



HOW COVID-19 AFFECTS PEOPLE

Challenges and Opportunities



eye to eye

inspired. ideate. innovate

This is the first stage of research that we are doing to uncover what people think and feel during the quarantine period due to Covid-19

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5 online focus group discussions among high schoolers, university students, and male and female workers as well as housewives

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We are following this up with a larger online quantitative survey

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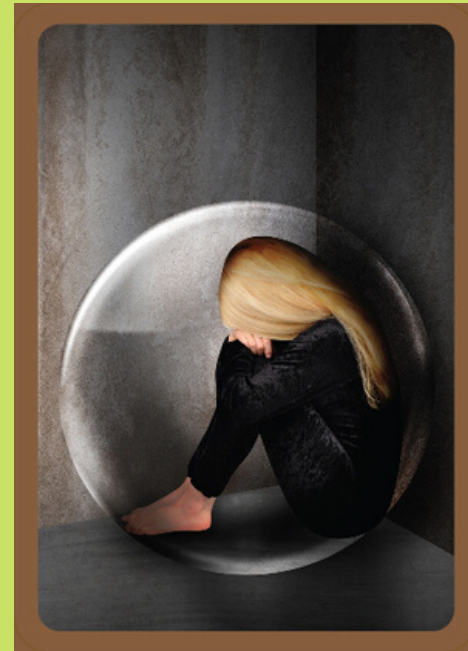
In a glimpse, this is what we found

It is emotionally difficult
with feeling of isolation
seeping in, but, positive
spirit is still there

MIXED EMOTIONS - HAPPY FOR BEING WITH FAMILY YET ALSO FEEL ISOLATED



Happy for spending time with the family -
closer than ever before

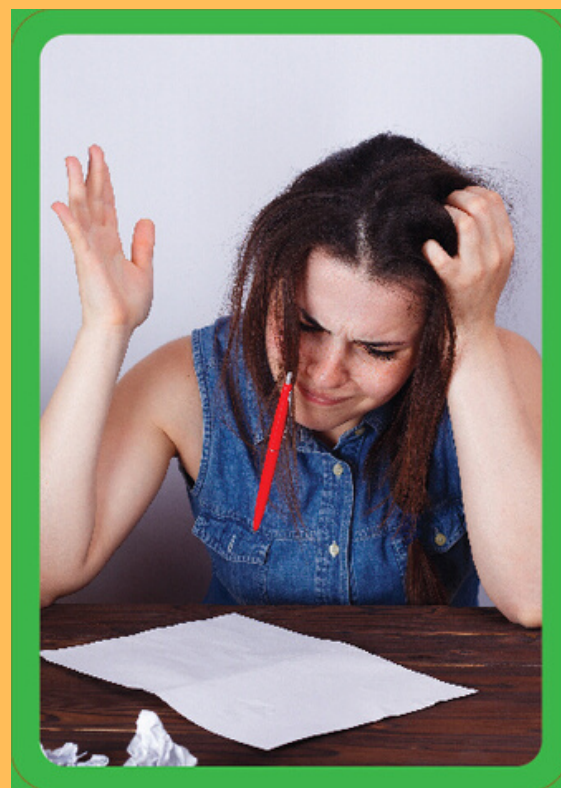


But being detached from the society,
naturally, creates discomfort

A TIME TO REFLECT, AND CREATIVE ADAPTATION IS KEY TO SURVIVAL!



This is a period of 'time out' - giving self a time to reflect and learn new things



The change is daunting and hard to adapt, but, experimenting is key to find the best ways to make this work

These emotions were
driven by new daily
challenges that they
now have to deal with

WORKERS FIND IT HARD TO ADAPT TO WFH

Communication delays cause
difficulty to coordinate work

Not having the right working
space at home - causing
physical discomfort and
problems e.g. backache

Work is piling up - not
enough planning

**OPPORTUNITY TO LOOK AT BUSINESS PROCESSES,
AND SET UP PROCEDURES FOR OFF-SITE WORKING**

EDUCATORS AND EDUCATION SYSTEM NEED TO EMBRACE TWO-WAY COMMUNICATION AND ONLINE LEARNING

Students feel they receive MORE assignments than they do when in regular school time

But they receive more vague explanations and guidance (or none at all), they get only instructions

Leaving them feeling frustrated and unmotivated to learn

OPPORTUNITY TO DEVELOP NEW SKILLS IN INTERACTIVE TEACHING, AND UTILISE VARIOUS ONLINE LEARNING TOOLS

PARENTS NEED SUPPORT IN DEALING WITH PERCEIVED LACK OF ME-TIME

The combo of having to pay attention to kids' school tasks, and their demand for attention from time to time, is daunting for parents with toddlers to elementary aged kids

Gadget, is seen as a saviour. BUT, it then creates an acute realisation that they should be controlling the usage, not letting it

OPPORTUNITIES FOR BRANDS TO MAINTAIN CONNECTION WITH PARENTS BY PROVIDING TIPS ON HOW TO DEAL WITH GADGET USAGE DURING LOCKDOWN

POTENTIAL OF CONFLICT IS HIGH

With everyone at home 24/7, there may be things that get noticed and get on one's nerves - patience runs thin

Lack of role clarity in the households with those usually not home all the time, adds pressure

Heightened stress caused by worry of future economic safety, may escalate conflict potential

OPPORTUNITY FOR COUNSELING PLATFORMS TO REACH OUT AND PROVIDE EASY TO DO TIPS ON TENSION REDUCTION IN THE FAMILY

BUT CONSUMERS ARE VERY ADAPTIVE AND RESILIENT

- This a time to remedy unhealthy habits
- Opportunity to look at new ways of working and learning - and find ways to enjoy it
- Time to understand each other more, collaborate to do a greater good, helping others in need - a hope for a better society in the end
- Time to explore new ways for connecting with people - and find that it can potentially widen their social circle via e.g. Zoom

IN SUMMARY

Everyone knows this is a challenging time, and the future is going to be tough as well due to economic pressures

But resiliency and willingness to look for new ways of working, learning and connecting, as well as ways to help others, safe the day

We are not yet ready for Industry 4.0, but, this Covid-19 experience can potentially speed some things up with the shock that it has given to organisations and individuals

**MORE TO COME FROM THE QUANTITATIVE ONLINE
SURVEY**

WATCH THIS SPACE!

