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An Overview of an AI-Powered Wellness Application: The Disha App

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ARTICLE HISTORY

Paper Nomenclature: View Point (VP)
Paper Code: GJEISV17I3JS2025VP1
Submission at Portal (www.gjeis.com): 05-July-2025
Manuscript Acknowledged: 11-July-2025
Originality Check: 25-July-2025
Originality Test (Plag) Ratio (Drillbit): 02%
Author Revert with Rectified Copy: 05-Aug-2025
Peer Reviewers Comment (Open): 17-Aug-2025
Single Blind Reviewers Explanation: 22-Aug- 2025
Double Blind Reviewers Interpretation: 28-Aug-2025
Triple Blind Reviewers Annotations: 30-Aug-2025
Author Update (w.r.t.correction, suggestion & observation): 16-Sept-2025
Camera-Ready-Copy: 21-Sept-2025
Editorial Board Excerpt & Citation: 27-Sept-2025
Published Online First: 30-Sept-2025

ABSTRACT

Purpose: This paper presents a descriptive and exploratory review of the Disha AI-powered wellness application, placing it in the broader context of AI-enabled wellness technologies. The study addresses the limited academic focus on the AI-powered wellness mobile apps.

Design/Methodology/Approach: Using a feature-based descriptive approach and a literature review, the study assesses the main functions, personalization techniques, and user support features of the Disha application. The paper also discusses the potential benefits, limitations, and ethical issues associated with these AI-driven wellness platforms.

Findings: The findings show that the Disha app acts as a digital wellness coach by offering tailored lifestyle advice, AI-powered interactions, and comprehensive wellness support. Although the app adheres to important AI-enabled mHealth principles like personalization and flexibility, issues concerning transparency, clinical validation, and data privacy are still present.

Originality/Value: Most of the commercially available AI wellness apps have not been academically evaluated in a systematic manner. This research offers an initial academic perspective on a commercially developed wellness app, contributing to the ongoing discussion about AI-based digital health tools and highlighting future research directions.

Paper Type: View Point

KEYWORDS: AI Health and Wellness Applications | e-health, mHealth | Digital Health Coaching | Artificial Intelligence AI, Wellness Technology

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- Present Volume & Issue (Cycle): Volume 17 | Issue-3 | Jul-Sept 2025
- International Standard Serial Number: Online ISSN: 0975-1432 | Print ISSN: 0975-153X
- DOI (Crossref, USA) https://doi.org/10.18311/gjeis/2025
- Bibliographic database: OCLC Number (WorldCat): 988732114
- Impact Factor: 3.57 (2019-2020) & 1.0 (2020-2021) [CiteFactor]
- Editor-in-Chief: Dr. Subodh Kesharwani
- Frequency: Quarterly
- Published Since: 2009
- Research database: EBSCO https://www.ebsco.com
- Review Pedagogy: Single Blind Review/ Double Blind Review/ Triple Blind Review/ Open Review
- Copyright: ©2025 GJEIS and it's heirs
- Publishers: Scholastic Seed Inc. and KARAM Society
- Place: New Delhi, India.
- Repository (figshare): 704442/13

Introduction

The increase in lifestyle-related health problems like obesity, diabetes, stress, and hormonal issues has heightened interest in preventive and self-care health solutions (Garg, 2025). Mobile health (mHealth) apps now serve as essential tools for monitoring health behaviors, accessing health information, and supporting healthy routines (Jangle et al., 2023). In recent times, the integration of artificial intelligence (AI) into mHealth applications has enhanced their ability to deliver personalized, adaptable, and interactive wellness support (Bhatt et al., 2022).

AI is a wide concept that includes many different ways and methods for designing computer systems that can perform tasks that are typical of human thought, such as acquiring knowledge, reasoning, problem-solving, recognizing patterns, making generalizations, and making predictions (D'Alfonso, 2020).

Unlike traditional health applications, AI-powered wellness applications are designed with three unique features: providing personalized recommendations with user data and continuous feedback, and deploying conversational interfaces mimicking a human coach. Most of them work as "digital health coaches," coaching citizens on topics such as nutrition, physical activity, mental well-being, or the management of a chronic condition. While AI applications have been in the academic limelight in the context of clinical decision support and diagnostics, little attention has been directed toward consumer-friendly AI wellness apps, especially created and used in everyday commercial contexts. (D'Alfonso, 2020).

The Disha AI-powered wellness app is an example of such a solution. Marketed as an AI health coach, Disha offers personalized wellness plans, lifestyle advice, and consistent user support across various health areas. However, like many commercial wellness applications, Disha has not yet been systematically evaluated in academic literature. This lack of scholarly examination creates both a research gap and an opportunity.

This paper, therefore, attempts to present a descriptive and exploratory review of the Disha app. The study will not seek to evaluate clinical efficacy or user benefits but will instead work toward an in-depth understanding of the features of the app, AI-driven functions, and its place in prevailing digital wellness frameworks. In this fashion, it attempts to form a basic academic reference for future research on AI-powered wellness applications.

Literature Review

AI in Mobile Health and Wellness Applications

The inclusion of artificial intelligence in mobile health applications is increasingly applied to enhance personalization and prediction, thus better engaging users (Deniz-Garcia et al., 2023). Some AI methods that enable such analysis by the apps and provide recommendations to users include machine learning, natural language processing, and rule-based systems (Aydın et al., 2025). AI can often be used in wellness contexts to tailor diet plans, exercise routines, mental strategies, and general lifestyle recommendations to users' preferences and behaviours (Hoogh et al., 2023)as individuals differ in terms of health status, subsequent dietary needs, and their desired behavior change support. However, providing personalized advice to a wide audience over a long period is very labor-intensive. This bottleneck can possibly be overcome by digitalizing the process of creating and providing personalized advice. An increasing number of personalized advice systems for different purposes is becoming available in the market, ranging from systems providing advice about just a single parameter to very complex systems that include many variables characterizing each individual situation. Scientific background is often lacking in these systems. In designing a personalized nutrition advice system, many design questions need to be answered, ranging from the required input parameters and accurate measurement methods (sense.

Past research suggests that personalization is quite crucial to enhancing user engagement and continued usage of the app (Casaca & Miguel, 2024). AI-driven systems enable wellness apps to go beyond general advice toward individualized guidance, increasing the app's relevance and usefulness (Anuar et al., 2025). However, studies also highlight concerns about algorithmic transparency, data quality, and users' trust in the health advice generated by AI.

Digital Health Coaching

Digital health coaching includes digitally replicating or complementing human coaching to elicit health behavior change (Delgado et al., 2025). AI-powered chatbots and virtual assistants increasingly supply coaching-style interactions, reminders, and motivational feedback. Such systems are particularly helpful for preventive health and wellness, where sustained engagement and reinforcement of behavior are required.

Research into digital health coaches confirms that conversational interfaces can enhance user motivation and compliance by providing support in real time and offering emotional engagement. Yet, the success of AI health coaches depends on the quality of personalisation, conversational design, and ethical considerations.

Gaps in Existing Research

In spite of the increasing prevalence of commercial offerings, there is a lack of academic research on specific AI wellness applications. Most studies deals with conceptual models, technical designs, or controlled pilot projects, while commercially available apps are rarely assessed. This gap underscores the need for descriptive and exploratory research that documents how AI wellness apps operate in practice and how they fit within existing theories and design frameworks.

Methodology

This study uses a descriptive and exploratory research design. The analysis is based on a detailed assessment of the publicly available features of the Disha App, such as onboarding, personalization, wellness guidance, and user support mechanisms. It also provides a review of academic work on AI-powered wellness applications, digital health coaching, and mHealth design principles. No primary data collection, user surveys, or experimental methods were used. This approach is consistent with past descriptive studies that document new technologies and lay the groundwork for future research.

Overview of the Disha AI Wellness App

App Positioning and Objectives of the App

The Disha app is positioned as an AI-driven health and wellness coach aimed to help users manage lifestyle-related health goals. It is not a clinical diagnosis or treatment, but is about preventive wellness. It aims to provide users with personalized guidance in areas such as nutrition, physical activity, hormonal health, and overall lifestyle management.

Core Features of the App

Based on descriptions and explorations of the application, the Disha app has:

- Personalized wellness plan: This includes tailored diet plans, exercise recommendations, and lifestyle recommendations based on user inputs.
- AI-powered interaction: Speech-enabled conversational AI interfaces that enable users to ask questions and receive personalized advice.
- Daily monitoring and reminder messages: Regular check-ins to check the progress and encourage consistency.
- Focused on holistic wellness: Inclusion of physical, nutritional, and lifestyle factors instead of isolated health metrics.
- Continuous support: Ongoing guidance positions the app as a virtual, not just a static, source of information.

Mechanisms of Personalization

Personalization is central to Disha's values. The user is onboarded to provide information about their health goals, lifestyle habits, and preferences. The data is utilized by the AI system uses for generating the wellness plans and recommendations. Although the exact algorithms are not disclosed, the app uses a rule-based, data-driven approach to personalization common in consumer wellness applications. The personalized diet charts and exercise recommendations are tailored to users' needs.

Discussion

Conformity with existing AI Wellness Frameworks

The Disha app design is in close alignment with other established AI wellness and mHealth design principles. The focus on personalization, ongoing engagement, and general wellness reflects findings from previous research on effective digital health interventions. As a digital health coach, the Disha app is a transition from passive approaches of health tracking to an interactive and adaptable wellness support.

Potential Advantages

From a user perspective, AI-powered wellness apps like Disha provide various advantages such as Accessibility, Personal relevance, Behavioral reinforcement, and Scalability.

Accessibility refers to the Wellness guidance, which is available at any time without the need for in-person consultations. Personal relevance is enhanced by AI-driven personalization, increasing perceived usefulness. Behavioral reinforcement, like regular reminders and feedback, can help form habits. Scalability is enabled by AI, allowing wellness coaching to be provided to a large number of users at relatively lower price.

Limitations and Challenges

Despite its potential, the Disha app also represents some broader issues related to AI wellness applications. Firstly, there is a lack of clinical validation. The recommendations offered by the AI app may not be medically proven or appropriate for all users. Secondly, there is an issue of Transparency. Users may lack clarity and not fully understand how AI-generated advice is generated. Thirdly, there is too much reliance on the AI, and this dependency may discourage users from personally visiting the doctors and taking professional consultations.

Further, it raises concerns about data privacy and ethics. As personal health information may be compromised, users may hesitate to share honest data.

Academic and Practical Implications

The present study contributes to the limited literature on real-world AI wellness applications through documentation and contextualization of a commercially available app. Practically, the findings reveal the important and responsible roles of AI design, transparency, and user education in wellness technologies in the present world.

Limitations and Future Research

The present study has a few limitations. Firstly, it relies on descriptive analysis rather than evaluating user outcomes or effectiveness. Second, the lack of user interviews or usage data limits insights into real-world adoption and engagement. Future research can bridge these gaps by performing user surveys, usability studies, or longitudinal studies on these AI wellness apps uses. Future researchers can conduct a comparative analysis of various AI wellness apps to provide further clarification about the best practices in this area.

Conclusion

AI-powered wellness applications are a rapidly evolving part of digital health technology. The Disha app demonstrates how AI can deliver personalized, continuous, and comprehensive wellness support via mobile apps. The descriptive and exploratory review offers an initial academic look at the app's features and role in the AI wellness landscape. While these applications provide promising opportunities for scalable and accessible wellness support, careful consideration of ethical, transparency, and validation issues is crucial. The study emphasizes the need for additional research to evaluate the effectiveness and long-term impact of AI-driven wellness solutions.

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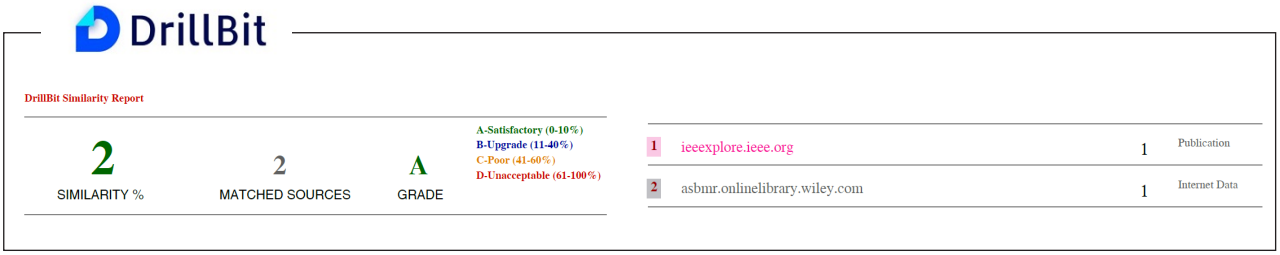
Annexure 17.3.8

Submission Date	Submission Id	Word Count	Character Count
25-July-2025	5097562 (DrillBit)	2027	14537

Analyzed Document	Submitter email	Submitted by	Similarity
4.1 VP1_Shalu_GJEIS Jul-Sept 2025.docx	shalu7208@gmail.com	Shalu	02%



Reviewers Memorandum

Reviewer's Comment 1: This paper presents a timely and well-articulated overview of the Disha wellness app, offering valuable insights into how AI-powered platforms are being integrated into consumer wellness. The study is thoughtfully positioned in the context of increasing digital health adoption, and it succeeds in bridging academic literature with a real-world commercial application. The core strengths of the paper lie in its structured discussion of AI features, personalization mechanisms, and the app's alignment with existing wellness frameworks.

Reviewer Comment 2: The manuscript contributes to the growing discourse on AI and mHealth by addressing a notable research gap, the lack of academic evaluations of commercially deployed wellness apps. The feature-based descriptive analysis is informative, and the literature review is robust, offering a clear theoretical grounding for the discussion. Moreover, the paper could enhance its academic value by briefly comparing Disha with at least one or two similar AI wellness applications available in the market to contextualize its features and limitations more clearly.

Reviewer Comment 3: The manuscript does a commendable job of explaining the Disha app's functionality in the broader AI wellness ecosystem. It effectively translates complex AI concepts into accessible language without losing technical relevance, which is ideal for a multidisciplinary audience. However, some parts of the discussion section, especially around the limitations, could be expanded to include regulatory and ethical frameworks governing AI in wellness tech, this would provide a more comprehensive lens for evaluating such applications.

Citation

Shalu and Anupriya Pandey
"An Overview of an AI-Powered Wellness Application: The Disha App"
Volume-17, Issue 3, July-Sept 2025. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2025
Volume-17, Issue 3, July-Sept 2025
Online iSSN : 0975-1432, **Print iSSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Editorial Excerpt

The article has 02% plagiarism, which is within the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks, the paper had some minor revisions, she was communicated promptly to the authors (Shalu and Anupriya), and all necessary corrections were incorporated as and when directed. The comments related to this manuscript are closely aligned with the theme "**An Overview of an AI-Powered Wellness Application: The Disha App**" both subject-wise and research-wise. This paper provides a clear and well-organized academic entry point into the underexplored domain of AI-driven wellness applications. By systematically reviewing the features and contextualizing the Disha app within digital wellness literature, the author has added meaningful value to the scholarly discourse. The language is concise, the structure is logical, and the engagement with recent literature is commendable. While the paper does not offer primary data, it fulfills its stated aim as a descriptive and exploratory review. After thorough reviews and the editorial board's remarks, the manuscript has been categorized and approved for publication under the "**View Point**" category.

Acknowledgement

The acknowledgement section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analysed in this paper by the authors (Shalu and Anupriya) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The author is highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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