



Final Documentation, Presentation, Future Scope

A creative collaboration by...



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problem statement

As of 2021, just under 6.4 million people born in Canada had at least one foreign-born parent in 2021, representing 17.6% of the total population. (1) A large part of the population in Canada is made up of immigrants, and with more diversity comes greater complexity. For example, children of Indian immigrant parents are faced with manipulation, guilt, and control which is normalized within Indian families and culture. The stereotypical Asian dad threatening their kid to become a doctor may be a meme, but it is really an outlet for kids to find comfort in knowing they're not alone. Several issues arise in the lives of the children of immigrants such as dependance, the use of religion and finance as control, isolation, and guilt.

challenge

Many 20-somethings find it difficult to deal with the added pressure of experiencing Canadian culture and trying to bridge their own cultures. A person trying to navigate their future can find it challenging to deal with clashing cultures that come with different expectations. Immigrant kids face systematic barriers such as inadequate counselling or therapy and limited connections that prevent them from understanding or balancing their lives. There aren't enough resources for this demographic of 20-somethings.

opportunity

Build **NOW WHAT** into a community for Canadian 20-somethings with immigrant parents, and provide the resources that are lacking. This is where **NOW WHAT** comes in.

insight

Uncovering a narrative and defining an identity are battles that most children of immigrants in their 20s living in Canada have to face.

the big idea

The official guide bringing together first-generation 20-somethings navigating the big question...**NOW WHAT?**

audience

Canadian 20-somethings with immigrant parents.

goal

Build a strong and safe community through different modes of communication that give our intended target a platform to learn from each other, interact with each other, and grow together. These platforms will allow the presence of a space where 20-something immigrants residing in Canada can lean on and thrive off of.

strategic solution

NOW WHAT is a multi-faceted space for 20-somethings with immigrant parents that helps them balance a life influenced by intergenerational pressures and issues that arise in their daily lives.

strategic overview

brand ecosystem

E-commerce Site

Therapy Intake Form

Instagram Page

AI Collaboration Page

Spotify Podcast

Merchandising

OOH Advertising

Community Events

Card Game



CONFUSION
FEAR
ANXIETY

Thoughts

I want to figure out myself.

I want to be part of a community.

Where and how do I begin?

Actions

Finding people to talk to on social media.

Look for self-help books or podcasts to help figure out their identity.

Trying to manage relationships with friends/family.

CURIOSITY EAGER DETERMINED

Thoughts

I want to have a closer relationship with my family/friends.

I want to have more open conversations with family.

I want to meet new people who've shared the same experiences as myself.

Actions

Compare the relatability factor of different self-help podcasts/social media accounts.

Talk to friends and family for recommendations.

Consider what **NOW WHAT** has to offer.

Use

MOTIVATED WISE PEACE OF MIND

Thoughts

Is this service helping me improve myself?

Is this service helping me improve my relationships?

Is this chosen community positively impacting my life?

Actions

Interacting with the services on **NOW WHAT**'s website.

Attending community events organized by **NOW WHAT**.

Listening to **NOW WHAT**'s Spotify podcasts.

ENLIGHTENED CONTENT GRATEFUL

Thoughts

Is this something I want to keep in my life as I navigate my 20s?

How can I effectively share my knowledge and experience with others?

Reflect on the positive impacts of the services.

Actions

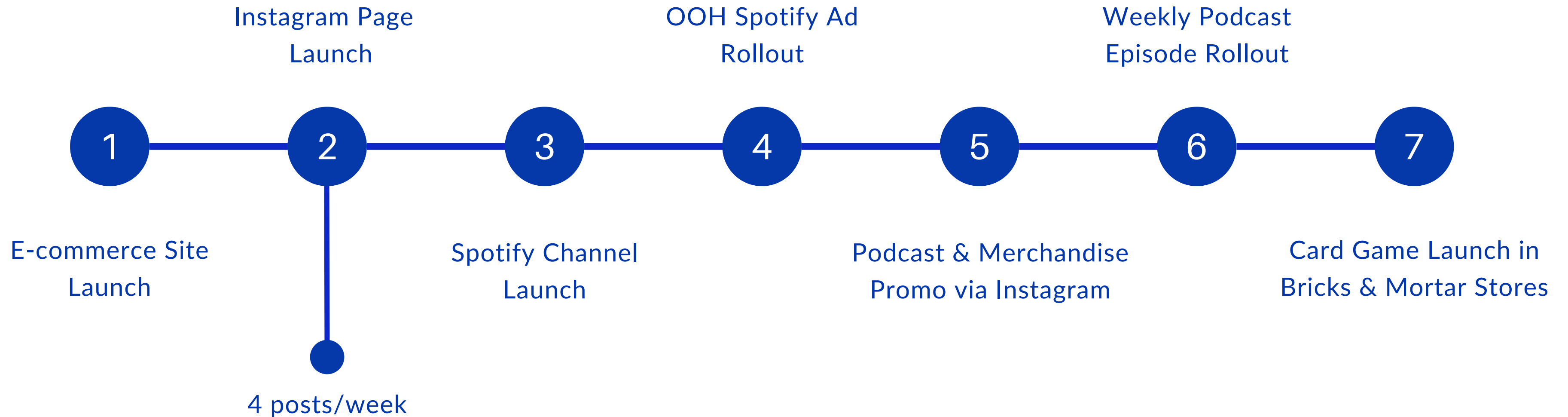
Implementing what they've learned through **NOW WHAT**'s interconnected community.

Follow **NOW WHAT** on social media and Spotify to stay up-to-date and in touch with the community.

Recommend experiences to family and friends.

strategic overview

asset launch timeline



communication

website.

This platform is the main hub for all things **NOW WHAT**. Individuals can shop the latest merch, find mental health professionals that are tailored to their needs, learn about the brand, and find other useful resources. The brand will also collaborate with Dall-E integration to create AI-generated artwork, based on the individual's personal experiences.

advertising.

Our promotional methods will allow us to raise awareness of our brand and be a way to get our message across to a community. The goal is to find methods to reach out to our target in a more intimate and personal setting (i.e. universities and bookstores).

podcast.

With the help of Spotify, our podcast will provide an inclusive audio experience to our fellow 20-something listeners. Relatable stories, concerns, and topics will be discussed throughout the episodes as a way of not only starting important conversations but finding solutions to the daily struggles we face. Our podcast will also allow individuals to share their personal experiences with the community via our IG page.

socials.

The role of our Instagram is to build an online community. Instagram will inform the audience about upcoming events and promote **NOW WHAT's** podcast. Instagram will also advertise the AI art created on their website by community members.

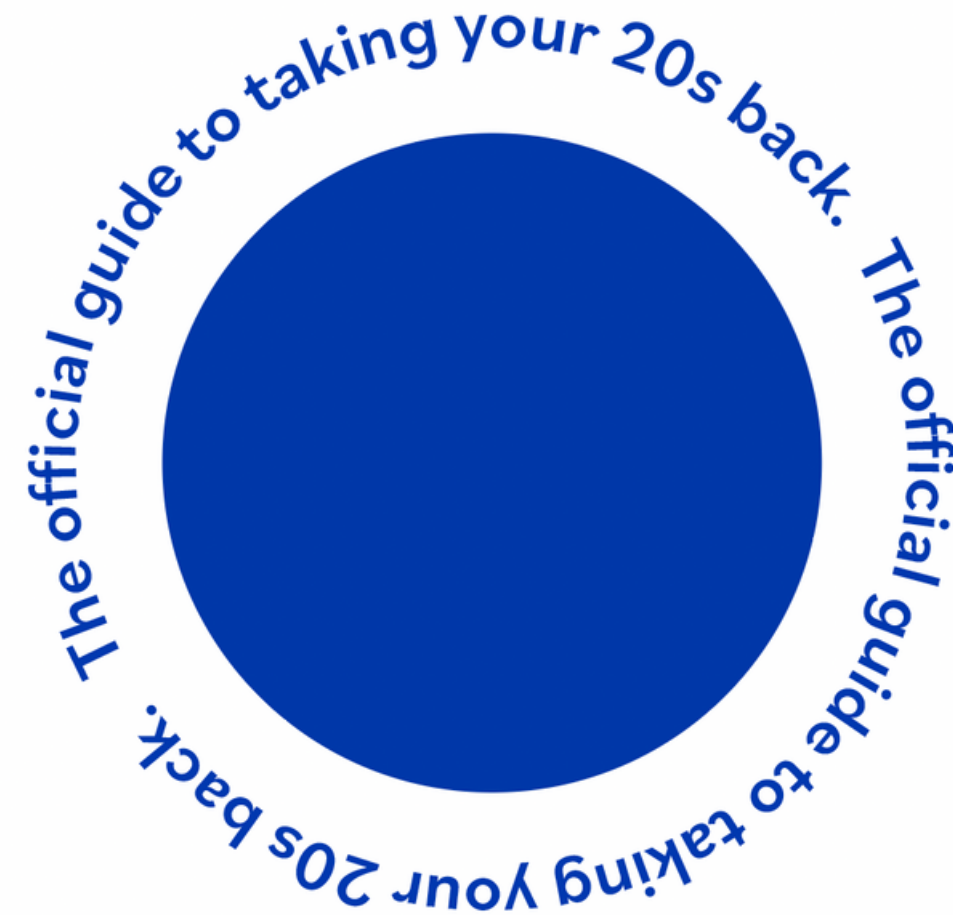
brand identity

RGB: 0, 56, 169



LOGO
ICE CREAM STANDARD
now what?

BODY COPY
BILO BOLD





the podcast



PODCAST

The NOW WHAT Official Podcast

NOW WHAT?

FOLLOWING



Latest episode

- **3 - Let's get real.**

This week on NOW WHAT we have a special guest who will share her personal experience of what it was like growing up with immigrant parents in a Western society. How did she navigate her 20s? What were common issues she faced? Tune in and see the raw and vulnerable side of Samra Habib's life!



Feb 11 48 min 27 sec

About

The NOW WHAT podcast, specially curated for 20-somethings with immigrant parents, dives deep into topics such as finding ways to have a balanced life that is influenced by multiple cultures and external pressures. This is a safe space, where we will allow individuals to share their personal experience with the NOW WHAT's community.

Society

Culture

Personal stories

MacBook Pro

Episode 3: Let's get Real

Person 1:

Happy muh-f***ing Monday, listeners! I'm [name] and I'm here with my co-host [name].

Person 2:

Heyyy! Today, we have a very special guest on our show. She's a writer, photographer, and activist who has a lot to share with us about how she navigated her journey from Pakistan to Canada.

Person 1:

That's right, [name]. We're talking to Samra Habib, a queer Muslim of colour who immigrated to Canada. She'll be sharing her unique perspective with us. Before we dive into the discussion, we wanna talk about why this conversation is so important. Representation and diversity are crucial in today's society, especially in the media industry. People like Samra are paving the way for others to see themselves in the media and feel seen and heard.

Person 2:

Absolutely, [name]. And in addition to her impressive career, Samra is also the author of "We Have Always Been Here: A Queer Muslim Memoir," which was a finalist in the Canada Reads competition in 2020. Her story is powerful and inspiring.

Person 1:

And that's exactly why we wanted to have her on our show. We want to hear more about her experiences and learn from her perspective. We can't wait to hear what she has to say. So, let's jump right in!

Person 2:

Welcome, Samra! We're so excited to have you on our show today.

Samra Habib:

Thank you for having me! I'm thrilled to be here.

Person 1:

So, Samra, can you start by telling us a little bit about your background and how you became an activist and writer?



PLAYING FROM SHOW
now what?



2 - Struggling in your 20s?

now what?

22:47

53:19

1x

15



15



MacBook Pro



Home

Search

Your Library

Create Playlist

Liked Songs

Your Episodes

FAVOURITES

Daily Mix 1

Discover Weekly

lofi

Indie

Car Hits

Angel



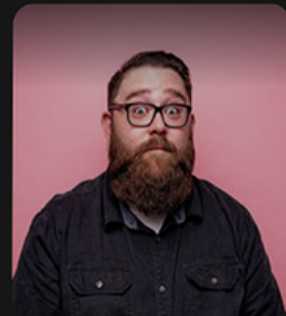
Navigating your 20s one episode at a time

CHECK IT OUT

now what?

Shows you might like

SEE ALL



Weekly Motivatio...

Ben Ina Scott



MEDITATION SELF

Ibn Hussain Aleen



Words beyond act...

Samuel Scott



The Alexa Show

Adriana Tom



The Stories of Ma...

Lexus



2 - Struggling in your 20s?
now what?

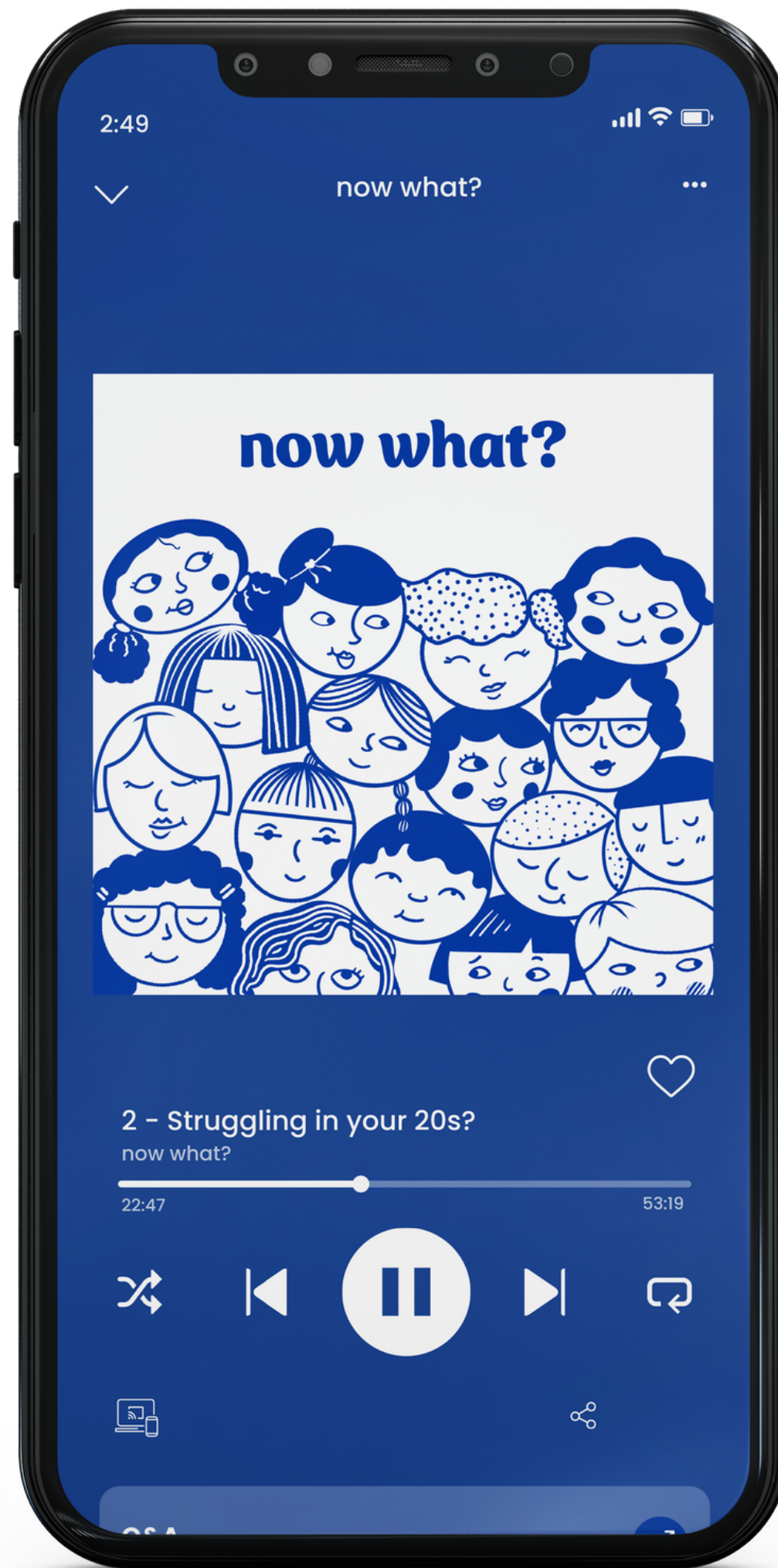
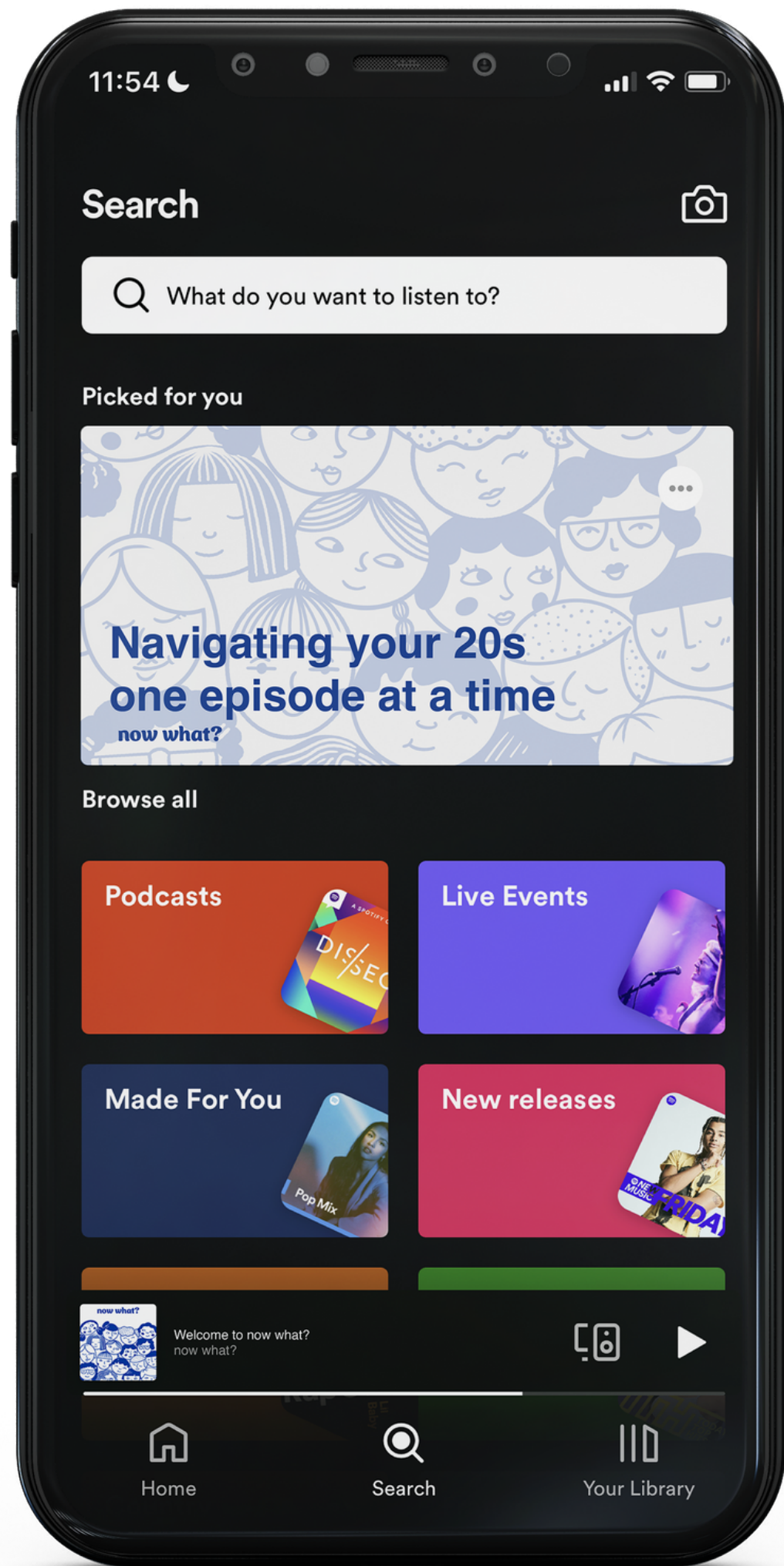
2:11



2:42

Listening on ANGEL'S MACBOOK PRO

MacBook Pro



the card game



now what?

The official guide to taking your 20s back.

friends edition

now what?

family edition

The official guide to taking your 20s back.



friends edition

When was the last time you lied to your parents?



friends edition

What is one thing people overestimate and underestimate about you?



friends edition

What are traits of your parents that you would or wouldn't want to have as a parent yourself?





family edition

What was your dream job as a kid? What is your job now?



family edition

What is something you think everyone should do at least once in their lives?



family edition

If you could make everyone in the world believe one thing (regardless of it being true or not), what would you choose?





friends edition

What are traits of your parents that you would or wouldn't want to have as a parent yourself?



family edition

If you could make everyone in the world believe one thing (regardless of it being true or not), what would you choose?





Rules of the game.

1. The game must be played with a minimum of 2 players.
2. Each deck contains questions ranked at three levels of vulnerability: Easy, Medium, and Hard.
3. One at a time, players will pick a question card.
4. If the question is answered truthfully, the player gets to keep the card and its allocated points.
 - a. Easy Card = 1 point
 - b. Medium Card = 2 points
 - c. Hard Card = 3 points
5. Players continue to open up, answer questions, and collect points.
6. At the end of the game, the player with the most collected points wins.

website

now what?

[SHOP](#)

[COMMUNITY GALLERY](#)

[RESOURCES](#)

[ABOUT](#)

[MISSION](#)

[CONTACT](#)

The official guide to taking your 20s back. The official guide to taking your 20s back.



merchandise



THE CARD GAME
FAMILY EDITION



THE CARD GAME
FRIENDS EDITION



THE OFFICIAL
JOURNAL



now what?

SHOP

COMMUNITY GALLERY

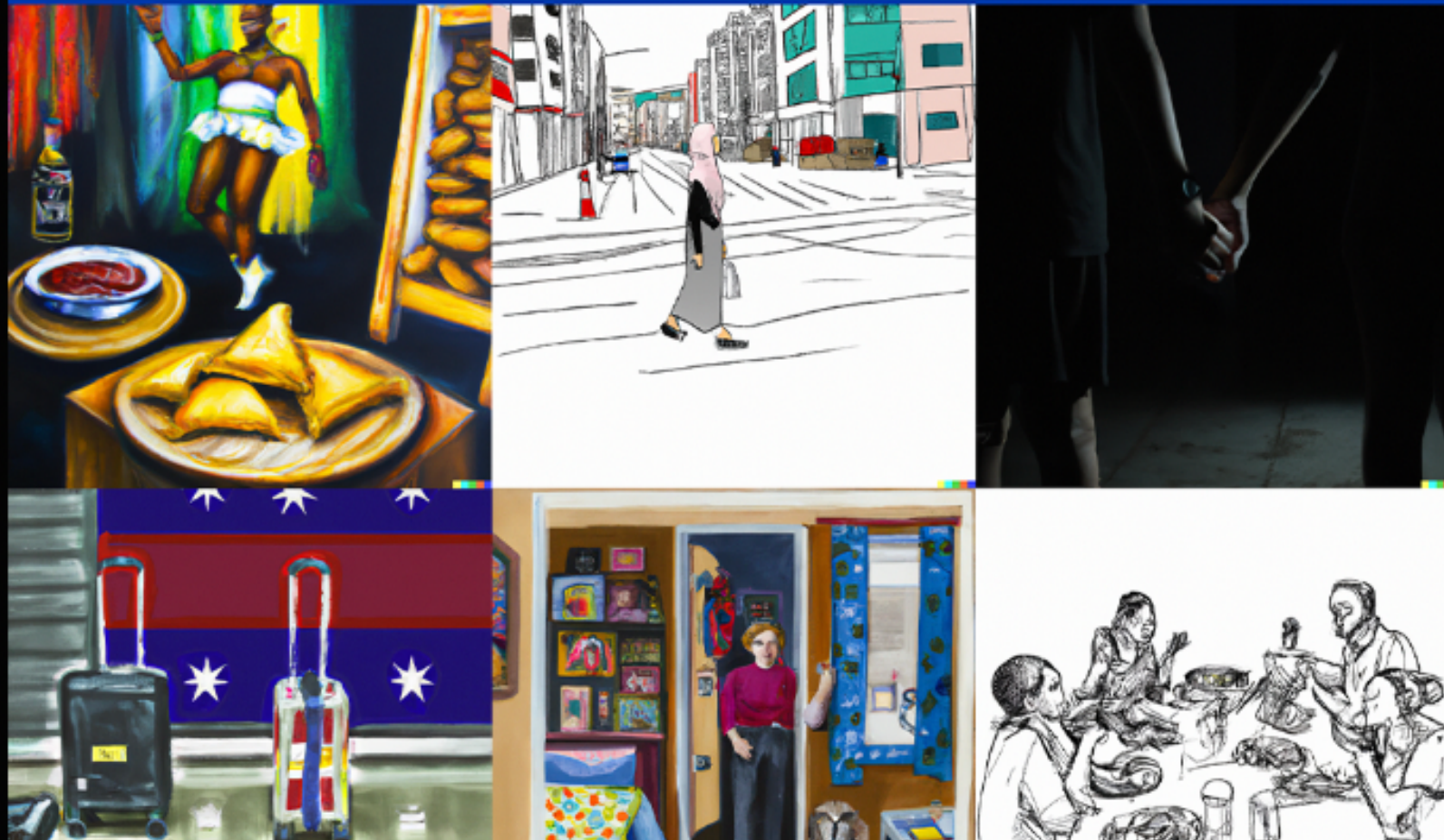
RESOURCES

ABOUT

MISSION

CONTACT

IN COLLABORATION WITH



TELL YOUR STORY BY ENTERING KEYWORDS

VIEW FULL GALLERY

therapy intake form

PREFERRED AGE RANGE

PREFERRED GENDER IDENTITY

PREFERRED BACKGROUND

PRIVATE OR GROUP SESSIONS

AREAS OF CONCERN

ENTER YOUR LOCATION TO FIND A PROFESSIONAL NEAREST YOU

ENTER YOUR EMAIL AND WE WILL GET BACK TO YOU ASAP :)

about the team

Hi there! We are the creative minds behind the brand.

As four 20-something women living in the heart of Toronto, we welcome you to our community. We hope that you make the most of the safe space we have created as it is truly meant to support you during this decade of your life. Navigating your 20s is tough but you are not alone. We've got all the tools for you, listen to our spotify podcast, reflect with our journal, open up with our card games, and join the mission with our events and instagram.



lia tunstall

she/her



brianna visconti

she/her



manahil nadeem

she/her



hija ghalib

she/her

join the conversation

FIRST NAME

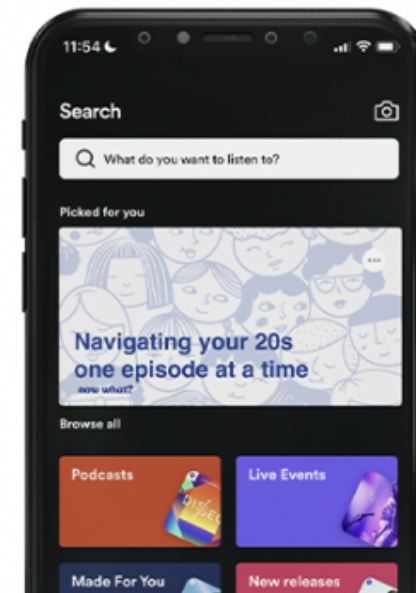
LAST NAME

EMAIL

SUBJECT

YOUR MESSAGE (MAX 250. CHAR)

LISTEN NOW



FOLLOW US



community merch





now what?



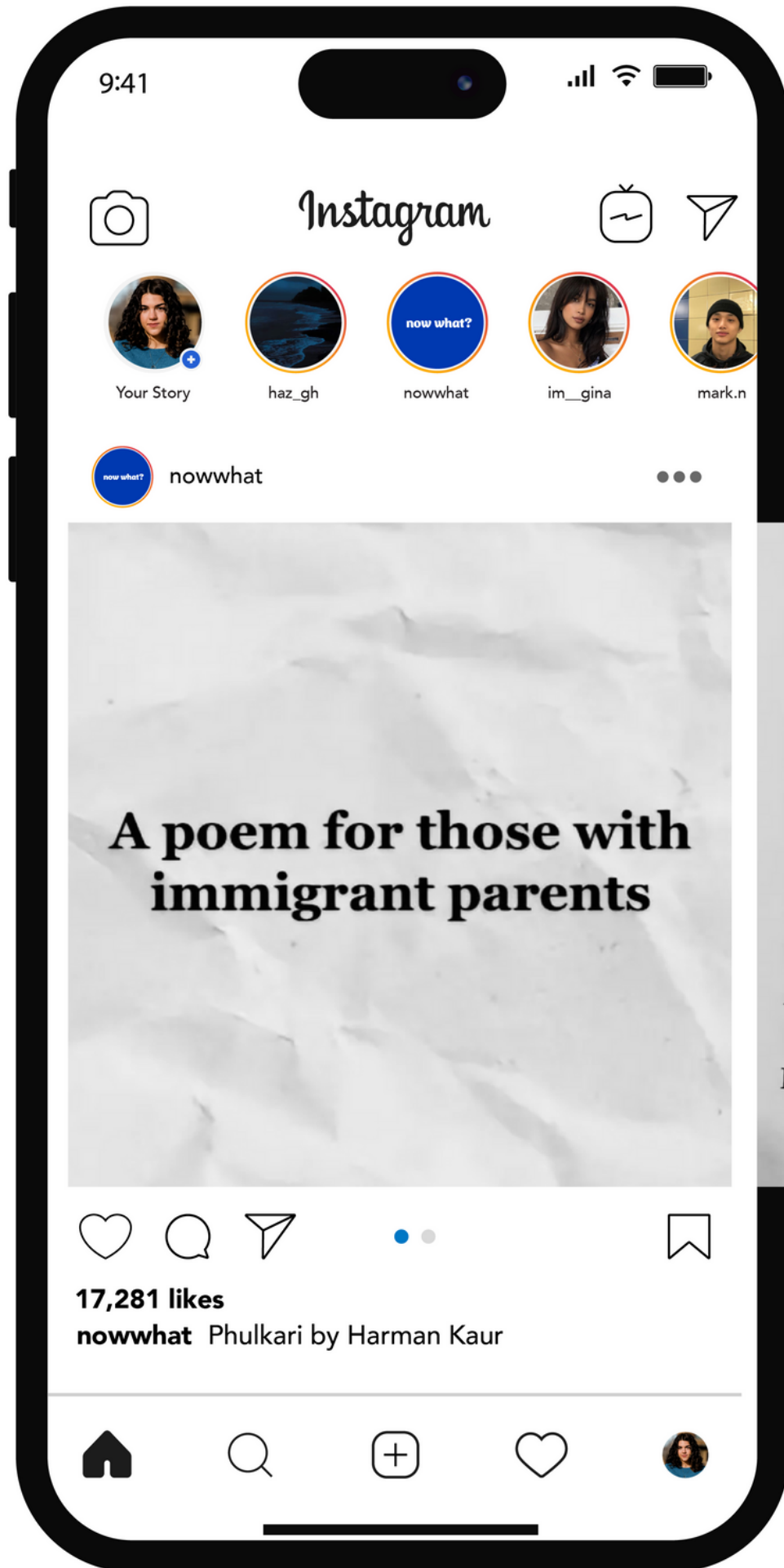
now what?



Taking
your
20s
back



socials

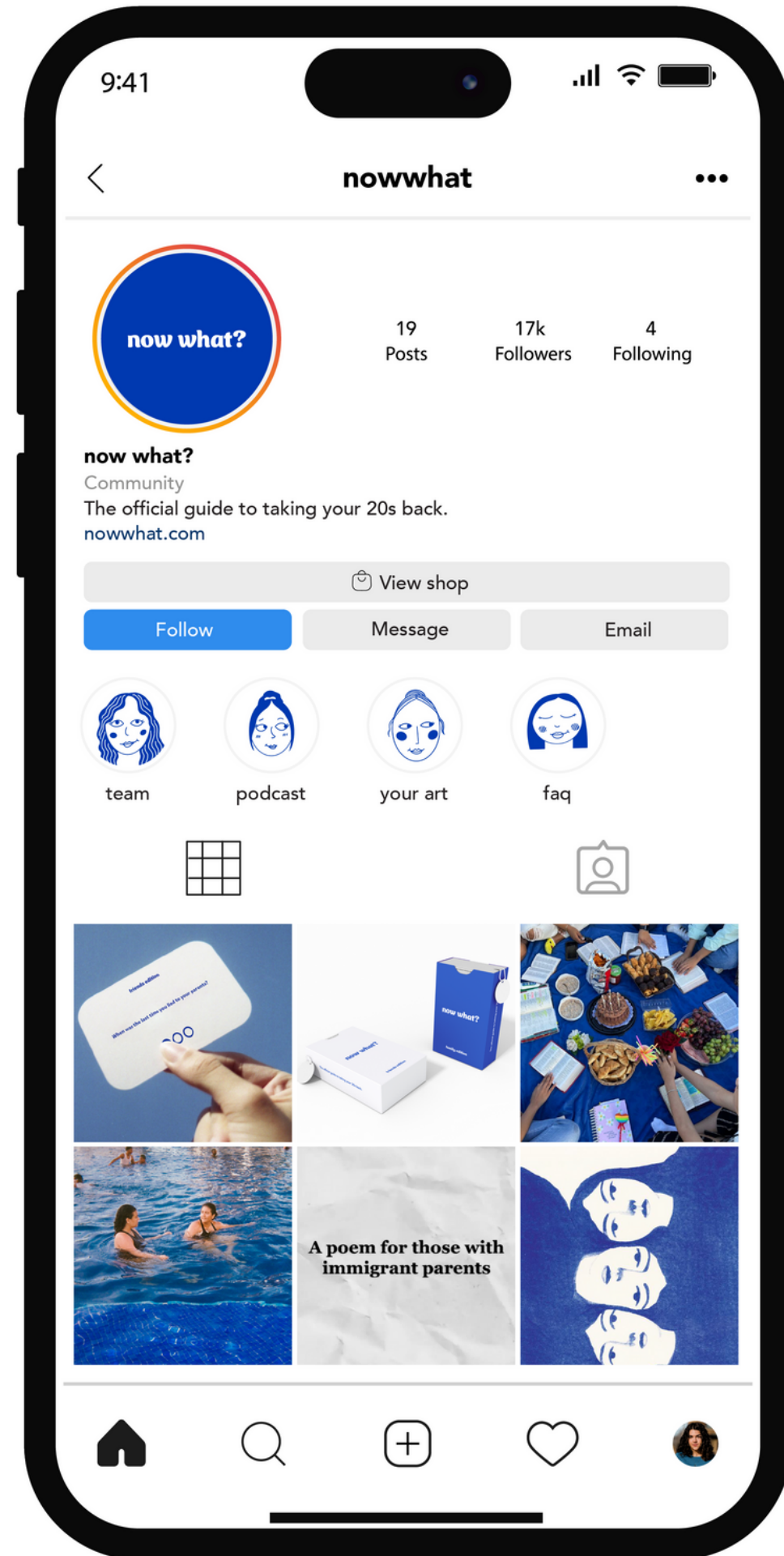


When I ask my mother what she misses the most about Panjab, she says to me

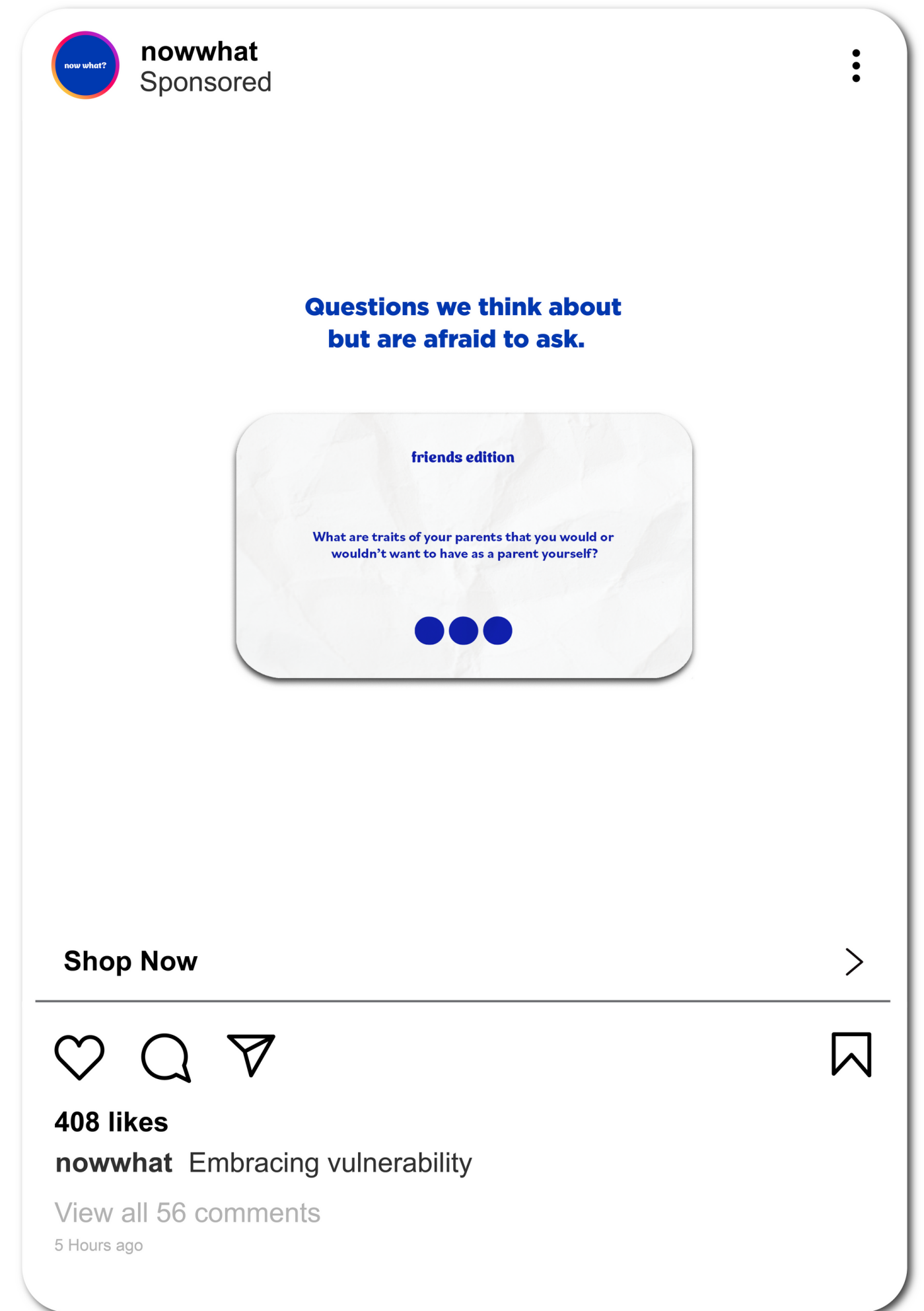
I cry, laugh, and get angry in my maa boli. These emotions roll off my tongue in the language that is natural to me. Here, my feelings must be translated. In Panjab, they are understood.

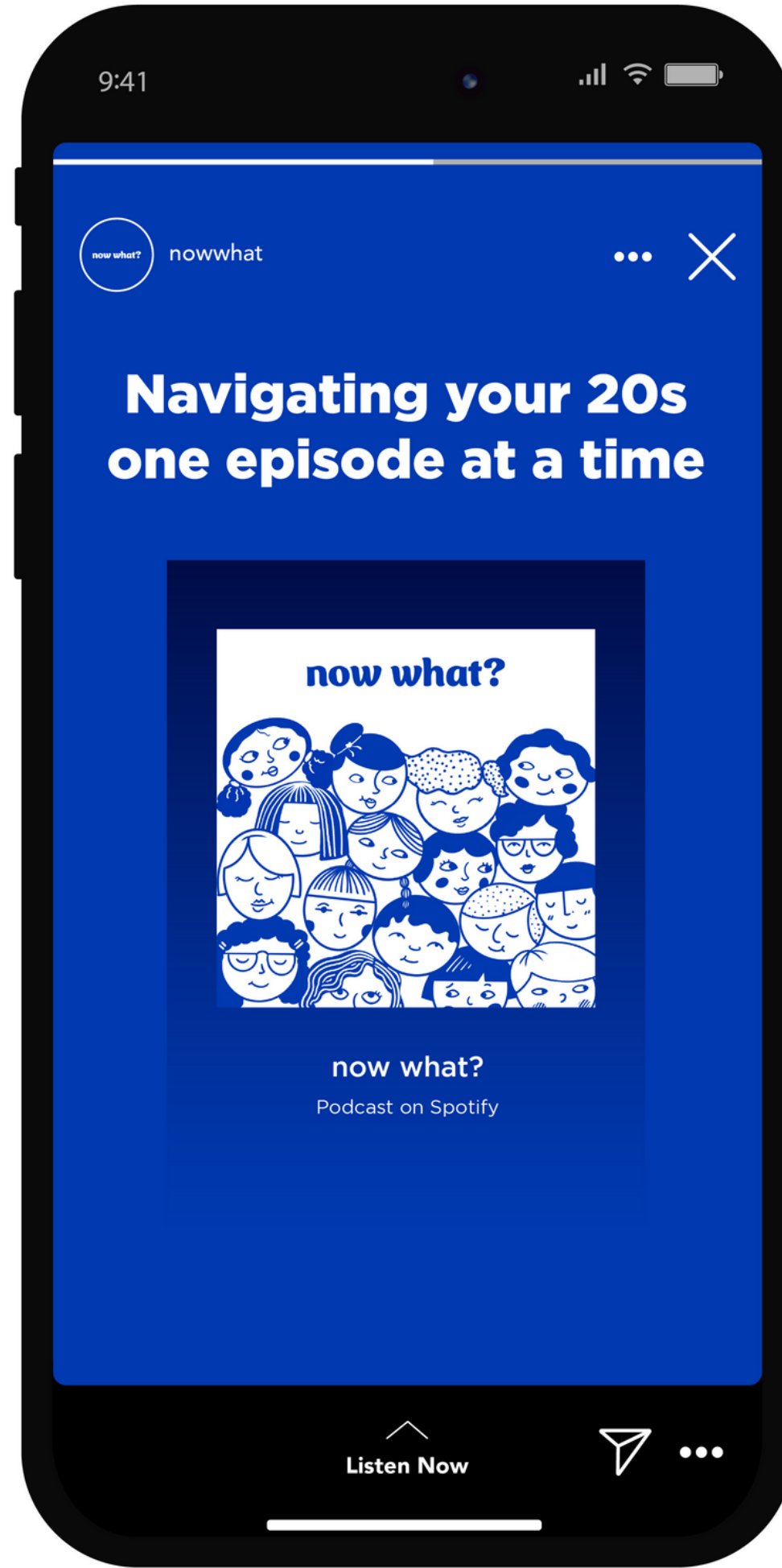
I miss being understood.

I realize my people have been lost in translation.



advertising





It's more than a game.



It's a conversation.

**Buy now in store.
now what?**



**The modern day
icebreaker.**



**Buy now in store.
now what?**



It's more than a game.

family edition

What was your dream job as a kid? What is your job now?



family edition

What is something you think everyone should do at least once in their lives?



family edition

If you could make everyone in the world believe one thing (regardless of it being true or not), what would you choose?

**Questions we think about
but are afraid to ask.**

family edition

What is something you think everyone should
do at least once in their lives?



Buy now in store.

now what?

EX LIBRO

DVD NEUFS
PRIX RÉDUIT



EX LIBRO

ACHAT-VENTE
LIVRES D'OCCASION

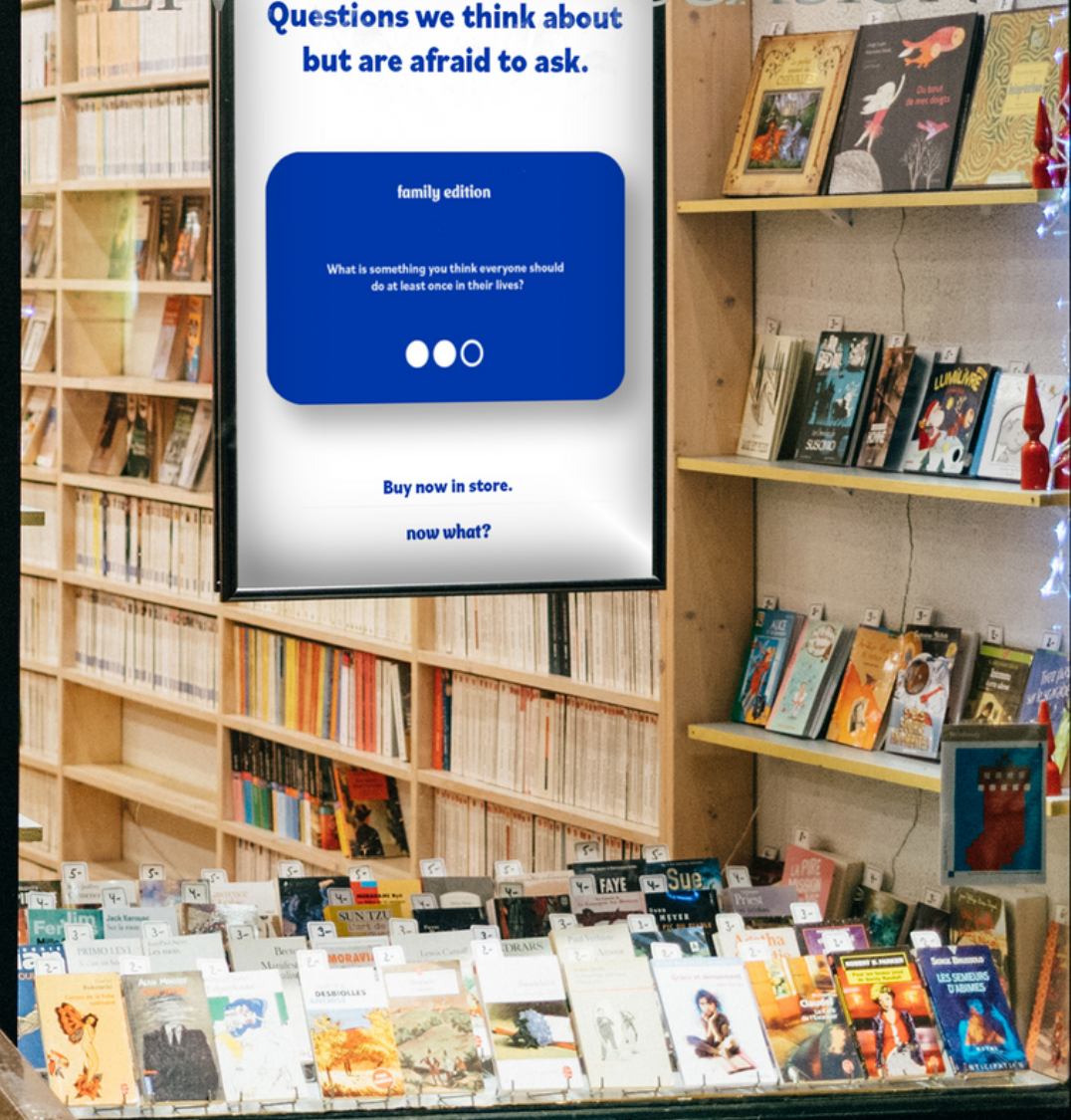
Questions we think about
but are afraid to ask.

family edition

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do at least once in their lives?

●●○

Buy now in store.
now what?



BOOKMARC



**The modern day
icebreaker.**

family edition
●○○

family edition
●●○

family edition
●●●

Buy now in store.
now what?



Me:
**I know
exactly what
I want to do.**

Podcasts for every moment.

Also me:





**For those who
have no idea
what's next.**

Podcasts for every moment.

now what?
28,420 FOLLOWERS
PLAYLIST
⏮ ⏪ ⏩ ⏭

Spotify

**For the
twenty
somethings:**

Podcasts for every moment.

now what?
28,420 FOLLOWERS
PLAYLIST
⏮ ⏪ ⏩ ⏭

Spotify

**At one point or
another, we've
all asked
ourselves...**

Podcasts for every moment

now what?
28,420 FOLLOWERS
PLAYLIST
⏮ ⏪ ⏩ ⏭



Me:

My 10-year
plan has got
me covered.

Podcasts for every moment.

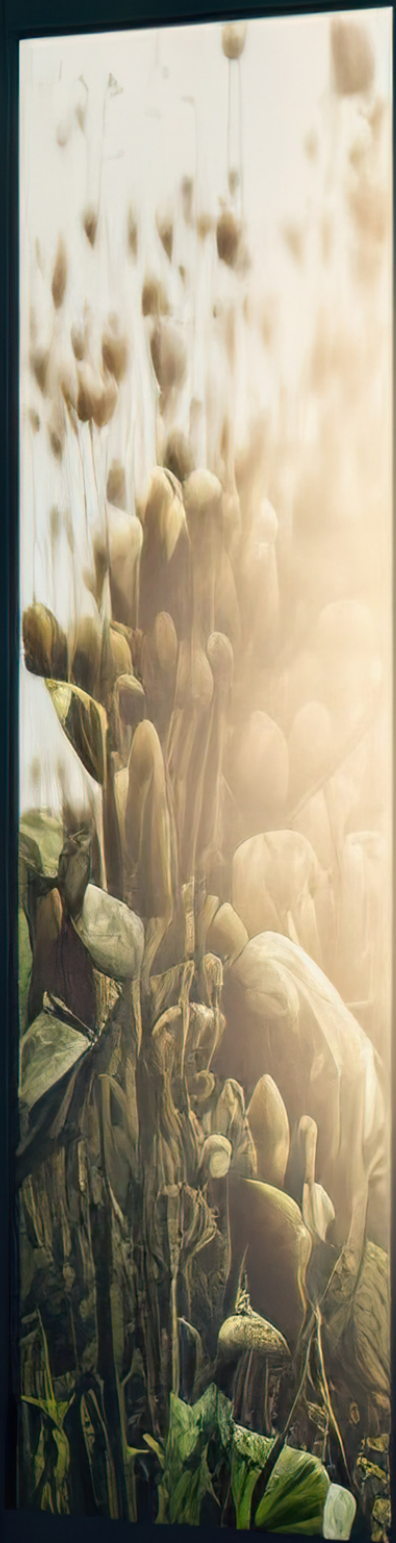
Also me:



28,420 FOLLOWERS
PLAYLIST



 Spotify



Also me:



28,420 FOLLOWERS
PLAYLIST



**At one point or
another, we've
all asked
ourselves...**

Podcasts for every moment



28,420 FOLLOWERS
PLAYLIST



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