RESEARCH
INTERVIEWS, BRAINSTORMING, INSPIRATION
PROBLEM STATEMENT

COLLEGE AGED STUDENTS IN THE US ARE LIVING A MONOTONOUS LIFESTYLE CAUSING THEM TO BECOME BORED, STRESSED, FRUSTRATED, OR UNPRODUCTIVE
Interview Synopsis
Name: Lauren Evans, M.S.
Professional Title: Psychology Intern

- In your opinion, what are the most significant things that factor into stress?
Two major elements that are important to consider with stress are the source of the stress and the amount of stress a person has accumulated. Stress is not only normal, it's healthy. It helps motivate people to behave in certain ways and to be able to stay focused on tasks. However, when too much stress is present, that's when feelings of overwhelm and fear take over and a person loses the ability to function properly.

- How often do patients come to you with “stress” as their biggest concern?
Very often. In fact, stress is a client’s main concern probably once a day, at least.

- What kind of access do you have at Miami to stress relief activities?
Almost any activity can be a stress relief activity if you enjoy it. Exercise, eating with friends, watching Netflix, listening to music, etc. Stress relief doesn't have to be a structured activity, such as a yoga class or meditation. However, the Student Counseling Service does offer Stress and Anxiety Management Workshops and Mindful Yoga for free and they are open to all Miami-Oxford campus students.

- What is the best stress relief advice you've heard/seen/received?
Do at least one thing to take care of yourself every day.

- Where did you get the advice from?
In graduate school, there is always something that needs to be done and not enough hours in the day to do it. Professors stressed to us that self care is crucial to function, and to make sure we make ourselves a priority.

Research Key Points
Online
- Stress can lead to heart disease, high blood pressure, chest pain and irregular heart beat and is linked to the 6 leading causes of death.
- Stress is caused by location, jobs, surroundings, etc.
- Stress accounts for 30% of infertility problems
- Stress can be reduced by laughing, dark chocolate, exercise, deep breathing, and music.

Research Key Points
Observations
- Causes people to become short tempered
- Tends to be caused by expectations
- Made by self or others
- Venting seems to help
- Caused by being overloaded
- Work, School, Extra - Curriculars, Social Life, etc.
My initial focus on student stress led me to discover remedies for such an issue. Through my research and interviews I was able to adjust my focal topic towards one specific element of stress, living in a rut. If you teach students (or young adults) to interrupt their monotonous lifestyles, overall happiness and productivity increases while stress and frustration decrease.
INITIAL CONCEPTS

#DFY_DOFORYOU, FYC – FIND YOUR COLOR, DFY – DO FOR YOU
My first concept, was a social media focused hashtag campaign. If I could get people talking about the movement and posting progress to social networks, the chance of growth and success would be much higher. I designed stickers and water bottles to get the word out, and set up campaign pages for easy access.
My second concept focused on how to add color to your black and white lifestyle. This was perfect for those who realized their lives were boring, and wanted help in adding some spice, some color. This idea helped literally add color to your life with markers and color changing giveaways. Figurative color was added through an app as you completed new tasks.
Did you find your color today?

Search activity

favorites

<table>
<thead>
<tr>
<th>Knitting</th>
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<tbody>
<tr>
<td>Home cooked dinner</td>
</tr>
<tr>
<td>Running</td>
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<tr>
<td>Dance lessons</td>
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<tr>
<td>Watched a new movie</td>
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</table>

CONGRATS! YOU ADDED SOME COLOR TO YOUR LIFE THREE TIMES THIS WEEK!

COLOR ME CRAZY!
YOU DID IT! NOW IT'S TIME TO ADD SOME COLOR FOR REAL! TRY A COLOR RUN!

ACCEPT    DECLINE
My third concept was DFY, defy, do for you. Defy the norm, and make yourself a priority. This idea is built around the idea of dares. If someone dares you to do something, or gives you permission, then you are more likely to do it. This campaign gives every monotonous lifestyle an excuse to start something new or rediscover an old love.
FINAL CONCEPT

DFY – DO FOR YOU, LOGO IDEATION, DESIGN EXECUTION
My final concept is a variation on the third concept of DFY DO FOR YOU. With a more cohesive design, this campaign grabs you from the promotional stickers to the interactive scratch off cards. The calendar allows you to keep track of your DFY’s on a monthly basis, while the mobile app will encourage you to rid of your rut one activity at a time.
I DARE YOU...

...TO MAKE DINNER FROM SCRATCH. COOK UP A THREE COURSE MEAL AND INVITE A FRIEND TO BE THE TASTETESTER.

NEAREST SUPERMARKETS

KROGER
Tollgate Shopping Mall
300 S Locust St
Oxford, OH 45056 United States

WALMART SUPERCENTER
5720 College Corner Pike
Oxford, OH 45056

ACCEPT
DECLINE

GOT IT!
AND DARE
2015 CALENDAR

#DFY_DOFORYOU
January

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>MAKE A MIX CD. REMEMBER THOSE?</td>
<td>5</td>
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<td>30</td>
<td>31</td>
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</tbody>
</table>

- Go home tonight and bake something yummy. It's been too long since you did it.
- WEDNESDAYS are your day this month. EXPLORE WEDNESDAY WITH JUST FOR YOURSELF. MAKE TIME TO FOCUS ON YOU OR CROSS SOMETHING OFF THAT OLD-BUCKET LIST.
- Make sure you hit the gym today. JANUARY have you kept up with your new year’s resolution? Make sure you hit the gym.
- Finally back into the groove of things. STRESSED OUT? TRY MEDITATING.
- Grab a group of friends and go to a karaoke bar this weekend! OR A BAR WITH KARAOKE NIGHT! SING YOUR HEART OUT.
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TESTING
SINGLE BLIND STUDY, 23 STUDENTS
Phase 1: Record your schedule every day for 14 days, two weeks. This is where students realized how monotonous and repetitive their lifestyles really were. 2 schedules of the 23 collected.
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/9/2015</td>
<td>bed at 3:30am woke up at 8:30gym from 9 to 9:30 worked on senior thesis then had breakfast/lunch around 11:30</td>
</tr>
<tr>
<td>2/10/2015</td>
<td>wake up 7:45a class at 10 study for comps at 12 and lunch nap 2 hrs dinner 5:30 library study from</td>
</tr>
<tr>
<td>2/11/2015</td>
<td>bed at 3:30 wake up at 8:30 gym at 9 to 9:30 breakfast study class at 1 mailroom</td>
</tr>
<tr>
<td>2/12/2015</td>
<td>wake up at 9 class at 10 hmwk lunch Nami meeting study dinner</td>
</tr>
<tr>
<td>2/13/2015</td>
<td>wake up at 8:30 gym shower breakfast class at 1 lunch study</td>
</tr>
<tr>
<td>2/14/2015</td>
<td>wake up at 7:30 comps test at 8:30 to 12:30 to lunch for margaritas drive to Cincinnati Drink at bars</td>
</tr>
<tr>
<td>2/15/2015</td>
<td>wake up at 9:30 breakfast drive back to school hmwk shower nap</td>
</tr>
<tr>
<td>2/16/2015</td>
<td>snow day wake up at 12 hmwk watch movies meeting for slam poetry more hmwk</td>
</tr>
<tr>
<td>2/17/2015</td>
<td>another snow day wake up at 9:30 poetry meeting again hmwk in house meeting shower</td>
</tr>
<tr>
<td>2/18/2015</td>
<td>first class cancel wake up at 9:30 hmwk netflix class at 1 nap more hmwk</td>
</tr>
<tr>
<td>2/19/2015</td>
<td>class at 10 wake up at 9:15 lunch hmwk nap meeting at 7 for nami</td>
</tr>
<tr>
<td>2/20/2015</td>
<td>no classes wake up 10:30 lunch cvs packing drive to Indy airport</td>
</tr>
<tr>
<td>Date</td>
<td>Activity</td>
</tr>
<tr>
<td>2/9/2015</td>
<td>then class at 1 back to room for hmwk</td>
</tr>
<tr>
<td>2/10/2015</td>
<td>7 to 11 meeting after study til 3 am</td>
</tr>
<tr>
<td>2/11/2015</td>
<td>nap study GSA meeting sorority bylaws committee meeting circle k for food study</td>
</tr>
<tr>
<td>2/12/2015</td>
<td>study bed</td>
</tr>
<tr>
<td>2/13/2015</td>
<td>nap dinner study bed</td>
</tr>
<tr>
<td>2/14/2015</td>
<td>bed</td>
</tr>
<tr>
<td>2/15/2015</td>
<td>dinner bed</td>
</tr>
<tr>
<td>2/16/2015</td>
<td>dinner more movies bed</td>
</tr>
<tr>
<td>2/17/2015</td>
<td>hmwk bed</td>
</tr>
<tr>
<td>2/18/2015</td>
<td>dinner</td>
</tr>
<tr>
<td>2/19/2015</td>
<td>meeting with fri dinner Walmart shower at 3 am bed</td>
</tr>
<tr>
<td>2/20/2015</td>
<td>to costa rica!</td>
</tr>
</tbody>
</table>
Phase 2: Do something new every day for 21 days. It takes 21 days to develop a habit. I am trying to help students to mix up their lifestyles. In this phase, students were asked to post to social media sharing their progress and interesting DFY's. Participants began to interact with and encourage each other throughout their journeys.
Seeing the Phantom of the Opera tonight! I don’t care I’m going solo I’m just excited to go!!

Participated in my first actual slam competition today! Great experience with Young Chicago Authors at Louder Than A Bomb

I spent my day pouring Bordeaux at the Cincinnati International Wine Festival #CIWF25 🍷 вкусно

Paid for a fellow Sorority sisters dues payment today because she could not afford it and I wanted her to be happy

today i did some research and was able to trace my family back more than 10 generations to germany, ireland, and france!! i love learning about my...
I started and interesting chain of events on our campus wide email tonight. I am very proud. They are calling it #seaturtles2015 its a movement. Be proud lol

Finally picked up my guitar again and learned a new song on it!

Reading before bed instead of watching a bit of TV

Got the courage to write down how I felt and talk through some misgivings with my roommate.
It's a two for one day, just made this scarf all on my own and I just learned how to do it via youtube this afternoon. Go me!

Had my first bartending shift last night! It was a lot of fun!

Took the opportunity today to write all the letters I have been meaning to send to my imaginary friends 😊 if you have tangible friends I bet they would love getting a letter from you.
Finally went on a run today for the first time in a long time! One step closer to being ready for a color run.

Phase 3: Set a long term goal for yourself. Pick up something that you lost sight of doing, go on that trip you’ve always wanted to go on. I challenged the participants to work towards a goal for three weeks. Some picked up old habits, some found new loves. Either way, they made themselves a priority for at least three full weeks, another 21 days, another habit.
nothing besides reading relaxes me more than painting. sorry it took so long @asiastewart!! it still has a few things that need to be fixed but i...

So last night I budgeted out all of my expenses and whatnot so I can be a responsible adult! It helps put everything in perspective when it comes to spending. yay do for you

pie eating champ on pi day. jk this ribbon got me through a 7 mile run! #dedication #training #dfy_doforyou
Participant Quotes

I learned that my life was pretty boring the first few weeks and I didn’t really dedicate any time to myself.

I learned that life is more fun when you do things on the fly.

I learned to get excited for trying new things everyday.

I obviously knew that I studied a lot, but it was a little depressing to see just how many times I wrote that down.

I learned that my life is boring (lol). I do a lot of the same things everyday: watch Netflix, workout, read, etc.

I became self-conscious that I was being a robot.

I had an excuse/opportunity to do it so with a little reminder of how much I love to read and paint I’ve been doing it more often.

A cup of tea to unwind after work or in the afternoon was really great.

My favorite do for you activity was sitting quietly and breathing, which I have made time for everyday.

I have been working out every day and running every day.

If I try something new every day I’d become a pretty well rounded person.

It’s nice to have to force yourself out of your comfort zone.

I began making lists of “to dos” and worked on completing one everyday. It truly helped to reduce stress and clutter of mind.
Conclusions

Lame, Sad, or Robotic feeling after seeing their schedule written out

Some made it a solo activity, others got friends involved. Friends sometimes proved to be more excited.

Some found new hobbies, others rediscovered something they used to love.

Long term goals have been kept up with or completed by most

Overall, positive feedback. Most plan on continuing DFY activities on a regular basis (maybe not daily)
SUCCESS STATEMENT

COLLEGE AGED STUDENTS IN THE US WILL BE MORE WILLING TO TRY NEW THINGS, OR DISRUPT THEIR LIVES, ACTUALLY CAUSING THEM TO BECOME LESS STRESSED AND MORE PRODUCTIVE.