



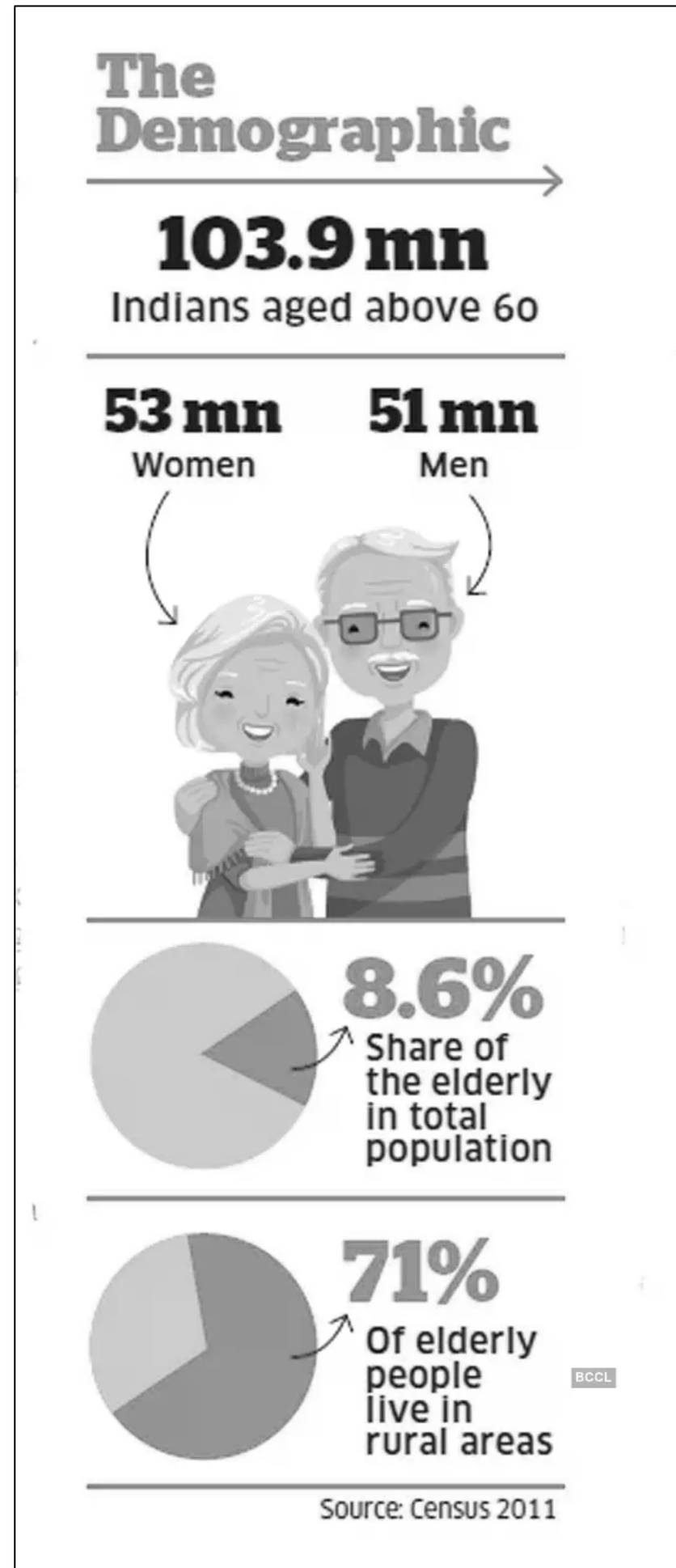
**COVID-19 Design Challenge**  
**Team 2 – Asia Pacific**  
April 2020

## Problem Statement

How might we nudge **people with limited resources** to practice **safe behaviours** based on the latest **scientific and medical information?**

Concept Starting Point: Information Kit

# Key Insights



**Indian Prime Minister Narendra Modi** in his message about the lockdown extension yesterday stressed on the fact that **the elderly and senior citizens required extra care and support.**

**Emotive messaging** is as important as factual information.  
The Conversation

WHO\_03 April

**Supporting and protecting older people living alone in the community is everyone's business.**

Mental health during anxious times is also a key consideration. Finding ways to stay socially connected is even more important for this age group as many do not have easy access to digital platforms.

**Dissemination of accurate information is critical to ensuring that older people have clear messages and resources on how to stay physically and mentally healthy**

**"How long until I can hug my granny? I don't want her to get sick."**

8-year-old girl's question to the Australian PM

Language is one of the biggest barriers and causes of anxiety & confusion in Aged Care Facilities  
ABC News

Technology can be a powerful enabler for people it's historically been alien to.  
Brendan

# Our 'Elders'

>75 years

Live at home or in an Aged Care facility

Live alone (or with spouse)

No / little help for daily chores

Impaired sight, hearing, dexterity

Mental well-being is a concern

- Loneliness
- Anxiety
- Confusion
- Depression
- Worthlessness

Disconnected from regular community channels.

Likely to break isolation rules.



**Robert (Bob) Hutchieson**

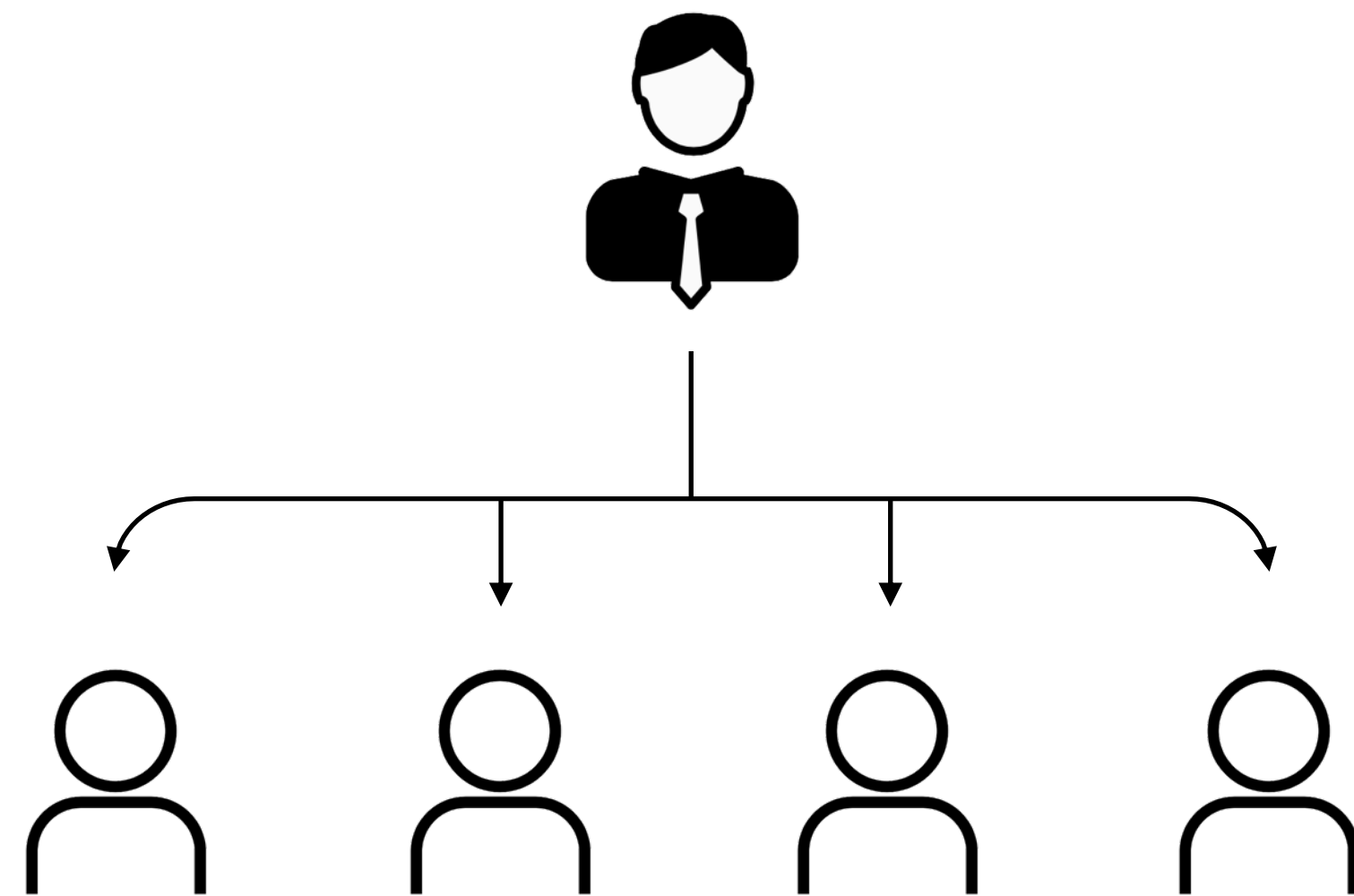
95 years old

Isolated in an Aged Care Facility

Decorated World War II Veteran

\*Image courtesy of the Australian War Memorial

## Information Kit



Top Down

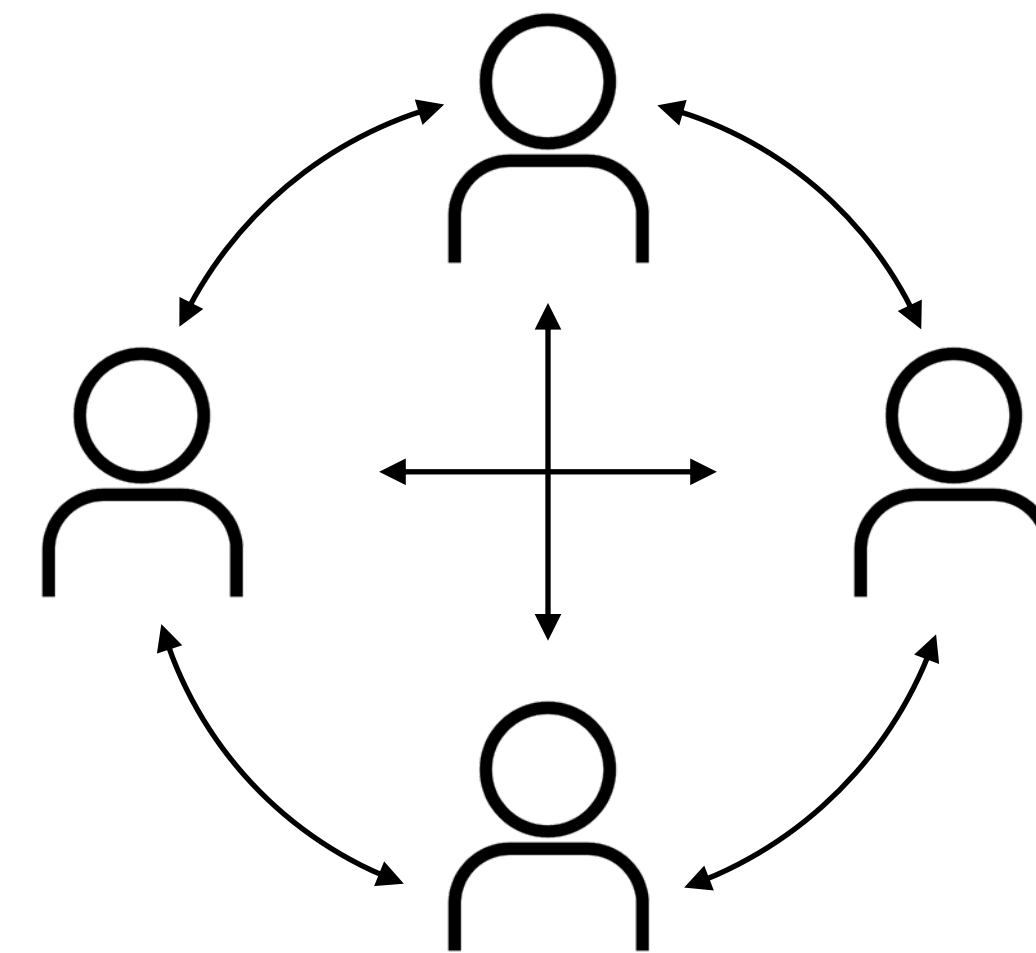
Enforces Reliance

Many initiatives already implemented

*(Govt, NGO, private sector, etc.)*

vs.

## Communication Kit



Peer to Peer

Encourages Empowerment

Not many initiatives in place

# Our Process

## Joining the dots – using our persona to inspire a meta-concept.

Anticipate & Mitigate

Richer Connections

Assist & Enable

### Mind Map Elderly Australians living alone

For Elderly Australians living at home (alone), Social Distancing disrupts essential sources of information.

More than a third of the nation's population aged 65 and older were born overseas. More than 21 per cent of Australians speak languages other than English at home, and 6 per cent either speak little English or none at all.

Community Leaders are trusted disseminators / purveyors of important information.

- "The imam is trusted, and tells people what to do, or what not to do and repeats what's in the news (regarding the coronavirus)," Mr. Fazal said.
- "It's difficult to find reliable Government information in different languages, unless they contact an interpreter, so they mostly get their information from group activities."
- "Some of (the elderly) are isolated, and that becomes a big problem for us to reach them, unless they are staying in aged care facilities," she said.

COVID-19 Design Challenge | team-2-asiapacificafrikaeurope-composite | April 2020

### Mind Map Elderly in Aged Care Facilities

Many of Australia's elderly Aged Care facility residents have been significantly impacted by mandated isolation measures. Where once they looked forward to visits from children, grandchildren and great grandchildren, they now sit idle waiting and wondering.

An opportunity arises whereby technology can be used as a communication enabler of connections for people who've never used it. The stretch goal is for technology to offer enriched / greater communication possibilities for these people than before COVID-19.

COVID-19 Design Challenge | team-2-asiapacificafrikaeurope-composite | April 2020

### Ideation

|  |   |   |   |
|--|---|---|---|
| <b>OUTBREAK KIT</b><br><br><b>ANTICIPATE AND MITIGATE</b>                                | <b>AGED CARE</b><br><b>REAL-TIME LANGUAGE CONVERTER</b><br><br><b>ASSIST AND ENABLE</b> | <b>AGED CARE</b><br><b>FRIDGE MAGNETS</b><br><br><b>ASSIST AND ENABLE</b>           | <b>@ HOME</b><br><b>ENGAGING / USEFUL INFO KIT</b><br><br><b>ASSIST AND ENABLE</b>    |
| <b>AGED CARE @ HOME</b><br><b>IMMERSIVE EXPERIENCES</b><br><br><b>RICHER CONNECTIONS</b> | <b>@ HOME</b><br><b>NEIGHBOURHOOD CAPSULES</b><br><br><b>RICHER CONNECTIONS</b>         | <b>@ HOME</b><br><b>NEIGHBOURHOOD WATCH</b><br><br><b>RICHER CONNECTIONS</b>        | <b>AGED CARE @ HOME</b><br><b>REVERSE TAMAGOTCHI</b><br><br><b>RICHER CONNECTIONS</b> |
| <b>AGED CARE</b><br><b>VISITATION PODS</b><br><br><b>RICHER CONNECTIONS</b>              | <b>@ HOME</b><br><b>VIRTUAL CONCIERGE</b><br><br><b>ASSIST AND ENABLE</b>               | <b>AGED CARE @ HOME</b><br><b>POSTCARD SERVICE</b><br><br><b>RICHER CONNECTIONS</b> | <b>AGED CARE @ HOME</b><br><b>POSTCARD APP</b><br><br><b>RICHER CONNECTIONS</b>       |

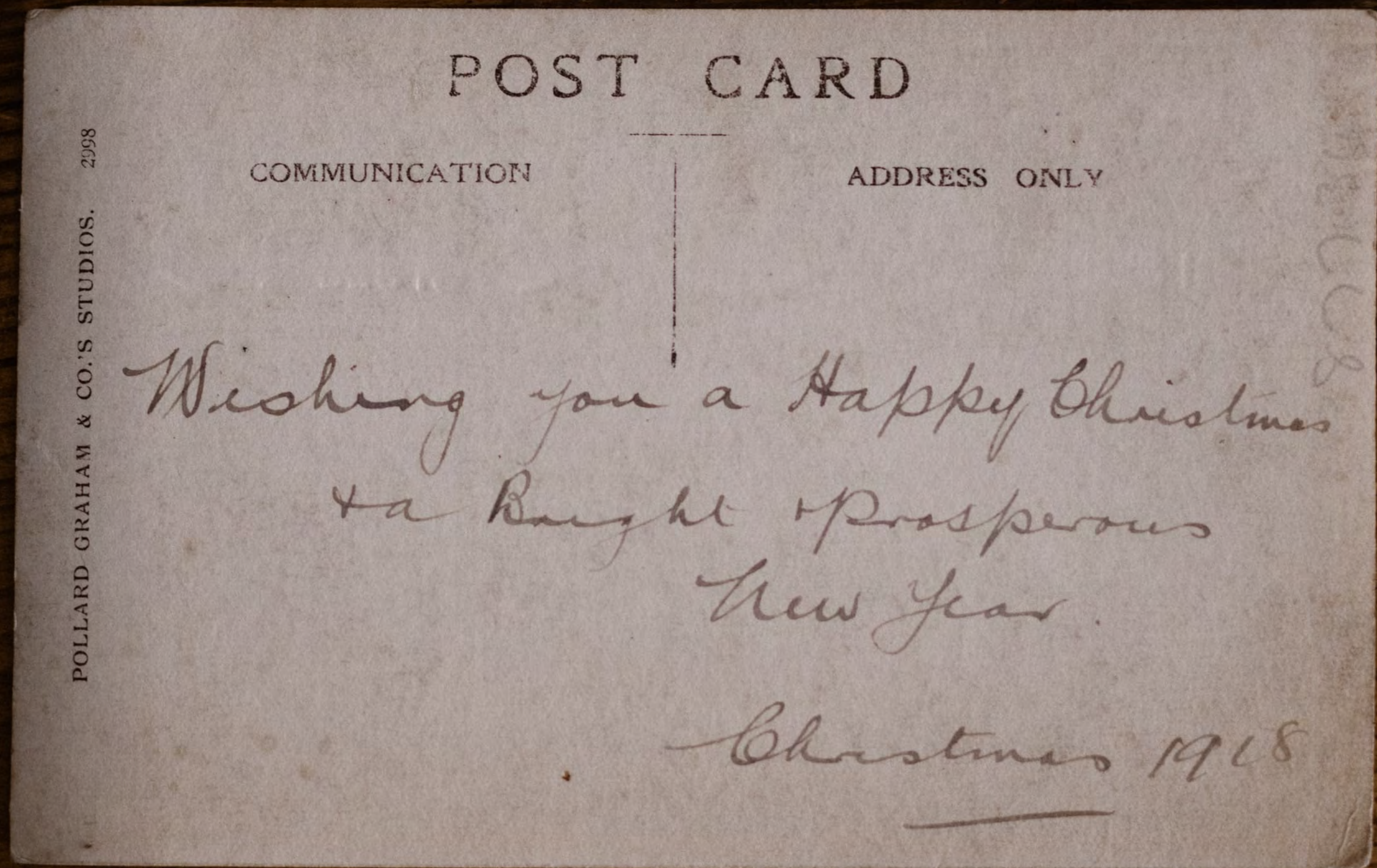
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# POSTCARDS

Richer Social Connections  
For Our 'Elders'

## Concept Overview

**Postcards** is a concept that aims to connect 'isolated elders' with their broader communities in richer ways while reinforcing the importance of physical distancing and hygiene practices via a variety of touchpoints.



# POSTCARDS

REAL | NOSTALGIC | REVIVAL | SPIRIT | MEMORY

A series of communication statements that can be shared among communities.  
The 'postcards' metaphor has a nostalgic pull, stemming back to a time when postcards were a vital and treasured form of communication.



**Postcard App**

*For families to create postcards.  
These postcards can be then sent either directly to loved ones or a 3<sup>rd</sup> party for print & delivery*



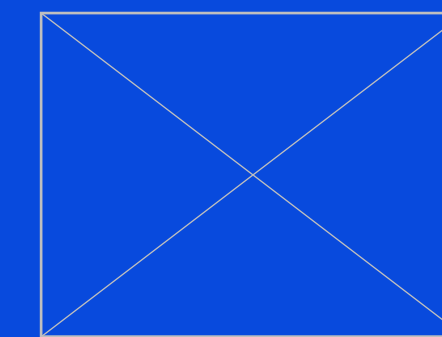
**Real (tangible) Postcards**

*sent to 'elders', who can re-use, return, forward to others.*



**Postcard Video**

*Recorded 'postcards' that 'elders' can play at their own convenience on (smart) TVs or connected devices.*



**Food Stickers**

*Messaging that extends into FMCGs and other items that 'elders' may have delivered to their homes.*



1

You Take a Photo



# 2

## You Create a Postcard

### Message

- Either custom / personal or selected from a list.
- Translation feature:

felice che tu non sia qui

很高兴你不在这里

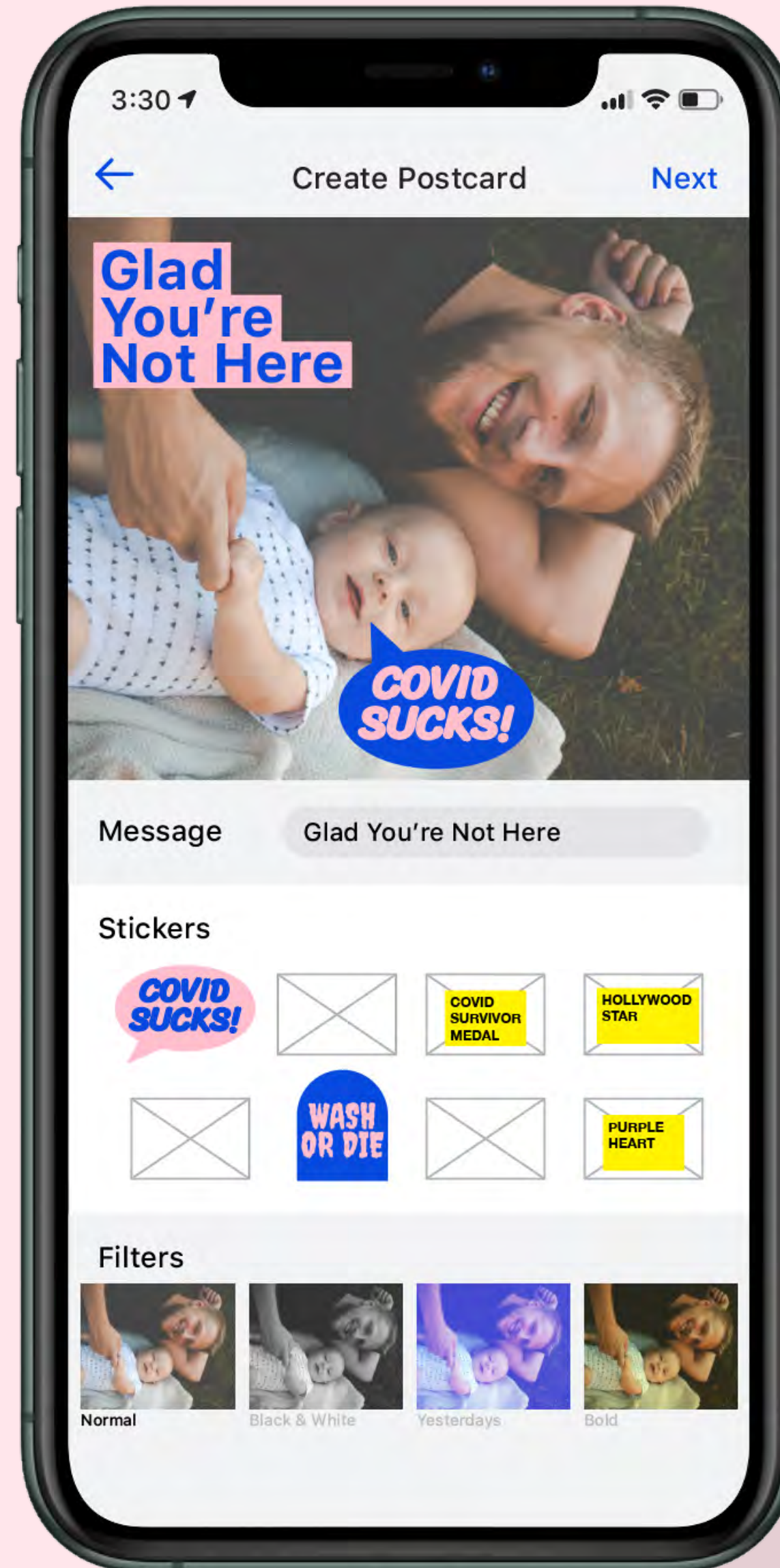
سعيد أنك لست هنا

### Stickers

- Novel pre-sets to put an engaging spin on your card

### Filters

- Basic image editing.



### Preview

#### Front



#### Back



2

You Create a Postcard

Pre-Designed Templates

Cheeky



Motivational



# 3

## You Send the Postcard

### Send a Physical Postcard

- A 3<sup>rd</sup> party print provider receives and fulfils the order.

### Send a Virtual Postcard

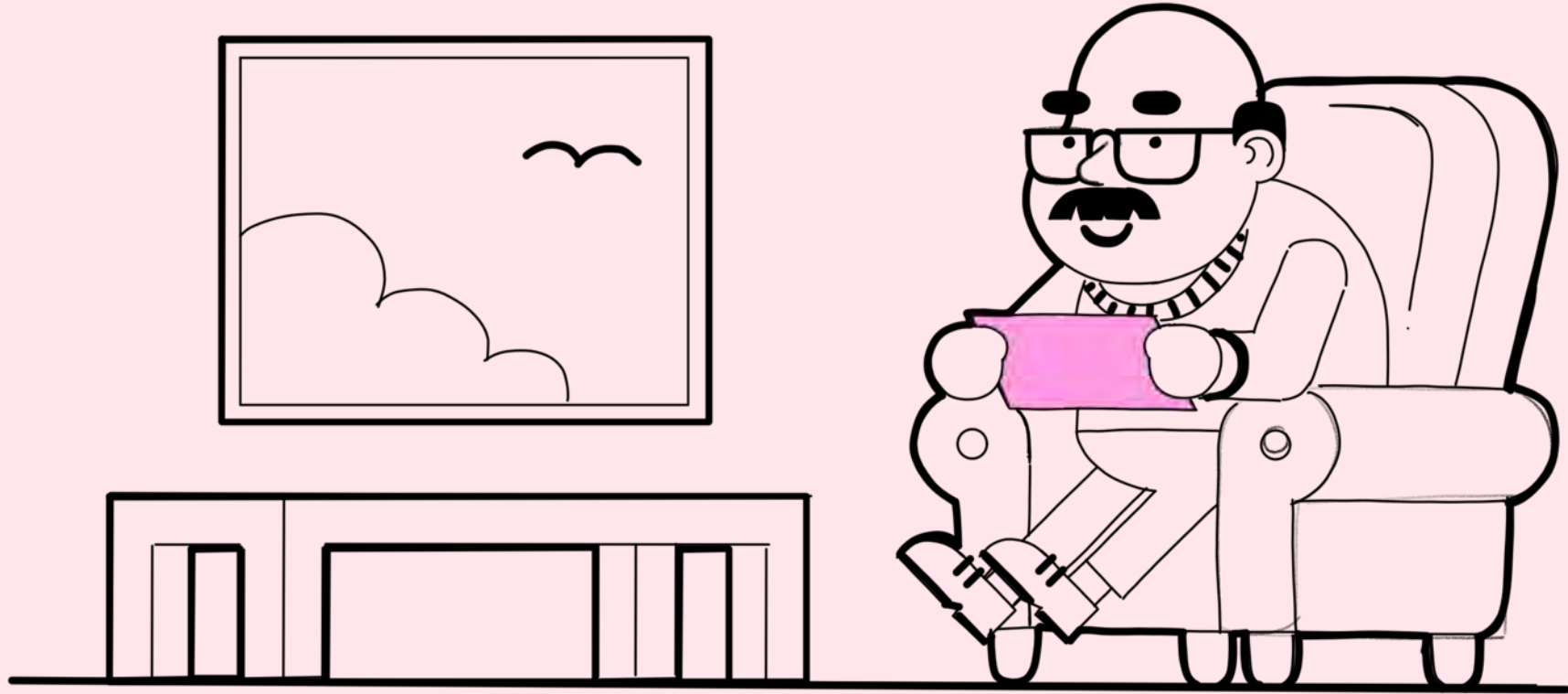
- Via social media or email
- Recorded video



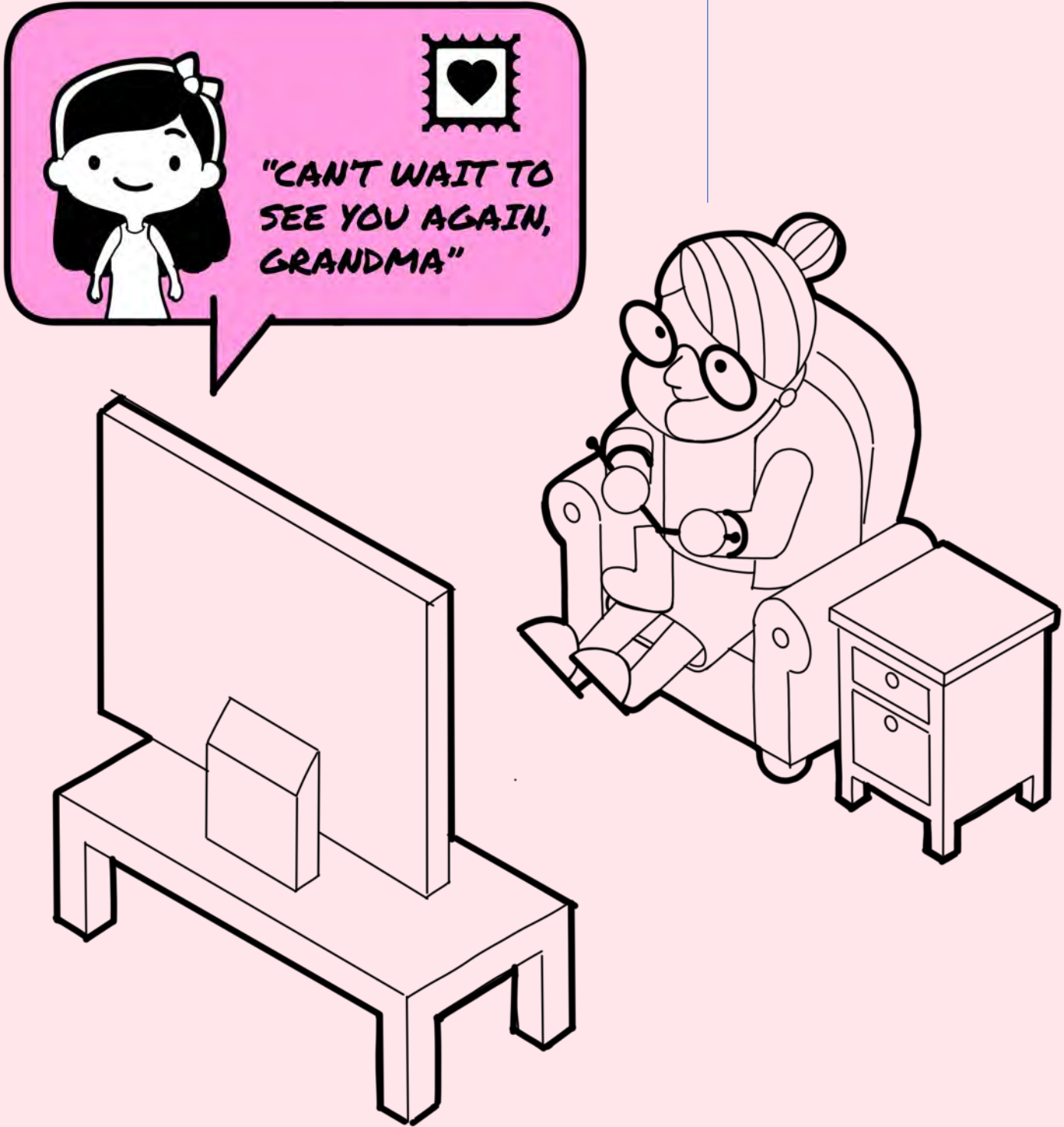
4

# Your Loved One Receives Their Postcard

A  
Loved one receives a physical postcard

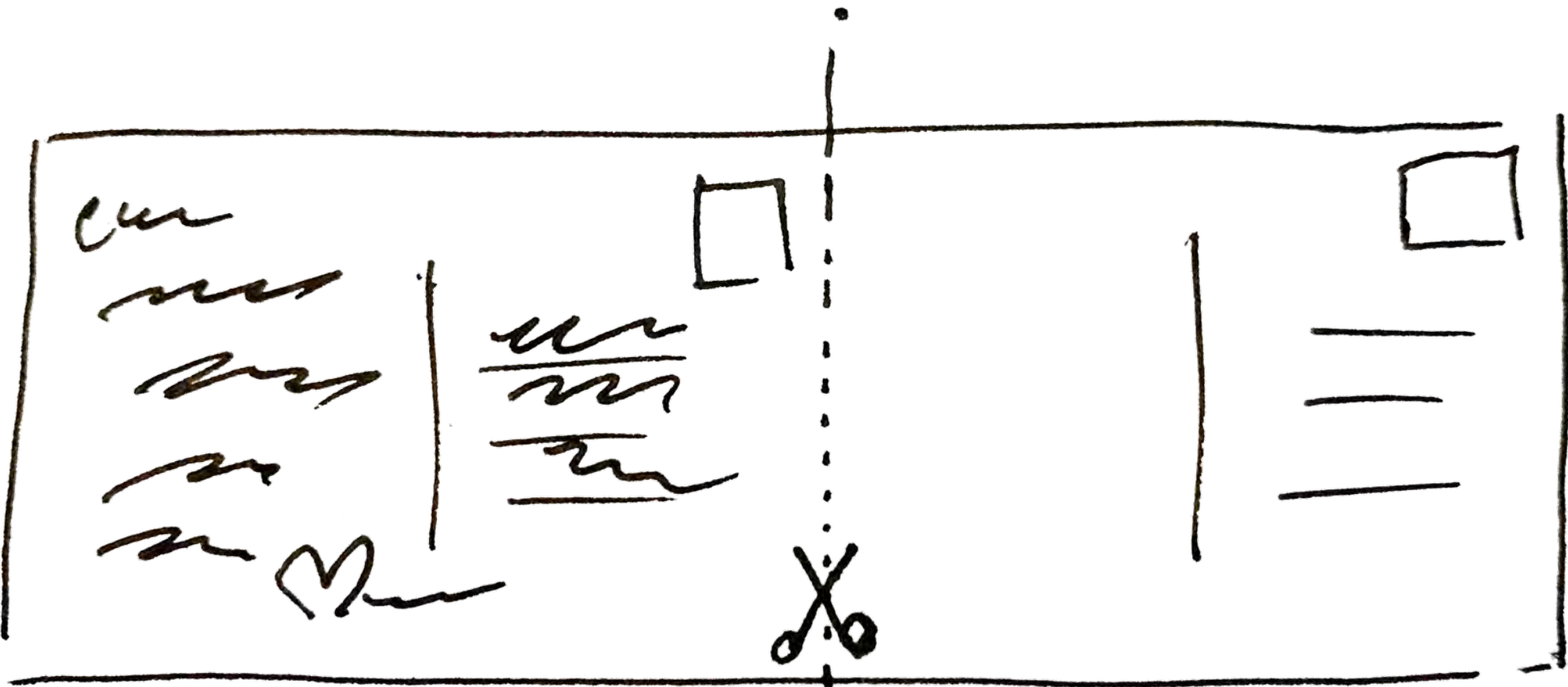


B  
Loved one receives a virtual postcard



4

# Rethinking Physical Postcards

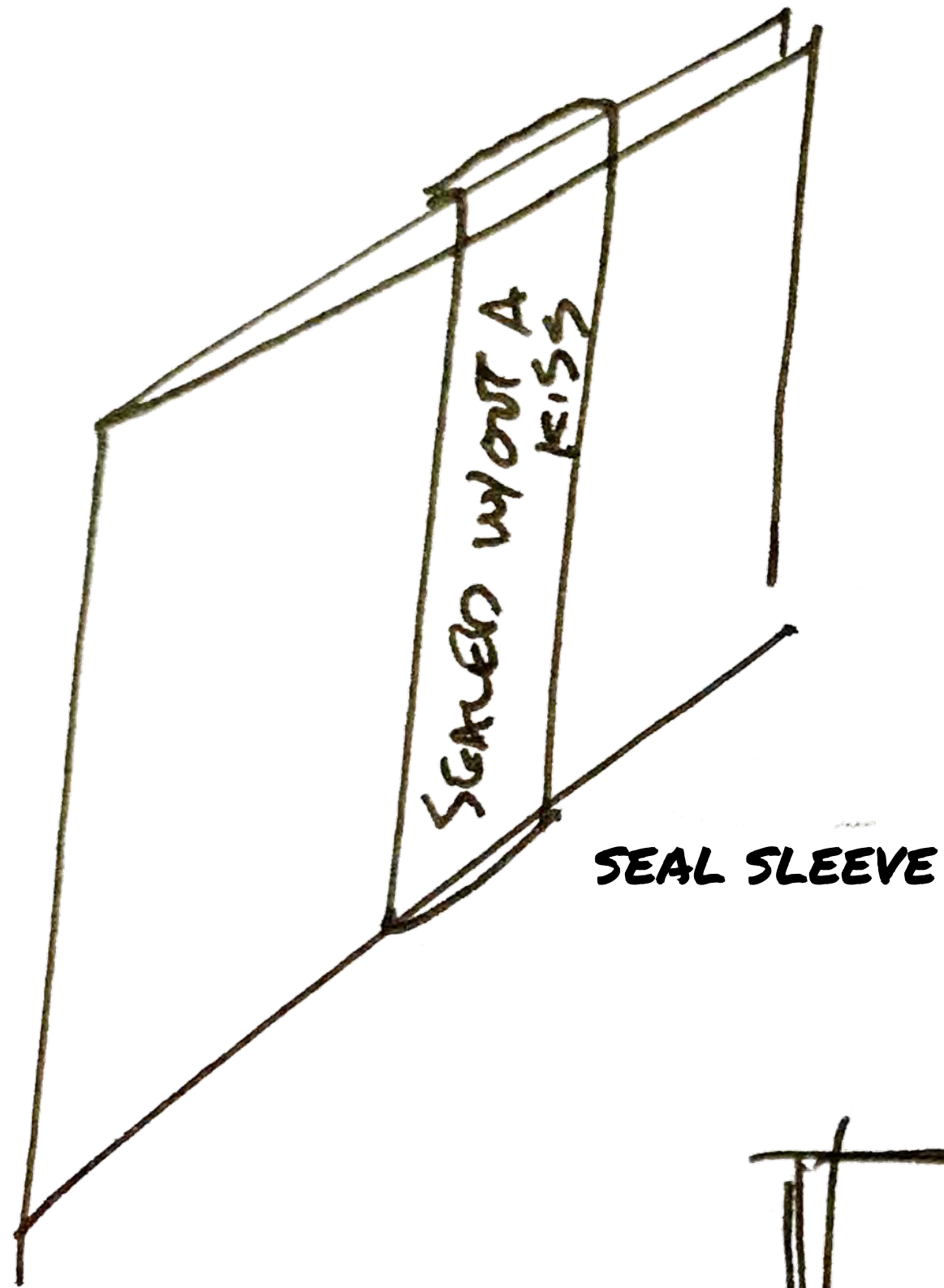


DOUBLE LENGTH AND SCORED IN THE MIDDLE

ONE SIDE BLANK FOR RE-USE

**OTHER IDEAS:**

- A BRAILLE VERSION (FOR VISUALLY IMPAIRED PEOPLE)
- PEEL OFF STICKERS



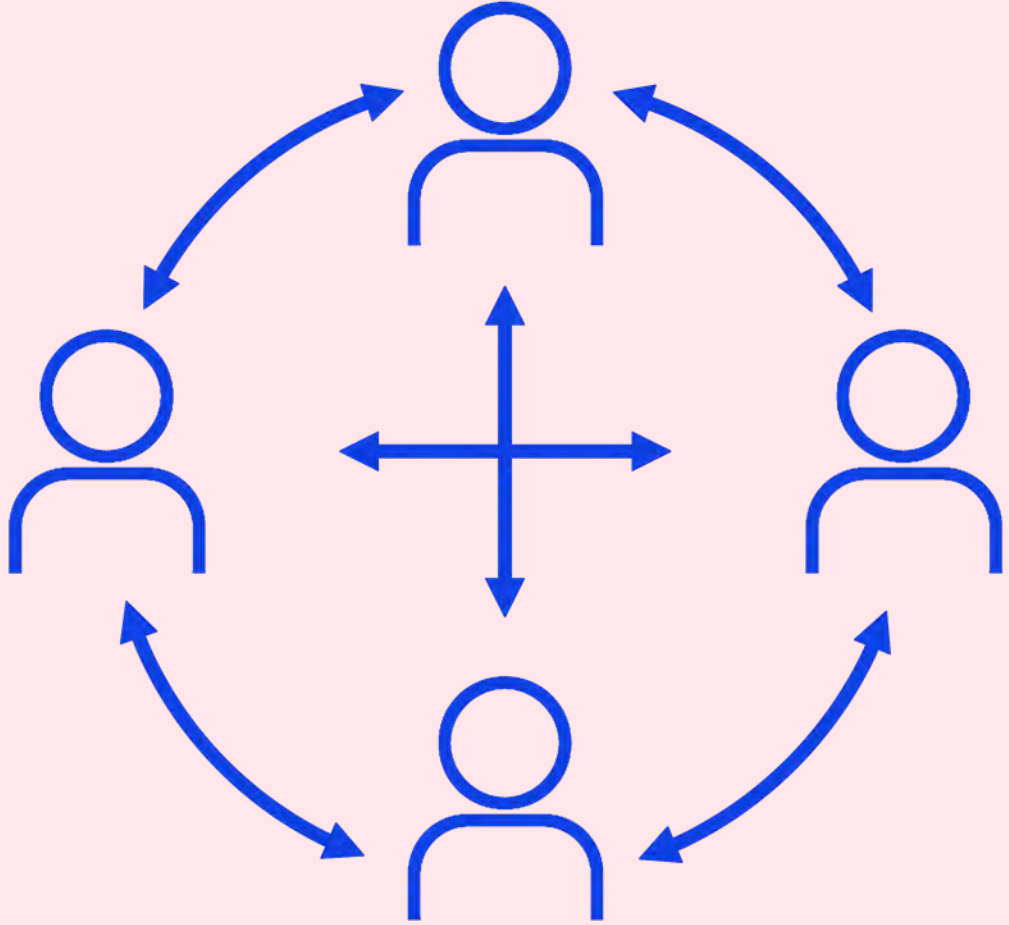
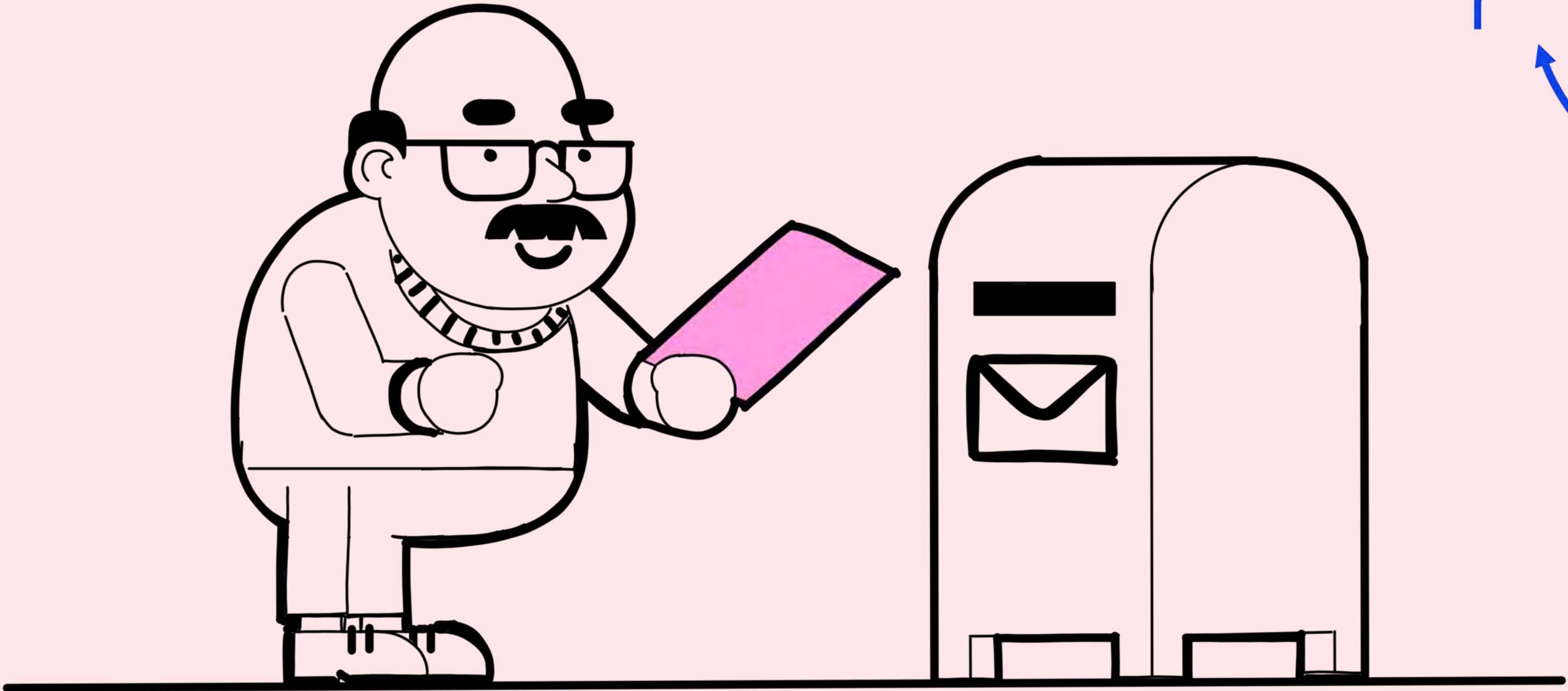
SEAL SLEEVE



"SEALED WITHOUT A KISS"

5

Your Loved One Acts...  
(...by one of several means)




...and thus becomes part of  
the communication loop.


# Our Team




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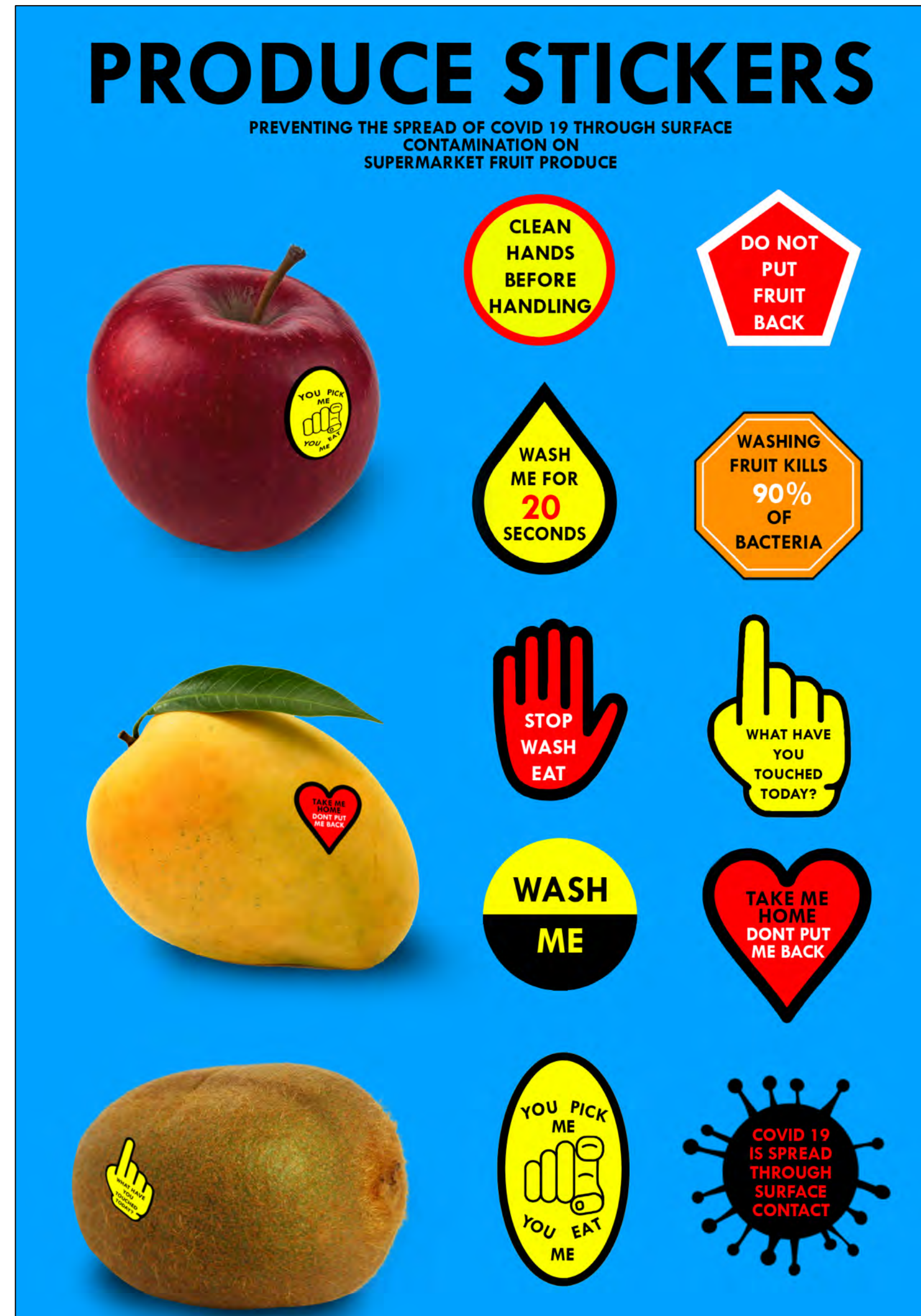
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**thank you 😊**

# Additional Track PRODUCE STICKERS

Can either be a separate exercise or built into the postcards concept. Perhaps postcards can have peel away stickers that people can use at home?



# Design Architecture

## POSTCARDS

**HMW** *How might we nudge people with limited resources to practice safe behaviours based on the latest scientific and medical information?*

---

Campaign needs to be refined.  
Statements need to be worked out.

→ **Proposition / Campaign** **"(We are) more than numbers" (TBC)**  
*This is the overarching message communicated across all touchpoints. An emotive message, more than factual.*

---

**Concept** **Postcards**  
*A series / range of communication statements that can be disseminated / shared among communities. The 'postcards' metaphor has a nostalgic pull, stemming back to a time when postcards were a vital and treasured form of communication.*

These can be:

- Geography specific / relevant.
- Appropriated by language
- Etc.

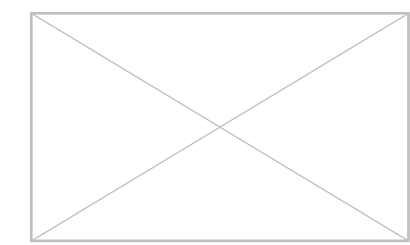
→ **Touchpoints / manifestations**



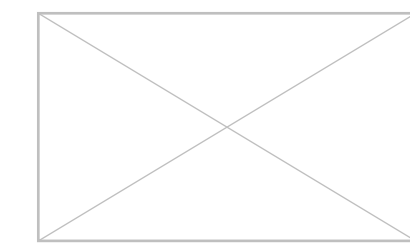
*Real (tangible) postcards sent to 'elders', who can re-use, return, forward to others.*



*Application for families to create postcards. These postcards can be then sent either directly to the ACF or a 3<sup>rd</sup> party for print and delivery.*

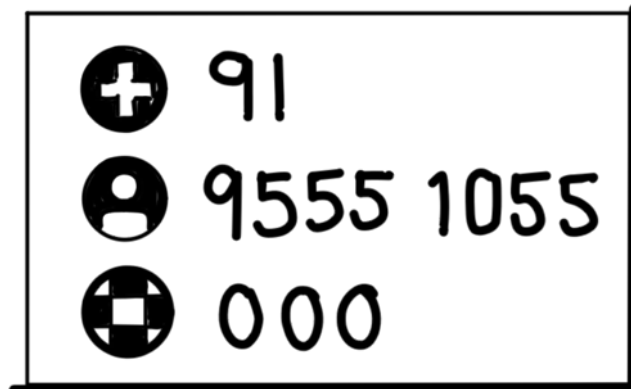


*Recorded 'postcards' (video) that 'elders' can play back at their own leisure on their (smart) TVs or supplied connected devices.*



*Food stickers*

# Direction 01



## Rethinking the fridge magnet.

### Assist and Enable.

Still a staple of all elderly Australians that live at home, the fridge is often an important billboard for all essential household information. Fridge magnets could become an effective tool for awareness among these people.

**Good** = A basic fridge magnet with all essential information / phone numbers clearly displayed. Or a group of 3-5 magnets displaying different information.

**Better** = E-Ink enabled live updates displayed on the fridge magnet. Updates can be short personal messages from family, or important Governmental announcements.



### MESSAGING:

WHAT  
WASH HANDS FOR 20 SECONDS

MESSAGING:  
~~BECOME A COVID HERO~~  
KEEP YOUR FAMILY SAFE  
SEE YOUR FAMILY AGAIN

YOU CAN SAVE YOUR \_\_\_\_\_  
BEFORE I DIE, I WANT TO \_\_\_\_\_  
MY BUCKET LIST:  
DON'T SHOOT THE MESSENGER  
SIGNED, SEALED, DELIVERED  
SEALED WITH(OUT) A KISS

(CALL BACK NUMBER TO SEND YOU INFO)  
(LEGAL ACTION AGAINST MIS-INFORMATION)

LOCK DOWN THE CAMPAIGN - "WE'RE NOT JUST NUMBERS"  
WE'RE DOING THIS SO THAT WE CAN SEE YOU IN THE FUTURE

# Direction 02

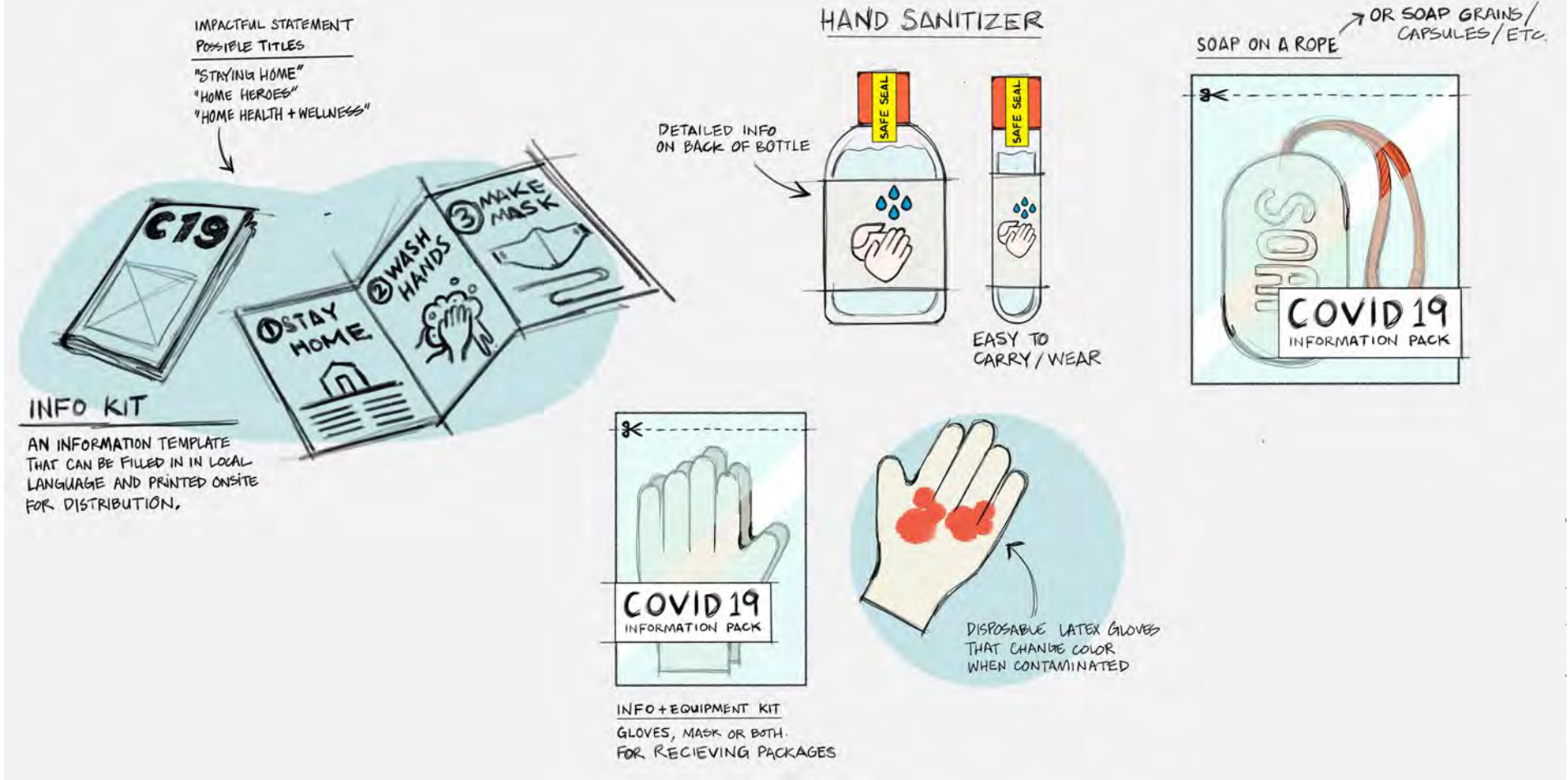


**Wearable / useful info kit**  
**Assist and Enable.**

An engaging postal mail kit containing an essential hygiene item that is well designed and contains important messaging.



**MESSAGING:**  
**WHAT**  
**WASH HANDS FOR 20 SECONDS**



## Direction 03



**(Reverse Tamagotchi)**

**Richer Connections.**

A small, cheap IOT device that "looks after you".



## Direction 04



### Postcard Service

### Richer Connections.

A series of postcards with useful messages, tips and info on them that family can send to their loved ones in Aged Care or Home Isolation.

## Direction 05



### Postcard Application

#### Richer Connections.

An app that families can use to create simple, personal postcards and send directly to their elderly loved ones in Aged Care or Isolation.

Basically like Instagram with some sticker functions and pre-designed COVID-19 specific messaging ----- design your postcard ----- print at source or 3<sup>rd</sup> party to deliver.

### Another idea



# #COVID19DESIGNCHALLENGE2

## KEY GEOGRAPHIES

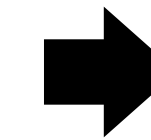
### APAC

■ = PRIORITY / FOCUS

## A DESIGNED SOLUTION

### FOR ALL OF US

DIFFERENT SOCIO-ECONOMIC  
PROFILES, LANGUAGES,  
BEHAVIORS, ETC.



IF ALL OF US, THEN IT NEEDS TO BE  
A CENTRALLY DEPLOYED  
(GOVERNMENTAL) DESIGN /  
COMMUNICATIONS STRATEGY.

### MIDDLE EAST

TURKEY

IRAQ

IRAN

SAUDI ARABIA

KHAZAKSTAN

AFGHANISTAN

U.A.E

OMAN

BAHRAIN

LEBANON

SYRIA

...

...

...

### SUBCONTINENT

INDIA

BANGLADESH

BHUTAN

MALDIVES

NEPAL

PAKISTAN

SRI LANKA

#### OBSERVATIONS:

- DESIGN CHALLENGE TEAM IS CULTURALLY CLOSE TO THIS GEOGRAPHY.
- LARGE POPULATION = BIGGEST IMPACT OF A DESIGNED SOLUTION?

### ASEAN

MYANMAR

THAILAND

CAMBODIA

SINGAPORE

INDONESIA

MALAYSIA

VIETNAM

LAOS

PHILIPPINES

BRUNEI

#### OBSERVATIONS:

- DIFFICULT TO EFFECT POLICY IN CHINA
- KOREA AND TAIWAN ALREADY ADVANCED IN ADDRESSING

### NORTH ASIA

CHINA

HONG KONG

TAIWAN

KOREA

JAPAN

#### OBSERVATIONS:

- DESIGN CHALLENGE TEAM IS CULTURALLY CLOSE TO THIS GEOGRAPHY.
- POTENTIAL SOCIO-ECONOMIC PARALLELS WITH NORTH AMERICA = DESIGN SOLUTION THAT CAN WORK IN BOTH GEOGRAPHIES

### ANZ + ISLANDS

AUSTRALIA

NEW ZEALAND

ISLAND NATIONS

FIJI

TONGA

FRENCH POLYNESIA

NAURU

MARSHALL ISLANDS

...

...

...

**#COVID19DESIGNCHALLENGE2**  
**WHO - THE MOST VULNERABLE**  
**APAC**

**INDIA**

**MIGRANT POPULATION**

(<https://www.buzzfeednews.com/article/nishitajha/india-coronavirus-lockdown-migrant-workers>)



**MIGRANT WORKERS CROWD OUTSIDE A BUS STATION ON THE OUTSKIRTS OF NEW DELHI ON MARCH 28.**

**ANZ**

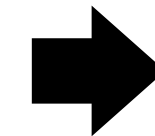
**ELDERLY (>80 YEARS)**

- **IN PHYSICAL ISOLATION**
- **NOT TECHNOLOGICALLY SAVVY**
- **FORCED APART FROM LOVED ONES WHEN THEY NEED IT MOST**

#COVID19DESIGNCHALLENGE2  
FRAMEWORK  
GLOBAL

WORLD HEALTH ORG

WORLD DESIGN ORG  
(PORTAL)



PLUGS INTO / LEVERAGES AN EXISTING ORGANIZATION (EX. WHO)

THE WHAT:  
POTENTIAL TOPICS  
TO EXPLORE DESIGN  
SOLUTIONS

COMMUNICATIONS STRATEGY

FOR WHOM:  
GOVERNMENTS  
GENERAL PUBLIC

DATABASE OF TOOLS: AN APP,  
CAMPAIGN ASSETS, LIVE CHAT,  
COMMUNICATIONS PACKAGES

PROTOCOLS

FOR WHOM:  
MEDICAL PROFESSIONALS

THE DESIGNED EXPERIENCE  
CHECK-IN PROCEDURES, ETC.  
OTHER?

TIPS/TRICKS BOARD

FOR WHOM:  
GENERAL PUBLIC  
MEDICAL PROFESSIONALS

JOINING THE DOTS

FOR WHOM:  
MEDICAL PROFESSIONALS  
PHILANTHROPISTS

LINKING ATYPICAL SOLUTION  
DRIVERS (THE ELON MUSKS, DYSONS,  
GATES FOUNDATIONS OF THE WORLD)  
TO THOSE MOST IN NEED.

VIA SOCIAL MEDIA  
DIRECT CONTACT VIA TWITTER,  
LINKEDIN, OTHER

THE HOW:  
HOW SOLUTIONS ARE  
IMPLEMENTED

COUNTRY  
COUNTRY IS RESPONSIBLE FOR ROLLING OUT  
TO MUNICIPALITIES AND COMMUNITIES

"PUSH NOTIFICATIONS" TO  
RELEVANT AUDIENCE RATHER THAN  
EXPECTING PEOPLE TO COME TO  
THE SITE

A DESIGN STRATEGY / COMMUNICATIONS  
LEAD FROM WDO IS ASSIGNED TO MANAGE  
AND CATALYSE THIS INITIATIVE



MUNICIPALITIES / STATES / PROVINCES / COMMUNITIES / ETC.

**#COVID19DESIGNCHALLENGE2**  
**RANDOM TOPICS + IDEAS**

**USA - BIGGEST ISSUE**

**PERSONAL PROTECTIVE EQUIPMENT**  
CURRENTLY MANY SILO DESIGNERS AND MAKESHIFT PROVIDERS SCRAMBLING TO ADDRESS THE CRITICAL SHORTAGE... WHAT COULD WE DO TO STREAMLINE THIS AND/OR HELP?

(<https://www.theatlantic.com/health/archive/2020/03/how-will-coronavirus-end/608719/?linkId=85439961>)

**IDEA**

**BEST PRACTICES FROM ACROSS THE GLOBE**

PULLED INTO A CENTRAL DATABASE, CURATED AND DEPLOYED PURPOSEFULLY.

**WHERE POSSIBLE, FOCUS ON VISUAL / INFOGRAPHICS**  
DUE TO LANGUAGE BARRIERS

**WHERE POSSIBLE, LEVERAGE TECHNOLOGY**

**A LOT OF GOOD SUPPORTING ARTICLES, REFERENCES BEING SHARED ON SLACK CHANNELS... HOW DO WE COLLECT AND USE THEM?**

**IDEA**

**FACT-CHECKER**

ISSUE: MIS-INFORMATION

# #COVID19DESIGNCHALLENGE2

## RESEARCH

### HAND WASHING

- “Michael Gove made that remark, and he was talking about a very particular context, but if you actually look at the data, trust in experts has gone up over the last 10-15 years,” says Halpern. “I know everyone likes to say, ‘We’re sick of experts’, but it doesn’t appear to be the case.”

<https://www.theguardian.com/politics/2018/nov/10/nudge-unit-pushed-way-private-sector-behavioural-insights-team>

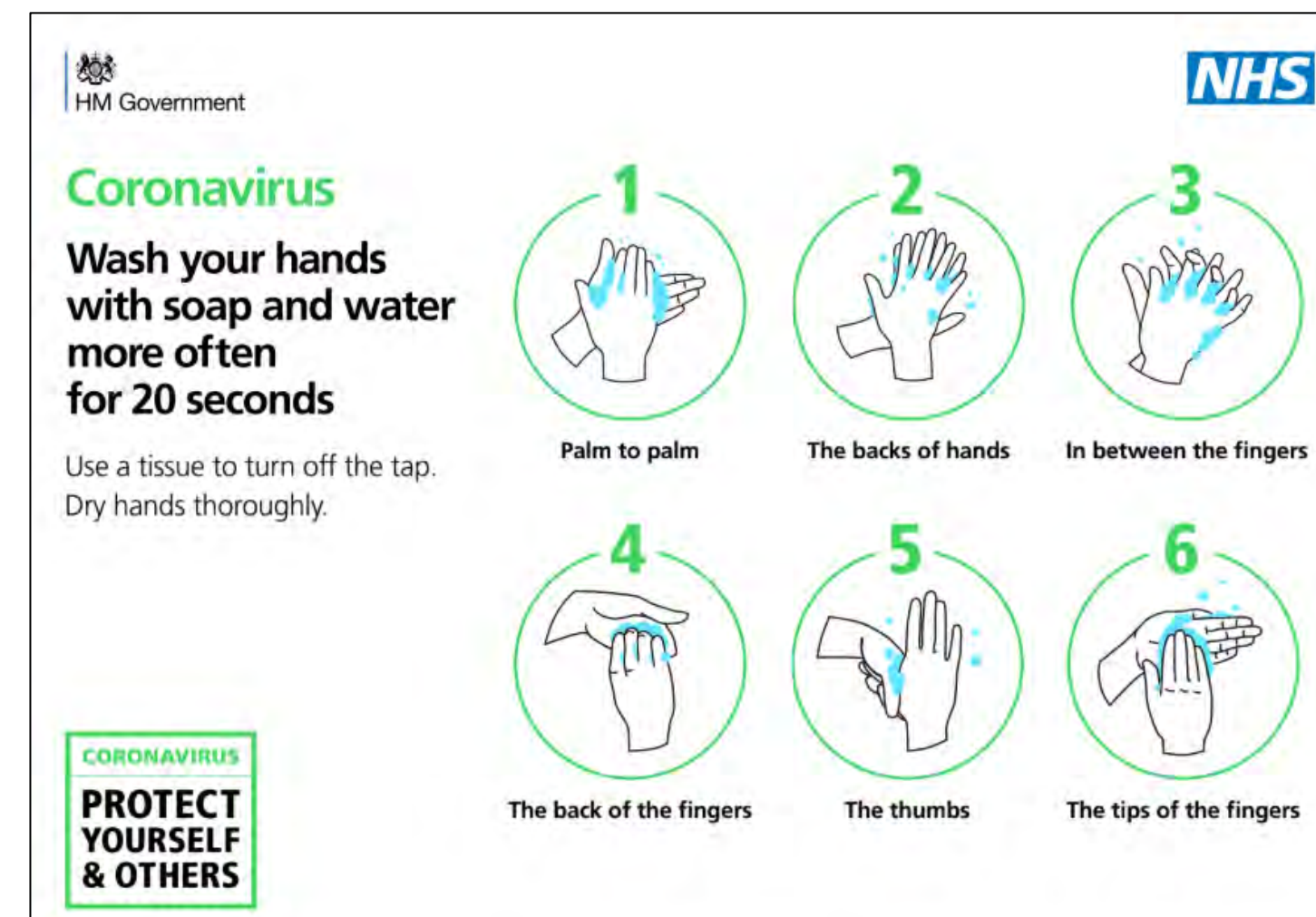
- Washing with water alone reduces germs by 50% – but adding soap [reduces them by 80%](#).

<https://www.bi.team/blogs/bright-infographics-and-minimal-text-make-handwashing-posters-most-effective/>

- In 2008, a study found that 28 percent of commuters in five different cities had fecal bacteria on their hands.

- Taking protective measures in one area may make people feel greater license to take risks in another. . . A face mask may make people feel more protected and could mean they make less of an effort to wash their hands.

<https://behavioralscientist.org/handwashing-can-stop-a-virus-so-why-dont-we-do-it-coronavirus-covid-19/>



Bright infographics  
& minimal text  
make handwashing  
posters most  
effective - result  
from an online  
experiment

- Decision fatigue is a ‘thing’

[me](#)

# #COVID19DESIGNCHALLENGE2

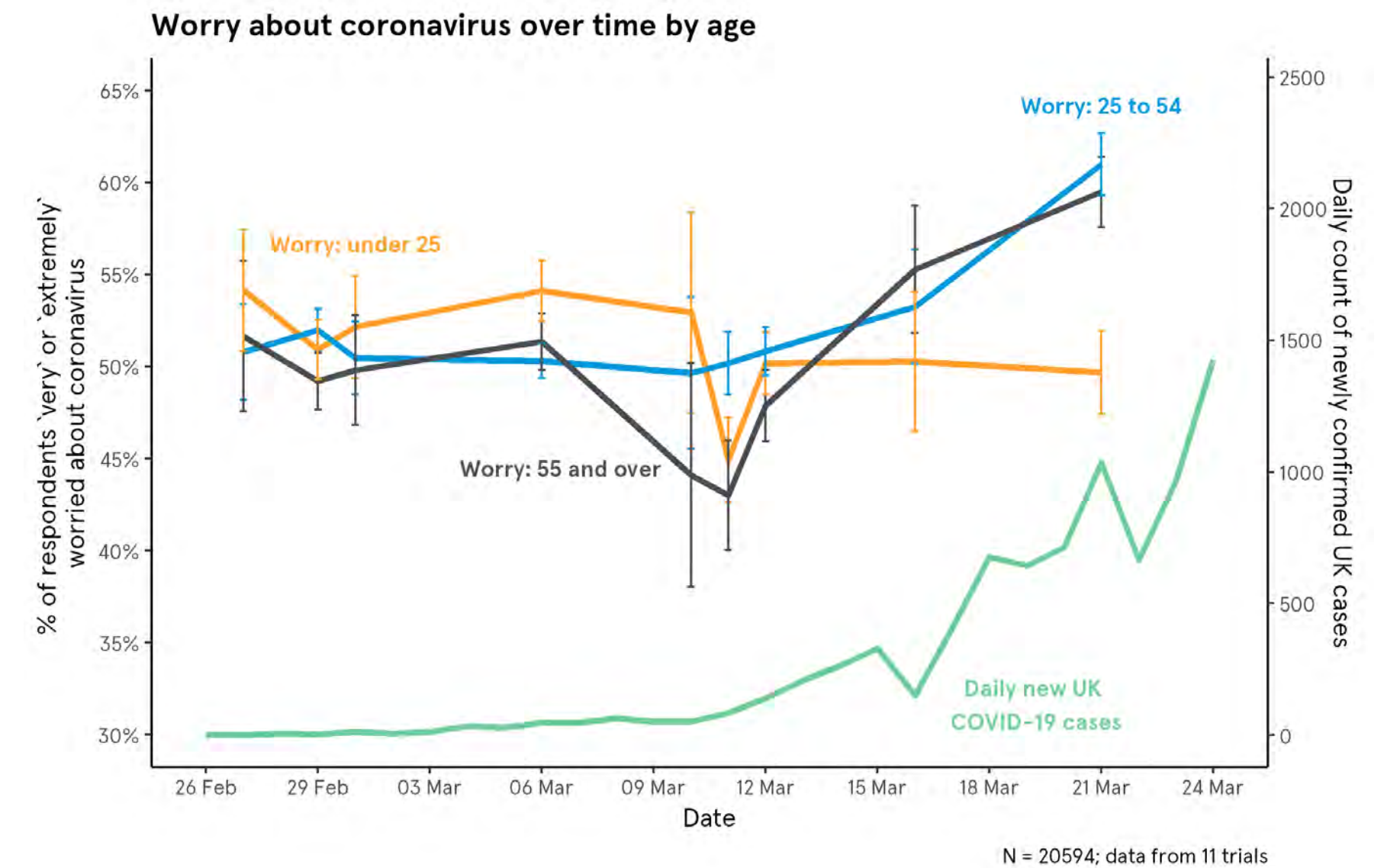
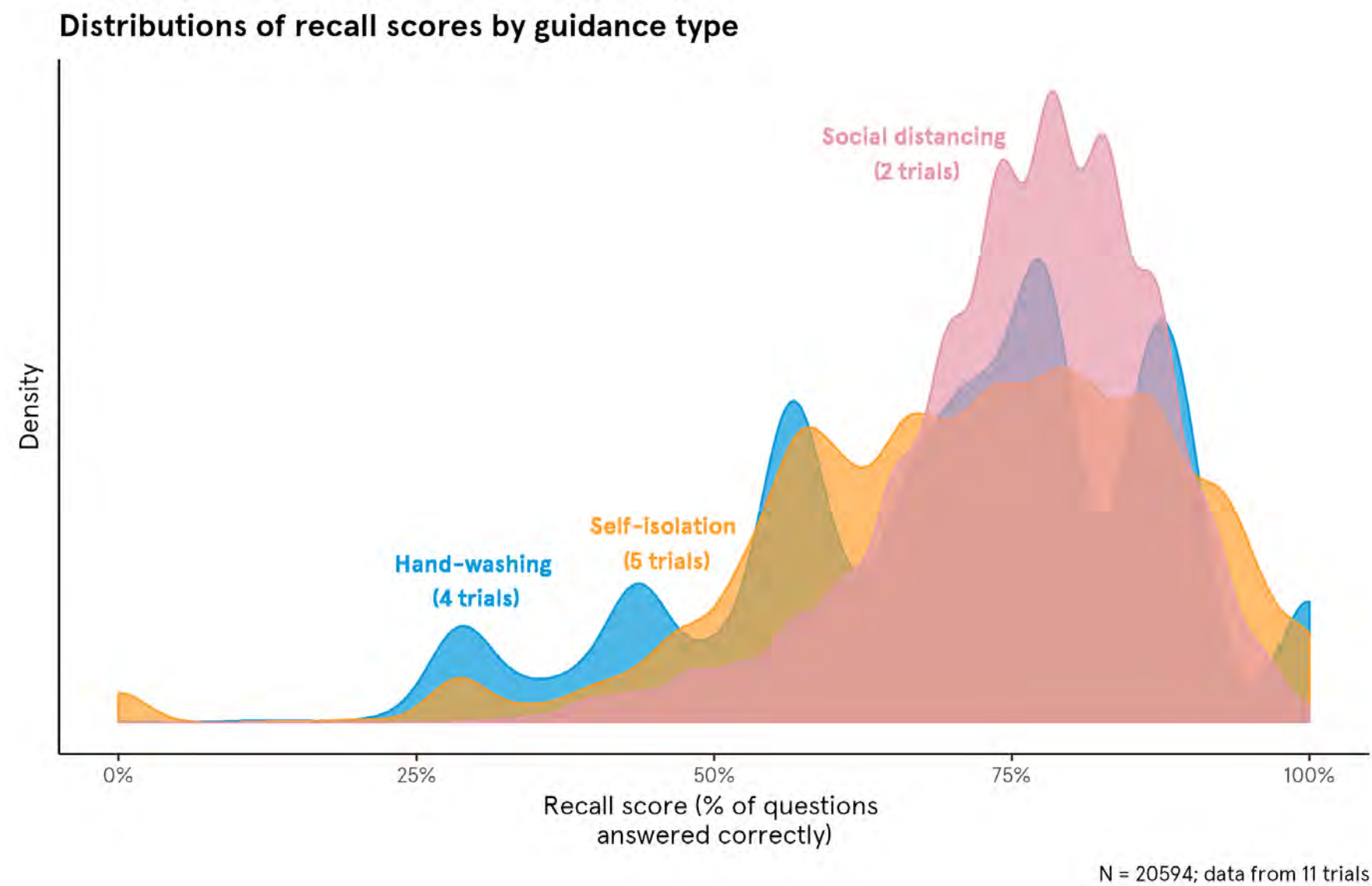
## RESEARCH

### UK

Across all age brackets, women retain messaging more effectively and are more concerned about the effects of Coronavirus.

- People understand the concept and urgency of 'Social / Physical Distancing', but are weak on self-isolation and hand washing.  
<https://www.bi.team/blogs/young-men-are-hardest-to-engage-on-coronavirus-guidance/>

- Middle-aged and older people have become increasingly worried about coronavirus as UK cases have grown more rapidly  
<https://www.bi.team/blogs/young-men-are-hardest-to-engage-on-coronavirus-guidance/>



# #COVID19DESIGNCHALLENGE2 RESEARCH

Australia's Most Vulnerable – The Elderly

<https://mobile.abc.net.au/news/2020-03-21/coronavirus-information-limited-language-cald-australia/12063104>

Creating the Covid 19 Text service for vulnerable people (NHS in the UK)

<https://digital.nhs.uk/blog/transformation-blog/2020/creating-a-covid-19-text-service-for-vulnerable-people>

Wartime Postcards

<https://news.artnet.com/art-world/leonard-lauder-mfa-boston-postcards-1325432>

Postcard Initiative

<https://www.positive.news/society/help-through-the-letterbox-postcard-campaign-launched-to-tackle-coronavirus-isolation/>

<https://airbnb.design/building-a-visual-language/>

<https://airbnb.design/the-way-we-build/>

<https://www.ibm.com/design/language/>

## **Social Distancing disrupts sources of information**

Community Leaders are trusted disseminators / purveyors of important information.

- *"The imam is trusted, and tells people what to do, or what not to do and repeats what's in the news [regarding the coronavirus]," Mr Fazal said.*
- *"It's difficult to find reliable Government information in different languages, unless they contact an interpreter, so they mostly get their information from group activities," she said.*
- *"Some of [the elderly] are isolated, and that becomes a big problem for us to reach them, unless they are staying in aged care facilities," she said.*