



Inclusive Challenge | Social Platform Activity

Inclusive Challenge

Campaign Design

Service System Design

Jiang Wanting

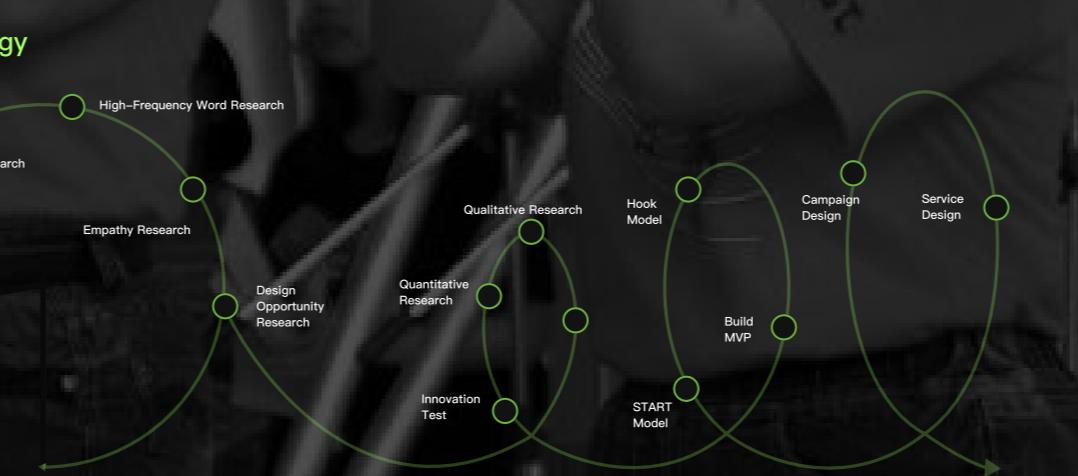
2023.9-2023.11

Introduction

"Inclusive Challenge" is a campaign designed to increase awareness of disability hate crimes among Chinese citizens and foster a more inclusive society. It consists of three themes: stamina, intelligence, and skills, all conducted as video challenges on the TikTok platform.

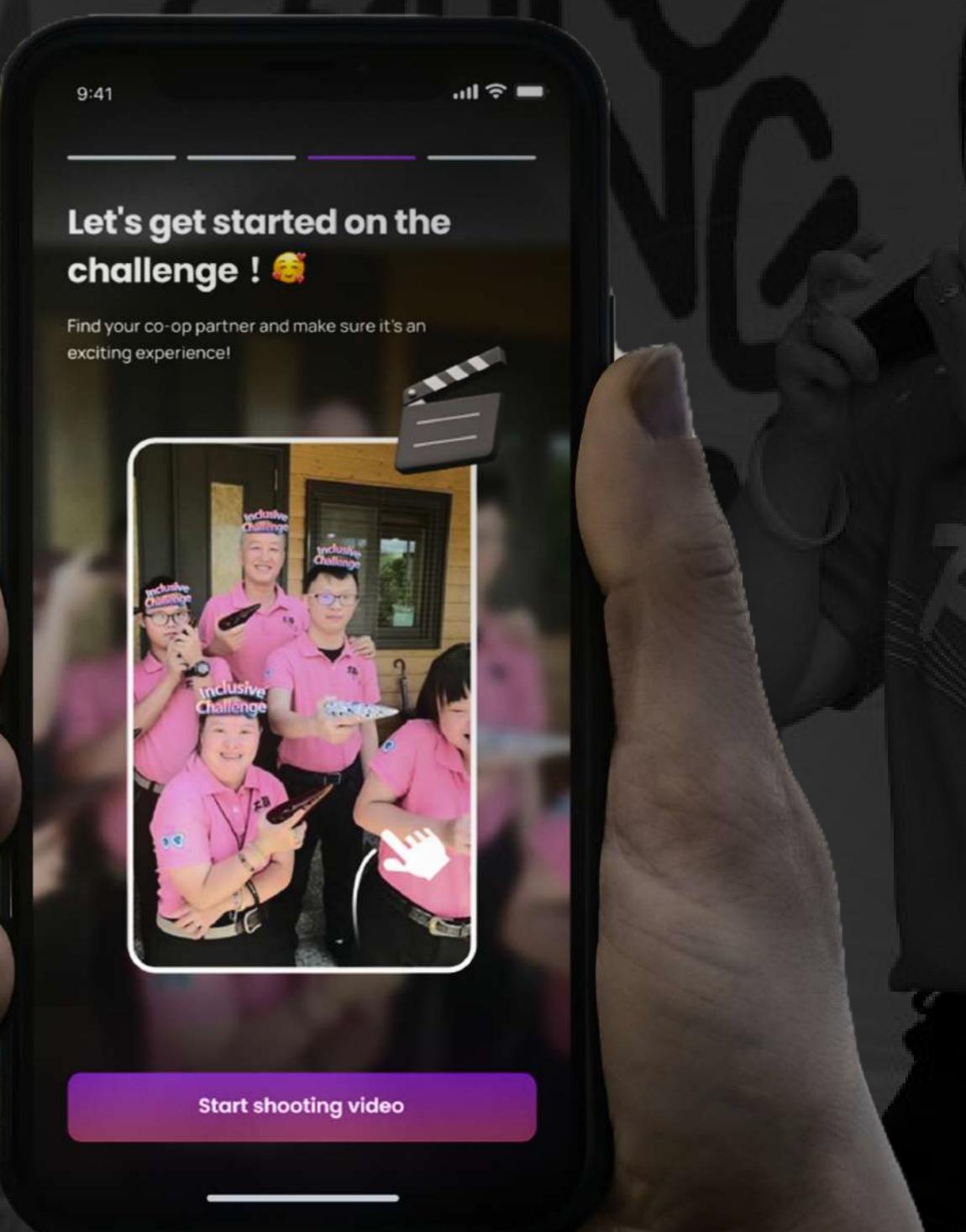
Purpose

We convey inclusivity in an engaging manner, turning participants into disability rights advocates. Our program increases social awareness, nurtures empathy, promotes active societal involvement, and fosters an inclusive environment. Together, we strive for a fairer, more inclusive society.



Inclusive Challenge

**Inclusion Unites Us,
Let's Together For A More
Inclusive World!**



BACKGROUND

Unveiling the Hidden: Covert Disability Hate Crimes in China

China, there are more than 85 million registered persons with disabilities, but search has found that it is difficult to see persons with disabilities in downtown areas because they are afraid of going out and being subjected to verbal insults, social exclusion and other forms of discrimination and violence.

ence China has not yet formulated clear legal provisions to deal with hate crimes against persons with disabilities, and the penalties are relatively light and difficult to back. Particularly in terms of verbal discrimination, the problem of hate crimes against persons with disabilities in China is somewhat invisible.

65%

respondents said they had't seen
any disabled person in public for more
than one week.

I know there are 850 million disabled people in China. But I could rarely see them in reality. I just wonder why?"

— Interviewee Jackson Zhang, Beijing

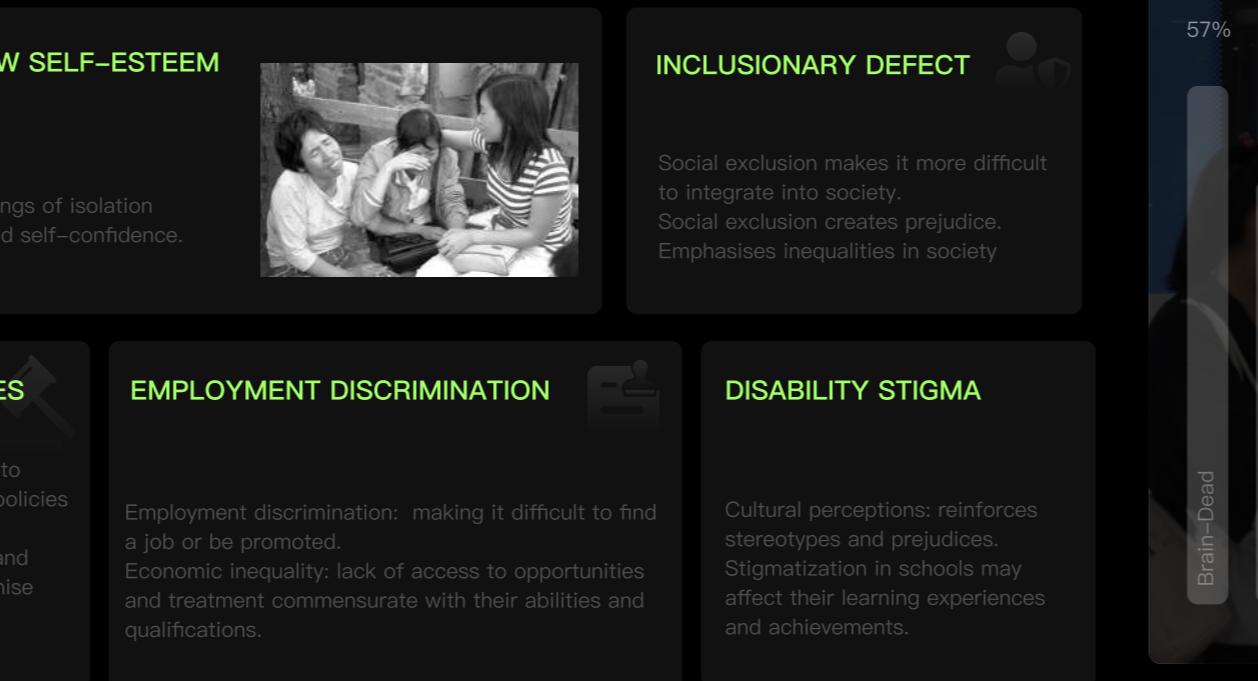


CH

The Most Common Behaviour In Disability Hate Crimes



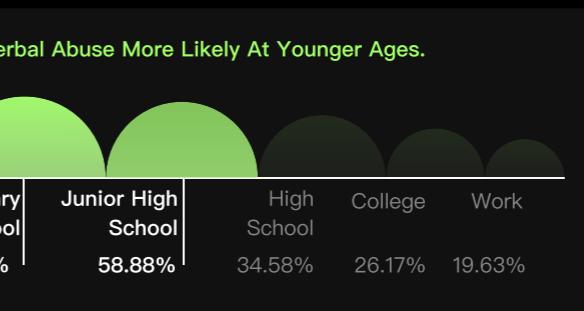
[Disabilities](#)



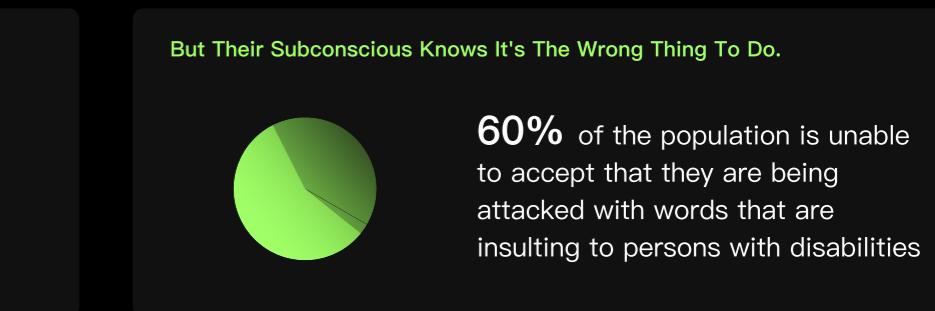
SEARCH Insights

SEARCH Insights

es People Can't Realise That They Are Humiliating People With Disabilities With Their

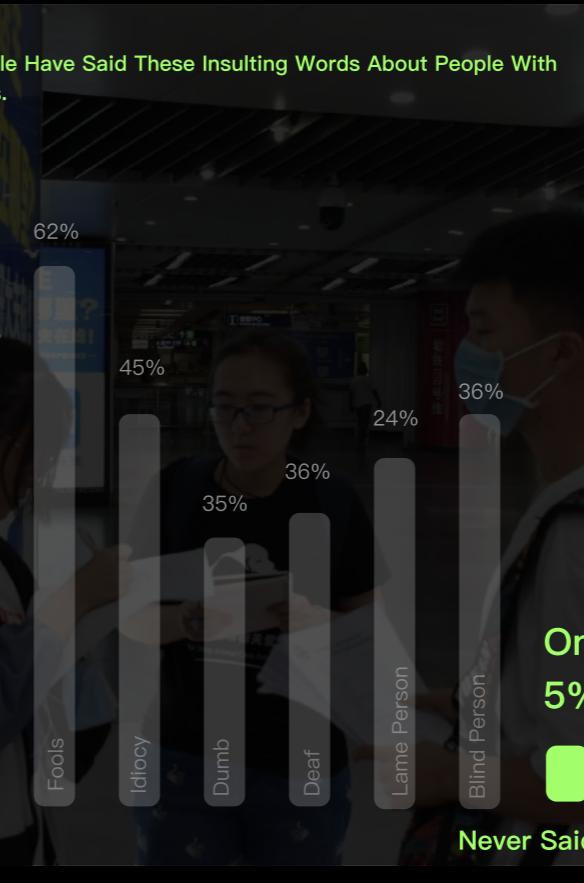


But Their Subconscious Knows It's The Wrong Thing

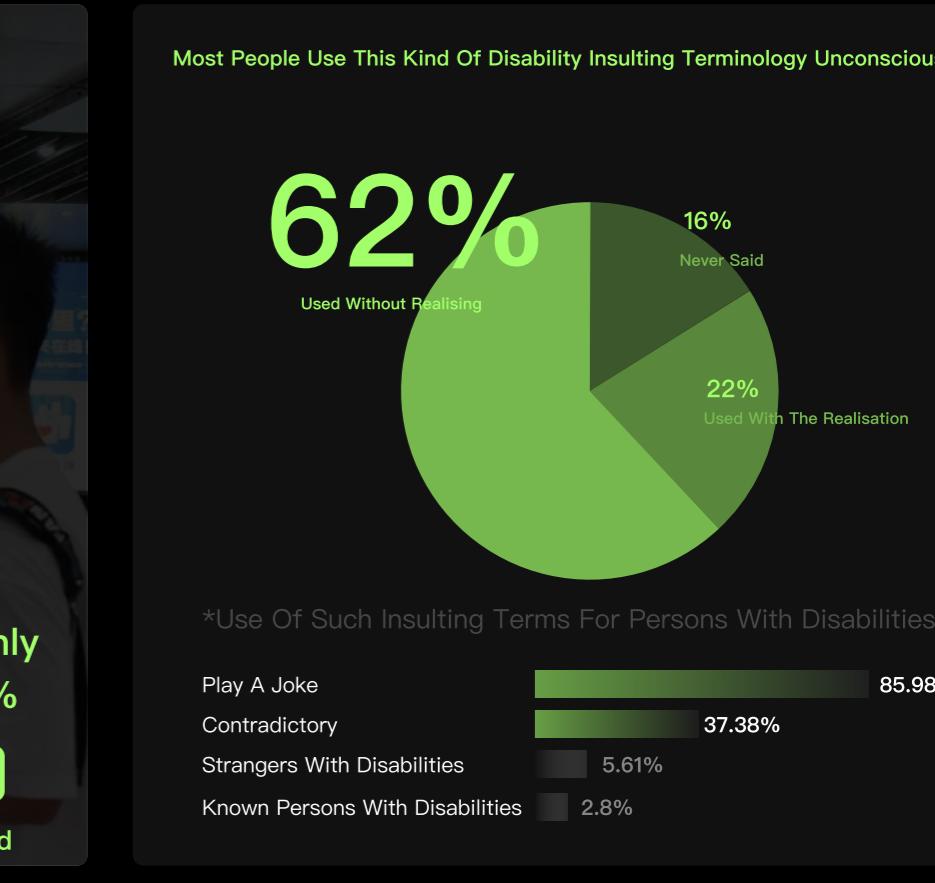




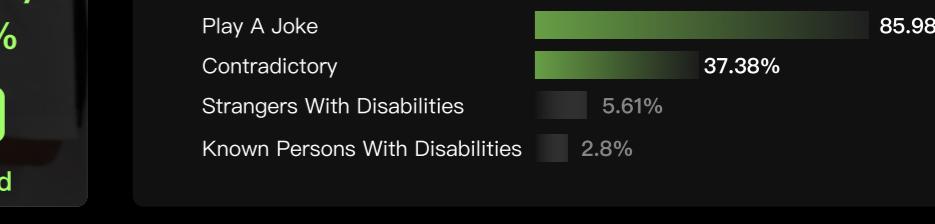
60% of the population is unable to accept that they are being attacked with words that are insulting to persons with disabilities



Most People Use This Kind Of Disability Insulting Terminology Unconsciously



*Use Of Such Insulting Terms For Persons With Disabilities



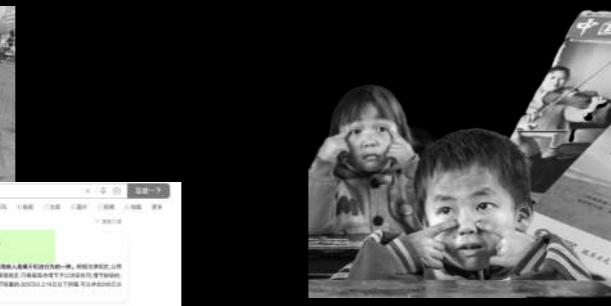
PROBLEM STATEMENT How?

Summary

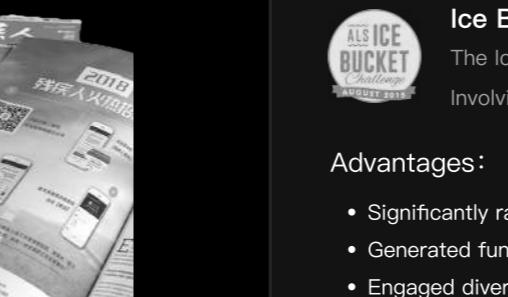
Insight1 Widespread Issue



Insight2 Invisibility



Insight3 Reflection of Societal Ideology



Pain Point

Pain Point 1 Deeply rooted notions of history

In ancient China, disabled individuals encountered social exclusion, limited education and career prospects, and marriage constraints, often due to karma-linked beliefs.

Pain Point 2 Insufficient tracking of laws and regulations

Accessibility in China has reached only 20 %, and legal protections for persons with disabilities are insufficiently identified and tracked.

Pain Point 3 Poor promotion of cultural education for persons with disabilities in China

In China, limited disability-focused media and inadequate staff hinder the China Disabled Persons' Federation. Additionally, 79% of educators display negative attitudes toward disabled students.

How Might We

HMW challenge and change deeply rooted historical notions ?

- Development of educational programmes
- Story dissemination
- Interactive activities

HMW develop more effective methods for tracking and enforcing laws and regulations ?

- Data integration and monitoring systems
- Education and training
- Reporting mechanism

HMW enhance the promotion of cultural education ?

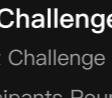
- Artistic and cultural activities
- Multimedia education
- Cultural Exchange Programme

Brainstorming

DESIGN OPPORTUNITY RESEARCH

Competitive Research

After a collection of consciousness-altering campaigns, I finally chose the Ice Bucket Challenge and the film Silenced for my analysis and research.



Ice Bucket Challenge

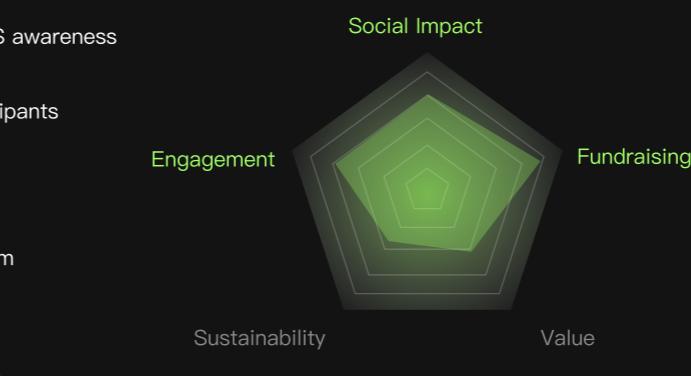
The Ice Bucket Challenge Was A Viral Campaign To Raise ALS Awareness, Involving Participants Pouring Ice Water Over Themselves And Nominating Others.

Advantages:

- Significantly raised ALS awareness
- Generated funds
- Engaged diverse participants
- Went viral globally

Disadvantages:

- Criticized as slacktivism
- Short-lived impact
- Wasteful water use
- Lack of ALS education



Silenced

Korean Film 'Silenced' (The Crucible) Exposes Abuse In A School For The Hearing-Impaired, Raising Awareness About Social Issues.

Advantages:

- Raises social awareness
- Drives reform
- Advocates for change
- Impactful

Disadvantages:

- Limited global reach
- Controversy
- Disturbing content



Assumption: Why We Have To Focus On This Three Aspect?

Innovation



Traditional Communication Falls Short In Reaching Gen Z.

Education



Education That Fosters Substantial Shifts In Awareness, Not Just Surface-Level.

Social Impact



High Impact And High Engagement Are Crucial To Effecting Significant Awareness Change.

Educational Significance



Business Value



Social Impact



Innovativeness

- Documentary Film
- VR
- Multi-Sensory Experience Area
- Inclusive Education Programmes



GROUP PROFILE



1997–2012
(11–26)

Context

- Traditional School Student With Smartphone And Internet Exposure.
- Focuses On Academics, Social Media, And Leisure.

Challenge

- Fears Of Time And Resource Demands.
- Apprehensions About Potential Controversy And Criticism.

Influence

- Influenced By Celebs, Peers On Social Media.
- Mimics Their Engagement.

Motivations

- Aims To Display Concern On Social Media.
- Seeking Peer Approval Through Engaging In Captivating Social Endeavors.

Goals

- Actively Showcase Participation On Social Media.
- Boost Social Reputation, Prompt Peers To Focus On Disability Discrimination.

Behaviors

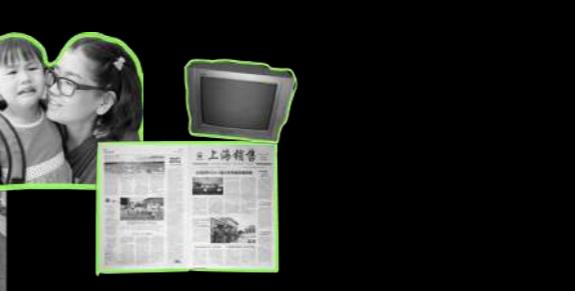
- Shares Societal Issue Posts.
- Considers Challenge Projects For Goals.

LIFE JOURNEY

Toddlerhood

2004–2008

Early Exposure: Print, TV, And Family Influence Gen Z's Information Sources.



Adolescence

2008–2016

Influences On Values: School And Internet. Gen Z Highly Impacted By China's Internet Boom.



University Period

2016–2020

Happy To Express And Disseminate Their Newly Formed Values.



Adult Stage

2020–

Values Are Basically Shaped.



EARLY CONCEPT

DESIGN INNOVATION OPPORTUNITIES



Our Goal Is

Boost awareness of disability hate crimes with a video challenge to foster inclusivity and discourage discrimination.

Our Value Is

- Showcase Skills, Boost Social Reputation.
- Enhance Reputation, Attract Support.
- Reduce Hate Crime Risks.
- Foster A More Inclusive Environment.

Our Mission Is

- Increase awareness of disability issues.
- Reduce hate crimes.
- Create an inclusive, friendly society.

Our Vision Is

- To build a society where everyone has equal rights and respect, regardless of whether they have a disability or not.

DESIGN STRATEGY

Raising awareness

Catering to GEN Z
Enhancing project visibility and appeal
Encouraging collaborative inclusivity
Social dissemination

Reward And Punishment

Positive incentives for encouragement
Imposing negative consequences to deter non-participation

Building Inclusive Societies

Cost-effective Scaling
Scale and cost-effectiveness
Third-party collaborative funding
Metrics and Analytics

Collaboration With Disabled Individuals

Co-operation and exchange

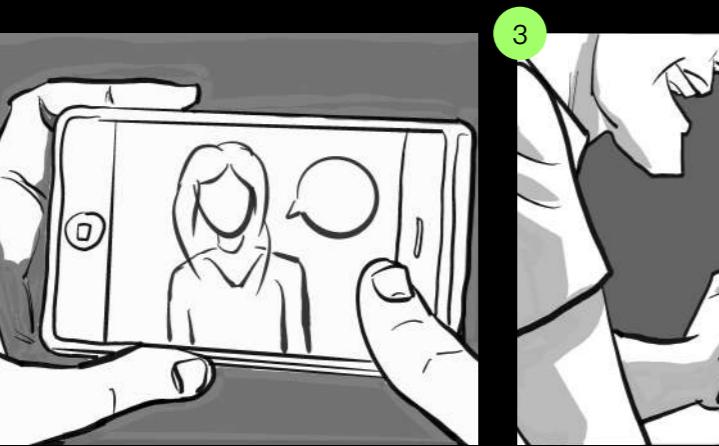
Influencer Marketing
Social identity
Group dynamics
Social pressure

STORY BOARD

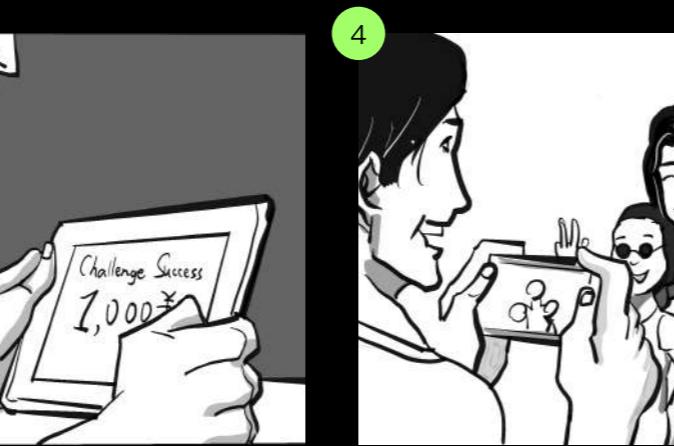
The Story Of #Inclusion Challenge.



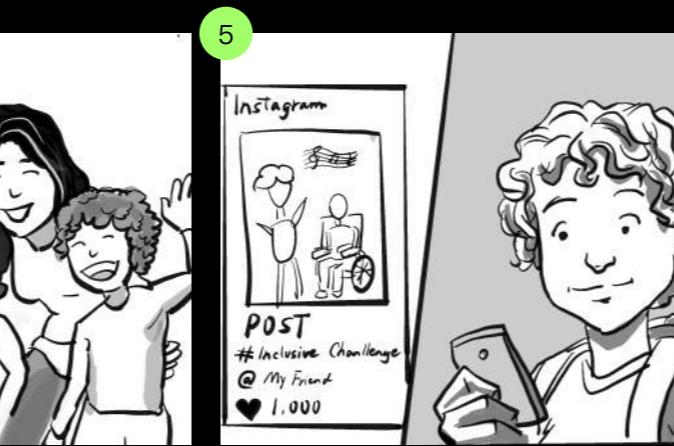
A video featuring GEN Z influencers introducing the #InclusiveChallenge. They briefly explain the purpose of the challenge: to promote co-operation and inclusion.



Influencer Presentation Challenge Task – Working with a friend or family member with a disability to showcase their talents



Challengers can split the prize money for completing the challenge.



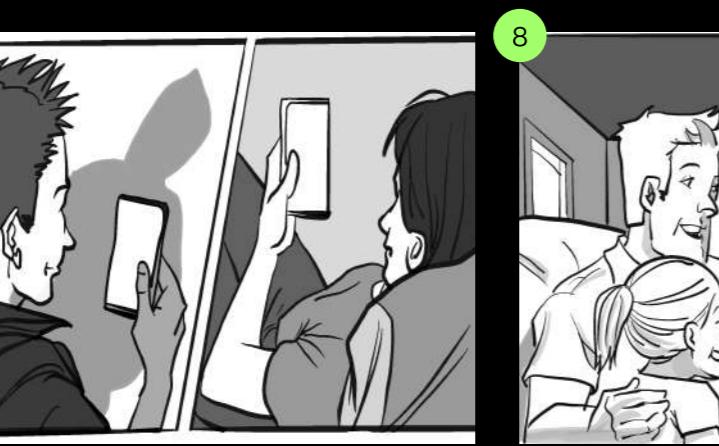
Gen Z participants began filming themselves working with a partner with a disability. They can be seen practising, sharing ideas and having fun.



Gen Z participants make TikTok videos showcasing their talents as they work with friends with disabilities. They shared these videos using the #InclusiveChallenge hashtag.



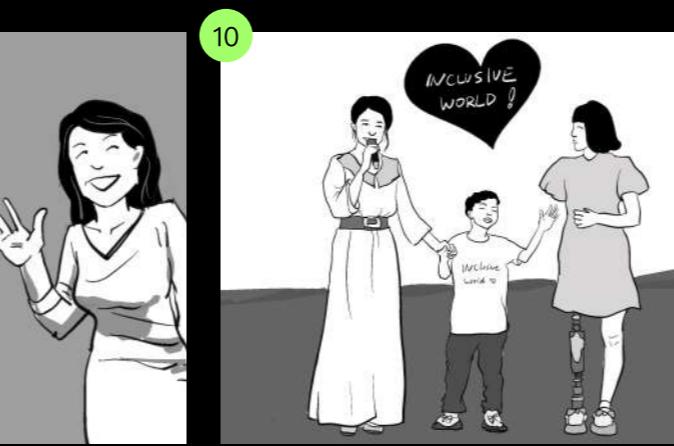
Key influencers repost videos from their followers to further amplify the message of inclusivity.



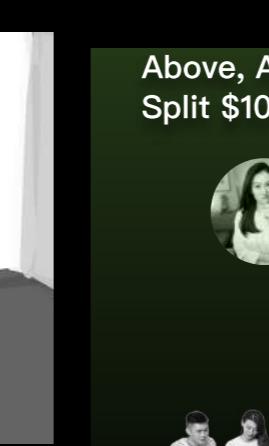
The challenge went viral, with more Gen Z participants making videos. They launched the challenge to their friends, facilitating widespread participation.



Some participants share stories of personal growth and understanding during the challenge. These stories inspire others to join in.

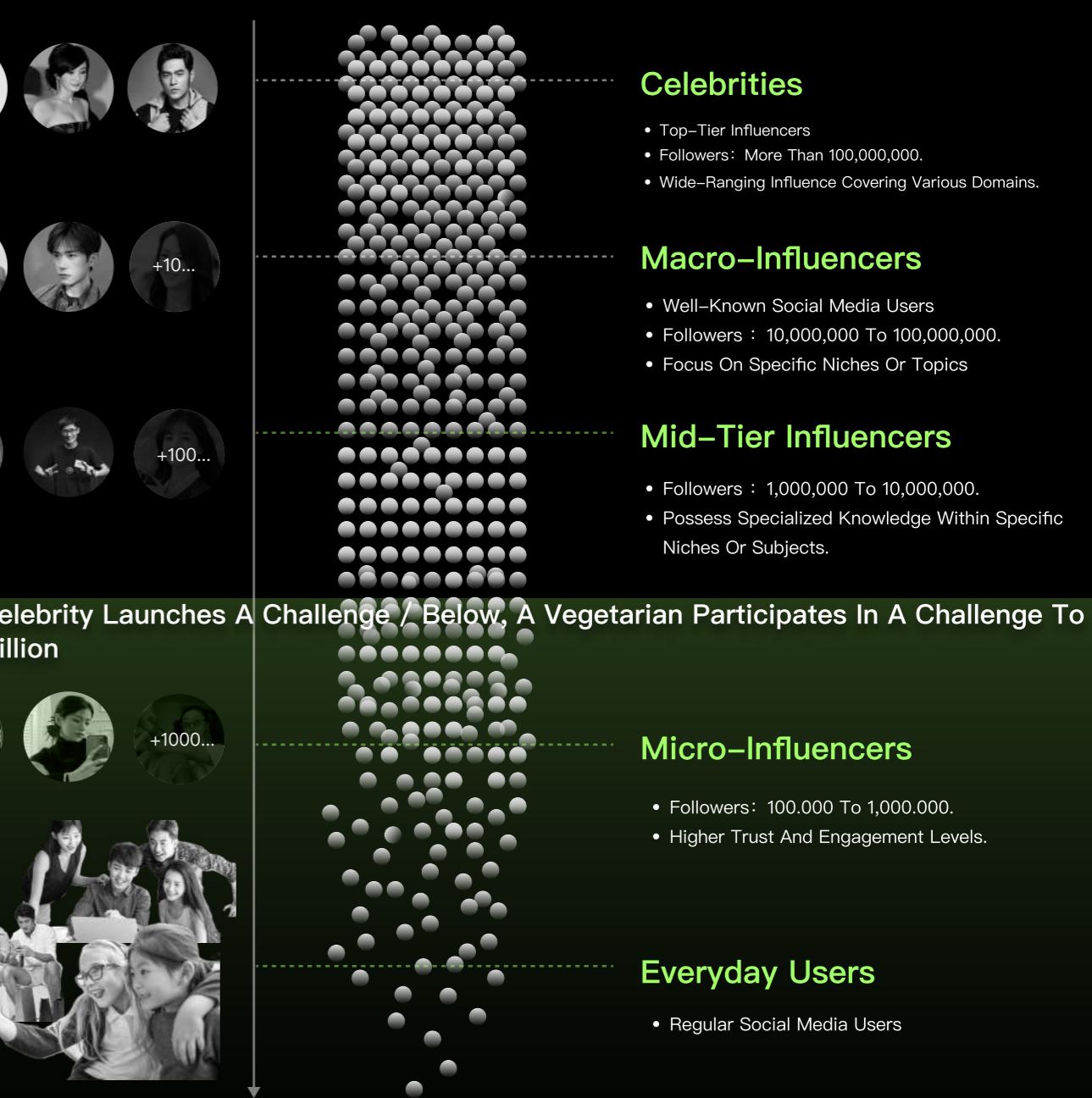


Influencers encourage Generation Z to continue to embrace inclusivity and diversity long after the challenges are over.

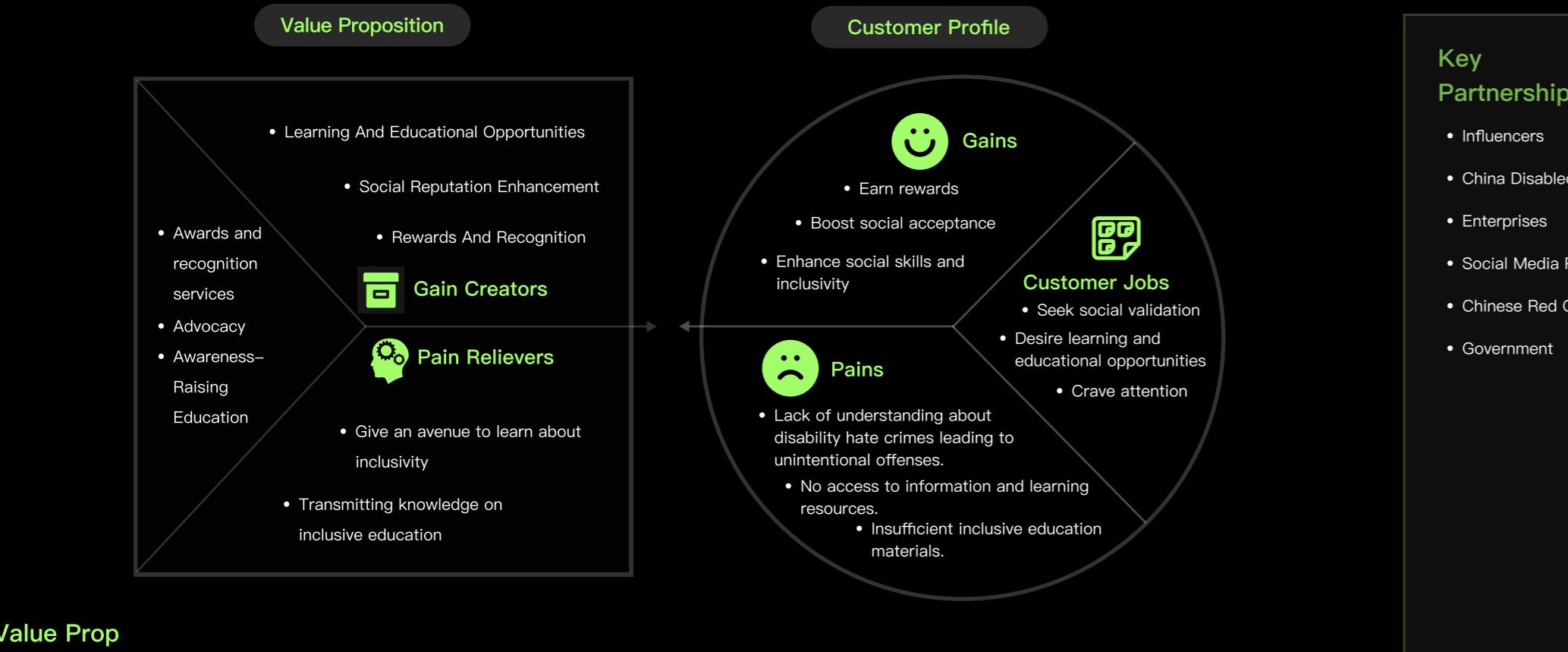


Persons with disabilities are increasingly willing to move out of their homes into more inclusive societies.

Pyramid Of Influence



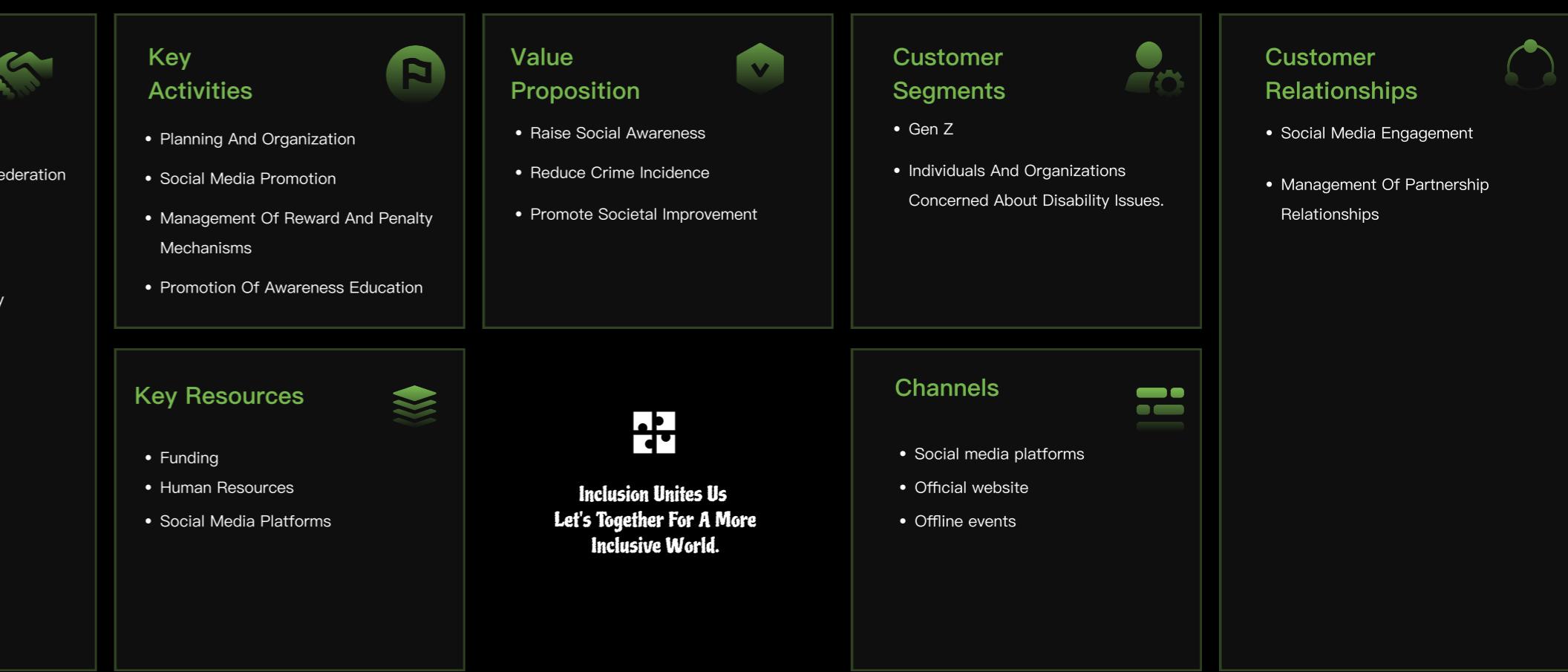
VALUE PROPOSITION



Value Prop



BUSINESS MODEL CANVAS



Cost Structure

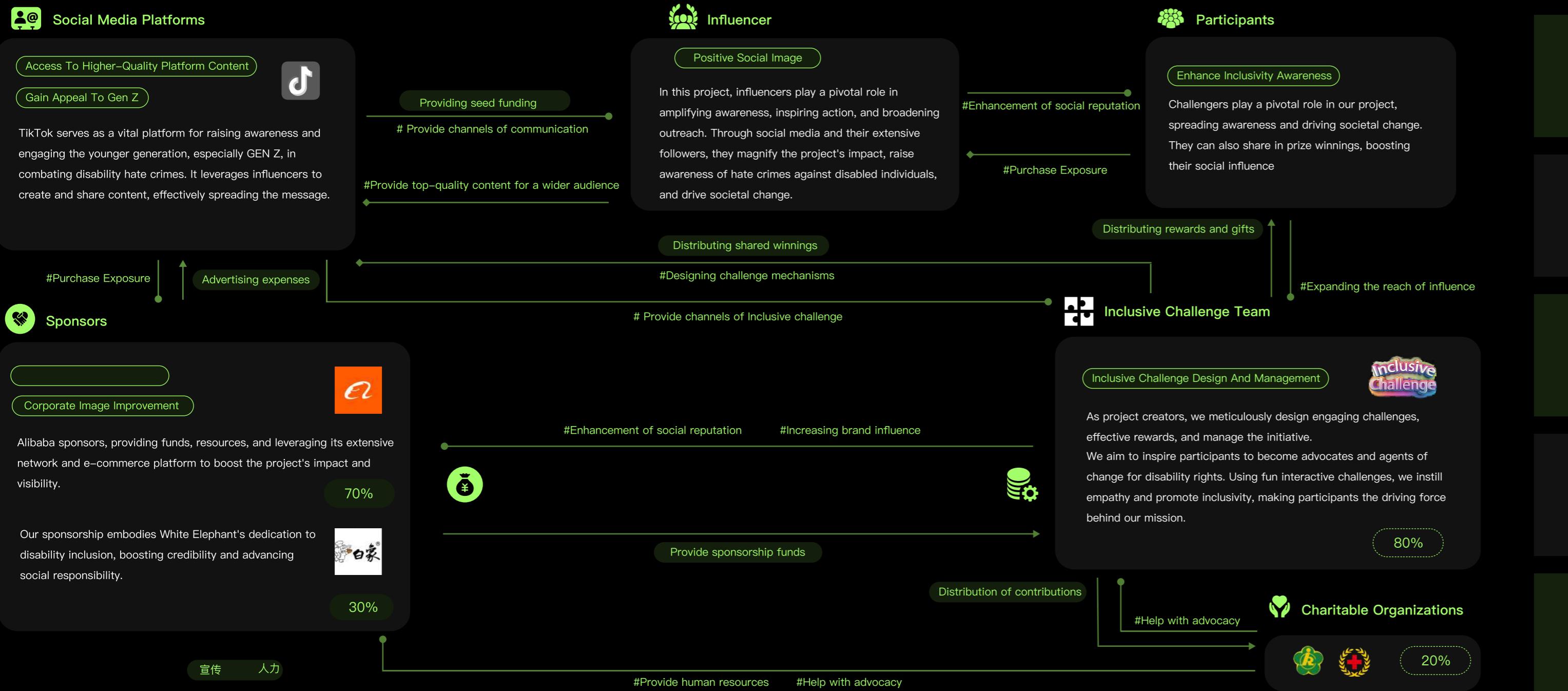
- Operational Costs Of The Project
- Administrative Expenses
- Promotion
- Event Planning

Revenue Streams

- Sponsors
- Government Funding
- Advertising Revenue
- Partners
- Individual Donations
- Non-Profit Organizations And Foundations



ECOSYSTEM MAP



MVP TEST

- Within 3 Months Of The Project's Launch, The Cumulative Fundraising Reached RMB 15 Million, Of Which 80% Was Used For The Project's Operation And 20% Was Donated To The China Disabled Persons' Association And The Red Cross Society Of China.
- Specific**
- 4–5 Million People Participated In The Project
 - 400,000–500,000 People Participated In The Challenge
 - 5 Million People Have Made Donations
 - Returned 15 Million Donations, More Than 10.3 Million
- Measurable**
- A Total Of 10.3 Million Start-Up Funds To Alibaba And White Elephant Respectively.
 - 300,000 RMB For Traffic Funding With A Specific Target Of 50 Million Hits.
 - 10 Million RMB For Dividing And Rewarding
- KPI**
- Attainable**
- Relevant**
- Reach 100,000 People To Participate In The Project Within 10 Days With 1 Million Donations
 - Reach 300,000 Participants In 20 Days For A \$10 Million Donation.
 - Reach 500,000 Participants In 30 Days For A Donation Of 15 Million.
- Time-Bound**

DELIVERY

Introduction

"Inclusive Challenge" is a campaign designed to increase awareness of disability hate crimes among Chinese citizens and foster a more inclusive society. It consists of three themes: stamina, intelligence, and skills, all conducted as video challenges on the TikTok platform.

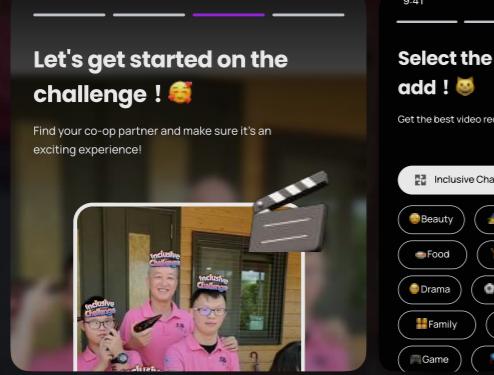
Functional Components

Accept The Challenge ▾

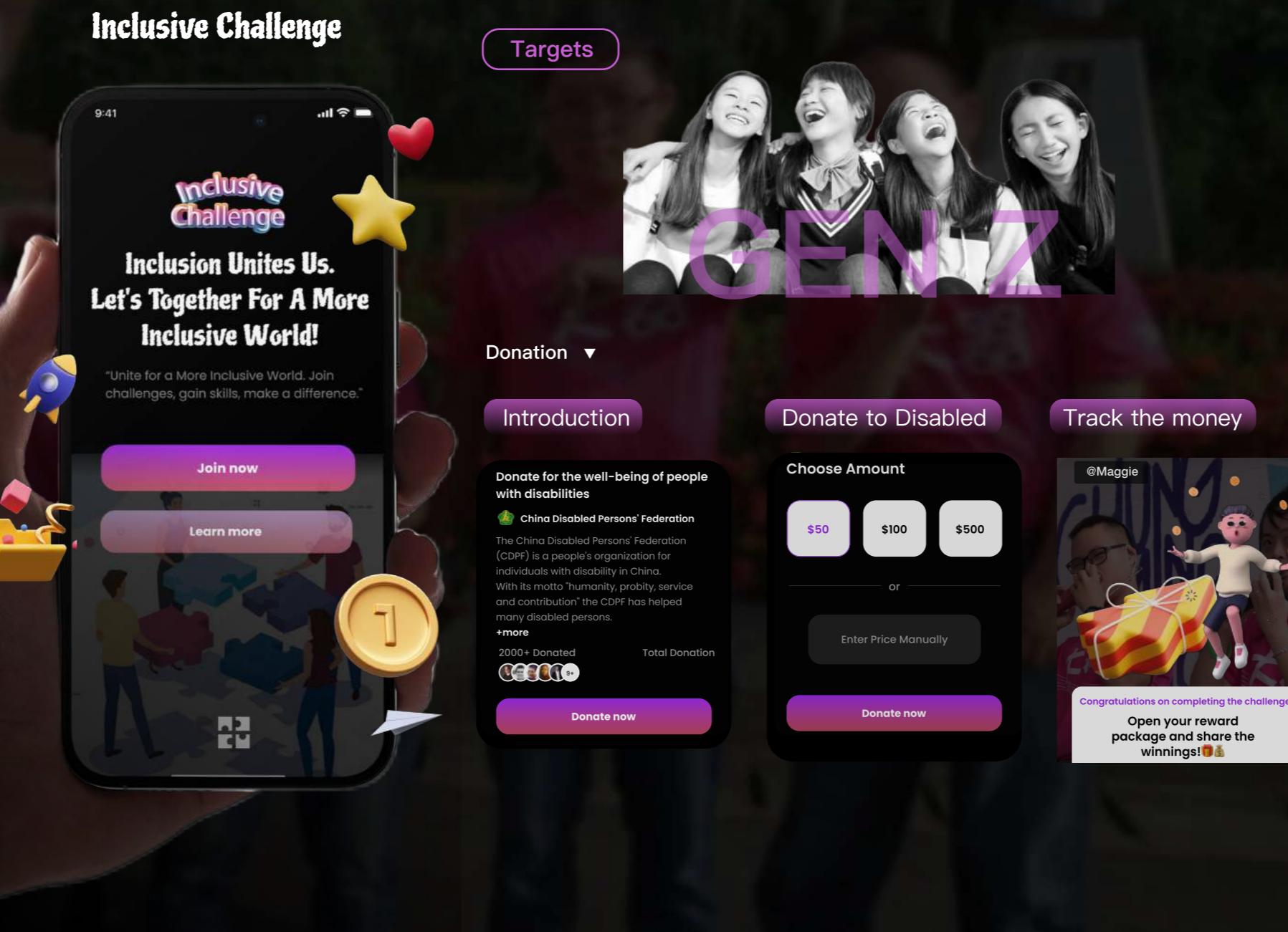
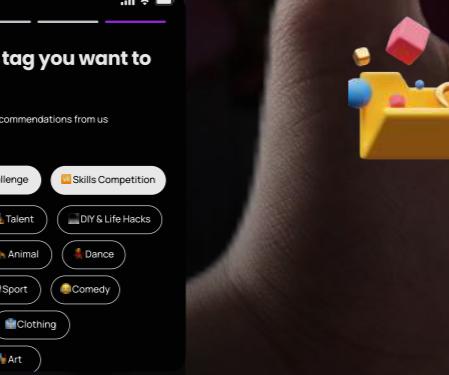
Choosing a Format



Start recording



Adding Tag



HOOK MODEL

HOW TO ENGAGE OUR TARGET USER?

External Trigger

- Influencer Driven
- Advertising
- Bonus Mechanisms
- Social Sharing

Internal Trigger

- Desire For Social Recognition
- Self-Improvement

Trigger



Action



External Trigger

- Accepting Challenges
- Participate In Donations

Internal Trigger

- Interact With Others
- Share Your Experience

Intrinsic Rewards

- Unexpected Rewards
- Uncertainty Of Prizes And Gifts
- Uncertainty-Themed Contests

Social Validation

- Social Recognition

BRANDING

BRAND

- Social Engagement And Positive Impact
 - Creating Positive Experiences
 - Social Identity
 - Values Cultivation
 - Catering To Young People

EXPERIENCE

- Social Engagement And Fulfillment
- Positive Impact And Social Awareness
 - Challenges And Enjoyment
 - Social Identity And Expansion

CAMPAIGN PLAN

STEP 1

INFLUENCERS DEBUTS 3 THEMES

Eileen Feng Gu

Working with Chinese
Olympic champions

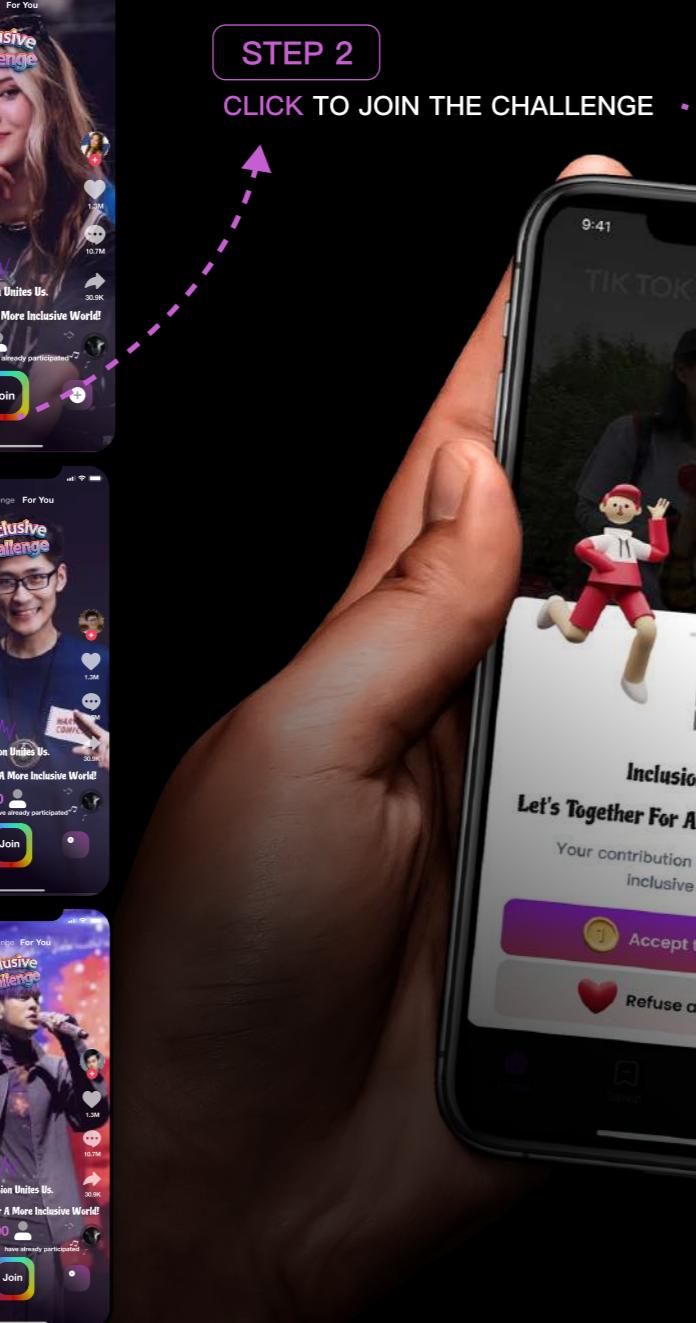
Stamina

Tim Working with
Autistic Gifted
Children in China

Intelligence

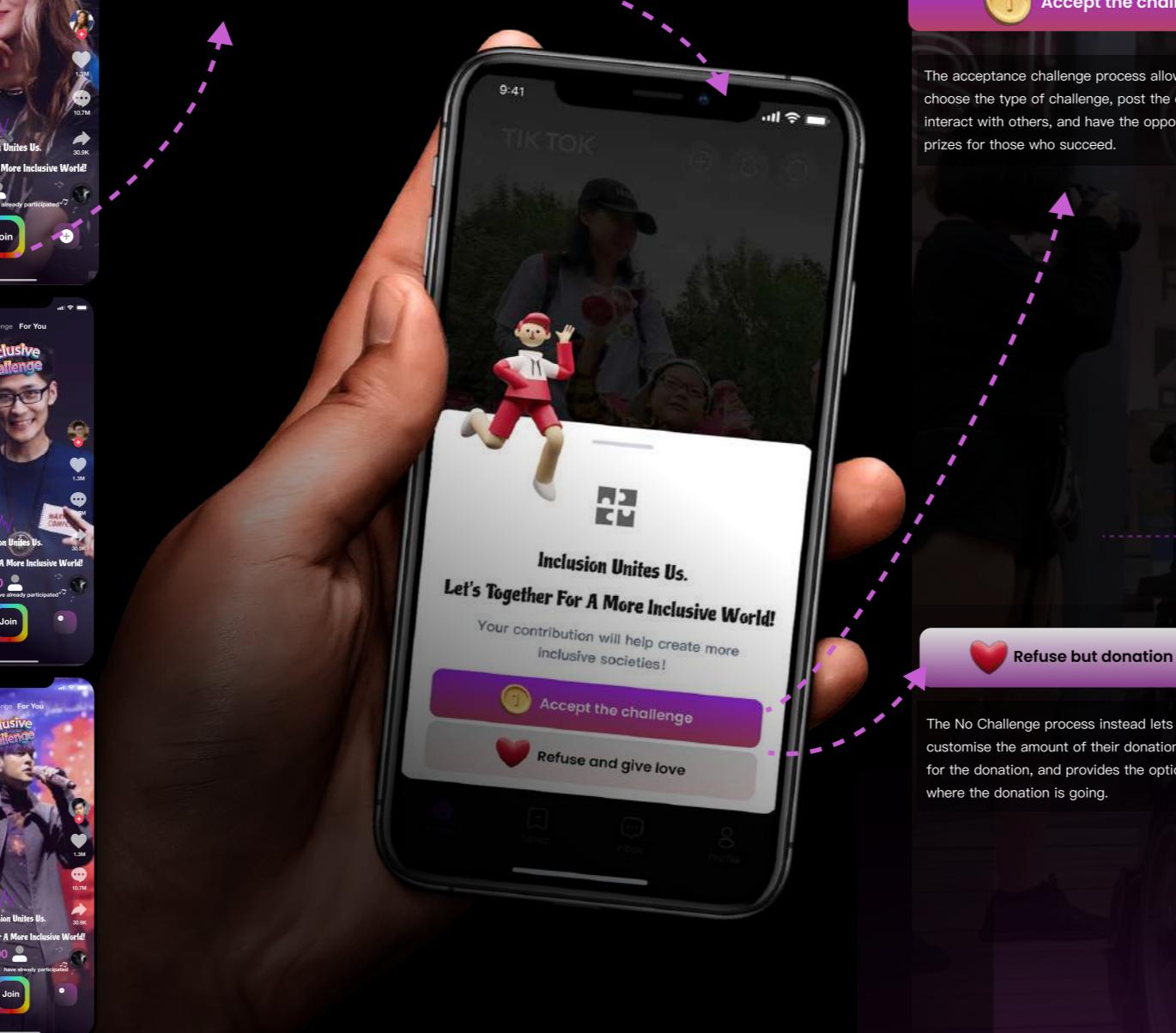
Jay Chou Playing
with Down's Baby
Grand Instrumental
Orchestra

Skills



STEP 2

CLICK TO JOIN THE CHALLENGE



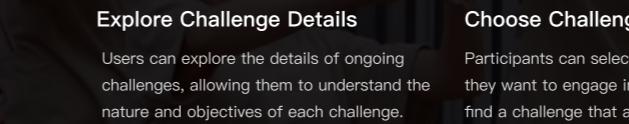
STEP 3

Accept the challenge

The acceptance challenge process allows users to choose the type of challenge, post the challenge, interact with others, and have the opportunity to win prizes for those who succeed.

Explore Challenge Details

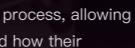
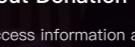
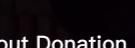
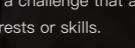
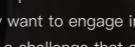
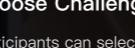
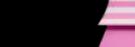
Users can explore the details of ongoing challenges, allowing them to understand the nature and objectives of each challenge.



Choose the type of challenge you want! 🎉

We're thrilled to have you on board as we embark on this exciting journey of self-discovery and growth. Together, we will explore new horizons, showcase our talents, and make positive impact on the world. You are invited to embrace the challenge as an inspiration to us all. Let's go above and beyond our limits and create something extraordinary together!

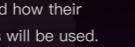
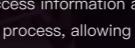
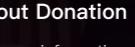
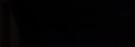
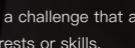
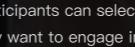
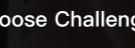
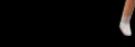
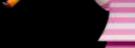
Stamina Skills Intelligence



Let's get started on the challenge! 🎉

Find your co-op partner and make sure it's an exciting experience!

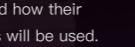
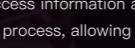
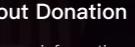
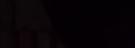
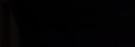
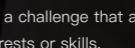
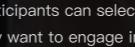
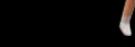
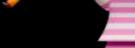
Stamina Skills Intelligence



Select the tag you want to add! 🐱

Get the best video recommendations from us

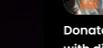
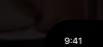
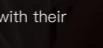
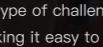
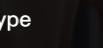
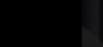
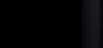
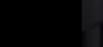
Inclusive Challenge Skills Competition



Welcome to the challenge, brave souls! 🌟

We're thrilled to have you on board as we embark on this exciting journey of self-discovery and growth. Together, we will explore new horizons, showcase our talents, and make positive impact on the world. You are invited to embrace the challenge as an inspiration to us all. Let's go above and beyond our limits and create something extraordinary together!

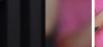
Stamina Skills Intelligence



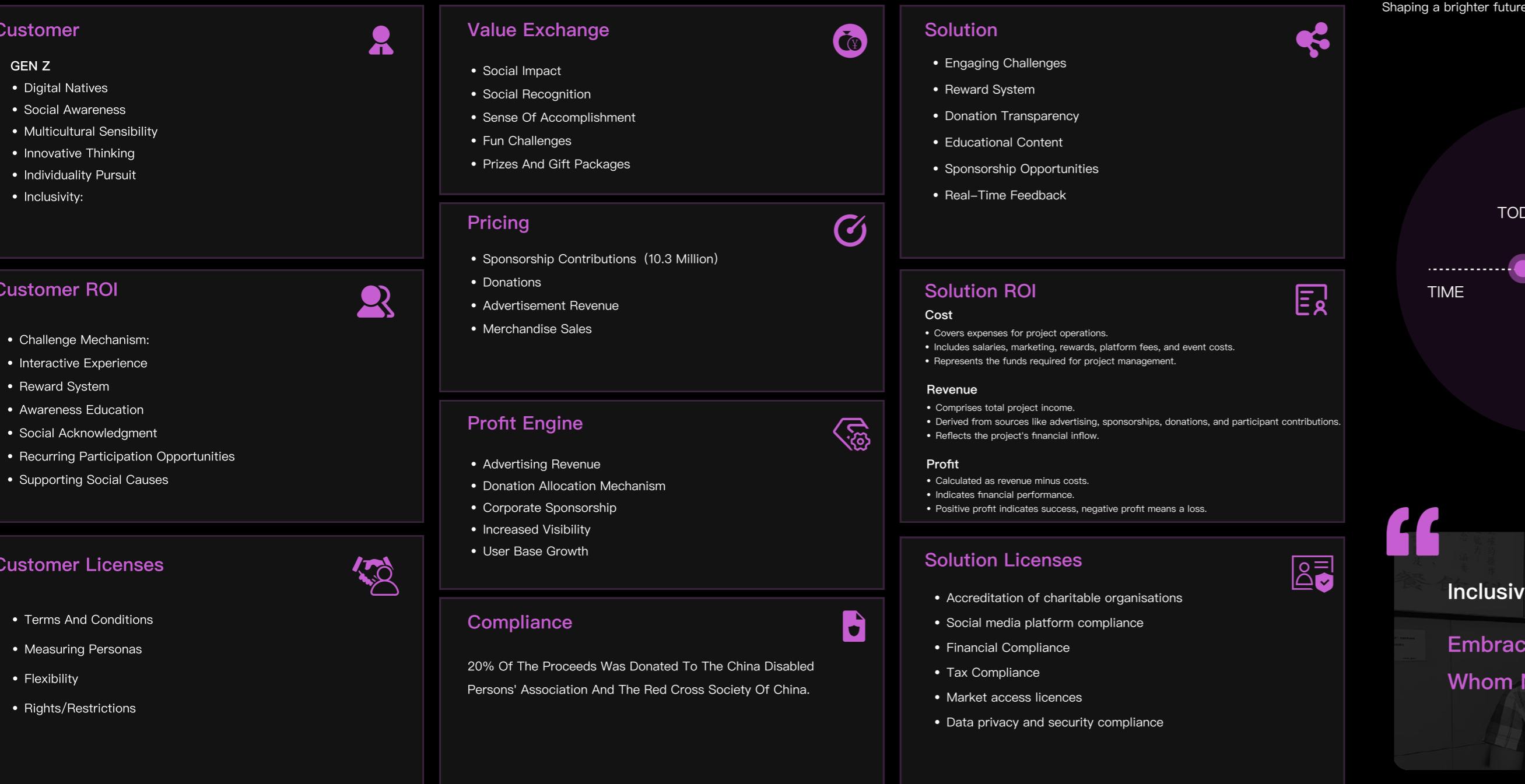
Choose the type of challenge you want! 🎉

Find your co-op partner and make sure it's an exciting experience!

Stamina Skills Intelligence

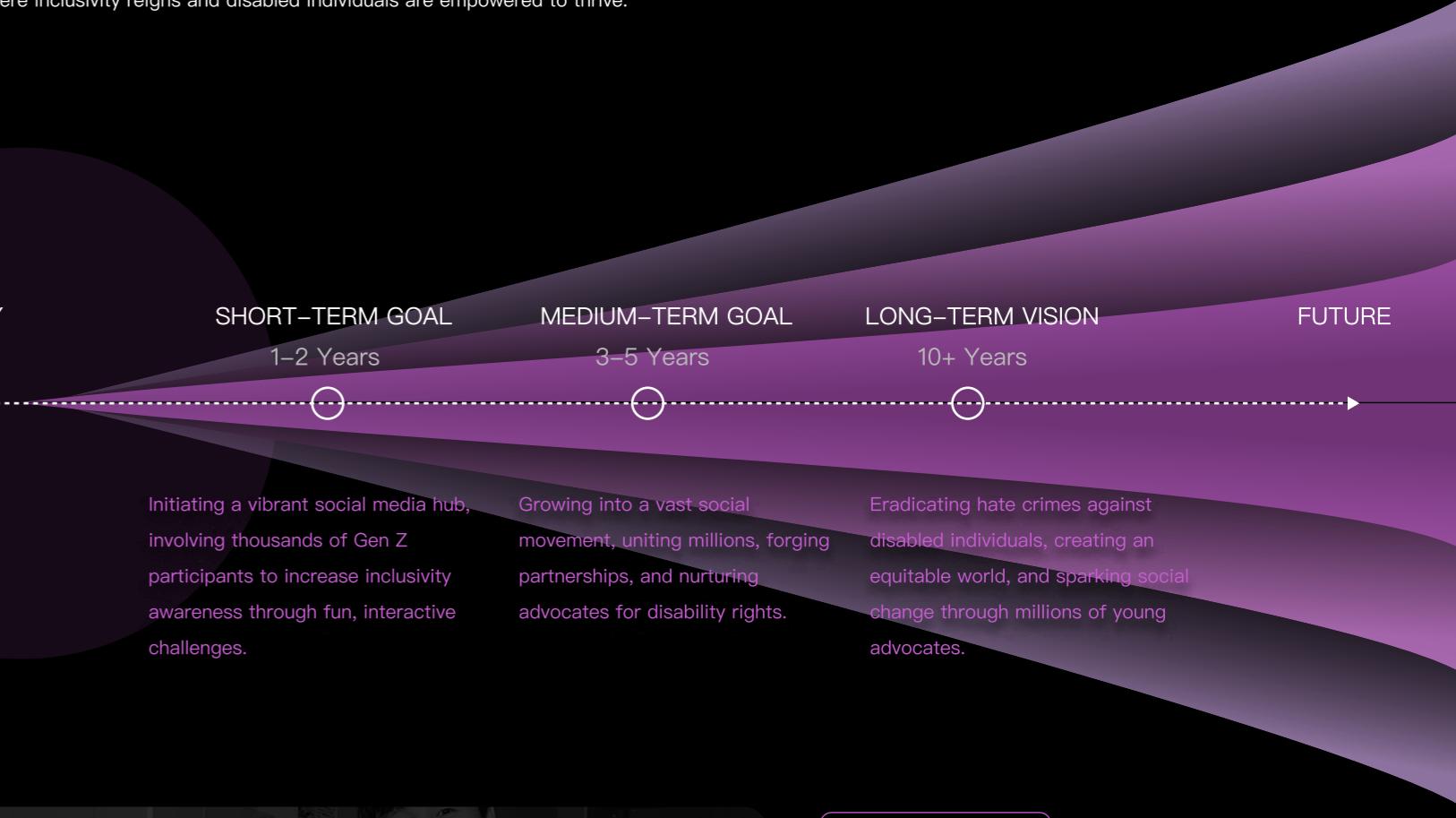


THE PROFIT STREAM CANVAS



THEORY OF CHANGE #LONG-TERM IMPACT

Shaping a brighter future where inclusivity reigns and disabled individuals are empowered to thrive.



VEDIO TEST

I Conducted A Research Test On The Inclusive Challenge With 100 Gen Z Participants. I Asked Them To Record Videos Using Stickers I Created, And Then I Compiled These Videos Into A Short Video.



Sticker