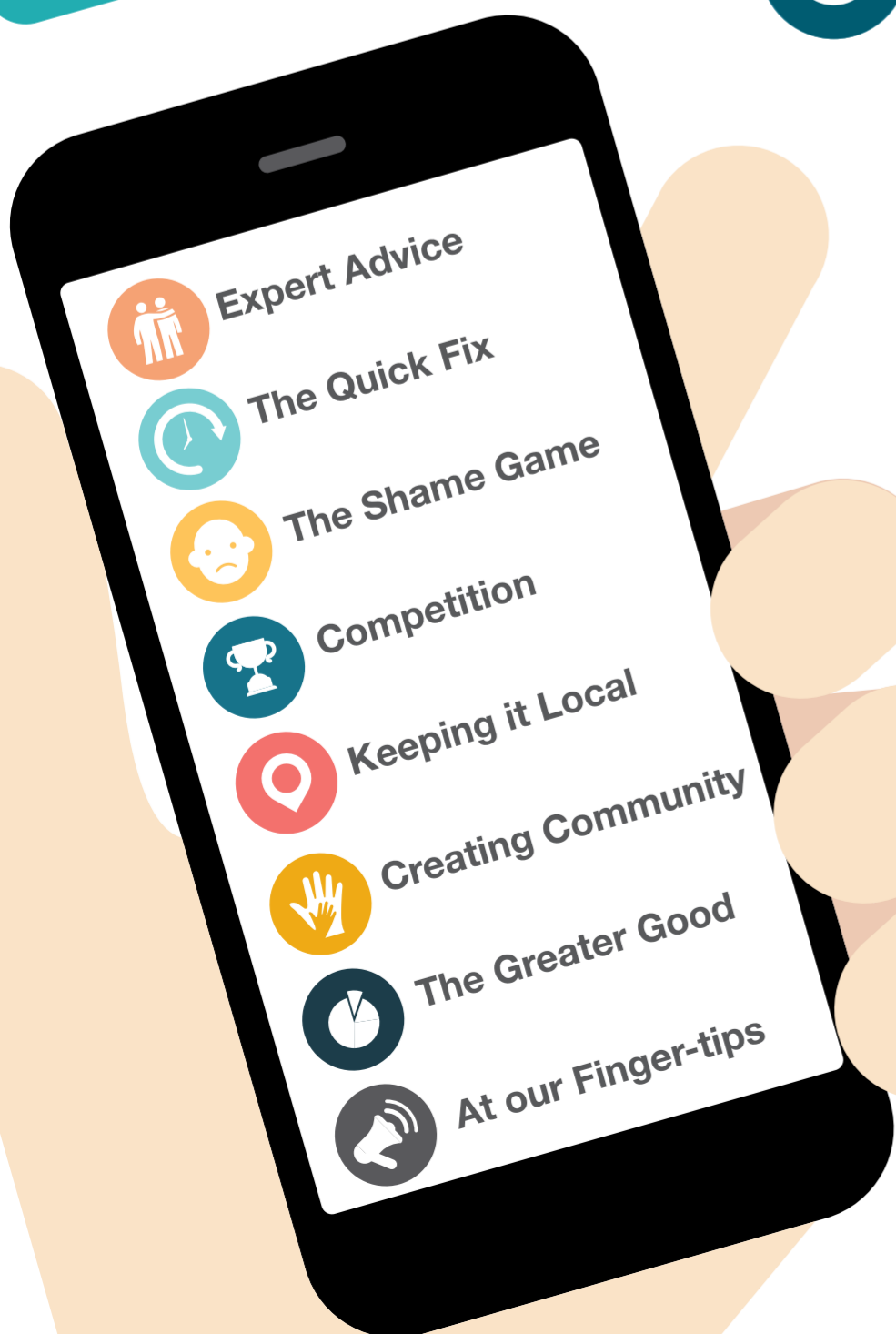


HEALTHY AND APPY

What most people don't realise is that even right now, our phones and the apps we have downloaded onto them, are collecting lots of data about how far we've walked, how long we slept and how many flights of stairs we climbed.



STEPS • FLIGHTS CLIMBED
• ACTIVE ENERGY • SKIN TYPE / UV INDEX • DIETARY SUGAR • SATURATED FAT • WATER INTAKE • SLEEP



We like getting our health advice from a famous coach.
The best apps make the advice feel like it is 'just for me'.

- + Personal Relationship
- Automated messages

Achieving a health goal without significant change to lifestyle.
Maximum results with minimum effort appeals to everyone.

- + High sign up rate
- Hard to sustain

Targeted at people with low self-esteem, these apps use body shaming to prompt people into doing something to change their health.

- + Initially motivating
- Effects mental health

These apps pitch your health data (steps etc) against another real person's.
Outperforming your chosen competitor also improves your health.

- + Bragging rights
- Constant pressure

These apps take the best parts of delivery service apps and apply them to health. Home visits from your doctor? Prescriptions refilled? Yes please.

- + No waiting times
- Cost of service

'Hard to reach' participants sign up and contribute their data to research studies that may change our understanding of Diabetes or Parkinsons.

- + Reduced study costs
- High dropout rate

Apps that connect us with a community of strangers with similar goals makes us feel supported and increases our chance of success.

- + Sense of belonging
- Online bullying

Apps using the gps in your phone to recommend nearby exercise routes or healthy food options give local context to your health goals.

- + Personalised suggestions
- Not in all areas

In the very near future our doctor won't own the best record of our health - we will.. We'll be able to use the data our phones collect as we go about our daily lives to identify some of the things we could change to make ourselves healthier.



The most successful health apps use a range of clever techniques to make us fall in love with them and to use them consistently.