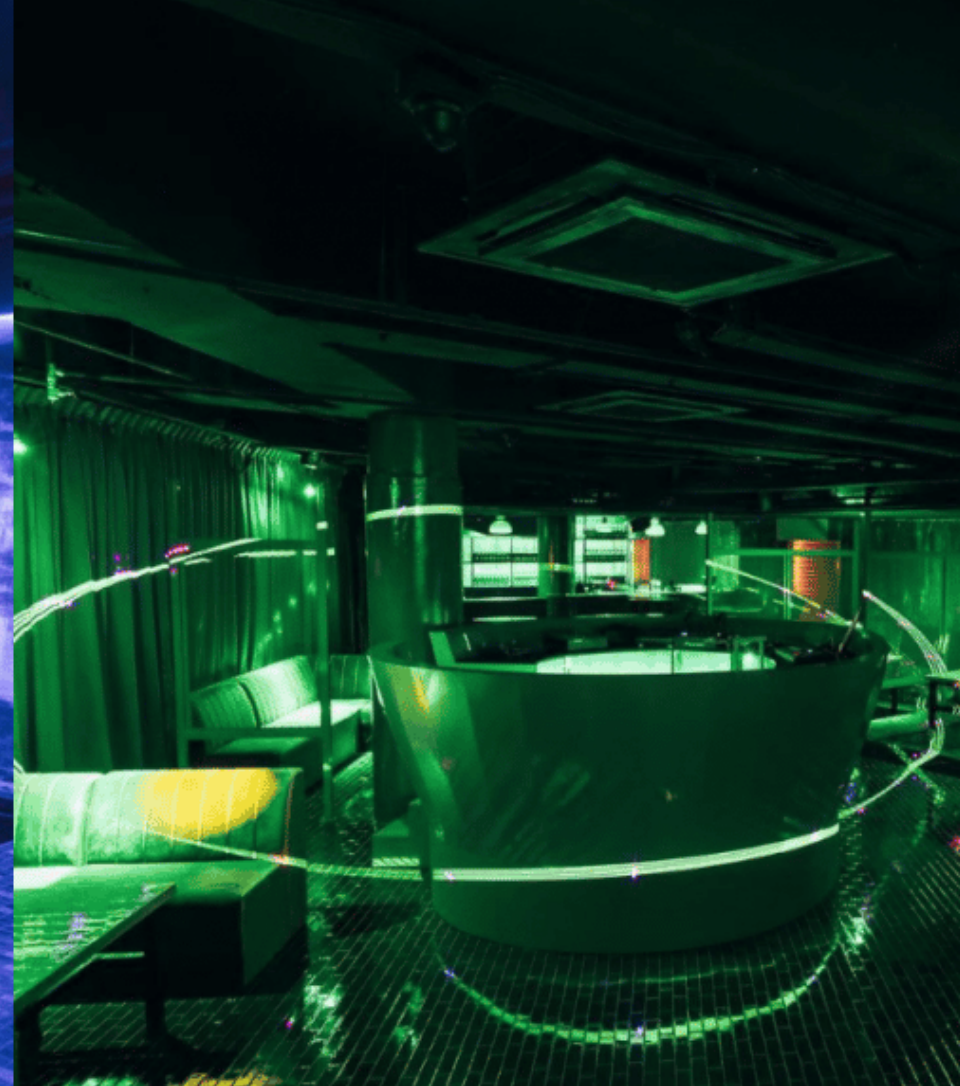




“feel alive
live the life”

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





clubbing concerns

?

Not sure how to let loose

!

Potential place for bad things

!

Intimidating

:/

Creepy men

!

Dangerous and unsafe

!

People acting inappropriately

opportunities



Competitive landscape

Changing trends
and preferences

Clubbing concerns

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?

Want to go to club

"Its Friday night! Let's go clubbing!"



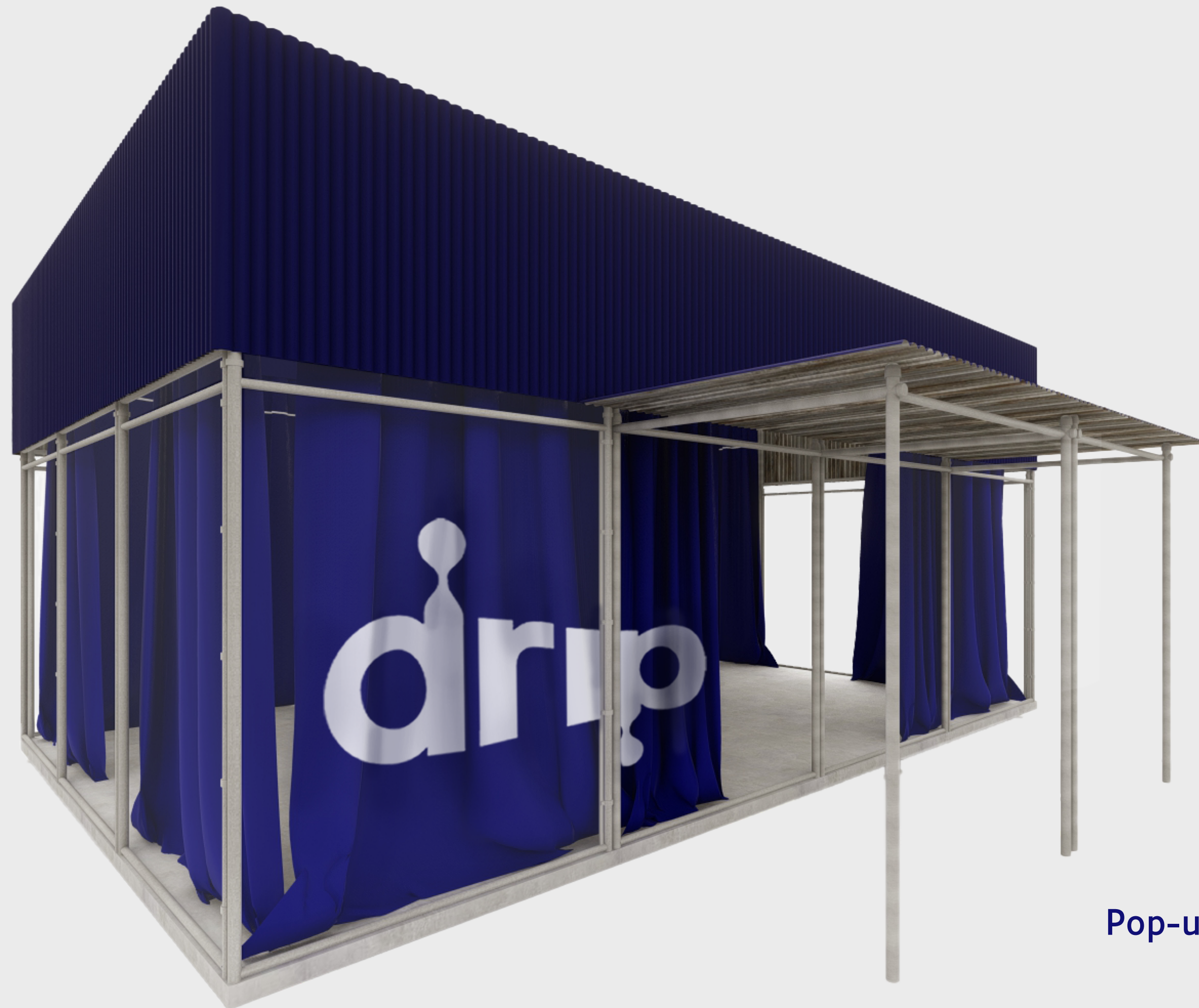




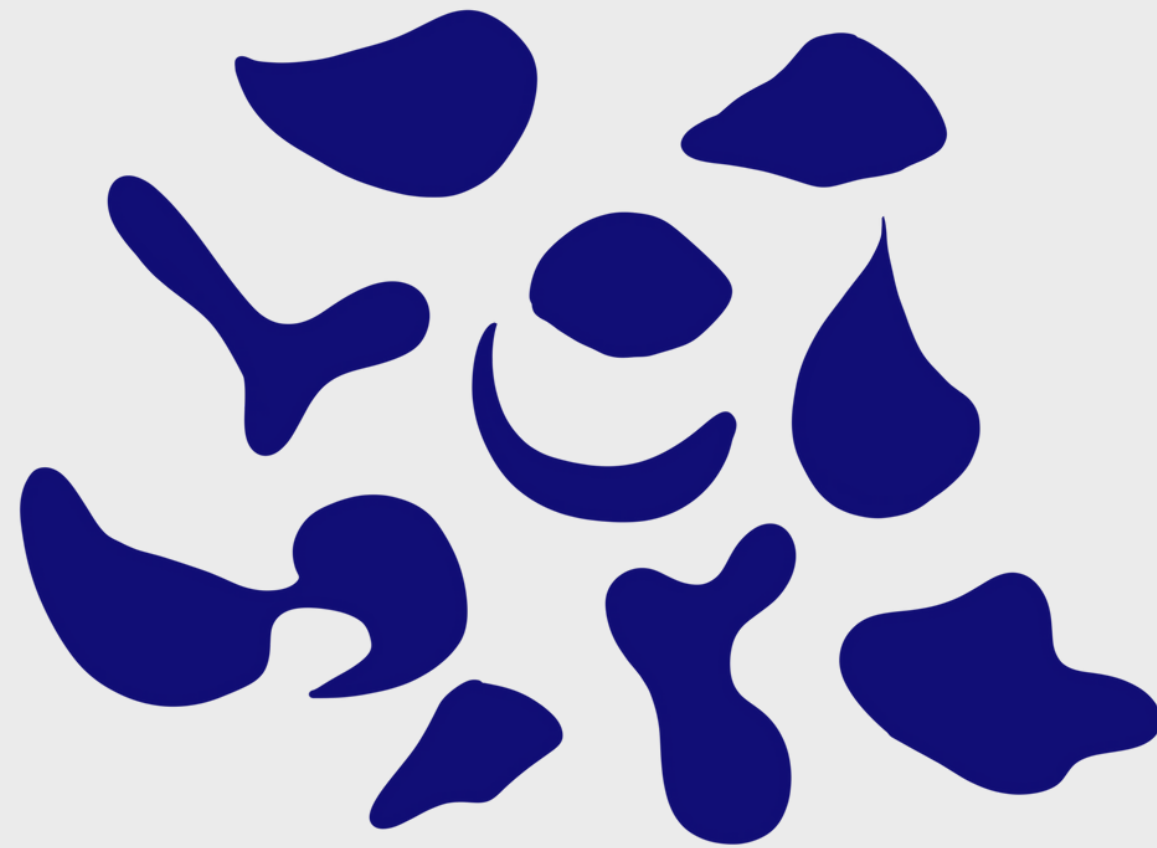
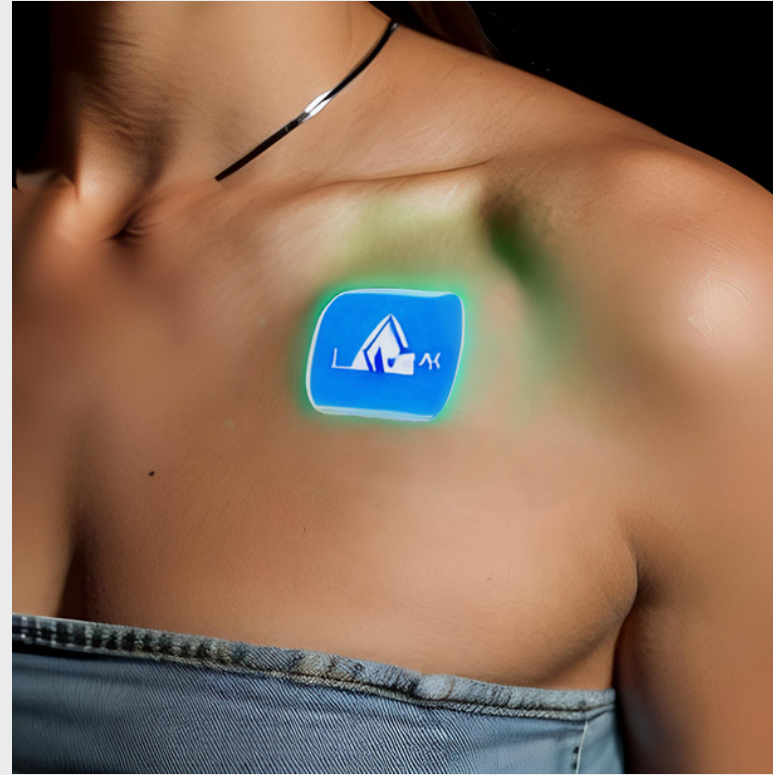


drip
trip





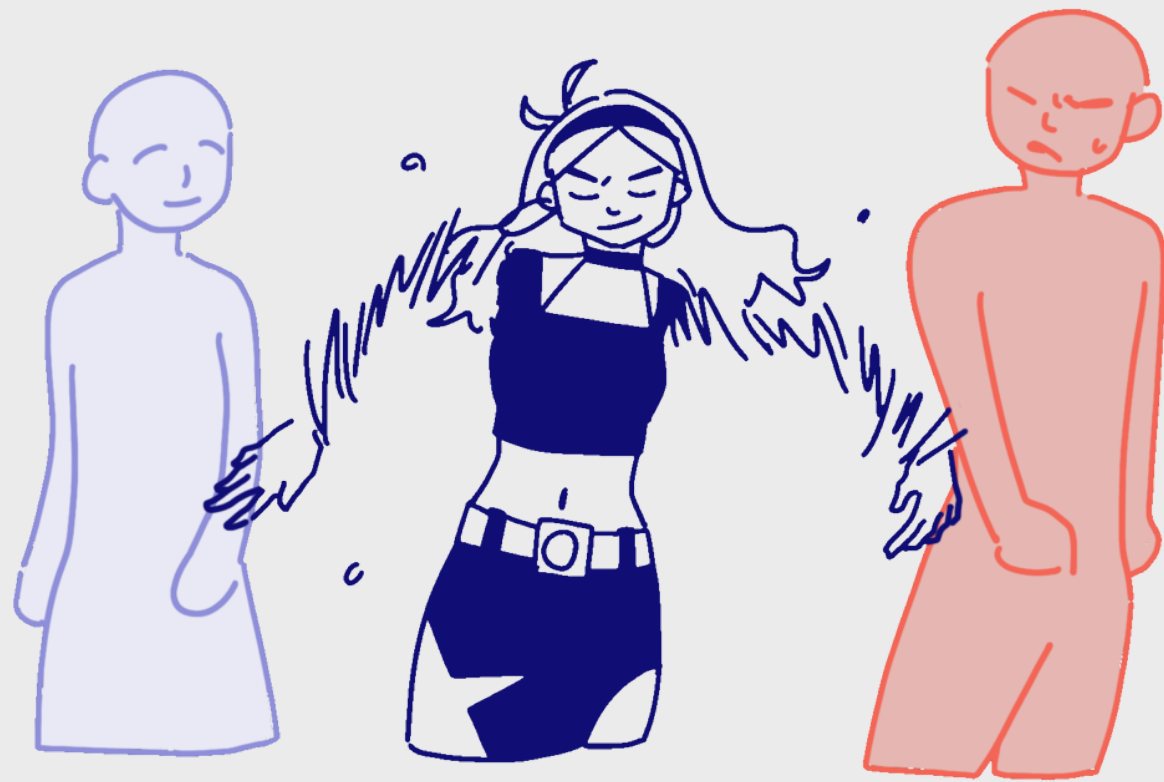
Pop-up exterior



Alcohol Sticker Patch



Photo-worthy Backdrop



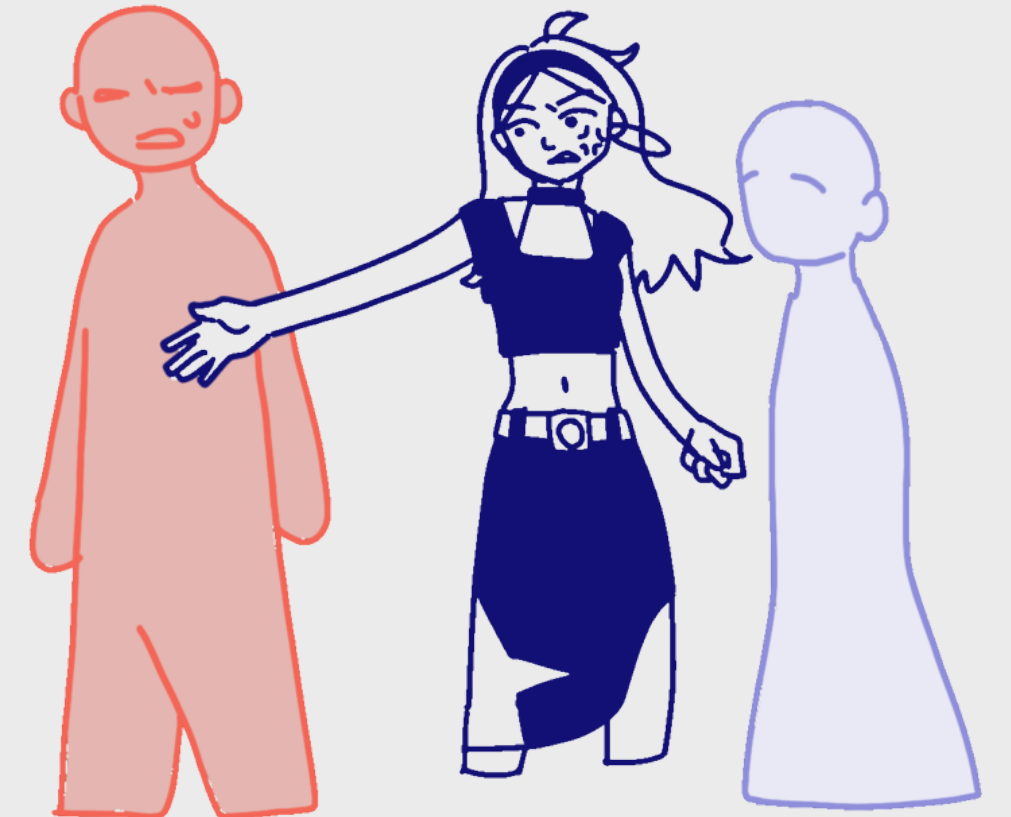
Back Off



Elbow Strike



Push & Move



Saviour Swipe, Saviour Scoop,
Pervert Push



Elbow Strike

Saviour Swipe, Saviour Scoop,
Pervert Push

Back Off

Push & Move



Bar snacks and drinks





Thank You