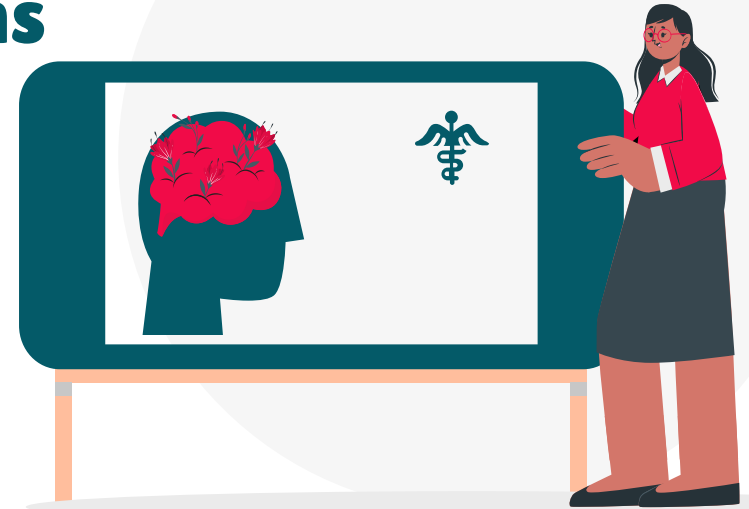


# The Impact of Health&Fitness Applications on Sedentarism

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Fils - MBAE - 1261 B

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## PREVIOUS CONCLUSIONS

Sedentary behaviour is negatively impacted by the increase of electronic devices and decrease of the the market leaders' desire to set aside profit and prioritize the populations' health.

# RESEARCH PROCEDURE



## Google Forms Survey

Data was collected between the 18<sup>th</sup> and 24<sup>th</sup> of May 2022 and gathered 130 responses

## Case Study on Health and Fitness Applications that Combat Sedentarism



# DIVERSITY

● Age

● Sex

● Devices

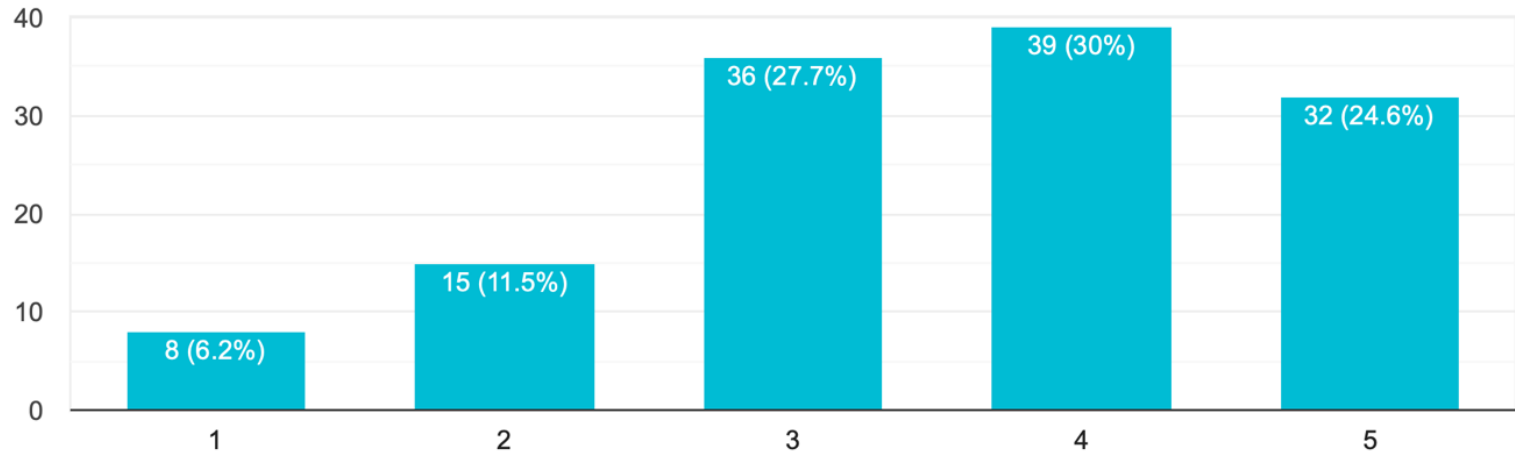
● Applications



# PHYSICAL ACTIVITY LEVELS

Before the Covid-19 pandemic hit, did you think of yourself as being an active person?

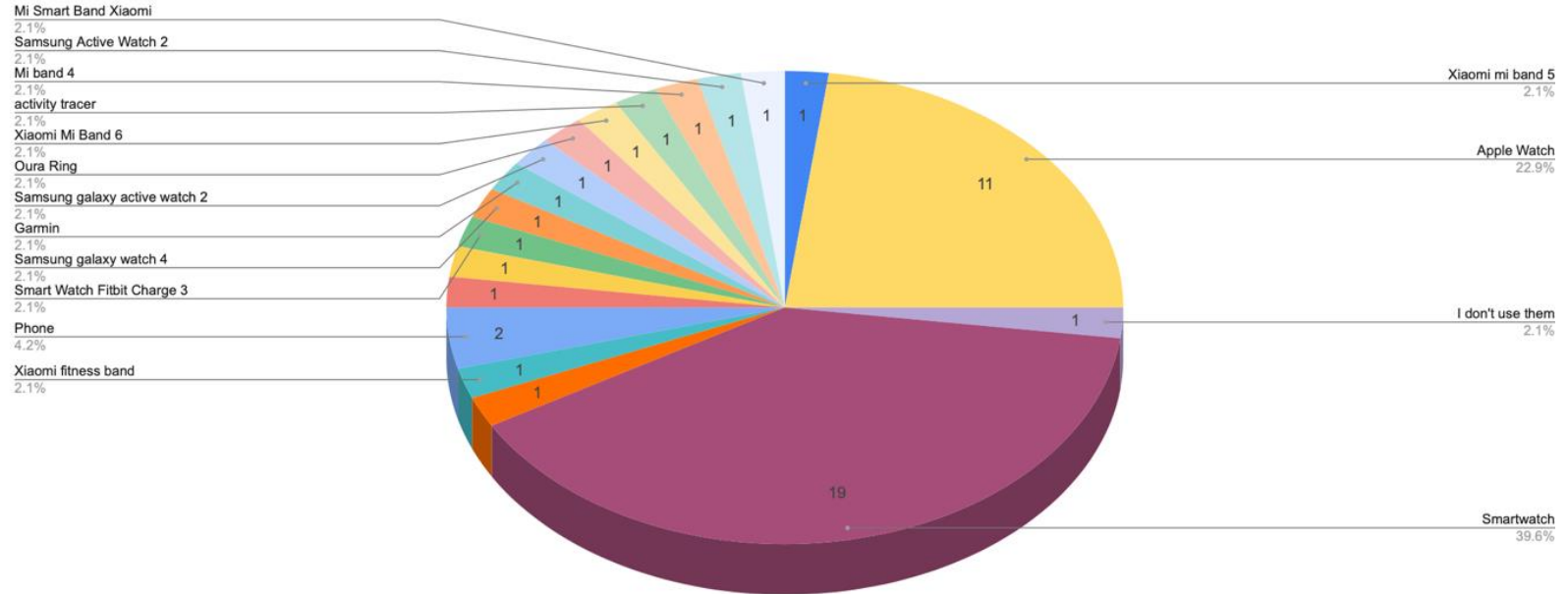
130 responses



# PREFERRED WEARABLES

If you do, please indicate the one you use most frequently.

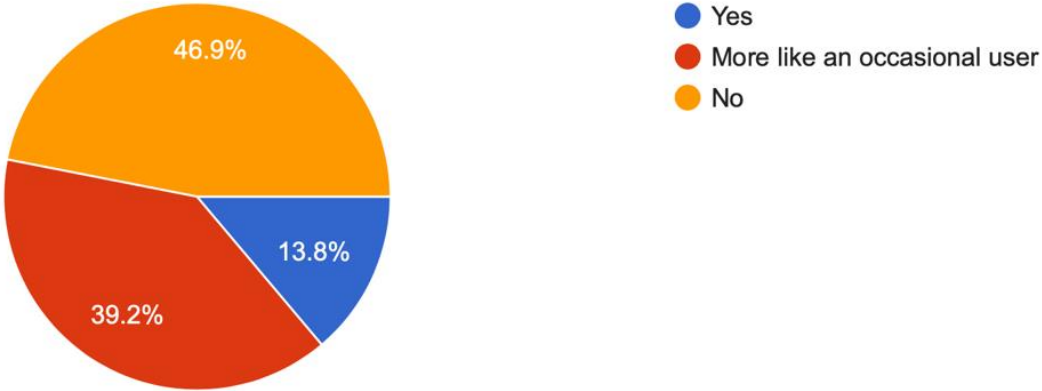
49 responses



# NO PERTURBING ENVIRONMENT

Before the pandemic, were you a regular user of health and/or fitness monitoring mobile apps?

130 responses

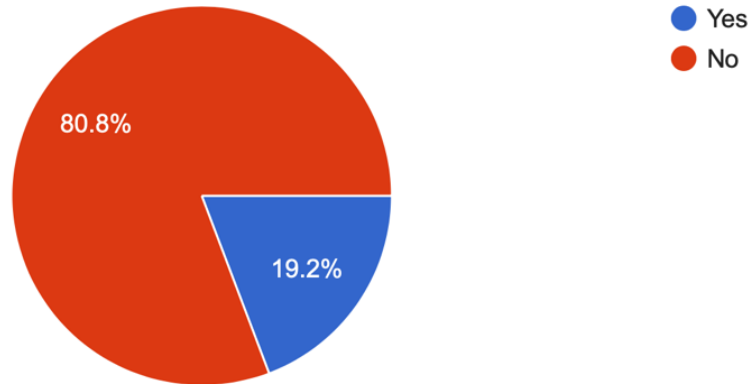




# AFFECTED ENVIRONMENT

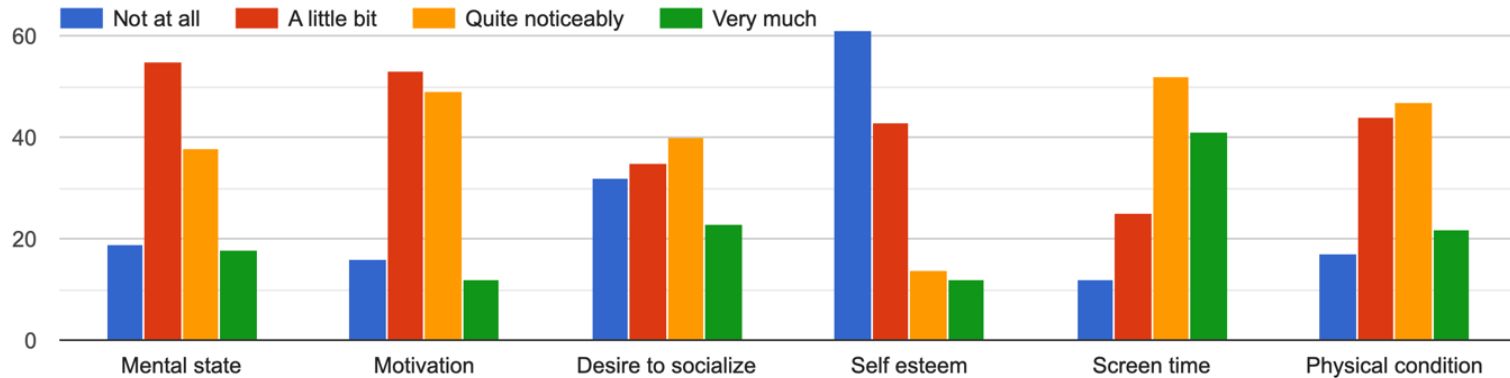
As a result of the Covid-19 pandemic, did you start using any health and/or fitness related mobile apps?

130 responses



# EFFECTS OF EXTERNAL FACTORS

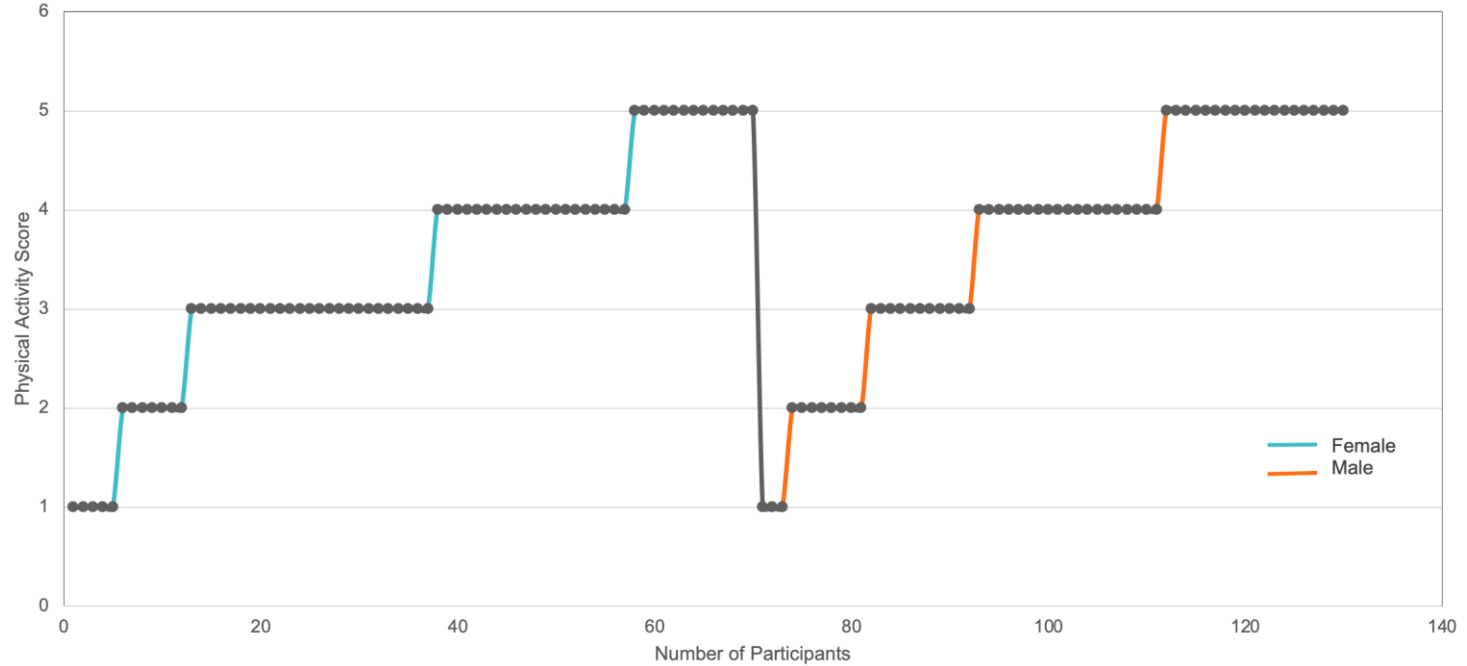
Please indicate in which way (if applied), the pandemic has negatively impacted you.





# SURVEY BLUEPRINT

Physical Activity Score (before the Covid-19 Pandemic) based on Sex





# PREFERRED APPLICATIONS





# FUTURE PLANS



## Psychology

Dive in depth of the psychological approach of curing sedentarism



## Proposal

Come up with an updated approach



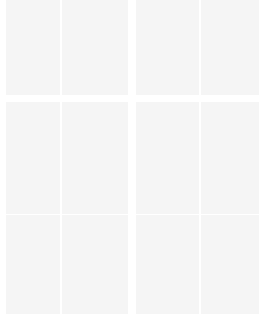
## Design Strategy

Project an ideal structure that would encompass all gathered information

# THANK YOU!

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