

Self Initiated Project

Generation Lonely

BA Illustration and Visual Media

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Elif

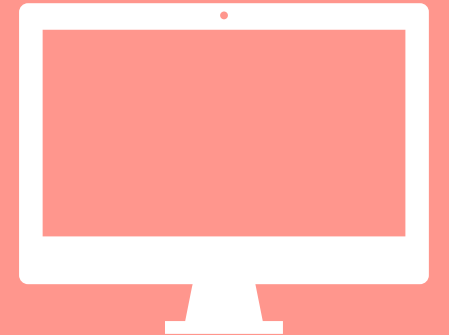
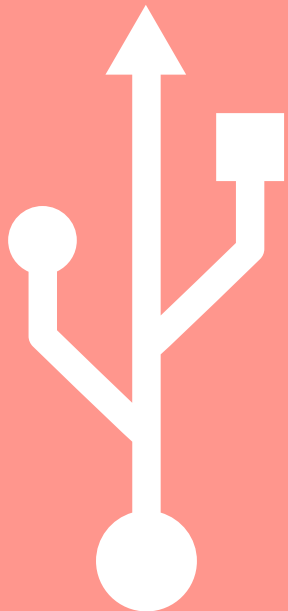
BA Graphic Design

Maria Gomez

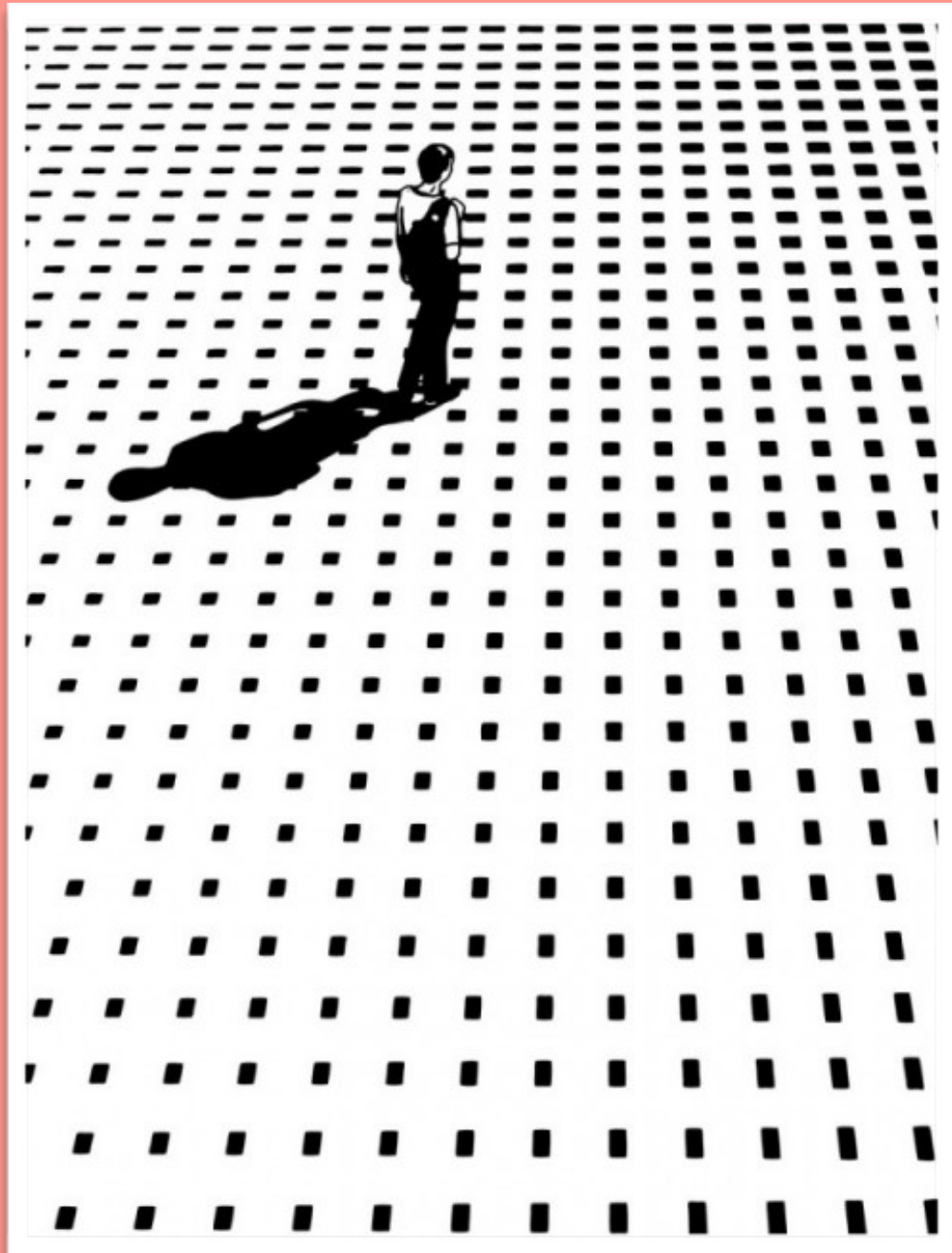
BA Design For Branded Spaces

Katerina

Junghyun Mo



Problem: Loneliness



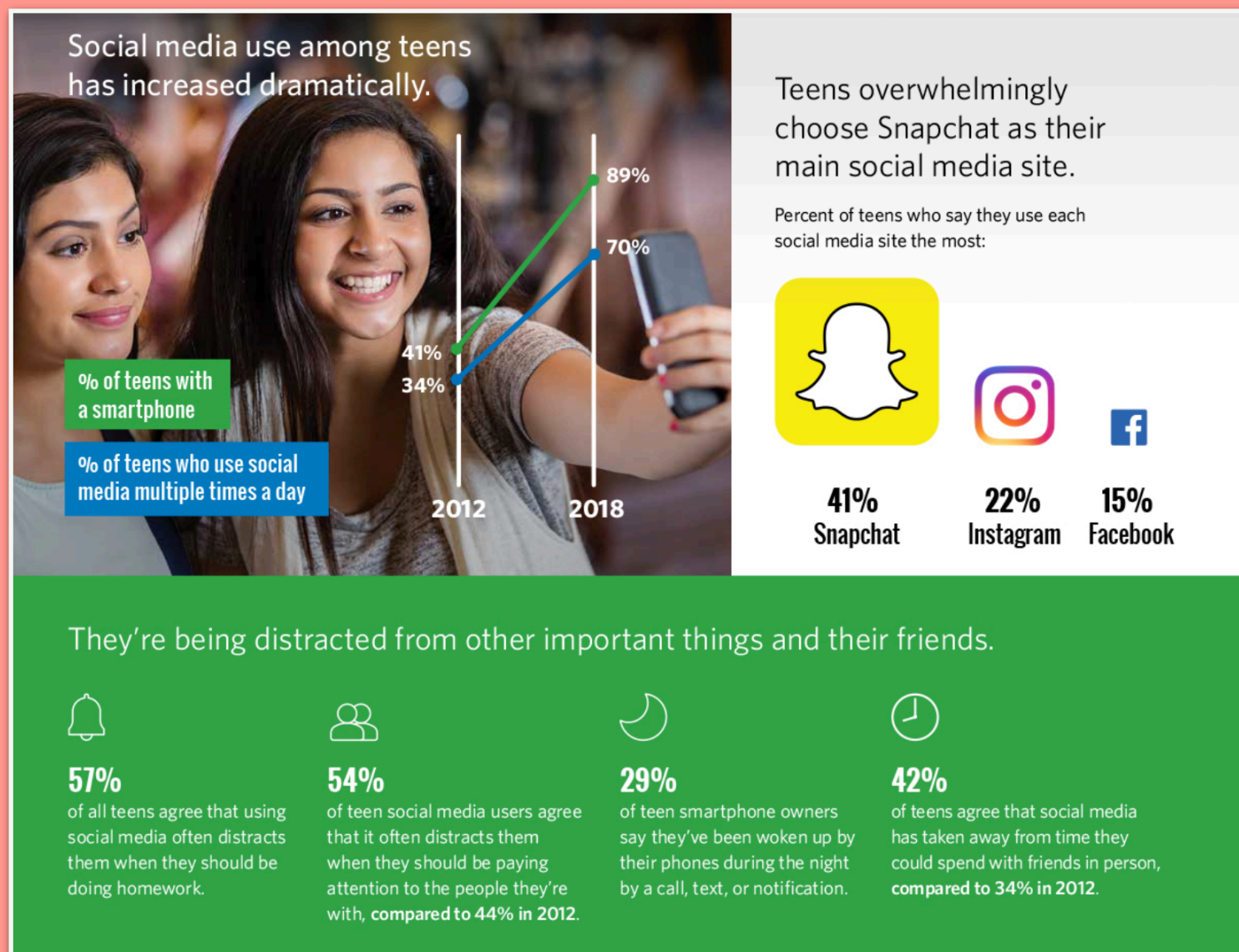
''Despite social media, Generation Z, Millennials report feeling lonely''

''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.''



<https://www.commonsensemedia.org/social-media-social-life-infographic>

<https://www.nbcnews.com/health/health-news/more-teens-addicted-social-media-say-they-re-wise-distractions-n908126?icid=related>

What happens online stays online.

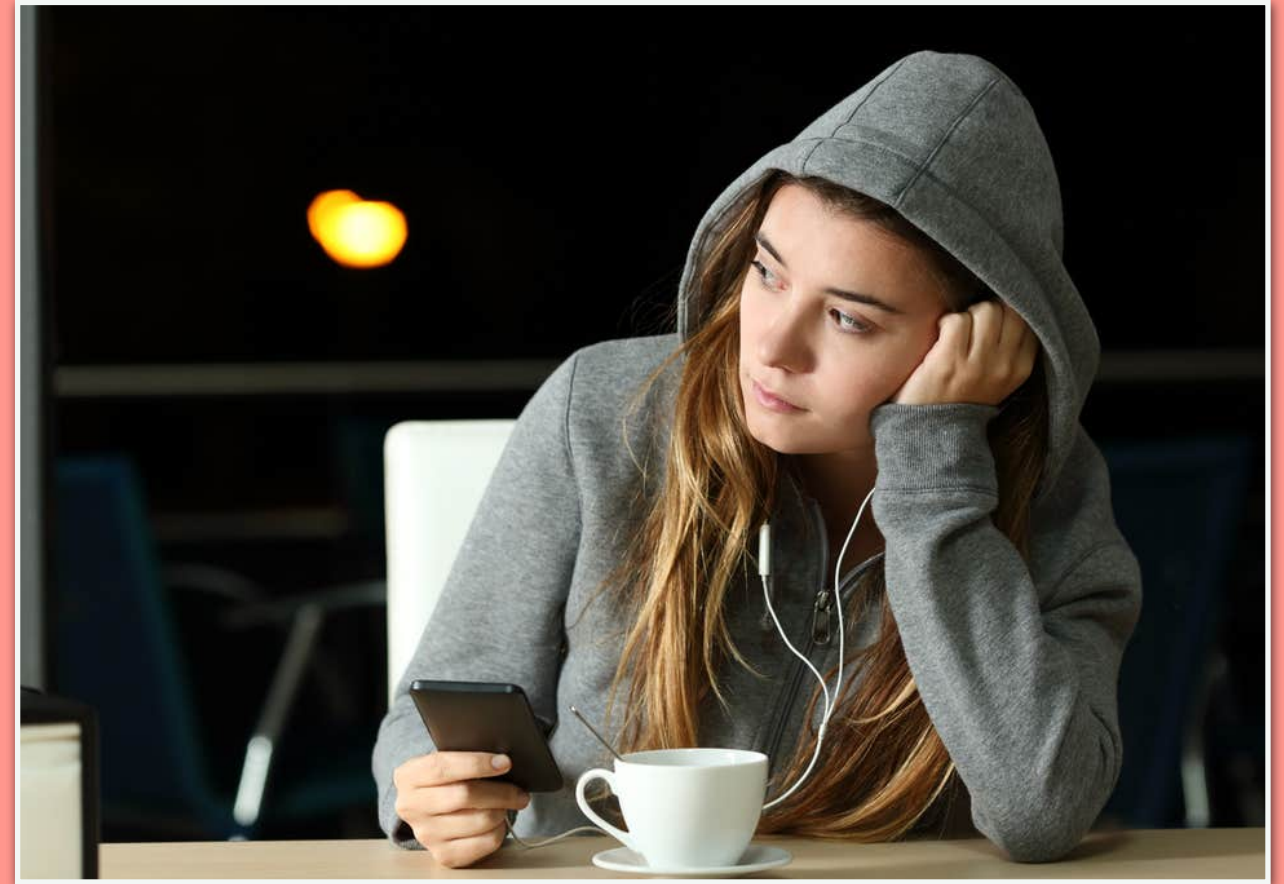
When asked to pick which comes closer to the truth, teens say:

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

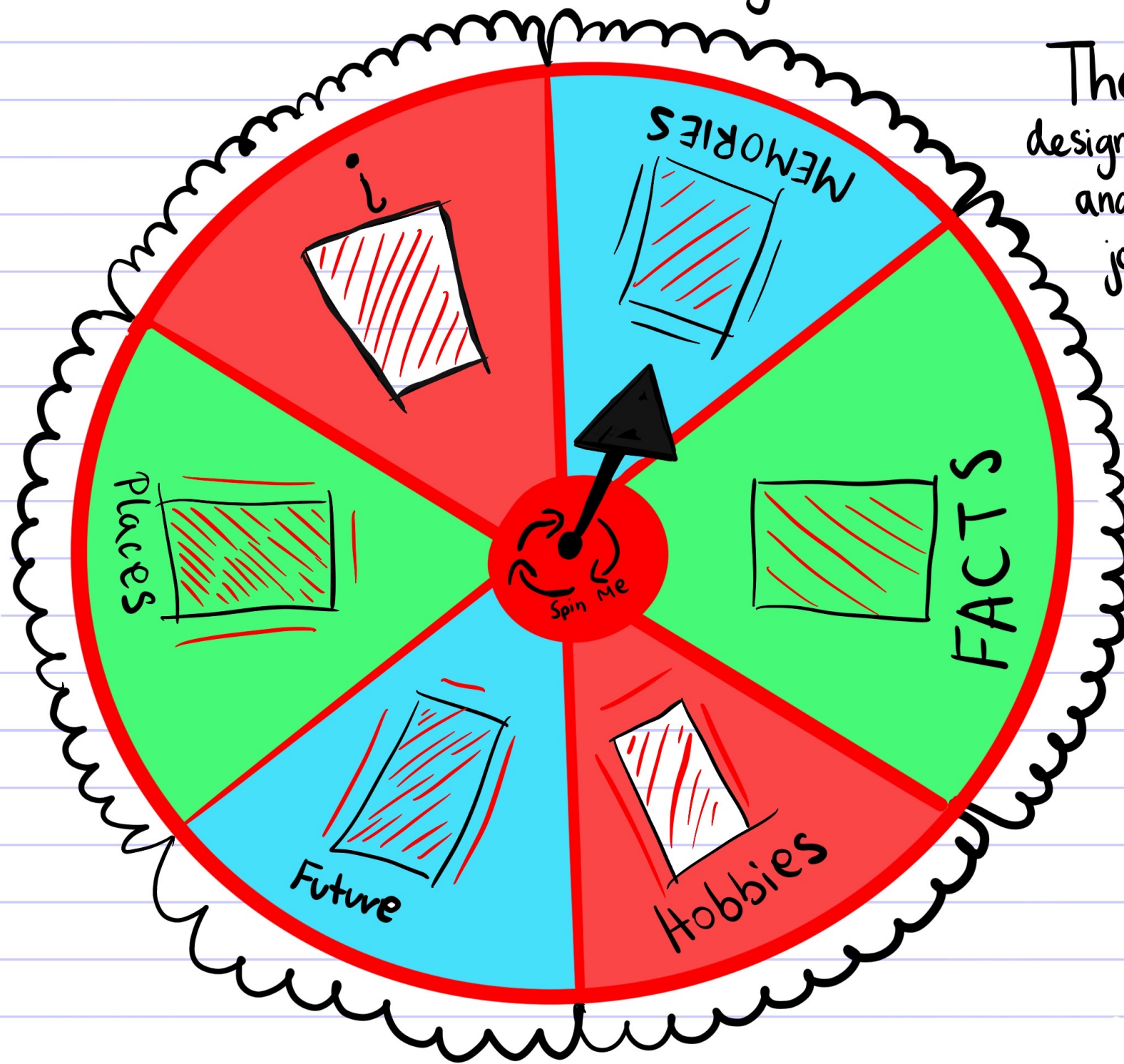
People will rotate to interact with this game in a social way, we want to tackle the issue of lacking communication, social pressure and social boundaries, the idea that people can meet and interact in a healthy environment.

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

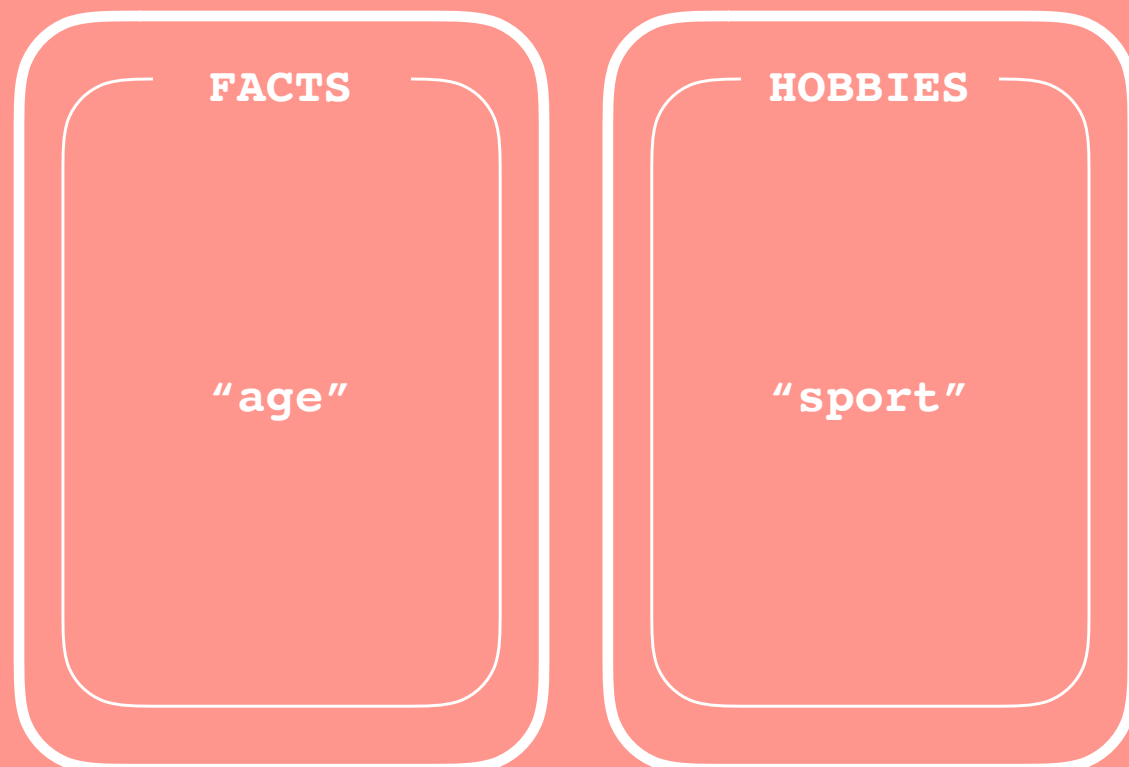
Get to know me



The game

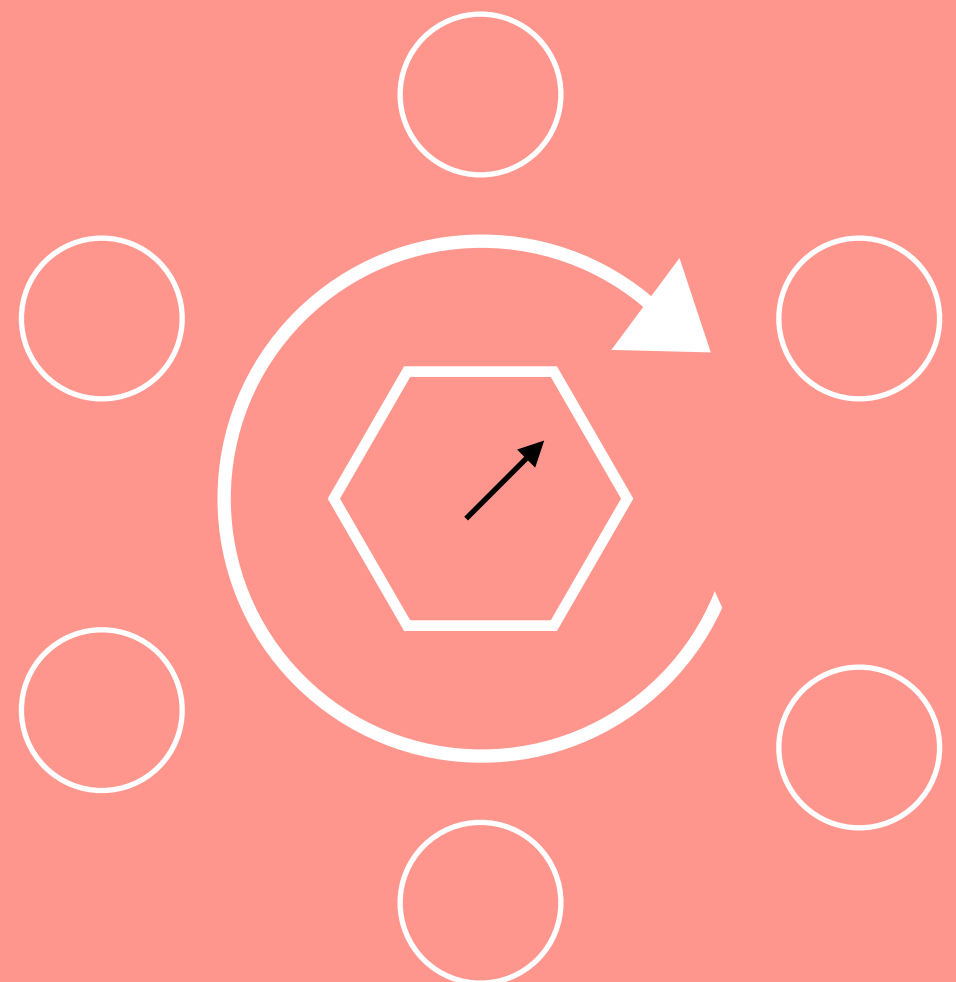
2-6 players

Cards examples

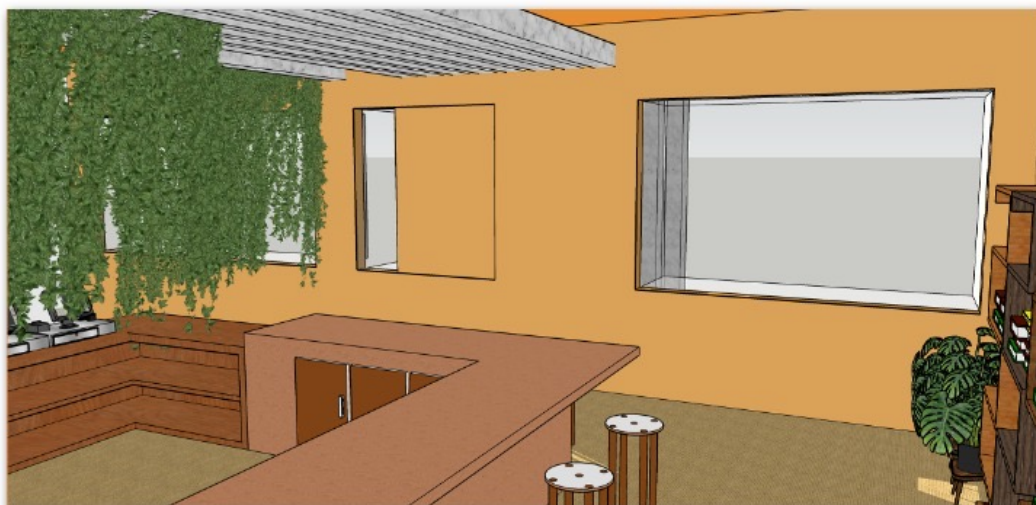


Categories:

Hobbies
Facts
Future
Memories
Places
Memories



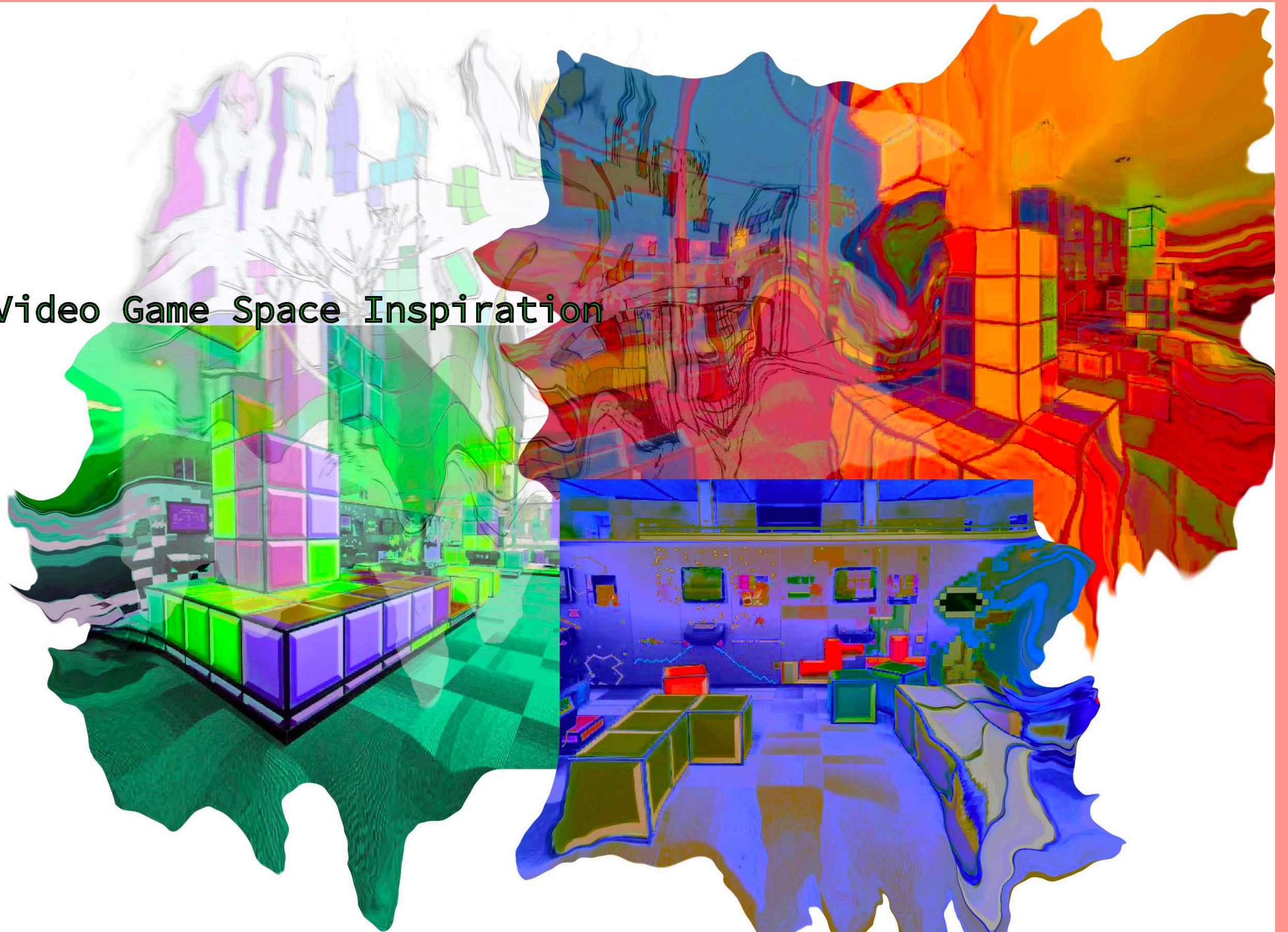
Drawings of the space (firsts drafts)



Drawings of the space (firsts drafts)



Video Game Space Inspiration



Activities that will take place in PUA space

Game

Yoga

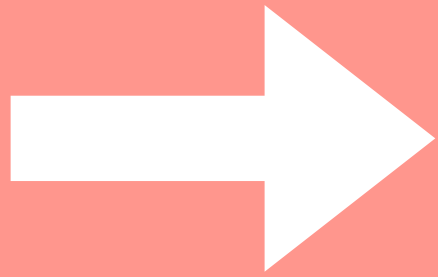
Mindfulness

Reading Book Club

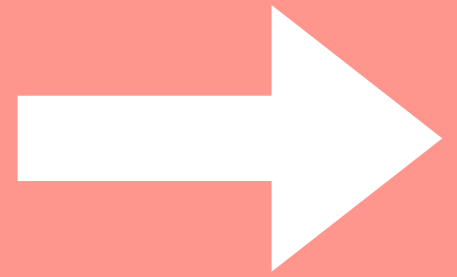
Motivational speakers

Films?

?

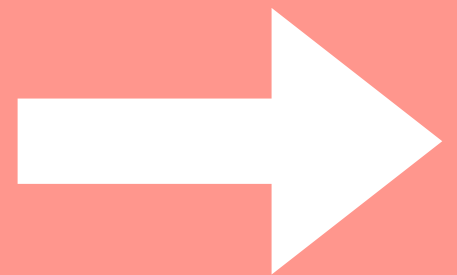
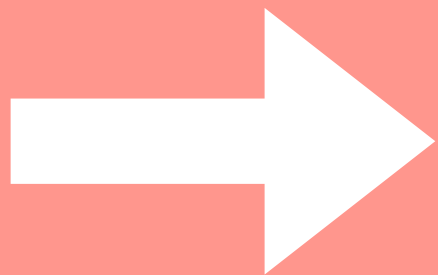


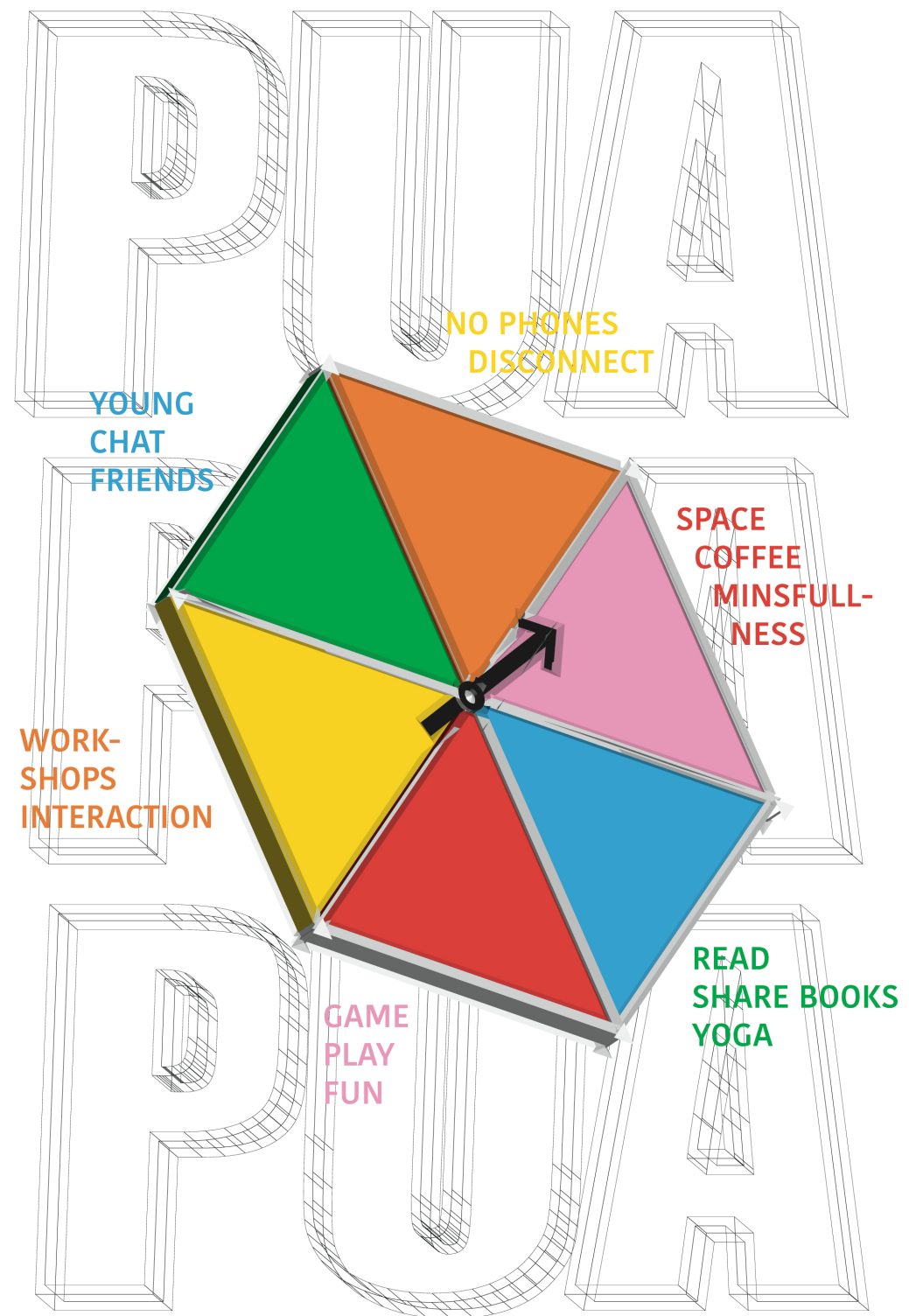
Brand ideas



''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)

