



# Health & Wellness

Personalized Health Tracking  
Caroline, Nick, Dylan, Cameron

# Need Finding



**Let's dive into our participants...**

# Choosing Participants

1

**Balance:** Average users, Extreme users, industry insiders and healthcare professionals

2

**Types of Circles:** We intentionally reached out beyond our own circles. 5 different time zones, 4 different countries.



Can you tell me about the most recent health goal you've had? [Users]



How has COVID impacted the health tracking industry? [Industry insider]

Over the last year, can you tell what action you took that was the most productive for your health and wellness? [Users]

# Questions

What do you recommend to patients regarding taking care of their health on their own? Why so? [Doctor]

Have you recommended friends and family to track their health? Why? [Everyone]

Tell me what aspects of your own health you track? Why? [Users]

From waking up to going to bed, can you tell me about the activities that trigger you to think about health? [Users]

Walk me through your day today, what have you done that would improve your health? [Users]



# Interview Insights



**Let's dive into some of our interviews...**



**"[Garmin] gives you a rough amount of recovery you need after every activity. I rarely listen, but it is nice if you do a nine-hour day and you look at it and it tells you to take 56 hours off. You don't go and do a huge day the next day."**

**Andrew**

Biohacker



**"I've reconfigured  
the meaning of  
what health  
means to me"**

**Hannah**

Freelance Journalist, Toronto  
(Average user)





**"carving out time in my schedule is the biggest obstacle - there's so much to be concerned about, I don't make an effort to track my health"**

**Dr. H**

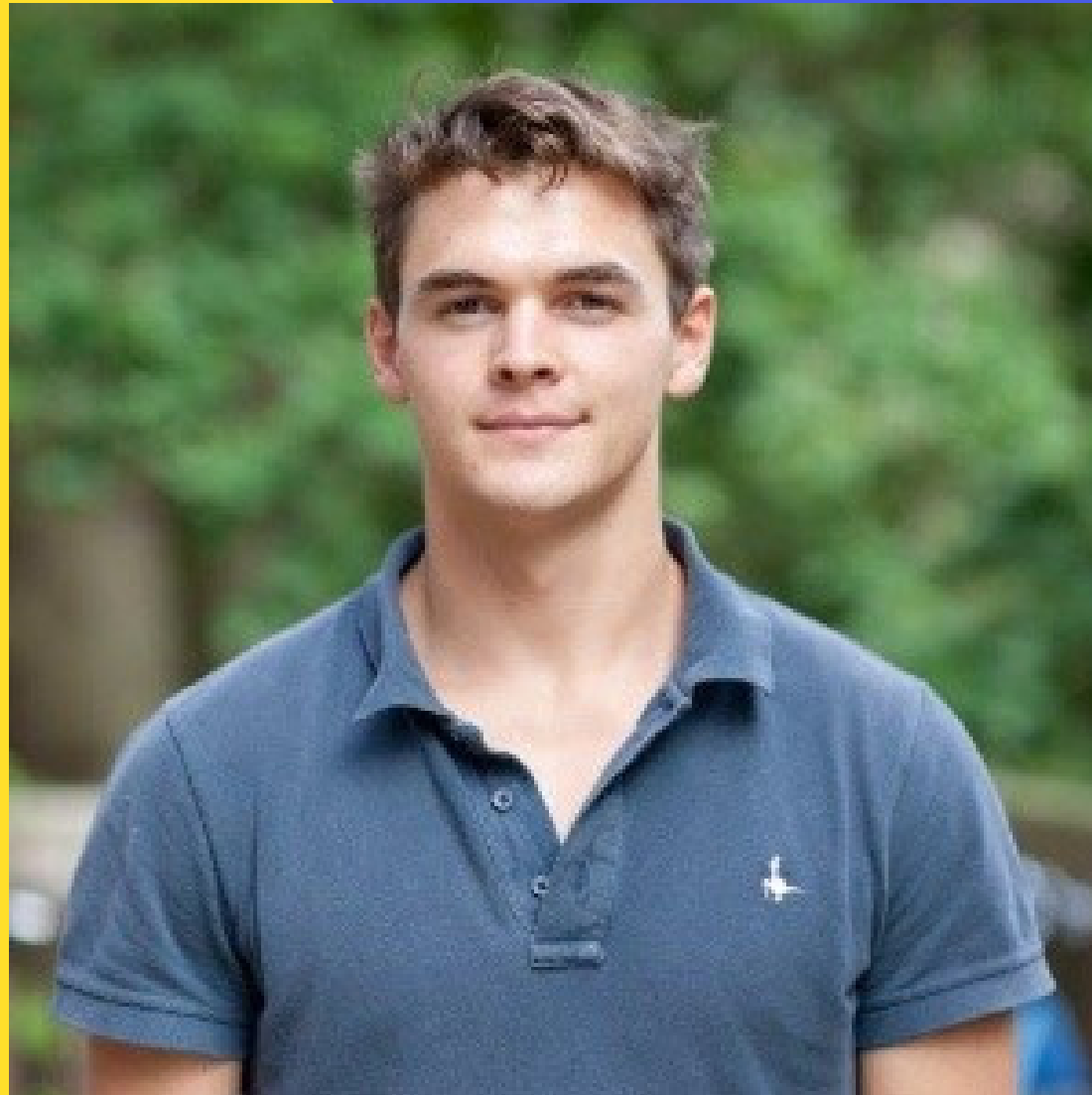
Doctor in Toronto, Canada  
(Health care professional and user)



**"WFH means work is  
always there 24/7"**

**Toby**

(Young Professional in London, who is a  
biker and rower)





**"Whoop is so nice to use that I will check the app [even though] I like the Garmin data better."**

## Coach C

Collegiate Strength Coach and Ex-Athlete  
(Extreme User)



**"When you wake up in the morning and you're tired, you know what you've done before you go to bed. But there's something else that clicks. When you see the actual data behind it and you see yeah, I'm feeling tired today."**

## **Jackson**

Employee at Oura Ring, Healthcare  
Industry insider

# Jackson Empathy Map

Aspects of our interview that were most intriguing. From tensions to contradictions - here are the highlights.

# Say

Has realized  
taking more time  
for personal  
health has made  
him work better

You should  
**definitely**  
**consult doctors**  
to understand  
your data

You have no idea  
**how hard you were**  
**working** when you  
were asleep

Associations in  
the small things  
in life can make  
a big difference

Seeing the data  
associated with  
how you feel  
**makes it click.**

Biohackers are  
dedicated to getting  
everything out of  
themselves. They  
are passionate and  
growing.

**Data**  
**visualization**  
can trigger  
real action

**I just need to**  
carve out  
time from my  
schedule

It's gotten very easy  
to be stagnant  
[during WFH], but we  
also have more  
freedom with time

Its one thing to  
have data and  
another thing to  
do something  
with it

[Data tracking]  
Helps regular  
people with  
marginal  
improvements to  
improve the day



# Do

Trying to take a health/fitness break in the middle of his work day

Wore an Oura ring **only** because he works there

Checks his sleep data only when he feels very tired

**Mentally** tracks his sleep and its impact

He has gotten a few other friends to wear Oura rings

Doesn't check his Oura ring **daily**

Has **started** to be more conscious of his mental health and wellness

Often sits at his desk all day without any activity

Tries to at least take a walk or workout most days

Tries to change his sleep habits

# Think

He thinks people **feel safer** if they have data

He seems to think that **only athletes** are truly justified in health data tracking.

He has a **very humble** outlook on his health

Everyday people don't benefit much unless they know what to do with the data

Wishes to place more value in exercise

Thinks trackers are **only feasible** for privileged people

Data tracking is becoming increasingly popular and desired

Health is often individually motivated

Thinks he is 7/10 healthy, but not overly concerned with health

Thinks Covid has made temperature tracking more important

It's important for people to **understand** their own data

People change their habits better if **they** have visual data

# Feel

He feels confident and **knowledgeable** about health

Feels less justified using tracker as a non-athlete/biohacker

He feels **guilty** that understanding health data is difficult

**Fatigue** from work and daily tasks detracts from thinking about wellness

Awareness of day-to-day health prompts **feelings of security**

He **enjoys** seeing the cause-and-effect of his decisions

Feels **lazy and unmotivated** in thinking about tracking

**Overwhelmed** with many goals and areas of focus in life

**Embarrassed** at the lack of exercise



# **Insight and Need Analysis**

# Insight

- An average user can't apply their health data without assistance

# Need

- Health data needs to be easily understandable with recommended actions

**"People should  
consult doctors  
to talk about  
their health  
data"**



# Insight

- Although people care about their long-term health, most people only check in with their health when they feel tired or sick

# Need

- It would be game-changing to incentivize people to become more proactive with their health



# Insight

- Health data is more available than ever before but people still prioritise how they feel qualitatively

# Need

- People need to be able to personalize health data with qualitative information for better insights.





# Insight

- Health data focuses on physical performance. However, people care equally as much about their mental performance and health

# Need

- It would be transformative to track information related to mental performance and health in addition to physical performance and health



# Insight

- COVID has permanently disrupted people's environment and structure which are pivotal to maintaining their health and wellness

# Need

- People need structure and environment to balance their work and life and to improve their health and wellbeing

**"My work desk  
and bed are 1  
metre apart"**

# Summary

What did our need finding show us?

1

## **COVID**

COVID has fundamentally changed people's environments and structure strongly affecting their health and wellbeing

2

## **PERSONALIZED**

Health and wellbeing changes are deeply personal and generic advice is insufficient to change habits

3

## **APPEALING AND ENJOYABLE**

Health and wellbeing products are time-intensive, to get users on board there is a premium on positive engagement and design





**Questions?**