

LET'S GET PHYSICAL!!

Lacey S., Jennifer O., Mikela A., Theerada S., Rachel R.

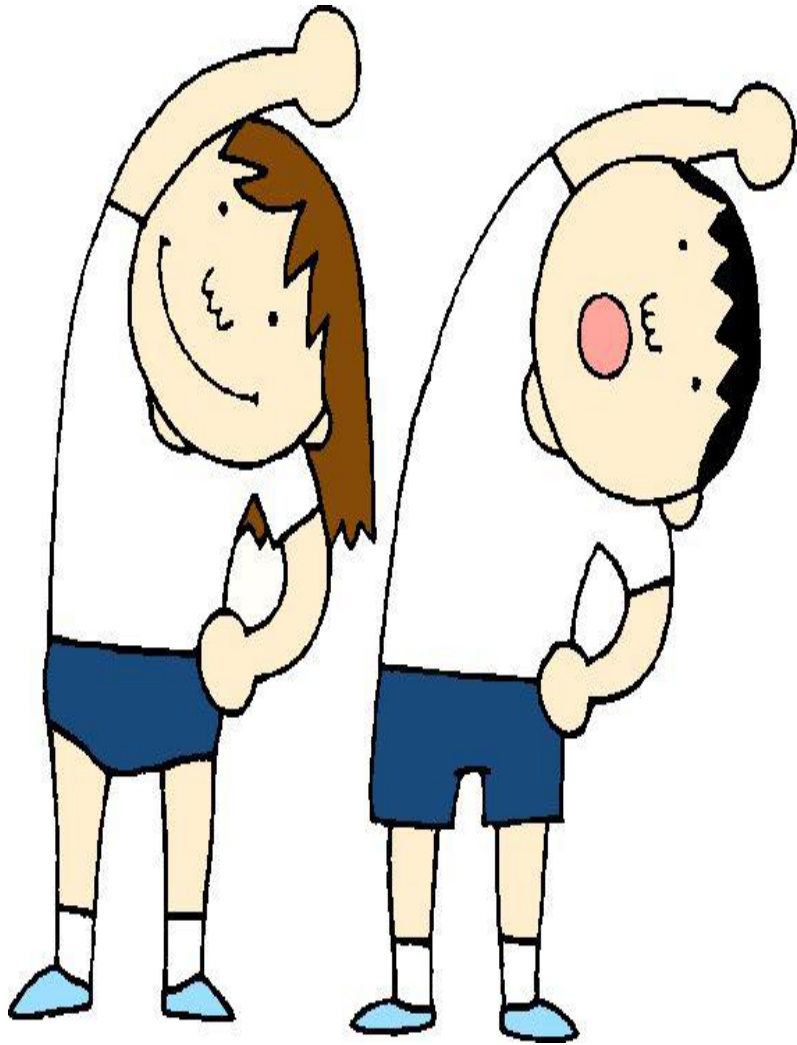
PROBLEMS

College students do not participate in physical activities due to their busy schedules.

Students focus more on their studies, which can sometimes make them ignore their physical health and eating habits.

Nudging students will bring awareness to the importance of physical activity.

PROBLEM ON LEHMAN CAMPUS

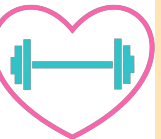


1

Students are not being more physically active.

2

Students are not aware of the significance of physical activity to their health.

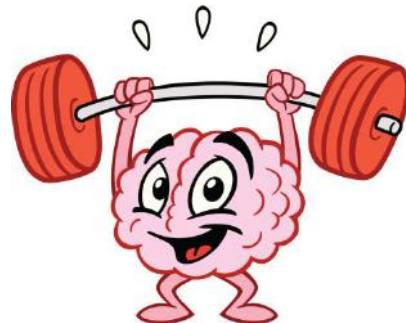


BENEFITS OF PHYSICAL FITNESS FOR LEHMAN STUDENTS

Increases Focus



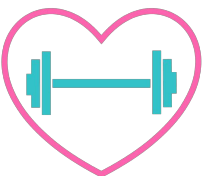
Promotes
Brain
Development



Relieve stress



Improve
mood and
boost energy

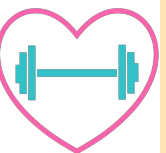




INTENDED GOAL

Goal: To use nudge to bring awareness to physical activity on Lehman campus.

Target: Lehman College Students



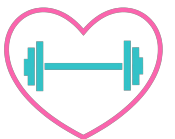
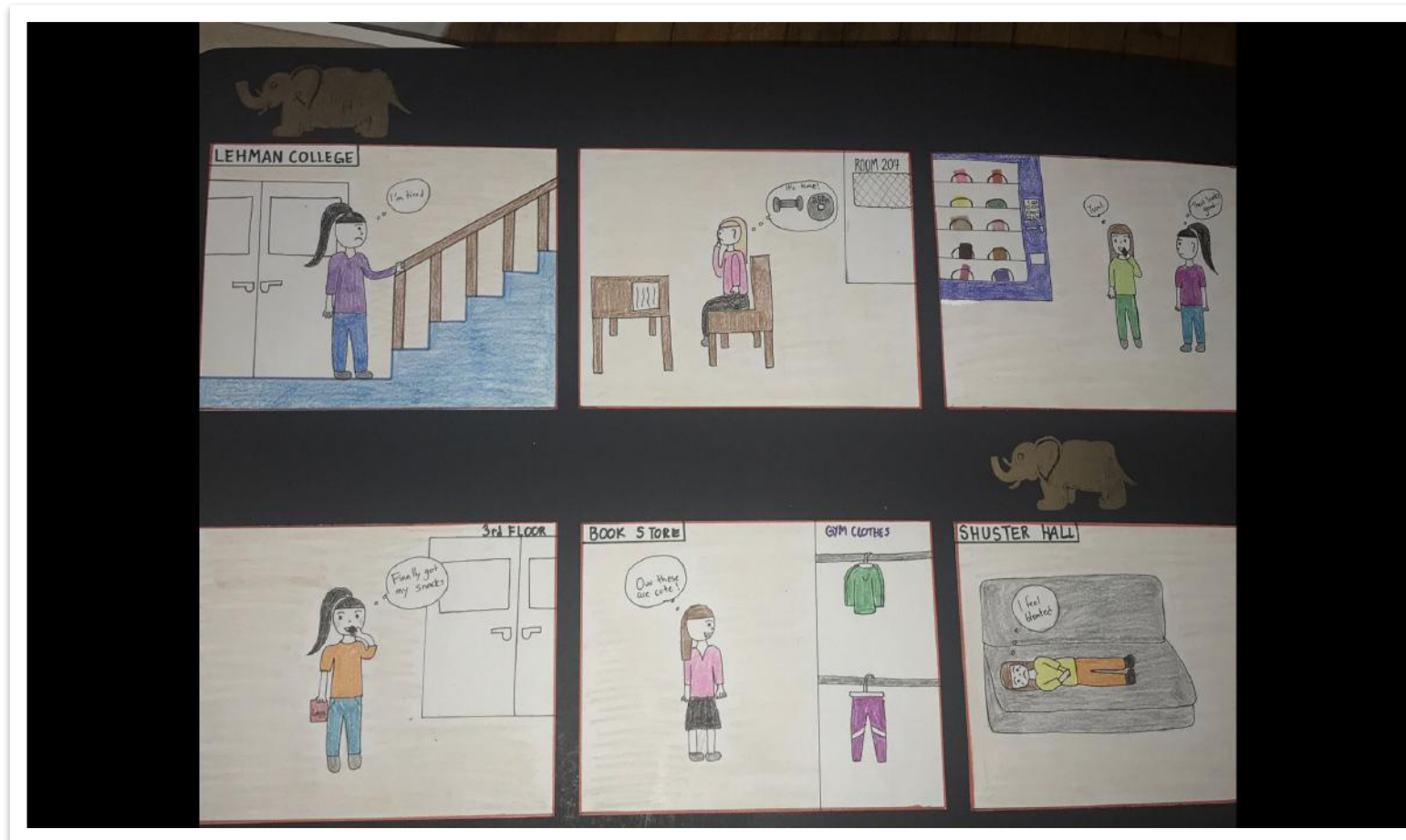
INSPIRATION

Piano stairs:

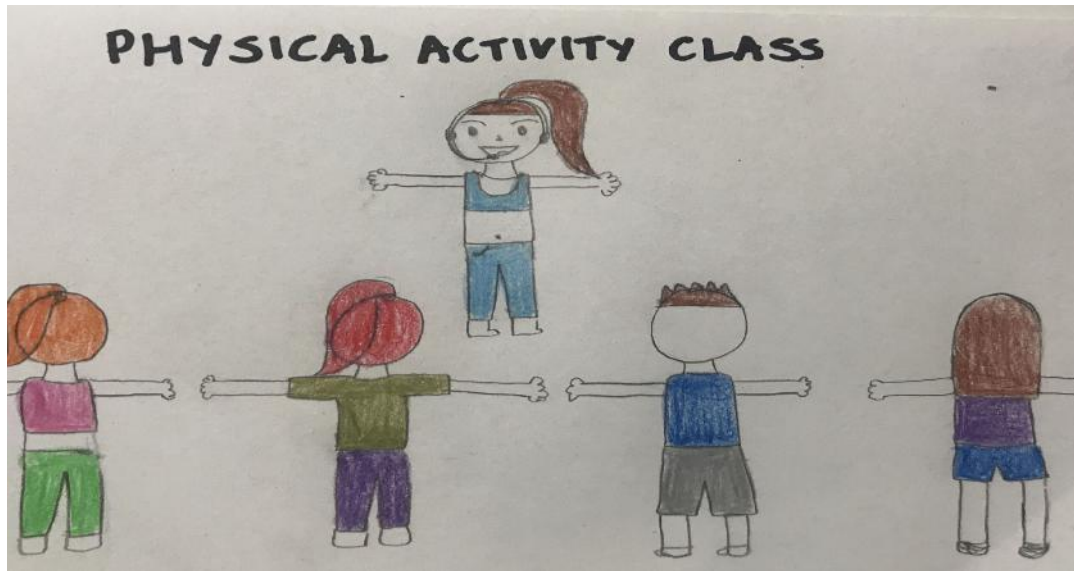
Play music as you walk on them, giving people a fun reason to take the stairs.



PROTOTYPE



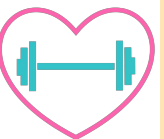
PROBABLE SOLUTIONS



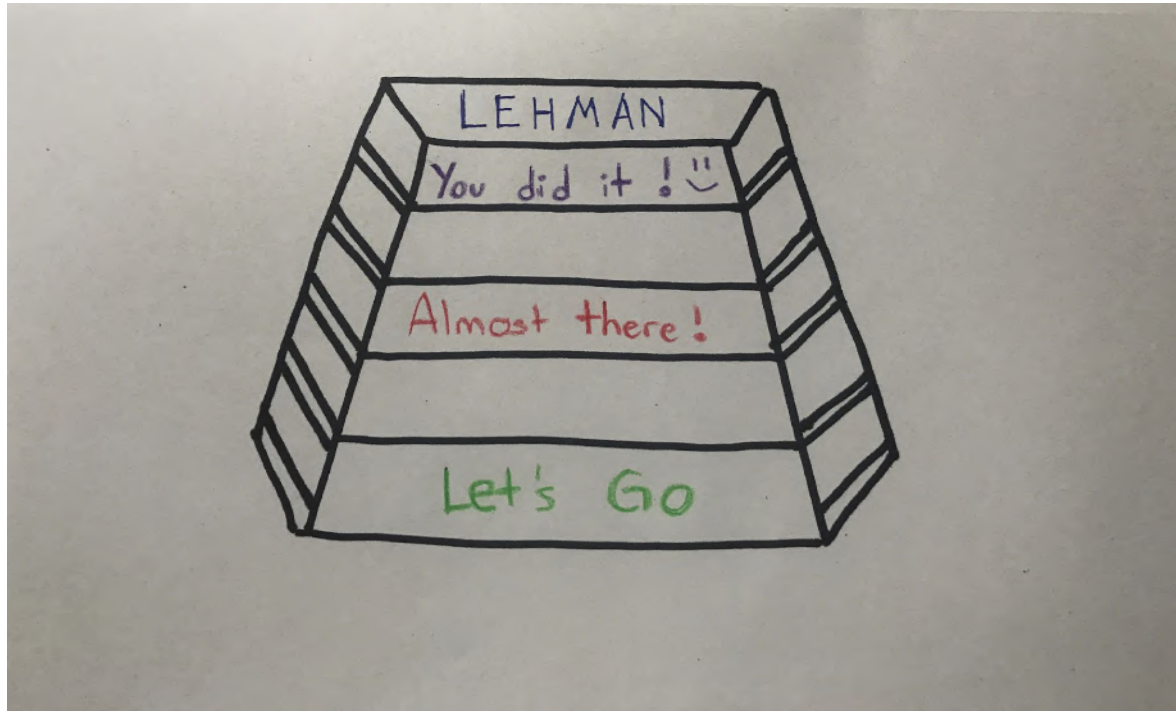
Have a Physical Activity class.



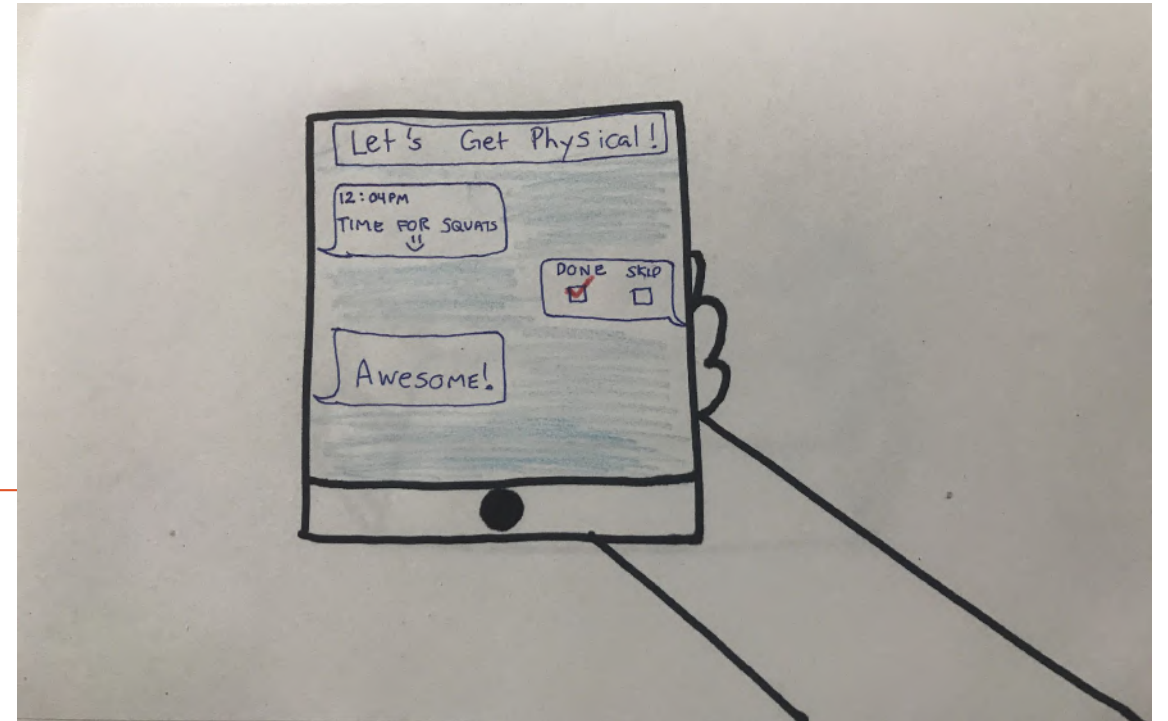
Work with the Apex



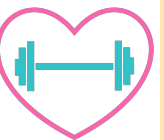
PROBABLE SOLUTIONS



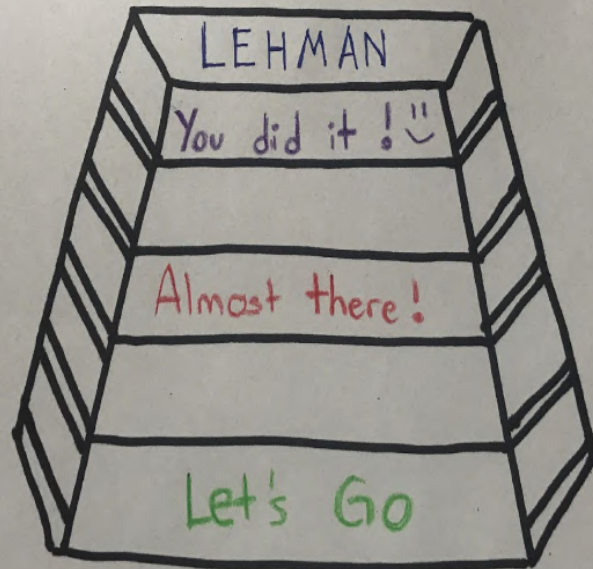
Motivational Stair Quotes



Messaging App

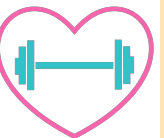


BEST NUDGE SOLUTION



Motivational Stairs: (Tested)*

Motivational quotes will be placed on the stairs to help motivate students to take stairs and brighten up their day.



MAKING OF THE SOLUTION

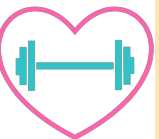


TESTING LOCATIONS

CARMEN HALL



MUSIC BUILDING



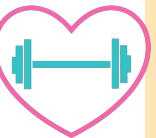
LET'S GET PHYSICAL MESSENGER APP

(Solution Not
Tested)*

**Do you ever wish you
can be more physically
active?**

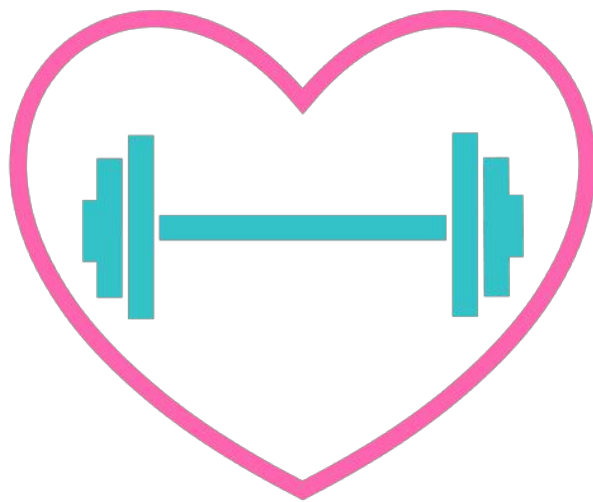
PROJECT VIDEO

LET'S GET PHYSICAL
LEH 100 37FY



HOW WILL IT MAKE A DIFFERENCE

- Our project made students and faculty aware of the importance of physical fitness and how simple actions such as taking stairs is a gateway to a healthy lifestyle.
- The motivational quotes on the stairs were appealing for students and faculty to take the stairs more often.



THANK YOU !!