Ally: A Smartphone-based Physical Activity Intervention

Florian Künzler¹, Jan-Niklas Kramer², Varun Mishra³, Bastien Presset⁴, Shwana N. Smith⁵, David Kotz³, Urte Scholz⁶, Elgar Fleisch¹,² & Tobias Kowatsch²
¹ ETH Zurich, ² University of St. Gallen, ³ Dartmouth College, ⁴ University of Lausanne, ⁵ University of Michigan, ⁶ University of Zurich

1. Background
No behavior has an impact on human health as great as physical activity (PA). We therefore developed Ally, a smartphone-based 6-week PA intervention. Ally seeks to exploit the ubiquity and sensing capabilities of mobile phones to adapt the provision of PA interventions to the context of the user.

2. Research Questions
(1) What are effective components of Ally, a mHealth physical activity intervention?
(2) Can mobile sensor data predict opportune moments for interventions?

3. JITAI Framework
JITAI stands for Just-in-time adaptive Interventions (NAH16)

4. Ally Field Study
We conduct a longitudinal factorial experiment to test intervention components and collect a variety of sensor data.

5. Recruitment Process
Invitations sent to N = 30,000 CSS customers
n = 749 (2.5%) clicked the invitation link
n = 311 (42%) completed T1 survey
n = 273 (88%) registered in the Ally system
n = 55 not eligible
n = 321 declined to participate
n = 62 dropped out
n = 191 gave reasons for not participating

References

CSS Meets & Greets CDHI
Lucerne | December 4 | 2017