



Final Project – Consumer Behaviour

A smart wellness app concept: brand, product and go-to-market

Giuliano Cerullo

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Business Administration and Management

Introduction

This document explains the idea behind the project and offers a behind-the-scenes look at the promotional video that accompanies it.

WELL-B: Smart Wellness. Anytime. Anywhere.

WELL-B is an innovative, AI-driven digital health and wellness app that combines several tools to offer a truly unique user experience. It tracks and connects the main aspects of physical and mental well-being: mindfulness, physical activity, nutrition, sleep, mood and everyday health-related habits.

By combining personalised insights, habit-building recommendations and gamified rewards, WELL-B turns the journey towards a balanced, less stressful life into something rewarding and easy, empowering users around the world to take control of their health and build sustainable lifestyles.

At the heart of the app is **LIVIA**, a Life and Vitality coach that guides users every day towards a healthier, happier and more balanced life, so that they never feel alone along the way.

1. Branding Strategy

1.1 Name and tagline

The name is one of the key elements of the project. **WELL-B** plays on the expressions “well-being” and “well built”, linking directly to the brand’s core mission: promoting well-being as a whole and making it easier to achieve. It also stands for “**WELL**ness **B**ubble”, a reference to one of the app’s key features: a digital assistant that tracks the user’s progress and suggests what can be improved, creating a safe space in which users can follow their entire wellness journey.

The short, modern name feels tech-savvy and approachable. It is memorable and versatile, and it can easily extend to future products (for example WELL-B VR or WELL-B EDU), keeping the brand consistent across the whole range.

The tagline, “*Smart Wellness. Anytime. Anywhere.*”, is deliberately simple: it states the overall objective of the project and reflects the brand’s mission and vision.

1.2 Logo and visual identity

The logo is a circular composition of two elements: a small plant in bloom at the top and the waves of the sea below. The circle conveys balance and unity, the plant stands for growth, and the minimal, modern style adds an innovative touch.

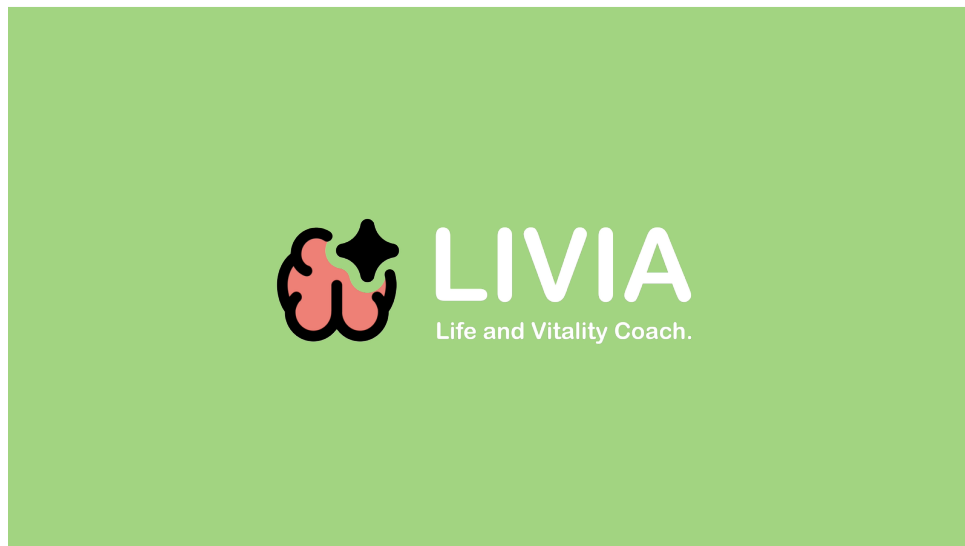


The logo comes in two variants: a **white** version, the official one used across the main branding, and a **black** version, used only on white interfaces for legibility. A more colourful version was explored in the early stages but discarded, as it was too visually heavy for the app's interfaces.

Discarded colour version of the logo



Brand colour · HEX #A2D580 — a fresh shade of green that evokes nature, growth and harmony, and sits at the heart of WELL-B's visual identity.



The LIVIA logo, designed for the app's personal coach

1.3 Brand personality and communication

Four qualities describe the brand's personality and guide all of its communication:

- **Empathetic:** it puts users' well-being at the centre of its values.
- **Innovative:** it is a lifestyle project built on modern technology, starting from its AI-driven approach.
- **Inspirational:** it encourages positive change through simple, achievable recommendations.
- **Accessible:** it is easy to use and inclusive for a wide and diverse global audience.

Although the app is AI-driven, expressions such as "Artificial Intelligence" are deliberately avoided in public communication, because many people are still sceptical about AI when it comes to health and lifestyle. The brand prefers "machine learning", which reinforces the idea that LIVIA learns from what users share with the app.

2. Key Features

2.1 Gamified multidimensional tracking

WELL-B tracks six domains of health:

Domain	What the app does
Mindfulness & Mental Health	Guided meditations, stress-management tools and a sound library for sleep and relaxation
Physical Activity	Tracks the user's workout routine and, through wearables (e.g. Apple Watch, Google Fitbit), heart rate, steps and calories
Nutrition	Food logging with AI-powered meal recognition and personalised dietary tips
Sleep	Monitors sleep duration and quality and suggests better sleep habits; supports wearables
Mood & Emotional Health	Daily check-ins to track mood, spot patterns and recommend uplifting activities
Healthy Habits	The most customisable area: users pick the habits they want to build, such as hydration, screen time or reading

Users earn points by completing tasks, such as reaching a step goal, meditating in the morning or drinking enough water. Points unlock virtual badges, personalised content and eco-conscious rewards such as tree planting. Daily summaries, weekly trends and long-term goals can be switched on and customised to keep users engaged.

2.2 LIVIA, the AI-driven personal coach

LIVIA (Life + Vitality) acts as a personal coach that guides users through their wellness journey. Users can chat with LIVIA by text or voice, asking what to improve in their lifestyle, which small actions today will have the biggest long-term impact, or more general questions, helping raise awareness of healthy living among a growing audience.

LIVIA also works as a motivator: it gives real-time recommendations based on the user's behaviour and metrics, sets achievable micro-goals, and brings all the data together in a daily health score and a weekly wellness report.

2.3 Wearable and device integration

WELL-B would be available as a free download on the App Store and Google Play, with a dedicated version for supported wearables such as the Apple Watch. The app also syncs with popular fitness trackers via Bluetooth and with sleep, fitness and nutrition apps through in-app authorisation. An Apple Vision Pro app would follow, with exclusive features such as immersive meditations and relaxing landscapes.

3. Alignment with the Sustainable Development Goals

WELL-B encourages a sustainable lifestyle through its everyday use and aligns with four of the UN Sustainable Development Goals:

SDG	How WELL-B contributes
SDG 3 · Good Health and Well-being	Improves physical and mental health through personalised recommendations
SDG 4 · Quality Education	Teaches healthy habits, mindfulness and nutrition through freely accessible resources
SDG 10 · Reduced Inequalities	The freemium model keeps the app accessible to underserved communities: no learning resources are locked behind the subscription
SDG 13 · Climate Action	Rewards eco-conscious behaviour and contributes to tree planting

4. Unique Selling Proposition

WELL-B combines AI-driven personalisation, gamified wellness and a positive environmental impact to offer an innovative approach to physical and mental health, in a single app.

Mission	To transform personal well-being through the latest technology, with a guided approach that empowers and motivates people to achieve balance and growth.
Vision	To redefine well-being as a guided journey that feels achievable rather than overwhelming, and is easy and accessible for everyone.

5. Business Model: Freemium and Premium

WELL-B is designed to be accessible to everyone. The free tier already includes all the essential tools to start a wellness journey, while a paid tier offers deeper personalisation.

Free	Premium · €4.99 / month
Tracking of all six health domains Gamified challenges and rewards LIVIA coaching and wellness reports All learning resources	Advanced meal recognition through the smartphone camera Progressive fitness coaching with LIVIA Exclusive immersive meditations on Apple Vision Pro

6. Course Concepts Applied

The project brings together several key concepts from the course and applies them to a real-world product.

- **Consumer satisfaction**, built on social incentives, immediate rewards and progress monitoring.
- **Maslow's hierarchy of needs**, the foundation of the whole project: the app addresses needs ranging from health and safety to belonging and self-fulfilment.
- **AIDA model**:
 - **Attention**: the unique value proposition and eco-friendly positioning draw initial interest.
 - **Interest**: gamification and personalised insights sustain engagement, adapting to each user's preferences and habits.
 - **Desire**: the promise of a healthier lifestyle and tangible benefits build an emotional connection.
 - **Action**: easy access and clear calls to action turn interest into active use.
- **Customer experience**, with stress-management tools and rewards designed to make healthy routines feel positive and satisfying.
- **AI in loyalty programmes**: personalised coaching and dynamic recommendations create an experience tailored to each user, which keeps them coming back.

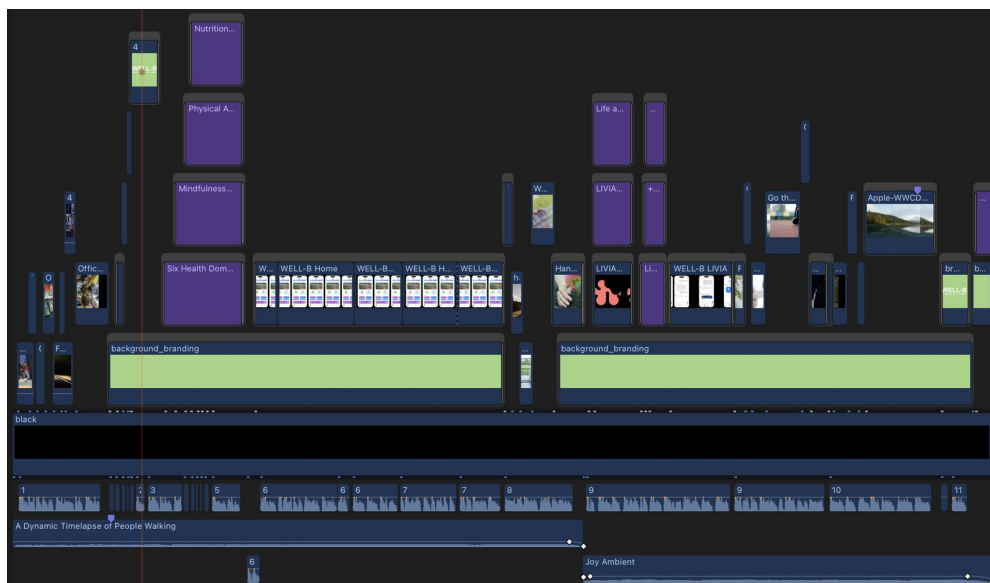
7. About the Video: Tools and Behind the Scenes

Three tools were used to build the project in all its parts:

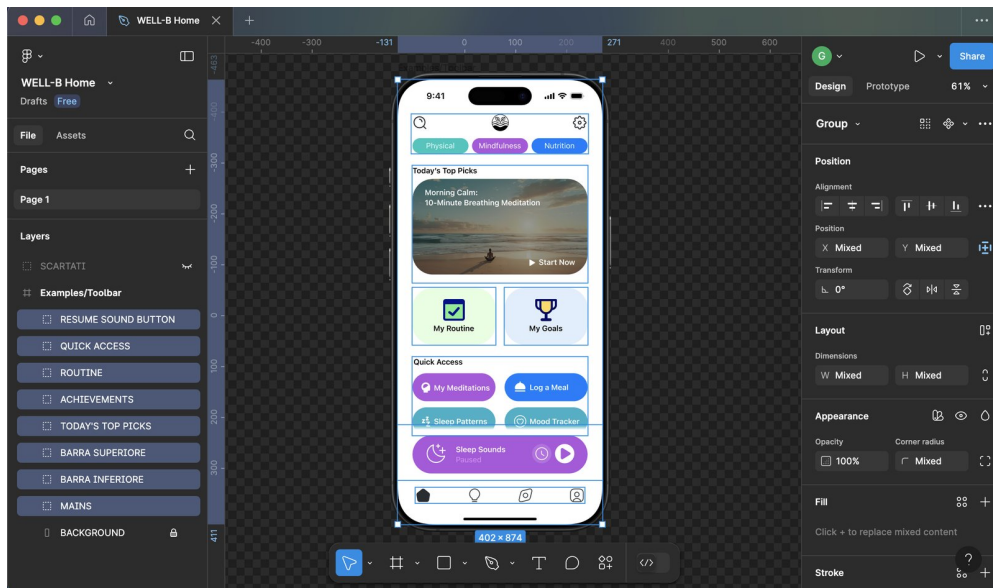
- **Adobe Illustrator** for the branding of WELL-B and LIVIA: logos, lettering and the overall visual identity.
- **Final Cut Pro X** for editing the promotional video.
- **Figma** for the app's user interface and user experience, the iPhone mockups and the health-domain icons used throughout the video.



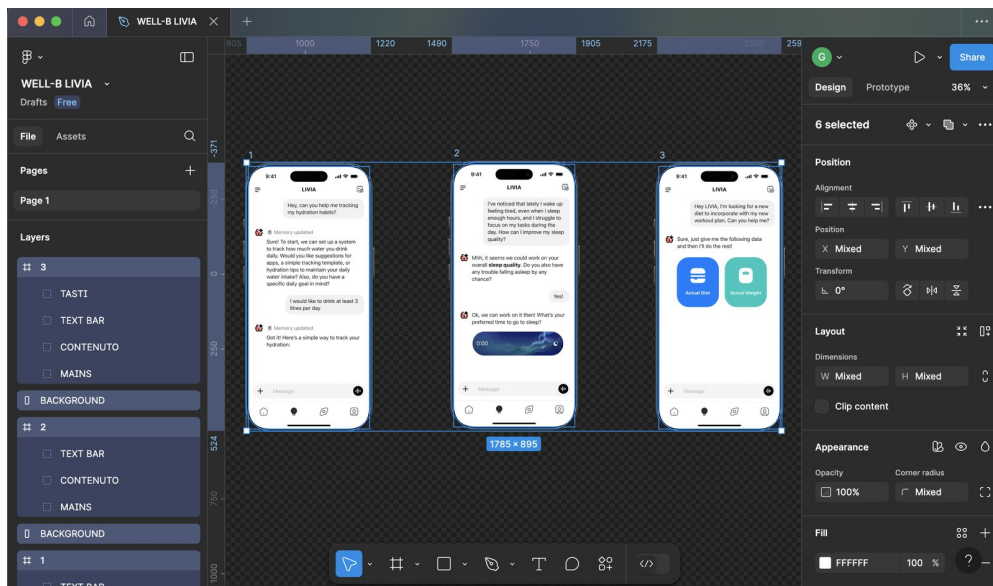
Designing the WELL-B logo in Adobe Illustrator



Editing the promotional video in Final Cut Pro X



Designing the app's home screen in Figma



LIVIA chat screens and iPhone mockups in Figma