

CS 147

# Healthy Hustle: Making Moves

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Needfinding Presentation



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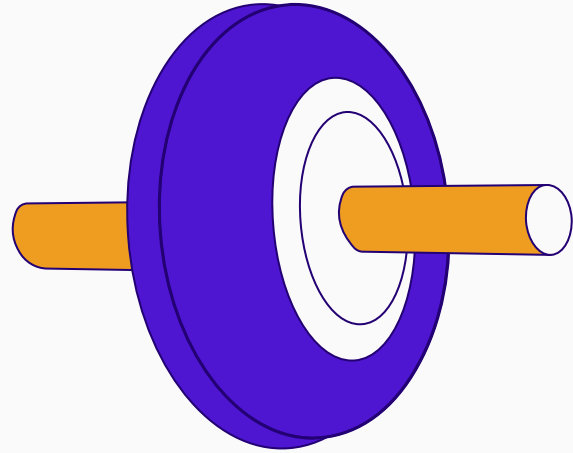


# 01

# Introduction

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Team and Domain of interest



# Our team



**Christelle Millos-Lopez**

Junior

Computer Science  
Santa Cruz, Bolivia



**Ethan Yuen**

Senior

Computer Science  
Palo Alto, CA



**Akanshya Bhat**

Junior

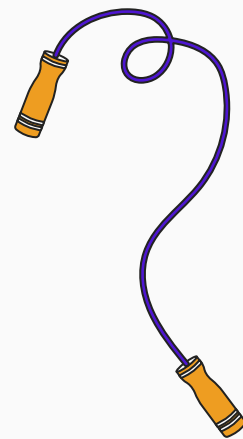
Computer Science  
Mountain View, CA



**Jake Restaino**

Coterm

Computer Science  
San Carlos, CA



# Domain Selection

Unintentional Good

Relatable and Our Interests

01

03



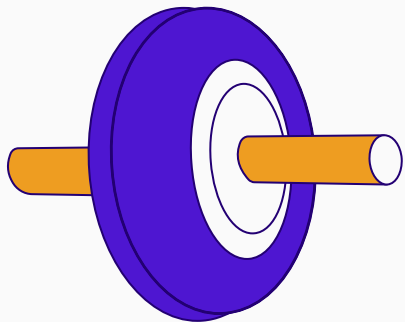
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Common Personal Goals

Fitness and Activity Levels



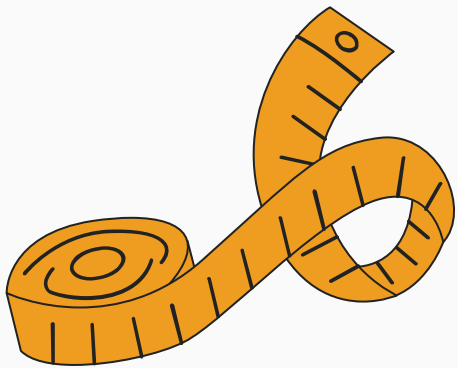


02

# Methodology

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How we conducted our interviews



# Our participant search



## Lifestyle

Different active lifestyles  
(sedentary, moderate,  
intense)



## Diversity

A wide variety of ages  
(18-65), cultures, and  
gender identities



## Non-Stanford

Looked for people that  
were not students at  
Stanford



# Our Interviews

- 6 participants
- 5 in-person, 1 zoom
- Each team member led at least one interview
- Audio recorded interviews (e.g. Voice Memos) where we had permissions/transcribed





# Our interviewees



**Bernardino**  
Stanford Employee  
57 yrs old  
San Jose, CA



**Sean**  
Banker/DCI Fellow  
57 yrs old  
Palo Alto, CA



**Bettina & Achim**  
Nurse & Consultant  
64 (B), 65 (A) yrs old  
Germany

# Our interviewees



**Jill**

Journalist  
45 yrs old  
Stanford, CA



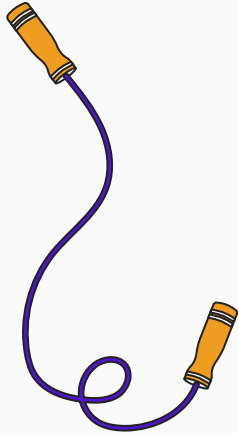
**Rishi**

Student at JHU  
20 yrs old  
Baltimore, MD



**Anissa**

Physical Scientist  
23 yrs old  
San Francisco, CA



# We asked them...

**Can you walk  
me through a  
day in your  
life?**

**What do you  
like/dislike  
about  
exercising?**

**Can you tell us  
about a time you  
met someone while  
playing a  
sport/exercising?**

**How do you find  
opportunities  
to stay active?**

**What are some  
resources you use  
to take care of  
your health?**

**What do you  
like/dislike  
about exercising  
with others?**

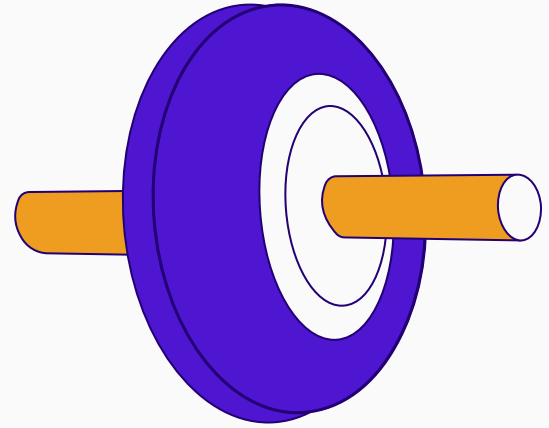


03

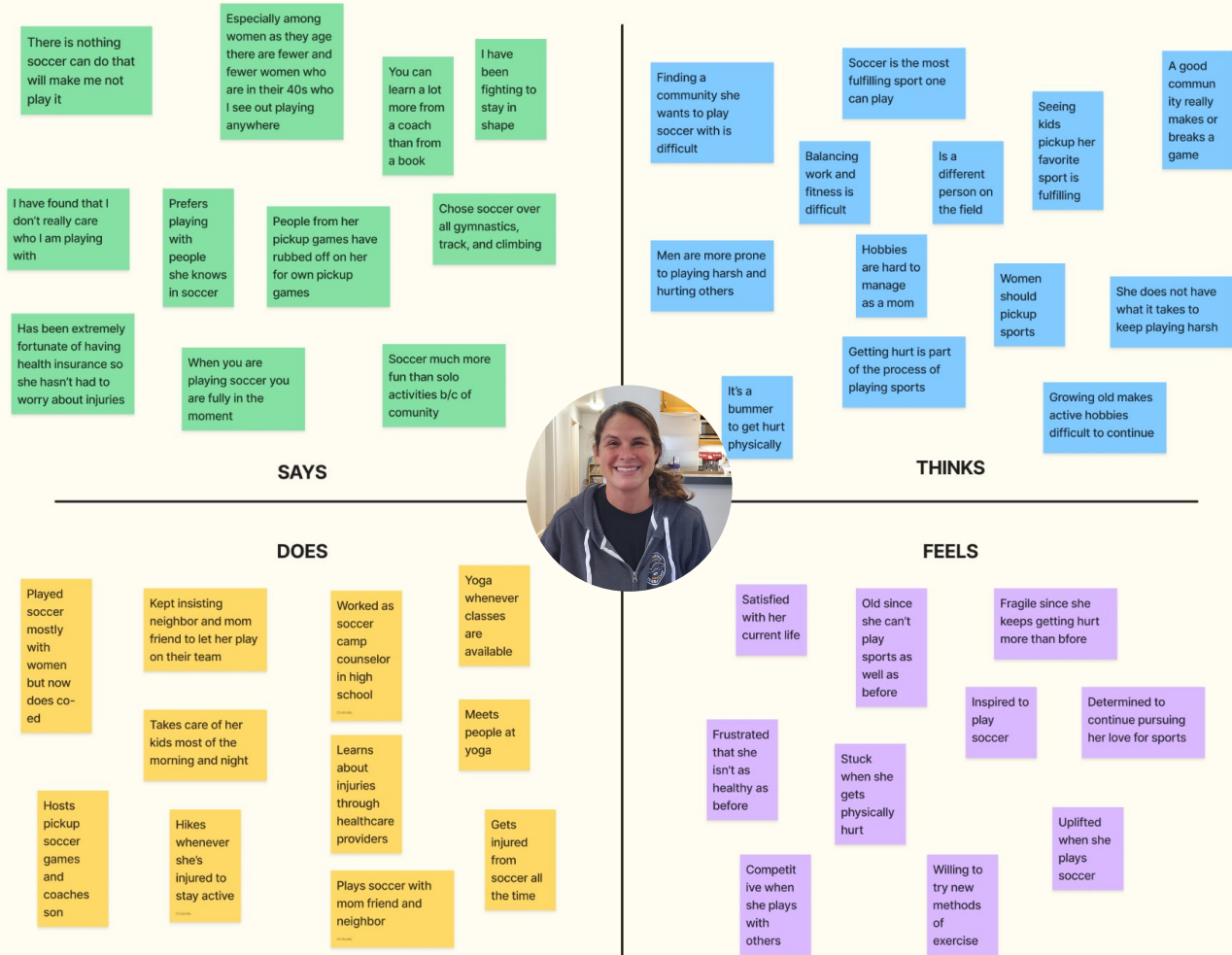
# Results/Analysis

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Empathy Maps



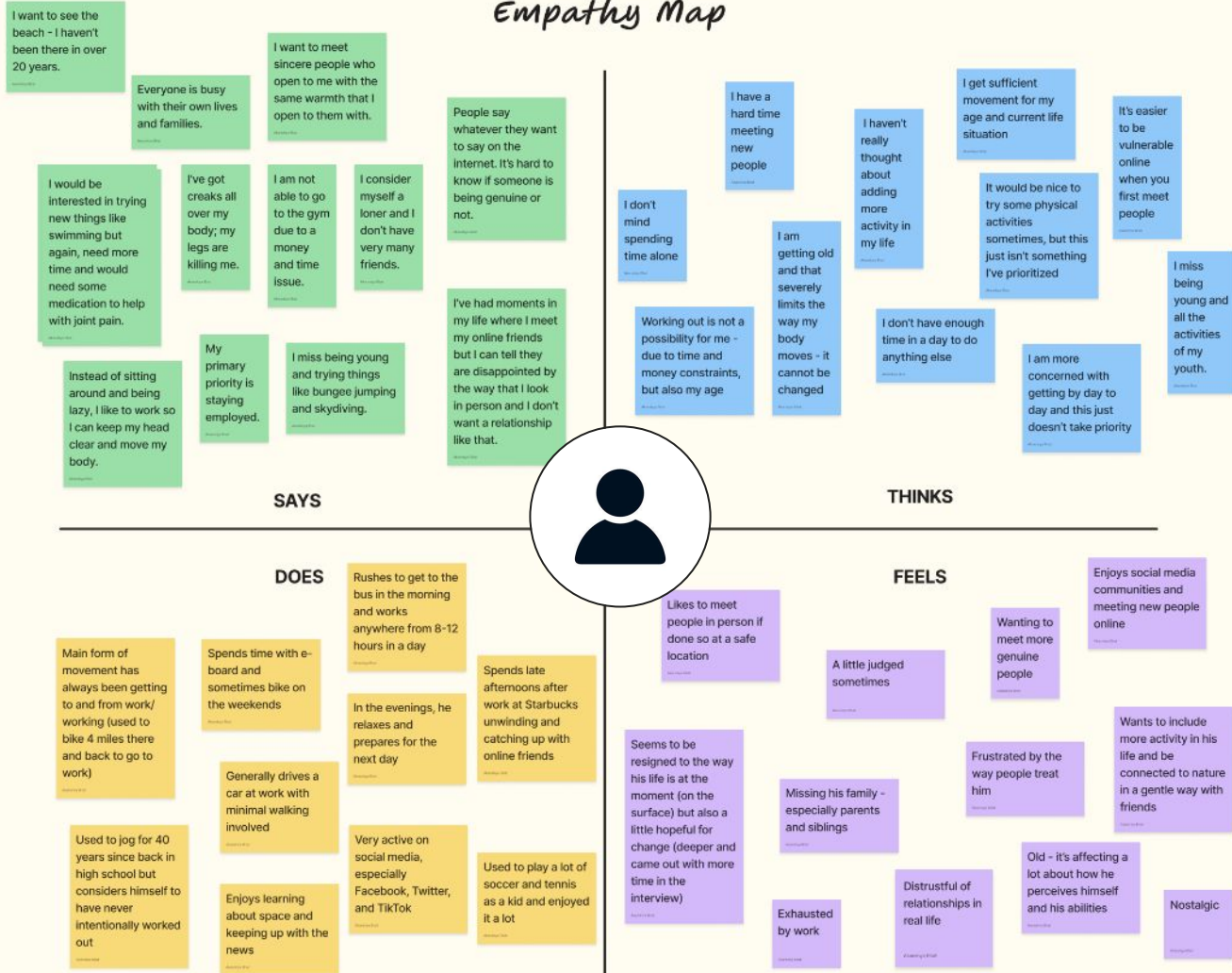
# Empathy Map



# Empathy Map



# Empathy Map



# Empathy Map

I'm too **old** to be moving more - everything **hurts**

I have a hard time **socializing** and meeting new people

It hasn't crossed my mind to making movement a **priority**

Would be nice to **try new outdoor activities** with friends



SAYS

THINKS

DOES

FEELS

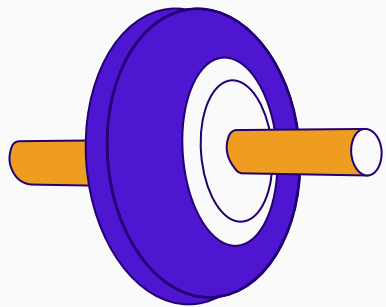
Spends most of his time in a day sitting or driving with **limited activity**

Rides his **bike** or **e-board** on the weekends

**Nostalgic** of his youth and the activities he used to do/play

**Uninterested** in making lifestyle changes



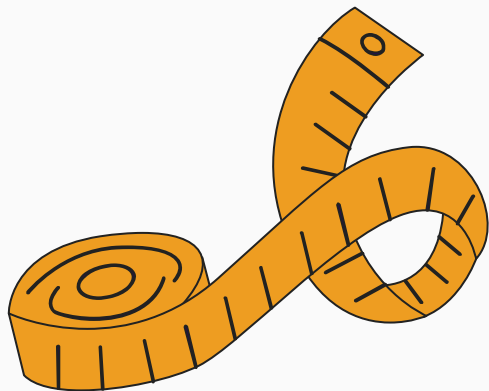


04

# Key Findings & Summary

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Empathy Maps and Insights/Needs





# Key patterns



## Insight #1

The way you perceive your age affects your activity levels.

## Need #1

People need a source of empowerment and education to know what their bodies are capable of.





# Key patterns



## Insight #2

People are not actively looking to make change in their lifestyle; they are content with where they are at the moment.

*"It is the way it is."*

## Need #2

People need some way to motivate them or spark interest in their lives that will inspire change.





# Key patterns

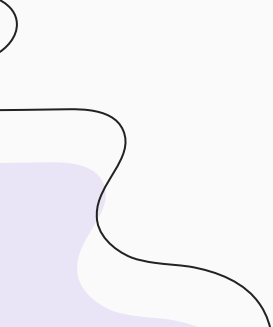


## Insight #3

Lack of exercise experience and subsequent fear of being judged are major obstacles for newcomers

## Need #3

People need a comforting, welcoming, and informative environment as beginners to working out.





# Key patterns

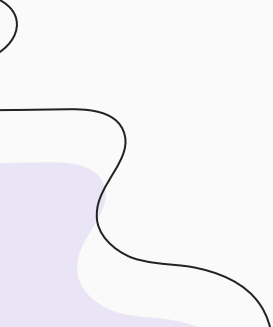


## Insight #4

Time and money are obstacles to an active lifestyle.

## Need #4

People need to be informed about other forms of accessible activity available to them.



# In summary...

- We talked to **6 people** about their current lifestyles and relationships with exercise
- We found that **time, age, and community** were common factors that either motivated or prevented people from remaining active
- Building relationships with people one can remain active with is paramount to people



# Thanks!

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Any questions?



# Appendix

1. **Empathy Maps (all in our group submission drive)**
2. **Key Quotes, Pictures/Artifacts from each of our interviews (in the next slides)**
3. **Extreme User details:** Anissa can be considered an extreme user. She does not consider herself to be an active person and is inexperienced when it comes to the world of exercise. She expressed a lot of apprehension about going to the gym. Rishi can also be considered an extreme user in the opposite sense as he is an avid gym user as a bodybuilder. He enjoys making connections in the gym and growing his fitness abilities.





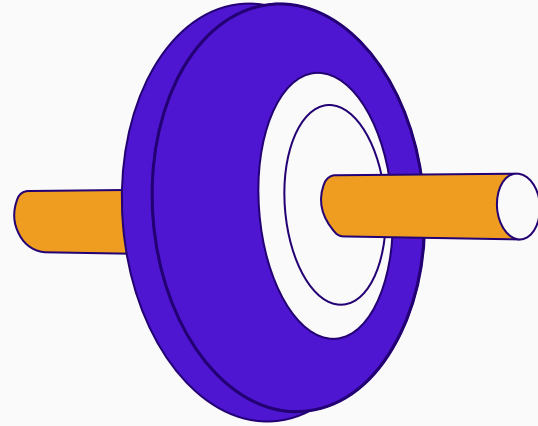


# 05

## Results

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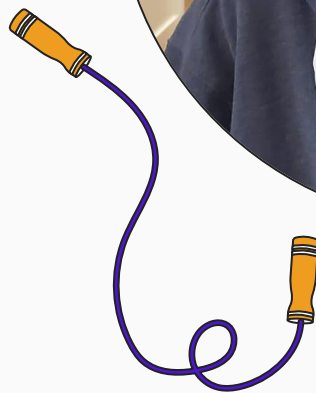
Key Quotes, Artifacts/Pictures

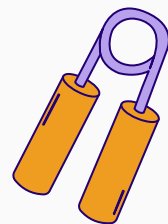


“Climbing isn’t as motivating for me—as much as I love doing that activity—because I don’t have a **community** of people around that I go with and enjoy doing it together, whereas I do have that for soccer.”

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—Jill







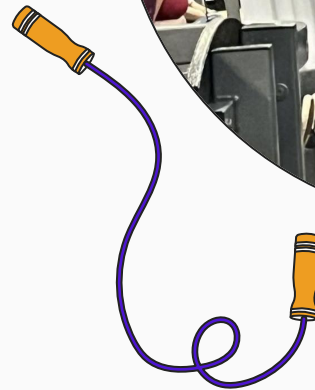
“We have passed through the Alps two times... together with friends. It’s much better with them because of the joy - we can share the emotions, the successes, and the views across the Alps.”

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**— Bettina & Achim**

“Working out with the right people can make the experience more motivating and more enjoyable. Speaking for a broader audience, most people who are newer to the gym might feel less anxiety working out with someone else.”

—Rishi



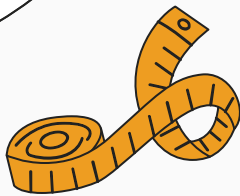




“I think I’m addicted to running.  
Whenever I stop running, I am  
absolutely miserable.”

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—Sean



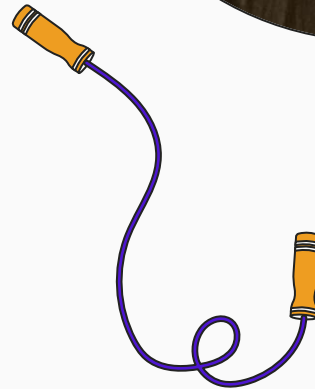


“I feel like people are watching or **judging me.**”

“[Would I work with a trainer?]  
No, I don’t think so... well, maybe.”

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**—Anissa**







“My priority is making sure I have a job and staying employed... I don't have the **time or money** for things like the gym.”

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—**Bernardino**

