

Research Framing Task

Stroke / Act fast



Purpose

What information do we have and do people need?

What a stroke is, how to prevent it, what are the symptoms? - Time

Why do we and the audience need this information?

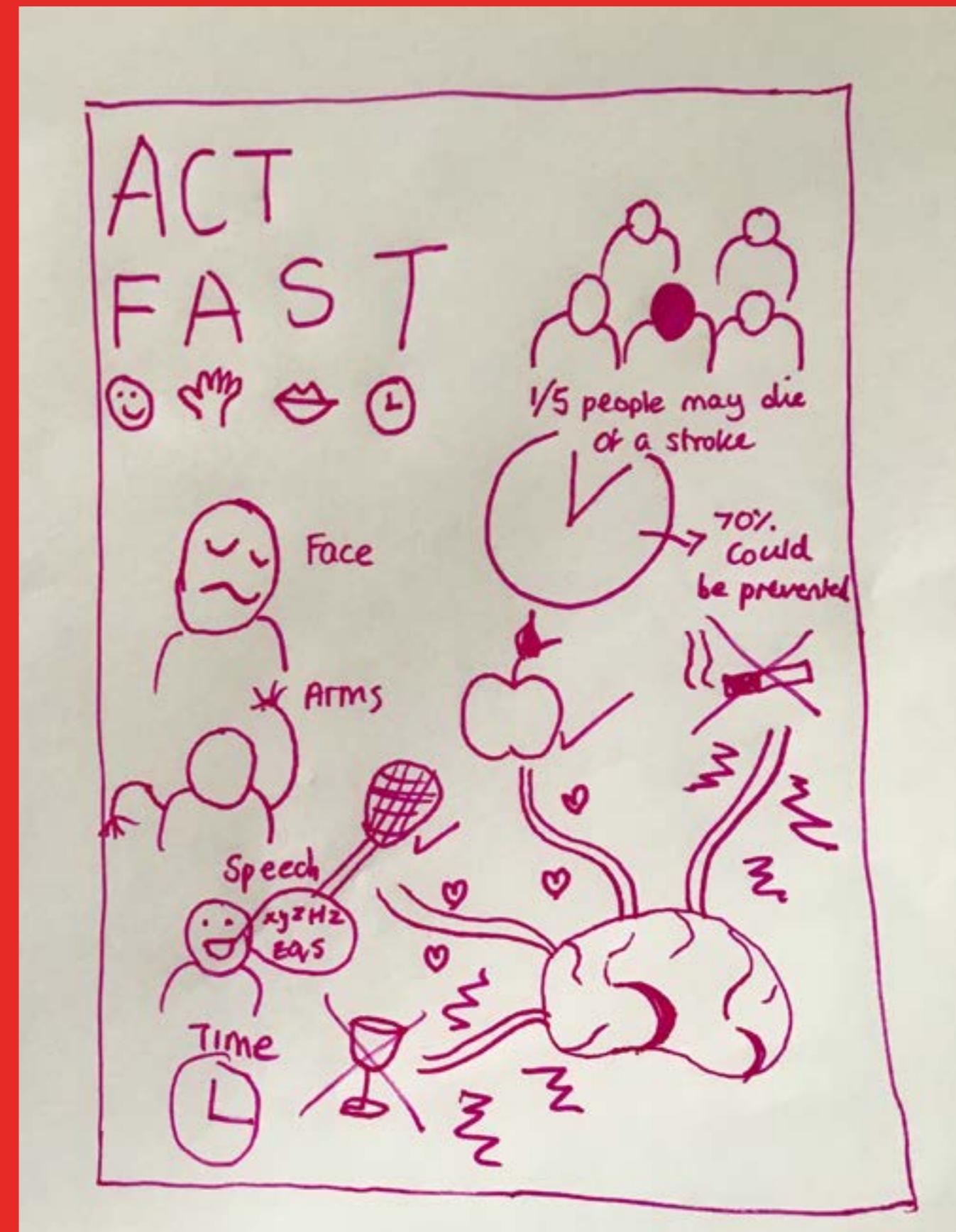
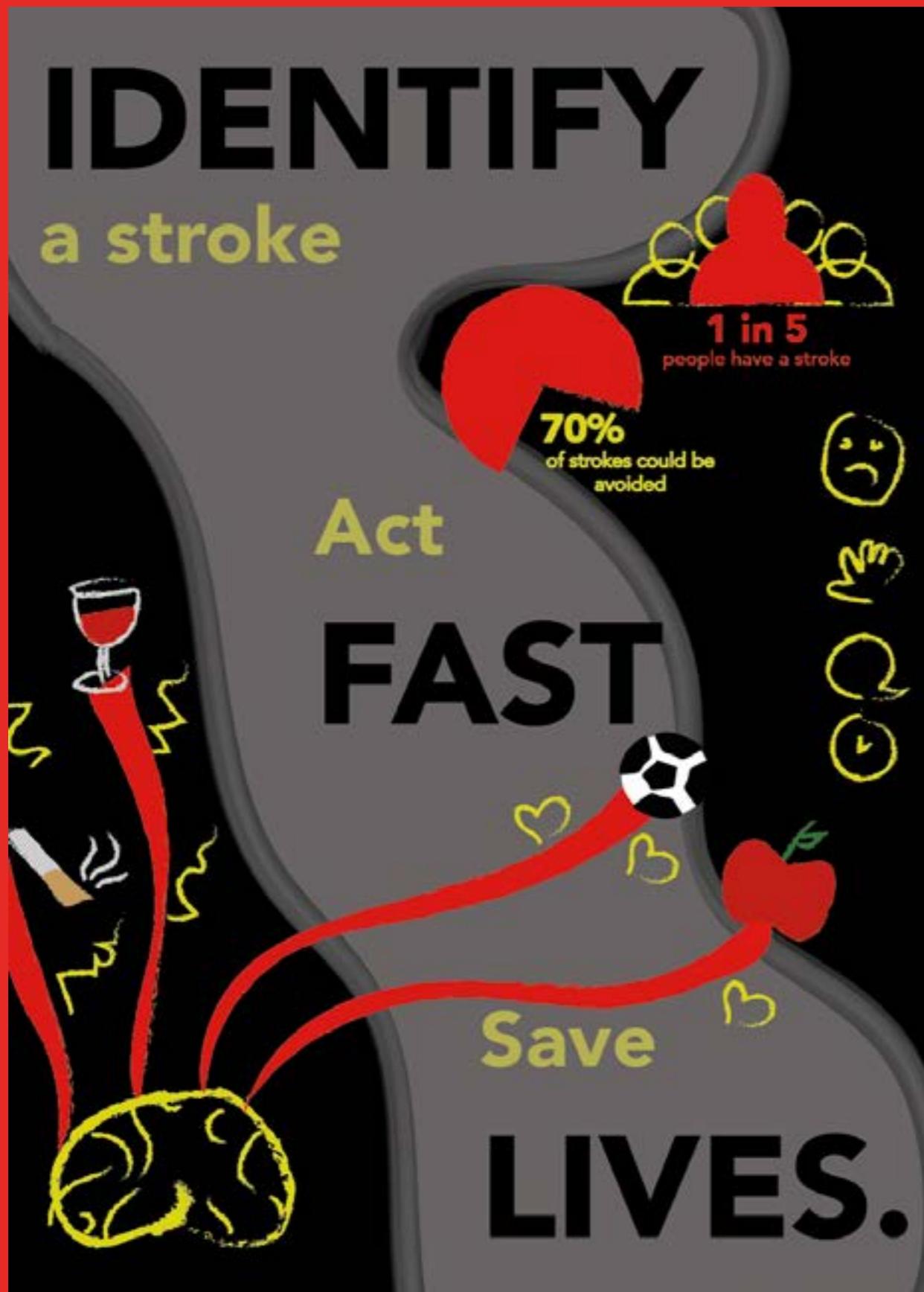
We need this information to be clear and informative within our designs portraying a direct and encouraging message.

The audience needs this information to become more aware and knowledge on how to identify, react and prevent.

Where do we find more and where do people look to find it?

As designers we need to find more information through research and existing campaigns and through the clients.

The audience will look at our outcomes to be informed throughout a range of outcomes which can also direct to further information detail. GP surgeries and hospitals/ social media



Accuracy

Where has the information come from?

We have got the information from the client

Who's voice does it represent?

Medical professionals and also the clients and what they want to get across

What other voices do we need?

People who have had experiences or close relatives and friends - personal experiences / survivors

If you get a **2 Litre**
bottle of **fizzy pop**
and **TURN** the bottle,
TURN the top,
and you get that **fizz**
which goes **PPSSS**
SSSSS
SSSSS

That's what happened in my head.

If you get a **2 ltr**
bottle of **fizzy pop**,
turn the bottle,
turn the top & you
get that fizz which
goes **PPSSS**
SSSSS
SSSSS
... that's what happened in
my head.

Point Of View

Who's point of view is being presented?

Medical professionals, someone who is having a stroke

Who's point of view is missing?

Someone who is in danger or at risk

STROKE % IN WALES



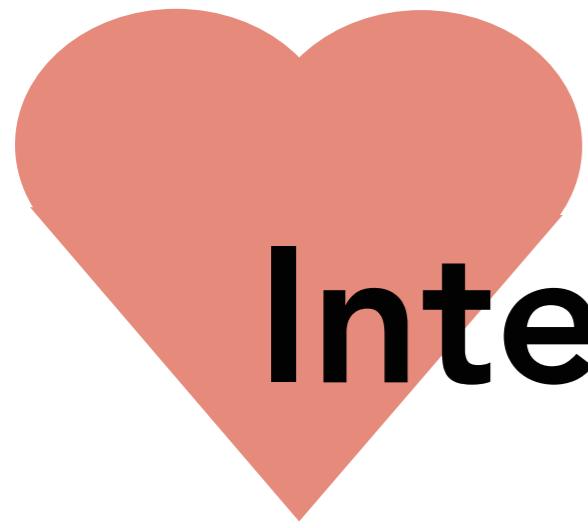
DON'T BE SCARED
TO DIAL

Three stylized, symmetrical, teardrop-shaped figures. Each figure consists of a large, rounded, teardrop-like base with a small, solid circle at the top. A curved line extends from the bottom left side of the base. The figures are arranged horizontally, with the first and second figures facing left and the third figure facing right.

COVID19 OR NOT WE ARE
STILL HERE TO KEEP YOU
SAFE AND ACT IN AN
EMERGENCY

ACT

FAST



Interest

What surprised you?

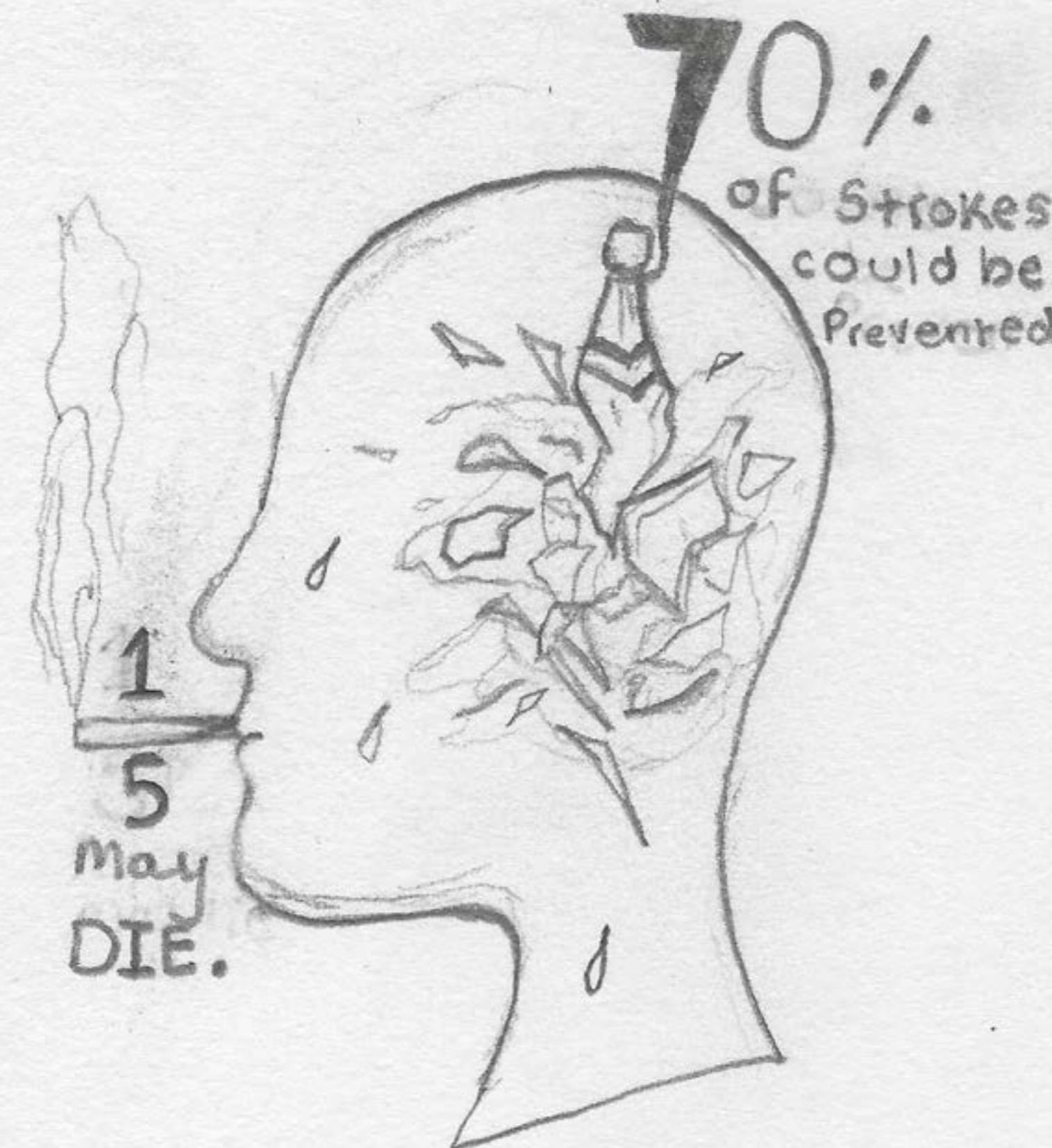
During the pandemic suffering people did not call 999

What did I know?

People already know it is a blockage or blood clot in the brain

How could this be communicated?

Could be shown through an animation video showing what a blood clot is or a visual image





Value

What is the most valuable information?

Statistics and facts as well as the emergency contacts. The FAST acronym.

Where are the weaknesses in the data?

Covid - wouldn't relate to the future, may not be applicable. Missing statistics of how often it happens a year

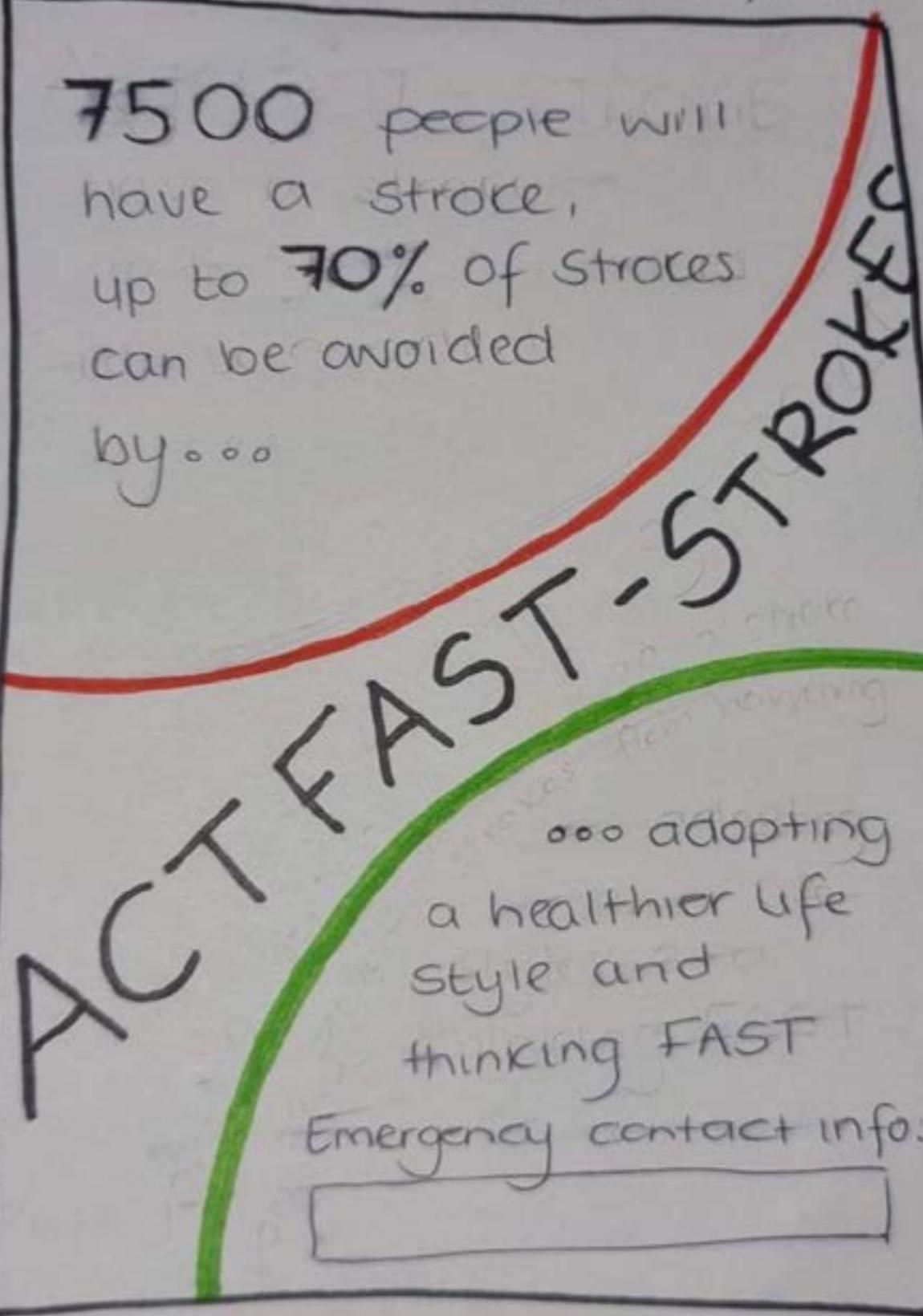
What gaps are there / how to address them?

No campaigns relating to calling 999 and its importance during the pandemic

Importance of time and how quickly people need to get to hospital

Infographic Poster - Problem using statistics
solution to prevent

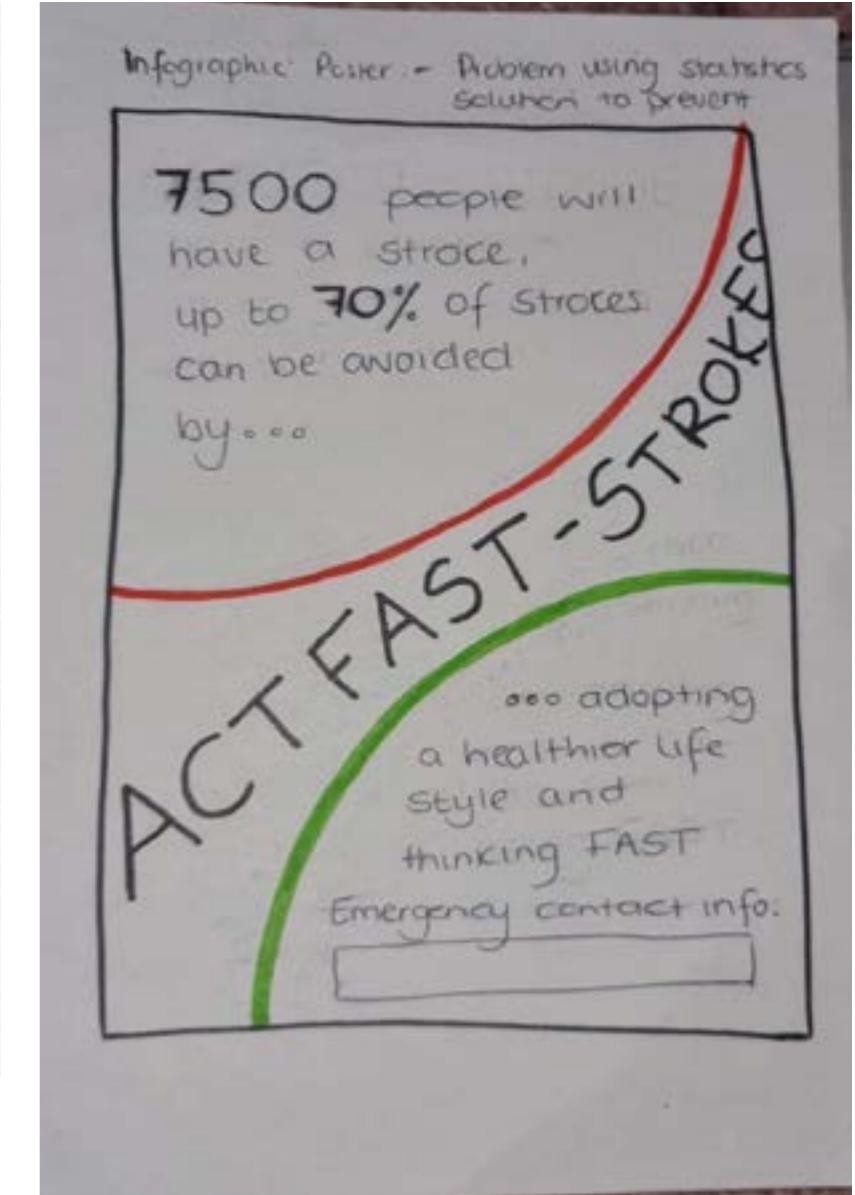
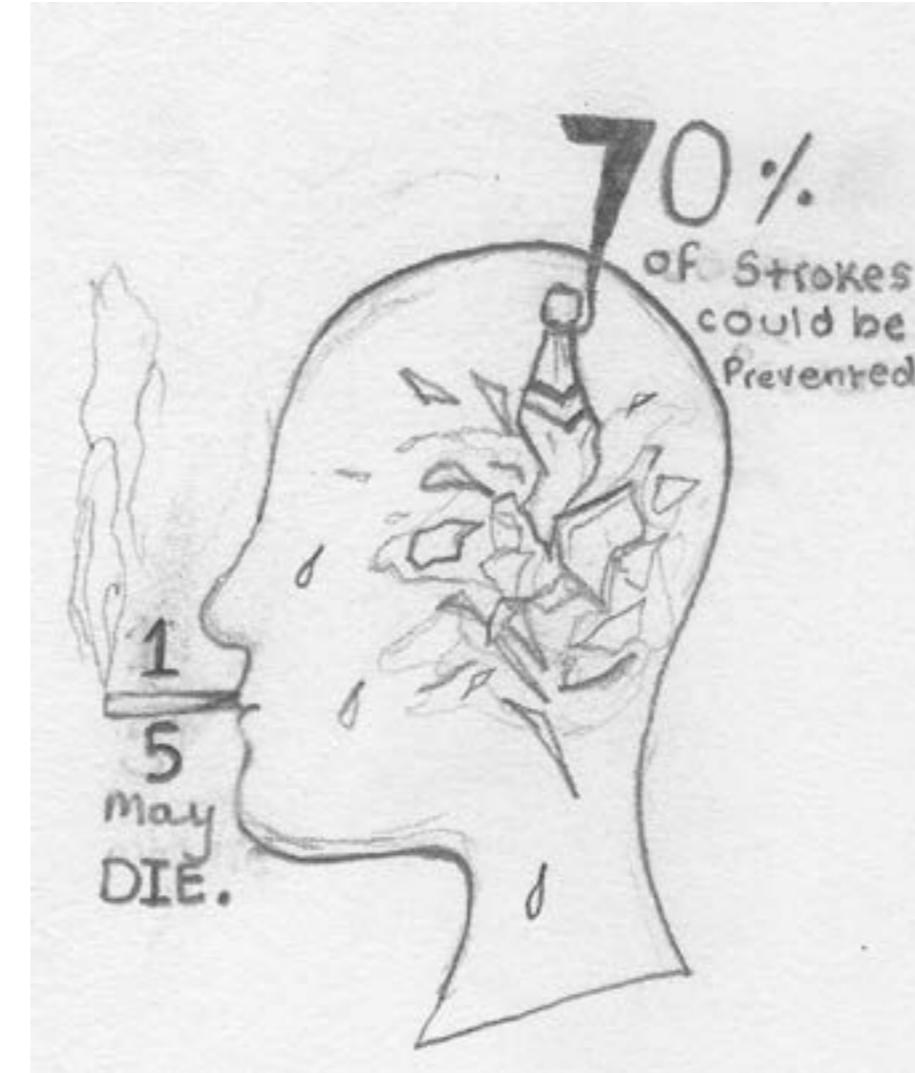
7500 people will
have a stroke,
up to 70% of strokes
can be avoided
by...



Outcome

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