

INTERVIEWS and NEEDFINDING

Health & Wellness


Alexis, Caroline, Ross, Jessica

BARE



EQUINOX[®]
FITNESS CLUBS



The image shows three white bowls of acai bowls arranged in a diagonal line on a dark wooden table. The bowls are filled with a dark purple acai base, topped with fresh blueberries, granola, and sliced banana. The background is slightly blurred, emphasizing the bowls in the foreground.

BARE

We met Kathy.

Watches calories

An avid walker

Faith cleans one's soul

Group chat with family members
(has 10 kids)



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Watches calories

An avid walker

Faith cleans one's soul

Group chat with family members
(has 10 kids)

HEALTH = Diet + Exercise + Faith +
Relationships





We met Sam.

Balancing health with a hectic
worklife

High protein diet and exercise
more

Programs his own tools to keep
track of exercise



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High protein diet and exercise
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HEALTH = Diet + Exercise + Balance



The background image shows a modern fitness studio with a light-colored wood-grain floor. Several blue exercise mats are laid out on the floor, each with a wooden yoga block placed on it. Large windows with decorative metalwork are visible in the background, and a ceiling fan is mounted on the ceiling. The Equinox logo is centered in a white rectangular box.

EQUINOX[®]
FITNESS CLUBS

We met John.

Nutrition major

Working out is personal

Acknowledging weaknesses to
grow

Routine aides his personal
development and growth



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Working out is personal

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development and growth

HEALTH = Nutrition + Introspection +
Fitness + Routine





Cal *train*®

We met Sofia.

Worried about health because of family history

Balancing a demanding job and personal wellness goals

Use apps to help reach her goals

Finds inspiration online



We forgot to take a picture of Sophia :)

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HEALTH = Nutrition + Fitness + Balance



We forgot to take a picture of Sophia :)

SAY

Personal and
political views
often contradict
each other.
-Jan

It's not easy to
be both liberal
and conservative
at the same time.
-Justin

Being
liberal
isn't
really
being
liberal.
-Justin

Being
conservative
isn't
really
being
conservative.
-Justin

Hearts to being
in the right
place for the
political post, but
you only use
your body when
you're not.
-Jan

Hearts to being
in the right
place for the
political post, but
you only use
your body when
you're not.
-Jan

THINK

Family is the
most important
part of life.
-Jan

Most people
don't want
to be
liberal.
-Jan

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most important
part of life.
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Most people
don't want
to be
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-Jan

DO

Open
to
learning
a
few
things
-Jan

I'd
found
very
many
things
-Jan

Learning
to
be
liberal
isn't
really
being
liberal.
-Jan

Learning
to
be
conservative
isn't
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-Jan

FEEEL

Feeling
liberal
isn't
really
being
liberal.
-Jan

Feeling
conservative
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being
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Empathy Map

SAY

"Health is very important to me. I am worried about family precedents" -Sofia

Tries to walk frequently "like the Europeans" -Kathy

"Losing routine [exercise] ruins the day" -Jon

"If you're new to health, do research online that uses legitimate resources" -Jon

"Physical and mental state that allows sustainability of the mind"- Sam

"Try to eat a bare bowl every morning"-Kathy

"My number one job is to raise my children"-Sam

"Health is being in the right mindset. Anyone can do the physical part. But you really need mind/body balance." - Jon

THINK

Good behavior leads to good health. -Sofia

Critical of junk food, like mac & cheese. -Kathy

Invested in routines, such as walks, morning BareBowls and newspaper. -Kathy

Faith is an important part of mental wellness. -Sam

Family is the most important part of his life. -Sam

Much happier when he is health, on a good diet and working out. -Sam

May be thinking about his move across country and changing jobs from Nutritionist to working at gym food center. -Jon

Working out is primarily a personal task. -Sam

DO

Wearing a fitness tracker. -Sam

Sits forward, very engaged, enjoying conversation. - Sam

Reading newspaper, eating an acai bowl. -Kathy

Showing us pictures, chats with family on her phone. -Kathy

Jon seemed jumpy and nervous but friendly and open to new ideas and opportunities. Quick to accept to be interviewed. -Jon

Rode bike to go to work. -Sofia

Pointing to where he thinks future health wearables will attach. -Sam

Eating In-n-Out burgers. Sam

FEEL

Values being in touch with her 10 kids and family. Relationships are core to personal health and wellness. -Kathy

Family is the most important part of his life, health and wellness. -Sam

Worried about having health issues. -Sofia

It is important to acknowledge your weaknesses and figure out what you want to change as a first step. -Jon

Working out is personal. Both for personal development and growth.-Jon

Nutrition and exercise are fundamental to wellness in the rest of life. -Jon

Health apps don't really know what you want. -Sam

Meditation is great for stress relief and wellness. -Jon



SAY

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Insights and Looking Ahead

We were surprised to find overlapping areas of mention:

Value of routines

Mental and personal health

Family and relationships

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Mental and personal health

Family and relationships

It would be game-changing to bolster *mental well-being* and *strong interpersonal relationships*.