



487ZERO
MILES FROM PRESTON TO CHINA

RESEARCH WORK&DEVELOPMENT
WANG YA(DIANA)

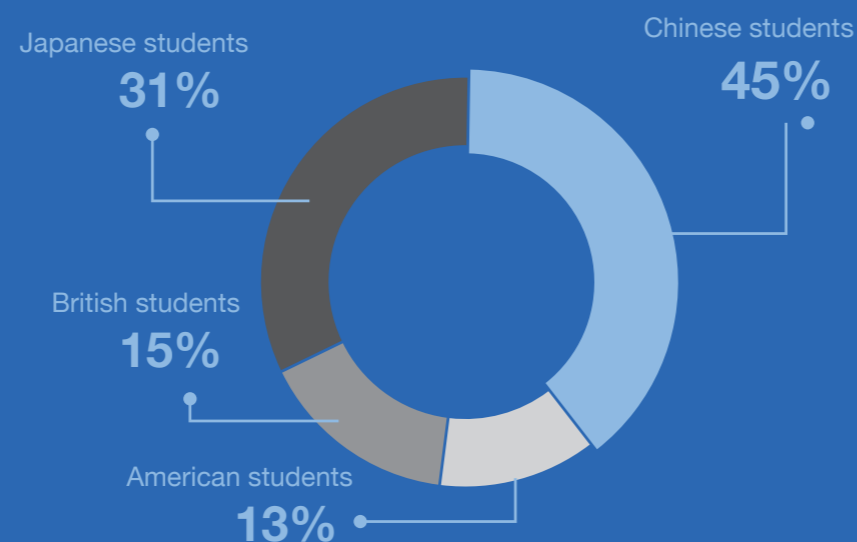
THE PROBLEM

According to the survey about psychological problems from Yale University, 45% of Chinese students studying abroad express they have the psychological problems.

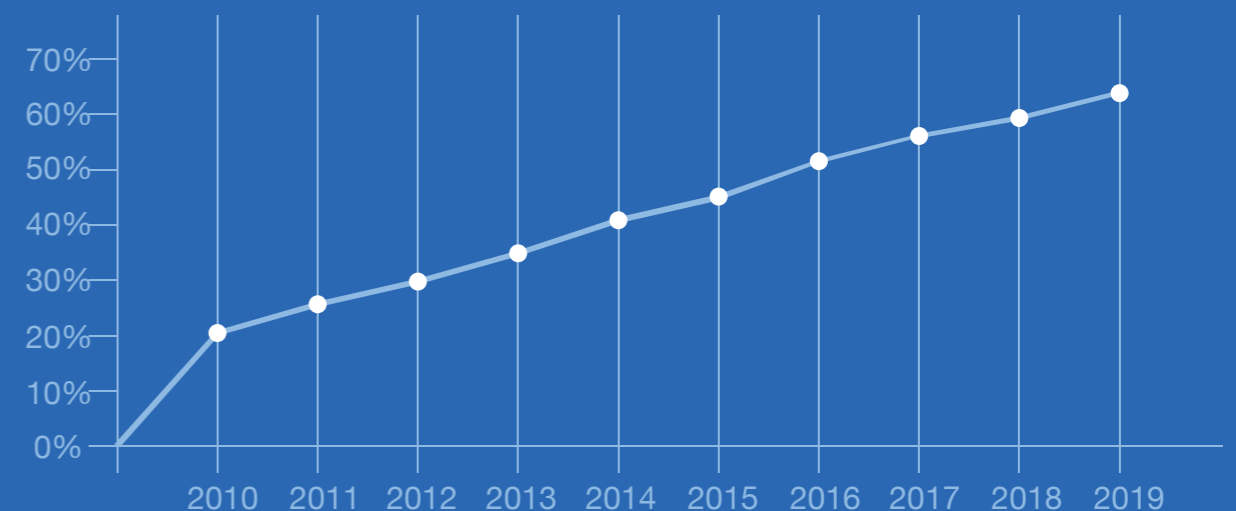
As a young student studying abroad and being away from your family, friends and loved ones, it can often be a daunting experience. Everything you encounter is slightly different and the culture can often seem strange and confusing at times. This is particularly apparent amongst the communities of Chinese students who have travelled 10000+ miles from their homes to study in UK universities.

Recent research has highlighted that these students can often suffer from a whole variety of psychological problems and barriers. And it is something that is on the increase year on year. The question is how can we further understand, help and support these students through their course of study?

The rate of international students who have psychological problems in different countries



The rate of Chinese students studying abroad who have psychological problems from 2010 to 2019



THE INSIGHT

The 487Zero project is a response to the above problem. We have been asking Chinese students across the UCLAN campus, here in Preston, to think about and choose a number of personal possessions, ones that may hold a significant or particular meaning to them.

We then invited these students to collect and document these items through photography, and to share the meanings behind each object. By using the Dropbox Paper digital platform to collate and share them, we were able to create an inclusive community.

The subsequent 487zero exhibition, is the resulting culmination of this project. It is aim to expose the problems, share the experience, and strengthen future friendships that currently exist within the Chinese student community across the UCLAN Preston campus and hopefully beyond.

This is not the end, but the beginning.



Backpack — £15 GBP



Fleece — £10 GBP



Hat, Socks, Gloves — £7 GBP



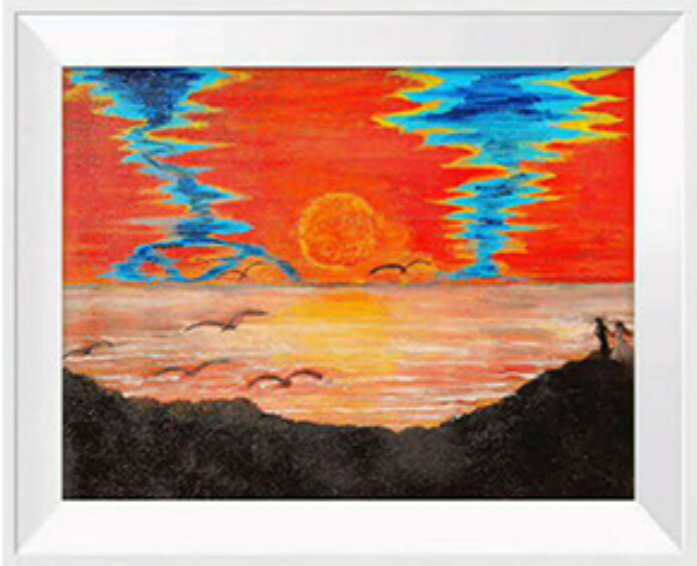
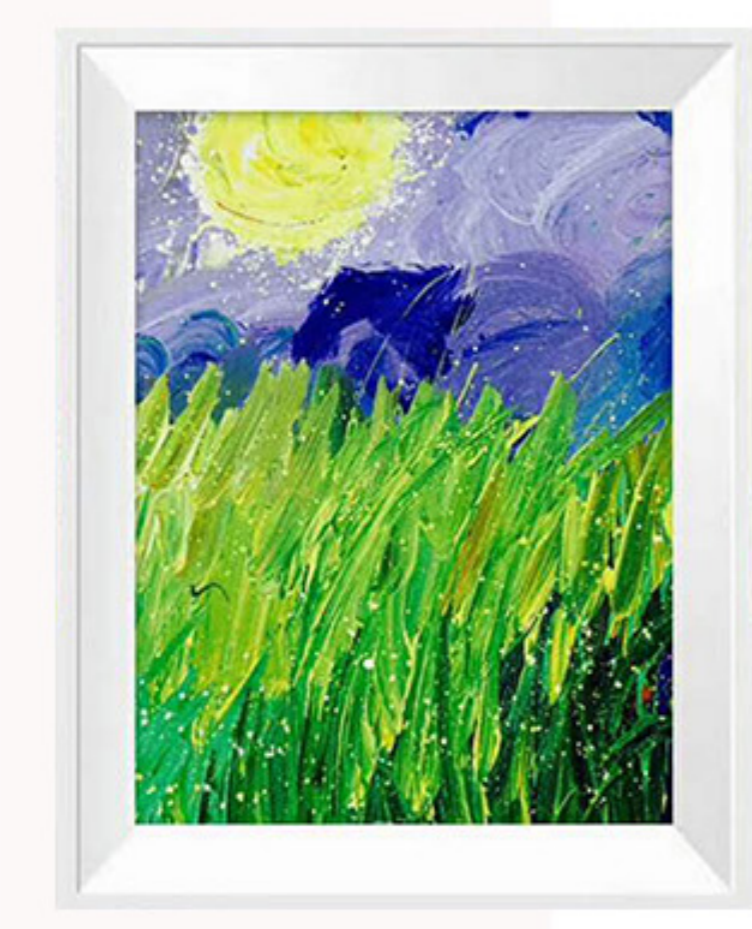
The Fanny Pack — £15 GBP



Warm and Dry Set — £60 GBP

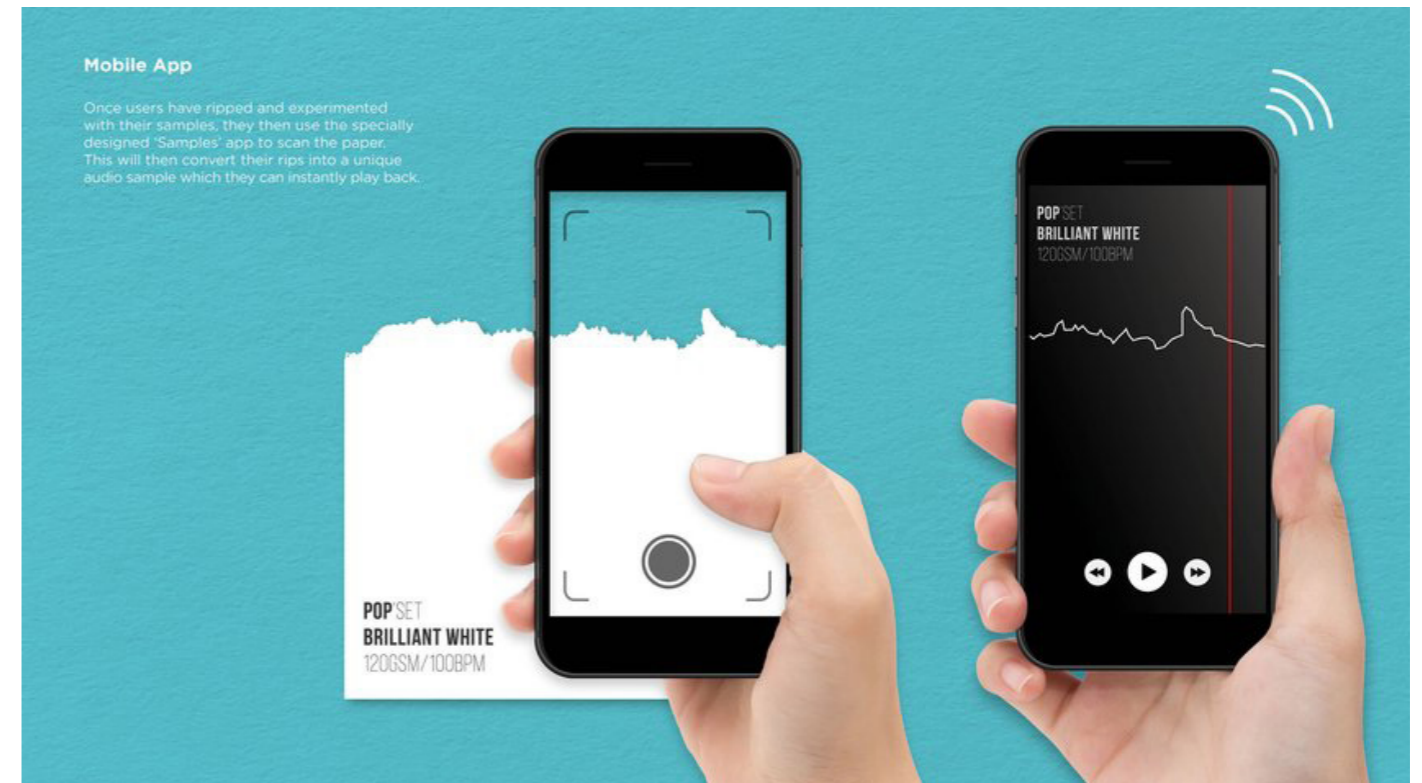
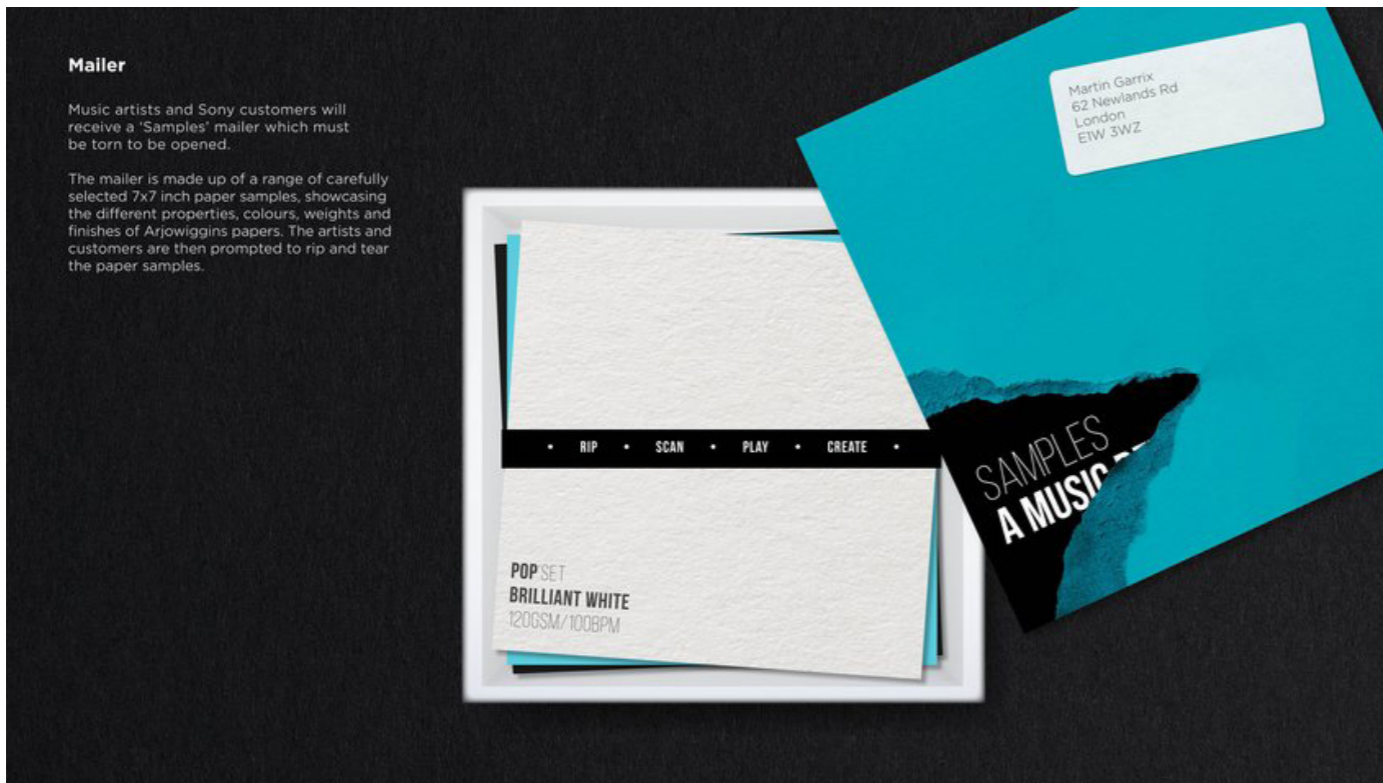
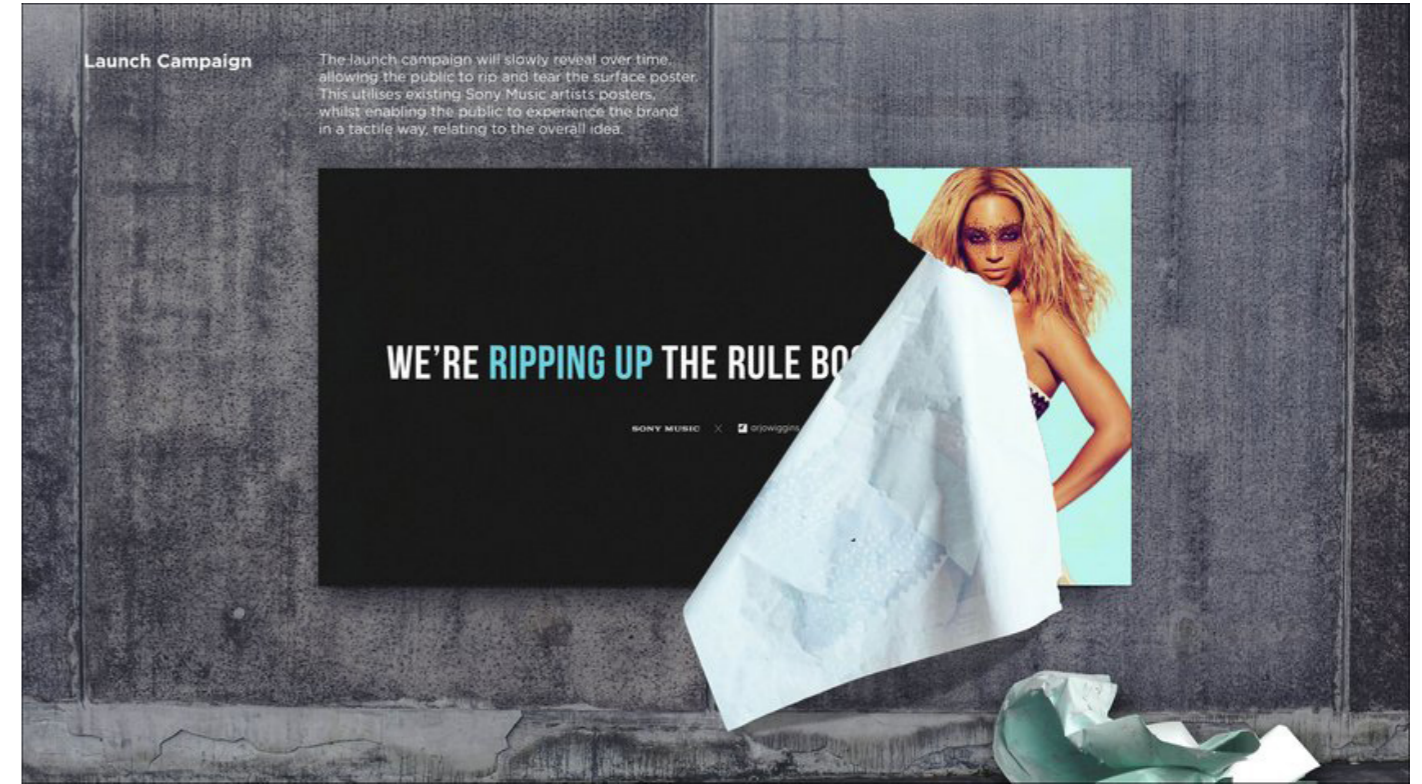


Winter Jacket — £25 GBP





RESEARCH



RESEARCH

Music Technology

The colour of the sample will determine the basic sound and the rip of the sample will determine the variables, such as pitch, distortion and frequency. Different textures, weights and finishes will all rip differently, meaning that no two sounds will be the same.

Various Artist

Once the audio samples have been used to create a piece of music, the artist or customer can then use the physical paper version of the samples to create their own album art.

This will not only be unique to every user, but will also visually represent the music, showcasing the beauty and diversity of both paper and sound.

Music Notes

Users will also be encouraged to write about their experimental sounds using 'Music Notes', which enables them to keep a log of their trials and errors. These notes will be recognized by the app and will be uploaded to each users online Sample book.

Sample Book

Once scanned on a mobile device, users can then upload their Samples to their own online 'Sample Book' where they can save, explore and even layer their different samples.

DUO by amazonfresh

OPPORTUNITY

Despite all the content and advertising brands have targeted towards foodies, no brand has designed its consumer experience journey around them or their habits.

IDEA

DUO AmazonFresh introduces a unique ecommerce experience - especially for foodies - that showcases the wide range of products available on the platform. Foodies would be able to select whether they would like to shop by recipe or ingredient and the platform would use its smart algorithm to complete the shopping list.

MEDIA STRATEGY

- Webpage (on-line shopping)
- Amazon Echo (home)
- Interactive displays (outdoor)



INTERACTIVE DISPLAYS

IDEA
Bring DUO AmazonFresh to people on their way home. Interactive billboards where people can choose between a selection of recipes. They can get ingredients directly delivered by the time they get home.

EXECUTION
Interactive billboards show a selection of 10 dishes. People can go through the list and decide what is more appealing to them. Once they choose, they will be able to buy full list of ingredients by scanning the code with Amazon App.



SCAN CODE GET THEM ALL

DUO by amazonfresh

— PEARSON —

ORGANIC LEARNING

— 2027 —

Challenge

In 2027 people often change roles, balance multiple jobs or work for themselves. They must deal with work insecurity and constantly adapt to changing technology. Regular upskilling is required by this transitional workforce of both young and established professionals.

Solution

A digital platform which motivates learners by showing relevant career paths. These are mapped out based on learner skills and aspiration data. Using interviews and research our team concluded there are two main learner types; guided learners and independent learners.

guided learner

A NEED FOR STRUCTURE

The volatile job market and the need to regularly upskill tends to make guided learners feel insecure, undermining their confidence about their capabilities. Without guidance, structure and a clear goal these learners become demotivated.

STABILITY

Guided learners feel anxious about an uncertain future and seek stability through their career. However, they would not compromise on finding enjoyable work that builds on what they know.

vs

indie learner

A NEED FOR FLEXIBILITY

These learners are driven and focused, they don't need a set structure and prefer an exploratory approach. They are independent and adaptable when it comes to dealing with insecurity. A clear goal would give these learners the support they need to go that extra mile.

SELF-DEVELOPMENT

They may have a long term goal in the back of their mind but are always open to reexamining their direction if new opportunities come along. They aim to try new things and feel the need for constant self-development through their work.



Fulfilling work
Sense of security

Learning Styles

Career Goals

Career

Fulfilling work
Maintaining relationships

THE PROBLEM

A 2015 study conducted by the Alzheimer's Society, revealed that there are currently 850,000 cases of dementia in the UK, with numbers set to rise above 1 Million by 2025. 225,000 people will develop dementia in the coming year. For perspective, that's 1 new case of dementia every 3 minutes.

Despite these worrying figures, the UK invests a mere 5% of its total health budget on mental health conditions. Having each encountered this illness affecting someone we knew directly, dementia was what we felt passionate about highlighting and raising understanding for.


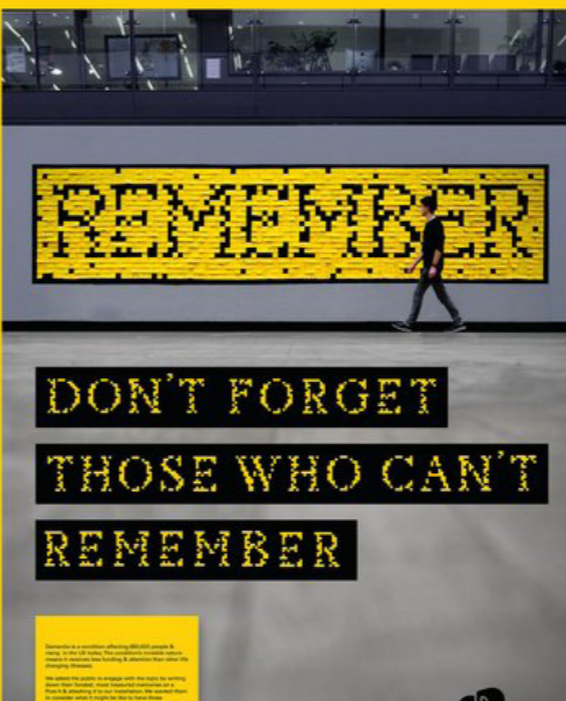
We set about ascertaining what could be done to gain public support and awareness for the dementia community who are largely neglected, underrepresented and misunderstood by society due to the invisible nature of the illness.

THE INSIGHT

We created an interactive typographic installation which seeks to engage a wider audience in the discussion. We asked members of the public to write down their fondest and most valued memories on Post-it notes and to reflect on what it might be like if those memories were taken away.

We chose the medium of note taking as it represents a ubiquitous means of everyday remembrance of tasks and memories. Participants would place their memories on the wall where they could be shared and appreciated by everyone.

On this blank canvas we noted the emergence of structure, built by users in their organic engagement with the surface. We used these structures as a catalyst to inspire and promote a unique

THE POSTER

The poster included a photograph of our interactive touchpoint and promoted our campaign tagline "Don't forget those who can't remember" using our typeface.

Posters could be displayed as part of an initiative to raise awareness for causes supporting those with dementia and their loved ones.

The poster would be just one element of a wider campaign that aimed to give greater exposure within society, prompting people to become more mindful and engaged with the dementia community.

THE DIGITAL REALM

In all, we had 1,500 participants in 24 hours, many of which posted our progress on their social media accounts. These interactions evoked a greater understanding and helped to inspire acknowledgement of the dementia community as a part of society.

Along with the installation and typeface itself, to further represent the degradation of memory that is synonymous with the illness, we created a .gif that would be shared online.

We documented how the memories disappeared from the wall and shared our various touchpoints (poster, gif, typeface and video) online using the campaign's tag line, links and branding.

Shared on the Dementia UK Instagram feed, viewers could be directed to the to find out more about the campaign, watch the video and find the next nearest pop-up installation for them to take part in.

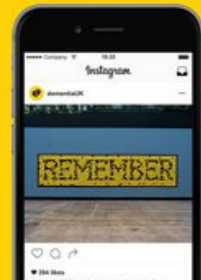


TAKING THE IDEA FORWARD

The installation we set up could be easily made mobile, perhaps being undertaken in other public places (shopping centres, transport hubs or even hospitals) to enable an increased awareness. By its presence, we would also generate yet more content and engagement.

The typeface we generated from our initial installation could appear in a poster alongside each installation, and could outline how it could be expanded with more participation.

An online campaign supporting these pop-up installations could spread the message and others could share typographic elements they created through their own interactions and discussions. A full font library could be generated using the same approach, thus adding to and expanding the variety of the typeface and potentially allowing users to vote on their favourite elements to later download and use in a comprehensive collection.



HOW MOST PEOPLE RECONCILE WITH FUR:



HOW WE APPROACH IT:

SKINNED EMOJI DAY

On December 10th International Animal Rights Day, we'd like to transcend physical barriers to unite people globally as one voice against animal skinning.

No matter where you live, or what language do you speak, there are two things everyone understands: **pictures and pain.**

This is why we're creating the Skinned Emoji pack - to help people reconcile and express their grievances towards the animal suffering.

We will partner up with Google, Apple and Twitter to have this pack automatically replace regular emojis on International Animal Rights Day; sparking conversation, and giving us a global unified voice.

Hey! 🐱

Damn.. 🐱🐱🐱

Text Message



ENG 🕒 🗨️ 🌐 🚗 📶 🔍 🗑️

Insight

To start the project, I interviewed people from the target audience to find out why they weren't shopping at John Lewis. I discovered the main reason was because they were renting and living on a budget.

It has become increasingly difficult to become first time buyers. House prices are rising, especially in cities. This is causing many young adults to rent. The media are calling it 'Generation Rent'.

Problems with renting:

- Living on a budget. Less spare cash to spend on good quality furniture. Busy city workers settle for more cost effective/poor quality furniture.

- It's only a temporary home. Situations can change very quickly. Landlords can increase rent charges which cause tenants to move.

- Furniture that they buy may not fit their new apartment when they move. They'll lose money when selling it on.



CROWNE PLAZA

PROBLEM

As one of the world's leading hotels, Crowne Plaza does a lot of things well, however, from our research and surveys, we found out that most young professionals has never heard of or stayed in Crowne Plaza.

INSIGHT

We find that Crowne Plaza's brand identity is old fashioned. It needs to be fresh and attractive for the next generation of business travellers. We've noticed that it doesn't exactly combine work, life and play together.

SOLUTION

We've delivered an identity to transform Crowne Plaza into a brand that is more flexible, unique and fun. It also allows young modern business travellers to seek fresh perspectives from the world around them.

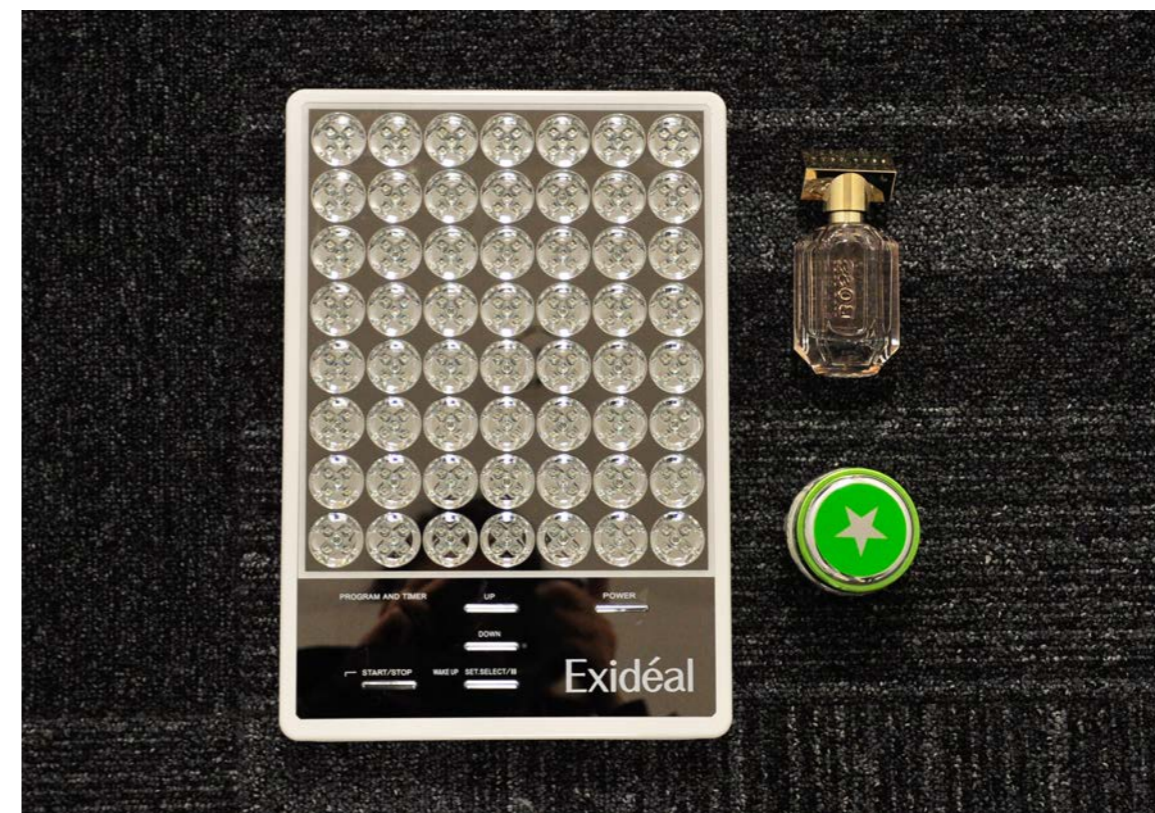
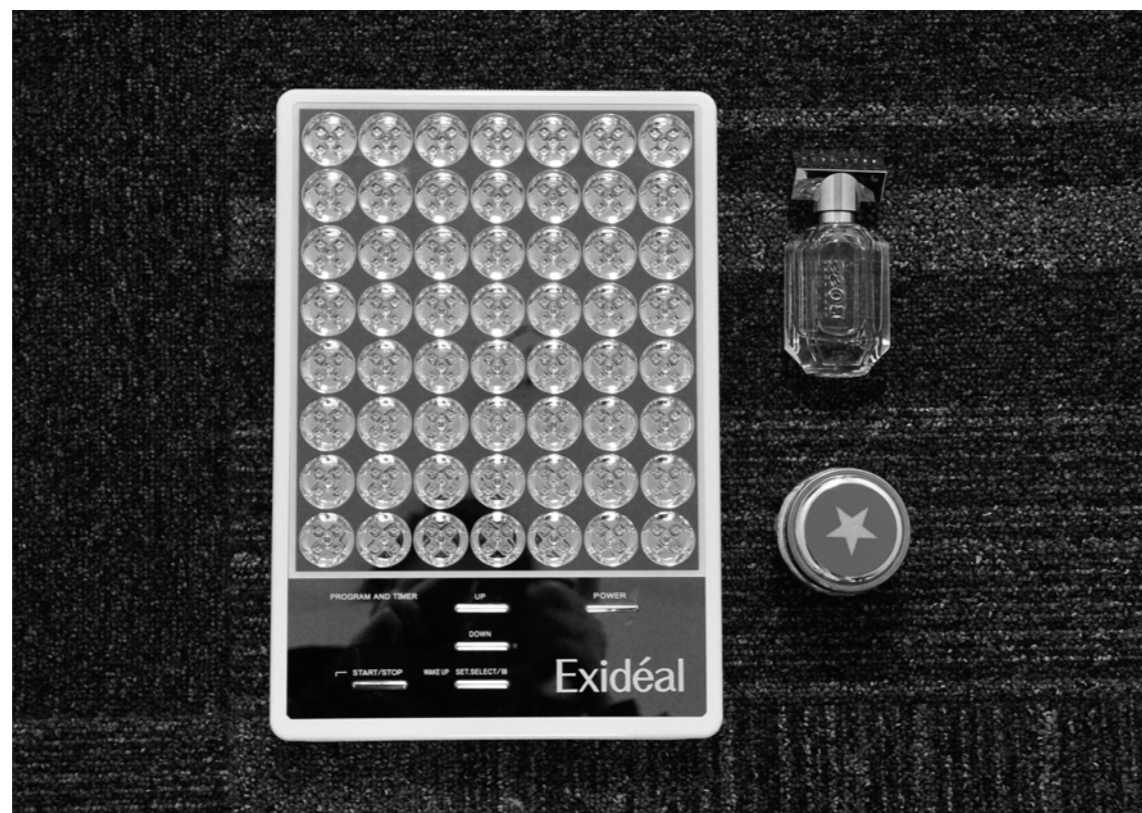
DEVELOPMENT



DEVELOPMENT



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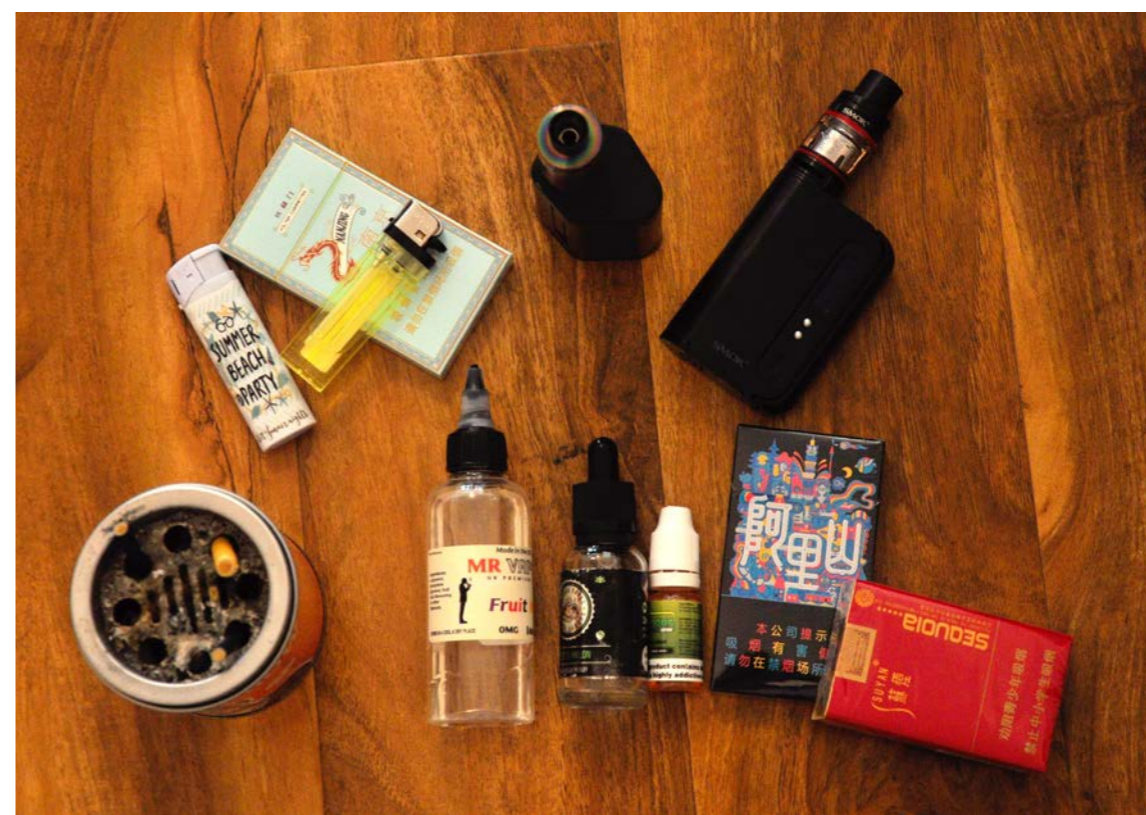


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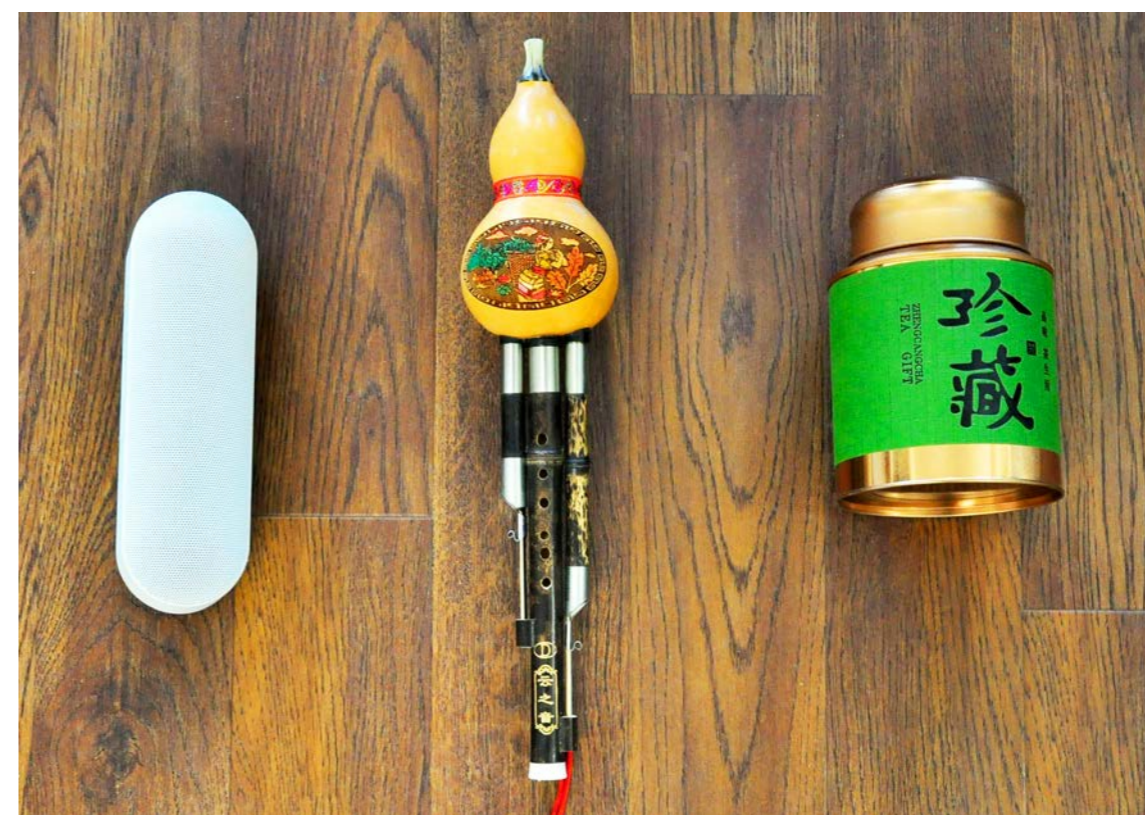
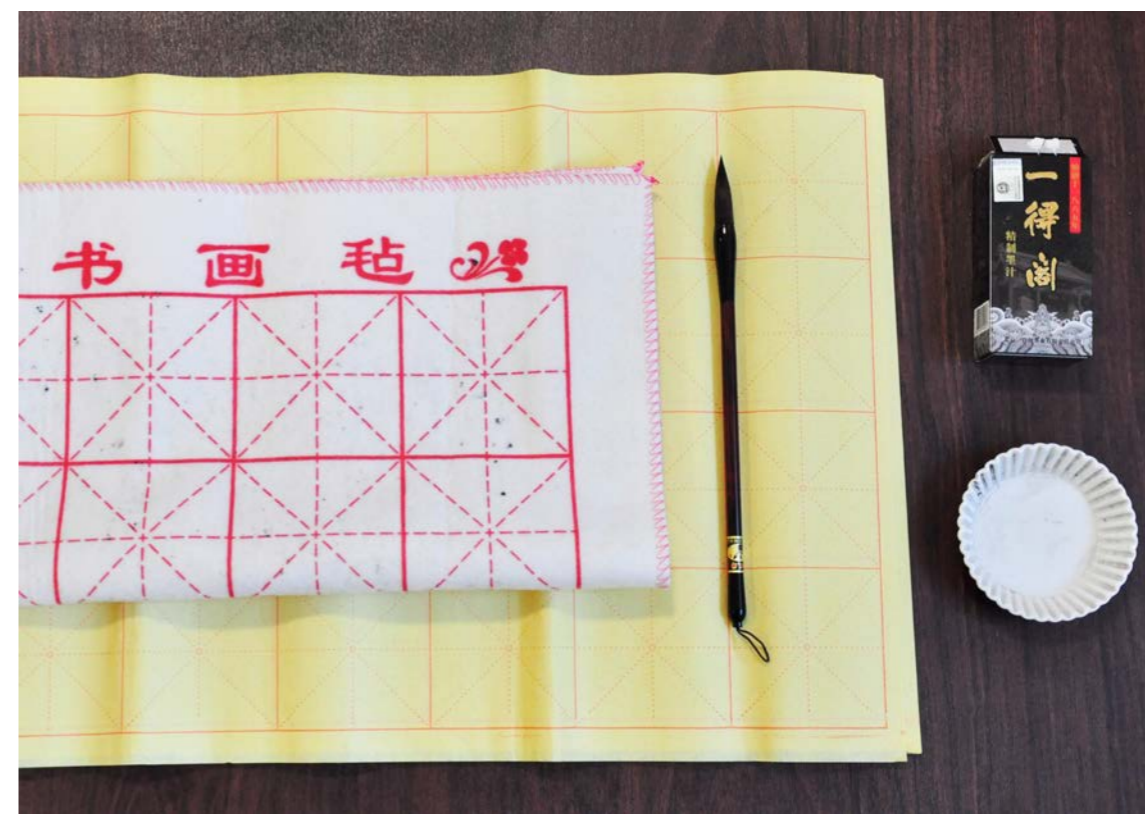
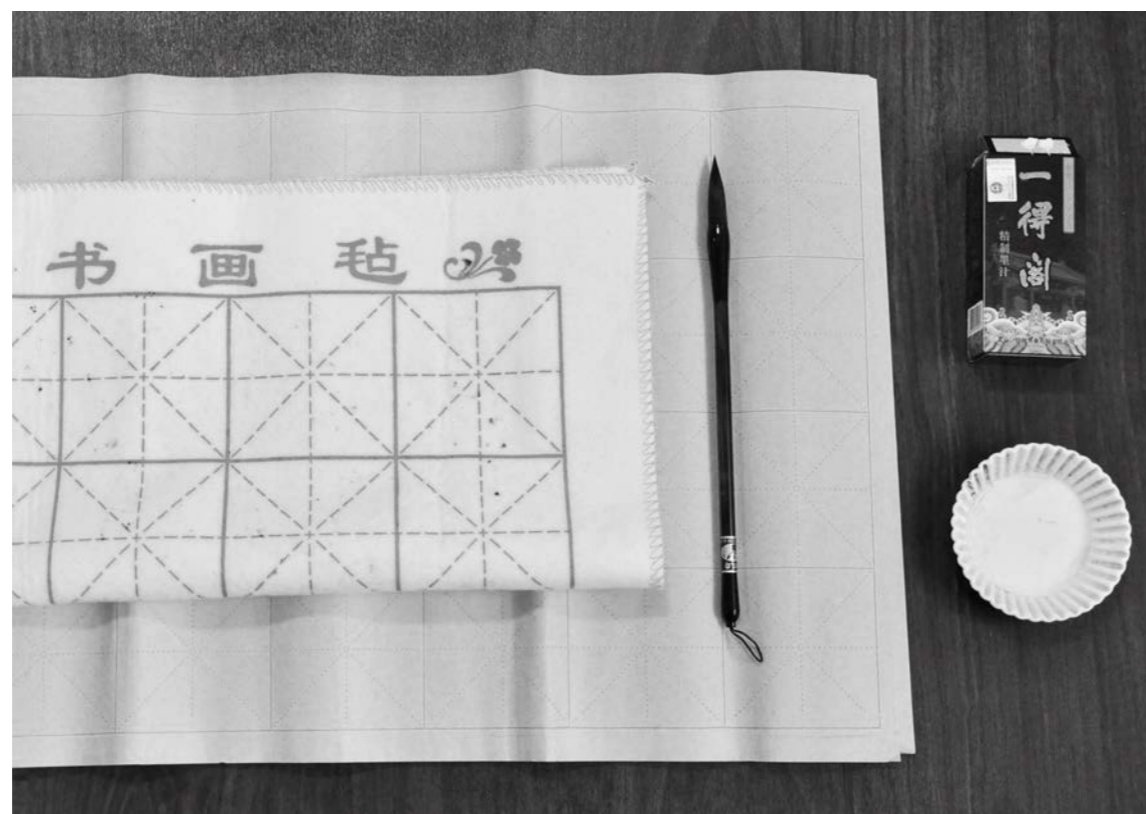




DEVELOPMENT



DEVELOPMENT



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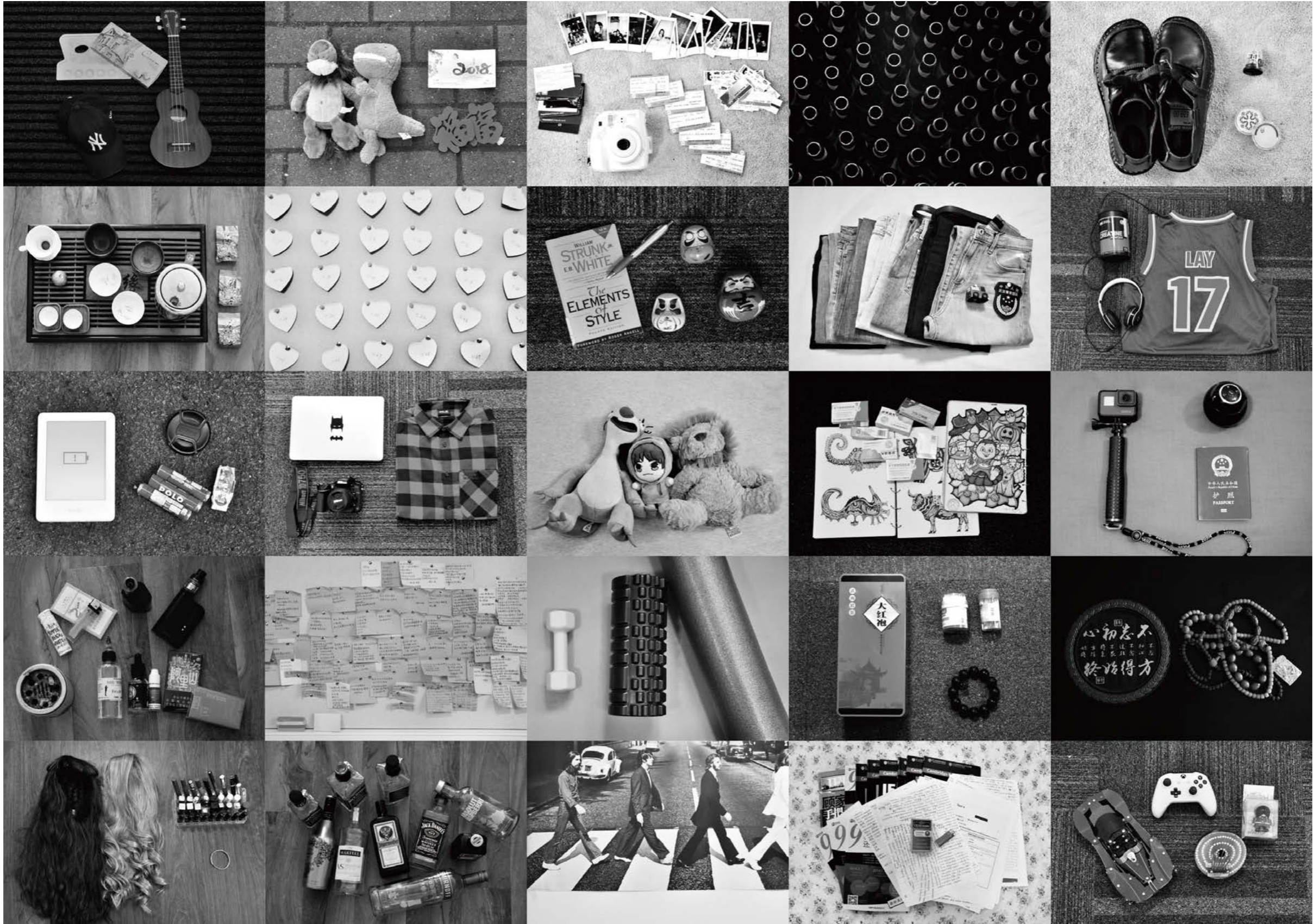
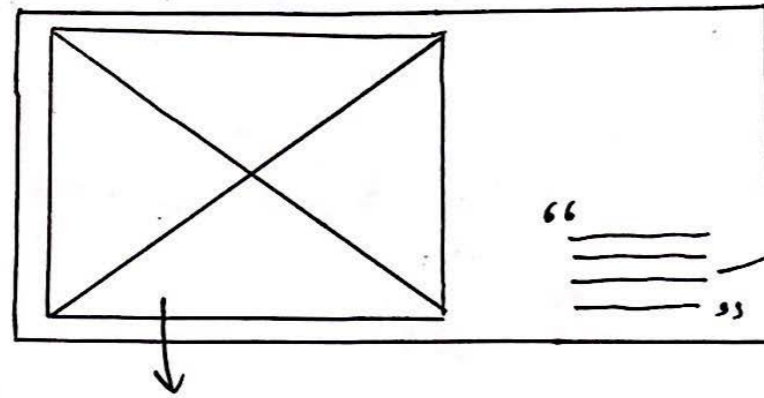
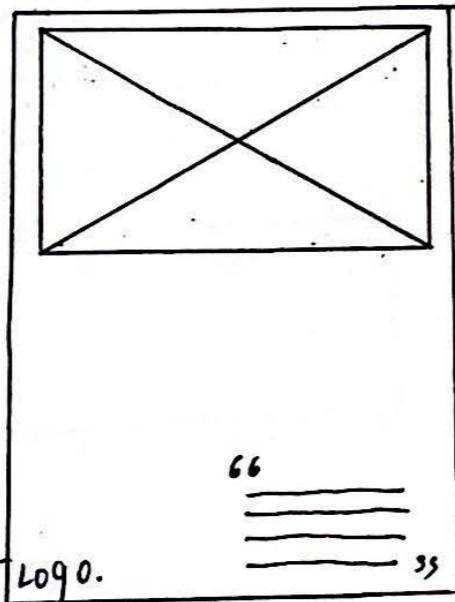


image + story



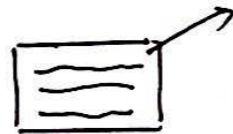
story about three things → homesick.

three things



dropbox paper.

logo.



basic information

age ✓ length (the time stay in UK) ✓

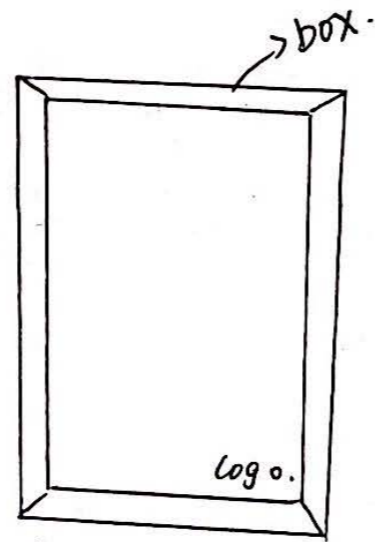
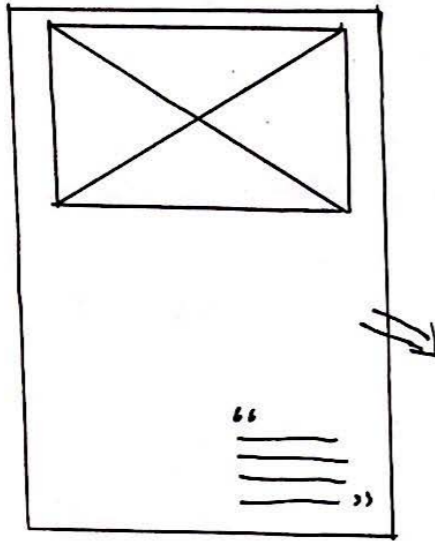
hobbies X

major ✓

xxxx miles ✓ (bigger fonts)

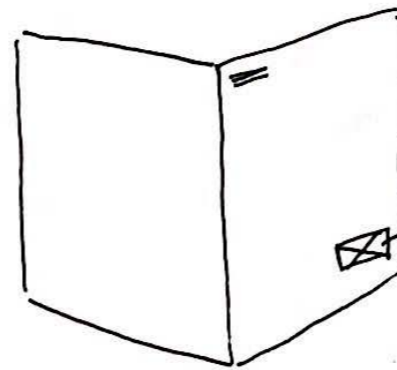
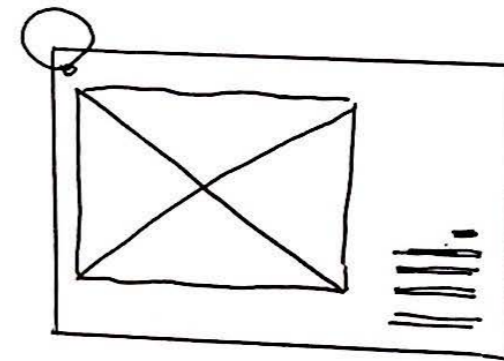
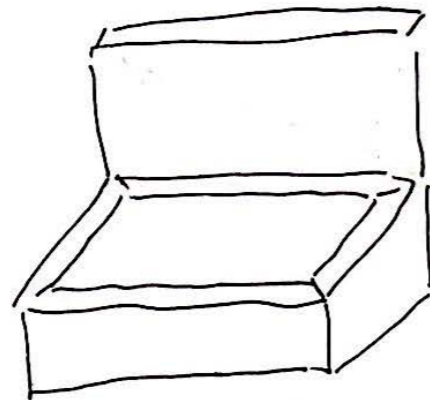
name ✓

card



Dropbox Paper
487zero

brochure

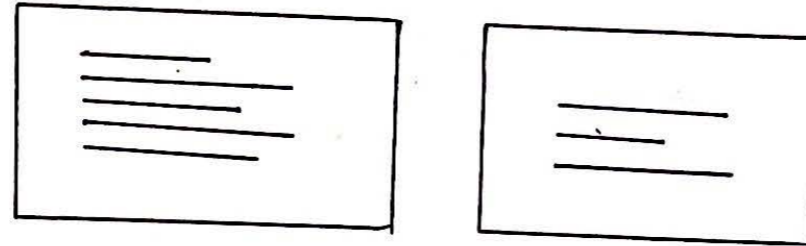


Logo.
487zero
miles from preston to china

video.

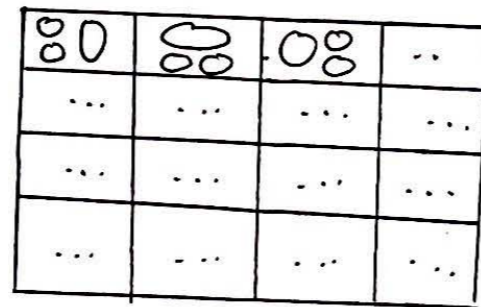
part 1: 40s

background.
2 or 3 images



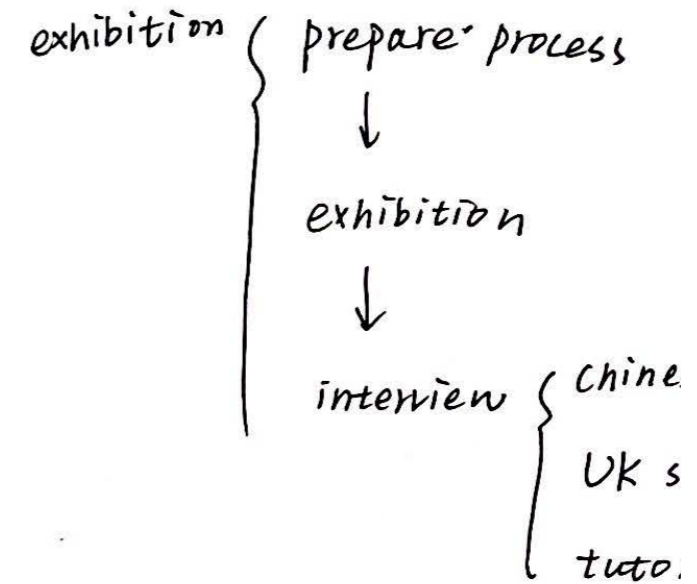
part 2: 15s

the images
about 3 things



⇒ black & white

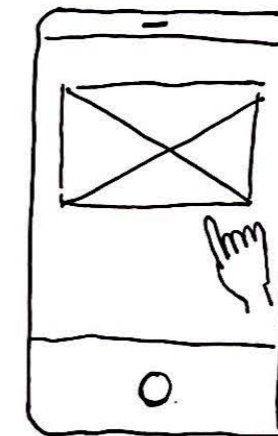
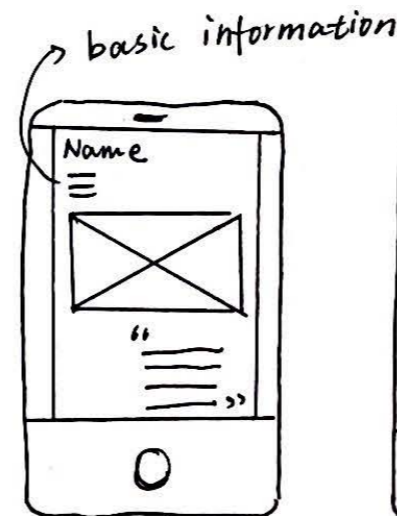
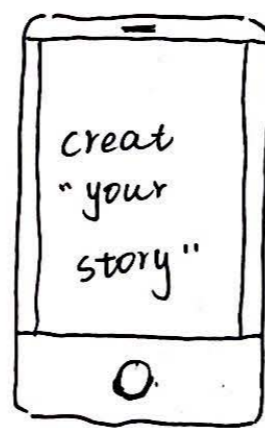
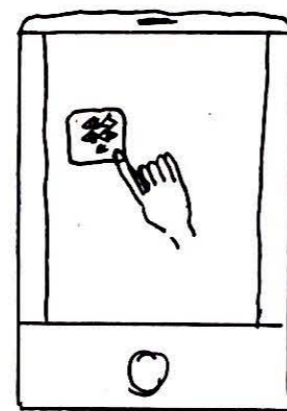
part 4: 35s



part 3: 25s

dropbox paper platform

creat ⇒ share.



click the in
and write
your comme

487ZERO FLONA

“I came here with my boyfriend last year. We have visited a lots of cities, and collected all the tickets. These are the memory only belong to us.”

 **Dropbox Paper**

Age: 20 Length: 5 months Major: Adevorting **5,005 miles**

487ZERO FLONA

“I came here with my boyfriend last year. We have visited a lots of cities, and collected all the tickets. These are the memory only belong to us.”

 **Dropbox Paper**

Age: 20 Length: 5 months Major: Adevorting **5,005 miles**

487ZERO IRIS

“Recently, I am working on my essay from morning till night. Chewing gums help me keep awake. I always miss my parents when I feel tired especially at late night.”

 **Dropbox Paper**

Age: 23 Length: 32 months Major: Animation **5,075 miles**

487ZERO EASON

“I drank these in the Chinese New Year. It was my first time spend the Chinese New Year alone in twenty years. It is really hard to describe my feeling.”

 **Dropbox Paper**

Age: 22 Length: 15 months Major: Media Production and Technology **4,832 miles**



487ZERO IRIS

“Recently, I am working on my essay from morning till night. Chewing gums help me keep awake. I always miss my parents when I feel tired especially at late night.”



487ZERO EASON

“I drank these in the Chinese New Year. It was my first time spend the Chinese New Year alone in twenty years. It is really hard to describe my feeling.”



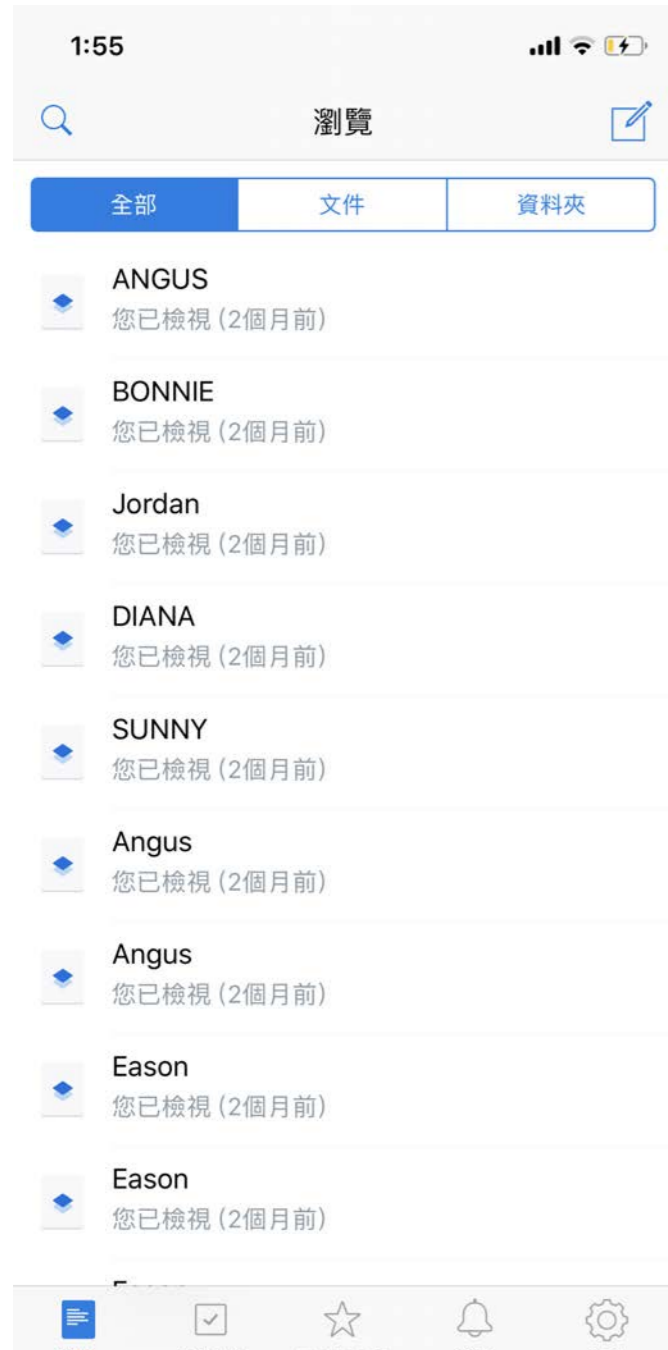
487ZERO DANNY

“These were given by my father, when I was young. No matter where I go, I always take them with me. They make me feel warm and comfortable.”



487ZERO ANNIE

“Since I came to UK, I has developed a habit of writing a sticky note everyday. When things aren't going well, these notes encourage me, educate me, tell me not to give up. Keep at it.”



1:55

< 瀏覽 Y 編輯 ...

BONNIE

y Age: 21
Major: Media Production
Length: 2 years

"These are the most important things for me. The dolls are given by my parents and I took them from China. The ticket is about a chinese

1:56

< 瀏覽 Y 編輯 ...

SUNNY

y Age: 22
Major: Media production
Length: 5 months

"My skin is allergic because I am not adapted to the climate in UK. I need to take medicine and drink lots of water everyday. The lipstick must be the most important thing for me, cause it

1:55

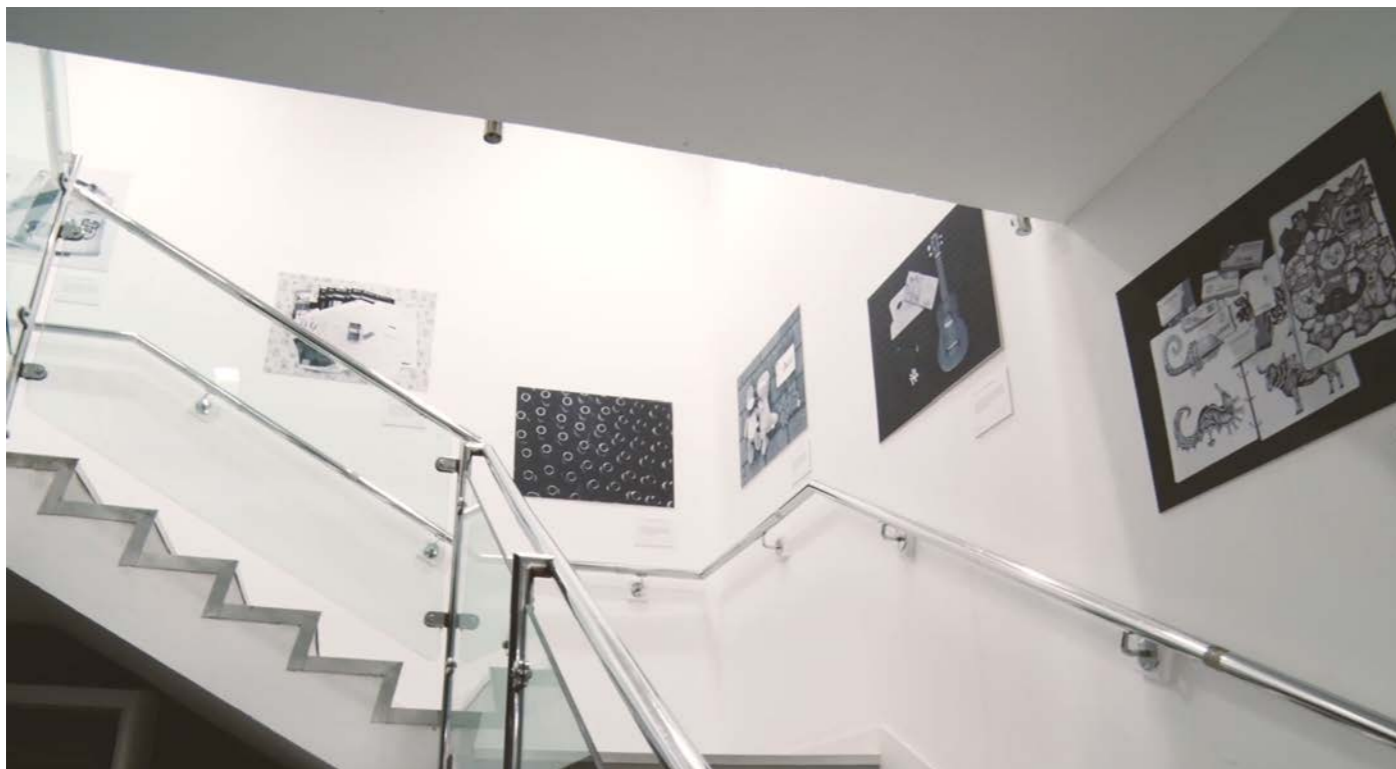
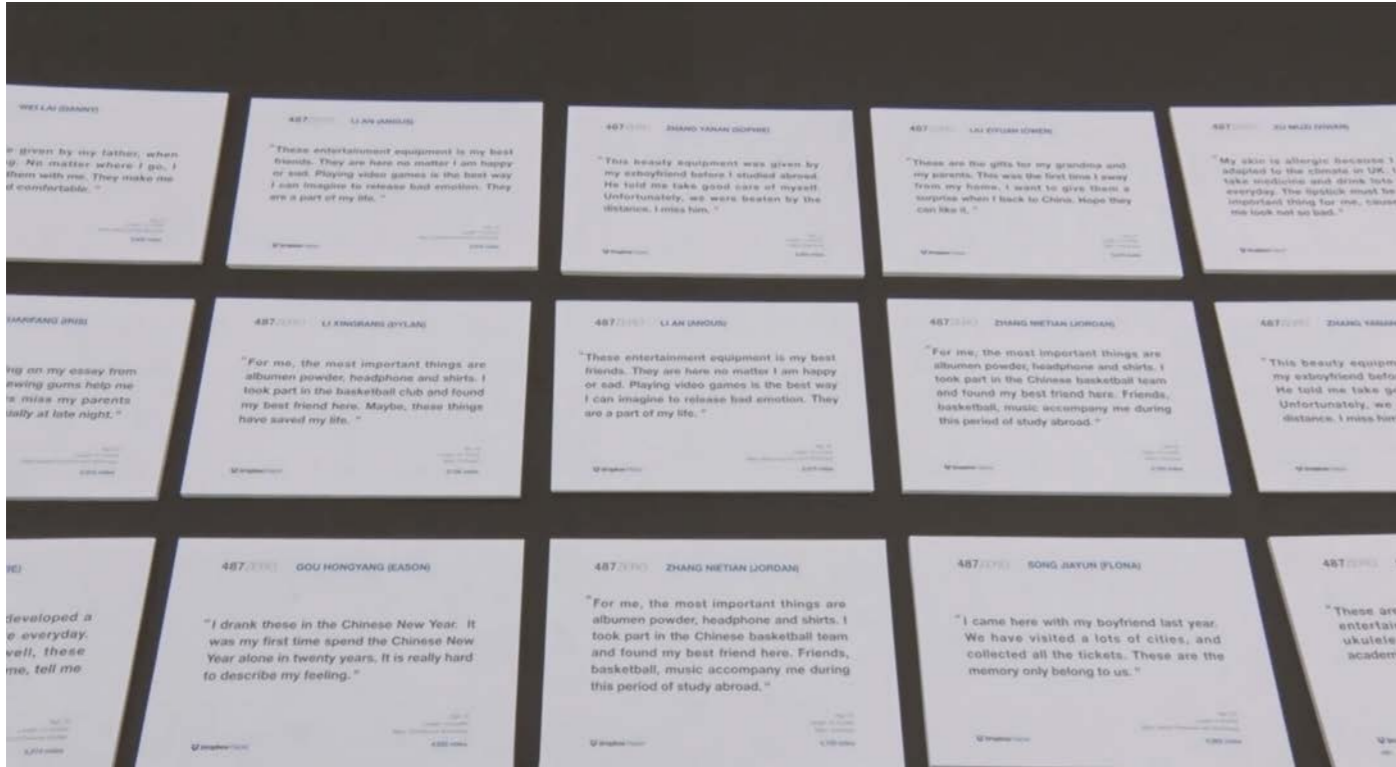
< 瀏覽 Y 編輯 ...

ANGUS

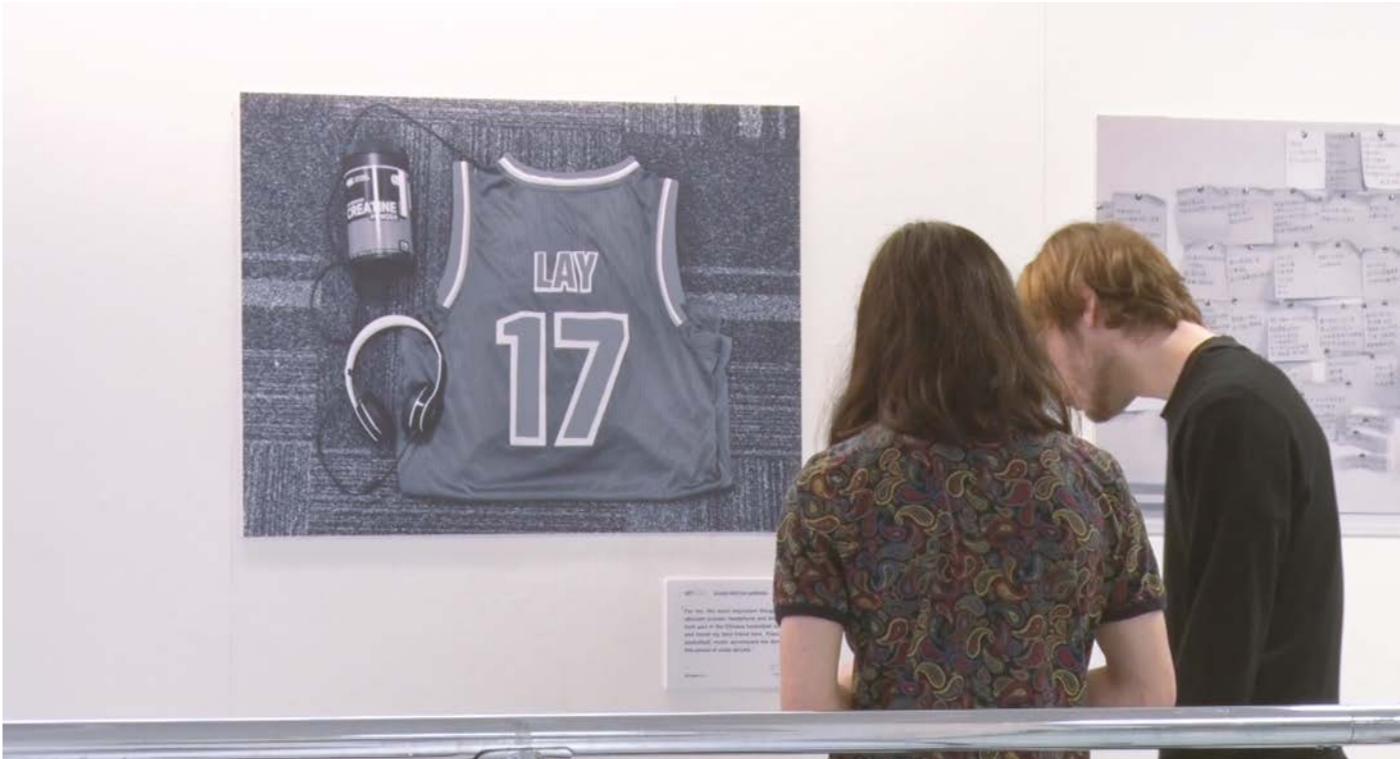
y Age: 21
Major: Media production
Length: 1 year

"Recently, I am working on my essay every day and night. Chewing gum can keep me awake. At dead of night, I always miss my parents when I feel

DEVELOPMENT



DEVELOPMENT

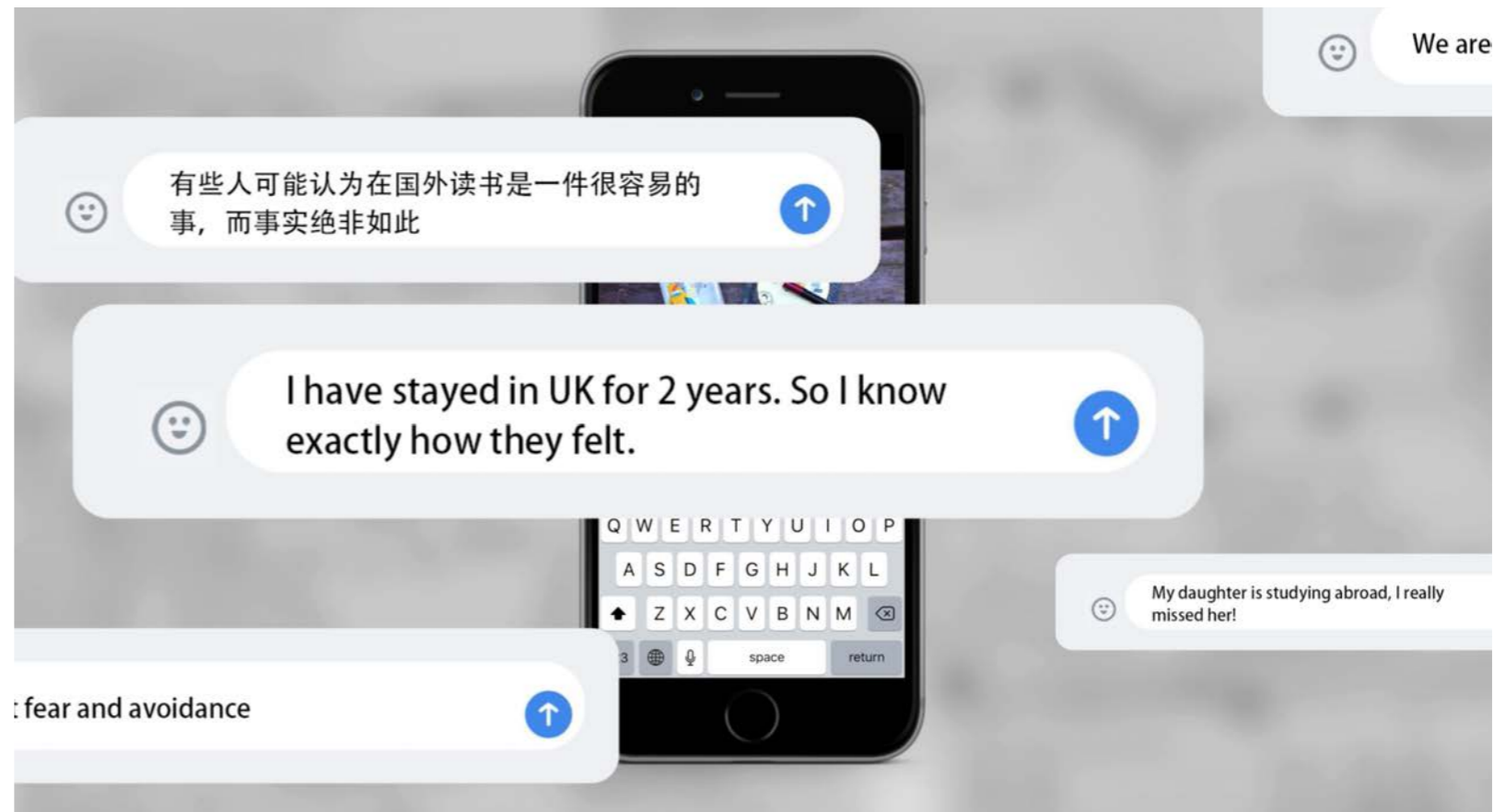
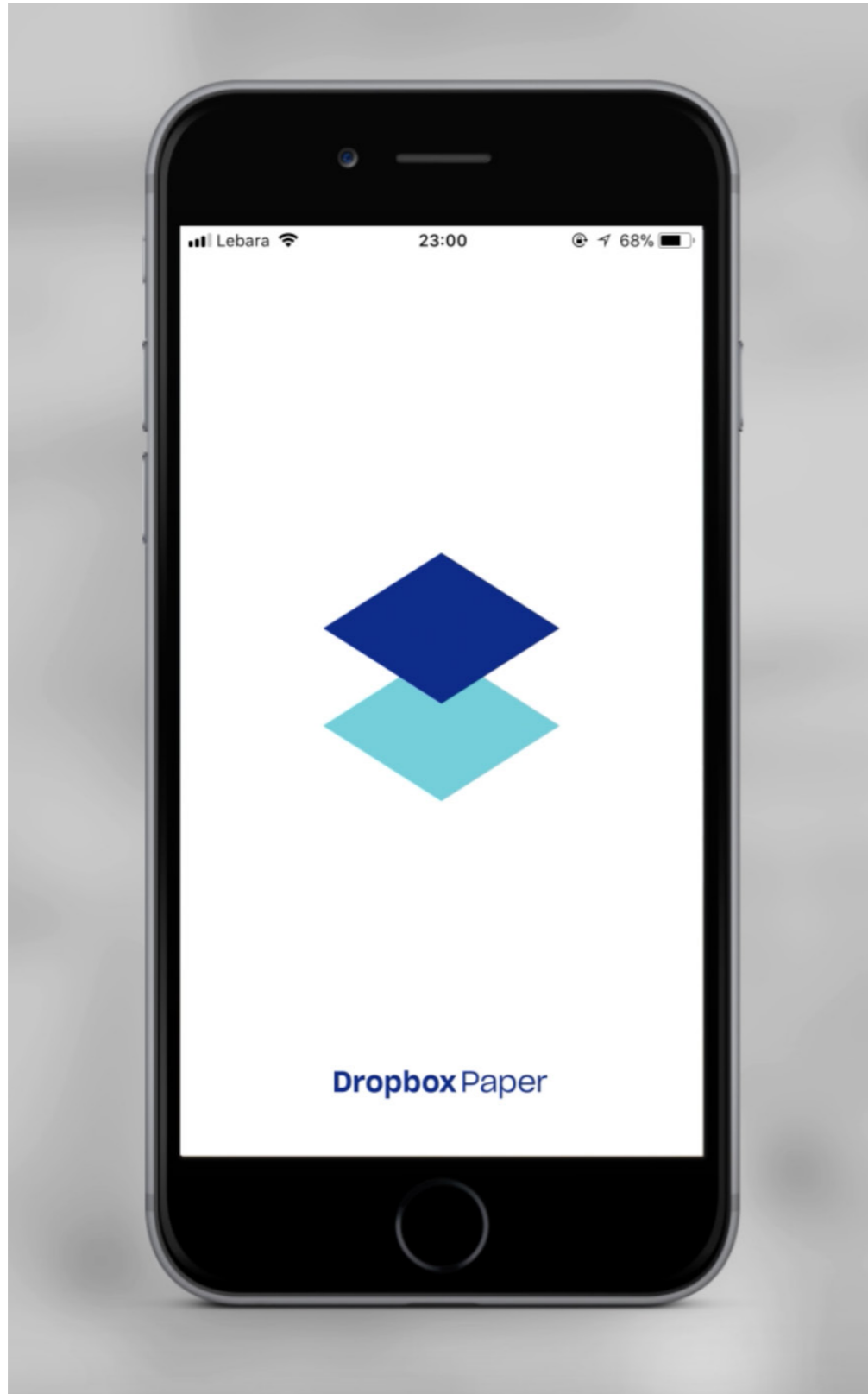


According to a recent survey about psychological problems from Yale University, 45% of Chinese students studying abroad expressed they have experienced some psychological problems. This is increasing year on year.

As a young student studying abroad and being away from your family, friends and loved ones, it can often be a daunting experience.

The question is how can we further understand, help and support these students through their course of study?





FINAL WORK



THE CARDS

To support the 487ZERO exhibition a series of post cards were created. These cards were placed in the exhibition for people to pick up, helping them share the meanings behind each object, as well as helping them make contact.

487ZERO IRIS

“Recently, I am working on my essay from morning till night. Chewing gums help me keep awake. I always miss my parents when I feel tired especially at late night.”

Dropbox Paper Age: 23 Length: 37 months Major: Architecture 5,075 miles

487ZERO EASON

“I drank these in the Chinese New Year. It was my first time spend the Chinese New Year alone in twenty years. It is really hard to describe my feeling.”

Dropbox Paper Age: 27 Length: 11 months Major: Media Production and Technology 4,832 miles

487ZERO FLONA

“I came here with my boyfriend last year. We have visited a lots of cities, and collected all the tickets. These are the memory only belong to us.”

Dropbox Paper Age: 30 Length: 6 months Major: Advertising 5,005 miles

487ZERO SUNNY

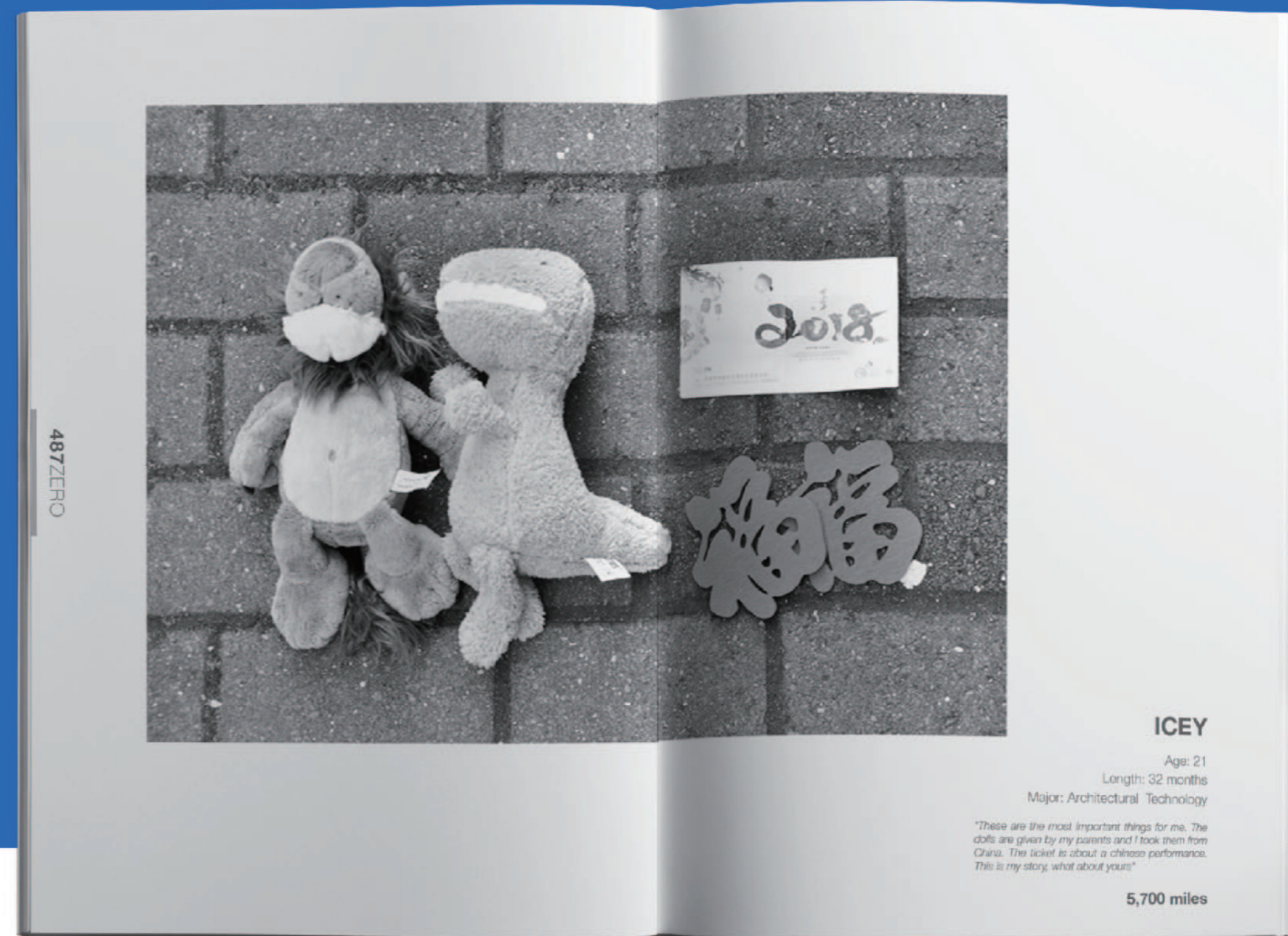
“These are the most important things for entertaining me. Drawing and playing ukulele let me calm down under big academic pressure.”

Dropbox Paper Age: 22 Length: 33 months Major: Graphic Design 5,005 miles



THE BROCHURE

To accompany the exhibition we produced a brochure. As we collect more and more peoples thoughts, comments and objects through Dropbox Paper we feel there is the potential to possibly create a book?



THE DROPBOX PAPER PLATFORM

We invited these students to collect and document these items through photography, and to share the meanings behind each object. By using the Dropbox Paper digital platform to collate and share them, we were able to create an inclusive community.