



**UNPLUG**

Disconnect to **Connect**

WEBSITE

<https://unplugru.wixsite.com/unplug>

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TEAM

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THE UNPLUG  
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DESIGN  
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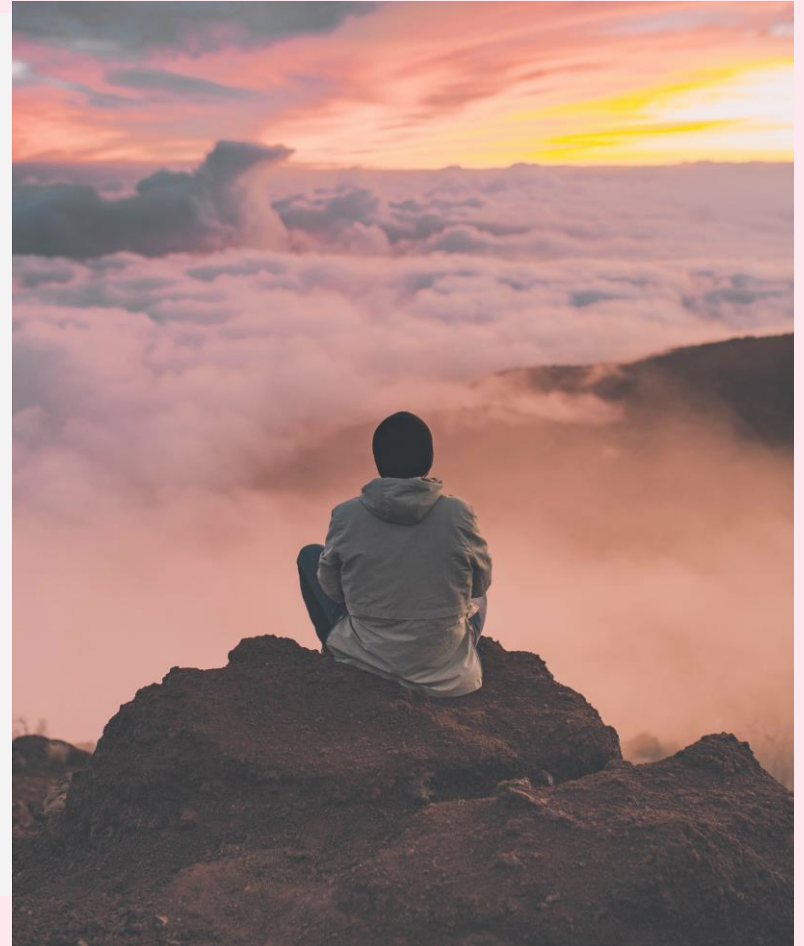
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DESIGN  
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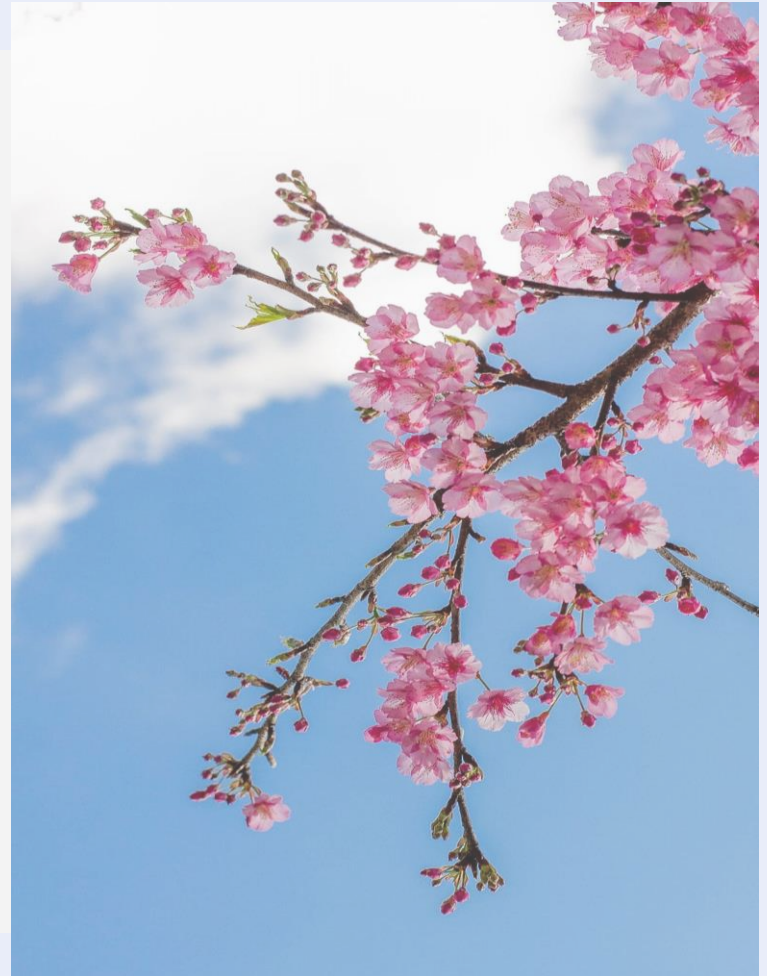
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*VIDEOS*

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*BEHIND THE  
SCENE*



01

# THE UNPLUG TEAM



# TEAM LOVE - RELATIONSHIP

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**Project Manager: Chloe Foo Xin Yu**

**Copywriter: Soo Shi Han**

**Designer: Wong Jun Xing**

**Editor: Lai Sze Xin**

**Promoter: Natalie**



# TEAM WB - WELL BEING

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Project Manager: Woon Zhi Tian

Copywriter: Nawal Zahidah Binti A Razak @ Hashim

Designer: Lee Wan Tin

Editor: Teo Bi Yun

Promoter: Faye

02

# PROBLEM STATEMENT

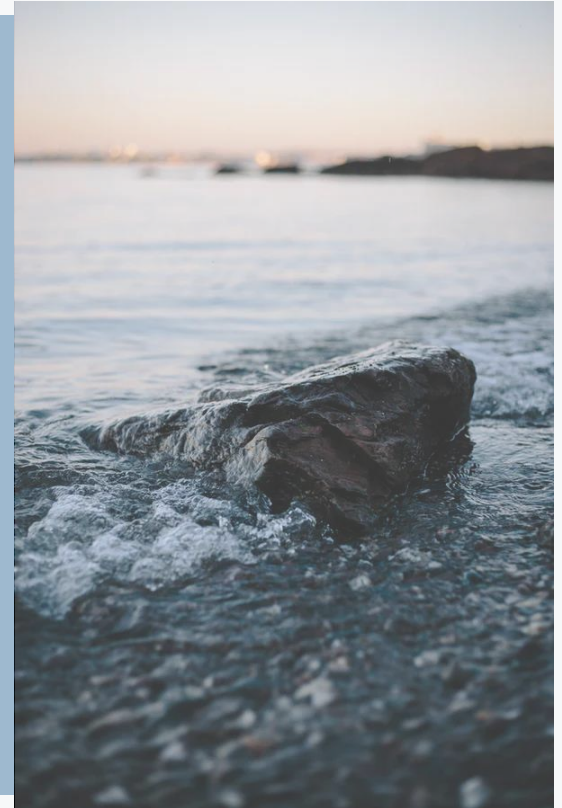




# PROBLEM STATEMENT

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- The society nowadays have been paying less attention to the things happening around them
- People are busy with their own stuff or just simply do not bother to care for the others
- Rising number of people having mental disorder



03

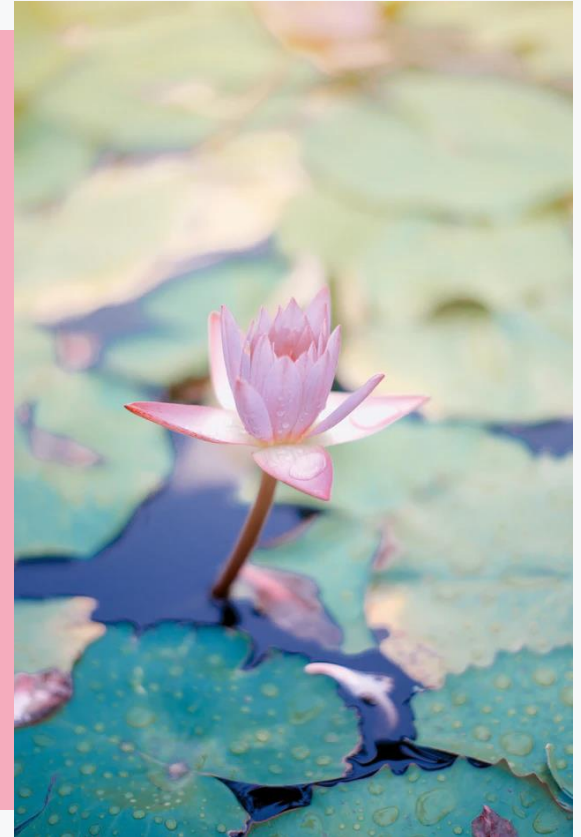
# OBJECTIVES



# OBJECTIVES

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- To create awareness for the public to be more mindful
- To help people understand the importance of mindfulness in life
- To bring people closer to each other



04

# THE UNPLUG PROJECT



# TOPIC COVERED

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RELATIONSHIP



TEAM LOVE

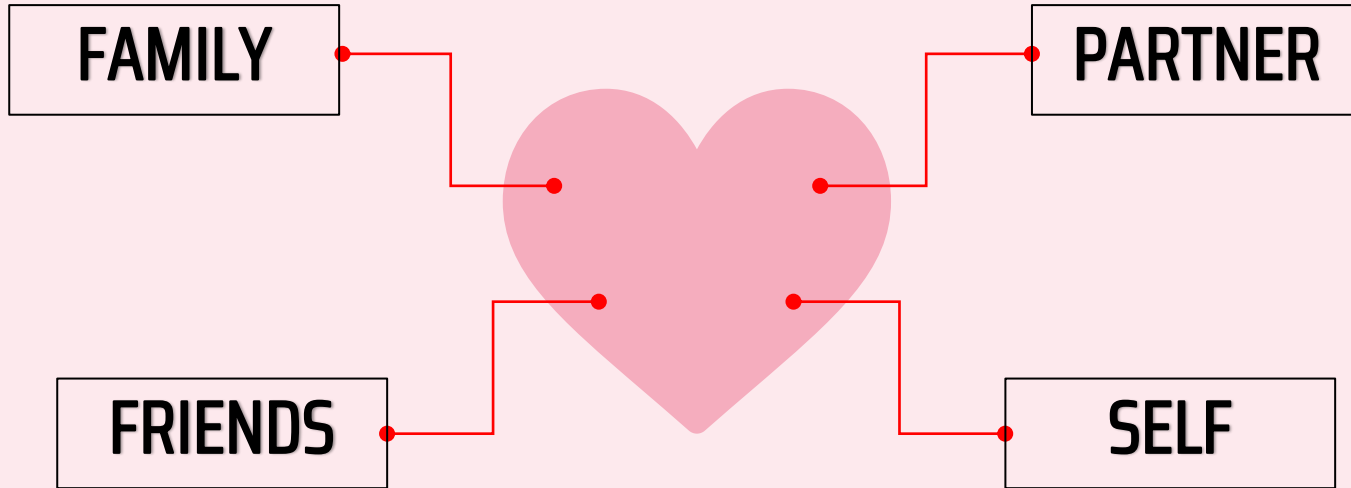
WELL-BEING



TEAM WB

# RELATIONSHIP

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# WELL-BEING

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*HABIT*  
Routine of behavior that  
is repeated regularly

*EMOTION*  
Strong feeling deriving  
from one's circumstances



*PHYSICAL*

Relating to the body as  
opposed to the mind.

*MINDSET*

A set of assumptions,  
methods, or notions held

05

# TARGET AUDIENCE

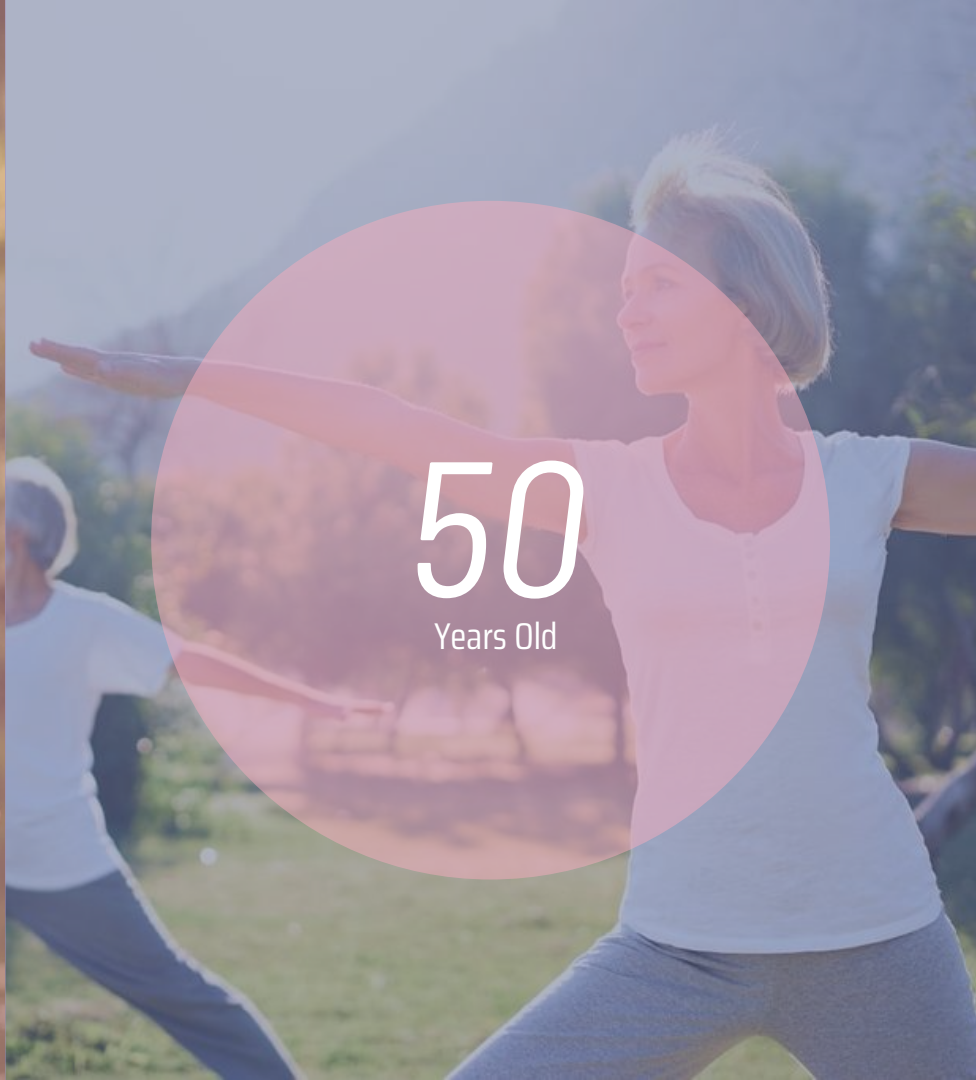






20

Years Old



50

Years Old

06

# RESULT ANALYSIS



# *RESULT ANALYSIS*

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**30 Responses were  
recorded**



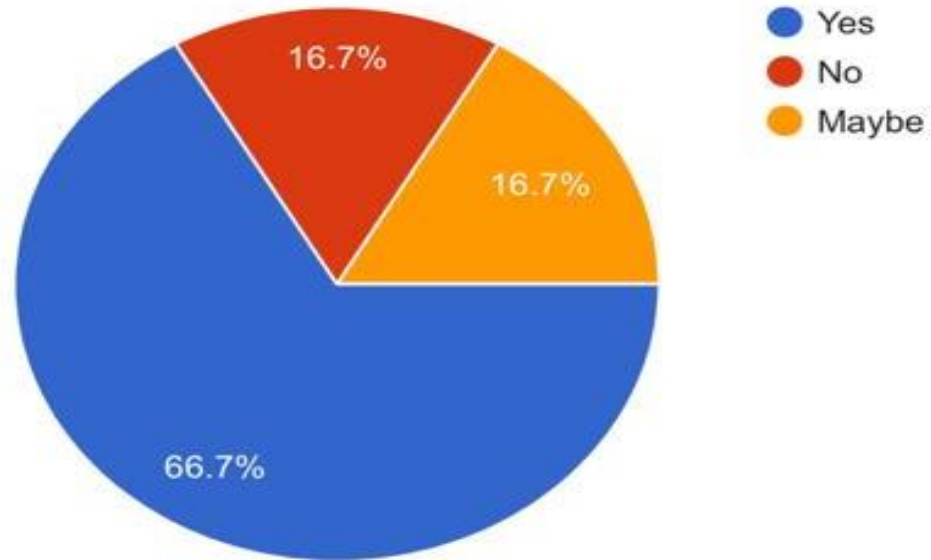
**Age group,  
20-50 years old**

# QUESTION 1

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Do you know what is mindfulness?

30 responses



## QUESTION 2

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Explain mindfulness in your own word.



“Mindfulness is being aware of what we are sensing and feeling in the moment.”



“Conscious of our surroundings and important issues”



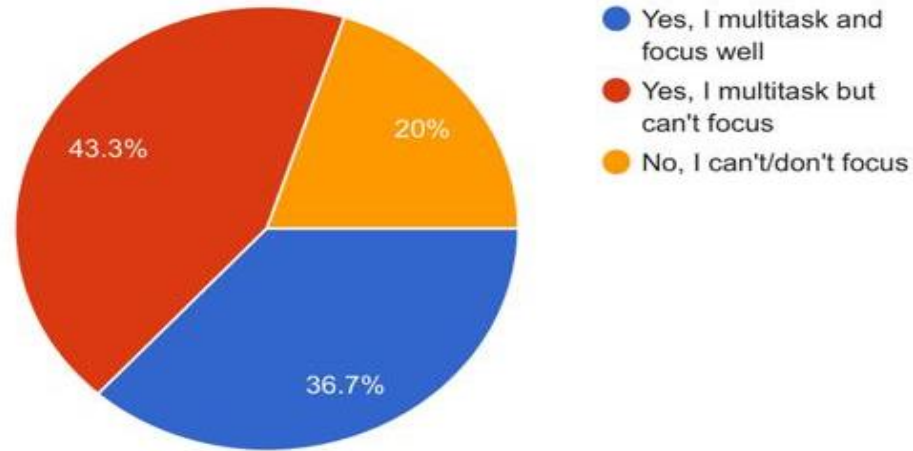
“To be present, to be in the moment, to be in a calm and centred state”

# QUESTION 3

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Do you multitask a lot? If so, are you able to focus on the things you are doing?

30 responses

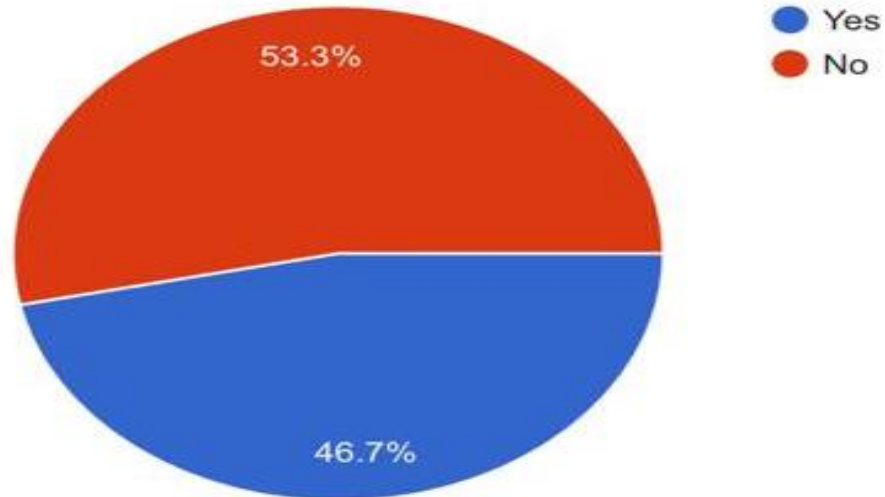


# QUESTION 4

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Do you find it hard to stay focus on the present?

30 responses

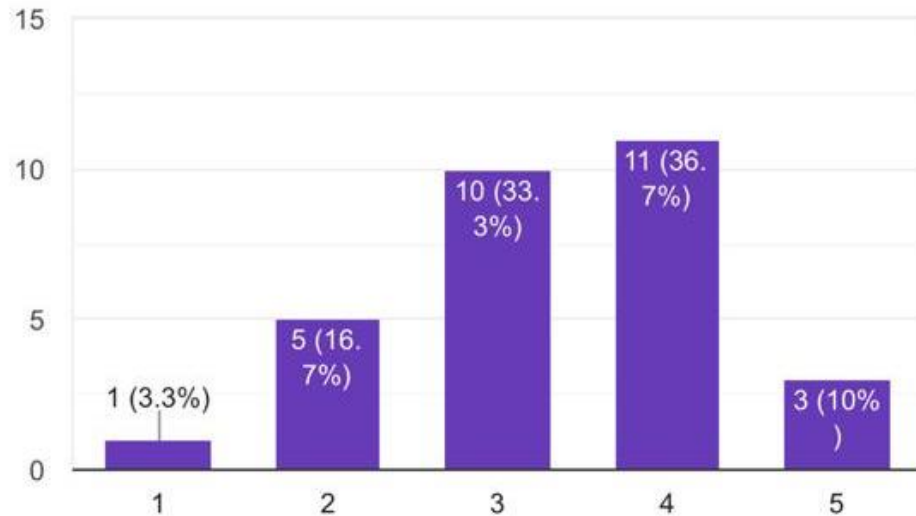


# QUESTION 5

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I am good at finding words to describe my feelings.

30 responses



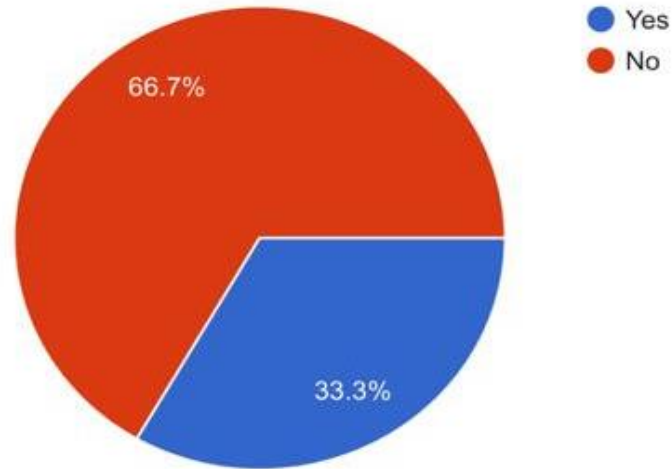


# QUESTION 6

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Do you focus on your life goal and lose focus on other important things in life?

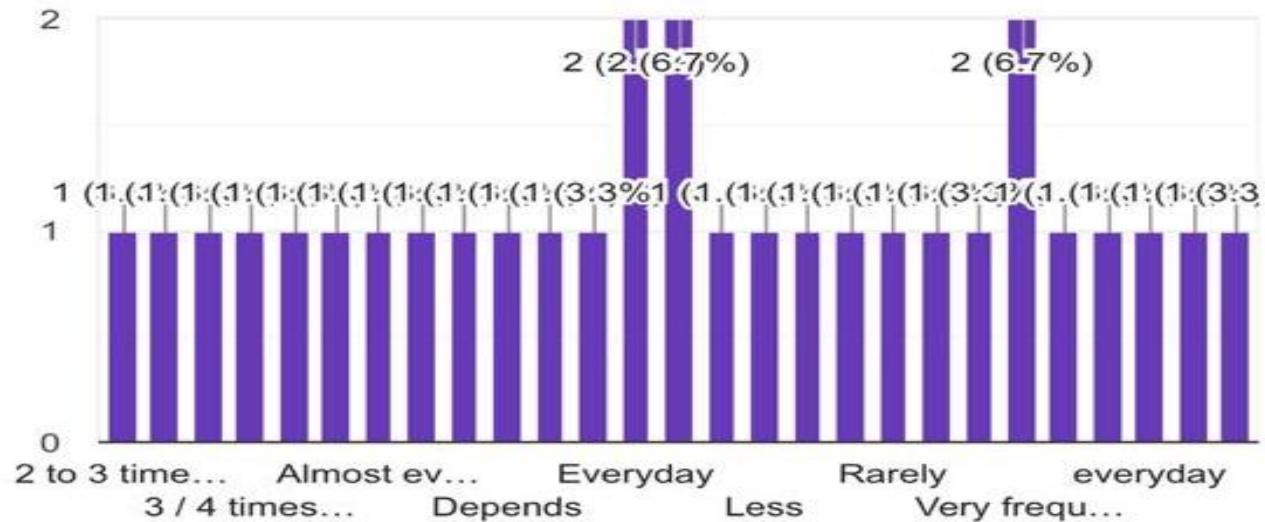
30 responses



# QUESTION 7

How often do you bond with your family members?

30 responses

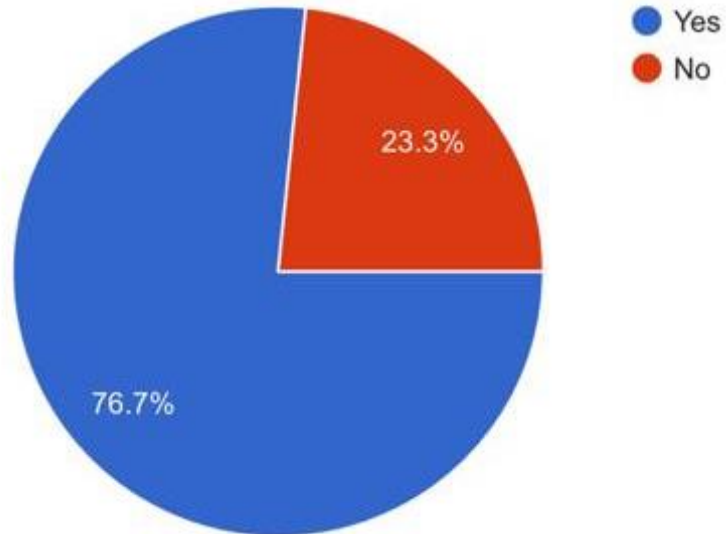


# QUESTION 8

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Do your friends bring a positive impact on your life?

30 responses

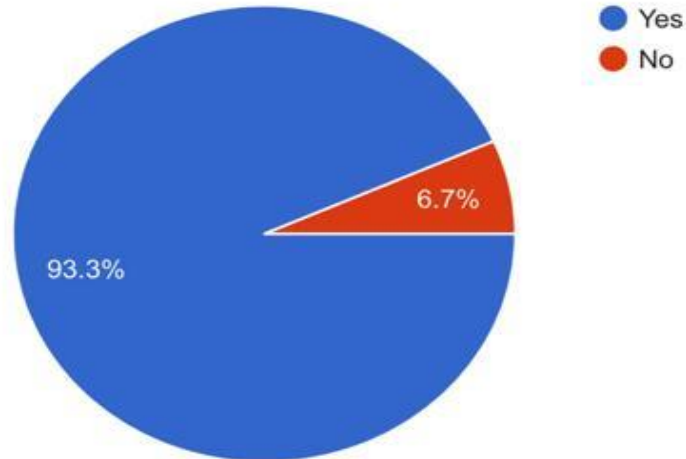


# QUESTION 9

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In a relationship, do you think that it is important for both parties to sacrifice for each other equally?

30 responses



## QUESTION 9

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If so, why?



“In relationship, it takes mutual feelings to understand each other. It's essentially give or take.”



“Depends on their own willingness”



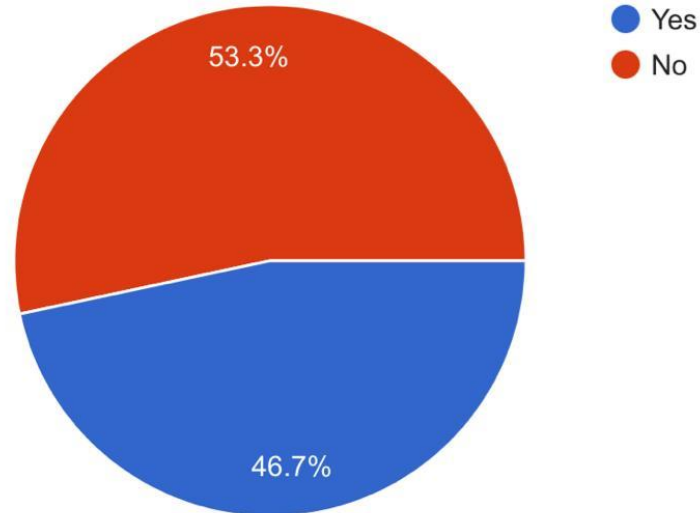
“Because us humans are not perfect. So through sacrificing things, which is beneficial for both parties in a relationship, will save the relationship”

# QUESTION 10

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Do you always compare yourself with others?

30 responses



07

## DESIGN APPROACH (LOGO)



# LOGO

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-Separated to 2 sections

-Timeless and friendly

-Incomplete heart shape and a plug at one end of the shape



# LOGO

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-Relationship represented by heart shape and pink colour

-Well-being represented by smiley face and blue colour



# TEAM LOGOS

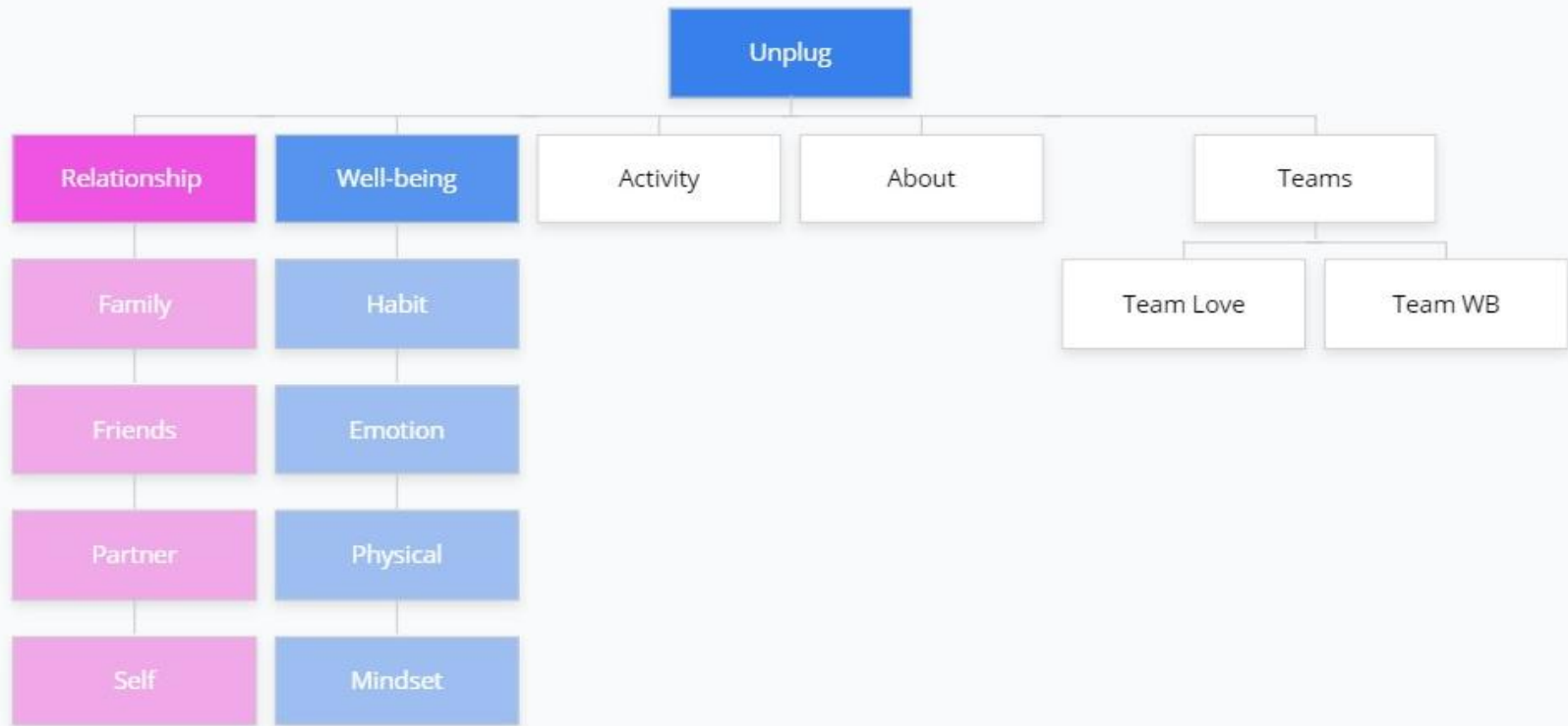


08

# DESIGN APPROACH (WEBSITE)

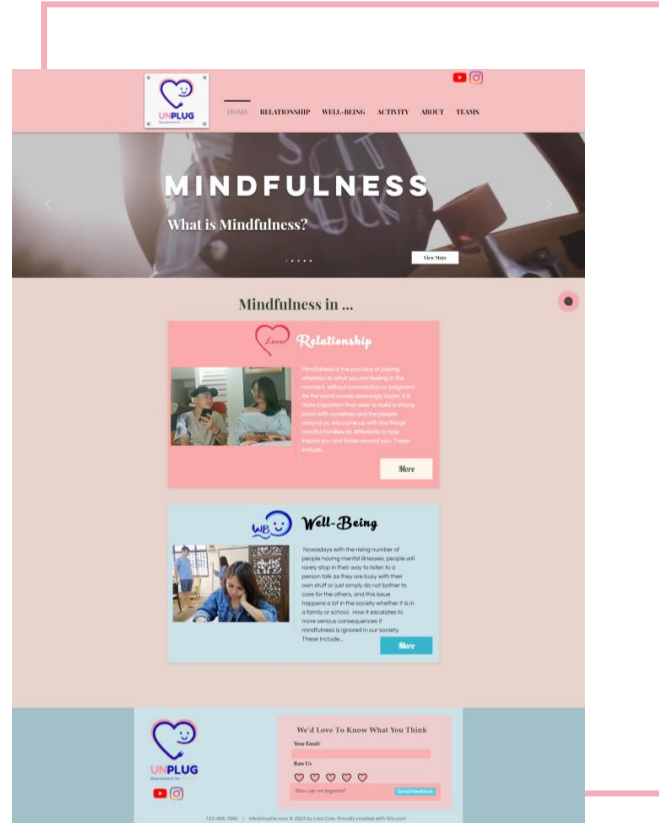


# SITEMAP

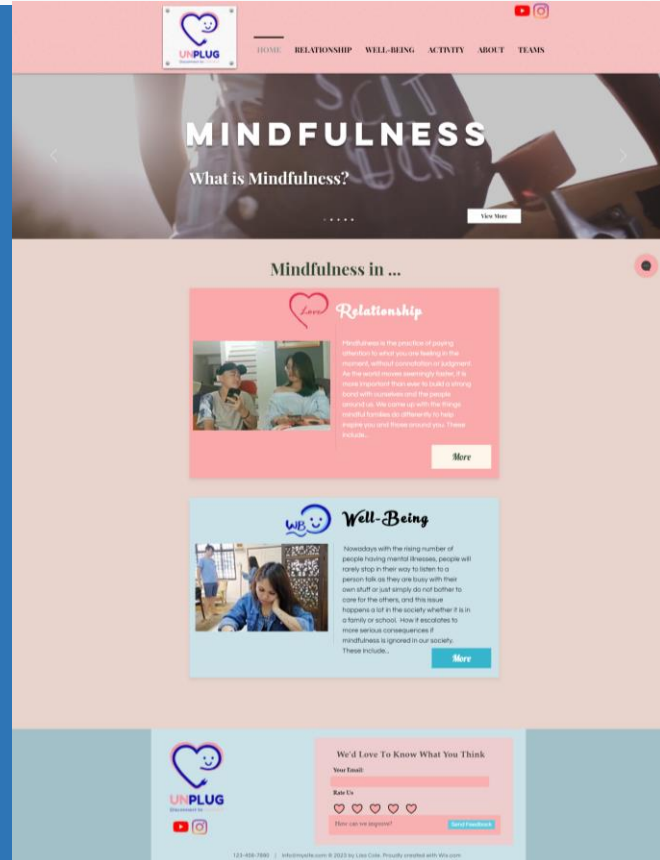
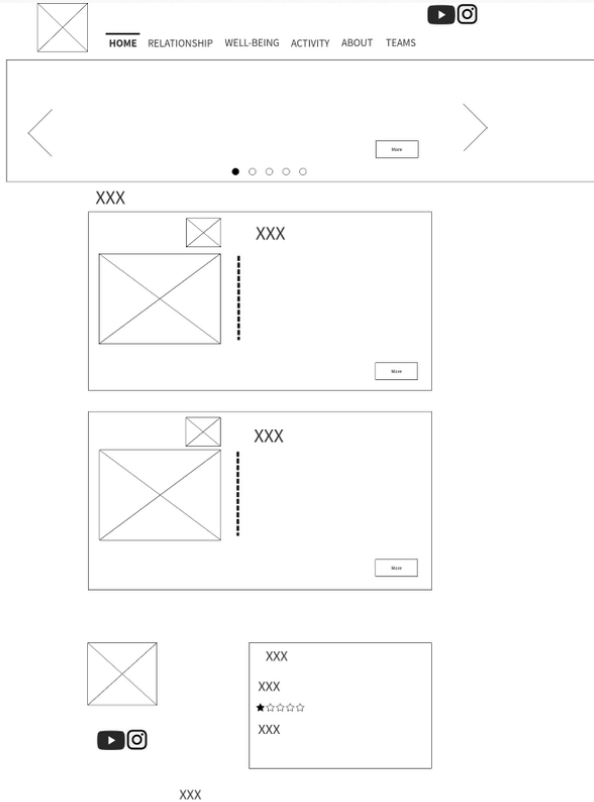


# WEBSITE

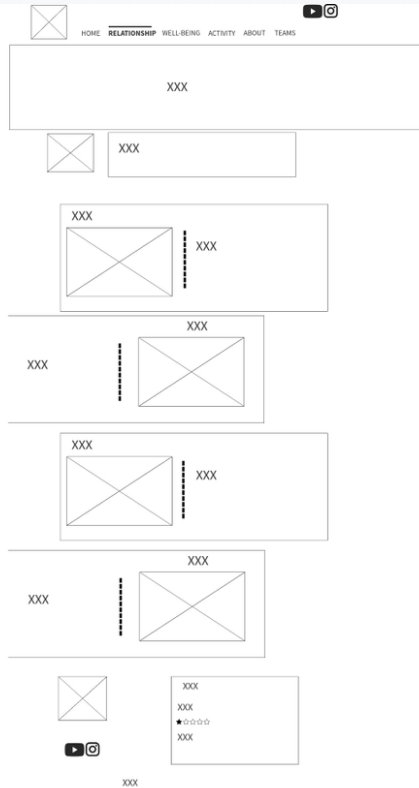
- 2 colours: pink and blue
- Light colour tone for a fresher and friendlier feeling
- Same colour tone with our logo colour



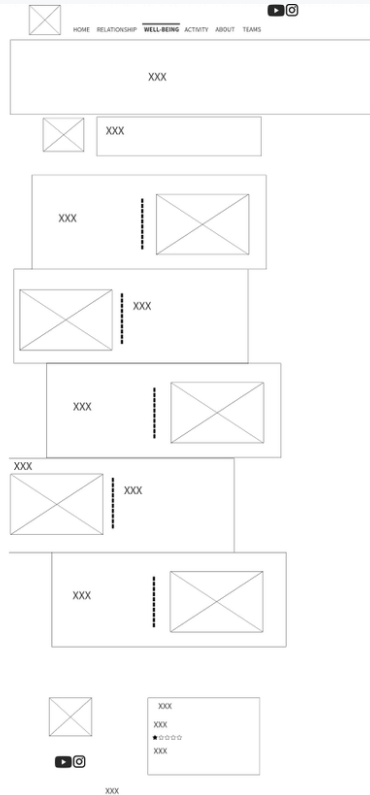
# WEBSITE (HOMEPAGE)



# WEBSITE (RELATIONSHIP)

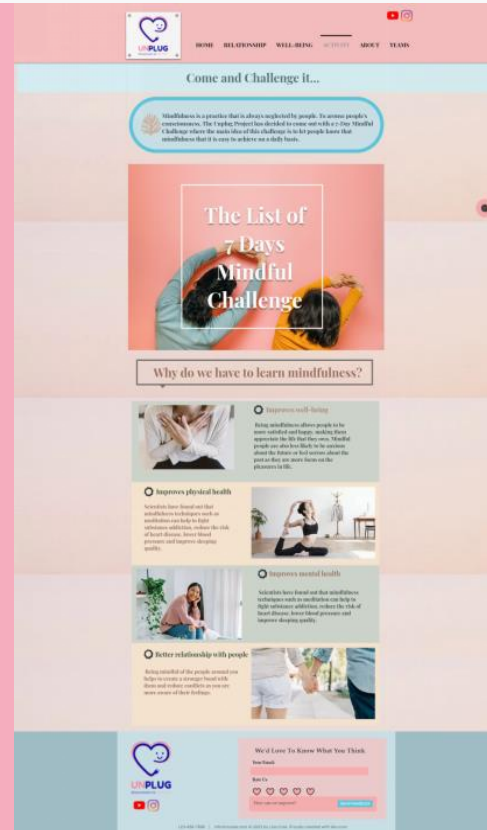
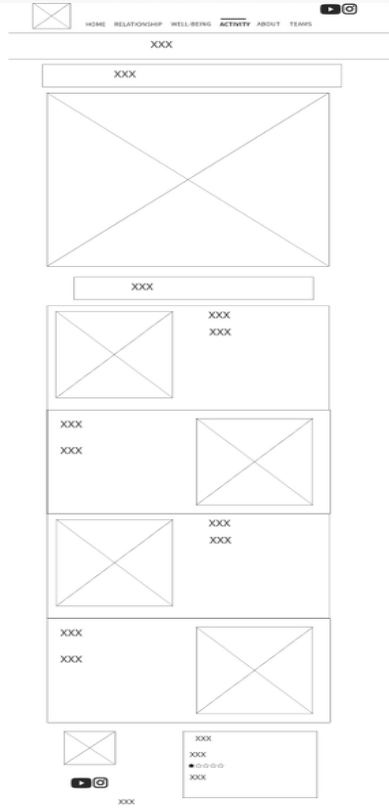


# WEBSITE (WELL-BEING)

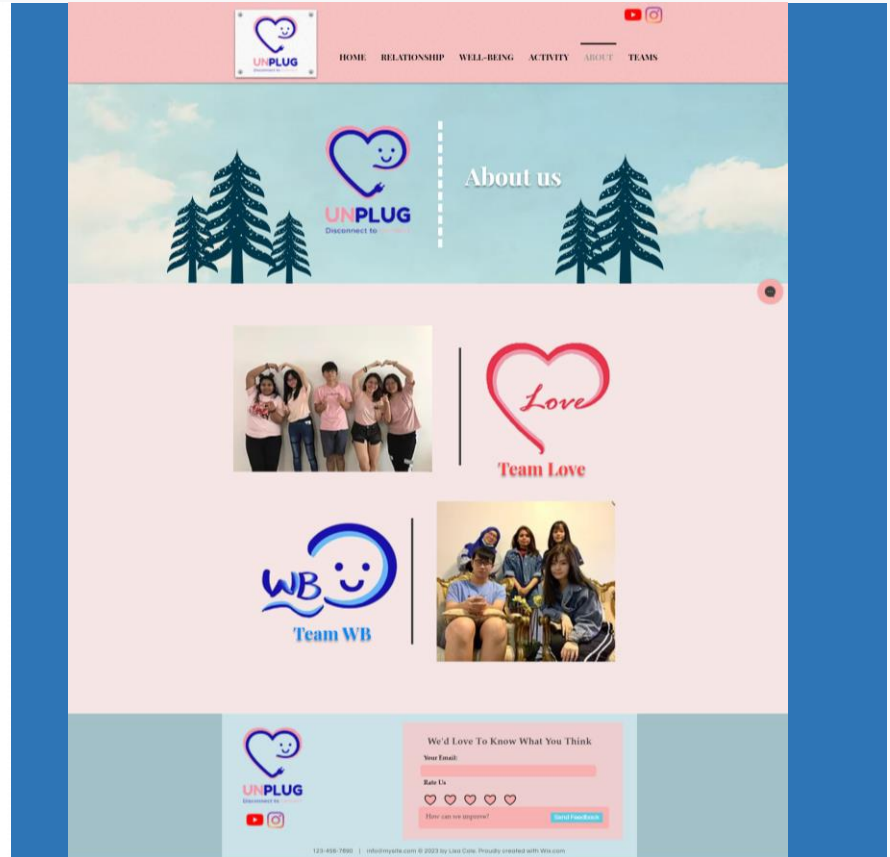
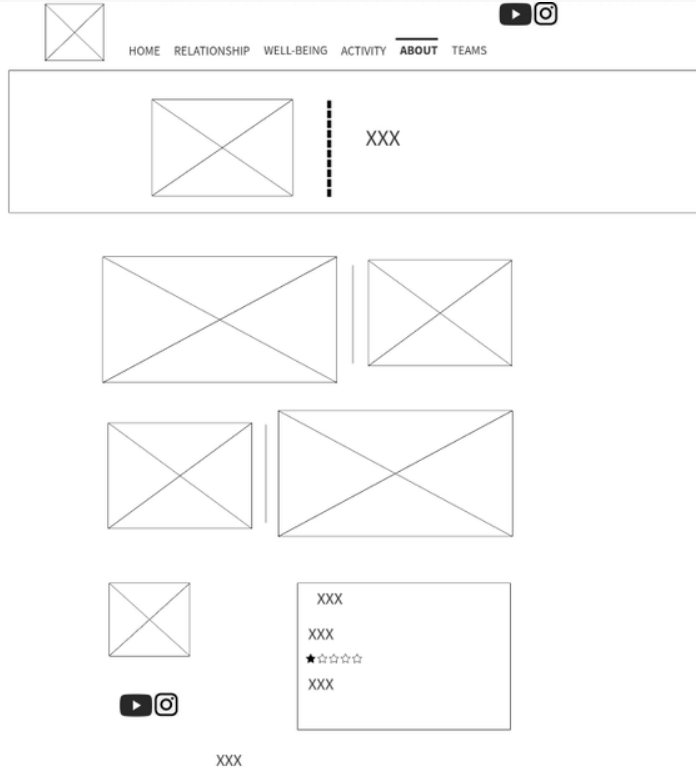




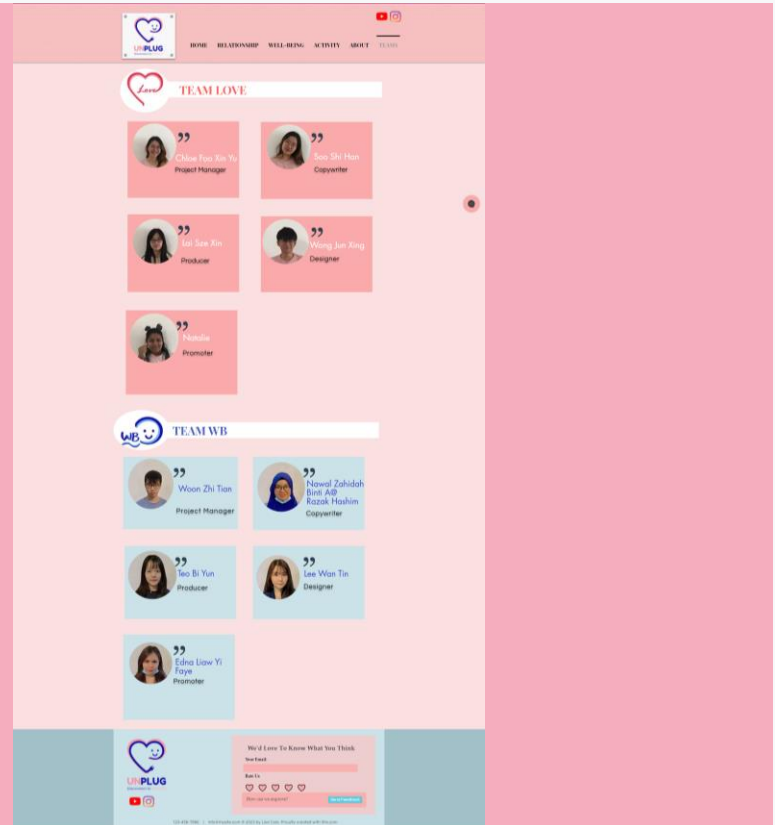
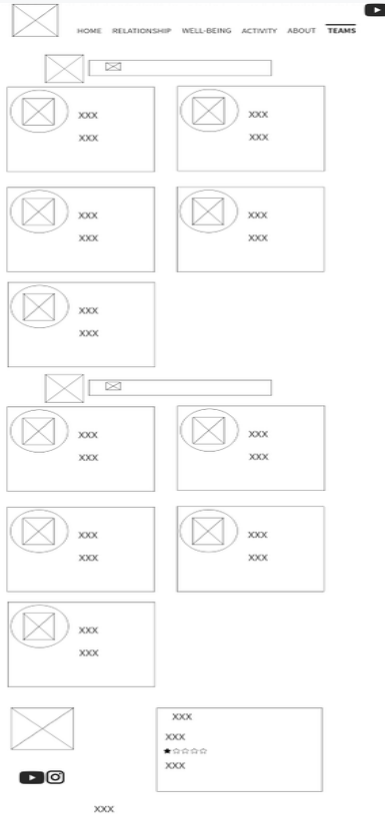
# WEBSITE (ACTIVITY)



# WEBSITE (ABOUT)



# WEBSITE (TEAMS)

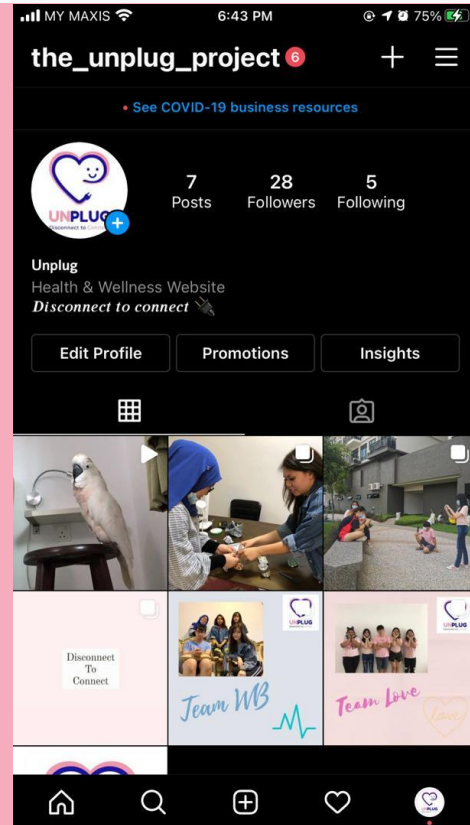
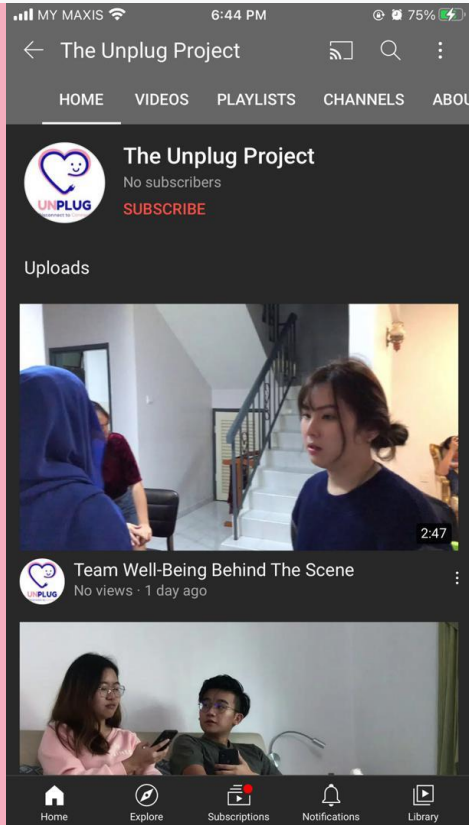


09

# SOCIAL MEDIA



# SOCIAL PLATFORMS



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**VIDEOS**



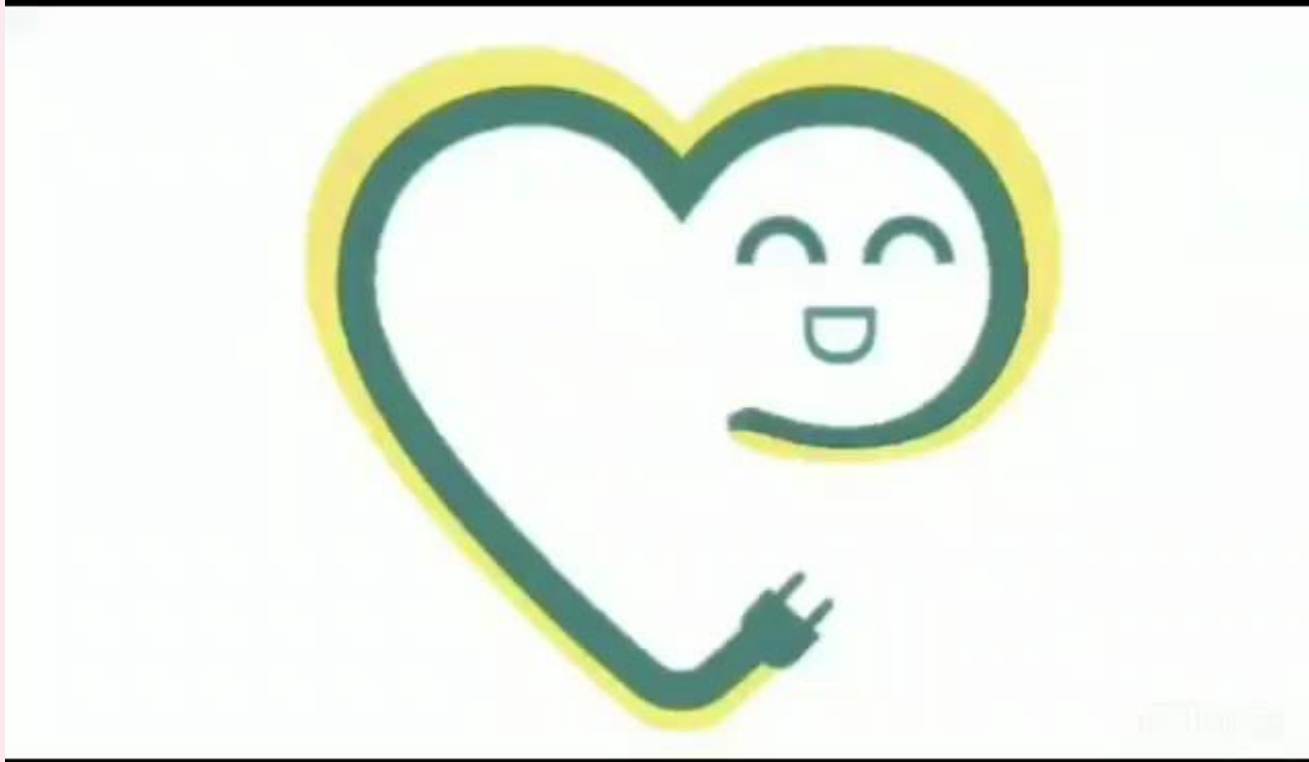
## RELATIONSHIP (FAMILY)

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# RELATIONSHIP (FRIEND)

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## RELATIONSHIP (PARTNER)

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# RELATIONSHIP (SELF)

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# WELL-BEING

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## WELL-BEING

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- Shows the progression of a person's well being
- Escalates to a more serious consequences



11

# CONCLUSION





**UNPLUG**

Disconnect to **Connect**

## *CONCLUSION*

Our team hopes to awaken mindfulness through this project so that people can be more aware of the people or things that surrounding them.

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# BEHIND THE SCENES



# RELATIONSHIP

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# WELL-BEING

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# THANKS

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