

## **A Strategically Designed Persuasive Tool For An iPhone**

Prithu Sah

Student, Software and User Interface Design, National Institute of Design  
Gandhinagar, India  
prithusah@gmail.com

Dr. Oliver Emmler

Head of Product Management, LifeSensor Product House  
InterComponentWare AG, Walldorf, Germany  
oliver.emmler@gmail.com

**Abstract:** WHO projects that by the year 2015, approximately 2.3 billion adults will be overweight and more than 700 million will be obese. This article is about designing a concept of a second generation persuasive tool for an iPhone and how it can help users in fighting obesity. There are numerous applications in the market which claim to aid users in fighting weight issues. What makes our concept different from others is the emphasis on usability at every stage of design process which is fundamental to success. We started off with research on iPhone user profiles, demographics and health, moved on to user interviews, requirement analysis, interaction models, use objects, information architecture, visual design, and ended up with Hi Fidelity clickable mock ups of the application. The application is intentionally designed to change a person's attitude or behaviour in a predetermined way. The final result is a robust and a user friendly persuasive tool with the age group of the target users being 18-40 years. The application leads the user through a step by step sequence of actions with relevant, customized interventions, providing the right kind of motivation and thereby providing a better user experience in turn making the process more engaging and enjoyable. The usability evaluation tests ensure that any potential issues are highlighted and fixed before the product is launched. The article also addresses the impact of usability on the final design and how it affects and is the key to the success of the application.