



Unlock joy in
the power of people.



The campaign

Unify is a campaign empowering people to bring joy to themselves and others through social interaction.

Unify enables people to overcome barriers in approaching strangers through daily icebreakers, community bands and thought provoking messaging.

unify

verb: unify;
become united, uniform, or whole.



Problem

Train stations are seen as a dull environment that only serve a functional purpose. People are becoming isolated from each other which has negative impacts on overall happiness. Technology is a barrier to social interaction and has made us increasingly oblivious to the joy which can found in each other.

Process

For our process we have used a service design tool called the double-diamond. Discover, define, develop, and deliver are the four stages of this process. Ethnographic research, affinity mapping, iterative concept development and impact testing were the main tools we used in our process - each adding unique value in creating our design. By using this process, we have design a well-rounded, user-centric concept that empowers people to unlock joy in each other.

Proposal

Unify is an empowering new proposal for everyday people in the train station. Through identification bands, actionable messaging, and driving awareness of mental health, Unify gives people the necessary tools to take that empty seat, say hello, and make the difference. In this, people unlock joy in themselves and others.

Impact

1 Unify brings people together improving mental health through joy and happiness.

2 We use the distribution of the bands through an eye-catching wall unit to create a sense of community spirit and thank our users for the joy they will bring.

3 Unify bands and messaging enable people to identify each other as open for a chat and provides them with funny conversation starters to break barriers.



Empathising

Train stations are seen as a means to an end with no source of joy or happiness. Any joy is built from people making people feel alive.

We set out to get the people of today off their phones and strive to bring people together by tackling the 3 core issues identified above.

Through brand messaging, Unify projects confidence on people inspiring them to take action and bring joy in a positive, fun way.



Who can
I talk to?

How do
I approach
them?

What do
I say?

Opportunity

1

Unify is a government initiative designed to improve customer experience while using public transport. The viability of the campaign is built upon the size of the community taking part.

2

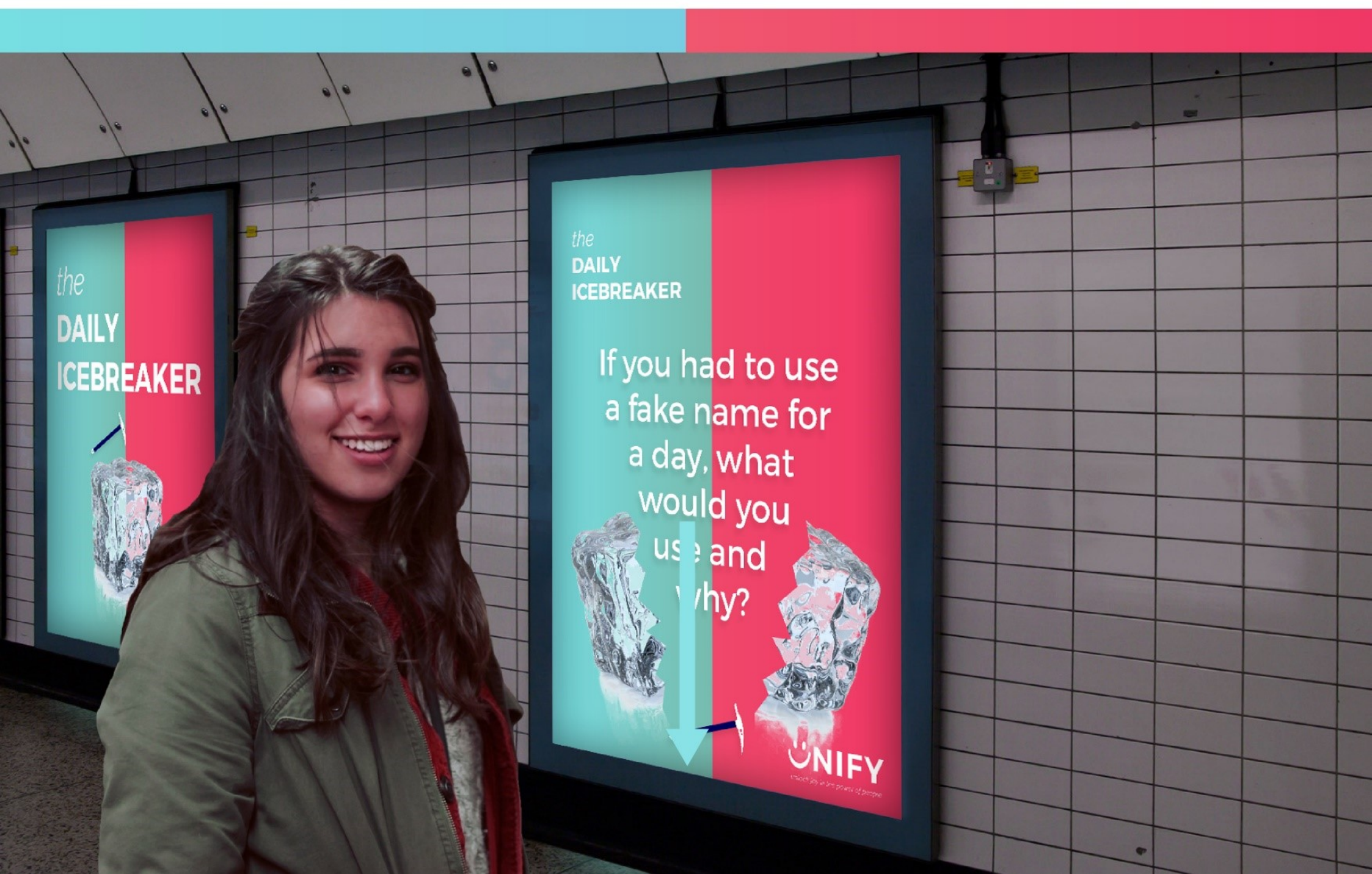
The campaign engages with people through rotating icebreakers bringing joy. As a result, the success of the campaign lies within the positive interactions people share with each other.

3

Unify measures its success in numbers through displaying the number of total active band wearers in the dispenser's vicinity at any one time.

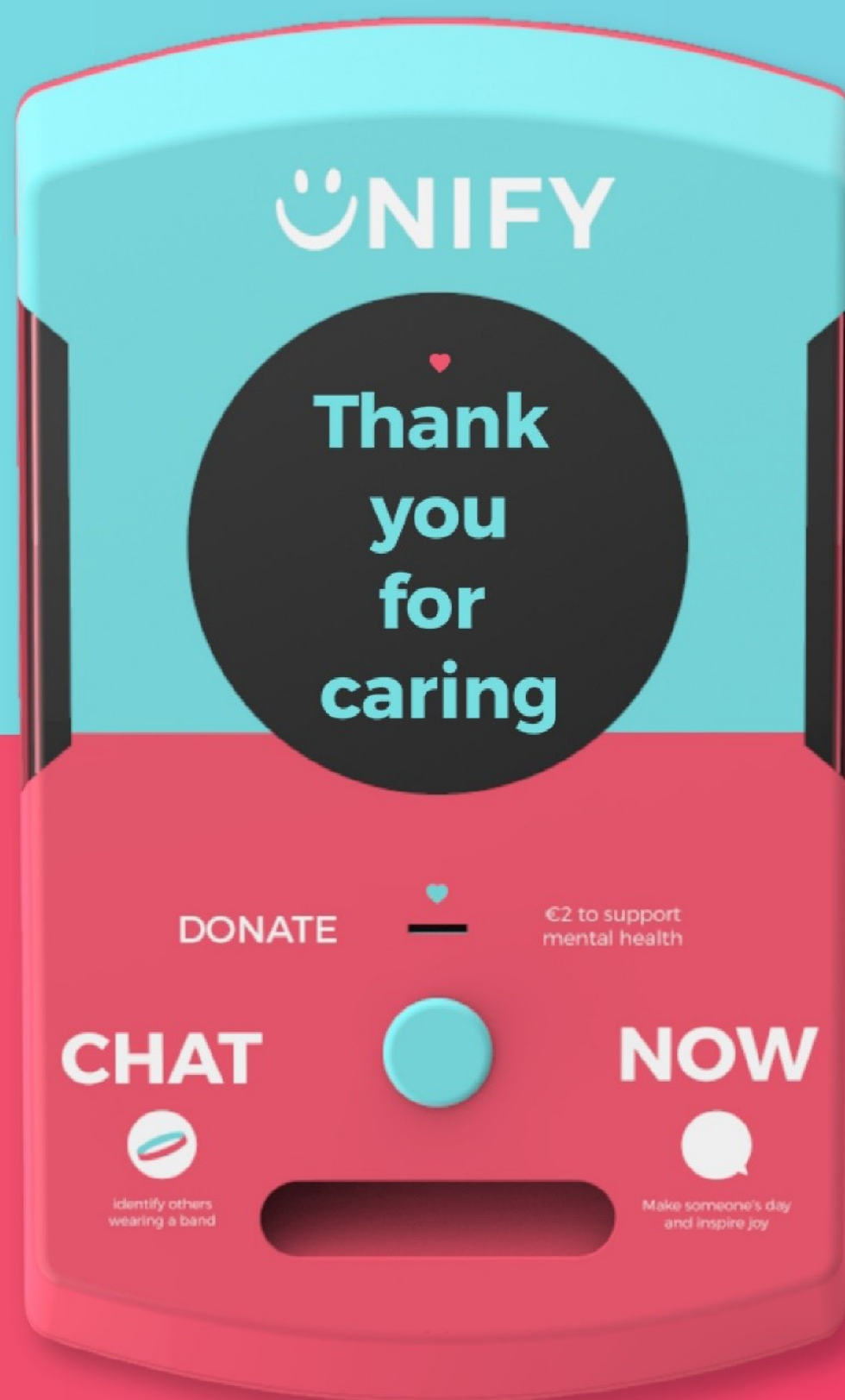
4

By increasing customer satisfaction throughout the train station, people become more likely to spend in the immediate facilities and return to the train station following their joyful experience.



Bigger picture

Unify is a campaign solely aimed at breaking barriers to starting conversations with people from all generations and backgrounds. Sometimes the smallest human interaction can make someone's day, and that can make all the difference.



Unify recognises the positive mental health benefits of human interaction. We saw an opportunity to ask for a small donation towards mental health charities with the goal of creating awareness and amplifying our action to the cause.

Ethnography



Initial investigation

We conducted 15 short interviews in Connolly station to gain insight into what problems people face in train stations.

Focused direction

Using first-hand observation we noticed a disconnect between people and their surroundings due to personal technologies.



Deeper understanding

We carried out 12 in-depth interviews in Heuston station to understand why people don't talk to each other in this environment.

“

It's a sad reality, our desire to avoid interacting with other humans - because there's joy to be gained from talking to the stranger standing by you.”

(Huffpost, 2019)



“Time flies when you have company, 5 minutes goes very slowly by yourself.”

“Who do you talk to when everyone is the stranger in the room?”

“Especially if it’s an older person, they might look a bit lonely and you never know, just saying ‘hi’ or a smile could help their day.”

“I’ve only talked to elderly people, young people are stuck to their phones and don’t want to talk.”

Development

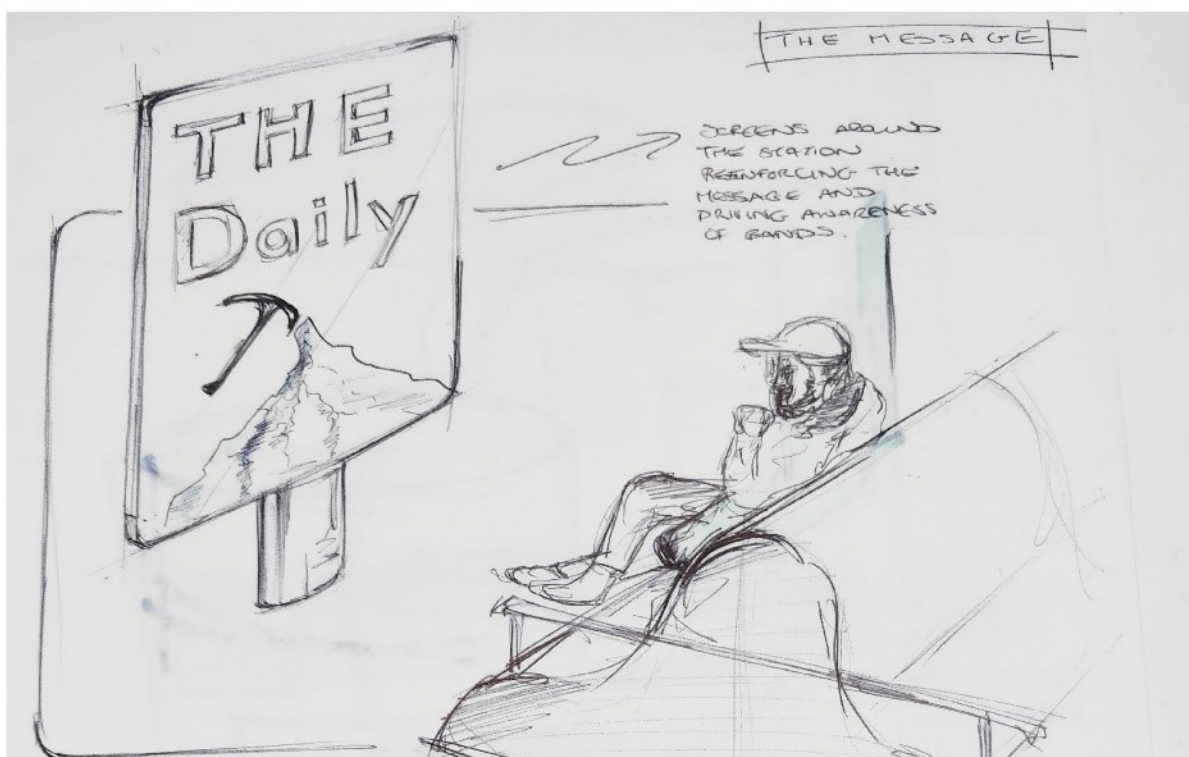


~~Thank you for caring~~

~~I'm up for a chat, are you?~~

Happy to chat

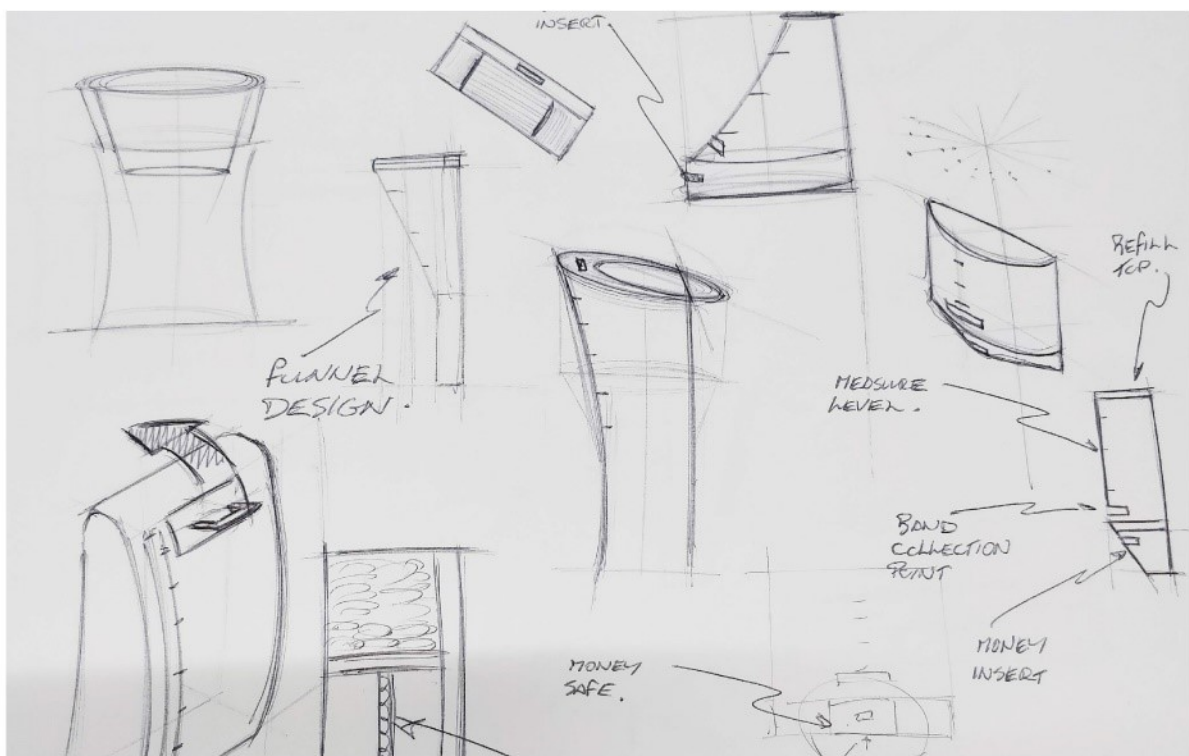
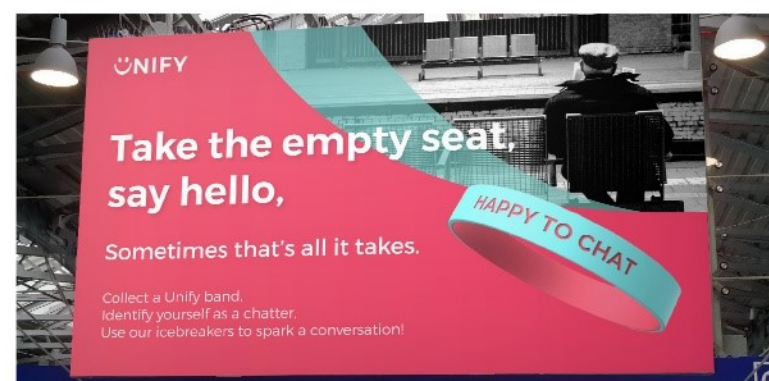
Needs to indicate the purpose of the campaign in a positive way



~~Unlock joy in people~~

Take the empty seat, say hello

The message grew to be more than a conversation starter. We realised the messaging had a powerful role in driving people to take part by revealing the emotional impact.



The dispenser needed to be simplified through easy to understand messaging and flow.



The introduction of the centre screen allowed us to bring joy to our new members when joining the campaign.

Impact testing



key takeaways

People found the billboard “too cluttered” and didn’t get across the brand messaging as a result.

People experienced joy in laughter by our experiencing our campaign first-hand and admitted that it was something they didn’t expect, but something they would like to see.

By driving awareness of the mental health issues associated with loneliness, people felt empowered to take action and help their community.

People found it refreshing to see direct action around a mental health topic as opposed to constant advertising they had become oblivious to.

UNIFY

Heuston
says hello!

DONATE

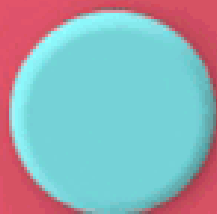


€2 to support
mental health

CHAT



Identify others
wearing a band



NOW



Make someone's day
and inspire joy