

PvP Wellness App

Abstract

Personal health risk such as Obesity and Diabetic in Asia is a growing challenge to both the individual and also the health care providers. Whilst there are brick and mortar fitness centers, wearable health devices and even mobile apps that promote better self-wellness; consumers have yet to catch on such bandwagon like how UBER caught on in the transportation industry. The motivation for consumers to jump onto the wellness bandwagon has been a daunting one. Hence marketing psychologists proposed that by using human nature to motivate themselves, using a competitive game with significant enough cash-prized reward, could stimulate the population to immerse themselves into a predetermined wellness program. The Biggest Loser fitness competition was one of these program and reward systems that created a significant buzz to personal health care and wellness. This App (a.k.a. PvP-Wellness App) is the mobile technological upgraded version to the Biggest Loser style wellness program. This app will allow participants from across the nation to sign up and then have their weighing in at partnering devices and or outlets (such as Mobile service providers, and or sponsors outlets). Then participants will compete with each other on our predetermined wellness game rules. The winner who meets the best wellness results as stipulated by the App's organizers (and partially sponsors) will take home cash-prizes on top of their own new healthier habits created during the game period. This App also have the function to self-generating cash-prizes (should there be no sponsors available for any competition period) and also an unlimited variety of options to different types of wellness programs throughout the entire year (from fitness to mental well-being competitions), hence making this App the potential UBER-liked App to download for everyone. The wellness programs run on this App allows participants to be in a 24/7 competitive cash prized winning personal wellness program. Sponsors are conditionally welcome to stipulate the terms and conditions should the App organizers decides to include the sponsors' products as a part of the game rules; ultimately, making personal wellness a lifestyle change that wins cash prizes every month or quarterly.

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