

Catalyst 2021: Health and Wellness

Research Document

By Brandi and Elaine

Background: College life for incoming freshmen and graduating seniors, and everyone in-between, isn't what they expected in COVID-19. According to the [Pew Research Center](#), they stated that "nearly one in five Americans say they have had a physical reaction when thinking about the outbreak", which supports the need for a solution to address the declining health and wellness of college students during this pandemic. Through surveying, user interviewing, competitive researching, and creating a user persona, Brandi and Elaine seek to delve into this issue through both primary and secondary research methods.

UR Summary and Insights

Target Audience: Undergraduate College Students

Needs: Not feel tired or sore after exercising, fit into busy schedule, motivation (through progress and accomplishments), consistency/ habit-building

How to communicate with persona and needs:

1. Main feature:
 - a. Personalized game experience (against yourself or other people/friends through points; unlock harder workouts and recipes)
2. Medium features:
 - a. Community (input: what's working and what's not; quality assurance)
 - b. Personalized exercise routine (to not feel tired, take too long or foods to counteract it)
3. Minor features:
 - a. Daily health tips
 - b. Daily positive affirmations

Problem Statement: College students need to have a platform that gives them time to exercise within their busy schedules and feel motivated while improving their overall health and wellness. Since their frustrations lie in exhaustion, time, and results it's important that we incorporate features that address these pain points.

- **Survey:** College students don't like feeling tired or sore after exercising and how long it takes to get a good workout in. Most don't like exercising with other people because of the negative social aspects but don't mind if it's fun, with friends, accountable, and motivated. Although some prefer to be alone for alone time and less stress. Time and tiredness are main excuses. Feel-good/healthy and physicality are main motivations. Most don't mind competition if it's for motivation, bettering oneself, or as a way of accomplishment, while others just value the company. Burn out occurs when there is no motivation, consistency, immediate results, or they feel tired/sore. Run, cardio, and strengths are common exercising methods, while anything with equipment or weights isn't preferred. More time (for self), funds, and resources would make it easier to live a healthy college lifestyle.
- **User Interview:** Wants to exercise because it improves her overall well-being and makes her feel good but she doesn't have time for it because of her busy schedule. To solve this she has tried to make a habit of doing a short 10-15 minute exercise before she goes to sleep. Unfortunately, school overrides the importance of physical health which affects her daily diet as well, besides her job and family.

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Overall, she would like people to acknowledge and show importance to other aspects of well-being.

- Competitive Research:
- User Persona:

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Surveying

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College Life: Health and Wellbeing Survey

Section 1 of 4

College Life: Health and Wellbeing Survey

Hello and thank you for taking interest in our survey! Our names are Brandi and Elaine, and we are college students currently competing in a designation where we are on the health and wellness track. 🥰🥰🥰🥰 We would appreciate your completion of this survey and it is a combination of multiple choice and short answer. But don't fret! For the short answer feel free to leave a sentence or two. Thank you again!

After section 1 Continue to next section

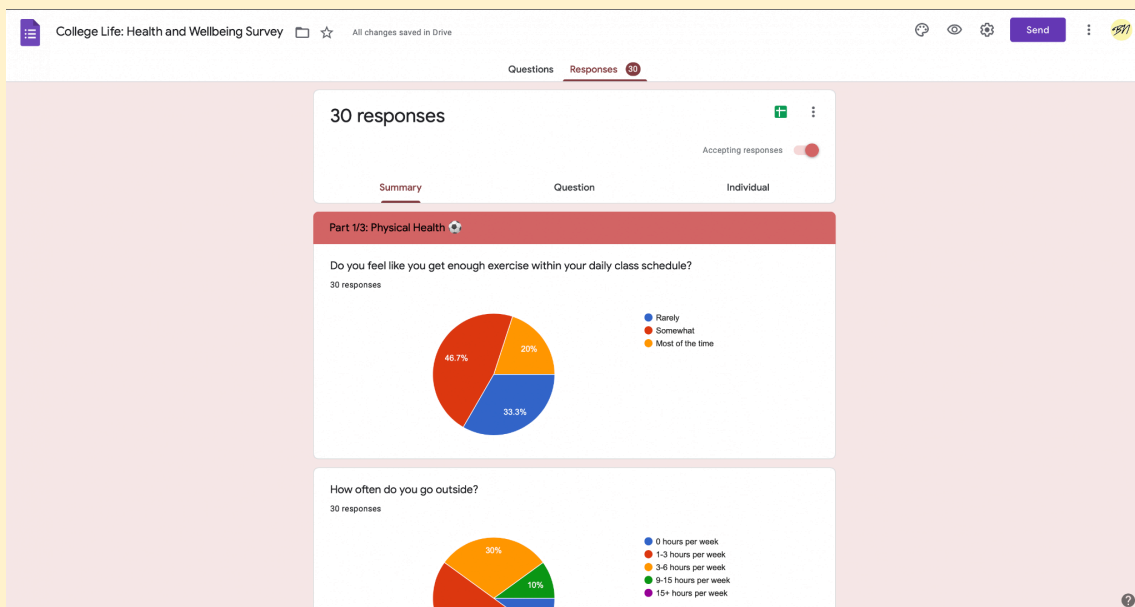
Section 2 of 4

Part 1/3: Physical Health

Description (optional)

Do you feel like you get enough exercise within your daily class schedule? *

Questions Section Screenshot



Survey Responses Screenshot

→ [College Life: Health and Wellbeing Survey](#) ←



[Excel Sheet of Participant Responses](#)



Participants: 39

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Survey Questions

MC: Multiple Choice

SA: Short Answer

Part 1 /3: Physical

- MC: Do you feel like you get enough exercise within your daily class schedule?
 - a. Rarely (classes are close by)
 - b. Somewhat (classes are walking distance)
 - c. Most of the time (classes are spread apart and far)
- MC: How often do you go outside?
 - a. 0 hours per week
 - b. 1-3 hours per week
 - c. 3-6 hours per week
 - d. 9-15 hours per week
 - e. 15+ hours per week
- SA: What do you like about exercising?
- SA: What don't you like about exercising?
- SA: Does exercising with other people motivate you? Why or why not?
- SA: What would make exercising easier for you? harder?
- MC: What excuses do you make to not exercise?
 - a. Not enough time
 - b. I don't like to sweat/I don't want to take a shower/ reapply makeup
 - c. I don't feel like it
 - d. I can't afford a gym
 - e. I don't like to exercise alone
 - f. I get bored easily
 - g. I'm too tired to exercise/ tired from work
 - h. I tried before it didn't work
- SA: How do you motivate yourself to exercise?
- SA: Do you like friendly competition? If so, why? If you don't, why not?
- SA: Do you get burnt out easily from exercise? If you do, what do you feel is the main reason?
- SA: What kind of exercise do you normally engage in? And why?
- SA: What kind of exercise don't you normally engage in? And why?
- MC: Does your physical health play an important part in what you think about yourself?
 - a. Yes
 - b. Somewhat
 - c. No

Part 2 /3: Nutrition

- MC: What foods do you typically eat in a day?
 - a. Fruits (banana, oranges, grapes, etc.)

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- b. Vegetables (greens, tomatoes, carrots, etc.)
- c. Grains (bread, rice, pasta, etc.)
- d. Dairy (milk, cheese, yogurt, etc.)
- MC: Do you have access to fresh food on a daily basis? (Whether at home or at school)
 - a. Yes
 - b. No

Part 3/3: Closing

- SA: What would make it easier for you to live a healthier lifestyle as a college student? Harder?
- How busy would you say your college life is? (1-10)
 - a. 1-10
- Based on your college lifestyle, how important is your health ranked against everything else? (1-10)
 - a. 1-10
- Is there anything you would like to tell us?
- Can we contact you to complete a short multiple-choice survey tomorrow?
 - a. Yes
 - b. No
- If so, please leave your email address below

Summary of Findings

- The majority feel as though they don't get enough exercise
- Most people spend 0-6 hours outside
- Likes: the feel-good of exercising and caring for their health, spend time outdoors, accomplished feeling, clears minds/less stress
- Doesn't like: tired feeling, too much time, trouble with consistency, soreness/fatigue, getting started
- Group exercise?:
 - Yes: motivation, accountability, sets the mood, doesn't want to disappoint people, same goals, socialization, more fun
 - No: alone time, comparison/judgment, embarrassing, stressful if not on the same level, brings out the bad competitive spirit, distracting
- Easier/Harder?
 - Easier: accountability buddy (strict plan, with friends, routine), more time, motivation, easy access to equipment, no pain/tiredness after, music, access to gyms, more exercise options
 - Harder: no YouTube videos, busy schedule/no free time, being alone, not seeing progress, no equipment, less access to gym
- Excuses: not enough time, don't feel like it, too tired/tired from work, don't like to sweat
 - It seems that people don't have problems getting bored, exercising alone, or affording a gym

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- Motivation: inspiration, feel-good, healthier, pictures/physicality, the scale, change clothes, plan ahead, less stressed
- Friendly competition:
 - Yes: only if they're on the same level, challenge, motivation, accomplishment, pushes to do better, only if it's fun
 - No: not competitive, stress, likes company not competition, prefer own pace, don't like losing
- Burn out: dehydration, lactic acid, laziness, tired, doesn't like losing, motivation, consistency, no results
- Normal exercise: walk, run, cardio, strength training, dance
- Don't do: gyms, anything with equipment/weights, cardio/heavy workout
- Physical health is important to self-perception
- Participants mainly eat grains, fruits, and vegetables (with dairy being last); most have access to fresh fruits
- College lifestyle
 - Making it easier: more class breaks, more time (to self), less commuting, having friends to exercise with, better social interactions, cooked meals/ access to better food (and gym), more funds, access to resources
 - Making it harder: more pressure, bad time management
- 88.5% of students reported that their college life at least somewhat busy
- 81.5% of college students report that health is somewhat important compared to everything else

User Interview

1 User Interviewed By Brandi

Alani- Friend, College Senior

9:25pm-9:46pm EST

Physical

- MC: Do you feel like you get enough exercise within your daily class schedule? - No, schoolwork takes a lot of time to do. "I don't prioritize it as much as I should" The gyms are closed at night by the time she's done with school
- MC: How often do you go outside?- no often
- SA: What do you like about exercising?- "getting your heart pumping", "that feeling of letting go and being free"; working on yourself
- SA: What don't you like about exercising?- Getting up to go exercise. Trying to find the time to do it. Inaccessibility of the gyms (base or in Dover). Having to plan where she's gonna go.
 - a. Inside?: sometimes; 5-10 minute workouts on the floor before she goes to bed. Wants to do more cardio. Feels she has to plan more. Prefers to go out and do it

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- SA: Does exercising with other people motivate you? Why or why not?- sometimes, who she's going with and mindset at the time. Motivates in seeing other people. Sometimes it doesn't. She likes doing her own thing and focusing
- SA: What would make exercising easier for you? Harder?
 - a. Easier: closer gym, more flexibility in her schedule to work out longer
 - b. Harder: a further distance, more intensity than what she's used to
- MC: What excuses do you make to not exercise?
 - a. Not enough time (but for the most part she doesn't)
 - b. I don't like to sweat/I don't want to take a shower/ reapply makeup
 - c. I don't feel like it
 - d. I can't afford a gym
 - e. I don't like to exercise alone
 - f. I get bored easily
 - g. I'm too tired to exercise/ tired from work
 - h. I tried before it didn't work
- SA: How do you motivate yourself to exercise?- getting herself hyped up by listening to music, setting a goal for herself (cancel an appointment to exercise, etc.)
- SA: Do you like friendly competition? If so, why? If you don't, why not?- no, she doesn't think competition is good. Competition doesn't motivate her, she wants to keep it to herself.
- SA: Do you get burnt out easily from exercise? If you do, what do you feel is the main reason?- No, it makes her feel good. She doesn't do enough to make herself better physically
- SA: What kind of exercise do you normally engage in? And why?- 5-10 min workouts (30 pushups, 30-sec planks, 30 situps)
- SA: What kind of exercise don't you normally engage in? And why?- arm workouts (when she goes to the gym); she doesn't have weights
- MC: Does your physical health play an important part in what you think about yourself?- Yes, better person of yourself. Wants to be the best version of herself. Impact on overall sense of self. More likely to burn out in other areas if she doesn't take care of herself.

Nutrition

- MC: What foods do you typically eat in a day?- cereal, oatmeal, strawberries, sandwich (PB&J)
 - a. Fruits (banana, oranges, grapes, etc.)
 - b. Vegetables (greens, tomatoes, carrots, etc.)
 - c. Grains (bread, rice, pasta, etc.)
 - d. Dairy (milk, cheese, yogurt, etc.)
- MC: Do you have access to fresh food on a daily basis? (Whether at home or at school)
 - a. Yes

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- b. No (not on a daily basis; it's more about what can feed the most people because she has a big family, jobs, and school also)

Closing

- SA: What would make it easier for you to live a healthier lifestyle as a college student? Harder?-
 - a. Easier: stipends, incentivize living instead of surviving
 - b. Harder: economic (budgeting)...
- How busy would you say your college life is? (1-10)
 - a. 1-10 → 8, assignments, papers, reading (time-consuming), clubs/orgs (still be there and give it your best)
- Based on your college lifestyle, how important is your health ranked against everything else? (1-10)
 - a. 1-10 → 3, she has to do what she has to do
- Is there anything you would like to tell us?- do better, changing health (mental, emotional, intellectual, etc.), building more community, being more health-focused than work-focused because you can't do both
- Can we contact you to complete a short multiple-choice survey tomorrow?
 - a. Yes
 - b. No

User Interview Summary:

- Issue: Wants to exercise but doesn't have the time
- Exercises for herself and her own wellbeing because she wants to be the best version of herself; competitiveness isn't what she wants
- Would like a closer gym
- Motivates herself through music and setting a goal for herself
- Exercising makes her feel good
- Usually does quick exercises to fit it into her schedule
- Mainly eats grains; doesn't eat fresh fruits because of family and academics
- Health isn't as important as school unfortunately
- Would like the health culture to expand to social, emotional, intellectual, and mental wellbeing

Wants to exercise because it improves her overall well-being and makes her feel good but she doesn't have time for it because of her busy schedule. To solve this she has tried to make a habit of doing a short 10-15 minute exercise before she goes to sleep. Unfortunately, school overrides the importance of physical health which affects her daily diet as well, besides her job and family. Overall, she would like people to acknowledge and show importance to other aspects of well-being.

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Competitive Research

By Elaina

SWOT Analysis: 8fit

	Helpful	Hurtful
Internal Origin	Strengths • Fun, varied workouts, Healthy & personalized meals, Sleep meditation, Whole-body health • Constructive interface (main goals, about you, target, account, start journey), personalized questions, smooth UI, shows pictures of different body types based on fat percentage • Cheap rates : 1mo:\$24; 1yr: \$79 but 1mo=\$6.58; 3 mo=\$13, quarterly:\$39 • Realistic transformations	Weaknesses • Payment plan, free trial but limited amount of exposure to the entire app • Common issues of users: ◦ workouts turned "bland" after a few times ◦ no music or voiceover option ◦ Paying is an option because free is not available ◦ Subscription rates • Discrepancy between apple and android reviews
External Origin	Opportunities • Quarantine /more leisure time (people want to change their lives for better) • Goals to reach (personalized for user) • Music • Community goals	Threats • incoming fitness apps that both incorporate fitness and health plans • customer satisfaction for plans • blocking off access to certain plans b/c no premium

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SWOT Analysis: PEAR Personal Fitness Plans

	<i>Helpful</i>	<i>Hurtful</i>
<i>Internal Origin</i>	Strengths ● Strengths: eyes and hands-free interactive coaching ● personalized workout plan, own music playlist, activity trackers, personalized coaches ● Easy access interface, clean design ● Relatively cheap rates: PEAR+ Subscription \$3.99, PEAR+ Subscription \$5.99, PEAR+ Subscription \$29.99, PEAR+ Subscription \$39.99 ● Compatible to mainly apple devices	Weaknesses ● Program crashing, program needs constant restarting at times, progress loss when app crashes due to screen rotation ● Not catered towards android users/ ratings for android app are much lower compared to Apple users
<i>External Origin</i>	Opportunities ● Other types of health such as mental ● Health and wellness combined ● Community improvement	Threats ● Incoming apps similar to them ● Not improving android interface could lead to fewer users ● Not fixing glitches/putting them off

User Persona

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Name: Jaylyn

Age: 21

Location: Washington, U.S.

Profession: College Senior

Family: Lives at home (because of COVID-19)

Bio: Majoring in Biomedical studies, hobbies include reading, cooking, and watching Netflix. She finds quarantine hard to deal with because it lowers her motivation to stay active

Wants and Needs:

- Motivation
- Accountability
- Consistency
- Immediate results
- Personalization

Frustrations:

- Tired and sore after exercising
- Results not appearing fast enough
- Constantly needing to wash gym clothes because of sweat
- Not enough time to exercise because of busy schedule

Problem Statement

College students need to have a platform that gives them time to exercise within their busy schedules and feel motivated while improving their overall health and wellness. Since their frustrations lie in exhaustion, time, and results it's important that we incorporate features that address these pain points.

Moved Onto Ideation (Ideation Document) and Came Back After We Finished the Information Architecture

Card Sort

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The screenshot shows the 'Cards' management interface in Optimal Workshop. The top navigation bar includes 'Dashboard', 'Studies', and 'Upgrade plan'. The study title is 'Health and Wellness Mobile App for College Students'. The 'Cards' tab is active, showing a list of 20 cards. The cards are as follows:

- Graph of daily/weekly activity summary
- Snapshot progress report
- Detailed progress report
- Start/End Augmented Reality view,
- Start/End Start exercise
- Daily Health Tips
- Change nutrition settings
- Positive Affirmations
- Change frequency of positive affirmations
- Daily Mood Check
- Change mood check settings
- Change email
- Change body weight and height
- Change frequency of daily exercise reminders
- Community Page
- Posting picture
- Comments
- Change password
- Two-factor Identification
- Liking/Following

On the right, there are options to 'Add cards to get more data', 'Options' (including checkboxes for 'Add tooltip descriptions', 'Add card images', 'Show card order indicators', 'Show unsorted cards indicator', 'Require participants to sort all cards', and 'Randomize the order of cards'), and 'Moderated sort'. A 'You've reached your card limit' message is displayed at the bottom, stating that the free plan allows up to 20 cards, and a 'Unlock' button is provided.

Card List Screenshot | Optimal Workshop

[Card Sort Link](#)
8 participants (from original survey group)

Results

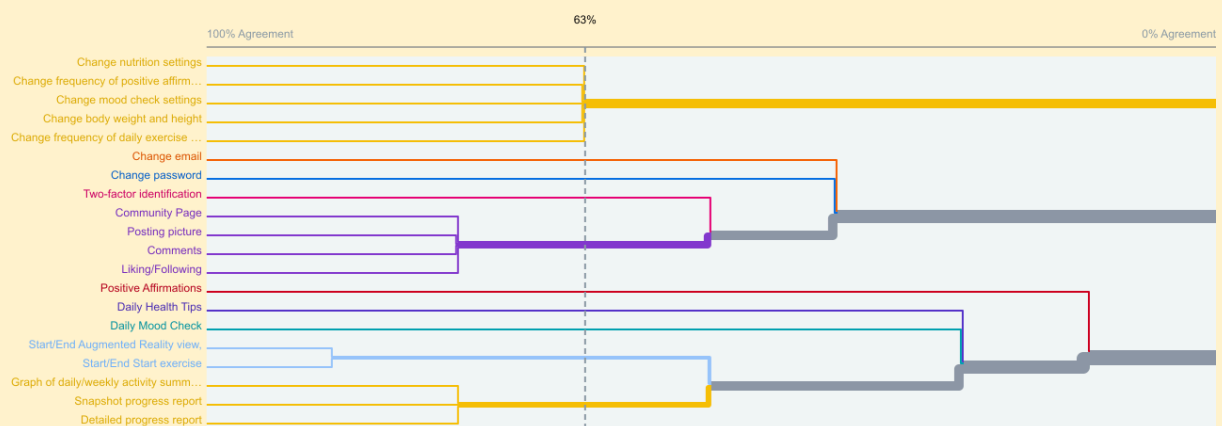
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Change frequency of positive affirmations																				
100	Change mood check settings																			
87	87	Change nutrition settings																		
87	87	100	Change body weight and height																	
62	62	75	75	Change frequency of daily exercise reminders																
50	50	50	50	50	Change email															
50	50	50	50	50	100	Change password														
25	25	25	25	37	75	75	Two-factor identification													
0	0	0	0	12	50	50	62	Posting picture												
0	0	0	0	12	50	50	62	100	Comments											
0	0	0	0	12	50	50	62	100	100	Liking/Following										
12	12	12	12	0	37	37	50	75	75	75	Community Page									
12	12	25	25	12	12	12	12	12	12	12	25	Snapshot progress report								
25	25	37	37	25	0	0	0	0	0	0	12	87	Graph of daily/weekly activity summary							
12	12	25	25	37	12	12	12	12	12	12	0	75	87	Detailed progress report						
12	12	25	25	37	12	12	12	12	12	12	0	50	62	75	Start/End Start exercise					
25	25	37	37	25	0	0	0	0	0	0	12	62	75	62	87	Start/End Augmented Reality view,				
37	37	25	25	25	0	0	0	0	0	0	12	50	62	50	50	62	Daily Mood Check			
25	25	12	12	12	12	12	12	12	12	12	25	62	50	37	37	50	87	Daily Health Tips		
37	37	25	25	25	0	0	0	25	25	25	25	37	50	37	25	37	75	62	Positive Affirmations	

Similarity Matrix | Optimal Workshop



Dendrogram | Optimal Workshop

Summary: The participants grouped them as expected mainly around progress/results, social (media), and changes linked to settings.

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Research Reflection

What we could do to improve in the future in user research?

- ☐ Ask the participants who gave them the survey link to see which channels worked and which didn't
- ☐ Ask participants more demographic questions such as their gender, age, what type of college they go to (community vs 4-year), campus involvement, where they go to college, etc. so that it's easier to create the user persona
- ☐ For the yes or no and why? Questions ask "yes or no" first and then ask them to elaborate in the question after to get a quick summary of what the participants want
- ☐ Ask for level of athleticism or if they are/were athletes
- ☐ In the food category question, we missed meat and sugar which removed discovering the true insight into college student's diets
- ☐ Extend the time range guess in how long it takes to complete the survey