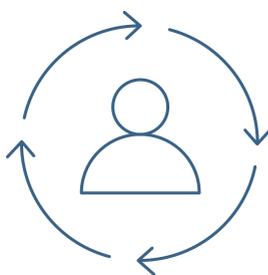


# 7 RESEARCH-BASED UX HEURISTICS FOR FITNESS TRACKERS

## 1. LEVEL OF PERSONALIZATION

Default goal-setting for most users/most occasions; let the user decide what is desirable without making necessary restrictions imposing a hinder for the desired outcome/activity performance level.

1



2

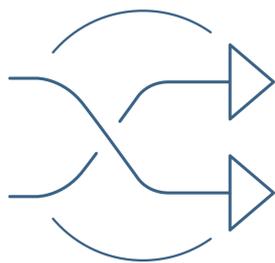
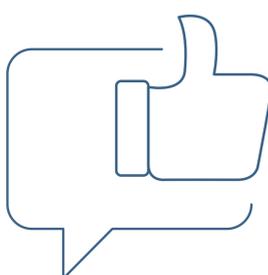
## 2. NAVIGATION/ INPUT

Provide a starting point for personalization features; a clear way to show that there are options/further ways of personalizing single functions. Gamification of the process of navigating and personalizing is critical.

## 3. POSITIVE FEEDBACK

Provide feedback that motivation and/or self-efficacy level has changed through user-defined ratings and questionnaires; system to provide new goals based on the user reported or system-defined motivation level; provide boundaries for motivation and self-efficacy to support users in their activity and needs; expose users to positive and constructive feedback that seems to promote greater motivation—a finding contrary to [46] study.

3



4

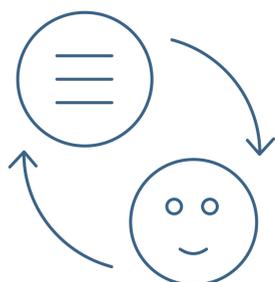
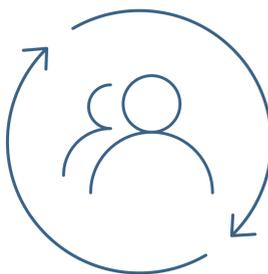
## 4. CROSS-DATA CORRELATION FOR SELF-MOTIVATION

Users expressed a desire for features that enable them to better analyse relations between data/information—activities and motivation/self-efficacy behaviour, e.g., between sleep/diet and high or low motivation. Users may be able to categorize activities based on the motivation or self-efficacy improvements they see, as well as to explore behaviours that promote higher motivation or increased self-efficacy.

## 5. SOCIAL LIFE CONTEXT INTEGRATION

Capturing reflections on life events and emotional [47] or social interactions during fitness tracking may be an important facilitator of motivation and self-efficacy. This can create an added sense of sociability [48] or social UX known to drive healing, motivation behaviour change in healthcare [49].

5



6

## 6. INTERPRET DATA AND ACTION SUGGESTED

Provide intelligence to encourage users to perform targeted behaviour change. Giving users a means to explore their gathered data to increase their self-efficacy and fitness levels, can make the experience more meaningful. Interpreted data can be helpful (like SmartCoach in the Jawbone app) but making sense of activity trends and patterns and tying those to “victories” or self-defined goals might improve self-efficacy.

## 7. SUSTAIN USER MOTIVATION WITH PLAYFULNESS

By leveraging intrinsic motivation into a playful experience. Use game elements and small rewards to support different stages of self-monitoring; thus it is possible to meet user needs for autonomy, competence, and relatedness that support the development of intrinsic motivation [50].

7

