

Fit4Life: The Design of a Persuasive Technology Promoting Healthy Behavior and Ideal Weight

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What am I going to talk about?

- Description of Fit4Life (part 1)
 - Goal
 - The problem to solve
 - Origin of Fit4Life
 - Strategies of Fit4Life
 - Components of Fit4Life
- Discussion of Fit4Life (part 2)
 - Goal
 - Function Fit4Life
- Conclusion + future
- Questions

Fit4Life

- **Fit4Life:** A persuasive application to reduce obesity
- **Problem to tackle:** Reducing obesity or overweight
 - America 1994 → > 54%
 - America 2006 → 73%
- **Goal:** develop healthier behaviors

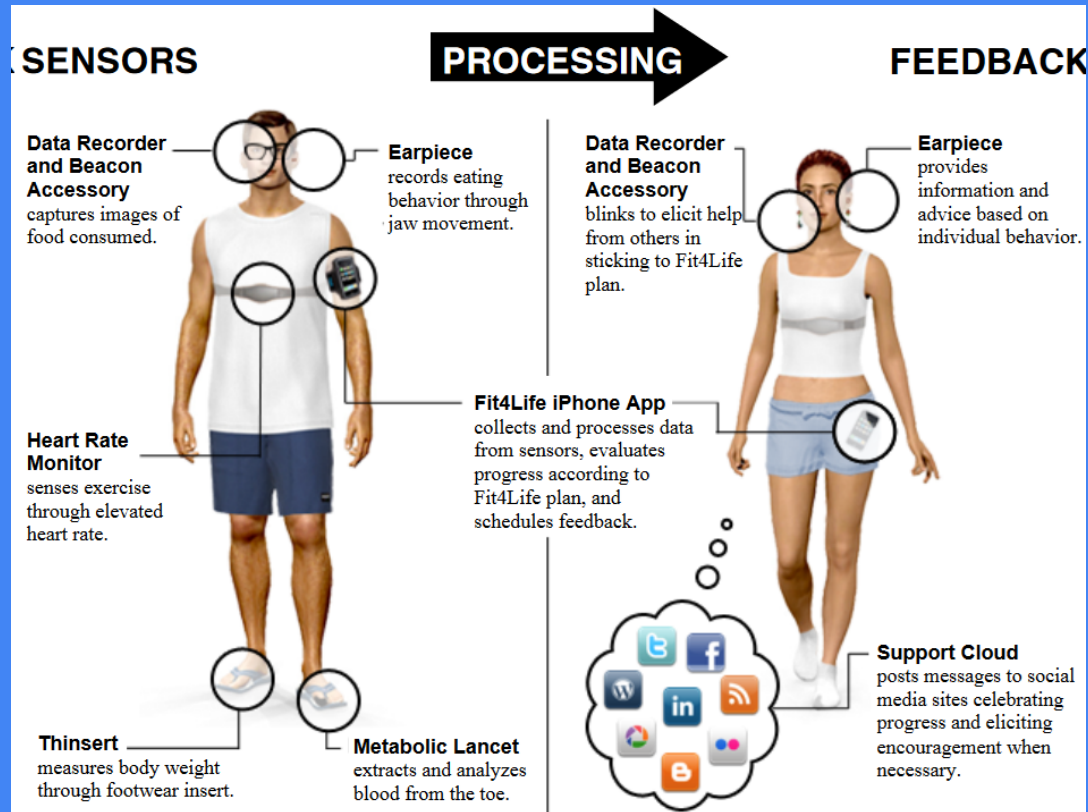
Origin Fit4Life

- **Based on:** literature-supported principles in existing weight applications
 - E.g. tracking calorie consumption
- **Avoids:** reasons failure other persuasive systems on losing weight
 - 1. Burden of tracking
 - 2. Participants choose information
- **33 technology based behavior change programs analyzed**
 - Type of behavior
 - Used medium

Strategies Fit4Life

- **1.** Design technology for people's everyday lives
- **2.** Encourage new behavior by making them simpler
- **3.** Introduce rewards and motivations to encourage specific behavior

Components Fit4Life



Discussion of Fit4Life

- **Actual goal Fit4Life:**
 - Demonstrate such a design
 - Experiment to reflect on social, ethical and political issues
- **Function Fit4Life to explore:**
 - Encouragement, persuasion and coercion
 - Controlling, rationalizing and optimizing human behavior
 - Surveillance

Encouragement, persuasion and coercion:

- Support cloud and Beacon Accessory
- User's goals?
- Help and shame
- Social norms and stick to plans
- Objective standards
 - As reinforcement
 - Induce behavior → acceptable to wider group

Other 2 issues:

Controlling, rationalizing and optimizing human behavior:

- **Shift responsibility:** individuals → external resources
- **Human decision making process**

Surveillance:

- **Privacy**

Conclusion + future

- **First part:** Fit4Life
- **Second part:** novel discussion, demonstrate:
- **Ideal system:**
 - Subjective → define own values + meanings
- **The goal should be:**
 - Help users in self-reliance

Questions to you:

- What aspects should in your opinion an ideal persuasive system, focussing on losing weight, have?
- Do you think that our ability to manage our diet and exercise be finally determined by technological innovations like Fit4Life?

Other questions?

Thank you for listening!

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