

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

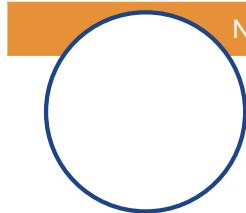
Materials:

- 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:

Lorraine 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:



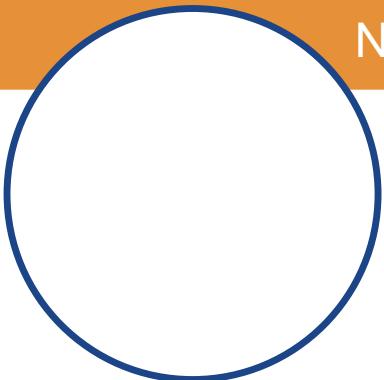
SCAVENGER HUNT

A DAY IN THE LIFE



A DAY IN THE LIFE





Name, Age, Location

Income:
Occupation:

BIOGRAPHY:

BEHAVIORS:

MOTIVATORS:

DAILY CHALLENGES:

RELATIONSHIP WITH HEALTHCARE:

Personal Care:



Healthcare Provider:



Overall Experience:



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A DAY IN THE LIFE

