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IV Jornadas Científico-Pedagógicas de Inovação e
Sustentabilidade**

Mobilidade e Circularidade: Territórios Inteligentes e Sustentáveis

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Sustentabilidade**

“Mobilidade e Circularidade: Territórios Inteligentes e Sustentáveis”

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Egg.tually – A Healthy Lifestyle Guide for Youngsters

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ABSTRACT:

The promotion of a healthy lifestyle for youngsters in higher education is needed to prevent any cronical illness development. An Instagram page, called egg.tually, attempts to be an innovative and practical solution for the healthy challenge of young generations. These social media platforms allow the active communication, interaction, and digital education of the target group. Some pages of the like focus only on specific parts of the healthy lifestyle such as the physical health or the healthy diet. Unlike these pages, our study shows that the covering of the whole problem, with subsectioning the specific problems, allows for a better educational result. In this study, the benefits of using an Instagram page were analyzed with features allowing active communication with followers with the help of queries, healthy recipes, sport exercises, product introduction, mental health, and Tuesday tips. Most of the testers found the page to be useful and well educating, and in the future, some added features and the use of other social media platforms will be used.



1. INTRODUCTION:

The busy lifestyle of youngsters in higher education influences their lifestyle choices which with time can have a big effect on their health (Villasana et al., 2020; Goodyear and Armour, 2019; Pelletier and Laska, 2012). The busy lifestyle of students can cause health issues such as mental health and obesity which are found most common. (WHO, 2021a; Hill et al., 2018). Studies of these problems showed that the busy lifestyle and the lack of motivation to improve the habits play a big factor (e.g. Marques et al., 2019). Egg.tually is an Instagram page planned to tackle these problems and to help youngsters by giving useful and quick tips on how to improve their health.

Egg.tually was founded in the context of I Living Labs running in E³UDRES² project. During a period of six weeks, up to six different universities from around Europe participate and try to solve different challenges through creating new prototypes and solutions to the needs of the regions (E³UDRES², 2021). Healthy lifestyle for youngsters in higher education was one of the topics which was tackled mostly by a group of students participating from three different countries: Austria, Hungary and Romania. Each student has different educational background covering marketing, IT sciences and food engineering. The skills and expertise of each allowed the project to become a product.

The team of learners focused on the problem statement mentioned previously and the design thinking method was used to create the project and plan each section of the prototype.

During design thinking procedure the team found a solution for improvement of the lifestyle of youngsters with the involvement of an external stakeholder, Capriovus Ltd. (Hungary). Through this cocreation process, learners found a great opportunity for problem-solving: creating an Instagram page.

The chosen prototype was the use of an Instagram page, because this platform allowed a well-organized structure and is most used from the target group (Campus Sonar, 2021). Alternative projects only focused on one specific sector of this problem and did not cover most of them (e.g. Pilař et al., 2021). The prototype includes the ToTu product line (the



product of the external stakeholder) as a healthy alternative to dairy products, egg based (Capriovus, 2021).

Egg.tually has set the mission to create a guide for youngsters in higher education and promote the necessary tips and tricks to improve everyday of a busy individual. On the contrary, most social media pages promote mostly unhealthy foods and, in addition, influencers are asked to promote fast food or junk food (Folkvord et al., 2020). The covid-19 pandemic caused several lockdowns and youngsters were forced to study online which did not promote the motivation to start eating healthy, focus on a healthy mind and do regular sport (WHO, 2021b).

Egg.tually is a unified designed solution to promote the health of the individual that offers healthy recipes, quick sport exercises, and tips for mental health. During the pandemic some sport challenges arose, such as #see10do10 push up or campaigns of big sportswear companies such as Nike with #livingroomcup and #playinside (Pennmedicine, 2021; Nike, 2020). The creation of new challenges allows the users to do sport exercises and enjoy the competition feeling of these tasks. Egg.tually also focuses on mental health of youngsters. The mental health aspect is often not talked about, and some awareness communication is important for a healthy lifestyle. Small tips and tricks allow the user to improve habits which lead to a healthier mind.

2. CASE DEVELOPMENT:

The present project started during E³UDRES² I Living Labs. These labs last six weeks and contain topics for students of different nationalities and educational backgrounds, in which they can get started with a challenge. This challenge is a complex problem of an entrepreneur, organization, non-profit organization or local government for which there is no ready-made solution and whose solution has a positive effect on the region. Getting started in an E³UDRES² I Living Lab, students can develop their *future skills*. These are competences that offer significant added value on the labor market, such as analytical and problem-solving thinking, creatively dealing with obstacles, learning to deal with



uncertainties, being able to adapt to an ever-changing reality. This lab is a modern way of learning, it connects people internationally, and helps creating smart and sustainable regions.

The reason why we have chosen to take part in "Healthy Lifestyles for Youngsters" I Living Lab, is that all of us want to maintain our healthy lifestyles by doing more sport, eat healthy food and take care of our mental health. Also, we wanted to study in a different educational way, with mentors, not teachers, to make connections with students around Europe, to try something new and to step out of our comfort zone. The main challenge of this lab was to find practical solutions to healthy lifestyles for youngsters. To reach this goal, our I Living Lab was focused on innovative opportunities for young people in the following wellbeing dimensions: nutrition, physical activities, and mental health issues.

In the beginning of this I Living Lab we were introduced to the "Six Thinking Hats" concept. This is a way of investigating an issue from a variety of perspectives, but in a clear, conflict-free way. It can be used by individuals or groups to move outside their usual ways of thinking, try out different approaches and think constructively about how to move forward. This are the six hats:

- The Blue Hat is "the Conductor's Hat". When you or your team are in blue hat mode, you focus on controlling your thinking and managing the decision-making process. You have an agenda, ask for summaries and reach conclusions.
- The Green Hat is "the Creative Hat". This hat represents creative thinking. When you're "wearing" this hat, you explore a range of ideas and possible ways forward.
- The Red Hat is "the Hat for the Heart". This hat represents feelings and instincts. When you're engaged in this type of thinking, you can express your feelings without having to justify them logically.
- The Yellow Hat is "the Optimistic Hat". With yellow hat thinking, you look at issues in the most positive light possible. You accentuate the benefits and the added value that could come from your ideas.



- The Black Hat is "the Judge's Hat". This hat is about being cautious and assessing risks. You employ critical judgement and explain exactly why you have concerns.
- The White Hat is "the Factual Hat". The white hat represents information gathering. You think about the knowledge and insights that you've collected already, but also the information you're missing, and where you can go to get it.

Figure 1. Each hat from six-hats concept described in a word



Source: <https://think2make.ch/en/6-thinking-hats/>

Design thinking process

Looking forward, the design thinking process was used which can turn our ideas into tangible testable products very quickly, in only five stages. More exactly, it is a method for generating innovative ideas that focus its effectiveness on understanding and it is providing solutions to the real needs of users. It comes from the way product designers work. We started this process with a pre-phase for which we did "a desk research" about healthy lifestyles for youngsters and we wrote about what specialists say. In this case, we took into consideration just facts and that's why we used the white hat.

Empathize is the first stage of this process and its main target is to see through the users' eyes and interpret their viewpoint optimally. For the empathize stage, each of us interviewed one member of our team. This interview was based on healthy food or sports.



We put our notes from the interviews in an empathy map, which is a method that allows the visual illustration of an interview with a person. The aim of it is to focus only on the four main aspects that are needed: says, thinks, does and feels. These aspects are used in order to create clearly structured results. At this first stage the red hat was used.

At this first stage we also interviewed our stakeholder, Capriovus Ltd., for this project. This is a Hungarian based egg product manufacturing, processing, and packing company. The interview was focused on understanding what the company provides and take an overview of how our group and the company can help each other. Capriovus Ltd. wants to produce variant pasteurized egg fluids, dry egg powder, drawn boiled eggs, cooked egg bar and egg products with disinfected shell.

Define stage is one of the most important parts of design thinking, because defining the specific problem allows the narrowing down of the general problem. This stage requires to synthesis the observations about the users from the empathize stage. We defined the problems of youngsters by making two "Point of View" sentences and based on these, we reframed them into two main "How Might We" questions which are "How Might We provide a healthy food option for busy, unorganized youngsters?" and "How Might We provide digital and "catchy"/egg-based good practices to youngsters in higher education on mental health, sports and diet?". This method allowed us to focus on the specification of the problem regarding healthy lifestyles of youngsters in our case. Hence the big problem we defined is "youngsters don't have enough interest in having a healthy lifestyle so the little bit of free time they have, won't be used for this" Then the specific problem is "young people prefer to consume unhealthy convenience foods, not caring about their mental health and live a sedentary lifestyle". For this stage we used together the green hat, white hat and black hat.

Ideate stage represents a process of "going wide" in terms of concepts and outcomes. For this stage we had a quantitative solution brainstorming, we have grouped our solution into topics and after the reflection, we have chosen the best solution from all of them. This



solution is to use social media, especially the Instagram platform. In this case, we used both the yellow hat and the green hat, but, definitely, not the black hat.

The chosen prototype for the solution was to create an instagram profile, named egg.tually, which purpose is to show youngsters how to maintain a healthy life. We wanted to use this profile to create awareness, give tips and educate the target group. Nowadays, young people spend most of their time on social media, which is also the easiest way of reaching them. For this one, we used all the hats, but the blue hat was the leader. Therefore, in the *prototype* stage we implemented the ideas for the instagram page.

Test stage is also important, because after doing it we can improve our product with new features and ideas using the feedback that we've received. This stage is also based on how users interact with the prototype and the feedback will form the basis for further iterations and refinements. We did the test stage by interviewing different youngsters and our stakeholder. As a result we had a lot of feedback. At this last stage, we used the black hat, but also the blue hat.

Figure 2. Illustration of the five stages from the design thinking process



Source: <https://medium.com/swlh/how-to-use-design-thinking-in-the-ux-design-process-e33c4f11a6be>

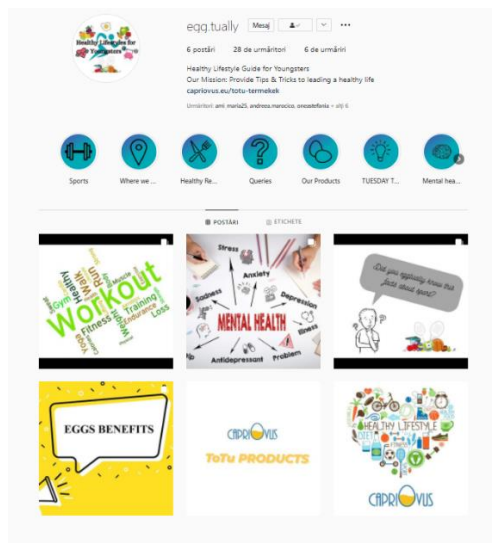
The prototype



The prototype created as our solution for a healthy lifestyle for youngsters is an educational Instagram page offering the users a wide range of tips, various recipes, and different exercises. Our product is called egg.tually, which is a page dedicated for youngsters and its main purpose is to encourage young people to do sport, to eat healthy food and to maintain their mental health. In this purpose we wanted to reach the target group which is the youngsters, who commonly use social media platforms during most of the day. Instagram is one of the most common platforms used by this generation and this platform offers a variety of functions which allowed us to cover a few sections of a healthy lifestyle, as well as include the products of our stakeholder.

The Capriovus Ltd. company created a new line of dairy alternative products that are egg white based. Their target group is also the same generation we were targeting, and they focused on creating a product line for a healthy lifestyle and diet. Totu is the name of this product line and consists of four products: Totu Drink, Totu Crumbly, Totu Creamy, and Totu Extra Creamy. All these products are a great source of high biological value proteins and are 100% fat-free offering a milk allergen and lactose-free alternative to typical milk/dairy products. The inclusion of these products in our project helped us to create special quick recipes which give great alternatives to usually less healthy dishes.

Figure 3. Main screen of egg.tually





Source: <https://www.instagram.com/egg.tually/>

The egg.tually page is illustrated in Figure 3 above. This page contains a brief description of its target, the seven highlights and the six posts. The posts are related to the highlights regarding the information that they provide. Our different highlights are the following:

- The product section is the part of our Instagram page where we present the Totu product family and give important nutritional information with different preparation use ideas added to each product.
- The mental health section is one of the three main aspects that belong to a healthy lifestyle. This is the most overlooked section of all and young people tend to not speak about this. We offer great tips and tricks on how to improve our mental health with easy steps.
- The Tuesday tips section was a very important part of the project and focuses on offering small tips which can improve healthy lifestyles by small changes that can be made in our every day. This section allows the user to do small improvements step by step that can create a big difference in his/her health. These are the small things we tend to forget about.
- The queries section is an important tool to create an active communication with the user and allow us to determine what the followers are interested in. The active interaction through receiving questions and answers related to specific problems allows our team to create content by focusing on these special areas instead of generalizing them. The active communication is also an important feature which is needed to keep the followers active and attract them to our page.
- The sports section is the solution to a healthy physical health where sport is the main activity. We've decided to create this section for everybody who lacks in time, but is still interested in doing some quick exercises which are important to keep a healthy balance. The exercises focus on different body parts and all of them are done under 15 minutes. This is the time which can be added to everybody's daily routine.



- The healthy recipe section is the part of our product which creates healthy alternative dishes to classical dishes by using the Totu product line as one of the main ingredients replacing the original ingredient. The recipes are all created to be quick and not take longer than 15 minutes to prepare. We also included recipes which are created by the stakeholder. The healthy diet is one of the most important factors of a healthy lifestyle and makes the biggest difference.

The where are we? section is a dedicated section for our stakeholder. The stakeholder offers a line of products which allow anybody to improve their health and offer great products to make a change in anybody's diet. The inclusion of this section also allows the follower to stick to where the products are available and create a section for events.

3. QUESTIONS FOR DISCUSSION:

Question 1. What is "Healthy Lifestyles for Youngsters" I Living Lab?

The main target of an I Living Lab is to get students out of their comfort zone and focus on real problems that need to be solved and also on establishing connection with people around Europe. In order to create a solution, students need to follow a process of designing and the design thinking methodology is described in section 2 above.

"Healthy Lifestyles for Youngsters" is an I Living Lab that focus on youngsters in higher education and how their problems might be solved regarding their unhealthy behaviors. In the design thinking process students will be able to find more information about the subject, the specific problems and come up with solutions that really help youngsters to maintain their healthy lifestyles.

Question 2. How the design thinking goes to an end after only six weeks?

Students always say that they are running out of time and they are in need of extra time for most of the things that they are usually doing. The truth is time passes too fast and students have to be efficient in everything they are performing.

During an I Living Lab students can learn to focus on doing things in a productive way and the most important thing is that they work in a team and each member helps the others. By



focusing on the stages of design thinking process and understand them correctly there is no problem in developing a product from scratch in this short period of time.

Question 3. Why is the six-thinking hats concept needed?

The design thinking process is a complex process for the creation of a real solution and that means at every stage of design thinking the need to know exactly what to do is mandatory. Practically one should know his/her role at each step one follows in this process. The six hats are expressing different roles from being pessimistic to being optimistic or empathize with the target group to look at the facts without feeling involved.

All these interpretations help one to understand his/her actions and give the whole view of what each one and the team need to do in order to develop effectively a real product. Once one figures out what every hat means one also knows what role fits him/her well and this is the first step in helping the team to fulfill its final target.

Question 4. How much the stakeholder, Capriovus Ltd., is involved in the final product?

Capriovus is a Hungarian company that provides egg products. From the beginning the founders of this project had two paths to follow regarding the level of implication. One of them was to make an Instagram page that represents the company and focusing mostly on the products the company provides. The other one was to focus on healthy lifestyles regarding sports, mental health, and diets, and use the Totu products from Capriovus in cooking healthy meals.

The second path was chosen and that is why Totu products take part of the healthy recipes found in egg.tually that can be made in only a few minutes. In this way this project may help the company by increasing the number of customers among youngsters and the company has been especially useful to the project by allowing the creation of healthy and quick recipes with the products they provide, and thus one specific problem that was identified is solved.

Question 5. Do egg.tually final product really fulfills its purpose?

The group target of the present final solution is youngsters. The main reason for choosing an Instagram page as the final product is the fact that young people spend a lot of time on



social media, especially on Instagram. Therefore, “we were closed to them from the first place”.

After choosing the Instagram page, content was created that were thought helpful and easy to follow. It was not enough because in the test stage of design thinking process, on the feedback from the interviews conducted on some youngsters and the stakeholder drawbacks were found out such as the purpose of the page is not sufficiently clear or there are paragraphs that contain blurry text. From this stage there was a need to turn back to the define stage and the prototype stage to make slightly changes in the point of view statement and to improve egg.tually content, respectively.

The egg.tually product now has all the improvements completed and serves its purpose. Nevertheless, in order to reach more youngsters, it would be interesting to develop new features, as reflected in section 4 below.

4. CONCLUSIONS:

In short, the aim of this project was to raise awareness and encourage young people to lead healthier lifestyles, taking into account their hectic and irregular pace of life.

The reason why the Instagram platform was used is simple: it is the one where young people spend most of their time. It is easy to use and very visual, there is hardly any text and most of the content is based on images and videos. The idea is that young people can use it as a reference for tips for their day-to-day life, as well as its commercial purpose.

The Capriovus brand seeks to improve the lives of young people by offering them natural and quality products in different formats that they can use in their culinary recipes in the easiest and quickest way possible. It is not about a diet; it is about a change of lifestyle.

As for future plans, the founders of this project would like to use other social media platforms such as tiktok, twitter, create live events or live streams and workshops, and to have interviews or podcasts with specialists, for example athletes, nutritionists, and chefs.



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