

환영합니다

欢迎

WELCOME

ようこそ

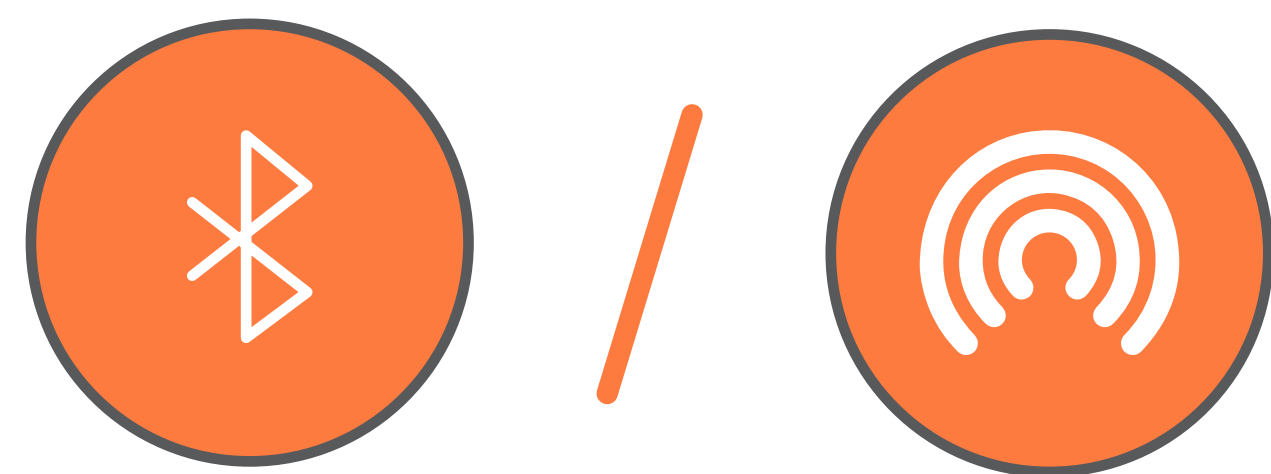
PICTURE BOOTH

желанный

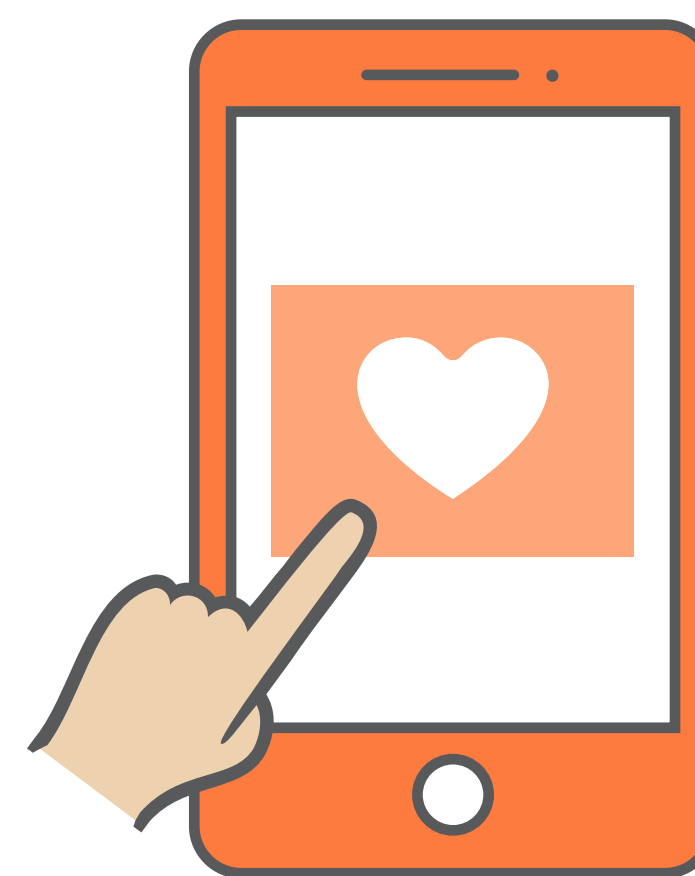
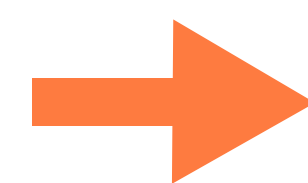
A free photo printing booth to help you
consummate your recent journey

START

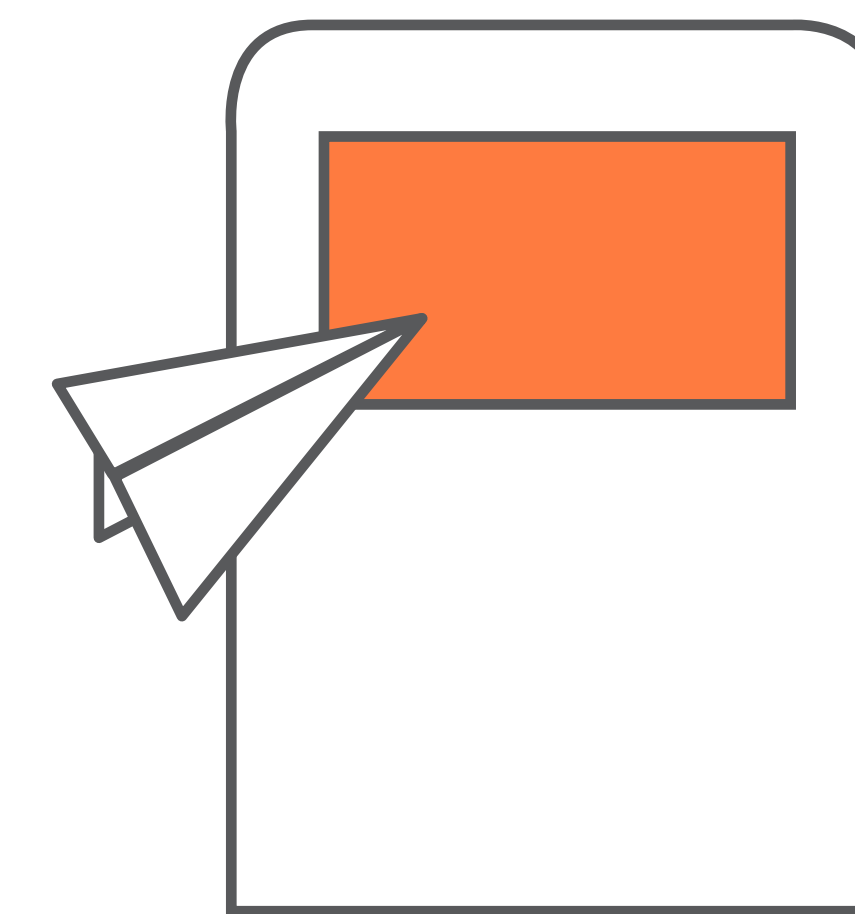
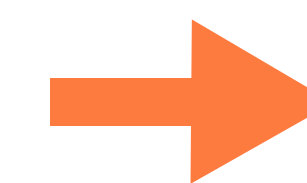
Printing step



Turn on Airdrop/Bluetooth
on your phone

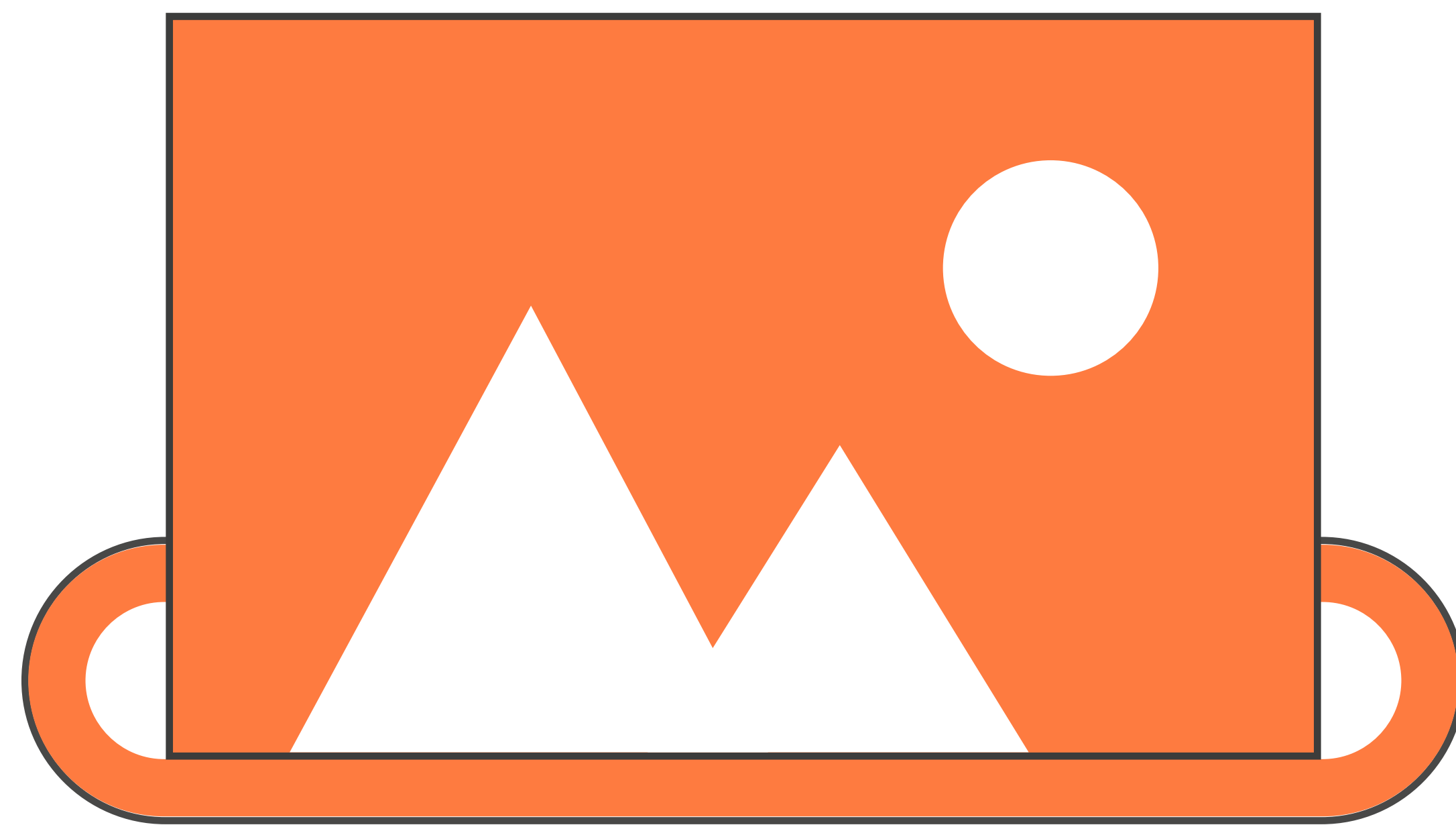


Select a photo you like



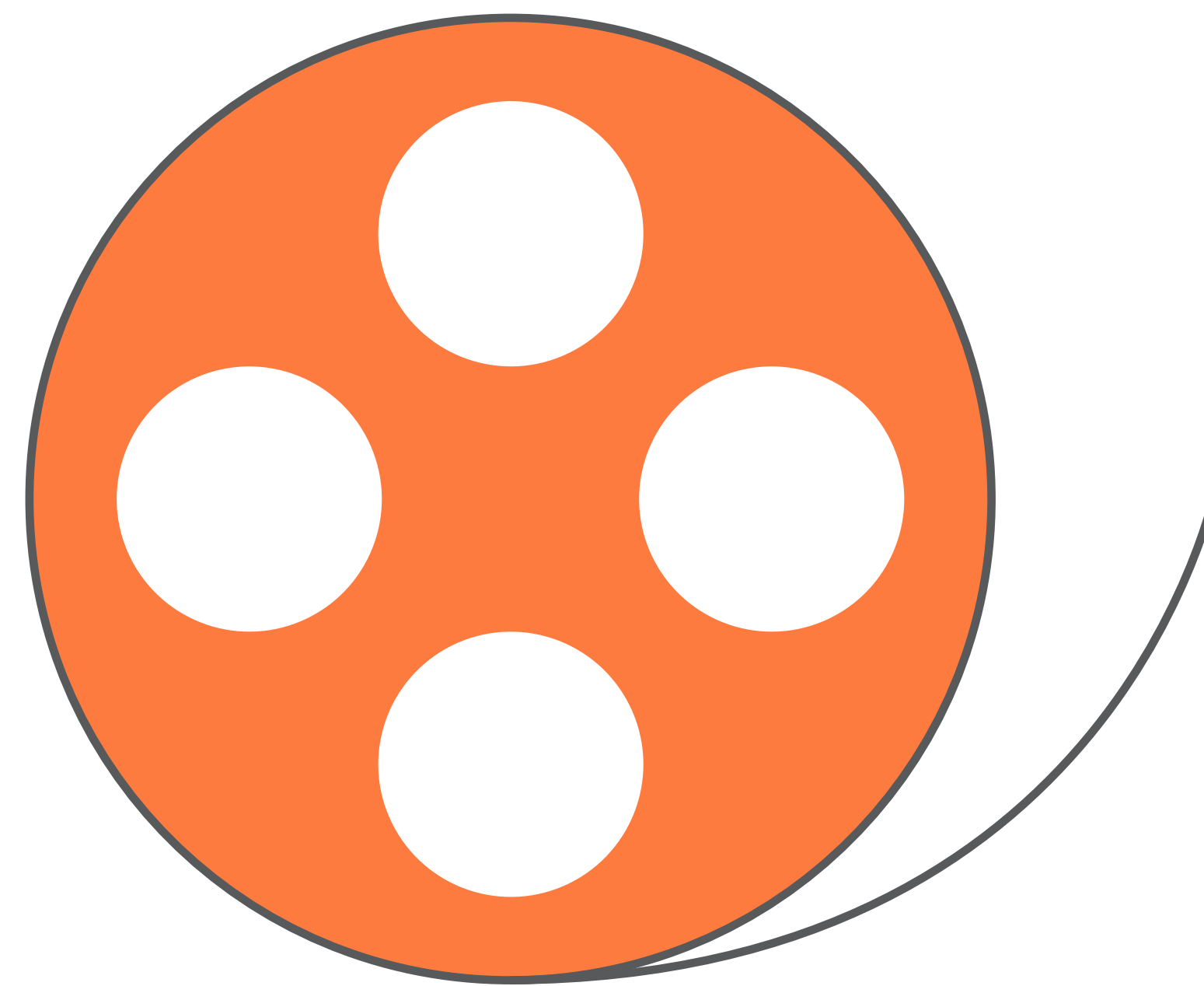
Send it to the
Picture Booth

*Privacy Policy Statement: All photos will be deleted after the printing process.



Receiving the photo...

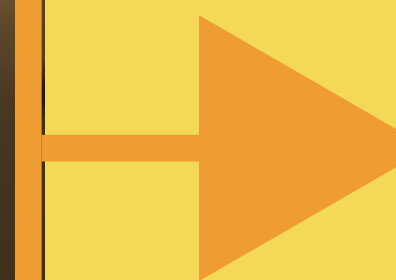
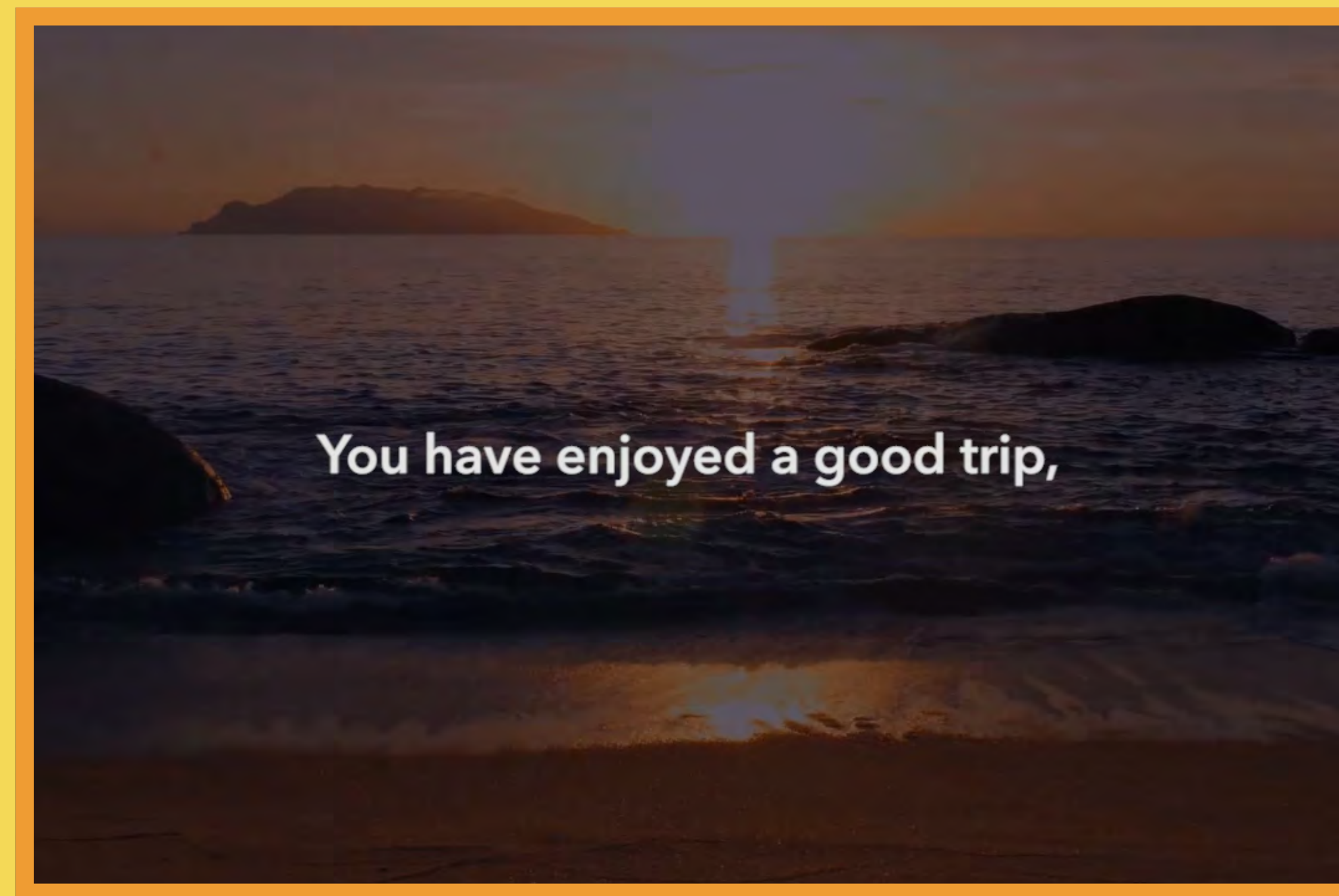
Printing in process...



The machine is connecting to the printer.
Please enjoy this short film while waiting for the picture.



VIDEO FLOW



1 Introduction

Allow the user to reflect on their trip, and then transition to the topic of dementia.

Script:

You have enjoyed a good trip.
You have traveled to different places.
You *remember* every moment...

However, not everyone can do the same.

2 Presenting facts

Introduce dementia as a global issue and how severely it can impact those with the condition.

Script:

There are currently 50 million people suffering from *dementia*, a group of brain illnesses that affect *memory*.

They slowly forget how to do small things in life, like brushing their teeth.

With each passing day, they could even forget the love of their life...

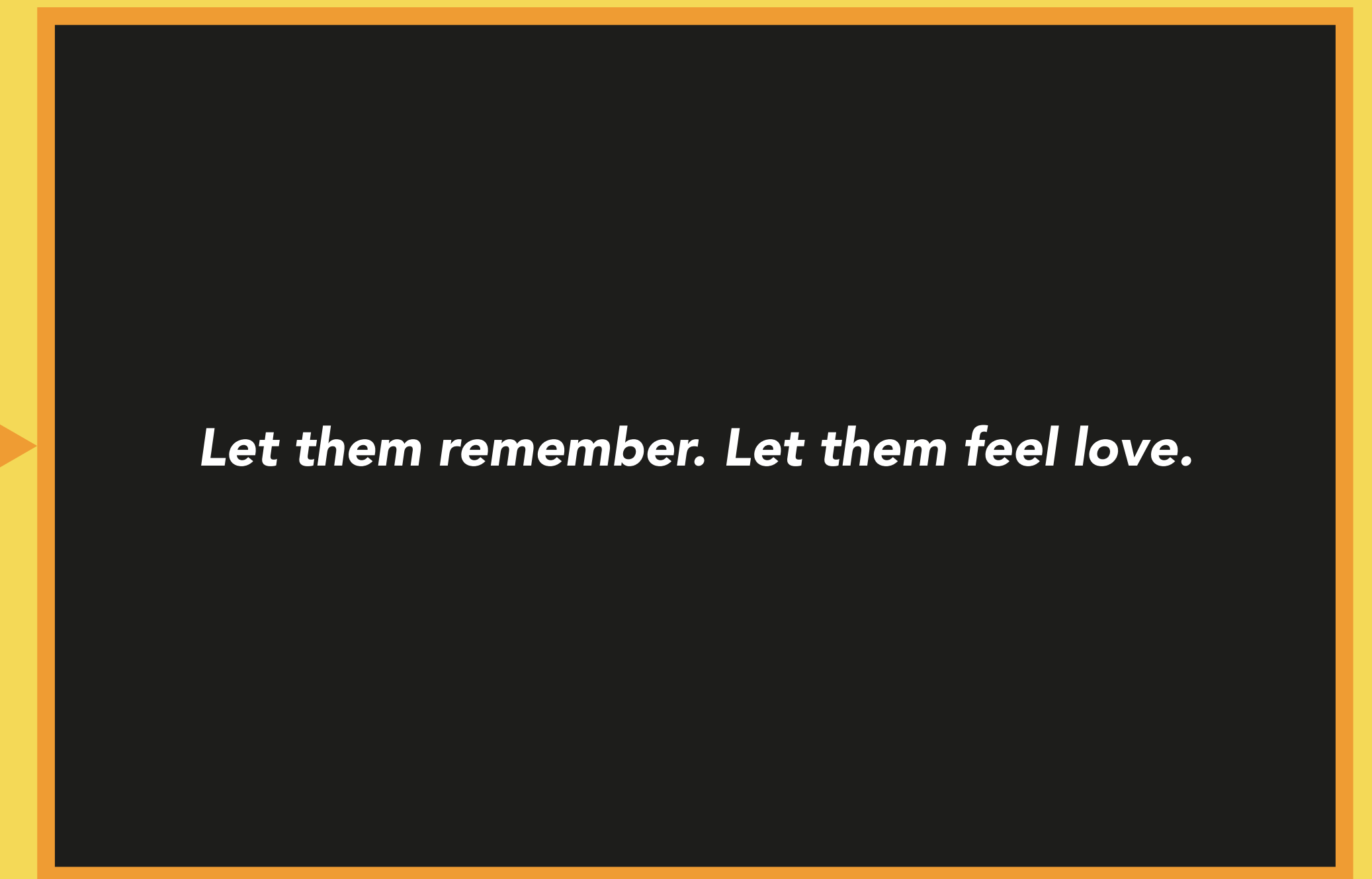
3 Firsthand experience

Show a real dementia patient forgetting who her husband and son are, even as her son is sitting right next to her.

Script:

Son: You never knew who my dad was?
Mother: No, I tried to figure it out once in a while, and then I thought, "Oh, who cares anyways?"
Son: My dad, he married you -
Mother: Yeah.
Son: - and then you guys had me.
Mother: Oh...
Mother: So you're closer to Joey than you are to me?
Son: Well, I am Joey. You know that, right?

VIDEO FLOW



4 Appealing to pathos

Generate empathy by conveying how stressful it is to care for a family member with dementia.

Script:

Families and friends provide most of the care for those with dementia...

But the carers often experience great physical and emotional stress.

Son: Hardest day of my life...when your mother doesn't know who you are.
Son: She knows my name...but she doesn't know who I am.

5 Giving hope

Inform the user that even though there is no cure for dementia yet, they can help by spending as much time with their family as they can.

Script:

There is currently no cure for dementia, but there is still hope...

Even when they lose their memory, they can still remember to love...

Mother: I love you so much.
Son: I love you.

6 Call to action

Remind the user that it's not too late to get in touch with and spend time with their family.

Script:

It is never too late for *family*.

Let them remember. Let them feel love.

Now, we have a challenge for you!

Q.1

Do you remember which jacket she was wearing?



Choose the correct answer.

Q.1

Do you remember which jacket she was wearing?



Choose the correct answer.

Q.2

Do you remember which shirt he was wearing?



Choose the correct answer.

Q.2

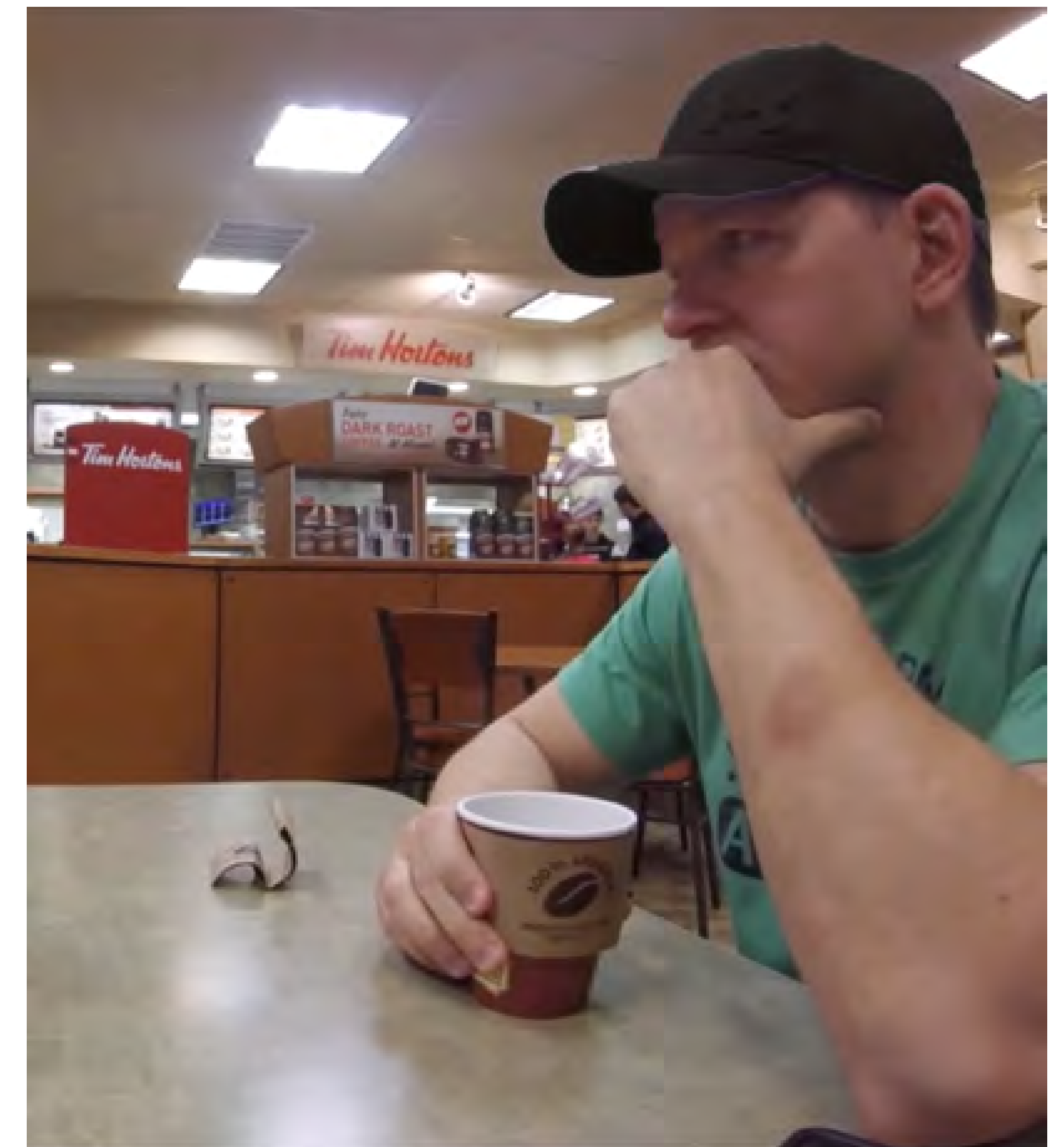
Do you remember which shirt he was wearing?



Choose the correct answer.

Q.3

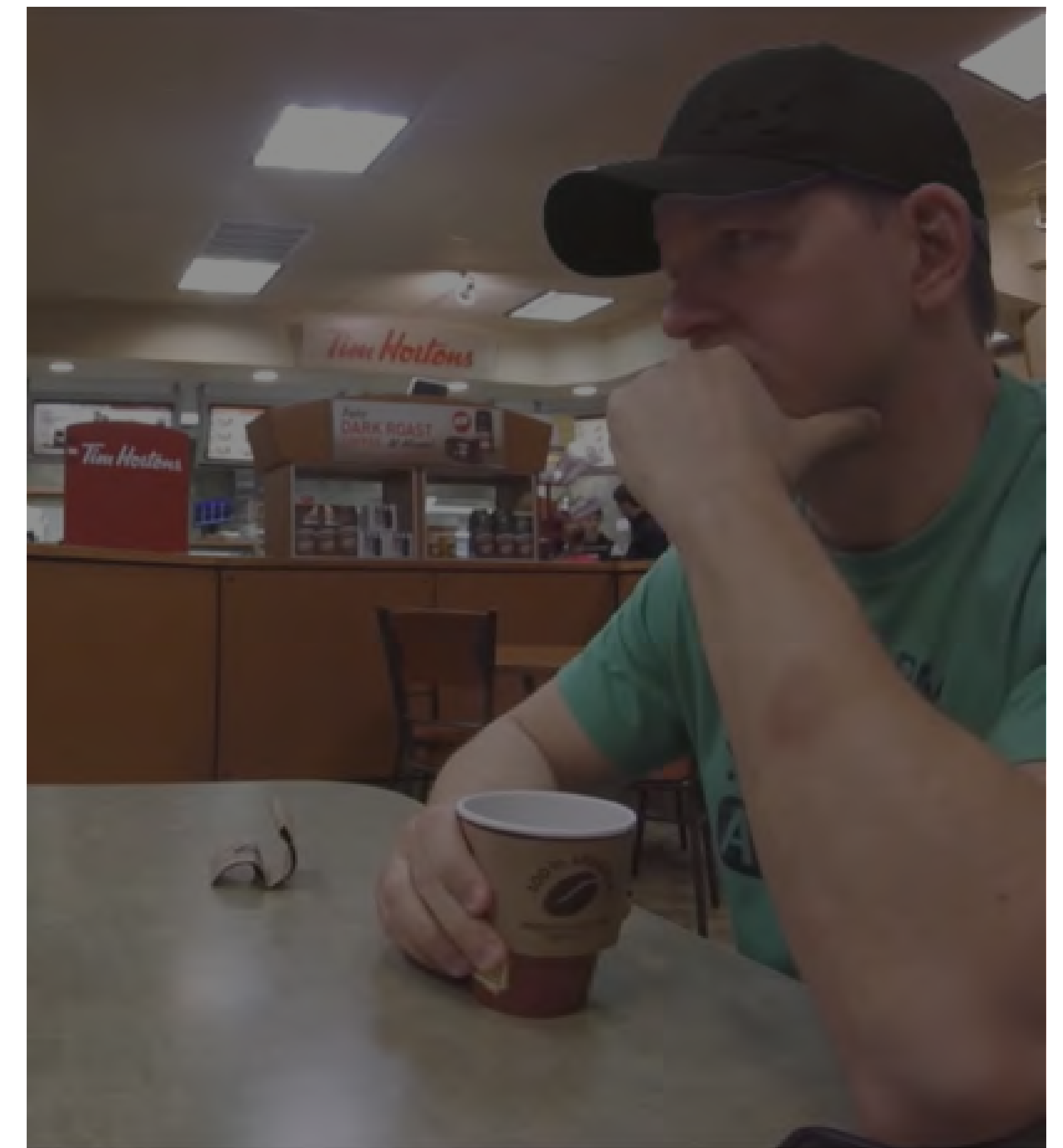
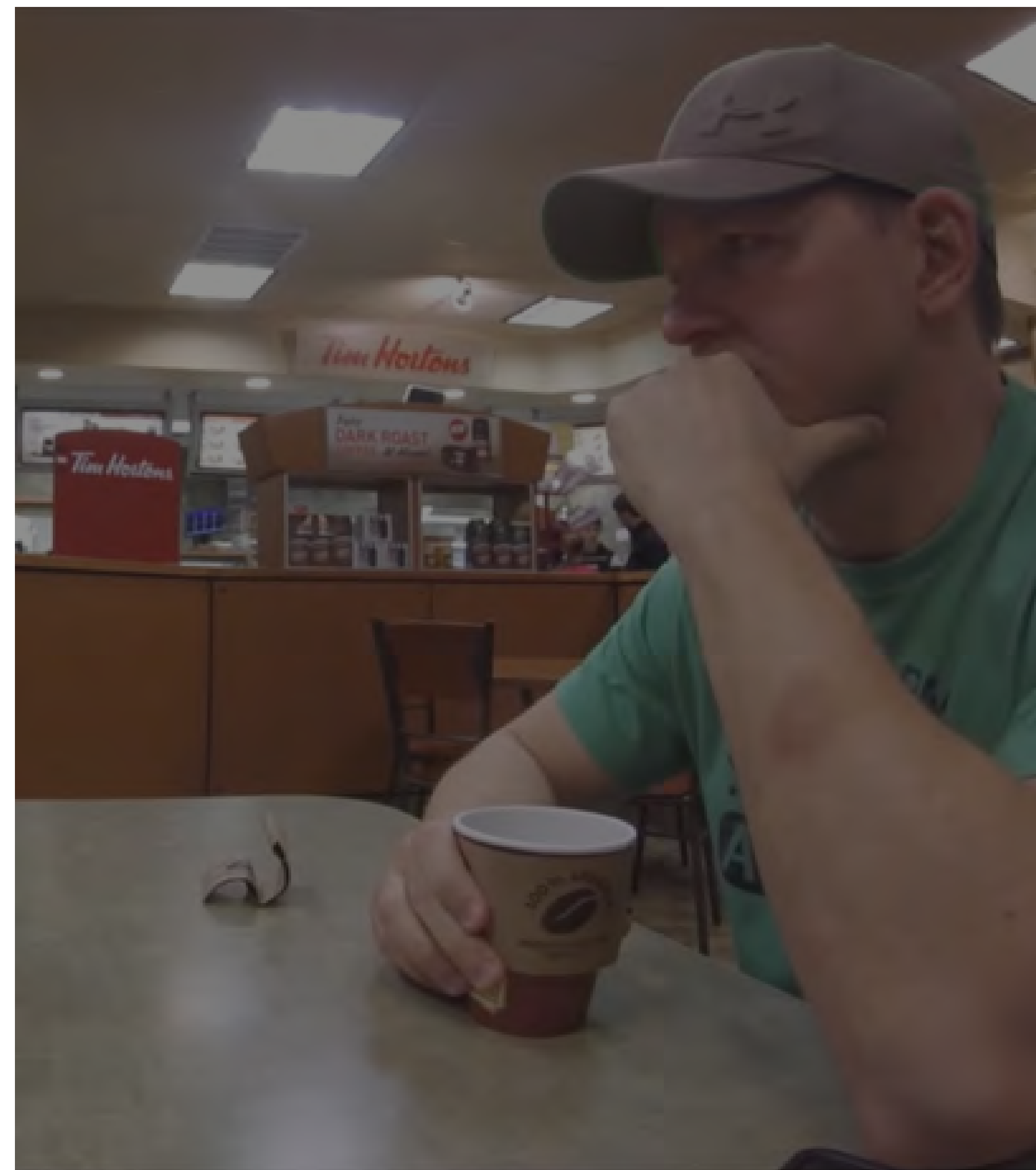
Do you remember which hat he was wearing?



Choose the correct answer.

Q.3

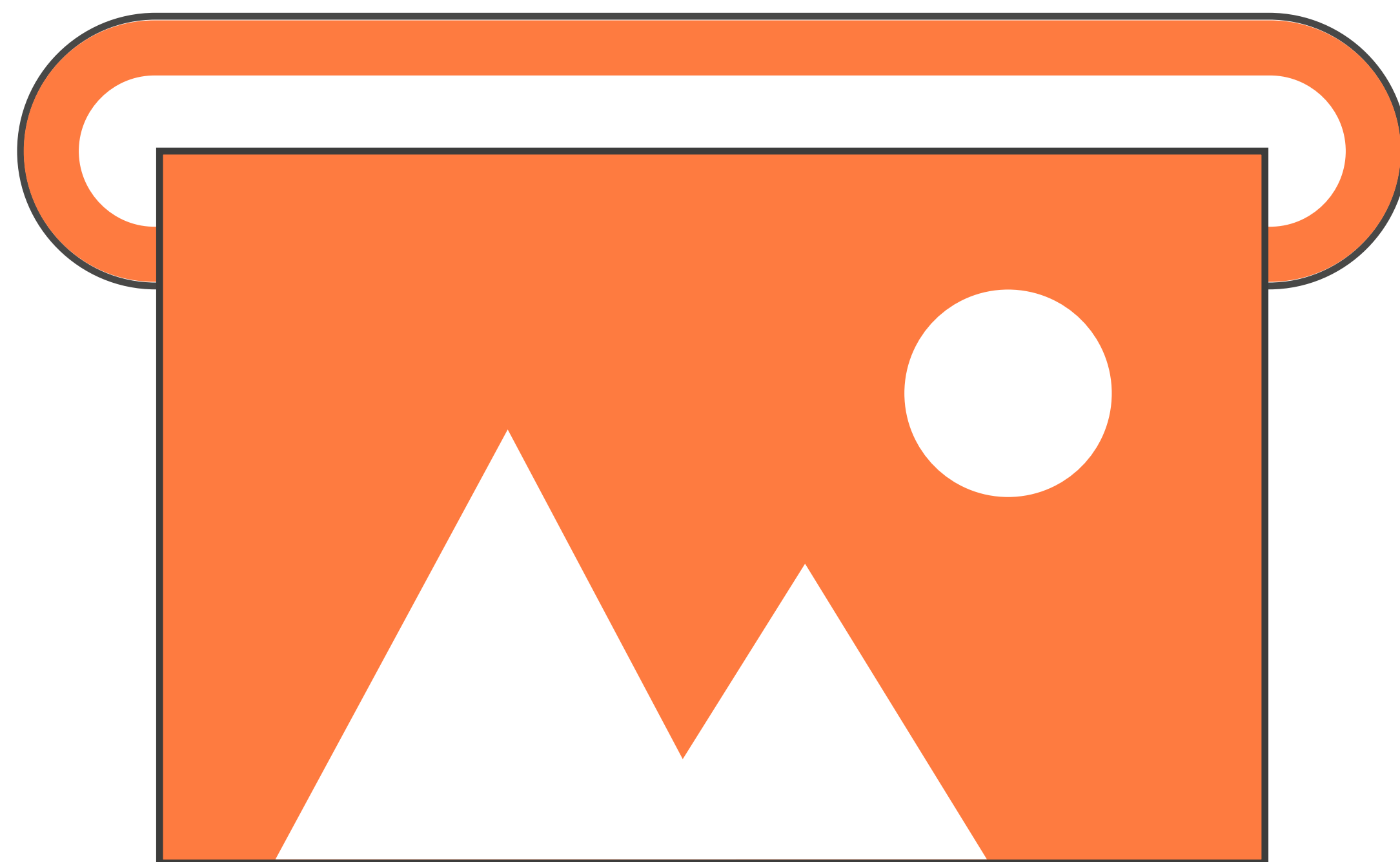
Do you remember which hat he was wearing?



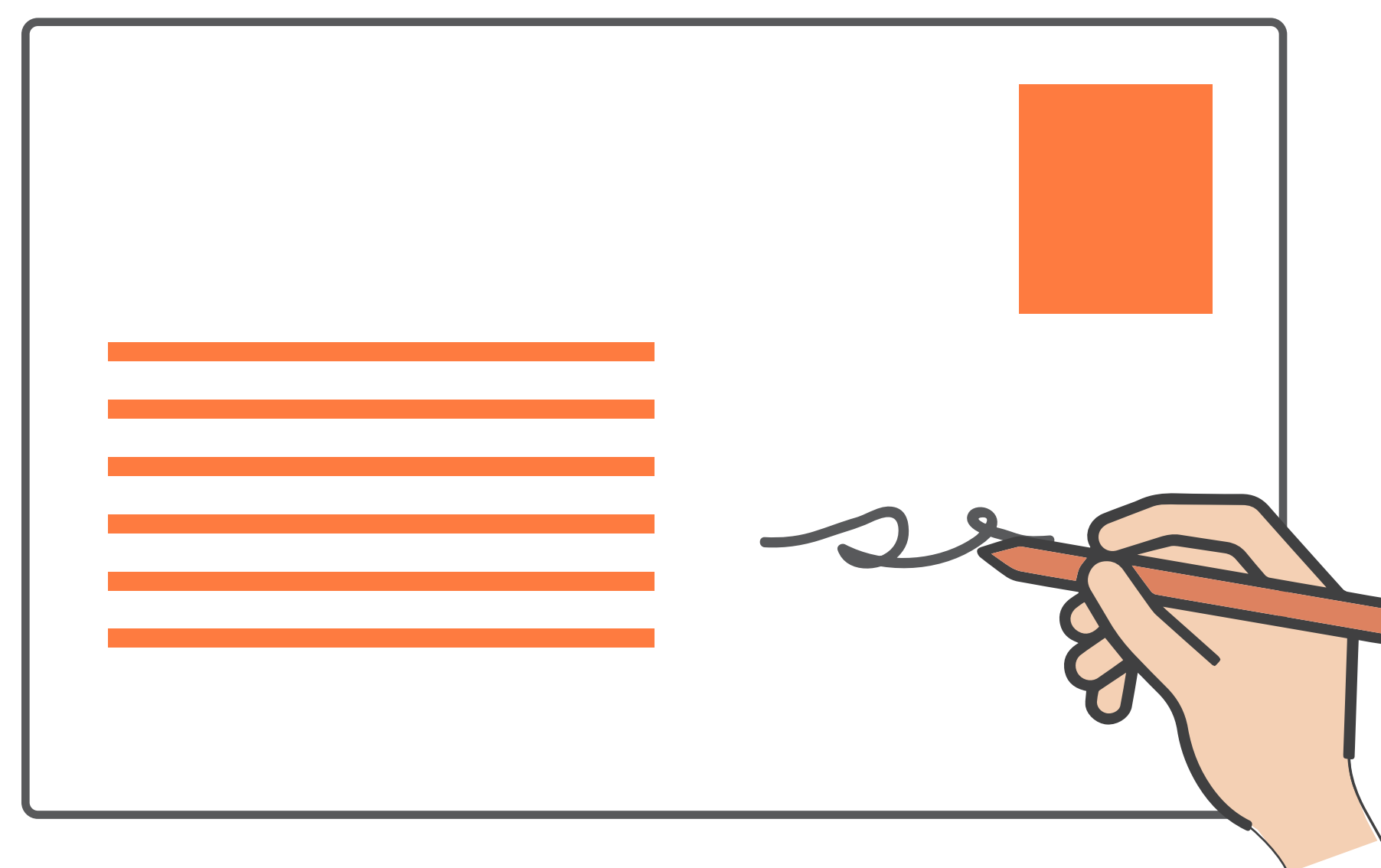
Choose the correct answer.

**What you have experienced is just a game,
but it is what people with dementia suffer every day.**

**Now, we are giving you a chance to share
your experience with your family.**



Finished printing photo.
Please take it.



Go to the back counter and
start to write your postcard!