

Pre

1. Neither like nor dislike

Well I mean I feel that people should be making more regular donations to communities but I guess if someone wants to make a one off one I'm happy for that as well. Why is that? I think it's a commitment and I think people can afford it. I think regular payment also helps people manage it for those. Who should be making regular? People who have good incomes should be able to afford, make regular donations and people with more variable incomes should be able to make on time donations.

2. Strongly agree

Well I think homelessness is a big challenge in our society and there are many causes of homelessness, whether it be mental health, domestic violence or bad luck and I think having a home gives a lot of people safety and security.

3. Strongly agree

I think you know, a lot of people don't respect people. Well not a lot but some people. Well men can also feel unsafe alone in public so I think both men and women can feel vulnerable, in certain circumstances, not all but some.

I think women can feel more vulnerable when alone in public. Men can make women feel unsafe if they're alone and I think men can sometimes blend into the background when they're alone in public (where as a women couldn't)

4. Somewhat agree

I think art in the sense of movies and plays can help me see things in a new way but I probably don't see things like, well abstract art or paintings or whatever.

5. Somewhat agree

Depends on the organisation. I personally donate to a whole series of current organisations currently, and I have a, I do regular donations. So rather than donate one off here and there it's a structured donation process. I'm less of a one off donator and more someone who donates regularly.

Concept Generic

1. I guess you're trying to put the person into a position where they are harassed. You're trying to show what it would be like to be alone and harassed.

2. Well I guess. It's kind of working on a negative, it's putting people in a, it's attacking them for money, it's almost a fear campaign.

3. It's trying to communicate, I'm guessing there'll be other text around it, it's trying to put people so they get a sense of being in a position of being attacked and uncomfortable so they have to respond to it.

3a. why? I'm guessing it's a charity so raising money for a cause. You're trying to harass the person and then asked for money, it's a bit like.

4. If I said something back I'd expect it to respond. If I looked away I'm wondering if the harassing speech stops or if I stare at them something happens to the male figures that are making the comments. Or if I'm walking away the male figures disappear.

5. Where? In tunnels maybe, you know the tunnels maybe, trainstations, bus stops.
6. It would be very simple I guess, single color background. What do the figures look like. Faces of males, big men, large guys, of all shapes and sizes I guess.
7. Would need to be something positive, a message to understand what's going on, why this is happening what the goal / cause is. I guess the danger is that if people feel like they're being harassed does that turn people off the whole concept. Enjoyable, respond to the harassing speech, but that becomes aggression back you know, and that becomes a battle almost.
8. Depends on the creative I guess, if it's very aggressive I wonder if it would turn me off I guess. If it surprises you and make you feel uncomfortable, does that uncomfortableness make you want to do something next, that's a real challenge. If people are aware of it and it's something that's well known and people understand why they're doing it I think it would be more accepted.
How would you feel? It's almost like being in a tv ad. Would make me interested but I don't know whether I'd donate to it.

Low fidelity.

Approach:

Nothing at this stage, if I'm walking along the tunnel I just keep, walking. How could we separate ourselves from the signage. I guess if something is happening on the screen as I approach that might interest me.

Who put it there?

Anti violence organisations, gouvernement, police.

Pass

What do you think happened?

My movement caused the display to respond.

What is on the display?

It's either me walking by or other figures of men.

What does it mean do you think?

Depending on the words it depends they're being friendly or aggressive. The display is interacting with me as a person. It's just showing how someone walking alone anywhere can easily be targetted.

What would you do now?

Might come back and look at the display if it grabbed my attention enough, if im interested in what's being said, if not I'd just keep on walking.

Donate

What would draw your eye to this?

Their'd have to be some sort of pointer I guess, some sort of light or flashing light.

What would you do now?

I guess if I was motivated I could easily donate or maybe I'd want to get more information about where the money was going to. Under what circumstances would you donate? If I knew the organisation was a recognised organisation and I knew the money was being spent well. I do get concerned about people collecting money on the street because I knew the people get great big commissions. Would want to know the money goes straight to the organisation.

How would you expect to donate?

Credit card is the easiest one, eftpos or direct debit. Credit card is the easiest thing.

Where would the donation point how look?

The donation point would have to be, it'd be part of the screen in some way, if someone wants to donate how do they put their own personal information in.

Makek you want to donate?

People donate money to stuff they feel passionate about, it's got to spark a nerve that I've been in that situation. Might have someone well known to support it. Call to action might be to donate but if it's also endorsed by a well known personality or a politician or person in the media then it reinforces the call.

How much?

It should give you options \$20, \$5, \$50, Other. And it should also ask if you want to make it a regular donation or a one off.

How would the display react to the donation?

Maybe, it could make the men or the harassment disappear or put smiles on faces. I think it needs to change the context of the harassment.

What do you think happened?

The whole message of, you know, make a donation and it will help harassment disappear so the characters disappear.

What did you gain from this?

Me personally, I haven't been harassed that many times because I haven't been a victim. If I donate money I'll feel like I've done something positive to help others but you know. It would be a fleeting feeling.

What would you do next?

Go on with my business.

2nd round

What characterises?

Aggressive or, a bit out there a bit loud a bit brash.

How do they make you feel?

Well as a man it doesn't worry me too much, it does annoy me that women get harassed when walking down the street by guys like this. If I was walking along with dom, my wife, or my daughter I'd feel pretty intimidated. Because they obviously don't care about them but also whether they're alone or not.

What other comments?

That sort of banter, wolf whistles, maybe some more aggressive or sexual language potential

How do you know that they follow you?

See that they're appearing after you pass the screen.

What does the following add?

It makes it a bit more creepy, makes you feel part of the screen, what's happening on the screen. If the screen's responding it creates an environment around you. Stands out more than just a billboard or a screen.

Would it change the message if it didn't follow you

It's much more directly linked.

How do you feel about it following you?

Depends on the language, if it's directed at me and it's offensive then you'd feel intimidated or annoyed potentially. Why am I being harassed by a billboard when I'm walking down the street. Most guys won't even relate to it, if the language is directed at women most guys won't feel anything about it.

Would you expect it to be different?

If there was audio it might get people's attention more. Sharing stats on harassment. I don't know if imagery can do anything to reflect. Is this something that could trigger people into feeling like they are being harassed. I think it's context as well, if this was at a festival or something, I could kind of get it more, it might be something you could put into events outside a footy stadium or a cricket. Where people congregate as opposed to walking through devenshire tunnel....

Animation

Perhaps the words disappear or the people disappear that's one way of doing it.

What mood?

It needs to be a happy face or a positive face of some sort. It needs to be more positive to show that the money's done something positive..

Positively or negatively towards this installation existing.

Like the idea of movement, concerned about whether it's going to be intrusive maybe. I like the idea of the movement bringing people into the issue it's trying to highlight. It's almost like a grim reaper campaign, it's trying to put you in the position of being in that spot. But because it's a gender based campaign and I'm not a woman I can't feel the same fears. The thing that gets you going is when people you know are put in that position, you know your family, etc etc. Makes you more fearful when they're put in that position. I'd be happy for a campaign around this issue, I'd support that if it didn't intimidate it. I'm worried that the people that are likely to respond or feel the most reaction to it are likely the victims of harassment.

Move you?

I think again, the thing that would get the attention is the figures responding and then it would depend on the creative execution. Personalised in some way, if you see your family face. How do I relate it to my own experience and family.

Post:

Somewhat like: up from neither, realise that there are one off causes that are worth donating for, especially if it hits a nerve that's more personal or directed towards me.

Up from strongly agree because it could make me feel like I have a connection I'd be more likely to donate.