



HealthifyMe App Notifications

HealthifyMe Product Teardown

Chahat Sachdev

Next leap Learn in Public: 1/6

Firstly what's HealthifyMe all about?

HealthifyMe is an **Indian digital health and wellness company**, which provides an app with services such as calorie tracking and advice on nutrition and fitness.

HealthifyMe mission is to **"healthify a billion lives"** by helping people eat clean, change how they stay fit, and build healthy lifestyles.

The company also has a **B2B wing** that works with over 100 companies to provide employee wellness solutions with Annual revenue of **\$25M-\$50M**

Let's explore the **Target USER SEGMENT:**



Obesity patients



Diabetic patients



PCOS Patients



Fitness enthusiasts

its profit playground **The Business model :**

B2C Segment(80% revenue):It's a **freemium model**:service based model with both free and paid services.

B2B2C Segment(20% revenue):Services through businesses and healthcare services.

What's the fun without the **Competition?**



Why HealthifyMe? **THE POSITIONING.**

HealthifyMe helps people maintain a healthy lifestyle, track calories, eat clean , Help reducing obesity , PCOS and also help diabetic patients.

User persona :



Vaibhav Singhal
26y/o CoS
He/Him -Male

“My hectic work schedule, Imbalance in routine and travel makes it hard for me to follow a regularised fitness routine.”

NEEDS:

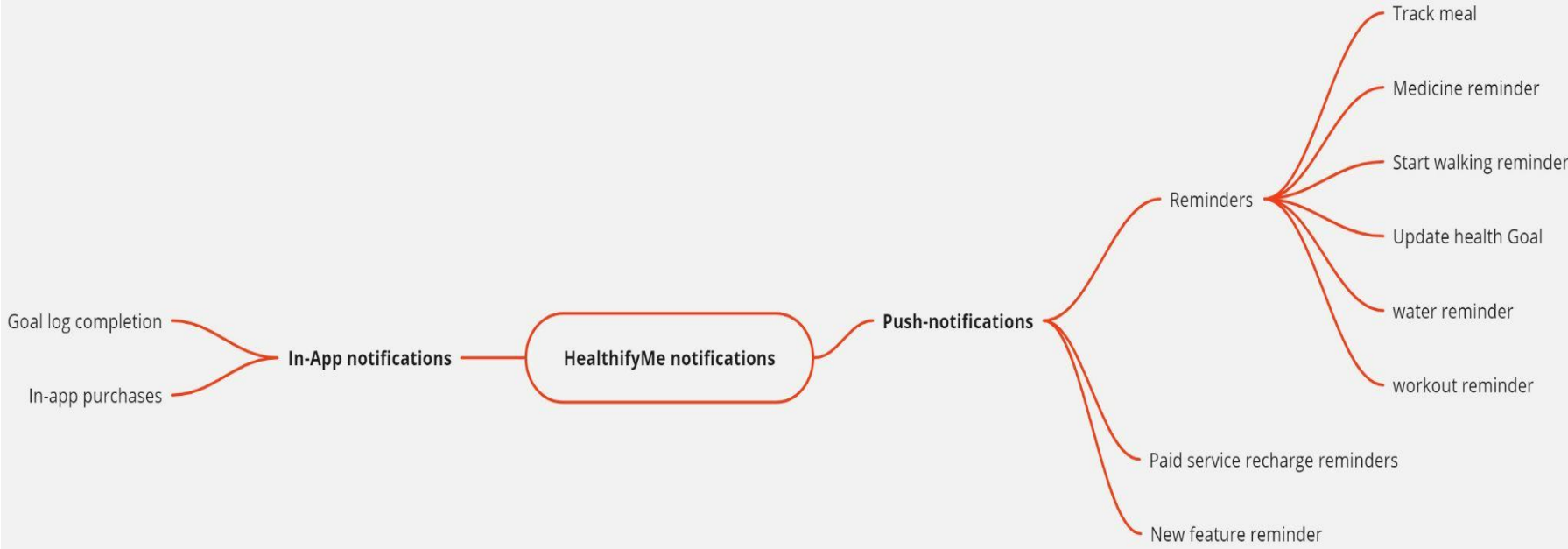
- Needs an easy and planned fitness regime to follow
- Wants to better understand about what he eats, its calories and nutritional value
- Wants to lose weight and gain muscles.

PAIN POINTS:

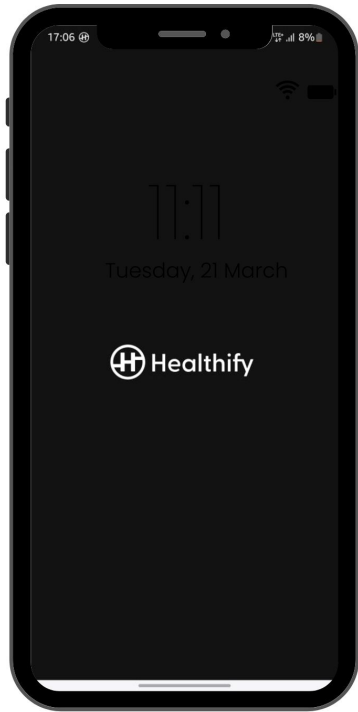
- Hectic work schedule makes gym irregular
- Due to travel and work load ,unhealthy eating quite often
- Lethargic and inactive throughout the week.

Notifications in HealthifyMe:

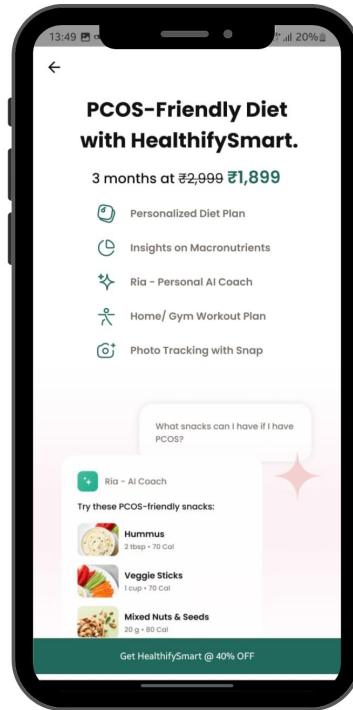
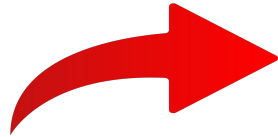
HealthifyMe has both in-app notifications and Push notifications , both of which serves as an effective tool to increase user Engagement and retention and also increase in-app purchases
Notifications in healthifyMe include:



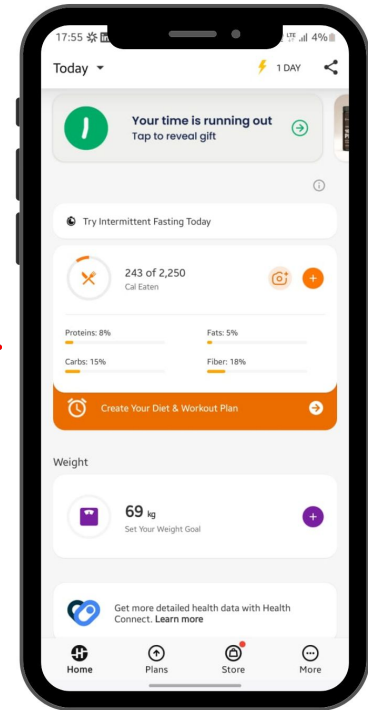
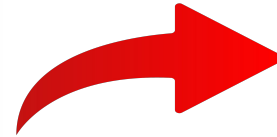
User flow mapping for In-App Notifications:



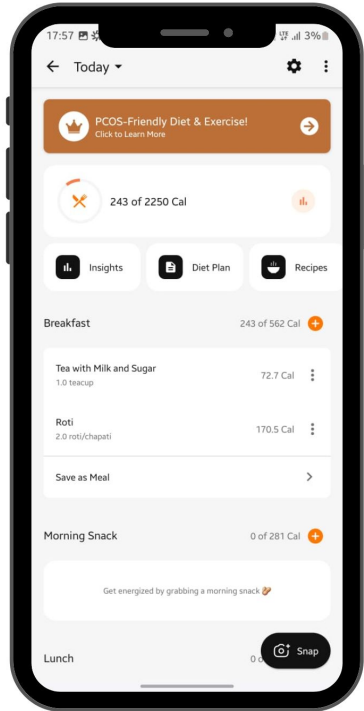
App- launch



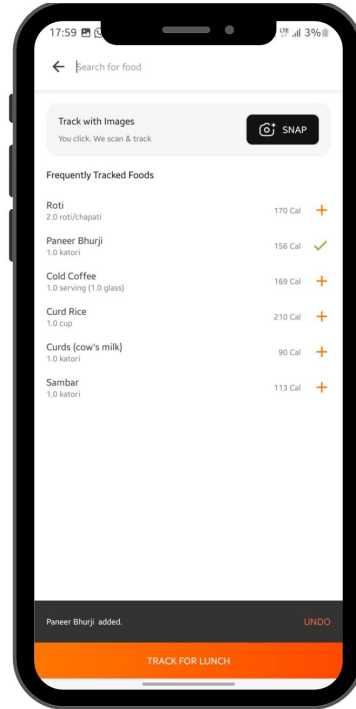
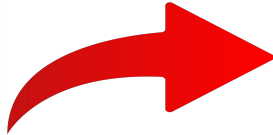
In-app notification appears for plan purchase



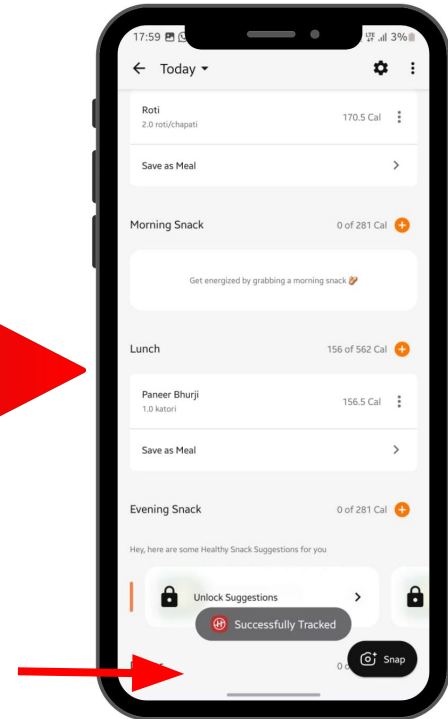
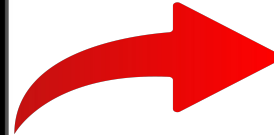
Home page



Track meal page

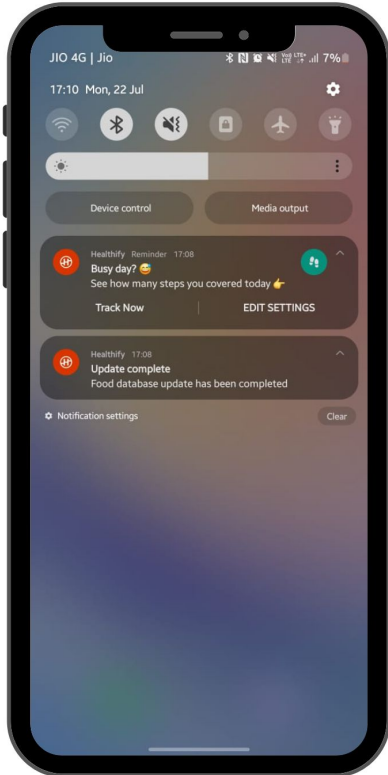


Meal logged and tracked



In-app notification for successful meal track

Phone's ring! **Push Notification** User flow mapping



Push Notifications are:

- Reminders for goal logging
- Marketing of different plans
- Re update the plan
- Goal achievement

It has a very vital role in both user engagement and user retention

Learnings from the digital health Marvel!

AI Coach RIA: The AI Integration in the app makes it more attractive and engaging with curated answers and suggestions from the **AI coach**.

HealthifySnap: this new feature allows the user to click the meal's photo and upload it which with AI services automatically breaks down the **calorie count and nutritional value** of the food.

Clean and interactive UI: Right from the App launch , the use of **contrasting color**, placement of different features and the flow of the app is very interactive and easy to use.

Calorie tracker and Goal logging: the **GAME CHANGER** feature that contributed the most for user engagement and retention is this feature of calorie tracker and goal logging.

Creative Reminders: Creative reminders that compels the user to click and launch the app also was a key feature.

Main tech stack :

Advertising -DoubleClick

**Payment and currency:Cart
Functionality**

Mobile: Meta Viewport

**Conversion and analytics:
Google Analytics**

Recommendations to improve

Competitions within the users: With goal logging , there should be innovative competitions for the users , with **prices and badges** which would encourage not just user engagement and retention but also aid in marketing.

Weekly dietary plans updates : With **new diet charts** there is excitement and a sense of newness which keeps the users going and increasing numbers.

Suggestions of healthy eats via notification : example can be **“avocado toast is boring!, have you tried this new avocado smoothie?”** this would prompt the users to land to the app and help in user retention.

Key Metrics:

ACTIVE USER
PERCENTAGE
(AUP)

Bounce rate

No. of Paid
Subscribers

Daily Active
Users(DAU)

Monthly Active
Users (MAU)

Engagement-
Goal log

Thank you!

STAY HEALTHY , STAY FIT AND STAY HAPPY :)