



Design for the increase
of trust within diverse
societies.













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LESS CONTACT BETWEEN RICH AND POOR
MORE HOSTILITY TOWARDS THE POOR
MORE INDUSTRIES THAT EXPLOIT FEAR
MORE LAWS THAT EXPLOIT FEAR
MORE FEAR IN THE MEDIA
MORE PUBLIC FEAR
MORE PRIVATE SECURITY
LESS POLITICAL PARTICIPATION
WORSE POLITICIANS
MORE FEAR

1997 2017

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INTRODUC

- Me
- Kids
- Berlin
- The Project

TION




I'm Killian Poolmans, a Design for Interaction student at Delft University of Technology. The focus in my projects as a Master student so far has been big, bold and game-changing ideas that revolve around inclusiveness in society. I'm interested in the role that design can play to shape the society that we live in for the better, and I'm not afraid to step outside the box to do so. This graduation project combines the aspects of design that I fell in love with over the course of my Bachelor and Master studies at the TU Delft, KAIST in Korea and my internships in Singapore. It involves Interaction Design, System Design, Graphic Design, Product Design, Branding and a touch of Activism. I hope you enjoy reading it as much as I enjoyed the project itself.





The Kids are a creative agency in Kreuzberg, the creative and anarchistic center of Berlin. They help brands achieve their future potential and do so by designing products, services, systems, and experiences that stretch the ideas of what their future could be. The Kids are a group of 7 full-time employees, all with various backgrounds in design, marketing, and technology. All of them come from a different place in the world and together they decided to settle in Berlin. Their office is filled with various creatives that freelance for them or rent places in their office, making it an inspirational creative hub to be in. Their future-vision and focus on improving society made them the ultimate partners for this project.

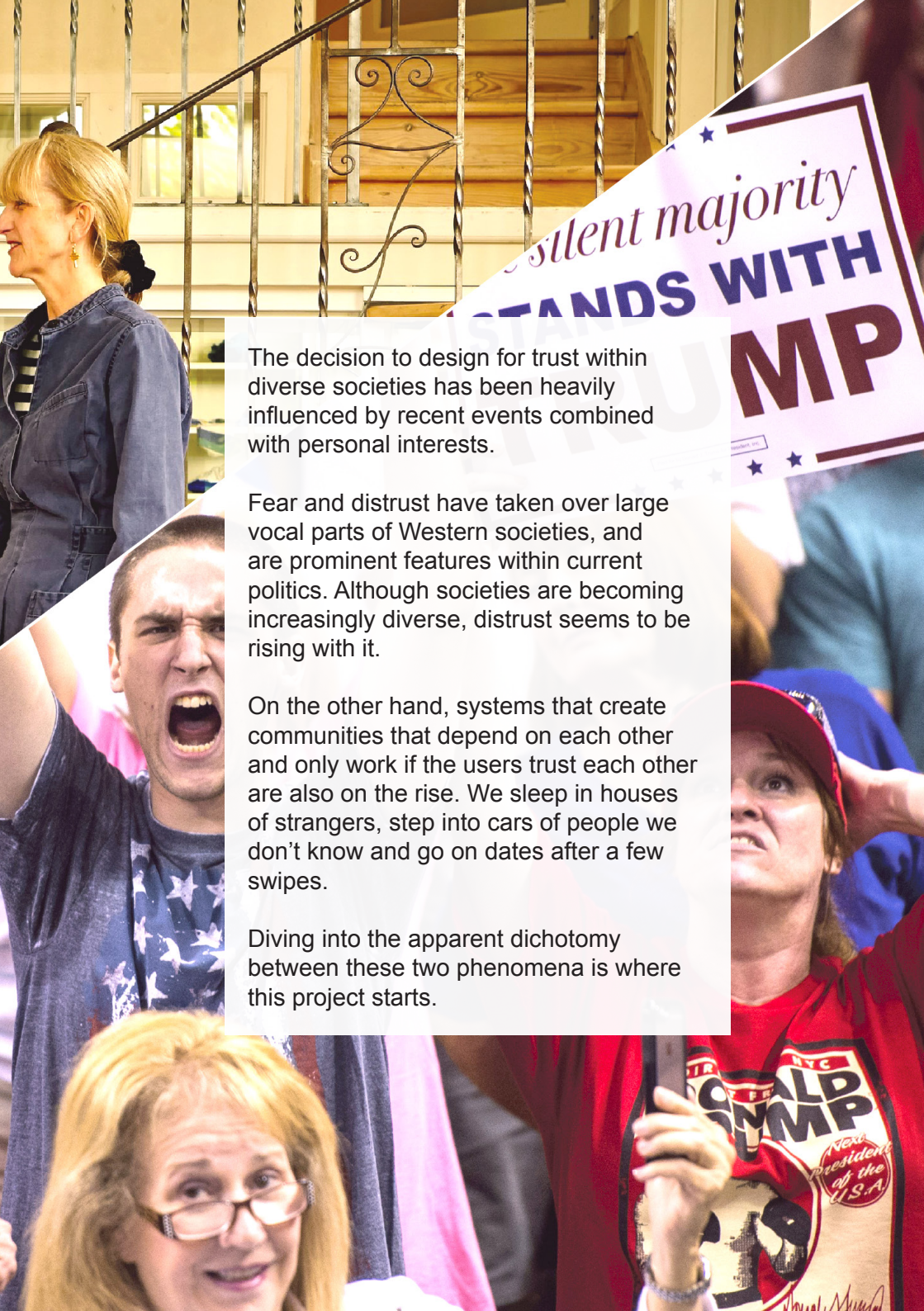


A rooftop terrace in Berlin, Germany, featuring a satellite dish mounted on a pole, string lights, and a view of the city skyline. The terrace is populated with people, including a woman sitting on a bench in the foreground holding a beer. The text is overlaid on a semi-transparent white box in the center.

Berlin deserves a place in the introduction since it served as the stage for my graduation. My project started out with a hope for a better world than the one I was seeing around me. My world view was quite gloomy and cold, and so was the city I found myself moving to. But throughout my stay, Berlin slowly opened its doors for me. As my project demanded a positive outlook, Berlin was there to give me just that. The freedom that is rooted within the scars of the gray city and is blooming with every sunbeam it can get, fueled my imagination and took the project into directions I hadn't dared to explore before. The bustling sensation of cultures living together and people fighting for their beliefs with stickers, street art and fashion as their weapon made me believe I wasn't too naive and turned my hope into determination. Thanks Berlin for lifting me up when I needed to and showing me that there can be bright lights and popping colors behind a gloomy and cold facade, as well as a lot of cheap vintage furniture.







The decision to design for trust within diverse societies has been heavily influenced by recent events combined with personal interests.

Fear and distrust have taken over large vocal parts of Western societies, and are prominent features within current politics. Although societies are becoming increasingly diverse, distrust seems to be rising with it.

On the other hand, systems that create communities that depend on each other and only work if the users trust each other are also on the rise. We sleep in houses of strangers, step into cars of people we don't know and go on dates after a few swipes.

Diving into the apparent dichotomy between these two phenomena is where this project starts.

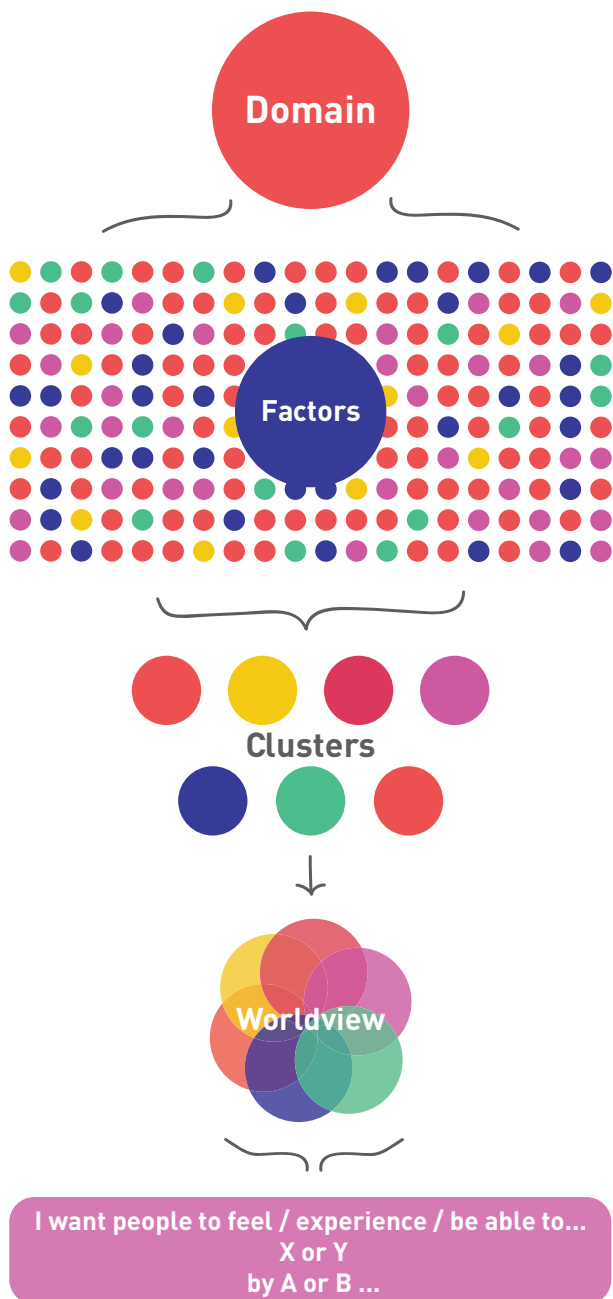
The Vision

Because the motivation for this project is deeply rooted in societal trends and current events, and because of my personal preference, the Vision in Product design (ViP) method was used.

The ViP method suggests starting a design project with a clear formulation of the vision of that project. This vision is the backbone of the design. This vision consists of various aspects that combine research and statements to paint a clear picture of what the design should become.

The domain will set the boundaries of what I will be focusing on as a designer. The factors are bundles of information regarding the domain. These bundles are clustered and together form the worldview. Lastly a statement is made regarding this worldview, the statement can be seen as the reason for the product to exist and contains aspects of the product that later can be designed. The statement also contains an opinion of the designer, it's is the designers' answer to the narrative taken from the worldview. These various building blocks that together form the vision are depicted in the image on the right.

Since this project started of with an interest in increasing trust within diverse societies, the previously mentioned aspects in the Vision could be enough to start designing. However the interest in the ways trust is established in platforms can be turned into principles of designing for trust. These principles by themselves could serve as great input for future designers, therefore these principles of designing for trust are not just added to the big pile of factors, but are taken apart. More research is conducted into these principles and they are formulated as their own extra building block of the vision. Together with the worldview they are used as input for the statement.



FACTOR AN

- Domain
- Factor Overview
- Factor Clusters
- Worldview

ALYSIS

The factor analysis reflects the start of the project. First a domain is defined as a research constraint. Once the domain is established, I collected snippets of information regarding this domain to paint a clear picture of what the domain entails. These snippets of information can be in the form of observations, thoughts, theories, laws, considerations, beliefs or opinions. Once collected and documented, these snippets are called factors. The factors provide the foundations for the vision.

Domain

The first part of creating a Vision is defining the domain. The domain is “a description of the area where you aim to make a contribution” (Hekkert, 2011, p. 137). The domain was determined at the beginning of the project by me together with the Kids. The domain has been defined as: Trust between civilians within Western cities. I decided to look into the phenomenon of Trust in general before narrowing it down to civilians in Western cities.

Factors are documented through various ways. Desktop research was conducted to broaden the understanding of Trust as a phenomenon. Observations were done to see the current interactions between people living in Western cities. Ideas and opinions of influential people were documented regarding the state of society as a whole. Developments were identified and trends defined. Identified relevant factors are not all directly linked to trust, but also describe societal trends in general that influence levels of trust indirectly.

The 200 factors are presented in APPENDIX 1, but the most crucial ones are stated in paragraph “Factor Clusters” (p. 22).

An example of a factor is the following Trend:

- *An entire new generation is waking up to the inherent fragility of civilization as they begin to understand how much easier it is for our system to go backward than it is to go forward, and that any path to genuine “progress” requires an indomitable commitment to the fight.* - Trend, Integral Life 2017.

[truhst]
trust
(noun)

Reliance on the integrity,
Strength, ability, surety,
etc., of a person or thing.

Factor Overview

Gathering the factors is made easier by dividing them into different fields. This way looking for factors doesn't feel like an overwhelming task, but it can be broken up into pieces. The fields also help to categorize the various factors.

The 200 factors that were clearly documented and neatly categorized into various fields can be seen in the image below. A way to get a better overview is to print the factors on tiny cards. I printed them on cards that I could easily carry around, this way I could go about my day and take the cards out from time to time, thinking about what the impact of the various factors was.

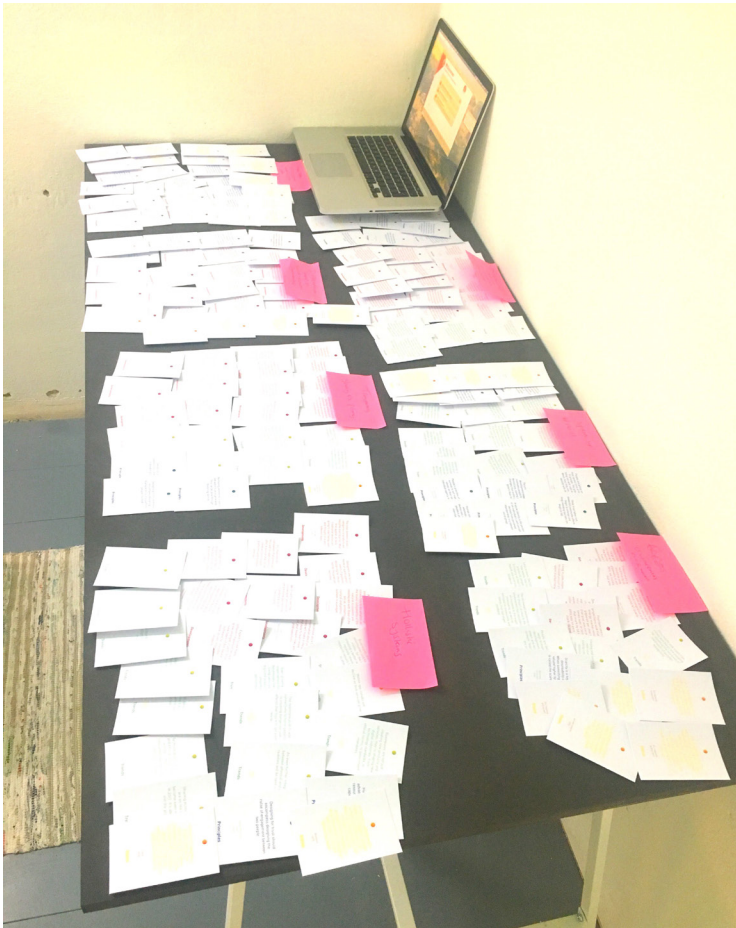
These cards were used to get a better overview of the overall underlying themes of the factors. Carrying around the cards for a week and discussing them with various people I met gave me great insights in the information behind all of the clusters. Slowly the cards were less divided into States, Principles, Developments, and Trends but they began to form their own groups depending on the underlying themes of each of the factors. Printing the factor cards also helped to involve the company more and attract and discuss the statements with various other people outside the workplace to get to the bottom of each factor.

The categorization of these factors is the next step in the ViP process. Through categorizing the factors, factor clusters become apparent. These clusters will eventually form the inspiration to the World View. The cards helped to make



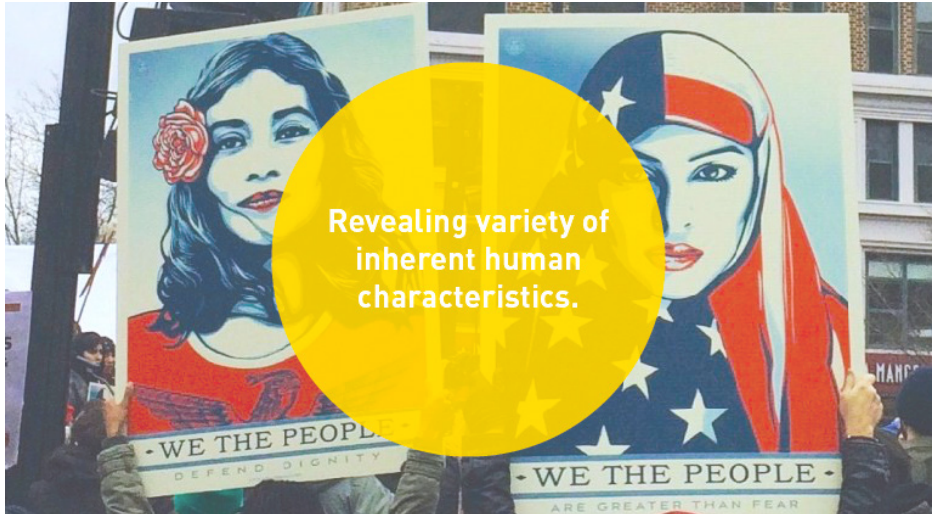
this categorization easier since they were laid out in front of me, and throughout the day I could identify each underlying theme and cluster the cards into various groups.

After creating various different clusters, I ended up formulating seven different clusters that together encompass the themes underlying the factors. These clusters will be elaborated on in the next paragraph. Some factors that seemed relevant for the domain of trust were thrown out since they were either too niche or didn't have a considerable amount of impact. All the clusters and factors are still value free descriptions at this part in the process. The next step is formulating and elaborating on the various clusters.



Factor Clusters

After combining the various factors and categorizing them into clusters, the cluster should be elaborated on. The explanation of each cluster is done through a paragraph explaining the clusters, as well as a picture that reflects the theme of the cluster. For each of the cluster, five factors that together explain the cluster best are included.

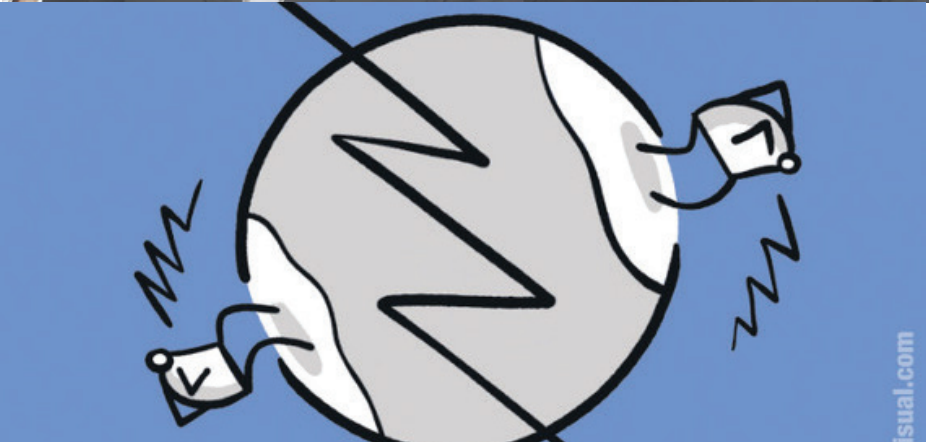


Revealing Variety of Inherent Human Characteristics.

The differences between people in western societies are becoming more apparent. Differences that are inherent to humans, that you are born with and can't shake off. Differences due the gender, race, sexuality and age have always been there, but these differences are revealed for a broader audience. This is partly due to a fast paced value change between generations, as well as an increased variety of interactions with people from various walks of lives through growing diverse societies. Two ways of dealing with these increasingly apparent differences are identified: one way is rooted in the notion that we are all equal and should be treated and act accordingly, the contrary way of dealing with this phenomenon is embracing the vast variety of humans and their differences.

The main factors backing this cluster are the following:

- A backlash among older and less-educated voters who feel that they are being marginalized within their own countries by changing values in areas such as gender, sexual orientation, race, multiculturalism, environmental protection and international cooperation can be seen. - Trend, World Economic Forum 2017.
- The individual possess an innate (biological) desire to protect one's own extended family, through the mechanism of kin altruism. - Principle, Zak & Knack 2001
- The Ingroup Bias simply states that we like and trust people who we perceive as being similar to us. - Principle, Brandon Redlinger 2015.
- European urban dwellers are increasingly living in one-person households, surrounded by an increasing diversity of neighbours and with very different capacities to participate the developing urban societies around them. - Development, The State of European Cities 2016.
- The potential of socio-economic, cultural, generational and ethnic diversity must be further exploited as a source of innovation.- Development, EU regional policy 2011.



Socio-economic Differentiation

The age of five-star meals for some is also the age of instant noodles for others. The wealth in cities increases, as well as the unemployment. Differences between people from various socio-economic backgrounds are growing, resulting in the risk of social exclusion for the poor, and detachment from social reality for the rich. A vicious cycle of spatial segregation and lack of social participation can be seen, resulting in an even more polarizing society. This increased number of society dropouts may lead to a development of closed subcultures with fundamentally hostile and distrusting attitudes towards mainstream society. This polarization effect is directly reflected within current political developments.

The main factors backing this cluster are the following:

- A concentration of poverty, in turn, increases the effects of poverty, a phenomenon that is indicated by neighborhood effects. - Principle, European Urban Knowledge Network 2014.
- While economically advanced societies have been changing rather rapidly, countries that remained economically stagnant showed little value change. As a result, there has been a growing divergence between the prevailing values in low-income countries and high-income countries.- Development, World Value Survey 2017.
- There is evidence that people with low incomes score lower on dimensions of social participation in terms of social relationships, membership of organizations and trust in other people. - Principle, European Urban Knowledge Network 2014.
- The most thriving cities in the EU have some of the highest levels of social exclusion and income disparities. - State, Eurostat 2015.
- Populism and increasingly divided societies top the list of global risks compiled in a report ahead of the World Economic Forum as an anti-establishment backlash is in full swing. - Development, Global Risk Report 2016.

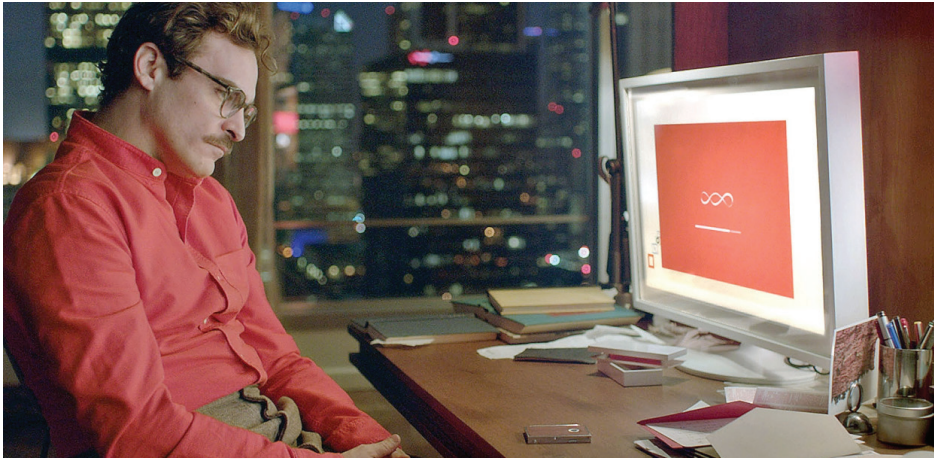


Transparency: Sharing vs. Privacy

With great technology comes great responsibility. Whilst giving up an increased amount of data and privacy, a new generation of consumers want something in return: the truth behind their beloved food, their clothing, their news sources and the places they hang out in. This transparency is demanded by the next generation of consumers and is a powerful tool. If used well it can gain the trust of an entire new generation, once hidden it can destroy this trust. Blockchain technology will play a big part in gaining trust from each other by showing the truth behind products and interactions. Through the rise of the sharing economy, reputation will become key for people and businesses alike. Nevertheless, transparency works both ways. Big data results in transparent behavioral patterns of consumers, adjusting daily life and experiences to the individuals, but simultaneously revealing a lot about them and making them vulnerable. The age of sharing and being transparent is continuously in conflict with privacy concerns.

The main factors backing this cluster are the following:

- Designing for trust should encompass designing transparency of a platform / people involved. - Principle, Anne Pascual, IDEO 2015.
- The blockchain lets people who have no particular confidence in each other collaborate without having to go through a neutral central authority. Simply put, it is a machine creating trust. - Development, The Economist 2015.
- Reputation capital is defined as ‘ the sum value of your online and offline behaviors across communities and marketplaces’. It will transform how we think about wealth, markets, power and personal identity in the 21st century. - Development, Rachel Botsman 2008.
- Millennials are tech-savvy, get their news predominantly from social media and value honesty, so they’re likely to investigate and verify news they see, push for more transparency from media outlets and reward factual reportage by sharing such content. - Trend, Forbes 2017.
- Removing anonymity is one of the ways trust is generated. This can be done through fostering identity. - Principle, Riley Newman Airbnb, 2015



Holistic Systems

Front to end user experience systems are becoming omnipresent. The systems we take part in, products we use and experience we undertake will be closely knit together and designed into one. An increase in touch points and an increase in the design of these will be seen, together with a decrease of active user actions. An integration between physical and digital realities will take place, resulting in products, services, and experiences being translated onto different platforms, devices and products alike making everything interconnected (e.g. IoT). Apps that used to add a little to your daily life will now become platforms and systems that control a vast array of experiences. Whilst the technology behind these systems will become more complex, humanizing these systems will be key to secure a smooth implementation into the life of the user, obtaining the highest impact and most holistic approach.

The main factors backing this cluster are the following:

- An even further integration between physical and digital realities will be seen in 2017. - Trends, Forbes 2017.
- Designers are focusing more on the participation of the users of the platforms, designing for the process not for the pixel perfect outcome. - Development, Anna Pascual, IDEO 2015.
- Almost all happiness studies show that experience increases contentment far more than purchases do, and young people intrinsically understand that, fueling an experience economy. - State, Time 2015.
- Ever growing customer expectations have pushed businesses toward offering “living services”, driven by digitized products and more comprehensive personalisation. - Trend, Accenture 2017.
- Businesses are not just creating new products and services; They’re shaping new digital industries. From technology standards, to ethical norms, to government mandates. - Trend, Accenture 2017.



Eco-Healthy Lifestyle

The pendulum starts to finally swing in the right direction for climate change awareness, sped up by the impending doom of the results of climate change but mostly pushed by an overall appeal of a lifestyle of awareness. A lifestyle based on the insights of the impact our daily actions and our consumption have on the climate but also on ourselves. This lifestyle of awareness is tied in with the critique on the increase of the presence of technology in our daily lives. A rejection of everything too fast, modern, technologically advanced and not eco-friendly is developing, making decluttering, yoga, meditation, and veganism common phenomenon. Actions that do good for body and soul are implemented in daily lives but especially shared through social media, making the practices of these activities seem like social gatherings. Showing you take care of yourself and the environment is becoming an elite expression of status, as well as taking control of a part of your life in the midst of chaos.

The main factors backing this cluster are the following:

- The increased awareness of the impact of meat to the environment has resulted in an increase in the vegan community, as well as an increase in restaurants and stores that sell vegan products. - Trend, Insights 2017.
- We are going to prevail in our collective effort to solve the climate crisis, and it will be in large part due to our increasing ability to mitigate the burning of dirty fossil fuels through the opportunities presented to us by the 4IR. - Development, World Economic Forum 2017.
- Only 20% of people in industrialized countries disagreed with the statement “I could happily live without most of the things I own.” - State, Time 2015.
- The European city of tomorrow should be a place of green, ecological or environmental regeneration. - State, EU regional policy 2011.
- Owning too many items is seen as wasteful and stressful. The philosophy of the new minimalism advocates for ‘buying less but buying better’ whereby consumers take more time to purchase fewer goods of a higher quality and staying more organized overall. - Trend, Huffington Post 2016.

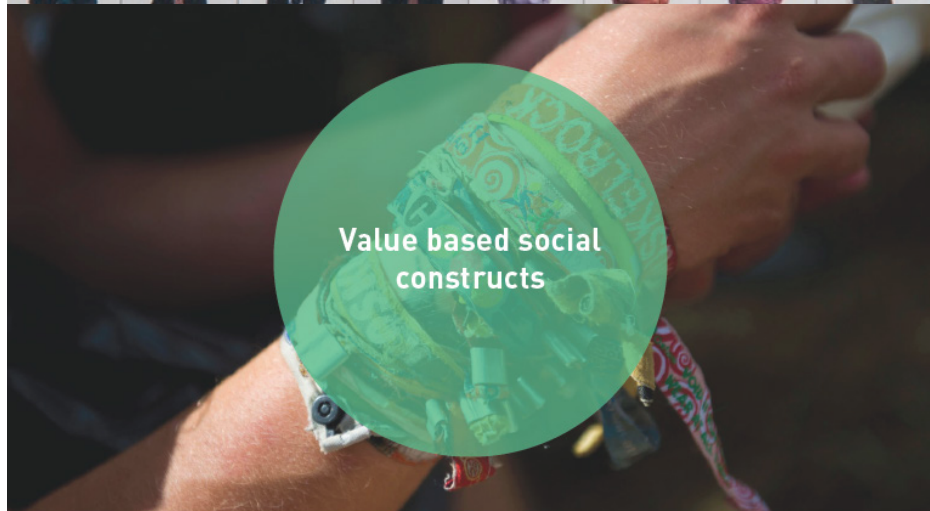


Consciously #resisting

A new generation of people is waking up, driven by the current political events as well as the statements made by their favorite singers/actors or brands. Due to the current political climate, they are realizing the fragility of civilization as they know it and understand that the way to hold on to their values and even obtaining progress requires a commitment to #resist and speaking up. Social media are the new battleground as opinions are shared, profile pictures are changed to flags and hashtags are spreading like wildfire. Individuals are demanding their idols to speak out, and consumers make conscious decisions based on the visions and backgrounds of companies. Strong opinions are a vehicle for increasing social status for individuals and companies alike, and these opinions are shown in actions, products, and marketing.

The main factors backing this cluster are the following:

- Social status can be increased by showing awareness. Changing your profile picture to a French flag shows you care, at least on social media. It is perceived as cool to get involved in social issues and to show this off. - Trend, Insights 2017.
- The process of human development enables and motivates people to demand democracy, leading to regime changes that entitle people to govern their lives. - Principle, World Value Survey 2017.
- An entire new generation is waking up to the inherent fragility of civilization as they begin to understand how much easier it is for our system to go backward than it is to go forward, and that any path to genuine “progress” requires an indomitable commitment to the fight. - Trend, Integral Life 2017.
- Human empowerment advances as widened democratic rights increase people’s entitlements to exercise freedoms. - Principle, World Values Survey 2017.
- Millennials embrace multiple modes of self-expression, and are more liberal and confident than earlier generations. - Trend, Pew Research Center 2012.



Value Based Social Constructs

Social constructs used to arise based on family and places of residence, the internet has torn apart the traditional way of constructing social circles, and the consequences are starting to show. People from all over the world connect with each other based on their values, ideas, likes and interests. Their world is filled with like-minded people echoing their thoughts back to them. This phenomenon is creating places where everyone can feel at home, and where ideas are shared freely and openly. A place where differences between in-group people start to shrink. Communication and rules of engagement between these circles start to change, increasing trust between in-group people. But there are a lot these utopian social circles, and the perceived differences between these circles will increase as their rules of engagement start to differentiate too much and discussions between these groups start to diminish, trust between these different groups will be harder to obtain.

The main factors backing this cluster are the following:

- Values change in predictable ways with certain aspects of modernity. People's priorities shift from traditional to secular-rational values as their sense of existential security increases. - Principle, World Value Survey 2016
- The internet is the largest experiment involving anarchy in history. Hundreds of millions of people are, each minute, creating and consuming an untold amount of digital content in an online world that is not truly bound by terrestrial laws. - State, Eric Schmidt 2013.
- Over-the-top (OTT) messaging and SMS messaging are millennials' preferred form of communication. - Trend, Forbes 2017
- Our increased connectivity, between one another and to the material world, enables us to transfer information and materials more efficiently to greater numbers of people. - Trend, World Economic Forum 2017
- Millennials trust and share more than any other generation. As Millennials move into leadership roles, there will be more of this trust transferred to the corporate level. - Development Huffington Post 2016.

Worldview

After clustering the factors the relationship between the previously conducted research has to be summarized into a narrative. To create a clear overview of the clusters a video was made that captures the essence of each of these building blocks. LINK From this video, links between the clusters have to be discovered together creating a narrative that is the worldview. This narrative is presented in the following paragraph.

Narrative

The different clusters of factors together tell the full story of the world view in the domain of trust. The clusters are summarized on the next page.

Examining the clusters more closely, one can argue that cluster 1 and 2 will have the same outcome, although rooted in different grounds. Both of these clusters will result in an increase of division between groups of people from different walks of life, whether it is based on socioeconomic differences or based on inherent human characteristics. This increase in a division will lead to less interaction between these groups, followed by a lesser understanding of each other, resulting in a division within society.

If there is a development going in one direction, it is not uncommon that counter developments are active as well. In the case of division, the counter development that can be identified is inclusion. This development is reflected in factors 5, 6 and 7. These factors describe the process of groups of people coming together based on various grounds, whether it is their activism, their lifestyle or their values. These factors show people opening up, interacting with each other and putting their trust in one another. This development can be seen as a development dealing with inclusion.

This identification of the themes division and inclusion by clusters

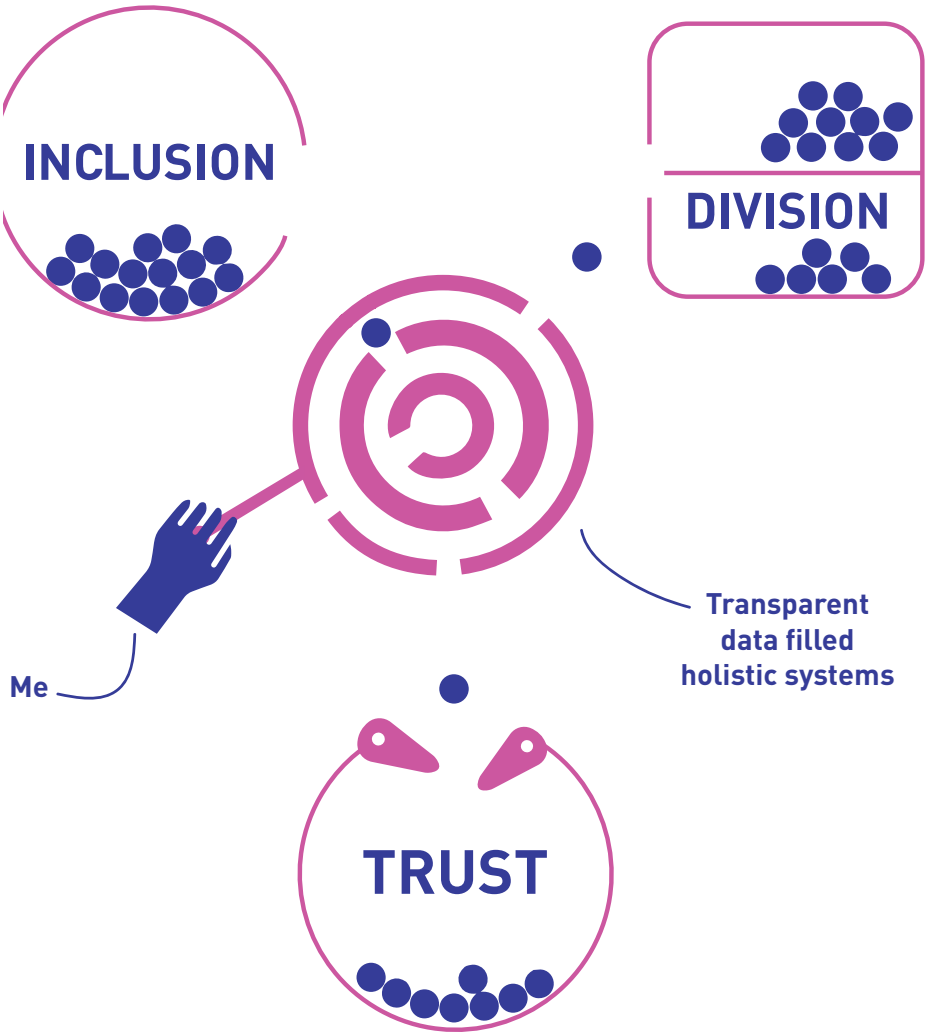


1 & 2 and clusters 5,6 & 7 leave out the clusters 3 and 4. Taking a closer look at clusters 3 and 4, there is common ground that both clusters are built upon. Both clusters are dealing with the new way we are interacting with people and companies around us. Where the other clusters are focusing on this issue from a more sociological point of view, clusters 3 and 4 are focusing on the practical side of these interactions. The issues discussed within these factor clusters deal with the technological side of the data collection behind modern forms of communications, transparency and privacy issues, living systems that control big parts of your day, etc.

All of these factors can be traced back to the future of interacting. They represent the new way connections are made within future societies on a technological level. In that sense, cluster 3 and 4 can be seen as the vehicle through which the other developments, namely division (1 & 2) or inclusion (5,6 & 7) are being reached.

In conclusion, the narrative shows that we as humans are dealing with two different phenomena within our society. On the one hand, people from all walks of life are interacting with each, finding shared values and coming together creating more inclusion. On the other hand differences between various groups of people are increasing, due to differentiation and polarization based on socio-economical reasons as well as inherent human characteristics.

These two directions are being fueled by an increase of new systems and platforms. Systems and platforms that play an increasingly bigger role in human lives. These systems and platforms have the power to steer humanity into the direction of division or inclusion, depending on the way they provide information as well as the way they make their users interact. They form the vehicle leading us towards two different ways of living. The question is, which road do we take?



TRUST RES

- Platforms & Literature
- Trust Principles

RESEARCH

This part of the thesis will explain the research that was conducted regarding the platforms that function based on the trust of their users. First the research into this platforms will be shown. Thereafter the four Trust Principles are defined as a basis for designing for trust.

Platforms and Literature

One of the main aspects of the project description was the identification of two trends. One trend that was described was the decline of trust between civilians within diverse societies. The other trend that kick-started the beginning of the project was the increase in platforms generating trust amongst users.

A few of these trust-generating platforms are depicted on the right. Platforms that rely on their users to trust each other. Each of these platforms is very successful and are seen as prime examples of the sharing economy.

To come up with a successful design solution that could bring trust back into society, the methods used by these platforms can be uncovered. Identifying comparable design tactics used by similar past forms, principles of trust through design can be established. I looked into the different ways these platforms were designed, UX and UI wise, and compared these findings with the findings of trust found within literature.

Most of these sharing economy platforms admit that trust plays an important role within their business model. A few of them are in the process of conducting research regarding this topic themselves.

I tried to understand the ways trust is used through the design of these platforms by my own experiences as well as by conversations with frequent users of these various platforms. Studying their websites and brand stories and comparing this with the research published and talks that the CEO's gave regarding this topic, it was possible to identify a pattern in them. A pattern that could be backed by literature studies about the phenomenon of trust.

The principles of design for trust are Effort, Responsibility, Vulnerability and Similarity. Together with the factor clusters they form the basis for the statement that is defined later in the project. The principles are explained on the next pages.



airbnb



BlaBlaCar



peerby

Trust Principles

Effort

The first principle of trust is “Effort”. Effort is defined by the Cambridge Dictionary as “the physical or mental activity needed to achieve something.”

One of the reasons trust is generated within the Airbnb platform is because the platform is designed to show effort. This “Design for Effort” is for example reflected in the creation of your own profile within the Airbnb platform. Users are invited to put more information on their profile. The pictures of their houses can be stylized, and additional information about the property can be provided as well as fun facts about the neighborhood. All these additional options take more time to fill in and will eventually lead to a higher trust rating by the users of the platform. “We’ve found that the more effort a host can signal to a guest, the more trust a guest is willing to give that host” (Gebbia J. 2015,). One of the reasons Airbnb provides a messaging system within their platform is due to the increase of an opportunity for effort this brings with it. “Messaging provides an opportunity to “meet” each other even before the trip. The more effort and care a guest can show in the pre-booking and booking phases, the more likely they are to be accepted.” (Gebbia J. 2015)

That putting effort into an interaction can lead to parties trusting each other is also proven by a study regarding teamwork. The study suggests that team performance benefits of trust are brought about through increased levels of effort.(B. A. De Jong, 2010)
Therefore a design solution that wants to generate trust might provide a way of showing effort for the people using it.



EFFORT

Design to enable the user to put additional amounts of effort in the interaction.

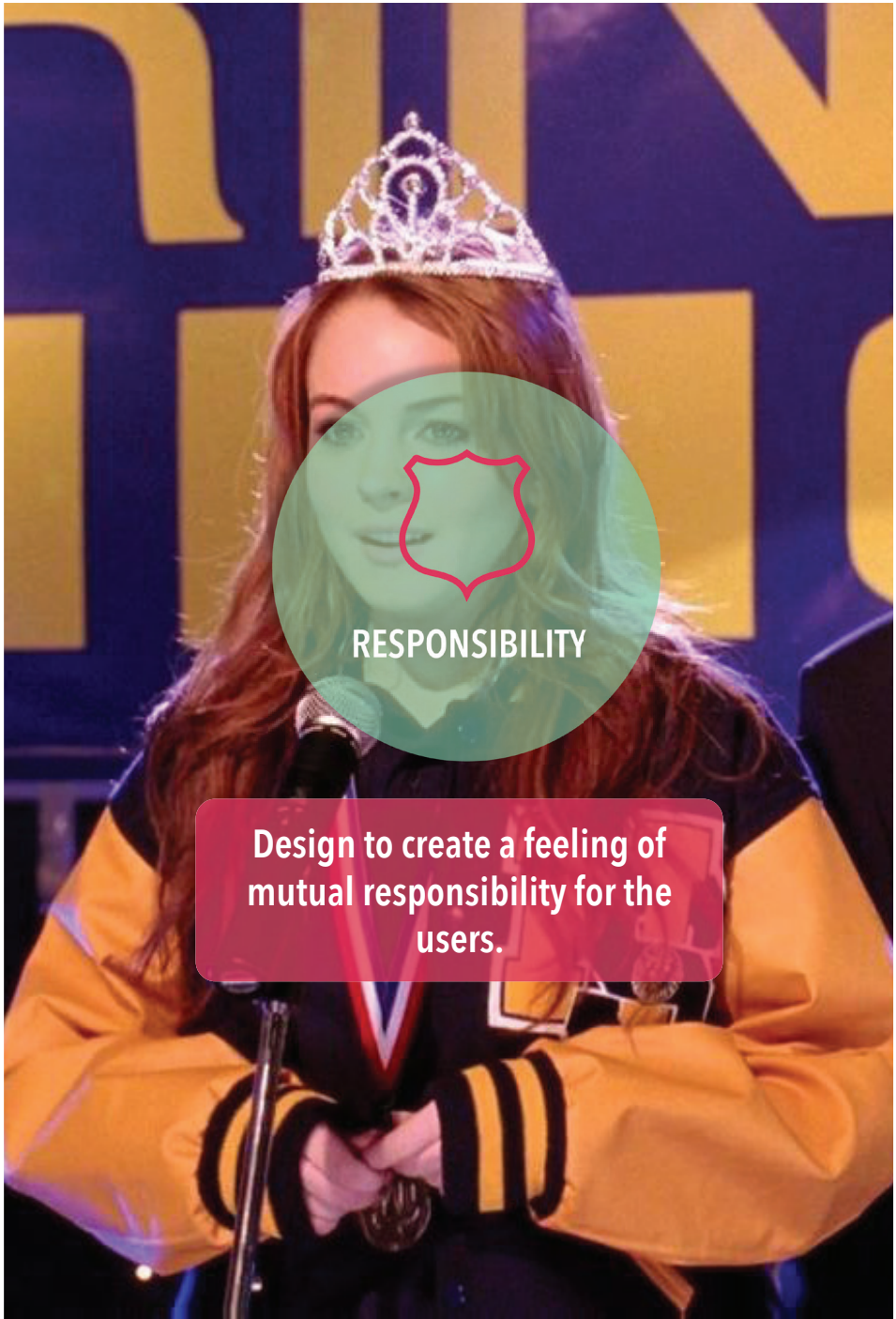
Responsibility

The second Design for Trust principle deals with the creation of mutual responsibility. Rachel Botsman, one of the leading thinkers in the field of trust through technology and design, mentions the following: “I don’t always bother to hang my towels up when I’m finished in the hotel, but I would never do this as a guest on Airbnb.” The interaction with each other through the Airbnb platform creates a mutual feeling of responsibility. Both of the users are responsible for the platform to work, and to bring them a pleasant experience.

When using the platform “Peerby”, users can borrow products from others that they don’t have themselves. The platform functions on the responsibility felt by both users to take care of the product they receive/rent out. Because of the knowledge of interdependency, trust can take shape. According to Roy Lewicki, trust arises from these situations because of the risk involved. “As our interests with others are intertwined, we also must recognize that there is an element of risk involved insofar as we often encounter situations in which we cannot compel the cooperation we seek. The increase of trust in these situations can be very valuable in social interactions.” (R. J. Lewicki, 2003).

Another study regarding trust within e-commerce also indicates the superiority of a community responsibility system for building online trust along the e-enabled supply chain. (A. Agarwal, 2003).

Mutual responsibility can play a big role in the creation of trust. A sharing economy platform often encompasses this feeling of mutual responsibility by default. However, it can be implemented in design solution in various ways. Users should feel like they together carry the essence of the design solution, and their actions can have an impact on the outcome of the design and thereby the experience for them and for others involved.



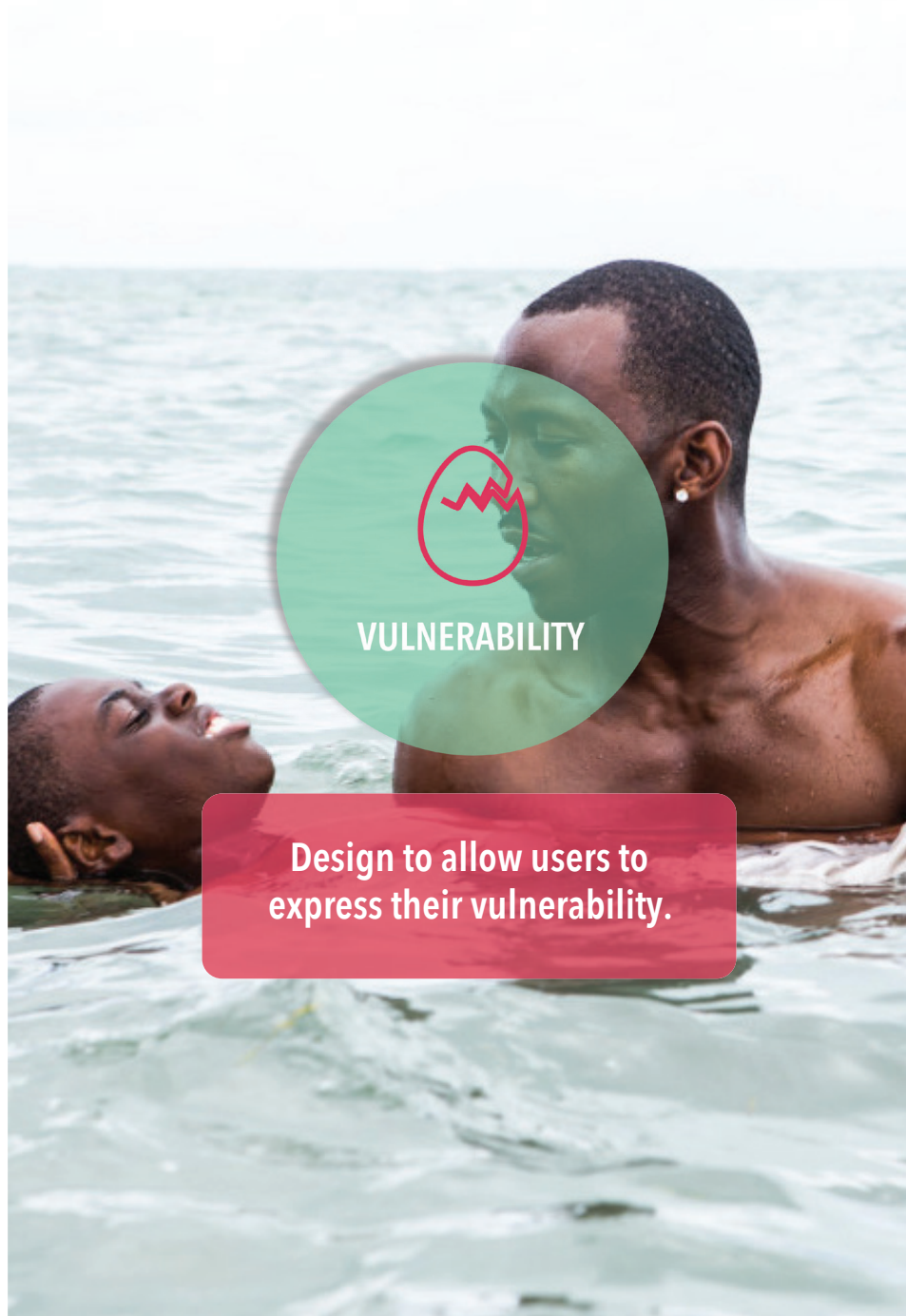
Vulnerability

Showing your vulnerable side might be hard for some people to do, But showing vulnerability has a direct link with the establishment of trust between people. In his book about team building, P. Lencioni states the following: “In essence, teammates must get comfortable being vulnerable with one another for them to really trust each other” (P. Lencioni, 2002).

The sharing economy has taken this vulnerability aspect of trust to another level. On Airbnb, people show the insides of their houses, opening up for people to trust them and sleep at their place. The platform is designed in such a way that additional information about the users can be added, sharing this information means sharing a bit more vulnerability.

Another big aspect of vulnerability within sharing economy platforms is the rating system. You voluntarily partake in this system, but it puts you in a vulnerable position. You subject yourself to the ratings of others. These ratings can be considered as feedback from other users. As Bene Brown points out in her book “Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead”; that giving and receiving feedback always ignites feelings of vulnerability, even if one is trained and experienced in it. The fact that everybody that enters the platforms subjects themselves to this system proves that everybody has to show a little bit of vulnerability. (Of course, the mutual responsibility principle ties in with this example perfectly.)

As Jason Tanz, sharing economy specialist at Wired puts it: “We are entrusting complete strangers with our most valuable possessions, our personal experiences—and our very lives. In the process, we are entering a new era of Internet-enabled intimacy.”(J. Tanz, 2014). Designing a platform that provides an opportunity to show vulnerability can be a key factor in designing for interpersonal trust.



VULNERABILITY

Design to allow users to
express their vulnerability.

Similarity

Maybe the most primal way of establishing trust is perceived similarity in others. “One of the strongest biases we have in life is that we tend to trust others who are similar to us—sociologists call this homophily.” (R. Newman, Airbnb, 2016).

This homophily principle enables us to trust. The perceived similarity is not just similarity in appearance, one also has trust in people holding similar salient values.(M.Siegris, 2000)

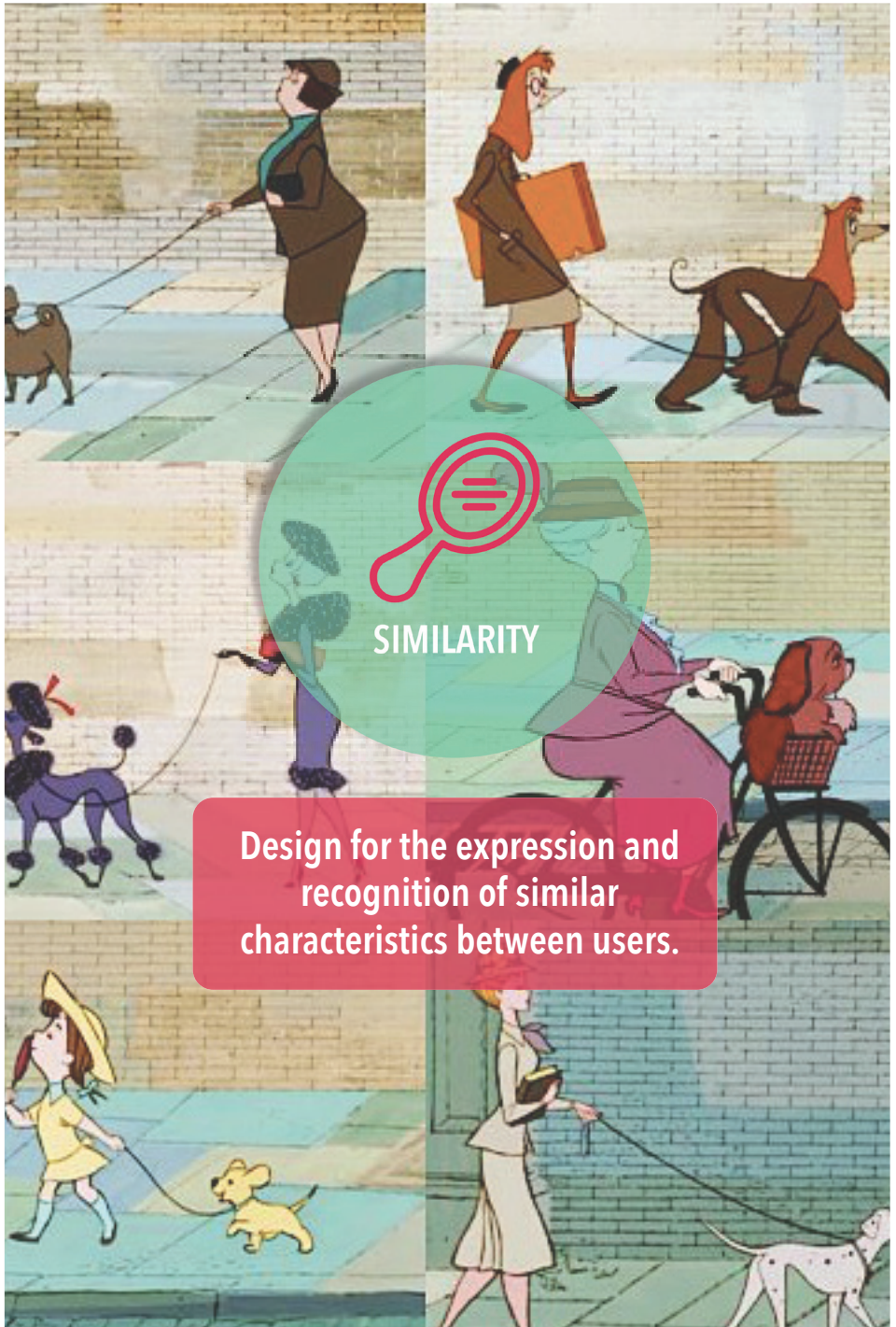
This similarity aspect of trust is the aspect that is creating the biggest distrust within diverse societies nowadays. Because if trust is based on perceived similarity, then diverse groups of people inevitably will find each other not trustworthy.

Because this principle is the one causing distrust in society nowadays, this principle should be designed for in such a way that the perceived similarity will expand.

Within the Airbnb platform, the review aspect of the design is starting to beat the similarity aspect, researchers found. “If you have 1 - 3 reviews, nothing happens” Joe Gebbia, founder of Airbnb, mentions in his Ted Talk regarding trust in design. “However if you have more than 10 reviews, perceived similarity no longer plays a factor in whether you will rent your room or not.” He concludes his segment saying: “High reputation beats high similarity. The right design can actually help us overcome one of our deepest rooted biases.”

It can be said that similarity plays an important role in the generation of trust between people. To use this principle in a way that it brings people together instead of dividing people it should be used in such a way that it either focuses on expanding the perceived similarities, crossing already established boundaries between groups.

Designing for a perceived wider range of similarities is therefore crucial to use the principle of similarity as a vehicle to enhance trust within diverse communities.



Design for the expression and
recognition of similar
characteristics between users.

FUNDAMEN

- Statement
- Interaction Vision
- Interaction Qualities

TALS

The Fundamentals are the result of all the research conducted within the domain of Trust. All three of the fundamentals together form the basis of the vision and reflect the core of the product that will be designed.

Statement

The statement is the part of the process in which I as a designer can shed my light on the previously conducted research and state my own value judgment about it. I looked at the world view created and defined what it is that needs changing through the design solution, based on both the narrative of the world view and the defined principles of trust.

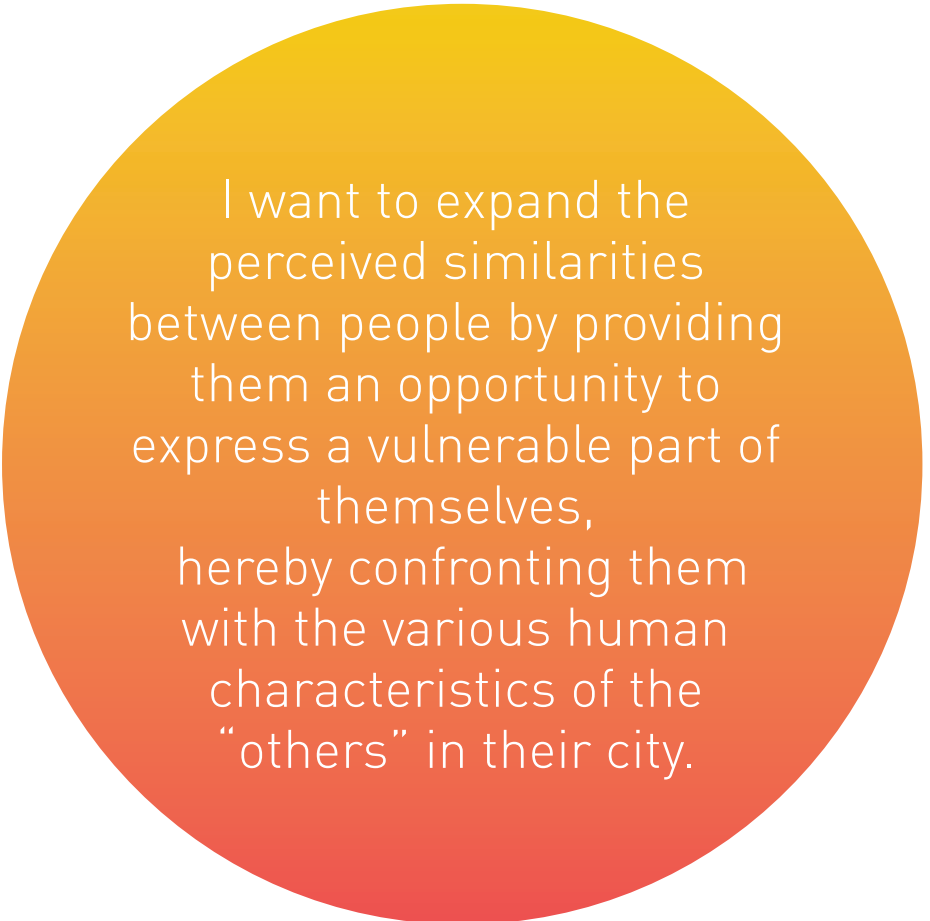
Various statements have been created before arriving at the final statement. The creation of the statement is an important part of the process that will eventually be the core of the design solution. The design should embody the statement. The final statement that I arrived at is the following:

“I want to expand the perceived similarities between people by providing them an opportunity to express a vulnerable part of themselves, hereby confronting them with the various human characteristics of the ‘others’ in their city.”

The statement is my reaction to the question posed at the end of the narrative of the world view. It clearly chooses the path towards inclusion, since the principles of building trust show that inclusion will lead to an increase of trust within society. It considers the polarization of different groups of people within a society based on their characteristics, whether socio-economical or inherent, and tries to find a balance between these two. On the one hand, the differences shouldn't be ignored, that's where the “Confronting of the various human characteristics” comes into play. This confrontation can only lead to more inclusion if simultaneously the perceived similarities are increased.

The trust principles are also reflected in the statement, By expanding the perceived similarities, trust can take root (See Trust Principles). Designing a way for the user to show vulnerability can be a way to trigger the trust between the users.

The statement will be used as the start of the ideation phase and will be the core of the design solution.



I want to expand the
perceived similarities
between people by providing
them an opportunity to
express a vulnerable part of
themselves,
hereby confronting them
with the various human
characteristics of the
“others” in their city.

Interaction Vision

The Interaction vision is a statement in itself, it is an analogy that serves as an explanation of the way the user should interact with the design and vice versa.

The interaction vision used for this project is: “Like getting emotional in a crowded movie theater.”

It can be explained via the following narrative: You walk into the cinema, curious and excited for the story you are going to witness. You sit yourself down in the chair, make yourself comfortable, slowly see the people coming in, people that you have never met but you are in for the same ride.

The light slowly dims and the music starts, it lifts you up and guides you through the story. You start to feel for the characters on the screen, you recognize their struggles, you identify with them.

Slowly you let your guard down, it's okay, you are surrounded by people but you feel sheltered, the lights are dimmed and you are all in this together. You laugh, harder than you normally do. Towards the ending you can't hold it any longer, your body heats up and tears start to fill your eyes, tears of joy, or sadness, all the emotions at once.

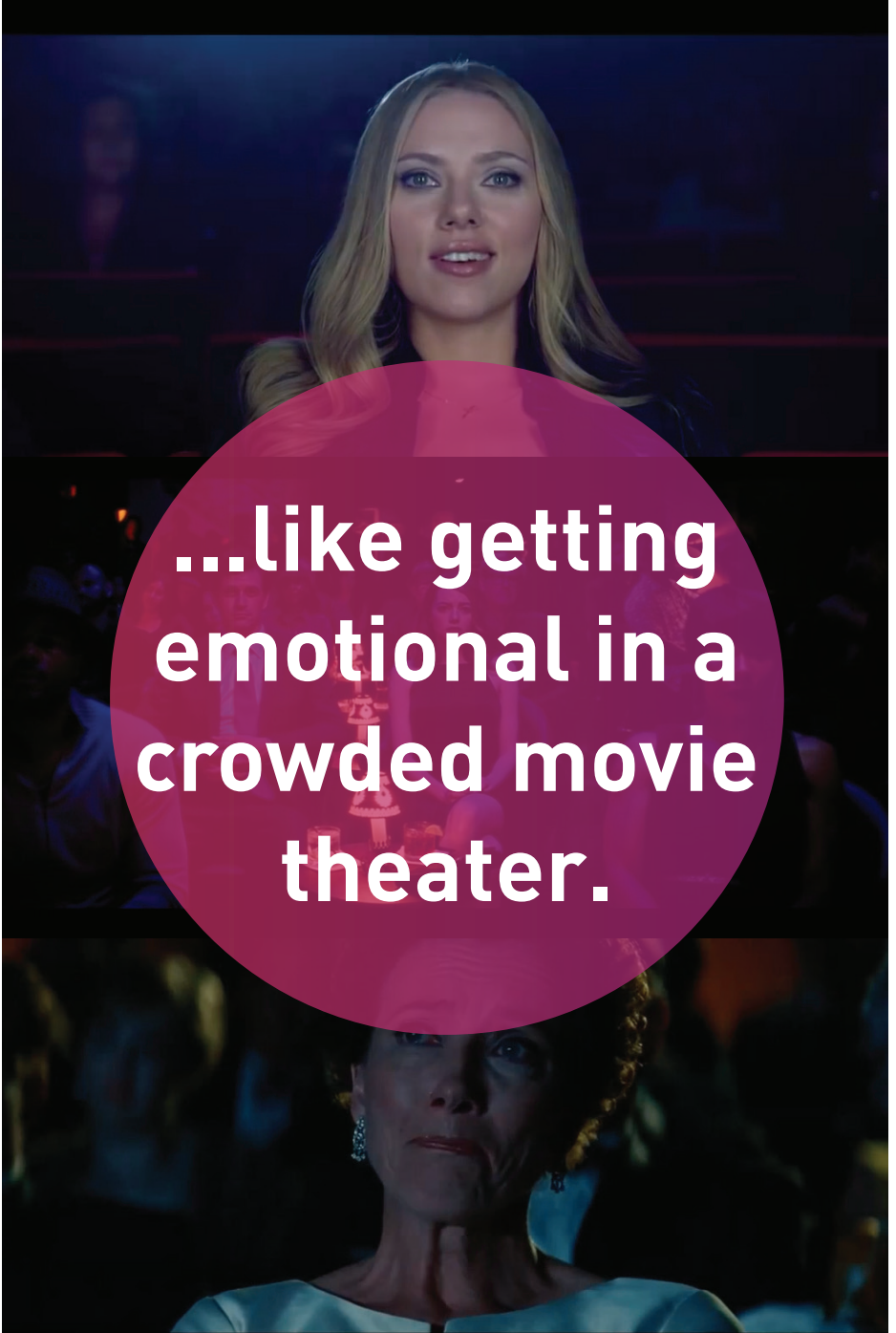
Then the lights go on, you look around, people stare at each other, at the screen where all of you just lived but now there are only names.

There are whispers, nods to each other, tears being wiped away, and slowly you leave the room where all of you just shared this moment separately, together. Like familiar strangers.

As you walk out you feel relieved, filled with new thoughts, inspired maybe.

And then sometimes, when you hear a song, your mind takes you back to that moment, that moment of joy, of inspiration, that moment you let yourself go and were completely alive.

This narrative will be used as a way to build the interaction between the user and the product.

The image is a vertical collage of three movie scenes. The top scene shows a young woman with long blonde hair, looking forward with a slight smile. The middle scene shows a crowded movie theater with people sitting in the audience. The bottom scene shows an older woman with short dark hair, looking upwards with a concerned expression. A large, semi-transparent pink circle is overlaid in the center, containing the text "...like getting emotional in a crowded movie theater." in white, bold, sans-serif font.

**...like getting
emotional in a
crowded movie
theater.**

Interaction Qualities

The interaction vision, as explained previously, is an analogy that can be used to describe the envisioned interaction between the user and the product. Qualities can be derived from this analogy that will describe this interaction in a more concise manner. The qualities derived from the interaction vision 'Like getting emotional in a crowded movie theater' are the following:

Empathic Identification

While watching the movie, you can identify with the characters. See parts of yourself in them, or recognize the situations they have to go through. You identify with the characters because you feel for them, and feel their story. This is a quality that the product should trigger. It should allow for the user to feel empathic, which means it should express a story. The product should also allow for the user to identify themselves with other people using it.

Sheltered Vulnerability

This might sound like a contradicting quality, since if someone is sheltered that means they are not expressing a lot of vulnerability. Although this is true, the idea of this quality is that the product should provide for some feeling of shelter whilst using it, therefore the user can express their vulnerability. Much like in a movie theater where you are okay with showing your vulnerable side because you feel sheltered sitting in a dimmed room with a nice chair and people going through the same experience.

Lingering Consciousness

Just like the experience of the movie can be relieved by thinking and talking about it, and might even make more things clearer over time, so should the product provide the user with more consciousness about the experience of using the product over time.

A graphic featuring a red heart partially covered by several concentric orange and yellow rings, resembling a fingerprint or a series of waves.

**Empathic
Identification**

A graphic showing a pink outline of a house with a red plant growing out of the base of the right side.

**Sheltered
Vulnerability**

A graphic featuring a purple clock face with a hand pointing to the 10 o'clock position, and a stylized purple brain icon to its right.

**Lingering
Consciousness**

VISION RECAP

Factor clusters

Revealing variety of
inherent human
characteristics.

Socio - economic
differentiation

Transparency;
Sharing vs. Privacy

Holistic systems

Value based social
constructs

Consciously #resisting

Eco-Healthy Lifestyle

Trust Principles



EFFORT



VULNERABILITY



RESPONSIBILITY



SIMILARITY

Interaction Qualities



**Empathic
Identification**

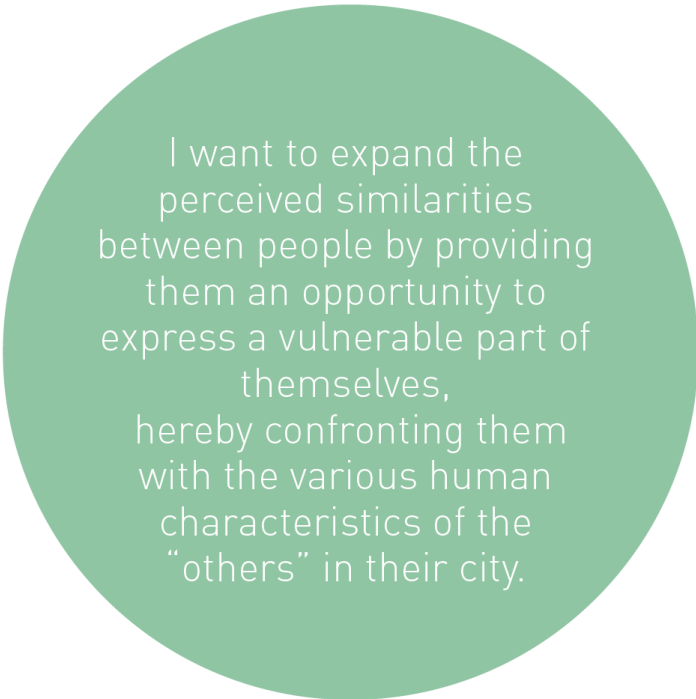


**Sheltered
Vulnerability**



**Lingering
Consciousness**

STATEMENT



I want to expand the perceived similarities between people by providing them an opportunity to express a vulnerable part of themselves, hereby confronting them with the various human characteristics of the “others” in their city.

IDEATION

- Brainstorming
- Idea Generation
- Concept Clusters
- Take-aways

With the summary of the vision, the first phase of the design project was concluded. The second phase of the project is the ideation phase. After a long period of research, this phase is the time to unleash the ideas that are already boiling up in your head and discover new ones that you haven't thought of before. All of this with the vision as a fundament.

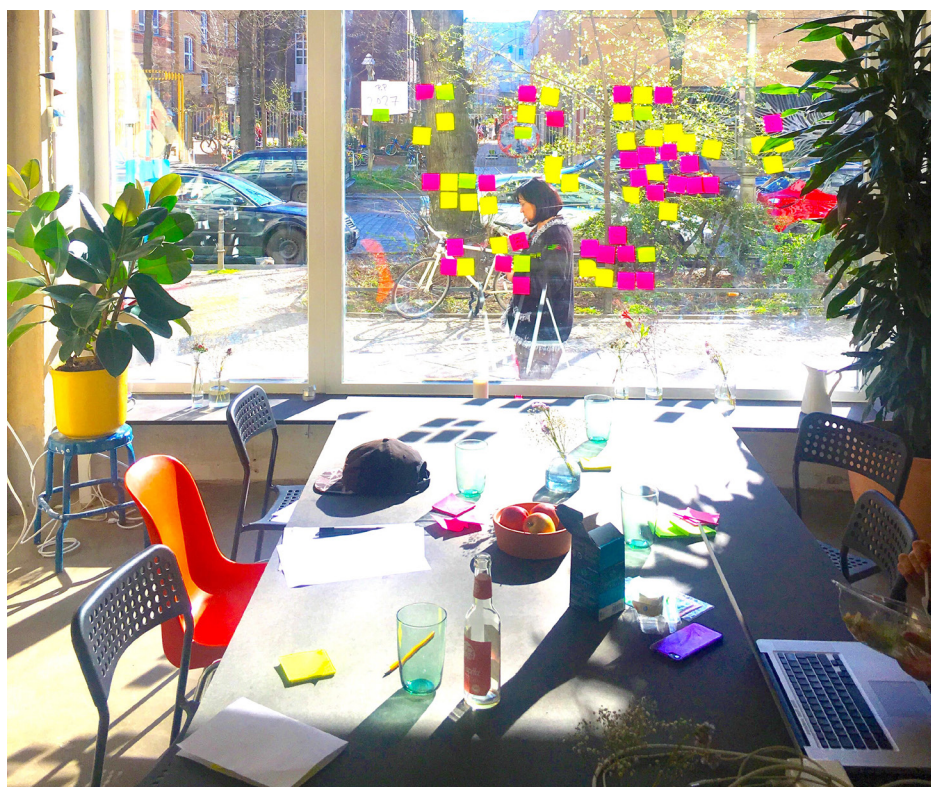
Brainstorming

Different idea generation techniques were used to come up with a variety of ideas. A brainstorm session was held with the Kids that covered different topics. Within the brainstorm session, various 'How do you?'-questions were asked. These questions dealt with subtopics taken from the statement, e.g. 'How do you express vulnerability?' and 'How do you confront people?'. The participants of the brainstorm session were asked to write as many ideas as possible on various post-its.

This big variety of ideas was used as input for the idea generation. The ideas were clustered into various groups with underlying themes, much like the way the factors were clustered to come up with various Factor clusters. Since the participants were stimulated to think out of the box, the ideas generated from the brainstorm function more as a trigger to expand your imagination than as a concrete lead into a concept direction.

After the brainstorm session using 'How do you?'-questions regarding the statement, another session was planned that was centered around trust, taking a few steps back from the statement and looking at this concept from a creative point of view more than a research point of view.

The conclusion from both of the sessions was a variety of idea clusters regarding trust and the statement that serve as a world of inspiration for the individual idea generation sessions that follow.

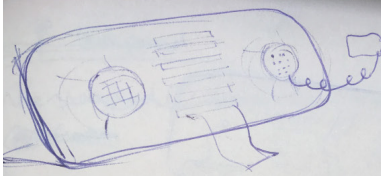
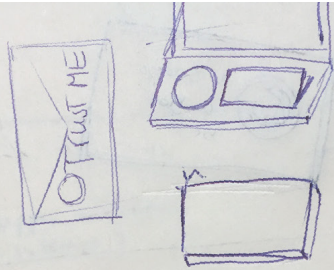
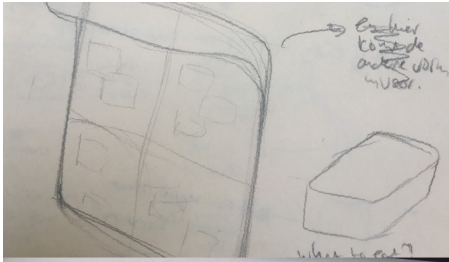


Idea Generation

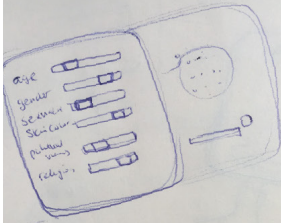
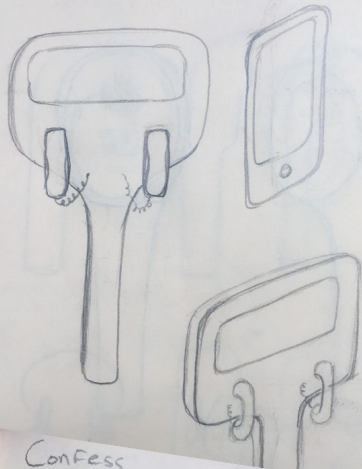
After conducting several brainstorming sessions, some that were officially guided with a briefing for the participants but most of that was done on the back of a coaster, ideas started to pop up.

Being that my project takes place in Berlin, it is safe to say that the city has had a big impact on the ideas that originated. There is a big sense of freedom in Berlin which had a huge impact on the early generated ideas. People are eager to talk about what projects you are working on, especially if those projects involve any social or political topics. My sketchbook became a conversation starter whenever I was sitting in a bar by myself, observing the interactions that would take place. People meeting each other for the first time, gossiping, falling in love. All of these interactions involved a feeling of trust, something that Berliners were not the most eager to give. Regarding their history, this might not be that strange.

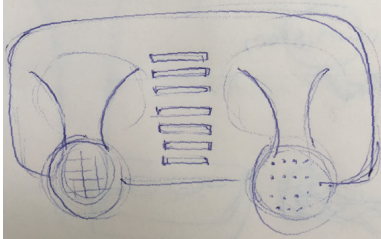
Once my booklet was almost full of tiny ideas, I decided to converge again by clustering the ideas, looking again at the similar themes that were present within the ideas. These clusters of ideas were used as the basis for my first three “Concept directions”. Since these directions weren’t fully elaborated on and mostly balancing too far towards the art world than the product design world, I re-named them concept clusters. The concept clusters will be discussed in the next chapter.



Write 'button' Reach



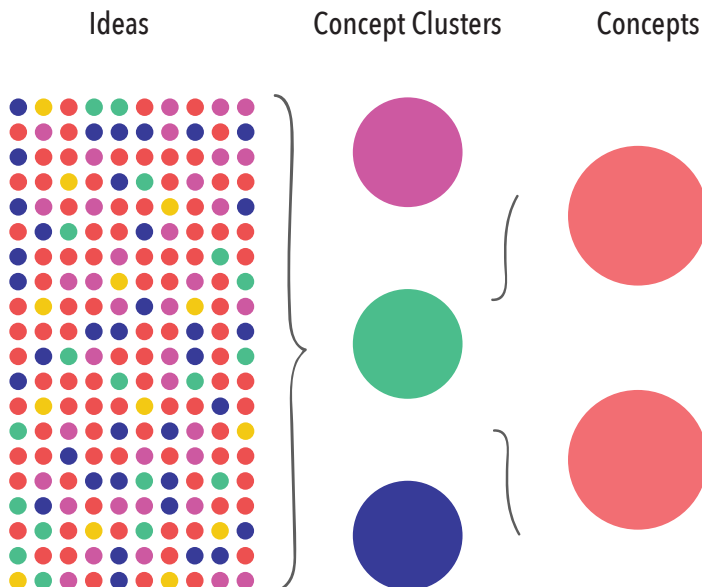
Confess



Concept Clusters

Three different concept clusters are addressed in this chapter. The concept clusters are all based on the various small ideas that represented the same theme. As addressed in the previous chapter, the concept clusters tend to lean more towards interactive installations and art than towards product design ideas. However, various takeaways were extracted from these concept clusters and used as input for the final concepts.

There are three Concept Clusters; Confess, Batch and Reach. All three of these concept clusters are presented in the same way. First, an anecdote is presented that reflects the essence of the concept cluster, this anecdote stems mostly from the various ideas that together make up the concept cluster. Second, a drawing is presented reflecting what the concept cluster could look like ones materialized. Third, a scenario is pictured that shows in what way the Concept Cluster would be used.



Confess

Confine in each other

We used to trust in big organizations, governments, religions. We would have faith in them, confess in them. Now that we are shifting to a decentralized way of living, where do we put our faith in, our trust in, where do we confess?

The answer is, in each other!

Confess provides a way of sharing your secrets with people around you. You whisper your confessions into the system and hear a secret from someone else in your city, only to be heard by you and only to be saved in your memory.

The only information you get about the other person's answers to five questions that describe you as a person within this society. Maybe you relate to the secret, only to find out the person is completely different from you, indirectly revealing each other similarities.

Relating to the secret you hear, you feel responsible for it, protect it, trusting that someone else will do the same with yours. This way, everybody within society, regardless of their differences, is sharing each other's secrets, confessing in each other, being vulnerable, trusting each other.

Confess

Confine in each other

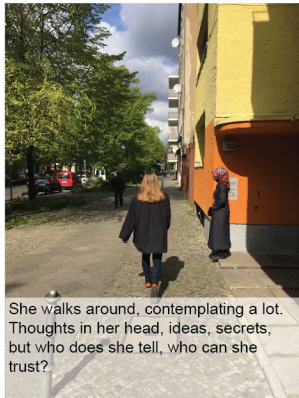
- Whisper your secret
- Define your characteristics
- Hear a secret from someone in your city
- Receive their characteristics



Confess



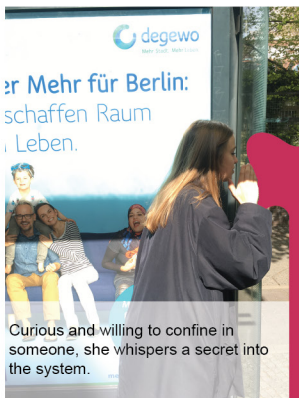
This is Anne
She lives in Berlin!



She walks around, contemplating a lot. Thoughts in her head, ideas, secrets, but who does she tell, who can she trust?



While waiting for the bus, she notices a system that asks her to confess in the fellow citizens of her city. It's filled with secrets from others.



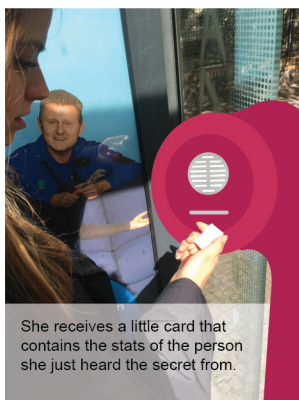
Curious and willing to confide in someone, she whispers a secret into the system.



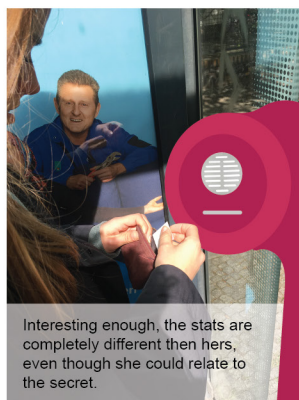
The system proceeds to ask her a few questions about who she is as a person.



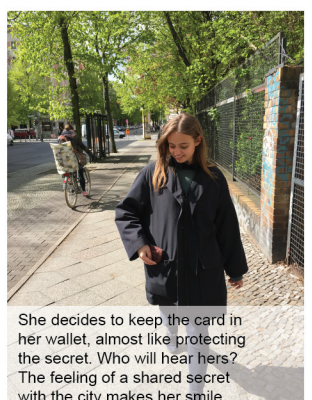
After that, the system let's her hear one of the secrets of another citizen. After it is played, it disappears for good, only to be safed in her memory.



She receives a little card that contains the stats of the person she just heard the secret from.



Interesting enough, the stats are completely different then hers, even though she could relate to the secret.



She decides to keep the card in her wallet, almost like protecting the secret. Who will hear hers? The feeling of a shared secret with the city makes her smile.

Batch

Walk in their shoes

Our cities are vast and diverse. They are made up out of a big variety of groups, cultures, religions ideologies and subcultures, all resulting into Us. These groups might be wary of each other since they are not in contact with each other and therefore not trusting of one another. How do we increase familiarity and express solidarity?

Batch provides a way of labeling ourselves Us by labeling yourself like the others. You put your own identity in the system, expressed in one word. The system provides you with someone else's identity, someone you have never met, someone you were never confronted with. You take that identity with you and wear it on your clothes, that one word that represents the other. You wear it with pride showing solidarity to the other groups and to the diversity of the city.

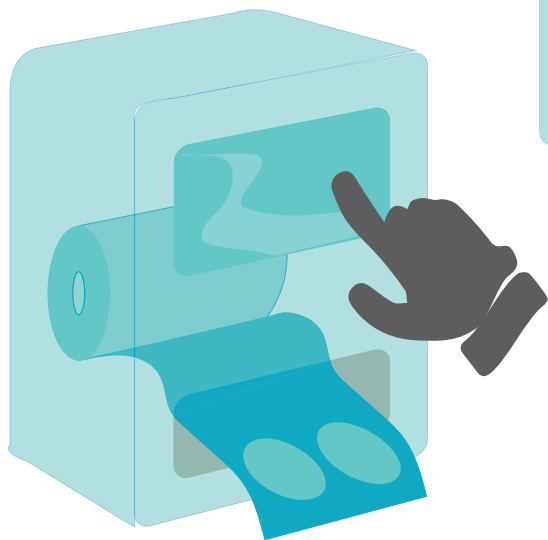
By wearing the other identity you accept the responsibility to make this city a place where we can open up, through showing effort and trusting each other.

More and more people will wear various identities, confronting everyone with the diversity of the city. The system provides a way for the wearers to walk in each others' shoes and trusting others with their own identity, as they take responsibility for the one they are wearing.

Batch

Walk in their shoes

- Fill in the word that defines yourself
- Watch your input being processed by the system
- Receive someone else's word on a sticker
- Paste it on yourself or in the neighbourhood

A light blue rectangular form with rounded corners. It contains a header box with the text "Define yourself...". Below the header are three horizontal input fields: a light blue box, a medium blue box, and a dark blue box.

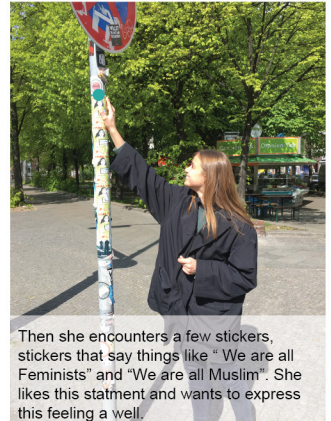
Batch



This is Anne
She lives in Berlin!



She walks through her neighbourhood, feeling disconnected with other groups, other minorities. She almost feels like they are living in different cities.



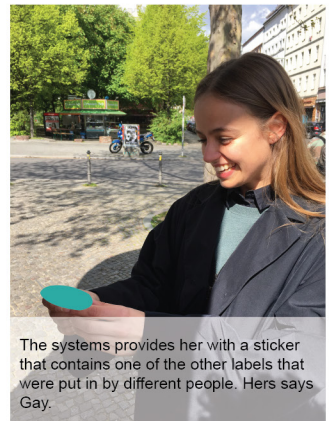
Then she encounters a few stickers, stickers that say things like "We are all Feminists" and "We are all Muslim". She likes this statement and wants to express this feeling a well.



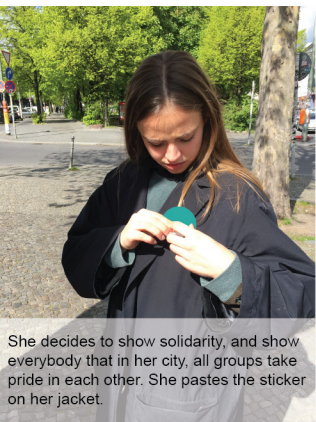
A day later she encounters a system, it looks like it has something to do with the stickers she encountered earlier. She decides to engage with the system.



It asks her to formulate herself in one word, and shows a few examples; Disabled, Christian, Refugee. She decides to type in Feminist.



The system provides her with a sticker that contains one of the other labels that were put in by different people. Hers says Gay.



She decides to show solidarity, and show everybody that in her city, all groups take pride in each other. She pastes the sticker on her jacket.



With pride she walks further, she feels like she is part of a bigger movement within the city, a movement that isn't distrusting of the others.



On the street she encounters other people wearing the batch, or people looking curious but interested. She smiles, and receives a smile back.

Reach

Burst your bubble

We visit the same places, meet up with similar minded people, easy to trust, exchange the same stories, only to hear our own thoughts echoed back to us. Where do we learn, discuss, maybe even clash? Where do we find different perspectives that challenge our opinions and force us out of our comfort zone? Where can we burst out of our bubble?

Reach provides a direct line to the unknown, to different thinkers, the “others”. In your daily commute, you get confronted with a statement about society. A statement that you feel strongly about, yet are also curious about finding out about another point of view, or just want to know more about. You pick up the phone that represents agreement or disagreement with the statement, linking you to a person on the other end. A person with the opposite opinion. This person somewhere else in the neighborhood that you would have never spoken to, maybe never even trusted the opinion of.

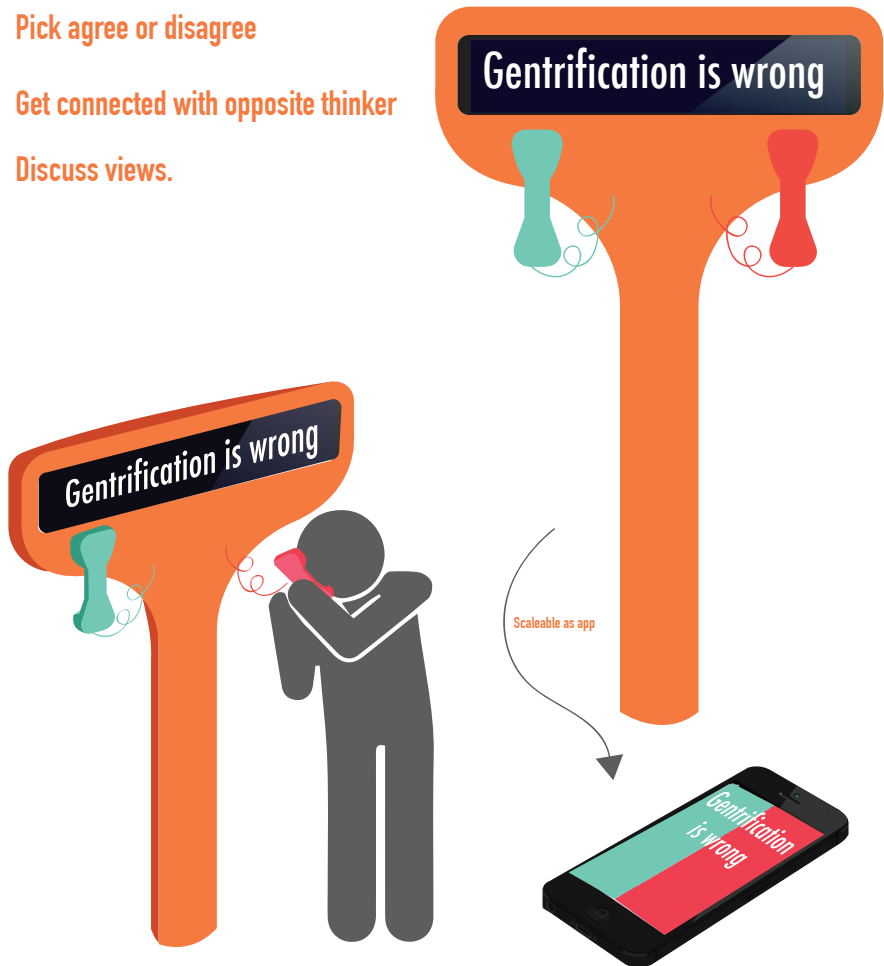
You discuss the statement, exchange viewpoints, and learn from each other slowly making the unknown more familiar and trustworthy.

Going further you'll be confronted by various statements and therefore perspectives from people from all walks of life within your city. You start to slowly open up to the ideas of the “others”, making those others Us.

Reach

Burst your bubble

- Get confronted by the statement
- Pick agree or disagree
- Get connected with opposite thinker
- Discuss views.



Reach



This is Anne
She lives in Berlin!



She encounters the same people on a daily basis. People that live in similar neighbourhoods as she does, work at similar jobs, go to similar restaurants and echo similar thoughts back at her.



On her daily commute, she encounters a system. The system confronts her with a statement. A statement she might know nothing about, but is very interested to learn more about.



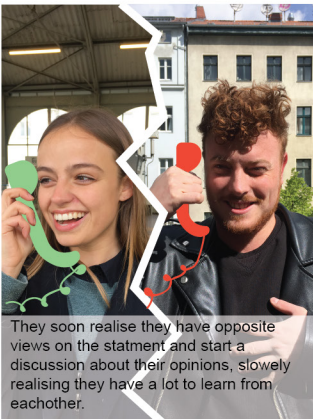
Her curiosity is fuelled and she decides to engage with the system, knowing she won't learn more staying within her bubble. She also has some kind of opinion about the statement she is confronted with.



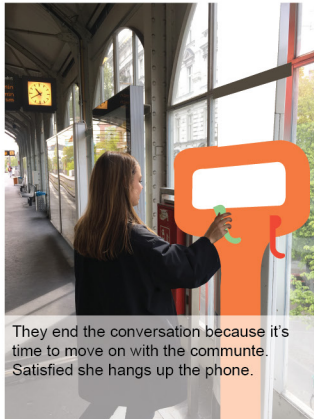
She sees two phones hanging underneath the statement, one that indicates agreement, the other disagreement with the statement. She thinks she agrees and picks up the phone.



On the other side of the line she hears a voice. She doesn't know who is on the other line or where that person is. All they know is that they both are curious, curious about the statement and about engaging



They soon realise they have opposite views on the statement and start a discussion about their opinions, slowly realising they have a lot to learn from each other.



They end the conversation because it's time to move on with the commute. Satisfied she hangs up the phone.



By reaching out to that horn, she talked with someone she would normally never engage with, someone in her own city. What would the statement be next time?

Take-aways

The concept clusters as presented previously are a direct translation from ideas generated through brainstorm sessions. They served as input for the concepts that were generated later in the project. The concept clusters were discussed with various people to receive feedback on the directions that the clusters could go in. The people that expressed their opinions and provided valuable input ranged from the people working at The Kids, to my coaches at the TU Delft as well as people I met randomly in Berlin and were interested in the project. This last group of people could be seen as future users of the product.

I had open conversations with a variety of people from the earlier mentioned groups. I provided them with visuals of the concepts as well as the scenarios and asked for honest feedback. The responses I got were varied ranging from people who said the ideas were too far out of the box and wouldn't be realistic to people who wished they were already implemented within society.

I summarized the most frequently mentioned positive and negative comments. The negative comments that were most frequently mentioned and therefore deemed most important to take into consideration going into the second phase of conceptualization are the following;

Lower threshold

The threshold to enter any of the concept clusters was perceived as relatively high. Objects that are placed randomly in neighborhoods were considered to not be the most efficient in attracting a broad group of users. People mentioned that a small group that was already interested in social issues within the neighborhood might partake in these installations, but a big group and possibly the most interesting group to target would be left out. Some people even mentioned that although they were concerned with the level of trust within society, they wouldn't partake in a system which entry was on the streets, since they wouldn't feel comfortable with that. Therefore it is key to lower the threshold of partaking in a system if you want to attract a broad group of participants.

Less installation, more system.

The embodiment of the concept clusters received a big amount of feedback as well. The ideas were seen as too installation like, which made it hard to picture them in the reality of a city. Although the way the concepts would be implemented within society also received praise by some, saying they loved the idea of walking passed it in the city. Most of the people, however, felt like the concepts could be a great exhibition, but not for real city life. They mentioned that it might be a little unrealistic, and they also had questions about who would be responsible for the concepts. All in all the feedback proved that most people liked the essence of the concepts but would love to see it translated in a more realistic manner.

Find mutual interest

One of the biggest eye openers coming from the feedback was the mentioning of mutual interest. Some people said that they didn't really know how the systems would encourage the perceived similarities since they pointed out differences within people or dealt with the already perceived similarities instead of focusing on new similarities. Finding something that dealt with mutual interest by all users that partake in the system would really increase the perceived similarities. Although parts of the feedback were negative, people also mentioned a lot of positive aspects of the concept clusters.

Share your story

One of the most mentioned feedback points was the love for the "sharing your story" aspect of the concepts. The idea of providing a platform for people to share a more personal side of themselves was received fairly positive by the people that gave feedback on the concept clusters. They liked the vulnerability it brought to the concept without it being too personal resulting in nobody sharing their story. This vulnerability aspect was clearly derived from the statement, and people seemed to identify it as a way to manifest trust within the concept.

Visible

It might sound contradictory from the earlier mentioned negative feedback, but the visibility of the concept clusters was perceived as a strength. Showing that you partake in the system, and having the

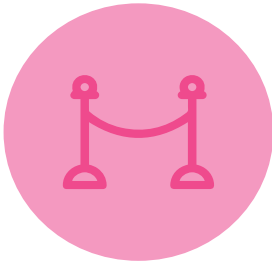
system be visible in public life could be a positive thing. This visibility, however, doesn't have to manifest itself in the visibility of the system, it can also be seen through the visibility of its users as is done in "Batch". A more activist aspect added in the concept was perceived by many as a good way of getting the point across.

Community feeling

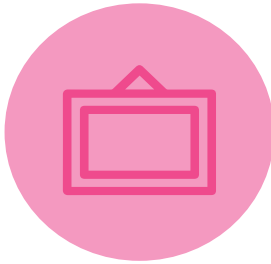
The feeling of belonging to a community was not expressed in every concept cluster, although in the ones that clearly tried to create a community, people pointed out that they liked this aspect of the concept. Creating a feeling of community makes way for the expression of vulnerability. It also can contribute to the perceived similarities between people. The downside of creating a community feeling is the in-group / out-group effect. Once trust is established within the community, it can increase the distrust of people outside of the community. Therefore the community feeling can contribute, but it shouldn't feel too exclusive (see "Lower Threshold").

All in all the feedback is a very helpful tool to use as a basis for the next phase of conceptualization, in which the concept clusters will be developed into actual concepts.

Feedback



Lower threshold



Less installation



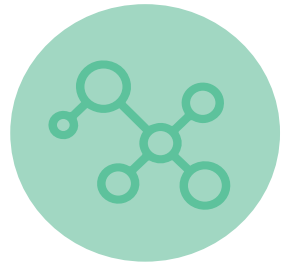
Mutual interest



Share story



Visibility



Community

CONCEPTU

- Carry My Story
- Familiar Stranger Vol. 1
- Takeaways

ALIZATION

This chapter describes the conceptualization phase. In this phase, two concepts are featured. The concepts are derived from the earlier discussed concept clusters and elaborated on through the feedback given on these clusters. Just like with the concept clusters, these concepts were discussed with various people to gather insights into the workings of the concept. These insights are presented in “takeaways” and will be one of the important inputs that will result in the final design.

Carry My Story

The first concept presented in the chapter is “Carry my Story”. The concept is based on the “Sharing stories” aspect that was mentioned in the feedback sessions of the concept clusters.

Sharing your story can have a big impact on the perceived similarities between people since more information about each other can be found. A research conducted at SAGE by Bers (2003) shows that an online collaborative environment that facilitates story telling can serve as a tool to facilitate young people’s thinking about moral and identity issues. Story telling as a big effect on the formation of someone’s identity, sharing stories can have that same effect on forming the city’s identity.

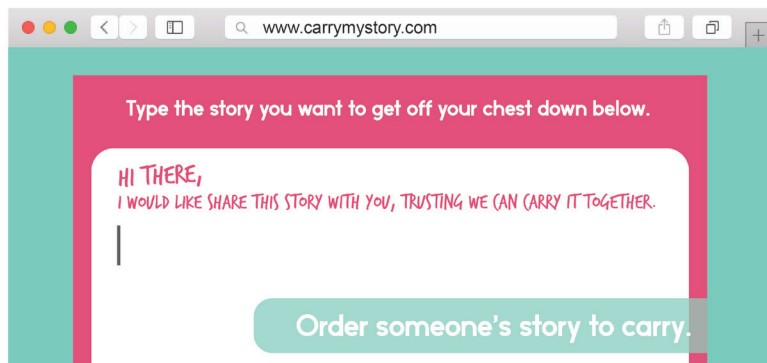
Sharing stories also contributes to the understanding of the world around us, and therefore of each other. Smith (1988) points out that the knowledge we store in the brain as part of our theory of the world is largely in the form of stories, which are far more easily remembered and recalled than sequences of unrelated facts.

A platform or service that helps people share their personal stories is the essence of the concept.

However, the sharing aspect of the concept is taken a step further than just narrating your own personal story to someone else. The idea of ‘Carry my Story’ is that the story is shared in a physical manner. This aspect of the concept was added by taking into account the trust principles. Receiving a story physically will increase the Shared Responsibility and Effort principles of the concept.

Carry my Story is a concept that lets people share their stories on an online platform. They then receive a physical copy of someone else’s story and a container to literally carry the story around.

CARRY MY STORY!



SCENARIO



Scenario

The scenario for the Carry my Story concept is pictured on the left. It is explained in six easy steps.

1. Meet Karen. Karen is a young working woman who loves her city. However, she is concerned about how little she knows about the people in her neighborhood. Karen sometimes feels like she is living in a bubble, and she would like to know more about the people around her. But how?
2. When walking down the street, Karen notices a sticker. The stickers have a message about trusting strangers printed on it. Karen likes this message and spots a website printed on the sticker.
3. As soon as Karen gets home, she types in the website link. The website asks her to write a personal story of hers. She is a little bit nervous about writing such a story, but the fact that others have done it as well makes her feel confident. Also, she wonders what other people's stories are and finds writing her has almost a therapeutic effect.
4. Karen submits her story online and orders someone else's story via the mail. A few days later the story arrives in a letter. She reads the story of a stranger in her city and sees that people are struggling with issues she never even knew about.
5. Karen rolls up the story, puts it in the container and wears someone else's story with pride. Feeling connected to the person and a responsibility to defend the other person's story.
6. On the streets she encounters other people wearing stories, making her feel like she is part of a community. A community of people trying to understand each other better by knowing each other's stories.

Trust Principles

The Carry my Story concept has been explained through the use of a scenario. The next step is to show how the concept embodies the earlier established Principles of Trust.

Vulnerability

The vulnerability aspect of the concept clearly shines through in revealing a story about yourself. By writing down something personal and sharing it with a stranger, you let down some of your guards. Letting down these guards, and therefore being vulnerable is important to establish a sincere connection. The Carry my Story concept embodies this principle by providing an opportunity for the users to share an aspect of their identity.

Effort

The effort is a principle that shines through in several aspects of the concept. First of all, sharing a story is a form of effort. Providing a platform to type your story and order someone else's already shows the amount of effort you want to put into creating a connection with the other users. The other aspect is the carrying of the story. By taking it with you everywhere you go, you show a lot of effort.

Responsibility

Mutual Responsibility is most prominent in the sharing aspect of the concept. By sharing and receiving a story, you feel a mutual responsibility to carry the story and keep it safe, since someone else will be doing that with your story as well. Both of you are responsible for the concept to work, thereby creating the responsibility aspect.

Similarities

Discovering similarities with people you normally would not meet is key to the Carry my Story concept. By reading each other's stories, similar struggles or experiences can be discovered. The similarity aspect also shines through when wearing of the container with the story inside. By wearing it, you can spot others on the street wearing the same statement. This way the perceived similarities of people you meet on the street can go up because now you know you have something in common. You might be wearing each others story.



Show vulnerability
by writing your story



Show effort by
writing and ordering
a story.



Show responsibility
by carrying someone
elses story close to
you.



Identify similarities
through the stories
as well as wearing
the pin.

Familiar Stranger

The second concept that is presented in this chapter is Familiar Stranger. This concept may look aesthetically similar to the previous concept, but has a completely different application and use.

The Familiar Stranger concept is based on the symbolism behind the safety pin. As mentioned in this New York times article: “After the election of Donald J. Trump, fears are growing that segments of his base may physically or emotionally abuse minorities, immigrants, women and members of the L.G.B.T. community. As a show of support, groups of people across America are attaching safety pins to their lapels, shirts, and dresses to signify that they are linked, willing to stand up for the vulnerable.” Safronova (2016).

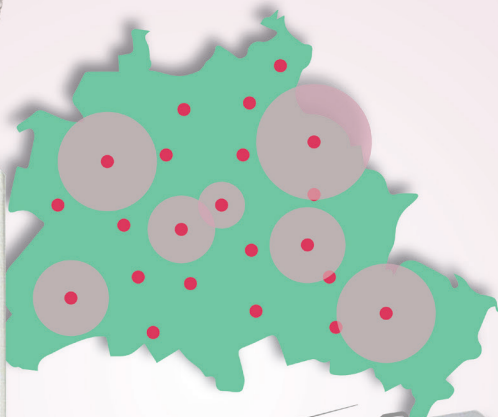
However great the symbolism behind the statement is, it doesn't necessarily go beyond symbolism. The Familiar Stranger concept takes the essence of the pin, the creation of a safe space for the more vulnerable and a community of pin wearers, and tries to expand on that.

By being able to contact familiar strangers whenever you find yourself in a more vulnerable situation, the concept becomes more applicable. Wearing the pin is still a sign of solidarity, but interacting with the group of pin wearers will take the symbolism to the next level.

The essence of the Familiar Stranger concept is the creation of a community of pin wearers that support each other through the pain, by sending vibration signals via the pin showing that there is always someone there for you within the community of familiar strangers.

FAMILIAR STRANGER

HERE FOR EACH OTHER



COMMUNITY
STATEMENT
STIMULUS

BE A FAMILIAR STRANGER



HOW TO BE HERE FOR EACH OTHER



Scenario

The scenario for the Familiar Stranger concept is pictured on the left. It is explained in six easy steps.

1. Once picked up on the system in a similar way as the Carry my Story concept, A pin will be sent to you ordered online. The pin is paired with a smartphone through an app. This is needed to transfer the signals to the rest of the familiar stranger community. The app doesn't play a big role after the pairing is complete.
2. The Familiar Stranger will wear the pin either on a chain or on their clothing. It can be visible as a statement piece, just like the safety pin, but is also functional. By wearing it you express that you are part of the familiar stranger community. People that don't feel comfortable wearing the pin can still have the positive effects from it by hiding it under their clothes.
3. When a Familiar Stranger is stressed, scared, nervous or just in other vulnerable situations in which he or she needs some validation from their peers, they press the pin.
4. A random Familiar Stranger in the city will feel a slight buzz from their pin, knowing someone in the community needs to know that they are not alone.
5. That Familiar Stranger presses their own pin, sending a slight vibration back to their peer in need.
6. The system and the pin together make up for a platform that lets strangers be vulnerable towards each other, and thereby more trusting in each other as well as strangers outside of the system. All whilst making a statement by showing their involvement in the community. The Familiar Strangers are part of a real social network.

System

Since this concept is really focused on community building and has an activistic undertone, a pin alone wouldn't be enough to get that message across. Therefore a system is designed to realize the full effect of the concept. The system is build up out of several parts, all are portrayed on the next page.

Website

The website is the entry point of the system. It should convey the activistic nature of the concept whilst still be open to a broad audience. A short video explaining the concept, guiding the user through the first steps as depicted in the scenario, will play once entering the concept. The user can sign up for the system by filling out some personal information about themselves, making sure that they feel like becoming a part of the community.

Print

The print is a crucial part of the system. The printed aspects of the concept are the letter in which the pin is sent, and the stickers that the users can paste throughout the city, spreading the idea of the system. The overall feeling of the print should be rebellious and activistic, but still, deliver the message in a clear and loving way. Rebellious but not aggressive is key. The colors that are used are bright and "In your face" but they are cheerful and almost childish at the same time. The print is filled with inspiring quotes regarding trust. The scenario is also pictured in the print, explaining the concept to the user.

App

The last system aspect of the concept is the app. Although the possibilities of the app have been brought back to a minimum, because the idea of the concept is to have an interactive experience that takes place outside of the phone, the app is still crucial to the experience of the product. Therefore it is designed in the same rebellious yet playful manner.

SYSTEM HERE FOR EACH OTHER



Trust Principles



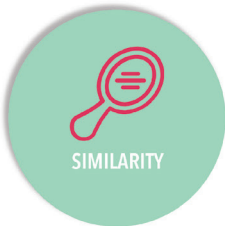
By pressing the pin
you share your
vulnerable moments.



Show effort by
responding through
the system.



The community is
responsible for the
system to succeed.



The percieved
similarities between
people will be increase
when wearing the pin.

The Familiar Stranger concept has been explained through the use of a scenario and the aspects of the story that create the system have been elaborated on. The next step is to show how the concept embodies the earlier established Principles of Trust.

Vulnerability

By pressing the pin in a time of need, whether it's due to stress, loneliness, fear or just a simple "Hi", the users of the product express a vulnerable part of themselves. The product, and therefore its users, allow them to show that they are vulnerable and don't have to hide it. Sending and receiving these messages that are purely tactile are still an important step to establish trust.

Effort

By responding to the signal received from another Familiar Stranger, you show effort and care for the other Familiar Strangers. You also acknowledge your part in validating the experiences of the other Familiar Strangers, hereby helping each other.

Responsibility

The responsibility aspect is deeply embedded in the concept since the system only works when all the Familiar Strangers take their responsibility by interacting with the system when they feel a vibration through the pin. This shared responsibility leads to co-dependency which makes the familiar strangers more trustworthy of each other.

Similarities

Whilst wearing the pin, you express your involvement within the community. The similarity will shift from the obvious first glance similarities to the actions and expressions of people. Leading to a higher level of trust between diverse people within society by people putting their trust in strangers through the system.

Take - aways

After the two concepts were thought out, they were summarized in a presentation drawing to discuss them. The discussions were, just like with the concept clusters, conducted with members of The Kids, coaches from the TU Delft as well as potential future users of the concept.

I provided them all with the same amount of information and had an open discussion with them regarding the concept. Where the feedback from the concept clusters was equal parts negative and positive, the feedback from these two concepts was moreover positive. I summarized the most important positive points together with the two most frequently mentioned negative points of feedback.

Essence of the system

The most frequently mentioned positive side of the concepts was the essence that shines through in both of the concepts. The essence was establishing the connection between groups of people that normally wouldn't necessarily be connected by providing them a platform to be vulnerable. The idea of expanding the perceived similarities in such a way was seen as a positive side of both of the concepts.

Too Literal

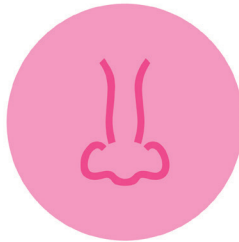
One of the biggest downsides of the concepts that were mentioned a lot was the reason for people to take part in it. People mentioned that the trust aspect of the concept was taken too literal, resulting in people that already have an activist side in them taking part in the system. This would be a shame since the project started out as a way to implement trust within society as a whole. There was no additional reason for people to partake in the system other than lending and receiving trust.

The Spark

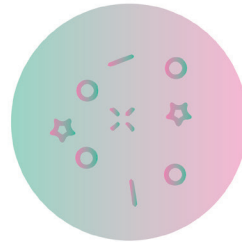
Building on to the previous feedback point, a way to get people into the system that doesn't involve trust, but still makes them trust each other, would be key for the concept to achieve its goal. A twist or spark within the concept that would almost trick people into trusting each other, but still achieve the statement as set in the beginning, would be a valuable addition to the concept. Providing a platform to show vulnerability and connecting people that normally wouldn't meet should still be the essence of the concept but it should hide under a veil of something that people that aren't necessarily interested in this essence would still be interested in. Finding common ground of interest for a large group of people and implementing that in the system would be the next step of the project. Finding the Spark within the concept was what I was set out to do.



Keep the essence



too Literal



Find the Spark

MUSIC

- Trust & Music
- Test: "Sharing Music"

This chapter will explore the extra aspect added into the previously explained concepts. Both the concept clusters as well as the concepts got feedback that suggested adding something extra to the concept. The feedback for the concept clusters suggested to add an element of mutual interest for a broader audience, whilst the feedback for the concepts was mainly to add a twist or spark that would lure people into the system. The twist and mutual interest that was used is music!

Trust & Music

The choice to play with music within the concept came from a brainstorm session where I explored the various overlapping interests from citizens of different walks of life.

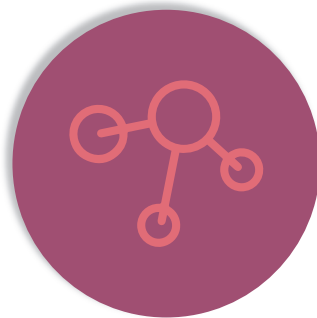
The idea was to find a mutual interest that, if revealed, would be quite personal and bonding. Food, various types of media and the interest in exploring different parts of your own city were all aspects that came out of the brainstorm as a phenomenon that crosses cultural barriers and has to encompass mutual interests, but they did not seem to hold the same personal value.

Music does cross cultural barriers, holds a lot of personal value and therefore can be vulnerable when shared, but increase the bonding experience.

Of course, since the music aspect came from a brainstorm, the extra power that music could add to the concept was still an assumption. To find out how much music could play a role in fulfilling the statement as well as tackling the feedback given, two types of research were conducted.

First of all desktop research was conducted to find the various positive effects music can have on the bonding experience between people. The desktop research was also used to find out whether music really holds that much of personal value, and therefore whether it is a vulnerable thing to share your music, just like the brainstorm session pointed out.

Next to the desktop research, a research plan was formed to reveal whether the knowledge of what music a person is listening to really increases the number of identifiable characteristics a person can perceive. The second phase of the research would point out whether there is an increase in the amount of perceived similarities between people knowing what music the other is listening to.



Music provides an Oxytocin boost.

The first finding from the desktop research is that music provides an oxytocin boost. Oxytocin is a peptide hormone, it plays a role in social bonding and sexual reproduction in both sexes. One study shows that oxytocin may be implicated in our ability to empathize with individuals of different races and could potentially translate into the willingness to help individuals in pain or stressful situations (Sheng, F. 2013). Another study shows that an increase in oxytocin shows a substantial increase in trust amongst humans (Kosfeld, M. 2005). These two studies show that amplifying the amount of oxytocin created in your body through the concept could be a great addition to increasing trust.

A study conducted to investigate the positive effects of music on oxytocin levels showed that patients that were listening to soothing music in the hospital had higher levels of serum oxytocin compared to those who didn't listen to music. (Nilsson, U. 2009). Both these findings already underline the positive effect of adding an element of sharing music within the concept.

Considering the oxytocin boost generated through music and the effects oxytocin has on humans, it's safe to say that sharing music can have a positive impact on generating trust amongst people.



Sharing Music increases empathy

A second finding from the desktop research is that the very act of sharing music can increase empathy. Empathy is the capacity to understand or feel what another person is experiencing within the other person's frame of reference. It is an important emotional capacity that strengthens social bonds. Higher levels of empathy within society can contribute to a higher level of understanding between groups of people from various walks of life.

A study regarding music and empathy was conducted amongst two classes of primary school children. One class was exposed to musical games, stimulating interaction based on music throughout the year. The other group wasn't. At the end of the year, the empathy levels of both of the groups of children were measured. The conclusion was that the empathy levels of the musical game class had been increased whilst the levels of the other class had stayed the same. (Rabinowitch, T. C. 2013).

This study suggests that sharing music increases empathy scores within people. Adding an element of sharing music within the concept, therefore, can increase the trust levels within the city.

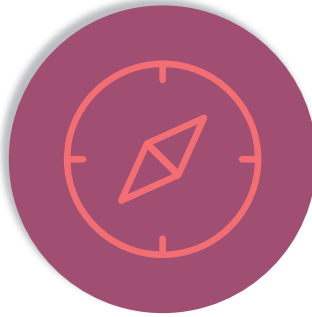


Sharing Music increases Social Cohesion

Social cohesion can play an important role in increasing trust within society. A society that is more cohesive will interact more with each other. Helly (2003) points out that the notion of social cohesion implies the definition of a modern society as inclusive and founded upon a sense of commonality and on a sense of social belonging to enhance the solidarity and trust between members of a society. This social cohesion can be established through various ways and would be a valuable addition to the concept.

Studies have shown that the act of listening to music together can contribute to an increase in social cohesion between the people sharing the music. Across cultures, music listening in families and in peer groups contributes to family and peer cohesion, respectively. (Boer, D. 2014). Sharing music allows for a form of bonding that increases the social cohesion.

This effect is true even in cultures where interdependence is less valued, pointing to music's potential to act as "social glue" that binds people together. (Sutti. J, 2015). This social glue is exactly what is needed to increase the potential of the concept and reach the goals that are set within the statement at the beginning of the project.



Sharing music increases Cultural Cohesion

Cultural cohesion is another important factor within a society that can help to increase the levels of trust. One of the fundamentals of Cultural cohesion is a perceived similarity in values. Shared values stand for a shared perception of life and society as was found through research conducted by Beugelsdijk (2015). He found that value diversity is important for understanding the international variation in trust, with high-value diversity being associated with lower levels of trust.

Sharing music and having a similar music taste is shown to have a big impact on the perceived similarity in values between people. Studies show that music can create interpersonal bonds among young people because music preferences can be cues for similar or dissimilar value orientations, with similarity in values then contributing to the social attraction. (Boer, D. 2011).

The impact that shared music taste has on shared values will positively impact the decrease of value diversity. Lower levels of value diversity will result in higher levels of trust within society.

Once examining these four explained impacts of music, it is safe to say that implementing music, and in particular sharing music, will have a positive effect on the increase of trust levels within society.

Test: "Sharing Music"

Previously referenced articles mention the various effects sharing music has on cohesion and empathy. Both of these results from sharing music are in line with the outcome of the statement created at the beginning of the project. A result of sharing music that hasn't been mentioned, but is still very prevalent and crucial to the statement, is the increase of perceived similarities. It is plausible to assume that knowing what music someone is listening to will add to a number of characteristics you can identify that person. An increase in a number of identifiable characteristics can automatically lead to an increase in perceived similarities.

To find out whether knowing what music someone is listening to has this exact effect, a test has been conducted.

Hypotheses

The hypotheses that underlie the research are the following two;

Hypothesis 1.

Knowing what music someone is listening to increases your feeling of certainty in regards to the characteristics of that person.

Hypothesis 2

Once knowing what music someone is listening to, this information plays a key role in forming your perception of that person.

To be able to either confirm or deny these hypotheses, a research method was created.

Material and Method

The method that was established to be able to make a judgment regarding the two hypotheses, consisted of two different groups of five subjects and two sets of video clips.

One group of subjects was subjected to a video clip that showed two people walking down the street with their headphones on. The video didn't provide any information on the music that the two depicted people were listening to. The video was shot from a First Person Perspective, reenacting the way someone would encounter another bypasser on the street.

After the first group of five subjects watched the video, they were asked to quickly assess the person's character in the video, based on their first impressions. 15 character traits were handed out to the subjects, all with a different character trait printed on the card. A scale was given to the subjects that ranged from Certain to Uncertain. The subjects were asked to place the character trait cards alongside the scale, depending on the certainty or uncertainty of their answer.

The second group of five subjects was also asked to watch a video, this video was exactly the same, depicting the same pedestrians walking down the street, only this time sound was played in the background. The subjects were made clear that the sound playing was the song that the pedestrians were listening to. After watching the video they also were asked to assess the characteristics of the bypassers and told to put the cards with the characteristics on the scale.

After concluding the test, a follow-up interview was conducted with the subjects from the sound group. The reason for this interview was to identify the reasoning for the subjects to pick certain characteristics. This was only important for the group that watched the video including the music because it is crucial that the identification of the characteristics was based upon the music that was heard before a statement can be made regarding the hypotheses. Hypothesis two can only be assessed once a follow-up question is asked regarding similarities.

The interview together with the identified characteristics and their scale of certainty were used to assess the two hypotheses.

The materials that were provided are shown in the image. The video was shot with two random people from Berlin and the music played in the second video was the actual music they were listening to at the time of recording.

Results

There are two sets of results that can be retrieved from the tests, the first set is the outcome of the characteristics scale test. Since there are two groups of five people each rating two different person's characteristics from the video, 20 scaled characteristics are to be

Certain Uncertain									
Confident	Arrogant	Creative	Cold	Honest					
Sharing	Odd	Kind	Messy	Humorous					
Approachable	Reserved	Familiar	Distant	Reliable					
Dull	Ignorant	Deceitfull							



examined. Pictures of the placed characteristics cards alongside the scale can be seen on the next page. The outcomes of the test group that watched the video with sound are compared to the outcome of the group that watched the video without sound.

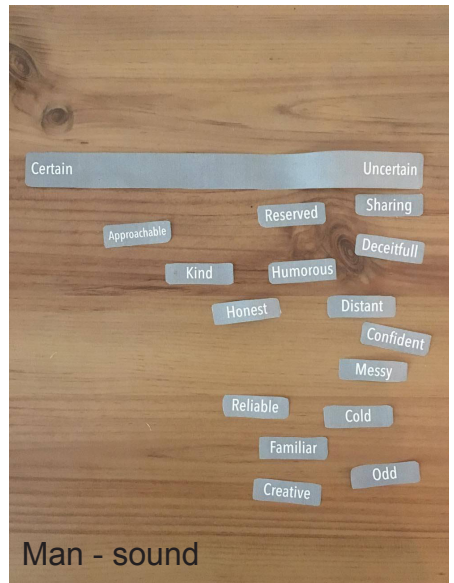
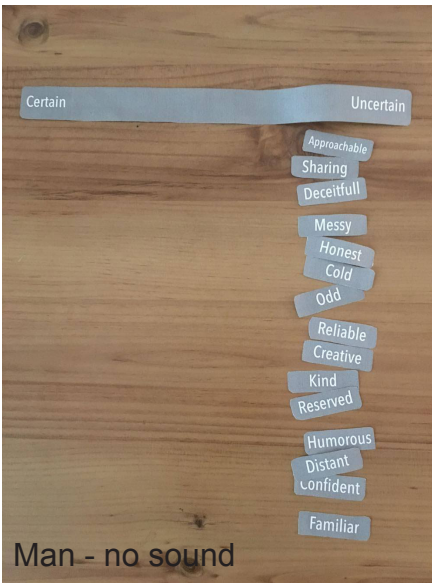
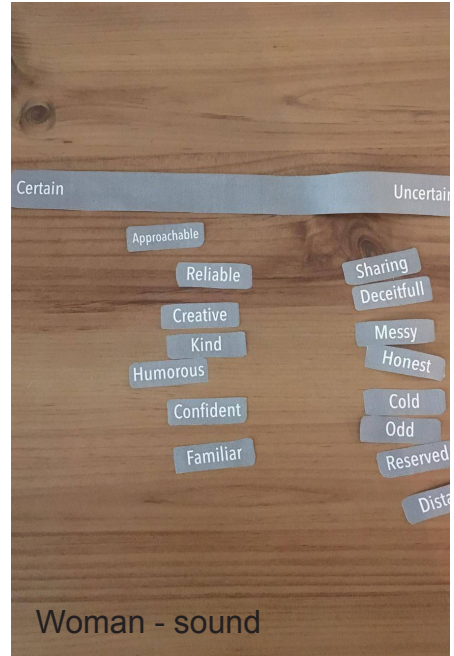
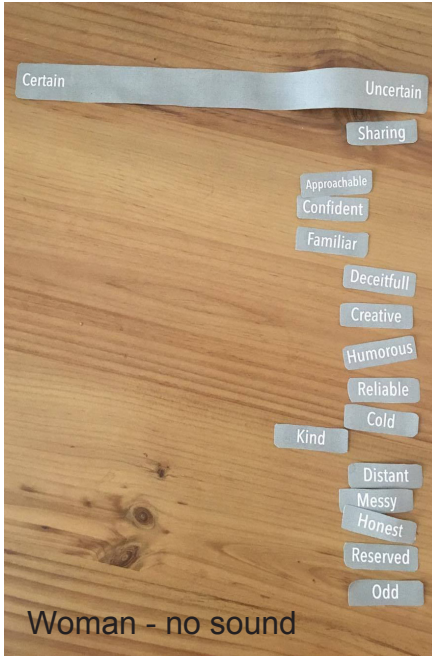
The average personally identified certainty of perceived characteristics is compared between both groups.

What I found is that the certainty levels of the sound group subjects increased regarding the identified characteristics. This is mostly due to the fact that three of the five subjects within the no-sound group indicated to be very uncertain about identifying any of the characteristics. Within the sound- group only one person indicated that they were not able to identify any characteristics with certainty based on the video. Although none of the subjects in both groups indicated a high certainty level, the level for the sound-group was on average higher than the no-sound group.

The second batch of results came from the follow-up interviews with the subject from the sound-group. All five of them were asked, separately from each other, what their reasoning behind choosing the characteristics was. All of them mentioned that the music that they heard played a part in picking the characteristics, three of them mentioning it played a big role and two even mentioned that it played the biggest part.

“The music did it for me, I could tell who she was because of Blondi and I knew I wanted to meet her right away!”

The subjects also mentioned that the look in the faces of the people in the video played a role, as well as the clothing they were wearing. Lastly, most of them mentioned that it was still very hard to assign characteristics to someone they only saw as a bypasser, although they would want to know more about the people.



The images shown on the previous page are two examples of the characteristics laid out on a scale from certain to uncertain for both the man and the woman in the video. The pictures were chosen because they represent the biggest differences between the no-sound and sound group. The other scales were somewhere in between the two depicted. Two visuals that show an overview of the results from the certainty scale test as well as the interview is shown below.



A roughly depicted average of the certainty level regarding the sound group versus the non-sound group is shown. All in all the characteristics were rated fairly uncertain in both groups, however, in the sound group, there were on average a few more characteristics rated more certain than in the non-sound group.

Two quotes that reflect the importance of the music heard in the videos for determining the characteristics are the following two:

"The music made me think she was confident! The song played a big role in figuring her characteristics out."

"His outfit and look matched the music he was listening to, those two together made me more certain about his characteristics."

Conclusion

When looking at the results of the test, conclusions can be drawn regarding the two hypotheses. The first part of the test, ranking the certainty level of the characteristics proved to be in line with the prediction of hypothesis 1. The sound-group showed a higher certainty level than the non-sound group. This outcome can be used as an argument to back up the hypothesis that state that knowing what music someone is listening to increases your feeling of certainty in regards to the characteristics of that person.

The second part of the test showed results regarding the second hypothesis. After conducting the interviews, it was clear that music played a role in identifying the characteristics and a key role in at least three of the five subjects. This outcome can be used to argue that hypothesis two is correct, showing that knowing what music someone is listening to plays a key role in forming your perception of that person. Both hypotheses seem to be proven to be correct judging from the two tests conducted.

Disclaimer

There are several reasons why the conducted research is unable to either accept or reject the hypotheses fully.. First of all the subject group is too small to represent a vast group of civilians in a western city. Also, the group of people was chosen to include some variety, but with an increase of variety of people also comes an increase in characteristics of these people, making out-layers less significantly reflected in the outcome of the research. For hypotheses two, a bigger group of people would result in a larger set of similarities to be identified. Lastly the influence of the music was tested on the determination of various characteristics of the people portrayed in the video, however, it is unclear whether other influences played a role in this assessment. The follow-up interview tried to shed light on this issue, but to be certain an assessment with other changing variables should be conducted.

FINAL DESI

- "I made you a tape"
- Familiar Stranger
- Scenario
- Users
- System
- Digital
- App Functions
- UX Flowchart
- Shape
- In Use
- Print
- Business Plan
- Implementation Plan

GN

The Final Design Chapter will take you through all the ins and outs of the final design of Familiar Stranger . The chapter will go into detail about the system as well as the users, provides a closer look of the app and the product attached and will even elaborate on the implementation plan. Together with the presentation video and poster, this chapter shows you all you need to know about Familiar Stranger.

Sharing music has been a way for people to connect and share their emotions since the dawn of time. Your music taste tells a part of your story, it says a lot about you as a person. Bonding over music therefore feels like a deep connection. What if we could share and listen to the music of Familiar Strangers on the streets, making listening to music a shared experience? What if we could discover new music on the go, and express our music taste to others?

Introducing, Familiar Stranger.



Familiar Stranger

Familiar Stranger is a design that mixes the earlier presented concepts with the new found power of music sharing. It is designed to reflect the statement and all the elements are included to encompass the trust principles.

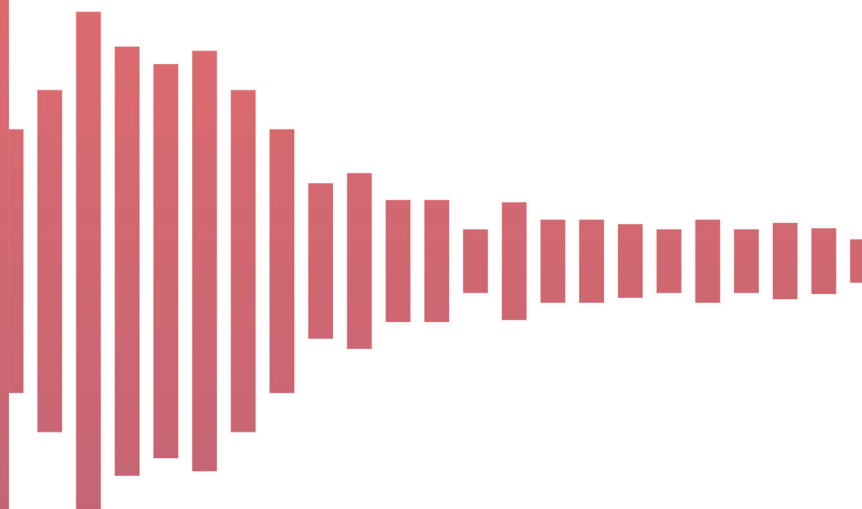
Familiar Stranger is a system that lets people tune into each other's music whilst listening on their phones. It makes it possible to tune into each other's moods and worlds while on the go. People can even show their appreciation for the songs other people are listening to and ultimately "follow" users that they want to hear more music from.

The essence of Familiar Stranger is still based on expanding the perceived similarities between people that normally wouldn't interact with each other. By sharing your music, you share a part of the mood you are going through, a part of the style you like and maybe even the values you hold. Sharing the music in such a way makes for an exchange of characteristics, visions, and ideas that normally wouldn't take place.

Opening up to each other and showing each other's world is an important aspect of the design, that is not only found in the music sharing aspect. The app and product that make the system possible are designed in such a way that this aspect is introduced throughout the experience of the system.

The biggest challenge was to create a system that would still provide a platform for trust to take root, without it being the obvious reason the platform was created. Familiar Stranger will attract a vast variety of people that like to tap into the system thereby creating that community of people sharing their worlds, without a high threshold. Inviting everybody in.

FAMILIAR STRANGER



TUNE IN

TO EACH OTHER'S SONGS

&

CONNECT

WITH FAMILIAR STRANGERS



HOW TO



User Scenario

The scenario of the use of Familiar Stranger is depicted in six simple steps. The reasons behind taking part in the system and the way the users get to know the system will be discussed in respectively Users and Implementation Plan. The scenario starts from the moment the user decides to partake in the system.

1. A Familiar Stranger has downloaded the Familiar Stranger app and is wearing the button that is optional to go with the system. She is listening to her music whilst traveling to work. She switches on the app so that other Familiar Strangers can detect her music.
2. She encounters another person wearing the button attached to the earplugs whilst in the subway. The other Familiar Stranger seems to be enjoying his music, and she decides to tune into the song he is listening to.
3. She grabs her phone and opens the app. The app detects the nearest Familiar Stranger and starts playing the song that the guy in the subway is also listening to at the moment.
4. Now both the Familiar Strangers are listening to the same song, enjoying the same view and going through the same experience that the music takes them on. The subway ride is becoming more of a shared experience.
5. The other Familiar Stranger already went out of the subway, but she still wants to let him know she liked the song, so she presses like in the app. The other will receive a notification.
6. The familiar strangers can add each other and follow each other's music, creating a community through the city.

Users

The users that can potentially partake in the system are a very broad group of people. Three main types of users have been identified based on their intention of joining the system. This perceived intention was drawn from the factors that were taken from desktop research at the beginning of the project. The intentions of the three groups are explained below together with the factors they were taken from. On page 124 three personas of these three groups are depicted together with their own quote of why they joined the system.

Discoverer

Alicia can be categorized as a Discoverer. Her reason to partake in the system is her curiosity combined with her love for music. Discoverers are always looking for interesting new songs and sounds. They download the app to see what's out there, music wise. They recognize that music and people can't be seen apart from each other and see the app as a great way to combine their curiosity for different people with their curiosity for different types of music. Music streaming services like Spotify and Apple music give music recommendations, but they are data fueled and don't take into account the real life experiences of their users. Familiar Stranger gives the discoverers a way to experience new music outside of their data box and enjoy music in a completely new way, by discovering new music every day based on the people they meet in real life.

Factors:

As customers hand over more control to algorithms, the urge to step outside one's personal data-straightjacket will only grow. Trend - Trendwatching 2017.

We are at the start of the shift from trusting people more than corporations or government. Botsman 2008

Disruptions of traditional patterns of affiliation and community can be seen in the West. World Economic Forum (2017).

Broadcaster

Ben can be seen as a Broadcaster. Broadcasters are very confident in their music taste. They know what type of music they like, and are interested in sharing it with as many people as possible. Their music taste is a big part of their identity, and they like to show it off. They are the ones that take the aux cable as soon as you are in the car together. Broadcasters download the app for their love of music as well as for their love of sharing and being part of a community. They love getting appreciation from others about their music choices. They are proud of being a familiar stranger and would be the ones wearing the pin, since being a familiar stranger is part of their group identity. They don't mind providing additional information to the system and would gladly link their Instagram and other social media to the Familiar Stranger platform. Staying connected with a big group of people and sharing parts of their day via the internet is a big part of their life.

Factors:

Removing anonymity is one of the ways trust is generated. This can be done through fostering identity - Newman 2015.

A social identity is the portion of an individual's self-concept derived from perceived membership in a relevant social group. Tajfel 1981.

With millennials, there is a complete trust of technology and optimized machine learning. Associated with that there is a complete willingness to provide personal information with the promise of improved life. Schneider 2016.

WHO



“ I’m a huge music fan, listening to music everywhere I go. I love to discover different songs and am always looking for the next hot track. Familiar Stranger is awesome because I can discover the hottest music that people around me are listening to! ”

ALICIA



“ I’m always sharing songs with my friends. At parties, I bring the playlist! I like sharing my music taste with others, and Familiar Stranger lets me do so. Others can tune in and experience my tunes with me. Getting the love from people makes me feel good and connected. ”

BEN



“ There is so much music out there, I sometimes don’t know what to listen to. Familiar Stranger gives me the option to connect with the people around me and makes selecting songs easy, I listen to the tunes the interesting people I meet on the street listen to. ”

KAREN

Follower

The last group of users that can be identified by the factors is the Follower. The Follower is the only group for which music is not necessarily the biggest driver for becoming a Familiar Stranger. The reasons for becoming a Familiar Stranger have more to do with the extra experience the app brings. The Follower likes to know what other people are listening to because they like to discover new worlds, feeling other emotions and experiencing together. The follower likes to get out of her own bubble and is curious about how others experience the world around them. They “follow” people via the Familiar Stranger platform, listening to the music others are listening to at that exact same moment. The followers are people who like to spend their money on experiences, probably travel a lot, go to plays or festivals and see the value of sharing together. They have both of the elements of the other groups in them, although not per se driven by their love for music

Factors:

Almost all happiness studies show that experience increases contentment far more than purchases do, and young people intrinsically understand that, fueling an experience economy. Stein (2017).

Public transport is a small slice of urban life, but one where “familiar strangers” will emerge. Strangers who have been encountered frequently in daily life, but might never have been addressed. Sun (2013).

European urban dwellers are increasingly living in one-person households, surrounded by an increasing diversity of neighbors and with very different capacities to participate the developing urban societies around them. The State of European Cities (2016).

System

The system behind the Familiar Stranger product is made possible by various factors and consists of various actions. The aspects of the system described below are the key features of the system.

Button (physical clip-on)

The button is an optional aspect of the system. It is an extra addition that will most probably be used by the Broadcaster user type. It doesn't involve any technology and can be bought separately from the app. For more details about the button, see page 140.

User

The various user types are elaborated on previously. The system functions the same for every user type. Users are the people who download the app, so both listeners and broadcasters are considered users.

App

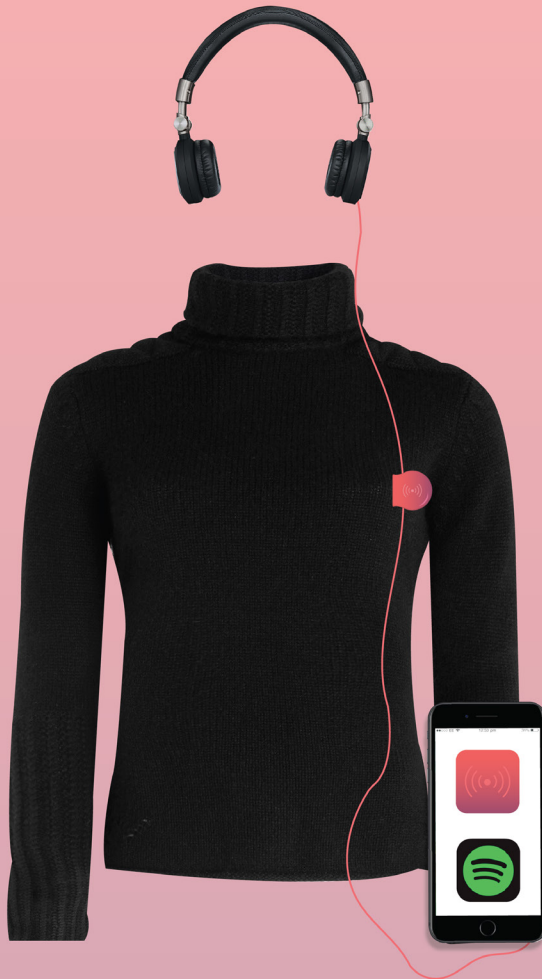
The app is downloadable in the app store as well as via Google play. The app should be connected to one of your streaming services accounts. See page 133 for more details about the design and interface of the app.

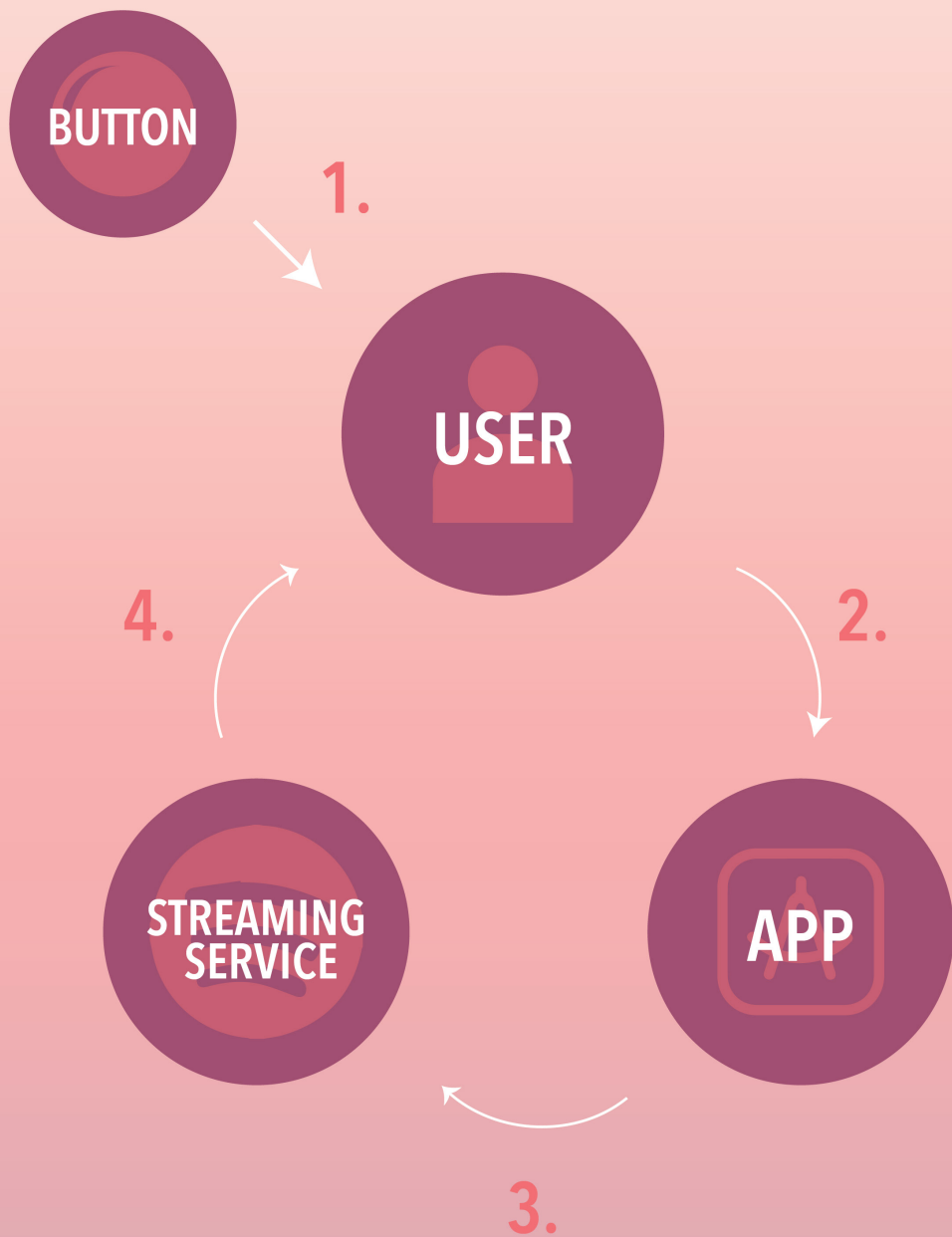
Streaming Service

Streaming services are subscription based music services that stream a vast catalog of music to paying customers. Streaming services are one of the most preferred ways of consuming music for millennials. For more information about the choice to involve streaming services, see page 150. The most familiar streaming services are Spotify, Apple music, and Tidal.

There are four main actions to be distinguished. The actions can be conducted by any factors within the system. These actions are explained below.

SYSTEM





1. Curiosity in music people are listening around you

The first action is for the button to attract the attention of a Familiar Stranger. As been said before, this action is optional since the button is an optional factor within the system. However, the action is an important way to trigger other familiar strangers to open the app and see what the person that is wearing the app is listening to. The button identifies the wearer as a Familiar Strangers to others.

2. User opens app

The second action is for the users to take their phone out and open the app. This happens either when they get triggered by the button, or whenever they see an interesting person listening to music and want to figure out what song they are playing. It can also happen if they don't know what song to play and want to see what the people they follow are listening to at the moment, or what people that are close to them right now are listening to.

3. App gets data from streaming service

Since the music that the Familiar Strangers are listening to is not played within the Familiar Stranger app but rather in the streaming service that the user uses, the data of the currently playing song should be transferred from the streaming service to the familiar stranger app for the app to show the currently playing song. This means that the streaming service of choice should grant access to this data for the Familiar Stranger system. More about this structure can be found within the business model.

4. Streaming service plays song to user

The last action that has to be undertaken by the system is playing the song to the Familiar Stranger. The Familiar Stranger decides to play the song that they detected from the other Familiar Stranger within the app. However, when they press play the song is actually being played by the streaming service, since they own the rights to the song. This means that the Familiar Stranger app gives the command to the streaming service to play the song as detected by the streaming service.

Digital

The digital aspect of the system is one of the most crucial aspects for Familiar Stranger to work. The app is a mediator between the streaming service and the user. It detects nearby Familiar Strangers, requests information from the streaming service and then gives an order to the streaming service. These are the most important features hidden for the user within the app.

For the user, the app should be a place where they can discover new music and interact with new people. It is also the place where they show a somewhat vulnerable side of themselves, either through the music or through their bio. The interaction vision “Like getting emotional in a crowded movie theater” was kept in mind whilst designing the look and feel of the app. There are not too many confusing functions embedded in the app, and it feels like a rather enclosed system.

Overall the digital experience should coincide with the printed and 3D experience. All of these aspects of the design have one and the same form language. The use of the gradient colors is similar in all three platforms. Also, the easier to be detected logo/symbol of the familiar stranger system is brought back in all of the aspects. The use of circles and rounded corners is implemented, as well as opacity within overlapping screens.

The idea of the design was to create a safe space for the users whilst in the meanwhile not fading into the background but almost looking a little activist. This is accomplished by the popping colors that fade into a gradient, creating a bright but soft feeling. The digital, 3D and printed aspects of the design will be elaborated on next.

DIGITAL



FUNCTIONS



Detecting nearest Familiar Stranger



Showing music played by Familiar.



Tuning in to the detected music.



Show bio of other Familiar Strangers.



Send love regarding music



follow a specific familiar stranger.



Show a list of Following.

App Functions

The app is the “home” of the ecosystem of Familiar Stranger. There are several functions to explore within the app. A mock up of the full app was made through InVision. Firstly all the functions of the app are discussed.

The most important function of the app is detecting the nearest Familiar Stranger. This works via the GPS location function on your phone. It’s comparable to the new Snapchat map or to the dating app Tinder, that both work via GPS location.

After detecting Familiar Stranger, the app shows the music that they are playing. As mentioned before, this data is retrieved from the preferred streaming service of the user.

After detecting the music, the user presses play within the Familiar Stranger app. The app should send a request to the streaming service to start playing the same song that it just detected from the Familiar Stranger.

Within the app, there is an option to add extra information, designed in the form of a bio profile that is similar to currently in use social media platforms (for more information, see next page).

When the users find themselves liking the song, there is an option to send some love to the Familiar Stranger they tuned in to. This option works similar to an Instagram like, in the form of a heart. The Familiar Stranger will receive a notification.

When the user wants to keep track on the songs that the detected Familiar Stranger is listening to and would like to tune into their music more often they can follow that specific Familiar Stranger. They will be visible in their “My Familiar Strangers” list and can be tuned into also when they are not close.

MAIN



●●○○ EE 12:53 pm 31%

FAMILIAR STRANGERS

Alicia ▶ Summer Friends - Chance the Rapper

●●○○ EE 12:53 pm 31%

Alicia +

The soundtrack to my life.
All things Funk and Soul.
00's R&B is my guilty pleasure!

Doo Wop (That Thing) - Lauryn Hill

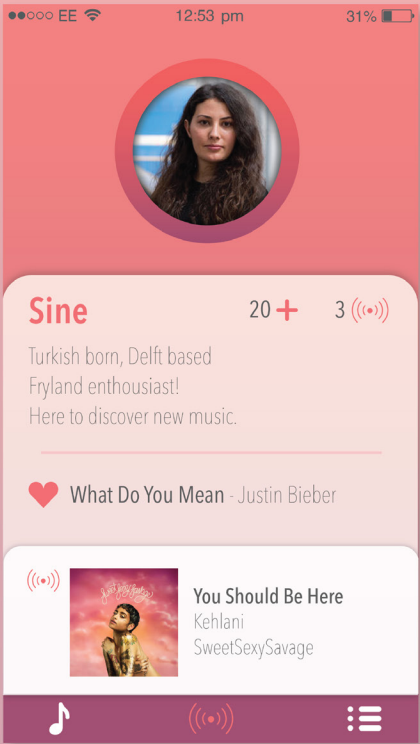
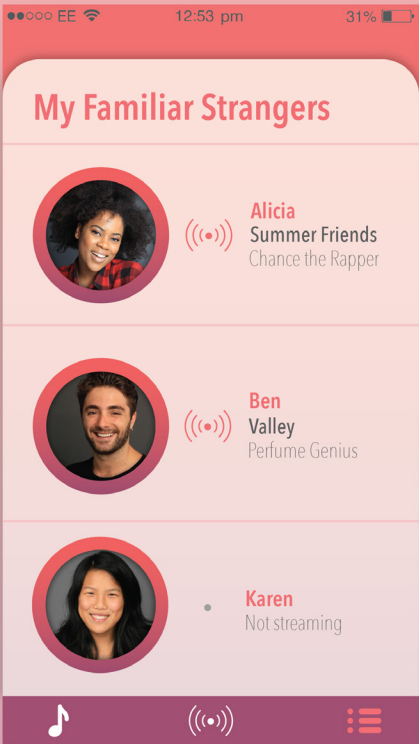
Summer Friends
Chance the Rapper
Coloring book

●●○○ EE 12:53 pm 31%

Alicia

Summer Friends - C

SCREENS



Main Screens

The most important screens are shown on the previous pages. For a bigger and full overview, see the next pages. These five screens form the basis for the app since they will be probably the most frequently used by the Familiar Strangers. They are shortly discussed before but elaborated on below.



The Familiar Stranger detection screen is shown after the landing page of the app. It is the main screen of the app since it

depicts the Familiar Strangers closest to the user. A picture, uploaded by the Familiar Stranger, is depicted on the screen together with their name and the song they are currently listening to. The user can see the images of other Familiar Strangers that are close behind the one that is closest and swipe through the various face. Simultaneously the song that is played by that particular Familiar Stranger is depicted on the bottom of the screen.



Once the user has decided to listen to one of the Familiar Strangers close to them, they click either on the picture or on the song depicted. A menu slides up that shows three different pieces of information. The first is a little text that says something about that Familiar Stranger, the text can be changed by the Familiar Stranger themselves within their own bio screen. The text is supposed to show extra information that might reveal a little bit more about the personality of the Familiar Stranger. The second piece of information is the favorite song of that particular Familiar Stranger. This might indicate more about the music preferences of that person. The last information that is provided is the song that the Familiar Stranger is listening to, together with the album cover as well as the name of the artist and the name of the album.



After clicking on the song, another screen slides up that shows the album cover even bigger and depicts a timeline of the song.

The screen is reminiscent of various other music playing software and therefore easily recognizable. There will be a play icon in the middle of the album cover that, once pressed, disappears. Within this screen, there are two more options. Both of these options can be found in the right corners of the slide-in screens. The heart can be tapped to show the appreciation of the song to the Familiar Stranger playing it. Once tapped the heart will turn purple. If the user is interested in hearing more music from the Familiar Stranger and wants to tune in to their music whenever they desire, they can push the plus sign. This will result in the Familiar Stranger being added to their Following list.



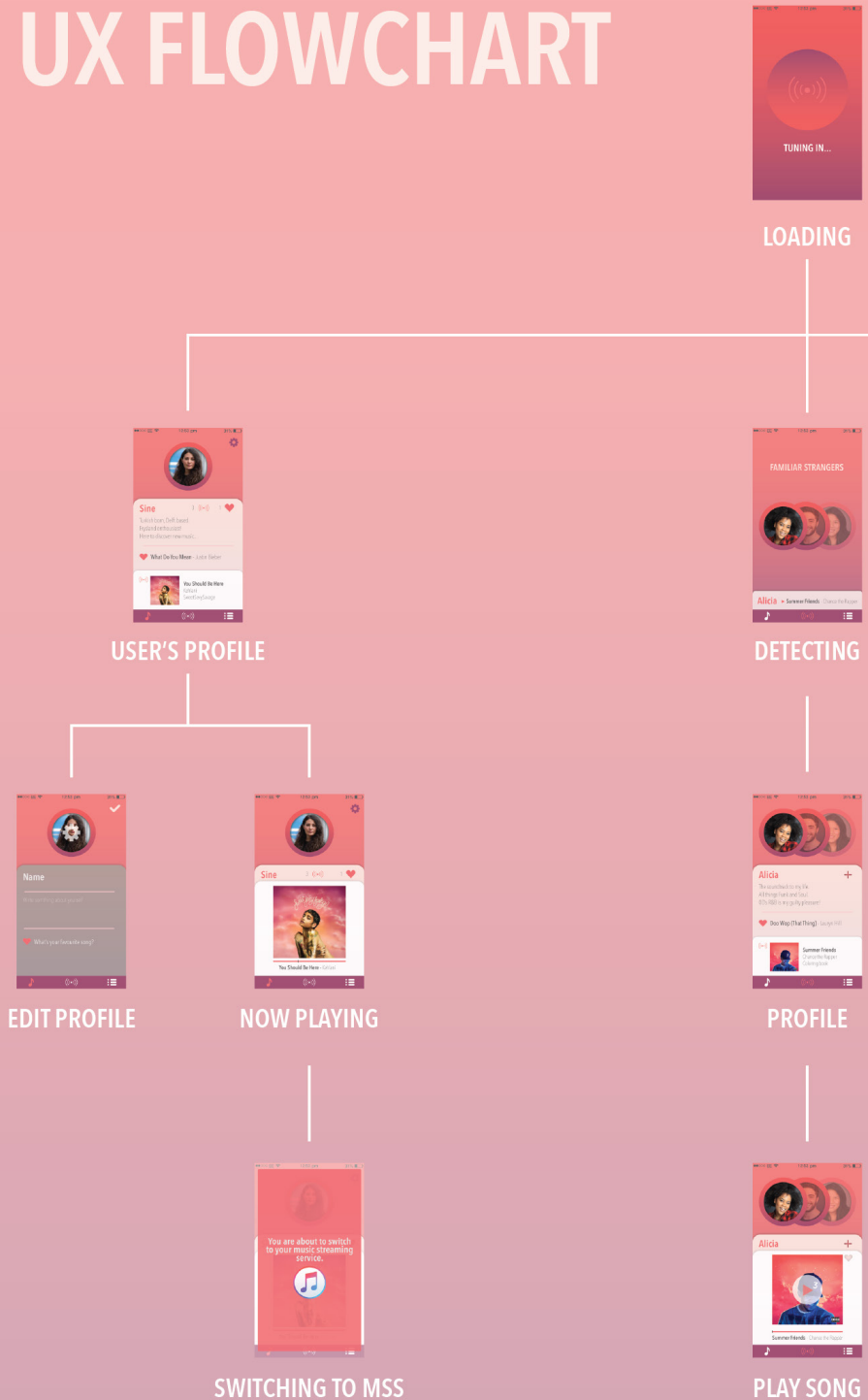
The list of followers can be found under the right tab within the main navigation bar. This Screen will show a list of people including their picture. If they are playing a song, this song will be depicted there too. Via this list, the user can tune into the songs played by their Familiar Strangers whenever they want. If the Familiar Stranger is not playing a song, this will also show up in the list.

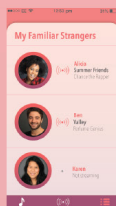


The last screen is the screen that depicts the user's profile. This is their own identity within the Familiar Stranger app. This screen can always be adjusted. The screen shows a bio of the user that they can type themselves just like in other social networks. The screen also provides the option for the user to add their favorite song. Both of these pieces of information will be requested from the user the first time they open the app. This will result in every Familiar Stranger having information provided in this screen.

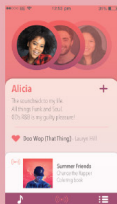
The screens discussed here are most important ones. The navigation bar in the screen below will remain in the same spot and will guide the user to the various screens.

UX FLOWCHART

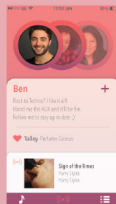




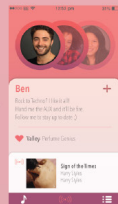
MY FAMILIAR STRANGERS



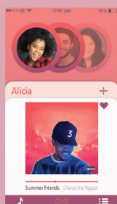
FOLLOW



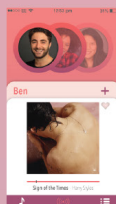
PROFILE



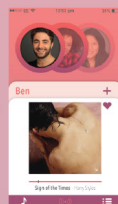
UNFOLLOW



LOVE



PLAY SONG



LOVE

Clip-on Button

Another aspect of the system is the button. As explained before, the button is an optional aspect of the product but can be worn to express your involvement in the system.

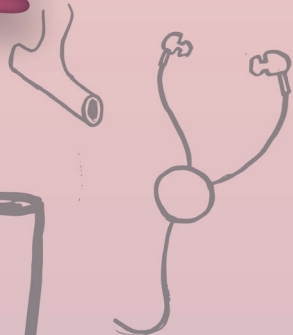
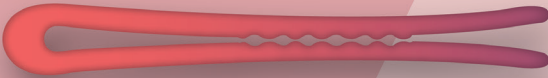
The appearance of the button is depicted on the right. The shape is rounded, almost like a real button. The idea behind the shape is that the shape is reminiscent of the buttons that are worn for more activistic reasons, such as in the mid 70's punk movement. However, the button doesn't have a safety pin at the back.

The only requirement that the button has is that it should be able to be attached to various objects. One of these objects are earplugs, but handbags or jackets could also be used as a vehicle for the button. Various options of attaching the button to these objects have been taken into consideration. Ultimately a clip-on design was selected because it does not damage the objects that the button is attached to and is very functional and easy to use.

A clip form, as can be seen on the right, is made for the button. The clip form looks like a hair pin and is basically used in the same way. The button is shoved on to various objects, and due to its rigid borders it won't fall off or damage the object it is attached to.

The colors of the button are similar to the ones in the app. The colors are softly blended but eye-catching, to increase the visibility of the button for other Familiar Strangers. The "tune in" symbol is depicted on the button. This is meant to attract new users that aren't part of the system yet. The button is easy to attach and detach, whilst making a statement without being too aggressive

SHAPE



IN USE



In Use

Although the button might be a small aspect of the Familiar Stranger system, it is still one of the most visible aspects. The button has two functions: Identifying the wearer as a Familiar Stranger and making the Familiar Stranger system more visible on the streets, attracting possible new Familiar Strangers. The page on the left depicts various ways the button can be attached.

The Familiar Stranger app can be downloaded separately from the button. The button can be purchased online and will probably be bought by the user type 'Broadcasters'. The button will increase the number of people tuning into their music and could become a status symbol by showing off that you are a Familiar Stranger.

Print

The button can be ordered online or it can be bought in spaces that will attract a lot of the broadcast type of users. These spaces could be co-working spaces, festivals, or design concept stores. The full implementation plan will be discussed in the following chapter, but the packaging and print are presented on the right.

The packaging will be a squared type of envelope that is partly see-through so the button can be spotted immediately. In the envelope are three elements: the clip-on button sliding over a card, a six step scenario, and a sticker with the familiar stranger slogan. The card in the clip-on button displays in three steps the instructions of downloading the app.

The scenario is the same as the one presented in this thesis, printed on a foldable booklet. It guides the user through the components of the Familiar Stranger system. The scenario will guide the user through the workings of the Familiar Stranger system. As can be seen on the left, it is folded in such a way that every step is revealed one by one. This way it is easy to walk through the steps and they can fit in the square sized envelope.

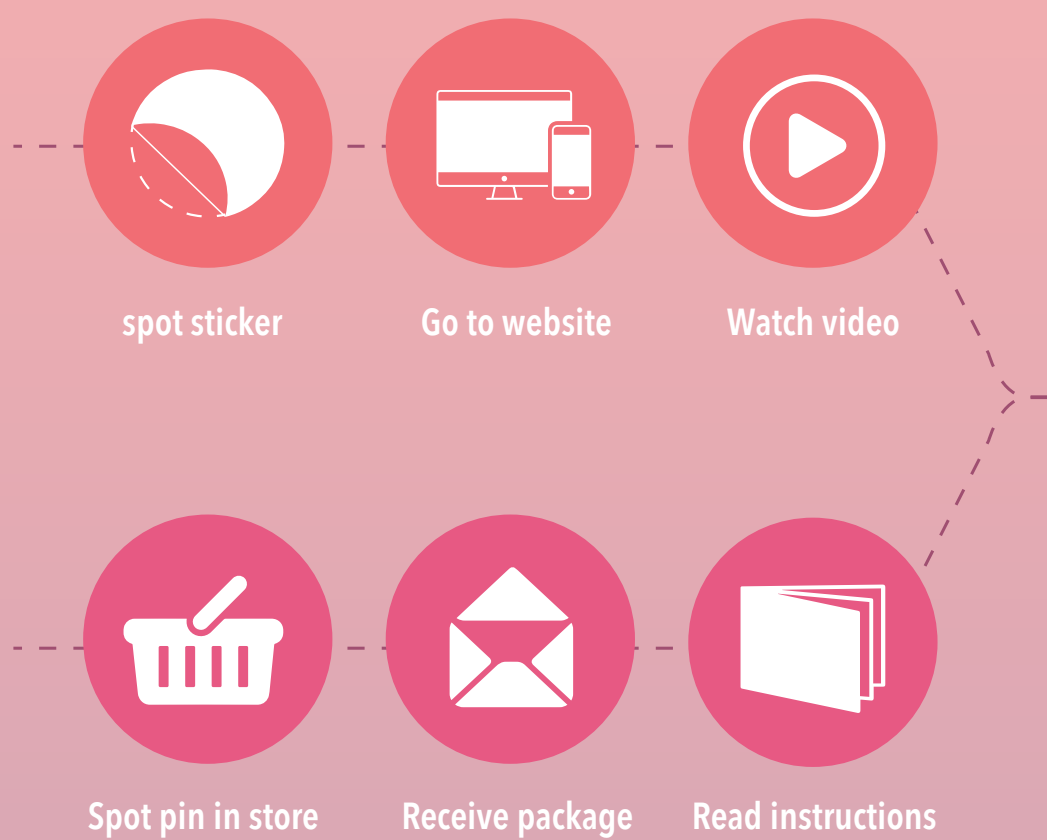
The sticker shows the slogan “A stranger can not be trusted” with the word “not” being crossed out, signed “xoxo, familiar stranger” (see picture on the right page). This sticker is added to show that the system is not just a music sharing system. Although most users will start using it for that, it is important to show them that they are trusting Familiar Strangers by showing the music they are listening to and trusting their music taste by tuning into these Familiar Strangers. The sticker can be placed anywhere and serves as promotion for the system as well when it is placed in public places or visible spots. All in all the print aspect of the system is informational and reflects the essence of the system.

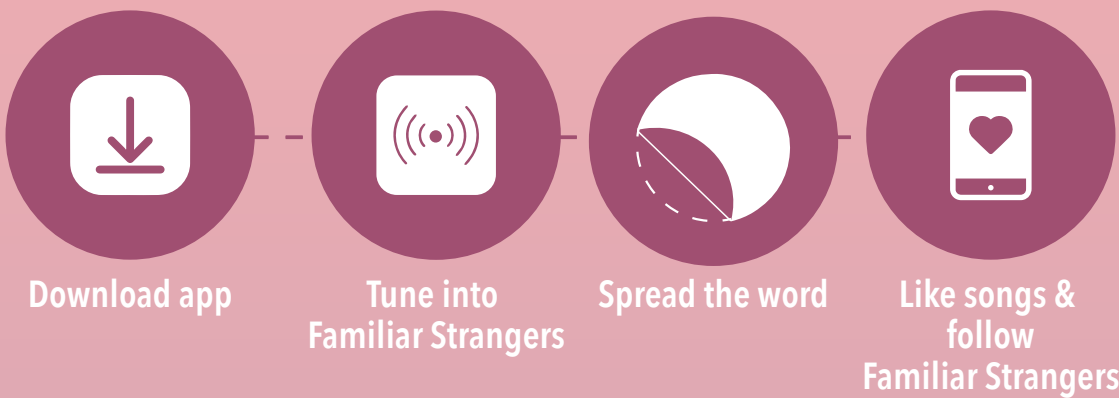
PRINT



Customer Journey

The map below shows the points in which the customer will interact with the Familiar Stranger system. There are two types of entrances to the system, both will lead to the same outcome. All of the touchpoints are designed for.





Business Model

Customer Segments

The various groups of people that have been identified as possible customers are Discoverers, Broadcasters and Followers. Customer segments are usually mapped by the various characteristics of the people involved. I based my customer segments less on the characteristics of the people involved but more on the likes and interests of these people, which can be traced back to the factors. The likes and interests of all the three groups are grounded within social experiences, although all three from different angles. The Broadcaster loves sharing his music taste with others and likes the appreciation that this gets him. The Discoverer likes the interaction that takes place when two people share their likes and insights, and likes to try out new things. The Follower likes the community aspect of the system, the feeling to be part of a group. Altogether these segments share a need of social interaction combined with curiosity and their love for music.

Value Proposition

Two value types can be identified: the value that the user gets directly, namely access to music shared by strangers, and the indirect value for the community as a whole, who will experience a trust increase in society. The eventual statement that reflects both of these values is the following: "Tune in to other people's music and connect with them, hereby discovering new music whilst creating a community of familiar strangers sharing their interests and expanding their perceived similarities."

Customer Relationship

The customer relationship is an aspect of the business model canvas that is sometimes overlooked, but when used well can have a big impact on the success of the concept/brand. Regarding Familiar Stranger, the customer relationship is very important since the brand should reflect their value proposition to the users. If the users don't trust the brand and its community, they won't put their trust in the system. Therefore the customer relationship should be amicable and express a sense of community. This is done through the letter and stickers that are provided when buying the button but also through

the way the Familiar Stranger team interacts with the public, an easy chat service should be implemented as well as a quick and relatable presence on all social media platforms.

Channels

The channels used to connect with the users of the Familiar Stranger platform are a mix of more conservative channels and the obvious modern ways to connect with the public. For the concept it is critical to use the social media channels such as Instagram and Facebook to build the brand image. Furthermore presence on YouTube would be a great addition as well, videos are spread in rapid pace via social media so video content about the system would spread the Familiar Stranger concept even faster. Lastly also store presence is used as a channel for the concept. The buttons are used as a way into the stores. They are the physical embodiment of the concept and can be placed near the counter in their own packaging. Stores that deal with music or electronics could be interested, but also stores that want to convey a more inclusive and responsible image could be interested in adding the button to their line of products.

By using stores as a channel, a broader public that isn't only present on social media can be reached, and since the concept has as one of its main goals to connect people from various walks of life it is key to reach as varied a group of people as possible.

Revenue stream

There are two revenue streams involved in the Familiar Stranger concept, one is the revenue coming in from the Music Streaming Services. These services provide the music data from their platform to the Familiar Stranger service. They attract new users to their platform by providing the option to use the Familiar Stranger platform. Also they provide a more social aspect to listening music on their streaming service, which in line connects them to a broader more inclusive message behind the Familiar stranger concept as well. By buying into Familiar Stranger, they provide the biggest revenue stream. Next to Streaming Services are the in-app advertisements. It is important to attract only the brands that share common ideas about society and music because the public is more critical than ever when it comes to advertisements. This could form a good revenue stream and underlines the community concept of Familiar Stranger.

Key Resources

The key resources of Familiar Stranger are the people working on it. Designers are needed to keep the platform working but also to keep the community feeling up. Communication specialists can take on generating this community feeling even further. Coders should work closely together with the designers to improve the overall experience for the users.

Key Activities

The key activities are closely in line with the value proposition, since they cover both the main take-aways from the system for the user. On the one hand the key activity is to keep the system running, fixing bugs and making sure the users can still share their music and tune in to each other. On the other hand the activity is to keep spreading a message of trust and inclusivity amongst the users of the platform. This is done by being present at events that surround social issues and posting on social media about music as well as social issues.

Key Partners

The key partners playing a role in the Familiar Stranger system are the Music Streaming Services. Streaming revenue grew 57% during the first half of 2016, and since then, all signs have pointed to continued growth. - (FastCompany, 2016). With 100 million users in 2016, the masses have definitely chosen this method as their go-to for accessing music. - (Forbes, 2016).

Partnering up with these services opens the system up to a wide audience of users right from the start. Other partners that could be considered are partners that deal less with the music side but more with the community side, partners that are socially involved and wanting to make changes within society. These could strengthen the more activist side of the concept without it taking the attention away from the music.

Partners that could also be taken into account are festivals, with festivals being on the rise and becoming the preferred holiday activity for millennials, these places are looking for various acts and extras to offer their audience/visitors. A silent disco surrounding the Familiar Stranger community would be a perfect way to introduce the concept and add to the festival experience. In return festivals could advertise on the platform as well as increase their social image. With a lot more focus on inclusiveness within the festival scene, this would be a great

way to include this message within their line-up.

Cost Structure

The biggest cost for the Familiar Stranger platform are the startup costs. Developing and further designing the app are one pillar of these start-up costs. The production will be done via 3D printing. This means that no additional costs have to be made regarding molds. Also sustainable rest-materials can be used when producing the button. The files can even be downloaded on the website and this way people could create the button themselves using an open-source platform. Once the app is developed and the investments into production have been made, the production costs for the button will take up the biggest cost together with the maintenance of the app. An investment from one of the major Music Streaming Services or festivals could help with these start-up costs. Making the app subscription-based is also still an option, with a free version and a premium version available. Once getting a premium account, a free button could be sent your way and unlimited familiar strangers could be added to your list.

Business Model Canvas

Key Partners



The most important key partners are Music Streaming Services. These are the partners that have to provide the data about the played music to the system. They can also play a big role in the marketing of the system. The three biggest Music Streaming Services are Spotify, Tidal and Apple Music. Other interesting partners could be coding companies as well as music business giants that can see an increase of their music play sales.

Key Activities



Providing users a good experience within the system by making sure it runs smoothly and giving them a sense of accomplishment by expressing the idea behind the system through campaigns.

Key Resources



Resourcers are mostly people. Coders that can fix bugs in the app as well as designers that can implement changes within the system.

Value Proposition

Tune in to people's music, connect with the community hereby connecting strangers sharing similar music taste and creating their own similar

Cost Structure

The start-up costs will take on the highest cost within the cost structure. The start-up costs consist of the development and designing of the app as well as the investment costs into the production of the button. These costs could be covered via investments or via a cost structure that is subscription-based.



Positions



to other music and with them, creating a y of familiar sharing their and expand- perceived arities.

Customer Relationships



Building the community though packaging and sticker materials. Creating an activistic feel in the city

Channels



Social media, video-based explanations and tutorials combined with unconventional on the street market- ing. Special pop-up events with artists playing and festival booths.

Customer Segments



Discoverer



Broadcaster



Follower

Revenue Streams

The biggest revenue stream comes from streaming services like Apple Music and Spotify. They use the Familiar Stranger system as a way to draw more attention to their streaming service as well as becoming more socially focused. Also in-app advertising can be a revenue stream. Lastly the most important revenue stream is increasing trust within diverse societies.



Implementation plan

The implementation of the Familiar Stranger system is not executed all at ones. There are four phases that the system should go through before it reaches full potential. These four stages are adressed below.

Join the Community

Silent Disco's

The first step in the implementation is held during summer festival season. The idea is to have booths on major festivals where there are silent disco's. This way festival guests can tune into each other with the Familiar Stranger silent disco and get to know the concept.

After spreading the Familiar Stranger Silent Disco, the app is launched with a video that shows the more activistic undertone of the app and gives off a community vibe. All the social media platforms are launched as well and the community and system is up and running.

Social listening

Discover new music

After the app is launched, various pop up concerts take place in major cities to attract more attention to the launch. Music artists show up in random locations with the motto: You never know what music you will be listening to today. The "Discover new music" side of the app will be more in the spotlight during this phase.

Lastly, after both the community side and music side are brought under attention, and the system has been running for some time, extra additional products should be launched to make the experience of the system even richer. Headphones can be a great addition to the system but extra chat options or variations to the buttons are also optional. The goal is increasing the community and hereby making Familiar Stranger the platform for social listening.

PROTOTYPE

- Experiential
- Community
- Test Experience

Experiential Prototype

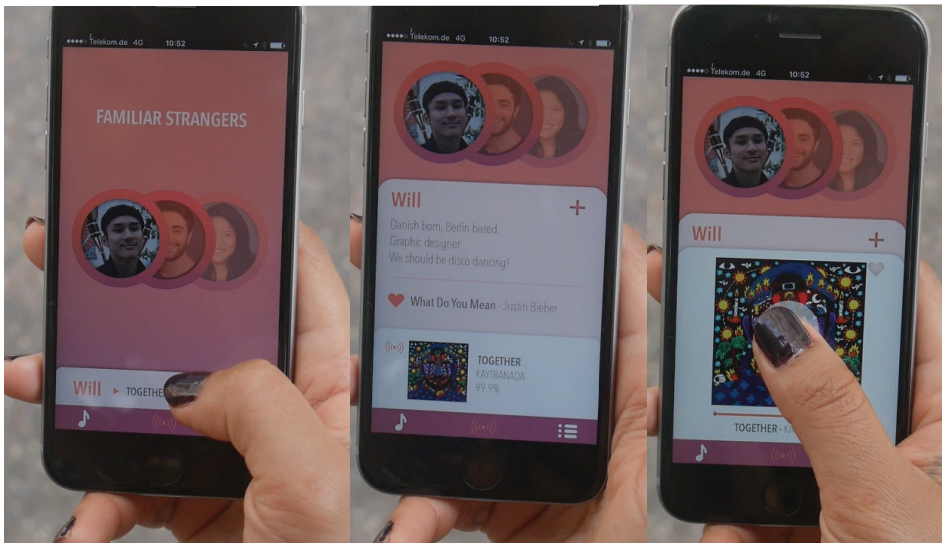
An experiential prototype is created to show the workings of the Familiar Stranger system as well as test the system. The prototype was set up using a prototyping tool and an app.

The Familiar Stranger app design, like the one that can be seen on page 134, was made into wireframes. These wireframes were uploaded using the InVision app. Within InVision, the Familiar Stranger app comes to life on your smartphone and can be used to test the interaction with the users. InVision provides an easy way to test user interactions by sending a link to participants containing the prototype of the self-designed app. When the participants open the app on their smartphone, the camera starts recording too. Here participants are asked to go through the app whilst reciting their interactions out loud. The InVision program records the screen that the participants go through as well as their voice and faces. Combining these results can give great insights into the UX/UI design changes that have to be made regarding the Familiar Stranger app. Although these changes might be minor, they make or break the Familiar Stranger system.

The prototype shouldn't only reflect the UX/UI aspects of the Familiar Stranger app. The interactions that take place between humans whilst operating the app should also be prototyped. For this part of the prototype it was key to create a resemblance of the feeling of tuning in and out of strangers' music while walking through a building or on the streets. Since the Familiar Stranger app is designed to operate with Music Streaming Services, this interaction was difficult to code and prototype in such a way that it reflects the exact interaction. However I found a way to create the same interaction using a different app. Audibly is an app that is used to connect various music outlets to each other in your own home, making it possible to play the same song at the same time throughout your house. The app can also be used to play the same music on various apple devices. Much like the Familiar Stranger app it tunes into songs played on other Apple devices and plays them on the one the app is installed on. Using the app for this purpose meant I could create a similar interaction that would take place when the Familiar Stranger app was used, namely the tuning into

each others music. A full overview of the test that took place using the Audibly app can be seen on page 156.

The InVision mock up of the UX/UI aspects combined with the Audibly mock up of the Interaction between users together form the experiential prototype of the Familiar Stranger system.



Community Prototype

The Community Prototype is made up out of the non-technical components from the Familiar Stranger system. These non-technical components are the aspects of the system that are mostly responsible for expressing the community aspect of the system. They convey the message behind the system and express the digital style of Familiar Stranger. This visual style by itself sends a more activist message.

These aspects of the system were prototyped in such a way that they resemble the aesthetic of the actual products. The materials might change a little from the original but the look and feel stays the same. The prototype is made to express the full experience of using the Familiar Stranger system, throughout all the touchpoints.

The Community prototype has four different components, all depicted on the next page. The packaging in the prototype is made out of folded acrylic sheets with the logo printed on them.

The scenario card is printed on 120gsm paper to give the scenario a more durable effect. The sticker is printed on rounded sticker paper, and since it's one of the faces of the concept and the first thing you see it's printed with brighter colors than the rest. Lastly the button, which is the most crucial part of the community prototype, is 3D printed. It is made in such a way that it can be used like the real button, and can be attached to various products.

The community prototype together with the experiential prototype convey the look and feel, use and interaction and overall message of the Familiar Stranger system.



Test Experience

Creating a prototype to experience the feeling of operating the real product is useful in more ways than just displaying your vision to others. I used this experimental prototype as a way to test whether the interaction goal that was set at the beginning of the project was reached. To recap, the interaction vision made at the beginning of the project was the following: “The interaction should be like getting emotional in a crowded movie theater.”

The interaction qualities attached to that were empathic identification, sheltered vulnerability, and lingering consciousness.

To test whether users of the system would experience these attributes, a test was set up to create an experience that would feel like using the system. Within this set up people were scattered throughout a public building and the subjects could walk through the building using an app to tune into the songs that these people were listening to on their phones.

After experiencing tuning into someone else’s music, the test subjects were asked a few questions to get a grasp of the interaction they felt whilst using the product.

The people that were tuning into someone else’s music were not the only subjects whose experiences were tested. The ones that were broadcasting their music were also asked to partake in a follow-up interview.

During the real experience of the system, both tuning in and broadcasting can happen simultaneously, meaning that there is no distinction between the two. However in this test set up the app used can only either broadcast or receive, therefore the distinction was made.

The test was conducted to get an overall sense of the experiences the users have with the system as they were extracted from the interviews. No hypotheses were formed before conducting the test.

Set up

The test was conducted at the faculty of Industrial Design Engineering, but students from various faculties were subjects in testing the experience. Five students were told to download the Audibly app on their phones. The purpose of this app is to connect your phone with your laptop and speakers to have the same sound on all platforms, but it can also be used to play music on two different phones simultaneously. The five people were given a name tag to wear on their clothing and asked to scatter throughout the building. All five of them could listen to a song of their own choosing on their phones and broadcast it via the Audibly app. The test subjects were also asked to download the app on their phones and walk through the building. When spotting a name tag they had to open the app and tune into the person listening to music. After walking around for 15 minutes and tuning into several people they were asked questions regarding their experiences.

Results

Quotes from the interviews were taken to filter the crucial parts out that revealed the experiences of the subjects in relation to the earlier established interaction vision. These quotes are pictured on the next page. The interviews were conducted in a unstructured way style.

Conclusion

The conclusion of the test is that two of the three interaction qualities were reflected within the experience of the users. The Empathic identification was the one that came up the most, followed by sheltered vulnerability. The Lingering Consciousness wasn't brought up at all, but is also one of the qualities that takes longer to establish. An interesting insight were the revealing characteristics mentioned, as well as the "being on the hunt for people to tune in to" which was a feeling that all test subjects seemed to express.

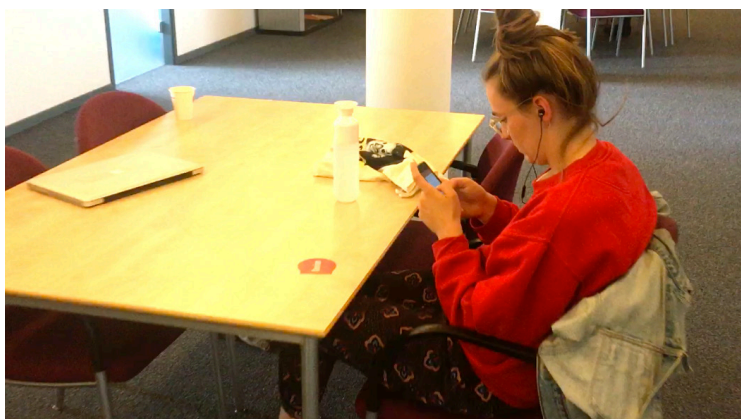
In the beginning I felt aware of the fact that people could listen to my music as well, and to be honest I felt proud of my music choice and liked playing cool songs!

It was cool to discover what is going on in the heads of others whilst walking through a room, I felt myself going on a hunt for more music!

I want more! Exploring more interesting people and finding out what characters there are behind the earphones.

I felt conciouss of my music choices, but I wasn't blasting them out loud, only to people that use the app so I felt okay sharing my music.

Spice girls might have been a little bit awkward to play, but hey it's me so take t or leave it! I'm interested in what they are listening to right now though



CONCLUSI

- Conclusion
- Reflection on the process
- Event
- Reflection on me
- Thank You

ON

Conclusion

After designing the Familiar Stranger system, it is important to reflect on the various aspects established in the vision. The statement and principles are both reflections of the other parts of the vision such as the world view and factor clusters. Therefore reflecting on the statement and trust principles will show whether the goals set in the vision are met in the final design.

Back to the statement

The statement that was formulated as a response to the world-view consists of three parts. The first part deals with expanding the perceived similarities between people, which is done via the Familiar Stranger platform by revealing random strangers' music taste and mood.

The statement also deals with expressing vulnerability, which is done by revealing the music you are listening to, to random strangers on the street. The last part of the statement states that the design should confront the users with the various human characteristics of the "others" in their neighborhood. This is not only done by revealing the music taste, but also by the bio that is added to the profile of each familiar stranger. This bio combined with their favorite song confronts the users with the various human characteristics of others in their neighborhood.

Back to the trust principles

The trust principles that were established in the first part of the project were the following: Design for Vulnerability, Design for Effort, Design for Mutual Responsibility, Design for Similarity. These principles were kept in mind during the design process and various aspects of the Familiar Stranger system were created from these principles. The parts of the Familiar Stranger system that reflect these four principles can be found on the next page. Both the statement and the trust principles are well represented within the Familiar Stranger system.

VULNERABILITY



EFFORT



SIMILARITY



RESPONSIBILITY



Share

By sharing the music you are listening to, you share a lot of personal information. You share the mood you are in, the artist you like, maybe even the viewpoints you share with them. A private moment can be shared with strangers.

Response

By tuning in and responding to the songs you like, you put effort in the interaction. The platform is designed in such a way that you can add your favourite songs, follow familiar strangers and send them love. This allows the user to increase the level of effort creating more trust between the users.

Discover

The perceived similarities between people are often the characteristics most noticeable. Trust therefore is based on these first impressions. This platform increases the similarities based on music and mood. It goes beyond socio-economic or inherent human characteristics and expands people's ideas about each other. It increases the perceived similarities between people.

Community

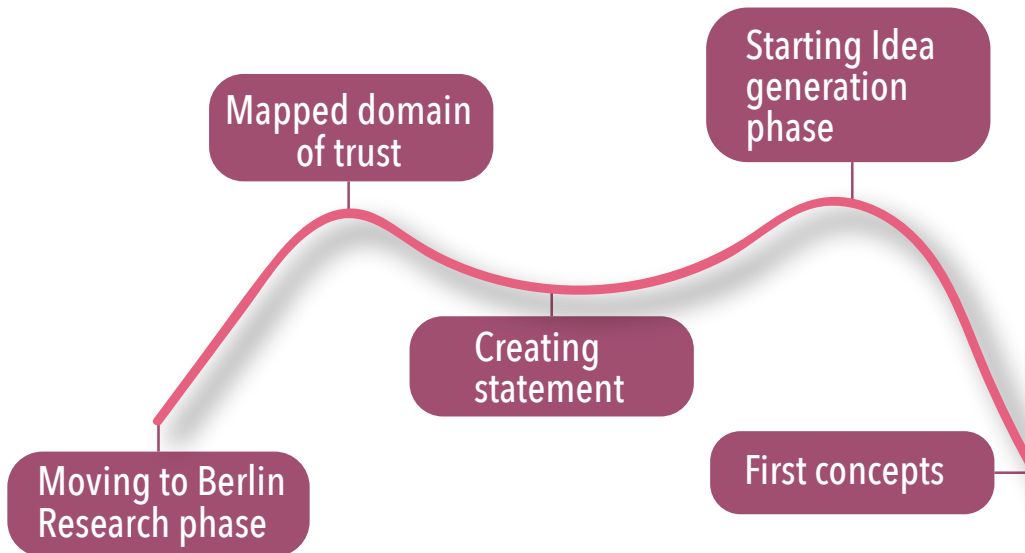
One of the crucial parts of the Familiar Stranger platform is the identification of the ones taking part in the system. This identification is done by wearing the button. By wearing it the Familiar Strangers make sure the platform is noticeable for existing and new users and therefore share the responsibility together.

Reflection on the process

The reflection on the process of my graduation is done through mapping a timeline of my graduation, taking into account the various milestones and the feeling I had during these milestones and the phases in my graduation surrounding these milestones.

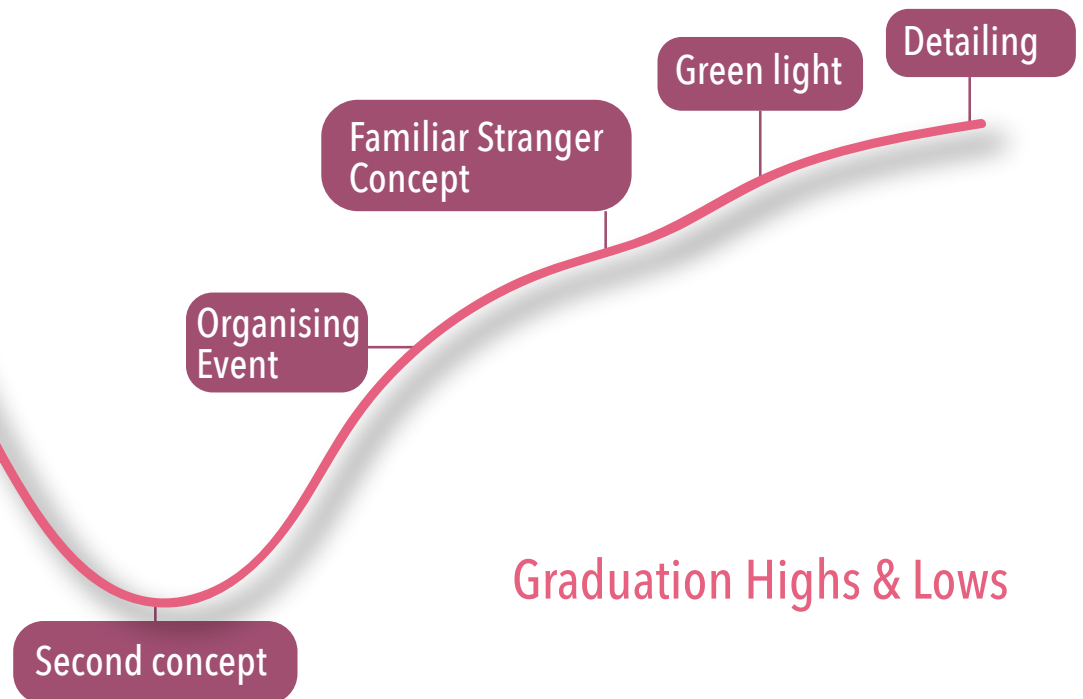
Below you find a time-line that reflects the various stages of my graduation process. As can be seen in the timeline, the beginning of the project (research phase) is looked back at as a great time within my project. Mapping the domain of trust and diving into various topics hereby generating a vision was one of my favorite aspects of this project.

After generating the vision and concluding this with a statement, the idea generation phase began. This phase started of with lots of ideas and spiked my enthusiasm about the project, however while



generating the first concepts I experienced a low-point in the project. Being completely depending on myself in the decision making process of concept generation was a new experience for me and it took a while to fully trust (mind the irony) myself to make decisions and feel comfortable with the concept. The first few concepts didn't have the spark that my ideas normally have, and I began to feel more insecure. Having the event (see next page) to plan gave me my confidence back and got me out of my own head, which in itself resulted in finding the spark of my project: focusing music.

After the Familiar Stranger system was born, I felt very confident about the concept which provided me with new energy to put all my effort into perfecting all aspects of the system, sprinting towards the finish line so to speak. My biggest learning point in this process is to trust my own decisions, follow my guts and get out of my own head.



Graduation Highs & Lows

Event

Creative studio The Kids were my partners during my graduation. This studio organizes a network event every 2 months, every two months, in which they select a specific topic and invite guest speakers to reflect on this topic. During my graduation they asked me to organize one of their events, focusing on trust

I invited three other speakers to shed their light on the topic of trust, one of them looking at trust from a psychological point of view, the other from a business point of view and another one looking at trust from a technical point of view through Bitcoins and blockchains. I shed light on trust from a designer's point of view by presenting my research, the trust principles and a part of the Familiar Stranger concept. This was a great opportunity for me to get feedback from a group of hundred people that are in the creative sector.

The comments I got after my presentation were overwhelmingly positive, people especially liked the connection between music and trust and felt like showing their music would be a great way to express their vulnerability. They liked the idea of tuning in to the people they meet on the street and saw how this information could make them feel connected with various people that they normally wouldn't know anything about.

Some of the people mentioned that they would feel too ashamed to show their own music, but would love to tune into others. After explaining the mutual responsibility part they understood that this exchange was necessary for the system to work.

Lastly some people mentioned that the concept could be upscaled by adding more information to the list of discoveries, so instead of knowing what music someone is listening, you can find out more about the person, e.g. the apps that someone has on their phone.

The event was a great success and sharing my project with both the company and this big group of people was very rewarding.



Reflection on me

Concluding this thesis, I'm sitting behind my desk in Berlin. Looking around a room that I entered with one backpack and now is filled with Berlin furniture, returning from a beergarten with my colleagues and about to watch Tatort with my housemates. This graduation project made me meet a lot of Familiar Strangers, and turned them into friends.

I set out to do a project that would capture the full range of my skills and interests. Designing for the good of society, mixing big and bold ideas with interaction design, system design and a touch of graphic design. Designing with a broad world view towards a better society while still keeping it comprehensible with useful everyday manifestations.

I think I have achieved what I set out to do, and in the process learned so much about myself as a designer. The two biggest lessons I learned throughout the project are the following.

Showing vulnerability while working on a project is valuable and brings necessary input. This is a lesson I'm still working on. I am used to only show my projects to others when they are fully finished concepts, but when working on your own this can result in you being stuck in a bubble. I learned to be open about the project with various people and not be afraid of showing a more vulnerable side. This ties into my second lesson, trusting my own instincts. During the ideation phase I was so stuck in my head that every idea that came to mind, immediately shot down. I have to learn to trust my instincts and back them up with literature, observations and other research. Ironically the two lessons I learned are rooted within the statement made at the beginning of my project.

After this graduation project I hope to continue mixing big bold game changing ideas with inclusiveness, wherever I go in this world, hereby changing the world through design.



When I made
my way to
Berlin
I thought I needed
common sense
Now my only
worry's when
this Summer Ends

Thank You

Paul Hekkert. For showing me that the world we live in and your character as a designer can be crucial assets to the design process. Also for pushing me to find that spark in my concept.

Sine Çelik. For keeping me level-headed and guiding me through the process of graduating, making it not the biggest deal in the world.

The Kids. For taking on a challenge that they had never done before and providing the perfect place and perfect mindset for my project.

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And lastly Floris vd Marel. For putting up my crazy graduation mood swings, and hopping on a bus to Berlin whenever you could. Always knowing what to say and giving the best advice (and making me breakfast).

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