

Hubby or Hub-e – how to make people move more and eat less

Hubby (Hub-e)

An idea to take advantage of the expected dramatic growth in the personal healthcare/fitness monitoring market by using data from a community of members to deliver personal information, ideas, incentives and offers (delivered through the development of a unique algorithm) to users who control what they share and what they want to receive over the internet, mobile networks or other channels.

The business model is based on a combination of revenue share deals, advertising and annual membership fees.

The user sits as the centre of the hub protected by the service's "firewall" and enjoys healthy competition, interesting offers and suggestions all designed to make them move more and eat less.

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I've been convinced for a while that wearable technology is the next big thing, but a few doubts have begun to creep in. None of the products that I've tried so far, from Google Glass to Samsung's latest smartwatch, has convinced me that the wearable revolution is yet ready to reach beyond a minority of enthusiasts.

Virtual assistants, such as Apple's Siri and Microsoft's Cortana, are becoming ever more sophisticated, benefitting from the advances in speech recognition and natural language processing. But they still fail a basic test - for most people they are still a gimmick rather than a really useful addition to their lives.

Rory Cellan-Jones

Technology correspondent

Even if the biometric signals from [wearable devices](#) don't completely align with medical-measurement standards, consumers will place more value on the insight that a company can give on the data. "It's not about what's more accurate, it's about what's the most actionable. How can I use it to improve my day-to-day life?" says 3Pillar's DeWolf. "But accurate to the nth degree at the end of the day for a consumer doesn't really matter."

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So why now?

- Because the customer is open to new ideas – when they see a benefit to themselves, and not just some technology hype.
- Worldwide revenue for wearable tech is [forecast](#) to reach \$2.3 billion in 2017. Cumulatively, over 250 million of these devices will ship over the next 5 years.
 - I've been tracking this for some time now, part of what I do now involves liaising with people who are working on the use of DNA testing to identify personal fitness capabilities, however the DNA test is just one small part – and the people behind it are pure scientists and believe that “gadgets are garbage”. OK so they've not accurate enough for laboratory conditions but they still measure change over time which is what the user wants!!
- There is already a plethora of companies in the gadget market – Google, Apple, Samsung, Intel, Philips etc etc – remember the old maxim – “no competition, no market”! There will be a continuous development of wearable trackers and sensors designed to collect data.
 - Hardware will inevitably become a commodity and key players will seek to move themselves up the value chain!
- There are a number of existing communities based on tracking data and encouraging a sense of competition through community sharing of data.
- There are a number of companies marketing tests to tell you how you will react to fitness/whether you'll develop an illness etc.
- There is a game changer on the horizon, and it isn't the Apple iWatch. The game changer is something called the Simband from Samsung:
 - Simband is not a product. It's a reference design. It's our concept of what a smart health device should be. Devices based on the Simband platform will be able to gather vital diagnostic information - from your heart rate to your skin's electrical conductivity, 24 hours a day, seven days a week.

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Turn data into information, information into simple stories and simple stories into profit

So rather than develop another gadget the concept is to develop the ability to use tracking and other personal data collected from a wide range of sources (gadgets, social media etc), plus a lifestyle questionnaire, which has been actively shared by a registered community to develop a range of “useful” and fully “permission” based information flows back to the users .

Health & Fitness data:

Sensor based tracking from the users personal device. Loaded via an api which also allows the user to choose what is shared with the service - the system will be device agnostic. Obviously the Simband concept is the future – one device to contain many sensors but there will also be many other branded health and fitness monitors which could provide useful data.

That data is likely to include the following:

- Heart rate/pulse
- Activity level/movement/steps
- Steps
- Weight
- BMI
- Body measurements
- Blood pressure
- Blood oxygen levels
- Sweat
- Blood sugar
- ECG
- GPS

Personal profile data:

Collected from existing accounts e.g. Google, FB, Twitter other social media accounts as well other online accounts held by the user e.g. Amazon, eBay, etc etc and once again providing a step whereby the user can select what specific data is shared with the service. The user will also be offered the opportunity to add additional data to an existing profile.

This data is likely to include:

- Name/address
- Age
- Sex
- Contact details
 - Email
 - Phone
 - Social media preferences
- Current location
- Likes/Dislikes
 - Music

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- Films
- Technology owned
- Membership of clubs
- Favourite shops
- Banks

Lifestyle questionnaire:

This will be developed to ensure that “soft” data is also collected – there are many examples of this, what we would be looking at is a combination of those used for health fitness companies and dating companies.

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Core services

The algorithm of the service will then use personal data, married to externally sourced “valueable” content, to generate a set of personalised information feeds to the individual user – the central core is that all these feeds are linked around encouraging the individual to move more and eat less – hence they use improvement or maintenance of health and fitness as the key driver.

All feeds to the user are based on “permissions”

Feeds to be considered:

1. Related to specific health issues – based on a hierarchy of needs e.g. high blood pressure monitored and user’s permissions
 - a. offers dietary advice,
 - b. suggests recipes/link to purchase foodstuffs
 - c. link to GP or NHS direct
 - d. contacts the GP

2. Related to fitness e.g. activity levels fall
 - a. Prompts user to take action – e.g. sms alert
 - b. Offers suggestions to increase activity – try something new/buy new kit
 - c. Identifies people at a similar level to compete against
 - d. Tells “buddies” to get them to provide encourage
 - e. Creates a personal challenge for the individual to complete

3. Relationships – could be a premium service
 - a. Encouragement to join health or fitness groups within the overall community
 - b. Identifies like-minded people nearby
 - c. Enters user into a social event

4. Entertainment
 - a. Provide playlists for exercise sessions – is it a short of long session designed to make the session more enjoyable and productive
 - b. Promotes offers to expand the users current library based on known preferences and known technology ownership

5. Lifestyle
 - a. Integration of calendars to identify time to exercise – day of week or time of day
 - b. Identifying opportunities to move more from the lifestyle questionnaire
 - c. Holiday tips, winter regimes etc
 - d. Use of shared community/sub-group calendar to encourage collaboration/competition between members

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6. Shopping

- a. Potential revenue source through allowing personalised offers/adverts but only for products and services which meet the tight requirements of the community user.
 - i. The only advertising allowed is where the user's personal circumstances and or current requirements identify a potential need.
 1. Example when activity levels drop offer a new playlist or piece of exercise kit
 2. If weight loss stalls then offer new recipes with associated shopping lists which can be linked to existing grocery retailers.
- b. No community wide or blanket push advertising is to be allowed.
- c. The issue of brand sponsorship is a possibility

7. Social media

- a. As community is critical feeds from other community members of topics that are of interest will be allowed
- b. Direct peer to peer encouragement/competition is allowed as standard but can be switched off by the user.
- c. Outward communication by the user is to be encouraged and should be designed to allow multiple networks to be reached with a single interface a la Hootsuite

8. Finance

- a. E-payments needs to be allowed so customers can pay for goods and services without having to leave the confines of the service.
- b. E-banking – offering finance for fitness gear
- c. E-insurance – holiday, travel, sports insurance and the like

More feeds can be added as and when required

The idea is that the user will participate through the use of a website, mobile apps, existing social media and mobile networks so the business can focus on developing the algorithm and creating the environment for healthy competition, a continuous development of interesting offers and suggestions all designed to make them move more and eat less.

Generating partnerships and added value content is a critical function.

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Software requirements:

1. Collect data - Links to hardware
 - a. To allow the collection of data. Some manufacturers already offer APS's to enable this – e.g. <http://dev.fitbit.com/>
 - b. others such as Apple and Google may have different strategies in which case there is a need for mirroring (screenscraping?) capability.

2. User management
 - a. The registration and management of users
 - b. Personal “permissions”

3. Content management
 - a. Stored static content
 - i. Advice and other “standard” guidance/information
 - b. Dynamic content
 - i. 3rd party external content links – rate of update is slow
 - ii. Short life content e.g. news, product launches etc

4. Analysis of personal requirements
 - a. To analyse data that has been collected and to produce a set of personalised (mass customised) recommendations
 - i. Data “rules” to interpret collected data
 - ii. Content rules to add “added value” recommendations where “permitted” by the user

5. Search/retrieval/display of personalised content
 - a. Direct system generated recommendations –to be given top priority display
 - i. search and retrieval from the internal database or
 - ii. by external web search.
 - b. External added value, dynamic content – given secondary display priority
 - i. Based on matching the feeds as listed above with customer permission levels.