Empathy Mapping

SAY

- Not interested in tracking calories
- Apps give too much information and notifications
- · I don't take much water on weekdays while working
- · Weekdays are active than my weekends
- · Hard to find time for my physical activities

THINK

- Stressed out, overnight work
- · Unable to take breaks as I might lose track of the work
- · Daily morning or evening jog is enough
- Diet can be changed when I will be diagonised



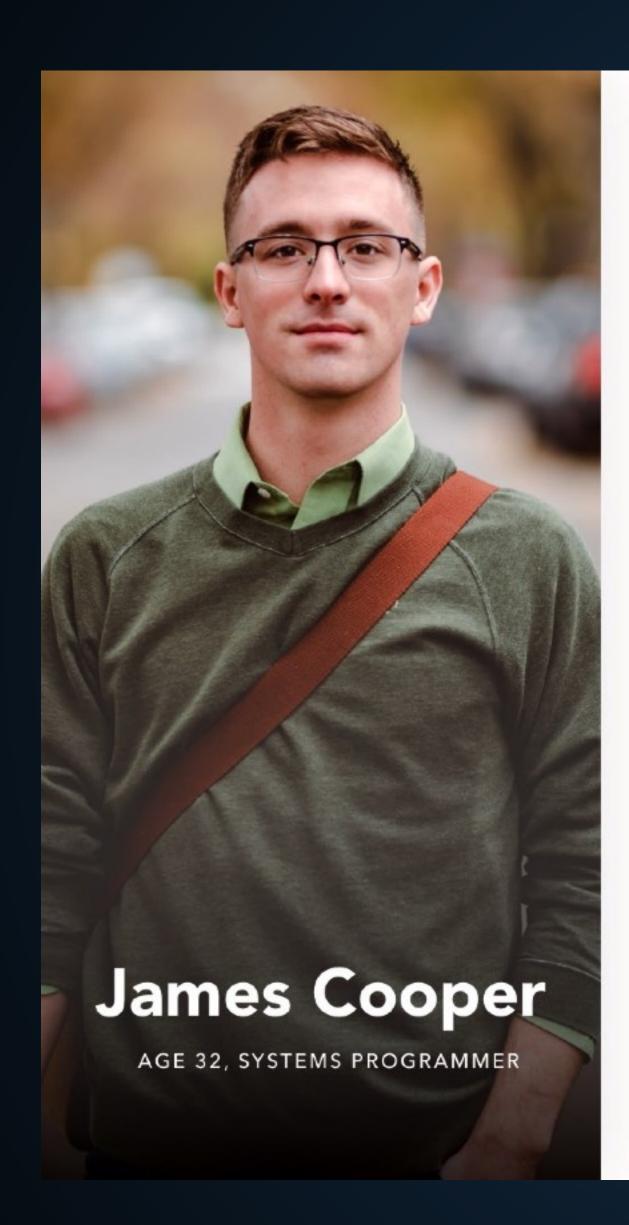
DO

- · Doesn't use any health app
- · I drink a lot of coffee at work
- · I try to get up off the chair once every hour
- I put focus intervals and DND mode to focus
- I use fitbit, but not daily

FEEL

- Prefers to walk at office
- Office workload is too much and hardly zero breaks
- Does not follow mobile health notificiations
- · I feel that notifications are spaming
- · Apps don't motivate me

Persona



ABOUT

James has a 9 AM to 5 PM desk job. He attends meetings and mostly works at his desk, attending emails, project work, etc. He takes a break twice/thrice a day, depending on his schedule. He increased his walk cycles recently but struggled to maintain a certain level of physical activity. He uses Apple Watch to keep track of his activities.

GOALS

- Include walking activity as a part of daily routine
- Maintain level of physical activity
- Track calories burned
- Avoid health risks

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Oftentimes I just forget to take the breaks once I am in the flow during the work hours

PAIN POINTS

- Unable to dedicate time for physical activity due to busy schedule
- Often forgets to get up and take breaks
- Lacks knowledge about the amount of physical activity required for him to stay healthy
- Wearables feel too obtrusive during work hours