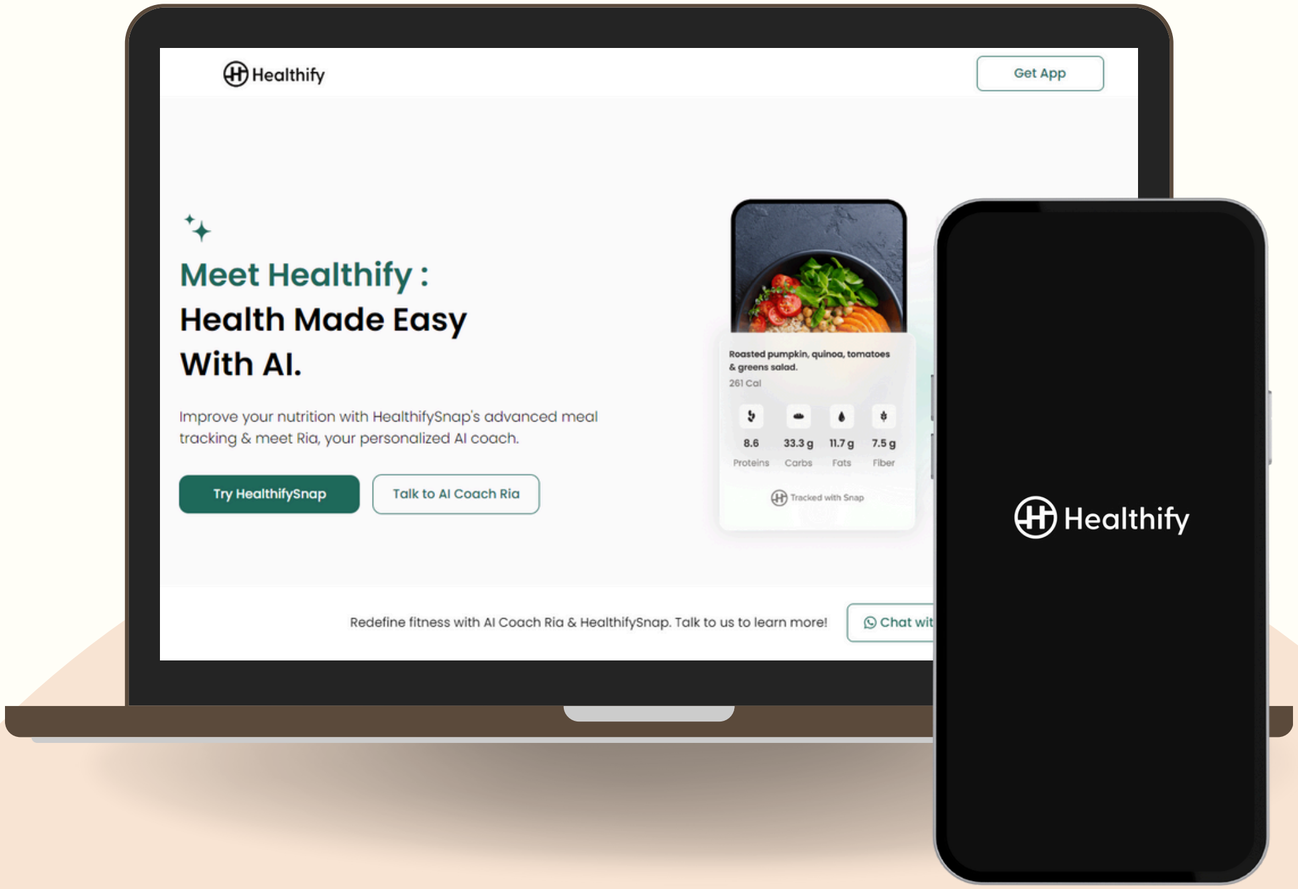
product space





Healthify Me

A Capstone Project

By Shreyas, Skanda & Yash

Company Overview

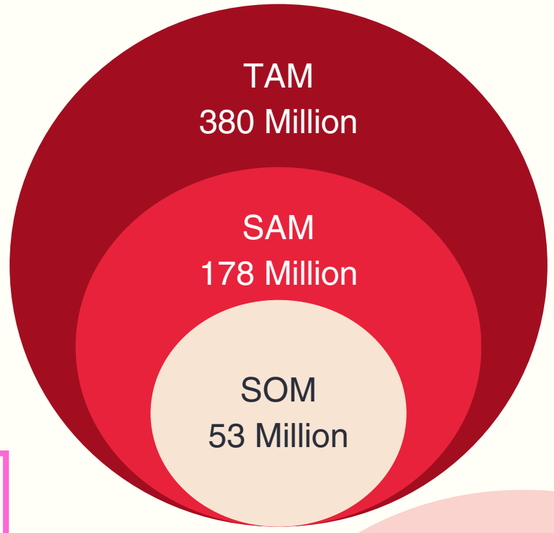


HealthifyMe is a healthtech startup founded in 2012 by Tushar Vashisht, Sachin Shenoy, Mathew Cherian, and Anjan Bhojarajan. The company is headquartered in Bangalore, India.

The platform offers personalized coaching led by expert nutritionists and fitness trainers, featuring meal and workout plans, calorie and activity tracking, and tools for monitoring sleep, water intake, and glucose levels.

As of 2023, HealthifyMe had approximately 30 million users, with over 400,000 paid subscribers, accounting for about 1.3% of its total user base. The company generates annual revenue of $22.1 million and has raised $130 million in funding.

The flagship coaching model of HealthifyMe, guided by expert nutritionists and fitness trainers, has empowered users worldwide to reach their health and fitness goals, such as weight loss and managing medical conditions. Leveraging personalized nutrition and fitness guidance, advanced tracking tools, AI technology, and cutting-edge health innovations, HealthifyMe is making significant progress towards its mission of healthifying a billion people.



Source: LinkedIn

Total Funding $130M in 10 rounds	Ranked 3rd Among 944 competitors	Annual Revenue $22.1M as on Mar 31, 2023	Latest Funding Round $30M Series C, Jun 07, 2023

Features & Services

Personalized Diet Plan

Custom diet plans based on individual goals, preferences, and dietary restrictions, with a large food database and calorie tracking.

Workout Routines

Tailored workout plans with video tutorials, suitable for all fitness levels, and integration with fitness trackers.

Health Tracking

Access to certified nutritionists, fitness coaches, & yoga instructors for personalized advice.

Expert Guidance

Access to certified nutritionists, fitness coaches, and yoga instructors for personalized advice.

Community & Challenges

Social features, group challenges, and community support to keep users motivated.

Health Insight

Detailed reports on health metrics and provides personalized lifestyle recommendations to help users maintain and improve their overall well-being.

product space

Healthify



Information	HealthifyMe	cult.fit	myfitnesspal
Description	Provider of expert-led personalized coaching for fitness and nutrition management	Provider of digital and offline fitness services	MyFitnessPal is a health and fitness app that helps users track their diet and exercise by logging meals, counting calories, and monitoring physical activity to achieve fitness goals.
Founded Year	2012	2016	2005
Location	Singapore (Singapore)	Bengaluru (India)	San Francisco, California, USA
Company Stage	Series C	Series F	Series A. Acquired by Francisco Partners for $345M on Oct 30, 2020
Unicorn Rating	Soonicorn	Unicorn	Not classified as a unicorn
Total Funding	$130M	$683M	$18.2 million
Funding Rounds	10	14	1
Latest Round	Series C, $30M, Jun 07, 2023	Series F, $22.3M, May 06, 2024	Series A, August 20, 2013
Investor Count	44	91	4
Top Investors	Khosla Ventures, Innoven Capital & 42 others	Oaktree Capital Management, Temasek & 89 others	Accel, Kleiner Perkins, Bryant Stibel
Total Visits	961.3K	466.7K	14.8M
Last Month Change	9.68%	31.86%	2.29%
Avg Visit Duration	0:03:02	0:09:05	0:04:28
Pages per Visit	2.06	13.88	6.71
Bounce Rate	72.38%	24.06%	40.14%

Problem Statement

Decline in User Engagement and Retention: HealthifyMe is experiencing a 20% drop in daily active users (DAU) and monthly active users (MAU) over the past six months.

01 WHAT

Identify Pain Points:

User insights reveal specific issues to address.

02 HOW

Align with Needs:

Tailor features to actual user preferences.

03 WHY

Boost Satisfaction:

A user-focused approach increases loyalty and retention.

User Interviews - Findings

Overview

This report aims to identify the existing pain points and problems faced by HealthifyMe users, which are impacting the Daily Active Users (DAU) and Monthly Active Users (MAU). The insights are based on user interviews and propose wireframe solutions to enhance user experience.

- **Usage Frequency:**
  - Majority of users engage with HealthifyMe daily, mainly for calorie and weight tracking.
- **Features Used:**
  - Commonly used features include calorie tracking, meal creation, workout tracking, and Google Fit integration.
  - Missing integrations with popular Indian fitness apps like Noise Fit and Boat.
- **Ease of Use:**
  - Most users find the app very easy to navigate.
  - The app includes a helpful user journey feature for new users.
- **Feature Satisfaction:**
  - Indianized foods: Generally rated high.
  - Workout tracking: Rated low due to the effort required to manually add details. Users desire more intuitive and automated options.
- **Engagement Challenges:**
  - Frequent ads pushing for Pro subscriptions are seen as irritating.
  - Lack of integration with certain fitness apps and the need for manual data entry.
  - Some users prefer to use multiple apps to get all the desired features.
- **Engagement Drivers:**
  - Primary motivations include personal fitness goals and nutritional guidance.
  - Inconsistent community interaction and health tips.
- **Content Preferences:**
  - Interest in more workout videos, healthy recipes, success stories, and expert tips.
  - Desire for dietary suggestions and nutritional content.
- **Retention Importance:**
  - Personal progress tracking and community interaction are key factors.
  - The constant push towards Pro subscription is seen negatively.
- **Churn Reasons:**
  - Ads and promotional content for Pro subscriptions are major deterrents.
  - Limited features and lack of new content also contribute to churn.
- **Overall Satisfaction:**
  - Satisfaction levels range from neutral to very satisfied.
  - Users appreciate the app but criticize its aggressive monetization strategies.
- **Recommendation Likelihood:**
  - Many users are likely to recommend HealthifyMe, especially for its calorie tracking and nutritional guidance features.

product space

Healthify

USER PAIN-POINTS

Manual Data Entry

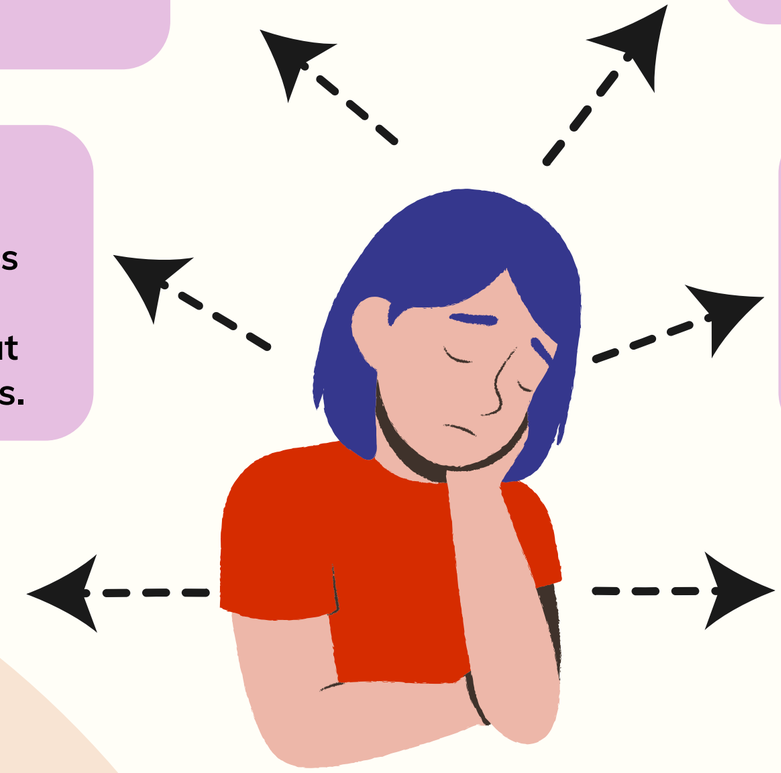
User find it difficult to search for the workouts and the app doesn't have inputs for data like Sets and reps.

Excessive Ads

Constant ads and promotional content for Pro subscriptions disrupt user experience.

Community and Content

- Community interaction and health tips are inconsistent.
- Lack of engaging content like workout videos, success stories, and expert tips.



Feature Limitations

- Users feel the need to use multiple apps to access all desired features.
- Limited ability to measure food in grams rather than cups.

Integration Issues

Lack of integration with popular Indian fitness Devices & Apps (Noise Fit, Boat).

In App Integration

Lack of integration with Food Delivery Apps like Swiggy & Zomato for Healthy classified Foods. Also integration with quick commerce Apps.

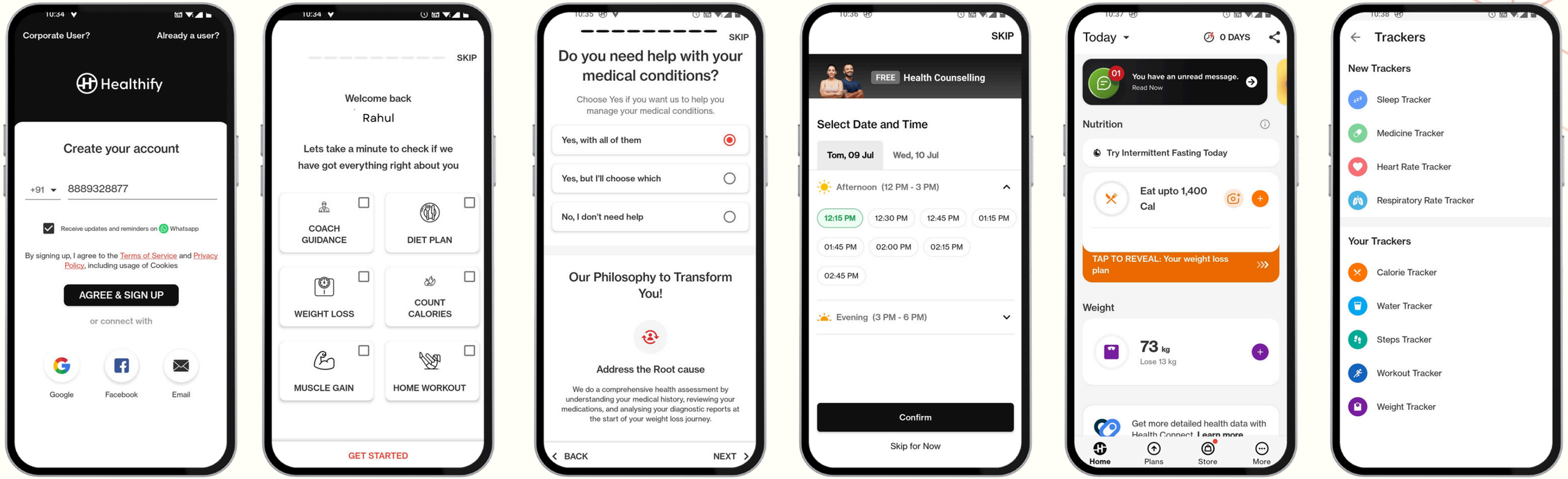
product space

User Persona

Healthify

			
About	**"Rahul is a 32 year old working professional(Marketing Manager) leading a hectic life managing marketing campaigns and client meetings. He struggles to find time for himself amidst his busy schedule.**	**"Santosh is a 24 year old student and fitness enthusiast, lives and breathes fitness, spending most of his days in the gym either working on him own workouts. Fitness is not just a job but a passion for him.**	**Sushmita is a 28 year old Engineer getting married in a few months. Looking to manage and reduce weight.**
Pain-Points	• Lack of time for comprehensive workout routines and meal planning. • Difficulty in maintaining consistency in fitness activities. • Challenges in balancing work-life responsibilities with health goals.	• Tedious manual tracking of workouts and nutrition. • Lack of advanced analytics to monitor progress effectively. • Need for specialized guidance tailored to fitness goals.	• Difficulty in accurately tracking calorie intake and nutritional values. • Frustration with inconsistent progress in weight management efforts. • Desire for personalized meal planning that aligns with dietary goals.
Motivation	• Desire for quick and effective workout routines that fit into a busy schedule. • Need for healthy meals that are easy to prepare and fit dietary preferences. • Seeking tools that integrate seamlessly with their calendar and reminders for better time management.	• Drive for continuous improvement in fitness performance and physique. • Interest in detailed insights and data-driven feedback on workouts and nutrition. • Passion for exploring new fitness techniques and achieving personal bests.	• Commitment to achieving and maintaining a healthy weight. • Interest in understanding nutritional impacts on health and well-being. • Seeking motivation and encouragement through community interaction and progress tracking.
Goals	• Achieve and maintain fitness despite a hectic schedule. • Improve overall health and energy levels. • Incorporate sustainable wellness habits into daily routines.	• Optimize workout efficiency with advanced tracking and analytics. • Achieve specific fitness milestones such as muscle gain or fat loss. • Stay motivated through access to expert advice and community support.	• Effectively manage calorie intake and monitor nutritional balance. • Adopt sustainable eating habits that support weight loss or maintenance. • Engage in a supportive community environment for accountability and motivation.

User Flow



Sign up using your Mobile Number or other 1 click Login options

Select your Aim with which yu have come at Healthify Me

Enter your Health and other details through Easy 9 Steps.

User can book a Free Health Counselling before starting the “Healthify Me” journey. He can also skip this part.

Post onboarding process, comes the Home Screen of Healthify Me where calorie tracking and other Home features can be seen.

User can check his activities by tracking the Workout and other parameters.

User Journey

	Discovery Phase	On-Boarding Phase	Check/ Start Product Enquiry	Enter your & Service Details	Decision Making	Exit Phase
Use Actions & Touch-Points	Hears about the app from a colleague, check user review in app store.	Downloads the app, sets their profile, including health goals and dietary preferences.	Check their personalized meal plan and calorie tracker.	Receives recommendations regarding supplements, pro features and purchase based.	User is asked for feedback and user gives feedback and comments.	User extensively uses the app and recommends it to others.
User Thoughts	I need a solution that helps me manage my health without adding more stress.	This setup process seems straightforward. I hope it really does save me time.	Having everything I need in one place is so convenient.	This recommendation seems tailored to my needs. It's worth trying out.	I appreciate that they value my feedback and want to improve.	HealthifyMe has become an essential tool in my daily routine.
Empathy						
Pain-Points	• Uncertainty about whether the app will fit into her busy lifestyle. • Concerns about the time commitment required to use the app effectively.	• Anxiety about whether the integrations will work seamlessly. • Concerns about privacy and data security when connecting external apps.	• Frustration if there are delays or glitches in accessing meal plans or ecommerce features. • Overwhelm if the app interface feels cluttered or difficult to navigate.	• Dissatisfaction if the recommended products don't align with her preferences or goals. • Concerns about the quality or reliability of the ecommerce transaction process.	• Frustration if the survey feels repetitive or doesn't address her specific experiences. • Disappointment if there's no visible improvement or response to her feedback.	• Concerns if the app fails to adapt to her changing health needs or lifestyle over time. • Frustration if updates or new features don't meet her expectations or make the app more complicated to use.

Pain- Points Prioritization

Pain Points	MoSCoW	Reason
Lack of integration with popular Indian fitness Devices & Apps (Noise Fit, Boat).	**Must Have**	Users expect seamless connectivity; integration enhances user engagement and satisfaction.
Constant ads and promotional content for Pro subscriptions disrupt user experience.	**Must Have**	Excessive promotional content can lead to frustration and potential user churn, impacting user experience.
Lack of integration with Food Delivery Apps like Swiggy & Zomato for Healthy classified Foods. Also integration with quick commerce Apps	**Should Have**	Provides additional convenience but is less critical compared to core functionality improvements. Similar to food delivery apps; could enhance convenience but is not essential for basic operation.
User find it difficult to search for the workouts and the app doesn't have inputs for data like Sets and reps.	**Should Have**	Significantly affects user experience; streamlining data entry is crucial for usability and retention.
Users feel the need to use multiple apps to access all desired features. Limited ability to measure food in grams rather than cups.	**Could Have**	Consolidating features enhances user experience and reduces frustration from switching between apps. Many users prefer precise measurements for dietary tracking, improving user satisfaction among health-conscious individuals.

Problem-Solution Mapping

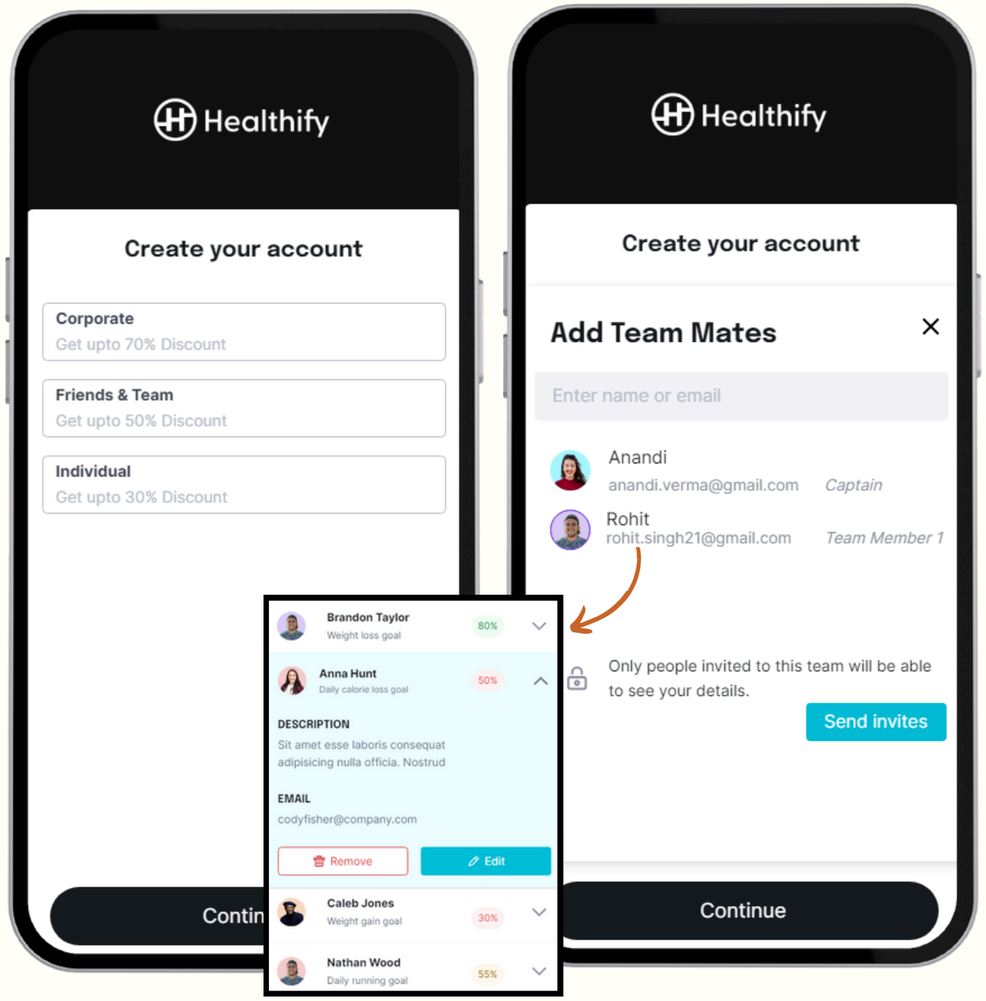
Problem	Solutions	Impact
Pro Subscription Value: Users feel that the pro subscription does not offer sufficient value for the money.	Offer group plans for users and incorporate gamification elements.	Increases engagement and group plans increases user retention
Lack of Integration with food delivery: Users struggle to access healthy meal options	In app integrations with different food delivery apps suggesting meals based on user needs	Increases engagement as user don't have to think about what to eat and where to get it
Lack of Integration with fitness app: Users want better integration with local fitness apps.	Develop APIs to integrate with popular fitness devices and apps for seamless data sharing.	Enhances user satisfaction and convenience, making the app more attractive to potential users.
Manual Workout Tracking: User find it difficult to search for the workouts and the app doesn't have inputs for data like Sets and reps.	Enhance the workout search functionality and add input fields for sets and reps tracking.	Improves user experience and engagement by making workout tracking more intuitive and useful.

Wireframing 1

Solutions

- Group Plan: Offer a discounted subscription for multiple family members with shared and individual features.
- Team Plan: Provide a subscription plan for small teams or groups with collective and individual benefits.
- Flexible Payment Options: Introduce monthly, quarterly, and yearly payment plans for affordability and flexibility.

Feature: Group Plan



Impact

- Increased Adoption and Retention: Higher adoption and retention rates due to value in collective health approach.
- Revenue Growth: Overall subscription increase offsets discounts, leading to higher revenue.
- Enhanced User Engagement: Family and team challenges drive higher engagement and motivation.
- According to the study*, Group plans helps in retaining the users.

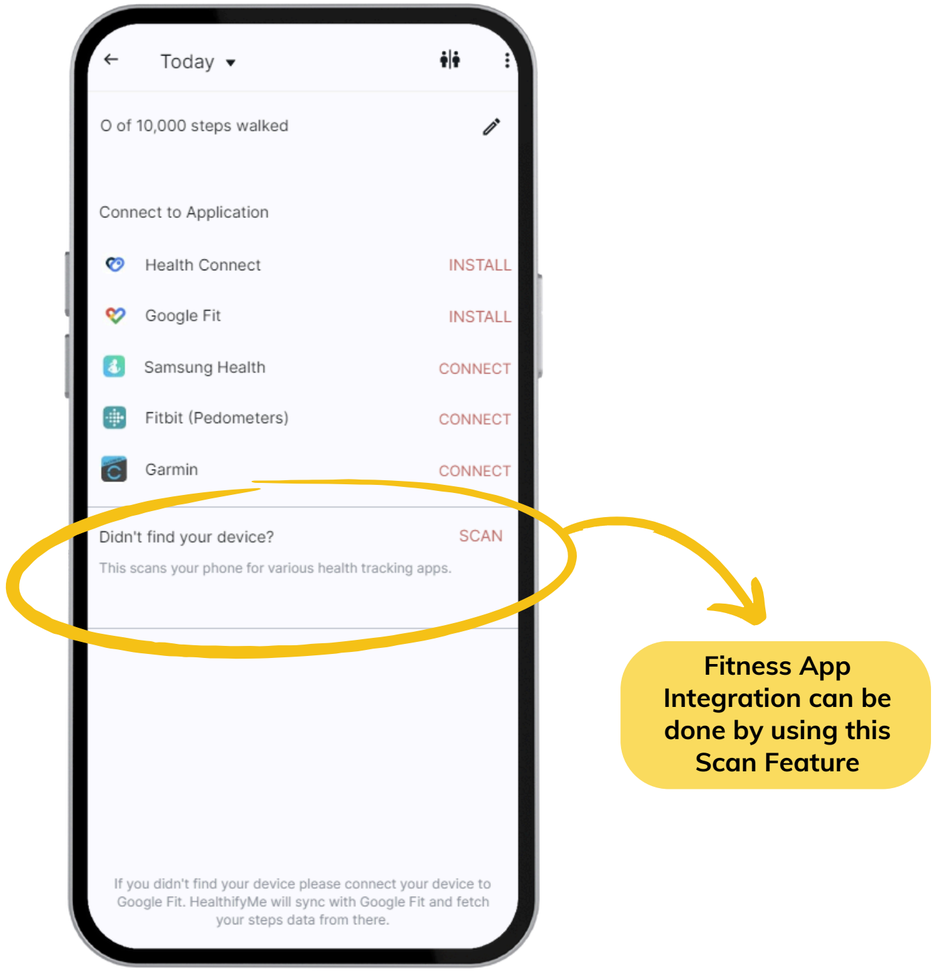
*Source: https://www.marketingsherpa.com/article/group-subscriptions-to-online-content

Wireframing 2

Solutions

- Develop Comprehensive APIs: Design APIs for seamless data exchange and synchronization with local fitness apps.
- Partner with Local Fitness Apps: Establish partnerships with Indian fitness app developers for smooth integration.
- Ensure Compatibility and Scalability: Build APIs to be device-compatible and scalable for growing user bases.

Feature : Fitness App Integration



Impact

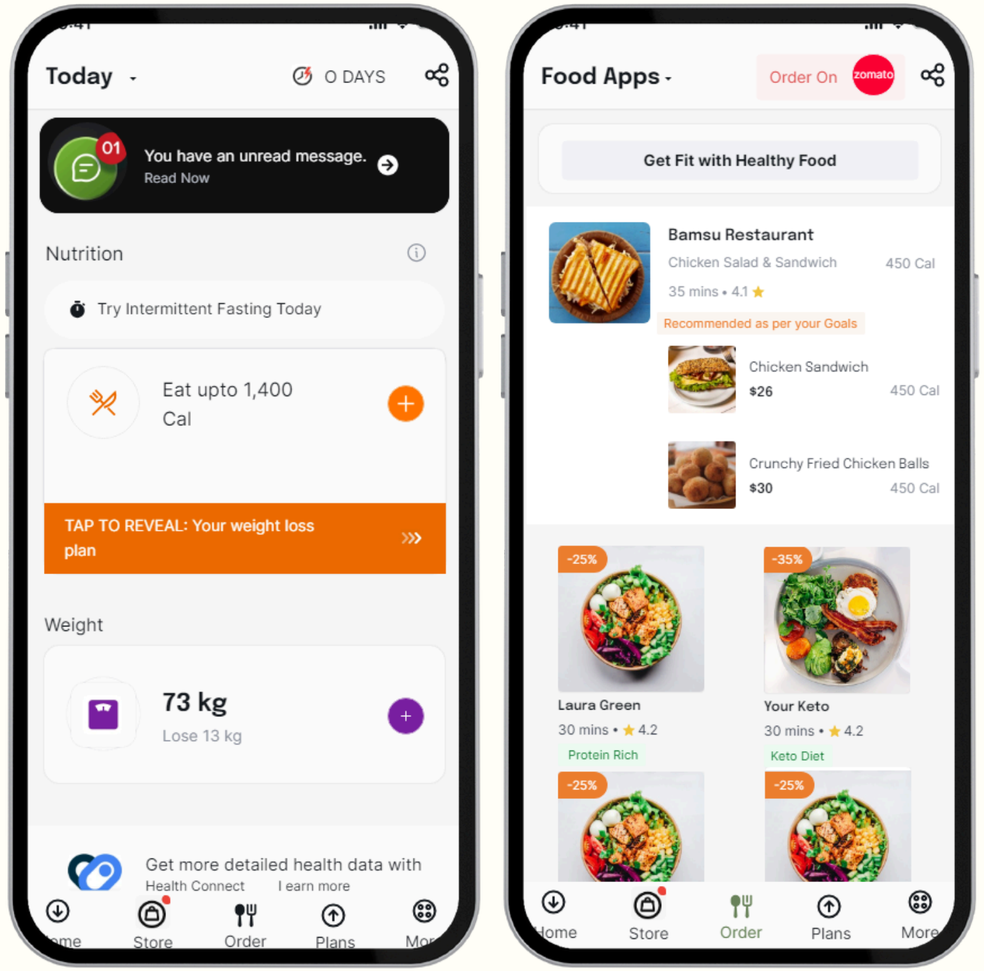
- Enhanced User Experience: Users can access all their fitness data in one place.
- Increased User Engagement: Integrated features drive higher app usage and engagement.
- Broader Market Reach: Attract users of local fitness apps to HealthifyMe.
- Competitive Advantage: Stand out by offering comprehensive and localized fitness solutions.

Wireframing 3

Solutions

- API Partnerships: Collaborate with services like Swiggy and Zomato for API integration.
- Personalized Meal Suggestions: Recommend meals based on user dietary preferences and goals.
- Nutritional Information: Provide detailed nutritional data for each meal suggestion.
- Easy Ordering: Enable direct ordering through the app with pre-filled delivery details.
- User Feedback: Allow ratings and feedback to refine meal recommendations.
- Promotional Offers: Offer exclusive discounts or meal bundles through partnerships.

Feature: Food App Integration



Impact

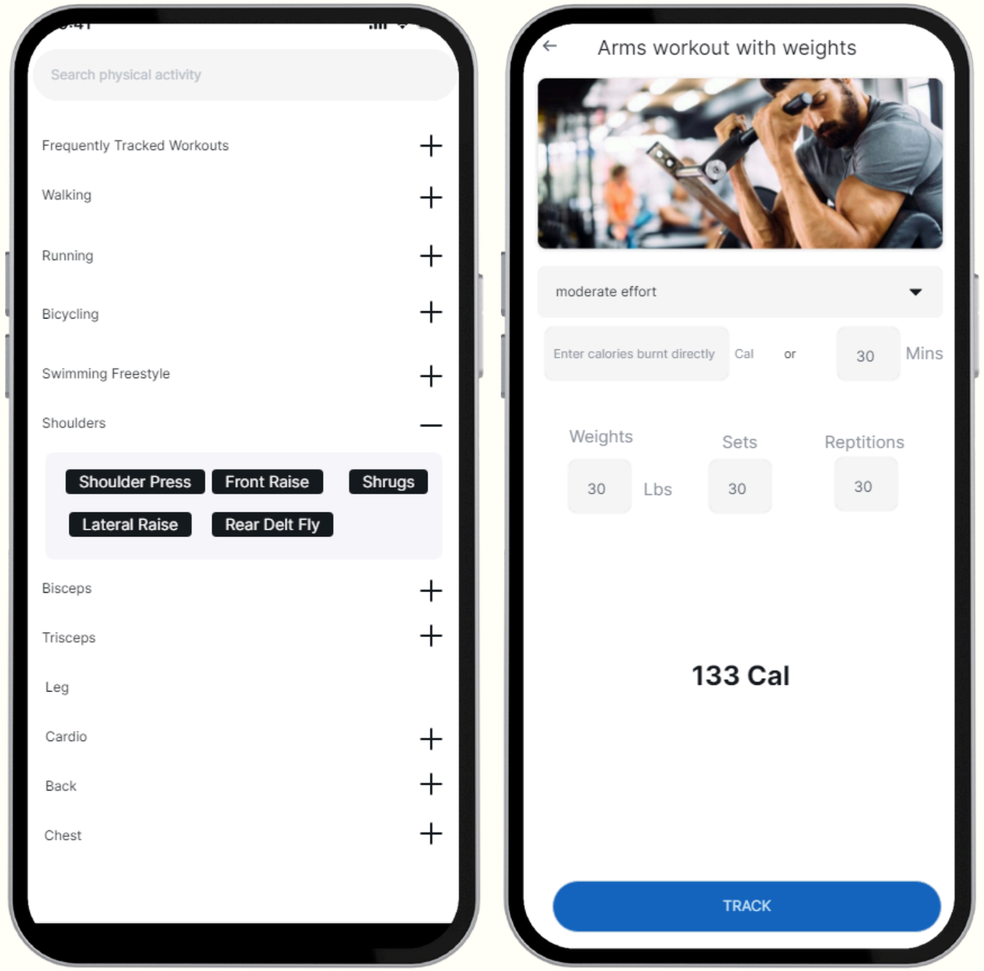
- Increased User Engagement: Personalized meal suggestions and seamless ordering encourage more frequent app usage and higher user retention.
- Healthier Eating Habits: By providing access to nutritious meal options, users are more likely to make healthier dietary choices, improving their overall well-being.
- Enhanced User Satisfaction: Integrating food delivery options streamlines the user experience, leading to higher satisfaction rates and positive reviews for the app.

Wireframing 4

Solutions

- Improved Search Algorithm: Implement advanced search filters (e.g., by muscle group, workout type, duration) to help users easily find specific workouts.
- Customizable Input Fields: Add dedicated fields for users to log sets, reps, weights, and rest times, allowing for comprehensive workout tracking.
- Workout History: Include a feature to view past workouts, enabling users to track progress over time and make adjustments as needed.

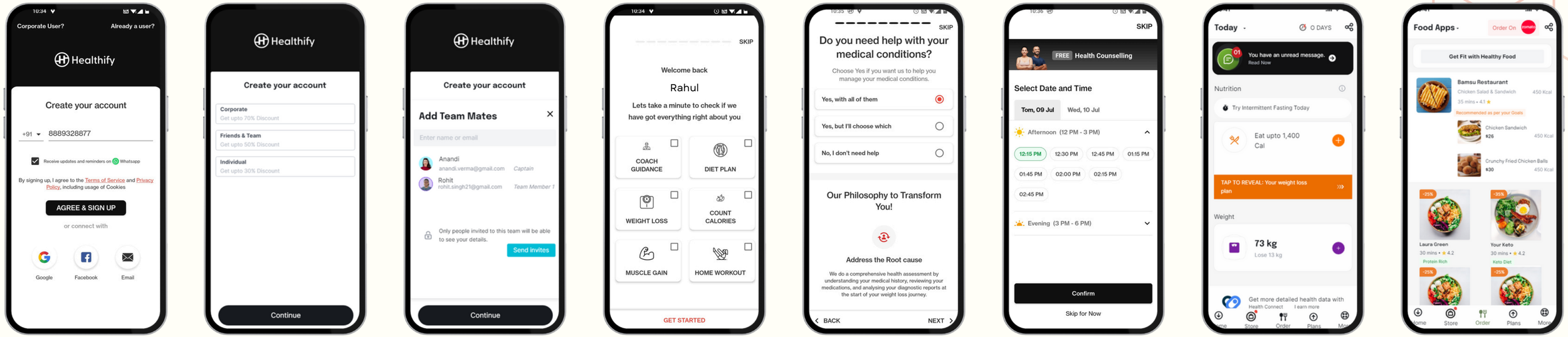
Feature: Improved Workout Tracking



Impact

- Enhanced User Experience: Easier workout search and logging improve app usability.
- Increased User Retention: Comprehensive tracking encourages consistent app use.
- Better Progress Tracking: Detailed logs help users monitor and achieve fitness goals.

Revised User Flow



Sign up using your Mobile Number or other 1 click Login options

Select type of user in terms of Individual, Corporate and Team.

Considering the User has chosen the Teams option, he needs to search for his team members or send them Invites.

Select your Aim with which yu have come at Healthify Me

Enter your Health and other details through Easy 9 Steps.

User can book a Free Health Counselling before starting the “Healthify Me” journey. He can also skip this part.

Post onboarding process, comes the Home Screen of Healthify Me where calorie tracking and other Home features can be seen.

User can order food Items or Health related items from the integrated Food Delivery Apps and E-Commerce Apps.

Metrics

Solution	Metric	Impact
Subscription	Conversion Rate to Paid Subscription: Percentage of users who upgrade to the paid version after using Family/Team features.	Increase in average revenue per user (ARPU), improvement in user retention rates. Increase in the number of active users, growth in revenue from premium subscriptions.
	Churn Rate: Percentage of pro subscribers who cancel their subscription.	
	Retention Rate of Free Users: Percentage of users who continue using the app after a certain period.	
Manual Workout Tracking	Feature Adoption Rate: Percentage of users who use the new drag-and-drop workout tracking feature.	Increase in user engagement metrics related to workout tracking (number of workouts logged, time spent on workout features).
	User Satisfaction: Feedback scores or ratings related to the ease of using workout tracking.	
Integration with other fitness apps.	Integration Adoption Rate: Percentage of users who connect external apps or services (e.g., fitness devices, grocery apps) to HealthifyMe.	Improvement in user experience metrics (user engagement, satisfaction), increase in user retention rates due to enhanced functionality.
	User Feedback on Integration: Ratings or survey responses related to the ease and usefulness of integrations.	
Integration with food delivery and ecommerce apps.	Integration Adoption Rate:Percentage of HealthifyMe users who connect their accounts with food delivery and/or ecommerce apps.	Indicates initial user interest and adoption, influencing overall engagement and potential revenue. Measures the effectiveness of the integration in driving transactions and revenue generation.
	Conversion Rate:Percentage of users who make a purchase (food order or ecommerce product) through the integrated app after interacting with recommendations in HealthifyMe.	

OTHER PROBLEMS OF THE USER

User Pain-points

More nutritional value of each ingredient in diet plans is needed.

Feature Absence

Recommendation Calculator not present. No good solutions presented based on the collaborative data from different sources.



Usability Issues

Need the option of adding food intake in grams other than cups and katori.

Content & Information Clarity

Have a different tab for content such as articles and different tab for user dashboard.

Thank You

We would love to address all your questions



Shreyas Shivaniwar



Yash Agrawal



Skanda B

Alone we can do something, together we can do Everything.....