
needfinding: designing for active lifestyles individuals in transition

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our team



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broadening the definition...
active lifestyle

**problem domain:
staying active when
lifestyles change**

needfinding methodology:

01 build rapport

02 seek stories

03 ask the right questions

04 follow up on interesting points

we talked to 3 people...



Nick

new environment



Ubai

new parent



Hannah

new chapter

**everyone
experiences
change...**

**our participants
want to stay active**

“I just log [physical activities] out of routine, and they’re more like nice things to look at. I find functionally, they don’t encourage me to take further action, and lack the contextualization of other aspects of my life, like changes in my environment.”

Nick



**“I went from an active lifestyle
to a more reactive lifestyle .”**

Ubai



analysis:

surprises, tensions, &

contradictions

individual empathy map & analysis



SAY

"I have no motivation to work out"

"i have to take my time to call my east coast friends because that's the only way we'll stay friends"

"in college, there is a lot of built-in breaks between classes."

"I don't need people to know my heart rate on my run" (wrt to Strava)

DOES

speaks slowly and thoughtfully

spoke enthusiastically when talking bout her active day in the park with friends

elaborates in depth for social questions

speaks matter of factly about work

THINK

she is expected to be an adult and that means working 8 hrs a day

not making plans with friends = inactive

there is a certain amount about everyone should move every day

social activity is more important to her than physical activity

FEEL

bored if she hasn't seen friends in a while

annoyed that a lot of social things involve spending money

hard to balance competitiveness with working out with friends

stressed by comparison to others on Strava

learnings from hannah

Insight

Younger people have less of a pressing motivation to stay physically active, so social activity often takes precedence.

Needs

Young adults need ways to stay physically active that also leverage the appeal of social activity.

Young adults need ways to connect with friends that do not involve spending money.

learnings from hannah

Insight

For some, platforms like Strava do more harm than good because people feel pressured to constantly compare themselves to others.

Needs

Young adults need a way to balance competitiveness and enjoyment in physical activities.

learnings from hannah

Insight

People often feel mentally drained by the idea that they are obligated to work all day in adult life.

Needs

People need a way to feel more mentally distanced from work when taking breaks during the work day.

summary key learnings:

need: gain autonomy of an active lifestyle during significant life transitions

insight: for strategies for physical activity to be sustainable they should be tailored to the individual

insight: maybe there is space for a tool that provides a blend of structured and unstructured physical activity

insight: transition requires specialized support and resources to adjust routines and responsibilities

need: ways to stay active with limited resources

insight: social influence plays a role in one's physical activity patterns

The background features a dark brown central area. In the top-left corner, there are several overlapping, wavy shapes in shades of purple and magenta. In the bottom-right corner, there are several overlapping, wavy shapes in shades of orange and red, creating a sense of movement and depth.

questions

appendix

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- **Interviewee consent forms**
 - **Empathy maps**
 - **Interview plan**
 - **Organized interviews and methodology.**