



# balance

compassionate tools for wellness.

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Professor: Roger Ball

Fall 2019



## Introduction

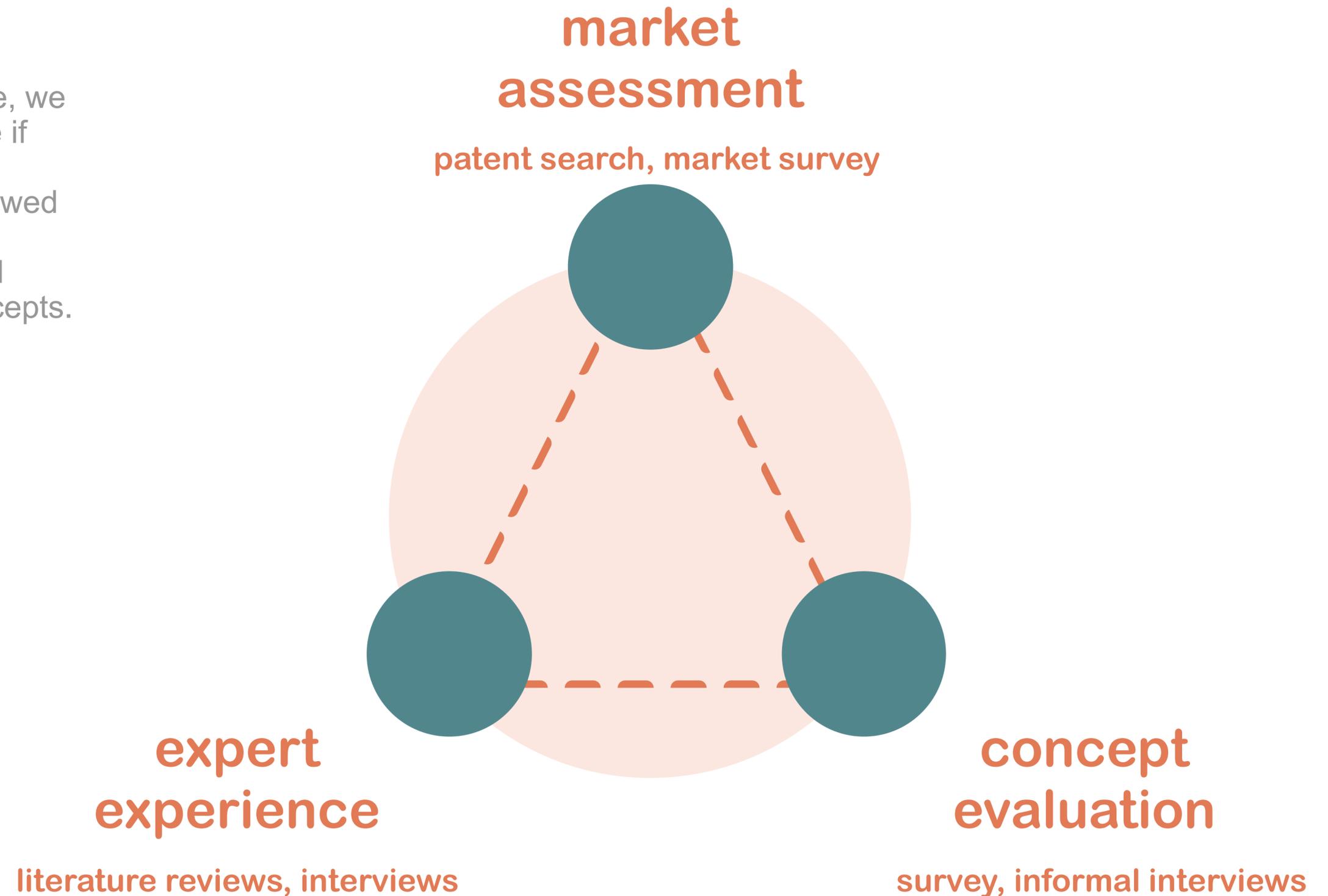
Research shows that weighing yourself is not actually all about the numbers; psychology, body image, and mental health play a big part. In other words, stepping on a scale can be a complicated, emotional experience.

Personal struggles with body image and disordered eating informed our choice of topic, but we wanted to validate the problem we saw, while also trying to understand how different solutions might be received.

# Research Framework

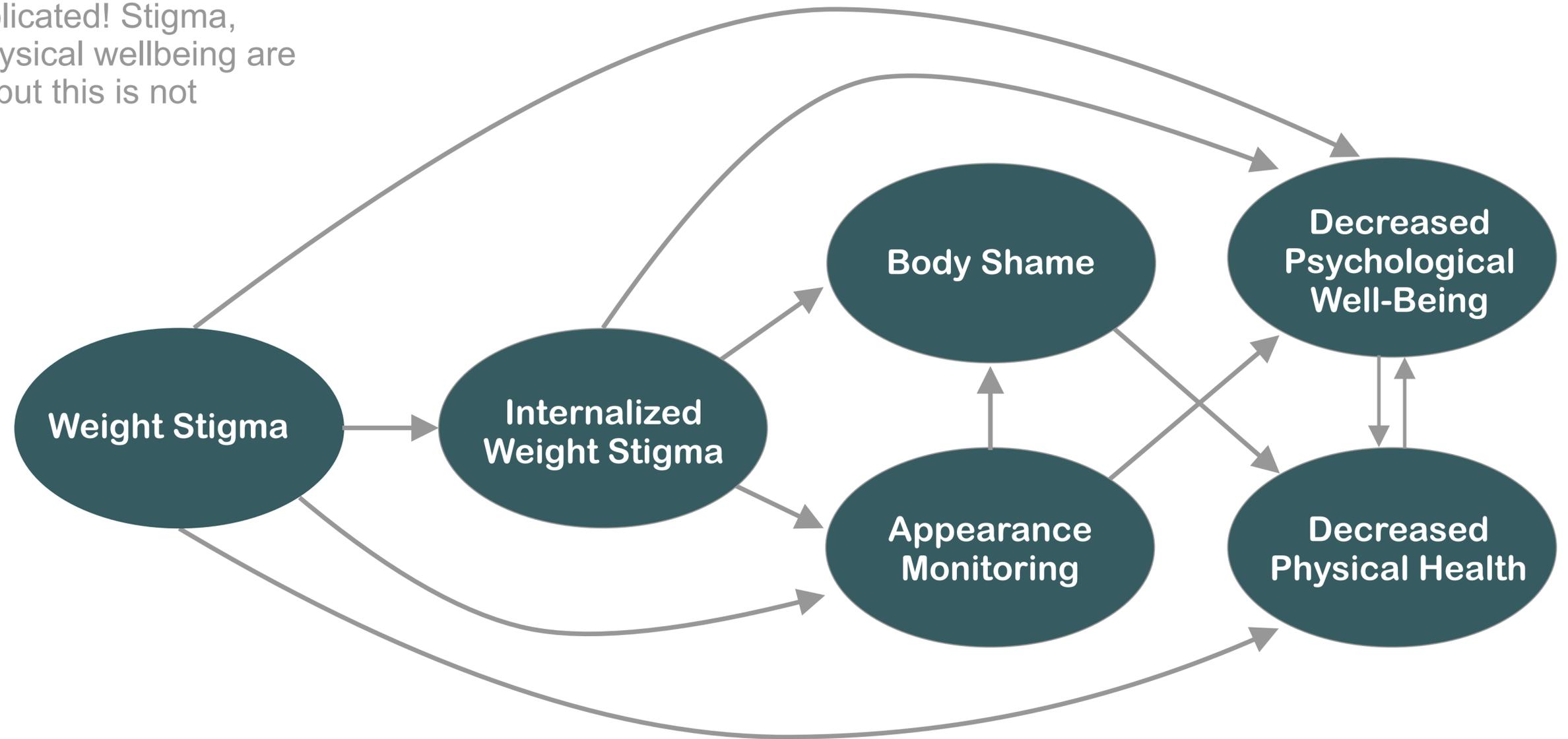
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Overlaid with personal experience, we researched the topic to determine if there could be potential design opportunities. To do this, we reviewed existing literature, consulted with experts, developed concepts, and created a survey to evaluate concepts.



# Conceptual Model

This is a snapshot of how weight, psychological factors, and health are intertwined. It looks complicated, because it is complicated! Stigma, psychological wellbeing, and physical wellbeing are all at play during self-weighing, but this is not addressed by traditional scales.



# Plenty of Research

completed to date documents the relationship between self-monitoring, eating pathology, body image, etc.



## Few Solutions

this research hasn't been applied to products that are on the market

The tools for self-weighing have not changed much in a substantive way over the years. While some scales use technology for tracking history and goals, scales are numbers-based. During a benchmarking analysis, we found that there was only one numberless scale currently on the market, called the Shapa. Shapa focuses on behavior change and weight loss, different from what we are trying to do in creating healthier ways to think about weight. Other than Shapa, this research hasn't been applied to products that are available in the market. There is a space for a weight-monitoring tool that gives users the information that is useful to them without a level of granularity that can be stressful or negative.

# Defining Health

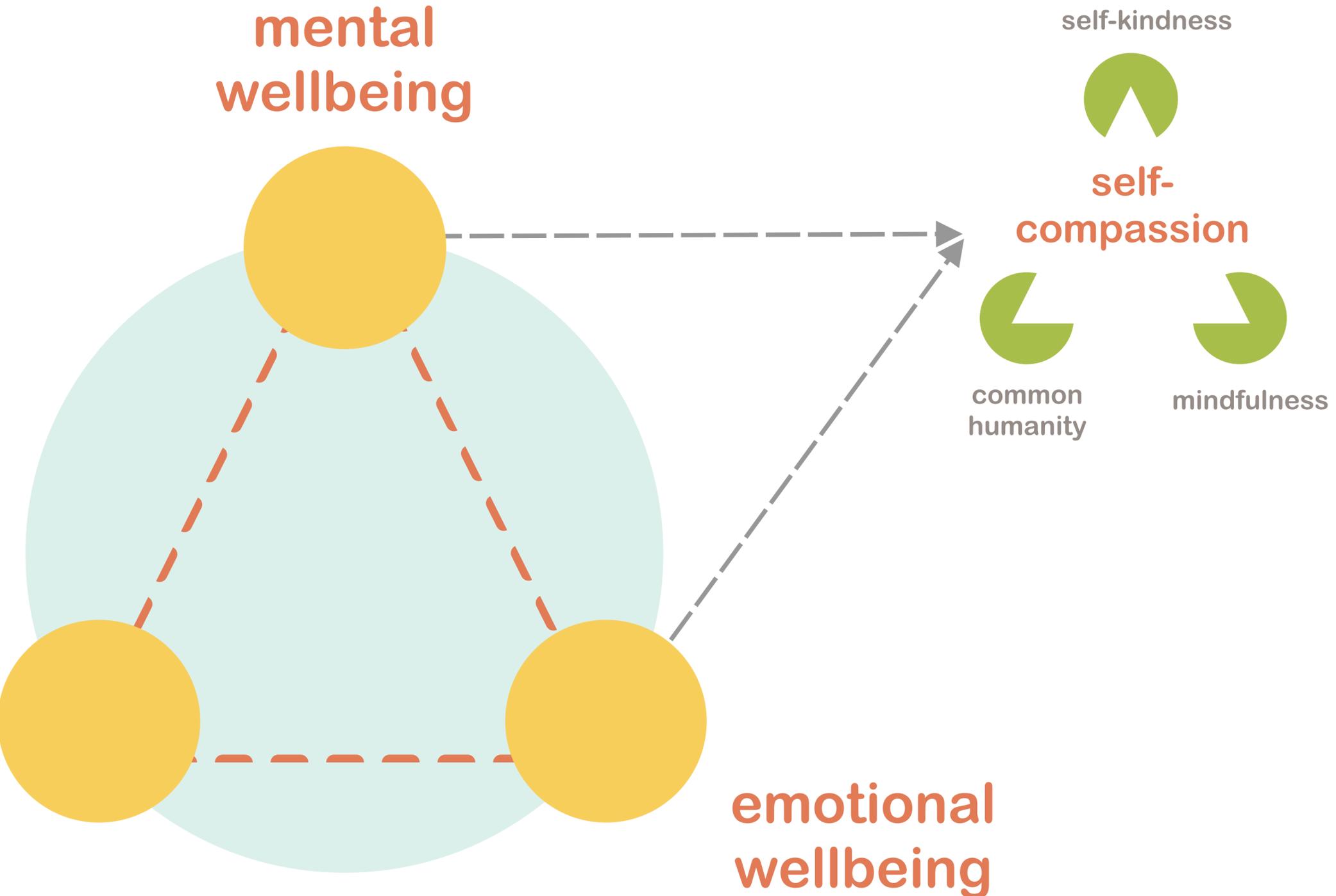
It's easy to initially conceptualize health as how are bodies are doing physically--are we fit? Illness free? However, physical wellbeing is only one facet of health. Mental and emotional wellbeing are equally as impactful to a person's overall health as their physical wellbeing; something that has often been overlooked in the American health system.

One key finding found while conducting this research is the relationship between self-compassion and body image, discussed on the following page.

**physical wellbeing**

**mental wellbeing**

**emotional wellbeing**



# Self-Compassion

Research studies are beginning to more thoroughly explore the moderating role of self-compassion between weight, shape, and eating pathology.

A review article (across 28 studies) exploring the relationship between self-compassion, body image, and disordered eating together found that there was significant support for self-compassion's protective role against a negative body image and eating pathology.

These studies are a key insight to us because it presents a design opportunity for compassionate wellness tools. A more holistic weighing tool may be able to accommodate populations that struggle with weight-focused self-compassion, decreasing the stress of the self-weighing process and leading to positive outcomes based on an individual's needs and goals.

Sources:

Neff, K. D. (2003). Self-Compassion: An Alternative Conceptualization of a Healthy Attitude Toward Oneself. *Self and Identity*, 2(2), 85–101.

Braun, T. D., Park, C. L., & Gorin, A. (2016). Self-compassion, body image, and disordered eating: A review of the literature. *Body Image*, 17, 117–131.

self-kindness



**self-compassion**



common  
humanity



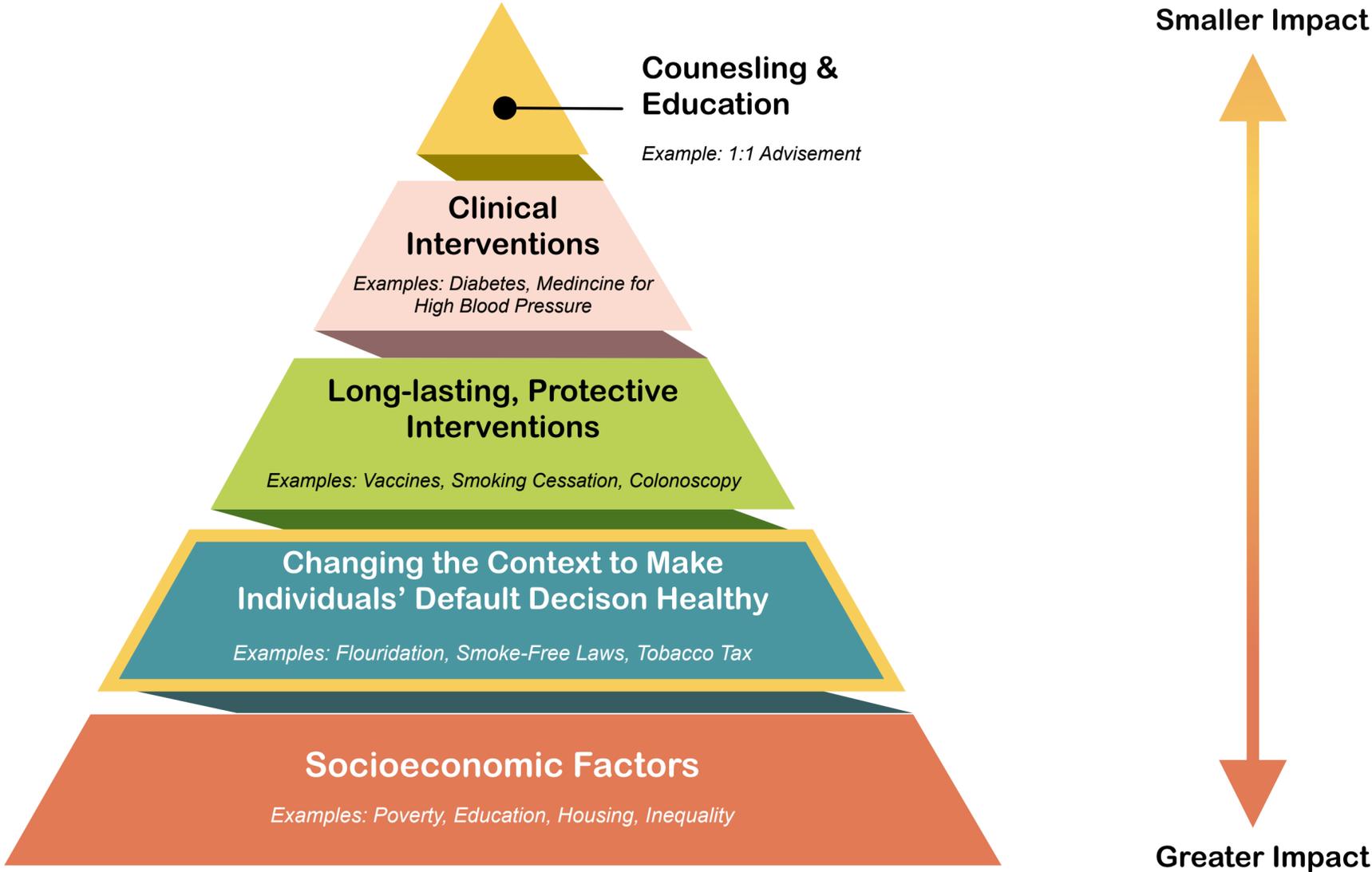
mindfulness

**Self-compassion is an emotion regulation strategy that involves taking a kind, nonjudgmental attitude toward oneself, particularly around challenges.**

# Health Impact Assessment

Developed by Tom Frieden, former Director of CDC, the Health Impact Assessment is a conceptual model that provides a framework to improve public health. The bottom of the pyramid represents interventions with the greatest impact and moves upward to individual impact. Interventions towards the bottom of the pyramid tend to be more effective because they reach broader segments of a population and require less individual effort.

Our hope that this project addresses the second level of the pyramid, “changing the context to make individuals’ default decision healthy.” We hope to account here for emotional, physical, and mental wellbeing.



Source: Frieden, Thomas R., 2010. 'A Framework for Public Health Action: The Health Impact Pyramid.' Am J Public Health. 100(4);590-595

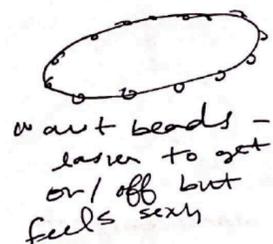
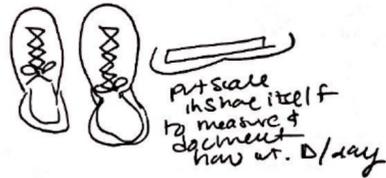
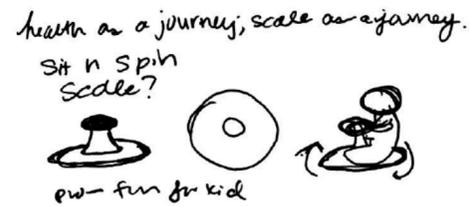
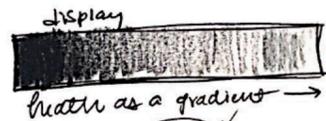
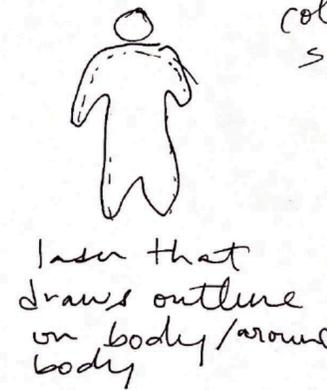
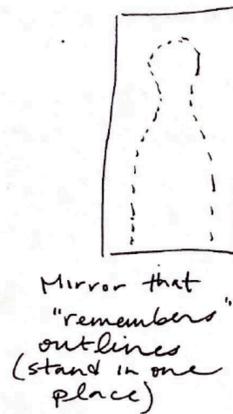
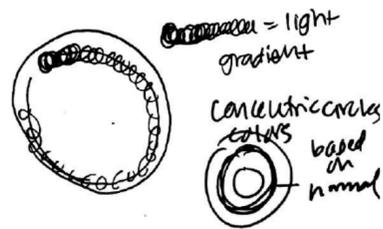
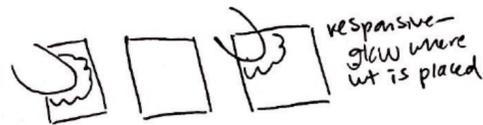
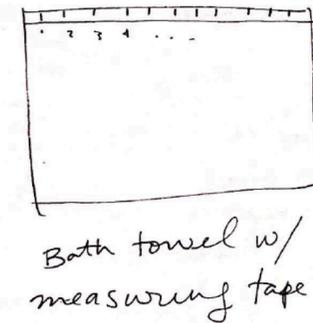
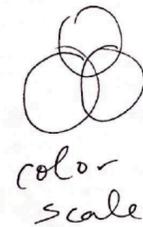
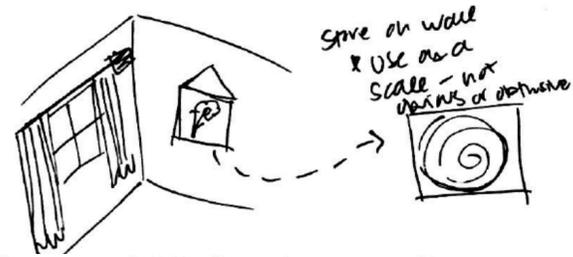
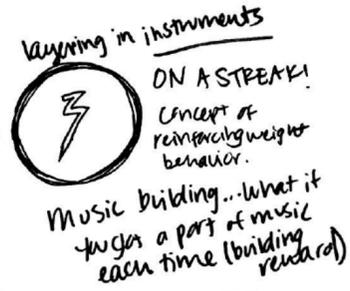
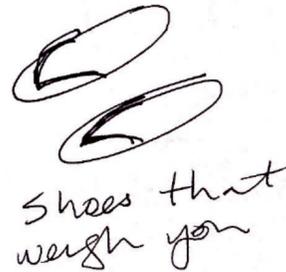
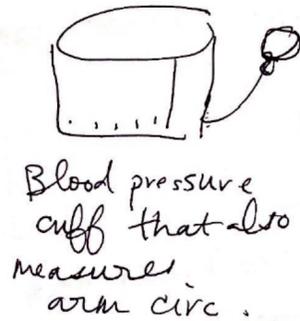
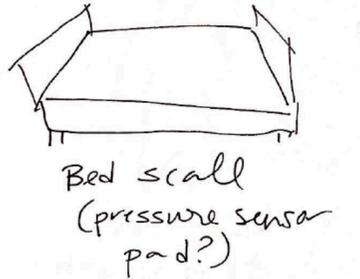
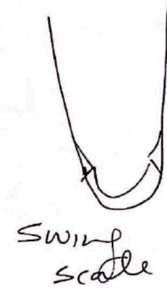
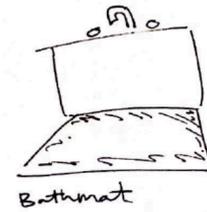
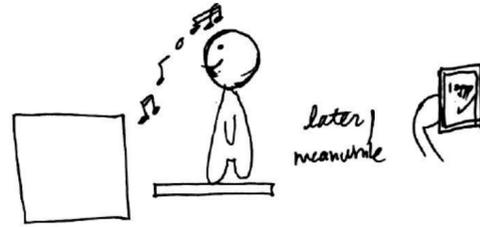
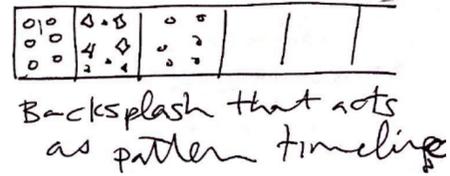
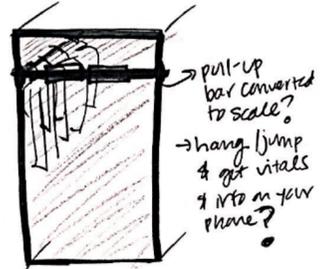
# Problem Statement

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Self-weighing can be a positive tool for physical health, but much of the population has a complicated emotional experience with self-weighing.

**How can we integrate self-compassion into a self-weighing tool to make this behavior more positive and accessible?**

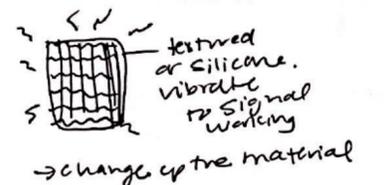
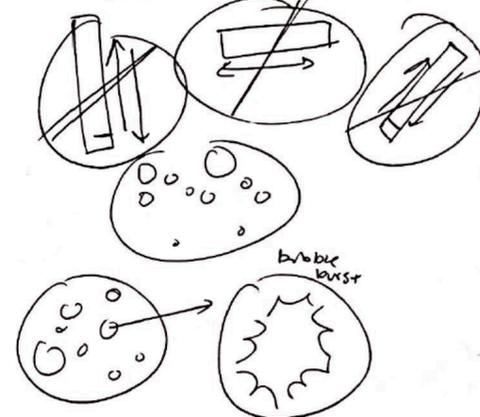
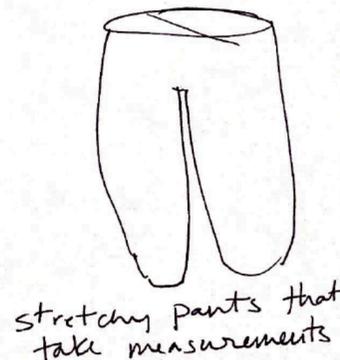
# Concept Ideation



or just does this on social media can give updates?



At how your body will prob. change w/ age based on pics of your relatives



# Survey

We developed a survey to investigate our problem statement and get feedback on two initial concepts. The survey asked 33 questions about people's current scale ownership, behaviors and emotions related to self-weighing, and concept feedback. Each concept asked the same questions about perceived user experience and satisfaction for two initial concepts.

A screenshot of a survey form from Georgia Tech. The form is titled "Weighing myself makes me feel..." and contains a table of Likert scale items. The items are: Happy, Anxious, Frustrated, Proud, Self-Conscious, No particular emotion, and Other. The response options are Always, Sometimes, Never, and N/A. Below the table is a statement: "I rarely criticize myself if I let my weight go up a few pounds." with radio buttons for True and False.

	Always	Sometimes	Never	N/A
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anxious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frustrated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-Conscious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No particular emotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I rarely criticize myself if I let my weight go up a few pounds.

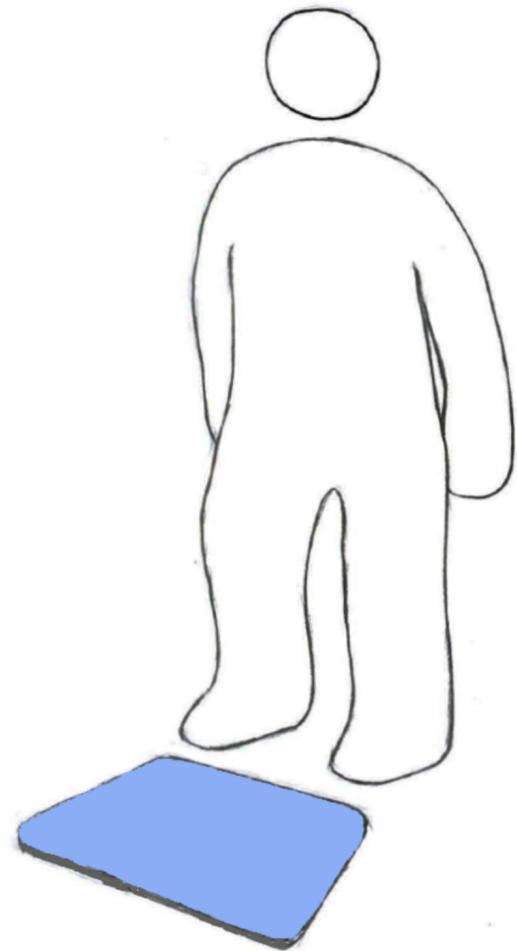
True

False

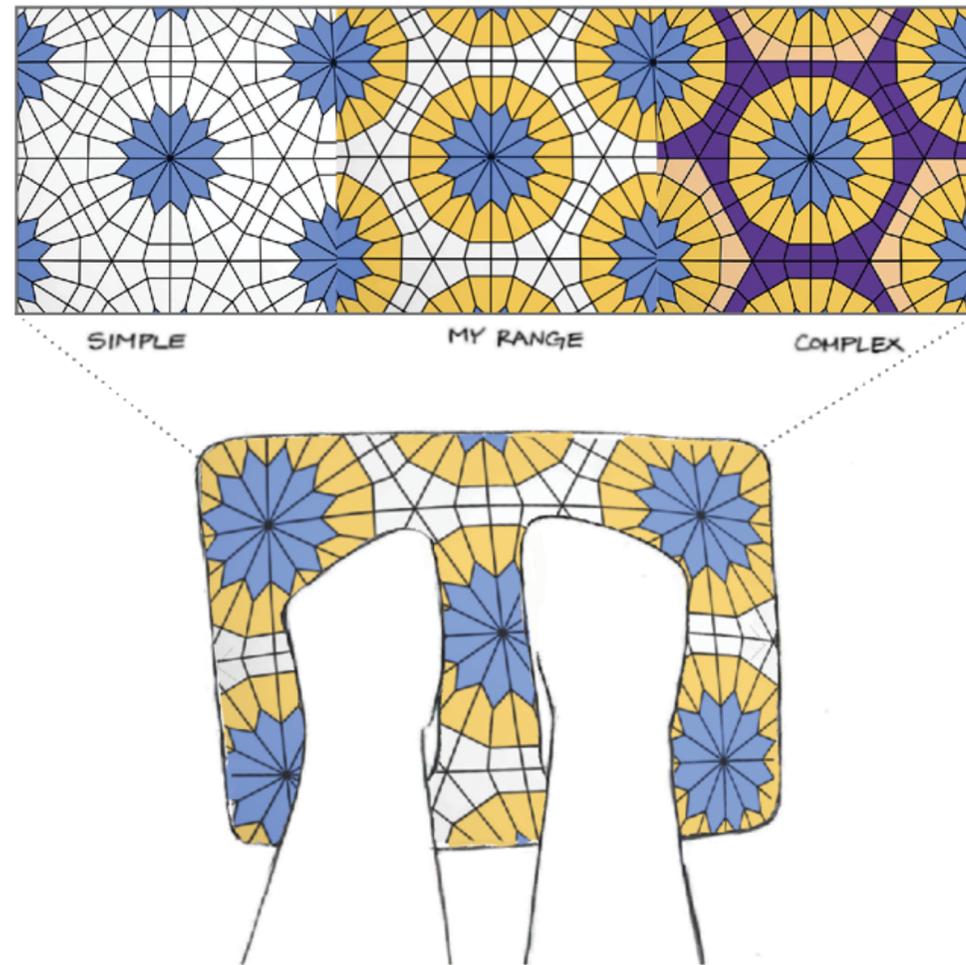
Survey Screenshot. A complete copy of the survey can be found in the Appendix.

# Concept 1

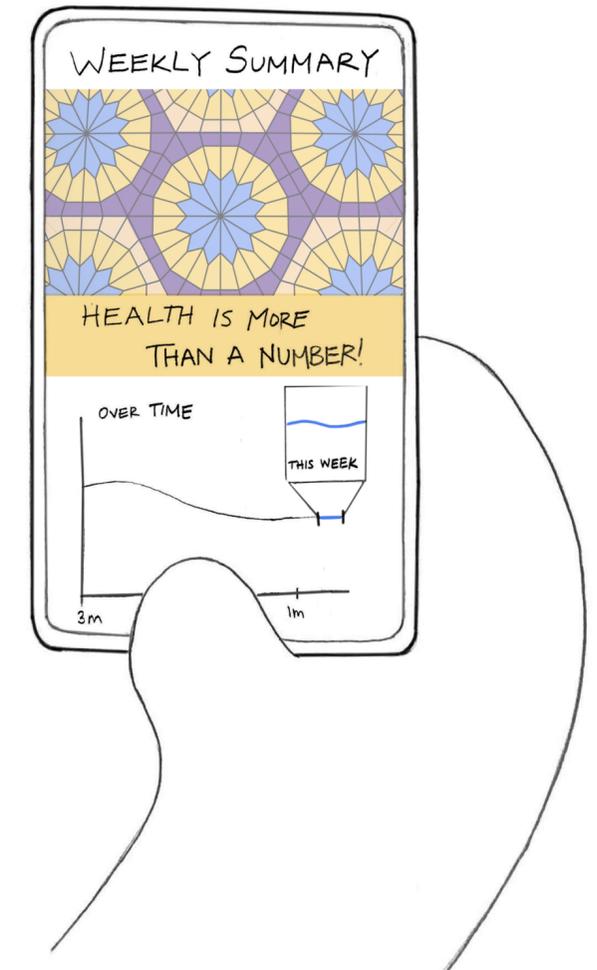
as presented in the survey



1. User steps onto blank scale.



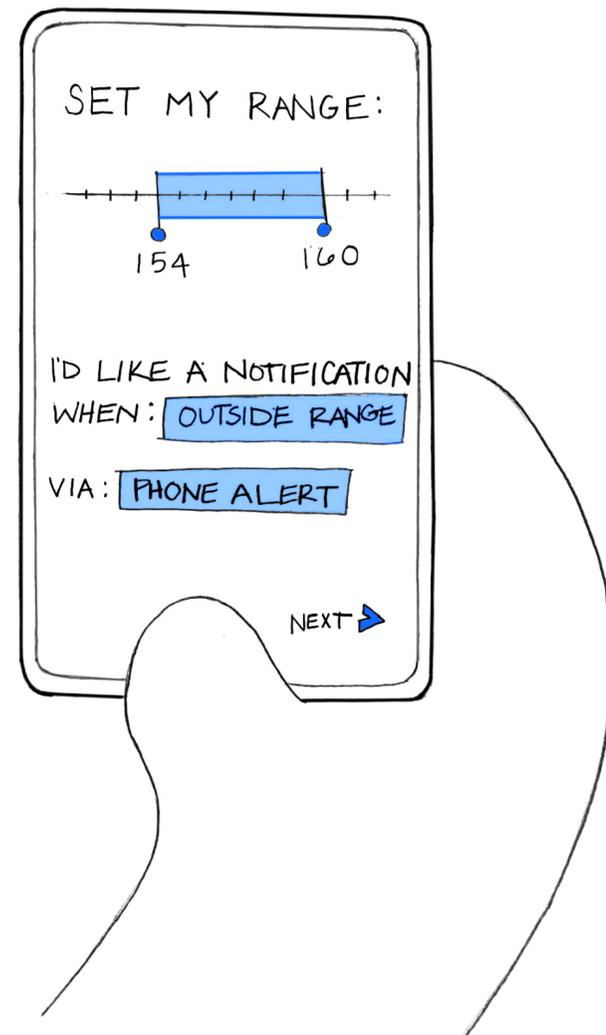
2. The scale screen displays a pattern to communicate weight status. If the user is below range, a minimally filled (simple) pattern is displayed. If user is above range, the entire pattern is filled (complex).



3. Each week, the user would receive (optional) a summary of their weight status. This would include positive messaging, their pattern average for the week, and a general weight trend.

# Concept 2

as presented in the survey



1. The user sets up the scale's feedback mechanism. The user programs their normal weight range, at what point they want feedback, and how they want to receive that feedback (text, notification, email, etc).

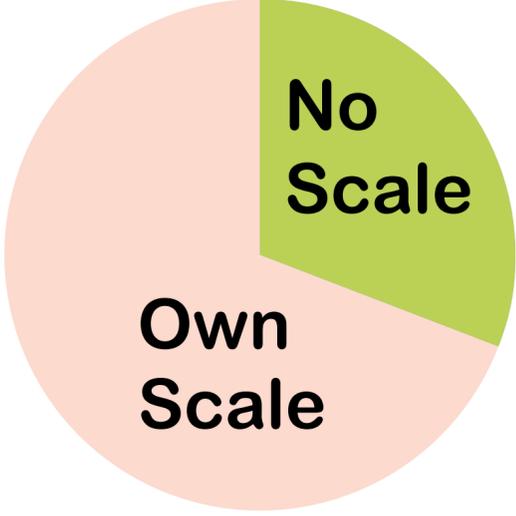
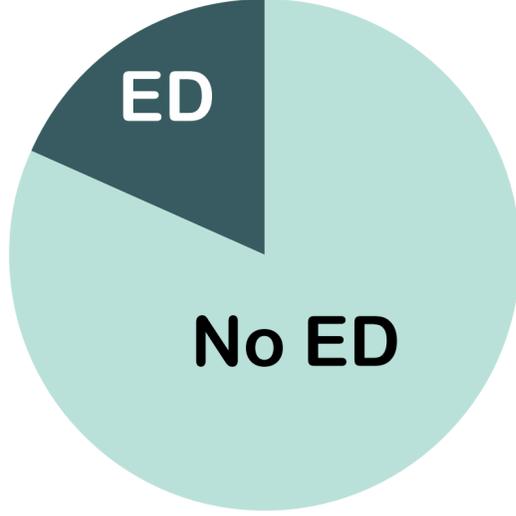
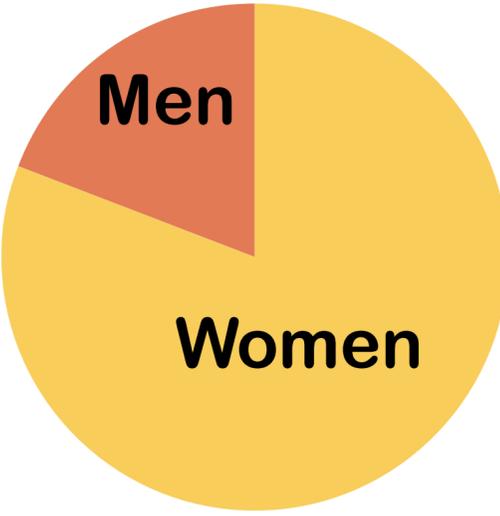
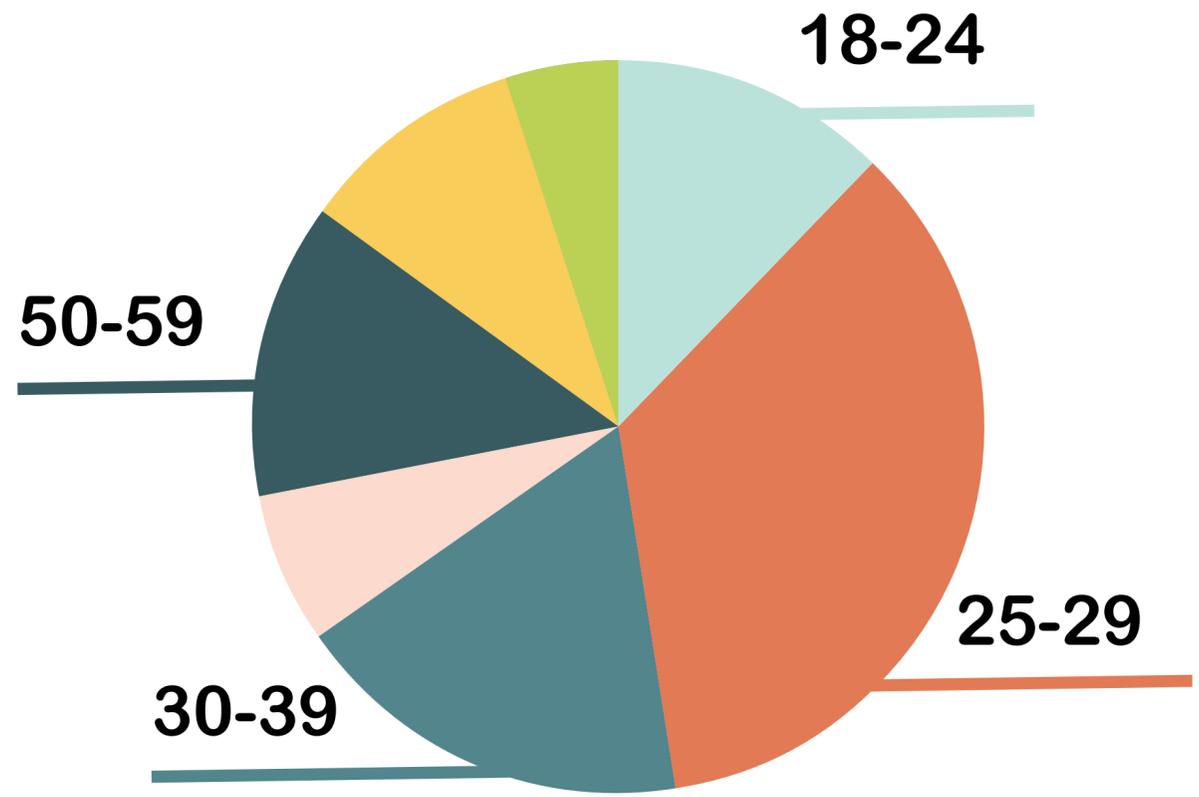


2. User goes about their normal activities, while the scale works quietly in the background.

# Who Took Our Survey?

**210**

Respondents  
Nov. 11 - Nov. 26



**27%**

believe they weigh themselves too frequently

**66%**

criticize themselves for minor weight fluctuations

# How Can This Concept Be Improved?

We received over 130 comments about how to improve our initial concepts. We used open source coding to identify key themes, as shown (right).

Weight is only one small measure of health, and many people suggested the scale should account for things like muscle mass, diet or exercise to be more holistic. There were many disparate opinions about the best type and frequency of communication from the scale, so making those features customizable would be important going forward.

## Concept 1

16

### More Comprehensive

weight isn't the whole picture.  
account for fat, activity, age, etc.

9

### Exactness

still want access exact data;  
what about unhealthy ranges?

24

### Pattern

aesthetic of display, order of  
pattern, use of color, etc.

16

### Type & Frequency of Communication

once a week is too frequent;  
move away from another app

## Concept 2

6

### Passivity

either love or hate everyday  
object and passivity aspect

22

### Logistics

large concern over multiple  
users, cleanliness, material

11

### Poor Mental Health

notifications could increase  
anxiety and obsessive behaviors

12

### Type & Frequency of Communication

only negative communications,  
how to make it more positive

# Insights

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The survey helped validate some of our initial assumptions, while proving that others were unfounded. Our sample, while fairly large, was not representative of the general population (because of convenience sampling, our sample skewed heavily female, and we can also assume that most respondents were highly-educated). People used their scales less often than we thought they did--many people do not weigh themselves more than once a week. We found strong support for the idea that self-weighing is an emotional experience; over 50% of people said that they always feel some sort of emotion when weighing themselves, and while some of the time people felt positive emotions, like pride, there was a significant portion of people who consistently experienced negative emotions such as self-consciousness or anxiety.

Few people thought they would have a negative emotional experience using the pattern scale from concept one, and no one who had experienced an eating disorder thought they would have a negative experience. However, there were not many people who thought they would have an extremely positive experience with the pattern scale. Contrast that with concept two, which was much more polarizing; 17% of people thought they would have a negative emotional experience, while 31% of people thought they would have an extremely positive experience. The polarization seemed to stem from two different perceptions of a scale integrated into an everyday object--some thought it would be omni-present and they would not be able to stop thinking about it, while others thought it would fade into the background.

**51%**

always feel emotion when they weigh themselves

**0%**

of respondents who have/had an ED thought that they would have a negative emotional experience using the pattern scale.

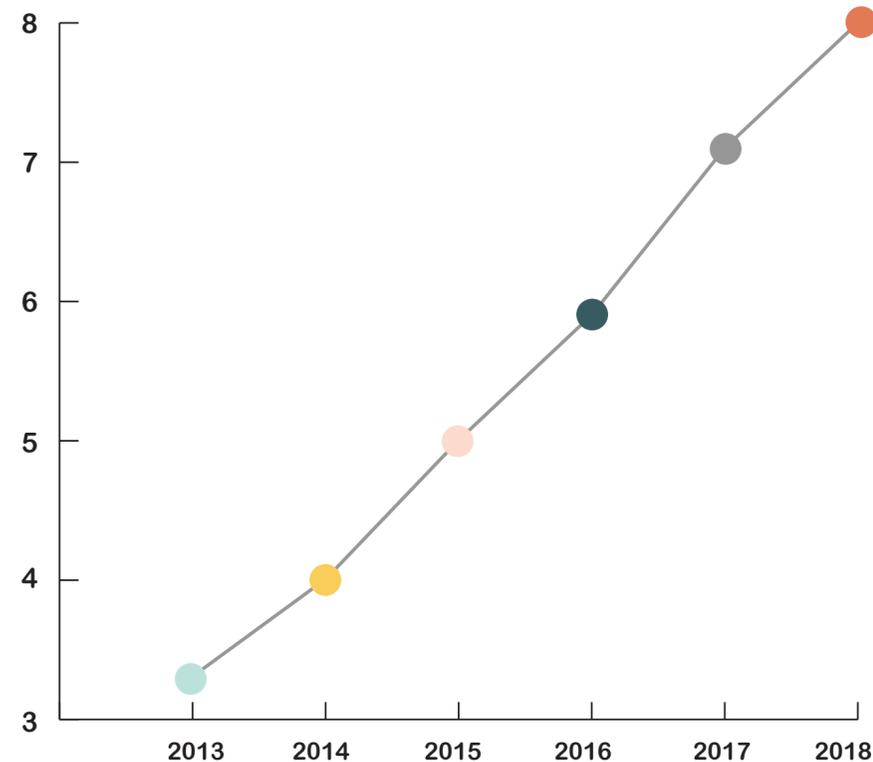
**31/17**

perceived experience when using the bathmat scale

# Market Opportunity

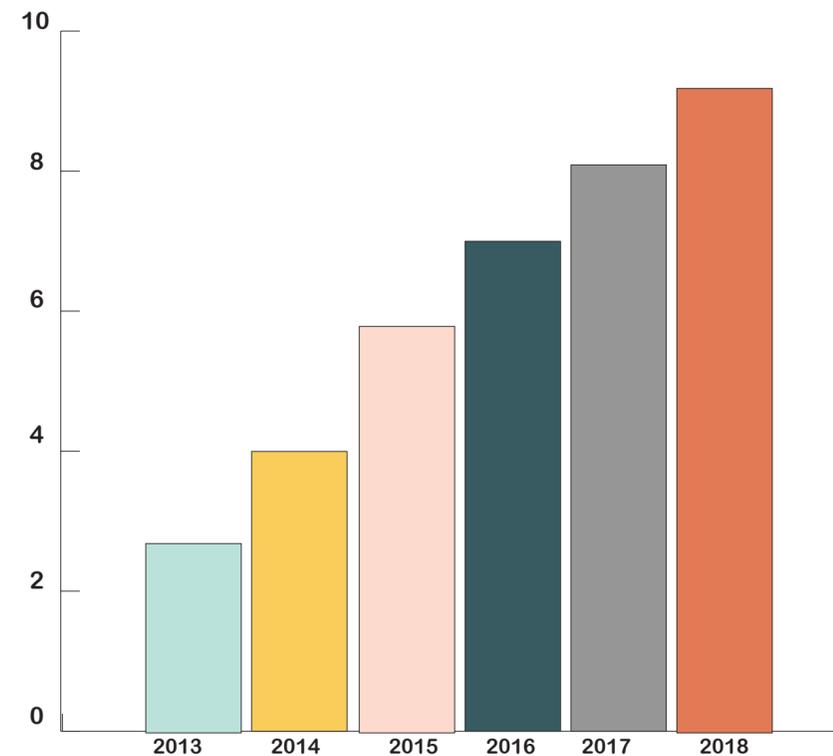
Market Revenue of Connected Personal Health & Wellness Products in the US

(in billions of USD)



Market Sales of Connected Digital Scales in the US

(in millions of units)



**60%**

of our survey respondents who did not currently own a scale would consider using at least one of the conceptual scales in their home

Is there a market for a scale like this? Yes. During benchmarking, we found that there was only one numberless scale currently on the market (called the Shapa) but this product is focused on losing weight as opposed to overall health. Americans have been buying about \$270 million worth of home scales every year since 2013--demand is steady (HomeWorld Business). At the same time, consumer spend on connected digital scales has almost quadrupled since 2013, with around 9 million units sold in 2018, and connected wellness products at large raking in \$8 billion in 2018, up from \$3.3 billion in 2013 (Consumer Technology Association; Parks Associates).

# Business Model Canvas

Looking to the future, Balance could expand to encompass a family of compassionate health and wellness focused products and services.

The Balance scale could have significant opportunity for integration with other health-focused products and apps (such as Fitbit, MyFitnessPal, Headspace, etc.). Initially, selling the scale would be the primary source of revenue, but premium features could be sold on a subscription basis, generating recurring monthly revenues. While the target customer segment still needs to be more clearly defined, the positive, compassionate relationship with these users will be the foundation of the brand.

 <p><b>Key Partners</b></p> <p>Healthcare providers Data Mgmt partners Manufacturer Software developer UX Designer Leading health platforms such as: fitbit, apple health, my fitness pal, etc</p>	 <p><b>Key Activities</b></p> <p>Marketing Product/tech support Data management Managing retailer relationships/sales Manufacturing Product Development/R&amp;D</p>	 <p><b>Value Propositions</b></p> <p>Makes weighing yourself less emotionally difficult while still providing actionable feedback</p> <p>Accessible for consumers in their own spaces</p> <p>Flexibility and control on both goals and outputs</p>	 <p><b>Customer Relationships</b></p> <p>Facilitating a positive relationship with a scale</p> <p>Holistic view of wellness</p> <p>Warm and caring/friendly</p> <p>"We've got your back"</p> <p>Easy UI/good tech support</p>	 <p><b>Customer Segments</b></p> <p>People who have a difficult relationship with traditional scales</p> <p>People who have a history of ED</p> <p>Pregnant women</p> <p>Children - use as a tool tool to teach children about healthy body image</p> <p>People who don't want to think about their weight that often but want an occasional touchpoint</p>
 <p><b>Cost Structure</b></p> <p>Product cost structure</p>		 <p><b>Revenue Streams</b></p> <p>Revenue from sale of scale</p> <p>Unlocking extra features (more patterns?)</p> <p>Subscription to app features?</p>		

balance

compassionate tools for wellness.

# Design Goals

“Alerting someone when they are out of their healthy weight range is super smart because that's the only time you would want to worry about it.”

— Survey Respondent

empowering



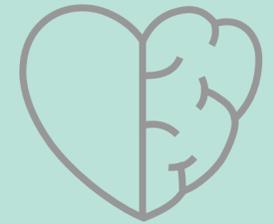
give users control over health data and communications

holistic



backed by research, grounded in the human experience

compassionate



present data through a lens of kindness

# What's Next?

1

Explore funding opportunities through Create-X

2

Focus efforts on engaging those who have an emotional relationship with weighing

3

Conduct a focus group with nutritionists, psychologists, & doctors

4

Develop a prototype and perform usability testing



appendix

### How could this concept be improved?

- 1 ●● Again uses an app. It only lets me know when I'm doing something wrong, which will associate negative emotions with the app or the product & doesn't necessarily solve that aspect of the why weighing is a current grievance.
- 2 ● Maybe it can be an accessory that you can attach to the mat so you can decide when to put it on and take it off?
- 3 ●●● Something about the passivity concerns me - on one hand it does help normalize and devalue the moment of stepping on a scale. But at the same time, I think that the user could more easily fall into an obsessive trap with the ability to access data so frequently.
- 4 ● What if you have pets? Or two people step on the mat at the same time?
- 5 ● Perhaps weight ranges should be based on National averages, not what you set. Setting your own range could still lead to an unhealthy target or approach.
- 6 ●●● I like the idea of the scale being a part of your every day life, but it would need to have a subtle design that blends into its surroundings. Also, I wish you had the option to have it email you timed updates as well as updates when you fall outside the pre-determined range. That could be a negative surprise when you're having a bad day!
- 7 ● I'm worried about multiple users
- 8 ● Not clear how this would work with a bathroom/bathmat with multiple users.
- 9 LOVE IT!
- 10 I am not really very concerned about the weight to be in range though I like the passive weighing
- 11 ● My bathmat gets dirty, and it is important to me that it is machine washable. Not sure if a scale bathmat would be washer/dryer safe
- 12 ●● Might not make sense if you share the bathroom. **Feels slightly invasive like a smarthome tech**
- 13 ● What happens if you have more people in the home? Would it be able to distinguish between users?
- 14 ● I LOVE this idea because they always tell you to when yourself when you're naked but my scale is my living room soooo haha and this eliminates the discouragement of a number!!! Love love love
- 15 ●● Not sure if I like the bath mat object for the scale. Maybe a door mat or something not in the bathroom could work too?
- 16 I like this better than option 1. It addresses the issue of people who don't care about their weight. Those who want an exact number can just get a regular scale.
- 17 ● Make weighing oneself fun
- 18 ●● Ask the person to tell the scale their own perception of healthy eating and exercise over the period to allow the app to encourage better eating and exercise habits. I do kinda want to know if I go from the bottom of my range all the way to the top or from the top of my range all the way to the bottom, even if I stay inside the range. **Maybe a % change threshold instead of a hard-boundary range?**
- 19 ● I would worry about the scale conflating my weight data with data of other people in the bathroom
- 20 ●● I would dread the notifications and that would create additional anxiety
- 21 ●● Having dealt with an eating disorder in the past, I think that stepping on a scale will always be at least a little scary for me. Having my scale as a bathmat that I was constantly using would just make me anxious even more often; I don't think I could get used to it.

22	● For me, I need to weigh myself intentionally, so having an object where I am weighing myself passively would not be that I would use. I will say, though, that I think it's a really cool idea that a lot of other people would really use! I think my husband would love this one.
23	● I worry that the bath mat might be used too frequently and act as a crutch. The person isn't worrying but only because they know they are being measured daily. What if it sampled randomly, not every time? What about setting a minimum on the range (5-10 lbs or some percentage of the average?).
24	● Love it! Hope the texture that people step on is not cold like some of the other ones out in the market
25	Nothing to add
26	● How to weigh multiple people without sending notifications to the wrong person
27	● Measure body fat vs muscle mass
28	I like this idea!
29	● This is hard. Seems like too many obstacles. What if the bath mat gets wet? What if my dog is there too?
30	● I'd worry I'd break it or it'd get dirty since it's being used constantly. how's it cleaned or maintained?
31	Not sure
32	● I don't like this concept at all. If I buy a scale it's so I can receive immediate feedback when I choose to use it. Having something go off only at certain times would give me anxiety
33	Don't care about my weight
34	● Scale as an everyday object might make you think about your weight even more, or associate an everyday activity with feeling a low self-esteem. It really depends on the person though. ● I like this one a lot because it eliminates the need to check your weight constantly. Alerting someone when they are out of their healthy weight range is super smart because that's the only time you would want to worry about it. This may not be useful for athletes or bodybuilders who may need to check their numerical weight often, so you may want to include an option for them to do so.
35	
36	● Is the bath mat washable?
37	● Would be anxious about not knowing if I'm going to get a notification. Is the app disabled or am I in range. Include positive messages if you're within goal weight.
38	My weight varies so much would hate the variability
39	● Hard to know evaluate based on weight of clothing Carrying light things like laundry?
40	I'm not sure.
41	● Maybe make the notifications be more passive as well
42	Seems boring. Not very gratifying. ← lol
43	● How would it work for households of more than one person?
44	● My guess is this item would be very difficult to manufacture.
45	● This seems like it would encourage obsession with weight. It seems to me that it would foster obsession with weight and be unhealthy for those with eating disorders.



46	•	How to avoid other people stepping on the scale?
47	•	I like it but just not as a bath rug. Other people standing on it might mess it up
48	•	It needs to be washable.
49	•	Maybe put scale in a car seat or somehow set into your shower. The shower would be lost accurate bc you're not holding anything and you're relatively still. My scale reacts a lot to movement so I'm afraid walking across or working on a bath mat might not be super accurate.
50	• •	I am stuck in the bath mat concept for form reason and I am not entirely sure why. I think there's something about it being in the bathroom, a place you cannot avoid and it being a product that takes in data passively. I usually avoid weighing myself often because I know our bodies are always changing even fluctuating even on a day to day basis. I could see data alerts as being a trigger or point of frustration if I am not wanting to know the data at the time (ie. a hard day).
51	• •	Don't know if I would like my weight being tracked every day if I don't want it taken some days
52	•	I think an option to receive notifications on a schedule would be nice too.
53	•	I would have some distinguishing feature for the scale so guests wouldn't use on accident

- **passive** (6) mixed feelings - some like it, some worry about it being omnipresent
- **holistic** (3) seems to be less of a concern, but maybe people just already voiced thoughts in the other concept?
- **type/frequency of communication** (9) worried about only negative notifications, have this idea somehow
- **comment on range** (3) similar to other, like % change, idea
- **Logistics** (22) concerns about multiple users, cleaning, etc.
- **Emotion** (14) some love this idea (not thinking about weight unless necessary) many were concerned about unpleasant/unexpected notifications some worried it could foster obsession

## Q22

How could this concept be improved?

- 1 ● My primary issue is that i don't want to spend the money to buy another thing I don't really need & this product seems as though it would be expensive. Also who needs another app? Maybe have it programmable through the device itself and still give your range & goals etc etc
- 2 Maybe include graphic animating patterns to communicate!
- 3 ● The frequency of weight trend summary should be customize able. Think about how this can interface with medical teams.
- 4 ● The pattern idea is neat, but I could also see it being a little complicated on days when you're having a busy day and trying to get a quick update.
- 5 ● ● Somehow the pattern seems both simple and confusing. I'm like numbers and I like trends more than numbers. I think a scale that paired with a app and detected the user from their phone so the scale could be used by anyone with the app would be cool. The reward for losing weight is still really nice.
- 6 ● ● ● If weight, BMI, etc. really is more complex than numbers on a scale, maybe the accompanying app can provide context for why a weekly trend may have shifted (either up or down). Accounting for hydration, stress, sleep, and other factors could help people understand their weight holistically and as it applies to their health in general. I think out of habit, many people would continue to use this scale's function like a normal scale, looking to see that downward trend on the app's graph and feeling badly if it went up. Maybe more context would help people appreciate both fluctuations in weight.
- 7 ● Other information such as BMI range, etc. to accompany just weight.
- 8 ● ● I think the apps, notification elements are a good feature for some people, so it is a good optional feature. For me personally, it contributes to being a bit obsessive about weighing myself. However, I understand that the scale would need to be synced with something in order to configure it.
- 9 ● I would prefer something other than a pattern. Though I tend to like data.
- 10 ● Luckily, I personally have had a great control over my weight over thr years and havent changed +/- 4 pounds over the last 6 years and increased weight deliberately before that.. Thus, I would prefer a scale that gives me exact numbers than the rang
- 11 ● ● I really love the concept! I think regular updates or summaries sent to users could be a negative as it could encourage people to get on the scale and think about their weight more often than may be healthy
- 12 ● Make the app optional; allow multiple people to program weight
- 13 ● Great design idea, but the reason I don't own a scale is that it is only one small indicator of health. I would be more likely to purchase a scale that measured body make up % as I am more concerned about lean v. fat mass. A number on a scale doesn't facilitate that. I would really like the product if it measured more robust things than just weight.
- 14 ● Instead of using colors (or filling them in) use a more complicated pattern when outside the range and a very simple pattern in the below range etc
- 15 ● ● Maybe seeing an actual number as a weekly average

16	<ul style="list-style-type: none"> <li>I think that people who are interested in what they weigh will still want a scale. With a range, they'll just calculate where they are in that range and estimate a number. People who don't care how much they weigh won't care about the range either. I also don't think that this product solves the "health is more than weight" comment on the app example. This is still focusing on weight and doesn't take into account a more wholistic view - muscle vs. fat, overall diet, activity level, etc. <b>By self-setting the range, it also still allows people to put a range that is lower or higher than healthy levels,</b> so it may not solve the issue of eating disorders either.</li> </ul>
17	<ul style="list-style-type: none"> <li>If it could measure thing more indicative of health than weight — I think BMI or other things. I'm more concerned with weight as just what's healthy overall and weight is one indicator but I think there are other stronger indicators that a scale can pick up</li> </ul>
18	<ul style="list-style-type: none"> <li>I think its hard to go off and customize you own weight settings, but maybe go with BMI</li> </ul>
19	<ul style="list-style-type: none"> <li>The patterns could be confusing to some folks.</li> </ul>
20	<ul style="list-style-type: none"> <li>Maybe link it more with emotional expression in terms of the outcome. Make it more incentive for user. For example give badges if the user is making progress in losing weight or keep the weight in the range for a long time.</li> </ul>
21	<ul style="list-style-type: none"> <li>Maybe every 2 weeks instead of every week? I do really like just having a number. Could you integrate something that asks the person to claim normal, more, or less exercise and normal, healthier, or less healthy diet for the week or 2-week period. Then the app could encourage the person to eat healthier in a specific notification strategy, or it could encourage the person to exercise in a specific notificaiton strategy.</li> </ul>
22	<ul style="list-style-type: none"> <li>For any goal setting (gain, maintain, or lose), it would be fun to unlock new patterns</li> </ul>
23	<ul style="list-style-type: none"> <li>I think a user will still want easy access to their exact weight</li> </ul>
24	<ul style="list-style-type: none"> <li>I understand how this could appeal to some people. I am very much a quick on and off the scale person and don't really think twice about it.</li> </ul>
25	<ul style="list-style-type: none"> <li>Would probably have to use it to answer this question</li> </ul>
26	<ul style="list-style-type: none"> <li>Don't really know.</li> </ul>
27	<ul style="list-style-type: none"> <li>Make all default settings on app as non-detailed as possible so that users must choose if they want more details. Also, maybe let the user choose how they want their pattern progressions to appear, or instead of using patters that are "empty" or "full" just use three different patterns or color combinations. (I could imagine the empty/full dichotomy leading to harmful thoughts/feelings for those who have struggled with their weight.)</li> </ul>
28	<ul style="list-style-type: none"> <li>I think it would be great to be able to really Tailor notifications and how often you want to received them. One of the things I still struggle with as someone who had an eating disorder as a teen is weighing too frequently and obsessively. It has taken me about 15 years to get to the point where I only weigh myself once a month. I also do not like scales that talk or make any type of noise. I know - sounds nuts!</li> </ul>
29	<ul style="list-style-type: none"> <li>I like the idea of a pattern but not the pattern chosen. Too girly and frilly.</li> </ul>
30	<ul style="list-style-type: none"> <li>Height and age, any health issues which would effect weight or medications taken.</li> </ul>
31	<ul style="list-style-type: none"> <li>Even sound included for color blind people;</li> </ul>
32	<ul style="list-style-type: none"> <li>Nothingvto add</li> </ul>
33	<ul style="list-style-type: none"> <li>I just like basic numbers.</li> </ul>

- 34 ● ● Having weekly options would lead me to feel I needed to check my weight more often. When I check my weight more often it leads to consume my mind more which I don't want to be ruled by it.
- 35 ● ● Measuring body fat vs body muscle
- 36 ● ● I'd like to see the option for incorporating health goals, like muscle mass or health-motivate weight range rather than just inputted you're own range.
- 37 ● ● I would consider switching the pattern display where more pattern fill was closer to the positive target. If I want to move toward health, I want to see the movement/change/more exciting pattern as a reinforcement of achievement. If I step on the scale and see a blank pattern as a positive sign, that seems disappointing/anticlimactic.
- 38 ● ● Ranges are good, but I like knowing how close I am to the danger zone. Maybe have the colors fill gradually rather than just empty/filled.
- 39 ● ● There should be an option to see your actual weight... breaking into a number on the way down feels good! Maybe just give them milestones and let them know when they have reached milestones along the way - by way of additional positive messaging...
- 40 ● ● Pattern options thru the app
- 41 ● ● custom patterns
- 42 ● ● More aesthetic
- 43 ● ● Not sure
- 44 ● ● Multiple ranges of patterns or colors so you knew when you approaching the high end...or would that show in the trend report?
- 45 ● ● Instead of patters just make it a simple colour or a sound. Pattern seems too overwhelming
- 46 ● ● No improvement needed
- 47 ● ● Not really sure
- 48 ● ● The pattern is nice but it seems a bit arbitrary. Perhaps you may want to think about implementing a visualization that is more related to weight or related to affirming/disaffirming that someone is in the right range. The transition from simple to complex may not be productive because it makes me feel like I want to achieve the complex pattern.
- 49 ● ● This sounds like the best possible scale. Maybe have optional links to fitness or healthy eating apps.
- 50 ● ● The use of color to understand weight doesn't connect that white means less weight. Possibly add more images or make them denser.
- 51 ● ● I prefer real numbers - range would make me anxious  
 Concept is good. Looking critically at it, I think the survey takers should be a different demographic than a general population.
- 52 ● ● Getting opinions from a obstetricians office or a psychologist office population that deals with patients who have a lot of emotional baggage surrounding the numbers on a scale and their weight. Maybe.
- 53 ● ● Maybe get the info without having to load an app. And an option to choose a pattern or just a color.
- 54 ● ● It's set up for your normal weight range? What if you had a user who was well above ideal body weight and was able to get down closer to that. Would you be able to change weight range that the scale responds to?
- 55 ● ● Maybe it could include a pedometer or some method to indicate what has been done to promote a healthy lifestyle.

56	•	Would the app have options to notate other aspects of health that affect weight in order to get that fuller picture?
57	•	Differences in patterns and maybe backing the functionality with more data
58	•	Interface seems busy. Looks expensive.
59	•	Have the colors fade in or out as you go toward the top or bottom of the range
60	•	My eating disorder is overeating. Although I like your concept I stopped weighing because I realized that I will lose weight if I eat less and more healthily. Now I focus on that and not the scales. However, I do like the concept of your design. I think it would be less daunting and depressing to weigh. It puts your weight loss in perspective and a long-range goal rather than an immediate goal.
61	•	I want to be able to see a trend graph in a variety of lengths, like you can with stock 1W, 1M, 1Y, 5Y
62	•	Would still want to know actual weight in addition to pattern.
63	•	Provide different pattern options. Do we need ANOTHER app?
64		I don't know
65	•	Change the way the patten displays. It might be a guy thing... but I would want the pattern completely filled when I'm w/n my range. Maybe have the pattern color change in stead?? It just feels odd for the patter to be half colored when you are where you're supposed to be
66	•	Maybe add more information on the ranges and what that means specifically. I would want to know more about my body and patterns and if possible habits that might be keeping me in my specific range.
67	•	I like the idea of getting away from numbers/pounds, but I feel like the result is the same as weighing yourself (below range= good, proud; above range= bad, anxious). I would prefer a system that incorporates more holistic measures of health than just weight.
68	•	I like having an exact number, but I love the idea for others.
69		Maybe the current concept does allow for this, but I would be interested in how this would work for those working toward a particular weight goal. Perhaps somehow showing a pattern indicating that a person is getting closer, maintaining, or further away? <u>Something for long term goals perhaps.</u>
70	•	Could BMI be added? Perhaps a height consideration and some estimate of muscle mass?

- want something more holistic (16)
  - want access to exact numbers (9)
  - comment on range (6)
  - comment on pattern (24)
  - type/frequency of communication (16)
  - emotion (14)
- Don't think weight gives enough info - interested in body fat % or activity/food info
- How do you choose range? Can set to "unhealthy" range, then what?
- can be confusing, maybe different patterns, fade in/out of color or other. Full pattern feels like a reward.
- 1x a week might be too much, make it customizable, "another app?"
- this could still lead to obsessive behaviors/negative emotions but might be better than traditional scale