Toward Enhancing Engagement in mHealth Apps: Balancing Health and Entertainment with AI-Driven Level Structures and Dark Game Design Patterns
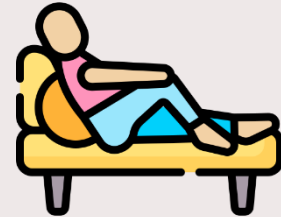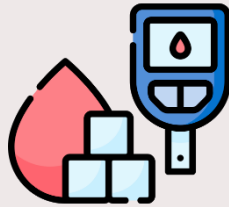
31/03/25

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Up to ~70% of deaths are linked to lifestyle diseases

World Health Organization: Noncommunicable diseases (ncds) - fact sheet. https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases(2023), accessed on April 22, 2024
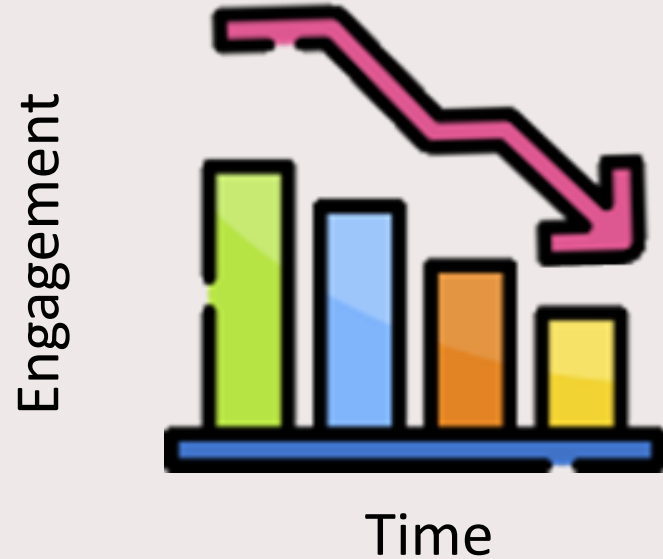
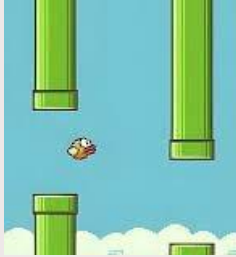# Digital Interventions are scalable way to promot behavior change

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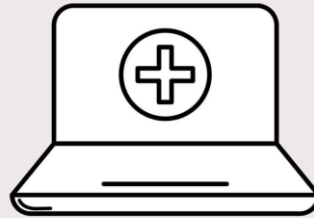
User engagement in mHealth applications drops overtime

Engagement

Engagement

Time

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Engaging (mobile) games make use of Dark Game Design patterns

Pay 2 Win

Paywall

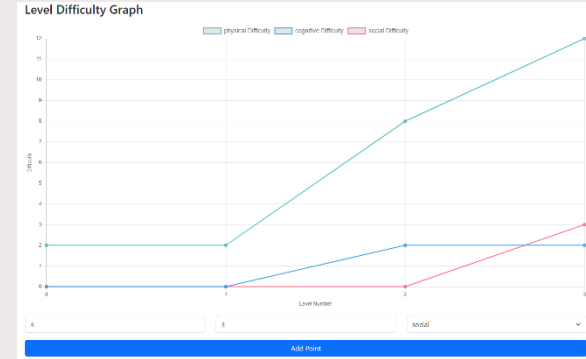# Current Implementation of Mini-games and "healthy" Dark Patterns

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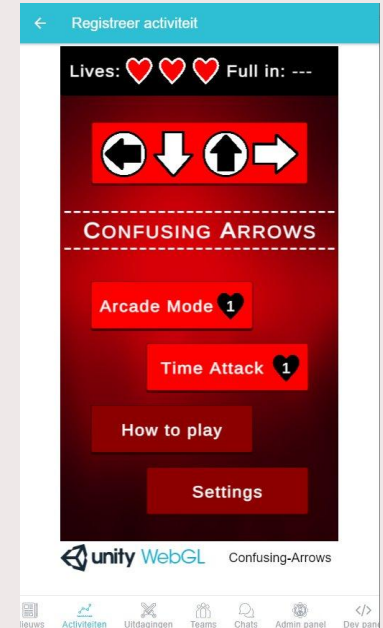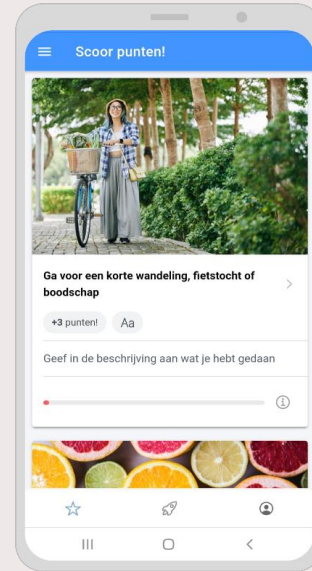
APLES interface seen by the designer

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mHealth application as seen by the user of the health intervention

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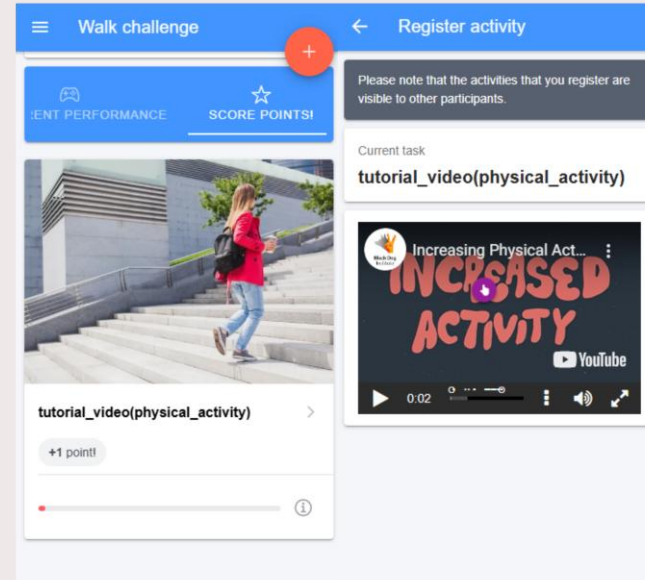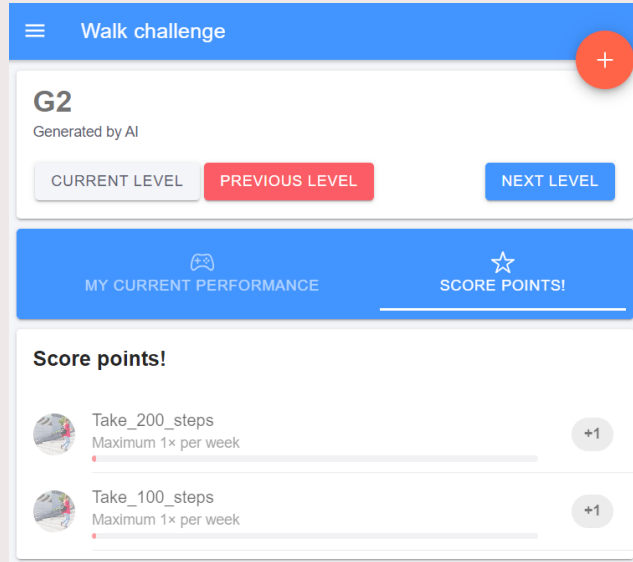
Future work will dive into more types of designer configurations

Temporal

Complexity

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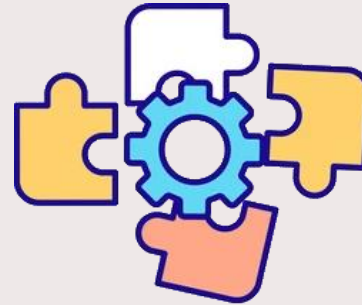
Questions?

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