

Final Presentation

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Promoting healthy behaviors in times of Covid

Master degree Workshop

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Guillermina Noël

Index

1. Research

- Data collection
- Insights
- Problem

2. Brief & Context

- Behavioral categories
- Behavioral elements
- Target Audience
- Output & Usage

3. Prototyping & Testing

- First draft
- User testing & feedbacks
- Designing the stickers

4. Project

- It's ok to ask
- Sticker Set exploration
- How do sticker set work
- Spread the stickers, not the virus campaign
- What could go wrong?
- Summing Up

1. Research

1.1 Data collection

Before the workshop started we were asked to collect data about the use of masks and social distancing behaviors in the city of Milan.

	Note	Where	Who	Why	
1					
2	behaviors in supermarket	People don't really respect 1.5m, but they try to stay a little apart	supermarket lines	buyers	it's probably not that easy to know what 1.5m mean and the signs on the floor are really overseable
3	distance in outdoor lines	People try to keep some distance, but not the recommended one			
4	masks on park gatherings	People seem to respect less the use of masks in parks, even when not that far from other people and frequently misuse it			
5	behaviors on indoor gatherings				
6	behaviors on public transportation				

	Title	Description	Where	Who	Why
1					
2	Smoking	While smoking with other people, out of necessity, you take off your mask and often you don't respect the	University outdoor	Friends groups	in Italy especially the young people smoke a lot
3	Working with other people	people who work together in attendance to stay close and often remove their masks	classrooms	students	to communicate more effectively and quickly
4	Working with other people	Working together in the presence of designers involves interacting with other group members' computers.	classrooms	students	to solve problems and advance the project quickly
5	Public transportation	A passenger was not covering his face with the mask and the driver turned on the microphone and said to him to wear it properly. At the moment people stared at him for a moment	bus 92	passanger	
6	Public transportation	People get on the bus altogether but then they do not move towards the end of the bus. This means that while there is still soace on	bus 90	passengers	because there is no communication or social norm

1.2 Insights

1.

When we are in an **environment we trust**, we feel that we are safe from covid and that we can justify **relaxing on the restrictions** we usually consider in public spaces. At a friend's place, for example, we instantly take off our masks.

2.

We are **not so worried about infecting peers** because we know that covid is not as dangerous in young people compared to older people.

3.

When **feelings are involved** we do not necessarily follow the rules.



1.2 Insights

4.

Some people feel the **sense of duty/guilt** to not pass the virus to older people and/or people they love

5.

When in public, people seem to better follow restrictions as there is kind of a **social pressure/feeling of being judged**, but, when around people they trust, they feel comfortable and relax on the restriction measures

6.

Even though these people are aware of the rules and believe in science, they believe **it's justifiable to relax on some regulations** in certain situations



1.3 Problem

Young people, who do not live with their families, **might act careless** around those **they know and trust** (with those they feel comfortable with) and **specific environments** (e.g. in restaurants people take off their masks and don't respect social distancing). They feel justified/legitimated to give up on the restrictions because they are tired of the long lasting situation.



2. Brief & Context

2.1 Behavioral categories

1.

BEHAVIOR

Social gatherings

2.

BEHAVIORAL CATEGORY

Planning on meeting friends in
our houses

3.

GOAL

Human interactions



2.2 Behavioral elements

4.

TIME

Before and during the invitation

5.

TARGET

We want people to start the conversation and also remember them about social norms

6.

CONTEXT

Social gatherings in the house or outside

7.

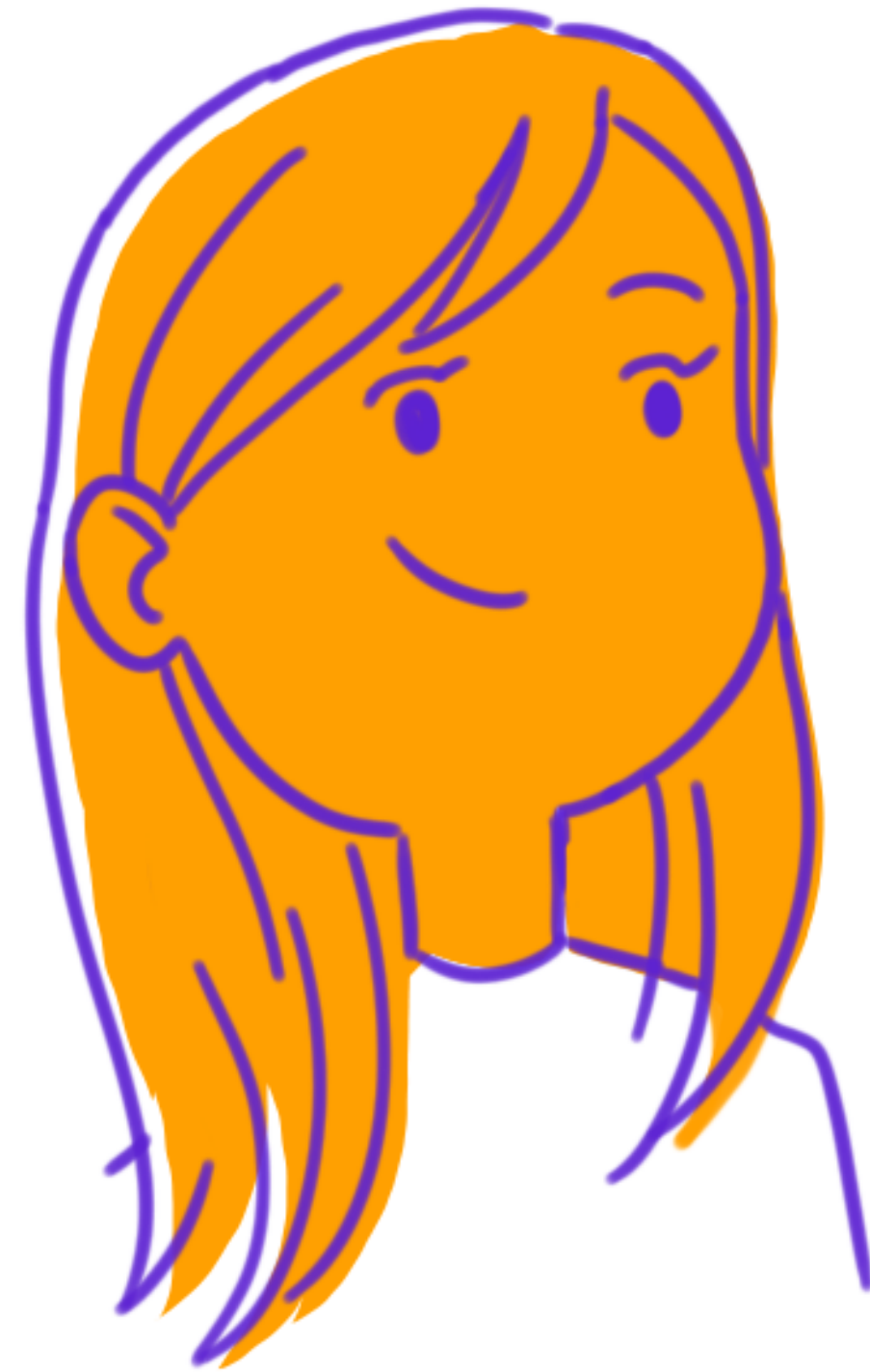
ACTION

Meeting friendly with friends



2.3 Target Audience

Young people (22 - 25 years old), usually living with people their age and studying at the university. They are used to communicating through **instant messaging platforms** like Telegram or WhatsApp.



2.4 Output & Usage

AIM

To trigger a reflective conversation **before/during** accepting an invitation.

OUTPUT

Conversation-starter, action-taking sticker set. (TG / WA) in order to trigger a conversation about social gathering behaviors. This sticker set would convey **visually and in a lighter** way questions and issues that people might hesitate to ask.



2.4 Output & Usage

HOW?

By translating visually some of the concepts that could come up in the conversation it becomes **easier to express them and talk** about covid regulations in gatherings. It might also help people **remember** and **keep in mind** recommended behaviors when meeting others

WHY?

People often **fear to be labeled as paranoid or find embarrassment** in what people will think about them. They are also worried about giving the **impression of not trusting** the other person's judgment or they **fear of offending someone**. Oftentimes, people feel pressured not to follow regulations since people around them are not



3. Prototyping & Testing

3.1 First Drafts

We created a **couple of stickers to test** in conversations while planning on meeting with friends and then screenshot their reactions. In this way we could **get feedback and ideas** from them.



3.2 User testing & feedback



3.2 User testing & feedback

«I didn't question the sticker, it seemed like a **natural way to communicate**. It was definitely a lighter way to express your concerns than if you had said it in words. It was **fun and cute**»

Matt

«I think it **makes it easier** to question your friends»

Luca

«I have even denied invitations because I didn't want to **deal with these conversations**»

Gabriella

«[When I got the stickers] I was **bumped out** 'cause I knew you weren't coming»

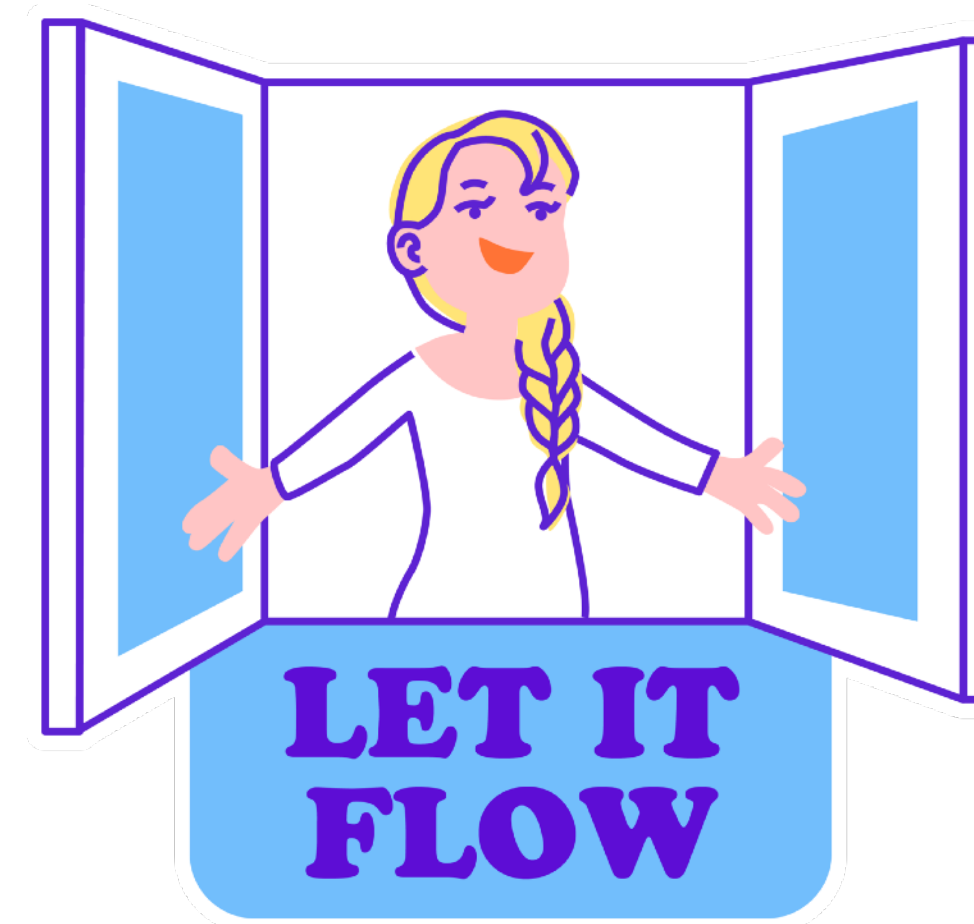
Julio



3.3 Designing the stickers

LEVERAGE SHARED KNOWLEDGE

When designing the stickers we tried to leverage common knowledge shared by the target for creating messages that could immediately be understood and convey the intended meaning in a lighter way. An example would be the **Let it flow** sticker **referencing** Disney's Frozen or the **Distantia Maxima** recalling the Harry Potter world.



3.3 Designing the stickers

PROMOTING COVID-19 SAFETY GUIDELINES



Some of the stickers we designed are merely conversation starters, other aim at promoting the general COVID-19 safety guidelines. An example could be the **Dress Code** sticker



3.3 Designing the stickers

MEMORABLE & ACTIONABLE

Our design aims at being **memorable and actionable**. We tried to include references to some of the common entertainment imagery of our generation (Disney's Frozen and Harry Potter) in order to make something that people could remember. We also wanted people to take action. We hope that by using these stickers in our everyday life people can **remember to take action and do the simple things** that are suggested to do when meeting in closed spaces.



Communicating science-based recommendations with memorable and actionable guidelines

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For many domains of basic and applied science, a key set of scientific facts is well established and there is a need for public action in light of those facts. However, individual citizens do not consistently follow science-based recommendations, even when they accept the veracity of the advice. To address this challenge, science communicators need to develop a guideline that individuals can commit to memory easily and act on straightforwardly at moments of decision. We draw on research from psychology to discuss several characteristics that will enhance a guideline's memorability and actionability and illustrate using a case study from the US Department of Agriculture's communications based on nutrition science. We conclude by discussing the importance of careful research to test whether any given guideline is memorable and actionable by the intended target audience.

cognitive psychology | consumer behavior | social psychology

In many domains of basic and applied science, a key set of scientific facts is well-established, and there is a need for public action in light of those facts. And yet, individual citizens do not

In this article, we begin by briefly reviewing features of the human cognitive system that make memorability and actionability such important criteria for an effective guideline. Next, we discuss several reasons why organizations may not currently produce memorable and actionable science-based guidelines. We then describe characteristics found by social scientists to facilitate the memorability and actionability of guidelines; incorporating these characteristics will help science communicators to activate appropriate behaviors. These characteristics are then illustrated through a case study from nutrition science. We conclude with a discussion of the importance of rigorous empirical tests of guidelines to ensure that they are both memorable and actionable.

The case study examines the US Department of Agriculture nutrition guidelines and shows how the current MyPlate guideline incorporates characteristics to promote memorability and actionability that were lacking in the previous MyPyramid guideline. As will become evident in our case study, organizations that seek to develop an effective public-facing communication based on science (in this case, nutrition science) may find it challenging to develop messaging that is both memorable and actionable. The

4. Project

**CLICK HERE TO
WATCH THE VIDEO**

4.2 Sticker Set



4.2 Sticker Set



1.

Are you worried about having **too many people** around you? Just ask you host and decide if it's safe for you to go to the place based on people presence and available space.



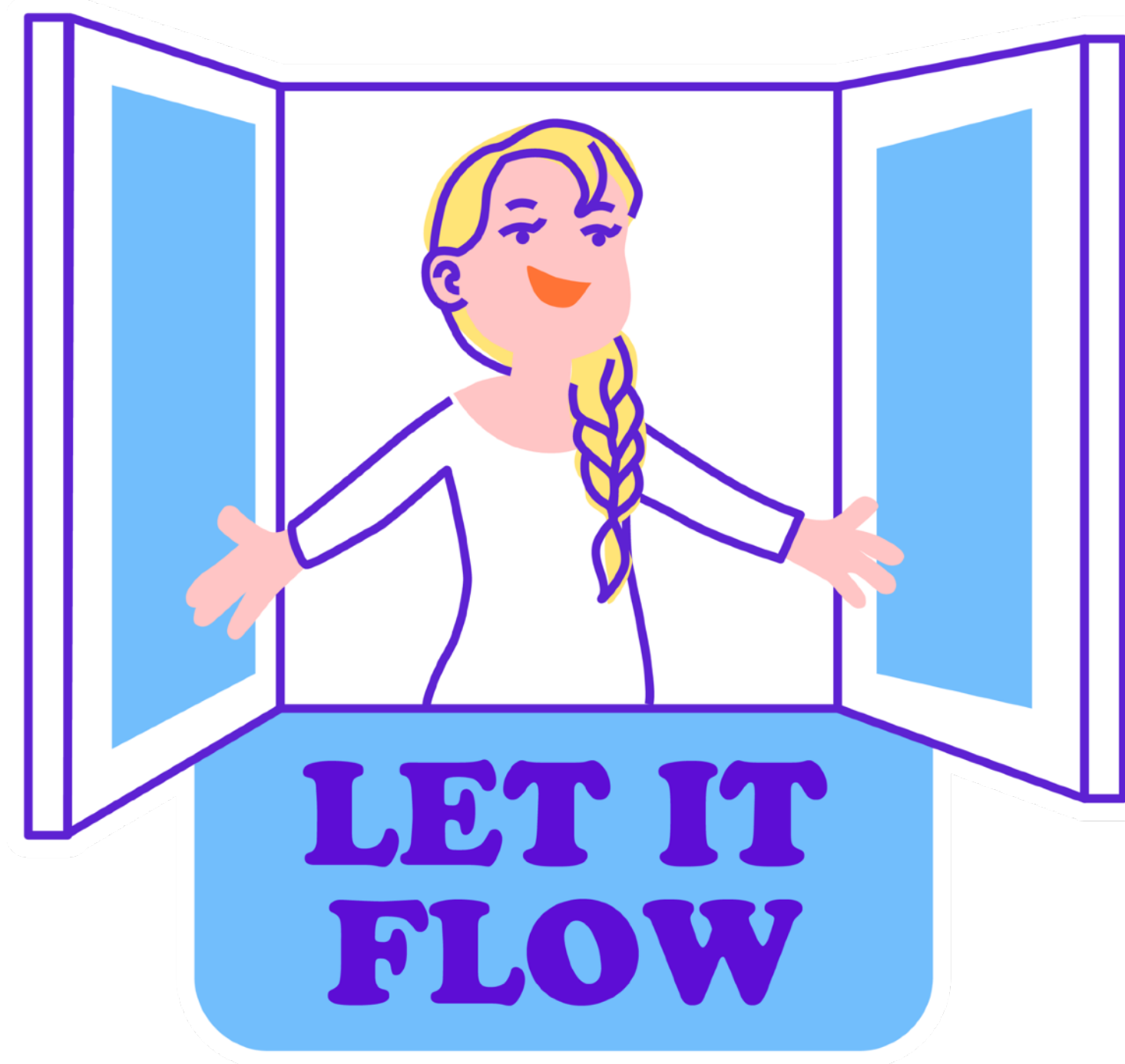
4.2 Sticker Set

2.

Never show up to a party without a little bit of alcohol! You got it, we are talking about **hand sanitizer**. Never go anywhere without it and always keep your hands clean.



4.2 Sticker Set



3.

As Disney's Frozen's character would say "Let it go!" or better still, "**Let it flow!**". Always remember to ventilate the room you're in when meeting with people that do not live with you.



4.2 Sticker Set

4.

Say that your friends are tired with covid regulations, but you know it's important to follow them and **gently want to remind them** about the risk of being quarantined when getting covid. Just send them this.



4.2 Sticker Set



5.

Sometimes we just need a little bit of time in order to consider all the risk factor and then taking a decision about what is the safer way to approach a problem. **Need time? Take it.** Think about it.



4.2 Sticker Set

6.

Feeling like the risk is too much and don't trust taking it? Well, in **refusing a gathering offer** you should also tell why you think is not safe and maybe prompt other people to do so.



4.2 Sticker Set



7.

You have decided to meet at someone's place and he has assured you you are going to be **following all covid safety regulations and suggestions**. Send him this sticker, he'll be glad to know he has just become a safety supporter.



4.2 Sticker Set

8.

You always thought a little bit of magic would improve your life, right? Well, Harry Potter thought us just that. Use the **Distantia Maxima** spell sticker to **increase distance** between you and your friends.



4.2 Sticker Set



9.

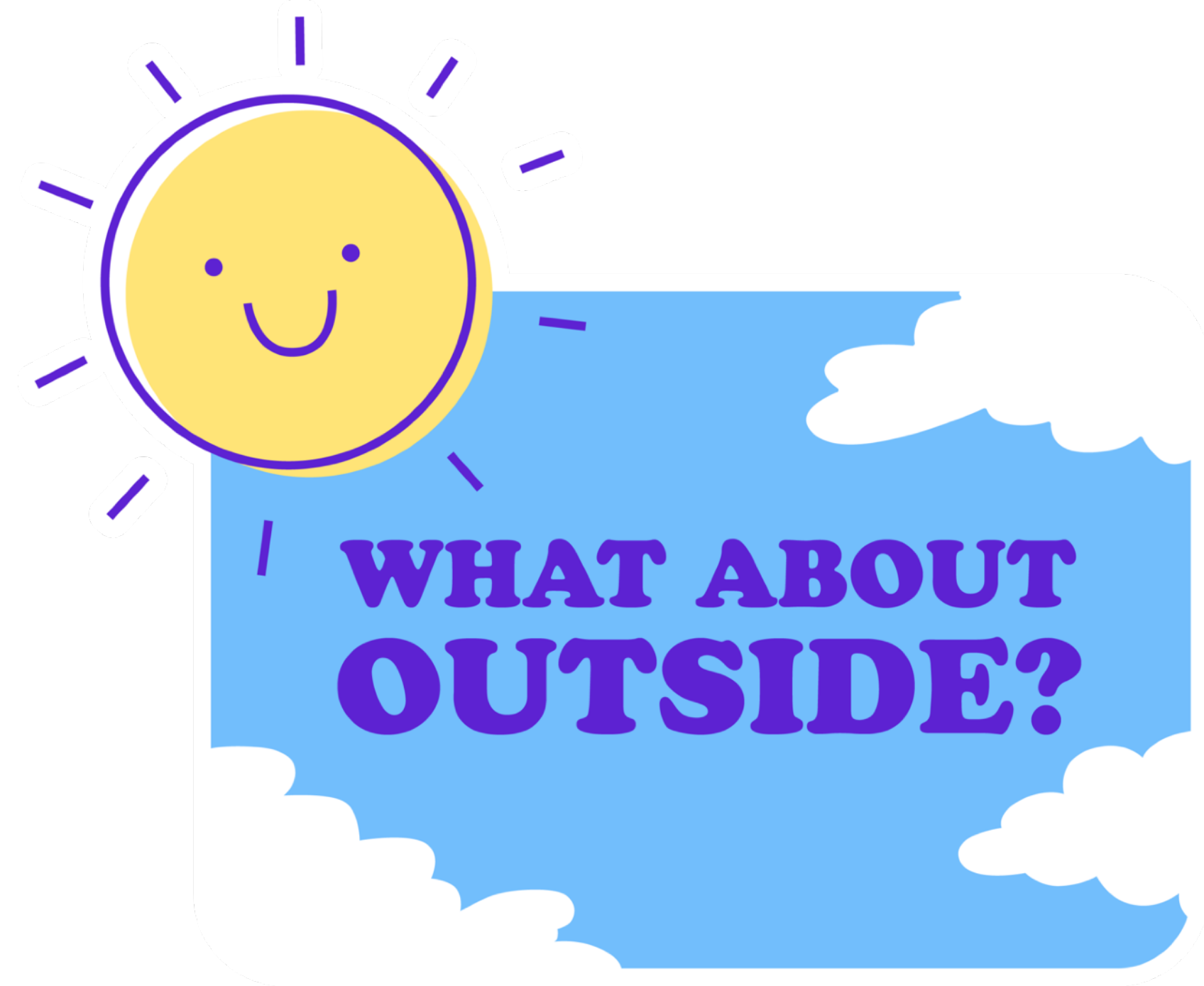
We are always in doubt about what to wear at a party, although we now now there's one accessory we must always bring with us: protective face mask.



4.2 Sticker Set

10.

Sunny day? Offer your friends a **safer alternative to gatherings** that take place indoor! Just go out, social distance and enjoy fresh air and sun.



4.2 Sticker Set



11.

“Spread the stickers, not the virus”. That’s our communicative campaign slogan. This is a call to action sticker.



4.2 Sticker Set

12.

Don't be shy, don't be embarrassed or scared about putting your safety first. **It's ok to be direct and ask** when planning on following covid safety restrictions together with your friends.



4.3 How do Sticker Set work

TELEGRAM

Telegram allows you to upload sticker set directly through its **Stickers bot** on the platform. When long pressing on a sticker you can view the whole sticker pack and add it to your favorites.



Download for Telegram

WHATSAPP

WhatsApp uses **third party apps** in order to store and load stickers. Once you add or send a sticker to another person you can then see the whole pack and save it onto your device. We have created the set using sticker.ly



Download for WhatsApp



4.4 Spread the Stickers, Not the virus



FLYER

In order to get people to know our initiative we printed **A5 flyers with QR code** pointing to the website.



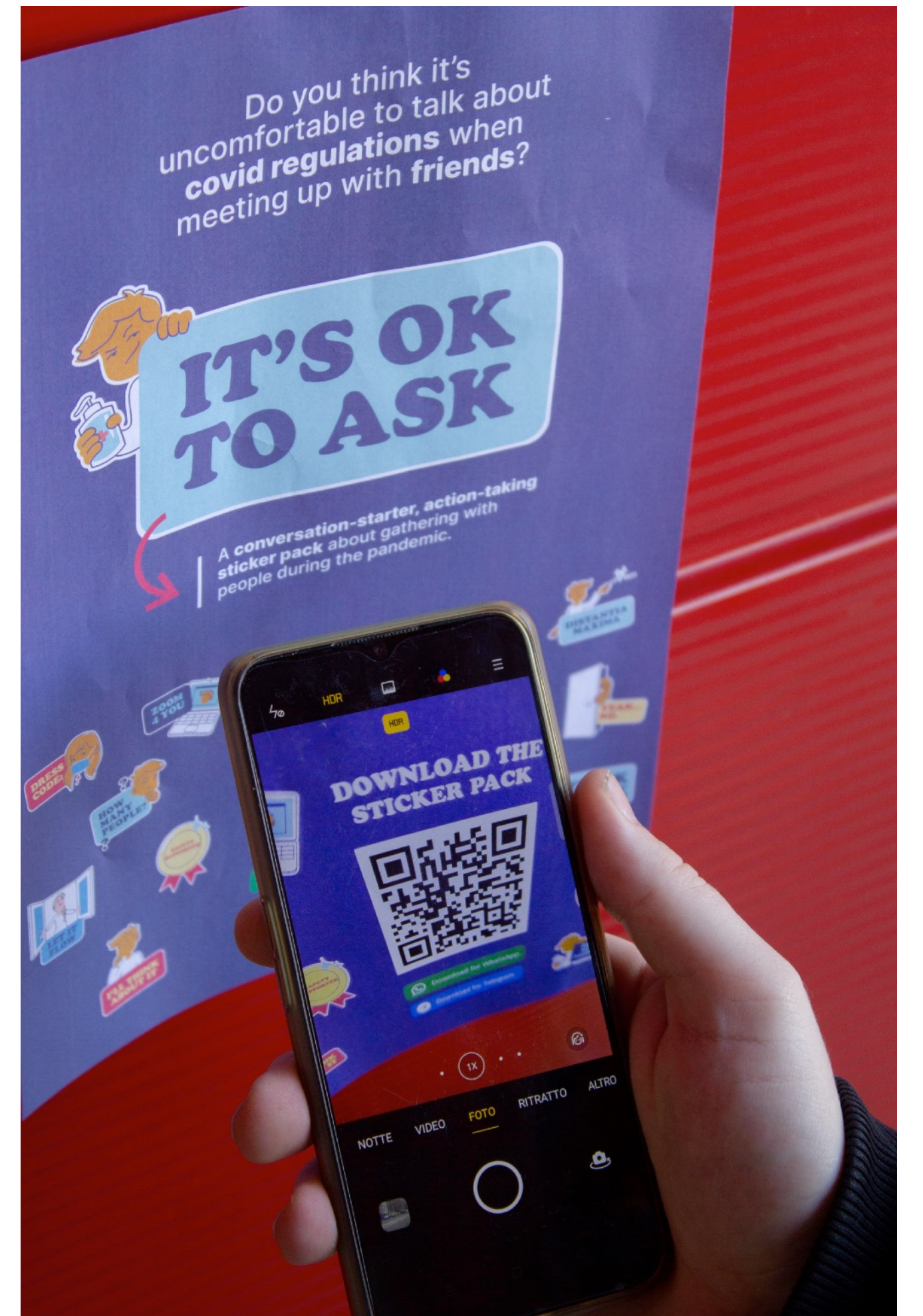
4.4 Spread the Stickers, Not the virus



4.4 Spread the Stickers, Not the virus



4.4 Spread the Stickers, Not the virus



4.4 Spread the Stickers, Not the virus

CALL TO ACTION STICKER

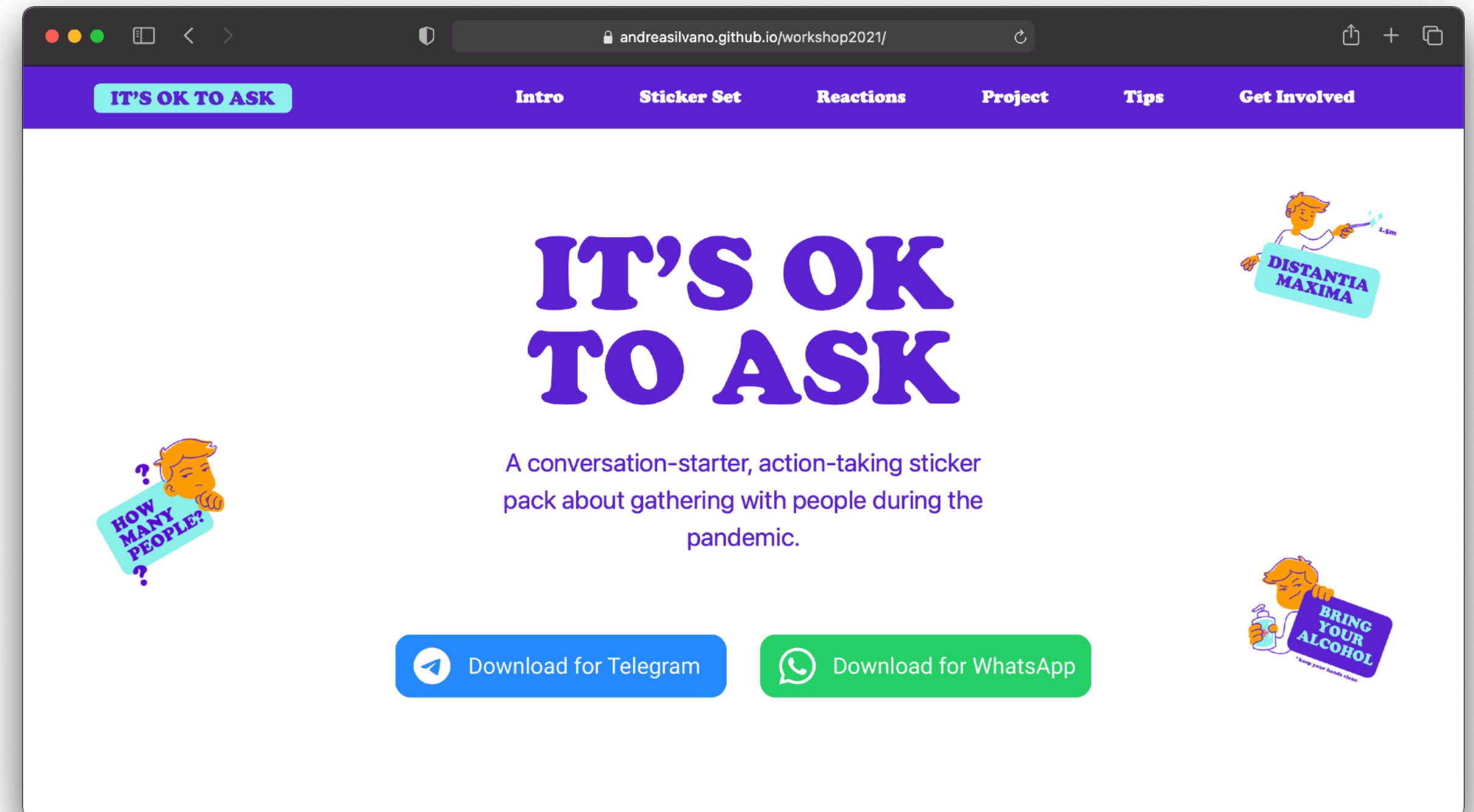
In order to get people to know the whole sticker pack we have created a **specific sticker that internally promotes the download of the the pack** on both platforms. By long pressing onto it, you'll be able to access the entire sticker set.



4.4 Spread the Stickers, Not the virus

WEBSITE

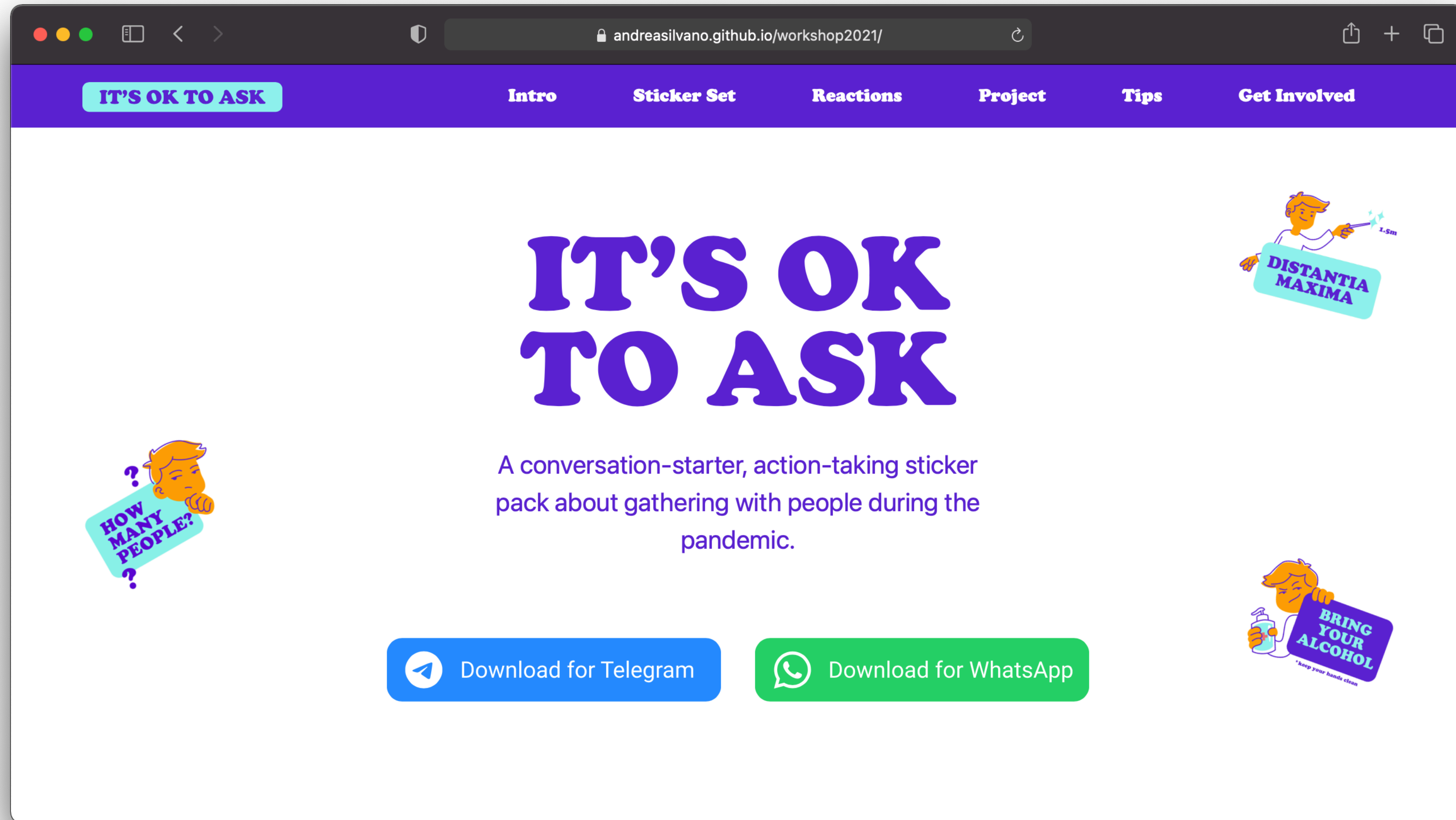
The website serves different purposes. First, it is the **main repository** of the download links to our sticker pack. Then it also provides useful **tips on covid19 safety measures**. Ultimately it also acts as a platform that people can use to **give us feedback** and **feature requests**.



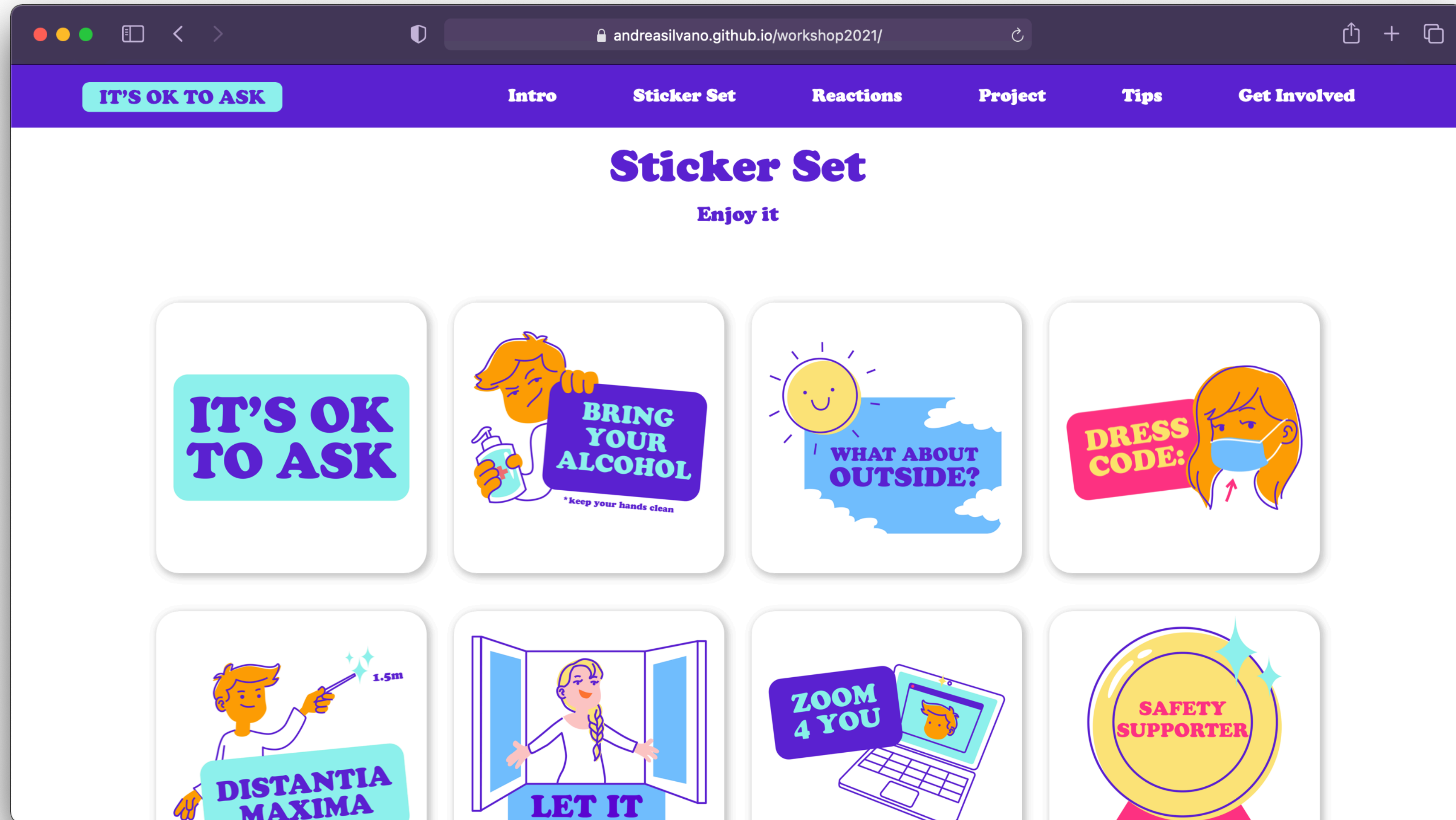
tinyurl.com/itsoktoask



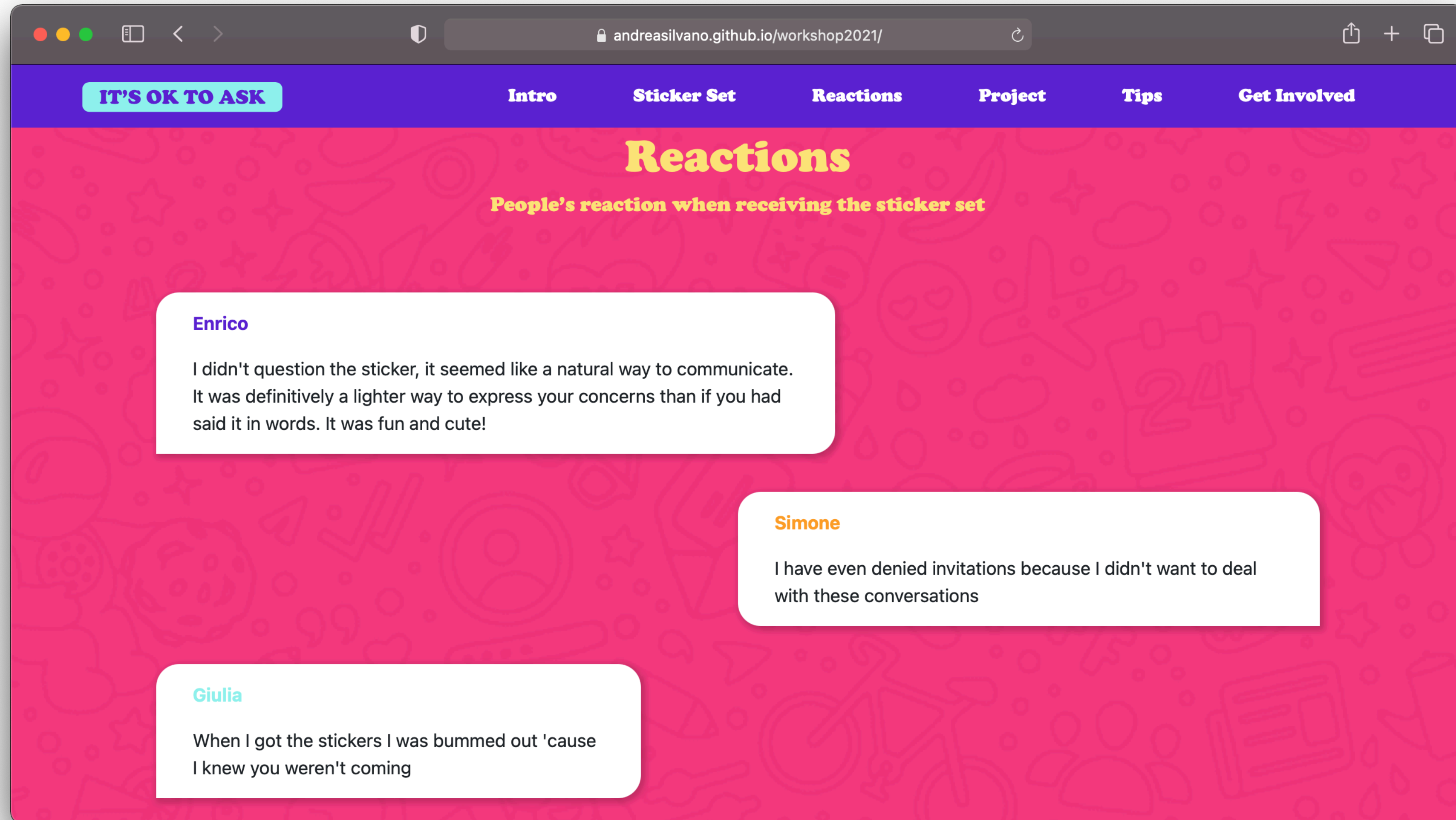
4.5 Website



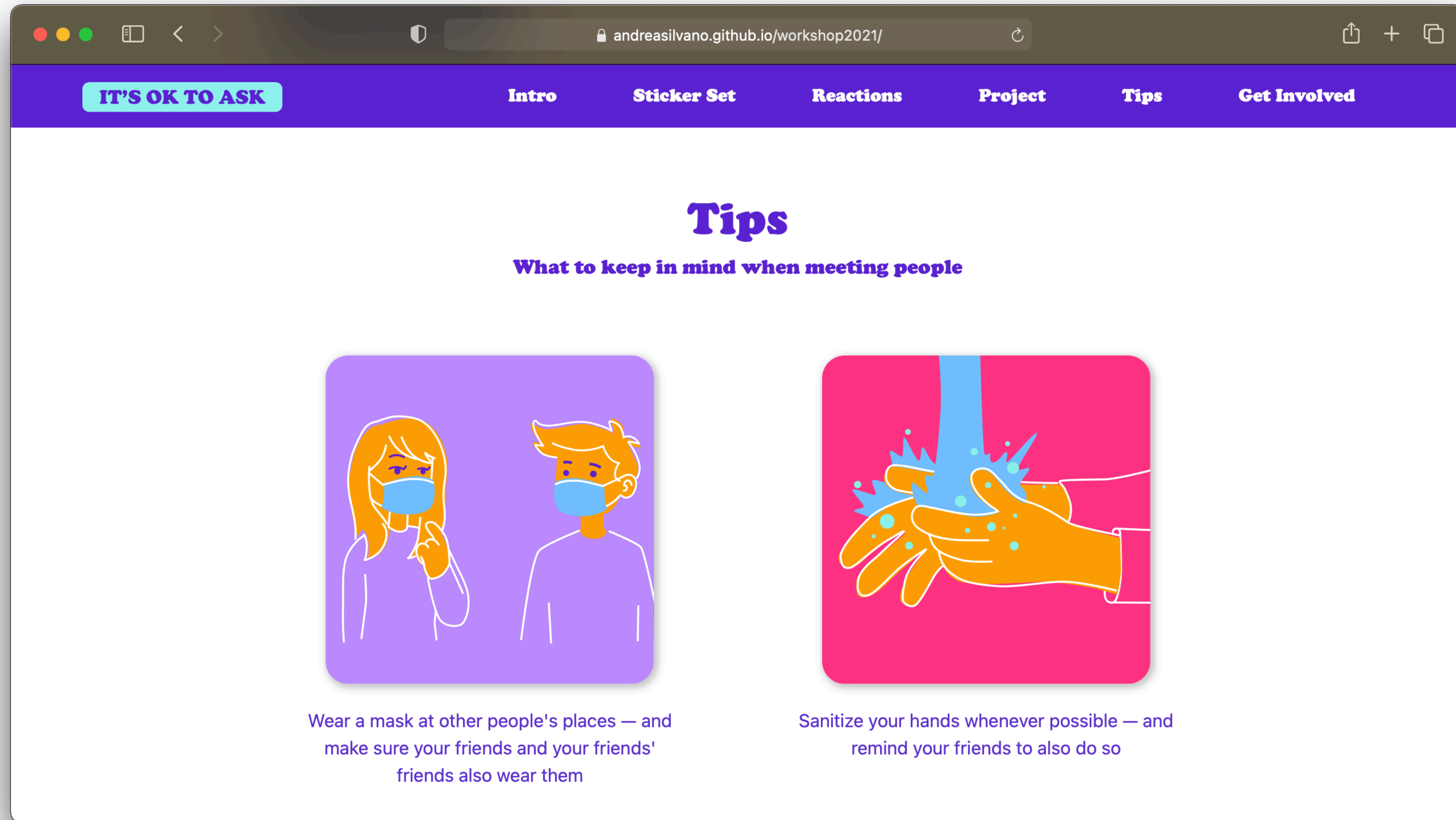
4.5 Website



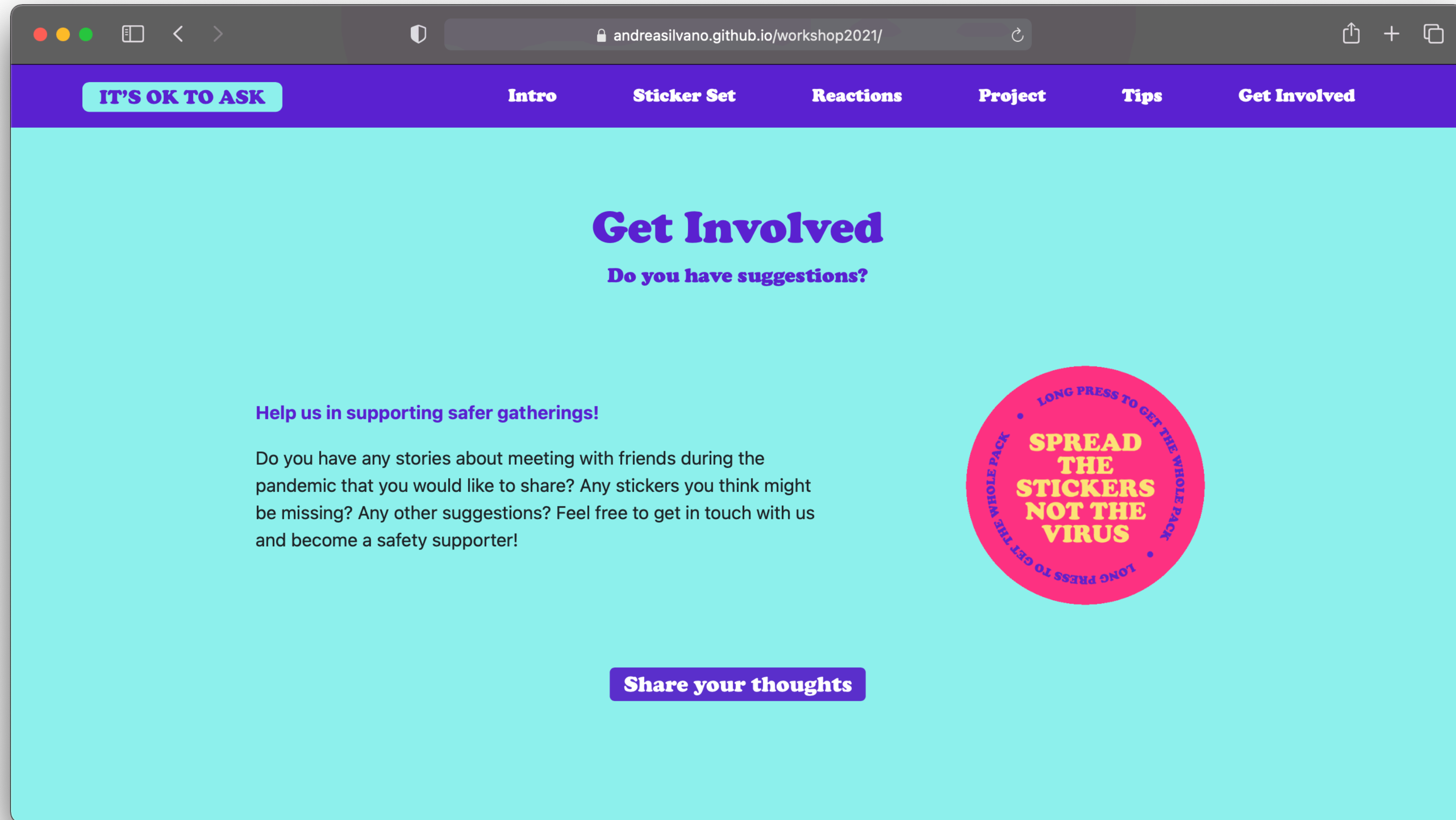
4.5 Website



4.5 Website

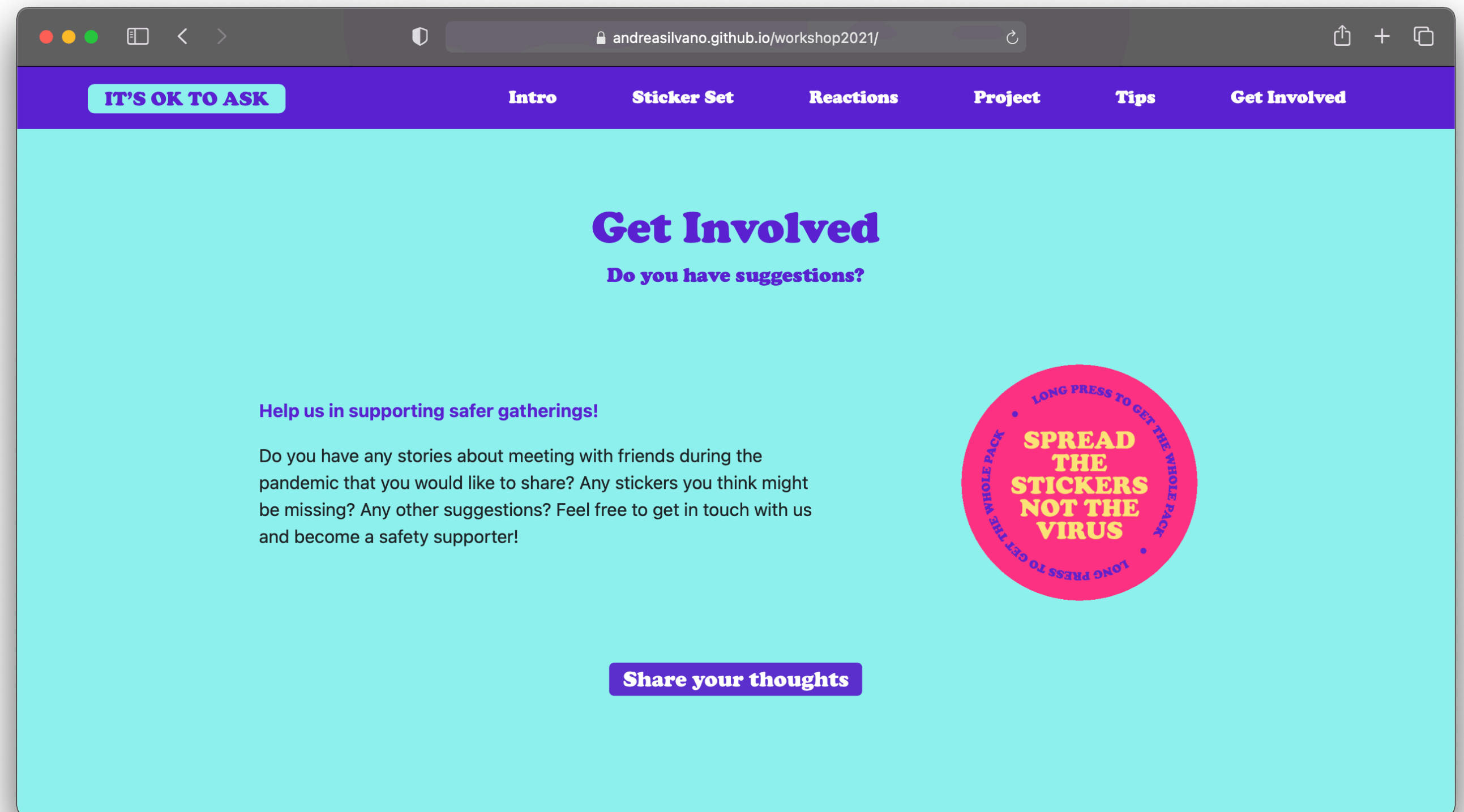


4.5 Website



4.6 What could go wrong?

Since the sticker pack is designed with a specific situation in mind, given the unpredictability of future events, we cannot guarantee these will still be valid in the future. To tackle the issue we added a **Get Involved section in our website**, in which users can provide feedback and propose new features/stickers that they would use.



4.7 Summing up

While developing this project, we verified that telling people that they shouldn't meet is just **not effective** — human beings are social beings and we will meet at some point. Our goal, as **communication designers**, became to bring attention to safer alternatives and highlight behaviors that shrink the risks of contagion.

For that aim, we resorted to new concepts we learned this week. Hopefully, the idea behind this sticker pack may open paths that facilitate complicated conversations that we need to have, so more and more people believe **“It's ok to ask”**.



**IT'S OK
TO ASK**



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