

SHOTNEST RESEARCH ARTIFACT

ShotNest User Research Survey Results

Sanitized summary of a pre-build GLP-1 user survey used to sharpen the ShotNest case study. Recruitment context was provided by the project owner: respondents were sourced from Reddit and Facebook GLP-1 communities.

RESPONSES

23 total

QUESTION TYPE

Mixed methods

USE IN CASE STUDY

Discovery and UX research

Study setup

What the survey covered

- Medication background and experience level
- Early-stage confusion and readiness factors
- Routine-building and consistency behaviors
- Side effects, severity, and coping strategies
- Tracking habits, motivation, and desired app features

How to read this artifact

- Counts vary by question because not every respondent answered every prompt.
- Open-ended findings are synthesized into themes rather than quoted verbatim.
- This summary is directional product research, not a representative clinical sample.

Quantitative results

New to GLP-1 treatment?



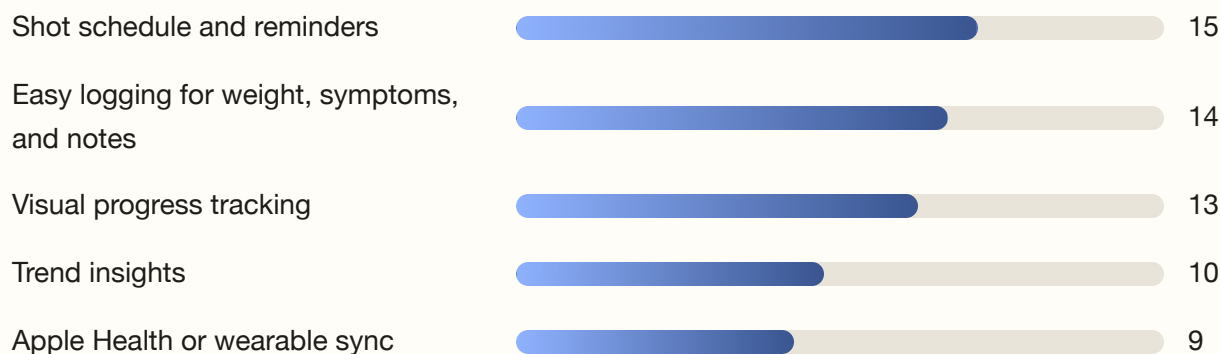
What helped people feel ready to start?



What people actively track



What would drive regular app usage?



Most-selected side effects among respondents who answered the side effect follow-up were constipation (14), fatigue (10), nausea (8), appetite loss (7), and diarrhea (6).

Qualitative themes

Why people started

- Repeated frustration with dieting, calorie tracking, or stalled progress
- Desire to improve health markers like blood sugar, cholesterol, or sleep-related risk
- Need for a more sustainable path to weight loss and better self-trust

What sustained momentum

- Visible proof of progress, including charts, photos, weigh-ins, and milestone checks
- Support from online communities, family, and peers with shared medication experience
- Reconnecting to the end goal when results slowed down

Where uncertainty showed up

- People worried most about side effects rather than medical terminology
- Early consistency improved when routines and schedules felt obvious
- Existing tools were fragmented across notes, spreadsheets, calendars, and generic health apps

What an app needed to feel worth returning to

- Reliable reminders and fast daily logging
- Clear progress visualization instead of scattered entries
- Practical education and side-effect help grounded in the treatment journey

Interpretation

The survey suggested that adherence was less about motivation alone and more about reducing cognitive load. People were already willing to do the work, but the work was split across memory, reminders, symptoms, goals, and supply questions that rarely lived in one coherent place.

What this meant for product strategy

- The product should behave like a treatment companion, not just a shot timer.
- Tracking needed to support both emotional motivation and practical routine maintenance.
- Side-effect support and progress visibility had to sit close to dose history.

How later implementation fits

- Later product work validated demand for reminders, trend surfaces, and Apple Health connections.
- Supply and dose-guidance workflows extended the research by addressing medication-on-hand uncertainty.
- Those implementation layers should be treated as later product evidence, not retroactively claimed as survey findings.

Product decisions traced to this research

- Make the next shot and shot cadence highly visible from the primary summary surface.
- Bundle weight, symptoms, and notes into quick logging instead of forcing separate tools.
- Use visual progress and milestone cues to reinforce momentum when results slow down.
- Keep side-effect context and educational support close to the routine, not buried in a separate help area.
- Design for fragmented real-life workflows by supporting reminders, health sync, and personal tracking habits.

Source basis: Google Forms response summary reviewed on August 5, 2026. This artifact intentionally excludes personally identifying details and verbatim respondent quotes.