



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]



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

Questions

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

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

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

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

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

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

Data visualization can trigger real action

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

You should definitely consult doctors to understand your data

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

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

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

I just need to carve out time from my schedule

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

[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

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

Wishes to place more value in exercise

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

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

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

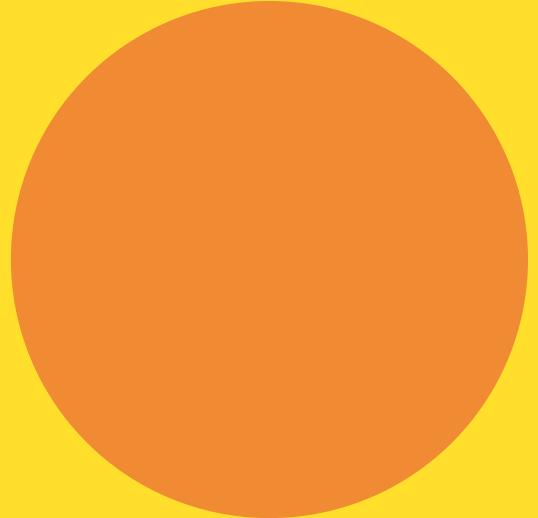
Feels **lazy** and unmotivated in thinking about tracking

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

Overwhelmed with many goals and areas of focus in life

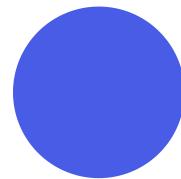
Fatigue from work and daily tasks detracts from thinking about wellness

Embarrassed at the lack of exercise



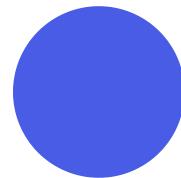
Insight and Need Analysis

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

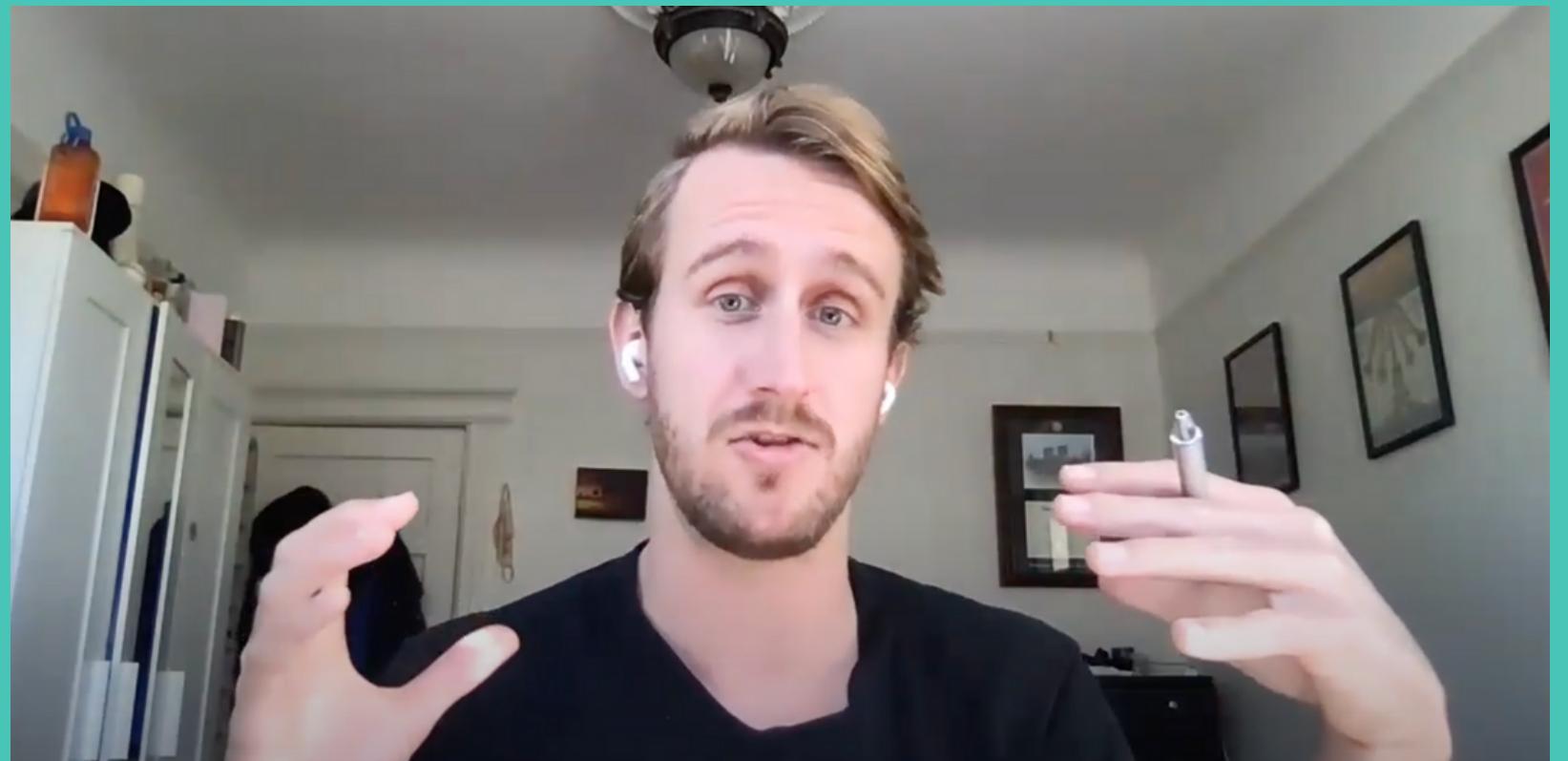


Although people care about their long-term health, most people only check in with their health when they feel tired or sick

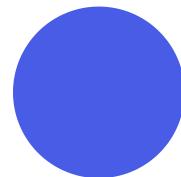
Need



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

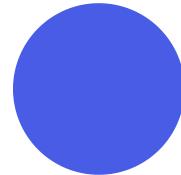


Insight



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

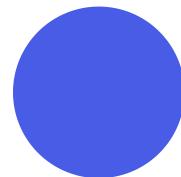
- Health data focuses on physical performance. However, people care equally as much about their mental performance and health

Need

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

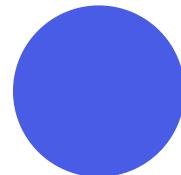


Insight



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?