

PROPOSAL : DESIGN FOR GOOD #CHALLENGE 3

24 April 2020

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How might we learn from COVID-19 to reimagine our futures
for life, work, learning and play?



Inspiration: **Stay Connected**

COVID-19 has taught us in this interconnected world, the need for human connection is very real and vital.

Even after the circuit-breaker, certain measures will still be in place to ensure the safety of the people. Families will have to stay home more often than before. Parents are spending more at home with children like never before - they have to continue to think out of the box to keep the kids entertained.

What the children are missing is the connection with their peers. We miss our friends and even family members that are not staying with us. People need to connect with people - in the face of the altered landscape, how do we connect in a safe way?

Why not take this opportunity to take it slow, re-examine our relationships with one another, and start talking through digital letters/notes. Let's bring back the good old kampong days where life was about spreading joy and positivity, about bonding and closing generation gaps, about bridging differences through building bridges of understanding.

Propose a interactive digital campaign for Spread Love With Kind Words. We kickstart of writing messages and sending via WhatsApp or posting them via digital platforms:

- To send out digital postcards or social media posts - with words sincerely penned down from the heart - with gif or emoji, and hashtags

Slogan Title

Spread Love
with
Kind Words



Target Audience:

Family

- Everyone in Singapore with digital devices
- Parents can send to their in-laws, siblings
- Children can send to their friends, grandparents, teachers
- Helper can send to their friends
- Siblings can send to one another
- Or even to our neighbours

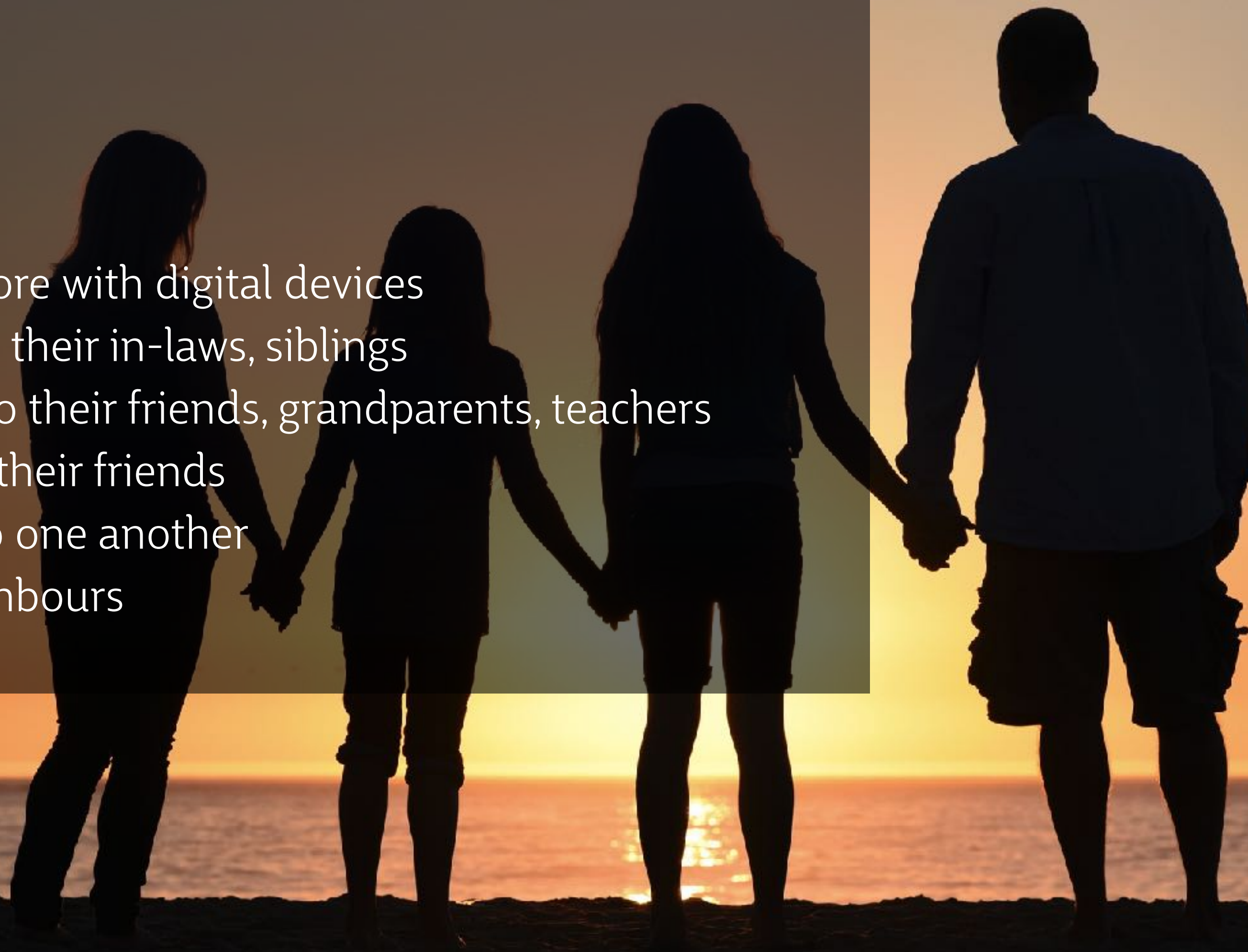


Photo credit : Unsplash

Why send note to someone?

- To encourage a positive message and encouragement
- To take this time to express our feelings
- To stop and listen to our hearts
- To appreciate someone and let them know how much we miss them
- To warm and bring smiles to a person's heart

I creative way
+ special way to
attitude for your kind
and me your nice
I hope to

God
Hello
Hi, Hello!

Mil
Gracias

creating
like you
but because
deal of
dedication
thank you, Wendy

HELLO!
My name is
Future

A THOUSAND THANK YOU'S

A top-down photograph of many hands reaching towards the center. Some hands are painted with bright red paint, while others are natural skin tone. The background is dark, making the hands stand out.

How do we get them to participate?

- To post the message in social media with # and tagged your friends or families
- Create a competition and those with the most like and most heartfelt will win.

#spreadlovesg #unitedsg #kindwords

Proposal: **Dropping A note**

Key Visuals for this Campaign to encourage to spread Love -

Key Visuals that encourages people to spread love in different ways:

1. Stay Green: Connect With The Earth - image of using own containers for takeaway
2. Stay Safe: Connect With The Community - image of front line workers in red cape, we honour them as heroes
3. Stay Caring: Connect With Our Social Circle - image of grab food to neighbour or friends that are in need
4. Stay United: Connect With The World - image of montage of people from different nations giving the thumbs-up
5. Stay Strong: Connect With Hope - image of people holding candles

Proposal: **Digital Platform Design - Cover Screen**



Key Visuals Looping on the Screen :

1. Stay Green: Connect With The Earth
2. Stay Safe: Connect With The Community
3. Stay Caring: Connect With Our Social Circle
4. Stay United: Connect With The World
5. Stay Strong: Connect With Hope

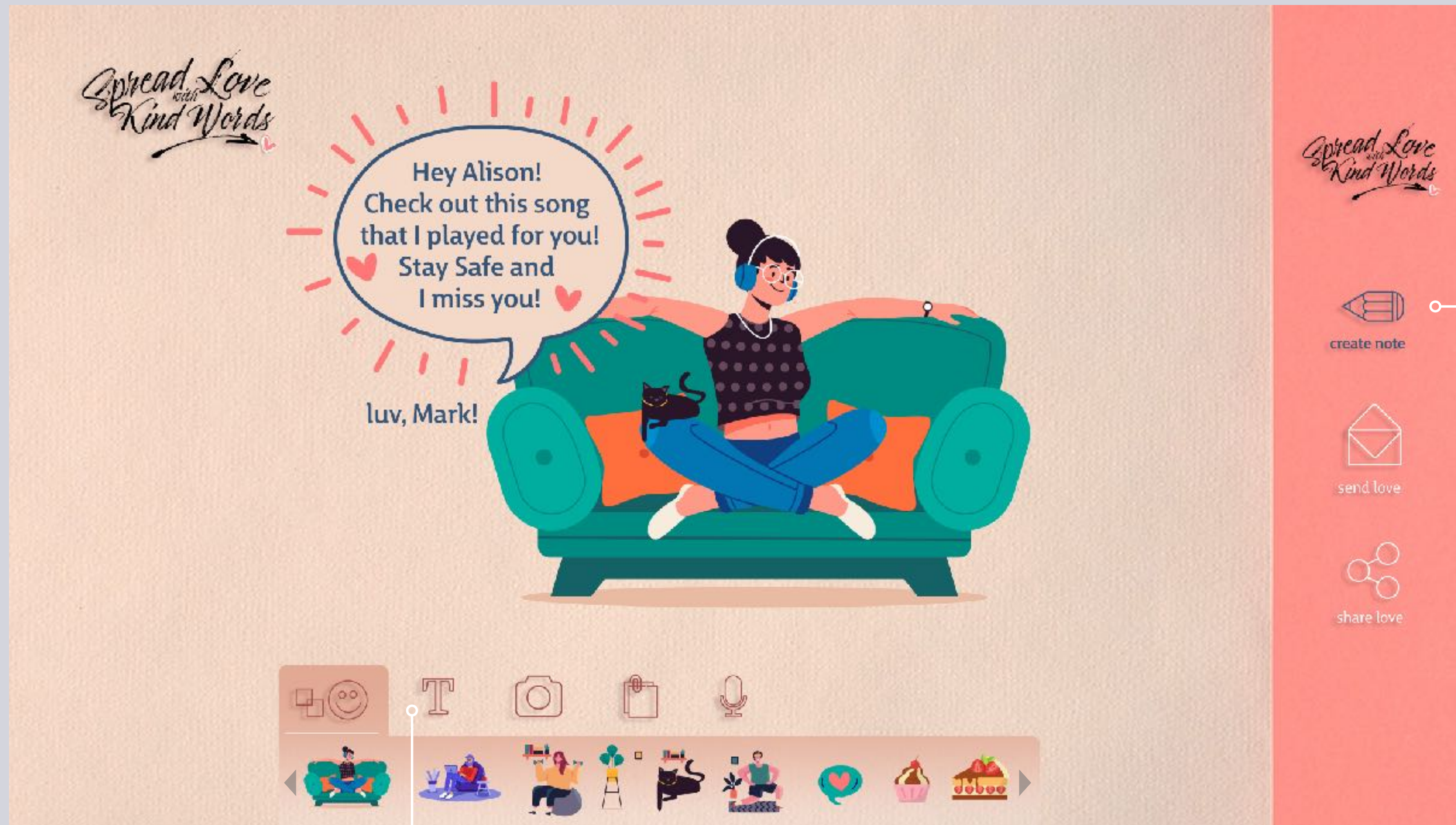
Proposal: **Digital Platform Design - Home Page**



Home Page with Buttons like

1. Create Note
2. Send Love
3. Share Love

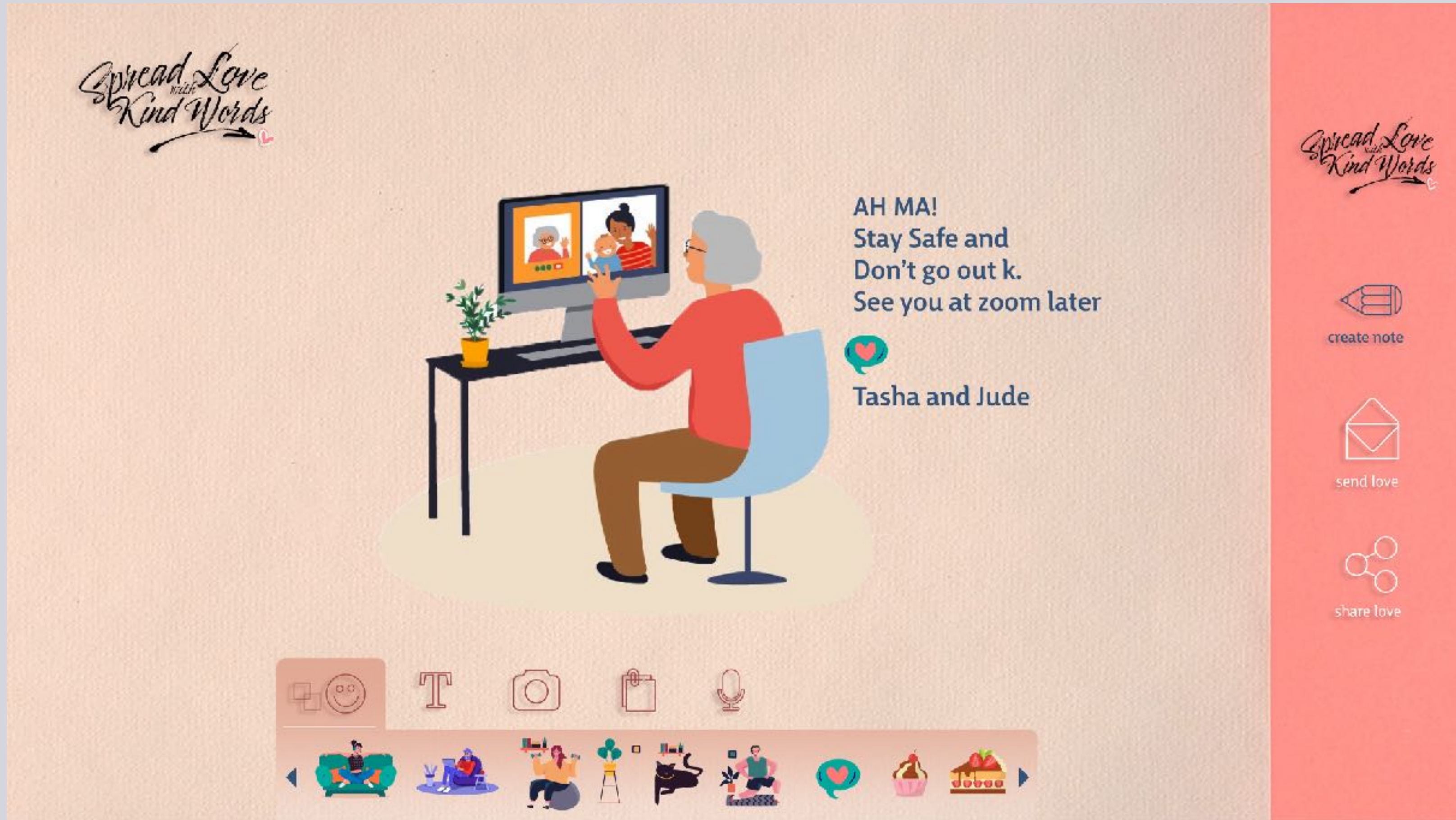
Proposal: Digital Platform Design - Canvas Page



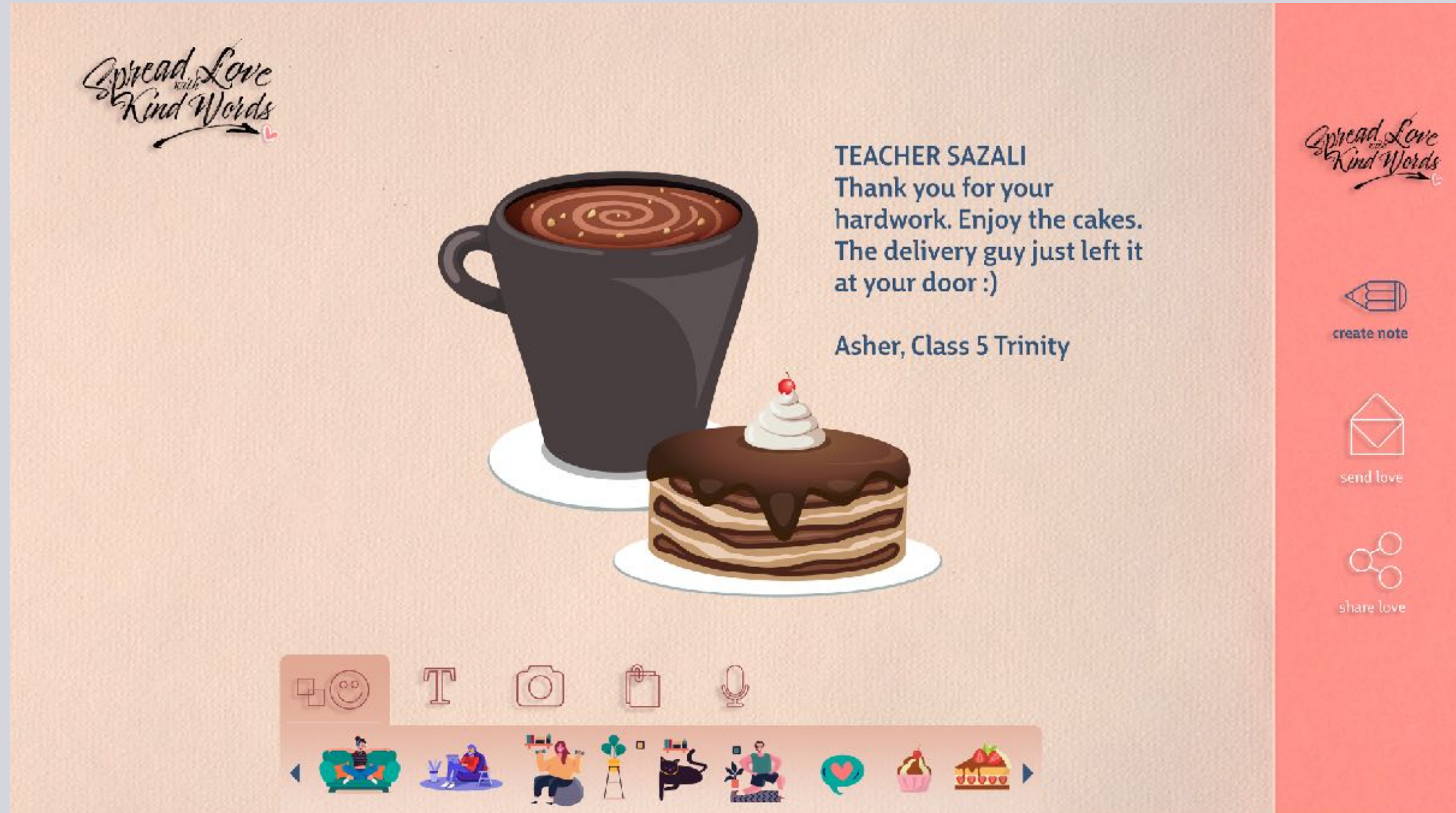
Create Note : is like your very own canvas. You can write your notes, pick a picture, select the graphics And gif emoticons to help you express better. The overall interface is simple and easy to use.

You can select the graphic, type your words, add image from gallery or take your pictures, record your own voice. The graphics from this canvas could turn to gif motion

Proposal: Digital Platform Design - Example Create Note Screen



Digital Platform Design -Share it through WhatsApp, Email and Social Media

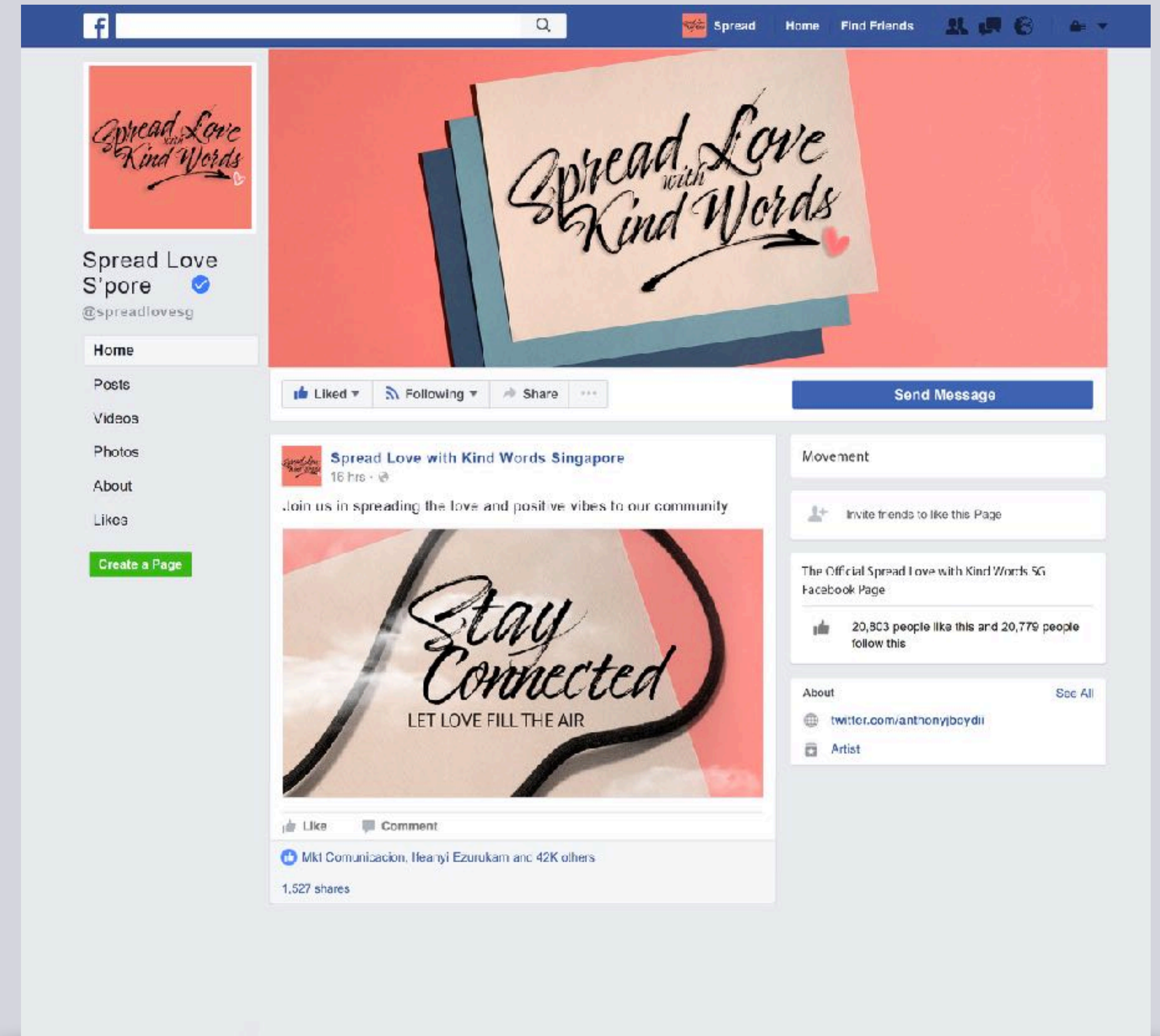


Gif note / digital card that can be shared in social media And also WhatsApp

Social Media Buzz and No fake news

While these postcards are sent to Singaporeans from all walks of life, we could also create a social campaign on Facebook and other social media platforms. The SPREAD LOVE WITH KIND WORDS campaign could also be a timely reminder for people to use social media wisely, and not just to upload video of people arguing with new officers who have been doing a good job.

Let this be a good opportunity to disseminate good news instead of FAKE NEWS, and get minds thinking about the simple joys and blessings in life, and the love that we touch others with.



Impact : **Time to write note**

To bring back this timeless way of communicating with one another. We have been so busy that we have forgotten to say “thank you” or to even show we care to people around us. This is a great opportunity to keep the human connection alive , and we can still pass on love vibes even after the circuit breaker. A touch of love, and a kind word or two uplifts hearts in bleak situations.

System Thinking :

Currently the govt have put a good effort in educating the public regarding the safety and hygiene of one during this crisis. Social distancing ambassadors were also at various market teaching people to stand at least one - metre away. But despite the effort, we see people are frustrated and angry especially business and livelihood are affected. Family staying 24/7 together can cause a certain tension. This Spread Love with Kind Words campaign helps to bring the softer messaging in the midst of difficulties. To bring that simple Love and Joy to one’s life

THANK YOU

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