



AFFORDABLE LONDON

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1

Project Summary

Written Proposal, Guest Analysis, User Interview, Marketing Analysis



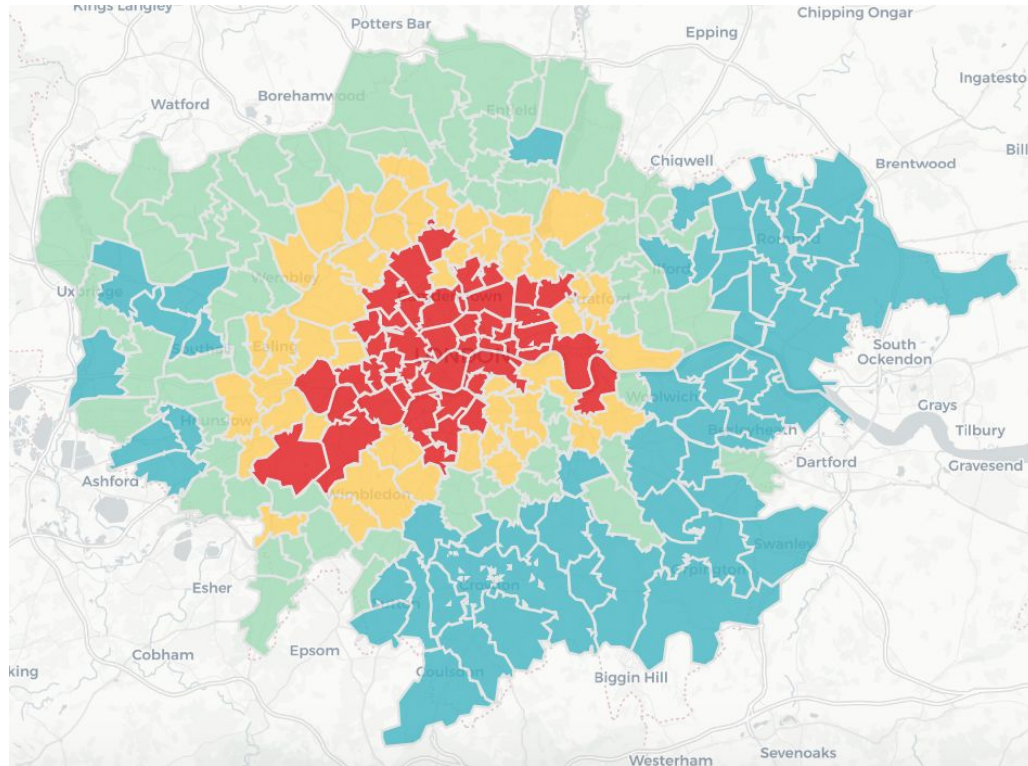
Written Proposal

Goal

- ◆ **Inform** the audience of the unaffordable renting costs in London
- ◆ **Invite** them to join in the movement to make London affordable again
- ◆ **Influence** the residents of London to take action

Procedure

We will be repurposing four standard red phone booths by redesigning the interior and exterior to resemble a typical apartment. By placing the booths in different neighborhoods within Greater London with varying rent prices, we hope to bring attention to the unreasonable living costs all over London, by providing statistics



Median monthly rent





LONDON RENTERS UNION





User Interview

“Living in London, transportation and rent is very expensive” - Wendy

“London is the most expensive city in Europe to live in” - Fred

“I have been living in London for almost ten years and it seems to me that the rent is increasing little by little. A lot of residents are forced to move out because of this” - Mary

“If I wasn't retired, I would not have been able to live in London today because of how high the prices are” - Jan



Guest Analysis



Upcoming

Suffers the most from the crisis. Working in London is difficult because many can't afford to live in London or even to commute from nearby cities as it all eventually adds up.



Settled

Less aware of high renting prices in London because they already own homes. Some are even ignorant, as they are unaffected.



Curious

Are interested in potentially purchasing a place in London. They buy living spaces and earn money by renting them out. Their decision to purchase affects the whole renting market.



Marketing Analysis

- ◆ Our primary target audience is the people who want to live in London but find it challenging because of how expensive the rent is there
- ◆ By giving free wifi with the first page being the website that provides info for events, and contact information for London Renter's Union
- ◆ We want people to spot the phone booths spontaneously, so in front of the phone booth we will have a big sign saying, "DID YOU KNOW" to create curiosity
- ◆ Under the phone booth, there are statistics of rent prices along with the cost of a square meter of land in different boroughs within London



Join the Movement

Three WiFi Call 9:25 PM 26%

londonrentersunion.org

GET UPDATES

Fill out the form below and we'll connect you with campaigns and actions happening in your area.

Name

Name

Email *

Email

Post code

Post code

SUBMIT

To: James Brokenshire, Housing Secretary

End Unfair Evictions - abolish section 21

GR Campaign created by End Unfair Evictions campagin



Scrap Section 21 of the Housing Act 1988, otherwise known as "no-fault evictions".

47,007 of 50,000 signatures

Sign the petition

First Name * ?

Last Name *

Email *

Postcode *

I'd like to be emailed about this, and other great 38 Degrees campaigns

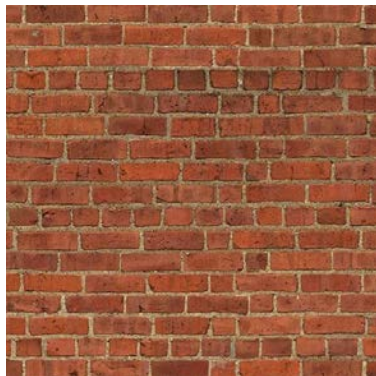
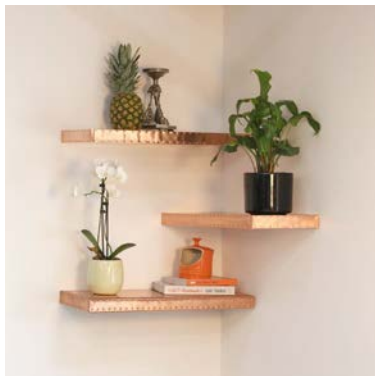
- Yes, keep me informed via email
- No, don't send me emails or keep me updated in future
- I agree to End Unfair Evictions contacting me by email about their campaigns and other work.



2

Look Book

Site Analysis, Mood Board, Concept Sketches,
Process Photos





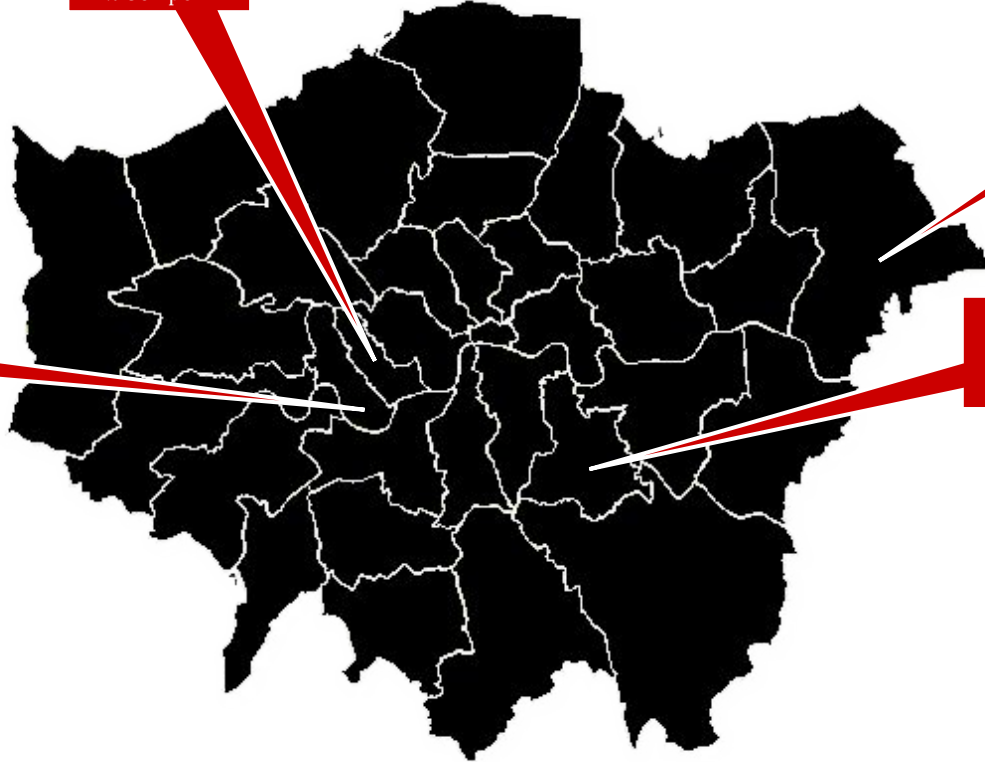
Site Analysis

Camden
£8,661/m²
£1304 pcm

Havering
£4,185/ m²
£852 pcm

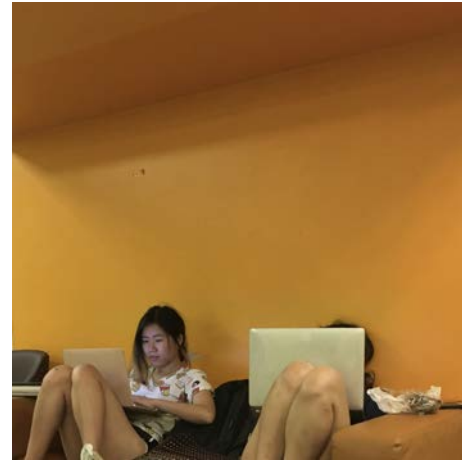
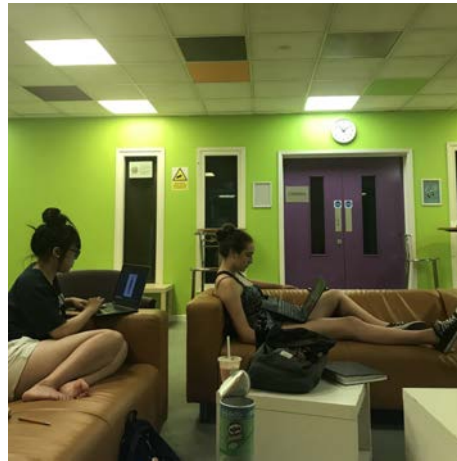
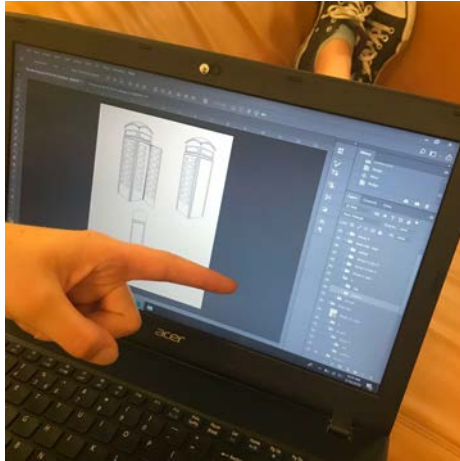
Kensington
£23,216/m²
£1948 pcm

Lewisham
£3,641/ m²
£1128 pcm





Process Photos

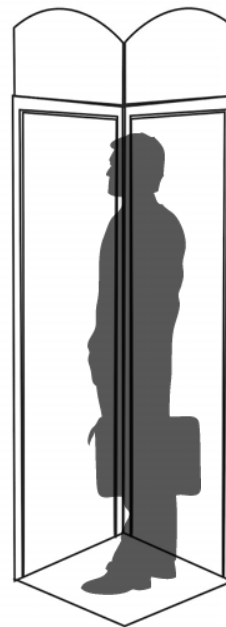
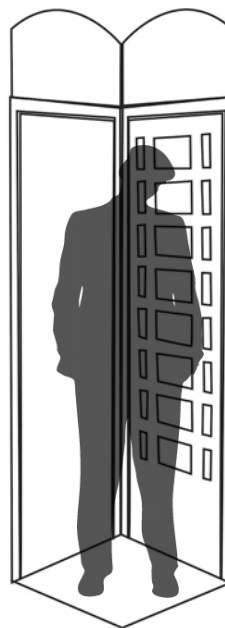
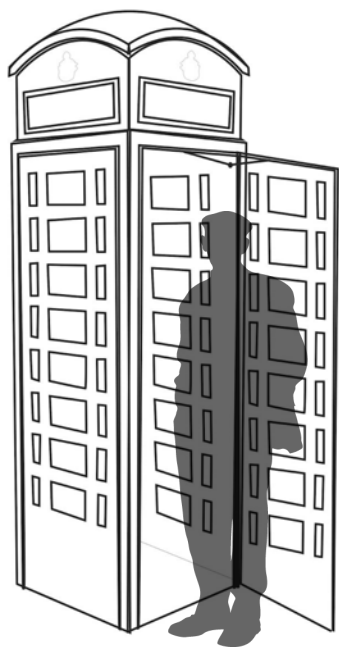


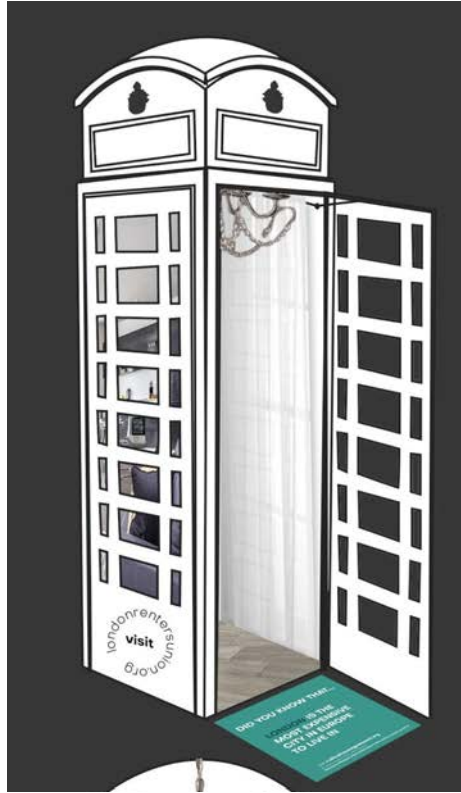


3

Design Visualization

Prototype Renderings









Final Poster Design

DID YOU KNOW THAT...

**LONDON IS THE
MOST EXPENSIVE
CITY IN EUROPE
TO LIVE IN**

- ◆ This will be placed in front of all phone booths acting as a doormat. The message “Did you know that” will help catch the eye of passersby, drawing them into the phonebooth.



Final Poster Design

**IN CAMDEN, HOUSING
PRICES CONSIST OF:**

**£8,661/m²
£1304 MONTHLY RENT
PRICE FOR 1 BED**

visit radicalhousingnetwork.org
go sign the petition to end unfair evictions
<https://you.38degrees.org.uk/petitions/end-unfair-evictions-abolish-section-21>

**IN HAVERING, HOUSING
PRICES CONSIST OF:**

**£4,185/m²
£852 MONTHLY RENT
PRICE FOR 1 BED**

visit radicalhousingnetwork.org
go sign the petition to end unfair evictions
<https://you.38degrees.org.uk/petitions/end-unfair-evictions-abolish-section-21>

**IN KENSINGTON, HOUSING
PRICES CONSIST OF:**

**£23,216/m²
£1948 MONTHLY RENT
PRICE FOR 1 BED**

visit radicalhousingnetwork.org
go sign the petition to end unfair evictions
<https://you.38degrees.org.uk/petitions/end-unfair-evictions-abolish-section-21>

**IN LEWISHAM, HOUSING
PRICES CONSIST OF:**

**£3,641/m²
£1128 MONTHLY RENT
PRICE FOR 1 BED**

visit radicalhousingnetwork.org
go sign the petition to end unfair evictions
<https://you.38degrees.org.uk/petitions/end-unfair-evictions-abolish-section-21>

- ◆ These posters will be placed in the center of the phone booth. It contains shocking statistics about the different prices of housing in London.



4

Design Palette

Graphic Specifications



Materials

- ◆ Appliques (Did you know)
- ◆ Prints (brick wall and apartment interior view)
- ◆ White curtain, chandelier
- ◆ White paint for exterior
- ◆ Hardwood floors



Graphic Specifications

Presentation Slides

Font

- ◆ Titles: **Montserrat**
- ◆ Body copy: **Open Sans**

Colors

- ◆ **#000000**
- ◆ **#FFFFFF**
- ◆ **#cc0000**
- ◆ **#363636**

Poster Design

Font

- ◆ Titles: **Octarine Bold**
- ◆ Body copy: **Octarine Light**

Colors

- | | |
|--|--|
|  #3C968B |  #104F56 |
|  #804E8A |  #D0A2CB |
|  #DCA65E |  #F8ACAE |
|  #DD5958 |  #0C0C0C |
|  #6D6AB0 |  #A45826 |



Thank you!



Any questions?