

Global Challenge: Self-motivated and Competition-based Activity Service in Practice

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Samsung Health

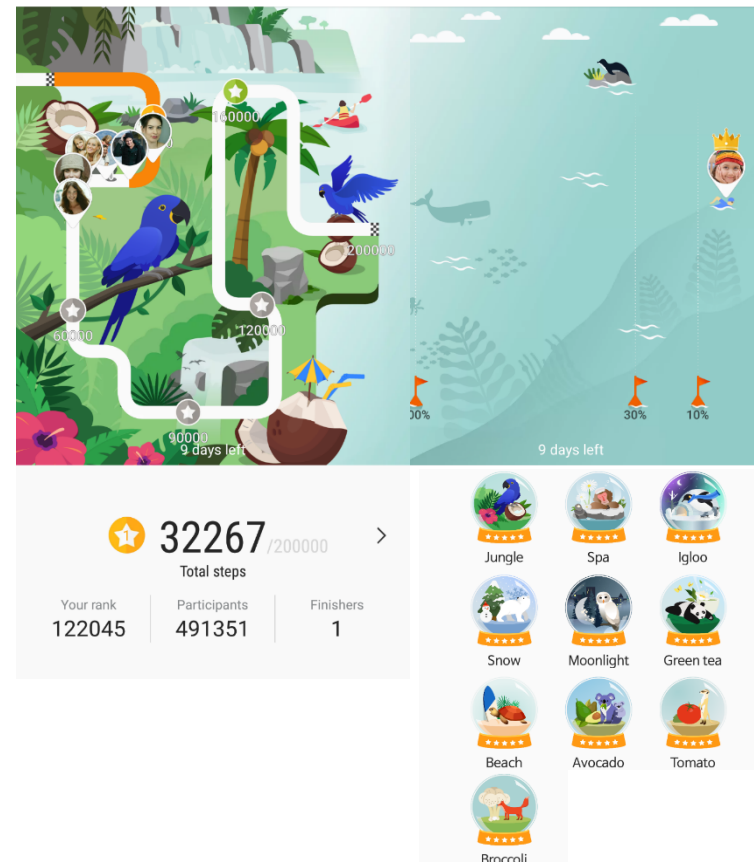
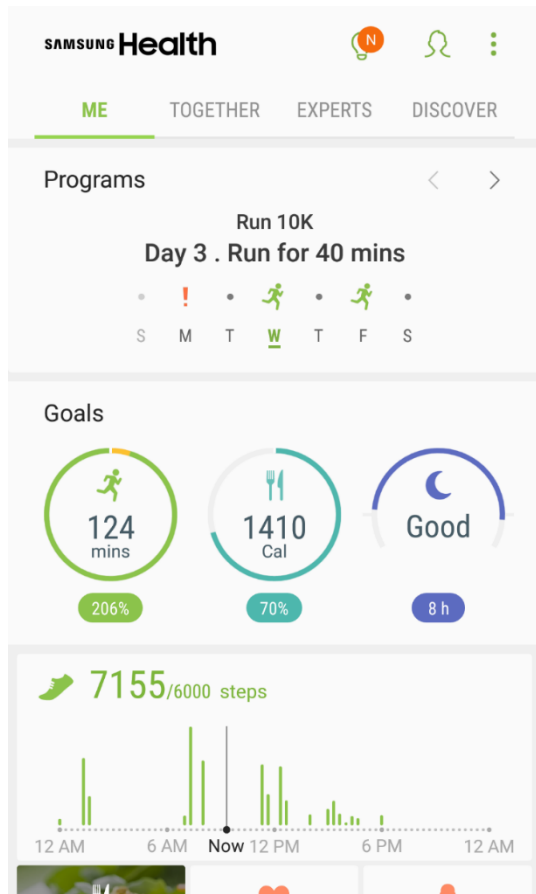
100 million downloaded mobile healthcare/wellness application

Global Challenge

Monthly target-based competition service
Operating 10 months with 1.2 million participants

Results

Global Challenge participants are 20 minutes more active than all other Samsung Health users



Daily average steps

Samsung Health users

Global Challenge users



VS.



5125 steps

7700 steps

More detailed design factors and results will be provided in the poster session