

1. Introduction

Maintaining a healthy lifestyle is a universal challenge, individuals of all walks of life often find difficulty with understanding their own health and aligning themselves with healthy achievable goals. The Health Website this team is engineering has the goal of improving healthy habits through a free and easy to use application. Nearly everyone has and or will deal with their own reality of their health. Gaining weight, losing weight and maintaining weight as simple as it sounds is often confusing and not straightforward. The health prospect could question how many calories they need and what to eat. The confusion can discourage people from pursuing their goals or cause them to adopt unsustainable habits. Habits of eating an unbalanced meal or eating way less to lose a healthy amount of weight. To address this problem our team is developing an application that aims to override the users confusion with a detailed yet simple user interface. With details such as age, height, weight, and activity levels the user is able to map out their goals with even a time estimation. Their goals can be tracked and determined from the inputs by the user. By presenting guidance in a structured and simple way this application aim is to allow individuals to take control of their health with confidence and consistency.

2. Initial value proposition and customer segments

Value proposition: Strive eliminates confusion and frustration for individuals managing their weight by providing clear and personalized guidance that makes health goals more attainable and realistic.

Customer Segments: Our primary customers are people with aspirations of improving their health but struggle to navigate the sea of confusion and want an easy structured approach to achieving their health goals..

3. Interviews summary

1st interview

- Who was interviewed (role/background without personal details)
 - Nutrition professor
- Who participated in the interview (team project members)
 - Josselin/Anna
- Interview date
 - September 18, 2025
- Customer segment represented in the interview
 - someone who teaches about nutrition and who has used a BMI and teaches about it
- Key insights from the interview
 - include warning that BMI is not the best indicator
 - add dietary guidelines for people to utilize

- allow calculator to switch between imperial and metric
- add results at the end of the page
- Representative quotes
 - ”BMI is useful in some aspects however there are other things that have to go into consideration””it would be nice if it had something like the healthy eating plate”
- Assessment: Must have / Nice to have / Don’t care
 - Nice to have

2nd interview

- Who was interviewed (role/background without personal details)
 - Fitness wellness professor
- Who participated in the interview (team project members)
 - Jossellin/Anna
- Interview date
 - September 18, 2025
- Customer segment represented in the interview
 - Someone who works with athletes
- Key insights from the interview
 - It would be nice to include some easy exercise someone could do if they
 - Using a bmi could be useful for the general public however for athletes or those who have a lot of muscle mass it won’t be accurate
 - have sources that people could have access to
- Representative quotes
 - ”it would be good to have a few exercises someone could do after they receive their results”
- Assessment: Must have / Nice to have / Don’t care
 - Nice to have

3rd interview

- Who was interviewed (role/background without personal details)
 - Anthony Escalera Student and Former Wrestler
- Who participated in the interview (team project members)
 - Aron Gebrezghr
- Interview date
 - September 20, 2025
- Customer segment represented in the interview
 - An active former wrestler and current College student who strives to make healthier decisions

- Key insights from the interview
 - Personal experience of cutting weight mostly water weight
 - Had to gain weight loose weight and gain it back in a short period of time due to wrestling
 - Has stayed away from counting calories after a wrestling career.
- Representative quotes
 - “It depends on your goal. Accuracy is more important regarding metabolism with height and weight with the goal of losing or gaining weight. Whereas simplicity is better for everyday weight maintenance. Overall accuracy is most important to me.”
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- Assessment: Must have / Nice to have / Don’t care
 - Nice to Have

4th interview

- Who was interviewed (role/background without personal details)
 - Northern Arizona University Student
- Who participated in the interview (team project members)
 - Abel Gebrezghr
- Interview date
 - September 21,2025
- Customer segment represented in the interview
 - College student looking for an easy, trustworthy way to keep up with their health
- Key insights from the interview
 - Google's health related items multiple times a month
 - Stress management is important especially for this student
 - Gets frustrated when researching health related issues because of inaccuracies, of various websites
 - Have felt the need to stop searching online health material because of feeling overwhelmed with confusion
 - The best health website would be a website that contains accurate symptoms for health issues that students would be able to relate too

- Would want this online resource to be free
- Representative quotes
 - “It's frustrating when I have to go through multiple google searches to get to what I want”.
 - “I would want a website that's free but has resources of a website that would cost money typically”
- Assessment: Must have / Nice to have / Don't care
 - Would be nice to have

5th Interview

- Who was interviewed (role/background without personal details)
 - College Professor
- Who participated in the interview (team project members)
 - Ethan Senger
- Interview date
 - 9/20/2025
- Customer segment represented in the interview
 - Someone who tracks their workout regiment and is considering an option for tracking their food side of health
- Key insights from the interview
 - Like to keep active in their old age
 - Tries to workout out multiple times a week through weights or bike rides
 - Has tried using health trackers but finds most of them more of a hassle then helpful
 - Wants something ease of use, like offering realistic meal ideas to maintain/reach a weight goal
 - Likes his weight lifting app for its ease of use and personalization
- Representative quotes
 - “Want to get into tracking my meals and weight but I find it difficult to keep track of every meal, especially when I make a simple snack like pistachios”
 - “Would consider a product as long as its easy to use”

- Assessment: Must have / Nice to have / Don't care
 - Nice to have

6th Interview

- Who was interviewed (role/background without personal details)
 - Highschool Student
- Who participated in the interview (team project members)
 - Ethan Senger
- Interview date
 - 9/21/2025
- Customer segment represented in the interview
 - High school student who plays for their school volleyball team
- Key insights from the interview
 - Is pretty active due to playing for their volleyball team
 - Tries to work out multiple time a week
 - Does not track any sort of health related information
 - Were open to the idea to a site that would track their health information and goals
 - Said they would consider it if there were a free option
- Representative quotes
 - "Never thought of tracking my health info but is something I would consider doing"
 - "Would want something to tell me what I exactly need to"
- Assessment: Must have / Nice to have / Don't care
 - Nice to have

7th Interview

- Who was interviewed (role/background without personal details)
 - A Full-Time working Adult
- Who participated in the interview (team project members)
 - Anna Cheatham
- Interview date
 - 9/21/2025

- Customer segment represented in the interview
 - An adult who takes their health very seriously and would maybe use a BMI calculator to get more information
- Key insights from the interview
 - Would use a BMI calculator more if they had information to go with it
 - Doesn't think it is the most accurate thing for health and should have a disclaimer
 - Could be useful to know possible health risks of certain numbers
 - Never used a BMI before, but would be willing to try it if she believed it'd help her
- Representative quotes
 - "I would like to know how to eat or exercise better to get a better number."
- Assessment: Must have / Nice to have / Don't care
 - Nice to have

8th interview

- Who was interviewed (role/background without personal details)
 - Northern Arizona University Student and former football player and wrestler
- Who participated in the interview (team project members)
 - Emory Williams
- Interview date
 - September 21, 2025
- Customer segment represented in the interview
 - College student looking for a way to easily reach weight and health goals
- Key insights from the interview
 - Certain weight groups for wrestling it was hard to reach the ideal weight for wrestling matches
 - Having a weight tracker with diet would be helpful for reaching goals in wrestling
 - Calories and protein tracker now nutrients would be helpful but reaching an exact weight goal is less important
- Representative quotes

- “Without being in wrestling I don’t really care about a specific weight goal now but tracking calories and proteins would help me know if I’m like generally being healthy.”
- “I probably would not use a BMI tracker now but it could have been really useful when I was in high school.”
- “I had friends who would sleep in trash bags and drink almost no water before weigh-ins for wrestling, so tracking overtime would probably have been better for them.”
- Assessment: Must have / Nice to have / Don’t care
 - Nice to have

9th interview

- Who was interviewed (role/background without personal details)
 - Northern Arizona University Student and former baseball player
- Who participated in the interview (team project members)
 - Emory Williams
- Interview date
 - September 21, 2025
- Customer segment represented in the interview
 - College student who previously played club and highschool baseball and works in the food industry
- Key insights from the interview
 - Used BMI calculator for PE class
 - Lists of foods and a calorie calculator would be useful
 - Telling you what to eat less tracking what you are eating
 - Exact weight goal also not important here
- Representative quotes
 - “I don’t think having a BMI calculator would help much for baseball I wouldn’t use it now either.”
 - “I would like having a health website that just tell me good habits to have my ideal weight for my height and age.”
 - “Also I think having diet suggestions and maybe meal ideas would be helpful now.”
- Assessment: Must have / Nice to have / Don’t care

- Nice to have

4. Final value proposition and customer segments

Value proposition: Strive eliminates confusion and frustration for individuals managing their weight and/or diet by providing clear and personalized guidance that makes health goals more attainable and realistic.

Customer Segments: Our primary customers are wrestlers and fighters for the BMI calculator component. We will also focus on creating a tracker to find the ideal calories and protein people should have in their diet, along with some links to good meals for healthy weight loss or gain.