

# Health Coaching



How to provide users with personalised health coaching support by improving the process of access, match and communication?

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## Background & Introduction

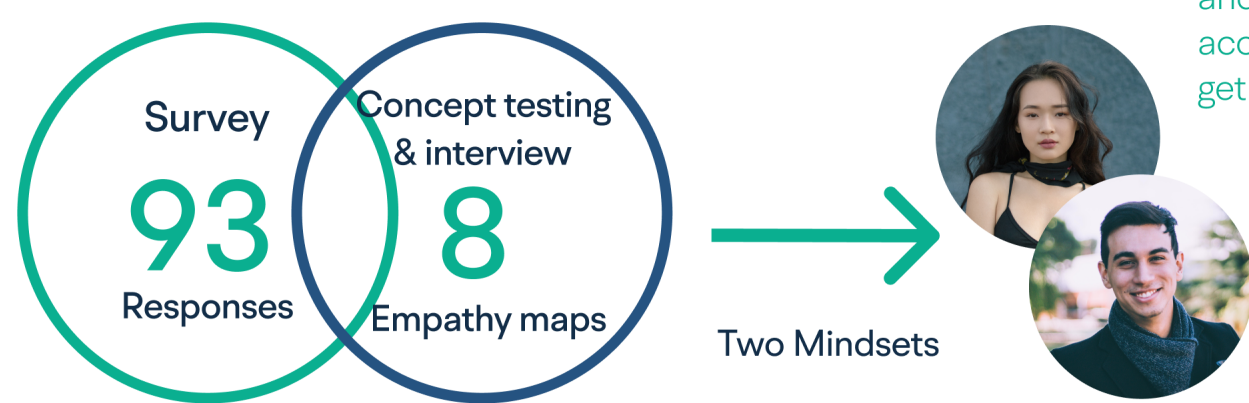
Health coaching has recently emerged as an innovative means of promoting health behaviour change. It has been proposed as an inexpensive and effective means in improving the applicability of behaviour change interventions in the treatment of chronic, lifestyle-related disease. This project focuses on the health coaching experience in the B2C model of Nexus Digital Technology, a global behaviour modification platform that educates and empowers citizens to take control of their health and wellbeing.

## Specification

On Nexus's platform, the health coach plays a critical role, supporting the user to identify their goals and set their wellbeing plan, as well as guiding users throughout the whole platform. After mapping the current user journey and user flow, this project breaks down the health coaching process into three stages: **Access, Match and Communication**. Three major problems were identified: the tedious accessing process, the missing matching process, the undeveloped communication support. The objective is to provide users with personalised health coaching experience by improving the three processes.

## Implementation & Testing

This project combines quantitative research (survey) and qualitative research (interview). The survey aims to offer an overview of users' concerns and goals towards health and wellbeing, as well as the decisive information in health coaching selection. The interview was combined with the concept testing which explored three aspects: the onboarding, the matching method and the coach's profile, providing in-depth mindsets and valuable suggestions for the design.



"I see the health coach as my health and wellbeing partner who can accompany and guide me. I'd like to get to know him/her before meeting"

"My health coach is my professional assistant who can help and motivate me to achieve my goal, I prefer to meet first before texting"

According to the research, almost all users are not familiar with the health coaching, thus, a clear guidance at the beginning is necessary. After synthesizing the research results, users' expectations towards the health coaching and the decisive information of coaches' profile in the matching process are identified. Two mindsets are concluded according to the empathy maps, which determined some aspects in the design process.

## Conclusions & Suggestions

- Users expect the health coach to help them set goals and design a health and wellbeing plan for lasting change, and more importantly, to give professional advice, recommendations, guidance to achieve their goals; users also need motivation and encouragement from their coach, as well as feedback and tracking of their process.
- Trianning background, certification & accreditation, expertise in a relevant area, academic experience, personality & interests, feedback & rating are the decisive information in health coach selection while gender, age and ethics are less important.

In the future, Nexus could consider the following aspects in its app development:

- An onboarding process with step-by-step guidance
- Health coach profile with detailed information
- Algorithms-based matching method
- Messaging function
- Divide summary into three sections (feedback, plans, services)
- Link the "plans" section to the wellbeing calendar
- Offer additional paid analysis according to users' request

