

STRENGTH BUDDY



Health issues and a lack of exercise



According to the World Health Organisation, more than 1.4 billion adults are at high risk of various health related issues, due to their lack of exercise (The Straits Times, 5 Sep 2018). This statistic is an alarming indication of the severity of the problem at hand. **A sedentary lifestyle is hard to break out of - how can a health intervention help?**

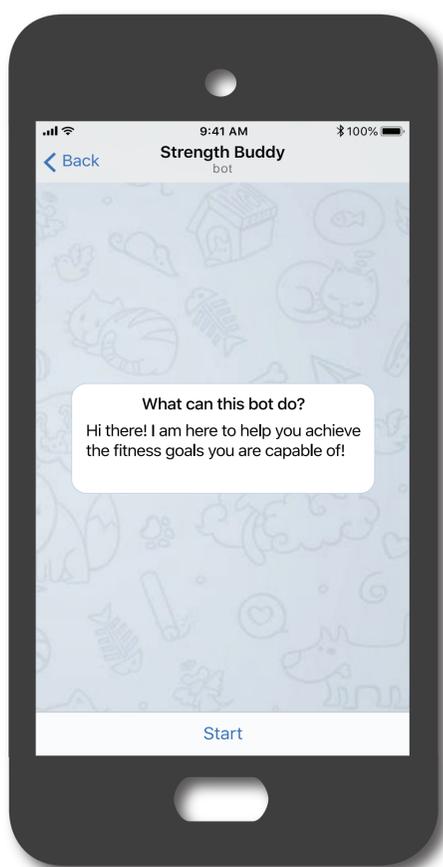
Not another app, but a Telegram chatbot!

This health intervention aims to **inculcate a habit of regular exercise.**

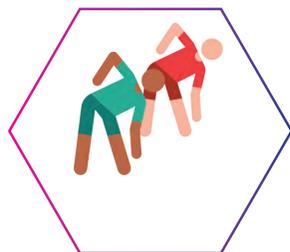
Health apps are widely available, quick to install. Yet they are not widely used. **Instead**, this intervention chose the **medium for the health communication to be a chatbot** extension to the ubiquitous messaging application, Telegram.

Target users:

- ✔ Uses messaging app Telegram
- ✔ Rarely exercises



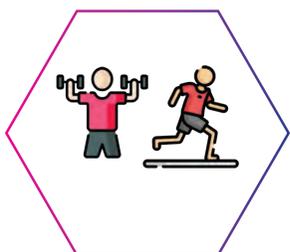
Group challenges!



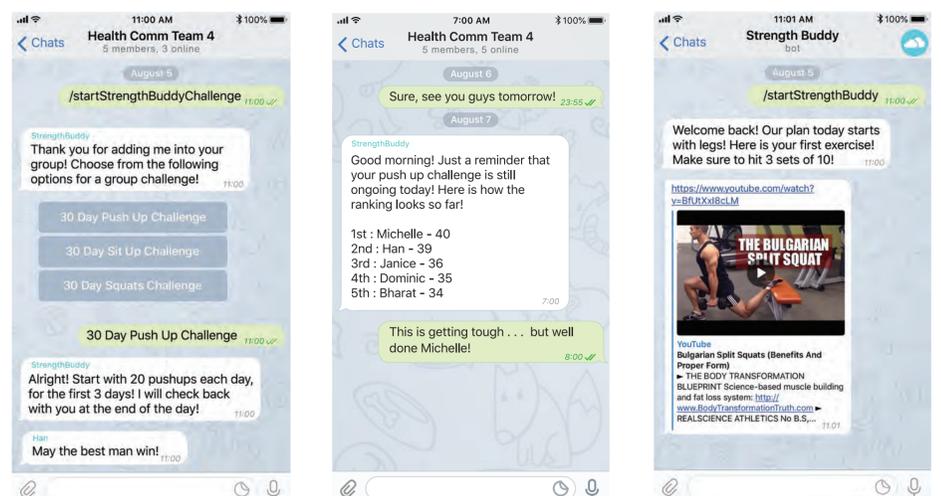
User chosen goals!



Customized exercise routine, with step by step instructions!



Strength Buddy's easy use within Telegram encourages users to make exercise habits fun and social.



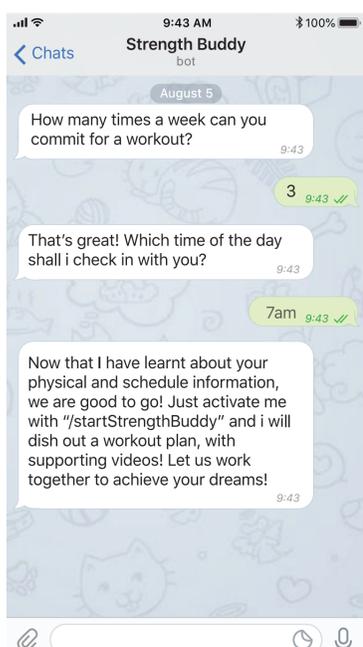
Vicarious learning in Social Cognitive Theory & Fogg's Behaviour Model

(SCT & FBM)

In SCT, beliefs of personal efficacy play a central role in behaviour change. Enhancement of self-efficacy could potentially promote physical activity, and is affected by an individual's observations of others. Positive observation of exercise and its associated benefits could lead to the action of exercise, learned vicariously.

Strength Buddy promotes positive vicarious learning by **allowing users to take part in group challenges, learning and identifying with one another's experiences and progress.** This also ties in with FBM as it increases the motivation to perform exercise, attributable to the fun challenges and the element of competition.

FBM suggests increasing an individual's perceived ability to exercise increases the likelihood of exercise. Strength Buddy makes it easy for users with **provided exercise routines and step-by-step videos to facilitate their workouts.**



Implementation intention in the Theory of Planned Behaviour

Specific plans are powerful self-regulatory tools and facilitate the implementation of intended behaviour. This bridges the gap between one's intentions and behaviour, increasing the chances of them **carrying out their intentions.**

Strength Buddy targets this by **prompting the user to set a time and day** during the week to exercise, implementing the intention to exercise.



Self Determination Theory & intrinsic motivation

This theory suggests intrinsic motivation for exercise can be encouraged by increasing the associated autonomy, and sense of control over exercising.

Strength Buddy targets this by allowing the user to **choose their own workout program, of their own free will.**