CLAIMS

1. An information providing system including a server device and an information terminal, wherein the server device comprises a computing circuit, an input device, a storage, and an output interface, wherein:

the computing circuit is configured to execute a computer program stored in the storage;

the input device is configured to accept an input of risk data that indicates a degree of a health risk of a target customer, the input device is a communication terminal that is configured to execute data communication and receive the risk data that indicates the degree of the health risk of the target customer transmitted from the information terminal, the risk data is the data that indicates a segmentation to which the target customer belongs, based on personal data and a classification criterion that is prepared in advance, from a plurality of segmentations each indicating a class that corresponds to at least a degree of a health condition;

the storage is configured to store therein the computer program necessary for operating the server device, a plurality of contents, and provision order information that defines order of providing the plurality of contents corresponding to a respective degree of a health risk of the target customer;

the output interface is configured to be connected to one or more displaying devices being disposed outside the server device, the one or more displaying devices comprises a display of the information terminal, the computing circuit is configured to transmit the information to be provided to the target customer, to the information terminal from the output interface through a communication network, the information is displayed on the display of the information terminal, with the content and in the order that corresponds to the respective degree of the health risk of the target customer based on the risk data and the provision order information; and

the server device is configured to execute direct communication with another device through the output interface.

2. The information providing system according to claim 1, wherein

the degree of the health condition is classified in a plurality of numerical ranges,

each of the plurality of segmentations is correlated in advance with a numerical range that corresponds to the degree of the health condition,

a degree of a potential health condition of the target customer is indicated by a numerical value, and

the degree of the potential health condition of the target customer is predicted by determining the segmentation that corresponds to the numerical value, based on the numerical range to which the numerical value belongs.

3. The information providing system according to claim 2, wherein

the plurality of segmentations are three or more segmentations.

4. The information providing system according to claim 2 or 3, wherein

a table is prepared in advance, that correlates therein each of the segmentations, and a service and/or a product that suit(s) the health condition of each of the segmentations with each other, and

a proposal relating to the service and/or the product that suit(s) the health condition in the determined class, together with the health information, is further provided.

5. The information providing system according to claim 4, wherein

the health information and/or the proposal are/is provided through a text message in an e-mail, a display on one of the one or more displaying devices, printing on

a receipt, or a message presented on an app executed by an electronic device.

6. The information providing system according to any one of claims 1 to 5, wherein

the potential health condition of the target customer is one or more selected from a health problem of a woman in her old age, a climacteric symptom, and a premenstrual syndrome or a premenstrual dysphoric disorder (PMS, PMDD) symptom.

7. The information providing system according to any one of claims 1 to 5, wherein

the potential health condition of the target customer is one or more selected from a health problem caused by an unfavorable sleeping condition determined in advance, worsening of a sleeping condition, unsteadiness of a sleep rhythm, and an improper sleeping time.

8. The information providing system according to any one of claims 1 to 5, wherein

the potential health condition of the target customer is one or more selected from a change of a physical condition and a lack of exercise accompanied by a lifestyle-related disease and/or obesity, obesity, and a variation of a body weight in a specific time period.

9. The information providing system according to any one of claims 1 to 5, wherein

the potential health information of the target customer is one or more selected from a health condition caused by a water shortage, a high value of serum Na, and a high value of a BUN/creatinine ratio.

10. The information providing system according to any one of claims 1 to 5, wherein

the potential health information of the target customer is one or more selected from a health problem caused by a weakened immunity, being easily catch colds, an SIgA concentration, an allergy symptom, and a condition of oral cavity health.

11. The information providing system according to any one of claims 1 to 5, wherein

the potential health information of the target customer is one or more selected from a health problem relating to nutrition, poor nutrition, a nutritional bias, and a dietary habit.

12. The information providing system according to claim 1, wherein

the target customer is a woman,

the plurality of pieces of unique data on the target customer comprise:

an age of the target customer; and

a value indicating an ability for equol production of the target customer as the health data.

13. The information providing system according to claim 12, wherein

the plurality of segmentations are classified corresponding to combinations of a plurality of life stages each determined corresponding to the age, and presence or absence of the ability for equol production, and

each of the segmentations is correlated with health information prepared in advance.

14. The information providing system according to claim 13, wherein

the presence or the absence of the ability for equol production is determined based on a relation between the value indicating the ability for equol production and a threshold value.

15. The information providing system according to claim 1, wherein

the plurality of pieces of unique data on the target customer comprise:

an age, a sex, a body height, a body weight, and a variation of the body weight in a specific time period, of the target customer;; and

behavior data relating to presence or absence of a smoking habit and number of steps of the target customer as the health data.

16. The information providing system according to claim 15, wherein

the plurality of segmentations are classified corresponding to combinations each of the age, the sex, a body-mass index, the variation of the body weight in a specific time period, and the behavior data on the number of steps, and the presence or the absence of the smoking habit, and

each of the segmentations is correlated with health information prepared in advance.

17. The information providing system according to claim 1, wherein

the plurality of pieces of unique data on the target customer comprise:

an insomnia score, and a time period value indicating the sleeping time, of the target customer; and

a time period value indicating a social jet lag of the target customer as the symptom data.

18. The information providing system according to claim 17, wherein

the plurality of segmentations are classified corresponding to combinations each of a degree of insomnia and the presence or the absence of the social jet lag, and

each of the segmentations is correlated with health information prepared in advance corresponding to a degree of a problem relating to sleeping as the health condition.

19. The information providing system according to claim 1, wherein

the plurality of pieces of unique data on the target customer comprise:

an age of the target customer; and

a serum Na value and a BUN/creatinine ratio of the target customer or

the serum Na value, and a urine specific gravity and/or a urine color of the target customer, as the health data.

20. The information providing system according to claim 19, wherein

the plurality of segmentations are classified corresponding to combinations each of the serum Na value and whether being equal to or older than, or younger than a predetermined age, and

each of the segmentations is correlated with health information prepared in advance corresponding to a degree of a problem relating to a water amount shortage as the health condition.

21. The information providing system according to 1, wherein

the plurality of pieces of unique data on the target customer comprise:

an ideal body weight that the target customer regards as being ideal; and

am age, a body height, and a body weight of the target customer, as the health data.

22. The information providing system according to claim 21, wherein

the plurality of segmentations are classified corresponding to combinations each of an age group determined corresponding to an age, a current body-mass index, and an ideal body-mass index calculated from the body height and the ideal body weight, and

each of the segmentations is correlated with health information prepared in advance corresponding to a degree of a problem relating to nutrition as the health condition.

23. The information providing system according to claim 1, wherein

the plurality of pieces of unique data on the target customer comprise salivary IgA.

24. The information providing system according to claim 23, wherein

the plurality of segmentations are classified corresponding to values of the salivary IgA, and

each of the segmentations is correlated with health information prepared in advance corresponding to a degree of a problem relating to an immunity as the health condition.

25. The information providing system according to any one of claims 1 to 24, wherein

the plurality of segmentations further comprise classes that each correspond to a daily behavior, and

the plurality of pieces of unique data comprised in the personal data further comprise health data that reflects a health condition of the target customer.