Phubbulous

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 :

- **Goal:**instilling awareness about phubbing
    Objective: designing promotional elements in order to spread the word
        website
        poster
        flyer
- **Goal:** strenghtening relationships
    Objective: creating an application for a smartphone

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 John Smith. He is somewhere between 16 to 25. He wakes up, checks his phone for messages. Checks social media while he eats his breakfast. Meets his friends for lunch and texts his other friends for a meeting at night or updates his information on Facebook, while his friends are waiting for him to join the conversation on the table.
His friends Jane and Joe also have smartphones but they know that it is rude to pay attention to their phones in a social environment so they feel like they have to warn their friend John. "Phubulous" is the perfect solution for them in order to strenghten their relationships.

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

The project is consisted of 3 elements: the application, website, posters/flyers.

The application

The application will be for iphone or android. It will be downloaded via appstore or googleplay. Once the application is downloaded the application will ask permission to send push notifications. Also on the first launch it will ask permission to acces the contacts list in order for the person to see which of his/her friends have the "phubulous" application.Once the application is perfectly working on each friend's phone it is good to go. ● Considering people A, B and C are in the same cafe and they all downloaded the application. Person B and C are having a conversation and person A is hypnotised by his phone. He is either texting or checking something online and responding to the things he saw on the phone rather than the conversation. Person B and C are annoyed with him since they are together but actually they are not. So person B opens her application and since she has already selected her friends, that she is in the same cafe, from the contact list, an infographic of her selected friends will appear. In that graph people's phubbing rates, how many times she warned him and how he is likely to pay the bill information wil show up. Then person B selects her phubber and at the same time both person B's camera and person A's camera will turn on. They will see each other and on person A's screen his image will glitch and a message form person B will appear: you have been warned by person B. Person A has two choices now; to see his statistics about phubbing or quit. In the case of him chosing to see the statistics, he will see his percentages about phubbing and how he is close to paying the bill.

The website

The website will be a descriptive web site about phubbing. The titles within the website will be; a demo of the app, what is phubbing?, downloadables, about the project. "The demo of the app" will include a basic animation of how the app works, where to press and experiments with messages and images. "What is phubbing?" section will include articles and items about phubbing and what it really is. "Downloadables" will include posters and letters I will design for people to download and give to their friends or keep to themselves. "About the project" will include my project proposal, who I am and the process of the project.

Posters/Flyers

There are going to be seperated into two; promoting the app and exhibition based. The promoting kind will be hanged to well known cafes who doesn't support phubbing. The main idea behind these posters and flyers will be gift based; if a customer downloads the app he will gain a discount or something from the cafe. The exhibition based ones will be available online, from the website, in order to send to a friend or to print and hang on a wall. They will have saying about real life, mobile phones, human relationship and so on.

scope of the project

what will be covered;
- what phubbing is
- an interface design of the application
- a mock up of the application
- promotional elements
        posters
        flyers
        website

what will not be covered;
- coding
- long texts about phubbing

required know-how and resources

For this project I will be learning;

- mobile device design specifications
- how to design an interface for a smartphone
- how do mobile applications work

I will use;
- Adobe programs to design the interface of the application and promotional elements

difficulties & risks

the most significant risk would be not being cohesive about the elements that I am going to design and not being able to reach the quality I have in my mind.

phases of the project

1-indept research about phubbing and its effects
2-creating a scenario of the project
3-identity design
4-designing the interface of the application
5-designing promotional elements
        - the poster
        - web site
        - flyers
6-creating visuals on phubbing
        - illustrations
        - typography
        - motion graphics
7-testing the application
8-designing a documentation about the 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, the promotional elements 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-phub-bing-cilginligi-75086
http://ekonomi.milliyet.com.tr/-phubbing-terbiyesizligine-savas/ekonomi/ydetay/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