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Weight loss is something that many people around the world struggle with. Pound Down is a weight loss game for Xbox that encourages users to lose weight through points and achievements. Users pay a \$10 a month subscription fee for the service.

With Pound Down this struggle is made much easier. Pound Down is an interactive weight loss game, in which users enter their target weight and the Kinect for Xbox weighs them. Pound Down gives them exercises to do using the Kinect and how well and how often they do them is tracked. The exercises provided are fun and interactive. For example, rather than just doing lunges on the screen, the user is lunging across rocks to get to the other side of a lava pit. As users exercise more, they earn points to advance through the game and receive access to more advanced exercises. They also earn points at their weekly weigh-ins for how much they have lost. Users can use their points to unlock exclusive exercises that give them double the points. Users would unlock virtual achievements as they advance through the game. Users are also given It will also send users reminder messages while they play other games on their Xbox. In addition to the workouts, Pound Down provides users with dietary tips and advice on how to healthily cut calories. The user wins the game when they reach their target weight.

Users pay a monthly subscription fee of \$10 a month for access to the game. This is much less than a gym membership and gives the user access to exclusive tips on how to maximize their workout. Health food companies sponsor foods to be recommended to users in the dietary section of the game. We give away a free two week trial to try to entice users to subscribe. This would automatically roll over into the paid access unless the user unsubscribes.