



**Industry:** Health & Fitness Sector

**Deliverables:**

- Android & iOS Mobile App
- Tablet
- iPad
- Apple Watch App

**Technology:** .Net, iOS, Android

**Country:** USA

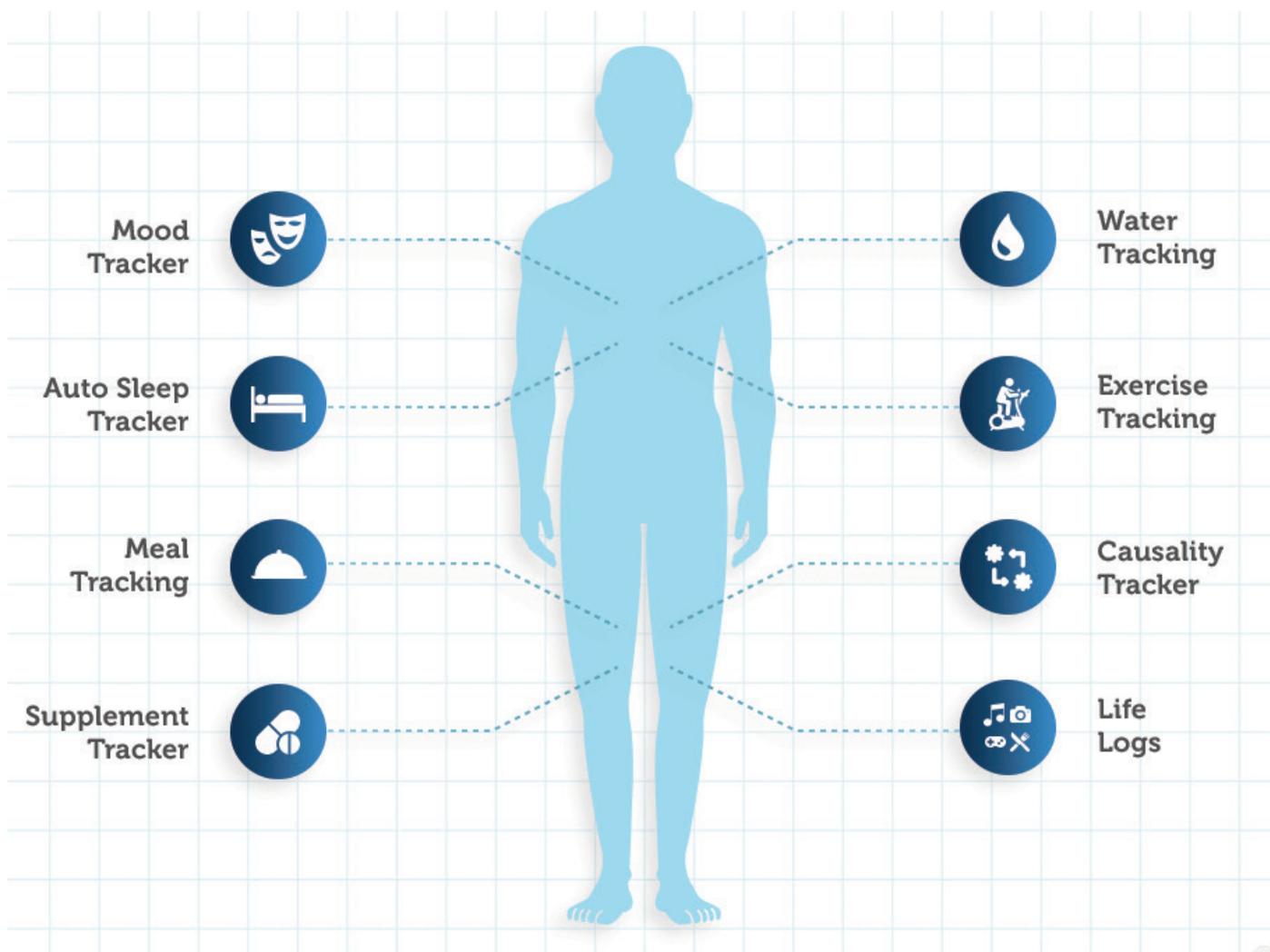
## Project Goal:

The causality tracker app is a revolutionary application helping users track day-to-day human activities and lead a healthier & happier lifestyle. The objective behind building the app is to gain insights into human behavior like daily actions or things they consume that impact both mind and body. Based on the data gathered, the app analyzes the causes, decode the connections between nutrition, exercise, sleep, and ten other factors. The goal is to help people change their health habits overtime through improving diet, exercise, mood, and other bodily functions.

## Challenges:

- Lack of facility that helps understands human behavior and what drives it.
- Health conscious people wanted assistance in tracking their day-to-day activities and to analyze what affects their mind, body, mood, sleep quality, performance at work & gym etc.
- Lack of an intelligent platform that uses science to discover a cause-effect relationship to ensure the holistic well-being of the users.
- There was lack of a platform that helps users track their causes and effect, Users needed an app that outperforms other apps in the market.

“The first and only integrated causality tracker app that dives deep into the science of cause and effect relationship enabling users to get healthy & happier with just a single app. It uses AI to statistically analyze the historically recorded personal data of the users and discover causes, decode connections based on health habits, food, sleep, and several other factors. It is an uncompromising solution to all your health & wellness problems, goals and ambitions.”



## Solution:

Intelligent Causality App is a revolutionary app that uses technology to conquer the world of health and wellness. It helps people listen to their body to bring positive changes in their life as well as lead a productive lifestyle.

The main purpose of the app is to help users understand how exercise, eating food, sleeping, walking, and different moods directly impact the mind and body. They can discover exactly which type of exercise at which intensity level can have the greatest benefit on the psycho-physical being. It can also help to analyze which food, which nutrition, how much sleep can have impact on your mood and which activities can boost your happiness, stamina or lower stress levels.

By historically recording their food, mood, sensation, exercise, nutrition, sleeping and more habits, they can analyze the causes, decode the connections and change their lifestyle, improve health and accelerate happiness level.

Everything in our lives is connected by different patterns of causes and effect. What differentiates the app from other players in the market is that it drives its preventive healthcare philosophy through discovering causes and effect relationship and through engagement, graphical analysis reports, personal assistance, and delivery!

## Features:

- Personal Assistant
- Causality tracker
- Auto-Sleep Log Entry
- Data Analysis
- Smart Notifications
- Graphical representation of the reports
- Health Slider to input various activities
- Demographic Filters
- Profile Management
- Historical records of more than 10 human behaviours

## What does the app offers?

- Based on the principle of Causality, the app analyses myriad data points in real time and breaks them down into Comprehensive Reports.
- The app offers flawless performance on both iOS and Android devices.
- User-friendly UI/UX for easy navigation and offers detailed graphical reports
- Meal & Water Tracking** helps to create a balanced lifestyle pattern by recording different kinds of information like Food, Caffeine, Supplements Logs, and Water intake details.
- Auto Sleep Tracker** enables the users to track their sleep automatically with the motion of their device. For sleep tracking robust feature **Accelerometer** for iOS and **Pedometer** for Android technology was used giving users their sleep information in real-time
- Exercise Tracking** offers quick insights about the exercise and real-time stats for the walks, runs as well as bike rides. The app uses phone's / smart watch's sensor to record the user's pace, speed, route and more.
- Life Logs** enables users to track their holidays, work, task, relaxation and much more.
- Sensation and Mood Tracker** provides various different kinds of options to the users for tracking their mood swings and sensations.
- The in-built **Personal Assistant** provides versatile tips and actionable coaching to the users, like help or adjusts goals based on daily activities. It can also help in data mining, sending reports and reinforce healthy logging behavior.
- Causality** provides the users with distinct causes and effects based on their logging details. Moreover, it provides insights to the users based on the health causes and effects of the surrounding community.
- Data Analysis** done at every stage is based on the category and logging details of the user.
- Built-In Calendar** in distinct categories helps the user to instantly track their weekly/monthly activities on the go anytime anywhere.
- Doughnut Charts** enables the users with the graphical representation of the added logs for simple and easy self-analysis.

## Result:

With technology and apps becoming more personal and integrated with daily lives, 'health apps' has exploded world over. The client wanted to develop a platform that outperforms other apps in the market by offering users analyses of the causes and effects relationship status to improve their health.

Through proper planning and design, high-end graphical reports we have developed a way for the app to be a combination of informative and engaging to entice new users and keep returning users. It is a highly versatile smart app that works according to the requirements of the users allowing them to set prioritized their goals. The built-in Personal Assistant helps the users to keep up their body healthy and Fit. It provides real-time status and health reports to the users to help them attain and lead a healthy lifestyle. It provides statistical data based on your sleep log and causality using Artificial Intelligence Engine which can help users understand their health benefits in real-time.

Built for iOS, Android, and smartwatches the app helps maintain fitness by tracking daily activities, monitoring sleep patterns, daily food intake, mood, exercise routine, and ten other factors. This is an all in one app to improve happiness and health through cause and effect relationship. The goal of this mobile app is to create a platform for users to not only track their daily activities but also to understand the causes and effects.



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## Global Offices

