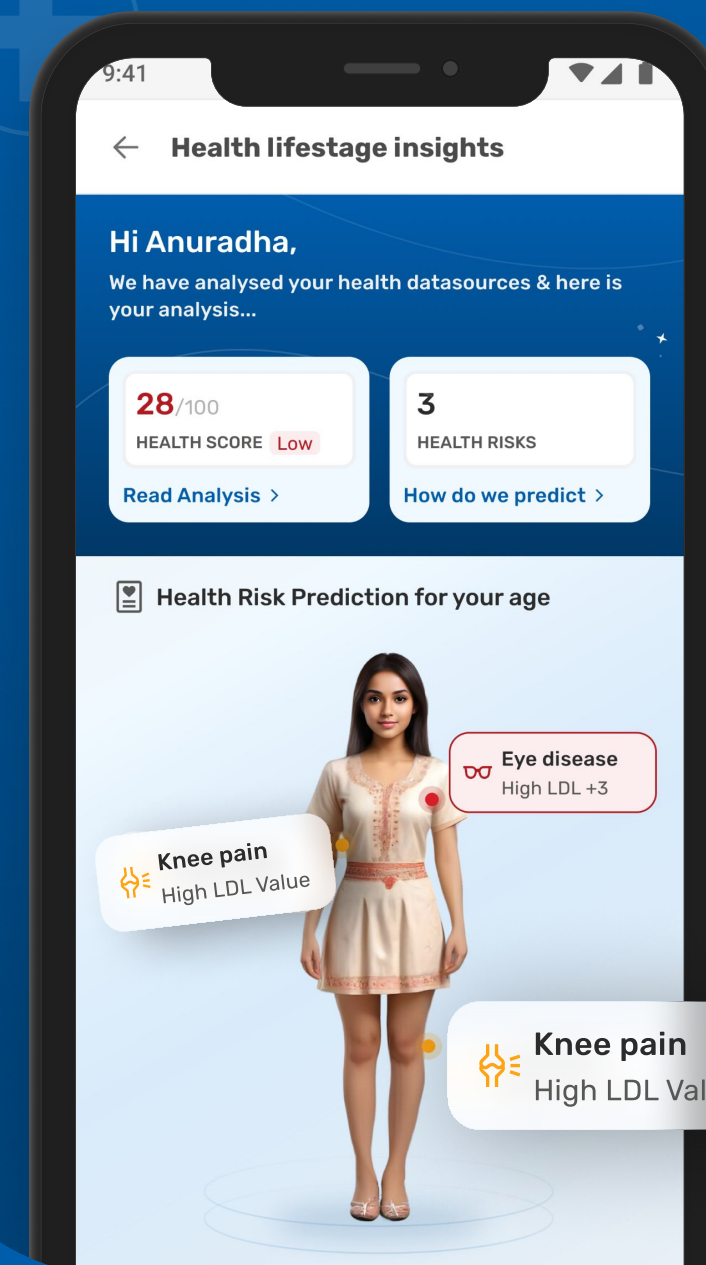


# Lifestage Insights

Predicting Age-based disease risks

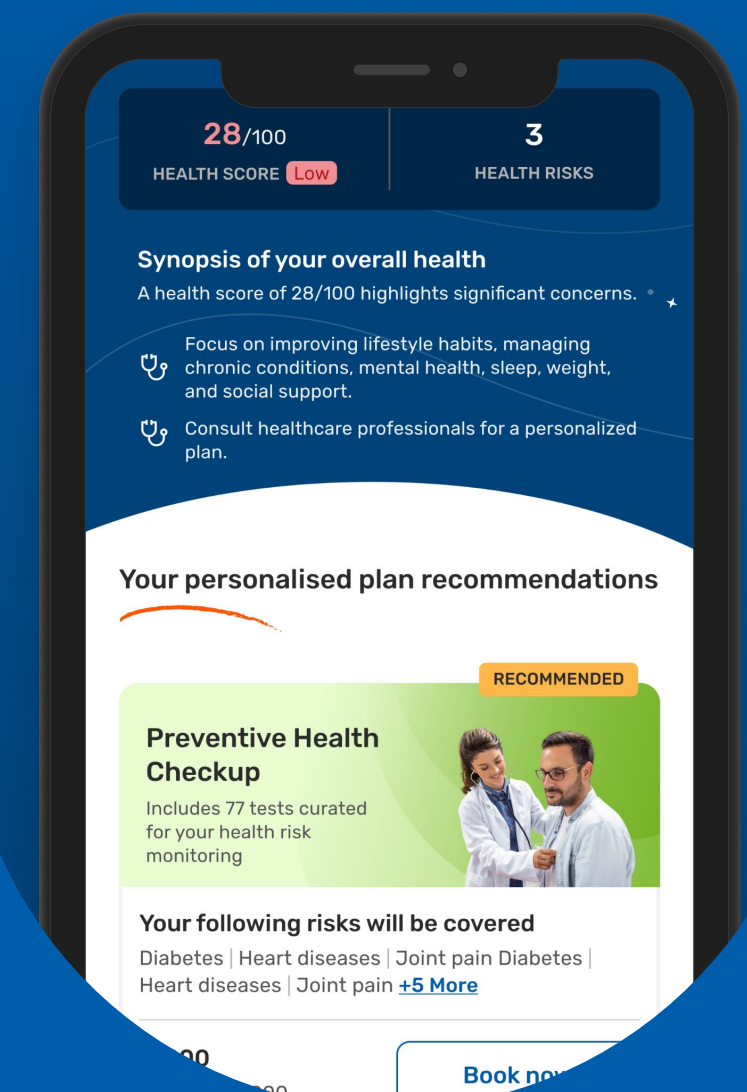
## Introducing Lifestage Insights

Bringing **personalised insights** from all your health data to predict age-related diseases and actionable preventive health recommendations and security



## Get tailored recommendations for analysed risks

Receive **detailed insights** on your likelihood of developing age-related diseases and tailored recommendations for tests and plans to mitigate these risks.



# My Role

I have played the role of Lead UX Designer in this project. This project is a design driven innovation resulting in Feature realisation. First of its kind in the organisation, where a feature was realised to be built from a design driven initiative.

# Collaboration team

1 Lead Product manager, 1 Associate product, 1 Associate data scientist, Associate Ui designer

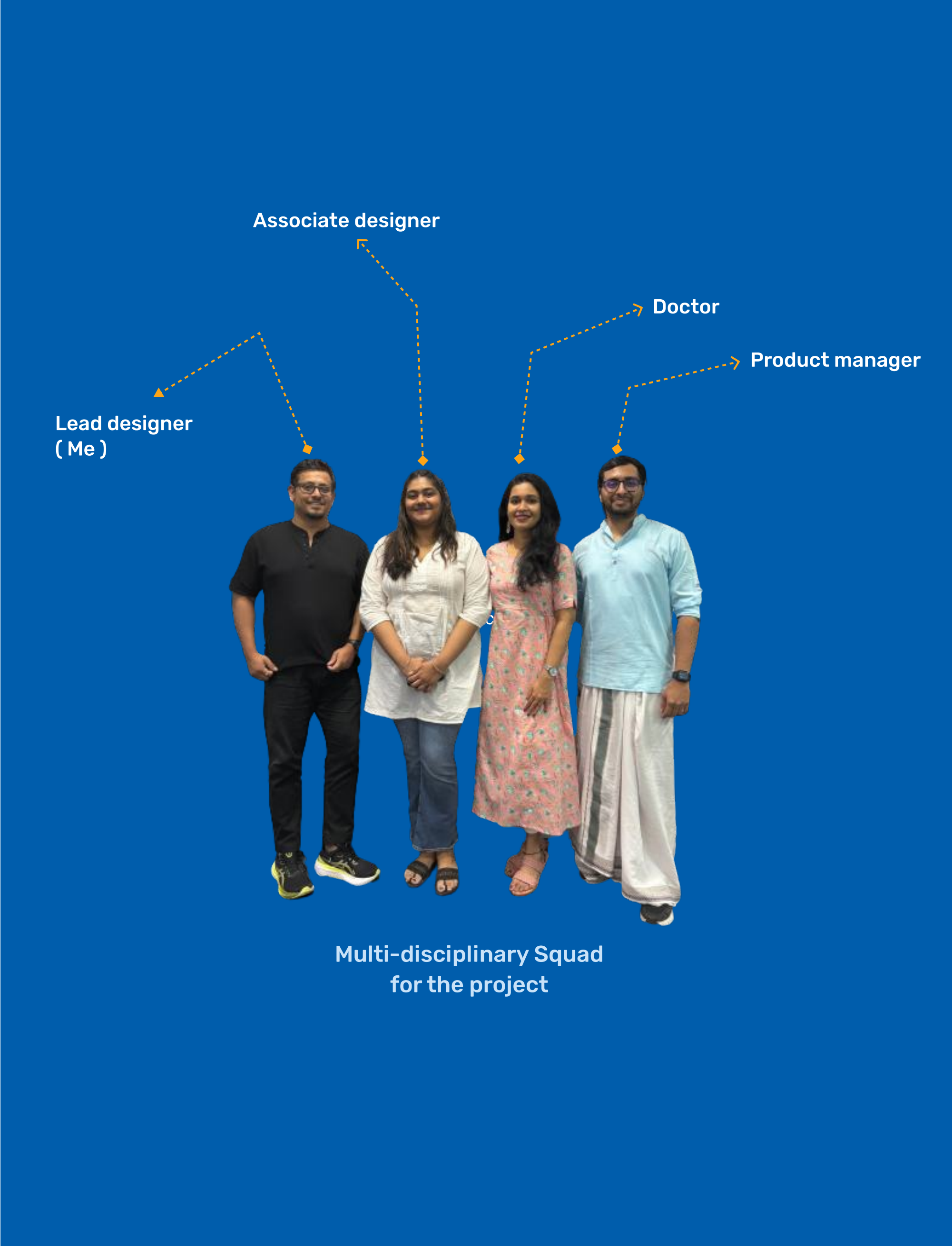
# Project Timeline

2 Months

# Project Status

Underdevelopment

# Awards associated



## Introduction

India is currently experiencing a substantial burden of non-communicable diseases and lifestyle-related ailments. People in urban areas have higher incomes and lead a more sedentary lifestyle than their rural counterparts. Besides, there are differences in types of jobs, education, wealth, social security, and health behavior, all of which are significant determinants of chronic diseases

CARDIOVASCULAR DISEASE (CVD), DIABETES, HYPERTENSION, CANCER, AND CHRONIC RESPIRATORY DISEASES together formed around 60% of all the factors responsible for deaths in India in 2014. About 27% of Indian adults suffer from cardiovascular disease and 18% are diagnosed with diabetes, with the prevalence being much higher in urban areas as compared to rural areas (12)

**In India, one in four people are likely to die of a chronic disease**

World Health Organisation. Noncommunicable diseases in the South-East Asia Region, 2011: situation and response.2012. Source:(12)

**It is important, therefore, for adults and older persons to be aware of the dangers and adopt a healthy lifestyle for healthy ageing.**

## (12) Source

[PLoS One](#). 2022; 17(3): e0264937.

PMCID: PMC8916671

Published online 2022 Mar 11. doi: [10.1371/journal.pone.0264937](https://doi.org/10.1371/journal.pone.0264937)

PMID: [35275937](https://pubmed.ncbi.nlm.nih.gov/35275937/)

### Prevalence and potential determinants of chronic disease among elderly in India: Rural-urban perspectives

[Arup Jana](#), Conceptualization, Formal analysis, Software, Writing – original draft<sup>✉</sup> and [Aparajita Chattopadhyay](#), Conceptualization, Supervision, Writing – review & editing

Bidhubhusan Mahapatra, Editor

[▶ Author information](#) [▶ Article notes](#) [▶ Copyright and License information](#) [PMC Disclaimer](#)

#### Associated Data

[▶ Data Availability Statement](#)

#### Abstract

[Go to: ▶](#)

Chronic diseases are the leading causes of disability and premature death among the elderly population in India. The study, using data from the 75<sup>th</sup> round of the NSSO survey (N = 44,631), examined the prevalence and determinants of chronic diseases among the population aged 60+ in India by applying bivariate and logistic regression analyses and used a non-linear decomposition technique to understand the urban-rural differences in the prevalence of chronic diseases. About 21% of the elderly in India reportedly have at least one chronic disease. Seventeen percent elderly in rural areas and 29% in urban areas suffer from a chronic disease. Hypertension and diabetes account for about 68% of all chronic diseases. The prevalence of chronic diseases is the highest in Kerala (54%), followed by Andhra Pradesh (43). West

## Todays Challenges for an Individual

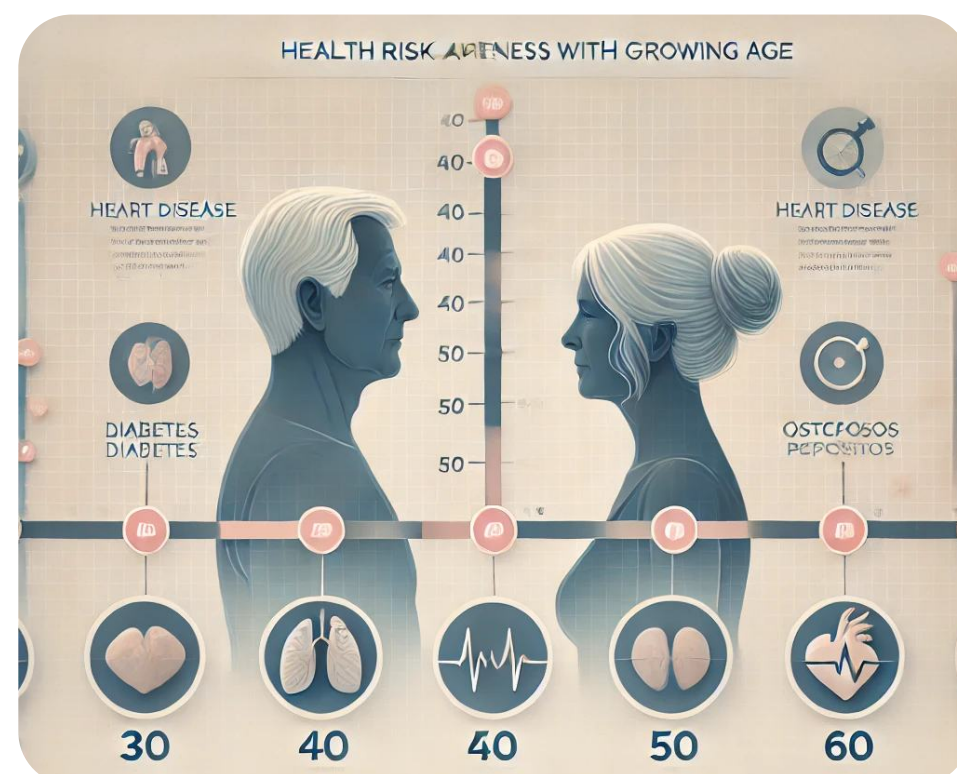
- In India, even if the prevalence of chronic disease is high, the awareness and preventive mindset is neglected.
- Until and unless a disease is diagnosed, no actual measures are taken by Indian population for current state
- As a age increases the prevalence and severity of diseases also increases, the aim of the project is to identify the risk factor before time
- Even if the regular user is conscious about their, their is a lack in guidance rail for users, with recommendations
- Delayed discovery of Critical Diseases

## What Problem to solve

- Making users aware of age based diseases risks
- Creating a need for health monitoring through Lab packages, tests and health managing plans
- Holistic health approach by analysing lifestyle, family history, Vitals and real-time lab reports

## How might we..

- Create awareness of disease which are probable to occur in a particular age group
- Design a comprehensive One-stop platform which creates awareness of health risks with growing age
- Helps an individual identify their risk of diseases which are likely to happen at a particular age,



## Key success criterias

Improved Health outcomes

Increase in Lab test & plan bookings

Journey completion rate

Lower drop off rates

Health risk assessment completion rate

Lab report upload rate

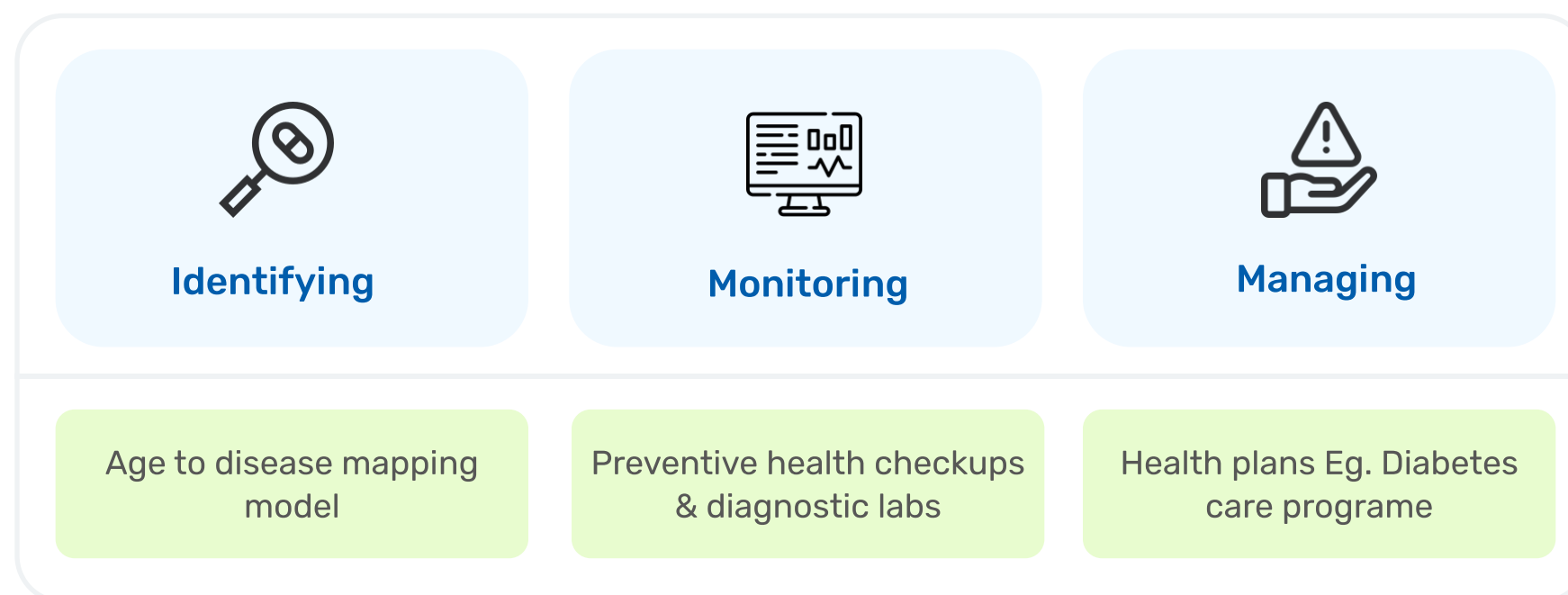
## Problem statement

Identifying age based health risks and providing solution for the same.

## Solution

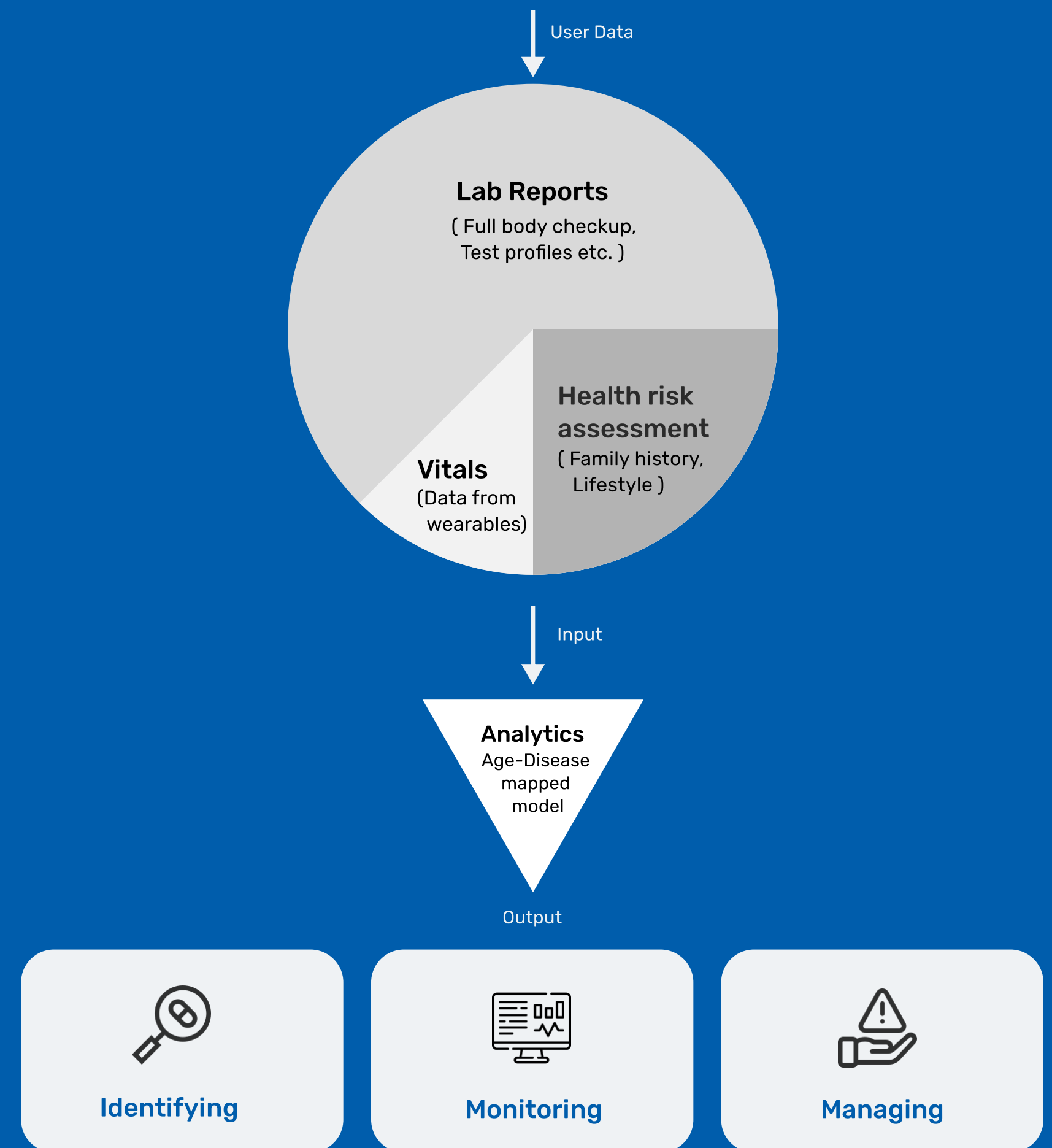
End to end guiding journey right from identifying the risks to monitoring the risk and managing the same.

Preventive as well as corrective measure



## User experience goal

- Completion of journey without drop-off
- Provide help and assistance wherever required
- Clear understanding of upcoming process
- Less cumbersome journey
- Low cognitive load through light weight design style



# Personas

Customers with a doctor prescription and trying to book a lab test.

## Who are we designing it for ? Target users



**Corporate employees**  
IC, Senior management &  
Executives



**Middle income salaried**  
Bank employee, Clerks , teacher,  
auto drivers, cab drivers



**Small business owner**  
Shop owner in II, III tier city



**Sales Agent**  
Insurance agents  
single focal for customers

# Let's take Arvind's case

Arvind and his wife met at the age of 25 during their first placement at Axis Bank in Mumbai. After two years of being in a relationship, they decided to get married and commit to living a healthy lifestyle. They began tracking their bodily changes, immunity, and essential nutrients to maintain their health. Their goal was to sustain a healthy lifestyle from the age of 28 onward.

While engaged in these health tracking activities, Arvind came across an article discussing the prevalence of age-related diseases. The article highlighted that with age, the risks of chronic non-communicable diseases such as diabetes, hypertension, and obesity increase. Arvind realized that these risks could become a reality if he and his wife did not pay close attention to their internal body dynamics, vital signs, and healthy lifestyle habits.

## Hari's Pain points

### Lack of awareness :

Arvind and his wife seeks for a platform for holistic understanding of health risks, as they age and grow together

### Time constraints:

As the couple is working, both have time crunch. They find it difficult to keep a track of alerting areas leading to health risks/diseases

### Consistent followups & reminders:

It is difficult to read Doctor prescription & understand the tests

### Lifestyle issues & Family history

It is difficult to read Doctor prescription & understand the tests

## How might we help Hari

### GOAL 1

Help Hari to be aware of health risk factors with growing age of him and his wife.

### GOAL 2

Offer future health risk insights based on age and body parameters.

### GOAL 3

Monitor Abnormal or risky health parameters and avoid future risks

### GOAL 4

A one-stop platform to view current and future health risks. Stay informed about age-based disease prevalence. Access personalized health checkups and customized plans



# Design principles

**Data driven**

**Proactive**

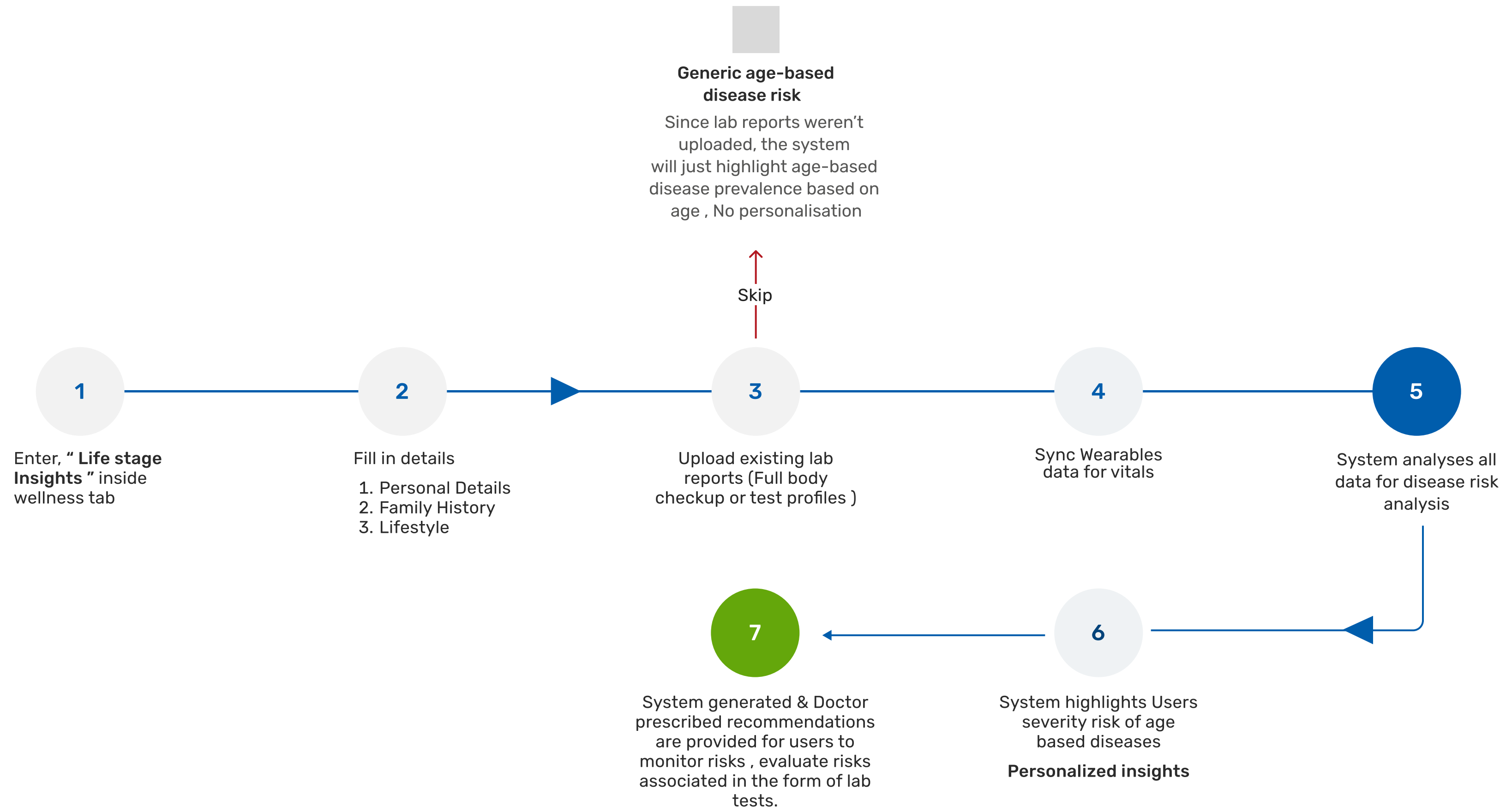
**Smart**

**Guided**

**Intuitive**

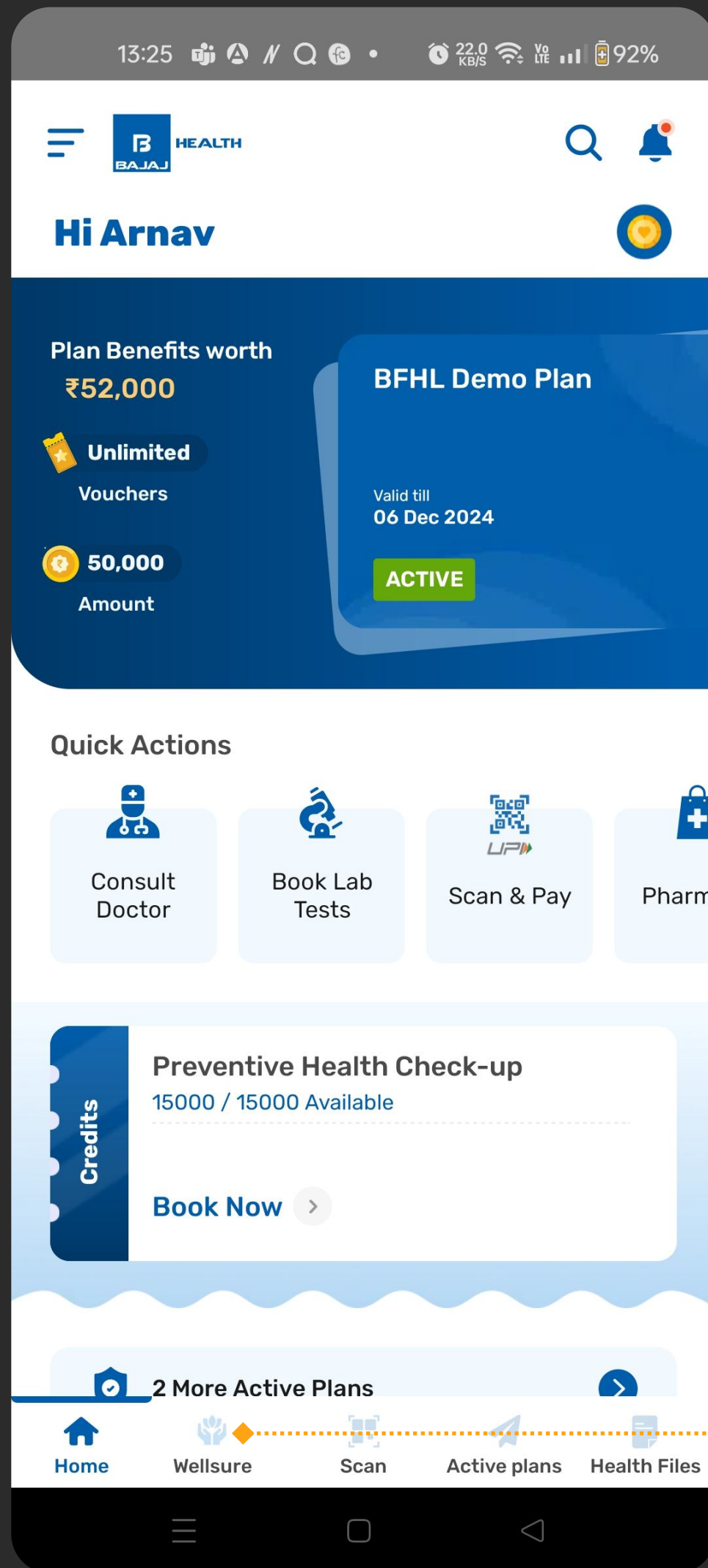


# Proposed design flow

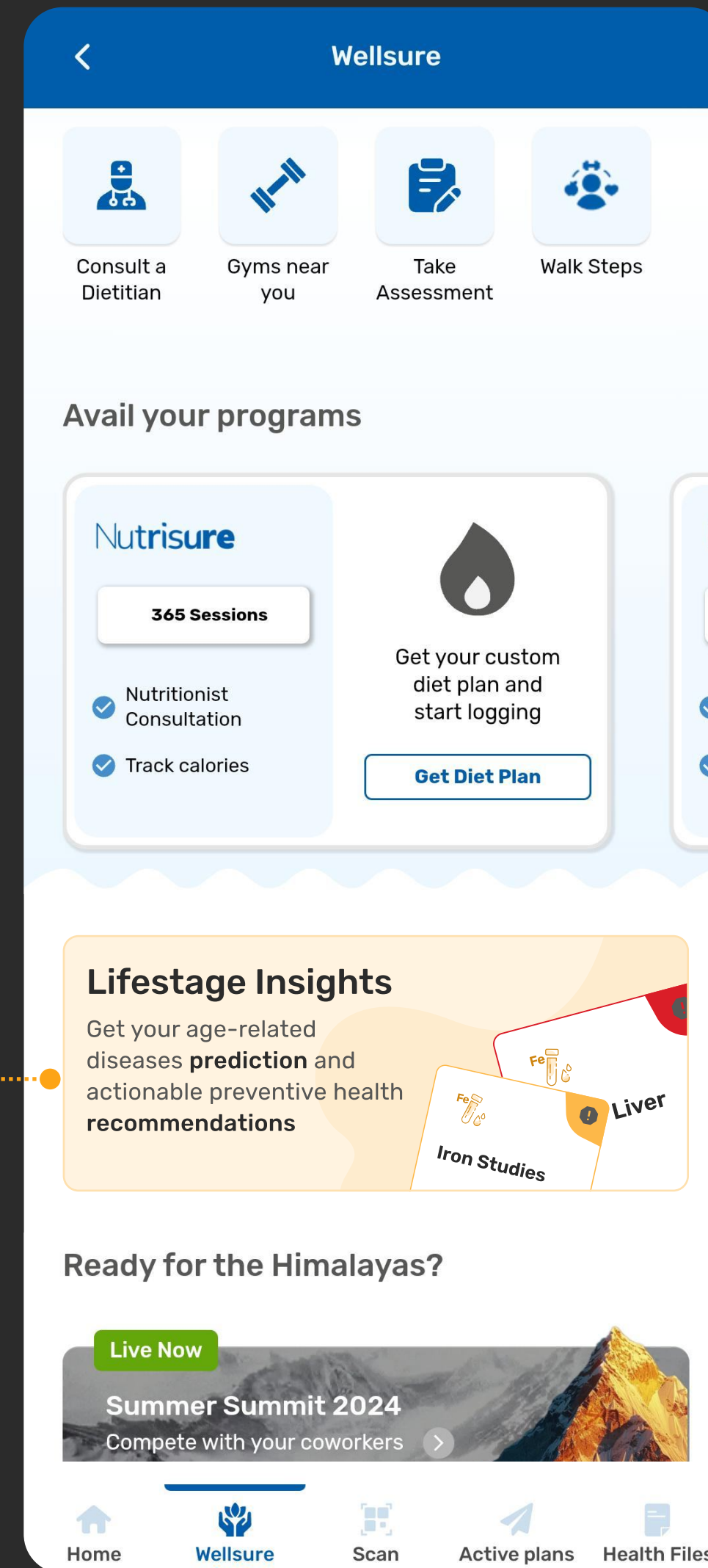


# Design flow

App homepage

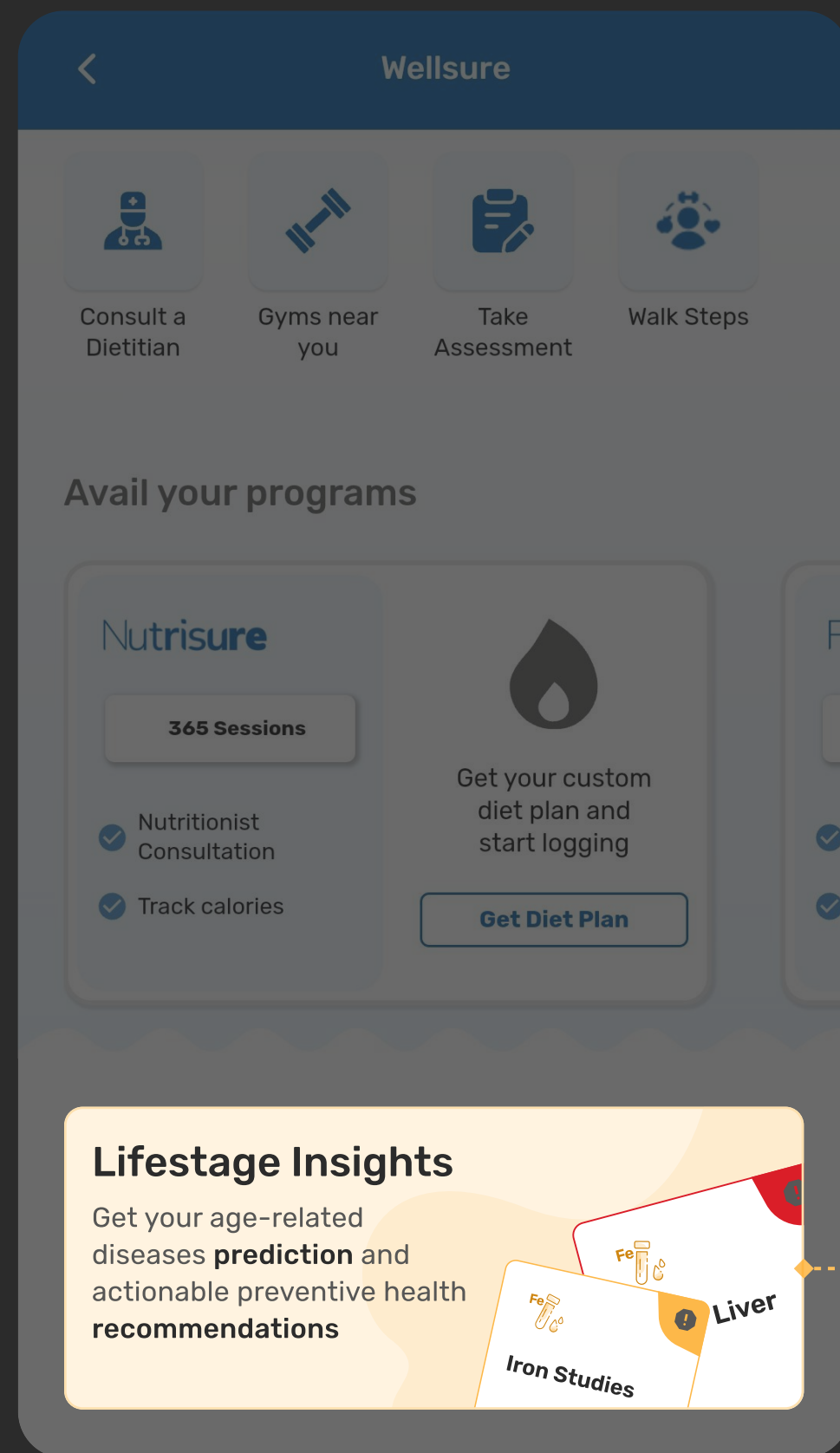


Wellness programmes page



Click

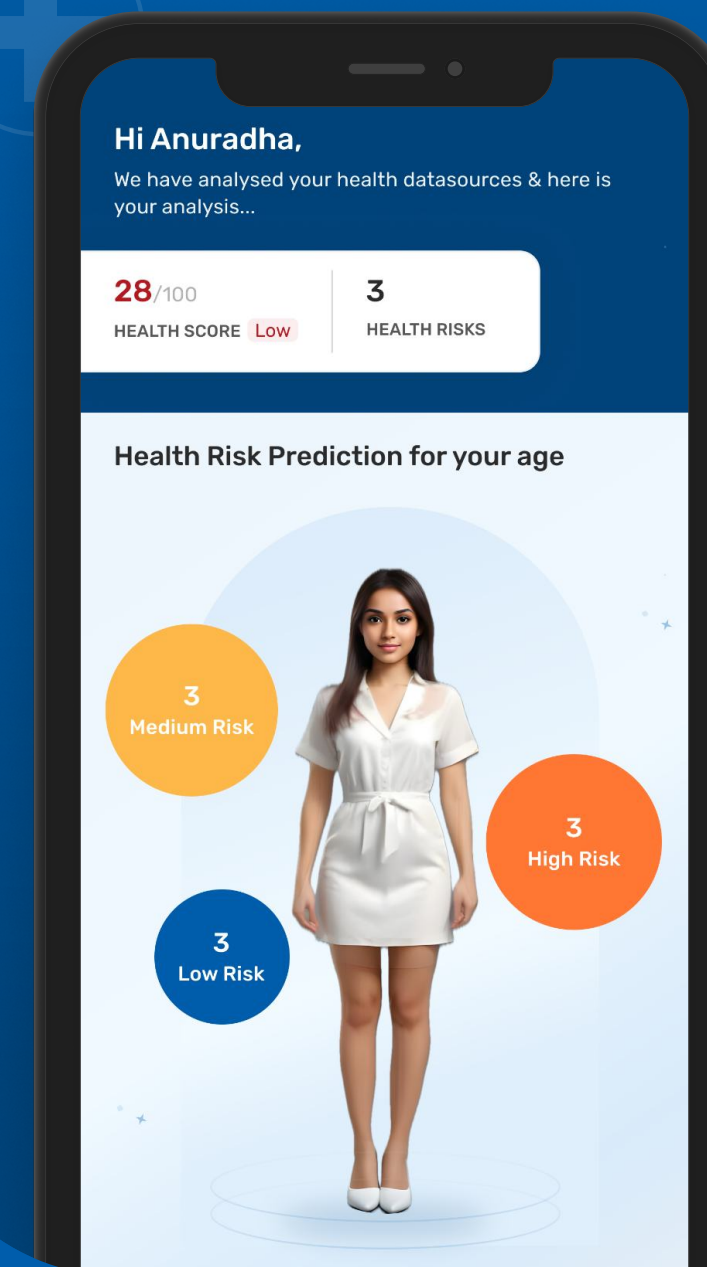
## Onboarding 1.0



Click

# Introducing Lifestage Insights

Bringing **personalised insights** from all your health data to predict age-related diseases and actionable preventive health recommendations and security



# How do we do it?

By collecting information from health data sources and analysing to produce disease risks with severity. You are required to:

1

Health risk assessment



2

Upload lab reports



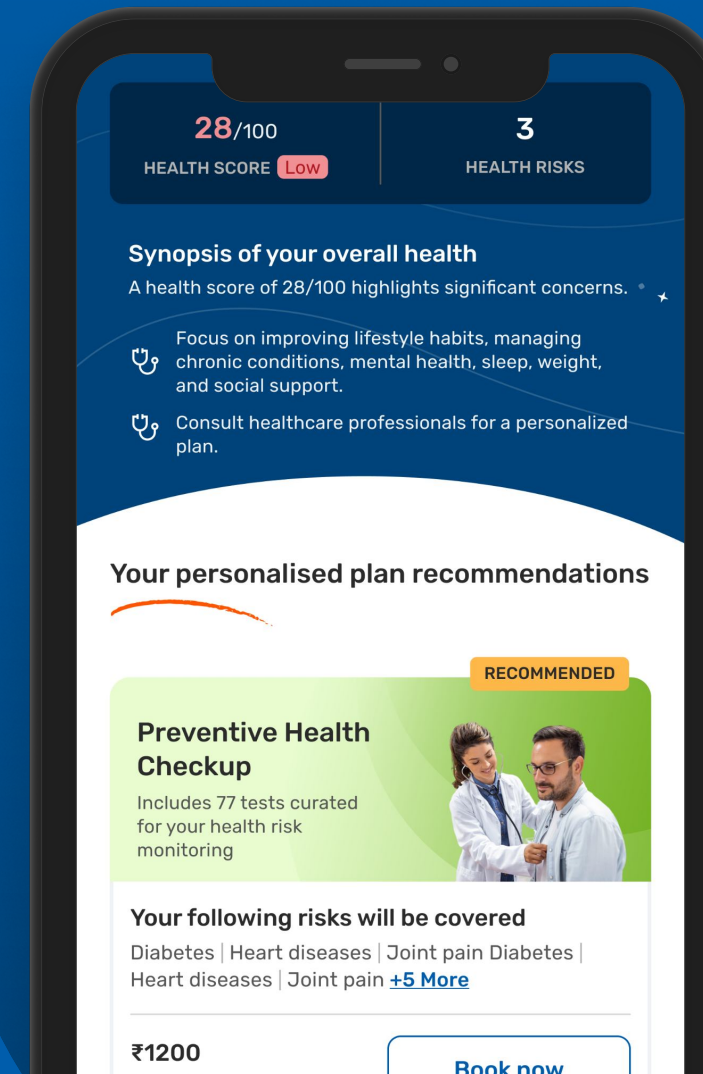
3

Personalised insights on age related diseases



# Get tailored recommendations for analysed risks

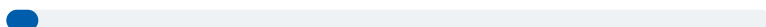
Receive **detailed insights** on your likelihood of developing age-related diseases and tailored recommendations for tests and plans to mitigate these risks.




Get started

# Health Risk Assessment ( HRA) Begins


9:41


< 




## What is your gender?

To give you a customise experience, we need to know your gender

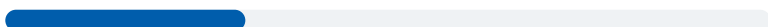
 Male

 Female

 Other

**Next**

9:41

< 

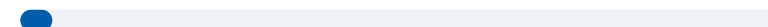
## What is your Date of Birth?

To give you a customise experience, we need to know your gender

Jan		
Feb	1	2023
<b>Mar</b>	<b>2</b>	<b>2022</b>
Apr	3	2021
Jun	4	2020

**Next**

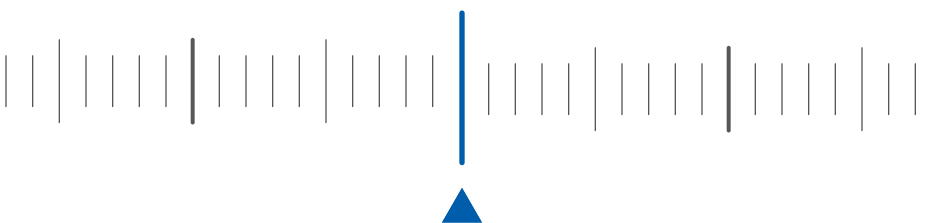
9:41

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## What is your Height?

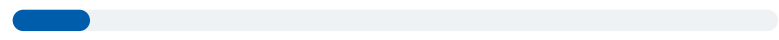
To give you a customise experience, we need to know your gender

5'55" ft inches Feet



**Next**

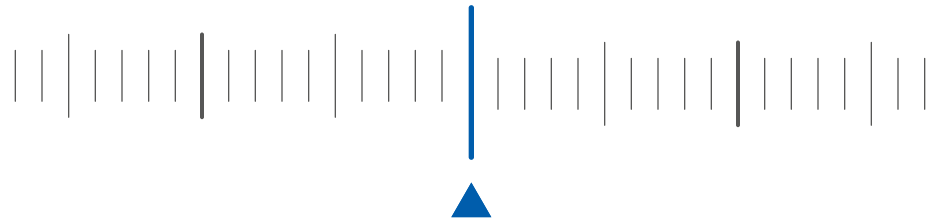
9:41

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### What is your Current Weight?

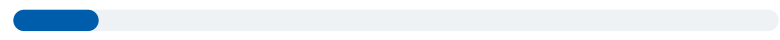
To give you a customise experience, we need to know your gender

**50 kg**



**Next**

9:41

< 

### Any known heath issues...

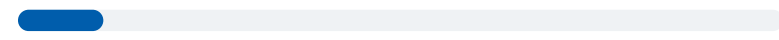
To give you a customise experience, we need to know your gender

You can select more than 1 option

- Diabetes
- Heart Disorders
- Asthma
- Thyroid
- None



**Next**

9:41

< 

### Do you Drink?

To give you a customise experience, we need to know your gender

-  Yes
-  No
- Occasionally

**Skip** **Next**

# Awesome!

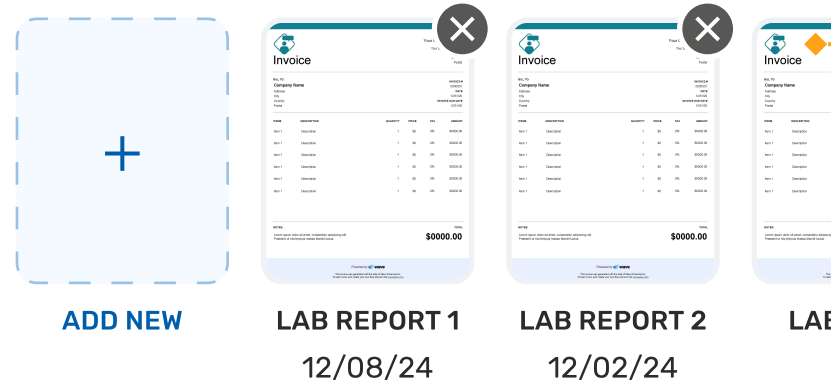
You have completed your HRA

We have generated your HRA score which will be used to compute your final health score.

Help us predict your risks more accurately with just 2 easy steps.

- 1 Complete health risk assessment  
For accessing your lifestyle related diseases
- 2 Sync your lab reports from health files  
For us to analyse the blood parameters

Available reports



### Available Lab reports

To make the efforts of the user lesser, We will fetch full body checkup lab reports from our in-house "Healthfiles" feature

Skip

Upload selected reports

### Next step

Upload selected reports for Analysis

# Analysing health data



We are analysing the Health risk assessment, lab reports and Vitals and will collate a final health score for you.

### What will we predict?

- 1 Overall health score
- 2 Health risk prediction for your age
- 2 Recommendations for your health risk

Hi Anuradha, 25 yrs

We have analysed your health datasources & here is your analysis...

28/100

HEALTH SCORE Low

3

HEALTH RISKS

### Health Risk Prediction for your age



#### Description

Health risk prediction works for individuals to make them aware of their likelihood of having age-based diseases.

#### High Risk Diseases

Disease with Higher propensity Diseases with higher likelihood of surfacing in an Individuals Higher Likelihood of having this disease

#### \*How are these calculated ?

- i. These are calculated based on Previous full body reports , users lifestyle choices and daily vital measurements .
- ii. A health score is also indicated based on these 3 parameters , which is a quantitative way of measuring users Health Status

High Risks Moderate Risks Low Risks

We have analysed your health datasources and here is your analysis...

- Diabetes
- Heart disease
- Joint pain

[View details](#)

#### Health score analysis

28/100

Focus on improving lifestyle, managing chronic conditions, mental health, sleep, weight & social support. Consult healthcare professionals for a personalised plan.



Health risk assessment

90% complete



Lab reports

2 reports



Vitals

Apple Health linked

Iron Bending Capacity NORMAL  
250.0 - 450.0 ug/dL 457.00 >

Transferrin LOW  
176.0 - 280.0 mg/dL 319.60 >

Iron Saturation BORDERLINE  
20.0 - 50.0 % 5.00 >

Iron Saturation BORDERLINE  
20.0 - 50.0 % 5.00 >

#### Next Step to view all diseases

Focus on improving lifestyle, managing chronic conditions, mental health, sleep, weight & social support.

#### What is Health Score

Focus on improving lifestyle, managing chronic conditions, mental health, sleep, weight & social support.

#### Factors comprising healthscore

1. HRA with 30% weightage
2. Labs
3. Vitals

#### LOW Parameter

Low parameters are medical indications of an individuals parameter being in a risky status

High Risks Moderate Risks Low Risks

We have analysed your health datasources and here is your analysis...

Scroll down



Hi Anuradha, 25 yrs

We have analysed your health datasources & here is your analysis...

28/100

HEALTH SCORE Low

3

HEALTH RISKS

### Health Risk Prediction for your age



**High Risks** Moderate Risks Low Risks

We have analysed your health datasources and here is your analysis...

Click

28/100

HEALTH SCORE Low

3

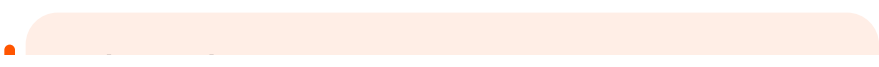
HEALTH RISKS

### Health Risk Prediction for your age

[Go to all risks](#)



**Joint pain** Diabetes Heart disease



[View personalised recommendations](#)

28/100

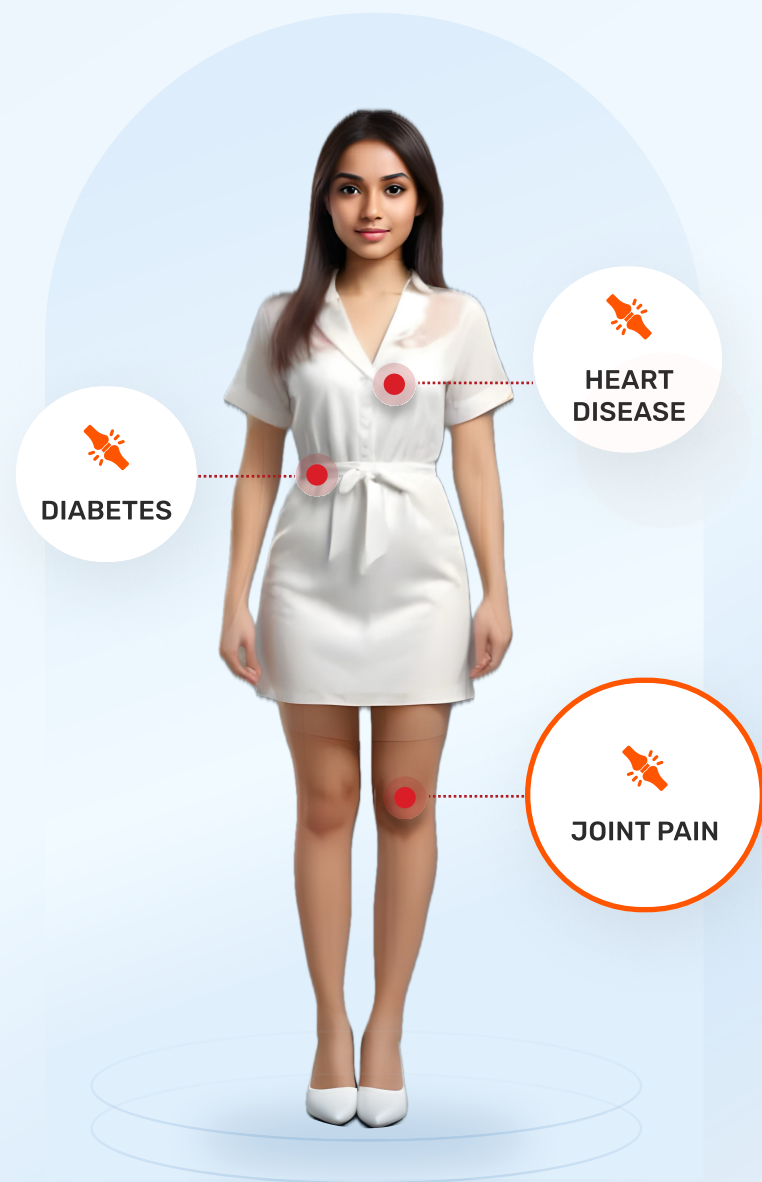
HEALTH SCORE Low

3

HEALTH RISKS

### Health Risk Prediction for your age

[Go to all risks](#)



**Joint pain** Diabetes Heart disease

Scroll down

[View personalised recommendations](#)



**Joint pain** Diabetes Heart disease

#### Joint pain

High risk of diabetes refers to individuals with a strong likelihood of developing type 2 diabetes or exhibiting significant indicators of diabetes. Prompt intervention is essential to prevent progression.

#### Probable causes of risk

Based on your health data from Health assessment, lab reports and vitals:

- Your HBA1C levels as on 7 Apr'24 was **6.5%** (Normal range is 5.7% - 6.4%)
- Your fasting blood sugar levels as on 7 Apr'24 was **200mg/dl**
- Heavy smoker
- Carrying too many pounds
- Lack of physical activity
- Family history of diabetes

#### Disclaimer

- BFHL is not responsible for accuracy of details, services provided or grievances with the provider. Kindly check with the provider at the time of your appointment.
- For more details, please check BFHL's [Terms & Conditions](#)

[View personalised recommendations](#)

**Disease with Higher propensity**

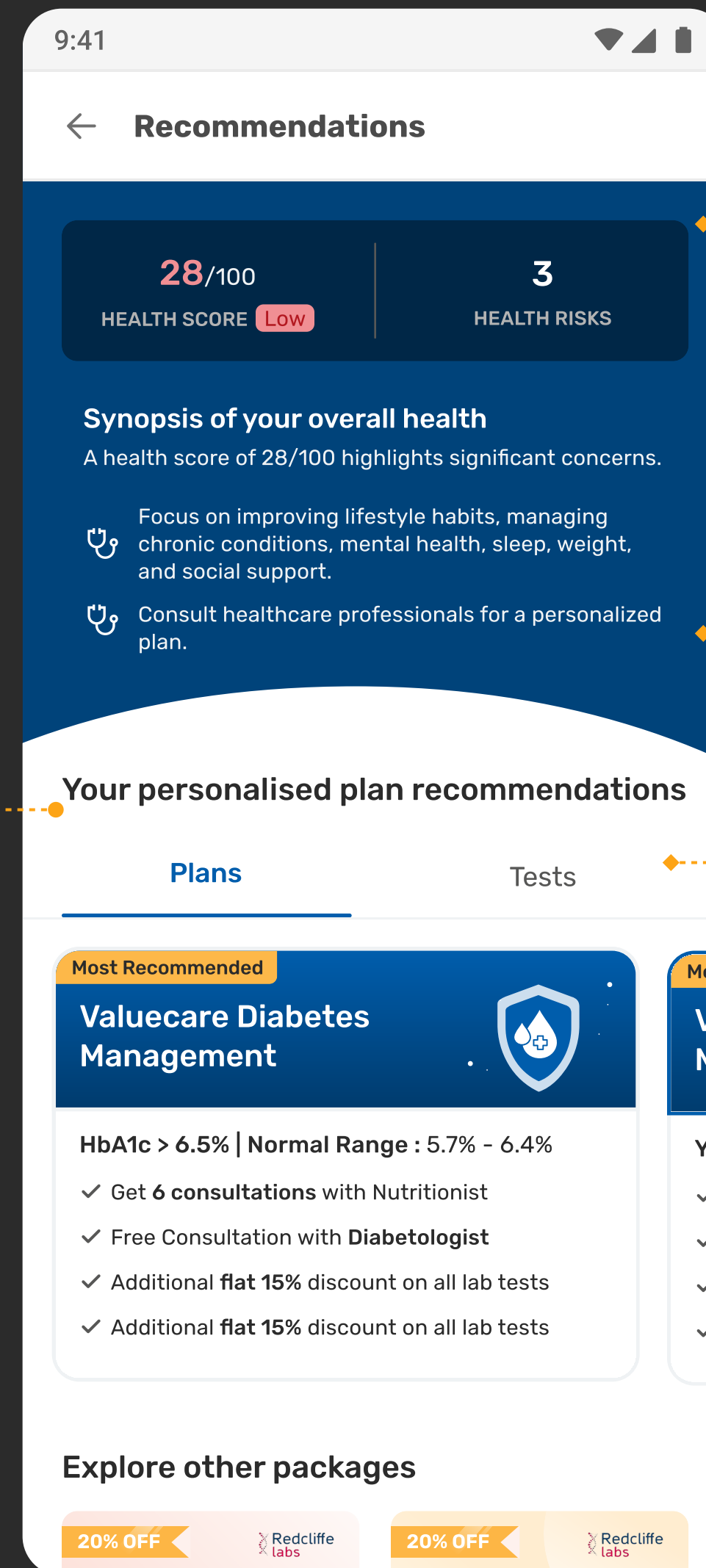
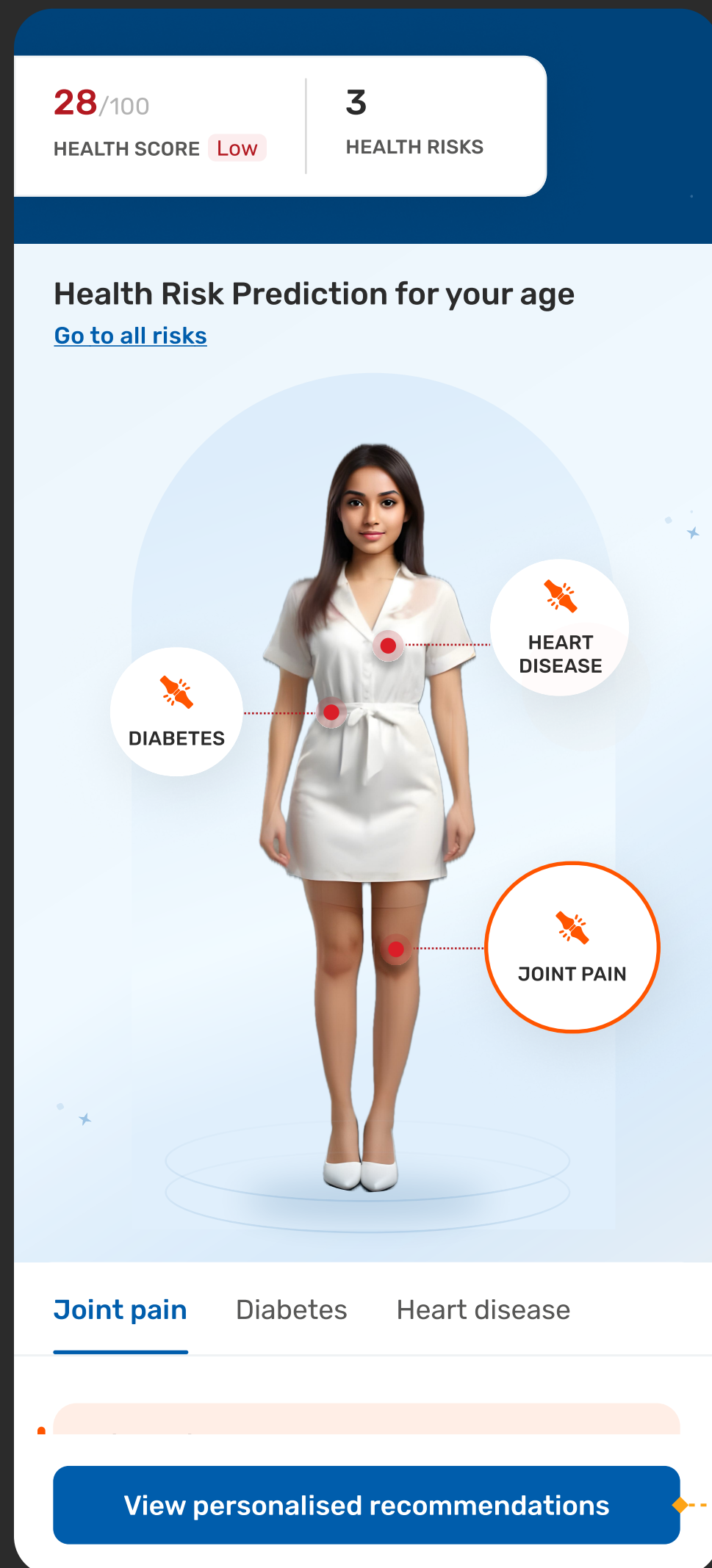
Diseases with higher likelihood of surfacing in an Individuals

**Probable causes of Joint pain**

This sections refers the rationale behind Tagging Risky as " Joint pain "

**Personalised Recommendations**

This will take the users to actionable recommendations for Joint paine

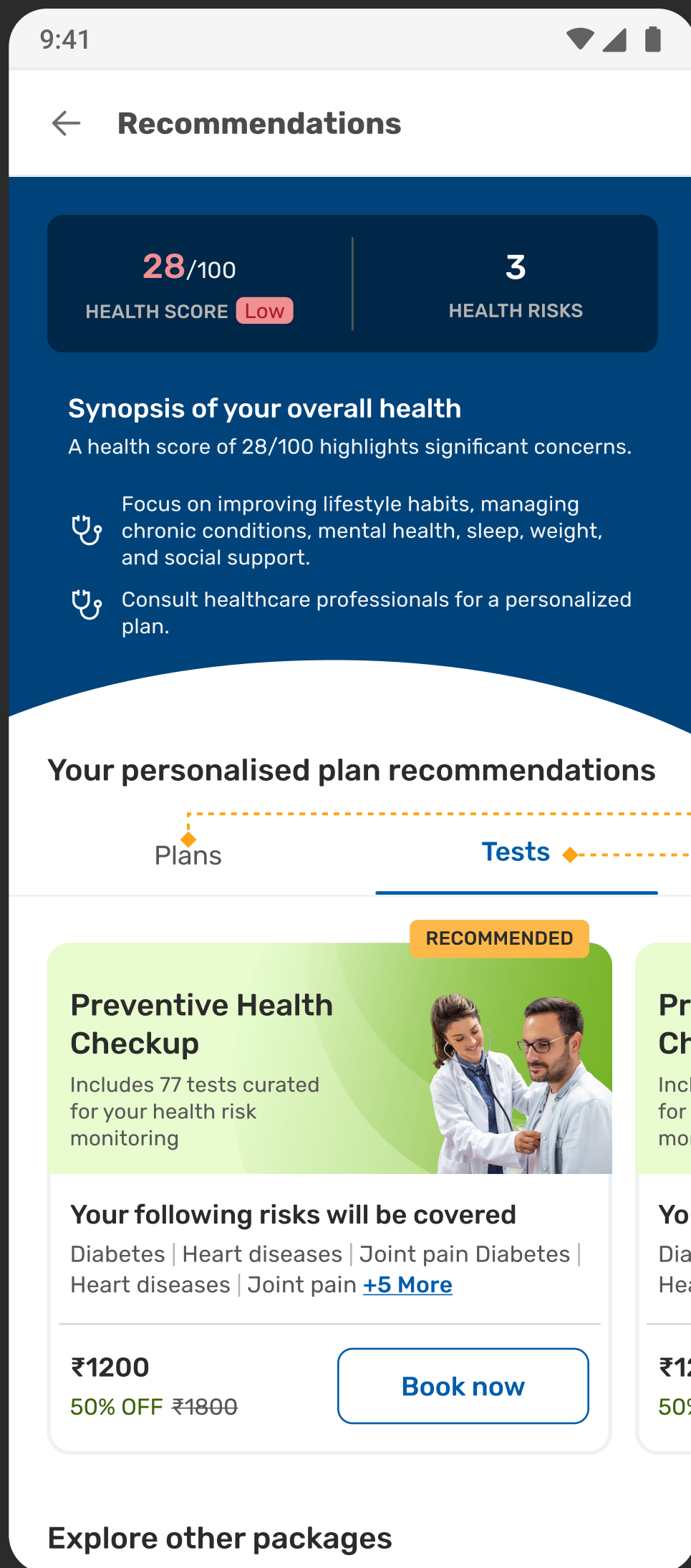


● **Contextualization**

Individual is reminded of his/her health score & risks based on health data

● **Recommendations**

Recommendations are in two forms:  
 1. Prescriptive: Evaluate & validate any disease risks  
 1. Preventive: Proactive identification of diseases



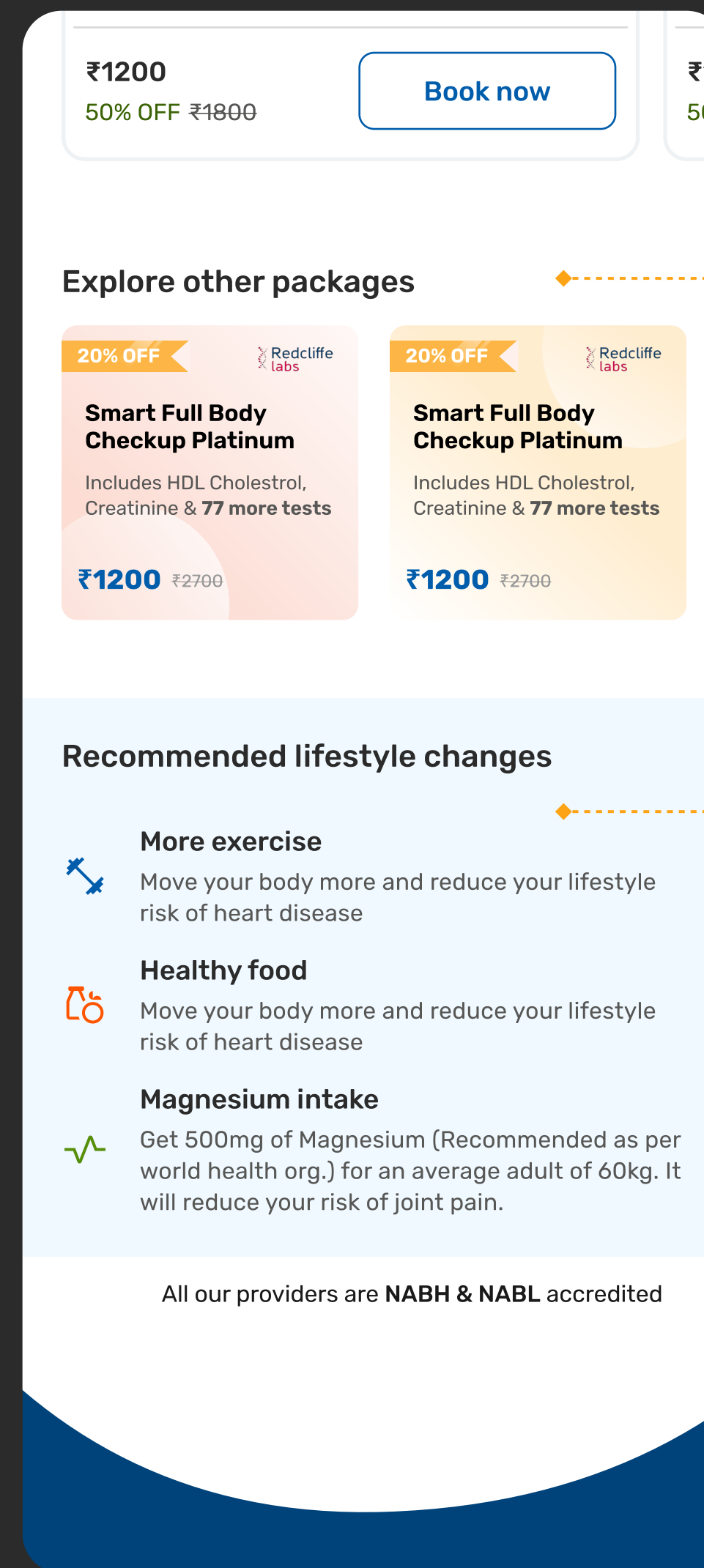
**Plan recommendations**

Plans are for disease management

**Test recommendations**

Recommendations are in two forms:

- 1. Prescriptive: Evaluate & validate any disease risks
- 1. Preventive: Proactive identification of diseases



**Explore packages**

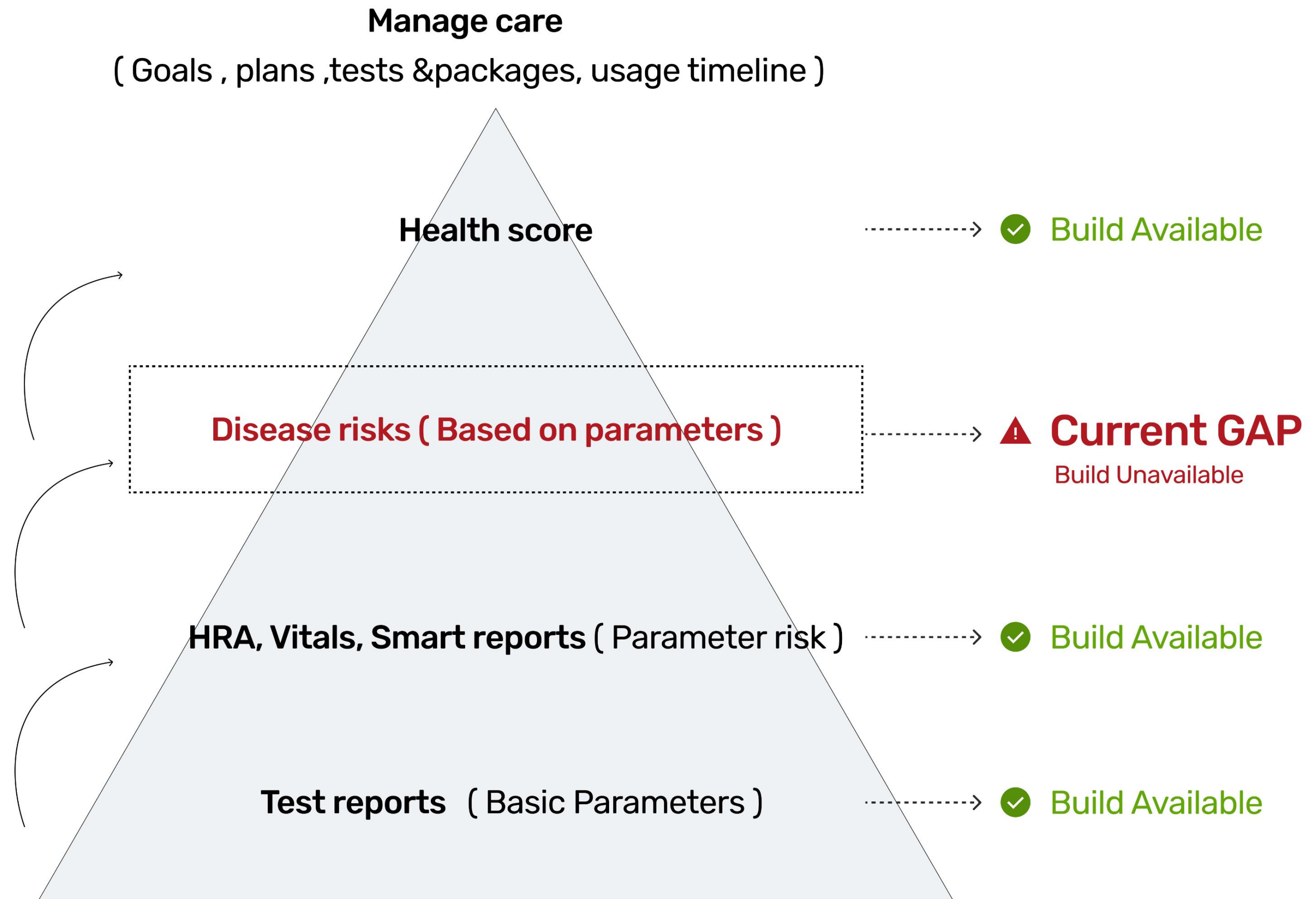
Other packages for the users in case the recommended one is already taken by the user

**Lifestyle recommendations**

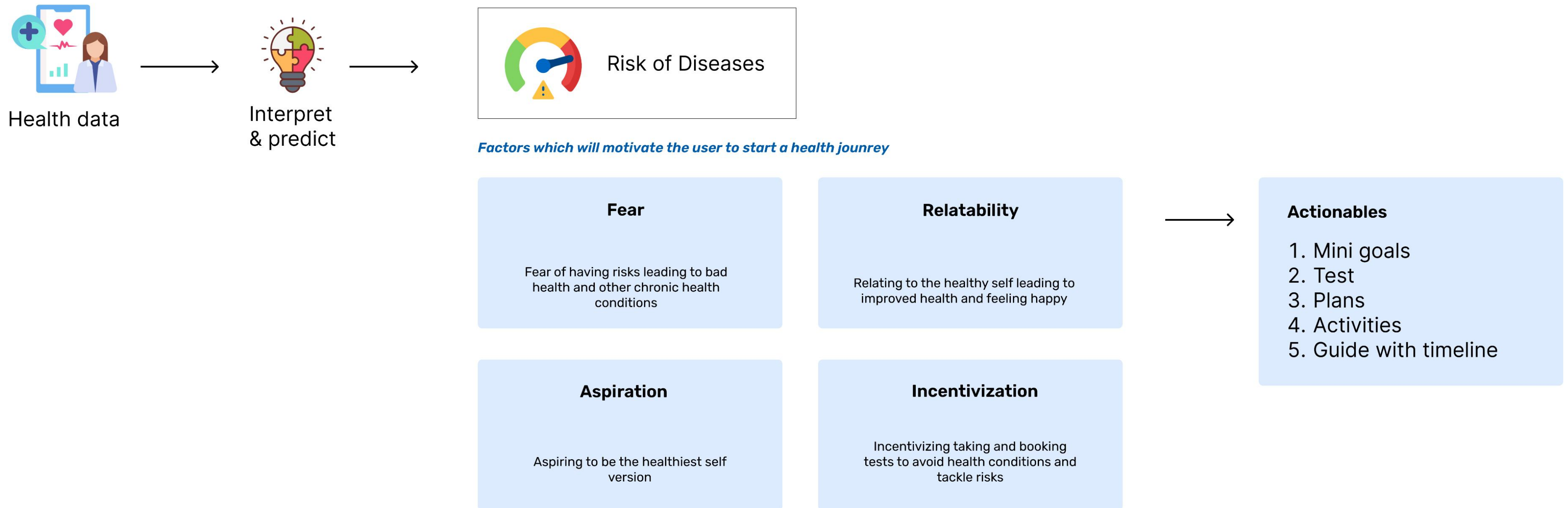
Other dietary and habitual recommendations for Disease risks

## Why does this feature matter for our business ?

---



# Why does this feature matter for our Users ?



# Discovery Research Report

## Lifestage Insights

### Predicting Age-based disease risks

This project was realized after a good understanding of target users , their needs and pains.

The discovery research with opportunities was presented to the chief business officer. The chief business officer approved the “Lifestage Insights feature ” which came out from the discovery research.

Click in the below link to read

<https://www.figma.com/design/AcBPEZUSC5Y3zreE0b9krV/AGE-BASED-DISEASE?node-id=0-1&t=BSi6w33f7X0bea7L-1>