

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?



Lonely
48.2%



Scared
48.2%



Optimistic
53.6%

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



Anxious
35.8%



Exhausted
23.9%

Other
40.3%

Which emotional response is perceived as most effective?



Optimistic
49.1%



Fine
13.6%

Other
37.3%

Since the outbreak of Covid-19, are there any personal positives you have discovered or anything you may have learnt in this time?

63% of the people who completed the survey were willing to share their experience.

"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".



*What new habits
have you acquired
during the
quarantine?*

"Started learning coding." - Toni

"Being smarter with money" - James

*"Playing with my child
more often" - Paulo*

*"I've started reading more"
- Sam*

"Learning Guitar" - Kris

"Started a diary" - Connie

*"Allocated an hour a day
for family time." - Sandi*

*"Started cooking bread
again after almost 30
years." - Silvia*

*"Getting more sleep!"
Rachel*

Add my response

"Meditating" - Saleem

"Phoning family more" - Dave

1

2

3



Map

Satellite



Weekly Question:
What new habits have you acquired while in quarantine?

13th April 2020 - 20th April 2020

ADD RESPONSE +



Sophie from **Germany**

APRIL 16th 2020

I've started cooking bread after more than 30 years!

[NEXT RESPONSE FROM GERMANY >](#)

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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**

