

# DESIGN PROCESS



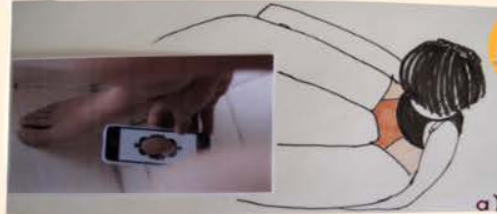
BRAINSTORMING

# BRAINSTORMING

## IDEAS

- menstruation
- male gaze
- gender roles
- ...

## INSPIRATIONS



+ SIMONE DE BEAUVIR

# DESIGN PROCESS



SURVEYS

MALE  
GAZE

MENSTRUATION

FEMINISM  
FOR DIFFERENT  
NATIONALITIES

QUESTIONS ABOUT...

BODILY  
IMAGE

GENDER  
ROLES

IMPOSTOR SYNDROME  
IN WORKPLACE

# SURVEYS

## QUESTIONS FOR WOMEN

HOW MUCH DO YOU  
FEEL THE MALE GAZE?



WRITE 5 WORDS TO  
DESCRIBE YOURSELF PHYSICALLY

'IMPERFECT' 'FLAT'  
'FIT' 'SLIM'  
'AVERAGE' 'MEDIUM'  
'PETITE' 'SMALL BREASTED'  
'NOT BEAUTIFUL'  
'GREEN EYES'  
'THICK THIGHS'

# SURVEYS

## QUESTIONS FOR MEN

DO YOU THINK YOU MEN  
& WOMEN HAVE EQUAL RIGHTS?



WRITE 5 WORDS TO  
DESCRIBE YOURSELF PHYSICALLY

TALL WEAK  
SHY FIT  
SEXY STRONG  
THIN HEALTHY  
MEDIUM HEIGHT

WHAT IS  
THE PROBLEM?

SKEWED  
BODY  
PERCEPTION

GENDER  
ROLES

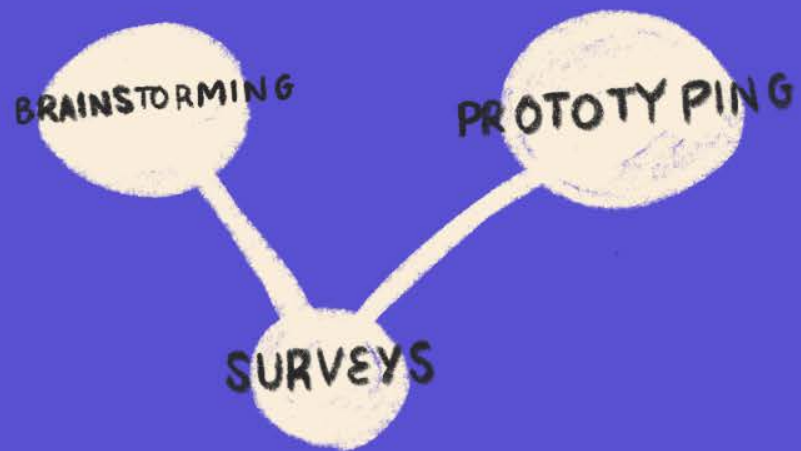
OBJECTIFICATION  
OF WOMAN

OUR GOAL

RAISE AWARENESS  
ABOUT MALE GAZE

HELP IMPROVE  
SELF ESTEEM

# DESIGN PROCESS





# PROTOTYPING

## STAGE 1

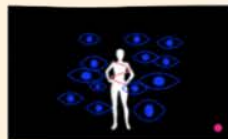
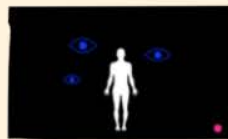


## STAGE 2

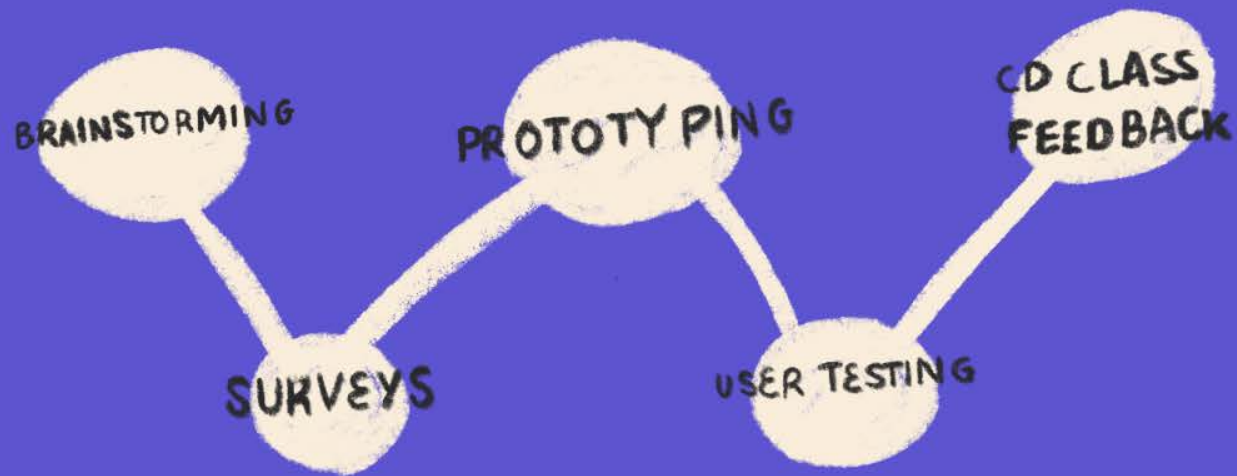


ADD NEGATIVE  
WORD + CAMERA  
DISTORTION

## STAGE 3



# DESIGN PROCESS



# TESTING

## STAGE 1

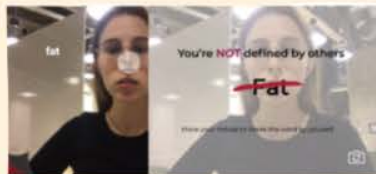
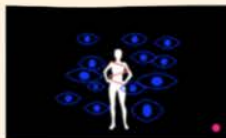


## STAGE 2



ADD NEGATIVE  
WORD + CAMERA  
DISTORTION

## STAGE 3



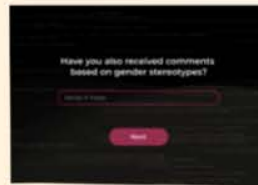
## USER TEST

FEEDBACK : DISTORTION  
IS CONFUSING

ENTER WORD &  
BREAK IT IS  
UNCLEAR

BLACK SCREEN  
DOESN'T ALWAYS  
WORK

## CD CLASS



REMOVE  
DISTORTION

CHANGE  
FLOW (WORD  
OPTIONAL)

ADD BACKGROUND  
COMMENTS

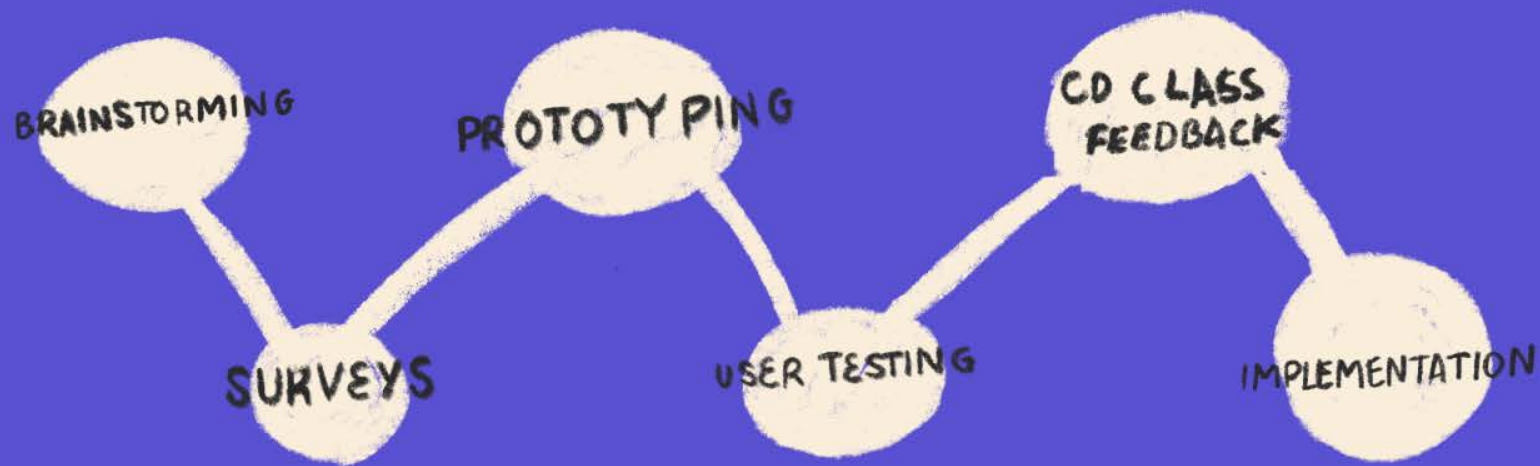
USE BOTH  
CAMERA &  
BLACK SCREEN

## STAGE 5



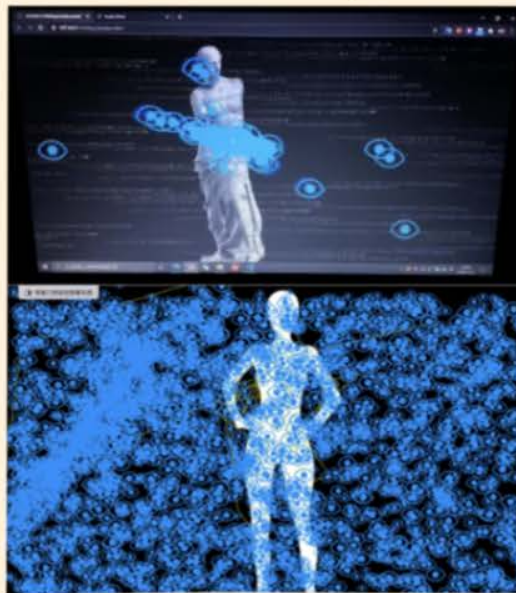
UI DESIGN  
AUDIOS

# DESIGN PROCESS

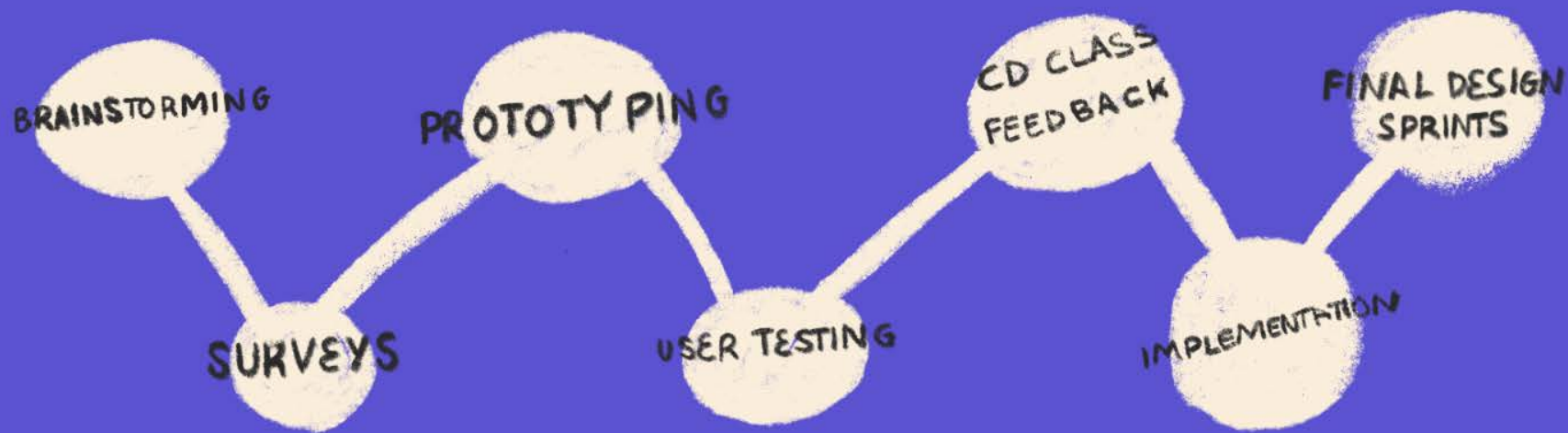


IMPLEMENTATION

# ON P5.js & javascript



# DESIGN PROCESS





# FINAL TINKERING

## BREAKDOWN

USER DOESN'T KNOW  
HE CAN CLICK

BODY SHAPE  
CHANGES TOO FAST

USER DOESN'T KNOW  
'START' IS A BUTTON

CONFUSING  
TRACES



## IMPROVEMENT

ADD INSTRUCTION

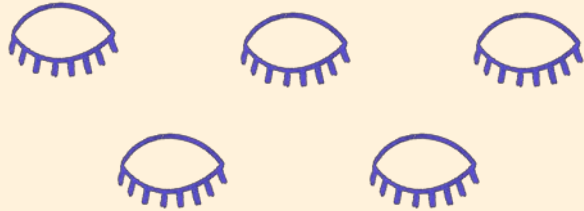
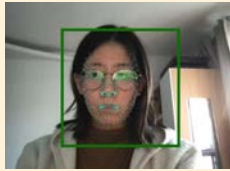
SLOW DOWN &  
IMPROVE ANIMATION

CHANGE MOUSE  
ON HOVER

CHANGE TO  
DOT

# EYE TRACKING

## 1. training



② interacting





# EVALUATION

♂2 ♀4

I take a positive attitude towards my body.



BEFORE

AFTER

38



39

“

I feel better.

I want to beat back.

I get goose bumps.

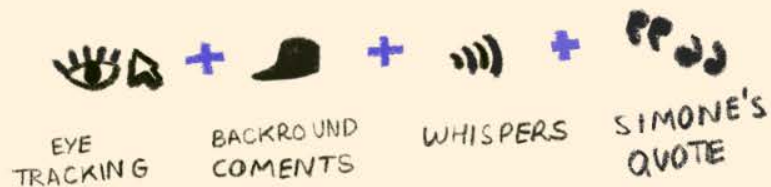
It's positive and sincere.

I feel guilty.

”

# DESIGN SUMMARY

## MALE GAZE



## FEEDBACK



## SELF GAZE

- 1 REFLECT & FIND TRUE SELF
- 2 ENCOURAGEMENT WITH AFFIRMATIONS
- 3 PRIVACY CONSIDERED (CAMERA OR BLACK SCREEN)

# FURTHER IMPROVEMENTS



FIND MORE WAYS  
TO IMPROVE SELF-ESTEEM



PRESENT MALE GAZE  
IN OTHER/CLEARER WAYS

# OUR TEAM



TINGYING



CATARINA



TIANNAN



BEIQIAN