



CASE STUDY // **FITMATE**

Wearables

August 2017 | Version 1.0

Technology/ LAMP Stack: Linux – Apache – PHP – MySQL (Open Source), HTML5 / JQuery, Fully Responsive Design, Integration with Wearables

Kalpataru, a leading real estate developer in India was looking out for an employee welfare program that could be introduced in the organization in an engaging format with an objective to achieve maximum employee participation. From the management's perspective, there was key emphasis on wellness and measurable health goal achievement that needed to be presented statistically at the end of the program.

We planned a gamified version of an employee welfare program, FitMate, that would go on for a period of 60 days. Fit-Mate comprised of 5 fictional characters (Mascots) from across various regions of India. Employees were asked to register online with the program and to select their preferred character as their mascot. In doing so the system automatically grouped employees into a 5 member team based on their selected mascot and location of office.

Each employee as a part of the registration process was asked to set their health goals and was provided a pedometer.



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A portal was setup where employees could login and view theirs' and their team member's performance along with the points accumulated and the percentage of goals achieved.

As a part of the gamification process, each participant was required to enter their end of day pedometer readings and participate in periodic surveys that identified the progress of their health goals.

The pedometer readings and health goal achievement was converted into points for each individual user, which in turn summed up to the points of their teams which further contributed to the points of the mascots. The mascots were visually represented as racing in a 60 metre sprint and were separated from each other based on their total scores.

The portal event comprised of social networking features and allowed the user to view top performing individuals, teams, males, females, photo sharing and health trivia curated and posted by our content team. It also comprised of a leader's board where the top brass of the organization could post their photos and thoughts of the day.



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Features

01. Employee's wellness
02. Employee loyalty and retention
03. Content for press releases and annual reports in the form of achievements and testimonials specified period
04. Participation and achievement certificates
05. Wellness mind-set

Application Uses

- Digital Wellness Programs
- Measuring Annual Health Checkup Effectiveness
- Promoting An Employee Friendly Healthy Workplace

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