Tattva Health

Approach Document

Design Approaches

- Connecting with cultural identity
- Luxury of Exclusivity
- Supportive Community: Building Journeys Together
- Personalized Actionable Insights: Empowering Holistic Wellness
- Creating Immersive Experiences : Audio UI for Enhanced UX

Connecting with cultural identity

Connecting with cultural identity in global branding involves maintaining a company's core culture, language, and identity across all markets. This approach preserves the brand's heritage, values, and unique characteristics, creating a consistent and recognizable global identity.

01 **Authenticity**

Enhances brand **appeal and credibility** by retaining original cultural elements.

02 **Cultural Differentiation**

Showcasing cultural heritage allows the brand to stand out and **connect with consumers on a deeper level**.

03 **Strong Brand Identity**

Ensures a **recognizable global identity**, setting the brand apart from competitors.

04 **Emotional Connection**

Creates an **emotional bond with customers** who resonate with the brand's heritage.

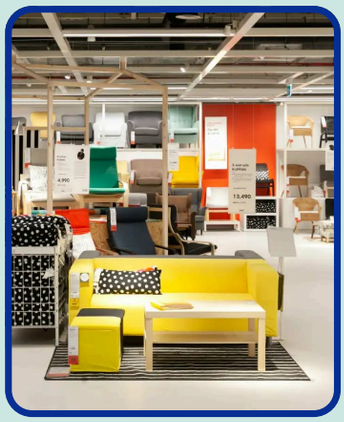
Success Stories

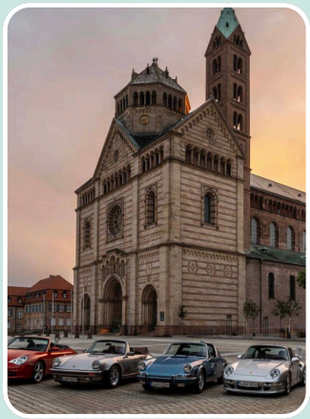
01 IKEA

- IKEA reinforces its Swedish identity by using Swedish product names, showcasing Scandinavian simplicity in store designs, and offering Swedish food like meatballs in its in-store restaurants.

02 Porsche

- Porsche emphasizes German engineering excellence by retaining German names for many car models and highlighting its heritage and precision in marketing campaigns.





In Tattva's context: Naming Conventions

01 Pranayama for Clarity

Yogic breathing for mental clarity.

02 Raga Soundscapes

Indian Ragas for relaxation and balance.

03 Vedic Breath and Mantra

Vedic mantras with breathwork for vitality.

04 Ayurvedic Breath Harmony

Ayurvedic breathwork for wellness balanc

05 Chakra Breathing Journey

Chakra alignment through breath and sound.

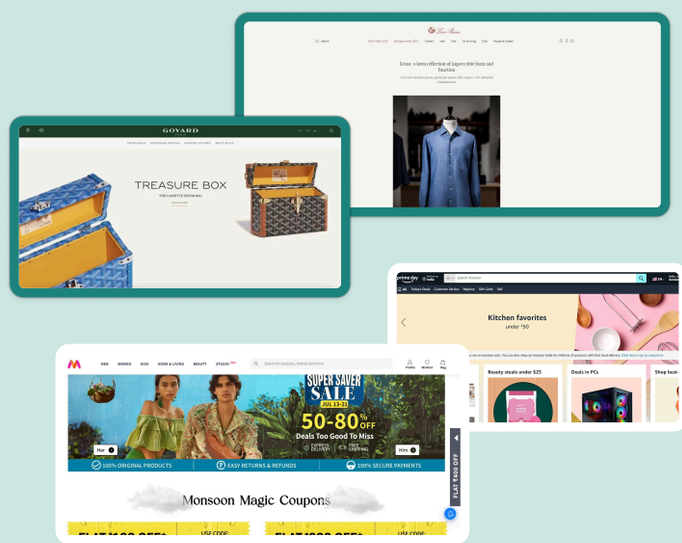
Luxury of Exclusivity

01 Meticulous Selection

Curate metrics with precision, focusing only on those essential for enhancing user experience and reflecting high quality.

02 Emphasis on Rarity

Feature metrics that are unique and not commonly found in other apps, ensuring a distinctive user experience.



03 Thoughtful Placement

Carefully arrange metrics and interface elements to maintain a minimalist aesthetic,

04 Subtle Complexity

Create a visually simple yet functionally rich interface, where each metric and design ensuring clarity and ease of use.

element is intentionally chosen to enhance usability and aesthetic appeal.

Focus and Concentration Score

Inputs

Self-reported focus levels, duration of focus sessions, breathwork practice

Benefits

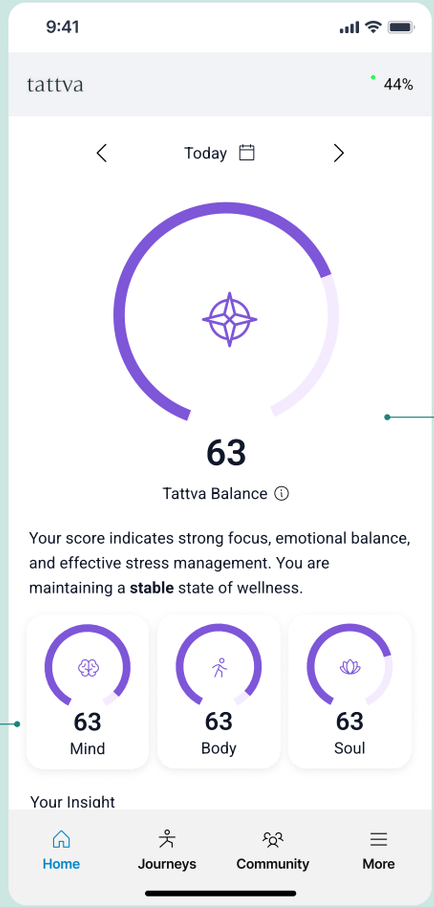
Enhanced focus & concentration

Biomarkers

Cognitive performance tests, self-reported focus levels, breathwork practice frequency

Emotional Balance Index

Stress Level Indicator



Tattva Balance Score

0-40: Needs Attention

Focus on improving wellness areas with targeted self-care.

41-60: Progressing

Ongoing improvement. Keep exploring wellness practices.

61-80: Stable c

Balanced mind, body, and spirit. Maintain and fine-tune routines.

81-100: Balanced

High wellbeing. Celebrate and continue growth.

Focus and Concentration Score

Emotional Balance Index

Stress Level Indicator

Inputs

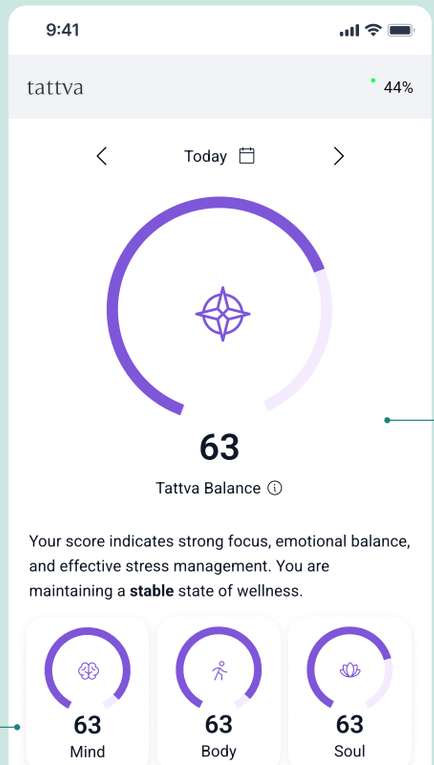
HRV, self-reported stress levels, sleep quality

Benefits

Reduced stress & anxiety, better sleep quality, physical relaxation

Biomarkers

Cortisol levels, HRV, sleep data, muscle tension assessments, blood pressure readings



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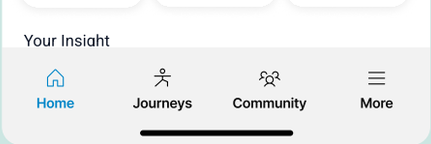

Maintain and fine-tune routines.

81-100: Balanced

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Supportive Community: Building Journeys Together

"Everyone has their own journey but we don't have to do it alone, and it's definitely not a competition"

01 Sharing Achievements

Celebrate user milestones and achievements to foster a supportive community atmosphere.

02 Small Goal-Oriented Groups

Facilitate smaller groups with shared goals for mutual support & encouragement.

03 Social Proof Insights

Showcase community insights and successes at each journey or goal to inspire and motivate users.

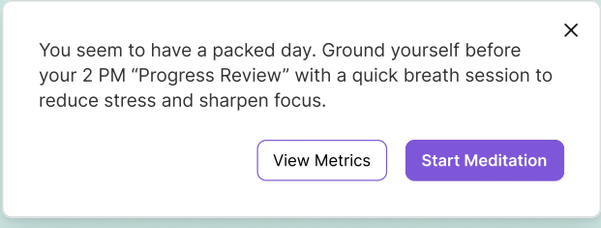
04 Mentors and Coaching

Provide mentorship opportunities and personalized coaching sessions for individualized support.

Personalized Actionable Insights: Empowering Holistic Wellness

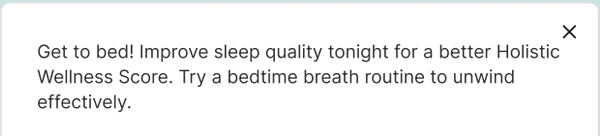
01 Enhances User Experience

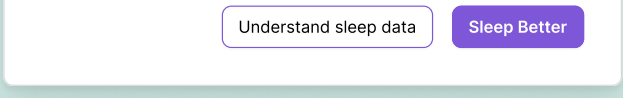
Tailor recommendations based on individual wellness metrics such as stress levels, sleep quality, and emotional balance to improve user engagement.

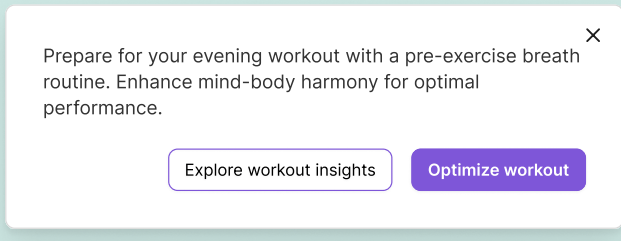


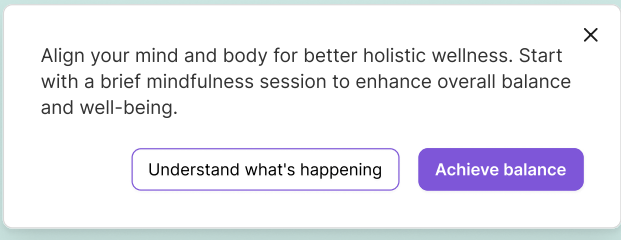
02 Enhances Drive Engagement

Provide specific, actionable steps to improve users' holistic wellness scores and achieve personalized goals.







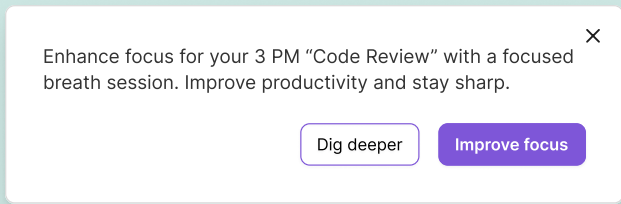


03 Ensures Relevance

Align insights with Tattva Health's mission of evidence-based holistic wellness, fostering trust and credibility among users

04 Measures Impact

Track and quantify the effectiveness of recommended actions through measurable outcomes, reinforcing the app's value.



Creating Immersive Experiences : Audio UI for Enhanced UX

01 Dynamic Soundscapes

Use responsive soundscapes to reflect users' mental states. Peaceful sounds play when users are focused, and play audio cues to guide them back to calm when their minds wander.

02 Real-Time Biofeedback

Provide auditory cues for real-time biofeedback, helping users stay aware of their physiological states and make adjustments for optimal wellness.

03 Breathwork Guidance

Implement rhythmic audio cues to assist with breathwork exercises, helping users maintain a steady breathing pattern and enhance mindfulness.

04 Hands-Free Interaction with Voice Commands

Allow users to control the app with voice commands to start, pause, or stop sessions, enabling a seamless and distraction-free experience.