









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

<p>Information</p> <p>Overview</p> <p>These tokens refer to specific information</p> <p>Ethics</p> <p>Special consideration for data privacy concerns</p>

<p>Goal/ Motivation</p> <p>Overview</p> <p>What is the aim or desired result</p> <p>Ethics</p> <p>Goals can in some cases be in conflict and are not necessarily mutually beneficial</p>
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Goal Habit Change	Goal Social Interaction	Goal Reduce Stress	Goal
Goal Enjoyment	Goal Save Time	Goal Cope	Goal
Goal Emotional Support	Goal Collect Data	Goal Reduce Risk	Goal
Goal Sell Product	Goal Sell Service	Goal Save Time	Goal
Goal Max. Profit	Goal Improve Health	Goal Improve Biomarker	Goal
Goal Increase Exercise	Goal Improve Diet	Goal	Goal
Goal Step Counts	Goal Reduce Stress	Goal	Goal

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Constraints/obligations

Data
Limit

Data
Obligation

Financial
Penalty

Contractual
Obligation

Limited
Access

Goal
Obligation

Social
Pressure

Financial
Pressure

Technical
Obligation

Time
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

Sensor

User
Interface

Step
Counter

Motion
Sensor

GPS
Sensor

Proprietary
Software

Pulse
Sensor

Blood
Glucose
Sensor

Secure
Server

Display

Button

Proprietary
Hardware

Loud
Speaker

Hardware

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

Analyze
Data

Adapt
Interface

Change
Goal

Adapt
Goal

Exert
Pressure

Encourage

Adapt
Algorithm

Write
Algorithm

Conduct
Study

Invite

Actions

Overview

The process of doing
something to achieve
an aim

Ethics

Actions influence
other parties

Characteristics

Secure

Private

LGBTQ

Minor

Senior

Under
Educated

Vulnerable

Sickness

Learning
Disability

Free

Chronic
Illness

Cognitive
Disability

HIV+

Female

Health
Condition

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