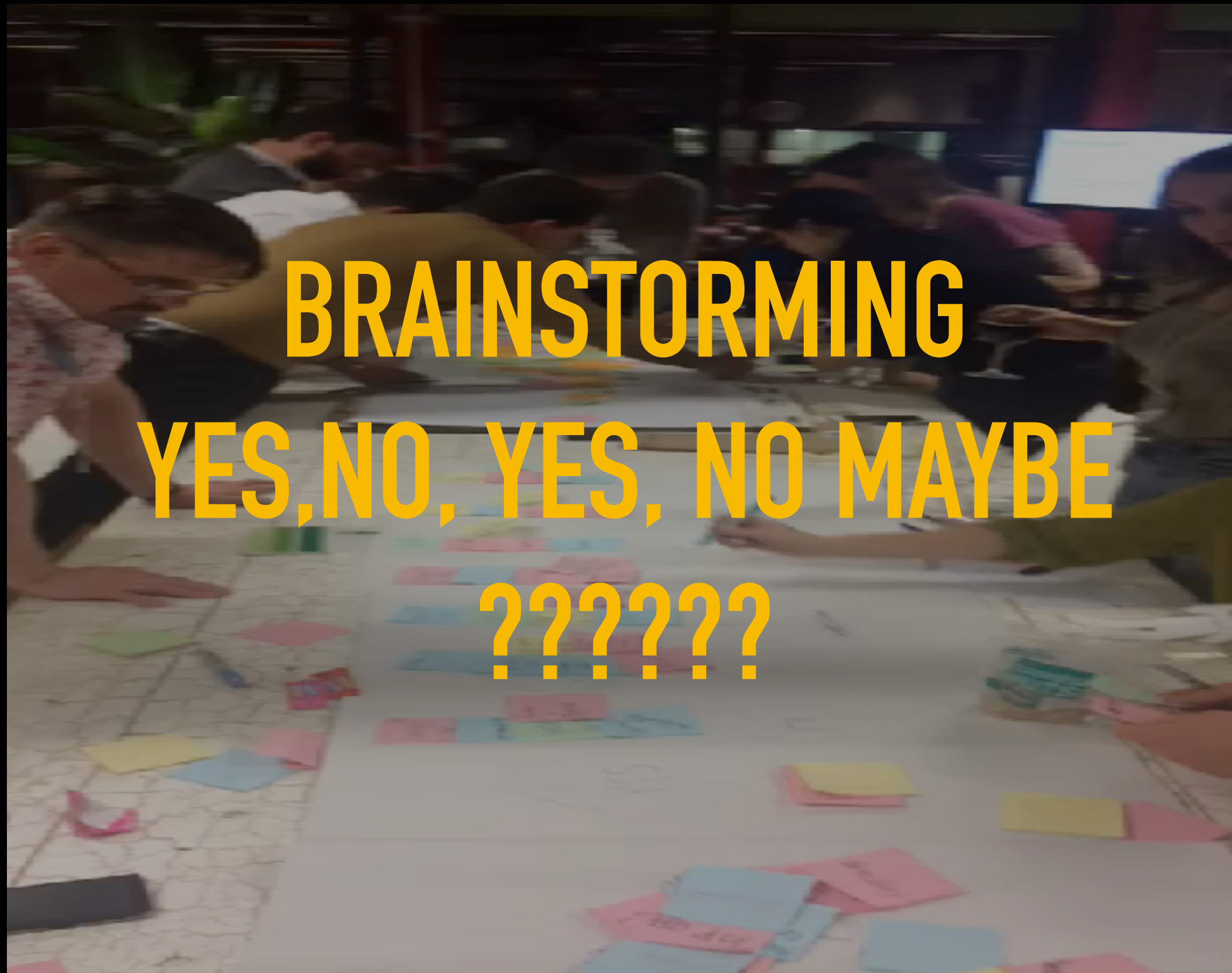


Criminal Masters:

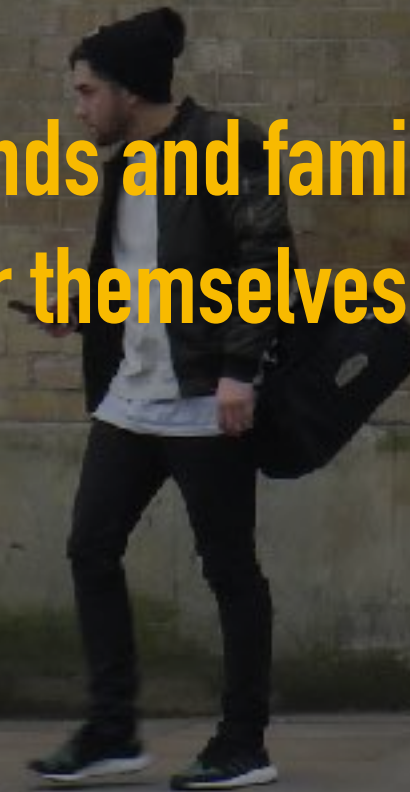




BRAINSTORMING
YES, NO, YES, NO MAYBE
???????

PROBLEM:

People are too connected with their friends and family through their phone
There's no time for themselves





RESEARCH
ASKING QUESTIONS
FINDING INSIGHTS

YES, NO, YES, NO MAYBE



SHARING INSIGHTS



IDEATION



A man in a dark jacket and blue jeans is walking on a sidewalk, looking down at a small white object in his hand. He is positioned in front of a building with large glass windows. A white pillar is visible on the left side of the frame.

**GIVE YOURSELF A MOMENT
MOVEMENT**



PROTOTYPING



SECOND ROUND PROTOTYPING

15
LEONARD STREET
APARTMENTS
1-9

DRAW
ON ME!

TESTING



TESTING

A hand-drawn sketch of a building with a grid of windows. In the foreground, there is a large, abstract, colorful shape made of blue, red, and yellow strokes. The text 'OUTCOME:' is overlaid on the sketch in a bold, yellow font.

OUTCOME:

Create a space for people
to take a moment for themselves
(disconnect with the digital world)



VALUE

DISCONNECT TO RECONNECT
WITH YOURSELF