



Wellness truths demystified
by the expert in your pocket



TEAM

- Erik Domnizky
- Sana Riaz
- Kathryn Williams
- Michelle Yav

TOOLS



TIMELINE

June 7th - June 28th, 2023

Week 1

- Day 1 Project Proposal
Day 2 Empathy & User Research

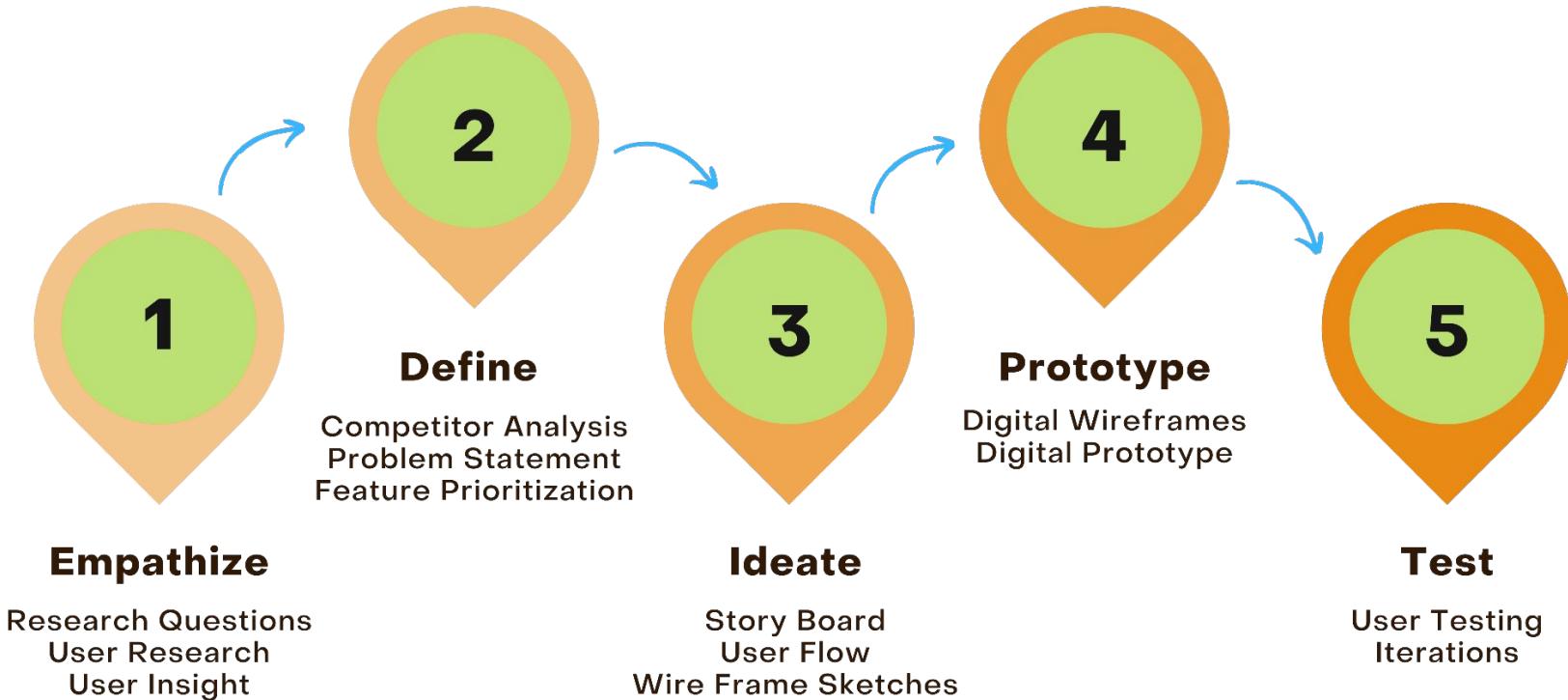
Week 2

- Day 3 Definition & Ideation
Day 4 Paper Prototyping
Day 5 Prototyping
Day 6 User Testing & Iterations

Week 3

- Day 7 Presentation & Case Study

DESIGN PROCESS



AN OBSERVATION

Young people are inundated with wellness information on social media, ranging from the proven to the dubious, coming from people and companies that straddle the line between a trusted advisor and an advertising agency.

Individuals in search of unbiased and honest information about health trends and products are tasked with doing their own research. This individual research is often time consuming, riddled with scientific jargon, and confusing.

A SOLUTION

WELLO is a trusted tool to help our users learn more about the efficacy of current health or wellness trends and products and empower them with digestible and actionable information from trusted medical professionals so they can make decisions and purchases with confidence.

PROTO-PERSONA

Demographics

- Female
- College student
- 20 years old
- Washington, DC

Behaviors & Habits

- Habits include staying up late with work and school, snacking, social media, occasionally working out
- Recent health issues have sparked an interest in her physical and mental health
- Enjoys exploring the DC-area with her friends and walking dogs

Pain Points & Frustrations

- Full-time student with a part-time job so have very limited time in her schedule to dedicate to her health and/or wellness research
- Conflicting information from various different sources
- Has no idea what information to trust
- Hates when influencer promote products but don't say it is a paid advertisement

Needs & Goals

- Wants to achieve/maintain a healthy lifestyle
- Wants a well-rounded diet that includes all of the vitamins and nutrients her body needs and lacks
- Interested in skin care, exercise, and overall wellness
- Wants to prioritize her health without spending a lot of time or money
- This is a new interest so she has no where to start and needs some guidance

EMPATHIZE

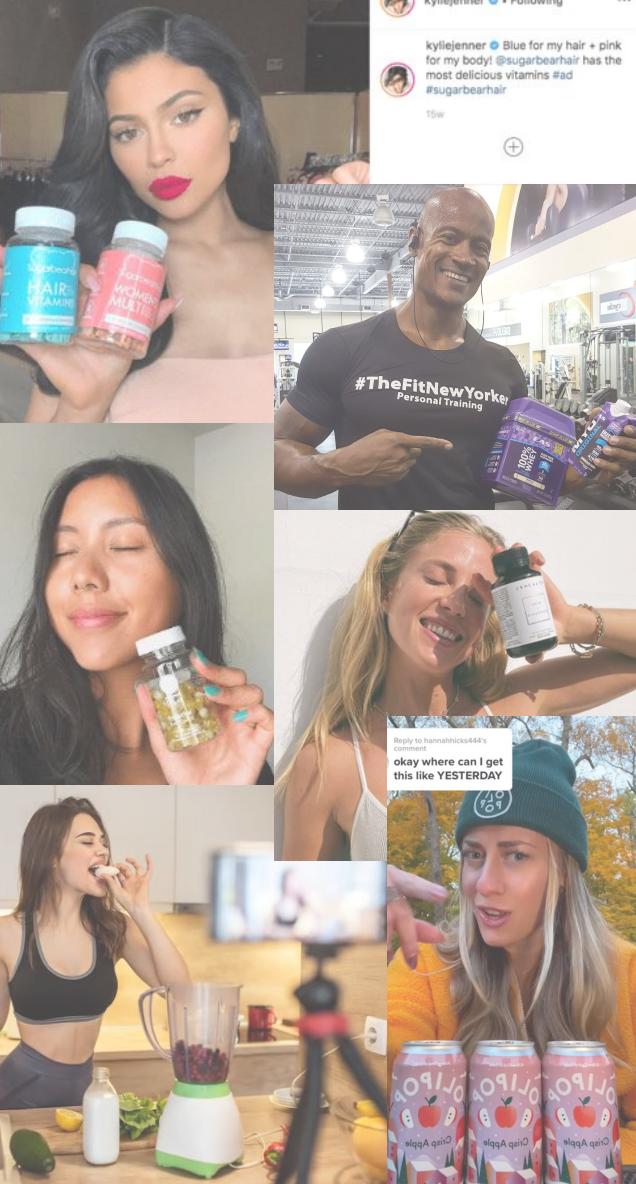
Learning about our users



RESEARCH QUESTIONS

- How do users currently assess the validity of health claims?
- How does their research inform their purchasing habits?
- Where and when do users primarily encounter health and wellness trends?
- How do they feel about the products or advertisements they encounter?
- What is their impression of claims in the media regarding health trends compared to existing scientific evidence?
- What do users like and dislike about resources currently existing for users to gauge the legitimacy of health and wellness trends?

We conducted interviews with young social media users.



RAW INTERVIEW DATA

INTERVIEW QUESTIONS	INTERVIEW 1	INTERVIEW 2	INTERVIEW 3	INTERVIEW 4	INTERVIEW 5
Hi, my name is:	Sophie	Farah Naz	Zille	Tabassum	Zina
Gender	Female	Female	Female	Female	Female
What's your name and, if you don't mind my asking, your age?	24	17		18	15 20
What do you do for work?	political fundraiser	High school student	University student	High school student	Student & server
What do you enjoy doing in your free time?	walking, reading, hanging out with friends	Write songs, use of tiktok, Instagram, twitter, snapchat	Likes listening music and going on walks reading	Sleeping, reading or using my phone	Reading and Dance Work, Reads, and goes out with friends
What does a normal week look like for you?	work Monday-Friday, walk and/or cook when she gets home from work. On the weekends she likes to hang out with friends	The schedule includes homework on Sundays, school activities from Monday to Saturday, and Taekwondo classes from Monday to Thursday.	Attends classes from Monday to Friday in the afternoon and then proceeds to complete all their homework following the lectures.	From Monday to Friday, there are school activities to attend, followed by returning home to take care of siblings and attend to any unfinished chores. Homework completion follows these responsibilities. Additionally, from Monday to Thursday at approximately 7:30, Taekwondo sessions take place. The weekends, specifically Friday to Sunday, are designated as free time for completing unfinished chores and enjoying relaxation.	
What are your favorite apps and websites?	Weather app, messages, Instagram, health app (IOS), Snapchat	Douyin, the Chinese counterpart of TikTok, demonstrates a keen interest in popular trends, particularly those related to makeup. The individual also utilizes platforms such as Twitter, Apple Books, Spotify, Musescore, and the Webnovel/Fanfiction app.	Instagram, Snapchat, Pinterest, YouTube	Various platforms, including TikTok, the Books app on the iPhone, Spotify, YouTube, Brightspace, and Gmail, are regularly used.	Twitter, Book app, Good Read, Tiktok
If you use Tik Tok or Instagram, what kinds of videos most frequently appear on your feed?	Forgot to ask- will ask her later	Organizes their content by creating edits of their favorite shows, books, and current trends. They actively engage with music-related videos, cooking tutorials, and stay informed about the latest makeup trends.	shares various content, including fashion tips, makeup/skincare tips, a food blog, academic posts, and traveling videos.	The content typically consumed includes music, entertaining edits, and occasionally encountered advertisements.	Funny video, book token Digital Art, and traveling
Thanks so much. Next, I'd like to ask you about your experiences when researching wellness. If you don't have a specific answer to a question, that's totally fine, we can move on.					
On a scale of 1-10, how interested are you in health and wellness-related news, media, or trends?	5 (overall, but some specific things she is more interested in)	8 ("Trends really help you discover more of your self, your needs and wants")	9 (significant effort to conducting extensive research on products by relying on influencers and articles.)	The interest level stands at 6.5, but a significant portion of the products is challenging to comprehend. Even if there is a grasp of the product's nature, budget constraints limit the ability to make purchases.	7.5
Have you come across any health and wellness trends in the media?	Yes- lots	Came across various resources, but they noticed that most of them primarily focused on the physical aspect of health.	Yes just a few	Yes (not that much)	Yes
		Yes When encountering a trend that prominently features on their For You Page (FYP) and is actively embraced by a favored social media influencer			

AFFINITY DIAGRAM

ATTITUDES

Finds varying prices for same product which is concerning

Most trends are not practical and promote a 'social media lifestyle'

Feels most health trends they see are fake

struggles to decide if a product will work for them

Trouble with validity of sources - who is reliable and who is not?

False advertisements are everywhere

Fears being scammed

Swamped with information - what is true, what shouldn't be trusted?

has not made purchases after encountering something on feed or influencer's acct.

Products encountered on social media are usually expensive

Hesitant regarding trends

Most of the trends are confusing and hard to comprehend

Items that are healthy in one way may not be in another: Protein bars with 50g of sugar

SEEKING TRUTH- GOOD

Google Scholar

trends adopted after frequently seeing it on social media

Trusts docs and specialists on social media

seeks out genuine reviews

Comes across many trends in the media

Trusts research and official websites

Researches wellness trends on social media, reviews, wikipedia, and google

ACTIONS

Songwriting

Interest in cooking

Exposure to intl. trends

Interests include food and makeup

Music, cooking, and makeup trends in their feed

Interests: skin care, lifestyle, and health

Taekwondo - exercises

interested in makeup and hair styles

INTERESTS

Adopts trends used by influencers they trust

Has made purchases in connection with these trends

purchases made after frequently seeing it on social media

Haven't made any purchases around these trends yet

SEEKING TRUTH- BAD

encounters conflicting information

Greater interest in trends - helps one understand their needs and wants

Struggles to find trustworthy and reliable information

Medium interest in health & wellness

Natural curiosity and interest in trending products/wellness trends

Too much information is overwhelming and a deterrent

Individual research is rarely clarifying but creates more confusion

AFFINITY DIAGRAM

ATTITUDES

Finds varying prices for same product which is concerning

Most trends are not practical and promote a 'social media lifestyle'

Feels most

struggles to decide if a

Trouble with validity of

False

Fears being scammed

Swamped with information - what is true, what shouldn't be trusted?

SEEKING TRUTH- GOOD

Google Scholar

trends adopted after frequently seeing it on social media

Trusts docs and specialists on social media

seeks out genuine reviews

Researches wellness trends on social media, reviews, wikipedia, and google

KEY TAKEAWAYS

- Users struggle to make sense of health trends and products encountered on social media
- Users seek honest reviews but struggle to identify them
- Too much information can lead to more confusion

Songwriting

Interest in cooking

Exposure to intl. trends

Food and makeup

Music, cooking, and makeup trends in their feed

Interests: skin care, lifestyle, and health

Taekwondo - exercises

interested in makeup and hair styles

purchases made after frequently seeing it on social media

Haven't made any purchases around these trends yet

encounters conflicting information

their needs and wants

information

Medium interest in health & wellness

Natural curiosity and interest in trending products/wellness trends

Too much information is overwhelming and a deterrent

Individual research is rarely clarifying but creates more confusion

BAD

USER PERSONA



*Delaney Huff
20 years old
Austin, TX*

Bio

Student & server, Delaney enjoys **cooking for friends, listening to an ever rotating playlist, and staying fit** by engaging in the martial arts. Delaney wants to create a simple skincare routine that works with their oily skin, but *finding clear and helpful information is a challenge*.

Goals

- Manage her time better
- Limit her online shopping and spending overall
- Create a simple skincare routine and stick to it
- Workout more consistently

Barriers & Frustrations

- Wants to create a skincare routine, but doesn't know where to start.
- She feels there is *too much* information out there for her to make sense of.
- Is this influencer being truthful, or just being sponsored?
- Wants a healthy lifestyle but has limited time and budget

USER INSIGHT

A young woman needs a reliable source for health and wellness-related research because she wants to create a simple but effective skincare routine she can afford.

A college student with limited time and budget needs a reliable wellness resource at her fingertips because she wants to create a simple and effective skincare routine that is backed by science.

A college student with limited *time* and *budget* needs a *reliable* wellness resource to temper the information she receives from social media because she wants to create a simple and effective skincare routine backed by science.

PROBLEM STATEMENT

Average everyday people are being asked to assess and verify claims regarding areas of knowledge they cannot possibly all be experts in to make informed purchases.

Without this expertise, users are at the mercy of whoever is promoting the item to them, a person who usually has an interest in them following through with the purchase. This results in a mix of customer dissatisfaction and reduced sales.

How might we create a *fast, easy, trustworthy* tool that will help users answer their questions about wellness trends so they can make *better purchasing decisions in the moment?*

DEFINE

Measure what matters



COMPETITOR ANALYSIS



STRENGTHS

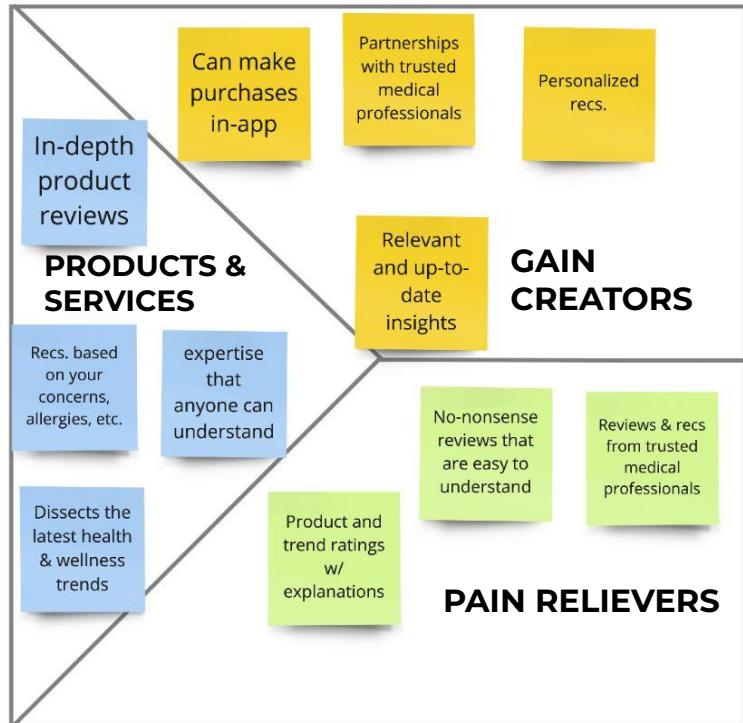
- User Friendly
- Informative
- Personalized recommendations
- Empowers users to make informed decision
- Offers wide variety of products and brands
- Evaluations backed by science
- Offers alternative products
- Multiple ways to search for a product

WEAKNESSES

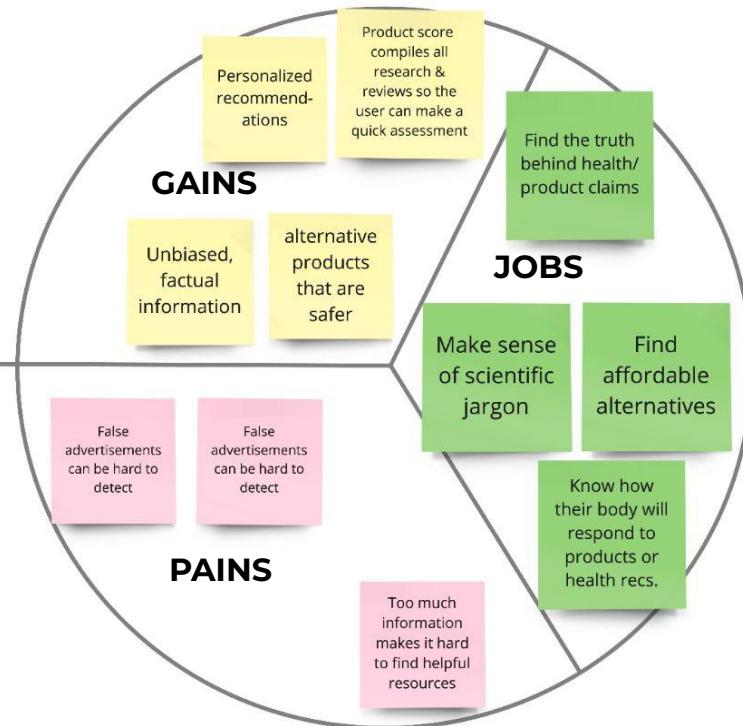
- Limited product coverage
- Inconstant ratings/unclear how ratings are determined
- Difficulty finding less well-known products
- Some products are unavailable certain regions
- Biased or rather subjective evaluation
- Missing information
- Very limited in what the user can access without purchasing a subscription

VALUE PROPOSITION

PRODUCT



CUSTOMER



I LIKE.... I WISH..... WHAT IF.....

I LIKE...

- Learn more about a product by scanning bar code
- learning what the active ingredients are
- Personalised recommendation
- a stored history of items I've scanned
- set diet preferences to get recommendations
- can set individual sensitivities
- can purchase directly through the app
- easy to navigate**
- Track progress**
- when ingredients in a product are rated

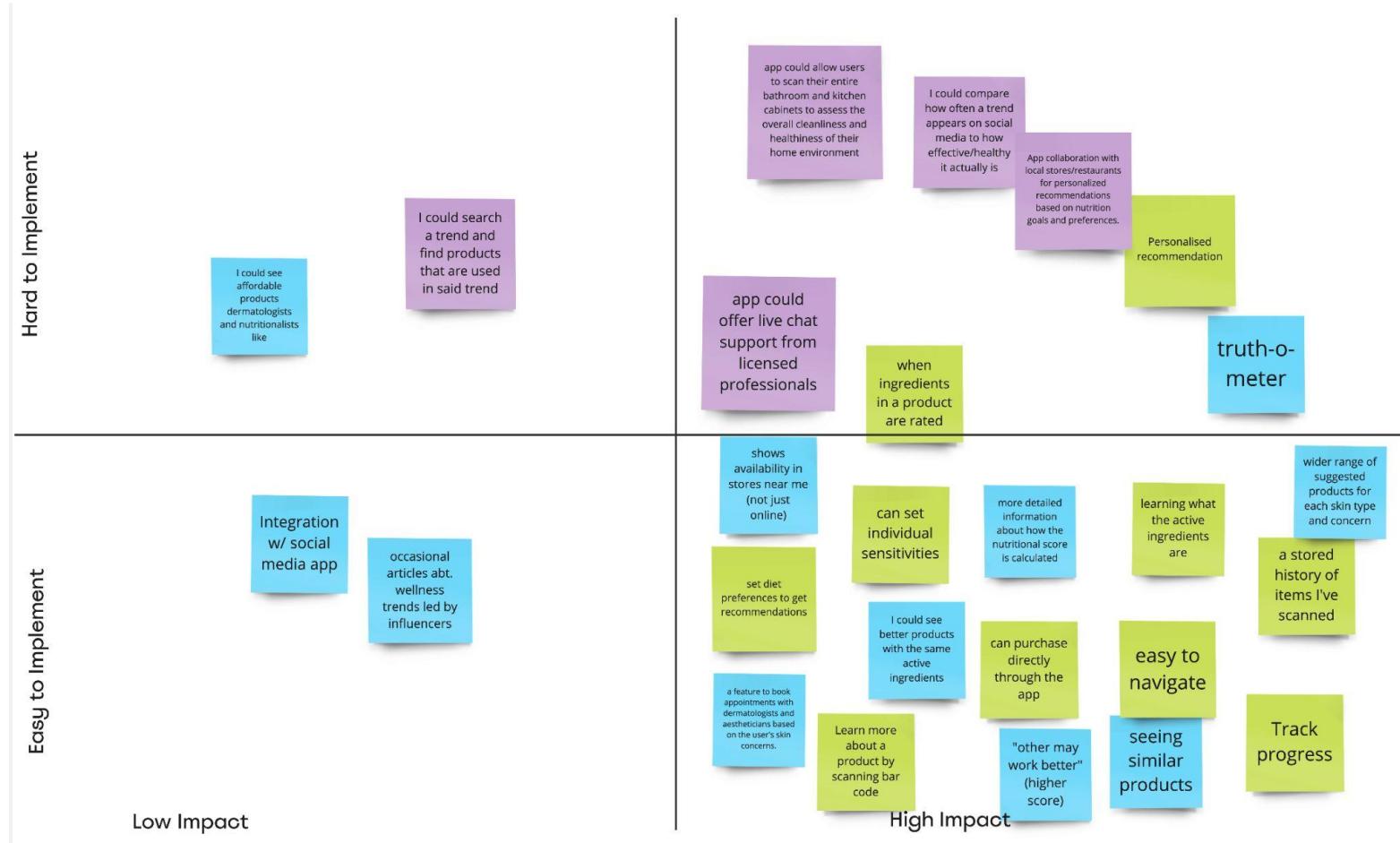
I WISH...

- truth-o-meter**
- seeing similar products**
- occasional articles abt. wellness trends led by influencers
- "other may work better" (higher score)
- shows availability in stores near me (not just online)
- wider range of suggested products for each skin type and concern
- more detailed information about how the nutritional score is calculated
- I could see better products with the same active ingredients
- Integration w/ social media app**
- a feature to book appointments with dermatologists and aestheticians based on the user's skin concerns.

WHAT IF...

- I could compare how often a trend appears on social media to how effective/healthy it actually is
- App collaboration with local stores/restaurants for personalized recommendations based on nutrition goals and preferences.
- I could search a trend and find products that are with said trend
- app could allow users to scan their entire bathroom and kitchen cabinets to assess the overall cleanliness and healthiness of their home environment
- app could offer live chat support from licensed professionals

FEATURE PRIORITIZATION

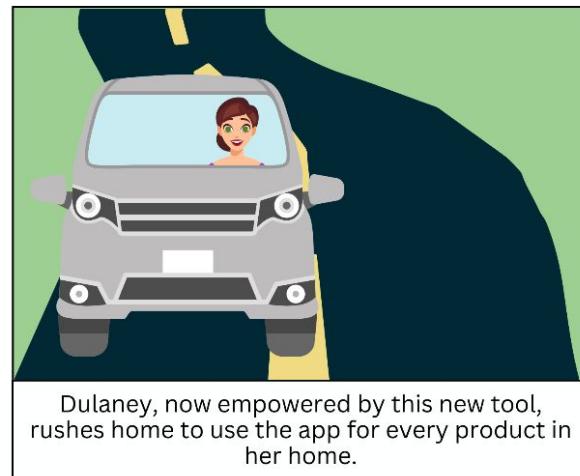
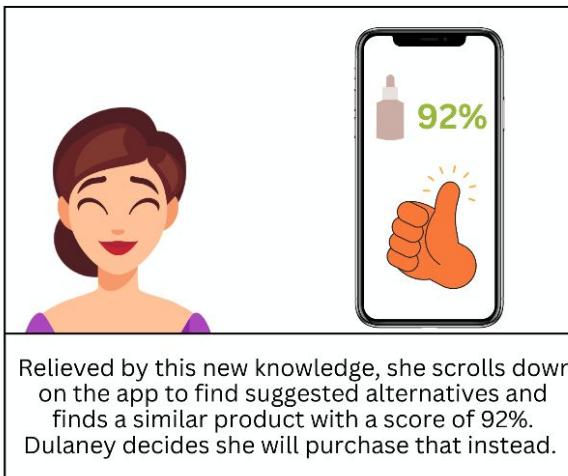
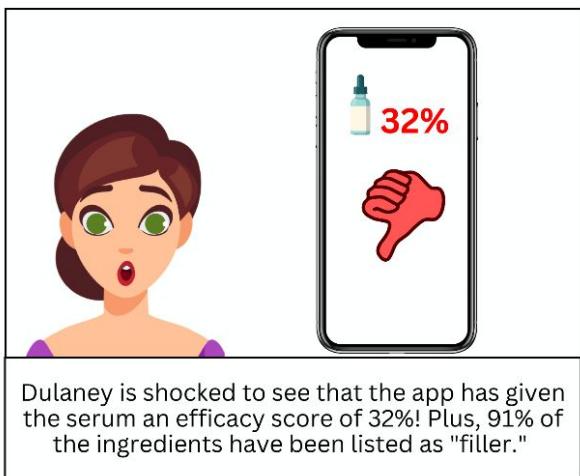
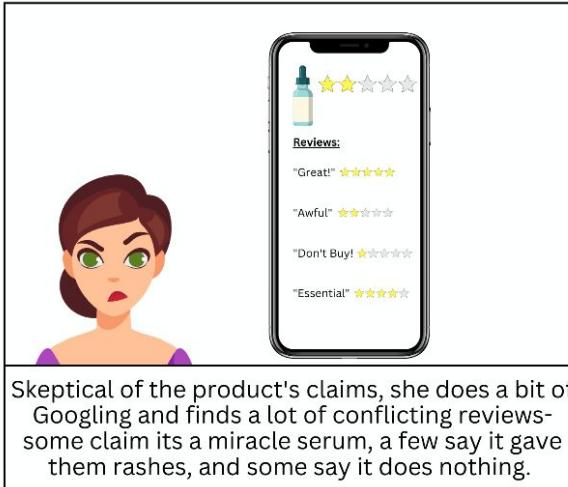
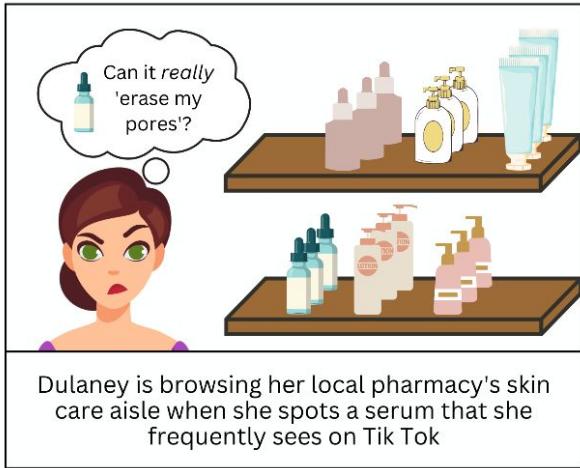


IDEATE

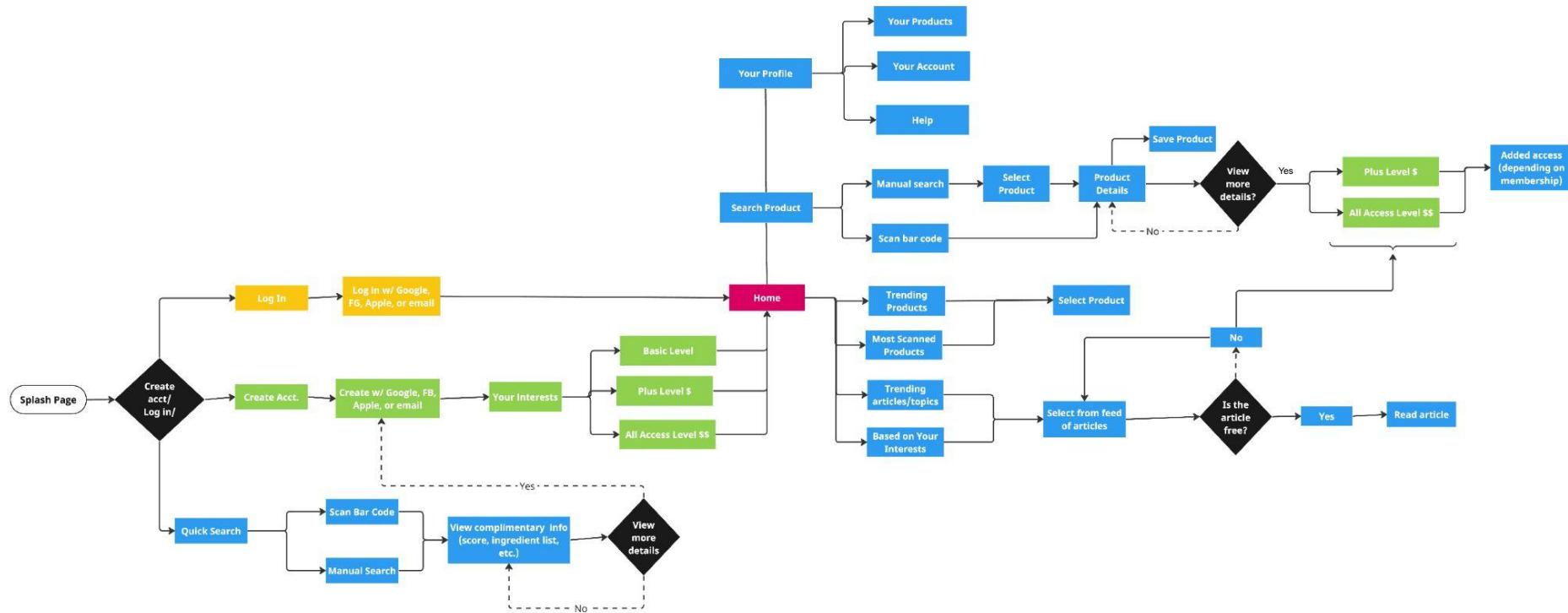
Blue sky thinking



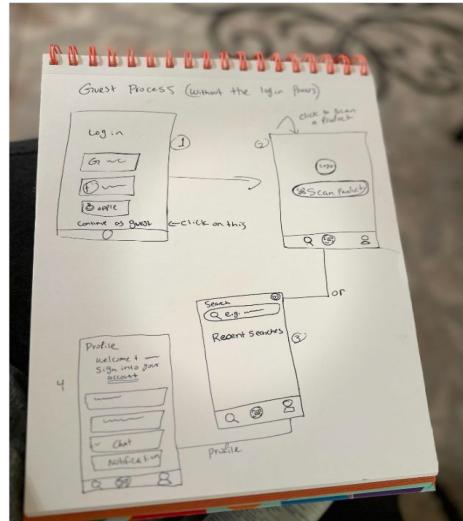
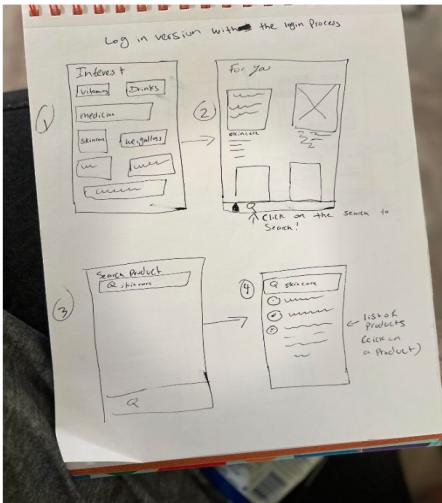
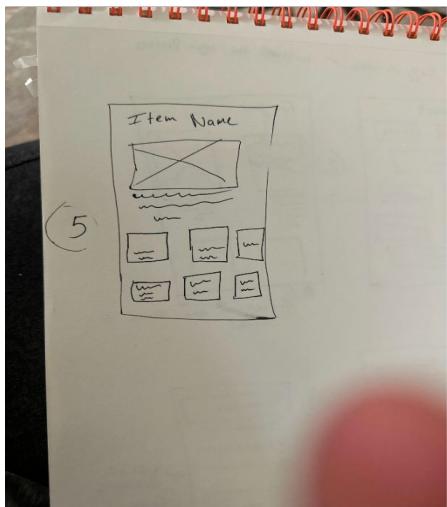
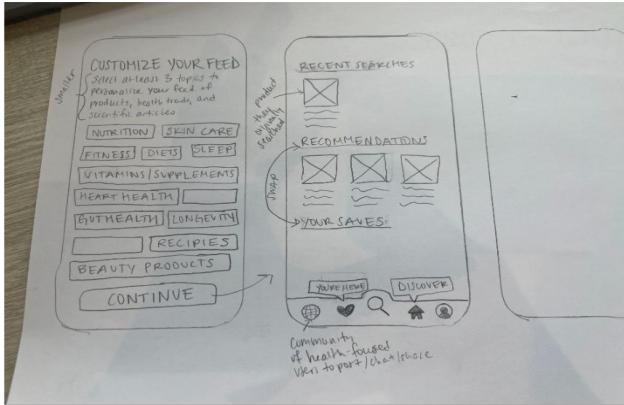
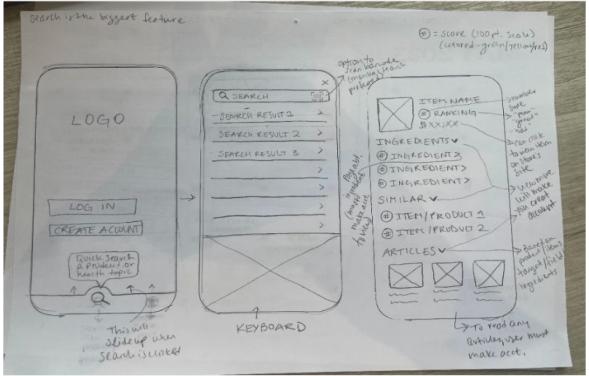
STORYBOARD



USER FLOW



WIREFRAMES- SKETCHES



PROTOTYPE & TEST

Create and iterate



WIREFRAMES- 1st ITERATION



WIREFRAMES- 1st ITERATION



USER TESTING- ANALYSIS

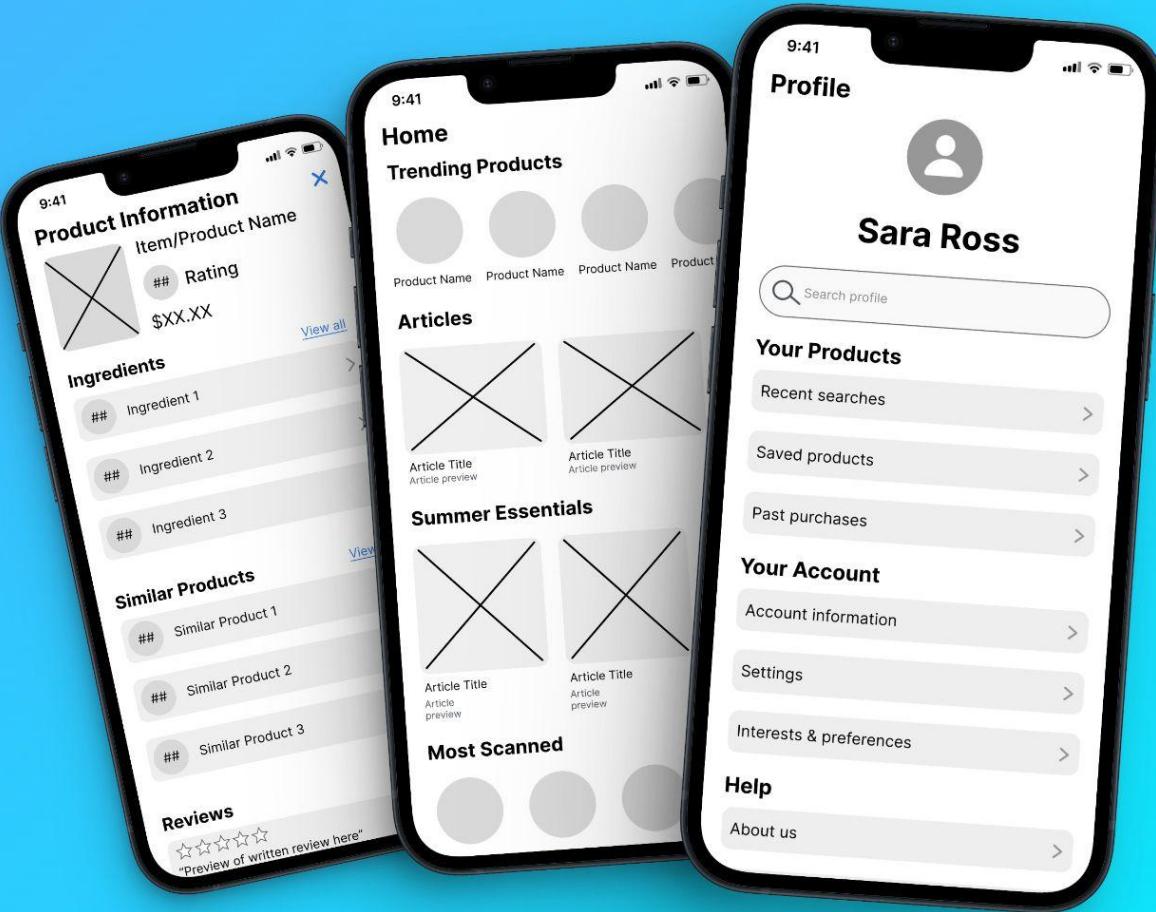
User testing videos

Positives	Navigation	Visual Issues	Things to Consider
Lay out was very clean and put together	Need back buttons	search part: the user didn't know what they were searching for	create an account issue: the app was asking the user to create an account twice
Customization page was a good idea	Make profile page	Unclear what each icon on nav bar is for	Add a tutorial
interface is very smooth	Easy, to navigate,	Missing title	make the user know what to search for
easy to navigate	After signing in the user should be taken back to their the page they were browsing	Hard to guess what page was what due to the lack of information	Item page was a little confusing/ the user already made an account but they were told to make it again
Intuitive	user liked the lay out of our discover page	User didn't know if the product they were searching for was for a purchase or just for information	
	user likes it that they know what page they are on		

WIREFRAMES- 2nd ITERATION



WIREFRAMES- 2nd ITERATION



CLICKABLE PROTOTYPE

[Link to Figma Prototype](#)



NEXT STEPS & FUTURE OPPORTUNITIES

SHORT TERM

- The wireframes would benefit from additional user testing as well as additional frames
- High-fidelity mockups

LONG TERM

- Back-end software to collect product and trend information
- Partner with doctors and scientists to contribute articles and reviews
- Partner with retail chains like Whole Foods, Sephora, and others to help their customers make clearer buying decisions and increase retention