

PROBLEM STATEMENT

Our problem is to find ways to promote and sustain healthier behaviors among college students, with the goal of enhancing their overall well-being and quality of life.

MARKET ANALYSIS

The target market for this program would be college students of all ages and backgrounds.

College students are often in a transitional phase of their lives, facing new challenges such as living independently and adjusting to the demands of academic life. They are also more likely to engage in risky behaviors, such as excessive drinking, drug use, and lack of exercise, which can negatively impact their physical and mental health. College students are a unique demographic because they are generally open to new experiences and ideas, and are at a stage in their lives where they are still forming habits that will shape their future.

Some students, especially first-year students, are put in a tough situation when they go off to college and have to start taking care of themselves for the first time after living with parents who provided for them. Many of these students are adapting to new lifestyles and transitioning from teenagers to young adults, and can struggle to understand how their age and eating and activity behaviors can affect them. According to the American Institute of Stress, eight out of ten college students regularly experience stress (Heckman). Students tend to struggle in different areas, such as saving money, managing stress, maintaining mental health, and adopting healthy eating and physical activity habits. If students adopt unhealthy habits, they may carry these habits for the rest of their college career and beyond.

The target demographic is young adults aged 18-25. Although students have the hardest time with scheduling. When young adults are on their own and forced to craft their own healthy lifestyle, it can be challenging for them to do it alone. This is where we come in. Instead of spending hours researching and subscribing to newsletters, we supply all the information you need to meet your goals.

FINANCIAL PROJECTIONS

There are three main ways that we will acquire revenue, premium version of the app, add-ins and sponsors. Our target demographic is college students but since adults will also be using the app, we think that the revenue streams for each will be different. We estimate there to be at least 50,000 users within the first year of launch. For the premium version we were looking to charge around \$8 and we think the majority of that revenue will come from adults. We estimate around 10% of users will try the premium version so this would be around \$40,000. For the various add-ins, you can spend up to \$5 on customization and other various profile enhancements. We estimate 4% of users to capitalize on this leading to an estimate around \$10,000. For sponsors we estimate to pull in an extra \$15,000 leading to a projection of \$65,000 for the first year. This is just a rough estimate and we are anticipating wiggle room with these numbers.

DIVERSITY AND GLOBAL IMPLICATIONS

The problem of helping college students adopt and sustain healthier habits has global implications, as college students around the world face similar challenges related to physical and mental health. However, the needs of diverse and global populations may differ, depending on

cultural and societal norms. For example, college students from certain cultures may prioritize communal dining experiences, which can make it difficult to maintain healthy eating habits on an individual level. Additionally, students from low-income backgrounds may have limited access to healthy food options, making it difficult to adopt a healthy diet. To address these diverse needs, programs aimed at promoting healthier habits among college students should be culturally sensitive and tailored to the specific needs of different populations. Furthermore, these programs should aim to educate college students on the importance of healthy habits, regardless of their cultural background or socioeconomic status.

Students value a culturally diverse environment, and schools and institutions that appreciate and emphasize diversity reflect this in their mission statements. When people of different backgrounds, races, or sexual orientations feel welcomed and included, studies have shown that they perform better and lead healthier lifestyles. By emphasizing the importance of diversity, institutions can build a sense of trust and support among their students. According to Levine, "incorporating culturally diverse perspectives into school activities and presenting students with racially diverse examples of successful students improves the sense of belonging and academic performance of students of color." (qtd. in Levine). When universities highlight and embrace minority groups, students are encouraged to follow successful and healthy examples and are able to perform better academically.

In contrast, discrimination towards minority groups can harm the mental health, experiences, and overall health of young students who are entering a new environment. As Levine notes, "In settings in which people of color encounter discrimination, exclusion, and underrepresentation,

and further, in which others fail to understand and acknowledge the role that race plays in shaping people's experiences and life outcomes, people of color are more alienated, less motivated, less successful, and lower in psychological well-being." (qtd. in Levine). Therefore, it is crucial for institutions to create an inclusive and supportive environment for all students, regardless of their cultural background or socioeconomic status. We want to make sure all students at Texas State feel included and have resources that align to their specific needs.

COMPETITION

There are several resources already available for students that target different needs. One of the most popular apps, Habitica, offers an interactive and fun experience for users to implement new habits and increase productivity. Users are able to create goals and objectives they want to achieve, and the app uses a reward-point system by using in-game features to battle monsters, buy pets, armor and more as a motivator. Habitica's main target audience are people that are looking to improve their lifestyle, whether work or school related and have an interest in RPG games.

Another resource that aligns better with our target audience is HealthyCats Peer Education, an organization offered by Texas State University. This organization promotes education for Texas State students on health and wellness. Their main goal is to increase awareness and improve student's knowledge on topics such as alcohol and drug use, stress, mental health and nutrition. HealthyCats Peer Education offers weekly meetings, presentations, and community outreach for all Texas State students to join and participate in.

There are several other apps that can help students track their individual goals like sleeping patterns, meals and workouts such as, Sleep Cycle, MyFitnessPal and FitOn. These are great resources to have if students are looking to improve specific areas in their lifestyle, but having to find specific apps for every need can become overwhelming.

POTENTIAL SOLUTIONS

We want to help students be able to implement healthy habits and be able to sustain them by creating a web app that combines features like generating healthy meal ideas, sleep tracking, budget guidance, and activity tracking. The app will allow students to have a personalized experience and will keep them engaged by allowing students to share their progress and earn rewards to encourage them to adopt healthier habits.

A part of this personalized experience will include a feature that allows you to input all of your information such as weight, height, budget, and generates a list of goals based on your details. It curates a diet and workout plan if necessary and suggests informative content to help you achieve your goals. It also recognizes when you are asleep and recommends bedtime and wake-up alarms. This app can assist you in achieving your goals, whatever they may be, but it is ultimately up to you to put in the work to achieve them.

In addition to an all-in-one app, designing a social media platform that tracks and shares progress towards a healthier lifestyle with friends would complement the app. The platform can facilitate users to share their accomplishments and progress with others, inspiring them and creating healthy competition.

MARKETING STRATEGIES

Our main target audience will be students from all majors, ranging from 18-25 years old. The best way to reach our audience will be promoting our app and raising awareness through Texas State's social media, BobCat Preview Day, other student orientations, and the Texas State Counseling Center.

According to recent studies conducted by Heather Dretsch, an assistant professor of marketing at North Carolina State University, 90% of gen Z and millennials use Instagram daily, whereas only 41% use Facebook. Based on this research and our target demographic, we would like to focus on Texas State's Instagram accounts to promote our app. The four main accounts we would prioritize are the main Texas State University account, Bobcat Day & Bobcat Preview & the Texas State CARE Center in order to raise awareness. By using a referral program, we can encourage students at Texas State to download our app, create an account, and share the app with their friends. As a reward, they will receive a 25% discount on their first-year premium account. To connect with first-year students, we will set up a booth at events such as Bobcat Preview and Bobcat Day. Our goal is to raise awareness about our product and how it can benefit students. We will also offer our referral program at these events to reach a wider audience.

Since our main goal is to help students live and sustain a healthier lifestyle, the counseling center at Texas State would be another resource we would use to reach our target audience. We would raise awareness by creating flyers that can be accessed at the counseling center as well as attending events to connect with students and promote our app.

LIMITATIONS

We believe this web app will be beneficial to students at Texas State and will allow them to improve their lifestyle, but there are some concerns that might limit our app development. A unique feature will be to let students input personal information for the app to curate and generate informative content that will help students achieve their goals. This is a privacy and security concern because we need to make sure our app processes and safely stores sensitive data in order to comply with HIPAA regulations. We may also face some technical challenges due to the type of data and information we want to provide for students. We'll need to make sure we're collaborating with the right set of professionals to provide the most accurate and reliable information regarding health and finance.

Lastly, user adoption will be another challenge as we work to provide the best user experience by refining our marketing strategies to connect and receive feedback from students. Regardless of the limitations, students will be able to consistently work and refine the app by contributing to it, which will open room for improvement, innovation and engagement.

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WellBe

How might we assist college students
in living healthier, sustainable
lifestyles?



Problem Statement

College students often find it challenging to maintain a healthy lifestyle due to the competing demands of college life, making it difficult to prioritize healthy habits such as eating well and getting enough sleep. Furthermore, students may struggle with a lack of motivation and consistency in establishing healthy habits.



Market Analysis

College Students new challenge

College students are in a transitional phase, facing new challenges, and are more likely to engage in risky behaviors that can negatively impact their physical and mental health.

Students are struggling

Students tend to struggle in different areas, such as saving money, managing stress, maintaining mental health, and adopting healthy eating and physical activity habits.

Focus on First-year college students

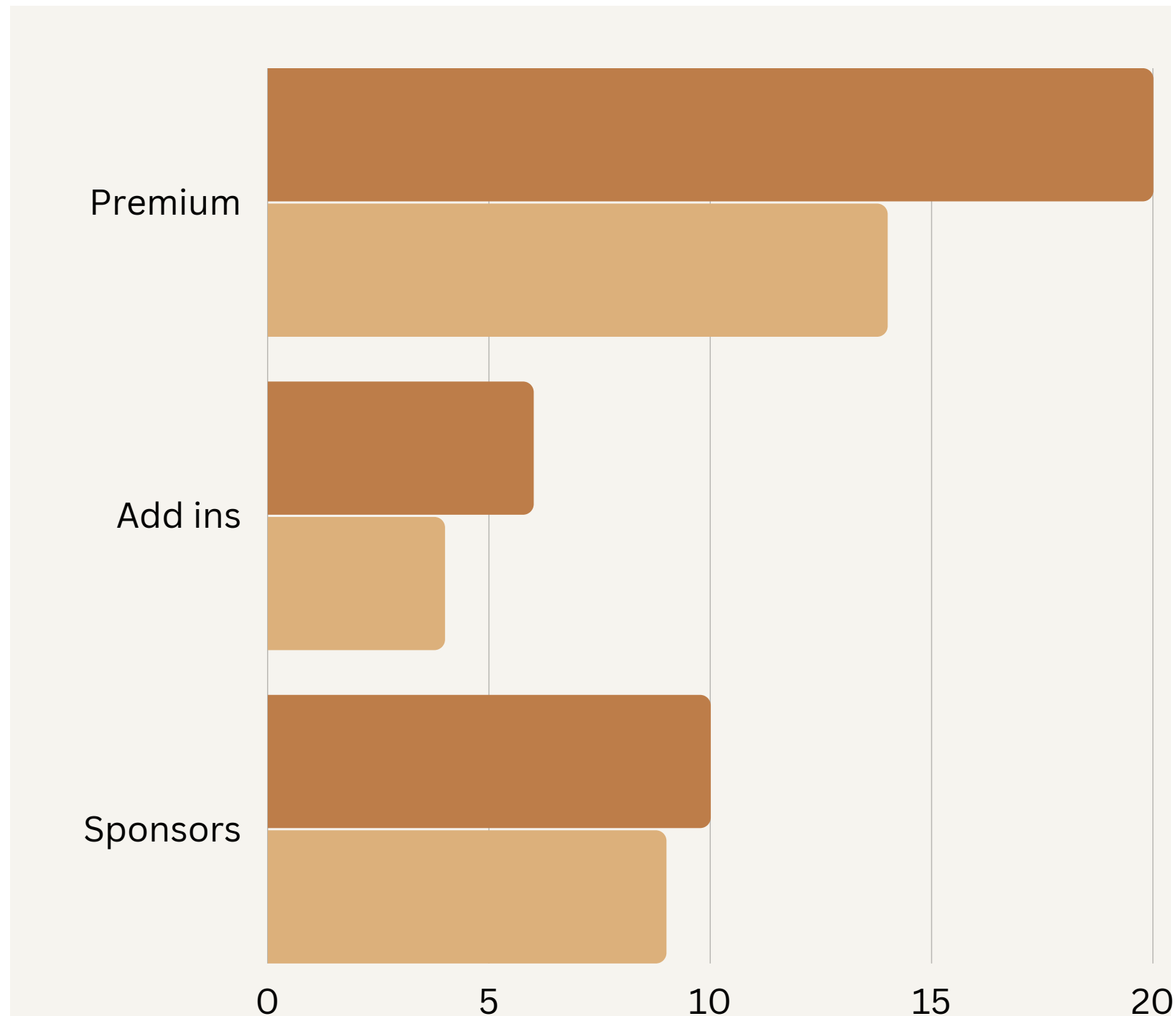
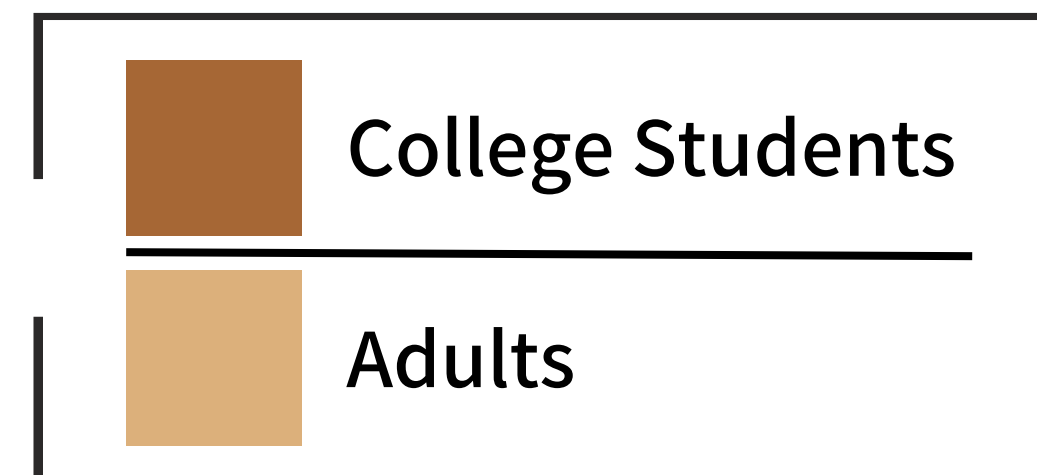
First-year college students can struggle to understand how their age and lifestyle behaviors can affect them, and eight out of ten college students regularly experience stress.

Students age 18 to 25 years old

The target demographic is young adults aged 18-25 who have a hard time scheduling and crafting their own healthy lifestyles.

Financial Projections

We expect the majority of our income to come from the Premium subscription.



Diversity and Global Implications

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people of color are
more alienated

We aim to cater to all groups of humans; we are quite a unique species and we all need different things!

College students around the world face similar challenges related to physical and mental health, but the needs of diverse populations may differ depending on cultural and societal norms. To promote healthier habits, programs should be culturally sensitive and tailored to the specific needs of different populations.

Creating a culturally diverse and inclusive environment helps build a sense of trust and support among students, leading to better academic performance and overall well-being. Discrimination towards minority groups can harm the experiences and health of students, highlighting the need for institutions to create an inclusive and supportive environment for all students regardless of cultural background or socioeconomic status.

Competition



Student Organization at Texas State that focuses on educating and promoting health and wellness for students.



habitica

Interactive task-management app designed to incorporate tasks and goals into a game with a reward-point system.

Free | Subscription - \$5/month
Group plan - \$9/month



FITON



Sleep Cycle, FitOn, & MyFitnessPal - Apps that track & curate plans for specific needs.



Potential Solutions

We want to create a platform for Texas State students to learn, track their goals, and stay motivated to adopt healthy habits and improve their lifestyle by designing a web app that will cater to their needs.

Potential Solutions

Free options for fitness

If the add ons or the premium version cost too much, the free version of the app is still a fullproof way to attain a healthy lifestyle.

Convenient

Greenbeach profiles take less than 20 minutes to set up. Once the profile is made, there is no more work on your end.



Open Blog

Open blog allows for users to share experiences and give advice to anyone who is recently joined.

One stop shop

Green beach takes care of everything you might be worried about. We take special care to adress any issue you may have.

Marketing Strategies

SOCIAL MEDIA

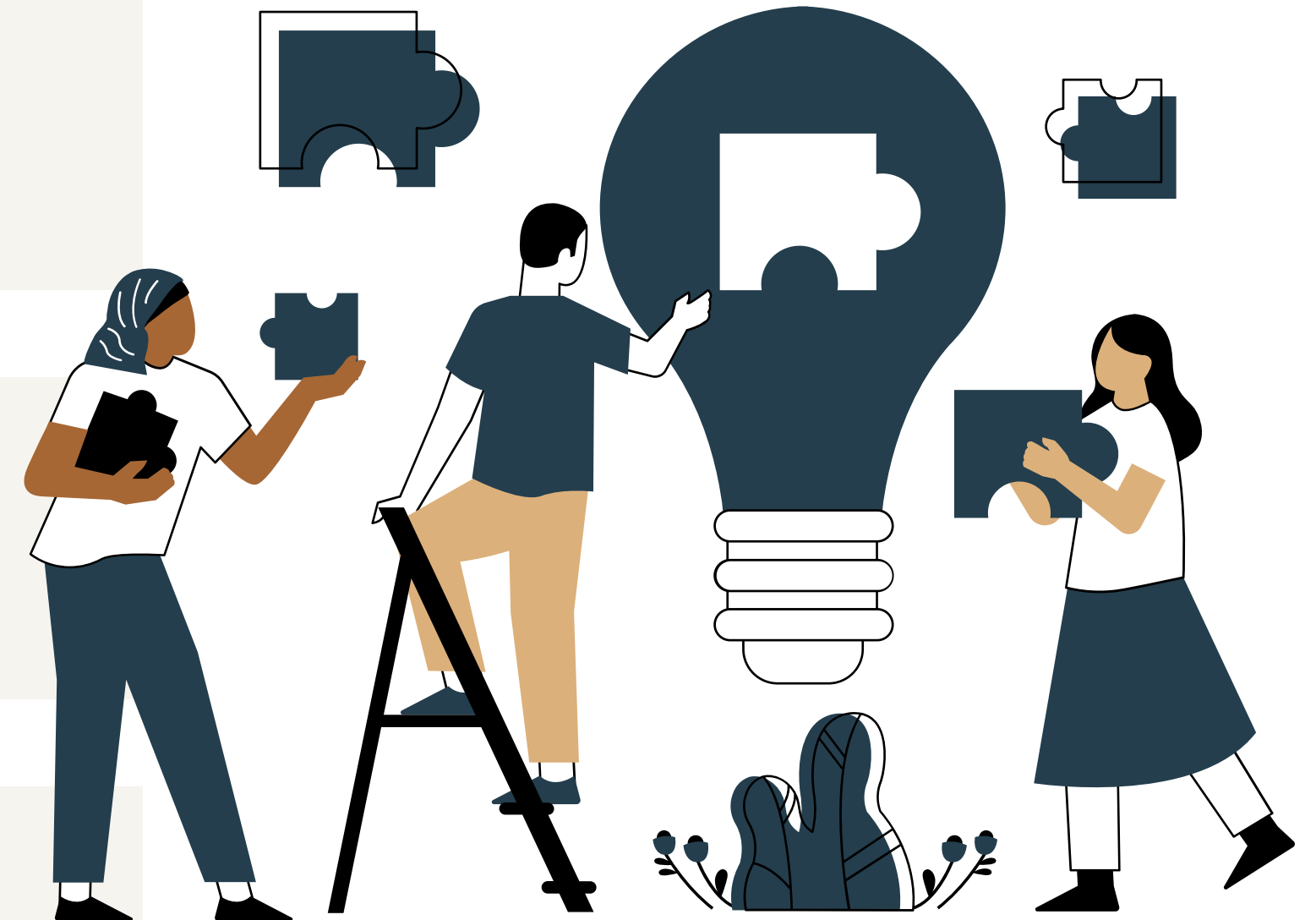
Market the program through social media showing user reviews and describing the product to the viewer.

REFERRAL PROGRAMS

We will reach our target audience by offering discounts when students create an account and refer the app to other students.

GUERRILLA MARKETING

Take steps to guerrilla market the product in person. Many people skip social media advertisements and this will be a great way to captivate an audience.



Limitations



Privacy & Security Concerns

Safely process and store sensitive data to comply with HIPAA regulations.

Technical Challenges

Obtain reliable and accurate data and information from verified professionals to build trust with audience.

User Adoption

Sharpen marketing strategies to connect with audience and receive feedback to provide the best user experience.