

‘An Investigation into How Fitness Applications Motivate Their Users’

(1) Introduction

The purpose of the project was too see how fitness application motivated their users. This could then be used to show hoe users are actually motivated by fit-ness application and how organisations can then implement these to make their applications more usable.

(2) Aims and Objectives

- Aim - To Evaluate How Fitness Applications Motivate Their Users
- Objectives -
- Conduct an in-depth literature review into:- fitness in the UK, methods of working out, what is motivation, what is gamification and the current tools available
- Design and implement the fitness application
- Evaluate the system and whether the application motivates its users
- Critically evaluate the success of the application based on the users results
- Analyse any future developments of the application and how they can be implemented

(3) Secondary Research Findings

There is a serious obesity problem within the UK and the NHS have simple solutions but not ones that motivate the individuals to stick to the plans. There are many ways in which users can be motivated, such as their needs wants goals, and how a person can override what they want to do if they really want to accomplish a task. There are many which in which gamification can motivate users, such as well done screens and leaderboards are best, but also au-dio queues such as well done messages can have a large effect on users

(4) Primary Research Findings

Over 90% of the users said that the workout plans and feedback screens motivated them

All of the users said that the application motivated them to do better

All of the users liked the application

None of the users had any trouble moving through the ap-plication

(6) Conclusions and Recommendations

There are many different ways in which fitness applica-tions motivated users.

As well that the application that was developed was ac-cepted by the users who said that they would continue to use it in the future, as well they said that it did motivate them to do better which is good as this shows that the ap-plication was a success.

As well the primary research was backed up by the litera-ture review.

There were also some recommendations that were found out from the users who undertook the questionnaire the first of which is that the application could have more ele-ments of gamification such as leaderboards and a levelling system to motivate the user to do even better, as well an emailing system would be added that would emails the us-er their booking ids for the personal trainer so they would not have to remember the booking id.

(5) The Build

The application was built using the knowledge gained from the secondary research such as workouts and gamification.

For this application workout plans diet plans and a booking system was implemented in the application.

The gamification featured as a feedback screen which gave the user a message congratulating them for completing the workout

Research indicated that the most motivating method was the gamification screens that pop up at the end of the workout which will give the user a rest day to energize them

