Topics from Dr Sazzad Hussain

Project 1: Promoting healthy sun exposure using persuasive apps and wearable devices
Description: This project involves development and evaluation of a technology platform (app, wearable device, persuasive technology) to promote better awareness and personalised management of Sun/UV exposure. The aim is to education and encourage behaviour change around getting sufficient sunlight (e.g. vitamin D), as well as protecting from sunburn/skin cancer.
Project Scope: (1) mobile application development with wearable devices (e.g. Microsoft Band); (2) testing accuracy of sensors and algorithms that make predictions about safe and harmful UV exposure; (3) user testing.

Project 2: Healthy shopping trolley: using persuasive technology to change shopping habits
Description: This project looks into persuasive techniques and tools to help shoppers understand their grocery shopping by communicating shopping habits through scores, visualisations, gamification, and nutrition information. The aim is to combine purchase data with nutrition information to raise awareness of the food choices.
Project Scope: (1) mobile/web application development using persuasive techniques; (2) data analytics on shopping big data; (3) investigating scenarios for point of contact with customers.