

Motivus Nudge

1. Introduction

Digital transformation will continue to play a significant role in the future of wellbeing. Gyms that proactively adopt new creative ways to retain customers and transition to a more digital fitness practice are best positioned to succeed.

We believe in positivity as a motivational tool.

That is why we are building Motivus Nudge. This client-centric digital tool proposes positive reinforcement and indirect suggestions to influence the behaviour and decision-making of groups or individuals.

Motivus Nudge reminds the client of their goals and gives them a gentle push in the right direction.

The application will implement a gentle carrot-and-stick approach to exercise. The app rewards clients with additional discounts if they stick to their plans and assists if someone slips from their program.

2. Project goals

The goal of the project is to do a working prototype of a mobile application for Motivus gym.

The people participating in the project will walk away with knowledge on how to build motivating and client-centric applications. The participating team will gain valuable experience in this growing field and learn about the new technologies and behavioural concepts.

3. Technologies

The students can choose the technologies from the major programming languages that are largely used for mobile app development.

In addition, we would like to explore the possibilities of chatbots and AI-based communication to automate the most frequent human interactions.

All the technologies used in the project should be significant programming languages to maximize the learning possibilities of the students.

4. Requirements for the students

The student team should have an interest in developing client-centric mobile solutions. Aside from that, there are no special skills required from the students.

We have already conducted a survey on the benchmark projects and have a strong vision for the project. There is no need for the students to do tedious or repetitive tasks. The most important system requirements can be identified during the first weeks of the project.

We describe the difficulty of the topic as easy/moderate, depending on the technologies used. We can adjust the scope and difficulty of the project to suit the size and skills of the team.

5. Legal Issues

The client gets all IPRs to the results. The client will share some confidential information with the students.

The additional IPR needed for the project (domains etc.) is already in possession of Motivus.

6. Client

Motivated Partners Oy owns the intellectual property rights of Motivus, one of the most popular gyms in Finland. Motivus will re-open in January 2022, with a new hybrid service that combines state-of-the-art gym facilities with digital products.

The representatives for the client are Antti Innanen and Tommi Aromäki.

Antti Innanen has led two similar Aalto student projects before as a product owner. The results have been very positive, both for the target companies and the students.

We have held contact with several students and worked with them also in other projects. We are willing to take our time to guide the team to make the learning experience as smooth as possible.

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7. Additional information

Please see the additional slides for more information.