

## Opportunity Statement 3



**How might we make Pulse relevant and accessible to users who may not have the required technology infrastructure?**

### Insights:

Pulse is a freemium health and wellness mobile app that supports users in their journey towards a healthier and wealthier life. We are seeking out creative ways that people can use the app for themselves or their social groups.

#### Diversity

Across the diverse markets we serve, there is a variation in how users live, work and play. In some markets, users may not see the need nor have sufficient infrastructure to use the feature-rich solutions in Pulse.

**How might we help users to curate an essential journey within Pulse that best serves their needs?**

#### Community

With the isolation and distancing brought on in the past years by Covid-19, people feel the need for connection and belonging more so than ever. Whether it is bonding in person or tapping onto digital and social media, there is power in the community.

**How might we tap into the power of the community and enable users to grow with their community?**

#### Inclusivity

Planning for their wealth and health may seem to be an afterthought for some who are focused on getting by day to day.

Providing people with affordable products and greater access to healthcare with emphasis on inclusive offering to meet the needs of the underserved segments.

**How might we engage users to start planning and prioritizing their health and wealth regardless of their financial background?**