



NUS – College of Humanities and Sciences Case Competition 2023

28 September, 2023

Winners

| Position | Team name | Team lead's name | Team lead's home faculty | Case summary |
|----------|-----------------|-----------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1st | Delulu | Jain Tavisha | Faculty of Arts and Social Sciences | The 'Beta than Meta' Campaign targets youths aged 18-25 to address the problem of excessive social media usage. It leverages the Theory of Planned Behavior to shift attitudes, and subjective norms, encouraging participants to engage in a digital detox challenge. The campaign comprises three phases: raising awareness, detox challenge with friends and family, and incentives through partnerships with local businesses. |
| 2nd | Al dente | Taila Thia Nawaz | College of Humanities and Sciences | Spectral greyscale is a unique solution to combatting screen dependency. It gradually desaturates screens when used, and restores colours when not in use. Our solution is firmly grounded in neuroscience, and seamlessly integrates with Singapore's digital dependency landscape, including the SmartNation Initiative. We consider user motivation, cost-benefit analysis and cultural nuance to deliver a compelling and powerful case. |
| 3rd | Apple Ecosystem | Rachel Tan Jin Hui | College of Design and Engineering | Screen dependency is an increasingly normalised phenomenon, and existing solutions rely heavily on individual self-control. Scramble, a mobile application that promotes consistency and reduces the reliance on the user's self control, while providing a support system for screen-dependent individuals, is presented. To encourage uptake, a complementary outreach programme is also suggested. |