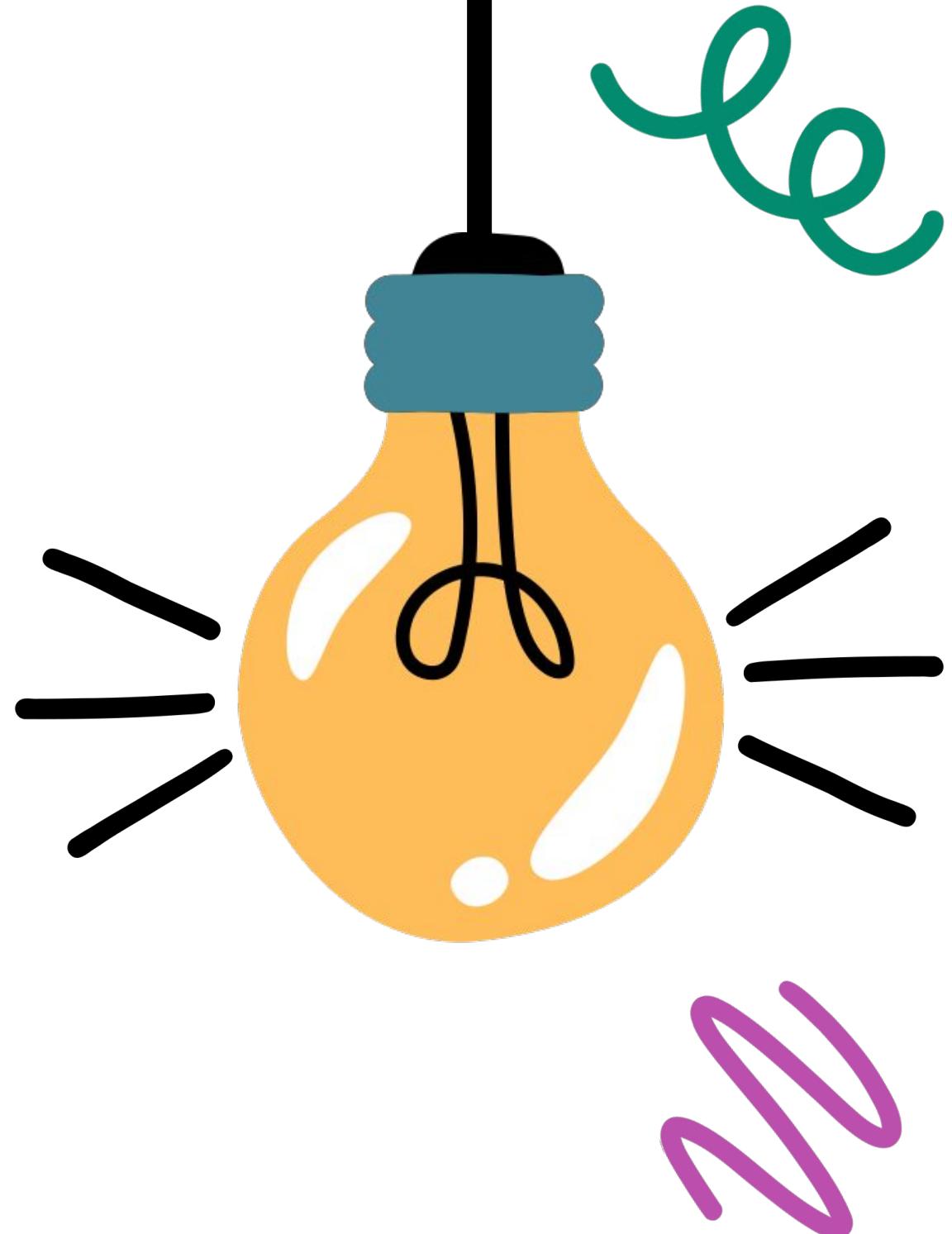


# **Assignment 2: Designing for Active Lifestyles**

**Team 2:**

**Nazanin, Malina, Cecilia, Pedro**





# CONTENTS

- 1 Domain revision
- 2 Additional Interviews
- 3 POVs
- 4 HMWs
- 5 Key Takeaways
- 6 Solutions
- 7 Experience Prototypes
- 8 Next Steps



## Domain Narrowing



Time  
Management

Motivation

Daily Habit  
and  
Consistency

Intentionality

Activity  
Goals

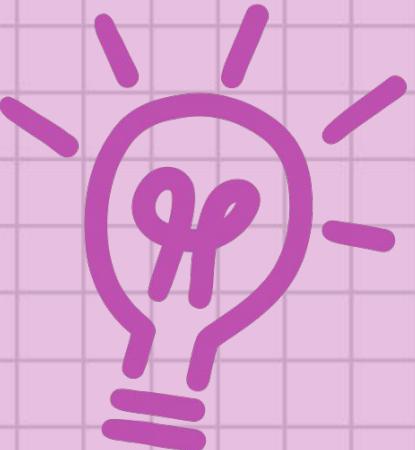
Daily obstacles  
between **busy**  
individuals and  
their **active**  
**lifestyles**



Daily obstacles  
between **busy**  
individuals **with**  
**activity goals**  
and their **active**  
**lifestyles**



# Additional Needfinding



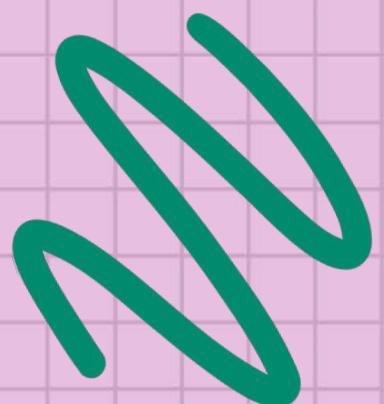
**Yas**

High school student, 17



**Arjun**

Consultant, 31





# Yas

**High school student, 17**



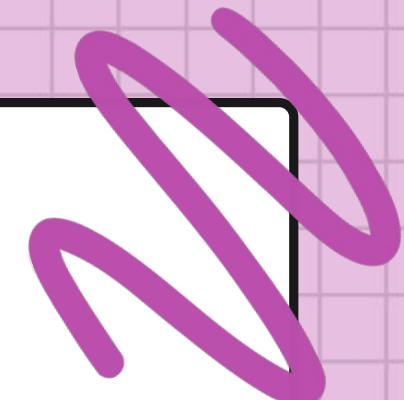
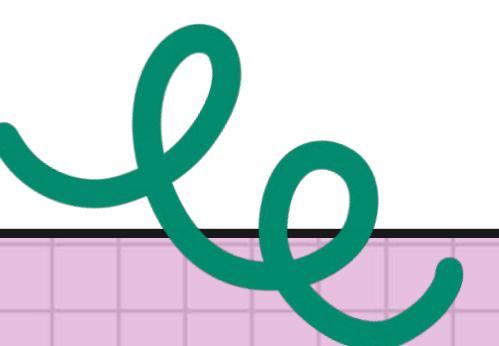
- ABOUT YAS

A 17-year-old high school senior who is caught up with college applications and wants to maintain balance and an active lifestyle in the midst of chaos.

Yas is the friend of Nazanin's cousin's and lives in Saratoga, CA. She goes to Monte Vista, a highly competitive school in the area where students often report burn-out.

- KEY INSIGHTS

1. Loves social accountability for school-work and exercise (shares calendar with friends)
2. Defines an active lifestyle as balanced and excessively social.
3. Needs reminders to stay on track of schedule, but hates the anxiety induced by notifications.





# Arjun

**Consultant, 31**



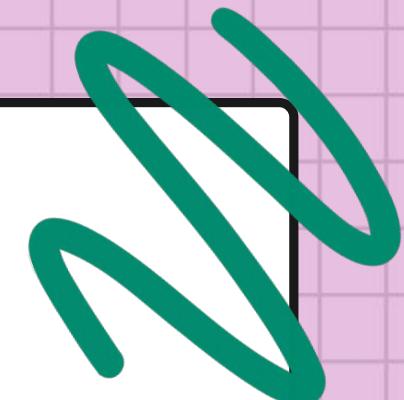
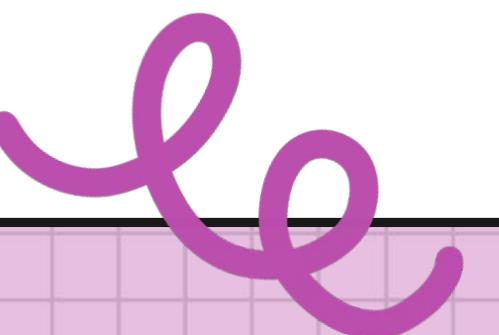
- ABOUT ARJUN

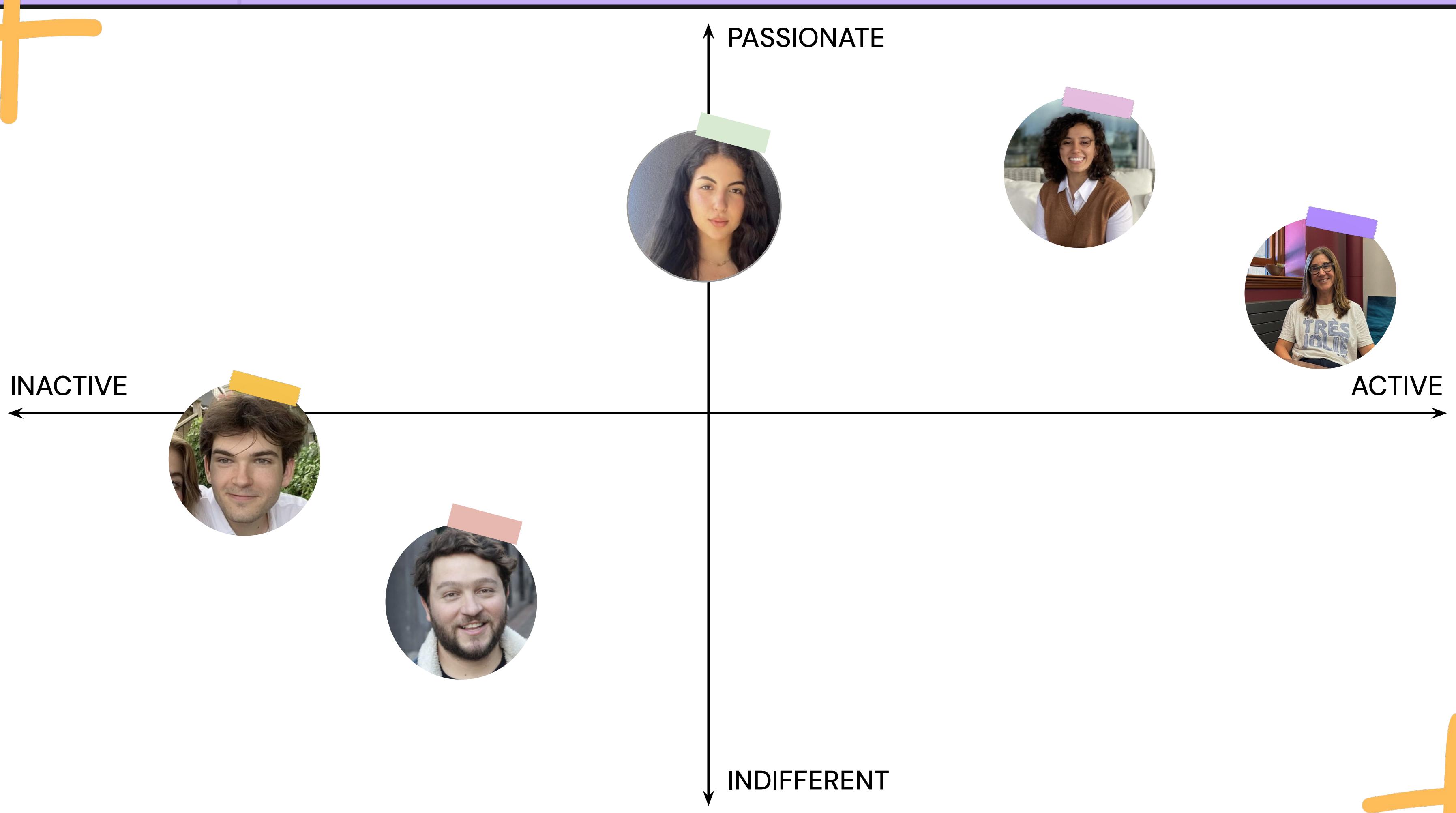
A busy, hard-working 31 year old med tech consultant who aspires to go on walks, hikes, and exercise casually but ends up getting caught up in other tasks and feeling too tired.

We found Arjun on his lunch break at Town & Country in Palo Alto.

- KEY INSIGHTS

1. If something will take up his free time, he would rather do something that doesn't also require energy.
2. Doesn't seem concerned with the social or intentional aspect of being active.
3. Struggles to factor in exercise as a priority, even though he wishes he did.





## POV 1

- **We met...**

Claudia, a 55 year old mother of two who has worked out everyday for the past 30 years.

- **We wonder if this means...**

That her source of motivation comes from deep and long lasting relationships with people in her life.

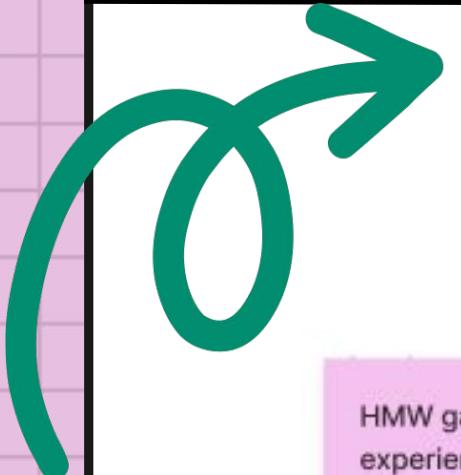
- **We were surprised to notice...**

That even though she claimed she didn't enjoy the competitive aspect of activities in a social environment, her main source of motivation was "beating" her husband on daily challenges.

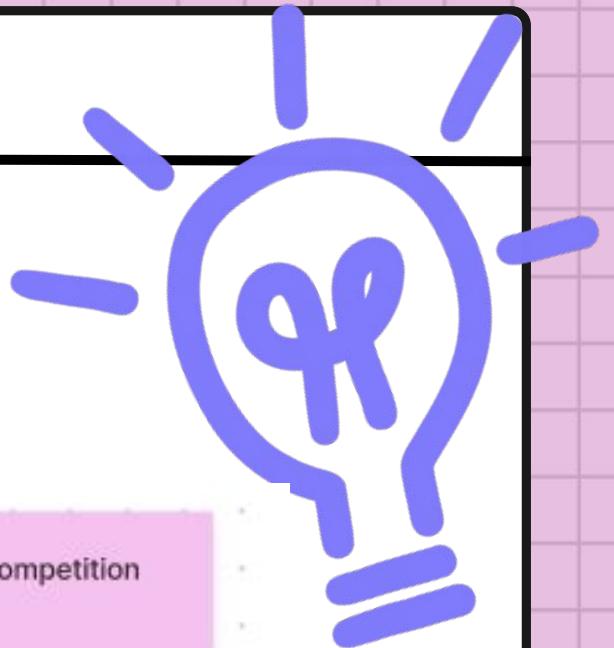
- **It would be game changing if...**

We were able to provide an accessible way for her to healthily compete in her daily life.





# Claudia's HMW



HMW gamify Claudia's experience in a lighthearted way?

Nazanin Zahra Soltan

HMW ensure that Claudia is proud to share her accomplishments?

Nazanin Zahra Soltan

HMW make Claudia's close friends proud of her accomplishments?

Nazanin Zahra Soltan

HMW make the negative aspects of competition into something positive?

Nazanin Zahra Soltan

HMW make competition fun?

Nazanin Zahra Soltan

HMW make Claudia feel safe with sharing her struggles in her journey?

Nazanin Zahra Soltan

HMW make Claudia not rely on others?

Nazanin Zahra Soltan

HMW separate encouragement from competition?

Nazanin Zahra Soltan

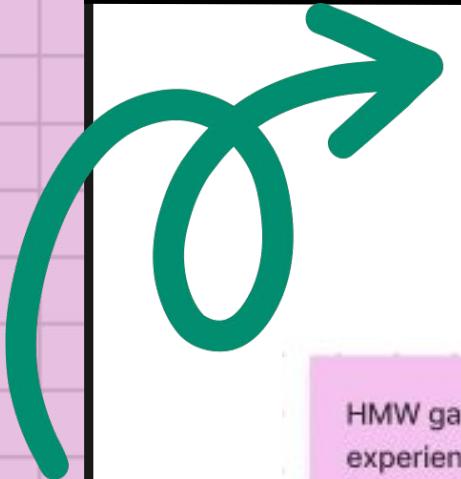
HMW remove competition from daily activity altogether?

Nazanin Zahra Soltan

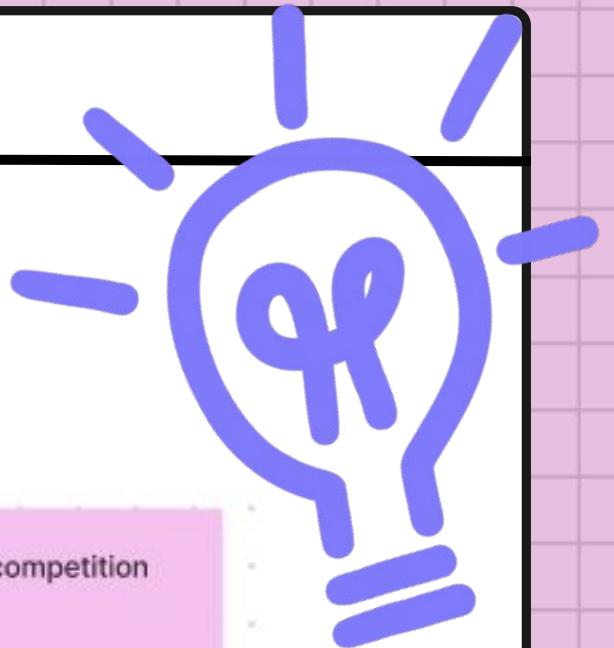
HMW produce an environment where Claudia can socialize without competition?

Nazanin Zahra Soltan





# Claudia's HMW



HMW gamify Claudia's experience in a lighthearted way?

Nazanin Zahra Soltan



HMW ensure that Claudia is proud to share her accomplishments?

Nazanin Zahra Soltan

HMW make Claudia  
experience in a  
lighthearted way?

Nazanin Zahra Soltan

HMW make Claudia feel safe with sharing her struggles in her journey?

Nazanin Zahra Soltan

HMW make Claudia not rely on others?

Nazanin Zahra Soltan

HMW make the negative aspects of competition something positive?

Nazanin Zahra Soltan

HMW make competition fun?

Nazanin Zahra Soltan

HMW remove competition in daily activity together?

Nazanin Zahra Soltan

HMW produce an environment where Claudia can socialize without competition?

Nazanin Zahra Soltan



## POV 2

- **We met...**

Jack, a driven 21-year-old college student who feels extremely overwhelmed during the school year.

- **We wonder if this means...**

Jack's perception of what matters to him is deeply impacted by what he can and can't control.

- **We were surprised to notice...**

That even though Jack has never worked out at Stanford and feels rushed to submit assignments, he leads a very balanced lifestyle during summers, consistently fitting daily workouts into his schedule.

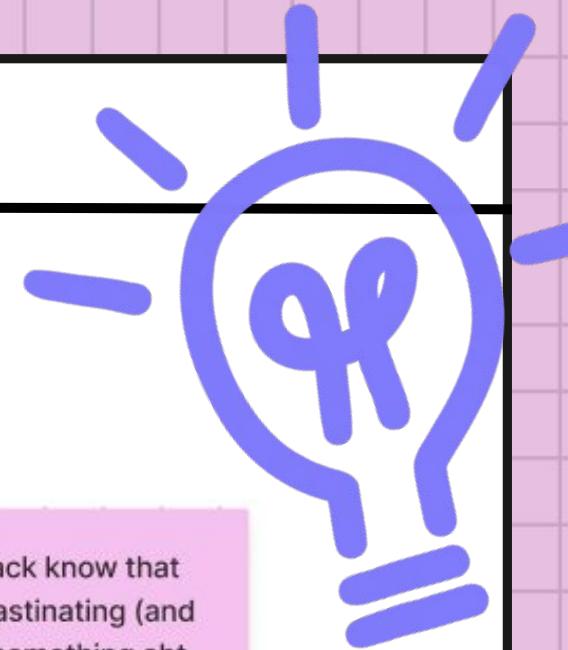
- **It would be game changing if...**

We could give Jack more agency and awareness over his free time.





# Jack's HMW



HMW show Jack that he has time?

Nazanin Zahra Soltan

HMW encourage Jack to live a healthier lifestyle?

Nazanin Zahra Soltan

HMW use Jack's past as a form of motivation?

Nazanin Zahra Soltan

HMW alert Jack of when he has time to do something he's been meaning to do?

Nazanin Zahra Soltan



HMW let Jack know that he is procrastinating (and maybe do something abt it)?

Nazanin Zahra Soltan



HMW make the fixed aspects of Jack's day into something more active?

Nazanin Zahra Soltan

HMW give more importance to having a balanced day that includes active lifestyles?

Nazanin Zahra Soltan



HMW make school feel like summer?

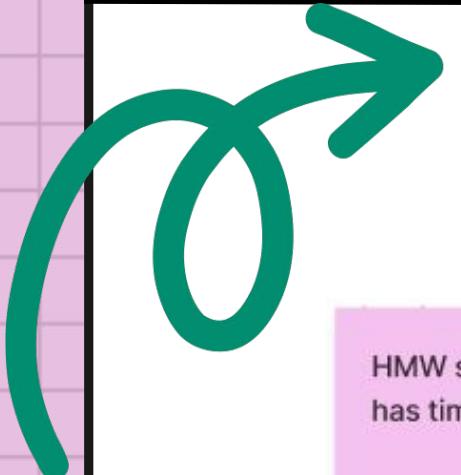
Nazanin Zahra Soltan

HMW make school feel like home?

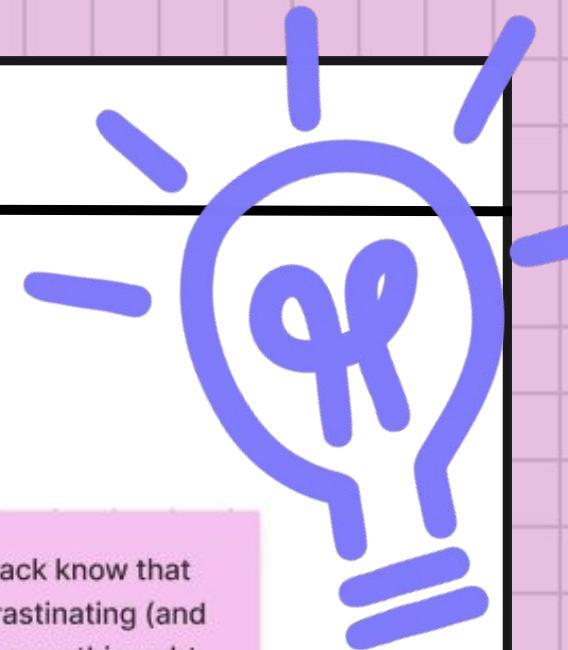
Nazanin Zahra Soltan

HMW leverage Jack's free time to be intentional?

Nazanin Zahra Soltan



# Jack's HMW



HMW show Jack that he has time?

Nazanin Zahra Soltan

HMW encourage Jack to live a healthier lifestyle?

Nazanin Zahra Soltan

HMW use Jack's past as a reference point?

Nazanin Zahra Soltan

HMW alert Jack of when he has time to do something he's been meaning to do?

Nazanin Zahra Soltan



HMW let Jack know that he is procrastinating (and maybe do something abt it)?

Nazanin Zahra Soltan



HMW make the fixed aspects of Jack's day into something more active?

Nazanin Zahra Soltan

HMW give more importance to having a balanced day that includes active lifestyles?

Nazanin Zahra Soltan



Nazanin Zahra Soltan

W make school feel home?

Nazanin Zahra Soltan

HMW leverage Jack's free time to be intentional?

Nazanin Zahra Soltan

Nazanin Zahra Soltan

Nazanin Zahra Soltan

Nazanin Zahra Soltan



## POV 3

- **We met...**

Arjun, a 31 med tech consultant who often feels too tired to exercise.

- **We wonder if this means...**

that Arjun is overestimating how much energy or time is needed in order to be active, and creating a somewhat negative relationship to exercise.

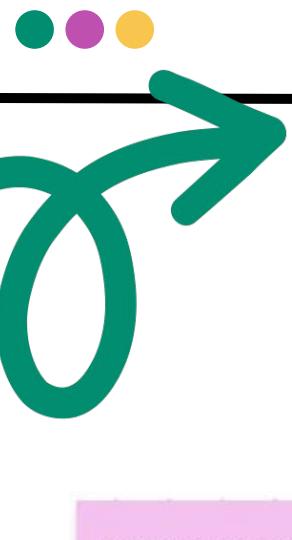
- **We were surprised to notice...**

that even though he seems to have a lighthearted relationship with exercise, he can never seem to find the time or energy, and would almost always rather “watch Netflix.”

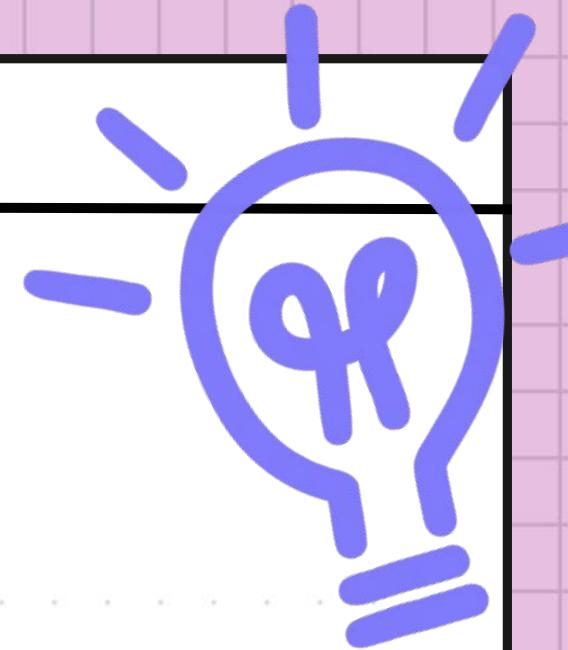
- **It would be game changing if...**

If we could make having an active lifestyle feel as low stakes and casual as “watching Netflix”.





# Arjun's HMW



HMW associate exercise with entertainment?

Nazanin Zahra Soltan



HMW demystify the idea that an active lifestyle requires a significant time commitment?

Nazanin Zahra Soltan



HMW make exercise less tiring?

Nazanin Zahra Soltan

HMW utilize content in order to make Arjun look forward to exercising?

Nazanin Zahra Soltan

HMW make active time more appealing and social?

Nazanin Zahra Soltan

HMW make Arjun realize that he doesn't need as much energy and time as he thinks to be active?

Nazanin Zahra Soltan

HMW help Arjun become more consistent?

Nazanin Zahra Soltan

HMW make exercise as much of a priority for Arjun as his job and home duties?

Nazanin Zahra Soltan

HMW show Arjun that he can be more intentional with his free time?

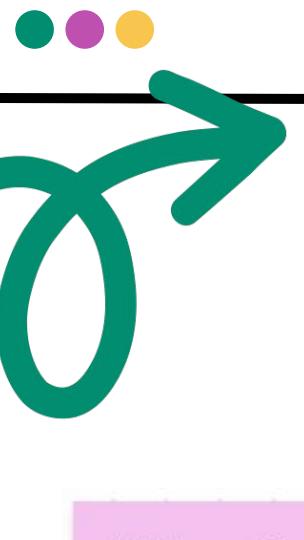
Nazanin Zahra Soltan

HMW make Arjun look forward to having an active lifestyle while he's at work?

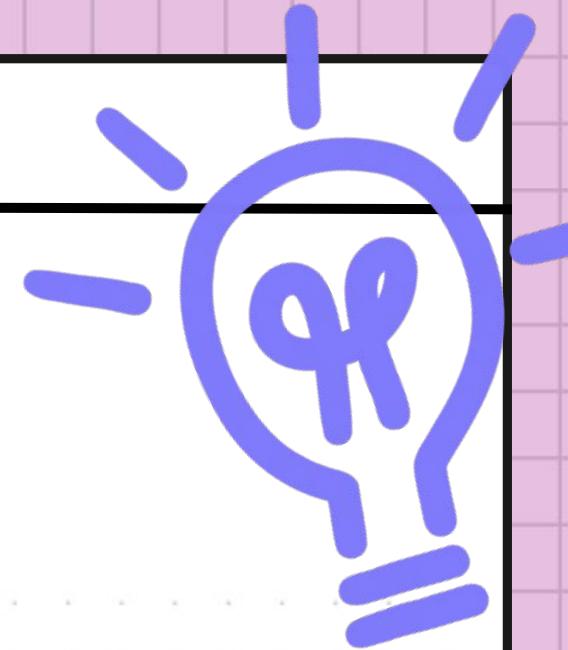
Nazanin Zahra Soltan

HMW make active time something relaxing / winding down?

Nazanin Zahra Soltan



# Arjun's HMW



HMW associate exercise with entertainment?

Nazanin Zahra Soltan



HMW demystify the idea that an active lifestyle requires a significant time commitment?

Nazanin Zahra Soltan



**HMW demystify the idea that an active lifestyle requires a significant time commitment?**

Nazanin Zahra Soltan

HMW make exercise less  
effortful?

Nazanin Zahra Soltan



HMW utilize content in  
social media to make Arjun look  
more active/exercising?

Nazanin Zahra Soltan

Nazanin Zahra Soltan

HMW make Arjun realize  
that he doesn't need as  
much energy and time as  
he thinks to be active?

Nazanin Zahra Soltan

HMW help Arjun become  
more consistent?

Nazanin Zahra Soltan

HMW make Arjun intentional  
about his active time?

Nazanin Zahra Soltan

HMW make Arjun look  
forward to having an  
active lifestyle while he's  
at work?

Nazanin Zahra Soltan

HMW make active time  
something relaxing /  
winding down?

Nazanin Zahra Soltan





# 3 Key HMWs

HMW gamify Claudia's experience in a lighthearted way?

Nazanin Zahra Soltan

HMW give more importance to having a balanced day that includes active lifestyles?

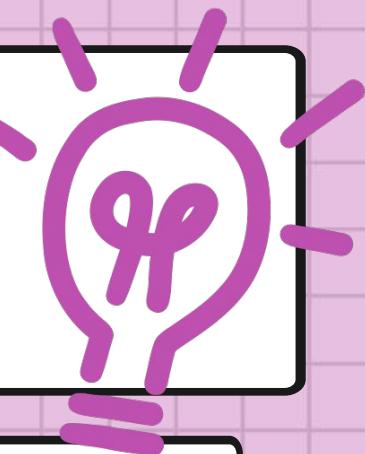
Nazanin Zahra Soltan

HMW demystify the idea that an active lifestyle requires a significant time commitment?

Nazanin Zahra Soltan



# Revisited + New Key Learnings...



People's goals and definitions of active lifestyles vary, **and there's no "one size fits all" approach to activity.**

Goals need to be **prioritized** in order to be **accomplished.**

Social accountability can **motivate** or **hinder.**

A lot of times, busy entails tired. **Time management** isn't always the **only problem.**

Habits are built over a **long and consistent** period of time, and can break easily.

People's environments **and their relationship to them** plays an extremely important role in daily activities

## Solutions Brainstorming



### HMW gamify Claudia's lighthearted competitive spirit?

Fantasy Football type of game where you can choose friends to be on your "team" (your team does better when the friends you drafted workout more)

Malina Calarco

"Board game" looking path to follow (similar to Duolingo idea)

Malina Calarco

Workout ratings of gym and exercises

Malina Calarco

Workout Tinder (swiping for partners, or swiping for workouts)

Pedro Jeha Civita

From beginner to advanced roadmaps of things to do, Duolingo Style for yoga poses and flows etc

Pedro Jeha Civita

Workout photo sharing app (snap a pic every time you workout) to share to friends

Malina Calarco

Virtual "relay race" (teams competing against each other)

Malina Calarco

Workout BeReal → get a notification to perform very small workout in the next hour. (Integrated with Calendar possibly)

Pedro Jeha Civita

\*Roll a Dice with predetermined / choose your own tasks (activity, self care, to-dos)/

Pedro Jeha Civita

Experience Logging Activities that you / friends have completed. Almost a social/close friends journal.

Pedro Jeha Civita

Add text

Pedro Jeha Civita

Workout Letterboxd but rating Fitness Youtubers

Malina Calarco

## Best Ideas



\*Roll a Dice with predetermined / choose your own tasks (activity, self care, to-dos)

Pedro Jeha Civita



Experience Logging Activities that you / friends have completed. Almost a social/close friends journal.

Pedro Jeha Civita



## Solutions Brainstorming



# HMW give Jack more importance to having a balanced day that includes active lifestyles?

App with social feature for friends to share goals and progress.

Mood manager that detects heart rate and other factors and shows you graphs your mood through various activities (e.g. Oura)

Phone alerts when the person is on their phone, which gives them ideas about snippets of other activities they could do.

Social app with daily group check-ins, which gives a reward if all members accomplish their daily goals.

Platform that requires daily check-ins to say whether you completed your goal or not (guilt tripping)

Activity journal with daily reflections (through easy Q&A) about how it makes you feel physically and mentally.

Automated schedule planner. You can tell it all your tasks and it organizes your schedule and finds open spaces.

Daily fun fact and insights on the importance of an activity that they did that day (e.g. biking, or socializing) to give encouragement

Smart watch integration that sends notifications to be active or reminders about goals when detecting low levels of activity.

Activities swap marketplace, sharing activities you like and getting inspiration from friends.

Daily newsletter or alerts to introduce you to new activities near you or online.

Best Ideas



Automated schedule planner. You can tell it all your tasks and it organizes your schedule and finds open spaces.





# 3 Key Solutions

## Roll the Dice

The user will set 6 weekly incremental goals (e.g. get coffee with a friend, meditate 5 min, go on walk). They roll a die each day and should complete the activity it lands on.

## LogOn

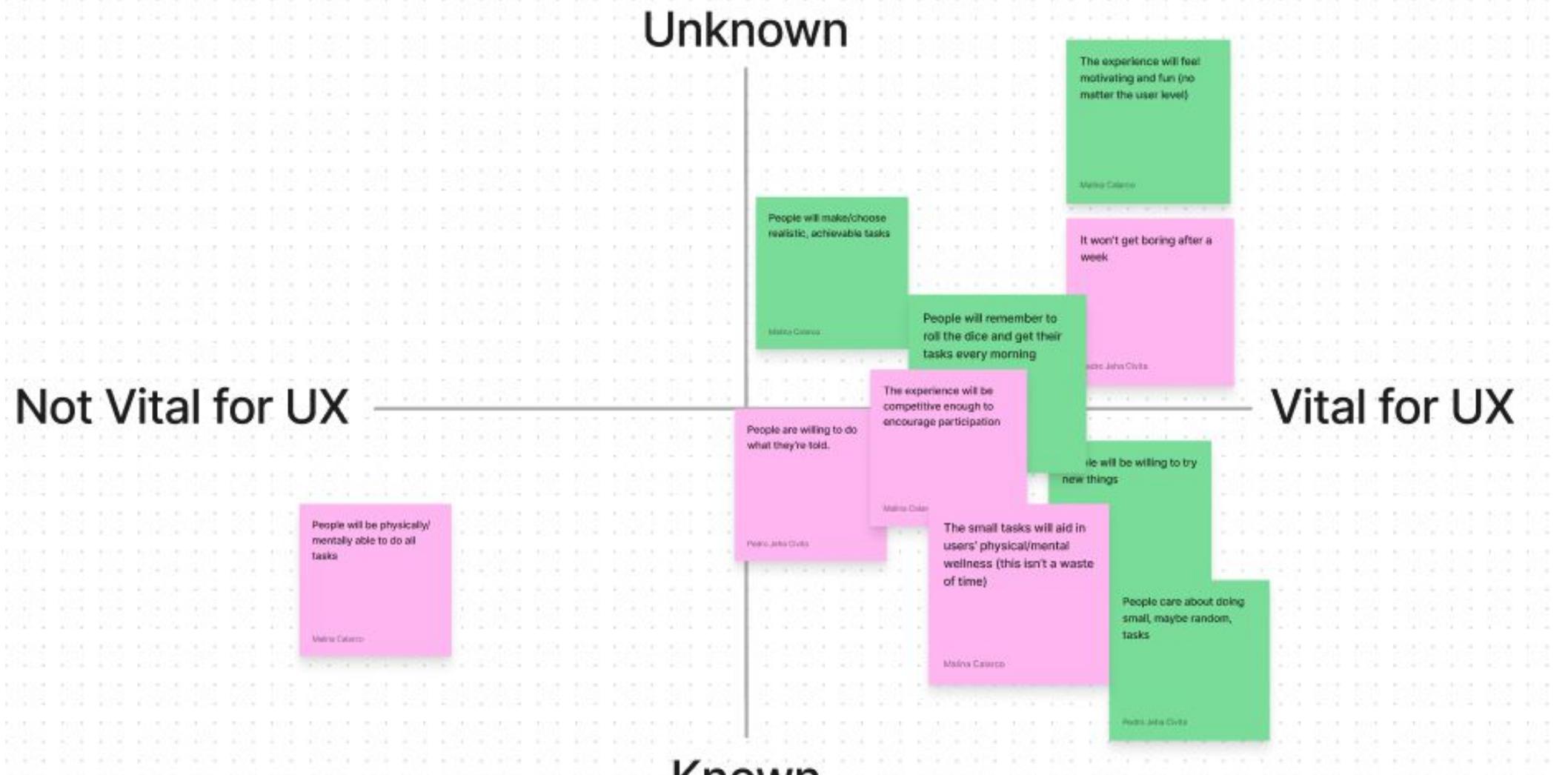
A social platform where users share pictures of their activities throughout the day. Posts are shared with friends to serve as motivation to complete and share frequent activities.

## Free Friends

Users share their free time slots with friends as to streamline organization of group activities (socializing, exercising, co-working, etc.)

## Assumptions Brainstorming

### Solution 1: Roll the Dice



## Key assumption



The experience will feel motivating and fun (no matter the user level)

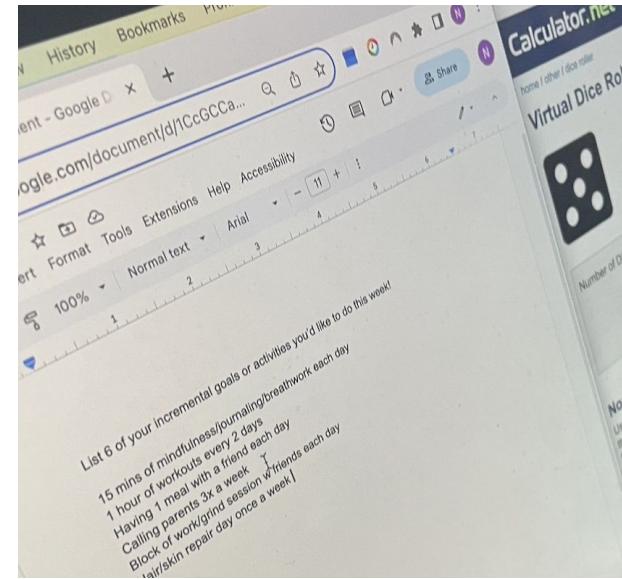
Malina Calarco

# Prototype: Roll the Dice

Assumption: The experience will feel fun and motivating

- **Description / set-up**

- A digital or a physical die
- Participants wrote down a list of 6 incremental goals
- They rolled the die and had to complete the activity at hand



- **Participants**

- Diane, 19 years old
- Athena, 21 years old
- Mohamed, 22 years old

- **What worked & didn't work**

What worked:

- Entertaining, fun activity

What didn't:

- Participant kept rolling until she got what she wanted to do most.
- “Goals” was too broad; the range of effort was very big.

- **What we learned**

- Randomization is better for “low-stakes” activities;
- Motivation may decrease with “randomization”

# Prototype: LogOn

Assumption: People have an interest and are motivated by their following their close friends habits

- **Description / set-up**

- iMessage group chat with friends
- Share 5+ pictures of day-to-day life (with optional captions) for a day
- No supplemental instructions (such as when to send a picture)

- **Participant**

- 4 of Malina's friends who don't ordinarily text frequently, let alone share pics of their days

- **What worked & didn't work**

- 2 participants sent 5 photos each; other 2 participants sent only 1 each
- Participants responded/reacted to others
- Participants expressed interest in each others' activities

- **What we learned**

- People are highly interested in what their friends are doing—even the mundane tasks
- Seeing friends' activities may not motivate people to do something themselves

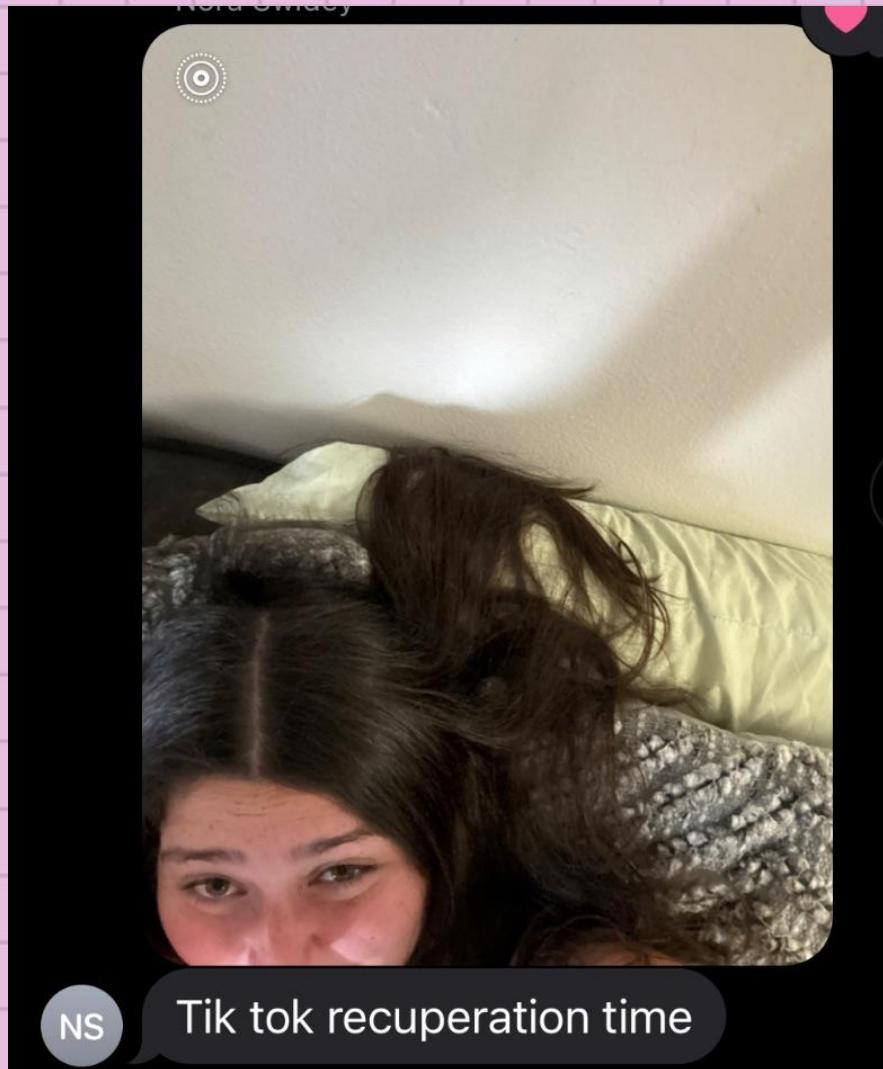


Just finished OH in the morning,  
had Chinese class, headed to  
CS111 lecture rn via Bike

A Location: Shriram



SK Trynna get the printer to work in  
mirrieles

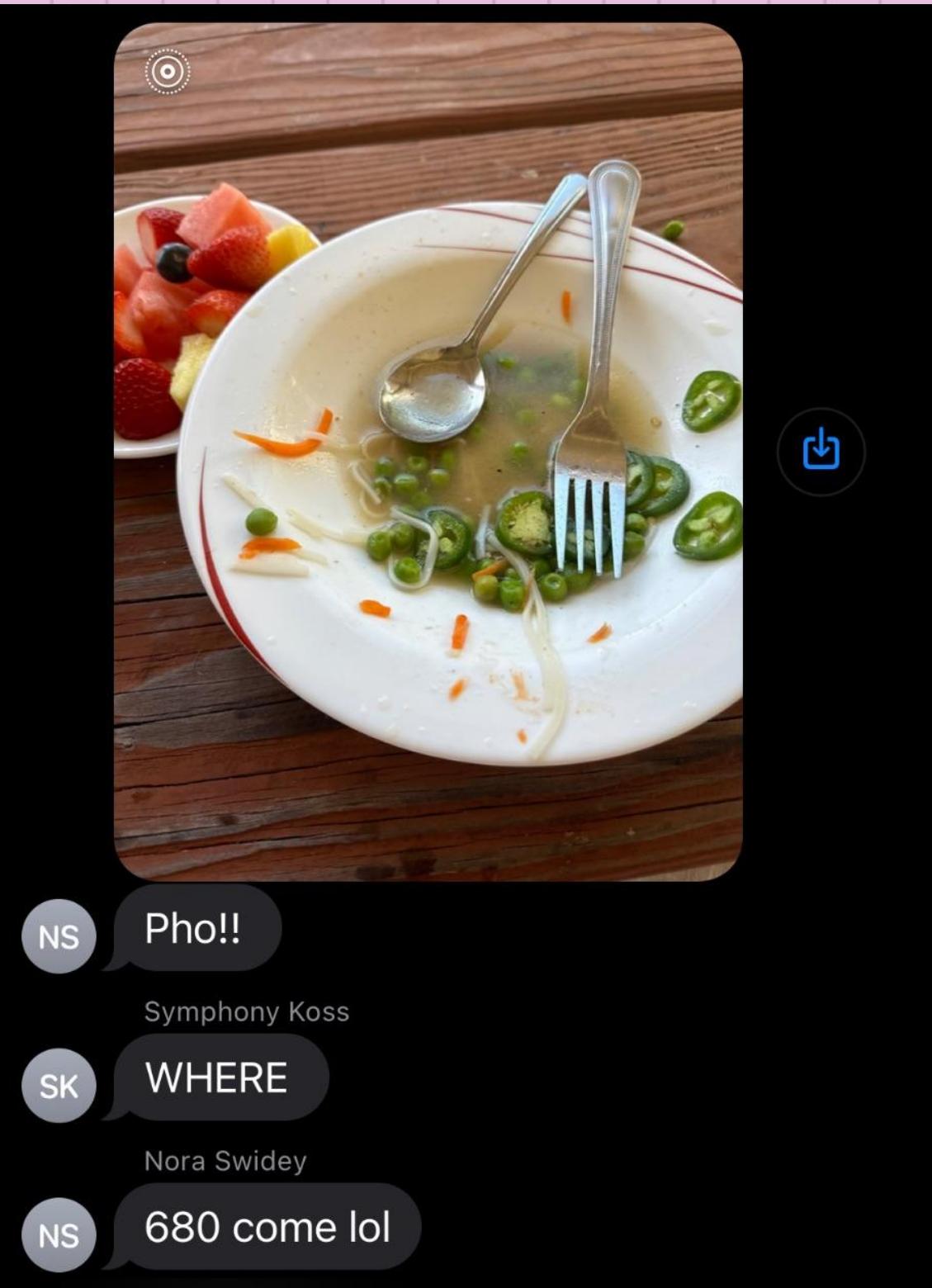


NS Tik tok recuperation time



AL Spent the morning in the PRL  
👷 & now picking up packages





NS

Pho!!

Symphony Koss

SK

WHERE

Nora Swidey

NS

680 come lol



SK

Going to Stanford women in tech  
entrepreneurship meeting come  
join 😍😍😍

# Prototype: Free Friends

*Assumption:* People know their free time slots and are willing to share them with friends.

- **Description / set-up**

- iMessage group chat with friends.
- People see free time/gaps in their schedule + think of something they want to do; send it in the group chat.
- Other participants can join them or not + suggest their free times/plans

- **Participant**

- 3 of Pedro's friends in a group chat
- Busy people who usually have free time around the afternoon

- **What worked & didn't work**

What worked:

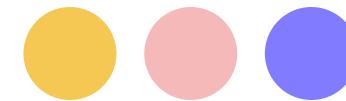
- One friend said yes in response to being asked to hang out

Didn't:

- One friend didn't

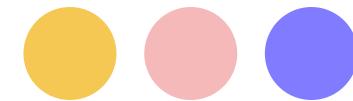
- **What we learned**

- People enjoy receiving invites for activities
- It's difficult to put yourself out there and initialize social engagements (Pedro's friend was hesitant to do so)
- Would be useful to have knowledge of free friends' calendars/busy times



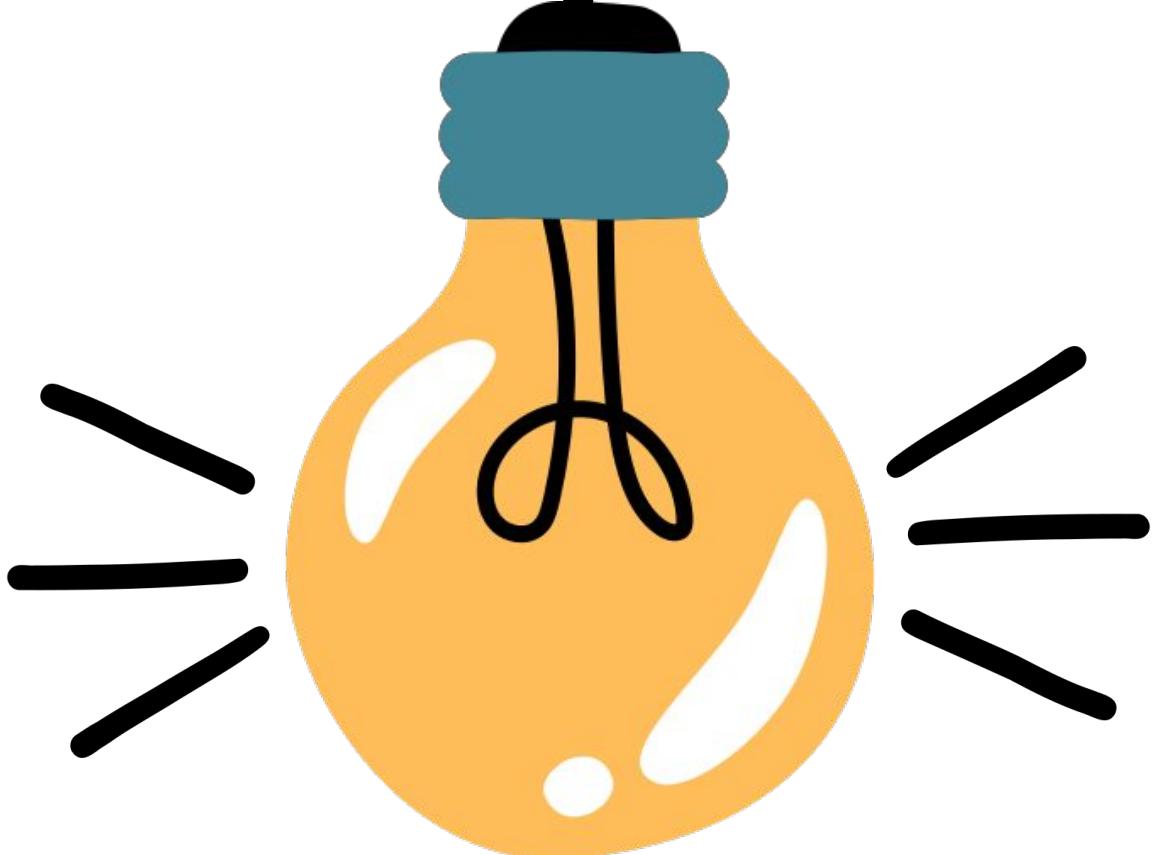
# What's next?

- Considering if solutions are valid knowing that we have tested assumptions
- Modifying solutions according to learnings



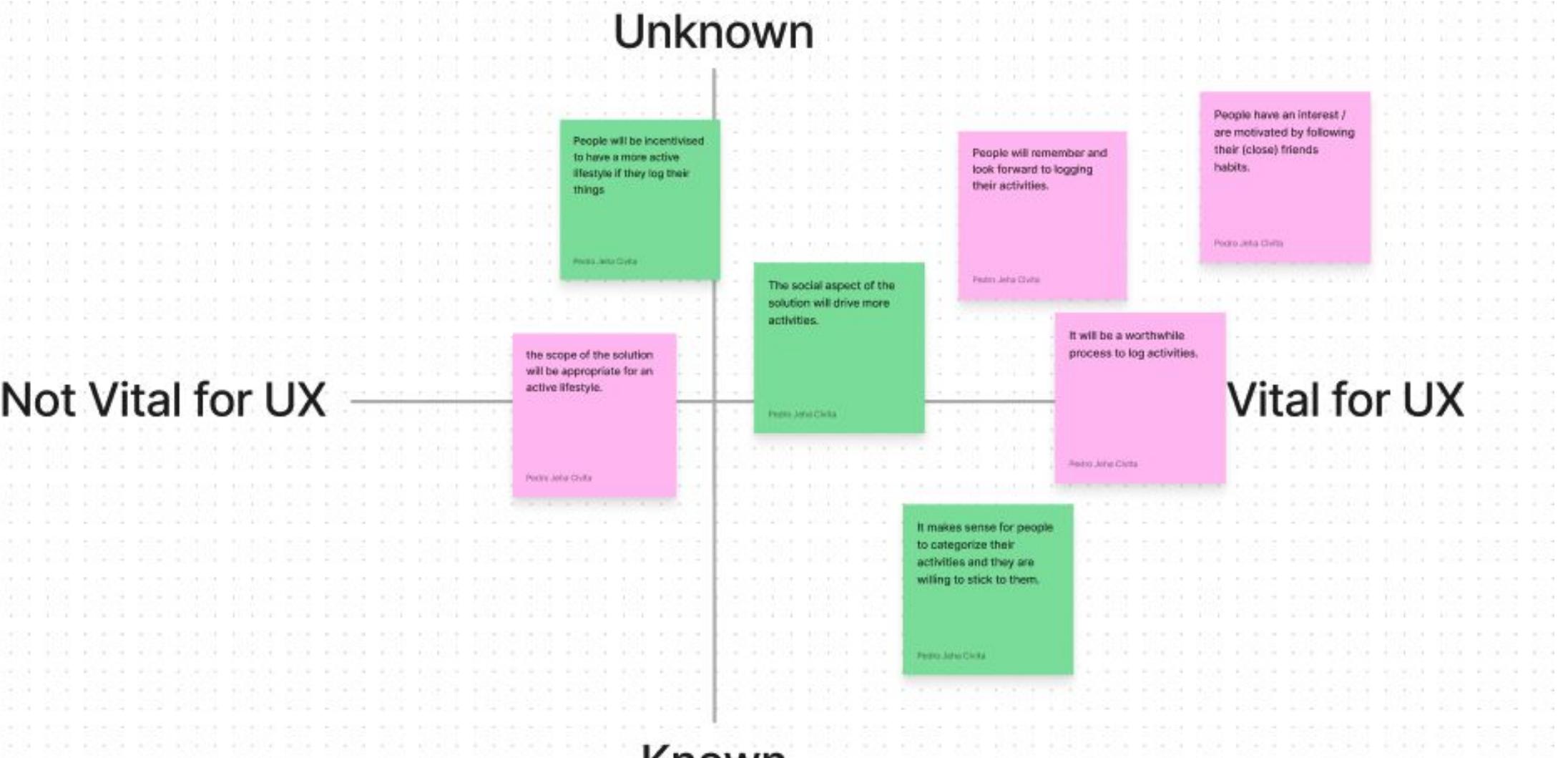
# THANK YOU

Questions?



## Assumptions Brainstorming

### Solution 2: LogOn



## Key assumption



People have an interest / are motivated by following their (close) friends habits.

Pedro Jeha Civita

Assumptions Brainstorming

## Solution 3: Free Friends

Key assumption





# ICE BREAKER



**LET'S KNOW EACH OTHER**

**BETTER...**

- What's your favorite color?
- What's your favorite film?
- What's your favorite food?
- What's your favorite ice cream flavour?

My  
favorite  
food

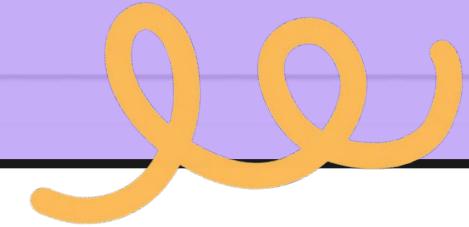


My  
favorite  
film



My  
favorite  
hobbie





# BRAINSTORMING

## Main rules

- 1**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci hendrerit augue interdum lacinia at egestas dolor. Vivamus elementum pulvinar tempus.
- 2**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci hendrerit augue interdum lacinia at egestas dolor. Vivamus elementum pulvinar tempus.
- 3**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci hendrerit augue interdum lacinia at egestas dolor. Vivamus elementum pulvinar tempus.
- 4**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci hendrerit augue interdum lacinia at egestas dolor. Vivamus elementum pulvinar tempus.
- 5**

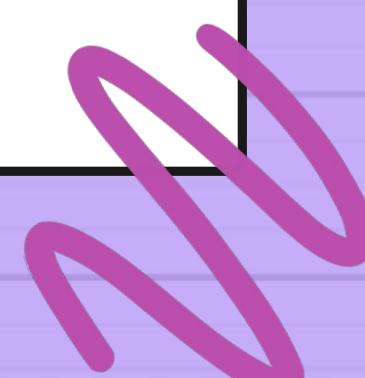
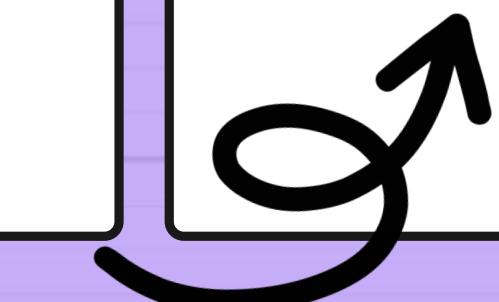
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci hendrerit augue interdum lacinia at egestas dolor. Vivamus elementum pulvinar tempus.



**Brilliant  
idea!**

**Awesome  
idea!**

**Creative  
idea!**

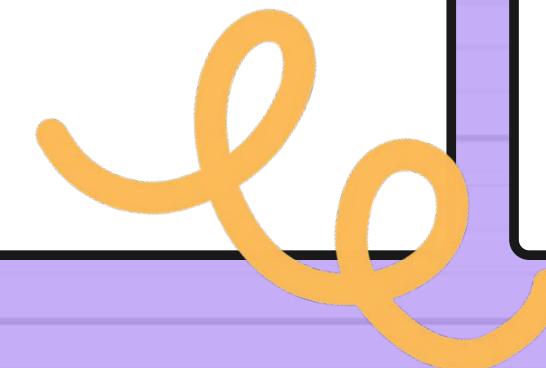




# Take action!

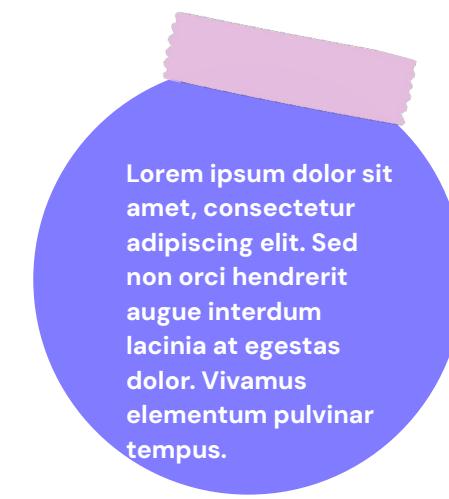
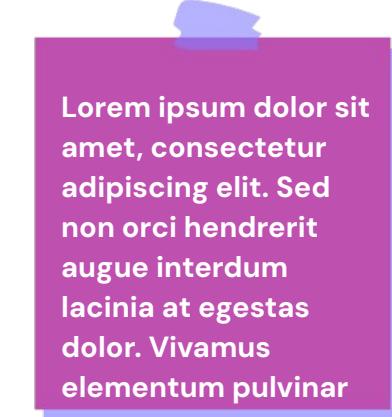
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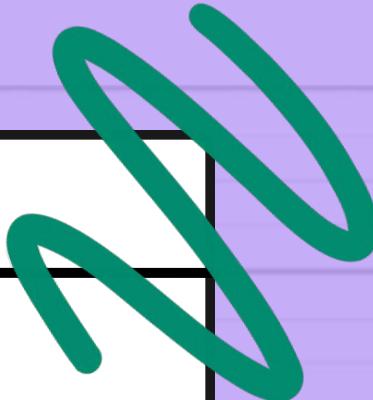
1

Add an action item.



2

Drag your photo to claim the action item.



## Roll the Dice



asdasd

## Solution 2

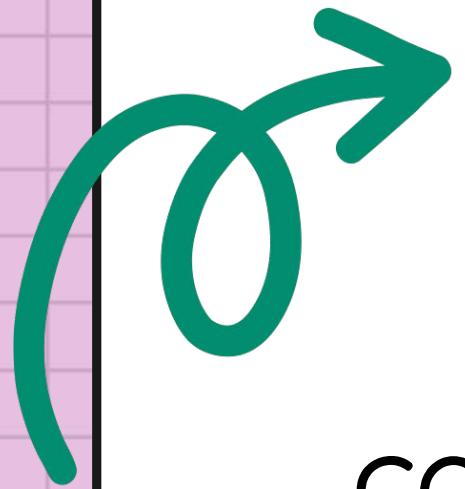


## Solution 3



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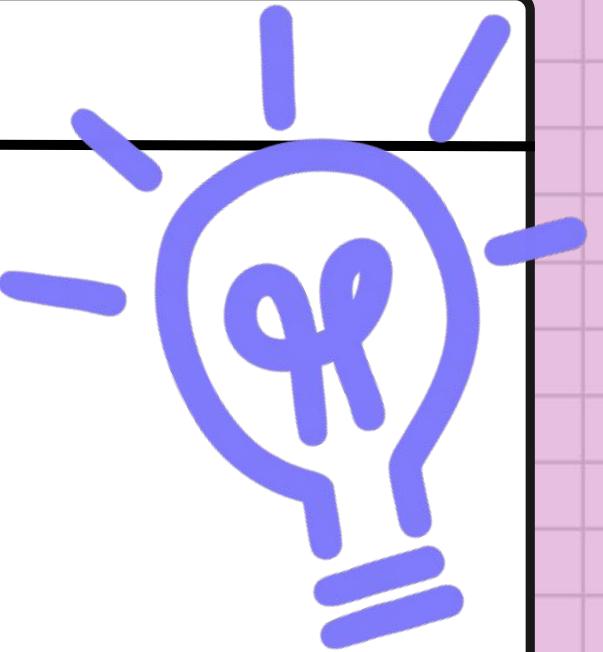


## CONCLUSION 1

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## CONCLUSION 2

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## CONCLUSION 3

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# COMPETITIVE ANALYSIS

1

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3

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LOWER  
Criteria B

HIGHER  
Criteria A

HIGHER  
Criteria B

LOWER  
Criteria A



