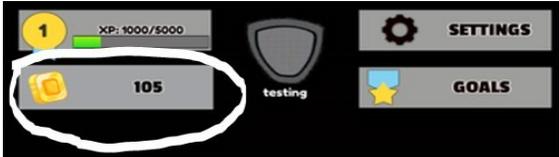
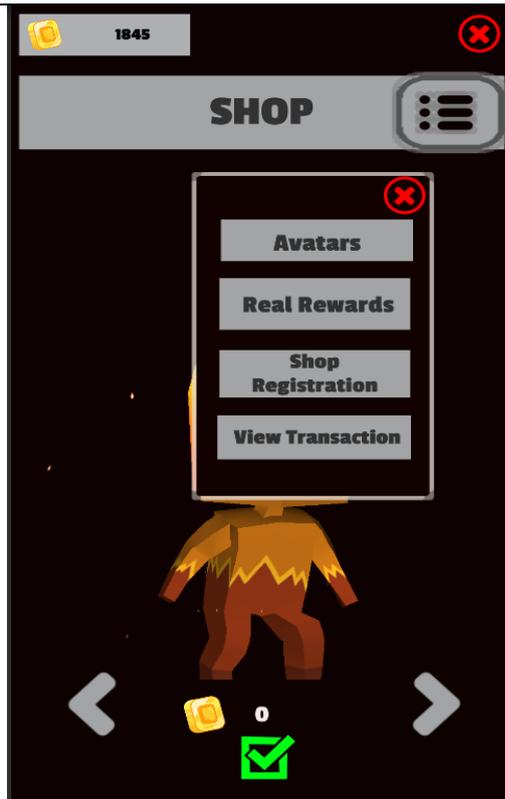


FEATURES	SCREENSHOTS
<p>The most basic app feature is that measures physical activity based on steps. Steps translate into virtual coins. You can then use virtual coins to get rewards: virtual or real. Virtual rewards (more popular with younger users) are things you can get within the app itself (e.g., a new avatar or being named the winner of a competition).</p>	
<p>We awards coins for doing some minimum activity during all 7 days of the week in a row. Progress bar is displayed in the application recording the user's daily streak completion, showing how many days the user has completed already and how many days are missing in order to complete 7-day streak</p> <p>Similarly for month and year.</p>	

An individual can buy avatars and real rewards. Also, view the real reward transactions.



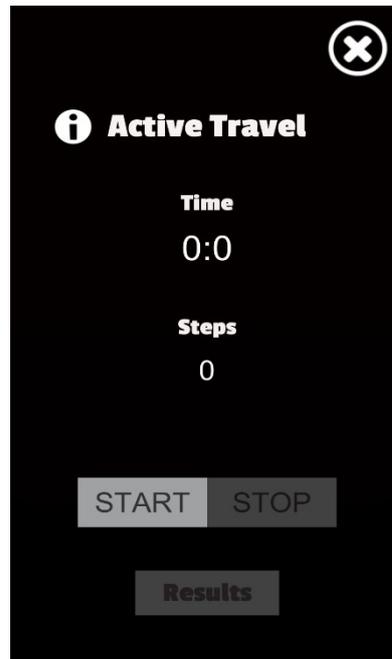
Real rewards can be anything we can offer. Currently, GLL can offer free passes to their facilities in Barnet and this is what we will use for this specific trial. However, these can be potentially extended to any business (from a discount for a cappuccino in a coffee shop or a discount in your new sport shoes).



Competitions can also be organized and individuals can form teams to participate.



One of the available (and highlighted) challenges is "Active Travel".



When an individual has accumulated steps the system offers the opportunity to credit them to the any of the individual or team challenges the person is registered for.



Steps is not the only way to collect points, there is another simple and flexible feature which can be used: QR codes. With these a person can be given points (by someone authorized in a competition) for an activity which did not require steps (e.g., swimming) or for an achievement which is at a different level (e.g., the school student who worked harder even if not a winner). These QR codes are also used to redeem real rewards (e.g., cashing some virtual coins into a free entry to a GLL facility).



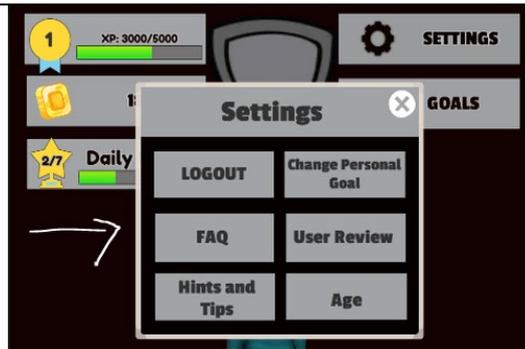
Also, there is an option to reward improvement (walking more in a week than they did in the previous one).



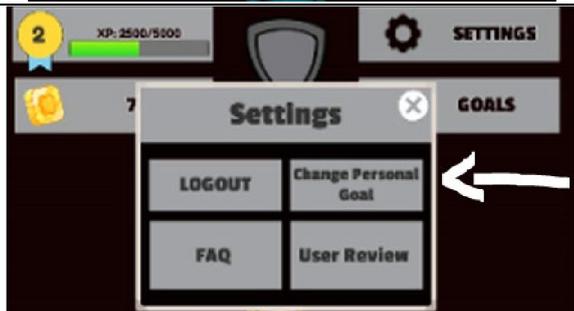
User will be notified monthly about the performance displaying the report of daily goal accomplishment



More explanations are available in the Frequently Asked Questions section



An individual can set daily and weekly goals (they need to meet certain basic level of effort to qualify as a goal). Some goals are already preloaded.



The user will be able to see their past walking history.

