IT-Based Self-Monitoring for Women's Physical Activity: A Self-Determination Theory Perspective

Research Paper

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Abstract. IT-based self-monitoring (ITSM) tools can promote behavior change and increase physical activity, yet they have been criticized for a lack of theoretical grounding. This study draws on Self-Determination Theory to explore the link between theoretical concepts on basic psychological needs (BPNs) and users' concern over their engagement with ITSM solutions for women's physical activity. Using computational topic modeling, we analyzed over 34,000 user reviews to uncover key concerns, which we then mapped to BPNs: autonomy, competence, and relatedness. The resulting framework offers a structured lens for understanding how ITSM stimuli align with these needs. Our findings highlight the dominant role of autonomy, followed by competence and relatedness, in shaping user engagement. Our insights contribute to the ongoing discourse in information systems (IS) research by emphasizing the importance of considering both biological factors and sociocultural influences in shaping IS innovation.

Keywords: ITSM, Self-Determination Theory, Physical Activity, User Engagement.

1 Introduction

Interest in IT-based self-monitoring (ITSM) (Jiang & Cameron 2020), which encompasses a range of technologies, including mobile apps (mHealth) and digital health therapeutics (DTx), is rapidly growing. Evidence shows that ITSM adoption leads to an improvement in health behavior, which in turn helps to reduce hospital visits and lower medical costs (Ghose et al. 2022). The rising interest is also reflected in the proliferation of over 350,000 health apps worldwide (Sadare et al. 2023) and the growing adoption of national regulatory frameworks, such as Germany's 2019 Digital Healthcare Act, which integrates digital health therapeutics into healthcare systems (Fürstenau et al. 2023).

Despite its benefits, ITSM research has been criticized for lacking strong theoretical grounding, particularly in establishing connections between users' psychological needs and sustained engagement (Jiang & Cameron 2020). As a result, many existing solutions overlook core motivational drivers, often adopting a one-size-fits-all approach that fails to maintain user involvement over time (Jakob et al. 2022). This limitation may contribute to the persistent issue of low adherence, especially in long-term ITSM interventions,

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where users disengage due to a lack of personalized support aligned with their intrinsic motivations (Horneber & Laumer 2022). To address this challenge, more exploratory studies are needed to investigate how user characteristics concerning psychological needs shape engagement with ITSM.

To that end, we draw on Self-Determination Theory (SDT) to uncover the key topics that shape user engagement with ITSM solutions for women's physical activity. This study focuses on physical activity apps specifically designed for women, addressing recent calls in IS research to better understand how sex and gender influence digital health innovation (Baum et al. 2024). Focusing on women is a logical first step, given the persistent global disparity in physical activity, with women consistently being less active than men—a gap that has remained unchanged for over two decades (Strain et al. 2024). It is important to note that this study does not aim to evaluate the effects of gender, but rather to explore theoretical constructs related to psychological needs among users of apps targeting women. In doing so, we offer a foundation for future research that explores how gender may influence the design, adoption, and use of ITSM technologies. In this study, we extracted and analyzed user reviews from an app distribution platform, conceptualizing the topics that preoccupy women through the lens of SDT's core dimensions: autonomy, competence, and relatedness. SDT provides critical insights into why individuals are motivated by certain stimuli, making it particularly relevant for understanding user engagement in ITSM. Accordingly, this study is guided by the following research question:

RQ: What topics preoccupy users of ITSM solutions for women's physical activity?

As part of the methodological foundation of this study, we employed computational topic modeling, a robust approach for extracting novel design knowledge from unstructured textual data. Specifically, we identified key topics discussed by users of women-focused ITSM and map these topics to the psychological needs outlined in Self-Determination Theory. By analyzing how users articulate their experiences, challenges, and expectations, this study provides a more nuanced understanding of how psychological needs are reflected in ITSM use. Our findings advance the understanding of how ITSM stimuli align with psychological needs in the context of women's physical activity, providing valuable insights for designing motivational-driven self-monitoring technologies.

2 Literature Review

2.1 IT-Based Self-Monitoring for Physical Activity

Despite global efforts to promote physical activity, 31% of the population fails to meet recommended activity levels, contributing to a projected economic burden of $300 billion on public healthcare systems by 2030 (Strain et al. 2024). The consequences of insufficient physical activity are severe, with inactive individuals facing a 20% to 30% increased risk of premature death (World Health Organization 2024). Recognizing the urgency of this issue, the World Health Assembly set a global target to reduce physical inactivity by 15% by 2030, emphasizing the need for scalable and effective interventions (World Health Organization 2019).

ITSM has emerged as a promising approach in cognitive-behavioral therapies and behavior change interventions (Jiang & Cameron 2019). Given that insufficient physical activity is a major public health concern, ITSM research has increasingly focused on enhancing engagement in physical activity (Fallon et al. 2021, Mönninghoff et al. 2021). ITSM leverages digital technologies to enable individuals to track symptoms and behaviors, analyze collected data, and make informed adjustments to improve self-management (Staszak et al. 2021, de Paula et al. 2025). At its core, ITSM relies on two fundamental concepts: self-awareness of bodily symptoms and conditions, and self-recording of observations and measurements, both of which are essential for helping individuals recognize patterns and make data-driven health decisions (Jiang & Cameron 2019).

A growing body of research has demonstrated the effectiveness of ITSM solutions in promoting physical activity, as highlighted in a recent systematic review (Mönninghoff et al. 2021). However, a recurring challenge across these studies is the decline in effect size over time, signaling difficulties in sustaining long-term engagement. Evidence suggests that personalization is a key factor in maintaining adherence, such as adjustable exercise plans and tailored nutrition (Jakob et al. 2022). While scholars widely agree that personalization helps with user engagement, more exploratory studies are needed to investigate how user characteristics shape ITSM engagement. In line with this, IS scholars have emphasized the need for more perspectives on digitalization (Sundermeier et al. 2021), including a greater focus on gender-sensitive adoption and use (Trauth 2013). This need is particularly pressing in the context of ITSM for physical activity, where a persistent gender gap remains—women are, on average, 5 percentage points less active than men, a disparity that has remained unchanged since 2000 (Strain et al. 2024). Without targeted design considerations, existing ITSM tools risk reinforcing rather than mitigating engagement disparities, ultimately limiting their effectiveness in promoting physical activity across diverse user groups.

2.2 Self-Determination Theory as a Framework for Understanding ITSM Engagement

Self-Determination Theory has been widely applied in the design and evaluation of interventions aimed at promoting physical activity, as its three basic psychological needs (BPNs)—autonomy, competence, and relatedness—are essential for fostering intrinsic motivation and long-term behavioral engagement (Ryan et al. 2009). Research demonstrates that when these needs are fulfilled, individuals experience greater well-being and sustained participation. For example, studies on female gymnasts have shown that meeting these psychological needs leads to higher engagement and overall well-being (Gagné, M., Ryan, R. M., & Bargmann, K. 2003). Among these needs, competence plays a crucial role in self-monitoring behaviors, with research linking its satisfaction to stronger intentions to maintain engagement (Soltani et al. 2024, Rockmann 2019). Autonomy is seen as equally critical, as studies indicate that individuals with low autonomy are more likely to experience emotional and physical exhaustion from physical activity, ultimately reducing their adherence (Adie et al. 2008). Table 1 presents the definitions of the categories associated with each BPN as identified in the literature

on SDT, ITSM, and physical activity. These categories are further elaborated below, outlining how they relate to the fulfillment of autonomy, competence, and relatedness in the context of ITSM for physical activity.

Table 1. SDT categories concerning ITSM and physical activity and their definition

SDT	Description	Reference
Competence		
Previous Experiences	It refers to how users' past fitness journeys shape their current engagement with an app.	Ryan et al. (2009)
Skill Development	It reflects users' desire to build new fitness-related skills.	Ryan et al. (2009)
Activity Feedback/Self-monitoring	It captures users' need for tracking and feedback mechanisms that allow them to monitor progress and improve performance.	Villalobos-Zúñiga & Cherubini (2020)
Autonomy		
Social Environment	It addresses whether the environment is supportive, constricting, or coercive.	Ryan et al. (2009)
Frame of Reference	It refers to the internal standards, goals, and values of an individual which they use to evaluate their experiences and behaviors.	Ryan et al. (2009)
Offer Choices	It represents users' need for flexibility and customization in their fitness experience.	Ntoumanis et al. (2021)
Relatedness		
Care Conveyed	It reflects the one-way support users receive from experts.	Ryan et al. (2009)
Connection & Belongingness	It captures peer-driven interactions, shared experiences, and social identity within a community.	Ryan et al. (2009)

Competence reflects an individual's feeling of being effective (Ryan et al. 2009). In the context of physical activity, competence is reinforced when individuals perceive themselves as effective, drawing on their *past experiences* and *developing new skills* within a given behavior domain (Ryan et al. 2009). Research highlights the importance of *providing users with feedback* on their performance and enabling them to *track progress* toward fitness-related goals (Villalobos-Zúñiga & Cherubini 2020). Logging achievements or acquiring new skills serves as tangible evidence of progress, reinforcing continued participation and strengthening the feeling of competence. *Autonomy* refers to an individual's sense of willingness and volition in their actions. It reflects the need to feel ownership and self-endorsement over one's behavior (Ryan et al. 2009). The ability to act autonomously is highly influenced by *social environments*, which can either be controlling and restrictive or supportive of self-regulation. When individuals feel that

their *frame of reference* is understood and respected, they are more likely to engage in behaviors that align with their personal values, as they receive rationales for action and opportunities for reflection and choice. In the context of physical activity, frame of reference is closely linked to goal-setting, allowing individuals to define activity targets that align with their personal standards, objectives, and values. Additionally, *offering choices* enhances autonomy by enabling users to customize their ITSM experience, tailoring their workouts, tracking methods, and engagement strategies to best suit their needs (Ntoumanis et al. 2021). *Relatedness* refers to the need to feel connected, valued, and involved with others. It encompasses both experiencing others as responsive and supportive and the ability to reciprocate that responsiveness (Ryan et al. 2009). Self-Determination Theory (SDT) posits that a sense of *connection and belongingness*, along with the feeling of *being cared for by others*, is fundamental to well-being and personal integrity. When individuals experience relatedness, they are more likely to internalize the values, behaviors, and skills present in their environment. In the context of fitness and physical activity, fostering relatedness can enhance motivation and engagement by creating a sense of community, social support, and shared purpose.

Additionally, SDT outlines a continuum of motivation that includes amotivation, extrinsic motivation, and intrinsic motivation. Intrinsic motivation refers to engaging in an activity for its inherent satisfaction where people participate because they find the experience interesting, enjoyable, or fulfilling. In contrast, extrinsic motivation encompasses behaviors driven by outcomes separate from the activity, such as rewards and recognition. At the far end of the continuum is amotivation, arked by a lack of intention and personal relevance, which has been strongly linked to disengagement and poor outcomes. Building on this framework, we argue that SDT offers a robust theoretical foundation for investigating engagement with ITSM. By examining the topics that preoccupy users of physical activity apps designed for women, we gain valuable insight into how self-monitoring tools can align with—or fail to support—the psychological mechanisms that drive motivation. Understanding these concerns is particularly important for fostering intrinsic forms of motivation, which have been shown to support sustained engagement and better health outcomes over time (Standage et al. 2008).

3 Methodology

To identify topics that concern users of ITSM solutions for physical activity targeting women, we applied computational topic modeling to analyze user reviews published on the Apple App Store. Following the recommendations of IS researchers on the use of topic modeling for automated discovery of latent topics in large text datasets (Schmitt et al. 2020, Ojo & Rizun 2021), we leveraged this method to extract meaningful insights from user-generated content. Topic modeling has been widely adopted in user experience research as an effective approach for uncovering what matters to users, allowing for a data-driven understanding of user concerns and priorities (Ojo & Rizun 2021), leading to three propositions.

3.1 Data Collection

Figure 1 presents the flowchart outlining the data collection process, detailing the number of studies retrieved and the screening criteria applied. In the identification step, we utilized the Apple Analytics tool to search for relevant apps. Given that our focus was on physical activity apps specifically designed for women, we conducted a search within the Apple App Store for apps published between 2012 and 2023 using the keywords "Female Exercise," "Female Fitness," "Wom*n Exercise," and "Wom*n Fitness." This initial search yielded 2,509 apps. To ensure relevance to our study, we applied the following inclusion criteria: the app must be designed for women and incorporate self-monitoring features, while excluding apps that exclusively focused on weight loss or dietary tracking without a direct emphasis on physical activity. After applying these criteria, 197 apps remained. In the screening step, user reviews were extracted using automated scraping techniques. The following inclusion criteria were then applied: (i) only reviews from the past three years were considered to ensure recent and relevant insights, and (ii) only English-language reviews were included. Additionally, reviews containing less than 180 characters were excluded to ensure they provided substantive feedback. After extraction, duplicate reviews were removed, resulting in a final dataset of 34,544 reviews from 197 ITSM solutions. Prior to analysis, the data underwent standard text pre-processing: stop words were removed, words were lemmatized, and irrelevant characters (e.g., emojis, symbols) were eliminated. Tokenization was then applied to break reviews into analyzable units. These steps ensured the dataset was clean, consistent, and ready for topic modeling.

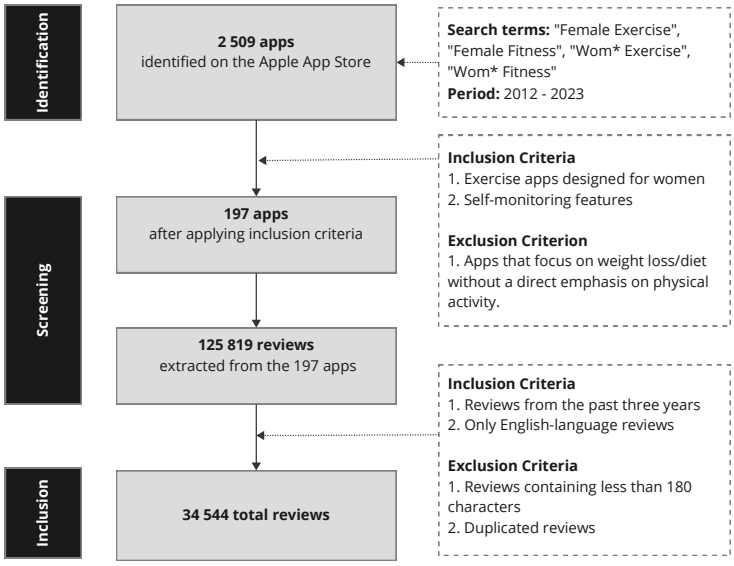

Figure 1. Flow chart describing the number of apps and reviews retrieved and screening process

3.2 Data Analysis

To extract discussion themes, we applied BERTopic, a transformer-based topic modeling technique that enhances coherence using neural embeddings (Grootendorst 2022). We optimized the model through iterative tuning of dimensionality reduction (UMAP), clustering (HDBSCAN), and topic refinement (TF-IDF), resulting in 147 initial topics. To ensure interpretability, we balanced topic coherence (using NPMI) (Bouma 2009) and diversity (via unique word count) (Dieng et al. 2020), followed by manual validation of the top 20 reviews per topic. This process yielded 28 meaningful topics for further analysis. For interpretation, we mapped each topic to one of SDT's core dimensions—autonomy, competence, or relatedness. Two researchers independently coded all topics and resolved discrepancies through discussion to ensure a consistent and theoretically grounded classification. Paraphrased quotes supporting this mapping appear in Appendix A, and the final framework is shown in Figure 2, and three propositions are explained in the results section.

4 Results

4.1 Mapping the Topics with Self-Determination Theory

The majority of user comments focus on Autonomy, underscoring the importance of control, flexibility, and customization in their fitness app experience. Users frequently highlight the need for features that allow them to personalize their journey, particularly in the 'Offer Choices' category, which includes customizable subscription options (T0), syncing and connectivity preferences (T3), multi-language accessibility (T12), ad-free experiences (T15), and calendar integration (T27). These aspects are crucial for ensuring a seamless and adaptable fitness experience. Within Autonomy, the second most discussed topics fall under 'Frame of Reference', where users emphasize the significance of goal-setting and motivation strategies (T10) as well as short yet effective workouts (T20). This suggests that users value structured guidance and efficient workout routines that align with their personal fitness objectives. The third category under Autonomy, 'Social & Physical Environment', reflects users' need for adaptable training options that fit different contexts. Comments frequently mention the importance of having workouts that can be performed across multiple environments (T18), home-friendly training options (T21), and equipment-free workouts (T23).

The second-largest share of reviews falls under Competence, emphasizing self-monitoring, progress tracking, and skill development. The most discussed topic within this dimension was getting started with exercises (T1), followed by skill-building in meal planning (T2), dance-based fitness (T7), and self-defense (T26). While Activity Feedback/Self-Monitoring encompassed the highest number of topics (N=8), discussions were diverse, ranging from the perceived impact of ITSM engagement on mental well-being (T24) and energy levels (T25) to the role of sound in health and focus (T5). Users also frequently commented on general tracking features, including self-monitoring for progress (T9), achievement/milestone recognition (T11). More specific measures, such as calorie tracking (T13) and water intake monitoring (T22), were also discussed. One

topic focused on feedback related to a specific product from a particular company (T17), highlighting widely user acceptance.

A smaller yet meaningful group of topics (N=4) falls under the dimension of Relatedness, focusing on social support, community engagement, and emotional connections. Users express appreciation for supportive coaches, role models, and the motivation they receive from fitness communities (T4, T8, T14). Maternal health and fitness (T6) emerges in our data as a key theme, highlighting the importance of family-friendly and pregnancy and postpartum workout programs. Additionally, the data indicates that digital influencers (T14) play a significant role in fostering a sense of belonging and social identity through shared finiteness goals.

4.2 A Self-Determination Theory Perspective on IT-Based Self-Monitoring for Women's Physical Activity

Figure 2 presents a structured framework that maps key topics raised by users of ITSM solutions for physical activity targeting women, grounded in the SDT dimensions proposed by Ryan et al. (2009). The framework categorizes these topics based on the three fundamental psychological needs—autonomy, competence, and relatedness—each represented with varying shades of gray to reflect the relative importance assigned by users. The analysis led to three propositions.

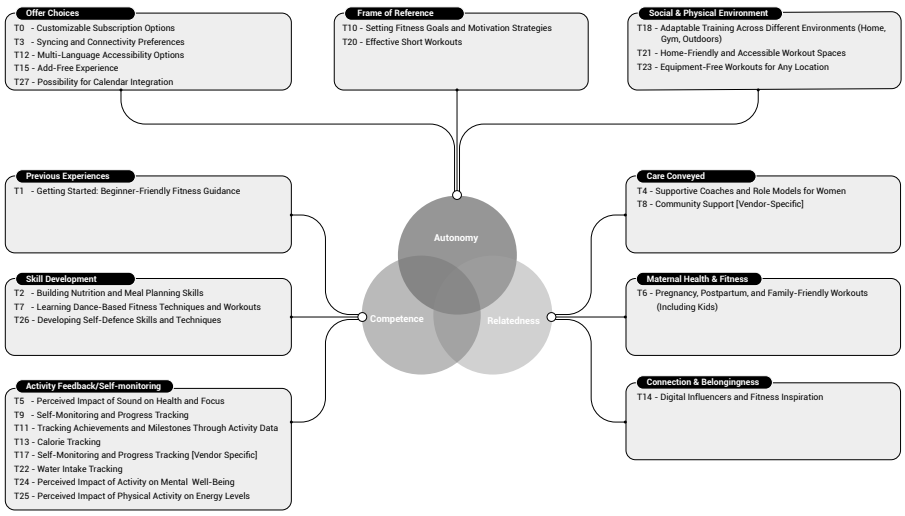

Figure 2. SDT-Based Framework for IT-Based Self-Monitoring for Women's Physical Activity

A key insight from this model is the strong emphasis on autonomy-supportive design, reinforcing the argument by Jiang & Cameron (2019) that users are more likely to sustain engagement when they feel a sense of control over their self-monitoring behaviors. The topic modeling results revealed a refinement of the social environment category originally

proposed by Ryan et al. (2009), leading to the inclusion of the physical environment. The physical environment encompasses the tools, spaces, and contextual factors that enable users to engage in physical activity. Our findings indicate that women value adaptable exercise options that can be performed in various settings, such as at home, in the gym, or outdoors, as well as access to equipment-free workouts. This leads to Proposition 1: *ITSM solutions for physical activity targeting women should prioritize autonomy-supportive features while accommodating diverse physical environments.*

Beyond autonomy, the model highlights the role of competence in ITSM engagement, expanding on the argument that effective self-monitoring systems must provide actionable insights rather than just raw data. A common shortcoming of ITSM tools is their failure to translate tracking metrics into meaningful behavioral change recommendations (Villalobos-Zúñiga & Cherubini 2020). Our findings indicate that women are interested in structured feedback mechanisms that not only track progress but also facilitate skill development and reinforce their sense of effectiveness. Instead of merely presenting performance data, digital health interventions should incorporate structured learning experiences that empower users to build new skills, refine their exercise techniques, and gain confidence in their physical abilities. This aligns with research indicating that competence-building features, such as progressive challenges and guided instruction, are crucial for sustained engagement (Fallon et al. 2021). This leads to Proposition 2: *ITSM solutions for physical activity that embed structured feedback and learning mechanisms for skill development (e.g., meal planning, dancing skills) create the conditions for women to experience a sense of competence.*

Although relatedness received comparatively less attention from women in the dataset, the framework still offers valuable insights into the social and emotional dimensions of self-monitoring technologies. One significant finding is the emergence of maternal health and fitness as a separate category. Our data suggests that women seek exercise programs tailored to different stages of motherhood, including pregnancy, postpartum recovery, and family-friendly workout options. Additionally, women value representation in coaches, emphasizing the importance of supportive trainers and role models in fostering engagement and motivation. Another interesting insight is the role of digital influencers in health information-seeking and fostering a sense of belonging. Women appear to turn to online fitness influencers not only for exercise guidance but also for motivation, emotional support, and community connection. This finding reinforces discussions in Motta et al. (2024) and Nißen et al. (2025), which highlight the increasing influence of digital influencers in shaping health behaviors and self-perceptions. This leads to Proposition 3: *ITSM solutions for physical activity that integrate maternal health content, offer coaching representation that aligns with users' cultural and personal identities, and facilitate connections with digital fitness influencers create conditions for women to experience relatedness.*

5 Discussion & Conclusion

Our findings advance the literature on IT-enabled self-monitoring, an emerging approach in chronic disease management and preventive health, by responding to calls for more theoretically grounded and user-sensitive perspectives(Jiang & Cameron 2020). Specifi-

cally, we apply SDT (Ryan et al. 2009) to examine how ITSM stimuli align with the basic psychological needs of autonomy, competence, and relatedness. This approach allows us to develop a structured framework for understanding user engagement in physical activity apps designed for women. From this analysis, we derived three propositions based on nine conceptual categories—two of which emerged as context-specific adaptations: Maternal Health & Fitness and Physical Environment. These categories capture key topics voiced by users and highlight the specific contextual factors shaping ITSM engagement in women's physical activity. Furthermore, our findings enrich the broader discourse in information systems on the importance of integrating both biological (sex) and sociocultural (gender) considerations into digital innovation design (Baum et al. 2024). Responding to calls for greater attention to gender-sensitive adoption and use of IS innovations (Sundermeier et al. 2021, Trauth 2013), this study lays the groundwork for future research into how gender dynamics shape ITSM use. Our analysis identified 28 distinct areas of concern, with autonomy-related topics having the highest volume of user reviews in our dataset. This finding sheds light on the specific concerns and priorities of women when interacting with ITSM for physical activity, highlighting the critical role of feelings of control over their self-monitoring behaviors. Moreover, our findings generate practical implications for organizations seeking to address the persistent gender gap in physical activity as women are less active than men. Our analysis suggests a range of topics that are important for women when engaging with ITSM. One promising avenue is the strategic use of digital influencers to cultivate a sense of community, foster identity-building, and enable co-creation in the development of ITSM solutions. By integrating influencer-driven engagement models, organizations can create more relatable, motivating, and sustainable self-monitoring technologies that support long-term user participation

This study makes important contributions to IS research. Theoretically, it advances the understanding of how ITSM stimuli align with BPNs and sheds light on the relative importance of autonomy, competence, and relatedness in shaping user engagement. Additionally, this study serves as an initial step in mapping the concerns raised by users of ITSM solutions for women's physical activity to basic psychological needs, without assuming these concerns are unique to women. Instead, it provides a foundation for comparative studies that examine under what conditions it is valuable to differentiate gender groups in the context of ITSM, particularly in terms of how psychological needs influence engagement and adherence. In doing so, it lays the groundwork for future research focused on the gender-aware design and evaluation of ITSM solutions. Limitations include potential bias in user reviews, such as the tendency to vent in online reviews, which restrict user profiling. Second, the study does not establish a direct link between psychological needs and behavioral outcomes such as actual app usage or long-term engagement. As such, the findings offer only a partial view, underscoring the need for deeper investigation. Nevertheless, we followed established methodological guidelines to ensure the reliability of our findings. Future research should combine qualitative and behavioral data to more robustly validate the relationship between psychological need satisfaction and ITSM engagement. Additionally, we encourage deeper investigation into the relevance of biological (sex) and sociocultural (gender) factors in the personalization of ITSM solutions.

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A Appendix - Topic Modelling Interpretation

Table 3. Topic Modelling Interpretation

SDT	T	Paraphrased Quote
Offer Choices	T0	I'm unsure if I'll renew. The constant upselling promotions are frustrating, and there's no way to opt out of them!
	T3	Recently, synchronization keeps failing, requiring me to revoke and reconnect access repeatedly. Tiresome!
	T12	I subscribed for full program access and found them well-structured, but they are only available in Chinese or English.
	T15	The app has potential, but constant ads and pushy purchase prompts make it frustrating.
	T27	Since the update, my calendar no longer syncs; I can no longer recommend the app until this is fixed.
Frame of Reference	T10	I wish I could adjust the cardio difficulty independently without affecting the entire workout plan.
Frame of Reference	T20	This app is a great way to kickstart fitness, offering a realistic 7-minute workout that helps me rebuild strength.
Social and Physical Environment	T18	I love the flexibility to train anywhere, making it a true life-changer for me and my family!
	T21	I started using it during the pandemic, and as a beginner, I love the variety of workouts, from yoga to strength training!
	T23	The app offers easy-to-follow programs that require no equipment or even a mat, and it doesn't charge for every feature.
Previous Experiences	T1	This app has been a great help throughout my day, offering efficient and easy-to-follow yoga exercises, perfect for a beginner.
Skill Development	T2	This app has changed my life! Not only has it transformed my fitness, but it also got me into cooking for the first time!
	T7	The high-quality content and variety of classes are amazing, and it even brought my friends and me together!
	T26	This app is perfect for learning self-defense, building confidence, and offering tailored workouts with great tips and advice.

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SDT	Topic (T)	Paraphrased Quote
Activity Feedback / Self-Monitoring	T5	I loved this app until they changed the voice, which now switches between an American and British accent— as someone with ADHD and OCD using it to relax, this change ruins my mood.
	T9	I started with beginner-level buttocks and leg workouts, and within two weeks, I saw noticeable toning. Now on the second level, the training is even more engaging—thanks to the creators!
	T11	This app makes practicing the splits easy and effective! Totally worth the premium.
	T13	This app offers a variety of useful features, and clearly tracks calories burned. As someone who struggles with motivation, it gives me the boost I needed—I highly recommend it! :)
Care Conveyed	T4	I found the best workouts through her and have followed her ever since. She's an amazing instructor. I first discovered her on YouTube, and thanks to her, I've sculpted my arms and core!
	T8	Thank you to the [Vendor's name] team! I'm grateful for the community, encouragement, making this journey truly special!
Maternal Health and Fitness	T6	My two daughters love joining me for the Daily 7 and Goodnight Stretch—it has become part of our daily routine and given us more special mommy-and-daughter time!
Connection and Belongingness	T14	I've been following [influencer's name] for two years and her challenges for a year, so I knew I'd join the first challenge when she launched the app. This app is amazing!