When people install the Happy Days Fitness Tracker app, they are asked to "opt in" to a data collection scheme where their level of physical activity data is automatically sent to the company for product research purposes. During your interview with the company, they tell you that the app is very effective because after installing the app, the data show that people's activity levels rise steadily.

The problem

The Happy Days Fitness Tracker is an app designed to entice individuals to practice better fitness habits through tracking their physical activity throughout the day. Therefore, our question is, *does the Happy Days Fitness Tracker increase the levels of physical activity for its users*? It is important to find out whether installing this app resulting in a steady increase in users’ physical activity due to the importance of this aspect in determining the added value from using the app.

The potential solution

Installing the Happy Days app will increase the levels of physical activity for its users.

The method of testing the solution

For participants in the experiment, half will have the app installed on their devices without notice of the opt-in, while the other half will have their physical activity measured through metrics taken from standard applications on their devices.

If the Happy Days app proves a sustained increase in physical activity levels for participants with the Happy Days app installed over participants who don’t, then we can be more confident of the app’s value without having to fear the effect of increased physical activity levels due to participants knowing they are being watched.