









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

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

Duties Data Limit	Duties Data Required	Duties	Duties	
Duties Financial Penalty	Duties	Duties	Duties	
Duties Limited Access	Duties	Duties	Duties	
Duties Social Pressure	Duties	Duties	Duties	
Duties Technical Duty	Duties	Duties	Duties	
Duties Data Limit	Duties	Duties	Duties	
Duties Data Limit	Duties	Duties	Duties	
Duties Contract Obligation	Duties Time Obligation	Duties	Duties	

Duties

Overview
Limitations or actions to which one is morally or legally bound

Ethics
Such obligations can force unwanted actions or impair rights

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

Things Sensor	Things Blood Glucose Monitor	Things Sensor		
Things Motion Sensor	Things Button	Things		
Things Pulse Sensor	Things Step Counter	Things		
Things Display	Things Proprietary Software	Things		
Things Sound	Things Secure Server	Things		
Things Button	Things Proprietary Hardware	Things		
Things User Interface	Things Hardware	Things		
Things GPS Sensor	Things	Things		

Actions
Analyze
Data

Actions
Analyze
Data

Actions
Change
Goal

Actions
Write

Actions
Exert
Pressure

Actions
Invite

Actions
Adapt
Algorithm

Actions

Actions
Conduct
Study

Actions

Actions
Adapt
Interface

Actions

Actions
Adapt
Goal

Actions

Actions
Encourage

Actions

Actions

Overview

The process of doing something to achieve an aim

Ethics

Actions influence other parties

Characteristics

Overview

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

Ethics

Differences must be considered

Traits
Secure

Traits
Private

Traits

Traits
Minor

Traits
Elderly

Traits

Traits
Vulnerable

Traits
Chronic
Illness

Traits

Traits
Free

Traits
Diabetes
T1

Traits

Traits
HIV+

Traits
Diabetes
T2

Traits

Traits
Female

Traits
LGBTQ

Traits

Traits
Low
Education

Traits
Learning
Disability

Traits

Traits
Cognitive
Disability

Traits
Health
Condition

Traits

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

Actors

Overview

A person, company, or material object

Ethics

Degree of responsibility should be carefully considered within context

Server	Server
Cloud Service	Cloud Service