

How can we leverage wearable technology to strengthen our brand in health and wellness?



Our client wanted to strengthen their brand in the health and wellness space and saw a potential opportunity in wearable technology to achieve this by driving positive consumer behaviour.

Technologies

- Device development
- Technology analysis
- Frameworks
- Connectivity

Domain expertise

- Wearable technology
- Health and wellness
- Behaviour change



Our client asked:

The client wanted to understand both practical and psychological levers that could be used to drive behavioural change and maintenance as well as to understand how other organisations were using and utilising devices/connectivity to drive behavioural change.

The project story:

We reviewed literature and interviewed experts on behaviour change theory and the insights used to develop a framework which highlighted potential intervention points.

Case studies of behavioural change in a health and wellness setting were selected to determine key success factors.

Methods of interaction with the customer were also analysed including device, and online versus personal.

Results: deliverables and outcomes

We recommended the factors that were most important to the success of a connected device to influence behavioural change.

Key business model and ecosystem components were also outlined to help the client understand how to play and win in this space.

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