INTERVIEWS and **NEEDFINDING**

Health & Wellness

Alexis, Caroline, Ross, Jessica





EQUINOX®



BARE

We met Kathy.

Watches calories

An avid walker

Faith cleans one's soul

Group chat with family members (has 10 kids)



We met Kathy.

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



We met Sam.

Balancing health with a hectic worklife

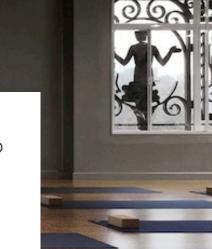
High protein diet and exercise more

Programs his own tools to keep track of exercise

HEALTH = Diet + Exercise + Balance









We met John.

Nutrition major

Working out is personal

Acknowledging weaknesses to grow

Routine aides his personal development and growth



We met John.

Nutrition major

Working out is personal

Acknowledging weaknesses to grow

Routine aides his personal development and growth

HEALTH = Nutrition + Introspection + Fitness + Routine





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 :)

We met Sofia.

Worried about health because of family history

Balancing a demanding job and personal wellness goals

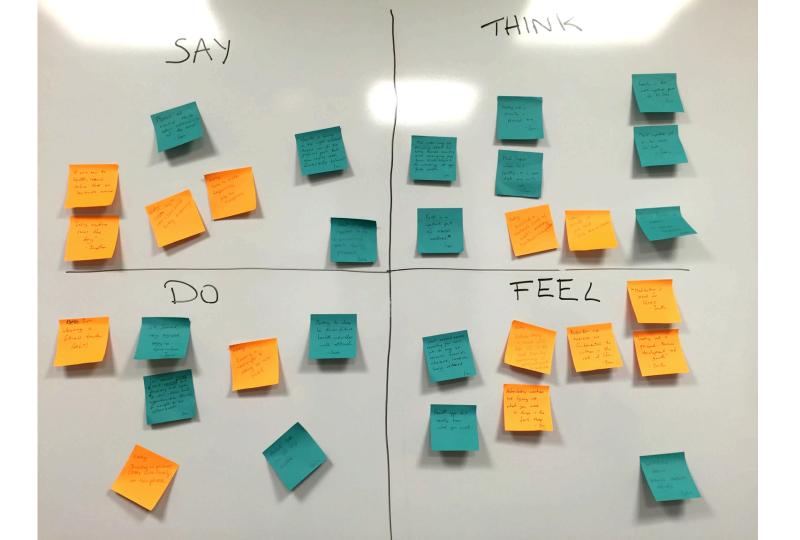
Use apps to help reach her goals

Finds inspiration online

HEALTH = Nutrition + Fitness + Balance



We forgot to take a picture of Sophia :)



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

Critical of junk food, like mac &

Invested in routines, such as walks,

morning BareBowls and

mental wellness. -Sam

Values being in touch with her 10

kids and family. Relationships are

core to personal health and

Family is the most important

part of his life, health and

Worried about having

health issues. -Sofia

wellness. -Kathy

wellness. –Sam

Faith is an important part of

newspaper. -Kathy

health. -Sofia

cheese. -Kathy

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

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



"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

"I 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



"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

"I 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



-Sam

Sits forward, very engaged, enjoying conversation. - Sam

Reading newspaper, eating an acai bowl. -Kathy

Sharing 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

Rides bike to go to work. -Sofia

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

Eating In-n-Out burgers. Sam



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

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

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

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

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

Worried about having health issues. -Sofia

Meditation is great for stress relief and wellness. -Jon

Insights and Looking Ahead

We were surprised to find overlapping areas of mention:

Value of routines

Mental and personal health

Family and relationships

Insights and Looking Ahead

We were surprised to find overlapping areas of mention:

Value of routines

Mental and personal health

Family and relationships

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