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Project Proposal – Component 1
Module: Creativity and Value Creation (ACCA5033)
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Date: 02/07/2026

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Ideation & Mind Map

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The mind map I created brings together ideas from innovation, creativity, value creation, and digital lifestyle tracking, linking them to my chosen project idea: a Fitness and Lifestyle Tracker App. The mind map shows how different areas such as fitness tracking, lifestyle habits, behaviour-change techniques, and mobile technology connect to the overall aim of supporting students in managing their daily routines.

One of the main areas in the mind map is innovation. Innovation is important because modern mobile technology has changed the way people track their fitness and lifestyle habits. Mobile fitness apps use sensors such as GPS and accelerometers to support activity tracking [1], and research shows they can increase physical activity when used consistently [2]. Many apps also use simple data analytics to provide personalised feedback, which links to the module idea that innovation improves everyday life by making tasks easier and more efficient.

Another key part of the mind map is creativity. Creativity is not only about visual design but also about finding new ways to motivate users. Fitness apps often use creative features such as streaks, badges, reminders, and progress graphs to help users stay consistent [6]. Creativity also appears in the layout of the app, where simple and clear design improves usability. This connects to the module content about how creativity supports problem-solving and helps generate new ideas.

The mind map also includes value creation. The app creates value by helping students stay active and manage their daily habits in one place. Many students struggle with balancing fitness, sleep, hydration, and study routines. By tracking these areas, the app can support healthier choices and reduce stress. Behaviour-change models explain how digital tools can support healthier routines through reminders and feedback [5]. This shows how the app can create real value for students by improving motivation and consistency.

Another section of the mind map focuses on fitness tracking, which includes steps, workouts, distance, and calories. Tracking these areas helps users understand their activity levels and set goals. Studies show that people are more motivated when they can see their progress visually [9], which supports the inclusion of graphs and charts in the app.

The map also includes lifestyle tracking, covering sleep, hydration, daily habits, and routines. These areas are important because lifestyle choices affect energy, mood, and productivity. Tracking habits helps users notice patterns, such as poor sleep or low water intake, supporting the idea that small changes can improve overall health.

Another node in the mind map is technology. The app would use mobile sensors, cloud storage, and simple data visualisation. These technologies are already common in many apps, making the idea realistic and achievable. Research on quantified-self practices shows that users benefit from collecting and exploring their own data [4], and personalised feedback can improve engagement [7].

The final part of the mind map is the project idea itself. I chose a Fitness and Lifestyle Tracker App because it fits my course and is relevant to students. It combines fitness and daily habits in one place, making it practical and useful. It also links well to the module themes of innovation, creativity, and value creation.

Figure 1. Mind Map of the Fitness and Lifestyle Tracker App

Aim, Objectives & Research Area

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For this part of the project, I wanted to explain properly what my idea is about and how I'm planning to research it. My project looks at how a fitness and lifestyle tracking app could help students with their daily routines. A lot of people already use apps to track steps, sleep or water intake, and research shows these apps can help people stay more active and organised [1], [2]. Because of that, I think it fits well with students who often struggle to balance study, fitness and general wellbeing.

The aim of my project is basically to understand how an app like this could support students in keeping healthier habits. I want to look at things like motivation, reminders, and how people respond to tracking their own data. I also want to link it back to the module themes, especially innovation, creativity and value creation, because the idea itself is based on using technology in a useful and practical way.

My objectives are quite simple. First, I want to look at what features fitness and lifestyle apps normally have. Then I want to explore how these apps motivate people, because things like streaks, badges and feedback seem to make a difference. I also want to find out what students already track, and what they don't. To help with that, I'm doing a small pilot survey to get some early feedback. After that, I'll look at how the app could create value for students, mainly by making things easier and helping them stay consistent.

For the research philosophy, I decided to use a pragmatic approach. I chose this because it's flexible and focuses on what actually works in real life. A lot of digital health studies mix numbers with opinions, and pragmatism fits well with that [3]. It lets me use different types of data without being stuck to one strict method.

I'm using a mixed-methods approach, which means I'm collecting both quantitative and qualitative data. The quantitative side will help me see patterns, like how often students track their steps or sleep. The qualitative side will help me understand why they do it, or what features they prefer. This combination is common in digital health research because it gives a fuller picture of user behaviour [10]. It also links to ideas like the quantified-self, where people learn from their own data [4], and behaviour-change models that explain how reminders and feedback help people stay motivated [5], [6].

To find academic sources, I used Google Scholar, IEEE Xplore, ACM Digital Library, ScienceDirect, PubMed and the university library search. These databases have proper peer-reviewed articles about fitness apps, habit tracking, behaviour change and mobile health technology. I searched using keywords like "fitness apps", "habit tracking", "digital motivation", "behaviour change" and "student routines". I also used filters to make sure the articles were recent and relevant.

Overall, Task 2 explains what I'm trying to achieve with the project and how I'm researching it. It sets out the aim, objectives, philosophy and search strategy in a simple and clear way. This helps guide the rest of the project and supports the idea of creating a fitness and lifestyle app that could genuinely help students with their routines.

Research Strategies

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For Task 3, I wanted to explain how I actually carried out the research for my project and what steps I took to collect information. My main goal was to understand how students use fitness and lifestyle apps, what motivates them, and what features they find useful. To do this properly, I used a mix of academic sources and a small pilot survey to get real feedback from students.

I started by searching for academic articles using Google Scholar, IEEE Xplore, ACM Digital Library, ScienceDirect, PubMed and the university library search. These databases were helpful because they contain proper peer-reviewed studies about fitness apps, behaviour change, motivation and digital health. I used keywords like “fitness apps”, “habit tracking”, “behaviour change”, “digital motivation” and “student routines”. I also used filters to make sure the articles were recent and relevant. This helped me find studies that explain how apps encourage people to stay active, how reminders affect motivation, and how people respond to tracking their own data.

After reviewing the literature, I decided to collect some of my own data through a small pilot survey. The survey was simple and aimed at students. I asked questions about whether they use fitness or lifestyle apps, what they track, and what features they find helpful or annoying. I also asked about motivation, because I wanted to see if things like streaks, badges or reminders actually make a difference. The pilot survey wasn’t meant to be large or perfect, but it gave me a good idea of what students think and what they struggle with.

The feedback from the pilot survey supported a lot of what I found in the academic articles. Many students said they like apps that are easy to use and not too complicated. They also said reminders help them stay consistent, but only if they’re not too frequent. A few students mentioned that they stop using apps when they get bored or when the app feels repetitive. This links to behaviour-change research, which explains that motivation can drop if the app doesn’t keep users engaged [5], [6]. It also connects to the quantified-self idea, where people learn from their own data and feel more motivated when they can see their progress [4].

The pilot survey also helped me understand what features students would want in a fitness and lifestyle app. Most students said they would prefer an app that combines different habits in one place, instead of having separate apps for steps, sleep or water intake. This supports the idea behind my project, which is to create a simple and useful app that helps students manage their routines without feeling overwhelmed.

Overall, Task 3 explains the research strategies I used, including academic sources and the pilot survey. It shows how the literature and student feedback helped shape my understanding of the topic. The pilot survey and feedback summary are included in the Appendix section.

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Appendices

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Appendix A: Pilot Survey

Question	Yes	No
Do you use any fitness or lifestyle tracking apps?	☐	☐
Do you track your steps?	☐	☐
Do you track your sleep?	☐	☐
Do you track your water intake?	☐	☐
Do reminders help you stay consistent?	☐	☐
Would you prefer one app that tracks everything in one place?	☐	☐
Would you use a simple app that helps with daily routines?	☐	☐

Appendix B: Pilot Feedback Summary

The pilot survey was completed by five students. Most of them said they already use at least one fitness or lifestyle app, mainly for steps and sleep. All five students said they track at least one habit, and most of them agreed that reminders help them stay consistent as long as they are not too frequent. Most participants also said they would prefer one simple app that tracks everything in one place instead of using multiple apps. All five students said they would use an app that helps with daily routines if it was easy to use and not overloaded with features.

Appendix C: Mind Map

Figure A1. Mind Map (Evidence Copy)

Appendix D: Poster

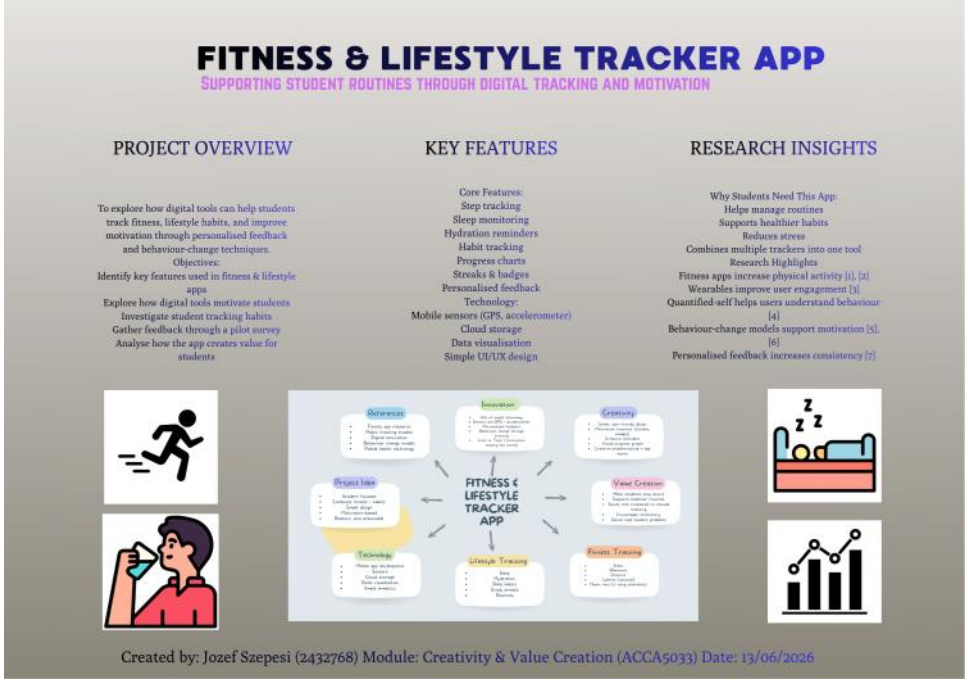

Figure A2. Project Poster – Fitness & Lifestyle Tracker App

Appendix E: Evidence

Gantt Chart – Project Timeline

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Choose project idea	■	■				
Task 1 – Mind Map		■	■			
Task 2 – Aim & Objectives			■	■		
Task 3 – Research Strategy				■	■	
Pilot Survey (Appendix A)				■	■	
Poster (Appendix D)					■	■
Final Appendices						■

Figure A3. Gantt Chart – Project Timeline

Google Scholar Search

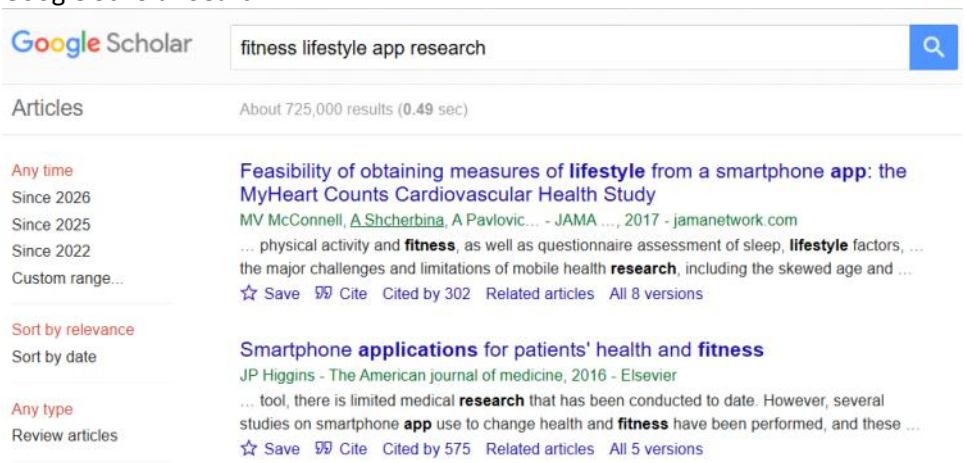

Figure A4. Google Scholar Search – Academic Sources Used