Mutiv : Mobile Application to Support Single Joggers through Audio

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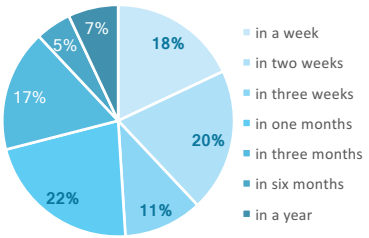
Introduction

Although regular-based exercises (e.g., jogging) in paid exercise facilities becomes popular in Korea, it is reported that **71%** of people who signed up for paid exercise facilities **gave up exercising in one month**. One of the reasons why people gave up was due to a **lack of motivation**, even though they paid for the exercise facility.



When they gave up the paid exercise
From Korean Health Promotion Foundation

The research question we aimed to address was: **how to design mobile application using audio contents for joggers with lack of motivation**.

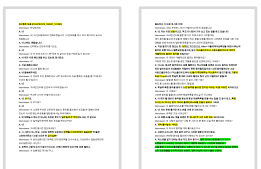
Conclusion

Different from existing apps for joggers, we aimed to create an **audio-based prototype** based on their needs and challenges of the specific target population (i.e. joggers with lack of motivations).

We found **10 needs and barriers** of the our target population and produced **10 design principles**. We believe that the design process of creating a **mobile application utilizing audio-based contents** could be a great example using a user-centered design process.

Approach

Approach Overview



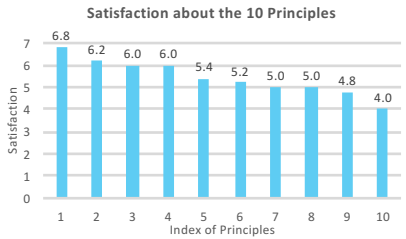
Semi-structured Interview transcript

10 Needs & Barriers

10 Design Principles

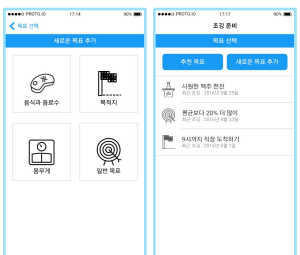
1. Do not bother users when the application informs the speed of joggers
2. Make joggers be aware of rewards of exercise
3. Create features that do not recommend slow music while joggers run
4. Create features to select the next track matching the previous one
5. Make joggers be aware of the meaning to exercise
6. Create features that play slow music when users go downhill
7. Make joggers focus on the music despite moving onto the next track
8. Support joggers to set their realistic goals
9. Make users keep their pace in crowds
10. Create features easy to control a music player

Usability Test

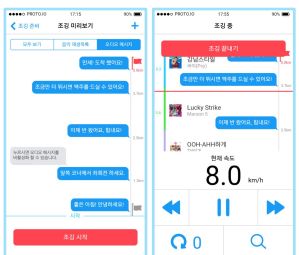


The participants agreed that there can be no stress about telling user's speed in the applications. Also, they thought that reward can be obvious, and music selection can be appropriate with their jogging. However, they thought it is still difficult to control the music while jogging.

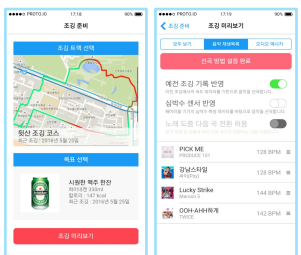
Key Features of Mobile Application



A list of private and short-term goal
joggers are allowed to add their own private goals for each jogging experience. Also, the feature for setting short-term goals is related to the reward, while most existing jogging apps offered long-term goals



Interactive goal-based audio messages
we designed the audio-based messages interactive and used the messages as a reminder of the goals joggers set up based on their progress. For instance, after you earn a goal, the app asks joggers whether they want to stop jogging.



Context-based disc jockey (DJ) system
we designed a playlist utilizing the pace in previous records and a dashboard that shows the current heart rate of joggers so that our app can change the original playlist based on their fatigue.