

Design for Trust

Contextual Trust

mistrust ← lack of mistrust

created by
control mechanisms
contextual properties

such as
formal agreements
structural controls

symbols
trust seals
statements
self-reporting

INTEGRITY

authority
hierarchy and power

Intrinsic Trust

← lack of trust trust

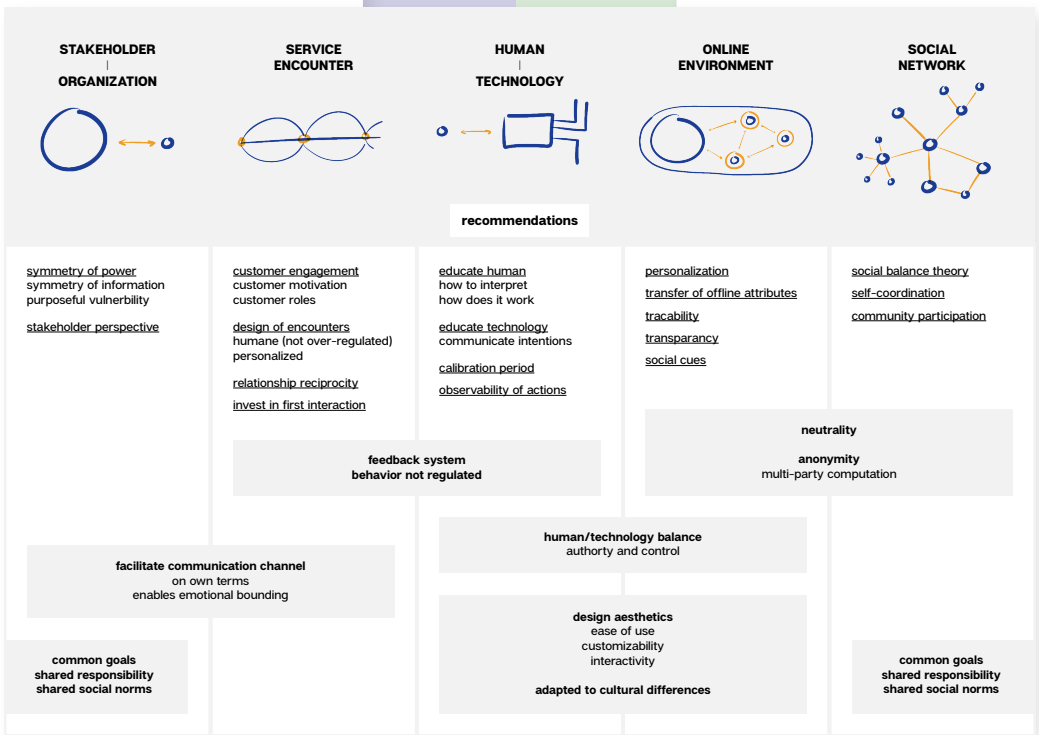
based on
intrinsic motivations

created by
ability
integrity
benevolence

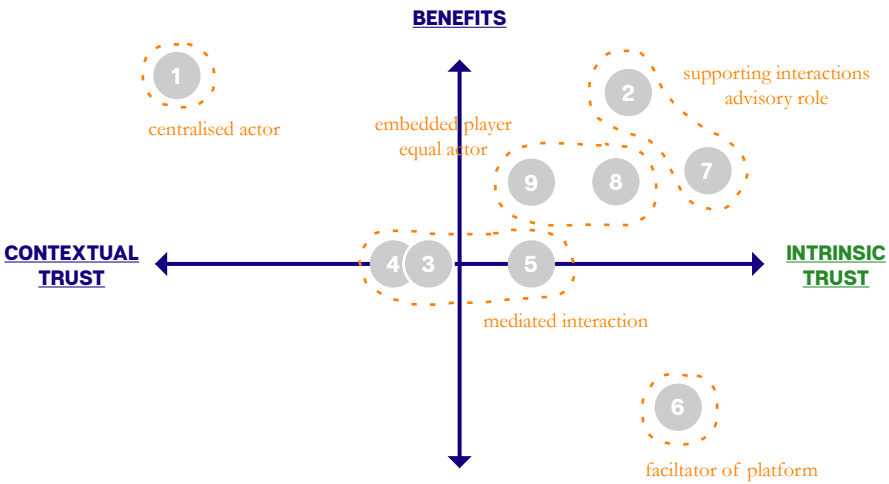
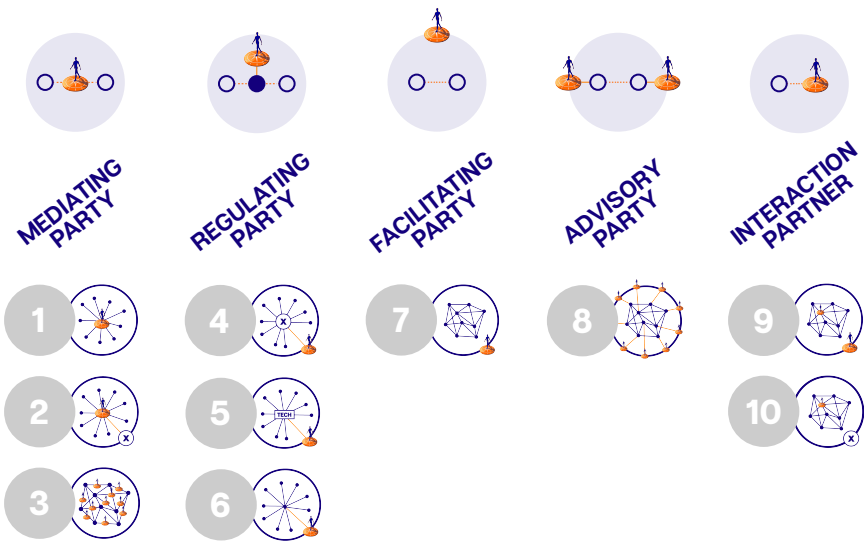
symptoms
evidence from
multiple contexts
into a reputation

BENEVOLENCE

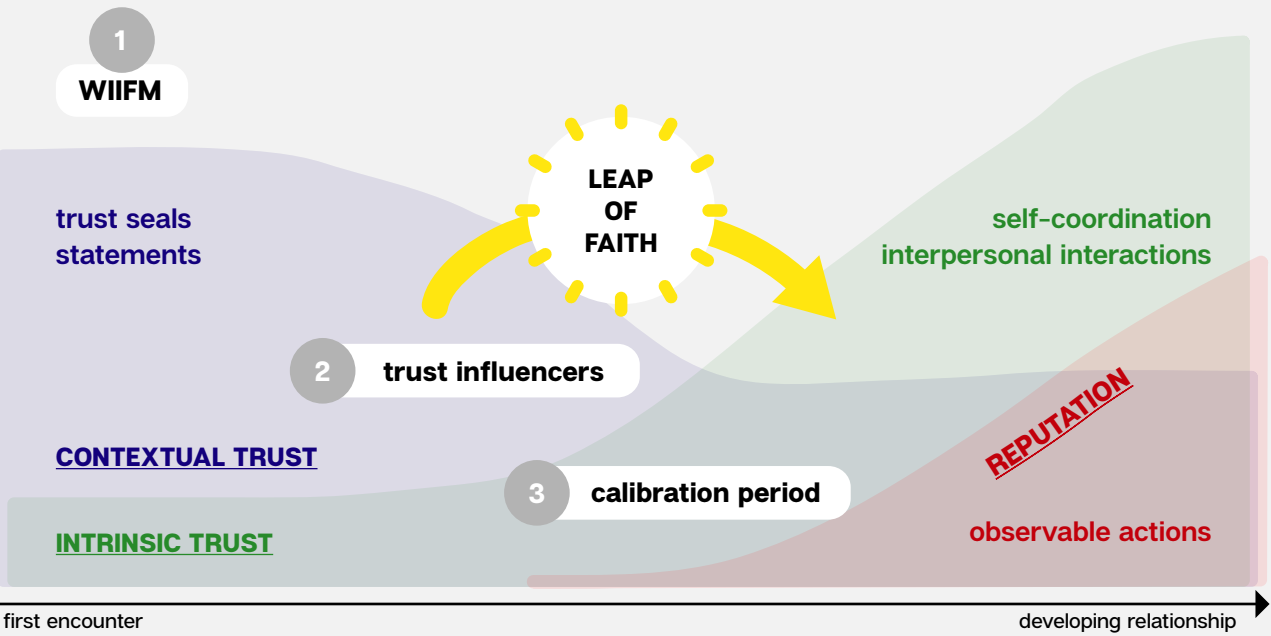
autonomy
self-coordination



ROLE RABOBANK



TRUST STRATEGY



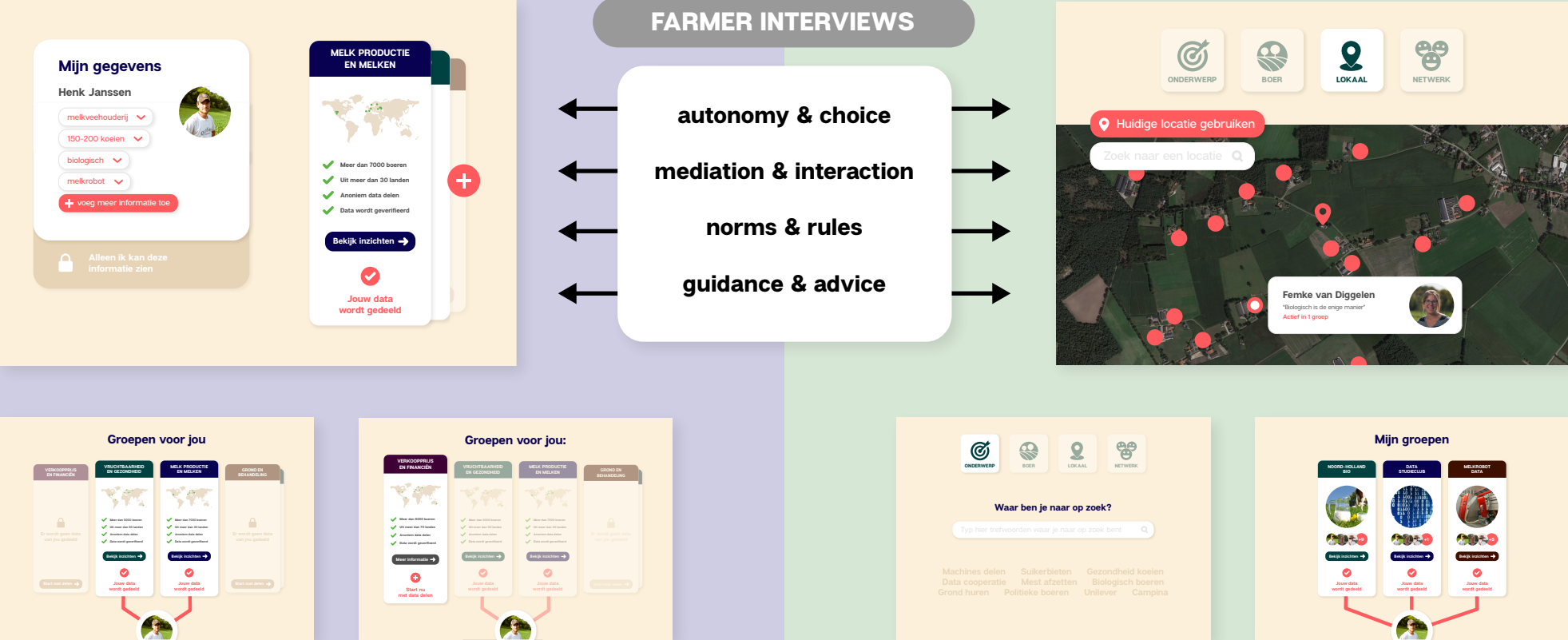
Design for Trust

Farmer Data Sharing Platform for Rabobank

Oscar van Beek
Strategic Product Design
Industrial Design Engineering, TU Delft
Graduation Report
Friday, 10 July 2020

Design based on Contextual Trust

Design based on Intrinsic Trust



Farmers' Initiatives

FINAL CONCEPT

INTERVIEW INSIGHTS

Protecting privacy is especially important when you deal with farmers in close proximity

When dealing with data, a farmers requirements are more important than their identity

INTERVIEW INSIGHTS

Many challenges have a local fundament and therefore local collaboration is very important

Farmers want to take matters into their own hands

When goals are self-initiated, motivations naturally emerge

SEGREGATED GROUPS

COLLABORATION SPACE

COMMON GOALS

LOCAL CONTACTS

FARM REQUIREMENTS

DATA AUTHORISATION

DATA SHARING