

Needfinding for
Active Lifestyles

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Contents



01

Domain
Breakdown

02

Participant
Overview

03

Main Qs

04

Empathy Map

05

Key Insights

06

What's Next?



Domain Breakdown

01

Define Active Lifestyles

02

Consider activity in our own
lifestyles and of those we have
observed

03

Brainstorm elements of an
active lifestyles that have been
viewed as problematic or
targeted with solutions

Domain Breakdown

01

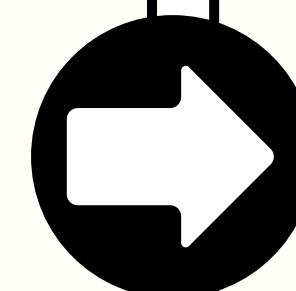
Define Active Lifestyles

02

Consider activity in our own
lifestyles and of those we have
observed

03

Brainstorm elements of an
active lifestyles that have been
viewed as problematic or
targeted with solutions



Time
Management

Physical
Activity

Health

Tracking
and
Insights

Social and
Networks

Training and
Skills
Development

Daily Habit
and
Consistency

Motivation

Domain Breakdown

01

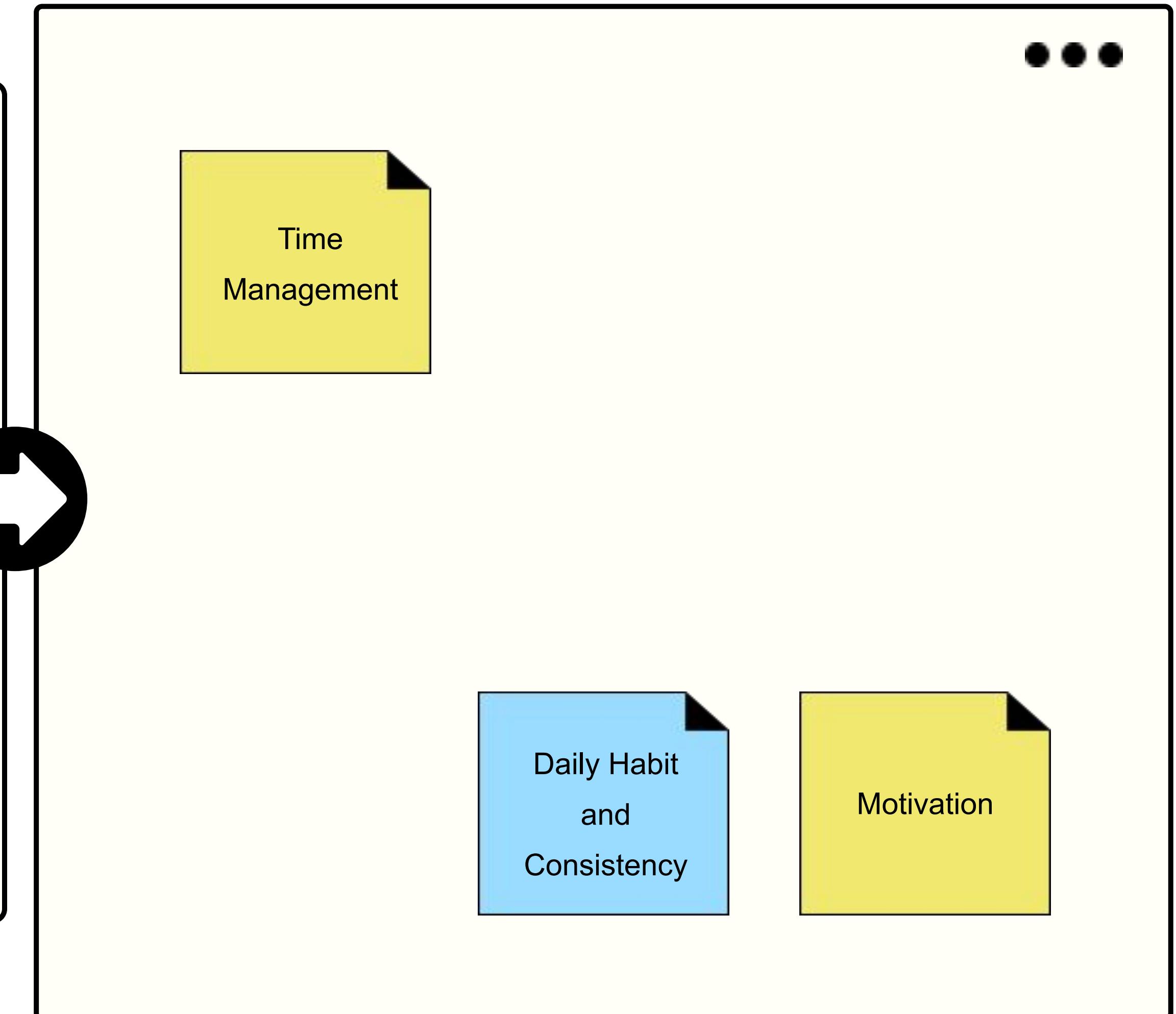
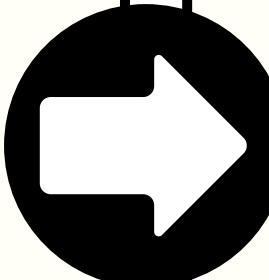
Define Active Lifestyles

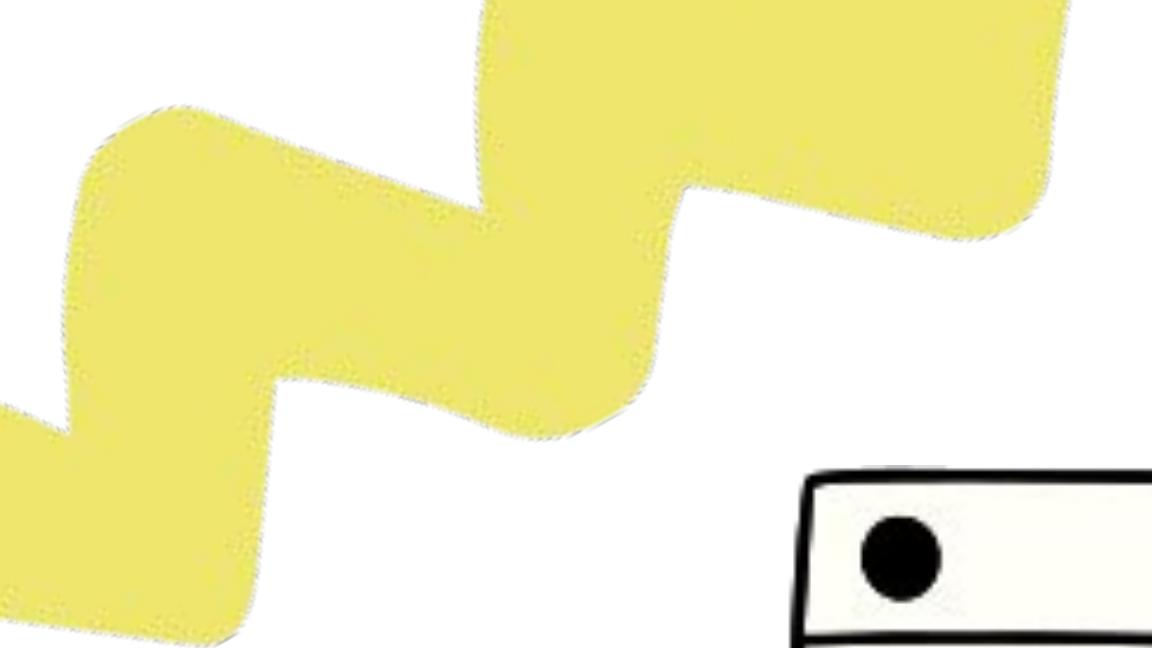
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Consider activity in our own
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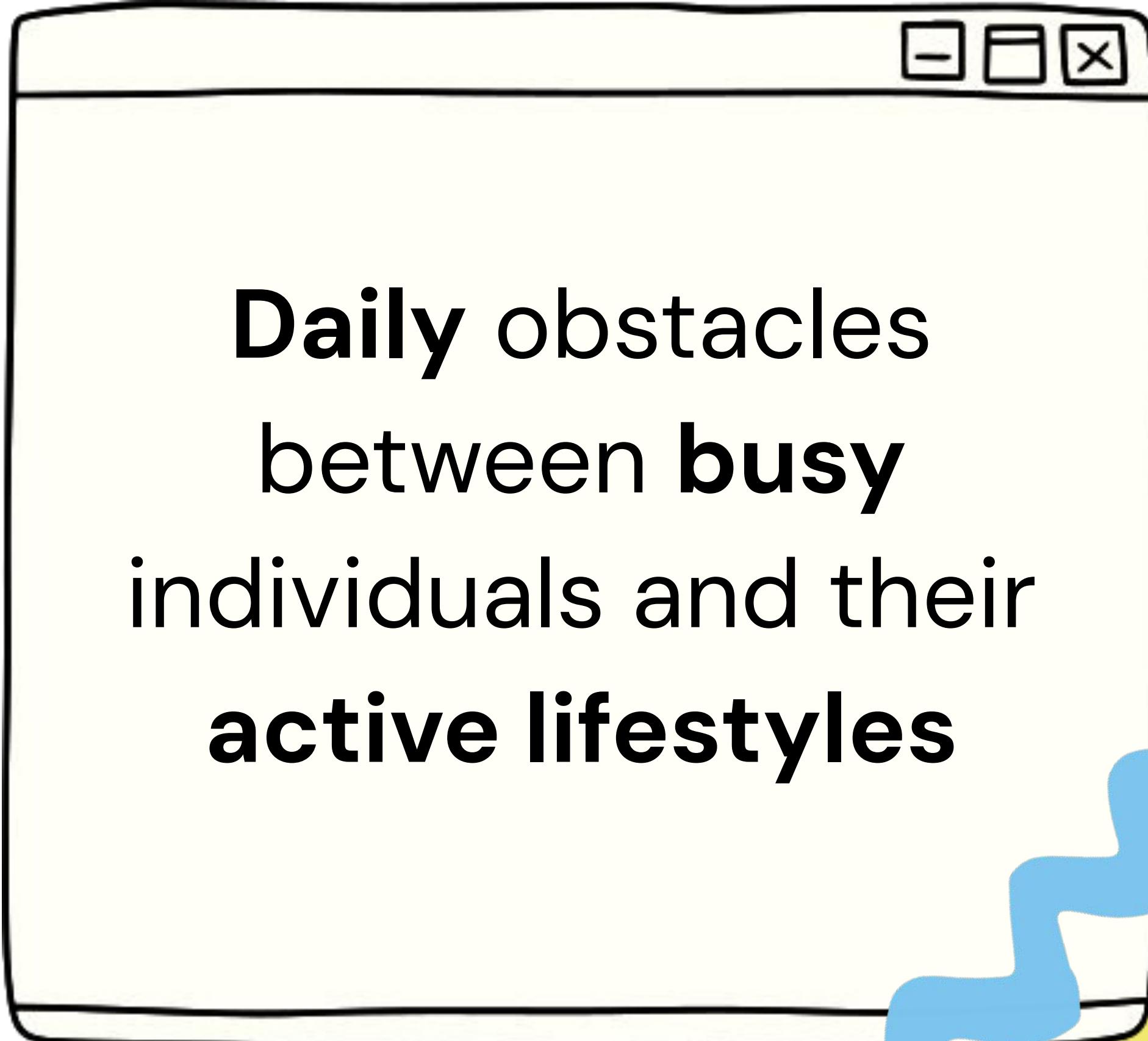
03

Brainstorm elements of an
active lifestyles that have been
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targeted with solutions





"I know that I have time... but I still can't bring myself to work out as much as I'd like."



**Daily obstacles
between busy
individuals and their
active lifestyles**

The subjects



...

Jack



...

Nadia



...

Claudia

Passionate



Inactive



Active

Indifferent

Questions...



Jack, 21



Nadia, 21



Claudia, 55

Questions...

- What does your **typical** day look like?
- When I say 'active lifestyle' what do you think of?
- How do you **feel** about your active habits?
- When do you think you **struggle**?
- What helps you keep up with your goals?
- Tell me a **story** about a time you...



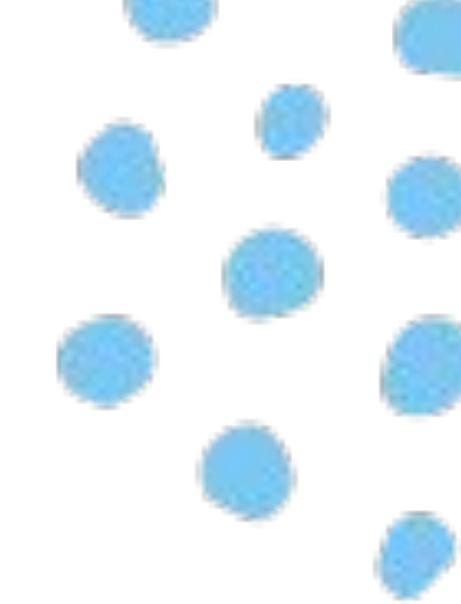
Jack, 21



Nadia, 21



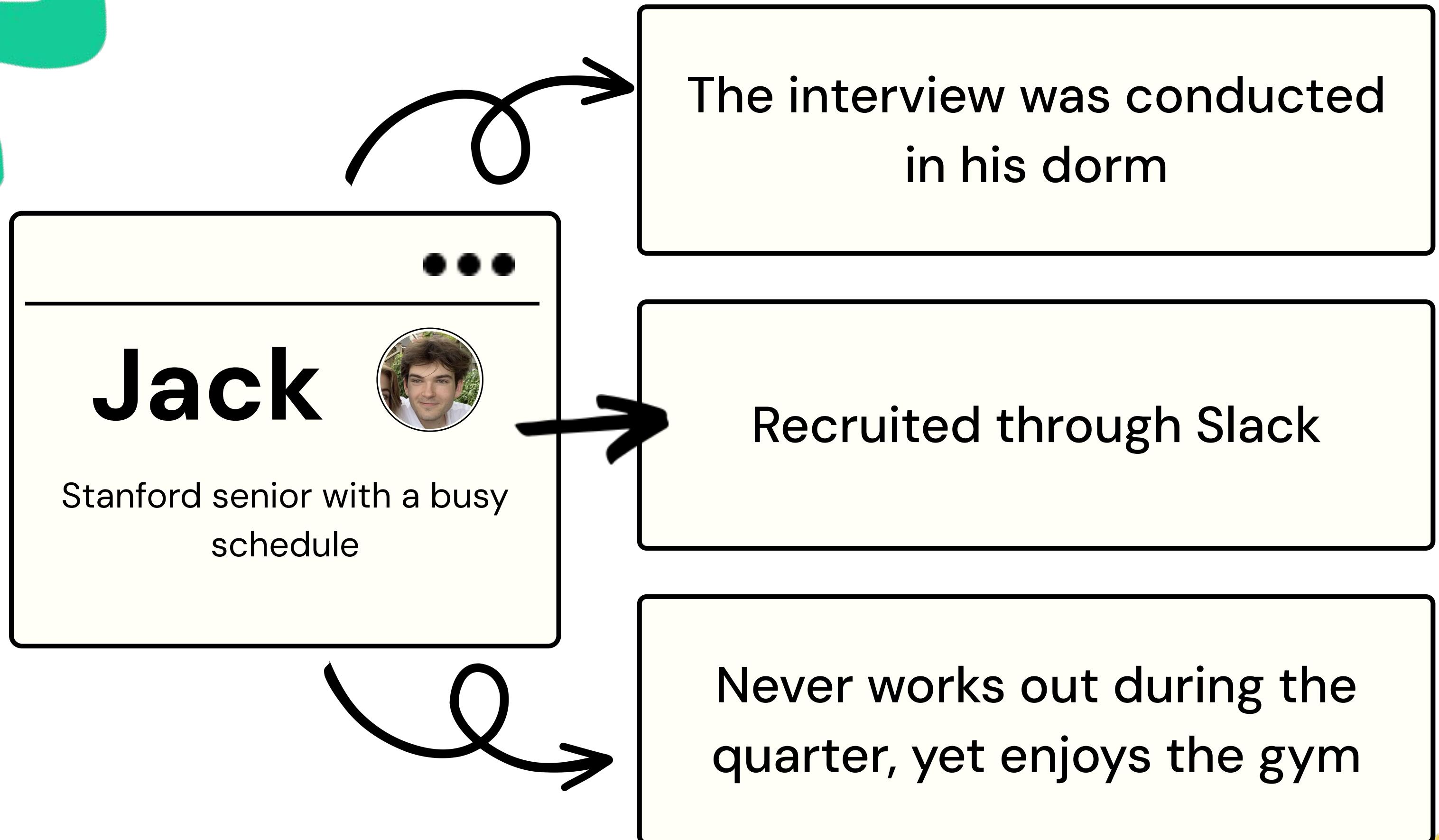
Claudia, 55



Jack



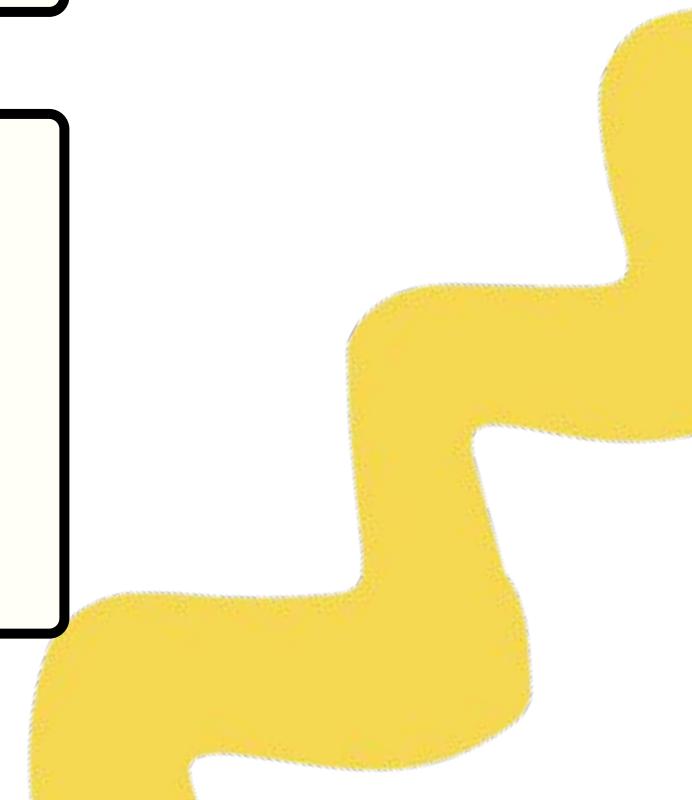
Stanford senior with a busy
schedule



The interview was conducted
in his dorm

Recruited through Slack

Never works out during the
quarter, yet enjoys the gym





Jack

Stanford senior with a busy
schedule

“I wish I could work on spacing
out my work... going to bed
earlier, and waking up early
because the Stanford gym is
super crowded unless you're
going really early in the
morning...”

Insights

Despite being aware of his desire to lead an active lifestyle, Jack struggles with the **final push** of finding time for himself.

Needs

Organizing his time according to his **availabilities** and his **environment**.

Nadia



Berkeley senior with a busy schedule aspiring to have an active lifestyle

The interview was conducted on Zoom

Recruited through mutual friend

Works out 6-7 times a week for past 1-2 years

Nadia



Berkeley senior with a busy schedule aspiring to have an active lifestyle

“I think time management was the biggest obstacle [to exercising]. And it was also a mental thing like, oh well, if I don't have time today, I'm not going to have time tomorrow”

Insights

Nadia is able to workout consistently only through making it a **priority** in her schedule and making certain **sacrifices** in her life.

Needs

Convenient ways to navigate **unpredictability** in her schedule.

Claudia



Full time admin at Stanford,
mother of 2, 55 years old

Interviewed in her office at
the main quad

Contacted through
socials/WhatsApp

Very active; has not gone one
day without working out for
the past 30 years

Claudia



Full time admin at Stanford,
mother of 2, 55 years old



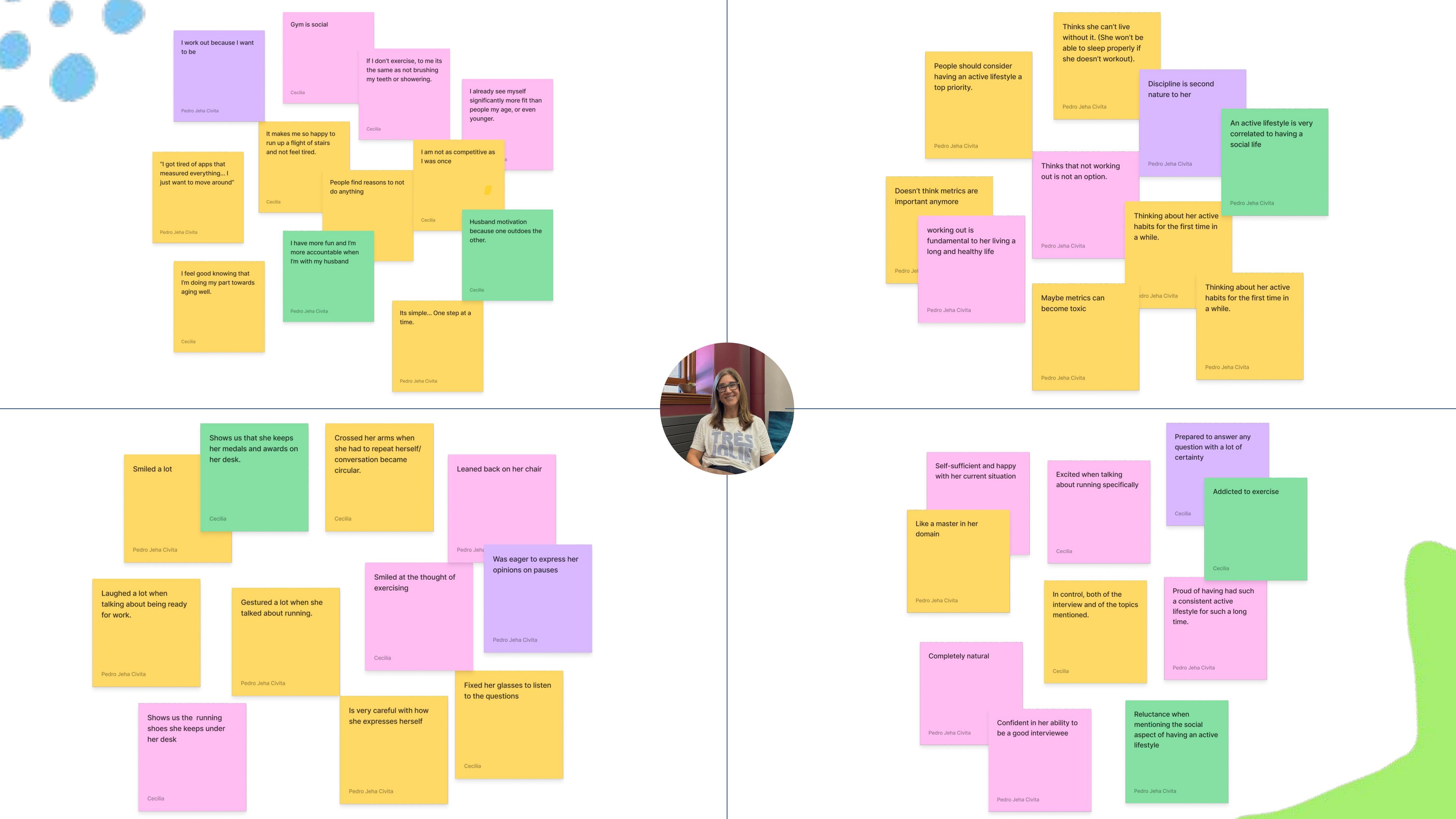
"I got tired of apps that
measured everything... I just
want to move around"

Insights

Having an active lifestyle is deeply rooted around
social life and **longevity**.

Needs

Structural support in building low-maintenance
habits.



If I don't exercise, its the same as not brushing my teeth or showering.

"I got tired of measured even just want to

Pedro Jeha Civita

I feel I'm aging

Cecilia

Cecilia

Pedro Jeha Civita

Shows us that she keeps her medals and awards on her desk.

Crossed her arms when she had to repeat herself/conversation became

Smiled a lot

Laughed a lot when talking about being ready for work.

Pedro Jeha Civita

Shows us the shoes she keeps under her desk

Shows us the running shoes she keeps under her desk.

Was eager to express her opinions on pauses

Pedro Jeha Civita

Wore glasses to listen to questions

Cecilia



Thinks that competition isn't important, yet is fueled by competing with others.

Doesn't think important a

Worries a lot

Pedro Jeha

Pedro

Pedro Jeha Civita

Prepared to answer any

Misses the social aspect of having an active lifestyle.

Sees work

Pedro

Like a m

domain

Pedro

Com

Pedro

Pedro Jeha Civita

Pedro Jeha Civita

Style is very having a

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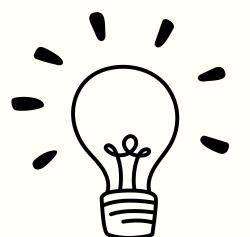
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Pedro Jeha Civita

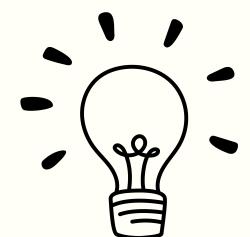


Key Learnings

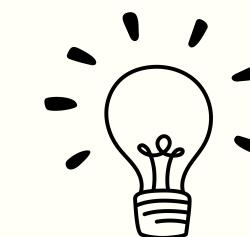
People's goals and definitions of active lifestyles are very diverse

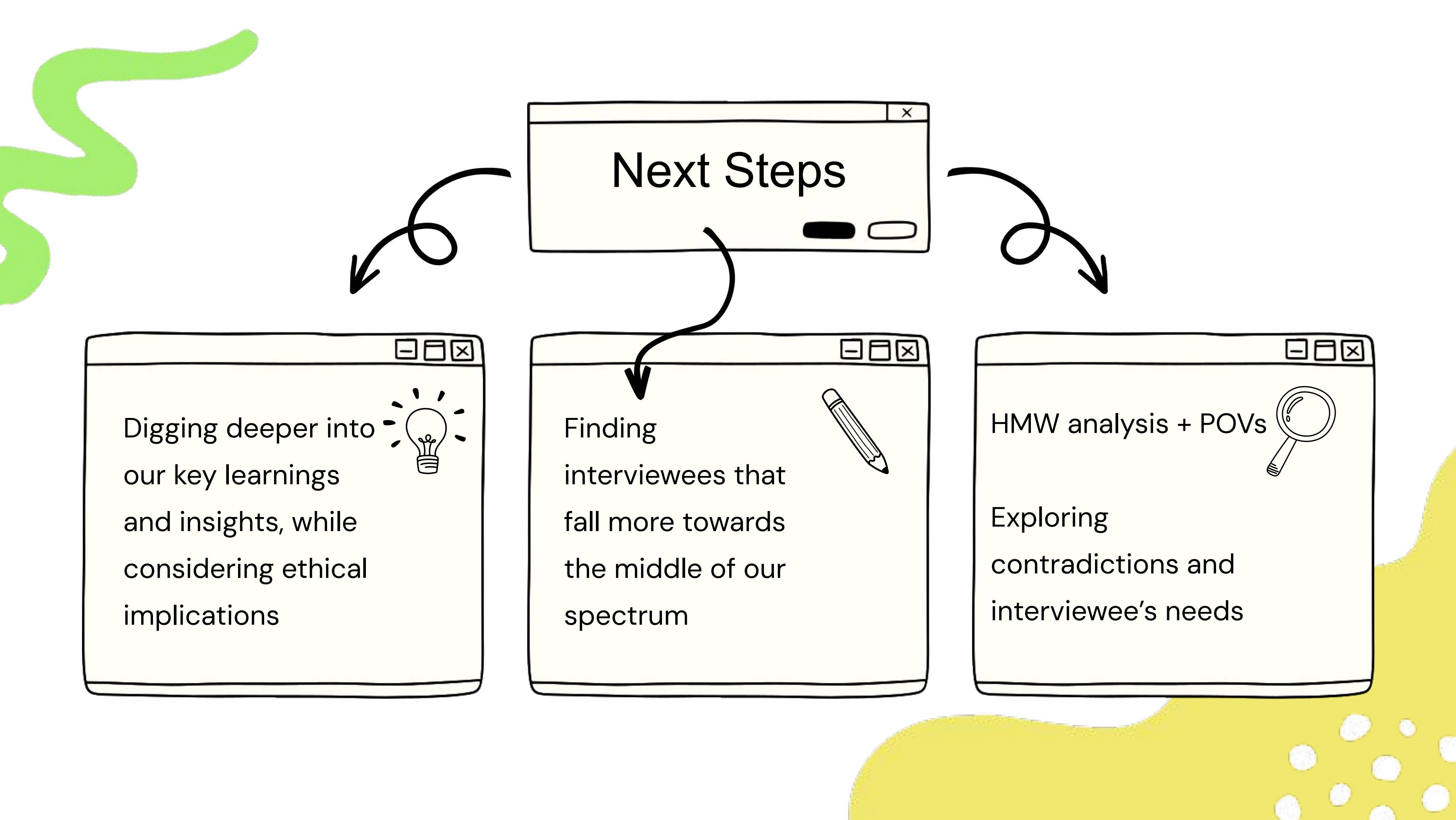


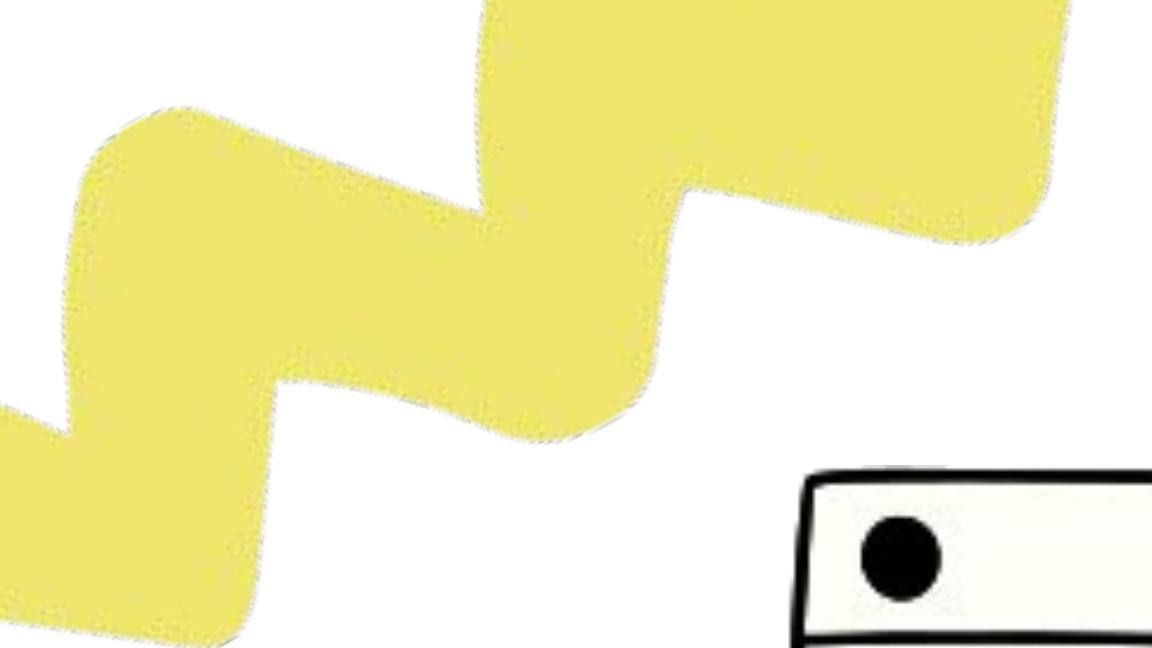
Habits are built over a long period of time



People's environment plays an extremely important role in daily activities







Thank you!