Covid-19 Design Challenge

*How might we create positive & sustainable communication that allows people to share and contribute with others from around the world?*
Existing communication and perception

Survey: 119 participants
33 countries
How does these campaign images make you feel?

What are your feelings about the current information about the COVID-19 pandemic?

- Anxious 35.8%
- Exhausted 23.9%
- Other 40.3%

- Scared 48.2%
- Optimistic 53.6%
- Lonely 48.2%
- Fine 13.6%
- Other 37.3%

Which emotional response is perceived as most effective?
Since the outbreak of Covid-19, are there any personal positives you have discovered or anything you may have learnt in this time?

“Given me time to slow down and de-stress”.

“I realized that many things in my life are not as important as I thought (advertising-driven needs most likely).”

“Spending a lot more time with my Family and really liking the togetherness.”

“The world now has to acknowledge sustainability instead of greenwashing. Human connectivity is stronger than robots. AI needs to be more holistic.”

“We are all connected.”

“To be grateful for the little, for the so called small moments - seeing the sun coming up, listen to the birds outside my window, get to see how my neighbours look like little chats, word of encouragement, knowing you’re not alone”.

63% of the people who completed the survey were willing to share their experience.
What new habits have you acquired during the quarantine?

- Being smarter with money - James
- Started learning coding - Toni
- Playing with my child more often - Paulo
- I've started reading more - Sam
- Learning Guitar - Kris
- Allocated an hour a day for family time - Sandi
- Started a diary - Connie
- Started cooking bread again after almost 30 years - Silvia
- Getting more sleep! - Rachel
- Meditating - Saleem
- Phoning family more - Dave
Weekly Question:
What new habits have you acquired while in quarantine?

13th April 2020 - 20th April 2020

Sophie from Germany
APRIL 16th 2020
I've started cooking bread after more than 30 years!

NEXT RESPONSE FROM GERMANY ➔
Next steps

- Validate a roadmap and the timeline
- Find a partner interested to support the project
- Finalize the design, test the UX and develop the platform
- Choose one name and buy domain
- Translate the platform (depending on the territory of first diffusion)
- Design the communication strategy

Team 1 - EU/AFR