
Emerging Trends

Five Guys

Healthier Living Project

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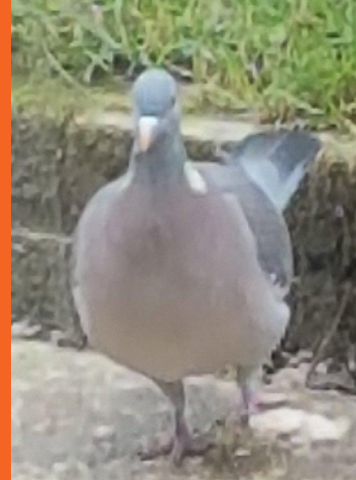
Cian West



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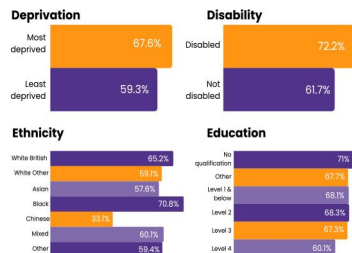
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Phoenix Webb



Obesity statistics by population factors



Source: Office for Health Improvement & Disparities, 2022



If you have a BMI of 40 or more, you are deemed morbidly obese.

Between 1975 and 2014

- obesity in adult men increased from 3.2 to 10.8%
- obesity in adult women increased from 6.4 to 14.9%

[1], [2]

Problem identified:

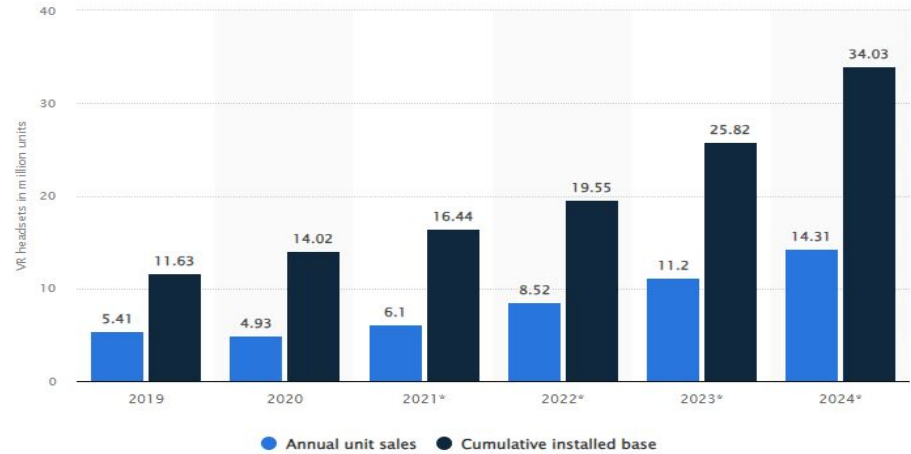
Obesity



Trend Identified:

Virtual Reality

VR Health and Fitness Application



Identified Virtual Reality as an emerging trend to combat obesity due to its increasing market demand and increasing availability/accessibility over the years.

We intend to use this to our advantage: a free to use, all in one VR native fitness application that offers the best elements of each of your favorite fitness apps to simplify and make healthier living more accessible.

Virtual Companions:

The Vital Bracelet

Tracks steps and heart rate to raise and maintain a wide variety of characters.

Optional phone app for additional features [4]



Pokemon Go

Travel around real-world locations to collect and battle with Pokemon and other players [5], which promotes light exercise to a large audience [6]

Console Exergames

Console Exergames are technologies that combine video games and exercise to promote healthy behaviour. [7] In the last ten years, active video gaming has been used in the prevention and treatment in obesity as a tool to increase an individual's physical activity. [8] Offered across Nintendo Wii Fit, Nintendo Ring Fit, Xbox Kinect and PlayStation Move consoles.

Advantages

- Increased engagement in physical activity.
- Adaptable to fit the individualised needs of the user.
- Highly scalable and economically viable, given the range of device compatibility which allows for greater marketability.

Disadvantages

- Isn't often done due to high cost of development.
- Interaction with a console may require handheld motion sensors. Thus allowing the user the ability to easily cheat; the console may think the player is moving, when in fact they are stationary.
- Lacks the capacity to retain users interest over extended periods of time. This stems from the poor variety of contents available.

[9]



IDEA

A virtual reality software that gives you a virtual companion to motivate, guide and assist you, providing valuable information on how to achieve specific goals, such as weight loss or muscle gain, as well as creating a healthy diet.

The app offers stimulating challenges and rewards that unlock new workouts and meal plans. In addition, it offers the possibility of connecting with friends and training together in shared virtual environments.

Setting goals is essential to achieving positive change, and as you achieve your goals, you earn rewards that keep you motivated.

Why VR?



It has been proven that VR can be a good motivator for doing exercise, commonly by gamifying it [10].

Exercising in VR also has a significant impact on energy levels and brain function [11].

Useful for people who prefer to workout in-doors

Advantages:

- **Time Flexibility:** Being a virtual reality application, users can access it anytime, anywhere, which provides flexibility to adapt to different schedules
- **Social Connection:** The ability to connect with friends and train together in shared virtual environments adds motivation
- **Personalized Motivation:** The presence of a virtual companion can provide a level of personalized motivation, as it can be adapted to the individual needs and preferences of each user

Disadvantages:

- **Need for Specific Hardware:** To fully leverage the virtual reality experience, users will require specific hardware, such as headsets or VR headsets
- **Latency Issues:** Depending on the quality of the connection and the hardware used, there may be latency or delay issues in interactivity

How we differ?

Our virtual reality solution stands out by providing a complete and personalized experience for free. It combines education on healthy habits, exercises, social connection, and gamified challenges.

This distinguishes the application from its competitors, offering free access to a motivating and interactive approach to exercise, along with social connectivity – key elements to sustain motivation and promote sustainable lifestyle changes, all without additional costs for users.

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