

staying  
home SG

**DESIGN FOR GOOD**  
360° VIDEO DIRECTORY  
FOR VIRTUAL MOBILITY

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# staying home SG

## PROJECT OVERVIEW

**Stayinghomesg** is a community depository of weekly 360° videos of familiar Singapore sights and sounds.

From the hawker centers, community parks, to simple rides across the expressway, we hope that by publishing timely snapshots of our society, we would be able to provide respite and a sense of normalcy to the public as the nation is **urged to stay home.**

The immenseness of 360° videos allows viewers to be part of the scene's moments, where they are able to look around freely. By not dictating the viewpoint of the viewer, we want to provide them a sense of control and inspire a sense of discovery and wonder for many of the little things we might have overlooked in our regular busy lives.

The COVID-19 situation is unprecedented, and the social and psychological impact might be understated, even as we recover post-pandemic. Thus we feel compelled to design solutions in areas that might be overlooked.



# OPPORTUNITY

The project was conceived, end March, when many of our returning friends and family had to stay isolated for 14 days, stuck in the confines of their 4 walls for such an unimaginable duration of time.

We began with a problem statement:

**“How might we provide isolated individuals with relevant and easy to access materials, so that they may retain a sense of control and normalcy in their circumstances.”**

Drawing inspiration from Digital Art Therapy to reduce loneliness and the lack of mobility of elderly people, the use of Virtual Reality (VR) transports the seniors to places they cannot physically travel to, forming engaging perceptions of their mind and body.

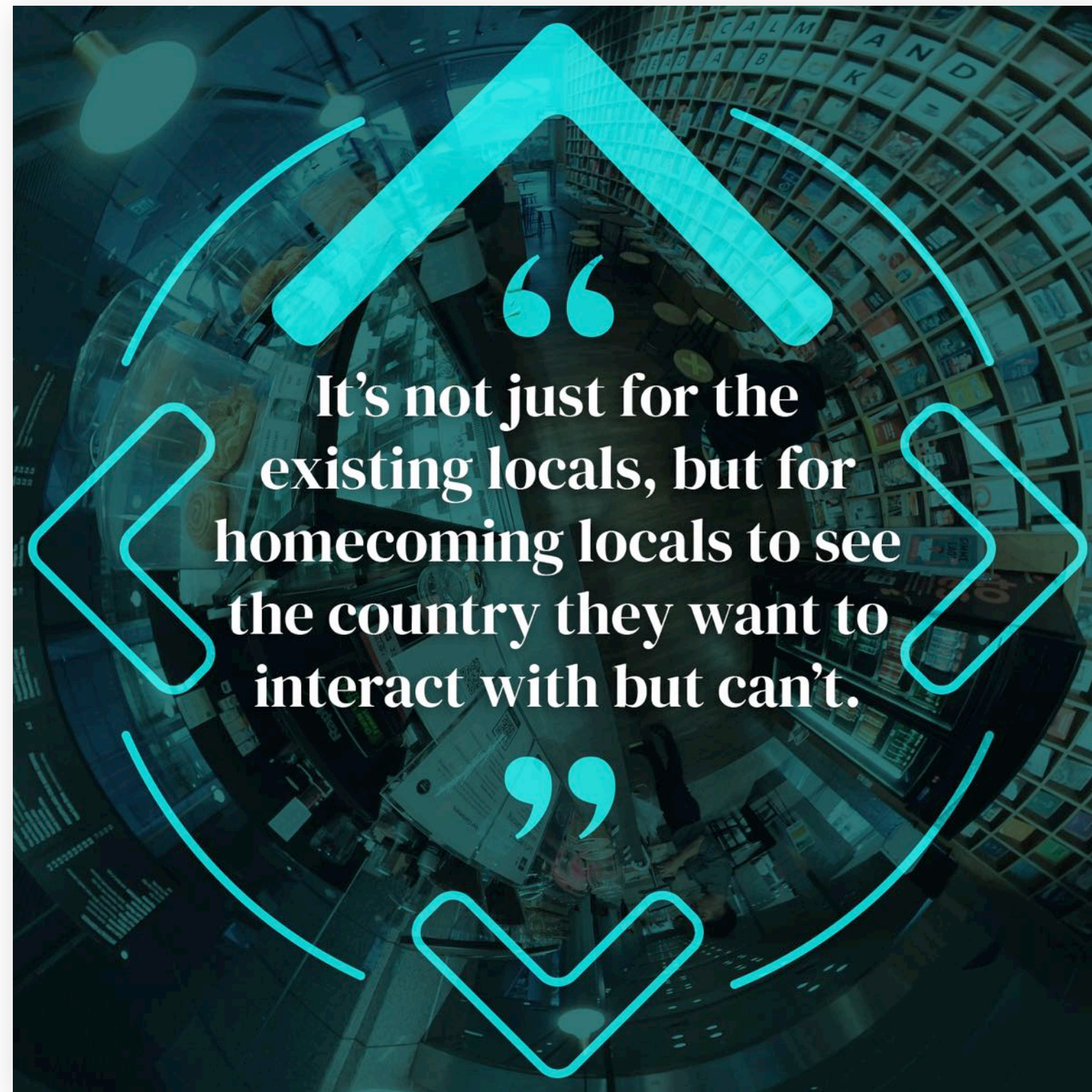
We figured to be their eyes and ears, showing them recent scenes of the country they want to interact with but cannot do so.



Click on images for links to videos ▶



## 3 KEY PILLARS OF THE PROJECT



Creating the familiarity of  
**Home**



Enabling a sense of  
**Movement**



Invoking a feeling of  
**Nostalgia**



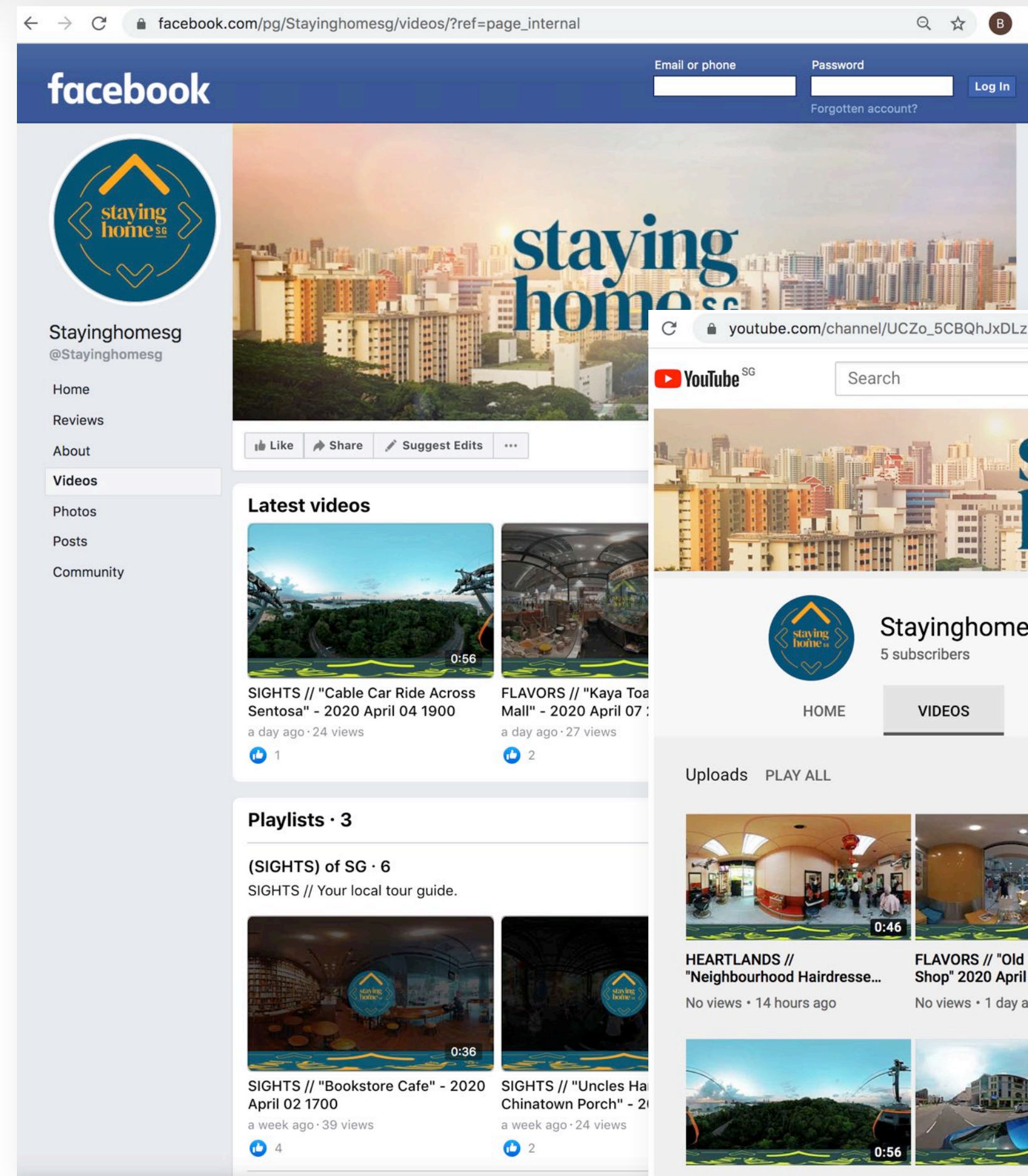
# OUR GOAL

We have begun sharing the videos on public domains through the 3 main social sites and to build up conversations with the community over time.

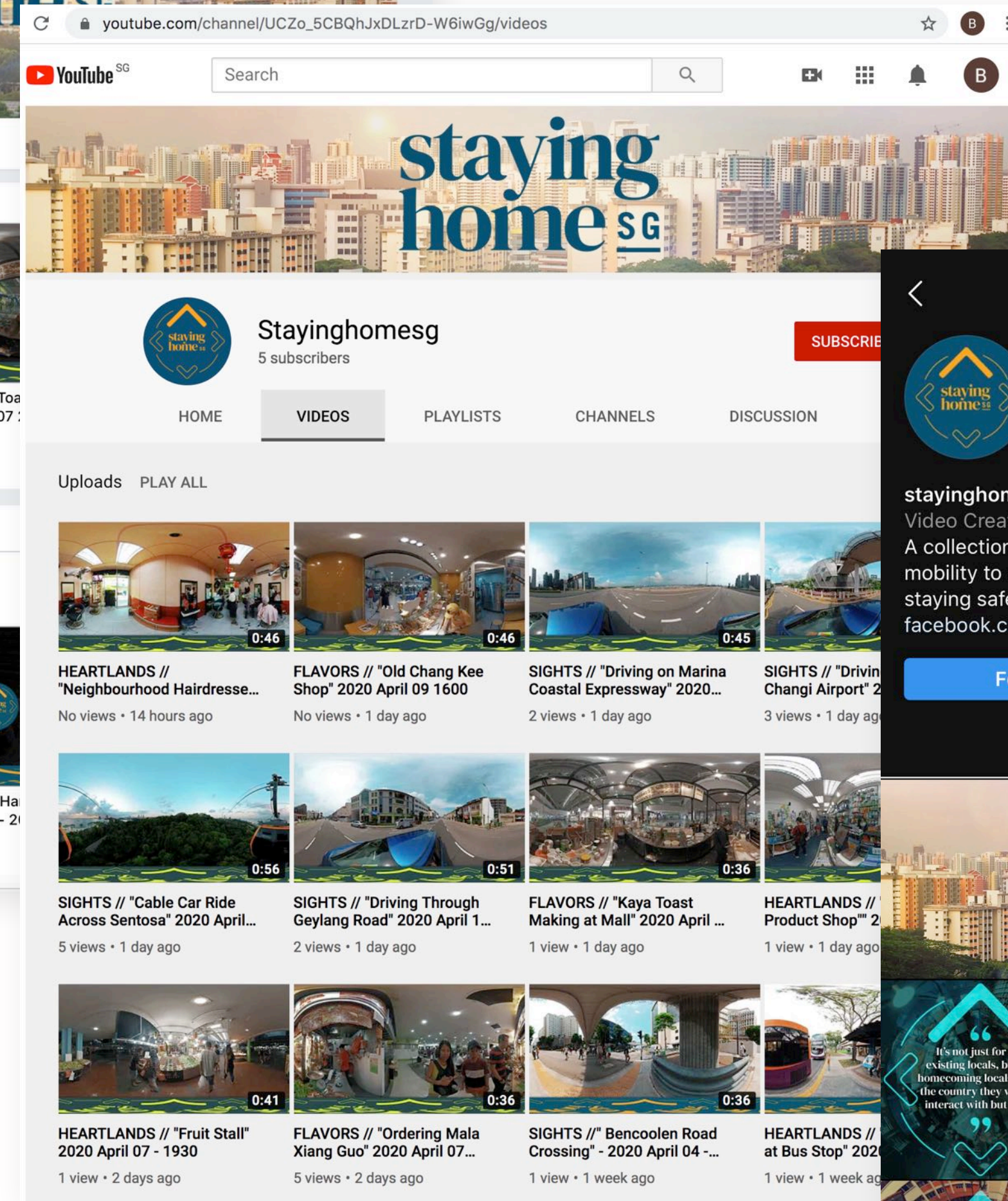
While our moderators are responding to social conversations within the channels, we aim to publish weekly content updates:

1. Weekly Highlight Video ([link to example](#))
  - Key news point
2. 10 - 15 Individual Scenes ([link to channel](#))
  - Location tagged
  - Date / Time of Filming

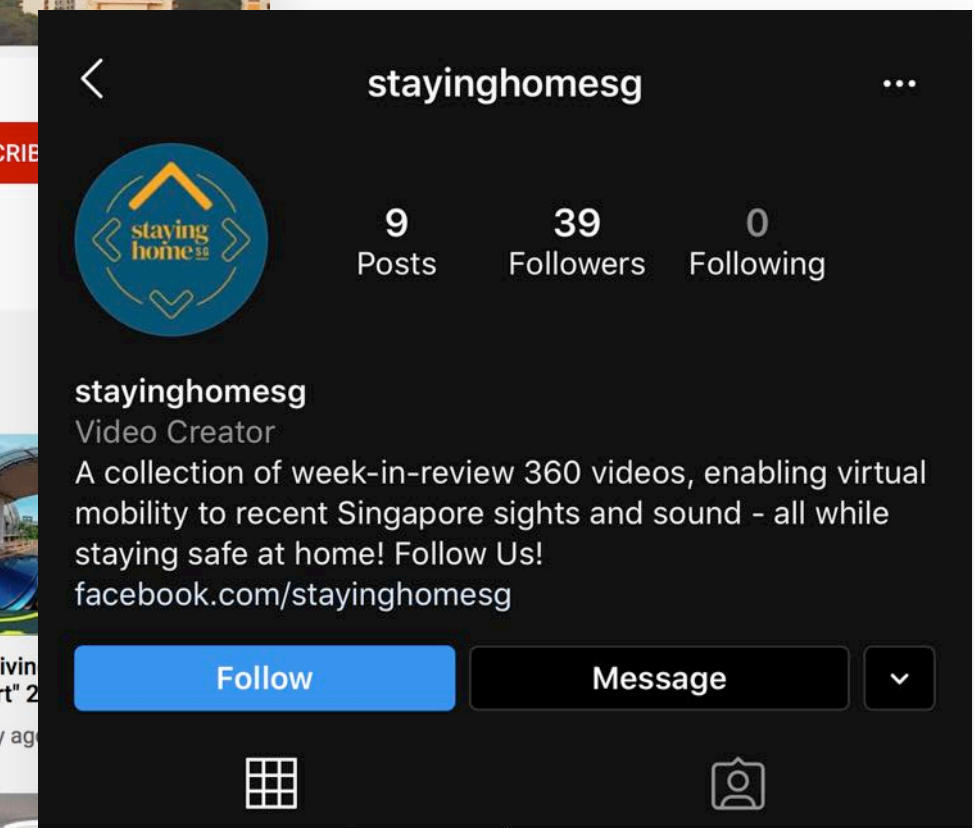
There is no certainty when the pandemic will end. We hope that this depository of video would serve as an archival of Singapore history during this unprecedented period of our lives.



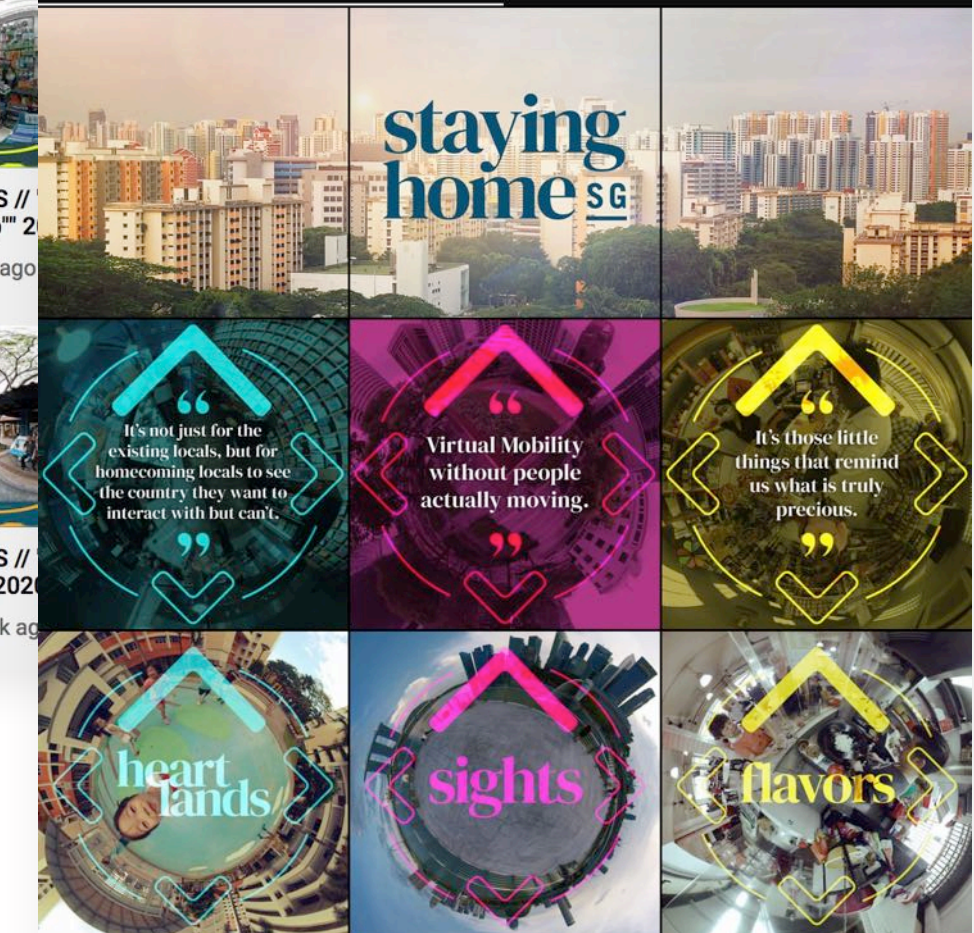
▲ Facebook



▲ YouTube



Instagram ▶





## CONTENT FOCUS : IN 3 CATEGORIES



### heartlands

The pulse of our daily living environments.

### sights

The pride and joy of our cosmopolitan city.

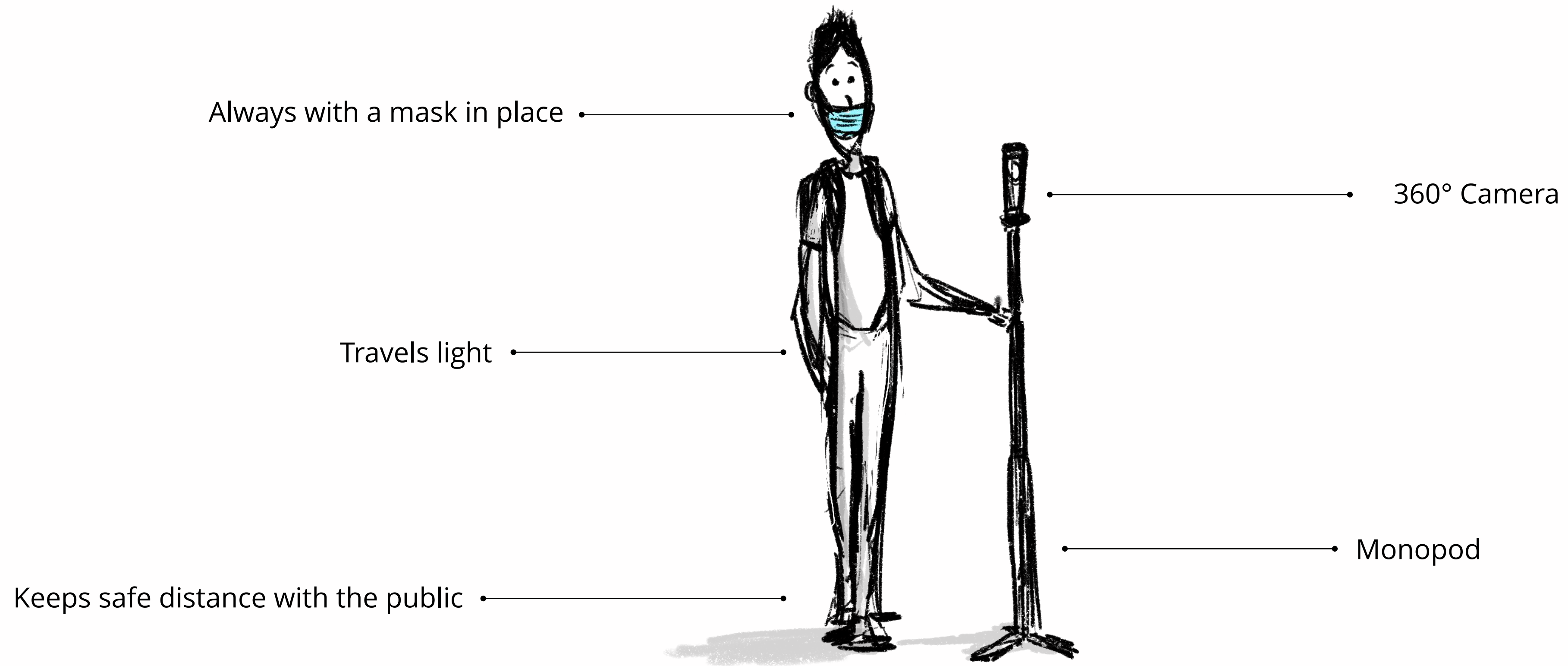
### flavors

The tastes we have come to be so familiar with.



## SAFETY ADHERENCE WHEN FILMING

As social distancing measures are strictly in place, we take absolute caution in ensuring we adhere to the safety measures currently mandated.



A ONE-MAN ARMY / 360° VIDEOGRAPHER



## MOVING FORWARD : OUR 10x CONSIDERATION

### Meaningful Directory

As more content is being collected, we hope to build a more meaningful & intuitive digital directory where the videos can be accessed by their dates and area location geotags across the Singapore map. This could serve as a stronger archive and an educational toolkit for social scientists to study our social climate from how the nation reacted to each passing progression of the crisis.

### Spectrum of Expertise

These are unprecedented times. And while the world is focused on handling the task at hand with the medical crisis, little studies are conducted on the psychological impact on people's lives. We are keen to work with various experts in the field of physiological and psychological wellbeing, to cater to a community that truly cares for the many who have been gravely impacted mentally and emotionally.

### Streamlining & Scaling Up

Being able to streamline the workflow, with official endorsement and funding of this project, we will be able to create some work opportunities to many of the media practitioners who will be able to lend their expertise while the media industry recovers.



**“We are all navigating this new normal together. As we lock arms virtually and try to help one another in the ways we can, our vast world suddenly feels a little smaller and a lot more connected. And for that, we are grateful.”**

**- Michael Dell, CEO of Dell**

THANK YOU FOR YOUR CONSIDERATION

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