01

aura

Product Case Study



© Aura Care

Document Summary

Phase 1

Baselining

- Study the user health 2-3 months
- 45min health intro call and forms
- 90min at home checkup 140+ biomarkers
- 20min virtual fitness assessment
- 60min Physical consultation to review results

Phase 2

Health Management

- Health Manager on chat
- Raise support request
- Reports and Call notes
- Health action plan
- Aura Protocols - Energy Tracking
- 60min Physical consultation to review results

Insights & Objectives

Identified Primary Stakeholder Personas

- End-user
- Exercise Physiologist
- Physician
- Health Manager
- Dietician
- Nurse

TBD

- Strategic 3yr Product Roadmap
- Health Management Mockup
- Customer Journey Mapping (Upsell)
- Smart Form Feature design

Research

03

Existing Competitors

Hone Health

Forward

Viome

Healthspan

Amazon One Health

Potential Technologies & Partnerships

Contactless BP monitoring

Monitoring



Google Health Tech

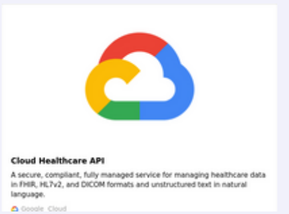
Resources

List of Preventive health companies

Data products API list

HIPAA Compliance

EHR, Patient scheduling, Management



Google



Amazon

Age: 35+
Type: Working/Retired professional with
Day-Day Life: Busy, No time/energy to focus on health
Motivation: Health Conscious



Spends typically 10k/yr on health
End User

Age: 22-50
Type: Certified Individual / Professional
Day-Day Life: Client training and Rehab - 6hrs, Plan
Motivation: Health Conscious / Monetizing skill



Learn and track client progress
Physiologist

Age: 30's-50's
Type: Trained Individual / Professional
Day-Day Life: Patient Management, Test, Notes, Clinic
Motivation: Patient care, Growth and Recognition



Track patient health, Facilitate
Nurse

Age: 22-50
Type: Can be trained, Good communication
Day-Day Life: Support patient requests, Take notes, followup
Motivation: Financial , Likes talking to people



Communicate and organise
Health Manager

Age: 50+
Type: Certified and recognized professional
Day-Day Life: Patient care, Research
Motivation: Patient care, Recogniction, Financial Stability



Loves the job and open to learn
Physician

Product Segmentation

Important to understand dependencies and plan roadmap

✦ Primary Customer

Assumption :

- Customer (paid) is enrolled with us and all actions are post login
- Customer gets a physician/physiologist and Health manager assigned
- Scheduling and Telehealth considered as a pod

04

Customer Product ✦

Objective:

Build a solution for users to Discover, Initiate, Plan and Progress in their path to health and longevity

Results/Metrics:

- User Growth
- Meetings scheduled
- Purchase
- Completion

Health improved over the course of plan

Actions

- Request Service / Ticket
- Scheduling / Telehealth
- Notes / Journal
- Medical Report and Data
- Goal based Action Plan & Tracking
- Notifications / Reminders
- Messaging / Chatbot
- Video/Image Knowledge base
- Predictive Analytics - Estimations
- Community & Stories
- Profile
- Purachase
- Recommendations
- Search
- Feedback

Platform : Web/Mobile App

Primary : Mobile App

Technologies

- Web Technologies, iOS/Android (Native/Hybrid)
- ML & LLM
- Data Analytics (Google, Hotjar)_
- Hardware / API integrations



Assumption :

- We have vetted physicians onboarded to the platform and it is not a marketplace
- Scheduling and Telehealth considered as a pod

Physician/ Nurse

Objective:

Build a solution for physician to help Diagnose, Manage, Plan and Track Patient progress and Data and Nurse to track, schedule and manage clinical tests

Key Results/Metrics:

- Number of Patients
- Number of Successful diagnoses
- Patient Satisfaction

Health improved over the course of plan

Actions

- Scheduling / Telehealth
- Notes / Journal
- View Medical Report and Data
- Patient progress track
- Create/Manage Health
- Diagnosis search and support
- Medical report analysis
- Messaging
- Patient Medical Profile
- Profile
- Notification / Reminder
- Search
- Test updates

Platform : Web/Mobile App

Primary : Mobile App

Technologies

- Web Technologies, iOS/Android (Native/ Hybrid)
- ML & LLM
- Data Analytics
- MedAPI
- EHR
- Test Kits - Digital



Assumption :

- We have vetted physiologists on the platform and is not a marketplace
- Scheduling and Telehealth considered as a pod

Physiologist / Dieticican

Objective:

Build a solution for physiologists to help Create/Manage and track client fitness and diet plan

Key Results/Metrics:

- Number of Clients
- Number of Successful transformation
- Client Satisfaction

Fitness and Energy and body composition improved over the course of plan

Actions

- Scheduling / Telehealth
- Notes / Journal
- Client progress track
- Create/Manage Exercise plan
- Create/ Manage Video/image base
- Messaging / Notification
- Client Fitness and Energy Profile
- Search
- Medical conditioning support

Platform : Web/Mobile App

Primary : Mobile App

Technologies

- Web Technologies, iOS/Android (Native/Hybrid)
- ML & LLM
- Data Analytics



Health Manager

Objective:

Build a solution to help HM to serve to customer requirements by connecting, creating/managing and tracking progress

Key Results/Metrics:

- Number of Customers
- Customer Satisfaction

Customer satisfaction and manage progress

Assumption :

- Health Managers are like support executives who ensure delivering for customer needs with health and product usage

Actions

- Scheduling
- Notes / Journal / Forms
- Client progress track
- Messaging/Notifications
- FAQ
- Messaging / Notification
- Search
- Reserve for Customer

Platform : Web/Mobile App

Primary : Mobile App

Technologies

- Web Technologies, iOS/Android (Native/Hybrid)
- ML & LLM
- Analytics
- Tool Integrations (Clearbit, Enrichment tools)



Aura Business

Objective:

Track business metrics and KPIs

Key Results/Metrics:

- User growth
- Sale revenue
- Customer metrics
- Product Mertics

Overall Product and Business tracking to monitor and fix leakage

Assumption :

- Considering all departments Product, Revenue, Marketing, Executives as one

Actions

- Business Goal based Track and Monitor Metrics
- Administration
- Reports

Platform : Web/Mobile App
Primary : Mobile App

Technologies

- Web Technologies
- Data Analytics
- CRM



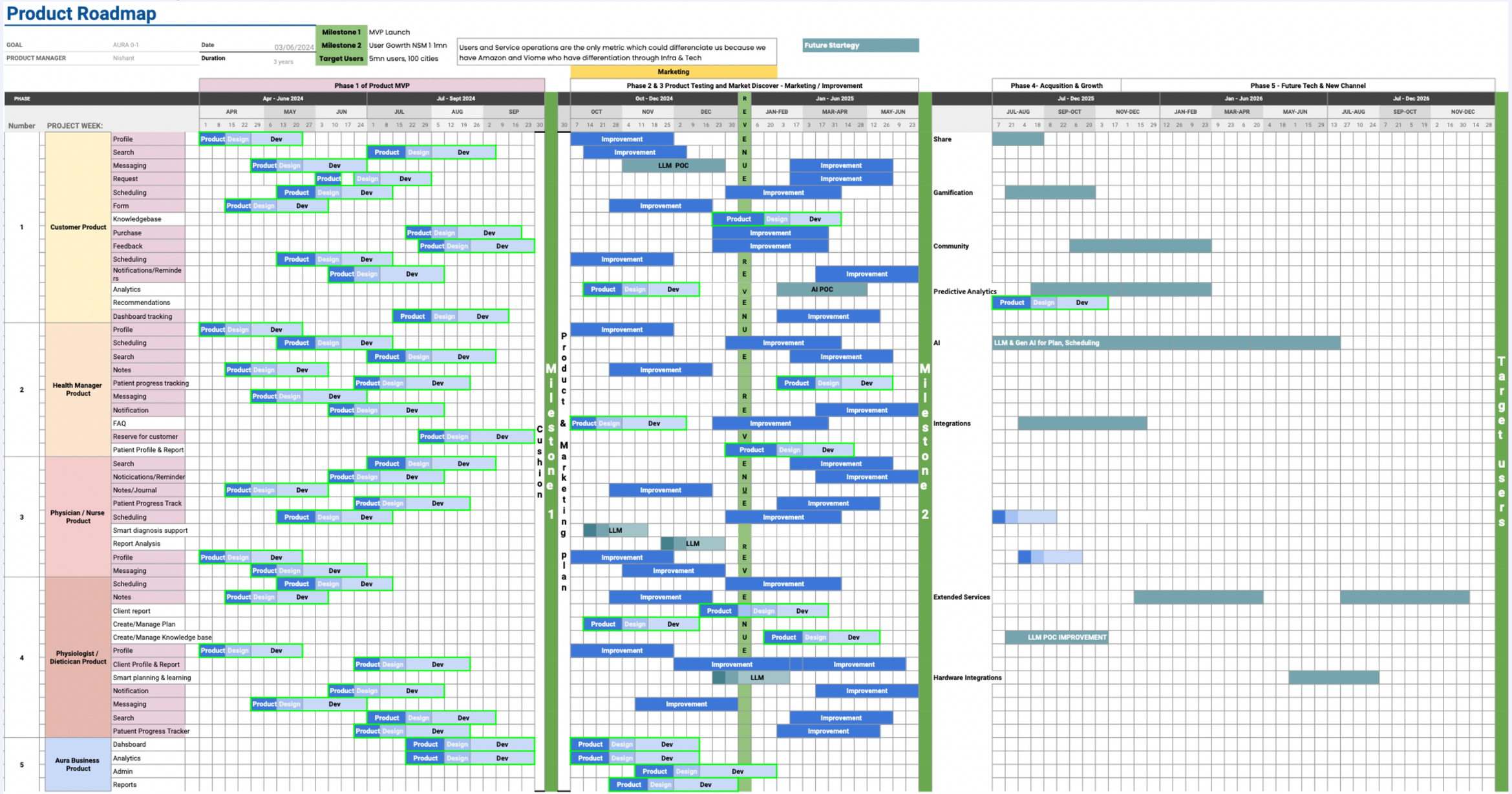
3Yr Product Roadmap

3year Product Roadmap

09

Click on the image to see detail view

Product Roadmap



Customer Journey Flow - Upsell

Customer Journey Flow

Sell Flow 1:

1. Existing customer looking for new care
2. Took test <6 months
3. Knows his issue
4. Tailored suggestions based on issue
5. Choose plan
6. Check for additional Information
7. Purchase

Sell Flow 2:

1. Existing customer looking for new care
2. Took test >6 months
3. Prompt retest
4. Purchase

Sell Flow 3:

1. Existing customer not looking for new care
2. Took test >6 months
3. Show other products as budle deals as he is existing customer to cross-sell
4. Purchase

Sell Flow 4:

1. Existing customer not looking for new care
2. Took test >6 months
3. Show other products as budle deals as he is existing customer to cross-sell
4. Purchase

Sell Flow 5:

1. Post Purchase
2. Diagnosis
3. Customer Satisfied?
4. Get plan
5. Opportunity for additional purchase

Sell Flow 6:

1. Post Purchase
2. Diagnosis
3. Customer not Satisfied?
4. Suggest better plans with similar stats
5. Sell at lower price to reduce churn

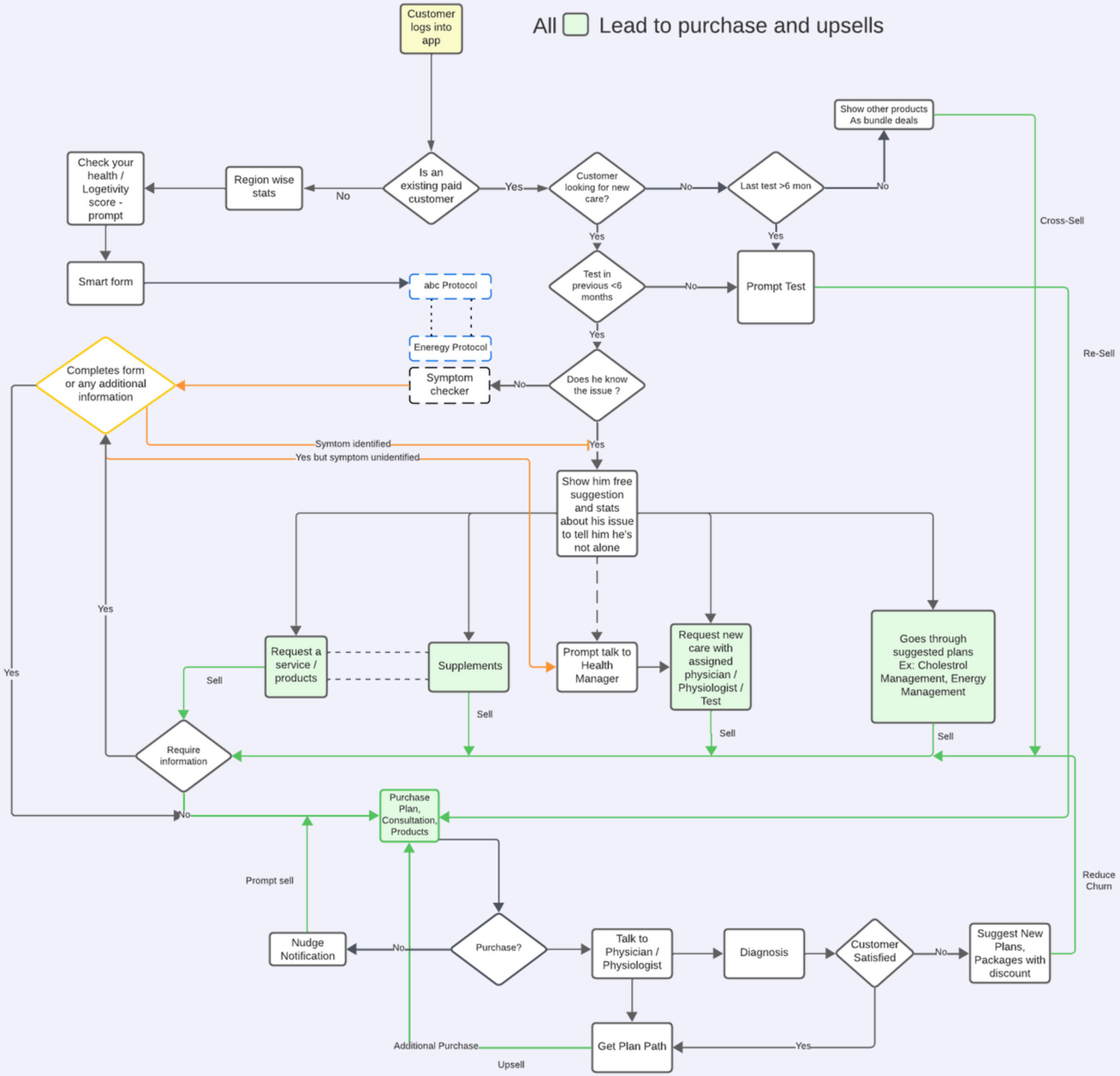
Sell Flow 7:

1. Not an existing customer
2. Engage with regional stats like people in your region have these
3. Check longetivity score
4. Collect Data
5. Identify symptom
6. Purchase

Sell Flow 8:

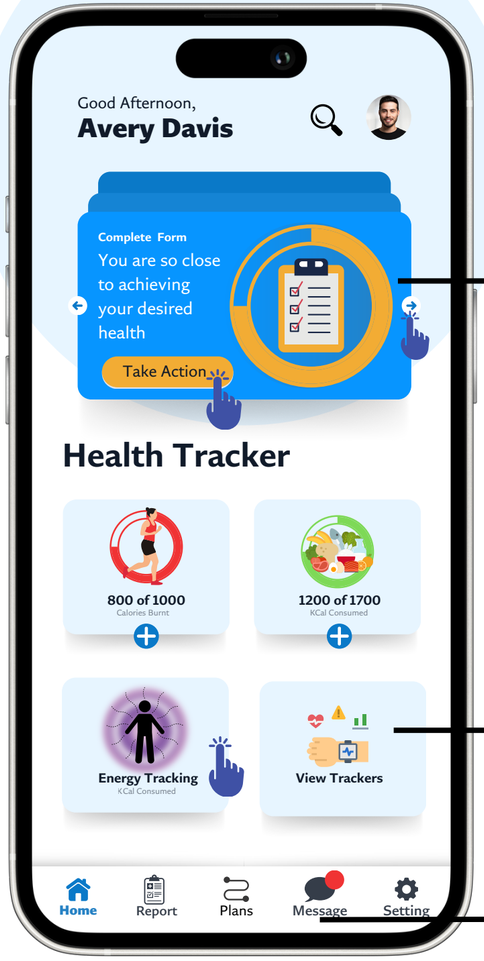
1. Existing customer looking for new care
2. Took test <6 months
3. Doesn't know his issue
4. Symptom / Protocol check
5. Check for additional Information
6. Suggestions
7. Purchase

Better Visualized in mockups



Health Management Mockups

Health Management & Tracking Home

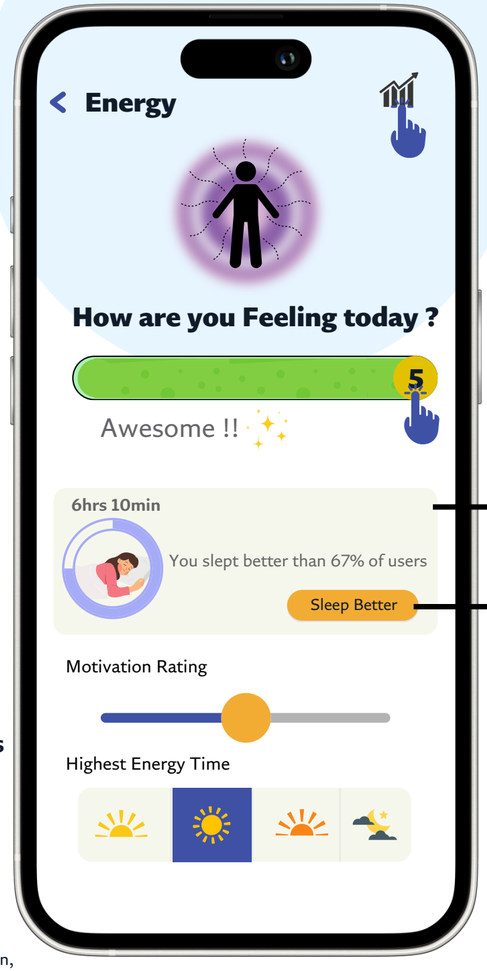


Task Cards
Stack of Pending actions to take. Piles up like backlog for a day

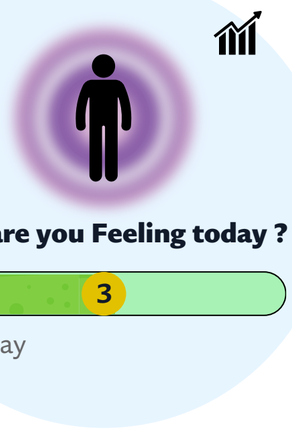
Health Tracker Cards
See summary of health, diet, energy and other protocols and other integrations available

Message
Communicate with HM, Physician, Physiologist

Filling details which aren't captured



This is to only show various input designs and not actual screen representation



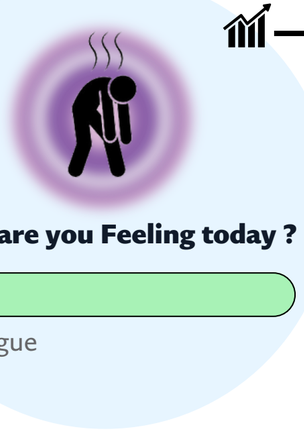
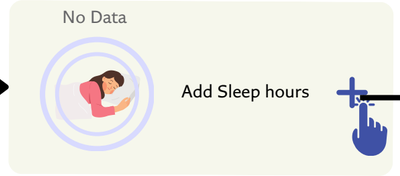
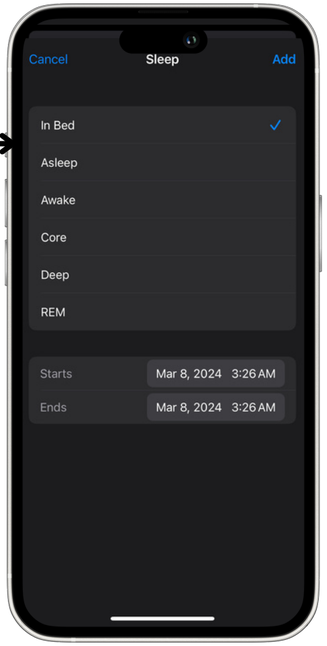


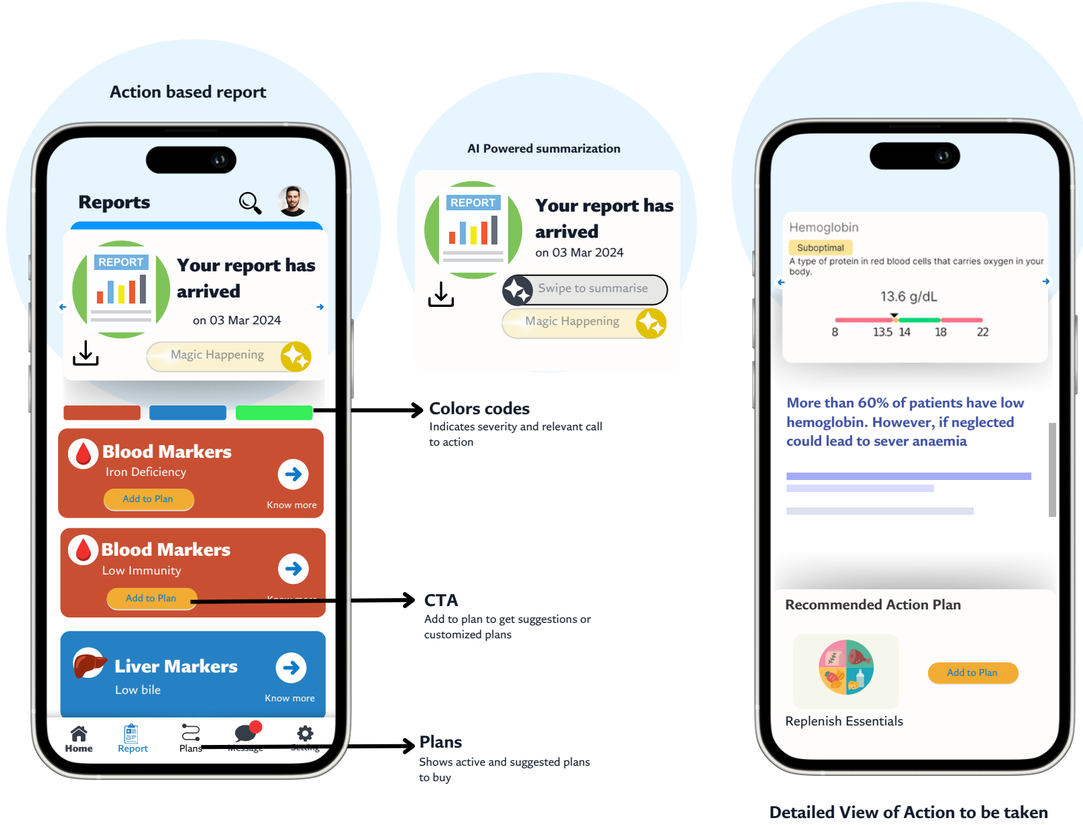
Chart
Visualize your metrics

CTA
Add to plan or redirect to resources

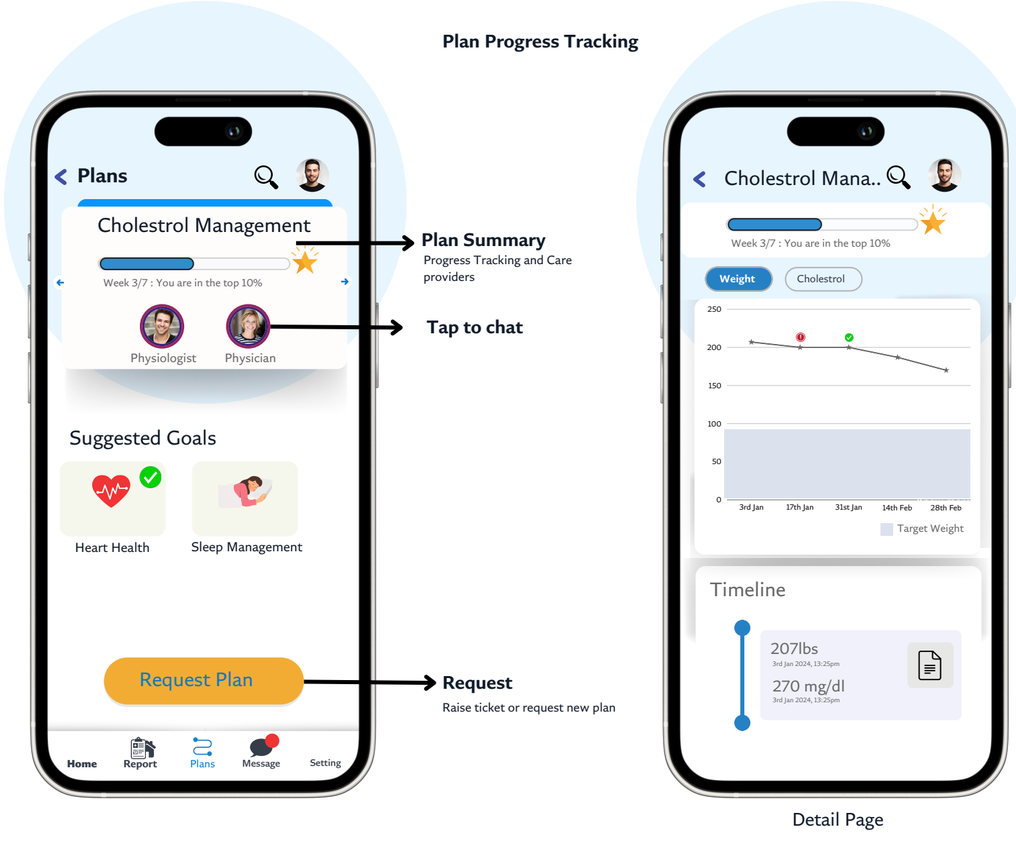




Report & Plan Mockups



Detailed View of Action to be taken



Detail Page

Smart Form Feature

Smart Form Feature Design

Underlying Problem: Forms are boring and long and often needs significant time to fill. This is causing drop off and user frustration

HOW **do we solve this?**
Make form filling and data entry as minimal & lean as possible and intuitive

HOW **do we make it minimal & lean?**
Collect necessary data and avoid blocks. This can be achieved by dividing the data into Mandatory & Conditional

HOW **do we collect conditional data?**
Based on need and embedding in a flow. Ex: When a user searches for cholestrol management, we ask food and diet. When a user seeks a full body test, collect data post purchase.

HOW **do we make it intuitive?**
Design it in a natural and instinctive format like conversation or within a flow. Make it engaging

HOW **do you make it engaging ?**
Visuals & Stats, Gamification and progress are some ways to do it

Strategy: A/B Test

Stage-wise Data Collection :

Collect relevant data based on the stage of user Journey by dynamically generating forms

Prioritization Ranking: 1

1. Onboarding - To get started
2. Seeking care - Based on type of care (Physician, Test, Physiologist
3. Condition/Symptom Analysis - Based on a specific
4. Post payment - Avoid dropouts and collect data post purchase
5. During plan - Additional data required

Chatbot Data Collection :

Conversation based data collection

Prioritization Ranking: 2

1. Chatbot asks questions
2. Provides options and descriptions based on question
3. Autogenerate based on condition
4. Can be run as a channel to stage-wise collection
5. Can be used to send in app prompts

Task-Based Progress : (Additional form filling)

Breaking the journey into tasks to be achieved to show progress

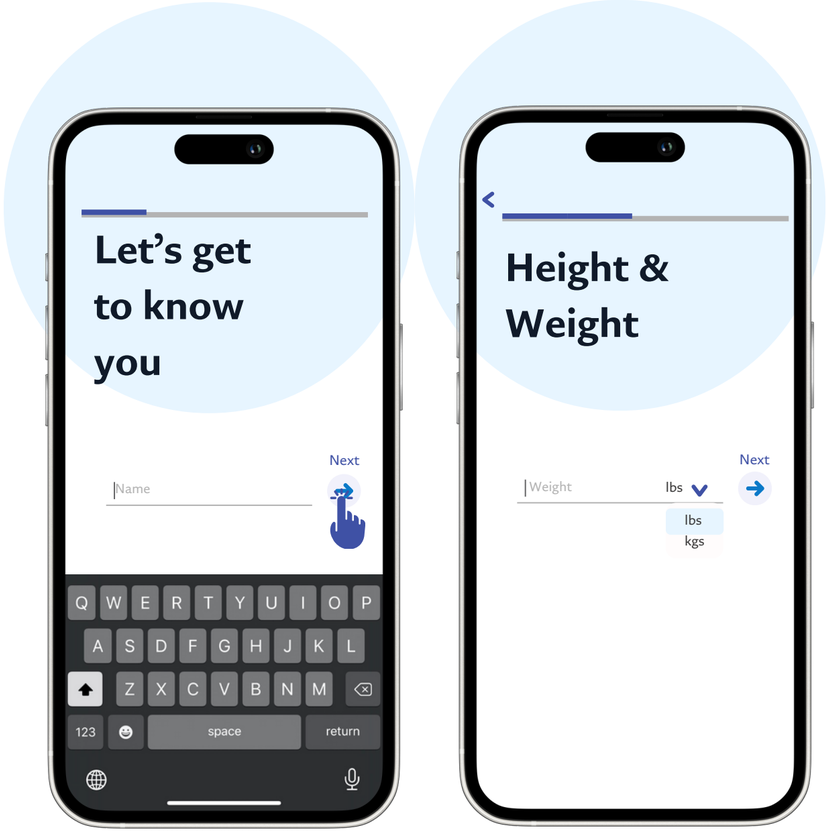
Prioritization Ranking: 3

1. User is shown data entry as task cards
2. Can track progress upon finishing task
3. Gamification and engagement through stats comparing users

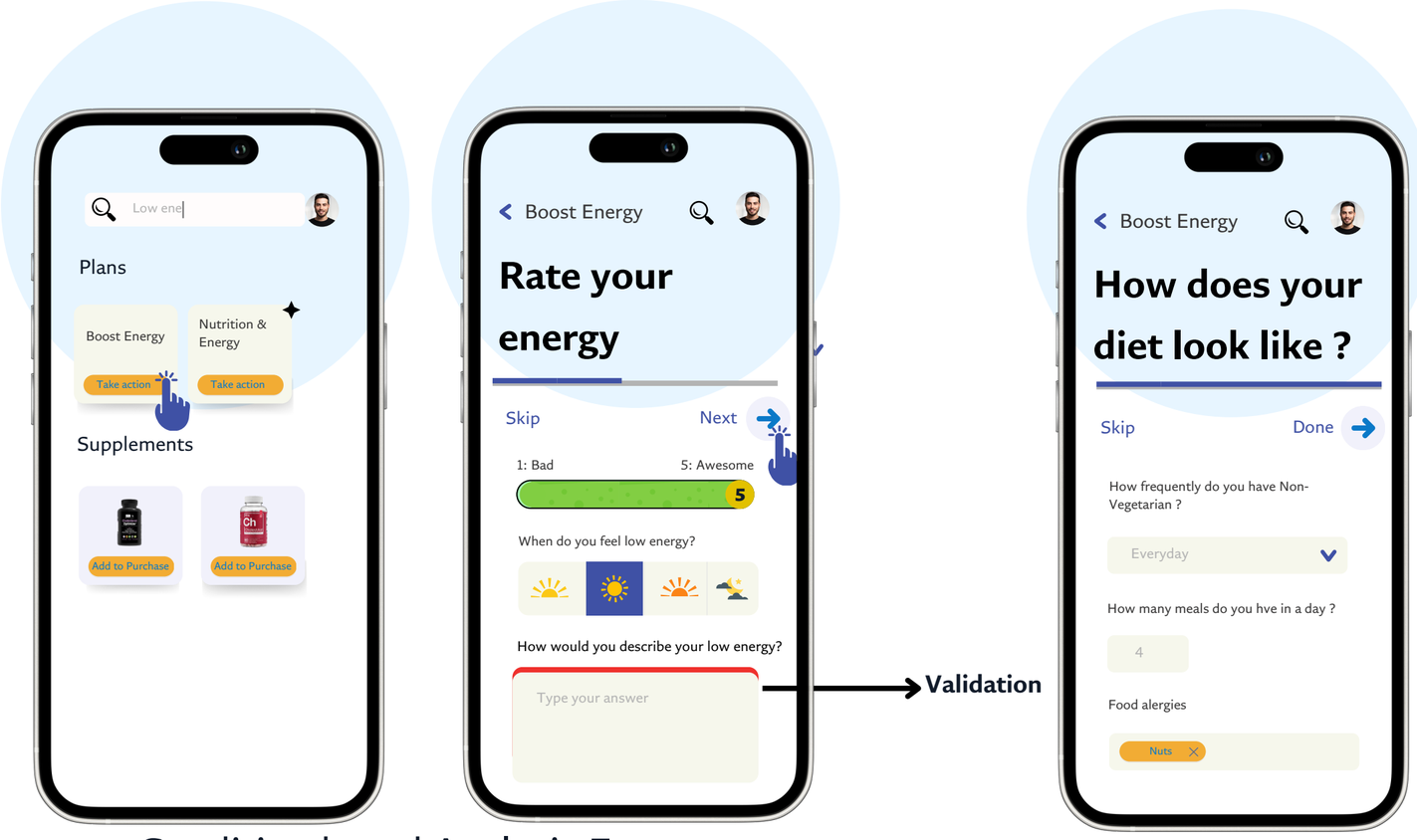
Smart Form Feature Design

Assumptions: All designs are made with a goal of reducing dependency on Health Manager to collect data

14 Focus: Making form filling less tedious through smart flow design



Mandatory / Basic Info



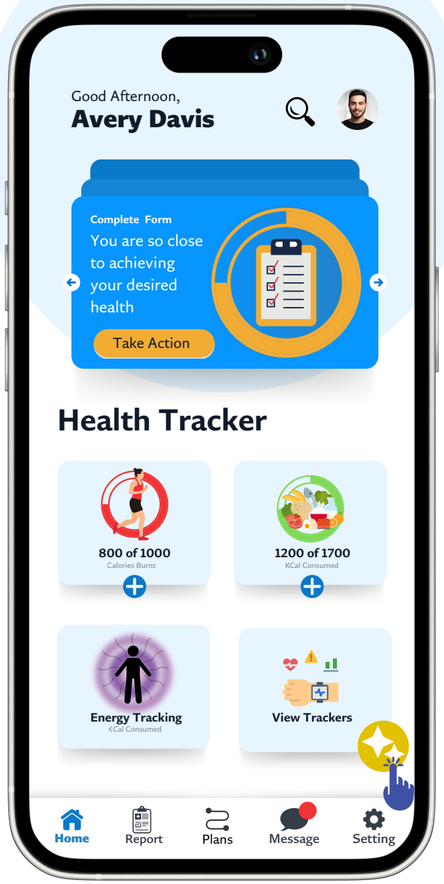
Condition based Analysis Form

- UX Designed with Norman Heuristics in mind

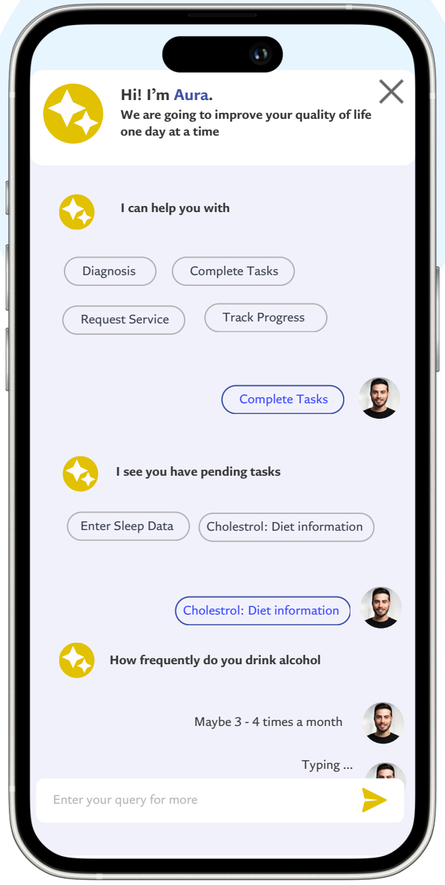
Smart Form Feature Design

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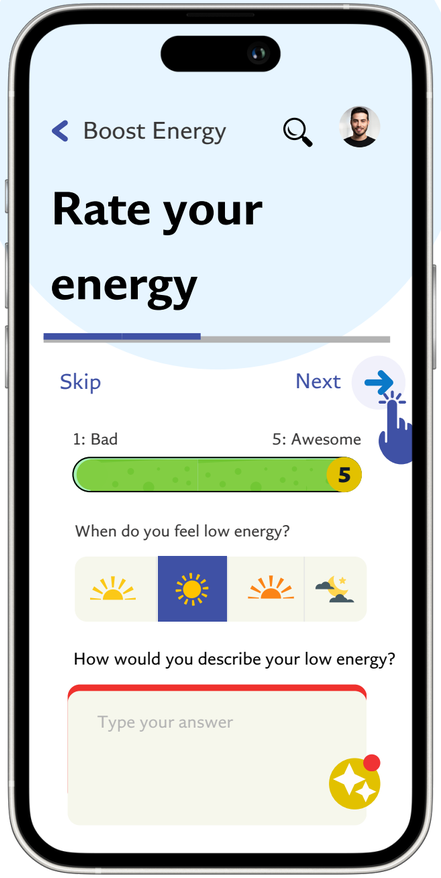
Focus: Smart Form data collection through conversation



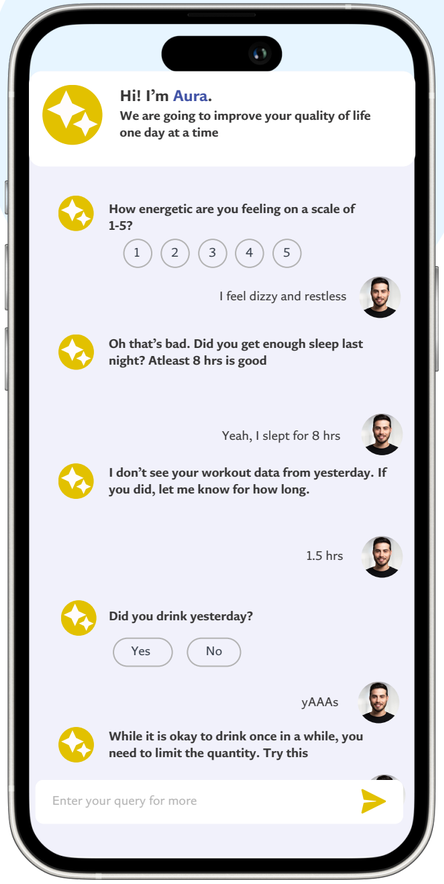
Home Screen with Aura



Aura takes input in various formats and builds upon contextual information



Aura notification on a plan screen. Looks like it has got something for us



Aura understands the task at hand and assists user. Capturing and understanding information even though the user types a mistake

Coversational data collection and assistance

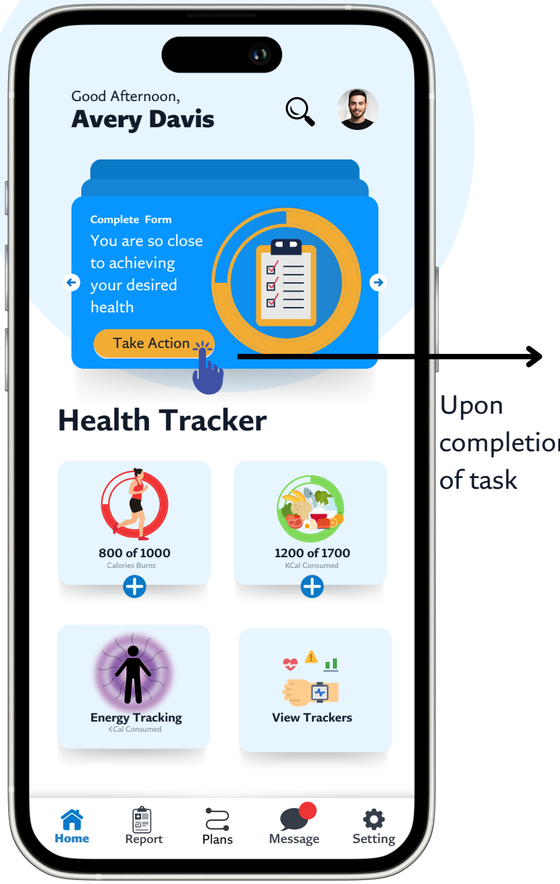
- UX Designed with Norman Heuristics in mind

Smart Form Feature Design

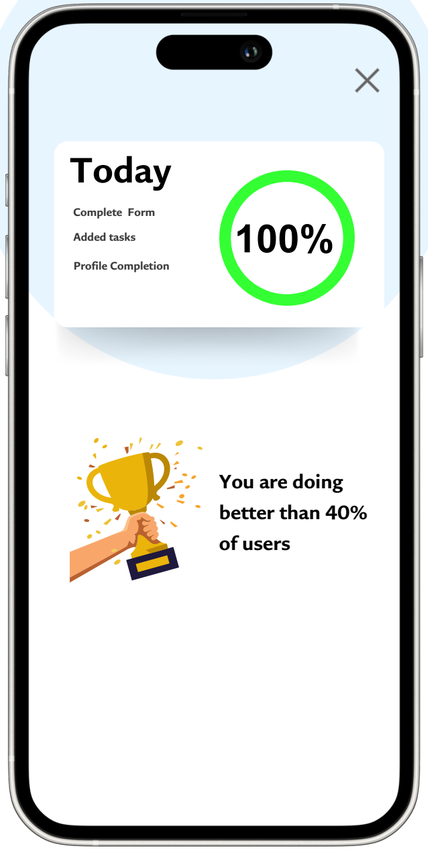
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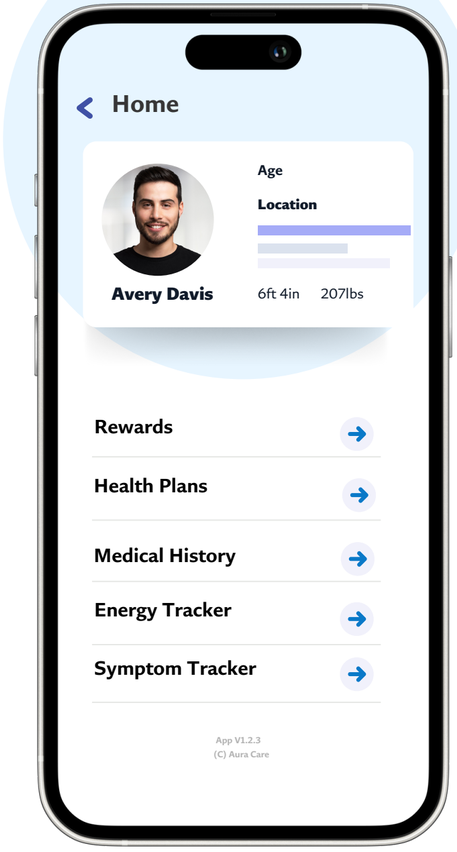
Focus: Make forms and tasks tracking engaging

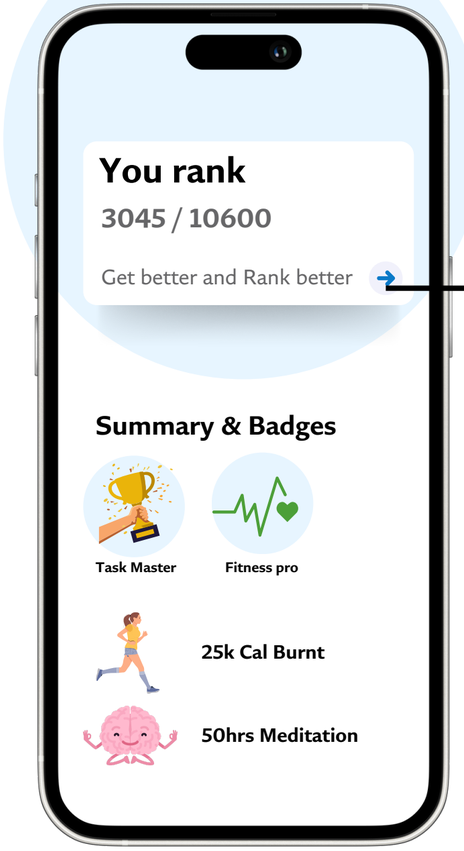
To woo younger crowd. Need testing to check if this fits for target persona



Upon completion of task







Navigate to pending tasks and Upsell other products to improve health

Home Screen with Aura

Task progress based form engagement

Appendix

Stats

New York Helathcare Spend

Fitness Instructors Age out?

Nurse persona

Physician Age distribution

Competitor

Competitor : Forward

Competitor : Hone Health

Competitor : Viome

Competitor : Helathspan

Competitor : Amazon Health

Potential Integration & Partnerships

Partneship : Lifelight

Partneship : Whoop

Partneship : Google Health tech

Data Resources

List of Preventive health companies

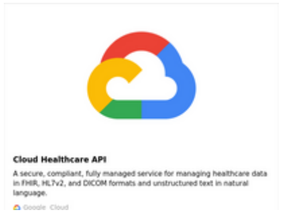
Data products API list

HIPAA Compliance

EHR, Patient scheduling, Management

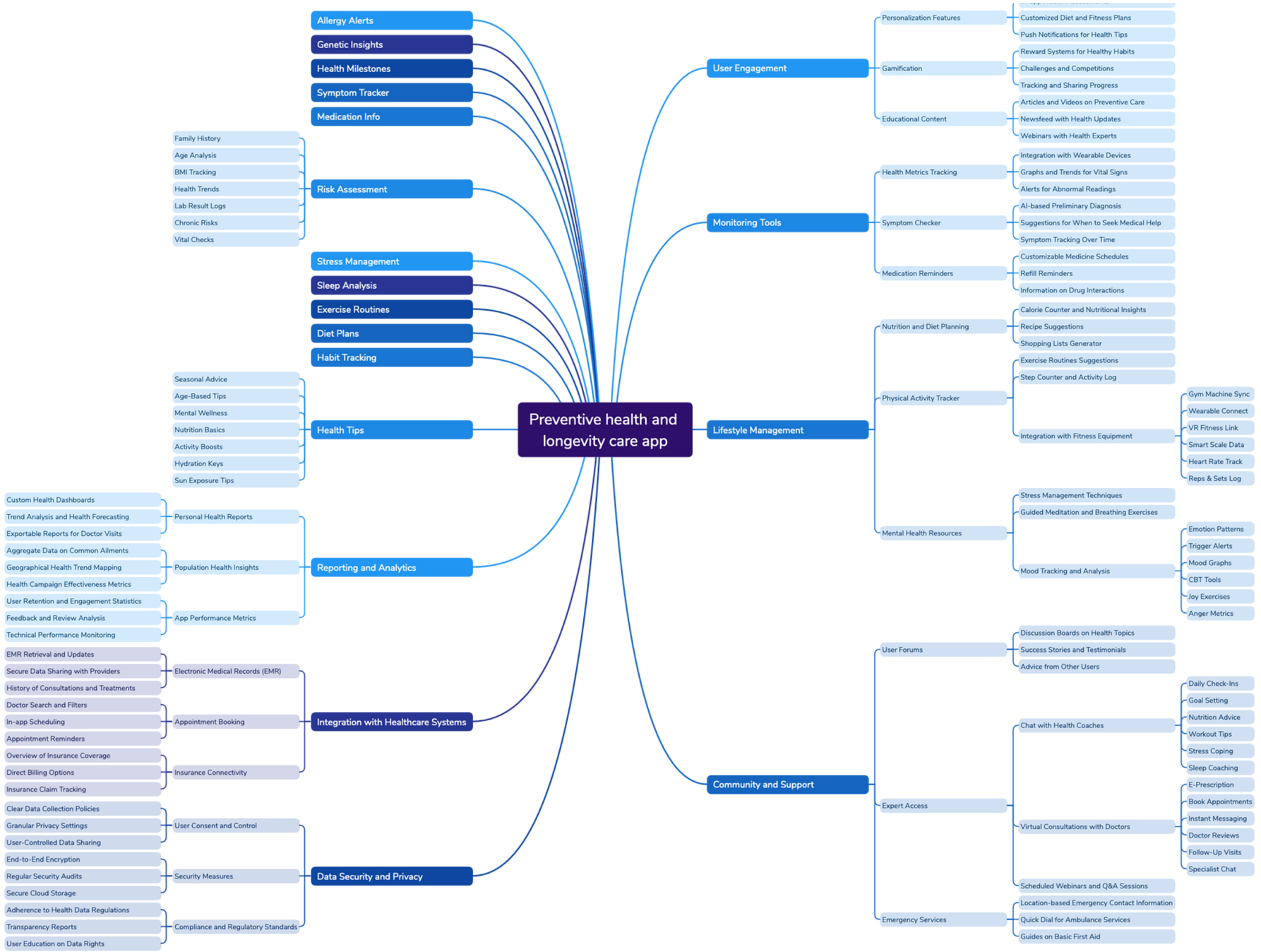
Healthie

dr chrono by EverHealth





Mind-Map


Preventive health and longevity care app
Allergy Alerts
Genetic Insights
Health Milestones
Symptom Tracker
Medication Info
Risk Assessment
Family History
Age Analysis
BMI Tracking
Health Trends
Lab Result Logs
Chronic Risks
Vital Checks
Stress Management
Sleep Analysis
Exercise Routines
Diet Plans
Habit Tracking
Health Tips
Seasonal Advice
Age-Based Tips
Mental Wellness
Nutrition Basics
Activity Boosts
Hydration Keys
Sun Exposure Tips
Reporting and Analytics
Personal Health Reports
Custom Health Dashboards
Trend Analysis and Health Forecasting
Exportable Reports for Doctor Visits
Population Health Insights
Aggregate Data on Common Ailments
Geographical Health Trend Mapping
Health Campaign Effectiveness Metrics
App Performance Metrics
User Retention and Engagement Statistics
Feedback and Review Analysis
Technical Performance Monitoring
Integration with Healthcare Systems
Electronic Medical Records (EMR)
EMR Retrieval and Updates
Secure Data Sharing with Providers
History of Consultations and Treatments
Appointment Booking
Doctor Search and Filters
In-app Scheduling
Appointment Reminders
Insurance Connectivity
Overview of Insurance Coverage
Direct Billing Options
Insurance Claim Tracking
Data Security and Privacy
User Consent and Control
Clear Data Collection Policies
Granular Privacy Settings
User-Controlled Data Sharing
Security Measures
End-to-End Encryption
Regular Security Audits
Secure Cloud Storage
Compliance and Regulatory Standards
Adherence to Health Data Regulations
Transparency Reports
User Education on Data Rights
User Engagement
Personalization Features
Customized Diet and Fitness Plans
Push Notifications for Health Tips
Gamification
Reward Systems for Healthy Habits
Challenges and Competitions
Tracking and Sharing Progress
Educational Content
Articles and Videos on Preventive Care
Newsfeed with Health Updates
Webinars with Health Experts
Monitoring Tools
Health Metrics Tracking
Integration with Wearable Devices
Graphs and Trends for Vital Signs
Alerts for Abnormal Readings
Symptom Checker
AI-based Preliminary Diagnosis
Suggestions for When to Seek Medical Help
Symptom Tracking Over Time
Medication Reminders
Customizable Medicine Schedules
Refill Reminders
Information on Drug Interactions
Lifestyle Management
Nutrition and Diet Planning
Calorie Counter and Nutritional Insights
Recipe Suggestions
Shopping Lists Generator
Physical Activity Tracker
Exercise Routines Suggestions
Step Counter and Activity Log
Integration with Fitness Equipment
Gym Machine Sync
Wearable Connect
VR Fitness Link
Smart Scale Data
Heart Rate Track
Reps & Sets Log
Mental Health Resources
Stress Management Techniques
Guided Meditation and Breathing Exercises
Mood Tracking and Analysis
Emotion Patterns
Trigger Alerts
Mood Graphs
CBT Tools
Joy Exercises
Anger Metrics
Community and Support
User Forums
Discussion Boards on Health Topics
Success Stories and Testimonials
Advice from Other Users
Expert Access
Chat with Health Coaches
Daily Check-Ins
Goal Setting
Nutrition Advice
Workout Tips
Stress Coping
Sleep Coaching
Virtual Consultations with Doctors
E-Prescription
Book Appointments
Instant Messaging
Doctor Reviews
Follow-Up Visits
Specialist Chat
Scheduled Webinars and Q&A Sessions
Emergency Services
Location-based Emergency Contact Information
Quick Dial for Ambulance Services
Guides on Basic First Aid