

A large crowd of people is gathered in a dark, industrial-looking space, possibly a warehouse or a large hall, with a blue and green light wash. The crowd is dense and fills the lower half of the frame. In the background, there are structural elements like pipes and beams, and a bright light source at the far end of the hall. The text "ASAP" is overlaid in a large, white, pixelated font in the center of the image.

ASAP

as safe as possible

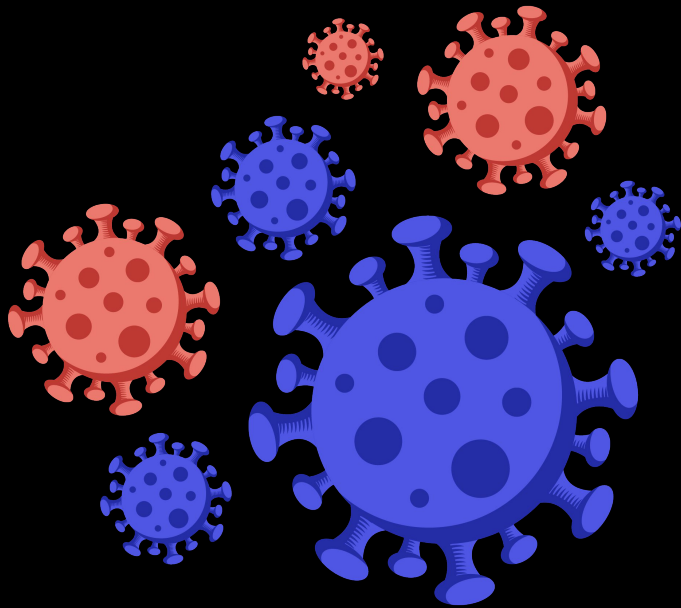
ASAP

as safe as possible

Design Research for Digital Innovation - DH 411 - 2020

Group 4: Haeun - Ludovica - Anna Sophia

2020: summary



New coronavirus

PROTECT YOURSELF AND OTHERS

STOP CORONA

Last update: 26.10.2020

www.foph-coronavirus.ch

Stricter rules apply in certain cantons


Parties still go on

BBC News

Covid: Fines issued over house party for 40 people in Slough

Fines have been issued for a breach of Covid-19 rules after police dispersed a house party of 40 people. Officers forced entry into the property ...

3 hours ago

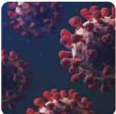


BBC News

Covid-19: Northampton party organiser given £10,000 fine

The organiser of a party attended by more than 100 people has been fined £10,000 for breaching Covid-19 rules. Northamptonshire Police ...

2 days ago




BBC News

Covid-19: Northampton party organisers and DJ fined £10,000

Five people including a DJ have each been fined £10,000 for breaching Covid rules after police broke up house parties attended by about 200 ...

23 hours ago




BeetTV

COVID-19 Has Swelled Retailers' First-Party Data, Next Up ...

Toward 'joint-party' data. But Lanzi says it's not enough for brands to swell their profiles pool in isolation; they need to take that data and combine ...

14 hours ago



Lausanne - International Friends

Wich one is partying tonight 🤔?

1

댓글 4개

좋아요 댓글 달기

Ever heard of this one?

...

https://en.m.wikipedia.org/wiki/COVID-19_pandemic

EN.M.WIKIPEDIA.ORG
COVID-19 pandemic - Wikipedia

20

좋아요 · 답글 달기 · 41분

fuck that shit, we hear enough in the media, get out!

좋아요 · 답글 달기 · 3분

And it's people like you that will make us hear it longer than necessary.

좋아요 · 답글 달기 · 1분

ADAPT

How are parties during the pandemic?

- surveyed 60 'party-people'
(40 of whom been to parties during the pandemic)
- nervous and concerned before/after parties
- forgot everything about COVID during parties
- safety measures not followed, probably caught one
- but will do it again.

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How should we deal with this situation?

party people: well informed,
but not willing to follow



ASAP

Make them *want* to follow the measures!



ASAP

Make them *want* to follow the measures!

- but without guilting them with their actions
- reinvent safety measures in more likable forms
- prevent the target population from giving up
- decrease the risk to the society as a whole

ASAP

Our research question

- could we reinvent the relationship of young people with the virus in terms of how they perceive the imposed measures?
- could we turn emotion of young people towards the COVID safety measures into a positive direction?

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Social and cultural grounding

- reluctant share of society towards covid measures
- underground, hip, cool, unconventional
- techno, subcultural party ambience oriented

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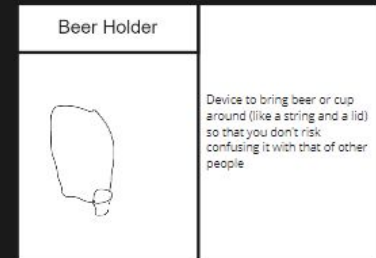
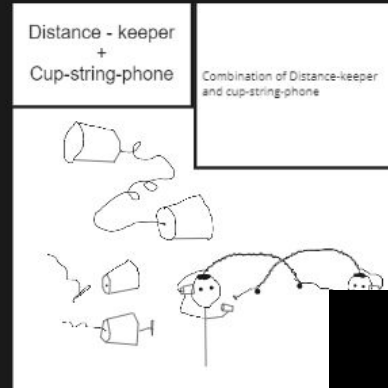
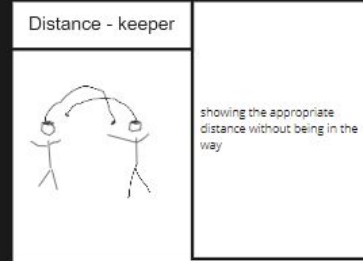
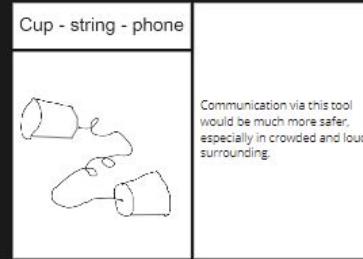
Moodboard values

- counterculture, exotic
- drugs, doner
- art
- *maskerade*
- techno poster design



Ideation

- a mobile app-based platform
- covid safety measures into cool party gadgets.
- *browse, DIY tutorial, share*



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Visual design

- *Clusters*: abstract, less accessible, Pinterest images
- *Adapted grid layout*: unconventional, structured, diagonal
- *Two fonts*:
80s/90s video game culture (Press Start 2P),
readable, smudged, anti conformist (Source Code Pro)

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Prototype

Use case scenario:

- person in their 20s before attending a party,
- looking for something interesting to try for the upcoming party.

<https://www.figma.com/proto/7qHs0xuiH0s2uRPvi0RspP/Project-Prototype?node-id=26%3A91&scaling=min-zoom>

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User testing results

- before -> after testing: no significant difference in perception/emotion towards COVID measures
- + ux and layout overall positive

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Test-user conversation results

- + design coherent with target group
- + good choice of target group
- too few examples implemented (added one more now)
- lack of reliability
- more fun than safe

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Conclusions

possible future improvements:

- deeper research about behaviour and emotions of target group
- include pandemic experts to ensure serious quality and reliability

challenge:

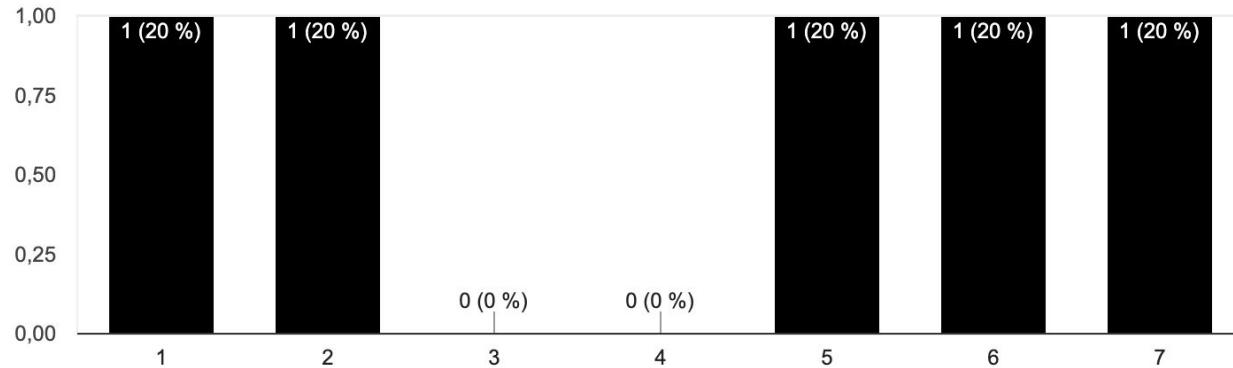
- communication between party people and serious reliable scientific advice

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Do you stick to COVID measures during a party?

(Answer only if you have ever attended social gatherings and parties after COVID-Pandemic)
Do you stick to the provided COVID-measures during a party?

5 Antworten



party people

ASAP

Thank you for your attention!

ASAP

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