

#### The Problem:

How do we get people to work out more? We know that lack of working out is a primary cause of chronic diseases. A few more common examples would be accelerated biological aging, cognitive dysfunction, and depression and anxiety.

#### The Potential Solution:

We can get people to work out more by providing a strategic reminder.

#### The Method of Testing:

We'll have a control and a test group, where the control will be the population, and the test will be stratified random via cities. The control group will be using the normal app, which tracks activity rates and displays it. The test group will receive reminders based on activity rates. Ex the app notices Jim has ran 60 minutes this week but the recommended amount is 90, the app will send him a reminder that he should run for 30 more minutes this week to meet the recommended amount.

Assuming a user base of 10k people, the sample size will be 370; given a confidence interval of 5 and 95% confidence level. In other words we are 95% sure that the portion of population is between 365 and 375.

#### Rollout:

Activity rates will be tracked over a 12 month period. This will allow for changes in activity level due to weather/holidays to be accounted for. If we see there is a 20% increase then we'll push the features to the remaining users.