

Written Assignment 2

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In view of the different schedules and physical constitutions of each citizen, I suggest developing a sports app. This app allows citizens to arrange sports according to their own schedule, and choose the types and levels of sports according to their sports foundation and hobbies.

Extrinsic motivation:

- 1) A leaderboard can be set in the app to motivate competitive individuals.
- 2) Different badges can be set in the app to award achievement people accomplish.
- 3) Regular offline competitions can be held through the app, and winners can receive physical rewards.

Intrinsic motivation:

- 1) We can create different types of communities in the app to increase user stickiness. Users can find their own circles and meet offline to take exercises.
- 2) We can include science articles about the benefits of sports in the app. When people realize the benefits of exercise, they will take the initiative to exercise.