**Contents**

Acknowledgementsi

Executive Summaryii

Contentsiii

Abbreviationsv

**1. Introduction1**

1.1 Background1

1.2 Research Aims2

1.3 Context2

1.3.1 App Usage2

1.3.2 Gamification3

1.4 Study Purpose4

**2. Literature Review5**

2.1 Gamification Literature5

2.1.1 Overview5

2.1.2 Applications of Gamification5

2.1.3 How Gamification Works6

2.1.4 Gamification Strategies7

2.1.5 Behaviour Change Techniques7

2.1.6 Self-Monitoring8

2.1.7 Feedback10

2.1.8 Goal-Setting10

2.1.9 Criticisms of Gamification12

2.2 Developing an App13

2.2.1 Usability13

2.2.2 Wireframes14

**3. Methodology & Design15**

3.1 Development of Objectives15

3.2 Tasks for Project16

3.3 Deliverables16

3.4 Developing the App17

3.4.1 Wireframes17

3.4.2 Android Studio17

3.4.3 Android Activity Lifecycle18

3.4.4 Database18

3.4.5 Free-Throw Game18

3.4.6 User Studies19

3.5 Extension Task – Machine Learning Methodology21

3.5.1 Overview21

3.5.2 Training Data22

3.5.3 Method Outline23

**4. Development25**

4.1 User Interface25

4.1.1 Navigation Drawer26

4.1.2 HUD and Toolbar26

4.1.3 ImageSlider27

4.1.4 MPAndroidChart Library27

4.2 Nutritionix API28

4.2.1 How the API worked29

4.2.2 Returning Results to the App29

4.2.3 Limitations of the API30

4.2.4 Caching the Data31

4.3 SQLite Database32

4.3.1 Creating the Database32

4.3.2 Diary and Food Database32

4.2.1 Progress and Goals34

4.4 Online Database36

4.4.1 Creating a Server36

4.4.2 Adding Content to Server38

4.4.3 Logging in and Signing Up39

4.4.4 Hashing Passwords40

4.5 Unity Game41

4.5.1 Problems with the Game41

4.5.2 The Game inside the App42

4.6 Gamification Elements43

4.6.1 Goals43

4.6.2 Feedback45

4.6.3 Self-Monitoring47

4.7 User Acceptance Testing47

4.8 System Testing49

**5. User Studies52**

5.1 Pilot Study52

5.2 Gathering Data for User Study52

5.3 Analysis of Results from User Study53

5.3.1 Results for Objective 153

5.3.2 Results for Objective 255

5.3.3 Results for Objective 357

5.4 Qualitative Results60

5.4.1 What Respondents Liked60

5.4.2 What Respondents Felt Could be Improved61

**6. Discussion62**

6.1 Summary of Analysis and Findings62

6.2 Conclusions Drawn from Analysis63

6.3 Project Implications63

6.4 Limitations64

6.4.1 Project Limitations64

6.4.2 App Limitations65

6.5 Recommendations65

**7. Extension Task – Machine Learning67**

7.1 Method67

7.1.1 Linear Regression67

7.1.2 Gathering Data67

7.2 Implementation69

7.2.1 Finding the Regression Equation69

7.2.2 Adding the Equation to the App70

7.3 Evaluation of Machine Learning Results71

**8. Bibliography73**

**9. Appendices78**

Appendix A: Images78

Appendix B: Wireframes80

Appendix C: Database Schema82

Appendix D: Questionnaire85

Appendix E: Responses to Open-ended Questions in Questionnaire88