

# 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

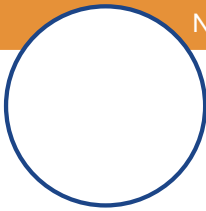
### Materials:

- 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:

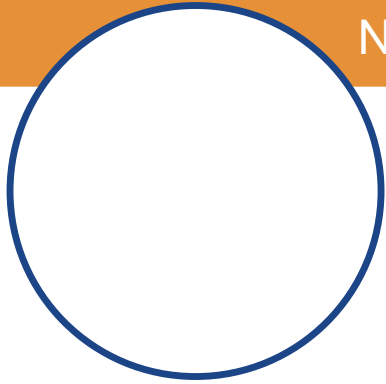
# SCAVENGER HUNT

## 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>



Name, Age, Location

Income:

Occupation:

BIOGRAPHY:

BEHAVIORS:

MOTIVATORS:

DAILY CHALLENGES:

RELATIONSHIP WITH HEALTHCARE:

Personal Care:



Healthcare Provider:



Overall Experience:



@LIVEWELLCOLLABORATIVE



# A DAY IN THE LIFE

6 A M

6 AM-

8 AM-

11:30 AM-

N O O N

12:30 PM-

2 PM-

5 PM-

6 P M

6:45 PM-

8:10 PM-

10:15 PM-

# HEALTH AND WELLBEING PROFILE

This activity is a self-reporting tool which will help you identify your current state of wellbeing. The information collected from these six activities can serve as the basis for creating your own profile of wellbeing. This information can also be aggregated to create a new archetype.

## HOW IT WORKS

### STEP 1 A Day In My Life:

Identify your activity per time of day. Fill in the activity based on categories provided. (e.g. food, work, transportation, etc.) Then, identify your stress level at each point of the day by using the scale from 1 to 10.

### STEP 2 My Areas of Wellbeing:

Reflect on the seven areas of wellbeing. Then, rate each category of your wellbeing using the scale from 1 to 10. Mark it on the scale.

### STEP 3 My Self Care Plan:

List the actions in the “current” column that you are currently doing to stay healthy. Then, list all the actions in the “ideal” column that you want to do in order to improve your wellbeing.



**STEP 4 My Motivators and Goals:**

Reflect on your goals and think about what motivates you. Then, list your top five motivators and goals on the worksheet.

**STEP 5 My Relationship with Healthcare:**

Reflect on your current relationship with healthcare. Then, evaluate your relationship with healthcare across each category of trust, efficiency, satisfaction, and accessibility. Rank your answers from 1 to 10 and circle the number.

**STEP 6 My Ecosystem:**

Reflect on your connections and influencers. List your specific influencers based on the categories of family, media, occupation, healthcare, friends, products and services, community, and recreation. Lastly, mark the level of stress caused by each category of influencers. Choose between low, medium, or high stress.

**MATERIALS AT HAND**

Use provided worksheets.

**Goals:**

- To document the current state of your health and wellbeing

**Requirements:**

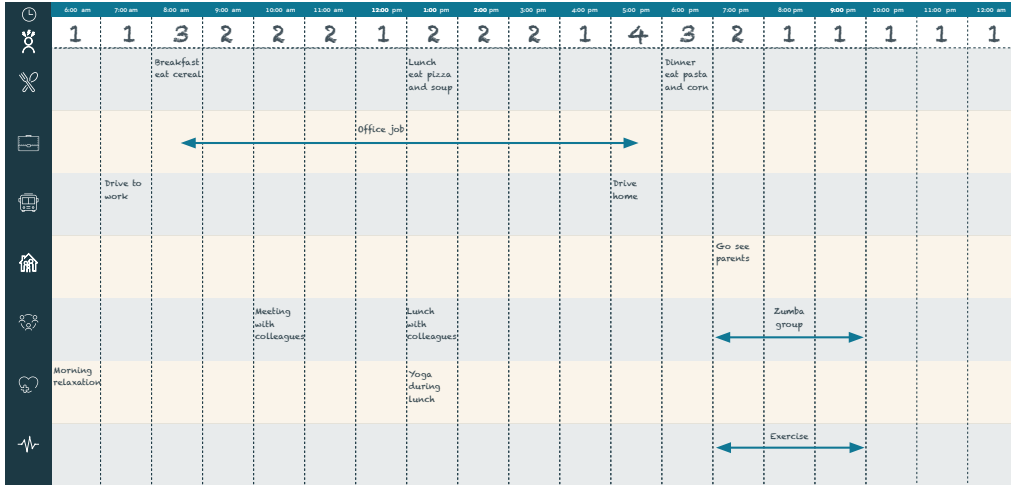
- Information is based on your existing conditions

**Materials:**

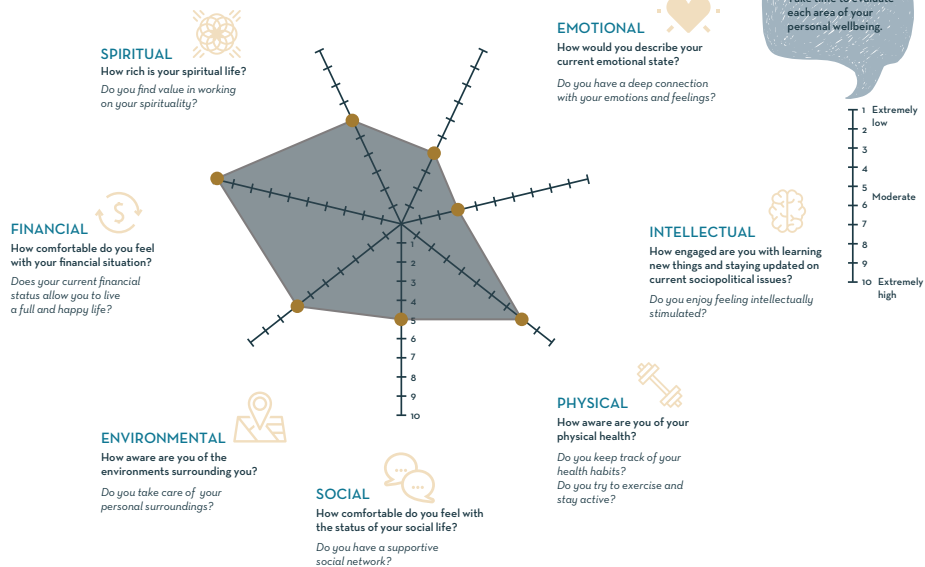
- Worksheets

# HEALTH AND WELLBEING PROFILE

## A DAY IN MY LIFE



## MY AREAS OF WELLBEING



# HEALTH AND WELLBEING PROFILE

## MY SELF CARE PLAN

### CURRENT

How do you currently take care of yourself?

What actions are you taking now to improve your wellbeing?

1) List the actions you take to stay healthy.  
2) Express the actions you wish you could take in order to improve your wellbeing.

I take a 15  
minute walk  
everyday.

I eat a balanced  
meal.

### IDEAL

How would you like to take care of yourself?

What actions would you like to take in order to achieve your wellbeing goals?

I would like to  
go running a few  
times a week.

I would like to  
sleep a full 8  
hours.

## MY MOTIVATORS AND GOALS

Think of the things that keep you moving and wanting to be a better person.

What motivates you to do your best every day?

What motivators and goals keep you going?



<sup>1</sup> My friends

<sup>2</sup> To look my best

<sup>3</sup> Competition

<sup>4</sup> Desire to live a fulfilled life

<sup>5</sup> My family

# HEALTH AND WELLBEING PROFILE

## MY RELATIONSHIP WITH HEALTHCARE

/10

TRUST

How comfortable do you feel talking to your healthcare providers?



How reliable is your current healthcare coverage?



How would you rate the relationship you currently have with your healthcare providers?



How comfortable do you feel with the scheduling and follow-up system that your current healthcare providers offer?



/10

EFFICIENCY

How efficient is your current healthcare insurance company in explaining your coverage terms and benefits?



How effective is your current insurance plan coverage?



How competent would you consider your current healthcare providers to be?



How efficient is the communication with your healthcare providers?



Evaluate your relationship with healthcare. Rank your answers from 1 to 10.

## MY RELATIONSHIP WITH HEALTHCARE

/10

SATISFACTION

How satisfied are you with your healthcare coverage?



How pleased do you feel you are with your healthcare providers?



How satisfied are you with your current healthcare experiences?



/10

ACCESSIBILITY

How accessible is your current healthcare plan?



How reachable are your healthcare providers?



How easily can you access your health history and medication prescriptions?



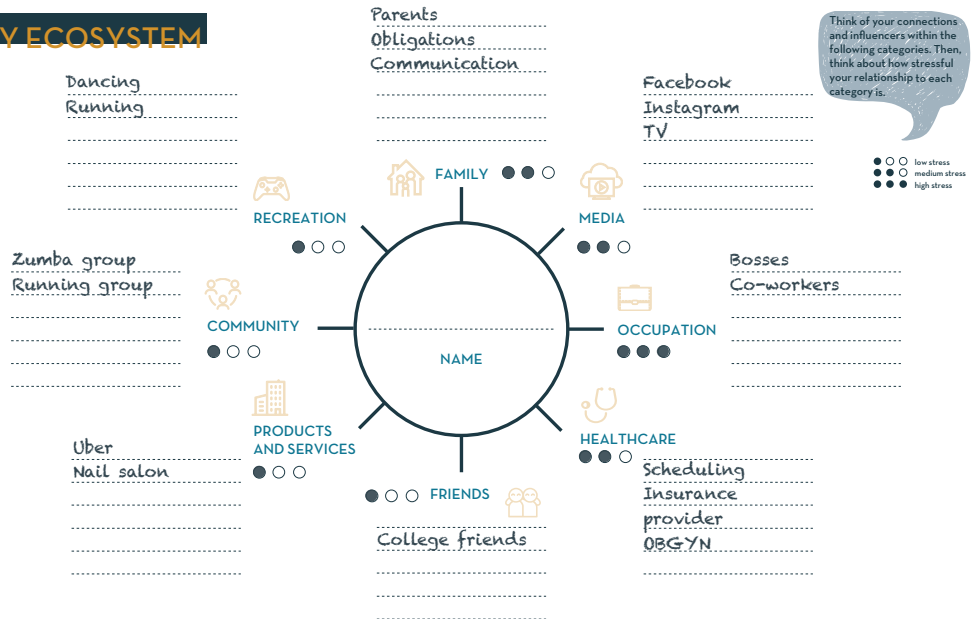
How convenient is scheduling and appointment management for you?












Evaluate your relationship with healthcare. Rank your answers from 1 to 10.

# HEALTH AND WELLBEING PROFILE


## MY ECOSYSTEM



# A DAY IN MY LIFE

	6:00 am	7:00 am	8:00 am	9:00 am	10:00 am	11:00 am	12:00 pm	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm	7:00 pm	8:00 pm	9:00 pm	10:00 pm	11:00 pm	12:00 am
																			
																			
																			
																			
																			
																			
																			
																			
																			

# MY AREAS OF WELLBEING



### SPIRITUAL

How rich is your spiritual life?  
*Do you find value in working on your spirituality?*



### FINANCIAL

How comfortable do you feel with your financial situation?  
*Does your current financial status allow you to live a full and happy life?*




### ENVIRONMENTAL

How aware are you of the environments surrounding you?  
*Do you take care of your personal surroundings?*



### SOCIAL

How comfortable do you feel with the status of your social life?  
*Do you have a supportive social network?*



### EMOTIONAL

How would you describe your current emotional state?  
*Do you have a deep connection with your emotions and feelings?*



### INTELLECTUAL

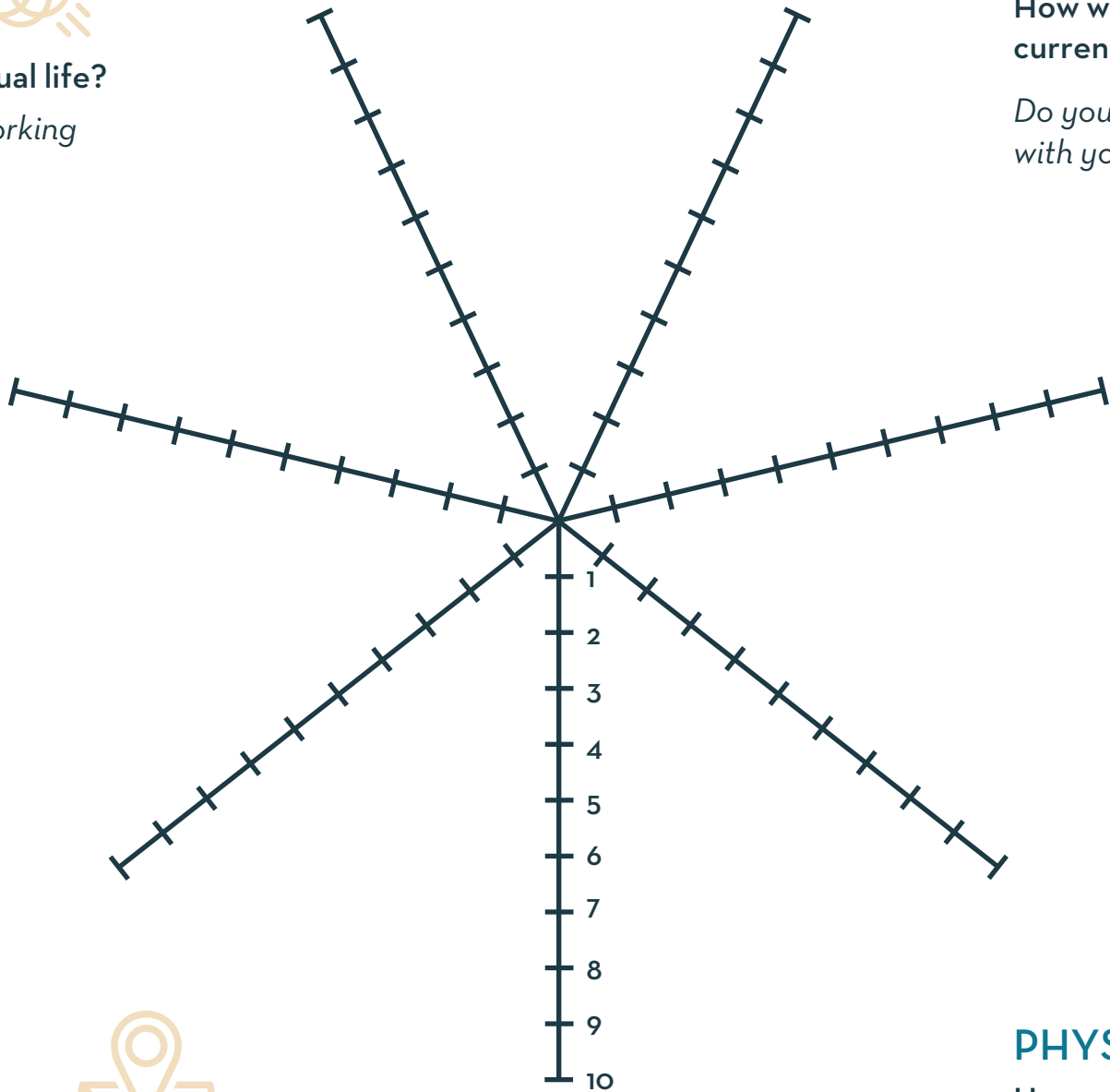
How engaged are you with learning new things and staying updated on current sociopolitical issues?  
*Do you enjoy feeling intellectually stimulated?*



### PHYSICAL

How aware are you of your physical health?  
*Do you keep track of your health habits?  
Do you try to exercise and stay active?*

Take time to evaluate each area of your personal wellbeing.



# MY SELF CARE PLAN

## CURRENT

How do you currently take care of yourself?

*What actions are you taking now to improve your wellbeing?*

- 1) List the actions you take to stay healthy.
- 2) Express the actions you wish you could take in order to improve your wellbeing.

## IDEAL

How would you like to take care of yourself?

*What actions would you like to take in order to achieve your wellbeing goals?*

# MY MOTIVATORS AND GOALS



**What motivates you to do your best every day?**

*What motivators and goals keep you going?*

1

2

3

4

5

# MY RELATIONSHIP WITH HEALTHCARE

/10

TRUST

How comfortable do you feel talking to your healthcare providers?

0

1

2

3

4

5

6

7

8

9

10

very  
uncomfortable

neutral

very  
comfortable

How reliable is your current healthcare coverage?

0

1

2

3

4

5

6

7

8

9

10

totally  
unreliable

neutral

totally  
reliable

How would you rate the relationship you currently have with your healthcare providers?

0

1

2

3

4

5

6

7

8

9

10

highly  
unsatisfied

neutral

highly  
satisfied

How comfortable do you feel with the scheduling and follow-up system that your current healthcare providers offer?

0

1

2

3

4

5

6

7

8

9

10

very  
uncomfortable

neutral

very  
comfortable

/10

EFFICIENCY

How efficient is your current healthcare insurance company in explaining your coverage terms and benefits?

0

1

2

3

4

5

6

7

8

9

10

highly  
unsatisfied

neutral

highly  
satisfied

How effective is your current insurance plan coverage?

0

1

2

3

4

5

6

7

8

9

10

highly  
ineffective

neutral

highly  
effective

How competent would you consider your current healthcare providers to be?

0

1

2

3

4

5

6

7

8

9

10

highly  
incompetent

neutral

highly  
competent

How efficient is the communication with your healthcare providers?

0

1

2

3

4

5

6

7

8

9

10

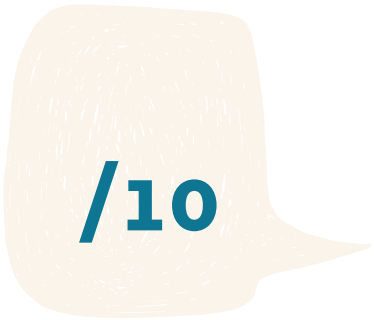
highly  
inefficient

neutral

highly  
efficient

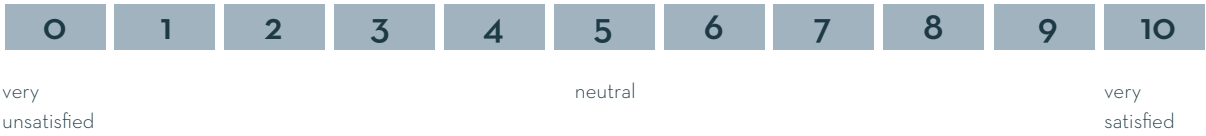
Evaluate your relationship with healthcare. Rank your answers from 1 to 10.

# MY RELATIONSHIP WITH HEALTHCARE



## SATISFACTION

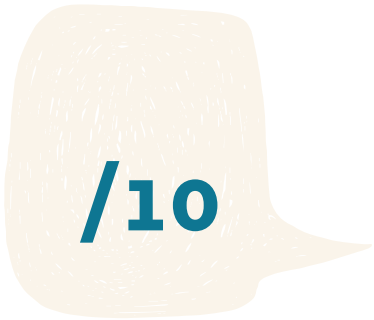
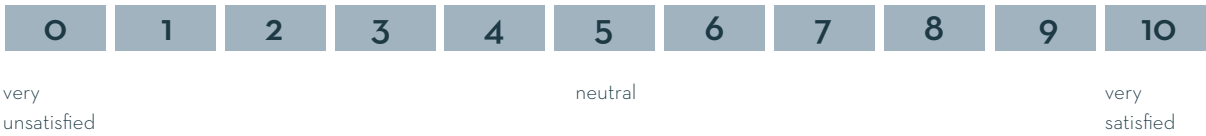
How satisfied are you with your healthcare coverage?



How pleased do you feel you are with your healthcare providers?

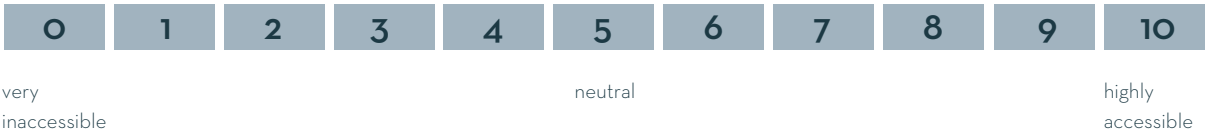


How satisfied are you with your current healthcare current experiences?



## ACCESSIBILITY

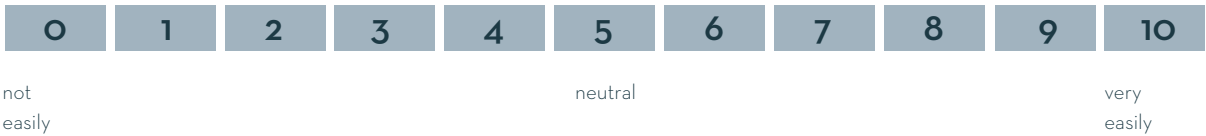
How accessible is your current healthcare plan?



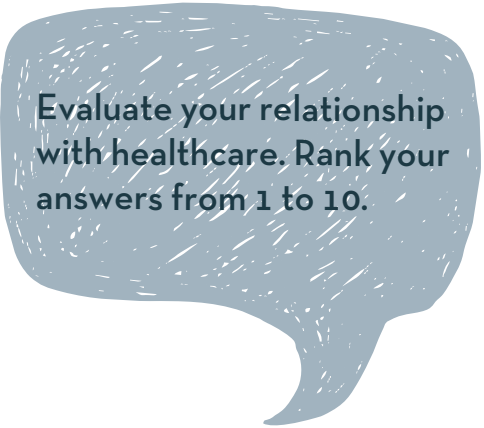
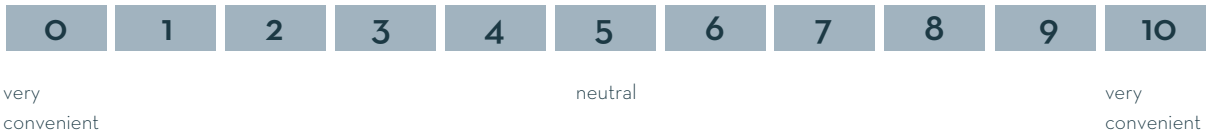
How reachable are your healthcare providers?



How easily can you access your health history and medication prescriptions?



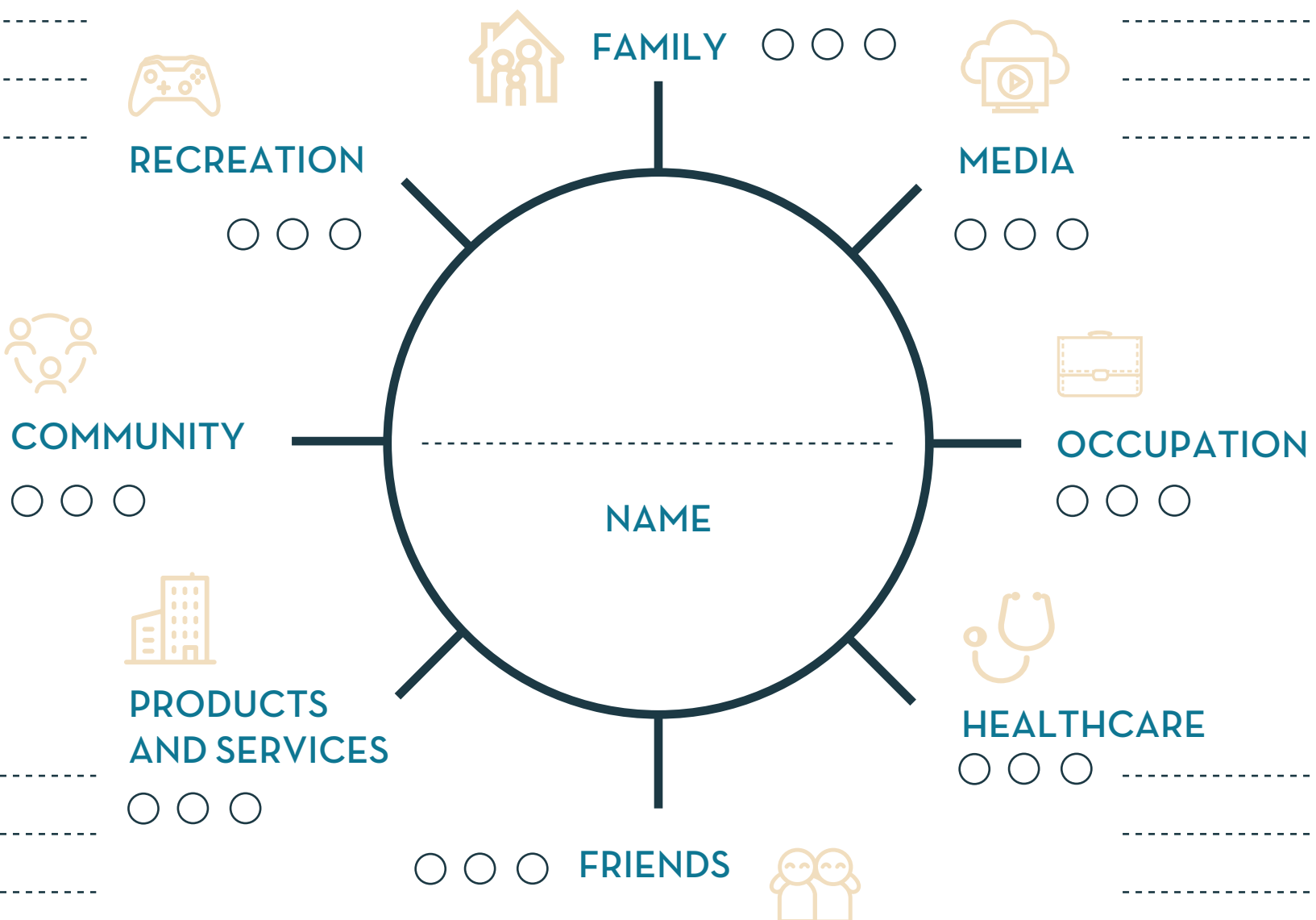
How convenient is scheduling and appointment management for you?



# MY ECOSYSTEM

Think of your connections and influencers within the following categories. Then, think about how stressful your relationship to each category is.

- ○ ○ low stress
- ● ○ medium stress
- ● ● high stress



# JOURNEY MAP

This activity happens at the end of the experience, and is intended to serve as a collaboration tool. The goal of this exercise is to generate opportunities that will overcome some of the potential challenges brought up by the Loft experience.

## HOW IT WORKS

Your team will find a journey map and cards at the collaboration table. The journey can be mapped through the eyes of the archetype or of your own organization.

**STEP 1:** Let the content of the City of Sonder help you identify a goal for your archetype.

**STEP 2:** Consider the potential obstacles associated with that goal.

**STEP 3:** Identify enablers and inhibitors that impact your obstacles and record them onto the blank cards provided to you. Prompt cards can be collected from the archetype, and future shifts can be modified to serve as enablers and inhibitors.

**STEP 4:** Organize the provided cards into stacks of inhibitors, enablers, and life events. You can now start the journey as a team, either taking turns completing the tasks, or working collectively.

As you land on a space, be sure to draw a card from the corresponding stack, or select the one that best fits the milestone, and write your response onto the board before moving on.

The “company intervention” space on the board is provided to help your organization ideate a product or service that you can present in order to guide your archetype to a better path.

**STEP 5:** The journey is complete once you have reached the goal state, and have created a breadth of ideas to take home with your team.

### **MATERIALS AT HAND**

The board game and cards are there to keep your team's ideas organized. Write on everything. This is the time for you to explore every option in order to make your goal a reality.

#### **Goals:**

- Provide a road map to a challenge

#### **Requirements:**

- Identify goal state

#### **Materials:**

- Journey map
- Cards



# ORGANIZATION INTERVENTION

The goal of this activity is to look at your archetype's current needs and challenges and to ideate solutions based on 1) your organization's current products and services, 2) collaboration with other organizations' products and services, and 3) innovative products your organization can create to set your archetype on a path towards positive change.

## **\*IMPORTANT NOTE\***

This activity is geared towards and most effective when applied to the archetype's ecosystem or the archetype's daily schedule.

## **HOW IT WORKS**

During this activity, it is crucial to understand your archetype's entire ecosystem, daily schedule, and the major challenges they are currently facing. The team has developed a set of tools to help you visualize your thought process.

**STEP 1:** As a group, select an archetype you'd like to learn more about. After you've had the chance to review his/her life in detail, work as a group to come up with three main challenges your archetype is facing.

**STEP 2:** Using the "My Organization" card (Card 1), along with your organization's clip, identify products and services your organization currently has that can help with your archetype's challenges.



**STEP 3:** Choose another organization that you feel your organization could partner with and identify their current products/services in relation to the archetype's challenges. Use the "Our Organizations" card (Card 2), along with the clip(s) associated with the organization(s) you would like to collaborate with. This portion of the activity is intended to guide you to think of ways that your organizations could collaborate to best fit the needs of your archetype.

**STEP 4:** In looking at your archetype's board, you may now start to identify opportunity areas, especially in areas that you feel your organization's current

products and services are not sufficiently meeting all of your archetype's needs. This is your opportunity to ideate around innovative products and services that you feel your organization could create to fill these gaps. Use cards featuring light bulb icons (Card 3) to record your ideas.

### MATERIALS AT HAND

The tool kit includes a set of attachable clips branded with our 7 different partners, as well as clips featuring light bulb icons to indicate new and innovative ideas. You will also be provided with 3 different types of cards that accompany these clips.

#### Goals:

- Come up with various ideas that would solve your archetype's current challenges
- Envision partnerships with other organizations
- Develop products, services, and systems that set your archetype on a path towards positive change

#### Requirements:

- Choose an archetype
- Identify challenges

#### Materials:

- Archetype boards
- 3 types of ideation cards developed by Live Well
- Organization clips



# ORGANIZATION INTERVENTION

Archetype: Angela

3 main challenges:

- 1 Busy schedule
- 2 Lack of self care
- 3 Stress

Card 1

My  
Organization

Little Clinic  
(current product/service)

helps Angela  
fit getting a flu  
shot into her  
busy schedule

live well

Benefits of the  
service/product,  
tailor the sentence  
to the archetype.

Card 2

Our  
Organizations

Probiotics  
(current product/service)


helps Angela  
be proactive in  
her self care,  
compliment her  
other health and  
wellbeing actions

live well

What would the  
product/service do?

Brainstorm  
the forms of  
the product/  
service described  
previously.

Card 3



We can develop a product or  
service that helps people like  
Angela with  
decreasing stress  
by balancing her  
busy schedule

It can be ...  
a device to help  
her remember to  
buy milk

live well

# ORGANIZATION INTERVENTION

Archetype: .....

3 main challenges:

.....

.....

.....

Card 1

My  
Organization

.....  
(current product/service)

helps Archetype's name

.....

.....

.....

.....

live well  
COLLABORATIVE

Benefits of the  
service/product,  
tailor the sentence  
to the archetype.

Card 2

Our  
Organizations

.....  
(current product/service)

helps Archetype's name

.....

.....

.....


.....

live well  
COLLABORATIVE

What would the  
product/service do?

Brainstorm  
the forms of  
the product/  
service described  
previously.

Card 3



We can develop a product or  
service that helps people like  
Archetype's name with

.....

.....

.....

.....

.....

It can be ...

live well  
COLLABORATIVE

# SCENARIO PLANNING

After understanding trends and their manifestations (proofs of concept), the illustrations on display help you visualize how these manifestations affect each archetype. This imagery helps you consider an abstract concept through a more individual point of view.

## HOW IT WORKS

Your task is to draw your own scenarios based off of the examples that have been provided in the City of Sonder. This application of manifestations focuses your attention on the parts of the archetype's life that must adjust to societal shifts, and reveals the importance of studying value shifts.

**STEP 1:** Choose an archetype to focus your analysis on.

**STEP 2:** Choose a trend and specific manifestation to determine possible interventions.

**STEP 3:** Identify points of positive and negative change based on how your chosen manifestation may impact your archetype.

**Step 4:** Consider “call to action” interventions which exemplify concrete responses to the changes identified.

## MATERIALS AT HAND

Worksheets are provided to help you generate ideas and comparisons.

### Goals:

- Identify potential outcomes
- Think in context

### Requirements:

- Digest archetypes
- Observe illustrations
- Understand manifestations

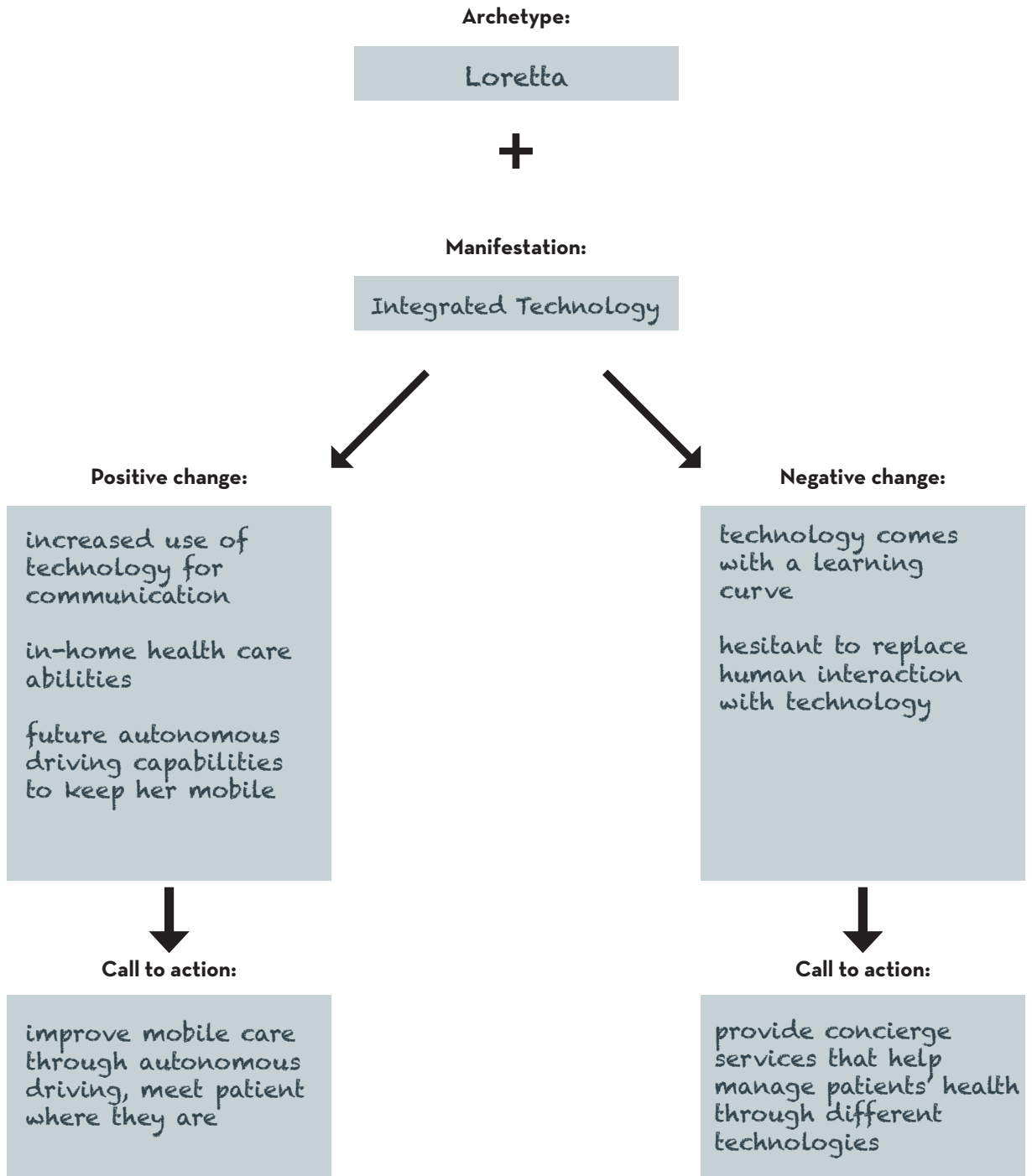
### Materials:

- Worksheets

### Next Steps:

- What is your team's “call to action” intervention?

# SCENARIO PLANNING



# SCENARIO PLANNING

Archetype:

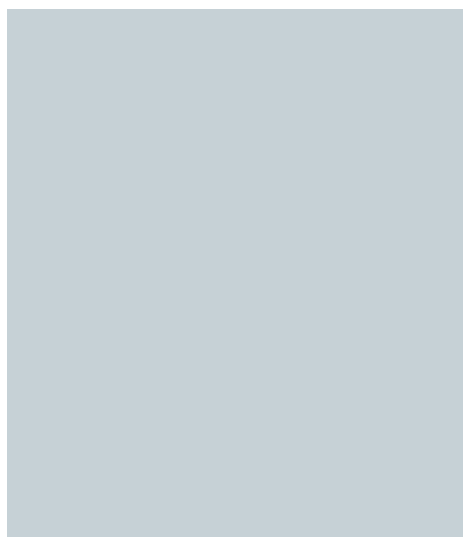


+

Manifestation:



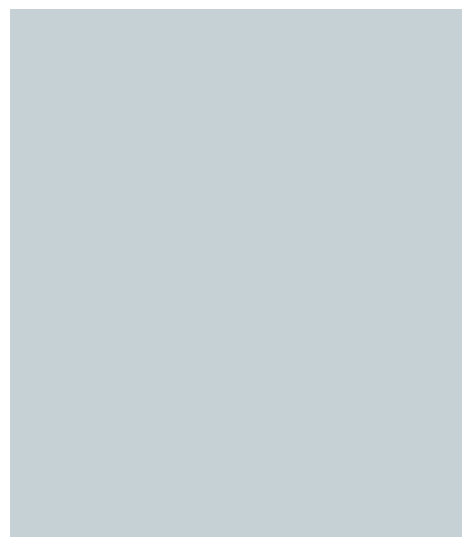
Positive change:



Call to action:



Negative change:



Call to action:



## WELLBEING PATH ARCHETYPE FOCUS

This activity will help you ideate solutions for your archetype's pressing issues, and will help to identify ideal intervention opportunities by practicing forward thinking.

### HOW IT WORKS

**STEP 1:** Reflect on your archetype's current situation. Answer the questions that accompany the "Understand Today" worksheet.

**STEP 2:** Select 'Near Future' path of chosen archetype (positive change, no change, or negative change). Use this card and its corresponding prompt on the back to think about what brought that archetype to that state of wellbeing.

**STEP 3:** Ideate and identify current intervention opportunities. If your archetype is on a positive path, how can you help them maintain their healthy habits? If your archetype is going down one of the other two paths, what can you do to help lead them to a path of positive change? Share your ideas with the group and note the comments and feedback.



**STEP 4:** You will be provided cards from the ‘Future Shifts’ section to use as “thought starters” to ideate around what the future might hold for your archetype. Share your ideas with the group, and note the comments and feedback.

**STEP 5:** Reflect on your archetype’s entire journey and come up with a final solution. This reflection allows for open-ended thoughts and discussion. Choose one idea from Step 3 and one scenario from Step 4, and then reflect on the combination of the idea and the scenario. You can either choose to refine your ideas, or use this fresh perspective to come up with new concepts after you have ‘witnessed’ the future.

## **MATERIALS AT HAND**

Use the Potential Wellbeing Path activity panel located on each of the archetype’s boards. Worksheets and thought starters from manifestation section will be provided to begin activity.

### **Goals:**

- Come up with ideas that could impact the archetype in a positive way based on the different future outcomes that archetype might have

### **Requirements:**

- Choose an archetype
- Come up with solutions and intervention ideas

### **Materials:**

- Potential Wellbeing Path activity board
- Worksheet
- Thought starters from manifestation section

# WELLBEING PATH ARCHETYPE FOCUS

## Step 1 UNDERSTAND TODAY

YOUR ARCHETYPE:

Loretta

What are some current challenges your archetype is facing?

Loretta has trouble staying connected as she gets older.

What are the major personality traits your archetype has?

Loretta is social and cares a lot for her family.

What motivates your archetype?

Loretta is motivated to be there for her granddaughter.

What does your archetype value?

Loretta values family and socializing.

## Step 2 IDENTIFY NEAR FUTURE

Write down the 'Near Future' path you chose for your archetype (positive change, no change, or negative change).

Positive change.

Write down the question on the back of the prompt card.

What could be some of the channels she could use to communicate with others?

How did your archetype get to this 'Near Future' state? What types of events or impacts could have influenced this shift?

Loretta might have decided to start using her digital healthcare portal to communicate more efficiently with her healthcare providers.

# WELLBEING PATH ARCHETYPE FOCUS

## Step 3 IDEATE

Thinking about the 'Near Future' path that your archetype is now on, how would you navigate them to a more positive path in the 'Far Future'? Or, how would you help them maintain their current habits?

- Identify the future state goal of your archetype: Is able to attend her granddaughter's wedding and meet her great grandchild.

- How would your organization react to your archetype's 'Near Future' path?  
Illustrate/write your ideas, and identify intervention opportunities.

3A Encourage her to ask her doctor questions instead of trusting the internet	3B	3C	3D	3E
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Share your ideas and get feedback.

## Step 4 IDENTIFY FAR FUTURE

Now it's the year 2027. A lot has changed, and your archetype is 84 years old.

- Pick a thought starter card(s).

Write down the prompts on the card(s).  
What if we could tell the disease by just looking at one's eye?

Write down the discussion notes.

- Identify and write down examples of what you forecast happening in their life.

4A Loretta would be able to catch her illness faster	4B	4C	4D	4E
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Share your ideas and get feedback.

# WELLBEING PATH ARCHETYPE FOCUS

## Step 5 EVALUATE YOUR IDEAS

Now that you've envisioned your archetype's relationship with healthcare, what could you do going forward to change the trajectory of your archetype's future path? Combine one idea from Step 3 and one idea from Step 4.

### IDEA

Encourage her to ask her doctor questions instead of trusting the internet

+

### FAR FUTURE IDEA

Loretta would be able to catch her illness faster

If Loretta asked her doctor questions about her health, it would strengthen their communication. Better communication and tools could help her catch illnesses faster and help Loretta live a long and healthy life, where she can be at her granddaughter's wedding and see her great grandchildren.

## Step 1 UNDERSTAND TODAY

YOUR ARCHETYPE:

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What are some current challenges your archetype is facing?

What are the major personality traits your archetype has?

What motivates your archetype?

What does your archetype value?

## Step 2 IDENTIFY NEAR FUTURE

Write down the 'Near Future' path you chose for your archetype (positive change, no change, or negative change).

Write down the question on the back of the prompt card.

How did your archetype get to this 'Near Future' state? What types of events or impacts could have influenced this shift?

## Step 3 IDEATE

Thinking about the 'Near Future' path that your archetype is now on, how would you navigate them to a more positive path in the 'Far Future'? Or, how would you help them maintain their current habits?



Identify the future state goal of your archetype: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



How would your organization react to your archetype's 'Near Future' path?

Illustrate/write your ideas, and identify intervention opportunities.

3A

3B

3C

3D

3E



Share your ideas and get feedback.

## Step 4 **IDENTIFY FAR FUTURE**

Now it's the year 2027. A lot has changed, and your archetype is \_\_\_\_\_ years old.

 Pick a thought starter card(s).

Write down the prompts on the card(s).

Write down the discussion notes.

 Identify and write down examples of what you forecast happening in their life.

4A

4B

4C

4D

4E



Share your ideas and get feedback.

## Step 5 **EVALUATE YOUR IDEAS**

Now that you've envisioned your archetype's relationship with healthcare, what could you do going forward to change the trajectory of your archetype's future path? Combine one idea from Step 3 and one idea from Step 4.

# WELLBEING PATH PARTICIPANT FOCUS

This activity will help you ideate solutions for your own pressing issues, and will help to identify ideal intervention opportunities by practicing forward thinking.

## HOW IT WORKS

**STEP 1:** Reflect on your current situation. Answer the questions on the worksheet provided.

**STEP 2:** Reflect on your future situation. Answer the questions on the worksheet provided.

**STEP 3:** Ideate and identify the challenges you might be facing in the future.

**STEP 4:** Choose three manifestations from the 'Futures' section. Write down how you think these manifestations will impact your life. Then, reflect on how the healthcare system will be impacted by these manifestations.



**STEP 5:** ‘Positive change’ refers to you improving, ‘no change’ assumes you follow the status quo, and ‘negative change’ refers to you declining. Share your ideas with the group and note the comments and feedback.

**STEP 6:** Based on insights from Steps 4 & 5, reflect and write down your “call to action.”

## **MATERIALS AT HAND**

Use provided worksheets.

### **Goals:**

- Come up with ideas that could impact you in a positive way based on the different future outcomes you might have

### **Requirements:**

- Come up with solutions and intervention ideas

### **Materials:**

- Worksheet

# WELLBEING PATH PARTICIPANT FOCUS

## Step 1 UNDERSTAND TODAY

YOUR GENDER:

Female

YOUR AGE:

20

What are some current challenges you are facing?

I have to be money conscious.

What are your major personality traits?

I work hard and am determined.

What motivates you and what do you value?

Friends/connections are what motivate me and what I value.

What is your experience like with healthcare today?

I hardly go to my primary care doctor. And my insurance doesn't cover much.

## Step 2 IDENTIFY NEAR FUTURE

How do you see yourself in 5 years?

Working at a job, still generally fit, but not eating as healthy as I could be or exercising as much as I should be.

What do you think your relationship with your primary care provider will be in 5 years?

I will still probably not go to my primary care doctor.

# WELLBEING PATH PARTICIPANT FOCUS

## Step 3 RELATE TO AN ARCHETYPE

What challenges could you be facing in the future?

I will have trouble paying for/going to doctors appointments since my insurance doesn't cover much and because it's inconvenient. I am also adopted so I do not have any medical history.

## Step 4 IMAGINE THE FAR FUTURE



How would you be influenced by the following manifestations, and how would you respond to these influences?

### Integrated Technology

Integrated technology could help remind me when I need to make appointments, or it could schedule them for me.

### Transportation

Transportation could make it easier for me to gain access to the healthcare I need, when I need it.

### Product Transparency

Product transparency could help me to make more intentional choices about the things I consume.



How would your experience with the healthcare system be influenced in the far future?

My experience with healthcare could be improved by utilizing new technology, which could then help me attend appointments and better understand my health.

# WELLBEING PATH PARTICIPANT FOCUS

## Step 5 NAVIGATE THE FAR FUTURE

What would you do if you followed each of change paths?



Write down your responses for each path.

### Positive Change

I would go to the doctor on a regular basis, as well as when I know I need care.

### No Change

I would go to the doctor once in a while when I had the time and money.

### Negative Change

I would stop going to the doctor altogether and risk catching possible illnesses.



Share your ideas and get feedback.

## Step 6 REFLECT

Based on insights from Steps 4 & 5, what would you do going forward to change the trajectory of your future path? This will be your “call to action.”

I will try to take advantage of the technology and resources that already exist to help motivate and push me to go to my doctor and improve my physical health.

## Step 1 **UNDERSTAND TODAY**

YOUR GENDER:

YOUR AGE:

\_\_\_\_\_

\_\_\_\_\_

What are some current challenges you are facing?

What are your major personality traits?

What motivates you and what do you value?

What is your experience like with healthcare today?

## Step 2 **IDENTIFY NEAR FUTURE**

How do you see yourself in 5 years?

What do you think your relationship with your primary care provider will be in 5 years?

## Step 3 **RELATE TO AN ARCHETYPE**

What challenges could you be facing in the future?

## Step 4 **IMAGINE THE *FAR* FUTURE**



How would you be influenced by the following manifestations, and how would you respond to these influences?

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How would your experience with the healthcare system be influenced in the far future?

## Step 5 NAVIGATE THE *FAR FUTURE*

What would you do if you followed each of change paths?



Write down your responses for each path.

Positive Change

No Change

Negative Change



Share your ideas and get feedback.

## Step 6 REFLECT

Based on insights from Steps 4 & 5, what would you do going forward to change the trajectory of your future path? This will be your “call to action.”

# EMPATHY MAPPING

This activity will help your team develop a deeper insight into consumers' specific motivations and obstacles by creating a situation they would likely face. You are then able to identify their thoughts, feelings, and actions in relation to that situation.

## HOW IT WORKS

**STEP 1:** After reading and absorbing the information provided in the archetype displays, develop up to 5 situations for one archetype. Tailor the situations to their personal goals and challenges.

**STEP 2:** Choose one of the situations and consider how your archetype might be thinking, feeling, and acting.

## MATERIALS AT HAND

Worksheets are provided to organize your ideas for this activity.

## STORYTELLING

The best way to digest the information is to be able to talk it out with your team. There will be artifacts available at each station which you can bring to the collaboration table, allowing you to tell stories about your archetype in relation to their belongings.

### Goals:

- Gain insight of the archetypes' motivations, thoughts, and feelings
- Identify reactions

### Requirements:

- Develop an understanding of the archetypes using the displays
- Come up with situations and scenarios for the archetypes

### Materials:

- Worksheet

### Next Steps:

- Which trends/shifts influence outcomes?

# EMPATHY MAPPING

Archetype: Angela

Potential situations that your organization can influence:

- 1 Youngest daughter gets bullied
- 2 Husband loses job
- 3 Oldest daughter gets in car crash
- 4 Begins menopause
- ⑤ Mother diagnosed with Alzheimer's

Choose one of the situations you've listed and consider how your archetype might be thinking, feeling, and acting.

## THINK

Next steps for  
mom's living  
situation

Having her move  
in with Angela

## FEEL

Overwhelmed

Guilt over lack  
of time spent with  
mom

Stress and  
impatience

Fear

## DO

Talk with her  
mom's doctor

Talk to her pastor

Spend time with  
mom

# EMPATHY MAPPING

Archetype: \_\_\_\_\_

Potential situations that your organization can influence:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

Choose one of the situations you've listed and consider how your archetype might be thinking, feeling, and acting.

**THINK**

**FEEL**

**DO**