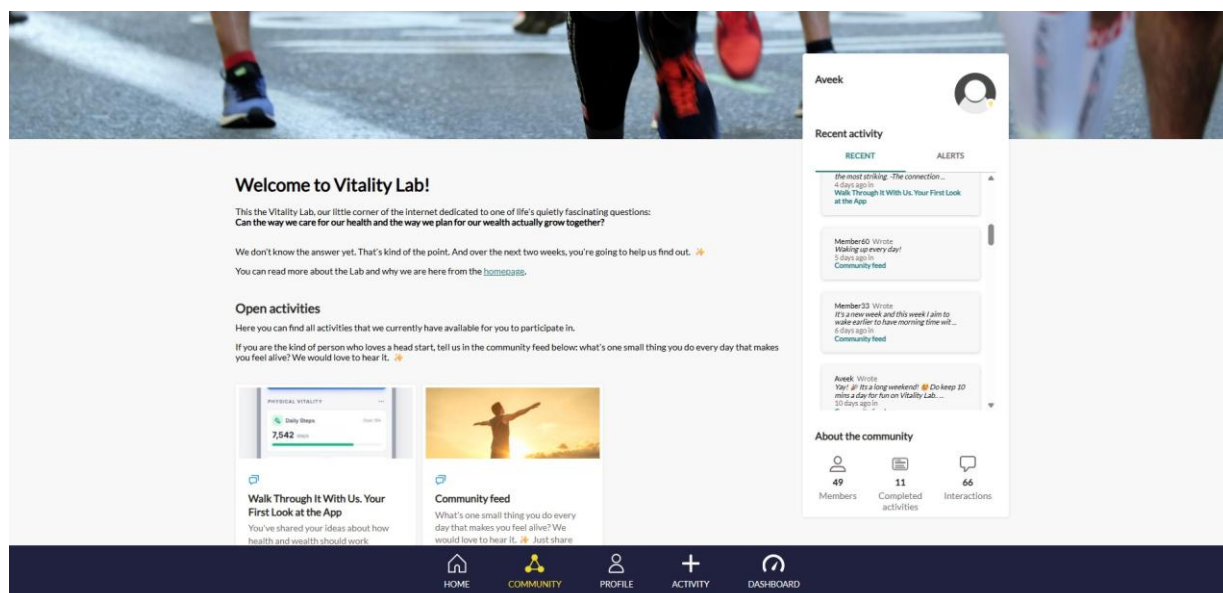


# Vitality Lab Community

How Cognit Consulting helped a financial services client understand the health-wealth connection using online innovation community



The Vitality Lab Community platform, powered by Leanlab Customer Lab

## A research question at the intersection of two disciplines

We wanted to understand how working professionals experienced the relationship between **physical health and financial wellbeing**. Was the connection real, or merely a marketing narrative? And if real, could it support a new category of integrated products?

We wanted to target working professionals across Singapore and Malaysia, people aged 25 to 45, managing careers, families, and competing financial priorities. The research question was both conceptual and commercial: do health and wealth actually behave as connected systems in people's lives?

## Traditional research couldn't capture the dynamic

One-off surveys return intentions, not lived experience. Focus groups surface group dynamics, not personal tensions. Neither method could capture the week-by-week trade-offs, emotional reasoning, and behavioural patterns that shape real decisions about health and money. The client needed research that could flex moving between qualitative storytelling, quantitative

attitude measurement, and collaborative concept testing in a single, sustained engagement across two markets.

## Could a structured online community deliver the depth required?

Could a single research platform generate the breadth of data needed to build a validated strategic framework across Singapore and Malaysia, across 14 days, across multiple research formats while maintaining authentic member engagement throughout?

## The Vitality Lab Community, powered by Leanlab

Cognit Consulting designed and ran an end-to-end online innovation community using the Customer Lab platform by Leanlab. The community brought together 48 professionals recruited from Singapore and Malaysia, engaging them across 9 distinct research activities over 14 days.

The research design spanned open narrative prompts, structured polls, ideation activities, tug-of-war exercises, and formal concept tests all within a single managed community environment. An AI Research Advisor (AIRA) built on Claude supported real-time moderation and analysis throughout.

Test activities								
Activity	Activity name	Editor	User groups	Start date	End date	Status	Response rate	Actions
Survey	Test Survey			1.5.2026		Draft	-	
Open activities								
Activity	Activity name	Editor	User groups	Start date	End date	Status	Response rate	Actions
Discussion	Walk Through It With Us, Your First Look at the App		All members	6.5.2026	10.5.2026	Live	6% (n=3)	
Preference test	Money That Grows When You Do: Select the BEST Concept for YOU		All members	2.5.2026	7.5.2026	Closed	19% (n=9)	
Discussion	Who can help with it		All members	1.5.2026	5.5.2026	Closed	14% (n=6)	
Discussion	ROUND 3: The Tug-of-War Between Now and Later		All members	30.4.2026	4.5.2026	Closed	11% (n=5)	
Discussion	ROUND 2: The Venn Diagram Challenge		All members	29.4.2026	3.5.2026	Closed	12% (n=5)	
Discussion	ROUND 1: The Ripple Effect Story		All members	28.4.2026	2.5.2026	Closed	18% (n=8)	
Survey	Where Are You Right Now?		All members	27.4.2026	2.5.2026	Closed	24% (n=10)	
Discussion	The Health-Wealth Connection		All members	26.4.2026	27.4.2026	Closed	5% (n=2)	
Poll	Lightning Poll = One-Word Response		All members	25.4.2026	27.4.2026	Closed	24% (n=10)	
Image gallery	"My Secret Wellness Weapon"		All members	25.4.2026	27.4.2026	Closed	17% (n=7)	
User Video	Saturday Wellness Check-In: Photo & Video Activity		All members	24.4.2026	26.4.2026	Closed	5% (n=2)	
Poll	Quick Poll		All members	24.4.2026	28.4.2026	Closed	24% (n=11)	
Discussion	Community feed		All members	24.4.2026	17.5.2026	Live	31% (n=15)	

The Customer Lab dashboard: real-time participant tracking and activity management

## WHAT WE FOUND

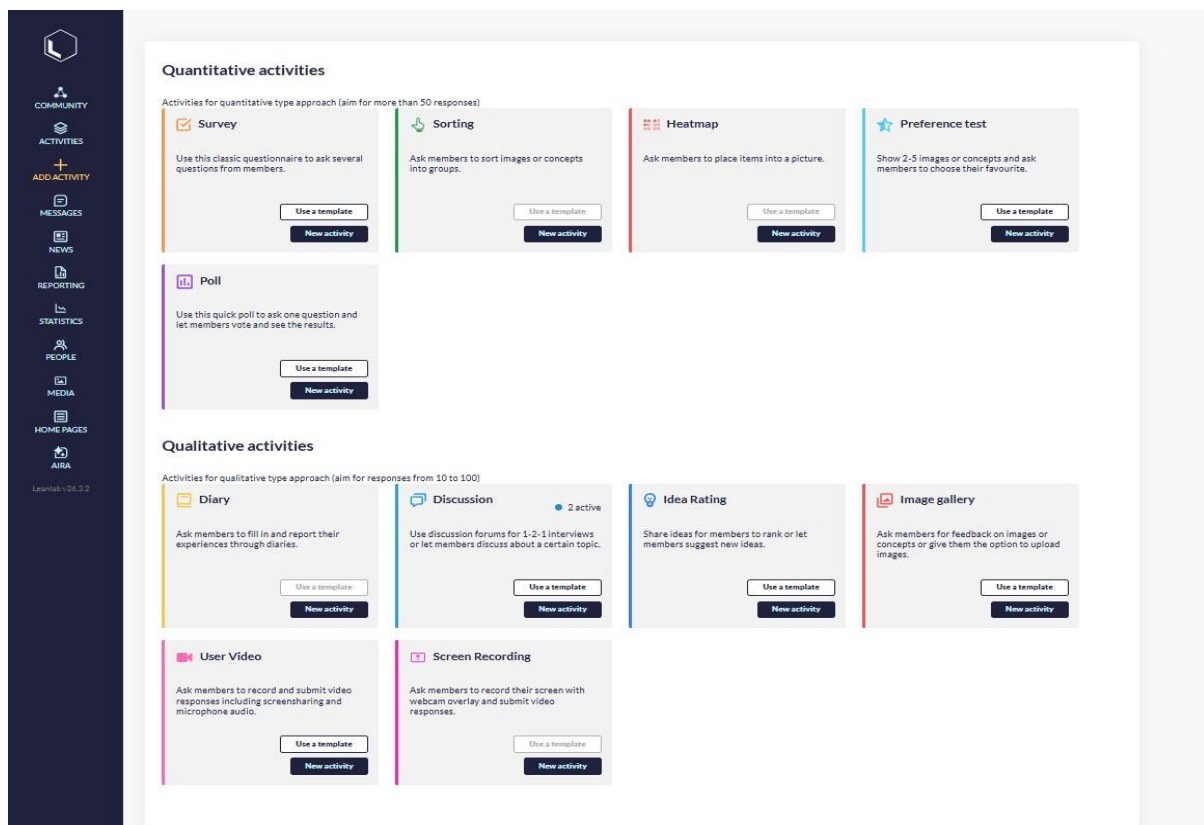
### Seven themes. One integrated model.

Across every activity, the same insight emerged: health and wealth are not separate silos. They function as co-dependent systems amplifying each other when both are strong and dragging each other down when one breaks.

- The Compounding Feedback Loop:** health and wealth are bidirectional amplifiers. When one rises, so does the other.
- The Consistency Principle:** small daily habits are the shared engine of health and financial outcomes.
- The Present-Future Gap:** members understand long-term compounding logic, but short-term pressures dominate daily decisions.
- The Cost-of-Health Barrier:** financial constraints actively block health investment and this barrier compounds negatively over time.

5. **Identity-Driven Archetypes:** members carry distinct self-images (body-first, money-first, balancer) that shape their trade-offs.
6. **The Institutional Blind Spot:** there are no current product bridges health and financial wellbeing. Members feel unserved by fragmented institutions.
7. **Holistic Vitality as the Goal:** beyond health and savings, members are aspiring for freedom, presence, and longevity.

<p><b>90%</b> <b>Health-Wealth Connection</b></p> <p>Participants agreed that physical health and financial health are deeply connected.</p>	<p><b>7</b> <b>Strategic Themes</b></p> <p>Cross-validated themes spanning narrative, survey, concept testing, and ideation data.</p>
<p><b>4</b> <b>Product Concepts Tested</b></p> <p>Health-linked financial products tested for design preference and engagement intent.</p>	<p><b>6</b> <b>Testable Hypotheses</b></p> <p>Hypotheses generated to guide next-phase quantitative research and product development.</p>



9 research activity types deployed across 14 days

*"Health = Happiness. Wealth = Freedom to enjoy that Happiness via opportunities, choices and options. Health and Wealth are intertwined and you require a balance of both to truly enjoy your life."*

- Community member, Vitality Lab (Health-Wealth Connection Activity)

## OUTCOMES

### From research to strategic framework

The Vitality Lab delivered more than findings. It delivered a validated model, testable hypotheses, and design-ready product principles. The **Vitality Compound Model** built from the community's themes provides a strategic framework for integrated product development, with four structural barriers identified and three product entry points defined.

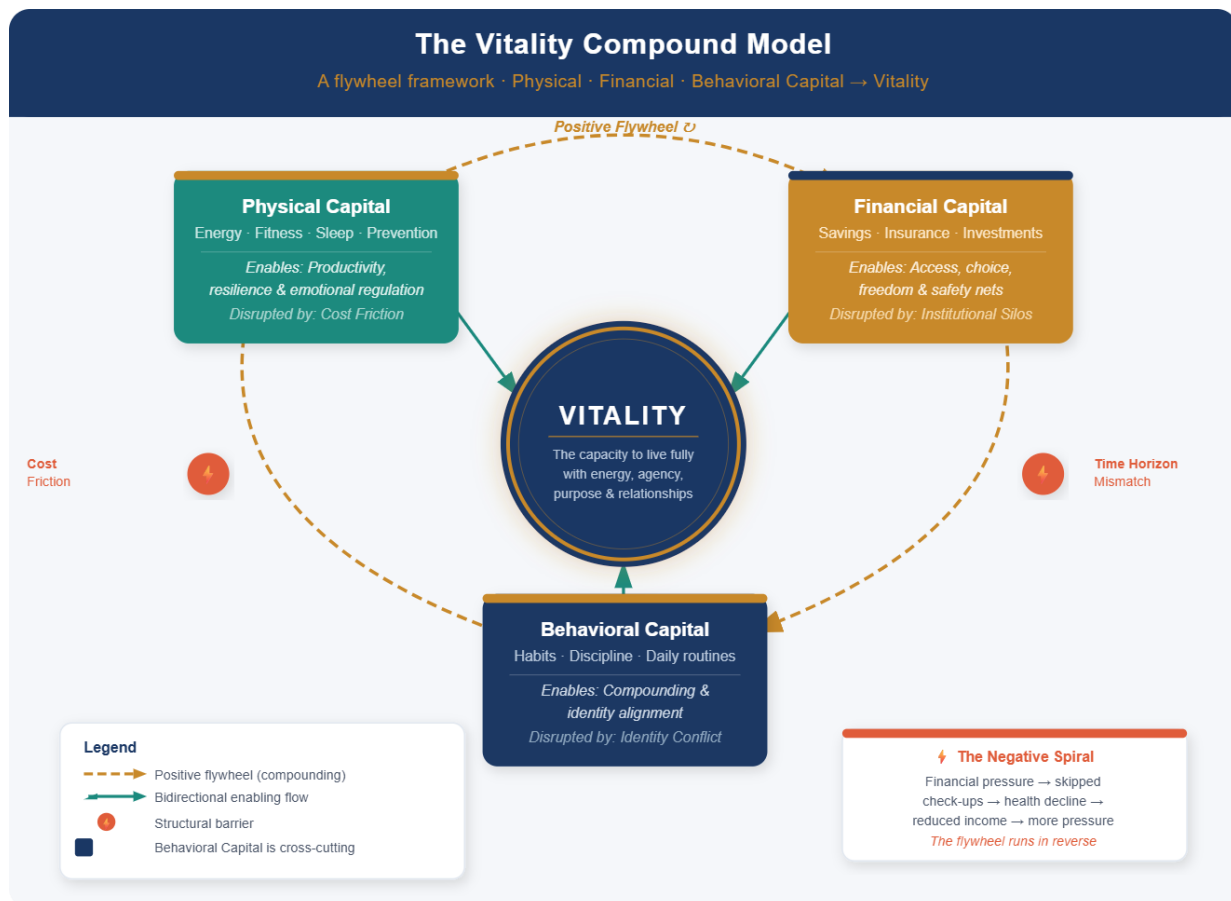


Figure 1: The Vitality Compound Model- three interconnected capitals producing shared Vitality

### About Cognit Consulting

Cognit Consulting is a strategic research consultancy specialising in consumer insight, community-based research, and product strategy. We design and run end-to-end research programmes from recruitment and community management to moderation, analysis, and insight delivery.

We use the Customer Lab platform powered by Leanlab to run online research communities that go beyond surveys combining qualitative depth with quantitative breadth in a single managed environment.