Max Level Fitness: A Game Changer in Fitness Incentives

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The Motivation

- 35.7% of Americans are considered obese, 68.8% are overweight [1]
- In 2015, the #1 New Year’s Resolution was Losing Weight, #5 was getting fit
  - Only 8% of people reached their goals! [2]
- >80% of adults do not meet guidelines for both aerobic and muscle-strengthening activities [3]
A New Way to Engage

- Goal setting can improve success rates by up to 30% [4]
- Majority of time spent on mobile device is spent playing games
- Game With a Purpose (GWAP)
What Exists Now

- **Health and Fitness Apps**
  - RunKeeper
    - Logs cardio activity
  - MyFitnessPal
    - Input dietary intake
    - Manually enter physical activity

- **Game Integration**
  - Zombies, Run!
    - Mission based fitness incentives
    - Just running
Introducing: Max Level Fitness

- A fitness-tracking app w/ game-like mechanics
  - Running detection/logging
  - Gym attendance detection/logging
  - Other health goal tracking (i.e. sleeping)
  - Track progress of multiple goals simultaneously
  - Track comprehensive statistics
    - Lifetime stats
    - Star system for character progression
    - Earn badges (standardized achievements)
  - Leaderboards w/ friends
Overall Stats

- Total number of goals: 6
- Number of goals completed: 0
- Total distance ran: 0 miles
- Fastest speed ran: 0 mph

Add Goal

- Goal Type: Running
- Goal Frequency: 3 days/..
- Goal Distance: 10 miles
- Goal Speed: 6 mph

Session Tracking

- Goal Tracking Session
  - Goal ID: 2
  - Goal Type: RUNNING
  - Goal Frequency: 3
  - User Speed: 0 mph

Leaderboard

- RunnerBro123
  - Member Since: 04/20/16
  - Total Stars: 5

My Friends

- CardioManiac
  - Stars: 15
  - Top badge: 🏆

- GetYolked
  - Stars: 10
  - Top badge: 🏆

- SerSwole
  - Stars: 8
  - Top badge: 🏆
References