

Footsies – *lower the hurdle*

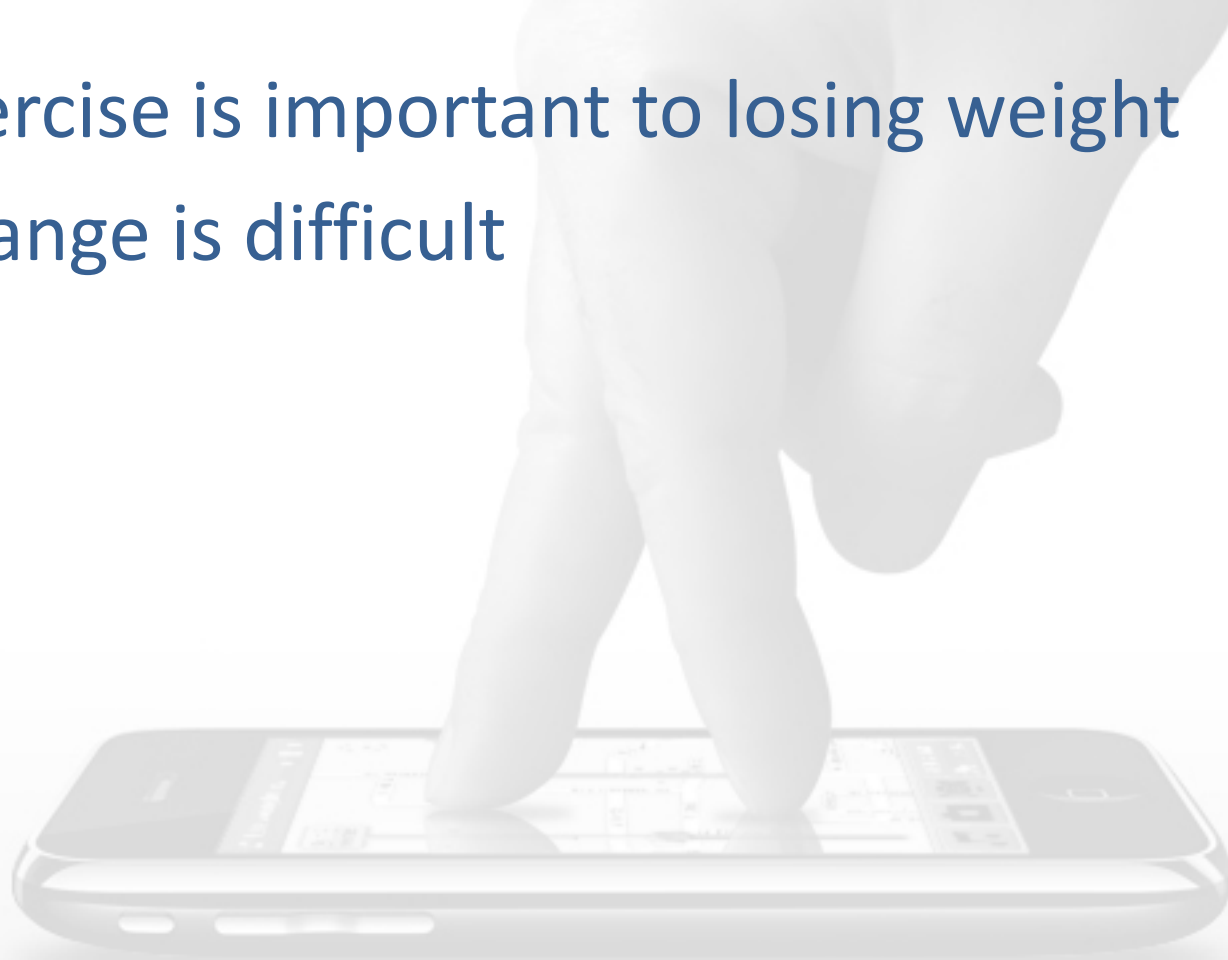


Rachel Bolton • Chad Camara • Thalith Nasir • Matt Snyder

Predispositions

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future

- Exercise is important to losing weight
- Change is difficult



Predispositions

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- Exercise is important to losing weight
- Change is difficult

“(The) lack of confidence in one's ability to perform a given activity discourages initiation of that activity and decreases the likelihood that even if begun the activity will be continued.”

(Melpomene Journal, 16 (3): 23-23-27, Fall 1997).

The Four Pillars

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



- Only 3 in 10 adults get the recommended amount of physical activity
- 37% of adults report they are not physically active

Why Walking?

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future

- Anywhere/anytime
- No special skills
- No equipment



Lowering the Hurdle

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



Lowering the Hurdle

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- Confidence



Lowering the Hurdle

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- Confidence
- Guidance



Lowering the Hurdle

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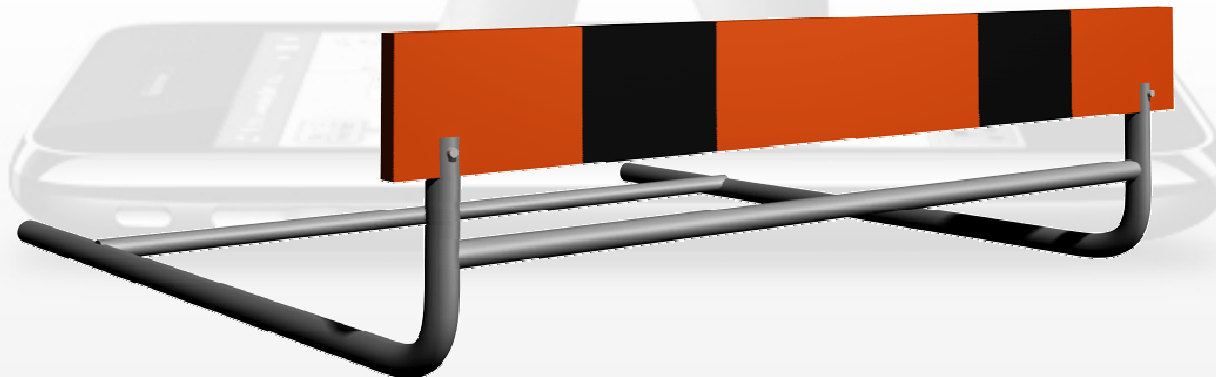
- Confidence
- Guidance
- Connectedness



Lowering the Hurdle

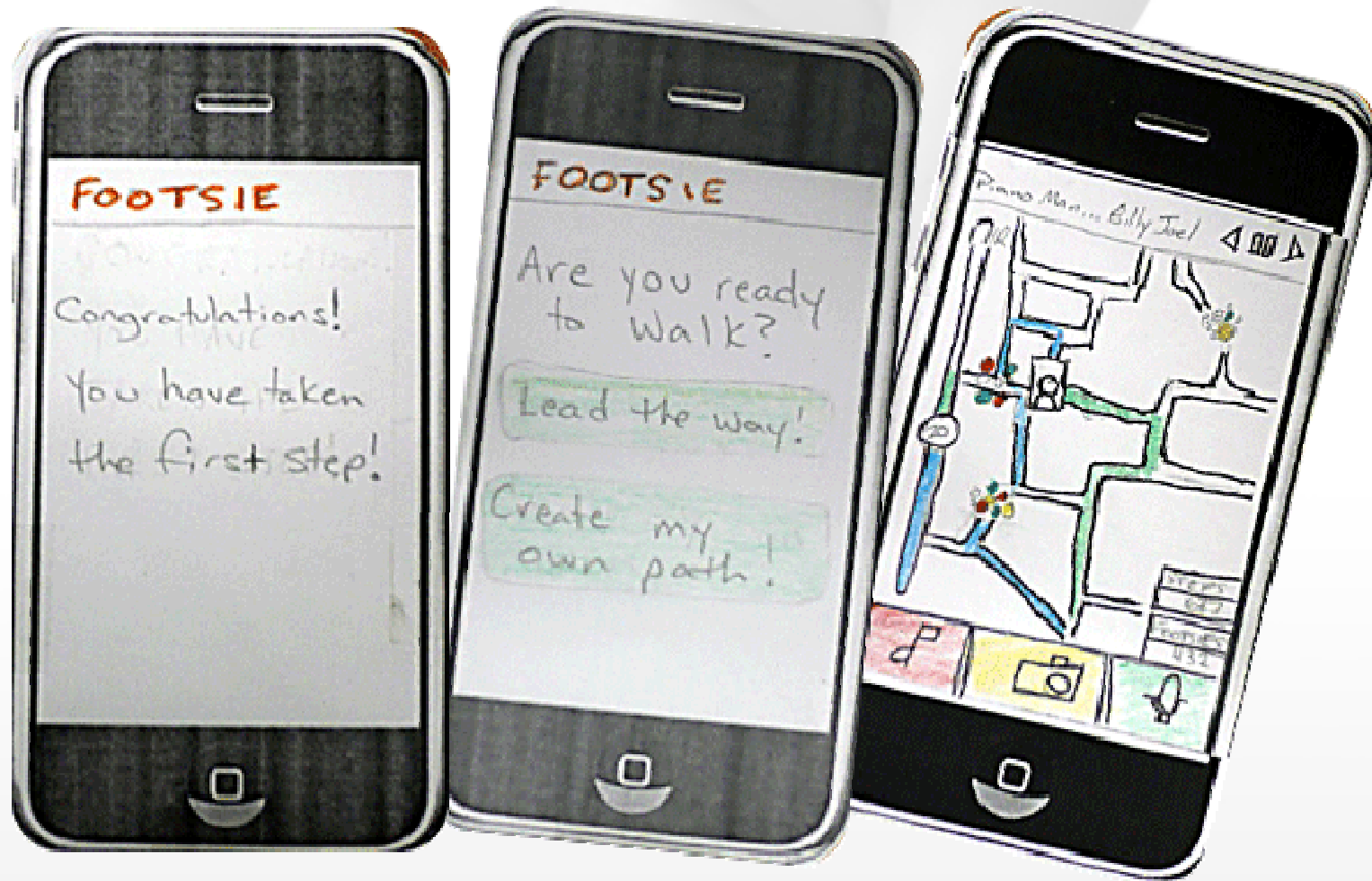
Problem Space • Research/Insights • Design Approach • Design • Strategy • Future

- Confidence
- Guidance
- Connectedness
- Interactivity



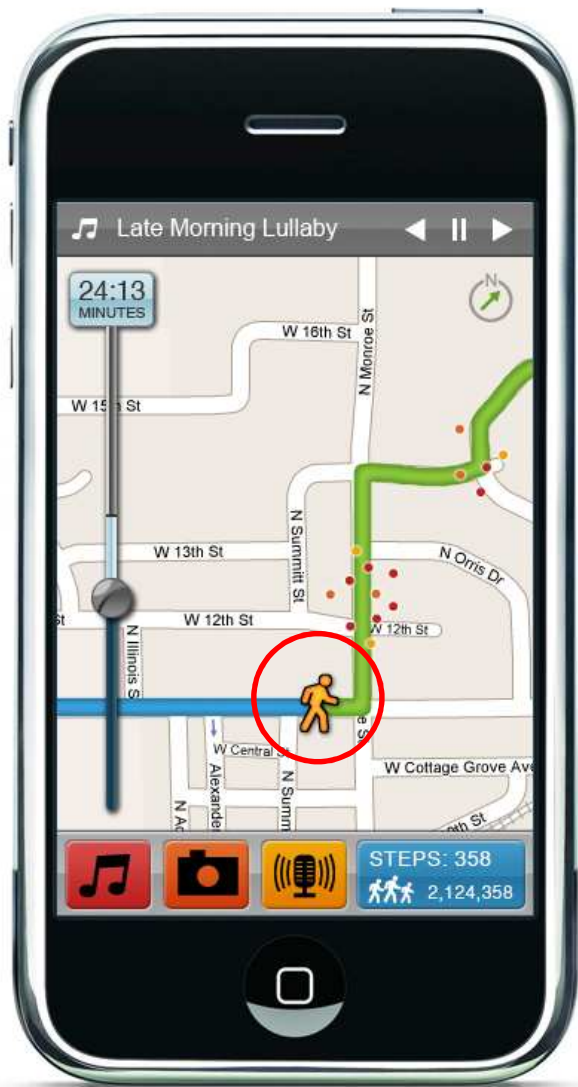
First-time users

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



Jill's Path

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future

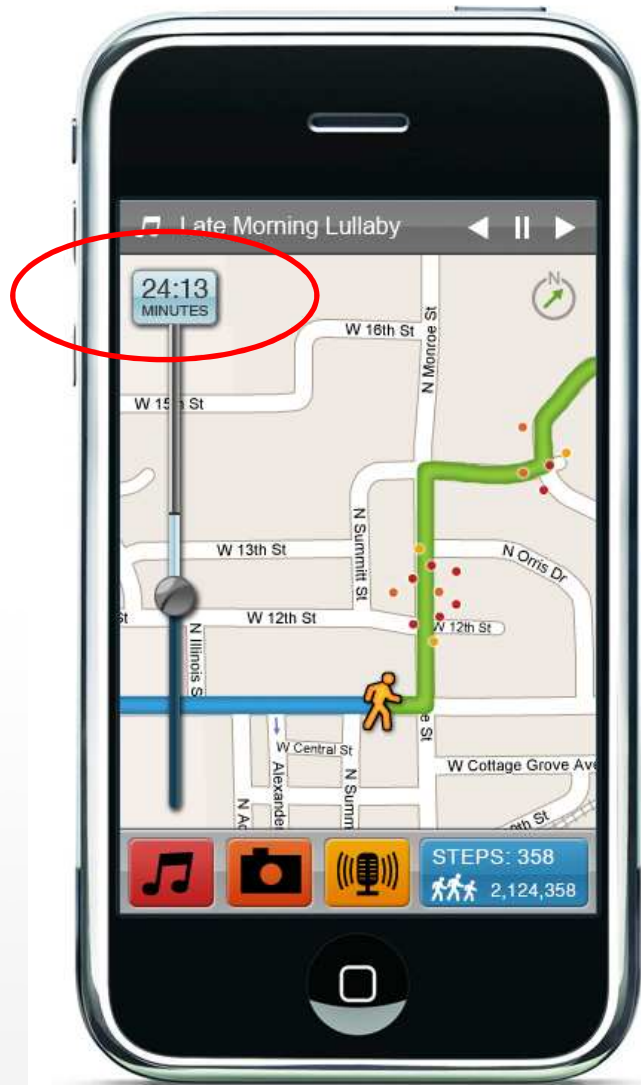


• Route



Jill's Path

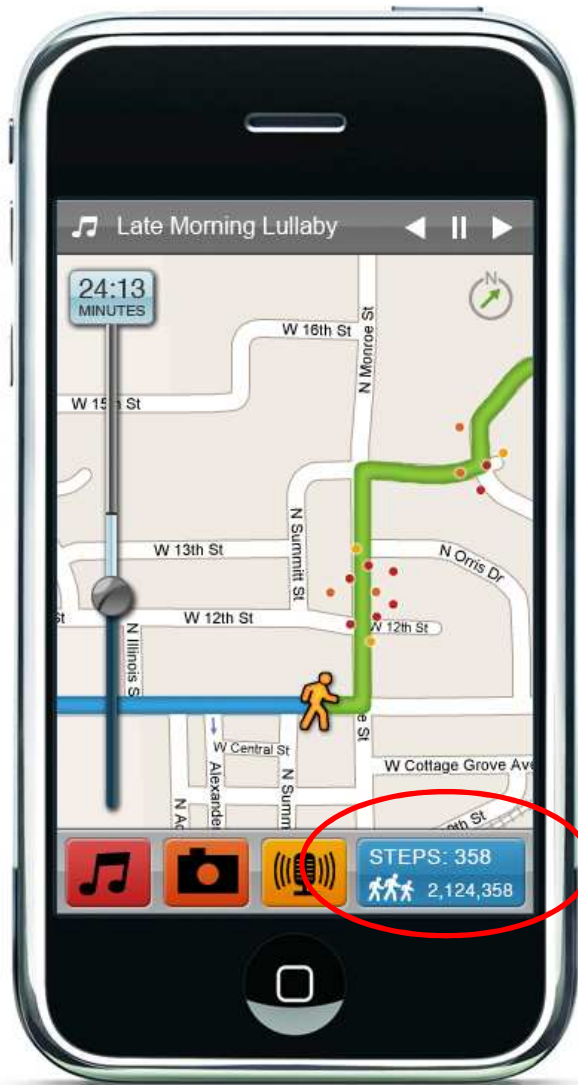
Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



- Route
- Timer

Jill's Path

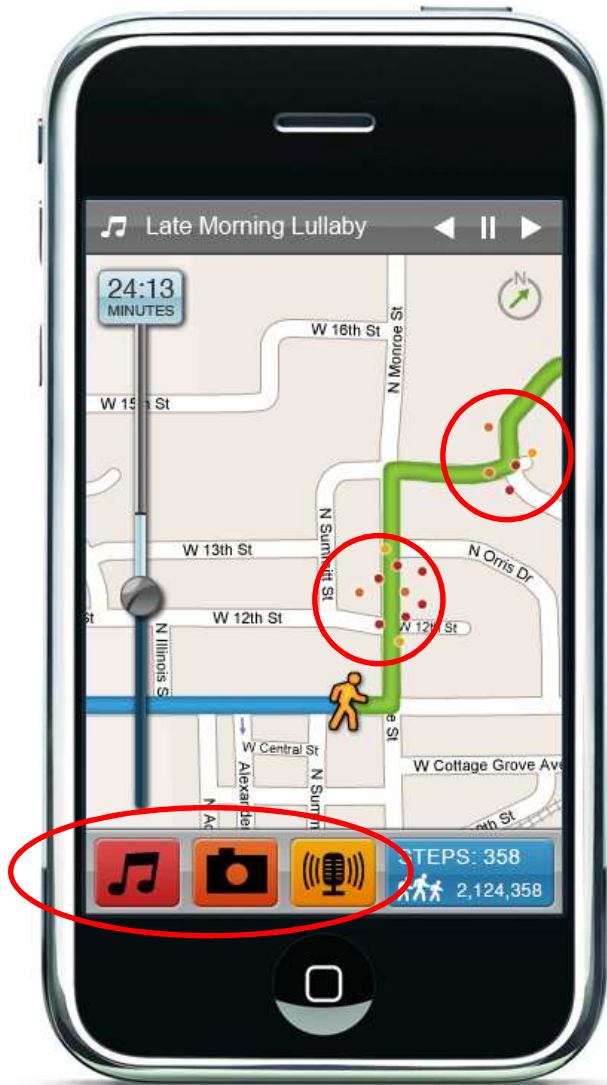
Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



- Route
- Timer
- Steps & fellow Footsies

Jill's Path

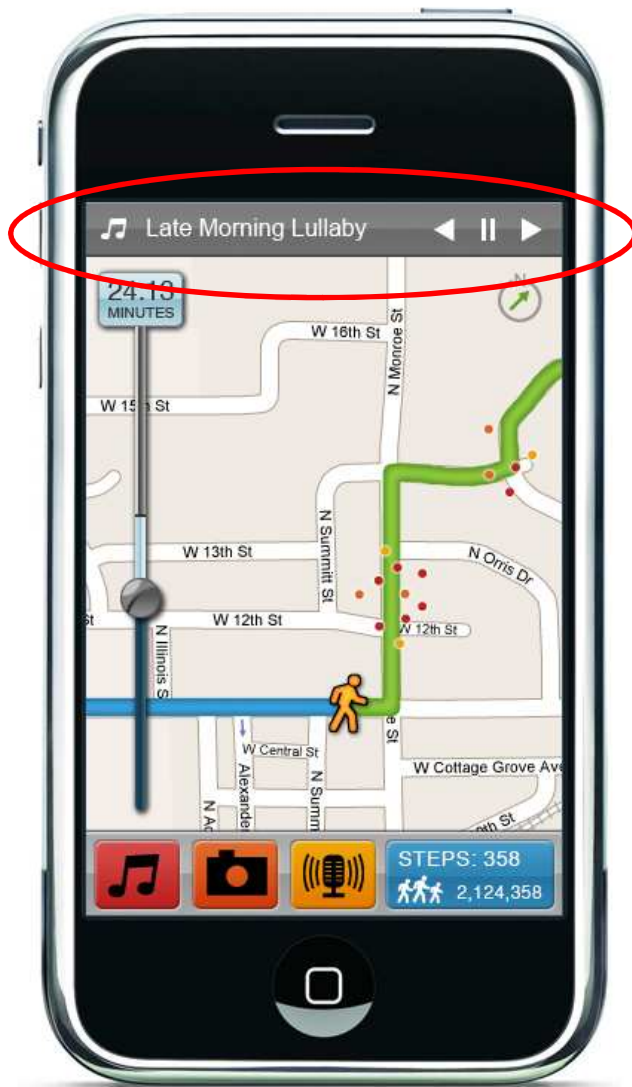
Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



- Route
- Timer
- Steps & fellow Footsies
- Points of Interest

Jill's Path

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



- Route
- Timer
- Steps & fellow Footsies
- Points of Interest
- Music

Strategy

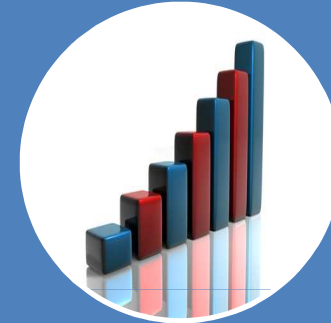
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Technology



Social
Value

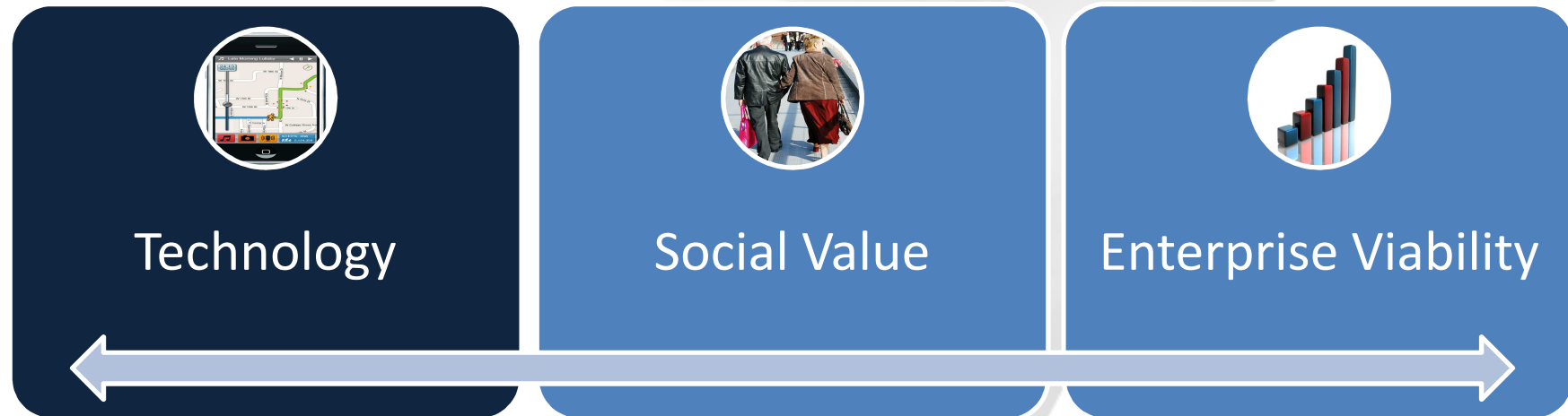


Enterprise
Viability



Strategy

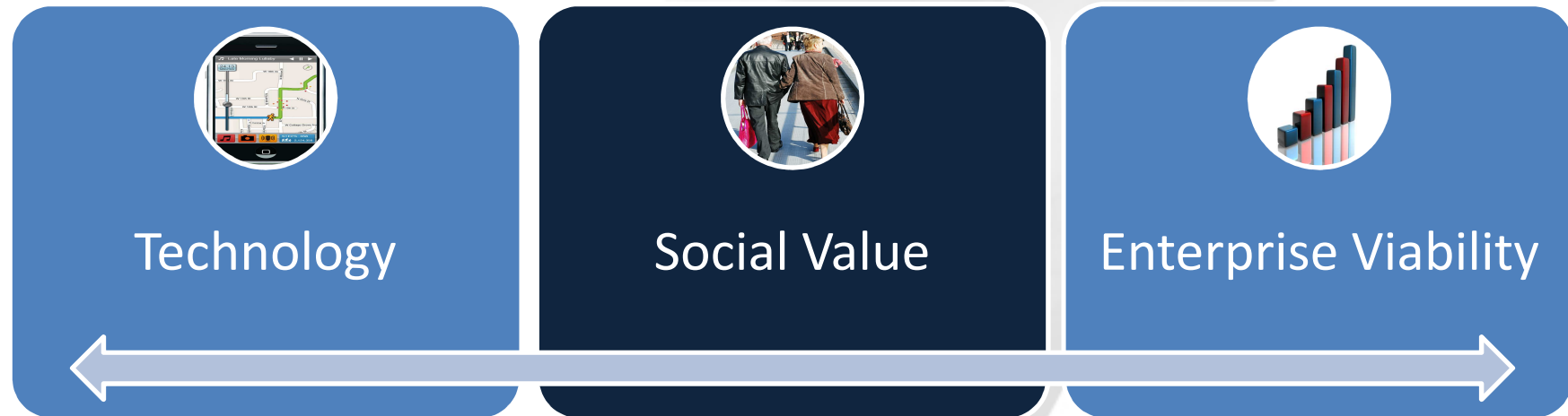
Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



- Exploits existing iPhone abilities
- Minor changes to current iPhone

Strategy

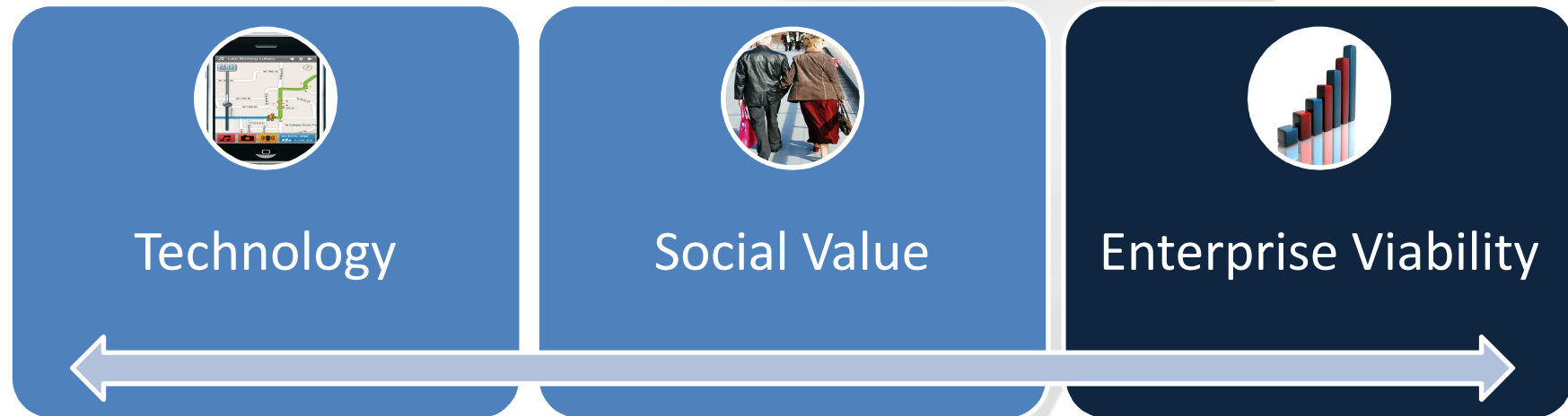
Problem Space • Research/Insights • Design Approach • Design • Strategy • Future



- Community creation
- User-generated content
- User-generated meaning

Strategy

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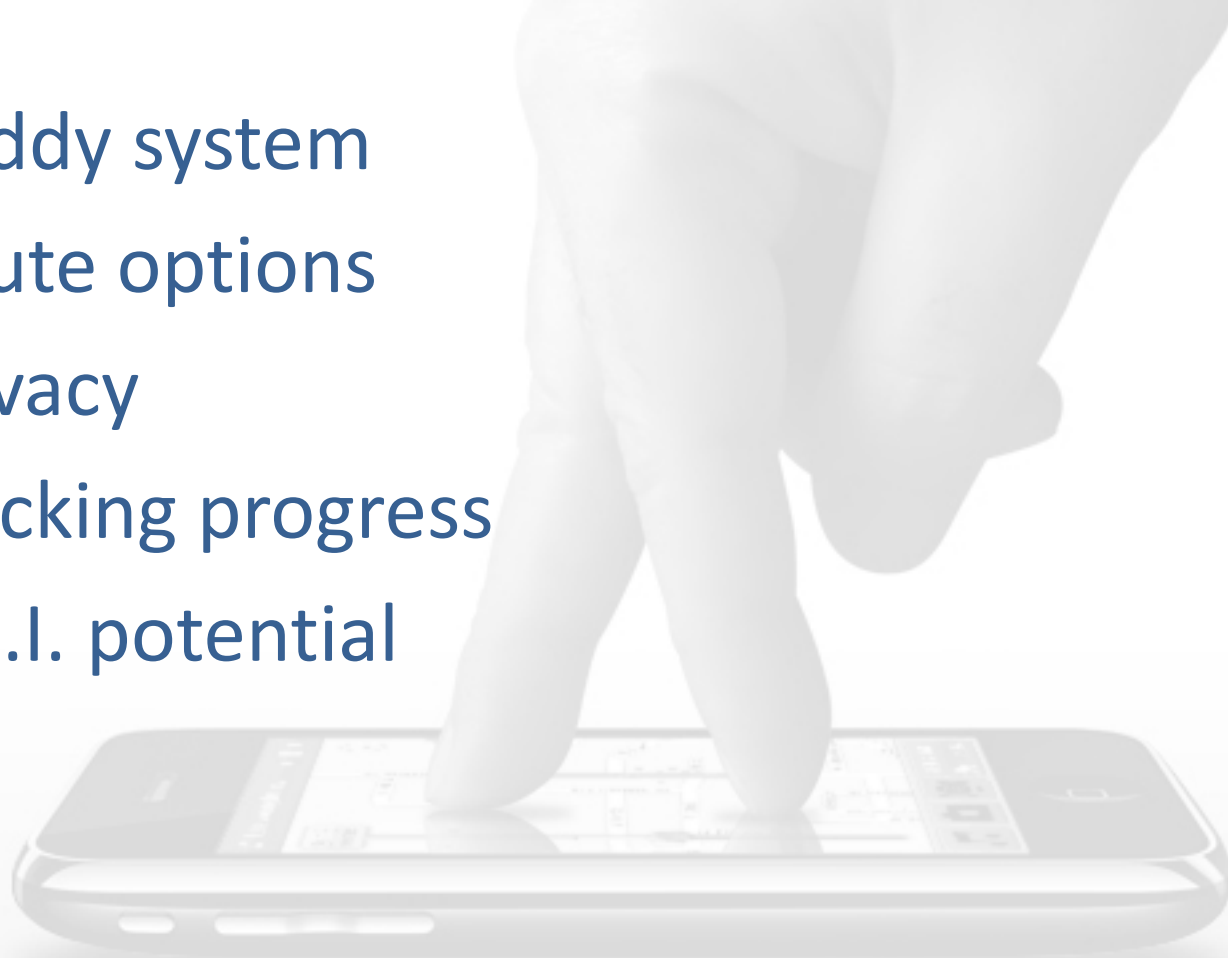


- New iPhone customers
- Advertising
- Insights into consumer behavior
- iTunes

Future Directions

Problem Space • Research/Insights • Design Approach • Design • Strategy • Future

- Buddy system
- Route options
- Privacy
- Tracking progress
- P.O.I. potential



Thank you

Questions?

