

Interview Data: Medes Club Project

Synthesized feedback from 5 core user participants on navigation and wellness features.

Participant Profile & Methodology

• Participants	5 (3 females, 2 males)
• Age Range	24-45
• User Type	Health & Wellness Enthusiasts
• Method	Moderated, remote, think-aloud protocol with post-interview debrief

Key Interview Questions

- 🗨️ How easily can you locate information about membership tiers?
- 👤 Describe your experience using the **Calm Mode** feature during a stressful moment.
- 🔗 What is your primary goal when you log in to the Medes Club dashboard?

Affinity Mapping

Cluster A: Navigation Frustrations

"I feel like the membership info is hidden. I had to search for it."

"The header has too many clicks. I just want to see my progress."

Cluster B: Stress Reduction & Focus

"**Calm Mode** is a lifesaver. The simplification helped me focus."

"The **Calm Mode** feature feels different, very supportive and less busy."

Cluster C: Onboarding/Personalization

"I want my dashboard to show content based on my specific fitness level, not just generic workout suggestions."

"I would love more personalization from the start."

"The initial questionnaire felt a bit generic."

Actionable Insights

- ✅ Insight 1: Simplify the primary navigation header for faster access to core features.
- ✅ Insight 2: Enhance the discoverability of the membership tier section.
- ✅ Insight 3: Leverage the interaction patterns of **Calm Mode** to minimize friction across the platform.