# **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 CORONAVIRUS campaign images STAY make vou feel? ACT LIKE YOU'VE GOT IT, ANYONE CAN SPREAD IT. STAY HOME > PROTECT THE NHS > SAVE LIVES Scared 48.2% HOME IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD, **NOW IS YOUR CHANCE.** Play inside, play for the world. Lonely **Optimistic** 48.2% 53.6%

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



Which emotional response is perceived as most effective?



Team 1 - EU/AFR

## Since the outbreak of Covid-19, are there any personal posterior of the covid-19, are have discovered or any have learnt whether the second of the covid of the c

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Glimor

a Hope

Staver

Smart

"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."

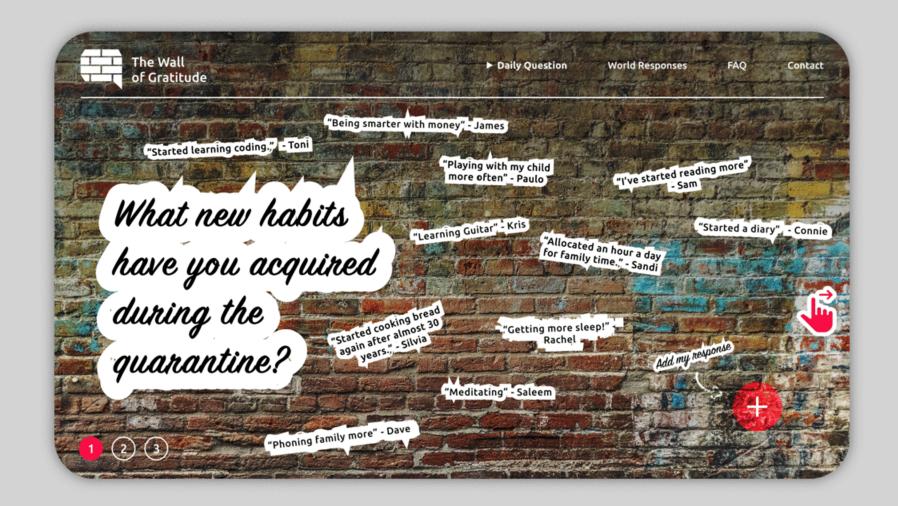
63% of the people who completed the survey were willing to share their experience.

"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."

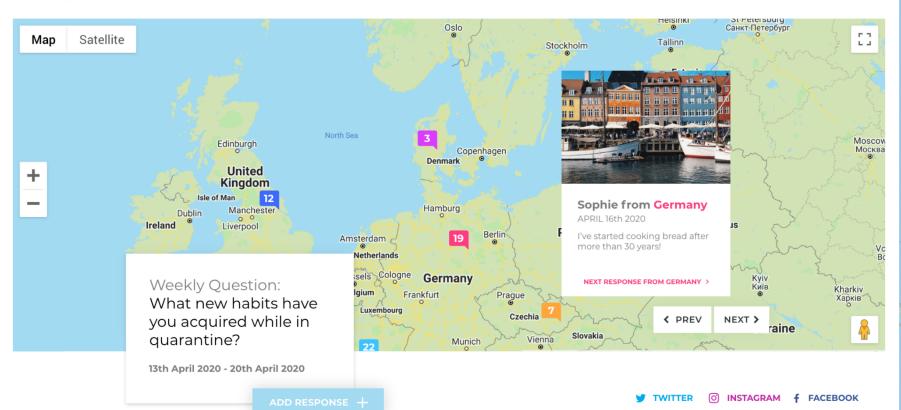
"To be grateful for the little, for the so called small moments - seeing the sun coming up, listen to the birds outside my window, get to see how my neighbours look like little chats, word of encouragement, knowing you're not alone".

#### Team 1 - EU/AFR





HOME



### 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

