

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 incorporate a way in which local business can benefit from our approach.

TRACK MY TRIP

ABOUT...

The track my trip app allows users to track their 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 receive 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

34%

OF FAIRMOUNT POPULATION
CONSIDERED OVERWEIGHT

29%

OF POPULATION DO NO
PHYSICAL ACTIVITY

18%

OF THE DAY SPENT
WATCHING TELEVISION

10% OR LESS

PEOPLE WHO WALK

10% OR LESS

PEOPLE WHO TRAVEL BY
BIKE

19130 PA

