

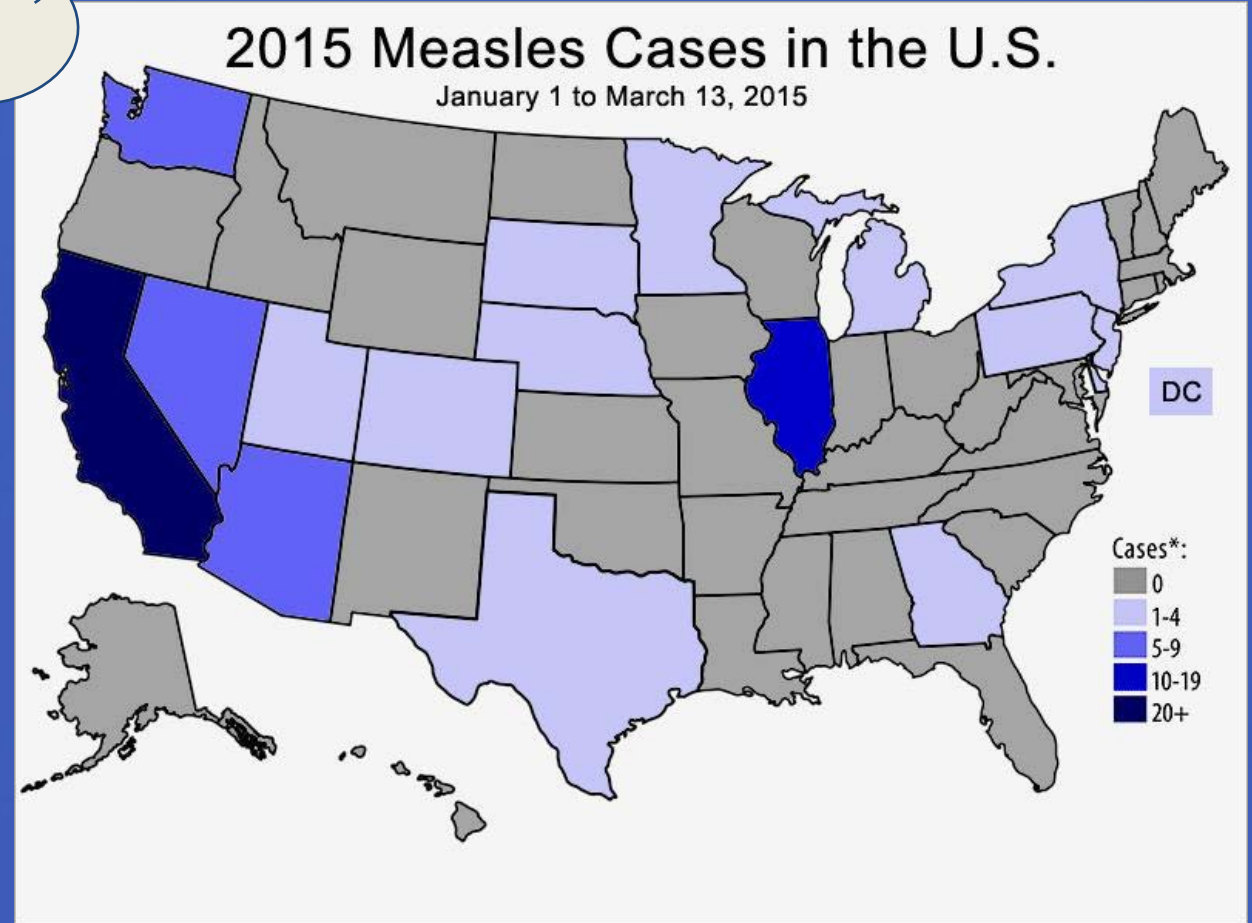
#MeasleSucks: Creation of an interactive website to empower parents to make scientifically informed decisions that will increase measles vaccination rates

Measles Vaccination



MEASLES?

**VACCINATION
?**



Interactive Website

- Our aim is answering questions without asking them.
- In a playful way, using a map, having buttons and sliders, they experience how a measles outbreak works. They can zoom in and out, and trace the epidemic from person to person. This is important because it can create emotions. They'll see situations like, this guy got infected just because he's standing besides this infectious child.

Interactive Website

- They can test scenarios, for example having higher and lower vaccination rates, and they'll see which people in the crowd get infected then.
- We also provide comprehensive outcome data so that they can compare the effects of the disease versus the effects of the vaccination. For example, they see 1 out of 10 000 infants get measles with severe side effects while 1 out of a million infants has side effects from the vaccination.

Interactive Website

EXPLORE &
TRACE

TEST "WHAT IF"
& COMPARE

ADDRESS COMMON
ARGUMENTS

UNDERSTAND

ANALYSIS

- Main stance is Tai chi.
- Uses little to no force to try and knock his opponents off balance, and deflect/redirect attacks.
- Enables him to use his Ki more effectively.
- Is the only one of the team who can use his inner ki.
- Alternative stance is Yau Kung Moon
- Stance requires him to be lower to the ground, but is better defence then first stance, and has more power for attacks.
- Is considered his aggressive stance.

Name: Fredrick Soren Fan
Age: 35
Height: 6'7"
Weight: 210 lbs
Home: New York
Occupation: Drama teacher

Personality: Fred is light hearted, and teases everyone he meets. He is calm, jovial and peaceful, being the one his friends go to for advice on things. A bit of a woman charmer, Fred's open-ness and how comfortable he is with his body and the space around it, makes him seem a bit homosexual at times.

Of course he has a girlfriend named Julie, but that doesn't stop him from picking up the nearest man and giving him a (Unwanted) hug. Is seen a bit as a man handler, since he would just scoop up trouble makers, and heft them over his shoulder for a "time out."

He loves a good fight now and again, sometimes getting lost in the battle to remember why he was fighting in the first place.

Can be very strict even towards his friends and comrades, especially if it affects others as a whole.

Did time in Juvi when he was younger.

- Was charged with the assault of a classmate, and arson. ~~(of the classmate)~~
- Refuses to cut his rat tail off.

Background: A popular drama teacher at a fight school, he currently spends his days teaching, avoiding "willful" students, sparring with his friend Noah, and spending time with his girlfriend Julie the Barista.

Likes: Coffee, swimming, sparring, vegetables (Is a vegetarian), colorful suspenders and aviator sunglasses.

Dislikes: Coffee withdrawals, feeling out of shape, feeling his temper rise, Is afraid of Black holes. (He means the ones in space.)

Background: Was adopted into a chinese family.

- Parents did not expect him to grow so big.
- Vegetarian.

Played Bass and did Vocals.

- Has burn marks on his back and slashes over his forearms.

Can use his ki to redirect and reflow small amounts of water and air. (Speed of reflow varies on exerted strength. Can not stop, only redirect.)

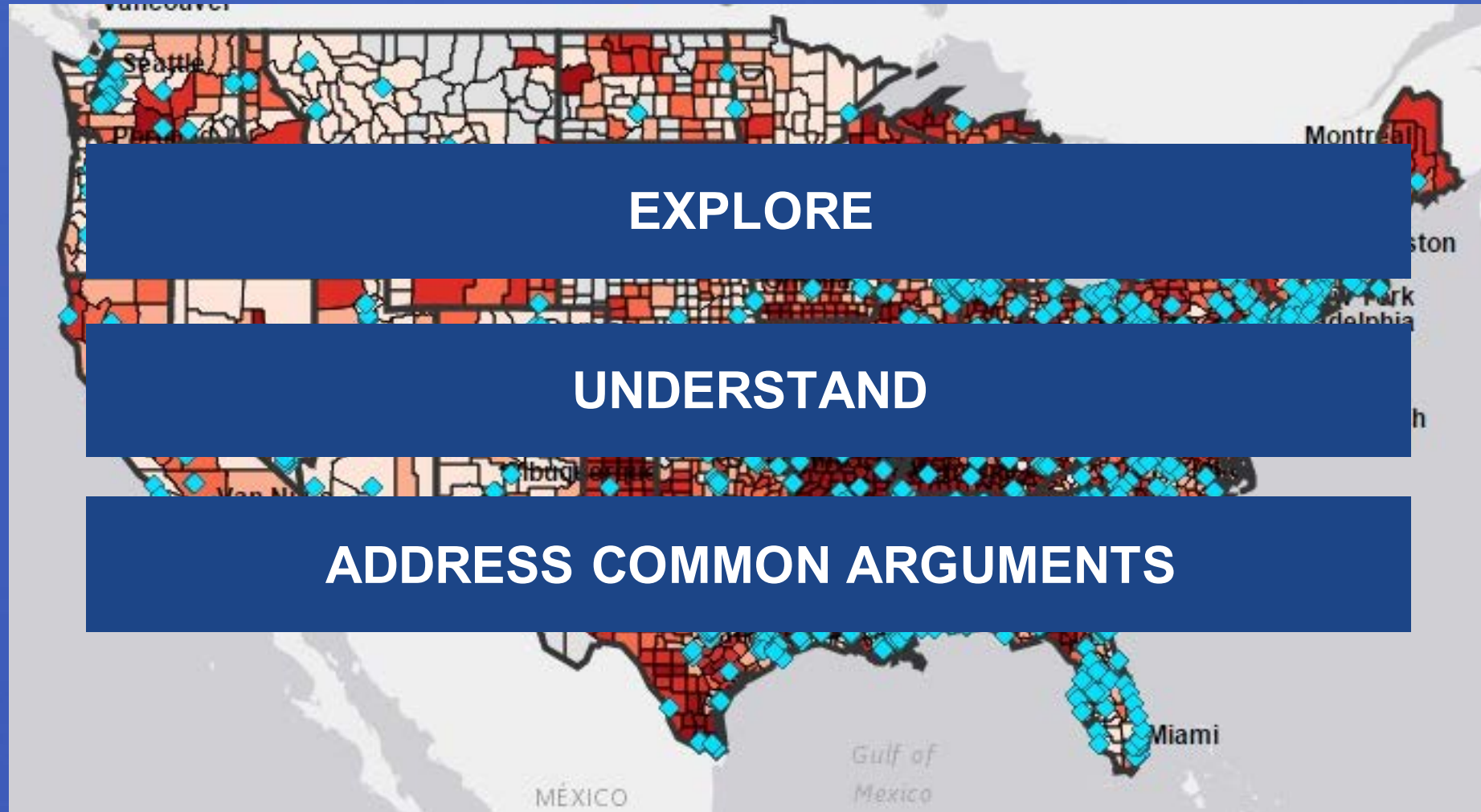
- Can reflow the blood in his body to parts of his body, making the body part as solid as steel.
- Body part becomes dark red.

NOTE: Use of this ki technique makes him sick after a short period of time, and must stop it's use to let his blood return to normal flow.

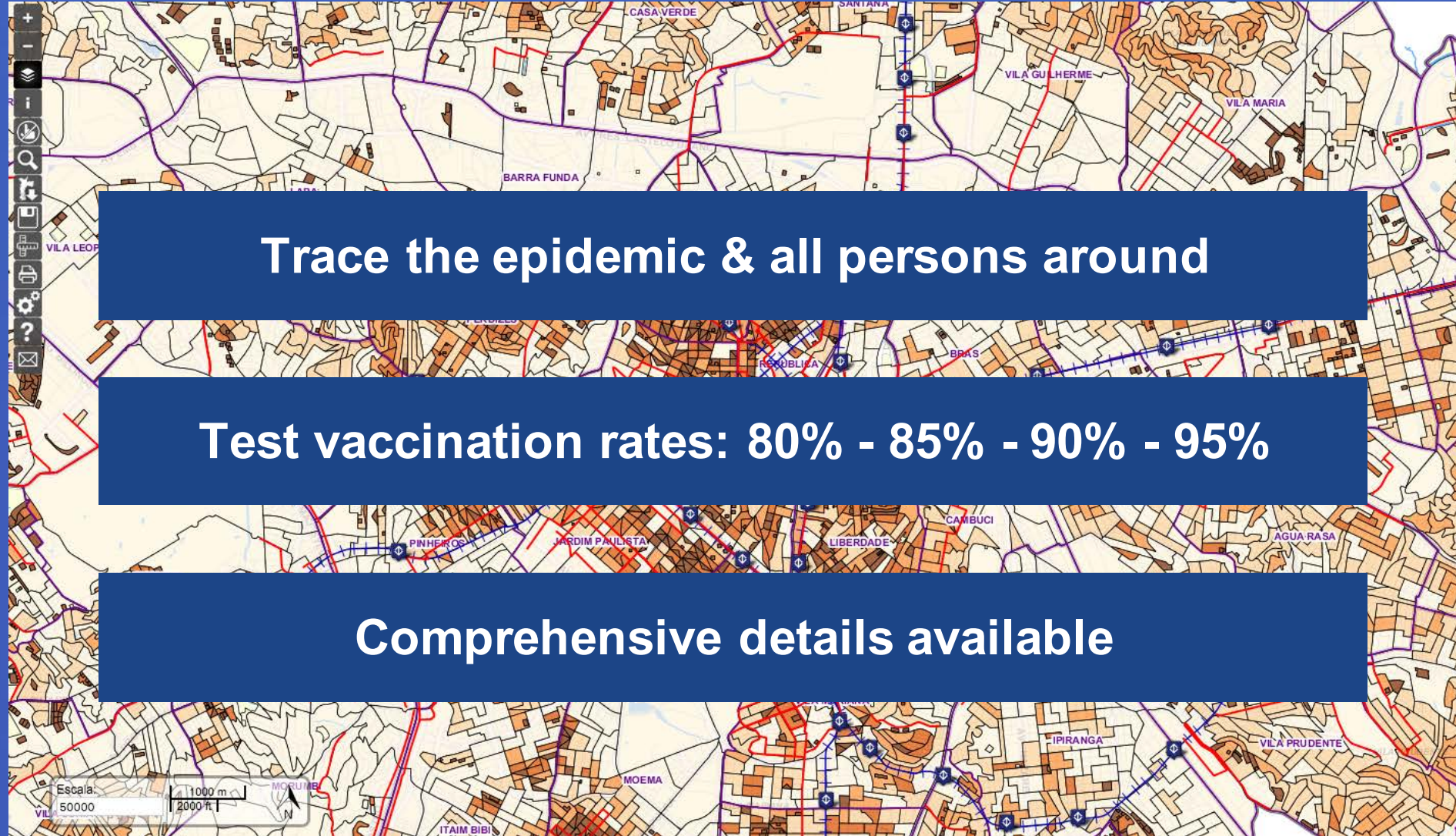
Note: Is surprisingly quick for someone so huge.

His favorite pair of

Interactive Website



2015 Measles Outbreak - Disneyland, CA



Trace the epidemic & all persons around

Test vaccination rates: 80% - 85% - 90% - 95%

Comprehensive details available

Business Model

3 step approach

1. Prototype website (seed money)

2. Partner up (i.e. KP, spokesperson, midwives)

3. Scale up, proof of concept

Return of investment:

Click traffic

Reduction of cost by increase of healthy children

Team



Florian

Computer
modeling and
simulation

Efra

Preventive
medicine and
public health
specialist

Amy

Infectious
Disease

Giulietta

Midwife-infection
control nurse
manager

Jonilda

Public Health

Ashis

Educator
Creative
Innovator