

Food for Thought

A2: ADDITIONAL NEEDFINDING, POVS, HMWS, BRAINSTORMING & EXPERIENCE PROTOTYPES

Ava Love, Mai Mostafa, Na Young Son, Elton Manchester

AGENDA

- Two Additional Interviews
- Original → Focused Problem Domain
- POV Development
- 10 HMWs for Each POV
- 10-15 Solutions for Each HMW (appendix)
- Prototyping Overview, Process, & Results
- Ethical Implications + Community Impact
- Top Solution Moving Forward

Two New Interviews

2 NEW INTERVIEWEES



W

Interviewer: Mai Mostafa

Notes: Ava Love

Junior at San Jose State, studying Architecture, recently fell into bad eating habits as a result of his busy college schedule, however has seemingly made a miraculous recovery over summer



S

Interviewer: Na Young Son

Notes: Ava Love

Sophomore in King's College, now taking a LoA to work as a PT instructor, history of childhood obesity and bulking-up during high school

INTERVIEWEE 1 JAMBOARD

“I want to look kind of like a statue, I wanted my body to be perfectly proportionate”

His mom used to force him to eat a lot of fruit when he was young, grew a distaste towards it

enjoys baking

He is currently at the lowest weight he has been since he was 12 and he’s not entirely sure why

he has learned to completely prioritize 3 meals a day

Mentioned being a part of a food education organization in high school

During first two years of school, said that he would often forget to eat for 2 or 3 days at a time

Used to take many supplements, in particular a variety of vitamins, to make up for lack of meals

SAY

used to restrict carbs, now doesn’t restrict but does prioritize protein

works out every single day, heavily prioritizes gaining weight and muscle mass

has begun cutting down on vitamins

he finds a lot of joy in baking breads and pastries and used this as a primary method for recovery

takes liquid iv to help with hydration

whenever he doesn’t feel well, he goes through a list of possible causes (did I sleep enough, did I eat, did I drink water)

used to strive for an idealized body, specifically that of a short, skinny queer man

is more than willing to invest his time and energy into his health and recovery

DOES

found the queer dating scene to be harmful to his mental health, made him feel like he had to look like an ideal gay man

views cutting and bulking as not useful to his goals since he generally is prioritizing gaining weight

THINK

Tries not to think of any food as inherently unhealthy

Still actively dealing with the desire to look like a perfectly proportionate person, like a sculpture, but refuses to not prioritize his health

considers podcasts too be a great source of health information

Actively has to remind himself to eat since his body has trouble recognizing hunger

prior to being here, hadn’t really thought about his body image

FEEL

felt like he had to lose weight because when he was skinnier he was receiving more romantic attention

still feels the need to change his body to some extent

often confuses the feelings of hunger, cravings, and thirst

feels like he’s recovered a lot

finds joy in the creation and sharing of food and used this to aid in recovery

felt as though any pressures to change his body or eating habits from his family were rooted in health concerns, both parents are doctors

INTERVIEWEE 1 JAMBOARD

“I want to look like a statue, I want my body to be perfectly proportionate”

During first two years of school, said that he would often forget to eat for 2 or 3 days at a time

SAY

he finds a lot of joy in baking breads and pastries and used this as a primary method for recovery

DOES

found the dating scene to be harmful to his mental health, made him feel like he had to look like an ideal queer man

prior to being here, hadn't really thought about his body image

THINK

has issues feeling hunger as a result of his poor eating habits freshman and sophomore year

FEEL

often confuses the feelings of hunger, cravings, and thirst



INTERVIEWEE 1 TAKEAWAYS

Insight

His busy schedule caused him to largely neglect his health, which also became motivated by the increased romantic attention he was getting due to his new physique. While his eating habits seem to have recovered, he still cares a lot about his physique.

Need

A way to find self confidence in something other than physical appearance

INTERVIEWEE 2 JAMBOARD

SAY

consumes more carb for bulking

most of his family members are heavy weight drinkers

enjoys cooking for himself

everyone he knew commented on his weight when he had obesity growing up

he doesn't have personal restrictions on food

his family enjoys spicy and greasy food, so he was affected by it growing up

socializing culture (eating and drinking together) in Korean companies makes it harder to maintain a healthy eating habit

he used to have a terrible eating habit, but managed to improve it

DOES

he counts calories all the time

considers protein, carb, and calories when he orders/cook food

regularly takes health-related supplements

avoids monosaccharide foods instead of avoiding all types of carbohydrate

lost 50kg in high school by going on a cut

consumes more carb for bulking

consumes lots of food/diet information online

adapted a habit of searching of and prioritizing protein all the time

his diet changes drastically depending on whether he's on a cut or a bulking phase

drinks a lot when he's not on 'diet'

THINK

thinks bulking/cutting as part of his health goals along with his body image goals

considers carb as useful energy source for improving his training performance

he views food is just divided into healthy and unhealthy

thinks one should have 'proper' knowledge before engaging with food/health contents on social media

considers social media helpful in finding more information about food/diet/health

supplements are helpful for health/building muscles

considers fried, greasy, and monosaccharide food bad for his health

FEEL

felt embarrassed with his weight/body image when he had obesity

felt the pressure to cut his weight because of the comments he was receiving from people around him

having gym buddies help him keep motivated and enjoy working out

he struggled with pressures with bulking up as he joined the school rugby team

he has better relationship with food now

feels more satisfied when he consumes food he cooked himself

has more pressure to have a certain body image as a PT instructor, but is less stressed than when he was initially getting into body building

INTERVIEWEE 2 JAMBOARD

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most of his family members are heavy weight drinkers

enjoys cooking for himself

everyone he knew commented on his weight when he had

he doesn't have personal opinion on food

socializing culture (eating and drinking together) in Korean companies makes it harder to maintain a healthy eating habit

to have a healthy eating habit managed to prove it

his family enjoys spicy and greasy food, so he was affected by it growing up

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has more pressure to have a certain body image as a PT instructor, but is less stressed than when he was initially getting into body building

he struggled with pressures with bulking up as he joined the school rugby team

he has better relationship with food now

feels more satisfied when he consumes food he cooked himself

INTERVIEWEE 2 TAKEAWAYS

Insight

social pressures such as from his family, friends, and rugby team were the trigger for him to start cutting and body building

Need

healthier motivation for body-building
balanced control and sustainable food habits

Domain Updates

DOMAIN CHANGES

Original Domain

Poor relationships with food

Originally, our scope included anyone who experiences a poor relationship with food and views food in a negative light--whether this be with past food experiences from childhood, food preferences and rules, inconsistent/unhealthy eating habits, etc.



Focused Domain

Eating disorders only

After further need finding, we have narrowed our scope to include only those who experience a *very* poor relationship with food, specifically those with eating disorders (focusing on anorexia and bulimia) who are beginning or are on their road to recovery. We found that this domain experienced a more severe pain point and was most in need of a solution to support their recovery.

POV Progression

POV FROM STUDIO 2 (JH)

Our original POV for JH from studio 2 was too broad and needed to be more specific.

We met...

JH, a college senior from Korea with a history of eating disorder (bulimia, binge eating and purging).

We were surprised to realize...

Medication and therapy helped in the recovery process, even though eating disorder is not as commonly associated with mental illness – specifically, she can better regulate her emotions (and, in turn, eating disorder) with medication and therapy.

We wondered if this means...

Unhealthy relationships with food are closely tied to mental and emotional wellbeing (or lack thereof).

It would be game-changing to...

Reduce the stigma associated with eating disorders and support the mental side of the road to recovery.

POV REVISED (JH, POV 1)

To fix this, we broke our POV for JH into 2 POVs, where each one is more specific. POV 1 for JH focused more on the cyclical nature of an eating disorder.

We met...

JH, a college senior from Korea, who has a history of bulimia brought about by pressures of female beauty standards.

We were surprised to realize...

She puts extreme pressure on herself to lose weight and, as a result, has an all-or-nothing mentality when it comes to food restrictions. When breaking food rules, she feels guilt that causes her to fall into a cycle of bingeing and purging.

We wondered if this means...

Her eating disorder behaves like an addiction in that it is largely triggered by common life stress and acts as an obsession with an body standard.

It would be game-changing to...

Provide healthy interventions that prevent triggering a relapse into the addiction of an eating disorder.

POV REVISED (JH, POV 2)

Our POV 2 for JH focuses more on the community aspect of an eating disorder.

We met...

JH, a college senior from Korea, who has a history of bulimia brought about by pressures of female beauty standards.

We were surprised to realize...

Even though she struggled with comparing herself to others, her eating habits improved when she had company.

We wondered if this means...

The presence/company (in-person or virtual) of trusted friends/community can help prevent her falling back into eating disorder habits (binging and purging).

It would be game-changing to...

Improve access to others who are also on a road to recovery to act as a reliable support system in her recovery.

ADDITIONAL POV (J)

We also compiled an additional POV for one of our interviewees, J.

We met...

J, a college junior from Philadelphia, who has a history of anorexia and, more recently, developed bulimia. At her lowest, she was eating around 300 calories per day and walking around 12 miles per day.

We were surprised to realize...

Despite viewing her eating disorder as morally incorrect, when asked for what she believes is her healed, happy self, she identified a target weight (that she compared to someone in her sorority).

We wondered if this means...

She finds self-worth with how skinny she is and focuses on where she feels she doesn't meet beauty standards. Hence, her comparison to others is a driving force of her eating disorder.

It would be game-changing to...

Shift her motivation for recovery to focus on health rather than weight/body image.

HMWs

HMWS FOR JH, POV 1

- HMW instill healthy thought processes + coping mechanisms for preventing relapse and for times of crisis?
- HMW we help someone regulate their emotions (which are linked to eating behaviors)?
- HMW remove triggers/frequency of triggers?
- HMW break the cyclical nature of the eating disorder?
- HMW break someone out of their negative spiral by looking at the stages of stress, binging, and purging?
- HMW we incentivize someone to track/record their stress and eating habits in a non-oppressive way?
- HMW discourage comparison with others?
- HMW manage the all-or-nothing mentality?
- HMW healthily encourage portion control?
- HMW decrease personal stigma regarding eating disorders?
- HMW regulate feelings after relapse and cut short negative feelings of guilt and self-hatred?
- HMW help recovery after the relapse/purging?

HMWS FOR JH, POV 2

- HMW involve other people (such as a community) in one's recovery from an eating disorder?
- HMW increase on-demand access to a supportive community in times of crisis (verge of relapse)?
- HMW ensure that this community is healthy and reinforcing positive behaviors as opposed to negative ones?
- HMW help someone to call on physical or virtual company to accompany one while eating (*i.e.* for a meal)?
- HMW break down shame and hesitancy to partake in a community that is striving for recovery from an eating disorder?
- HMW create authentic community that connects at a deeper, emotional level?
- HMW create consistent engagement with such a community?
- HMW create a community that collectively strives for an upward trajectory from an eating disorder?
- HMW provide support to prevent relapse when a person is by themselves and there is no immediate, external intervention available?
- HMW ensure that the community toward recovery is a safe space?
- HMW incentivize people to join and share in this community space?
- HMW provide support to prevent bingeing specifically and help with food portion regulation (not restriction)?

HMWS FOR J'S POV

- HMW make thinking/feeling about a food a positive/uplifting experience instead of oppressing?
- HMW combat the glorification of unhealthy (overly skinny) bodies?
- HMW we totally change beauty standards?
- HMW provide messaging to combat toxic, unhealthy messaging around eating habits and food?
- HMW use positive messaging and accurate information to change one's mindset in recovery from an eating disorder?
- HMW instill the belief that happiness does not come from appearance (or weight)?
- HMW instill a half-glass-full mentality around self-perception and self-image?
- HMW eliminate shame/stigma around eating disorders and seeking help/therapy for them?
- HMW increase accessibility to food therapy specifically?
- HMW encourage someone to seek professional help when signs of declining health from an eating disorder (such as losing one's menstrual cycle) occur?
- HMW re-establish beauty standards as defined by healthiness, not "being skinny"?
- HMW instill confidence beyond just appearance (*i.e.* find confidence in friends, skills, experiences, etc.)?
- HMW seek out and provide regulated health information?
- HMW shift the mentality away from appearance-oriented toward health-oriented?
- HMW eliminate body comparison to others' bodies?

Top Three HMWs

TOP HMW FOR JH, POV 1

We met...

JH, a college senior from Korea, who has a history of bulimia brought about by pressures of female beauty standards.

We were surprised to realize...

She puts extreme pressure on herself to lose weight and, as a result, has an all-or-nothing mentality when it comes to food restrictions. When breaking food rules, she feels guilt that causes her to fall into a cycle of binging and purging.

We wondered if this means...

Her eating disorder behaves like an addiction in that it is largely triggered by common life stress and acts as an obsession with an body standard.

It would be game-changing to...

Provide healthy interventions that prevent triggering a relapse into the addiction of an eating disorder.

Top HMW: HMW break the cyclical nature of the eating disorder?

TOP HMW FOR JH, POV 2

We met...

JH, a college senior from Korea, who has a history of bulimia brought about by pressures of female beauty standards.

We were surprised to realize...

Even though she struggled with comparing herself to others, her eating habits improved when she had company.

We wondered if this means...

She feels social inhibitions around others that prevent her from engaging in harmful behaviors such as bingeing and purging.

It would be game-changing to...

Provide her with this positive social pressure and support even when she is eating alone.

Top HMW: HMW involve other people (such as a community) in one's recovery from an eating disorder?

TOP HMW FOR J'S POV

We met...

J, a college junior from Philadelphia, who has a history of anorexia and, more recently, developed bulimia. At her lowest, she was eating around 300 calories per day and walking around 12 miles per day.

We were surprised to realize...

Despite viewing her eating disorder as morally incorrect, when asked for what she believes is her healed, happy self, she identified a target weight (that she compared to someone in her sorority).

We wondered if this means...

She finds self-worth with how skinny she is and focuses on where she feels she doesn't meet beauty standards. Hence, her comparison to others is a driving force of her eating disorder.

It would be game-changing to...

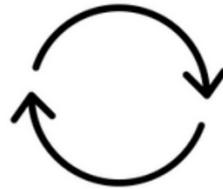
Shift her motivation for recovery to focus on health rather than weight/body image.

***Top HMW:* HMW use positive messaging and accurate information to change one's mindset in recovery from an eating disorder?**

Three Best Solutions

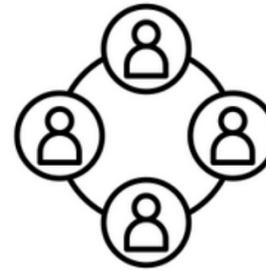
See additional solutions in appendix

THREE BEST SOLUTIONS



Breaking the **Cyclical Nature**

By pushing notifications to encourage healthy eating habits (such as a reminder to eat meals throughout the day to prevent EOD binging), we believe we can help mitigate the emotionally driven decisions that bring someone back into the cycle of their eating disorder.



Creating **Community**

By creating easy access to a Q&A channel and forum of like-minded individuals who are on their road to recovery, we believe we can eliminate loneliness around and provide the support needed to successfully recover from an eating disorder.



Improving **Info & Messaging**

By providing carefully curated health/eating information that is personalized to one's eating disorder history, as well as making this fun through things like trivia games, we believe we can combat and replace the falsified, toxic food and eating information out there with healthy, digestible information.

Experience Prototypes

METHODOLOGY: INTRO FORM

Participants first filled out a short Google intro form so we could obtain background information and the experience prototype(s) they wished to participate in.

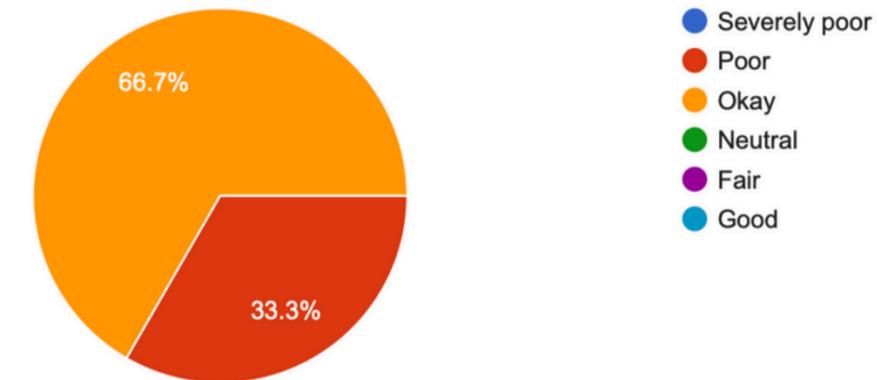
We prioritized finding people who had issues with eating in the past, along with ensuring one of the participants was an interviewee.

As such, none of the participants had a relationship with food they described as being better than “Okay”, and all had experiences with an eating disorder.

How would you describe your relationship with food?

[Copy](#)

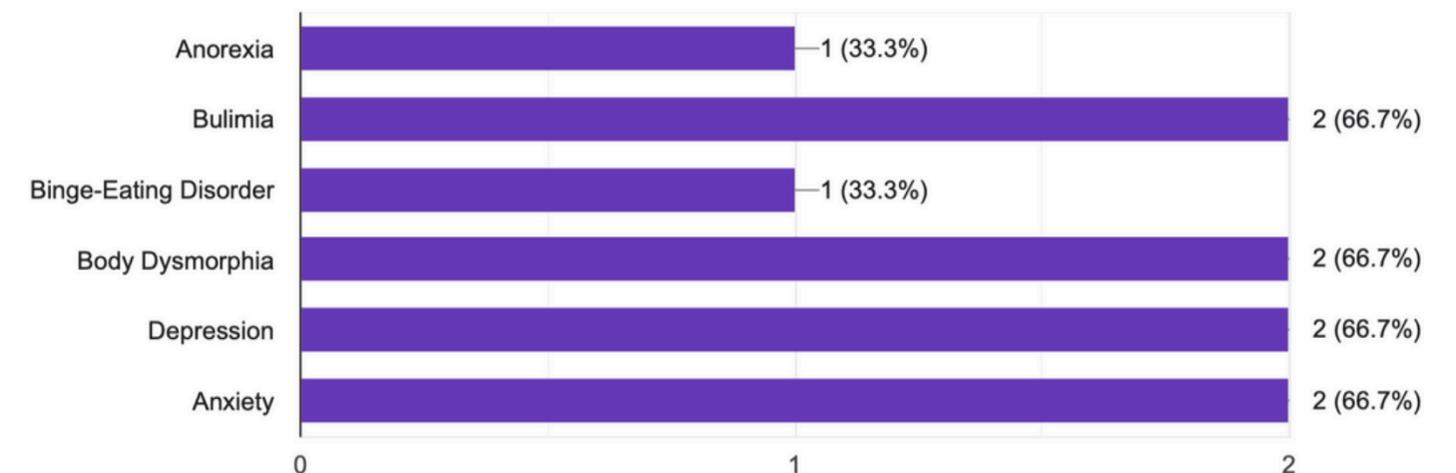
3 responses



Please select which of the following you have ever struggled with, if applicable:

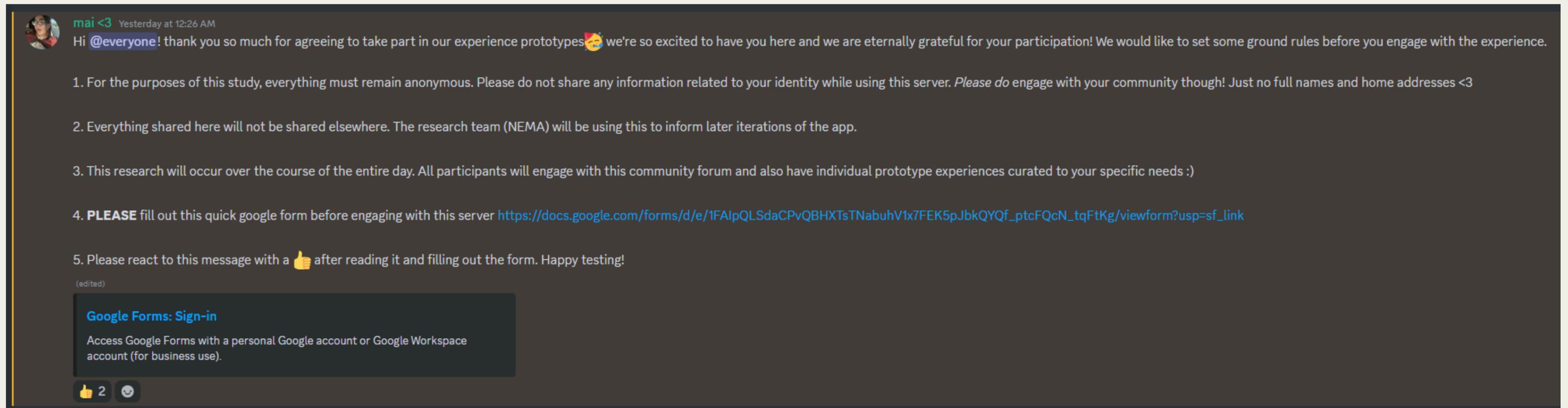
[Copy](#)

3 responses



METHODOLOGY: DISCORD

Based on Google form responses, participants were then placed into different experience prototypes. These prototypes took place either in an anonymous Discord server or in direct messages on Discord.



mai <3 Yesterday at 12:26 AM
Hi @everyone! thank you so much for agreeing to take part in our experience prototypes 🥰 we're so excited to have you here and we are eternally grateful for your participation! We would like to set some ground rules before you engage with the experience.

1. For the purposes of this study, everything must remain anonymous. Please do not share any information related to your identity while using this server. *Please do* engage with your community though! Just no full names and home addresses <3
2. Everything shared here will not be shared elsewhere. The research team (NEMA) will be using this to inform later iterations of the app.
3. This research will occur over the course of the entire day. All participants will engage with this community forum and also have individual prototype experiences curated to your specific needs :)
4. **PLEASE** fill out this quick google form before engaging with this server https://docs.google.com/forms/d/e/1FAIpQLSdaCPvQBHTsTNabuhV1x7FEK5pJbkQYQf_ptcFQcN_tqFtKg/viewform?usp=sf_link
5. Please react to this message with a 👍 after reading it and filling out the form. Happy testing!

(edited)

Google Forms: Sign-in
Access Google Forms with a personal Google account or Google Workspace account (for business use).

👍 2 🗨️

After testing, participants filled out a reflection form to collect their opinions on each activity they participated in, as well as general thoughts.

METHODOLOGY: REFLECTION FORM

Participants, at the end of their experience, filled out a Google Form to provide us with their reflections, insights, and feedback.

We asked them to rate each experience on a scale from 1-5, unsatisfactory- satisfactory, and to explain each of these ratings.

We then asked them which aspect they liked the most and which could be most improved.

The image shows a screenshot of a Google Form titled "METHODOLOGY: REFLECTION FORM". It contains three identical sections for rating different experiences. Each section starts with a question: "Please rate your experience with [Experience Name] *". Below the question is a 5-point Likert scale with radio buttons, labeled "Unsatisfactory" on the left and "Satisfactory" on the right. The scale points are 1, 2, 3, 4, and 5. After each rating section is a question: "Could you explain your reasoning for the rating above? *". Below this question is a "Long answer text" input field with a dotted line indicating the text area.

Please rate your experience with **Community and Support Network** *

1 2 3 4 5

Unsatisfactory Satisfactory

Could you explain your reasoning for the rating above? *

Long answer text

Please rate your experience with **Notification System** *

1 2 3 4 5

Unsatisfactory Satisfactory

Could you explain your reasoning for the rating above? *

Long answer text

Please rate your experience with the **Food Trivia Quizzes** *

1 2 3 4 5

Unsatisfactory Satisfactory

EXPERIENCE PROTOTYPE 1: NOTIFICATIONS

Addressing the cyclical nature of eating disorders

| Critical Assumptions | Description + Setup | Participants | Results | Go-forward Takeaway |
|--|---|---------------------|--|---|
| If one is reminded to eat/snack throughout the day, it could prevent them from not eating and/or later binging (and purging) | We reminded the participant throughout the day to eat their meals through Discord | Flamingo Penguin | Found this to be ineffective, one participant stated she viewed this as another notification to ignore | Simple notifications are not sufficient to change habits. It is worth noting that some interviewees did forget to eat, and the notifications did not help prevent this. |

@ [redacted] Have you eaten lunch? It's getting a little late !!

@ [redacted] it's dinner time! try to eat soon 🍷🍷

@ [redacted] have you eaten yet? it's getting kinda late 🙄

EXPERIENCE PROTOTYPE 2: COMMUNITY

Providing community support through Q&A forum

| Critical Assumptions | Description + Setup | Participants | Results | Go-forward Takeaway |
|--|--|--------------------------------|---|---|
| Having access to people who are also going through the process of recovery could aid in emotional regulation, solidarity, and support. | We placed three people in an anonymous Q&A/forum Discord server and prompted them with some questions to encourage discussion. | Flamingo Peacock Penguin | This prototype received the most positive response. Even with a tiny test community, there was connection between users. However, it is unclear whether users would consistently interact over a larger time frame. | The test was not a resounding success but still supports the assumption. However, we weren't able to test during times of stress, so the emotional regulation aspect is not confirmed. Worth further consideration! |

(screenshot on next slide)

EXPERIENCE PROTOTYPE 2: COMMUNITY



mai <3 Yesterday at 12:38 AM

Hi guys! Welcome to your **Community and Support Network**. This is a q&a type forum where you may ask and answer any questions that might be brought up whilst in the recovery process. There will be some starter questions here to bring about some discussion, as well as check-ins and little resources provided by NEMA throughout the day! We ask that you revisit this throughout the day, engage with it, and ask at least **one** question yourself 🧡 (edited)



mai <3 started a thread: **Achieving Food Neutrality**. See all threads. Yesterday at 12:41 AM

Achieving Food Neutrality 7 Messages >

 **flamingo** I wish there was just like a chart of “hey! This is an exampl... 3h ago



mai <3 started a thread:
If you woke up tomorrow w/o your eating disorder, how would you spend your day?. See all threads. Yesterday at 12:44 AM

If you woke up tomorrow w/o your eating disorder, how would y... 4 Messages >

 **peacock** I think now that I'm in school, my routine is different from ... 3h ago

(conversation logs in appendix)

EXPERIENCE PROTOTYPE 3: INFO + TRIVIA

Improving mindset through educational information

| Critical Assumptions | Description + Setup | Participants | Results | Go-forward Takeaway |
|---|--|---------------------|--|--|
| Access to well-regulated, curated, and engaging food information will aid in shifting the mindset of the participant in a way that supports recovery. | We prompted participants with quizzes related to food information and myths. After they answered, we provided them with a source for the answer. | Flamingo Penguin | Execution was not ideal; Flamingo did not believe any of the fallacies and felt tricked. She did not learn from the activity. However, Penguin did find the experience more fun and educational. | The prototype failed to adequately test the assumption, but provided important feedback. Information is most helpful when tailored to the user's specific misconceptions, which was not exactly accomplished in this case. |

EXPERIENCE PROTOTYPE 3: INFO + TRIVIA

Before we end our prototype, we have a little ~trivia~ 🤔🤔 there is one true statement among these! could you identify the true statement and text me which one it is?

- 1) Choosing foods that are gluten-free will help you eat healthier
- 2) Physical activity only counts if you do it for long periods of time
- 3) Lifting weights is not a good way to improve your health because it will make you “bulk up”
- 4) Snacking between meals is unhealthy
- 5) Avoid carbs if you want to lose weight



██████████ Yesterday at 11:38 PM

1.)?

October 11, 2024



Na Young Son Today at 12:18 AM

nope! it was a trick question haha all of the statements are false 🤔 here’s a short passage from an article that talks about misconceptions about food/health!

Gluten-free foods are not healthier if you don’t have celiac disease or are not sensitive to gluten. Gluten is a protein found in wheat, barley, and rye grains. A healthcare professional is likely to prescribe a gluten-free eating plan to treat people who have celiac disease or are sensitive to gluten. If you don’t have these health problems but avoid gluten

statements are false 🤔 here’s a short passage from an article that talks about misconceptions about food/health!

Gluten-free foods are not healthier if you don’t have celiac disease or are not sensitive to gluten. Gluten is a protein found in wheat, barley, and rye grains. A healthcare professional is likely to prescribe a gluten-free eating plan to treat people who have celiac disease or are sensitive to gluten. If you don’t have these health problems but avoid gluten anyway, you may not get the vitamins, fiber, and minerals you need. A gluten-free diet is not a weight-loss diet and is not intended to help you lose weight.

this is the link to the article if you want to read more about the myths 👁️ <https://www.niddk.nih.gov/health-information/weight-management/myths-nutrition-physical-activity>

National Institute of Diabetes and Digestive and Kidney Diseases



Some Myths about Nutrition & Physical Activity - NIDDK

Separating weight-loss myths from facts can help you make healthy changes in your eating and physical activity habits. Get the facts about healthy weight loss.

Ethical Implications + Communities Impact

EXPERIENCE PROTOTYPE 1: NOTIFICATIONS

Ethical implications & communities impact

- The language, tone, and delivery of the notification could have the potential to benefit or harm one's relationship with food and eating disorder (*i.e.* sounding like an anonymous robot or a warm, empathetic human)
- This solution is designed for communities who have the time and bandwidth to be checking their phone in order to read the notifications and act accordingly
- The solution explicitly excludes communities that do not have access to technology throughout the day (especially consistently)
- The solution implicitly excludes those who do not have the ability to be on their phone throughout the day--whether this be due to working a demanding job or simply not having time--as well as those who do not have the flexibility to act on the notification

EXPERIENCE PROTOTYPE 2: COMMUNITY

Ethical implications & communities impact

- Like any anonymous forum, the solution has the potential to become an unsafe space with risks of language and certain harmful messages sent
- The solution should implement an option to delete their own message and report someone's message, flexibility over what information to share, and regulations to ensure it is a safe space
- The solution is designed for those who find comfort in sharing their experiences and engaging with the experiences of others, in particular in the digital space
- The solution implicitly excludes those who are not comfortable participating in a community forum or are not at a stage in recovery to where they are ready to share with others
- The solution explicitly excludes those who do not have access to community forums like Discord, for example
- The solution fails to consider that some people may feel as though they are harming others by sharing their experiences and giving unprofessional advice

EXPERIENCE PROTOTYPE 3: FOOD INFO + TRIVIA

Ethical implications & communities impact

- This solution operates based on the introductory survey, which is not a full representation of the user's knowledge and needs
- Depending on the information presented, the user may already know and have an understanding of the topics the question targets; if we could specifically target the user's biases, these would be significantly more effective
- This is designed for communities who do not already have access to food information or the time to look up the information themselves, ideally having them engage with food news on a daily basis would shift their mindset from being one about appearance, to being one about health
- This implicitly excludes those who don't have the time nor energy to read the article sent. If there was a summary provided along with a citation, this may be more helpful
- This also may not consider the fact that there are plenty of people who do understand food and health information, but this simply is not enough to combat their unhealthy eating habits and mentality

What's Next?

SOLUTION MOVING FORWARD: COMMUNITY



Reasons for **Creating Community**

- Highest user preference and positive feedback
- Addresses critical problem of loneliness in recovery
- Easily adaptable to the user's specific needs
- Easily accessible and allows users to engage at their own discretion
- In engaging with communities, users reduce personal stigma



Notable **Ethical Implications + Communities Impact**

- This would only be useful for those who feel comfortable participating in an online forum with people they don't know
- Risk of harmful content or messages spread anonymously (requires regulation)



Steps for **Moving Forward**

- Narrow scope of top three purposes of the community (*i.e.* Q&A, blog-type interactions, open journaling, etc.)
- Crafting a more thorough introductory survey to better captures a user's specific needs
- Brainstorm ways to increase engagement in the community forum

Thank you!

Appendix

BRAINSTORMING PHOTOS: ORIGINAL HMWS

Joolie

→ Med Planning App
→ Plan snack meals

HMW Break the Cycle

How might we create a go-to coping mechanism for times of crisis?

How might we make thinking/feeling about food a positive/uplifting experience instead of oppressing?

How might we create on-demand access to a supportive community in times of crisis (verge of relapse)?

How might we ensure this community is healthy and reinforcing positive behaviors (as opposed to negative ones)?

→ A good community

HMW help recover after the relapse/purging

Enter stats records cals necessary per day

HMW combat the glorification of skinny-ness.

HMW seek out and provide regulated health information

HMW create a community that has an upward trajectory to recover from ED

HMW provide support to stop the relapse when less by herself, no immediate external intervention available

HMW provide support to prevent binge

HMW provide support to regulate portions

HMW help constructing healthy food regulation (regulation, not restriction)

HMW incentivize people to join and share in this space

HMW provide someone with healthy coping mechanisms to regulate their emotions

HMW make sure this community a safe space

HMW break someone out of their negative spiral

Stress

Breathing, Talk to friend about what, plan accordingly

Binge

Listen to your body, stop when full

Purge

Go for 2 hrs, wait it out, don't punish yourself

Jia

How can we instill that happiness does not come from appearance?

How might we get ppl to record/track the stress and ED habits in a way that is easy/not oppressive?

How might we provide positive messaging to combat negative messaging surrounding food & eating?

HMW shift the comparison mindset to focus on self

HMW encourage establishing diet goals that are more aligned with health instead of body image

HMW eliminate stigma/shame around seeking therapy for EDs?

HMW increase accessibility to food therapy specifically?

HMW encourage establishing healthier body standards that is unrelated to 'being skinny'

HMW instill confidence beyond appearance (from skills, community, friends)?

HMW get people to seek professional help when a notable event happens (i.e. losing one's period)?

HMW shift mentality from being appearance oriented to health oriented

HMW stop comparison with others?

HMW combat unhealthy beauty standards

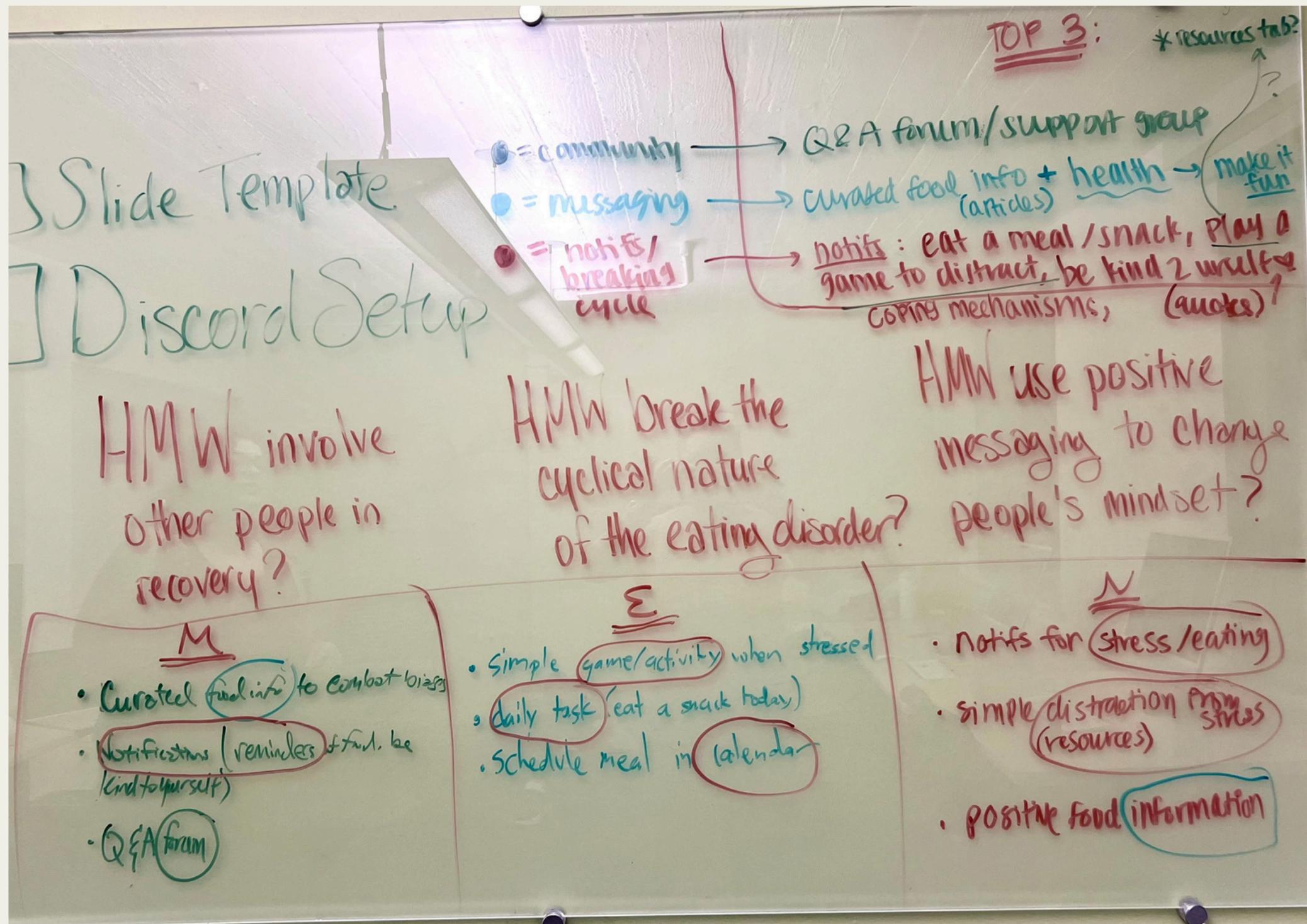
HMW stop the negative feelings that occur after relapse

HMW implement a glass half full mentality about oneself

Anonymity

record tracking

BRAINSTORMING PHOTOS: FINAL HWS WITH SOLUTIONS



Note: This is from our second round of solution brainstorming, where we narrowed down to the final three. Solutions from the original brainstorm are compiled on the next slide.

BRAINSTORMING SOLUTIONS

Breaking the **Cyclical Nature**

1. Send reminders for snacking/eating regularly → focus on dividing food consumption across the day instead of eating once a day.
2. Create a list for what helps decrease stress so the user can address it when the user becomes stressed
3. Create a list for what causes stress that especially leads to binge eating
4. Distract the user through simple games such as 2048/solitaire
5. Motivational speech/music
6. (Non-stressful) challenges that make eating more fun. (Like eat a food that you haven't eaten in at least a month).
7. Calendar that automatically sets meal-times between your commitments
8. Access to a variety of coping mechanisms for different emotions and urges that could trigger some sort of relapses
9. Some sort of meal tracking that ensures you are eating the right amount of food per day
10. Providing emotional regulation (via meditation for example) after an eating disorder behavior

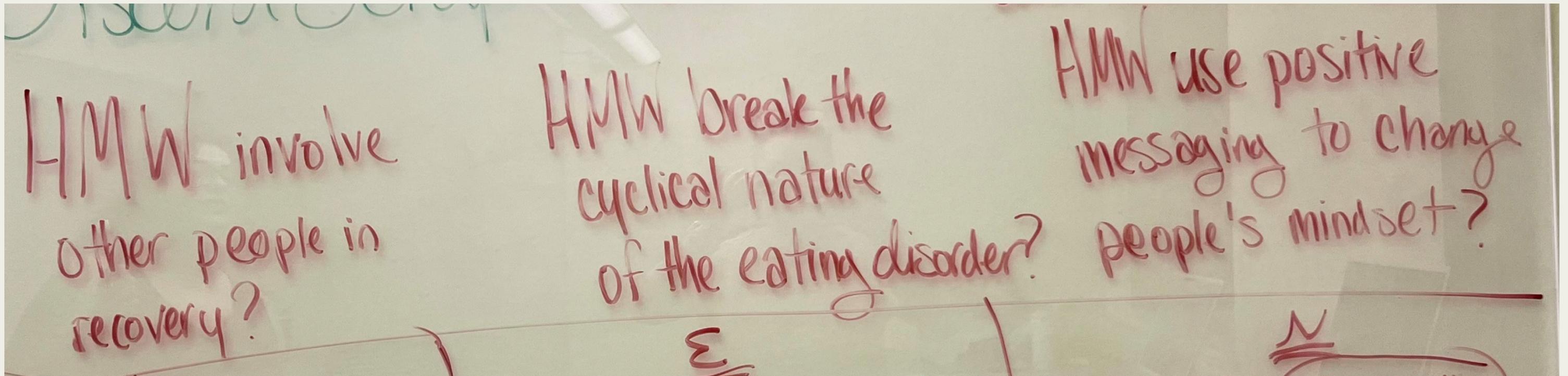
Creating **Community**

1. Group users based on recovery goals
2. Daily/weekly check-in with fellow users
3. Connect people with EDs with those who have finished the recovery process
4. Social app based on body positivity/depicting a wide range of healthy bodies.
5. Connecting people with similar appetites to reduce comparison
6. Cooking app (learning techniques, sharing recipes) specifically aimed at healing food relationships
7. Regulated, anonymous forum (could use discord for prototype)
8. Q&A type forum with recovering people
9. Group of friends to eat with
10. Group therapy

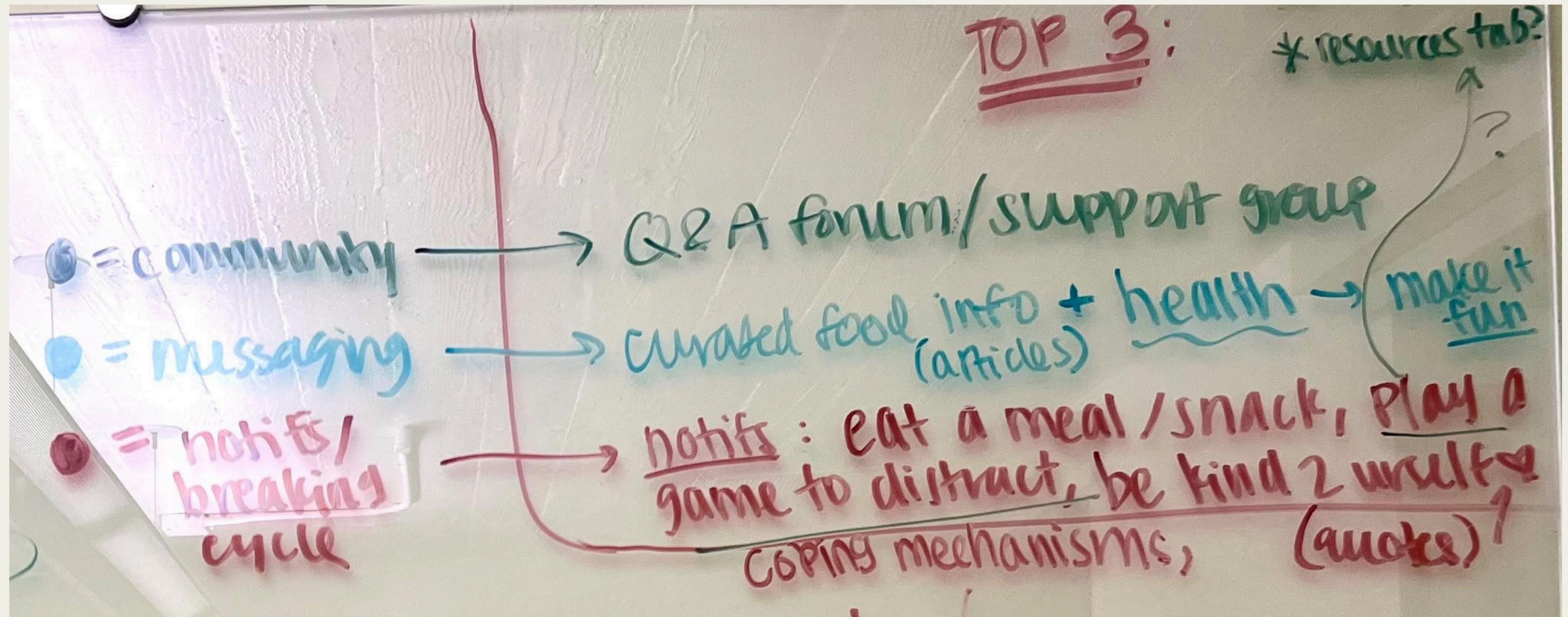
Improving **Info & Messaging**

1. News-like system that provides modern research and recommendations in a palatable form
2. Trivia game that challenges fallacies regarding food
3. Notifications sent throughout the day targeted to the person's specific needs
4. Encouraging quotes here throughout the day
5. Access to recent food studies, and good food education, perhaps curated towards their specific biases.
6. Fund and post new studies specifically for EDs
7. Debunk TikTok nutrition videos
8. AI answers food questions
9. Access to experts
10. Encourage and help users to implement tactics to get off social media (which is often a source of toxic food info)

BRAINSTORMING PHOTOS: FINAL HWS (ZOOMED IN)



BRAINSTORMING PHOTOS: SOLUTIONS (ZOOMED IN)



BRAINSTORMING PHOTOS: SOLUTIONS (ZOOMED IN)

recovery?

M

- Curated food info to combat biases
- Notifications (reminders of food, be kind to yourself)
- Q&A forum

E

- Simple game/activity when stressed
- daily task (eat a snack today)
- Schedule meal in calendar

N

- Notifs for stress/eating
- simple distraction from stress (resources)
- positive food information

Q & A FORUM QUESTION LOG (PROTOTYPE 2)



mai <3 Yesterday at 12:41 AM

Do you remember a time where you had a neutral relationship with food? Do you remember what began to change your relationship with food? Are you seeking to change this current relationship? What steps are you taking to achieve if you are?



flamingo Yesterday at 5:21 PM

I don't think I've ever had a neutral relationship with food, but I'd like to think I'm approaching it. For as long as I can remember, I have associated shame with a lot of the food I eat. I especially would feel shame about unhealthy food as a little kid, despite most of the food available at home being unhealthy. Nowadays, I use food and especially sweets as a comfort/way of destressing, which is idea considering that there are stressors every day, and I'll borderline binge on especially stressful days

I think my relationship with food started to get a bit better and less shame based when I came to college, but I also think that my overeating tendencies started to become more apparent. I think I falsely believe that I had made progress with my relationship to food because I don't feel shame anymore, but I'm afraid it's taking more of a toll of my health. I don't really seem to change my relationship to too right now, perhaps because I'm juggling too many other things now

@flamingo I don't think I've ever had a neutral relatio...



peacock Yesterday at 10:04 PM

I feel the same way, I don't have a conscious memory of having a completely neutral relationship with food. I also do the same with bingeing, it makes me feel so guilty right after it happens and I think it's this unhealthy cycle of undereating, then I binge sometimes because I'm so hungry, and then it developed into bulimia.



@flamingo I think my relationship with food started ...

peacock Yesterday at 11:28 PM

I can resonate i think college was a new era for my ED because while the food in the dining hall didn't have calorie labels on it, i felt completely out of control and seeing my weight gain throughout the school year made me feel worse about it



flamingo Yesterday at 11:43 PM

Yeah, I understand why they don't label calories, but it's also kinda hard to keep track of portions sometimes

I wish there was just like a chart of "hey! This is an example of a good portion size" and you could choose to get more or less. Maybe that's just because I feel genuinely ignorant on eating right in college

October 11, 2024



penguin Today at 11:26 AM

I think this summer and fall quarter have been the closest to me having a neutral relationship with food. I began to change my relationship with food after I began to workout consistently. I went to the gym a lot last year but didn't see results due to my bad eating habits. However, once I started eating better, I began to see some growth. Of course, it has also led to my stomach getting a bit bigger, which sometimes wants trigger my past ED, but I push through it and remind myself that it's normal for my gym journey. The only changes I want to make are eating more consistently, eating more protein and fiber, and eating less fat. I don't restrict myself on what I can eat because that didn't work out well for me in the past. I just try to stay positive and not fall back into old patterns.

***NOTE:** Only one question was shown here; there were two other questions used in the prototype.

HEALTH MISCONCEPTIONS USED (PROTOTYPE 3)

Choosing foods that are gluten-free will help you eat healthier

Gluten-free foods are not healthier if you don't have celiac disease or are not sensitive to gluten. Gluten is a protein found in wheat, barley, and rye grains. A healthcare professional is likely to prescribe a gluten-free eating plan to treat people who have celiac disease or are sensitive to gluten. If you don't have these health problems but avoid gluten anyway, you may not get the vitamins, fiber, and minerals you need. A gluten-free diet is not a weight-loss diet and is not intended to help you lose weight.

SOURCE: National Institutes of Health (<https://www.niddk.nih.gov/health-information/weight-management/myths-nutrition-physical-activity>)

Physical activity only counts if you do it for long periods of time

You don't need to be active for long periods to get the amount of regular physical activity recommended in the Physical Activity Guidelines for Americans, which is at least 150 minutes, or 2 hours and 30 minutes, of moderate-intensity physical activity each week. An example of moderate-intensity activity is brisk walking. You can spread these sessions out over the week and even do short, 10-minute spurts of activity 3 times a day on 5 or more days a week.

SOURCE: National Institutes of Health (<https://www.niddk.nih.gov/health-information/weight-management/myths-nutrition-physical-activity>)

HEALTH MISCONCEPTIONS USED (PROTOTYPE 3) CONT.

Lifting weights is not a good way to improve your health because it will make you “bulk up.”

Lifting weights or doing other activities 2 or 3 days a week that may help you build strong muscles, such as push-ups and some types of yoga, will not bulk you up. Only intense strength training, along with certain genes, can build large muscles. Like other kinds of physical activity, muscle-strengthening activities will help improve your health and also may help you control your weight by increasing the amount of energy-burning muscle.

SOURCE: National Institutes of Health

Snacking between meals is unhealthy.

Snacks are not unhealthy as long as the food itself has nutritional value. Snacks can give you energy in the middle of the day or decrease your hunger in between meals. Enjoy healthy snacks such as fruits, nuts, carrots, low-fat yogurt, or string cheese.

SOURCE: MedlinePlus (https://medlineplus.gov/ency/quiz/002436_43.htm?quiz=3)

Avoid carbs if you want to lose weight

The low-carb diet is a fad diet that has continued to make an appearance over the years. It gives carbohydrates — fruit and whole grains included — a bad reputation. Individuals who followed this diet had success with weight loss. But anytime anyone eliminates highly processed carbohydrates foods, such as chips, cookies, white bread and potatoes smothered in butter and gravy, they would be expected to have the same results. Any diet or eating program that eliminates an entire food group gets a red flag from me as you likely will miss out on vital nutrients.

SOURCE: MayoClinic