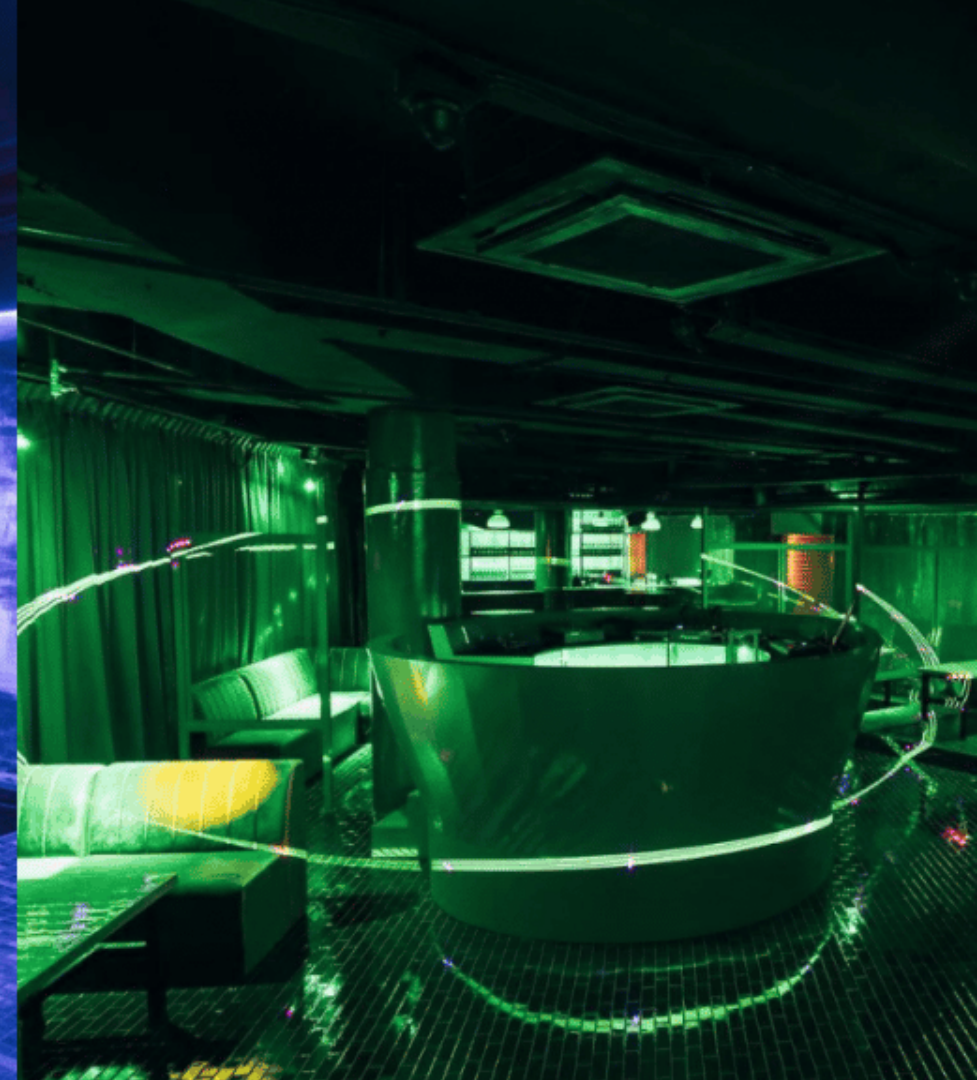




Guestlist: Megan, Stefani, Yilin, Timothy





why are people into clubbing?

Dance

Vibes and atmosphere

Special themed events

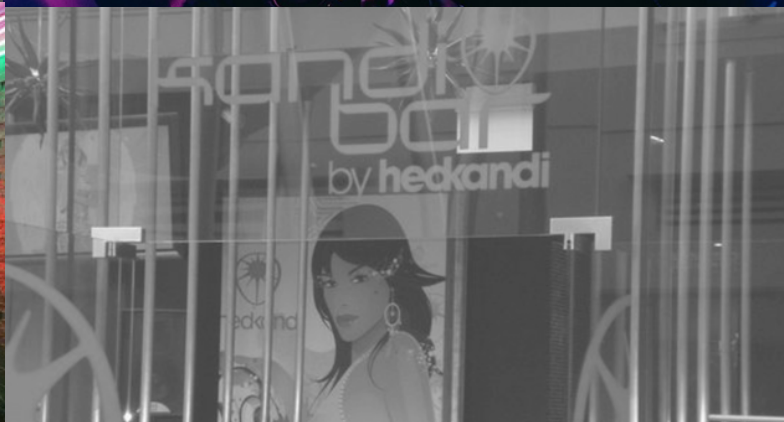
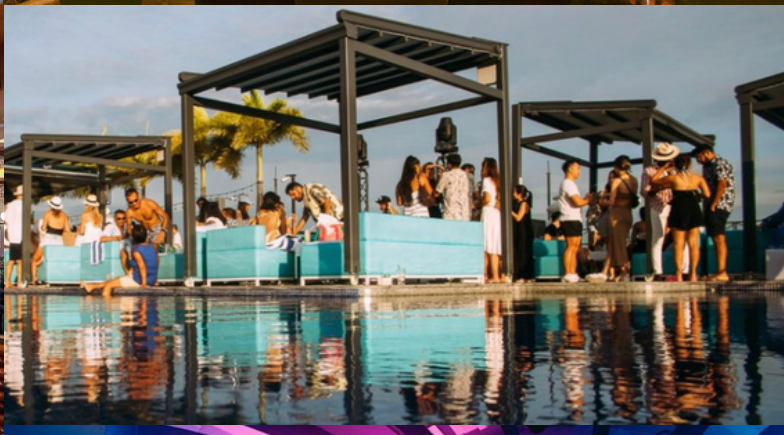
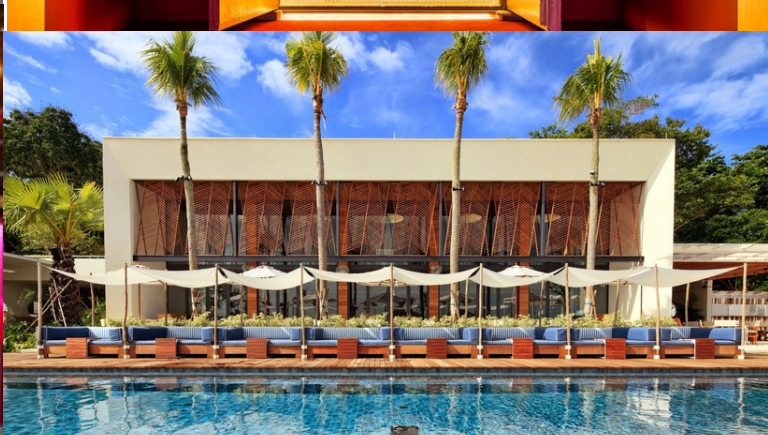
Music

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

clubbing concerns

Not sure how to let loose

Creepy men

Intimidating

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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pain points

- Clubbing experience in Singapore is getting "boring and repetitive".
- 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

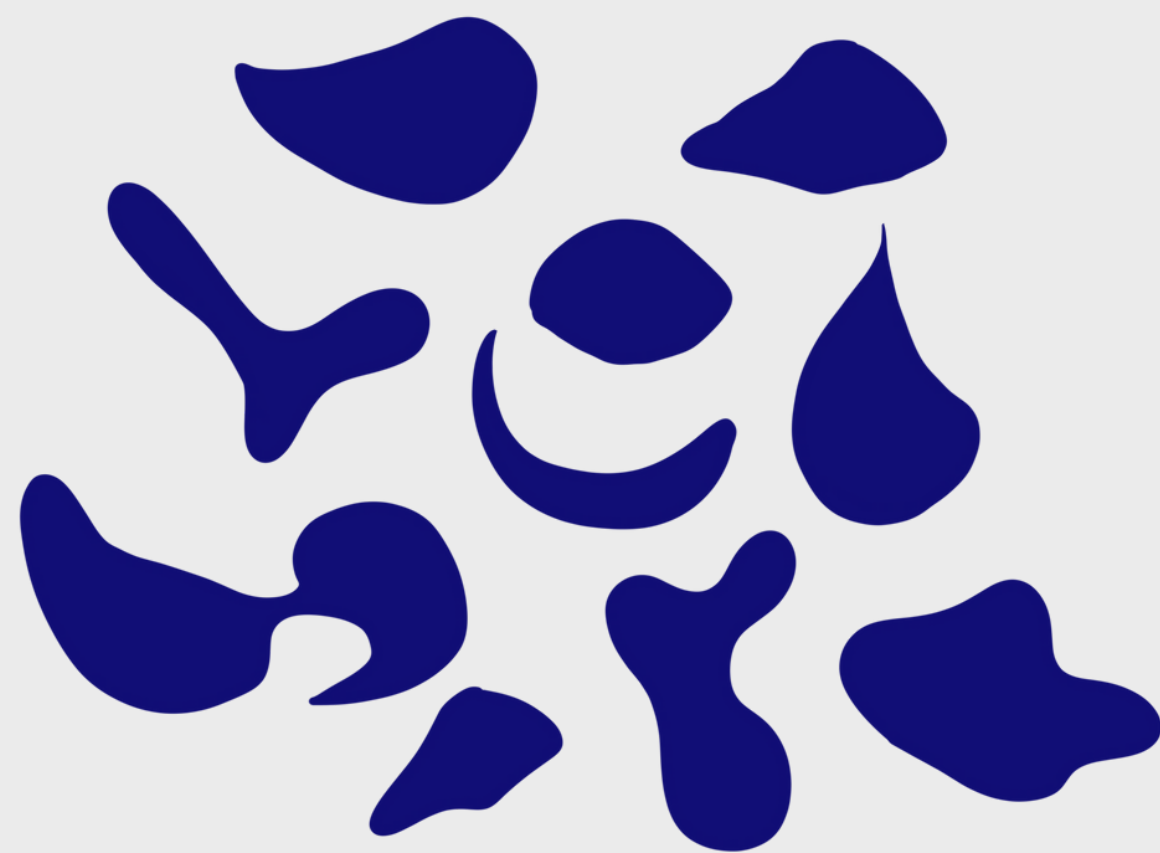
- "Safe" clubbing.
- Experiences that promote a sense of community.

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



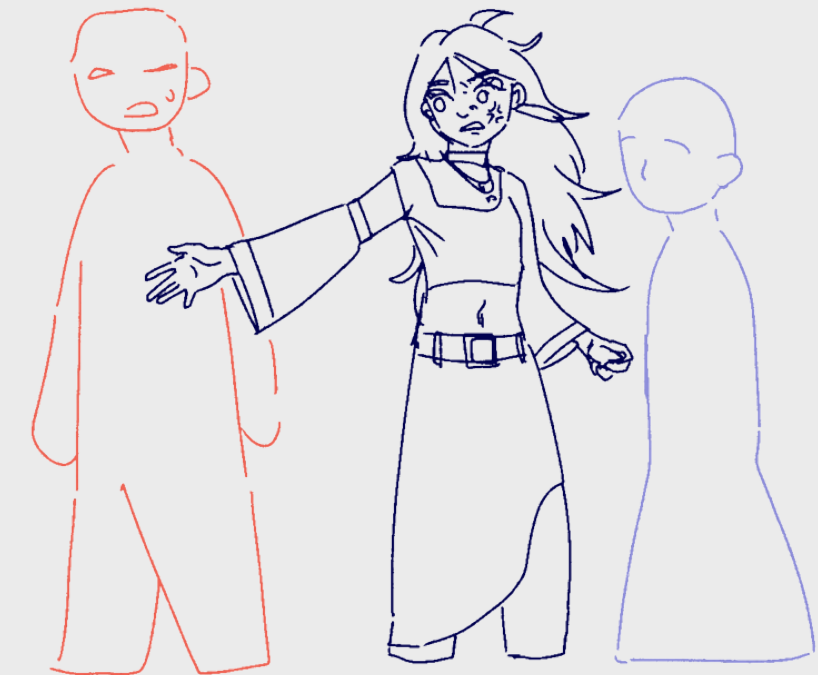
Elbow Strike



Push & Move



Back Off



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



Bar snacks and drinks



Thank You