

# WHY LIFEOLGY?



We asked participants who had **completed a recent Lifeology course** about their experience. Aggregated below are **themes from our 221 respondents**.

## EASY TO USE & EASY TO UNDERSTAND



Lifeology uses **storytelling and beautiful art** that motivates people to learn more.

**90%**

agreed the course was **easy to use**.

**94%**

stated the format made it **easy to learn & understand the information provided**.

## BUILDING CONFIDENCE FROM YOUR AUDIENCE



Each Lifeology course consists of **action-driven cards** that can link users to more information or resources, call them to participate in research, etc.

**88%**

agreed that the **course information was credible**.

**82%**

said the course led them to **think more deeply about their own health**.

## INFORMATION RETENTION & ENGAGEMENT



At Lifeology, by **pairing scientists and researchers with artists and storytellers**, the result is **easily digestible content that everyone can understand and share**.

**85%**

were **likely to use information they learned in daily life**.

**84%**

would **share the information with others** and **72% would recommend the course** they took to someone else.