Appendices

Clear.

Service design for
supportive health systems.

TUDelft

Master Thesis | Javier Poves

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. Maaike Kleinsmann
Project mentor
Prof. Jacky Bourgeois

Collaboration

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

Appendix list

DESIGN FOR our future

TUDelft

IDE Master Graduation
Project team, Procedural checks and personal 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		(★) Entrepeneurship

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

** chair	Maaike Kleinsmann	dept. / section: DOS
** mentor	Jacky Bourgeois	dept. / section: SDE
2nd mentor	Jim Leseman	
	organisation: Clear B.V.	
	city: Amsterdam	country: The Netherlands

comments (optional)

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..

Second mentor only applies in case the assignment is hosted by an external organisation.

Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Procedural Checks - IDE Master Graduation

TUDelft

APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair   Maaike Kleinsmann   date 04 - 12 - 2020   signature

Maaike Kleinsmann IO
Digitally signed by Maaike 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

Of which, taking into account, the conditional requirements into account, can be part of the exam programme _____ EC

List of electives obtained before the third semester without approval of the BoE _____

( ) YES   all 1st year master courses passed

( ) NO   missing 1st year master courses are:

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)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- 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 ?

Content: ( ) APPROVED ( ) NOT APPROVED

Procedure: ( ) APPROVED ( ) NOT APPROVED

_____ 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

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.

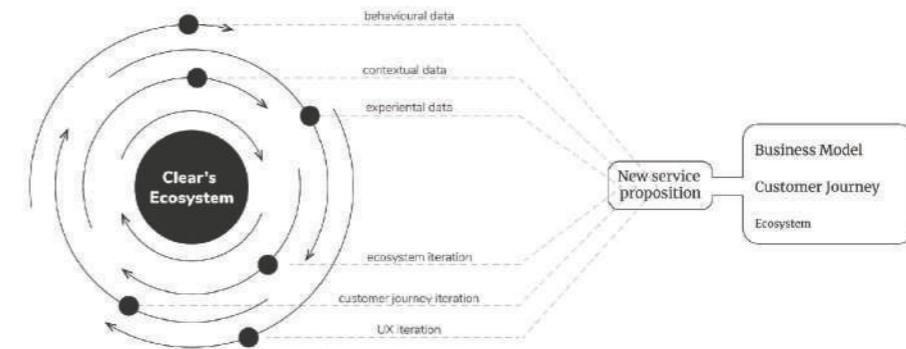*space available for images / figures on next page*

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Initials & Name   J.   Poves Picazo   Student number 4976649

Title of Project   Use of data in supportive health systems. Service proposition for Clear

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introduction (continued): space for images

image / figure 1:   Project overview
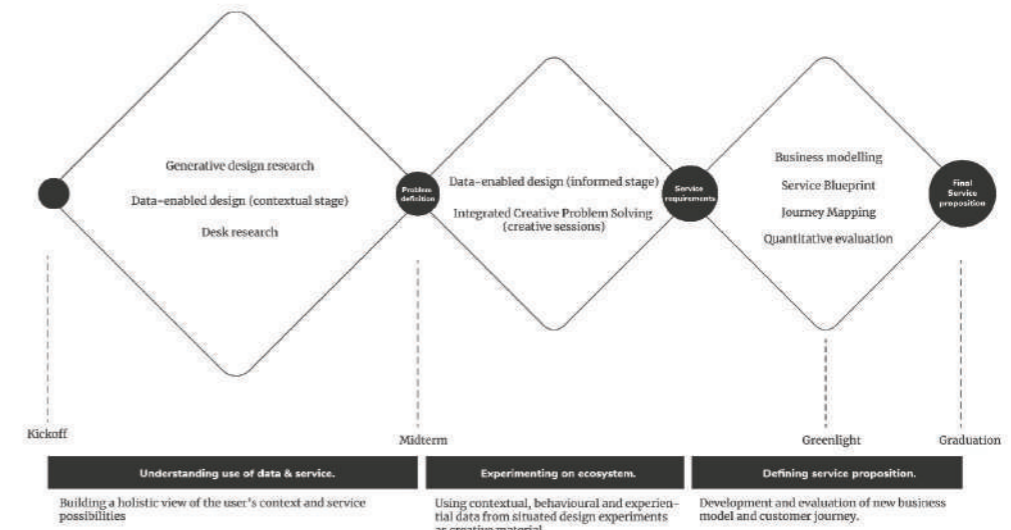
image / figure 2:   Triple diamond approach

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Initials & Name   J.   Poves Picazo   Student number 4976649

Title of Project   Use of data in supportive health systems. Service proposition for Clear

PROBLEM DEFINITION **

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 **

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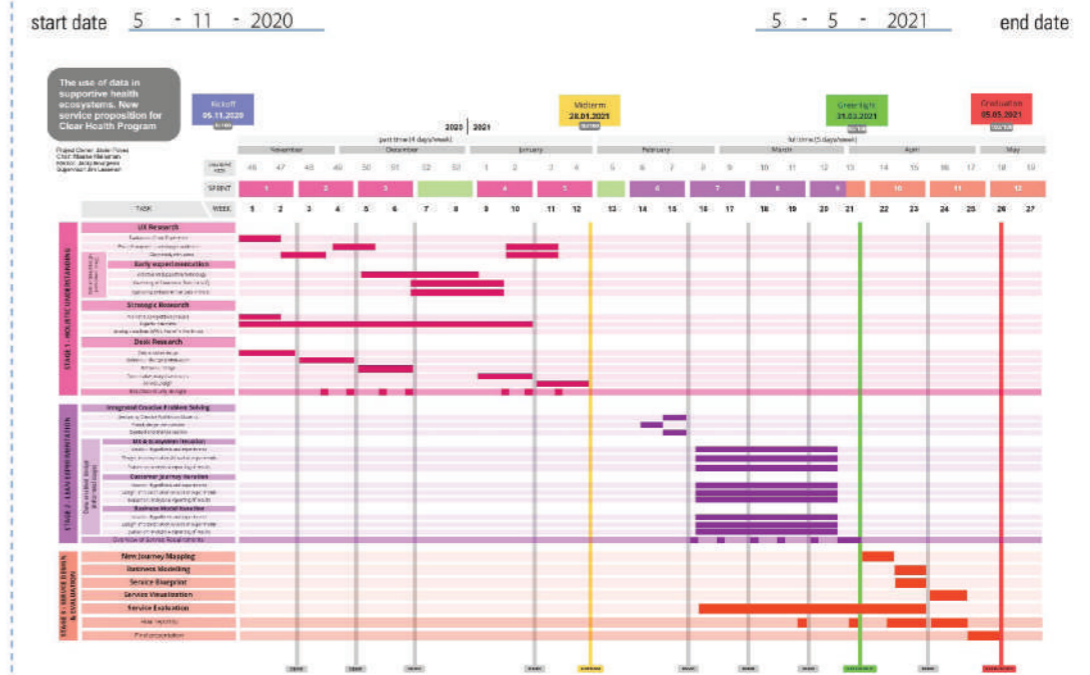
Exploring the real value of using data and discriminating which data is actually valuable for Clear, I aim to redesign their value proposition, with a strong implication on the Business Model and the Customer Journey.

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).

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Initials & Name   J.   Poves Picazo   Student number 4976649

Title of Project   Use of data in supportive health systems. Service proposition for Clear

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PLANNING AND APPROACH **

start date   5 - 11 - 2020   5 - 5 - 2021   end date

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.

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Initials & Name   J.   Poves Picazo   Student number 4976649

Title of Project   Use of data in supportive health systems. Service proposition for Clear

Personal Project Brief - IDE Master Graduation

*TU*Delft

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/1RJqafrdb5tcMMF5LiG9mWM0b6qE2gUrXYxYwVno8eWE/edit?usp=sharing

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.

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Title of Project   Use of data in supportive health systems. Service proposition for Clear

1465 Data Points.

324 Hours.

1 vital life.

Your Clear Health Program.

Anonymous

Clear.

◎ 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

You have logged:

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

Your Timeline:

Mood

you   average

mood

d1 d2 d3 d4 d5 d6 d7 d8 d9 d10 d11 d12 d13 d14 d15 d16 d17 d18 d19 d20 d21

Day in the program

Energy level

you   average

energy

d1 d2 d3 d4 d5 d6 d7 d8 d9 d10 d11 d12 d13 d14 d15 d16 d17 d18 d19 d20 d21

Day in the program

Hours of sleep

you   average

hours

d1 d2 d3 d4 d5 d6 d7 d8 d9 d10 d11 d12 d13 d14

Day in the program

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.

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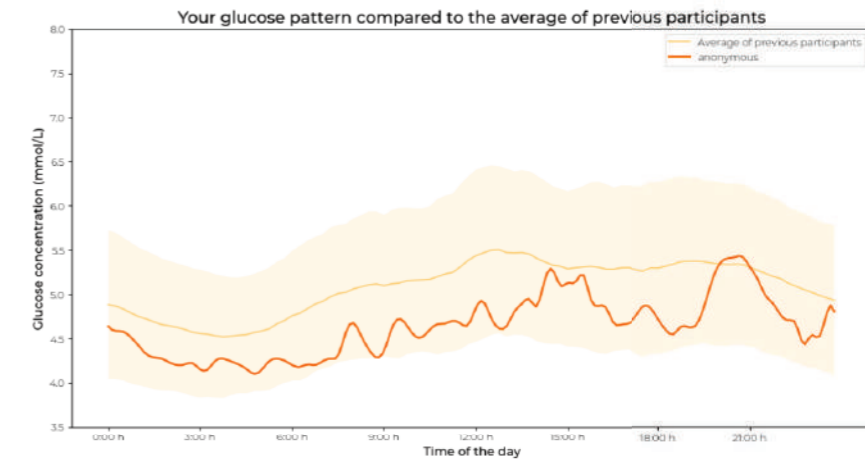
Disclaimer: Clear. does not posess any medical information of it's participants (for example on the presence of diabetes). This plot does not reflect the 'healthy' range and can thus not be used to assess the health of your glucose profile.

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

Mean blood-glucose level per day
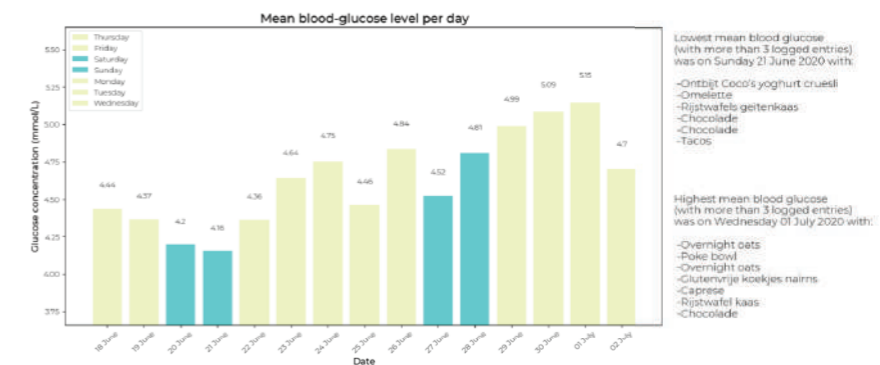
Explanation

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 advise.

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.

Bad response

Medium response

Good response
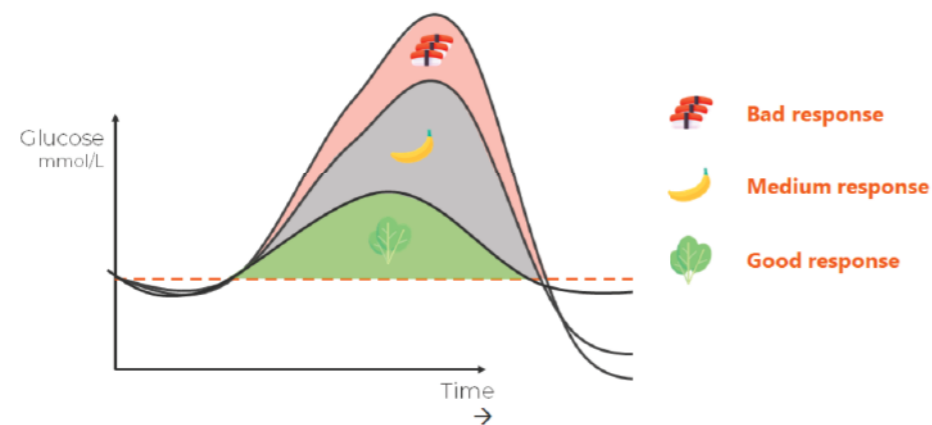
We aim to provide you with a useful and easy to interpret advice. In a seperate document we send you your personal glycemic index. In this index you will find an overview of all the food and drinks you consumed , ranked from good to bad, based on the algorithm's output. In addition, each entry is assigned 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)

Friday 19 June 2020 — mean glucose **4.4** mmol/L

Saturday 20 June 2020 — mean glucose **4.2** mmol/L

Sunday 21 June 2020 — mean glucose **4.2** mmol/L

Monday 22 June 2020 — mean glucose **4.4** mmol/L

Tuesday 23 June 2020 — mean glucose **4.6** mmol/L

Wednesday 24 June 2020 — mean glucose **4.8** mmol/L

Thursday 25 June 2020 — mean glucose **4.5** mmol/L

Your data (week 2)

Friday 26 June 2020

mean glucose
4.8 mmol/L

Saturday 27 June 2020

mean glucose
4.5 mmol/L

Sunday 28 June 2020

mean glucose
4.8 mmol/L

Monday 29 June 2020

mean glucose
5.0 mmol/L

Tuesday 30 June 2020

mean glucose
5.1 mmol/L

Wednesday 01 July 2020

mean glucose
5.1 mmol/L

Thursday 02 July 2020

mean glucose
4.7 mmol/L

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, THE REFERRAL CODE
SHOULD BE ENTERED IN THE DESIGNATED FIELD.

CLEARREF20

REFERRAL CODE TO USE ON
THECLEARHEALTHPROGRAM.COM/SIGNUP

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 tha future? What would you do?

CLEAR'S INTERNAL INSIGHTS

problem definition

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.

Clear's reason to exist
Why?

currently we don't solve a specific problem
Clear's current offering does not tackles upon a real people's problem.

the problem we aim to solve
Clear wants to help people maintaining a healthy lifestyle by triggering health decisions.

Which problem do we solve?

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.

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.

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.

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 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 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.

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

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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? (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.

match 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 type of proof they want to see.

Level 1: Healthcare

Level 2: Healthy lifestyle

Level 3: Life optimization

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.

Guidance

Knowledge

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 is the goal, 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 unviable, very valuable aspects of your life. And I think that that's a challenge to make your way.

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 nudge them correctly with the clear app. So that we say Okay, it's time again to measure because there's bound to be more foods that that you didn't try yet. And you're you have been on this plan now for two months. And now it's actually time to recheck 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 | 2. SELF-MADE DECISIONS | 3. SUPPORED DECISIONS | 4. DIRECT ACTIONS |

Low-touch influence ←————————————————→ High-touch influence

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

Scientific info

Health database

Latest knowledge

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

You help yourself

Empowerment

Fun factor

Knowing about you

Knowing about health

3. Supported decisions

The expertise and knowledge that Clear posses 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

Personal touch

Pocket dietitian

Not taking you by the hand

4. Direct actions

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 by data

Data diet

Actionable

Clear's offering

What?

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

Seamless interaction

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

Access to expert information

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.

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

Building a profile

Experimentation via sensor

Blocker: not glucose dependant

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

Blocker: not program dependant

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

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

Food insights

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.

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.

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.

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 specialisation allow for a premium version of the service on which to capitalise.

Addition of exercise

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

GOAL OF THIS SESSION

defining the company & team

Where does the service come in?

+ creating visual representation (metaphore poster)

- CLEAR BRAND VISION -
Sketching session

13:00 - 15:30 2½ h

START
Welcome
Luna shares screen & sound
icebreaker
www. Miro
slides

GOAL:
defining the company & team
Where does the service come in?
+ creating visual representation (metaphore poster)

Polishing up the poster 2h

sharing with client & participants asap

WRAPPING UP
final comments 10 min

WHERE DOES OUR SERVICE COME IN? 15 min
photoshop

INTRO icebreaker
15 min Expectations, Goal of the day
WHO are we all

We're like a camera crew
photoshop
our company is like...
Luna draws
they select favorite

DETAILING METAPHORE
25 min photoshop
point things out off the canvas object meaning (using captions)

"Who are we as a company?"

15 min
BRAINDUMP @Miro?
Javier/Luna write post-it's

PICKING METAPHORE 25 min

Break 15 min

Jim — Al-Jim goal
What do we add? → but how to keep it personal?
platform?
connecting people

Madelon
focus at the core
illness of civilization
details distract

kees
short term → long
we now have internal values

Javier
Blinded by the frictions I've seen
xx xx xx people
→ What about how we interact with targetgroup??

Piet Hein
lack of direction concerns me
We tackle
illness of civilization
guru → How do we educate ourselves?
(mama)

Joy
We have our believes, but not reflected in target market

Turn right
... a palm pilot

Van Gaal strategy
① scouting
② training
③ Match!

... tool for every fix

... or a very specific tool?

OUR COMPANY IS LIKE...

... journey

... personal coach

it's simple

data benefits

Brain radar

the more data we collect, the better our science

... pocket pal!
(Einstein at the back-end

c8

... diving instructor /buddy

... portrait drawer on city square

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.
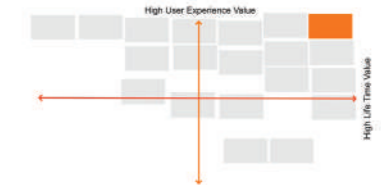
`personalisation`

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.
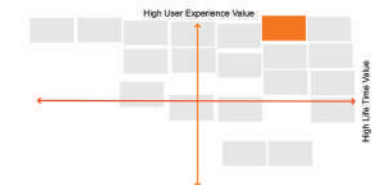
`guidance` `understanding`

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 gave 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 this actions.

`personalisation` `guidance`

High User Experience Value / High Life Time Value

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 intermitting 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

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 gave 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

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`

High User Experience Value / High Life Time Value

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 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 intermitting 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 beter 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

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`

High User Experience Value / High Life Time Value

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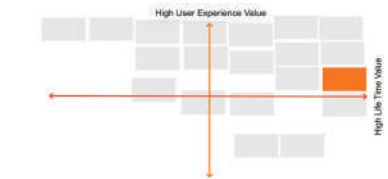
INTERVIEW - Hmm.. I'm seeing startups like Sun Genomics and Viome get into selling personalized supplements or probiotic subscriptions based on tests. Maybe you could partner with a meal kit company to get people on the right track

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 Ekomenu 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

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`

High User Experience Value / High Life Time Value

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.
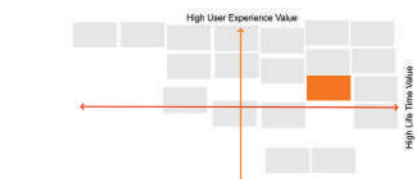
Insight and advice

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 productize in-app. Many startups (Day Two, Viome, Genopalate) 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 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

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

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

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 macronitrients 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

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

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

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`

High User Experience Value
High Life Time Value

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
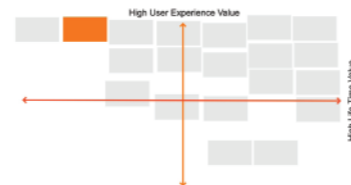
Improve technicalities related to data

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

`understanding`

High User Experience Value
High Life Time Value

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

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

T̃U Delft

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 char 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

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

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"

Nutrition	Physical activity
09.00 - Breakfast	(1x/week - playing tennis)
12.30 - Lunch	(afternoon walks)
(15.00 - Snack)	
17.30 - Dinner	

Health knowledge

beginner

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 be 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 cruesli) 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) Hagelslag (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 ✅

49

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?

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?

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?

Learning - The visual of the response

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

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?

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

Why?

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, okey?

- 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?

-Which of them would you prefer?

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

Strategic Document

Clear.

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 some need	13. Fitbit
	14. 23andMe
	15. Health practitioners (dieticians, coaches)
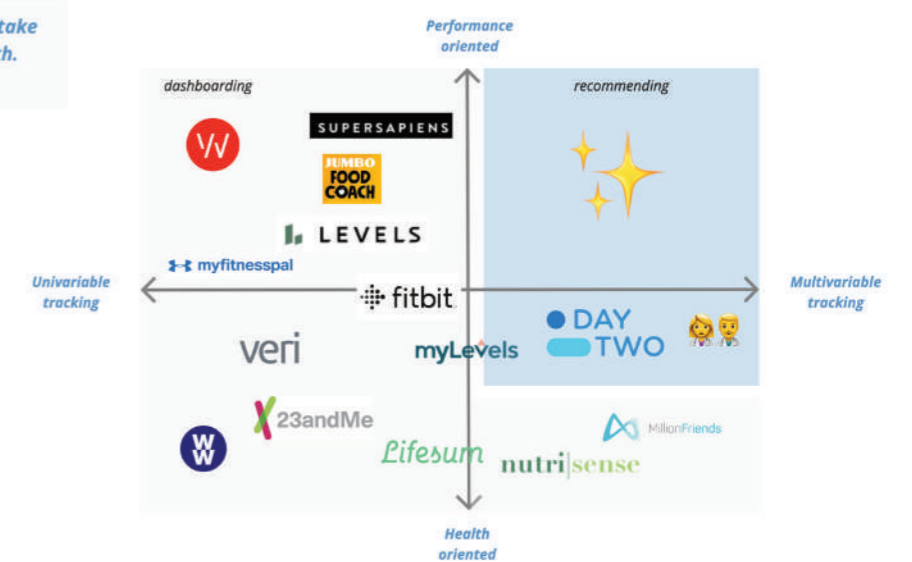
Problem Definition & Opportunity Area

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 specifics 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.

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.

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 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 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 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 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 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
User profile - Balance Seeker
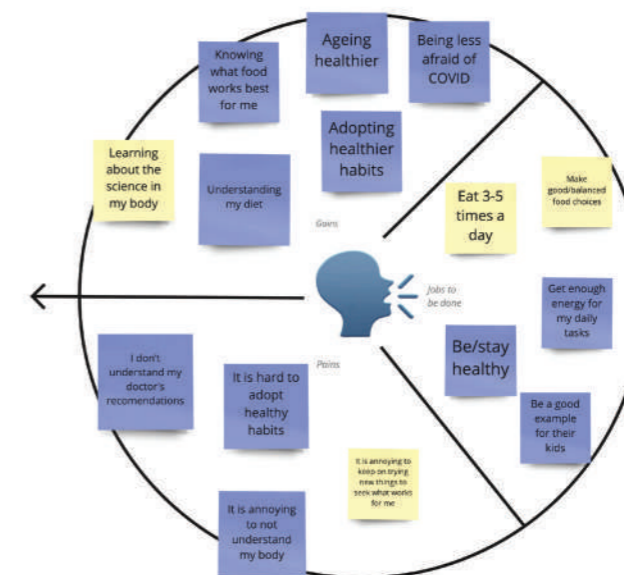
Target audience

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 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 is their goal?

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

🔧 What do they do?

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

👁 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 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:

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

Achiever

Value proposition

User profile - Achiever

Value proposition

Proposition map - Balance Seeker
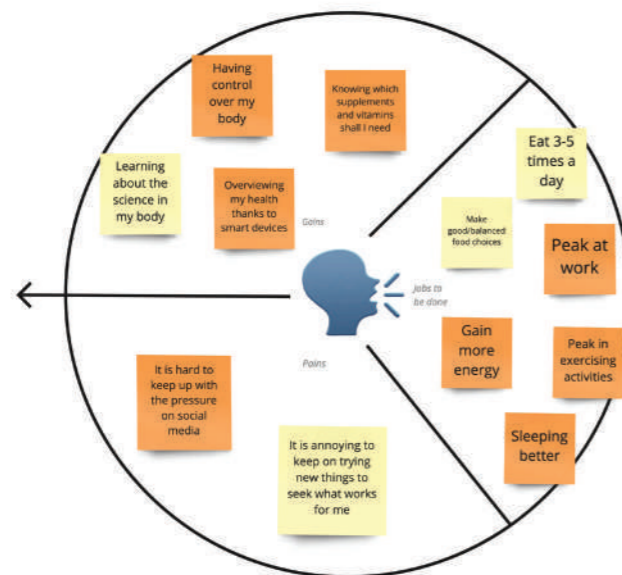
Value proposition
Proposition definition

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**

Conclusions

Clear's current target audience differentiates widely: Balance seeker 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 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

Value proposition

2.

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

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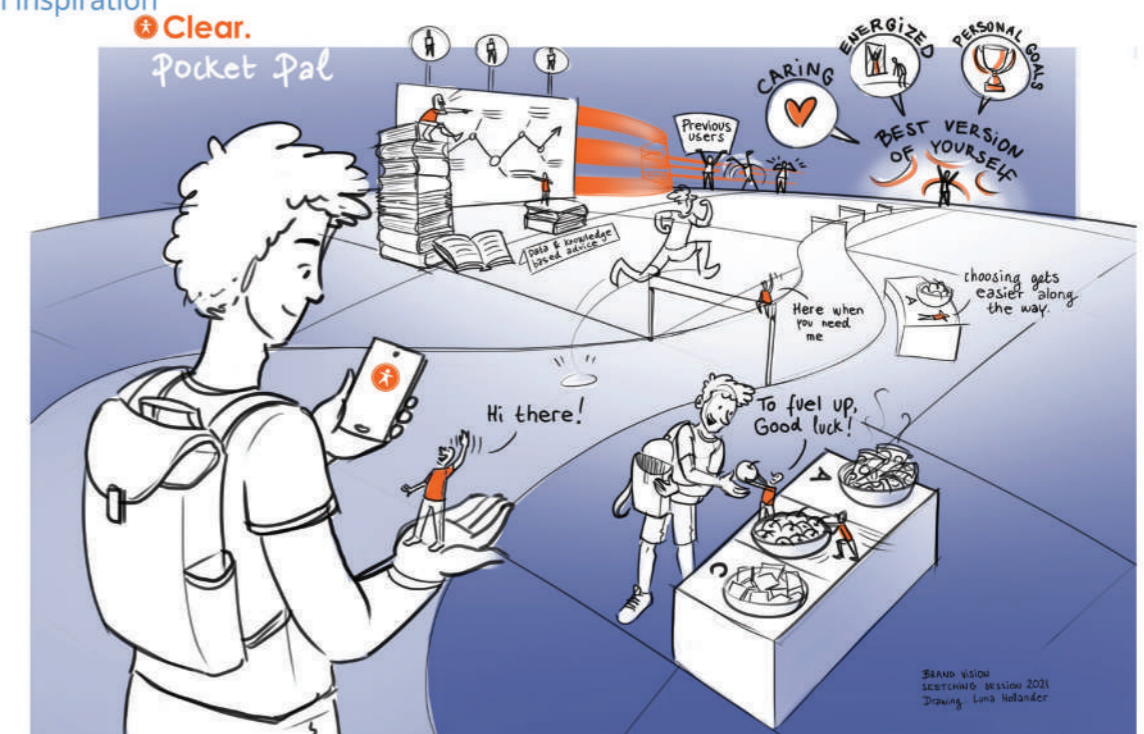
The brand DNA template provides a framework to capture the key points of this stage.

Goal of stage:

· Define the core characteristics that make the brand consistent.
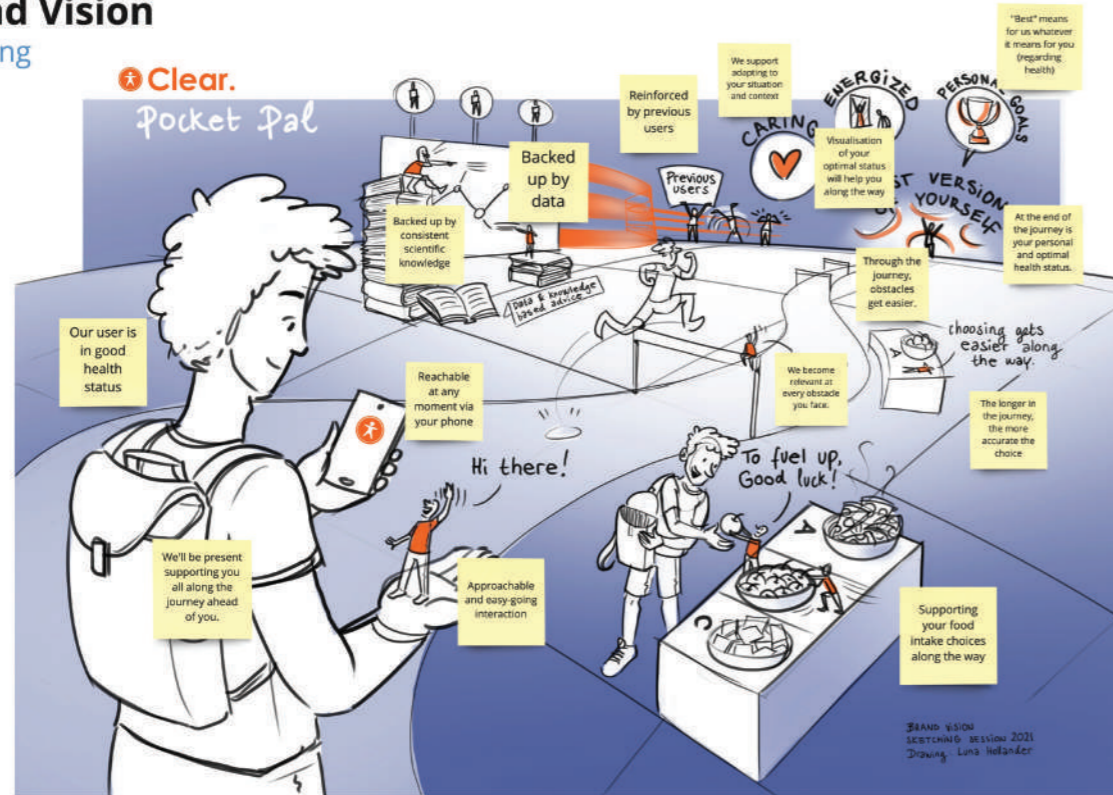· Identify the personality traits that make the brand unique.
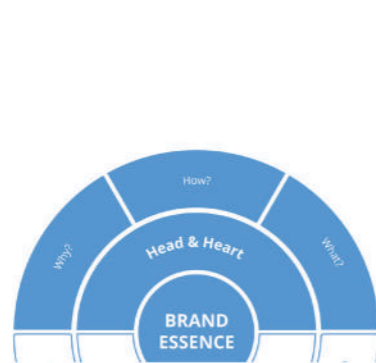
3.

Brand Vision
Visual inspiration

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. Inteligent 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.

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

Demografic 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.

Sport - at least 3 times/week

Nutrition

Mental & social

Relaxation, leisure & sleep

OUR PRINCIPLES

Performance motivation

Early adoption

Exhibitionism

Communication profile

Get my attention by:

Talk to me by:

We zijn Roos en Arjen

A day in our life

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	Visual	
	Explanation Text	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. 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. Glucose change determines how much your sugar incremented from your baseline due to this food.
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.

Visual content:

Your glycemic response to this meal

Challenge 0 - Your first Glucose Response
Drink, at 19:40
Juice
Orange juice (250ml)

Score: 21
Glucose peak: 10.1 mmol/L
Glucose change: +6 mmol/L

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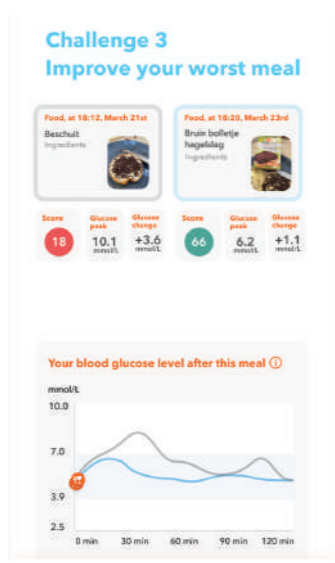
Backend - Why are we doing this challenge?
This challenge serves to explain to the user what the Food Score is and means. Completing it after the onboarding serves as an activation measure and as an investment to load the first notification trigger: the first glucose response.

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	This item caused a peak on your glucose. 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.	This item caused a medium peak on your glucose. Your metabolism is somewhat sensitive to carbs, and you might want to control the amount of carbohydrates you ingest.	Your glucose remained within the desirable range after you ate this high-carb meal. Your metabolism is not especially sensitive to carbs; it can process them correctly and do not have a bad effect on your health.
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.
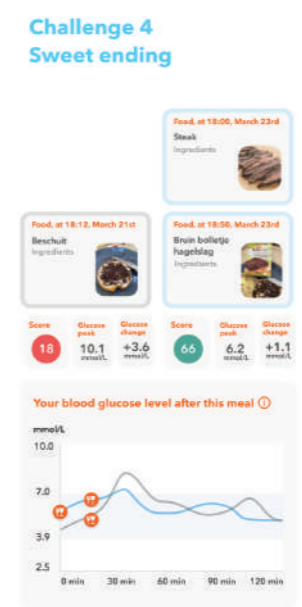
Backend - Why are we doing this challenge?
This challenge serves as a realization moment of the effect of carbs on glucose levels. By making sure they experience a sugar peak, they learn what is the behaviour they need to avoid.

Frontend	

Title	Challenge 2: The effect of exercise
How to complete it	In order to complete this challenge, choose a food that you have already logged (preferably one with a score lower than 50)

To complete this challenge, eat this same food again and take a long walk after it (at least 30 minutes). |
| Why is it relevant | 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.

High-intensity exercise is not valid for this challenge because then the body also needs to use the glucose from your own body storage. |

Challenge outcome	Visual	
	Explanation Text	The gray line marks your glucose response on the food without exercising. The blue line marks your glucose response when you exercised. Followup questions: - 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 perjudicial 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	Try to improve the bad response you had to a meal. You can improve it in different ways: • 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	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.
Personalisation	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)
Challenge outcome	Visual Explanation Text: 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: - 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	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.

Backend - Why are we doing this challenge?
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.

Frontend	
Title	**Challenge 4: Sweet ending**
How to complete it	Eat something sweet twice, first time alone, and secondly eat it after a high-fat or high-protein meal.
Why is it relevant	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.
Personalisation	For you, a sweet that you have already tried alone is: (establish criteria for which items can be used in the challenge) 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)
Challenge outcome	Visual Explanation Text: 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: - 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	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.

Backend - Why are we doing this challenge?
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.

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	
	Explanation Text	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. Followup questions: - 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: - 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. 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.

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.

Possible Extra challenges:

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. Parallelly, 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.
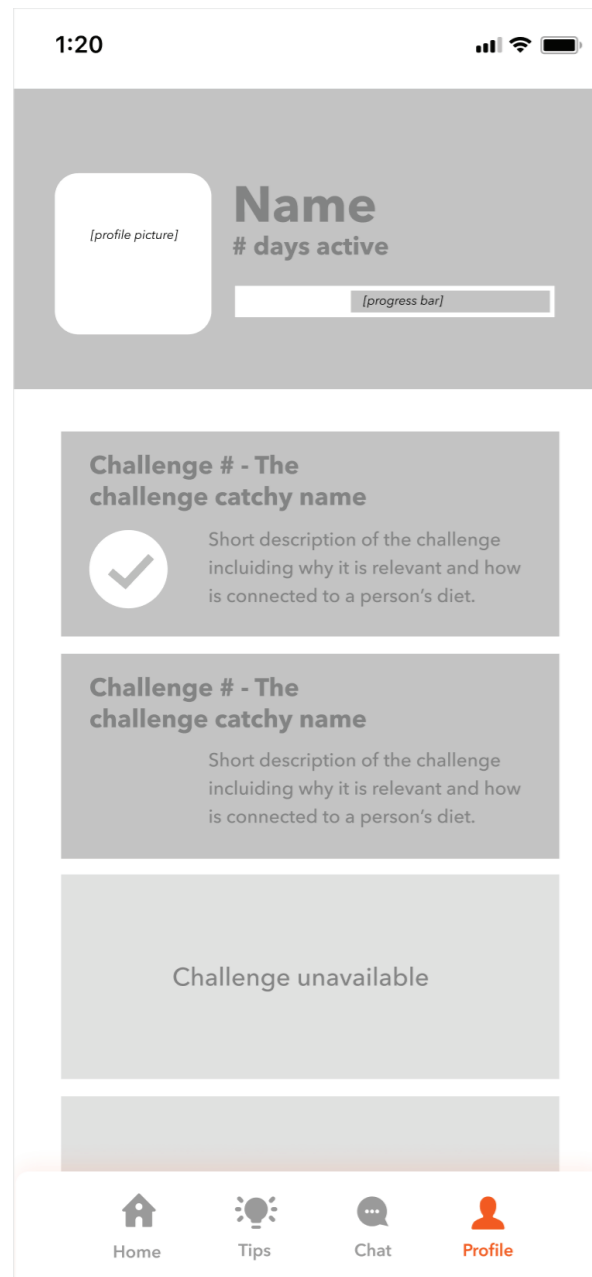
Access to Clear Community and share your experience with The Clear Program in the #introduction channel.
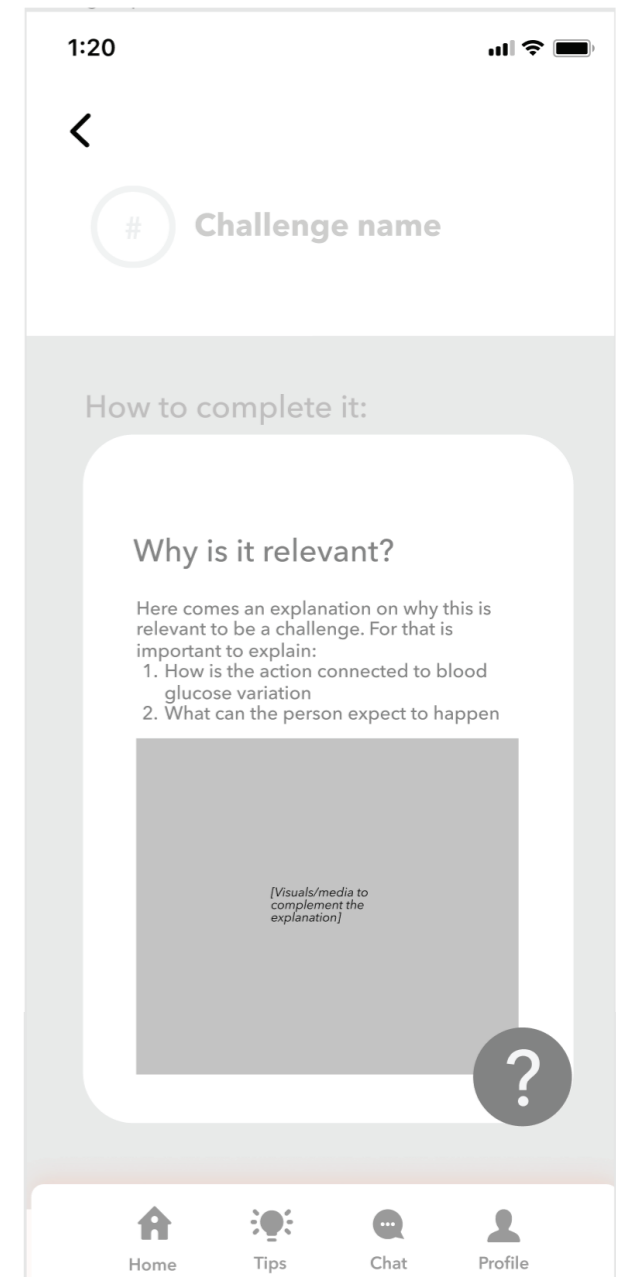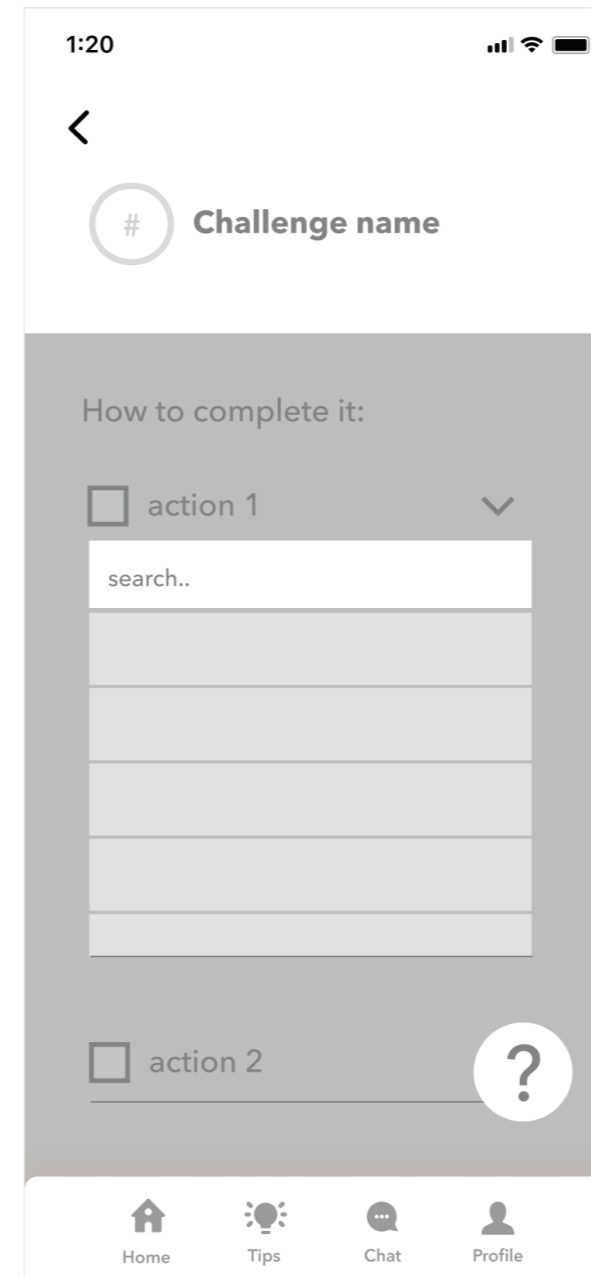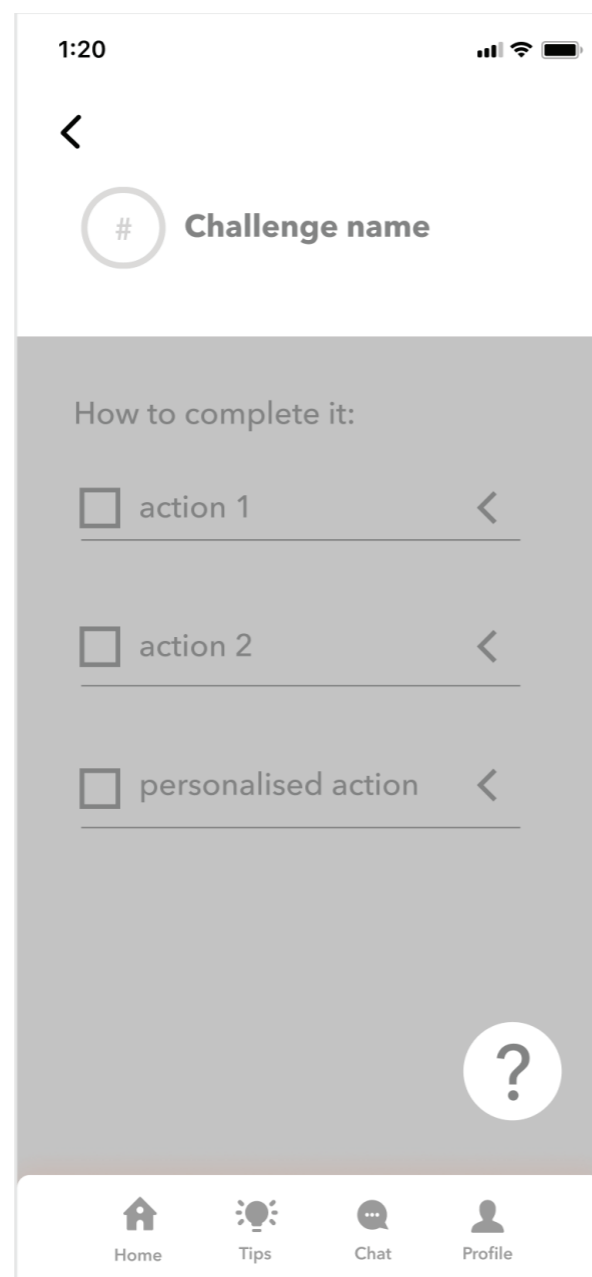
Challenges Flow
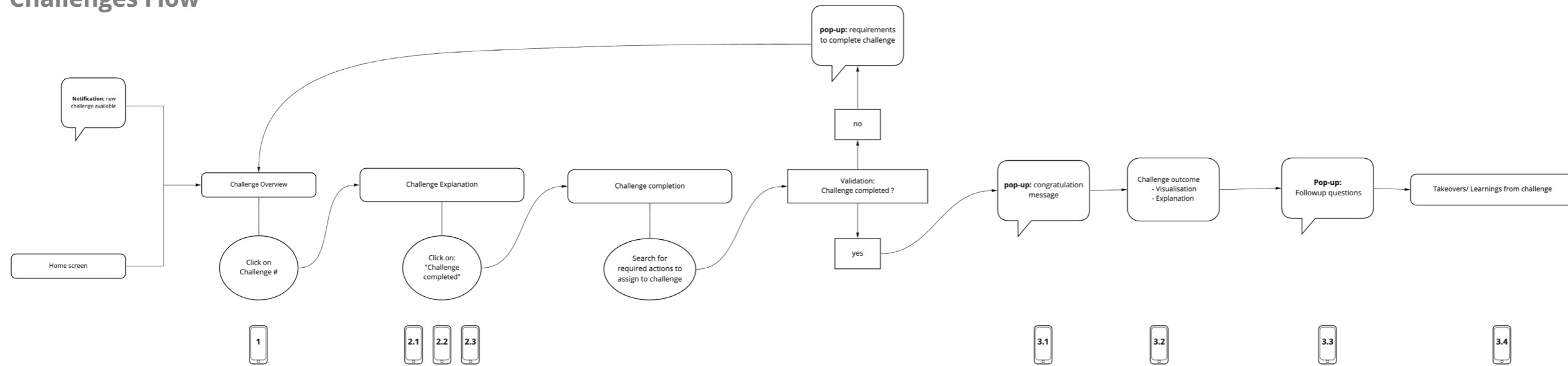
Appendix 17 - General mockup design of Challenges

1 - Challenge OVERVIEW

2 - Challenge Explanation

3 - Challenge COMPLETION

Challenge name
completed

[Blood Glucose Visual of the outcome of completing the challenge.]

Text explanation of what the personal glucose variation shows.

Learnings

- What does the outcome of the challenge imply for the person?
- Which actions can they incorporate in their lifestyle based on the outcome of this challenge?

?

Home   Tips   Chat   Profile

1:20

Challenge name
completed

Congratulations!

[Visual of celebration (e.g confeti)]

Text explanation of what the personal glucose variation shows.

Learnings

- What does the outcome of the challenge imply for the person?
- Which actions can they incorporate in their lifestyle based on the outcome of this challenge?

?

Home   Tips   Chat   Profile

1:20

Challenge name
completed

Followup question

write something...

send

Home   Tips   Chat   Profile