

THIS IS YOUR LIFE NOW

Proposal for DBCS Design for Good

PROPOSAL OUTLINE

- 01.** Overview
- 02.** Background
- 03.** Value
- 04.** Impact
- 05.** Microsite Content
- 06.** Design Application
- 07.** Timeliness
- 08.** Systems Thinking

01 OVERVIEW

DESIGN CHALLENGE#1:

How might we keep our communities in Singapore safe and healthy during the global COVID-19 pandemic?

The pandemic has caused severe disruptions to our sociopolitical and economic status quo, heralding a “new normal” that can be daunting and difficult to navigate. In the scramble to make physical adjustments, youths are especially vulnerable; many lack resources to adjust well mentally. The sudden changes and many present and future unknowns adversely affect mental health, preventing Singapore youths from coping and living well and making informed decisions to help them move forward.

“*This is Your Life Now*” is a digital content portal that will guide Singapore youths (20-35 years old) through these unprecedented times and unpredictable future ahead. Through data-driven analysis, it helps them sense-make and navigate fast-changing world affairs by sharing relevant and practical information.





02 BACKGROUND

A “NEW NORMAL”

In both the immediate and long term, Covid-19 will have profound, far-reaching implications for Singapore and the world. Across major media outlets, the discourse has turned to how the pandemic will shape the future of society, politics and economics:

- “Coronavirus: the pandemic will trigger new economic trends” ([Straits Times](#))
- “The Coronavirus will change the world of commerce” ([The Economist](#))
- “How the world will look after the coronavirus pandemic” ([Foreign Policy](#))
- “It’s the end of the world economy as we know it” ([New York Times](#))
- “Coronavirus Is Transforming Politics and Economics” ([New Yorker](#))
- “The Coronavirus pandemic will forever alter the world order” ([WSJ](#))
- “The new world: how the world will be different after Covid-19” ([Forbes](#))
- “There is no returning to normal after Covid-19” ([World Economic Forum](#))
- “Coronavirus: how the outbreak is changing global politics” ([Financial Times](#))
- “Coronavirus Will Change the World Permanently. Here’s How.” ([Politico](#))

02 BACKGROUND

CONFUSING MEDIA COVERAGE

Uncertainty and misinformation surround the science of Covid-19, including the origins of the virus and patient zero, how it spreads and whether reinfection is possible in recovered patients.

Widely differing government responses add to the confusion, as many different terms have entered the public lexicon recently. Terminology such as “lockdown”, “circuit breaker” or “social distancing” can have varied meanings in each country.

In a confusing and overwhelming media environment, official directives such as WHO’s advice over wearing of masks may seem inconsistent, potentially undermining public and institutional trust.



03 VALUE

A YOUNGER GENERATION NEEDS SUPPORT

Youths and young adults could comprise a “Generation C” that may be disproportionately affected by the pandemic in terms of mental health and diminished economic prospects. Many in this generation will graduate, enter the workforce and begin adulthood during a projected global recession.

Building resilience among Singapore’s youth requires us to equip our youth with the tools, information and insights to understand the coronavirus in its full magnitude, so that they can meet future challenges with confidence.



03 VALUE

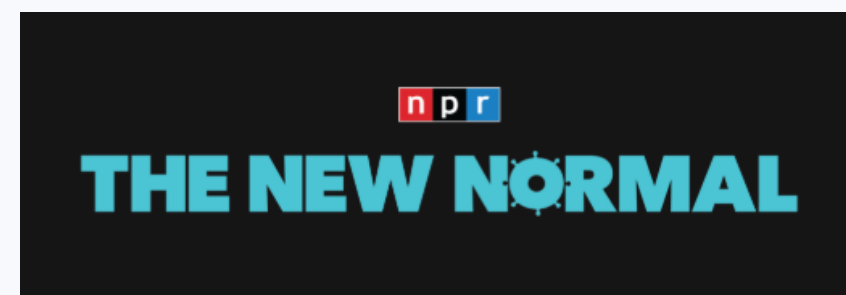
GAPS IN LOCAL MEDIA COVERAGE

Across the world, media companies have responded to informational needs by creating dedicated resources to answer questions about the coronavirus and discuss its long term impact

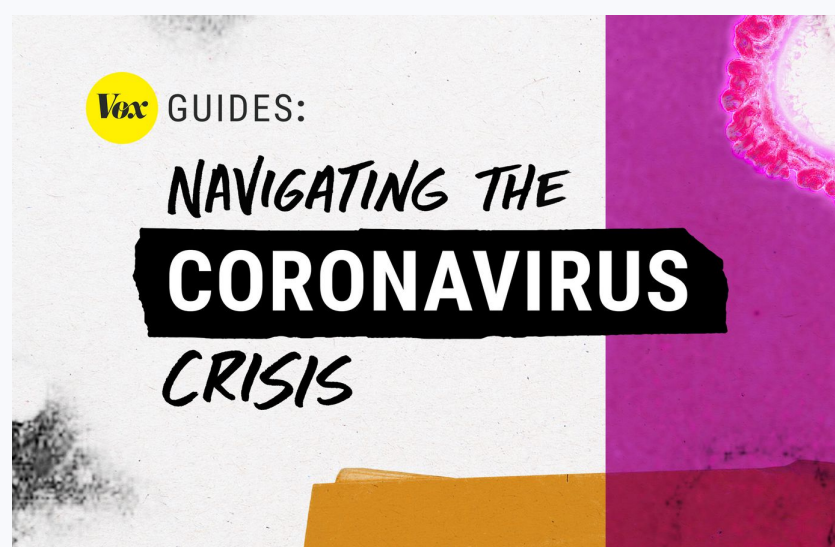


Examples
from around
the world

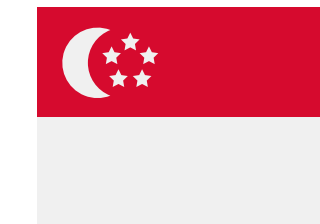
“The New Normal” (NPR)



“Coronavirus, Explained” (Vox)



“World vs Virus” (World Economic Forum)



However, in the local media landscape, there remains a **need for credible, in-depth analysis** to help Singaporeans understand how the coronavirus will transform our shared future.

04IMPACT

Access to clear, reliable information about Singapore's state in the larger context of the world will help youth to better adapt. A world-renowned expert on traumatic stress, Bessel van der Kolk, explains: the brain, wired to ensure our ability to thrive even in distress, needs to create a map of the world to point us where to go before generating energy - discomfort, anxiety, etc - to help us make decisions/take action.

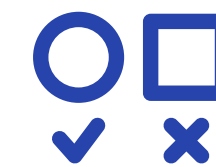
With insights directly relevant to their lives, we can prevent Singapore youths from feeling overwhelmed by information, supporting their well-being by helping them face the future with confidence and make purposeful decisions.

TARGET AUDIENCE

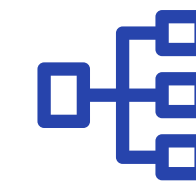


Singapore youths aged 20-35,
spanning Gen Z and Millennials
(16-37 years old)

OBJECTIVES



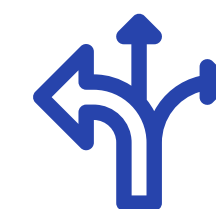
Address misinformation through data-driven analysis



Support media literacy with explanatory content that helps readers make sense of data



Offer pertinent insights into an uncertain future



Equip youths with the resources they need to make informed decisions

05 MICROSITE CONTENT

THE CHALLENGE WE FACE

How do we help young adults navigate a saturated media environment and make sense of an unpredictable world, with changes on multiple fronts accelerated by the pandemic?

PROPOSED SOLUTION

Designed as a microsite, our proposed content platform *This is Your Life Now* will serve as an online resource and guide for a generation of digital-natives in Singapore, by:

- Highlighting the evolving local and global trends most pertinent to youths;
- Explaining the significance of specific terms, events and statistics circulating in social media and the press;
- Providing data-driven analysis that puts the news in context, helping readers understand the immediate crisis and the longer-term effects of the pandemic.



05 MICROSITE CONTENT



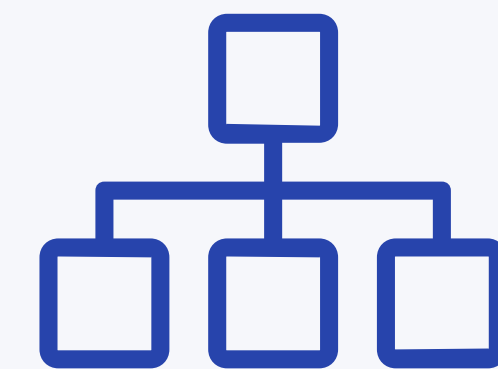
REGULAR UPDATES

Recognising that the pandemic may dramatically change the lives of Singapore youths, ***This is Your Life Now*** offers regular dispatches from the frontlines of the “new normal” to help our readers stay up-to-date on current affairs.



FREE ACCESS

With the DBCS grant helping to co-fund the cost of design development of the microsite, content can be made **free and fully accessible to all**



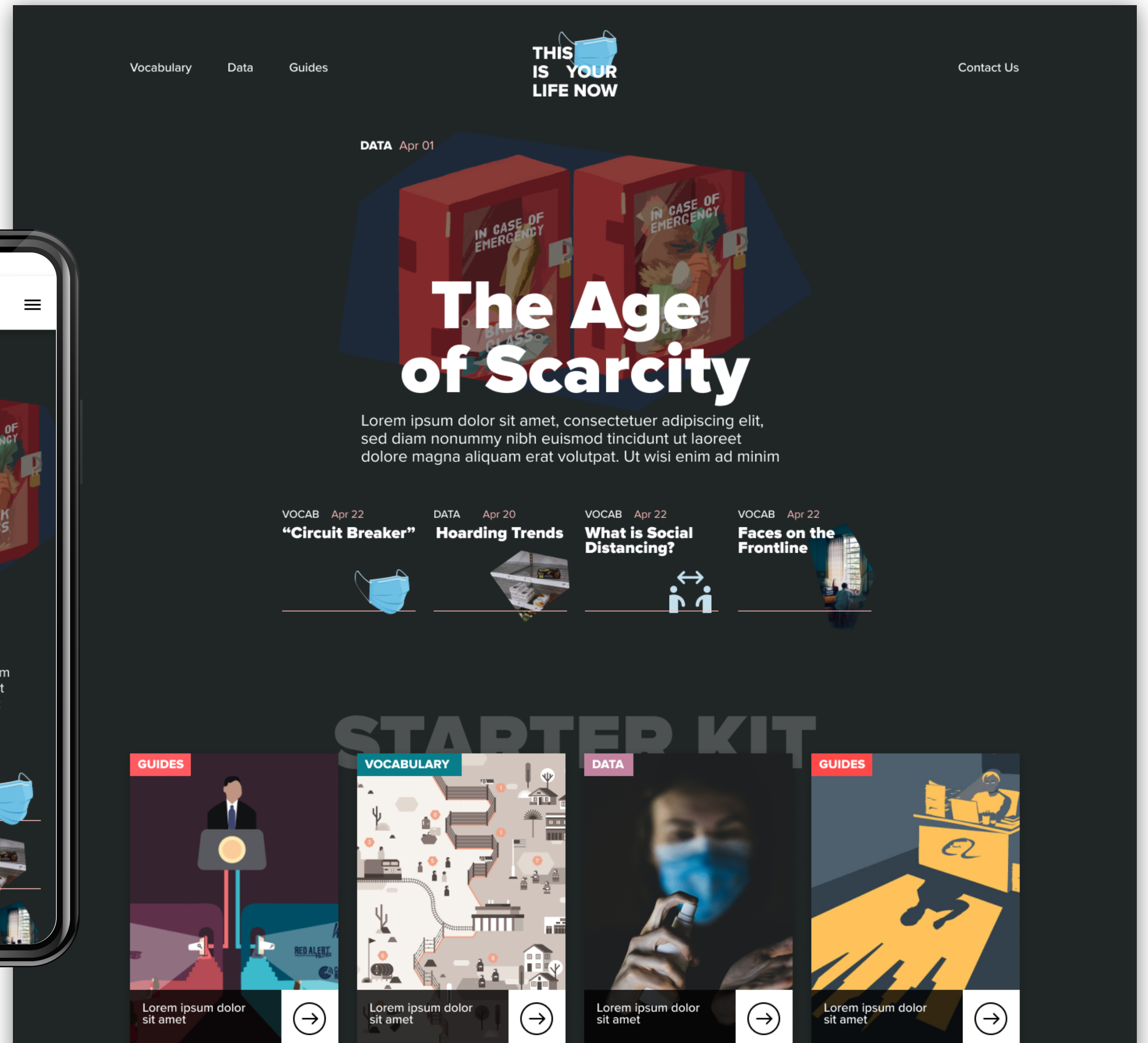
CONTENT ORGANISATION

Our microsite seeks to present a comprehensive view of the pandemic and provide insight into our rapidly changing world, with content organised across **3 broad sections:** (I) Vocabulary, (II) Data, (III) Guides.

06 DESIGN APPLICATION

WEB MOCKS

This design concept's landing page is inspired by the revealing and uncovering of ideas. The overall layout will also be optimised for easy navigation, readability and mobile responsiveness.



07TIMELINESS

The concept development for both the design and content of the online portal has been completed. The research and development for the articles is currently underway and together with the communication design media, is due for completion in June for launch in July.

Once launched, the articles and communication design media will undergo a monthly refresh.

	Feb	Mar	Apr	May	June	July
Development of Microsite						
Market Research						
Concept Development						
Website Development						
Development of Content & Design for Microsite (refreshed monthly)						
Articles						
Video						
Infographics & Animated Infographics						
Marketing Campaigns						
Campaign Development						
Campaign Launch						
Microsite Launch						

08 SYSTEMS THINKING

Ministries that focus on youth are prioritising developing media literacy skills for the young. We are reaching out to coordinate traineeship opportunities for youth to get onboard this project and develop skills in media literacy alongside video editing, design communication, and writing.

Thus, our online portal provides the platform to nurture a healthy ecosystem that not only meets the mental health needs of our youth during the current pandemic but also gives them paid opportunities. This trains youth in skills pertinent for our future of work, life, and learning even as they contribute to give others the resources to adapt and live well in the dynamic, complex times we're in.

08 SYSTEMS THINKING

SPREADING THE WORD ON OUR OWN PLATFORMS

Leading up to the launch of our website, we can extend communications across our existing platforms:



Total Reach
Social media & Email
4.2k
Print
5k

Our in-house magazine *Broader Perspectives* was created to engage youths in current affairs that impact and shape the world today. We can share updates about the launch through our social media channels (Facebook, Instagram), email subscriber base and print publications.



Total Reach
Social media
2k
Print
15k

Our other platforms include our company social media and our other two youth publications, *Present Perfect & Represent*.

08 SYSTEMS THINKING

SPREADING THE WORD ON OUR OWN PLATFORMS

We are also a part of a group of purpose-driven businesses that share a commitment to building up Singapore's social and emotional capital. We can extend communications through our sister companies:

**The
Thought
Collective**
knowledge.empathy.initiative

**common
GROUND**
CREATING WHOLE COMMUNITIES

school of
THOUGHT
demand a broader perspective

**Food For
Thought**
Good Food For A Good Cause

**THANK
YOU**
