

T^oFU

GOOD FOR YOU

DESIGN FOR GOOD
OPEN CALL
IDEA SUBMISSION

22 APRIL 2020



THE CHALLENGE



01

How might we keep our community safe and healthy
(in body and mind) during the global COVID-19 pandemic?



IDEA

100,000,000 CRANES

#SGTOGETHER

IDEA
100,000,000 CRANES
#SGTOGETHER



Traditionally, it was believed that if one folded 1000 origami cranes, one's wish would come true. It has also become a symbol of hope and healing during challenging times.

BACKGROUND

In Singapore, the symbolism of cranes folding has been manifested across various movements and community events over the years.

2005



**FOLD A PAPER CRANE,
GIVE A BOWL OF RICE TO THE NEEDY**

- SINGAPORE SOKA ASSOCIATION -

A total of 20,149 paper cranes were collected by the SSA Youth Division from 7 – 13 March. The paper crane was given to the “Let’s fold a crane, a crane for a bowl of rice” campaign co-organised by Shin Min Daily News and the distributor of Pine Crane Fragrance Rice.

<https://ssabuddhist.org/fold-a-paper-crane-give-a-bowl-of-rice-to-the-needy/#.XpvWWGZzapo>

2005



**GOOD MEN GOOD DEEDS
FOLD A CRANE FOR CHARITY,**

- SONGHE RICE -

For every paper crane folded by the public, SongHe donated a bowl of rice (100g) to charity. The three-day event, organised by Shin Min Daily and held at Suntec City, was a huge success: 1,274,808 cranes were collected.

2005



**A CRANE FOR A WISH
FOR THE NATION**

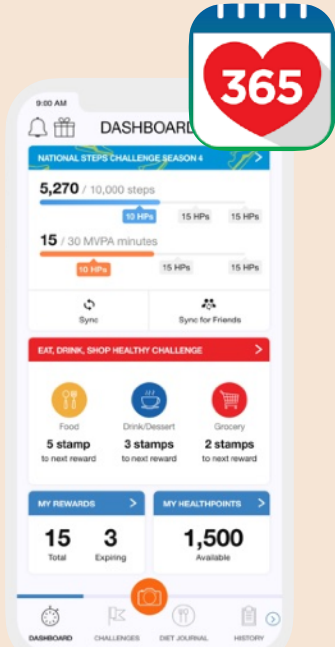
- KRETA AYER-KIM SENG CCC -

At Kreta Ayer-Kim Seng, the Citizens' Consultative Committee (CCC) encouraged residents to pen down their dreams and hopes for Singapore and fold them into cranes to represent residents' well-wishes for our nation.

CRITERIA #1

VALUE

Demonstrating ability to understand and identify users' needs. Solving problems and improving lives in specific ways that relieve the challenges of target audience.



INSIGHT

Health Promotion Board's **Healthy 365** is a popular app widely used by a large population (presumably mostly elderly) in Singapore.

One reason behind the high app usage is the rewards program onboard with the National Steps Challenge (currently in its 5th Season). User gratification is high - they get rewarded simply by 'walking' daily.

With the current Covid situation, Singaporeans are encouraged to stay home. This results in the decrease of steps count – leading to lower HPs (Health Points) collected – resulted in lower redemption opportunities for the user.

OPPORTUNITY

How do we leverage on this existing tried and tested gamification strategy by HPB to keep users engaged actively, while encouraging them to stay home?

IDEA

A campaign integration with the Healthy 365 App seeks to address this challenge, by providing an alternative home based activity to keep the users of this app engaged by tapping on the existing rewards based system which they are already familiar with (using HPs to redeem vouchers via the App).

CRITERIA #2

INSPIRATION

Possessing a stroke of ingenuity in its approach to problem solving, aptly applied to the local context.

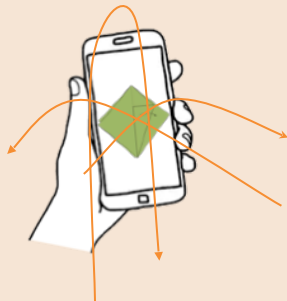
IDEA

The existing National Steps Challenge requires outdoors mobility to earn HPs.

In place of outdoor mobility, we "substitute" it with a fun indoor mobility activity.

HOW IT'S DONE

We propose to target and "fold" **100,000,000 digital cranes indoors** through a specially designed exercise. The user will mimic folding a paper crane using big strokes with his or her body and arms while holding their mobiles, and the movements will be tracked using the *phone accelerator & gyroscope*.



WHY IT MATTERS

Upper body workout is a feasible substitute for outdoor exercise, especially for our elderly who are strongly advised to stay home during this challenging Circuit Breaker period.

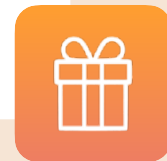


WHAT'S THE MOTIVATION

Participation in this indoor activity = rewarded with HPs = rewarded with vouchers redemption



1 CRANE FOLDED !



PROPOSAL

IDEA

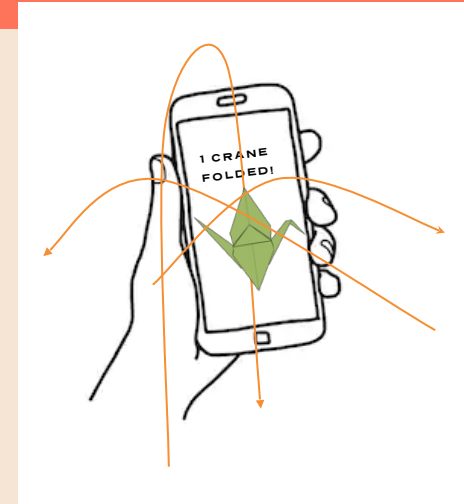
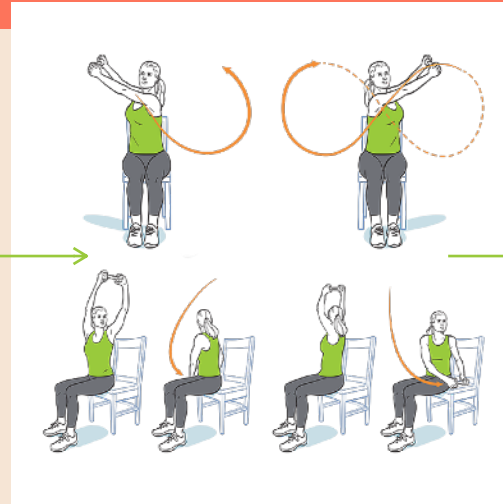
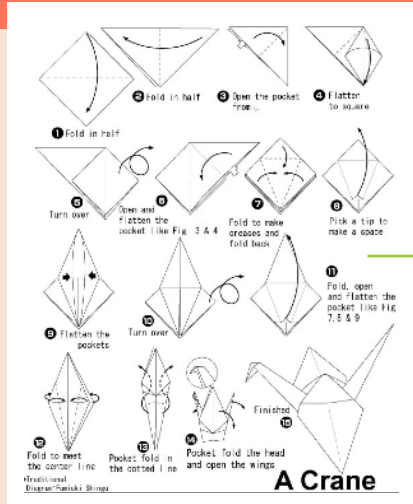
A healthy indoors Folding Crane workout for the elderly staying home everyday

Every digital crane "folded" towards a solidarity message of 100, 000, 000 Cranes of Unity & Hope

TO MIMIC THE FOLDING OF THE CRAVES VIA
A SERIES OF HAND/ARM MOVEMENTS WITH THE MOBILE PHONE
CLENCHED IN HAND

How to achieve it technically:

We track the minimum angle + distance moved to calculate the number of actions to be made to constitute 1 "folded crane"



CRITERIA #3

IMPACT

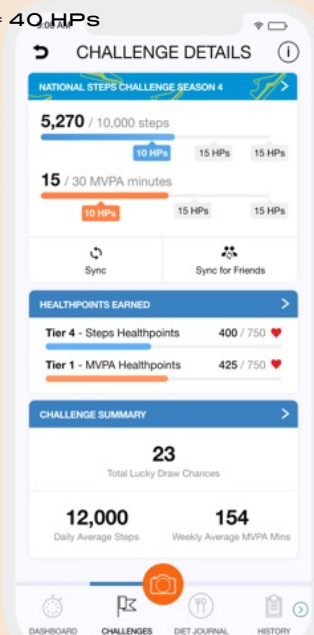
Benefitting target audience in specific ways that are meaningful and significant to them.
Enhancing or adding meaningful value to their experience during the COVID-19 pandemic.

01 Current National Steps Challenge :

5,000 Steps = 10 HPs

7,500 Steps = 25 HPs

10,000 Steps = 40 HPs



02 Using a similar conversion table, participants can be rewarded for the number of digital cranes 'folded'.

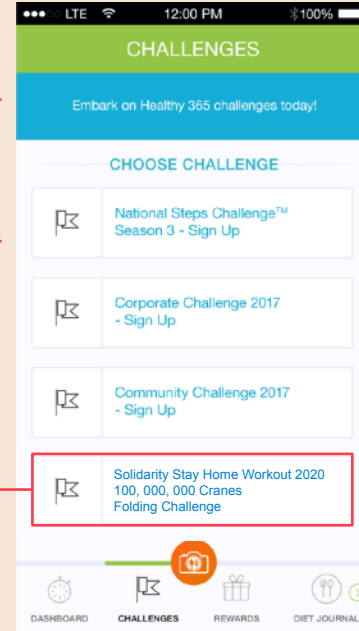
For example,
10 "Strokes" = 1 Crane

500 cranes = XX HPs

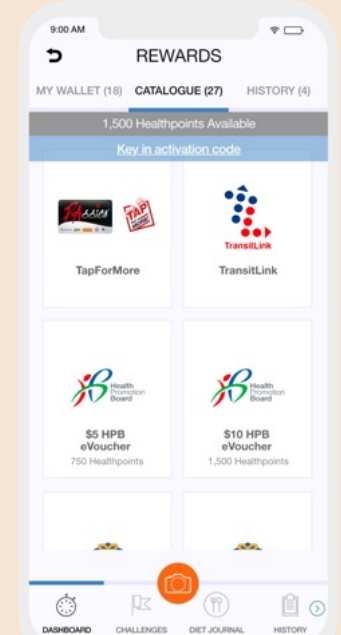
750 cranes = XX HPs

1000 cranes = XX HPs

Creating a new challenge on the app



03 HPs collected will be eligible for voucher redemption to encourage participation of this in-door activity.



CRITERIA #4

TIMELINESS

The proposed idea has the potential to be launched in the market within 3 to 6 months.



EXERCISE IS BONDING TIME

SIMPLE WORKOUT WITH A FUN CAUSE
FOR EVERYONE IN THE FAMILY



KEEP THE ELDERLY MOBILE

EVEN IF THEY CANNOT BE OUTDOORS,
GIVES THEM SOMETHING TO DO INDOORS.



SOLIDARITY CAUSE FOR SINGAPORE

100,000,000 FOLDED CRANES TOWARDS
MESSAGE OF UNITY & HOPE

ROLLING OUT THE IDEA :

We need help to establish a connection with HPB on this new initiative.

TOFU DESIGN will be able to support with marketing/communications support needed by HPB to roll-out this campaign including the design of the challenge interface. We can work with HPB's existing mobile app development team to incorporate the idea.

Since we are proposing to tap into an existing & established App with an already high user rate, we will be able to launch this initiative within 3-6 months.

CRITERIA #5

SYSTEMS THINKING

How the idea/project works in tandem with the rest of the mechanisms in the ecosystem; how it coordinates with other efforts currently in place.

- ✓ Encourage physical and mental well-being of Singaporeans - especially the elderly who are encouraged to stay home
 - ✓ Mass appeal and low barrier to participation - a potential new national wide movement/activity
 - ✓ High user gratification and value based on existing tried and tested rewards system on Healthy 365 App
 - ✓ Leveraging on an existing App to minimise development cost - quick project turn-around time
 - ✓ Leveraging on existing app usage to maximise participation rate - high level of user participation anticipated
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THANK YOU

TOFU

CREATIVE AGENCY
WORKING ON
ANSWERS
FOR TOMORROW

70 SHENTON WAY
#08-06 EON SHENTON
SINGAPORE 079118

T. 65 6246 2110
W. TOFU.COM.SG
E. HELLO@TOFU.COM.SG
IG. @TOFU_SG
FB. @TOFUSG

REG. 201104671C
TOFU DESIGN PTE LTD