

# M.I.DOLL

## the personal health companion

APRIL 2020 - KYOTO: MANA KOBAYAKAWA | KENTA SUZUKI | GERGELY PÉTER BARNA

Since the emergence of the privacy debate, the collection of health data has been a crucial factor. With the developments and debates around prevention and containment measures for the coronavirus pandemic in 2020, the relevance of health data skyrocketed. M.I.Doll is a project that takes the topic to a visual extreme, posing questions regarding the relations between individual and societal benefit, but also about the communication processes of governmental services and public interest.

### INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

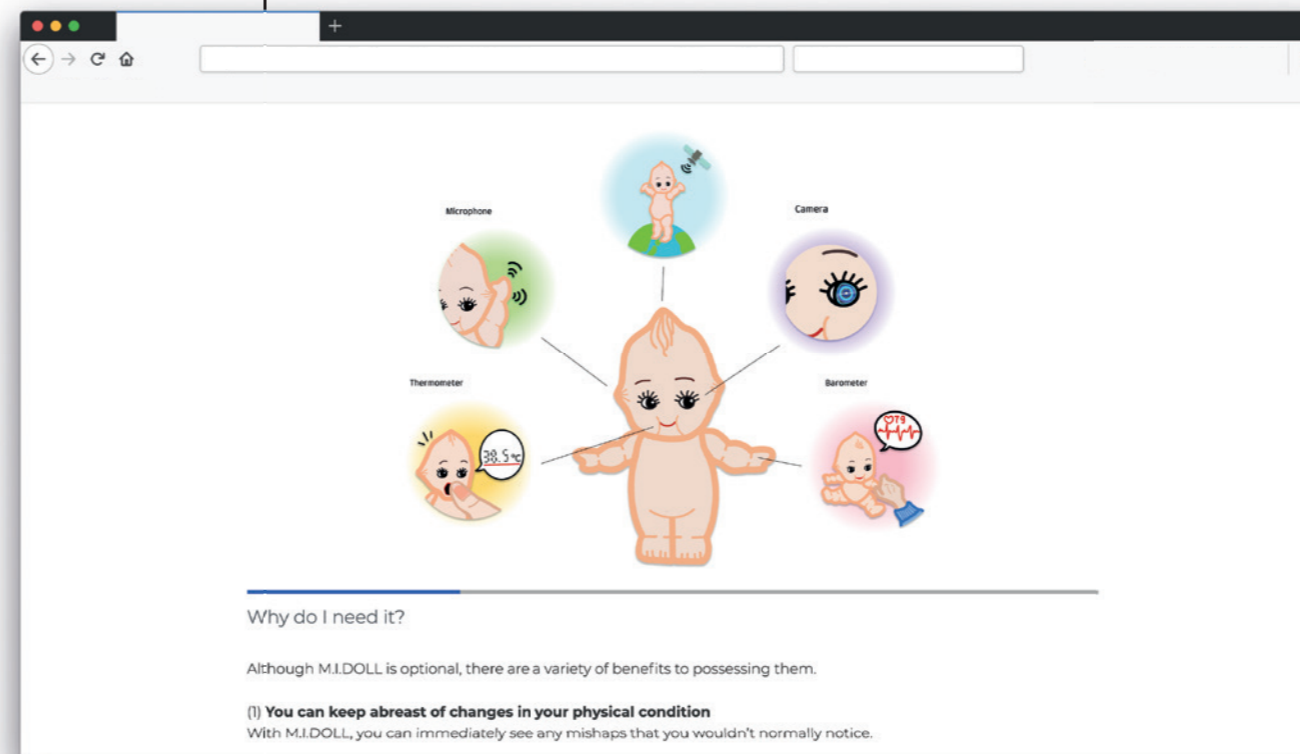
In this project, we took the Japanese government's point of view and came up with M.I.DOLL, a system that uses dolls to support people's health. Given the pandemic in 2020, we anticipated a future in which hygiene awareness has risen and health has become even more important. We speculated about what it would be like if the government were to control health data for the sake of the national interest and to avoid any backlash from the public.

M.I.DOLL is a doll that collects all kinds of information about people's health and transfers it to the government, which then uses that information to assess people's health status and provide individuals with the appropriate treatment.

If you apply for it at birth, you will be given the doll for free and you will carry it around with you like a teddy bear for the rest of your life. People who own a doll will benefit greatly from it in both medical and economic terms, but they must be prepared to take the risk of having their personal information in the hands of the government.

Because it is the government to use M.I.DOLL to manage the information of the citizen, some of the people will be critical about it. However, the actual health benefits are significant, so, if the government can explain the advantages to the citizens well, we believe that the public will gradually be convinced to apply for M.I.DOLL. This is evident from the fact that under the current coronavirus situation, the percentage of Japanese people

who wear masks and refrain from going out has been extremely high, even without the government's highly enforced request.



## WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/SERVICE?

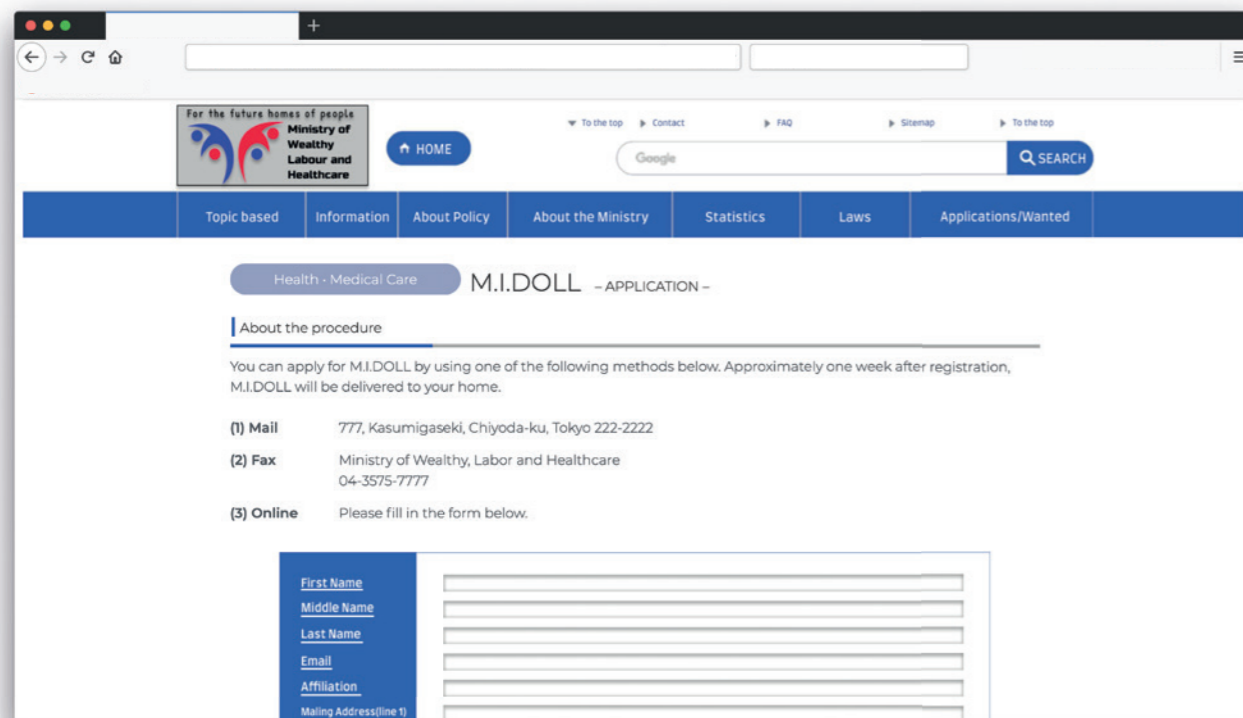
The societal topic we've focused on is the battle between the government and the public over "personal information". Initially, we were trying to figure out - from a governmental standpoint - how we could collect personal information from the public without being dictatorial, while gaining their understanding. However, we gradually realized that such a solution would be very difficult to achieve, considering that the mass media cuts out or spreads some of the government's words and actions and that the public easily is incited by that. So we began to think about how we could reassure the public by deceiving them because it's faster

and easier. This is very ironic because this is what the current government in Japan often does today. In order to achieve this concept, we set up a number of traps, including a way to gather information. For example, we set up M.I.DOLL as something that can be applied for and used by individuals from the moment they are born. We believe that if it becomes part of their lives from childhood on, they will be more likely to get attached to it and pass it on to the next generation. Also, as for the website, we only put the benefits of the product on the mainpage and only subtly mention the risks in the notes section of the application as it is often the case. Our point here is not to say "don't trust the government", but rather that - while the government's approach is wrong - the ignorance of

the mass media and the public in allowing it to happen is also a problem. Even in this coronavirus situation, we have seen a lot of people being duped and agitated by the mass media's slices of information, even if the government was implementing the right policies.

a perfect choice for the symbol of our health care system without creating a negative impression on the public. We also thought that we could make a strong impact on the viewer by setting up the doll to take its temperature by putting a finger in its mouth or something like that.

Furthermore, we posed the question of which reality would be better: a life controlled by the government but less threatened by viruses and other disasters, or a life in which emergency response is slower but individual freedom is more respected. This is an issue that will surely be debated in the near future, and I believe that M.I.DOLL will have a strong impact on the viewer, which will provoke people's sense of urgency and stimulate discussion.



## DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

There are several reasons for this specific look of the product. First of all, we simply thought of caretaker dolls as an item that people carry around with them from childhood and become attached to. And then we came up with the Kewpie doll, which most Japanese people are familiar with and which is both cute and creepy, but also copyright-free. Kewpie is a figure used in the logo of a mayonnaise brand and is very popular in Japan. The original Kewpie comes from Cupid, which is a symbol of love and peace. Therefore, we thought the Kewpie figure would be