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# Needfinding

Studio: Food  
Presented By: Clay Jones

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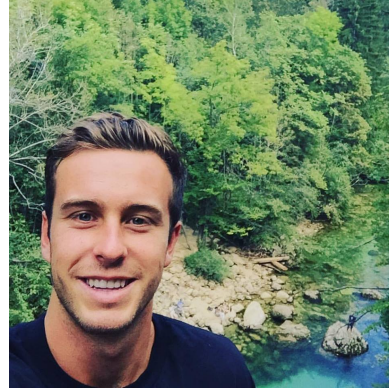
# The Team



**Lindsey Kostas**



**Senthilnathan  
Viswanathan**



**Clay Jones**



**Jesse Candido**

250

Minutes

10

People

4

Locations

1

Commonality

# Active Lifestyles

How does the active community think  
about food?



**Davis** - the overbooked associate

**Dora** - the master planner

**Elaine** - the routined eater

**Ellie** - the health nut

**Evan** - the olympic athlete

**Jessica** - the reluctant chef

**Joel** - the mood eater

**Jonathan** - the average joe

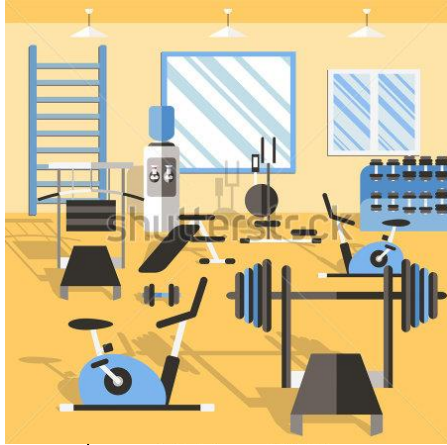
**Justina** - the new mom

**Richard** - the young professional





# Where Do They Go?



## Gym Rats

Davis, Dora, Evan,  
Jonathan, Justina, Richard

## The Fashionista

Joel

  
**NikeStore**

## The Alternative Trainers

Ellie, Elaine,  
Jessica



YOGASOURCE

  
**SOULCYCLE®**

# When Do They Go?



# How Do They Fuel Up?

## Environment

ELLIE

Richard

Evan

Justina

Jessica

## Variety

DAVIS

Ellie

Justina

## Disciplined

DORA

Elaine

Jessica

## Conflicted

RICHARD

Joel

Jonathan



# We Asked...



## Lifestyle

Describe your **lifestyle**

Walk us through a  
**typical day**

How do you keep  
yourself **active**?



## Food

What kind of **eater**  
would your friends  
describe you as?

Best/worst eating  
**experience**?

How do you **think**  
about food?

# And They Answered...

"It would be a lot easier if he liked what I liked" - Ellie

"The group always chooses where we get to eat" - Richard

"I'm not used to having so many good things to choose from" - Ellie

"If I don't have those three things in my fridge I will not be happy" - Dora

"You get stuck in a routine, you only cook 3 things" - Davis

# But They Weren't Always Consistent...

**Ellie:** "I would go out less and cook more...sometimes I don't want to spend the time researching [what I'm going to cook]"

**Davis:** "Enduring challenge of coming up with new and interesting things to cook...I don't like going home to cook"

**Dora:** "It's all about having a structured meal...I love eating out and trying new restaurants"

**Richard:** "I would like to get back in shape... I don't have the motivation to eat healthy and work out"

# And Sometimes Even Surprising...

Define  
HEALTHY?




Where are you  
eating?

# Diving A Little Deeper



# Meet **ELLIE**



Late-50's

ZOOM Marketing CEO  
and founder

Lives w/ husband Mike  
in Palo Alto

PSYCHO-active TRENDY  
vegetarian

LOVES cooking



—  
“What I make and I’m **excited** about making is like **so-so** for him”

**SAY THINK**

One of us always ends up eating something we **don’t want**


**DO FEEL**

**laughed** when she talked about food she **has to cook** to satisfy her husband

**frustrated** and **constrained**



# Meet DAVIS



mid-30s

Global Operations,  
Stanford SEED

Lives w/ wife in San  
Francisco

10hr+ work days, 30%+  
travel

Active every day



—

"I like **lots** of little things to try rather than  
**one** plate of a big thing"

I wish there was an **easier** way to keep  
eating **interesting**

**SAY THINK**

**DO FEEL**

**Running** to work, **carrying** all his  
belongings in his arms

**tired** and **stuck** in a rut  
**excited** to explore

# Meet DORA

Early-30's

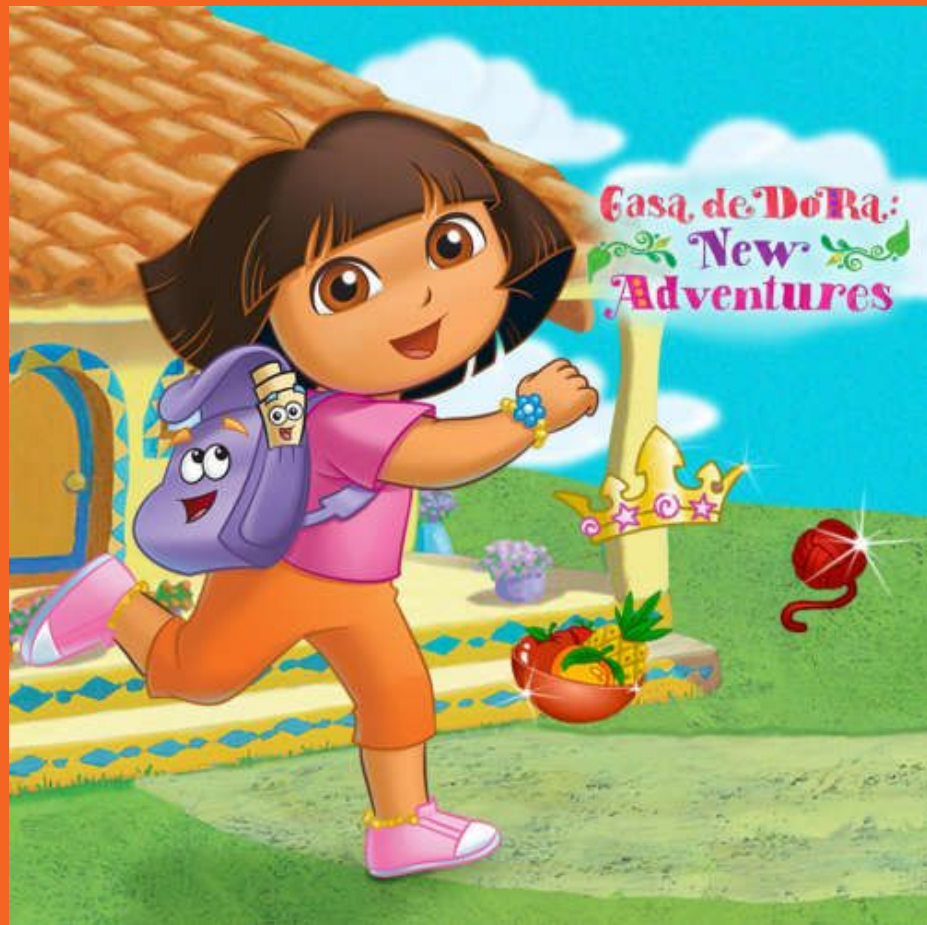
New job at a drone startup

Lives w/ boyfriend in San Francisco

LOVES food

Turrets Syndrome

Mindful



—  
“I know the **core items** I need to make  
my meals”

Eating the **same thing** everyday makes  
my life easier


**SAY THINK**

**DO FEEL**

**assertive** and **immediate** responses

**confident** and **proud**

# Meet **RICHARD**



mid-20s

New grad - CITI Bank

Lives w/ roommate in  
So Cal



—  
“The restaurant is always the **group’s choice**”

I have little **control** of my diet because of the people around me

**SAY THINK**


**DO FEEL**

Made **jokes** about being out of shape and **awkwardly laughed**

**Unmotivated** and **embarrassed**



## Needs

- Compromise
  - Excitement
  - A Better Way to Cheat
  - Accountability
- 



## Insights

Food causes  
**CONFLICTS!!**



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# Questions?

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# INDEX

# Meet ELAINE



mid-50's

Stanford Vice Provost  
Office

Lives alone on campus

BeWell Program

Loves eating food



<p>"when I go out is when I have the <b>tasty</b> food"</p> <p>"I ate <b>too many</b> of those potato chips"</p> <p>"I wish I took more <b>time</b> to enjoy the <b>preparation</b>"</p> <p>"I'm <b>hungry</b> when I get home"</p>	<p>I eat healthy out of <b>habit</b> and <b>convenience</b>, it isn't something I really <b>enjoy</b></p> <p>I wish I could just come home to dinner</p> <p><b>SAY</b> <b>THINK</b></p>
<p><b>laughed</b> every time she said <b>kale</b></p> <p><b>smiled</b> when she talked about <b>eating</b> and <b>food</b></p>	<p><b>DO</b> <b>FEEL</b></p> <p><b>regretful</b> after splurging</p> <p><b>comforted</b> by food</p> <p><b>proud</b> of herself and habits</p> <p><b>nostalgic</b></p>

# Meet **EVAN**

Early-20's

Stanford Varsity  
Volleyball

US Olympic Team



“Eating healthy was **easy** when I was **surrounded** by motivated people”

He felt accountable to his team and coaches (I **owe** it to my team to eat well)

**SAY** **THINK**

**raised voice** and looked  
**happy** while talking

**DO** **FEEL**

**excited** about his new diet  
**accountable** to his team and coaches

# Meet **JESSICA**

Early-30s

Vegetarian

3 kids

Mother





<p>"I have a daughter with tree nut <b>allergy</b>...so we eat a lot at home"</p> <p>"I <b>plan</b> all the meals in advance, on Sundays"</p>	<p>I wish <b>someone else</b> cooked for us, I <b>hate</b> cooking</p> <p><b>Planning</b> ahead saves me <b>time</b> to exercise or take care of the kids</p>
<p><b>SAY</b></p> <p><b>emotional</b> about how her daughter's allergy makes her cook more often instead of going out</p> <p><b>excited</b> to talk about her health</p>	<p><b>THINK</b></p> <p><b>DO</b></p> <p><b>FEEL</b></p> <p><b>fearful</b></p> <p><b>preoccupied</b> with kids</p> <p><b>focused</b></p>

# Meet **JOEL**

21

Does not exercise  
regularly

Works at a restaurant

Eats whatever he  
wants



<p>"I just <b>hate</b> vegetables."</p> <p>—</p>	<p>I should include more greens in my meals, but the <b>taste</b> of most vegetables is just not appealing to me</p>
<p>avoided <b>eye contact</b></p> <p>he stared at the floor the entire interview</p>	<p>too <b>busy</b></p>

SAY THINK

DO FEEL

# Meet JONATHAN



**Average Joe**

**Stanford Alum**

**Works at a startup**



"I wish I could stop having the  
**temptation** to eat all the time"

"I love cookies, but brownies are my  
favorite"

**SAY THINK**


I think about going to the gym, but it is  
so difficult to follow through.

**DO FEEL**

**laughed** when his unhealthy lifestyle  
was pointed out.

**unmotivated**  
lacking **discipline**

# Meet **JUSTINA**

  
young mom

wants to lose the baby  
weight



—  
“I have a daughter with tree nut allergy... she's really young... I'm fearful for her to eat out... in case there's... possible cross-contamination”

**- Jessica**