



you-a-day

by: Ophelia

insight

simple decisions we make daily,
can contribute to the gradual
improvement or deterioration
of the world, even ourselves.



target
audience

age group 7 +



concept

an interactive story book containing daily decisions that cover several SDGs; including:

- good health & well-being
- affordable & clean energy
- sustainable cities & communities
- responsible consumption & production
- climate action



objective

inspire users to *fix* their daily habits by educating them on how a change can bring improvement to themselves and the environment.



key message

every decision made has an impact to you, good or bad, directly or indirectly.



big idea

an interactive story book designed to educate users about simple *underrated* daily decisions and their impacts in a compelling way.

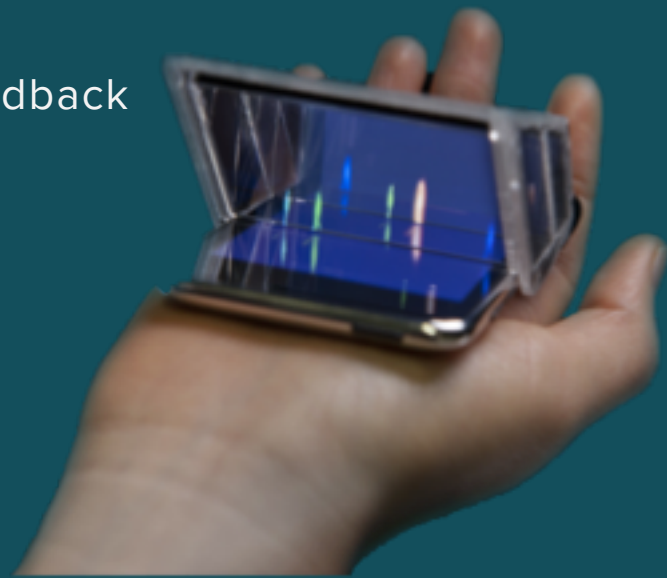




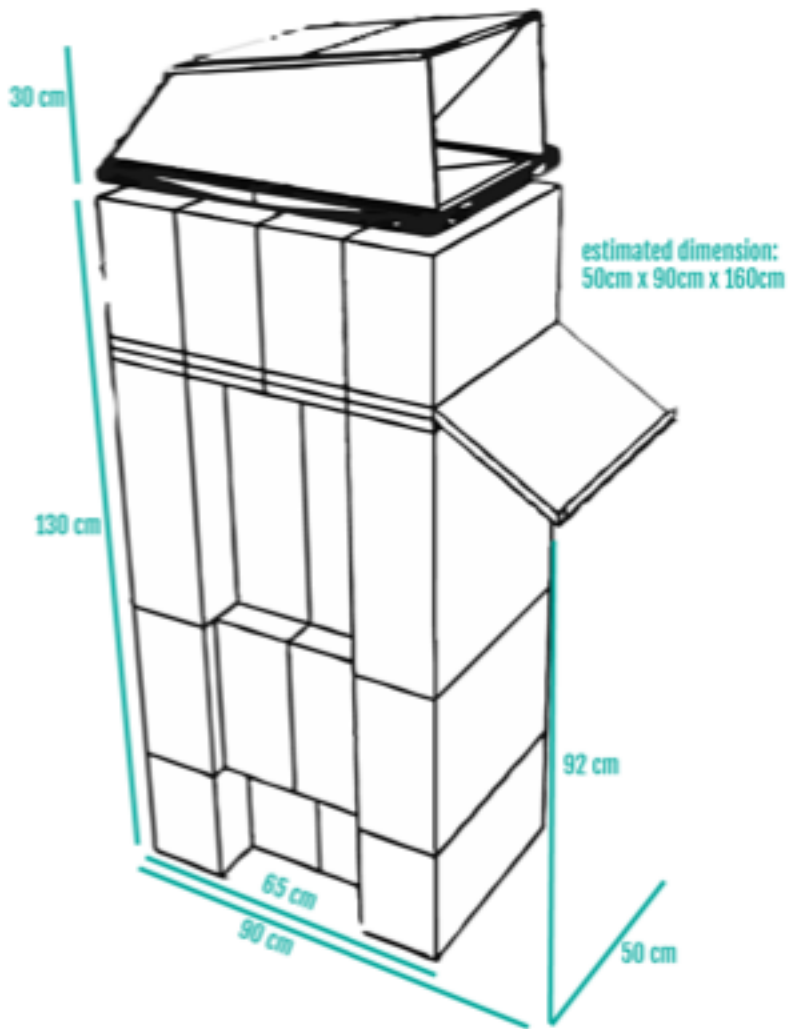
interactive book



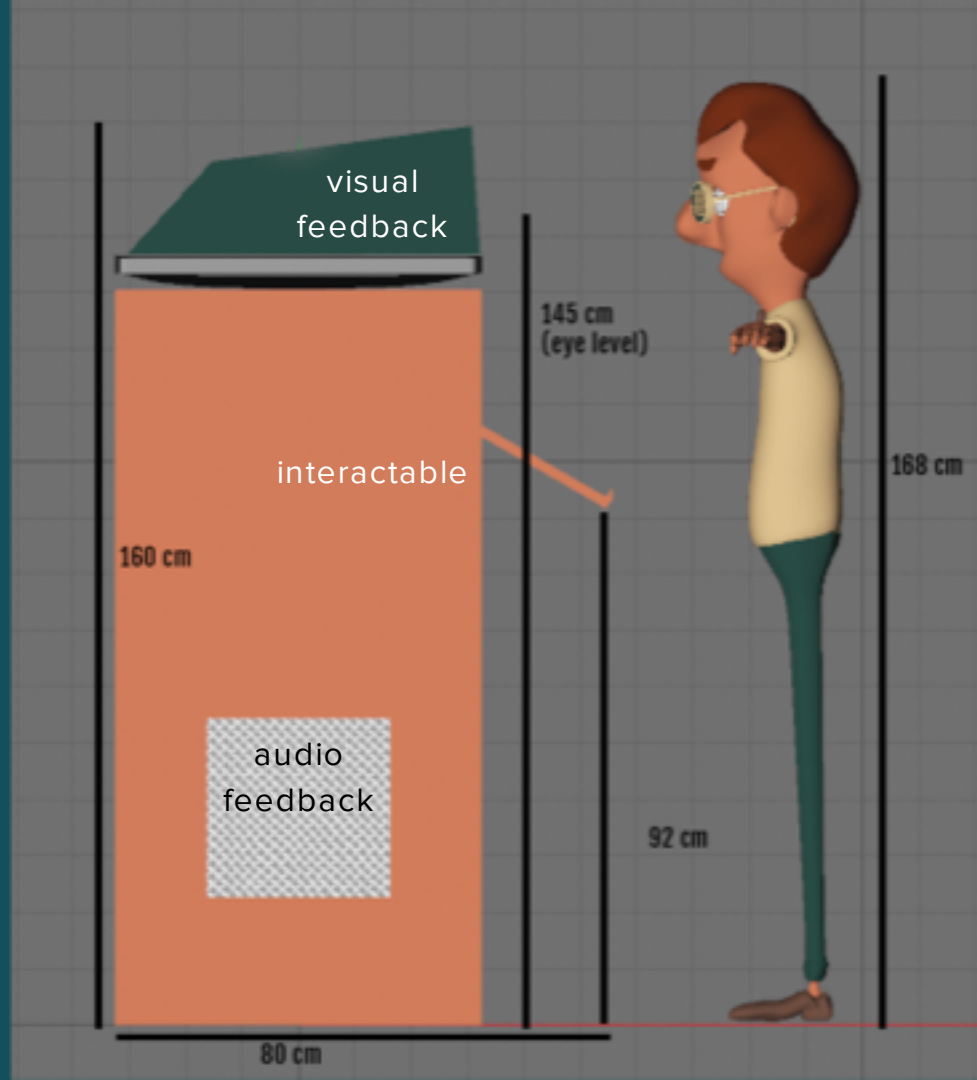
visual feedback



dimension (overall)



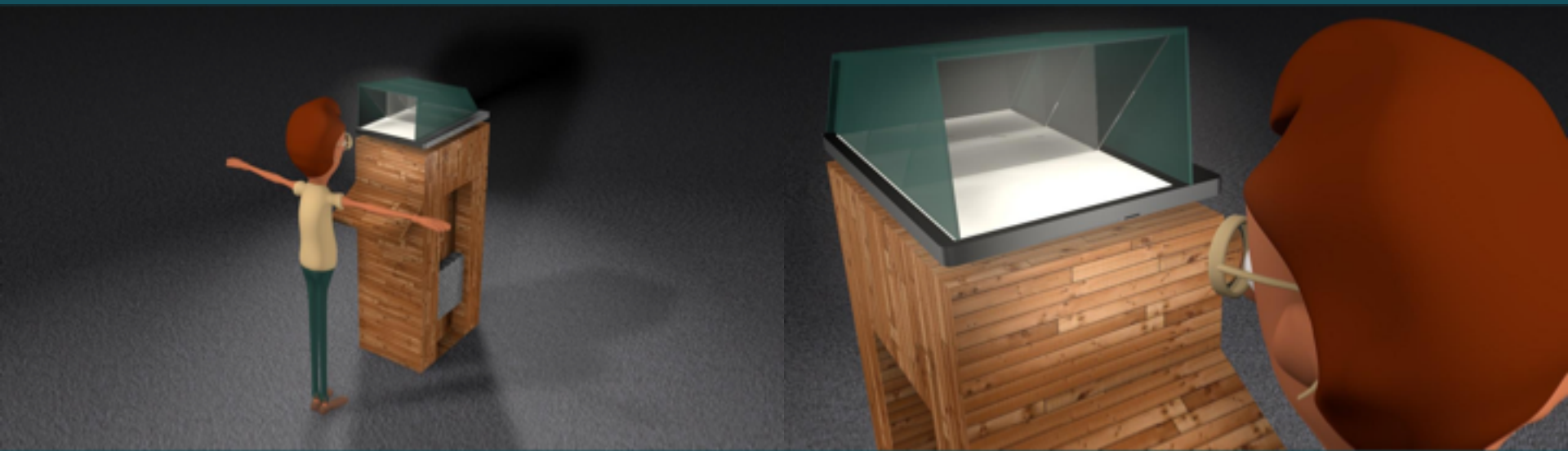
dimension (overall)



dimension

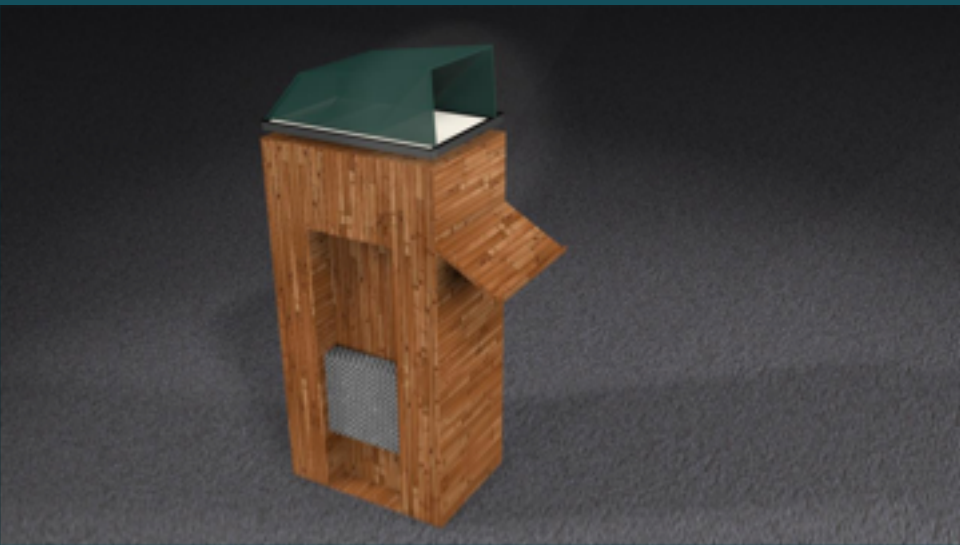
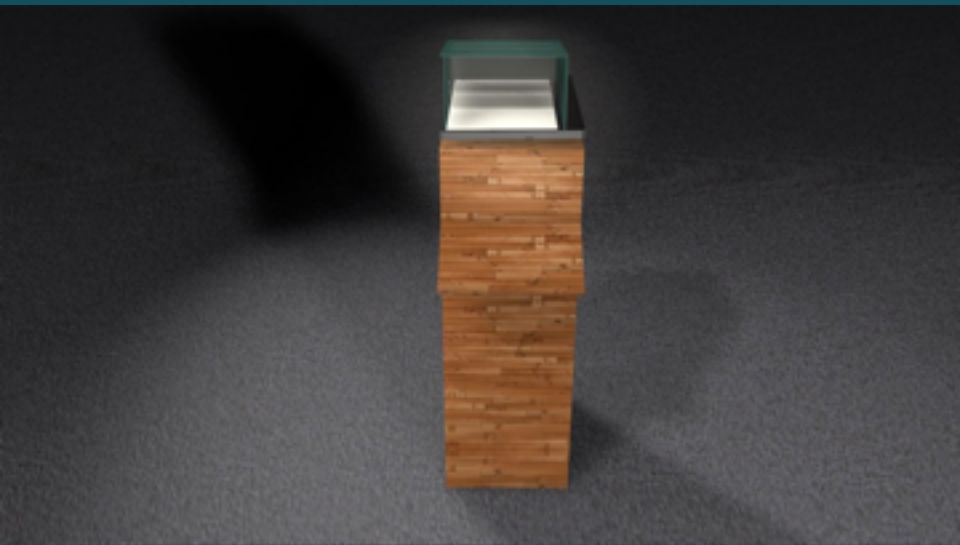
(interactive book)





mockup





mockup



materials

structure:

- wood*
- acrylic

electronics:

- screen (27")
- LEDs
- speaker(s)

visual:

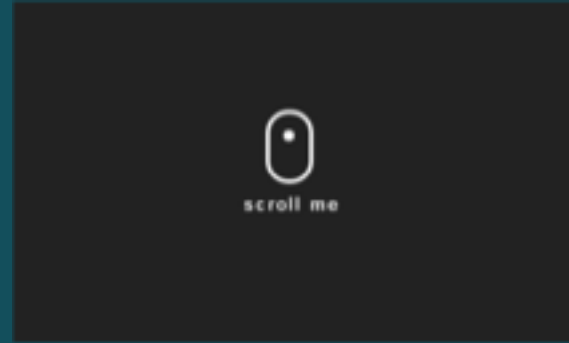
- printed in PVC paper
- craft materials



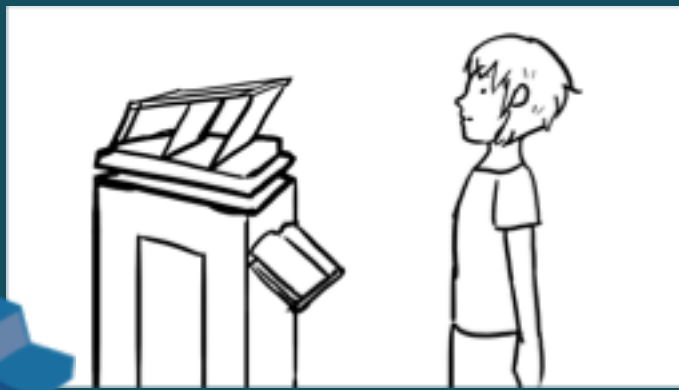
interactions on storybook reference



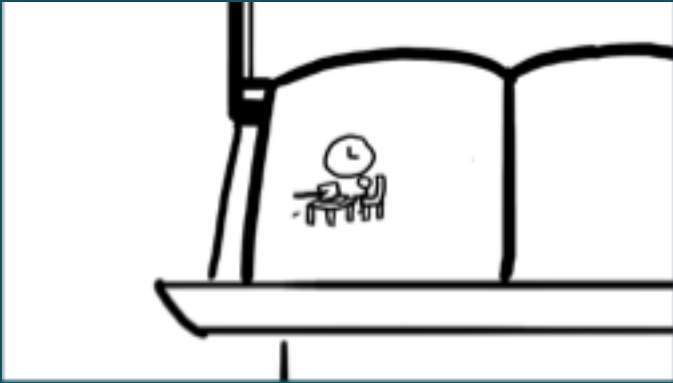
interactable reference



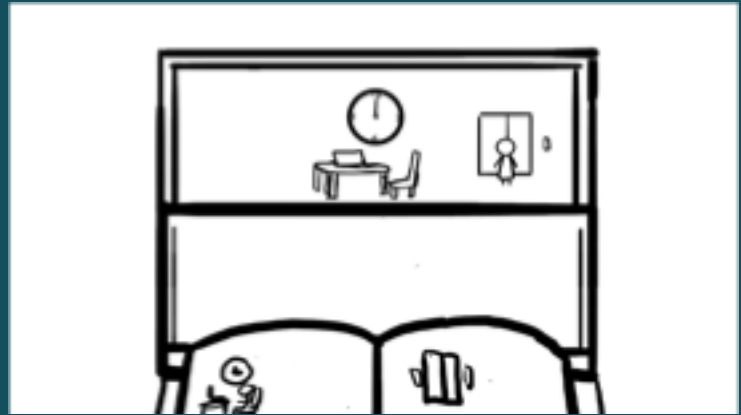
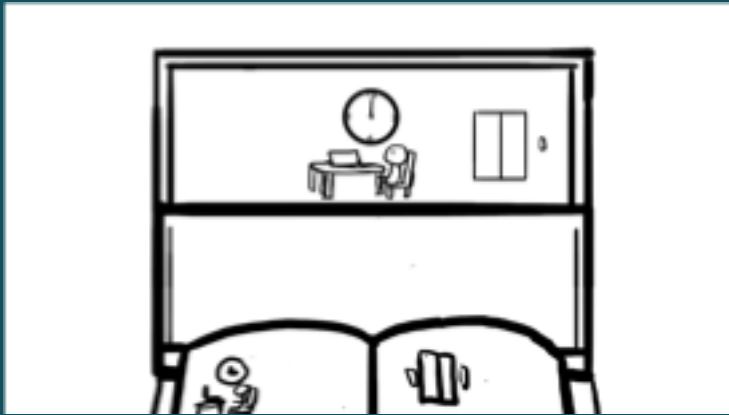
user experience



user experience



user experience



flow

- waking up
- packing for work
- going to work
- lunch time
- home sweet home



graphic



character



waking up

It's the beginning of the day, you wake up to a blaring voice and quickly **snooze the alarm clock**. You proceed to **brush your teeth** and take a **shower** to start the day.

alarm clock (press to off)

SDG brush teeth (lift up & down)

SDG water heater (dial)

dress up (pull up to change)



packing for work

You're planning to leave for work, making sure all your **fully-charged gadgets** are with you. You do your **laundry** and do a **final check** before you leave the house.

SDG unplug phone charger (**pull**)

SDG laundry (**press a few times to put in cloth**)

take out laundry (**flip open**)

SDG switch off main power (**flick switch**)



going to work

You get on board, **put on your seatbelt**. It's traffic jam, there must be a **better way** to deal with this situation... Finally, you reach work on time.

seatbelt on (attach)

turn on radio (dial)

SDG idle car (press to switch off engine)



lunch time

Everyone can hear your stomach rumbling, time passes **so slow**, yay, lunch break!
You still wonder you're going to **dine in** or have it **takeaway**. You're back in the office.

turn clock time (spin the clock hand)

SDG takeaway or having here (pull to change)

lift (press to go up)

SDG If takeaway, wash container > recycle



home sweet home

You're finally back home, you **switch on** the light and proceed to take a shower. Time for some entertainment, you put up some **TV shows**, feeling peckish, you head to the **fridge** to get some snacks, to continue the shows with. Guess it's **time for bed**. Good night!

SDG switch light on (flick)

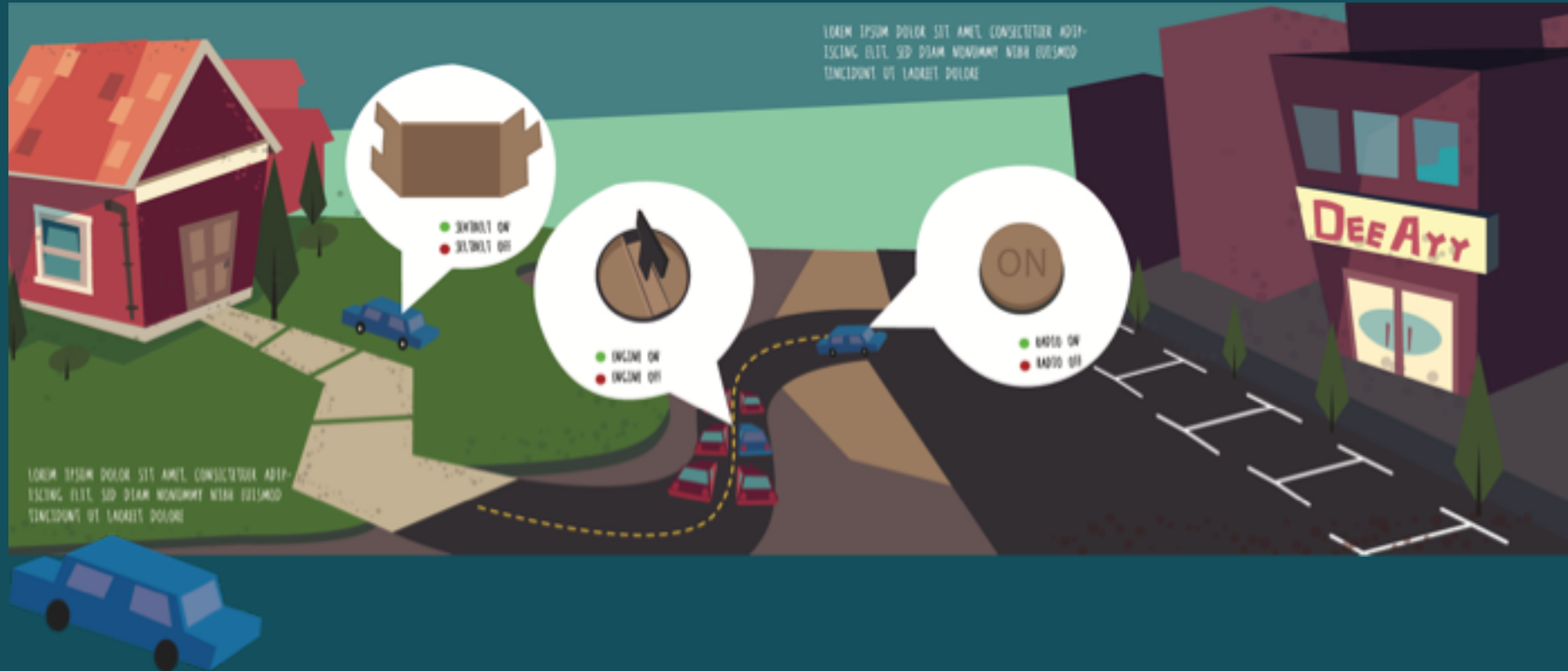
SDG watch TV (press remote)

fridge check snack (flip open)

go to bed (pull blanket)



Sample (interactive book)



Sample (visual feedback)



Sample (visual feedback <continuation>)



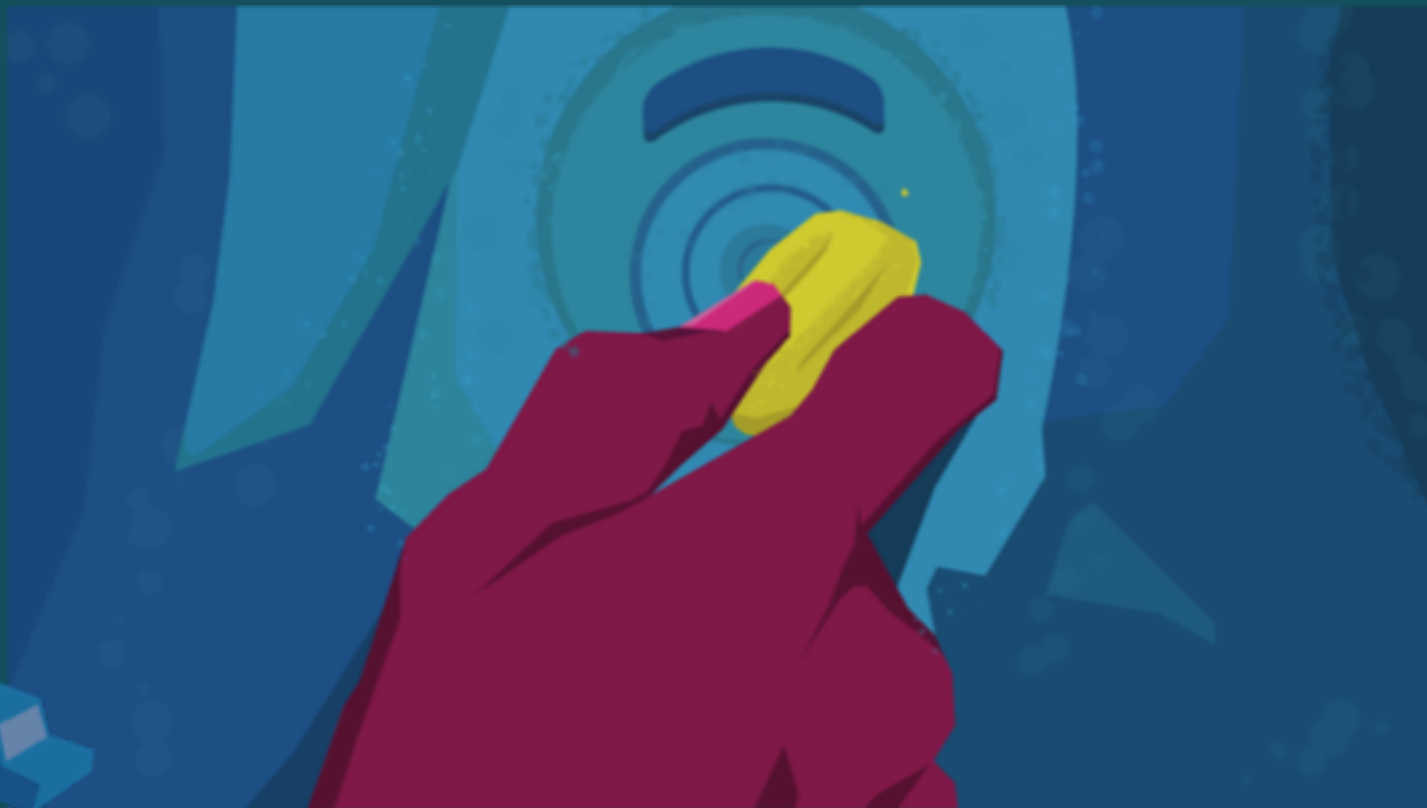
Sample (visual feedback <continuation>)



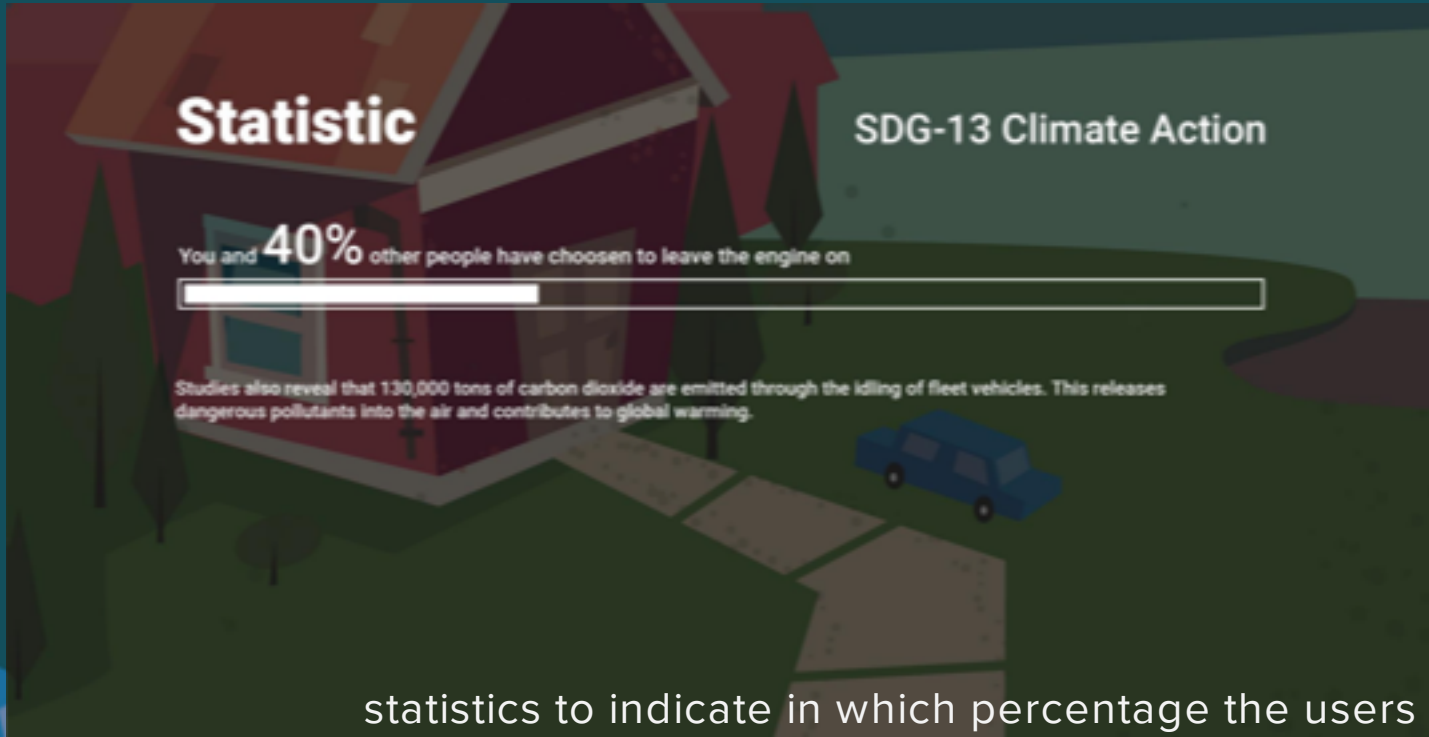
Sample (visual feedback <continuation>)



Sample (visual feedback <continuation>)



Sample (conclusion)



statistics to indicate in which percentage the users belong to
(based on their decisions)

conclusion



have a nice day!

