In order to explore user-centered strategies for enhancing engagement and retention in the Dr. Ludidi health and lifestyle platform, by leveraging insights from digital design. The app currently has 704 users but suffers from low active engagement. The goal of the interview is to gather insights that can inform evidence-based interventions to optimize the customer journey and increase user motivation. To better understand the ICT (technology side) , I decided to have an interview with the Ms. Tina.

Ms. Tina is the interviewee. She is a second-year ICT & Media student at Fontys Eindhoven with experience in front-end development, UI/UX design, and branding. While her background is not the focus, her understanding of user interaction and digital design may offer valuable perspectives.

Used themes:
- *User engagement and motivation*
- *Customer journey pain points*
- *Design and interaction*
- *Behavioral design*
- *Branding and perception*

⇝ In regard to user engagement and the motivation

1. Based on your experience with digital platforms, what design or content factors/strategy tend to sustain user engagement over time?

Answer –

2. How do you perceive the role of goal setting, process tracking, and feedback in maintaining long-term user motivation?

Answer –

3. What differentiates apps that become part of a user's daily routine from those that are quickly abandoned?

Answer –

⇝ In regard to the customer journey as well as the drop-off points

4. From a user experience perspective, what are the most common friction/reason(s) points in the early stages of app adoption?

Answer –

    a. Probe (plausible): how might onboarding processes be optimized to reduce early churn? (the loss of individual customers, often in subscription based models where customers cancel or don't renew their plans.)

Answer –

5. What signals or behavior typically indicate a user is at risk of disengaging?

Answer –

     a. Probe (plausible): how can these be identified and addressed proactively?

Answer –

6. How would you design/approach interventions to re-engage users who have become inactive?

Answer –

» In regard to design(ing) and interaction (UI/UX – User Interaction & User experience)

7. How do interface design principles influence user trust and perceived value in health-related applications?

Answer –

8. What role does visual hierarchy and information architecture play in guiding user behavior?

Answer –

9. In your view, how can micro-interactions and feedback mechanisms be leveraged to reinforce user actions and encourage return visits?

Answer –

» In regard to behavioral design & persuasive technology

10. How effective are behavioral design strategies such as nudging*, gamification*, or habit loops* in promotion of sustained engagement?

Answer –

> *Nudging* – A nudge is a way to influence behavior without coercion, increasing the likelihood that an individual will make a particular choice.
> *Gamification* – the application of typical elements of game playing (point scoring, competition with others, rules of play etc.) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.
> *Habit loops* – A habit loop, which consists of a cue, a routine, and a reward, can be a powerful tool to help you make positive changes in your life and build the types of routines that you crave.

     a. Probe (plausible): can you provide examples of apps that implement these strategies well?

Answer –

11. What ethical consideration should be taken into account when designing persuasive features in health apps?

Answer –

12. How can Dr. Ludidi's personal story, values, and professional identity be integrated into the app experience to strengthen user trust, emotional connection, and long-term engagement?

Answer –

   a. Probe (plausible): In what ways can personal branding (such as sharing authentic experiences, expert insights, or lifestyle philosophy) enhance the credibility and emotional appeal of a health app?

Answer –

⠀

» In regard to branding (platform), trust (honest and credible) and perception (so p.o.v.)

13. How does branding identity (tone of voice, values, visual design etc) influence user trust and loyalty in digital health platforms?

Answer –

14. What branding elements contribute to a perception of credibility and professionalism in wellness apps?

Answer –

15. How can a brand differentiate itself in a saturated digital health market to foster stronger user retention?

Answer –

⠀

» In regard to notifications (personalizing) and re-engagement strategies (to make it stick)

16. What are your expectations regarding the frequency, tone, and content of app notifications?

Answer –

   a. Probe (plausible): How do you distinguish between helpful reminders and intrusive alerts?

Answer –

17. In your opinion, what types of notifications are most effective in prompting user action without causing fatigue?

Answer –

18. How important is personalization in notification strategies, and what data should be leveraged in order to properly and successfully achieve this?

Answer –

19. Can you describe a notification system that you found particularly well designed or impactful?

Answer –

20. What is your first impression of the app?

Answer –