

## Problem Statement

How might we design a technological solution to nudge a white-collar worker to stay active, focused, and hydrated during working hours?

# Ideation

01



## **Social app**

A reward-based social platform that encourages users to engage in physical activities at workplace

02



## **Desk gadget**

A desk gadget that reminds the user to get up after a prolonged duration of sitting

03



## **Chatbot**

An AI assistant as a personal health coach that provides tips for staying active during office hours