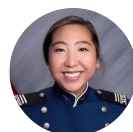




The Finale

● Welcome to Team Health ChatBot!



Shirley Hao



Susan Ripley



Virginia Chan



Ximena Zuleta



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HEALTHCARE CHATBOT PRESENTATION

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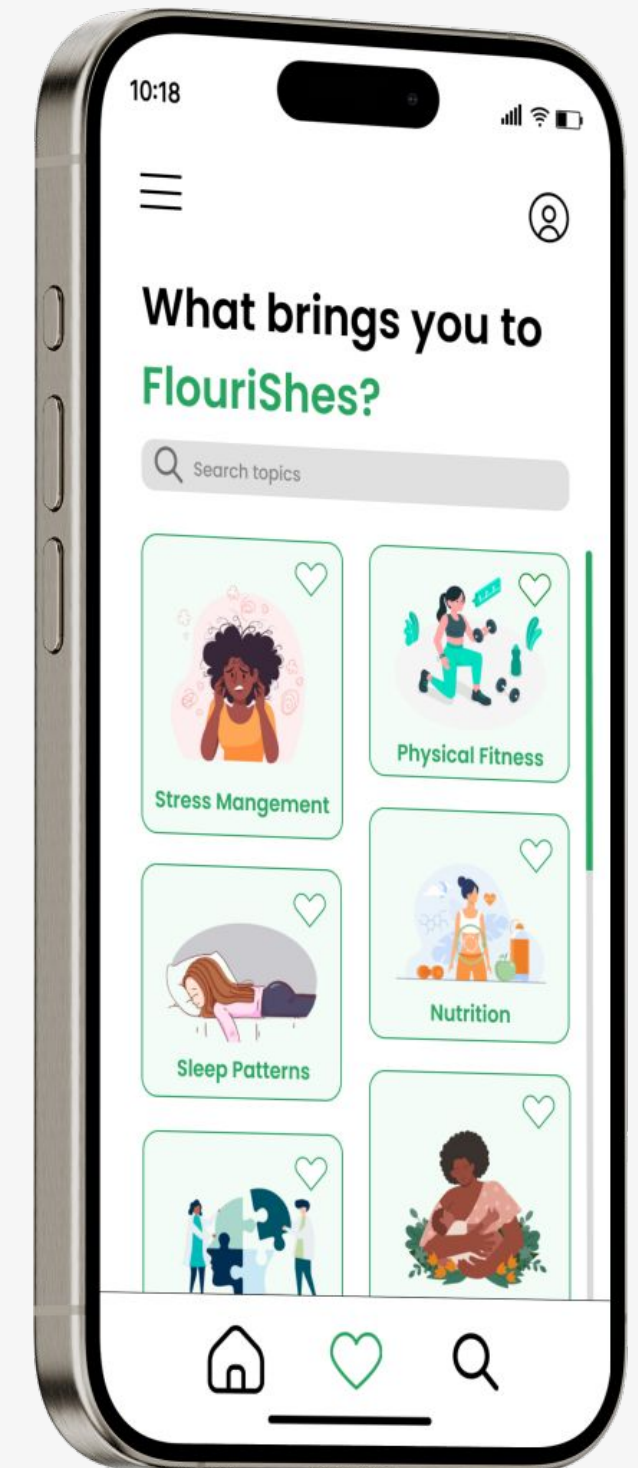
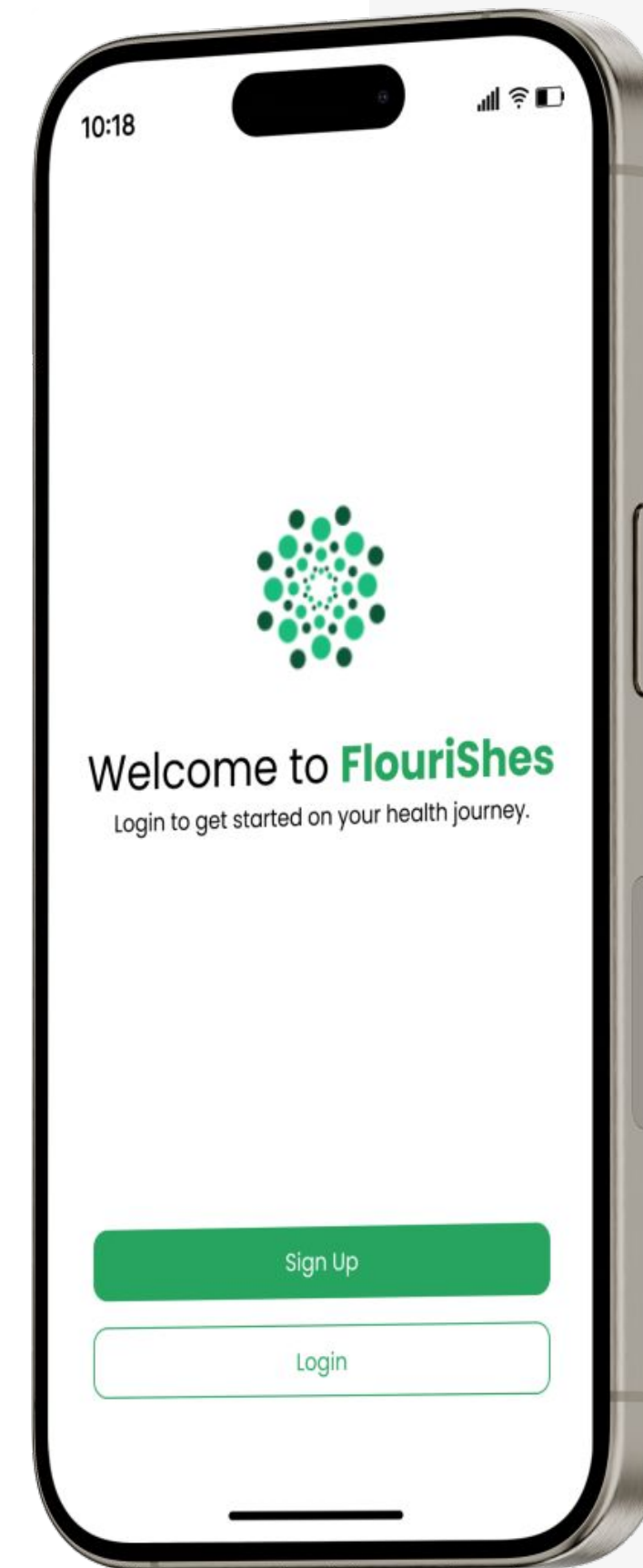
05 Implementation

WELCOME

Empowering Women to Own Their Health

We are excited to share our **BIG idea** that not only caters to women's health but transforms the way women access and manage their physical fitness and nutrition.

We're calling it **FlouriShes** and we believe this technology will help *empower women to own their health*.



PROBLEM STATEMENT

Empowering Women to Own Their Health



Women often struggle to find reliable and affordable fitness and nutrition information that caters to their specific personal, medical, cultural, and religious requirements. The challenge is amplified by the overwhelming array of fitness and diet resources scattered across books, websites, and apps. None of these sources consolidate everything in a single, accessible platform, and many provide conflicting advice.

Despite women constituting half of the world's population, a mere ~2% of healthcare research and innovation is dedicated to female-specific conditions.

The overarching objective of **FlouriSHEs** is to empower women to own their health by offering a personalized and reliable source of fitness and health information.

INSPIRATION

WHAT ARE WE SOLVING FOR?

01 Lack of Personalization

Many existing workout programs provide generic routines that may not consider individual health conditions, fitness levels, or goals. Each person has different needs, preferences, and responses to physical activities.

02 Accessibility Barriers

Workout programs, gym memberships, nutritionists, and other health-related services often come with high costs, posing limitations for individuals with financial constraints. Additionally, users with demanding schedules or don't know where to start, may find it challenging to prioritize health and start their self-care journey.

03 Limited Adaptability to Life Changes

Life circumstances, like pregnancy, pre/post-operative care, injury rehabilitation and pre-existing medical conditions, may require modified workout suggestions. Unfortunately, many existing programs may not be equipped to adequately address these specific needs.

04 Limited Diversity and Inclusivity

There's a need for inclusive content, representation, and features to ensure accessible and relevance for a diverse user base. Cultural sensitivity, language accessibility, and a commitment to embracing body positivity are essential elements in creating a welcoming environment for all users.

WHAT WE BELIEVE

Our Vision

Create a Health Chatbot designed specifically for women – a comprehensive, accessible, and adaptable solution that caters to the unique requirements of women, fostering inclusivity, and promoting fitness and healthy eating.

FlouriSHEs will empower women to own their health.

Who Is Our User?

Diverse: Women that have a variety of backgrounds and differences in ethnicity, race, age, religion, socioeconomic status, and abilities.

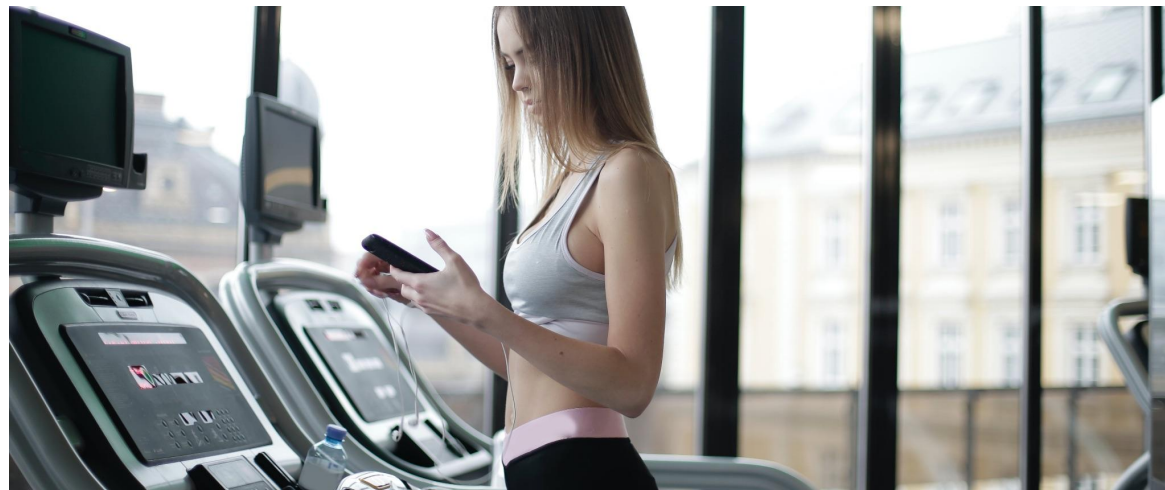
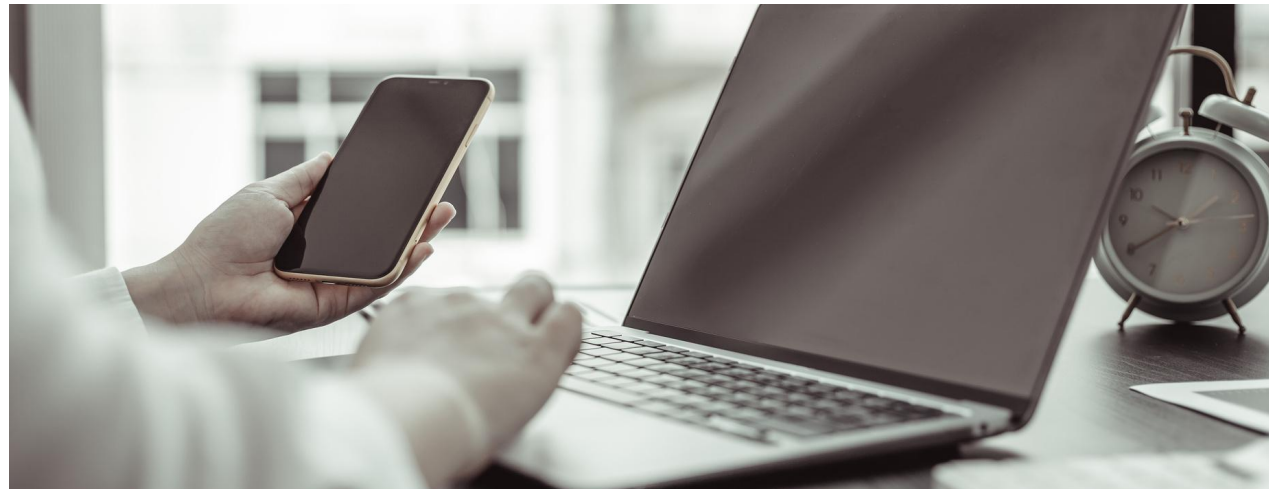
Varied Fitness Level: For individuals at the beginner stage of their fitness journey, those maintaining an active lifestyle, and those seeking tailored solutions for specific health conditions.

Multifaceted Lifestyle: Juggling schools, careers, family obligations, personal aspirations with a spectrum of responsibilities.

Individual Medical Diagnoses: Managing individual health challenges, whether recovering from pregnancy, surgery, injury, and dealing with specific medical conditions

SOLUTIONS

HEALTHCARE CHATBOT



Powered by [Pexels](#)

01

Accessible 24/7

On-demand access to workout and nutrition recommendation, guidance, and support, complementing traditional healthcare services.

02

Personalization

Tailored and safe fitness plans based on individual's medical conditions, preferences, and needs.

03

Education and Empowerment

Educate user on their own health through science-backed resources, empowering individuals to make informed decisions about their well-being.

04

All-In-One Solution

Offer a holistic view of healthy tips, workout and nutrition recommendations all in one place.

HOW WE WORKED

	Shirley	Susan	Virginia	Ximena
Ideation / Brainstorming	Collaboratively participated in the initial concept creation, reframed the problem statement, and focused on narrowing the concept during ideation after gaining insights from initial research.	Collaboratively participated in the initial concept creation, reframed the problem statement, and focused on narrowing the concept during ideation after gaining insights from initial research.	Collaboratively participated in the initial concept creation, reframed the problem statement, and focused on narrowing the concept during ideation after gaining insights from initial research.	Collaboratively participated in the initial concept creation, reframed the problem statement, and focused on narrowing the concept during ideation after gaining insights from initial research.
Research	Collaborated on planning and generating survey questions, took the lead in creating and synthesizing the card sort activity, and recruited participants for both the survey and card sort. Integrated insights gleaned from these activities into various artifacts, including personas, journey maps, prototypes, and more.	Collaborated on planning and generating survey questions and recruited participants for both the survey and card sort. Integrated insights gleaned from these activities into various artifacts, including personas, journey maps, prototypes, and more.	Collaborated on planning and generating survey questions, took the lead using qualtrics to create the survey for the team, recruited participants for both the survey and card sort, and provided the competitive analysis. Integrated insights gleaned from these activities into various artifacts, including personas, journey maps, prototypes, and more.	Collaborated on planning and generating survey questions and recruited participants for both the survey and card sort. Integrated insights gleaned from these activities into various artifacts, including personas, journey maps, prototypes, and more.
Narrative	Collaboratively expanded and refined personas, journey maps, and user flows. Proofread and offered feedback to the team throughout the process.	Utilized Miro stickies to visually identify common themes and characteristics among our target users. Created draft formats for personas, journey maps, and user flows. Collaboratively proofread and provided feedback to the team.	Collaboratively expanded and refined personas and journey maps, with a focus on taking the lead in building out the user flows. Additionally, proofread and provided feedback to the team at various stages of the process.	Collaboratively expanded and refined personas, journey maps, and user flows, taking the lead in the final visual presentation of the personas and journey maps. Additionally, proofread and provided feedback to the team at various stages of the process.
Sketching / Design	Provided sketches encompassing icons, interactions, and screens, offering collaborative feedback and insights grounded in research or peer evaluations. Actively contributed opinions and feedback on visual design aspects, including accessibility considerations.	Provided sketches encompassing icons, interactions, and screens, offering collaborative feedback and insights grounded in research or peer evaluations. Actively contributed opinions and feedback on visual design aspects, including brand and accessibility considerations.	Provided sketches encompassing icons, interactions, and screens, offering collaborative feedback and insights grounded in research or peer evaluations. Actively contributed opinions and feedback on visual design aspects, including brand and accessibility considerations.	Led the creation of both the sketches for the paper prototypes and the development of the high-fidelity prototype. Actively integrated feedback and insights from the team throughout the design iterations.
Prototyping	Actively contributed to collaborating and ideating on user flows and interaction pathways, as well as collaborated on creating usability test scripts.	Took the sketches provided by the team and imported them into Figma to create the interactive prototype. Actively contributed to collaborating and ideating on user flows and interaction pathways, as well as collaborated on creating usability test scripts.	Actively contributed to collaborating and ideating on user flows and interaction pathways, as well as collaborated on creating usability test scripts.	Created the high-fidelity interactive prototype and actively contributed to collaborating and ideating on user flows and interaction pathways. Additionally, collaborated on creating usability test scripts.
Collaboration	Consistently engaged in collaboration throughout the project.	Consistently engaged in collaboration throughout the project.	Consistently engaged in collaboration throughout the project.	Consistently engaged in collaboration throughout the project.
Documentation	While different sections may have been assigned for each deck throughout the project, everyone always pitched in to proofread and assist each other along the way.	While different sections may have been assigned for each deck throughout the project, everyone always pitched in to proofread and assist each other along the way.	While different sections may have been assigned for each deck throughout the project, everyone always pitched in to proofread and assist each other along the way.	While different sections may have been assigned for each deck throughout the project, everyone always pitched in to proofread and assist each other along the way.



IDEATION



Brainstormed & Reframed

- 01 Started with our initial problem statement concept
- 02 Identified who we believed our target users would be
- 03 Conducted in-depth research to learn more about our users and problem space
- 04 Reframed and narrowed our focus based on research insights
- 05 Transitioned into creating personas, journey maps, task flows, and prototypes based on our insights



PITCH DECK FEEDBACK

We presented our initial pitch deck and received feedback on the overall vision and solutions of FlourishShes. This helped us in constructing our user research to ensure these concerns are being addressed as we are designing the final product.

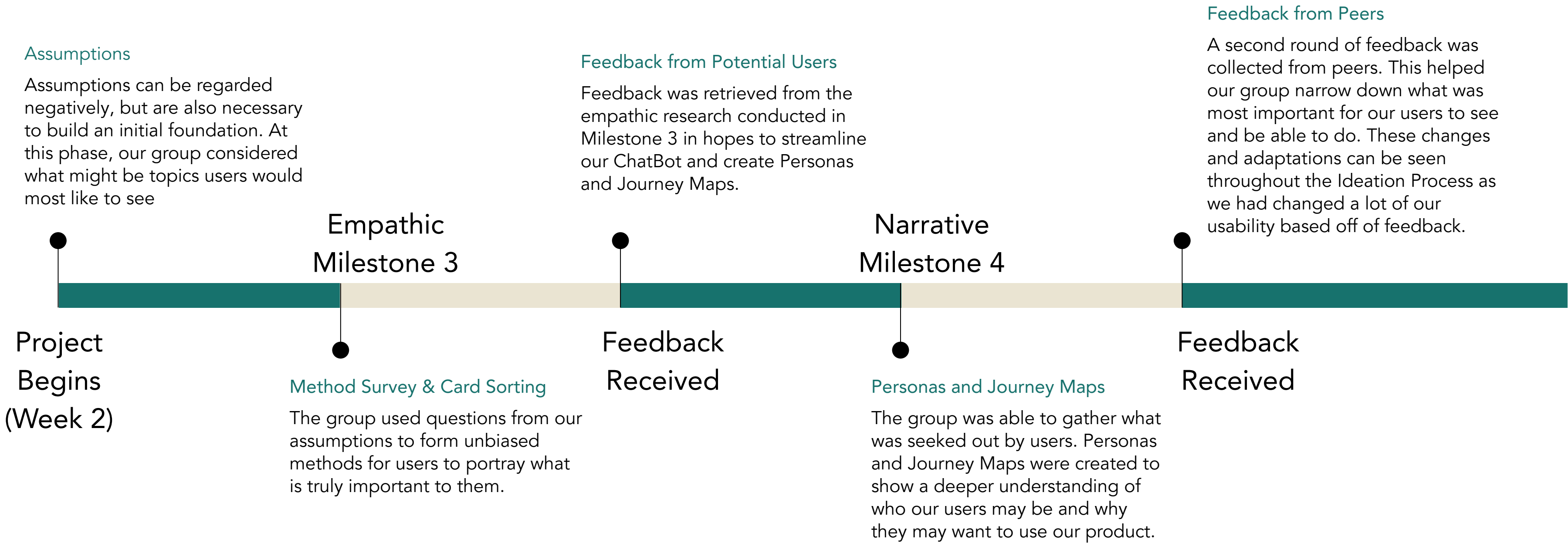
Multiple missions can be challenging to tackle. Especially when conducting user research, deciding what your priorities are, and building out your brand and selling it.

Allow research to guide your design decisions, and narrow scope or pivot in direction if the data points that direction. Additionally, be considerate of participants that may be uncomfortable sharing personal data or information. How might that impact the experience?

Continue to follow our ideation journey



EMPATHETIC & NARRATIVE RESEARCH TIMELINE



Research Objectives

What we want to know about our users

The objective of this research is to facilitate the creation of an AI-powered healthcare chatbot designed exclusively to deliver **personalized and credible fitness and health advice to women**. We aim to deeply understand our target audience, exploring the intricacies of their daily challenges and frustrations. Ultimately, FlourishShes strives to empower women to take charge of their well-being by providing them with a tailored and trustworthy resource for fitness and health guidance.

Objective 1

To analyze **the specific sources and levels of frustrations** among women that impede the integration of wellness into their lifestyle, aiming for a detailed understanding of the underlying barriers.

Objective 2

To identify **the challenges women encounter** in locating and verifying trustworthy health information, and to understand **how these challenges are interconnected** with their time management constraints.

Objective 3

To examine the **current limitations and utilization patterns** employed by women when seeking health and fitness information, encompassing both analog and digital sources.

Our Methodology



Competitive Analysis

Observe other apps and websites who are attempting similar female based fitness/wellness workout and nutrition plans. Observe other apps and websites who are attempting similar female based fitness/wellness workout and nutrition plans. Look into how people talk to other AI Chatbots and how questions are likely framed.



Survey

Conduct a survey to gather insights, opinions, or feedback on fitness and nutrition. The survey should be aimed towards women in the target age range (21-55).



Card Sorting

Provide a standard slide deck to individuals with a variety of different female aimed fitness and wellness goals, methods of achieve (ie. gym, fitness classes, etc.), and life changes (ie. pre/post operation or pre/post natal) and have the individual rank them from most important to least.



Our research criteria and prioritization process are integral to the development of FlouriShes, our AI-powered healthcare chatbot. By deeply understanding the challenges faced by women in their wellness journey, we align our project goals with user needs. Through survey insights, identification of key challenges, and adaptation to diverse user personas, we refine our focus and evolve our AI technology to deliver personalized solutions. This slide discusses our research methodology and criteria, highlighting our commitment to empowering women through trustworthy, tailored health guidance.

Research Criteria and Prioritization

- **Time Constraints:** Addressing users' limited time availability by providing efficient and time-saving solutions.
- **Lack of Energy:** Developing strategies to overcome user fatigue and promote sustained engagement with the platform.
- **Demanding Schedules:** Offering flexible solutions that seamlessly integrate into users' busy lifestyles.
- **Trust in Technology:** Ensuring robust data security measures to instill confidence in users regarding the safety and privacy of their information.
- **Trust in Information:** Providing reliable and accurate health information to users amidst the abundance of conflicting data sources.

Top Barriers to a Consistent Healthy Lifestyle*

This suggest that users need a solution that can provide flexible and accessible options to address their daily difficulties.



LACK OF TIME



LACK OF ENERGY



CONFLICTING SCHEDULE

"I would like to understand the reason behind sharing the data and what it could possibly be used for. This is very personal information."

-Survey respondent

57.9% of users expressed some level of discomfort with sharing personal health information, suggesting a need to increase transparency and security in data handling.

KEY TAKEAWAYS

Overall, **FlouriSHEs** has an opportunity to differentiate itself in the market by offering personalized and reliable health information tailored to women's specific needs.

By leveraging its inclusive approach, strategic partnerships, and focus on empowerment, **FlouriSHEs** can position itself as a trusted resource for women seeking to improve their health and well-being.

However, it must address privacy concerns, improve brand awareness, and stay ahead of technological advancements to remain competitive in the rapidly evolving health and fitness industry.

Personas



Acknowledging the critical role of muscle maintenance for overall well-being, we consulted a Healthline study highlighting a significant decline in women's muscle mass, notably between ages 35 and 55.












This decision to concentrate on women within this age bracket reflects our dedication to addressing their unique health challenges. By customizing our AI-powered healthcare chatbot, FlouriShes, for women aged 21 to 55, we endeavor to deliver tailored fitness and health guidance, empowering them to optimize their physical health. This focused strategy aims to advance women's health within this demographic, nurturing improved comprehension and support for their distinct needs.

In crafting personas and journey maps, the team aimed to synchronize with the profiles of research participants, which encompassed:

- **FITNESS INTIMIDATION:** Women who feel anxiety stepping into a gym or connecting with a health mentor.
- **BUSY PRACTITIONERS:** Individuals juggling multiple responsibilities such as women in the working field or caregivers who find it challenging to integrate well-being activities.
- **HEALTH RECOVERY:** Health Conditions: Women recovering from surgery or facing chronic health conditions. FlouriShes offers guidance and support for navigating health challenges and achieving fitness goals safely and effectively.

Refining Understanding of the User

Our initial stages of building out personas involved laying out their journeys through stickies and translating storytelling into data points, and other formats of informations to better understand the experience through **FlouriShes**.

<div><div>Priya Busy marketing executive, age 45. Finds it difficult to find time to work out and eat well, especially while traveling for work.</div><div> Use CareBot to continue making healthy decisions while on-the-go with her busy career.</div></div>					
	FIND OUT ABOUT WORK TRAVEL	START CONVERSATION WITH CAREBOT	CAREBOT PROVIDES INFO	CAREBOT CUSTOMIZES	TA DA!!!
 Journey Step	1. Went to work 2. Learned of upcoming need for work travel 3. Co-worker told me to try CareBot	1. Logged into CareBot 2. Priya told CareBot where she was going and asked to help find ways to say physically active and make healthy eating decisions.	1. CareBot takes the information received about and from Priya and provides multiple options that Priya can interact with. 2. Priya selects a workout, but updates dietary restrictions	1. CareBot keeps the selections Priya wanted, but then makes updates based on the new dietary information. 2. Priya repeats the process until she is happy with her selections.	1. CareBot asks Priya how she wants to receive the final plan. 2. Priya decides to have an email sent to her with the local Orange Theory, the workout she can do in her hotel room, and the restaurants that meet her dietary restrictions.
 Feeling	 here I go again.	 Slight Anxiety (new tech)	 Relief	 Amazed (Main & coolest feature yet!)	 I'm in Love
 Thought	I am not going to get de-railed this time. I am going to use CareBot and stay on track this time.	I really hope this works!	Wow, these are some great suggestions and they don't seem that unrealistic.	That was fast! And it listened to all of my needs and preferences!	How did I ever travel without this app?
 Internal ownership & metrics		• CareBot upon login, welcomes Priya into the Chatbot in a "Innocent" & "Caregiver" brand and tone. Proactively learning about Priya to minimize her typing, but provide a personalized and friendly experience.	• service action here....	• service action here....	• service action here....

Persona 1 - Trainer or Nutritionist Erika (25)	Persona 2 - Busy Mom Beth (32)	Persona 3 - Busy Professional (marketing exec) Priya (45)	Persona 4 - Busy Professional Recent Diagnosis (IT professional) Lauren (48)
Uses the app to help build programs for clients	Uses the app to create healthy meals	find ways to maximize prep time	always relatively healthy but wake-up call with diagnosis of high blood pressure + diabetes
clients needs vary based on persona 2 & 3	quick workouts that can be fit into napping windows or running errands	workouts in hotels	needs motivation to increase physical activity to every day
moderately tech savvy	postpartum exercise priority	what fits into a busy on the go schedule	Not only needs to eat healthy but needs to be aware of how food impacts insulin - the glycemic index and glycemic load
fitness enthusiast	nutrition concerns with breastfeeding and working out	stress relief	looking for ways to reduce stress
can write off the expense, but doesn't want to throw away money because it is difficult to find and keep clients	2-3 kids, + school schedules	eating healthy while traveling	highly tech savvy
an app that allowed 2-way collaboration or sharing between myself and my client might have more value to some of my clients	eating healthy plus picky kids	is tech savvy	has disposable \$\$\$ to spend and is motivated based on the health reality



Priya | Marketing Executive

ROLE

Marketing Executive

EXPERIENCE / AGE

8 years 45 years

EDUCATION

MBA Degree

RACE/ETHNICITY

American Indian

HEALTH CONDITIONS

Varying stress levels

TECH SAVYNESS



GOALS

- **Simplifying Workouts:** Find workouts that seamlessly fit into a busy lifestyle and can be easily adapted to hotel settings during travel.
- **Maintaining a Healthy Diet:** It could be so easy to door dash what is near by, my goal is to seek easy meal prepping tips and guidance for maintaining a healthy diet while on the go, ensuring meals align with specific dietary restrictions.

FRAUSTRATIONS

- **Time-Starved Struggles:** Balancing a hectic schedule leaves me strapped for time, making it challenging to prioritize self-care and dedicate sufficient time to maintaining a consistent workout routine.
- **Fitness Consistency:** The demands of work travel disrupt my ability to establish and adhere to a steady workout schedule, leaving me feeling disconnected from my fitness goals and routine.

"Constant work and travel has made staying healthy a challenge! Incorporating fitness & finding healthy meals has become a priority."

- Priya

	LOW	MED	HIGH
NEEDS/TASKS	De-stress reminders	Meal prep	Meal plans for travel
		Daily workouts	Travel workouts
		Better meal choices	

APPS IN ROTATION



EMAIL



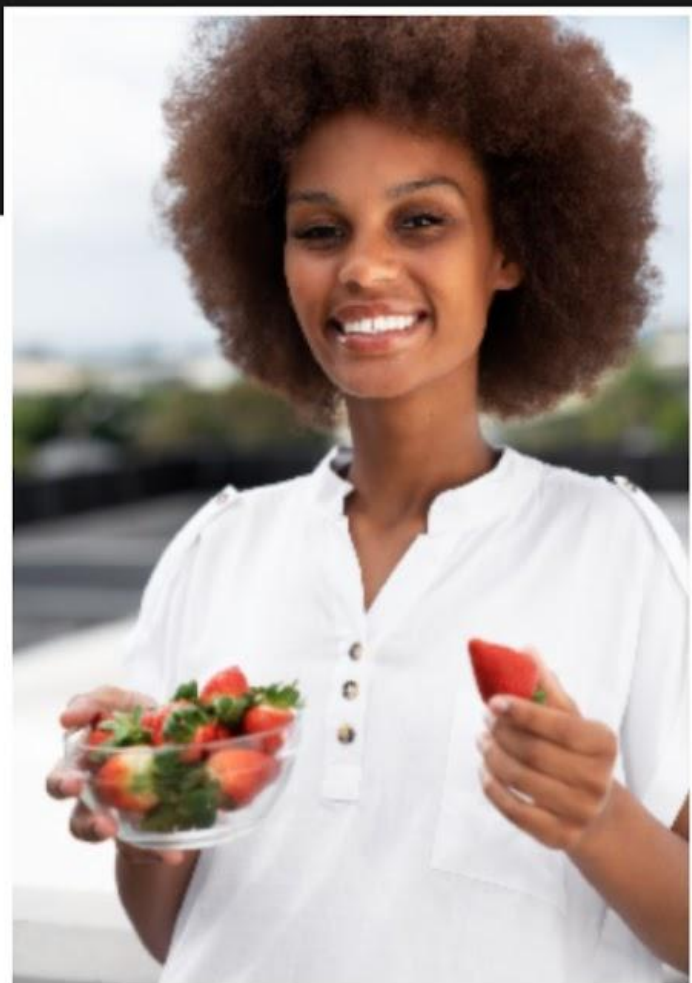
TEAMS



DOORDASH



UNITED AIRLINES



Erika | Nutritionist

ROLE

Nutritionist

EXPERIENCE / AGE

3 years25 years

EDUCATION

Bachelors Degree

RACE/ETHNICITY

African American

HEALTH CONDITIONS

Normal

TECH SAVYNESS

GOALS

- **Enhance client engagement:** I aim to use FlouriShes to improve communication with my clients, fostering a stronger connection and better understanding of their health needs.
- **Personalized programs:** Utilizing FlouriShes's capabilities, I aspire to create highly individualized fitness and health programs for my diverse client base, ensuring maximum effectiveness.

FRAUSTRATIONS

- **Client retention challenges:** In the competitive field of nutrition consulting, I face difficulties in retaining clients, prompting me to seek innovative solutions for building long-lasting professional relationships.
- **Juggling Digital Tools** - I find it challenging to integrate various digital tools into my workflow. The lack of compatibility and the need to switch between multiple platforms often disrupt my efficiency to manage client data and communication.

"My goal is simple: craft personalized wellness paths, blend science with technology, and ensure each step is a stride towards a healthier, happier life for my clients."

- Erika

	LOW	MED	HIGH
NEEDS/TASKS	Organize schedule	Follow-up w/ clients	Grow Cliental
	Meal Prep	Tailored Plans	Integrate Platforms

APPS IN ROTATION



STRAVA



INSTAGRAM



GOOGLE CAL



APPLE HEALTH



Bethany | Mother

GOALS

- **Daily Movement:** Finding manageable and enjoyable physical activities within the demands of motherhood to boost my mood and energy level.
- **Find a support network:** Through FlourishShes, I want to better understand of my condition and identify triggers so that I know when I need help or how to ask for practical support from my family and friends.

FRAUSTRATIONS

- **Overwhelming responsibilities:** Balancing self-care with caring for the baby and managing the household often feels overwhelming. I also feel guilty to take time for myself and I'm hesitant to burden others.
- **Budget Limitations:** as a stay-at-home mom, I have a very limited options to educate myself on postpartum depression symptoms, coping strategites, and get the professional support required due to financial constraints.

"Motherhood is beautiful and tough, especially when I'm struggling with depression. I know that I need to take care of myself to be the best mom I can for my baby!"
- Bethany

	LOW	MED	HIGH
NEEDS/TASKS	Time Management	Stress Management	Physical Well-being
		Nutrition Guidance	Support System
			Educational Content

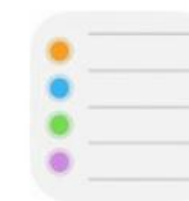
APPS IN ROTATION



Calendar



Notes



Reminder



Wonder Weeks

ROLE

Stay at Home Mother

EXPERIENCE / AGE

32 years

EDUCATION

Bachelors Degree

RACE/ETHNICITY

White

Health Conditions

Post partum Depression

TECH SAVYNESS



INSIGHTS

For our Personas

In Erika's case, **FlouriShes** offers a tailored feedback loop, addressing her unique challenges, aligning with profiles of those experiencing fitness intimidation.

For other personas, **FlouriShes** seamlessly integrates into their routines, supporting diverse needs like those of busy practitioners and women in health recovery.

This adaptability showcases **FlouriShes** ability to cater to various challenges women may face. Leveraging generative AI and machine learning, **FlouriShes** evolves alongside users, delivering increasingly personalized solutions, demonstrating its commitment to empowering women in their wellness journey.

01 Erika - Nutritionist

"FlouriShes aligns perfectly with Erika's goals of enhancing client engagement and offering personalized programs. FlouriShes bridges communication gaps, fostering stronger connections and loyalty."

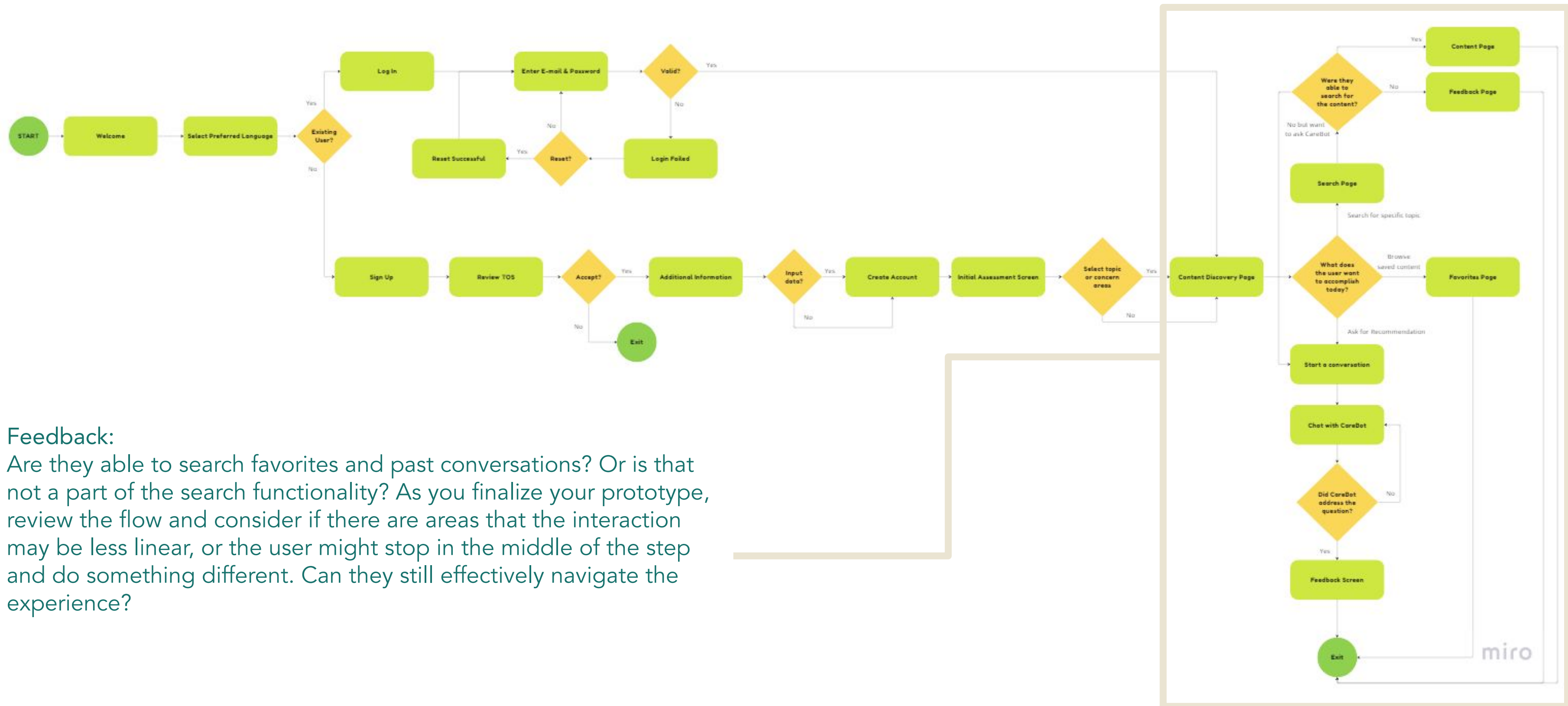
02 Priya - Marketing Executive

"Priya's frustrations with time constraints and the need for simplified workouts resonate with FlouriShes mission. By providing adaptable routines and meal prep tips, FlouriShes empowers Priya to maintain her health amidst her busy lifestyle."

03 Bethany - Stay at Home Mom

"Bethany's challenges align closely with FlouriShes' values of inclusivity and support. FlouriShes offers manageable activities and a supportive network, helping Bethany prioritize self-care and seek practical support, even within budget limitations."

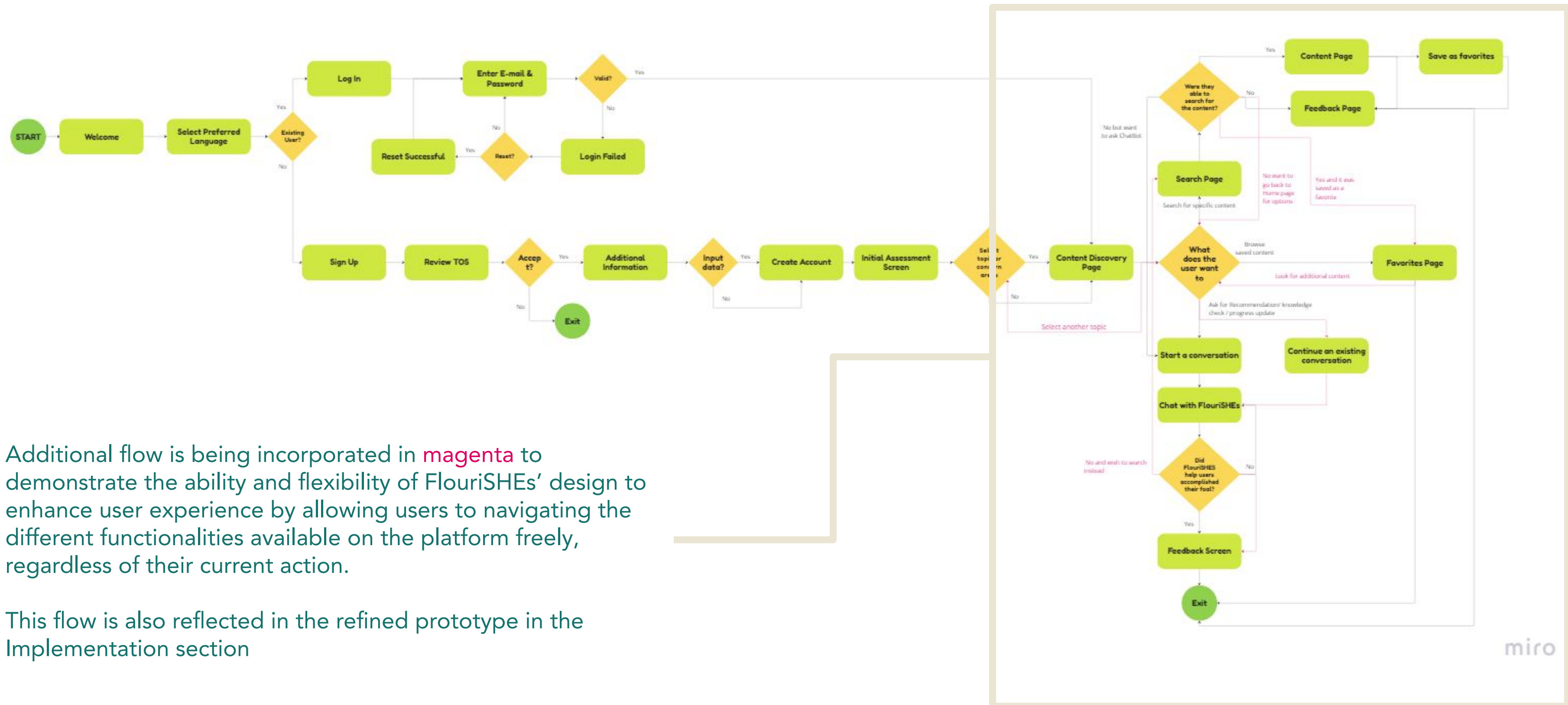
Initial User Flow



Feedback:

Are they able to search favorites and past conversations? Or is that not a part of the search functionality? As you finalize your prototype, review the flow and consider if there are areas that the interaction may be less linear, or the user might stop in the middle of the step and do something different. Can they still effectively navigate the experience?

Refined User Flow



Overall Key Findings



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[Pexels](#)

01

Physical Fitness

The research showed that most women are looking to “improve physical fitness” as their #1 priority, and healthy eating as #2. Our original goal was to make FlouriShes for physical and mental needs, but this confirmed that the user cares more about their physical wellbeing. This can be seen portrayed in our ideation process where we changed the icons on the homepage to show “fitness” and “nutrition” in the front row of icons, and mental health in the second row.

02

Security Discomfort

57.9% of users expressed discomfort when it came to sharing their personal data to the HealthCare ChatBot. This brought to light how we could combat the issue by having FlouriShes be linked to apps that already have a users personal medical history (ie. a Hospital Admin app) so users can feel safe and secure about sharing their personal information. We also added a “Data Privacy” section to our ideation process to reinforce our goal of protecting our users and ensuring they feel safe.

03

Non-Linear Approach

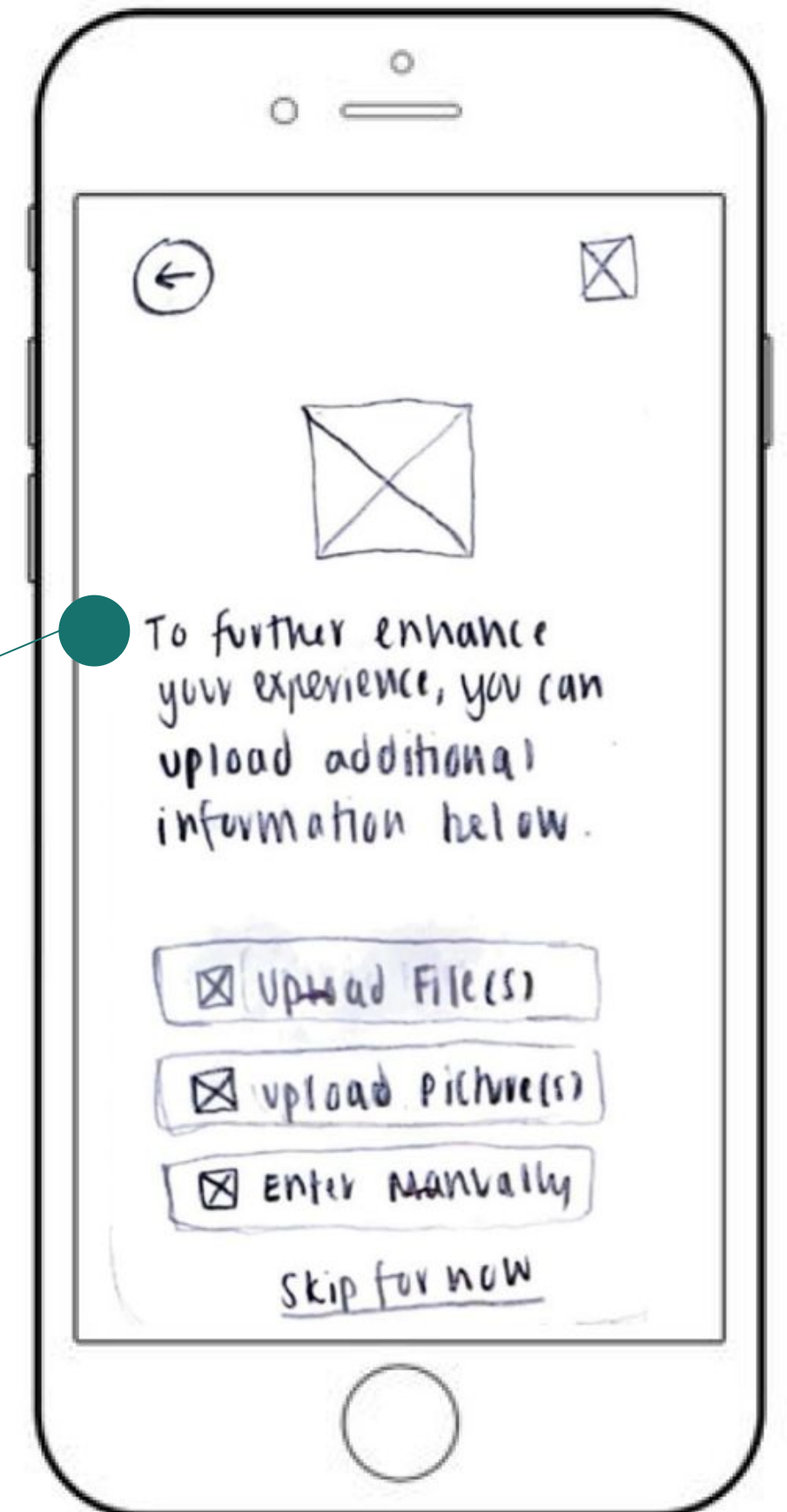
In our User Flow assignment, we received feedback about areas that may need to be less linear in case a user wanted to do something different in the middle of a step. We included a consistent footer menu for easy navigation.

Prototype Ideation Process



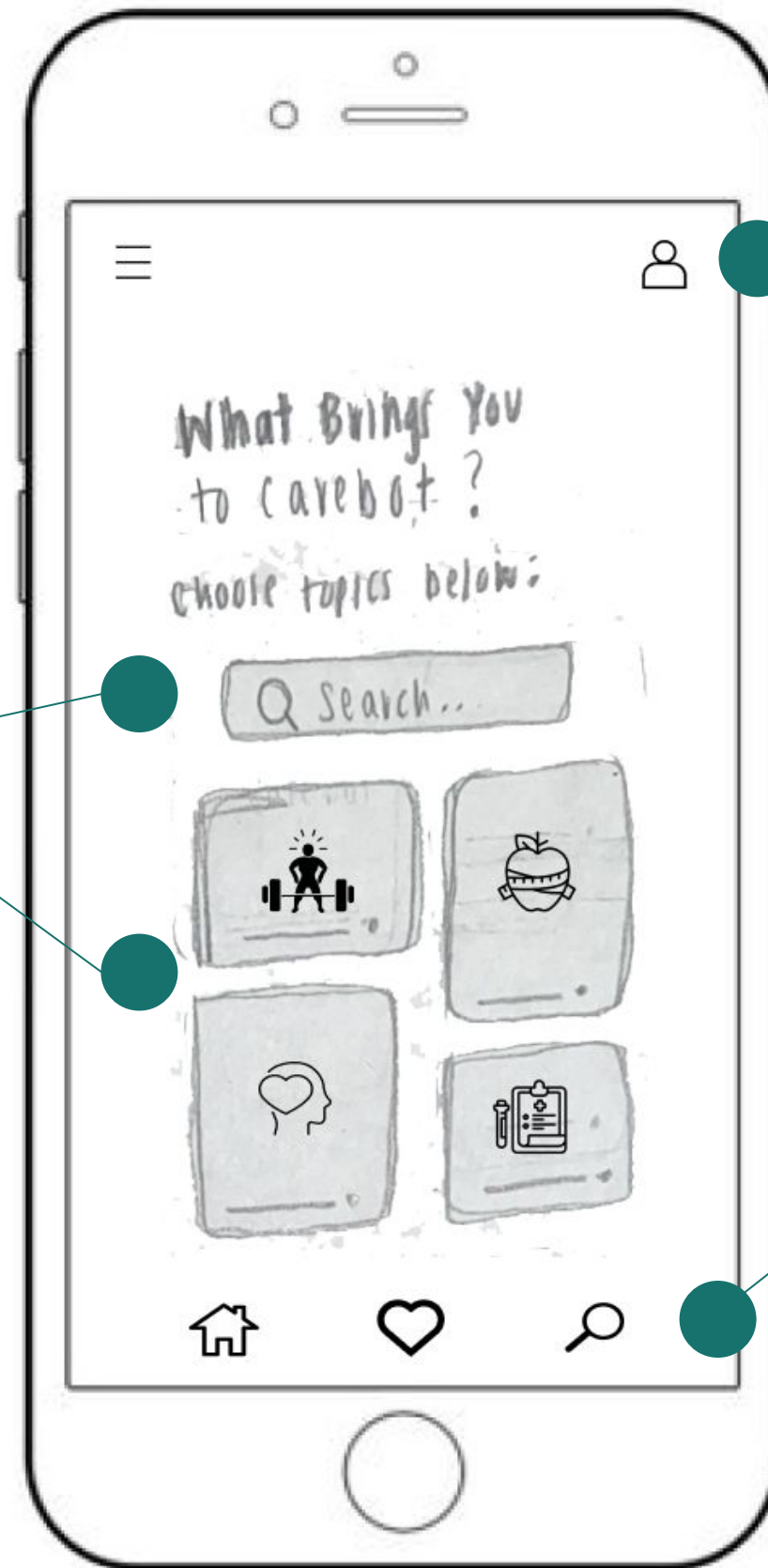
Establishing trust in how FlourishShes will use and protect data is essential to the target users.

Allowing flexibility so users that want a more personalized experience and are comfortable sharing data can, but this is not required.



Prototype Ideation Process

Efficiency and usability is essential so multiple pathways were provided for the user to find the best information: Searching or Browsing by Topics

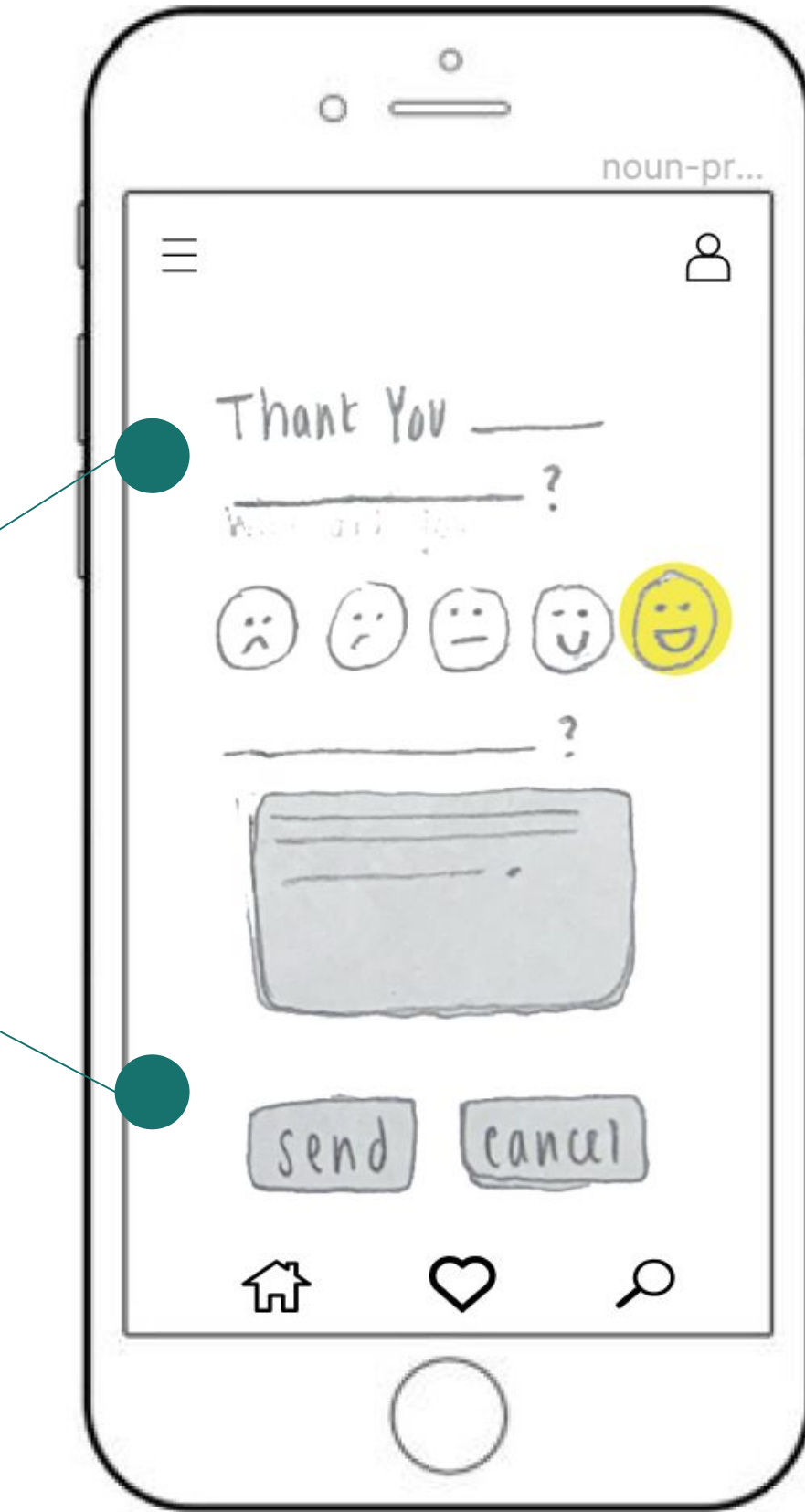


Consistent header menu that includes a hamburger menu and user management

Consistent footer menu for easy navigation back to the home screen, your favorites and to launch the search workflow from anywhere in the application

Prototype Ideation Process

Being heard is vital for our users, as our research has revealed it to be one of their key frustrations with their current experiences. Moreover, this technical feedback loop is indispensable for ensuring that we deliver well-matched, accurate, and helpful information—all while creating a delightful experience for our users



PROTOTYPE FEEDBACK

Chat Functionality

- Add more of a "warmup" in the chat function to make the user more comfortable.
- The "chat" function should be made clearer so that users know where to type.
- The chat feature needs to fully answer the user's health-related questions in order to solve the main problem.

Overall Experience

- Add more text to the homepage along with the pictures/icons.
- The buttons should be clearer, as the button for submitting a chat was the same as the button to end the chat.



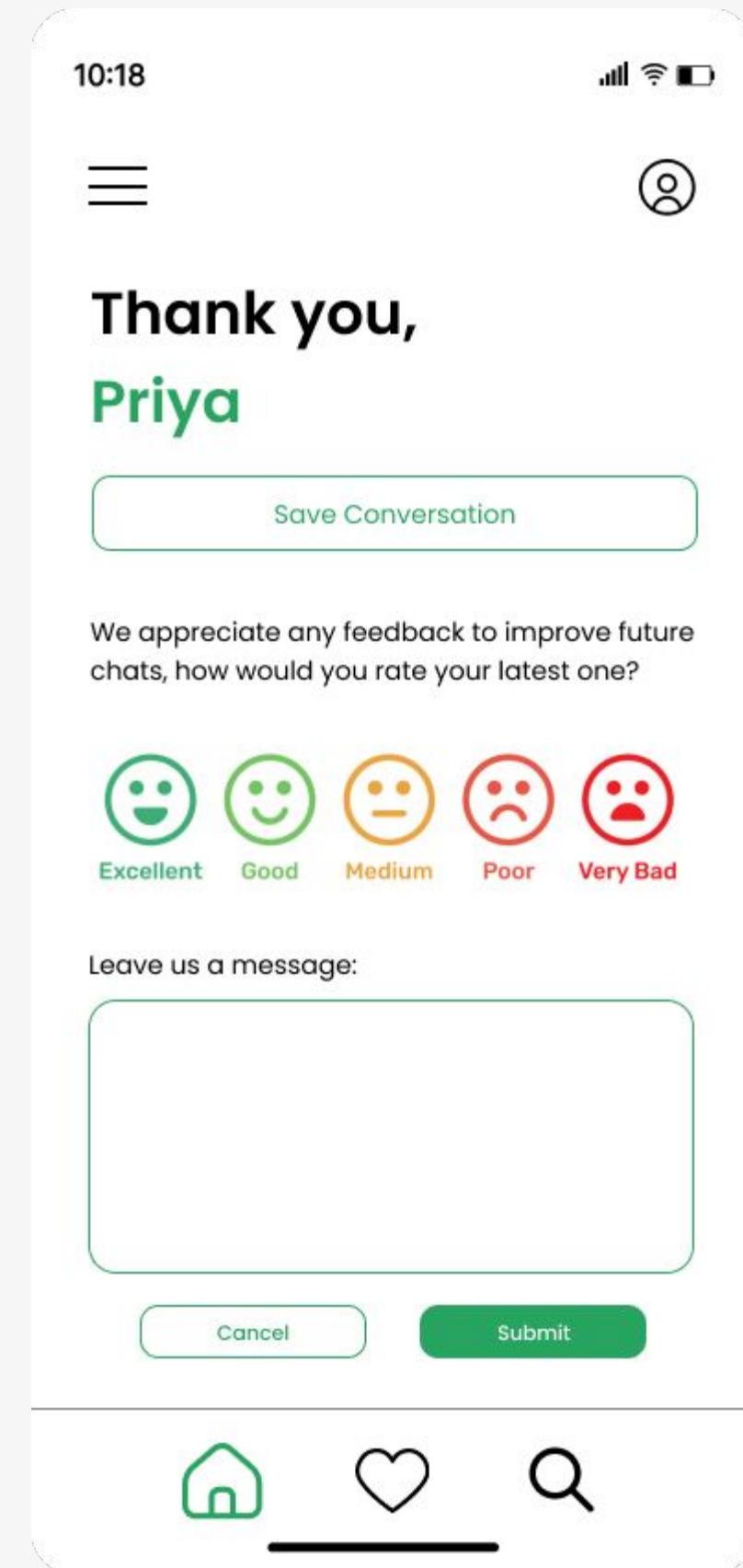
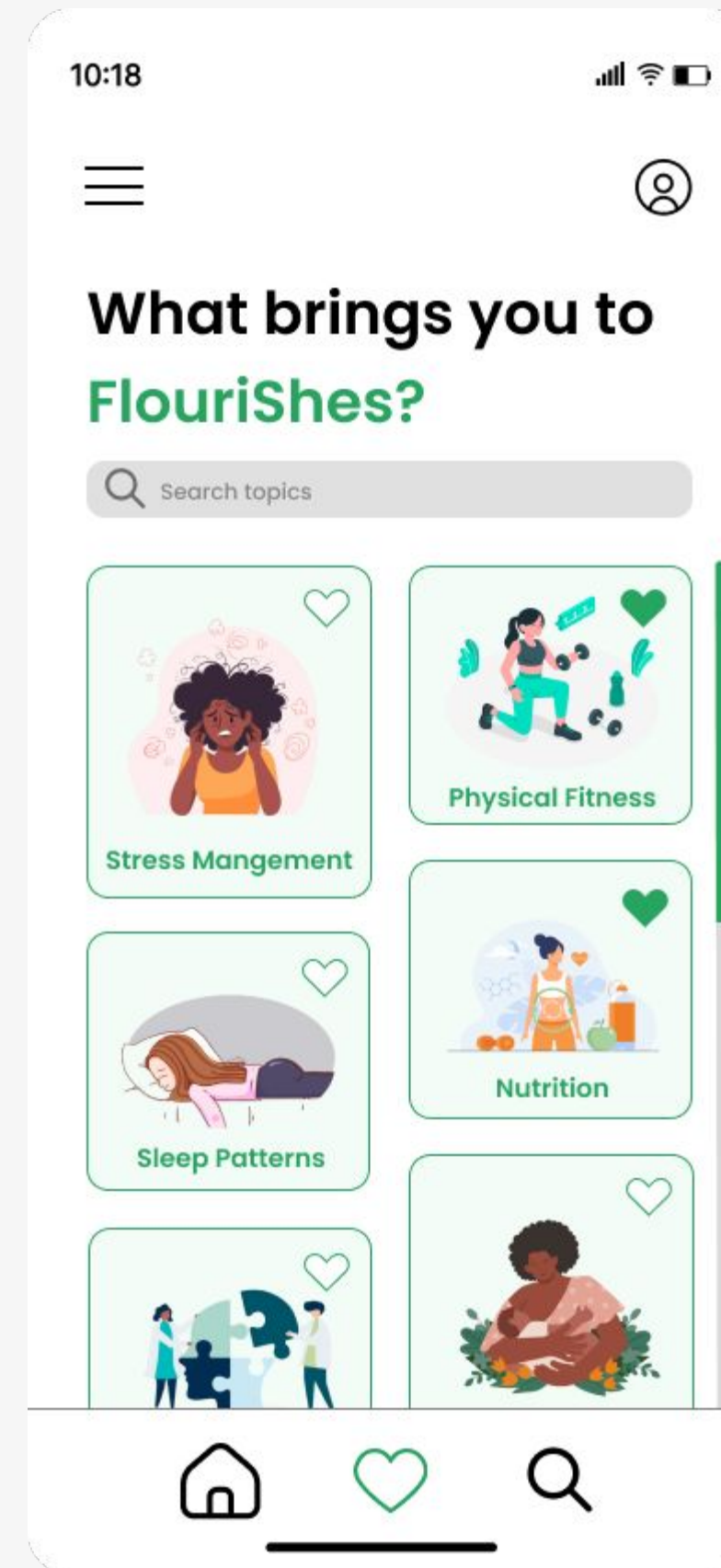
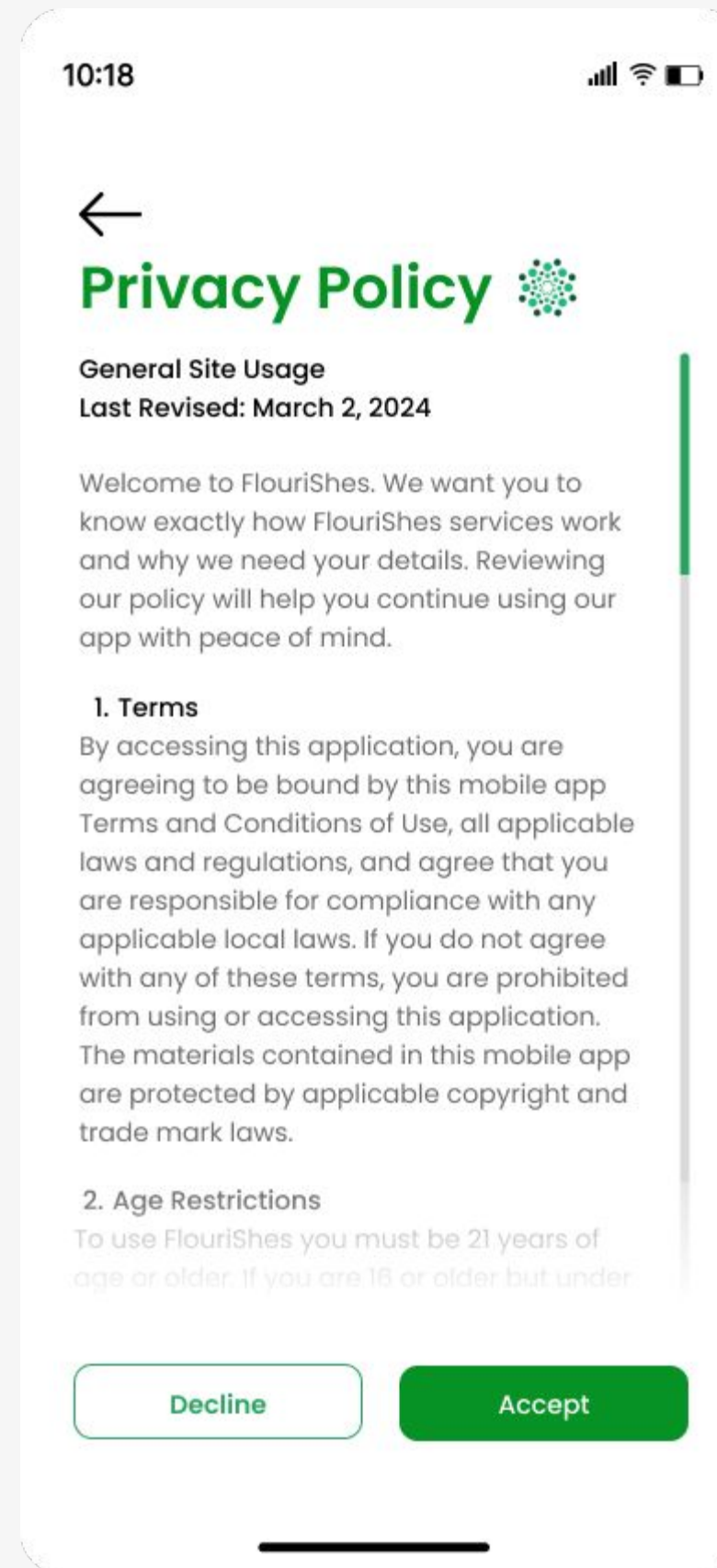
IMPLEMENTATION



High Fidelity Prototype

The following frames include the implementation of feedback from the paper prototype, including button consistency along with additional text and images to help the user have a streamlined experience on the app. To view the full interactive prototype, visit the link below.

[Figma Link to Interactive Prototype](#)



References, Citations, & Credits

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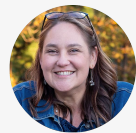
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THANK YOU



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