

'App'preciating User Needs Early in Digital Health Innovation

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1 PROBLEM

4 in 5 Health Apps are **unreliable**¹.



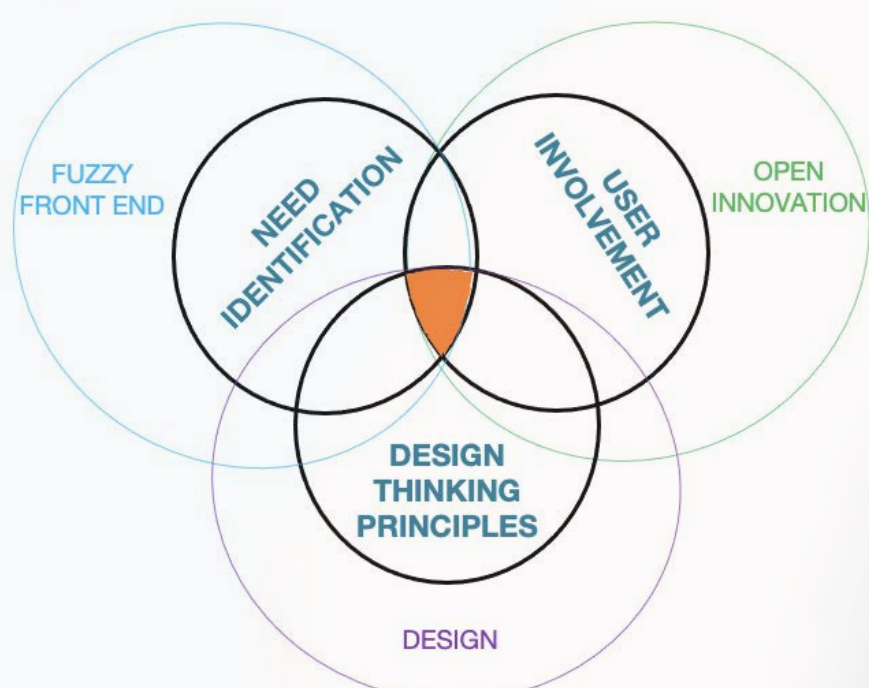
Key reason:

Failure to identify users' unmet needs in the "fuzzy" front-end of innovation.

Research on early-stage user involvement (EUI) in health apps is **sparse, highly fragmented**, and **unspecific**, regarding:

- **Methods** that can help improve need identification.
- **Factors** that facilitate and inhibit user involvement in innovation.

2 THIS RESEARCH



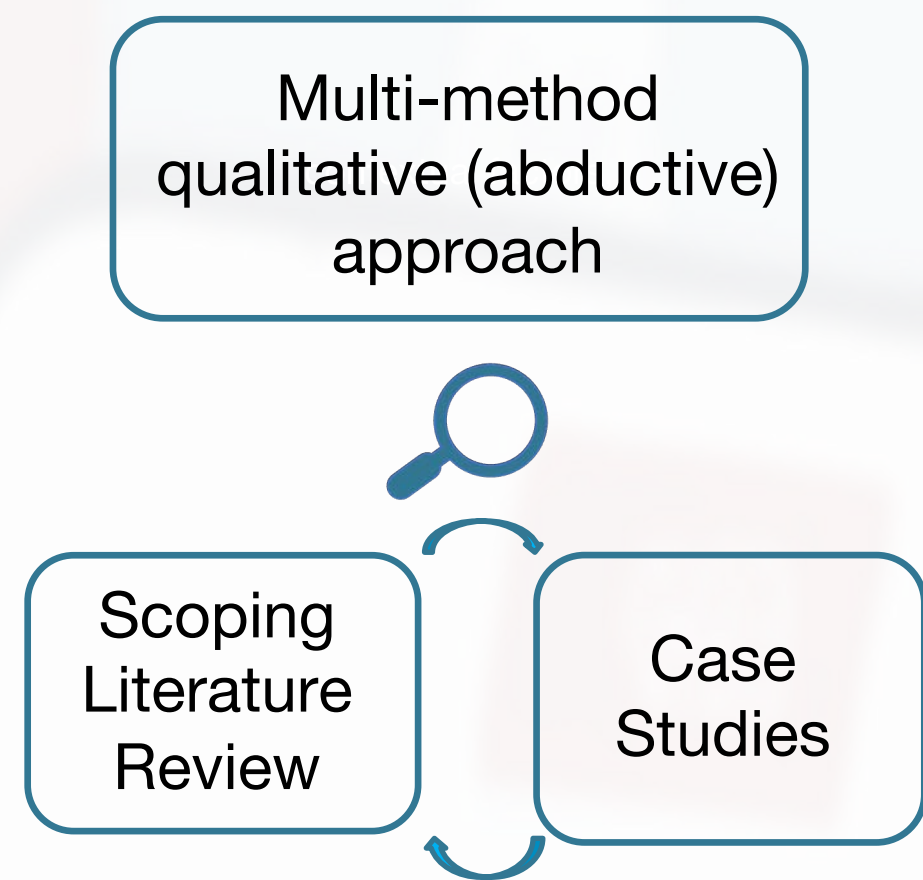
Investigates:

- **EUI** in improving need identification for user-centric health app development.
- **Enablers, barriers, and contextual factors** in EUI in innovation.

3 RESEARCH QUESTIONS

1. What role does EUI play in firms' need identification approaches in health app development?
2. What major enablers and barriers impact EUI in health app development?

4 RESEARCH DESIGN



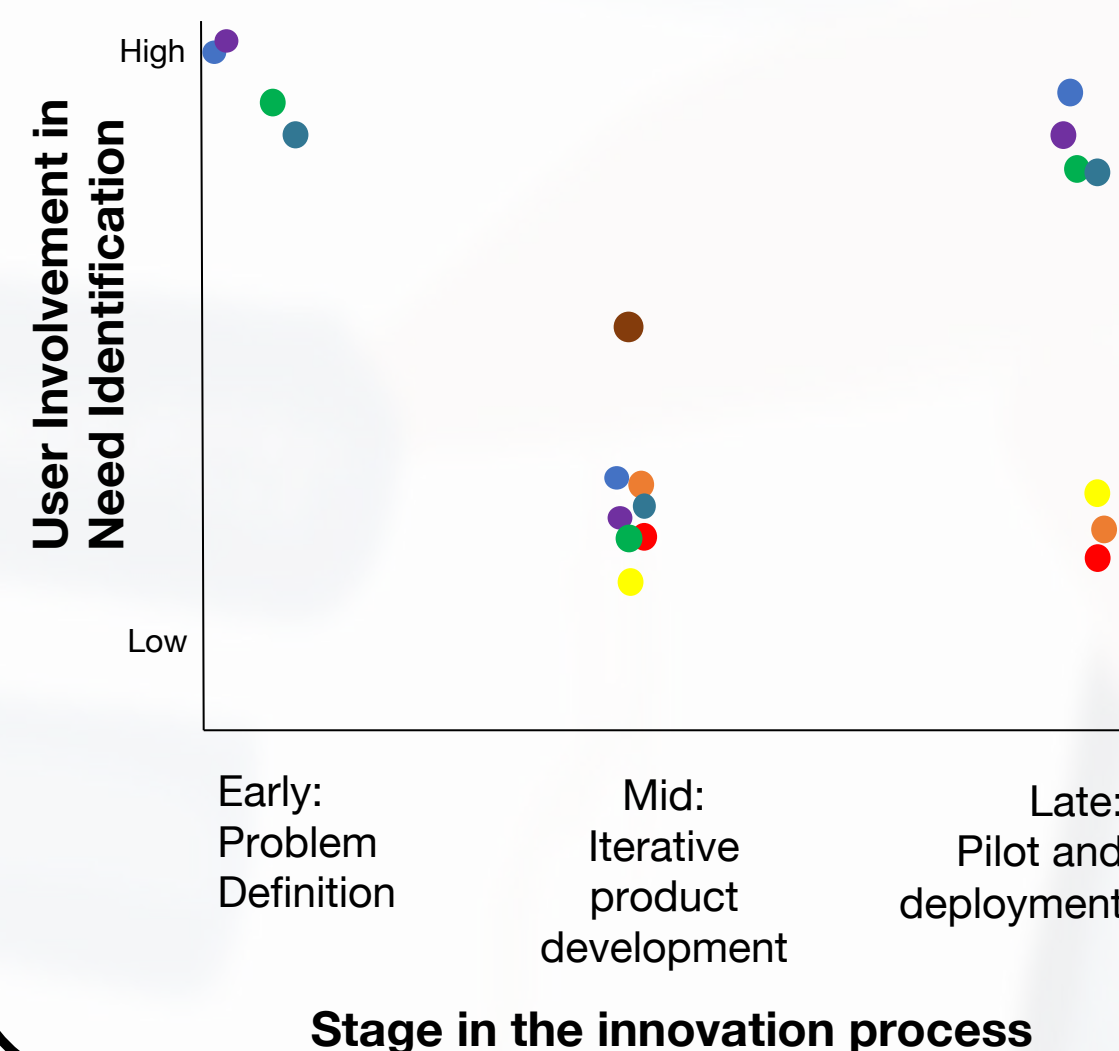
5 PRELIMINARY FINDINGS

EUI Enablers

- **Design-based methods** for need identification.
- Diverse user **access & representation**.
- **CXO** (senior management) characteristics.

EUI Barriers

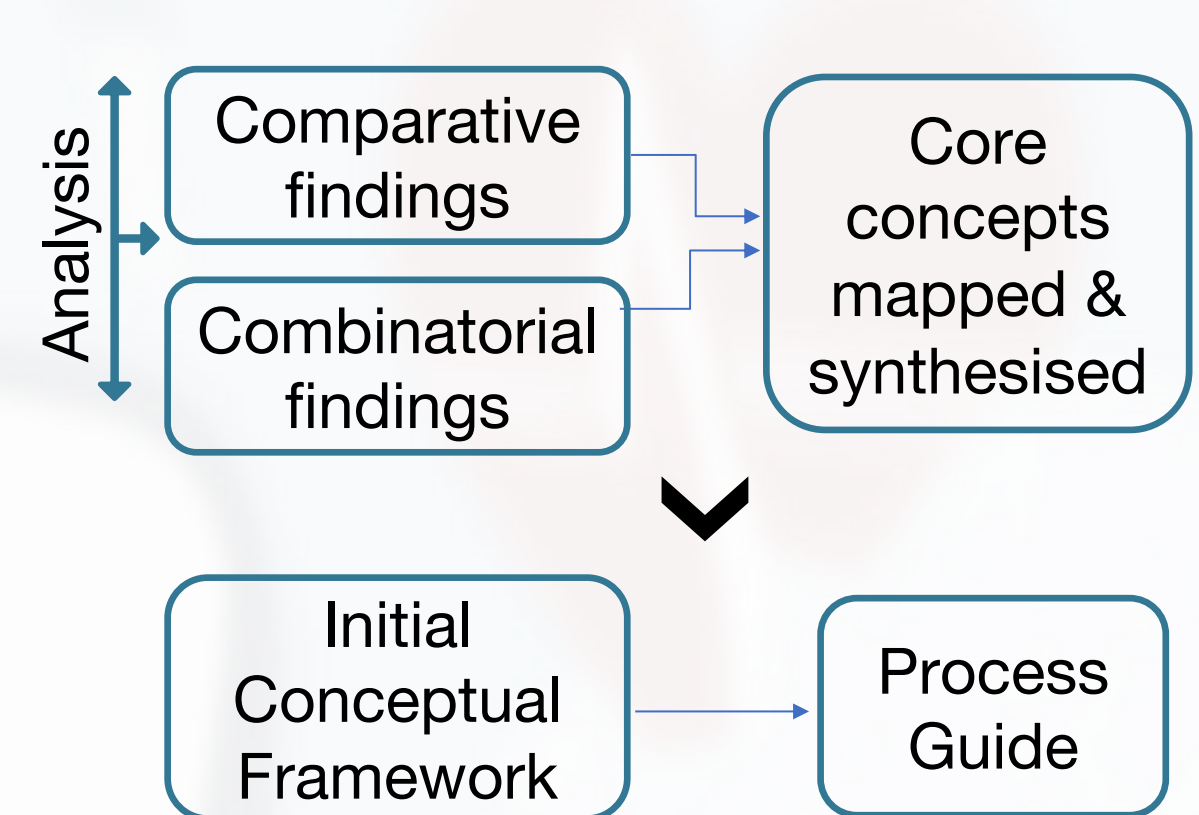
- **Resource-intensiveness** (cost & time).
- Fear of **users' influence** on developers' own ideas.
- **Power dynamics & communication gaps** between firms and users.



CONNECT

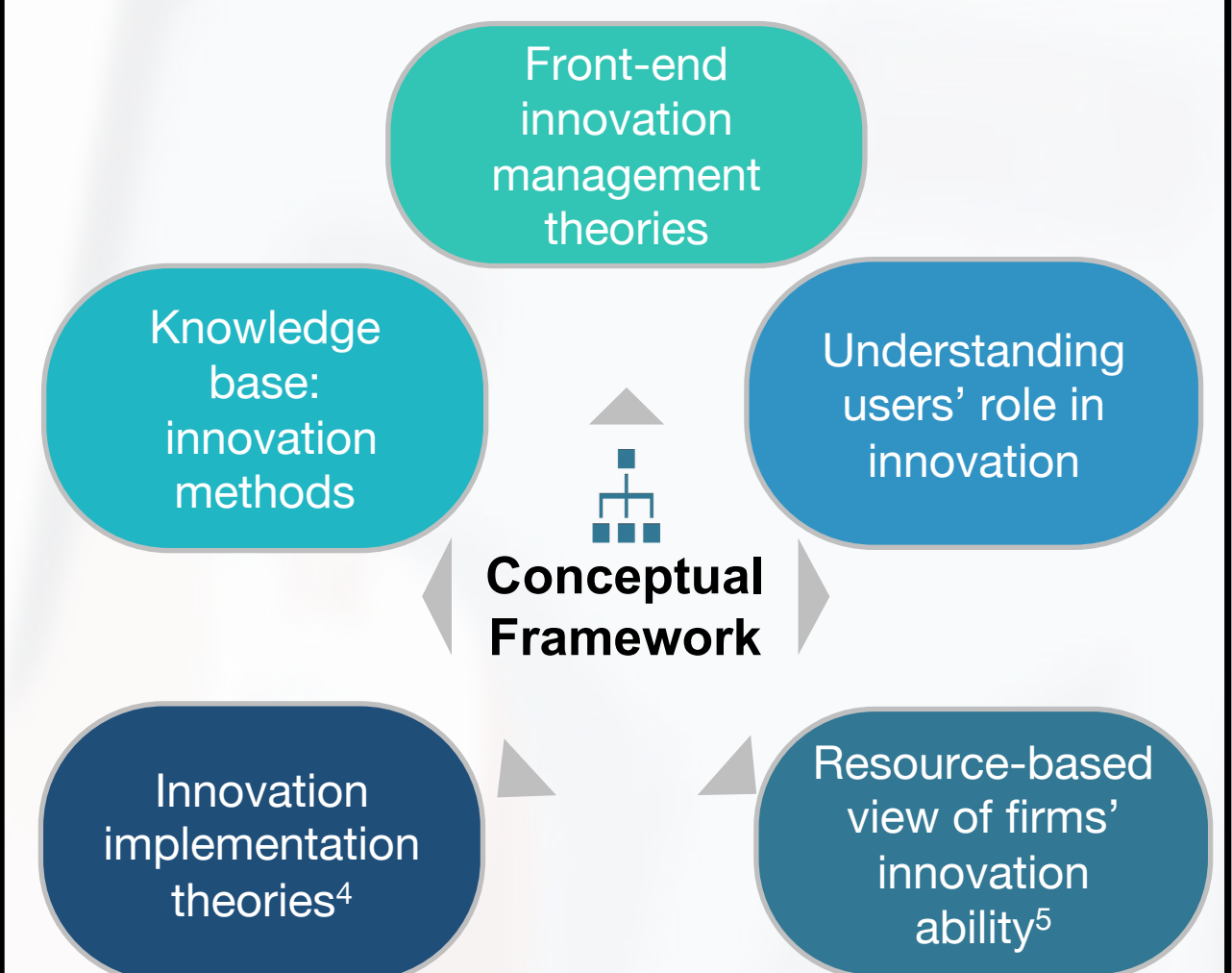


6 FUTURE WORK



7 IMPACT

Theoretical contributions



Practical contributions

- More **accurately-informed starting point** for firms & innovators.
- Guide firms' **key considerations to empower sustainable health behaviours** via effective **digital health integrations** (e.g., telemedicine).
- Extend firms' **competitive advantage** through **user-involved service innovation**.

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