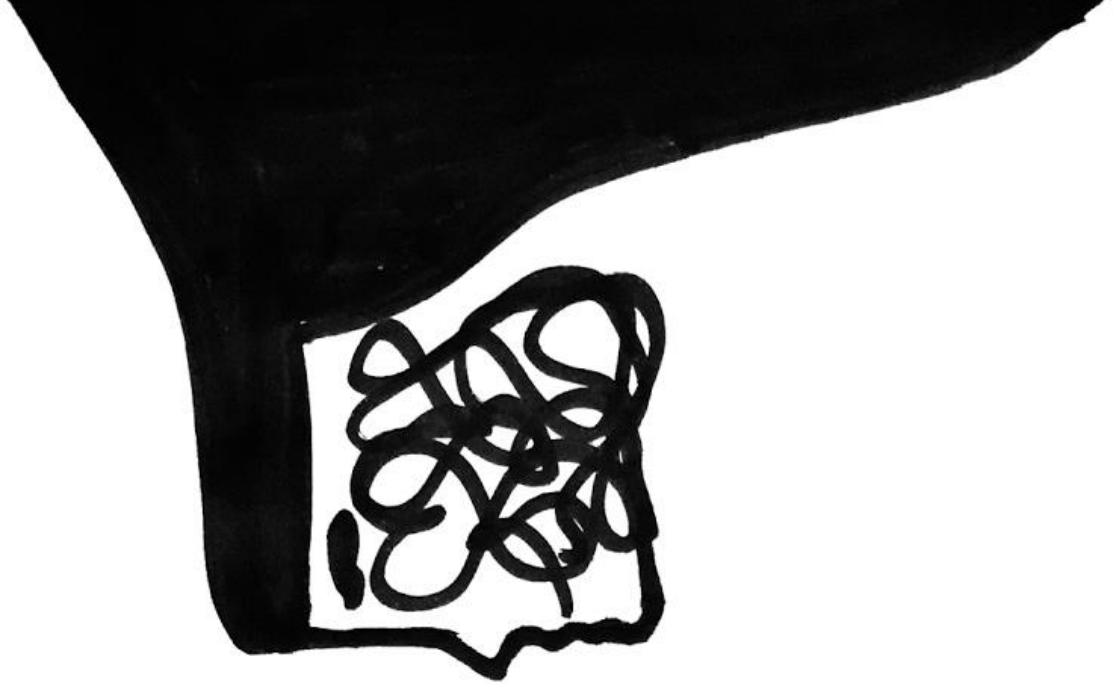

Nerve

Life In Lockdown

What if we are in a lockdown situation for more than a year?

31/05/2020, Mumbai, India

Team Migos

Sana Hawa
Chief Punctuality Officer
Leading the team & managing project timeline

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Miss Perfectionist
Critiquing & editing project content and design

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Ambassador of Poise
Ensuring fluent flow of insights & curation among team members

Arya Ankale
Idea Jedi
Bringing new ideas & proposals to the table

Neha Parekh
Digital Whiz
Visualizing data & gathering resources for project development

Mr. Dhayan Kumar
Team Mentor

Lockdown Scenario

CAPTURE A SCENARIO

Physically being in a lockdown for two months has had a major impact on mental health. College years are a vulnerable transition from adolescence to adulthood and many students have been facing difficulties in expressing their emotions in front of their parents. They have entered a state of emotional numbness and if the lockdown extends for a year, the already deteriorating sleep cycles and productivity are bound to worsen.

How might Kriti, a 20 year old college student, express herself better to promote overall well being in the family?

Problem Identified

PROBLEM DESCRIPTION

How might Kriti overcome her negative thoughts and find a medium to release all her pent up energy and emotions in such a restrictive environment, which is her home?

WHY IS IT AN URGENT PROBLEM?

"An assessment of 45 students from DU, India, has revealed that a majority of them are suffering from generalised anxiety disorder, restlessness and a sense of hopelessness about their future." **Before the lockdown, college students used their social freedom as coping mechanisms to deal with negative feelings.** Now many of them feel that their problems are not relevant enough in this global crisis to discuss it with their loved ones, which is resulting in bottling up of emotions and frequent breakdowns. **New coping mechanisms for the youth to vent out the negative energy are thus the need of the hour.**

Mohammad Ibrar, TOI, 19/05/2020 (link in footer)

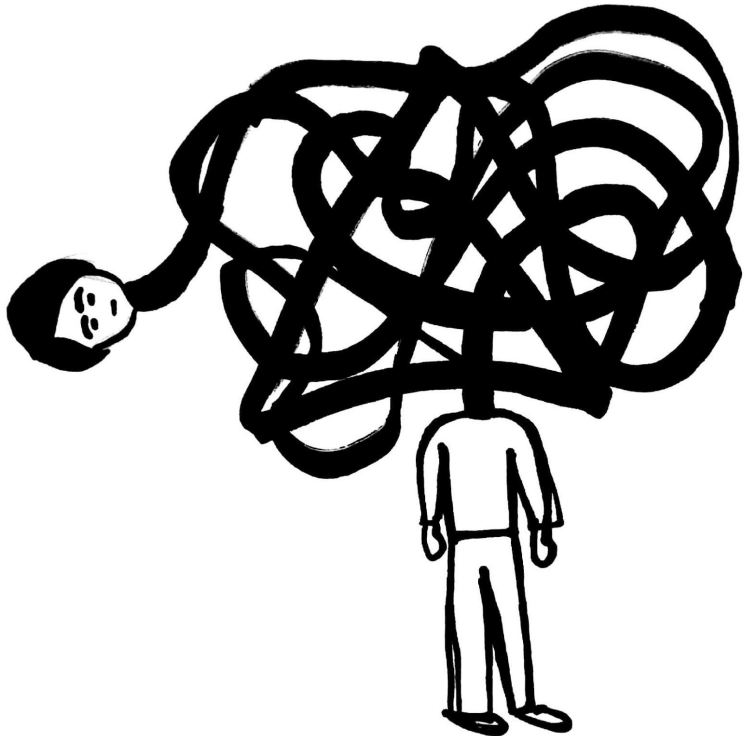
Problem Identified (contd.)

SPECIFIC PROBLEM DESCRIPTION

To help Kriti and college students like her, share and express their feelings with friends as easily as before because lack of expression can lead to deep rooted emotional numbness during the lockdown at their individual homes.

HOW AND WHY DID WE GET HERE?

After conducting interviews of 38 college students from across different career fields, the major problem faced by them was the decrease in the social interaction amongst college students subsequently as the lockdown progressed. The socialising quotient has reduced from a 80% to 50%. **College students have started to find communicating with their friend circle emotionally taxing and are hesitant to approach them during the lockdown for any issues.** This prolonged lack of expression can lead to deeper mental issues.



Target User

PROFILE

Job Title: **College student**
Gender: **Male**
Family Setting: **Young adult**

DEMOGRAPHICS

Income: **Stipend**
Education: **Undergraduate student**

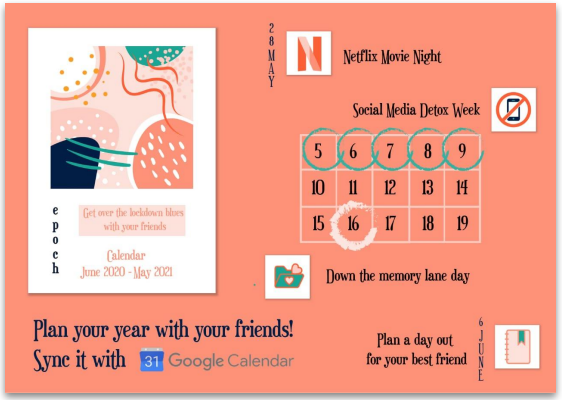
FEELINGS

Values & Goals: **Being productive and maintaining meaningful relations contributing to overall happiness**
Worries: **Overthinking, lack of self expression, being judged by friends and family for being vulnerable**
Influences: **Social media, peers, parents, the stereotypical ideas of gender.**

OBJECTIONS

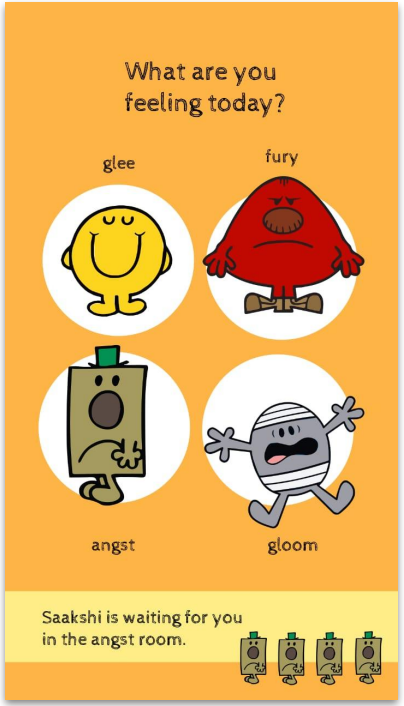
Cost: **Productivity, emotional wellbeing, confidence**
Value: **Urgent, important and requires high effort**
Fear: **Emotional isolation**

Explorations



A fun **calendar with customisable activities** for friend groups to follow in order to create a schedule for social interaction throughout the year.

An app which allows **social interaction via means of a fun workout session** among friends while gamifying the concept by providing avatars, game points, and video calls.



An app where you have **rooms allocated for your emotions.** Enter the emotion room and find your friends to experience your emotions with them.

Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

Nerve is a platform where the users are encouraged to **express themselves with their friends** as comfortably as before. The app aims to make the **users know that their feelings are always welcome.** With dedicated rooms for their feelings, Nerve facilitates the users with the ability to convey their emotions through **specially curated activities and coping mechanisms** that they perform with their friends. The users are motivated to channel their emotions pertinently creating a positive environment.

User Experience

WHAT DOES THE UX OF OUR SOLUTION LOOK LIKE?

Nerve strives to offer a **soothing and calming experience** to the user and their friends. The app displays a **raw demeanour specifically to convey the acceptance of vulnerability**. Through the interface we want to create an absolute comfort zone for the user where all of their feelings are valid ,appreciated. The Nerve logo tries to communicate the message that the users should **nurture their feelings and the bonds** with their friends.

Link to our Nerve App Preview -

https://youtu.be/sA1kh4-7vYM

Process

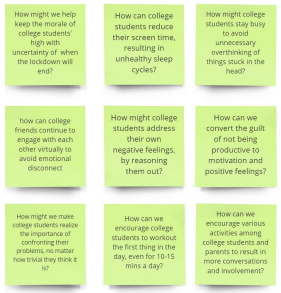
1 Problem Selection

I know	I saw	Insights	Stats
People are getting more frustrated or sad	The lockdown keeps increasing , and the situation just keeps getting worse.	**The change from the first to second month of lockdown has seen a decrease in morale among people, how can the morale be kept high.**	**26/38 (68%)**
Don't have a timetable because very difficult to follow it	Unknowingly a routine has been set for everyday	**People don't actually have a lot of free time, their day is structured whether they realise it or not**	**27/38 (71%)**

2 Research

- Before the lockdown, spoke mostly to friends **(80%)** Now the no. of friends they are sharing stuff with has reduced **(50%)**
- Used to feel better earlier after sharing **(100%)**. Now it feels like we're bothering them so doesn't feel as good **(85%)**
- Earlier used to discuss mostly college/teenage stuff **(50%)**. Now not so much in detail, mostly either small talk, or complaining about unproductivity **(70%)**
- The current requirement is more to listen and less of wanting advice **(60%)**
- Talking to face to face in college or while hanging out **(50%)**, now it is calling or texting **(70%)**
- **(70%)** want to rekindle old bonds rather than make new friends to talk to
- **(100%)** feel talking to people is always better than AI

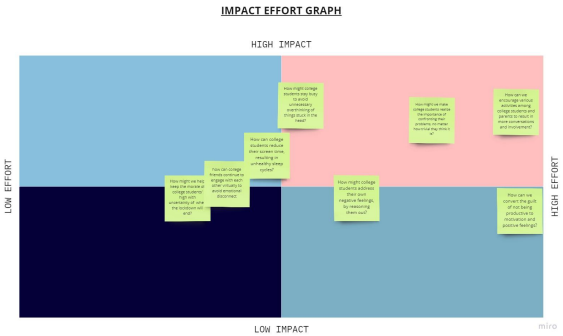
HOW MIGHT WE STATEMENTS



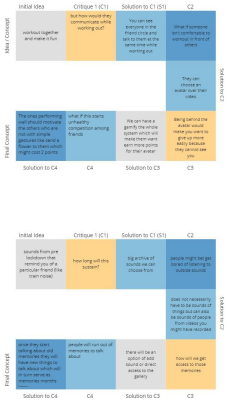
3 Insights

Process

4 Specific Problem

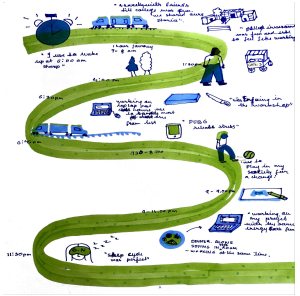


6 Ideation

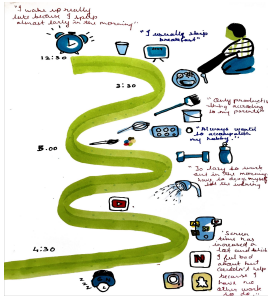


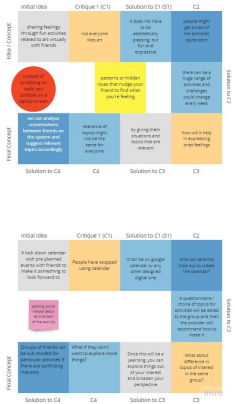
5 User Journey Mapping

Before lockdown



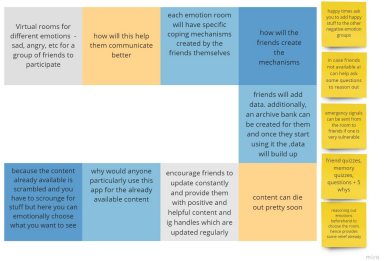
During lockdown





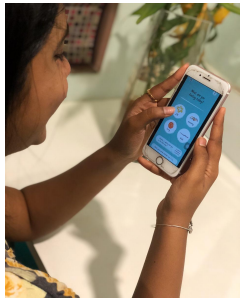
Process

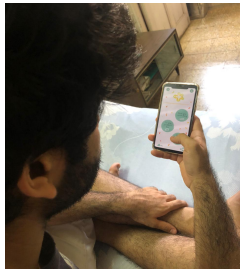
7 Concept Development + Branding



Colour scheme :

8 Mock-ups & User-Testing





Impact

IMPACT OF OUR SOLUTION

Through the platform of Nerve, we are trying to impact the way college students express their feelings during the period of a year long lockdown. We want our users to enhance their relations with their friends and bridge the emotional gap, which is extremely crucial especially in this tense situation.

The app intends to make sharing a healthy tradition among the users and help them endure their bonds even during the lockdown.

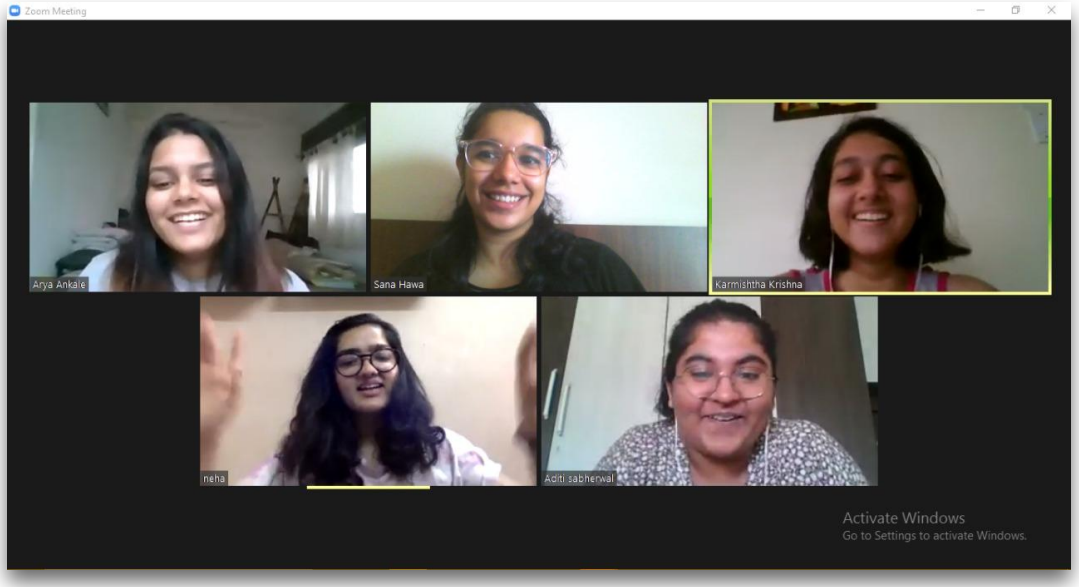
Execution

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND MAINTAINED?

Since the proposed solution is an app, for the launch, we plan to market it keeping in mind the restrictions set by the lockdown. **Social media acts as a major asset**, due to the heavy dependency of our targets users on it, hence, we would be promoting Nerve through the help of famous content creators and pop-up advertisements on various platforms.
Apart from that, we intend to use **SEO and ASO processes to optimize the visibility and accessibility** of the app.
To maintain the user's interest and keep them engaged we also have strategies for **constant updates in terms of the activities and content** present on the app.

Thank you!

Video and Audio Credits: Pexels.com, Coverr.co, Videezy.com, Youtube.com



TEAM MIGOS