To: Xxxxxx

Manager, Google Inc.

From: Yyyyyy

Date: December 4, 2016

Re: PROPOSING DEVELOPMENT AND LAUNCH OF AN ALL NEW AUGMENTED REALITY GOOGLE MOBILE APP DESIGNED TO ADDRESS THE PROBLEM OF GROWING CHILDHOOD OBESITY. Don’t overdo subject lines.

I would like to take this opportunity presented to propose the development of a new interactive and entertaining google android app designed exclusively for addressing issues surrounding childhood obesity. The app could be marketed focusing the individuals in the age group of 3-19 years of age as potential users as this is the age group that suffers from childhood obesity as well as is also heavily into mobile gaming. The app can make use of our other products like google maps, goggle+ and google googles to make it even more user friendly and interactive. The idea behind the app should be to make the user increasingly physically active by providing various objectives that require the end-user to get out of the house and by the use of gmaps navigate to certain specific locations in order to complete them. We basically need to motivate kids to reach places such as parks, lakes, hike trips etc. which can help them develop interest in the activities which are associated with these places and help them change their unhealthy habits which are the root cause of childhood obesity. Separate the summary paragraph so it stands out on its own more. Paragraph length at the start of a document can have a big impact.

SEVERITY OF THE PROBLEM OF CHILDHOOD OBESITY

* In a survey done in 2012, more than one third of children and adolescents were either overweight or obese. Where did these figures come from? Be sure to add credibility to your document by citing expert sources.
* Childhood obesity can have immediate and long terms effects on individuals both biologically and psychologically.
* It can result in cardiovascular diseases, such as high cholesterol or high blood pressure, prediabetes, bone and joint problems, sleep apnea as well as psychological problems such as low self-esteem and stigmatization equally in both youth and adolescents.
* Moreover, as a long term effect children who are obese at young ages tend to be obese as adults which further risks them towards adult health issues such as heart problems, type 2 diabetes and even several types of cancers. These bullet points suggest these are the most important points in the memo. While important, the focus should be on your solution.

RECENT AUGMENTED REALITY MARKET SCENARIO

* The recent success of another augmented reality app called “Pokemon GO” developed by Nintendo which ended up becoming the most successful mobile app launched in history clearly indicates that there is a huge market booming in the area of augmented reality mobile game apps and its time google presents one of its own app for its users and google community.
* According to an article in the Washington Post the app nearly overtook twitter in daily active users and it currently ranks as the most profitable game on Google and Apple’s app stores. The success is credited to the use of augmented reality technology, which blends the digital and real world together.
* Also because of it being highly competitive and socially trending it turned out to become a new craze in the youth with kids walking miles and visiting places so as to just add another pokemon character to their collection or place their character at certain location to defend its position by fighting with different characters of other players.

If you use too many bullets, or if bullets comprise much of your document, their effectiveness lessens.

As we have much better augmented reality applications already at our disposal we can build an app that integrates these tools in order to provide the best user-experience possible. The new google app can be revolutionary if it incorporates the health app parameters such as heart rate, steps/miles traversed and also calories burnt as a competitive parameter besides the main logical theme of the game. And we can put objectives majorly in open areas such as public places, recreational areas, parks, trails etc. so that people visit these places in order to enjoy the game collaboratively as well as the place itself.

The current mobile gaming world is focusing on exercising the children’s brains. These type of games can get quite demanding and can result in increased anxiety levels in youth resulting in various diseases like sleep apnea and increased blood pressure. On the other hand, our new app will contribute towards children undergoing physical exercises, discovering new places, getting close to nature and it being a team sport- working collaboratively. This can help them to overcome their psychological stigmas and help children gain increased social acceptance and feel socially connected as well. We can also reap further rewards from this application if we start taking advertisements from events and business locations in order to place collectives or objectives close to them. Good impact.

Thus this application can help set the trend right by bringing down the rapidly growing childhood obesity by forcing the children to change their unhealthy habits in order to become better players of the game and let their competitiveness drive them further than ever before in the fight against childhood obesity.