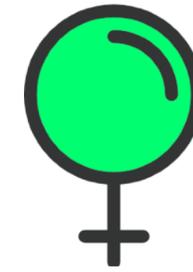


# SCREENER

101 respondents



48%



52%



9%



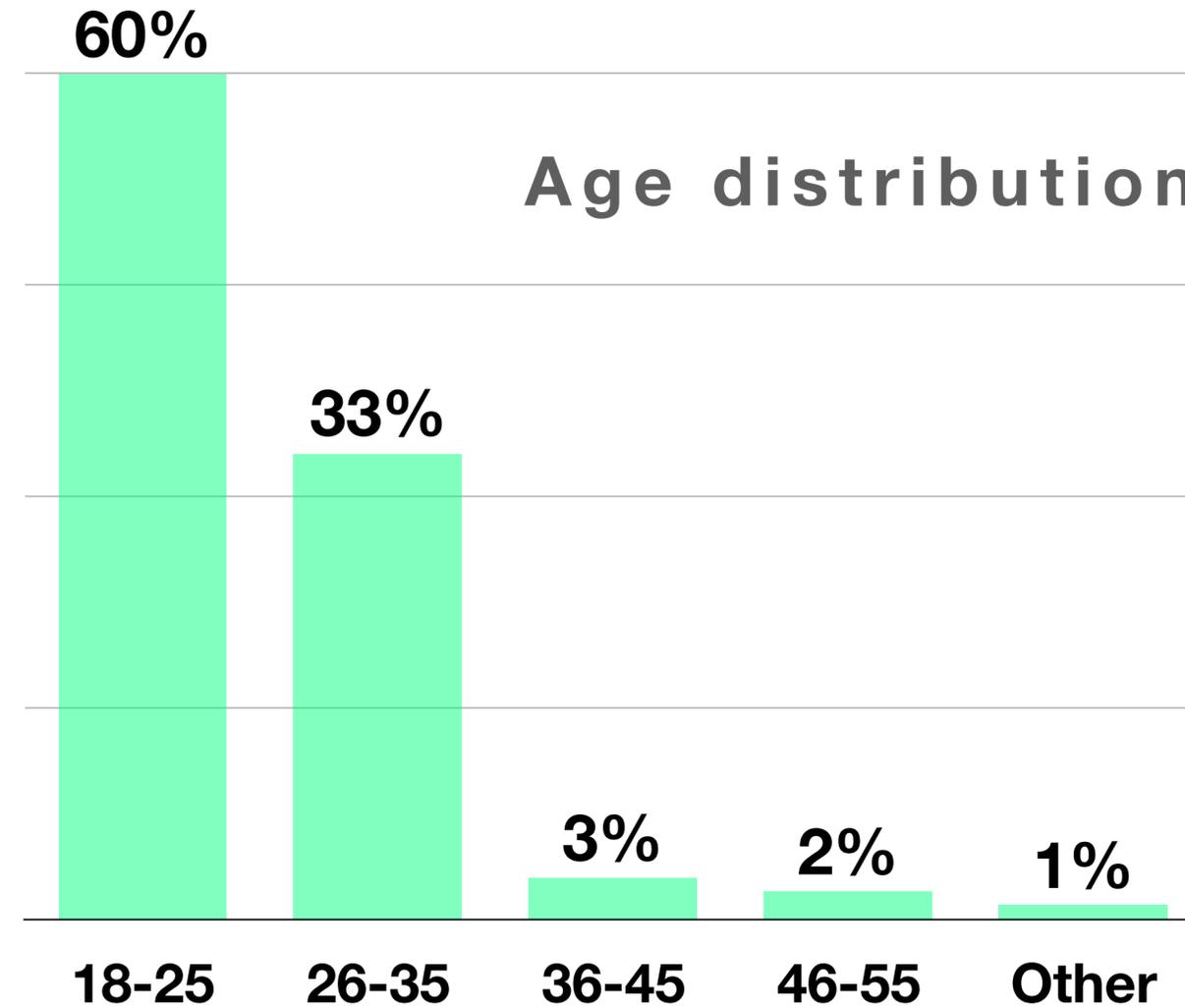
100%

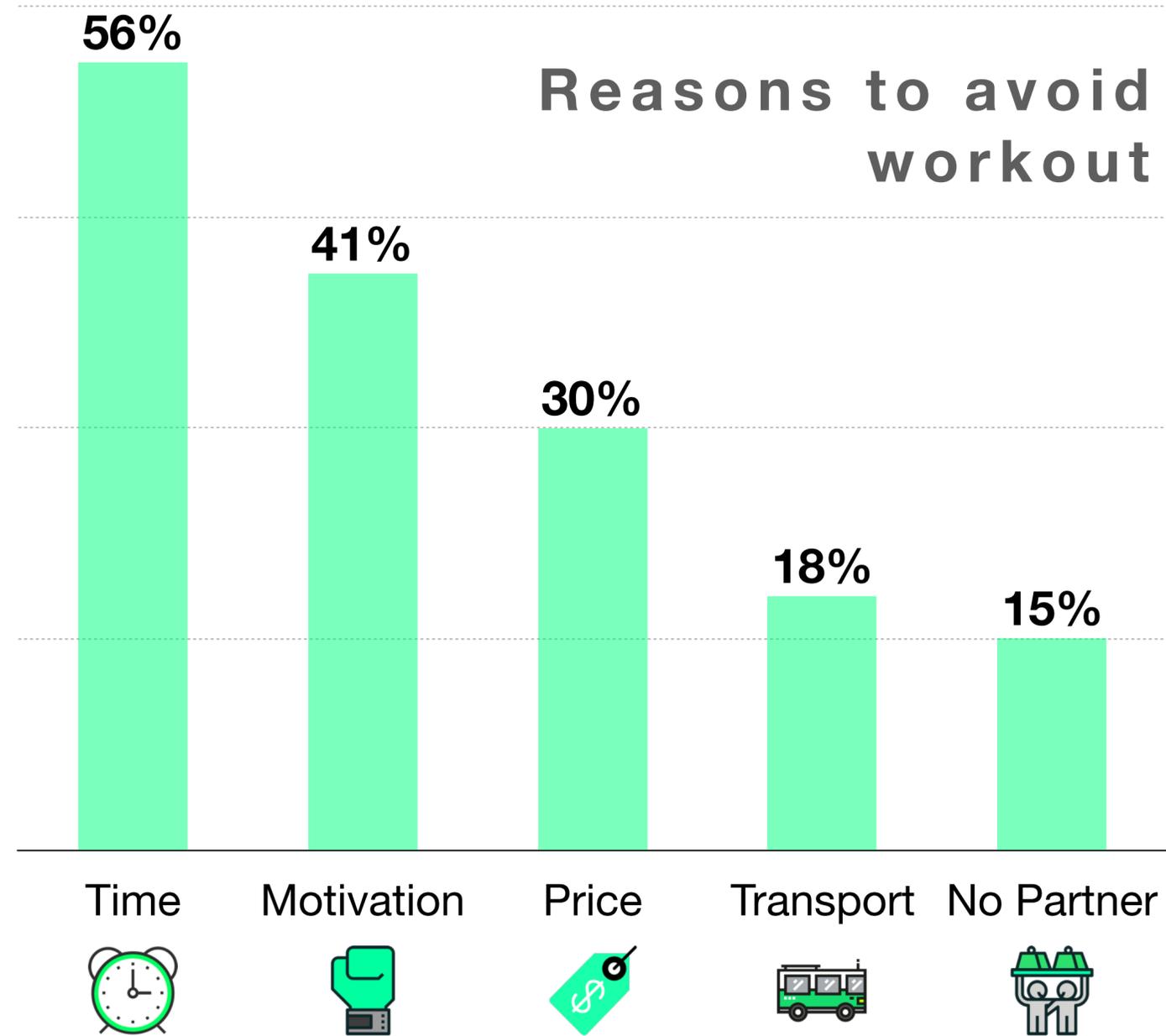


38%

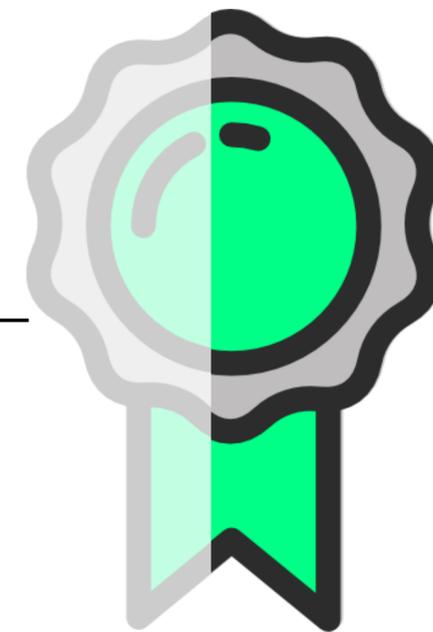


53%

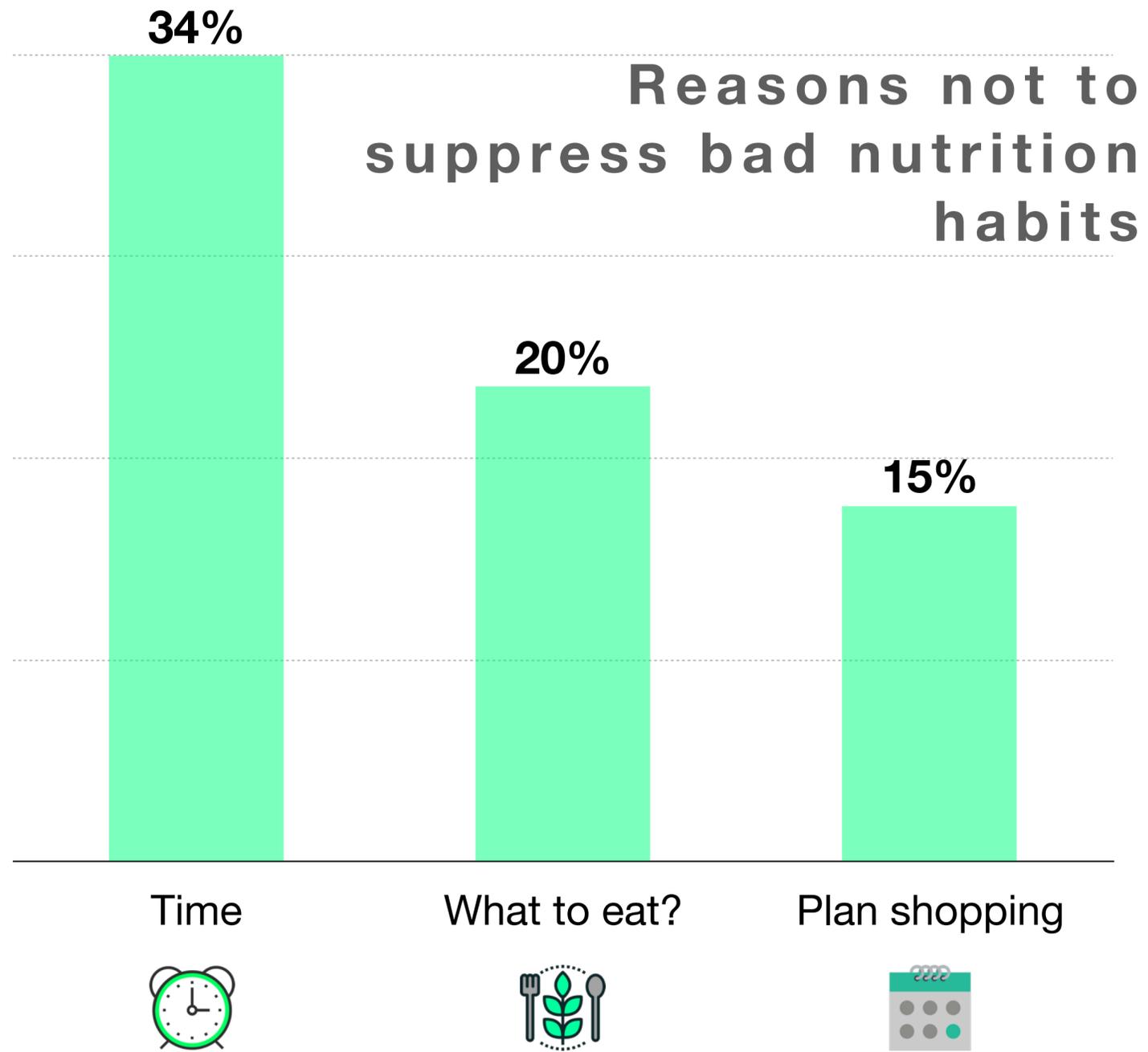




**53%**  
**NO**

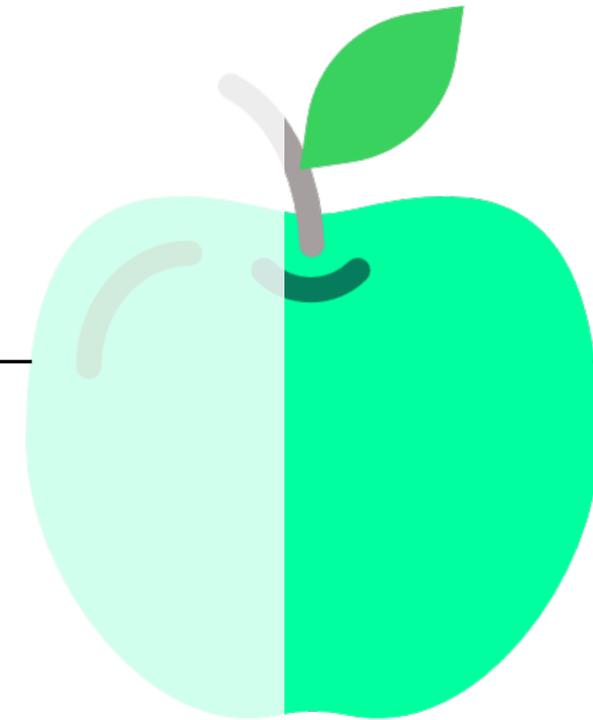


**47%**  
**YES**



**42%**

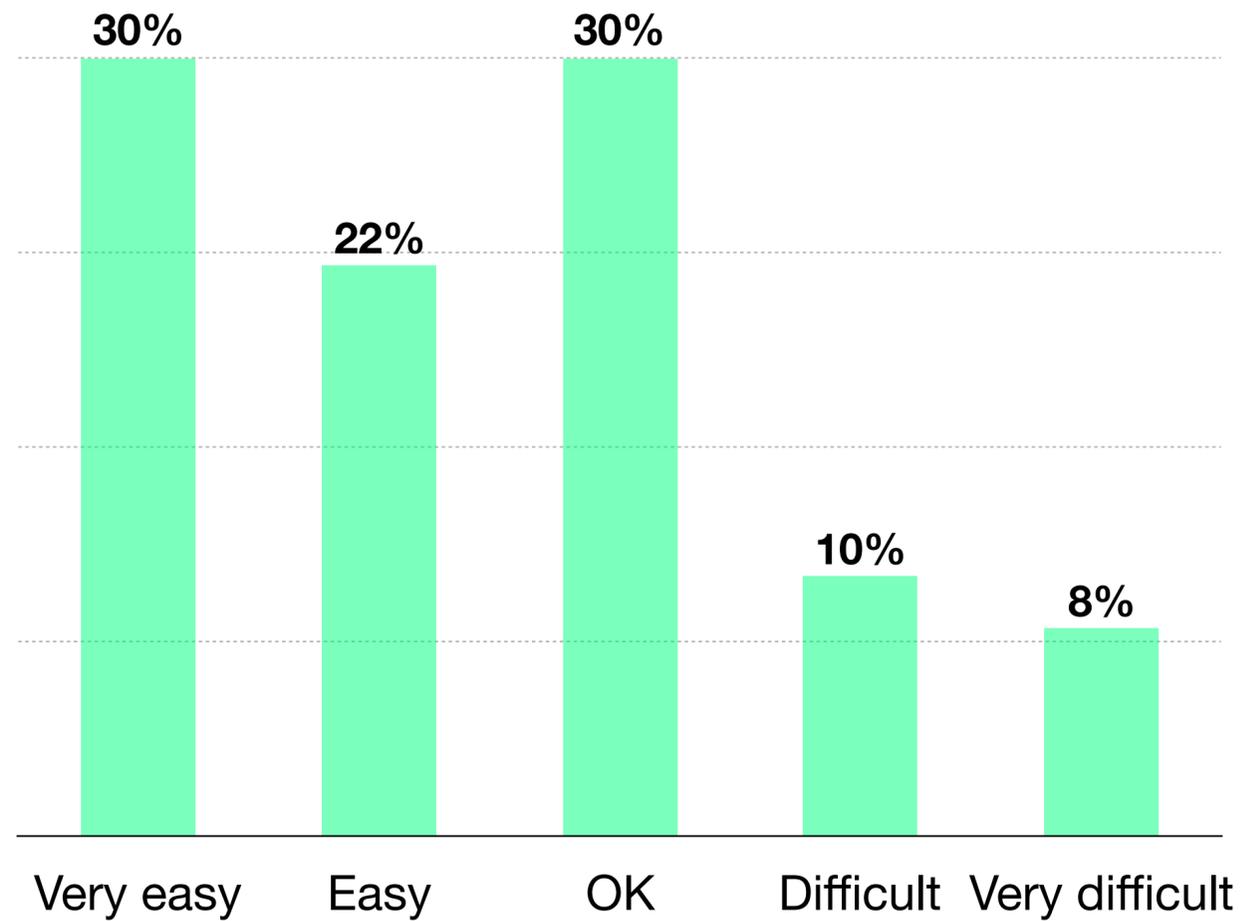
**NO**



**58%**

**YES**



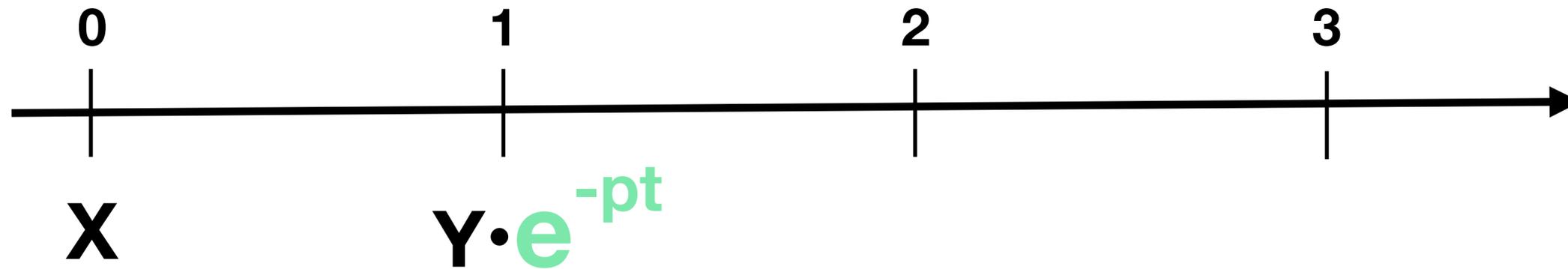


**How easy/difficult to stay motivated**

$$U(t) = U(0)e^{-pt}$$

↓ present      ↓ utility if now      ↑ bias to present

# Time inconsistency | Behavioral economics



$$|U(X)| > |U(Y)|$$

$$|U(\img alt="person lifting weights" data-bbox="240 614 300 714"))| < |U(\img alt="muscular person" data-bbox="450 640 510 714"))|$$

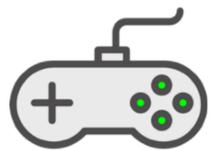
$$|U(\img alt="person lifting weights" data-bbox="240 815 300 910"))| > |U(\img alt="muscular person" data-bbox="450 840 510 910")) \cdot e^{-pt}|$$

$$|U(\text{🏋️})| > |U(\text{💪}) \cdot e^{-pt}|$$

Pain ↓

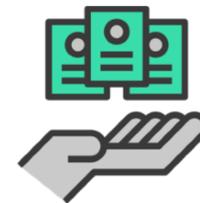
Gain ↑

$$|U(\text{🏋️})| > |U(\text{💪}) \cdot e^{-pt}|$$



### **Gamification**

Instant real life rewards for dedication



### **All in one package**

Workout & nutrition planning



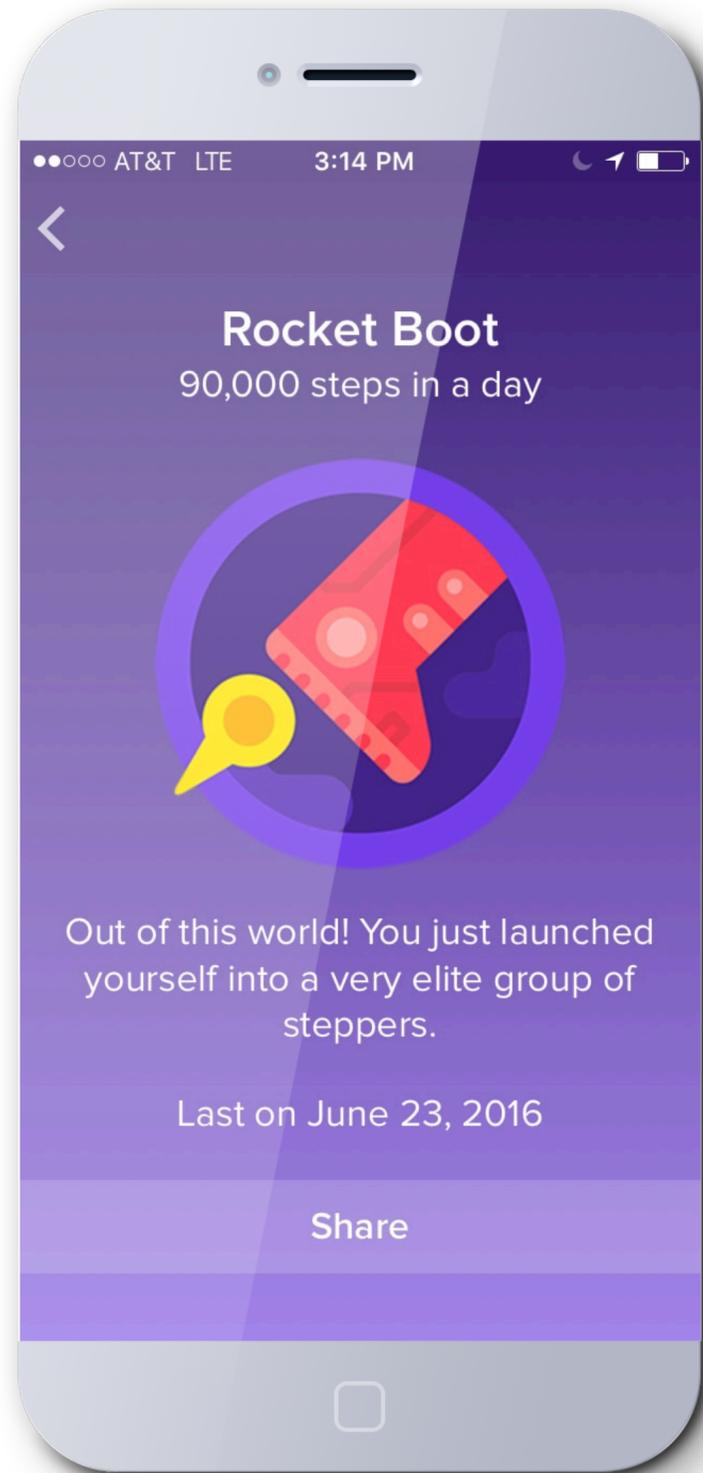
### **Adaptive location**

Choose between gym, outdoor or home training



### **Progressive & adapted to users**

Intensity and programs based on users profile



**Fitness tracker**



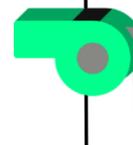
**No fitness tracker (yet)**

**Virtual badges**

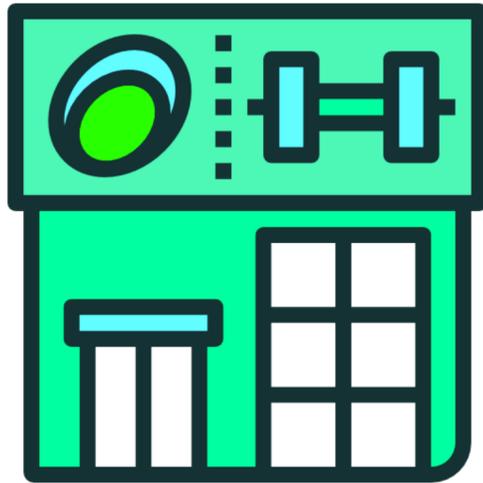


**Real life rewards**

**Not a virtual coach**



**Virtual fitness coach**



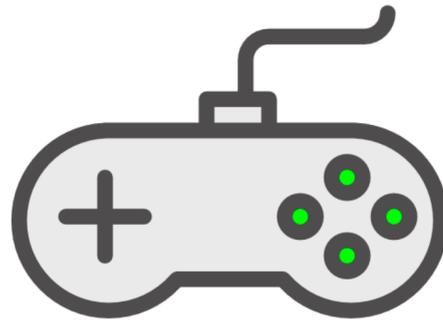
**20 contacts**

**5 interviews**

**5 interested**

**2 audio recordings**

# DESIGN IMPLICATIONS



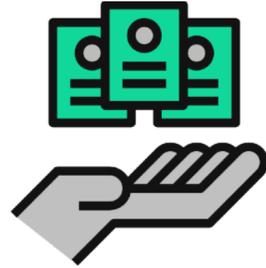
## Gamification

- **Main feature to shortcut time inconsistency**
- **Choose what type of reward they like the most**
- **Choose reward before starting workout**
- **Rewards should be stored and retrieved easily**



## Adaptive location

- **Easily change workout location**
- **Adapted for gym, home or outdoor environments**
- **Readability, especially from far when working out**
- **Home workout suited for people with few time**



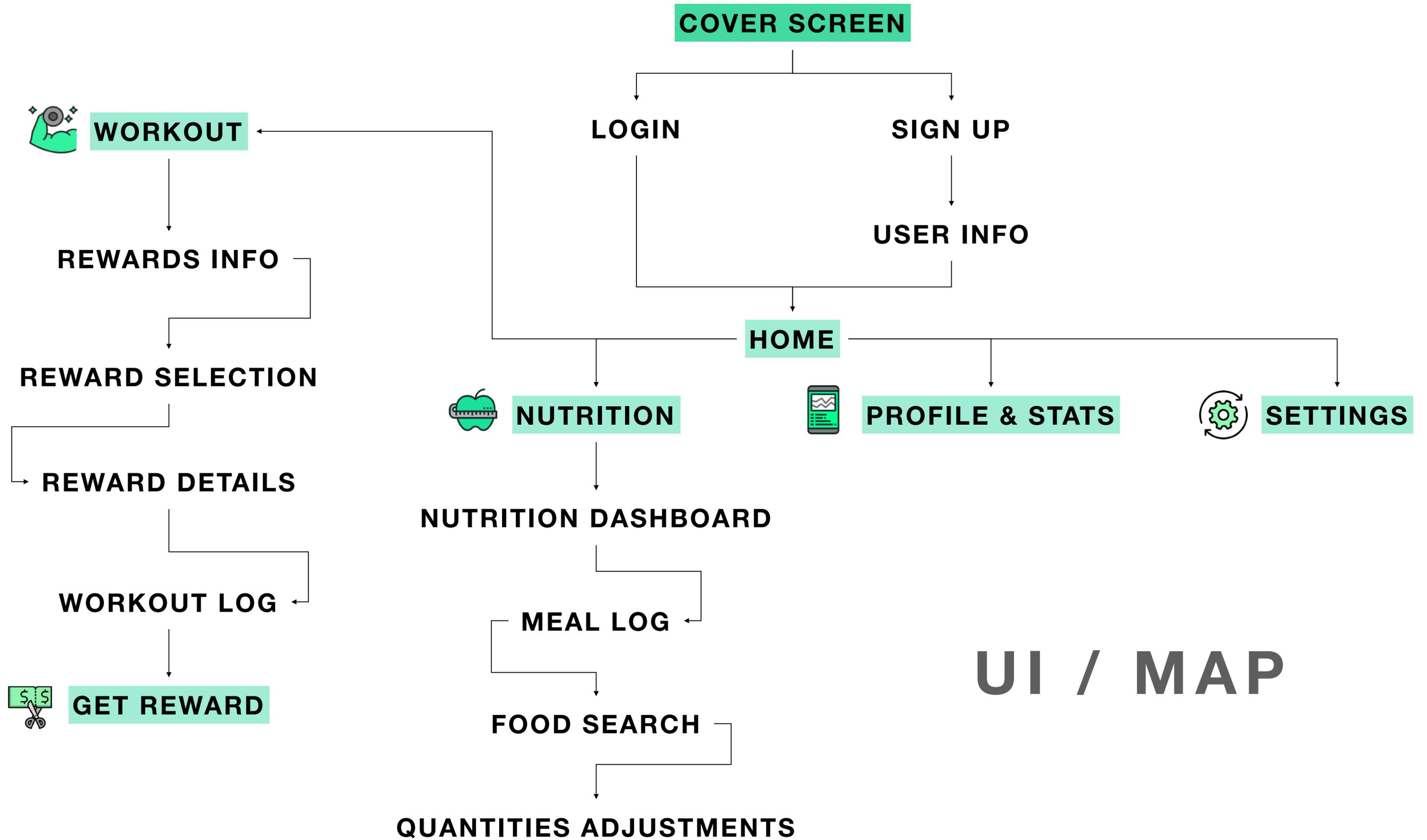
### All-in-one

- Videos for presenting workouts
- Nutrition dashboard with per-meal view instead of macros
- Avoid complexity
- Search function for meals with barcode scanning



### Progressive

- User must enter her/his info before starting to use the app
- Possibility to change settings and preferences over time
- Use of metaphors to display the results
- Pairing with activity trackers (in the future)



UI / MAP

Se débloquent à la fin  
d'un work out #7

CHOIX DU  
REWARD

-20%  
INTERSPORT

1 ESSAI GRATUIT  
LET'S GO

-40% REMONTÉES  
VERBIER

CHOIX  
-20%  
INTERSPORT

du 12.11  
au 12.12  
www.intersport.ch

ENREGISTRER DANS APP

#8

PARAMETRES



PERTE  
DE GRAS

PRISE  
DE MUSCLE

GYM

INDOOR

OUTDOOR

POIDS

62

62

63

TAILLE

182

192

183

#9

Se débloquent à la fin  
d'un work out #7

CHOIX DU  
REWARD

-20%  
INTERSPORT

1 ESSAI GRATUIT  
LET'S GO

-40% REMONTÉES  
VERBIER

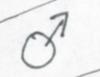
CHOIX  
-20%  
INTERSPORT

du 12.11  
au 12.12  
www.intersport.ch

ENREGISTRER DANS APP

#8

PARAMETRES



PERTE  
DE GRAS

PRISE  
DE MUSCLE

GYM

INDOOR

OUTDOOR

POIDS

62

62

63

TAILLE

182

192

183

#9

#1

VIDEOS

< [Play] >

0000

Répétitions 8

Séries 4

Temps 3:04

START [Play]

Food #2

(50% PROT) (20% LIPIDES) (70% GLUCIDE)

Petit dej >

Déjeuner >

Diner >

Snack >

000 / 2600 Cal

Food #3

RÉPAS

[+]

Food #4

REPAS

Entrer ton aliment

Food #5

ALIMENT

RESULTAT 1

RESULTAT 2

[Play]

Food #6

RESULTAT 1 >

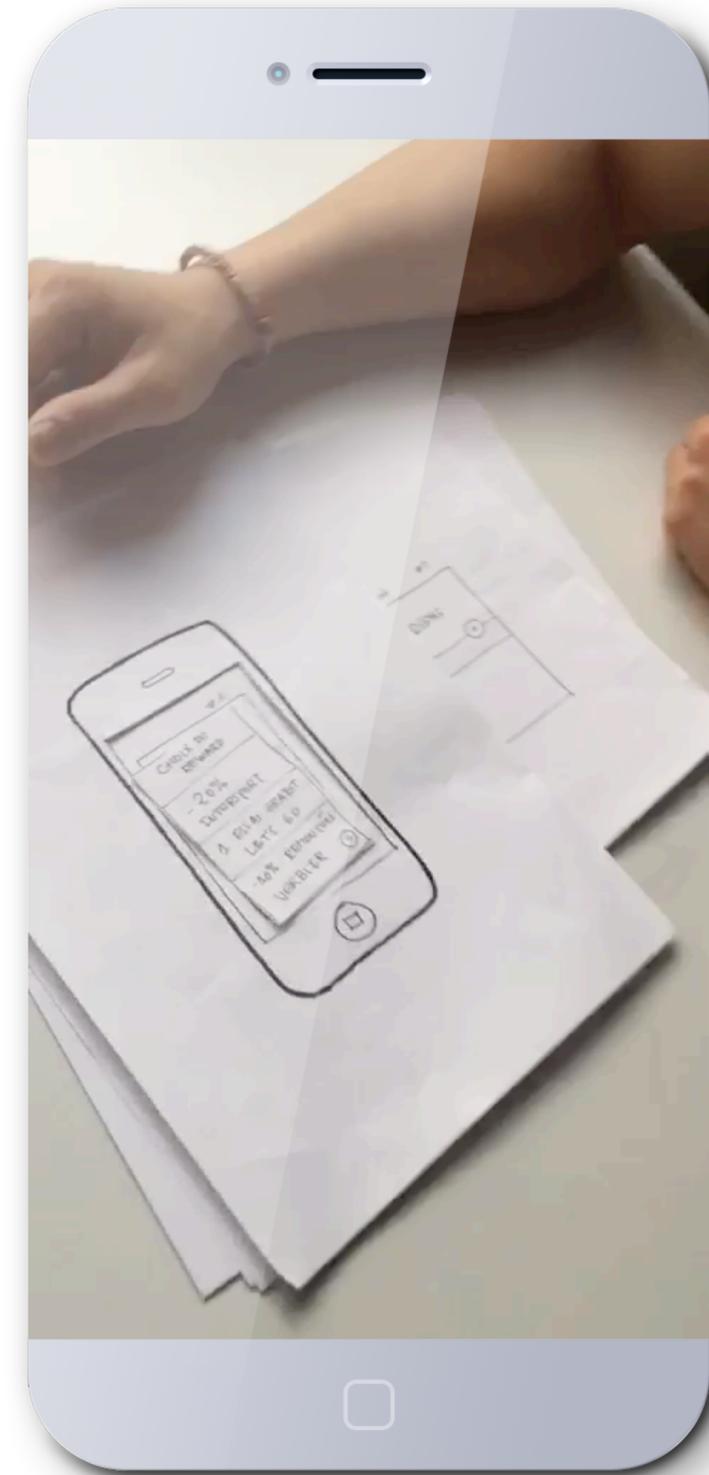
(20% PROT) (70% LIPIDE) (%) GLUCIDE

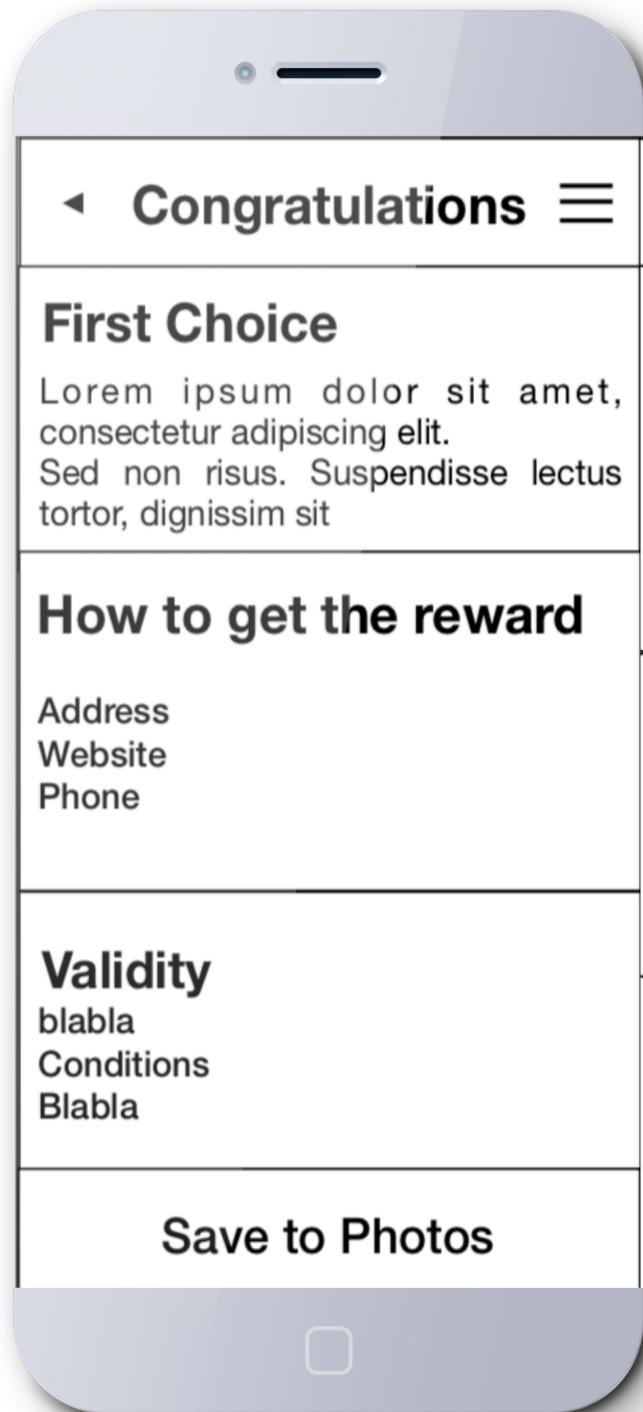
58  
59  
60  
61  
62 g

200 / 1800 [Play]

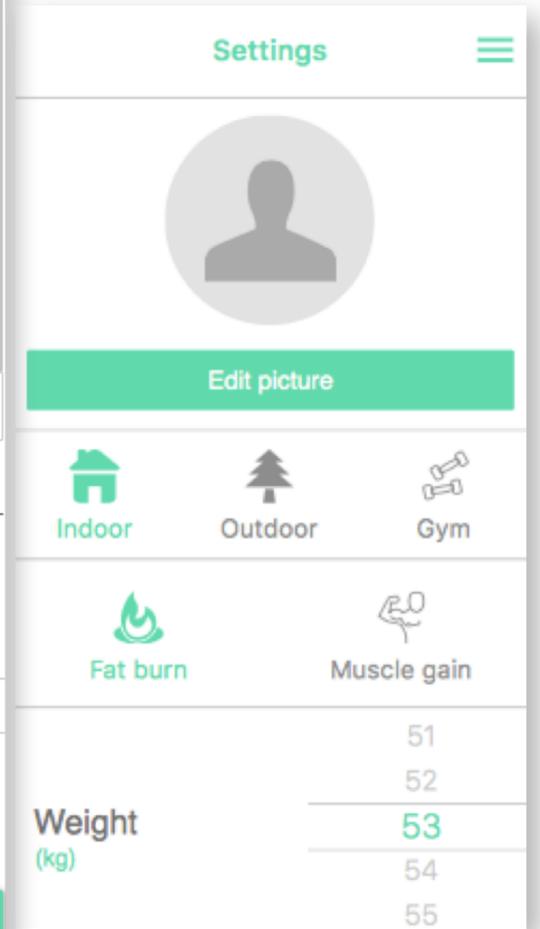
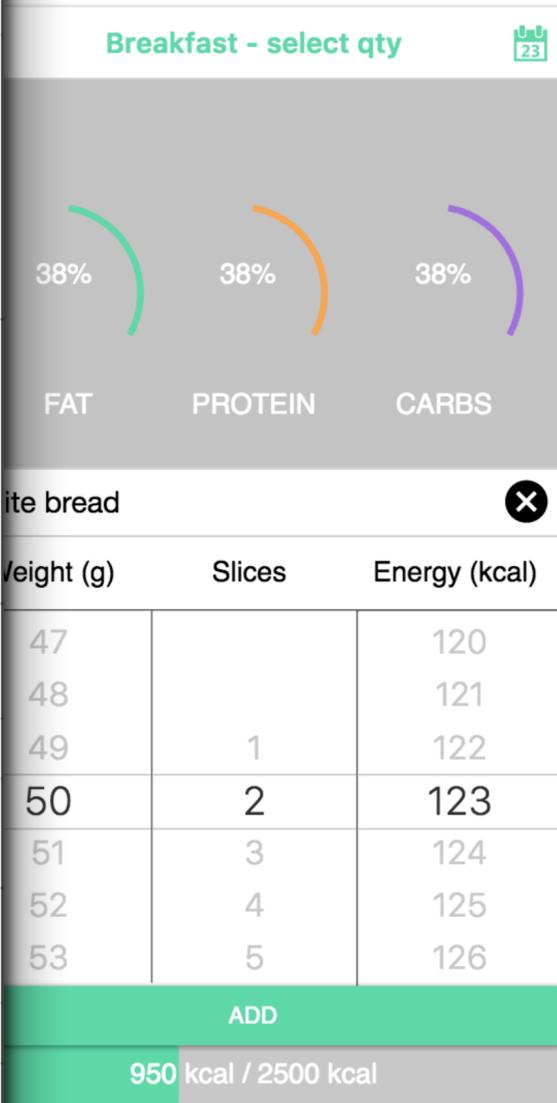
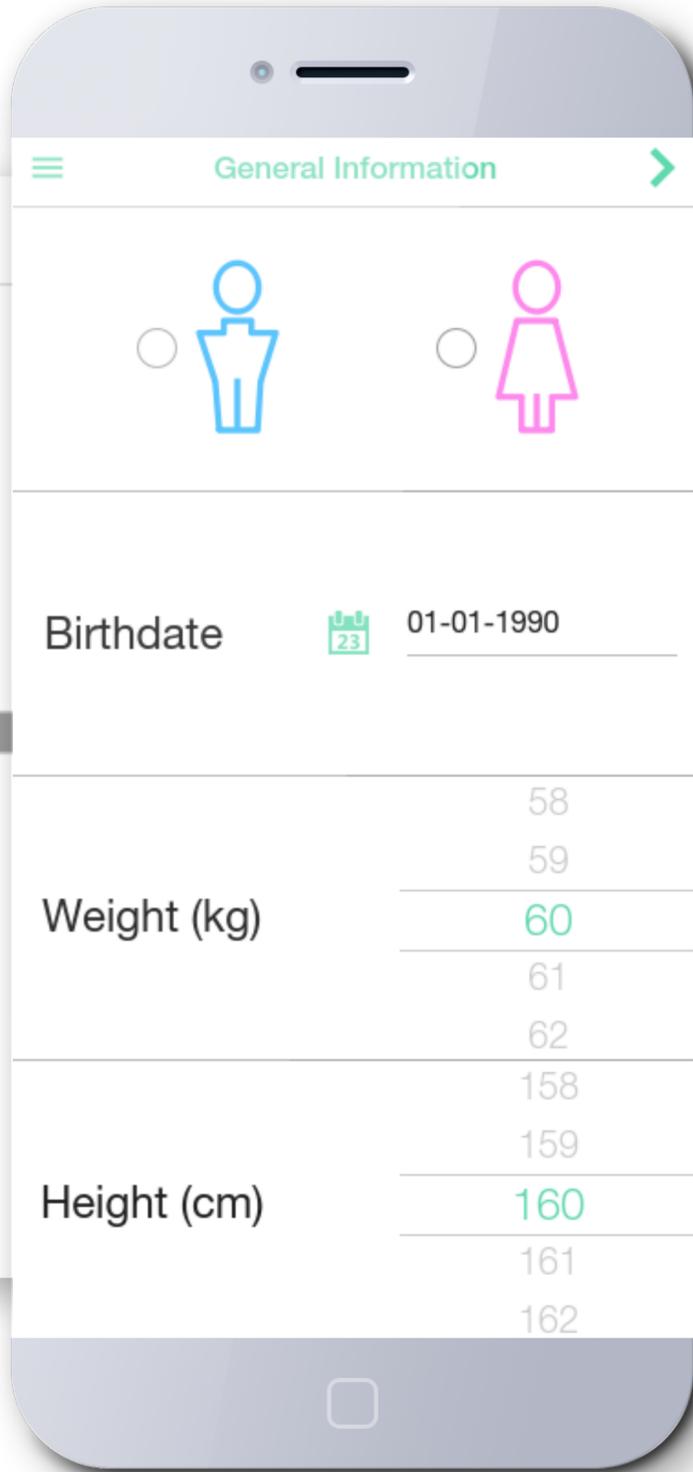
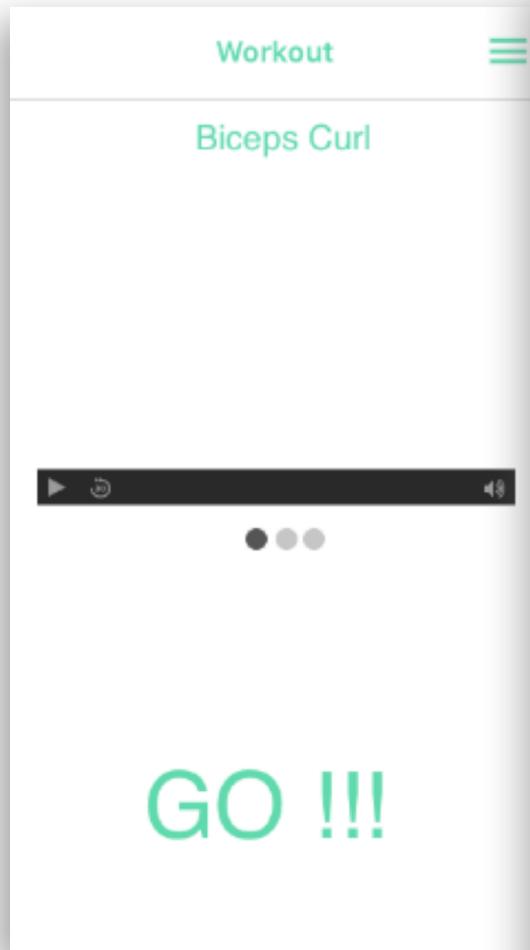


Show **immediately**  
the rewards  
feature





Choice of rewards  
**before** workout

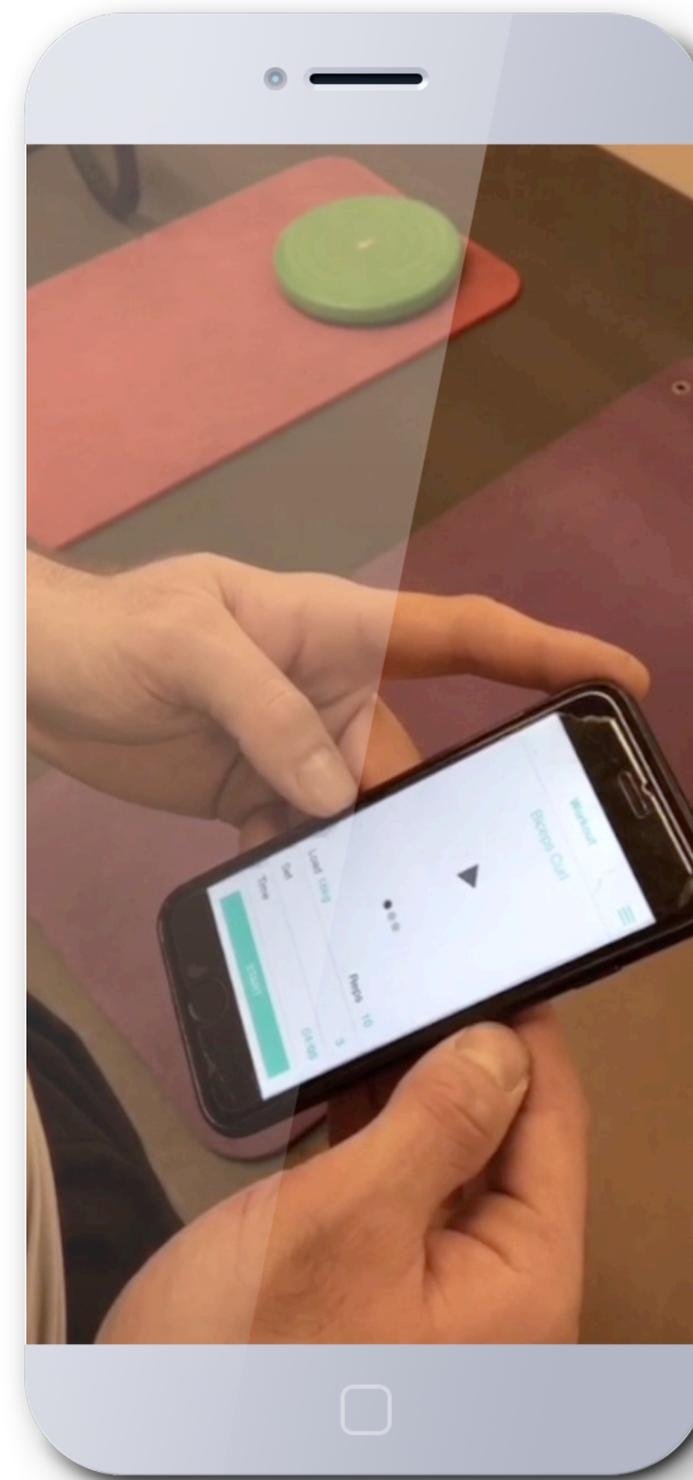


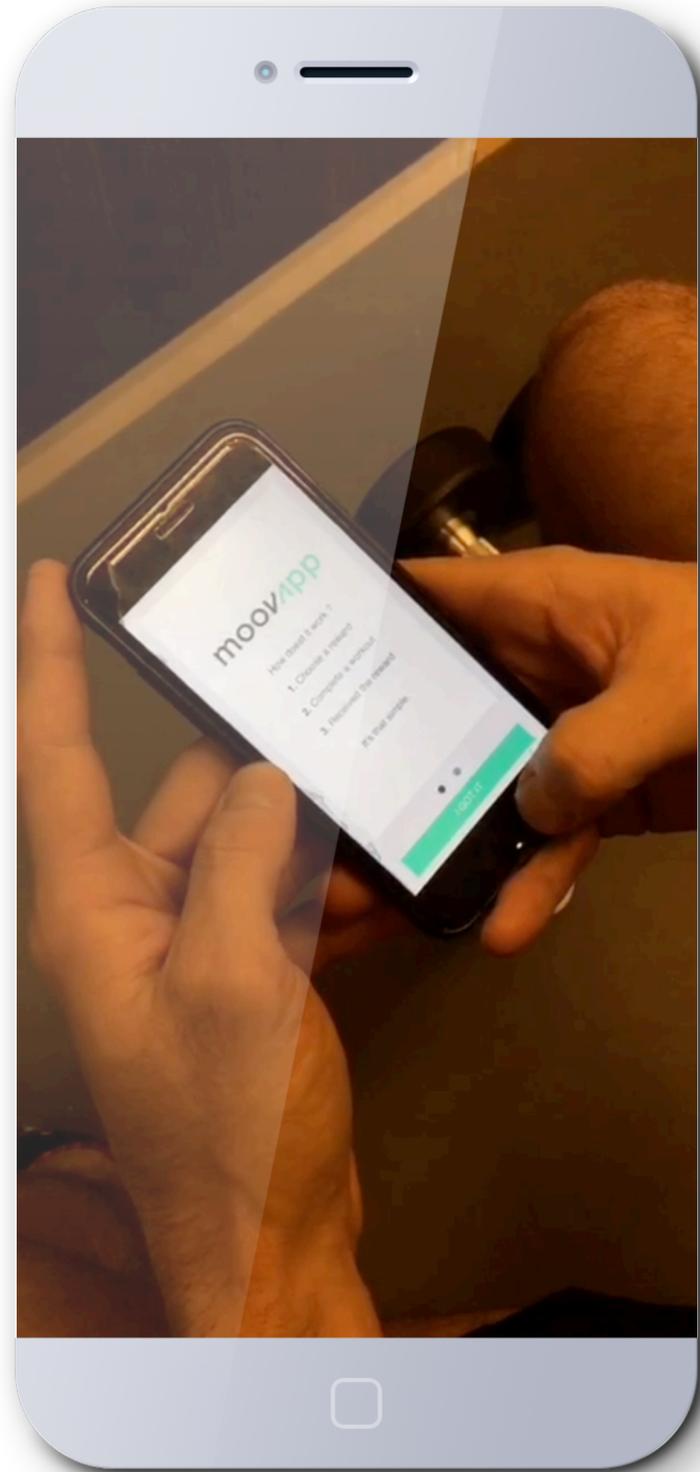


better everyday



Connecting Moovapp with **fitness trackers** could be a great feature!





User didn't encounter major issues while using the app & **completed the workout** with 2 errors

**THANK YOU**

Merry Christmas

Daniel Sbaï  
Khaled Lala

Charles Guérin  
Ahmad Ben M'rad

André Ribeiro  
Lionel Küng

Estelle Geneux  
Ramy Fouda