

WholsZuki Motivating Physical Activity Through Ambient Narratives

Motivation

Today's fitness technologies deliver feedback analytically (e.g., through charts & statistics). Growing evidence suggests this type of feedback does not motivate behavior, and may even fuel negative mindsets about exercise.

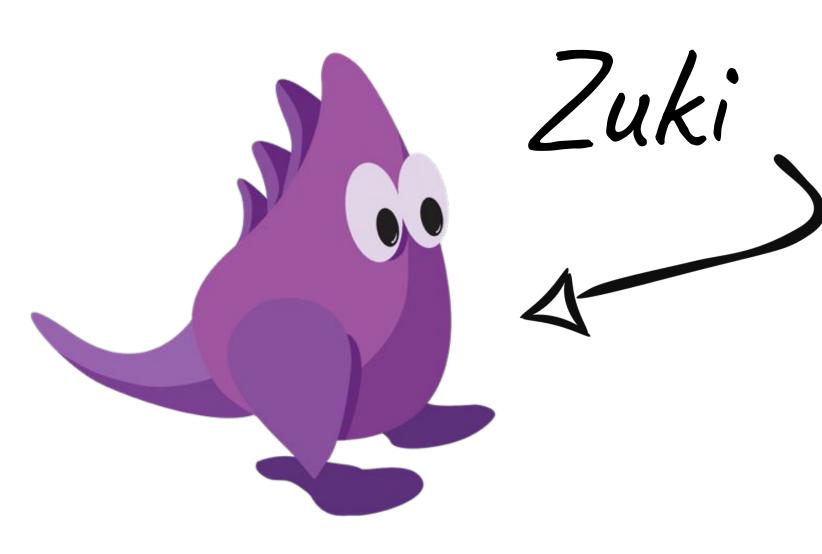
Personal data-driven narratives are **ambiently** displayed on smartphone wallpapers and lock screens



Background narrative

Research Question

Can multiple chapter narratives drive long-term behavior change for physical activity?





20% - Zuki has barely made it a couple feet up the mountain before Gryff angrily makes his way to the base.

Multi-chapter story unfolds as weekly goals are met



Prof. Elizabeth Murnane and Prof. James Landay



Multi-chapter story



Ambient display

immediate feedback on activities

Immediate feedback on chapter progress



40% - Zuki climbs faster. The sounds of his pursuer follow.



60% - Zuki starts to get tired, but he doesn't dare stop climbing.



80% - Zuki can see the top of the mountain he's almost there.



100% - Finally Zuki makes it to the top of the mountain, still hearing Gryff's shouts behind him "Onwards," he decides.





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weekly goal progress

Development

This summer targeted preparing the app for upcoming studies that target different stories and outcomes for specific groups. App features were updated, including more secure management of user tracking data, and the project infrastructure was generalized to support future narratives.

Future Work

The next iteration will consider cultural differences and develop designs that are sensitive to the to the needs of diverse users.

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