

FINAL DESIGN PROBLEM STATEMENT

The “**bubble effect**” is a common phenomenon on college campuses across the United States. The “bubble” generally **emerges from the insularity of college campuses** and has many different effects on student populations. One great criticism of the “bubble” has been just **how confining it makes college campuses feel**, and the effects that this has on students when combined with the other stresses manifested in college life.

While college holds many exciting opportunities, for many students, the pressures to succeed both academically and socially regularly results in stress. This **stress mixed with the often-confining nature of college campuses**, can **leave students feeling trapped** on their respective campuses and in need of some sort of break from the pressures of campus-life.

As a design team and as students at the University of Washington, a large public university, we pondered this issue, as it is something we have all felt at one point or another. We wondered that **if campuses feel confining, yet they are where the majority of student life takes place, could providing options for off-campus exploration help alleviate the stresses that the insularity of campuses creates?**

Throughout our design process we spoke with many students who relayed to us that the University District can often feel confining, as it is where a large chunk of student life is and is therefore often associated with the overwhelming pressures of work and school. As speculated, students conveyed to us this often leaves UW students feeling trapped within the campus bubble. Additionally, students discussed the **lack of easily accessible and practical options for off campus activities, as leaving campus often means partaking in costly and time-consuming activities.**

As designers and students we recognize the importance in alleviating this problem—as taking a break from the stresses of school is **vital for student wellbeing**. We additionally recognized that **University of Washington students currently lack a single resource that provides them with information regarding interesting and feasible events that occur exclusively outside of the University District**. For busy college students, **having a single resource for this information is advantageous**, as many students lack the time to search through multiple mediums and additionally are already bombarded with so many other applications and websites in their day-to-day life. Additionally, cost is a large factor for students, as many college students **lack financial flexibility**.

Utilizing this information, our application is designed specifically for UW students and will inform UW students of relevant and feasible events occurring around the Greater Seattle area. The events listed in our application will all include **UW exclusive discounts and promotions in order to encourage and facilitate students' ability to attend events outside of the University District**, as cost is a major factor in why students are dissuaded from leaving campus. Our hope is that our application will provide UW students with a break from the stresses and pressures of campus-life by informing them of feasible happenings outside of the University District, thereby allowing them **burst the campus bubble** and to *Escape UW!*