Persuasive System Principles:

The development team of MyFitness Tracker have followed a critical path of development which ensures the successful implementation of qualities which are system persuasive. The persuasive system principles used by the team were influenced by the model suggested in the article ‘Persuasive Systems Design: Key Issues, Process Model, and System Features’ by Oinas-Kukkonen. This document will record the team’s method of implementation following; analysis and selection of persuasive design principles, to requirements definition for software qualities and software implementation[[1]](#footnote-1).

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| Persuasive Design Principles | Requirements Definition | Software Implementation |
| Primary Task Support: | | |
| Reduction | The MyFitness Tracker should minimise the steps required for a user to obtain an integrated view of health and fitness data. | Software takes in user inputs through the desktop application and displays this data on an integrated ‘Dashboard’ screen. |
| Self-monitoring | MyFitness Tracker should allow users to set goals and measure their actual performance against these goals. | The application allows users to set goals which are displayed on the dashboard. A progress bar visually displays user current progress to goal. |
| Simulation | MyFitness Tracker should provide a means of observing links between cause and effect by displaying trends over time. | The date-picker on all screens of the application allow users to input data along a timeline and view trends for a variety of fitness/health related elements on any given day. |
| Dialogue Support | | |
| Reminders | MyFitness Tracker should remind users of the goals they have set to encourage optimal use of the system. | The ‘Dashboard’ screen displays the most recent goal which the user has inputted. This page is an integrated and consistent reminder of user goal input. |
| Liking | MyFitness Tracker should be designed to be visually appealing to the target user audience. | The design of the application is simple and easy to manoeuvre. This will appeal to users of fitness applications as it is time efficient yet information heavy. Background pictures of exercise and healthy living add to the appeal towards fitness users. |
| System Credibility Support | | |
| Surface credibility | Users should positively assess the credibility of MyFitness on inspection of design and overall use. | The application will encompass good design elements such as ease of navigation and a lack of irrelevant data such as advertisements. |
| Expertise | Users should be able to use the system alongside modes of further knowledge and expertise to use the system in its most optimal form. | MyFitness Tracker was developed as a free bonus for all gym members of Fitness Fanatics. Fitness instructors and healthcare professionals are Fitness Fanatics will be familiar with the system. As such, their knowledge and expertise will enhance the data conveyed in the application. |

It is integral to tailor persuasive functionalities to the nature of the application. Therefore, the development team for MyFitness Tracker have extracted two to three principles from a broad category of three major design principle. These decisions were made on a basis of relevance to the purpose of MyFitness Tracker.

1. Oinas-Kukkonen H. & Harjumaa M., 2009, ‘Persuasive Systems Design: Key Issues, Process Model, and System Features’. [↑](#footnote-ref-1)