	Lourdes	Luci	Melissa	Kelli	Gina
AGE	53	49	50	45	45
STAGE	PERIMENOPAUSE	PERIMENOPAUSE	PERIMENOPAUSE	NOT ENTERED	NOT SURE

Knowledge Questions:

	Lourdes	Luci	Melissa	Kelli	Gina
Learned or heard about peri / menopause:	Belly Fat; Hormonal changes; Body Changes; Doesn't know what to expect; Are there differences between them?	Symptoms: Hot flashes, memory issues, muscle mass changes, sleep issues; Pharmaceuticals: HRT	Growing up hearing women talk about hot flashes; Talking w/ friends - Emotional & mood swings	Just observations of relatives going through it	Just anecdotes from friends & family; Aware of a few symptoms and age it usually begins

Experiences & Behaviors:

	Lourdes	Luci	Melissa	Kelli	Gina
Personal experience with it:	Weight gain; Body feels weird; Confusion - discerning why; Brain fog	Change in metabolism, drier skin, hot flashes, mood swings	Maybe complicating pre-existing conditions; Emotional breakdowns; Sleep issues; Thyroid Issues; Not having the common signs		Has some symptoms that fit - sleep issues; Not diagnosed
Struggles with it:	Struggle w/ sleep; Anxiety; Body discomfort	Resources about menopause; Finding doctors; Insurance doesn't cover; Adjusting to changes	Emotional changes; "Puberty feeling"		Brain fog; Frustration; Lower sex drive; Weight gain; Wish I knew more & how to combat it
How are they managing it:	"just an acceptance"; "can't do anything about it"	Live with it; Exercise; Healthy diet	Seeing my doctor		Eating healthier; Trying to get enough sleep; Trying to exercise but tired after work
What they want to learn:	"I'd like legitimate, healthy, affordable solutions."; Understand difference between peri & Menopause; "Stories about the **good & honorable things about it.**"; Recipes; TIPS: Exercise & Nutrition; "...parallels with the stage of wisdom"	Resources about everything regarding it; Knowing what's best & safest for it; Weight Lifting - building strength; Workout that allows me to keep running; TIPS: for health and nutrition	**What options are available** (i.e. options for hormonal treatments); How to recognize symptoms; How to address & manage symptoms	What to expect; Available Treatments	All the things about it!; What the symptoms are; How to combat symptoms
Methods they're currently using to research it:	Googles: specific topics; Native American stories; Oral Traditions; East & West Perspectives: Wholistic approach; Friends	Podcasts; Google; Talk with FRIENDS	Podcasts; Talk w/ Friends		Google; Talk w/ Friends & Family
How they discern between useful vs snake-oil:	Over Research / Look for themes; Well-sourced products; Social Media (i.e. Youtube); Trust my intution; Age appropriate	Don't know: Providers are opposed in their recommendations	Doctor Recommended; Look at the Data; Reputable resources (i.e. Medical Journals); Look for agendas / propaganda / biases	Ask a doctor	Doctor's recommendation
What helps them discern if a site is trustworthy:	Well-sourced products; Trust my intution	EVIDENCE based materials (i.e. Science and Medical Journals); Peer reviewed sources; People I trust in general	Doctors; Backed by institutional organizations (i.e. CDC)	Community Reviews; 3rd Party Reviews	The source - Who wrote it, How did they research it, What sources dithey use
Preference for female or male doctors / research:	**Prefer it comes from women** who have personal experience with it	Prefer female doctors - especially if the have personal experience with it	Prefer Women	Seek advice & articles from **women doctors first**	Prefer female doctors - especially if the have personal experience with it
What help they desire:	Trials or Sample Sets - age specific w/ tactile feedback	Where to find Medical providers in my area; Resources: nutrition and exercise; What's best for me now	Sleeping Issues - options that don't have side effects; Knowing which options are safe w/ meds I take for other health matters; Diet (hesitant to the amount of scams); Skeptical - "I need to feel confident about the information."		
Format they desire to receive the information:	Youtube; Podcasts; Well organized info; Information is clear and concise; Easy to follow; Documentaries - stories of women around the world	Books; Podcasts; Videos for workouts; Websites; Podcasts	Podcasts; Visual Learner; Graphs, infographics, etc.; Websites	Ability to search for info; Forums	Newsletters; Articles; Discussions; Open Forums
Sources they like to use when researching a topic:	Google; Information that can be consumed in 20-30 min; Talk with women I know and trust	Websites; Podcasts	Google		Google
Features they desire to have on the website:	Easy Searching; Self-Navigating Feel; Tracks what already covered; Community; Professionals in the field w/ personal experience; Database - user products experience by usage & symptom	Information about what happens; Best methods; Recipes; Ideas for healthy foods so can create my own; Exercise Pointers: What's the best type to do and tips of doing	List of symptoms; Ability to research the specifics; Easy Navigation		Forums; Articles & Videos from doctors; Stories from other women; Validation I'm not crazy!

Feelings:

	Lourdes	Luci	Melissa	Kelli	Gina
Fears, Worries and/or concerns:	"I worry I won't be able to do things when I get older due to loss of strength."; I worry about what I don't know about it	"I'm afraid I'll lose my entire memory or too much of it."; Risks of taking or not taking HRT; Loss of bone mass and muscle mass	"Will I ever feel like myself again?"; "Will I get used to managing the "crazy""	Will I be able to cope; What kind of impact it will have on my everyday life	"I worry it will hit my self-esteem more than it does."
Risk factors they've heard regarding it:	Muscle Loss; Loss of hormones that make certain functions not operate well; Desire's more definitive answers	Increased Chance: Osteoporosis, Breast Cancer; Increased Chance: Memory Loss; Increased Chance: Weight Gain; Increased Chance: Loss of Muscle and Bone	No; But I'm aware that medical studies have been done on men, so info can't be relied on		"No. But now I'm curious!"
How they process difficult information:	Getting one big overview and then breaking down the pieces	Eating; Working Out; Talk with friends & Sister	Think about it; Read lots of personal stories; Overthink everything	Slowly come to terms with it; Read any information I can find	Take time to process alone; Talk with friends
What motivates them to make changes:	Community; Accountability / People; Pleasure or Pain; When I realize I've gotten off-center	My Health and Well-being; Quality of Life	Misery; Pain; Being uncomfortable	Accountability from others; Support from friends; Ability to track each step	'A prize'; A desire to make myself better

Affinity Mapping

SORTING

Section 6

Common Answers

Section 7

Unique Insights

Knowledge Questions:

Learned or heard about peri / menopause: Hormonal changes; Symptoms (hot flashes, memory issues, muscle mass changes, sleep issues); Pharmaceuticals: HRT; Age it usually begins; Anecdotes & Observations from friends & family

Experiences & Behaviors:

	Common Answers	Unique Insights
Personal experience with it:	Weight gain / Change in metabolism; Sleep issues; Emotional issues (i.e. mood swings); Memory issues (i.e. Brain fog)	Not having the common signs / or not knowing they're common; Thyroid Issues
Struggles with it:	Sleep Issues; Emotional: (i.e. Anxiety / Frustration); Body: Weight gain / Lower sex drive / Discomfort; Finding valid resources; Finding doctors; Adjusting to changes; Trying to exercise but tired after work	Maybe complicating pre-existing conditions; Confusion - discerning why; Insurance doesn't cover
How are they managing it:	Live with it / can't do anything about it; Healthy diet; Exercise; Trying to get enough sleep; Seeing my doctor	
What they want to learn:	"I'd like legitimate, healthy, affordable solutions."; Understand difference between peri & Menopause; Recipes; TIPS: for health and nutrition; What to expect; **What options are available** (i.e. options for hormonal treatments)	"Stories about the **good & honorable things about it.**"; Workout that allows me to keep running
Methods they're currently using to research it:	Google; Talk with friends; Podcasts	Native American stories; Oral Traditions; East & West Perspectives: Wholistic approach
How they discern between useful vs snake-oil:	Over Research / Look for themes; Well-sourced products; Social Media (i.e. Youtube); Doctor's recommendation; Reputable resources (i.e. Medical Journals); Look for agendas / propaganda / biases	Trust my intution; Age appropriate
What helps them discern if a site is trustworthy:	EVIDENCE based materials (i.e. Science and Medical Journals); Doctors (potentially); Backed by institutional organizations (i.e. CDC); Peer reviewed sources; People I trust in general; 3rd Party Reviews	Trust my intution
Preference for female or male doctors / research:	**Prefer female doctors** - especially with personal experience with it	
What help they desire:	Where to find Medical providers in my area; Resources: nutrition and exercise; What's best for me now; Sleeping Issues - options that don't have side effects; Diet (hesitant to the amount of scams); Skeptical - "I need to feel confident about the information."; More definitive answers	Trials or Sample Sets - age specific w/ tactile feedback; Knowing which options are safe w/ meds I take for other health matters
Format they desire to receive the information:	Youtube / Videos for workouts; Podcasts; Websites; Books; Forums; Articles; Newsletters	Documentaries - stories of women around the world; Visual Learner; Graphs, infographics, etc.
Sources they like to use when researching a topic:	Google; Websites; Podcasts; Forums; Talk with women I know and trust	
Features they desire to have on the website:	Easy Navigation; Easy Searching; Community / Forums; Ability to research the specifics; Easy to follow; Well organized info; Information is clear and concise	Tracks what already covered; Database - user products experience by usage & symptom
Content desired:	Information about effects, triggers, impacts of menopause; Ideas for healthy foods so can create my own; Recipes; Stories from other women; "Validation that I'm not crazy!"; Articles & Videos from doctors; List of symptoms; Best methods to deal with changes; Exercise Pointers: What's the best type to do and tips of doing; Professionals in the field w/ personal experience; Information that can be consumed in 20-30 min	

Feelings:

	Common Answers	Unique Insights
Fears, Worries and/or concerns:	"I worry I won't be able to do things when I get older due to loss of strength."; "I worry about what I don't know about it."; "I'm afraid I'll lose my entire memory or too much of it."; Risks of taking or not taking HRT; Loss of bone mass and muscle mass; "Will I ever feel like myself again?"; "Will I be able to cope?"; "What kind of impact it will have on my everyday life?"; "I worry it will hit my self-esteem more than it does."	
Risk factors they've heard regarding it:	Muscle Loss / Bone Loss; Loss of hormones that make certain functions not operate well; Increased risk of: Osteoporosis, Breast Cancer, heart conditions; Memory Loss; Weight Gain	"No. But now I'm curious!"; No; But I'm aware that medical studies have been done on men, so info can't be relied on
How they cope with difficult information:	Getting one big overview and then breaking down the pieces; Eating; Working Out; Talk with friends; Read lots of personal stories; Overthink everything; Take time to process alone; Slowly come to terms with it	
What motivates them to make changes:	Community; Accountability from others; Pleasure or Pain; My Health and Well-being; Quality of Life; Support from friends	Ability to track each step; 'A prize' / Rewards; When I realize I've gotten off-center

Affinity Mapping

AFFINITY MAPPING

Desired Features

- Easy Navigation
- Easy Searching
- Community / Forums
- Database - user products experience by usage & symptom
- Short synopsis w/ the ability to dig deeper
- Finding doctors / Medical providers
- Tracks what's already been covered on the site
- Ability to track symptoms

Desired Formats

- Podcasts
- Youtube / Videos for workouts
- Books
- Articles
- Newsletters
- Websites
- Documentaries - stories of women around the world
- Articles & Videos from doctors

Requirements for Content:

- **Prefer female doctors** - especially with personal experience
- Reputable resources (i.e. Medical Journals, CDC, etc.)
- EVIDENCE based materials (i.e. Science and Medical Journals)
- Doctor's recommended
- NO agendas / propaganda / biases
- Easy to follow
- Well organized info
- Information is clear and concise
- Information that can be consumed in 10-15 minutes
- Professionals in the field w/ personal experience

Desired Content:

Nutrition: Healthy diet; Recipes; TIPS for healthy eating & planning

Exercise: Exercise; Exercise Pointers: What's the best type to do and tips of doing; Workout that allows me to keep running

Sleep: Sleep Issues; Sleeping Issues - options that don't have side effects

Pharmacology: Available Options; HRT; Knowing which options are safe w/ meds I take for other health matters

Stress Reduction

Community: Testimonials from other women; Ability to talk with other women

Symptoms: List of symptoms; "Validation that I'm not crazy!"; Best methods to deal with changes; Not having the common signs / or not knowing they're common

What to expect; What's best for me now; Adjusting to changes; Information about effects, triggers, impacts of menopause; Understand difference between peri & Menopause; "I'd like legitimate, healthy, affordable solutions."

Unique Ideas: "Stories about the **good & honorable things about it.**"; Native American stories; Oral Traditions; East & West Perspectives: Wholistic approach

Concerns:

- Trying to exercise but tired after work
- Maybe complicating pre-existing conditions
- Insurance doesn't cover
- Trying to get enough sleep
- Muscle Loss / Bone Loss
- Loss of hormones that make certain functions not operate well
- Increased risk of: Osteoporosis, Breast Cancer, heart conditions
- Memory Loss
- Weight Gain
- Risks of taking or not taking HRT

Quotes:

- "I worry I won't be able to do things when I get older due to loss of strength."
- "I worry about what I don't know about it."
- "I'm afraid I'll lose my entire memory or too much of it."
- "Will I ever feel like myself again?"
- Skeptical - "I need to feel confident about the information."
- "Will I be able to cope?"
- "What kind of impact it will have on my everyday life?"
- "I worry it will hit my self-esteem more than it does."

Motivators:

- Community
- Accountability from others
- Pleasure or Pain
- My Health and Well-being
- Quality of Life
- Support from friends
- 'A prize' / Rewards
- When I realize I've gotten off-center

Coping Mechanisms:

- Getting one big overview and then breaking down the pieces
- Eating
- Working Out
- Talk with friends
- Read lots of personal stories
- Over Research / Look for themes
- Live with it / can't do anything about it
- Seeing my doctor
- Trust my intution
- Overthink everything
- Take time to process alone
- Slowly come to terms with it