Health Currency: Turning Wellness Into Motivation

Overview

Health Currency was envisioned as a next-generation fitness and wellness platform that motivates users by blending goal-setting, social accountability, and real-time tracking with incentive-based gamification. The concept centers around not just tracking health—but turning it into currency for motivation, challenges, and community.

Challenge

Despite the explosion of fitness apps, many lacked personalized, socially engaging, or motivational features. Popular apps like MyFitnessPal and Nike Training Club had millions of users but failed to deeply integrate custom programs, reminders, and incentives—the most requested features based on early research.

Approach

1. Research & Strategy

• Conducted extensive user and stakeholder interviews
• Launched surveys to gather data on mobile usage, motivation habits, and pain points
• Performed competitive analysis across MyFitnessPal, Under Armour Record, and Nike Training Club
• Synthesized longitudinal data about exercise frequency, wearable adoption, and behavior triggers

2. Insights

• 96% of users only use one fitness app—indicating strong app loyalty
• 75%+ of users open health apps at least twice a week
• Seasonal dips in engagement observed, particularly during holidays
• Most requested features: custom plans, long-term challenges, incentive-based engagement, and social integration

User Personas

Amy (29): Busy project manager who wants to get back into 'college shape.' Seeks social motivation and quick access to workouts.
Steve (24): Public relations professional, ex-athlete, highly self-motivated. Wants to compare progress and compete socially.

Design Process

Sketching & Wireframes
• Created user flows tailored to Amy and Steve
• Mapped experience from onboarding to goal-setting
• Designed high-fidelity wireframes in Sketch to test layout and functionality

Onboarding Flow
1. Name, Age, Height/Weight
2. Goal Selection (muscle gain, weight loss, etc.)
3. Activity Level
4. Time to reach goal
5. Personalized calorie & nutrition plan

Key Features
• Personalized daily plans for exercise and nutrition
• Real-time tracking of calories eaten, burned, and remaining
• Integration with wearables (Apple HealthKit, Fitbit, Garmin, etc.)
• Visualized progress via charts, macro breakdowns, and workout logs
• Workout social invites and progress boards
• Content feed with workouts, nutrition tips, and motivation articles

Unique Value Proposition
Health Currency created a holistic platform where:
• Fitness = gamified experience
• Progress = social accountability
• Goals = personalized, realistic, and incentivized

Outcome & Next Steps
• Developed full wireframes and flows for MVP
• Tested with early users; validated demand for reminders, challenges, and rewards
• Explored monetization through "Pro" accounts, premium plans, and community challenges

Reflection
Health Currency wasn't just about data or logging meals—it was about human behavior, social psychology, and creating a lifestyle platform people want to return to daily. This case study remains a blueprint for any health or wellness platform aiming to bridge technology with human motivation.