

COLLEGE & WELLBEING

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THE TEAM .



We may not know what we're doing yet, but this area of the slide felt a bit empty without this completely useless chunk of text.

I guess we are a very international team, hailing from Australia, Spain, Colombia, and Argentina.



Tomás Cortes



Lucy Zimmerman



Francesca Bottazini



Eduardo Moreno

**WHAT CAN WE UNDERSTAND
BEST? WHAT'S IMPORTANT
TO US?...**

**THE RELATIONSHIP
BETWEEN WELLBEING &
STUDENTS.**

OUR PROBLEM DOMAIN

NEEDFINDING

METHODOLOGY

Why were they chosen? Why are they appropriate?
How were they chosen?

HOW WE DID IT:

- ▶ Four different interviewees: an RA, two NYU students, a Public Safety Officer
- ▶ Approached on college campuses and discussed in-person
- ▶ Perspectives of different college students across a variety of positions including RA's, international students and more
- ▶ Perspective from a professional who has had experiences with well-being crises on college campuses

ALEX

Junior studying International Relations

RA at a freshman dorm

Her well-being is something that is very important to her



“If I had those things (exercise, doing tasks, sleeping at bed-times) and people I love, that’s all I need.”



Alex
Stanford RA, Extreme User



EMPATHY MAP FOR ALEX

SAYS

THINKS

Her parents have good principles, she should follow them
About optimizing routines
About delayed gratification vs in the moment feelings
She always needs to be productive
Movement is really important
Needs other people to help her reflect
Prioritizing others is important and enriching
Community is really important to well-being
Self-improvement is important for feeling fulfilled
Interesting work can be extremely fulfilling

Pride Loved Drive
Connected to People Peaceful
Fulfilled Need to be productive
In control People are disingenuous
Lots of endorphins after movement
Responsibility for people under her

She can't do things consistently she isn't good at
People don't find or take steps to the answers to their problems
She is very stable → Anxiety traces back to 6th grade, no longer there
She says how fulfilling putting people before herself is, but still prioritizes herself and misses out sometimes
Wants to be more reflective but need to keep "progressing"
Architecture is critical to creating community spaces
Everything in modernation (contradicts her saying she is addicted to running)
Hard to find community centers on campus
Honesty and communication important in relationships
When out of social battery goes to read

Searches for less order in relationships
Gets happiness from working (at night)
Maintains a lot of physical well-being but not as many mental habits
Experimented a lot with her routine
Unconventional 'rest', 'relaxation' habits
Very balanced diet
Maintain close & fulfilling relationships
Maintain neatness in room
Maintain daily routine
Uses social media and then quits out of it

FEELS

DOES



Empathy Map for Alex

SAYS

AT A GLANCE:

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Empathy Map for Alex

FEELS



AT A GLANCE:

Pride

Loved

Drive

Connected to People

Peaceful

Fulfilled

Need to be productive

In control

People are disingenuous

Lots of endorphins after movement

Responsibility for people under her

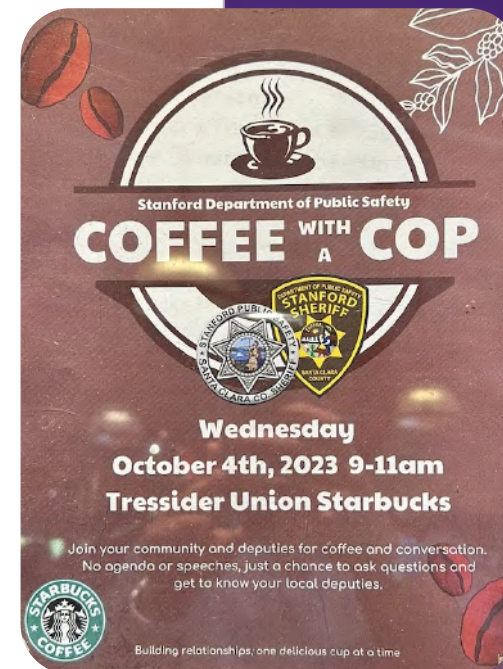
MICHAEL

A sergeant and public safety officer

Has participated in various training and seminars surrounding mental health

An **'expert user'** as he brings his professional experiences

Has children in college



“Don’t think about right now, and think about a year and 10 years down the road. Focus on your end goal. Think: I need to get through this class and this day to get to the end goal.”

Michael
Stanford Public Safety Officer, Expert User



EMPATHY MAP FOR MICHAEL

SAYS

Well-being is about maintaining relationships with good people and attracting the right crowd

There isn't enough knowledge and awareness about the resources available for well-being and safety on campus

You don't really know how well you get along with someone until you live with them; daughter had a lot of issues with roommates

College campus has a lot of temptation for kids falling into the wrong crowd or bad habits

There should be less academic stress for college students and kids should have mandatory decompression time

His job inspires him to be a good person off-duty

Avoids people who are "poisonous" to him

Has raised his kids with the idea of who belongs to the right crowd or not

Even when off duty tries to be an ideal citizen

Learns about mental health and well-being for his professional responsibilities

DOES

THINKS

One should get in trouble and treat others as you want to be treated

College campuses can improve student's wellbeing by reducing academic pressure

College is where kids figure out a lot of their principles and routines by themselves (very formative)

Parents can't be there for kids 100% of the time at college

College campuses have good resources for students well being

People don't reach out for help about well-being because they are in denial, are afraid of the stigma or because they are lazy and want the easiest route to help

It takes knowing your 'end-goal' to practice discipline

A lot of people are in denial of mental illness and don't realize they are sick

He has to be an outstanding citizen at all times because of his job

Satisfied with his job and lifestyle

Pride for his kids

Satisfied with his connections and relationships

FEELS



STELLA

lives in NYU

Strong and meaningful relationships

Personal and external care = internal care

School is a challenge to her well-being



"Exchanging thoughts can make me feel better and remind myself that I am not alone and that there are others who understand exactly what I'm going through"



Stella
NYU Student



EMPATHY MAP FOR STELLA

SAYS

She doesn't prioritize well being enough compared to school work, even though she recognizes it is a need, she treats it as a luxury

She always shares her feelings in order to release these emotions

Wants to make sure she can focus on what she really wants from her professional life instead of basing her decisions on other's expectations

She says that drugs were taboo back home, and less common, while in new york she has more exposure to it, and has noticed how prominent it is among her age group

She says that calling her family relaxes her, and that having strong connections with family members where she can be open about her feelings have allowed her to be open to other people

That it's easier to regain a physical activity, socialization, or academic routine than a mental health wellbeing routine

Says that she makes friendships with people who share her background

Says it's important to be open to new friendships

Says that help and therapy resources should be personalized to specific groups, so that those giving help have shared experiences with those seeking help

Says she has shifted her perspective on wellbeing from a scripted idea of what wellbeing looks like (e.g. eating a certain way, sleeping a certain number of hours) to listening to what she feels she needs

Chooses to prioritize work over her wellbeing habits

Makes a clear effort to prevent situations that create stress, and has clear mechanisms to regain emotional stability

Lives with her close friends

Calls her family when she is stressed

Spends a lot of time with the same people, from similar backgrounds, and frequents groups where she knows most people or knows they are part of her circle of friends

Focuses on taking care of her body in different ways for well being, including going to the hair salon, eating healthy, having a skin care routine

Well being activities that promote her physical (exercising) as well as mental health (journaling)

Gives her body what she feels she needs in a specific moment (for example, extra sleep when she is tired, an "unhealthy meal" when she feels like she needs comfort food)

THINKS

She thinks that giving wellbeing equal importance to schoolwork and other compromises is easier said than done, and that recognizing it is equally as important doesn't ensure you act in line with this principle in your daily actions

She thinks it may be harder to remember to choose what she wants to do over other's expectations and better pay as she leaves college and begins her professional career

She thinks that normalizing drug use and being exposed to it increases use compared and that an environment where drugs are seen as taboo disincentivizes people from using

That when her mind deteriorates she isn't in control of her actions and therefore can't make the changes that she would need to feel better in the same way that when another aspect of her life could be improved and her mind is stable so she can make the necessary changes

She wouldn't like to share her feelings, thoughts and experiences with someone that hasn't had similar experiences as she thinks they wouldn't be able to understand her

Thinks that taking care of her body in little ways has broader implications than the direct result/physical effect of the action

Your body tells you what it needs, and the best way to feel well is to listen to your body's needs and give it what it needs in that moment

Moving away from home is very difficult, and it was harder than she thought it would be

Feels supported, and like she has network of people she can be open with and will accept her no matter what

Feels close to her family, and unconditionally loved by her family members

She feels very connected to her culture/background

Confident that she has tools to maintain good mental health and distress when she needs to

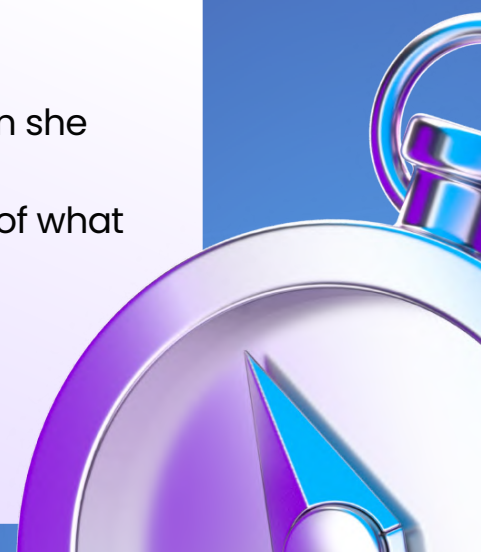
In tune with her instincts and unconstrained by mainstream/prescriptive ideas of what wellbeing means

Misses home

In control of her own wellbeing

Proud of her ability to overcome challenges and grow from them

FEELS



DOES

Try Pitch

SOFÍA

NYU Stern

involved in numerous clubs and
extracurricular activities

exercise isn't just about physical fitness;
it's her anchor

dedication to her well-being



*"Exercising as if were still
competing helps me focus
throughout my day and release
stress"*

Sofia
Student at NYU



KEY LEARNINGS



**ALWAYS BE
CONNECTING**

- ❑ Academic pressure can compromise well-being
- ❑ Self-discipline is needed in maintaining well-being
- ❑ College is an opportunity for students to figure out their own well-being
- ❑ Community and deep connections matter
- ❑ College is an environment filled with temptations
- ❑ Someone's background plays a role
- ❑ Routines and consistency are important
- ❑ Well-being is unique to each individual
- ❑ Resources exist

WHAT'S NEXT



**Distill the
category of
well-being to
focus on...**



**Build an
experience
prototype**



Make millions...
and help millions of college
students



Thank you for your attention

Please don't email us.

✉ wedonthaveacompany@legitwebsite.com



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