



The Nudge Behavior

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Focus Topics

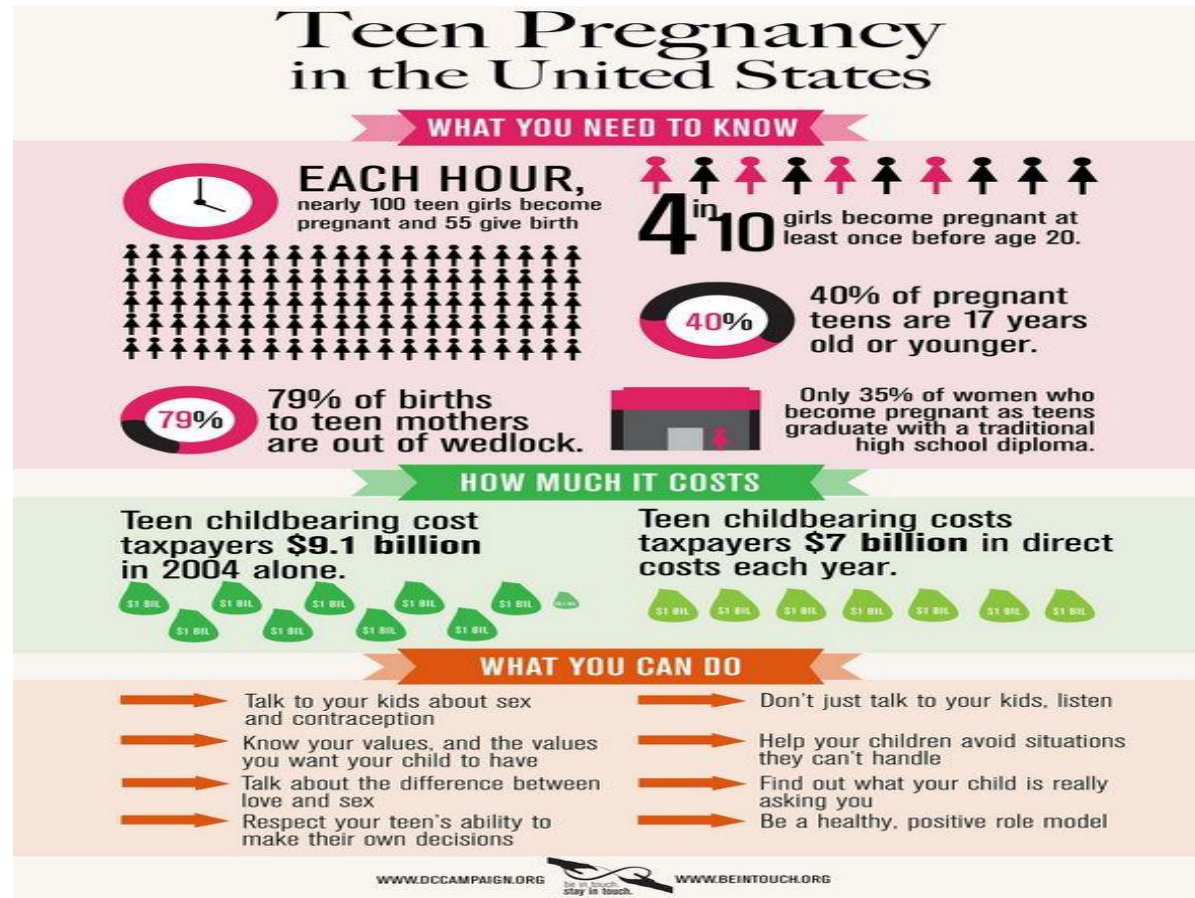
The two topics that we focused on during the research process were :

1. Pregnancy Prevention
2. Physical Activity Awareness



Research on Pregnancy Prevention

STATISTICS:



Research on Physical Activity

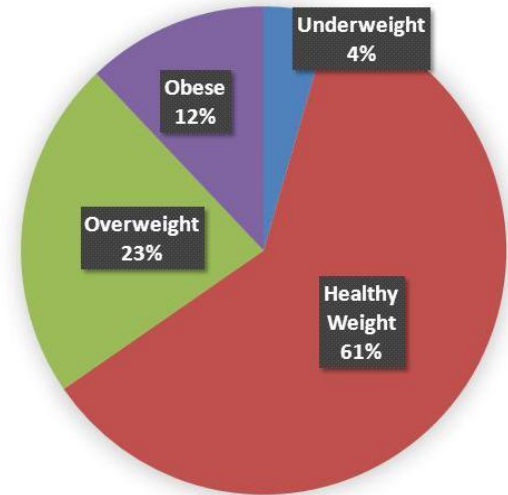
17.4%

of college students participate in intramural sports programs

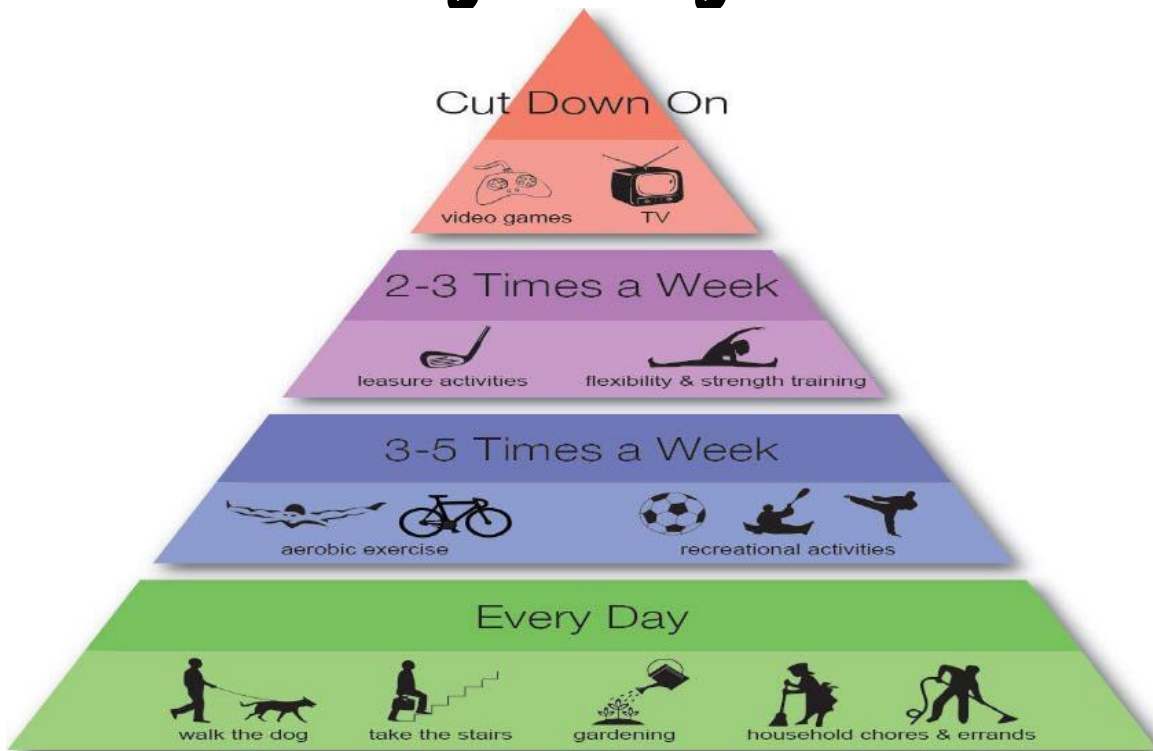
43.6%

of college students get zero vigorous-level exercise

Source: American College Health Association Fall 2015 National College Health Assessment



Topic Chosen: Physically Active on Campus



The Importance of Physical Activity



ENCOURAGEMENT

A FIT BODY MEANS A FIT BRAIN.

JUST 20 MINUTES

HEALTH

of physical activity before an exam has been shown to increase test performance and mental awareness. Next time exam time rolls around, try walking instead of the bus!

Moments

Moment #1:

When you have spare time instead of going and do something productive, you go to your room start eating junk food and watch Netflix.

Hours have passed by and you have been eating junk food and watching movies without being active. And you realize that the junk food was not filling, so you go and eat a healthy meal.

Physically Active

Moment #2:

A student needs to go to the 2nd floor, he argues on whether he should take the stairs or elevator. He decides to take the elevator, and he runs to it but then realize how tired he got.

He got so tired by running that little bit.

He realize how much out of shape he is, he needs to start exercising.

He took the stairs everytime instead of the elevator, this is and every other

Moment #3:

40 You're home laying down watching a movie, and your mom calls you for her to pick up some boxes for her. After you pick up the boxes you realize how tired you get. Which means that you need to start going to the gym.

Moment #4:

You wake up tired a day to go to school, you're debating on whether or not you should take a cab to school. You ended up taking one, on your way to school you realize that you are still than expected, so you will get a cab driver to let you get off here. You tell your cab driver you will walk.

I am so tired should take a cab.

Can I walk to school?

Can you get off here?

Moment #5:

College student walks to the nearest cafeteria for food. They start to browse and look at their options. They pick the chips because it's the most visible and abundant. They eat the junk food for lunch, and they regret it and start feeling guilty that they are junk when they perform physical activity.



Our Story To Be - Active



Takes taxi to school instead of walking or taking the MTA.



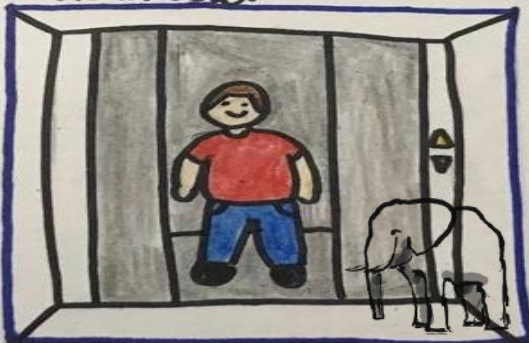
At lunch time, student is hungry and buys junk food because it's most visible and readily available.



Stays in cafeteria watching Netflix while eating junk food.



Talks to class, gets tired very fast and has sore muscles and joints.



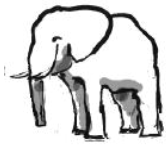
Takes Elevator to go up to class instead of stairs.

Prototype

Mirza
Jernifer
Naveli
Lizbeth
Emily

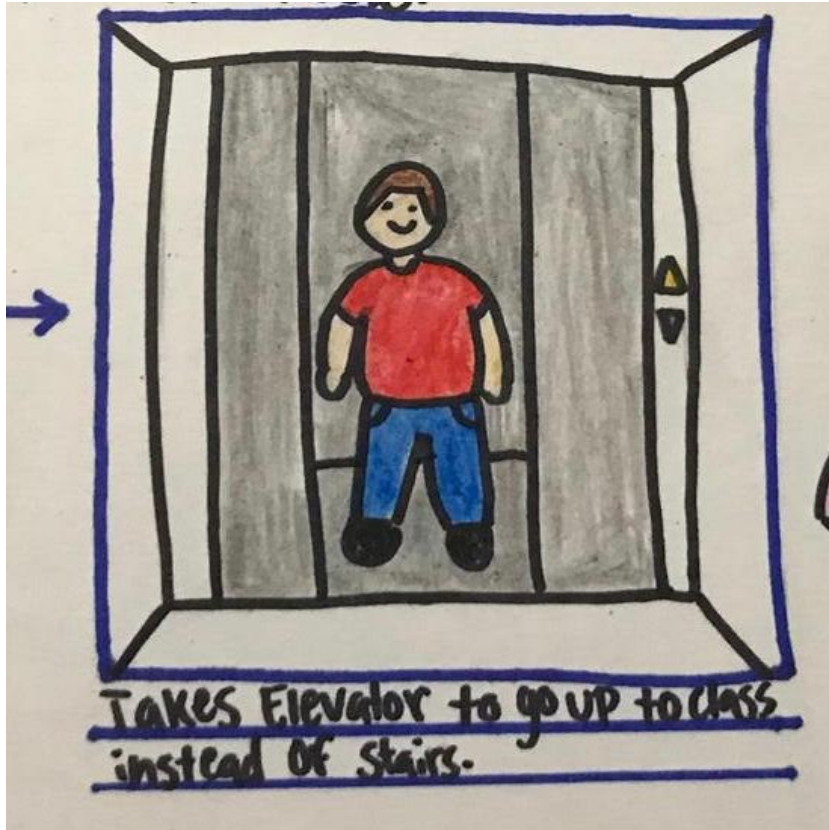


1



Proposed Nudges

2



Cafeteria Solutions

Emily A.
Nayel P.C.
Jenniffer C.
Lizbeth
Mirza L.

Punch Card

10th Free!
1- 2- 3- 4- 5-
6- 7- 8- 9- 10-

MAKE 9 PURCHASES OF healthy foods and on your 10th purchase get your order free. (But all has to be healthy)

Mirror

Do you really think you should be eating that?

chips
chocolate bar

Fact Sign

1 bag of chips = ___ hours of exercise to burn
1 chocolate bar = ___ hours of exercise to burn

chips
chocolate
croissant

cashiers

Fruit
Salad bar
Soylent
michel



Questionnaire



1. How important do you think being physically active is?
2. How often do you exercise?
3. How healthy do you think your diet is?
4. What advice would you give to those who do not include physical activity in their daily life?
5. Do you think being physically active affects you both mentally and physically?
6. What future obstacles can you avoid with being physically active now?



Interviews



Some interviews from
our fellow Lehman
Students:

- Moe
- Nicole
- Jill
- Patrick
- Joseph



Solution



Quotes

FEEL THE BURN
FIGHT
THROUGH IT

B



~~I'm tired~~
~~It's too cold~~
~~It's too hot~~
~~It's raining~~
~~It's too late~~
Let's go

Never say the sky is the
limit when there are
footprints on the moon.

~ Unknown

SWEAT
IS FAT CRYING

DON'T BE UPSET
BY THE RESULTS YOU
DIDN'T GET WITH THE
WORK YOU DIDN'T DO

Testing Area



Preparing Our Solution



Questions of the solution chosen:

What sort of effect is the solution creating?

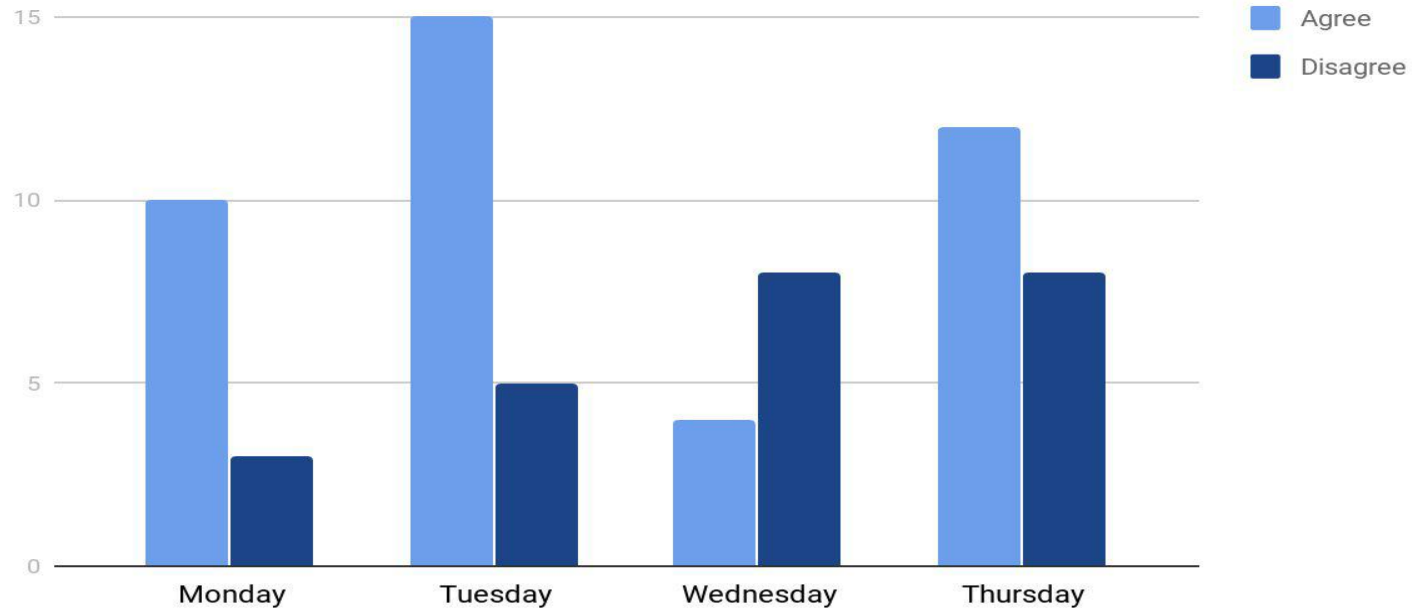
How do you see that this effect is being created?

What impact do you think this effect is creating on the students?

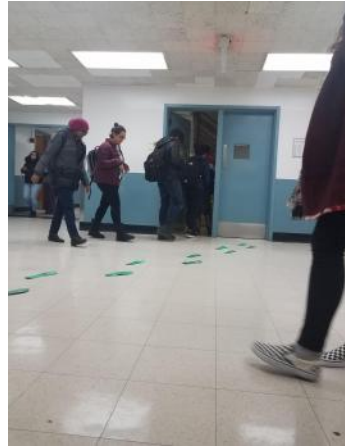
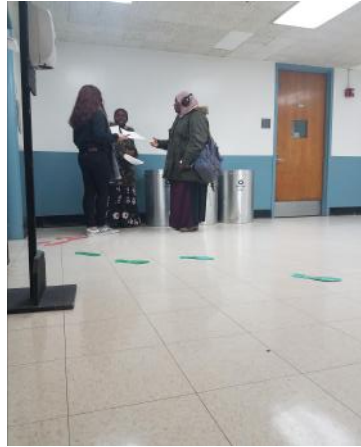


Statistics Data

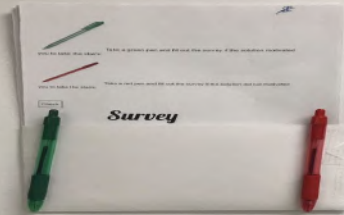
Impacts Of Solution Rate



Testing Our Solution



Survey



Take a green pen and fill out the survey if the solution motivated you to take the stairs:

Take a red pen and fill out the survey if the solution did not motivate you to take the stairs:

Check

Survey

| | Agree | Disagree |
|--|-------|----------|
| THE SOLUTION MOTIVATED YOU TO TAKE THE STAIRS | | |
| THE SOLUTION HAD AN IMPACT ON YOU | | |
| THIS SOLUTION ENCOURAGE YOU TO TAKE THE STAIRS OFTEN | | |

Name: _____ Date: _____



Conclusion

Our reflection of the project was ...

These are just some pic

