Global Challenge: Self-motivated and Competition-based Activity Service in Practice

Seongho Cho, Samsung Electronics Co, LTD.

**Samsung Health**

- 100 million downloaded mobile healthcare/wellness application

**Global Challenge**

- Monthly target-based competition service
- Operating 10 months with 1.2 million participants

**Results**

- Global Challenge participants are 20 minutes more active than all other Samsung Health users

**Daily average steps**

- Samsung Health users: 5125 steps
- Global Challenge users: 7700 steps

More detailed design factors and results will be provided in the poster session.