

Appendices

Clear.

Service design for
supportive health systems.



**Master Thesis
Delft, April 2021**

Education

MSc. Strategic Product Design
Entrepreneurship Annotation
Delft University of Technology
Faculty of Industrial Design Engineering

Supervisory team

Project chair
Prof. Dr. Maaïke Kleinsmann
Project mentor
Prof. Jacky Bourgeois

Collaboration

Company
Clear B.V
Company supervisor
Jim Leseman - Head of Product

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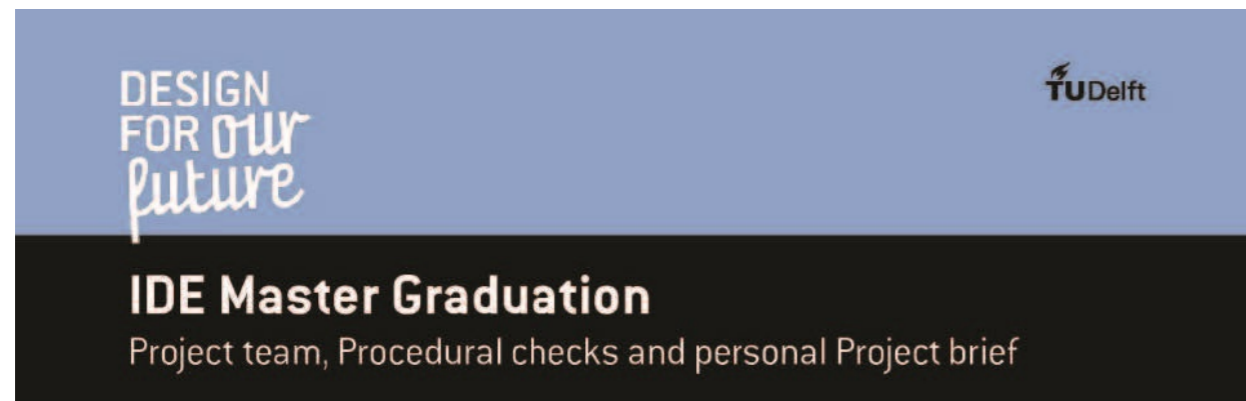
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Appendix 0 - Initial project brief



This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT
Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1!

family name: Poves Picazo Your master programme (only select the options that apply to you):
 initials: J. given name: Javier IDE master(s): IPD Dfl SPD
 student number: 4976649 2nd non-IDE master: _____
 street & no.: _____ individual programme: _____ (give date of approval)
 zipcode & city: _____ honours programme: Honours Programme Master
 country: _____ specialisation / annotation: Medisign
 phone: _____ Tech. in Sustainable Design
 email: _____ Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right!

** chair: Maaïke Kleinsmann dept. / section: DOS Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v.
 ** mentor: Jacky Bourgeois dept. / section: SDE **!** Second mentor only applies in case the assignment is hosted by an external organisation.
 2nd mentor: Jim Leseman organisation: Clear B.V.
 city: Amsterdam country: The Netherlands **!** Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

comments (optional): _____



Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair: Maaïke Kleinsmann date: 04 - 12 - 2020 signature: IO Digitally signed by Maaïke Kleinsmann - IO Date: 2020.12.04 14:07:02 +01:00

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: _____ EC YES all 1st year master courses passed
 Of which, taking the conditional requirements into account, can be part of the exam programme: _____ EC NO missing 1st year master courses are:
 List of electives obtained before the third semester without approval of the BoE: _____
 name: _____ date: _____ signature: _____

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

• Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)? Content: APPROVED NOT APPROVED
 • Is the level of the project challenging enough for a MSc IDE graduating student? Procedure: APPROVED NOT APPROVED
 • Is the project expected to be doable within 100 working days/20 weeks?
 • Does the composition of the supervisory team comply with the regulations and fit the assignment?
 _____ comments
 name: _____ date: _____ signature: _____

Initials & Name: J. Poves Picazo Student number: 4976649
 Title of Project: Use of data in supportive health systems. Service proposition for Clear

Use of data in supportive health systems. Service proposition for Clear project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 05 - 11 - 2020 05 - 05 - 2021 end date

INTRODUCTION **

Please describe, in a concise yet complete manner, the context of your project, and address the main stakeholders (interests) within this context. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Looking at the top challenges that our current society faces in the public health domain, it can be seen that nocive behaviours (excessive alcohol consumption, tobacco and drugs consumption, poor nutrition habits, lack of physical activity, etc.), and the possible negative consequences of these behaviours (cancer, heart diseases, obesity, diabetes, etc.), are found amongst the top priorities for healthcare in the coming years [1]. This is because these unhealthy behaviours are connected to the top five causes of death globally, and up to the top ten causes in high-income countries [2].

Behaviour change theories and tools aim to change these unhealthy behaviours and attitudes, and therefore prevent the increase of the aforementioned diseases [3]. With the advancement of tracking technologies, able to collect data directly from the human body, new opportunities appeared to use these devices as health technologies for behavioural change [4]. These technologies allow the monitorization of a wide range of metrics, such as food intake (consumed calories) [5], or daily physical activity (burned calories) [6].

The adoption of monitoring technologies by the general population has increased widely in recent years [7, 8]. The Quantified Self, an online growing community, conformed by members eager to share their experiences with monitoring technology, is perhaps the most public face of self-tracking practices [9].

In this Context, Clear B.V. was founded in September 2019. Clear offers "data-driven personalized nutrition plans" [10]. Thanks to a digital system consisting of a blood glucose sensing patch and a mobile app, Clear is able to provide its customers a report with the effect of different types of foods on them. In order to do so, the user of the program must wear the patch during two weeks, while logging his/her food intake, mood, sleep and physical activity in the app.

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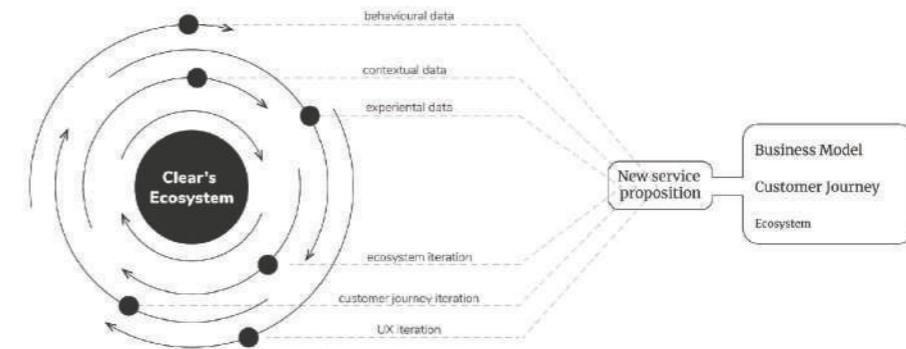


image / figure 1: Project overview

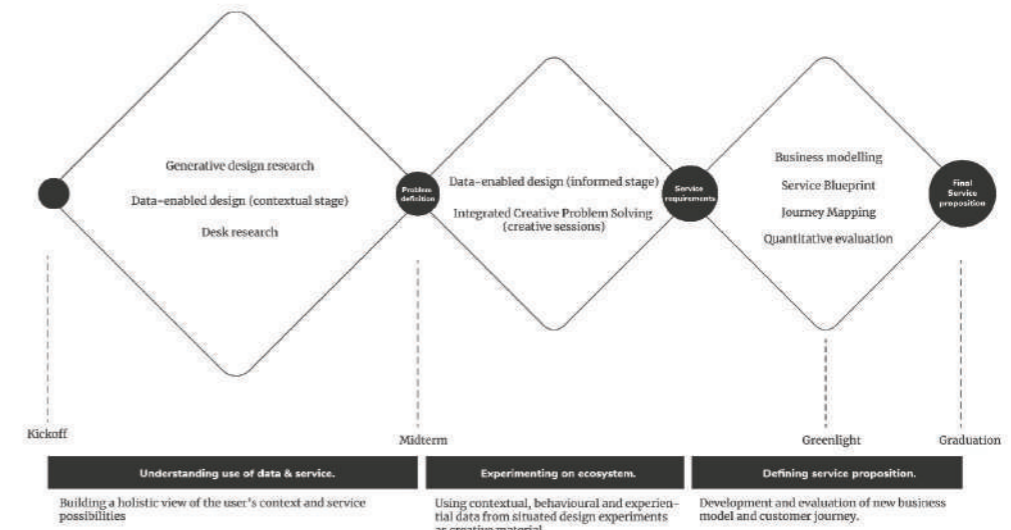


image / figure 2: Triple diamond approach

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

As described above, data-tracking technologies are of major value when designing supportive personal health ecosystems [4]. However, major implications arise when designing these types of persuasive technologies: Firstly, there is a thin line between encouragement and coercion, and specifically when defining who should be in control of the individual behaviour [11]. Secondly, these technologies reinforce cultural trends of continuous rationalization and optimization of human behaviour [12]. Lastly, the surveillance or "dataveillance" of these technologies lacks understanding of the personal context and experience of the individual [13].

From the perspective of Clear, their future vision is to become a "lifestyle change companion" that helps their users achieve lifestyle goals through quantified, scientifically-proof evidence. The achievement of this vision, implies therefore a deep understanding of the how and the why in the use of data. Currently, the service proposition of Clear is limited by design: the data gathered, the program journey, and the user experience are not able to create strong engagement within the three weeks frame of the program.

For this reason, the scope of this project is to understand the use of data to design a new service proposition for Clear that encourages lifestyle support and creates long-lasting relationships with users. The present project aims to answer the following research questions: How can different data sources be of value when designing for supportive health systems? To which extent should health technologies assist/support the choices of its users? How can a digital system focused on personalised data provide an engaging and long-lasting customer experience?

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

This project aims to design a Service proposition that makes use of a supportive health system to provide support in the adoption of healthy behaviours.

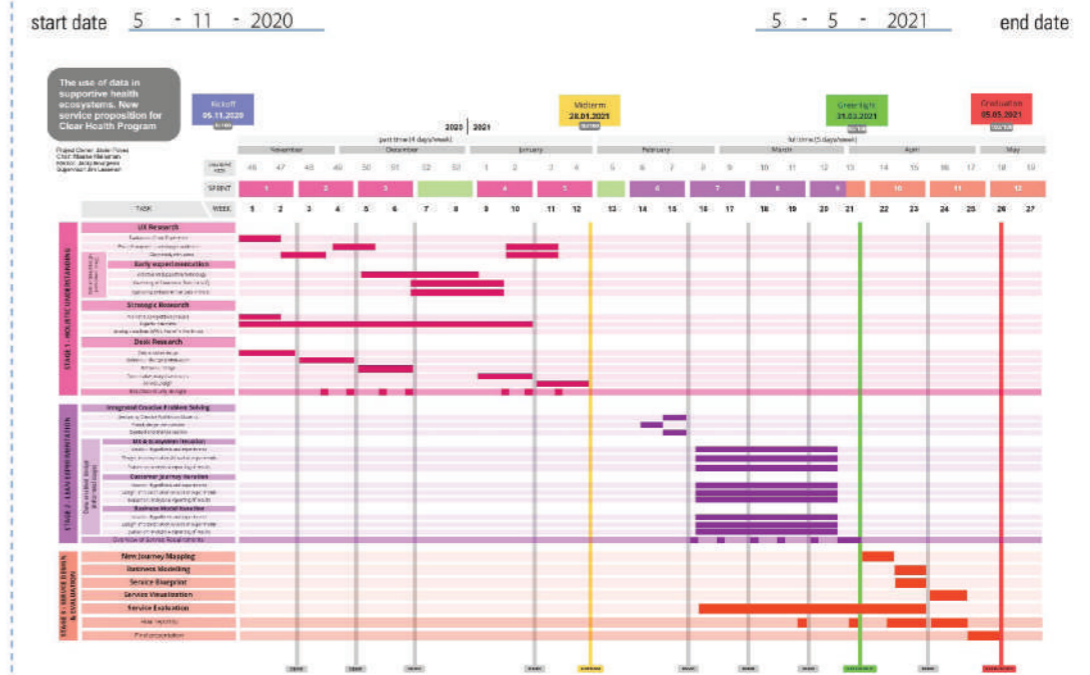
Exploring the real value of using data and discriminating which data is actually valuable for Clear, I aim to redesign their value proposition, with a strong implication on the Business Model and the Customer Journey.

The approach to create a service proposition will consist of three key stages: understanding of the opportunities in the use of data by Clear's current system, an experimental and iterative stage to shape the characteristics of the final proposition. Lastly, the implications of the new proposition will be translated into a redesigned Business Model and Customer Journey.

Inspired by the Double diamond defined by the design Council [14] to illustrate the design process, this assignment is approached as a triple diamond, being each of the diamonds one of the stages previously described (see next section).

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.



First diamond - Understanding the use of data and the current service proposition. Clear has yet to date narrowly used the data of its past users. In order to understand behaviour, needs and experience, past and new users provide a great research opportunity [10]. Generative Design Research with Lead-users of Clear [15] will serve to understand the latent needs of the users. Data-Enabled design (contextual stage) will be used to map the current proposition of clear. This information will be complemented with desk research on: Self-monitoring technologies, business and service design, behavioural change psychology, behavioural design.

Second diamond - Experimental stage on ecosystem. Learnings from the previous diamond will be used in the design of experimental and creative approaches to Clear's current system. Iterating on these experiments will allow the exploration and validation of possible service propositions. Via Data-enabled design (informed stage), I will experiment and iterate on the system to let data shape the service requirements. Integrated Creative Problem Solving techniques will be used to elicit out-of-the-box ideas for the new service proposition.

Third diamond - Development and evaluation of service proposition. Based on the evidence gathered in the experiments implemented on the second diamond, the final design of a service proposition will be confirmed. In order to materialise this proposition, a new Customer Journey and Business Model will be defined. Evaluating changes in the behaviour of users after the implementation of the new service is very hard within the 5-months of this graduation project. For that reason, evaluation of the final concept will be made via the two main criteria for the Service proposition: encouraging lifestyle change and creating long-lasting relationships with users.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

When I started setting up my graduation project, I realised that this was maybe the last opportunity to: first, work in a project of my choice, and second, to develop something really connected with my beliefs. Additionally, this project will constitute for me the bridge between the academic and the professional world. All these made me reflect on what is the positive change that I want to create in the world, and in which kind of environment would I like to work. For the first question, I want to help society evolve towards better health conditions and habits, designing for the wellbeing of people. For the second question, I want to escape from design studios and consultancies that work for third parties and use the value of design in companies that can be immensely benefited from the design culture.

All the aforementioned makes me strongly believe that conducting the graduation project for a young startup as Clear, would be the perfect environment to grow towards my passion.

During this project, I aim to deploy my knowledge as a student of Strategic Product Design in understanding the strengths and the opportunities that surround Clear, and be able to deliver a tailor-made strategic proposition that is not only viable, feasible and desirable, but that creates positive impact in Clear's users.

Since I am confident with the strategic domain of this assignment, I want to challenge myself learning about quantitative research methods and lean experimentation, understanding how the scientific method can be used to experiment in a digital environment and drive decisions in the design process.

To navigate through the planning go to:
https://miro.com/app/board/o9J_ktMLwwo=/

To see all the references please go to:
<https://docs.google.com/document/d/1Rjqafrib5tcMMF5LiG9mWM0b6qE2gUrXYxYwVno8eWE/edit?usp=sharing>

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

Clear is constituted by a small team (<10). My aim is to work closely with them and be part of the team. They are following a working methodology based on SCRUM [17]. I would like to frame my project similarly. For that purpose, I aim to join the daily stand-ups at 9:30am with the company team and divide my project in 2-weeks sprints, ending every sprint with a demo presentation where I deliver the outcomes of the sprint.
If the Corona regulations allow for it, I will be working on Tuesdays at Clear's offices in Amsterdam.

Appendix 1 - Example of Clear final report

1465 Data Points.

324 Hours.

1 vital life.

Your Clear Health Program.

Anonymous

Clear.



01 Thank you
A letter from the Clear Health team

02 Overview
What you have logged in the Clear Program

03 Glucose profile
Your blood glucose pattern during the day

04 Daily glucose
Your mean blood glucose per day

05 Your daily data
An overview of your blood glucose and logged food/drinks per day

06 HbA1c
What is your average glucose level?

 Clear.

Thank you

Dear Anonymous,

We are very happy that you participated in The Clear Health Program.

In case of question please reach out to us via info@theclearhealthprogram.com.

Healthy regards,

Piet Hein, Jim
& The Clear Health Team

Disclaimer

The mission of Clear is to help you understand your own biology better, by using science and your own biomarker data. And by this maintaining a healthier lifestyle.

By definition, this requires your own common sense. You participate in this program on your own risk. If you have any medical concerns, please check your general practitioner. And if the program shows you respond relatively well to an IPA-beer, don't drink 10 of them. This is what we mean by common sense.

If you have questions on the interpretation of your results, please ask us info@theclearhealthprogram.com.

 Clear.

Overview

18 Jun to 02 Jul 2020

You have logged:

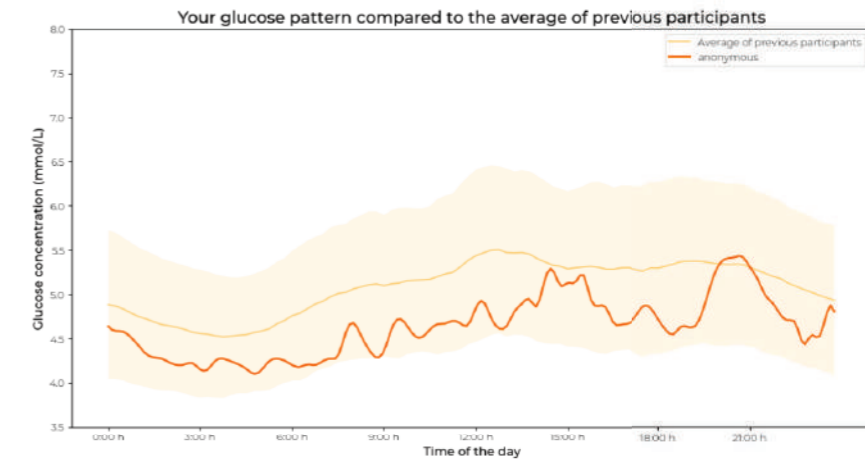
Foods **89** Drinks **46** Exercises **6** Supplements **13**

Your Timeline:



Your glucose profile

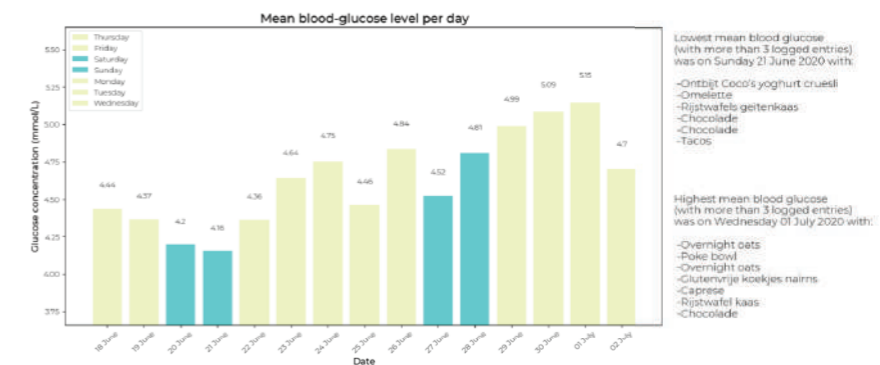
The following graph reflects your mean glucose pattern during the Clear. nutrition program (orange line) compared to participants that already completed the program.



Disclaimer: Clear. does not possess any medical information of it's participants (for example on the presence of diabetes). This plot does not reflect the 'healthy' range and can thus not be used to assess the health of your glucose profile.

Your glucose per day

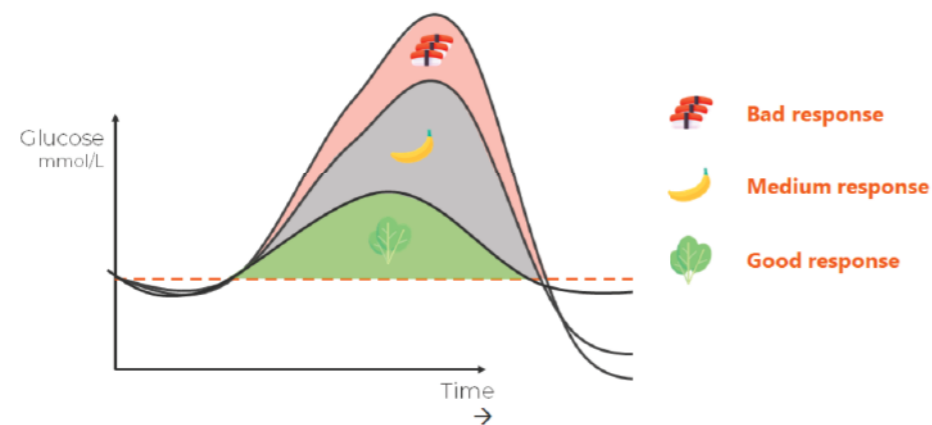
Below you will find your mean blood glucose concentration per day during the Clear. nutrition program. In addition, the entries you logged in the Clear. nutrition tracker on the day with the highest and lowest mean blood glucose are denoted on the right



Explanation

For every food and drink you log in the Clear. nutrition tracker we calculate your body's blood sugar response. We call this your glycemic response and use this to provide you with personalised dietary advice.

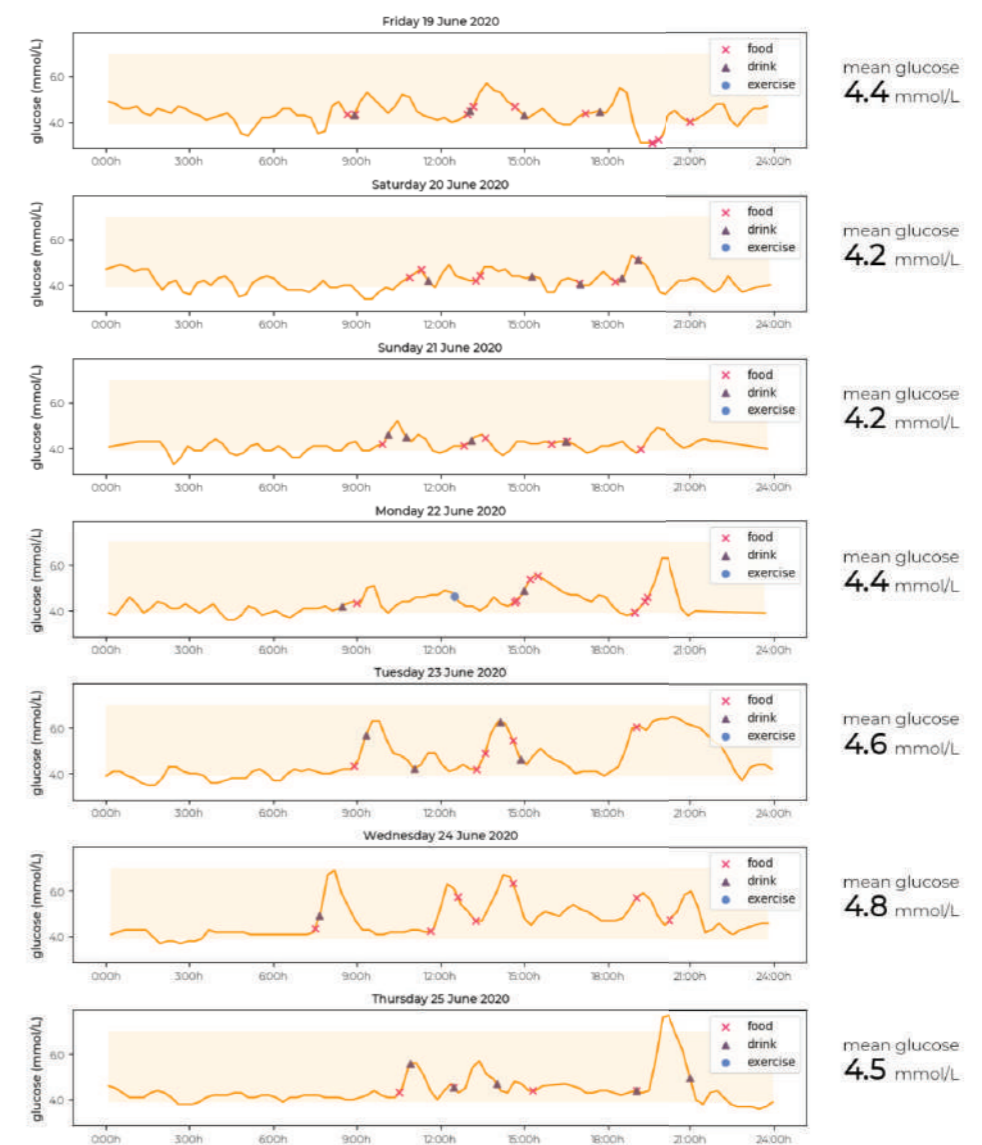
These calculations are provided by our advanced algorithm which is a complex formula that analyses the intensity and length of the logged entry's effect on your blood glucose level. In addition, it takes into account other factors that might influence your glucose homeostasis, such as consumed foods in the same time window or lifestyle factors, like exercise, stress or sleep that are known to affect glucose levels.



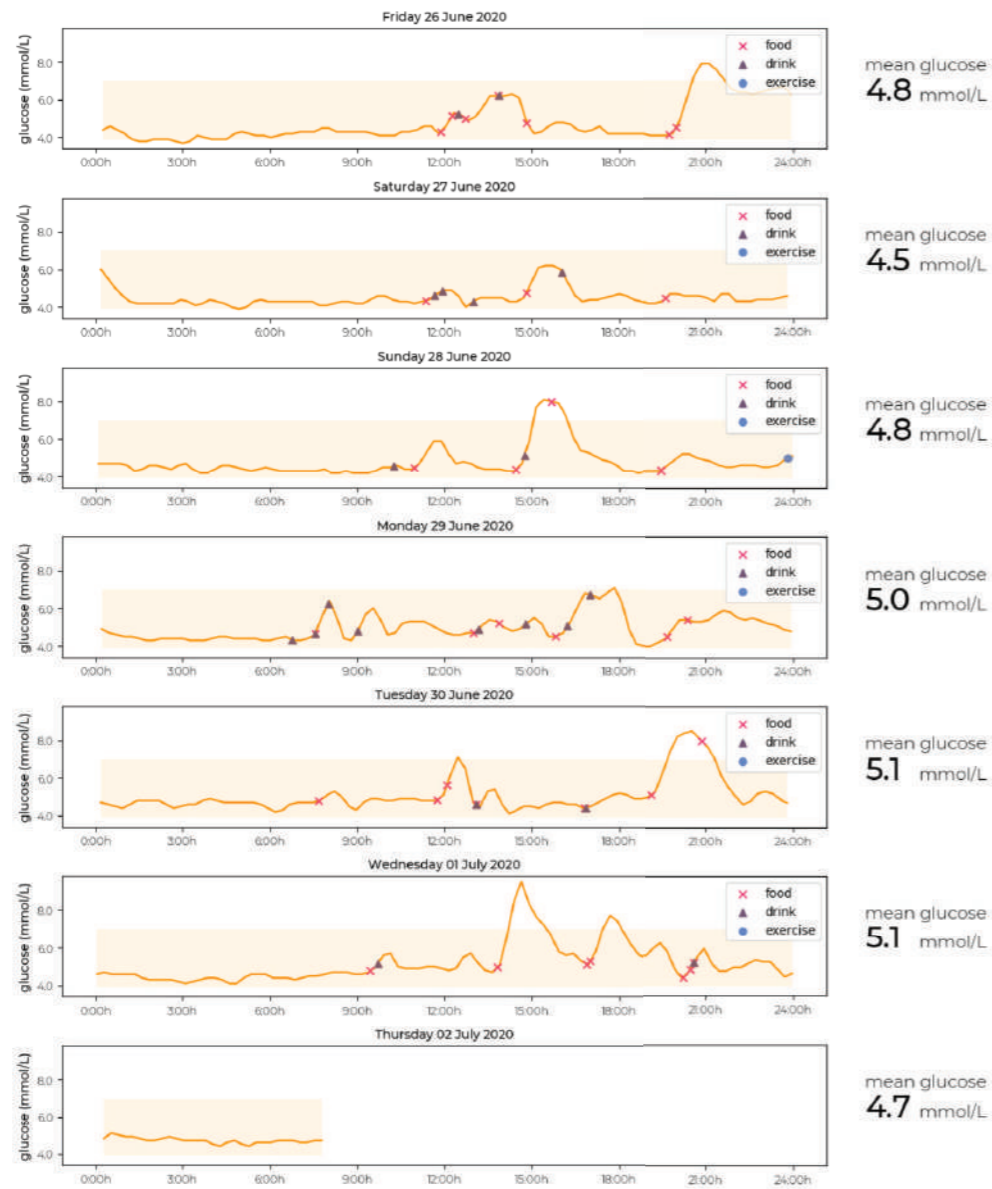
We aim to provide you with a useful and easy to interpret advice. In a separate document we send you your personal glycemic index. In this index you will find an overview of all the food and drinks you consumed, ranked from good to bad, based on the algorithm's output. In addition, each entry is assigned a color: red for items that you can better avoid, orange for items which we advise to consume with care and green for items your body responds well to.

Note: A good glucose response does not always imply that what you consumed is a healthy choice from a nutrition perspective (i.e. if you react well to alcoholic beverages or fastfood meals).

Your data (week 1)



Your data (week 2)



Your HbA1c

HbA1c

HbA1c is a measure of glucose regulation, it is expressed as a concentration (mmol/mol) or percentage. It reflects the (predicted) average blood sugar level over the last two to three months.

mmol/mol	%
<42	<5.9%
43-48	6.0-6.4%
>49	>6.5%

← your HbA1c is 4.5%

What does that mean?

Hb is short for hemoglobin. That is the color in red blood cells, which transport oxygen. Red blood cells have a life span of 2-3 months. When traveling through the blood, red blood cells encounter glucose. The higher the glucose levels in the blood, the more of it sticks to hemoglobin. The measurement HbA1c indicates the percentage of red blood cells to which glucose is bound, and this reflects the average glucose level in the blood over the last 2-3 months. Specifically, the A1c predicts what percentage of hemoglobin — a protein in red blood cells that carries oxygen — is coated with sugar (glycated). The higher the percentage HbA1c, the poorer the blood sugar control and the higher the risk of developing (pre)diabetes or complications of diabetes. For people without diabetes, the HbA1c is 20- 42 mmol/mol (<5,9%). If the HbA1c level is between 42-48 mmol/mol (5,9-6,4%) it is considered prediabetic, which means there is a high risk of developing diabetes in the future. If this is the case we advise you to discuss this with your doctor or dietist.

CLEAR. 1 VITAL LIFE.

 Clear.



FRIENDS AND FAMILY

AWARD YOUR FRIENDS AND FAMILY WITH A €20 DISCOUNT!
AFTER THEY REGISTER, YOU WILL RECEIVE A €20 DISCOUNT AS
WELL. YOU CAN USE THIS DISCOUNT FOR THE CLEAR HEALTH
FOLLOW UP PROGRAMS.

HOW?

WHEN YOUR FRIENDS SIGN UP FOR THE PROGRAM ON
[THECLEARHEALTHPROGRAM.COM/SIGNUP](https://theclearhealthprogram.com/signup), THE REFERRAL CODE
SHOULD BE ENTERED IN THE DESIGNATED FIELD.

CLEARREF20

REFERRAL CODE TO USE ON
[THECLEARHEALTHPROGRAM.COM/SIGNUP](https://theclearhealthprogram.com/signup)

Appendix 2 - Internal Interview Script

Who are you?

Introduce yourself
Professionally
Background
Skills
Personally
What defines you?
What doesn't define you?
How would your friends define you?
What gives you energy?
What drains your energy?

Why are you here?

Why did you join Clear?
What is your addition to Clear's team?
What satisfy you the most from your work at Clear?
What aspect of your work doesn't give you satisfaction?

Who is Clear as a team?

What do you think Clear is good at doing?
What do you think Clear doesn't know how to do?
What does people that work in Clear have in common?
What makes the Clear team a good team?

Who is Clear as a company?

What is the essence of Clear?
Why does Clear do what it does?
Which problem does Clear solve?
Which problem does Clear NOT solve?
Why is it relevant?
What is Clear's mission?
Who is Clear? Who is not?
What do you think Clear's values are?
If Clear would be a person, how would we be?

What is does Clear offer?

What does Clear offer?
What is Clear's promise?

HOW? What supports Clear's approach/
service? What validates its promise?
Why should someone purchase Clear?
What are the benefits of the product?
How would you improve the offering?

What makes Clear unique?

To which industry does Clear belong?
Which two attributes/Characteristics are relevant in that industry?
Can you name 5 competitors you see in this industry/in general?
How does Clear differentiate from competitors?
What is Clear's unique value proposition?
Which brands do you like or admire? Why?
How would you improve Clear?

How does the future look like?

What is Clear's vision?
What would you like Clear to achieve in the coming two years?
How does success look like?
How do you see yourself and your position in the future? What would you do?



Clear's reason to exist
Why?

Our drivers:

Entrepreneurism

We all believe in the company, we are driven to take it to its success. We have a **drive to contribute growing the business** that goes beyond the established.

Technology

We believe in the product. We are all attracted by the **immense value of data**. Technology is our ally and works side by side with us.

Health & Nutrition

We are passionate about health. **We make healthy choices** and learn about it in our daily life. We are concern of its benefits and want to spread it to the world

People

We care about people. For this, we support each other internally and aim to relieve people's struggles externally. We always have a hand to give at any time.

Science

We are passionate about science. **We like to understand the latest scientific knowledge** and be sure we do not put anything out to the world that is not defensible scientifically.

Which problem do we solve?

currently we don't solve a specific problem

Clear's current offering does not tackles upon a real people's problem.

we don't solve a problem

But I'm not sure if we solve something. I don't think we solve a clear problem.

So these are still the questions that I have. If you ask me the question, What problem do we solve? I'm not sure.

We don't solve anything for our people in a really clear way. Yeah, they can do it themselves still.

Okay, we do say, if your glucose is too high based on the food, then this is not recommended to eat. But it doesn't say anything.

winning strategy

we also need to stand firm on you know, what we are or what we are willing to achieve. Because otherwise we would not reach anywhere.

no clear problem

I don't think right now, we are solving a problem.

matching expectations

But no matter how you look at it, we have to provide a lot of information to convince them that this is going to bring what they think it's going to bring what they want.

the problem we aim to solve

Clear wants to help people maintaining a healthy lifestyle by triggering health decisions.

control over your lifestyle

the problem here is, in my opinion, that we can empower people to take self control over their healthy lifestyle that we can provide them with insights in their own biology and also provide them with actionable means.

healthy lifestyle

maintaining a healthy lifestyle, it's very difficult.

better health

But I think in the future, we will solve two problems, I think, first is that people become fatter, are becoming sick or are unhealthy. So we are making people more healthy. And therefore we Yeah, we make the world a bit better, I would say.

what to best put in your body

We help you find out. We help you to find out and we tell you what, to what to best put into your body, what to eat.

insights on body reaction to food

what can you solve with that? you can solve the problem of knowing more about your own body related to food.

Our goal:

recognition

Clear aims to be a recognized leader in the health and nutrition industry

Recognition

think clear is more well known app, people recognise it.

right to be a top 10

We are a top 10 player. So people know us. If you ask people in Spain, at least one out of 10, if not more they know about clear right now. So we're as famous as Weight Watchers, or as Fitbit.

Healthcare recognition

Recognition by health care professionals, so if I'm not thinking about revenues, or about which countries we're conquering, but more about, and that's where becoming a thought leader in health.

Healthcare leader

Clear being mentioned as a thought leader in, in healthcare, in preventive, preventive for diseases, that people indeed think. Okay, health is the greatest gift. There is. So definitely something I'm involved in.

world's health company

I believe in our mission, so becoming the world's health and tech company. But I think we are going to work towards that goal.

acquired by a multinational

But we are going to be taken over by another company by a multinational. So either Google or I don't know, fitbit. Fitbit is taken over by Google, I think. Yeah.

missing direction

Clear misses a solid direction for the future. This has a bad influence on daily decision making.

no clear mission

I don't think we have one yet. I think is different to every person

Missing a moving forward direction

But I mean, moving forward, I think everything needs to be, you know, clear what the intention is. And sometimes I feel that that part is, you know, not very some roadmap until, you know, 1.5 is quite clear to me. Okay. Are we going to do in 2.0? Exactly. It's not so clear.

missing strategy

we also need to stand firm on you know, what we are or what we are willing to achieve. Because otherwise we would not reach anywhere.

missing direction

we're sometimes a bit random in the decisions that we make as a company.

missing strategy

but what exactly is Clear 2.0 and what functionalities are in there precisely? That is not very clear.

Why is it relevant? (1/2)

relevant at different levels of health

Clear can have benefits at different levels of wellbeing. However, there is yet no defined direction towards one of them.

DECISION CRITERIA

Knowing expectations of participants is relevant to clarify the direction.

Health expectations

An expectation is something that we have to manage with providing the proof for individual participants to, yeah, to make the decision for them. And I think it's very important to know what somebody's expectations are, what goal of proof they want to see.

Level 1: Healthcare

Healthcare leader
And I think that's the case that we're in. So we are going to provide clear proof in health, that's important for people who come with a problem.

World's health company
And then of course we have a separate group of people who have a problem and that's to think that that's going to be part of the solution of coping with that problem. And that's what the healthy things for people who are concerned about.

Healthcare recognition
Because people are 40% of the population have a health problem, or half? You don't know? You don't know about these problems. For you and for other people, it's not clear. You know, they're, they're not the first time. The other side, they have to not think about it. They think they are healthy, you know.

Healthcare leader
You're like we're in a society that people seem to be healthy, just because of their health, and COVID has shown that just because of their health, you know, you're not there yet to see that your real health is clear. Actually, your real health is always clear when you're healthy, but you just don't know it. If you're wrong, you're not in. Agree.

Healthcare leader
Help people improve the quality of their life. And it could be a weight goal. But it could be also about that through all kinds of things, and through the food.

Healthcare leader
But we're also really in the health domain. Because the domain that we sell, at some point we need to be the government.

Level 2: Healthy lifestyle

Health as a consumer goal
I think we're in this area where people have health for people that want to spend money on it, that they're just interested in food and nutrition in general.

Healthy lifestyle
So we are about in the people who are thinking about healthy food and healthy things being important for their overall health. And that's what's behind the healthy lifestyle.

Healthy lifestyle
Want to be able to live a healthy life. And that's why you want to see their diet, their exercise, and if you're the one who's providing the nutrition, you want to get nutritional advice.

Healthy lifestyle
So we are trying to find people who want to become more energetic, might say, well, maybe you should investigate a bit more on the other side, the science side. We have our own health, make clear expectations to work with that. And that, I think, that would be more the direction instead of saying, okay, we just give you a food plan, and you stick to it, and that's it.

Healthy lifestyle
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Level 3: Life optimization

Optimize sports performance
You also want to prove that sports performance are successful? And so I think a lot of expectation management, like on what type of information we give them, where they can expect to see.

Optimize sports performance
Then you've got the right shift towards the people who are interested who want to use food to, specifically to optimize aspects of their performance or use an overall long term health specifically in improvement they might take probably make different decisions. So they might take a bit healthier food on long term, if it improves their performance right now, as much as a slightly different angle.

Optimize sports performance
...for sports and want to adjust your glucose that based on that.

Which problem do we solve?

currently we don't solve a specific problem

Clear's current offering does not tackle upon a real people's problem.

we don't solve a problem

But I'm not sure if we solve something. I don't think we solve a clear problem.

So these are still the questions that I have. If you ask me the question, What problem do we solve? I'm not sure.

We don't solve anything for our people in a really clear way. Yeah, they can do it themselves still.

Okay, we do say, if your glucose is too high based on the food, then this is not recommended to eat. But it doesn't say anything.

missing strategy

we also need to stand firm on you know, what we are or what we are willing to achieve. Because otherwise we would not reach anywhere.

no clear problem

I don't think right now, we are solving a problem.

matching expectations

But no matter how you look at it, we have to provide a lot of information to convince them that this is going to bring what they think it's going to bring, what they want.

the problem we aim to solve

Clear wants to help people maintaining a healthy lifestyle by triggering health decisions.

control over your lifestyle

the problem here is, in my opinion, that we can empower people to take self control over their healthy lifestyle that we can provide them with insights in their own biology and also provide them with actionable means.

healthy lifestyle

maintaining a healthy lifestyle, it's very difficult.

better health

But I think in the future, we will solve two problems. I think, first is that people become Yeah, are becoming sick or are unhealthy. So we are making people more healthy. And therefore we Yeah, we make the world a bit better, I would say.

what to best put in your body

We help you find out. We help you to find out and we tell you what, to what to best put in your body, what to eat.

insights on body reaction to food

what can you solve with that? you can solve the problem of knowing more about your own body related to food.

Why is it relevant? (2/2)

Understanding the effect of food on you

Clear can provide understanding of the effects of food on you. This can be done in an approach that moves from static (knowledge) to dynamic (guidance). The exact point of the approach is yet to be clarified

DECISION CRITERIA

Knowing what gives participants the feeling of control over their life is relevant to clarify the direction.

Control over your life

And on the other hand, there is a lot of couple of decades that people want to be in control of their own life. So they're not just following the rules or advice from a doctor because he says, oh, or they're not following the report or the message of what. But they want to take control, and they want to have the information to take that control.

Guidance

Providing guidance
people want to hear what is healthy and not related to food they want to know what the food thing and based on our own sense, that we give them we can say that. How you ever tried to imagine about cars say that the coming car days.

Providing guidance
So I'm actually the guidance that I need, I'm giving that myself. So I'm trying this, I don't know how far that. But if I don't know I'm trying something else, and then we say, okay, what's the response? need to do it again, when I changed my diet personally.

Providing guidance
So one example is that people who want to become more energetic, might say, well, maybe you should investigate a bit more on the other side, the science side. We have our own health, make clear expectations to work with that. And that, I think, that would be more the direction instead of saying, okay, we just give you a food plan, and you stick to it, and that's it.

Providing advice
want to be able to live a healthy life. And that's why you want to see their diet, their exercise, and if you're the one who's providing the nutrition, you want to get nutritional advice.

Expectation
So the idea is not healthy and experience a bit with it. Especially because this experience that that is also very needed for a company to get as in the next level.

Knowledge

Access to latest knowledge on health
But yeah, so I'm doing that. But in the meanwhile, I'm making the best decisions on scientific knowledge on what is healthy nutrition and how to be healthy. So you're not everybody's going to do that within our programme.

Progress on health
And I also do that that people do our programme that are interested in how to be healthy, what a healthy food?

Health progress on the road
there are different reasons why people want to know about what food good for them. And I think the goal should not really matter in the decision whether you would buy it or not. Because it should help you to certain way.

Clear's approach

How?

Our approach:

Health decisions based on...

Clear can trigger decisions on food intake and health. This can be done in an approach that ranges from low- to high-touch influence on the decisions. The exact point of the approach is yet to be clarified.

DECISION CRITERIA

Knowing what will provide **long-term value** for the user and the company is key in opting for a direction.

And I think yeah, of course, how we started in the goal, you are going to do a programme and that's your big thing. And for long term it should be much more of a, almost unattainable, very valuable aspects of your life. And I think that that's a challenge to make that right.

And from a commercial perspective, that means that we have to help people to have a reason for coming back to clear so we want to have that experience of empowerment that should be something that's fun to do, not only necessary to do but also fun to do for a customer.

That would help and also when we can judge them correctly with the clear app. So that we say okay, it's time again to measure because there's found to be more foods that you didn't try yet. And you've been on this plan now for two months. And now it's actually time to refresh your data.

I think if you want to run the business, because if it's not personal, I think in two or three months, people will get the same amount of information, there is no nothing new in it, then they'll probably stop using it. And we'll try another thing.

In the coming pages will be explained the following four approaches, that cover the influence range:



1. Health Knowledge

Low-touch influence

For this approach, Clear acts as a reputed provider of complete scientific knowledge. Providing the latest knowledge in an understandable and accessible way will allow people to take well-informed decisions regarding their own health.

Accessible info

customer you I think content-wise, there should be also something in there. So content about how could I apply intermittent fasting in my life? What kind of exercises are best for me? I want to lose weight or to increase my energy?

not complicated info we don't we don't send you a report that is 20 pages and that you need a PhD for to understand it what we don't do.

no charts etc So first thing is we're not a static report.

no charts etc If it's a macrobiome and I get a 20 page report with all kinds of acids, factors, etc. So first, it's static. Second, I don't understand it. I need a PhD to understand it.

take information easy And so we with clear the PhD is in the product. That is what I've tried to simplify the PhD is in the product, you don't need a PhD to understand that you don't need any education to understand it. The PhD is in the product. We've been so smart. And we've been thinking so long about that presented that you don't need any PhD at all.

no charts etc The other thing is what we also don't do is throwing data at you. Hey, this is your blood sugar of last 24 hours. Yeah, that's what we don't do.

making it useful to consumers bringing it complicated things to its consumers that it something I like to do. So conceptual scientific, complicated data things and making that simple.

no charts etc I think the approach is that we want to provide people with our knowledge, easy accessible means, which is the app.

where health knowledge is put being more like a knowledge base.

Scientific info

scientific info there's also something else we don't do. And that's just saying something. Because we think it's good. Meaning that everything we say is science based.

scientific info There's not our recommendation we give you that is not adequate scientifically.

scientific info So that's also what we don't do. We don't give you just any advice. We give you scientific advice based on data.

scientific info If we will put you into commercial products, which is just for the money and just for the scaling and the numbers and making shortcuts on quality of advice. I want to be in the company anymore. That's the thing.

scientific info So I also think we have a responsibility to not only look at the glucose data, but within the app, provide them with the latest knowledge, scientific knowledge on what is healthy, eat and we decrease otherwise. If you feel like if you do the programme, and you have too much you have high glucose, just try keto, just eat, and then your curve becomes flat.

scientific info So for me, a real life is instead that we partner up much with that kind of non scientific things.

Health database

data to contribute to health if we collect a lot of data from a lot of participants, we also contribute a lot in that field and in the science field, of personalized nutrition.

Latest knowledge

latest health knowledge as goal Jim has a lot of knowledge. Markkin has a lot of knowledge on the scientific part. So why not just give that extra part, but to depend on what our goal is. But yeah, it's related to the problem you want to solve. But most I don't feel we're making something.

be on the forefront of health But yeah, so I'm doing that. But in the meanwhile, I'm reading the latest health scientific knowledge on what is healthy nutrition and how to be healthy. So not just everybody is going to do that within our programme.

personalized nutrition and lifestyle But I think there will be also a lot of knowledge growth, and that that knowledge will be translated directly into features for individuals. It will ensure directly into advice that can be given. And it also leads to empowerment of the advice and adjustment food, but also food in relation to sleep, the stress and everything.

2. Self-made decisions

Low-touch influence

High-touch influence

Clear acts as a mean to help people make educated choices in their own life. This approach focuses in ensuring that people learn about their own biology and empowering them. By learning about your own health, you help yourself to make healthier decisions.

Learning

learning And also, we want to be a product, I think, at least according to me, that is more self-driven, so that people have themselves have their biology works, instead of me telling you what you should eat and not eat.

learning on eating patterns We're helping people to get more insight in what their eating patterns does to them.

learning on behaviour And it's by following the data to be clearly visible in there, making them to make the programme, maybe, and also having us in a call centre to help you out and to support you with anything for something that helps you.

where health knowledge is put and how it connects because then you educate the whole population and what is healthy? Because a lot of people don't know.

personalized nutrition And when we are better, I guess, then some of the biomarker type of competitors is that a lot of biomarker type competitors, just throw the data at you. And then you have to make sense of yourself. Sometimes it's so many data that you just don't know where to start. And then we can provide the one-on-one personalisation by explaining what data means.

You help yourself

where health knowledge is put we give them a tool to help themselves, because after two weeks, we don't tell them this is what you need to eat.

learning on eating patterns People very often have their ideas of what they know or see. But they don't have always the context to actually put it in the right perspective. And I think we can provide that we can provide the means to make educated choices on your own life.

learning on behaviour Yeah, so I think that's an important aspect. We provide the means to get insight in your own behaviour, in how you respond to foods. But it's up to you what you want to do with it or not.

personalized nutrition I think empowerment is a strong message, because people feel like if they have control, then clear is only the means to get the goal in hand. It's the means to get control.

personalized nutrition And they can you know, that is what is missing. I think, in off the app because in the app, you will just need to see this is you just have to look for yourself. What is good, but in the first phase is people are good at finding out because everything is there on the internet. So if they were good at finding out what they have to do, they would have not come to you in the first place.

Empowerment

learning on eating patterns we actively empower people how to assess their health.

learning on behaviour And from a commercial perspective, that means that we have to help people to have a reason for coming back to clear so we want to have that experience of empowerment that should be something that's fun to do, not only necessary to do but also fun to do for a customer.

learning on behaviour So I'm actually the customer that I need. I'm doing that myself. So I'm trying this, I don't know how far long, but if it doesn't just good I'm trying something else, and then we say, okay, what's the reason could I need to do a sign, when I changed my diet personally.

Fun factor

learning on behaviour But it should also be a matter of fun.

learning on behaviour And from a commercial perspective, that means that we have to help people to have a reason for coming back to clear so we want to have that experience of empowerment that should be something that's fun to do, not only necessary to do but also fun to do for a customer.

learning on behaviour And that gives the feeling that this is mine. And they want to use it because they feel they will benefit not just because it's fun, but also because they get healthier or the life gets easier or something, whatever their goal is.

Knowing about you

learning on behaviour what can you learn with that? you can take the problem of knowing more about your own body related to food.

learning on behaviour So people should always be able to look into their data and see what works for them and what did not work for them.

Knowing about health

where health knowledge is put people want to hear what is healthy and not related to food they want to they want to know things and based on on some items that we give them we can say like this, have you ever tried to be ketogenic diet? Let's try that the coming few days.

3. Supported decisions

Low-touch influence High-touch influence

The expertise and knowledge that Clear possesses will be translated into scientifically-based recommendations for the people to improve their health. Clear acts as a **data-driven dietitian** that proposes you healthy choices. A personal touch gains relevance in this approach in order to strengthen approachability and reliability.

Supportive food decisions

Customer benefit To one example is that people who want to become more energetic, might say, well, maybe you should investigate a bit more the slow carbs like quinoa, like the brown and french, maybe start experimenting a bit with that, with that. I think that would be more the direction instead of saying, okay, just just give you a food plan, and you stick to it, and that's it.

Clear benefit But it should be in a supportive manner. So we're not going to, I think we should not tell people exactly what they should do, but we should help them finding out.

Personal touch Our recommender needs to be, you know, good enough that it really gives you personalized data based on your diet. So well, so that's there to help you do the thing, but also there should be you know, in case of health need, there should be some communication also from the nutritionist.

Personal touch I think the recommended thing is, is the unique factor for us, because we don't have anybody asking that much of information in such, about, you know, about overall value and stuff.

Clear benefit Yeah, so I think that's an important aspect. We provide the means to get insight on your own your behavior, so how you respond to foods. But it's up to you what you want to do with it or not.

Personal touch

Personal touch I think we should still make it personal. So there should be an option to have contact with us, which can be done via the call centre.

Customer benefit And we need to under kind of support that we offer, so we need to, you know, keep that or we need to continue it, yeah, that's done by you. I think that's also like unique value, because that makes it different other apps. Because normally for them, it's more like you just check the app, and it's done. So that's why I was also saying if everything is in the app, and we need to continue, you know, providing advice to people because people really like that personal touch.

Clear benefit Being a nutritionist at Clear means that you simply interpret the data.

Personal touch In the beginning, we spent lots of time like one on one coaching and really personalized advice. And that's really worked out for the programme.

Personal touch But now looking at it, it's a bit of a shame. Sometimes it's not spent too much time with the participants.

Clear benefit And if we would say, if we are providing a lot of one on one, client contacts, really like to talk people by the hand, then I would say if that means that we can support that by doing down automation, yes.

Personal touch But there's also no other way to scale.

Personal touch I think I think the support should never go. Because people think they are really people are really investing your, their time in you. So they always feel that it's, it's a personal connection.

Personal touch Our recommender needs to be, you know, good enough that it really gives you personalized data based on your diet. So well, so that's there to help you do the thing, but also there should be you know, in case of health need, there should be some communication also from the nutritionist.

Personal touch I do see that we have a nutritional team, and I'm thinking about the call centre we currently have, as I like nutritionists, as they are on a higher level in terms of nutritional advice.

Personal touch What I like the most is the combination of technology and personal advice, interacting with people and nutrition.

Personal touch So they still have personalized advice, they still have the feeling that people are looking with them and looking at our data and giving some views.

Pocket dietitian

Customer benefit Supporting slash coaching kind of role, that's where you're, you're at a one time, your, your decision in your pocket.

Clear benefit And to our approach right now, it's just a programme. And you do that once a day you're done. And so, it should be something which is much less big as a programme, it should be something that's in your pocket.

Clear benefit It will be simply your your pocket, dietitian.

Not taking you by the hand

Clear benefit You know, these the coaches that used to have a lot of empathy and attention for you, and a lot of experience and perhaps a bit of education, but no scientific backing.

Clear benefit There's a whole lot of people that sign up to you, hey, how are you doing today? Hey, is there anything that I can help you? Oh, what do you think about going to bed a bit earlier.

Clear benefit If it means that we have to help people with every little bit, then they probably should go to a dietitian clinic, I don't want to do that. Clear we have a great business model for that and say the, okay, we can provide people with that kind of one on one personalized content. But that comes at a price.

Clear's offering What?

4. Direct actions

High-touch influence

In this approach, the data gathered from the people is combined with the expertise and knowledge from Clear. This is processed in the background to present the people with ready-made choices to improve their health. Clear acts as an **intelligent instruction manual** to follow in order to achieve the optimal health status.

Assertive food decisions

Personal touch But I think we should give them not only insights, we should tell them exactly what to do and when to do it.

Clear benefit What can make us unique is that all them and all our competitors, they know their findings on what people have eaten in the past. And no one with you what to eat in the future.

Clear benefit So if we would tell if we could be Clear, and I would be telling you, like, if you eat with, I don't know, exceeds tomorrow morning, you're going to feel great. And like, exceeds in in your fridge already. Because I don't know it's been ordered or this app knows that it's there. And then there we are not only then are going to tell people what to do.

Clear benefit And they don't have to think that's their job anymore. I think that what's going to make us different from our competitors in the future.

Clear benefit Well, people, people don't want to think themselves anymore. Well, they want they were to think a bit, they want to feel like they're in control. Or actually, they're not in control. Because they are controlled by an app and technology. So well, make people feel like they have control of their own life. But actually, they don't.

Clear benefit Yeah, we tell people when they should eat and not.

Personal by data

Personal touch So there are two things, right, the the advice is accurate. And from the other side, the consumer doesn't want personalisation. Everybody is in control about their own choices, their own insurance.

Personal touch Personalisation is the core.

Clear benefit We do want to make it personal, helpfully on the back end, of course, with the help offer of a recommendation engine.

Personal touch That will lead back to more knowledge on what's just optimization and personal nutrition needs for an individual.

Actionable

Clear benefit Well, three biomarker data. We help people to be the best version of themselves by taking them what they should eat and not.

Clear benefit So if you follow our app, you become the best version of yourself, basically, in regards to health.

Clear benefit We want to help you. We want to help you interpret these data. And we want to make sure that you get actionable recommendations out of it, that improve your health.

Data diet

Clear benefit The AI diet.

Clear benefit And our approach is that we give people via technology we give them right now we give them insights.

Clear benefit It is that it's a built on your data.

Clear benefit The fact that it's also when so that it's measured, it's personalized on your own data. I think that's unique in comparison to a lot of dieticians who can provide a diet and then monitor in a couple of weeks how what the effect was. And of course, you can monitor throughout situations of your diet.

Clear benefit We need to cope a bit with the users and the the more we, we have more data, the more we can give, and that there's more we can make a better. So it's the data only we cannot really, you know, make it faster without data.

Our product/service:

Decision-triggering features

There are three intertwined pillars of what Clear offers and can offer. However, each of them is currently facing a blocker. The three pillars and their blockers will be explained in the following pages. Other possible directions are also presented.

A. Access to expert knowledge on food

B. Experimentation & calibration via biomarker

C. AI diet recommender

+ other possible directions

DECISION CRITERIA

Developing an offering that provides a **seamless personal interaction** is the most desirable.

Being a mean for lifestyle change

Multiple companies And it provides a compass, but when people lose their eat and lifestyle habits on it.

Need of guidance exactly that the comparison, a kind of already assumed you're not getting anything because you're you're against that helps you and support you in finding the best way. It's not saying like, "Oh, okay, we figured it out. This is what you need to do". Problem solved. It's not like that.

Seamless interaction

Daily engagement And it's more like it's part of your, your daily life.

Very accurate It's a low measure threshold to get detected.

Not intrusive It is not intrusive in a way that people have to actually actively engage.

Not intrusive As a product, it's maybe a little bit more anonymous than it is now.

Very accurate And that's, it is a very pretty anonymous. So the people have access on his visible individually for the customers.

Comparison exactly that the comparison, a kind of already assumed you're not getting anything because you're you're a guy that helps you and support you in finding the best way. It's not saying like, "Oh, okay, we figured it out. This is what you need to do". Problem solved. It's not like that.

Personal touch

Personal touch I think that's also like unique value. Because that makes it different other apps. Because normally for them, it's more like you just check the app, and it's done. So that's why I was also saying if everything is in the app, and we need to continue, you know, providing advice to people because people really like that personal touch.

A. Access to expert knowledge on food

Clear offers/can offer a low-threshold and accessible knowledge on food and how food affects people.

The accessibility of this information relies not only in the way is presented, but also by making experts available for people to get a better understanding and share possible doubts.

Sharing knowledge on food

Context And we do that by providing well, putting our expertise into the knowledge that means something for you as a person.

Report as bad experience From a nutritional background, I want to put in more information, I want to maybe write an entire book almost about what I see in the data, but I don't have the time for it.

Access to expert information

Personalized knowledge I think that a lot of expertise will be trapped in a somewhat type of chat bots or automated type of chat programs that they can use if they want.

Not an experience to differentiate from competitors And so I think we still need expertise, because if it's just too generic, then we live a lot of competitors. And I think what the expertise that we offer is directly feedback from what we get in an idea on the baseline.

Personalized expertise And then you have the more personalized expertise of people who have specific questions, but that's a different model also.

Support for different goals So that's what I mentioned when we have who chatting options in yet that they can simply reach out to all when people are not sure. Maybe also in between programs for different fits, that they say, hey, why I want to prepare for this, why this this sometimes what should eat, that we can support that or help them not coach them to become the best version of themselves.

Blocker: not making the most out of information

Currently the information that Clear provides has the format of a static report and written advices. This limits the way in which information can be showcased, and also creates a bad moment in the user experience.

Besides, glucose tracking as only data source also limits the amount of information that can be shared regarding health.

Report as bad experience So especially the reporting every time I send it for a bit, this, this being in my stomach, like, okay, I'm not fully satisfied with the sending, because I think it really is a of a poor quality.

Midweeking info But the problem is that if you see it, your glucose doesn't increase, but it's not necessarily healthy.

Report as bad experience And still, the report is not sufficient. And people are not so happy with it. And still we are there, we're still having this reports.

Report as decision point And I really dislike all the time, the moment that people are finished with a programme because I think, okay, this is the moment where some people are happy, because they seem to love themselves, and some people are really negative because, okay, I wanted something different basically.

Report as bad experience And every time I'm sending the reports, I think, okay, I'm not fully satisfied with what I'm sending.

Invalid recommendations based on glucose But if doesn't say anything, okay, we do say, if your glucose is too high based on the food, then this is not recommended, recommended to eat.

B. Experimentation & calibration via biomarker

Clear offers/can offer the development of a health profile via the use of biomarkers. Through a process of calibration, experimentation and integration, it is possible to build a personal profile that cover different aspects related to health.

Additional data points

Not glucose monitor dependent I don't think we have the glucose monitoring anymore, I think we might have something like that in a context, accompanied with some other markers, maybe like cholesterol, to identify your profile.

Additional data points So sometimes you do need to take maybe an additional measurement, and it's gonna be like, measure your mood, or maybe you connect to your smart scale to know, so they also use metrics.

Building a profile

Not program dependent So they also use metrics, they're the percent fat percentage, and your muscle percentage, and based on all the data also, once you've got it with the first glucose monitor, we can build your profile, and we can give you predictions actually like to how to behave.

Experimentation via sensor

Not program dependent Learning phase, where indeed you have to wear the sensor. So we need some, some background information about it. But I don't think that basically people are doing this programme, so we often to that in the traditional manner.

Recommendation based on health Now we are more mature for the diagnosis, look, or still, we don't have, but our options for lunch and dinner that's ahead out for at least three days. And let us know how you feel and then there might still be time to test something else.

Not program dependent So as they to four days a year, you calibrate that app with a sensor. And that's only a two week programme when you log all your foods, and you have like our blood sugar thing on your new arm or whatever the app, the app contains the whole your record your day also.

Not program dependent The most interesting thing that we do for obviously, you know, the sensor because that is something that is unknown to people. And you know, there's an experimental nature to it. That's why people come here, most experiments usually come to our platform.

Blocker: not glucose dependant

Clear's uni-variable knowledge, focused exclusively on glucose monitoring, should eventually disappear to allow the proposition grow.

Not glucose monitor dependent I don't think we have the glucose monitoring anymore, I think we might have something like that in a context, accompanied with some other markers, maybe like cholesterol, to identify your profile.

Not glucose monitor dependent I don't think in five years, we still have this glucose monitors, we have like smartwatches that have this option, or maybe certain patches or stickers or whatever. But still the technology is very important.

Not program dependent I see that in a couple of years time, and I think it's mainly like an app with a subscription. And or part of that app you may wear and then get a glucose sensor. And it's not just for about the glucose sensor.

Not program dependent What makes you better because only glucose is also like one dimensional. So we can only give them a lot to look at that can't be based on glucose levels, so I'm not sure I can solve a other problem, because I wouldn't know what the problem would be.

Blocker: not program dependant

Clear should shift from offering a time-limited program towards a long-term proposition.

Not program dependent So I feel bad about and profit, we are not worried of a programme any, already from the beginning, and we might have ended up in a way different direction.

Not program dependent And I think yeah, of course, because normal is the good, you are going to do a programme and that's your big thing. And and for long term it should be much more of a, almost constant, very valuable aspects of your life. And I think that that's a challenge to make your way.

C. AI diet recommender

Clear offers/can offer an intelligent algorithm able to take the glycemic response after a food intake, and process it in a way that classifies the food in a health-connected distribution.

This allows for the development of diet recommendations that are tailored to the individual.

AI diet recommender

Not program dependent We offer an app that creates your personalized diet, and that is the diet that gives you most energy, less weight and less risk on chronic diseases, using the most evidence today. It is already quite a a neat step, right? Because now we're setting programmes, so setting, taking, the next evolution is a big one.

Not program dependent Second one is making sure that we help people daily by day, everyday with a personalized dietary advice.

Not program dependent The nutritional team that also sees this same level of evidence where they get data on to already advise people in the in the early days.

Not program dependent It's about the app and how you manage and get information and the recommender system.

Not program dependent We should not see it, you know, sending meal plans, for example, to your home and stuff because that's also in the vision, but our first goal should be to make the recommender a success, because we need to achieve a lot with the recommender.

Not program dependent The Clear programme provides you with insight in your own response to food, and a growth you with actionable measures to change some things. And we do that based on data of you and of many people that we've seen.

Not program dependent I think the recommended thing is, is the unique factor for us, because we don't have anybody testing that much of information on such, about, you know, about equal value and stuff.

Food insights

Not program dependent And the first one is that what's behind us now is making a cooking actionable insights from real time biomarker data, very complicated. Very little people can do that.

Not program dependent So it's a one and there's people that simply want to monitor and to have some checks if they're heading in the right direction, but it might be people that are more benefits, it's by specific food plans, meal plans, food delivery.

Not program dependent The Clear programme provides you with insight in your own response to food, and it provides you with actionable measures to change some things.

Not program dependent What we do is match the food items to a scoring based on how much glucose increase there are.

Not program dependent Right now we offer via a sensor. We offer people insights into their nutrition pattern of the moment.

Other possible directions

Food ordering

Clear's knowledge on which food is good for you allows it to offer the ordering of food that matches your health preferences.

Not program dependent And the third one is the third one is about convenience. So convenience, meaning that there you for this already advice. But can I now order when my food is ready from the app? Because you just give me the clear app and give me the recommendation to lunch with Clear and a Clear order the afternoon, okay, I want to have a Greek salad just or give it to me, I want to order it, I want to put it into my shopping bag whenever. So integration with the food industry is a third one that becomes convenient.

Not program dependent And as I think indeed, an unbranded content on all the delivery systems, but maybe also delivery and clear this, but especially to to continue, lunch, picnic, so I think. Based upon what you data you gather, you can always order under the food you like. And that's a second one for you.

Not program dependent So it's a one and there's people that simply want to monitor and to have some checks if they're heading in the right direction, but it might be people that are more benefits, it's by specific food plans, meal plans, food delivery.

Meal plans

Clear's knowledge on which food is good for you allows it to offer pre-defined meal packages that match your health preferences.

Not program dependent Or perhaps also, indeed, to meet plans like okay, I know what to eat. But still, it's difficult to do this because I have a family and I have a partner and it's difficult to find things. So can you help me out with finding a good meal plan for me?

Not program dependent I think I will help if we do this personalized food bases, because then we can say that this this food base is general or healthy, but we're going to see if it also works for you.

Blocker: recommender is limited

The algorithm that Clear can develop to understand people's glycemic response to food might include some limitations regarding health.

For example, fats and alcohol do not cause a bad glycemic response. However, that doesn't mean that from a health perspective they should be recommended or displayed as healthy.

Not program dependent The recommender system, it will, it won't be that, to compare after, because it will recommend foods that are good for you, but it won't recommend you, for example, a food and nothing else with it, and that won't increase your glucose.

Not program dependent So we should only recommend if we believe it fits into your diet, and it's healthy in general, or we do with alcohol, so we don't suggest alcohol, although it's a good glucose or when it's a good value.

Not program dependent The recommender alone won't recommend good foods.

Premium specialised version

Clear can offer a diverse specialisations of the service that suit with specific goals, such as stress control or sport optimisation. This specialisations allow for a premium version of the service on which to capitalise.

Not program dependent But there is an opportunity for people to get engaged much more on a personal level, but that's more, yeah, the premium version, where we also provide specialists, workshops or activities or to zoom in on specific topics like hormones, or sports or whatever.

Not program dependent But it can be learned with more of type of engagement, that people pay for specialise on a specific topic. And with more in depth information, maybe also more training materials and things like that.

Not program dependent And then you have the more personalized expertise of people who have specific questions, but that's a different model also.

Addition of exercise

As a next step after nutrition, Clear can offer similar knowledge and guidance on exercise and physical activity.

Not program dependent So I think also the exercise parts will be more incorporated. So also indeed, to our target group that it more along exercises and also what about how can I incorporate exercise daily in my my health plan.

Appendix 4 - Generative Workshop Material



Jim Al-Jim

What do we add? platform? connecting people

but how to keep it personal? goal

Piet Hein

lack of direction concerns me

We tackle

illness of civilization

How do we educate ourselves? (name)

Madelon

focus at the core

illness of civilization

details distract

Javier

Blinded by the frictions I've seen

people

kees

short term → long

we now have internal values

What about how we interact with targetgroup??

Joy

We have our believes, but not reflected in target market



How to improve Clear?

20 improvement clusters based on user feedback

Information extracted from:

- New week 1 survey (n=5)
- PMF survey (n=50)
- After program survey (n=79)
- Jim's Interviews (n=5)

Concerns and limitations:

- Some of this improvements are already known by Clear and roadmapped for the coming future.
- Part of the data was collected in old surveys, that might not apply to the current proposition.
- Part of the data might belong to users that fall out from the current target audience.
- Pieces of data might belong to different categories at the same time.

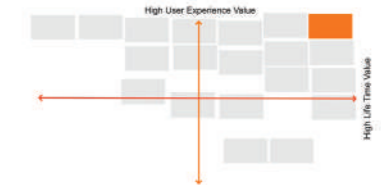
Overarching themes:

personalisation	This theme involves improvements regarding to customise the proposition to the user personal characteristics and requirements.	5/20 clusters
guidance	This theme contains those clusters where the improvement involves providing the user with clear insights, feedback and steps to follow.	6/20 clusters
understanding	This theme involves improvements regarding to provide more or better information to the user, so they comprehend what they do.	8/20 clusters
interaction	This theme contains improvements regarding to increase or improve the communication points between Clear and the user.	8/20 clusters

No theme - 3/20 clusters

Real personalization

As a user I want Clear to provide a more **personal approach**. I expect the insights I receive to be adapted to myself and my preferences.



personalisation

Data

Final report does not add much if you receive more targeted and direct feedback during the program, advice / things to try out more customization
Measure and what your goal is / should be in terms of values etc.

I expected more personal advice

More personal report.

Adapt better to the person, ensure more interaction in the group app

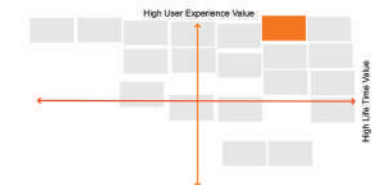
Offer personal coaching / conversation

I think the fact that your evaluation only counts 2 questions is very bad. What has been the purpose of the program for myself?

1/20

Personalised insights after program

As a user I want to gain a clear understanding of my nutritional situation. I expect to **learn from the program** and be guided on nutritional steps to follow.



guidance **understanding**

Data

Feedback on diet
Even more targeted nutritional advice
More frequent contact with a nutritionist
It didn't give me conclusive results
I expected more personal advice
Better and more feedback
Better feedback, more personal, less general, report in Dutch
I had expected to get more information about the best food and supplements for me
Curious about my eating program for the next few weeks

Nutritional advice, info substitutes and recipes
It didn't feel like a personalised approach. I didn't find an explanation why I was sleepy after the food
Final report does not add much if you receive more targeted and direct feedback during the program, advice / things to try out more customization
Was expecting Clear to steer me to a specific dietary guideline instead of summing up what did not work for me
I had hoped for more personal guidance, because I did not really lose weight during the period. My stroopwafels ended up in both the green and red group, which does not motivate me to stop. Although I understand of course that stopping with that helps with weight loss
It would be nice if the results overview of entered meals could provide some more clarity

Better analysis and reporting and advice; level deeper than simply feeding back what I have entered and can see myself!
I was counting on you to send me that information by e-mail, but I haven't received anything yet. That is also very unfortunate. You leave me in the dark too much
INTERVIEW - The report was not interesting; too basic, not exciting, wanted to have more insights. For instance: based on the data, should I do a ketogenic diet? Should I incorporate intermittent fasting in there? Due to that lack in the report, the results did not really stick to me and did not give me enough guidance. Could remember that the banana was bad, and the beer & bitterballen good. During the 2 weeks I got more awareness of what I eat, how often. You have to be honest to yourself. There is no lying or cheating possible: the sensor will continue to measure

2/20

Actionable results/conclusions

As a user I want to **take concrete actions** on my habits after the program. I expect Clear to help me on which and how to take these actions.

personalisation guidance

Data

What I miss in this is a food program so I know what to eat or what not to eat. Now I tried several things 2 day intermittent fasting, etc. I hope that after the evaluation everything will be clear so I know 200 euro was worth it. For now I say it wasn't worth it. Diabetics have the same sensor as you are using. I had expected to get more information about the best food and supplements for me.

It didn't give me conclusive results

The program had no extra value for me I already know how to handle my carbs in combination with my diabetes type one. It is not possible to add extra information in the app. My expectation was to get advice about my total nutrition not just my carb intake for participants

Create a 2 week follow up customized diet plan for participants

Alternatives to your meals

Nutritional advice, info substitutes and recipes



INTERVIEW - The report was not interesting; too basic, not exciting, wanted to have more insights. For instance: based on the data, should I do a ketogenic diet? Should I incorporate intermittent fasting in there? Due to that lack in the report, the results did not really stick to me and did not give me enough guidance. Could remember that the banana was bad, and the beer & bitterballen good. During the 2 weeks I got more awareness of what I eat, how often. You have to be honest to yourself. There is no lying or cheating possible: the sensor will continue to measure.

3/20

Extending proposition

On the one hand, I want Clear to be able to **measure and gain more insights** about me and my body. On the other hand, I expect Clear to prescribe and deliver **meals/vitamins/supplements** based on collaborations.

personalisation interaction

Data

If, in addition to glucose, you could also constantly measure fat levels

I have an own company on personalised vitamins, I reckon this could be beneficial.

Specific programs eg female hormones. I have a lot of fluctuations there and haven't made much progress in that area yet. Well on a general level. Fewer complaints now such as hypos and hypers

In addition to blood sugar levels, also offer the possibility to analyze, for example, acidity in your body or other data, Blood pressure? Cholesterol? etc

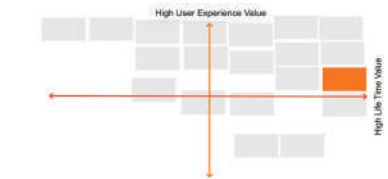
Being able to establish more / better relationships with sleep / stress

Furthermore I would like to measure much more than just my blood sugar / glucose level

Maybe it could be interesting to log power naps or afternoon naps?

Nice to have: I wear my Garmin watch day and night and it also keeps track of my sleep and heart rate. It would be nice to have that data automatically integrated in the app. Maybe the heart rate and sleep data can lead to some nice insights

INTERVIEW - Perhaps recommending the program a second time based upon a specific direction (keto, intermittent fasting, etc.) would trigger me to do the 2nd measurement right away



INTERVIEW - Hmm... I'm seeing startups like Sun Genomics and Viome get into selling personalized supplements or probiotic subscriptions based on tests. Maybe you could partner with a meal kit company to get people on the right track

INTERVIEW - I would love something clever like a personalized meal box (delivered to your doorstep, like they do in Poland and Czech Republic (Jim: Pim will check the names)). Could be a nice use case for the Ekomeni box. Or a meal plan. Perhaps I could choose between both: either a (free) meal plan service, a (paid) meal plan service that is more tailored, and a (paid) meal (delivery) plan service. Something at least with catering. Would be a valuable next step after you receive your report.

5/20

Reinforce experimentation

As a user I want to be **pushed to experiment** during the program. By trying out different approaches or by extending the program, I would like to map out my relationship with food.

guidance understanding

Data

Furthermore, I would think an extension of the program of a few extra days or 1 week is even better. There is now little time to properly test food. 1 week your normal things, 2nd week experiment a lot in times, fasting, different food and then the 3rd week apply the tips and see if you have found a good pattern for yourself. Now you actually stop with a limited number of experiments. You could of course do the program again, which is also an option. But that is also an extra investment

What I miss in this is a food program so I know what to eat or what not to eat. Now I tried several things 2 day intermittent fasting, etc. I hope that after the evaluation everything will be clear so I know 200 euro was worth it. For now I say it wasn't worth it. Diabetics have the same sensor as you are using

It would be nice to have the option to follow a nutrition plan during the two weeks with very diverse foods and drinks to check what works and what doesn't

And the duration is very short, you have relatively little time to try out multiple feedings in combination with other factors such as sleeping etc.

More specific meal recommendations to separate different food products from each other

For me, it would have helped if, I realise better after the program, to use better meals/food to reference, so, eat pasta and wait for the result, maybe repeat to dismiss errors. eat other 'mainstream' ingredients/dishes. I could have done that better myself but I did not - I would have liked it if Clear helped me with that. I have the feeling that the two weeks could be used more effectively by giving more examples for what could be interesting to test

Maybe a test kit with additional measures to build a more complete picture

Extend by at least 1 week (1 week normal, 1 week of experimenting + 1 week of trying with applying advice)



Being able to establish more / better relationships with sleep / stress

I expected that after 2 weeks I had really tried everything and had a very good picture

INTERVIEW - For glucose monitoring on Levels or Clear, I think it could be a quarterly ritual that you buy every season to re-calibrate how you should be eating... not sure how the features the second or third time would change vs. the first time but I think there has to be some sort of healthcare professional marketing this as something you should be testing a few times a year. Maybe the other times you could simply just track sleep or exercise and nothing else... not sure

INTERVIEW - More 'gaming' (= gamification). Should get more foodstuffs to try out during the program. Get the food pattern better in view before the program, so tips can be given during the first week already. Or to better prepare yourself and to buy certain groceries

4/20

More insights & feedback

As a user I want to be provided with insights and advice along the program. I want to **receive frequent inputs** that steer my nutrition habits.

guidance understanding interaction

Data

By coming up with good advice. I could have come up with an advice that I should exercise more for the program. How much more, how long etc.

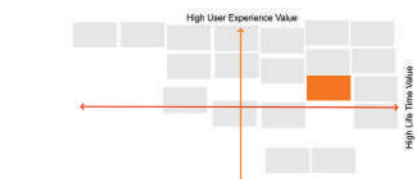
Still hoping for better insight on per product reaction. Part of suggestions are rather middle-of-the-road (why suggesting Alpro, then phrase it as non-dairy or soy-/ oat-based drinks).

Better guidance and advice; now very common

I found the feedback minimal, what I should and should not eat often contained the same things, so it was more time to take a closer look.

By giving more specific advice and not showing any combinations in the overview.

It didn't give me enough information to really know what else I should be doing. Perhaps the period is also too short, but I did not feel the need to extend it because I was not very enthusiastic after the first time.



Insight and advice

Better and more feedback

INTERVIEW - Like mentioned before, the report is too basic and should be better. Now it is a disappointment because the insights are not valuable and there is no next step (like meal plan or food delivery).

6/20

Programmatic insights

As a user I want Clear to regularly **notify me what my body is experiencing** while I do my life. It can be in the shape of general advice, but also reactions based on the data I logged.

personalisation guidance understanding interaction

Data

More nutrition tips

Link strong peaks with physical sensations / complaints

If someone spiked or hit a 'red' some kind of automated message would be nice

Iphone also has its function about smart use of the phone, something similar could also be done with food. Kind of "did you know"

I would like to have some more information, useful tips, hints etc. during the program. Give the feeling that Clear is looking over your shoulder while you run the program

Real-time insight

It would also be nice to get a tip on your app every day based on what you ate

Better and more feedback

Advice that you would not have come up with yourself during the week

Perhaps, when you see that a person daily spikes at the same time without knowing the cause exactly, some suggestions can be given before the end of the programme on how to flatten the curve. For instance by eating more fibres or fat one hour before....?

Communicate more via the app. Sharing 'facts' about your blood sugar level

INTERVIEW - Levels sends daily summaries. I like the PDF, personally, as a deliverable at the end of the sensor period in addition to whatever you'd produce in-app. Many startups (Day Two, Viome, Genoplate) all have this in addition to their dashboards. I noticed that I only logged my mood and sleep a few times, so it wasn't very useful to see the plot on the chart in the first few pages. I'm wondering if you can proactively remind your customers with push notifications to log their sleep when they wake up in the morning and maybe an hour or two after a meal to check their mood. I'm wondering what the end product will look like for customers in the US. Will it be a PDF + spreadsheet like I received or will it be more automated? I'm simultaneously logged with Levels while I did Clear and they sent me daily digests that were fully programmatic, which I thought was cool. It would be nice to have everything in one place. In my mind, fully programmatic would send you push notifications or emails after analysing glucose/meal data. The recommendations are very cool and I'm wondering how you can productize them to include in the PDF or the app. It might be interesting to offer a similar functionality to Levels where you can compare the effects of small behaviour changes, like adding in Apple Cider Vinegar or taking a walk. I am attaching a screenshot of some of those comparisons. Yes, according to Levels, adding arugula to pizza improves my score by 30%

7/20



Subscription Model

As a user I want to keep my health condition stable. For that I could pay to follow **several 2-weeks-tests in a year.**

interaction

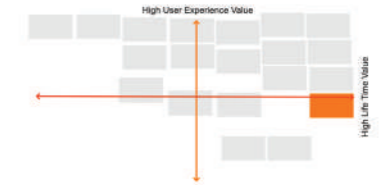
Data

INTERVIEW - Yes, a subscription would be best where you send a sensor regularly so I can continue to keep track of my health. It is all about maintaining your health

INTERVIEW - Yes, maybe twice a year. Since foods are different based on the time of the year. No subscription but a better offer: buy 2 get X% off. Should be convenient: buy the products and start whenever you want. Don't wait for a KO-session

INTERVIEW - It should be continuous. Would love a monitor that lasts forever!

9/20



Ask me for more data so you personalise me better

As a user I am **willing to share** many kinds of **data**, as long as it is used to fully understand my situation and provide me back with an accurate personalised proposition.

understanding interaction

Data

A more extensive questionnaire in advance to get information about person / diet / health, so that the advice can be personalized?

Maybe add the option to log your mass each week or day

measure and what your goal is / should be in terms of values etc.

By analyzing the entire nutritional intake

More data

Maybe a test kit with additional measures to build a more complete picture

More personal contact in the initial phase so that someone better understands what the graphs and data entail

Feedback on diet

INTERVIEW - Wanted to give more information beforehand about my food pattern, either logging it or by survey. I am a 'sweet tooth' so based on that data we could provide better alternatives to try out and therefore more insights during and after the 2 weeks.

8/20



Short benefits for healthy people

As I user, I feel the Clear program has **no value for people that already know how to eat healthy.**

personalisation

Data

The program had no extra value for me I already know how to handle my carbs in combination with my diabetes type one. It is not possible to add extra information in the app. My expectation was to get advice about my total nutrition not just my carb intake

So far, I didn't saw any benefit of making such an investment by a healthy person with an advanced knowledge about food and nutrition. The list of replacing ingredients in a diet is good for someone who has no clue about food and nutrition. They should be replaced on the basis of tasty and healthy

I think it's a good program for people with prediabetes or another specific problem, but I'm not quite sure about it for healthy people. Although I thought it was a fun experience to try!

10/20



Guidance through the program

As a user I want to **be taken by the hand** through the program. By telling me what to/not to do and providing me with feedback, Clear can help me to adopt better nutrition habits.

guidance



Data

Final report does not add much if you receive more targeted and direct feedback during the program, advice / things to try out more customization
I would have liked a little more support

I have the feeling that the two weeks could be used more effectively by giving more examples for what could be interesting to test

Need some support and guidance to keep the discipline.

Advice that you would not have come up with yourself during the week

Get the report in the meantime so that you can make adjustments and measure again without having to purchase a new set

I would like to have some more information, useful tips, hints etc. during the program. Give the feeling that Clear is looking over your shoulder while you run the program

Feedback on diet

More frequent contact with a nutritionist

Insight and advice

Specific nutritional schedules per day so that you test everything

Make the log app more user-friendly and have the program guided by a dietician at an individual level

Guidance was not good. Everything took a long time and I really don't think it's worth the money

More specific meal recommendations to separate different food products from each other

Better guidance and advice; now very common

11/20

Share the experience

As a user I want to be able to **find likeminded people** to support each other through this journey.

Interaction



Data

INTERVIEW - Would love to share my experiences with Clear with likeminded / friends. Perhaps share a good recipe directly with them with how it improved my glucose levels. A community would be a good means to keep me motivated and to share menus (recipes) with. Also to help me out with cooking.

INTERVIEW - A community would help to find likeminded people were we can share best practices but also meals. 2 weeks is not long enough, it should be a continuous process.

13/20

More interaction

As a user I expect to have **more communication points**, so I feel that professionals are taking care of my case.

Interaction



Data

More frequent contact with a nutritionist

I missed some webinars or more regular podcasts, other those 2 induction podcasts

I would have liked a little more support

A little more personal guidance or contact

I am disappointed by the high price compared to the very limited interaction, basically one introduction session and one email with high level results

INTERVIEW - My baseline seems to be high. Why not compare it with my age/gender/activity level? Now the program is pretty much one way: I send data and do not get input back. Would like to have more interaction, I'd prefer to have personalised tips based on my glucose & food data. Having this real time would be best. Find a way to keep the discipline also after the scanning and logging.

12/20

Better explanation pre-program

As a user I want a clear and **simple explanation on blood glucose**: why is it relevant and what are the implications for my health?

Understanding



Data

Provide a disclaimer at the start or when publishing the report, stating that you assess based on blood sugar response, but do not advise on micro- and macronutrients etc?

More explanation how to understand the graph. In which situations it is logical for blood sugar to rise and when not.

Sample food list of what you expect with a lot or little glucose? So enlarge the list of suggestions?

More context / explanation of what I am doing, and what you would actually like to achieve in terms of sugar level.

I am university educated so it should be easy you would say, but I notice that a lot of medical / biological terms are used and I am not at all in that matter

Now I notice that I miss the context a bit here and there. What you are measuring and what the goal is (ie avoid peaks) or an x number is good, stay between the x and x values, things like that

Is missed some more information about glucose. What it is, how it works. Why we need to set to glucose in this range etc.

At the outset it could have been stated more clearly what the numbers mean or the bandwidth

More explanation on the site by means of an extensive FAQ or a direct chat function

Slightly less medical terms

More explanation about what exactly you are going to do

It is not yet completely clear to me how insulin works and I do not yet have complete clarity about it

Provide more insight into how glucose works

14/20

Improve food score

As a user I want to better **understand the effect of food I logged** in my glucose level, so I can discriminate which food to take, to avoid and to change.

understanding



Data

I had hoped for more personal guidance, because I did not really lose weight during the period. My stroopwafels ended up in both the green and red group, which does not motivate me to stop. Although I understand of course that stopping with that helps with weight loss.

I found the feedback minimal, what I should and should not eat often contained the same things, so it was more time to take a closer look.

Food list is difficult to interpret.

I expected a lot more from your feedback. Some things I saw myself in the reaction of my blood, but you have taken everything 1 on 1. Some products were classified as good and bad. Bit amateurish.

15/20

Other possible influencing factors are missed

As a user I am concern that **multiple factors can influence my glucose level** during the Clear program, making it less relevant.

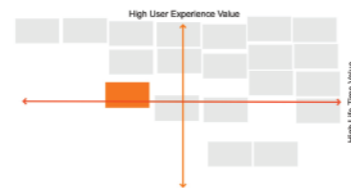
Data

It doesn't take into account a number of critical factors, which skew the analysis and make it less meaningful. For instance the fact that drinking alcohol lowers glucose and when having this with a meal, you suggest that the meal is good because it doesn't up your glucose levels which isn't a fair analysis in my view.

I wonder if the program is the most efficient for all people to get the desired results. You are expected to follow your 'normal' nutrition schedule in the first week. But since I need to log everything I eat and drink, I immediately become more aware of what I eat and start to snack or drink less, which is a positive result of course, but not my normal behavior.

Overall, I'm not quite sure what I think about it either. Your body is so complex and your blood glucose is affected by so many more factors besides just what you eat. Moreover, it is not bad for healthy people to have a glucose peak (you) now and then, because your body can simply dissolve this. The fact that I now only eat cottage cheese with sprinkles for breakfast instead of adding a banana is of course not a good idea in terms of nutritional value. In terms of outcome, I would be better off eating chips or popcorn or three-chocolate biscuit as a snack than some mango. I understand that the results should not be interpreted that way, and that you also have to keep thinking logically, but that is somehow difficult. In addition, I have noticed that I generally do not get an energy dip with a glucose trough, but especially when I have eaten a large amount. This may also be communicated a bit more clearly, that this is also a possibility. In addition, I noticed that my glucose level went up when I had an exciting conversation or something, because of the stress. This of course also has a lot of influence.

16/20



Better pricing

As a user I want a better **balance between** the Program **price** and the provided **insights**.

Data

Lower the threshold to do it again, through reminders and discounts.

I am disappointed by the high price compared to the very limited interaction, basically one introduction session and one email with high level results.

INTERVIEW - The price is high though (he mentioned because of the sensor) and is wondering if insights can be gained without using a sensor too. Might do the program twice per year, does not see the need for more.

17/20



Honest proposition

As a user I want a real **correlation between** what is **advertised** and what is **delivered**.

Data

Nothing that was promised has been delivered. What a scam and a waste of my money.

By providing honest information in advertising. Now it is only misleading information.

18/20



Improve technicalities from Clear App

As a user I want the Clear app to facilitate a **seamless interaction**, optimising my logging entries.

interaction

Data

Logging the meals is a bit tedious

Sometimes I wanted to fill in that I was tired in between. Low energy and that is not possible

Be able to post photos with your dishes afterwards. That saves hassle when eating out. And the time wheel is irritant that you always have to go all the way back. It does not continue

It would be nice to have the ability to update the ingredients of a meal. Sometimes I forgot some ingredient of a meal and I could not add it

3 Reminders per day to enter the log

Immediately filling in what you eat was not always easy during working hours. I am in the classroom and I don't always have the time!

It happened a couple of times that a recorded activity did not appear in the timeline or it was placed on another day

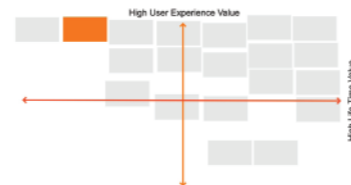
Some improvement can be made in the app, to make it more user friendly (i.e. allowing to adjust the meal instead of having to delete and re-add it)

It would be nice if you could still adjust a meal that you enter in the app. For example, if you forget an ingredient, you can easily add it
Add more default options to choose from when logging the ingredients of a meal

Less emails. Share that info in the app

I have been traveling for work for the second week and then logging and keeping track of everything is quite complicated. This program is not suitable for on the go

19/20



Improve technicalities related to data

As a user I want the **transfer, store and visualisation of the data** to be **easy and meaningful**.

understanding

Data

Communication about compatibility with regard to the Libre Link. I sometimes miss data now because I have to measure on my girlfriend's mobile

It is a pity that the data is 'only' stored for a maximum of 8 hours and that you can miss data at night

Integrate everything into 1 app

Sometimes I got gaps in the data. For example from 23:00 to 5:00 no data

And sometimes I held my phone next to the thing on my arm got one or two times that it vibrated but no measurement was taken. All in all measuring was not the way it supposed to be

The visualization of the glucose level graphs goes per day ... per week or over the total of the measurement period gives more overview and trend line, so that you can then zoom in on the special peaks with a day graph. I miss that longer-term graph!

So a little more about scanning, the app, glucose. I sometimes find it difficult to follow English (in the tables / graphs)

It should be continuous. Would love a monitor that lasts forever! 2 weeks is not long enough, it should be a continuous process

A sensor that measures longer than two weeks would be very nice too

20/20



Appendix 6 - Intake Call Script

User profile

Demographic

Name -

Age -

Background.

Tell me a bit your story on how did you end up finding Clear?

What did call your attention?

Consumer profile

Eating patterns

Sport patterns

Lifestyle patterns

Previous Nutrition knowledge

Expectation

Why do you think this program can be interesting for you?

What do you expect to get as outcome?

What improvements do you expect to achieve?

Improving Clear's Value proposition

Goals

Why do you want to learn more about your metabolism?

How can changes in your metabolism improve your life?

Motivation

What triggers you to understand better your metabolism?

What triggers you to change your eating behaviour?

Capacity

Have you tried any other methods to achieve this goals?

How did it go? Did something stop you?

What do you need to overcome this blocker?

Opportunity

You know about our program. What would be the ideal situation/context for you to get the most out of the program?

How would you like to set up the relationship with Clear?

Which kind of support would you like to receive during the program?

Long-term proposition

How can we help you after the program?

How can we be of more value in the future?

Have you looked into other options similar to Clear to improve your lifestyle and health?

Closing question

Would you be willing to participate in research activities, such as focus groups, where you would be asked to share your own experience and ideas about improving Clear?

Clear.

Study of new program flow

Hello!

Javier here. Nice talking to you again. As we agreed over the phone, here is more information about what the new flow of The Clear Health Program consists of.

Let me introduce myself first. I am a 24-years-old UX designer working at Clear in a collaboration for my thesis project for TUDelft University. I have spent four months researching how the use of glucose monitoring technology can help in the improvement of dietary habits.

After months collaborating with Clear, we are about to start a **study for a new set up of the program**, with new functionalities focusing on **helping you learn the most about your own metabolism, and your personal reaction to food.**

To make this learning experience as real as possible, we want to implement it on top of the current Clear Program, so we can explore its validity. That is why you can provide the most useful insights.

In the following pages you will find:

1. Explanation of the study:

Here you will find all the information regarding what the study is about, what would you need to do, and how will we communicate.

2. Letter of informed consent

This is a needed requirement to make sure you have understood what the study will consist of, and have your agreement.

Please read the following pages carefully. If you have any question, or you want to cease with this study, you are free to do so at any moment. I would appreciate if you can communicate it to me in advance. You can find my contact details at the bottom of the page.

Thank you once again for your immensely helpful collaboration.

Let's learn together about personalised nutrition!

Researcher contact details

Javier Poves
javier@theclearhealthprogram.com
+34 672463282



1. Explanation of the study

How can you participate?

In order to participate, you need to have purchased The Clear Program. You have received a box with the glucose sensor, and registered to the [Clear App](#).

How long will it take?

The duration of the study is the same as The Clear Program, 2 weeks from the moment that you activate the glucose sensor by placing it on your arm. On a daily basis, it will take 5 minutes of your time, similar to what you would expend interacting with the Clear App in a regular program.

What will you get from it?

- Better learnings about your own metabolism.
- Actionable insights on how to improve your glucose response during the program
- Personal contact and continuous access to Clear experts.
- Discount code to join The Clear Program again.

What will the study consist of?

We want to evaluate how do you experience new features of the app that we are still researching on.

At the beginning of the study, you will receive an [Initial Profile Sheet](#) and an [Explanation Sheet](#), stating all the new functionalities you will be able to try.

They consist of:

- Detailed visualisation of your Metabolic response to a specific food or meal that you logged.
- Actionable tasks to learn about your own metabolism (your carb. sensibility, the effect of physical activity, etc.)
- List of food and meals you can eat to unlock meal recommendation and response prediction.
- Interactive content about how is glucose related to health and nutrition.

Through the program, you can tell us which functionalities you are interested to try, and we will give you access to them. Within a 1-2 days frequency, you will receive a [Progress Sheet](#), where we will update your profile based on the functionalities that you have tried.

Additionally, there will be two [Contact Moments](#) in which we will talk via phone or video call about how are you experiencing the program. First one will be on the first week (15 minutes), and the second after the study (30-45 minutes).

How will we communicate?

Since the chat inside The Clear App has technical problems, we would like to reach you, in order of preference, via: WhatsApp message, phone call, or email.

What do we expect to learn?

We want to understand the extent to which you learn about your own metabolism and engage with the new features.

Explanation Sheet

In this page you can find all the new features you will be able to test during this study.

You can send a message via WhatsApp, asking to use the feature at any moment of the day/night. You can see an example on how to "use" each functionality below.

These are the features you can try during the study:

1. Questions

You can always reach out in the WhatsApp with any question you have regarding your health, the program, or the study. We will come with an answer as soon as possible.

For example: *Hey, can I take a shower with the sensor? (yes, the sensor can be immersed in up to 1m underwater)*

2. Glucose response

You can access a detailed visualisation of your Metabolic response to a specific food or meal that you logged. Please limit this functionality to 1 meal/food per day.

To use this functionality, you can for example say: *Hey, I would like to see my glucose response to the sandwich I logged in the app today around 12.30*

3. Personal challenges

These are actionable tasks to explore your own metabolism. We will update these challenges on the Profile Sheet. New challenges will become available during the two weeks.

Is up to you to decide whether or not you want to do one of these challenges. We need you to let us know via WhatsApp which challenges you complete. For example: *I have completed Challenge 1.*

4. Unlock the recommender challenge.

In the Profile Sheet you can see a list of food and meals you would need to eat to help the smart algorithm create meal recommendations for you.

When you log an item from this list, please write the name of the item + RECOMMENDER on the Clear app. For example: *Orange juice RECOMMENDER*

If you have any question, please feel free to send me a message

Clear.
Study of new program flow

Javier Poves
javier@theclearhealthprogram.com
+34 672463282

Profile Sheet

If you want to add your personal picture here, please send it in the app chat

Name
"Motivational quote"

"add your own motivational quote here if you want. Please send it in the app chat"

Goal - Obtain insights into my ideal diet

- Understand what is right for my body.

Physical activity
(1x/week - playing tennis) (afternoon walks)

Nutrition

- 09.00 - Breakfast
- 12.30 - Lunch
- 15.00 - Snack
- 17.30 - Dinner

Health knowledge

Progress:

Personal challenges

Each of this challenges is aimed at understanding better your metabolism. A new challenges will appear every 2 days. You can decide to complete them or not, at your own pace.

Challenge 1
How sensitive are you to carbs?
Eat two white sandwiches with jam and chocolate sprinkles and observe the result.

This meal usually increases the glucose level; however, the size of the peak is different. This helps understanding how sensitive you are to carbohydrates.

Note: This meal will also help you to unlock the recommender.

Unlock the recommender

Eat 5 items/meals from this list and get guaranteed personal recommendations based on your metabolic characteristics. Recommendations are possible starting from 3 items, but from 4-5 the recommendations get more accurate.

Food items	meals	
Banana 1 piece	Breakfast - Muesli Muesli natural (40 grams) (no muesli) Low-fat quark (150 ml / 1 portion) Blueberries (1 hand)	Breakfast - Oatmeal Oatmeal (20 grams) Greek yogurt 10%fat (150 ml / 1 portion) Blueberries (1 hand) Optional: teaspoon of cinnamon
Orange juice 250 ml	Lunch - Whitebread Boterham (2 slices) Jam (not reduced in sugar) (spread over slice) Hagelstag (topping)	Lunch - Crackers Whole grain crispbread cracker (2 pieces) Cheese (on top of each cracker) Boiled egg (1 piece)
Dinner - Chili con carne access recipe here		

Legend not available yet available completed

Appendix 10 - Example Daily Progress Sheet

Profile Sheet

Goal - Obtain insights into my ideal diet
 - Understand what is right for my body

Name
 "Motivational quote"
 Tell your own motivational quote here if you want. Please max 100 characters.

Nutrition
 06:45 - Breakfast
 12:20 - Lunch
 15:20 - Snack
 17:45 - Dinner
 21:00 - SNACK

Physical activity
 (Increase - playing tennis)
 (decrease - work)

Health knowledge

Personal challenges
 Each of the challenges is aimed at understanding better your metabolism. A new challenge will appear every 2 days. You can decide to complete them or not, at your own pace.

Challenge 1
 How sensitive are you to carbs?
 Eat two whole sandwiches with jam and chocolate sprinkles and observe the result.
 The more quickly increases the glucose level, the more sensitive you are to carbohydrates.
 Note: The result will also help generate a diet recommendation.

Challenge 2
 The exercise challenge
 Take a long walk after lunch (at least 30 minutes).
 Drinking water regularly during walks will help you walk more easily and enjoy your walk.
 Note: The result will also help generate a diet recommendation.

Challenge 3
 Test your knowledge
 Here is a small quiz for you. Are you already an expert in diabetes?
 Hit in the quiz in the app to find the answer.
 Note: The result will also help generate a diet recommendation.

Unlock the recommender
 Eat 5 items/meals from this list and get guaranteed personal recommendations based on your metabolic characteristics. Recommendations are possible starting from 3 items, but from 4-5 the recommendations get more accurate.

Food items

- Banana (1 piece) **92** ✓
- Orange juice (250 ml)

Meals

- Breakfast - Muesli** **92** ✓
 Muesli natural (40 grams) (no crust)
 Low-fat quark (150 ml) (1 portion)
 Blueberries (1 hand)
- Breakfast - Oatmeal** **92** ✓
 Oatmeal (20 grams)
 Greek yogurt (100g) (150 ml/ 1 portion)
 Blueberries (1 hand)
 Optional: teaspoon of cinnamon
- Lunch - Whitebread** **80** ✓
 Ryebread (2 slices)
 Jam (not reduced in sugar) (spread over slice)
 Hagblag (topping)
- Lunch - Crackers** **80** ✓
 Whole grain oatmeal cracker (2 pieces)
 Cheese (on top of each cracker)
 Boiled egg (1 piece)
- Dinner - Chili con carne** **75** ✓
[access recipe here](#)

Recommender
 Based on the data of previous participants, and the scores of the food that you've logged, you can now access meals that are ideally good for you.

Click on this link to access the recommendations:
 Username: Clear
 Password: TwoRecommender234

If you log any of this items in the Clear app, you can provide the title name, for example: "Orbit 1"

Recommended for you:
 These are the meals that, based on your scores of previous meals, might be good for you. We would like to challenge you to try them and validate if your glucose response is good afterwards.

- Snack - havermout 1** **92** ✓
 Oatmeal (20 grams)
 Greek yogurt (100g) (150 ml/ 1 portion)
 Blueberries (1 hand)
 Optional: teaspoon of cinnamon
- Lunch - whitebread 3** **80** ✓
 Ryebread (2 slices)
 Jam (not reduced in sugar) (spread over slice)
 Hagblag (topping)
 Optional: low-fat margarine
- Lunch - salade 1** **92** ✓
 Muesli natural (40 grams) (no crust)
 Low-fat quark (150 ml) (1 portion)
 Blueberries (1 hand)
- Lunch - volkorenbrood 3** **80** ✓
 Ryebread (2 slices)
 Jam (not reduced in sugar) (spread over slice)
 Hagblag (topping)
 Optional: low-fat margarine
- Lunch - volkorenbrood 4** **80** ✓
 Ryebread (2 slices)
 Cheese (1 slice)
 Ham/Woort (1 slice)
 Optional: low-fat margarine

Appendix 11 - Mid-way Interview Script

Problem recognition

How did you experience the program so far?
 What was your goal during the program?
 What do you think about your diet?
 Has this program make you reflect about how good or bad your diet is?

After the program, what would you like to get?
 - Recommendations.
 - Response to my food.

Why?

Tangibility of the progress - The profile

How did you experience the profile?
 Was it useful for you in any way?
 Was it relevant after some time?
 What would you like to see in the profile?

Imaginary situation

Imagine this. When the sensor stops its battery, we will have no more access to your glucose response, however, we have learnt a bit about how your body responds to food. With that, we can offer you two things, and I want to understand which one would you prefer, okay?

Engagement - The challenges + Unlock the recommender

How was completing the challenges?
 Did you have fun or did you do it because you thought it was mandatory?
 Is there any of the challenges that you recall the most?
 Did they help you understand better your body?

- We could predict how good or bad the food is for you. Not with a score of 1 to 100, but something less accurate, like keeping the colors to know whether is good or bad. Would that work for you?

- On the other hand, we could give you more recommendations that fit within your profile, like the ones you have received, but then maybe weekly. Would that work for you?

Learning - The visual of the response

Did this visuals helped you understanding better your response? Why?
 What helped you in these learnings?

-Which of them would you prefer?

Phase C proposition:

How useful was for you the recommender?
 How did you feel when eating recipes that were recommended for you?

Validation:

Which feature was more interesting for you?
 - visual of response
 - challenges
 - recommender

Would you like the challenge section to be included in the app? Why?

Appendix 12 - Challenge Explanation

Challenges to understand your biology (science backup)

With evidence

How much do other factors than food influence your response?

Challenge: eat a meal again.

Why: The literature, and results from our pilot, show that the data can be reproduced with around 80% confidence (meaning that if you eat the same item, it should not more than deviate 20 points in the Clear Food Score)

Result: if your meals differ less than 5 you are super stable, from 5-10 stable, 10-15 there might be other important factors, 15+ other factors have been influencing the response

How sensitive are you to carbs?

Challenge: eat 2x white bread with sweet on top.

Why: This is a really bad item from the pilot and it might help in classifying the participants.

Result: the Clear Food score to this meal can be translated into a carb sensitivity measure

Improve Response to a meal

Challenge: Improve the reaction to your worst meal by:

- Take your worst meal and add fats and proteins
- Take worst meal and reduce carbs
- Changing the timing from lunch/dinner to breakfast/lunch

Why: These factors are shown by literature and we can also show in general that less carbs / more fat results in better responses

How sensitive are you to an energy dip?

Why: not everyone feels tired when the glucose is down. This is not really a challenge but maybe check their glucose when they feel tired and see if it overlaps. Best is a high carb lunch and a dip around 3/4

Without real evidence (but gut feeling)

Challenge: eat the same dinner but take a sweet dessert 15 min after eating

Why: A high-fat meal can give you a "buffer" for sweets after. We did not test this in the pilot but I tested it with a kaki after a nut bar.

Challenge: eat the same bad lunch but skip breakfast on that day

Why: there is a theory that if you start peaking, the upcoming peaks will be worse. Since lunch usually is worst, having that as your first meal improves the response

Challenge: eat the same bad lunch and take a long walk after

Why: Exercise after eating can reduce the glucose peak

Challenge: add post on circle to help others to see differences

Appendix 13 - Strategic Document



Problem Definition & Opportunity Area

1.

What is this stage?

This stage focuses on understanding the problem that our company solves and why it is a relevant problem to solve. This stage also looks at our current context to identify a suitable opportunity area in which our company can stand out.

Goal of stage:

- Identify a problem that is relevant to solve.
- Understand what makes the problem relevant.
- Identify the characteristics of the industry (context) and the market (competitors) to find a suitable opportunity area.

Problem declaration

Structure

Which problem does the brand seek to solve?

We help people maintaining a healthy lifestyle.

How do you solve this problem?

We provide understanding on the effect of food on you.

Why is it relevant to solve this problem?

Primary preventive healthcare.

Problem: (in one sentence or small paragraph)

The path to act on achieving a good health status is currently blurry, misleading and confusing.

Competitors Map

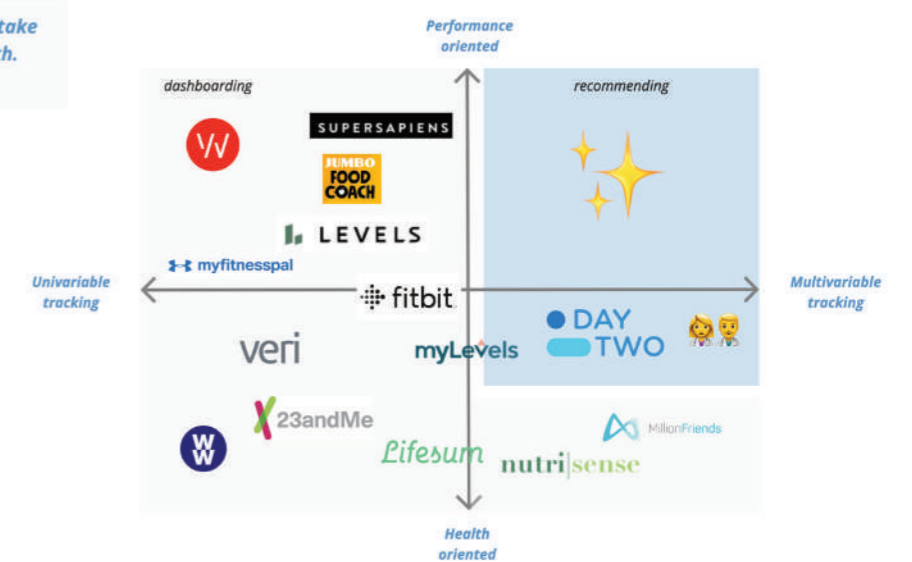
Opportunity area

Problem definition:

Triggering decisions on food intake that act in favour of your health.

Competitors:

- | | |
|-----------------------|------------------------------------------------|
| Same product form | 1. Veri |
| | 2. Day two |
| | 3. Supersapiens |
| | 4. Levels |
| | 5. myLevels |
| | 6. Nutrisense |
| | 7. MillionFriends |
| Same product category | 8. Lifesum |
| | 9. Myfitnesspal |
| | 10. Jumbo food coach |
| | 11. Weight watchers |
| | 12. Whoop |
| Fulfilling same need | 13. Fitbit |
| | 14. 23andMe |
| | 15. Health practitioners (dieticians, coaches) |



Problem Definition & Opportunity Area

1.

Conclusions

Society awareness of preventive health is growing. However, the overwhelming information available makes it hard for people to know where and how to start. Providing clear understanding of personal health by focusing on a specific domain, such as food and nutrition, helps making preventive health more attainable.

Analysing the competitive landscape, three remarks stand out:

- There is a market polarisation between those products targeted to improve overall health and wellbeing, and those aiming for specific improvement and optimisation, such as higher energy levels or better sleep quality.
- Competitors offerings are built around one specific biomarker (ingested calories, consumed calories, heart rate, blood glucose, gut microbiome, DNA, ...). Few of them improve their offering by adding complementary data sources.
- Competitors' products mostly dashboard data back to their user. Few of them process the data to offer recommendations.

Based on this, one opportunity area appears in data-processing for tailored recommendations. Additionally, the intersection between using multiple biosensors and targeting specific optimisation is the less-populated competitive area.

Target audience

Persona & Empathy map - Balance Seeker

Who is our target audience?

Middle age people who start getting concern about ageing healthier. They want to act on this and are already improving their habits. However, they lack knowledge and guidance on the proper steps to take.

What is their goal?

Their goal is to age happy and healthy. They want to be present for their close-ones when they need them.

What do they see?

They are overwhelmed by the amount of directions and possibilities regarding diet and health. They see news about microbiome testing, intermittent fasting and low-carb diets.

What do they say?

They say that life isn't only about work and obligations. They know that, as humans, they have weaknesses, and they feel comfortable with them.

What do they do?

They sit during the most part of the day in their desk jobs. In their leisure time they find ways to disconnect that do not require a lot of work, such as walking or reading.

What do they hear?

They hear that small changes in their everyday life can have a great impact in their health status for later stages of their lives.

Visual inspiration:



Value proposition

2.

What is this stage?

Our users should be at the centre of the strategy. Understanding them is essential to build a powerful and attractive proposition. Using the Empathy Map and the Value Proposition model, we seek to define our user profile.

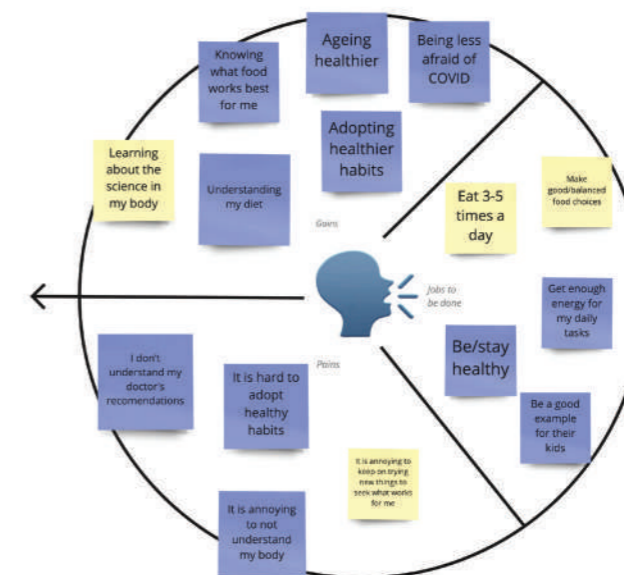
Identifying the most critical problems our company can solve and the best benefits it can offer, we can define the focus and scope of our value proposition.

Goal of stage:

- Identify and understand our user.
- Understand how does our value proposition benefit the user.
- Prioritise and define the value proposition of the brand.

Value proposition

User profile - Balance Seeker



Target audience

Persona & Empathy map - Achiever

Who is our target audience?

Achievers are young professionals in a career-building stage. They have the eager to create a place in the world for themselves.

What is their goal?

Their goal is to make the most out of the 24 hours of the day.

What do they see?

They are overwhelmed by the standards that social media exposes. They are influenced by celebrities and trust them as source of inspiration and learning.

What do they say?

They share their life-building plans: where do they want to buy a house, where are they planning a trip to, or which job they are seeking.

What do they do?

They are willing to sleep less hours and work more hours to achieve their goals.

What do they hear?

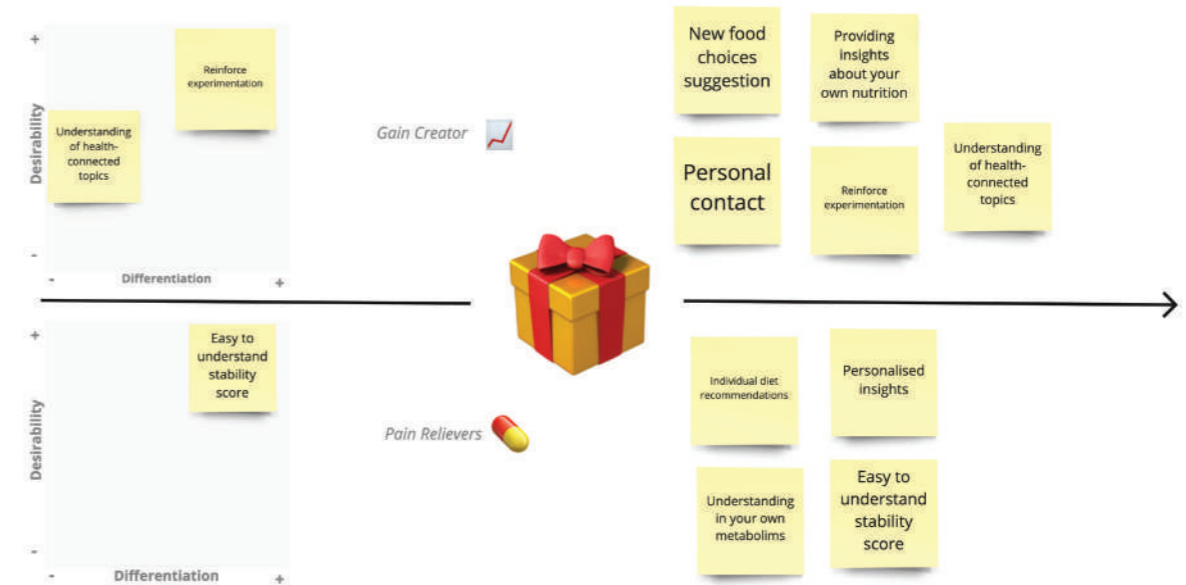
They hear that technology will make their life much more convenient. They hear about apps for managing their wealth, buying their groceries, finding their partners and even walking their dogs.

Visual inspiration:



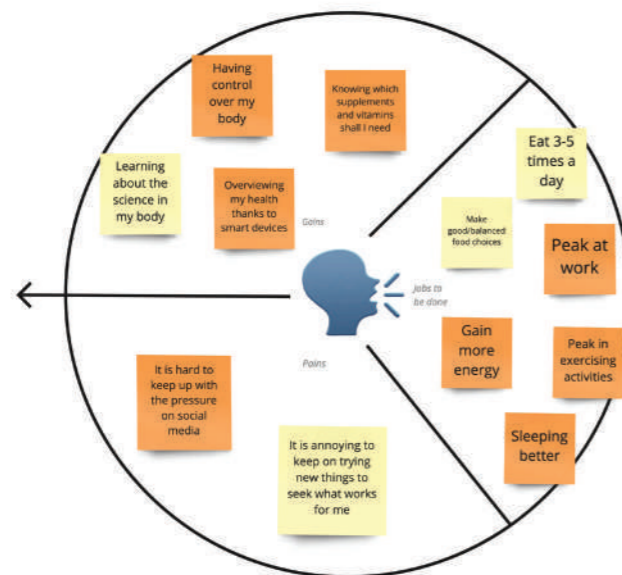
Value proposition

Proposition map - Balance Seeker



Value proposition

User profile - Achiever



Value proposition

Proposition definition

Brand name	Verb	Brand reason to be
Clear	empowers	finding the healthiest version of yourself
Main benefit the brand wants to offer to the user		
optimally nurturing your body		
What does user want to achieve?	How is a pain relieved or a gain created?	
Understanding personal health	Access to expert knowledge on food.	Learn about health and nutrition thanks to accessible knowledge.
Make good/balanced food choices	Calibration, experimentation & integration of dietary habits.	Make optimal food choices by iterating on the dietary habits that work for you.
Gain more energy	Intelligent diet recommendations	Improve energy level by data-driven recommendations

Value proposition

2.

Conclusions

Clear's current target audience differentiates widely: Balance seekers are willing to make changes in favour of their long-term health, but without compromising their life's setup. On the contrary, Achievers are willing to make concessions on their habits in seek of convenience and short-term results.

This differentiation complicates finding a value proposition that fulfills both audience needs. However, there are shared needs, in a brief:

- They both need to make decisions on what to eat several times a day
- They both want to understand their biology and metabolism in a clear and understandable way
- They both want to grab their health by a variable that they can comprehend, and control.

Looking at Clear's capabilities to fulfill these needs, three key points would strengthen its value proposition:

- Learning about health and nutrition thanks to accessible knowledge.
- Making optimal food choices by iterating on the individual dietary habits.
- Improve energy levels by data-driven recommendations

Brand Essence

Positioning statement

(Target audience) (Brand) (Product category) (Product attributes)
For Achievers and Balance Seekers, Clear offers a digital tool that is integrated, intuitive, and gives people the control to be the healthiest version of themselves.
 (Functional benefit) (Emotional benefit) (Self-expression benefit)

Brand Essence

3.

What is this stage?

In this stage we take the learnings from the previously defined value proposition, in order to design a brand that is consistent and unique.

A simple but concise Positioning Statement summarises the core of our brand. Followed, the Brand Vision gives inspiration on how we want to be seen from the outside. Using the Brand Essence wheel, we first define the purpose, methodology and scope of our brand (Head & Heart). This will be used as a compass for strategic decisions at different organisational levels. Following, the Voice & Form will define the personality traits that make our brand as alive as a human being.

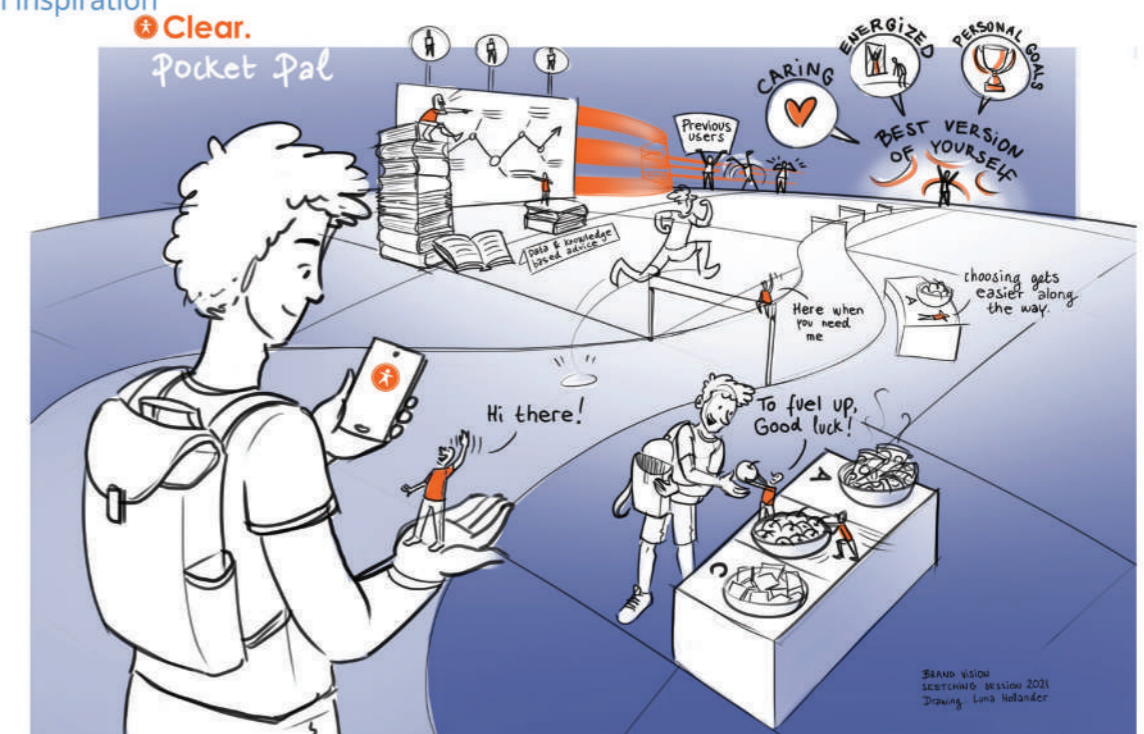
The brand DNA template provides a framework to capture the key points of this stage.

Goal of stage:

- Define the core characteristics that make the brand consistent.
- Identify the personality traits that make the brand unique.

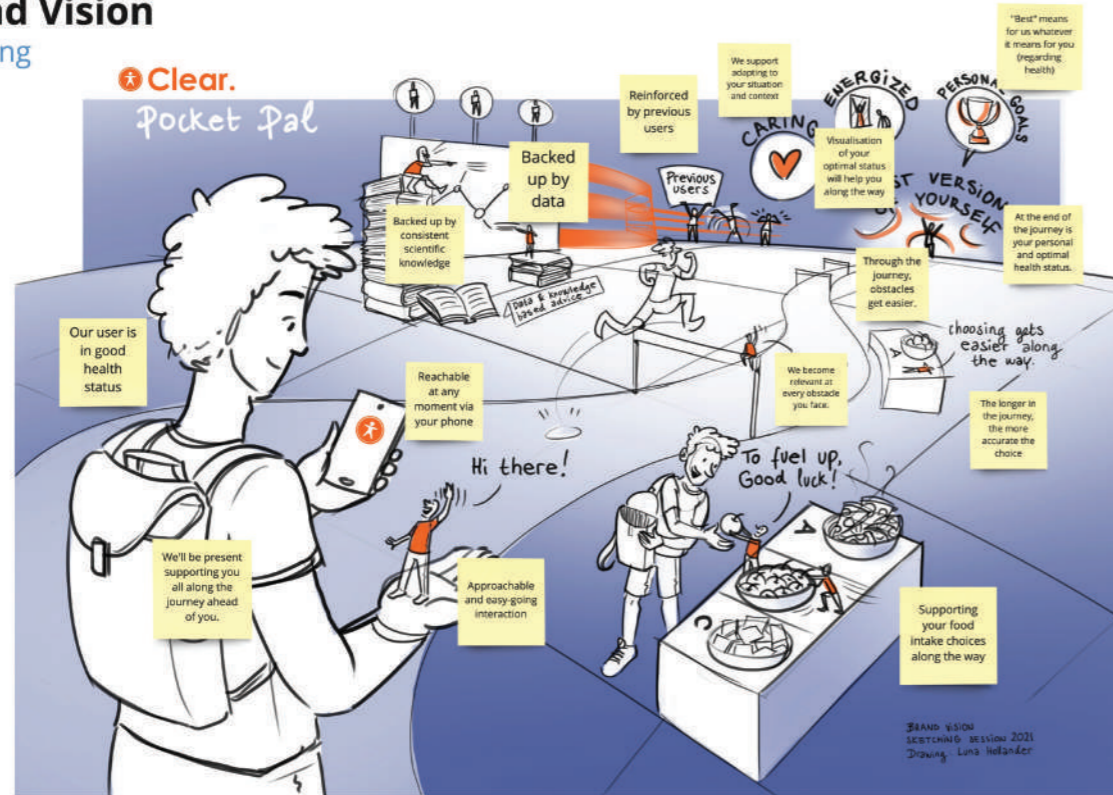
Brand Vision

Visual inspiration

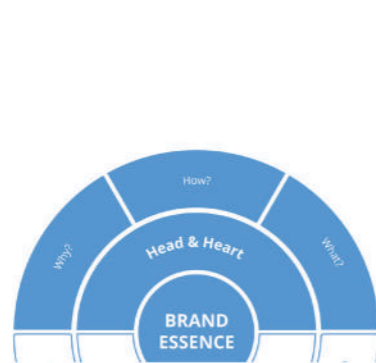


Appendix 14 - Inspiring Poster of Target Audience

Brand Vision
Detailing



Brand Essence
Head & Heart



Why does the brand exist?
Which problem do we want to solve regardless of time, product or service?

We want to help our users find the best version of themselves with regards to health.

For that, we address, in a scientific and intelligent way, how they individually fuel their body.

How is the brand going to do it?
Actions and strategies that the brand follows in order to achieve their mission and goals.

A. Access to expert knowledge on food.

B. Calibration, experimentation & integration of dietary habits.

C. Intelligent diet recommendations

What does the brand offer?
Product or service that the brand offers to solve the problem and achieve their mission and goals.

Supported decisions on dietary intake, based on insights and inputs, with the proper explanation of health-related topics.



Clear.

Demographic insights
21% of the Dutch population: 2.79 million people in July 2018
Relatively highly educated (41%)
Above-average income (32%)
Distributed over age groups (18-80 years)
Live in west (30%) and east (25%) region
In charge of the household groceries.

Sport - 2 times per week
Exercise is important. It gives me relaxation and positive energy. I do it when I feel confident and in my own way, without a specific goal.
Functional sports as running, swimming or walking once or twice a week is what I enjoy the most. I often do them by myself and I do not pay attention to what I wear or how I do it. I just do it because it makes me feel good.
Motivations: Stay fit, Weight control, Have fun
Blockers: Insufficient motivation, No discipline, Insufficient knowledge

Nutrition
I try to eat healthy as a standard part of my life. It makes me feel good, plus I can keep my weight under control and has a preventive effect.
I know what is good and healthy, so I avoid additives and try to buy organic even if it is more expensive.
I am trying to reduce my meat intake by experimenting with new dishes and ingredients. But sometimes I lack time for this.
Motivations: Feel good, Weight control, Disease prevention
Blockers: Insufficient discipline, Not having time for it

Mental & social
Meaning: I feel that what I do in my daily life really contributes to something. I get satisfaction from my work and enjoy it everyday.
Focus: I manage to stay in balance with my work and social life. I know how to detach, disconnect and find some 'me time'.
Recognition and appreciation: I appreciate the efforts of the people around me, in my work and at home, and I hope they appreciate me as well.
Connectedness: I have a strong bond with my friends. I can always turn to them when something is wrong.
Self-efficacy: I am responsible for my own happiness. I can often fix whatever small problem I might face.

Relaxation, leisure & sleep
What I mostly seek is a balance between a busy life, work and relaxation.
I consciously undertake activities to relax and de-stress.
In addition to quiet indoor activities such as reading, sleeping or watching a movie, I also enjoy going out to relax, for example by walking or exercising.

MY PRINCIPLES
Environmental sciences: Awareness to combat environmental problems
Age role flexibility: Do not focus on gender stereotype/roles, but mix them
Coke for world: Show interest and enrich own life with customs from other cultures

Communication profile
Get my attention by: Being honest about difficulties and identifying them clearly. Looking at things from a different perspective. Challenging me to get things done by myself. Taking me along with visual and fascinating stories.
Talk to me by: - Providing sufficient content and depth
- Being honest about different points of view.
- Involving me to take action.
- Being critical and controlled
- Being inspiring
- Avoiding "flat humor"

"Balance between work, family and the healthiest possible life"

Hee, ik ben Tessa
I am 48 and I live in Haarlem with my 20 years-old son. I own a humble real estate agency with 3 employees. Currently, we're all four working online and taking care of each other's health.
I am divorced for 5 years now. My son is taking a gap year before he starts his HBO and currently works at Jumbo. I have now time to focus on myself.
I enjoy joining yoga classes online. Once every two weeks I go to the Haarlem market with my friends from yoga. I like buying seasonal products and experimenting new things in my kitchen.
What I appreciate in the people that surround me is that they are natural and honest. I consider myself strong but it is good to know there is people I can call and stand by when needed.
My goal for the future is to stay healthy as I get older so I can support my son when he needs me. For this goal, I try to eat healthy and keep myself active. I mostly enjoy group activities that help me find balance in body and mind.
My friend Manon told me about Clear. With Clear, I learn about my own metabolism and I get closer to find that balance.

A day in my life
07:00 I wake up with the Philips Wake-up light. I love waking up with the natural sound of birds tweeting.
07:30 I take a mocha tea while I do a yoga routine in the living room, via a video on my iPad.
07:45 I take a shower and use my favourite skin lotion from Clarins & Bioré.
08:15 I take a healthy breakfast while I look at a video of Wess Verbeek about health and wellbeing.
08:45 I turn on my computer and check my agenda for the day. When I'm ready, I start working.
12:30 For lunch I normally have a sandwich, but when I'm inspired I love to get creative with my salads.
17:30 After my work, I go for a walk at Frederikspark with Duke, our family dog. I use the walk to stop by Ekoplaza and buy something for dinner.
18:00 I cook dinner for me and my son who arrives around 19:00 from work. He needs quite a lot of food so sometimes I end up very full as well and feel very sleepy after dinner.
20:00 After dinner I check on my parents or call some of my friends and plan for the weekend, while I watch something on the TV. We'll watch on HBO.

Balance Seeker

Clear.

Sport - at least 3 times/week

Nutrition

Mental & social

Relaxation, leisure & sleep

OUR PRINCIPLES

Demographic insights
 15% of the Dutch population: 1.99 million people in July 2018
 Middle and higher educated people (MBO, HBO, WO)
 Below average income (38%), but because they are often at the start of their career
 Mostly young people 18-35 (47%)
 Over-represented in the large municipalities.
 In charge of the household groceries.

"Work hard play hard, get the best out of yourself and look good"

Communication profile

A day in our life

We zijn Roos en Arjen

Achiever

Challenges

Frontend	
Title	Challenge 0: Your first glucose response
How to complete it	Eat your first food item, and leave a 2h timespan without eating anything else.
Why is it relevant	During these two weeks, you will be able to see your glucose response to the food and meals that you log. To explain what is the relevance of blood glucose, we need you to first eat any food you wish and log it in the app. We can recommend you to try: an apple, a cookie, crackers..
Challenge outcome	<p>Visual</p> <p>Your glycemic response to this meal</p> <p>Challenge 0 - Your first Glucose Response</p> <p>Drink, at 19:40</p> <p>Juice</p> <p>Orange juice (250ml)</p> <p>Score: 21</p> <p>Glucose peak: 10.1 mmol/L</p> <p>Glucose change: +6 mmol/L</p> <p>Your blood glucose level after this meal</p> <p>mmol/L</p> <p>10.0</p> <p>7.0</p> <p>3.9</p> <p>2.5</p> <p>0 min 30 min 60 min 90 min 120 min</p> <p>Explanation Text</p> <p>This Clear Food Score (1-100) marks how stable your glucose level remained after eating something. A score of 100 represents a good response: your glucose levels stayed stable. A score of 0 indicates that your glucose levels varied drastically after eating.</p> <p>Glucose peak marks the highest glucose concentration this meal caused on you. Peaks that go out of the healthy range (3.9-7 mmol/L) are not desirable.</p> <p>Glucose change determines how much your sugar incremented from your baseline due to this food.</p>
Learnings/ takeovers	From now on, every food you log in the app will receive a food Score. That way, you can keep track of which food is good and not so good for you.

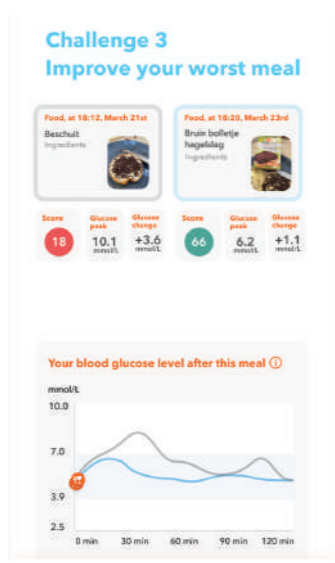
Backend - Why are we doing this challenge?
This challenge serves to explain to the user what the Food Score is and means. Completing it after the onboarding serves as an activation measure and as an investment to load the first notification trigger: the first glucose response.

Frontend			
Title	Challenge 1: How sensitive are you to carbs?		
How to complete it	Eat two white sandwiches with jam and chocolate sprinkles and observe the result.		
Why is it relevant	This meal is high in carbohydrates. Meals containing high amounts of carbs usually increase glucose levels. However, the size of the glucose peak can be different for each person. Eating this meal can help you understand how sensitive your body is to carbohydrates.		
Challenge outcome	Visual		
	Explanation	<p>This item caused a peak on your glucose.</p> <p>We can say your metabolism is sensitive to carbs, and they have a big effect on your glucose levels. This can cause bad effects on your health.</p>	<p>This item caused a medium peak on your glucose.</p> <p>Your metabolism is somewhat sensitive to carbs, and you might want to control the amount of carbohydrates you ingest.</p>
Learnings / takeovers	Try to avoid meals that are rich in processed carbohydrates and refined sugars.	Try to limit the amount of meals that are rich in processed carbohydrates and refined sugars.	While you can keep an eye on processed carbohydrates and refined sugars, you have some freedom to eat them.

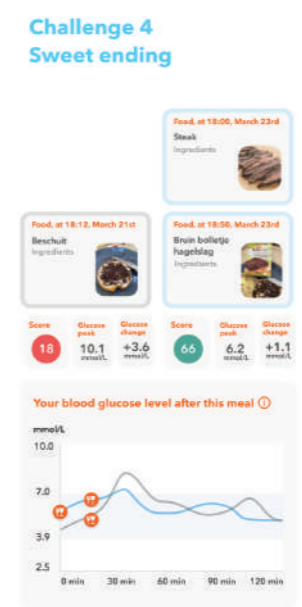
Backend - Why are we doing this challenge?
This challenge serves as a realization moment of the effect of carbs on glucose levels. By making sure they experience a sugar peak, they learn what is the behaviour they need to avoid.

Frontend		
Title	Challenge 2: The effect of exercise	
How to complete it	<p>In order to complete this challenge, choose a food that you have already logged (preferably one with a score lower than 50)</p> <p>To complete this challenge, eat this same food again and take a long walk after it (at least 30 minutes).</p>	
Why is it relevant	<p>Exercising at a moderate intensity, and especially in a long activity such as going for a walk, might reduce the glucose peak, since your body can immediately use the sugars from the food to exercise.</p> <p>High-intensity exercise is not valid for this challenge because then the body also needs to use the glucose from your own body storage.</p>	
Challenge outcome	Visual	
	Explanation Text	<p>The gray line marks your glucose response on the food without exercising. The blue line marks your glucose response when you exercised.</p> <p>Followup questions:</p> <ul style="list-style-type: none"> - Did you improve the score? (yes/no/not sure response) - Would you like to retry the challenge with another item? (yes/no)
Learnings/ takeovers	Now you know the effect physical activity has on your glucose response. Exercising for a bit after a high carb meal will mitigate the prejudicial effects of it in your glucose. So maybe from now on, you can plan walks and exercise moments after big meals.	

Backend - Why are we doing this challenge?
This challenge lets people experience the healthy effect of immediately using the glucose resources after a meal.

Frontend - How does the challenge look like in the app?	
Title	Challenge 3: Improve your worst meal
How to complete it	<p>Try to improve the bad response you had to a meal. You can improve it in different ways:</p> <ul style="list-style-type: none"> • Go for a walk after the meal • Reduce the portion of the food containing carbs. • Eat a similar dish at another time of the day. • Replace the meal by a similar one: find a list of alternatives here.
Why is it relevant	<p>This challenge is meant to improve food items on which you noticed you peaked, but you would still like to keep eating. There are different ways in which the response to food can be improved, choose one from the suggested list and experience the results.</p>
Personalisation	<p>This is an item you logged that might be interesting to improve: (establish criteria for which items can be used in the challenge for a person)</p>
Challenge outcome	<p>Visual</p> 
	<p>Explanation Text</p> <p>The gray line marks your glucose response on the food the first time The blue line marks your glucose response after the improvement. Followup questions:</p> <ul style="list-style-type: none"> - Did you improve the score? (yes/no/not sure response) - What did you do? (text answer) - Would you like to retry the challenge with another item? (yes/no)
Learnings/ takeovers	<p>Hopefully you now know a trick on how you can improve your reaction to your food. However, these results might vary depending on the distribution of carbs, proteins and fats of each food.</p>

Backend - Why are we doing this challenge?
<p>This challenge empowers people to take action on a food item in which they had a bad response, and actively look for a way of improving it. By facilitating the improvement process, Clear builds efficacy in the user and also triggers them to try to improve another food item.</p>

Frontend	
Title	Challenge 4: Sweet ending
How to complete it	<p>Eat something sweet twice, first time alone, and secondly eat it after a high-fat or high-protein meal.</p>
Why is it relevant	<p>If you take a sweet snack after a meal that contains enough fat and proteins, it can provide a buffer so that the carbs of the sweet are not processed immediately by your body. This causes a more stable glucose response. You can eat something sweet alone, and then use this same sweet food as dessert after a high fat/protein meal.</p>
Personalisation	<p>For you, a sweet that you have already tried alone is: (establish criteria for which items can be used in the challenge)</p> <p>For you, a high-fat/high-protein meal that you can eat now with the sweet after is: (establish criteria for which items can be used in the challenge)</p>
Challenge outcome	<p>Visual</p> 
	<p>Explanation Text</p> <p>The gray line marks your glucose response on the sweet food the first time The blue line marks your glucose response to the sweet after the high-fat/high-protein meal. Followup questions:</p> <ul style="list-style-type: none"> - Did you improve the score? (yes/no/not sure response) - Would you like to retry the challenge with another sweet item? (yes/no)
Learnings/ takeovers	<p>Hopefully you now know a trick on how you can reduce the effects of a high-sugar food. Next time you are craving for a sweet dessert, you can make sure to eat something in advance that creates the buffer.</p>

Backend - Why are we doing this challenge?
<p>This challenge gives people a trick on how to reduce the effect of sugary snacks. This will allow them to gain awareness and plan ahead the moments they want to have a sweet dessert.</p>

Possible Extra challenges:

Frontend	
Title	Challenge 5: Skip breakfast
How to complete it	Make lunch your first meal of the day (at your regular lunch time)
Why is it relevant	We have learnt that if you start having sugar peaks in the morning, upcoming peaks throughout the day will be worse. Eating at lunchtime as your first meal can improve the glucose responses during the rest of the day. Due to an extended period without food, this lunch can cause a higher glucose peak than normal. We recommend you to break your fast with a lunch that is high in protein/fat/fibers, and low in carbs.
Personalisation	For you, a meal that is suitable to eat around lunchtime as first meal of the day is: (establish criteria for which items can be used in the challenge)
Challenge outcome	Visual <div data-bbox="528 716 774 1220" data-label="Figure"> </div>
	Explanation Text <p>The gray line marks your glucose levels through a regular day. The blue line marks your glucose response through the day you had lunch as your first meal of the day.</p> <p>Followup questions:</p> <ul style="list-style-type: none"> - Did your glucose levels stay more stable? (yes/no/not sure response) - How did you feel during this day? (energized/not energized)
Learnings/ takeovers	By delaying your first food intake of the day two main things happen: <ul style="list-style-type: none"> - Your metabolic flexibility increases: you are constantly freeing up glucose from your fat resources. - You avoid the start of glucose ups and downs loops through the day, and keep more stable levels. <p>To see whether skipping breakfast is something that works for you, you need to make sure that you still feel energized at the end of the day.</p>

Backend - Why are we doing this challenge?

This challenge provides an actionable way for the user to act in favour of more stable glucose levels. Even though they might know or have heard about intermittent fasting, Clear can provide a visual proof of its effects. This can cause higher behavioural change and healthy improvements in users.

The effect of exercise

Some people are surprised when they see the sugar peaks after exercising. If they miss a proper explanation on this, they might get to think that exercising is in fact perjudicial for their health.

Interesting challenges can be:

- Show them the effect that exercise will have on their glucose, followed by a proper explanation that the body is using the glucose resources and that this reaction is actually desirable.
- Test 3 types of exercise: 1) walk 2) running/intensive cycling/HIIT 3) strength training.

The effect of alcohol

People are not aware that alcohol does not have the same influence on glucose as other food. Still, they log it in the app and see a Clear Food Score (normally positive) attached to it.

An interesting challenge is to prove to them that alcohol does not influence their sugar levels, but does not mean that this is a recommended food. Parallely, sugar levels can go down when consuming alcohol, and can lead to an energy dip.

Quiz to test knowledge on blood glucose

Clear's target audience consider themselves educated with regards to nutrition and health, however, when they are in the middle of the program, they realize blood glucose is not something they are very familiar with.

Clear can facilitate this realization moment and act as an expert on the field by proposing users to take part in a quiz.

An example of a quiz is provided [here](#)

Join our community

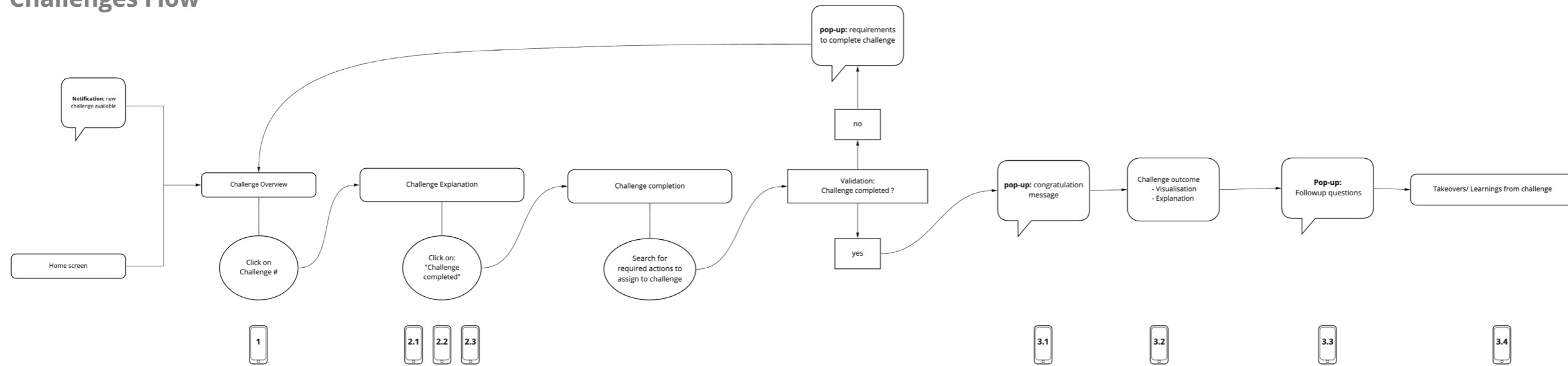
To increase retention and generate new leads, Clear can encourage people to stay connected to its service by proposing a challenge to join the Clear community

An example of a message for this challenge can be:

Your journey in the program is almost over :(but we would like to stay in touch with you. For that reason we have The Clear Community, an online space where you can share your experience and keep on discovering more about glucose and personalised nutrition.

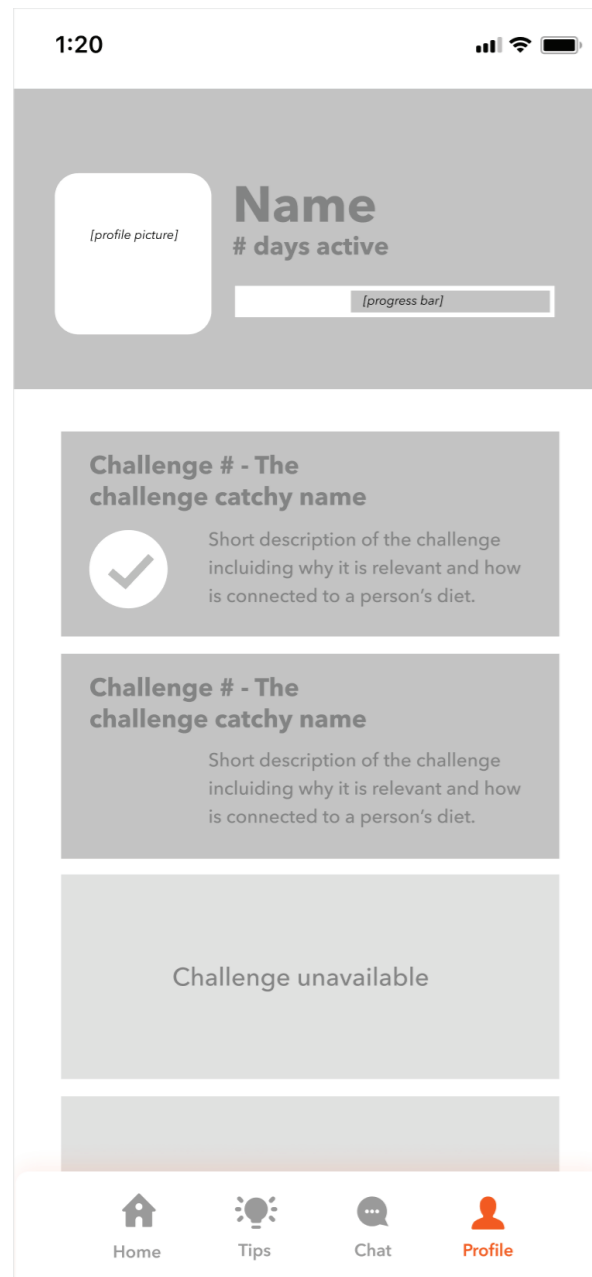
Access to [Clear Community](#) and share your experience with The Clear Program in the #introduction channel.

Challenges Flow

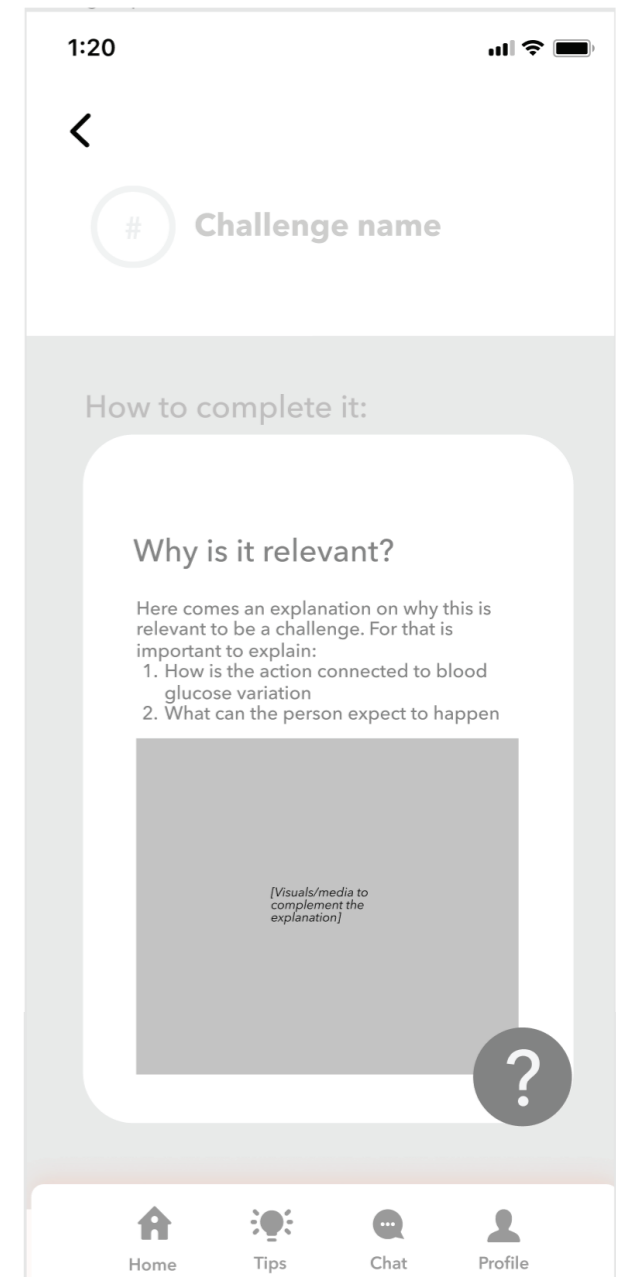
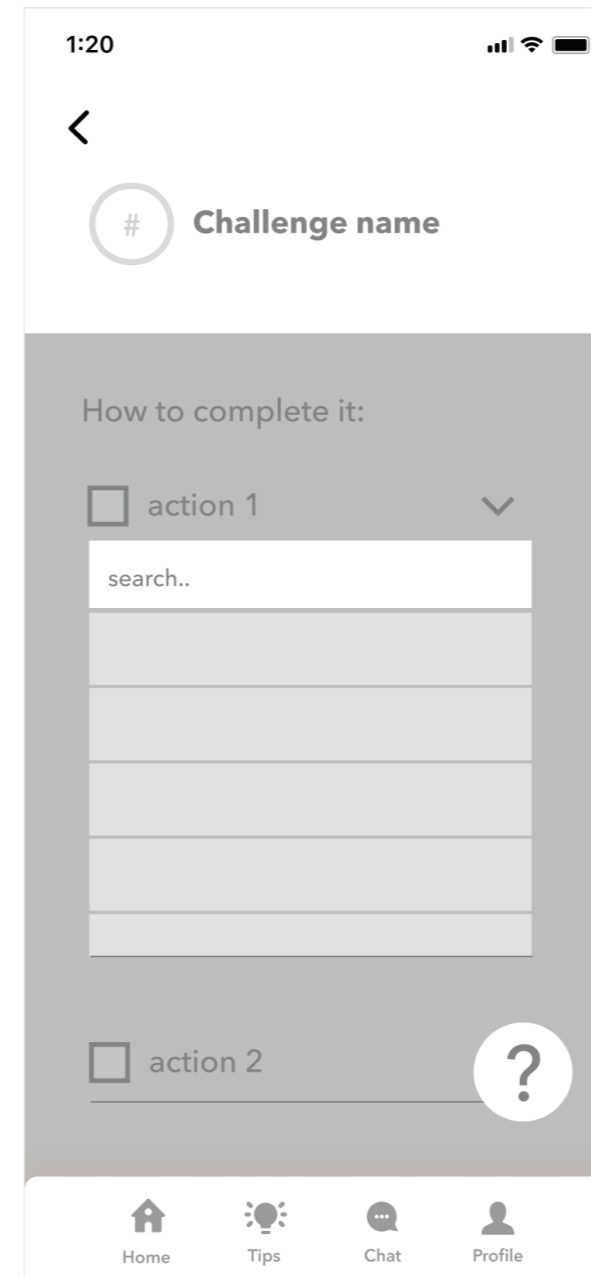
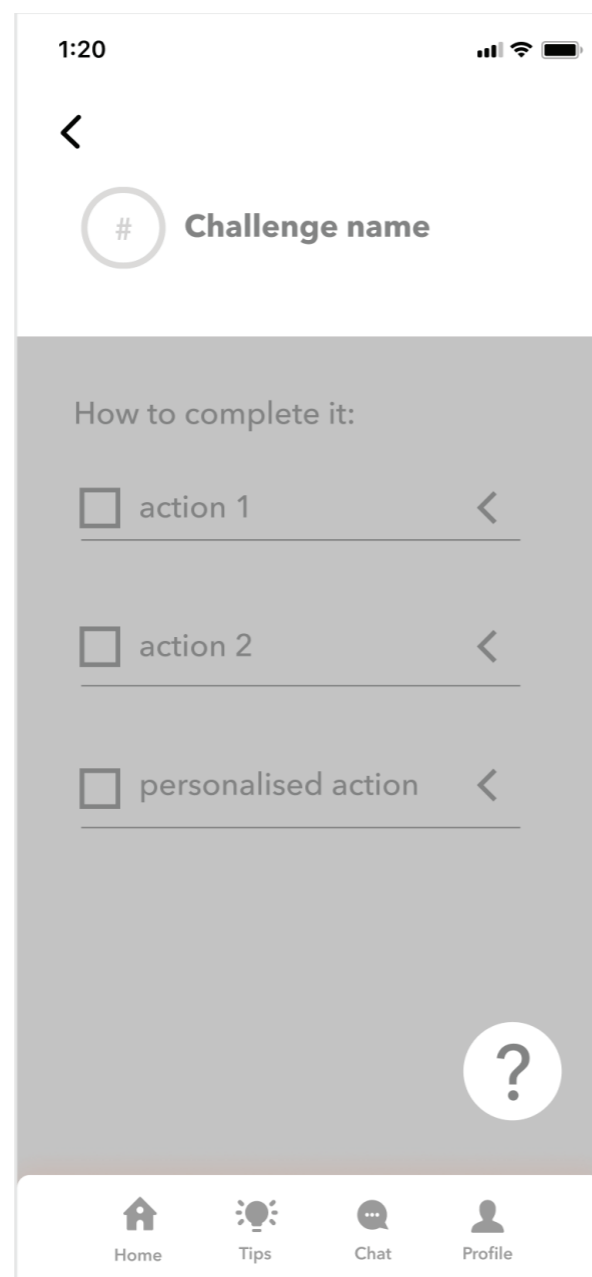


Appendix 17 - General mockup design of Challenges

1 - Challenge OVERVIEW



2 - Challenge Explanation



3 - Challenge COMPLETION

