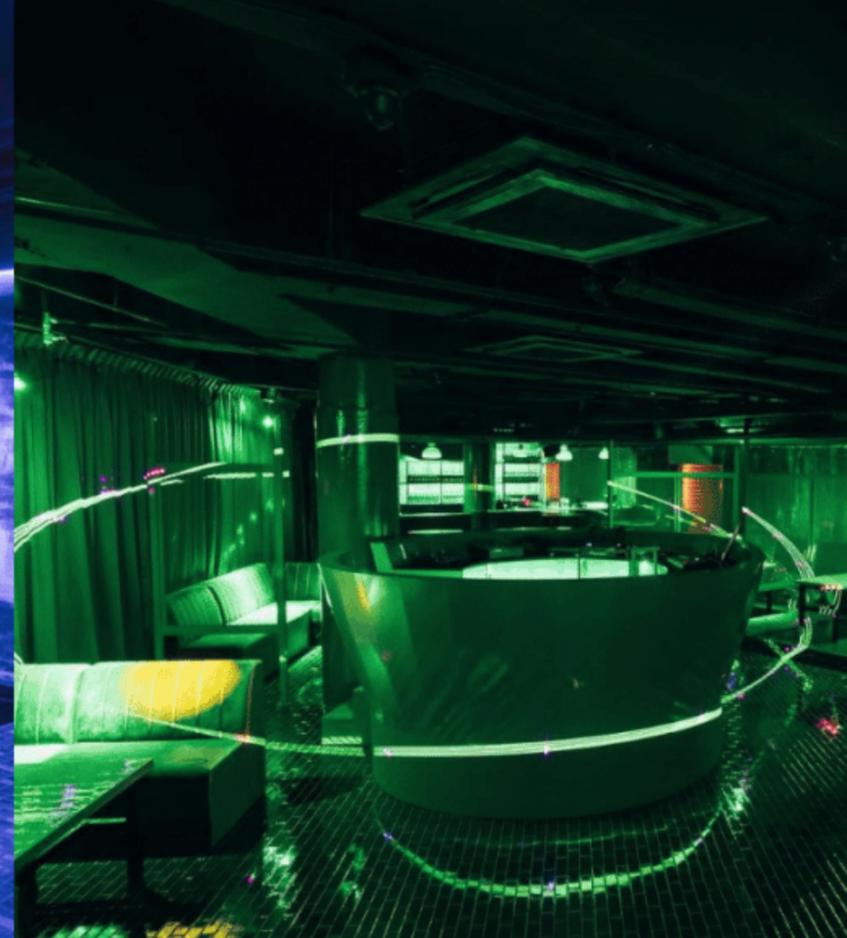


# drip

---

Guestlist: Megan, Stefani, Yilin, Timothy





# why are people into clubbing?

Dance

Vibes and atmosphere

Special themed events

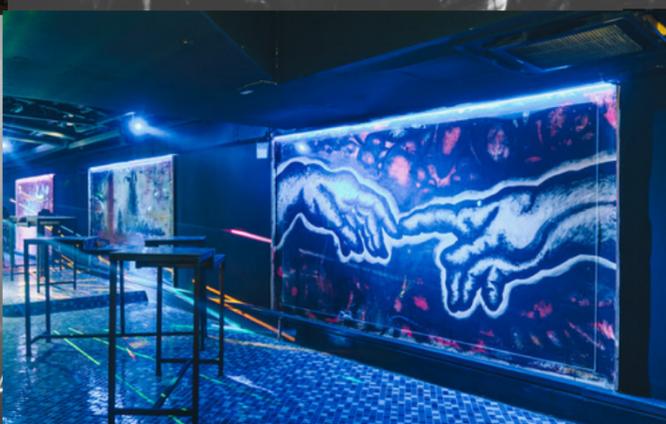
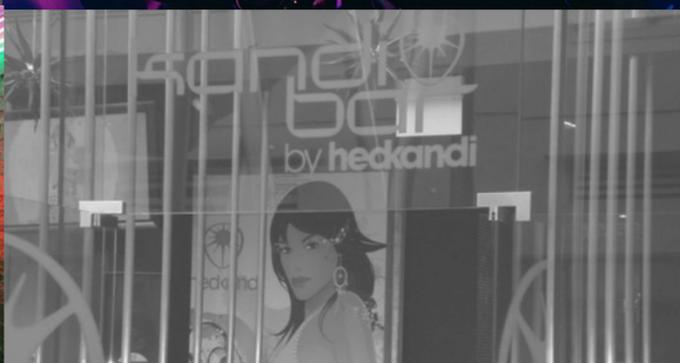
Music

Unwind and go wild

Have fun with friends

Guest DJs





# closure of nightclubs



# closure of nightclubs



Changing trends  
and preferences

# closure of nightclubs



Competitive landscape

Changing trends  
and preferences

# closure of nightclubs



Competitive landscape

Changing trends  
and preferences

External factors

Not sure how to let loose

Creepy men

Intimidating

# clubbing concerns

Boring

Dangerous and unsafe

Potential place for bad things

People act inappropriately

# Cecilia

Undergraduate, 23 years old



# Cecilia

Undergraduate, 23 years old



## **attitude and personality**

- Enjoys drinking and socializing.
- Work hard, party harder.
- "Hiphop music is my life!"
- A fashionista at heart.

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- Unaware of her alcohol consumption limit.
- Wants to be able to let loose without having to hold up her guard all the time.

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## core needs

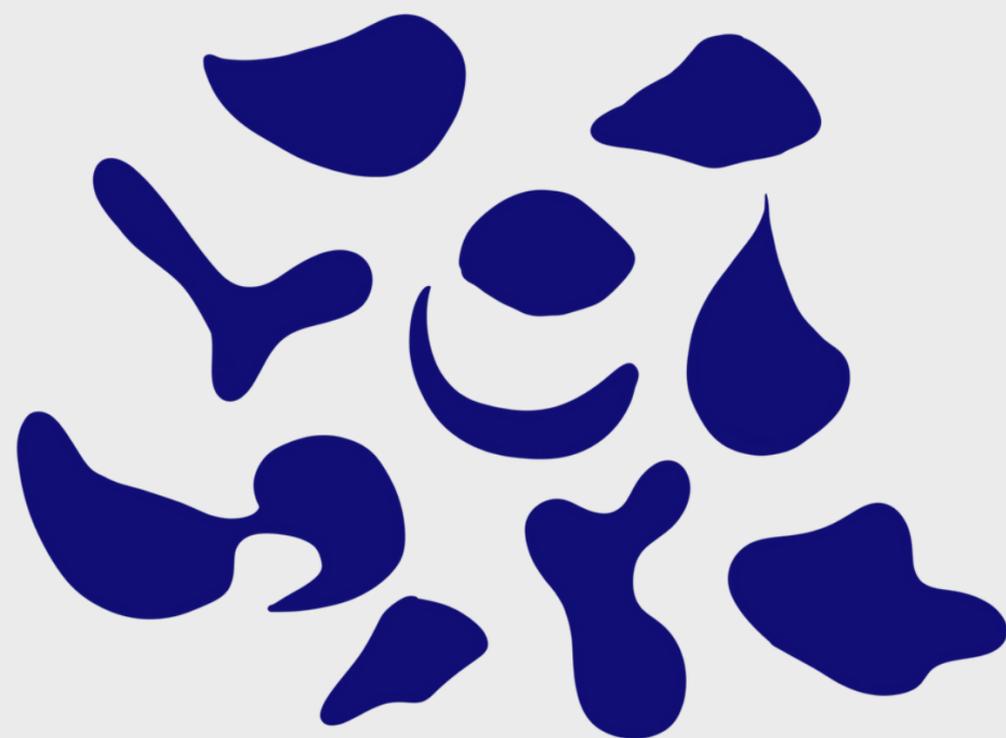
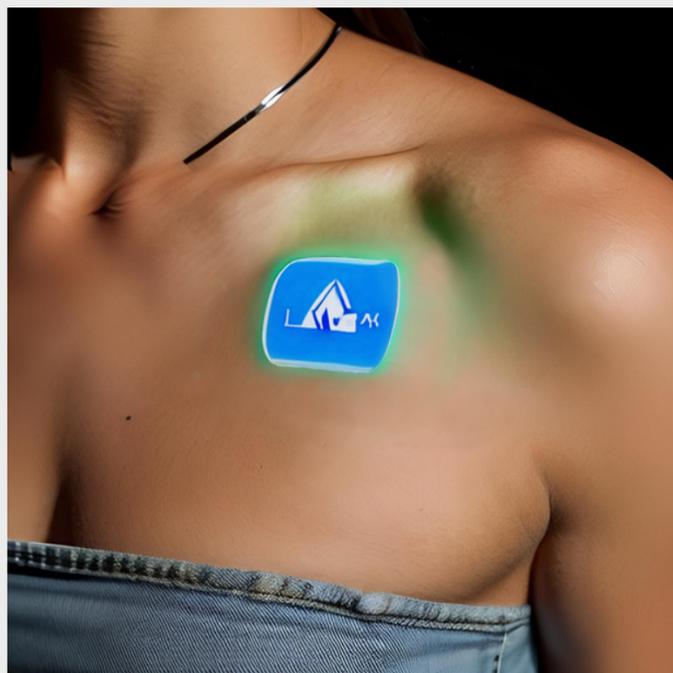
- "Safe" clubbing.
- Experiences that promote a sense of community.

How can we create **distinctive experiences** and **cultivate a secure clubbing environment** that sets Drip apart from other clubs?





Draft mock up of our pop-up



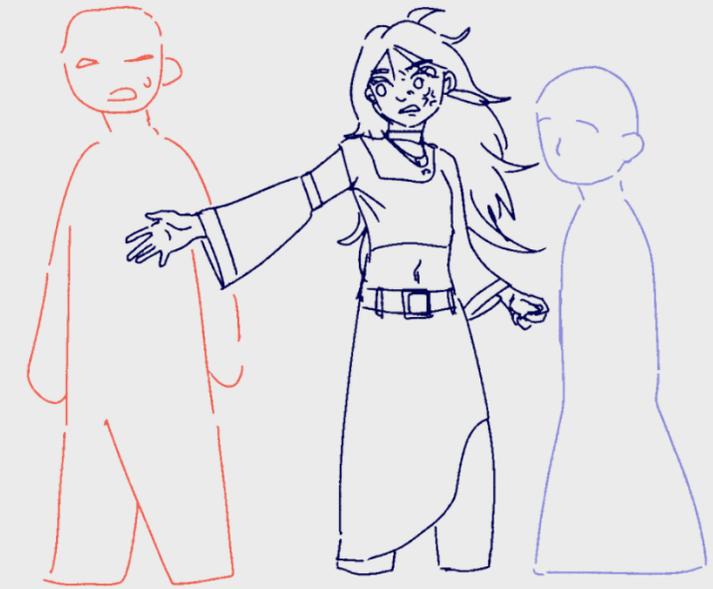
Alcohol Sticker Patch



Photo-worthy Backdrop



**Elbow Strike**



**Saviour Swipe, Saviour Scoop,  
Pervert Push**



**Push & Move**



**Back Off**



Bar snacks and drinks



Thank You