

CalorieCoin - A Fitness App With Game Appeal

CalorieCoin is part fitness tracker, part entertainment, and part inspirational.

First and foremost, **CalorieCoin** allows users to see their consumed calories every day, and see that trend over time as compared to their ideal goal consumption. Users are always kept up to date and are able to immediately see the ramifications of their eating habits over time, and how this effects their long term weight loss goals.

In addition to the tracking utility provided to users, **CalorieCoin** motivates users to change behavior in 2 main fashions : first, the user is engaged in a calorie marketplace in which they can trade their accumulated wealth. In this world, the wealth and debt accumulated is in the form of CalorieCoins. Users can go to the calorie market place and either spend their coins to reduce the calorie debt for a fellow user, or they can ask for another user to help them out on a bad day and spend a little to help with their calorie debt. Every transaction includes a personal, expiring message along with the currency trading hands, and all activity is posted to the user's Facebook feed, with their permission. The end goal is to add incentive by establishing CalCoins as a legitimate crypto-currency.

The second aspect which acts as motivation is to allow users to share their giving and calorie philanthropy. Studies have shown that the act of giving substantially increases individual's sense of well being, and can enhance mood enough to even become addictive. In this case, the user can help others in the calorie exchange, and this act of kindness is placed on display for their entire social circle to see.

Persona : Krysten

Age : 29

Education : 4 year college graduate

Income : ~45k / year

Ethnic Background : N/A

Krysten works in a professional field which tends to be faced-paced and leaves little time for after work activities. She has spent a majority of time focusing on jump starting the beginning of her career at the expense of maintaining her personal life. She keeps contact with her circle of friends primarily via online social interactions.

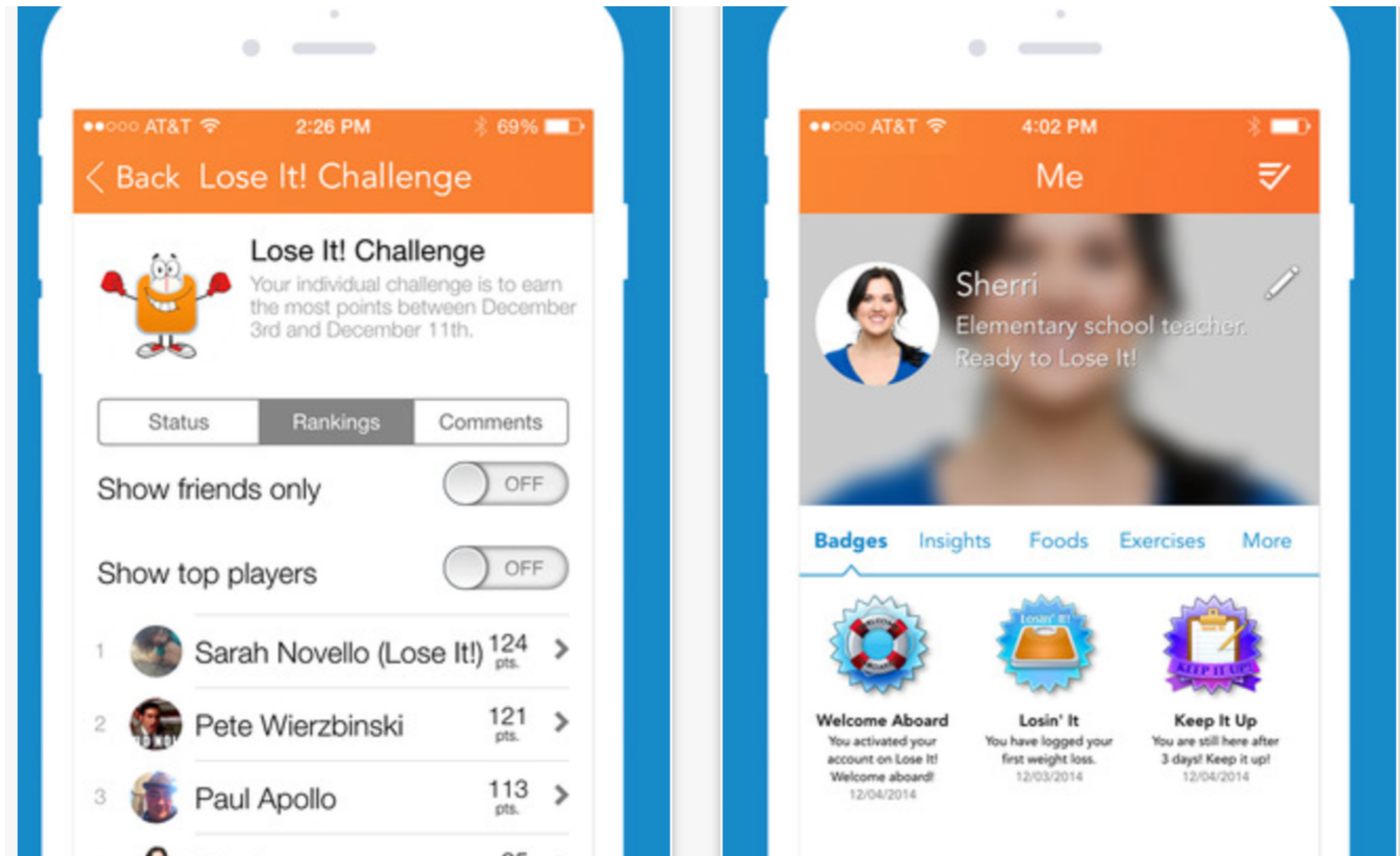
Krysten is interested in maintaining a healthy lifestyle and makes responsible health choices when presented the opportunity. She finds, however, that her professional life leaves her little time for endeavors outside of work, and she would rather spend this time with friends and family when possible. Therefore, she has little time or motivation to pursue and active, regimented exercise plan.

During her lunch time at work, Krysten usually spends her time reading, catching up with friends activities on social networks, or playing puzzle games that have hooks into her social networks. She almost always uses her smart phone for these activities, since it is always available to her and her activity on her smart phone is private from view by the company she works for.



Fitness App Landscape

Loselt!



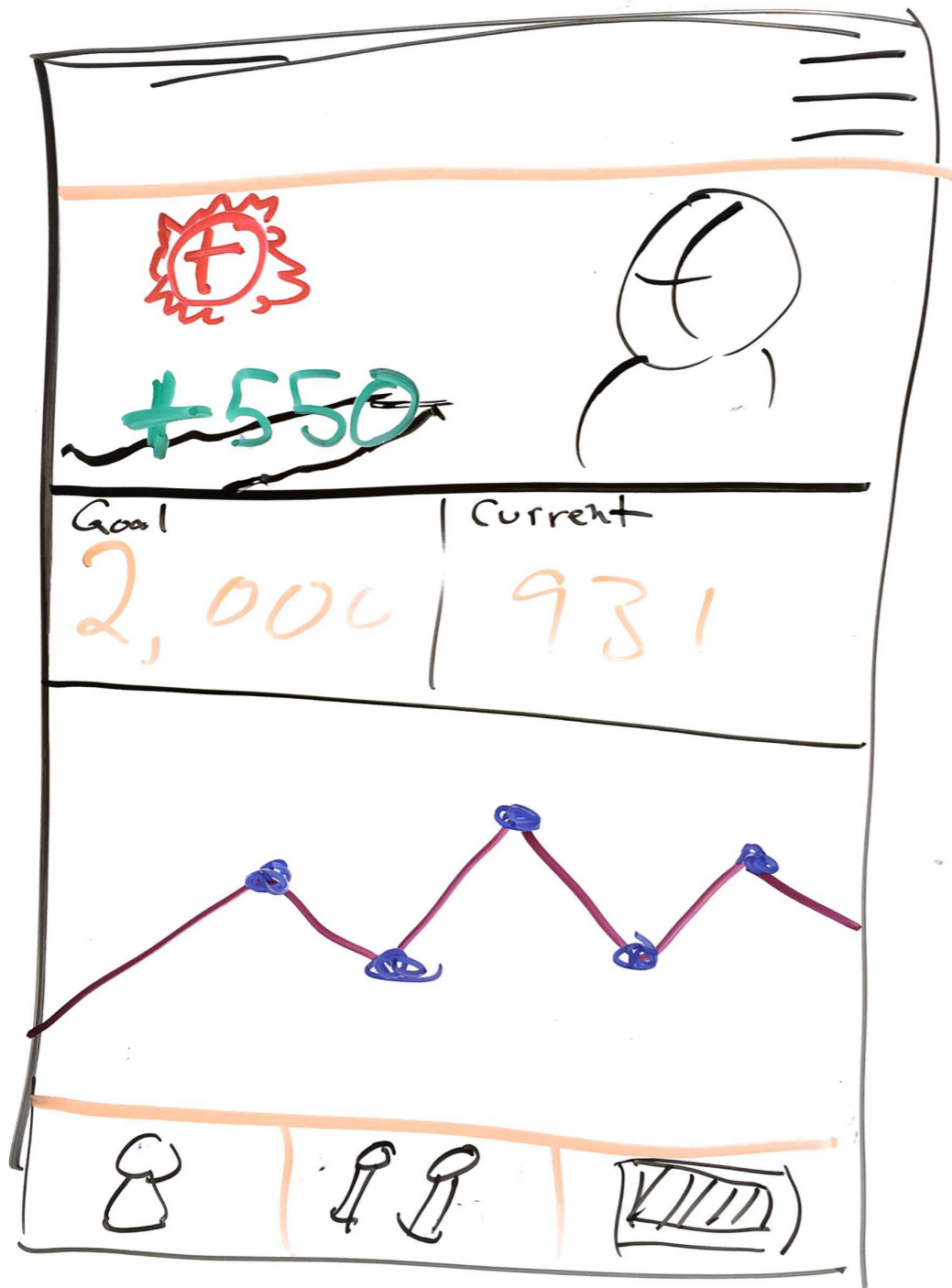
Pros :

- Tracks fitness against friends (competitive element)

Gaps :

- Only works with Fitbit trackers
- Competition is the only element of incentive.

Profile



Screen Description

Bacon ipsum dolor amet turkey alcatra flank pork boudin brisket chicken beef ribs andouille. Filet mignon flank pastrami pork loin beef ribs prosciutto pork capicola tri-tip ground round chicken pork belly meatball. Capicola filet mignon cupim ribeye tail tongue doner pork strip steak. Short ribs buffalo tail pig, pork belly cow strip steak burgdoggen turducken boudin. Doner turkey pastrami pork chop kevin pork loin capicola pork landjaeger.

Drumstick bresaola spare ribs, ground round kielbasa fatback picanha pork belly chicken tongue cow strip steak. Corned beef pork chop pancetta t-bone. Pig picanha buffalo kielbasa ham hock, beef ribs pork belly. Salami tongue pastrami burgdoggen pancetta. Burgdoggen shoulder drumstick kielbasa pastrami boudin chuck pork chop doner ham bresaola pork loin rump landjaeger.

Sausage turkey picanha doner ham hock pork, beef shoulder venison. Shoulder capicola doner ham hock, short loin pancetta chicken flank spare ribs pork. Ham hock chuck picanha spare ribs salami, doner ham shoulder pork loin cupim flank corned beef porchetta filet mignon. Pancetta ribeye shank flank, porchetta kevin sausage turkey.

Turkey landjaeger drumstick, bresaola strip steak picanha alcatra frankfurter shankle. Pig pastrami pork belly drumstick jerky. Salami shoulder filet mignon ground round ribeye. Shoulder bacon pork loin pork belly, shank leberkas boudin meatloaf tail. Boudin burgdoggen kevin, flank alcatra leberkas andouille short ribs beef ribs picanha ribeye pork belly frankfurter ground round. Strip steak ground round pork loin picanha porchetta sausage.

Calorie Exchange



Screen Description

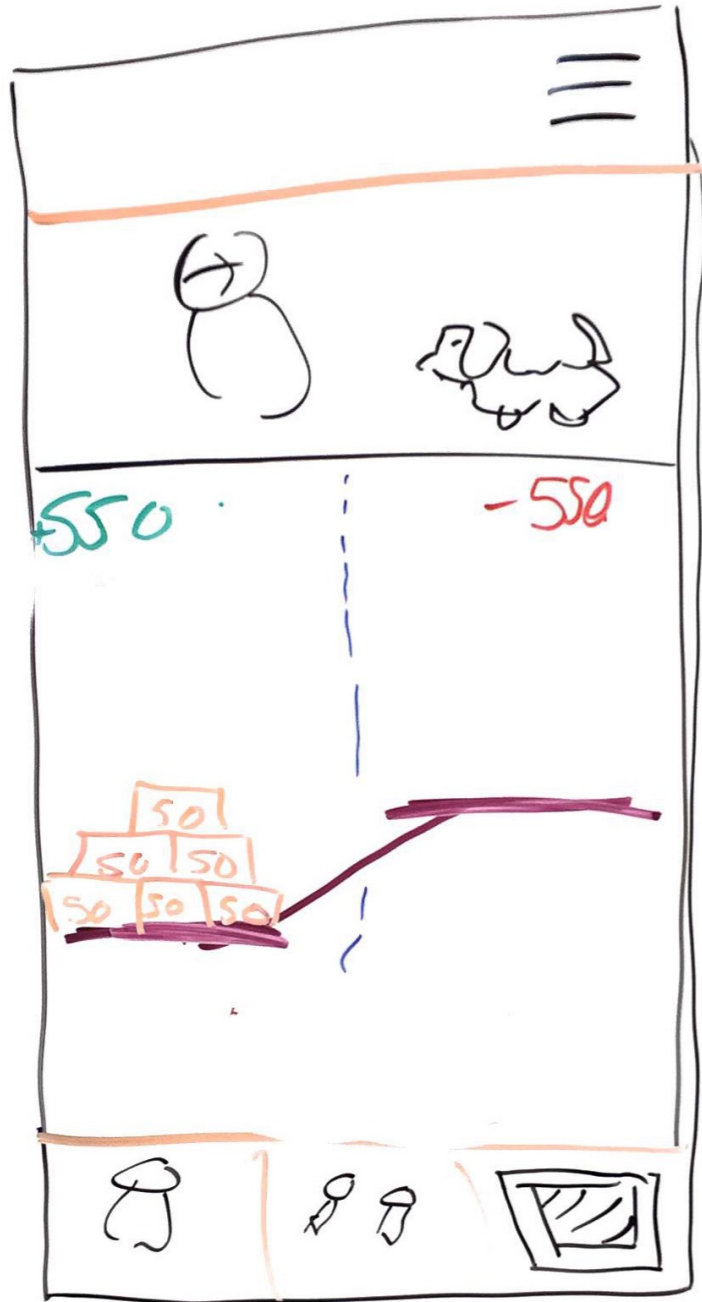
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Pay the debt

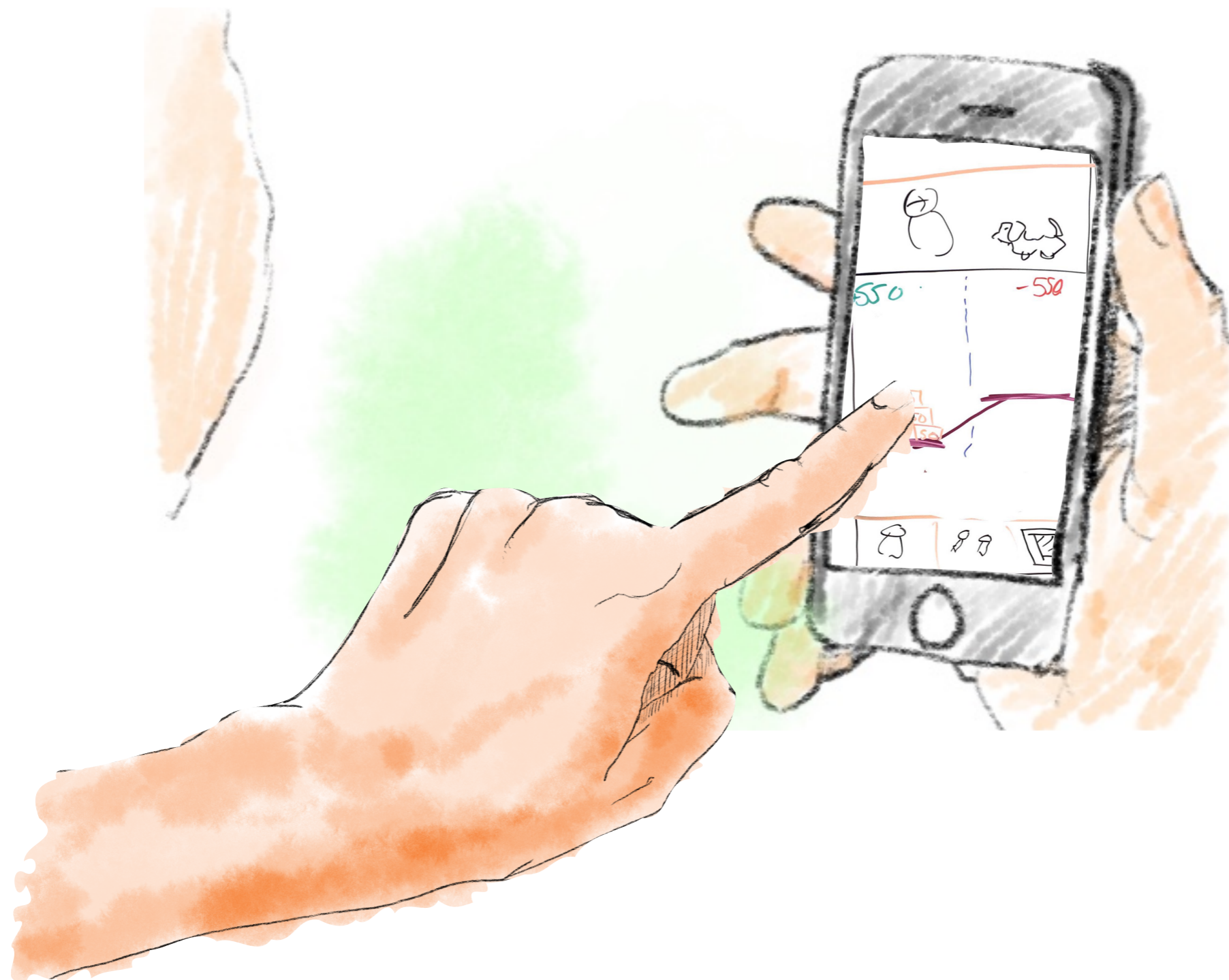


- Currency is exchanged by dragging gold calorie bars from one side of the scale to the other.
- Finger scanner
- Bars drop in a satisfying manner, almost like real gold bars.









Profile

