

# Service Design for Supportive Health Systems

The design of a service proposition for Clear that uses a Supportive Health System facilitating healthier nutritional habits and creates long-lasting relationships with users.

## Key Learnings

In order to **generate a Preventive health behaviour in the individual**, the responsible party should:

**Reinforce external conditions that facilitate the occurrence of the behaviour, by arising the severity of an illness and the benefits of a preventive action.**

**Trigger an intrinsic goal in the individual by increasing the perceived susceptibility to suffer any form of medical complaints without the preventive action.**

**Provide assistance and support to perform the preventive action by facilitating cues to action and building self efficacy.**

In order to **design a Supportive Health Systems**, the design party in charge should:

**Take into account the social environment in which the preventive health behaviour occurs.**

**Generate an iterative evolution of research data into solution data during the design process.**

**Facilitate freedom of use, interpretation and interaction with the biological data.**

In order to **deliver services propositions that use a Supportive Health Systems to facilitate Preventive Health Behaviour**, organisations should:

**Establish an initial set up and evaluation phase that creates understanding of the individual's biological status.**

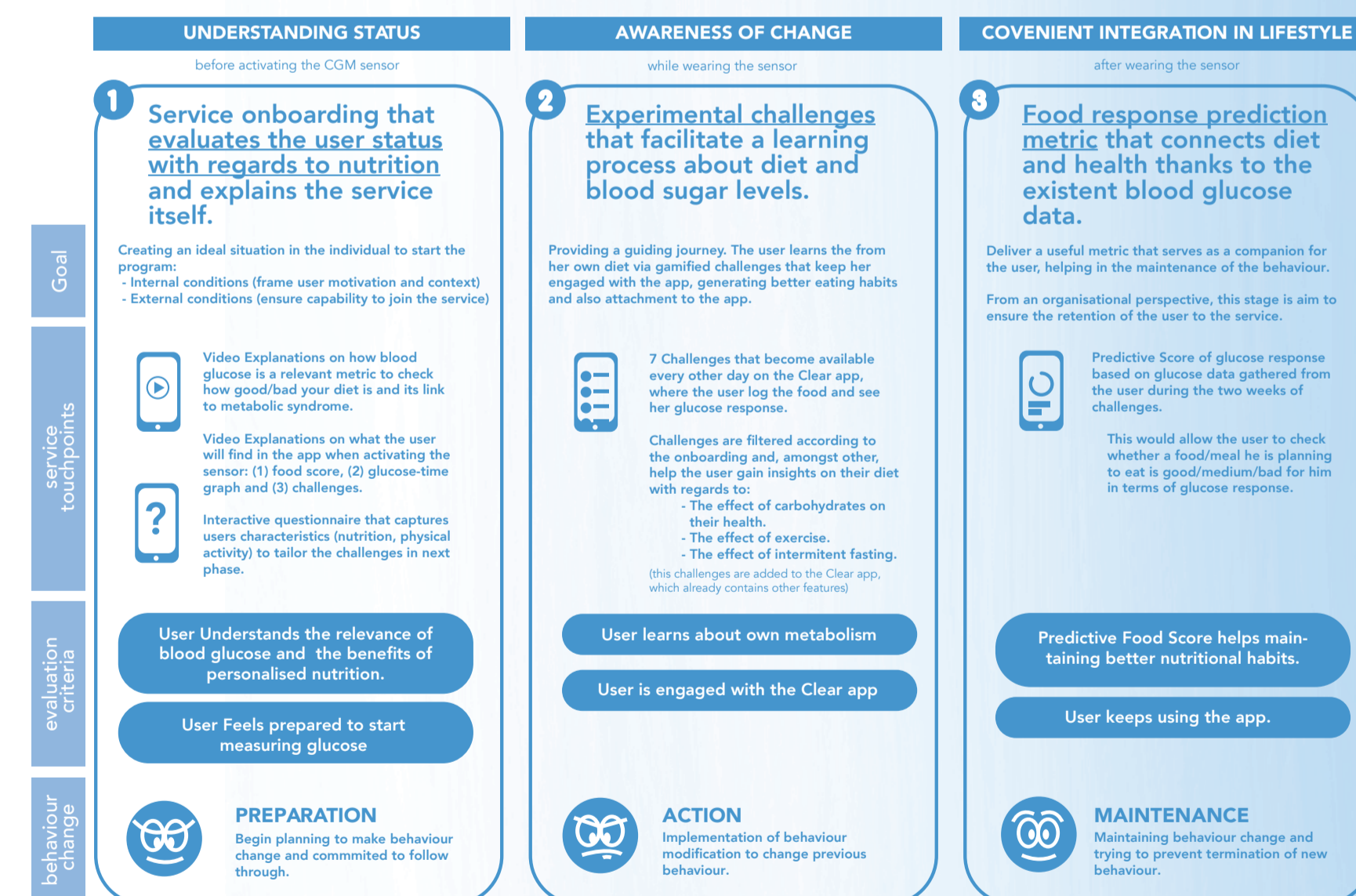
**Translate the continuous track of biological data into an understandable metric that raises awareness of change in the individual's behaviour.**

**Leverage the continuous addition of biological data to elicit a feeling of attachment to the persuasive health system.**

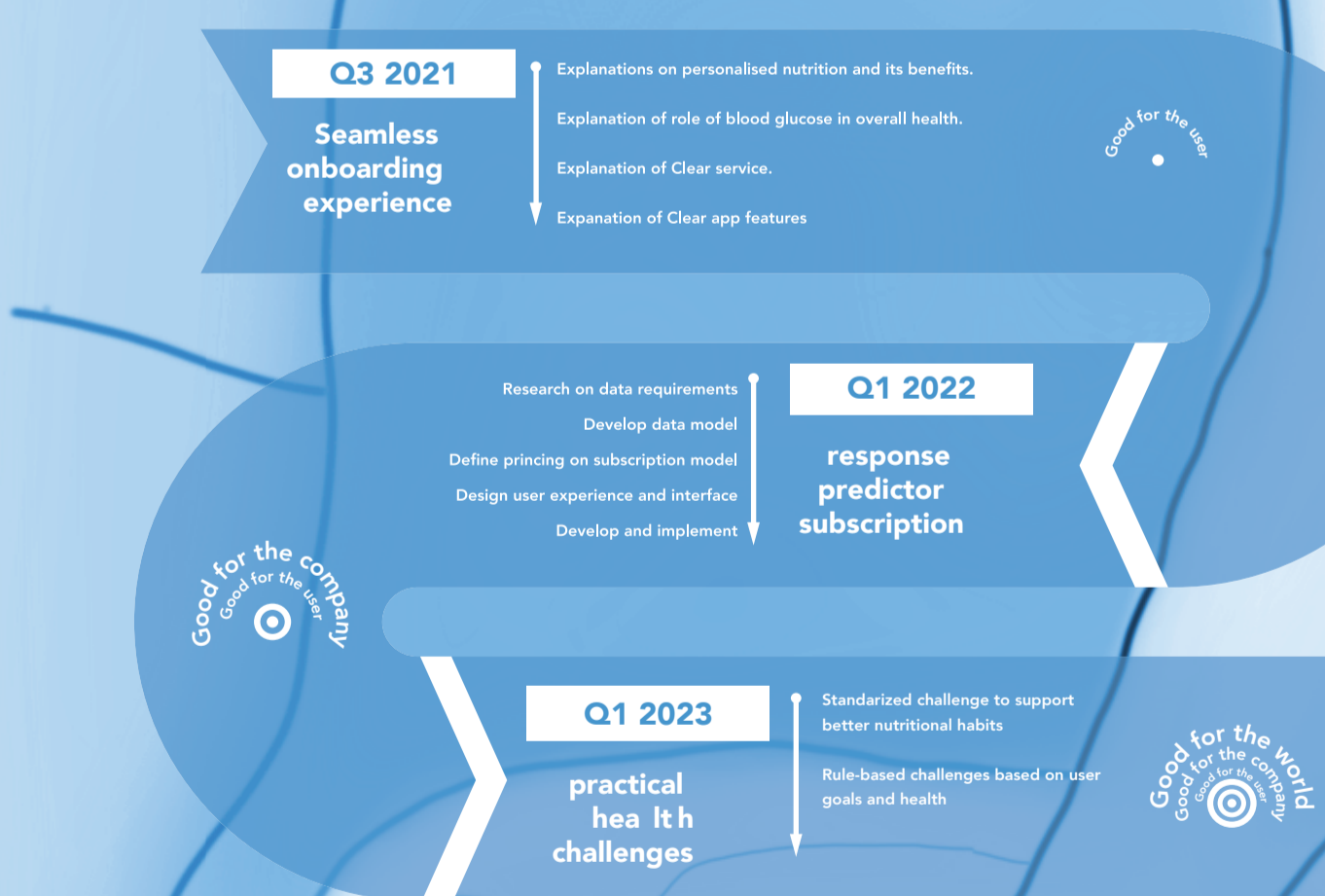
## Challenges



## The Service Solution



## Implementation Roadmap



**The Clear Learning Journey**  
Learn about the nutritional habits that work for you

Clear.

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Strategic Product Design  
(Entrepreneurship Annotation)

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