

# INTRODUCTION

## FINAL PROJECT

Bachelor of Art, User Experience Design  
London College of Communication

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## Speculative Design - The Equity Life Plan

This project aims to explore and satirise the dystopian reality of 'equality for everyone' under extreme centralised rule by constructing a utopian society in a fictional future. In this utopia, the government takes health as the basis of social stability, and through comprehensive monitoring and predictive analysis of citizens' health data, it can precisely manipulate individual behaviours in order to maintain social order and "unity". This setting not only reveals the essential contradiction between centralisation and utopia, but also questions the tendency of government and capital to misuse data and erode individual freedom in the real world. The project reflects on a key issue: when health becomes a tool for stability, is the sacrifice of individual freedom still justified?

