

# Flashsocial

## Introduction

*In the performance society, people are fragmenting their time for efficiency and productivity, and new forms of socialisation are fragmenting even the need for social interaction. I envision a future where work is at the centre of people's lives and where people envision using technology to bypass subjective awareness to achieve goals.*

*I made a product that helps people to fulfil their social needs quickly, and also made a video of people using this product in their lives in the future.*

*I want people to realise that in a performance-based society people are desperate for efficiency and intimacy is becoming less and less common. But social needs are an integral part of human nature, and technology can't kill them, it can only inhibit them.*

## Target Audience

*People who need to socialise fastly in the future*

## Media

Video

Product

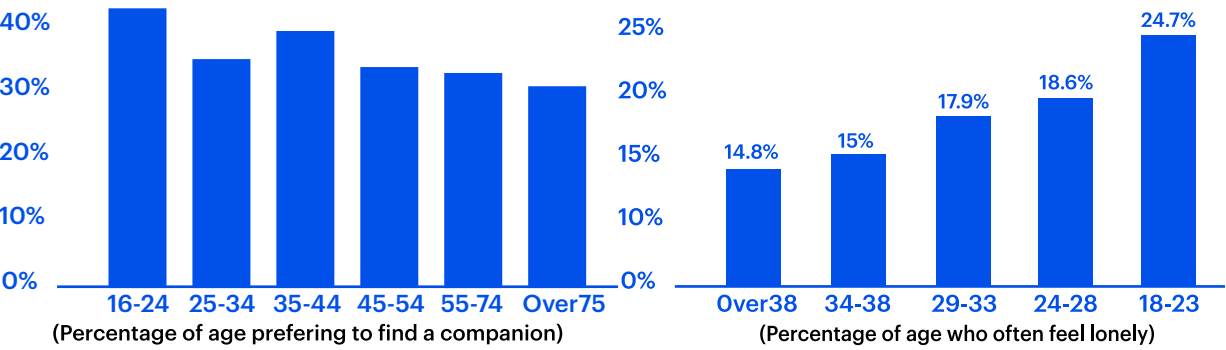
Visual identity

**Video Link** [https://youtu.be/Z88P\\_tbLLY8](https://youtu.be/Z88P_tbLLY8)

Background



**"Companion culture" is a new tsocialisation: it refers to the distribu-tion of life's needs and hobbies to different people in a packaged way. It provides the necessary support for each other without being too psychologically burdensome.**  
Nowadays, young people are under a performance society where people fragment their time for efficiency and productivity, and even apply it to socialising, making social needs fragmented as well.The popularity of "companion" as a way of socialising seems to symbolise the life and state of mind of modern young people.



Source: BBC news

Conclusion

Under the "996" system, there is a lot of pressure on people to socialise, and it's hard to make friends if you don't socialise when you get home from work. Young people can't stand social loneliness but don't want to spend energy on socialising

Inspiration



The entire history of you



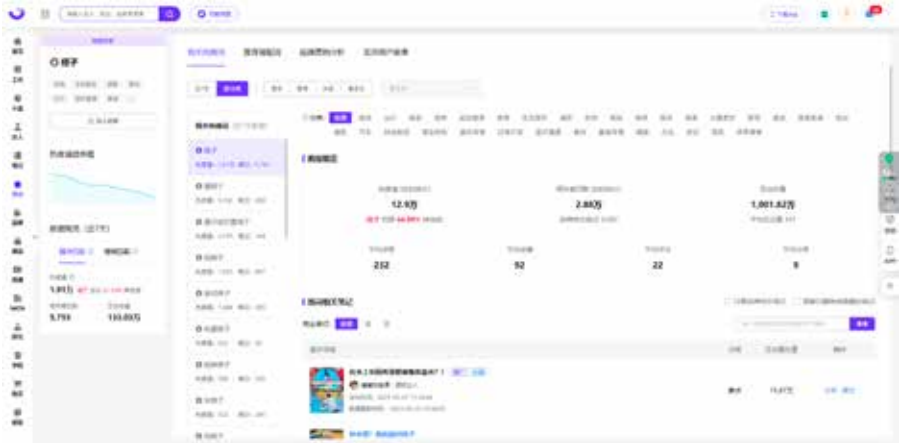
Nosedive

**Black Mirror**

You can't deny the impact that modern technology has had on humanity. We can't deny the benefits that these technologies have brought to us, but we can't make up for the bad things they have done. Nowadays, people have come to rely on the convenience of technology, but technology cannot replace the emotional needs of human beings.

Research

1.Current status of companion culture



More than half of the people have at least one partner, more than half of the people want to have a partner, and only 4.2% of the total number of people explicitly rejected partner socialisation.

why young people don't want to socialise:

**/No time**  
Social pressure\fast-paced life\"996\"work

**/Real social cost is high**  
The network social cost is low, only need a mobile phone .While the real social is different, friends meet to increase the cost of real social.

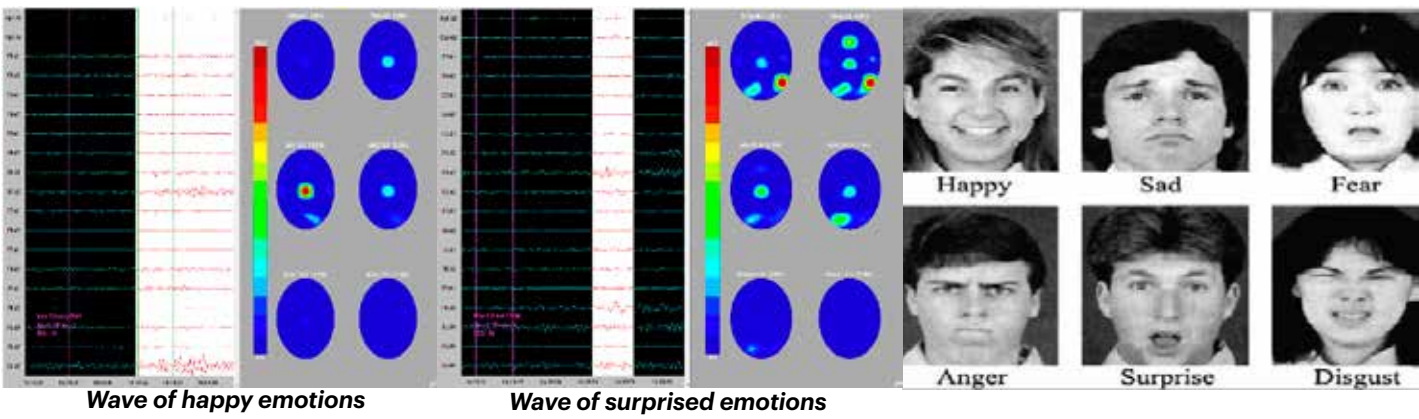
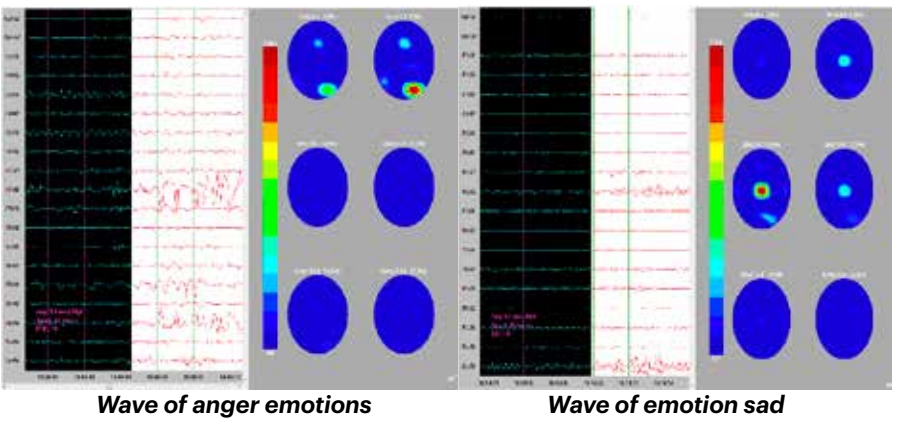
/Self-protection

It's so hard to get to know a new person, and it takes a long time to bond before you dare to really accept them as your friend.  
(China Youth Daily Social Survey Centre in association with Questionnaire.com)

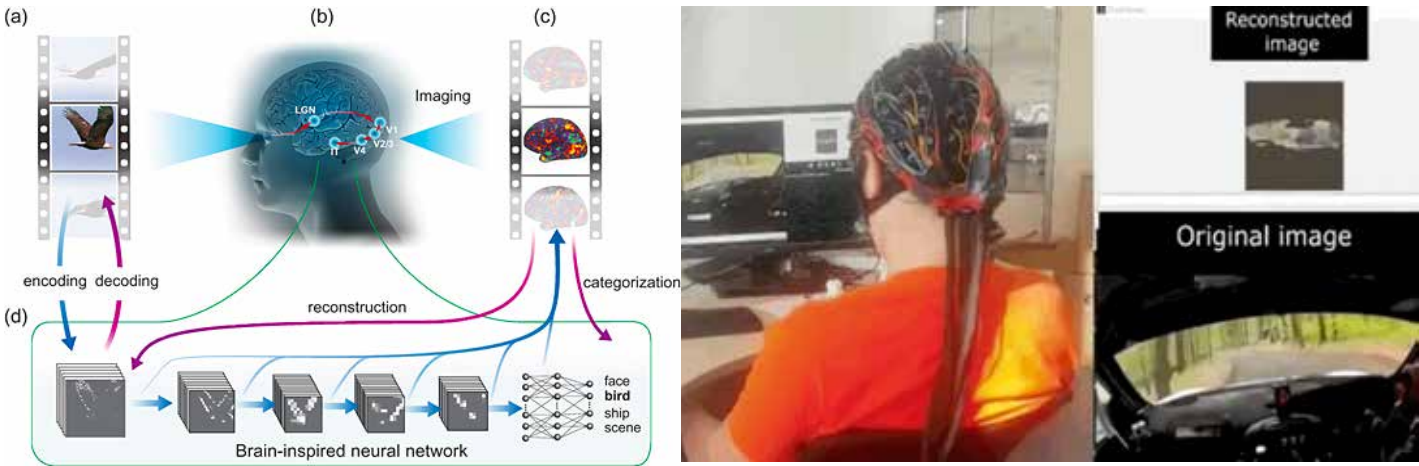
2.Status of technological development

Brainwaves recognise human emotions

Researchers have found that it is possible to predict how close two people are socially based on the relative similar-ity of their neural response patterns.

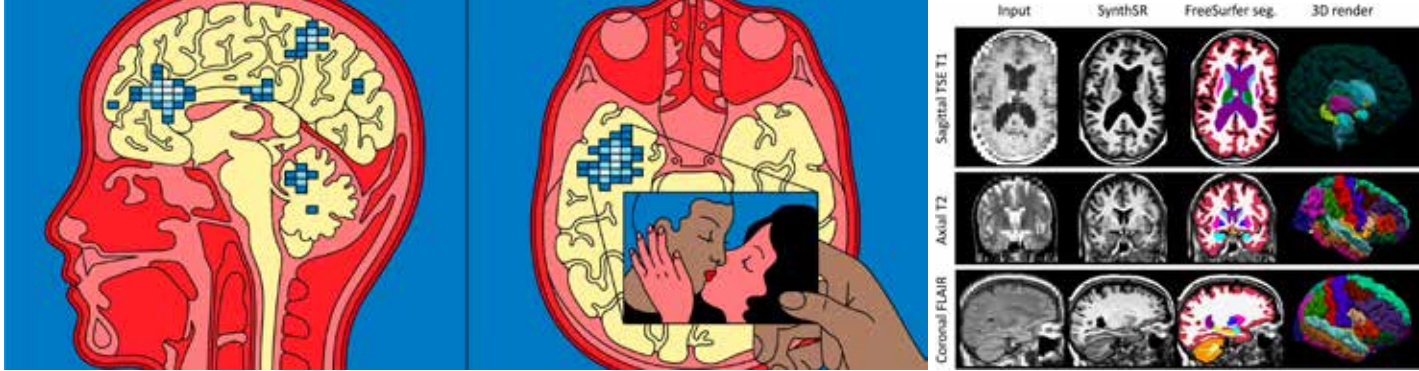


**The system analyses brain activity and reconstructs the images seen in real time.response patterns.**



(Research from Russian corporation Neurobotics and the Moscow Institute of Physics and Technology)

Scientists use MRI to know human brain thoughts in advance



Research Summary

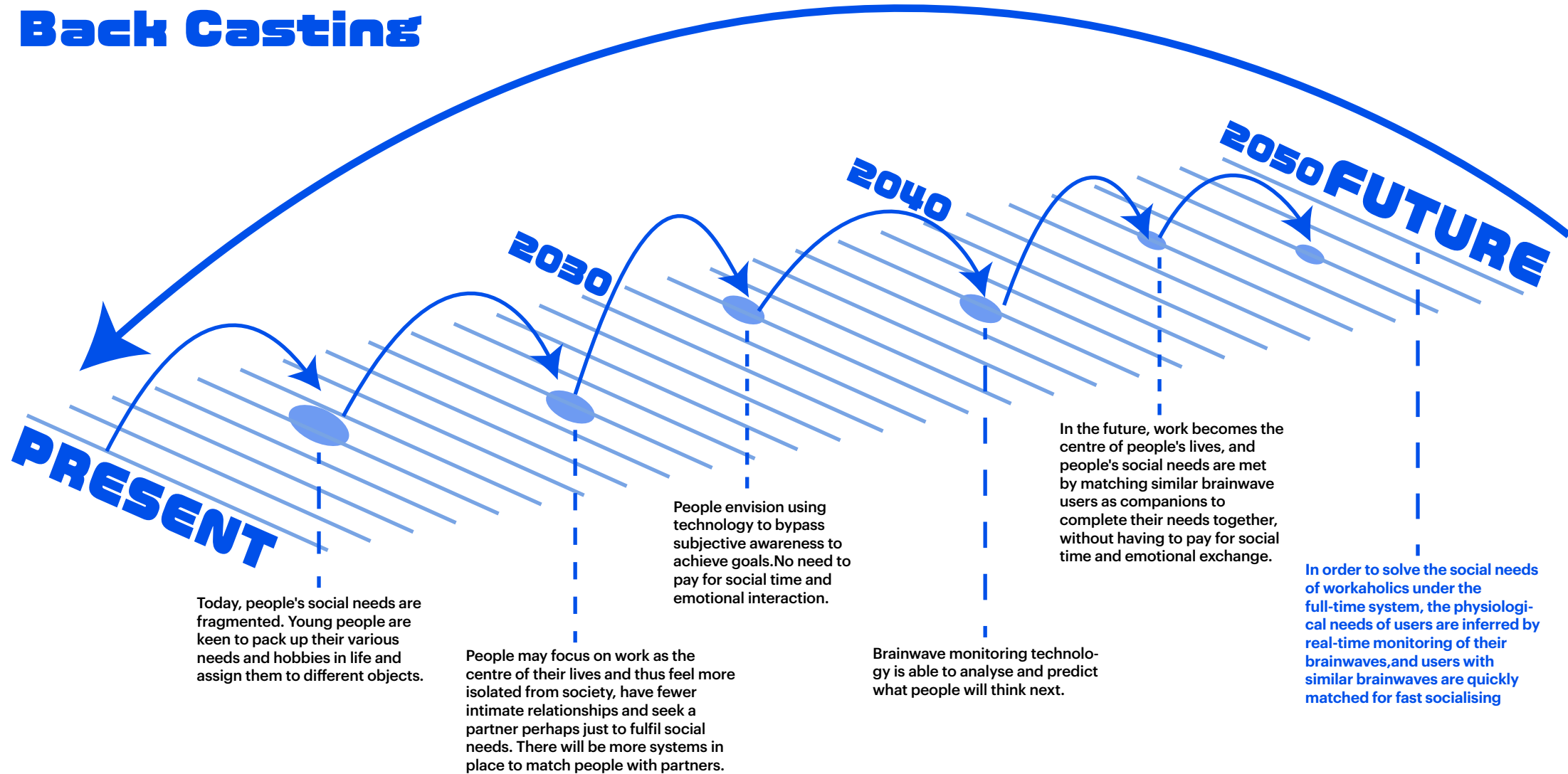
Social status

Mate culture is hugely popular as a new form of socialising, and most people are keen to find mates to complete their social needs quickly and efficiently, reflecting the performance society's pursuit of efficiency and productivity.

Technological development

Current brainwave technology can monitor people's mood swings, restore what you see and hear, and predict your next decision. I think there will be brainwave products in the future to help people fulfil their social needs.

# Back Casting



# World view

In the future, work becomes the centre of people's lives, and people's social needs are met by matching similar brainwave users as companions to complete their needs together, without having to pay for social time and emotional exchange.

# Project purpose

Satirising today's performance-oriented society, people are becoming emotionally apathetic, selfishly unwilling to spend time and money on socialising, and pursuing efficiency at the expense of human touch. People are desperately pursuing efficiency, and intimacy is becoming less and less common. But social needs are an integral part of human nature. Technology can't kill them, it can only inhibit them. time and emotional exchange.

# Design reference



<https://vimeo.com/128873380> created by Superflux Lab for the ThingTank project

This is a reference to the story of my video. Design studio and research lab Superflux uses speculative design to explore the uncertainties of everyday life and emerging technology in a new light. which is a good example of their work is Uninvited Guests, which explores frictions between an elderly man and 'smart objects' in his home. I wanted to show the positive and negative aspects of technology to show that while technology brings convenience, it can't make up for the bad that comes with it.

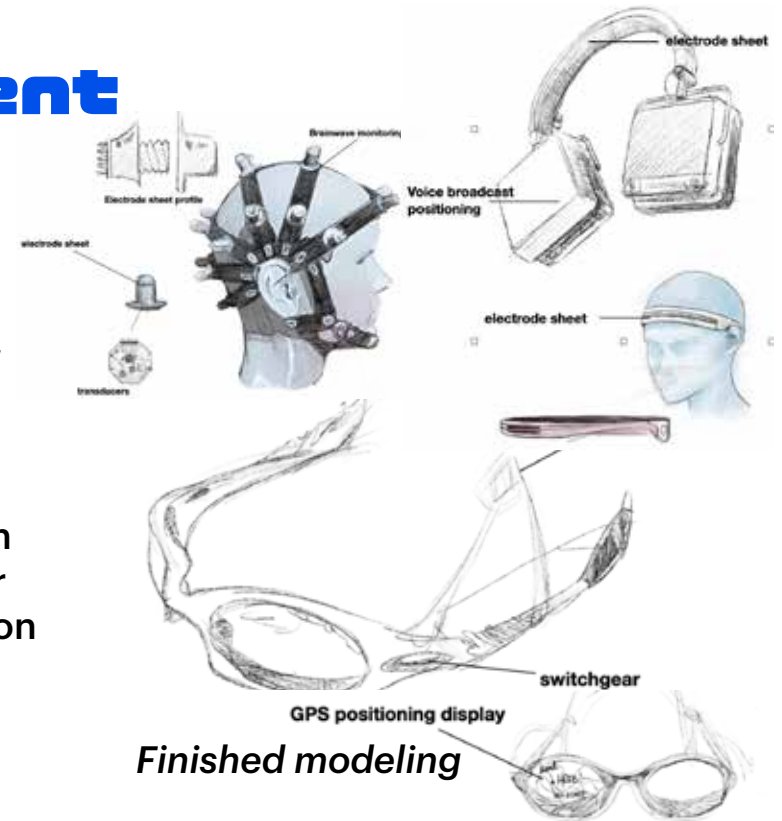
# Design concept

Extrapolating from the new way of socialising to the near future if people seek extreme efficiency, there may be more products in the future to help people solve social needs quickly. I launch a product to help people in the future to use the product to quickly match peers to solve social needs and save social pay. But at the same time the long time use will make people more and more dependent on the product, and at the same time the intimate relationship will be reduced and eventually to none.

# Visual Experiment

## Product Sketch

Due to the need to test brainwaves, I have tried to incorporate product shapes into everyday headwear, as well as experimenting with very new and unique looks.



In the end, I chose to combine it with eyeglasses, where the electrodes for brainwave monitoring are mounted on the end of the frame and the front screen displays a virtual interface.

## LOGO Sketch

I've experimented with a lot of logo styling/ want my logo to primarily create a fast and efficient feel. Also designed a futuristic virtual interfacenusual looks.



## Virtual Interface Sketch

The design of the virtual interface I also used brand colours to do gradient processing, followed by luminous effects in ae to make the whole interface more futuristic.



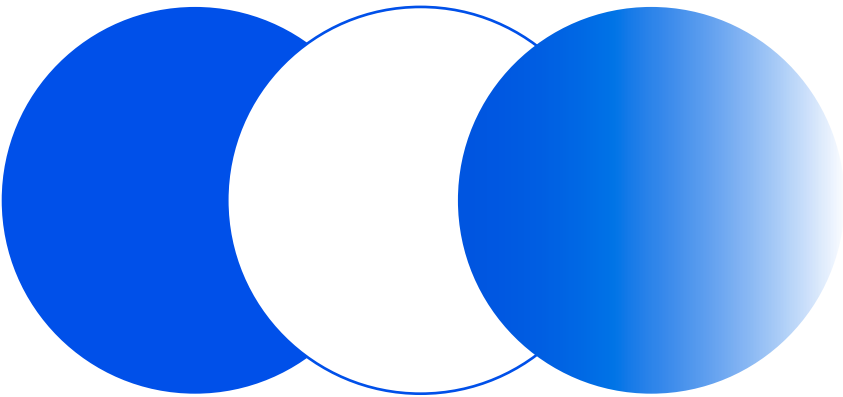
# Visual identity

## About Flashsocial

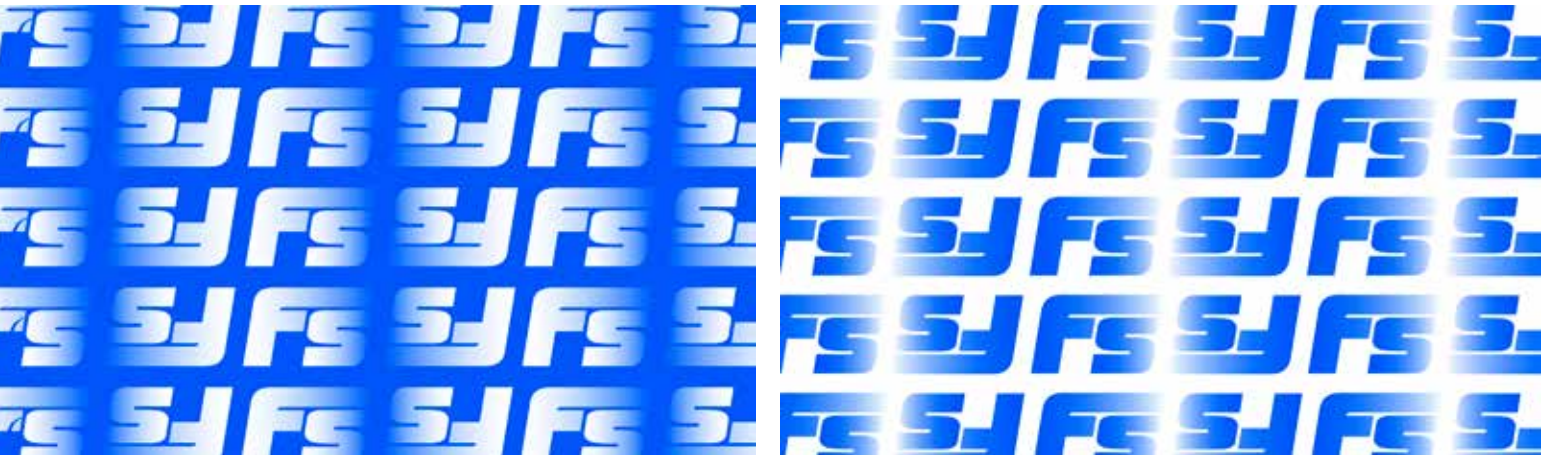
In order to solve the social needs of workaholics under the full-time system, our company has launched a brand-new product, which can monitor the fluctuation of the user's brain waves in real time, speculate the user's physiological needs, and quickly match the user with a user with similar brain waves - i.e., the most suitable for being a social partner for the needs of the moment, and together they can complete their social needs quickly and efficiently, such as: filming partner, underground partner, running partner, dating partner and so on. Let social needs no longer worry the elite!

Flash + Social =

### COLOR&FONT



/Logo Font  
FANGZHENG VDL LOGO Super Bold  
**Flashsocial**  
  
/Label Font&(book of) directions  
Graphik



patten



Graphik 中黑体  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
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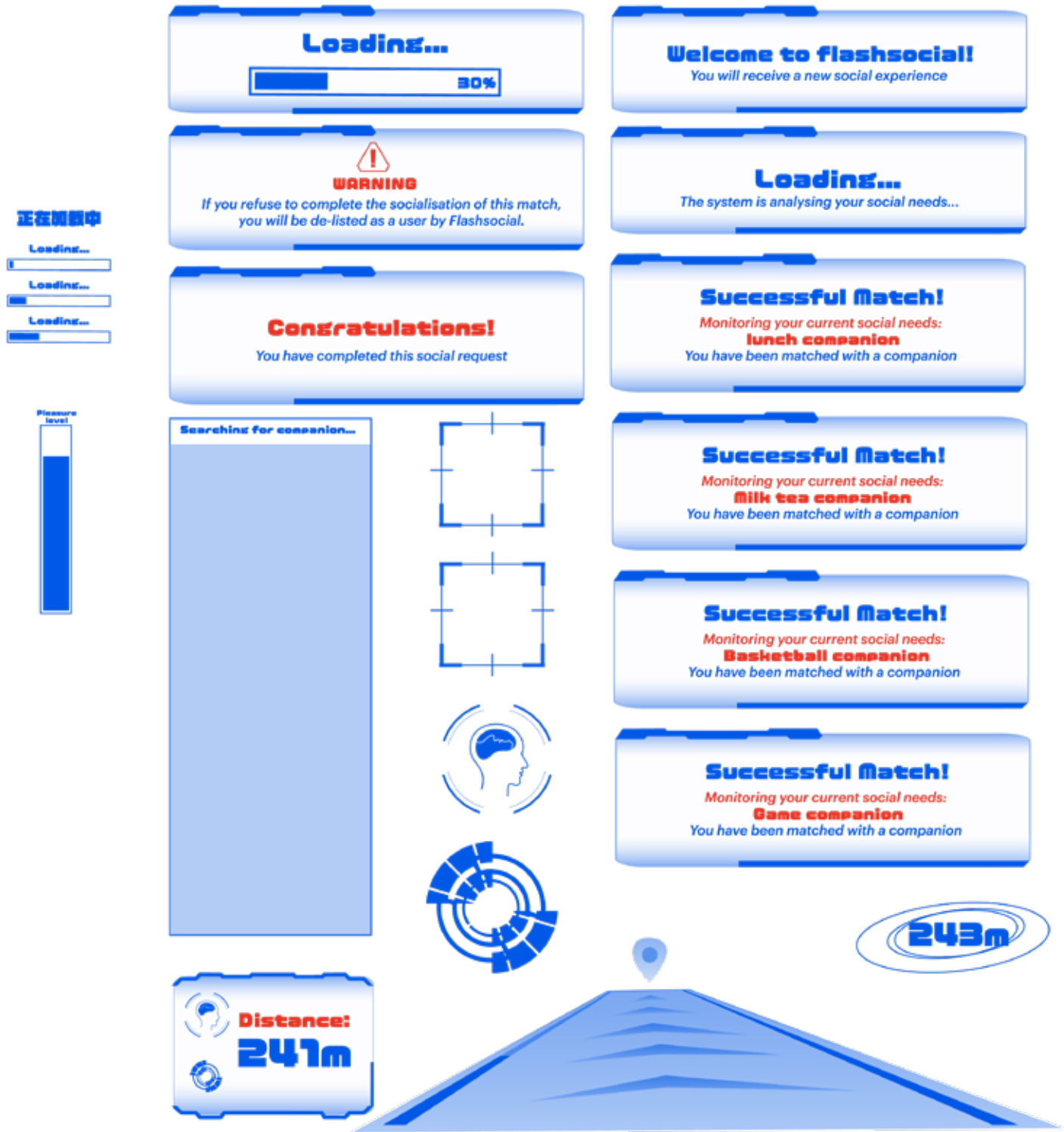


stickers



## Virtual Interface

The virtual interface adopts a minimalist but commercial style, extending the brand colours and brand fonts, making the overall tone uniform.

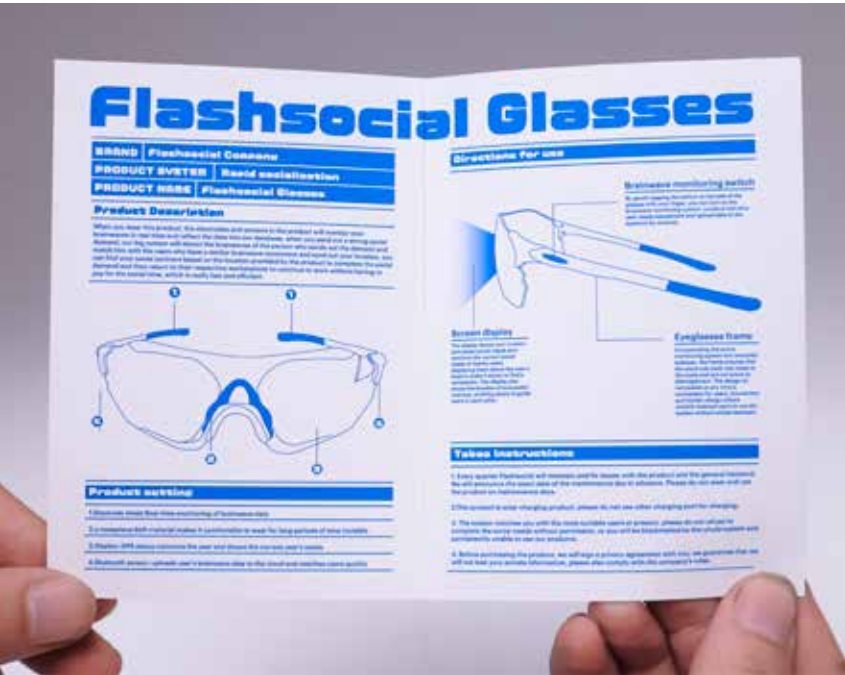


### Effect in video



# Outcome

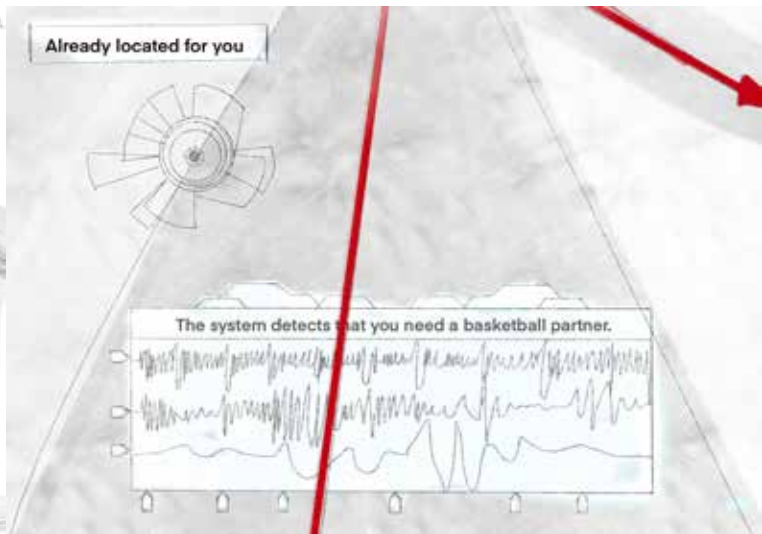
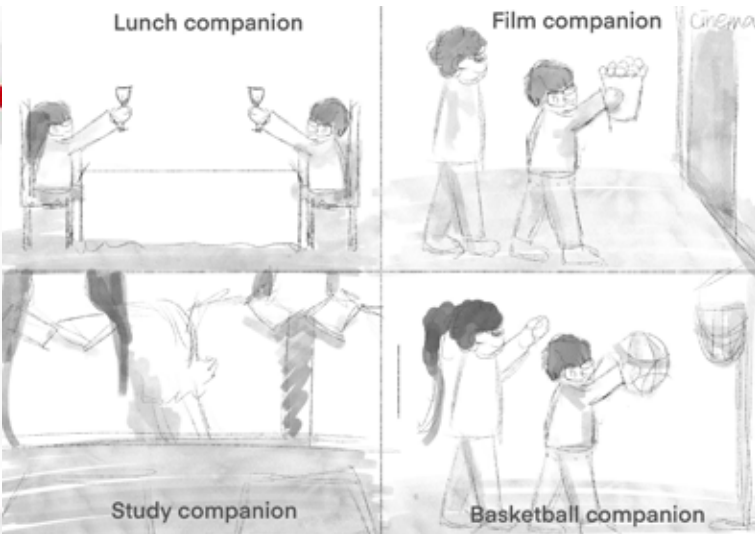
- 1.Brand visual identity
- 2.Products
- 3.Product manuals and company cards
- 4.Product packaging
- 5.Glasses cloth



Storyboard



Daniel was sitting in his office on his lunch break and everyone was going out to eat in groups. Daniel was the only one who couldn't find anyone to eat with. Socialising is so hard! Suddenly, an advert for Flashsocial popped up telling him that he could build social relationships without spending time, so Daniel bought the product.



After taking the product with him, Daniel was actually matched with a partner he could talk to, and from then on he took the product with him whenever he wanted to socialise and enjoy fast socialising!



On this day he matches with a coffee partner as usual, but the visitor is a friend who has been broken up for many years. Daniel tries to leave but is told by the system that he must complete the socialisation before the next match can be made, so he is left to spend a very awkward afternoon. When he got back to the office he was matched again, but he didn't want to go out at all. He felt completely dominated by the product and threw it away in frustration.

Video process



**Video**

[https://youtu.be/Z88P\\_tbLLY8](https://youtu.be/Z88P_tbLLY8)



POSITION 

Connection Normal 

**System: System connecting**

