



Royal College of Art

WellGen

Closer and Healthier

Building Family Wellbeing Across Generations

Xiaofeng Gao, Hehui Zhao, Li Ma

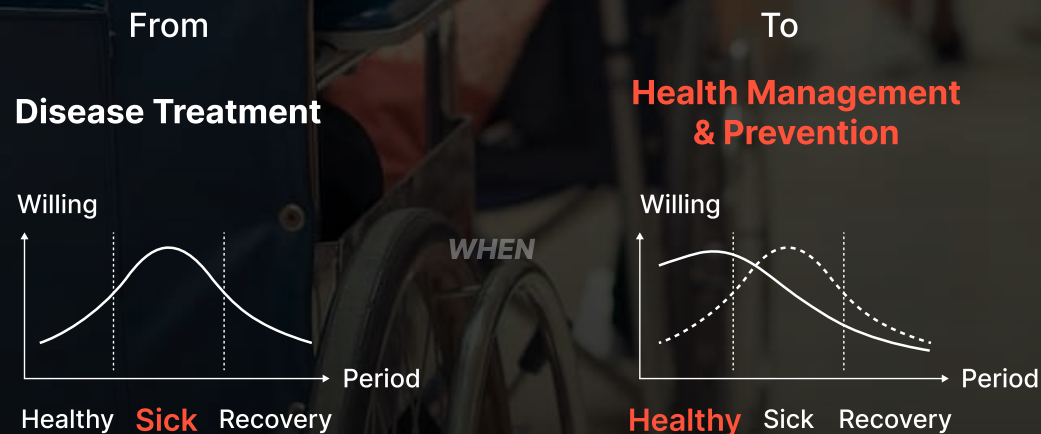
Background

People are facing challenges in accessing high-quality and timely healthcare due to limited medical resources.

*"My dying husband could **not** get an ambulance."*

*"More than **377,000** people have been waiting for over a year."*

We should be proactive in creating health for ourselves

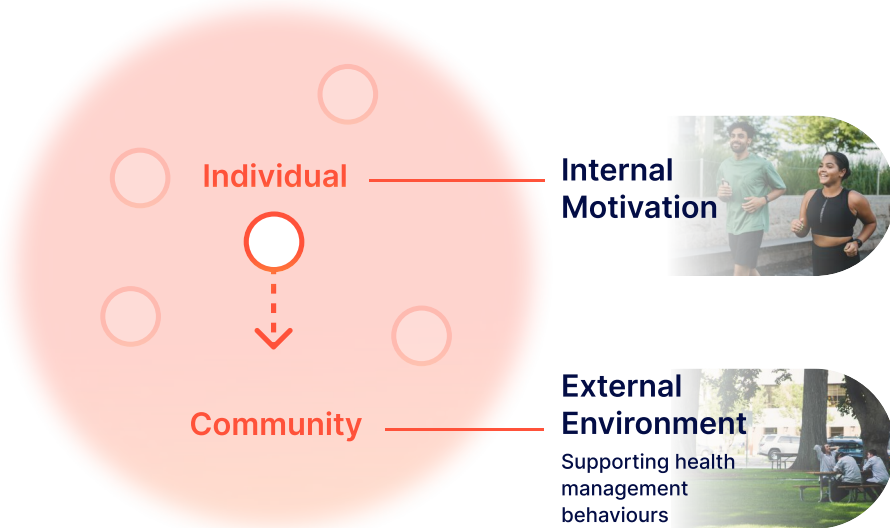


Insights

Participant in a survey: 46

80% of individuals do not regularly participate in community health activities.

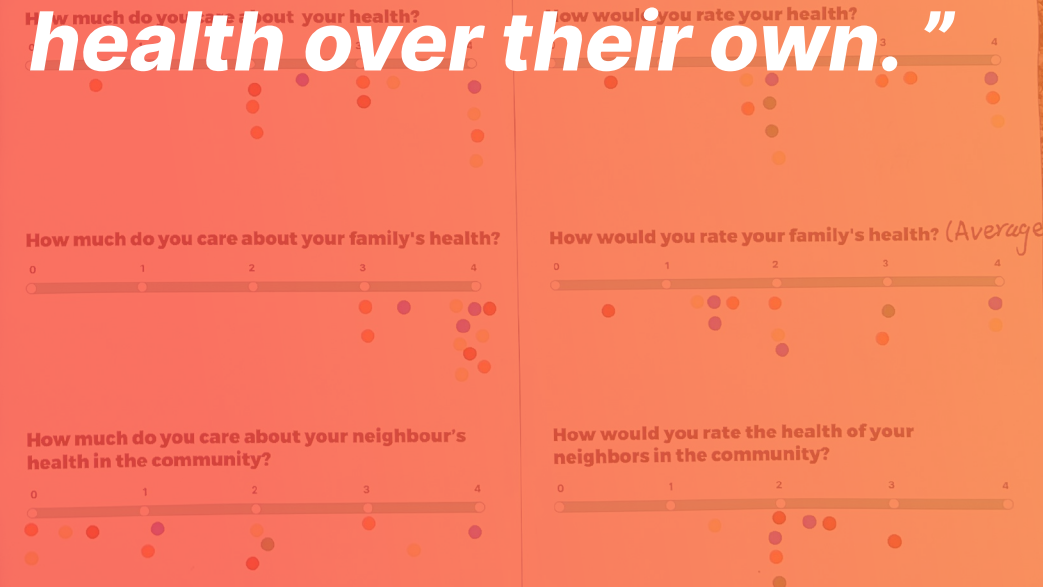
47% of individuals have a lack of understanding regarding medication risks and vaccines.



How can we boost their motivation to proactive health management?

Opportunity

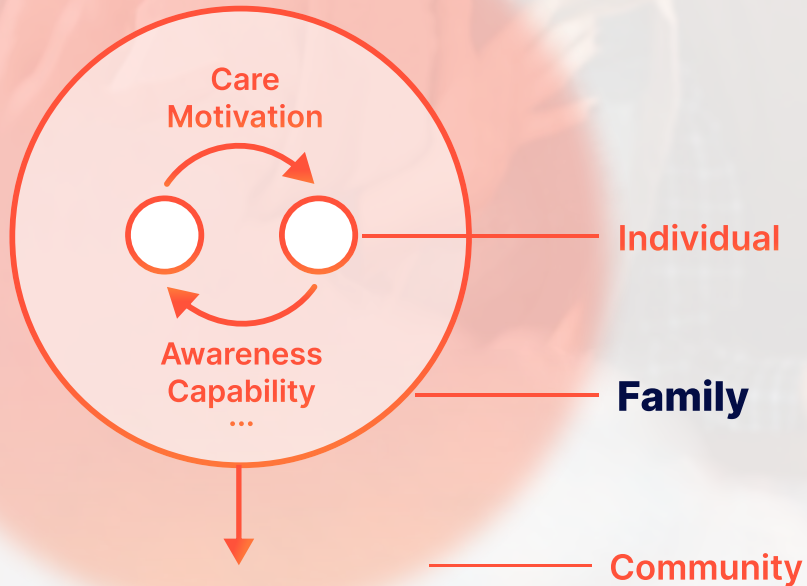
“ People tend to prioritize their family's health over their own. ”



Vision

Use the strong emotional motivation in the family.

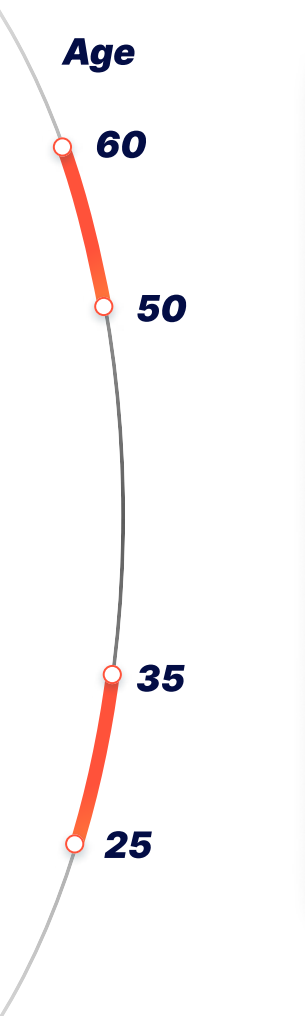
Help people convey health care for families while improving their own health awareness and capability.















***Empowering families
to
Build wellbeing support
and
Achieve proactive health***

What kind of family ?

Middle Class Family Income ≈ £90000-£* 2.1 million households in UK



	Physical Status	Family Health Responsibility	Medical Experience	Health Priorities	Capacity to use technology
 Parents	 Low	 High	 High	 High	 Low
 Adult Children	 High	 High	 Low	 Low	 High

The sense of responsibility for family health is shifting to the younger generation, as the adult children are becoming the new caregivers in the family.

* Data Resource :
 Pew Research Center
 University of cambridge

David · 58 · Father

- * Oxford
- * Sales Executive
- * Married with one adult children
- * Live with wife



“I deeply wish to have more time with my daughter, but don't want my illness to stress her out.”

About him

David suffers from stomach trouble, which leads to frequent body aches, fatigue, and occasional headaches and insomnia.

These health issues have increased his worries. However, many of his lifestyle habits have persisted for over 30 years, hard to make changes.

He doesn't want to discuss these conditions with his daughter too much as it makes him feel progressively 'weaker'. He trusts his doctor's advice more than his family's, but it is often difficult to access.

Frustrations

- Aging, disease and multiple roles bring mental pressure
- Difficulty in changing long-standing bad habits
- Difficulty expressing their needs and health feelings professionally

Wants&Needs

- Stay healthy
- Increase emotional connection with his daughter
- Need trusted medical expertise from expert and official platforms

About her

Jane is David's daughter. She isn't too worried about her own health because she believes she's still young, even though she often stays up late.

She finds it difficult to keep up-to-date with David's health status due to the physical distance between them and her work pressures. Sometimes they struggle to have meaningful conversations about health topics due to cognitive differences and David's reluctance to express himself.

Jane really wants to help her father lessen the pain of his illness, but sometimes David dismisses her ideas because he thinks she's not a doctor.

Frustrations

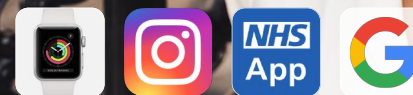
- Feel powerless for caring parents
- Lack of common topics and health cognition with parents
- Health advice difficult to be accept by parents

Wants&Needs

- Help parents improve their health management skills
- Provide parents with emotional support and a better understanding of their lives, physical and mental health
- Deeper and more intimate family relationships

Jane · 29 · Daughter

- * London
- * Audit Accountant
- * Single
- * Live with friend



“I am far away from my father. I wish they could share his health status with me more, otherwise I'm not sure what I can help.”

More people say...

Caring for Family...

- 👤 I used to miss a lot of my daughter's life. So now I want to be closer to her.
- 👤 I want to be an emotional or spiritual support to my parents.
- 👤 I want to show my parents that I care about them and that I can take care of them as well as myself.
- 👤 I don't want my family to interfere overly and blame me for my behaviour.
- 👤 I hope that when I have grandchildren, I still have the energy and health to play with them.

Identifying Heal...

- 👤 Parents don't know how to express their feelings from a professional perspective.
- 👤 How can I know my parents' health situation if they don't tell me or hind it from me?
- 👤 I wish our family can communicate in a less stressful way.
- 👤 How at risk are my parents? Can I predict when he will have another health episode?

Advice And Supp...

- 👤 My father refuses to take supplements because he doesn't want to admit that he has health problems.
- 👤 They have their own ways to solve the health problems. Sometimes they don't take my opinion.
- 👤 I can't interfere too much in my parents' lives, but I hope they are capable of managing their own health.
- 👤 My mum noticed of my illness's symptoms, not me. She knows me better myself.

Problem Statement

What hinders health support within such families?

- Parents **feel pressure to talk** their own illness with children
- Adult Children want to care but **Lack of opportunities and method of in-depth understanding**
- They both **need trusted health professional resources**



HMW

*“ How might we **enhance effective communication and participation on health topics** between adult children and their parents as well as **increase overall family health literacy**? ”*



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Closer and Healthier

"A health knowledge platform for family members to create conversation"

"Assisting families in achieving collective wisdom about health."

**Stimulating
Effective
Communication**

**Deliver
Health
Knowledge**

Method

**Stimulating
Effective
Communication**

Provide
Common
Topics

Gamification

Stress-Free
Approach



**Health & Family
Relationships
Topic Card
Related Services**

**Deliver
Health
Knowledge**

Content

Common
Knowledge

+

Personalised
Data

Form

Long-Term

+

Easy To
Understand



**Health Newsletter
Service For Family
Health Conditions**

Service

+

Know

Join

Play & Maintain

Develop

- 1 Purchase a physical kit (contains basic version of the talking cards). Browse online ads.**

"Jane saw the wellgen service advertisement on ins."

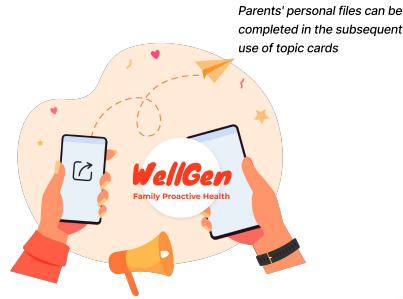


"Jane saw the wellgen kit at the boots."



- 2 Download and register app, create profile. Or give the physical kit to parents.**

"Jane registers as a user and fills out a personal profile. She sends a link to invite her parents to register and associate with a family account."



"Jane bought the physical kit to bring home to her parents over the weekend"



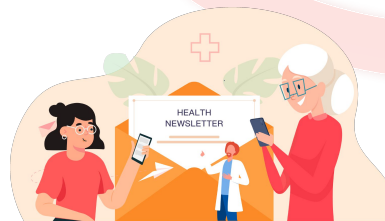
- 3 Update personal profile. Upload health data.**

"Jane and parents can choose to add detailed health data to their respective profiles at any time."



- 5 Receive and review the family health newsletter regularly**

"Jane gets knowledge about her mum's arthritis treatment and a reminder to get her HPV shot in Newsletters, and an ad for a local check-up service."



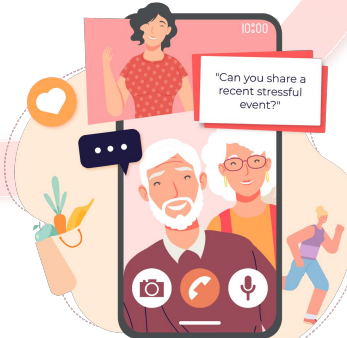
- 4.1 Play the physical version of the topic card in family days.**

"Jane came home at the weekend, checked the instructions with her parents, and started playing with the physical topic cards."



- 4.2 Play topic cards when online video/audio**

"When Jane is not at home, she can use the app to voice or video chat with her parents using the topic cards. They can choose different topics and view professional explanations; usage can be converted into points."



- 7 Buy branded products in the mall**

- 6 Participate in the co-creation of topic cards**

"Jane was so interested in the Mall's Topic Card Snacks and Talking Therapies Skills Toolkit that she exchanged her points for purchase vouchers."

"Jane's topic cards got a high score. Wellgen platform signed a contract with her to add this set of cards to the app's professional paid topic card library."



"Based on her experience of using topic cards with her parents, Jane created new questions and shared them in the community to earn points. She can also spend points to unlock groups of topic cards created by friends in the community, to gain further experience and scores."



Know

Join

Play & Maintain

Develop

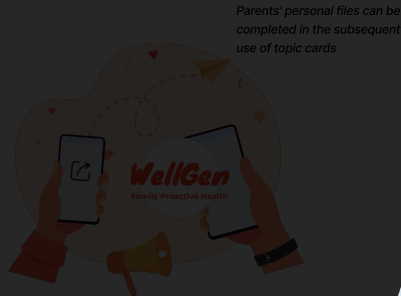
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- 2 Download and register app, create profile. Or give the physical kit to parents.

"Jane registered as a user and filled out a personal profile. Send a link to invite parents to register and associate as a family account."



Parents' personal files can be completed in the subsequent use of topic cards

- 3 Update personal profile. Upload health data.



get her HPV shot in Newletters, and an ad for a local check-up service."

- 4.1 Participate in the co-creation of topic cards

"When I had a video call with Dad last time, I feel his health state was not as good as before."

"But I'm not sure what I can help."

"Jane saw the wellgen kit at the boots."



"Jane bought the physical kit to bring home to her parents over the weekend"



- 7 Buy branded products in the mall



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- 6 Participate in the co-creation of topic cards



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How can we help Jane express her love and care for her parents?

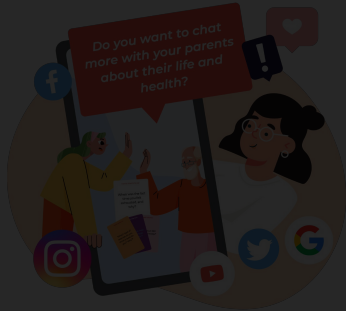
"Can you share a recent stressful event?"



"Jane created new questions based on her experience of using topic cards with her parents, and shared them in the community in exchange for points. She can also spend points to unlock group of topic cards created by group friends, experience and score."

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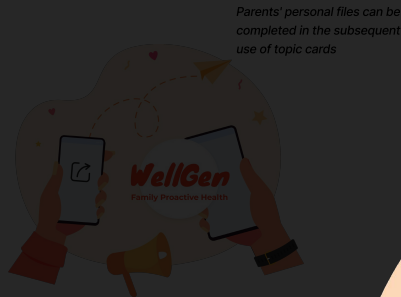


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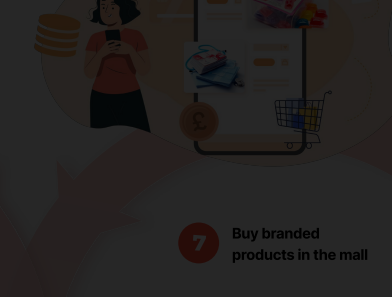
Update profile, add details, and upload health data. Add details of family members, and started playing with the physical topic cards.

"Jane and her parents updated their profiles, and started playing with the physical topic cards."

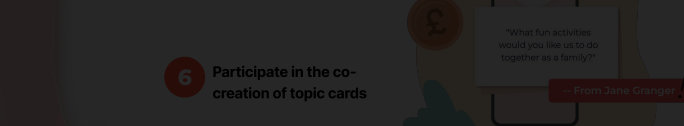


3 Jane and her parents updated their profiles, and started playing with the physical topic cards.

"Jane came home at the weekend, checked the app, and started playing with the physical topic cards."



4 Jane's topic cards got a high score. Wellgen platform signed a contract with her to add this set of cards to the app's professional paid topic card library."



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6 Participate in the co-creation of topic cards



7 Buy branded products in the mall

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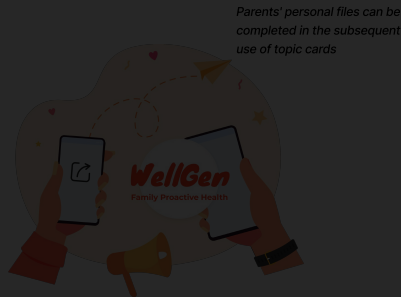


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2 Download and register app, create profile.
Or give the physical kit to parents.

"Jane registered as a user and filled out a personal profile. Send a link to invite parents to register and associate as a family account."



"Jane bought the physical kit to bring home to her parents over the weekend"



2 Download and register app.

"Jane and parents can choose to add detailed health data to their respective profiles at any time."



"Jane downloads the app and invites her parents to sign up."



3 Upload health data.

"Jane came home at the weekend, checked in with her parents, and started using topic cards."



4 Use topic cards.

"Jane was so interested in the Mall's Topic Card Snacks and Talking Therapies Skills Toolkit that she exchanged her points for purchase vouchers."



"Jane's topic cards got a high score. Wellgen platform signed a contract with her to add this set of cards to the app's professional paid topic card library."

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6 Participate in the co-creation of topic cards



"Jane created new questions based on her experience of using topic cards with her parents, and shared them in the community in exchange for points. She can also spend points to unlock group of topic cards created by group friends, experience and score."

5 Create new topic cards



1 Purchase a physical kit (contains basic version of the talking cards). Browse online ads.

"Jane saw the wellgen service advertisement on ins."

3

2 Download and register app, create profile. Receive the physical kit to parents.

3 Update personal profile. Upload health data. Add detailed health data to their respective profiles at any time.

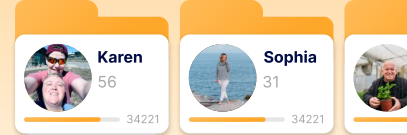
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4.1 Play the physical version of the topic cards in family days.

"Jane came home at the weekend, checked the instructions with her parents, and started playing with the physical topic cards."

9:41

Family Health



Basic Information

The more complete the information you fill in, the better we can provide you with service.

92%

Health Data

Connecting medical information will provide you with personalized and professional experience content.

49%

Health test

Connecting medical information will

WellGen Commun Newsletter Family Health



"Jane and her parents can add personal information and detailed health data to their respective profiles and form a family health profile."

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"What fun activities would you like us to do together as a family?"
From Jane Granger

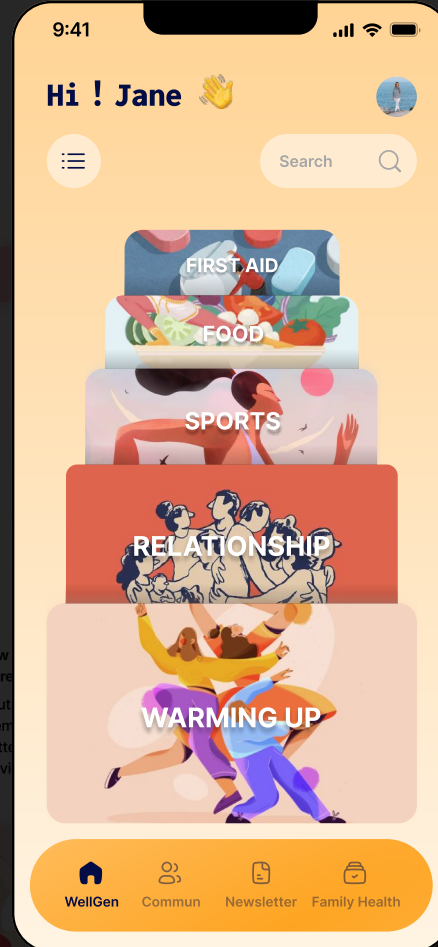
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4.1

Play topic card while online video/audio



" She can select topics of interest in the app and have voice or video chats with her parents. "



"Warm-up" - Increase understanding, Adaptation Using

Parents' personal files can be completed in this stage

"Daily Life Scene & Personal Interest themes" - Finding Common Topic

Park, Restaurant, Work...

"Healthy Lifestyle/Healthy Topics" - Raising Health Awareness

Diet, Exercise, Diet Exercise, Social Relationships, Stress Management...

"Medical Knowledge Theme - Learning Based on personalised health needs of Families

Disease Prevention, Chronic Disease Care, First Aid, Mental Health...

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Join

Play & Maintain

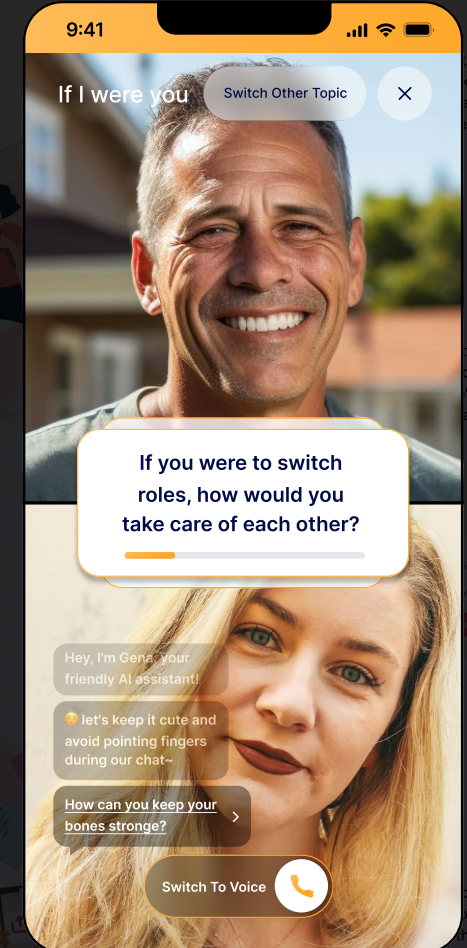
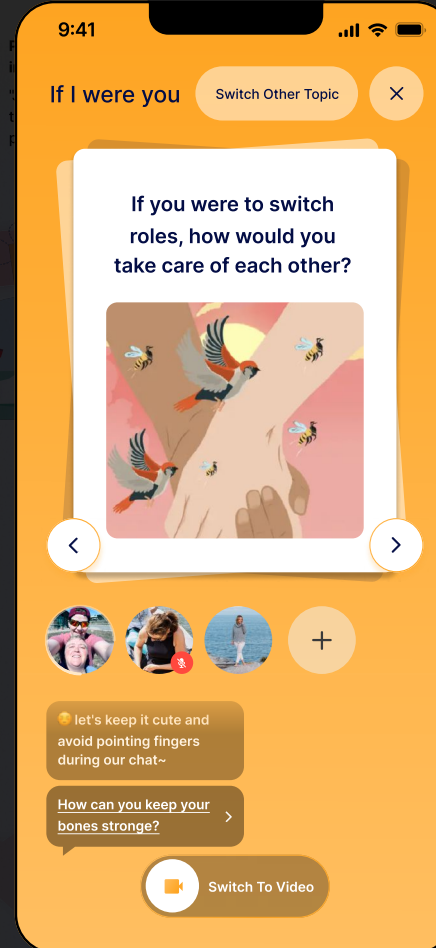
Develop

4.1

Play topic card while online video/audio



" She can select topics of interest in the app and have voice or video chats with her parents. "



4.2

Play the physical version of the topic card in family days.

1

Purchase topic card kit (contains basic version of the talk) and browse online ads.

"Jane saw the wellgen service advertisement on ins."

2

Download and register app, create profile.

"Jane registered as a user and filled out a personal profile. She invited parents to create their own profiles on the app."

3

Update personal profile. Upload health data.

"Jane and parents can choose to add detailed health data to their respective profiles at any time."

4.1

Play the physical version of the topic card in family days.

"Jane came home at the weekend and played with the physical topic cards."

4.2

Play topic cards when only video/audio

"When Jane is not at home, she can use the topic card voice or video chat with her parents in the app. They can choose to use a professional explanation or a video chat with a professional explanation."

"Jane saw the

5. Receive and review the family health newsletter regularly. Jane gets knowledge about her mum's treatment and a reminder to get a shot in Newletters, and an ad for a local check-up service."

"Jane purchased physical cards online as well and played topic cards with her parents when she got home on the weekends."

Basic - Stress management

Warm-up

If your emotions could be represented by a color, what color would you think it would be?

Can you share something that has been causing you significant stress lately?

Advanced - Social & Environment

What resources are available in the community to help us stay healthy?

WellGen

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Closer and healthier

01.

There are three levels of questions: Warm-up, Basic, and Advanced. Choose which level of closeness you're comfortable with based on how deep your relationship and your knowledge is right now.

03.

Once you have worked through the questions, take some time together to reflect on the answers. What did you discover about each other and your relationship and health status?

02.

Decide how many cards you would like to play with, then all family members will take turns answering the questions and can share their own experiences, perspectives, or suggestions.

04.

Respect everyone's opinions and encourage an open and inclusive atmosphere for discussions. Share health goals and aspirations to support each other.

Explore more topics, please scan the QR code to download the app.



Contact: zhe4004@wellgen.cn
http://wellgen.com

WellGen

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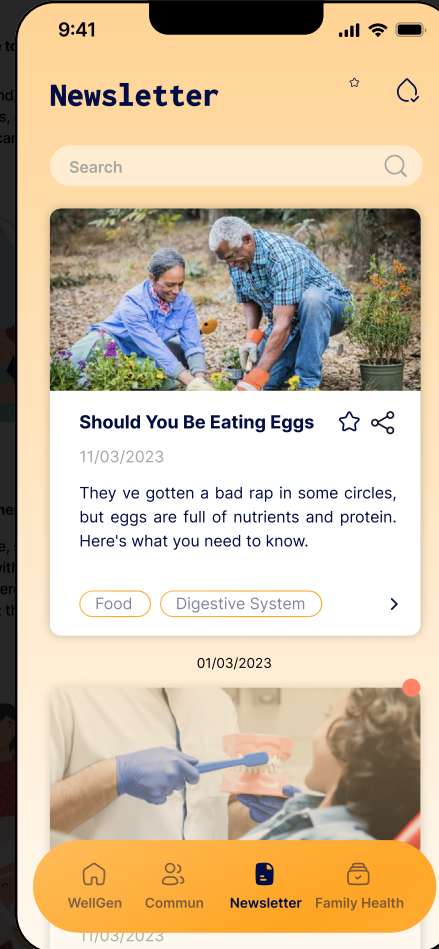
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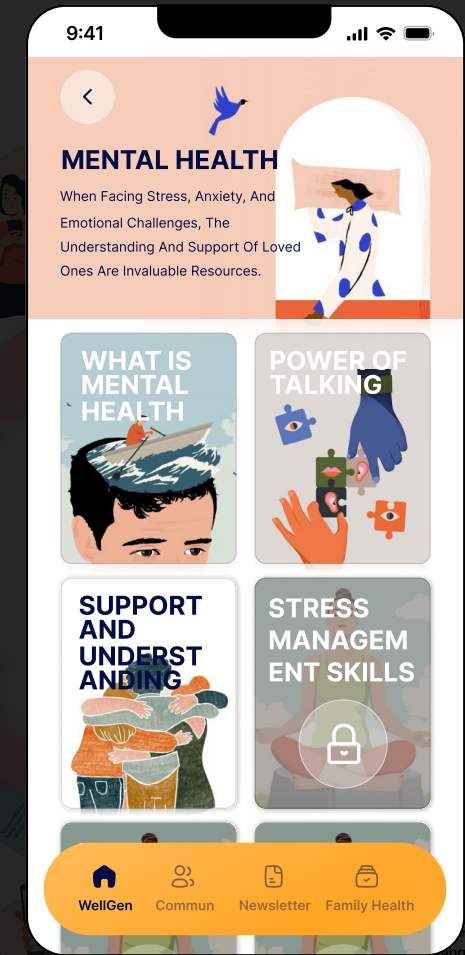


"Jane created new questions based on her experience of using topic cards with her parents, and shared them in the community in exchange for points. She can also spend points to unlock group of topic cards created by group friends, experience and score."

6 Participate in the co-creation community



“Jane creates new questions in the community and Because of Jane's active participation, she earns high points and can spend them to unlock new topic cards.”



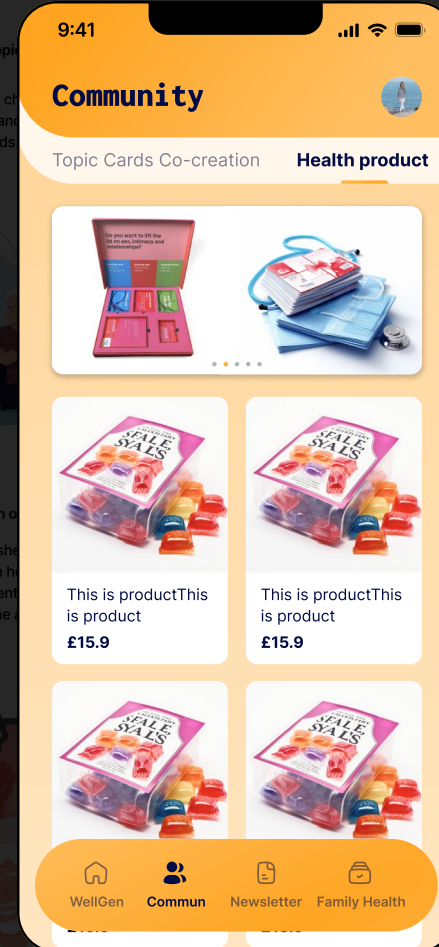
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Purchase co-branded health products at the online mall



“Jane also redeemed points for a healthy food coupon as a gift for her father.”



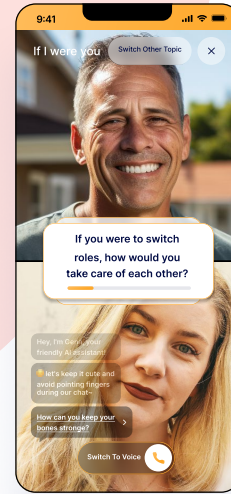
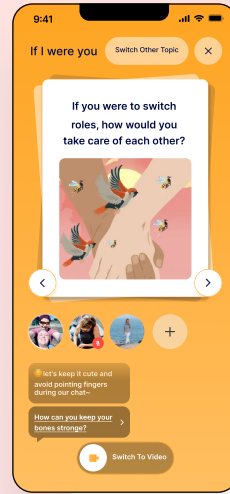
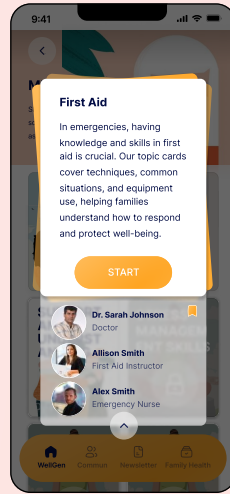
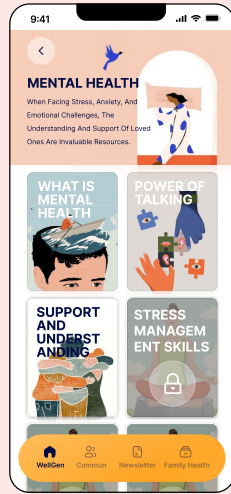
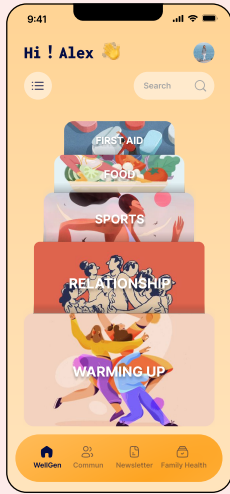
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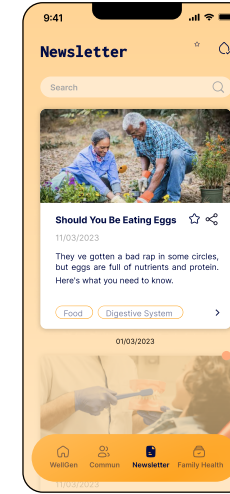


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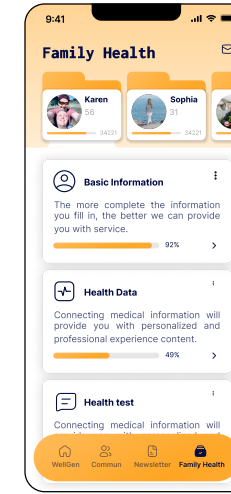
Topic Card



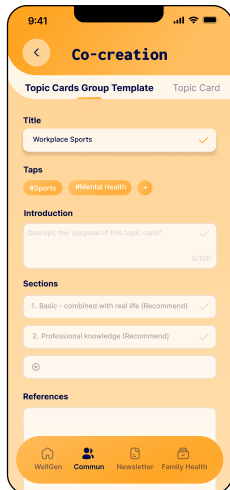
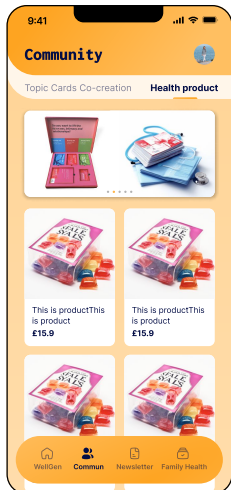
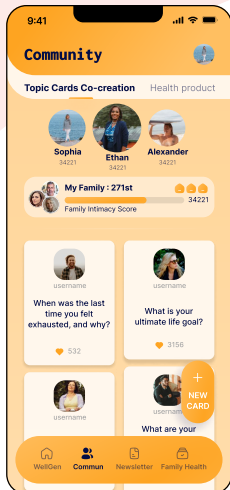
Newsletter



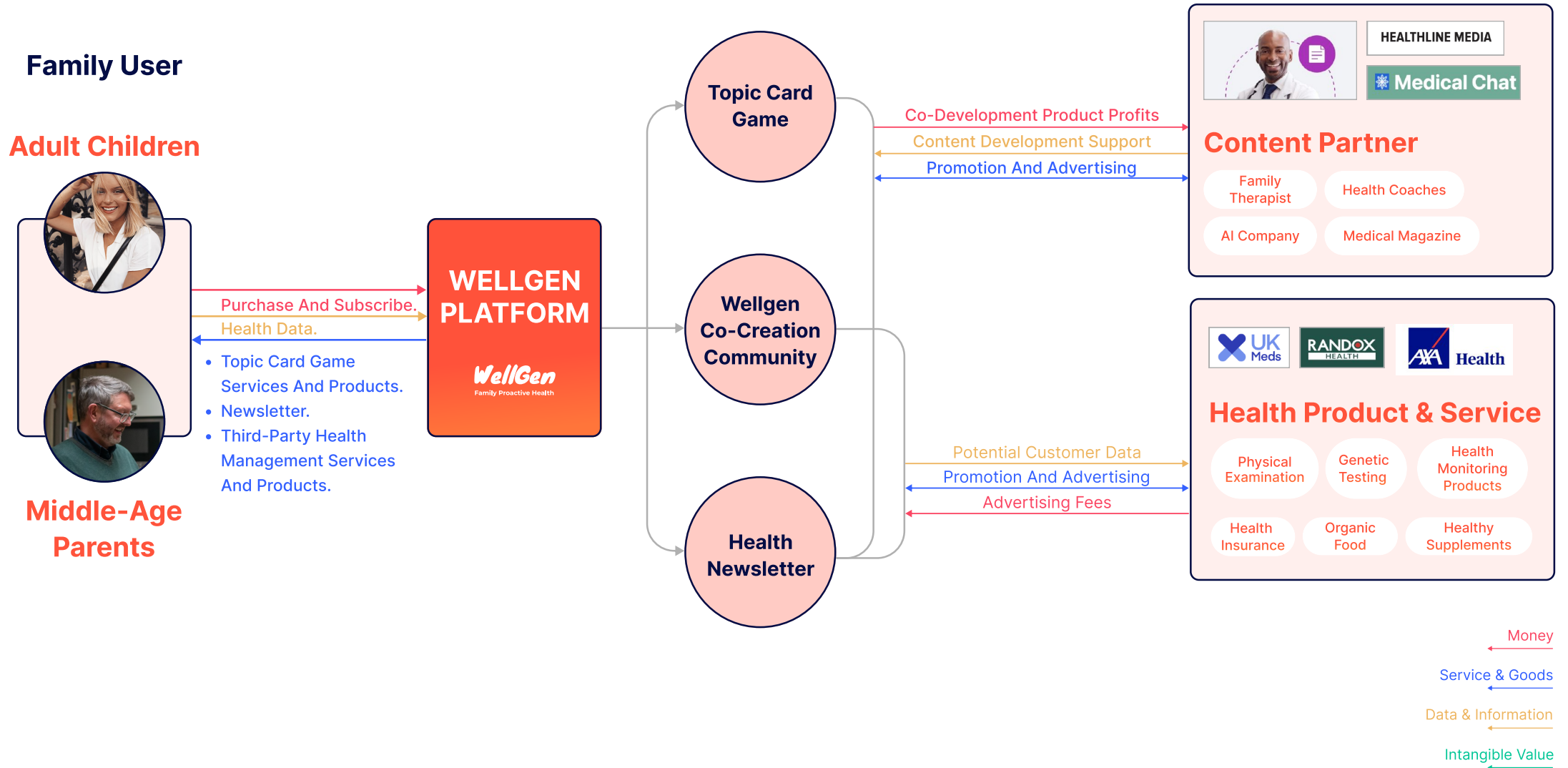
Family Health Profile



Co-Creation Community



System Map



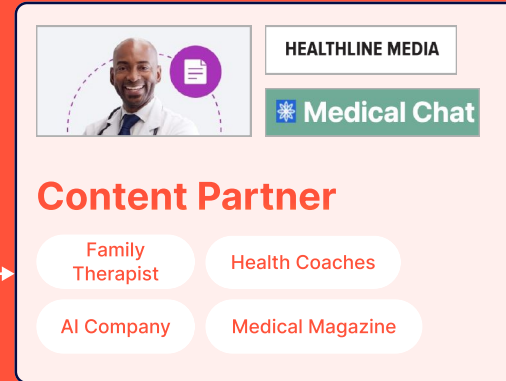
Value

- Alleviate the pressure of transferring family responsibilities.
- Subtly raise attention and concern for their health.
- Reduce the stress and consequent costs of illness.
- To enhance health awareness and knowledge levels.

Adult Children



Middle-Age Parents



- Help Independent Experts And Medical Journals Enhance Their Reputation And Expand Their Influence.
- Gain Potential Clients.
- Attract More Household-Based Users As Customers, Increase Service And Product Sales.
- Assist Businesses In Enhancing Their Social Impact.

Assisting families in achieving collective wisdom about health.

Start family health support pathway

WellGen
Closer and Healthier



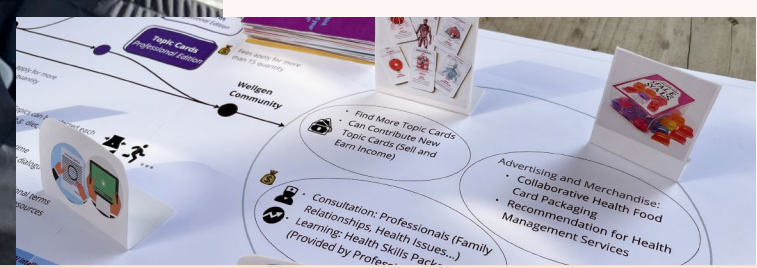
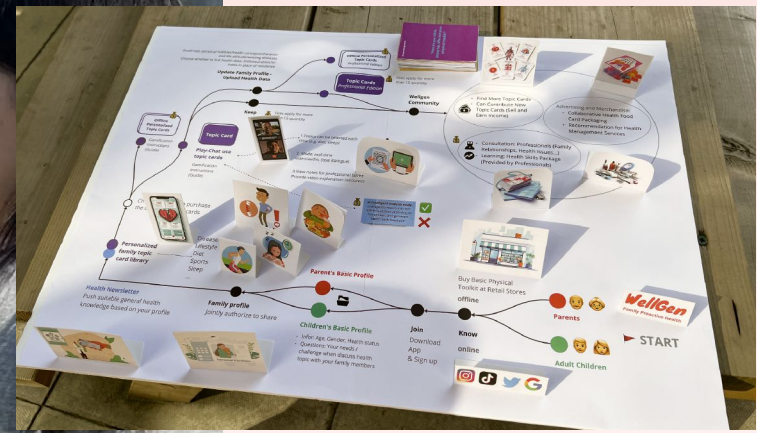
Family Health Support Pathway



"I hope to **selectively** share information and discuss specific topics with certain family members."

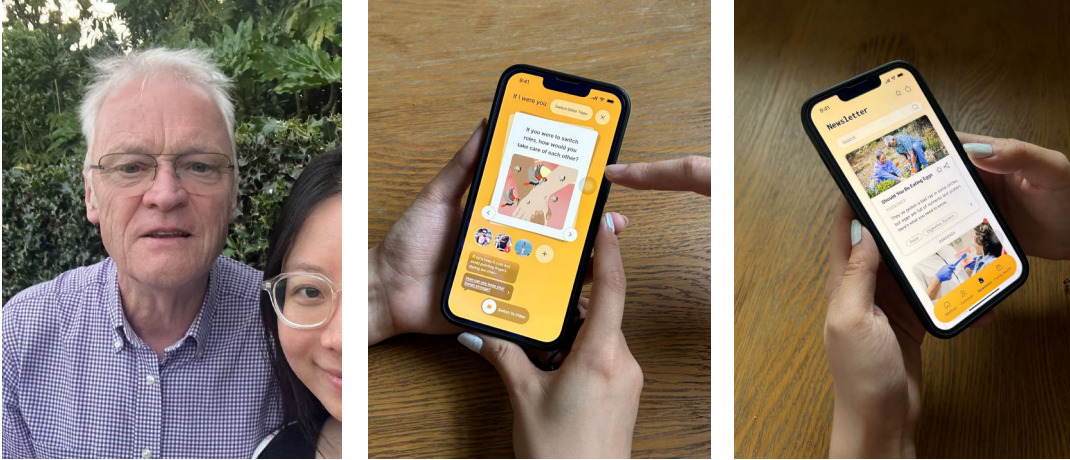
"This is a method that enhances my understanding of my children and allows me to **participate more in their lives.**"

"I am more interested in some hobbies than in health. But this is an interesting way for family **communication.**"



"We like this idea, even though we haven't considered 'the overall wellbeing of the family' before. But this is a great service to enhance family communication and strengthen emotional connections."

Service Concept Testing



The feedback summary:

Child:

- **Some cases prefer voice or text-based conversations over video,** which may interfere with emotional expression.

Parents:

- **There are concerns about personal privacy and health data,** particularly because companies like Facebook and Twitter often collect data without permission. Although GDPR might provide better protection in the EU, they are still worried.
- The complexity of using smartphones also causes concern, with **wishes for easier data upload."**

Usability Testing

The feedback summary:

- The challenge posed by different time zones and busy schedules necessitates the **utilization of fragmented time to discuss health topics** with family members, integrating them into daily life.
- There is a **need for greater inclusivity and gamified guidance to make it easier** for people to complete tasks, even without high levels of proficiency. This could be similar to the approach taken by applications like Duolingo.



"This is an excellent service concept. By incorporating a gamification model and establishing partnerships with external certification providers, we can make it both motivating and valuable."

Service Concept Testing



Reflections:

1. Utilize fragmented time
2. Inclusivity and gamification guidance make it easier for users to engage
3. Pay attention to user privacy
4. Help family members to manage boundaries
5. Focus more on the diverse needs of users, providing more choices in communication forms
6. Explore the possibility of partnering with a health data company or EHR (Electronic Medical Records) to streamline health data import

The feedback summary:

Child:

- Some cases prefer voice over video, which may interfere with emotional expression.

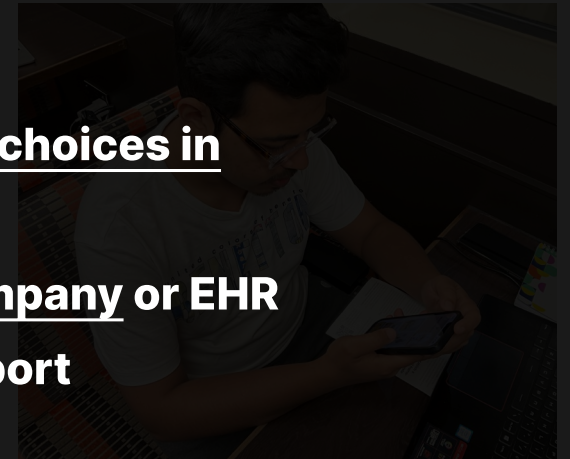
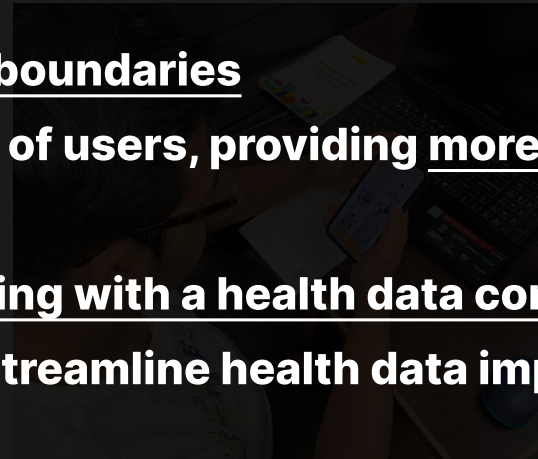
Parents:

- concerns about personal privacy and health data, given that companies like Facebook and Twitter often collect your data without asking (GDPR might be better for the EU).
- Worried about the complexity of using smartphones and wishing it was easier to upload data.

Usability Testing

The feedback summary:

- The challenge posed by different time zones and busy schedules necessitates the utilization of fragmented time to discuss health topics with family members, integrating them into daily life.
- There is a need for greater inclusivity and gamified guidance to make it easier for people to complete tasks, even without high levels of proficiency. This could be similar to the approach taken by applications like Duolingo.



"This is an excellent service concept. By incorporating a gamification model and establishing partnerships with external certification providers, we can make it both motivating and valuable."

Market Size Analysis

Total addressable market, TAM

About **6.4 million households** are expected to have children in the 25-35 age range in 2028

Serviceable available market, SAM

The number of middle-class households in the 25-35 age range is projected to be about **2.1 million** in 2028

Serviceable obtainable market, SOM

2.1 million (SAM) x 75% (population interested in health) x 40% (channel coverage) x 50% (households willing and able to pay for subscription) = **~315,000 households**

SOM = £40.4M Pricing strategy per household should be £40.4M / 315,000 = £128.25. (average value)

Social Impact

Saving money for families, the NHS and society as a whole.

NHS/UK spending on important diseases or health issues each year

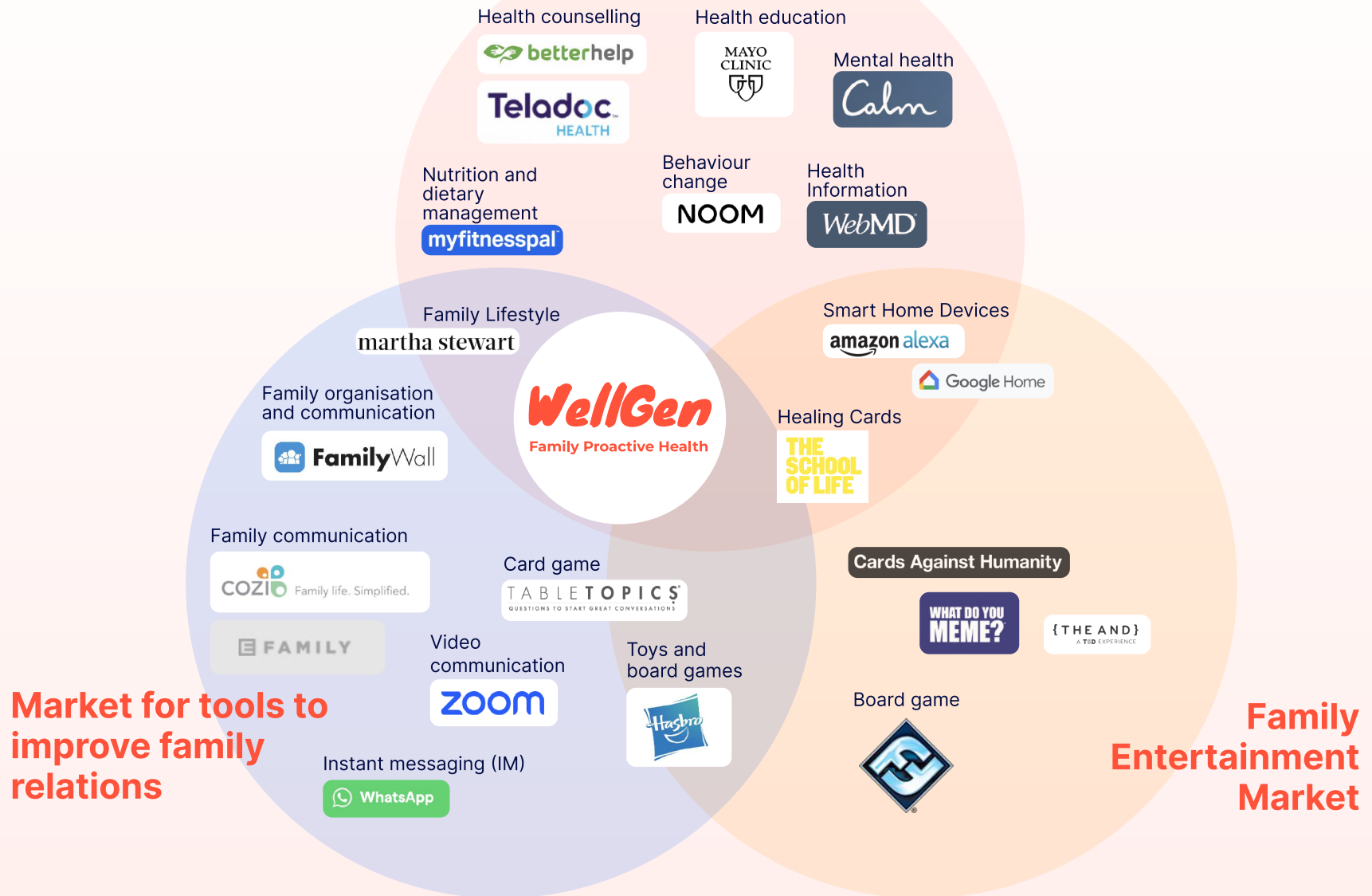
- **Mental health problems**, UK £118 billion a year, NHS £15.55 billion
- **Alcohol-related injuries**, £3.5 billion a year
- **Obesity**, £6 billion a year
- **Diabetes**, £10 billion a year
- **Cardiovascular disease (CVD)**, £18 billion

SAM is 9.4% of the total UK population

× 9.4% ≈ £4.7 billion

Market Position

Family health management market



<p>Key Partners </p> <p>Health insurance companies Health examination companies Genetic testing companies Health monitoring product companies Health consulting companies The NHS, professionals in the fields of medicine, psychology, and family relations</p>	<p>Key Activities </p> <p>Product development Provide customer service and collaborate with professionals in the fields of medicine, psychology, and family relations to develop new services.</p>	<p>Value Propositions </p> <p>Through health topic cards and services related to these cards, we facilitate effective communication within families and enhance health awareness.</p> <p>We offer long-term professional and effective health knowledge through our broadcasting service tailored to family health conditions, aiming to raise health consciousness in families.</p> <p>We help connect family members, providing them opportunities to express their care and love for each other.</p>	<p>Customer Relationships </p> <p>Provide customers with an AI-assisted self-service platform. The topic cards have community co-creation template options.</p>	<p>Customer Segments </p> <ol style="list-style-type: none"> 25-35 year old adult children (hope to help improve the health level of their parents, usually busy with daily life) 50-60 year old parents (lack health awareness, but hope to improve their health level) <p>It is estimated that by 2028, about 6.4 million households will have children in the age range of 25-35, and the number of middle-class households in this range is about 2.1 million.</p>
<p>Cost Structure </p> <p>Research and development costs Labor costs Production costs Marketing costs</p>		<p>Revenue Streams </p> <p>Sales of physical/online card products (one-time purchase/subscription) Value-added services related to the product (subscription) Family health broadcasting service (free, with advertising as a source of profit) Online product services on the platform (free, to attract more users)</p>		

Business Rationale

“Continuing to innovate and ensure quality services”

“To benefit more families and ensure sustainable development.”

Cost Structure



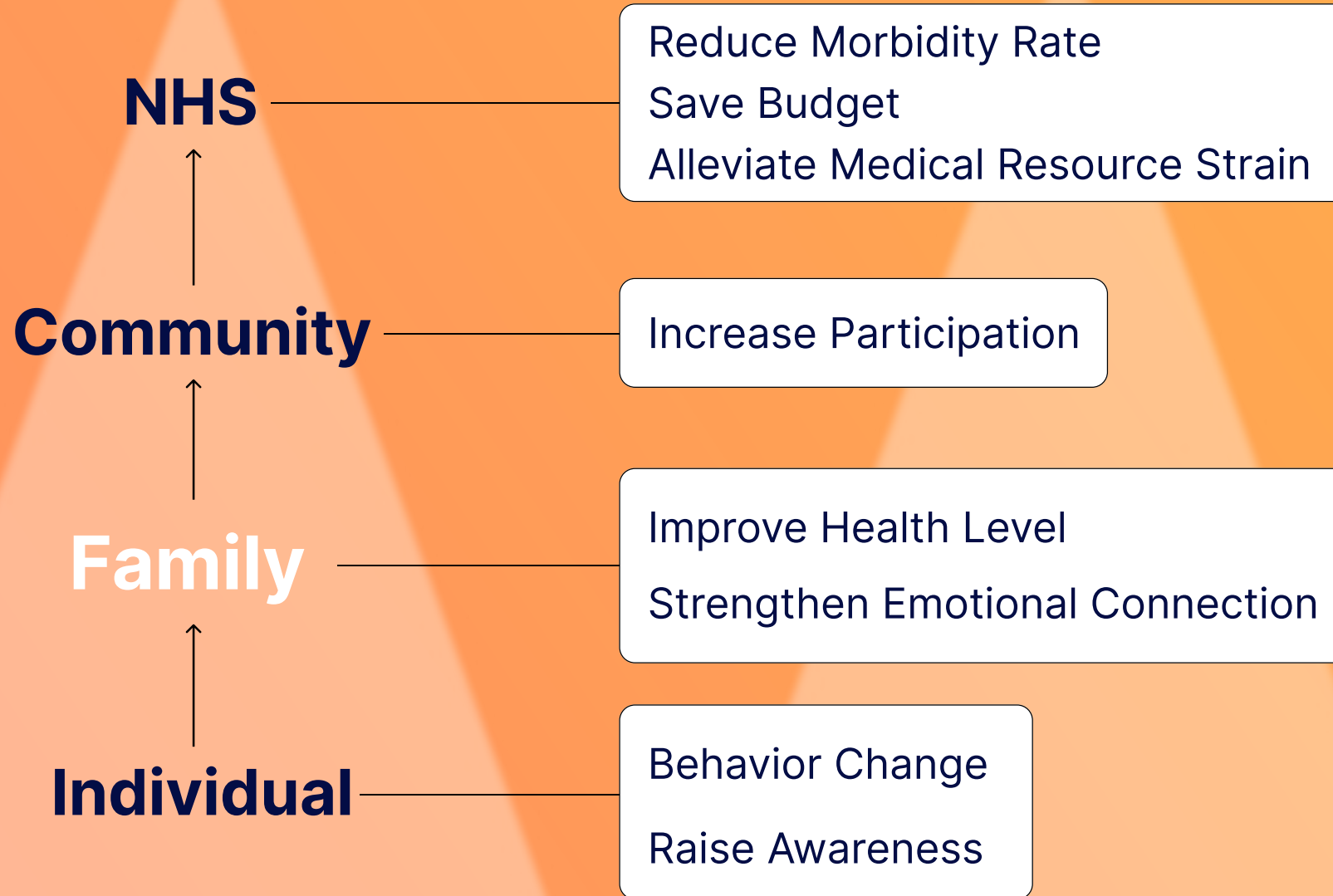
- Research and development costs
- Labor costs
- Production costs
- Marketing costs

Revenue Streams



- Sales of physical/online card products (one-time purchase/subscription)
- Value-added services related to the product (subscription)
- Family health broadcasting service (free, with advertising as a source of profit)
- Online product services on the platform (free, to attract more users)

Future Impact



Thank you :)

Appendix - Service Blueprint

