



gDitty

**A tween-friendly activity monitor +
online rewards system**



gDitty is a product in development at HopeLab.
Learn more at www.hopelab.org.



What if technology could motivate movement?
The following fictional scenario is
one possibility...



Meet Abby. She's moderately active. She cares about the world, and collects snow globes.



Abby heard about gDitty at school and asked her parents if she could participate.



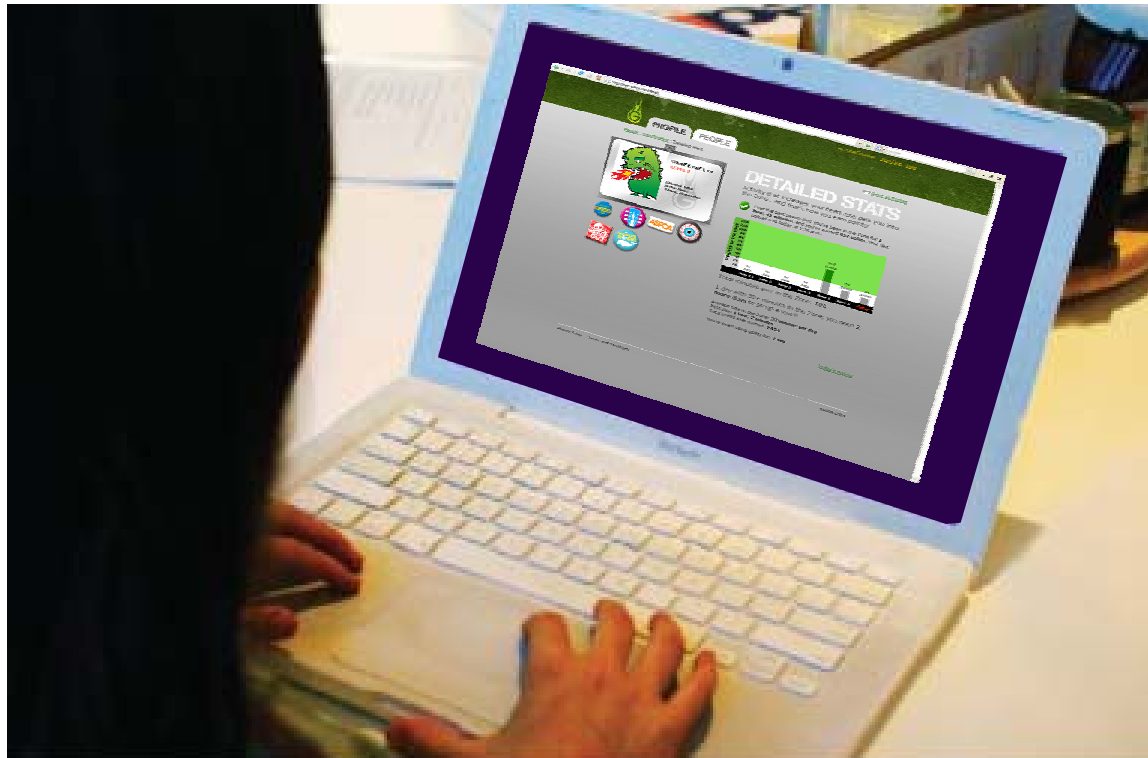
A week later, she's opening the box.



She's happy to see that she can earn free MP3s and support her school by moving around more.



When she logs on she customizes her profile and chooses what character she wants to be.



Abby's page reflects her choices. Now she's ready to go!



She slips the device in her pocket...



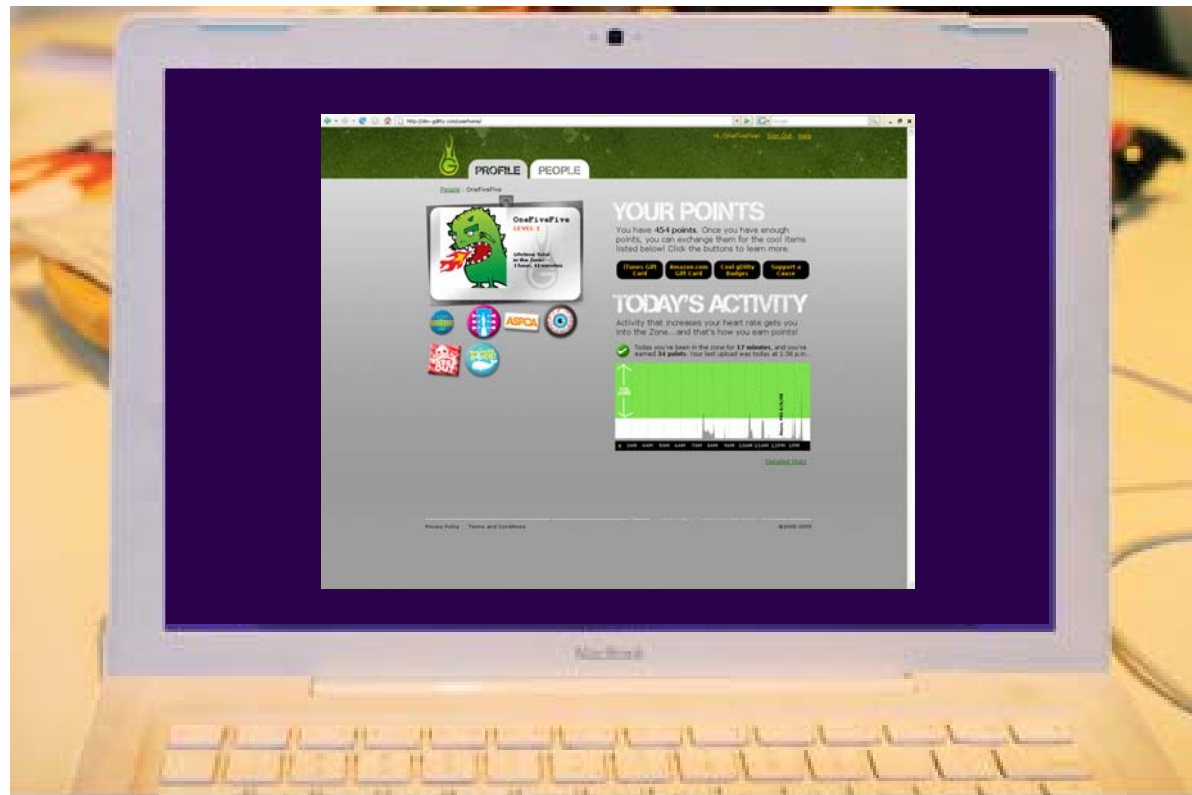
...and heads out on her scooter.



That evening she connects the gDitty to her computer for the first time.



She logs onto her account...



...and discovers that her activity has gotten her closer to free MP3s and the ability to make a donation to her school.



She enjoys checking in regularly after doing her homework to see how her activity is affecting her account.



After a week of hard work, Abby is happy with her accomplishments, so she prints her page to put on the fridge.



She's proud to show her mom.



Abby also checks out the People page to see how her friends and other gDitty users are doing. She loves comparing how many more points and badges she's earned than them!



What if gDitty creates the chance for kids to
earn rewards and improve their health by
moving around more!



gDitty is a product in early development at HopeLab.

To learn more about HopeLab and our work,
please visit www.hopelab.org.



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