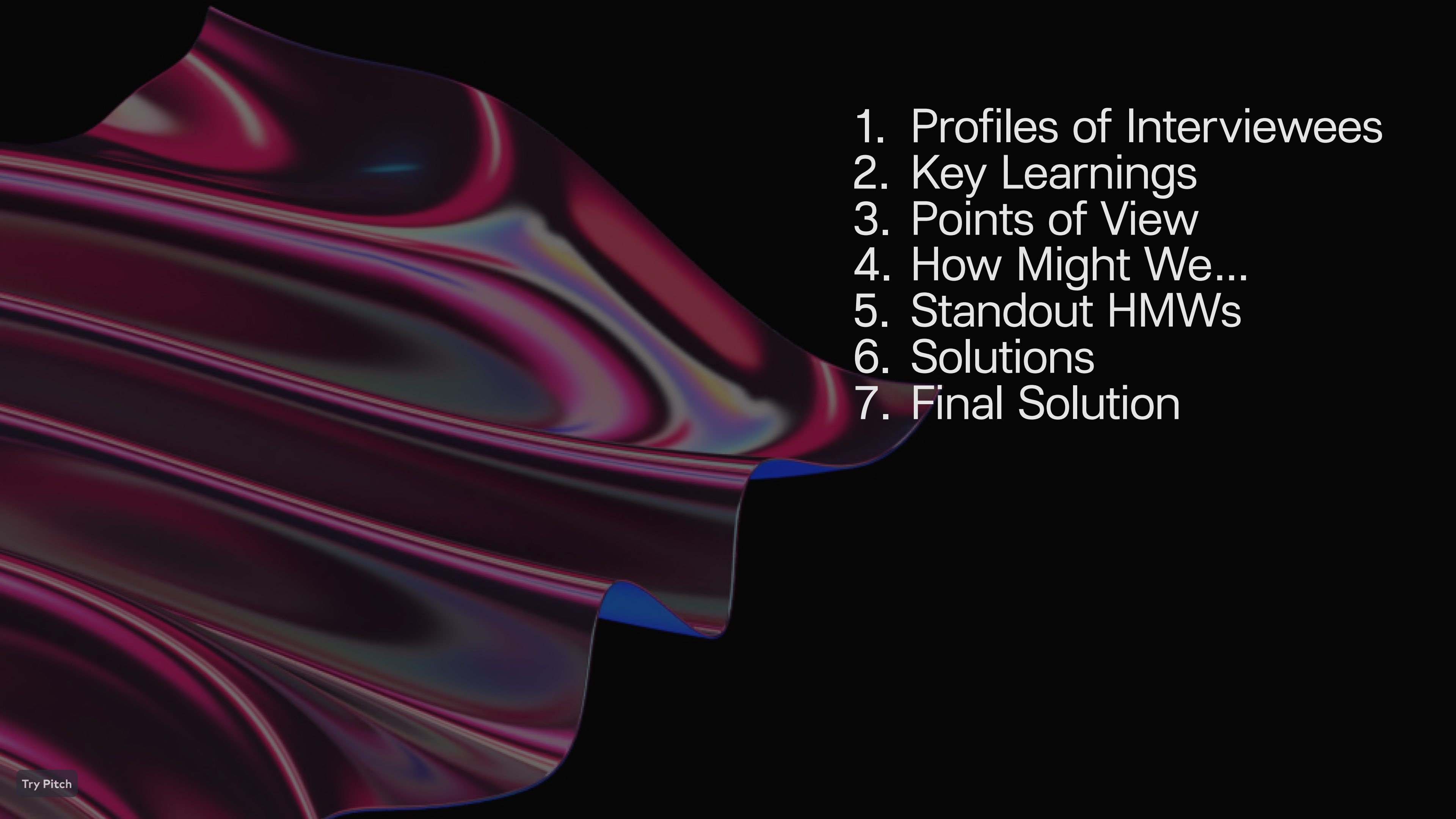


Group Two

A2 - POVs and
HMW

- 
1. Profiles of Interviewees
 2. Key Learnings
 3. Points of View
 4. How Might We...
 5. Standout HMWs
 6. Solutions
 7. Final Solution

Adrián

International Student

Sophomore at Syracuse University

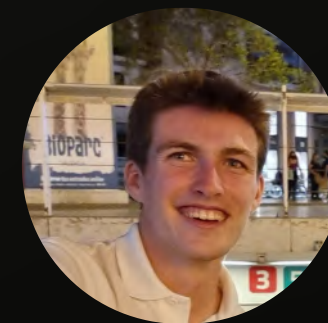
Trying to transfer to Miami University

Studies Sports Management

Brought up in a sheltered environment



When I got to Syracuse, I did not know how to do so many things... It was a shock and it was a bit disorienting



Adrián

Syracuse Student

Teddy

American student from the east coast

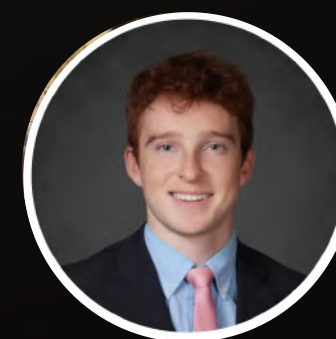
Senior at Cornell University

Studies data science and political relations

Brought up in a sheltered environment



It took me a while to settle down and figure out the best way to handle each semester at Cornell. Finding ways to make money from my music while still prioritizing academics



Teddy

Cornell Student

Key Learnings



Adrián

Syracuse Student

Desire to be independent

Doesn't like to talk to others about his feelings

Has learnt to navigate new environments without support from his family



Teddy

Cornell Student

Wants to balance his academic interests with his talent and passion for music

Started exercising regularly with his friends from his frat and found it very enriching

The more time he spends in communities at Cornell the better he feels

We met...

Stella who is a international NYU student who believes in strong emotional relationships and believes that personal and external care is internal care

We were surprised to realize...

She thinks well-being is really important but often chooses school over her wellness

We wonder if this means...

She thinks achievement and productivity can't go hand in hand with well-being, and that her well-being is not an urgent matter

It would be game-changing to...

To empower her to realise that consistently maintaining her well-being can lead to even better results in school and work

We met...

Stella who is a international NYU student who believes in strong emotional relationships and believes that personal and external care is internal care

We were surprised to realize...

She thinks well-being is really important but often chooses school over her wellness

We wonder if this means...

She thinks achievement and productivity can't go hand in hand with well-being, and that her well-being is not an urgent matter

It would be game-changing to...

To empower her to realise that consistently maintaining her well-being can lead to even better results in school and work

We met...

Stella who is a international NYU student who believes in strong emotional relationships and believes that personal and external care is internal care

We were surprised to realize...

She thinks well-being is really important but often chooses school over her wellness

We wonder if this means...

She thinks achievement and productivity can't go hand in hand with well-being, and that her well-being is not an urgent matter

It would be game-changing to...

To empower her to realise that consistently maintaining her well-being can lead to even better results in school and work

We met...

Stella who is a international NYU student who believes in strong emotional relationships and believes that personal and external care is internal care

We were surprised to realize...

She thinks well-being is really important but often chooses school over her wellness

We wonder if this means...

She thinks achievement and productivity can't go hand in hand with well-being, and that her well-being is not an urgent matter

It would be game-changing to...

To empower her to realise that consistently maintaining her well-being can lead to even better results in school and work

We met...

Adrian, a college student studying sports management in Syracuse who strongly believes in taking care of himself and being independent from their family, who has not prepared him for the world.

We were surprised to realize...

He wasn't given the opportunity to be independent growing up and now has to "fend for himself", living at college without much support from his parents

We wonder if this means...

He feels insecure and 'behind' in his ability and experience to be independent and support himself at college

It would be game-changing to...

To empower Adrian to realise he is capable of supporting himself and provide straightforward opportunities for him to do so

We met...

Adrian, a college student studying sports management in Syracuse who strongly believes in taking care of himself and being independent from their family, who has not prepared him for the world.

We were surprised to realize...

He wasn't given the opportunity to be independent growing up and now has to "fend for himself", living at college without much support from his parents

We wonder if this means...

He feels insecure and 'behind' in his ability and experience to be independent and support himself at college

It would be game-changing to...

To empower Adrian to realise he is capable of supporting himself and provide straightforward opportunities for him to do so

We met...

Adrian, a college student studying sports management in Syracuse who strongly believes in taking care of himself and being independent from their family, who has not prepared him for the world.

We were surprised to realize...

He wasn't given the opportunity to be independent growing up and now has to "fend for himself", living at college without much support from his parents

We wonder if this means...

He feels insecure and 'behind' in his ability and experience to be independent and support himself at college

It would be game-changing to...

To empower Adrian to realise he is capable of supporting himself and provide straightforward opportunities for him to do so

We met...

Adrian, a college student studying sports management in Syracuse who strongly believes in taking care of himself and being independent from their family, who has not prepared him for the world.

We were surprised to realize...

He wasn't given the opportunity to be independent growing up and now has to "fend for himself", living at college without much support from his parents

We wonder if this means...

He feels insecure and 'behind' in his ability and experience to be independent and support himself at college

It would be game-changing to...

To empower Adrian to realise he is capable of supporting himself and provide straightforward opportunities for him to do so

We met...

Sofia, who is a Mexican NYU student who believes Physical exercise is central to mental and emotional wellbeing, but struggles to Balance it with her jobs and schoolwork

We were surprised to realize...

She was familiar with most campus wellbeing resources and thought it was very important for the university to offer support, but hadn't personally used any of the resources available

We wonder if this means...

The resources aren't tailored to her needs, as they don't alleviate the time pressure that her jobs add

It would be game-changing to...

Help her find a way to manage her work and class obligation more effectively so that she can include wellness practices in her dy to day a

We met...

Sofia, who is a Mexican NYU student who believes Physical exercise is central to mental and emotional wellbeing, but struggles to Balance it with her jobs and schoolwork

We were surprised to realize...

She was familiar with most campus wellbeing resources and thought it was very important for the university to offer support, but hadn't personally used any of the resources available

We wonder if this means...

The resources aren't tailored to her needs, as they don't alleviate the time pressure that her jobs add

It would be game-changing to...

Help her find a way to manage her work and class obligation more effectively so that she can include wellness practices in her dy to day a

We met...

Sofia, who is a Mexican NYU student who believes Physical exercise is central to mental and emotional wellbeing, but struggles to Balance it with her jobs and schoolwork

We were surprised to realize...

She was familiar with most campus wellbeing resources and thought it was very important for the university to offer support, but hadn't personally used any of the resources available

We wonder if this means...

The resources aren't tailored to her needs, as they don't alleviate the time pressure that her jobs add

It would be game-changing to...

Help her find a way to manage her work and class obligation more effectively so that she can include wellness practices in her dy to day a

We met...

Sofia, who is a Mexican NYU student who believes Physical exercise is central to mental and emotional wellbeing, but struggles to Balance it with her jobs and schoolwork

We were surprised to realize...

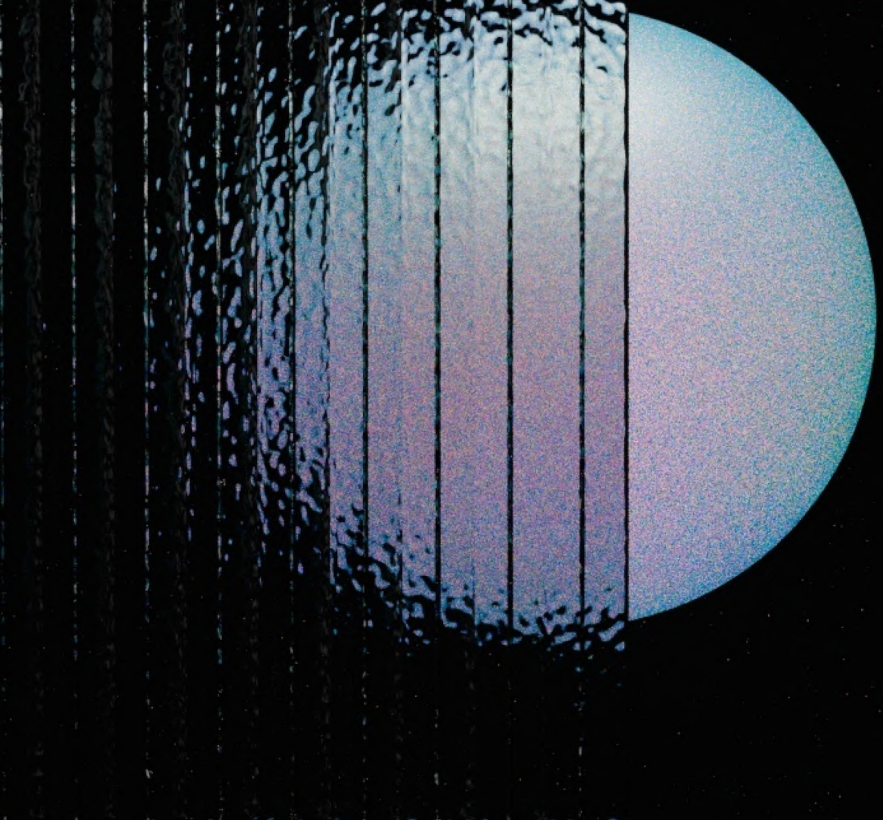
She was familiar with most campus wellbeing resources and thought it was very important for the university to offer support, but hadn't personally used any of the resources available

We wonder if this means...

The resources aren't tailored to her needs, as they don't alleviate the time pressure that her jobs add

It would be game-changing to...

Help her find a way to manage her work and class obligation more effectively so that she can include wellness practices in her dy to day a



★ HMW make well-being practices enjoyable and productive, so they don't feel like a sacrifice of academic achievement?

HMW support Stella in finding small, manageable ways to incorporate well-being practices into her daily life, such as mindfulness during study breaks or physical activity?

HMW help Stella understand that caring for herself emotionally and physically is a prerequisite for achieving her academic and career goals?

HMW help Stella see her journey through NYU as a marathon, where maintaining well-being is a crucial aspect of long-term success?

★ HMW highlight the connection between strong emotional well-being and improved academic and professional performance for Stella?

HMW bridge the gap between Stella's prioritization of school and her well-being?

HMW tap into NYU's support systems and resources to provide Stella with the tools and guidance she needs to balance well-being and academic success?

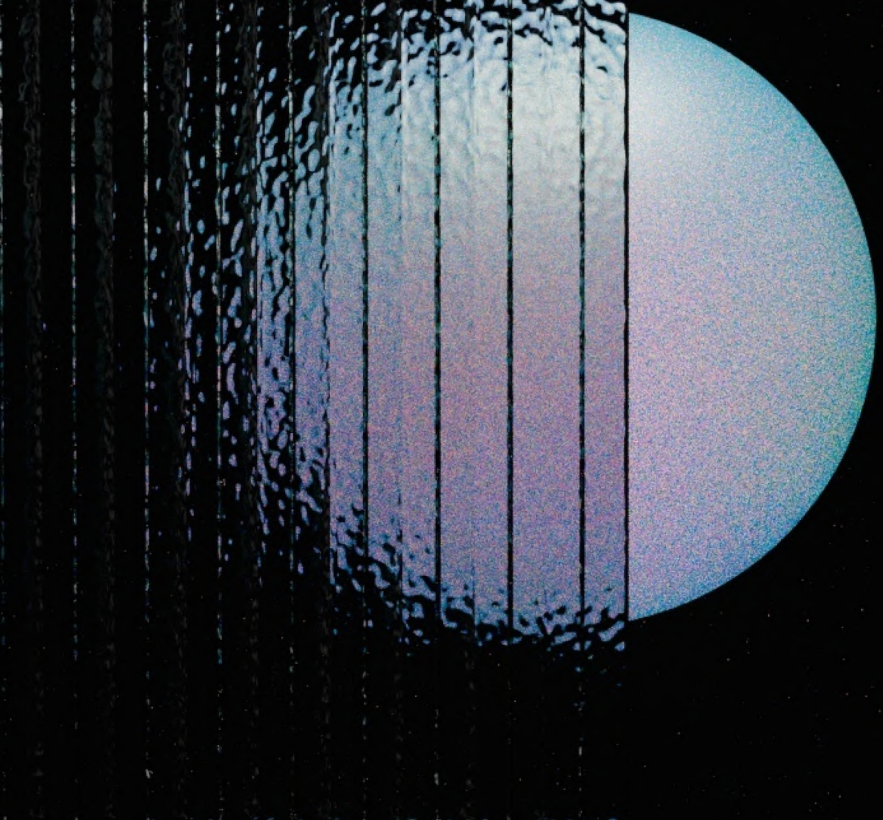
HMW #1 STELLA

★ HMW make well-being an urgent and integral part of Stella's daily routine without compromising her academic pursuits?

HMW challenge Stella's belief that achievement and well-being are mutually exclusive, and find ways to harmonize them?

HMW make the pursuit of well-being at NYU feel seamless and rewarding for Stella, ensuring she doesn't have to choose one over the other?





★ HMW make well-being practices enjoyable and productive, so they don't feel like a sacrifice of academic achievement?

HMW support Stella in finding small, manageable ways to incorporate well-being practices into her daily life, such as mindfulness during study breaks or physical activity?

HMW help Stella understand that caring for herself emotionally and physically is a prerequisite for achieving her academic and career goals?

HMW help Stella see her journey through NYU as a marathon, where maintaining well-being is a crucial aspect of long-term success?

★ HMW highlight the connection between strong emotional well-being and improved academic and professional performance for Stella?

HMW bridge the gap between Stella's prioritization of school and her well-being?

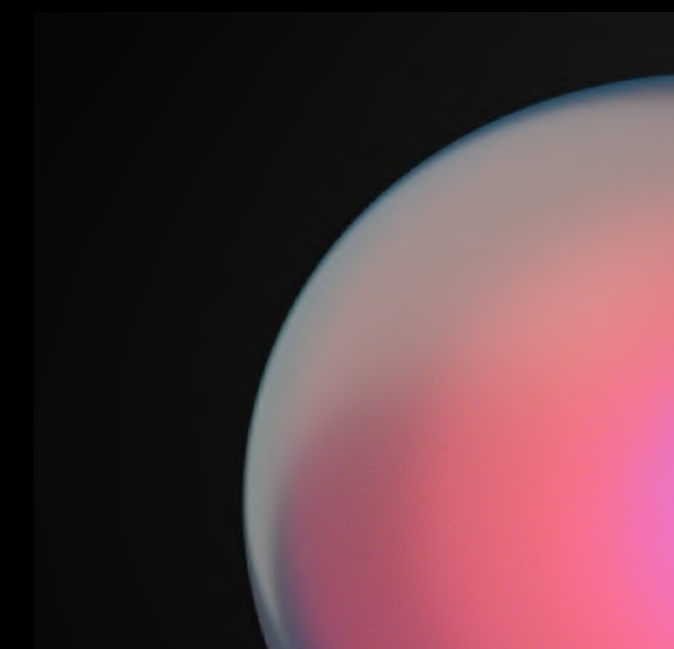
HMW tap into NYU's support systems and resources to provide Stella with the tools and guidance she needs to balance well-being and academic success?

HMW #1 STELLA

★ HMW make well-being an urgent and integral part of Stella's daily routine without compromising her academic pursuits?

HMW challenge Stella's belief that achievement and well-being are mutually exclusive, and find ways to harmonize them?

HMW make the pursuit of well-being at NYU feel seamless and rewarding for Stella, ensuring she doesn't have to choose one over the other?



HMW #2 Adrian

★ HMW bridge the gap between Adrian's desire for independence and the lack of preparedness from his family?

★ HMW challenge the notion that independence has to be a solitary endeavor and find ways for Adrian to receive guidance without feeling dependent?

HMW make Adrian's transition to independence at college smoother and less overwhelming?

HMW help Adrian navigate new situations with confidence

HMW show Adrian all his talents and abilities so he realizes he is a lot more capable than he gives himself credit for ?

HMW leverage Adrian's determination to be independent to boost his confidence and self-reliance?

HMW equate Adrian's issues to that of a sports team in a losing season that is ripe for a comeback?

HMW tap into college resources, mentors, or peers who can provide guidance and support to Adrian in his pursuit of independence?

HMW help Adrian realize that his lack of previous independence is actually a great opportunity to establish near ideal wellness habits?

★ HMW equip Adrian with the necessary life skills, financial literacy, and job opportunities to support himself while studying?

HMW support Adrian in managing his finances, acquiring practical life skills, and building a network of peers and mentors for guidance and encouragement?

★ HMW create an environment at college where Adrian feels fully supported in his journey toward independence?

HMW leverage the communities around Adrian to help him realize the support networks around him ?

HMW #2 Adrian

★ HMW bridge the gap between Adrian's desire for independence and the lack of preparedness from his family?

★ HMW challenge the notion that independence has to be a solitary endeavor and find ways for Adrian to receive guidance without feeling dependent?

HMW make Adrian's transition to independence at college smoother and less overwhelming?

HMW help Adrian navigate new situations with confidence

HMW show Adrian all his talents and abilities so he realizes he is a lot more capable than he gives himself credit for ?

HMW leverage Adrian's determination to be independent to boost his confidence and self-reliance?

HMW equate Adrian's issues to that of a sports team in a losing season that is ripe for a comeback?

HMW tap into college resources, mentors, or peers who can provide guidance and support to Adrian in his pursuit of independence?

HMW help Adrian realize that his lack of previous independence is actually a great opportunity to establish near ideal wellness habits?

★ HMW equip Adrian with the necessary life skills, financial literacy, and job opportunities to support himself while studying?

HMW support Adrian in managing his finances, acquiring practical life skills, and building a network of peers and mentors for guidance and encouragement?

★ HMW create an environment at college where Adrian feels fully supported in his journey toward independence?

HMW leverage the communities around Adrian to help him realize the support networks around him ?

HMW #3 SOFIA

★ HMW make earning money easy and less time consuming?

★ HMW help incorporate wellness habits into her daily schoolwork and jobs?

HMW make finding a job like finding a product on amazon? HMW make getting a task done like ordering food on Uber Eats?

HMW remove the need for Sofia to have wellness habits to feel calm and fulfilled ?

HMW leverage other parties in the campus community to enable students to make extra cash?

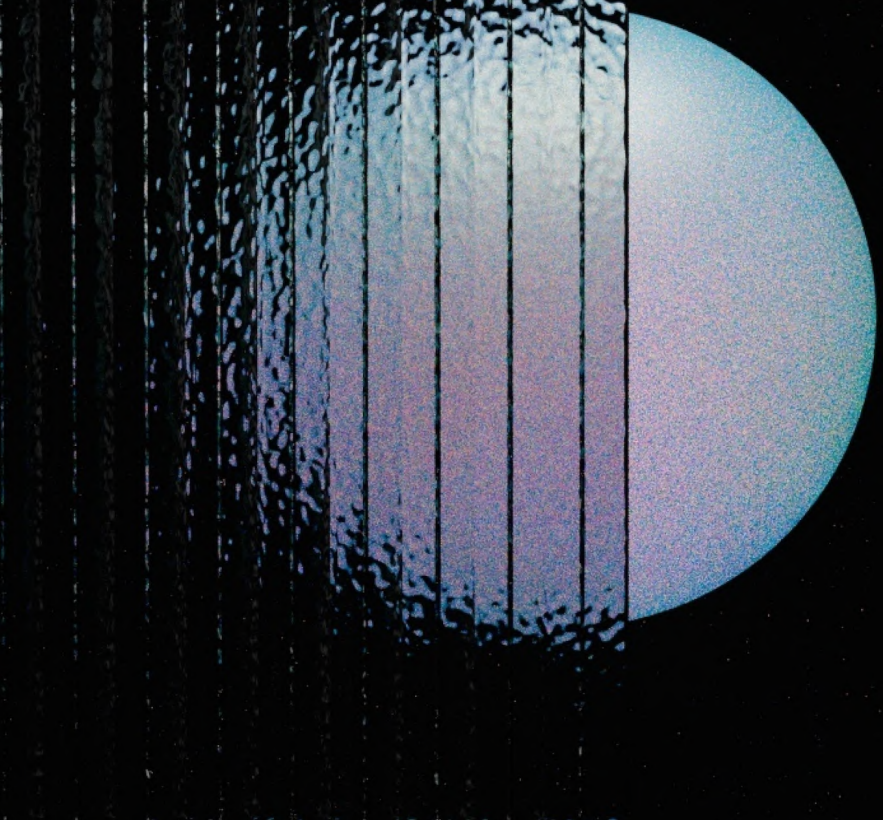
HMW entirely remove the need to balance work with wellness habits?

HMW make balancing work school and mental wellbeing invigorating instead of fatiguing ?

★ HMW use sofia's existing work experience to help her get higher paying jobs?

HMW reduce school pressure? Decrease her need to work? Remove the inability to practice wellness?

★ HMW Remove some of Sofia's work and study responsibilities so she will have more time for wellness practices?



HMW #3 SOFIA

★ HMW make earning money easy and less time consuming?

★ HMW help incorporate wellness habits into her daily schoolwork and jobs?

HMW entirely remove the need to balance work with wellness habits?

HMW make finding a job like finding a product on amazon? HMW make getting a task done like ordering food on Uber Eats?

HMW remove the need for Sofia to have wellness habits to feel calm and fulfilled ?

HMW leverage other parties in the campus community to enable students to make extra cash?

★ HMW Remove some of Sofia's work and study responsibilities so she will have more time for wellness practices?

HMW make balancing work school and mental wellbeing invigorating instead of fatiguing ?

HMW reduce school pressure? Decrease her need to work? Remove the inability to practice wellness?

★ HMW use sofia's existing work experience to help her get higher paying jobs?



HMW make well-being practices enjoyable and productive, so they don't feel like a sacrifice of academic achievement?

HMW equip Adrian with the necessary life skills, financial literacy, and job opportunities to support himself while studying?

HMW make earning money easy and less time consuming?

HMW make well-being practices enjoyable and productive, so they don't feel like a sacrifice of academic achievement?

A gamified app that awards 'points' when a task is done

An app that is a study timer/tracker but incorporates well-being tasks within them

an informative platform that shows how successful people/celebrities take care of themselves

Provide statistics and studies on the research connecting well-being and achievement

an app that ensures a dedicated "well-being hour" in your daily schedule to focus on self-care.

A communal space where people can go to practice wellness and find accountability buddies for their well-being goals

An app that tracks sleep and reminds people of their bed times so they don't compromise sleep for work

an app that records your study habits and optimizes them

an app connecting students with therapists, study experts and tutors

a platform that breaks down academic tasks into smaller sub-tasks

HMW equip Adrian with the necessary life skills, financial literacy, and job opportunities to support himself while studying?

An app that centralises all 'college-friendly' jobs in the area for students on campuses

Partner with financial institutions or educational platforms to provide virtual courses on financial literacy.

Develop a virtual mentorship platform that connects you with experienced professionals in his field of study.

Develop a virtual resource that aggregates scholarship and grant opportunities

Host virtual networking events and career fairs where Adrian can connect with potential employers.

Partner with e-learning platforms that offer courses in practical skills that can enhance employability, such as coding, digital marketing, or graphic design.

Develop a virtual assistant or chatbot that offers personalized career guidance to Adrian.

Create virtual financial tools and apps that help Adrian track expenses, set savings goals, and manage his finances effectively.

Establish virtual support groups or forums where students like Adrian can share their experiences, tips, and advice on balancing work and study.

Partner with organizations to provide training and certification programs for remote work, making Adrian more marketable in the growing remote job market.

HMW make earning money easy and less time consuming?

Develop or use existing virtual platforms that connect individuals with freelancing opportunities.

Offer a virtual platform for individuals to share their expertise through tutoring or coaching services.

Create virtual hubs for remote workers to connect, collaborate, and find job opportunities in a supportive community.

Promote the sharing economy by facilitating peer-to-peer renting of assets like cars, tools, or living spaces.

Educate individuals about digital currencies, cryptocurrencies, and blockchain technology, which offer various opportunities for earning money.

Develop or recommend tools and apps that help automate repetitive tasks or manage online businesses more efficiently.

Educate individuals about passive income opportunities, such as real estate crowdfunding, dividend stocks, or creating and selling online courses.

Encourage participation in crowdsourced innovation challenges that reward individuals for their creative ideas and solutions.

Teach individuals how to start an online resale or dropshipping business, which requires minimal upfront investment.

Promote the sharing economy by facilitating peer-to-peer renting of assets like cars, tools, or living spaces.

Top 3 Solutions

An app that centralizes all 'college-friendly' jobs in the area for students on campuses

An app to help people find habits they want to pick up and connect with people that also want to pick it up, setting up meeting times.

A one-stop-shop app for college students to easily make money, where they can sell items, post tasks they need help with and offer compensation, post research studies they need subjects for, etc.

Solution #1

Assumption: The jobs will be 'college-student-friendly'. All users will be able to find a task they are capable of completing.

Solution #1

Description:

We made up a list of jobs that could be needed on a college-campus and asked college students to reflect on whether they felt they could do it, whether they felt they would want to do it, and how it affected their productivity, of self and mood?

sense

Experience Prototype

Solution #1

College-Friendly Jobs

Select all the jobs you feel you would and could complete for staff, faculty, small businesses on campus, clubs, events, or individuals (assume adequate compensation)

lucyzim@gmail.com [Switch account](#)



Not shared

* Indicates required question

Jobs Available to Pick Up *

- Campus Event Photography/Videography: Capture moments
- Graphic Design and Branding Services: Offer design services
- Web Design and Development: Build and maintain websites
- Social Media Management: Manage social media accounts
- Content Writing and Blogging: Write blog posts, articles, or web content
- Tutoring
- Pet Sitting/Dog Walking
- Delivery and Rideshare Services
- Music Lessons and Performance
- Handyman/Repairs:
- Event Planning and Coordination
- Art and Craft Sales
- Cleaning/Gardening
- Fitness and Personal Training
- Car Wash and Oil Change Services
- Hiking or Outdoor Adventure Guides
- Language Translation and Interpretation
- Marketing and Data Analysis
- Freelance Illustration and Design
- App and Software Development
- Yard Work and Landscaping
- Printing, Binding and organising paperwork

Testing Results #1

Ashley: College Student at University of Technology in Sydney

Wants to find a flexible way to make more money on campus

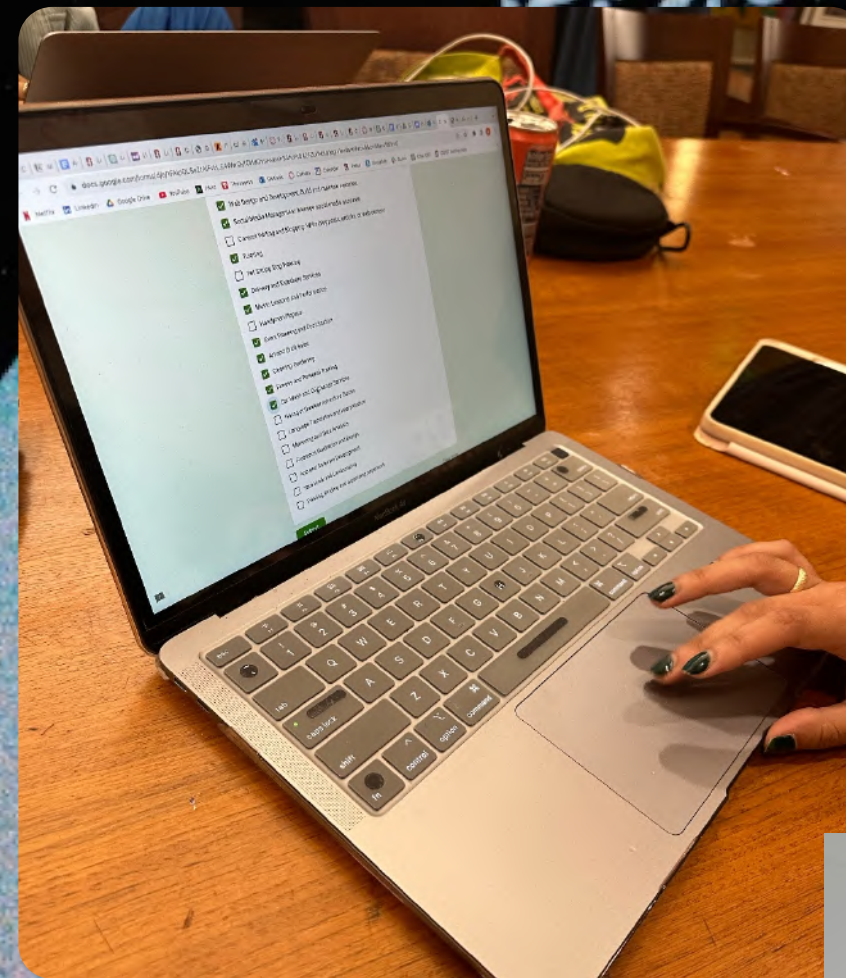
Found many jobs that were accessible to her

Reacted with excitement and eagerness to click jobs she hadn't thought of herself

Seemed to be an excess of choice

Didn't choose jobs she was necessarily qualified in

Assumption was valid as she found jobs



Solution #2

Assumption: College students struggling to balance well-being habits with other responsibilities would benefit from a community that connects them with friends also looking to practice these habits

Solution #2

Description:

We designed a couple of google doc forms where students could list habits they were interested in developing. In a second list they could put down their availability to practice these habits in order for us to match them with their friends and other students looking to develop similar habits with the same availability

Experience Prototype

Testing Results #2

Felipe : Medschool Student at University of Miami

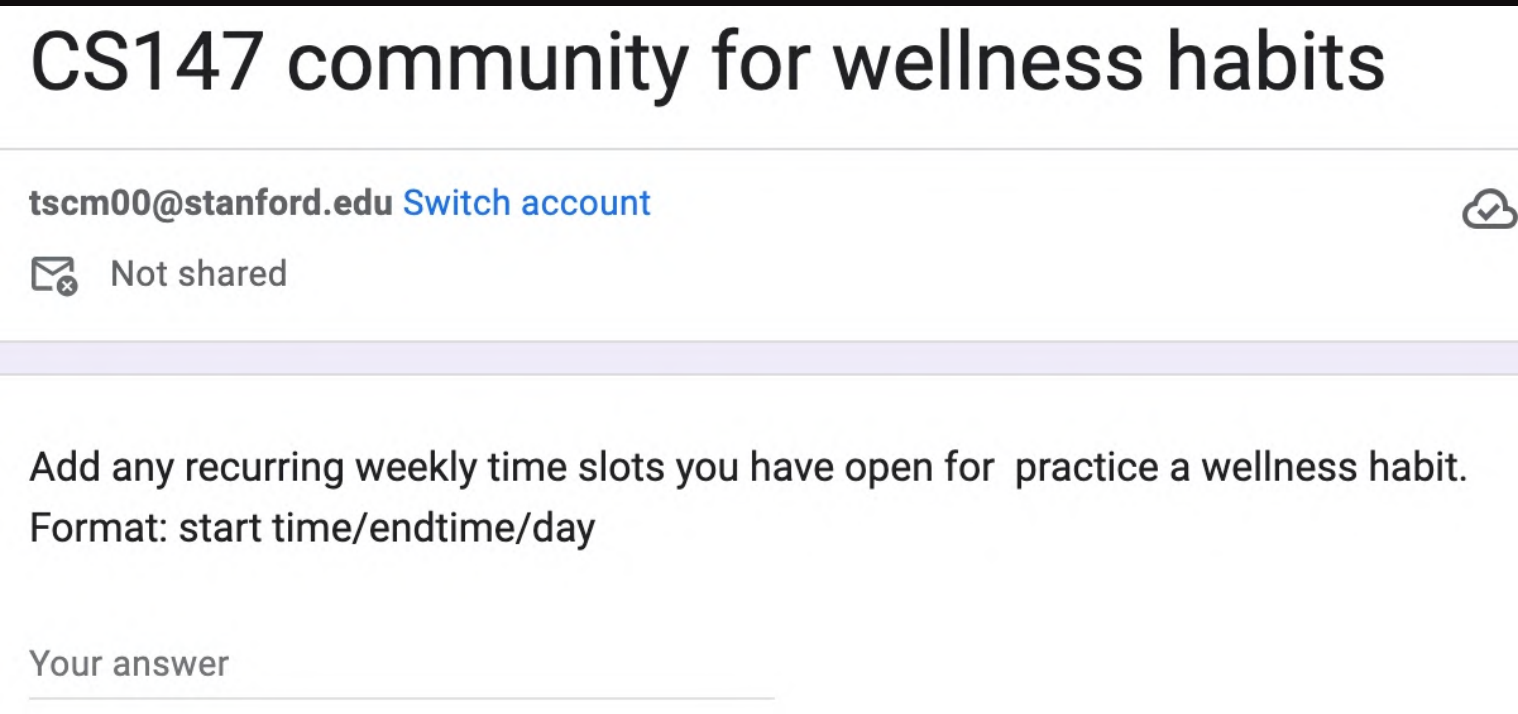
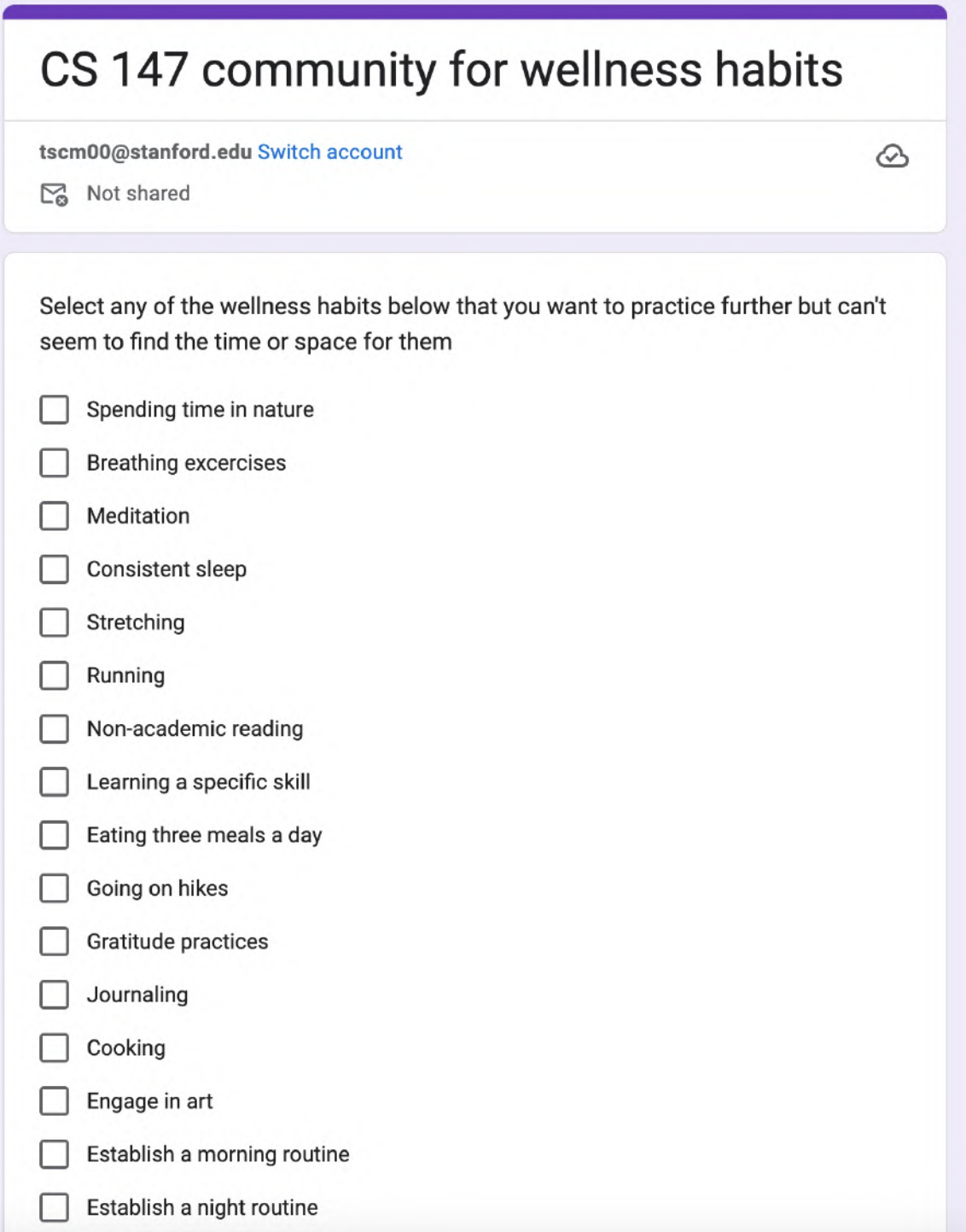
Wants to find accountability buddies for all the promises he's made to himself.

Found that the list of 40 habits was mostly comprehensive of all his wellness goals

Reacted with excitement and eagerness to the habits he hadn't thought of but would enjoy.

Seemed to click on too many interests to the point where we wondered if it was realistic in his schedule

We need a better way for them to prioritize what is actually important, maybe starting with just 1-3 habits.



Solution #3

Assumption: college students are interested in taking advantage of opportunities that their peers can offer them

Solution #3

Description:

We posted on groups in Slack, iMessage, and WhatsApp, asking for participants in a research study that paid 20 USD/hour, selling items from our dorm we were no longer using or offering to pay for help building an IKEA bed. We tested whether students would respond to the post.

Experience Prototype

Testing Results #3

Whatsapp group of an NYU dorm (3rd North) of 400+ students

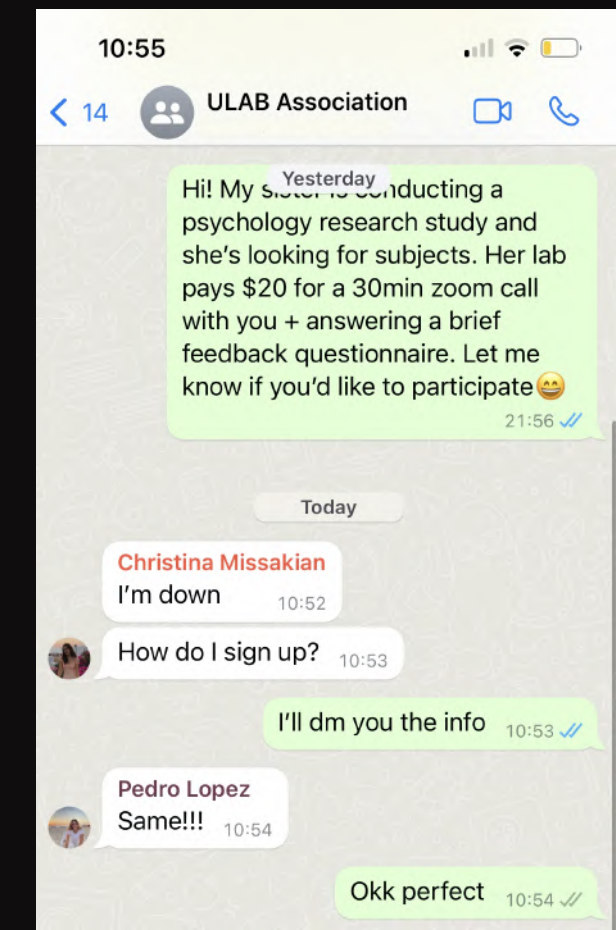
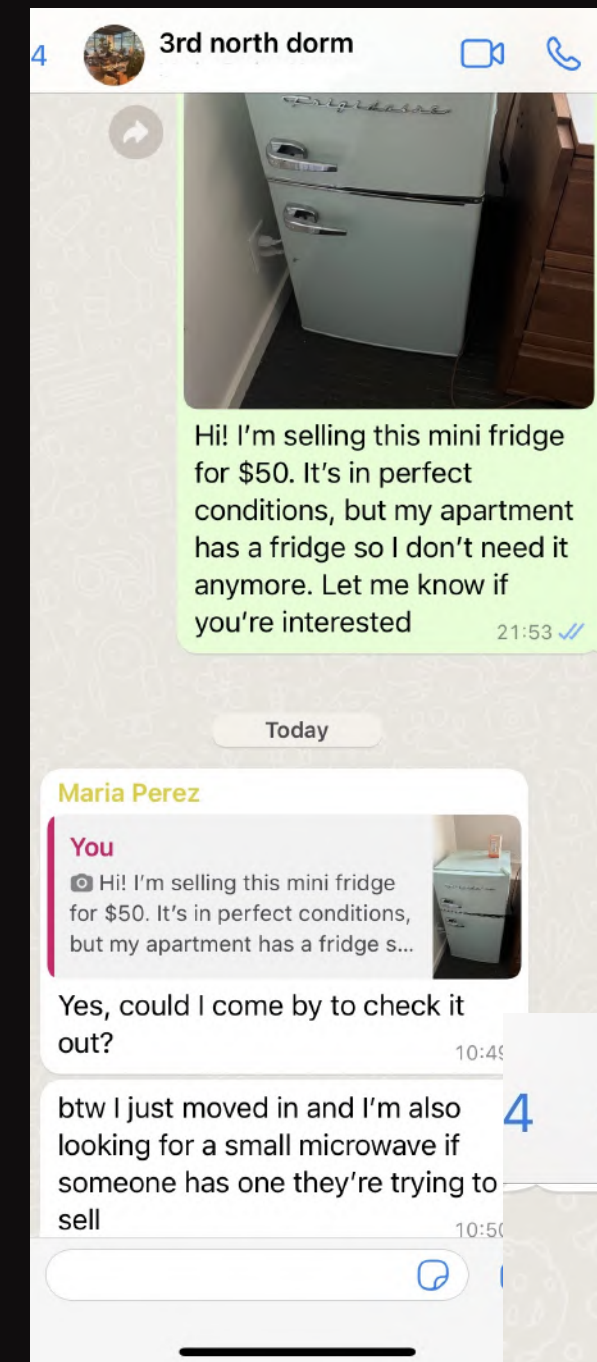
Young adults who want to make some extra cash easily

Responded actively to posts of paid research studies and surveys by offering to participate

Responded with jokes or with offers to help for free when we asked for help mounting an IKEA bed, bringing luggage up the stairs, or posting flyers around school

Potentially, a formal channel where these types of tasks are formally requested and accepted would increase engagement

The assumption was partially valid, as in some cases students took the opportunity that was presented to make money, and in others they ignored the opportunity or volunteered to help



Final Solution:

An app that centralizes all 'college-friendly' jobs in the area for students on campus and the community on campus

Consider who we are helping
Consider the job opportunities we are granting
How do we ensure job quality

Our aim is to help college students and the community on campus

*Thank you
Let's create magic together*

Pitch

Want to make a presentation like this one?

Start with a fully customizable template, create a beautiful deck in minutes, then easily share it with anyone.

[Create a presentation \(It's free\)](#)