



PHUBBULOUS

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## WHAT IS PHUBBING?

*phubbing(v)*: The act of snubbing someone in a social setting by looking at your phone instead of paying attention.

Phubbing is a disease spreading all around the world. People are going to social settings but instead of socializing in real life, they experience it on their phones. It is a scary fact that the term “social networking” is now transforming social people into “anti-social” human beings.



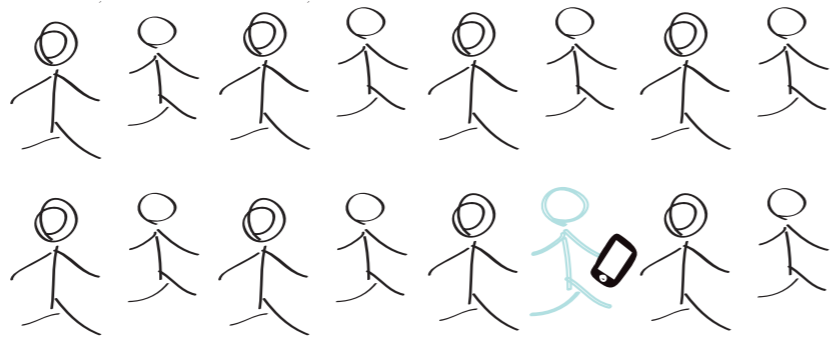
According to **Hande Cesur**, Madalyon Psychiatry Facility Media and Communication Expert, there are two major dangers of phubbing:

- 1- the possibility of damaging relationships because of the disrespectful attitude toward the society
- 2- decreasing the value of face to face communication

### How to avoid phubbing?

When one gains weight they start a diet, why not do the same for phubbing?

**Start a phubbing diet!**



## how would you know if you are a phubber?

1. Do you hold your phone all the time?
2. When you wake up do you first check your messages?
3. Do you feel incomplete without your phone?
4. Do you look at your phone with one eye while you are with someone else?
5. Do you usually check your pages (facebook, twitter, instagram) in order to check the social media and share your moments?
6. Do you feel responsible about responding the e-mails even sent to you at midnight?

**Goal:** instilling awareness about phubbing

**Objective:** designing promotional elements in order to spread the word  
website  
promotional posters

**Goal:** strenghtening relationships

**Objective:** creating an application for a smartphone

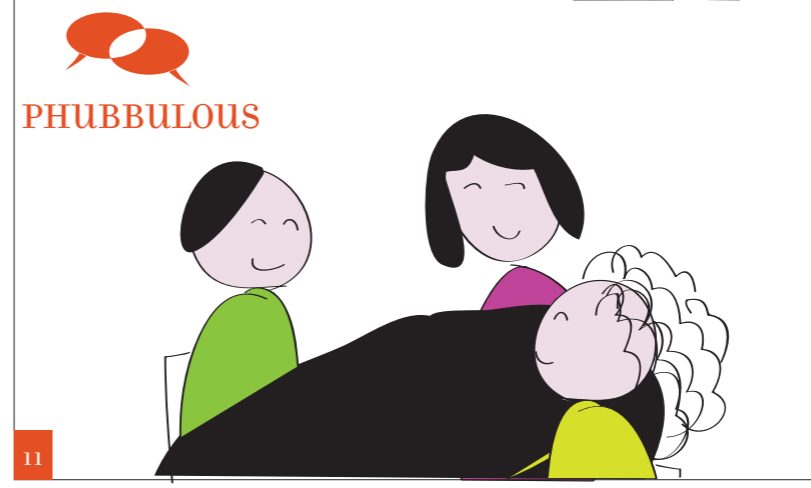
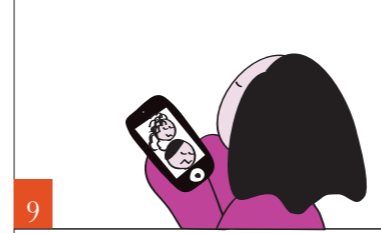
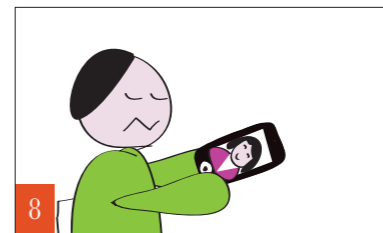
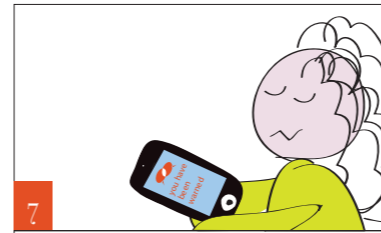
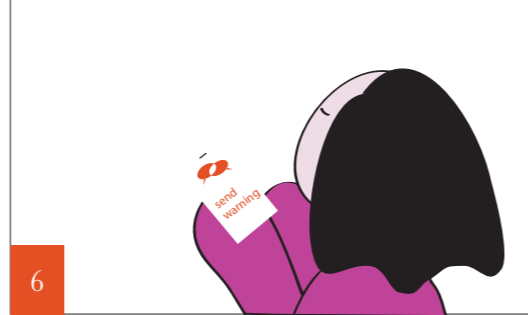
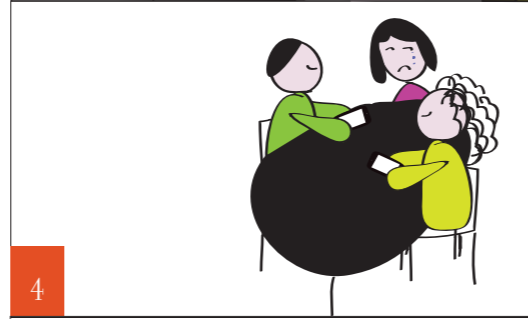
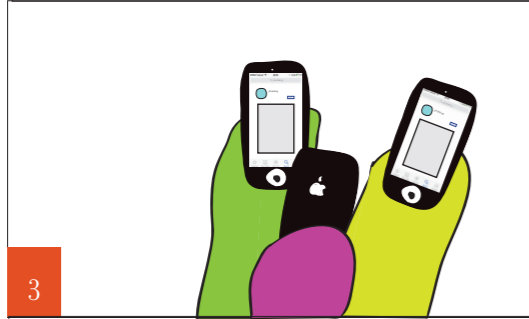


## ABOUT THE PROJECT

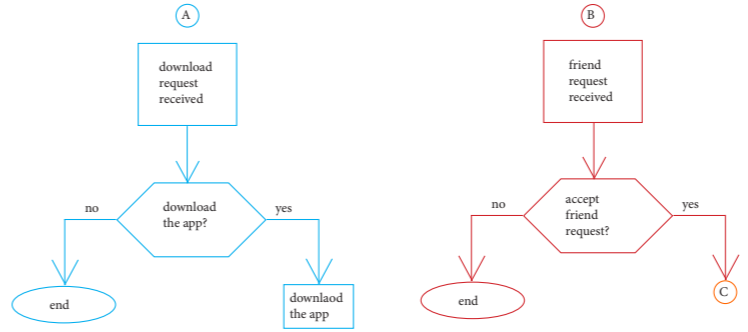
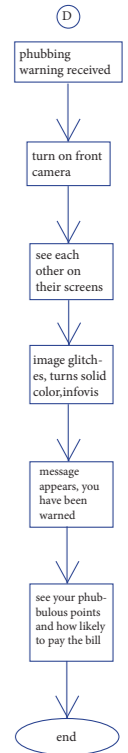
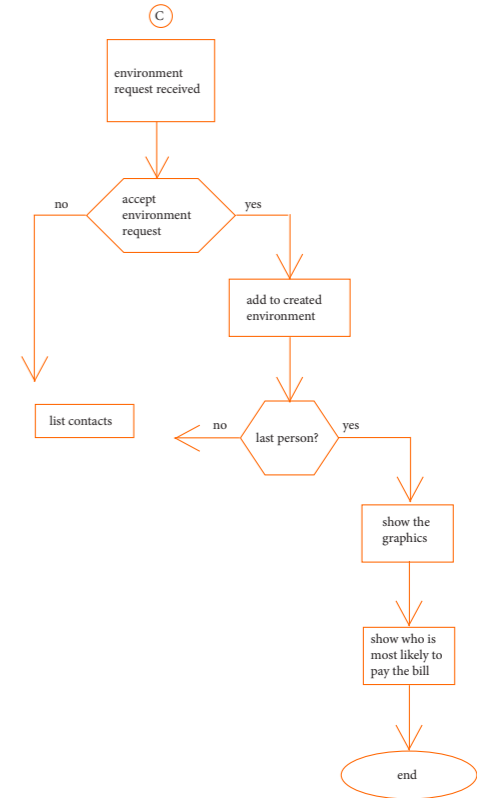
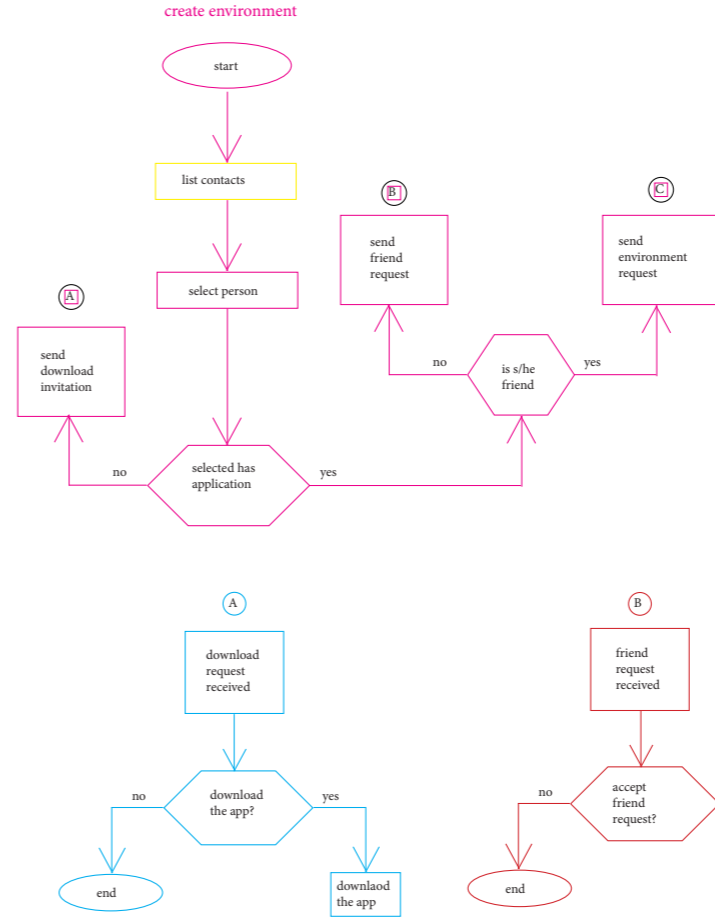
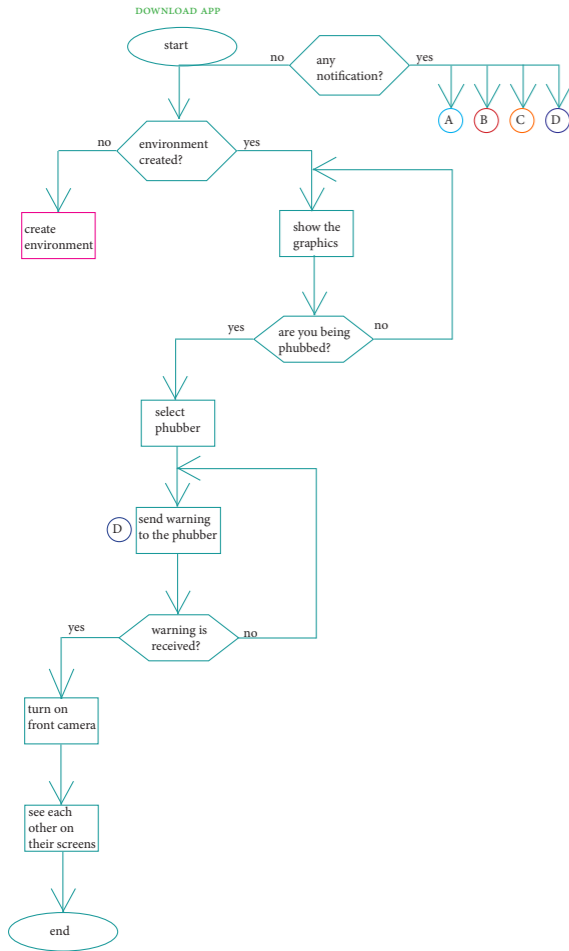
**PHUBBULOUS** includes the following elements;

- an smartphone application mock up
- an informative website
- promotional and informative posters

“PHUBBULOUS”  
is a campaign against  
phubbing.

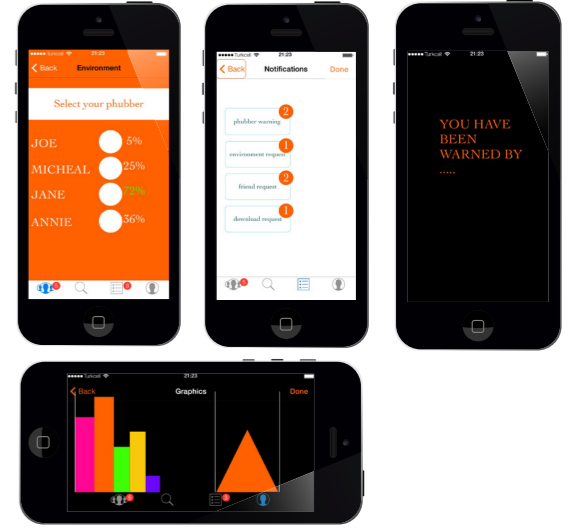
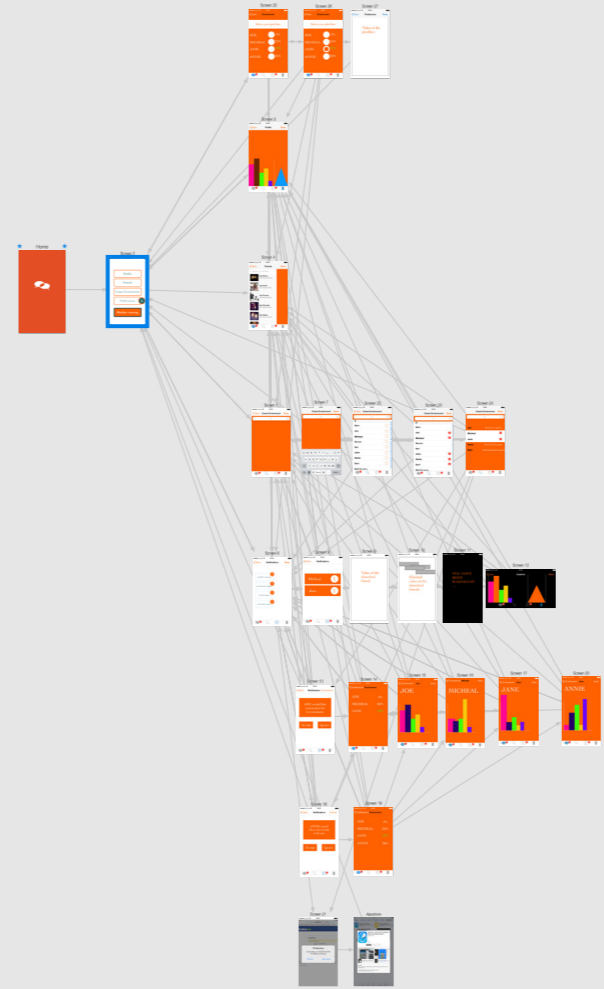


# flowchart of the application





identity design



mockup of the application



DO YOU  
HOLD  
YOUR  
PHONE  
ALL THE  
TIME?

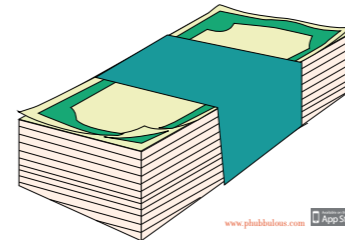


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