

# health studio :)

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# alternative medicine



# needfinding strategy

em·pa·thy

*noun* \ 'em-pə-thē\

the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner



# who

Ashley, Ari & Taylor + 5  
others

people who do yoga or  
meditate regularly

people who don't



wiseGEEK

# where

participants recruited at different  
locations

Ashley & Ari, Yoga Source

Taylor, Chipotle



# key questions

Are you interested in alternative medicine? Why?

Why do you do yoga/meditation?

How does yoga/meditation make you feel emotionally, spiritually, and physically?





# Ashley

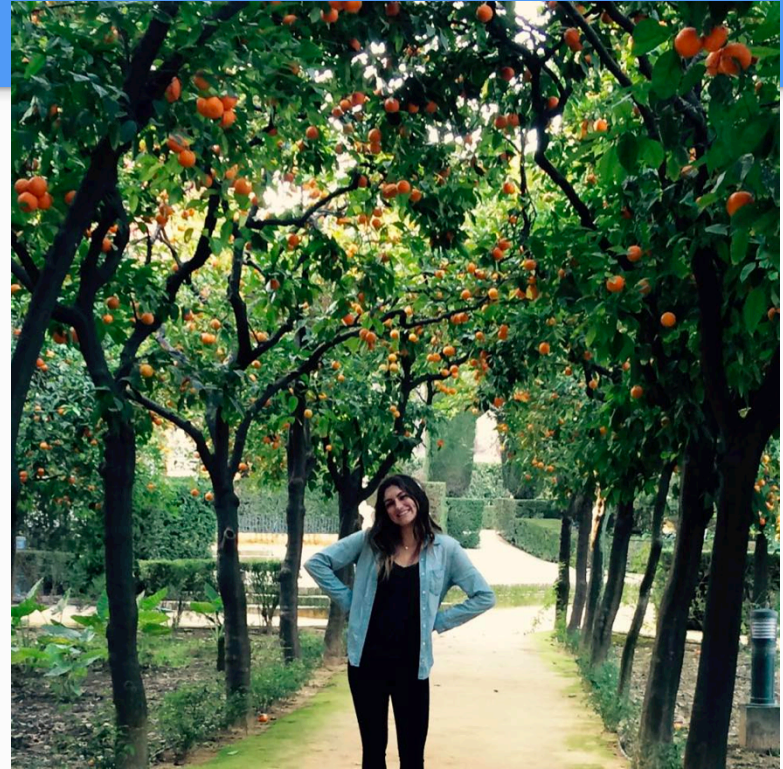
awesome story

“I believe in alternative medicine,  
because your body is made by god.  
God gave you the natural medicines  
to take care of it”  
learning acceptance



# Ari

like ashley, yoga relieves stress  
spiritual tension - “Yoga helps  
connect the mind and the body”  
flexibility insecurities (tension)  
“The hardest part is finding the  
time”





# Taylor

initially not interested, not  
proven

“working out is alternative  
medicine b/c it relieves  
stress”

proactive in health



# inferences, conclusions, & questions

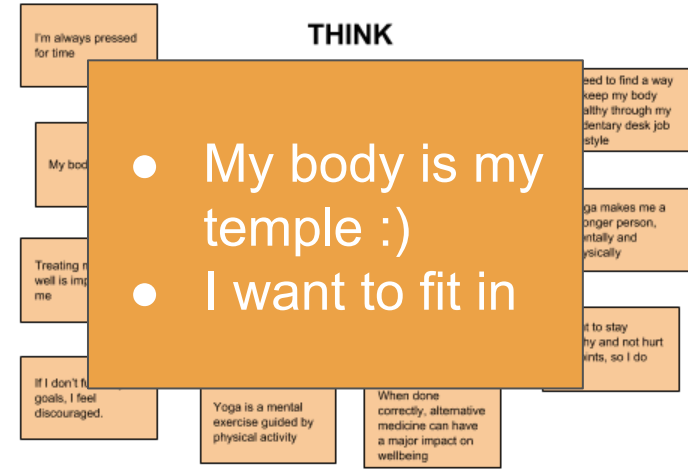
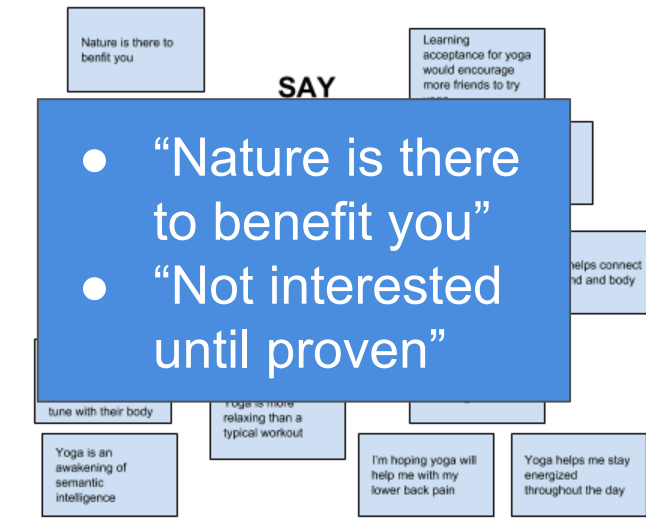
Insecurity + Security

Planned vs Spontaneous

Surprises: we thought yoga would be very social, but those who do it just do it by themselves

repetition needed to be comfortable enough to do yoga sequences by yourself

# Empathy Map



# summary - needs & insights

- relieve stress and anxiety
- achieve spirituality
- feel confident in body
- need to fit in with the yoga community trend
- find purpose in day
- find time



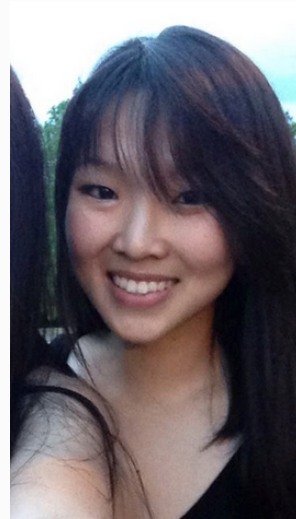
feel good :)



# Appendix (Additional Interview Notes)



Rose (24)



Sarah (23)