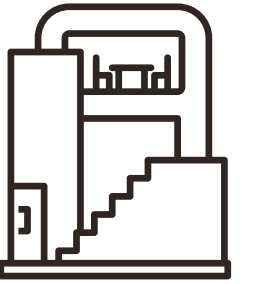


## Assignment 1

Needfinding interviews



# UNDOMINATE TEAM 3

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HAWI, LINDA, ETHAN, DEVORAH

# INTRODUCING **TEAM 3**



**Hawi Abraham '24**

**any/all**

**Symbolic Systems**

**Fun Fact:**

I am a retired steel pan player



**Linda Denson '23**

**they/she**

**Science, Technology, and  
Society**

**Fun Fact:**

I own a custom wig company,  
and recently made a custom  
wig for Kehlani.



**Ethan Foster '24**

**he/him**

**Computer Science**

**Fun Fact:**

I have an identical twin brother,  
and we used to compete as a  
synchronized diving team



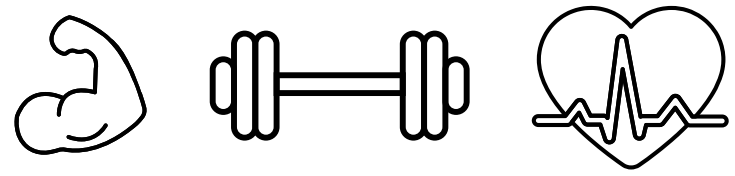
**Devorah Simon '23**

**she/her**

**EE BS '22, CS MS**

**Fun Fact:**

I run Shtultz, an organization to  
provide resources for ultra-  
Orthodox queer youth in their  
languages.



# PROBLEM DOMAIN

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## Un-dominating Fitness & Body Image

From the New York Times Article: "Can 'Body Neutrality' Change The Way You Work Out?":

“Body neutrality prioritizes the body’s function, and what the body can do, rather than its appearance,” says Anne Poirier, body-image coach. “You don’t have to love or hate it. You can feel neutral towards it.”

Many fitness apps, such as Noom, My Fitness Pal, and many others, frame fitness through the lens of dominating your physical appearance and body image. Rather than actually developing a healthy relationship to your body image, just lose the weight and get the body you want and you won't have to deal with the dysmorphia! Right?

Wrong. We asked a variety of people about their relationships with health, fitness, and their body image in order to explore how we might un-dominate fitness & body image.

# PARTICIPANTS



**Mike**

**outside Pizza My Heart, Palo Alto**

works in IT; from Arizona; visiting the area

**Extreme (?) user:** Mike may represent the opposite extreme of Kayla in that he does not and does not intend to regularly work out or be physically active. He says that his life is too busy and stressful to regularly work out. We hesitate to call him "extreme", though, because it's likely that many many users will share his sentiment.

Interviewed by Hawi  
Observed/Notes Taken by Linda



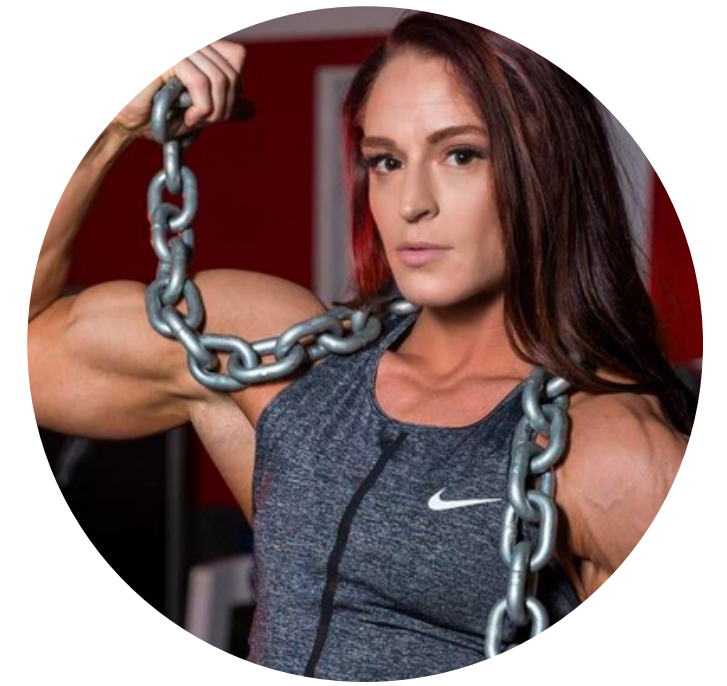
**Jasper**

**outside Verve Coffee, Palo Alto**

Chinese immigrant; recently moved from SF to LA

**Moderate user:** Jasper represents a moderate level of investment and interest in fitness. He works out a few times a week and is interested in being physically active to maintain his health, but not interested in working out everyday or heavily transforming his body.

Interviewed by Hawi  
Observed/Notes Taken by Linda



**Kayla**

**Zoom**

Truck dispatcher and professional bodybuilder

**Extreme user:** Kayla is an extreme user due to her professional investment in fitness and how often and intensely she works out. She interfaces with fitness, health, and her body image much more than the average layperson.

Interviewed by Ethan  
Observed/Notes Taken by Linda

**Can you tell me  
about the last time  
you were  
physically active?**

**What are your  
health and fitness  
goals? How are  
you working  
towards them?**

**What does it mean  
to be  
"healthy" / "fit"?**

**How has your  
relationship to  
fitness affected  
how you view your  
body?**



Jasper

Chinese immigrant; new to SF  
after moving from LA

"I'M PRETTY LAZY"

GOES ON TO DESCRIBE  
WORKING OUT IN A GYM  
TWICE A WEEK, PLAYING  
TENNIS, AND GOING ON  
REGULAR MORNING RUNS

"...COMPARED TO MY  
FRIENDS" WHO HE  
DESCRIBES AS HAVING  
"BIG MUSCLES"

# KEY INSIGHTS

## Insight

Though Jasper is regularly physically active, he views himself as "lazy" because others' physical appearance seem more "fit" than his.

## Need!

People want validation from others regarding their perception of "fit" or "healthy".  
People tie their perception of health to their body image.



**Mike**

Information Technology  
worker; visiting the Bay Area

"WORKING OUT SHOULD BE  
ABOUT CONNECTING WITH  
NATURE IN OUTDOOR  
ACTIVITIES"



# KEY INSIGHTS

## Insight

Has little motivation to go to a gym, but open to outdoor physical activity in nature

## Need!

People need to **connect** with the physical activity that they partake in



Mike

Information Technology  
worker; visiting the Bay Area

"MY BODY IS VERY BAD."

DESCRIBING HOW HIS  
BUSY SCHEDULE MAKES IT  
HARD TO PRIORITIZE  
FITNESS:

"I KNOW IT'S **WRONG**, BUT  
THAT'S LIFE."

# KEY INSIGHTS

## Insight

Mike feels personal failure and a loss of control with regards to his ability to regularly workout.

## Need!

People need to feel empowered to partake in whatever amount of physical activity works for their life and their schedule.



Kayla

Truck Dispatcher and  
Professional Bodybuilder

"WORKING OUT IS A  
PHYSICAL STRESSOR BUT A  
MENTAL DE-STRESSOR"

Says that working out is a physical stressor but mental destressor

"Being in the sport of bodybuilding gives unreal body dysmorphia"

Says it is frustrating when she doesn't feel a "pump"

"It doesn't matter what other people say" (when looking for support about body dysmorphia)

Says it is helpful to not feel alone in feelings on body dysmorphia

"My relationship with fitness/working out is probably toxic" \*laughs\*

Said that she will have a hard time working out without the motivation of competitions

"Being fit means having the outward image that she likes to take care of her fitness"

Said that not giving herself "cheat meals" gives her an unhealthy relationship with food

Says that when she feels defeated about not making goals, she feels more motivated

Said that being strong makes her feel powerful

"Stress is the silent killer" (to body building goals)

**SAYS**

Observations: What did this person SAY that surprised you?

May think that she is too obsessed with fitness

Thinks strict diet is better for her physique

Thinks that she looks better when she is "shredded"

May think that working out is good for her mental health

Thinks problems (with workout) can usually be handled with more exercise / activity

Thinks it is not enough to just go to the gym to be healthy

Thinks that other bodybuilders understand what she's going through

May think that not working out makes her "lazy"

Thinks others are aware of her fitness dedication

Thinks it is important to keep track of goals

Mental health is very important to fitness

**THINKS**

Inferences: Based on what they SAY and DO, what might they be THINKING?

**Kayla**  
Professional bodybuilder and truck dispatcher; formerly personal trainer

**OUR USER**  
Describe your user here.

**DOES**

Observations: What did this person DO that surprised you?

When something feels off in a workout, she does extra reps

Gets in her head when she doesn't feel good in the gym

Tries to move on to different exercise/activity when frustrated in workout

Found her love of fitness as a freshman of high school by bench pressing 130 lbs

Walks through problems in workout afterwards

Rolls out after a workout to feel better

Turns to teammates and other bodybuilders about body image issues

Meal preps with her boyfriend for every meal of every day

"Indulges in cheat meals" every few weeks

Takes rest days (used to never want to take any)

Walks often, takes supplements, and does infrared saunas in addition to workouts

Writes workouts and tracks weight with pencil and paper

**OBSERVATIONS** | **INFERENCE**

**FEELS**

Inferences: Based on what they SAY and DO, what might they be FEELING?

Unhappy when she sacrifices "cheat meals"

Defeated when not hitting weight and physique goals

Empowered to be strong

Feels bad about physique when not in competition season

Unproductive when she has a bad workout

Happy that she shares a passion with her boyfriend

Worried about her fitness regime after she's done with competitions

Hopeful for the upcoming competition season

Validated in competitions

Proud of her physique





"Stress" is a big part of bodybuilding

Looking physically strong is important to her

Mental health is very related to fitness

Does extra reps to make up for a bad workout

Tries to get out of her own head

Empowered through fitness

Defeated through missing goals



# KEY INSIGHTS

## Contradictions

Working out is a "mental de-stressor", yet the sport of bodybuilding exerts much stress on Kayla's mental wellbeing.

Working out provides Kayla with both feelings of empowerment and defeat.

## Tensions

Kayla gets in her own head when a work out is not going smoothly, or when she does not reach her fitness goals.

## Surprises

Much of Kayla's motivation to work out comes from outward appearance and perception from others.

# KEY INSIGHTS

## Insight

Kayla does extra reps or additional exercises when she doesn't "feel" a workout

## Need!

People need to feel productive when engaging in fitness



# KEY INSIGHTS

## Insight

Kayla turns to her boyfriend, coach, and teammates for support and encouragement

## Need!

People need to feel supported by others in their health and fitness journey

# KEY LEARNINGS

1

People often look to others when thinking about their own fitness / health. They want companionship in fitness.

2

People's perception of how healthy and fit they is heavily influenced by their body image.

3

One's perception of their own health has the ability to empower or defeat oneself.

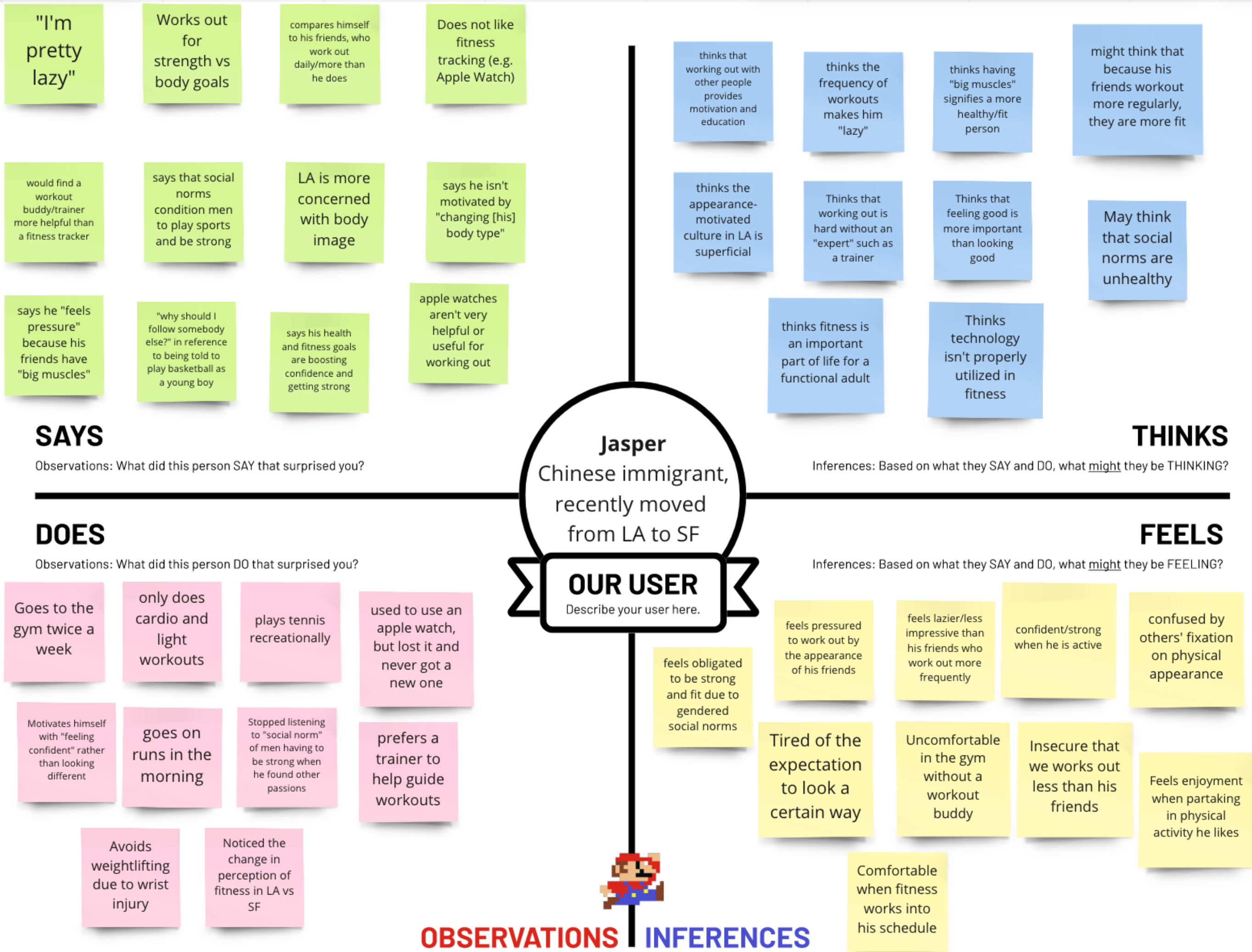
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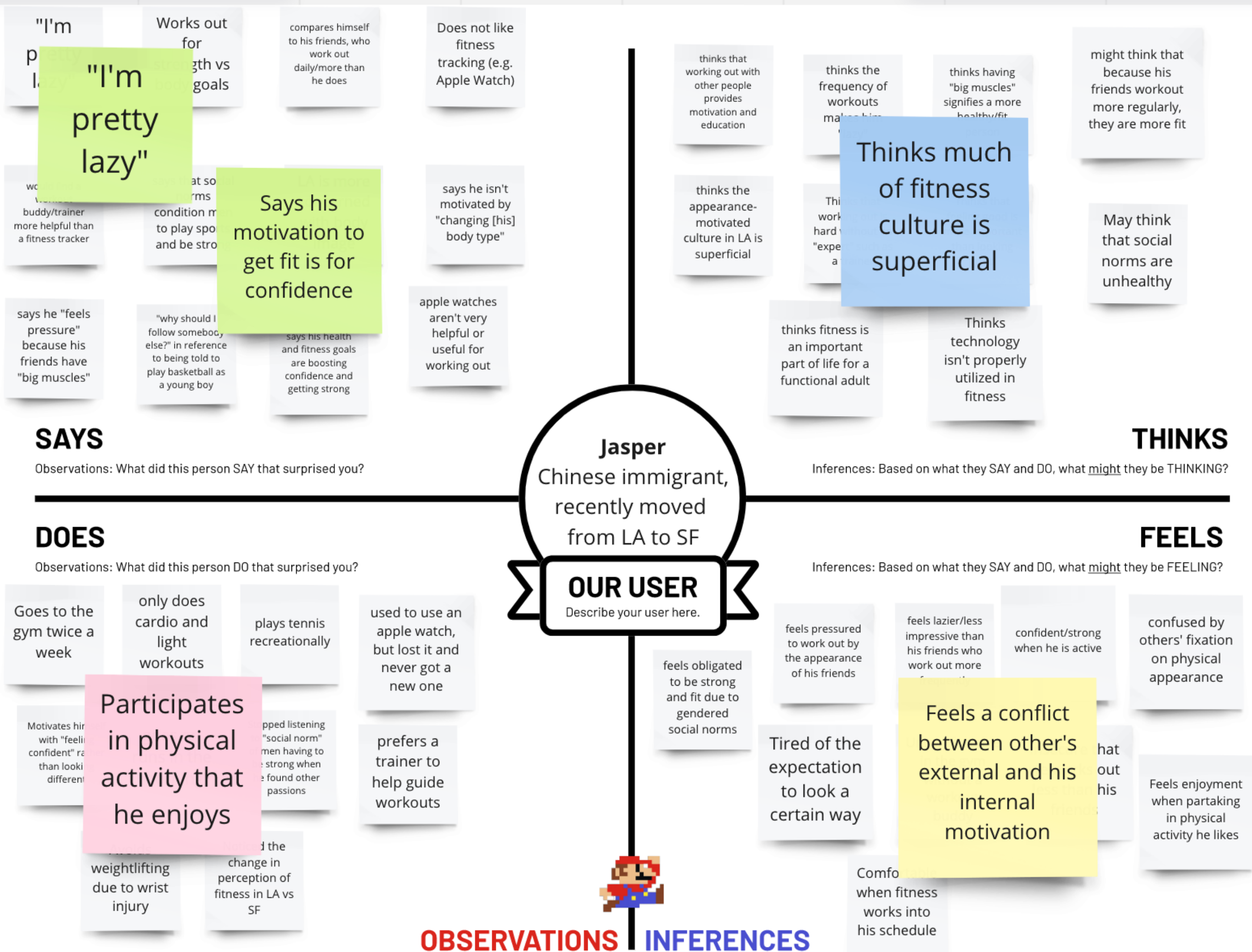
People want to feel **productive** when they exercise or practice fitness.

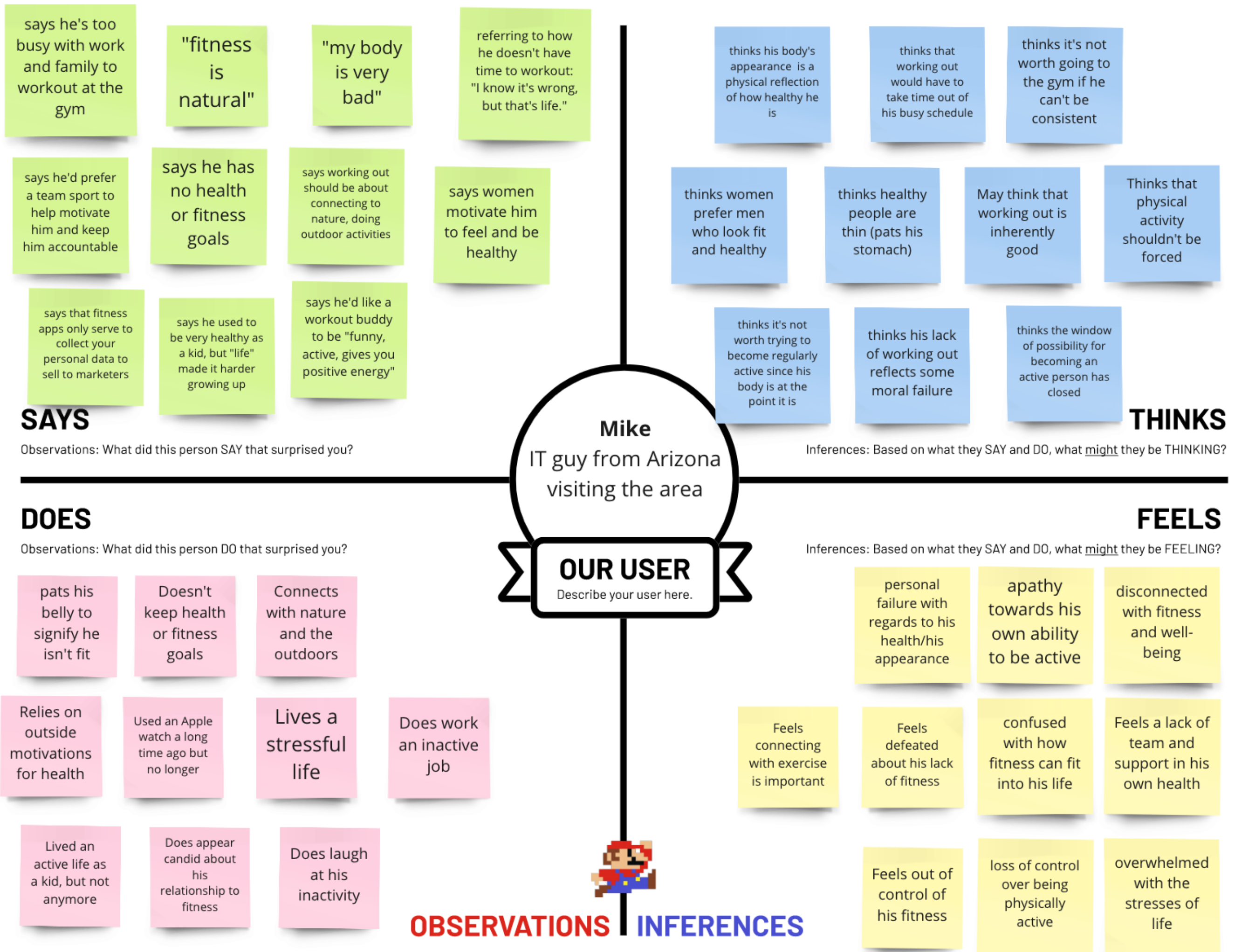
# NEXT STEPS

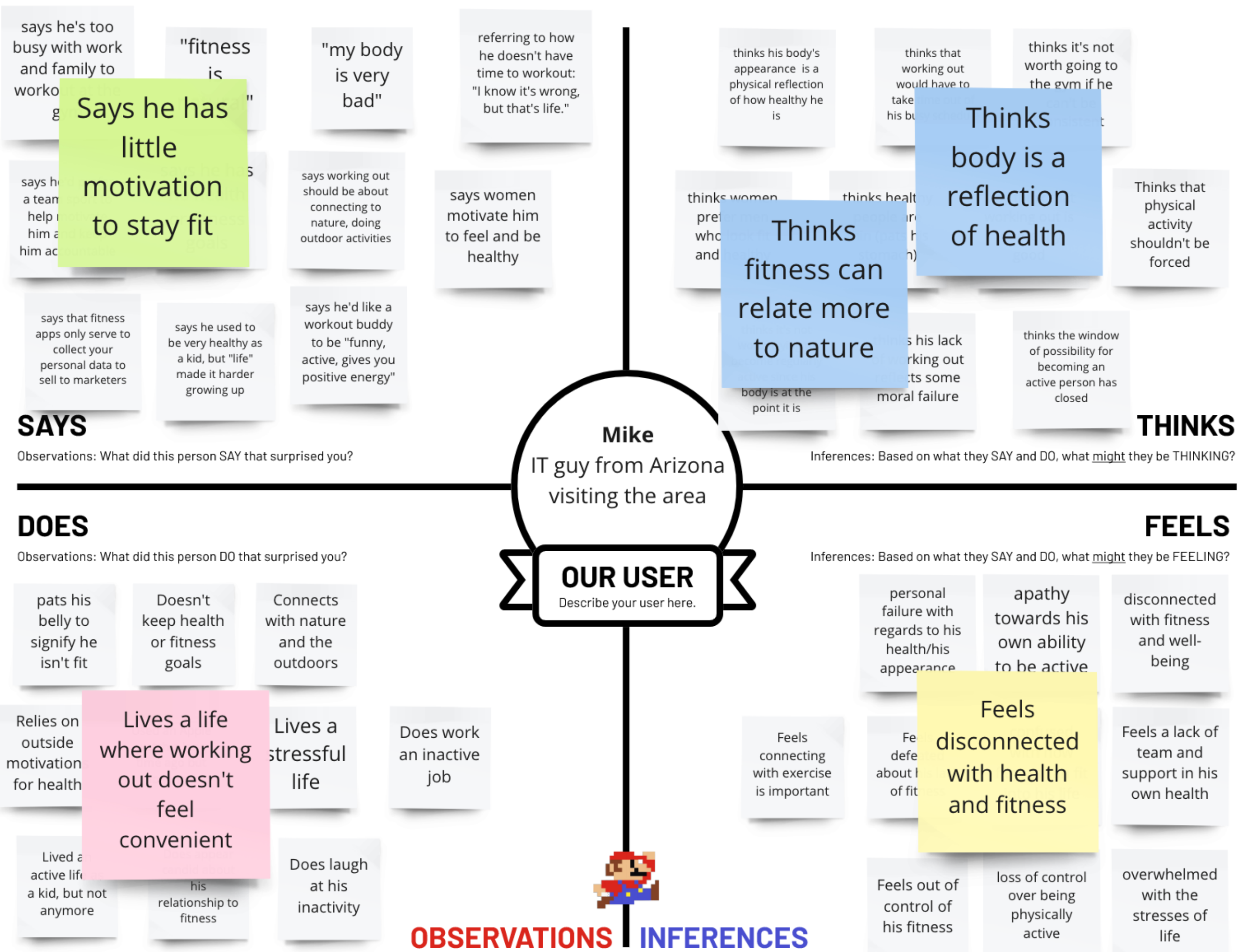
- Deepen our focus and continue conducting interviews
- Formulate POVs for potential users and use "How Might We" statements to focus in on a potential problem
- Create and test experience prototypes to verify our assumptions

# APPENDIX









says he's too busy with work and family to work out

"fitness is important"

"my body is very bad"

referring to how he doesn't have time to workout: "I know it's wrong, but that's life."

says working out should be about connecting to nature, doing outdoor activities

says women motivate him to feel and be healthy

says he'd like a workout buddy to be "funny, active, gives you positive energy"

says that fitness apps only serve to collect your personal data to sell to marketers

says he used to be very healthy as a kid, but "life" made it harder growing up

says he's a team player, help him and him achieve his goals

says he'd like a workout buddy to be "funny, active, gives you positive energy"

thinks his body's appearance is a physical reflection of how healthy he is

thinks that working out would have to take his busy schedule into account

thinks it's not worth going to the gym if he has to work out

thinks physical activity shouldn't be forced

thinks women prefer who is healthy and active

thinks health is important

thinks his lack of working out is some moral failure

thinks the window of possibility for becoming an active person has closed

thinks his body is at the point it is

thinks that working out is a moral failure

**SAYS**

Observations: What did this person SAY that surprised you?

**Mike**  
IT guy from Arizona visiting the area

**THINKS**

Inferences: Based on what they SAY and DO, what might they be THINKING?

**DOES**

Observations: What did this person DO that surprised you?

**OUR USER**  
Describe your user here.

**FEELS**

Inferences: Based on what they SAY and DO, what might they be FEELING?

pats his belly to signify he isn't fit

Doesn't keep health or fitness goals

Connects with nature and the outdoors

Relies on outside motivation for health

Lives a life where working out doesn't feel convenient

Lives a stressful life

Does work an inactive job

Lived an active life as a kid, but not anymore

Does laugh at his inactivity

Doesn't keep health or fitness goals

Connects with nature and the outdoors

Relies on outside motivation for health

Lives a life where working out doesn't feel convenient

Lives a stressful life

Does work an inactive job

Lived an active life as a kid, but not anymore

Does laugh at his inactivity

personal failure with regards to his health/his appearance

apathy towards his own ability to be active

disconnected with fitness and well-being

Feels connecting with exercise is important

Feels disconnected with health and fitness

Feels a lack of team and support in his own health

Feels out of control of his fitness

loss of control over being physically active

overwhelmed with the stresses of life



**Consent Form**

Undominate Team 3's prototype is being produced as part of the coursework for Computer Science course CS 147 at Stanford University. Participants in the experimental evaluation of this prototype provide data that is used to evaluate and modify the interface of Undominate Team 3. Data may be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers (Hawi Abraham, Linda Denson, Devorah Simon, and Ethan Foster) or with Professor James Landay, the instructor of CS 147:

James A. Landay  
CS Department  
Stanford University  
650-498-8215  
landay at stanford dot edu

Participant anonymity will be maintained by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the research and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the Undominate Team 3's research. I understand that I may withdraw my permission at any time.

I give consent to be videotaped during this study:

Yes  No

I give consent to be audiotaped during this study:

Yes  No

I give consent for video or audio recordings from this study to be shown to people not directly involved with this research during/in class, seminars, reports, or scientific presentations.

Yes  No

Name Kayla Murphy

Participant Number \_\_\_\_\_

Date 10/3/22

Signature Kayla Murphy

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Yes  No

Name Jasper Dem

Participant Number \_\_\_\_\_

Date \_\_\_\_\_

Signature Jasper Dem

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Yes  No

Name Miser

Participant Number \_\_\_\_\_

Date 10/3/2022

Signature \_\_\_\_\_