FitReminder

Problem Statement: The average life span of a FitBit One is **2 months**

Users lose motivation and quickly forget about their fitness goals and the FitBit One

Our app will allow for users to stay on track with their fitness goals and remain physically active with the FitBit One

Product Explanation: FitReminder is an app that fully integrates the FitBit One with the daily life of a user. By integrating motivational reminders to work computers, smart appliances and other home devices, the user is always connected to the FitBit.
Reminders will be based off of an AI that takes data based off of the FitBit and determines when physical activity is required.

"Wearables are the future of technology" - **Andrew Kim**, Designer (NEW DEVICES), Microsoft
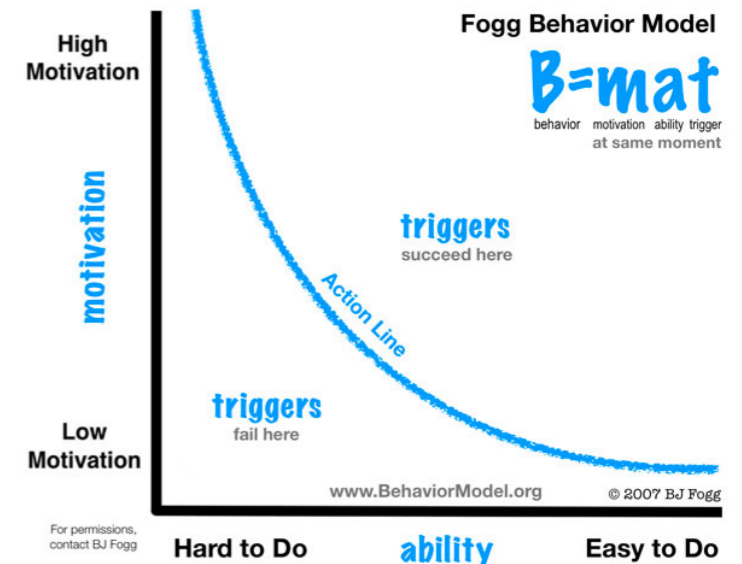
Fit Reminder

Welcome Back Mark!

So Far Today:

| 3 Hours 12 Minutes Sitting |
| 9257 Steps |
| 23 Flights of Steps |
| View more |

| Set Activity Reminder |
| Turn off lights |
| Ring doorbell |
| Activate speakers in other room |
| Start car alarm |
| Random reminder |
| Custom reminder |

General Approach:

We saw that the most effective and successful wearable technology has blended the lines between fashion/lifestyle and technology.
We took this idea as inspiration for our app. We wanted to blend lifestyle with fitness, but without making it gimmicky and hard to use. By integrating fitness with everyday life, we hope to make a seamless and effortless reminder system to keep users engaged.

Next Step: Integrating Nudge Theory and Fogg Behavior Model for most effective reminder system. People won't always get up and run because of a notification, so by incorporating nudges and the reminders based on the Fogg Model, we will be able to create a better and more cohesive fitness system.

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