

SAND ME AWARENESS



**PROJECT SELECTED AND EXHIBITED AT
DUTCH DESIGN WEEK 2023**



TEAM

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WHEN

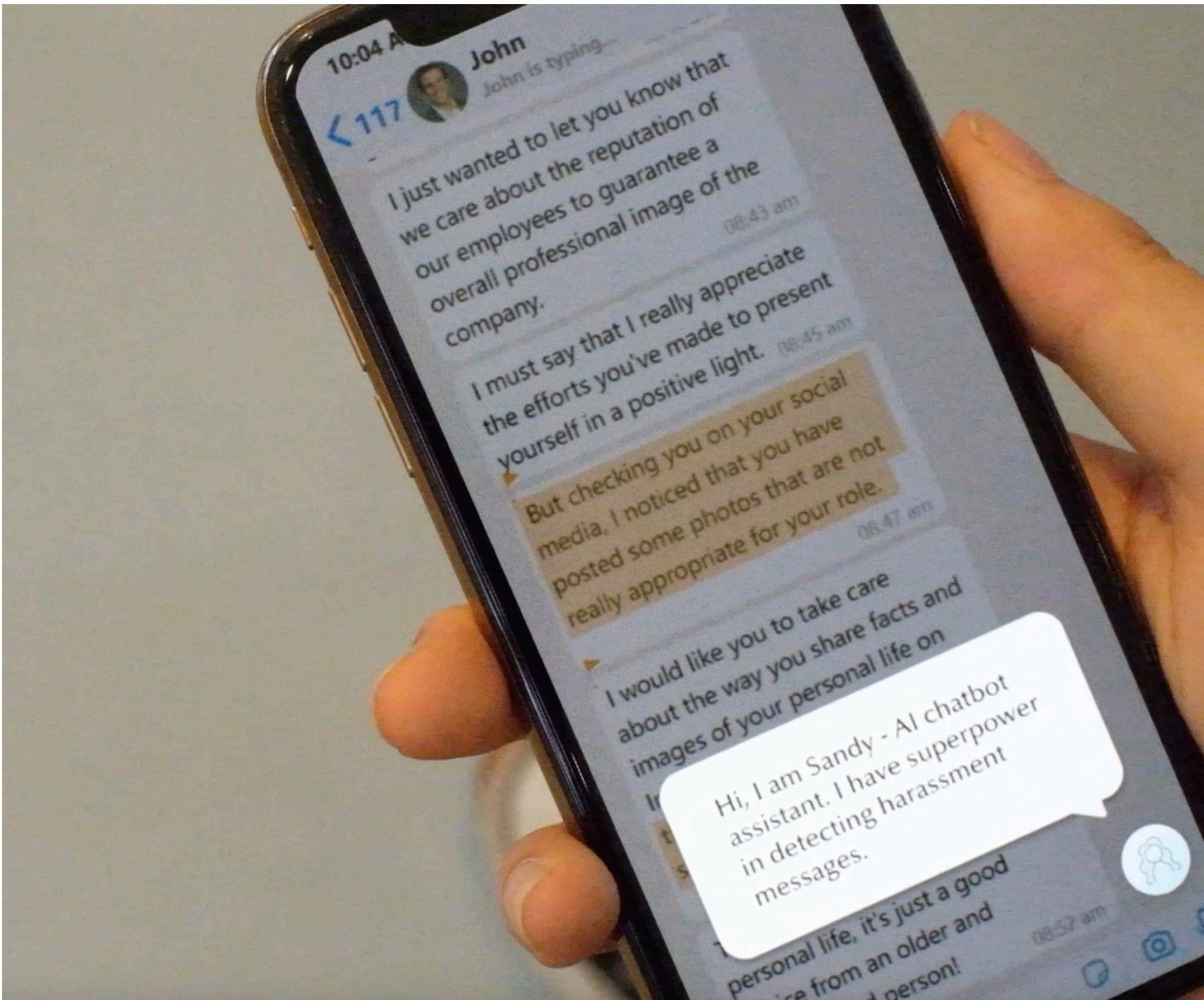
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MY ROLE

In this project the whole concept and interactions were designed by all the group together. My main contribution was in the ideation of the exhibition set-up and in the copy of the AI conversation.

THE AIM

The aim was to enabling victims of harassment in a workspace to 'freely express their emotions using Sand Therapy' by being guided by an AI agent. The project aimed also to spread awareness about the topic.



why //

Harassment permeates every corner of society, including the workplace, and its prevalence is often underestimated. It manifests in various forms, ranging from explicit and violent facts to subtle and covert behaviours that can go unnoticed.

Victims frequently question the validity of their experiences, grappling with doubts such as, "Am I imagining it?" or "Was that actually an act of violence?"

In light of these challenges, we envision a future of work where AI serves as a valuable tool to raise awareness among employees and assist in identifying illegitimate behaviours. The concept then focuses on supporting victims in navigating the emotional turmoil caused by these aggressions.



what

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"Sand Me Awareness" is a concept aimed at spreading awareness in the workplace and assisting victims of harassment in their healing process through the use of a chatbot assistant named 'Sandy'. This concept encompasses various layers, addressing both individual experiences and the overall workplace environment.

Sandy actively monitors chat messages and swiftly identifies offensive content. When offensive content is detected, Sandy offers immediate support and directs individuals to the Sand Therapy Booth. This dedicated space allows users to reflect on their emotions and acquire the necessary guidance to address the issue effectively.

The booth provides a secure environment where users can engage with the AI agent Sandy. Sandy serves as a compassionate guide, leading users through the process of Sand Therapy and enabling them to express their emotions freely through sand drawings. The entire experience is thoughtfully guided to ensure a supportive and nurturing environment for the victims.



how //

The exhibition features an office setting where participants engage with the concept. The desk area includes a detection element where participants receive harassing messages, and an AI helps identify inappropriate content.

The booth area is the central focus, providing a safe space for victims to explore emotions through drawing in the sand. The user is guided by an AI agent (created with Voiceflow) to draw on the sand about their feeling.

Future technologies include NLP algorithms for analyzing chat messages, gesture and voice recognition for emotional expression, and advanced text generation models for email reports. Incorporating user feedback and reinforcement learning allows continuous improvement and adaptation to address new forms of harassment.