

## Remadely - Research Findings Notes

### Participant 1

Age: 49

Gender: Male

Occupation: Homemaker

### Questions about Overall Health

- Tell me about the last time you took steps to improve your overall health.
  - So that was, let's see, so we're 2020, 2021. It was around the summer of 2019. I had noticed that my clothes were not fitting the way they should. You know, my pants and my shorts. So when I was snacking, I was having too much, basically in the evening, and I started to gain some weight. So the steps I took was to really get that under control. Now it's all relative. I didn't want to have to buy new clothes, so I figured, I need to reduce the calorie intake coming in. So I did that, and I just started to go, instead of just eating a whole bag of whatever when I'm watching TV, as an example, I started to do serving sizes. I started to use our kitchen scale, and I had never really used it for that before, but I would just take a serving of tortilla chips, whatever snack I was having, measured out. And most of them were 130, 140 calories. And then I could have a salty snack, a sweet snack, one of each, but just measure it, and it's easy to do. And then I still felt satisfied. So I wasn't feeling like I'm on some restricted thing and doing without, but I was having it in moderation. And then I saw overtime, the weight went down. And it wasn't just me getting older. It was actually kinda what I was doing with not having some more boundaries on that, so that showed me that I can make those changes without being extreme for me, which would be, like you know, keto or all those types of things. I just kinda did my own thing that worked for me, and then I reaped the rewards of it fortunately.
- Tell me about a pleasurable experience you've had taking steps to improve your overall health.
  - It's been a little while. This was several years ago, but when I would work out, it was more of a concept back then, but until I started to do it. So I started to work out, and I noticed that I did start to lose weight and I wasn't trying to back then, but I did notice my energy level was higher. Also, I felt like I was sleeping better. Not that I had horrible sleep before,

but it was more, maybe, restful. I guess that was something that I could only know by doing it rather than just reading in a book or on a website. So I actually kinda saw what it meant to me by doing that and then seeing, “Oh, okay. I’ve got those benefits that I just listed to you from it.”

- Tell me about a frustrating experience you’ve had taking steps to improve your overall health.
  - I’m actually going to combine it with what I just answered because, and then I’m gonna add something on to what I answered. So the previous question is what I said. I remembered, too, I modified back then what I was eating during the day. Instead of three meals a day, I did six smaller meals, and that really helped me where I was working at the time to not get that hunger, that you get grouchy around noon. So that was helpful to have protein, carbs, and fats, and try to do it five or six times a day. Now the frustration is, sometimes it’s not practical to do some of that, or the working out. Back then, it was six days a week. And it was very early in the morning. To me, there was frustration with that. Like, is there an easier way to do this? Do I have to do that much just to reap the rewards?
  - Follow-up: Were you tracking everything that you were eating and how often you were working out?
    - Tracking what I was eating, I wasn’t really tracking what I was eating, but I was aware of what I was eating, like having the protein, the carb, the fat, kind of a balanced snack or meal. And the working out, yes. I was tracking, this was back like pen and paper. So I was tracking my weight just to be kind of aware of that. And I was also tracking, I had a body fat scale I got at some point, and I was tracking that. And I was tracking how long I had worked out on the cardio and what, I don’t know if I, on the strength training, how much I tracked that. But there was some tracking involved in general of what I explained.
- What motivates you to improve your health and wellbeing?
  - I think the way I feel. So if I’m, the way I feel mentally and the way I feel physically, and the way, like, clothing can feel or so, “Is everything fitting? Am I tired? Am I getting tired? Am I grouchy?” So I take cues from those things. And then try to make some changes from there. One of the things I would point out, though, is that, years ago, some of that stuff I described about the working out, and like that, I did that then and I had those benefits that I described, but what I found out kind of later in my life, where I’m at now, is that what makes me more satisfied is not necessarily the working out. It is kind of keeping the reins on the diet

and eating in moderation, the serving sizes, but also making time for myself. So it's funny, years ago, I used to say, "What are, I don't know what my interests are. I don't really have any interests." I would talk to my brother about that. I'm like, "How come?" Well, something happened, and now I have a bunch of interests, and there's not enough time for it. So I will take time at the end of the day to watch documentaries. I find, like nature documentaries, or about the universe, or sometimes history stuff really interesting, and I could never have enough time to learn it all and to take it all in. And then another thing that I've done is, and it really takes trying to remember to do this, is to remember what went well for me each day. I won't say that I religiously do this, but I remember in the past week, it wasn't necessarily a bad day, but I remember a couple things went really well. Something got resolved that had been hanging for a while, and I was laying in bed, and I thought, you know, "I want to think about that because that had been going on for weeks or months, and now I don't have to deal with that unresolved thing." So I find that without doing kind of the gratitude thing, that you can never have enough. You get grouchy, like, "This now is not going right, that's now not going right," whereas, and then when they do go right, you don't take it in as much to a meaningful level. So, I really think it takes changing that behavior and mental attitude. It's not just like a think positive thinking thing, it's like a real feeling, when you feel a sense of gratitude. And I think that can change the way you, what you expect and how you approach things. It may even kind of slow things down or help you approach things from a different angle, if that all makes sense.

## Questions about Sleep

- Tell me about the last time you took steps to improve your quality of sleep.
  - So, that would be when I, it's kind of a ritual, like, I like Aveda products. And I got, like, for my birthday, they give like this sensory oil that you can kinda pick from, and they had this lavender scented one, and I made that part of a ritual to put that on my neck, so that I'm smelling that as I lay down. Sometimes, but very rarely, I will watch a little bit of TV, but as far as steps that you're referring to, I actually find that if I just kind of lay in bed and listen to the quiet, that it starts to put me in a different space, to kind of receive, going into sleep, and what comes from that, the benefits. Rather than working myself or watching TV until I just can't stay awake anymore. So about, I would say 97% of the time, I'm doing it that way as opposed to putting TV on and then getting tired.

- Tell me about a pleasurable experience you've had taking steps to improve your quality of sleep.
  - I think it's actually the same one that I just said because by using that sensory oil and making that a ritual, I got signals to me and my mind that we're now going to sleep. And that scent that I smell, as I put it on in the bathroom and walk down to the bedroom, and then lay in bed and smell it. That is pleasurable. It's funny because I used to not be into lavender, but I really like that oil and that ritual.
  - Follow-up: Is there anything that you do during the day that you think contributes to quality of sleep?
    - Let's see, occasionally, I will take a nap. And interestingly, that doesn't affect my sleep too much. But I think, so things I do during the day that affect the quality of the sleep at night, I would say that doing the day, whatever the day is, cooking what have you, kind of doing that, but there's a ritual that we do every night, which is watching TV, so we have our favorite shows that we watch with dogs and then that kind of puts me in a space to, that's the pre- going to bed step. And I think that ritual and it's positive because I enjoy the things that I watch. So basically with my husband, we watch HGTV or ID GO, things like that, and then he goes to bed, and then I will watch some documentary stuff that he's not into as much. So kind of that, those steps lead to bed and that mental space of doing things that I'm interested in and enjoy.
- Tell me about a frustrating experience you've had taking steps to improve your quality of sleep.
  - Well, I mean, it sounds like it's being asked in a broad way. I do remember a time where I was dealing with some emotional stuff. And I don't take sleeping pills, but I actually saw a doctor because I was really having a hard time processing. I knew it was because of the emotional stuff I was going through. And she actually recommended, she prescribed Ambien. And I did take it for a few days and found that it was kind of interesting. So that wasn't a fun experience. That was quite a few years ago. I actually still have some of those pills, and I don't use them. So that would be an example of that.
- Tell me about a time you struggled to fall asleep. What techniques have you used or steps have you taken to help you fall asleep?
  - So that would be reading. So reading or even watching TV in bed can help me fall asleep. I don't know what it is. I don't think it works for some other people, but it's like a natural drug. If I just start to read, it

puts me in a zone. And then it helps me to fall asleep. I don't know if it gets me off of thinking about, "Oh, I can't fall asleep, and that's a concern," but it does do that. To me, it's like a natural sleep aid.

- Are there any steps you take or tools you use to improve your overall quality of sleep?
  - It's pretty much the things I said, making time to try to get enough sleep. The sensory oil, thinking about trying to at times think about what I'm grateful for, or making a quiet space, a comfortable space. Another thing I just thought of that I've started to do. I used to use, I didn't want really scented laundry detergent, like Tide or whatever. But I did discover scent beads like by Method and some different scents and I'd actually been using those for our sheets. So I smell that as I'm laying there, and that has also helped create a separate space for sleeping and that mental space.
- How does quality of sleep affect your life?
  - It affects my, it's something I could take for granted. When I have good quality of sleep, I'm ready for the next day. I remember a long time ago, this was very rare for me, I stayed out super late one night, and I had like two hours of sleep, and the next day I had to work. And I was literally, I was okay for a few hours, but once it was noon to one, I was, like, my head was nodding, and it was really frustrating. So, you're kind of motivated sometimes by the thing that's the most irritating or the thing that's the most concerning. And that became concerning. I didn't want to go through that often, so that motivates me to try to get enough sleep and to pay attention to it and to realize that if I don't, it can add up. I believe it's a cumulative thing. Over a few days, it can really start to add up if you're really suffering from not getting rest through sleep.
- What motivates you to improve your sleep?
  - What motivates me is to feel, for me to be my best version of myself, so that I can get the rest I need, so I can handle what life brings me the next day. I think that motivates me. It's kinda like an agreement with our bodies. Like, "Hey, if you do this and give me enough sleep, I'll perform for you tomorrow." So I think I hadn't thought of that like that until we're talking, but I think I've kinda got that on some level and realized that that is kinda how it works.

## Questions about Programs

- What do you think when you hear the word "ritual"?

- Well, I think of what I described to you, which was with the sensory oil that I put on before bed. And I think of ritual as a positive thing. I mean many, many years ago, maybe people thought of bad things, but I think of it as a positive thing. It's a thing that you can do on a routine basis to prepare you for what's after that ritual or during that ritual. And I think that it triggers your mind and body for what comes with doing that ritual.
- What do you think when you hear the word "routine"?
  - Well, routine could also be a ritual, but to me, ritual feels more special. And routine, routine keeps you going. Routine can be a good thing, routine can be a stable thing, a stable presence in your life by doing routines. It can also be a detriment when you just do things on autopilot to the point where, "Does this routine really serve me any longer or good as it did when I started it? Should I do a routine checkup or check in right now?" So rituals are less common to me; they're more special. Routines are important. They provide stability. They let me be able to talk to you now because I did my sleep routine or whatever. But I think those are something that are worth reviewing and checking in with more so than the rituals.
- What do you think when you hear the word "habit"?
  - So habit, I think of it two ways. I think it could be something that you are trying to do. Maybe you're trying to make a change in your behavior to make it a habit. And that could be a positive thing, kind of like I described with that, where I was eating kind of a whole bag of chips and then I changed it to serving sizes. And then it became a habit. I found a way to make that a habit that worked for me. I also think a habit can be a bad habit. We know that expression. So it could be something that maybe doesn't serve you so well or doesn't, it maybe depletes you in some way, and might be worth looking at. So I think, kind of like routine, but in its own way, habit is something to be aware of. "Does it serve me still? Do I need to tweak this or change it?"
- What helps you stay engaged with programs that help improve your wellbeing?
  - I think that being able to track it is, that really helps me stay engaged. I remember, I don't have it any longer, but I've got a rower, and they actually had a website that went with it. But you could log your, kind of statistics that the machine gave. And that does keep me engaged. We have a scale that tracks your body fat, your weight, and it downloads it to an app. But the only thing is it's not very well-designed, the app, and it's hard, the font's so small. So data does help me, but not if it's frustrating, you know, like the app is frustrating that the scale has.

## Questions about Potential Tools

- How do you pick yourself up when you fail at following a healthy routine? What motivates you to start a healthy routine again?
  - This is gonna sound kind of funny, but I feel like I don't, like, fail that much. I'm not trying to say, you know, impress or anything, but I don't. But if I think about, but by that, I mean that I'm usually, I'm not someone that is like, "Oh yeah, I'm gonna start this," and then I do it for two days and then I don't. Like I'm not, and I know there's people like that and whatever, but I usually stick with it if it is paying benefits to me. So your question, too, was like, "And how do you get back up from things?" I think it's really remembering why I'm doing it in the first place. And, because you could change, you can make a change, you can start something and go, "You know what? That's not really working out for me. I'm gonna make a change." And a few times I've done that, and I'll mention it to my husband. I'll say, "You know, I said I was gonna start doing this, but I think that I'm not gonna do that for this reason." And not that I owe that to him, but just for continuity of thought. Like, "He said he was gonna do this; now he's doing this opposite thing." I think it helps keep a connection and engagement. So just remembering why I'm doing it, I think helps kind of pick up if need be, pick back up.
- Would you rather consume content, track your habits while participating in challenges, or a mix of these to change your behaviors?
  - So there's consuming content and there's tracking my behavior? I think is what I heard or a mix. So, probably a mix, probably consuming some content to inform me, and then tracking. Tracking is very beneficial to me, like the way, I've done that on and off through the years. I'm really seeing it go down or back up, and then I can think, "Oh, what have I been doing different? What's happening with this?" So yeah, I think that data for me on the tracking has definitely brought me success over the years with the things that I've done. And that goes with money, too. It could be health that we're talking about, but it could also be money. It works similarly because you can then see how things are going or growing or not.
    - Follow-up: When you do consume content or if you are thinking of doing it, can you think of certain types of content that you would prefer to help change your habits?
      - That would be, to me, things that are not too, like a saga of material. So it needs to be kind of byte-sized, presented smartly, and I do, I feel like I benefit sometimes when they

talk about people's stories that they benefited from. I think that can be inspiring. And I think too presenting things with a beginning, sometimes this is a journey, but like steps, the beginning towards kind of an end or maintenance of something. I think that's good as well. Rather than just, "Oh yeah, it's really good to get enough sleep," here's why, and just presenting it in a way of, that's actionable. I think that's good, too.

- Are you willing to journal to build a healthy routine?
  - I am willing to do that. I have kind of toyed with that before, the thought of it. I've actually looked up apps for it, and I know that there are. I haven't committed. And I think that can actually go with the gratitude thing as well. I haven't committed to that. But I do think there's benefits to it because, part of the reason why I think there's a benefit to it is there's a level of commitment that comes with doing that, to take that time to journal. But also, you end up processing material in different ways. When you're journaling, you're not just repeating the same words. You're reflecting on the day, for example, kind of what got you to where you are when you're journaling. It is going through a different process in your brain. And you're kind of remembering and reliving it. And I think that does have an impact on us and the way we approach things each day.
- Are you willing to pay to use tools to improve your behaviors or would you rather look at ads to avoid paying for these tools?
  - Yeah, so it really depends how, it depends. I'm open to ads, but they can't be too annoying. So I'm not like, no ads at all, but it can't be too annoying. Then, if we're talking pay, like, I have a search, a browser on my phone that I use besides Chrome and Safari, and I was able to upgrade that to no ads. I didn't really think the ads were very annoying, but it was only \$1.99, and it was lifetime. So I did that. So that's why it depends. I also think sometimes with apps and websites, I'm like, "Well, what if I get a lifetime membership, and they go out of business, what happens then?" So I'm open to it. I don't want, like some of the meditation things, I don't know if it's like Headspace, or Calm, like some of those are pretty, probably a lot of benefits that come from it, but some of them are pretty pricey, like could be 15 dollars a month or 30 dollars a month and I'm like, "That's just too much." But, you know, maybe paying helps people be more committed. I just think that's a little too much. I'm open to both ways for those reasons.

- Would you rather have a program personalized to you based on answers to a series of questions, or would you rather build your own program from a list of options?
  - I think both would be nice if possible. I think the personal, as far as personalization, it depends on how good that personalization is. Because sometimes, it strikes out with different things. So it has to be meaningful. If it is meaningful, I'm gonna stay more engaged with that. I would like the personalization, but I would like there to be a section of, if this is an app or website, where there are some programs that I could maybe pick from. I don't know if we're talking about purchasing these different things, but I could be open to that, too. And I guess some of that could be like your own self-awareness, and then you kind of match up with what you see available in those programs. So I mean, I hate to give a "it depends" answer, but I'm saying the type of personalization matters, how good it is. But there is some appeal to kind of your own self-awareness, self-knowledge, and matching that up with what's being offered, going, "Is one of these right for me?"

## Participant 2

Age: 18

Gender: Female

Occupation: Academic Advisor

### Questions about Overall Health

- Tell me about the last time you took steps to improve your overall health.
  - Yes, so over quarantine, I began meditating and then I also started sleeping earlier and waking up earlier. So usually I try to sleep around 11, and then I wake up around 7 or 8. And then the first thing I do in the morning is be active. So, I do baton twirling. So I practice for two hours, and then usually, like, I was already a really active person before, but I never did strength training. So I also try to do more strength training now. So I lift weights. And then, oh I also try to floss everyday, but I don't know if that counts.
- Tell me about a pleasurable experience you've had taking steps to improve your overall health.
  - Yeah, so like, a few years ago, I think it was three years ago, I was super overweight. So I actually went through a period where I lost a lot of weight, and I think afterwards, I just felt a lot more mentally strong and a lot more confident in myself.
- Tell me about a frustrating experience you've had taking steps to improve your overall health.
  - Hm, oh yes, okay so over quarantine, I think with everyone being at home, it's really hard to exercise self-control, so I also had a pretty bad binge-eating problem at the beginning of quarantine. But I worked to overcome that, but it was definitely pretty frustrating to have to do that.
  - Follow-up: Can you tell me what has helped you with binge-eating?
    - I think first of all just creating a plan or setting goals for the future and planning out what I'm going to look forward to in the future. Like knowing that we're not just going to be stuck here forever. That really helps me. And I used to plan out my meals. I don't do that anymore because it does take a lot of time. But I think at the beginning, it's definitely something that's really helpful.
- What motivates you to improve your health and wellbeing?
  - I think just because I'm such an active person, I require a lot of nutrients in order to feel good. So if I'm exercising after eating, like five

cheeseburgers, obviously, I'm not going to feel good. So I think just knowing that if I eat well and fuel my body, then I'm gonna feel good later on. That's what really motivates me.

## Questions about Sleep

- Tell me about the last time you took steps to improve your quality of sleep.
  - Oh, okay, so I read online that it wasn't good to eat two hours before bed, so I try to do that. I'm not saying I always can do it, but definitely put in effort to do that. And then I also try to not look at my phone like ten minutes before bed. So maybe I'll play music or something, but I try to not look at my screen. And then sometimes I also try to read before bed.
- Tell me about a pleasurable experience you've had taking steps to improve your quality of sleep.
  - Well, just waking up feeling refreshed and that's a really nice feeling. And also not waking up at like 1pm and then feeling like my entire day is gone. That's really nice because I think at the beginning, at the very beginning of quarantine, I would just go to bed at 6 and then wake up at 12. And I feel like my entire day is wasted.
- Tell me about a frustrating experience you've had taking steps to improve your quality of sleep.
  - Yeah, trying not to look at my phone right before bed. I think that's definitely a huge challenge, especially in this age.
  - Follow-up: Can you tell me what helped you not look at your phone? Did you do anything about that or is it more of just resisting?
    - I think just resisting, yeah.
- Tell me about a time you struggled to fall asleep. What techniques have you used or steps have you taken to help you fall asleep?
  - Well, I can't think of one specific instance, but it does definitely happen every once in a while. I think usually I like using breathing techniques. And then sometimes I'll listen to meditation online. And, like, when those guys talk in their really soothing voices, it kind of helps me fall asleep.
- Are there any steps you take or tools you use to improve your overall quality of sleep?
  - Well, like I said before, just trying to not eat two hours before bed. Putting away devices. I think another thing that helps is definitely being active and, like, actually doing work during the day and engaging my brain. Like, if I'm doing nothing throughout the entire day, then I feel like I can't fall asleep at night because I never tired myself out.

- How does quality of sleep affect your life?
  - Well, obviously because very active, so if I don't get enough sleep, then I just feel really groggy and tired. And, also, usually if I get less sleep, I feel a lot less motivated, so then it's like a loop. It's like a cycle where if it's bad sleep, then you eat bad and then you don't want to exercise. You don't want to do work. And then it's just a continuous loop.
- What motivates you to improve your sleep?
  - Getting up early. I think I really like mornings, so when I improve my sleep, I tend to go to bed earlier and then wake up earlier. And, like being able to see the sunrise, I really like that.

### Questions about Programs

- What do you think when you hear the word "ritual"?
  - Like a routine probably. A routine that I dedicate myself to doing.
- What do you think when you hear the word "routine"?
  - Activities that I do on a normal basis.
- What do you think when you hear the word "habit"?
  - Something that I don't have to force myself to do. I'll just naturally do it.
- What helps you stay engaged with programs that help improve your wellbeing?
  - Well, one program I use is called Smiling Mind. It's a meditation program. And then it has different sessions. Or, no, no, it has different programs where there's ten sessions in one, or there's 35 sessions, and there's like a circle, and for each sector you do, it fills part of the circle. For example, like seeing the circle fill up, that really motivates me to keep doing it.

### Questions about Potential Tools

- How do you pick yourself up when you fail at following a healthy routine? What motivates you to start a healthy routine again?
  - Oh, I think this is a really good question because I've struggled with this a lot. I think just writing down what I'm looking forward to helps me a lot. And looking at a calendar and seeing, like, for example, let's say spring break is coming up, so then I want to look good for spring break because I'm going out with my friends. Like, seeing something physically on a calendar in front of me just reminds me that I have things that I can look forward to in the future. And that really motivates me.

- Would you rather consume content, track your habits while participating in challenges, or a mix of these to change your behaviors?
  - I think a mix is good. I think consuming content, is that like watching Youtube videos and stuff? I like watching a lot of motivational content, so people glowing up. And seeing people lose weight, for example, or the other day, I watched this video that was this boy who saw Michael Phelps as his idol. Then, he beat Michael Phelps eventually in the Olympics. So seeing things like that really motivate me. Also reading I guess. Like reading different articles, blogs maybe.
  - Follow-up: Do you track your habits at all or would you be willing to do that?
    - Yes, for sure. I used to have a journal where I track all my habits, but writing things down got kind of annoying. Oh, like, I would bullet journal, so I would design everything and then it took a lot of time, so I stopped doing that after school started for me. So I started like this daily check-in form. I just created my own Google form and then every night, I'd go and fill in that Google form. So, like, overtime, it connects to Google sheets, and then I can see the list of my daily check-ins everyday. And it's like, "Did I eat 80% clean today? Did I get 8 hours of sleep?"
- Are you willing to journal to build a healthy routine?
  - I definitely practice journaling a lot, and I think it was something I did a lot when I was younger. So I built up that habit. And recently, I haven't been doing it, like in 2021, but especially, last year. I think I just journal a lot when I'm struggling the most.
    - When you do journal, are there specific things you aim to write about everyday or is it just your feelings or what do you tend to write about when you're trying to change your habits?
      - I think I do write about how I'm feeling that day. And then my specific emotions at a certain point. And like the lessons that specific things that happened that taught me that happened that day.
- Are you willing to pay to use tools to improve your behaviors or would you rather look at ads to avoid paying for these tools?
  - I don't like the idea of paying for tools. I'd like to think that I have enough self-control. And I don't know if this is unrelated, but like recently, I kind of want to get a personal trainer just because sometimes I feel like I lack self-control. I feel like if I'm paying for a physical trainer, then I'll be like, "Oh my god, I'm paying for this, so now I have to control myself."

- Would you rather have a program personalized to you based on answers to a series of questions, or would you rather build your own program from a list of options?
  - I think having a personalized program is better. I think having someone cater to your specific needs is nicer. So, like, that's why I think I want a personal trainer because I have very specific goals for myself, and I want someone to cater to those goals instead of me trying to seek them out.

### Participant 3

Age: 29

Gender: Male

Occupation: CEO

#### Questions about Overall Health

- Tell me about the last time you took steps to improve your overall health.
  - I would say the latest thing is I went vegan, so I've switched my diet and everything over to being plant-based and that way, I'm trying to take better care of myself now and then down the road hopefully prevent issues arising from eating various things. So very cognizant about that. And very diligent about eating things that I think would do my body the best for long-term and reduce my risk of cancer, cholesterol, all of that fun stuff.
- Tell me about a pleasurable experience you've had taking steps to improve your overall health.
  - Okay, well, unrelated to that is every month, I go for a massage to do therapy and just kind of help relieve tension. And a couple years ago, I suffered from headaches and so this was a way to help prevent those. And I do it now to kind of maintain it. And so that is pleasurable because I can sit there for 60 or 90 minutes and just unplug, relax, you know, potentially fall asleep, but it's nice sitting there on a warm bed having someone work on your muscles. That's very nice.
  - Follow-up: What made you take that on? Where did you search for information on what you needed to do to achieve the particular goal?
    - Yes, so the vegan lifestyle and switch was the combination of probably about four or five years of just overall lifestyle changes and just learning and research. So it wasn't like there was one specific time where I was like, "Ooh, this is the magic solution." Post-college, I was trying to get healthier and working out more, watching what I ate more, just because I was gonna go from being physically active much of the day doing college stuff to sitting at a desk and a cubicle or computer and your body can't digest as much doing that. And so I was slowly doing things and then over the last couple years, kind of just doing more research with documentaries, articles, talking to doctors, nutritionists. It was one of those things, "Okay well, I'm already part way there. I don't eat a lot of dairy. I don't eat a lot of beef and all this stuff, so

I can see how it goes, and I did it for, I wanted to do it for a couple months, see how I wanted to go from there. And then with the massage, so there was a lot of research there offline talking to people. The massage, I actually just stumbled upon it because I was out at a networking event one time for work and met my massage therapist. And she was just talking about what she did, and I was just talking about, "Oh, well I have headaches, and light sensitivity and all of this stuff," and she was like, "Oh, well why don't you come and I've worked with other people that have migraines and headaches and get rid of them, so just I went there for one time, figured I would see how it went. And over the course of a couple months, it got better, so I just stuck with it and kept going with her, so that one was less research, more just kind of happened and talking to people.

- Tell me about a frustrating experience you've had taking steps to improve your overall health.
  - I would say the most frustrating thing is the cost of certain things, so outside of food, food is actually not as expensive as people think if you want to eat healthy. The complaint there is everything is so processed or laced with sugar. And it's not as healthy as they make it out to be or as it should be. But outside of the food, going to try to do preventative care for your health, whether it's chiropractic, acupuncture, massage, just general health wellness visits with a PCP, like most insurances don't cover a lot of that and especially nowadays with the horrible insurances that are super expensive and even with that, you have a high deductible and then they don't cover everything. So I would say the biggest frustration is just I want to do more, and I feel like our society should do more, but at the same point, it's very expensive. I mean, I would love to do a massage probably once every three weeks because I think that is really what my body needs, given my activity level, but I can't necessarily afford to go spend \$150 every three weeks on a massage. So that kind of gets annoying. And then if you add on acupuncture, chiropractor, all these different things that kind of complement it, all of a sudden, you're looking at a large amount of discretionary income going out, which is probably good in the long-term, but it also hurts your bank account and so I'd say that's the biggest frustration that I have. And then since we're talking about sleep here, I would love to, I have a mattress that's probably ten years old. And I would love to get something that's more updated and I've seen ones where you can kind of get insights into it or they automatically adjust to keep you hot or cold because I always wake

up sweating, and I think there's a lot of technology that could be helpful, but I just don't know much about it, and I feel like those beds are gonna be super expensive as well. But I don't know if this is where we're going with that conversation or not, but I think that would be a cool next step for me.

- Follow-up: What made you take that on? Where did you search for information on what you needed to do to achieve the particular goal?
  - There's so much information out there, so trying to weed through it all and figure out, especially from an insurance standpoint, reading through the legalities and 17 pages of your health insurance plan to figure out what's covered if they cover some portion of it, you know, all of that fun stuff. Ultimately, I just gave up on that and it could be that they cover some things, but it just wasn't worth my time trying to understand it all, and I moved on. So I would say that's a super frustrating and it'd be nice if it was in plain English online or, you know, something like that.

## Questions about Sleep

- Tell me about the last time you took steps to improve your quality of sleep.
  - So the most recent one is a couple weeks ago, actually one of them's right here, I bought a bunch of plants, so this is a nice little aloe plant that I have. But I was realizing that I care a lot about pollution and air quality outside and try to avoid cities and all that. And I was like, "Well, wait a second. The interior air quality is generally worse than it is outside." So I decided to invest in some plants, so I have them kind of hanging in different parts of my room to try and improve the air quality to help me get some better sleep and then got some blackout curtains as well to try to prevent some lights because we're not in a super fenced area, like we're in the suburbs, but I'm a very light sleeper. And so anything that comes through, sound or light can bother me, so between that and the plants, trying to see if that'll help because I tend to wake up very early, even if I go to bed late, which I did last night. I went to bed at like 11 o' clock, which is super late for me. I was up today 5:30. So it's just any little thing I can do to incrementally help me stay in bed longer is good.
- Tell me about a pleasurable experience you've had taking steps to improve your quality of sleep.

- Well, pleasurable step would be, people make fun of me for it, but I'm very regimented, and I try to turn off devices and be in bed by 9 or 9:30, so that way I can just relax, decompress, and fall asleep. And then that way when I wake up at 5 or 6, I have my full 8 hours. And so I enjoy going to bed early because then I feel better in the morning, and I can be more productive in the morning. And so it allows me to start the day off a lot better. So there's that and then I would say I recently got a smart watch, and this allows me to kind of track to see how I'm sleeping, and I'm actually surprised that I get more sleep than I thought because I thought I tossed and turned and woke up a lot, but apparently it's telling me that I stay asleep more than I expected. So that's a nice pleasant surprise.
- Tell me about a frustrating experience you've had taking steps to improve your quality of sleep.
  - So for Christmas, I asked for a wedge pillow because I was doing some research online and going through different articles, ways to sleep and positions and all that for whatever and so I found that wedge pillows, theoretically you're supposed to have your head and shoulders above and your feet and all that fun stuff. So I got a pillow and then I went to use it, and the first time I couldn't get comfortable, like there was just no comfortable position. And I ultimately couldn't fall asleep after two hours. I was like, "Okay, I'm giving up on this because I need to fall asleep." And then I kept trying it a couple times, and ultimately, I don't use it for sleep. I use it for reading or something if I'm doing that, but from a sleeping standpoint, I move around too much and so to have to stay there rigidly on my back or risk falling off the pillow and off my bed. So I just stopped using it. So that was a little frustrating because it wasn't a cheap pillow, and I was hoping that it would be good and help me get some better sleep, but it did not quite work that well.
- Tell me about a time you struggled to fall asleep. What techniques have you used or steps have you taken to help you fall asleep?
  - Well, I would say, a couple nights ago, I was having trouble falling asleep. And various times of different years, I've tried different things from like melatonin to reading to just getting up and walking around and then coming back and then just trying to unplug and not the metaphorical count sheep, and just trying to not think about anything, literally just picturing a blue sky or a black background, like just trying to keep my mind as dull as possible. Some of those helped. The melatonin made me feel bad the next day, so I stopped that. Usually, when it happened this week, normally, I just try to go drink some water, get out of bed, then

come back and then just try a different position and try to stop thinking. But oftentimes, my mind goes a lot, which is a lot harder than it would seemingly be for other people to actually just stop thinking about things.

- Are there any steps you take or tools you use to improve your overall quality of sleep?
  - Not yet. I mean the only thing is the smart watch tracks it. It doesn't really improve it. So I've taken that step because I wanted to get a baseline of how I was sleeping. I guess the plants are a little bit to help in terms of air quality. But I think next step is probably some sort of, as I said, like mattress or I think, like white noise, but then again, we're not like in a super loud area, but just something to help me distract my mind and turn it off, so whether that's white noise or like a calming, you know, "Hey, we're in an ocean with seagulls or whatever those apps are," but at this point, I haven't really done anything.
- How does quality of sleep affect your life?
  - Enormously. And I would say when people ask me about health and wellness, they always, you know, they're thinking, "Oh, do you workout? Are you active?" or it's about your food, but it's really to up to those two things and then your mental health, and your sleep quality. Because for me to answer your question, if I, let's say, like last night when I went to bed at 11, 11:30, I woke up at 5:30. I've been tired all day, and I felt, luckily, it's a Sunday and I don't have to do anything because it's COVID, but if this was a work week, I would be dragging and I'd feel less productive, I'd feel grouchy, you know, my interactions with customers or family wouldn't be as nice as they could be or cordial, so I would say it impacts relationships, just how I feel, which then can have a domino effect of, you know, if you don't feel like cooking or doing what you should be doing from a food standpoint, then you can take some shortcuts and eat unhealthily, and so it's one of those things where sleep to me sets me up to succeed for everything else because it is a way to recharge your batteries, reset your body, let your cells kind of regenerate and rest, and your mind unplug and rest itself, so it's very important to me.
- What motivates you to improve your sleep?
  - The fact that, as I said, I feel like I don't get the best sleep all the time because I am a light sleeper for whatever reason. I don't know if there's a way to change that, but I mean, I'll wake up a lot of times in the middle of the night, and sometimes I can't go back to sleep for two or three hours. Other times, I just wake up super early, and it's like, "Okay, well my body's awake, so let's go." So I want to make sure that I'm getting as

much good sleep as I can, so that way, when I'm working or traveling or doing whatever, it keeps me healthy, keeps me focused. And it's just similar to going plant-based. I want to do as much as I can to be proactive and not be dragging or diminishing my body or quality of life or anything like that.

## Questions about Programs

- What do you think when you hear the word “ritual”?
  - When I hear “ritual”, I think of regularity, kind of, I don't want to say tradition, but it's a regimen, it's something that's done regularly, something that brings enjoyment or peace or security to somebody, whether it's spiritual or religious, food rituals, family rituals, like, their day-to-day routine, just some sort of habit that people have to accomplish what they want or to give them some sort of benefit or peace of mind or, you know, whatever they're trying to achieve.
- What do you think when you hear the word “routine”?
  - I guess that would be similar. I mean it's similar in my regard where, to the previous response, I guess. “Routine” is something that's done. Actually, I've never had to think about that. Because they're very similar. I was gonna say that ritual's more like structured and more kind of like, when I think of ritual, I think of a tribe or more religious, whereas routine, it could be waking up early, going to the gym, and then going to work, getting your coffee, reading your newspaper, something like that. And I guess it could be more general or less strict where, theoretically, if you've got a spiritual or religious ritual and you miss it, people are going to be upset or you're gonna let someone down. If it's just a routine, theoretically, it's not gonna break anything. It's just you miss your paper, you didn't get your coffee that morning. So I would say it's more generic and then ritual, I would put more along the lines of some specific context or specific community, like, as I said, spiritual or religious, stuff like that.
- What do you think when you hear the word “habit”?
  - So habit, and actually thinking about all these, I'm answering the previous questions as well, so routine and ritual, I would say are, you're cognizant of them, they're planned, they're organized. A habit, because you can have a good habit or a bad habit, it's something that's probably less conscious. I mean it obviously can be conscious if you have a habit to brush your teeth every single night, but that could be routine. I would say “habit” is more unconscious, subconscious where people who bite

their fingernails or they have a habit of smoking a cigarette, like something like that. I think it's something that they have less control over for whatever reason. So it's something in their subconscious, as I said, where if it's an addiction or anything like that, they don't cognitively control as much. That's kind of more what I think of when I think of habit versus routine.

- What helps you stay engaged with programs that help improve your wellbeing?
  - I mean, I guess at the end of the day, I just feel better. So, as I talked about, if I only get 5 hours of sleep, I feel like I'm dragging, I don't feel awake. And so if I go eat, which I probably haven't done this in 15, 20 years, but if I went to go eat a McDonald's hamburger, I would probably feel like junk the next couple hours or the next day. And I just don't want to subject myself to that, so I would say I like how I feel most of the time and so I think that just being healthy, having really good numbers, feeling rested, feeling like I'm just energized. I think all of that is, it encourages me to keep going because I know that I can do whatever, like I'm focused at work, I have no health issues at this time, knock on wood, and so just kind of keeping all of that going. That's enough in it for me. And that's really why I do it.

#### Questions about Potential Tools

- How do you pick yourself up when you fail at following a healthy routine? What motivates you to start a healthy routine again?
  - Well, for me, as I said, if I miss a routine, I'm very diligent, I work out probably 4 to 5 times a week just because I enjoy it and it makes me feel good. If I'm traveling or don't get sleep or busy with work and I don't work out for 2 or 3 days, like I feel sluggish, I feel like I miss it, and so that motivates me to get it back. So I have a lot of good self-discipline, and ultimately, if I miss something, it's just my own desire to get back and get better. I think in terms of apps and platforms and devices and tools like that, they help kind of hold you to it and hold you accountable. And it's one of those things where, like I track my food just to make sure I'm getting balanced and nutrients because you always hear with vegans that you don't get enough protein or you don't get enough vitamin B, you're all this. And just tracking it, I can make sure and if you do have, like we had friends over yesterday, and I had dessert for the first time in like 3 months and so just kind of tracking what you do, you can hold yourself accountable and so these apps and tools, if you put it on paper, or if you set a goal and then you miss the goal, it can kind of

give you some encouragement, it can say, “Okay, you missed this, but here’s what you can do today or let’s get right back on it.” So I think it’s just a good way to help keep you motivated and kind of keep you engaged because a lot of times, like I’m not a nutrition expert, I’m not a sleep expert, I’m not an XYZ expert at all. And so having these tools can help kind of reinforce things that are good habits or good routines or things that might be good. So if I can follow like a plant-based blog or if there’s a plant-based exercise app, then it can help me kind of, “Alright, here’s what I should be doing to supplement my exercises” or different things like that. So it just helps to complement the knowledge that I have and expand upon it because I don’t know everything. And it helps educate me and make sure I’m staying there. So I kind of hopefully answered your question?

- Would you rather consume content, track your habits while participating in challenges, or a mix of these to change your behaviors?
  - I would say a mix of two because, as I said, the content is good to help educate and especially if you’ve got habits or bad rituals or bad routines or whatever, it’s all psychology. And so having the content, you can kind of be trained how to train yourself to break a habit or I think there’s something where, if you do something for 6 or 7 times or 15 times or some magical number, then it becomes a habit. And so someone’s having 3 ounces or 3 cups of sugar for breakfast every single day. Well, okay, let’s maybe do 2 cups a day. And then 1 cup a day and all of that. And I think that’s helpful. But at the end of the day, people like to see results, and they like to see actual graphs, metrics, etc. And that’s the same thing for me. Like, I have specific health goals and nutrition goals at this point and without tracking that, I would have no sense as to where I actually am. Like I could guess, but, you know, I think just seeing the actual tracking of it, seeing the numbers, seeing the metrics for whatever it is, whether it’s sleep, calories, workouts, miles biked, etc., like that’s helpful so that you know how you are doing, where you can improve, and then track it over time. And I think that’s where, like from a weight loss standpoint, people always get discouraged because over the course of 2 weeks, they lose a lot and the next week, they don’t lose anything. And it’s like, “Well, it’s not a 3 week thing. This is your life.” So you gotta structure it out that way. And so it’s a long-winded answer to your question, but I would say combination of both, maybe 75% on tracking, 25% on content is how I would foresee it.
- Are you willing to journal to build a healthy routine?

- Yes. I mean I know journaling to different people means different things. But essentially, I do that. I talked about, like with my food tracking and nutrition, like I, it's a pain in the butt, but I go through and every time I have something to eat, you know, I put it in and it happened that I do a lot of home cooked meals and when I'm making something and it has 15 ingredients, it's a pain to sit there and type in, "Alright, this is a quarter cup of this, 3 tablespoons of this, and all this." So I would say that is a form of journaling, and depending upon the format or the specific goal or activity, I would consider journaling and tracking it because then again, going back to the previous questions, seeing progress and seeing numbers and everything is very important. And how do you do that? By actually tracking and journaling it, so I would say from a writing things down and keeping track of how you feel and what you did, whatever, like that's important and then also just knowing, again, whatever it is, if it's miles walked, food eaten, just seeing the hard numbers are important, too.
- Are you willing to pay to use tools to improve your behaviors or would you rather look at ads to avoid paying for these tools?
  - Um, I don't like this cop-out answer, but I would say it depends. Because ultimately, it comes down to a value prop, and you know, are the ads intrusive? Are they just at the bottom? Is it a giant video that takes up your entire screen for 6 minutes or 20 seconds? And then the price, is it 1 dollar per month, is it a hundred dollars per month? And so I think of it that way. But depending upon how often I use it and how much, because I don't like ads, but if I'm only in there, let's say once every couple days and it's a 10-second ad, like, that's not too bad. If it's something where like I'm tracking food 6 or 7 times a day, if I'm using it that much every single day and there's a 30-second ad every time I open the app, then yes, it's probably worth paying to ignore that because, you know, it's just gonna delay me and get frustrating. So I would say I'm open to either. It really just depends on the specifics of each of them.
- Would you rather have a program personalized to you based on answers to a series of questions, or would you rather build your own program from a list of options?
  - If given the opportunity, I would say the first one because I would assume there would be several different questions, but from my perspective, like those questions would tailor it better to my specific situation because everybody's different. And if we're talking about health and wellness here, there are millions of different possibilities for what you want to achieve, whether you're trying to gain weight, lose

weight, if you're keto, vegan, you know, all of these different things, if you want to go to sleep at 10 o'clock, if you want 6 hours, if you want REM sleep, all of this. So I would say, if you can go through and do like a mini quiz and say this is the answer to this, this, this, and this, and then it spits out, even if it spits out a list of, "Alright, here are the 3 types of whatever it is that fits your need," that at least is better than you just seeing a list of 10 options and being like, "I don't even know where to begin. Like is this good for..." And especially coming back to my situation, from a workout and dieting standpoint, is this good for vegans, is this more keto or paleo and all of that? And so I think it's just not being the experts, if you can dwindle down the options and give a more focused list of things to people, that'll help them out and be more useful, I would think.

### Additional Questions

- When taking steps to improve your health, how do you feel about setting deadlines for yourself?
  - I mean, taking a step back, I like deadlines, and I like working towards certain goals and metrics and thresholds because that is a way to hold myself accountable and just, you've got concrete things. In terms of health and wellness, I think it's good to have that as a guide and a baseline because it's like if I want to do X by May 1st, let's say I want to try to really start getting in bed by 10 o'clock or working out 3 times a week instead of 1 time a week, like, if you don't set that, then there's no real accountability. And it's like, "Oh, well, I'll just do that tomorrow. I'll do it tomorrow. I'll do it tomorrow." And then all of a sudden, it's June, and it's like, well I didn't do anything. But at the same point, especially when it comes to dieting, you hear about people where they get frustrated because they didn't lose 10 pounds in 6 months. They only lost 4 pounds, and I think people tend to get discouraged with that and different things, so I think it's good to have goals. I don't know if the deadlines. When I think of a deadline, I think of a drop dead like, it has to, like if you have a project at work, it has to be done by this. Otherwise, you're gonna miss the client meeting or the client's gonna fire you. From a health and wellness, I think it's better to have a target date or a target goal, or something like that, because it will still help hold the person accountable, but it won't be as like, this is, I'm gonna go crazy to get to it because if I don't do it, then it's life or death. Like, I sorta think it's

important, but, again, going back to psychology, how it's framed for me and for people would be important.

## Participant 4

Age: 42

Gender: Female

Occupation: Business Consultant

### Questions about Overall Health

- Tell me about the last time you took steps to improve your overall health.
  - Okay, um, I just went for a run, so that was the last time I took steps to improve my health. I tend to know a lot about how to improve my health. It's just implementing what I know. Just within the hour, something to improve my health.
- Tell me about a pleasurable experience you've had taking steps to improve your overall health.
  - Terrific. I have the perfect example. I've been a vegetarian for years, actually being vegetable-based and, you know, not relying on so much processed convenient food, though it's technically vegetarian, but really somewhat unhealthy. I've learned recently to, just to cook some of the best meals I've ever eaten. They're fast, they're simple, and nutritious, and I feel really great about that. So I feel really great about that, and I just think it's a lifelong journey, learning more about your body and eating and what your body responds to and what your needs even are, your personal, individual needs.
  - Follow-up: What made you take that on?
    - I had a breast cancer diagnosis. It's been about 3 years. I was not a likely candidate for breast cancer. I was still breastfeeding my son, so breastfeeding is supposed to reduce your chances of breast cancer. I had a decent diet, vegetarian diet. I've since improved it, like regardless of the label, you can improve your diet. I just, I was young. I was 39. And because I was breastfeeding and engaging my breasts, I guess I would notice like, "Oh, is that a lump? And oh, it's kind of, oh I knew it wasn't a lump." And then, "Is that lump back?" And just that kind of thing. And so I followed up on it because it started to be present more than it was absent. And I was still was just kind of thinking probably not, but there was that nagging feeling, so I was lucky, I was among the luckiest of the unlucky, I think. In that, it was stage 0, micro, you know, growth towards 1. Very, very non-aggressive. So I caught it very early. I didn't have to have chemo. I still had to have a

mastectomy. And so, that is really what led me to, you know, even think I could take my diet up a notch. And I could. And I went to classes. And I learned a lot of things. And, you know, of course I cried and all that stuff. I'm scared. And, so all those things came together to help me make better decisions as far as my health.

- Follow-up: Where did you search for information on what you needed to do to achieve the particular goal?
  - I went to classes. And they were teaching people kind of how to make a smoothie and how to eat, which I think I had an idea, but you know, it's always good to sharpen your tools so to speak. And I stumbled on a Youtube video by Dr. Erik Burke. And, so that kind of filled in the blanks. Because of the classes, I felt like told me a lot of what not to eat. And it gave me some idea of what to eat. But then when I started to understand just a little bit more about the glycemic index and inflammation, and you know, maybe first time you hear something, it's like a whisper, the second time, it's like a nag, and then the third time, it's just, like, loud and clear. So it was things I heard a few times in stages that also gave me the information. So really, I would give Youtube and Dr. Burke a good portion of the credit in addition to the classes and the health scare.
- Tell me about a frustrating experience you've had taking steps to improve your overall health.
  - Um, yes. Sometimes, I guess I'll get so focused on the scale, and I would get really impressed with, if I was really a clean eater, just how trim I would become. And so then, I would, like at Christmas, I would eat what I wanted to. My birthday, I would kind of eat what I wanted to for a few days. But then, it stopped working. It's just something started telling me, like my cheats were not as effective if that makes any sense. So though I think I was eating well 80 to 90% of the time, I just had to cut way back on my cheating. And then started to let my cheating become healthy food. So where I wasn't really cheating. Anyway, just started to look for snacks that I could have, and that's not as easy as it sounds. Snacks that I could have that were satisfying and didn't leave me, because certain foods are addictive and they trigger certain responses in your body that are like a drug, so steering away from those choices, regardless of what I was weighing. So it was really frustrating when for two years, I was able to get down to my tiniest size again, and then, all of a sudden I couldn't, like I just hit a wall. And then of course, I probably could sleep more. That probably is a major factor.

- Follow-up: What made you take that on?
  - Basically vanity at the end of the day. I think I was eating well and so I'd pat myself on the back, like I indulge a little bit. That's just kind of what we do in our society and culture. But I wanted to be a consistent size 6 or 8 more than I wanted to have cake or ice cream. Basically at the end of the day, I really think it was vanity.
- Follow-up: Where did you search for information on what you needed to do to achieve the particular goal?
  - I would just go online and inquire about hitting a block as far as health goals. Or sometimes just when you're around a community of people, whether it's Facebook friends or people who influence you, who are making healthy choices, like it's contagious, or you start to get an idea, like, "Maybe I could cut that out" or I just had to give things some thought. And listening, reading tips from people who were making positive lifestyle changes. That's just kind of, it's contagious.
  - Follow-up: What kind of content were you looking at?
    - I think it was Facebook. And one of my friends is some kind of nutrition coach or something, so she's always, you know, lately she's just raving about sleeping and eating and how she's feeling. And, on a subconscious level, it would, you stir some thought or make me think perhaps there's some habits I need to change or fine tune. And I think I would directly look up, do a different search on hitting a, what is that called, like a block and your weight loss goals, and that helps give me a few ideas, a framework as to what I needed to do.
- What motivates you to improve your health and wellbeing?
  - I really enjoy the feeling. I read that women can feel endorphins more directly, I think, than men. So I pay attention to how I feel after exercise. Sometimes stress leads me to combat stress, sometimes, that will lead me to exercise. I think that's about it. Just like being aware of how I feel after, the results of making a certain decision. That's motivation.

### Questions about Sleep

- Tell me about the last time you took steps to improve your quality of sleep.
  - It's been quite a while since I deliberately took steps to improve. I seem to be choosing, unfortunately, finishing up assignments for work or quiet time or time on my phone or reading. I just find excuses not to

sleep now. What I do sometimes to force myself to sleep is I'll take melatonin. Though I'm sleepy, like, because it hits kind of hard, like because you know you're gonna be useless in about 30 minutes anyway, it forces the lights out kind of. It's not really forceful. It's actually very gentle. But that's one thing I do when I'm scared that my bad habits will catch up with me. But another thing I do when I'm trying to change, like a really negative habit or something I'm doing that's not hard to break, I start thinking of a lot, like I really start to mentally be like neurologically tell myself the benefits of making a certain decision. And it's a process. But I've been able to change habits effectively that way, where I just really think about the change I want to make, why I want to make it, how it's affecting me, and just very gently but consistently draw myself towards my goal.

- Tell me about a pleasurable experience you've had taking steps to improve your quality of sleep.
  - I'm a sabbath keeper, so that's Friday evening to Saturday evening. And so I have this routine where I will get a in the tub after I pick up the kids from school, gotten pizza, some kind of food, just something easy, you know, some tofu for me or something, broccoli. I try to have an easy evening. I soak in the tub for a little bit, I get in bed early, and I just exhale, and the sleep is amazing. Lately, I've been really deliberate about that. And then the feeling the next morning is like, "Wow, why don't I do this more often?"
- Tell me about a frustrating experience you've had taking steps to improve your quality of sleep.
  - I think the other day I took melatonin. I was trying to go to bed early. I'd already soaked in the tub. I had done everything, and my husband wanted to talk, and I didn't want to talk. I was like, "Oh no. You're ruining it! I'm sleeping!" So I was really frustrated because it took a good hour. There's this theory, I don't know if it's true, but I've been told that there's a quality of sleep you achieve before midnight is double. Like, there's times of the night when you're sleeping, that the benefits are twice as much as, let's say if you slept from midnight to 9AM as opposed to from 10PM to 7PM, it's supposed to be, it's supposed to be really different. The time you go to bed is supposed to make a difference apparently. So I was always falling in the latter bracket, even if slept in, I was always falling in that 12 and 1AM bracket, sometimes later. But this particular night, I had everything set up, and he wrecked it!
- Tell me about a time you struggled to fall asleep. What techniques have you used or steps have you taken to help you fall asleep?

- I generally don't struggle to fall asleep. It has happened to me on occasion if my mind is racing or I'm, you know, heavy-laden. And I'll deep breathe, I think I've even counted, I'll deep breathe, and that generally just really try to relax. That generally does it.
- Are there any steps you take or tools you use to improve your overall quality of sleep?
  - When I exercise, I know I'm gonna sleep really well. I don't always exercise or I'm inconsistent. I'll be an exercise disciple for a week or two, and then I'll get caught up with other important things, keep putting it off. But when I exercise, I know I'm gonna sleep well. When there are no, like in this day and age of LED, these special lights and the lights on the TV, those special lights are not good for your sleep. So I try to eliminate that. Those are things I do that enhance my sleep. And I'll take melatonin if I have to. I don't take that too often, but it does help. It enhances sleep and the speed and rate at which we sleep.
- How does quality of sleep affect your life?
  - I think I'm more irritable. Probably spend a lot of time being a little more irritable. But when I have less stress, when I'm sleeping, I have less stress. When I have a consistent sleep routine, I get up before my alarm, I feel better. Mentally, I feel better. I feel new and different. I know it makes you more youthful, like, I don't know why I'm going to sell myself on it, I'm gonna tell myself, convince myself to start this new habit. But I know all the reasons. I just have to have all the why's. I just have to follow through now.
- What motivates you to improve your sleep?
  - There are times where I've woken up and been like, "Okay, I've got to remember how wonderful I feel right now." That really good feeling. Like, whereas if I feel okay, but I would opt to feel better than okay if I had the choice. And I do have the choice. So that motivates me, is remembering how wonderful it feels.

### Questions about Programs

- What do you think when you hear the word "ritual"?
  - When I think of a ritual, I almost think of something, like with a religious context or something sacred almost. It's not routine. It seems, the semantics seem a little heavier than just routine. But a ritual is something done for specific purpose, so a routine could be done for a specific purpose, but it has deep meaning. That's what comes to mind when I think "ritual".

- What do you think when you hear the word “routine”?
  - Routine can be mundane, run-of-the-mill. You’re not even thinking about it. You brush your teeth. It doesn’t necessarily even, it might have meaning in the beginning, it ceases to have meaning. It’s just something that is done all the time over and over.
- What do you think when you hear the word “habit”?
  - Habit has a negative connotation unless it has good habit or something, beneficial habit placed in front of it. But I think of something that is hard to break, that is also done consistently, that generally has adverse effects, or somewhat adverse effects.
- What helps you stay engaged with programs that help improve your wellbeing?
  - Well, if the content is really interesting. One of the programs I was going to, they gave us a gift every time we went. And so that was definitely interesting. And then, it was rewarding just remembering that it was rewarding. So I think they had many ways of motivating us and sometimes we were eating, we got to eat in class sometimes. They always had something for us to go home with, and it was actually useful.

#### Questions about Potential Tools

- How do you pick yourself up when you fail at following a healthy routine? What motivates you to start a healthy routine again?
  - I think about the benefits. I think about the reasons I failed. Try to minimize or eliminate those. And then I think about the benefits. I really try to put my focus on the win. And then I try to push aside the hurdles or the things that stand in the way of obtaining that.
  - Follow-up: Can you give me an example of that?
    - I used to fall asleep watching TV and like, Netflix would be watching me. And then I didn’t have the energy to make it to bed. And it was just really lousy sleep. It would be like 2 or 3 in the morning, like trying to crawl to bed, and like brush my teeth. So now I just sort of catch myself. Sometimes it’s hard if it’s really good, if it’s just a really good series, you know. But I just, I remember how much I dislike, I really dislike waking up on the couch at 2 or 3AM. And sometimes I wake up and I cannot even move, so I have to go back to sleep for 30 to 40 minutes to find the energy to move at 3AM. And it’s just not good. So, I just try to be mindful before I start watching a program. I try to be mindful about when I want to stop and how much better my bed feels

than sofa, and how lousy, I'm trying to remember how lousy it feels when I fall into the same pattern.

- Would you rather consume content, track your habits while participating in challenges, or a mix of these to change your behaviors?
  - I think a mix of the two sounds good. Community is always good. When your comments and sometimes, it can be really encouraging. Tracking your habits also sounds, like sometimes, we're tracking too many things, that also sounds really beneficial as well. Habit tracking is definitely not something I'm going to understate, but also content and community and interaction and message boards and stuff like that is good, too.
- Are you willing to journal to build a healthy routine?
  - Mhm. I think it's easy to journal these days, with our phones. And, yeah, you can leave it by your bedside, and of course that's been done all the time. But it's easier than ever to journal. And even if it's not, even if you're not writing full sentences, it's just the awareness of the activity. It's probably beneficial.
- Are you willing to pay to use tools to improve your behaviors or would you rather look at ads to avoid paying for these tools?
  - I don't like paying for things. But I think I might be one of those. Well, some things, I'll pay. Some things I won't pay. So maybe if I see that there's value and I really get tired of the ads, then I would pay. But sometimes, it seems like ads are a part of our life to a degree, not as much as before. Like when they were on TV, but you know, your favorite thing on Youtube, there are gonna be ads. So I'm not opposed to ads, but if there's so many, and if it's worth paying for, I probably would pay. But my lean would probably be to avoid paying.
- Would you rather have a program personalized to you based on answers to a series of questions, or would you rather build your own program from a list of options?
  - I think from a list of options. Because sometimes the question can be answered so many ways or can be what I felt at the time. I think from a list of options.

## Participant 5

Age: 28

Gender: Female

Occupation: Assistant

### Questions about Overall Health

- Tell me about the last time you took steps to improve your overall health.
  - Last time was about 3 years ago. I was kind of sick and tired of the whole yo-yo, up and down thing that I had gone through all my life. I gained weight, lost weight, and finally, I was like, “Okay, enough is enough. I really have to try to figure out a better method to getting my weight down and not only getting it down, but maintaining it in a more realistic way.” So that was about 3 years ago in 2017.
- Tell me about a pleasurable experience you’ve had taking steps to improve your overall health.
  - Oh, this was when I realized, I think, I realized that it was still okay for me to eat normal things. Like I didn’t have to just eat diet items or bland items or I could still have, you know, fried things every now and then. But it was just everything in moderation. So that’s when I figured that that was for me. Like, the moment that I realized like when I was trying to find that balance. I found that that was the most, like, the best experience for me.
  - Follow-up: What made you take that on?
    - Just the whole, when I first started losing weight, of course I was trying my best to eat better. So I wasn’t eating a lot of, I don’t really ever eat out, but I think it was just a lot of snacking at home. And then when I cut that out, I realized that I was not gaining weight even though I could sneak in, I guess not really sneak in, but I could eat some meals here and there that weren’t really healthy. That’s when I realized that.
  - Follow-up: Where did you search for information on what you needed to do to achieve the particular goal?
    - Yeah, so Youtube videos, Pinterest, so I read blogs on Google, I researched. That was where I did a majority of mine. But I think it was mainly Youtube videos and seeing what other people had done.
- Tell me about a frustrating experience you’ve had taking steps to improve your overall health.

- Yes. So I, prior to that, what set that off was, I had injured my leg, and I thought I was doing pretty decent. I thought I had gained some weight. Not too much. And then I went to the doctor's office, got on a scale, and I gained like 30 pounds. And for that, that was kind of like a really big slap in the face because for me, that was just like, like I went backwards. It got worse. And so that's what really motivated the change because I really wanted to figure that out.
- Follow-up: What made you take that on? Where did you search for information on what you needed to do to achieve the particular goal?
  - So one Youtuber that I really find inspiration from is, her name is Jordan Shrinks, and she used to be overweight, and she started this process. But just also seeing what she ate and seeing that it didn't have to be small portions, that she also went through the struggle where she had to figure out exactly how to do it and losing weight slowly was better than dropping a big amount of weight.
- What motivates you to improve your health and wellbeing?
  - What motivates me is that I like to travel, and then like, and that requires you to have a certain amount of fitness. Also, you can't really be too overweight, because then you're more uncomfortable on the plane and you're more uncomfortable when you travel. And it's more difficult when you go hiking. So, for me, that's what motivates me. I really would just like to have better experiences and life and better health overall.

### Questions about Sleep

- Tell me about the last time you took steps to improve your quality of sleep.
  - 5 years ago, I figured out that melatonin was great, so I started taking that. That really helped, but I don't take it anymore. But that was really amazing for me because I have a very hard time falling asleep, so that helped me fall asleep so at least I could have more hours of sleep every night.
- Tell me about a pleasurable experience you've had taking steps to improve your quality of sleep.
  - So, something that helped me, I guess, was like, putting up a dark curtain in the room also, so there was no, I guess less noise from outside but also like darkness, not as much light. So, yeah, purchasing a dark curtain was probably nice, nice investment.
- Tell me about a frustrating experience you've had taking steps to improve your quality of sleep.

- Yes, I started taking an over-the-counter sleeping medication, and once I started taking that, for some reason, I could not fall asleep without it, and it was still taking me a really long time to fall asleep. And it would make me groggy. So I was groggy for months and it would take me like 3 hours to fall asleep every night. So that was very frustrating. And then since stopping, it was very frustrating because there was a lot of insomnia that whole week that I stopped.
- Tell me about a time you struggled to fall asleep. What techniques have you used or steps have you taken to help you fall asleep?
  - Something that has helped me is just to cover my face with the blanket and find myself in a really comfortable position in the bed and then just kind of not thinking about anything or think about, like just kind of relax my mind. I tried counting sheep, but that doesn't really help.
- Are there any steps you take or tools you use to improve your overall quality of sleep?
  - So decreasing my caffeine intake during the day, not drinking caffeine at all in the evening, including soda. Also something that I really like is that if I'm relaxing, is the sound of rain, so those apps that are free that have the rain and the wind or like white noise sound. If I'm having a hard time sometimes, I put those on and it will kind of relax me.
- How does quality of sleep affect your life?
  - It does affect me somewhat. I find that for me, I can go on 6 hours of sleep and feel great, and then sometimes, I need 9 hours. So, for me, I would say it's important, but I would put it not as important as diet for me just because I find that what I eat affects me more than the amount of hours I can sleep. That's how I feel.
- What motivates you to improve your sleep?
  - What motivates me is that I know it's important and that studies have shown that sleeping, not having a good night's sleep can be very dangerous. But also, what motivated me at one point was I was working and I knew I needed to have a good day's rest, just so I could take care of my clients better. And also I couldn't fall asleep, so that motivated me to try and figure out how to get a good night's sleep.

### Questions about Programs

- What do you think when you hear the word "ritual"?
  - I think like something you do everyday that makes you feel better, something that is deeply ingrained in your daily routine.
- What do you think when you hear the word "routine"?

- The word routine, I think of it as something that you do normally. It's not something that is abnormal, like you wake up, you go to work, so that's what I would consider routine.
- What do you think when you hear the word "habit"?
  - Habit is something that you have done for a long time. And that you consider important enough to make time for. So it's important for you.
- What helps you stay engaged with programs that help improve your wellbeing?
  - I think, like, reminders. Like getting some type of reminder on your phone. Sometimes, at first, it can be kind of difficult to remember. Or, like, putting something like on the fridge where I see it everyday or somewhere where I could see it.

### Questions about Potential Tools

- How do you pick yourself up when you fail at following a healthy routine? What motivates you to start a healthy routine again?
  - Small steps, I think are much more important. So taking steps to maybe cut back on something and eat more vegetables or make more changes. [What motivates you to start a healthy routine again?] Because I remember how great I felt, so that's what makes me want to start again. But I do know that small steps for me work best.
- Would you rather consume content, track your habits while participating in challenges, or a mix of these to change your behaviors?
  - A mix. I think tracking helps. I guess competition, not so much competition but for yourself to see how you've done overtime. So I guess you can compete with yourself a little bit more. But also, I think that there needs to be a balance because sometimes you might get too caught up in one versus the other. Consuming content, it can motivate you. But, then also, you still have to put in the work. So there needs to be some kind of tracking there. So it's important. It's nice, but sometimes, you can get so caught up in it that you forget.
- Are you willing to journal to build a healthy routine?
  - Yeah, I've tried it before, like writing down what I eat everyday, what I eat per meal or how I feel. For me, it was somewhat beneficial just because at first, I was able to see what I was doing and then try to make changes on that. So I think it can help some people.
  - Follow-up: When you did journal in the past, did you have a method that you used? Did you look back weekly on what you wrote to help improve what you did or how did that look like?

- Every couple days, I would look back, but I think also, it was the process of writing it down that was like, “Whoa, I ate all that. Like, I didn’t exercise. Like what am I doing? Like that’s crazy. That’s so much. Like what happened?” And it was kind of like, you know, also writing down how you felt that day because if you were just having a bad day or a really busy day and why did that happen? So trying to make better, I guess better pre-planning or better choices.
- Are you willing to pay to use tools to improve your behaviors? Possible follow-up: Would you rather look at ads to avoid paying for these tools?
  - I don’t mind looking at ads, but I think being able to pay to not see ads is also for some people, or even I would say for myself, would be nice sometimes. So it really depends on the financial situation.
- Would you rather have a program personalized to you based on answers to a series of questions, or would you rather build your own program from a list of options?
  - List of questions. I think it’s a little bit more interactive. And it would help you make probably the better choice or have a better option instead of choosing options of what you would like to do. But also, I guess maybe, if there’s a way to tweak it a little bit at the end just because let’s say, like it says, “This is what you should do for breakfast,” and it’s like, “Well, I don’t really like eating that thing for breakfast,” so maybe there’s a way to tweak it a little bit. But I think the questions work better.