

Mark | Sedentary

Create a Habit

Offer feature suggestions catered to the behavior UP should encourage paired with an insight or encouragement: including idle alerts, activity alerts, or reminders.

Adaptive goal setting through Course Correct TIW & Push On TIW

At the right opportunity offer TIW to create bursts of behavior change. UP helps the user get started through the Course Correct TIW. When on a trend of goal achievement, UP helps user achieve through the Push On TIW. Both Course Correct and Push On TIW work to help users test drive a goal. When the calibrated goal is found, reset to that goal.

Reveal My Progress

Provide encouraging milestones by celebrating positive trends instead of achievements. This could include: trending upwards on goal achievement, lowering idle times, highest goal achievement ever, furthest distance walked.

Contextualize my Moments

Help users contextualize move and sleep moments so that they can associate those moments of activity with goal achievement.

"Your daily midday walk has been helping you achieve 50% of your daily step goal."

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14								
	Move 30%	Move 33%	Move 40%	Move 41%	Move 42%	Move 60%	Move 100%	Move 100%	Move 100%	Move 101%	Move 102%	Move 105%	Move 120%	Move 150%								
	Previous week avg success <30%. Add on slow track.	Acknowledge move moment and quantify its contribution to goal percentage	3X failure trigger COURSE CORRECT TIW = avg TIW + 10			If 3 successive Course Correct TIW success, offer goal change to TIW +10 Acknowledge >2x % achievement.	If Monday after >4F, then offer goal change to average goal Acknowledge turn around.		3X success trigger COURSE CORRECT TIW = avg TIW + 10 Achievement 3 day streak.				If 3 successive Push Forward TIW or 7X success, offer goal change to last succesful goal.									
Sleep Goal	na	na	na	na	na	na	na	na	na	na	na	na	na	na								
Move Goal	1F	2F	3F	4F	5F	6F	1S	2S	3S	4S	5S	6S	7S	8S								
Workouts this Week	0	0	0	0	0	0	0	0	0	0	0	0	0	0								
Consecutive workouts of one type	0	0	0	0	0	0	0	0	0	0	0	0	0	0								
ROUTINES AND ADJUSTMENTS																						
			RECOVERY				ACHIEVEMENTS				REFLECTIONS											
	ROUTINE: CREATE HABIT THROUGH IDLE ALERT	REFLECTION: CONTEXTUALIZE MOMENTS	ROUTINE: COURSE CORRECT TIW				ROUTINE: COURSE CORRECT GOAL ADJUST				ROUTINE: FRESH START GOAL ADJUST				ROUTINE: PUSH FORWARD TIW				ROUTINE: PUSH FORWARD GOAL ADJUST			
9 AM																						
NOON																						
6 PM																						
MIDNIGHT																						