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# Needfinding for Preventative Healthcare

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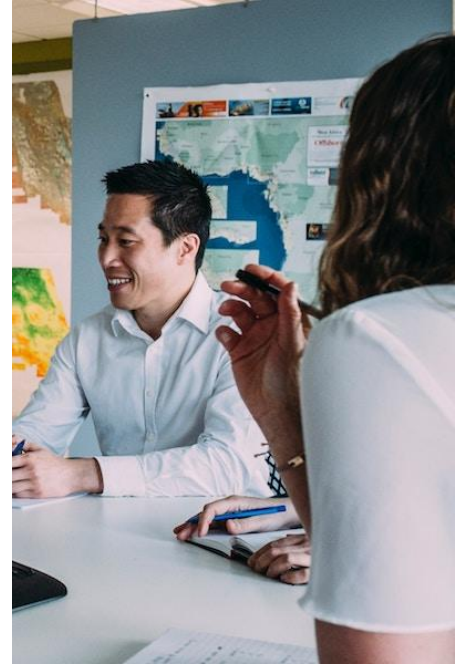
# Interviews



College Students &  
Recent Graduates



Recreational Fitness  
Hobbyists



Healthcare Workers &  
Professionals

# Interview Techniques



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Can you tell me about a time you reached a fitness goal?

Why is exercising so important to you?

What is your favorite part about hiking?

Is there one experience you found particularly interesting?

Can you tell me more about what you meant when you said that exercise is primarily social?

How active are you in maintaining your wellbeing?

# Questions

What does health mean to you?

How do you discover new trails?

What are some of the ways that you keep yourself healthy?

What motivates you to exercise?

How does dealing with patient health in a professional context affect how you think about your own health?

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## SAY

"I want to see all the cool things we do and have more time to be active.."

"My life is important to me and I want to stick around for as long as possible."

"It was nice to have someone to look up to and have a mentor."

"I like hiking because it helps me get away from everyone...I don't have to try to be anything"

"Health to me is exercise mostly and exercise is social"

"Being in nature makes it easier to get to know other people"

"The more we teach people about [health/treatment], the less they'll have to rely on emergency services"

"I don't have enough time..."

"It's very easy in an emergency to forget to talk about people's emotional needs. That's gonna go the farthest towards making them feel better"

## THINK

Hiking is a deeply personal thing

Exercise is something she should do more of, but doesn't find herself interested in

Helping people (and helping them help themselves) is gratifying

Thinks about his health a lot, especially in regards to diet and exercise

Doesn't like training

Hiking with friends is fun and should be treated like a bonding activity

Catering to people's emotional needs/well-being is important and often overlooked in the health industry

Medical professionals and doctors explaining what they're doing and why is important

## DO

Hung up her Spartan and Color Run medals in the room

Negative body language

Goes to the doctor pretty much only when he gets sick

Adds new healthy habits one at a time to make sure he actually solidifies the habit instead of getting overwhelmed and giving up

Is constantly on the lookout for new healthy habits to add to his life

Reads about the benefits of fasting and other potentially beneficial habits

Exercises regularly (runs/swims/hikes) and describes himself as "outdoorsy"

Works as an EMT/ trains students in an EMT course

Advocates mental health services on and off campus

## FEEL

Attached, passionate about hiking

Fear at the thought of growing older and losing brain capacity (and to a lesser extent physical capabilities)

Motivated to keep working on health by feelings of accomplishment and achievement every time he solidifies a new healthy habit

Instant-gratification driven

Really loves getting closer to those she hikes with

Passively interested in exercise

Too uninterested (lazy?) to train

Is upset by professionals overlooking patients' emotional needs

Making an impact is important



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## Interesting Quotes

- “My life is important to me and I want to stick around for as long as possible.”
  - “The more we help people understand health and treatment, the less they’ll have to rely on [emergency services].”
  - “I get more out of exercising knowing that I’m doing it with other people.”
  - “I feel like I don’t have enough time to do all the work it takes to reach my goals.”
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“I LIKE HIKING BECAUSE IT LETS ME GET AWAY FROM  
EVERYONE.”

A hiker with a large backpack is walking away from the camera on a trail. The hiker is wearing a blue shirt and dark shorts. The background shows a sunset or sunrise over a mountain range, with clouds illuminated by the low sun. The word "Contradictions" is overlaid in large white text.

# Contradictions

“I LIKE HIKING BECAUSE IT GIVES ME A WAY TO BOND  
WITH OTHERS.”

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# People Enjoy Goal-Driven Preventative Healthcare

(even though those goals may not be the same)

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# Thank You

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