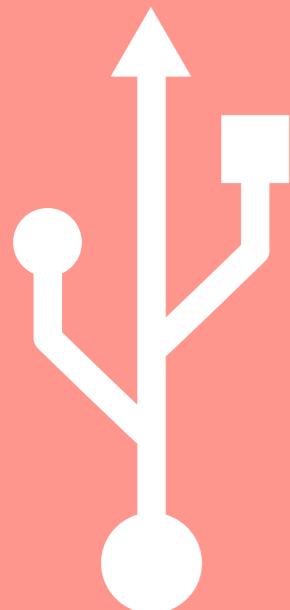


# Self Initiated Project

## Generation Lonely

BA Illustration and Visual Media

Izabela Wudzinska  
Catarina Chaica  
Elif



BA Graphic Design

Maria Gomez

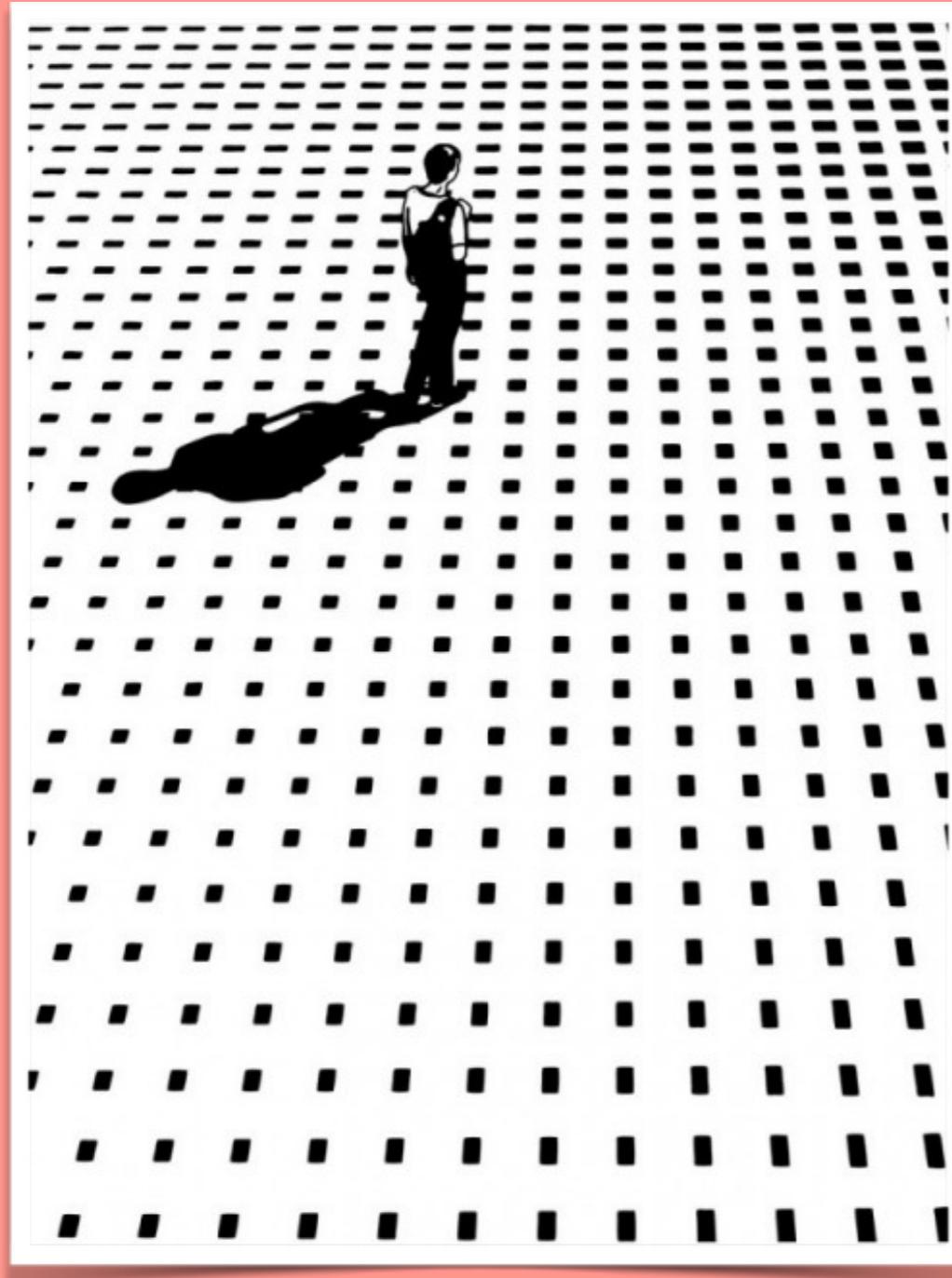


BA Design For Branded Spaces

Katerina  
Junghyun Mo



## Problem: Loneliness



**“Despite social media, Generation Z, Millennials report feeling lonely”**

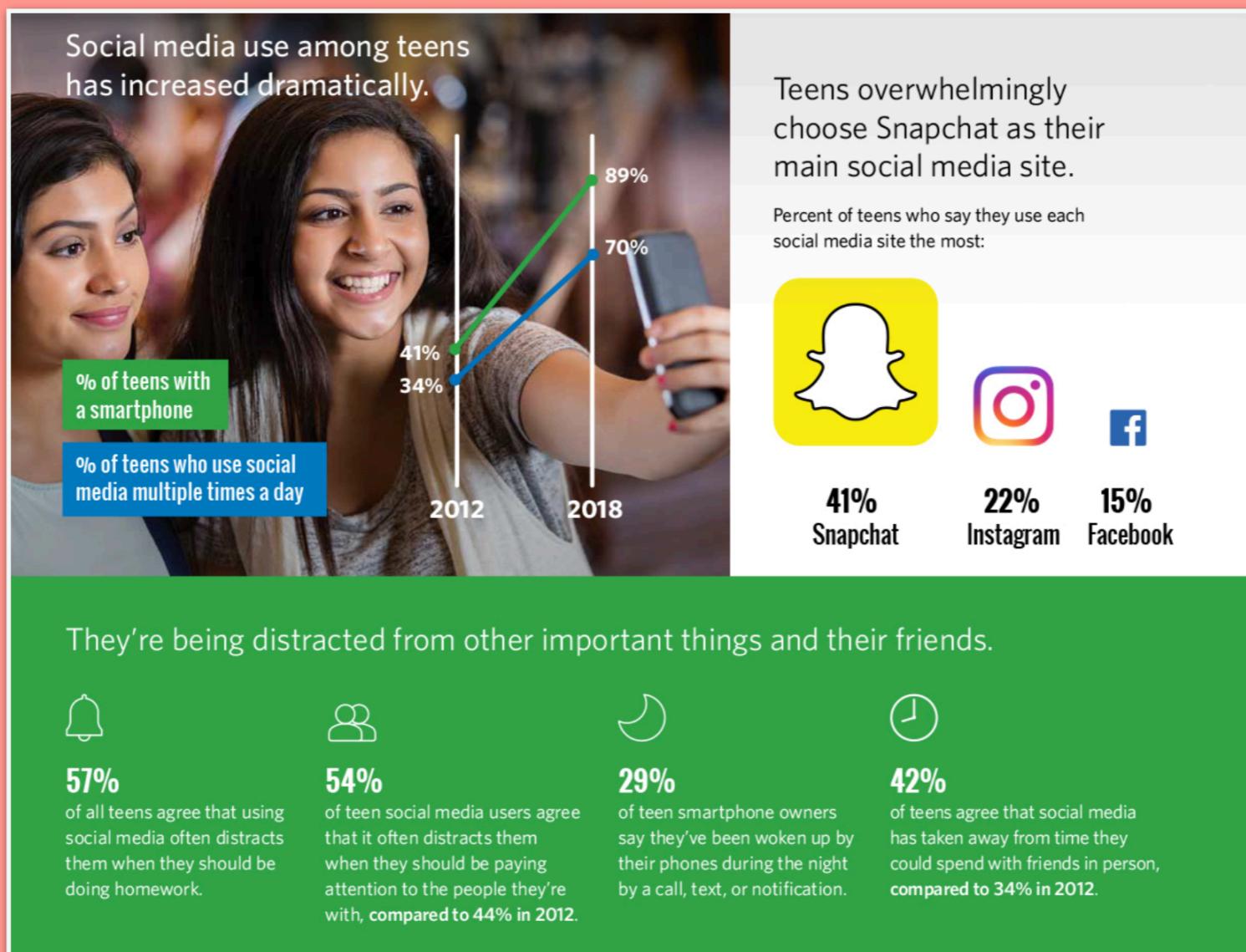
**“Nearly half of Millennials and Gen Zers say they often feel isolated even when surrounded by friends – both real and virtual.**

**“ –NBC News**

**“More teens addicted to social media, prefer texting than talking. Facebook’s popularity has plummeted among the young, the survey also shows.”**

**“In reality, our survey reveals that teens are fully aware of the power of devices to distract them from key priorities, such as homework, sleep and time with friends And family.”**

**“A large portion of teens 44% say they get frustrated with their friends for being on their phones so much when they’re hanging out together.”**



## What happens online stays online.

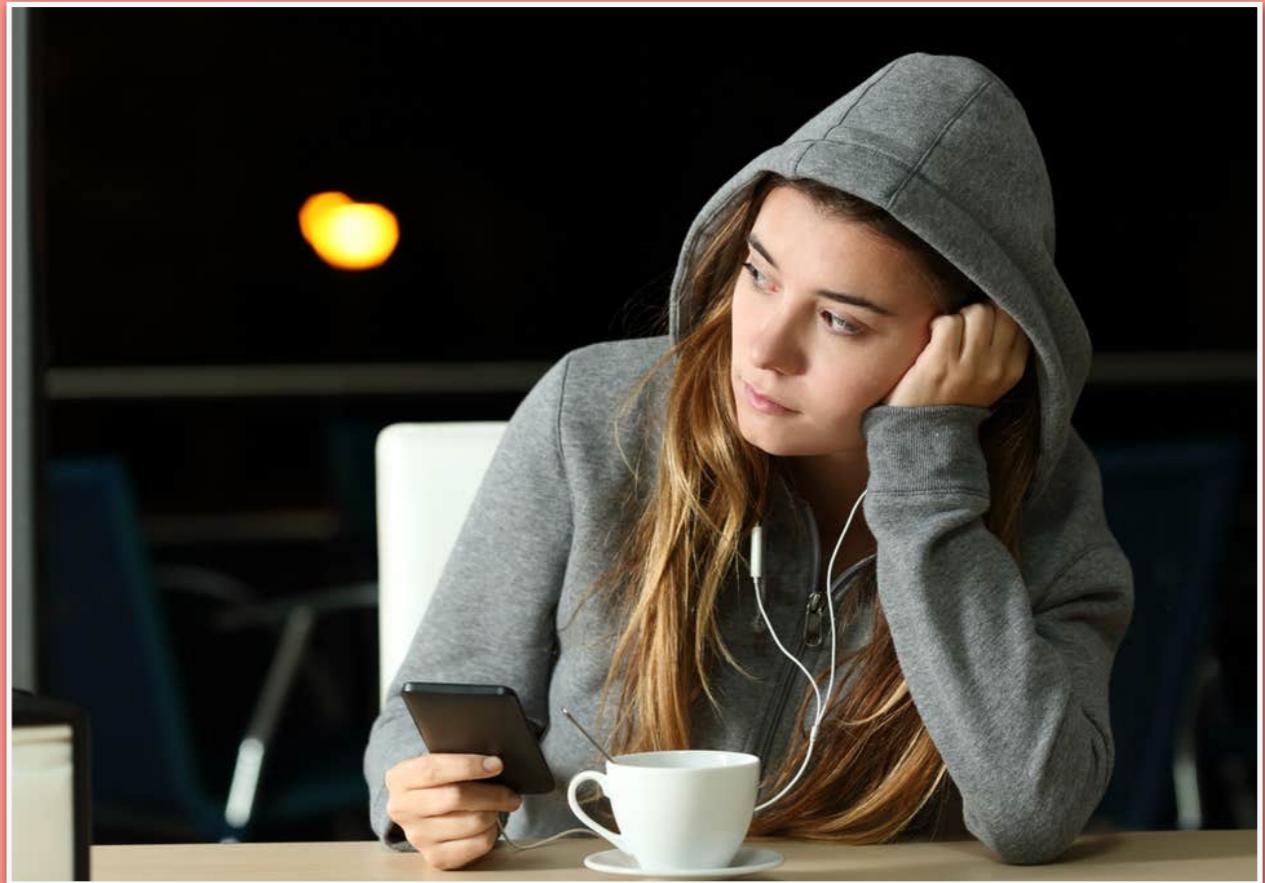
When asked to pick which comes closer to the truth, teens say:

**54%**

If parents knew what actually happens on social media, they'd be a lot more worried about it.

**46%**

Parents worry too much about teens' use of social media.



**“Nearly half of the 20,000 adults surveyed nationwide by the global health service company Cigna last year reported sometimes or always feeling alone or left out. Generation Z (ages 18-22) and millennials (ages 23-37) rated themselves highest on feelings associated with loneliness.”**

Our idea is designing a board game that will help with social interaction and communication. With this, we also want to design a space that will be a reflection of our board game, so as you come in you feel like you are in a game we designed. By this, we want to make sure that anyone that comes in feel like they belong there.

## About our idea

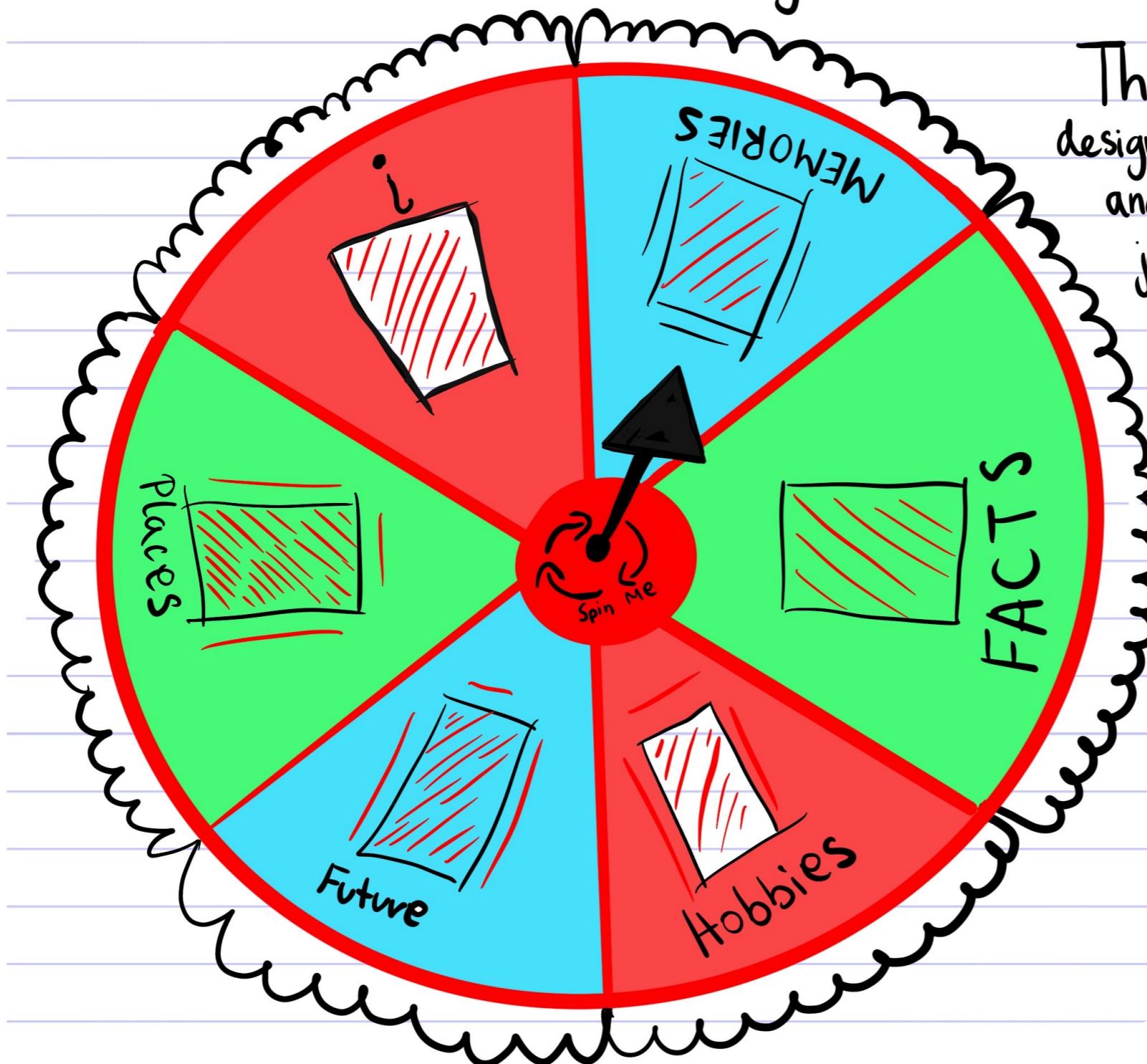
People will rotate to interact with this game in a social way, we want to tackle the issue of lacking communication, social pressure and social boundaries, the idea that people can meet and interact in a healthy environment.

By combining a board game with a space we wanted to also combine Our skills and areas we feel most comfortable with designing.

# How the board game works?



# Gen Z board game



## Idea Vivision.

The board game will be designed to help improve interaction and social communication between young people.

6 Categories with 15-20 questions for each topic

Spin the wheel

Pick a card with a Question

Answer the Question

Get to know me



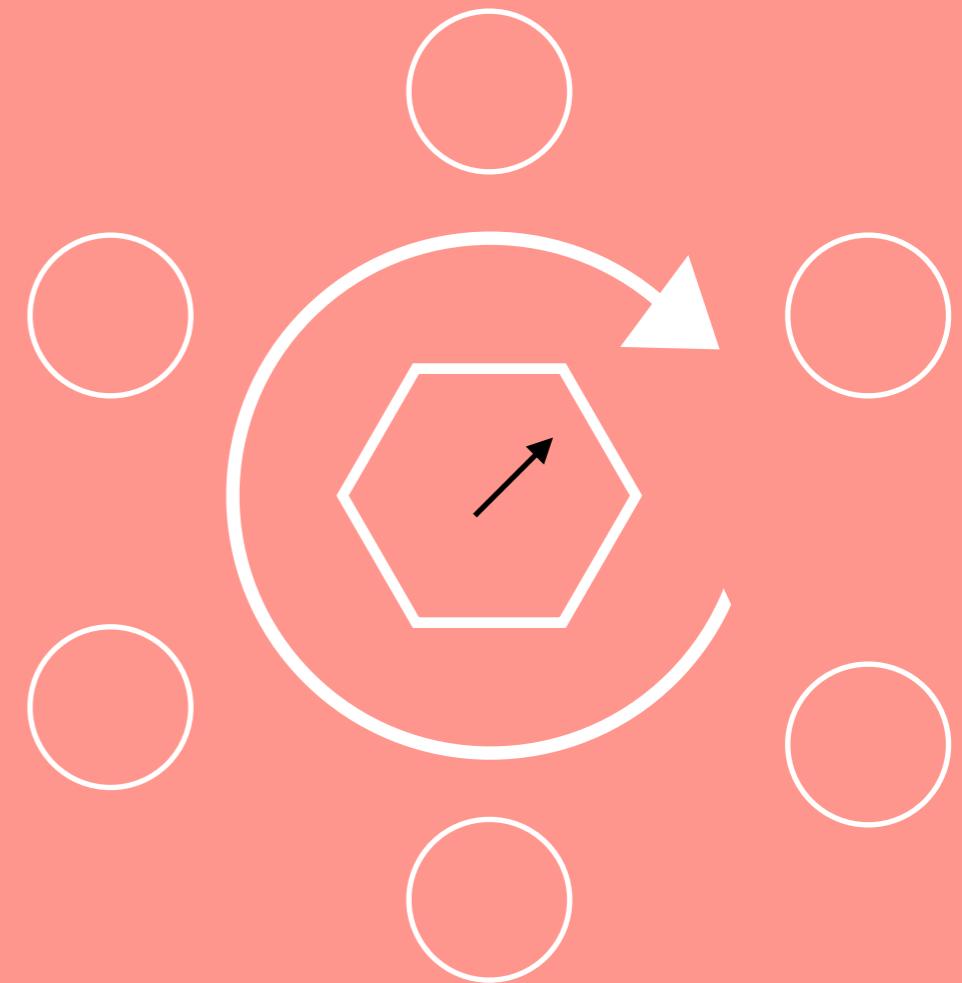
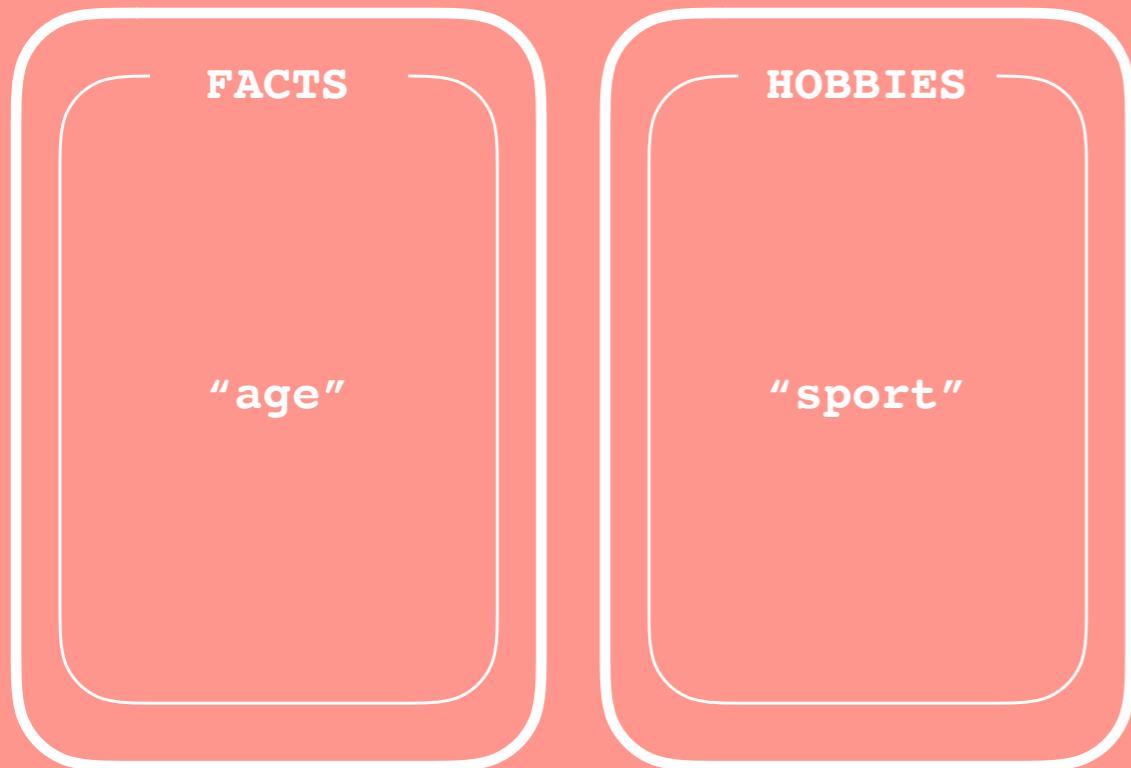
**Categories:**

**The game**

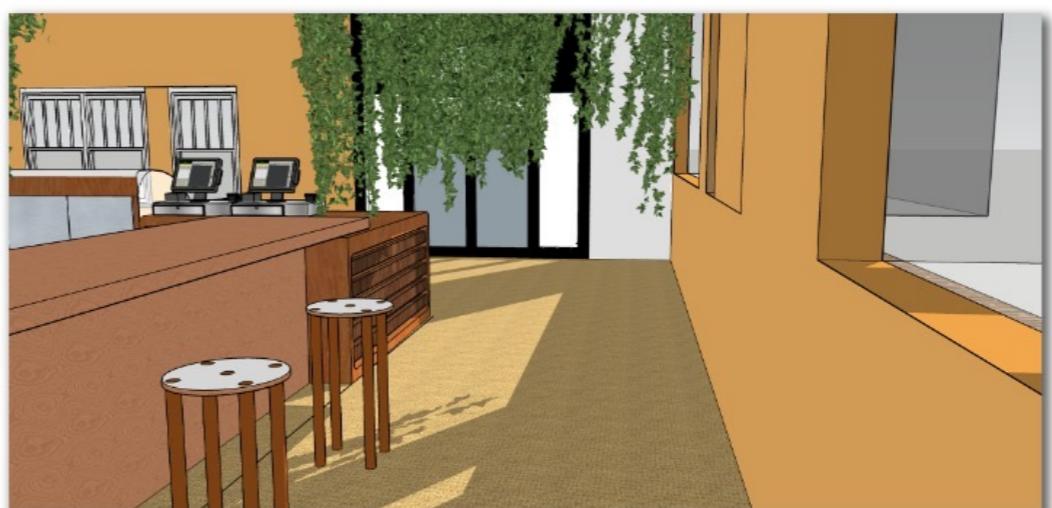
**Hobbies**  
**Facts**  
**Future**  
**Memories**  
**Places**  
**Memories**

**2-6 players**

**Cards examples**



## Drawings of the space (firsts drafts)



## Drawings of the space (firsts drafts)



# Video Game Space Inspiration



# Activities that will take place in PUA space

Game

Yoga

Mindfulness

Reading Book Club

Motivational speakers

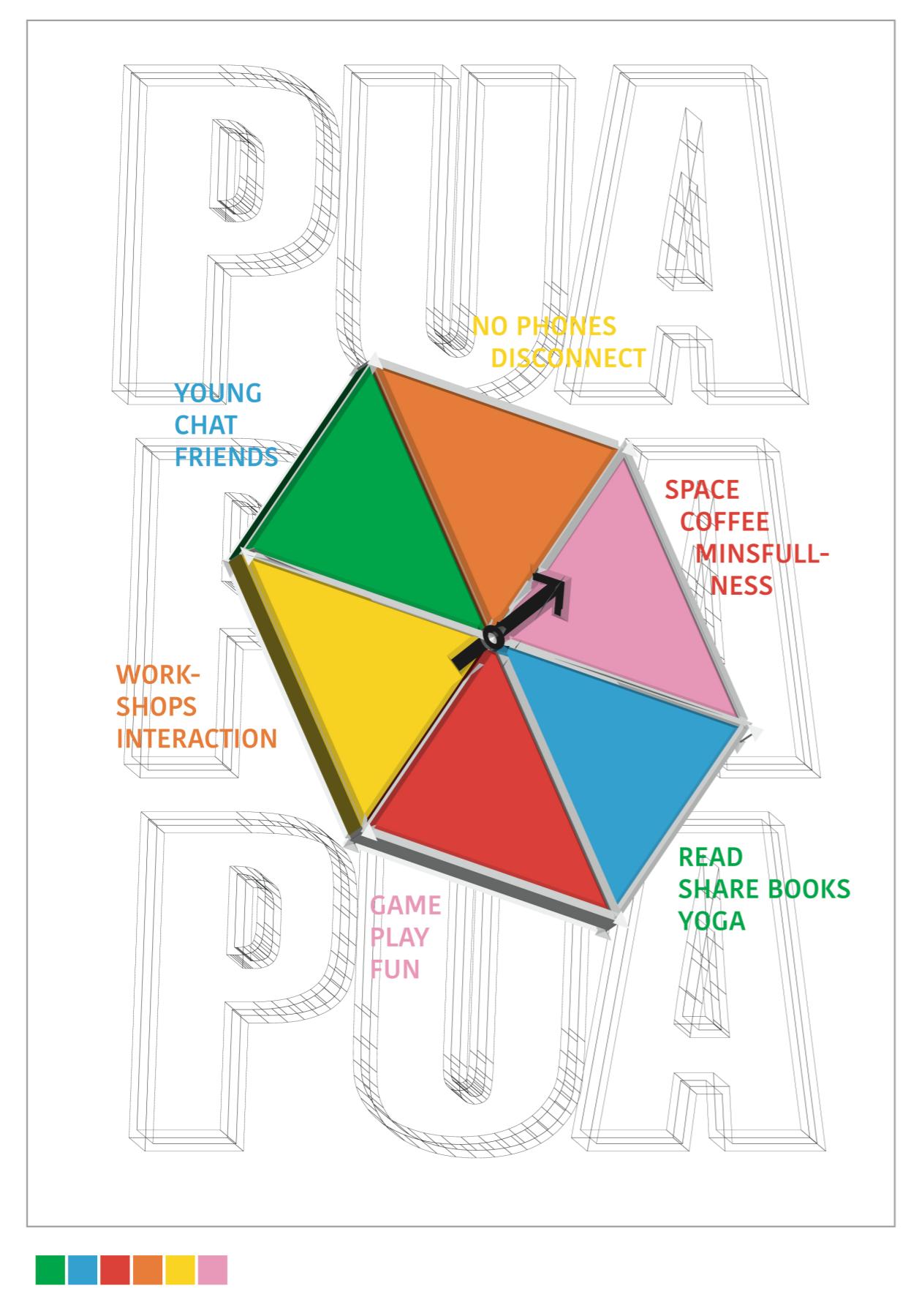
Films?

?

# Brand ideas

**‘‘Arrow’’** As a Native American symbol, it generally stands for power and direction – though the way in which it is facing also holds significance. A single arrow pointed to the left means warding off evil, to the right – protection, and pointing down – peace.

PUA translation for the word ‘‘arrow’’ in hawaiian.



# Logo Designs: firsts drafts



# Benefits of board games

- It's a great way of having fun with no use of technology or screens ("Families are struggling to find the balance between digital and real-life connections, but boardgames provide a tool for that emotional connection to each other")
- Playing it increases happiness of your mind and brings people closer
- They increase your attention span "Finishing a board game without interruptions will help lengthen the declining attention span (...) in (a) world filled with digital distractions." – Beatrice Tauber Prior
- It soothes anxiety and stress (a study made by RealNetworks showed that 64% of the responses said that board games makes them relax, and 53% said that it helps them relieving stress)
- It increases creativity and self-confidence
- They help you tolerating frustration (which makes you more stable and aware, therefore making your mind healthier)

