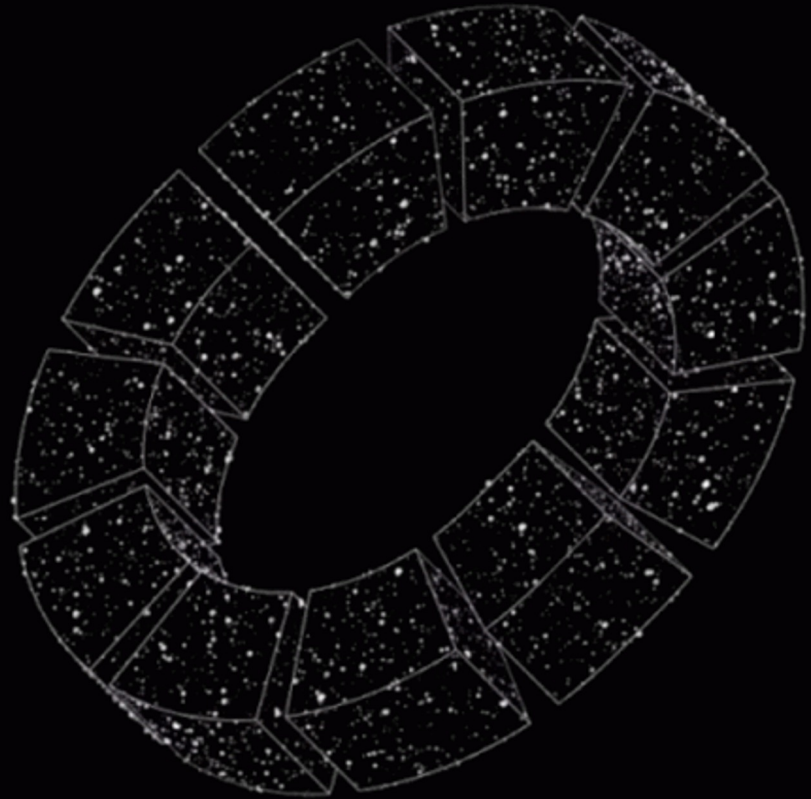


Limbo

Alison | Astha | Hannah | Shrutika



RESEARCH QUESTION:

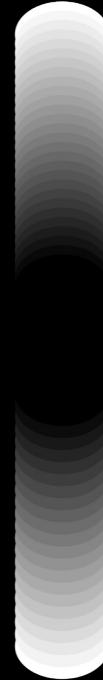
Does the *demand for content* need to be a choice *between two extremes*?



HYPOTHESIS:

Demand isn't binary.

We find ourselves
caught between the
extremities of choice.



LIMBO:

an uncertain period of awaiting a decision or resolution; *an intermediate state* or condition



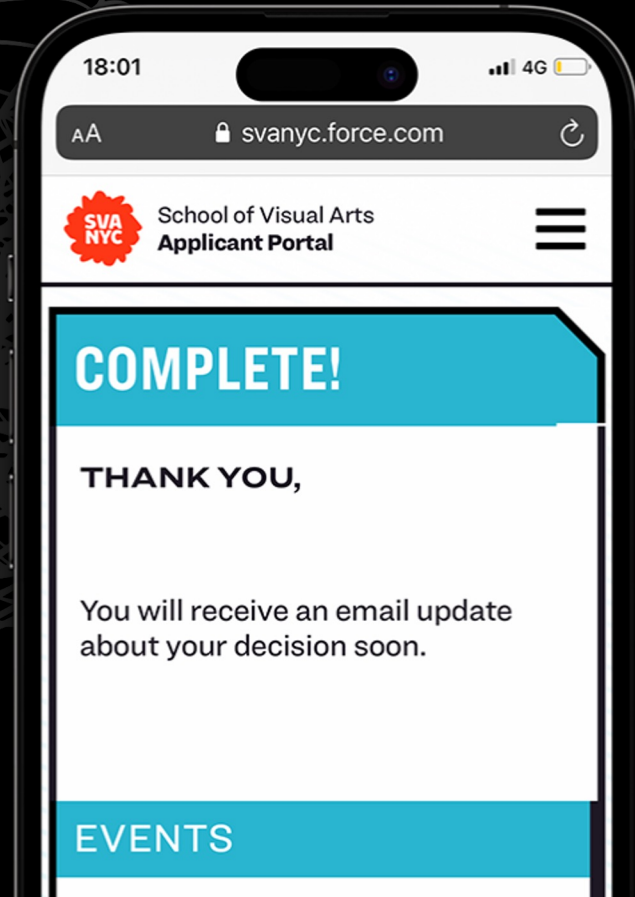
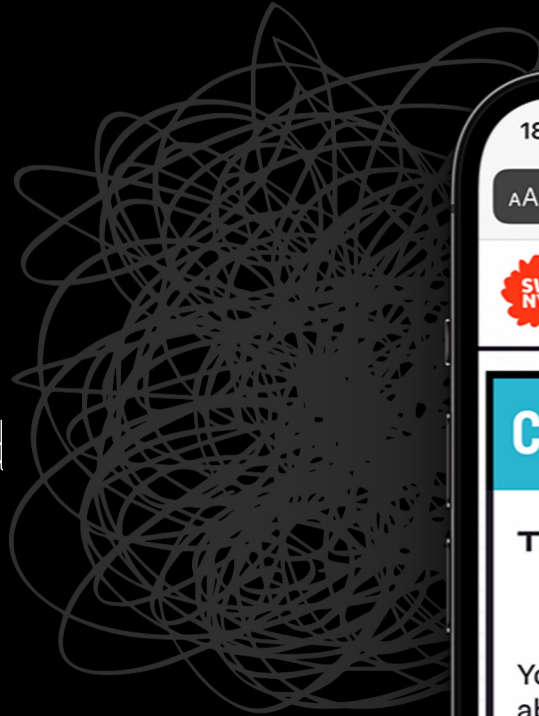
Between
one *destination*
and another

Between
'we' and
'what are we?'

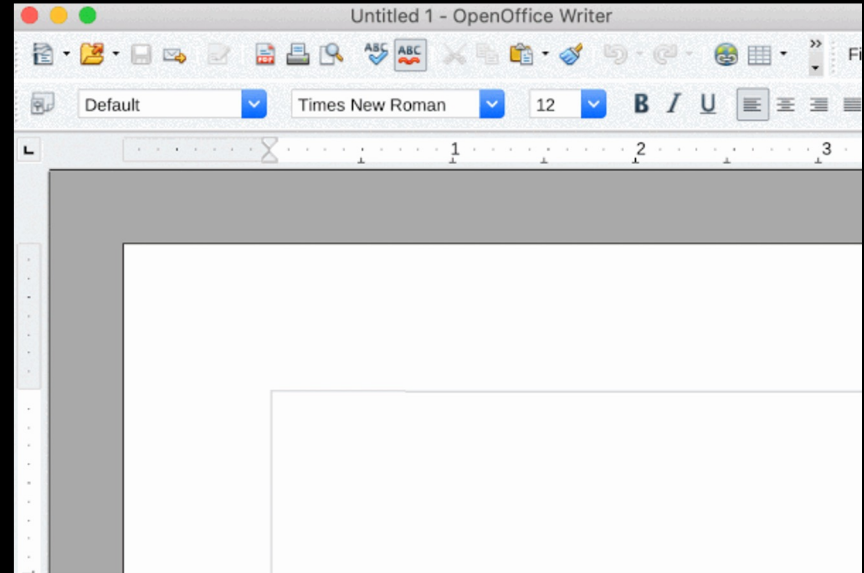
SITUATIONSHIP
S
SITUATIONSHIP
S
SITUATIONSHIP



Between
anxiety and
excitement



Most of us assume
being in limbo means
being *stuck*



Dante looked at the *Purgatory* as a *designated space for change*.

"...perhaps the most original aspect of Dante's version of Purgatory is that the souls in Purgatory are in the *process of change*. They suffer, but not simply in order to repay a debt: they are suffering in order to *become good*."



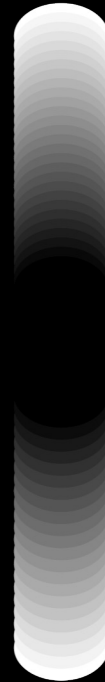


When you
don't know what's
going to happen...

Anything can.



Looking at Limbo
through the *three*
lenses



EXPERIENCE

EMOTION

NARRATIVE

EXPERIENCE

Limbo affords people
the space to be *more
than just one thing.*



EMOTION

To breath fresh air
into a *comfortable*
classic.



**The Hot Shoe Right Now Is Called a Dad Sneaker. What
Do Dads Think About That?**

Despite the 'did you get those at Payless?' look, dad sneakers are fetching upward of three times their sticker price on the resale market

NARRATIVE

To create the worlds
we want to see.

FORBES > BILLIONAIRES

Fifty Shades Of Green: How Fanfiction Went From Dirty Little Secret To Money Machine

Hayley C. Cuccinello Former Staff

Following the world's richest people.

Feb 10, 2017, 12:20pm EST

“Bella Swan is drafted in to interview the reclusive enigmatic Edward Cullen, multi-millionaire CEO of his company. It’s an encounter that will change her life irrevocably, leading her to dark realms of desire.”

Sound familiar? The characters are the lovers in Stephenie Meyer’s *Twilight*, but the premise is the same as *Fifty Shades of Grey* by E.L. James. The erotic trilogy, originally titled *Master of the Universe*, was posted as *Twilight* fanfiction on Fanfiction.net under the pen name “Snowqueens Icedragon” in August 2009.



Because the
absence of certainty



Because the
absence of certainty

holds the
presence of possibility.

The world is embracing this *flexibility*
and ambiguity now more than ever.


Rebecca Berry

23 January 2023 [Comment](#)

GENDER PROTECTED CHARACTERISTICS MENTAL HEALTH

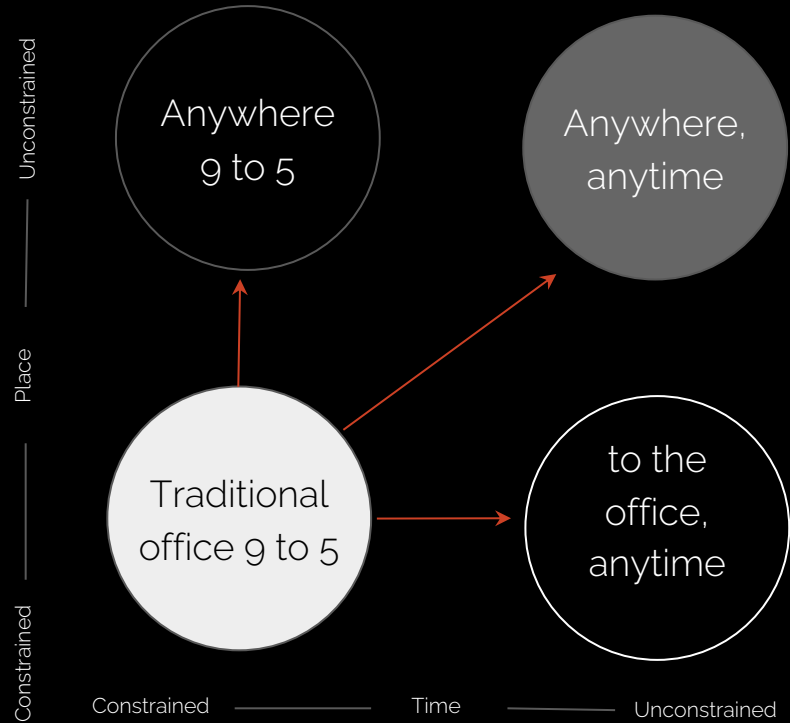
Why your company needs a gender expression policy

GOOGLE TRENDS: "NON-BINARY GENDER"


Interest over time 

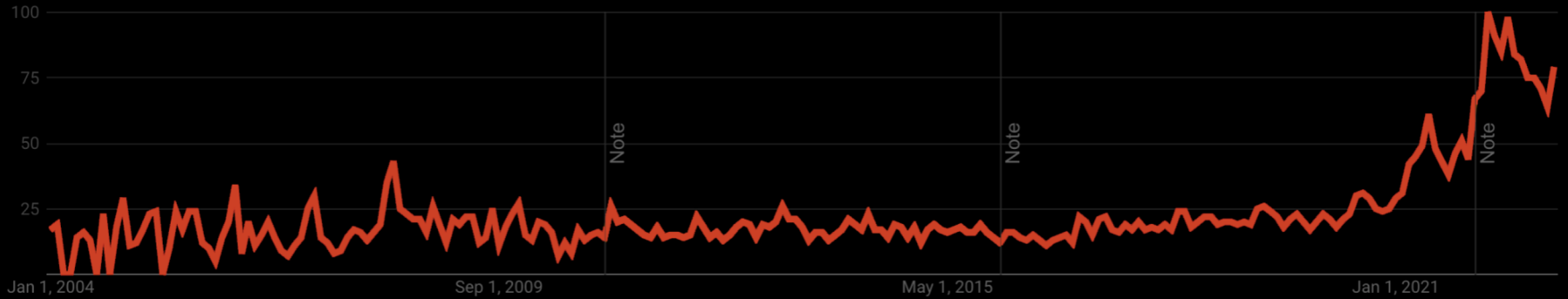


Work arrangements in place and time.

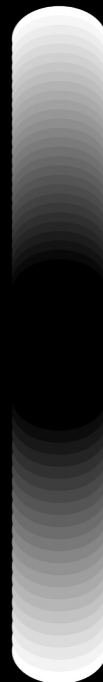


GOOGLE TRENDS: "HYBRID WORK"

Interest over time 



To sum up the
observations



EXPERIENCE

People want their experience to be dynamic and ever-evolving.

EMOTION

People turn toward the familiar to generate a sense of comfort in the face of the unfamiliar.

NARRATIVE

People don't let what they love die and they create the things they love that don't yet exist.

OBSERVATION

There is a *realm of possibility* that exists *between polarities*.

OPPORTUNITY

How might Quibi build for *dynamism* and *activate the "limbo"* that *breaks the binaries* of choice?

EXPERIENCE

What if Quibi *changes* every day so
it's *never the same*?

EXPERIENCE

What if Quibi changes every day so it's never the same?

EMOTION

What if people could *align* Quibi to their *sentiment in the moment*?

EXPERIENCE

What if Quibi changes every day so it's never the same?

EMOTION

What if people could align Quibi to their sentiment in the moment?

NARRATIVE

What if Quibi's world is *built with its people?*

