



The open brief provided us with the initial challenge and objective to solve.

Problem:
A divided Nation

Objective:
Create a Kingdom United

11%

of Gen Z individuals voted Conservative and they have been labelled the most Liberal generation.

Insight:
The generational gap is larger than ever

39%

of Baby Boomers voted Conservative and are often noted to be more rigid in their beliefs.

Audience:
Young Adults (15–24) & Senior Adults (62–)

The correlation between communication skill and empathy is 0.81, indicating a strong positive relationship between the two. By increasing communication, I hope to cultivate empathy between the two demographics, creating community

Proposition/Mission:
To improve communication between different generations through the emphasis of shared British experiences.

(Ruggiero et al., 2017)