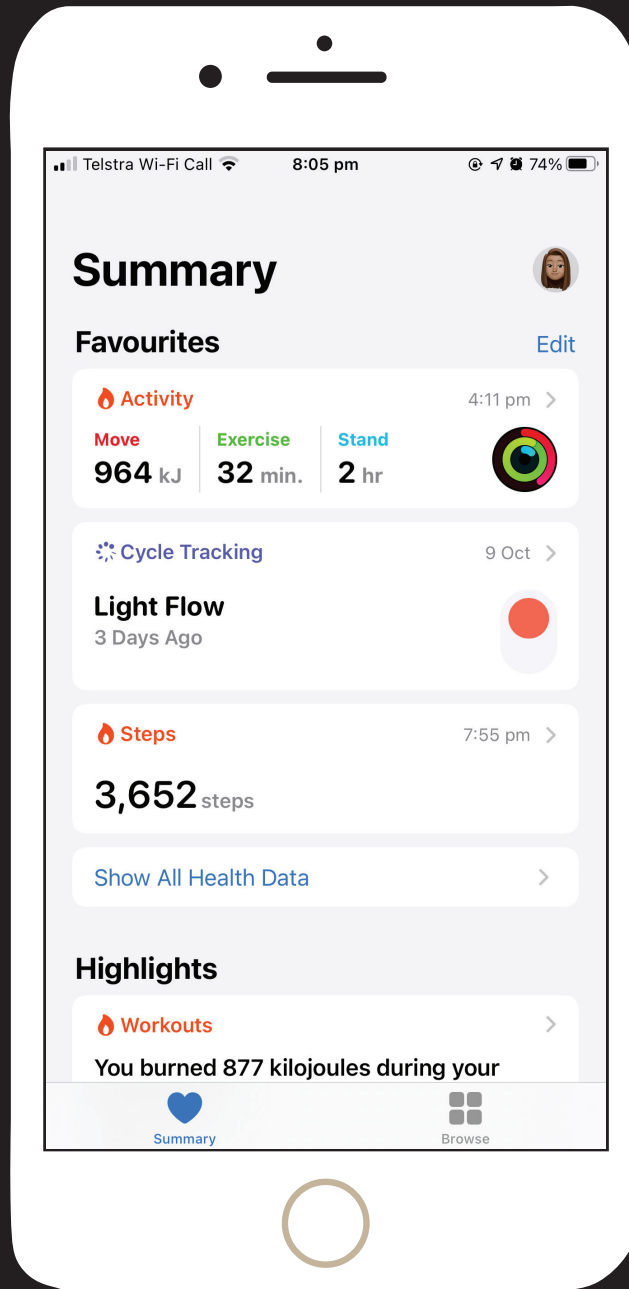


Justine Argosino

Your Health Matters

An app that you can track and store your important health information



Apple Health App

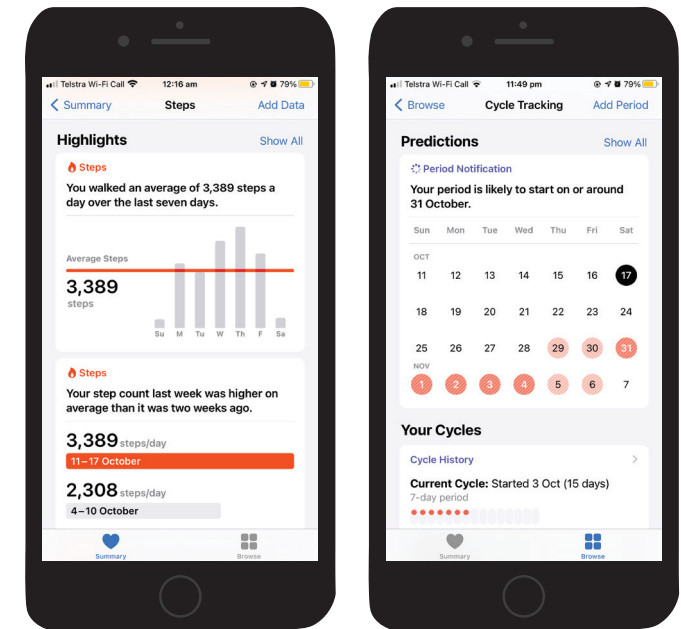
Justine Argosino

In May 2014 Apple launched their Health app also known as HealthKit, which **tracks and stores your health data** from your iPhone, Apple Watch and third-party apps that you use. This app is designed for those who like to organise their important health information in one convenient place. The design of the app is there is a red heart on the right hand with a white background. To compare this app from other health apps it does collect health data which can help doctors and hospitals.

When Apple launched their Health App for iPhone users, the features that came with it is that **you can add all sorts of data** using the search and browse tab and it will highlight how it has changed over the years. You can review your overall exercise activity of the day, week or month. Discover your sleeping patterns whenever you add your sleep schedule. It will even track your blood glucose, weight, heart rate, hearing health and add your menstruation cycle. You can record diagnostics, fitness, lab results, medications, nutrition, and vital signs. It will inform you about how many steps you've taken by just using an accelerometer,

gyroscope and GPS in your iPhone. And **you can create a Medical ID** so that when emergency personnel assists you they can be able to access your medical information. In the summary page, you can edit what data you would want to see and it highlights your activity, cycle tracking, hearing, heart rate and vital rate. Lastly, there are articles you can read that are based on health and suggested third-party apps that you can use.

The branding strategy of Apple is that they wanted to create the health app, to be easy to access for consumers to track and **store their important health information in one convenient place**. They hope to achieve that it will be useful for consumers who want to check their progress such as exercise activity, sleeping patterns, blood pressure and etc and it will be easy to access for emergency personnel. The personality is based on lifestyle, simplicity, having that great connection with their customers and power people through technology. And with these qualities, it will help people to achieve their goals and maintain their wellbeing.

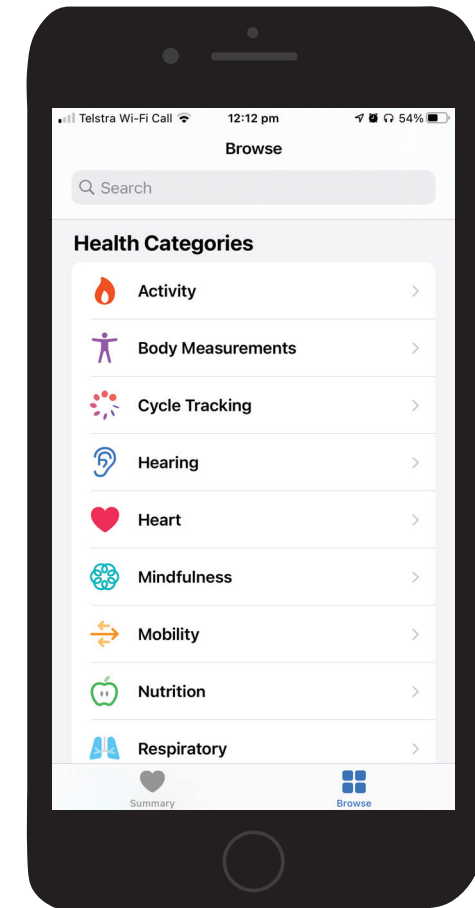


Apple's target is to enable Apple users to sort out and access their important health information in just one place such as exercise activity, blood, menstruation etc. And if they use third-party apps, it will transfer the data to the Health app. They can be able to see the differences over the time period and look into health metric details. Examining the differences between Apple Health, Google Fit, and Samsung Digital Health, Apple Health can enable users to set permission to access data permission and you can view all data types and export it. Therefore, **Apple Health is more intuitive.**

The User Interface (UI), is that the design of the app is that there is a red heart on the right with a white background, which represents where the human heart is. Inside the app, Apple designed a variety of symbols that represent the health categories, for example, for the nutrition they designed an apple, for hearing they designed an ear and for sleep they designed a bed and etc. And they used a variety of light colours so that it can

be relaxing to look at and attract. There are 2 main pages, the first page is the Summary, where you can click on important information about your health. And the second page is Health Categories. **There are 14 Health Categories that you can be able to explore and put in data.** For the User Experience, a user commented that besides keeping track of his exercise routines, and how many steps he takes, he likes to keep track of his blood pressure and is fond that he can store his medical records in just one app.

Therefore Apple Health app has health categories that you can put data in and you can set up a Medical ID. Their strategy is to have an app to store and track important health information. Comparing Google Fit, Samsung Digital Health to Apple Health, it turns out Apple Health is more readily understood. The design of the app used light colours and symbols to represent each category. And a user was very pleased with the app cause, he can store and track his health records and his activity in one place.



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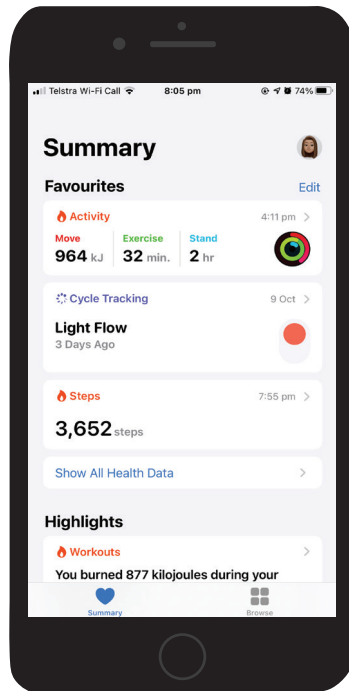
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The Summary Page

Here is what you'll find when you're in the summary page

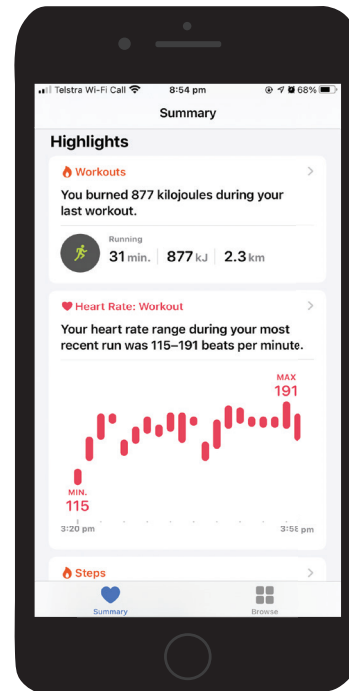
Favourites

You can be able to edit what data you would like to see



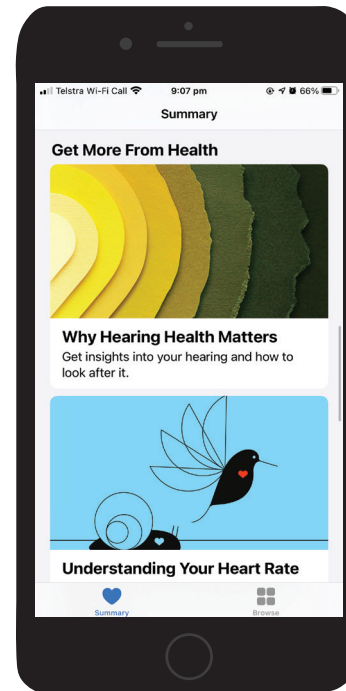
Highlights

It will highlight your data such as activity, heart rate, vitals, hearing and cycle tracking



Articles

It will all kinds of health articles



Apps

There will be suggestions on what third-party apps you can use

