

**DON'T BE
A PIECE
OF SHIT!**

SVC6 Project

Charlotte Chan • 202719U

Contents

Project background

- p3 How Can I Help?
- p4 Preliminary research
- p7 3 areas of interest

Research

- p11 Primary research
- p21 Secondary research

Defining and initial ideation

- p28 Problem Statement
 - Objectives
 - Design criteria
- p29 Design directions

Development

- p45 Streamlined direction
 - Visual identity
- p 48 Posters
- p Infographic Reminder stickers
- p Guerilla Marketing
- p Social Media Marketing
- p Presentation Board
- p Explainer Video

Design deliverables

- p Primary campaign items
- p Secondary campaign items
- p Explainer video
- p Presentation Board

Reflection

- p Challenges and experiences

Project Background

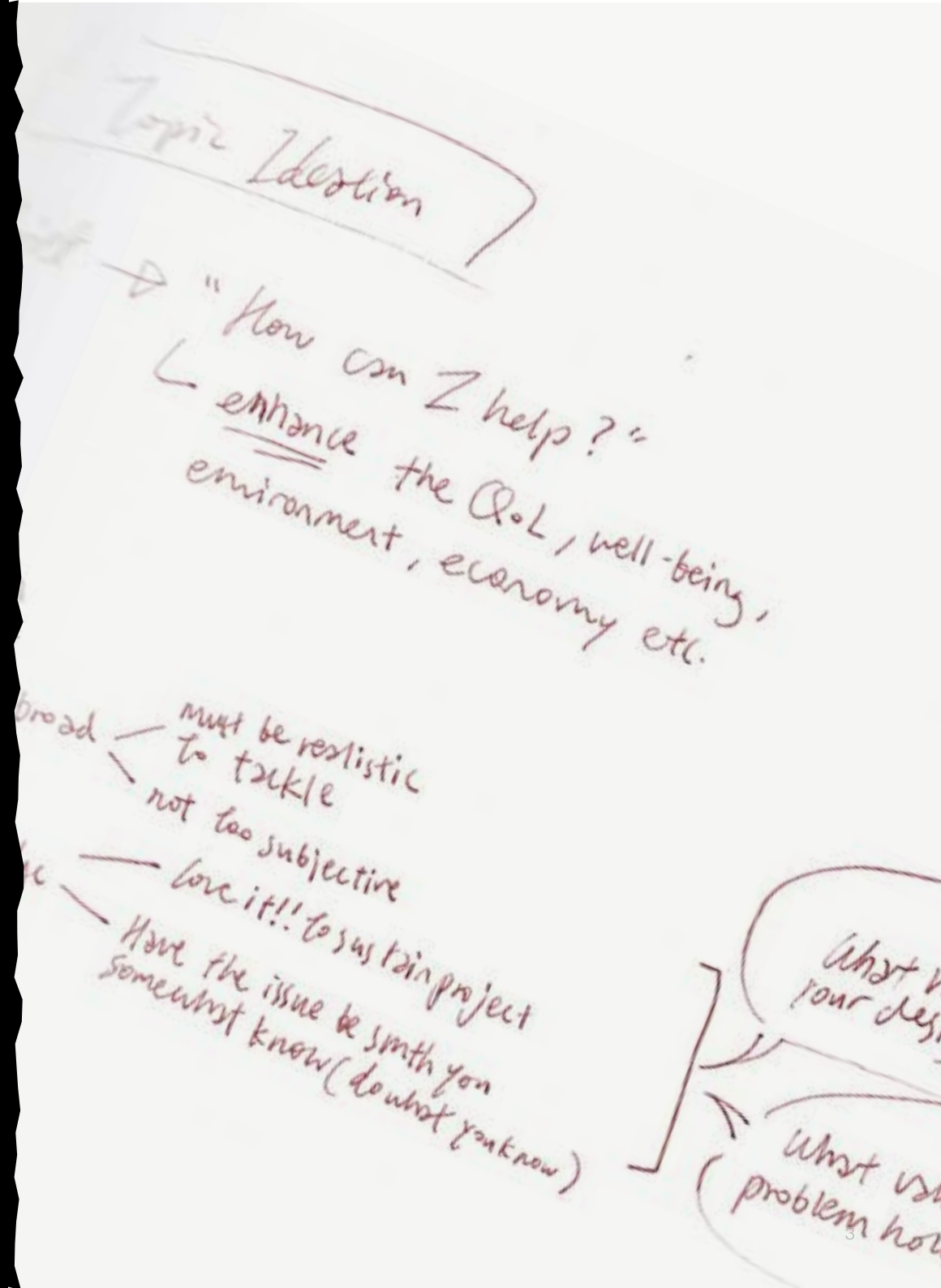
“How can I help?”

The world around us holds an abundance of areas, problems, and opportunities that are just waiting to be addressed. The brief proposes the challenge of **bringing value and enhancing something through visual communication**, be it its quality of lifestyle, well-being, environmentally, socially, or economically

The self-initiated and managed project should bring forth a **sustainable and valuable design solution** appropriate to a target audience and client.

The key to creating a valuable design solution is to tackle a worthwhile problem.

I heavily considered three factors whilst searching for an area of interest to tackle; The **scalability and sustainability** of the topic, my **personal interest and motivations** in in, and lastly what **potential value** I could effectively contribute to the issue in actuality through my design.



Preliminary Research

My initial exploration consisted of topics that were more relevant in my personal life as of then. I purposefully avoided certain kinds of social or mental health-related topics as they have been somewhat overdone in recent years, and visual communication solutions are often not substantial enough for the problem.

I also chose topics that had an Target Audience I could tackle conveniently (user testing) to make the project progress smoothly.

I considered topics that were within my breadth and capabilities, but still allowed ample room for exploration and growth.

Topic 1: Increasing reading amongst teens and young adults

Objective

Increase reading rates in teens and young adults.

Target Audience

Teens and young adults aged 14-21.

Target Audience Benefit

Indulge in a less-distracted and more enriching form of literary content.

Client Benefit

NLB can observe greater footfall in libraries and use of their online services.

Personal interest

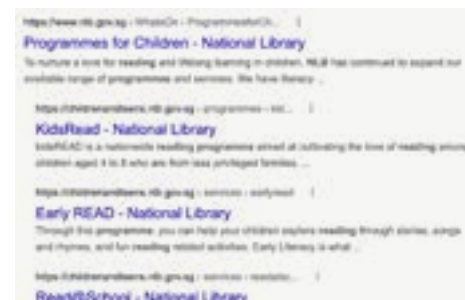
In recent years I've grown to **appreciate the value of reading** but still have not gotten into the habit of reading while some of my friends have, often citing excuses like "I'm too busy right now!" or "I can't find the right book for me..."

Concern

The most current frequented form of literary media by teens and young adults are social media, consuming lifestyle, fandom, current affairs and other information through platforms like Instagram and online articles.

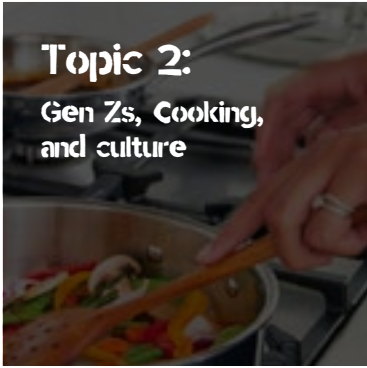
The abundance of such media has **overwhelmed us into self-destructive behaviours** like addiction, distraction, and doom-scrolling. Our ever-hectic minds aren't helped by the brain-scrambling these kinds of information bring us.

A once-common past time that has been taken over by our phones, reading rates have dropped exponentially in teens and young adults, closing the door to what could very well be a calmer alternative of escapism and enrichment.



Commonly-found reading programmes

Jotting of possible topics, linking common threads



Objective

Connecting Gen Zs to their SG roots and adulting through home-cooking

Target Audience

Young adults aged 18-25.

Target Audience Benefit

Enrich TA with life skills and strengthen their sense of cultural identity.

Client Benefit

NTUC: Solidify customer loyalty and frequency in younger generations in the long run, reduce food waste. NHB: Promote Local culture appreciation and engagement.



Personal interest

I got into simple home-cooking during the semester break for **affordability and health reasons**, and I realised soon when I had to become more independent post-poly I would have to use this skill more often. I reflected on my lack of cooking skill, where I wasn't taught to cook because with **consumerism**, my family often ate out, similar to many families these days, and felt it was such a shame. My friends also expressed interest in cooking despite their various backgrounds (housewife mother, buying takeout often for themselves).

Concern

Young adulthood is all about finding your footing and your identity. Cooking, an essential life skill, is part of a young adult's journey to finding their footing in life. In a country such as Singapore with underlying cultural dysphoria in our young adults, our country is losing its patriotism and cultural roots.

With the **internet and accessibility to information**, my generation is also expressing more interest in cooking, and with this specific target audience, I thought there would be an opportunity to inject cultural education as well through the medium of food.



Potential solution

Meal kits like "Hello Fresh" targeted at young adults are evidence of the rising interest in cooking for the TAM where they address the pain points of convenience through pre-portioned ingredients and recipes. A similar system could be developed and localised.



Objective

Encourage and increase dialect proficiency in young adults

Target Audience

Young adults aged 16-25.

Target Audience Benefit

Engage in their own cultural identity meaningfully and learn a new skill.

Client Benefit

Duolingo can receive higher rates of usage and establish a more relevant presence in the Asian (Singaporean) market



Personal interest

Being taught Cantonese from young (I'm half Hong Kong), I can smoothly communicate and bond with my paternal grandparents despite us residing in different countries. However my bond with my maternal grandma in Singapore is almost non-existent because of the language barrier (she speaks Hokkien), even though she lives a 5 minute walk away.

Most of my friends can also barely speak a dialect, but opt to learn languages like Japanese and Korean because of cultural trends (Anime, Hallyu wave), and they're accessible to learn through platforms like Duolingo. But it proves that many youths are open to learning a language/dialect for fun.

Concern

The slow death of (Chinese) dialects in Singapore are a sad but very real truth, and is only **one of the many crumbling pillars contributing to the waning cultural identities** of young Singaporeans today.

Week 1.2 Feedback

Overall

- All the ideas seem to already have a existing formulation of ideas in my head, so I need to make sure I don't get too stuck on what I already have and push myself to think broader and more explorative
- Think of one more 'blank' topic

Reading in young adults

Actually an interesting topic, pretty 'blank' because there's no clear solution rn, but potential to explore

(O) Based on the writeup you have so far, the problem seems to be about the negative effects of mass-consumed media like online stuffs, but there's a logical leap in saying that increasing reading in young adults is the solution to the issue...Maybe not go in the direction of reading because it's a matter of personal interest and with this logical error it's a stretch.

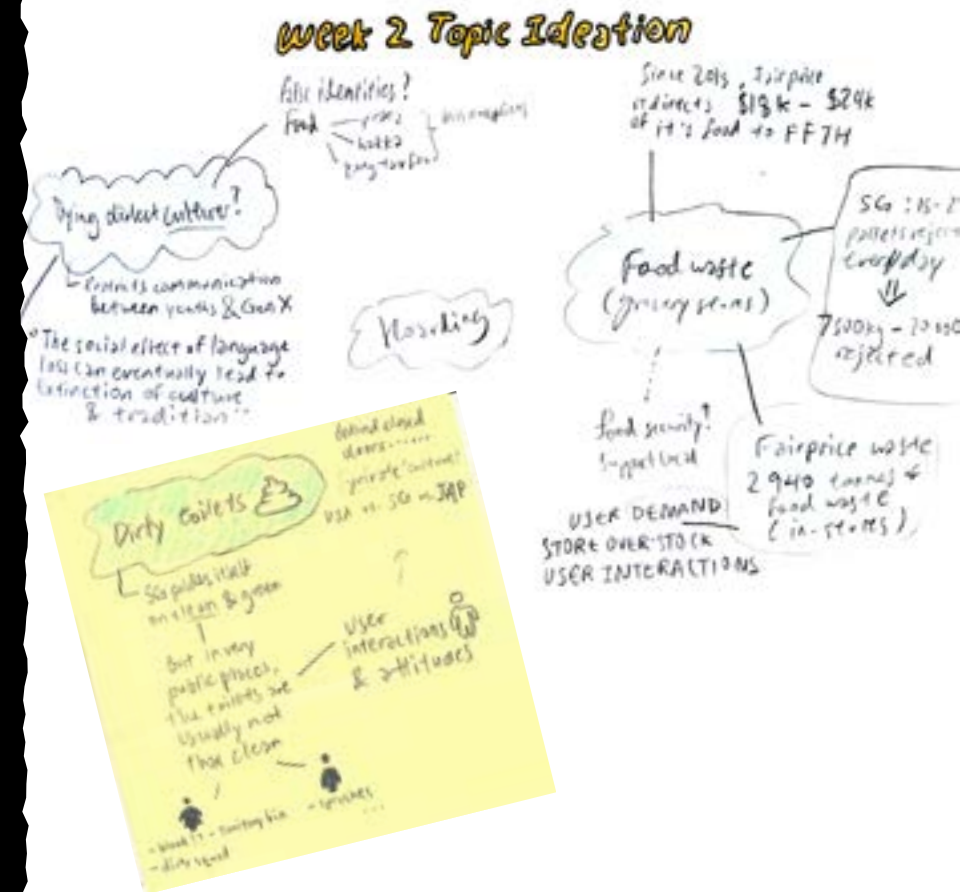
Dialect-learning

- Maybe don't consider the Duolingo part because it limits your designer ability for this project

Topic 2: Cultural home-cooking and adulting

- This potential solution needs to distinguish itself from the current status quo of home-cooking as an activity
- Since the distinguishing factor is the cultural aspect, what resources/information sources do you have to add value? E.g. consider other than local recipes, how about local ingredients?
- Look deeper into similar potential existing schemes, and also what resources you can draw from for the cultural aspect
- (O) You can possibly pull back from this specific home-cooking aspect first, and break down the cultural problem. Consider, why is there a need for a 'unique' cultural identity? What exactly are they gaining? Rationalize the problem.
- (O) Maybe alot of times these cultural dishes as well are hard to properly make at home so ye the current half-solution doesnt quite work
- (Natalie) Dying dialect groups like Hakka or Teochiew and the relevant food, like Teochiew noodle not rilly teochiew or smth, so uncover the actual food/culture. Peranakan?
- (Matilda) There are certain foods like prata is actually from Singapore, hidden foods or smth also abit similar to Natalie.

Some of my topics were workable, but I had yet to find one that I was truly motivated for, so I continued to explore other topics.



The three topics I narrowed it down to were **Food waste (sustainability)**, **Death of dialects (cultural)**, and **Dirty public toilets (public welfare)**. I kept the type of topic diverse to expand my knowledge.

3 Areas of interest

Topic 1: Death of Chinese dialects (cont.)

I dived deeper into the *history* of why Chinese dialects are dying in Singapore compared to places like China (where it's still dying, but at a slower rate).

When Singapore's first prime minister, Lee Kuan Yew, came to power, he believed that knowledge of dialects **undermined the mastery of key languages**. Since Singapore was a former British colony and was largely comprised of those of a Chinese background, Yew pushed for English and Mandarin education in schools, essentially cutting down a **"thriving, linguistic tropical rainforest."** Though these languages gave Singapore a **competitive edge** in global markets, many Singaporeans **lost knowledge** of their mother tongues.

History of Singapore's dialects, Catalyst



Speak Mandarin Movement

The death of dialects in Singapore was no accident; English and Mandarin were purposefully pushed and favored in education and the workforce, and it came to a point where **one's usage of Chinese dialects was seen as 'uneducated'.**



Article of Singapore and its Chinese dialects, The Economist

"Their language barrier was the product of decades of linguistic engineering. English has been the language of instruction in nearly all schools since 1987, to reinforce Singapore's global competitive edge."

Dying dialects/languages in other countries



Death of dialects in China, mironline

"Hundreds of dialects, many of which have limited or no mutual intelligibility with standard Mandarin, are in severe decline."

Similar to Singapore, the Chinese government's efforts to **standardize Mandarin has resulted in dialects dying out.**



The revival of the Hawaiian language, The Atlantic

There's still **hope** in reviving dying languages/dialects, as evident in the Hawaiian language and their previous erasure due to western colonisation.

The death of dialects in Singapore would mean the partial erasure of Chinese culture in the long run, diminishing our future generation's sense of identity and widening inter-generational gaps.

Long-term implications



Loss of Language, by Beverly Brown on medium.com

"The social effect of language loss can eventually lead to extinction of culture and tradition."

"Linguistic form of language loss is the first step towards cultural language loss."

Topic 2: Dirty public toilets

This topic came to mind really just because of personal experience, where many of us have definitely experienced horror in public toilets at least once or twice.

We generally know Singapore as the 'clean and green' country, but many of our public toilets in hawker centres and coffee shops are not maintained well, and under the poor habits of Singaporeans, are quite dirty.



2016 SMU survey on Singapore's public toilets, Straits Times



Chat with friend about their toilet experiences

I asked some friends on their experiences with public toilets, and it's a **collective consensus that the standard of cleanliness is not sufficient.**



Fun facts about Singapore and toilets



Unflushed and blood-stained toilet bowl



Wet toilet floors



Wet tissue paper litter

Site visit

I checked out a few of the public toilets near my house in Sembawang, from coffee shops to shopping malls to MRT toilets. Each toilet had at least 2 'dirty' stalls (litter, stains, wet all over etc.), and every toilet had a putrid humid kind of smell, making the whole experience very unpleasant.

I noticed that the **key areas of dirtiness** were the floors and the sinks (litter or wet).

"Singapore is not a clean city, it's a cleaned city."

-Liak Teng Lit, head of the Stop Littering Campaign

This quote summarizes the issue of how the problem of dirty toilets lies in the the less-than-desirable **behaviours** some Singaporeans have, and because toilets are something everyone deal with, I feel it's a problem worth tackling.

Topic 3: Food waste

The exploration of this topic continues from the previous one, where I tweak the angle from cultural & social (Gen Zs & cooking) to one primarily focusing on sustainability (food waste) as I felt having a more 'objective' topic with measurable impacts would be more conducive.

I was actually inspired by student design projects (seen below) surrounding food waste.

'**LEFTOVERS**' comprises a meal-planning app that gives the user creative recipes based on their household food leftovers that would otherwise become waste, as well as a campaign to promote the app.

'**Every Banana Helps**' is a more targeted campaign, aiming to reduce banana waste specifically where in Britain over 1.4 million bananas are disposed of every day. The "Every Banana Helps" campaign highlights the sustainability issues that have been unintentionally created and prove to customers that single bananas can be just as good as the whole bunch.

One project is more general and one more niche, but they both provide **creative solutions** to the problem of **food waste in that country's context**.



LEFTOVERS, FYP project by Hazel Ho, Temasek Polytechnic



Every Banana Helps, D&AD New Blood Entry

I decided to narrow down the scope of the issue to **food waste in supermarkets specifically**.

There currently exist food waste management campaigns in NTUCs across Singapore, like the "Great Taste, Less Waste" campaign that sells 'ugly foods' for cheaper, and NTUC & Food from the Heart's continuous partnership to donate unsold non-perishables to needy families (\$18k-\$24k worth of foods are donated).

However, FairPrice still wastes >2930 tonnes of food annually.

Site Visit

I visited my nearest NTUC at 10.30pm (near closing time) to see what is usually leftover. There were a lot of perishables like fresh chicken leftover, as well as certain foods like root vegetables and exotic fruits.

Expiring the next day or two, these foods would be thrown away and wasted.

How can we reduce food waste at the point-of-sale?



'Great Taste, Less Waste' campaign



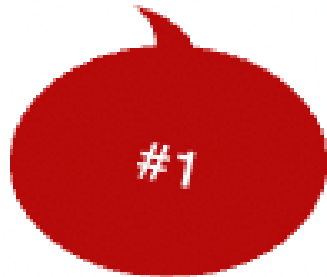
NTUC x Food from the Heart



Unbought fresh produce at Sembawang NTUC, 10.30pm

3 Areas of Interest : Potential Progression

To better grasp the plausibility of the topic and project, as well as my capabilities to fulfill the objective, I drafted a brief research plan for each topic.



Death of dialects

- Wide-scale surveys with youths and young adults (possibly on the streets), to understand the ramifications of Singapore's history with language and how we could encourage them to learn more about these cultures
- Interviews with Gen X on their experiences with dialect and intergenerational bonds in Singapore



Dirty public toilets

- Interviews with cleaners on toilet user behaviours and common occurrences
- Survey with general public on public toilet behaviour and experiences
- Secondary research on the impact of culture on public toilets (various countries)



Food waste

- Store observations to investigate user behaviour when shopping
- Interview with grocery store staff for commonly leftover food products
- Explore untapped markets and ways to increase demand/sales

Moving forward

Chosen topic

- I chose to move forward with "Dirty Public toilets" as it was actually the one topic I had no preconceived ideas for, allowing me to really freely explore and experiment my design solution without any bias.
- With such a topic, I felt that was a lot of potential for humor or a more unconventional approach to a seemingly normal topic, which excited me!
- It's also an issue that applies to everyone, which makes user testing easier.

Feedback & thoughts

- After telling my friends (non-design) of my choice of topic, they were actually unenthusiased because they felt that it was a very "basic" topic, thinking it was boring, despite me trying to explain the potential for humor etc. But I think this goes to show there is much opportunity in this topic to create an original and fun design solution with value.
- They also thought the topic of dialects was more interesting, but ultimately I didn't proceed with it because I feel I wouldn't be able to do the topic justice as it's such a subjective and broad cultural thing.

Research

Research methodology

I started by questioning: what exactly do I need to know? The key concern of dirty public toilets stems from poor user behaviour, and from there, I derived the Who's, What's, and most importantly, Why's.

With this being an issue that affects everyone (all demographics and psychographics), I had to figure out the psychology and motivations behind their toilet user behaviour and narrow the topic down from there.

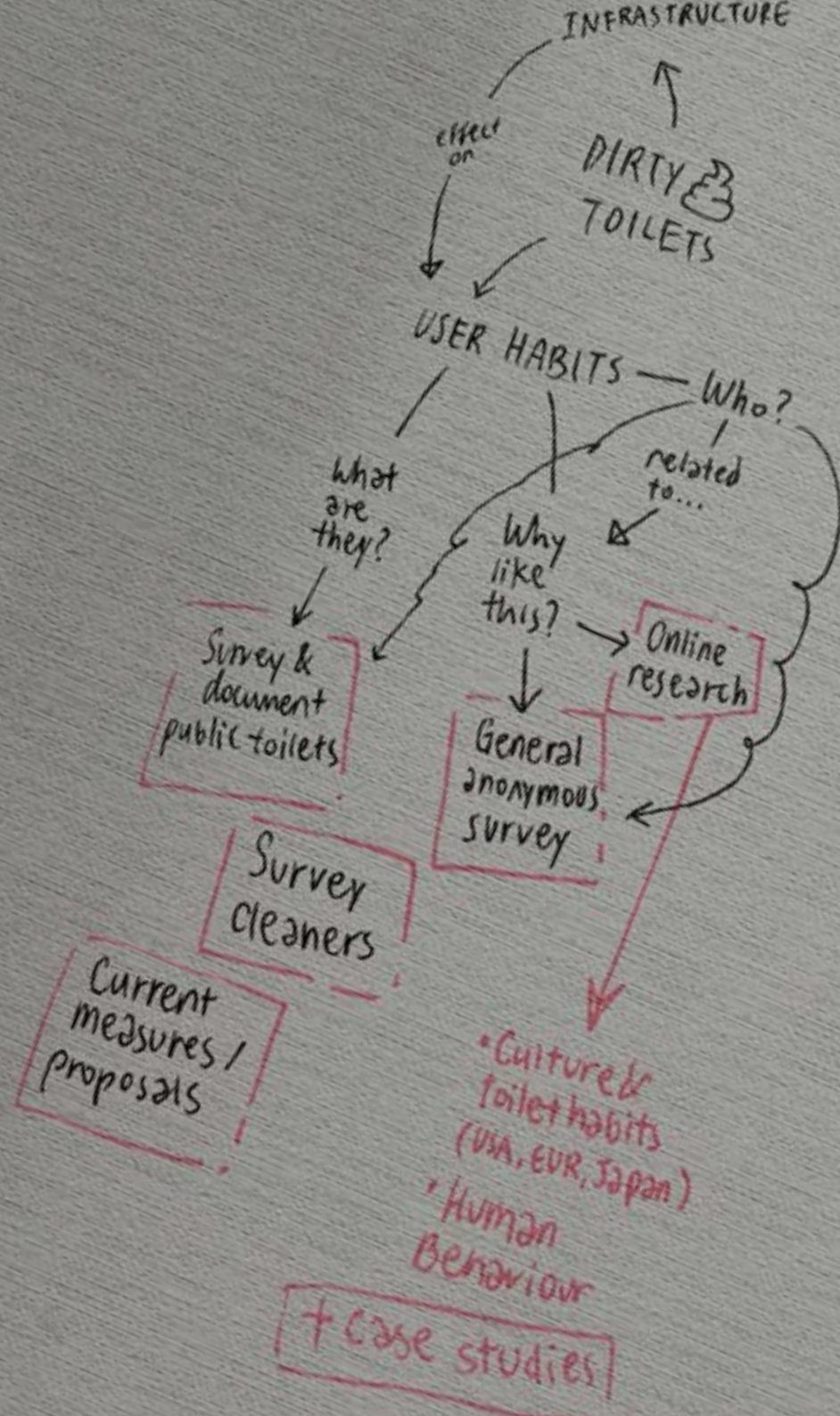
Research modes

Primary

- General anonymous survey
- Interview with cleaners
- Numerous site visits

Secondary

- Case studies
- Online research studies
- Other research



Primary Research

- General anonymous survey
- Interview with cleaners
- Numerous site visits

General survey

The survey was split into two parts:

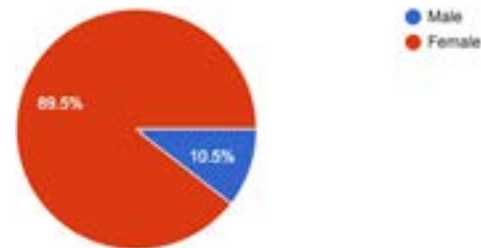
The toilet and you (the respondent's personal habits and behaviours),
How do you feel about public toilets? (Their experiences and opinions)

Q.1 How old are you?



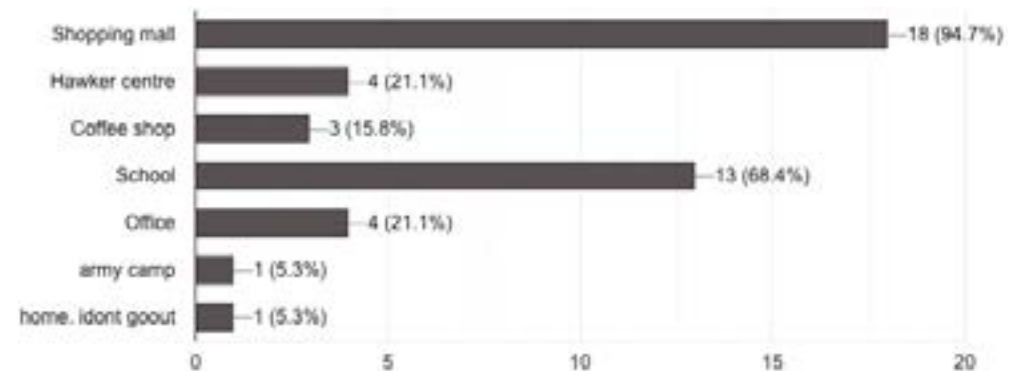
The sample size of 19 I was able to acquire was quite small, with quite a *skewed age demographic*, comprising young adults aged 17-25.

Q.2 What kind of toilet do you frequent?



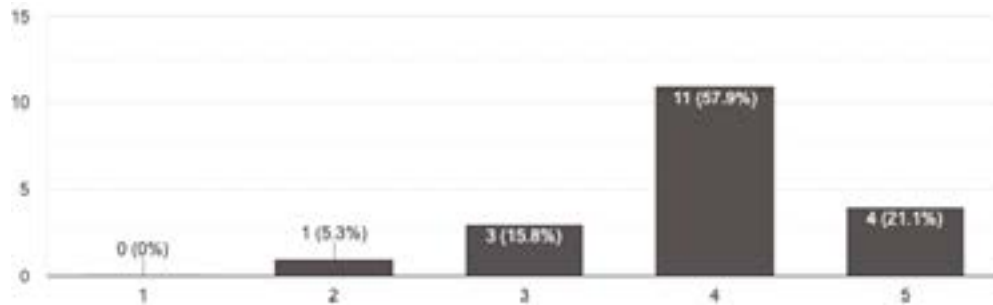
Majority of the respondents were female, so *most of the shared experiences would be about female toilets specifically.*

Q.2 Which places do you frequent? (You visit it 3 or more times a week)

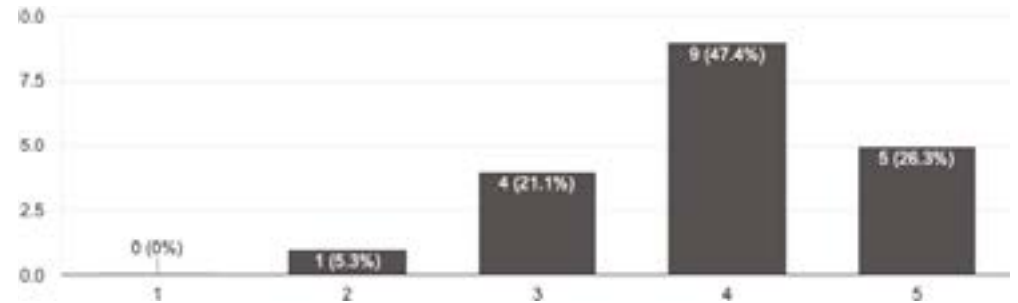


For the age group of 17-25, they mostly encountered *shopping mall and school toilets on a frequent basis*, so their responses would be mostly *in the context of these locations.*

Q.4 At home, do you think you practice hygienic toilet habits?

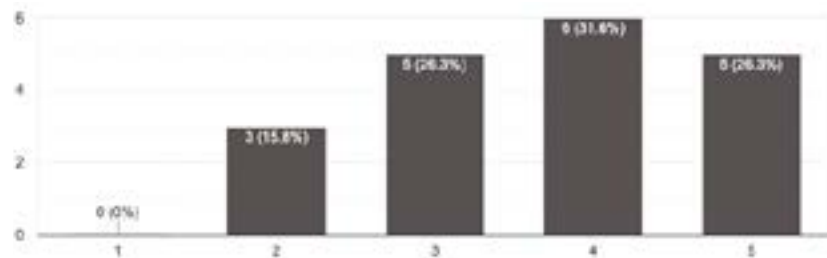


Q.5 Outside, do you think you practice hygienic toilet habits?

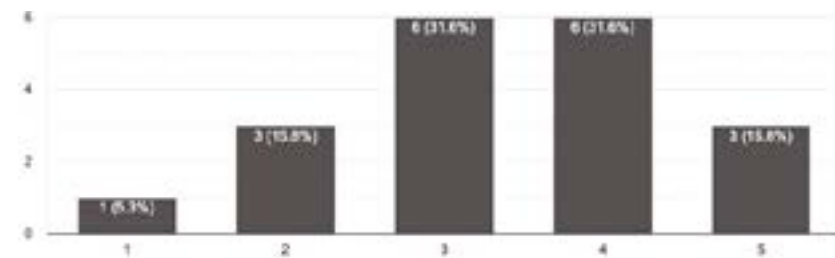


The survey was kept anonymous to attain more accurate responses for 'private' questions such as Q.4 and Q.5. While there was expected to be a drop in standard from toilet habits at home compared to outside, the responses are a little inconsistent with one drop and one increase. Assuming the responses are truthful, We can conclude that young adults treat their home toilets the same as those outside.

Q.6 Do you think your sense of smell is sensitive?



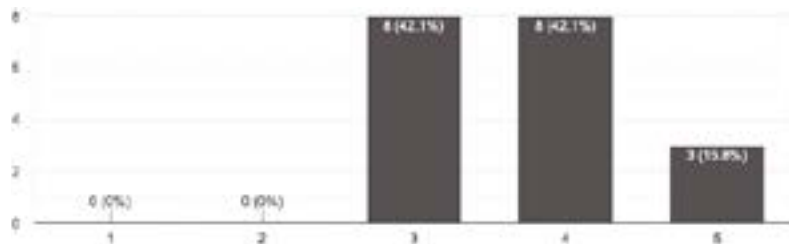
Q.7 Do gross images easily freak you out?



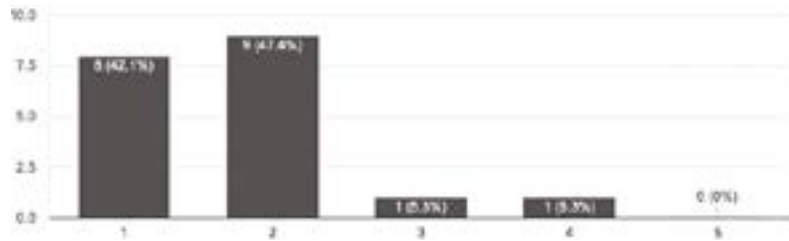
I questioned the user's sensitivities to *smell and sight* as I found out during my preliminary research that these are what *affect the 'grossness' of something*. *85%* of the respondents were *moderately to extremely sensitive to smell*, while *80%* were *moderately to extremely sensitive to sight (gross imagery)*.

These factors could be integrated into the touchpoints further into the development of the project.

Q.8 Are you satisfied with the cleanliness of 'indoor' public toilets? (Shopping malls etc.)



Q.9 Are you satisfied with the cleanliness of 'outdoor' public toilets? (Shopping malls etc.)



Expanding further on Q.2, Q.8 and Q.9 dive into the *differences in cleanliness standards between indoor public toilets*, that are often better maintained, compared to outdoor toilets. There's a drastic difference in standard, with *indoor toilets generally being rated from acceptable to very clean*, whereas *outdoor toilets are moderately to extremely dirty*.

Q.10 What are your public toilet horror stories? (relating to toilet cleanliness) Or some common dirty behaviours/things you observe in public toilets? (Please also specify where the toilet(s) was located!)

Common responses include:

- Clogged and Unflushed toilets/urinals
- Urine splatters on the floor
- Urine splatters, period blood stains, and foot prints on toilet seats
- Horrible odour of urine and smoke in the toilet

This suggests that these are the *key undesirable user behaviours and pain points* that can be addressed in the design solution.

nil I have
URINAL CLOGGED BUT PPL. STILL USE THEN THE URINE JUS STAYS THERE THEN SOMEHOW IT TURNS CLOUDY BLACK ISK GOT INSECTS SWIMMING INSIDE ALSO (toilet in camp)
Worst case scenario poop all over the floor and clogged toilets, as well as urine splattered all over the toilet seats
never flush, wet floors, clogged toilet, sticky toilet seats, toilet seat skewed (all shopping mall toilets)
I was once holding in my shit until I was gonna explode, and ran into a mall and into the first toilet I saw, but the smell in there was so horrible that I just couldn't go there so I ran out to find another toilet. Thankfully I didn't shit my pants but the nastiness of the toilet surprised me
park toilets r so gross like there's mud and flies everywhere... and some mt toilets r so stanky!! wet puddles everywhere and some bus interchange toilets I went to had cockroaches!
Pad floating in toilet bowl, when someone pees all over the seat (how is it possible for ladies??) I think most people still step on the toilet bowl and squat over it because you can clearly see their aim is shit and their shoe prints on the seat.
Another pet peeve is when they gargle their mouth with water at the sink and u can see the bits of food still there I GAG EVERYTIME
usually at the old hawker centres/coffee shops, the smell of cigarette smoke mixed with urine and poop smell is nauseating. sometimes the toilet seat cover is broken, and have dirty shoe marks
Some toilets in shopping malls are dirtier than coffee shops/hawker centres they would have shoe prints and pee stains on the seats and some have really bad smell
some hawker toilets are wet and dirty because of poor plumbing and little maintenance
Someone's chocolate smoothie never flush
shoe stains on toilet seats at parks used pacs on the floor etc.
Period blood on the side of the toilet, toilet paper parade, pee all over the floor: ?? usually in shopping mall toilets
old hawker centres and coffee shops stink of smoke and urine. sometimes the shoeprint can be found on the toilet seats, poop still stuck on the toilet bowl
nil
there was a lot of shit in the and on the seat omg it was horrible
Shit/blood smeared no distinct incident

Q11 How do you think the public toilet experience could be made better?

nil

pls use it more responsibly

Make sure the seats are clean in the first place so people would tend not to dirty it in order to avoid touching the seats

cleaner, dryer, PEOPLE NEED TO LEARN TO USE KNOWING THERE ARE OTHER PEOPLE GOING TO USE IT TOO AND BE CONSIDERATE PLEASE

Can people just not be gross, and if they accidentally make a mess pls just clean up after usself 🙄

honestly if there were bidets on most and if it was clean more regularly?

Air fresheners but I also think it's more so on the public to be educated about toilet etiquette

In general I think there should at least be the toilet bowl sanitizer and just more reminders of what people should do because at least people aged below gen x will adopt these better habits and it would be passed

people can be more responsible; flush properly/don't smoke etc. also maybe those toilet fresheners and frequent maintenance of toilet facilities

If everyone be considerate and responsible. The toilets can also be cleaned more frequently

proper sanitation and people using it respectfully

Hands free everything, taps, flush, soap

I think having a good smell as some toilet smell really nasty

if everyone else was more hygienic

Adopting the Japanese style toilets - with music and maybe diffusers?

stricter rules and regulations, more often cleanups and maintenance

always be clean, always smell nice

Q11 How do you think the public toilet experience could be made better?

japani fun cuz toilet auto wash bambun.

mostly the same?

Malaysia: Run down equipment and occasional heavy cigarette smells, but most of the time usable as people can aim better

malaysia's toilet is really dirty and wet and i don't enjoy going to the toilet in public. japan's toilets are relatively clean even with some build in revolving plastic on the seats and they have bidets wowow

The Japan and New Zealand toilets i've been to are pretty nice, very clean and not stinky. Maybe cuz of the culture there regarding personal responsibility?

generally other se-asian countries have the same cleanliness as singapore or worst

Malaysia rebek I don't even want to describe

I think overseas it's still worst than singapore but if you go to a really fancy one like in hotels or what sort it's REAL fancy. Like in europe, aussie, indonesia or malaysia it's not as commiserated.

malaysia has alot of old hawkier centres, coffeeshops, street shops with bad plumbing/toilet facilities, often smell bad, dirty and is very hot inside. the maintenance for the toilets are also bad

Overseas toilets are generally cleaner and smell nice.

malaysia toilets quite dirty because the plumbing system is bad and people piss everywhere

Japan, pretty clean toilets but very monochromatic.

I used the toilet in Malaysia before. It is so bad as the hole is super deep kind so there is a lot of unpleasant smell. Also that there isn't even tissue in the toilet.

malaysia is even worse than sg

Not very good too :(The Chinese toilets are horrible, I don't have enough courage to step in

malaysia has many unkmct toilets, especially outdoor ones, sometimes indoor ones are also dirty and spoll

nil

japan has toilet to clean ur ass so that's cool and idk to touch the flush button cos it's motion senesored

it's like how we have a range of toilet cleanliness same for other countries i guess.

52% of responses cited **“irresponsible” and “inconsiderate” user behaviour** as the key factor that can be changed, while 57% mentioned that **toilet facilities, maintenance, and regulations could be improved.**

Many cited **Japan as the desirable standard of toilets**, while **Malaysia was the undesirable standard.** The **corresponding cultures and infrastructure** surrounding their toilets could be further researched.

General Survey key insights

- The cleanliness of public toilets was generally rated very unsatisfactory
- The respondents (youth and young adults) are reactive to graphic imagery and smell, which can be leveraged in the campaign.

Site visits

Other than photographing any public toilet I happened to chance by in my daily routine, I cycled around the Admiralty and Sembawang estates from 7.30-9pm (post-dinnertime, when publics see higher usage) and captured MRT and coffee shop toilets.

The locations all varied in infrastructure quality, with some being more updated than others.

Admiralty MRT

This MRT toilet generally wasn't too visibly dirty, possibly because they have very regular cleaning times. However the facility smells terrible because of poor ventilation, and because of high frequency of usage by commuters, the cleaning is not as thorough and invisible stains or dirtiness contribute to the unpleasantness.



Generally visibly clean toilets at MRTs



Coffee shop #1

This coffee shop and its toilet was the newer variety, with nicer facilities and even has campaign decal stickers in place to promote better user behaviour.

However, it still sees unflushed toilets, tissue litter and water splatters at the sink. The toilet floors and walls were wet because of cleaning, which by itself isn't an issue, but because people step on the still-wet floors their shoes leave dirty imprints.



Unflushed toilet, wet floors



Tissue paper litter at sink



Campaign implementation

Coffee shop #2

This coffee shop had a single toilet stall, and it was relatively clean other than some littering of tissue paper.



Minor tissue paper littering

Coffee shop #3

This newer coffee shop and its toilet also had the same campaign sticker decals implemented, and was generally clean other than some tissue paper litter.



Informational campaign posters



Campaign implementation at sink, tissue paper litter



Campaign implementation in the stall



Urinals with sticker reminders

Yishun Park Hawker Centre

This hawker centre is newly renovated, located in a family-oriented residential neighbourhood. It's one of the nicer toilets I visited facility-wise, but the toilet stalls saw worse conditions based on user behaviour. This is despite having the campaign integration as well as numerous reminder stickers.



Tissue paper litter on the floor, unflushed toilet



Tissue paper litter on the seat



Infographic posters in multiple languages



Wet splatters at sink despite reminder stickers in other languages



Reminder stickers

Sembawang MRT

This MRT toilet was way dirtier than Admiralty MRT, with drastic litter and water splattering on sinks and floors.



Toilet paper litter that got wet



Gross stain (tissue? spit?) on the sink



Overstuffed sanitary bin

NYP Toilet

The male and female toilets in NYP are the cleanest toilets I visited, and was one of the few pleasant-smelling or at least neutral-smelling toilets. Only shocking thing was a cockroach in the male's toilet.



Satisfactory standard of cleanliness



Cockroach :”0

Admiralty CC

The CC also had some litter, and more prominently had the issue of water splashed on the ground and around the sink.

There were numerous reminder stickers, but certain ones were kind of ironic because the corresponding equipment being faulty or unusuable, such as the broken hand dryer and taped-shut rubbish bin.



Minor case of tissue paper littering



Reminder sticker



Sticker with faulty hand dryer



Sticker with unusable rubbish bin

Interview key insights

- The most prevalent manifestation of poor user behaviour across the different types of toilets was the littering of toilet paper (within stalls and at sinks).
- The second most prevalent one was the splashing of water around sinks and the surrounding floor.
- The existing non-satisfactory level of cleanliness enables users to not upkeep better user behaviour.
- Most of the toilets, outdoor or indoor, smelled like urine.
- While a few toilets had problems with the infrastructure, most were fine and the unsatisfactory state of the toilets can be attributed to user behaviour

Secondary Research

Case study 1: Our Toilet SG comics

I remembered reading these little comic strips while waiting for my parents to come out of the toilet when I was young. As a kid, *my reaction was “hahah funny”*, which means the comic posters plastered all over singapore was *effective enough!*

- Engages viewers through *relatable narratives* and *humour (exaggeration and caricature)*
- Comics placed at toilet entrances and back of toilet doors (for passing audiences to *read when they're bored* in the toilet/while waiting)



Exaggerated and caricatured cartoon characters

- Case studies
- Online research studies
- Other research

Case study 2: Bike theft posters

In the case of enforcement of public actions by the government, I thought the contexts of discouraging poor toilet behaviours and deterring crime were comparable.

It's also interesting to looking at these kinds 'scare tactic' strategies, as other than in the case of crime, public service campaigns generally take on a soft and mellow stance, which often is ineffective and falls flat.

- Using the imagery of 'watching' eyes has been proven to affect the psychology of the general public, deterring crime.
- In contexts like the privacy of the bathroom, these strategies can be a good alternative as CCTVs can't be installed to surveil people's behaviour. It creates an imaginary sense of peer pressure.



Bicycle theft-deterrent posters at MRT bicycle racks

In 2013, researchers from Newcastle University in the U.K. found that when they placed posters at eye level near bicycle racks that indicated "Cycle Thieves: We Are Watching You," thefts declined by 62 percent.

Staring eyes 'deter' Newcastle University bike thieves, BBC 2013

Case study 3: Crime poster

Exploring further ‘scare-tactics’, I looked at general crime posters by the Singapore Police Force.

- The imagery used was very straightforward and set in realism, showing the act of the crime.
- Negative commanding language like “Don’t do it” is used, followed by a description of the consequences like “3 year’s jail time”.



Theft-deterrence posters



Violence and rioting-deterrence poster



Case study 4: NEA Public Toilet Cleanliness by Alex Yeo



Physical campaign integrations: sticker decals and infographic posters

This was the toilet cleanliness campaign I witnessed implemented across Singapore, where its base concept is “treat public toilets like your home toilet”, clear and concise.

The campaign targeted the general public, with multiple touchpoints:

- Toilet sticker decals
- Infographic posters
- 30 second social video

Being one of the few presently-running campaigns where I can experience and observe its effectiveness, I think the message of the campaign is straightforward and effective to a certain degree. But as evident in my site visits, still lets a few inconsiderate people slip through.

I do think the modes of the campaign are engage the user better through the more ‘immersive’ sticker decals, and other modes that support the message.



(top) Infographic poster in multiple languages



(below) 30 second social video https://www.behance.net/gallery/139368595/NEA-Public-Toilet-Cleanliness?tracking_source=search_projects%7Cpublic%20toilet



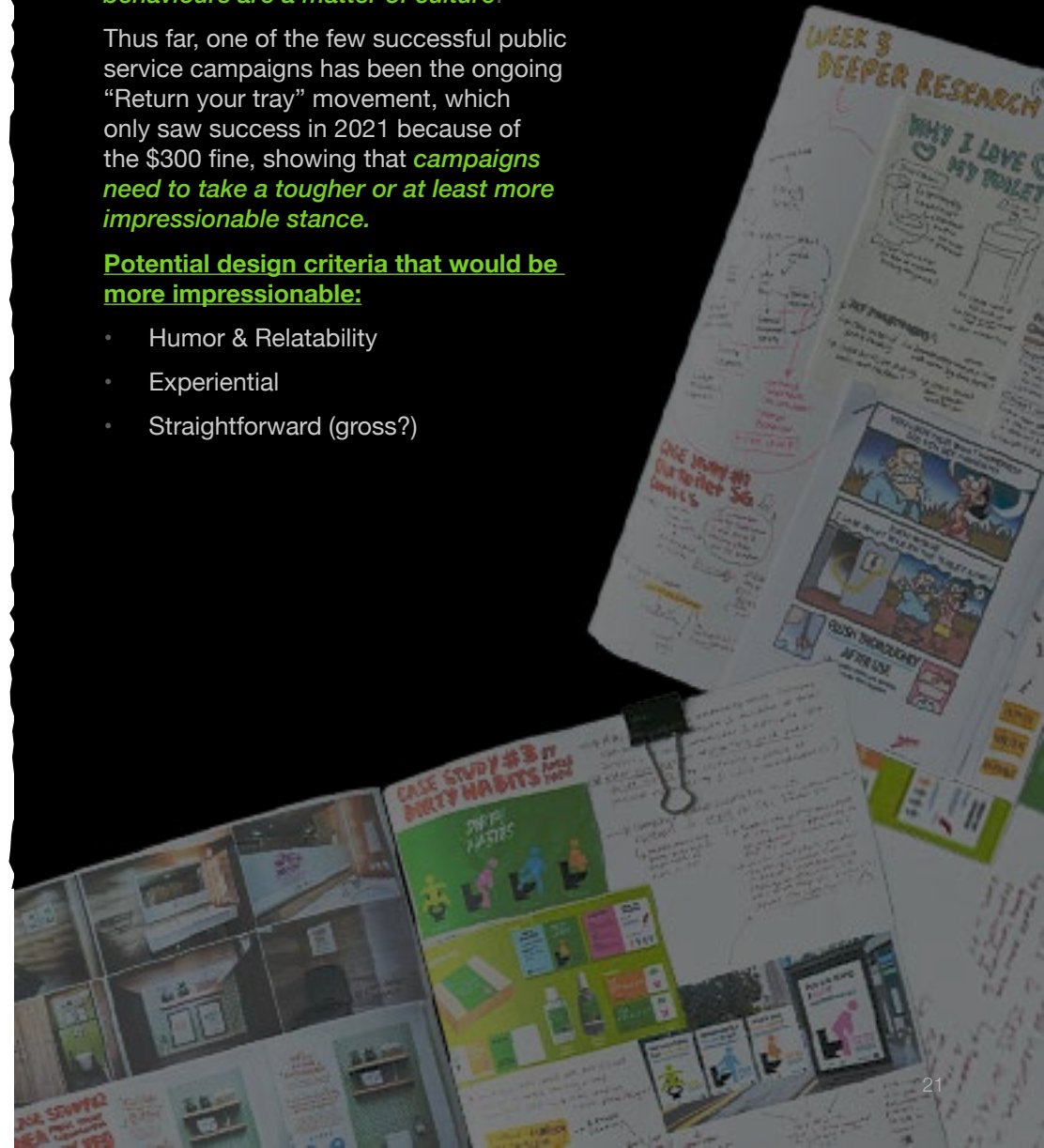
Key takeaways

Many of the *pre-existing campaigns and efforts take a softer stance*, aiming to educate users to encourage better user behaviour. However these don't seem to be very effective in the long-term as these *behaviours are a matter of culture*.

Thus far, one of the few successful public service campaigns has been the ongoing "Return your tray" movement, which only saw success in 2021 because of the \$300 fine, showing that *campaigns need to take a tougher or at least more impressionable stance*.

Potential design criteria that would be more impressionable:

- Humor & Relatability
- Experiential
- Straightforward (gross?)



Online research studies

During the process of research, I found comprehensive data on Singaporean public toilets through the Restroom Association Singapore, and picked out two of the more useful studies to analyse: Public toilet survey study 2011 & A study of advertisements in toilets.

Toilet survey study 2011

The survey was done by a class of graduating students from Ngee Ann Polytechnic's School of Business and Accountancy, and although the data is from over a decade ago, the information still stands as quite valid in the present, and is a good source of reference.

The survey was done on 500 Singaporeans and PRs ranging in age from 18-65, providing more valuable and accurate data.

I looked through the printed out the data. noted and highlighted more significant findings. The key insights will be included in the following pages.

Resource links:

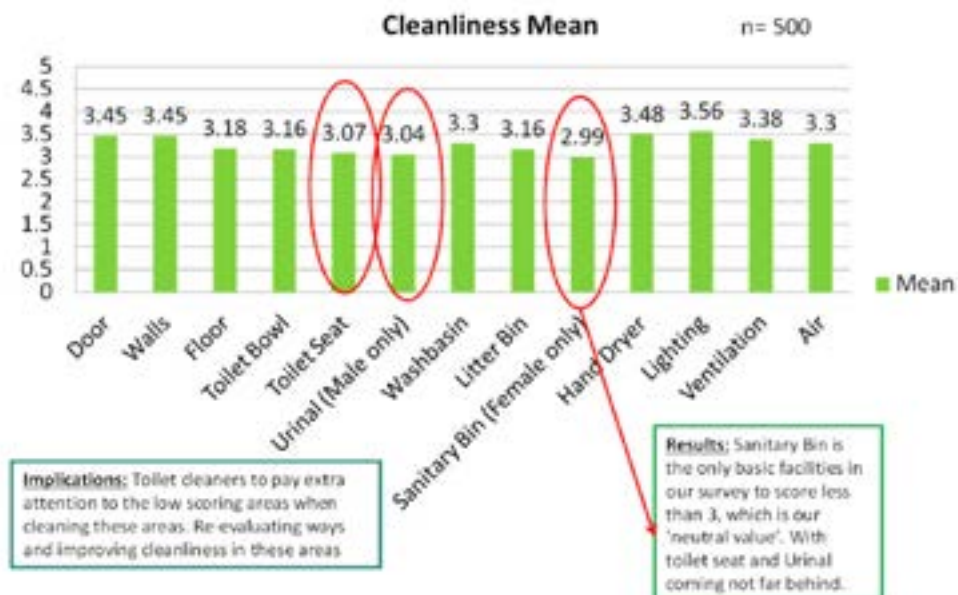
<https://www.toilet.org.sg/home>

<https://toilet.org.sg/docs/npsurvey.pdf>

<https://www.toilet.org.sg/articles/Advertisements.pdf>



C2. With reference to the toilet that you have just visited, how would you rate its cleanliness? On a scale of 1 to 5, with 1 being very dirty and 5 being very clean.

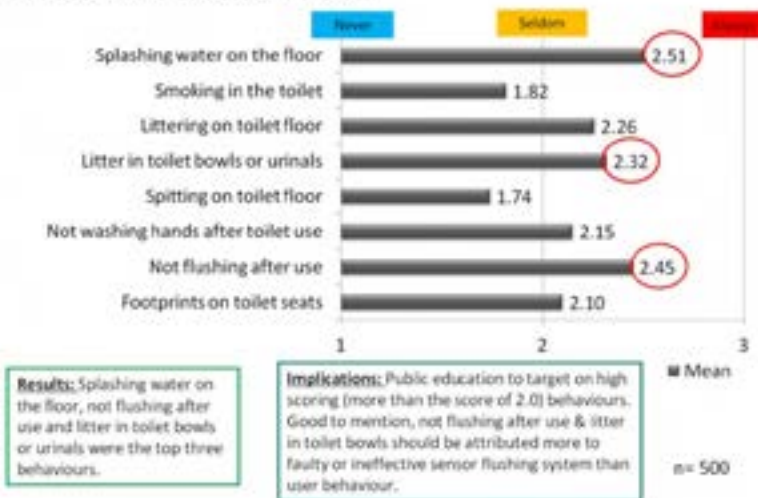


Key pain points in the toilet:

1. Sanitary bin (female toilet)
2. Urinals (male toilet)
3. Toilet seats
4. Litter bins
5. Floor
6. Washbasin
7. Air & Ventilation
8. Door & walls

Certain touchpoints in the toilet (specific to the two toilets as well) can benefit from more attention; reminders can be used to address the user directly.

E7. Have you ever heard of or seen people...



E7 data excerpt, problematic behaviours

Key problematic behaviours

1. Splashing water on the floor
2. Not flushing after use
3. Litter in toilet bowls/urinals
4. Littering on toilet floor
5. Not washing hands

E7. Have you ever heard of or seen people... n=500



E7 data excerpt, gender-specific issues

Male

1. Splashing water on the floor
2. Not flushing after use
3. Littering on toilet bowls
4. Littering on toilet floors
5. Not washing hands after toilet use
6. Footprints on toilet seats
7. Smoking in the toilet
8. Spitting on toilet floor

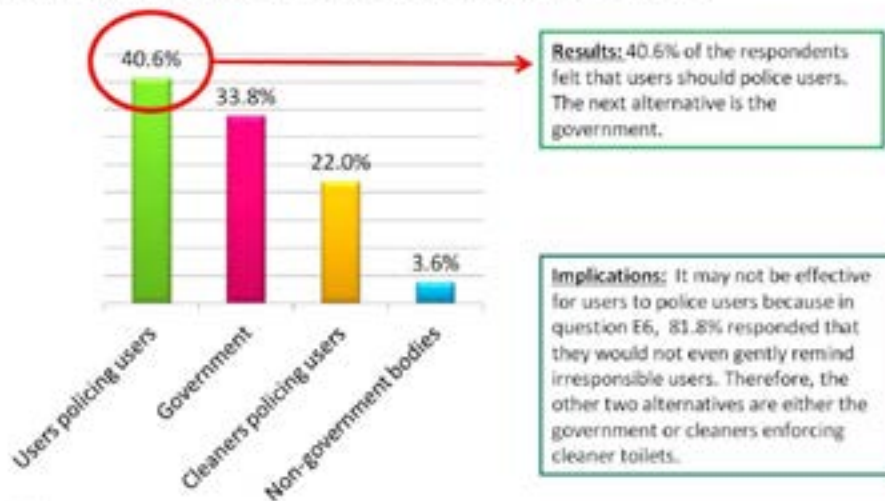
Female

1. Not flushing after use
2. Splashing water on the floor
3. Littering on toilet bowls
4. Littering on toilet floors
5. Footprints on toilet seats
6. Not washing hands after toilet use
7. Smoking on toilet floor
8. Spitting on toilet floor

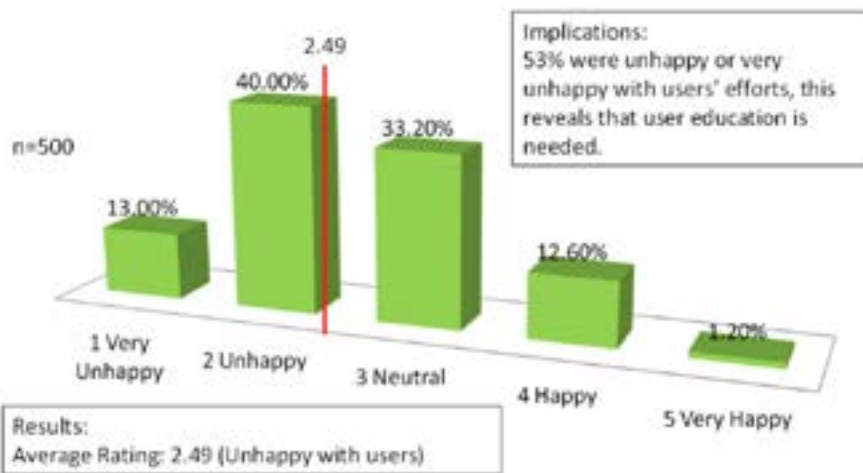
Overall the ranking of problematic behaviours in both male and female toilets are similar, but the severity of the behaviours are greater in male toilets, which may call for a more aggressive messaging for that kind of toilet.

Further research can take into consideration behaviours based on the geography of Singapore, and how it's affected by age, gender, and activity.

D4. Who do you think should be responsible in enforcing cleaner toilets?



What party should the responsibility fall on?

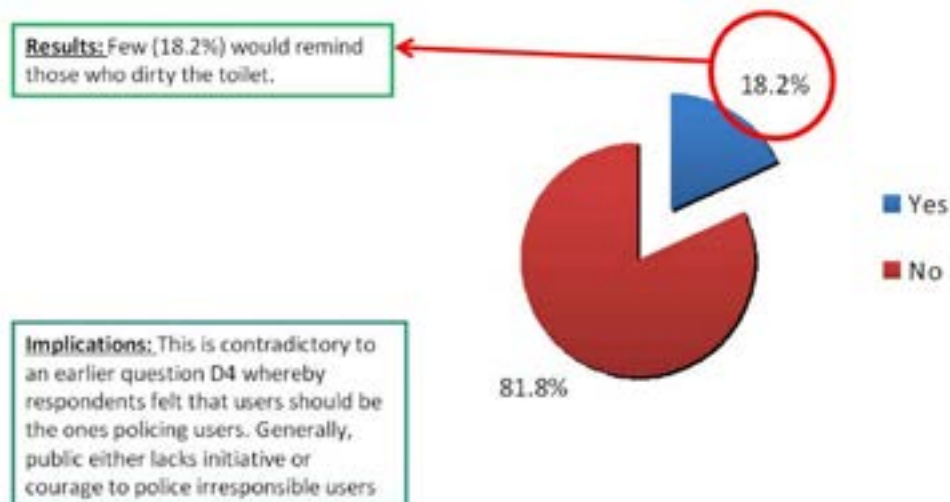


User's satisfaction with user's effort

The role of enforcement; who is responsible?

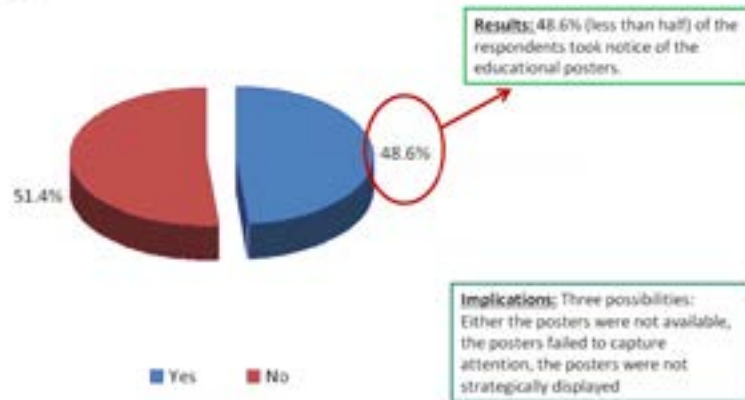
Most agree that users are the main party responsible for upkeeping cleanliness are the users, and also believe that users should police other users. However, 4/5 of the respondents themselves are not willing to remind other users.

E6. If you see someone dirtying the toilet, would you gently remind him or her?



The user's willingness to address others.

D1. Did you notice any posters asking you to keep the toilet clean inside this toilet you just visited?



The visibility & effectiveness of existing measures

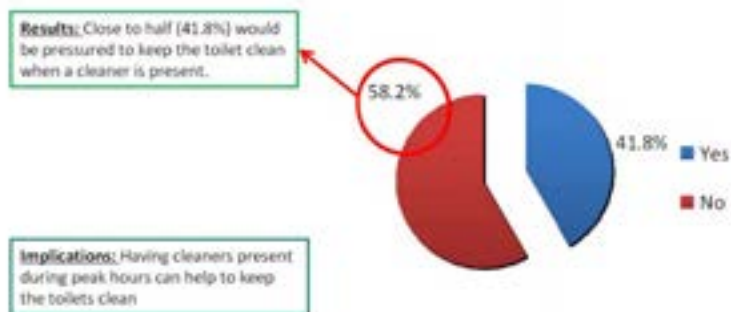
More than half of the respondent's don't notice the existing measures (posters, infographics, reminders) in public toilets, suggesting room for improvement in terms of their graphics and engagement.

External pressures on the user within the toilet

Almost half of the respondent's would feel pressured to keep the toilet clean when the cleaner is physically present in the toilet, despite the cleaner not holding any authority over the user.

This brings into the picture an interesting factor of guilt and perhaps sympathy that can be used to deter the user from poor toilet behaviours.

E5. Do you feel pressured to keep the toilet as clean as possible when the cleaner is in the toilet?



Key takeaways

Many of the *pre-existing campaigns and efforts take a softer stance*, aiming to educate users to encourage better user behaviour. However these don't seem to be very effective in the long-term as these *behaviours are a matter of culture*.

Thus far, one of the few successful public service campaigns has been the ongoing "Return your tray" movement, which only saw success in 2021 because of the \$300 fine, showing that *campaigns need to take a tougher or at least more impressionable stance*.

Potential design criteria that would be more impressionable:

- Humor & Relatability
- Experiential
- Straightforward (gross?)

Defining & Initial Ideation

With the abundance of research and existing measures and projects, I had to pick out the key pain points and factors from this long-standing issue of public toilet cleanliness.

Moving forward, I knew that I needed to push myself in a more radical direction relative to the current measures.

Insight (final)

Within the *privacy and anonymity* of public toilets, users *don't feel accountable* and continue their cycle of poor toilet practices, *prioritising their own convenience and comfort* over the public good.

How might we apply a sense of social pressure to users within public toilets to drive change in their user behaviour?

Objectives

- Encourage toilet users to reflect on their practices and habits within the public toilet.
- Educate the public on clean and hygienic toilet practices.
- Drive positive change in their user behaviour.

Design considerations

- Shame & Guilt
- Disgust & Gross
- Boredom in the toilet
- Humour
- Education vs. Enforcement

Insight (draft)

Users are apathetic to their poor toilet practices because they don't grasp the hygienic consequences of their actions.

Design statement (draft)

How might we educate users on the consequences of their poor toilet practices to encourage a change in their behaviour?

Initial Ideation

Post-research, I knew I wanted the campaign to take on a humorous direction, but I had no clear idea/visual as to how.

Initial direction (rejected)

I *started the ideation from the posters* as I feel posters are the medium that can *encapsulate a concept most succinctly*, so starting here would help me think more clearly.

The campaign *should elicit a strong reaction* from the viewer to be effective, and one the reactions could be *disgust* in the context of the topic. From my primary research, the *tactility* of the topic (wetness, humidity, roughness in toilets) caused these reactions.

The direction uses food as a comparative visual to private parts / gross imagery in the toilet, showing the user what to/ not to do, and would incorporate snappy copy for a *humorous tone*.

However, I didn't expand on this direction as it felt *too safe*, even if it could be effective enough.

It also didn't target the key idea of 'social pressure' from my research.

Furthermore, after the fact, I realised *the direction isn't very unique* as I've seen it before in media, and even in a classmates' work in a previous semester in a different topic.

Moving on, I really *focused on the idea of 'social pressure'* and looked online for inspiration.



Random initial ideation sketches

Design Direction #1

Based on the problem statement addressing the targeted issue of ‘social pressure’ as well as other factors, I developed two vastly different concepts to address them.

Direction #1: Monsters of Men

Considering this campaign serving likewise to a *public service announcement*, I thought along the lines of communicating the message through a line of *characters*.

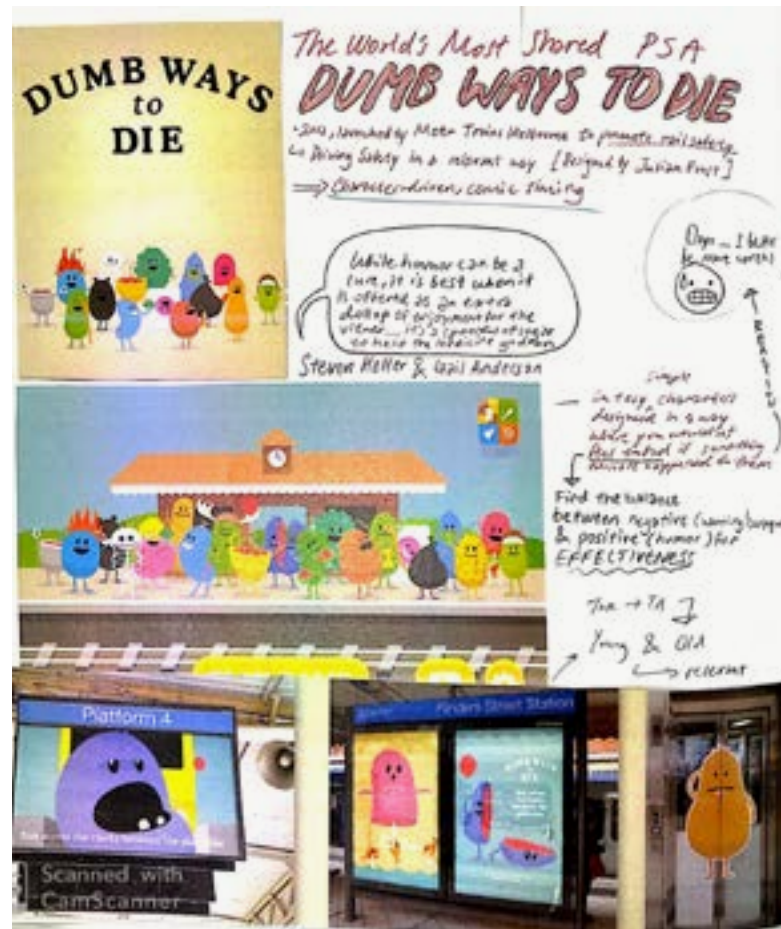
Case studies

Case Study: Dumb Ways to Die

Known as “the world’s most shared PSA”, the game and campaign was released in 2012 by Metro Trains Melbourne to promote rail safety.

Targeting both the younger and older generation with its *parodic direction in a slapstick direction*, the tone is kept *light-hearted* while addressing a serious safety issue.

The design direction finds the balance between negativity (irony, consequences) and positivity (humour) through it’s cuteness but somewhat gruesome characters.



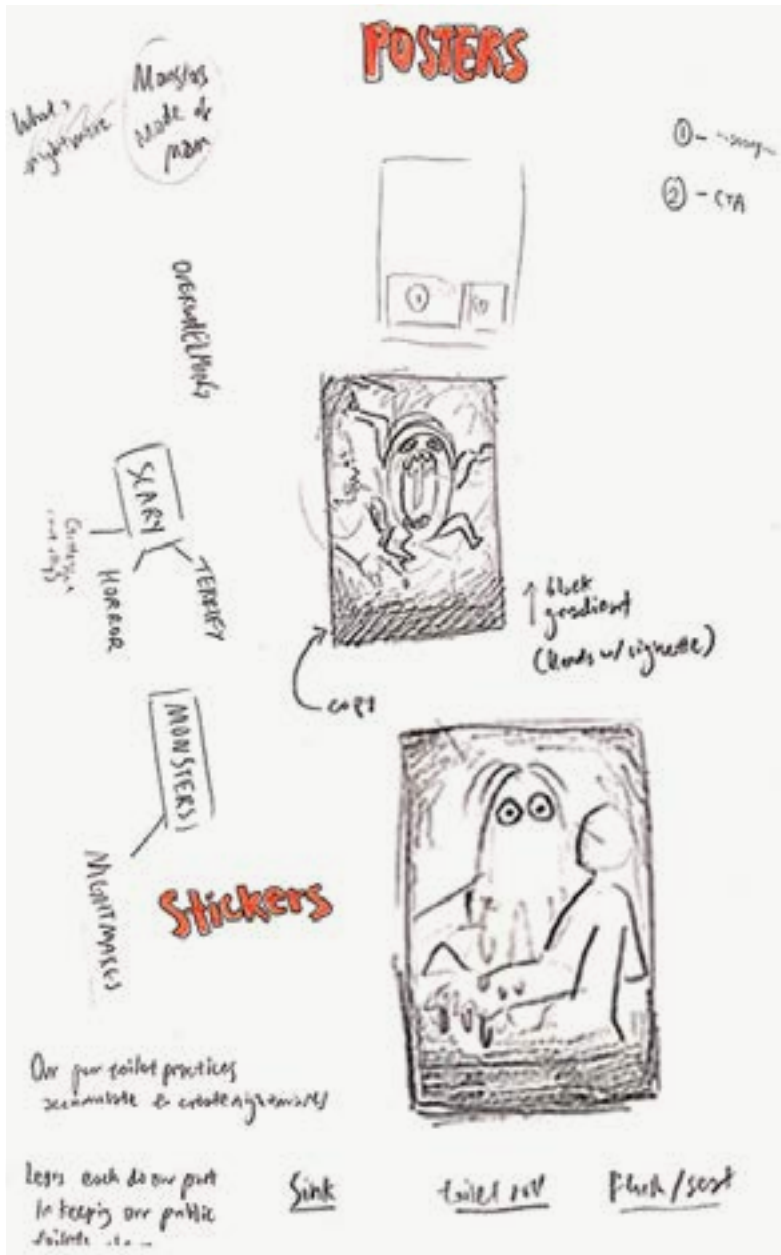
Breaking down the campaign in my sketchbook, incl. rail station posters & game

Case Study: STLA Thoughtfulness Singapore

In an effort to *promote more gracious behaviour in MRTs*, the campaign *characterizes positive behaviours* (like role models) to encourage such behaviours.

It targets *younger commuters*, encouraging graciousness from young.

The *design direction is cheerful and encouraging*, where overtime the campaign has been adapted from posters to interactive social media posts. However overall, it's *tone feels a little patronising and cringey*, and is really only effective on very young children. It's *secondary effect on older audiences* is encouraging positive behaviours through a *sense of guilt*.



Poster ideation

Poster

I composed the poster layout with the copy first, having:

1. Punchy phrase
2. Call-to-action.

The shot was planned out in a way where the angle highlighted the problematic behaviour (e.g. water splashing, the hand is close to the camera and emphasized).

Creating the monsters

With a *realistic style* in mind for maximum 'gross-effect', I used a *collaging method* to create the monsters from online and self-taken photos.



Base assets for Pee monster



Creating a custom water 'brush'

A lot of the gross effect lied in the *liquids* on/of the monsters. Finding existing water assets like droplets and splashes didn't give me the exact effect I wanted, so I used *layer styles* to simulate the look of water the best I can to create a 'brush'.

The splashes etc. were layered to give the water more depth and realism.

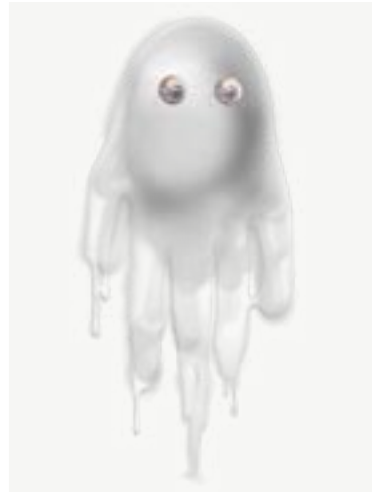


Photoshopped monster

Certain body parts were taken from my own (the legs lol) to achieve the perspective I needed.



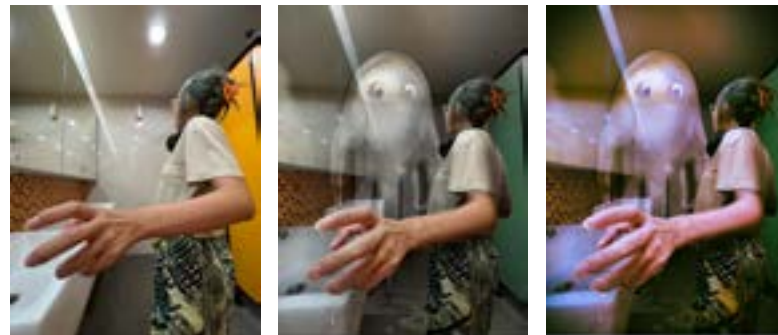
My pasty hand



Water monster created from my hand



Rejected shots



Editing process

Photoshoot

I shot with my friend Natalie at Sembawang Sun Plaza's public toilets.

It was a challenging to achieve the perspective I needed according to the thumbnail sketches, but it turned out okay.

The process of creating the posters:

1. Draft colour-grading of photo
2. Digital-Imaging of poster (original colour)
3. Re-edit and colour-grading of final poster
4. Adding copy



Poster (with copy)

Social video

The **primary campaign item** for this direction would be a **1 min social video** that would be broadcasted on **TV and social media**.

It showcases the poor toilet behaviours and how the monsters come back to haunt the character, **reminding viewers of the gross consequences to discourage the poor behaviour.**

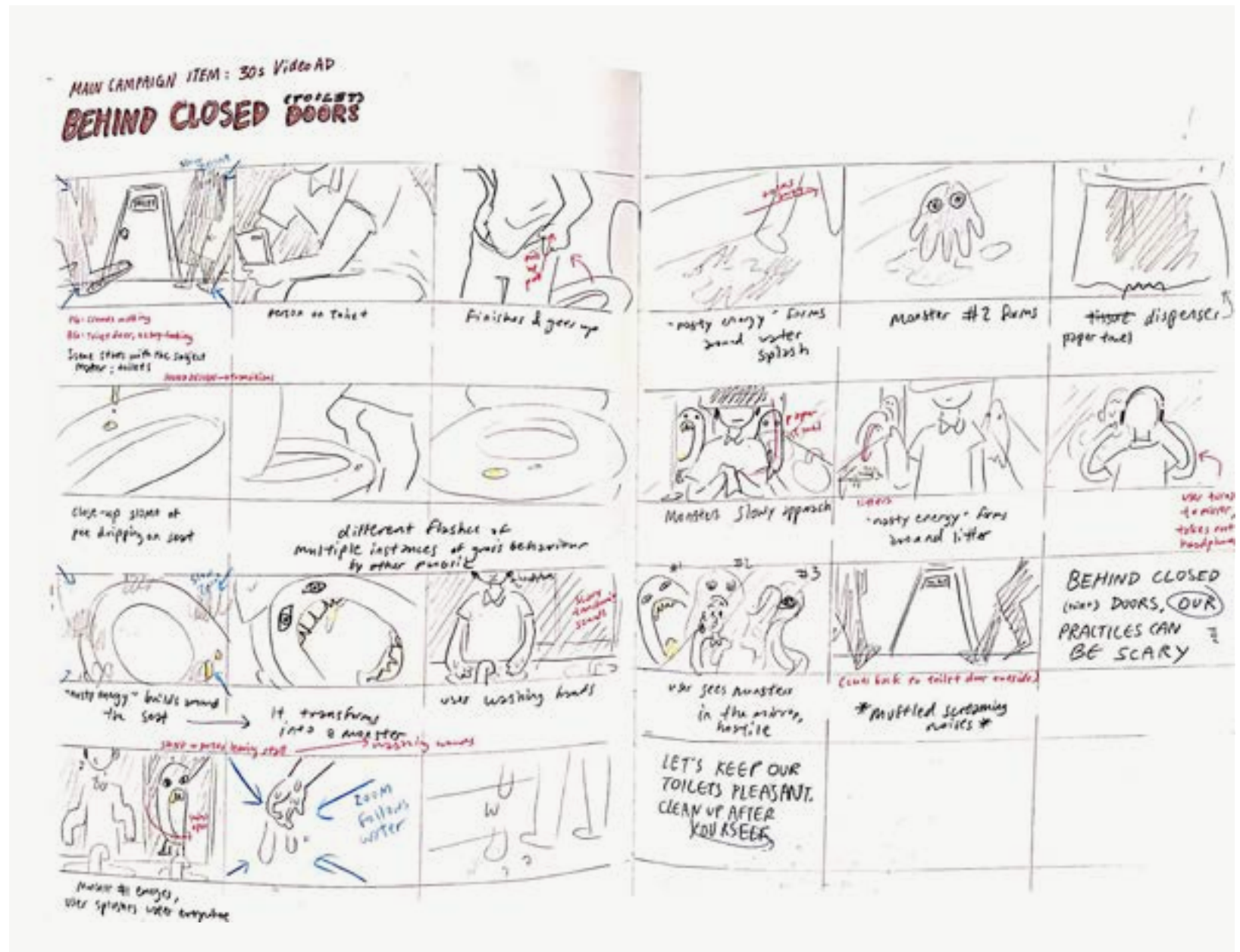
Storyboarding

Storyboarding was actually a very quick process because normally imagining the flow of short narratives comes easily to me.

However, being such a **short video** (initially I wanted it to be 30 seconds, but that's too short so it became around 1 minute), I knew a lot of the information had to be conveyed through audio transitions so I **kept the visuals snappy.**

Feedback

Ending copy needs work because it ties the whole message together.



Storyboard sketches

Shooting and editing

With the monsters, it was impossible for me to shoot an actual video, so I opted for an *animatic-style* of video where I could DI in the monsters etc.

The editing process was similar to the posters, but I mostly reused the assets from the posters for the animatic to save time.

Colour-grading

I realised how big an impact colour grading could add, and it probably *contributes most to the mood and tone of the concept*.

Referencing horror movies (below), they generally are *cool-toned*. The *contrast was heightened* and *highlights blown out*, adding *cool tones to the shadows and midtones* and *magenta to the highlights*.

Video-editing

The animatic frames were pieces together for a rough flow, with cross-fade transitions in some places for a less disruptive viewing experience.



Scene from horror movie 'US'



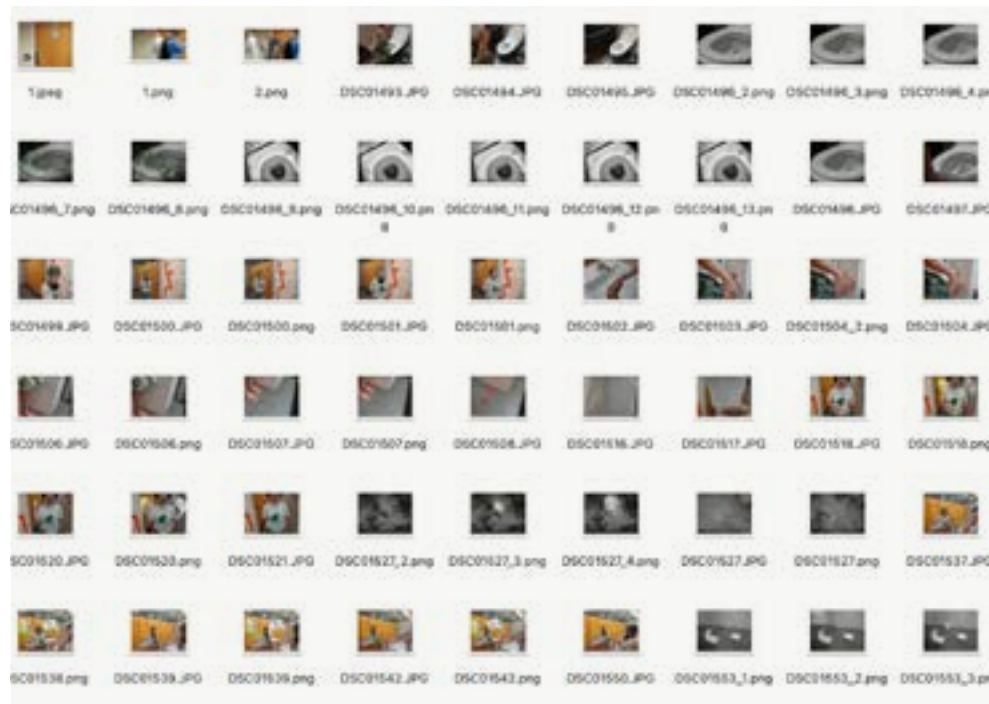
Raw photo



Digital-imaging



Colour-grading



Raw frames

The concept of nasty energy manifesting into monsters also had to be clear, so I represented the energy with a smoke-ish visual using a textured brush, giving it a little animation with the smoke heading a specific direction.



Manifesting nasty energy

Audio editing

I tried to look for suitable music online, but with such a short video every second of timing was crucial, so I decided to *compose my own background music*.

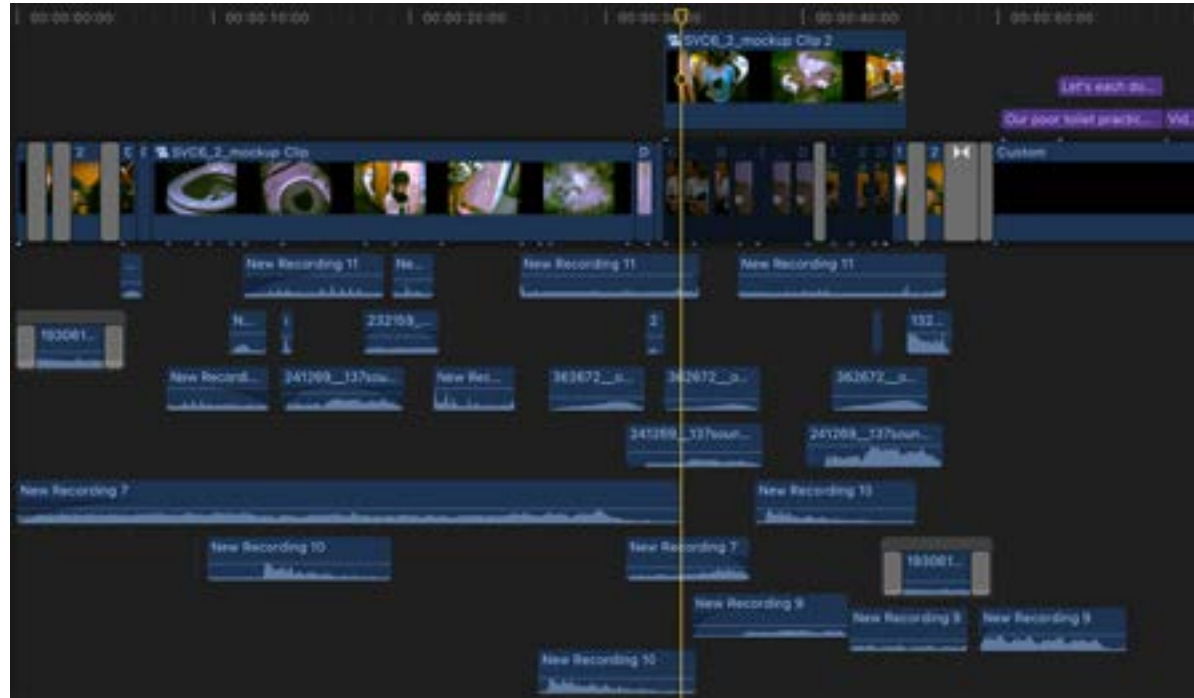
I had done this previously for SVC1, using a piano and pentatonic scales for the Chinese-inspired style. For this video, *the horror-vibes would require alot of deep and metallic tones* so I used my *keyboard piano* and sifted through the 'voices' and shortlisted them.

I shortlisted them into *three categories: Melody, Percussion, Noise & sounds*. Keeping a *simple melody with drones and a minor key*, I added sound effects onto afterwards to link to the visuals.

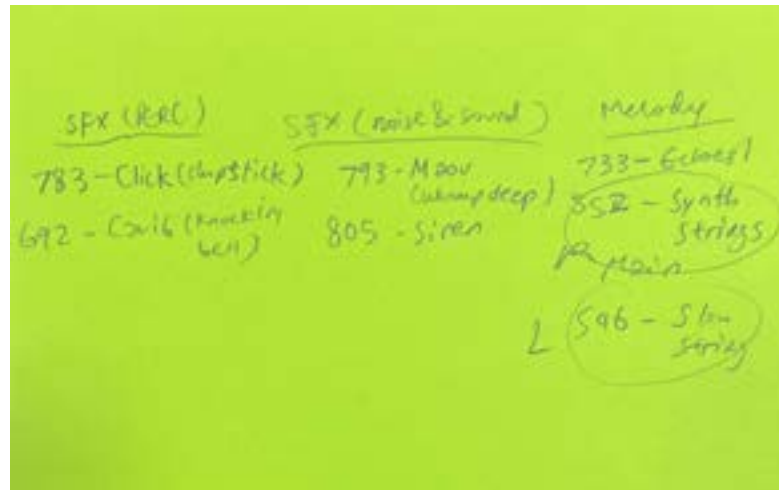


Click here to listen to the music composition! (without sound effects)

<https://youtu.be/9PaETOU0YZY>



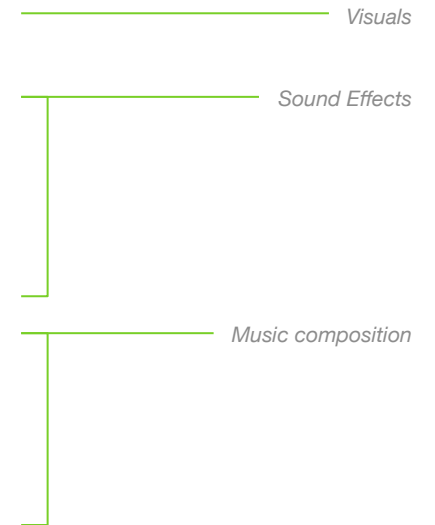
Video and audio editing process



Shortlisted keyboard 'voices'



Sound effects from Freesound.org



The sound effects were added last, mostly sourced from Freesound.org, and for footsteps and some other sounds I recorded in realtime according to the video for a more realistic effect.

Final mockup deliverables



Social video

<https://youtu.be/UM4fQ46HFJw>

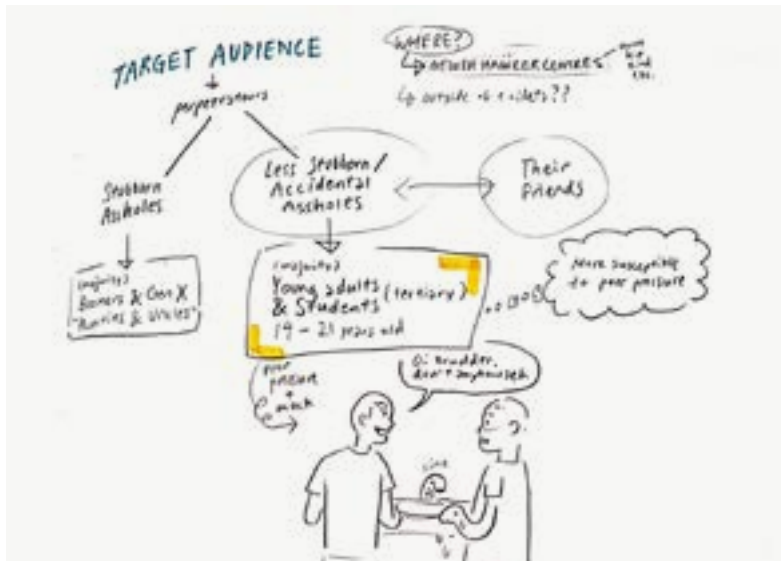
- Primary campaign item
- Promoted on TV and social media platforms

Posters

- Primary campaign item, supporting posters
- Located at corresponding locations within general public toilets



Design Direction #2



Strategy

The campaign incorporates *humorous “potty-mouth”, crude, and a call-out style of language* like “Don’t be a Piece of Sh*t” to cut to the chase. This type of language engages younger audiences, where the *target audience includes the younger ‘assholes’, as well as their friends.*

The expected response to the campaign can be imagined as the friend saying to the ‘asshole’, “Hey you’re like that piece of sh*t hahah”, and whether or not they say it jokingly or seriously, in the *long-term, the understanding of the consequences of poor toilet behaviour would still be instilled* in the ‘asshole’ as a result of *peer pressure.*

Ideation

Dubbed the “Call-out campaign”, the main visual of the campaign is the “Piece of Sh*t” label (hat). The idea was inspired by the ‘Dunce’ hats used to shame children in the West in the past.

Poster

Considering the top poor toilet behaviours, the posters would pose the tone, “You think this is your grandfather’s road is it!”, calling out the inconsiderate attitude the ‘assholes’ hold.

It adds humour through pop culture references/ added context such as comparing splashing water after washing your hand to splashing at a waterpark.

Feedback

Mirror the body language/ motions of the analogy to the actual action for better relatability.

Direction #2: Don’t be a Piece of Sh*t!

This direction is built on engaging the user through humour with a pop-culture touch, targeting young adults and teens aged 14-21 years old.



Art direction

I researched potential photographic/editing styles that could bring out the humorous tones of the campaign.



(left) 80s-inspired photoshoots, (right) Bob Ross video clipping

80s Retro

With the parodic tone, I thought having a throwback style of photography could be suitable.

Characteristics:

- Props are commonly used
- Costuming and set dressing is more 'manufactured' (e.g. backdrops)
- High saturation, soft contrast in values
- Plethora of expressions, but has a slightly awkward edge

Considerations:

- Shooting in the toilet; reduces the degree of suspension of disbelief by placing the character + props in a literal toilet setting, but adds to humour
- Literal 80s shoot style; reduces clutter in the background and increases emphasis on subject and message conveyance.



Commercial posters (Hong Kong)

Commercial style

I remembered the commercial yet light-hearted humorous style I often saw in Hong Kong when I was younger, and they were often dynamic and eye-catching yet still engages a wide range of audiences.

Characteristics:

- Slight exaggeration/ slightly surrealistic
- Higher contrast and saturation for enhanced clarity and sense of depth
- Expressions are clear and emotive
- A lot of Digital-Imaging

I proceeded with a Digital-Imaging style that was a merge of the two as I was photoshopping halfway.

The key prop: Sh*t hat

The essential visual of the campaign was the poop-shaped hat that labels the ‘asshole’ as such, and I opted to make it from scratch instead of photoshopping it.

The look was kept recognisable in the cartoon style instead of it being realistic as that would be too off-putting.



Cutting the pieces for the hat

I didn't have brown material, so I used some scrap linen-like material from a past project and stuffed it with soft toy-grade plastic stuffing.



Work-in-progress



Hat fitting (actually a little small for my big head)

Photoshoot

The first costume; Bob Ross. I didn't have his key identifier, his hair, so I just dressed as similarly to him as possible with the relevant props and DI-ed in the rest later. The challenging aspect was trying to nail the awkward guilty expression of “Uh-Oh!”.



My Bob Ross costuming



The Actual Bob Ross



Unedited photos, mostly rejected

I didn't manage to get any help so I had to shoot the pictures with a tripod and self-timer. I actually had to reshoot because all the first-round pictures were out-of-focus and unusable for a A2 poster size.

Luckily, at least I had the props at home (easel and palette).

Digital-Imaging

I photoshopped on the iconic Bob Ross poofy hair and painted the face to enhance shadows and highlights for **greater contrast**.

I tried to photoshop the subject into a toilet setting (at the toilet seat), but because I didn't actually shoot in the toilet, the effect didn't turn out well and I had to last-minute **change my art direction to purposefully prop/photoshoot-based**.



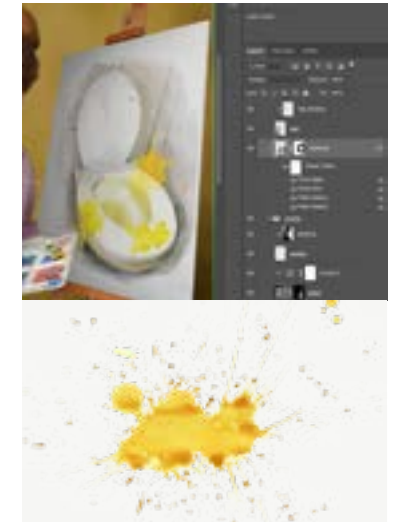
Shortlisted and extracted photo (raw)



Extracting the iconic hair



Failed to match the perspective



Creating the pee watercolour 'art'



raw photo



Rejected 'realistic' background



Edited in props

For the second poster the waterpark background also didn't quite work out, so I continued the prop-direction and made it a literal backdrop. Other missing elements like a swimsuit were also photoshopped on.

Honestly the process was rushed and I should have reshot the concept in an actual toilet, but I had to make-do for then.



School toilet paper



Photoshopped with copy

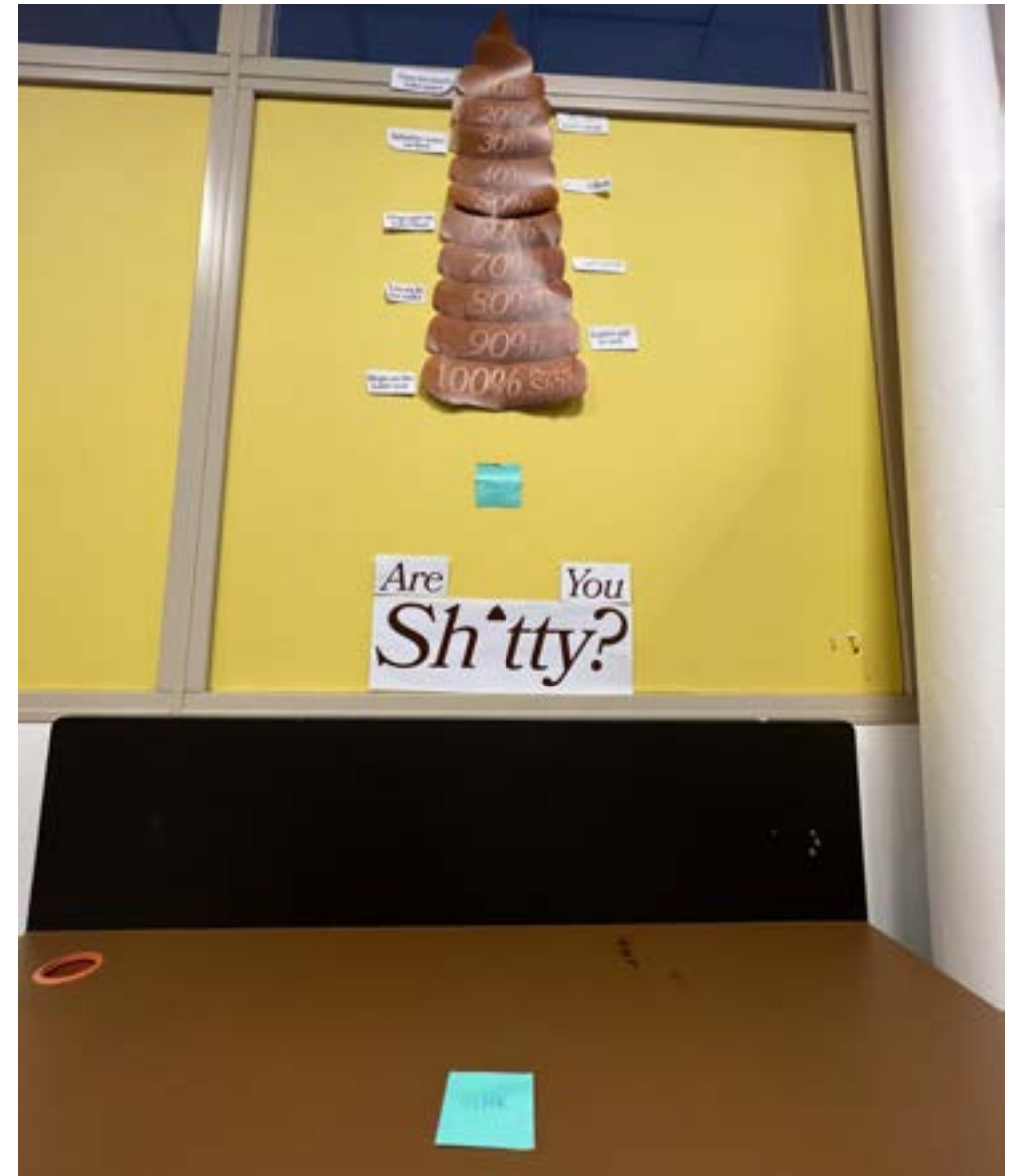
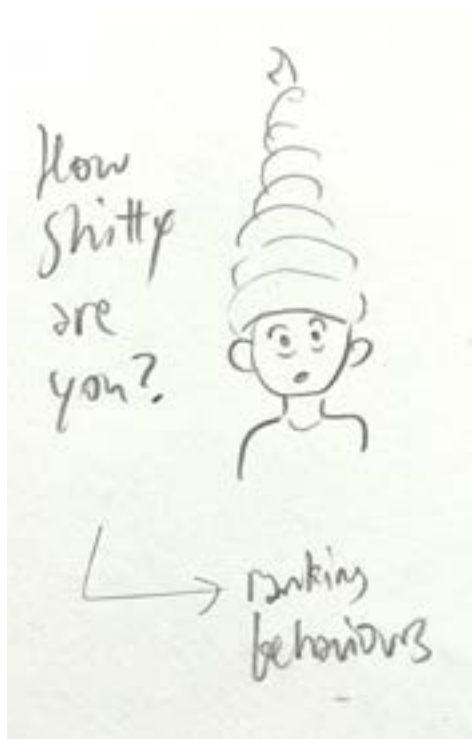
For the copy, I wanted to make the placement more interesting so I used actual toilet paper as a segmentor.

Guerilla marketing: Mirror sticker decal

To add a more *engaging element* to the campaign, I thought the mirror was a good location as it literally gets the user to *'reflect' on themselves in a playful manner*.

The sticker has 10 levels from 0-100%, ranking the toilet behaviours to get the users to ask themselves, *"Do you do this? You very asshole eh!"*.

The visual of the sticker extends past the edge of the mirror for *comedic effect* as well.



Setup in classroom

Final mockup deliverables

Posters

- Primary campaign item
- Located at corresponding locations within general public toilets

Guerilla sticker decals

- Secondary campaign item



Mockup presentation setup



I used the rolling corkboards to set-up a makeshift toilet with cubicles so I could simulate the campaign items in the relevant areas. The posters were located on walls and doors, and the guerilla stickers on a 'mirror' (there was no mirror so I just used the wall).

I setup the inside of the cubicle as well but didn't have the reminder stickers ready yet so it was left alone this round.



Feedback

- Scary one more initial impact but overtime the **funny one does make more sense and better impact**
- **Provide more context** within the shots, like photoshop into the existing toilet environment and parallel user behaviour etc. to make it more relatable and reduce the disconnect between user and message
- he poo mirror thingy execution not the best ah lol, do a survey to rank the behaviours more accurately
- Direction is quite funny and original, but **needs more recognisable references**
- Enjoyable tone and messaging, but **impact still not quite there yet**, work on the visuals to emphasize oomph, exaggerate? Also establish the way of communicating context

Streamlined Direction



Visual Identity

The initial visual identity of the campaign didn't have a solid basis and I struggled to blend it with the photography style, so I did it over.

- References and case study
- Identity Development



Reference for tone

I ideated more scenarios for my posters, the key items of the campaign, and looked to more satirical and ridiculous references. The promotions for the Deadpool movies embodied this tone perfectly; They made parodic posters from classic movies, historical iconic references, and implemented a fun guerilla marketic tactic of replacing classic movie DVD covers in stores with Deadpool versions.

The general art direction is still kept realistic/standard, but with the rendering tweaked a little for certain pictures.



(Top) In-store guerilla marketing, (bottom) parody of religious painting

I looked to stencil-style typography with a rough finish. It embodies several things:

1. The caution signages put up by the government - a communication of warning from the officials to the normal people
2. Grafitti - An expression of opinions and self by the public

(2) Especially was representative of how this campaign is something like "from the people, to the people", because in reality Singaporeans are less likely to outwardly call out others for their poor toilet practices, so this campaign is like their form of expression.



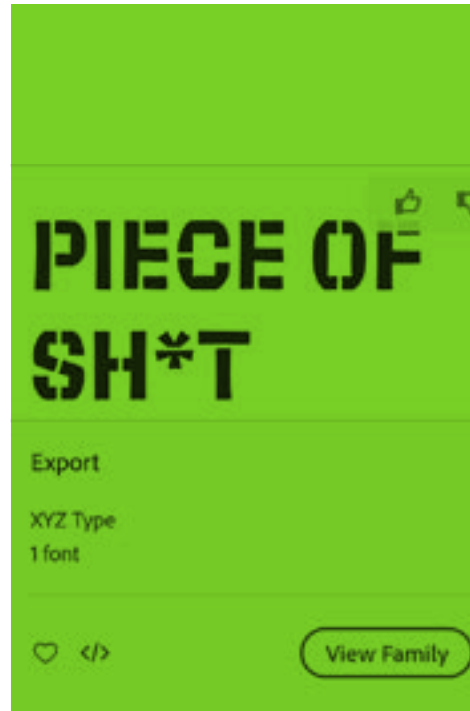
Warning signs put at Construction sites (SG)



Grafitti wall

The color palette features bright green as the primary color, matching the subject matter of cleanliness/grossness, and is also a nice pop of color. I set black as the background color to heighten the contrast and visual weight of the visual direction, making it more eye-catching for the younger target audience.

(Yellow was actually the initial primary colour, but its not a very flexible color in terms of visibility and contrast, as well as printing.)



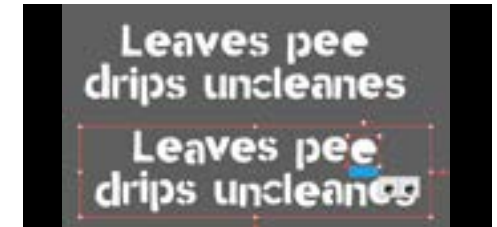
"Export" font by XYZ Type on Adobe fonts, rejected choice



"Mind the gap" font by Simon Stratford, this was my final choice of font because it contained more glyphs and cases; It was suprisingly hard to find good-looking stencil fonts with lowercase.



Adding texture to vectors using 'roughen' for a more grafitti look



Using 'touch type' to mess up the alignment of letters, adds to the casual look



The moodboard I developed for the campaign

Posters

Addressable issues:

- Toilet paper littering
- Splashing water (after washing your hands)
- Stains/drips (pee/poo/blood urinals and toilet bowls)
- Proper disposal of sanitary products

The posters direction would still feature the poor toilet practices in more absurd/funny situations. But working on the previous feedback, the new photographic direction would integrate the situational elements into the physical setting of the toilet to make them more relatable and hence effective.

Poster #1- Bob Ross

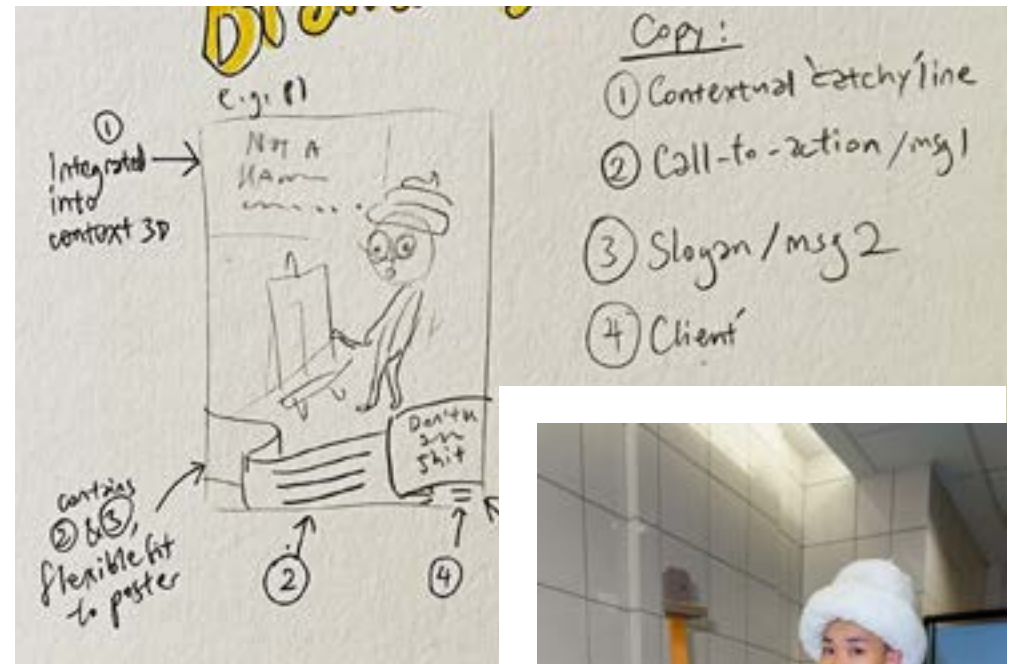
The message of 'Not a happy little accident' was retained with pop culture icon Bob Ross, and I incorporated physical props (easel, brush, palette) into the urinal setting to make the message clearer.



Learnt how to set up a trigger using an online tutorial



Used flash and trigger camera equipment this time for more control over lighting



Layout sketch



Raw shot, model: Benedict



Copy 1, catchy message

"Sh*thead" Hat indicator

Area of accident



Colour-graded poster

Digital Imaging #1

With the elements photoshopped in, the poster still lacked a sense of 'popiness' and also didn't incorporate any element of the visual branding (other than the type), so I tried out colour-grading as the thing that ties it together.



Added DI, added copy #2 and #3

The overlaying copy #2 and #4 were added with the toilet paper 'banner', with some more Digital-imaging to enhance the details.

Feedback

- The 'physics' of the pee doesn't match the real thing enough
- The model looks a little gender ambiguous, considering the context of the urinal
- Does the subject have to face the camera?
- The tissue paper 'banner' is too flow, too detached from reality
- The focal point isn't immediately clear enough

Key points of refinement:



Turning the head, less distracting



Changing the motion of the of the 'paint' to be more like a stream of pee + drips



Other than the refinement of certain props and elements, I enhanced the contrast of values for the to make the subject much clearer. Colour-grading was still implemented but in a subtler way than before for clarity.



The final composition is much cleaner and clearer, with better visual hierarchay as well.

Poster #2- Michael Jackson/ Dance moves

The second poster targeted the issue of drying your hands properly after washing them, comparing the haphazard splashing of water to dance moves.



- black clothes
 - ↳ fedora
 - ↳ blazer
 - ↳ tie
 - ↳ pants
- red shirt

Costuming:

Hat & Blazer - Carousell

Shirt and pants - Benedict's clothes



Raw shot



Colour-corrected image



Added elements + perspective warp



Lighting effects



Disco backdrop



Club backdrop



I tried out a exaggerated body proportions approach to give a more caricature-style, but it looked too weird so I reverted to the normal style.

Final poster:

In the end I scrapped this poster because its concept didnt't live up to the level of funniness I wanted for the campaign, and it's subject of splashing water overlaps with another poster anyway.



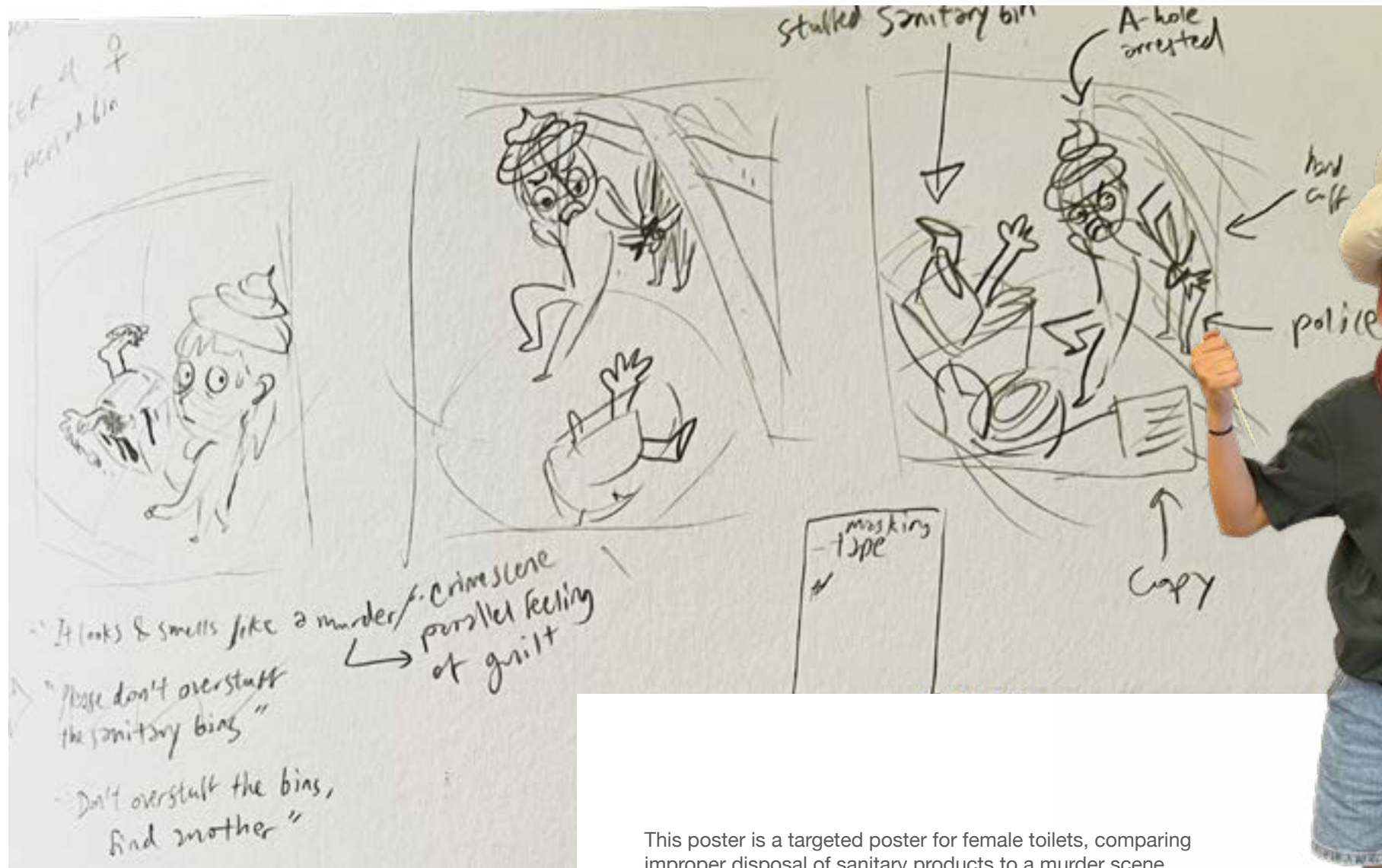
Source image for water effect



Finished poster

Poster #3- Murder

This poster is a targeted poster for female toilets, comparing improper disposal of sanitary products to a murder scene.



Costuming:
Gangster chain
Black shirt and
casual shorts

This poster is a targeted poster for female toilets, comparing improper disposal of sanitary products to a murder scene.



Shooting set up in school



Raw shot



'Body parts' with attached sanitary products



Source asset for the police officer's uniform



Copy 1, catchy message

Contextual props

"Sh*thead" Hat indicator

Contextual props

Copy #2 & #3

Final poster:

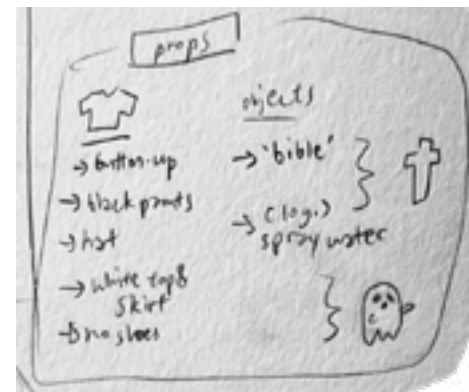
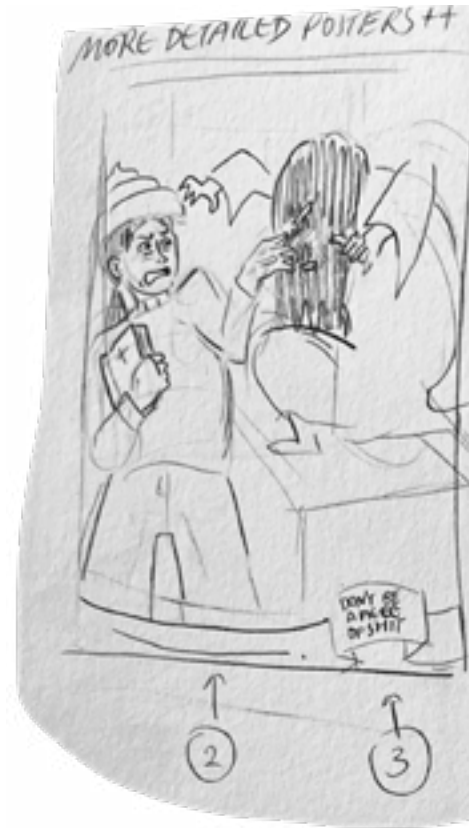
This poster was scrapped as well. From feedback, the visuals are too graphic, but that was the backbone of the concept in the first place, and the element of blood was crucial to the poster. So ultimately its base concept cannot be used.

Poster #4- Holy water

This was second poster surrounding the message of 'drying your hands properly', comparing the hand movements to splashing holy water to ward off evil ghosts.



Since the concept involved the depiction of a religious figure (the pastor splashing holy water), I did some mini user testing, on both religious and non-religious people to see if it would be offensive. Conclusion, it is not.



Colour-corrected image

It was a struggle to fit both the subjects (pastor & ghost), the hand motions, and the sink in the frame without the details being too small. We managed to get the shot in our second round of shooting.



Source image for the ripple/portal effect



Added DI, added copy #1

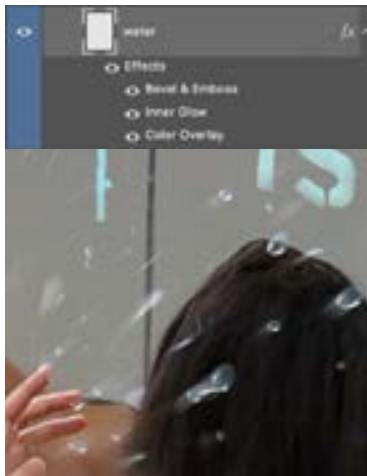


Colour-graded image with other copy

Copy 1, catchy message

"Sh*thead" Hat indicator

Contextual props



Using layer effects to simulate water



There were many layers of shading in the background to enhance the contrast of values and keep the lighter values on the subject and focal point (hand movements)

Final poster:

This poster was ultimately shortlisted as the final poster for the 'drying hands properly' message over the 'dancing' poster as the situation is more interesting and clear to look at.

Poster #5- Mummy

The final poster addresses the issue of the littering of toilet paper, ridiculing the user for having to make someone else clean up after them.



Raw image

Wrapping our Mummy with toilet paper from head to toe

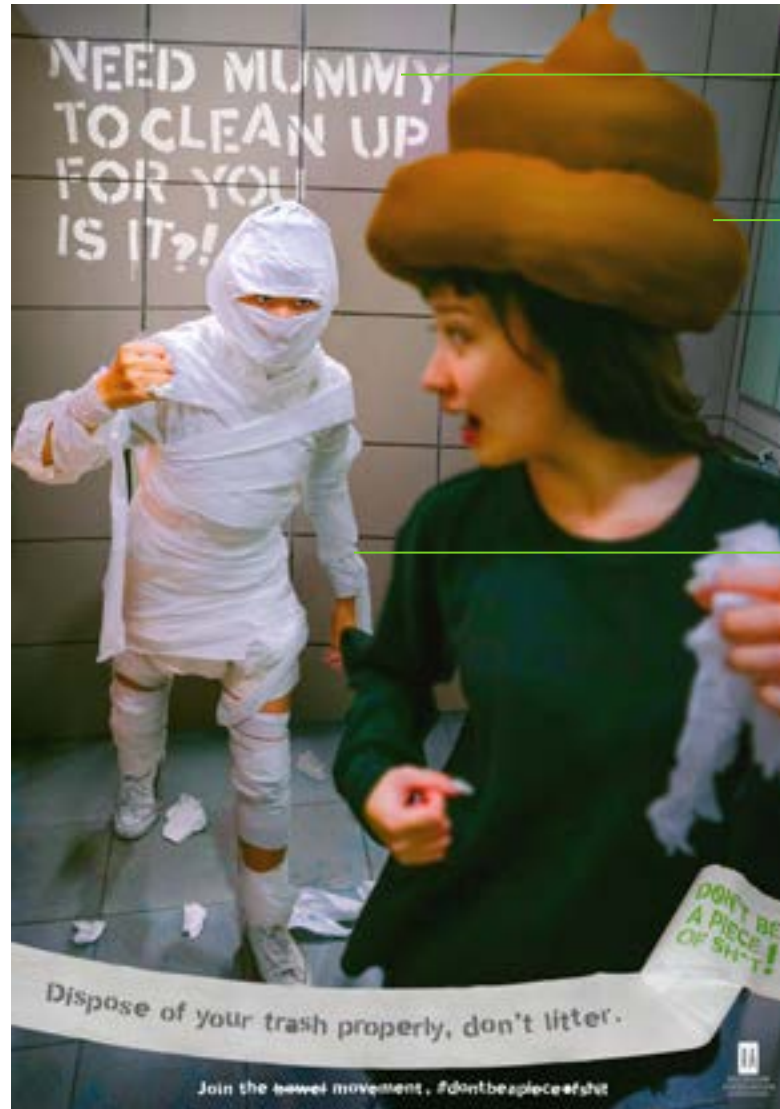


Colour-corrected image

Costuming:
Toilet Paper
White shirt and shorts underneath



Added DI, Added copy #1



Colour-graded with added copy #2 and #3

Copy 1, catchy message

"Sh*thead" Hat indicator

Contextual props

Final poster:

This poster was the simplest to render because most of its elements were already photographed, so the key was to just focus on the details and shading.

Reminder Stickers



The existing infographic reminder stickers often get ignored simply because they've been there for a long time, and don't catch the user's attention in anyway.

So the direction I headed in with my stickers was using more playful language to 'speak' better to the user.



Colour-corrected image

I had an idea for the stickers to formatted like a mini letter, making the user understand that their actions are directly affected another person and to not be so selfish.

I didn't end up moving forward with this concept as the time it'll take to read it will end up losing reader retention, making the sticker less effective.



Sticker for flushing



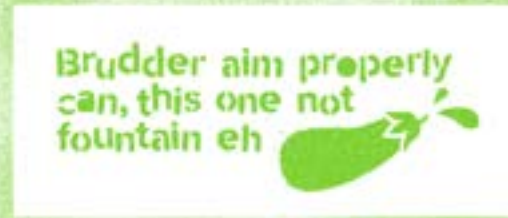
Sticker for peeing accurately



Sticker for drying hands

I tried to come up with witty/funny individual pieces of copy for three behaviours: Flushing the toilet, drying your hands properly, and (for guys) peeing and aiming properly in the urinal.

The stickers would have to be registered by the user in under 3 seconds, so I kept the visuals simple by referencing emojis.



Version 1:

The rendering simulated a stencil-spraypainted effect to look like graffiti put in the toilet.

The feedback was that users may mistake it as actual graffiti and not take it seriously enough. The inverse way of coloring also makes the sticker overall less visible.





Version 2:

The coloring was inversed to make the visual impact greater, and changed from green to black in case the green could send the wrong messaging of sustainable of other green-associated meanings.

Guerilla Messaging

Item #1 - You're being watched . . .

The privacy and anonymity of the bathroom means people feel less accountable for their poor practices, so a guerilla item that simulates the effect of 'watching' them can better deter them.



The user 'being watched' in the bathroom stall

In the case the posters or stickers were missed, I wanted to create an opportunity of greater engagement with the user through guerilla messaging campaign items to be implemented in the toilet as well.



Mockup of item in the stall



Feedback:

- Even if its fake, the installation of the 'CCTV' can be an actual safety and security concern for the public, so consider an alternative that conveys the same message but in a different form.
- The look and feel of this item actually feels different from the stickers/poster, need to make it more consistent

Refined version

I used the visuals of eyes to more directly convey the effect of 'being watched' and used the poop motif to tie it back to the campaign identity.

The style was also redone to be more consistent with the identity.

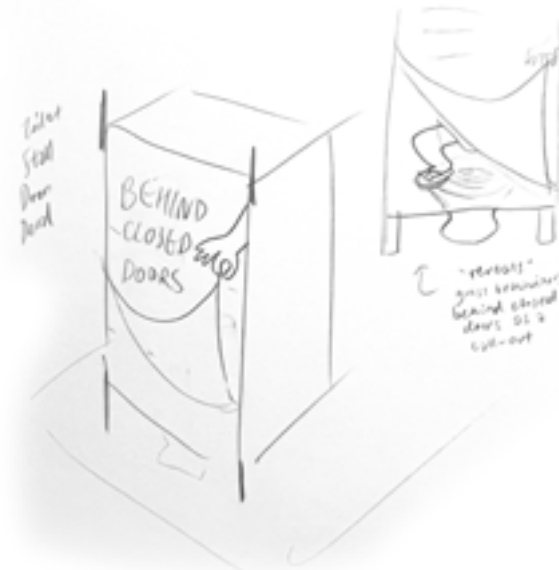


Mockup of item in the stall

Item #2 - Behind closed doors

Addressing the issue of accountability again, this item 'exposes' poor behaviour to encourage users to not do the same.

It'll be flushed across the whole toilet stall door to look like an illusion



Raw image

The action of squatting with your feet on the toilet bowl has actually seen a decline in recent years, but it still happens, so I used it as the 'exposed' behaviour because it is a more extreme action, and hence, more eye-catching (shocking!)



Edited Image



Source image for the 'peeling' hand

I dressed the subject in a very causal, Singaporean 'going-to-the-coffee-shop' manner, giving it abit more of a local flavor and to make it more relatable as well.



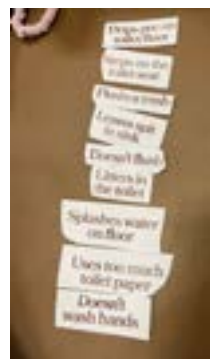
Item #3 - Poop hat ranking



Previous mockup

Refining one of my previous ideas of the mirror decal 'gauge', I conducted a mini survey among my classmates and lecturers to get a more accurate ranking on "shitty behaviours" in public toilets.

The survey was done in person, so it was more interesting to witness the decision-making process, like certain factors of 'personal grossness' being prioritised over 'environmental inconsideration' while deciding.



Survey results



Ranking:

1. Drips pee on toilet/floor
2. Doesn't flush
3. Leaves spit in sink
4. Steps on toilet seat
5. Flushes trash / litters in toilet
6. Doesn't wash hands
7. Splashes water on floor
8. Uses too much toilet paper

Feedback

- Some of these behaviours are environmental-based/personal hygiene, so are they very relevant in this campaign where you're basis is how one's behaviour affects others?
- Also cutting down these behaviours to e.g. 6 gets you better audience retention.
- The phrasing for certain behaviours are ambiguous (e.g. Flushes trash vs. Litters in the toilet)

I worked on representing these shortlisted behaviours in easy-to-understand vectors and placing them in this 'tier list' of sorts.



Sketches for the icons



Flat graphic



Mockup of the mirror sticker decal



Feedback:

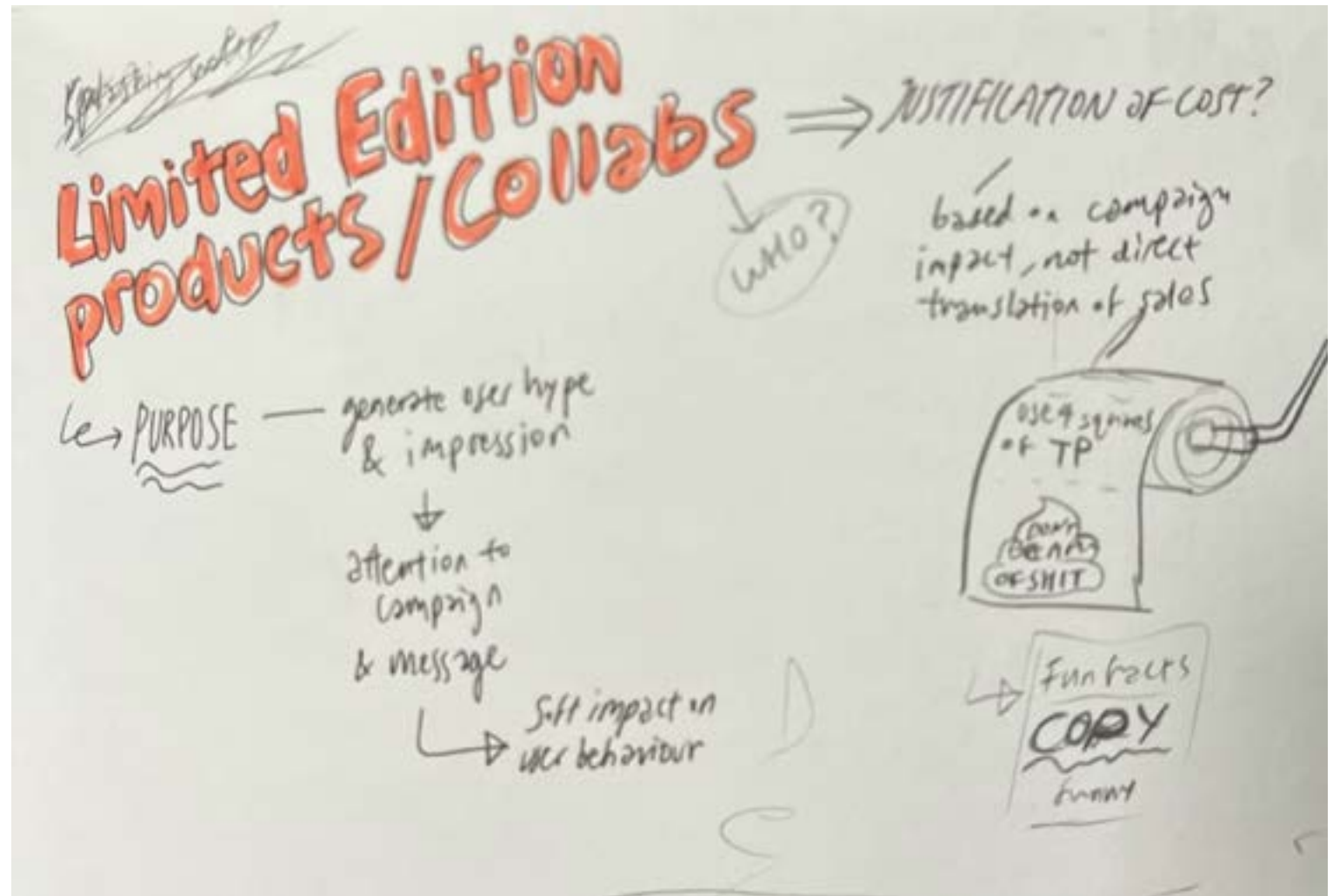
- It's not clear that this is a tier list, instead of phrases as indicators, could use the numbers again?
- Legibility could also be an issue especially if the sticker can extend upwards pretty high.
- Consider if there are too many campaign items bombarding the user in the physical toilet, could configure this to a different medium?

Limited Edition Goodies

Because one of the campaign's objectives is to generate hype, it made me think about the merchandise collaborations companies do. Having a physical keepsake can do a lot to retain campaign impression in a user's mind and prolong the effectiveness of the design.

From the user's perspective, having a convenient place (right outside the toilet) to purchase hygiene and sanitary products would be beneficial, especially for the ladies.

The general concept is to make products as convenient to purchase and use as possible, conveying that "it doesn't cost much to stay clean"



Goodie dispenser

With reference to the typical sanitary product dispensers and vending machines, I integrated their basic functions into a form that would be more eye-catching and relevant to the campaign.

Like normal sanitary product dispensers, it will be located near the entrance of the public toilet.



Goodie #1 - Hand sanitiser

I played with the copy hand sanitisers normally have of “killing 99% of germs”, but exaggerated it and added ‘violent’ graphics to make it more ridiculous and funny.



Goodie #2 - Tissue pack

I struggled to ideate a funny tagline / scenario for this product because it doesn't have a singular function (not only used to wipe stains, but also for sweat, blowing nose etc.)

So I took a step back and looked at the use of tissue packs in our daily lives. In Singapore specifically, it's used to 'chope' (reserve) seats at hawker centres, coffee shops etc.

I highlighted this 'function' in the graphics and stylised the typical tissue packet graphics into the campaign's identity.



Goodie #3 - Tampon

As I was looking for tampon packaging inspiration, all the references out there were very same-y and not engaging, and this was an opportunity to create a more 'fun' packaging.



After printing the final packaging, I realise I didn't account for the roundness of the head of the tampon and how it would affect the sealing of the sides. I managed to resolve the issue by purchasing a smaller tampon size.



Goodie #4 - Sanitary pad

With the same core idea of 'blood' as the tampon packaging, I thought of the phrase "Sleep tight, don't let the bed bugs bite" and adapted it to sharks, because sharks are attracted to blood. I played with inverting the colors, but ultimately decided on the white on black scheme (for the other products as well) because it creates a bigger visual impact.



Rejected Black on white version

Final White on black version

Social Media Marketing

Since the target audience of this campaign is youths & young adults, and the campaign has a very playful tone, social media is the perfect medium to spread its message.

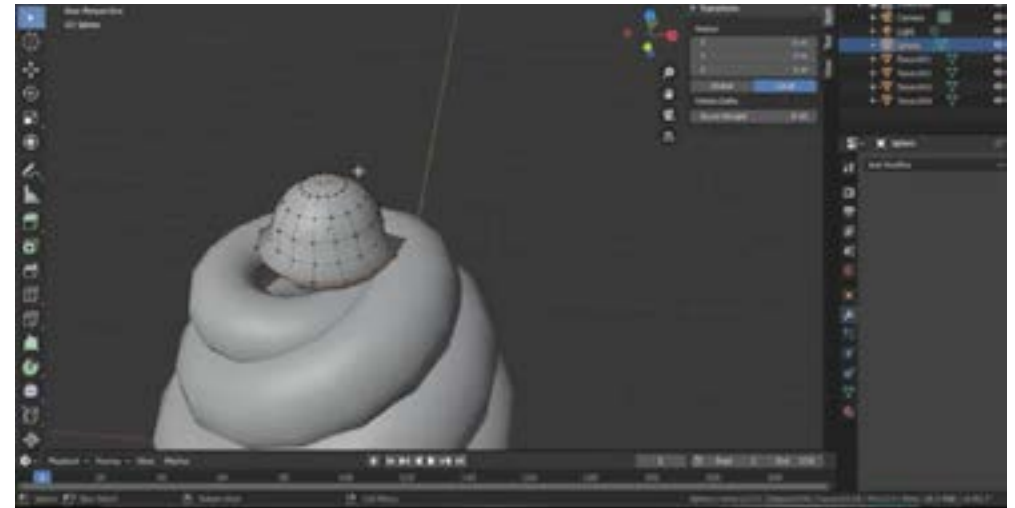
The social media resides in #dontbeapieceofshit .

The virality generated through this wider impression and engagement would extend the sustainability of the campaign and its impact.

AR filter

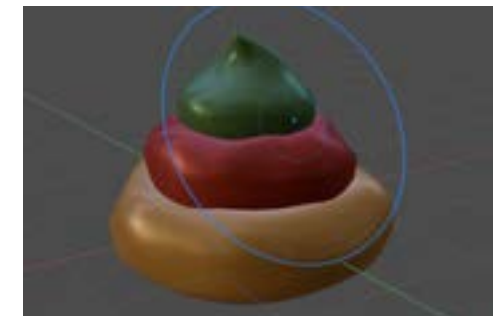
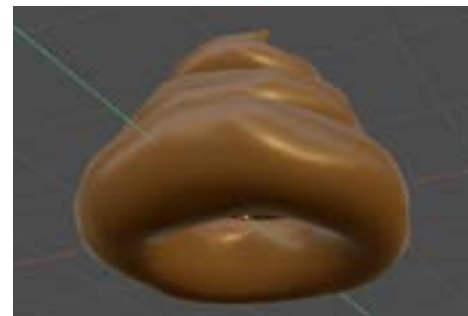
Transforming one of the previous guerilla marketing items into a digital medium, I came up with an AR filter than users can use to 'call-out' poor behaviours or dirty toilet locations.

The strategy of user-generated content will spread more awareness of the state of the issue in Singapore, where some people might not be aware of the degree of the issue.

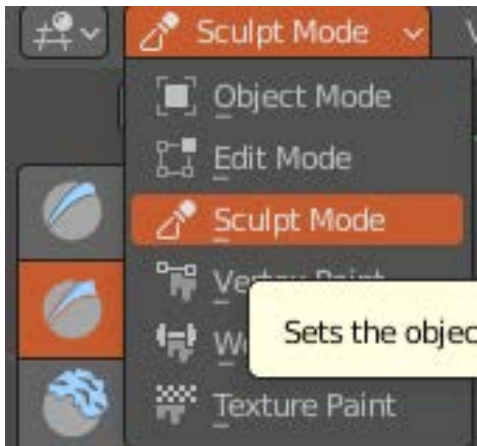


TOILET
Poop Emoji Blender 2.8 Useless Tutorial

A tutorial on creating a poo in Blender, wasn't very helpful but it got me accustomed to the basic functions of Blender



My second time using Blender, took me very long to figure out how to create such a simple shape haha



I mainly used sculpting to make the form of the poo more natural, and also this tool was easier to use.



The poo has a slightly glossy finish = artificial



Tutorial on making a tracked 3D hat in Spark AR



Added hat and censor bar 3D objects



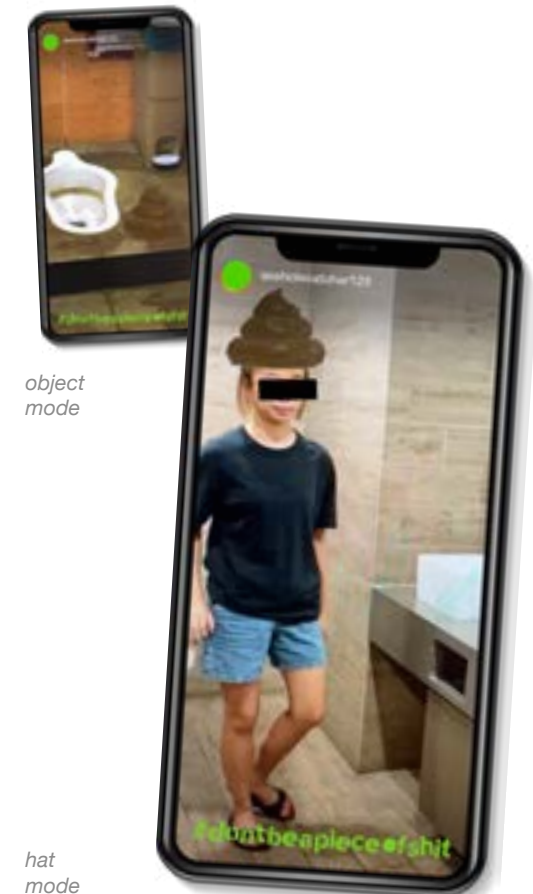
Tutorial on adding options in an IG filter



The 'buttons' for the 'hat mode' & 'object mode'. I didn't actually get the buttons to work for the final, but I simulated the options through editing.

Importing the finished 3D poo hat object into Spark AR was quite simple, and I resized the hat to fit on the person and screen appropriately.

A censor bar is used so as to not dox the photographed person when the user is filming them and sharing the picture. I think it's important that poor behaviour is captured and awareness is spread, but privacy and security is also the person's right.



object mode

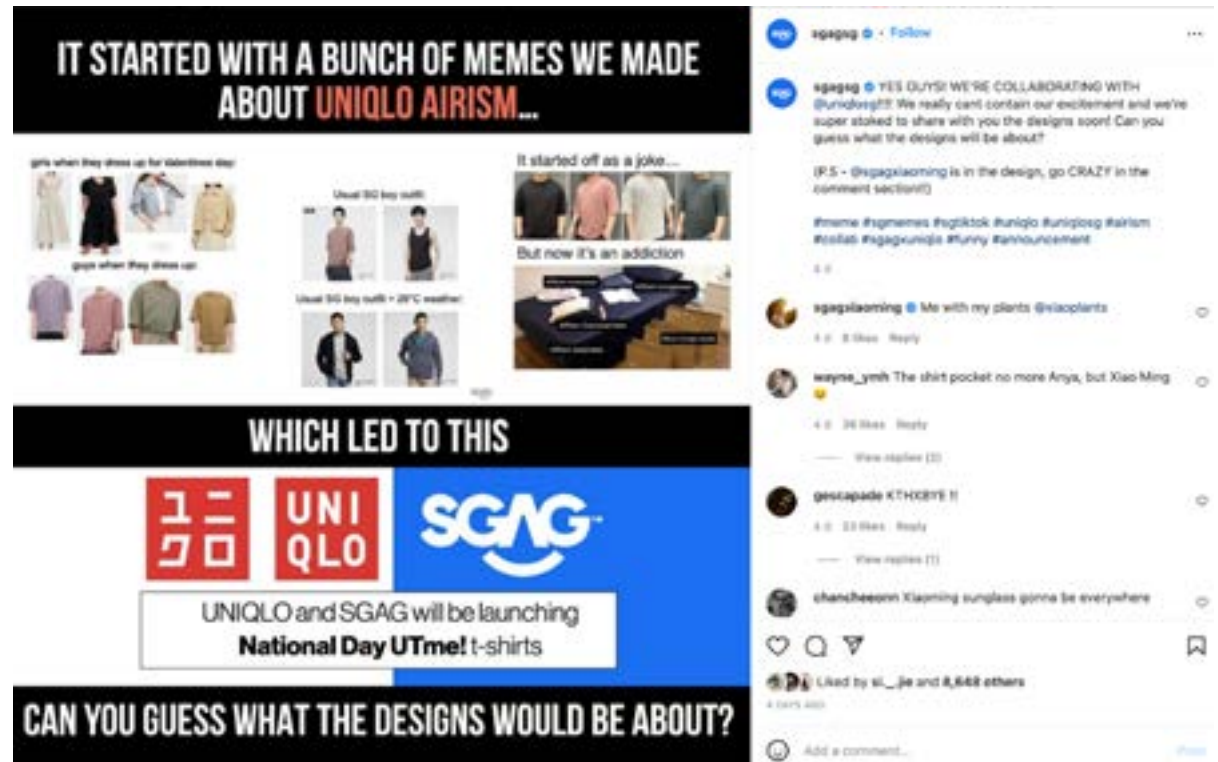
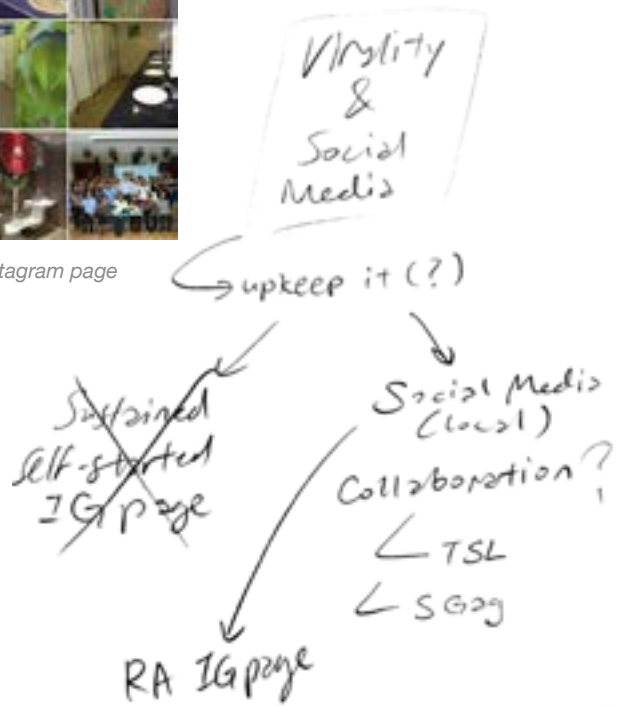
hat mode

Social media posts & Collaboration

When thinking of the platform for social media marketing, I initially considered promoting the content on the (client) Restroom Association's Instagram page itself, but it has very little reach and not much educational posts in the first place, so a collaboration makes more sense.



RA's barren Instagram page

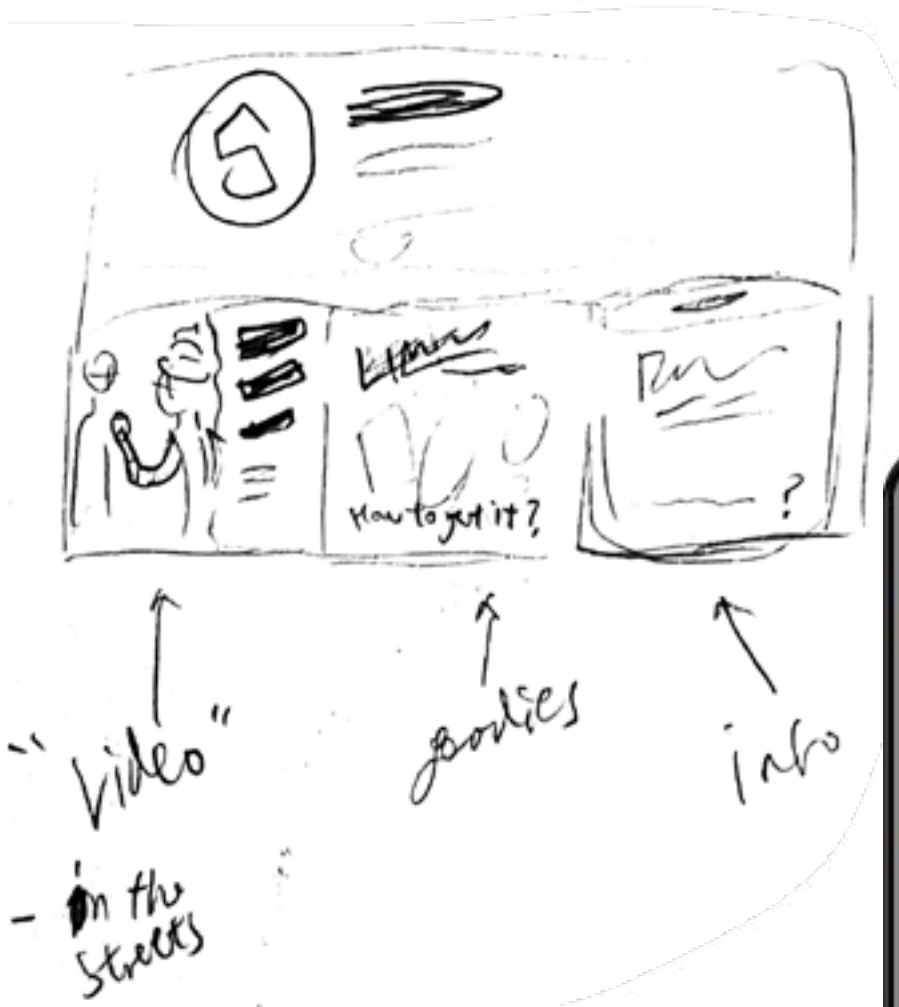


A sponsored collaboration between SGAG and Uniqlo



After some research, I narrowed it down to SGAG as the most suitable collaboration partner as their content in general matches the tone of the campaign, and they are also open to collaborations.

They post content daily so the sponsored posts will be pushed back quite fast, but it would still be worth it because of how wide SGAGS's reach is.



Promoting the goodies

Educational post #1



An excerpt from the fake interview



I dyed the poop hat with brown batik dye for the video

3-post thumbnail sketch

I decided on 3 sponsored posts, two educational posts and one promoting the goodies.

One of the proposed educational posts would be in the form of a short interview with Singaporeans on the street, making the content more relatable and engaging. (the video was a mock-up hahah, I didn't actually conduct an interview)

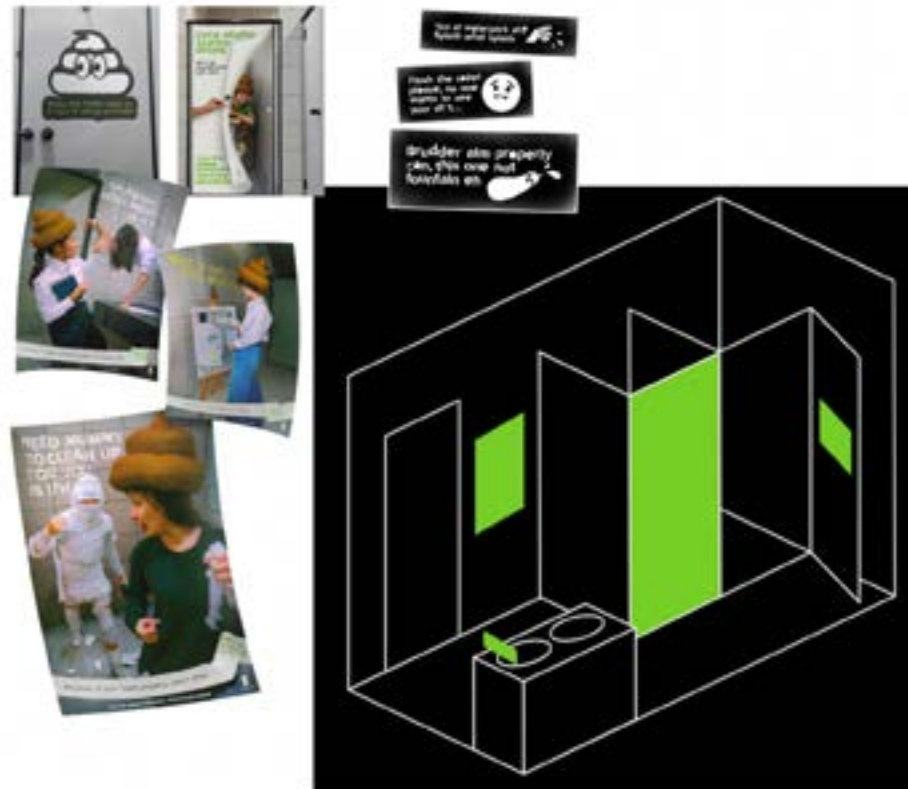
Marketing Strategy

With the bolder tone of the campaign, I had to strike a balance between establishing the impact of the message but also not visually fatiguing the user, hence the campaign items were strategised to be implemented in phases.

The phases create a more meaningful and widespread impression.

Phase 1 - Physical touchpoints

In collaboration with CapitaLand, the physical touchpoints will be implemented in heartland malls to engage users as they go about their day and visit the public toilets. The campaign items remind them to better practice good toilet habits and carry it out outside of the campaign location and in other public toilets as well.



Phase 2 - Digital touchpoints

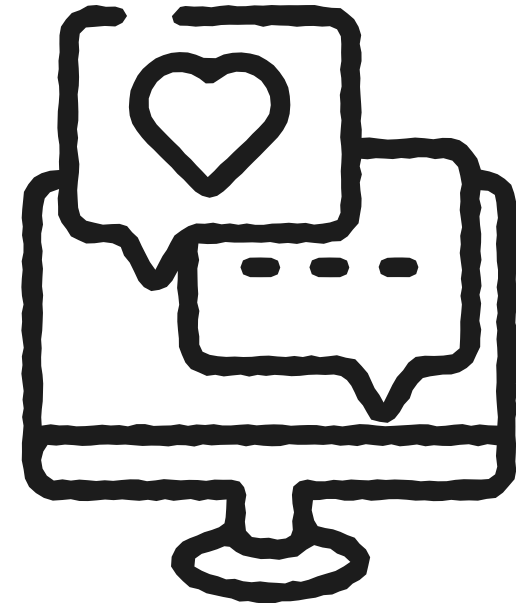
The digital marketing will be carried out in collaboration with SGAG, spreading the message to a wider youth audience and engaging them through educational posts, the AR filter, and limited-edition goodies. The goodies will only be available for a month to generate user curiosity, and phase 2 overall strengthens user impression of the campaign and message through virality.



Phase 3- Campaign Sustainability & Impact

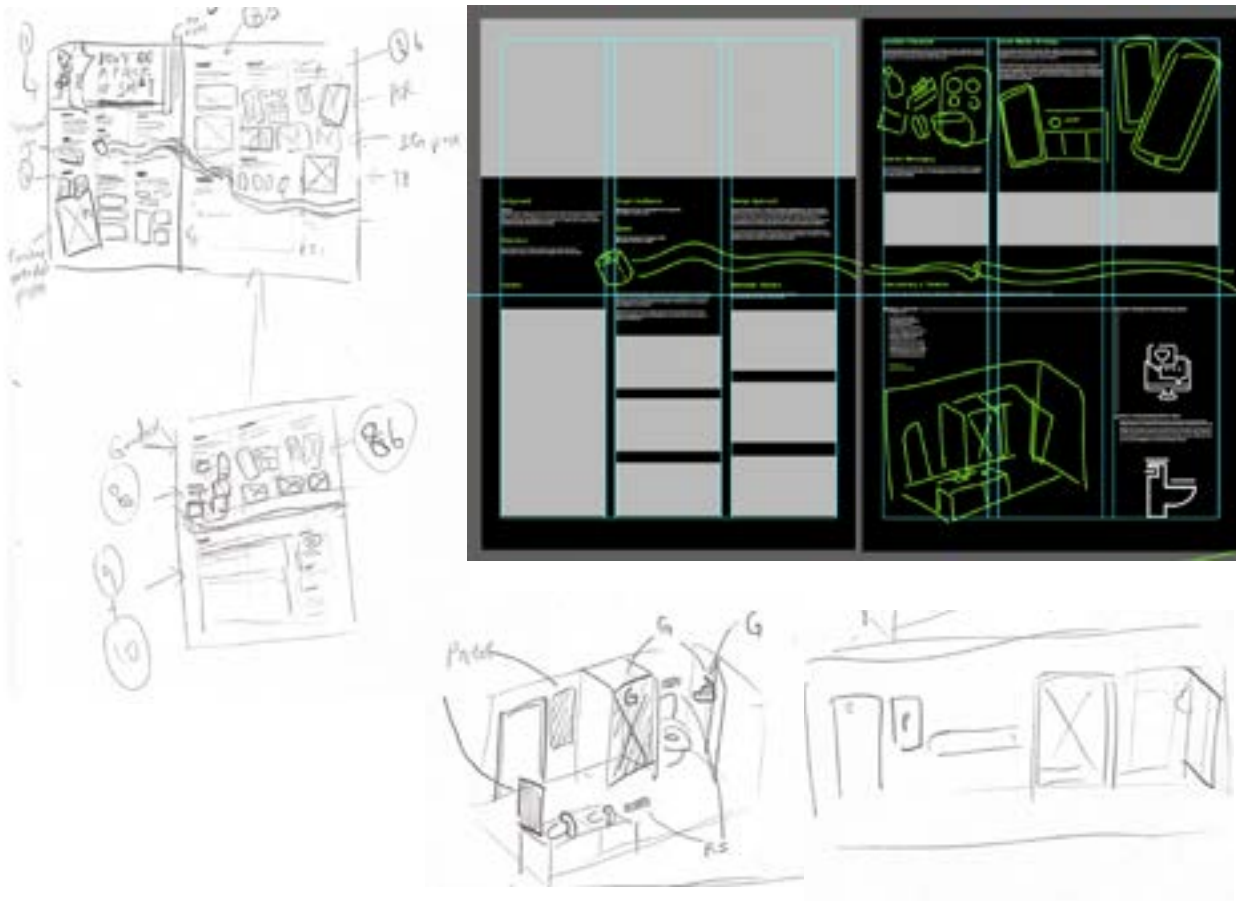
Post-phase 2, the goodies dispenser will be repurposed to sell standard hygiene products at cost price, continuing to provide convenience to the user.

Despite the advocacy of good toilet practices not being a new thing, when audiences use public toilets in the future, the tone of the campaign through the engagement of various touchpoints encourages users to remember and carry out the message in a more light-hearted manner.



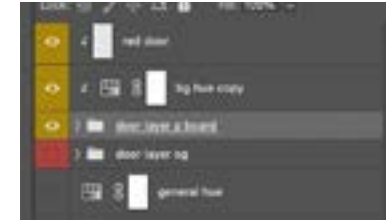
Presentation Board

I started with a rough layout to establish the flow of items, from the contextual information, to the campaign items, to the timeline and user journey.



This campaign contains a number of items and even requires phases, so I knew I had to fully utilize 2 A2 P-boards to showcase it fully.

I reconfigured one of the guerilla messaging graphics to be the hero image of the P-board as I felt it suited the playful tone and encapsulated the 'call out' message succinctly.



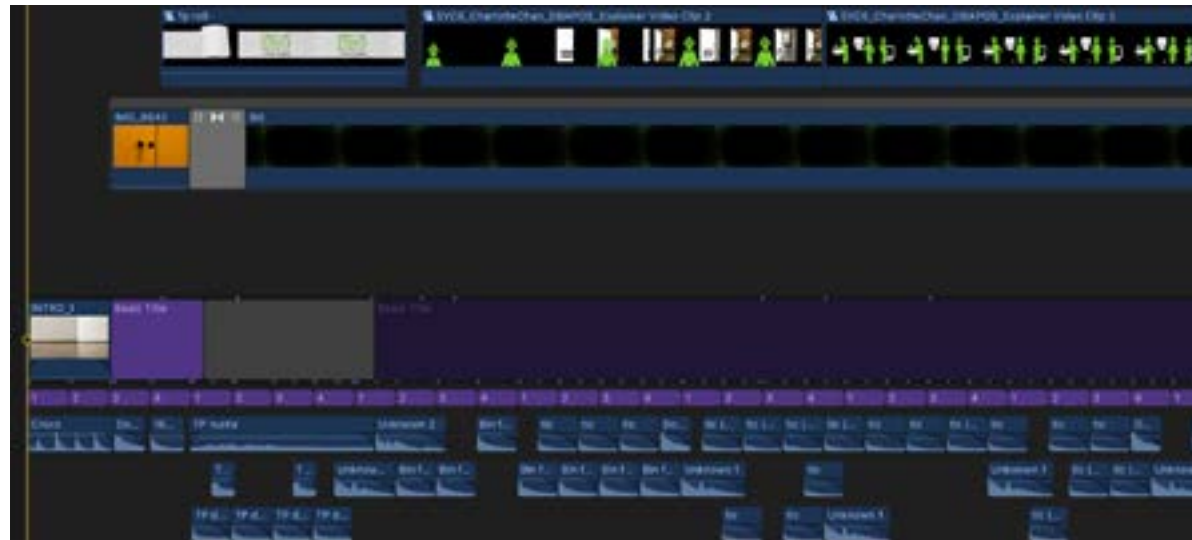
Sound editing

I knew from the start that I wanted to create the music for the video from scratch using sounds heard in the toilet.

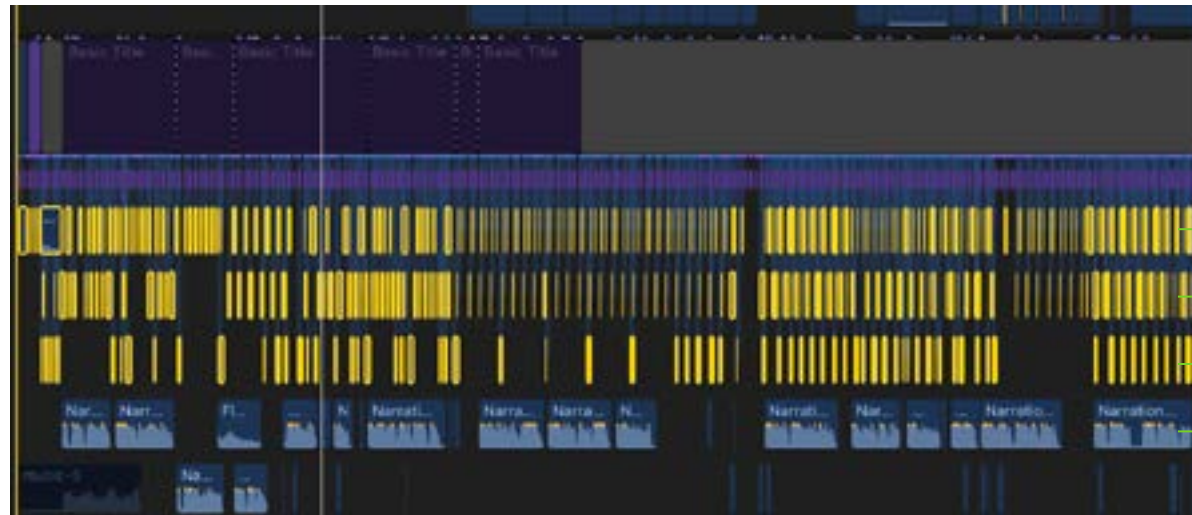
So before I started editing the video, I created the beat and music first alongside the narration so they play off of each other to set a good pace for the video.

Certain sounds like a flushing noise or even the absence of sound was used as transitions to give the viewer some breathing space in the tightly edited video.

The starting beat was especially important as it is what captures the attention of the audience, and sets the tone for the whole video and subsequently the campaign. The introduction clip of someone running to the toilet kickstarts the video with the sound of the steos, and this helps to blend the visual and the audio more seamlessly.



Makeshift time signature



I wanted to add some funky jazz tunes like bass and cello, but didn't manage to record it for the presentation video, so the video only contains percussion.

Base beat (fast, high-pitched)

Accent beats

Bass tones (low-pitched)

Narration timed to the music

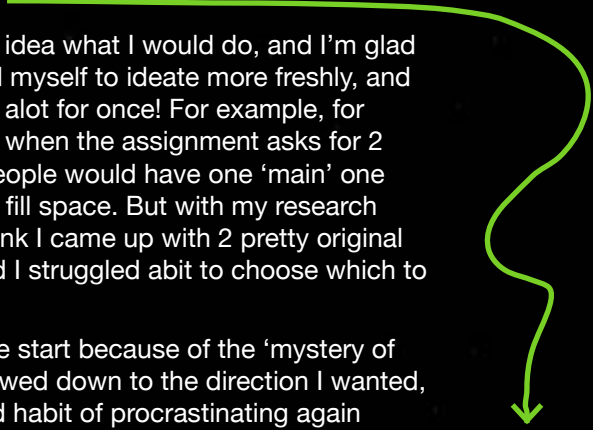
Reflection

What a rollercoaster! This FYP and the 18 weeks I've worked on it has taught me a great deal about design, but more importantly, about myself as a designer.

I went into this topic with no idea what I would do, and I'm glad I did because I really pushed myself to ideate more freshly, and I think I explored freely quite a lot for once! For example, for the first mockup crit, usually when the assignment asks for 2 design explorations many people would have one 'main' one and the other one is there to fill space. But with my research and developed ideation, I think I came up with 2 pretty original and workable directions, and I struggled a bit to choose which to move forward with.

I had a lot of motivation at the start because of the 'mystery of exploration, but once I narrowed down to the direction I wanted, I think I fell back into the bad habit of procrastinating again because I was scared my actual design would not live up to this grand idea I had in my head. In the end, I kept pushing back my work and rushed some of the deliverables, and the resulting product is somewhat unsatisfactory. The funny thing is, when I was actually forced to do the work, it was done pretty fast, so I do hold some regrets.

I know in the future I'll definitely try harder to work around this mental obstacle I've set for myself, and work more efficiently as a designer! But overall, throughout this whole project, I think I was 'true to myself' and I'm proud of that.



I think this is the first project I've done where I feel it embodies my personal values and style as a designer. In the past, I've adapted many styles depending on the brief's requirements, but I never felt quite connected with the design or original. With this project being self-initiated, the fact that the direction I did is a little ridiculous feels great to me, because it's something original and authentic to me that can make someone go "Woah what's that?" The fun in the originality and the project feeling very 'Charlotte' really kept me going!