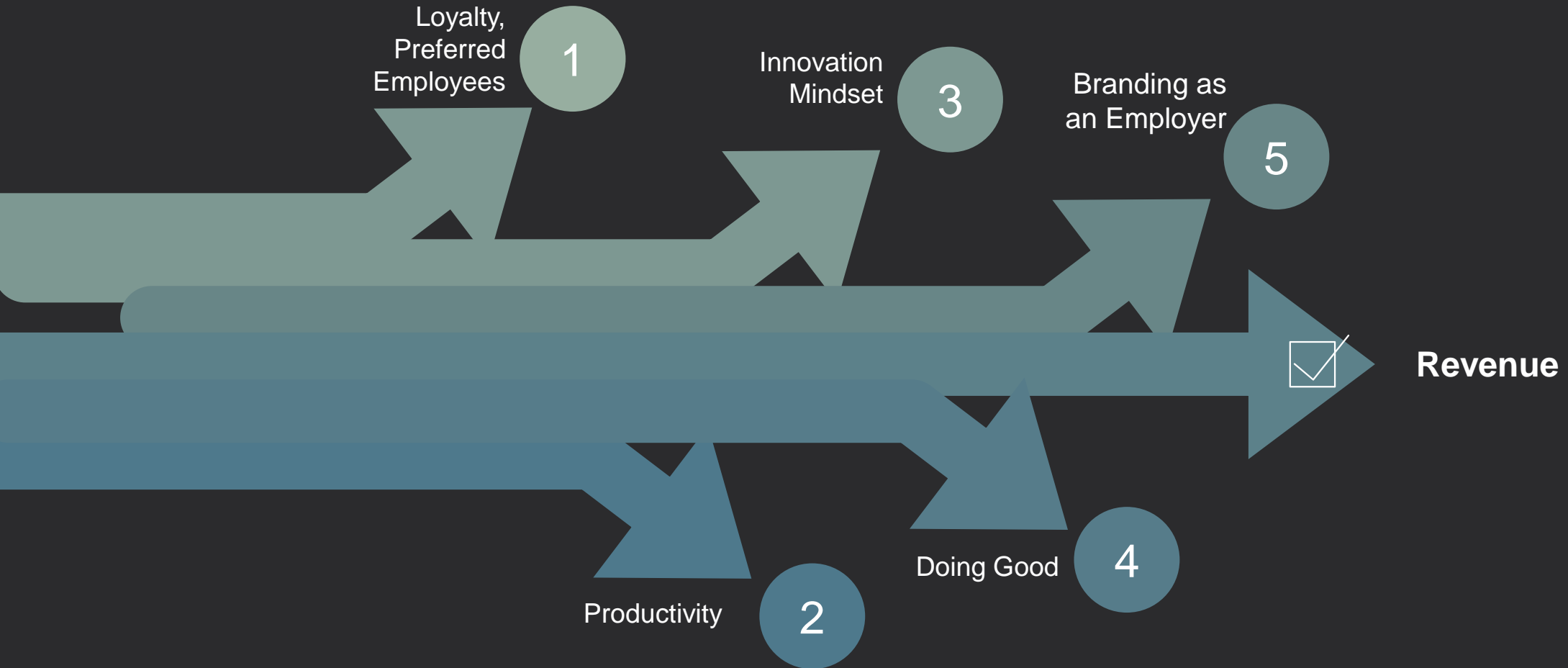# Health Initiative

Nagarro

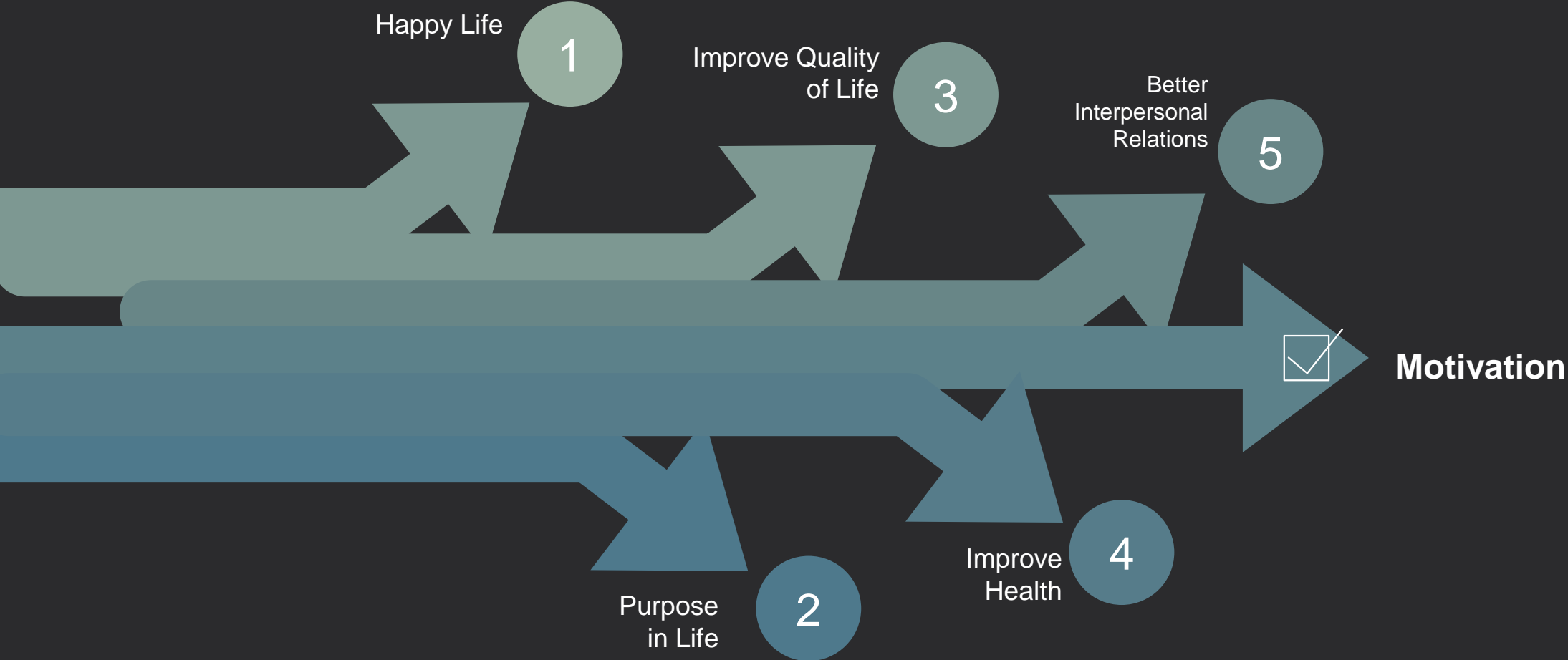Plaksha TLF Team 6

Problem Discovery: Employers

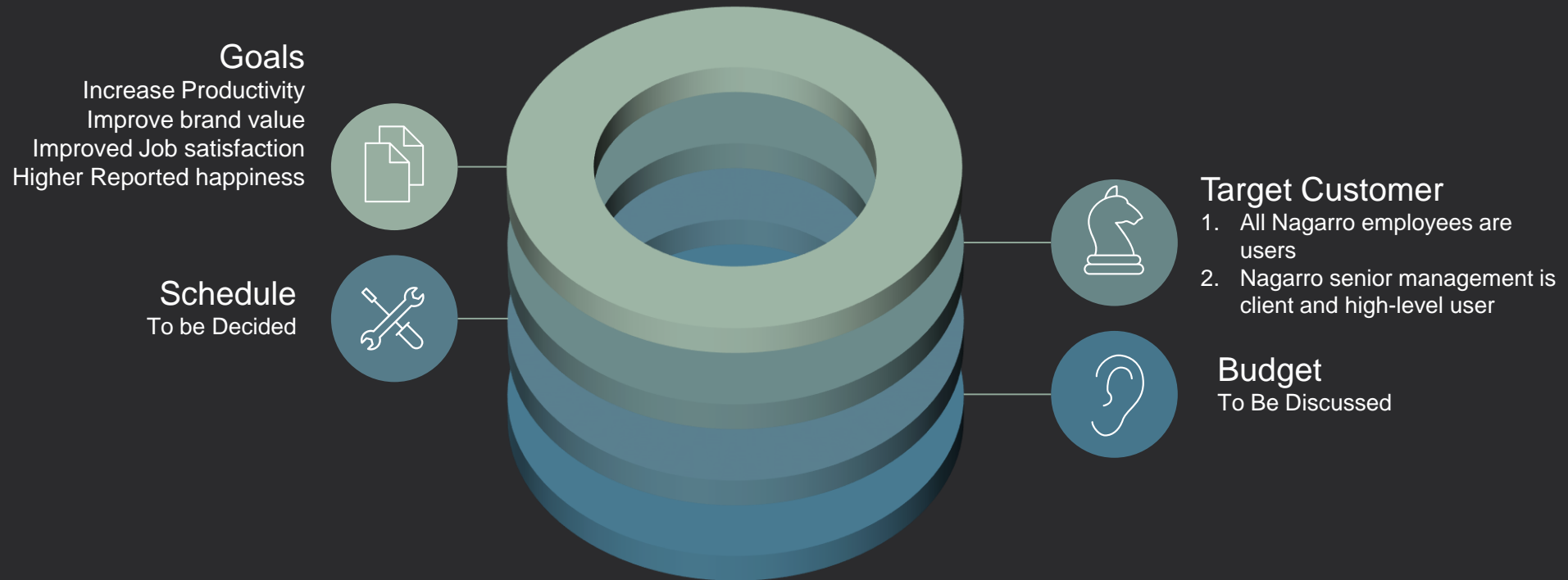Loyalty, Preferred Employees **1**

Innovation Mindset **3**

Branding as an Employer **5**

Revenue

Productivity **2**

Doing Good **4**

Problem Discovery: Employees

Happy Life — 1
Improve Quality of Life — 3
Better Interpersonal Relations — 5
Purpose in Life — 2
Improve Health — 4
Motivation
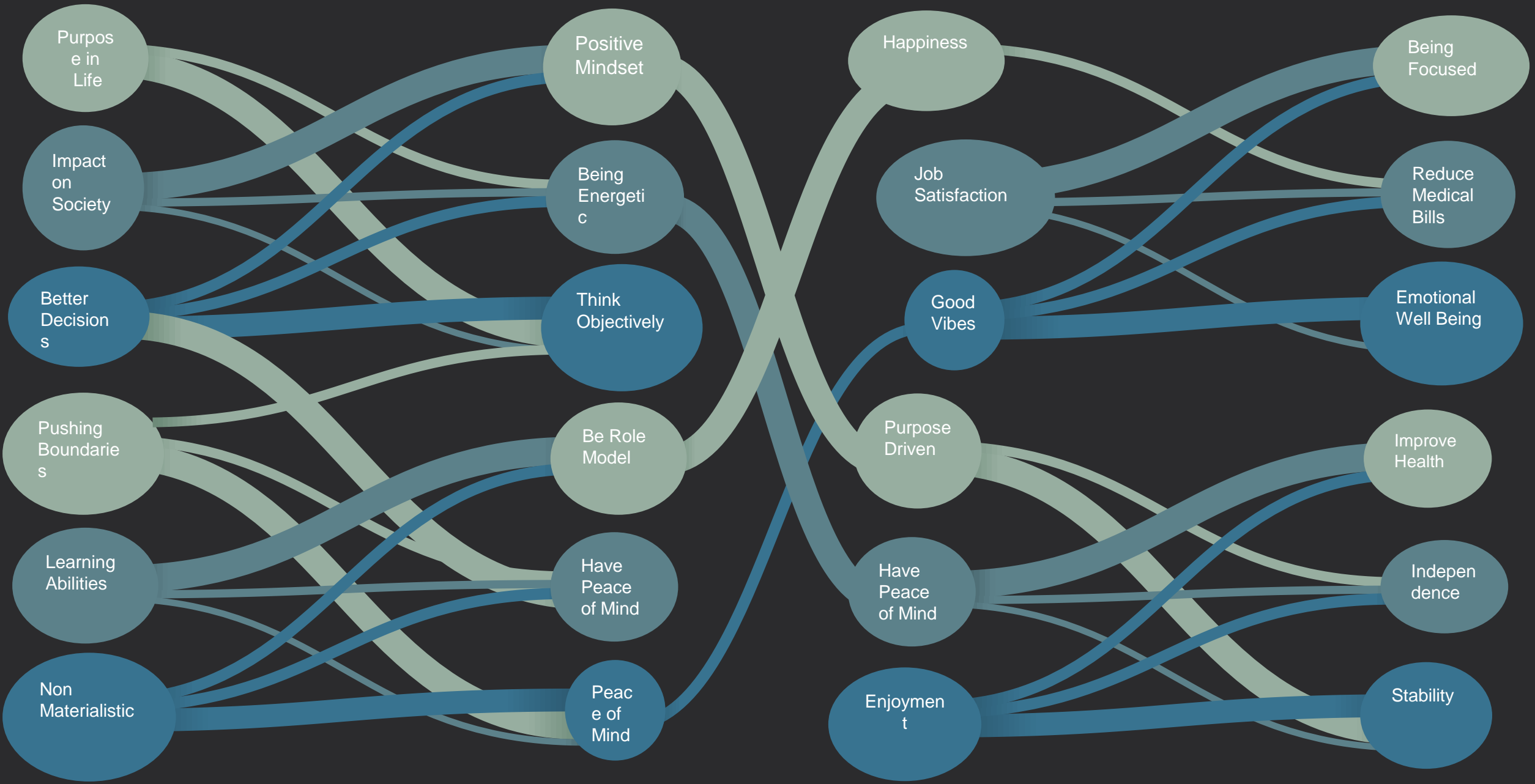
Scoping the Problem: Design Brief

Goals
Increase Productivity
Improve brand value
Improved Job satisfaction
Higher Reported happiness

Schedule
To be Decided

Target Customer
1. All Nagarro employees are users
2. Nagarro senior management is client and high-level user

Budget
To Be Discussed

Preliminary Problem: Helping employees find their reasons to be healthy and be persistent with those?

User Studies Map: Employees

1. Do you think the leadership is really concerned about their employee's health? What could be their motivations?
2. Does health play a role in our overall life? If yes, what could that role be?

1. Nagarro employees have started some interest groups themselves.
2. The drive to provide for my family and the fear of not being able to do that drive my health decisions.

Note: Discovery Section is Post Interview Insights

Be Conscious

Validation

Discovery

Testing Hypothesis
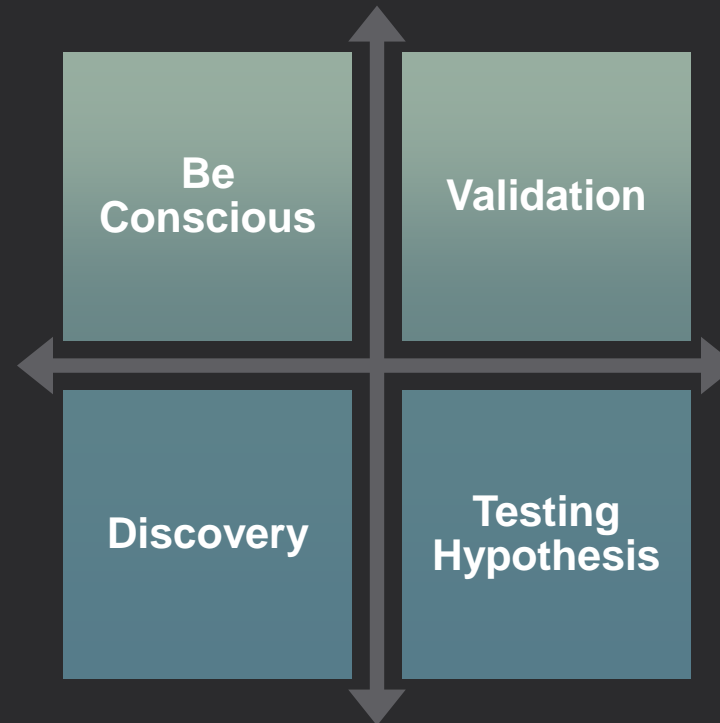
1. Are people around you generally concerned about their health?
2. Are you aware of the health initiatives Nagarro has taken?
3. Are there initiatives that seem to be active as per management but appear dead to you? (Eg. posters).
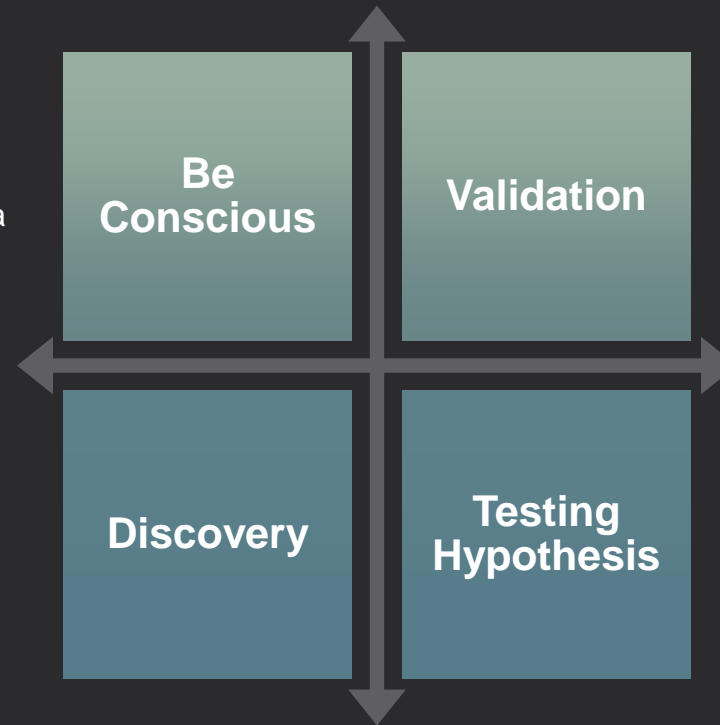
1. Are there any tools (digital or otherwise) that drive your habits (both desirable and undesirable)?
2. What are the major influencers that drive your attitude towards your health? Are there any peers or family members that help you do this? If so, to what extent?

User Studies Map: Employers

1. What are some of the biggest incentives of having a healthy workforce?
2. Does the company have a mandate beyond providing a helpful environment and some amenities for a healthy lifestyle? Is it not up to the employees after that?

Be Conscious

Validation

1. What are the core values that Nagarro stands for?
2. Is there a specific attitude that Nagarro employees have in general towards their health?

1. TrackMyBeat being used for senior leadership as they are more difficult to replace.
2. GlassDoor rating is crucial to our brand as an employer and we take feedback from there very seriously.

Discovery

Testing Hypothesis

1. Are there any tools (digital or otherwise) that drive your perspective towards Nagarro's employee's health habits?

Note: Discovery Section is Post Interview Insights

User Interview Snippets

"Senior Executives are difficult to replace and hence their health is high priority"

"Motivations towards health are personal and cannot be generalized. Today everyone is concerned about health"

"Glassdoor reviews are important for our brand name"

User Interview Insights

01

Brand Value and Productivity Matters

02

Senior Executive are tracked for Health Habits

03

Current Facilities
- Gyms
- Employee Health Insurance
- Recreational Area
- Health Camps

04

Activities in Groups Help Motivation
Employees have created groups based on health activities

05

Fear of not being able to provide for family or missing out on life can drive positive impact → reinforcement need not be only positive

User Targeting Strategy

H — **High Health Conscious**
Have identified underlying goal that necessitates a healthy life. Have established behaviors in service of the goal.

M — **Mild Health Conscious**
Have identified "being healthier" as a goal. Have initiated behaviors but need support in maintaining them and expanding the scope of "health".

L — **Low Health Conscious**
Have not articulated the health as a priority. They have not integrated "being healthy" with their self-image.

E — **Employer**
Want to build Nagarro's brand as an employer, drive productivity and do good.
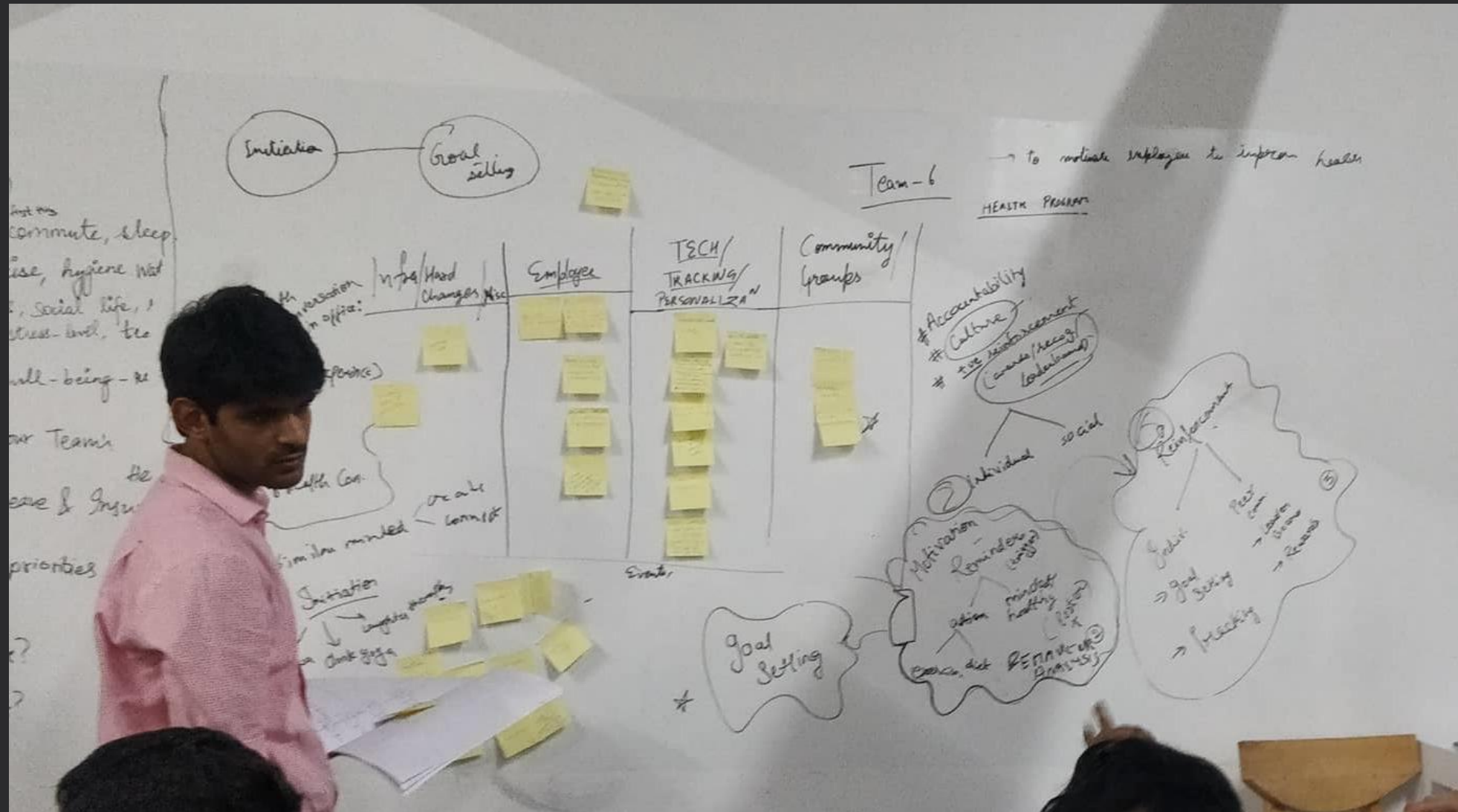
PoV Statement:
Employees must be provided personalized feedback and nudges to complement their motivation because health is a deeply personal commitment.

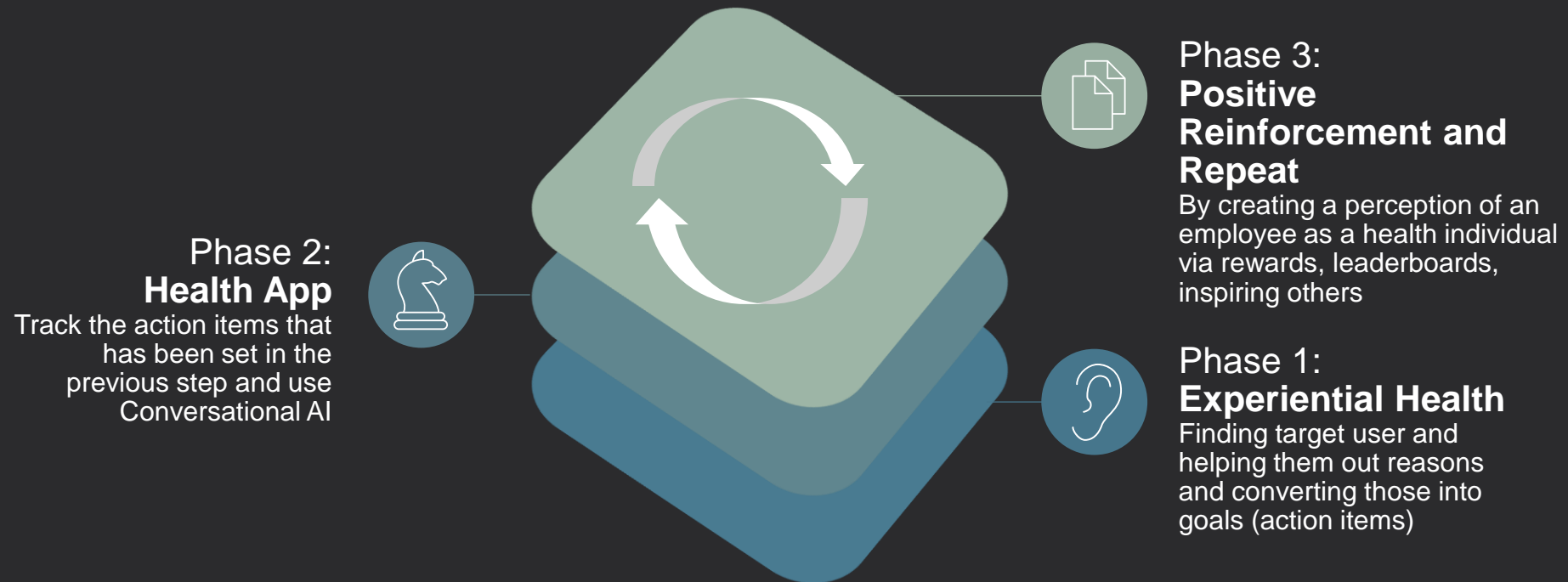# Idea Generation: Brainstorming
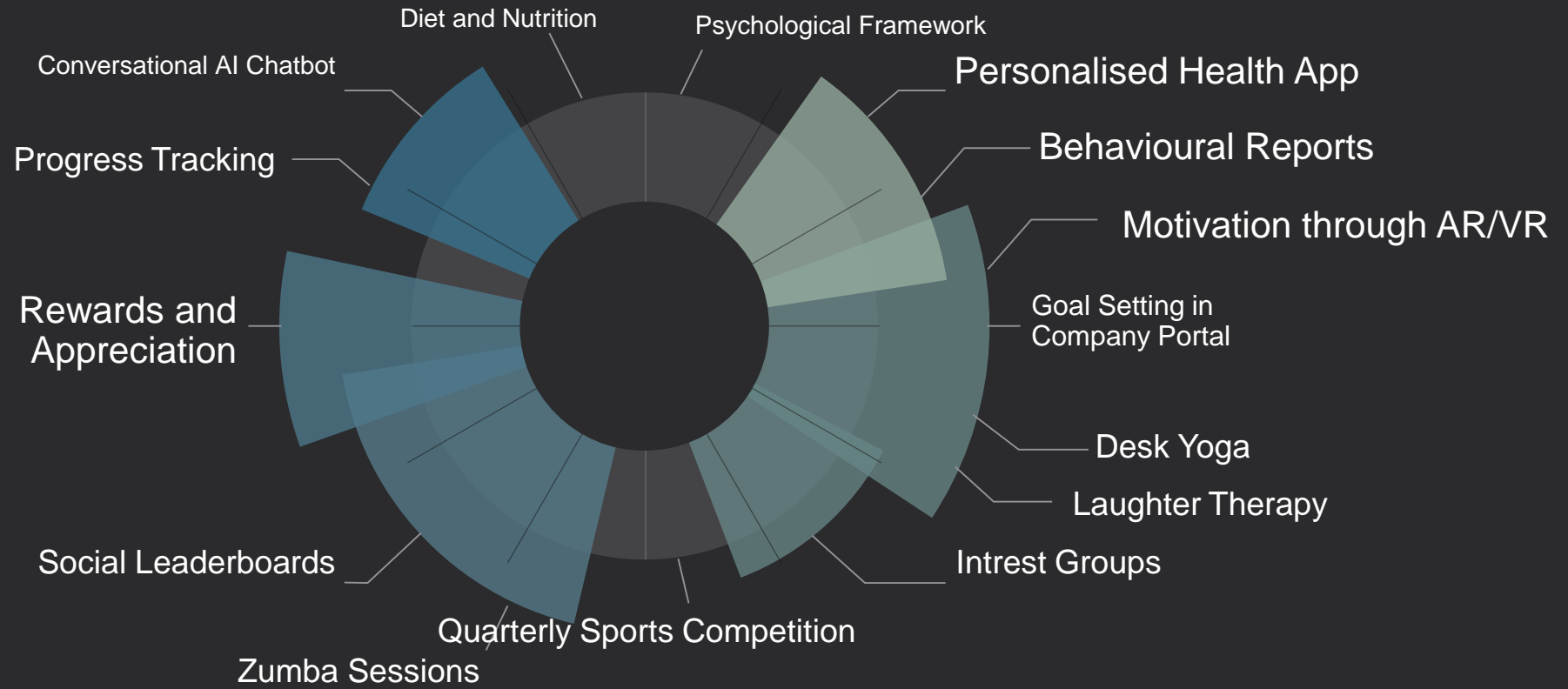
Idea Selection: Affinity Diagram (Clustering)

Solution Objective: Creating a Cycle of Reinforcement

Individual Motivation 01

Community Culture 02

Rewards and Incentives 03

04 Positive and Negative Reinforcement

Proposed Solution

Phase 3:
Positive Reinforcement and Repeat
By creating a perception of an employee as a health individual via rewards, leaderboards, inspiring others

Phase 2:
Health App
Track the action items that has been set in the previous step and use Conversational AI

Phase 1:
Experiential Health
Finding target user and helping them out reasons and converting those into goals (action items)

Solution Prototype: User App : Wire Frame and MockUp

Solution Prototype: Employer Dashboard Mockup

Solution Advantages

Great Support and Community
Friends and family keep you on track

Care & Consultation
Fine-tune with counsellor and doctor consultations

Strategic Decisions
Make your own health strategy and share with community

Data Analytics
Data on self, for IT nerds

Help Nagarro recruit and retain the best talent