Proposal

## Purpose - *Why is the project worth doing? What is the problem it is trying to solve? Which need is being addressed?*

Using augmented reality provides a platform for which I can create a unique application with relatively new technology that very few apps currently use.

Using virtual reality when exercising can be uncomfortable but also dangerous; in order to enjoy an immersive experience, you would have to wear a headset. Augmented reality is an overlay of content on the real world in order to enhance reality. My application will be designed so the user can use their phone camera in order to achieve this immersion, no additional tools are required.

The purpose of this project is to motivate fitness by utilising the ease of accessibility that mobile applications have.

## Why do you want to do this?

The reason behind my decision to build a mobile application stems from my keen interest in software development. Building an application that solves a problem is something that excites me. I also have a strong background in business studies, particularly a firm understanding of market research. Merging these two interests allows me to practise what I have learnt in both of these subject areas, to build and develop a unique mobile application that solves a problem. Ultimately, I would like to start a career developing mobile applications. I believe if I pour all my interest and hard work into this project it will pay off and leave me with something to boast about to potential future employers.

## Why this particular application idea?

I started to research any potential gaps in the mobile app market to lead me to an application I would be passionate about building. My interests include; augmented reality, virtual reality, gaming, social software, business, education, and travel.

Statistics show the largest category in the Google Play Store and Apple App Store are games[1]. A quarter of applications listed 'Games' as their primary category. This demonstrated to me the demand and market size for mobile game apps.

Looking further down the list, I noticed that the health and fitness category made-up 2.9% of apps on the app store.

This lead me to idealising how I could gamify something that is relatively lower down the list, which is where I found health and fitness at just under 3%.

With the inception of virtual and augmented reality, I became increasingly aware of the ramifications such technology could have on a person's health.

With the inception of video games, it because increasingly evident that playing video games can have detrimental effects on one's health. However, soon enough people realised that you could create games that are physically demanding, such as those released for the Nintendo Wii console. The idea for the gamification of recreational exercise gamification is inspired by this invention.

The gaming industry is already heavily investing in AR/VR technology for a reason, and I believe the inclusion of this technology within my application will enhance the idea as well as help distinguish it from existing products.

Augmented reality has the purpose of enhancing what the user sees to make it more meaningful.

## Project Aim and Objectives

To develop a mobile application that motivates users to exercise by gamifying recreational exercise with the help of augmented reality.

The aim can be achieved by completing the following objectives. Once I have a finished product that adheres to the first four objectives, I will evaluate the success of my application.

1. Build a mobile application with the practice of good UI/UX design.
2. Realise what currently motivates people to exercise.
3. Investigate what game-like features to integrate into the application.
4. Investigate different augmented reality technologies for mobile.
5. Evaluate the effectiveness of my application (amount the app is used, time exercised, enjoyability factor)

## Work Plan

# References

[1] Most popular Apple App Store categories in October 2017, by share of available apps. *Statista*, [online]. Available at: <https://www.statista.com/statistics/270291/popular-categories-in-the-app-store> [Accessed 25 Nov. 2017].