

Final Presentation

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# Promoting healthy behaviors in times of Covid

Master degree Workshop

Feb 26<sup>th</sup>, 2021

Guillermina Noël

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# 1. Research

# 1.1 Data collection

Before the workshop started we were asked to collect data about the use of masks and social distancing behaviors in the city of Milan.

This screenshot shows a Google Sheets document titled "COVID-19 Observation". The data is organized into rows and columns. The columns are labeled A through K, and the rows are numbered 1 through 6. Row 1 contains the headers: Note, Where, Who, and Why. Rows 2 through 6 contain observations. Row 2: behaviors in supermarket, Note: People don't really respect 1.5m, but they try to stay a little apart; Where: supermarket lines; Who: buyers; Why: it's probably not that easy to know what 1.5m mean and the signs on the floor are really overseable. Row 3: distance in outdoor lines, Note: People try to keep some distance, but not the recommended one. Row 4: masks on park gatherings, Note: People seem to respect less the use of masks in parks, even when not that far from other people and frequently misuse it. Row 5: behaviors on indoor gatherings. Row 6: behaviors on public transportation.

	A	B	C	D	E	F	G	H	I	J	K
1	Note	Where	Who	Why							
2	behaviors in supermarket	People don't really respect 1.5m, but they try to stay a little apart	supermarket lines	buyers	it's probably not that easy to know what 1.5m mean and the signs on the floor are really overseable						
3	distance in outdoor lines	People try to keep some distance, but not the recommended one									
4	masks on park gatherings	People seem to respect less the use of masks in parks, even when not that far from other people and frequently misuse it									
5	behaviors on indoor gatherings										
6	behaviors on public transportation										

This screenshot shows the same Google Sheets document after refinement. The data is now organized into rows and columns. The columns are labeled A through K, and the rows are numbered 1 through 6. Row 1 contains the headers: Title, Description, Where, Who, and Why. Rows 2 through 6 contain observations. Row 2: Smoking, Description: While smoking with other people, out of necessity, you take off your mask and often you don't respect the people who work together in attendance to stay close and often remove their masks; Where: University outdoor; Who: Friends groups; Why: in Italy especially the young people smoke a lot. Row 3: Working with other people, Description: Working together in the presence of designers involves interacting with other group members' computers; Where: classrooms; Who: students; Why: to communicate more effectively and quickly. Row 4: Working with other people, Description: Working together in the presence of designers involves interacting with other group members' computers; Where: classrooms; Who: students; Why: to solve problems and advance the project quickly. Row 5: Public transportation, Description: A passenger was not covering his face with the mask and the driver turned on the microphone and said to him to wear it properly. At the moment people stared at him for a moment; Where: bus 92; Who: passanger; Why: . Row 6: Public transporation, Description: People get on the bus altogether but then they do not move towards the end of the bus. This means that while there is still space on the bus 90; Who: passengers; Why: because there is no communication or social norm.

	A	B	C	D	E	F	G	H	I	J	K
1	Title	Description	Where	Who	Why						
2	Smoking	While smoking with other people, out of necessity, you take off your mask and often you don't respect the people who work together in attendance to stay close and often remove their masks	University outdoor	Friends groups	in Italy especially the young people smoke a lot						
3	Working with other people	Working together in the presence of designers involves interacting with other group members' computers.	classrooms	students	to communicate more effectively and quickly						
4	Working with other people	Working together in the presence of designers involves interacting with other group members' computers.	classrooms	students	to solve problems and advance the project quickly						
5	Public transportation	A passenger was not covering his face with the mask and the driver turned on the microphone and said to him to wear it properly. At the moment people stared at him for a moment	bus 92	passanger							
6	Public transporation	People get on the bus altogether but then they do not move towards the end of the bus. This means that while there is still space on the bus 90	bus 90	passengers	because there is no communication or social norm						

# 1.2 Insights

1.

When we are in an **environment we trust**, we feel that we are safe from covid and that we can justify **relaxing on the restrictions** we usually consider in public spaces. At a friend's place, for example, we instantly take off our masks.

2.

We are **not so worried about infecting peers** because we know that covid is not as dangerous in young people compared to older people.

3.

When **feelings are involved** we do not necessarily follow the rules.

# 1.2 Insights

4.

Some people feel the **sense of duty/guilt** to not pass the virus to older people and/or people they love

5.

When in public, people seem to better follow restrictions as there is kind of a **social pressure/feeling of being judged**, but, when around people they trust, they feel comfortable and relax on the restriction measures

6.

Even though these people are aware of the rules and believe in science, they believe **it's justifiable to relax on some regulations** in certain situations

## 1.3 Problem

Young people, who do not live with their families, **might act careless** around those **they know and trust** (with those they feel comfortable with) and **specific environments** (e.g. in restaurants people take off their masks and don't respect social distancing). They feel justified/legitimated to give up on the restrictions because they are tired of the long lasting situation.



# 2. **Brief & Context**

## 2.1 Behavioral categories

1.

**BEHAVIOR**

Social gatherings

2.

**BEHAVIORAL  
CATEGORY**

Planning on meeting friends in  
our houses

3.

**GOAL**

Human interactions

• • • •

## 2.2 Behavioral elements

4.

### TIME

Before and during the invitation

5.

### TARGET

We want people to start the conversation and also remember them about social norms

6.

### CONTEXT

Social gatherings in the house or outside

7.

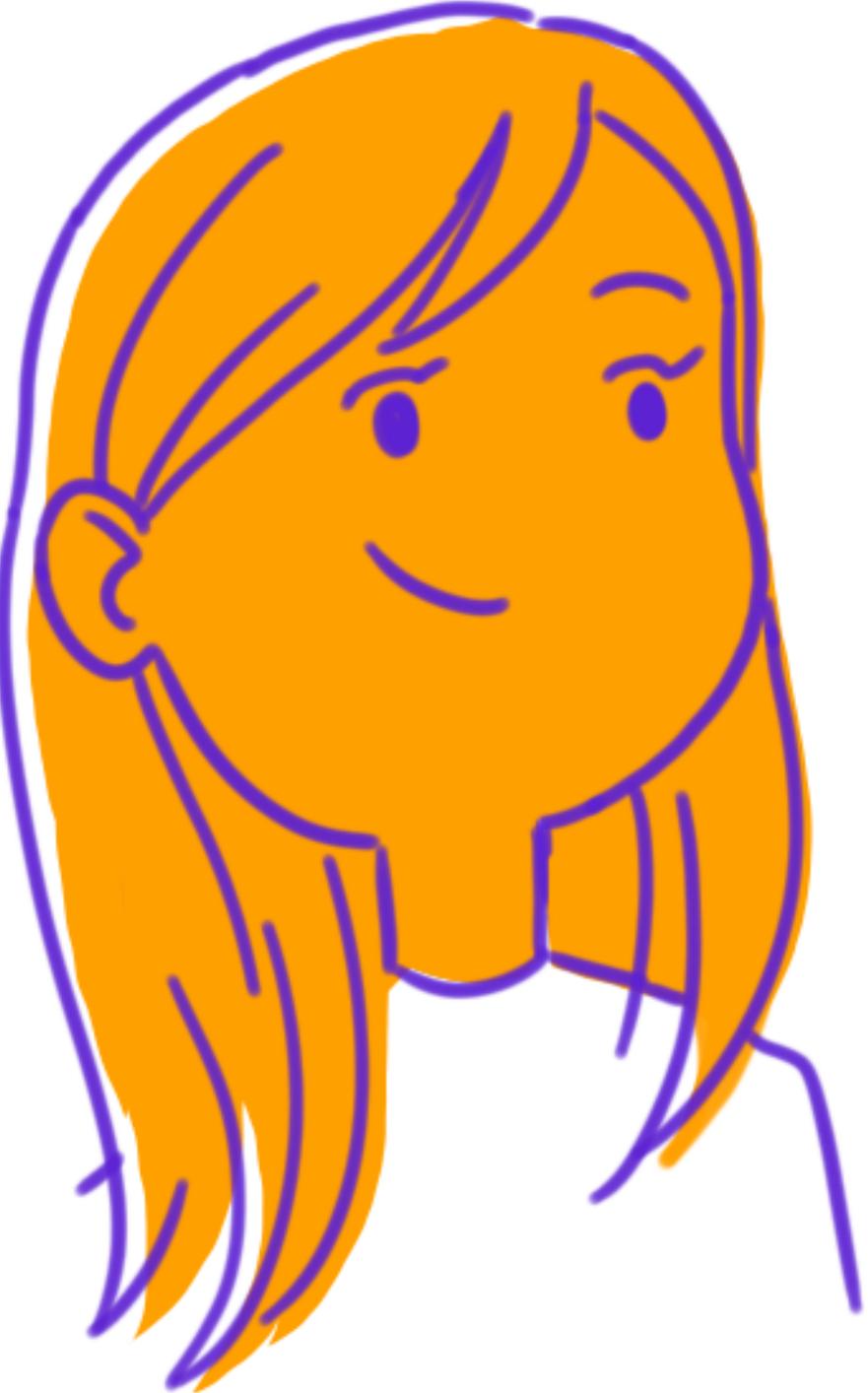
### ACTION

Meeting friendly with friends

• • • •

## 2.3 Target Audience

**Young people (22 - 25 years old)**, usually living with people their age and studying at the university. They are used to communicating through **instant messaging platforms** like Telegram or WhatsApp.



## 2.4 Output & Usage

### AIM

To trigger a reflective conversation **before/during** accepting an invitation.

### OUTPUT

**Conversation-starter, action-taking sticker set.** (TG / WA) in order to trigger a conversation about social gathering behaviors. This sticker set would convey **visually and in a lighter** way questions and issues that people might hesitate to ask.

## 2.4 Output & Usage

### HOW?

By translating visually some of the concepts that could come up in the conversation it becomes **easier to express them and talk** about covid regulations in gatherings. It might also help people **remember** and **keep in mind** recommended behaviors when meeting others

### WHY?

People often **fear to be labeled as paranoid or find embarrassment** in what people will think about them. They are also worried about giving the **impression of not trusting** the other person's judgment or they **fear of offending someone**. Oftentimes, people feel pressured not to follow regulations since people around them are not

# 3. Prototyping & Testing

## 3.1 First Drafts

We created a **couple of stickers to test** in conversations while planning on meeting with friends and then screenshot their reactions. In this way we could **get feedback and ideas** from them.



## 3.2 User testing & feedback



## 3.2 User testing & feedback

«I didn't question the sticker, it seemed like a **natural way to communicate**. It was definitely a lighter way to express your concerns than if you had said it in words. It was **fun and cute**»

**Matt**

«I think it **makes it easier** to question your friends»

**Luca**

«I have even denied invitations because I didn't want to **deal with these conversations**»

**Gabriella**

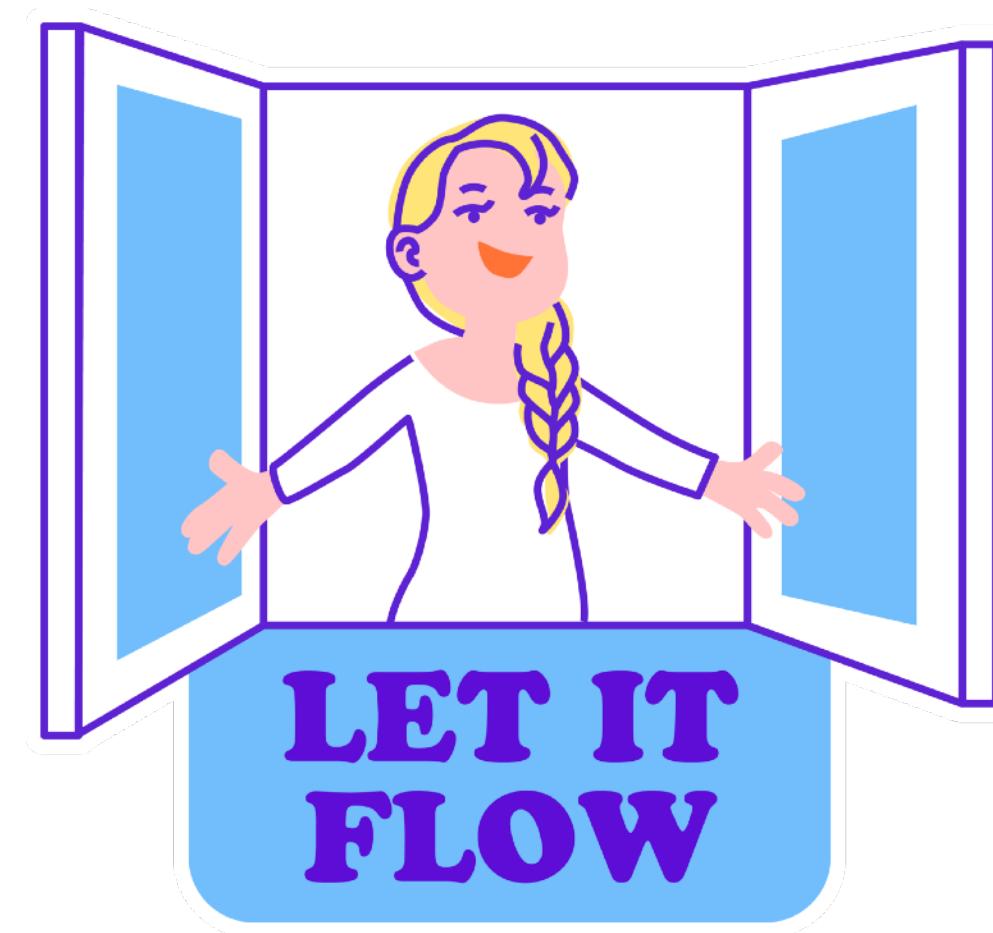
«[When I got the stickers] I was **bummed out** 'cause I knew you weren't coming»

**Julio**

### 3.3 Designing the stickers

#### LEVERAGE SHARED KNOWLEDGE

When designing the stickers we tried to leverage common knowledge shared by the target for creating messages that could immediately be understood and convey the intended meaning in a lighter way. An example would be the **Let it flow** sticker referencing Disney's Frozen or the **Distantia Maxima** recalling the Harry Potter world.



## 3.3 Designing the stickers

### PROMOTING COVID-19 SAFETY GUIDELINES

Some of the stickers we designed are merely conversation starters, others aim at promoting the general COVID-19 safety guidelines. An example could be the **Dress Code** sticker



# 3.3 Designing the stickers

## MEMORABLE & ACTIONABLE

Our design aims at being **memorable and actionable**. We tried to include references to some of the common entertainment imagery of our generation (Disney's Frozen and Harry Potter) in order to make something that people could remember. We also wanted people to take action. We hope that by using these stickers in our everyday life people can **remember to take action and do the simple things** that are suggested to do when meeting in closed spaces.



## Communicating science-based recommendations with memorable and actionable guidelines

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Edited by Dietram A. Scheufele, University of Wisconsin-Madison, Madison, WI, and accepted by the Editorial Board June 18, 2014 (received for review November 5, 2013)

For many domains of basic and applied science, a key set of scientific facts is well established and there is a need for public action in light of those facts. However, individual citizens do not consistently follow science-based recommendations, even when they accept the veracity of the advice. To address this challenge, science communicators need to develop a guideline that individuals can commit to memory easily and act on straightforwardly at moments of decision. We draw on research from psychology to discuss several characteristics that will enhance a guideline's memorability and actionability and illustrate using a case study from the US Department of Agriculture's communications based on nutrition science. We conclude by discussing the importance of careful research to test whether any given guideline is memorable and actionable by the intended target audience.

cognitive psychology | consumer behavior | social psychology

In many domains of basic and applied science, a key set of scientific facts is well-established, and there is a need for public action in light of those facts. And yet, individual citizens do not



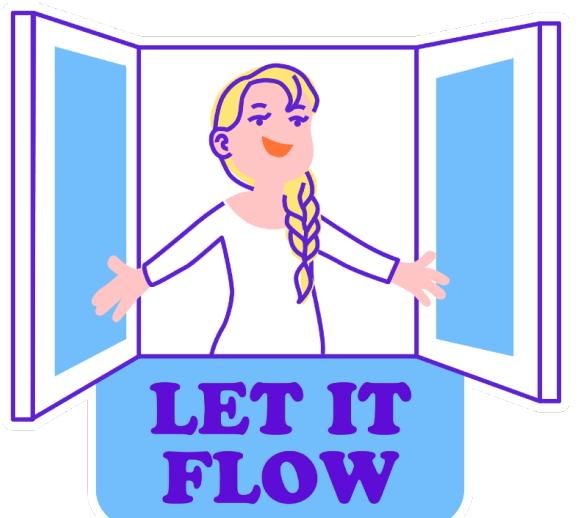
In this article, we begin by briefly reviewing features of the human cognitive system that make memorability and actionability such important criteria for an effective guideline. Next, we discuss several reasons why organizations may not currently produce memorable and actionable science-based guidelines. We then describe characteristics found by social scientists to facilitate the memorability and actionability of guidelines; incorporating these characteristics will help science communicators to activate appropriate behaviors. These characteristics are then illustrated through a case study from nutrition science. We conclude with a discussion of the importance of rigorous empirical tests of guidelines to ensure that they are both memorable and actionable.

The case study examines the US Department of Agriculture nutrition guidelines and shows how the current MyPlate guideline incorporates characteristics to promote memorability and actionability that were lacking in the previous MyPyramid guideline. As will become evident in our case study, organizations that seek to develop an effective public-facing communication based on science (in this case, nutrition science) may find it challenging to develop messaging that is both memorable and actionable. The

# 4. Project

**CLICK HERE TO  
WATCH THE VIDEO**

# 4.2 Sticker Set



## 4.2 Sticker Set



**1.**

Are you worried about having **too many people** around you? Just ask your host and decide if it's safe for you to go to the place based on people presence and available space.

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## 4.2 Sticker Set

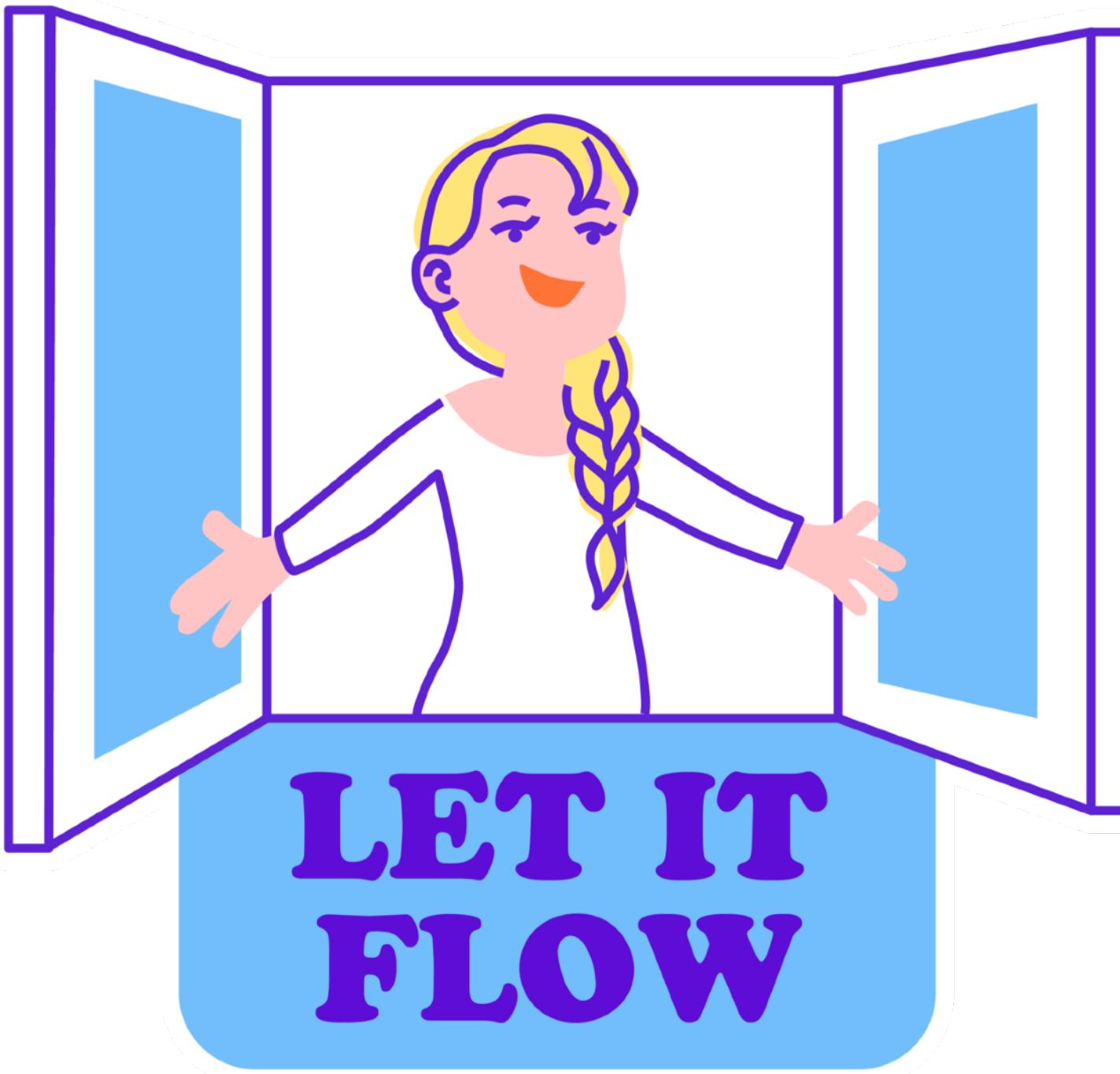
2.

Never show up to a party without a little bit of alcohol! You got it, we are talking about **hand sanitizer**. Never go anywhere without it and always keep your hands clean.



• • •

## 4.2 Sticker Set



3.

As Disney's Frozen's character would say "Let it go!" or better still, "**Let it flow!**". Always remember to ventilate the room you're in when meeting with people that do not live with you.

## 4.2 Sticker Set

4.

Say that your friends are tired with covid regulations, but you know it's important to follow them and **gently want to remind them** about the risk of being quarantined when getting covid. Just send them this.



• • •

## 4.2 Sticker Set



5.

Sometimes we just need a little bit of time in order to consider all the risk factor and then taking a decision about what is the safer way to approach a problem. **Need time? Take it.** Think about it.

• • •

## 4.2 Sticker Set

6.

Feeling like the risk is too much and don't trust taking it? Well, in **refusing a gathering offer** you should also tell why you think is not safe and maybe prompt other people to do so.



• • •

## 4.2 Sticker Set



7.

You have decided to meet at someone's place and he has assured you you are going to be **following all covid safety regulations and suggestions**. Send him this sticker, he'll be glad to know he has just become a safety supporter.

## 4.2 Sticker Set

8.

You always thought a little bit of magic would improve your life, right? Well, Harry Potter thought us just that. Use the **Distantia Maxima** spell sticker to **increase distance** between you and your friends.



• • •

## 4.2 Sticker Set



9.

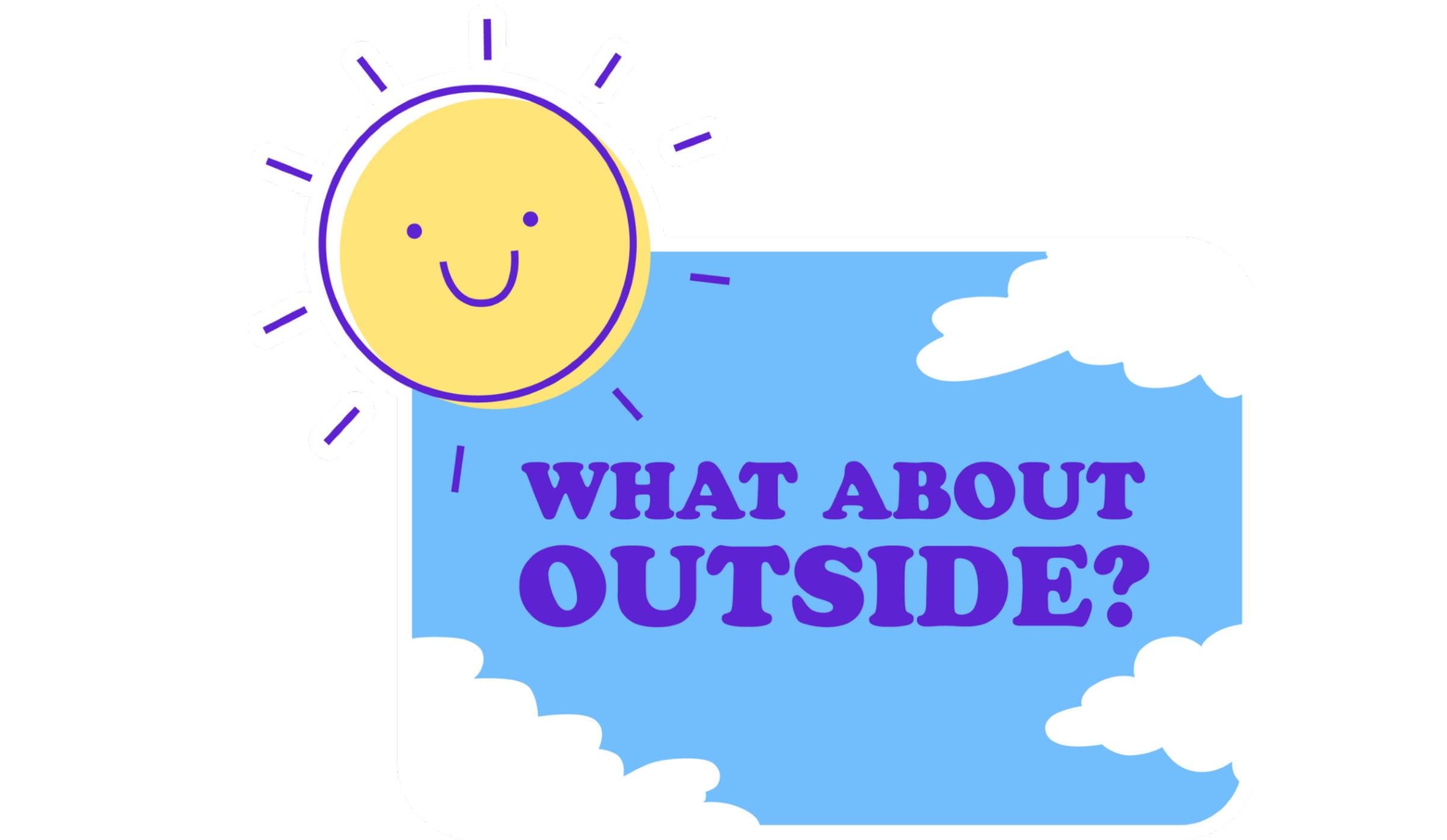
We are always in doubt about what to wear at a party, although we now know there's one accessory we must always bring with us: protective face mask.

• • •

## 4.2 Sticker Set

**10.**

Sunny day? Offer your friends a **safer alternative to gatherings** that take place indoor! Just go out, social distance and enjoy fresh air and sun.



• • •

## 4.2 Sticker Set



11.

**“Spread the stickers, not the virus”.** That's our communicative campaign slogan. This is a call to action sticker.

• • •

## 4.2 Sticker Set

**12.**

Don't be shy, don't be embarrassed or scared about putting your safety first. **It's ok to be direct and ask** when planning on following covid safety restrictions together with your friends.



**IT'S OK  
TO ASK**

• • •

# 4.3 How do Sticker Set work

## TELEGRAM

Telegram allows you to upload sticker set directly through its **Stickers bot** on the platform. When long pressing on a sticker you can view the whole sticker pack and add it to your favorites.



Download for Telegram

## WHATSAPP

WhatsApp uses **third party apps** in order to store and load stickers. Once you add or send a sticker to another person you can then see the whole pack and save it onto your device. We have created the set using [sticker.ly](#)



Download for WhatsApp

• • •

# 4.4 Spread the Stickers, Not the virus



## FLYER

In order to get people to know our initiative we printed **A5 flyers with QR code** pointing to the website.

## 4.4 Spread the Stickers, Not the virus



Do you think it's  
uncomfortable to talk about  
covid regulations when  
meeting up with friends?

IT'S OK  
TO ASK

A conversation-starting  
sticker pack about  
covid regulations during  
meetings with friends.

STICKER  
PACK  
FOR  
COVID  
REGULATIONS  
AND  
MEETINGS  
WITH  
FRIENDS

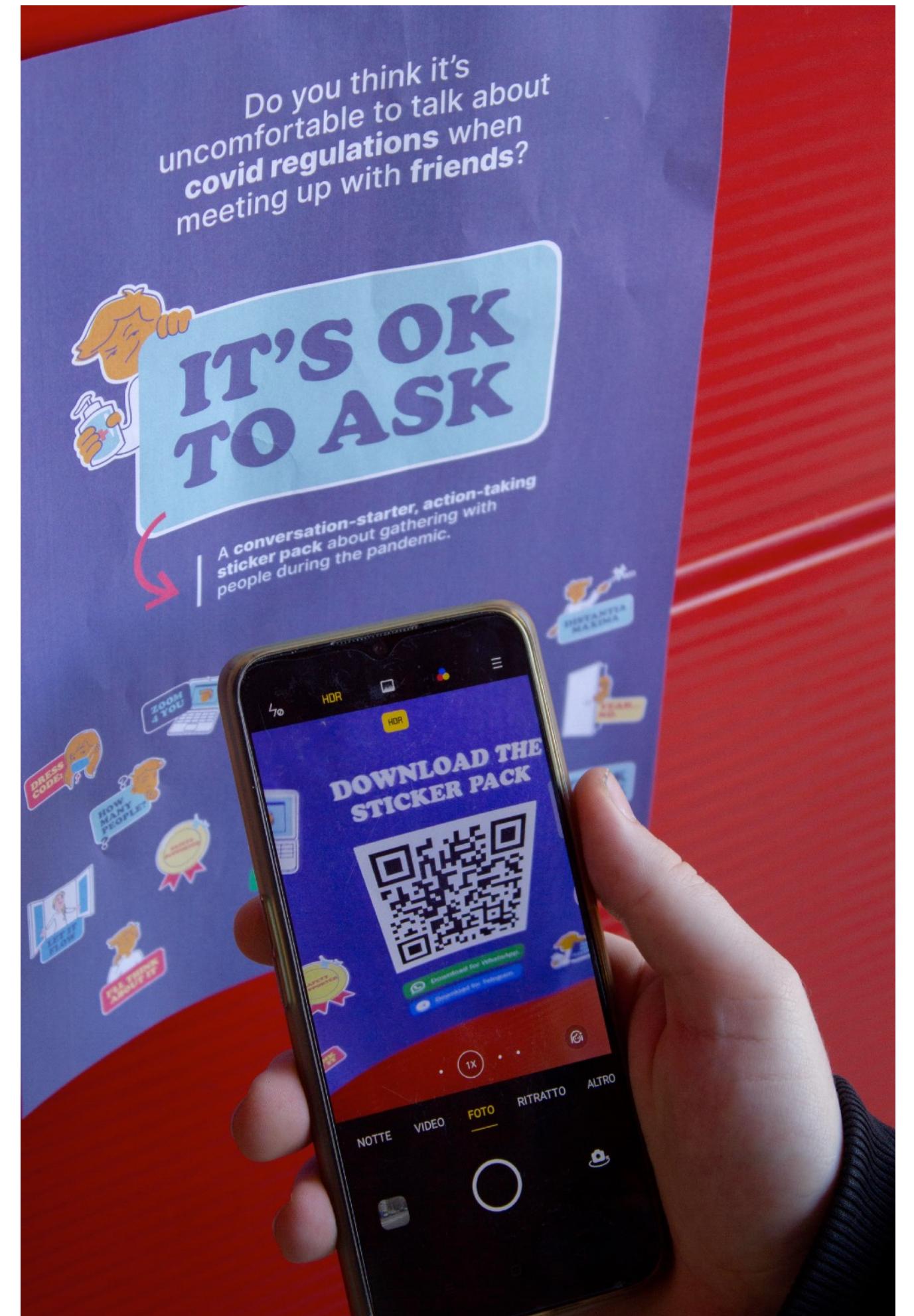
## 4.4 Spread the Stickers, Not the virus



## 4.4 Spread the Stickers, Not the virus



• • •



## 4.4 Spread the Stickers, Not the virus

### CALL TO ACTION STICKER

In order to get people to know the whole sticker pack we have created a **specific sticker that internally promotes the download of the the pack** on both platforms. By long pressing onto it, you'll be able to access the entire sticker set.

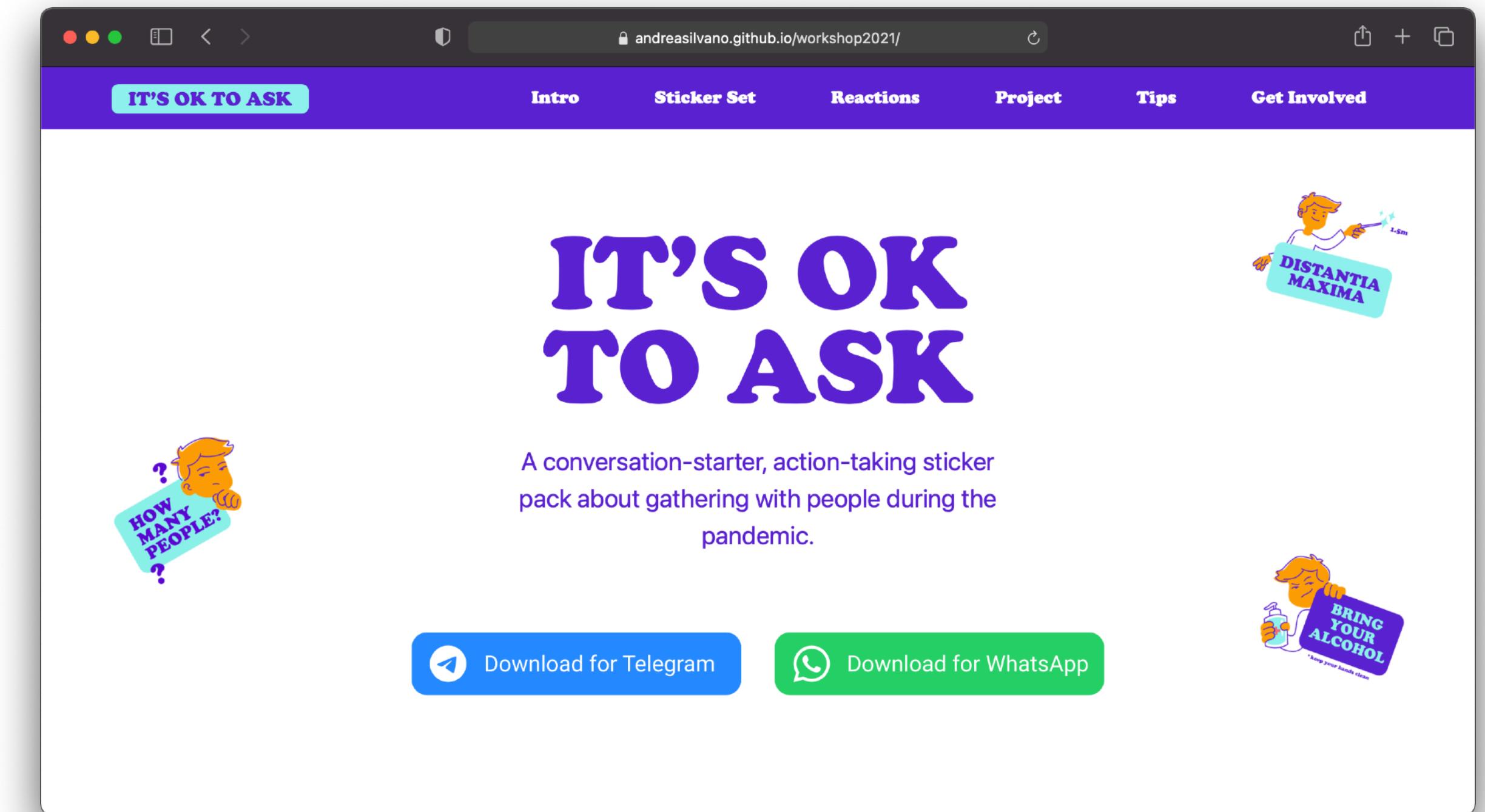
• • •



# 4.4 Spread the Stickers, Not the virus

## WEBSITE

The website servers different purposes. First, it is the **main repository** of the download links to our sticker pack. Then it also provides useful **tips on covid19 safety measures**. Ultimately it also acts as a platform that people can use to **give us feedback** and **feature requests**.



[tinyurl.com/itsoktoask](https://tinyurl.com/itsoktoask)

• • •

# 4.5 Website

The screenshot shows a web browser window with a dark theme. The address bar displays the URL `andreasilvano.github.io/workshop2021/`. The main content area has a white background with a purple header bar containing the following navigation links: **IT'S OK TO ASK**, **Intro**, **Sticker Set**, **Reactions**, **Project**, **Tips**, and **Get Involved**. The **IT'S OK TO ASK** link is highlighted with a blue rounded rectangle. Below the header, the text **IT'S OK TO ASK** is displayed in large, bold, purple letters. To the right of the text is a cartoon illustration of a person holding a sign that says **DISTANTIA MAXIMA**. To the left is another cartoon illustration of a person holding a sign that says **HOW MANY PEOPLE?**. At the bottom, there are two download buttons: a blue one for **Download for Telegram** and a green one for **Download for WhatsApp**.

IT'S OK TO ASK

A conversation-starter, action-taking sticker pack about gathering with people during the pandemic.

Download for Telegram

Download for WhatsApp

# 4.5 Website

andreasilvano.github.io/workshop2021/

IT'S OK TO ASK      Intro      Sticker Set      Reactions      Project      Tips      Get Involved

## Sticker Set

Enjoy it



• • • •

# 4.5 Website

The screenshot displays a web browser window with a dark blue header bar. The address bar shows the URL `andreasilvano.github.io/workshop2021/`. Below the header is a purple navigation bar with the following menu items: **IT'S OK TO ASK**, **Intro**, **Sticker Set**, **Reactions**, **Project**, **Tips**, and **Get Involved**. The main content area has a red background with a white sticker pattern. The title **Reactions** is centered at the top of this section. Below it, the subtitle **People's reaction when receiving the sticker set** is displayed. Three testimonial bubbles are shown:

- Enrico**  
I didn't question the sticker, it seemed like a natural way to communicate. It was definitely a lighter way to express your concerns than if you had said it in words. It was fun and cute!
- Simone**  
I have even denied invitations because I didn't want to deal with these conversations
- Giulia**  
When I got the stickers I was bummed out 'cause I knew you weren't coming

# 4.5 Website

The screenshot shows a web browser window with a purple header bar. The header bar contains a navigation bar with icons for back, forward, and search, followed by the URL `andreasilvano.github.io/workshop2021/`, and a set of control icons for the window. Below the URL is a menu bar with links: **IT'S OK TO ASK** (highlighted in blue), **Intro**, **Sticker Set**, **Reactions**, **Project**, **Tips**, and **Get Involved**.

The main content area has a white background. At the top, the word **Tips** is centered in a large, bold, purple font. Below it, the text **What to keep in mind when meeting people** is displayed in a smaller, bold, purple font.

Two cards are shown side-by-side:

- Left Card:** A purple card featuring two stylized cartoon figures: a woman with long orange hair and a man with short orange hair, both wearing blue face masks. The woman is pointing towards the man.
- Right Card:** A pink card showing a close-up of two hands being washed under a stream of blue liquid, with small green dots representing bubbles.

Below each card is a descriptive text:

- Left Card Text:** Wear a mask at other people's places — and make sure your friends and your friends' friends also wear them
- Right Card Text:** Sanitize your hands whenever possible — and remind your friends to also do so

At the bottom center of the page, there is a horizontal ellipsis consisting of five small black dots.

# 4.5 Website

The screenshot shows a web browser window with a purple header bar. The header contains a navigation bar with tabs: 'IT'S OK TO ASK' (highlighted in blue), 'Intro', 'Sticker Set', 'Reactions', 'Project', 'Tips', and 'Get Involved'. The main content area has a teal background. In the center, there is a large heading 'Get Involved' in bold white font. Below it is a sub-heading 'Do you have suggestions?' in smaller white font. To the left, there is a section titled 'Help us in supporting safer gatherings!' followed by a paragraph of text. On the right side, there is a large, circular graphic resembling a sticker. The sticker is pink with yellow text. It features the text 'SPREAD THE STICKERS NOT THE VIRUS' in the center, surrounded by a border that says 'LONG PRESS TO GET THE WHOLE PACK'. At the bottom of the page, there is a button labeled 'Share your thoughts'.

IT'S OK TO ASK

Intro Sticker Set Reactions Project Tips Get Involved

Get Involved

Do you have suggestions?

Help us in supporting safer gatherings!

Do you have any stories about meeting with friends during the pandemic that you would like to share? Any stickers you think might be missing? Any other suggestions? Feel free to get in touch with us and become a safety supporter!

Share your thoughts

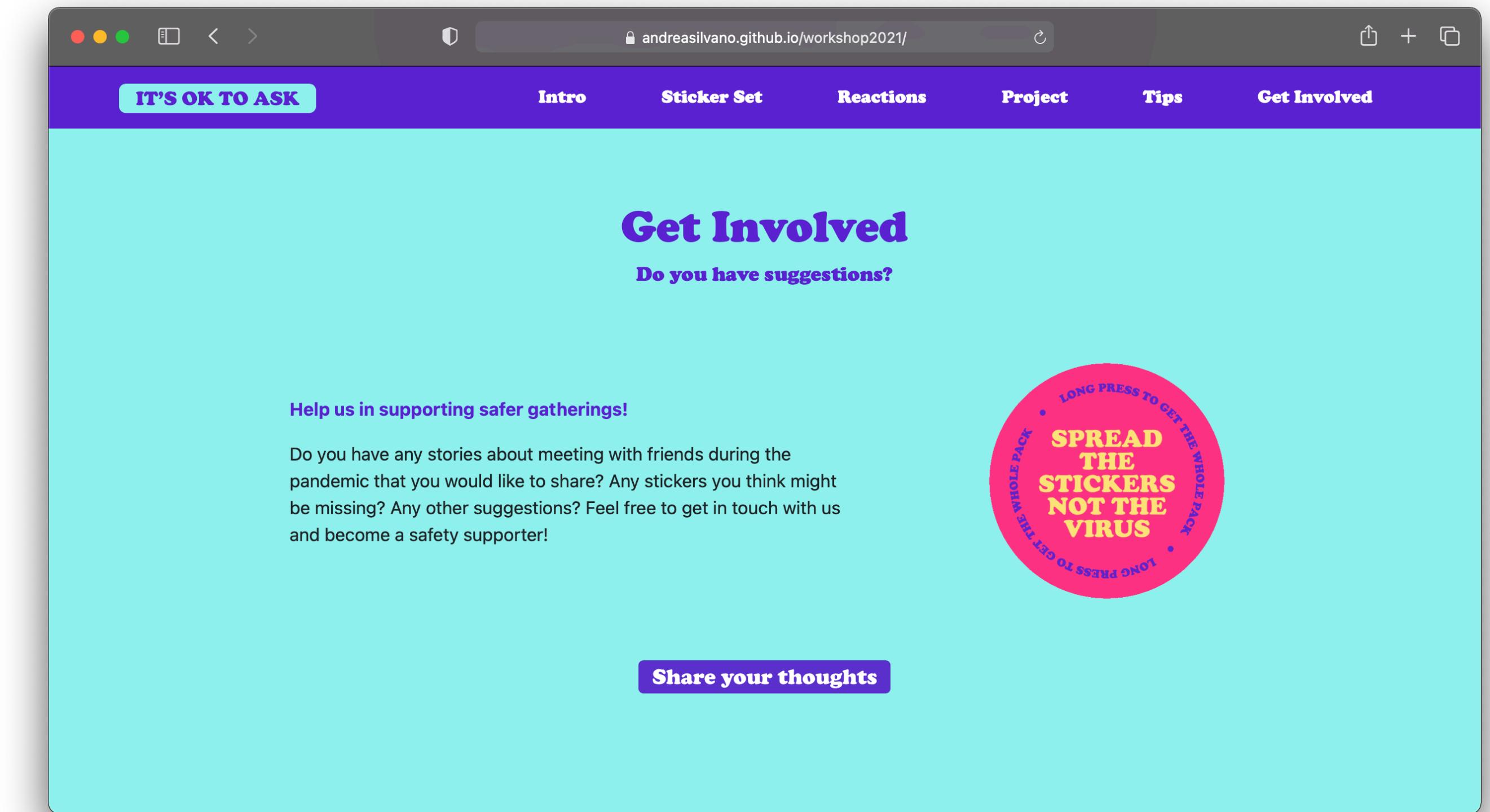
LONG PRESS TO GET THE WHOLE PACK

SPREAD THE STICKERS NOT THE VIRUS

LONG PRESS TO GET THE WHOLE PACK

# 4.6 What could go wrong?

Since the sticker pack is designed with a specific situation in mind, given the unpredictability of future events, we cannot guarantee these will still be valid in the future. To tackle the issue we added a **Get Involved section in our website**, in which users can provide feedback and propose new features/stickers that they would use.



# 4.7 Summing up

While developing this project, we verified that telling people that they shouldn't meet is just **not effective** — human beings are social beings and we will meet at some point. Our goal, as **communication designers**, became to bring attention to safer alternatives and highlight behaviors that shrink the risks of contagion.

For that aim, we resorted to new concepts we learned this week. Hopefully, the idea behind this sticker pack may open paths that facilitate complicated conversations that we need to have, so more and more people believe **“It’s ok to ask”**.



**IT'S OK  
TO ASK**



Final Presentation

André Calderolli  
Marco Gabriele  
Alessandro Parca  
Andrea Silvano  
Priscila Yoshihara

# Promoting healthy behaviors in times of Covid

Master degree Workshop

Feb 26<sup>th</sup>, 2021

Guillermina Noël