

**Summer  
Workshop**

# **PROJECT PROPOSAL**

**BONDING BENCH - GROUP 1**

**Start Slide**

# Introduce our Team Members

ALIATUL IZZAH BINTI JASMAN (UTM)

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## About The Project

# Knowing Braga With New Approach

The core idea is to design a chair that serves as a lively social centre where random people may mingle and communicate while solving riddles together. Through the regular location changes, the chair promotes movement, transforming public areas into lively places of activity and promoting a sense of community in walkable communities.

### Target Participants

1. From 18 Years old to 25 Years old as primary Target
2. Above 25 Years old as secondary Target



## About The Strategy

# How Does This Work?

Our team will organise an event that will be held in the corridor of Braga Street. The purpose of this event is to make two participants become more familiar with each other, by giving them a task to find several items that we have put and hidden it along the Braga corridor

### Objective 01

Make the 2 person bond through the process of the games

### Objective 02

They will find the objectives and take picture of it

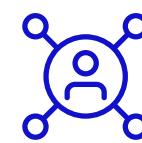
### Objective 03

They will know what is around the braga corridor



## About The Service

# Initial Event Design



### Service 01

There will be 2 participants will be involved in this event, we will use the chair to give them an explanations about this event



### Service 02

The participant will be searching the place that they need to take picture of it to completed the event



### Service 03

After completed the task, they can back to us and show the picture that they already take



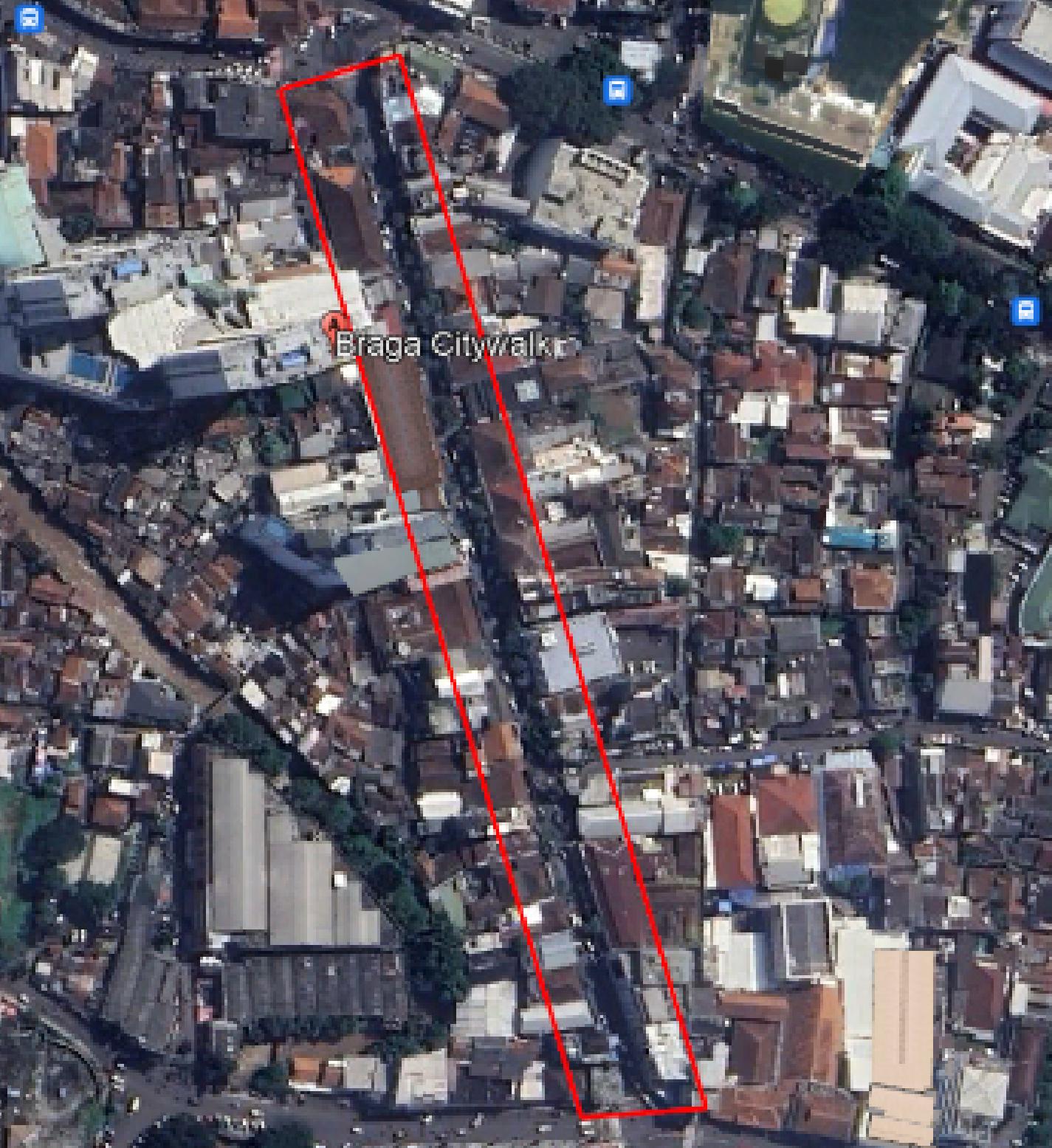
### Service 04

They will get a voucher as a reward if they do the task correctly

# **Initial Space Design and Considerations**

The Event will held in Braga Street Corridor and there will be 2 people that will walk around to complete the given task

We will use the existing chair that already placed in braga



**The Event  
Place**

# Initial Technology Considerations

To enhance the participatory nature of this activity, the initial technology integration considerations should focus on introducing interactive digital elements to engage with the activities. The main idea is to provide a QR code that can be generated using a website and participants can scan the QR code to access a series of questions using their own devices.

**QUESTiONS  
& INSTRUCtiONS**



**Feedback Form**



# Initial Expenses

We will spend 400k to give them a prize, the prize a menu from the Jabarano coffee, they will get a voucher and can trade it into the outlets



# Our Posters

## WELCOME TO THE BONDING BENCH

### WHAT'S IT ABOUT?

Are you ready to connect with someone in a **FUN** and **MEANINGFUL** way? The Bonding Bench is a social experiment designed to help you meet others, engage in interesting conversations, and build connections through a unique, interactive experience!

HOW DOES IT WORK?	WHY JOIN US?
1 Take A Seat	Meet New People
2 Scan & Talk	Enjoy Interactive Experience
3 Bond Through Adventure	Contribute to Social Experiment
4 Share Your Experience	

### GET INVOLVED !



DATE & TIME : 20.08.2024 (TUESDAY) 2PM  
LOCATION: BRAGA STREET

## BONDING BENCH

## INSTRUCTIONS

### Take a seat!

Today, both of you will be doing a series of activities to **strengthen your bonds!**

In page 2 (English) and page 3 (Indonesian), we have prepared several intimate questions!

Pick **three** questions, ask each other of their opinions, & discuss

After you are done, signal one of our members.. and we will **take you on a walk** around Braga Street..

### Treasure Hunt



Another member will be stand by in another location, ready for you guys!

We will be doing a **Treasure Hunt activity** to strengthen your bonds, physically!

The **rules** will be explained by our member, so listen carefully..

After completing the activity, we will ask you to fill in a feedback from for our data collection on this activity (it's **anonymous!**)

# Questions

BONDING CHAIRS

## Let's Discover Each Other

Select 3 questions from below and ask him/her to get to know each other better !

What do you wish was illegal?

What's something you love that others might not?

Do you forgive betrayal?

What's the most unusual job you've ever had?

What kind of people are you attracted to?

If you could ask a world leader one question, what would it be?

What place would you like to take me to?

BONDING CHAIRS

## Ayo Kenalan!

Pilih 3 pertanyaan di bawah dan tanyakan kepada lawan mainmu untuk lebih mengenalnya!

Apa yang kamu harap ilegal?

Apa hal yang kamu suka namun kebanyakan orang tidak?

Apakah kamu bisa memaafkan pengkhianat?

Apa pekerjaan paling aneh yang pernah kamu kerjakan?

Seperti apa orang yang menarik menurutmu?

Adakah yang ingin kamu katakan padaku?

Tempat mana yang harus kita kunjungi bersama?

## MYSTERIES OF BRAGA STREET UNDERCOVER HIDDEN TREASURES

#1 A giant smiling figure standing tall by the photobooth—find the person who's always ready for a picture!

#2 Head down the secret aisle to discover the red store with cookie treats!

#3 Look for the sign that whispers tales of Braga's charm shines bright under the sky

#4 These googly eyes are definitely excited to see you guys be friends forever!

#5 Find the cute white Shinchan's dog hiding by the fun toys inside green store

#6 Look for the spooky figure hovering above—it's a 'pocong' watching over the frightful fun!

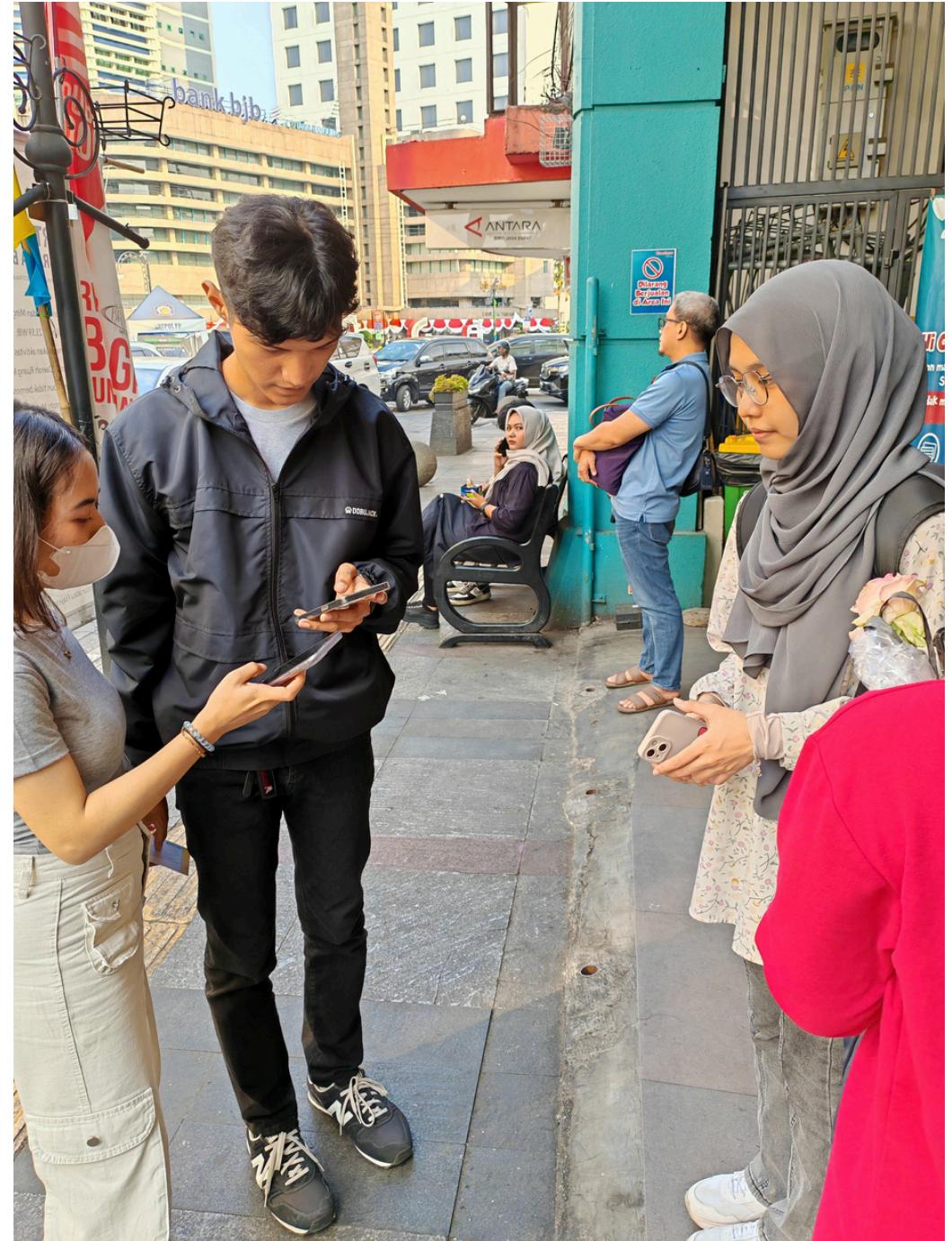
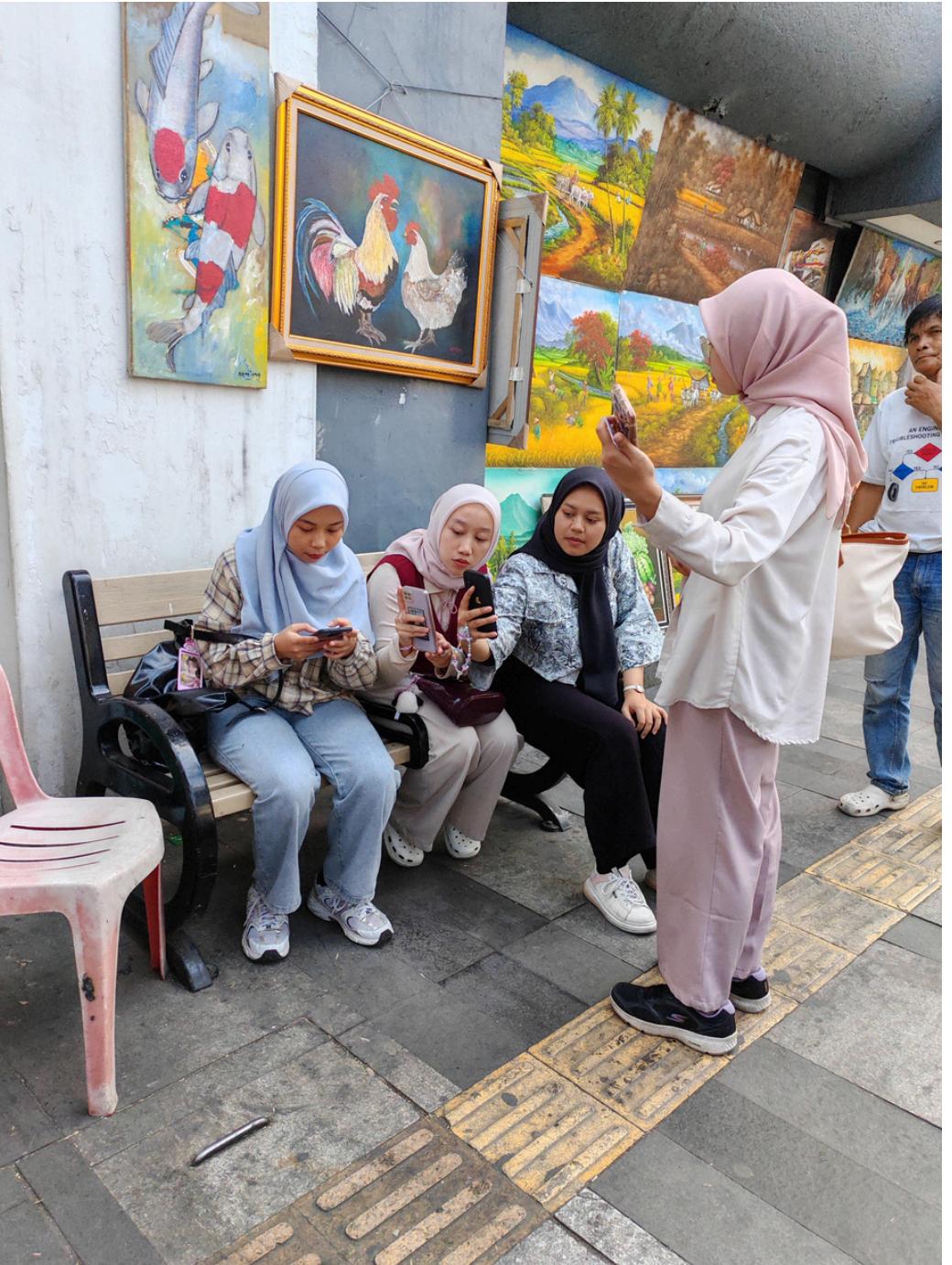
# What can we learn after the Event?

We already do the event at 14:30 and we found some challenges while doing the event. The challenges are :

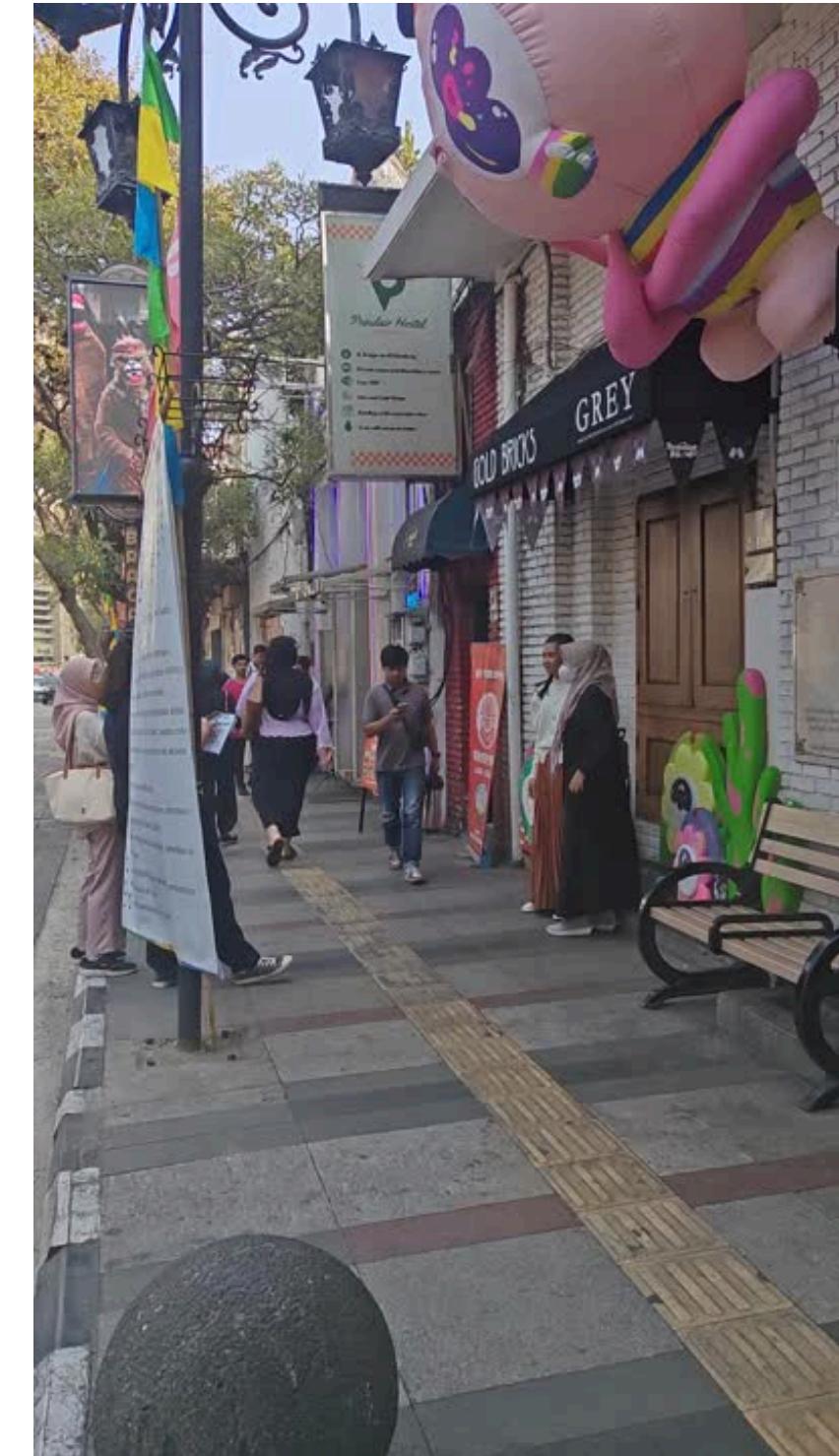
1. We found that not all of the people can participate because they are in their own business, we already offer to some people at the street, maybe 40% to the older peoples (Above 25) and the 60% to the younger peoples (below 25)
2. Most of our participants are from the younger peoples, it's because they have more free time to participate in this event
3. We need to do the different approach to each peoples because the characteristic from each participants are different, so we need to think the most suitable way to approach them



# Pictures during event



# Videos during event

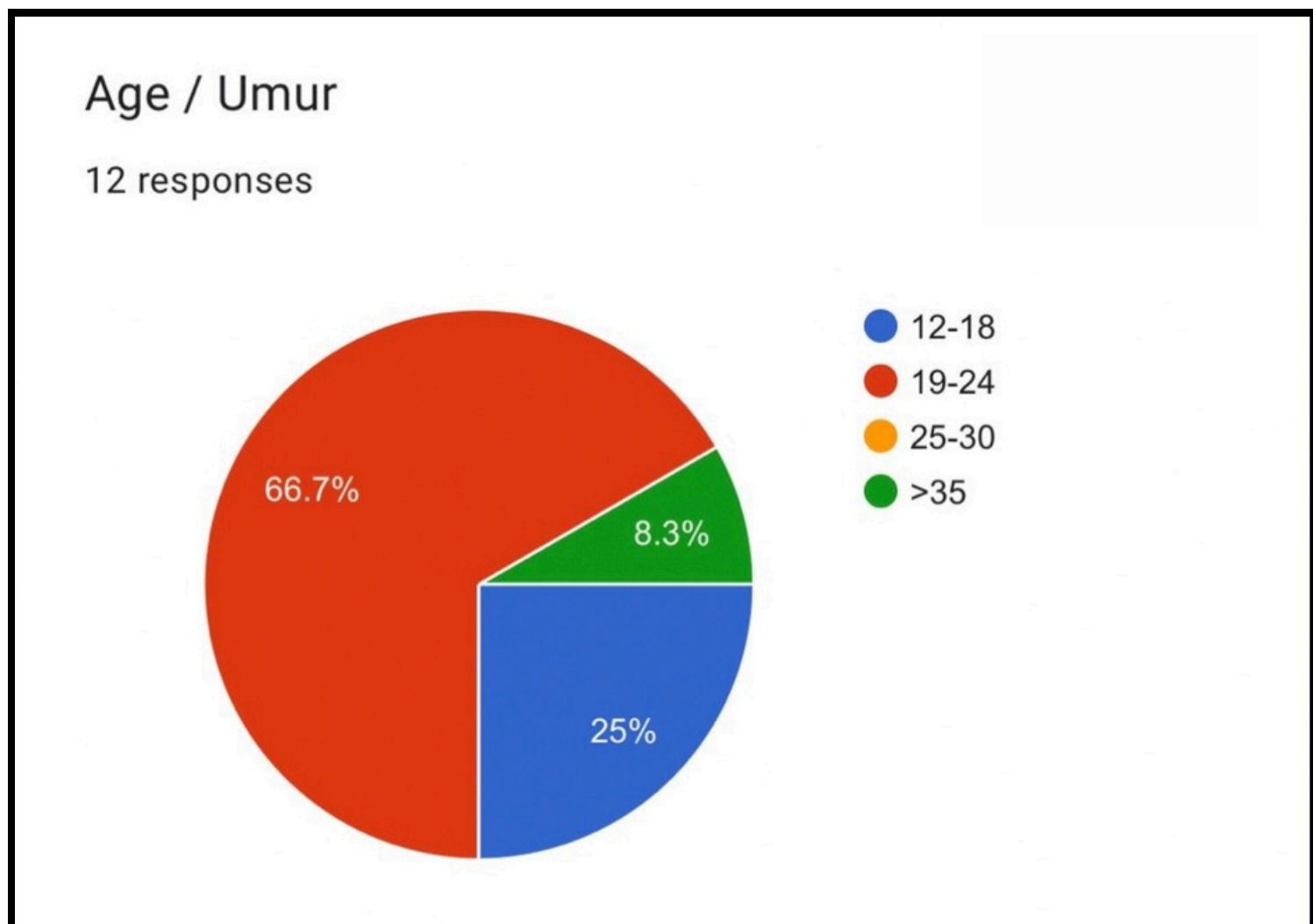


# Feedbacks

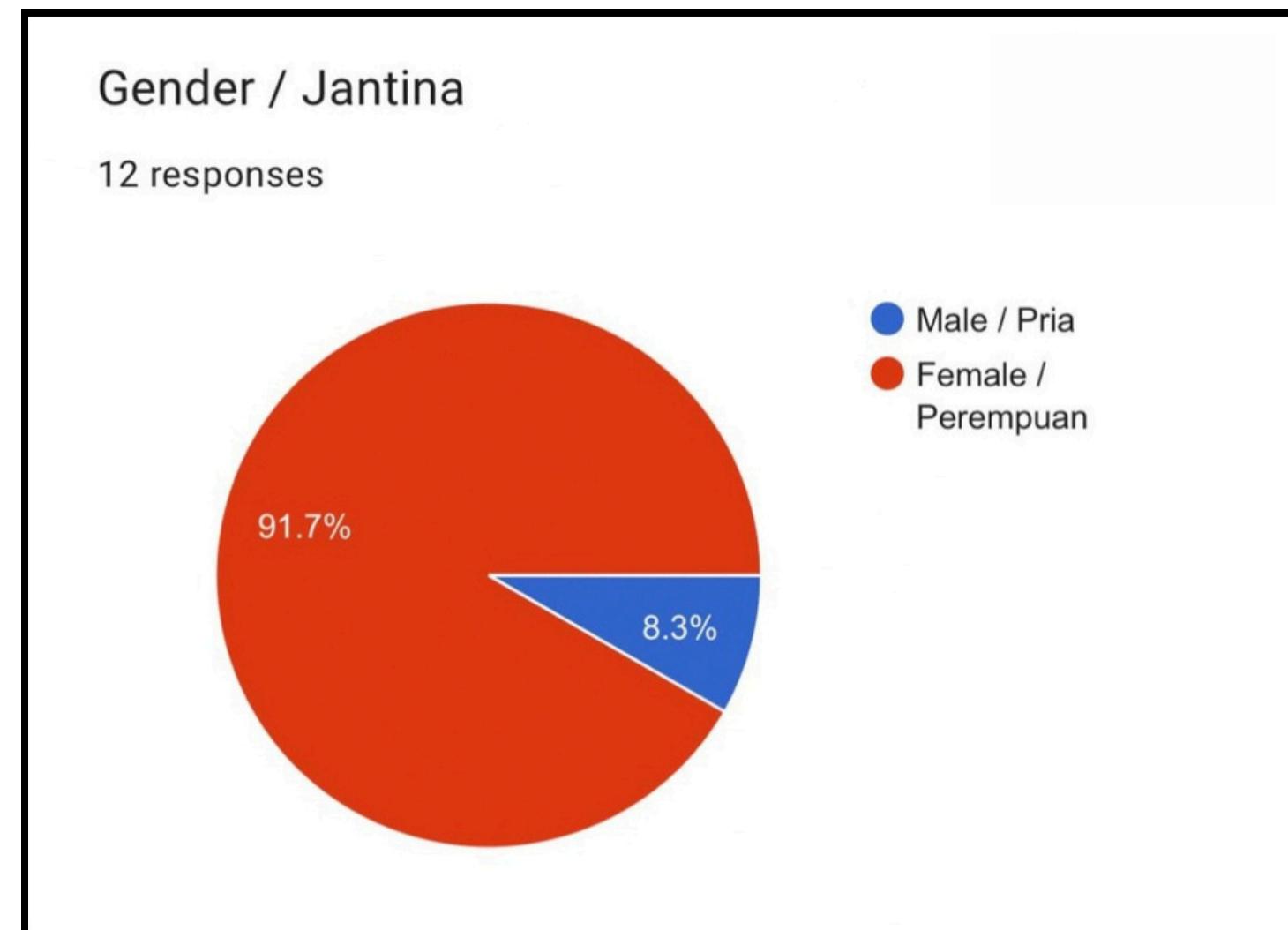


# PARTICIPANTS

## Age



## Gender



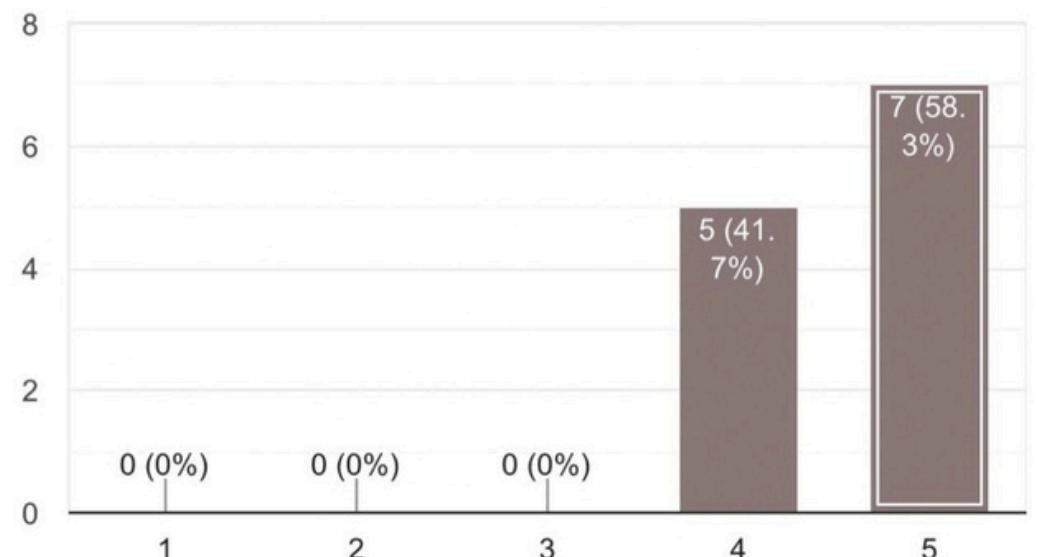
# FEEDBACK

## Encourage Physical Movement

How likely do you think the project will encourage physical movement and activity among individuals?

Menurut anda seberapa besar kemungkinan projek ini akan mendorong pergerakan dan aktivitas fizik di antara individu?

12 responses



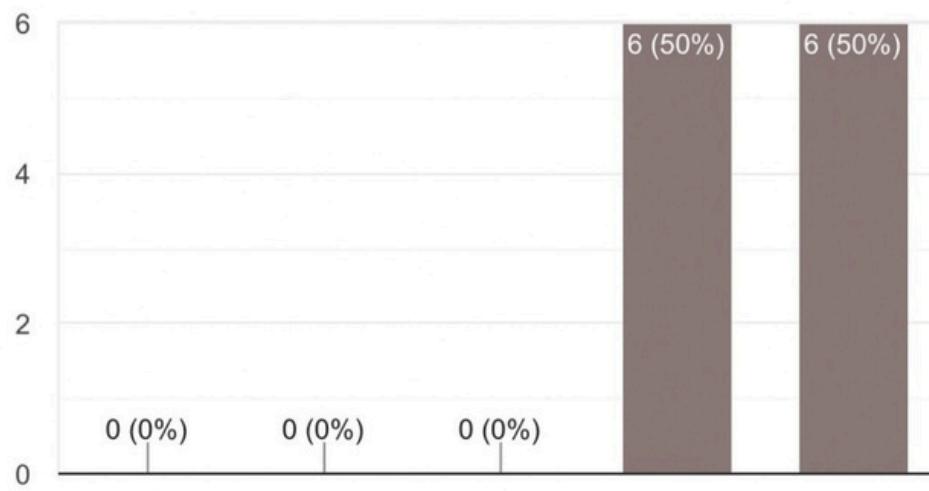
**4.58/5**

## Promote Physical Movement

How effective do you think the project will be in promoting physical activity and movement among users?

Menurut anda seberapa efektif projek ini dalam mempromosikan aktivitas fizik dan pergerakan di kalangan pengguna?

12 responses



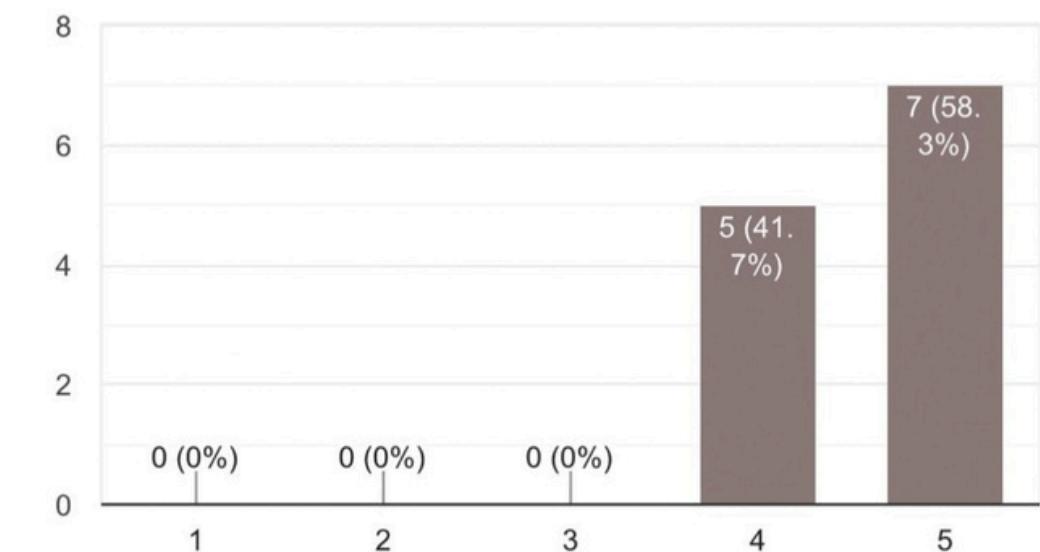
**4.5/5**

## Connection and Interaction

How well did the project help you connect and interact with others, especially those from different age groups?

Seberapa baik projek ini membantu Anda terhubung dan berinteraksi dengan orang lain, terutama mereka yang berasal dari kelompok umur berbeda?

12 responses



**4.58/5**

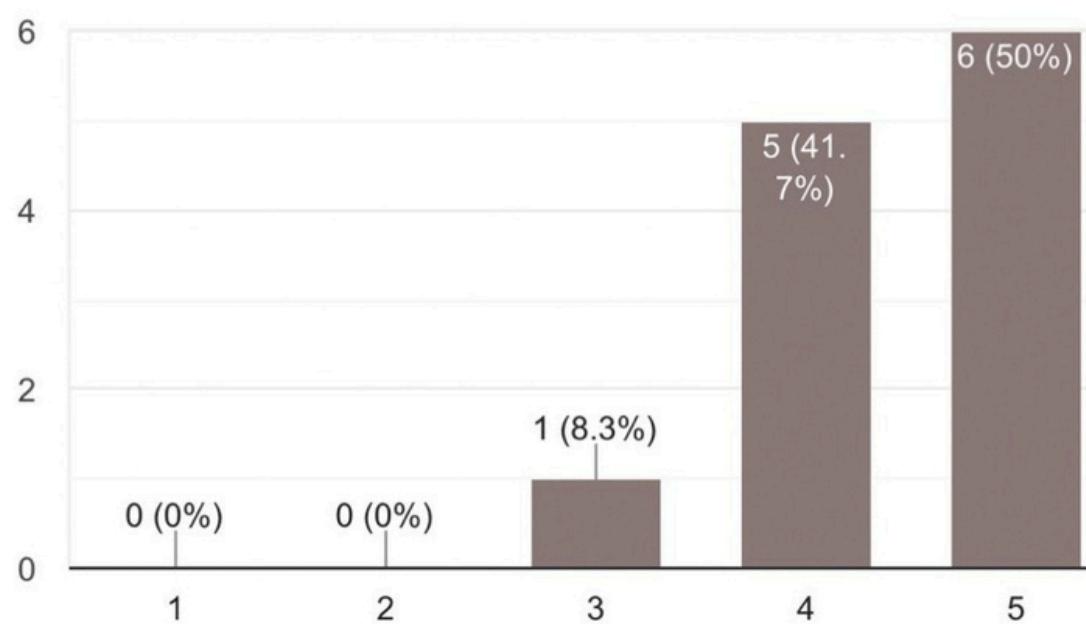
# FEEDBACK

## Create a Vibrant Public Space

How likely is it that the project will create a vibrant and engaging public space?

Seberapa besar kemungkinan projek ini akan menciptakan ruang publik yang dinamis dan menarik?

12 responses



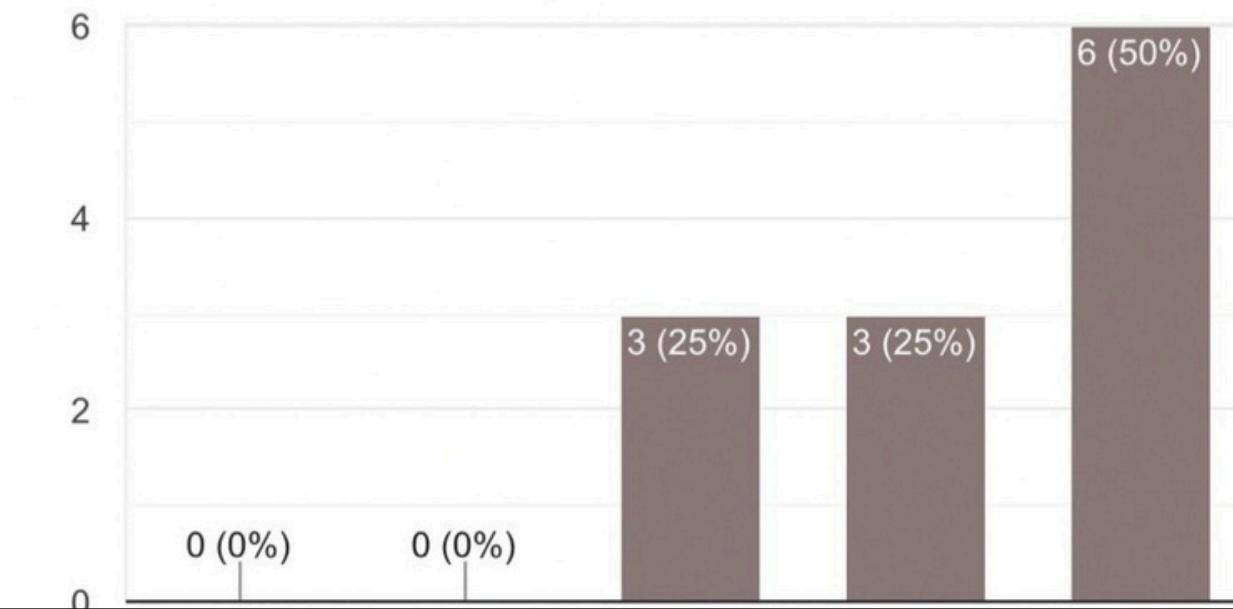
**4.41/5**

## Feasibility of Implementation

How feasible do you think it is to implement this project in various public spaces?

Seberapa besar kemungkinan proyek ini bisa dilakukan di berbagai ruang publik?

12 responses



**4.25/5**

# THANK YOU

BONDING BENCH 20/08/2024

