



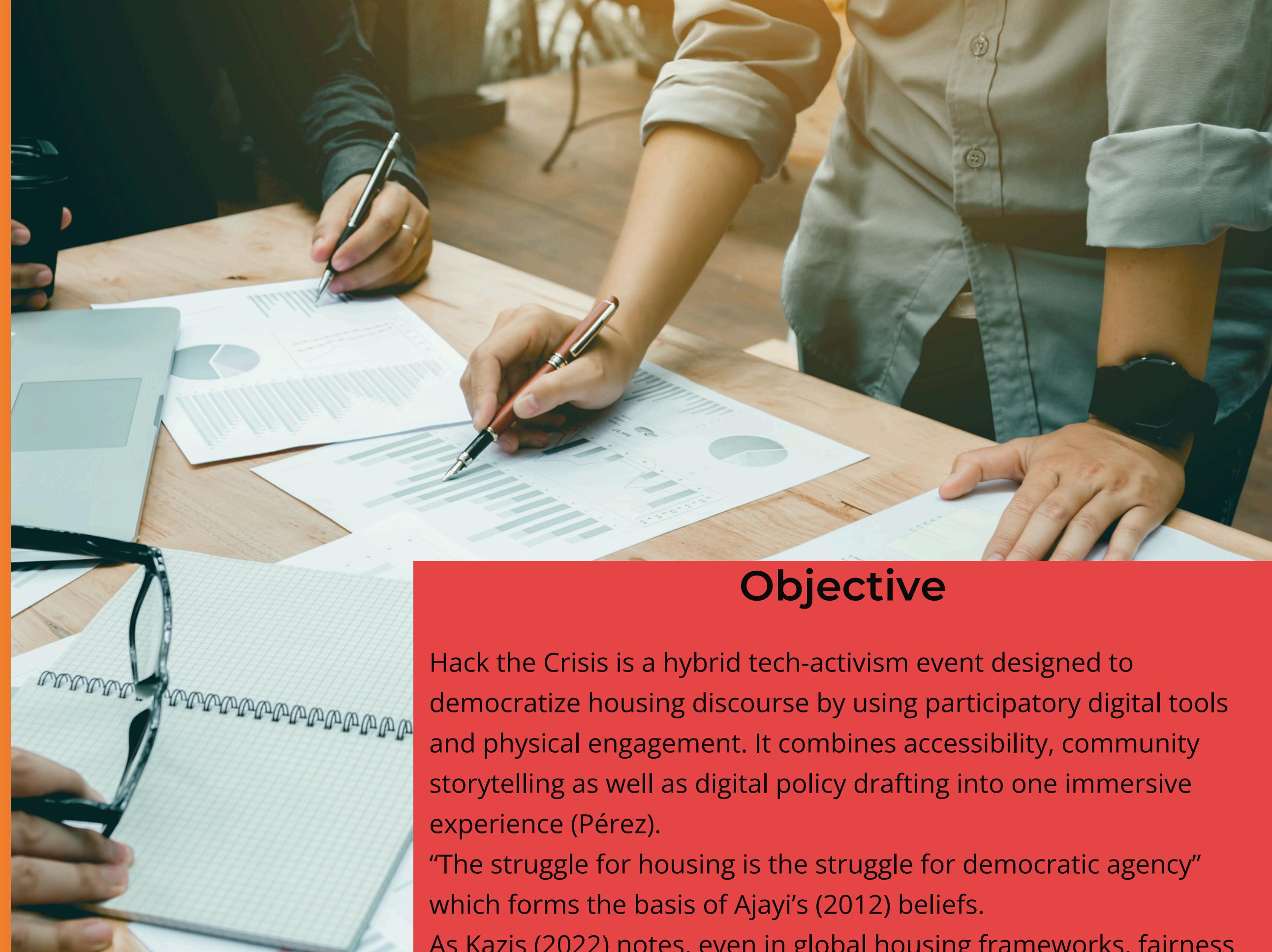
CONCEPT MAP

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PROJECT OVERVIEW

Problem Identification

Cape Town's housing crisis is not merely a lack of homes it essentially reflects historic spatial injustice as well as systemic exclusion (Pérez, 2017). Over 600,000 people remain on the City's housing list, with less than 5% consulted with regards to housing-related decisions (Franklin, 2020). The horrors of apartheid continue to shape urban development and inequality (Alabi & Fapohunda, 2021). Access to housing is not only a socio-economic right highlighted within our Constitution, but interconnected with access to other rights such as legal counsel and healthcare, reinforcing what Kaufman, Davis & Wegleitner (2014) believe are the interdependence of rights.



Objective

Hack the Crisis is a hybrid tech-activism event designed to democratize housing discourse by using participatory digital tools and physical engagement. It combines accessibility, community storytelling as well as digital policy drafting into one immersive experience (Pérez).

"The struggle for housing is the struggle for democratic agency" which forms the basis of Ajayi's (2012) beliefs.

As Kazis (2022) notes, even in global housing frameworks, fairness is often undermined by procedural barriers that essentially increases structural bias.

Main Logo

Logo Description:

The SafeShelterCT logo combines a bold, minimalist house silhouette with a yellow window and red signal waves emerging from the roof.

Design Choices Explained:

- The house icon symbolizes dignity, home as well as shelter. This highlights the fact that essential rights often denied to many in Cape Town's informal settlements.
- The yellow window suggests visibility and hope, aligning with the campaign's goal of making community voices seen and heard.
- The red signal waves represent digital connectivity and urgent activism. This further links to the tech-enhanced storytelling aspect of the campaign.
- The clean, balanced layout makes the logo easily identifiable across social media, AR apps and signage.

This logo in essence represents the intersection of safe housing and tech-enabled advocacy, the core theme of our campaign.



Second Logo

Logo Description:

The Hack the Crisis logo uses a strong fist icon in Crisis Red alongside bold typography in Safety Yellow and Coal Black, symbolizing protest, urgency as well as empowerment.

Design Choices Explained:

- The raised fist is a long-standing symbol of resistance and collective action which is ideal for a community-led housing movement.
- Red emphasizes emergency and protest, while yellow shows optimism and visibility.
- The stacked text layout ensures impact across formats (banners, thumbnails, video intros).
- Typography is bold and tech-forward, suggesting disruption and urgency. This is perfect for an event rooted in digital activism.

This logo isn't just visual, it's political. It incorporates protest as a productive force in design.



Wireframes

1. Event Landing Page

Purpose: To get people to RSVP and build excitement for the event.

Design Logic:

- The bold “Hack the Crisis” title grabs attention.
- The RSVP button in bright red stands out and invites quick interactive action.
- A large countdown timer adds urgency.
- Clean layout works well on both mobile and desktop.

2. Digital Booth Kiosk Interface

Purpose: To help attendees easily record and upload their housing stories.

Design Logic:

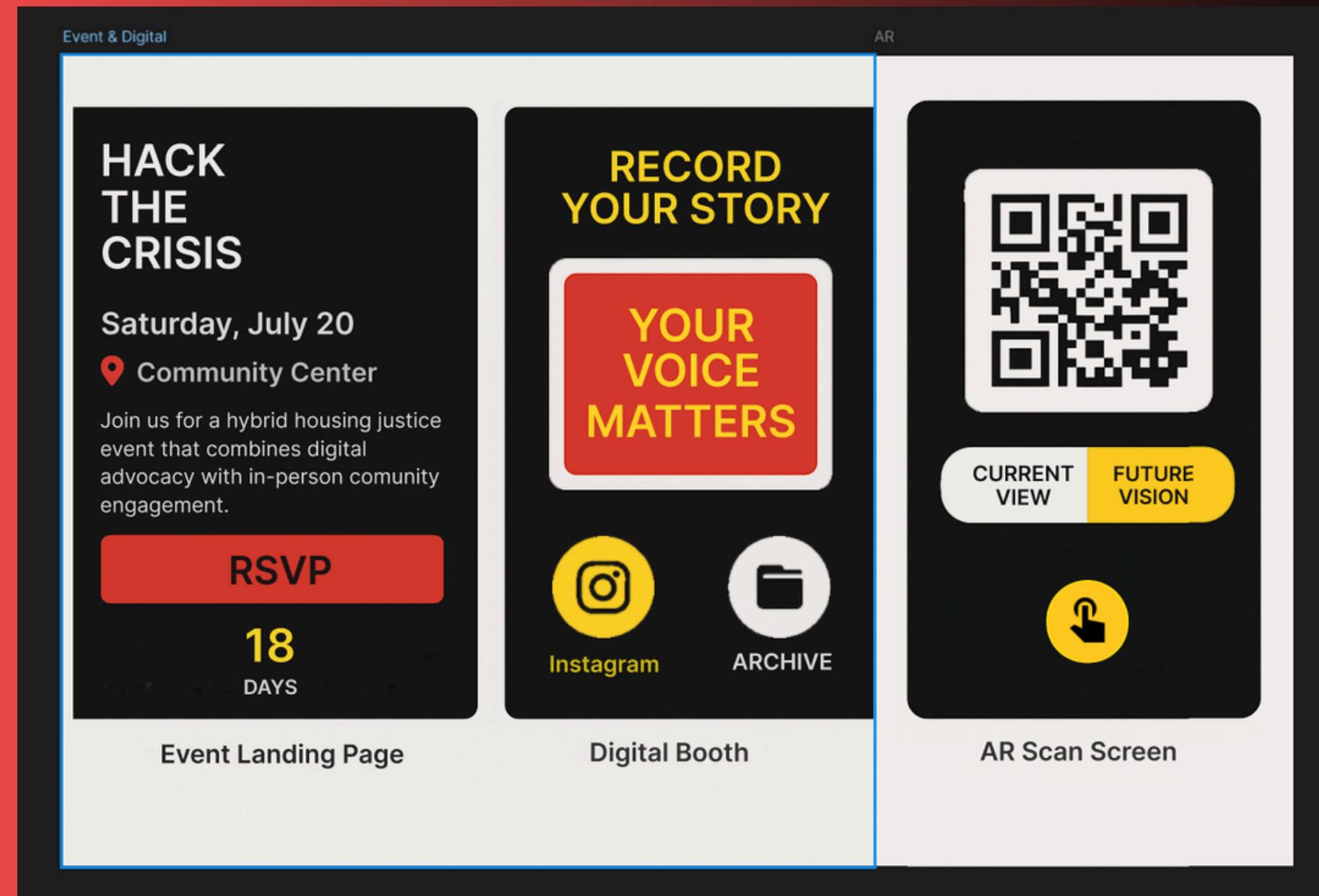
- A big, clear “Record Your Story” button is placed in the top for easy access.
- A preview frame shows the video template to guide users.
- Upload options to Instagram or an archive are color-coded for clarity.
- Buttons are large and easy to tap, especially on tablets.

3. AR Scan Screen

Purpose: To let users visualize what public land could look like with proper housing.

Design Logic:

- A large QR code area makes scanning simple.
- A toggle lets users switch between “now” and “future” views.
- Layout is minimal to keep things easy to understand.
- Works well outdoors and on mobile screens.



Thought Process Behind the Wireframes

The three core wireframes were essentially developed with the project's core themes in mind: urgency, inclusivity as well as participatory justice. Each screen addresses a unique stage in the user journey, from initial awareness to active contribution, ensuring both digital and physical participants can engage meaningfully.

Mock-Ups

Banner Design

The banner design for "**Hack the Crisis**" combines bold visuals and activist symbolism in order to convey urgency and hope. It uses:

- Crisis Red and Safety Yellow for emotional impact and visibility
- A raised fist icon to symbolize protest and solidarity
- Montserrat Bold typography for digital clarity and structure
- A clean layout with logos on opposite ends for balance
- A yellow info block for key event details (date, venue, partner logo)

Overall, the design is powerful, accessible and purpose-driven. This clearly presents the event as a tech-enhanced, community-led call for housing justice.



Typography.

Montserrat

Primary Typeface: Montserrat Bold (Headings)

- Modern, geometric font that adds structure and strength.
- Evokes digital, forward-thinking tone.
- Highly legible at large sizes for headers and banners.

Open Sans

Secondary Typeface: Open Sans (Body Text)

- Humanist sans-serif font known for its clarity and comfort.
- Ideal for multi-lingual audiences.
- Works well in print and screen environments.

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

1234567890_+<>';[]~?\${*

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

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These fonts were chosen to balance authority, accessibility, and digital clarity which essentially matches our visual identity goals.

Colour Palette

These colors create a high-contrast system aligned with WCAG 2.1 accessibility standards. Together, they essentially reflects the tone of your campaign, serious, bold, but hopeful. Color is not decoration here. It carries meaning, each shade represents a feeling, a fact, or a fight.



Safety Yellow

Hex: #FFE600

- Represents visibility, community attention, and urgency for justice.
- Used for buttons, headers, highlights.

Crisis Red

Hex: #E64545

- Indicates emergency, activism, and emotional urgency.
- Used for call-to-actions, alerts, and key graphics.

Grey White

Hex: #F5F5F5

- Provides visual relief and contrast.
- Used for backgrounds, breathing space, and minimalism.

Coal Black

Hex: #0A0A0A

- Symbolizes injustice, systemic exclusion, and historical neglect.
- Used in text, outlines, and emphasis areas.

References

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