# Designing for disadvantaged and marginalised communities

Assessment 1 concept proposal - a report by
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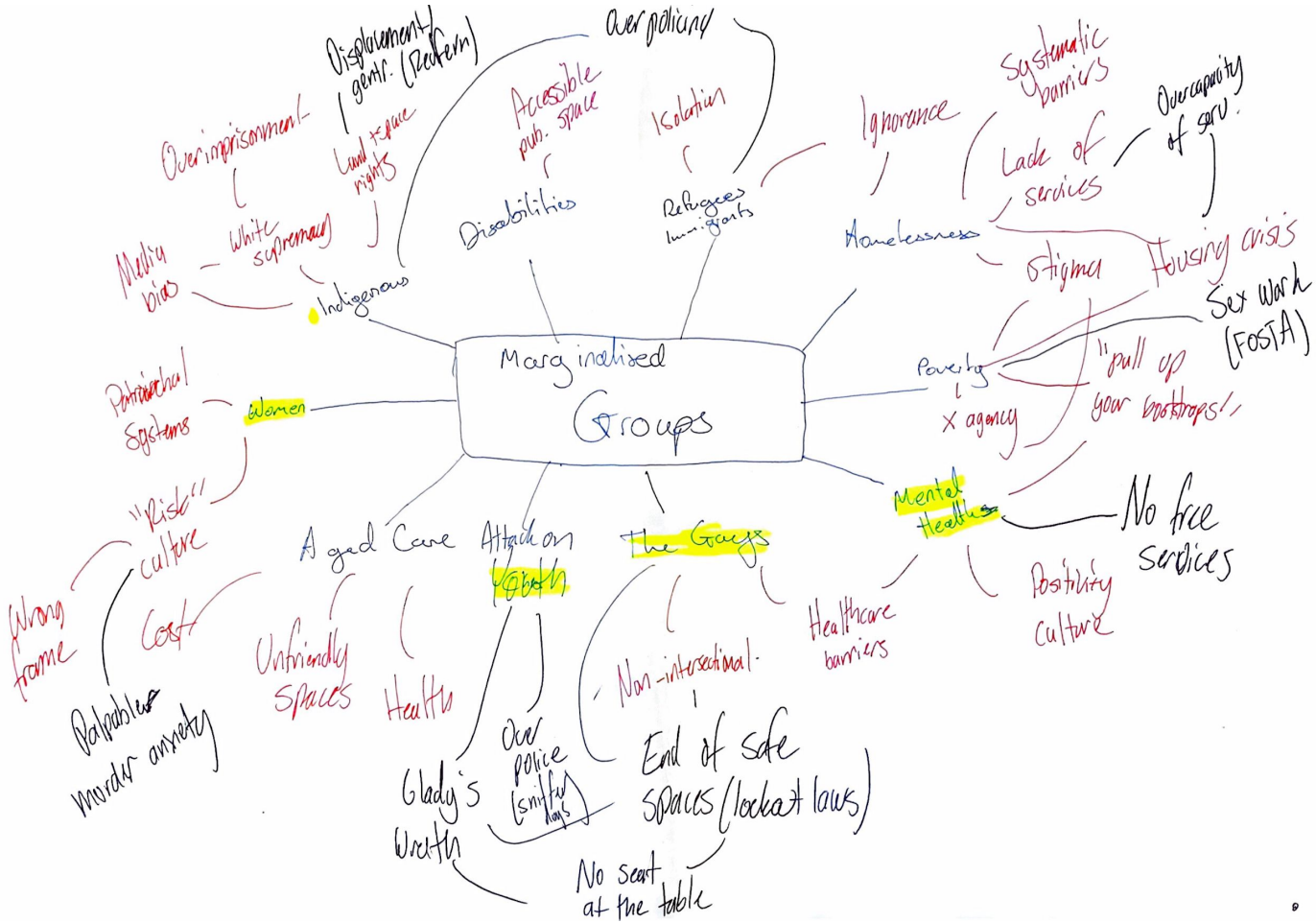
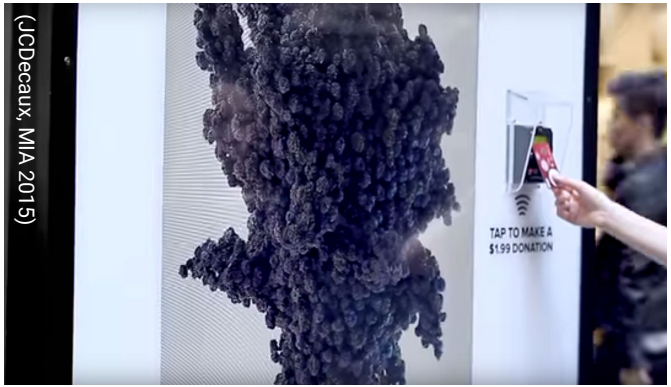
bnb&co

**The augmentation of technology has lead to a more connected, convenient and informed society.**

**Do these new advances lend themselves to everyone in communities the same way?**

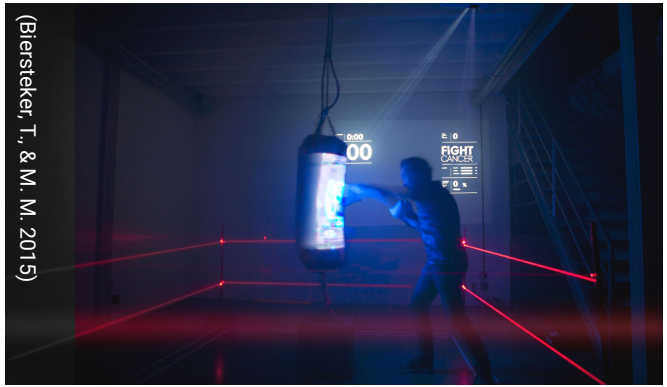

Marginalised Groups
Over policing
Displacement / gentr. (Redfern)
Over imprisonment
Land + place rights
Accessible pub. space
Isolation
Ignorance
Systematic barriers
Lack of services
Overcapacity of serv.
Media bias
White supremacy
Indigenous
Disabilities
Refugees Immigrants
Homelessness
Stigma
Housing crisis
Sex work (FOSTA)
Poverty
X agency
"pull up your bootstraps"
Patriarchal Systems
Women
"Risk" culture
Wrong frame
Cost
Reproductive murder anxiety
Aged Care
Unfriendly spaces
Health
Attack on women
Glady's Wealth
Over police (sniffer dogs)
The Gays
Non-intersectional
End of safe spaces (lockout laws)
No seat at the table
Mental Health
Healthcare barriers
Positivity Culture
No free services

# Social impact designs




JCDecaux and Melanoma Institute Australia

Developed an interactive awareness campaign showing screen showing a growing melanoma.  When a user donates the growth shrinks considerably.




Fight Cancer

An interactive punching bag to raise funds for the “Dutch Cancer Society”. The screen emulates cancer cells that need to be punched out to be cured. It empowers people to join the fight against cancer.

# Social impact designs

(Womens Aid, 2015)

Womens Aid UK and Ooh Media

Built an interactive billboard depicting domestic violence and used facial recognition software to detect views and fade the bruises. The display counted 327m views.

> 7000000000

An installation demonstrating how fast the population grows. A new human pops up every 400 milliseconds. As space gets restricted, a door can be opened to release some of the humans allowing space for the new ones.

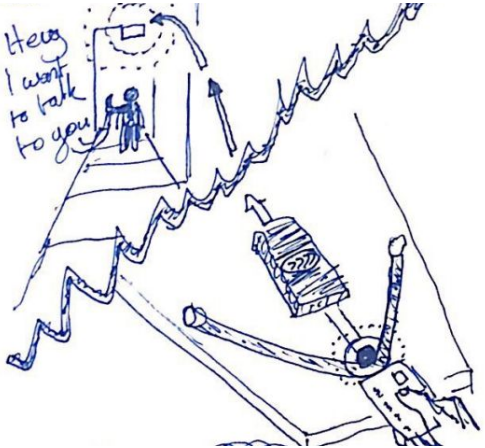
research

assumptions

**proto-concepts**

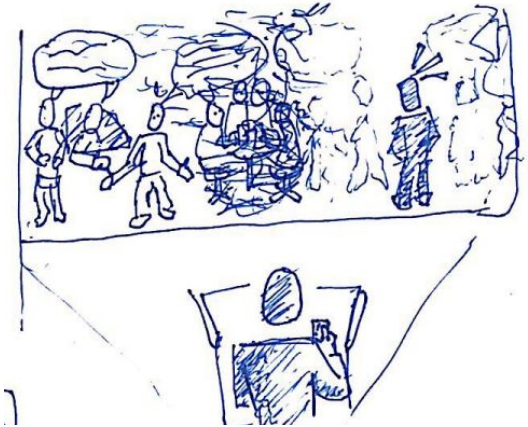
thematic intent

# Initial concepts



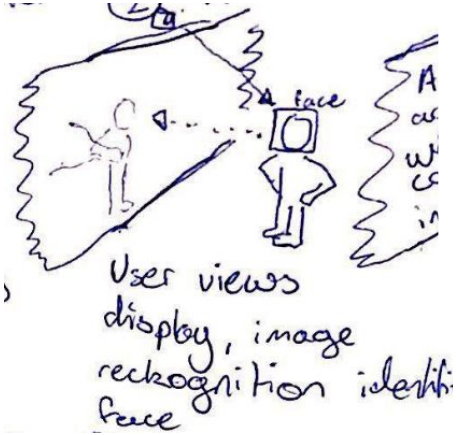

### Slingshot

Gamified donations with the theme of gender-based street harassment.  The user has to illuminate and remove the anonymity of a harasser by shooting a pellet at a light over their head.



### Harassment trails

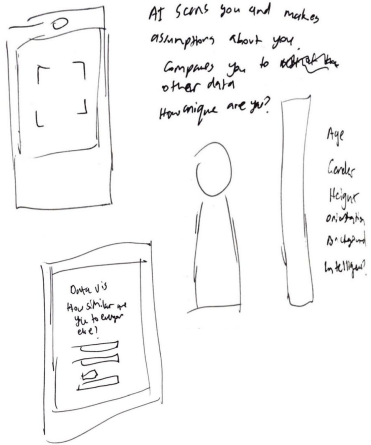
As a user passes by, a trail of harassment is imprinted on the screen, the only way to clear the screen is to donate to a women's shelter.




### Hidden harassment

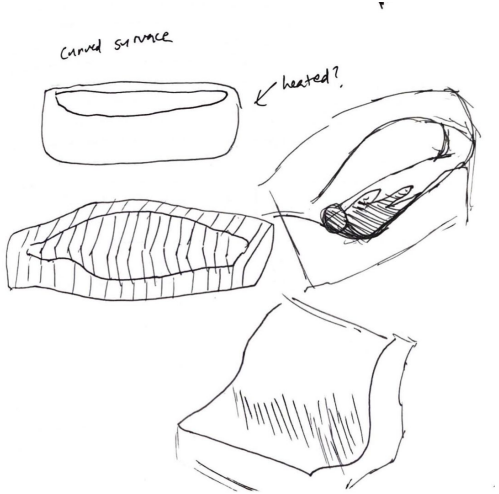
A display depicting gender based street harassment that is only active when a user's back is facing it. They are able to both view and donate through an opposing mirror.

# Initial concepts




## Facial Recognition

An A.I. based facial recognition screen that analyses and makes assumptions about you. It shows how privileged you are in comparison with the rest of the world.




## Anti-hostile Architecture

An interactive art installation (projection) that could only be interacted with when certain pitches of voice spoke to it. To increase awareness of gender stereotypes engrained in the tech industry.

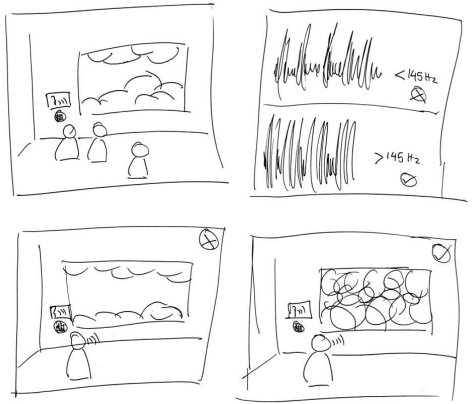
## Tap to Play Donation

A fun way of donating money to a charity. Two users swipe their credit cards and then play some sort of game, the loser of which has to pay the donation.

# Initial concepts

### Facial recognition smart mirror

An unassuming smart mirror placed in a public space that recognised a users attention and then slowly morphed their face to an older version of themself to raise awareness for the rising elderly homeless population




### Selective voice recognition art

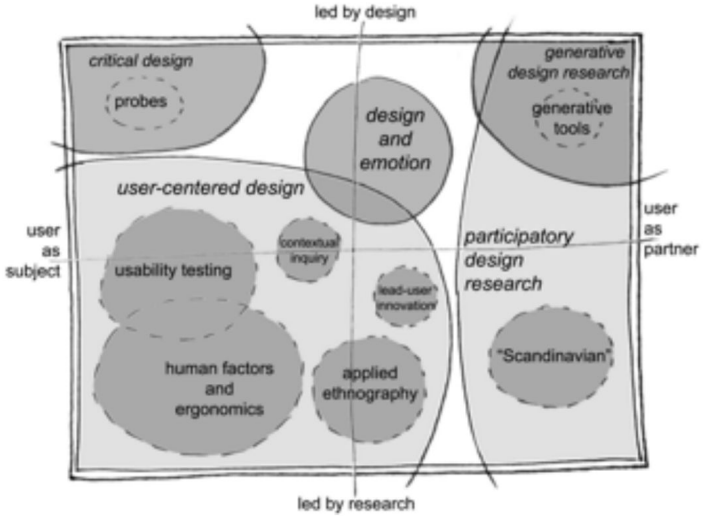
An interactive art installation (projection) that could only be interacted with when certain pitches of voice spoke to it. To increase awareness of gender stereotypes engrained in the tech industry.

### Low powered interactive display

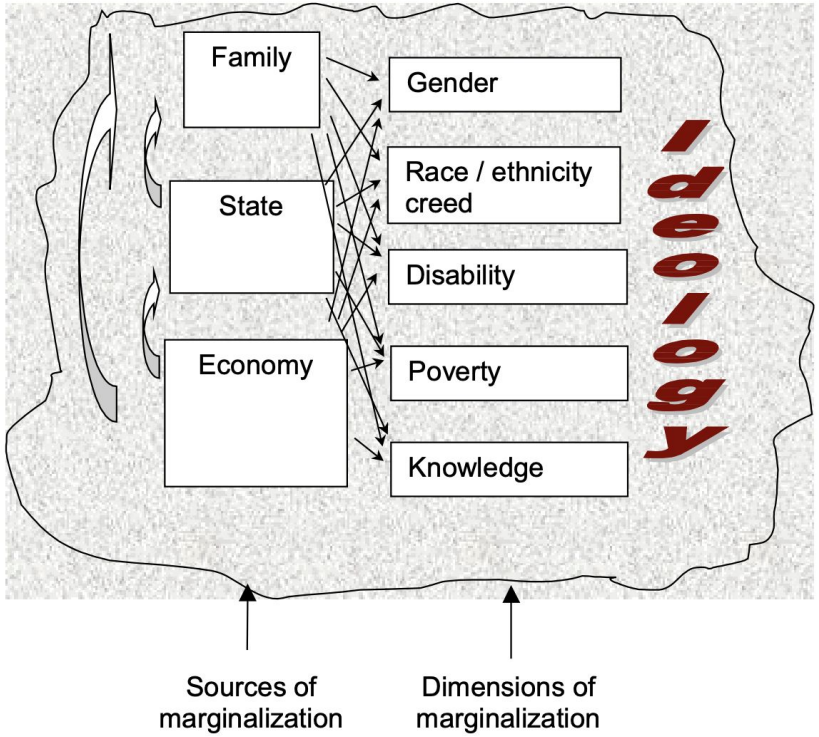
An interactive display that required a low powered device to active it. This displayed was meant to create empathy for those living below the poverty line who aren't able to access new technology.

**process**

problem


led by design
critical design
probes
generative design research
generative tools
design and emotion
user-centered design
user as subject
user as partner
contextual inquiry
usability testing
participatory design research
lead-user innovation
human factors and ergonomics
applied ethnography
"Scandinavian"
led by research

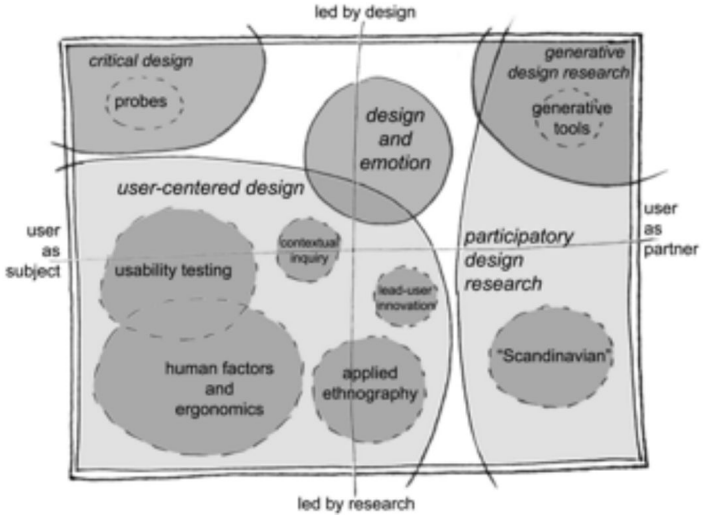
**Sources and dimensions of marginalization and resistance**



**exploitation**

**trivialisation**

**great advertising, low impact**



# reframe

marginalised

non marginalised

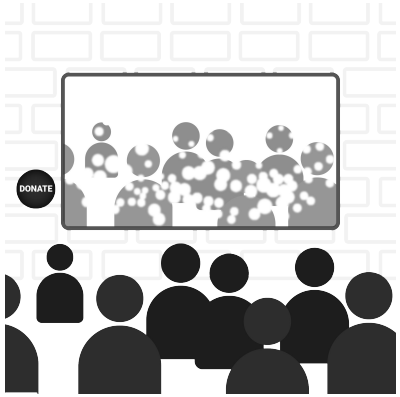
**Create empathy through self reflexive interactions in bespoke artistic or pragmatic interventions - realize elements of complex felt lives of the socially excluded in a way that evinces empathic realisation and critical thought**

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

proto-concept

**reframed iteration**

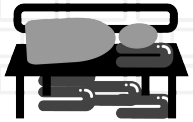
hero concept




# Hero concept #1 - Harassment trails

As a passerby crosses the screen a trail of silhouettes repeating phrases of harassment is generated behind them.

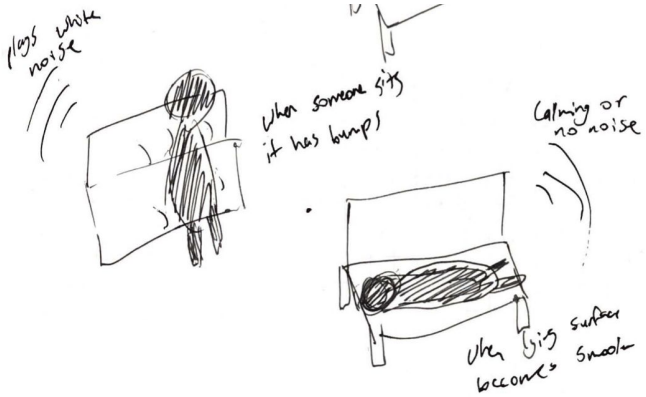
At a seperate terminal, a user can donate $2 to a women's right organisation and erase the contents of the display replacing it with a demand to call out street harassment.

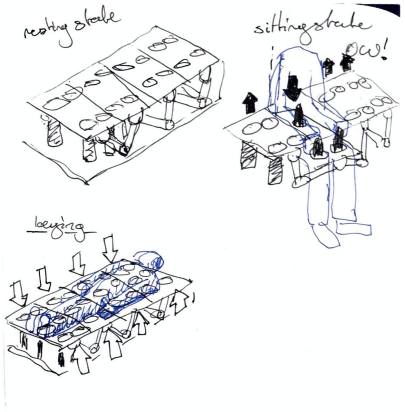


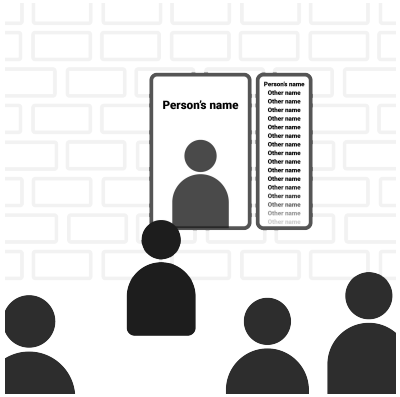
# Hero concept #2 - **Anti hostile architecture**

A public bench that is only comfortable for the user when they are lying down. When sitting upright, bumps protrude from the surface.

This forces the user to empathise with what it may be like to have limitations or to feel unwelcome to a space that they are usually comfortable with.



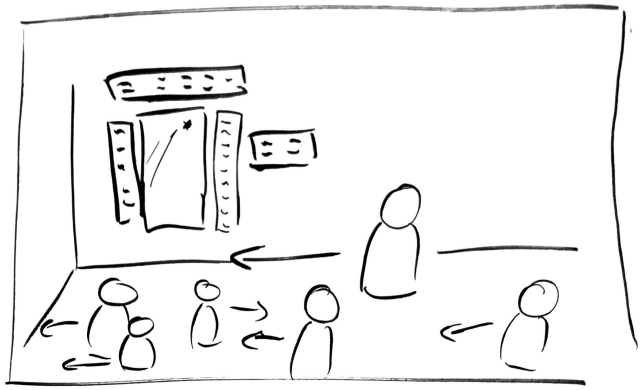





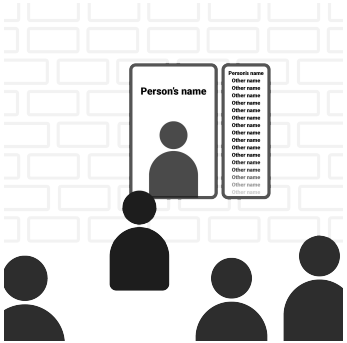

# Hero concept #3 - Black Mirror

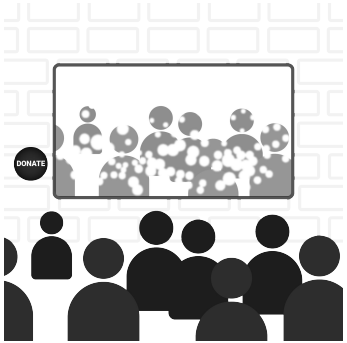
Portrait mirror that when user looks in it flashes in unison with an LED where they see a cryptic number appear in a list. When they look again, they see nothing.

It induces reflection on the ever increasing role technologies play in our society, and dread in how they or other would interact when you cannot begin to understand them.



# Next steps



Prototype

Prototype

Prototype

Evaluate

Refine

# thank u

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