EMPATHY RESEARCH

Methodology

Empathy research was conducted using 1:1 interviews with three participants. One participant was interviewed in person, one was interviewed over the phone, and the last interview was conducted via email. Participants were asked a series of questions to identify interest, barriers, and hopes in regards to tracking their symptoms.

Research Participants

User 1

Demographics:
Age- 33
Education Level- Trade school
Geographical Location- La Grange, KY
Household/Family- Husband and two kids, a 9 year old son and 4 year old daughter

Psychographics:
Lifestyle/interests- Busy CNA, likes to spend time with family
Values/goals- Increased energy, long term health management
Needs/limitations-Often busy and fatigued, need low time investment
Attitudes-Cautiously optimistic. Wants to be hopeful but is hesitant.

User 2

Demographics:
Age- 42
Education Level- Some College
Geographical Location- Louisville, KY
Household/Family- spouse, adult child 19, teen 14, mother-in-law

Psychographics:
Lifestyle/interests- moderate daily activity; reading, crafting

Values/goals- Physical Well-being, accessibility; clear/concise data and reports to increase clarity of communication with providers

Needs/limitations- Easy-to-use data entry (limit need for lots of executive functioning), dark background with light text for eye strain, make use like a game or add fun features; *Limitations*- bright, harsh background or text, too many steps for task completion creates barrier to use

Attitudes-Inquisitive. Information seeking/research and data driven would use app for pattern and data points. Feels most at ease when something is fun to use, serves multiple purposes with one "effort," and will ultimately help her understand data better.

User 3

Demographics:

Age- 52

Education Level- Associate's degree in nursing

Geographical Location- Carrolton, KY

Household/Family- wife, 24 year old son, 18 year old step daughter, 3 cats

Psychographics:

Lifestyle/interests- Works remotely as a utilization management nurse. Enjoys walking, hiking, camping, traveling, and quilting.

Values/goals- Longevity. Better management of health. Reduction of flare ups to improve quality of life.

Needs/limitations- Frequently fatigued and persistent brain fog, long stressful work days. Needs visual data to see patterns.

Attitudes-Curious, seeking. Hopeful to see positive change. Yearns for an easy way to track health information to help have better control over her health.

Data Synthesis

Insights

Cognitive Load

Each user mentioned brain fog or cognitive load. Preference expressed for simple interface, nothing heavy or time consuming.

Ease of Use

Each user expressed wanting simply data entry with checkboxes or buttons. No long forms or typed data entry.

Data Privacy

Both users 1 and 2 expressed concerns with data privacy; not wanting information shared with 3rd party and preference for local storage of data.

Correlations

All users want to see corrections with their data, which has prevented them from tracking to begin with. They would like to see patterns between food, sleep, stress, exercise, menstrual cycles and symptoms/flare ups.

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"Doing one more thing seems intimidating when in a flare up. If it's not simple... I'm not sure about using long term." - **User 1**
"Seeing the correlation between lifestyle factors and flare-ups would change my day-to day life." - **User 3**

How Might We...

How might we minimize the cognitive load of data entry for fatigued users while maintaining high data integrity?

How might we simplify the landing page to reduce overwhelm and retain usability even when a user is experiencing a high-fatigue flare-up?