1. Psychology:
   1. Goal Orientations
      1. Quick and Simple fulfillments and instant gratification
      2. Strive to complete achievements to unlock certain things
   2. Competition
      1. Point based Game to compete against others
   3. Escapism
      1. People like to exercise most when they don't think about exercising; it becomes a game
2. Problem:
3. Impact:
4. Design: