

The Unplug Project

Pete Freeman, Amelia Haney & Julia Morris

Social media is a constant source of stimulation. It is hard to **break away** and **be in the moment**. We want to **bridge the digital disconnect** to find a way for users to engage in tangible, creative activities.

The Unplug Project is a multi faceted design solution that combines a **subscription model kit full of engaging activities** and a **digital hub** to help you connect



Research

Does Quitting Social Media Actually Do Anything For Your Mental Health?

IS QUITTING SOCIAL MEDIA THE KEY TO MILLENNIAL HAPPINESS?

I Used the Light Phone For a Week and Felt—Wait For It—Weightless

The first time technology has led to more actual conversation.

Social Networks: Are They
Eroding Our Social Lives?

Social Media and Experiential Ambivalence

Jenny L. Davis, Texas A&M University

- Reality falters and we become **less connected and more lonely**
- Can't log off completely, tendency to go back on networks

FoMO, Digital Dementia, and Our Dangerous Experiment

Larry Dossey, MD

- Social networks as an oxymoron — users are **somewhere else and alone**
- Feeling more connected online than in real life, including atrophy in gray matter of their brains.



Put down your phone and focus on what's more important in your life



Whenever you want to focus, plant a tree.



The tree will grow in the following time.

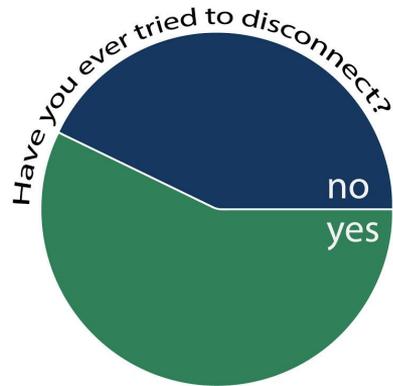


The tree will be killed if you leave this app.

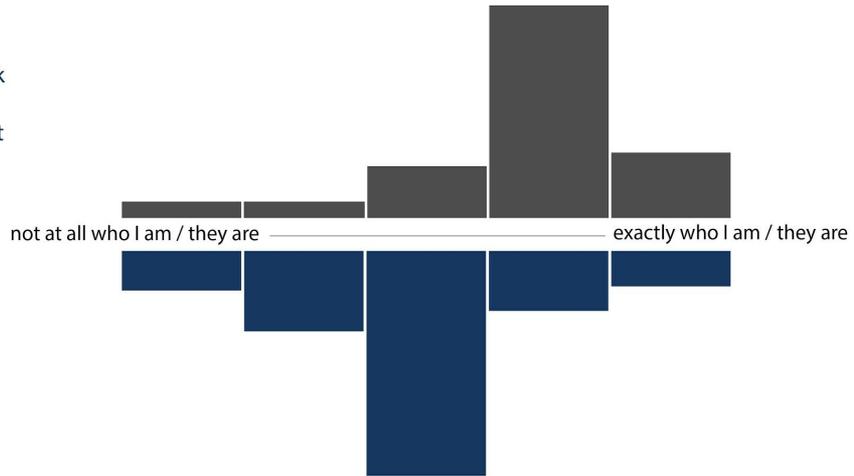


100% use
instagram

57% use
facebook
and
snapchat



Do you feel the person you portray on social media is who you are in real life?



Do you feel that the way your friends portray themselves on social media is who they are in real life?

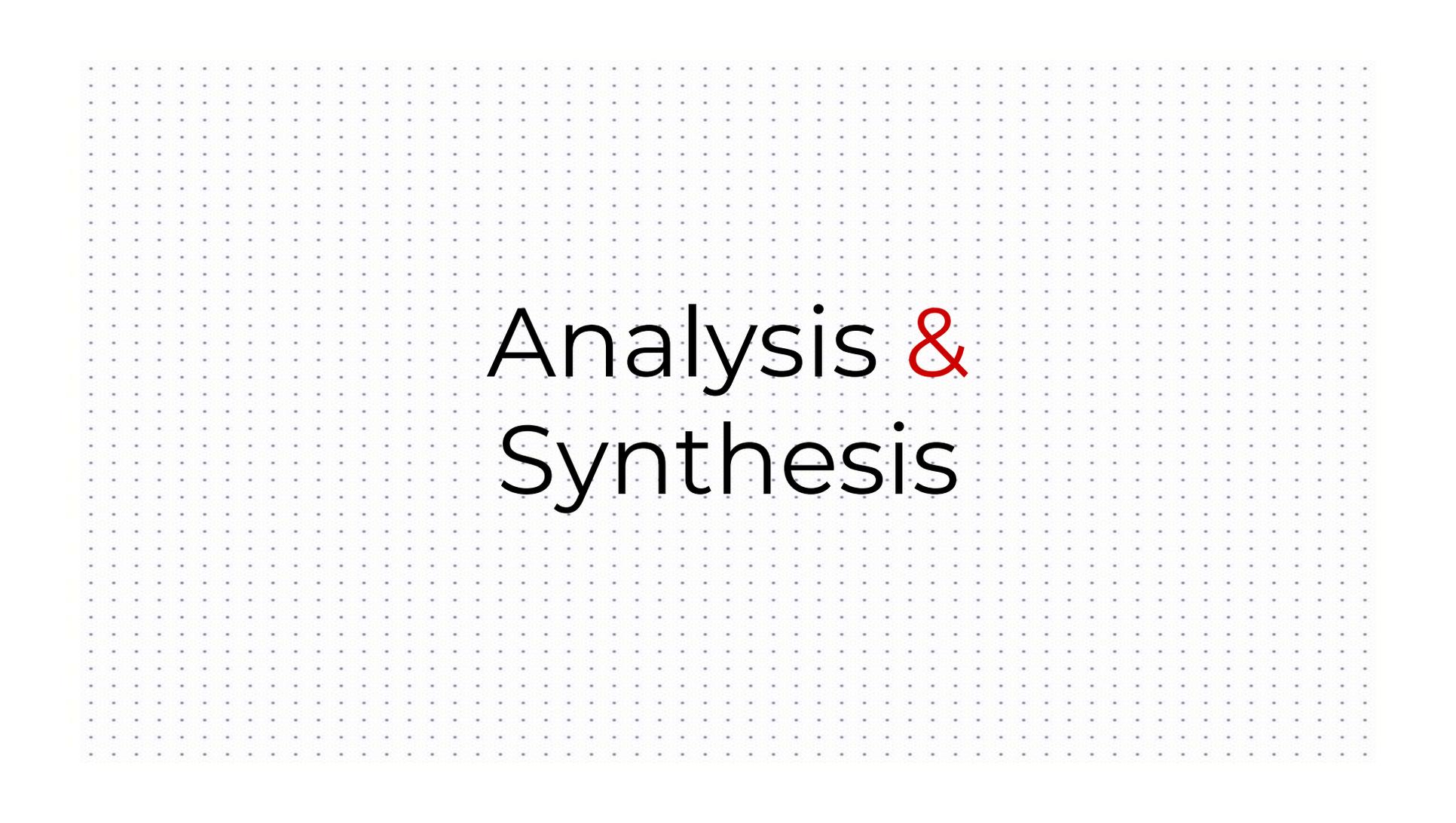
“digital way of connecting people hasn't really gotten us anywhere, **you're not really connected** when you're on social media.”

“**taken out of your current state of mind** and taken into a the weird realm of Instagram”

“social media creates '**residual friendships**'”

“people take Instagram too seriously and **work themselves up** about it”

“Who people are through Instagram as creatives, and as people, is **not genuine**”



Analysis & Synthesis

Analysis:

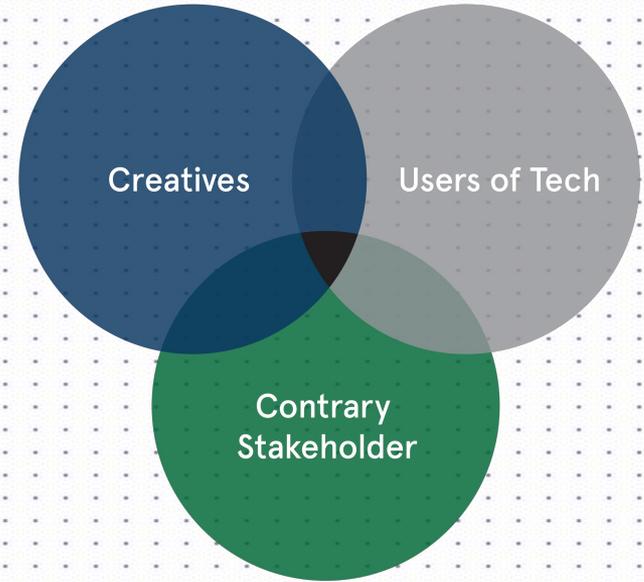
- More than half of subjects have attempted to disconnect
- Over engagement in social media can decrease our real-world connectedness
- Users feel that social media takes them out of the “current state of mind”
- People interact with social media on a spectrum

Synthesis:

- Consider the **broad spectrum of uses** (social, professional) for social media and inherent characteristics of those distinct uses.
- Offer a solution that is relevant to varied uses of social media platforms, recognizing the solution may not appeal to many users
- Don't expect users to wholly abandon social media / digital
- Create alternatives to traditional views of social media that are focused on real-world connection and genuine representation of image

User Base:

- These users are looking for a new way to approach their life and technology use.
- They **seek connectivity beyond digital means**, but still want to use their phone as a tool.



Prototype & Learnings

Unplug Kit

Journal



Shopping

Point out something that you dig and ask if the is i

Pop and Read

Subway Chats

Try

Ask the stranger next way going

Cafe Time

Buy the persons coffee behind you. If they ask just say you thought they deserved it.

Ask someone what their book is about.

Maybe Lie and say you have been thinking about reading it.

What music is playing? Tell the person next you if you dig the jam.

Take a film picture of some nice latte art, just cause.

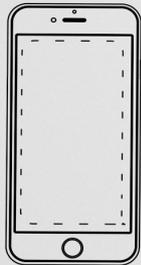
Leave a postcard at your table.

with a it's

your com-

A QUICK TEXT

Write a text to someone you haven't
chatted to in a while?
Now text them for their address. (Yes,
out of the blue.)
Now pull out a postcard and write it
there and send it!



LOOK UP!

Look up really quick.
Look down now.
Ok look up again.
Draw what you see.



THE CLOUD

No, this isn't a digital cloud. It's
ink on a piece of paper silly. But it
is a place where you put all of your
important documents...put your mental
documents there. What are you thinking
about lately?



DOTS

Connect these dots to make something,
anything.





The Unplug Project Website

THE UNPLUG PROJECT

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open your mind

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What's inside?

Unplug Kit
Journal



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The Blog

Here is some inspiration from the unplugged adventures of our founders and users... for when you just have to scroll.

[SUBMIT YOUR MEMORIES HERE](#)

Dublin, Ireland

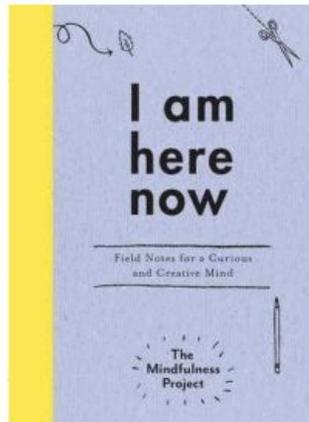
November 17, 2017



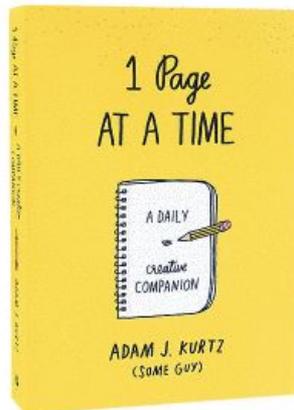
THE UNPLUG PROJECT

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These are our partners who make The Unplug Project possible. They're pretty cool.
Check them out!



The
Mindfulness
Project



meetup



CONTACT

Name

Email

Subject

Message

Send

Learnings:

- Address unclarity about project
- Show value to users early in the process
- Create a feedback loop
- Keep a light-hearted tone
 - Without being too confusing

Post-Mortem & Next Steps

What we did right:

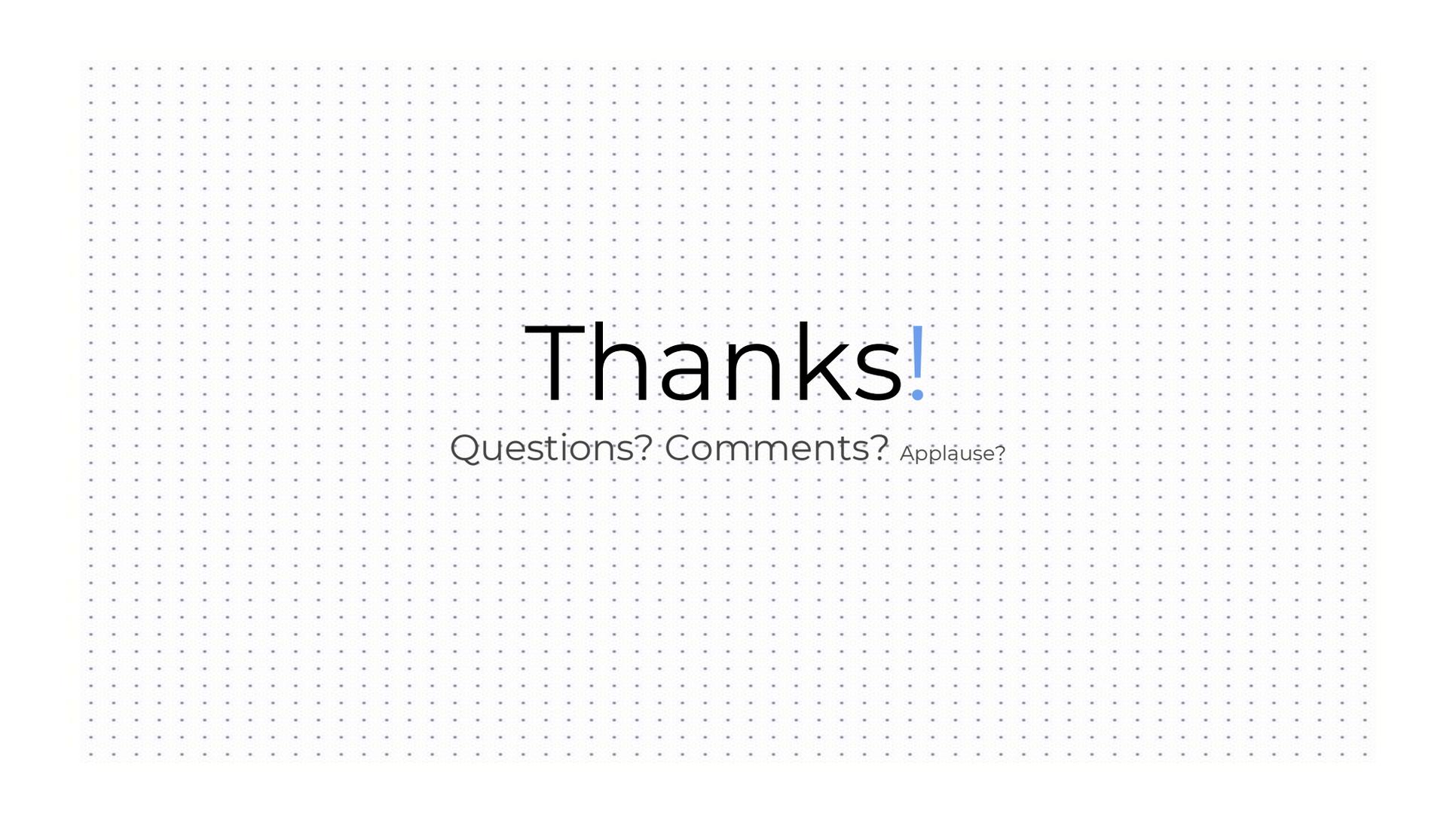
- Our topic is only going to gain more traction in coming years as technology's influence over us becomes more clear
- We are utilizing partners to lower costs / manpower while still achieving our vision

What we'd change:

- Find interview subjects who struggle with social media addictions
- Allocate more time for testing and reduce time for initial research
- Create a line of products with multiple prototypes

What we'd do next:

- Reach out to the companies and organizations that we would like to partner with
- Do more advanced development of the kit and test in the real world

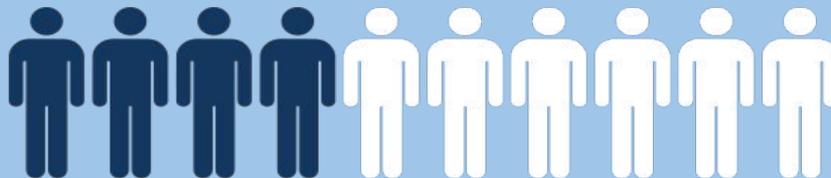


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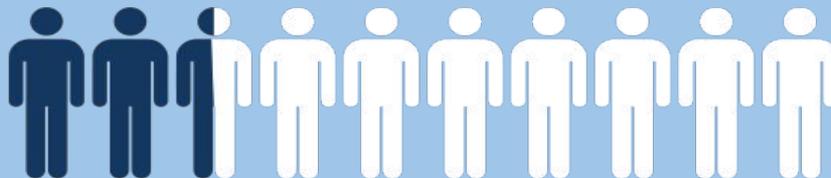
Questions? Comments? Applause?

Appendix.

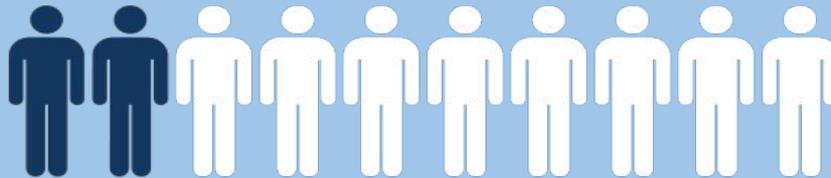
40% of Americans spend more time socializing via the Internet than in real life



25% say they have missed out on important moments because they were distracted by trying to share those moments on social networks



20% say they actually prefer to communicate electronically via social network or text message than talk over the phone or face-to-face



A QUICK TEXT

Write a text to someone you haven't
chatted to in a while?
Now text them for their address. (Yes,
out of the blue)
Now pull out a postcard and write it
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LOOK UP!

Look up really quick.
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INSTA FEED

Imagine your Instagram feed (without looking). What is the first image that pops up?

Who is it? What is it of? How does this make you feel?



YOUR FEET

Draw your feet below you. Think about the way that your feet are placed on the ground. Consider your own space and take a deep breath. Realise that your presence is essential, that this moment, in this book, your space, in your city, in your life. That you matter where you are, not where you want to be or are going to be. This space matters.

L e f t

R i g h t

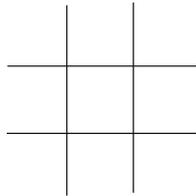
Subway Chats

Ask the stranger next to you on the subway how their day is going

Find a passenger with a tattoo. Ask what it's about.

Ask the person to your right if they're commuting to work.

Tic-tac-toe:



Cafe Time

Buy the person's coffee behind you. If they ask just say you thought they deserved it.

Ask someone what their book is about.

Maybe lie and say you have been thinking about reading it.

What music is playing? Tell the person next to you if you dig the jam.

Take a film picture of some nice latte art, just cause.

Leave a postcard at your table.

Shopping

Point out something that you dig and ask if the person next to you is into it.

Pop into a bookstore and find a good one. Read it alone.

Try on something you would never buy and take a mirror selfie. Ask the people working if they dig it.

Go to the dressing room and tell somebody they look amazing it what they're trying on.



30
NOV

Everything You Ever Wanted To
Know About Film Photography

1
DEC

Brooklyn Graffiti Bike Ride

1
DEC

Taco Night: Vida Verde

2
DEC

Urban Athletics: Go Karting and
Bowl-athon

10
DEC

Custom Botanical Perfume
Making