Max Level Fitness: A Game Changer in Fitness Incentives

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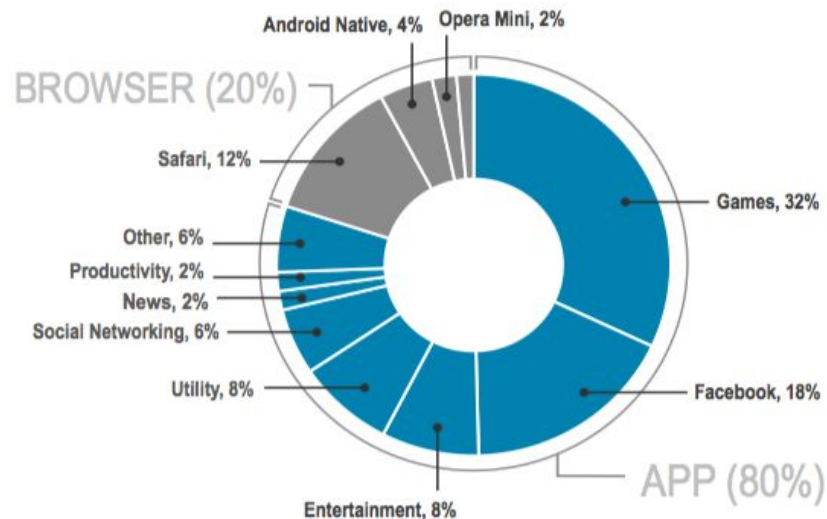
The Motivation

- 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)

Time Spent on iOS & Android Connected Devices

Android Native, 4%   Opera Mini, 2%
BROWSER (20%)
Safari, 12%
Other, 6%
Productivity, 2%
News, 2%
Social Networking, 6%
Utility, 8%
Entertainment, 8%
Games, 32%
Facebook, 18%
APP (80%)

FLURRY   Source: Flurry Analytics, comScore, NetMarketShare

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

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

MaxLevelFitness ⋮

SEARCH   SESSION   GOALS   **STATS**   LEADERS

Total number of goals: 6

Number of goals completed: 0

Total distance ran: 0 miles

Fastest speed ran: 0 mph

UPDATE STATS

Add Goal

MaxLevelFitness

Goal Type: Running   ▾

Goal Frequency: 3 days/..   ▾

Goal Distance: 10   miles

Goal Speed: 6   mph

ADD GOAL

Session Tracking

MaxLevelFitness ⋮

SEARCH   **SESSION**   GOALS   STATS   LEADERS

Goal Tracking Session

A goal is being tracked!

Goal ID: 2

Goal Type: RUNNING

Goal Frequency: 3

User Speed: 0 mph

STOP TRACKING SESSION

Leaderboard

MaxLevelFitness ⋮

SEARCH   SESSION   GOALS   STATS   **LEADERS**

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

1. National Institute of Diabetes and Digestive and Kidney Diseases http://www.niddk.nih.gov/health-information/health-statistics/Pages/overweight-obesity-statistics.aspx
2. U.S News & World Report http://www.statisticbrain.com/new-years-resolution-statistics/
3. http://www.fitness.gov/resource-center/facts-and-statistics/
4. https://hilt.harvard.edu/files/hilt/files/settinggoals.pdf