

33

Count of Id

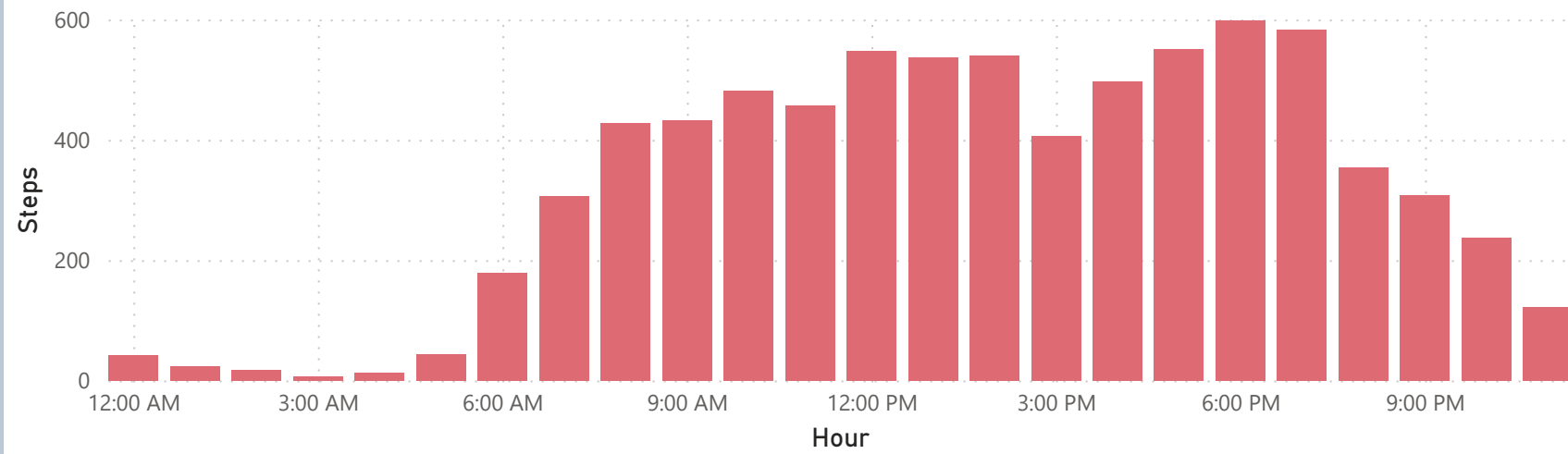
24

Sleep Record

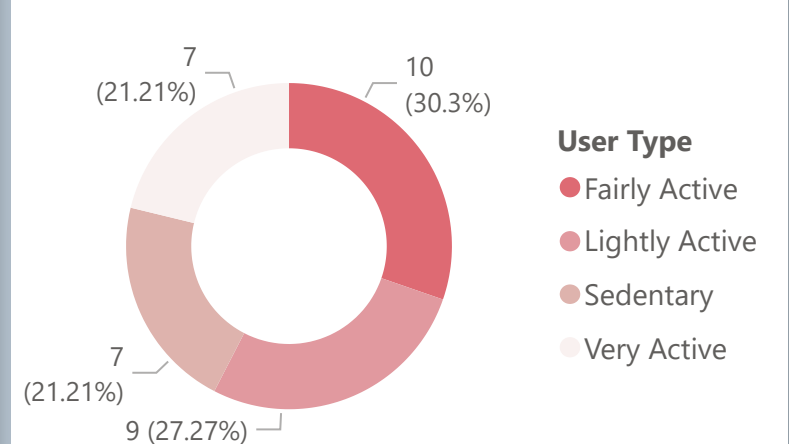
8

Weight Record

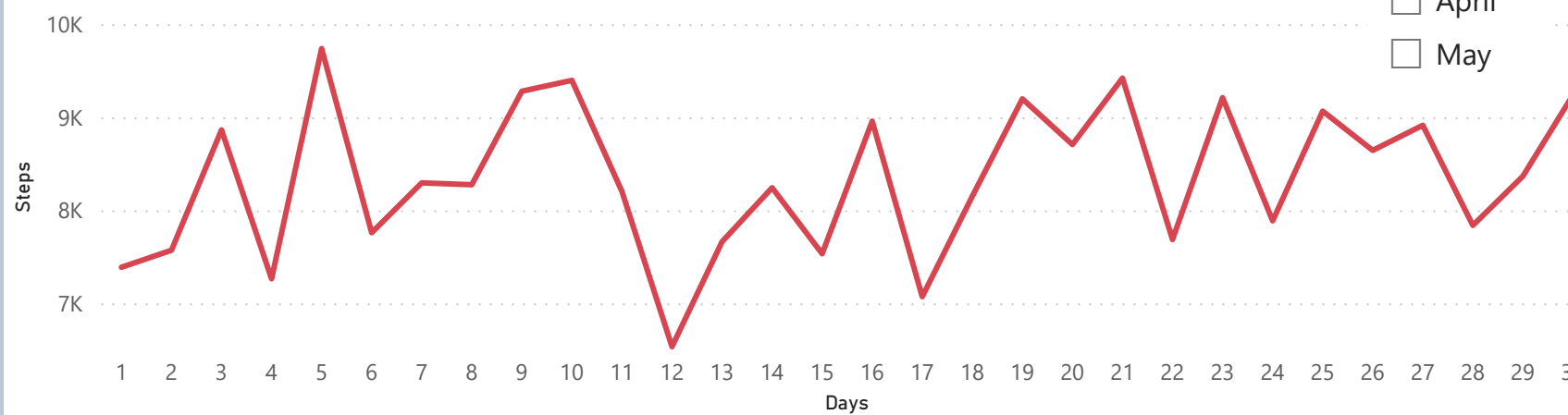
Hourly Steps Throughout the day



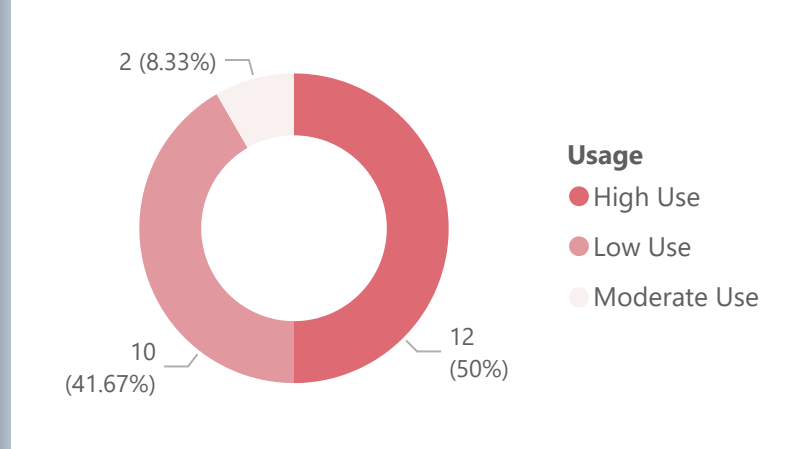
Count per User Type



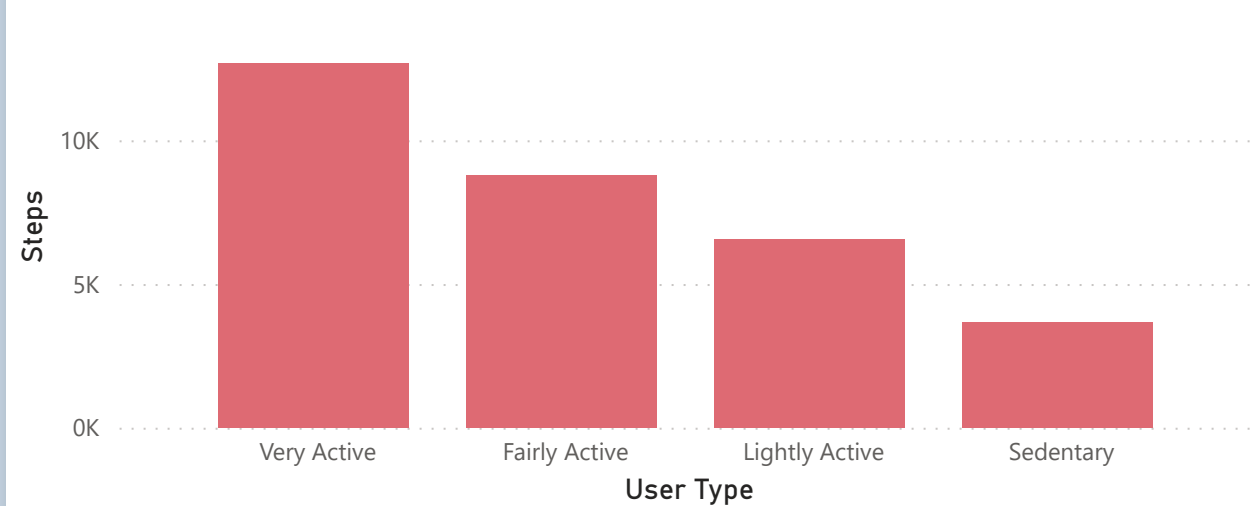
Average Steps per Day



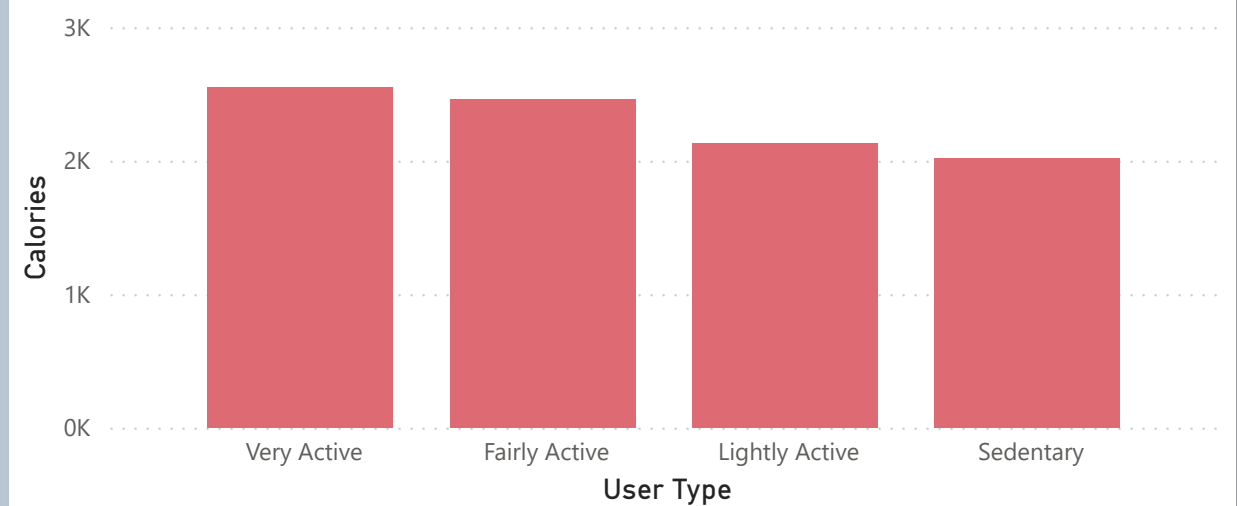
Daily Use of Smart Device



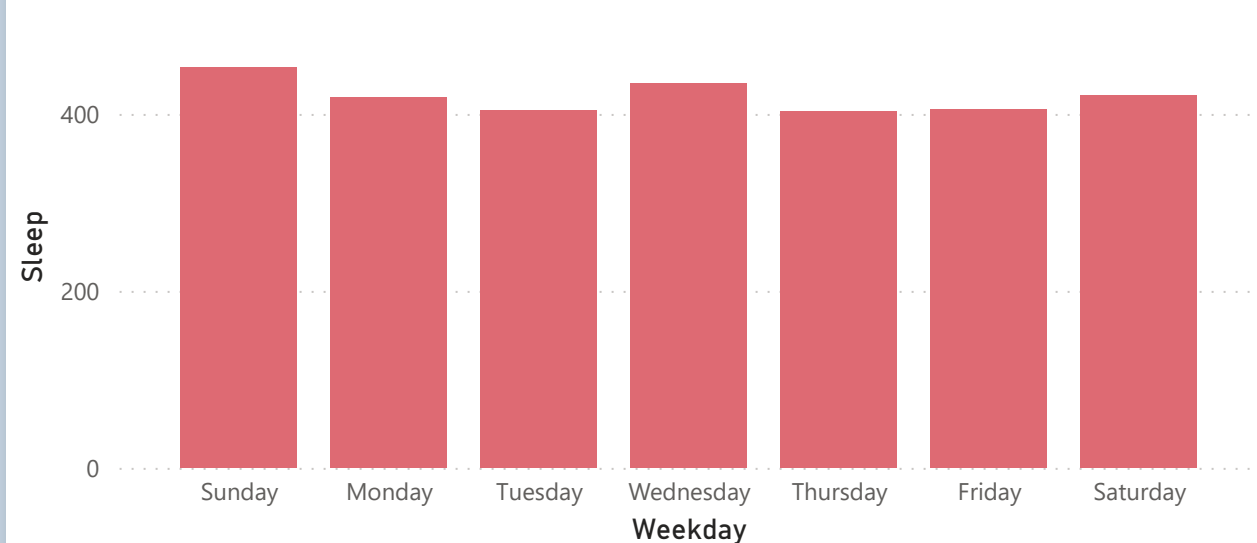
Average Steps by User Type



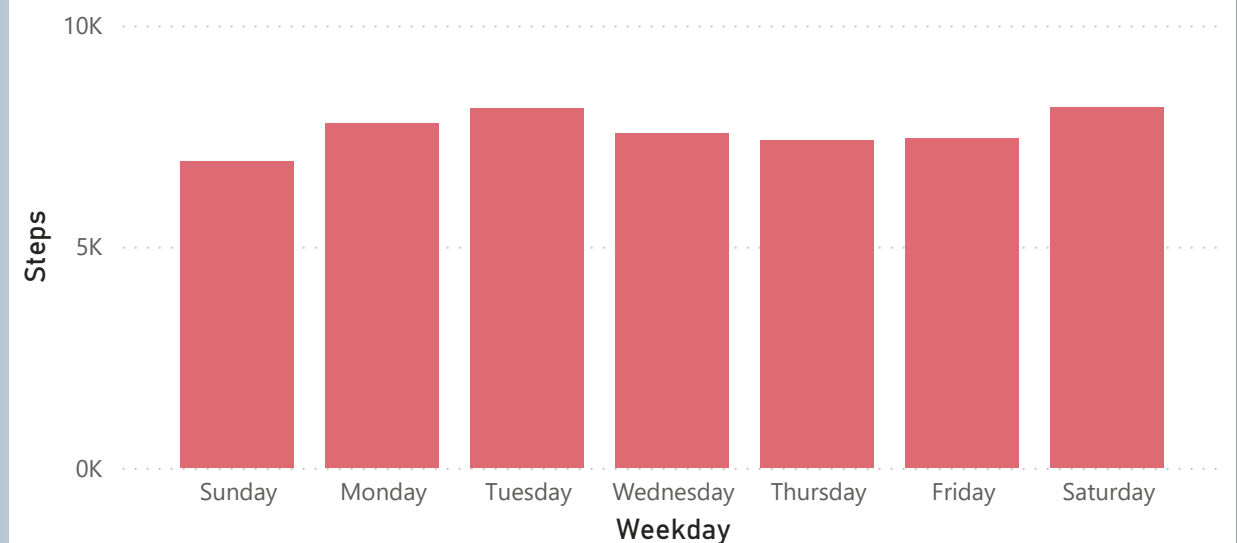
Average Calories Used by User Type



Average Daily Sleep by Weekday



Average Daily steps by Weekday



## RECOMMENDATIONS

- Further analysis, preferably a survey, needed to check why the weight log is not popular (questions about the relevance of the function, ease of use etc.) and why the participants didn't track their steps every day (questions about the battery life, relevance of the function, charging system, design of the device, etc.)
- We can use push messages about the risks of high sedentary time, health benefits of 7,500 steps etc. to make users more active during the day. As CDC explains, the more steps you walk the lower the mortality rate.
- To improve sleep time, a feature (bedtime mode) can be created where users are allowed to set a preferred bedtime and receive notifications just before that time. It will also include helpful resources such as relaxing music etc.
- We can create a gamified system on the app where users can earn rewards based on their daily step count to increase motivation and engagement