



Product Design studio

Presentation / Sept' 2019

# Designing for social impact

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Introduction

# Evaluating ideas through research

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To design for social impact, BNB & Co approached marginalisation in a new frame.

## **Designing for marginalisation or disadvantage is complicated**

**Prior interventions we explored were great advertising, but had low impact**

**Our communication of our position - was initially hard to interpret for stakeholders**

**To cement the merit of our direction - BNB & Co designed and conducted multiple conceptual, product, and interaction evaluation activities**

# Ideation themes

Introduction

**Create empathy through self reflexive interactions in bespoke artistic or pragmatic interventions in a way that evinces empathic realisation and critical thought**

**Engage citizens in spheres of their local communities people and organisations in an active way (through thought, financial, informational methods)**

**Communicate how our unawareness of technological illiteracy creates an exclusive environment and leaves people by the wayside**

**Create artefacts that when interacted with leave a lasting impression and seek sharing - change thought paradigms individually that are shared digitally at scale.**

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# **Research objectives**

Introduction

**To understand current user experiences and perceptions on community organisations, donations, marginalised groups and digital artwork**

**To understand and capture future user perceptions/imaginings of interactive artwork concepts**

**To understand what users would expect of and be looking for in these concepts (aesthetic, contextual, focus)**

**To capture what ways users imagine they would interact with these concepts**

**What messages do these concepts immediately communicate**

**To theorise how feasible and viable these concepts are**

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**How do these concept imaginations make people feel and are they theoretically supportive of ideation themes**

## Online survey

Evaluation method

User testing

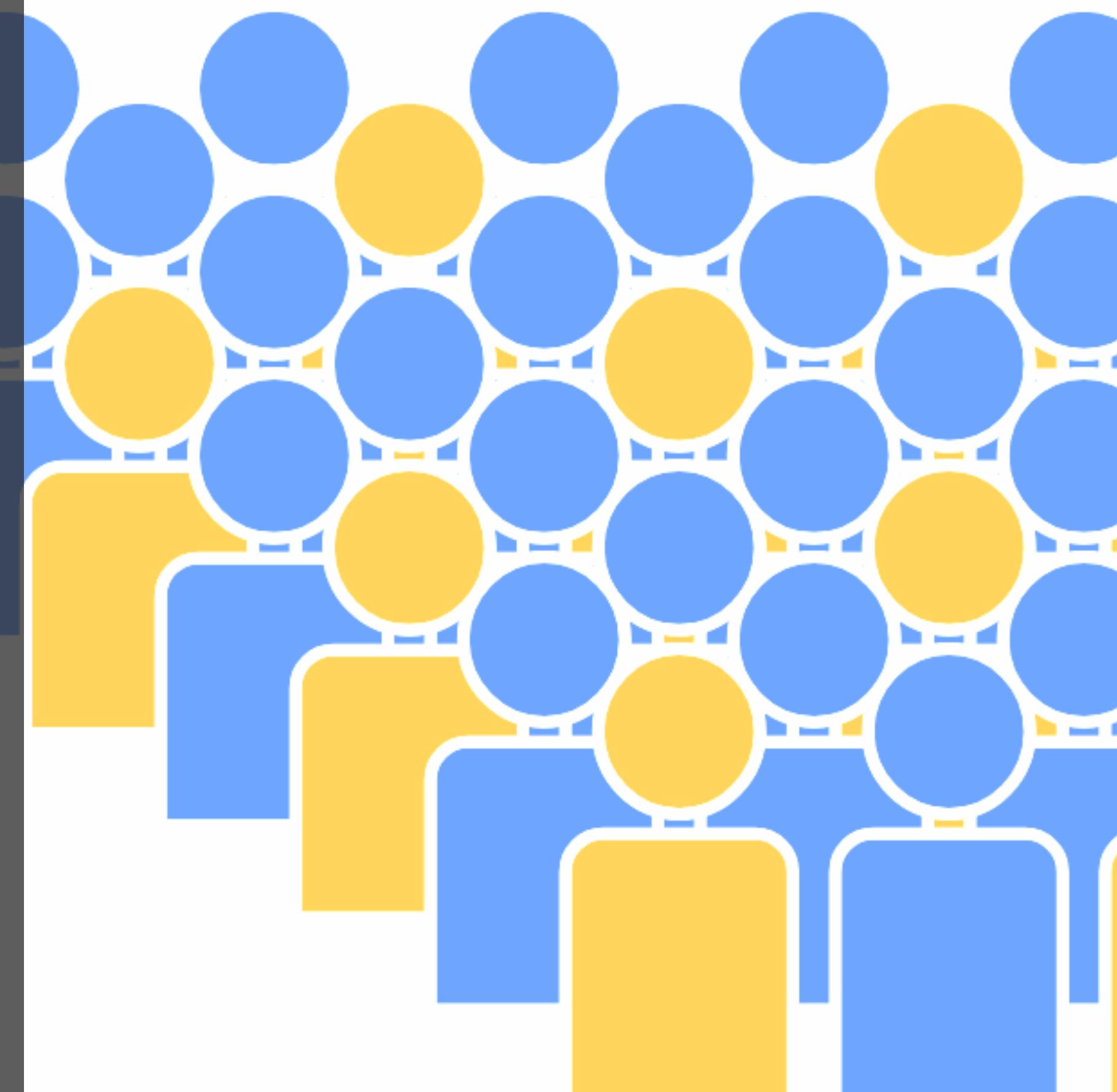
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**Collecting quantitative and qualitative data on behaviours and attitudes associated with donations and charitable organisations**

**It was essential to our understanding and design process to collect behaviour and attitudinal data towards charities from a local Sydney perspective**

**The survey was created based on secondary research and delivered via Google Forms**



## Evaluation method

User testing

# Pre & post experience questionnaire

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A combination of a short semi-structured interview and statement cards to be rated were presented to each participant pre and post experience test

We needed a way to evaluate whether or not our assumptions about the target demographic were correct.

Each participant was given a sheet of paper with Likert scales corresponding to each statement and asked to read each one aloud and respond on the scale

Name: Cindy N \_\_\_\_\_

Pre / Post

Place an X in the circle to mark your answer

1.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Strongly dislike	Somewhat dislike	Neither like or dislike	Somewhat like	Strongly like

2.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree

3.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree

4.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree

5.

<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree

# **Concept statements**

Evaluation method

User testing

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**Concept statements capture participants initial response towards the functionality, emotive and visceral aspects of each concept**

**The questions primed the participants for the experience walkthroughs and provided a tangible frame to base their responses on.**

**They were asked firstly, to provide their initial thoughts. Then asked questions about how they imagine the prototype to work, look like, and where it would be displayed**

You are walking past a large digital screen. As you walk by, you realise male figures are appearing beside you. When you look at them, harassing speech appears above them. At the end of the display is a PayPass terminal asking for donations.

You walk by a bench that looks unlike any you've seen before. You sit down, after a moment, parts of the bench poke up from below you, causing you to stand. You try again, this time to lay on the bench, and nothing pokes up.

You approach an artwork made of a portrait mirror with multiple screens surrounding it. On one screen you read "#27, Male, 24, curious." You look into the mirror and it flashes. A different screen refreshes and "#28, your gender, age, emotion" appears.

# **Low fidelity Experience walkthrough**

Evaluation  
method

User testing

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The session facilitator guides the participant through the conceptual experience, revealing only the salient aspects.

Participants constant commentary is required so that they may easily surface their unfiltered likes, dislikes and suggestions.

We provided the participant with a scenario and asked probing questions as we observed their interactions with the prototype.



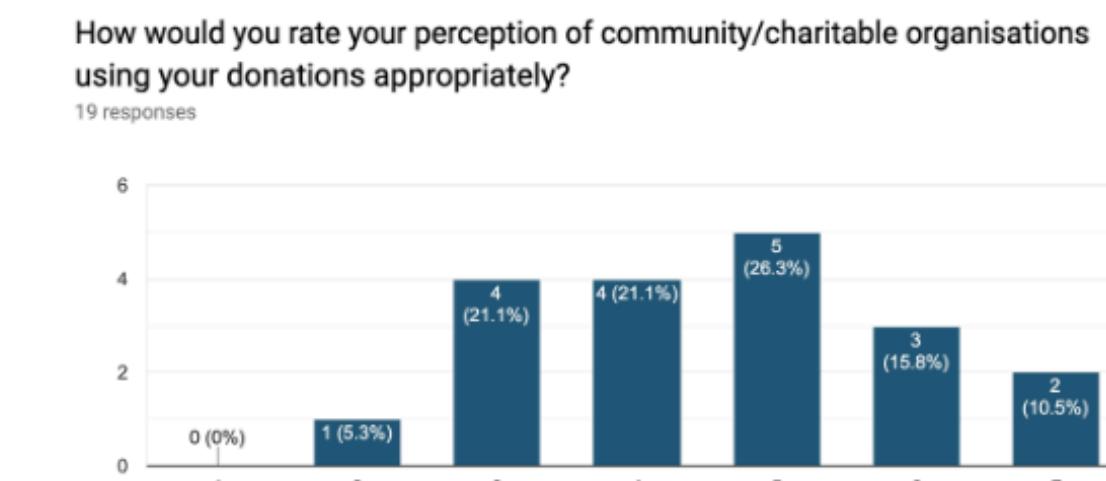
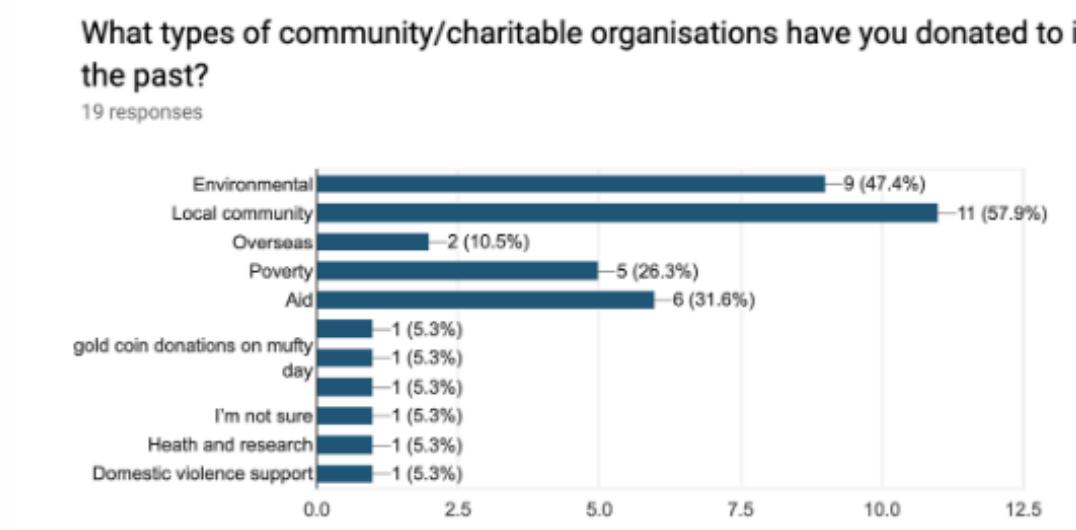
# Data analysis

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Synthesis

As we collected a large variety of quantitative and qualitative data from multiple focused and relatively open research methods - traditional affinity diagramming analysis would not have served our data synthesis well.



Synthesis

## Overall first round qualitative findings

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**Participants did not know where their money was going and lacked trust in organisations**

**The easier and more convenient it was to donate, the more likely they were to give to charities**

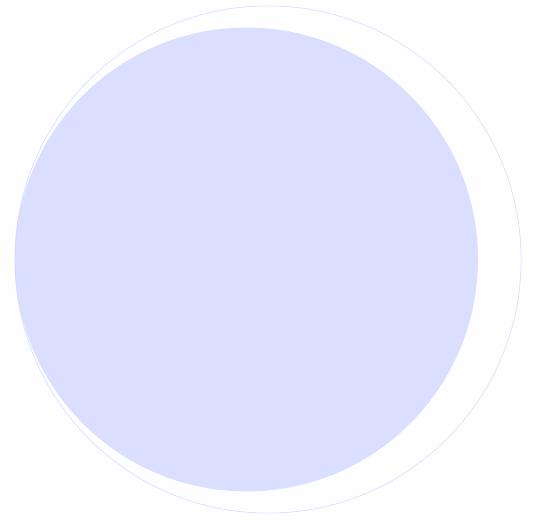
**People are more likely to donate if they are not forced or pressured into it**

**Most participants could sympathise with, but found it hard to relate to homeless people**

**Women feel unsafe when being alone in public**

**Participants like the exploratory nature of artworks, but only when they can understand them**

**Participants are more likely to make one-off donations to community organisations through digital artworks using pay pass**



Concept 1

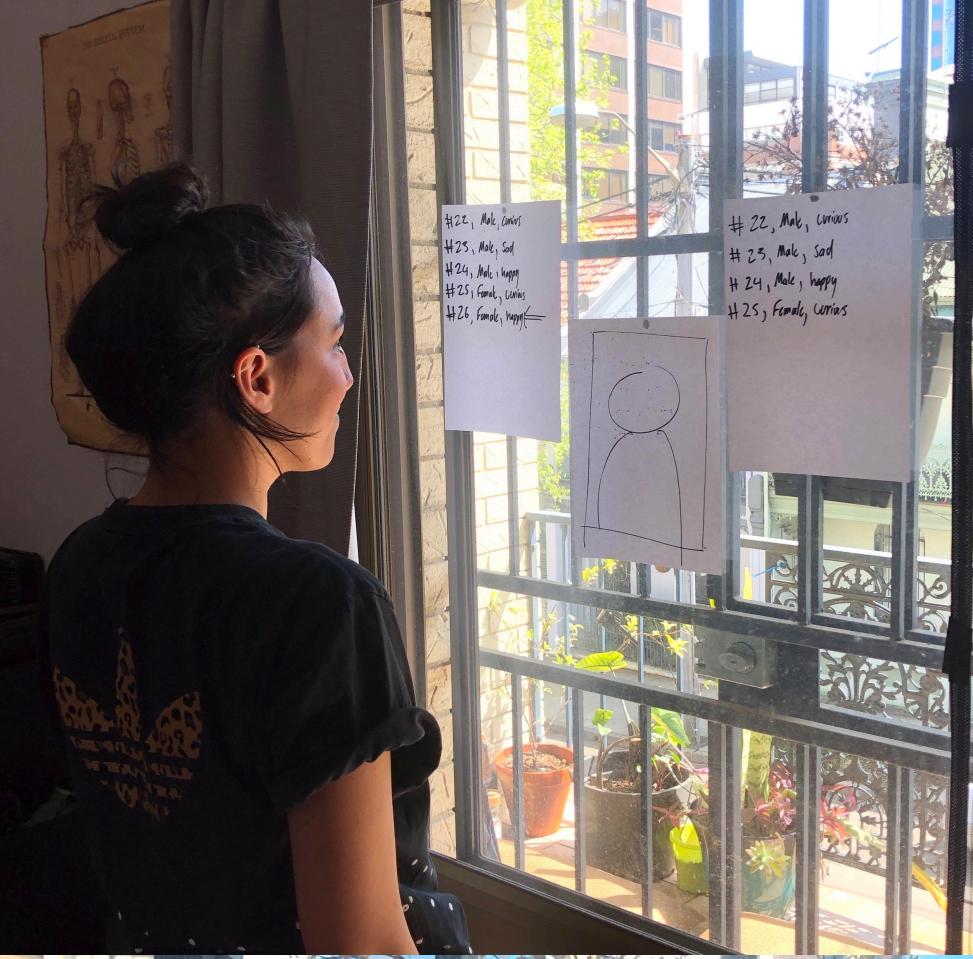
## Black mirror

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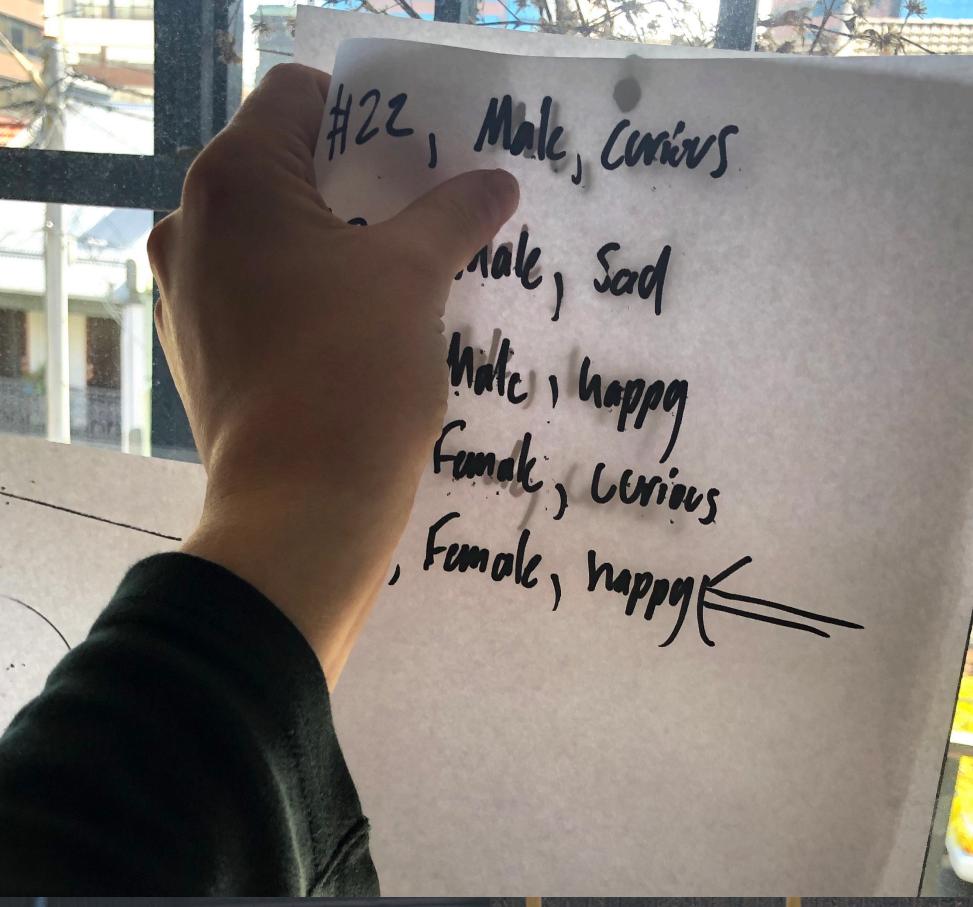
### **Engaging and able to catalyse further exploration and discussion around the topic**

*"I would want to interact with it, I would want to do the whole swipe thing that have a look around at the other screens" - Ruth*



### **Context of the interaction has a major weight in the effectiveness of the concept**

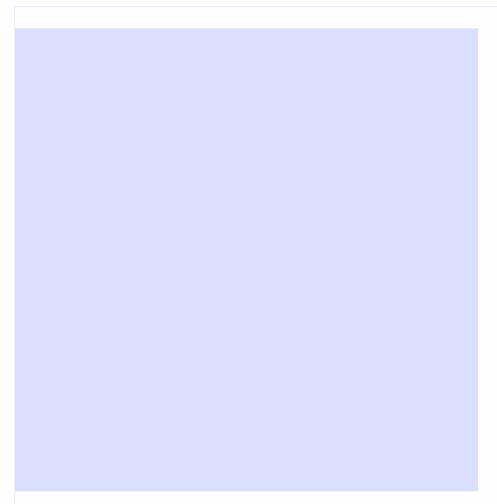
*"I feel like something like this would definitely be in an art gallery." - Cindy*



### **Evocative and able to generate self reflection**

*"Fearful. Because that's terrifying that a mirror can recognise my gender, age and emotion. Like, that's insane." - Cindy*





Concept 2

## Anti hostile architecture

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**The message only resonated with those that had experience or knowledge with homelessness or hostile architecture**

*"It does [evoke an emotion], maybe because it is something I am already familiar with, that these places are made to be sh\*t." - Ryan*

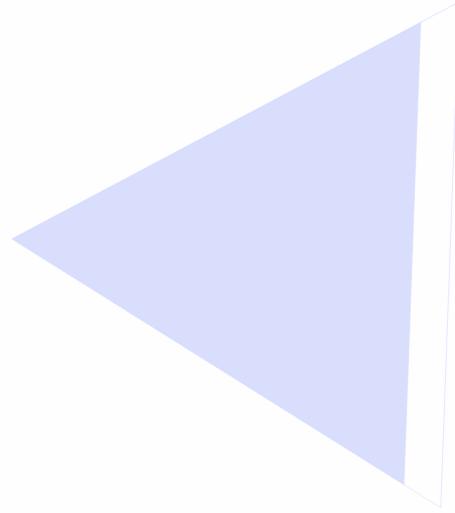
*"There's a reason why this weird bench is making me lie down, but I don't know if I'd be able to put two and two together. " - Cindy*

**The lack of supplementary information prevented users from exploring the concept further**

*"Very curious, but it's not straightforward...This requires you to do things in order for the message to be realised." - Cindy*

*"I guess you could have like a plaque on the back of the bench. Or, like, a sign maybe next to it." - Ruth*





Concept 3

## Harassment trails

### There's no archetype of a street harasser

*"I think the message would be realising that it's not just gross creepy males, it's everyone." - Ruby*

### Message of the harassment being gender based is unclear for men

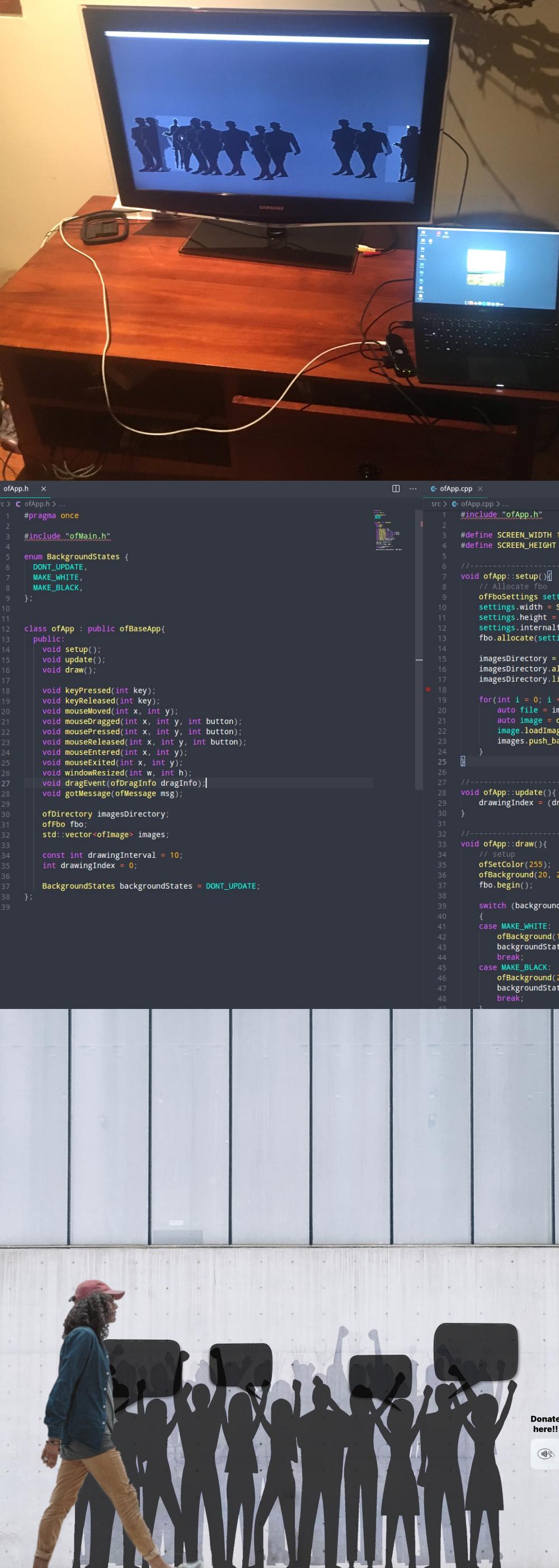
*"I'll feel like I've done something positive to help others but you know. It would be a fleeting feeling." - Chris*

### Potential to bring up trauma or offend

*"But something like that ... would be quite triggering... not the smartest way to communicate" - Ruth*

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Hero concept selection

# **Black Mirror**

## **AI surveillance**

### **awareness**

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Concept selection

## Concept selection & iteration

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The Black Mirror concept tested as being the **most evocative and reflective** of the concepts - however the messaging read as **critical of mass surveillance and privacy** in the urban environment, not our initial intent.

We reinforced this concept to relay this perceived message.

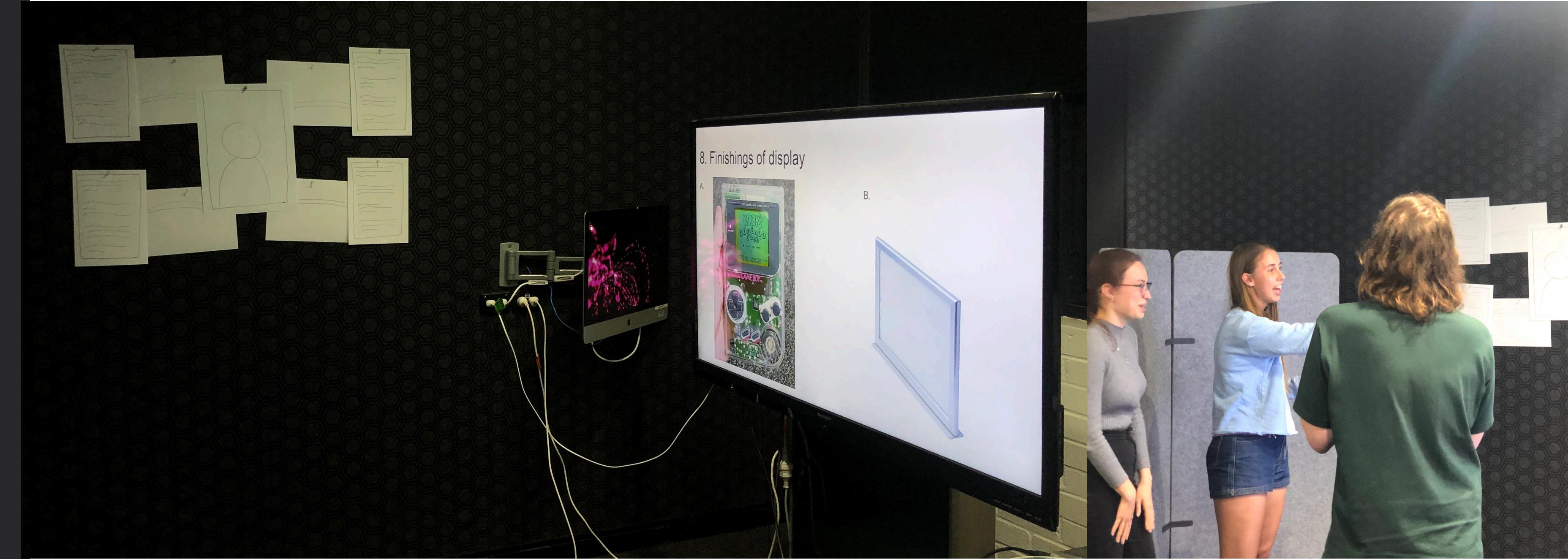
To expose these practices in a **tangible, illuminating way to those who may be in the dark**. We found the **anthropomorphised imaginations** of this concept strong in making these practices **relatable and provoking reflection and critique**. We knew **aesthetic and contextual considerations** would be critical to driving users perception that this **digital artwork** would cause **privileged people to fear these practices** and question why we simply allow them to occur.

Iteration

## Multivariate desirability study

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**An exercise where participants are offered different visual, interaction and contextual design alternatives and are expected to associate each alternative with an emotive or subjective response**

# User Insights

Findings

Presentation

## **Play on themes of threatening secrecy**

*"The same feeling that you weren't meant to look at this... this has another purpose and don't know what it is" - Anastasia*

## **Build a sense of mysterious power and helplessness**

*"I'd want it to make you feel insignificant and tiny." - Jodie*

## **Personify the installation, give it intent and agenda**

*"Makes it feel more alive if it has those hesitations like ooh I'm thinking about it." - Anastasia*

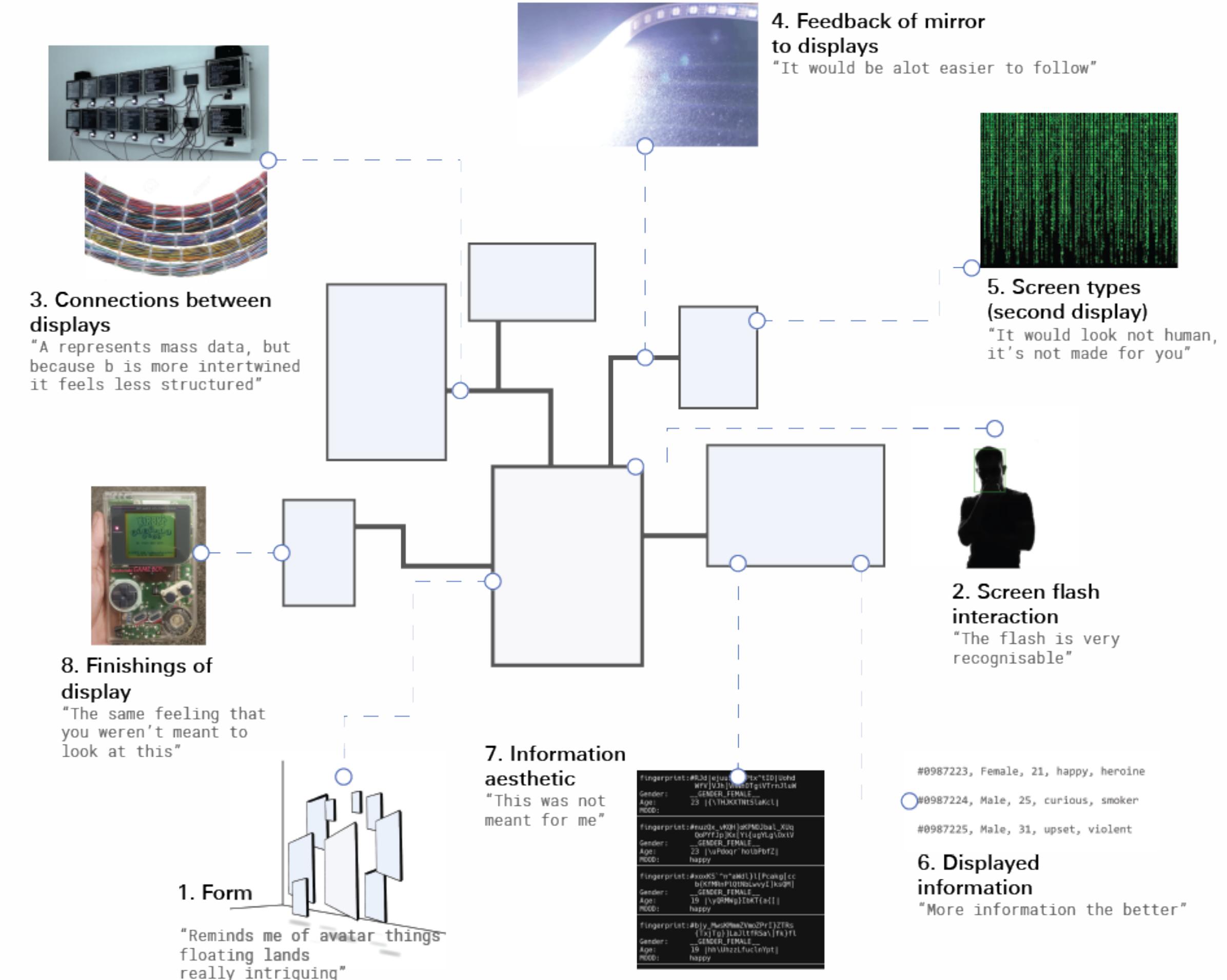
# Research visualisation

Black  
mirror

Iteration

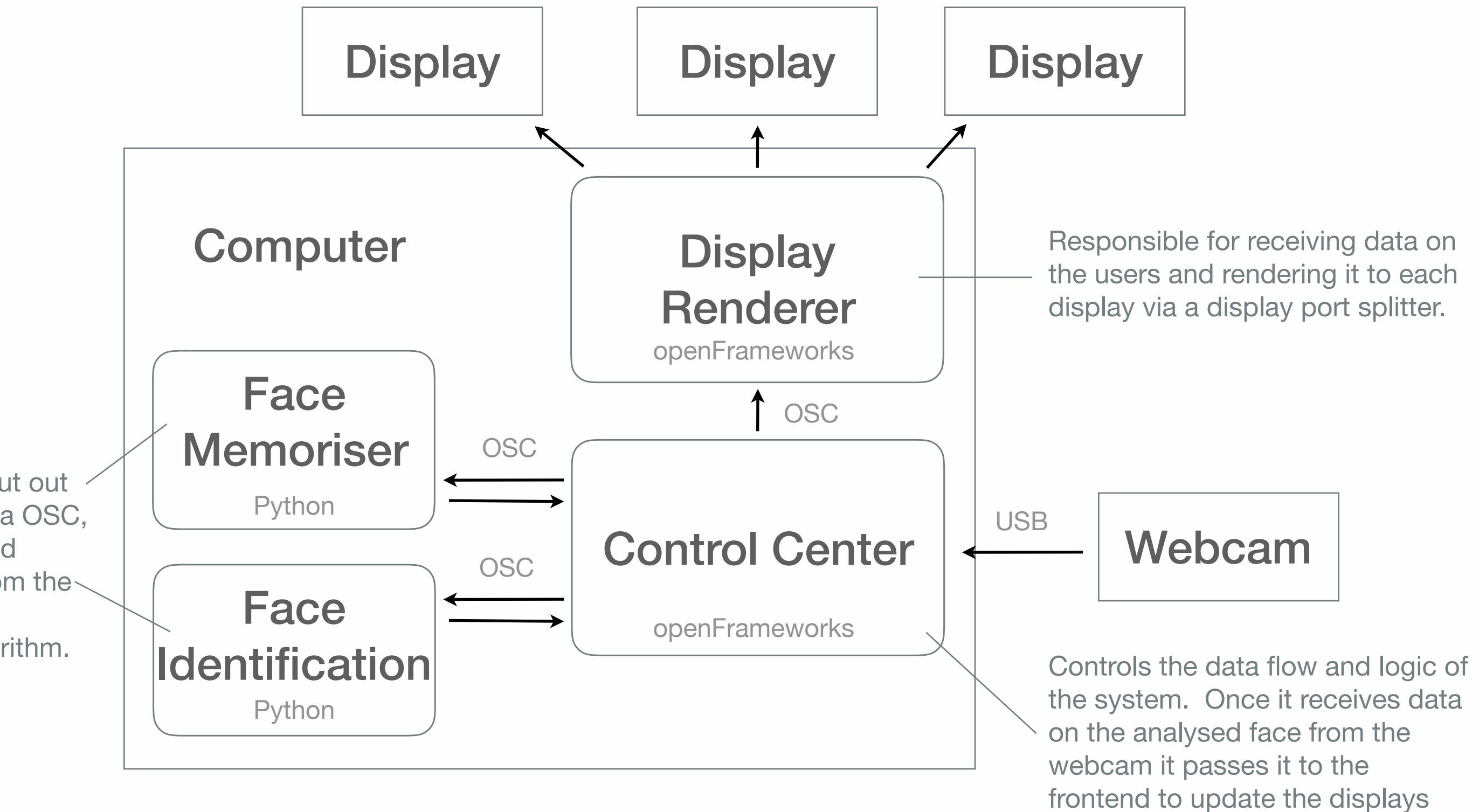
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# Technology

Moving forward

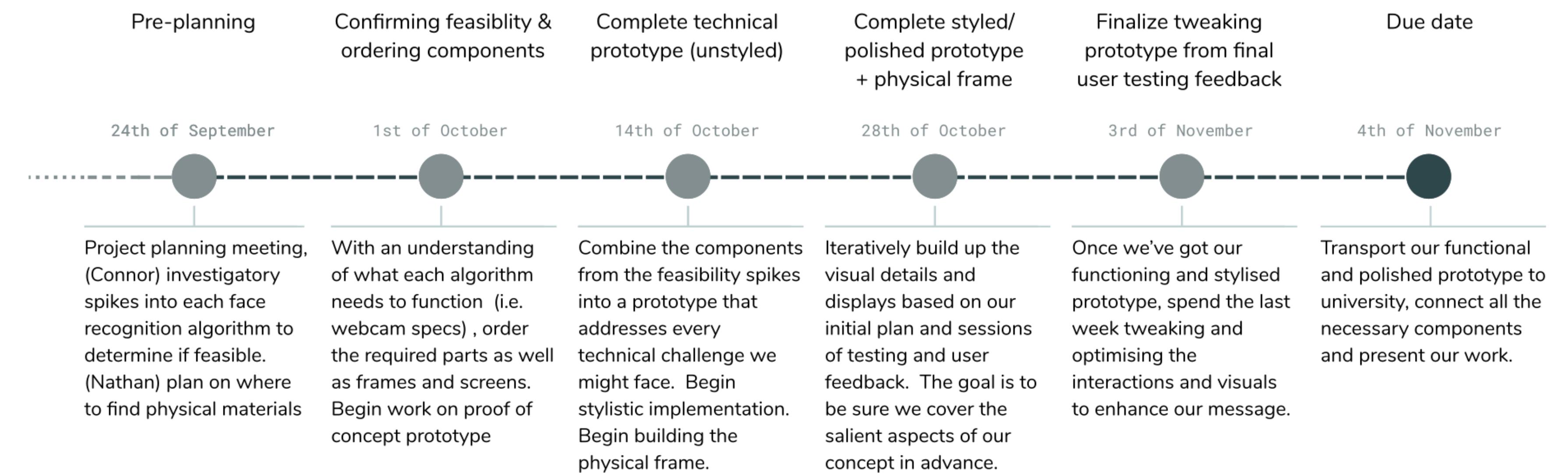


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# Implementation timeline

Moving forward



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Reflection

## Process reflection

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### **Exploratory Approach**

The exploratory co-design approach for the first round of user testing was critical to analysing the perceptions of individuals with a range of experience on each of these issues. Resultantly, we were able to quickly understand the strengths and weaknesses of each concept and develop feasible solutions for our second round of testing.

### **Refining our Concept**

The second round of user testing was an important step in addressing a challenge we uncovered in the initial round of testing; that some user's were less familiar and lacked awareness on some of the issues we were exploring.