

SCAVENGER HUNT

This activity will help your team to understand the value of utilizing archetypes. By immersing yourselves into the lives of these individuals, you're able to grasp the level and complexity of information at-hand, and are able to form the context of what it takes to build an archetype. You can then craft your own archetype that tells a story based on the emerging patterns of behavior, activities, beliefs, and values that relate to your chosen design topic.

HOW IT WORKS

STEP 1: Spend time reading the various panels of information housed within the archetypes. This will allow you to complete a deep dive into each of their lives. As you're reading each of their panels, start compiling notes of their specific motivators and behaviors.

STEP 2: Find answers to each of the 'Loft Riddles' given to you. You'll receive a list of riddles for each archetype, of which the

answers can be found within the archetype panels.

STEP 3 (Optional): Develop your own archetype based on a user or consumer profile that you're researching. Use the information displayed in the Loft archetypes to guide and inspire you as you're crafting your own. A template is provided to begin to define their behaviors, motivators, daily challenges, and their relationship with healthcare.

Goals:

- Understand the value of archetypes
- Create your own archetype

Requirements:

- Complete a 'deep dive' into each of the archetypes
- Use the information to guide and inspire you
- Come up with answers to each of the riddles

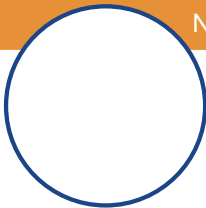
Materials:

- Worksheets
- Archetype templates

Next Steps:

- How can you utilize these boards as inspiration to create your own archetype?

SCAVENGER HUNT



Name, Age, Location

Income:
Occupation:

BIOGRAPHY:

BEHAVIORS:

MOTIVATORS:


DAILY CHALLENGES:

RELATIONSHIP WITH HEALTHCARE:

Personal Care:

Healthcare Provider:

Overall Experience:



LORAIN, 73, Cincinnati, OH

Income: \$48,000
Occupation: Retired

BIOGRAPHY:

Loraine is an on-the-go grandmother. From being a babysitter during the weekdays for her three grandchildren, to attending community meetings once a month, she is considered the matriarch of the family. Though she is looked at as a strong leader, her family and peers do not see the constant pain she is in from arthritis in her hands and knees. Loraine does not want to be the burden of her family and is embarrassed to share her struggles. The only person she confides in is her doctor and her therapist.

BEHAVIORS:

- Community involvement
- Stretches to relieve some of the pain
- Hides weakness from family
- Constantly on the go
- Has a weekly therapy session
- Knowledgeable about arthritis

MOTIVATORS:

- Taking care of her family
- Keeping up with grandchildren
- Being a strong leader
- Not feeling like a burden
- Healthy mentality

DAILY CHALLENGES:

She has a hard time opening her pain medication container due to stiffness in her hands.
Her legs ache after two hours of constant motion.
Joint pain causes her not to grip items well.
Cleaning up after younger grandchildren has Loraine bending down more than she wishes.

RELATIONSHIP WITH HEALTHCARE:

Personal Care:

Healthcare Provider:

Overall Experience:

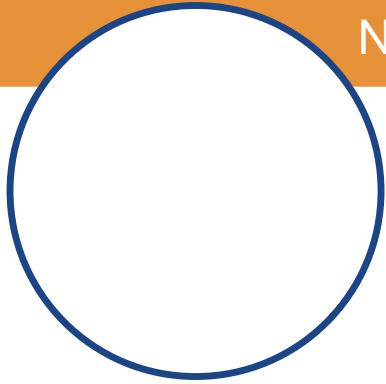
SCAVENGER HUNT

A DAY IN THE LIFE

6 AM	NOON	6 PM
6 AM-	12:30 PM-	6:45 PM-
8 AM-	2 PM-	8:10 PM-
11:30 AM-	5 PM-	10:15 PM-

A DAY IN THE LIFE

6 AM	NOON	6 PM
 <p>6 AM- Wakes up and takes medication for arthritis.</p> <p>6:30 AM- Makes a cup of coffee and homemade organic oatmeal.</p> <p>7 AM- Watches news until daughter drops off the grandchildren on her way to work.</p> <p>8:30 AM- Grandchildren arrive and Loraine makes breakfast (cage-free eggs, wheat toast, and a side of fruit) for them.</p> <p>10 AM- Takes grandchildren to the park, and pushes the youngest on the swings.</p> <p>10:15 AM- Swelling in hands, has to stop.</p> <p>11:30 AM- Heads back home to prepare lunch for the children.</p>	 <p>12 PM- Makes lunch for everyone, including herself.</p> <p>12:45 PM- Cleans dishes, with small breaks in between to cope with the pain.</p> <p>1:30 PM- Lays down grandchildren for a nap. Loraine takes the downtime to take more pain medication and ice her joints, if necessary.</p> <p>2 PM- Phone call with therapist to go through mental exercises.</p> <p>3 PM- Grandchildren wake up from nap and want to play with toys.</p> <p>4:30 PM- Loraine tries to clean up after her grandchildren but can't reach toys that ended up under the couch.</p> <p>5:30 PM- Loraine's daughter picks up her children and thanks her mom for babysitting.</p>	 <p>6:30 PM- Loraine makes herself dinner and takes more pain medication.</p> <p>7:30 PM- Does light yoga to relieve some of the pain and swelling.</p> <p>8:30 PM- Takes a hot shower to help reduce swelling.</p> <p>9 PM- Gets ready for bed. Puts on compression gloves and knee wraps to be more comfortable while going to sleep.</p> <p>9:30 PM- Reads a book until ready to fall asleep.</p>



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Occupation:

BIOGRAPHY:

BEHAVIORS:

MOTIVATORS:

DAILY CHALLENGES:

RELATIONSHIP WITH HEALTHCARE:

Personal Care:



Healthcare Provider:



Overall Experience:



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A DAY IN THE LIFE

6 A M

N O O N

6 P M

6 AM-

12:30 PM-

6:45 PM-

8 AM-

2 PM-

8:10 PM-

11:30 AM-

5 PM-

10:15 PM-