

# RUN QUEST

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A fun interactive app designed to make running into a fun competitive experience, incentivizing people to stay healthier and make a consistent habit of running.



## Title Splash Screen Mockup

The name of the app, **Run Quest**, is derived from the function: **running** and **“having a quest”** aka having a **goal** or **incentive** to get out, run more and **stay healthy**

Sleek design emphasizing **simple form**

**“Tap to Play”** button is meant to get straight to the point and avoids overhead

The color **purple** was used intentionally as a motivational color. It is not an aggressive color, but subtly makes you feel like it’s motivating you to improve yourself

A heart with a heart rate/pulse as **the Logo** was chosen to again get across the purpose of the app in a way that isn’t overtly obvious and it also acts as a motivator when opening the app and when you see the heart logo it makes you think that you should exercise and get your heart rate up

## Potential Drawbacks from Eudaimonistic Design

While improving your health may lead one to more easily be able to pursue other virtues, it isn’t a virtue in itself.

Aristotle would probably argue that the simple fact that one needs an incentive to pursue something of virtuous nature is inherently not virtuous and one should pursue it out of the kindness of their heart and not because of some external pressure.

# Main Menu Screen Mockup

Level which shows your progress over time relative to yourself

Currency that can be used to upgrade or buy clothes for your character

Trophies that show your progress compared to other players

Character image that shows what your character looks like

Weekly challenge meant to incentivize running more

List of challenges that can be completed for rewards, which incentivizes a variety of training



## Benefit towards Eudaimonistic Design

Ironically capitalizes on the capitalistic structure of a virtual reward incentive structure to make people run more leading to better health and a better ability to pursue eudaimon virtues.

May improve self satisfaction/pride by improving health thus making a more eudaimon person

## Potential Drawbacks from Eudaimonistic Design

The capitalist nature of the game seems almost contrary to eudaimon design in that people play for virtual incentives making their pursuit of health not virtuous because they need that incentive in the first place.



## Race Screen Mockup

This part of the app is a **race** in which users can choose to race against other users to **track their improvement** relative to others

Again, super **simple design** where you watch the characters race

**Colors and aesthetic** meant to promote feelings of satisfaction

**Winning** depends on how much running was done in real life

**Rewards diligence and perseverance** thus building a habit of running which may in the long run allow one to pursue a more virtuous lifestyle

Another way to build **self-satisfaction/pride**

## Potential Drawbacks from Eudaimonistic Design

Promotes competition between individuals, while some like myself would argue a healthy competition, Aristotle may not agree.

Fosters a sense that being above someone in “points” means you are better than them.

