







"REDO MAKE UP, GOSSIP, TAKE SELFIES, DRINK WATER, CHECK YOUR FACE, WATCH OUTFITS OF OTHER GIRLS, GIVE COMPLIMENTS TO OTHER GIRLS, SHARE TOILET, CHECK YOUR PHONE, TAKE DRUGS, WATCH YOURSELF IN THE MIRROR"





CONFIDENCE BOOST WHICH INCREASES SOCIAL SKILLS



DECISION MAKING LEVEL

WHICH DECREASES AND CAN CAUSE DANGEROUS SITUATIONS, SUCH AS DRIVING/CYCLING IN AN INTOXICATED STATE



CREATE CONFIDENCE BOOST THROUGH OTHER SOURCES



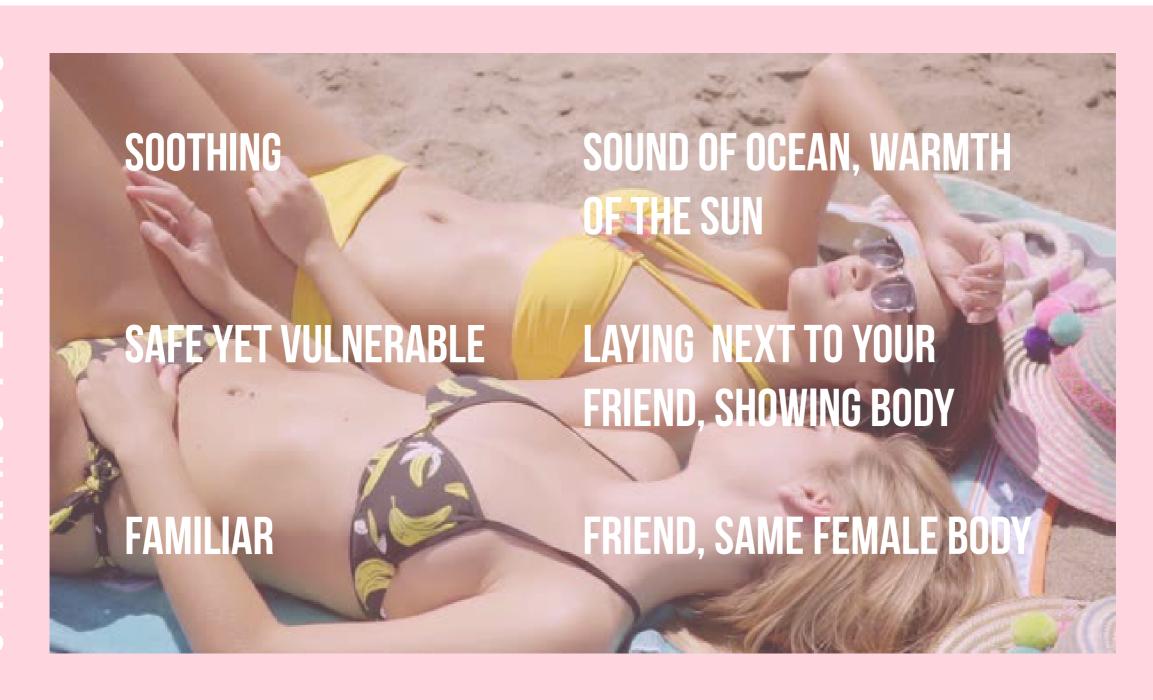
DESIGN GOAL

MAKE GIRLS (18-25) FEEL MORE CONFIDENT ABOUT THEMSELVES IN THE TOILET OF THE NIGHTCLUB

(SO THEY WILL DRINK LESS ALCOHOL).

VISION























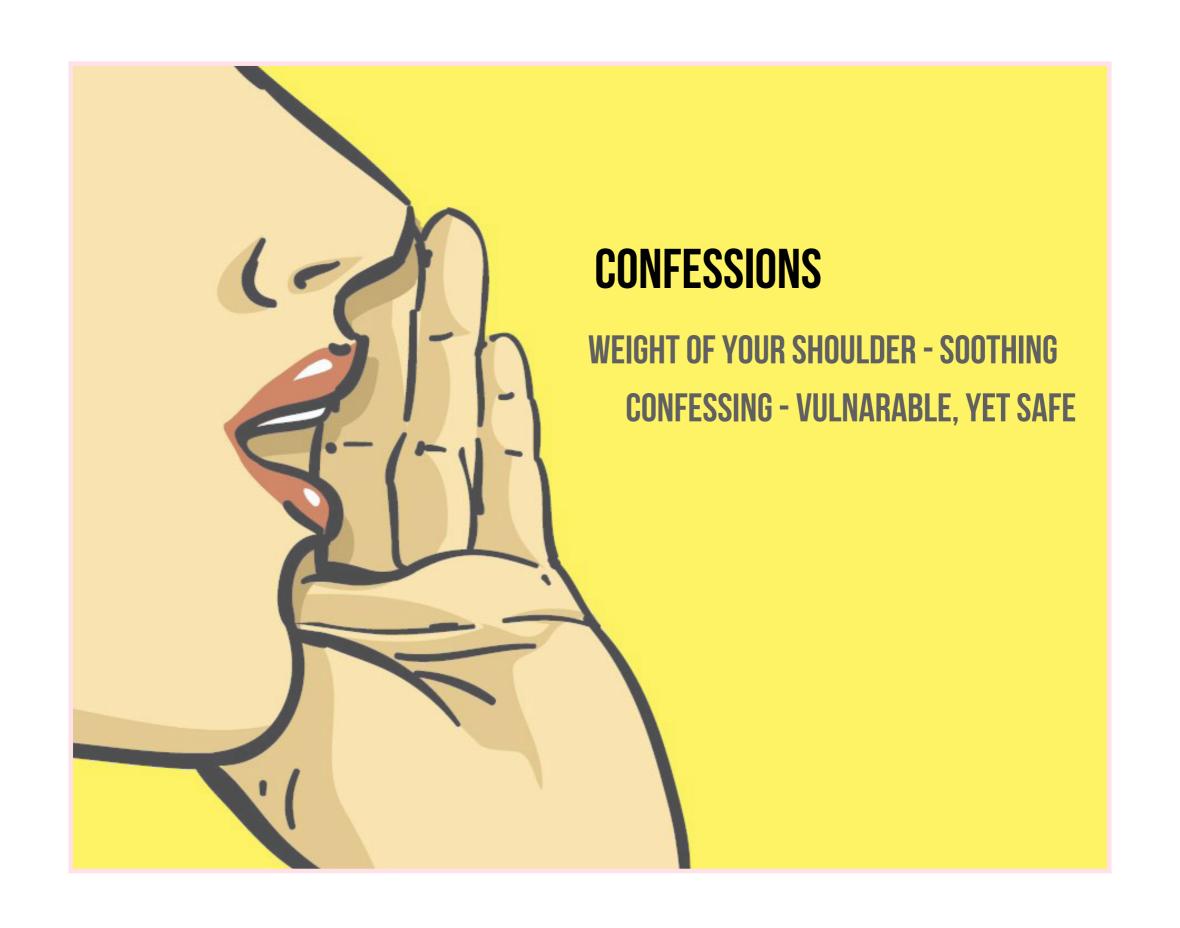






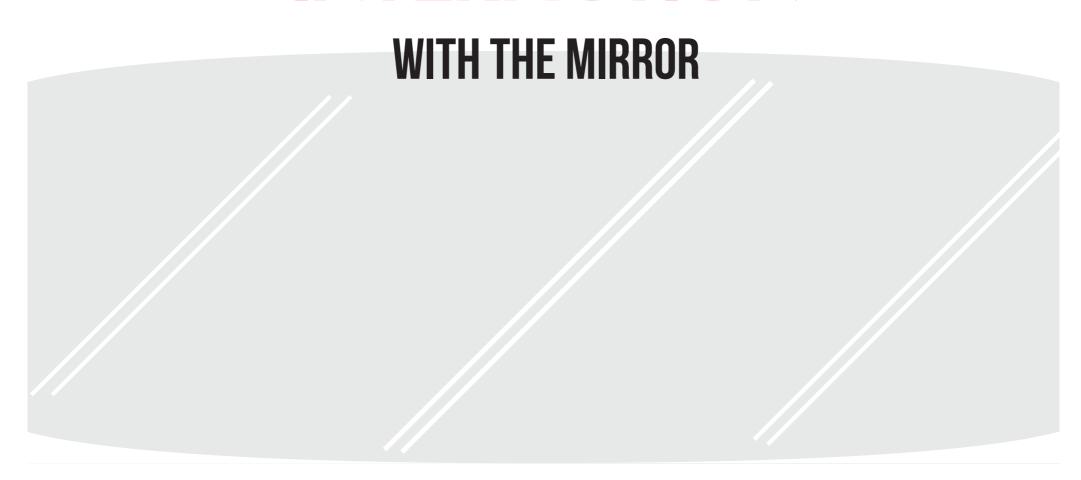












WITH THE MIRROR







WITH THE MIRROR







WITH THE MIRROR

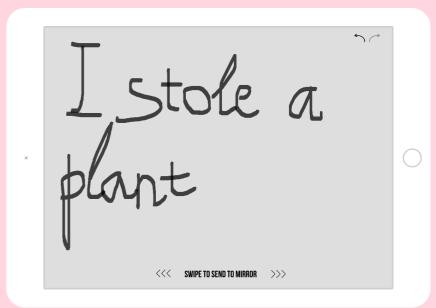






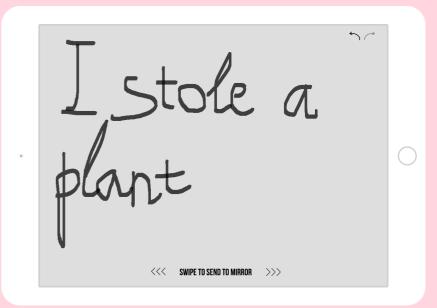






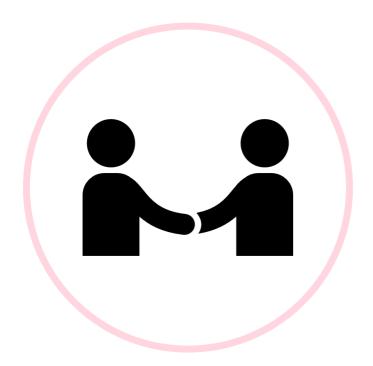








EXPERIENCE



UNITY BETWEEN GIRLS





PROTOTYPE

WORDS IN RANDOM ORDER EVERY 10 SEC SWITCH



ARTIFICIAL

BALANCED

CHEEKY

CONTROLLED

DOMINANT

EFFORTLESS

EXCITED

FAMILIAR

NATURAL

OBSESSED

RELAXED

SIMPLE

SOOTHING

SAFE

WARM



ARTIFICIAL BALANCED CHEEKY CONTROLLED

DOMINANT

EFFORTLESS

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ARTIFICIAL BALANCED CHEEKY CHEEKY CONTROLLED DOMINANT EFFORTLESS EXCITED EXCITED FAMILIAR FAMILIAR NATURAL OBSESSED RELAXED RELAXED SIMPLE **SIMPLE SOOTHING** SAFE SAFE **WARM**

WARM

CONFESSIONS

HAVING A DISCUSSION WITH MYSELF ABOUT (STUPID) CHOICES IN MY LIFE. I VOMITED IN FRONT OF MY FRIEND'S FRONT DOOR. I DON'T KNOW WHAT I'M DOING WHEN I'M DRUNK. GOING WITH A STRANGER TO THE TOILET. I PEED ON A BENCH IN FRONT OF AN ICE CREAM SHOP. I PUT A BRICK FROM THE NIGHTCLUB IN MY LITTLE BAG. I VOMITED OVER MY FRIEND'S HAIR, WHICH BECAME BLUE (BLUE CURAÇAO). I KISSED THE WHOLE SOCCER TEAM IN ONE NIGHT. I KISSED 5 GUYS IN ONE NIGHT. I STOLE A PLANT FROM THE NIGHTCLUB. I FELL IN THE CANAL.

I THREW A DRINK OVER MY EX.

QUESTIONS OR CONFESSIONS?