



# Process Document

INFO 4620 - 001

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# ABOUT THE DESIGNERS



## **Natasha Konwitschny**

Growing up in an athletic family, I was lucky enough to gain confidence and knowledge in many sports. However, not everyone gets this opportunity, and the fact that our age group is mostly focused on school or work makes it hard to get up and get moving. Physical activity is so important because it not only improves our physical and mental health, but it gives us life skills and a sense of community.



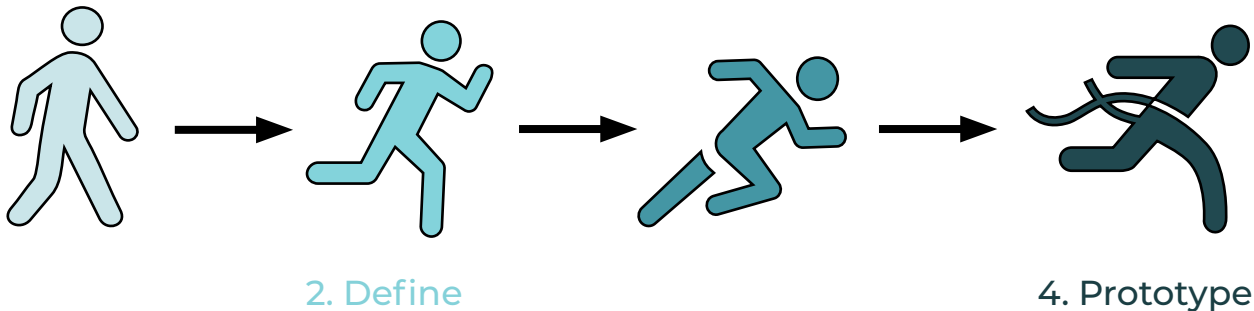
## **Johanna Lunzmann**

Physical activity has been a part of my life, in many different forms, for as long as I can remember. I've seen how physical activity has impacted people's lives both positively and negatively when individuals lack access or aren't in the right mindset. Sometimes, certain people have more disadvantages than others, and physical activity is an area where disadvantages can and should be easily reduced. An active life is a life full of good physical health, strong mental health and a welcoming community.

# DESIGN PROCESS

1. Empathize

3. Ideate



**1.** The Empathize stage is broken up into 3 parts:

- Observe: view users and their behavior. Gain knowledge from facts, stats, and actions.
- Engage: interview people or experts in different environments.
- Immerse: experience what my users experience and find inspiration around me.

**2.** The Define stage unpacks my findings into needs and insights, and creates a specific and meaningful challenge. It strives to address and solve my 'how might we question' statement.

**3.** The Ideate stage is where I generate lots of design alternatives (mostly sketching). This transitions from identifying problems into exploring solutions for my users.

**4.** The Prototype stage gets ideas out of my head and into the physical world. Prototypes are usually rough and rapid to explore different possibilities.

HMW

QUESTION

**HOW MIGHT WE MAKE  
PHYSICAL ACTIVITY  
ACCESSIBLE TO YOUNG  
ADULTS IN CALGARY?**

01

# EMPATHIZE





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# DESIGN BRIEF

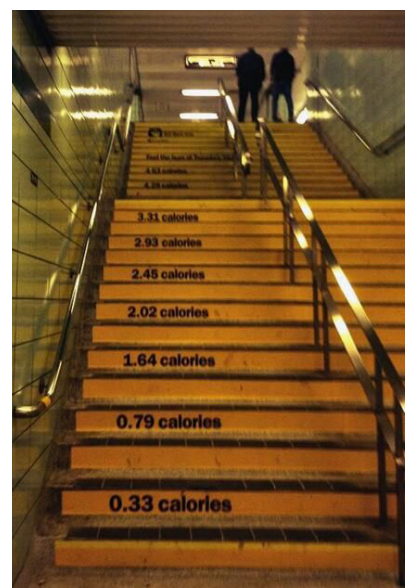
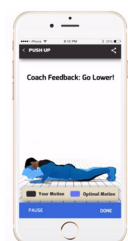
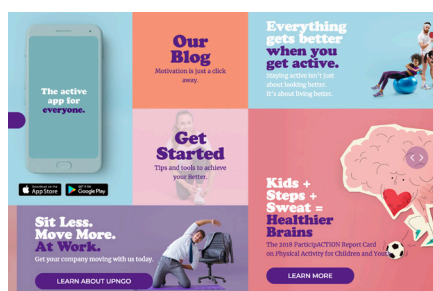
A design brief is like a road-map, it clarifies our strategy for our project and documents our plans or goals.

Design Brief	
<b>Problem Statement</b> How might we make physical activity accessible to young adults in Calgary?	
<b>Statement of Change</b> <ul style="list-style-type: none"><li>- Reduce physical activity barriers.</li><li>- Promote activities and programs for young adults in Calgary.</li></ul>	<b>Who Will Benefit</b> <ul style="list-style-type: none"><li>- Young adults (ages 18-24).</li><li>- Recreation and fitness facilities.</li><li>- Calgary citizens.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>- Better mental and physical health.</li><li>- Reduces stress.</li><li>- Gives a sense of community and builds more connections.</li><li>- Brings life skills.</li></ul>	<b>Underlying Mental Models</b> <ul style="list-style-type: none"><li>- Fears, stereotypes and stigmas.</li><li>- Confidence, motivation, self-image, seen as "work," no time, gender, racism, etc.</li></ul>
<b>Constraints</b> <ul style="list-style-type: none"><li>- Barriers, including motivation, time, money, transportation, racism, language, perception, organizational policies and practices, unfamiliarity, lack of information and integration into mainstream sports.</li></ul>	<b>Leverage Points</b> <ul style="list-style-type: none"><li>- Weather.</li><li>- Social media trends.</li><li>- Types of sports and programs that are available.</li></ul>



# PRECEDENTS

The following examples are products, ideas, facts, technology or campaigns that helped act as a guide for our work and strengthen our concept. We also turned back to our SME interviews to give us key insights and get our creative juices flowing.



## How can we encourage more young adults to get involved in physical activity?

"There are things that draw the attention of young people away from physical activity that are very passive and inactive. How can you combine people's love of social media and video games with physical activity? For example, Pokemon Go. I was amazed at how many people who would be gaming at home sitting on a couch were actually out getting exercise in that moment. Maybe someone really wants to be physically active, but maybe doesn't have the money to join a team or buy the equipment for a sport. Think of ways you could reduce the cost of participation, like working with governments to offer cheap alternatives for people who are facing barriers. So, studying what those barriers are and how they work and trying to alleviate them."

## Do you know a way we can motivate people to get exercise?

"People just need to be able to know where to look. There is no central website or app in Calgary that tells you all the physical activity related events going on in the city. Working in the industry, we don't know what other recreation centres in Calgary are doing. It's not about competition, there's a lot of opportunities to help each other and grow our businesses. I think Calgary needs to switch it up and brag about the cool stuff that happens everyday! We don't need to build anything, we already have that. How do we let people know what's going on?"

# 02

# DEFINE



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# PERSONAS

Personas are an effective ethnographic design tool used to communicate research about people who have been observed, interviewed or imagined. When creating our user profiles, we considered how different people might interact with our concepts. We made sure the people had real and believable characteristics, and that they were a specific type of audience (i.e. young adults ages 18-24).



**Name:** Tony James

**Age:** 19-years-old

**Profession:** Student at

**Key Characteristics:** Has only played sports in phys-ed in high school.

**Description:** Tony is a second year university student looking to get in shape, but has no experience with gym equipment.



**Name:** Kim Smith

**Age:** 24-years-old

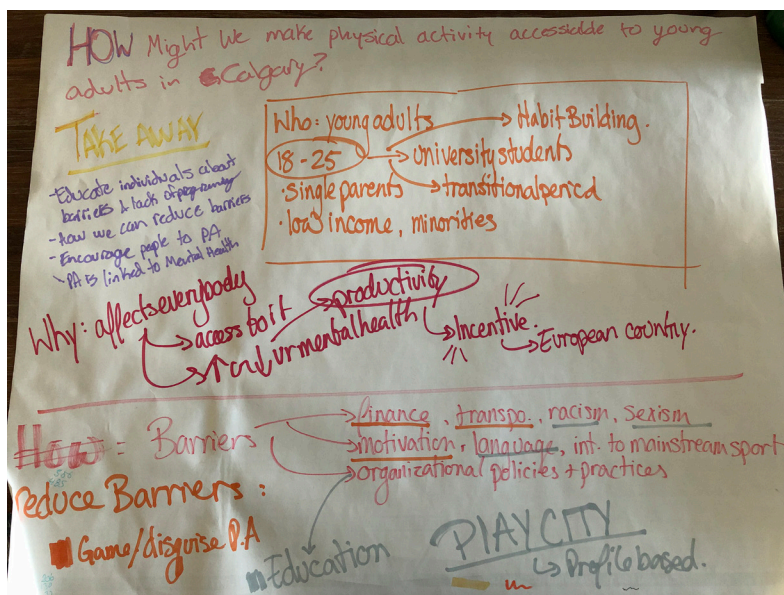
**Profession:** Teacher

**Key Characteristics:** Works full-time as a third grade teacher and has two dogs.

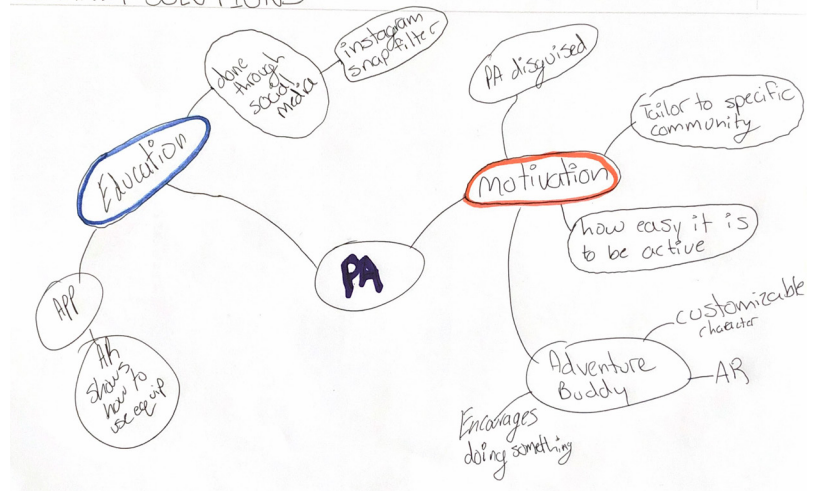
**Description:** Kim works out at home every other day, but is looking to get into sports to make more friends. However, there is a lack of programs around Calgary for her age.

# MIND MAPPING

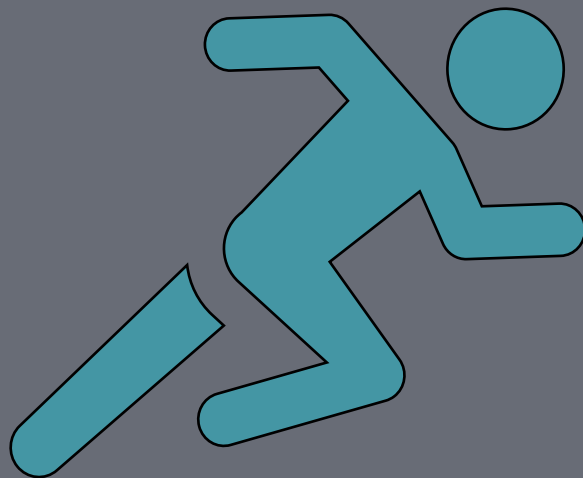
We mapped out the who, what, why, how and the takeaways that we sought from exploring our question. The who is young adults ages 18-24. The what is making physical activity accessible to young adults. The why is that physical activity benefits or affects everyone; increasing productivity, and mental and physical health. The how is how we can make physical activity more accessible and reduce the barriers through education and gamification.



## HUMANLY SOLUTIONS



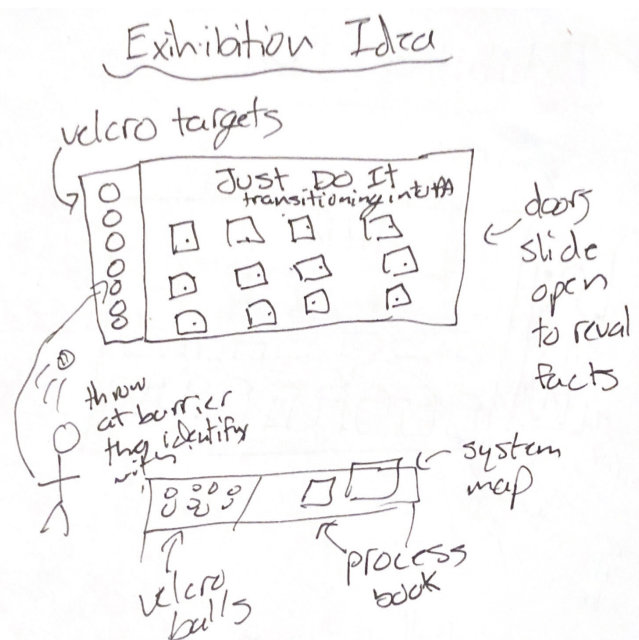
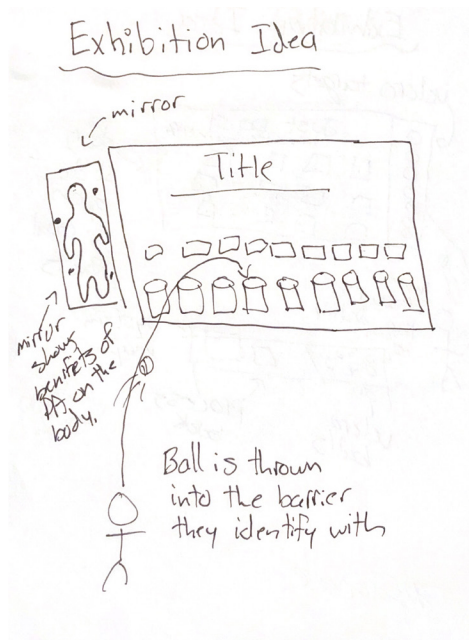
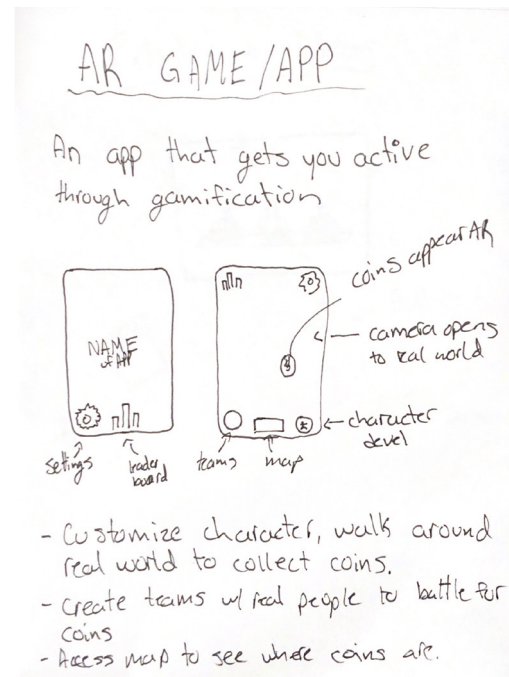
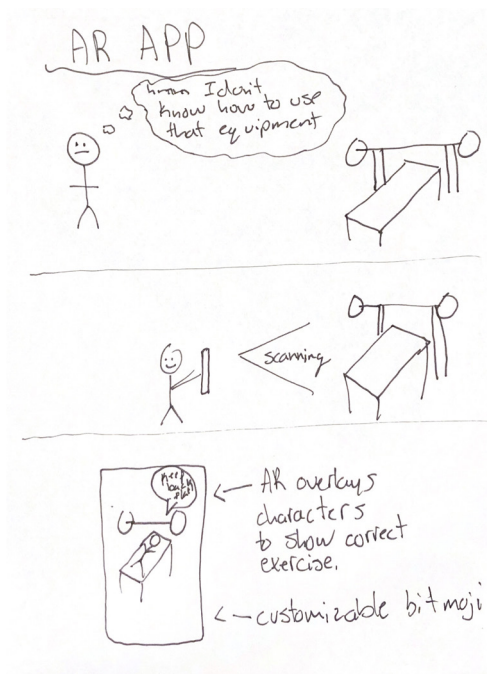
# 03 IDEATE





# ITERATIONS

We took our knowledge and discoveries from our interviews, precedents, desk research and HMW question to brainstorm and sketch possible ideas for how to explain our problem.

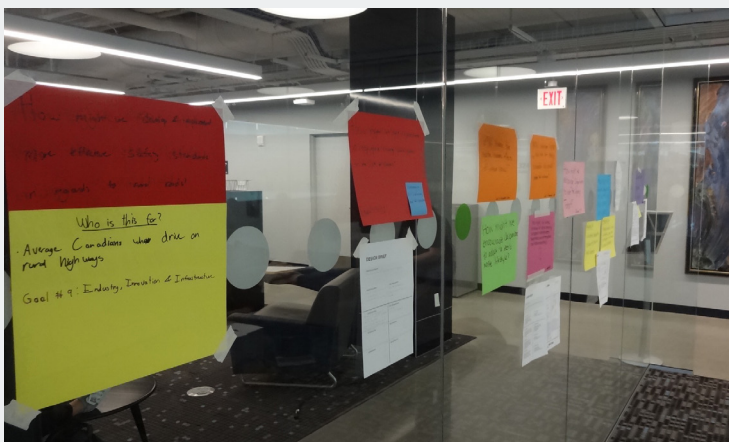


# BRAINSTORMING

Our class met in the Riddell Library's Bubble room for a brainstorming and questioning group session. We wrote our HMW question on coloured paper, used sticky notes for comments and taped them up on the glass walls. We split into groups of four, and pitched our ideas to one another. We listened actively, supported each other and were all open to feedback. The room was spacious and bright, and everyone was focused and optimistic, helping foster a positive environment.



*Collaborating  
with peers*



*Utilizing creative  
spaces*



04

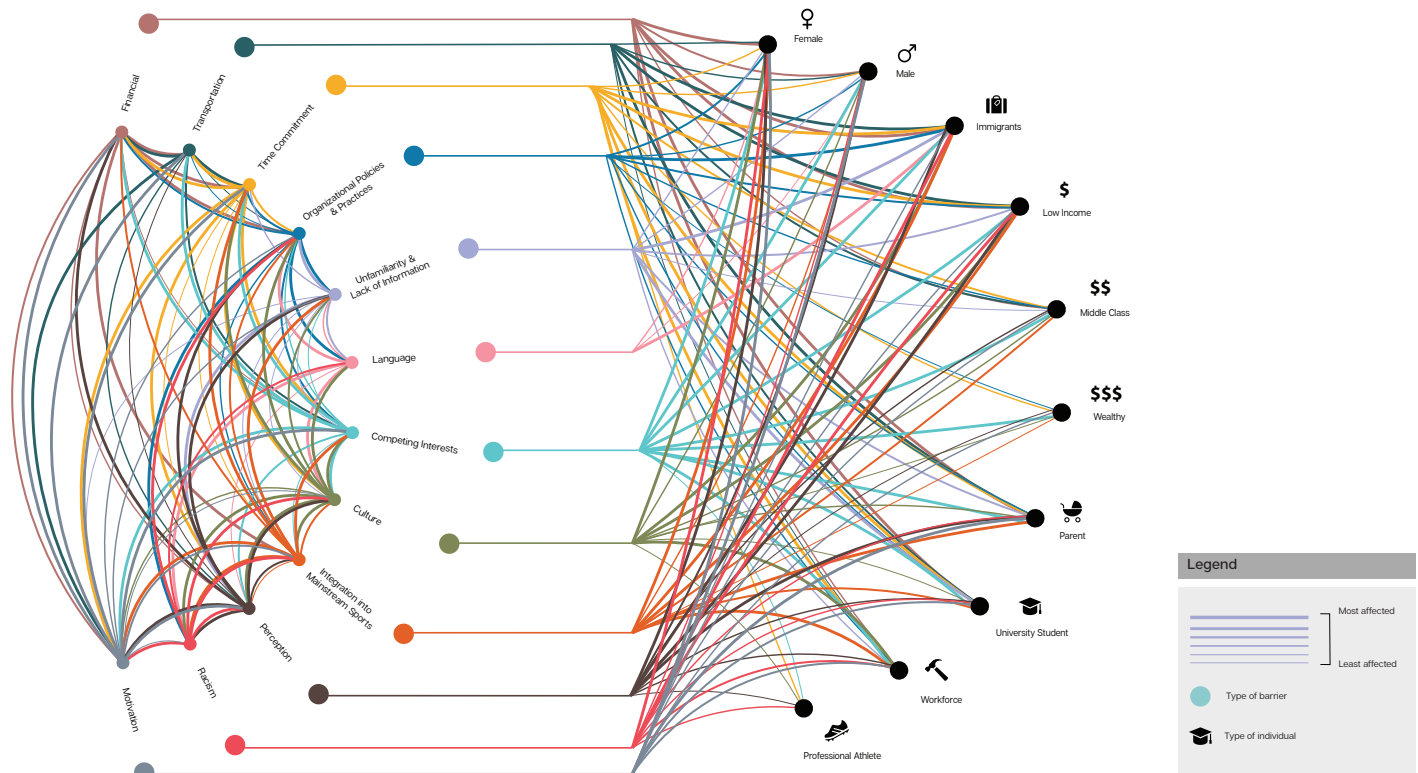
# PROTOTYPE



# SYSTEMS MAP

Getting enough physical activity is a topic that Canadians may not see as a major problem; however, the increase of screen-time use and sedentary behavior is affecting our physical and mental health, as well as our social interactions and other life skills. According to Statistics Canada, in 2017, only 16.3 per cent of young adults met the physical activity target (150 minutes a week) recommended in the Canadian 24-Hour Movement Guidelines. There are many different barriers that may stop an individual from getting exercise - especially when juggling work, school, family life, weather and other commitments. Barriers, such as lack of time, motivation, information, convenience, transportation and affordability, can impact physical activity. Everyone has a diverse range of abilities, knowledge, interests and free time. Addressing these barriers can allow all individuals to experience sports, activities and programs in a positive and engaging manner.

## Barriers that Affect Physical Activity in Young Adults



# EXHIBIT SKETCHES

Our first exhibit idea was to conduct a ring toss where participants had to write down ways they wanted to break down one of the 12 barriers. They would then toss it onto the coloured rings.



# EXHIBIT SKETCHES

Our finalized exhibit idea was to have sliding information about the barriers and what benefits each of these have. We would have info cards that explain the barrier and give resources to participants. In addition, participants would be given a pedometer to do a mini scavenger hunt around the exhibition with unique QR codes to count their steps, know how many calories were burned, and what sport or activity this is equivalent to.

