

Challenge

Problem

The prevalence of overweight adolescents in the United States has tripled in the past 20 years.

There is a need to encourage teenagers to engage in enjoyable physical activities and increase awareness of healthy eating habits.

Why teenage girls?

Girls between the ages 12 – 19 are more likely to become inactive throughout adolescence when compared to boys.

Teenage girls are also more likely to use unhealthy techniques for losing weight.

Chick Clique

Persuasive Technology

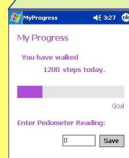
Peer pressure

Chick Clique is intended to act as a persuasive social actor providing positive feedback and leveraging the power of relationships.

Research Goals

Our specific goal was to determine if peer pressure and technology can be combined in a way that increases physical activity in teenage girls.

We further researched whether girls develop an increased awareness and understanding of the relationship between food, exercise and health through the use of Chick Clique.



Design Process

Exploratory field interviews

Interviews with dietitians revealed the hazards of imposing portion control on teenage girls.

Paper prototype

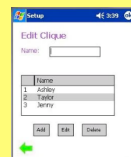
Testing showed girls enjoy engaging with technology and frequently use text messaging to stay connected with friends.

Working prototype

Chick Clique was fully implemented on a PDA using input from prior interviews, research and prototype testing.

Usability testing

We tested the working prototype on 2 groups of teenage friends.



Solution

Friendly competition

A group of up to four girls use pedometers to measure how many steps they have taken and a cell phone application to keep track of individual and group statistics.

Group support

The girls can utilize built-in communication features to motivate each other to stay active.

Linking diet and exercise

Food tips tools increase awareness of the balance between food intake and exercise and encourage healthy choices at fast food restaurants.

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