

Mind the digital gap

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Free Research 1 - 2016/2017 - Prof. Julia Leihener

Framing



PROJECT CHALLENGE

Improve the interpersonal knowing process for digital generation people



GOAL

Support an analogue kind of interaction to go beyond the “superficial” standard of digital interpersonal communication

Desk research

The image shows a screenshot of a YouTube video player and its recommendations. The main video is titled "SIMON SINEK ON MILLENNIALS IN THE WORKPLACE" and is uploaded by David Crossman. The video has 3,760,675 views and was published on October 29, 2016. The description is an excerpt from an episode of Inside Quest. The video player shows a progress bar at 0:03 / 15:00. To the right of the video player, there are several video recommendations, including "SINEK'S 10 RULES", "More on The Millennial Question", "Simon Sinek on Millennial and Internet Addiction", "Simon Sinek: Why Leaders Eat Last", and "DONALD TRUMP IS A REFLECTION OF US - Simon Sinek on Trump".

YouTube DE Cerca

SIMON SINEK ON MILLENNIALS IN THE WORKPLACE

0:03 / 15:00

Simon Sinek on Millennials in the Workplace

David Crossman **5.955**

3.760.675 visualizzazioni

Aggiungi a **Condividi** **Altro** **33.980** **1.182**

Publicato il 29 ott 2016
Excerpt of Simon Sinek from an episode of Inside Quest.
<http://www.insidequest.com/>

Prossimi video Riproduzione automatica

SINEK'S 10 RULES **52:43**
Simon Sinek's Top 10 Rules For Success (@simonsinek)
Evan Carmichael
660.837 visualizzazioni

More on The Millennial Question **9:02**
SimonSinek
34.655 visualizzazioni **NUOVO**

Simon Sinek on Millennial and Internet Addiction **21:45**
Johnny Anonymous
50.661 visualizzazioni

Simon Sinek: Why Leaders Eat Last **45:51**
99U
2.301.540 visualizzazioni

DONALD TRUMP IS A REFLECTION OF US - Simon Sinek on Trump **5:32**
London Real
212.424 visualizzazioni

Simon Sinek - Millennials in the Workplace

Interviews



Benji

26
Berlin



Tony

34
Berlin



Anastasia

20
London



Francesca

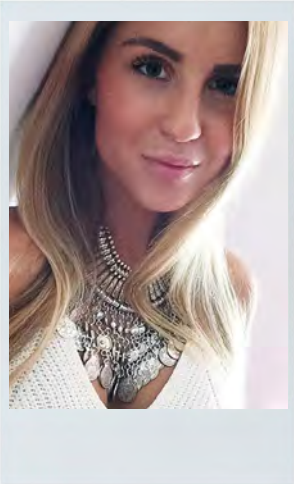
22
Milan



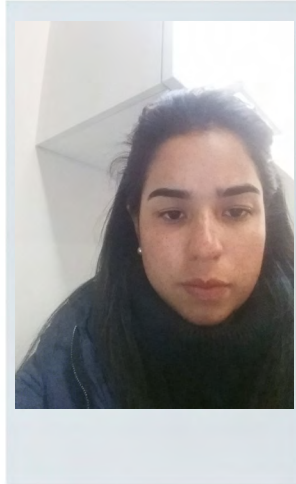
Angela

24
Berlin

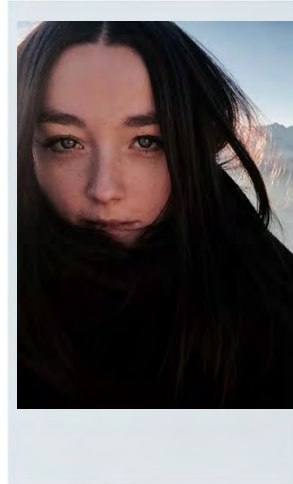
Cultural probes



Anastasia



Mariana

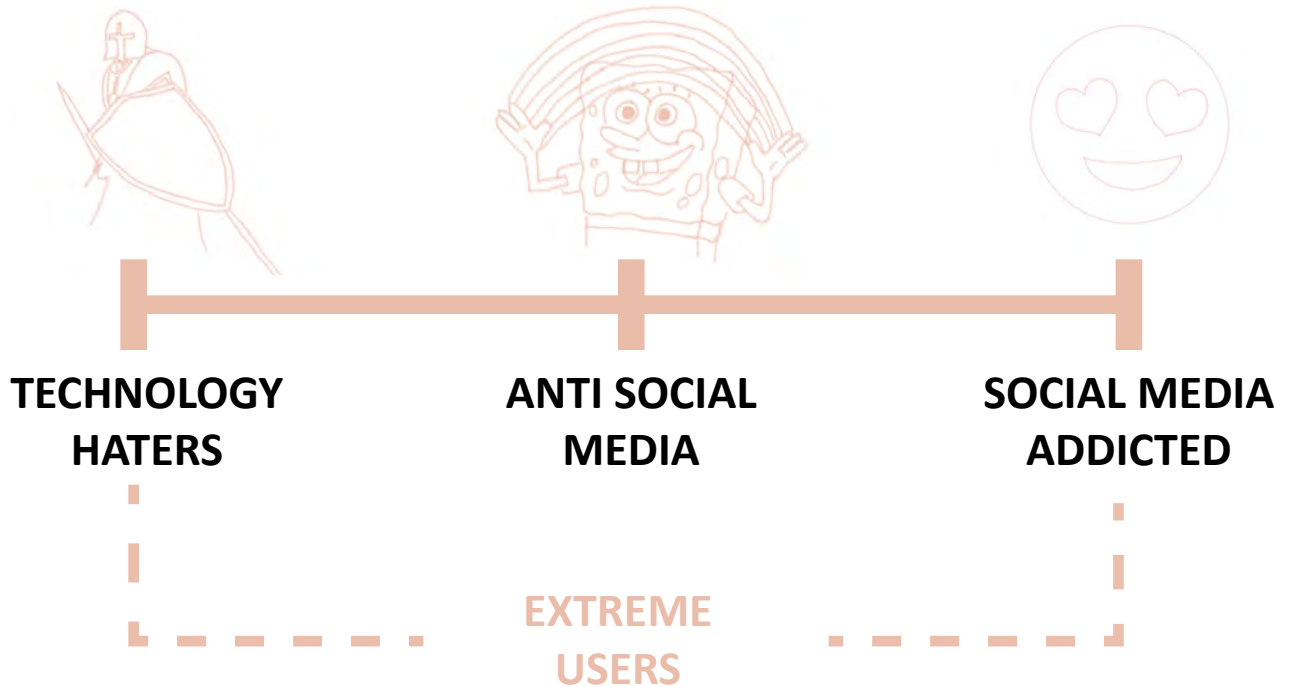


Francesca



Lusi

Types of users



Insights

Homogenization

Tangibleness

Lack of universal language

Low
quality

Laziness

Continuous innovation

Disingenuousness

Change of direction

Greatest insight

Homogenization

Tangibleness

Lack of universal language

Low
quality



Laziness

Continuous innovation

Disingenuousness

Change of direction

Personas



Point of view

I MET...

Michelle, a Instagram fashion influencer based in London

I WAS AMAZED TO REALIZE...

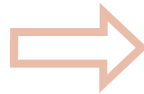
she's not comfortable with the laziness that distress her generation

IT WOULD BE GAME CHANGING IF I...

could help her find a way to distance the laziness from her personal relationships

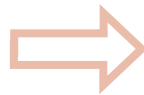
Opportunity fields

People are lazy
because of technology



what if they were lazy
about technology?

We think that the fact
that everyone has
a smart-phone is a
problem



what if this was a
possibility?

HMI question

HMI use laziness as a driver of fun for her friends and for her?

The idea



An app inspired to the **Tamagotchi** world. The only way to use the app is not using the phone. The project wants to push people belonging to the digital revolution to be **less distracted** by their devices, especially when with someone else in order to **fight the laziness** that afflicts these times.

The brand



Yumemitchi



Kiraritchi



Himespetchi



Acchitchi



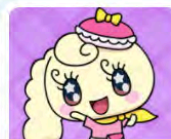
Amiamitchi



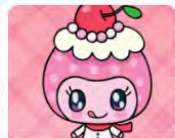
Butterflytchi



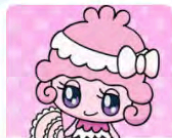
Charatchi



Coffretchi



Decoratchi



Furifuritchi

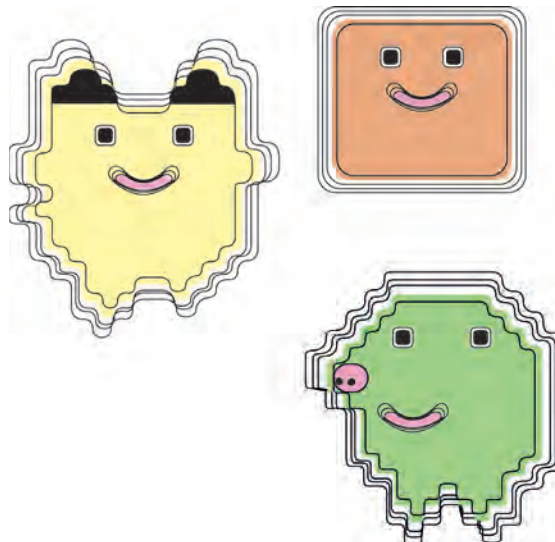
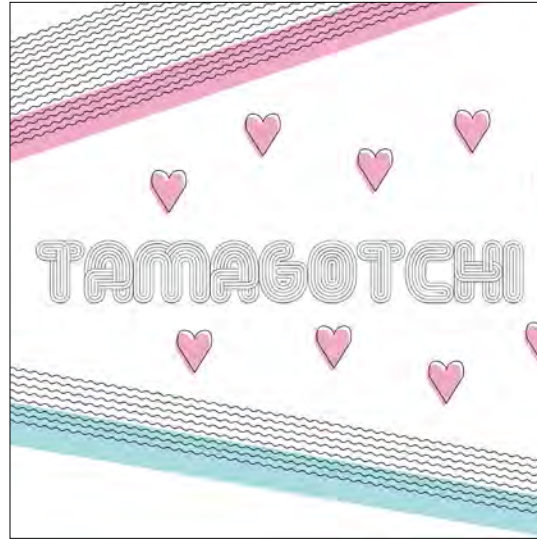


Harptchi



Hoshigirtchi

The brand



The brand



Prototype



Thank you!

どうもありがとう