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Project Proposal

project definition:

this is a project about "phubbing" which means snubbing people with your phone in a social environment. It will allow people to nudge people who are phubbing around them.

goals& objectives :

goals;
  instilling awareness about phubbing
  leading people to stay away from their phones for a while
strenghtening relationships

objectives;
  figuring out a way to implement this idea
  if a smartphone application, learning how to build an iphone/android application
the project will achive people to gain awareness about phubbing and how irritating and rude it actually is to the people around.

target audience :
The target audience for this project is people using smartphones between ages 16 to 25.

background information :

While I was thinking about my graduation I first started to think about a problem. I made a list of the most bothering things in my life and I discovered and experienced that I am really annoyed with people who text, check instagram and do other things done on a smartphone, while we are in the same social environment, talking or discussing something. The scenario then be, one person on the smartphone doing something and the other person sits silently till his/her friend is done with checking instagram and stares absently or keeps on talking and assume that his/her friend has been listening to him/her to whole time. Both scenarios end up in no connection between two person but a connection between a person and a phone but one person is stays out alone, hoping to have a real life conversation with a real alive person sitting next to him/her. After realizing that this really is a problem I face in life, I decided to make a research about this and learned that they have already a verb assigned for this action which is "phubbing".

In this project, I am thinking of doing a smartphone application. First I thought it wouldn't be appropriate to do a smartphone app for stopping using smartphone. But then I thought, what would stop a person who is with his/her phone 24/7. I can only warn people about phubbing via smartphone. So I am thinking of doing an application which will be a default program in every smartphone, and when someone is phubbing around his/her friend, since they are in the same wireless network, the phubbed one would nudge the phubber and the phubber's front camera will turn on and with a fatce detection there will be warnings about phubbing on his/her face while he/she moves around. Maybe some tears of typography will flow or his/her hair would turn into words such as "look around!" or "stop phubbing!", which would end up the phubber to leave the phone aside and be in the real moment.

By realizing this project the problem of being "phubbed" wil be adressed and people wil have awareness that even they think they are not doing it, they actually are doing it, it is the disease of this century. My challenges will be analyzing people around me doing this, making research about this issue and learning the pscyhological side of it, designing an interface for the app and learning how to code an application like this. By working on this project, I will gain the priviledge of launching a product like this, learning how to create a smartphone application and touching a problem I am irretated.

detailed project description

This project will be based on phubbing and creating awareness among people doing it. It will be a smartphone app(iphone or android) and the app will be automatically downloaded within the same wireless network to friends' smartphones. When one starts phubbing, the one who is disturbed will send a "phub" to the phubber and the phubber's phone's front camera will open and she/he will see his/her face while "phubbing" . In a smaller size the phubber will see the face of the phubbed and typography and illustrations will show up on the phubber's face, warning him/her about phubbing.

scope of the project

what will be covered;
   what phubbing is
   how do people feel while phubbing
   how to people feel while phubbed
   combination and typography with motion graphics
   face recognition and movement accordingly

what will not be covered;
   3d animations
   long texts about phubbing

required know-how and resources

For this project I will be using Adobe programs to design the interface of the application.
   I will learn,
      how to program an ios app or an android app
      motion graphics

difficulties & risks

the most significant risk would be me not being able o fully program the application as I imagined and that it would got into another direction.

phases of the project

indept research about phubbing and its effects
learning the possible ways to build an application, and the requirements designing the interface
bringing the design and the coding together
creating visuals about phubbing
testing the application
designing a booklet about this project

criteria of success

by the end of this semester I will complete the first three phases of the project mentioned above. The criteria to judge this project is based on the overall idea and how it is executed, the design of the interface and the visuals within.

bibliography and references

About phubbing a campain has started all around the world to make people leave their phones.

http://stopphubbing.com/
http://www.youtube.com/watch?v=ZSOfuUYCV_0

The news in Turkey are aware of it, too;
http://www.sirkethaberleri.com/basin-bultenleri/sosyal-medyada-phubbing-cilginligi-75086
http://ekonomi.milliyet.com.tr/-phubbing-terbiyesizligine-savas/ekonomi/yde-tay/1747367/default.htm

A campaign done in Lebonan about phubbing, which is GENIOUS!;
http://www.huffingtonpost.com/2013/09/26/restaurant-phone-policy_n_3996992.html?utm_hp_ref=tw

A commercial in Thailand;
http://www.youtube.com/watch?v=7ae0tzVo8Fw

Very touching but true video;
http://www.youtube.com/watch?feature=player_embedded&v=OINa46HeWg8

A facebook page about phubbing;
https://www.facebook.com/Stop.Phubbing

ENJOYED AMAZING CONVERSATION

WITH FRIENDS ON FACEBOOK

No, we don't have wi-fi...
TALK to each other!

Sure, I'd love to come over and hang out with you while you talk and text with other people on your phone the entire time.

Improve your iPhone battery life.

Place your iPhone on a table

Go outside

Best party EVER

IF YOU CAN READ THIS, SOMEBODY STOLE MY iPHONE

¡FIESTA!