



CENTER FOR INNOVATION AND WELLBEING

MOVN Case Study



When mobility meets wellness.

At an [Aging2.0 event](#) at the [USC Davis School of Gerontology](#) in April 2013, the Front Porch Center for Innovation and Wellbeing listened to a presentation from the developer of [MOVN](#), a new app designed to promote physical activity and social connectedness. Realizing the important potential for a technology-enabled, mobile solution designed to address the chronic conditions that stem from sedentary behavior among older adults, the Front Porch Center for

Innovation and Wellbeing (FPCIW) approached the company to help test the platform.

In order to target an active, mobile and diverse population for a study, FPCIW recruited members of the [Los Angeles OASIS](#) lifelong learning community to participate in a research pilot. [Moving Analytics](#) distributed smartphones to a group of individuals who enrolled in a 3-week intervention to understand attitudinal behaviors and the feasibility of smartphone devices as activity trackers among older adults. Moving Analytics collaborated with FPCIW to organize trainings, develop study tools, and conduct focus group discussions.

The pilot study found that the main motivation for the participants to enroll in the program was to understand and increase their daily physical activity to address weight-related health conditions. To this end, goal-setting and coaching messages were important features of the app. One of the critical learnings from the pilot was the role that social connectedness and competition played in motivating the participants.

FPCIW is currently exploring additional research opportunities with the [USC Chan Division of Occupational Science and Occupational Therapy](#) to examine MOVN's impact on physical activity and sedentary behavior.

Read the [research findings](#) on this pilot.

About the Front Porch Center for Innovation and Wellbeing

The Front Porch Center for Innovation and Wellbeing is part of Front Porch®, one of Southern California's largest not-for-profit providers of retirement living communities and affordable housing. The Front Porch Center for Innovation and Wellbeing strives to harness technology solutions that support and enhance wellbeing in older adults. The Front Porch Center's core initiatives focus on how technology can: assist in maintaining brain health; enhance social connectedness; promote engagement and growth; empower control over health and wellness; prevent emergencies or serious events; and increase resources and support for formal and informal caregivers. The Front Porch Center for Innovation and Wellbeing is a signature program of Front Porch's Humanly Possible® commitment to doing everything humanly possible to creatively meet the needs of those we serve today and in the future. The Front Porch Center is the winner of the Bronze Award for the Dignity category in the 2015 McKnight's Technology Awards and the Aging 2.0 Pilot Pioneers 2015 Innovation Award. More information can be found at www.fpciw.org.

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