PROJECT MOVE

TEAM PRISM

PROBLEM

50,000 students = 50,000 problems

We recognize that on a campus 50,000 strong, there are 50,000 different ways students approach movement.

Our current campus resources fail provide an efficient platform to connect and educate diverse groups of students through movement.

SOLUTION

A centralized “Hub” showing a diversity of movement and healthy habits through education, accessibility, and belonging, to prove that anyone can be an athlete*.

The “Hub” creates micro-communities of students based on personalized movement archetypes along a color spectrum established by an algorithmic quiz.

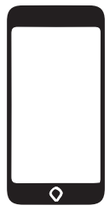
DIVERSE STUDENT POPULATION

academic major
music interest
physical ability
psychological traits

individual goals
likes/dislikes
scheduling conflicts
sports experience

extracurricular involvement
social media influence
fitness background
campus involvement

ARCHETYPES



NIKE PROJECT MOVE HUB

centralized community that provides:

- **inclusion**
- **inspiration**
- **influence**
- **inspiration**

MOVEMENT

hiking
yoga
HIIT
calisthenics

swimming
weight work
zumba
running

climbing
tai chi
biking
tennis

breathing exercises
ultimate frisbee
soccer
gymnastics

RESOURCES

nutritional expertise
human anatomy
music playlists

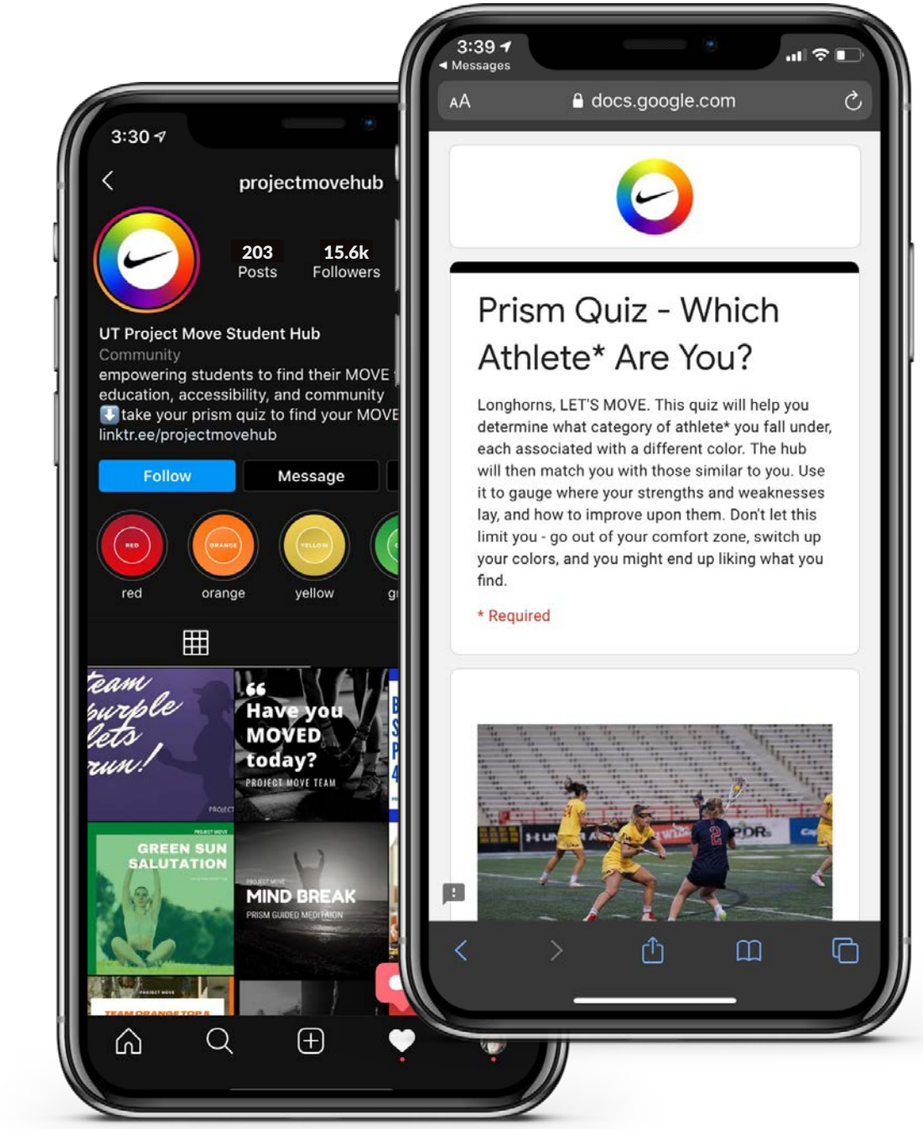
event notifications
eating habits/diets
google calendar

canvas integration
Youtube Live workshops
surveys and feedback

VIRTUAL SCENE

+ Centralized HUB

+ Archetype-determining “Prism Quiz”



PRISM QUIZ

ASHLYN KNOX
YOUR COLOR
#F49B19
Welcome to the NPM Prism Quiz Results!
You have landed within the Red Archetype, but also lean close to the Yellow Archetype. You tend to focus on individual strengths but enjoy the occasional extroverted competition. Your complementary color is Blue and you might want to try a slower-paced Yoga and Meditation course for a balance to your movements.
YOUR LINKS
Instagram - Central Nike Project Move HUB
Canvas - Class Schedule Integration
Spotify - Red Archetype Music Playlists
PERSONALITY
+ Introspective
+ Personal Physique is main motivation
+ Strong-willed
+ Courage/Bravery
MOVEMENT
+ HIIT
+ Fast-Paced Movement
+ Strength Training
+ Running
+ Individual Sports

SUCCESS METRICS

+ Micro-community engagement analytics

+ Growth in social media following

+ Post-event survey and post prototype survey

RESOURCES

(what we need)

+ Design/creative consulting for creating algorithmic quiz + social media
+ Nike trainers + nutritionists
+ UT Rec Admin (Jennifer Speer + Kerri Terry)
+ Student orgs
+ Merchandise
+ Pop-up workshop infrastructure
+ Current Nike applications (for possible integrations)

TESTING

+ **Archetype definition and organization**
    - Crowd-sourcing from communities that have established interest in PJM
    - Continuously update the algorithm and quiz that defines the archetypes

+ **Digital platform engagement and integration**
    - Trial of different platforms

+ **Using primary users as “lab rats” for potential pop-up workshops**
    + Plan to expand concept to in-person events where archetype communities come to life on UT’s campus

PHASING

PHASE 1

+ virtual implementation and awareness

+ archetype transition to micro-communities

+ digital platform development/integration

PHASE 2

+ workshop prototype

+ micro-community organization

+ digital platform development/integration

PHASE 3

+ pop-up workshop implementation

+ bring communities and archetypes together

+ possible expo?

fully virtual

possibly in-person

NEXT STEPS (like, tomorrow)

+ **Population research and user studies**
    - To really learn about the student body and implement research into the archetypes defined by the algorithm
+ **Plan communication and organize prototype micro-communities**
    - Get personal contacts involved
    - Possible outreach to other applicants
+ **Bring awareness to Project Move**

PROJECT MOVE

TEAM PRISM