BOK

AI-Powered Wellness Service

PROJECT AI-Integrated Wellness Solution

ROLE UX UI Design Lead

DURATION Dec 2023 – Jan 2026 (2 yrs 2 mos)

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Project Overview

BOK is a **wellness experience design project** that translates wearable data (HRV, sleep, stress, etc.) and user dietary logs into **human-readable language,** providing **personalized daily solutions** to maintain autonomic balance.

Problem Definition

The autonomic nervous system (ANS) influences every aspect of daily life, including sleep, stress response, digestion, and recovery. However, users find it difficult to intuitively understand their own ANS state.

While existing wellness apps provide metrics such as HRV, sleep, and stress, it remains unclear how this data connects to a user's current condition or their daily choices.

As a result, users experience the following pain points:

- **Data without Meaning:** Data is available, but interpreting its significance is difficult.
- **Lack of Actionable Insights:** Poor interpretation prevents data from translating into actual behavior.
- **Low Retention:** Without clear value, using the app fails to become a consistent routine.

Design Goals

The goal was to **translate various health signals generated by the user into understandable feedback** rather than definitive diagnoses, helping users monitor their own status and sustain consistent, small behavioral adjustments.

HOW MIGHT WE

How might we design an experience that effectively translates wearable health data into actionable daily behaviors?

Design Principles

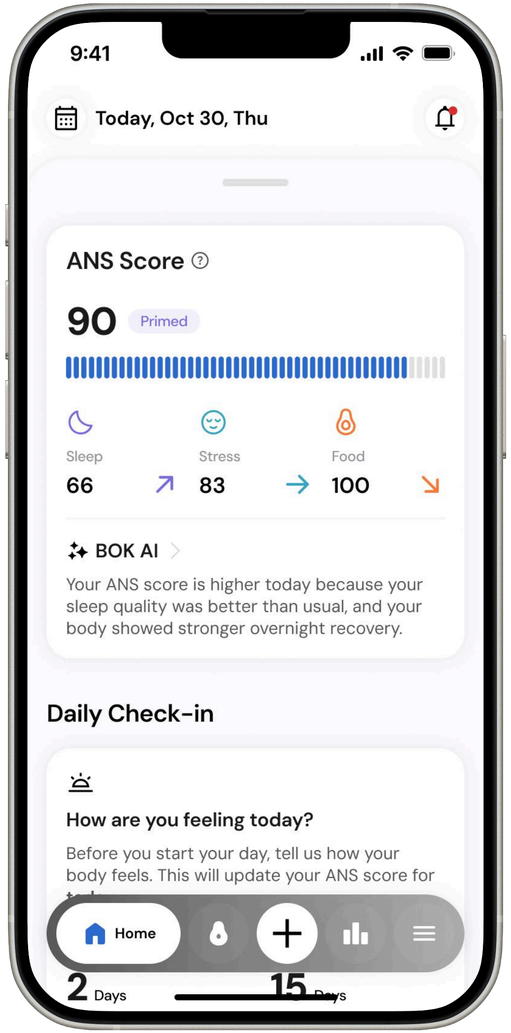
The following design principles guided the development of this project:

- Interpretation-centered design, not diagnosis
- UX that prioritizes user agency
- Information architecture that prioritizes context over metrics
- AI as a facilitator, not a judge
- Maintaining appropriate tone of voice to ensure trust

Core User Flow

Autonomic State Feedback UI

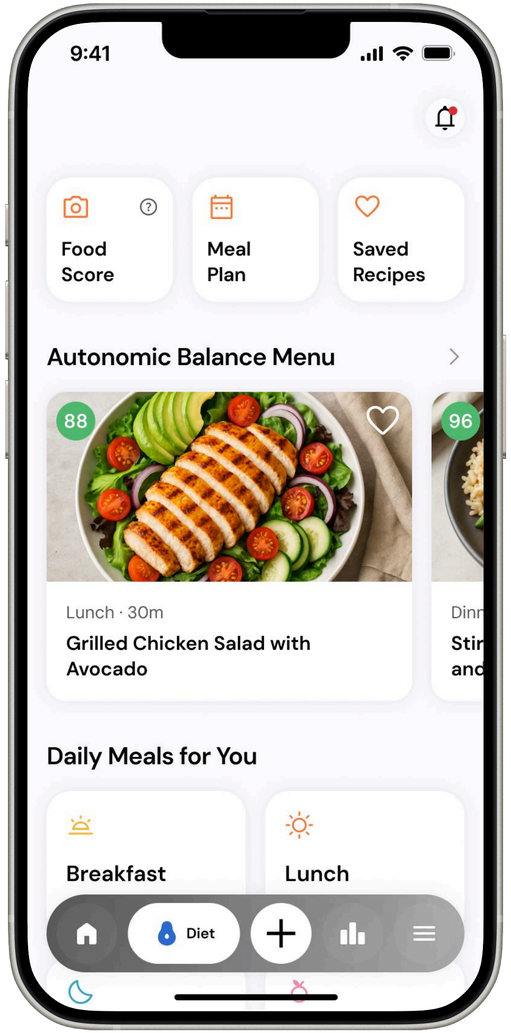
Designed a comprehensive scoring system on the main screen that integrates autonomic balance with key health metrics, enabling users to intuitively perceive their real-time condition.



Core User Flow

Personalized Diet Recommendation UI

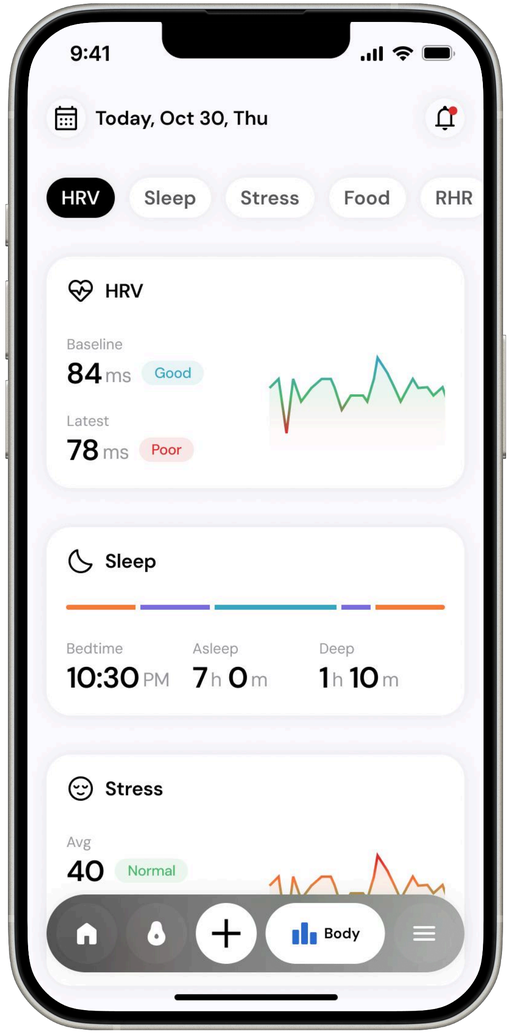
Suggests optimal, personalized meal plans to support autonomic regulation by matching analyzed health data with the user's dietary preferences.



Core User Flow

Wearable Data Dashboard UI

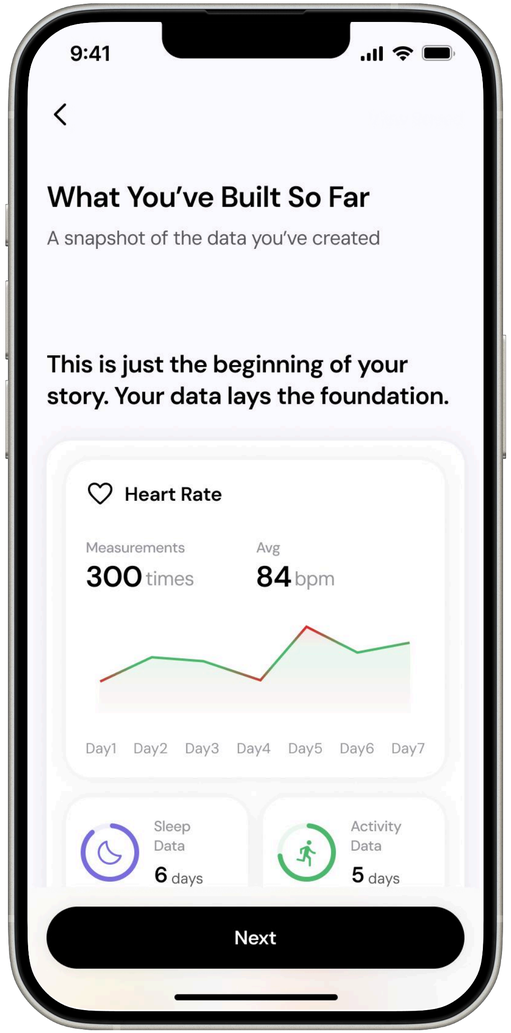
Built an integrated dashboard that visualizes complex raw data from wearables, allowing users to monitor trends in key biomarkers—such as sleep, activity levels, and HRV—at a glance.



Core User Flow

Periodic Report UI

Issues visualized periodic reports that deeply analyze accumulated health data to provide actionable health insights and allow users to track long-term trends.



System Architecture

The system is designed with the following framework:

1. Integrates with health data to collect metrics such as HRV, sleep, stress, and activity levels.
2. Allows users to log their dietary habits and daily lifestyle patterns.
3. Utilizes AI to synthesize multiple signals into digestible, easy-to-understand feedback.
4. Provides personalized lifestyle suggestions tailored to the user's current status.
5. Establishes a feedback loop for daily and weekly reflection and adjustments.

Key Design Decisions

The following design decisions were made for this project:

- Data visualization was carefully calibrated to prevent health anxiety and over-interpretation.
- AI feedback was designed using suggestive rather than imperative language.
- Explanations and context were prioritized to enhance user agency and understanding.

Constraints & Learnings

- **Technical Feasibility:** The importance of aligning design vision with technical infrastructure.
- **Strategic Design:** Gained a deeper understanding of designing for product sustainability within organizational constraints.

Conclusion & Retrospective

BOK is a project designed to bridge the gap between various user-generated health signals and understandable language through daily routines.

Through this project, I identified the critical **importance of maintaining a trustworthy tone in the health domain**—where uncertainty often exists—while designing **AI interactions that preserve user agency.**


Thank you
Diet
Body
Fruit
Avocado
Exellent
100
Calories
320 kcal
Protein
4.0 g
Carbs
17.0 g
Fats
29.0 g
9:41
Sleep
Oct 30, Thu
Stages
7 h 0 m
Asleep
1 h 10 m
Deep
AWAKE
1h 7m · 15 %
REM SLEEP
Optimal
2h 49m · 38 %
LIGHT SLEEP
Low
25m · 5 %
DEEP SLEEP
Nomal
30m · 7 %
Heart Rate
50 bpm
Good
8:00 AM
50~60 bpm
Good
Range
New Chat
Hi Jane, I can walk you through today's ANS changes in more detail. Your higher score is mostly coming from better sleep efficiency and stronger overnight recovery.
Would you like to see which part of your sleep improved the most?
11:32 AM
Yes, Please.
11:32 AM
Sleep Improvement Highlights
You slept more consistently last night, and your recovery signals were noticeably stronger.
Here's what stood out
• Sleep Efficiency went up compared to your usual pattern, meaning you stayed
Message BOK
TYPE 3
Trigger-Sensitive
Your nervous system is like a smoke alarm - reacts to everything.
ENERGY
SLEEP
Today, Oct 30, Thu
HRV
Sleep
Stress
HRV
Baseline
84 ms
Good
Latest
78 ms
Poor
Sleep
Sleep
66
Stress
83
BOK AI
Daily Check-in
How are you feeling today
Home
2 Days
Lunch
Salad with
Built So Far
Avg
84 bpm