ISSUE...

After looking into the specific zip codes we chose the area of 19130. From the research of various data bases we discovered that a main problem facing this area is that a large number of people struggle with health issues such as obesity. We thought this would be a worthwhile problem to tackle and came up with a concept of promoting a healthier lifestyle through physical activity in a bid to reduce the overweight percentage. We wanted to also encoporate a way in which local business can benefit from our approach.

34% SarOF FAIRMOUNT POPULATION CONSIDERED OVERWEIGHT e Habitat Lemon Hill Mansion Sedgeley Club **Boathouse Row** OF THE DAY SPENT

10% OR LESS

PEOPLE WHO WALK

WATCHING TELEVISION

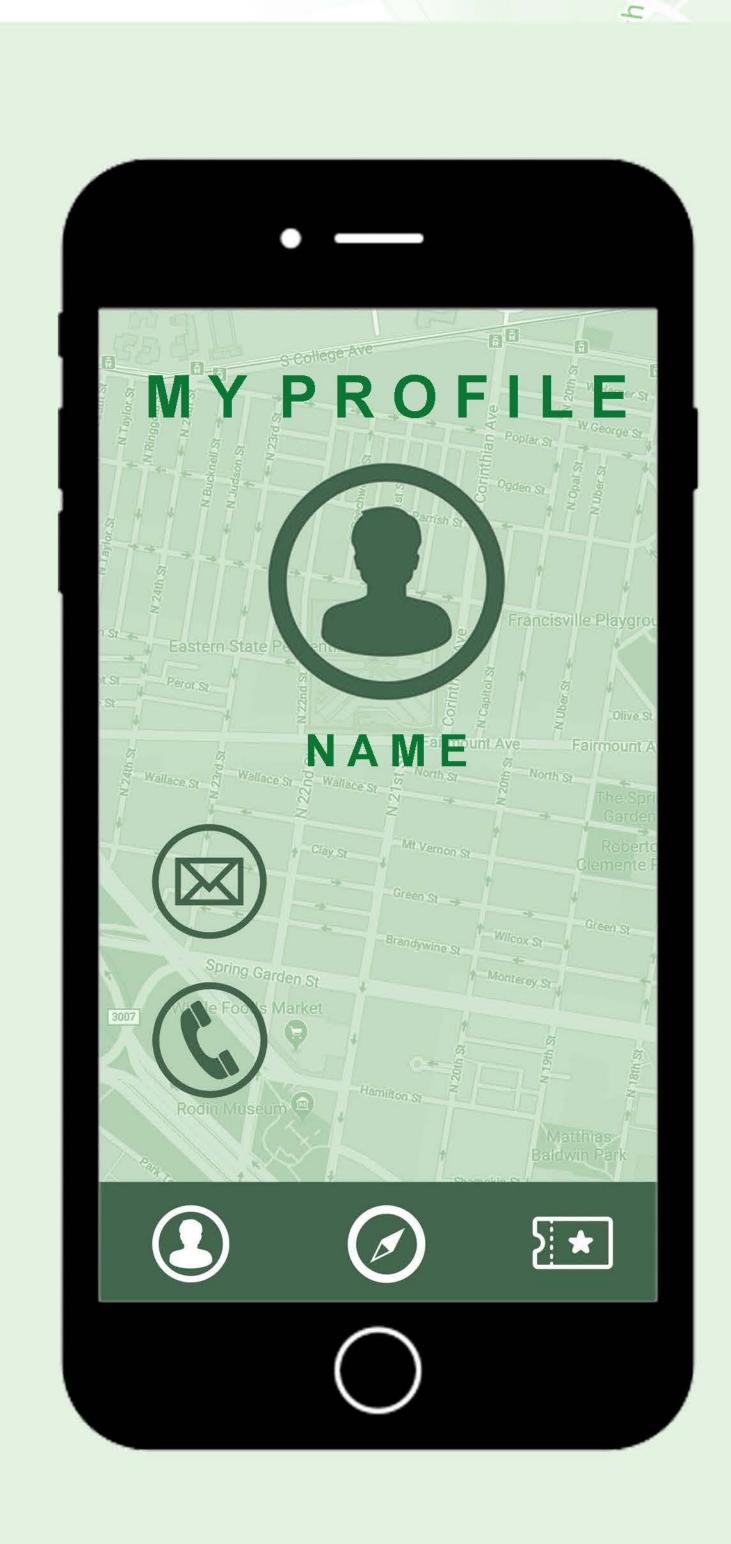
Philadelphia 🔝

Art Museum Steps 😜

Paine's Park

The Oval

Museum of Art



Rodin Museum MILES:

Spring Garden St

Whole Foods Market

REWARDS 20% OFF **O TARGET POINTS: /100** WHÖLE FOODS POINTS: /100 HALF PRICE ADMISSION PHILADELPHIA MUSEUM OF ART POINTS: /200 HALF PRICE ADMISSION POINTS: /200 POINTS:

TRACKMYTRIP

ABOUT...

The track my trip app allows users to track there physical activity through walking or cycling and gives them incentive to do so. The app works by the device being scanned at certain locations which then activates the tracker and records distance travelled. They then receive a point for each mile which can in turn be exchanged for various coupons for local businesses.

For example if a user has travelled 100 miles they would then recieve 100 points and be able to use whichever specific coupon is available.

This would create a healthier population while subsequently stimulating the local economy.



SCAN HERE TO TRY

OF POPULATION DO NO PHYSICAL ACTIVITY

Eastern State Penitentiary

Francisville Playground

Clemente Park

PEOPLE WHO TRAVEL BY Park America

Spring Garden Station - BSL

Fairmount Station

1000 REESS



