

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

Written by: Purpura, S., Schwanda, V., Williams, K., Stubler, W., & Sengers, P. (2011)

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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

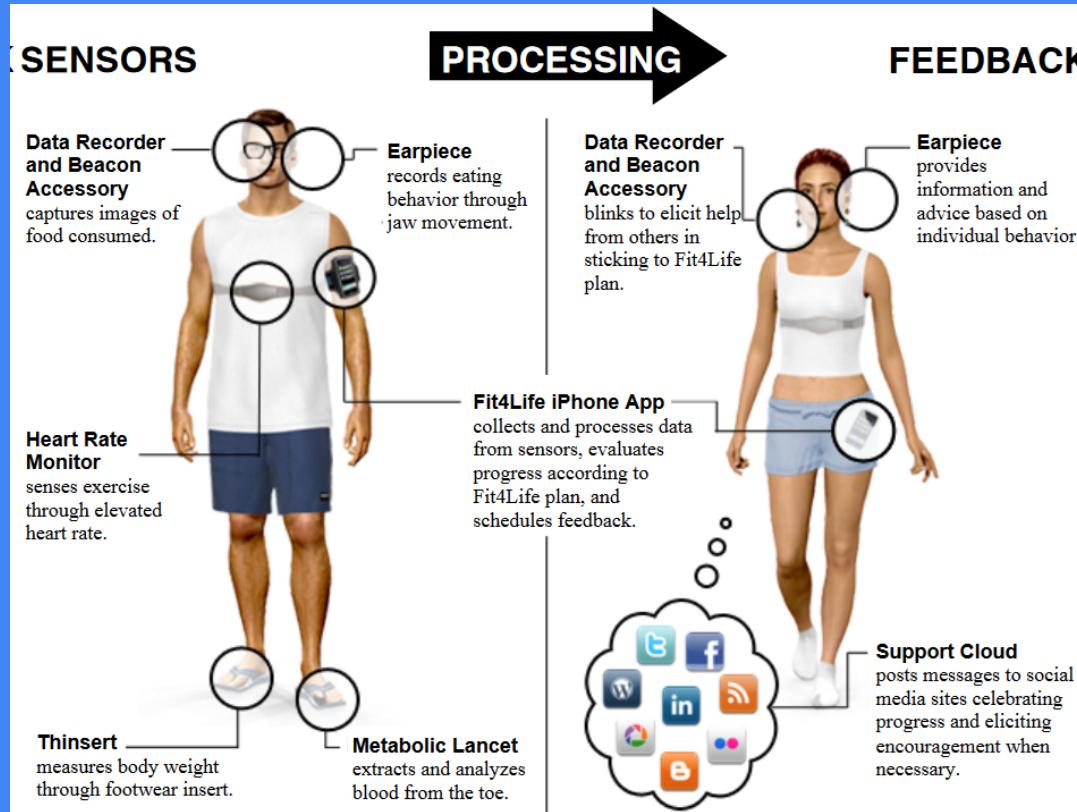
# Origin Fit4Life

- **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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