

5. Client: Department of Health (UK)

Challenge

Your task is to create an application that is less about preaching the nutritional value of particular foods, but instead focuses on motivating children and adults to take part in regular physical activity. The target is to get kids exercising for 60 minutes a day and adults for 150 minutes a week.

Your idea will need to change behavior. It will need to get people excited about exercising.

Background

The issue of weight gain is a global problem. For example, almost half of the people in the UK are either overweight or obese. This is because our lifestyles have changed: we used to hunt and farm, work in tough manual jobs and play outside. Now we sit at desks, or in front of the TV, increasingly craving fats and sugars but not necessarily burning them off.

Considerations

- Consider building your application around an idea for an initiative, a program, or even a social movement.
- Make it interactive. How will you maintain a dialogue with your audience so they continue their exercise plan?
- Think carefully about feeling and tone. When they aren't working, people want to spend time doing things they enjoy. Your idea must be enjoyable and positive.

Target audience

Everyone. Although specific consideration should be given to low income families who are under pressure to buy low cost, quick and easy to cook, convenience foods. This target group could be potentially consuming the most calories, whilst being unaware of the impact that a lack of physical activity can have on them.

Further information on client

www.gov.uk/government/organisations/department-of-health