



# PERSONAL HEALTH TRACKING



HELLO!



Nick M.

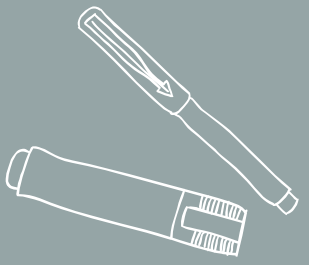


Dylan P.

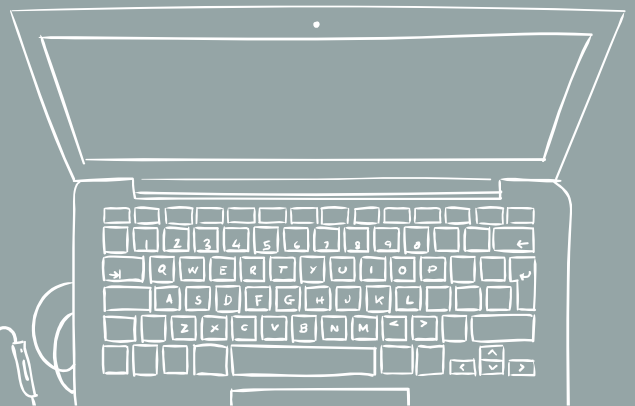


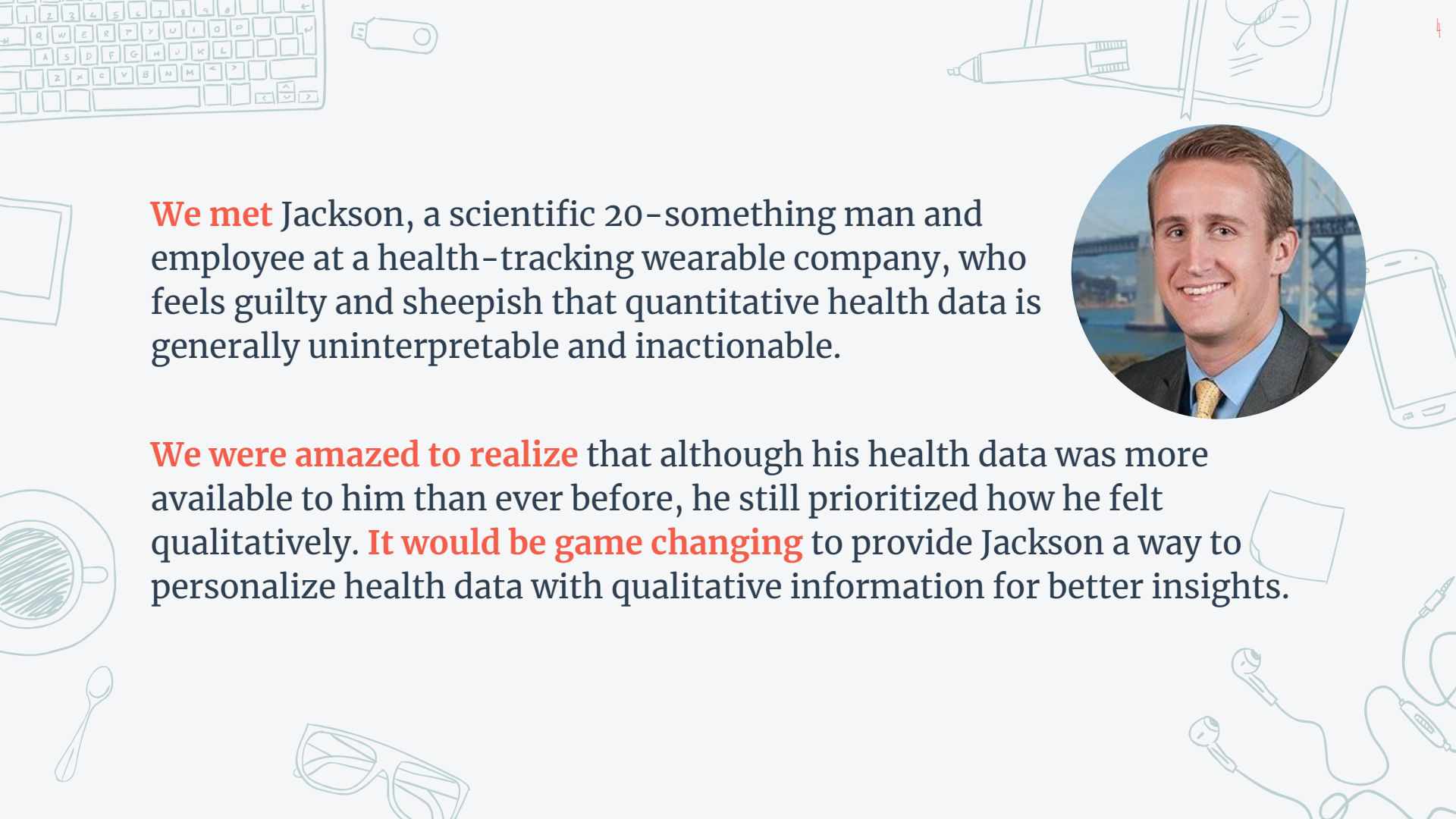
Caroline F.





# WEEK 1 POV

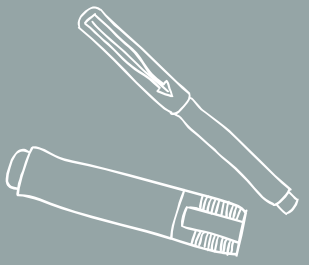




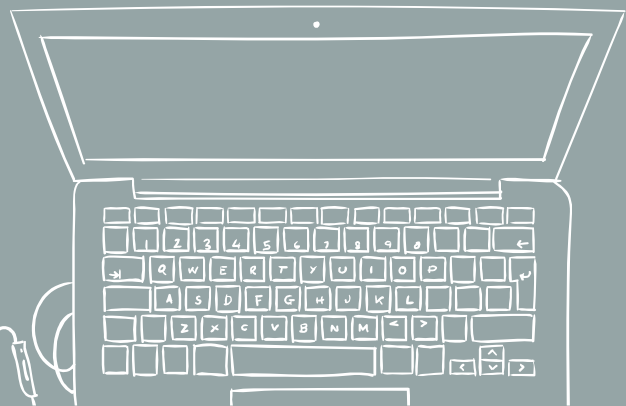
**We met** Jackson, a scientific 20-something man and employee at a health-tracking wearable company, who feels guilty and sheepish that quantitative health data is generally uninterpretable and inactionable.



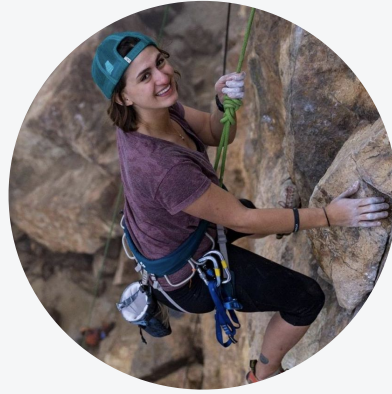
**We were amazed to realize** that although his health data was more available to him than ever before, he still prioritized how he felt qualitatively. **It would be game changing** to provide Jackson a way to personalize health data with qualitative information for better insights.



# ADDITIONAL NEEDFINDING



# FOCUS ON INTERVIEW DIVERSITY



**Bree**

Budget-conscious  
vegan



**Liz**

60-something  
woman



# BREE

- > Adventurous
- > Budget-conscious
- > Vegan

Finds comfort in  
the community of  
Crossfit culture.

Frightened that she  
may revert to  
obsessively focusing  
on body image

Feels **powerful**  
during  
unstructured,  
outdoor exercise



LIZ

- > Humble & honest
- > Irish
- > Middle-aged mom

Feels disappointed  
that gyms do not  
cater to her  
demographic

Wants to continue to  
fit into her  
non-stretch  
all-cotton jeans

Is decidedly not  
motivated by  
numbers

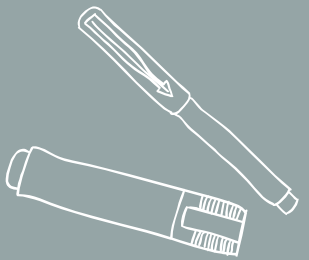


**Running a 5k in x amount of time means nothing to me.**

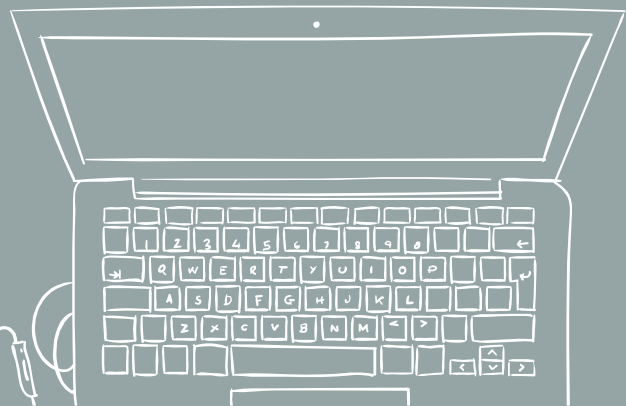


**LIZ**





# REVISED POVS





We met **Toby**, a 24 year old in finance who has been working from home for nearly a year.

We were amazed to realize **he missed the structure that office life and a gym provided** and work now seeped into every aspect of his life.

It would be game changing if Toby did not need the **structure or environment from a physical space** to improve his health and wellness.



## Sample of HMWs



- HMW help employees advocate for their own personal health without appearing to shirk work responsibilities?
- HMW separate work space and home space with WFH?
- HMW help people to build an environment around them that prioritizes their health and wellness?





We met **Liz**, a humble mom who wants to continue to fit in her non-stretch all-cotton jeans.

We were amazed that although Liz scoffs at creating numeric fitness goals, she still seeks motivation to feel good and wants to make sure she is staying on track.

It would be game changing to motivate people like Liz without numbers and track their progress qualitatively.



## Sample of HMWs



- HMW illustrate how the data relates to subjective feelings?
- HMW make health data feel like it's not just for biohackers?
- HMW provide and highlight the data that truly matters?





We met **Coach C**, a Millennial strength coach and **ex-athlete** who is an extreme user of wearable tracking tech.

We were amazed to realize even though she has deep knowledge about the data, she gravitated toward the tech with the **sleekest** design and most enjoyable user experience.

It would be game changing to combine Coach C's most important data with enjoyable, **inspiring design**.

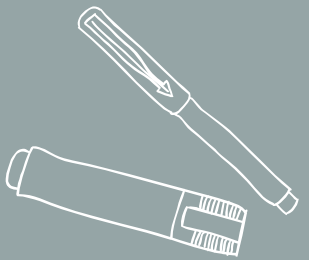


## Sample of HMWs

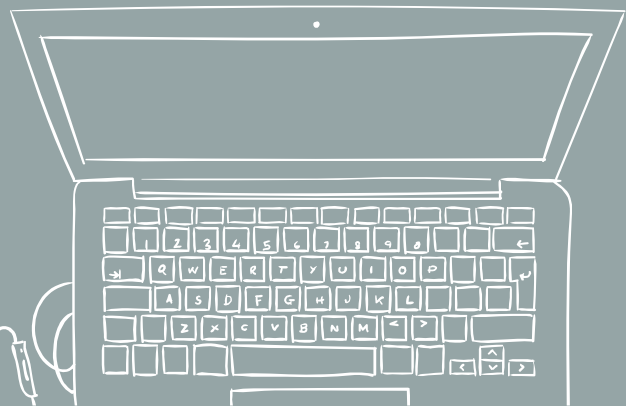


- HMW create an interface that people will use for sheer enjoyment?
- HMW give nonathletes a goal-oriented, health-focused community that encourages wellness?
- HMW make complex health data applicable for everyone?





# HMWS



# POV 1



We met **Toby**, a 24 year old in finance who has been working from home for nearly a year. We were amazed to realize he missed the structure that office life and a gym provided and work now seeped into every aspect of his life. It would be game changing if Toby did not need the structure or environment from a physical space to improve his health and wellness.

**HMW help people to create an environment and community around them that prioritizes health and wellness?**

## POV 2



We met **Liz**, a humble mom who wants to continue to fit in her non-stretch all-cotton jeans. We were amazed that although Liz scoffs at creating numeric fitness goals, she still seeks motivation to feel good and wants to make sure she is staying on track. It would be game changing to motivate people like Liz without numbers and track their progress qualitatively.

**HMW make personal health data approachable and actionable for non-athletes?**

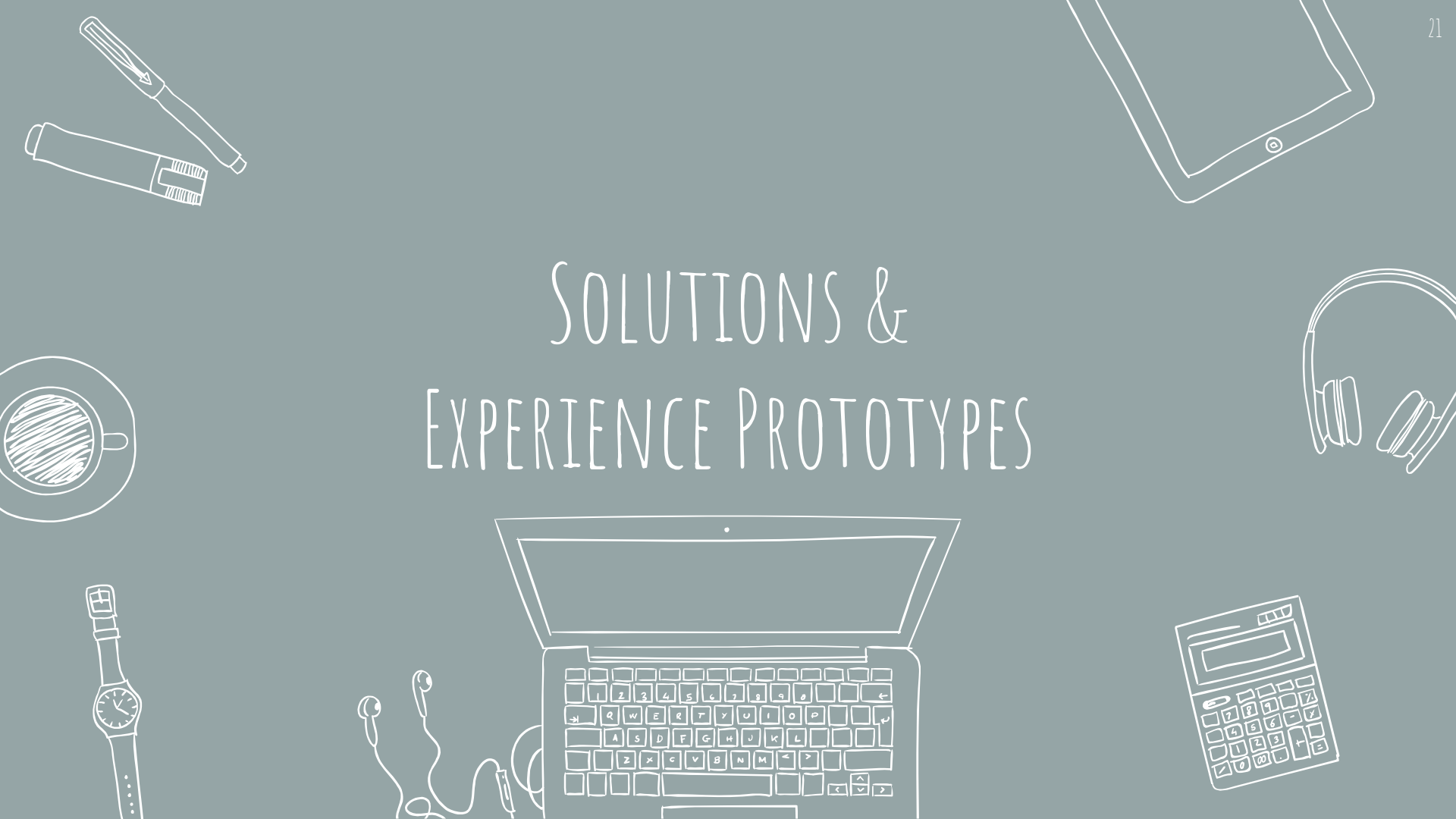
# POV 3

We met **Coach C**, a Millennial strength coach and ex-athlete who is an extreme user of wearable tracking tech. We were amazed to realize even though she has deep knowledge about the data, she gravitated toward the tech with the sleekest design and most enjoyable user experience. It would be game changing to combine data with enjoyable, inspiring design.



**HMW redesign personal health data to be enjoyable and inspiring?**

# SOLUTIONS & EXPERIENCE PROTOTYPES





**HMW help people to  
create an environment and community  
around them  
that prioritizes health and wellness?**

# SOLUTION ASSUMPTION



Create a personal health tracking system which businesses can provide to employees that aims for long-term wellness and productivity.

Businesses are willing to pay for personal health tracking app that might sometimes suggest long-term health outcomes at the expense of short-term work deadlines.

**Experience Prototype:**

Looks like you are feeling...

Sleepy

Burnt out

Ready to Work

Productive

Stressed

Focused



**EXPERIENCE PROTOTYPE 1**

We created an interactive slide deck where the user could click between slides to understand how they may solve their health problem, and we pitched it to a business owner.

## RESULTS

### What worked

The interface prompted more grounded conversation, especially for someone less experienced with technology.

### What didn't

The linked-slides interface was confusing for the user.

### Surprises

The Employer would see value in anonymised overview of employee health!

We would need to provide not just data but how to use data (self-help systems etc..).



# LEARNINGS



# VALIDITY



# NEW ASSUMPTIONS

Even within best businesses, some middle managers won't be responsive to employees

A self-help system is useful for smaller companies

Businesses are willing to pay for an employee using a health tracking app

Employees don't mind being tracked by employer

Employees desire personal health tracking app from their employer





# LEARNINGS



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A self-help system is useful for smaller companies

VALID...ish







**HMW make personal health data approachable and actionable for non-athletes?**

# SOLUTION ASSUMPTION



Gamify tracking health and wellness for yourself and your personal community

People won't consider their mobile gaming time as onerous health-tracking



## EXPERIENCE PROTOTYPE 2

We played a role-playing game via phone with our interviewee by telling him to imagine he was part of a story in which he had decided to trying to run more and eat more vegetables.



# RESULTS

## What worked

A treasure chest was novel enough to get an unmotivated person out of bed and tracking a workout!

The social and teams component made it feel more compelling.



## What didn't

Our interviewee was not interested in inputting anything related to his diet, at least how we structured it. It still felt like work.

He didn't like the idea of competing with people fitter than him.

## Surprises

The possibility of meeting new, random people similar to you is fun and interesting and a reward in itself.

The interviewee did not consider the running game to be a health tracking application *at all*.





# LEARNINGS



# VALIDITY



# NEW ASSUMPTIONS

We successfully gamified exercise, but not with diet

He wanted to exercise with people like him

People won't consider their mobile gaming time as onerous health-tracking

People can be motivated to track their exercise with gamification.

People want to compete when there's a chance they can win





# LEARNINGS



# VALIDITY



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VALID...ish

People can be motivated to track their exercise with gamification.

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**HMW redesign personal health data to be enjoyable and inspiring?**

# SOLUTION ASSUMPTION



Create a personal health app for non-biohackers to improve wellness and functional ability over the long term. Include specific benchmarks for all user ages and abilities with the goal of improving quality of life as they age.

People who aren't biohackers would be more dedicated to their wellness if they had individualized benchmarks and long-term goals to pursue, with guidance on how to get there.

Hello,

Based on your age and functional goal of extending healthspan here are this week's health goals.

- 10,000 steps/day
- 30 Min Mobility Session 2x week
- 1 hour strength training 2x week

Today's Workout

- Stretch
- 10 Pushups
- 50 Squats
- 10 DB Raises
- 25e Lunges
- 30min Walk
- 25 Sit ups
- Stretch

According to your goals, to be functional at 80, at your age you should be able to:

- Touch Toes
- 100 Bodyweight Squats
- 10 Push-Ups
- Walk 30min at 4mph

## EXPERIENCE PROTOTYPE 3

We created a set of "screenshots" that provide the user with customized wellness goals and plans for how to get there.

## RESULTS

### What worked

They liked having an individualized plan to follow that they didn't have to think about.

### What didn't

They wanted to be sure the specifics of their age and ability would be reflected. They also wanted markers for short term progress shared.

### Surprises

Most people in the non-athlete demographic aren't actively seeking fitness apps, and often think they're fit enough for their current life.



# LEARNINGS

This solution is valid, but it must be marketed very well to create interest in the non-biohacker demographic.



# VALIDITY

People who aren't biohackers would be more dedicated to their wellness if they had individualized benchmarks and long-term goals to pursue, with guidance on how to get there.



# NEW ASSUMPTIONS

People aren't aware they need a health tracking app

People will only be satisfied with very personalized recommendations





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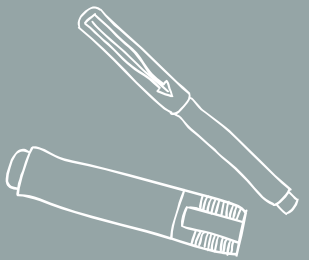


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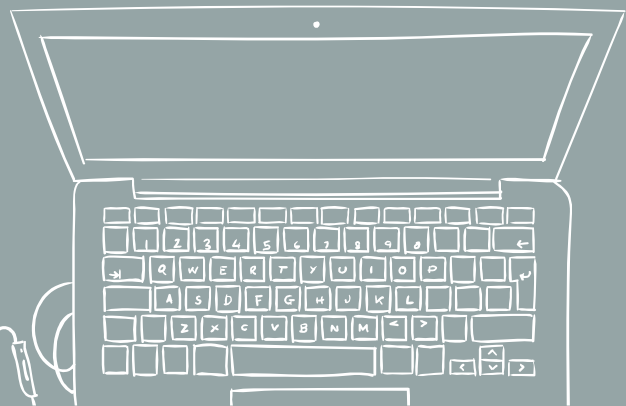
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# SOLUTION

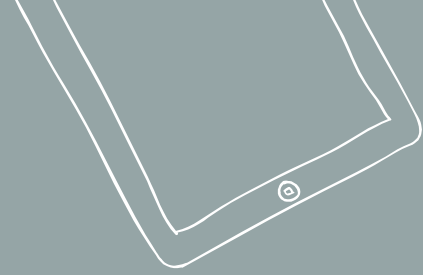
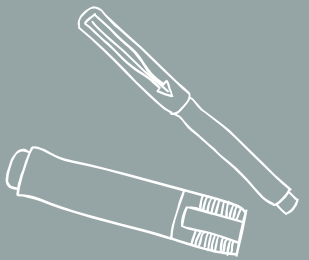


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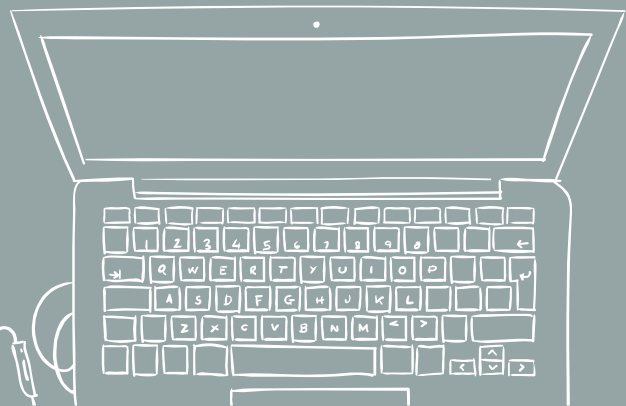


We want to create an inspiring system to improve the health and wellness of those who aren't in targeted populations, like athletes or biohackers.

We want to build a game that includes community and lifestyle-based goals to motivate action for real people, improving real lives.



# SUMMARY



# SUMMARY

## Key learnings



> Gamifying a difficult task can make it feel more like fun and less like work.

> Non-athletes aren't motivated by the same things as usual users of wearable tech. The tech must be enjoyable, inspiring and inclusive. They also have different goals.

> The feeling of belonging to a community is motivating, especially in health and wellness.

## Next steps



1. Research on other apps around the gamification of exercise
2. Brainstorming more innovative ways to reward movement

## Motivation



The possibility of making people healthier through exercise is an incredibly worthy goal.

We want to focus on how to help people move more without having to obsess over numbers.

Gamification for the sake of gamification won't work: we need truly innovative and inspiring ways to make exercise *not feel like exercise*.



THANKS!

**Any questions?**



# CREDITS

- ✘ Our great and very patient interviewees who really emotionally opened up about a very sensitive topic: personal health.
- ✘ Slide Carnival for the starter formatting for the deck,, used under the [Creative Commons Attribution license](#)

