

Case study of design for value in social design

Research on validation of design for value
in social design projects

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“This project is a great contribution to establishing the right methods, right frameworks to define and measure the contribution of design to the good. That this is extremely important for our profession to be able to advance is obvious. How else can we claim that what we do contributes to a better world?”

- Anna Noyons, founder of (ink).

Anno 2021, designers engage with questions of increasing complexity and impact. Designers are involved in creating services and systems that reach beyond an individual user, ultimately reshaping society. The mission of social design to consciously design and impact society is grand, but (how) can success be substantiated? How to illustrate that a particular design indeed manifests a specific value in the world and thereby significantly contributes to societal well-being? If we want design to contribute to a better world and if designers intend to genuinely acknowledge the circumstances of the people involved, then the assessment of success also needs to be taken seriously.

Therefore in my research, I intend to open up the dialogue between social design and design for values as a considerate perspective on innovation and impact. This booklet presents the Value Validation Framework, my proposal for the validation of values within social design projects. As such, supporting designers to become more considerate of their substantial impact and inviting them to reflect on the true concern of a project in a more profound way.

Working on this project has raised many questions for me about the role of designers and the manifestation of values in our current world and systems. I believe we can make substantial progress by maintaining a more demanding attitude towards the realisation of values and the significant impact of design. Such an approach will, I believe, do justice to the mission of social design to truly commit to design for a better world. I wish the reader of this booklet the best of luck on their journey to find their way in contributing to a more social world. Hopefully, my work, a first step to illustrate that it is possible to validate the design for values, provides inspiration and proper food for thought along the way.

- Anniek Moll

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1. Social design as design for values

Explaining the relevance of researching value realisation in social design projects

Social design as design for values

How are design and values intimately involved with one another? In the last decade, a stronger awareness has developed about the non-neutrality of values within technology. There is an increased consciousness that artefacts are not only a representation of functional needs, but are created through the involvement of people that have their own moral and societal viewpoints. As it is by designers conviction that the artefact is brought to existence, the initial presence of an artefact can be regarded as a moral statement itself.

Design for Values and social design

The consideration that values become expressed within design and that this can be accomplished deliberately by explicit articulation, is fundamental to the understanding of Design for Values. Instead of solely accounting for implicit value expression, designers themselves are increasingly conscious of their influence on society and shifting towards a more deliberate position to realise moral and social values in new products and services. These approaches underline the possibility of combining design with values in an “active value-driven steering of and intervention in technological development” (van den Hoven et al., 2015). An attentive attitude towards design for values involves the deliberate desire to manifest values, the design ultimately constituting active normative judgement. A field of design that deliberately focuses on improving society by aiming at the realisation of social values is the domain of social design. Directed at designing to benefit society as a whole (Tromp, Hekkert, 2019), it has a value claim at its core and can therefore be identified as a specification of designing for values.

Grand goals and diverse attitudes

Over the years, social design has become an increasingly popular field of design practice and research. However, the growing interest in social design brings challenges for this young field of design and research. Many designers wish to contribute to society and initiate diverse design projects with the best intentions. Yet, it is questionable whether all these projects are committed to impacting at large and are grounded in a reflection on societal values. Clear, universal methodologies and assessment tools are still fairly underdeveloped. The field is also divergent concerning the meaning and the main objective of social design. Consequently divided how impact can be determined and validated. As a result, an exact consideration of what distinguishes social design from other types of design remains difficult to exercise.

Validating design for value in social design: substantiating impact

Especially since social design aims to impact society at large, research on the question of how social design can assess the manifestation of design for value is vital. This will mature the field of social design by reflecting more specific on how it can substantiate that interventions connect to a value claim and manifests a particular impact. In this way, value manifestation can become a way for social designers to substantiate the realised effects of their design.

This case study opens up the conversation of impact in social design practices by researching how designing for values is validated within social design projects. In this study, five social design projects have been assessed concerning their particular claim to design for a value. From this analysis, conclusions are drawn that inform focal points for social designers to ensure a valid value claim. These points have been translated into an advice for social designers to enhance their design practices and substantiate effects. Opening up crucial contemplation on how to realise an impact and how social designers can contribute to a genuinely better world.

Tromp, N., & Hekkert, P. (2019). *Designing for society: Products and services for a better world*. London: Bloomsbury Visual Arts

Van den Hoven, J., Vermaas, P., van de Poel, I. (2015). “Design for Values: An Introduction” In: *Handbook of Ethics, Values, and Technological Design* (p3), DOI 10.1007/978-94-007-6970-

2. Value Validation Framework

Presentation of a framework to assess value realisation and define the impact of social design projects

Value Validation Framework

The presented Value Validation Framework (figure 1) defines the structure of coherent reasoning to design for a particular value. The 'value claim' comprises the value claimed to be realised with the design and is the assertion that needs to be validated. In this manner the framework can be utilised to assess the claim designers position after their project is done ('with this project, we designed for value X') but simultaneously supports designers in structuring coherent reasoning to design for a value ('within this project, we intend to design for value X'). As such, designers can use the framework at the start of a design process to arrange their process in such a manner that it will address all of the necessary components to work towards consistent reasoning. Thereby constituting a valid value claim and committing convincingly to the effect that they desire to manifest.

The Value Validation framework demonstrates the rationale of consistent reasoning while designing for a value. To do so, it defines different components that need to be addressed so one may compose a valid claim to realise a particular value in a social design project. The process of constructing a valid claim to design for value administers to identify substantial effect and compose consistent argumentation. In such a manner ensuring that designers do not make idle claims. The more coherent that line of reasoning is, the more convincing it will be that the design for value has been accomplished. Hence, supporting fundamental comprehension of a social issue and commitment to providing an adequate answer.

There are two possible consequences when all the components are identified and placed in the structure of the Value Validation Framework:

1. They align and make up coherent reasoning. This will substantiate arguing that the undertaken project organises a valid value claim.
2. They do not align. This will substantiate considerations that there is not a valid value claim to be made. Yet, since the different components have become made explicit, this can support reflection on improvement.

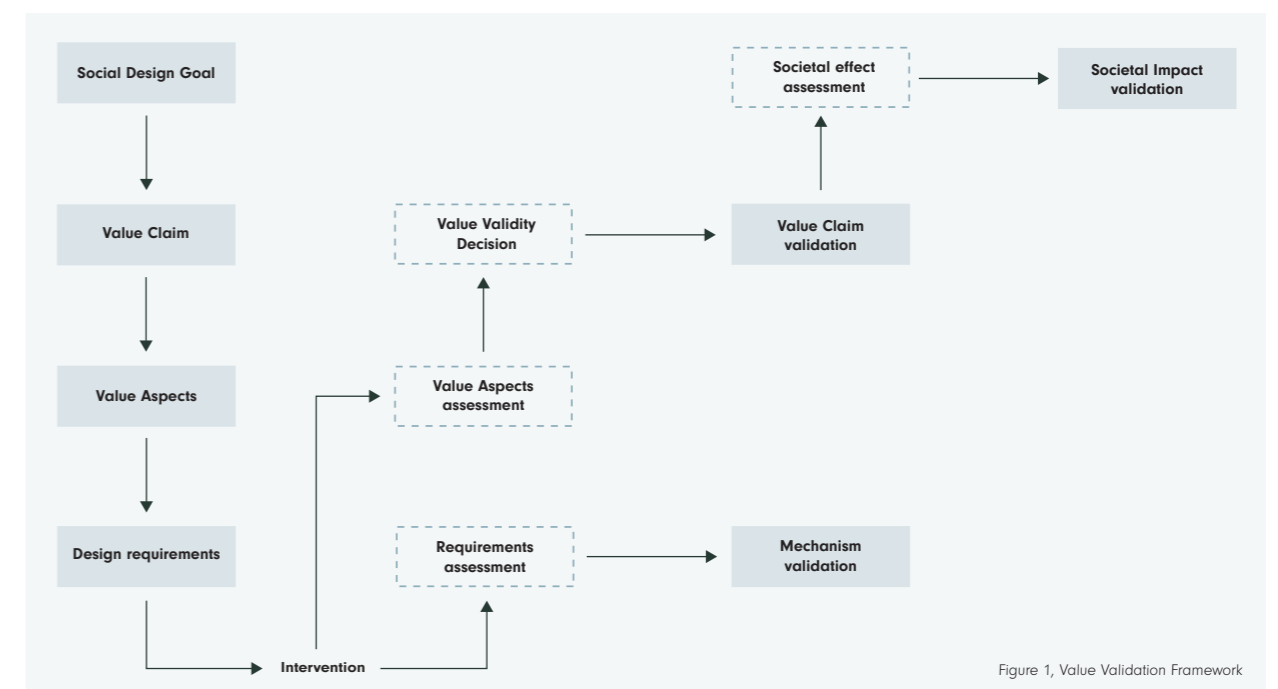


Figure 1, Value Validation Framework

Purpose of use for designers

Apart from the main possibility to validate a particular claim, what is the added benefit for designers to use the Value Validation Framework?

+ **Understanding what you are achieving - better able to define what the social goal of the project is and how to achieve this goal.**

Even without an explicit normative goal, we can assume that every social designer intends to contribute to society. The Value Validation Framework helps them to reflect on their design project in such a manner that they may establish whether the design is structured coherently with consistency among intended goals and identifiable effects. As such, it opens up space to reflect and be more considerate of what the actual goal / desired value claim of the project is.

+ **Profound reflection when a value is realised - improved understanding when the value is accomplished and social issue is addressed.**

The consideration of value aspects as identifiers of value realisation enforces a purposeful and context-worthy approach. By brainstorming on what demonstrates E.g. 'autonomy' in a specific context, one is forced to be more thoughtful of what a value means in a particular situation. Hence, with a profound comprehension of what consequences need to be maintained and what designing for autonomy truly entails. Also, the deliberate division between mechanism - and value claim validation enforces more thoughtful reflection on the realisation of design for value. As a result, the design will provide a more thorough answer to the issue.

+ **Ensuring coherence for validity - providing the right evidence for the proper value claim**

Fundamental for a valid claim to design for value is to identify a coherent structure of specification, evidence and justification. The framework provides a means to define this coherent structure. This will provide steadiness and ensure not to make idle claims. As such, it supports designers to recognise what is necessary for consistency which will establish a valid claim to design for a particular value.

+ **Managing impact assessment - knowing what impact you want to claim and plan in advance how to measure this**

The current lack of effect assessment within the field of social design seriously undermines to advocate for impact. The process of constructing a valid value claim contributes to the development of a consistent argumentation. This invites to define specific effects that demonstrate an improved ethical situation and to consider how this effect can be measured in advance. As such, the framework invites to reflect beforehand what kind of impact is intended and when/how this should be measured. Incorporating these reflections early on will contribute to ascertain the asserted impact later on.

"It is often the conversation between people that is initiated due to the designed intervention, which is of particular worth in our projects. It is a good insight for us to better define what the effect of that would be and how we can measure that!"

- Vera Bachrach, studio Ultra-Ultra

"The analysis also brought forward that trust is indeed a very important value within het Bouwdepot, but it is not the main value that we want to measure."

- Manon van Hoeckel

Guide how to use the Value Validation Framework

The Value Validation Framework structures the line of reasoning to construct a valid claim to have realised the design for value in a social design project. The left part of the framework consists of components that are related by specification. This specification involves adding content as with each component, it is particularised further how to move from an abstract social goal to an intervention. The horizontal relationships are distinguished by argumentation. Moving upwards between components is accomplished by identification.

Social design goal - contribution to society that design project destines

To what societal problem does the design project (intend to) contribute? The social design goal is the particular societal issue that determines the focus of the design project to commit to the common good.

Value claim - value that is claimed to be realised within the design project

There is an identified claim to realise a specific value in the project, e.g. 'in this project, we designed for autonomy'. Establishing the value is expected to create an effect that will advance the situation, thereby driving the project's commitment to societal wellbeing. Hence, the value claim is a specification of how the social design goal is addressed. 'In this project, we contributed to the emancipation of women by designing for autonomy'. It should be specified clearly to whom or what this value claim is positioned.

Value aspects - specification when the value is recognised to be realised

It is crucial to specify what makes up value manifestation to be able to validate value realisation later on. Value aspects are answers to the question 'when can we know that the value is realised in this context?' Therefore determine how the value will demonstrate itself as an effect on the behaviour of the target group. E.g. 'women are autonomous when they can make independent decisions. It must be argued why the specified value aspects serve as evidence for the realisation of the value. Furthermore, to attribute the significance of the realisation of these distinguished effects to the intervention, a zero-measurement for each value aspect must be undertaken. So, referring to the example, establish how independently the decisions are made before the intervention. There can be multiple value aspects that will make up value manifestation in a particular context. These should be prioritised in a hierarchy of importance concerning the establishment of the value.

Design requirements - properties to instigate specified value aspects

Design requirements are specifications of how the particularised effects can be achieved. These requirements will instigate particular mechanisms that are expected to realise the value aspects and hence, the claimed value. E.g. 'To make independent choices, women need to have an understanding of their possibilities and have financial independence.

Intervention - medium to realise the design for value

The intervention is not regarded as the goal itself, but as a medium to initiate the realisation of a particular value and as such, to address the societal issue. It is, therefore regarded as an instrument in the analysis of design for value.

Value Validation Framework - Overview of content

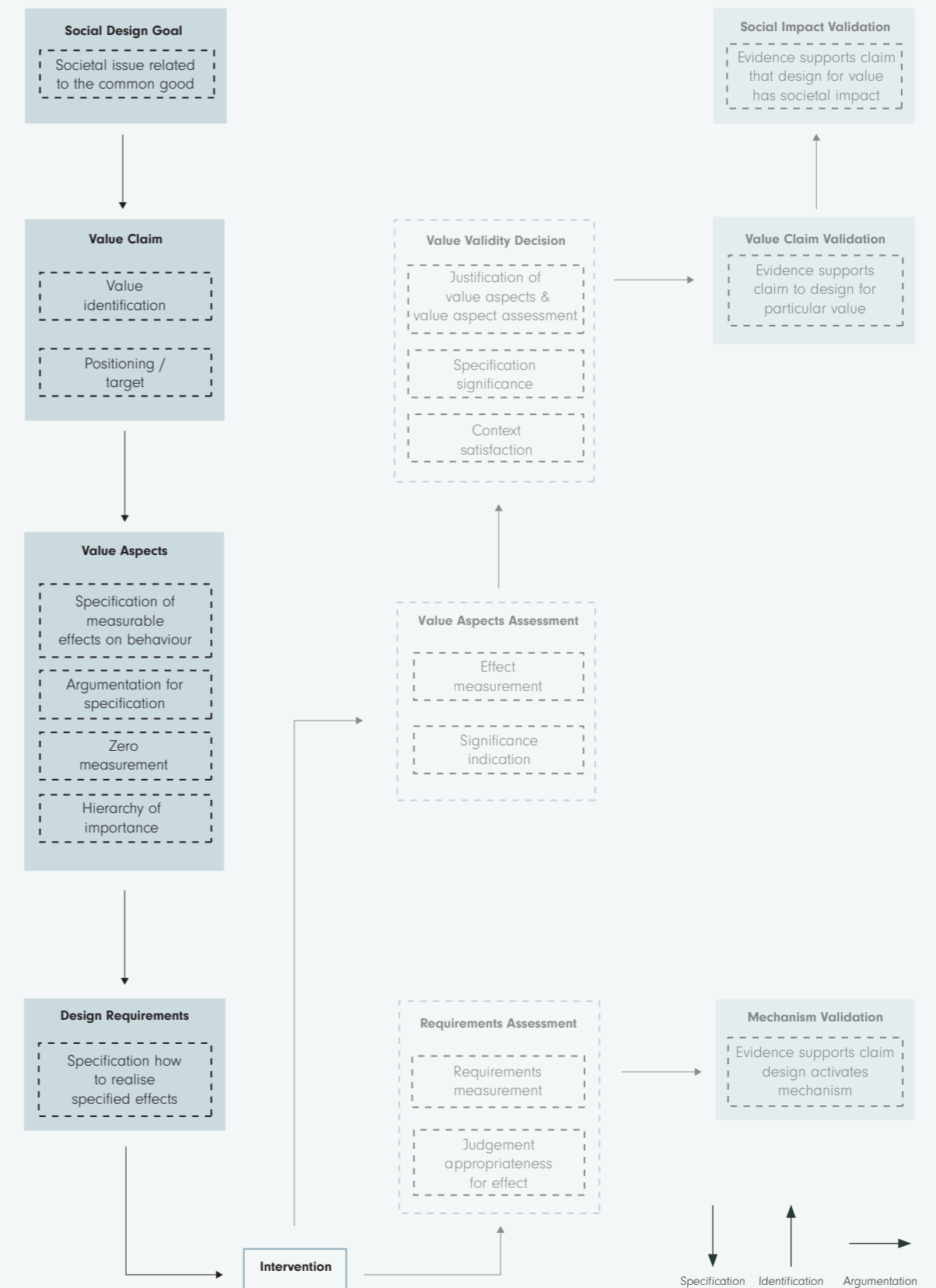


Figure 2, Value Validation Framework - with specification of content for each different component

Requirements assessment - assessing requirements of the intervention

It must be assessed whether the intervention contains the set requirements and to what effect these requirements amount. This will lead to a judgement of the appropriateness of the designed intervention to establish the desired effect as specified value aspects.

Mechanism validation - arguing intervention mobilises mechanism

When the design requirements are satisfied, and this leads to the desired effect, it can be argued that the intervention triggers a particular mechanism to instigate effect. E.g. 'by providing an overview of all possibilities, women receive an understanding of their possibilities (design requirement) and can make independent choices (the desired effect).' By distinguishing mechanism validation, there is a focus to reflect whether the intervention itself contains the most appropriate 'mechanisms' to establish the value and fuels the creative process. E.g. is providing an overview enough or should more be done to instigate effects? The distinction between mechanism - and value validation forces to reason more precise, in this part focus on the way to realise effect.

Value aspect assessment - assessing the recognisability of effect

Therefore the particular effects that have been specified as value aspects need to become assessed. It needs to be established whether the particular effects on behaviour are significant due to the presence of the intervention.

Value validity decision - construct validity argumentation

To refrain from non-committal claims to design for value, an argumentation why the value is demonstrated must be built. Ultimately: establishing a construct validity argument. The value aspects need to be argued for as justified indicators and the measurements need to be argued for as a justified means to indicate for the specified value aspects. It must be determined whether the effect is significantly attributed to the presence of the intervention. In the end, the main goal is to present a meaningful answer to the social issue by establishing the value. Hence, it would be appropriate if designers reflect whether the realised effects provide a satisfying impression of value manifestation in a particular context. E.g. A before and after measurement on decision making has been exercised. Women express to feel more autonomous. From a study on their decision making can be concluded that they make significantly more choices independently after the intervention. As this is an indicator of autonomous behaviour following behavioural Psychology, there is justified evidence for the claim to design for autonomy.

Value claim validation - arguing for a valid claim to design for value

When there is a significant demonstration of the identified value aspects in the particular context, and these aspects are (well) argued for as indicators for the realisation of the claimed value, there is a valid claim to be made that design for the value has been accomplished. Yet, there is no certainty that this will lead to a universally validated claim as validation remains a subjective undertaking. When other people acknowledge the coherent structure of the identified value aspects, the evidence and the justification, this contributes to the validity of the value claim

Societal impact validation

Societal impact validation should involve defining value significance: a reflection on whether designing for the claimed value indeed provides a satisfactory answer to the societal issue. This should involve a societal effect assessment. How to validate societal effect is not further researched.

Value Validation Framework - Overview of content

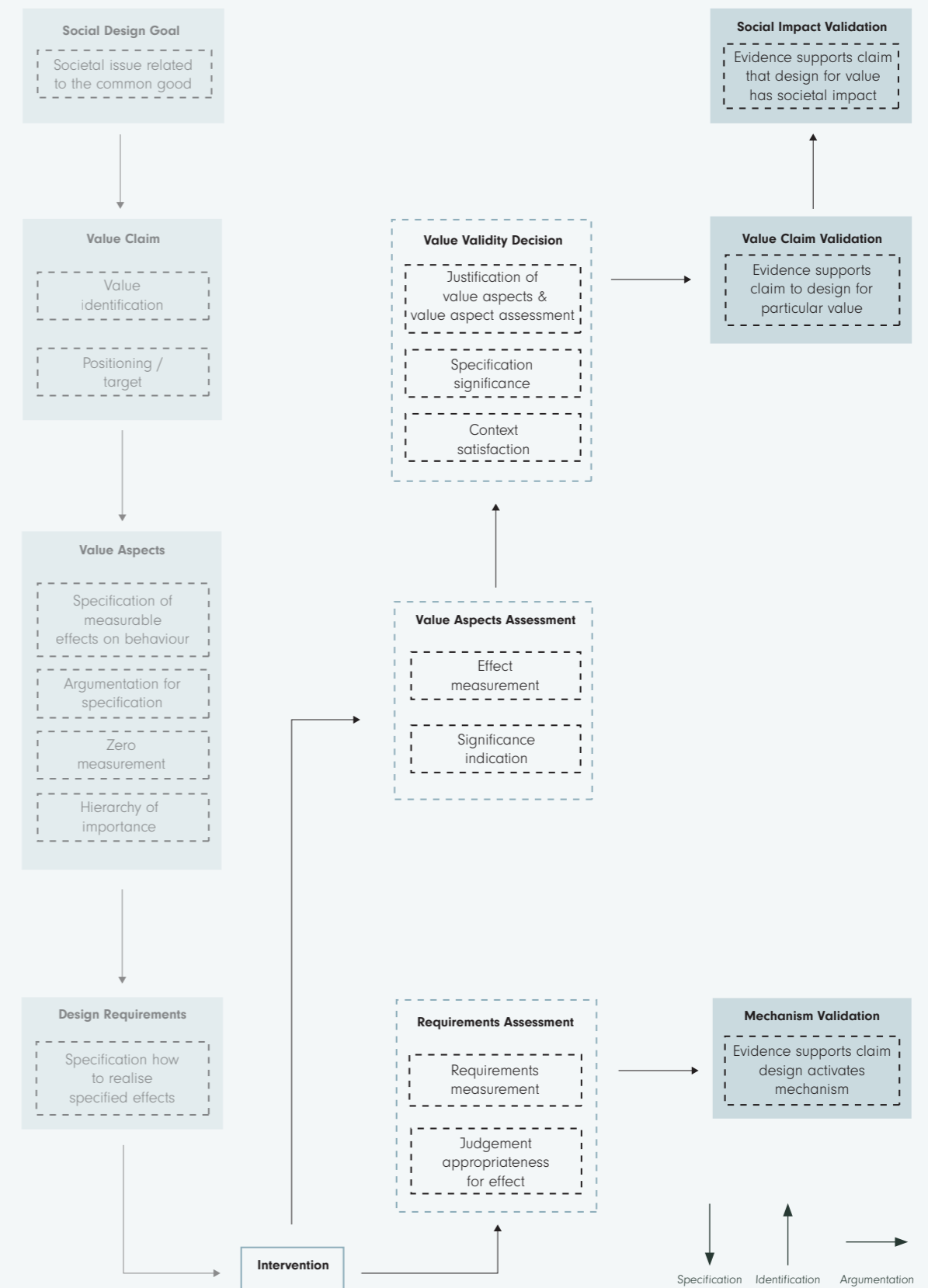


Figure 3, Value Validation Framework - with specification of content for each different component

3. Case study of five leading social design projects

Value claim analysis of social design projects by application of the Value Validation Framework

Case study of five leading social design projects

While respecting the work of projects and acknowledging their creative initiatives to establish effect, this analysis from within the perspective of value validation provides a distinctive outlook on how the design for values can be managed more thoroughly within social design projects. Ultimately to enhance and benefit the design for fundamental social impact.

The study of each case is divided into three parts. First, (1) a description of the entire project and its involving stakeholders is given. After this, (2) the analysis of the project is presented. The line of reasoning that could be deducted from designer interviews has been depicted in rectangles. These boxes represent different components of the Value Validation Framework, serving as the backbone of consistent reasoning that is required for a valid value claim. Next to the proposed line of reasoning, the analysis of the researcher has been placed. Following this assessment, (3) an evaluative reflection including recommendations on how the project could be managed to work towards a stronger value claim is proposed.

The value claim that has been researched, is the value claim that designers themselves put forward concerning their project. The explanation of projects given by designers has been interpreted to be placed within the framework, enabling to evaluate their line of reasoning to design for a particular value and benefit society. Consequently, this includes that designers might not have been aware of the positioning of their project in connection to the framework and accompanying terminology while explaining their project. To ensure that the given overview does not portray (mis)interpretations by the researcher, the depicted overview has been checked by designers themselves. The designer perspective is provided at last.

Note that in this case study, the predominant focus has been on analysing and evaluating the design for a particular value. Finally, societal impact, which is in the end the main purpose of any social design, has been regarded as something that is too ambiguous to validate at this moment. This would require a study of long-term impact on a big scale. For this reason, the societal implications of the projects are briefly touched upon in the analysis. However, for each project is explicitly indicated how it intends to establish societal impact and accordingly which component of social design (Tromp, Vial, 2021) it mainly involves. This emphasises how the project positions itself in the field of social design and informs the designer's framing of their project as a design for a particular value.

Cases

1. Doehetzelfkip
2. Groeikaarten
3. Monnie
4. Het Bouwdepot
5. Peerby

01/

Studio Ultra-Ultra
Vera Bachrach
2018

Doe-het-



1.1 Doehetzelfkip

Stakeholders interviewed: Foodup Brabant, Twynstra & Gudde, farmer, participants
 Website: www.doehetzelfkip.nl

Initial question

Foodup Brabant, an organisation initiated by the municipality of Brabant, works together with farmers to explore new strategies and business models for a future proof and resilient farming industry. Twynstra & Gudde, a consulting company, supports Foodup Brabant in this process and invited Studio Ultra-Ultra to do a project regarding consumer perception on the worth of meat. The rationale was that when consumers become aware of how much energy, time and effort is involved in the production process of meat, they will be inclined to start paying more for the meat they buy in shops. This increase in income would allow farmers to make more sustainable and ethical changes to their current farming systems.

Doehetzelfkip

Studio Ultra-Ultra took up the challenging task of turning this sensitive topic into an interesting project that turned out to become a conversation booster. With respect for farmers and their expertise, they initiated a campaign that revolved around the topic of reconnecting with food. In their opinion, people are currently detached from the source of their food and have no clue where it originates from or how it is produced. Ultra Ultra wanted to bring consumers back in touch with their responsibility as a purchaser. Reasoning that as a consumer of meat you are implicitly determining the conditions of meat production through the choices you make in the market.

With doehetzelfkip they brought people back in touch with the production process of poultry meat. What starts with an egg that needs to be hatched, ends with the slaughtering of a full-grown chicken. It takes care, energy and attention but most surprisingly, only 8 weeks of grow time. Two farmers that are involved in the Foodup programme selected possible participants from a pile of applications. In the end, 6 chosen participants, most of them a team of family or friends, started with their doehetzelfkip kit and took it home or placed it at the office. The farmers functioned as a help service for participants. Providing guidance and knowledge when needed.

Stakeholder opinion

The reactions of involved stakeholders were all unanimous: doehetzelfkip is a successful project, directed at awareness-raising. With all the attention given in diverse media, Foodup Brabant as the main client was incredibly happy and satisfied. This project has taught them a great deal on how to initiate a dialogue and how to commence a movement as government.

Twynstra & Gudde underlines how Ultra Ultra has managed to accomplish a project on such a sensitive topic with great care for ethical reflections and deep respect for the farmers. The doehetzelfkip is distinguished as a layered and a well-thought concept based on serious considerations.

Two participants were interviewed and indicated how their participation initiated interesting conversations with many people within their environment. It also had led to discussions with people that thought the project was controversial or that felt provoked by it. These conversations were often fuelled by sentiment and emotional reflections. To the participants, this illustrated how the topic of meat consumption and especially the responsibility towards the death of animals, is uncomfortable for many people. As a participant, they suddenly also had to deal with the confronting effect the project had on their surrounding. However, the participants did not mind this side-effect since they believe that people have to become conscious of meat production and in general need to regain connection with the origin of the food they consume. These conversations fuelled awareness according to them.

Defining impact

Doehetzelfkip has been given a lot of media attention and also in the political debate the topic was noticed. However, the long-term impact is non defined and hard to distinguish.

One stakeholder, a farmer, expressed that people still remember him nowadays (more than 2 years later) for being involved with the project. However, other stakeholders, both interviewed participants, indicate that although it had led to meaningful conversations with people in their circle, they also do not know whether the project has influenced their own behaviour on a long-term scale. Yes, they do eat less meat and are more conscious of the meat they buy, yet they were already very interested in food and considered to be conscious consumers before participating. Doehetzelfkip felt for them as a natural thing to do or as something that they wanted to explore once, out of curiosity and interest. The true impact for them was in sharing the process at the moment, not on a significant change of behaviour in the present. Foodup Brabant as the main stakeholder, expresses that nothing can be said on long term behaviour effect since this was not measured. But for them, this is not affecting the success rate of doehetzelfkip at all. They value its impact in terms of media attention, which it has been given undoubtedly.

1.2 Analysis

SOCIAL DESIGN GOAL

This project can be accounted for as a **resilience-driven** social design in the way it intends to achieve a greater awareness around meat consumption. Ultimately addressing more **sustainable futures** for society.

VALUE CLAIM

As a design for values project, it can be argued that Doehetzelfkip is to be taken as a design for **responsibility** project.

ARGUMENTATION

Expected is that when people feel more responsible for meat production they will also make more conscious choices regarding meat purchasing and meat consumption. In this manner designing for responsibility answers to the social design goal at stake.

VALUE ASPECTS

A comprehensive description what defines 'the responsibility' in terms of **recognisable value aspects is lacking**. There are multiple focus points that responsibility can be directed towards in the context of meat consumption. Therefore the characterisation of responsibility in this project remains relatively undefined.

DESIGN REQUIREMENTS

Proposed is that to feel responsible for the entire process, people need to **explicitly become responsible** for the entire process, in action.

INTERVENTION

The Doehetzelfkip kit is the designed medium to demonstrate responsibility. It is evident that with the Doehetzelfkip kit, the **entire process of growing poultry meat has been placed in the hands of participants** and that they are responsible for the potential actions to be undertaken.

Reconstruction of designer's reasoning - specifying

SOCIAL DESIGN GOAL

Creating a sense of understanding for the actual 'worth' of meat. Ultimately: how to make consumers value meat to a greater extent and make them willing to pay more for the meat they buy.

VALUE CLAIM

"In this project we haven given **the responsibility** for meat production to consumers themselves, making them more aware of the role they play "

ARGUMENTATION

"We believe it's valuable that people are conscious of their choices. How are you dealing with that responsibility? How will this influence their perception on meat and the worth of meat?"

DESIGN REQUIREMENTS

Making consumers become responsible of the entire process of 'growing' poultry meat. Therefore it had to be as an Ikea-design, in which you are also guided through the process step by step.



VALUE ASPECTS

Responsibility is further defined as: "Not just giving people the feeling of responsibility but let them have **the responsibility**." People will become more conscious of their choices, also the ones they make implicitly.

"That's what matters most to us: that people become conscious of their responsibility and that will happen by giving it in an explicit manner."

Expected is that when people are given this responsibility they will regard meat consumption less lightly since they will acknowledge how much time and effort this requires.

INTERVENTION

Doehetzelfkip involves a kit that enables to go through the process of growing a chicken at home. It provides the essential tools and guidelines to inform users on necessary steps to undertake in the process.

DESIGN REQUIREMENT ASSESSMENT

The Doehetzelfkip kit contains everything that people need to be responsible for the process of growing poultry meat. They are provided with all the necessary tools and information. For these reasons can be judged that the intervention complies with the set design requirements.

MECHANISM VALIDATION

With the kit, participants have become responsible for the process of growing a chicken. Therefore it seems **valid** to judge that the Doehetzelfkip realises a **mechanism to make people responsible for producing meat**. How this mechanism of responsibility for a self-grown chicken will link to the bigger societal responsibility of meat production is not argued for.

VALUE ASPECT ASSESSMENT

No assessment has been done, so **no significant relationship** between the intervention and current behaviour is argued for.

VALUE VALIDITY DECISION

No aspects of responsibility have been identified, which makes it undefined how responsible behaviour would present itself. As there has been no before - and after measurements it is **unclear what effect on participants can be acclaimed to the intervention of doehtzelfkip**.

VALUE CLAIM VALIDATION

Although people obviously have been given responsibility with the intervention itself, the question remains whether they **are** more responsible because of this. As this is has not been assessed, the project makes an unvalidated claim to design for responsibility.

SOCIETAL IMPACT VALIDATION

Involved stakeholders are happy, yet it is unsure to what extent people now regard the worth of meat differently. There is no significant change in behaviour of Dutch citizens that can be identified.

Reconstruction of designer's reasoning - identifying

DESIGN REQUIREMENT ASSESSMENT

The provided tools and guidelines are all conform regulations by law. The kit is therefore not grounded in the designers conviction of what is needed to grow a chicken but is based on what is distinguished as necessary by law. Obviously, also conform regulations, the final stage of the meat production process is done under supervision of authorities and professional butchers.

MECHANISM VALIDATION

With the kit, participants are provided with all the required tools and knowledge to take care of growing chickens. It is up to the participants how they cope with these given guidelines and utensils; basically how they deal with their given responsibility. In the end, it is their choice whether they will kill the chicken or will refuse to do this.

VALUE ASPECT ASSESSMENT

A lot of participants stated that the project has changed their perspective on meat consumption and production. It had made them more conscious of the worth of meat.

However, "we did not do any measurement to check whether participants now behave differently... it would have been good if we had done a zero-measurement on beforehand and after"

VALUE CLAIM VALIDATION

With the doehtzelfkip, participants have become responsible for the entire production process of their poultry meat, especially since the slaughter part has been taken out of the anonymity. Although not measured, the designer is sure to conclude that "if you give people the responsibility they do not take this light-hearted"

SOCIETAL IMPACT VALIDATION

The doehtzelfkip was never intended as a new businessmodel but always as a consciousness awareness process and with over more than 9.000.00+ reach, the project has been given substantial attention. By sharing the entire process, the project was given a lot of considerations in newspaper articles, on social media and even initiated a political debate in the house of representatives of the Netherlands. Foodup Brabant was happy with all the media attention for their organisation and their mission to explore new solutions for future food systems.

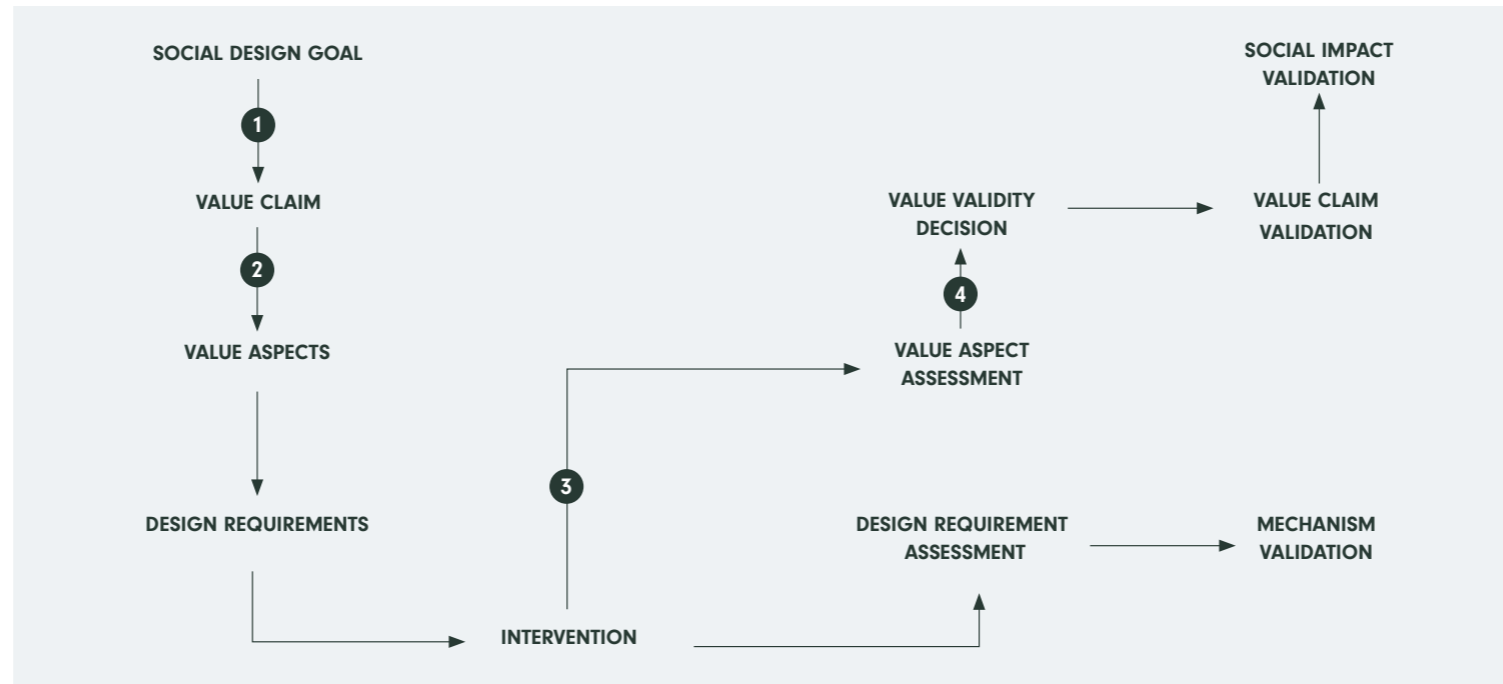
1.3 Reflection on the process of Doehetzelfkip

1 Recognise the difference between value claim as intended effect and approach to accomplish this effect

The designer stated that 'responsibility' has been the value that was designed for. Yet, there was a strong driving force behind this framing as expectations were that designing for responsibility would lead to the desired effect: increased awareness with participants. In other words, responsibility can also be seen as a means to facilitate the conscious behaviour that was desired rather than distinguishing the core value that was intended to be manifested.

In the end, the question is: do the designers with this project want to make people responsible for meat production or do they want to make people aware of their accountability within meat production? If the latter is true then this should be the starting point and value claim. Later can be explored and researched how this awareness can be defined in different value aspects. By keeping an eye on this actual desired effect it can be explored and researched on a wider notion of how this value could be established. Maybe after reflection, indeed giving people responsibility is a good way of realising these aspects and ensuring that people become more conscious of their meat consumption and the role they play. In this manner establishing the desired outcome of awareness.

The risk of focussing on responsibility early on is that it could result in a slight tunnel vision. Is designing for responsibility for instance the best manner to enhance people's consciousness (in the case that heightened awareness remained the desired focus of the project)? By mainly focussing on the means (responsibility) one can forget to what effect this means actually should result. Because of this focus, the desired effect gets lost out of sight within the design process and reflection on this end goal turns arbitrary. In this manner, the design will succeed in accomplishing a design for responsibility but a reflection on the "why" of this, is lost out of sight. The fact that it should amount to increased consciousness will not be evaluated nor challenged. In terms of design for values, the project will lose its profoundness because, without connection to the desired effect, the intervention has no substantial meaning. Remaining focussed on the core effect and not the means itself will result in a sharper answer to the initial question.



2 Provide a description of what defines manifestation of the value in context

When discussing aspects of the value responsibility, we can find that the designers express expected effects rather than indicators of established effects. How can we know participants have been successfully made responsible? How does this show in their behaviour, how do they express this and more important: why would these be justified indicators of responsibility? Also, of what do participants need to become responsible; their own meat consumption? The enormous impact of meat consumption on climate? The impact of their choices on farmers possibilities?

A description of how responsibility is interpreted would be helpful. This can be done by defining value aspects: what are indicators that responsibility has been realised in the context. Describe when and how people show responsible behaviour. A relevant contribution would be to define why these value aspects are good indicators of the establishment of the value responsibility in the context.

For example, responsibility is manifested when:

- people express they exclusively buy more expensive meat.
- people express they have started eating less meat

These can be two of multiple given aspects, prioritised in a hierarchy of importance. If there is more focus on a definition of the value in such aspects, it would also become easier to recognise effect and define impact of the intervention later on.

3 Assess specific aspects of the value to demonstrate realisation

The question remains: how will this mechanism of becoming responsible for a self-grown chicken and its death, relate to the bigger effect of becoming conscious of ones own responsibility regarding meat production. Are people behaving more responsible after the intervention? Do they have a heightened feeling of responsibility? Are they more conscious of the relationship between consumers and farmers within the meat industry? As there has been done no before and after effect measurement, the indicators of an effect that would distinguish realised value aspects are unidentifiable.

The designer has expressed this herself as well, but a zero-measurement would have enhanced the project's claim significantly. An easy thing to add to the process would be to let participants fill out a questionnaire beforehand and afterwards. This would have given substantial data to make a stronger judgement on the project's success and effect as it enables us to get grip on the participants' sense of responsibility rather than speculation.

Thinking of questions that indicate aspects of responsibility on beforehand also contributes to the design process itself by making designers evaluate what characterises responsibility conceptually and how to realise the right portrayal of this in context. In this manner, incorporating research activities such as measurements within the process is not necessarily a diminishing of design exercises but rather an enhancement of it.

4 Evidence builds a stronger and more valid argument for value claim

Doehetzelfkip has been a project that has received many positive commentaries. People involved were enthusiastic and underlined its impact. However, there is a missed opportunity to turn this sense of success into evidence of success.

It is unclear what effect on participants can be acclaimed to the intervention of Doehetzelfkip. Although people obviously have been given responsibility with the intervention, the question remains whether the fact that they were made responsible has had a significant effect and made them become aware of the role they play, as a consumer, in the meat production.

When assessments had been done and the evidence had not been satisfactory, other manners in which responsibility can be increased could have been explored. Ultimately reflecting more critically whether the Doehetzelfkip, as it was now, is appropriate for realising the desired effect.

With evidence of impact on peoples behaviour, the designers could have proven in a more consistent manner that they succeeded in making people responsible and that by giving people responsibility, they become more conscious. Consequently arguing that indeed, responsibility is an adequate manner to establish an awareness effect and answer to the initial societal goal. In this way, they could have proven that not only they designed a right mechanism for responsibility but also designed for a substantial effect and hence, realised a design for responsibility.

Designer Response

"I think you are completely right in your analysis: it is really hard to say what kind of impact Doehtzelkip has had! It definitely would have been of value if we had done a zero-measurement and if we had considered impact research on beforehand..

I have to say that I also found it quite difficult to think of the value claim in hindsight, during our conversation. I think it is right to make a distinction between mechanism and claim. Responsibility is indeed an important mechanism in the project but I don't think it would be the right value claim for the project. Also because the project, in that manner, becomes analysed too strictly. In our projects, it is often the conversation between people (participants, neighbours, surrounding), in the media and political domain that becomes initiated due to the intervention that we design, that is of particular worth. It is a good insight for us to better define what the effect of that would be and how we can measure that!

I really enjoyed reading the analysis and to be part of the research! It has also given us starting points for our future projects."

- Vera Bachrach

02/

Studio Flessenpost
Marleen Klapwijk &
Simone van Daelen
2019 -

Groei kaarten



2.1 Groeikaarten

Stakeholders interviewed: Youth-care Province Utrecht, Taal doet meer, ROC
 Website: www.studioflessenpost.nl

Initial question

Groeikaarten is grown out of what once was the graduation project of Marleen Klapwijk and Simone van Daelen, studio Flessenpost. At the time, the youth-care department of Utrecht was struggling to have proper consults with low-literate parents. Different professionals indicated that they were having a hard time explaining complex matter such as cognitive development to low-literate parents. For this reason, youth-care Utrecht was searching for a means to facilitate these conversations and improve communication. This is where studio Flessenpost as trained graphic designers came in the picture and how they have become involved in solving the issue of communication with low-literate.

Groeikaarten

Groeikaarten is a set of cards that facilitates care professionals in explaining complex subjects to low-literate parents. As each card portrays a visual representation of an advised activity, the cards enable professionals to clarify topics with figurative stimuli. On the back of a card, information is provided why this activity will contribute to the development of a child and for which age-group the activity is intended. Because of their visual depiction, the cards serve as a conversation tool during consults. The main idea is that professionals can build their story around the cards and give the cards, as a present, to parents when they return home. In this manner, the cards become a gift that also functions as a visual reminder of the information discussed in the consult.

Stakeholder opinion

Although youth-care as commissioning stakeholder is incredibly enthusiastic about the Groeikaarten, they also have certain hesitation. The cards do provide information positively and optimistically, but it is hard for professionals to actually use the cards in the routine of their consult. Using them feels like an extra step to undertake in the already small amount of time that is available, rather than an enhancement of their competence.

Unfortunately, low-literate parents could not be interviewed for the sake of this study. Also for the designers, the opinion of parents has been hard to be collected as they are, ironically, hard to communicate with and hard to be reached out to. It is therefore unknown how parents are opinionated about the effectiveness of the Groeikaarten.

However, in the mother-baby groups that are also initiated by youth-care, the cards play a much more prominent role. In these events, parents from different cultural backgrounds with limited knowledge of Dutch language, come together.

The cards demonstrate to be a valuable addition to the events. According to youth-care, parents are clearly happy when they receive a visual explanation and the cards stimulate parents to come up with ideas of their own as well. In this way, the cards function as an actual outreach to the parents according to youth-care.

Another involved stakeholder is language volunteer organisation 'Taal doet meer' that also uses the cards and is incredibly positive about their use. They express that the Groeikaarten stimulate to build a partnership between volunteer and parent. When they train volunteers they utilise the cards and they advise their volunteers to use them when visiting families as it is a comfortable tool to support the (voluntary) work. For example, volunteers undertake depicted activities together with parents or the cards serve as an accessible manner to involve parents properly in the conversation.

Finally, Groeikaarten is also used in care education. A teacher described the cards as a dignified means to help people, as it enables putting people in their own strength. She especially valued the set of cards as a tool to be helpful towards clients. By using the cards in class, it gives students insights in tangible actions and to her opinion education is brought more closely to real practice. Besides the practical use, the cards also brought awareness to professionals within the education system of how visual stimuli can be of great help when explaining and consulting clients.

Defining impact

Groeikaarten have received many positive remarks in terms of the aesthetics and the positive stimuli they appear to provide. However, in the context they were designed for, they do not turn out to be a practical solution. Yet, in other contexts with more time and a different purpose, they appear to be useful. Different stakeholders have a positive attitude towards the cards and want to remain using them in the future. Nonetheless, it is also hard to distinguish how effective the Groeikaarten are in these situations. More important, how low-literate parents are opinionated about the cards is not defined.

Different stakeholders have the inclination that using the Groeikaarten supports them in clearly expressing a message. However what effect can ascribe to the usage of the cards? What substantial effect is obtained due to using cards, apart from obtaining a feeling of success by caregivers themselves?

2.2 Analysis

SOCIAL DESIGN GOAL

This project can be accounted for as a **care-driven** social design as it intends to create an inclusive care system and in this way contributes to the **wellbeing** of underprivileged people.

VALUE CLAIM

From the perspective of design for values this design can be positioned as a design intended for **accessibility**.

ARGUMENTATION

Expectations are that by enhancing accessibility, information given in consults will be easier to comprehend. This is expected to ensure that conversation is smoothened and parents take in information more effortlessly. Ultimately **enabling parents** to know how they can support the development of their child.

VALUE ASPECTS

As there is no specific positioning of 'accessibility', it is **undefined** how accessibility exactly is realised in the chosen context. Characterisation of accessibility is rather defined in **characteristics of the intervention** that due to the lack of specification of justification for particular effect, seem appropriate without further justification.

DESIGN REQUIREMENTS

It is argued that to manifest accessibility, the design needs to provide information of practical activities in an **inclusive manner**. Both in depiction and in possibilities for real-life action. Besides that, it needs to be **concise, visual and analogue**. These requirements have been argued for with a research on information communication.

INTERVENTION

Groeikaarten is a **set of cards** that functions as a medium to foster accessibility by **lowering the threshold** to understand and undertake activities.

Reconstruction of designer's reasoning - specifying

SOCIAL DESIGN GOAL

Facilitating conversations between professionals and low-literate parents on cognitive development of children. The supporting societal benefit is as follows: when more parents know how to contribute to development of their child, there will be less children with a pre-existing deficit of capabilities when starting at school.

VALUE CLAIM

"In every decision that we made, that **accessibility** and understandability was very important to us"

VALUE ASPECTS

Accessibility would be realised when easing to discuss the topic among professional and parents.

Other aspects of accessibility are already defined in the shape of desired effects of design characteristics: Providing practical advice of activities in a visual and analogue manner, should be easier to understand for low-literate parents and so information becomes more accessible.

INTERVENTION

A set of cards that provide ideas for simple, practical activities with a low-threshold that parents can undertake together with their child. The cards also explain why this is a good activity for a child.



ARGUMENTATION

"Also positivity and inclusivity were very important for us... we investigated as many possibilities in which the cards would be comprehensible and appealing for everyone"

DESIGN REQUIREMENTS

Based on communication research, to enhance accessibility: information has to be given in small bits, not all at once.

The activities proposed need to be practical and easy accessible, this means that the activities revolve around objects that everyone can find in their home.

The imagery needs to be inclusive and thereby accessible for everyone as well, minding cultural and gender attention.

DESIGN REQUIREMENT ASSESSMENT

Since the target group has expressed that the cards portray activities which are **easy to undertake**, it can be concluded that the Groeikaarten meet the set requirements of providing ideas for practical activities with a low-threshold.

MECHANISM VALIDATION

Since several stakeholders underline the accessibility of the Groeikaarten, it can be argued that the cards **substantiate a mechanism** that stimulates accessibility. Yet, this **appropriateness is context** - and especially **time dependent**. Since in the initial context they are not adequate, the mechanism does not appear to be validly argued for.

VALUE ASPECT ASSESSMENT

Actually, since no effect measurement has been undertaken **no significant effect can be indicated**.

VALUE VALIDITY DECISION

The mere fact that the cards are being used, does not tell us anything about their effectiveness and ability to manifest accessibility, thereby establishing accessible knowledge communication. Specification of value aspects as **indicators of established accessibility are missing**. Ergo, reflection what defines accessibility from a value perspective (thus not immediately in a set of cards) has not been undertaken.

VALUE CLAIM VALIDATION

There is **no evidence** that using Groeikaarten results in an accessible conversation between professional and parents, resulting in a weak claim to design for accessibility.

SOCIETAL IMPACT VALIDATION

In future years the actual societal impact of using the cards can be examined.

Reconstruction of designer's reasoning - identifying

DESIGN REQUIREMENT ASSESSMENT

"Of course we have tested with the target group of low-literate parents: are the cards as accessible as we wanted them to be. We got back that indeed, the activities proposed are fun, easy to undertake together with your child and that they are very accessible."

MECHANISM VALIDATION

Professionals do not use the cards often in consults but in peer discussion groups where there is more time, the cards are frequently used and valued contributors. Also language volunteers that work with low-literate adults at home, use the cards to explain activities to undertake with children to enhance language development. Lastly, the cards are also used to explain cognitive development in care education.

VALUE ASPECT ASSESSMENT

Unfortunately they could not test the cards in the consults between youth-care and parents due to privacy regulations. For this reason it is not been tested whether in practice the cards result in the desired effect.

Based on experiences of professionals can be concluded that the cards do not function well in the context of consults. They are too time-costly and do not connect to the workflow of professionals.

In the context where the cards are positively received, no effect has been measured.

VALUE CLAIM VALIDATION

"The fact that it had to be accessible to everyone and joyful, definitely worked"

The point that they also appeal to non low-literate parents and are used in different contexts illustrates according to the designers how the cards are definitely accessible for everyone.

SOCIETAL IMPACT VALIDATION

Different parties underline the cards' multipurpose in the context of education on cognitive development. The (long-term) effect of using the cards in households has not been identified, therefore their societal impact is not distinguishable yet.

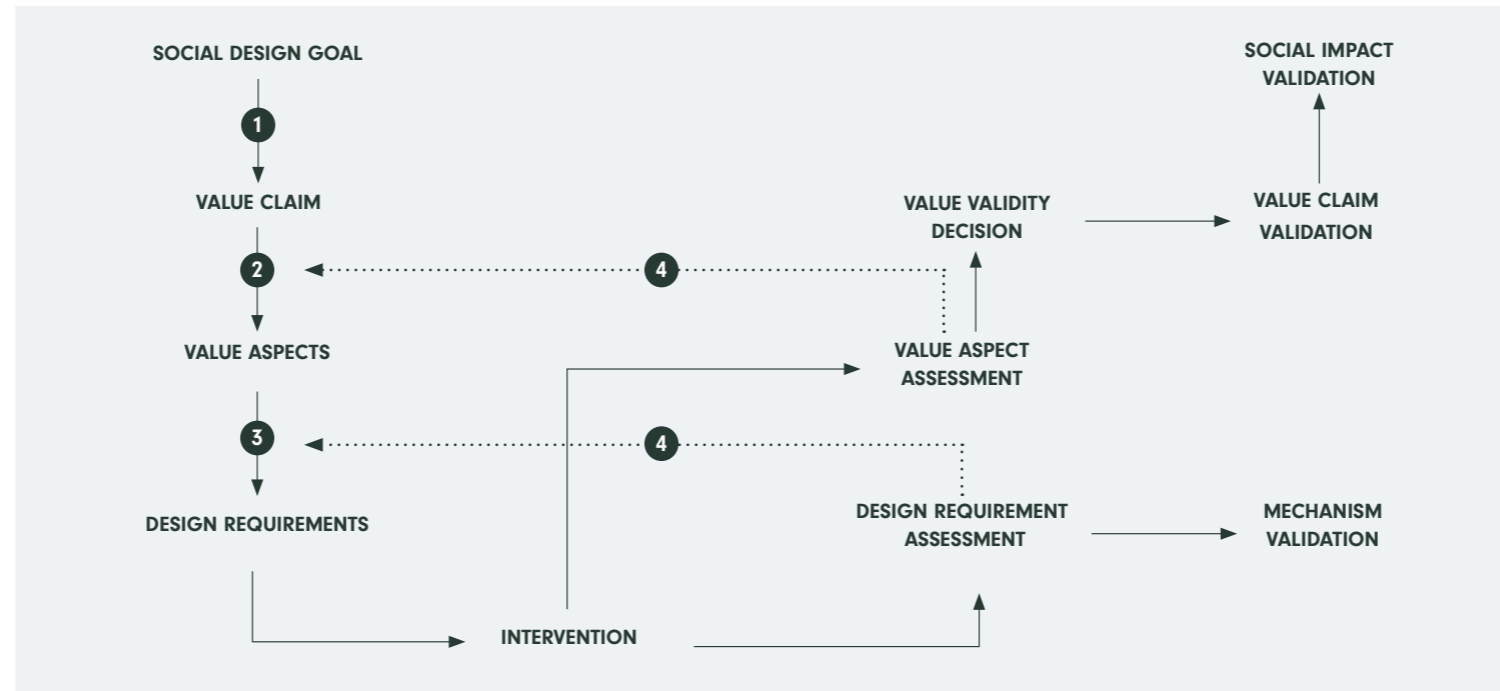
2.3 Reflection on the process of Groeikaarten

1 Define clearly from within which perspective the value is prioritised and contextualised

The designers expressed that the main purpose of their project was to design for accessibility, translated from the Dutch 'laagdrempeligheid'. As the designers do not specify this further, there is some unclarity to whom this accessibility should apply to. The project could benefit from a sharper description of who involves the target group. Who should benefit from the change that will result from enabling accessibility; the professional or the parent? Or both? It can be the case that both professional and parent are equally important. However, these target groups probably have different needs and therefore inform distinctive characterisations of establishing accessibility. Reasoning why focussing on accessibility would resolve the problems for both target groups in relationship to accessibility is missing.

For example, a line of reasoning could be the following. Low-literate parents do not understand complex stories regarding cognitive development. Designing for accessibility could result in an intervention that can support them in comprehending such conversations. Professionals have a problem with explaining themselves in a manner that is understandable for low-literate. By making the information accessible, parents will understand the conversation better and this will support the professional in accomplishing the task of counselling. Reasoning in this manner makes clear that by designing for accessibility, both become emancipated because it enables them both to cope with the conversation and be empowered.

Explicitly defining their relationship to the value goal of accessibility makes it easier to remain focussed within the design process on what should be prioritised to realise the desired effect. Important is to keep in mind that in this case, the accessibility is directed at the parent and the desired effect of this, is an improved conversation from both professional- and parent perspective. The project is therefore not successful if the professional 'thinks' the explanation is improved because they feel empowered by the cards, but the parent has no significant improved understanding. Lastly, specification of how accessible the current system is according to parents is necessary. This information is presently lacking and is significant as it would provide the crucial basis for comprehension of what should be improved to support their needs and why.



2 Specify what makes value become realised before thinking of interventions

The lack of target specification also results in a lack of identification of value aspects. What defines accessibility in this context? When is accessibility realised for the specific target group (the low-literate parents?)? The designers do not ask the question: how can we know that parents will feel the information is more accessible to them, but directly focus on the design requirements that can establish accessibility in a design. Hence, there is no given identification of what accessibility in this context means or represents for them as designers of this project and what the desired effect truly signifies.

The designers clearly have an idea of what requirements the design should meet to provide information in an accessible manner. But immediately focussed on the realisation of accessibility. Consequently, the question remains: why are these requirements good operationalisations of accessibility? When will any intervention actually succeed in establishing accessibility in this context?

Reflecting on these questions will lead to a definition of value aspects. This consideration from a broader perspective supports a deepened understanding of how accessibility can be realised and what makes something succeed in manifesting this interpretation of accessibility without an immediate focus on the

specific intervention. An advice is to first determine what accessibility in the context of the project means on a conceptual level; what characterises accessibility for parents in conversations on the cognitive development of their child. Contemplating these aspects will

- 1) define what characterises the value in context and thus what interpretation is given to 'accessibility' by the designers and will
- 2) detail how can be indicated when the design is successful in realising accessibility and proves accomplishment.

An example of defining value aspects of accessibility would be the following. Accessibility is recognisable when:

- parents can rephrase the advised activity to someone else
- parents rate the conversation with professionals as understandable and comfortable

In describing these value aspects the final intervention is not mentioned yet since the intervention is a medium to establish the value, not the goal itself. Be aware that this effect is a description of how we recognise the value in behaviour aspects. By proving later on that these aspects are significantly recognisable, one can argue that the design succeeds as a design for the particular value, accessibility. For this, a zero-measurement of the situation before any intervention is necessary.

3 Moving from value aspects to design requirements gives consistency

At this moment the project focuses on a set of cards, while there is uncertainty regarding the effectiveness of this mechanism on improving communication. Moving from value aspects to requirements provides focus. When there are a strong definition and accompanying argumentation of which aspects build up a representation of the value, turn these into requirements that the intervention should possess in order to operationalise the value. For example by first asking: how can we ensure that parents undertake the activity once per week (a specified value aspect)? Many possible interventions can serve as answers and can be explored. This is what the designers already have shown to be especially capable of.

4 Use insights from assessments to improve the intervention

There has been done no measurement whether low-literate parents understand activities better due to the cards, whether both professionals and parents have the idea the conversation is improved and most of all whether parents start undertaking activities with their child due to the accessible explanations. How can we conclude the project was able to design for accessibility if there are no results that indicate significant behaviour? Effect measurement is necessary to argue for a validated claim.

To conclude on effect two important types of measurements should be undertaken:

- 1) Both professional and parent have to be interviewed regarding their experiences before the intervention and afterwards.
- 2) Assessment on how the value aspects are recognisable in parent behaviour before the intervention and afterwards. This, in order to subscribe significant effect to the intervention on behaviour and argument for impact.

These evaluations possibly inform how the cards could be improved in order to accomplish 'accessibility' in a more fundamental manner if assessment did not provide the desired outcomes or maybe inform new interpretations of what accessibility truly means for low-literate parents and when this can be realised. If there had been a description of value aspects and a significant representation of these aspects identifiable on the behaviour of parents, the project would make a more successful claim to design for accessibility.

Designer Response

"Anniek's research has given us a number of leads to better investigate the effectiveness of our project. A baseline measurement would certainly be useful, in order to get an idea of the size of the problem, and then to be able to compare it with the situation in which our product is used. It would also be valuable to formulate a measurable effect that we are working towards, so that it is easier to say whether this has been successful or not. It might help to formulate more clearly what accessibility means for our dual target group (parents on the one hand and care professionals on the other). And to be able to say something about the effect, it is absolutely essential that we also speak to parents.

A point that has not yet been addressed in the text above is implementation. If this is not done properly, it can also have consequences for the effectiveness of your product. This is something we have also learned in this project, so it probably did not reach its full potential. That is why we wanted to mention it again. A good concept does not automatically mean that it will be used in reality as it was conceived."

- Marleen Klapwijk & Simone van Daelen

03/

Garage 2020 & ABZ
Jacco Pols & Jan Belon
2019 -

Monnie



3.1 Monnie

Stakeholders interviewed: Garage2020, Afdeling Buitengewone Zaken, Albeda-College
 Website: www.seevapp.nl

Currently, Monnie has been rebranded to Seevapp, but at the time of this case study was still called 'Monnie'. Therefore in this analysis is referred to this former branding.

Initial question

Monnie was initiated by Garage 2020 and Afdeling Buitengewone Zaken as a shared project 3 years ago. They identified that debts were a huge problem faced by youngsters between the age of 18 and 25. At that age, young people are treated as adults and held responsible while often they are actually still teenagers, both emotionally and cognitively. However, companies and institutions treat them as financially participating adults. Hence without being fully aware, youngsters quickly build up debts. As they lack capabilities to comprehend and tackle their situation adequately they already start with a deficit. These debts create a multi problematic situation, resulting in negative consequences on professional and personal situations.

This gave rise to the understanding that something fundamentally needed to change in the prevailing system. Garage 2020 and ABZ cooperated to research how the buildup of debts with young people could be minimised or even prevented. It was identified that a behaviour change needed to be initiated on both sides, creditors and debtors (youngsters). Currently, creditors take too little social responsibility for the reception of their message, but ultimately also have an interest in faster, easier transactions with their debtors. Therefore stakeholders were closely involved and invited to participate in the design process.

Monnie

Years later, the answer has become Monnie. Initiators emphasise that it is not just a project, but an initiative with the purpose of becoming self-reliant. Monnie actually consists of two assets: the app and the movement. The app mainly focuses on facilitating an easier transaction process and prevention of debts. It provides users with an overview of all bills necessary to pay and manages that they effectively do so. Also, it supports in administering a time schedule for payment and help is provided when situations seem to become alarming. The movement focuses on advocating a different attitude towards the collection of bills. For this, they engaged all kinds of stakeholders involved in cashing young people. They gathered in a meet-up and together signed the Monnie-fest, under scribing their commitment for a new collection system. New partners are continuously approached to spread the movement.

Stakeholder opinion

Albeda-College is an important stakeholder for Monnie as they are closely involved in pilot testing. Albeda-College was facing a problem with the enormous amounts of debts that students acquired at their school. Tuition fee and bills for books were often neglected and this leads to enormous amounts of money that the school still needed to receive from students. In this manner, the school became a creditor of its own students. Researchers at Albeda were diving into the entire crediting system of Albeda and identified all bottlenecks in the system, pointing to specific moments where things went wrong.

This is when they met Garage2020 and ABZ. Together they continued with the development of Monnie and shared their insights.

Albeda-College underlines how Monnie has contributed to the facilitation of conversations on the sensitive topic of debts with students. Because of Monnie, they were able to build a trusting relationship, gain knowledge of the matter that fails and understand how debts become structured. Monnie has given students an actual say, a literal voice, in the process of debt collection and has managed that the school has come more close to what truly moves their students.

Students have not been interviewed for the sake of this research but their opinion has been retrieved from testimonials and research data provided by ABZ and Garage 2020. From this can be concluded that the app suits their lifestyle and students state to feel more understood because of Monnie.

Defining impact

Monnie has been awarded a Dutch Design Award 2020 in the category Service & Systems. The jury stated that Monnie has a strong concept, a well-chosen name and unmistakable impact. As it makes stakeholders co-responsible for prevention of debts and supports young people with payment of bills and existing backlogs, Monnie undeniable focuses on societal impact. But what involves this effective impact of Monnie?

Albeda could identify that Monnie had a significant impact on the students. The process established a sense of importance and belonging for the students. This is what the real goal of the project is according to Albeda; that Monnie fundamentally recognises the student and their perspective, that students feel important and supported. This will eventually strengthen them in becoming strong citizens in society. With Monnie, they have given students a sense of recognition. Also, Monnie has functioned as a catalyst for a conversation regarding the well-being of students at Albeda. Because of Monnie, the school came in contact with other stakeholders (other creditors of students) such as DUO, the municipality and the Rabobank. Monnie has made them realise that they need to communicate in another way to their students in order to help and support them in a proper manner. Now, Albeda is changing its entire debtors' policy and communication system. This ensures an impact beyond the Monnie initiative and the Monnie-app itself.

The Monnie team has conducted a pilot test with 100 students at Albeda to test the app and verify assumptions. This has resulted in changes being made to the functionality of the app. In the end, the group of students that participated was too small to make fundamental claims on effectiveness concerning debt prevention. However, small indicators of success were recognisable. There was a small increase in paid bills compared to the zero- test group. Yet, the Monnie team expresses that it is still too quickly to fundamentally conclude that when using Monnie you will receive more money as a creditor and as a youngster, debtor, your problems with paying bills will be solved. Further testing will be done in the future with a bigger test group. For this, T-Mobile as a new stakeholder will be involved.

3.2 Analysis

SOCIAL DESIGN GOAL

This project can be seen as a **resilience-driven** social design as it intends to make a systemic change to society by preventing young people from becoming involved in debts. In this manner focussing on a **sustainable future**. As the problem is regarded as a shared issue that involves multiple stakeholders changing the situation requires time.

VALUE CLAIM

As a design for values project, Monnie is to be taken as a design for **equality**.

ARGUMENTATION

Expected is that by approaching the problem from a position of equality, the **vicious circle can be breached**. Both parties (creditor and debtor) will have equal responsibility for the situation. Facilitating an easy and clear transaction, thereby **preventing debts**.

VALUE ASPECTS

Early in the project 'equality' was defined as approaching in a manner that creditors & youngsters **start at an equal position**. It is specified that equality is manifested when the communication and system connect to young people, so they will **equally understand** the situation, becoming **equally responsible**. Besides that, equality is characterised as approaching young people as adolescents that need **space to learn**. This was characterised to the motto "you need to fuck up to grow up".

DESIGN REQUIREMENTS

Proposed is that to realise equality, the manner of **communicating, informing and collecting** the money must take place in a manner that **suits young people** and connects to their lifestyle.

INTERVENTION

The Monnie app supports young people in getting overview of all their bills and paying them in time. Communicating in an informal manner, that they understand.

Reconstruction of designer's reasoning - specifying

SOCIAL DESIGN GOAL

Debts are a problem that are deeply interwoven within the structures of society. Young people are approached as full responsible adults and become easily caught up in huge amounts of debts that result in a problematic vicious circle. Further negatively affecting other aspects of life.

VALUE CLAIM

"The current system radiates inequality therefore with Monnie, we designed for **equality**"

ARGUMENTATION

"If you treat unequally, then you are creating a situation in which you are actually stimulating that vicious circle, currently they already start at -1". Youngsters are not fully experienced and responsible people and should not be approached as such. Thus the motto became: "you need to fuck up to grow up".

VALUE ASPECTS

Equality, in this context, is realised by connecting the system to the lifeworld of young people.

Equality is established by a system that communicates to young people in such a manner that they can understand what is communicated to them.

Equality involves shared responsibility, meaning creditors also take responsibility for the reception of their message.

Equality means that they are approached as young people that still need to learn.

DESIGN REQUIREMENTS

This means: clear language, choice of planning of payment, option to pay in terms, option to make mistakes (wildcard).

INTERVENTION

With the Monnie - app, youngsters are approached from within an integral perspective. The app gives a clear overview of all bills that need to be paid and facilitates to do so in an easy manner. Users can make a payment plan that suits their preference.



DESIGN REQUIREMENT ASSESSMENT

The communication has been adapted to a style that connects to young people.

An app facilitates direct and easy communication. The functionality of the app has been tested with students, the target group to validate design decisions.

MECHANISM VALIDATION

Opinions of users underline that the app fosters understanding and facilitates the process of payment by providing guidance and flexibility. Hence, Monnie realises **mechanisms** that **facilitate communication** that suit the target group and treat them as **young people that still need to learn**.

VALUE ASPECT ASSESSMENT

A qualitative assessment has been done in the shape of interviews. The **value aspects** of connecting the system to the lifeworld of youngsters and communicating in a manner they understand **are identifiable**.

VALUE VALIDITY DECISION

As young people identify themselves that they feel more understood and the app suits their lifeworld, it can be concluded that Monnie succeeds in designing **for most of the specified value aspects** that establish **equality in this context**.

VALUE CLAIM VALIDATION

Therefore there is **a substantial claim** to design for equality. Yet, the value aspect of equal responsibility is not distinguished further and therefore it remains unsure how Monnie affects the responsibility of users. Therefore it is not fundamentally validated that the situation should now be distinguished as entirely 'equal'.

SOCIETAL IMPACT VALIDATION

The effectiveness of the app on payment of bills still requires further testing with a bigger group. The designers themselves are very critical regarding success. In order to have more substantial effect with this design for equality they intend to have more impact and ultimately solve the entire problem of young debtors in the Netherlands.

Reconstruction of designer's reasoning - identifying

DESIGN REQUIREMENT ASSESSMENT

The process between creditor and debtor needed to be simplified. A letter does not suit young people, they will not read it. Just a link, that can be easily paid is much more appropriate. For this reason an app became the solution. It simplifies communication and solves a direct transaction. In a few 'clicks', the necessary actions can be undertaken. The Monnie team is involved to give help or intervene when things appear to go down hill.

MECHANISM VALIDATION

The entire process of paying bills has become simplified with Monnie. In a pilot session the usability of the app has been tested with students (target group) of Albeda college. This was to test assumptions behind the functionality of the app and validate design decisions.

VALUE ASPECT ASSESSMENT

Although the test group was a little too small to make big quantitative statements, there was a small indicator that after use there were less open bills.

Qualitative testing through interviews with youngsters showed that approaching them through Monnie gave users the feeling that there is attention for the way they deal with those kinds of things and what style suits them. "Due to the language we feel more understood" they stated.

VALUE CLAIM VALIDATION

The designers are very critical towards claiming success in terms of realising equality. "For me it is successful when thousands of students can use Monnie and that equality really becomes manifested". But a really nice effect has been that Albeda College, as creditor, has changed its entire debtors policy to make it more suited to the target group of students. "That is already more impact than what we manifested with the app" In this manner also other students, that do not use the app, will be affected by the process of Monnie.

SOCIETAL IMPACT VALIDATION

"Debts are a long term measurement, for this we are here too short". The project is successful "until there are no more young people with debts and all organisations in the Netherlands collect bills differently with adolescents". Until that time, the designers remain very self-critical. They have good intentions but are not there yet.

3.3 Reflection on the process of Monnie

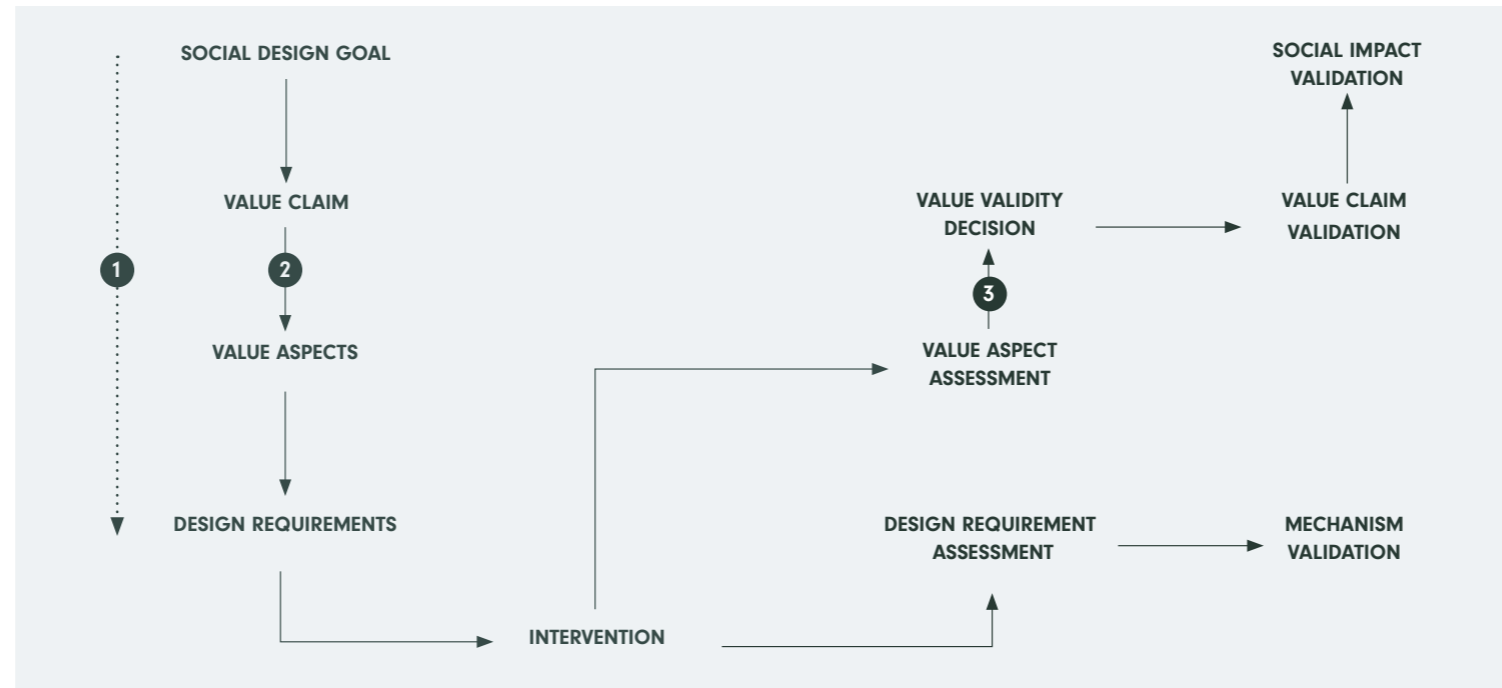
1 Consistent reasoning from initial problem to value claim, to value aspects

What stands out in the project of Monnie is the consistency in reasoning. It is defined that there is a particular inequality stimulating the issue of debts with young people, resulting in a vicious circle. Consequently, to solve the problem, it is argued that this inequality needs to be resolved. After this, it is specified what would distinguish 'equality' in the context of youngsters and creditors. These value aspects represent what would stimulate an equal situation. The defined value aspects are not general descriptions of what distinguishes equality on an abstract level but are specifications of what would characterise equality in the specific context. This is well done as it enables to clearly define later on why and when equality can be identified and define success. All in all, the translation from initial social problem to value aspects is consistent and therefore decisions come across as sensible and well-considered.

2 Argumentation for specified value aspects would build an even stronger case

Although the identified value aspects result from a systematical consideration, some additional argumentation would substantiate the choice of aspects considerably. For this reason, the following reflections point towards ways in which Monnie can enhance the argumentation of when and why they consider these value aspects as accurate characterisations of equality.

There has been specified that to establish equality, both parties need to take equal responsibility. Traditionally, creditors do not take care of the reception of their messages nor of the initial debt build-up. Monnie intends to overcome this shady situation and wants to hold institutions accountable for the part they play: the moment when young people become involved in debt creation in the first place. This responsibility part is mainly explored in the Monnie-movement, that focusses on involving different parties and changing the way companies collect their bills. The main understanding is that to communicate your message in a fair, equal manner, one should also make sure the receiver understands that message. This conviction appears viable and suited to the position of equality in the sense of



fairness. In the end, it is only reasonable to say that if one communicates information, it is important the receiver takes in the send message. By making the message itself incomprehensible, one is disqualifying the other in advance.

However, although sensible from the position of creditors, it could be better defined what this responsibility involves from the side of the youngsters. Now, everything needs to be adapted for young people to understand what is communicated to them, to ensure they will start paying their bills. Based on the understanding that now they are behind this aid is given to youngsters to balance and enforce an equal situation. But in terms of equal responsibility: where does their 'responsibility' come in to play? If they only start paying their bills because of the app: is that showing their responsibility?

It could help if Monnie could specify, instead of only mentioning what new attitudes of equal responsibility would involve from a creditor perspective, what this attitude beholds from a debtor perspective. Is it for instance necessary that users of Monnie will feel more responsible to establish equal responsibility? Or is simply paying bills enough to realise their responsibility? By stating what this equal responsibility beholds we can also better understand how effective Monnie is in establishing that effect and this would make a stronger link between the consequential relationship between the realisation of responsibility resulting in the establishment of equality.

Then there is the main motto "you need to fuck up to grow up". This is an important factor of the societal issue; young people becoming involved with debts at a young age has consequential effects that will haunt them a lifetime. A lot of people miss out on this opportunity to have a safe space to make mistakes, grow, learn and evolve as a person. Although there has been substantial theoretical research behind this motto, it would be even stronger if Monnie would explicitly state on which theory this motto is to build and what the interrelation is between establishing 'equality' and giving space 'to fuck up'. Underlining why it is so crucial for an equal system, that young people have space to make mistakes.

Lastly, there is the aspect of connecting the payment system to the lifeworld of youngsters. It is convenient as it ensures that they will pay their bills easier and quicker. Yet the question is: why is this a more equal system? Why is a system in which people can decide that they want to pay in terms more equal? What does this, let's say flexibility, have to do with equality? It suits the lifestyle of youngsters but why is it a more equal manner of payment? Again, either theoretical background or evidence from field research as extensive argumentation would substantiate the case for this interpretation.

For Monnie, value aspects have been specified quite thoroughly. Yet what is missing is a particular hierarchy in which value aspects are prioritised. This would help to better understand when equality fundamentally is

realised according to the designers. For instance the specified value aspect equal responsibility, there is no evidence of the effect on this - but how important was this value aspect for establishing equality? If the designers would assert which value aspects are crucial & which ones are less important, it facilitates a sharper outlook on success.

3 Assessment of change in behaviour is a significant indicator of effect

For usability of the app both quantitative and qualitative assessments have been undertaken and more tests, with a bigger scale, are also planned. These tests aid the evaluation of Monnie as case study of design for a particular value: there is actual evidence and decisions are supported by judgements that are based on assessments.

At this moment, the value aspects mostly refer to system characteristics, they mainly focus on what the system should have in order to be equal, rather than how an equal system should make people feel or act. Yet, these characteristics consist of reflections on what would stimulate equality before moving to specific conditions of the intervention and are therefore not considered too artefact focussed.

In order to show that they have really succeeded in establishing an equal system for transactions between young debtors and creditors, it could be an enhancement to specify how young debtors should behave or feel after using Monnie. Because indeed, maybe they will start paying their bills due to Monnie and this will solve the societal issue at stake. But it will remain the question whether the system now initiates a more 'equal' situation and what effect this design for equality has on youngsters apart from solving a practical issue.

If the designers of Monnie could specify what behaviour youngsters should portray after being treated equally, for example showing more responsibility or planning skills, it becomes easier to illustrate that not only the system has become equal because it has characteristics that realise equality, but also because users show changed behaviour. That is, changing behaviour as a logical consequential relationship with being involved in an equal system. In this manner Monnie can show in another way that it really has an effect, their design for equality has succeeded and they make a substantial impact on peoples lives.

Designer Response

"In all honesty, it takes a certain mindset to read through it! I have had a few busy weeks, and I really needed to sit down and read this. That's immediately a compliment, because your analysis is sharp and refreshing. Your view on equality and whether the flexibility of payments is so equal fascinates me. It is great to read how you, as an outsider, view and summarise this. I am triggered that we also have to do something with that initial awareness of equality among young people: entering into a payment commitment at all requires an awareness among young people as well.

From now on, Monnie will be known as Seevapp. In the period that young people start working with the spread payment system, we offer them a safe haven: they are ultimately responsible, but "on behalf of the system" we provide some incentives on the sidelines to ensure that they can live more independently in the future. For me, this fits in well with tackling equality. The fact is that very many young people are not brought up on an equal footing when it comes to financial awareness or welfare. Our system works in such a way that they are immediately screwed as well, and that is completely unequal.

That brings me to my last point: we are continuing with our initiative: the foundation has been set up, the new brand is in place, and last week we also got the green light for a scaled-up pilot at Albeda College. That is really great news and gives us the opportunity to include the questions you ask in our analysis and evaluation of the pilot."

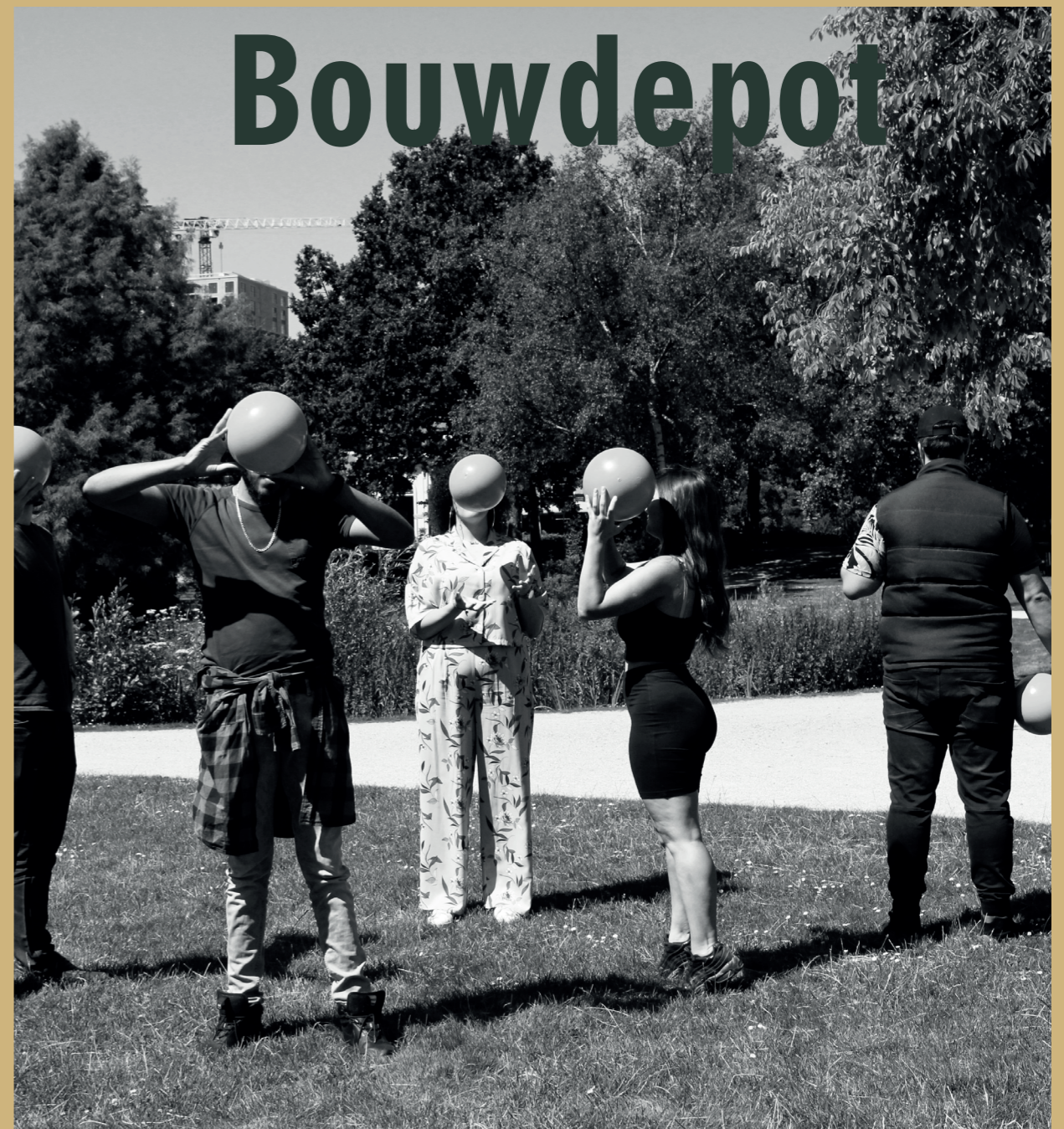
- Jan Belon

04/

Team of Bouwdepot
Manon van Hoeckel
2020

Het

Bouwdepot



4.1 Het Bouwdepot

Stakeholders interviewed: Stichting Zwerfjongeren Nederland, Neos, participant
 Website: www.hetbouwdepot.nl

Initial question

In the Netherlands, there are more than 12 000 homeless adolescents. Young people that often escaped from violent, unsafe situations at home and now sleep in crisis shelters, on the street or someone's couch. Homeless adolescents in the Netherlands receive an allowance of only 250 euro per month the moment they turn 18. This is too little to live from, with the as consequential effect that young people get caught up in huge amounts of debts. There has been substantial research done, arguing that investing will provide more return than by cutting them short on allowances. Initiators of Bouwdepot, a team consisting of social designer Manon van den Hoeckel, Stichting Zwerfjongeren Nederland and more, concluded something needed to be done. Instead of discussing research outcomes, they believed it was time to put words to action and explore to what results this would amount in.

Het Bouwdepot

Bouwdepot is a pilot programme in which five homeless adolescents, between the age of 18 and 21, receive a basic income for one year of 1050 euro per month. With this monthly income, they can build on their future. Together with a tutor they make a plan (a 'bouwplan') and define what will become their focus points to work on in the coming year. This plan concerns their own goals and wishes, not the involvement of what other parties may believe they should work on. Tutors are always there to support them when needed and give guidance when asked to. In this manner the income serves as 'tuition fee'; money to learn from and with.

Bouwdepot believes that young people need equal opportunities. The current system does not provide the means for homeless adolescents to escape from a vicious circle. With the Bouwdepot system, participants can focus, just like their peers, on other assets of their lifeworld; their education, a side job or a place to live of their own. By taking away the financial stress, adolescents have the opportunity to actually start building on their life and progress.

Especially since Bouwdepot is a pilot, they intend to share their learnings and insights with people, initiating a dialogue on the topic. To do so, they also created a podcast in which they interview professionals, academics and participants regarding their opinions and experiences.

Stakeholder opinion

Neos, as care institution one of the involved stakeholders of Bouwdepot, is very content with the results. They endorse how the programme provides

participants with the opportunity to progress from a mode of surviving to a mode of actually living. One of the counsellors expressed that the space Bouwdepot creates for participants, enables them to undergo a particular development that will continue after the programme is finished.

As an organisation that intends to prevent youth homelessness, Stichting Zwerfjongeren Nederland (SZN) is the initiator and optimistic stakeholder of the project. However, they also emphasise that this pilot is just the start and a lot of work still needs to be done. As a connecting organisation, they manage to involve municipalities and policymakers in discussions. They notice that Bouwdepot really helps to get more people on board for a new approach towards the problem of homelessness among adolescents. A certain consensus is starting to rise that a different type of approach is truly helpful. Policymakers and municipalities have not been interviewed for the sake of this study. However, the interviews in the podcasts with different experts working at municipalities, indicate how policymakers start to become more aware of the pressing issue and agree that something needs to be fundamentally changed.

Also, Marleen van der Kolk from SZN expresses she is amazed how Manon van den Hoeckel as a designer has managed to set up a programme which also possesses beauty. Everything from the website, the visual style, to the activities, expresses this beauty and in her opinion shows to the target group of homeless adolescents that they are worthy of attention and better opportunities.

Most important, participants feel supported and are very happy with the programme. For them, this felt like a 'once in a lifetime opportunity'. At first, they almost could not believe that this was given to them. One participant underlined that Bouwdepot really supported her to work on her mental health which now resulted in the possibility for her to also tackle other problems that she was facing and make substantial changes to her life.

Defining impact

Interviewed stakeholders are enthusiastic and the second group of participants has started. This shows that a certain momentum has been brought about. However, as Bouwdepot is still in a pilot phase it is too early to ascribe substantial effect and impact to the programme. Apart from the positive effects on the lives of participants, it is hard to pinpoint to what considerable effect Bouwdepot has amounted (yet). Bouwdepot initiators firmly position Bouwdepot as a project that is directed from a value of trust. How does this take shape and to what impact in terms of significant effect does this truly lead?

4.2 Analysis

SOCIAL DESIGN GOAL

This project is a **care-driven** social design as it intends to overcome the existing gap of possibilities and opportunities that exists in society. Thereby contributing to the **wellbeing** of homeless people.

VALUE CLAIM

From the perspective of design for values, this project positions itself as a design for **trust**.

ARGUMENTATION

Currently, the target group of homeless adolescents feel they are treated from a position of mistrust. Expectations are that when they are approached from a position of trust, this will amount to more **positive side effects**.

VALUE ASPECTS

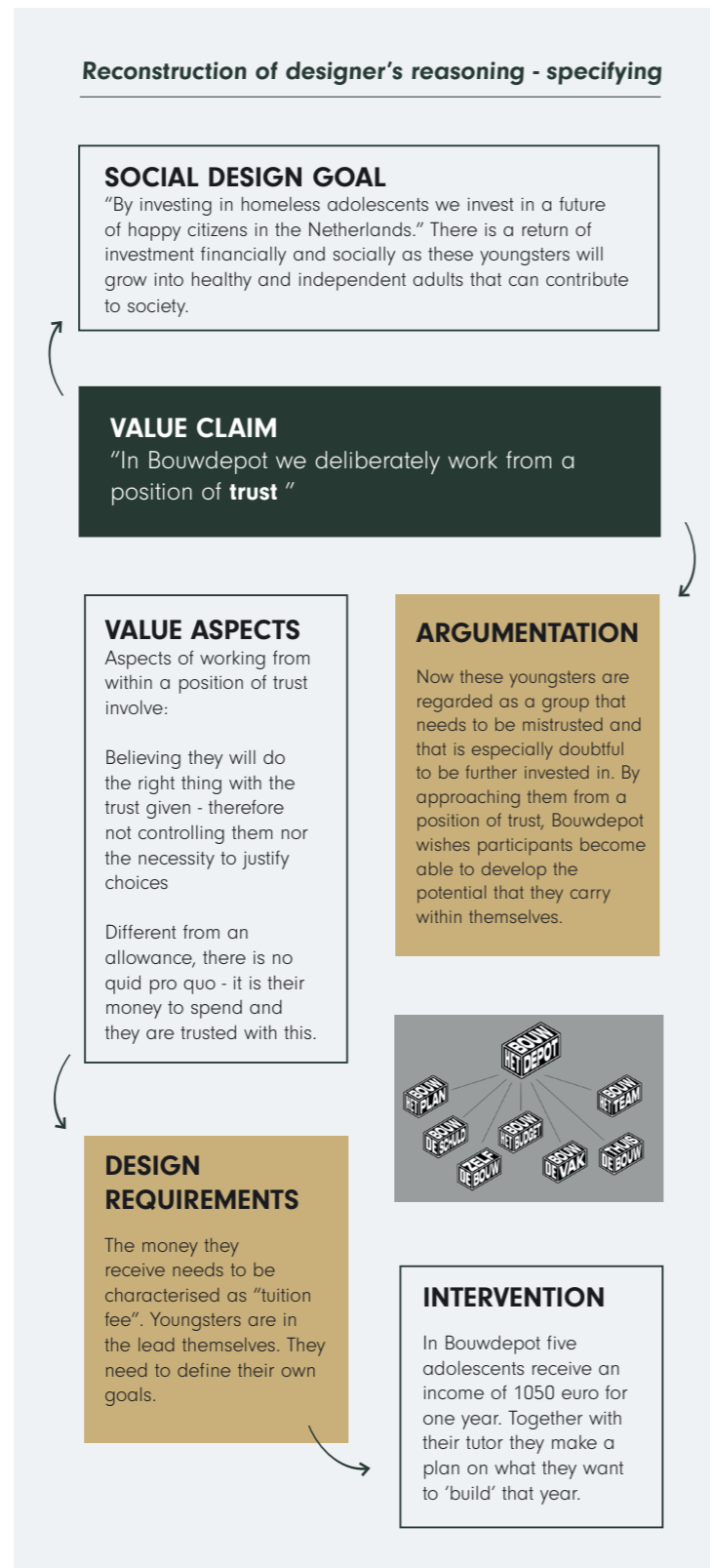
The manner in which aspects of trust are currently discussed are rather **positioned as characteristics the programme should have** to possess a trusting attitude. Accordingly, it remains undefined in what manner the value can be recognisable in behaviour of adolescents, that is as particular effect that would realise value aspects. **Bouwdepot is while undertaking the project, learning what value aspects of trust are** rather than having a particular idea on beforehand.

DESIGN REQUIREMENTS

'Trusting' is being operationalised as requirements that involve **providing a given income** and treating it as **money to learn with and from**.

INTERVENTION

Bouwdepot is a pilot in which homeless youngsters receive **money and guidance** to work on personal goals for 1 year.



DESIGN REQUIREMENT ASSESSMENT

As participants are free to decide how they want to utilise money, they learn **how to deal with this given responsibility** and trust. This also involves making mistakes, but being able to learn from those as there is always a **safety net** of help.

MECHANISM VALIDATION

The components of tuition fee and support, together appear to be a valid structure to **facilitate a trusting environment** for youngsters. No assessment has been done but participant testimonials reflect how the programme realises a mechanism to substantiate a trusting atmosphere.

VALUE ASPECT ASSESSMENT

Unfortunately, since no effect measurement has been undertaken **no significant effect can be indicated**.

VALUE VALIDITY DECISION

Significant effect needs to be indicated before any success of value manifestation can be properly defined. Especially how the approach from a position of trust benefits development of the participants and has positive effect would be crucial to illustrate the impact of maintaining a trusting attitude. The **outcome of Bouwdepot can result in better understanding of value aspects** of 'trust' and what 'trusting' really involves in practice, in this context.

VALUE CLAIM VALIDATION

There is no substantial claim to be validated as Bouwdepot is still in the process of defining what the claim to realise a design for trust actually involves.

SOCIETAL IMPACT VALIDATION

The initial goal was to serve **an example for municipalities** that this approach is beneficial and results in positive outcomes. To make the approach more attractive for municipalities probably extensive pilots need to be done, to show **significant results**.

Reconstruction of designer's reasoning - identifying

DESIGN REQUIREMENT ASSESSMENT

In Bouwdepot, participants do not have to justify their choices. Help is provided on initiative of participants. Therefore they remain in control and responsible for their own progress and are not forced to anything. They determine goals and activities themselves. The tutors do not give a judgement of opinion on these goals or direct on what they should spend their money.

MECHANISM VALIDATION

The income facilitates the possibility to make mistakes and to explore what is important to the participants themselves. When they need help, there is always someone reachable. In this manner the participants can really experiment in a safe environment and the income serves as actual tuition fee.

VALUE ASPECT ASSESSMENT

The designer emphasised that with only 5 participants it is hard to do fundamental research on effect. They did identify that the participants are much more at ease and the assurance of income gives particular rest. No significant assessment has been done on how participants feel before Bouwdepot and afterwards. Also no measurement has been done on whether participants also feel more 'trusted'.

VALUE CLAIM VALIDATION

In this project they are still defining how the value 'trust' can be defined, how this value informs (design) choices and how trust shapes a new possibility to approach homeless adolescents in the future. As there has been done no assessment and there is also no specific interpretation of what trust means, value validation is difficult.

SOCIETAL IMPACT VALIDATION

Through the podcasts and articles in media, the project ensures attention. They might have a small reach but the people that are approached, are effective. At this moment more and more municipalities are interested to learn from the Bouwdepot and essential policy makers at ministries under scribe the value of the concept 'tuition fee'. These are indeed small steps towards substantial impact but as one stakeholder stated "Bouwdepot just started" and the designer herself remarked that "we do not have the illusion that we changed an entire system, but at least we initiated a first step".

4.3 Reflection on Het Bouwdepot

1 Define focus point of value positioning

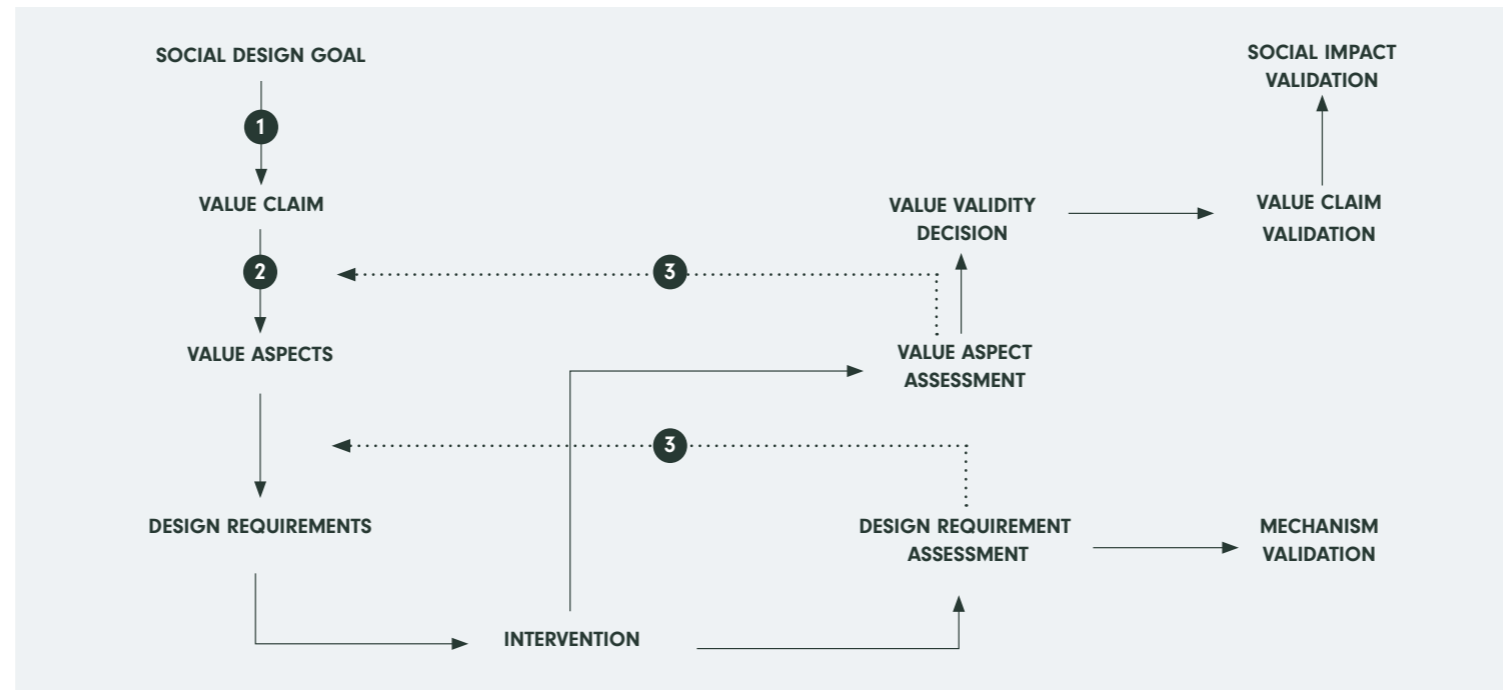
Bouwdepot positions itself as working from a position of trust. Yet, it is a bit unclear what this value strictly involves, therefore it remains fuzzy and feels intuitively defined what can be accounted for as aspects of working from within trust. First of all: who is trusting? Do municipalities need to trust homeless adolescents? Then, do these adolescents need to necessarily feel trusted and do they need to trust municipalities too? Or should adolescents just only be approached from within a mode of trust which will realise certain effects on their side? In this case, the desired effect is not necessarily a realisation of being trusted in itself but the desired effect is identified as what will result from being treated that way.

Also, it is important to define whether 'trust' serves a higher effect goal or is the goal in itself. If both are the case then it is also helpful to separate these two parts of the 'trust' value claim that is being made. Then we have the claim to design for trust as a value that needs to be realised in terms of aspects identified in system effects and that needs to be realised in terms of emotional effect on participants. So to say, the design for the value trust has succeeded when the system is structured by trust and participants feel more trusted. Bouwdepot needs to specify to what 'trust' is directed, this will bring more focus and clarity on how the value can be operationalised and assessed later on.

Lastly, the question also rises if "trust" is actually the value that is being designed for. Is trust the end goal or is trust the means to arrive at the establishment of a different value such as self-development?

2 Define value aspects as effects that can be assessed and together realise value

Based on interviews the designer indicated that a lot of homeless adolescents feel mistrusted. Therefore approaching them from a position of trust became the fundamental core of the project, to illustrate how such a different approach would trigger new behaviour. However, no assessment or indications have been done on how participants feel or behave before Bouwdepot. This makes it hard to define any results as a significant effect after the project.



Moreover, it is not defined what effects can be identified in the behaviour of adolescents when they are 'trusted'. How can we know, from the effects in attitudes of the participants, that the project has succeeded in realising a design for trust? So when designing for trust; how does trust present itself (value aspects); as what effect do these aspects become realised and recognisable?

In Bouwdepot, the aspects that define a value of trust are immediate translations to the system characteristics. The question remains: why is this in the context exemplary for an interpretation of trust. It is helpful to first define how trust will be established in this particular context and then question how this should be translated into a design. So without knowing what the final intervention will be, there is a certain effect that needs to be realised for adolescents. Bouwdepot wants them to experience trust or let them portray behaviour that is identified as resulting from 'trusting'. By specifying this first, it can become much easier to assess the efficacy of the intervention later on.

So for example, adolescents show to feel trust when:

- they are regarded as an authority, make decisions
- they start to initiate other activities
- they do not feel being controlled

From this can be deducted what requirements the system should realise, to establish these effects. It is important to understand that the value served as a starting point but also is a reference point of

what should be the realised effect at the end of the intervention. The intervention is purely a medium to establish this effect. The design elements of the system should always have a consequential relationship with an aspect of trust that is realised and can be indicated in the behaviour of participants. As in the end, the choice for a specific element has to contribute to the manifestation of trust. For example, the money is transferred to their bank account and Bouwdepot does not require to get something back in return. This is a manner of actualising the value aspect of them to be an authority of their own decisions.

This also implies the importance of investigating the experience of participants before and after the programme. If you define that trust presents itself as a feeling of lack of control, it is relevant to question whether participants feel less controlled to assess the success of Bouwdepot in realising a design for trust. In this manner describing aspects as an effect on behaviour enables to assess to what extent the intervention, in the end, manages to establish trust.

3 (Re)define necessary value aspects of 'trust' based on learnings from pilot

Before any contemplation of 'what could be a suitable manner to establish a trusting attitude towards adolescents' occurred, there was already

the initial conviction that they just need to receive more money. Rather, Bouwdepot wants to explore what the outcomes will be when adolescents are released from their financial stress. That is, with this particular approach. To show effects more consistently, assessments of development would be a valuable addition. In this way, the project will become more specific in identifying success factors and this will contribute to showing significant development to municipalities, convincing them that the Bouwdepot approach is a better one. Yet, Bouwdepot is still in the process of learning what success involves and what value aspects of 'trust' are by exploring the current intervention. Therefore they remain in the loop of iterating on the intervention, sharpening value aspects and design requirements to accomplish desired effects.

Currently, the ease and rest that participants portray is for them an indicator that they manage to manifest trust. But why is this an aspect of trust? Why is the point that participants are taking up other problems an indicator of realised aspects of trust? It would be helpful if Bouwdepot could indicate these relations more fundamentally, by emphasising consequential relationships. It would be valuable to link certain witnessed effects to particular design choices to convince why these argue for a new understanding of trust. Or accept that some effects are valuable but not necessarily belong to the design for trust. For instance, if participants now show a significant increase in self-love, that is very valuable. The question should be raised whether this fundamentally belongs to an aspect of design for trust in a particular context. Meaning that if others would like to copy this approach; is their project failed if participants do not show increased self-love? For each effect should be reflected whether it fundamentally belongs to working from trust.

Conclusively, Bouwdepot should really closely examine what they define as necessary aspects of trust and what are just beautiful side-effects as they provide an example to other institutions. By learning from this pilot they acquire a deeper understanding of what trust involves in the context and how it can be manifested in the design of the programme. Separating matter such as goal and means, value-aspects and side-effects will bring clarity in building up a validated design for trust and will also contribute to becoming a stronger example for others.

Designer Response

"The analysis of Anniek made us conscious that in the next pilot, in which 25 youngsters will participate, we need to define the trust-aspect further to make it more explicit.

The analysis also brought forward that trust is indeed a very important value within het Bouwdepot, but it is not the main value that we want to measure. It is important that youngsters are approached and treated from within a position of trust, but the actual final goal is that youngsters become in control of their own lives and that they can develop on their own pace."

- Manon van Hoeckel

05/

Peerby
Anna Noyons
2013 -

Peerby



5.1 Peerby

Stakeholders interviewed: users

Website: www.peerby.com

Initial question

Daan Weddepohl, the founder of Peerby, lost his house including all belongings in a fire. While battling through the difficult time that followed, he noticed that a lot of people wanted to help him out and share stuff with him. This triggered an idea: what if he could scale this principle and let strangers share stuff with each other? In this way fewer products would have to be sold, diminishing extreme consumerism and contributing to a more sustainable world. He tested the principle idea and it turned out that people were willing to lend goods to strangers as well. This was the starting point of what later became Peerby. For this case study, Anna Noyons, former CPO of Peerby has been interviewed.

Peerby

Peerby is a platform that enables the sharing of products among people in a neighbourhood. In order to do so, the platform shows listings that are placed within a particular distance. The platform works in two ways. One option is for people to place a request that they are looking for a particular product. On such an ad, people that have this product at home can respond to lend their product. Another option is that people place an ad, share the products they own and are willing to lend to other people. In this manner, all users contribute to an overview of all products that are available for borrowing in their neighbourhood. Peerby thus requires both people that want to lend goods and people that want to borrow goods. In the end, both types of users can find each other by placing an ad on the platform.

Stakeholder opinion

For the sake of this case study, two users of Peerby have been interviewed. These users were defined as the main stakeholders because ultimately, actual users of Peerby should benefit from the platform and are experts on the experienced value.

One user was situated in Delft and the other user was situated in Utrecht. Both users expressed how the experiences with Peerby were rich and memorable. It made them connect with neighbours that they otherwise would not have met. The user in Delft explained how using Peerby had made her feel good as it caused her to meet someone that appeared quite lonely. Because of their arrangement by Peerby, she spends some time with this person, chatting longer than necessary. This made her value the exchange even more. She was supported by borrowing the product, but she also comforted the person she was borrowing from. In this way, it felt like she was not the only person benefiting from the situation.

The user in Utrecht had used Peerby more frequently and expressed how each of these encounters had been interesting. It had given a joyous feeling to meet new people and to see who was part of their neighbourhood. Also, people turned out to be extremely helpful and offered that they could always borrow something again if needed. This had been a very welcoming experience. Both users remarked that although their experiences with Peerby had been years ago, they still remember these encounters very well. This underlined for them how it establishes a special interaction. When you borrow something from an acquaintance you probably will not remember this at all or probably not vividly.

However, both users also indicated that their past experiences with Peerby occurred a few years ago. The platform has changed and now users have to pay, which heightens the threshold to make use of Peerby. Also, their personal living conditions have changed. They now both have a joined app-group, consisting of people in their neighbourhood. If they need to borrow tools or something else, they would first request it in that group app. One of the stakeholders expressed how the group app consists of all the people that live in the building. Therefore it feels more convenient to first use that app then to search on Peerby. In a way, these app groups have substituted Peerby for both of them. There is no incentive anymore to look on Peerby.

Defining impact

Often, Peerby is mentioned as an exemplary project for good social design. Although it appears to have a sustainable focus by the commitment to the sharing economy, Peerby's societal impact is mostly defined on the basis of the number of interactions it creates among strangers. Also, the University of Amsterdam has done research on the significant impact of Peerby on the wellbeing of neighbours. They defined that there was a significant positive effect. People gained more trust in their neighbours and felt more positive about their neighbourhood because of Peerby. Hence, in this case study the value claim of social cohesion has been researched. The scale of this established impact is unknown. Meaning that there has been identified that Peerby results in positive effects but it is unidentified how far this effect reaches and how many people are impacted by this.

Especially since there is so much positivity regarding the impact of Peerby, it becomes interesting to look more closely how this project is structured to design for social cohesion and how strong the line of reasoning is.

5.2 Analysis

SOCIAL DESIGN GOAL

This project can be accounted for as a **social capital - driven** social design as it adopts social interactions as medium to build a stronger community. Ultimately to facilitate a sharing economy for **beneficial communities**.

VALUE CLAIM

As a design for values project, it can be argued that Peerby is to be taken as a design for **social cohesion**.

ARGUMENTATION

As people want to be part of a community and contribute to their community, the sharing of belongings can be regarded as **a means to facilitate belonging to a community**. In this way, although sharing stuff was the initial societal goal, Peerby argues that by doing so they make a substantial claim to design for social cohesion.

VALUE ASPECTS

By establishing a **community effect** it is argued that Peerby establishes social cohesion. **Pro-social behaviour and the interactions between strangers**, were identified as value aspects that illustrate how Peerby realises an effect of social cohesion. These value aspects have been argued for with theory from Psychology and policy of the Dutch government.

DESIGN REQUIREMENTS

In order to achieve this, the intervention stimulates that people **help each other out** and **acts of pro-social behaviour** become **visible**. Also, the intervention illustrates **which specific person** is lending/borrowing and it **facilitates encounters** between strangers.

INTERVENTION

Peerby is a platform that portrays what can be borrowed or what is lend in a neighbourhood and facilitates meetings among neighbours to manage exchange.

Reconstruction of designer's reasoning - specifying

SOCIAL DESIGN GOAL

Stimulating sustainable behaviour by facilitating sharing products instead of buying new things. The main societal purpose was to encourage this sharing of belongings and enable people to find each other (locally).

VALUE CLAIM

"With Peerby, we committed to the societal value of sustainability, but truly had significant impact on **social cohesion**"

ARGUMENTATION

"Quite soon we realised that our hypothesis was right; people like to help each other and this can be scaled to people that are unknown". Following the law of reciprocity, it is known that people become happy of contributing and "pro-social behaviour provokes pro-social behaviour, this we know from psychology"

VALUE ASPECTS

A community effect creates social cohesion. Aspects that establishes this community effect are: When people help each other they become happy.

"The government pushes policy for improvement of social cohesion. They can even put an economical worth indication on the interaction between 2 strangers, we could show that we facilitate this with Peerby"

INTERVENTION

Peerby is a platform that enables neighbours to borrow or lend stuff. The platform provides an overview of everything that is borrowed and how many people respond to a message in a neighbourhood.

DESIGN REQUIREMENTS

To accomplish this, the following was important:

Stimulating people to help each other out and find each other in a neighbourhood. Making acts of pro-social behaviour visible to all users. Facilitating meetings between strangers.



DESIGN REQUIREMENT ASSESSMENT

With Peerby, users can help their neighbours by responding to calls placed on the platform. Also, they can request something themselves. As such, the platform indeed facilitates the possibility for an interaction among neighbours that do not know each other.

MECHANISM VALIDATION

Since users acquired an overview of people involved in their neighbourhood and gained understanding how and when they could help their neighbours, through Peerby, strangers within a neighbourhood started helping each other out. Therefore Peerby as platform validly **realises a mechanism** to realise social cohesion.

VALUE ASPECT ASSESSMENT

With Peerby there was a significant **increase in amount of new interactions** between strangers. Also, it has been assessed that people significantly gained **more trust** in their neighbourhood.

VALUE VALIDITY DECISION

Peerby substantiates its claim to establish social cohesion especially since it has proof of a **consequential relationship** with an improvement in trust of neighbours and positivity regarding the neighbourhood. Since these value aspects (significant effects) are considered to be **appropriate indicators of social cohesion**, their claim to design for social cohesion is well argued.

VALUE CLAIM VALIDATION

Since Peerby invited pro-social behaviour, facilitated new interactions and as a result made people feel better, Peerby makes a **fair claim** to indeed establish a positive effect on communities. Thus their value claim to **design for social cohesion appears valid**.

SOCIETAL IMPACT VALIDATION

With more than 500 000 members, Peerby has a significant reach and is undeniably impactful. The question remains how many people use Peerby frequently and therefore ensure its societal impact both socially and environmentally.

Reconstruction of designer's reasoning - identifying

DESIGN REQUIREMENT ASSESSMENT

The Peerby app makes visible how many people are part of the platform in a specific neighbourhood and shows which specific transactions were taking place in a neighbourhood. It portrays who requests a particular object and how many people respond to this question. In this manner it makes pro-social behaviour visible.

MECHANISM VALIDATION

As a result, the mechanism of sharing stuff that Peerby instantiates had as consequence that strangers started to meet each other in neighbourhoods. These interactions facilitated by the platform had to be among strangers, otherwise they would have just given each other a call. Also, the platform itself provided an outlook on pro-social behaviour taking place in a neighbourhood.

VALUE ASPECT ASSESSMENT

The average amount of interactions on the platform could easily be indicated. These all represent a significant amount of new interactions between strangers, facilitated by Peerby.

Also, research has been done by the UvA on the significant effect of Peerby on perception of trust in neighbourhoods. It was identified that people significantly gained more trust in their neighbours. Resulting in a more positive feeling concerning the neighbourhood in general.

VALUE CLAIM VALIDATION

"With Peerby a really strong community effect was created". This resulted in loyal Peerby fans. Everyone that made use of the platform was overwhelmed by the experience of being helped by strangers and the amount of new interactions that were taking place. For this reason it is argued that "socially, we had the most impact on establishing this social cohesion in neighbourhoods". Sustainability effects were difficult to substantiate but social cohesion was evidently established, "that's been researched and measured".

SOCIETAL IMPACT VALIDATION

Peerby was initially intended to promote sustainable behaviour and ensure that people buy less stuff. Based on the interactions on the platform they can make an estimation of how many products are not newly purchased because of the sharing platform. Yet, the impact of this on sustainability effects is harder to substantiate. The societal benefit of Peerby is much more evident when looking at the social effects.

5.3 Reflection on the process of Peerby

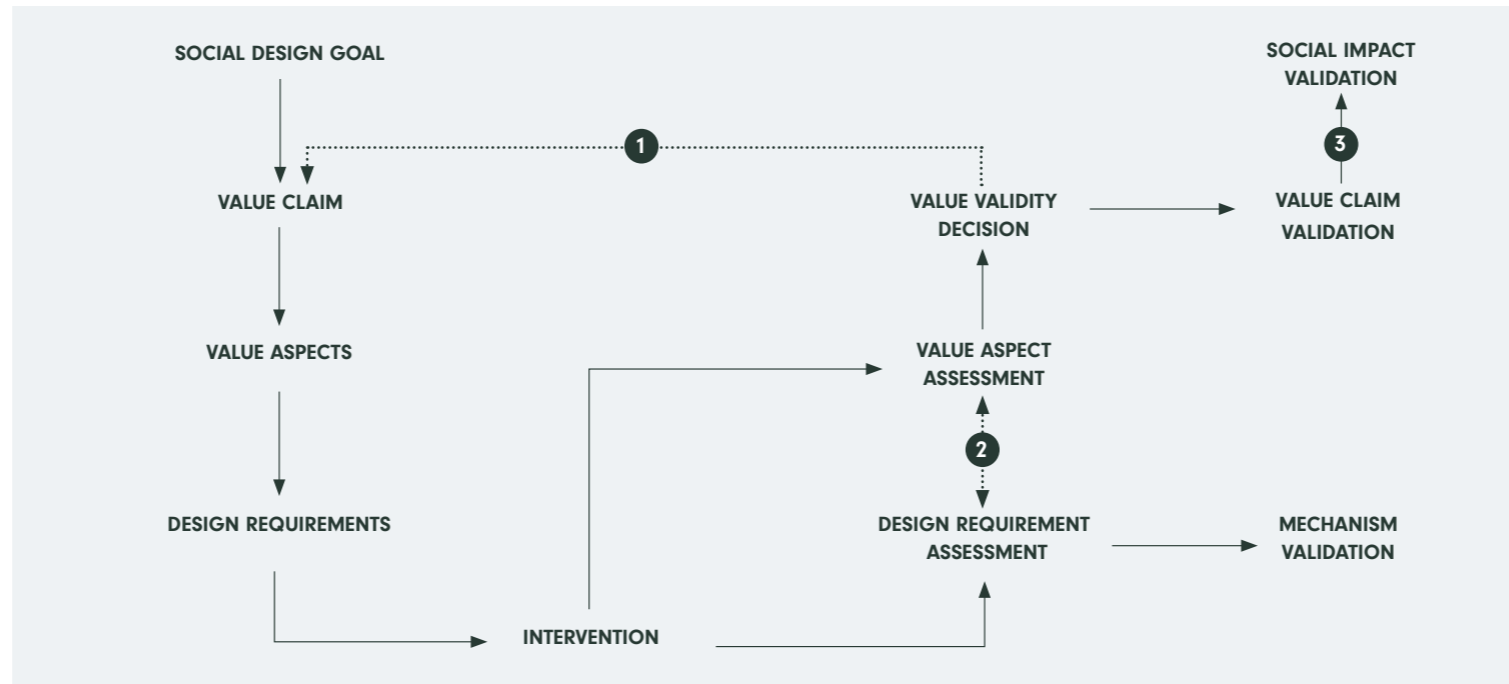
1 Strong value claim based on well argued value aspects resulting from indicated effect

Peerby makes a strong claim to design for social cohesion. Their claim is strong because they provide value aspects as characterisation of social cohesion that is argued for with a theory of Psychology and reflect current policies of the Dutch government. This makes it more probable that their identification of what realises social cohesion is a viable one. Especially since they have evidence of assessments that portray the significant effect of Peerby on these aspects, they can make a strong claim that their design succeeds in establishing social cohesion. In other words, Peerby makes a valid claim to design for social cohesion because:

- 1) they identify a characterisation of social cohesion that is in line with existing theory
- 2) Peerby, as intervention, has a significant effect in establishing these characterisations

It is interesting to note that Peerby is a distinctive design for value, compared to the other projects. Although Peerby is intended to have a positive effect on peoples lives, it was not framed as a design for social cohesion from the start. The initial purpose of the platform was to enable sustainable behaviour and facilitate sharing. It was not positioned as a design for social cohesion. This involves that instead of first positioning a value claim of social cohesion and reflecting how this value could be operationalised, there was already an existing (early version) platform with a particular effect. These realised effects amounted to a judgement that the platform establishes social cohesion, resulting in the consideration that Peerby in terms of design for values, could actually also be a design for social cohesion. This acknowledgement probably informed the design process additionally in how to manage the manifestation of social cohesion even more extensively and making Peerby a comprehensive design for social cohesion.

Since they made this value positioning after first identifying the significant effect that could be related to the value of social cohesion, there is a strong evidential cycle. The value claim resulted from recognised evidence. This makes their approach and ability to prove the validity of design for value stand out from the other studied projects. These projects started with an initial value claim, as an ideological goal that they intended to achieve. The manner in which they succeed in operationalising the value and realise the desired effect is a journey



of specification and argumentation. Peerby moves in the other direction: by first creating a particular effect, reasoning to what specification of design for value this amounts and then improving the design to accomplish this in the best possible manner.

2 Clear interconnection between value aspects & design requirements

Design requirements come across as well-argued and not accidental as they have a clear connection with a specific effect, causing to achieve the presence of a value aspect. There is a particular consistency in the reasoning of design requirements that are assessed and value aspects that are being realised. Because of this consequential relationship, it supports the understanding that Peerby, as a platform, is a valid medium to establish the design for social cohesion. We find this clear interrelationship in the following characteristics.

There is a design requirement that the platform indeed makes pro-social behaviour visible. Consequentially, it is identified that users gain significantly more trust in their neighbours and feel more positive about their neighbourhood by seeing acts of pro-social behaviour (value aspect assessment) When the platform satisfies the requirement of making pro-social behaviour more apparent, the connected value-aspect of feelings

regarding social cohesion will also be satisfied more thoroughly. In this manner, the mechanisms that are activated in the medium, the platform, inform the realisation of value aspects and hence the accomplishment of social cohesion.

As specified earlier, the interaction between strangers is a well-argued value aspect of social cohesion. In other words, if two strangers meet each other through usage of Peerby it would be encountered as an act that stimulates social cohesion according to the Dutch government. The platform obviously provides the opportunity to arrange encounters between strangers. But it also manages that people feel safe to undertake such activity and lowers the threshold to actually meet a stranger. In this way, the designed characteristics, as active mechanisms, ensure that potentiality becomes more probable to become realised. The design requirement of facilitating that strangers meet each other has a consequential effect on the realisation of the value aspect: letting strangers interact. If the platform manages to satisfy the design requirement of facilitation of meetings in the best possible manner, there will be more interactions as result. That is, a heightened value aspect representation.

This underlines how there is a strong relationship between the specific design requirements that cause specific value aspects to be distinguishable. In this way, Peerby really appears to be an example of how mechanisms of the intervention do influence how the value, as an effect, can be maintained.

3 Impact of design for social cohesion on what scale?

Peerby makes a valid claim to design for social cohesion based on well-considered indicators and significant effect. Yet, it remains a question of how far the impact of this value claim reaches. To substantiate the societal impact of an establishment of design for social cohesion further assessment needs to be done.

If people use Peerby, indeed, there is a valid claim that they will be affected by a design for social cohesion. However, this result will be achieved at the moment they already make use of Peerby. The important question for societal impact would be to ask: how many people effectively use Peerby and for what duration does Peerby have an effect on their sense of social cohesion. In this way distinguishing what the actual effect on social cohesion in The Netherlands is by Peerby - as a design for social cohesion.

As Peerby makes a proper claim to be a design for social cohesion it would be interesting to see how they would approach the next step - validation of societal impact. How will they ensure that people keep using Peerby, how will they show the long-term effect of Peerby on social cohesion? Is there even a long-term effect on social cohesion distinguishable or are the effects only symptomatic? This would be very interesting to assess further as this would substantiate to what extent their design for value reaches and to what significant impact this amounts. In the end, it is great to have a validated design for social cohesion - but the substantial realisation of that potentiality as an actual impact on society would be even greater.

Designer Response

" I am very happy with Annieks' research. It's been interesting to read an objective evaluation of something I've worked so passionately on and also somewhat uncomfortable. However, it made me all the more inspired to do more and better next time.

Social Design is a relatively young profession with a big mission: impacting society and people's life for good. How might we use that responsibility and not only not create harmful designs, but design for good instead. This obviously raises the question: What is good? And right after that: How do we measure that? That this is extremely important for our profession to be able to advance is obvious. How else can we claim that what we do contributes to a better world? That it is worth investing in, often costly, design projects? That we need designers to work on big questions? But that this conversation is difficult to have is also something I've clearly noticed in my own work and that of colleagues. For some part because we're trying to figure out the right words. The right frameworks, the right methods. To which this project is a great contribution! But also simply because it's difficult to judge what you've created objectively right after it was brought into the world with often much inspiration and effort. It's painful to discuss each others' work in terms of 'success' of 'failure'.

But that doesn't mean we shouldn't do it! On the contrary; I believe that if we are not able to measure and prove the effects we design for, social design has no reason to exist. So I am very happy that people like Anniek take on this brave journey and hopefully spark a debate that won't fade. An honest conversation within and outside of the field of social design that will all make us all better at what we do. So that this profession can grow up and be taken seriously in realising its true potential. I can't wait!"

- Anna Noyons

4. Conclusions & Advice

Why researching the validity of value realisation in social design projects and how to improve?

Concluding: How to validate the design for a value?

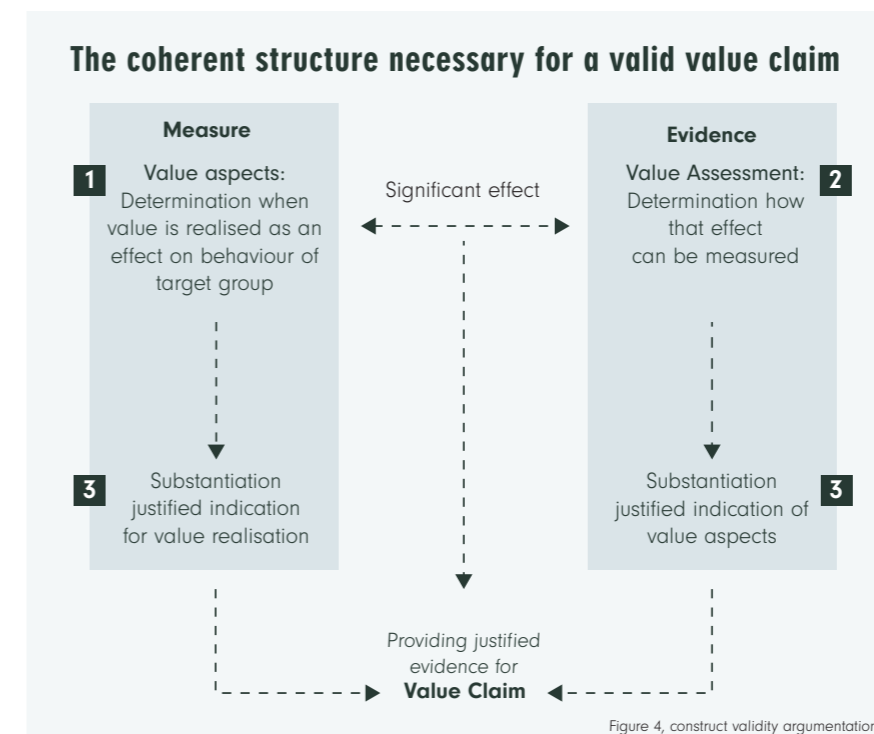
The reconstruction of projects according to the different components has given substantial insights into the reasoning and approach of social design projects towards the realisation of a particular effect. Because the line of reasoning has been dismantled by the structure of the Value Validation Framework, we can identify discontinuity in projects concerning the value claim being posited and the evidence provided. In other words: whether they provide coherent reasoning to substantiate design for a specific value.

The following points can be pinpointed in the arrangement of projects as diminishing the ability to argue they effectively maintain to do so.

1. Significance of effect is undefined.
 2. Specification of value is not considered on the level of effect on behaviour.
 3. Argumentation that intervention realises value is not justified or identified.
- These points precisely determine the component 'value validity decision' and this is where we find the issue of construct validity argument for a value claim.

Hence, fundamental for a valid claim to design for value is to identify this coherent structure of (1) specification - (2) evidence - (3) justification. The framework provides a means to define this coherent structure (see figure 4). Therefore it supports designers to establish how they can validly claim to design for a particular value and to recognise what is necessary for wholeness.

- 1** Designers need to establish what their value claim means. More specifically, they need to specify the value in measurable effects on behaviour. In the Value Validation Framework referred to as value aspects.
- 2** Designers need to provide proper evidence for a specific value claim. This involves that they need to demonstrate that their project has realised a significant effect that is representative of a distinctive value.
- 3** This involves that it needs to be defined why the evidence is suitable and how the identified effects relate to the manifestation of the specified value.



Advice for social designers

The following points stand out as the main advice for social designers to enhance their claim to design for a particular value and to better substantiate the realisation of effect. Ultimately, to intensify the three aforementioned points and better define the impact of their designs.

- 1. To validly claim to design for a value, one must specify the value in terms of value aspects that signify realisation.**
 Answering the question "how can we indicate the establishment of value X?"
- 2. The value aspects are most adequate when described as an effect on behaviour.**
 This ensures that the value becomes 'measurable' and will make it easier to assess and illustrate the effect.
- 3. It is necessary to define a logical relationship between these value aspects and the value claim.**
 Arguing why these value aspects accomplish that value. Although a value claim remains a particular interpretation, one can not claim this entirely without obligation. Using existing theory, practices, literature, etc. to build this line of argumentation makes the reasoning stronger and claim justified.
- 4. Contemplate early in the process how value aspects can be properly measured.**
 Defining what kind of measurement will provide a judgement on the development of effect. Argue why this type of measurement is a proper indicator of the specified value aspect and thus of value realisation.
- 5. To prove any significant effect, (zero) assessments are necessary.**
 Without a definition of zero status, there is no ground to attribute an effect to the project. Possible qualitative methods to define this are surveys, focus groups, context mapping approaches etc.
- 6. Regard the intervention as a means to establish an effect, not the goal in itself.**
 To do so, separate the functionality of the intervention and the effect of the intervention as two different assets that need to be designed and validated.
- 7. To ensure impact, focus on the effects not the mechanisms.**
 An intervention can instigate several mechanisms. Yet, their presence do not necessarily signify that a value is realised, particular effects do. If you genuinely want to contribute to a better world with your design, focus on demonstration of effects.
- 8. Assessments of the effect helps to re(de)fine design.**
 By distinguishing whether the desired effect is established yes/no, designers create the opportunity to reflect and re-specify the road to success. Maybe this will result in a reframing of the initial goal, the implementation of a new iteration step or an increased understanding of how the initial goal is actually realised.
- 9. A fundamental design for value and profound social design.**
 Thoroughly questioning when the value is realised, can also result in a sharper reflection on how to establish societal improvement. Reasoning that, by executing a consistent design for value process, one is administering a greater response to the societal issue at stake.