

Info Step Counts	Info Monthly Summary	Info
Info Data Insights	Info Daily Goal	Info
Info Ads	Info Patient Record	Info
Info Location	Info Monthly Goal	Info
Info Emotional Support	Info Personal Message	Info
Info Step Counts	Info Invitation	Info
Info Step Counts	Info advice	Info

Information

Overview

These tokens refer to specific information

Ethics

Special consideration for data privacy concerns

Goal/ Motivation

Overview

What is the aim or desired result

Ethics

Goals can in some cases be in conflict and are not necessarily mutually beneficial

Goal	Goal	Goal	Goal
Habit	Social	Reduce	
Change	Interaction	Stress	
Goal Enjoyment	Goal Save Time	Goal Cope	Goal
Goal	Goal	Goal	Goal
Emotional	Collect	Reduce	
Support	Data	Risk	
Goal	Goal	Goal	Goal
Sell	Sell	Save	
Product	Service	Time	
Goal	Goal	Goal	Goal
Max.	Improve	Improve	
Profit	Health	Biomarker	
Goal Increase Exercise	Goal Improve Diet	Goal	Goal
Goal Step Counts	Goal Reduce Stress	Goal	Goal

Info Step Counts	Info Monthly Summary	Info
Info Data Insights	Info Daily Goal	Info
Info Ads	Info Patient Record	Info
Info Location	Info Monthly Goal	Info
Info Emotional Support	Info Personal Message	Info
Info Step Counts	Info Invitation	Info
Info Step Counts	Info advice	Info

Information

Overview

These tokens refer to specific information

Ethics

Special consideration for data privacy concerns

Goal/ Motivation

Overview

What is the aim or desired result

Ethics

Goals can in some cases be in conflict and are not necessarily mutually beneficial

Goal	Goal	Goal	Goal
Habit	Social	Reduce	
Change	Interaction	Stress	
Goal Enjoyment	Goal Save Time	Goal Cope	Goal
Goal	Goal	Goal	Goal
Emotional	Collect	Reduce	
Support	Data	Risk	
Goal	Goal	Goal	Goal
Sell	Sell	Save	
Product	Service	Time	
Goal	Goal	Goal	Goal
Max.	Improve	Improve	
Profit	Health	Biomarker	
Goal Increase Exercise	Goal Improve Diet	Goal	Goal
Goal Step Counts	Goal Reduce Stress	Goal	Goal

Constraints/obligations

Data Data Obligation Limit **Financial** Contractual **Penalty** Obligation Goal Limited Obligation Access Social Financial Pressure Pressure **Technical** Time Obligation Obligation

Constraints/ Obligations

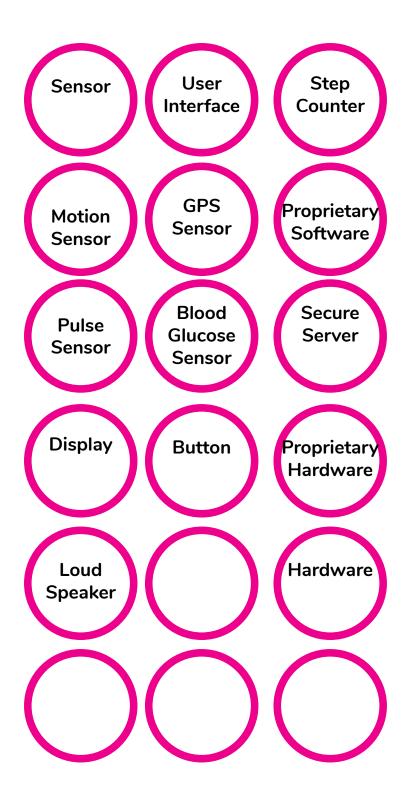
Overview

Limitations or actions to which one is morally or legally bound

Ethics

Such obligations can force unwanted actions or impair rights

Things



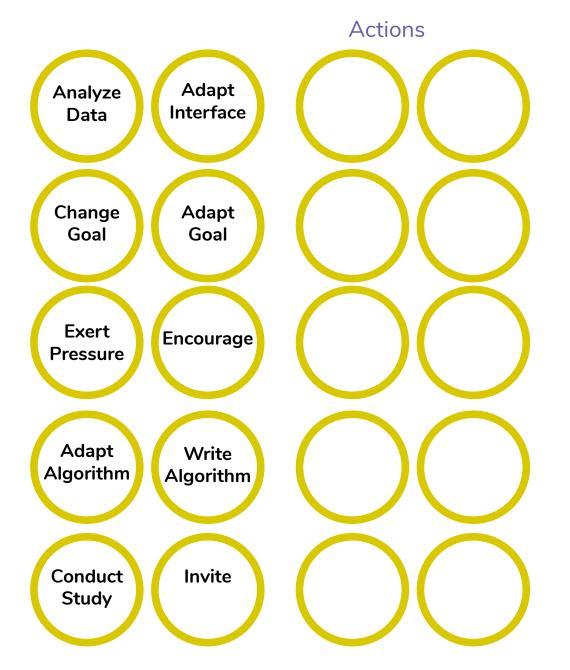
Things

Overview

These are inanimate objects that gather or communicate information or serve a specific role

Ethics

What is being collected and presented must be carefully examined



Actions

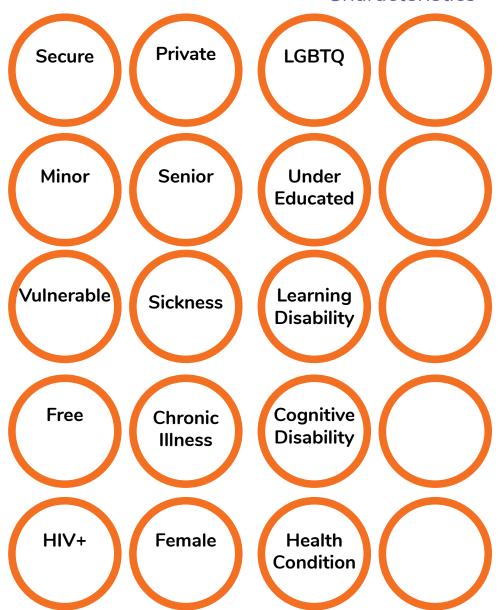
Overview

The process of doing something to achieve an aim

Ethics

Actions influence other parties

Characteristics



Characteristics

Overview

a feature or quality belonging a person, place, or thing and serving to identify them.

Ethics

Differences must be considered

Actor

Friend	
Payer	
Wristband	
Smartphone	
Smartwatch	
Primary User	
Patient	
Health Care Company	
Family Member	
Server	
Cloud Service	

Actors

Overview

A person, company, or material object

Ethics

Degree of responsibility should be carefully considered within context