



# Roadmap

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**1** **Introduction**  
Our Team and Domain

**2** **Needfinding**  
Methodology

**3** **Interview Results**  
Process and Surprises

**4** **Analysis**  
Key Insights

**5** **Looking Ahead**  
Summary and next steps!

# Meet the Unovation Nation!

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**Osose Ewaleifoh**  
Junior  
Computer Science  
she/her



**Ulo Freitas**  
Junior  
Computer Science  
he/him



**Anne Li**  
Junior  
Symbolic Systems  
she/her



**Yousif Mohsen**  
Junior  
Computer Science  
he/him

# Our Interest

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“Un-dominating your health”

Facilitating Access  
to Treatment

Improving Education  
about Health

Unequating Our Health to  
Performance Metrics/Apps



# Our Participants

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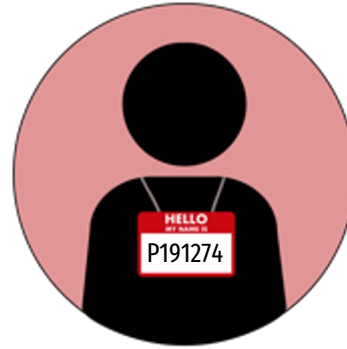
24 y/o  
Pre-law student

**UC DAVIS**  
UNIVERSITY OF CALIFORNIA



Mid-40s, husband and  
father, Senior Manager

 **BlackBerry**



60 y/o, Professor of  
Media Technology in  
Ilmenau, Germany

  
ILMENAU UNIVERSITY OF  
TECHNOLOGY



2 years post-undergrad,  
Process Engineer

**TESLA**



: Extreme User



: Average User

# Our Participants

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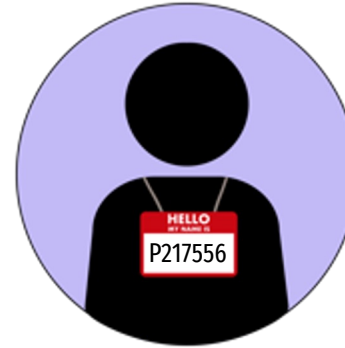
Third-year undergraduate student studying Digital Media Art

**SAN JOSÉ STATE**  
UNIVERSITY



3 years post-undergrad,  
Employee Safety Program  
Manager

**TESLA**



19 y/o, third-year undergraduate student studying Biology

 UNIVERSITY OF CALIFORNIA  
**SANTA CRUZ**



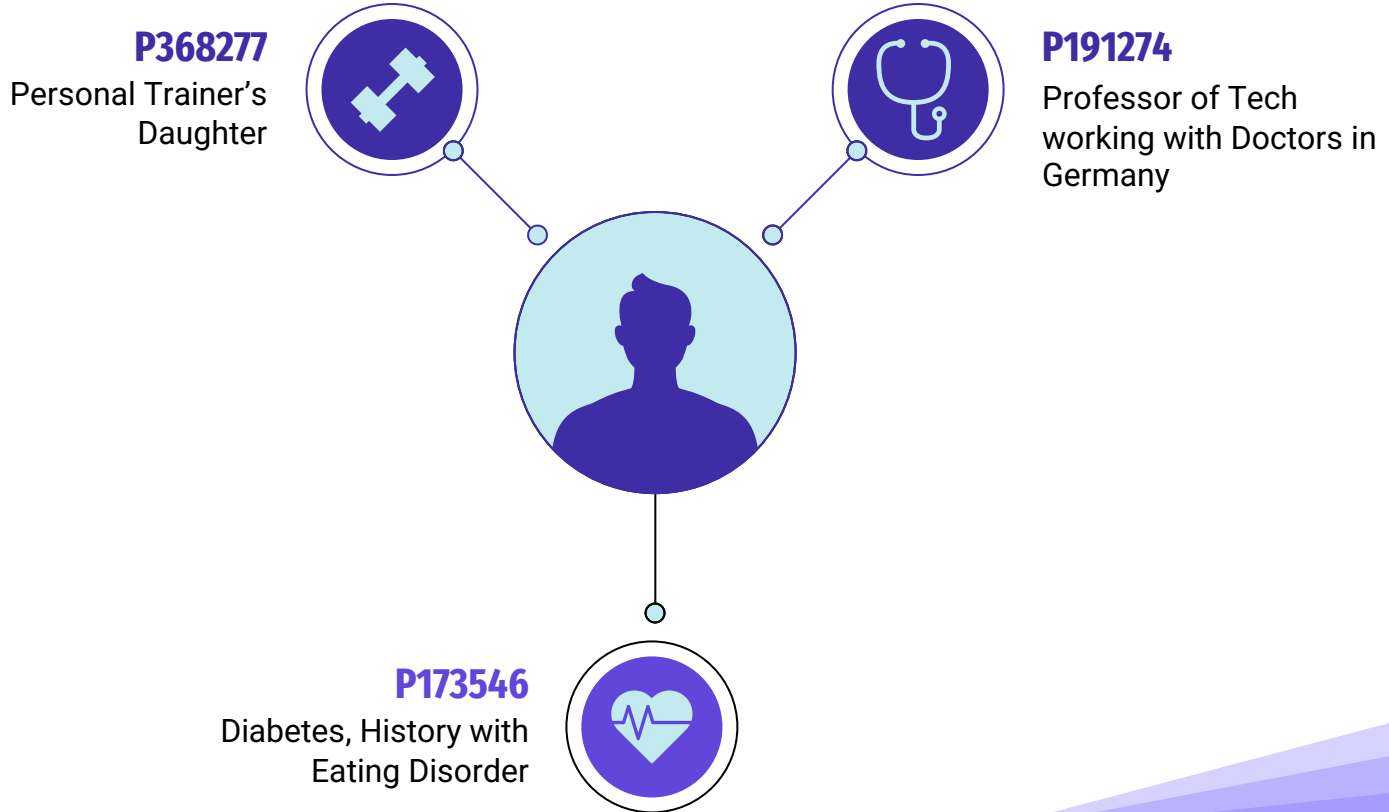
: Extreme User



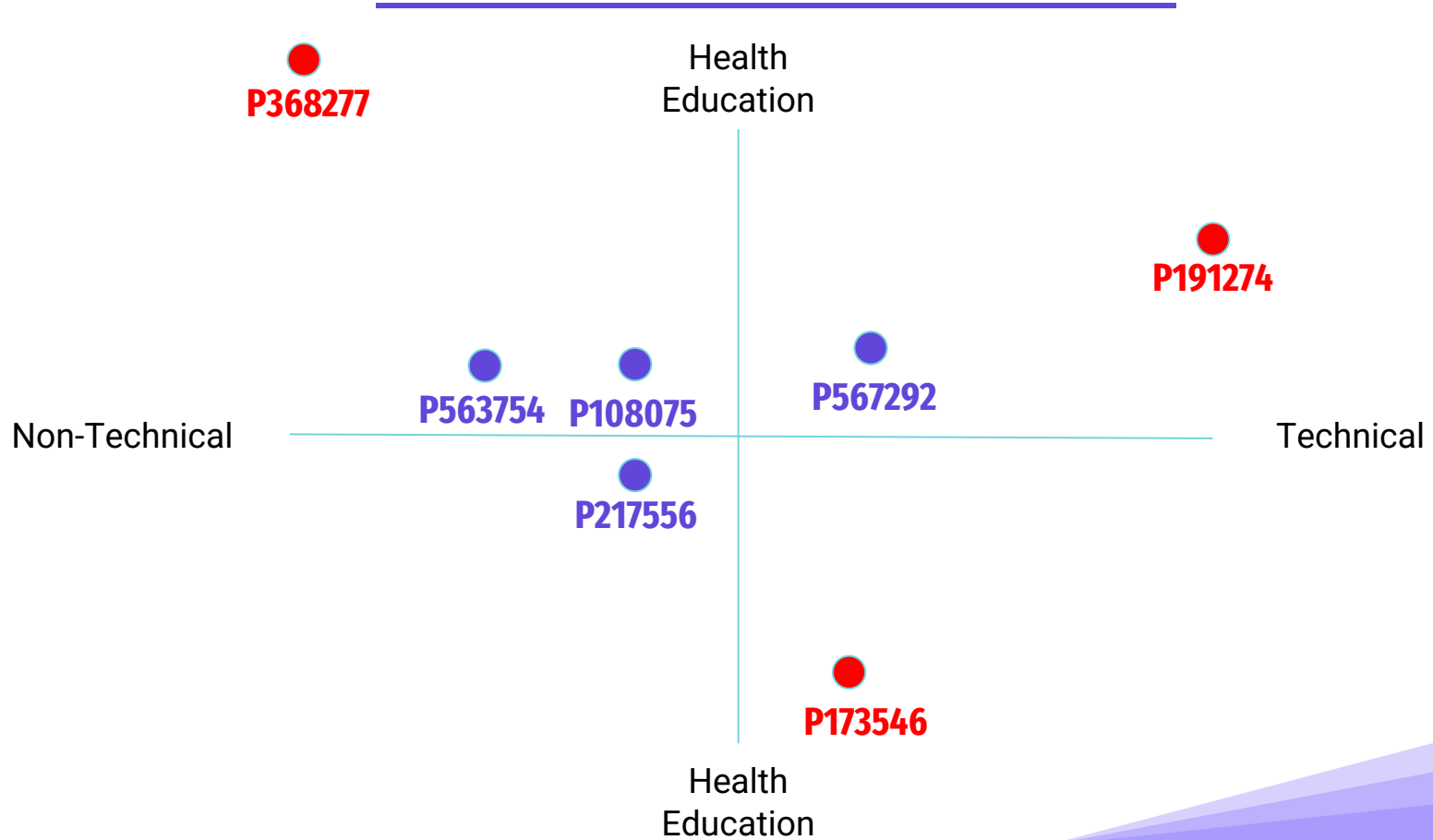
: Average User

# Extreme Users

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# Extreme Users



# Interview Scope

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# Interviews

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Participant	Interviewer	Note-Taker
<b>P173546</b>	Yousif	Osose
<b>P217556</b>	Anne	Ulo
<b>P563754</b>	Ulo	Anne
<b>P567292</b>	Yousif	Osose
<b>P368277</b>	Yousif	Osose
<b>P108075</b>	Anne	Ulo
<b>P191274</b>	Osose	Yousif

# Capturing the Interviews



Otter.ai



miro

# Artifacts from Interviews



Be back up with our app group - coded usability  
SAC is don't abuse it!

want out to getting down mobile side!

- being to show
- showing yourself - not looking up from the lack of edu
- couldn't take time to pressure

who did you see in?

- therapy all 10
- work and parent

what? - therapy, exercise & doctors  
what? - she never would apps bc she doesn't see them  
& good looks

there will get back she was struggling at work as  
a kid. She saw some stuff, but she was getting  
in place & pressure called her pretty, and  
no one could ever see a problem

if she could go back, she would put herself  
in therapy, esp around of a chronic condition

what kind of decision? stress decision

will those apps have would get back in dependent?

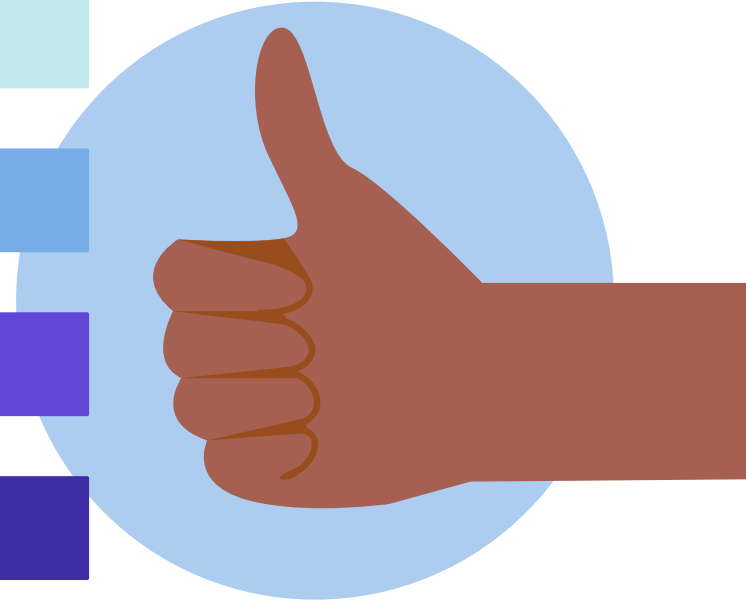
the looking was something which she improved her confidence  
of back

1) Empathize

2) Listen

3) Commiserate

4) Compensate





1



1



1



i'm in his house 🤨

Reply



Copy



Translate



More...





**INTERVIEW RESULTS**

# What key things were said?

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“I did have an eating disorder when I was younger. So, I did have a somewhat complicated relationship with food. But those apps did stress me out. When I would like look at like how much carbs something was like, I was like, okay, and on top of that, I have to give myself insulin which does kind of [make you] gain weight. So the more carbs, the more insulin, [and] the more weight I gained.”



“I think the apps have been personally good in my opinion, just because like it tells me how much I've burned rather than like me having to like go into the internet and actually looking up, like how much did I lose doing this? So like it tells me and then I really like the part where like it tells you how many steps you do each day. So like it really tells me, in reality, how much I've burned.”



“I always think that like the comparison is unfair. And then, you shouldn't be compared to other people; you should be compared to yourself. I almost think that there should be like how you have a credit score, like you should have a health score like, like everyone's health means something different. Every person's health is different.”



“So, I feel like the fitness part of like, Instagram that I'm on is a lot more about like, building your body rather than like shrinking it. Or like being like smaller, I guess.”



# Empathy Map Analysis

### Say

What are some quotes and defining words your user said?

- "But these [food/health] apps did stress me out when I would like look at the how much water something was."
- "My goal is to lose weight."
- "I design the menus when you're 18, that was a personal choice. Yeah, to be able to do the dieting for a long time and be able to do the other personal matters. But I don't think that my design was very, very, very, very good. And the healthier, so you get into your body changes. You know, you're more going to get into the dieting you're not so good at."
- "Something that frustrated me, [about meal-tracking apps] when I was younger, right? It was like the lack of items, right? When I did find something specific that I wanted, it made the really happy and that was a positive thing. I'm not sure, so a lot of like, making foods to like, hard to find."
- "I don't think kids should be on it [meal tracking app]."
- "I did have an eating disorder when I was younger."
- "I'm a type one diabetic."
- "I, like, see that [ODM + Apple Watch] also, like, motivates me when my blood sugar's gotten like too high where I'm like, okay, I need to stop. Oh, that, that's my struggle. So it's important to me, I'm grateful, it's easy management."
- "It all comes back down to this, Instagram and like you know, you can't escape the fit. The fit people [are everywhere]... it's like, well, how do I look like that? You're gonna start, you start Googling, like calorie foods, like calorie snacks, replacement food, things like that. It all comes down to..."

### Do

What actions and behaviors did you notice?

- Talked a lot & gave detailed answers
- Used general language like "you'd say would" to discuss very specific experiences
- Added a lot of language to check in with the interviewer (e.g. "right?")
- Gestured to her insulin pump, Apple Watch, etc (various technologies)
- Talked with her hands a lot making expressive gestures while speaking
- Offered a lot of personal/vulnerable information
- Used familiar language
- Finished the interviewers sentences
- Offered a lot of personal/vulnerable information
- Used hand gestures while speaking
- Needed when being asked questions

### Think

What might your user be thinking? What does this tell you about their beliefs?

- Thinks that home food is healthier than outside food
- Thinks meal tracking apps are not inclusive of diverse foods
- Thinks that fitness apps can be stressful
- Thinks she should have been put in therapy when she was diagnosed
- Thinks that health monitoring technology is important
- Thinks that Instagram ("fit" media) can be harmful
- Thinks her diagnosis changed her whole life
- Thinks education is important in understanding data from health apps
- Thinks she's heavier than she wants to be
- Thinks children should not be using calorie-tracking apps

### Feel

What emotions might your subject be feeling?

- Feels reverence for her therapist
- Feels overwhelmed with studying for LSATs
- Feels comfortable speaking about her experience with strangers
- Feels discouraged in her weight loss journey
- Feels overwhelmed by "fit" media and "thirst traps"
- Feels thankful for her therapist
- Feels cathartic in getting this information off her chest
- Feels regret about decisions she made in her childhood
- Feels grateful for technology to manage her health

# Say

What are some quotes and defining words your user said?

"But those [food/health] apps did stress me out when I would like look at like how much carbs something was."

"My goal is to lose weight."

"I did go into therapy. When I was 18, that was a personal choice. Yeah. So, we did like discuss like all things diabetes and like food and like other personal matters. And that helps. Yeah, my therapist was very, very kind, very patient. And she was like... as you get older your body changes. You know, you're never gonna look as you did when you were 16 or were 18."

"One thing that frustrated me [about meal tracking apps] when I was younger, right? It was like the lack of items. Right? When I did find something specific that I wanted, it made me really happy and that was a positive thing. I'm Indian, so a lot of like, Indian foods is, like, hard to find."

"I'm a type one diabetic."

"It all comes back down to like, Instagram and like you know, you can't escape the fit. The fit people [are everywhere] ... It's like, well, how do I look like that? You're gonna diet... you start Googling low calorie foods, low calorie snacks, replacement food, things like that. It all comes down to ... media."

"But those [food/health] apps did stress me out when I would like look at like how much carbs something was."

"I did have an eating disorder when I was younger."

"I don't think kids should be on it [meal tracking apps]."

"I, like, see that [CGM + Apple Watch] also, like, notifies me when my blood sugar's gotten like too high where I'm like, okay, I [need to] stop, like, [and] take my insulin. So it's important to me; I'm grateful. It's easy management."

# Do

What actions and behaviors did you notice?

Talked a lot  
& gave  
detailed  
answers

Gestured to her  
insulin pump,  
Apple Watch,  
etc (various  
technologies)

Used familiar  
language

Used general  
language like  
"you/they would"  
to discuss very  
specific  
experiences

Talked with her  
hands a lot  
(making  
expressive  
gestures while  
speaking)

Finished the  
interviewers  
sentences

Nodded  
when being  
asked  
questions

Added a lot of  
language to  
check-in with  
the interviewer  
(e.g. "right?")

Offered a lot  
of personal/  
vulnerable  
information

Used hand  
gestures  
while  
speaking

# Feel

What emotions might your subject be feeling?

Feels reverence for her therapist

Feels discouraged in her weight loss journey

Feels catharsis in getting this information off her chest

Feels worried about if her childhood decisions will affect her longterm health

Feels overwhelmed with studying for LSATs

Feels overwhelmed by "fit" media and "thirst traps"

Feels regret about decisions she made in her childhood

Feels comfortable speaking about her experience with strangers

Feels thankful for her therapist

Feels grateful for technology to manage her health

# Think

What might your user be thinking? What does this tell you about their beliefs?

Thinks that home food is healthier than outside food

Thinks meal tracking apps are not inclusive of diverse foods

Thinks that health monitoring technology is important

Thinks she's heavier than she wants to be

Thinks that fitness apps can be stressful

Thinks that Instagram ("fit" media) can be harmful

Thinks children should not be using calorie-tracking apps

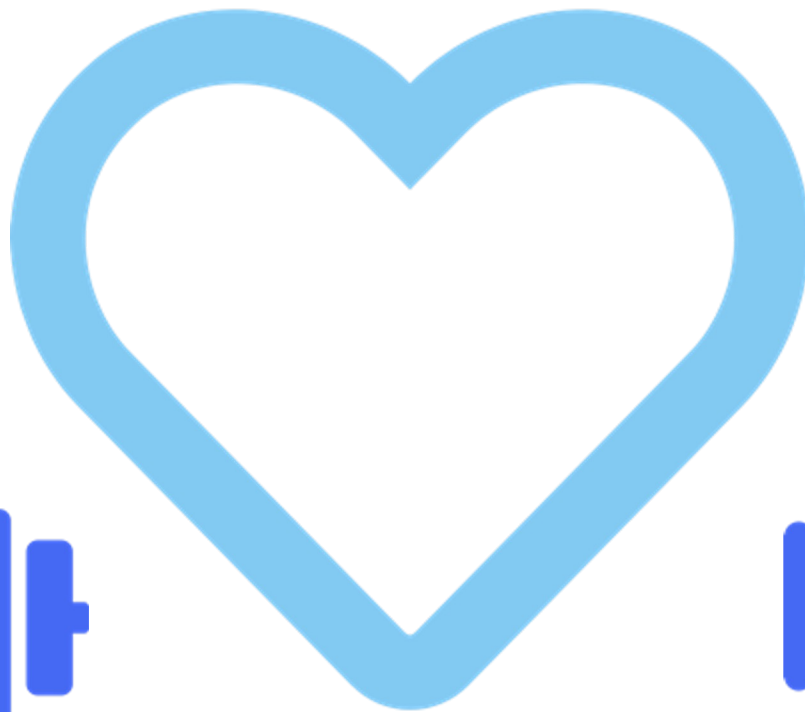
Thinks she should have been put in therapy when she was diagnosed

Thinks her diagnosis changed her whole life

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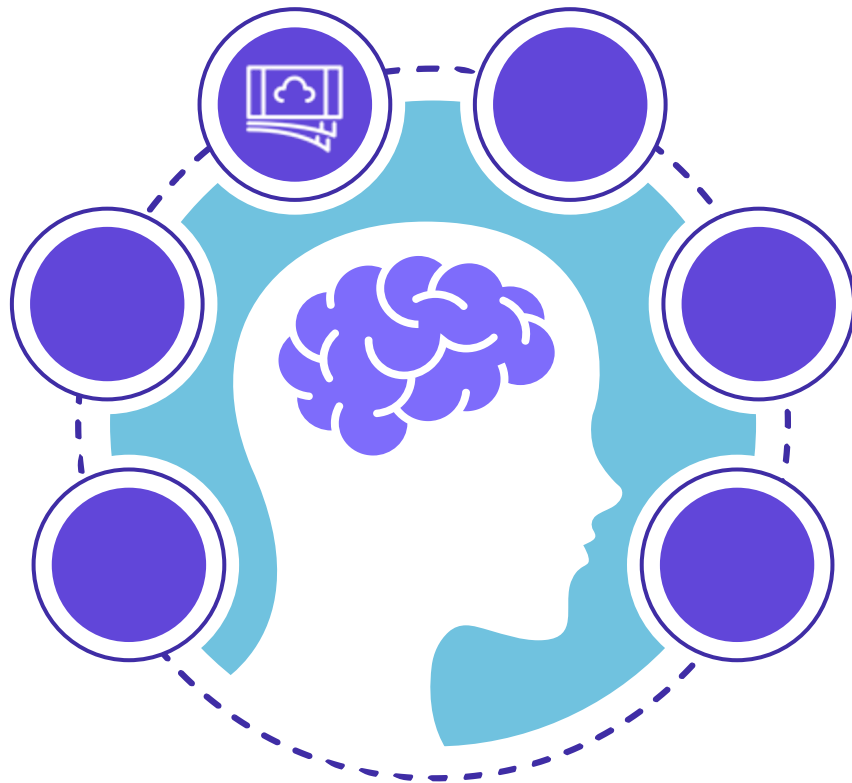
What key sentiments were shared?

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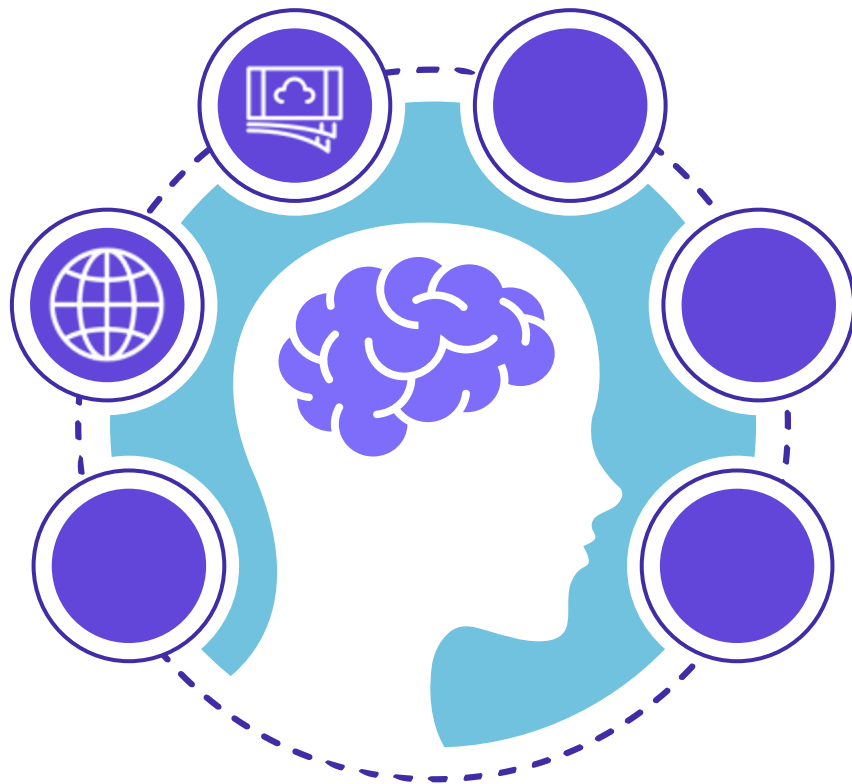
# Insights & Learnings

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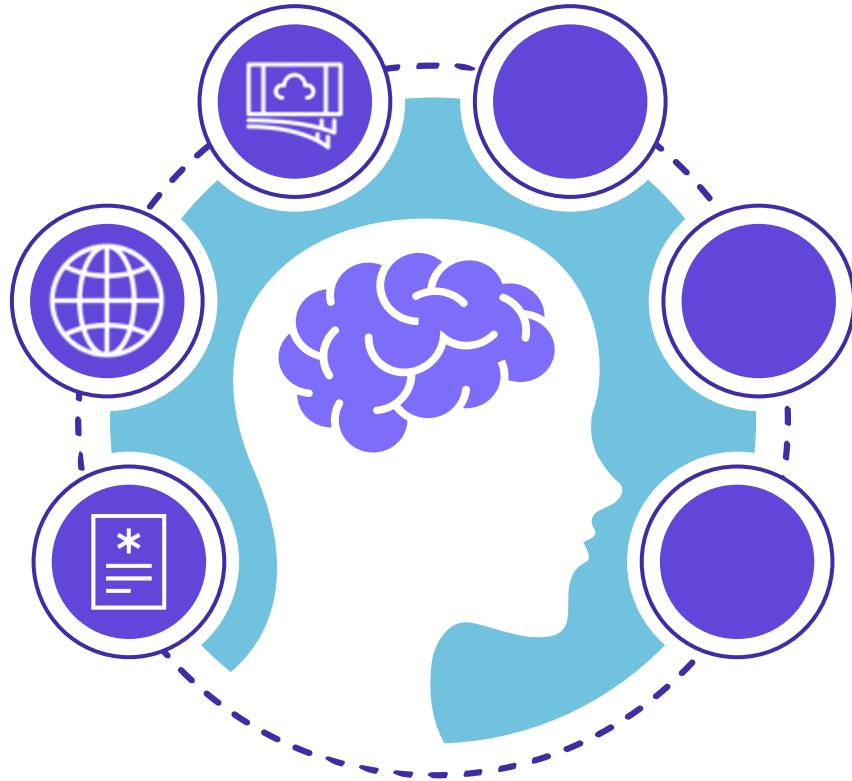
# Insights & Learnings

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# Insights & Learnings

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# Insights & Learnings

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# Insights & Learnings

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# Insights & Learnings

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**GAME CHANGER**

# What's Next?

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# Appendix

# P173546



# P217556

### Says

What are some quotes and defining words your user said?

**Sticky Note 1:** I don't know what I'm doing.

**Sticky Note 2:** I don't know what I'm doing.

**Sticky Note 3:** I don't know what I'm doing.

**Sticky Note 4:** I don't know what I'm doing.

**Sticky Note 5:** I don't know what I'm doing.

**Sticky Note 6:** I don't know what I'm doing.

**Sticky Note 7:** I don't know what I'm doing.

**Sticky Note 8:** I don't know what I'm doing.

**Sticky Note 9:** I don't know what I'm doing.

**Sticky Note 10:** I don't know what I'm doing.

### Does

What actions and behaviors did you notice?

**Sticky Note 1:** I don't know what I'm doing.

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### Thinks

What might your user be thinking? What does this tell you about their beliefs?

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**Sticky Note 10:** I don't know what I'm doing.

### Feels

What emotions might your subject be feeling?

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**Sticky Note 8:** I don't know what I'm doing.

**Sticky Note 9:** I don't know what I'm doing.

**Sticky Note 10:** I don't know what I'm doing.

# P563754



Third-year college student who lives off-campus, cooks for self, eats and exercises in moderation

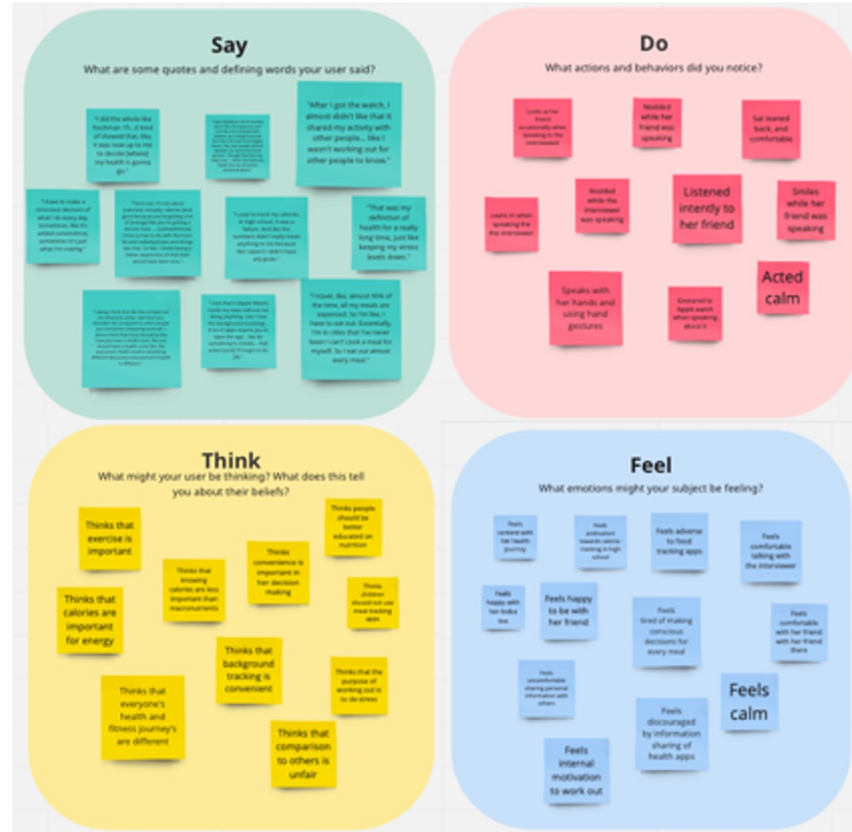
**OUR USER**

Describe your user here.

## OBSERVATIONS | INFERENCES



# P567292



# P368277





# P191274

