



TEXAS McCombs

The University of Texas at Austin
McCombs School of Business

Telehealth & Well-Being: Defining the Challenge

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Persona Updates



Original Persona

MS Student

Demographics

Generation	Millennials
Median Age	~25
Occupation	Master Student
Income	<\$50,000

About

Educated, little-to-no income, full-time student, technically savvy, owns wearable technology and a smartphone, job-seeker

Lifestyle

- Has 1+ health apps on phone
- Likes to feel in control of their health
- Likes to have treatment options
- Eats well & exercises

Activities

- Studying
- Attending class
- Going out / socializing
- Working on group projects
- Cooking & eating
- Playing & watching sports

Passions

- Academics/Education
- Self development
- Professional & social networking
- Listening to music
- Watching video streaming services
- Technology
- Video & board games
- Social activities
- Fashion
- Professionalism



Updated Persona

MS Student

The Busy-Bee

About

Educated, little-to-no income, full-time student, **owns a smartphone**, job-seeker, **health conscious**, has **health insurance**, mostly multi-tasks to make efficient use of time and energy

Lifestyle

Has tried 1 or more health technologies
Likes to have **convenient** treatment options
Aims to eat well
Prioritizes socializing

Activities

Studying
Attending class
Going out / socializing
Group projects
Light exercise
Watch online videos

Demographics

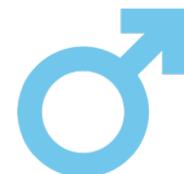
Generation : Millennials
Median Age : ~25
Occupation : Master Student
Income : <\$30,000

Passions

Academics/Education
Self development
Professional & social networking
Listening to music
Watching video streaming services
Technology
Social activities
Professionalism

● -Changes to persona

Participants - At a Glance



1

2



2

4

3



6



9

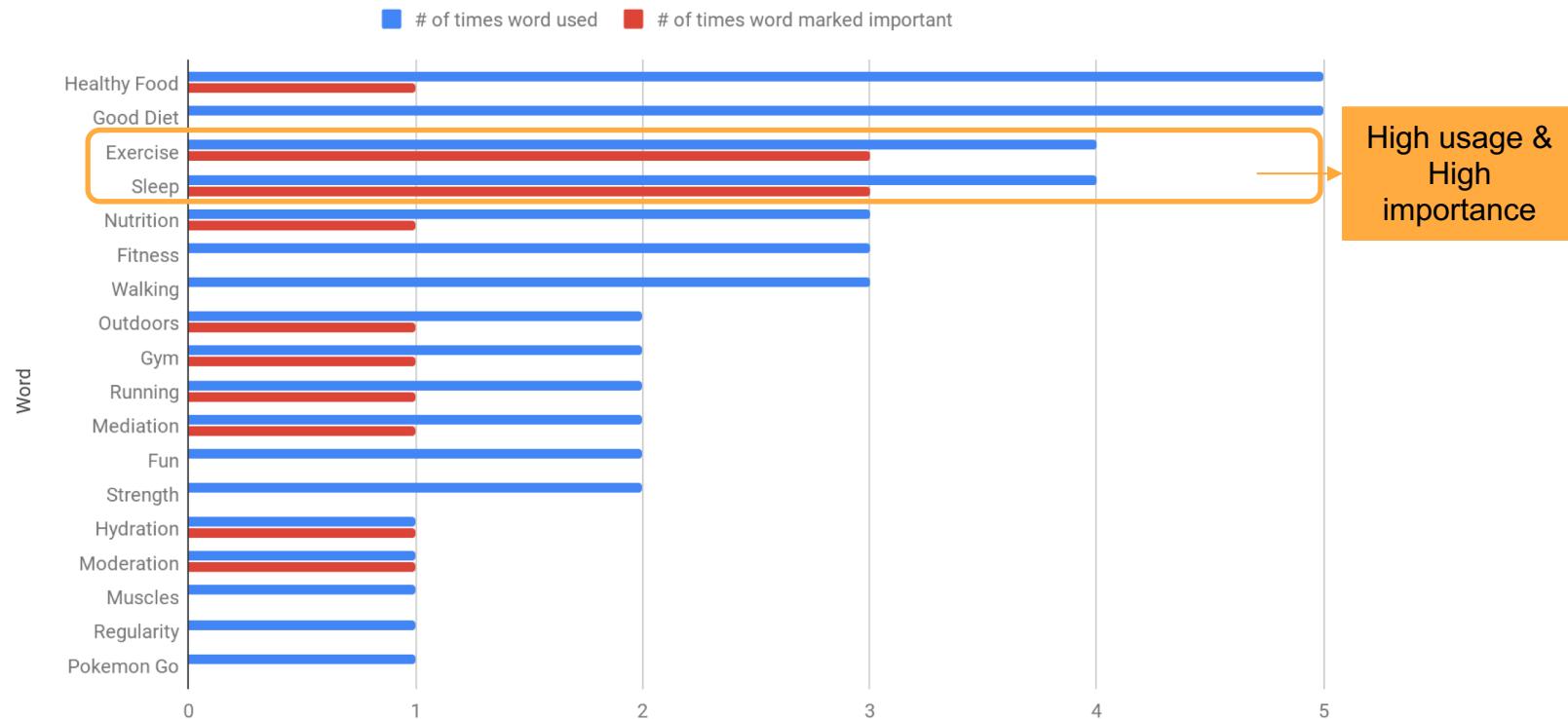
Data Analysis

Idea Board



Physical Well-Being Word Map - Frequency Chart

Words Associated With Physical Well-Being

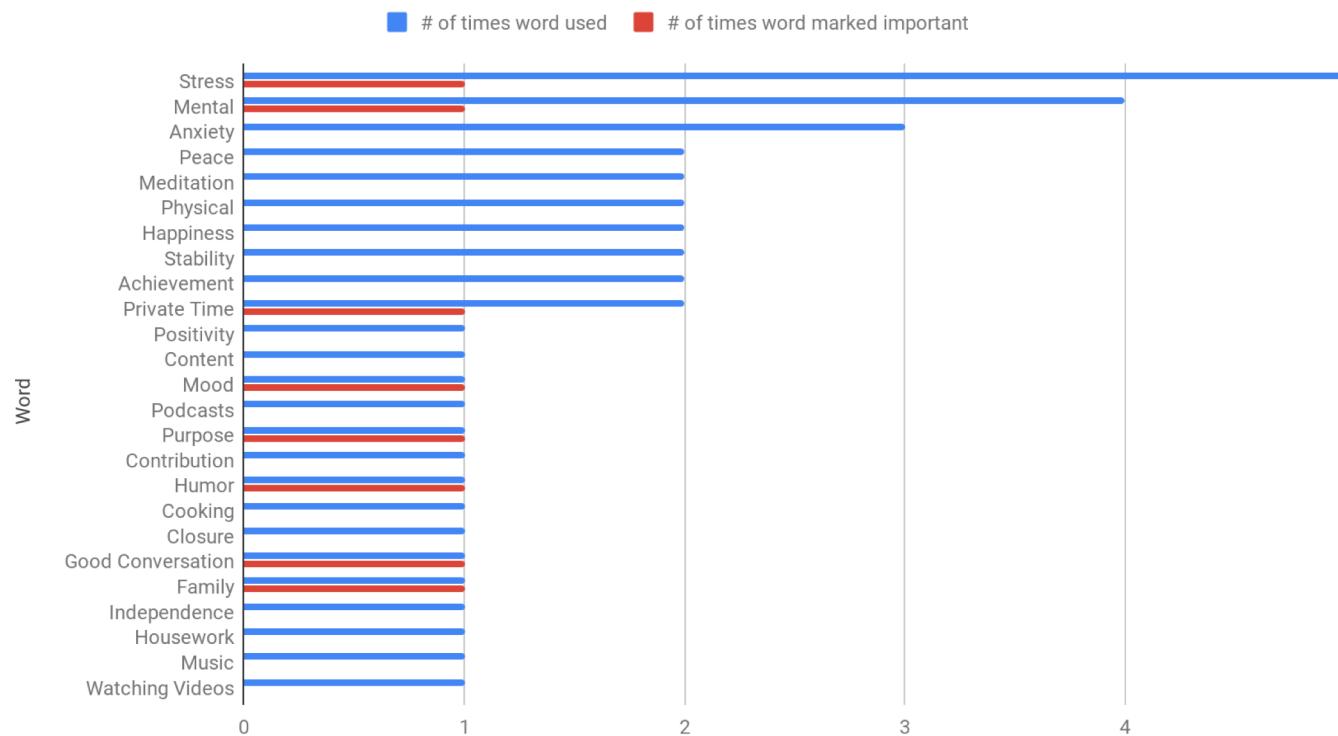


Physical Well-Being - Word Cloud

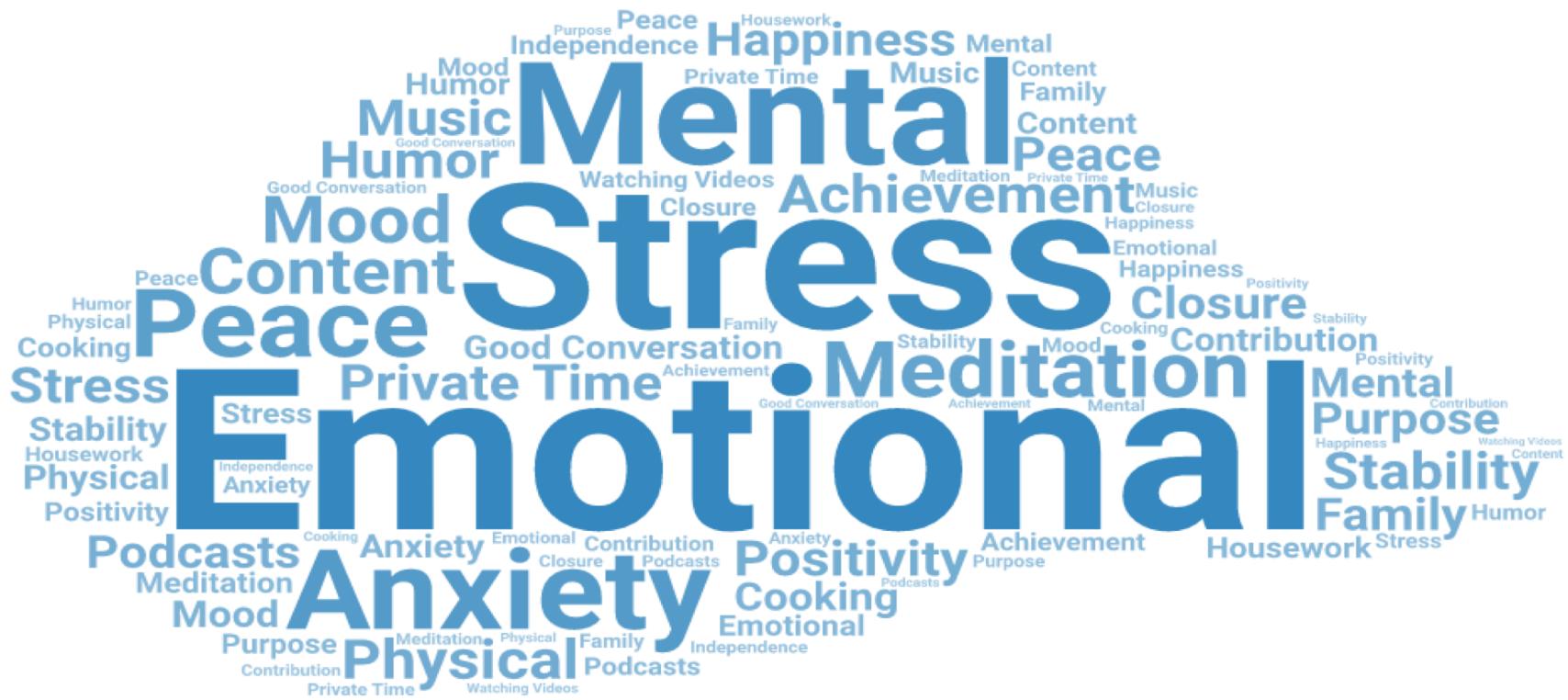


Emotional Well-Being Word Map - Frequency Chart

Words Associated With Emotional Well-Being

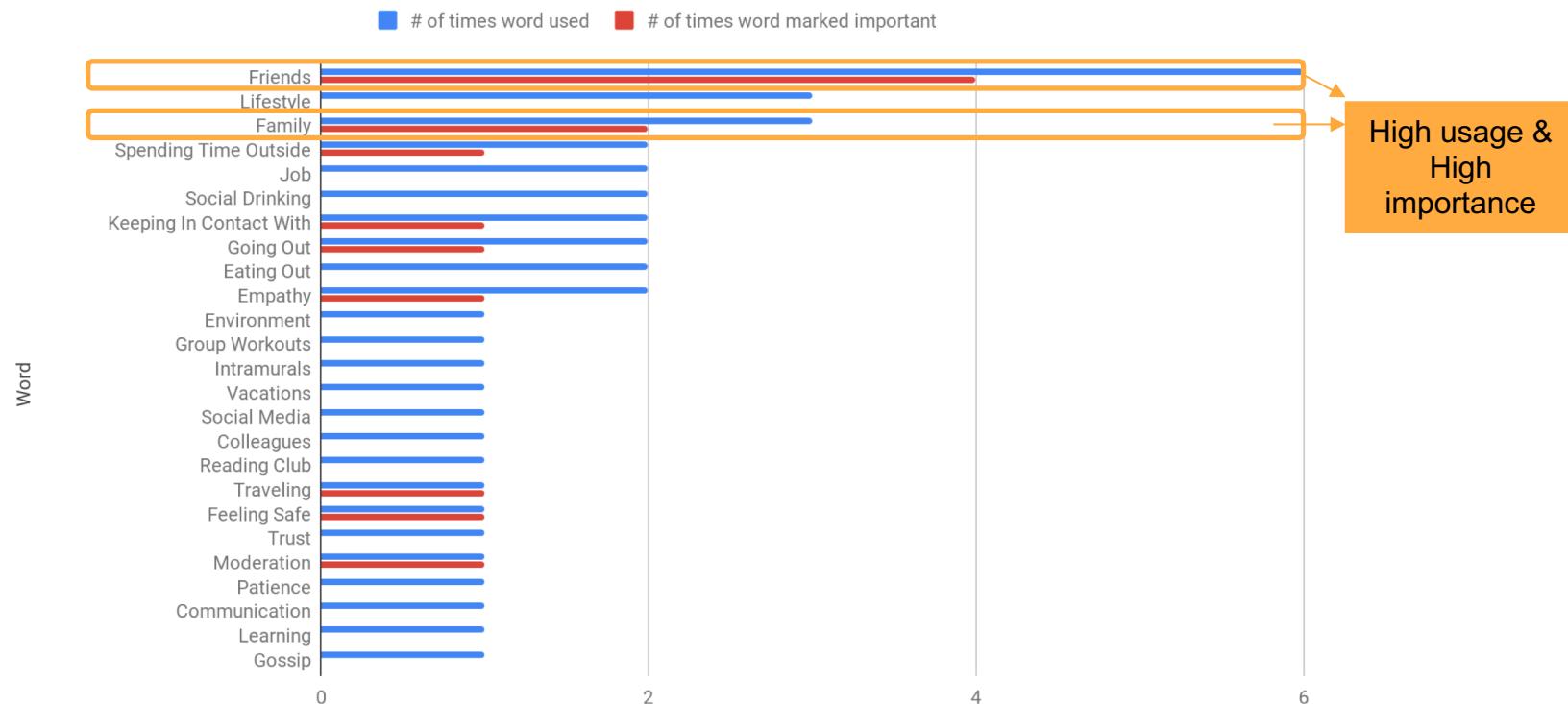


Emotional Well-Being - Word Cloud



Social Well-Being Word Map - Frequency Chart

Words Associated With Social Well-Being

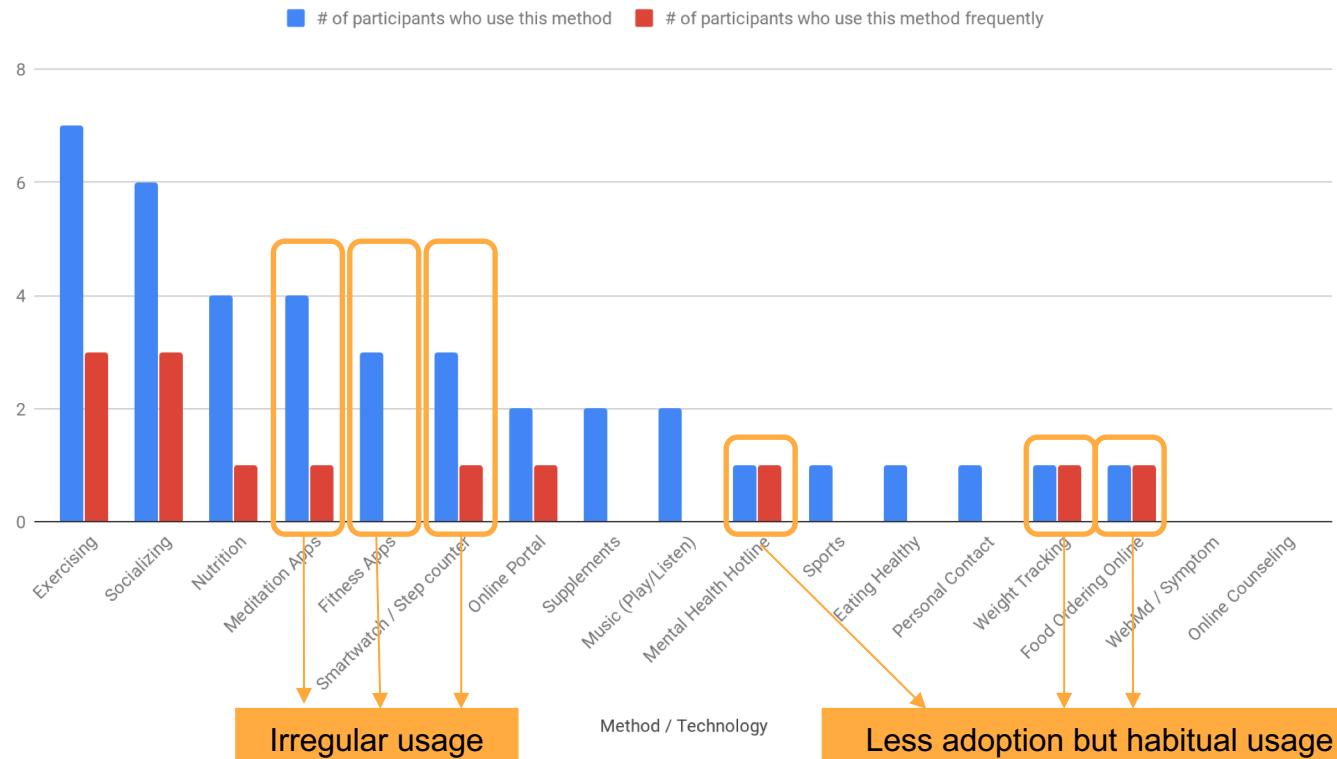


Social Well-Being - Word Cloud



Well-Being Ecosystem - Frequency Chart

Technologies / Methods Used to Improve Well-Being



Well-Being Ecosystem - Venn Diagram

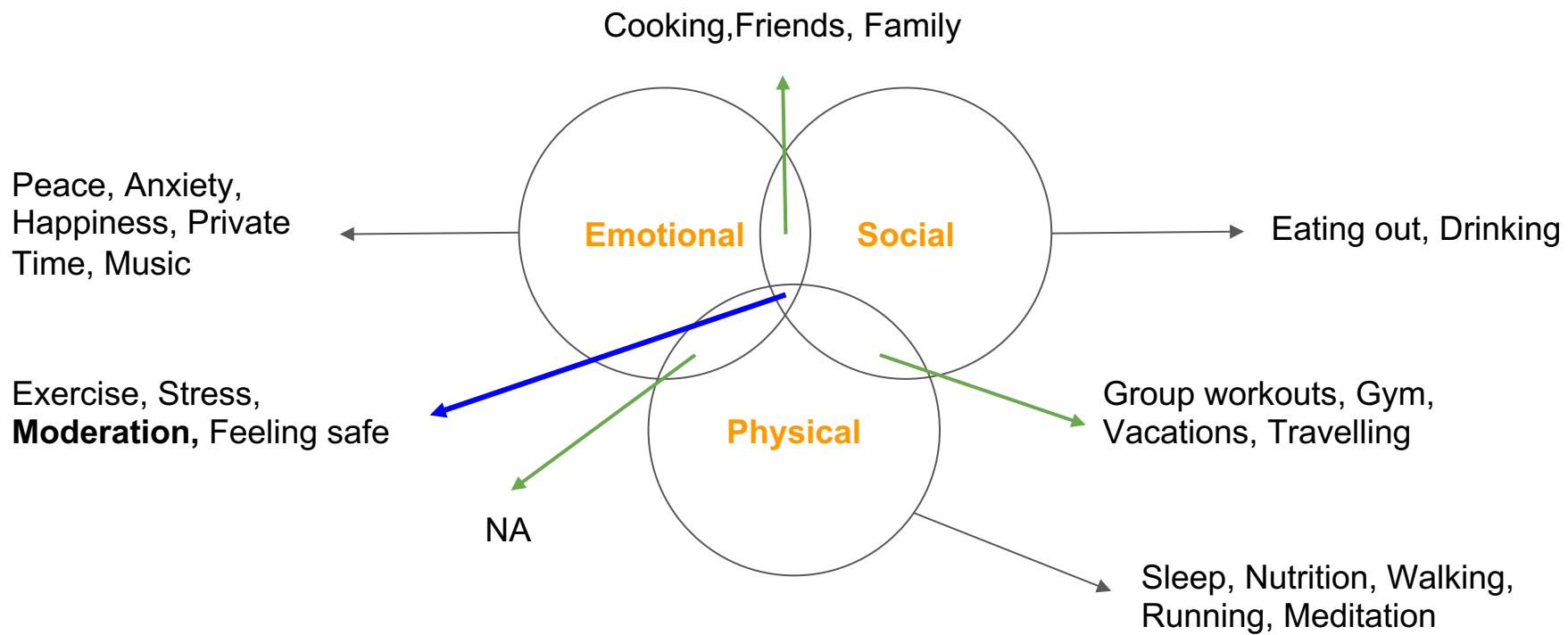


Photo Journal - Snapshots

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Physical

The top screenshot shows a summary dashboard with various health metrics: Weight (71.20 kg), BMI (23.2), Body Fat (15.6%), Free-Body Weight (60.12 kg), Subcutaneous Fat (13.7%), Visceral Fat (6), Body Water (61.0%), Skeletal Muscle (54.5%), Muscle Mass (57.09 kg), Bone Mass (3.01 kg), Protein (19.2%), and BMR (1668cal). It also displays a metabolic age of 26 and a note about all data being collected from the device. The bottom screenshot shows a more detailed view of activity tracking, including steps (5,856) and flights climbed (3 floors) for the day.

fitbit

Read the Flex 2 101 Guide

Yesterday

15,209 steps

6.44 km, 2,655 cals, 0 floors, 48 minutes

2 of 5 Days weekly exercise

65.5 kg

0 fl oz Make a splash!

What have you eaten today?

23:45 3 hr 48 min 19 hrs 250+ steps per hour

3x Awake / 16x Restless

GELTEC

VISIT SITE

A mobile application interface titled "Let's Meditate". The screen shows a list of downloaded tracks with small preview images and titles. The tracks include "Zen Breath Before Sleep" (10 minutes - Male Voice), "Attract Abundance" (Remove any lack or fear from your life to attract more abundance; realize how much you already have. Relate the abundance and exhale the lack.), "Body Mind Spirit Healing" (40 minutes - Female Voice), and "Body Scan" (24 minutes - Female Voice).

Let's Meditate

Downloaded tracks

Zen Breath Before Sleep

Attract Abundance

Body Mind Spirit Healing

Body Scan

A mobile application interface titled "HOME WORKOUT". It shows a "WEEK GOAL" section with three empty fields for "WORKOUT", "KCAL", and "MINUTE". Below it is a "7X4 CHALLENGE" section featuring a video thumbnail of a muscular man performing a full-body workout. At the bottom, there is a "Functional Exercise Mat" advertisement for GELTEC.

HOME WORKOUT

WEEK GOAL

SET A GOAL

7X4 CHALLENGE

FULL BODY > 7X4 CHALLENGE

BUILD WIDER SHOULDERS

GELTEC

VISIT SITE



Emotional



Social



Behavioural Insights - Part 1



- Have tried using technology for self-managing well-being (Health conscious)
- Actively *thinks* about well-being because they want to take care of themselves



- Proactive vs reactive because they daily spend time for fitness



- Face-to-face vs virtual communication preferred for social interactions



- Health care preferences
 - a. Family doctor
 - b. UT's Student Healthcare (Portal, Nurse Helpline) - Easy to use

Behavioural Insights - Part 2



- Participants are **distancing themselves from social media platforms** (earlier popular tool for social well-being) because it is impacting their emotional health (Fear of missing out, Perfectionism anxiety)



- **Against spending money on apps;** opt for free apps or wearable technology received as gift



- **Social Battery -**
 - They like spending time with friends but need to retreat to a private space to recharge
 - Moderation is the new mantra



- **Desired convenience** from Self Health Management tools & technologies:
 - Low time investment
 - Better User Experience - Unobtrusive, pretty, understandable, effortless

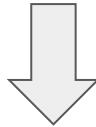
Challenge Statement

Challenge Statement I

How can we improve the overall user experience of telehealth technologies for M.S. students so that they can better engage with these?



How might we make existing telehealth technologies more automated for M.S. students so that they can save time when managing their well-being?



How might we make food and health apps require less user-inputted data so that M.S. students can save time when trying to work out and eat healthy?

Challenge Statement II

How might we increase awareness of telehealth technologies among M.S. students to encourage the adoption rate of these technologies?



How might we increase the adoption rate of telehealth technologies among M.S. students to encourage them to be more proactive in their health management?



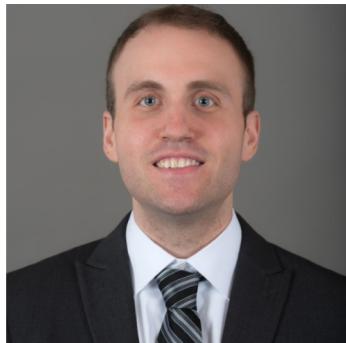
How might we make the adoption rate of telehealth technologies higher than that of traditional health care methods for M.S. students so that they are more motivated to improve and maintain their well-being?



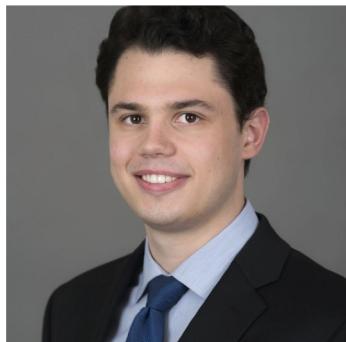
How might we make adopting telehealth technologies more cost effective for M.S. students to overcome the mental barrier associated with paying for telehealth technologies?

Research Experience Reflection

Phase 2 - Reflections



“The research resulted in a lot of qualitative data. It was a little difficult to think about outcome driven questions when interviewing. I think we'll have to get pretty creative with our ideas.” - Sam Bell



“I feel good about the research we did, but it's hard to know whether our data is thick enough to push us forward. I am relieved to be done with the research and excited to move on to the more hands-on and creative phases.” - Malik Ouda

Phase 2 - Reflections



“The research generated a good amount of qualitative data, the generative research allow us to draw detailed challenge question. I am excited to generate prototypes for our challenge questions.” - Colin Chu



“It was extremely helpful to use generative research tools in the interviews. It triggered conversations and connections which a questionnaire style interview never could. But it was challenging to identify concrete patterns/connect the dots across different research methods used” - Chetna Singhal