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2023

ABSTRACT BOOK 2023

(i - J a M C S I I X)

INTERNATIONAL JASIN

MULTIMEDIA AND COMPUTER SCIENCE

INVENTION AND INNOVATION EXHIBITION

PUBLICATION DATE :8 NOV 2023

<https://iamcsciix.uitm.edu.my/>



i - J a M C S I I X **2023**

INTERNATIONAL JASIN MULTIMEDIA & COMPUTER SCIENCE
INVENTION AND INNOVATION EXHIBITION (I-JaMCSIIX) 2023

Virtual Award Ceremony

8th November 2023
Wednesday

Platform: YouTube

https://www.youtube.com/channel/UCW3Mw4_ngn6tn8gyXIOpLlw





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2023

INTERNATIONAL JASIN MULTIMEDIA & COMPUTER SCIENCE
INVENTION AND INNOVATION EXHIBITION (I-JaMCSIIIX) 2023

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LetsGoFit: Gamified Mobile Health Application

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Abstract— Mobile applications have emerged as valuable tools to promote physical well-being in an era marked by the fusion of technology and health-conscious lifestyles. Despite the growing awareness of the importance of exercise and stretching in maintaining health, many women struggle to find accessible and personalized solutions to incorporate regular physical activity into their lives. Existing fitness apps often lack tailored stretching exercises for women, leading to a gap in addressing their unique physiological requirements. Therefore, we developed a women's stretching exercises application called *LetsGoFit*, which combines the convenience of mobile technology with the engaging elements of gamification to create a user-friendly and enjoyable exercise experience. The gamified mobile health implemented Rapid Application Development (RAD), providing a flexible and iterative approach to software development that emphasizes rapid prototyping and continuous feedback. The development of *LetsGoFit* is based on the GMHealth framework that consists of eight themes: *Self-Representation, Self-Monitoring, Esteem, Enjoyment, Continuous, Guidance, Socializing* and *Improvement*. In conclusion, *LetsGoFit* represents a novel approach to promoting women's health through a gamified mobile health application. The accessibility of a mobile application with aspects of gamification empowers women to maintain their stretching exercises, contributing to improved physical health and overall quality of life.

Keywords— *mobile health, gamification, engagement, Rapid Application Development, gamification framework*



i - J a M C S I I X

2023

PUBLISHED BY:

i-JaMCSIIX

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Tel: 062645000

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