

Interview: Federica

Name: Federica

Age: 38

Gender: Female

Q: Hi, I'm Melis, and I'm working on a project about how people take care of their health, habits, and relationships. I'd love to hear your experiences, there are no right or wrong answers, just your story.

A: Hi! I'm happy to help. My name is Federica. I care a lot about staying healthy and balanced, even when life is really busy.

Q: Can you tell me a little about yourself and what a typical day or week looks like for you? What kinds of things do you try to make time for regularly? What helps you feel like you're doing well or on track?

A: I'm a 38-year-old marketing manager, and I'm also a mom of two. A typical day starts early. I wake up, get my kids ready for school, and then head to work. I usually come home around 6, cook dinner, help with homework, and try to squeeze in a short walk or some stretching. I always try to make time for healthy meals, sleep, and a bit of quiet time in the evening. I feel like I'm on track when my family is doing well, and I've also taken a little time for myself.

Q: Have you tried to work on anything recently, like being more active, eating differently, or connecting with people? What got you thinking about that? Was there a turning point or moment that pushed you to start?

A: Yes, I've been trying to eat more vegetables and move more during the day. A few months ago I felt tired all the time and noticed I was snacking on junk food. That made me want to change. I talked to a friend who inspired me to set some simple goals.

Q: Can you walk me through something you actually tried to make progress in one of those areas? How did it go? What was harder or easier than you expected?

A: I started doing 10–15 minutes of yoga in the mornings. I followed a YouTube channel. At first, it was hard to wake up earlier, but after a few days, I started to enjoy it. The easy part

was that I didn't need any equipment, just a mat. The hard part was staying consistent on weekends.

Q: Is there any kind of activity, exercise, or sport that's part of your life right now?
How did you get started with it?
What keeps you doing it , or what causes you to stop?

A: Yes, mostly walking and yoga. I started walking more during the pandemic and it just stayed with me. I keep going because it clears my head. I usually stop only when I'm sick or too busy with family things.

Q: What helps you stay motivated or consistent when you're working toward a goal?
Can you think of a time when motivation dropped off? What did you do?
Do you tend to work better with accountability or on your own?

A: I stay motivated by thinking about how I feel after I move calmer, lighter, and more focused. I remember one week when work was very stressful, and I didn't do anything active. I felt even worse. So I promised myself to at least stretch for 5 minutes daily. I work well on my own, but reminders from friends help too.

Q: What kinds of people do you usually connect with friends, training partners, or more?
How do you usually meet new people these days?
Can you tell me about a time when meeting someone felt really natural or meaningful?

A: I connect mostly with other moms or coworkers. I meet people through school events or at work. I remember meeting another mom at a birthday party, and we started walking together on weekends. It felt easy to talk because we had so much in common.

Q: Do you usually work out or stay active alone, or with others?
Have you ever wanted to train with someone but didn't? What stopped you?
If you've trained with someone before, how did that happen and how did it feel?

A: Mostly alone, it's easier to fit into my schedule. I once wanted to join a fitness class with a friend, but I couldn't commit to the timing. When I do walk with a friend, it feels great , like a workout and a chat at the same time.

Q: If you could design the perfect experience with an app, a space, or a routine to help you stay active, feel good, or meet the right people, what would it be like?

A: I'd love an app that gives quick, flexible workouts for busy moms, with positive messages and ideas for healthy meals. It would be nice if it also had a small online community where you could talk to other women and share tips.