



# DESIGN JAM

Stephanie Li

# Solution

Stationary set that encourages young Asian women, whose states of mental and emotional well-being are exacerbated by witnessing recent violence in their demographic, to write to and support one another

**Who**

Asian women who are facing isolation and anxiety from fear of becoming a target of AAPI hate

**What**

A series of prompts, a supportive community, and a more time-friendly way to express oneself through the written word

**When**

As long as we continue to need one another

**Where**

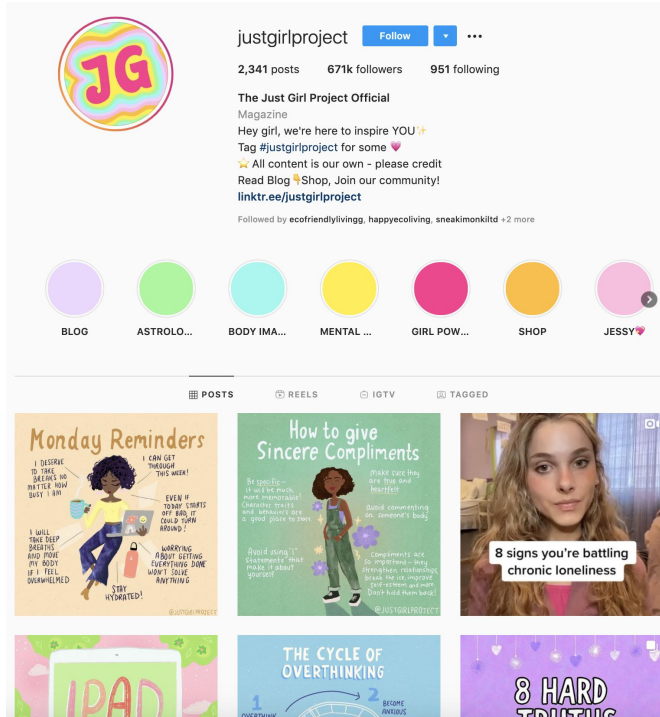
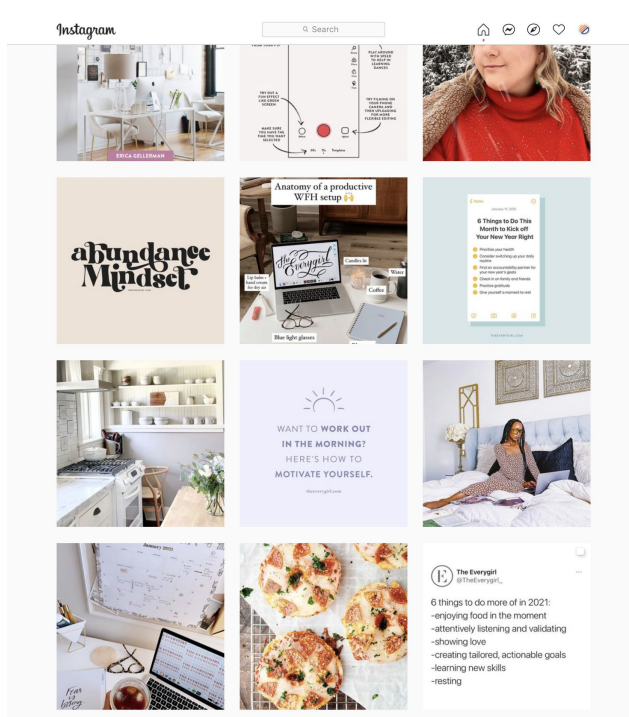
Digitally

**Why**

To combat the loss of hope or sense of safety in the events that arose during the COVID-19 pandemic

# Research

## Analysis of Existing Solutions: Mental Health Social Media









@theeverygirl


@justgirlproject

# Research

## Analysis of Existing Solutions: We're Not Really Strangers


10:44   






 **werenotreallystrangers**  








735 Posts   3.6M Followers   112 Following

**We're Not Really Strangers**  
Community  
A card game for emotional people  
WARNING: Feelings may arise  
by: @koreen  
[www.werenotreallystrangers.com](http://www.werenotreallystrangers.com)  
Followed by [\\_jordan\\_eliza\\_](#), [heyitsashna](#)  
and 7 others



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 Breakup    Self-Love    The Game    Self-Reflect...    Dat

10:43   

 **Shop**  



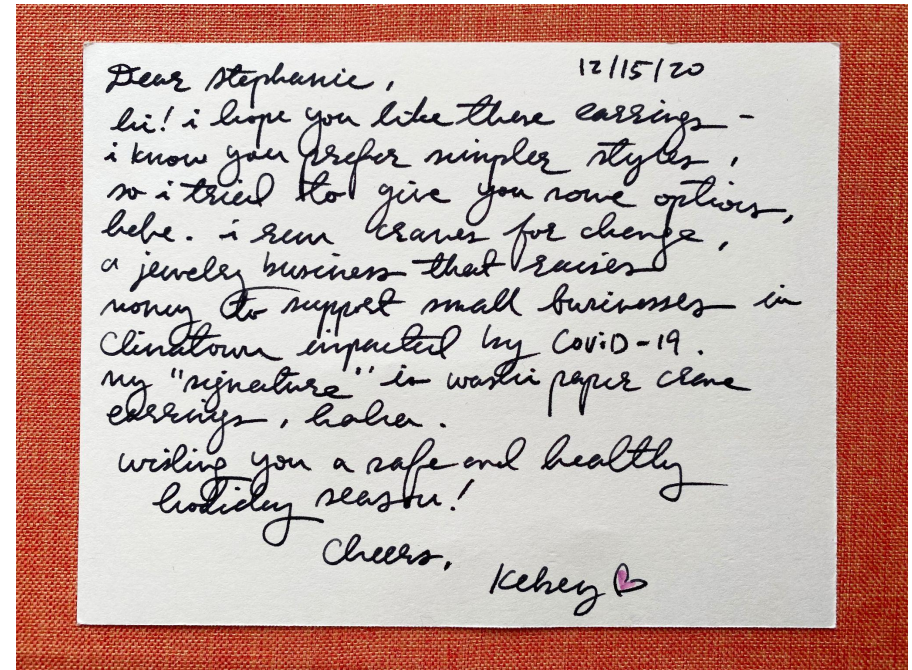
 **werenotreallystrangers**  

**We're Not Really Strangers Card Game**  
\$25

[View on Website](#)

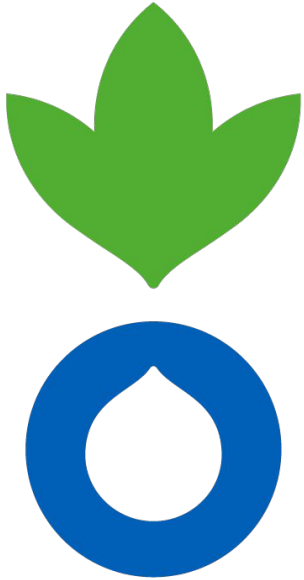
# Research

## Analysis of Existing Solutions: Letters From My Pen Pal



# Research

## Case Study: Action Against Hunger



# ACTION AGAINST HUNGER



Source: Alina Wheeler, *Designing Brand Identity*

# Research

Making sense of everything

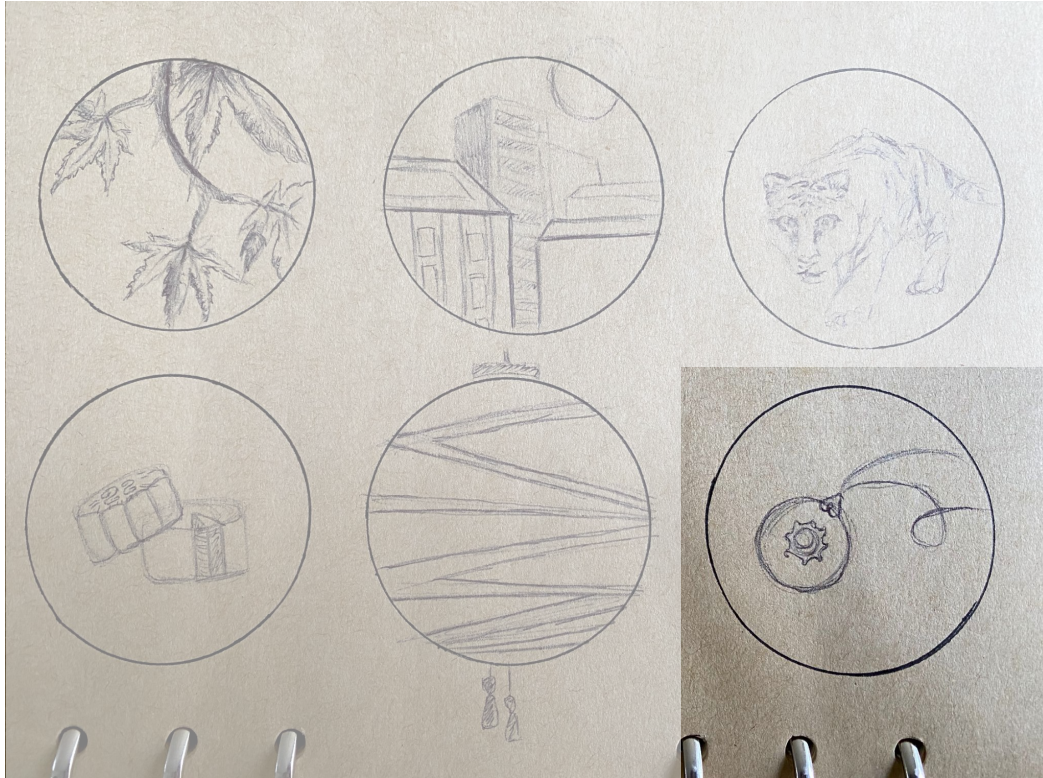


“Writing deepens [the reader’s] understanding of...diction, syntax, emphasis, imagery, and the conventions of the genre.”



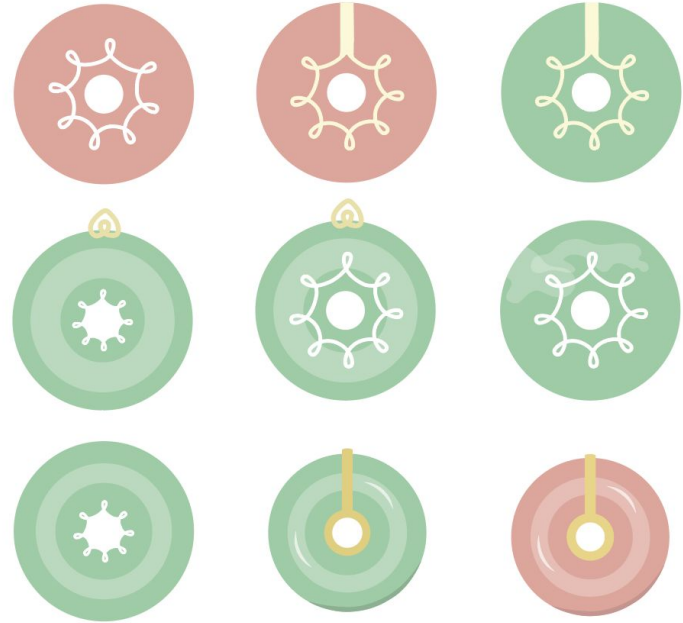
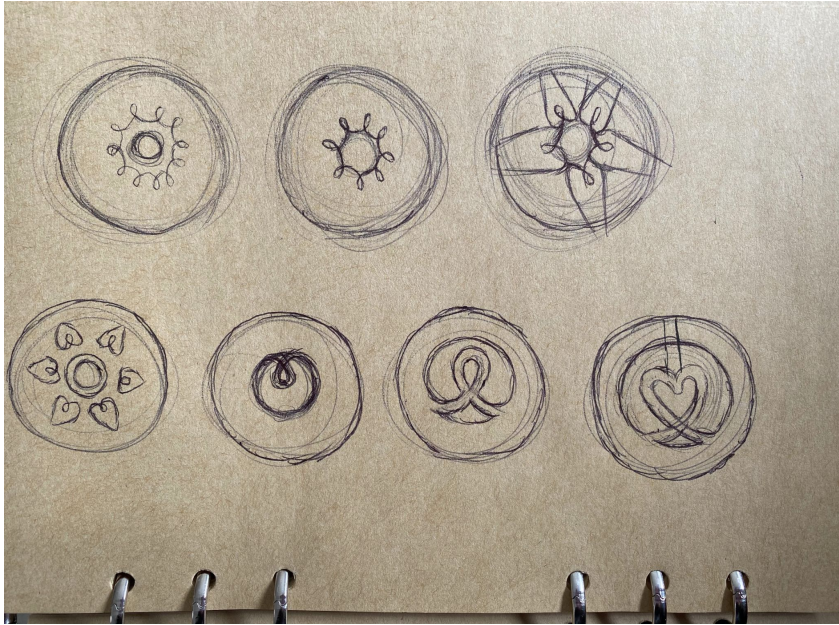
# Ideation

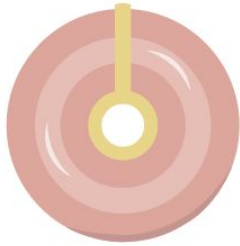
Inspiration From Previous Project



# Ideation

## The Mark





## Jade Pendant

Signifier for strength and good luck



## Pink

Acknowledgement of target audience

# Color Scheme



**Crane**

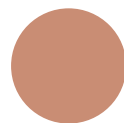
#94323c

C: 29%

M: 90%

Y: 71%

K: 24%



**Blush**

#c98d73

C: 20%

M: 49%

Y: 55%

K: 1%



**Mooncake**

#ebc689

C: 7%

M: 22%

Y: 52%

K: 0%



**HAY**

#e6a39a

C: 7%

M: 41%

Y: 32%

K: 0%



**Peach  
Blossom**

#ffe2d0

C: 0%

M: 12%

Y: 15%

K: 0%



# HAY

how are you (, really)?

Hello \_\_\_\_\_,

What have you been up to? I myself have been working on \_\_\_\_\_, but I still manage to find the time to \_\_\_\_\_.

Something I've been doing for self-care that's been helping me a lot lately is \_\_\_\_\_.  
I'd love to hear what you've taken up!

I would say that the highlight of my week was \_\_\_\_\_.

Meanwhile, the thing that was the least ideal was \_\_\_\_\_.

I'm glad that I have you to share my thoughts with. You've been a great help.

Looking forward to hearing from you,



# HAY

how are you (, really)?

## Prompts

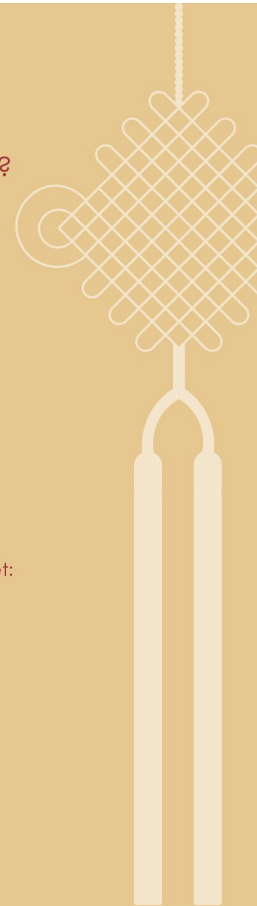
What's been new in by life:

Something that's on my mind a lot lately:

Something that I haven't told you about myself yet:

What I feel like I'm missing in life at the moment:

What I enjoy most about writing to each other:





hi emily.  
it's been a while.

Sender Name  
Hampton, VA 23664  
Telephone: +1 757 435 0783

HAY  
how are you (. really)?  
To: \_\_\_\_\_  
What have you been up to? I myself have been working on \_\_\_\_\_



# HAY

how are you (, really)?



## Prompts

What's been new in by life:

Something that's on my mind a lot lately:

Something that I haven't told you about myself yet:

What I feel like I'm missing in life at the moment:

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# HAY

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**“Understand me.  
Make a difference in my life.  
Surprise me often.  
Give me more than I paid for.  
Show me you love me.”**

— Alan Jacobson  
President, Ex;it Design

**Thank you!**