





CONTENTS

SOCIAL MEDIA

THE ROLE OF AI

OFF-GRID FANTASY

CONCLUSIONS

PRODUCT DEVELOPMENT

SAMEY

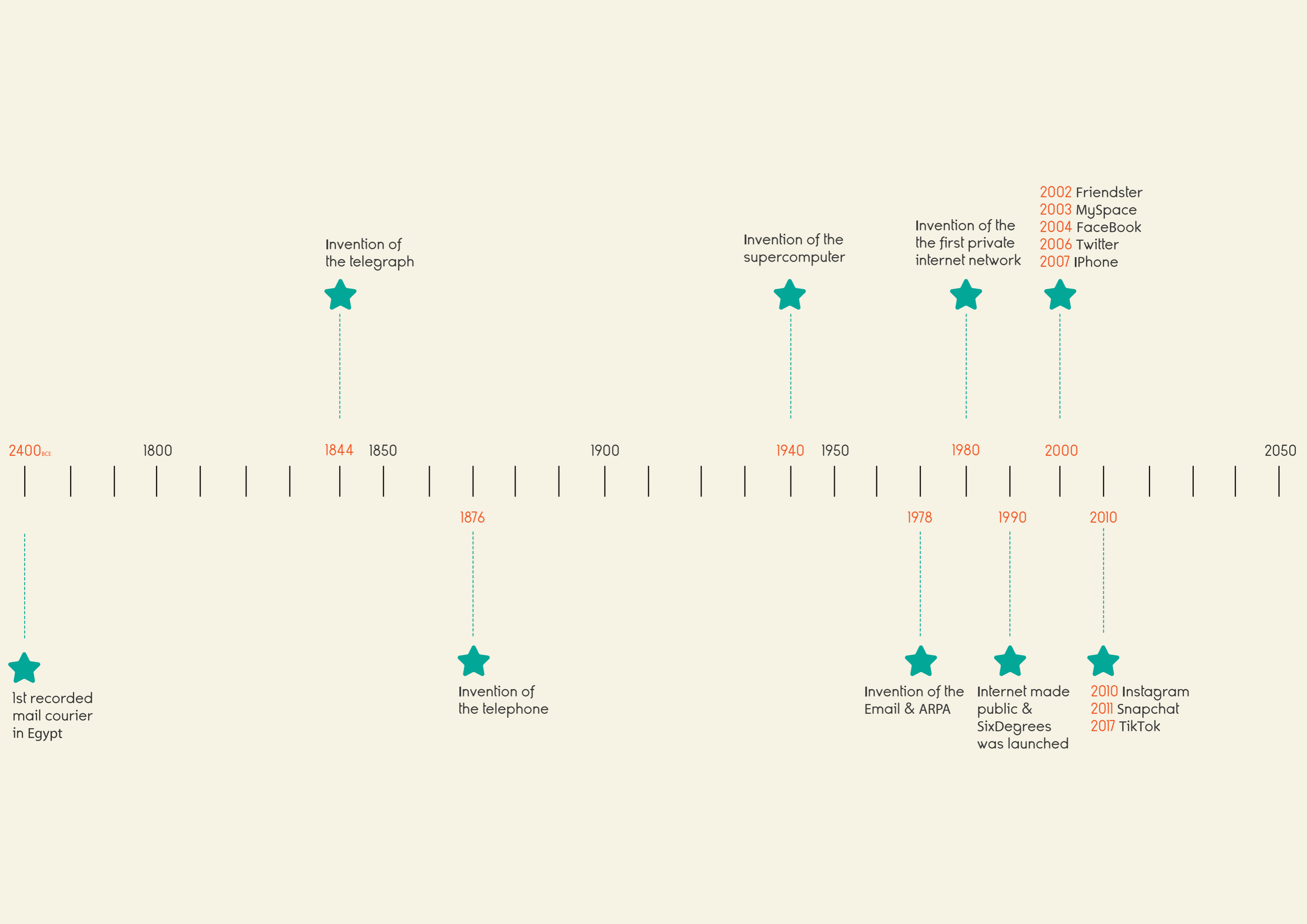
01. INTRODUCTION

INTRO

The purpose of this dissertation is to determine the role that AI plays in social media, understand the correlation it has with the decline of our mental health and how it's primarily affecting the younger generations



02. SOCIAL MEDIA TIMELINE



2400_{BCE}

1800

1844

1850

1900

1940

1950

1980

2000

2050

1876

1978

1990

2010

1st recorded mail courier in Egypt

Invention of the telegraph

Invention of the supercomputer

Invention of the the first private internet network

2002 Friendster
2003 MySpace
2004 FaceBook
2006 Twitter
2007 iPhone

Invention of the telephone

Invention of the Email & ARPA

Internet made public & SixDegrees was launched

2010 Instagram
2011 Snapchat
2017 TikTok

03. PHYSICAL IMPACT

PHYSICAL IMPACT



ACTIVITY LEVELS

Activity levels have drastically dropped, less organic release of dopamine



SLEEP SCHEDULE

Thanks to blue light emissions it is harder to maintain a natural sleep schedule



HUMAN INTERACTIONS

In person interactions are scarcer, people feel more comfortable on-line

04. SOCIAL IMPACT

SOCIAL IMPACT



PERSONA

People want to portray themselves as constantly interesting and extravagant



SOCIAL ANXIETY

People feel safer behind a screen, they are increasingly scared of judgement



INFLUENCERS

The life of influencers is highly desirable, people go to extremes to achieve this

05. MENTAL IMPACT

MENTAL IMPACT



FOMO

People are increasingly worried of missing out on the trending topics



CANCEL CULTURE

The need to always be politically correct is exhausting.



CONSTANT DISTRACTION

It has become the norm to distract ourselves from any uncomfortable feeling / situation

06. AI IN SOCIAL MEDIA



AI'S ROLE

AI plays a very important role within social media, the algorithms learn the users preference as well as analysing every movement and interaction, selling our data to the highest bidder

07.

TIKTOK

TIKTOK

TikTok has perfect the users interface and experience

The AI that TikTok runs is very effective at keeping the user's attention seamlessly increasing the amount of time spend online and decreasing the attention span.

The app has no ads, so users are more likely to spend a large part of their days plugged in.



08. OFF-GRID FANATSY



OFF-GRID

The Off-Grid fantasy can be defined as the idealization of creating a lifestyle that strips away from modern society. A good example is the rise of “Luddite Teens”.

09. MY CONCLUSIONS



**KIDS ARE
THE MOST
AFFECTED
GROUP**



**STRIPPING
AWAY
TECHNOLOGY
IS NOT THE
ANSWEAR**



**IT IS
CRUCIAL TO
REINSTATE
OUR SENSE
OF SELF**

01. PROBLEM

PROBLEM

Social media has worsened the younger generation's detachment from physical spaces by creating virtual communities. While it offers global connections, it has led to a disconnection from local communities and weakened ties to physical environments. Moreover, social media contributes to feelings of isolation as people prioritize online interactions over real-life connections, negatively affecting mental health, social well-being, and a sense of belonging.



02. RESEARCH



RESEARCH

Outdoor play is crucial for children's development, benefiting their physical, social, emotional, and cognitive well-being. It promotes physical activity, coordination, and strength, while fostering communication, problem-solving, creativity, imagination, and cognitive skills. Prioritizing outdoor play is essential for children's overall growth.

03.TARGET MARKET

TARGET MARKET

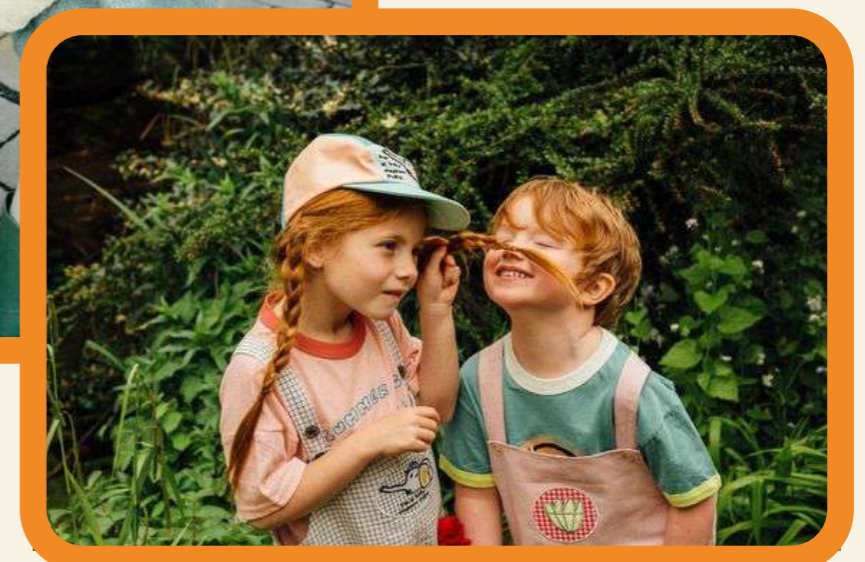
Age: 28-36 year olds
Gender: Not specified
Nationality: Not specified
Residence: 1st world countries
Status: Married with kids
Profession: High income families

Keywords:

- _ Quality time
- _ Learning while playing
- _ Curiosity
- _ Energetic

Description:

Young couples that are married and they have small kids. Both are deeply involved in their children's life and care deeply about raising them. They are preoccupied with their kids spending too much time online, and they are actively looking for external help.



04. PERSONAS

PERSONA 01



Olivia Wilson

Age: 35 years old

Gender: Woman

Nationality: Mexican/American

Residence: USA West Coast

Status: Married with kids

Profession: Project Manager with good income

Description:

Olivia is a young woman that works as a project manager in a medium sized firm, she is married and they have two small kids. Both her and her partner are deeply involved in their children's life and care deeply about raising them. She is very preoccupied with his kids spending to much time online, and she is actively looking for external help.



PERSONA 02



Julien Wilson

Age: 6-10 years old

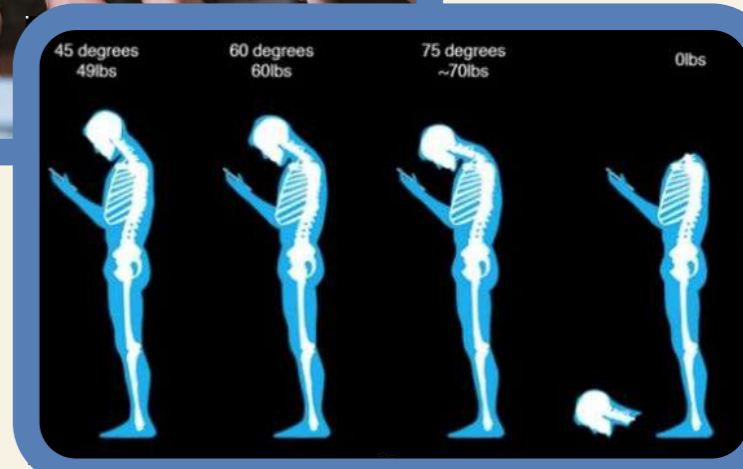
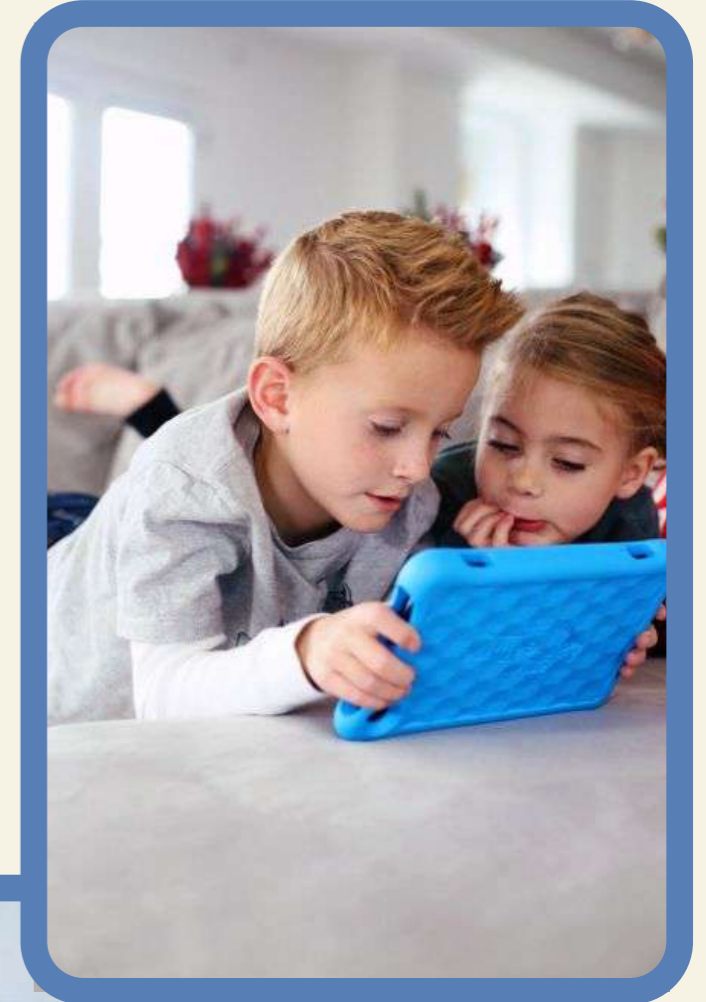
Gender: Man

Nationality: Mexican/American

Residence: USA West Coast

Description:

Julien is a 9 year old kid who is constantly playing games online, he has a fixation with them and has a hard time doing anything else. He gets mad when his parents tell him to stop playing video games, he also has a hard time socializing and hardly goes outside. Most of his socializing with his friends is online.



05. GOALS

MAIN GOALS



Creativity

I want to create a product that provides children with the tools they need for creating various objects.



Outdoor Play

I want my product to emphasize the importance of spending time outdoors and engaging with nature.



User Growth

I want to create a product that has the ability to grow with the user through various stages of their lives.

06. COMPETITORS

COMPETITORS



Wonder Workshop

Robot coding, dependent on tablet. Requires basic coding knowledge.



Paraxy

STEM kit boxes, dependent on instruction booklets. More complex



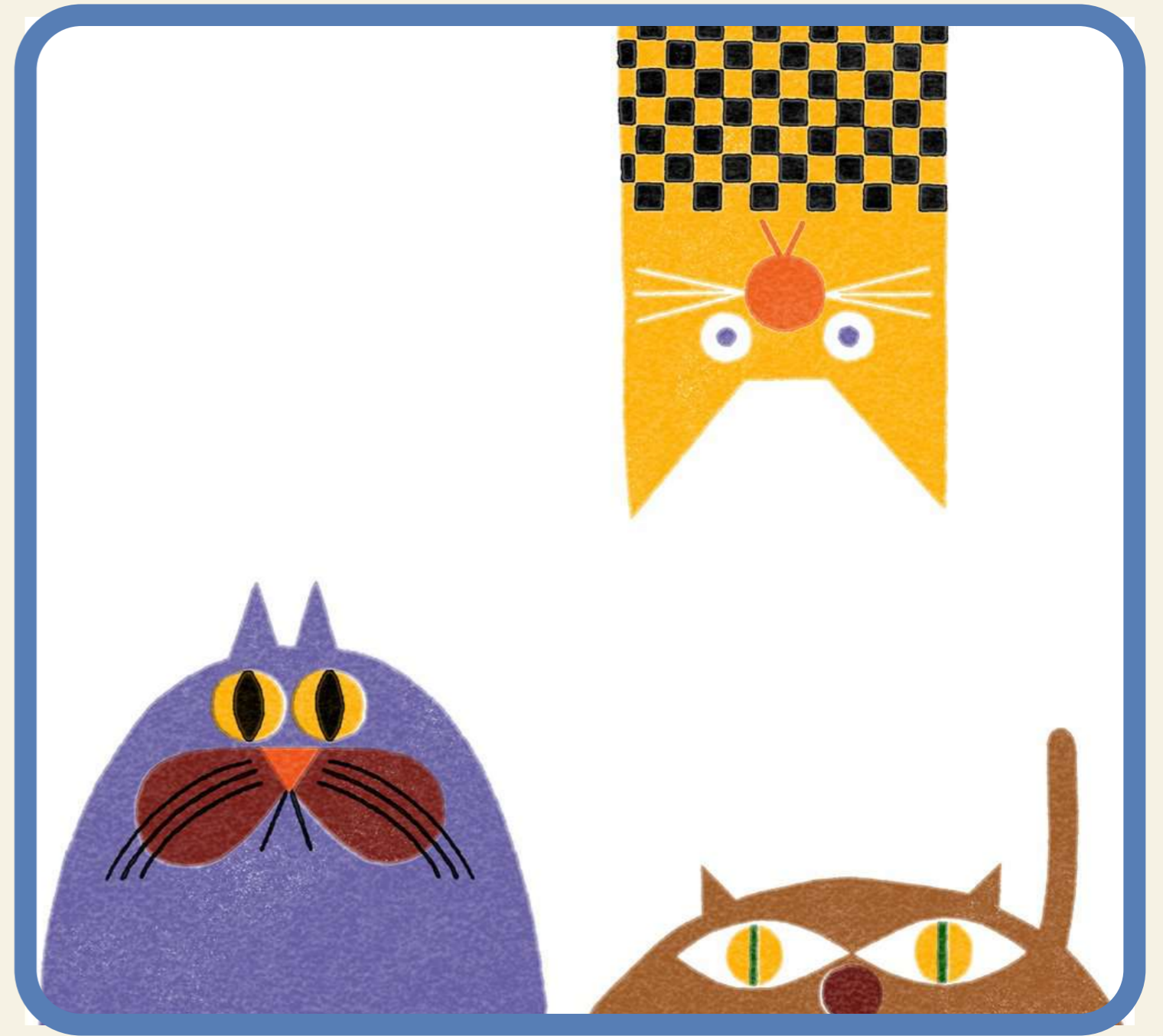
PlayShifu

Mostly STEM related games, dependent on using a tablet.

07. BRIEF

BRIEF

My brief is to create a source of entertainment specified to children that allows them to learn while they play and simultaneously reinstate their sense of place and reconnects them to their environment.



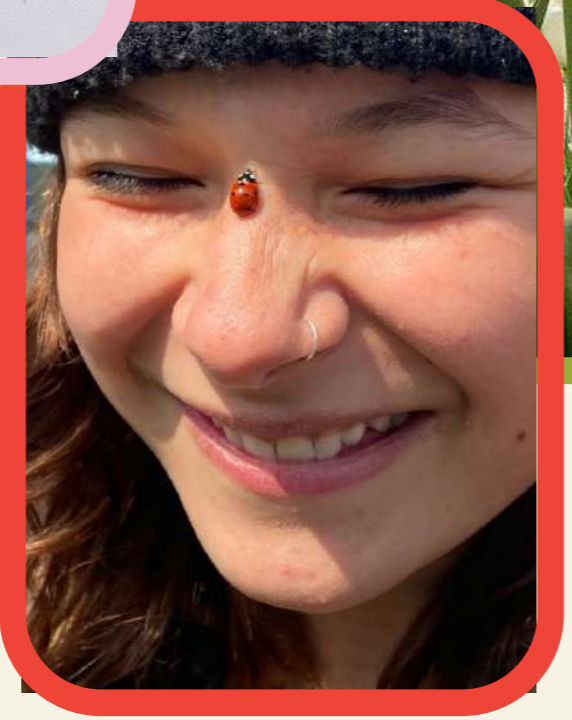
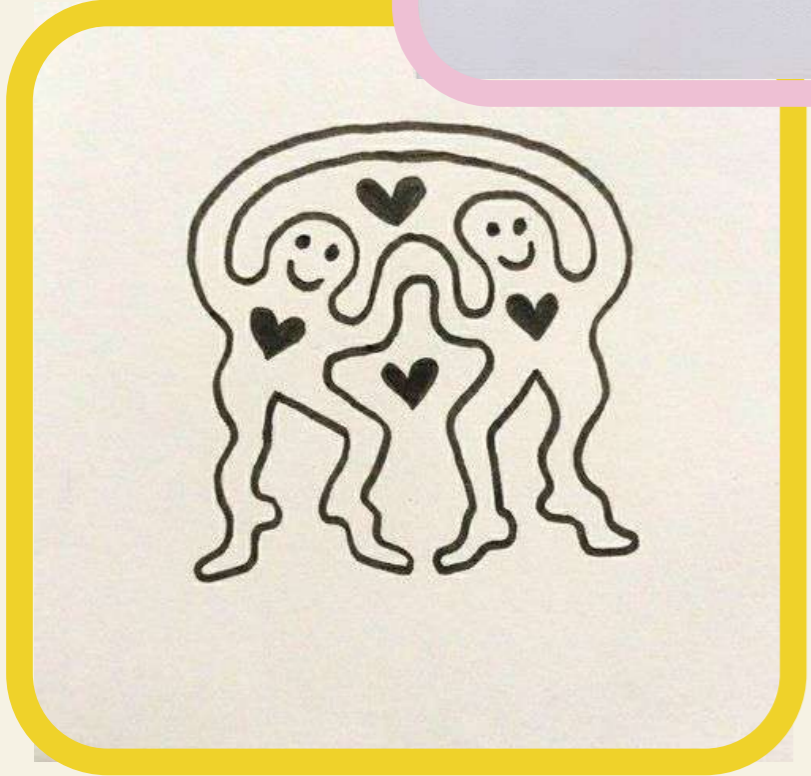
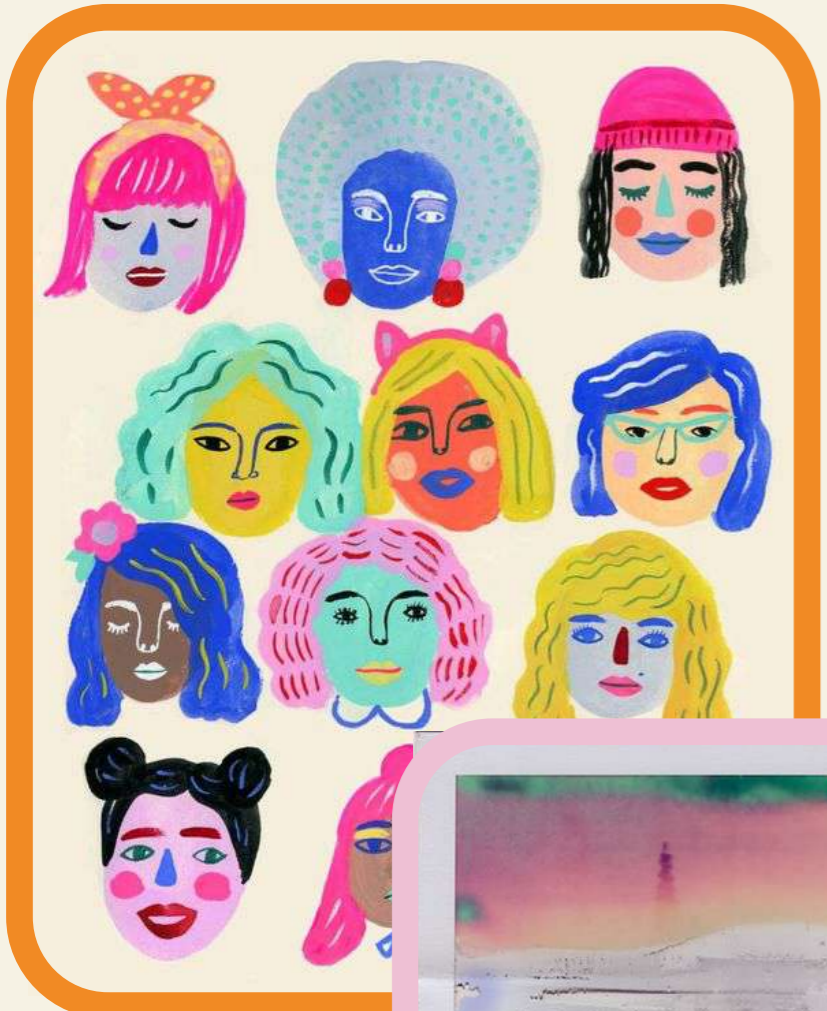
08. CONCEPT



CONCEPT

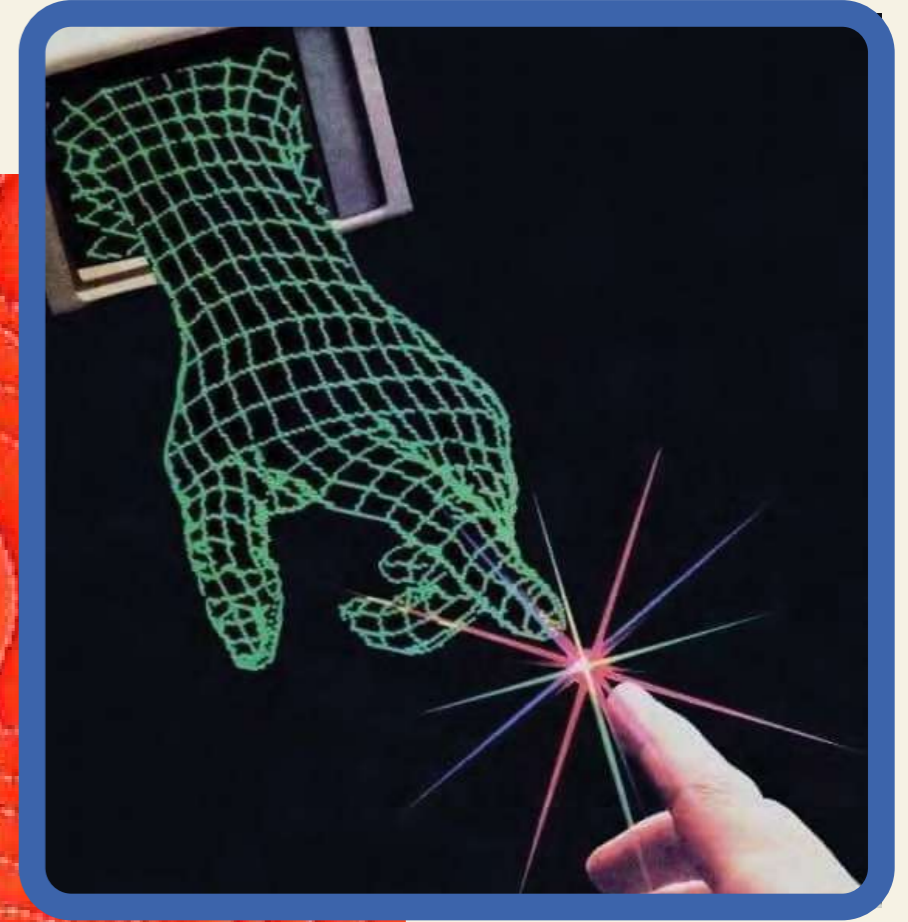
The concept for my project takes the shape of an innovative AI-powered toy designed to encourage outdoor play. The toy takes the form of a smart binoculars-like device, by seamlessly integrating AI technology with outdoor exploration, the toy aims to inspire a love for nature, curiosity, and a sense of wonder in children while fostering a healthy and active lifestyle.

09. MOODBOARD



10.

CME

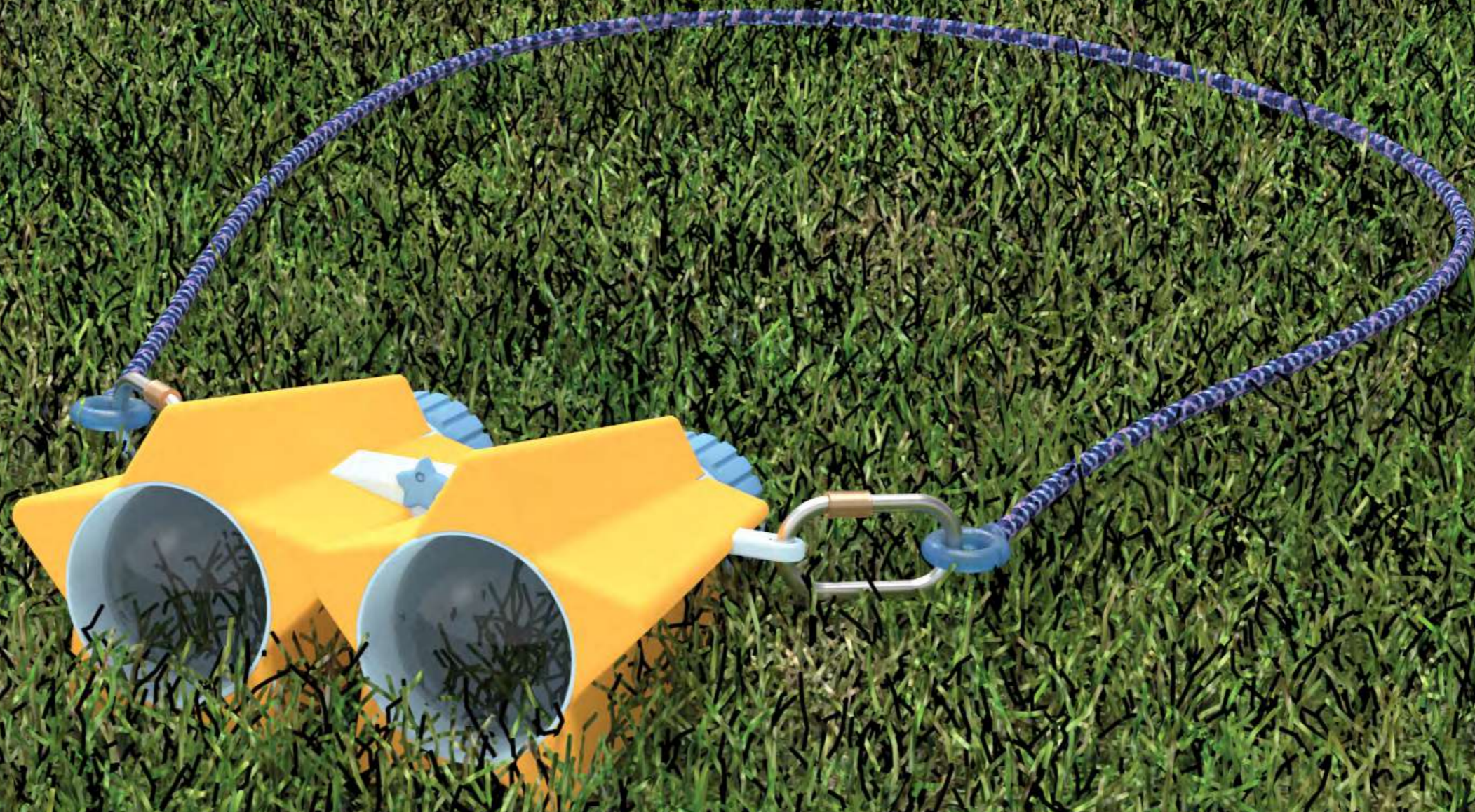


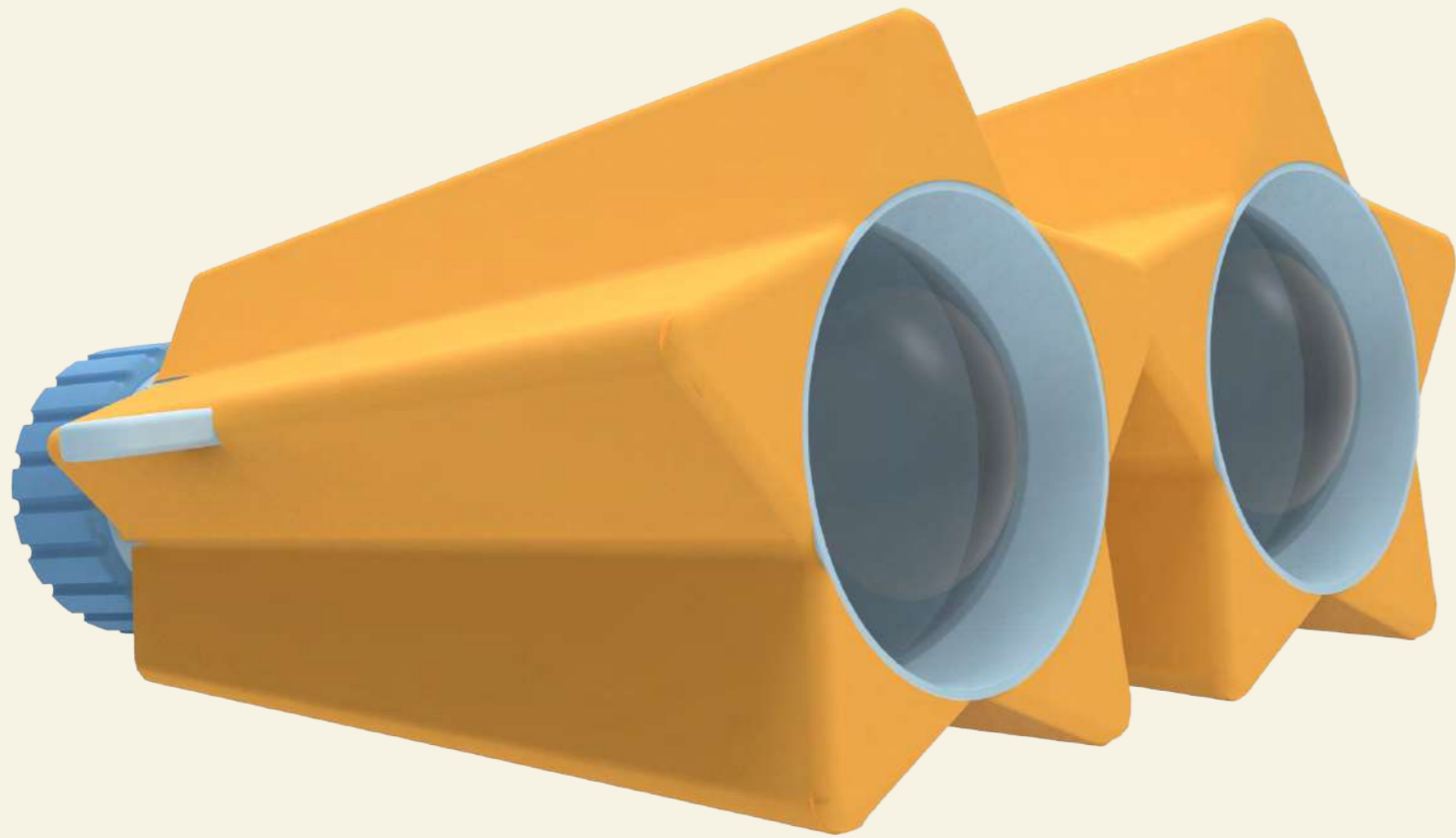


SAMEY

rebranding boredom





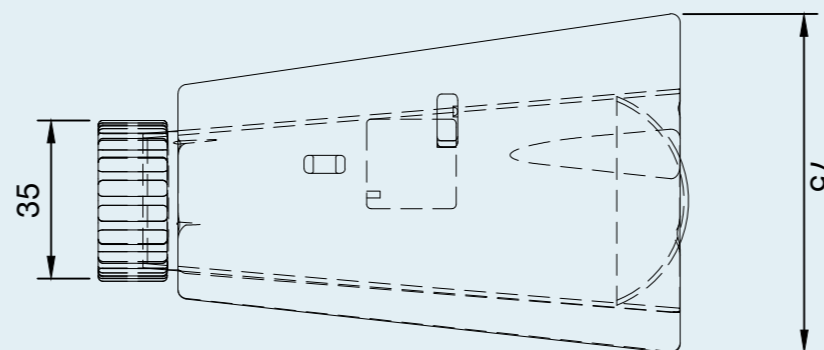
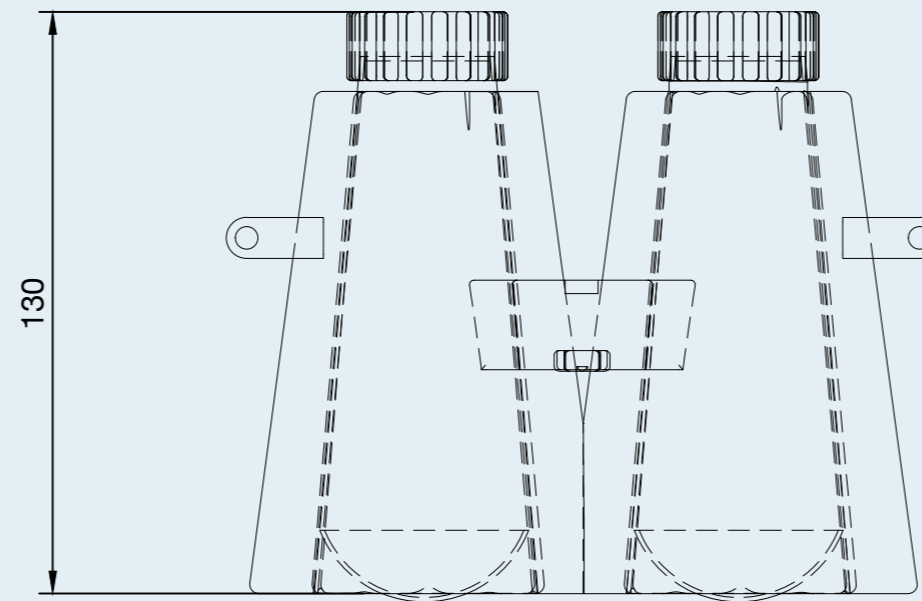
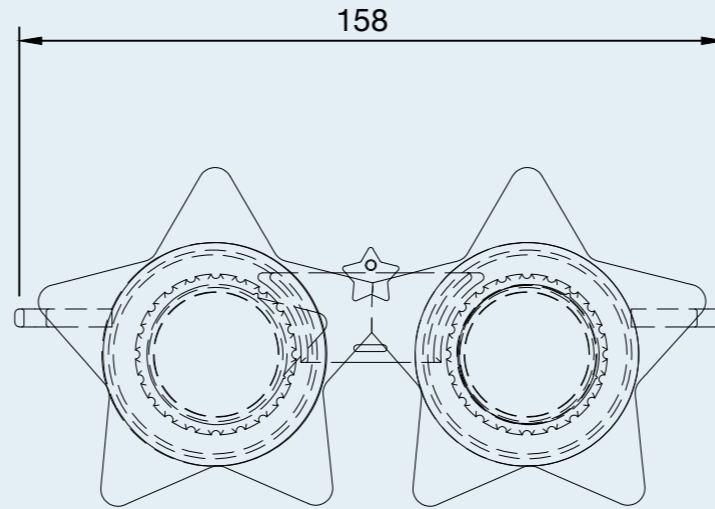


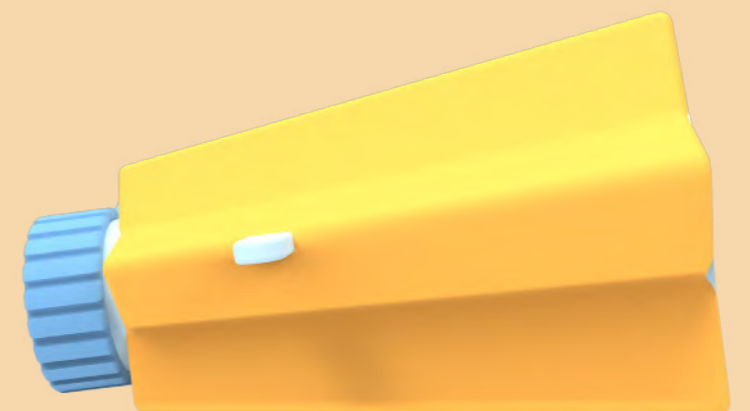
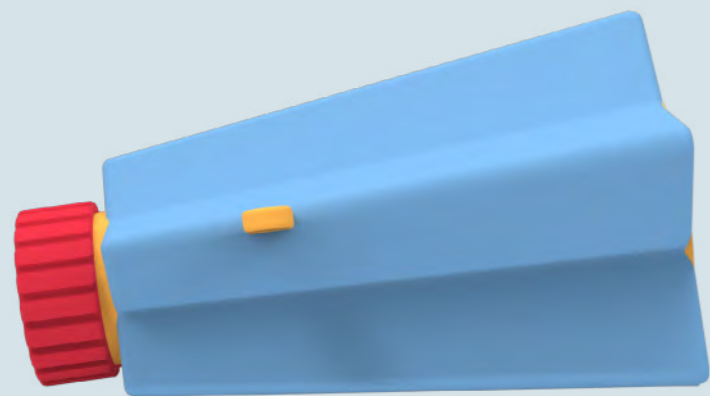
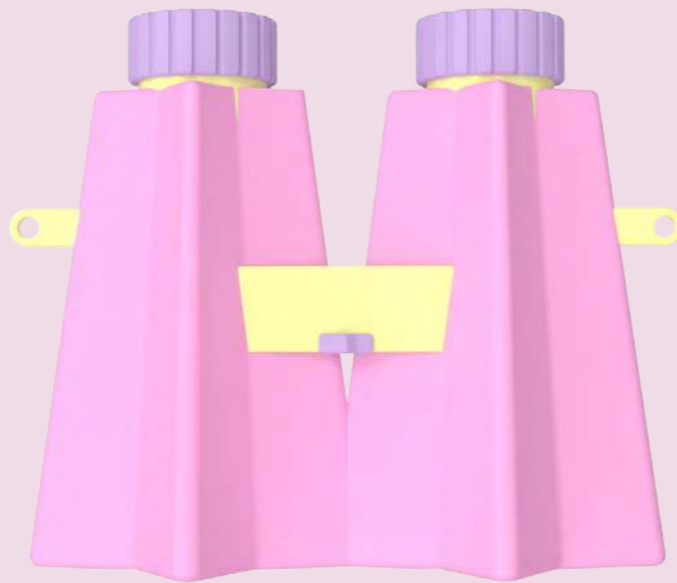
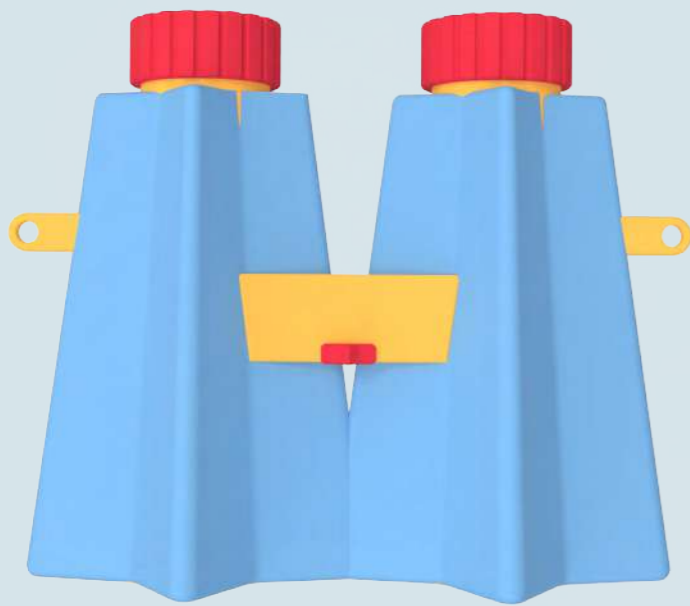
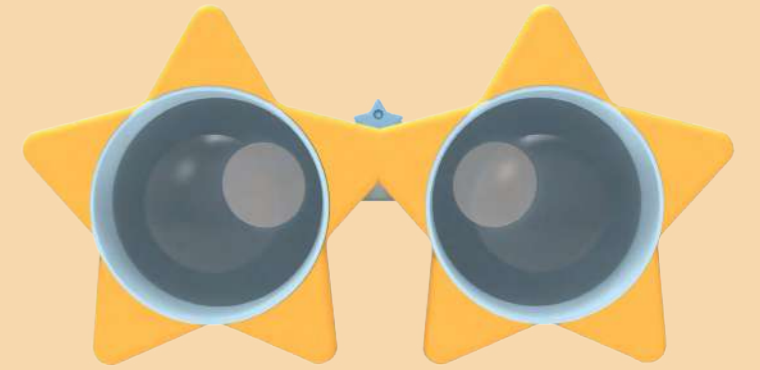
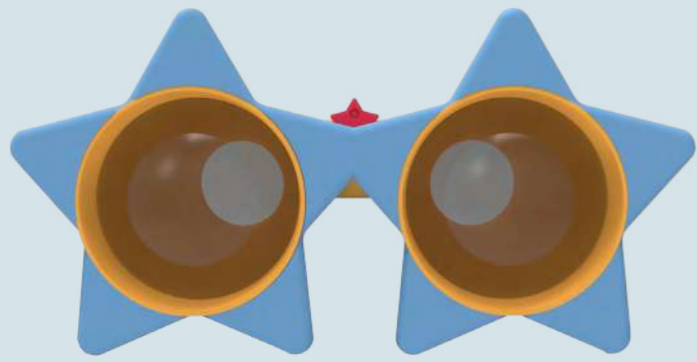
SAMEY

Samey works similarly to any type of virtual reality goggles, equipped with a built-in camera and AR capabilities, Samey overlays digital information on the real-world environment when children look through the lenses. Children can discover hidden facts about plants, animals, and landmarks as the AI identifies and provides information in real-time.



GENERAL DIMENSIONS



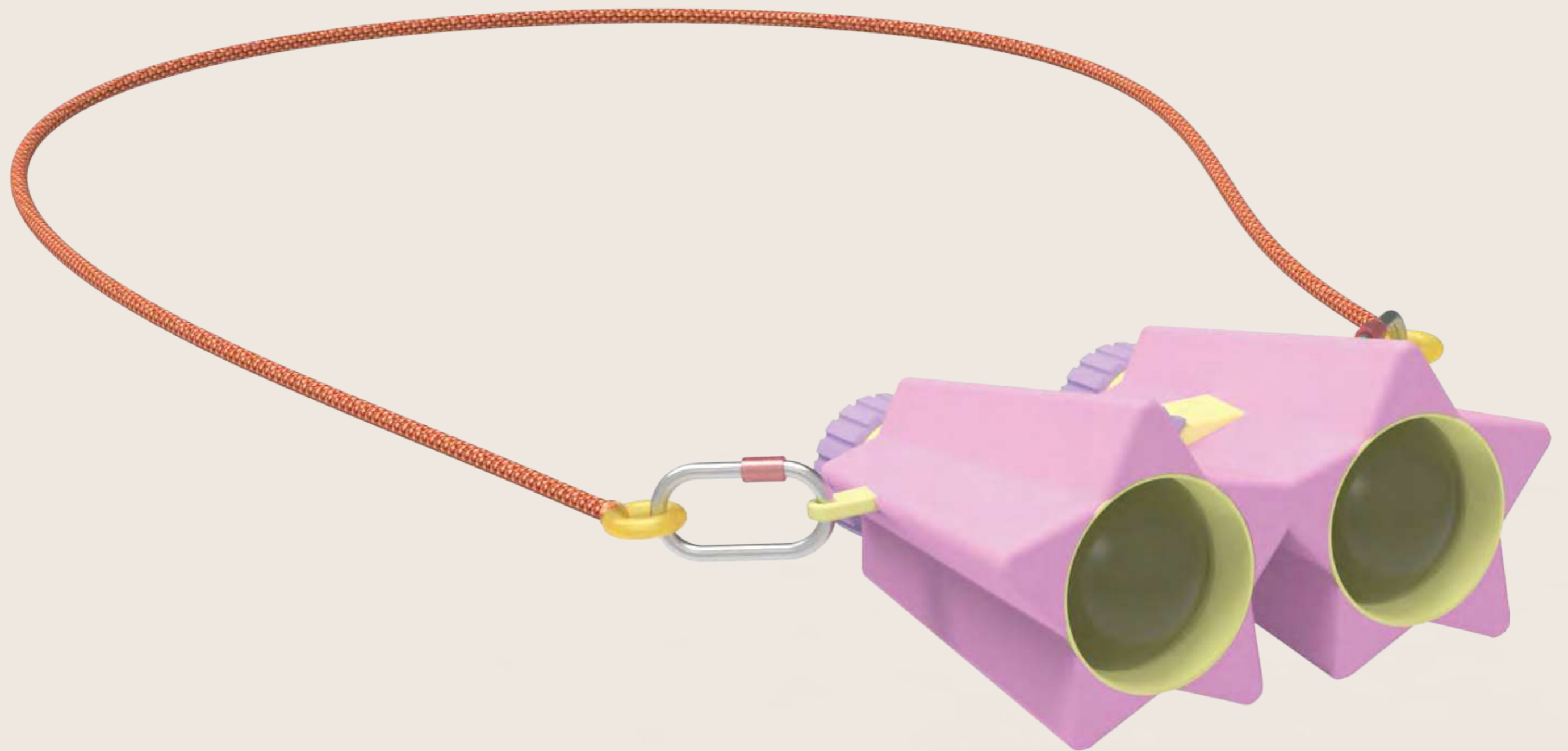


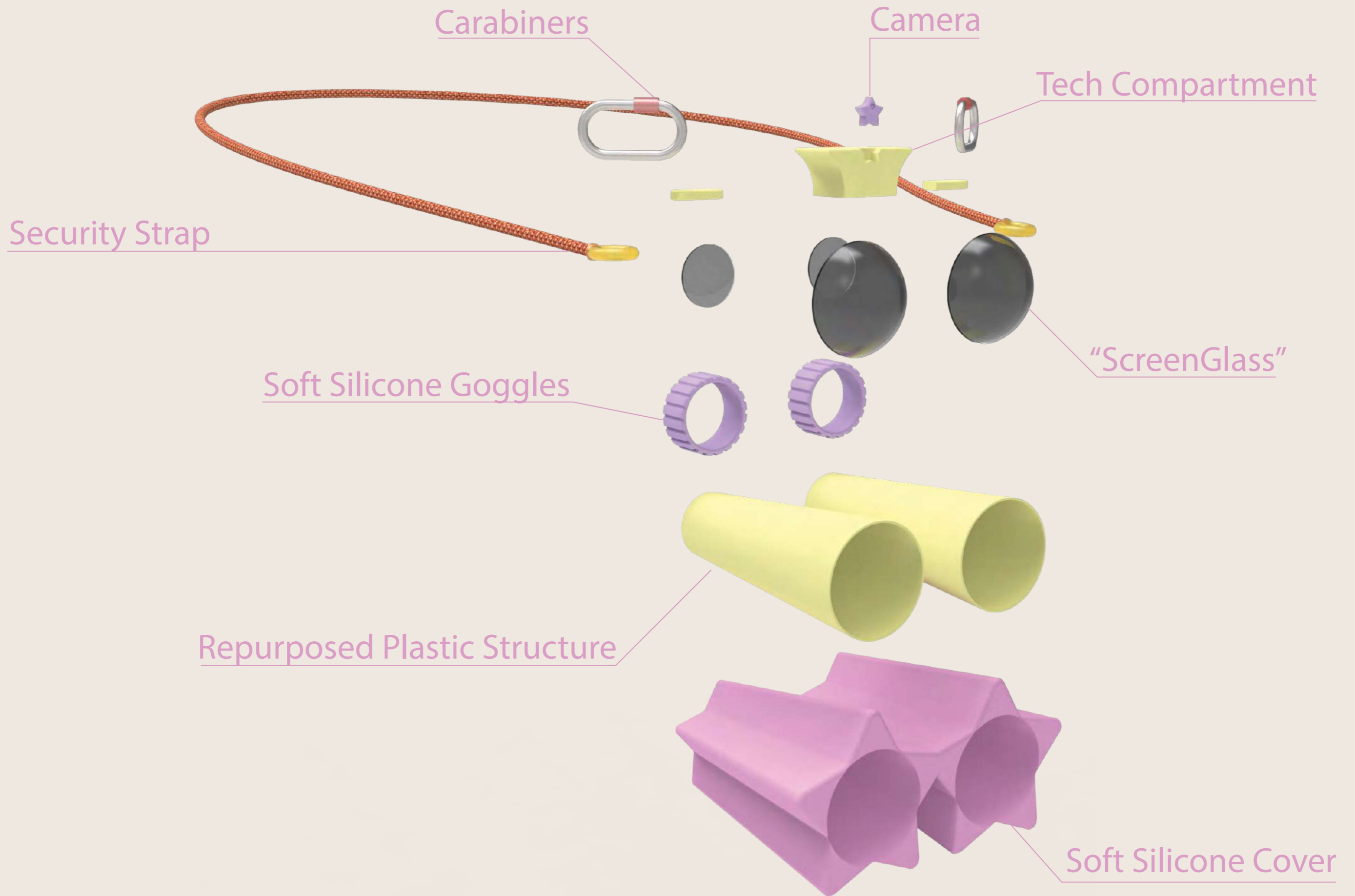


SCOUT
FIELD
BOOK



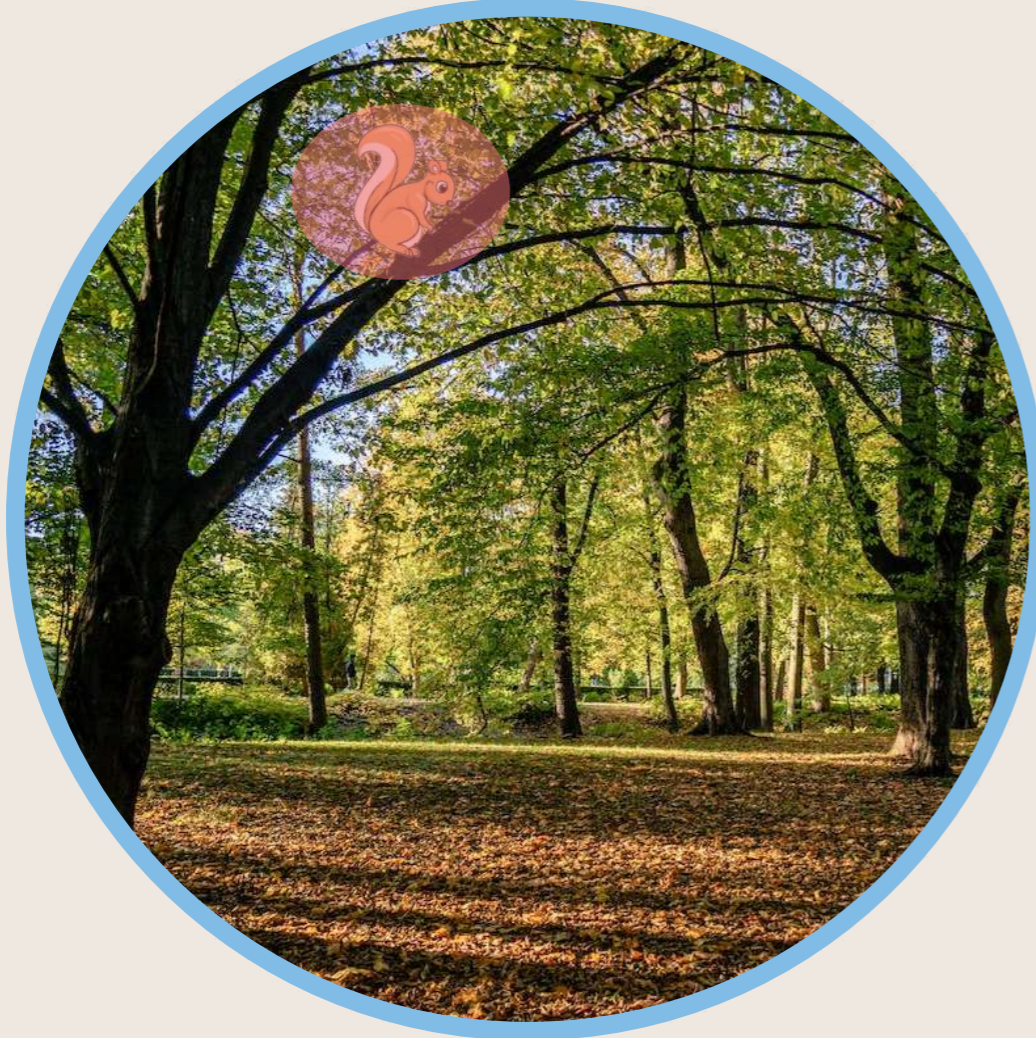
EXPLODED VIEW





**WHAT DOES THE KID
SEE WHEN LOOKING
THROUGH SAMEY?**

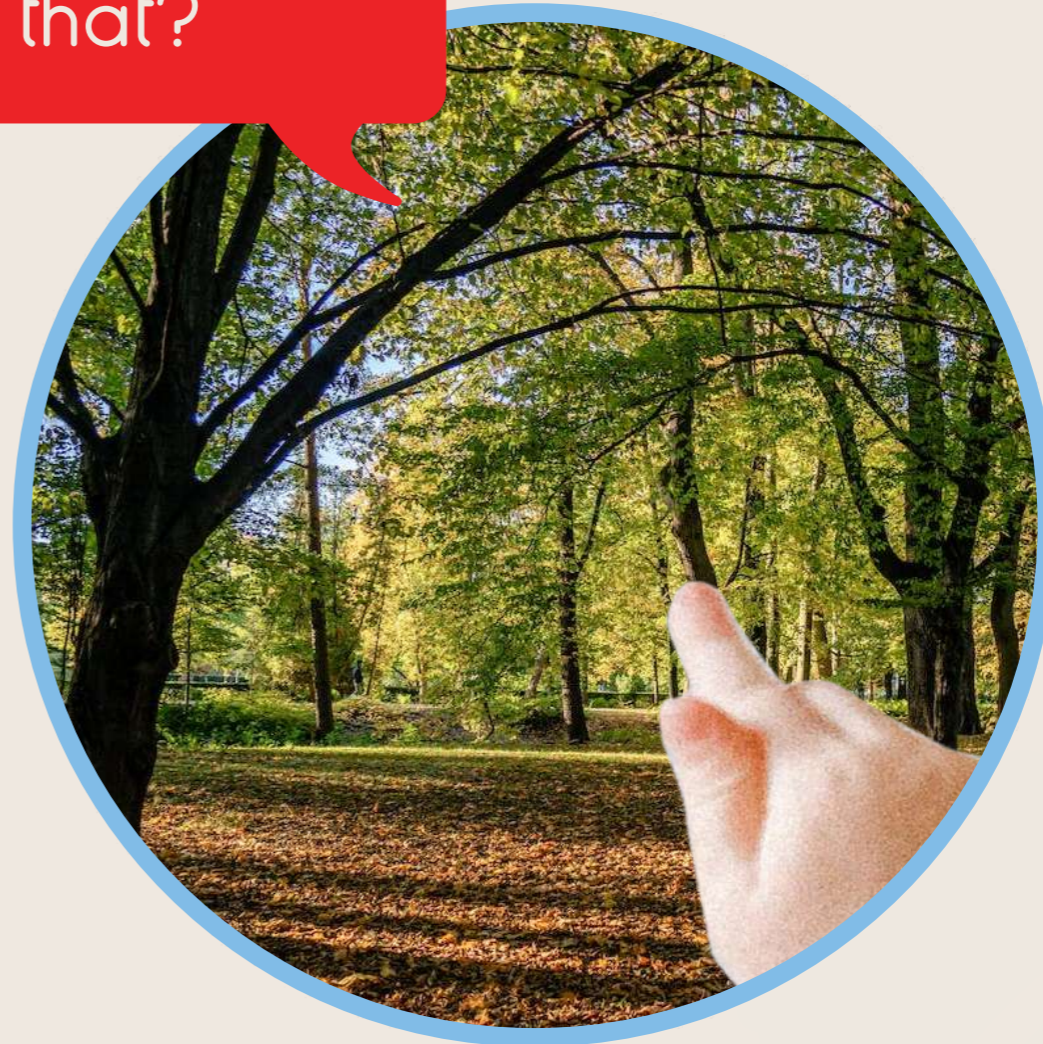
Do you see the squirrel here?



I do!

**SAMEY CAN RESPOND
TO ANY QUESTION
IN JUST SECONDS!**

What is that?



That is an oak tree!



SAMEY TAKES YOU ON

ADVENTURES

ENDELSS FUN!

Let's try to find some flowers!



Let's do it!

Great job!



**SAMEY ALSO ALERTS
YOU OF WEATHER
CHANGES**

Oh no! It looks like it will rain, let's go inside!

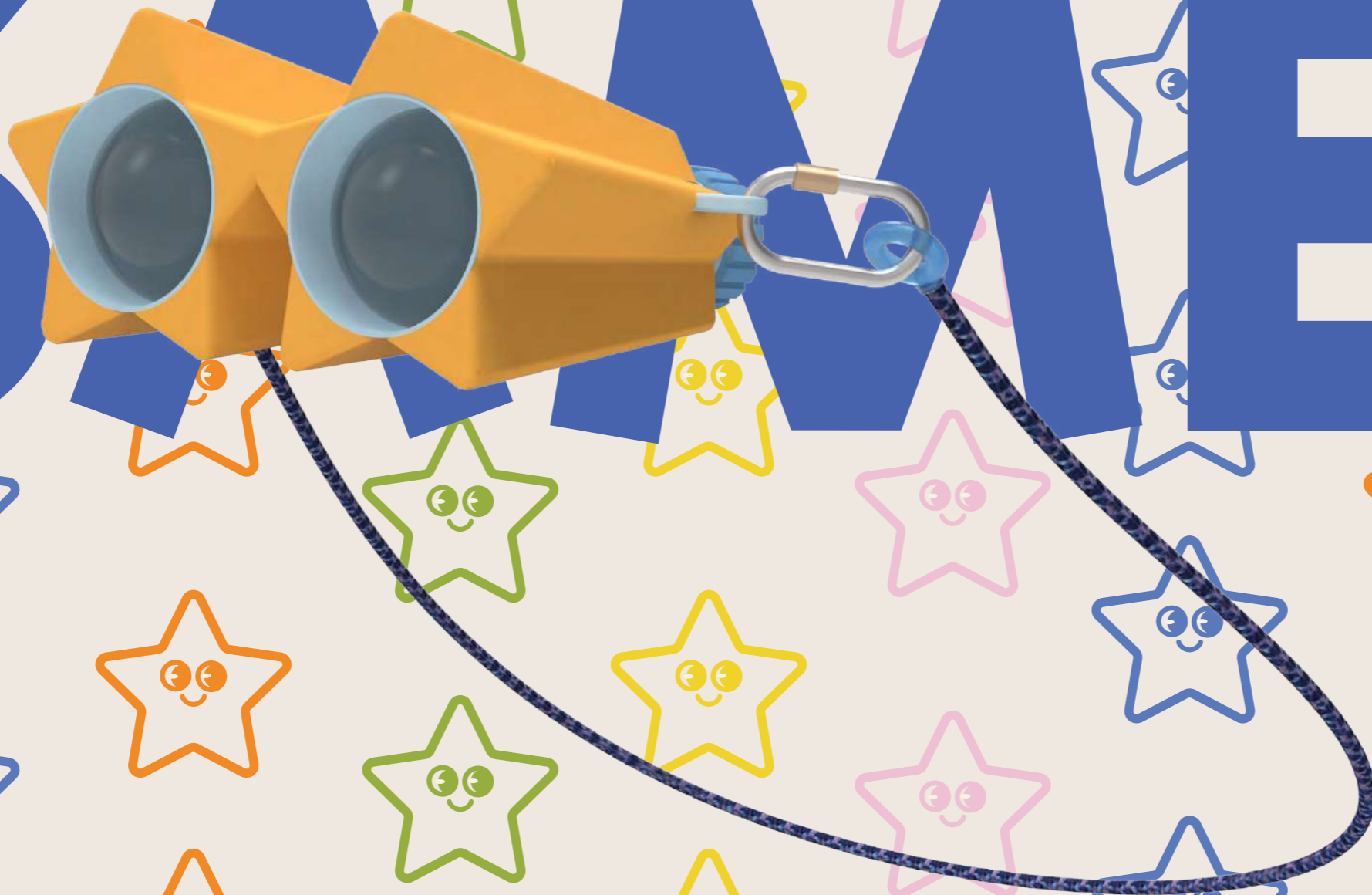


**SAMEY HELPS KIDS FEEL CONECTED
TO THEIR ENVIRONMENT**

**SAMEY ENCOURAGES KIDS TO PLAY
OUTDOORS**

**SAMEY ENABLES KIDS TO LEARN
WHILE PLAYING**

SMILEY



THANK
YOU!

