



VITALITY MAP

Advice report



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Introduction:

The Stratum Vitality Map project aims to involve residents in the design of public spaces that promote exercise activities and motivate them to become more vital. By utilizing innovative methods such as design thinking and user analyzing, we strive to gather quantitative and qualitative data to gain deeper insights into the needs and preferences of the residents.

Continuation of Project

Our team is writing this report to provide you with an update on the progress of "The Neighborhood Map" product and offer recommendations on its continuation. Over the past few months, we have conducted extensive user-research to gather insights on the effectiveness of methods to make this product fun, users should be awarded in a way so that they continue to make suggestions and fill-in surveys. We conducted user testing with a diverse group of participants. Based on the findings, I strongly advise moving forward with the project, leveraging our modern design and develop this solution for all types of devices-mobile, computer & tablet. It is crucial add new features and fix bugs for this type of solution, that is why we recommend continuing in the agile methodology from now on, as you have our concept and you will only need to implement it and after that support it.

Research findings:

Gamification

Our gamification solution will help you in the short and mid-term period to gather and keep users but more fun ways can be added with new features, innovations like **augmented reality** would be cool to be researched, like "Pokemon Go" for example. We also recommend helping local businesses by contacting them and give prizes to people that participate the most in the software. This will boost customer growth for local business and will make users have an incentive to use the product more. Of course, our concept has merit as we have conducted research on what could get users on board, that is why we advise to expand on our gamification concept. Gamification techniques such as rewards, challenges, and progress tracking significantly enhanced user engagement. Participants showed a higher level of interest and were more likely to explore different features of the product. By integrating educational elements

within the gamified experience, users expressed a greater willingness to learn and retain information. That is why we implemented an onboarding experience in our concept so that they understand what the solution is for and how they can use it.

Vitality

Our team started to research very heavily on vitality "What makes you vital?", "How can you increase it?" and "How well do you feel physically?" . This was going in a direction where we wanted to learn more about the mental and physical health of the users. This was important because our goal was to understand how we can make users suggest their opinion and feeling to the municipality for their surrounding community. Our vitality research findings will not only help us build the product, but will also allow us to adapt the user experience to encourage overall well-being. We can build a sense of community engagement and ownership by developing a platform that allows individuals to share their opinions and concerns. We advice to follow this part if you are concerned with the user retention level or if users are churning.

Recommendation

Based on our user research findings and insights, we recommend that the development of "The Neighborhood Vitality Map" product be continued.

1. We can increase user engagement and encourage active participation by adding gamification tactics such as incentives, challenges, and progress tracking. Furthermore, the use of novel features such as augmented reality can enhance the interactive experience.
2. By incorporating our vitality research, the product will be able to address users' emotional and physical well-being while also offering a forum for them to voice their ideas and suggestions to the municipality. This will encourage community involvement and empowerment.
3. Foster Personalization and User Feedback:
 - a. Implement personalized recommendations based on user preferences.
 - b. Incorporate feedback loops for user suggestions and ideas.

4. We are excited about delivering this impactful product - "The Neighborhood Map". We look forward to see this software live and working. Should you have any questions or require further clarification, please don't hesitate to reach out to our team.
5. Continue to implement gamification features in different ways and with different technologies. We propose leveraging novel features like augmented reality to take the interactive experience to a whole new level. By integrating augmented reality, users can immerse themselves in a dynamic and visually stimulating environment, which will further enhance their engagement with the product.