

Unity

Games:

an adaptation to
the needs of the
target group



By Nikki de Graaf

Introduction



“ is a national **volunteer project** for and by young people from the dance scene.

We provide **objective and open-minded information about the risks** associated with the use of alcohol and other drugs.

Unity aims to **limit the risks of use** as much as possible.

”

Situation during Covid-19:

fewer volunteers
less to no parties
low numbers
loads of time



01

Situation Analysis

Are we reaching every target group?



01

Situation Analysis

How can we adjust our working methods as peer project in a changing environment?

02

Trend research

How to reach our target group?

03

New work methods

What methods can we use at a festival site?

04

Conclusion

Outreach results



Known methods: information stand





**Known
methods:
outreach**





Trend research

02

How to reach
our target group?

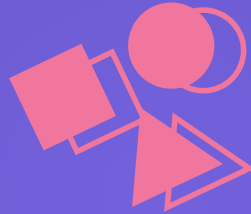
How to reach our target group?



Define target group

Who are we aiming for?

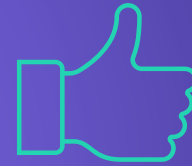
Gen Z: 18-25 yo



Ask our volunteers

what can Unity do to be a better fit?

Interactive
Small bites of info



Look for trends

What does our target group like?

Gamification
Quick rewards



03

New work methods

What methods can we use at a festival site?



04

Conclusion

Field work results &
a summary of findings



Conclusion

- Gamification works!
- Easy connection
- Excited volunteers



Thanks!

Do you have any questions?

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