

# Feeling Home

Opening up to the variety of flavours of  
living together in Woonontwikkeling Vredeoord

Master thesis by  
*Sarissa Bakker*







This photo shows the inside of Babeloord, the final design of this graduation project

# Colophon

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# Preface

Dear reader,

This report includes the results of my graduation project. During this project I immersed myself into the topic of living together in a neighbourhood and opening up to each other as residents and neighbours. I choose for this topic because of my interest in the empathy process and how this can be adapted into design. I wanted to collaborate with a municipality, because I was interested in the role of designers in a government organisation and wanted to gain more experience in this area.

I am more than thankful for receiving this project as an opportunity for my graduation, I experienced so many meaningful moments throughout the process, both on a design and personal level. However, I could not have done this project alone and alongside this project many people helped, guided and inspired me which I would like to express my gratitude to:

**Froukje and Susie** as my supervisor from the TU Delft who guided me throughout the process. Besides enthusiastically brainstorming with me about the project, I liked the openness in our meetings and was always looking forward to them.

**Yasemin** for guiding me throughout the process as company mentor. You asked the critical questions to both bring my project to a further level and make it fit into the municipalities vision. Without your feedback this project would not be as where it is now. And thank you for all the insights in the workfield of the municipality and real life. You taught me the importance of the choice of words in several areas.

**Saskia** for being my weekly chat buddy about Woonontwikkeling Vredeoord. You said I am not allowed to call you my supervisor mentor too, but you definitely brought the project to a further level too. You asked the right questions and connected your valuable knowledge about the neighbourhood to this graduation project.

**My colleagues from the municipality of Eindhoven** for being always open and kind and find time within a week or even a day when I asked them for questions.

**All the interviewees and test participants** throughout the project. It surprised me how many residents were willing to help me throughout the project on a voluntary base and how welcoming everybody was. I was loaded with tea and chocolate after each interview in the neighbourhood. Without their experiences this project was not possible.

**My personal drivers Esmee and Jasper** who drove me all the way to Amstelveen to film inside a vintage English phonecell. Big thanks to you! Thereby I want to thank **Rinus de Bruin** for being so kind to give the opportunity to use his vintage phone cell to take some shots of Babbeloord.

**My personal assistant Daan** during the final test in Woonontwikkeling Vredeoord. Thank you for being the phone assistant for two hours in freezing weather. And for driving us home in code yellow afterwards. Without your support this project, could not be so successful.

**And last but not least, my fellow students, friends and family** for supporting me throughout the process and were always there for me!

*Sarissa Bakker*

This photo shows Babbeloord placed in context, on 'de loper' in Woonontwikkeling Vredeoord  
**Background picture by Trudo**



# Summary

## English

In short, the assignment for this graduation project was to develop a tool for residents to “step into each other’s worlds”. The project is a side track of the Bubble Games project, here VR technology is used to let people step into each other’s world to understand each other better. My challenge was to develop such a tool, but without using VR technology. Through research about the neighbourhood, including interviews with residents and professionals, the assignment was reformulated into developing a tool that guides residents of Woonontwikkeling Vredeoord to open up to the different flavours of living in together in their neighborhood.

Throughout the project, stakeholders were actively involved. During the design phase, multiple prototypes were created and tested with residents. A brainstorming session with residents helped defining the concept direction, resulting in Babbeloord.

Babbeloord is a phonecell where users are guided through different tasks via a phone. First, you discover your own needs regarding living together in the neighbourhood through the fundamental needs cards on

the wall. Then, they are asked to explain their needs, to then listen to the stories of their neighbours. At the end, a question is asked about what they have learned from this chat (Babbel), encouraging residents to reflect. This question is also displayed on a mirror hanging on the third wall of Babbeloord. Follow-ups take place after two and six months to inform residents about the insights gathered and how they will be used.

Babbeloord encourage residents to think about what they believe is important about living together. Babbeloord also provides valuable insights for the municipality. Since Babbeloord was designed for and with residents, it fits well within the neighborhood. The stories collected can provide new entry points for the municipality to act upon. Babbeloord was evaluated in the neighbourhood and validated with two residents who participated in this test. Furthermore, it was discussed with professionals working in the neighbourhood and colleagues from the municipality. These chats provided valuable insights for recommendations on the future use of Babbeloord.



Figure 1 Babbeloord on ‘de loper’ in Woonontwikkeling Vredeoord, the context of this graduation project

# Samenvatting

## Nederlands

In het kort was de opdracht voor dit afstudeerproject om een manier ontwikkelen om buurtbewoners in elkaars werelden te laten ‘stappen’ om elkaar beter te begrijpen. De opdracht sluit aan op het Bubble Games project, hier wordt met VR-techniek een tool ontwikkeld om mensen in elkaars wereld te laten stappen. Mijn uitdaging was om zo een tool te ontwikkelen, maar dan zonder VR-techniek. De opdracht is door onderzoek in de buurt, onder andere interviews met bewoners en professionals, geherformuleerd naar het ontwikkelen van een tool die bewoners van Woonontwikkeling Vredeoord helpt om open te staan voor de verschillende smaken van samenwonen in de buurt.

Tijdens het hele project zijn stakeholders betrokken geweest. In de ontwerpfase zijn meerdere prototypes gemaakt om te testen met bewoners. Een brainstormsessie met bewoners heeft geholpen in het maken van de concept richting. Uiteindelijk is hier Babbeloord uit voort gekomen.

Babbeloord is een telefooncel waar je via de telefoon door de opdrachten in de telefooncel geleid wordt. Je komt achter je eigen behoefte voor samen wonen in de buurt door een opdracht bij de muur met fundamentele waarde kaartjes. Je wordt gevraagd om jouw behoeften van samenwonen in een buurt uit te leggen. Daarna hoor je het verhaal van je burens. Aan het einde wordt er nog de vraag gesteld wat jij van deze Babbel hebt geleerd, om de bewoners te laten reflecteren. Deze vraag staat ook op de spiegel die hangt aan de 3e muur. Na twee en zes maanden vindt er een terugkoppeling plaats naar bewoners wat is opgehaald mee gedaan wordt.

Naast dat Babbeloord gebruikt wordt om bewoners aan het denken te zetten over wat zij belangrijk vinden voor samenwonen in de buurt, haalt het voor de gemeente ook rijke informatie op. Omdat Babeloord is ontworpen voor en met bewoners past het goed in de buurt. De uitstraling van Babbeloord laat zien dat er moeite in de

bewoners is gestoken, hierdoor kunnen bewoners zich meer gehoord voelen. Daarnaast kun je als gemeente uit de vertelde verhalen nieuwe haakjes vinden om op in te spelen. Babbeloord is getest in de buurt en gevalideerd met twee bewoners die de test hebben gedaan. Daarnaast is Babbeloord besproken met professionals die werken in de buurt en collega’s van de gemeente Eindhoven. Hier zijn waardevolle inzichten uit gekomen voor een aanbeveling over de toepassing van Babbeloord in de toekomst.



Figure 2 The design of Babbeloord



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# 1. Babbeloord - Heb jij jouw bureau al gehoord?

This report explains the design process of my graduation project. The first part of this report gives a short introduction to the graduation project. It starts with an explanation about Babbeloord in chapter one. Then an overview of the design process and the involved stakeholders during the design process are shown in chapter two and three. A quick introduction about the topic and design assignment is given in chapter 4. This first introduction part is recognizable by the purple boarder on the right side of the pages. After the first part, chapter one till four, the report explains activities performed during the design process in more detail.

In the first chapter a summary of Babbeloord is given. It contains a short explanation about the idea of Babbeloord. This is followed by a summary of the most important points about what Babbeloord can offer and why. At last a visual overview of important design aspects of the design is shown. In dept information about Babbeloord can be found at the end of this report, in chapter 8.

*This photo shows the inside of Babbeloord, the final design of this graduation project*



## Babbeloord as a tool to open up to the variety of flavours of living together in the neighbourhood

Babbeloord is designed for and with residents of Woonontwikkeling Vredeoord as a tool to open up to the variety of flavours of living together in the neighbourhood. It is a phonecell where residents are guided via a phone to fulfill four activities.

First, you discover your own flavour of living together in the neighbourhood through the fundamental needs cards on the wall. You are asked to explain this as well. After that you listen to the stories of your neighbours. As last activity, a question is asked about what you have learned from this chat (Babbel), encouraging residents to reflect. This question is also displayed on a mirror hanging on the third wall of Babbeloord. Follow-ups take place after two and six months to inform residents about the insights gathered and how they will be used.

Babbeloord encourage residents to think about what they believe is important about living together. Since Babbeloord was designed for and with residents, it fits well within the neighborhood. The stories collected can provide new entry points for the municipality to act upon.

### What Babbeloord can offer

- A new way of gathering information
- Designed for Woonontwikkeling Vredeoord in close contact with the residents themselves
- It shows the time and effort put into Babbeloord, which is often more appreciated.
  - \* Residents become curious to enter
  - \* Residents are more willing to participate
  - \* Residents feel heard
- A low threshold and inviting to enter
- It captures a lot of data:
  - \* Stories from residents
  - \* Engages not only the usual suspects, but also the silent middle
  - \* Provides hooks for the municipality to act on
  - \* Keeps an up-to-date understanding of the neighborhood
- Encourages residents to reflect on what they believe is important
- Offers new perspectives of living in the neighbourhood
- Bring residents in contact with each other without forcing direct contact
- It is enjoyable to hear stories from your neighbours
- Provides an effective way to give feedback to the neighbourhood
  - \* Residents have also indicated a need for this
- Aligns with the Empathic Journey Framework: a guide to opening up
  - \* The opening phase precedes the empathy process
  - \* With further exploration it has the potential to cover more phases of this framework



Figure 3 The design of Babbeloord as seen from the outside

## Important design aspects of Babbeloord



Figure 4 Important design aspects of Babbeloord summarised to receive a quick overview

## Babbeloord in Woonontwikkeling Verdeoord



Figure 6 Babbeloord on 'de loper' in Woonontwikkeling Vredeoord, the context of this graduation project



## Babbeloord als een tool om open te staan voor de verschillende smaken van samen wonen in een buurt

Babbeloord is ontworpen voor en met bewoners van Woonontwikkeling Vredeoord als een tool om open te staan voor de verschillende smaken van samenwonen in een buurt. Het is een telefooncel waar je via de telefoon door de opdrachten in de telefooncel geleid wordt.

Je komt achter je eigen behoefte voor samen wonen in de buurt door een opdracht bij de muur met fundamentele waarde kaartjes. Je wordt gevraagd om jouw behoeften van samenwonen in een buurt uit te leggen. Daarna hoor je het verhaal van je burens. Aan het einde wordt er nog de vraag gesteld wat jij van deze Babbel hebt geleerd, om de bewoners te laten reflecteren. Deze vraag staat ook op de spiegel die hangt aan de derde muur. Na twee en zes maanden vindt er een terugkoppeling plaats naar bewoners over wat er is opgehaald en wat hier mee gedaan wordt.

Babbeloord zet bewoners aan het denken over wat zij belangrijk vinden voor samenwonen in de buurt. Omdat Babbeloord is ontworpen voor en met bewoners past het in de buurt. De vertelde verhalen vormen nieuwe haakjes voor de gemeente Eindhoven om op in te spelen.

### Dit kan Babbeloord bieden

- Een nieuwe manier van informatie ophalen
- Ontworpen voor en met de bewoners van Woonontwikkeling Vredeoord
- Geeft aan dat je veel tijd erin hebt gestopt.
  - \* Bewoners werken eerder mee
  - \* Bewoners voelen zich gehoord
  - \* Bewoners zijn nieuwsgierig
- Laagdrempelig om naar binnen te stappen
- Het vangt veel data op
  - \* Verhalen van inwoners
  - \* Naast usual suspects ook open voor unusual suspects
  - \* Haakjes om op aan te haken als gemeente
  - \* Up to date van de buurt
- Het zet bewoners aan het denken over wat zij belangrijk vinden
- Het biedt nieuwe perspectieven over leven in de buurt
- Het brengt bewoners in contact met elkaar, zonder direct contact te forceren
- Het is leuk om je burens te horen
- Biedt goede oplossing voor terugkoppelen aan de buurt
  - \* Bewoners hebben aangegeven dat ze hier behoefte aan hebben.
- Het speelt in op het empathic journey framework -> a guide in opening up
  - \* De openingsfase gaat voor af aan het empathie process
  - \* Heeft de potentie om meer bij te dragen bij verder onderzoek



Figure 7 De buitenkant van het ontwerp van Babbeloord

## Belangrijke ontwerpaspecten van Babbeloord



Figure 8 Belangrijke ontwerp aspecten van Babbeloord samengevat voor een vlot overzicht

## Babbeloord in Woonontwikkeling Verdeoord



Figure 9 Babbeloord op 'de loper' in Woonontwikkeling Vredeoord, de context van dit afstudeer project





This photo shows the thirteen fundamental needs as an important design element in the final design as representation of the design process

## 2. Design process

This chapter gives a visual presentation of the design process of this graduation project. To create a structured report, the Double Diamond method is used as guidance through the design process. This process is explained within the four phases of this method: Discover, Define, Develop and Deliver.

The design process shown on the next page shows all design activities and interactions during this graduation project in a chronological order. However, this design process I went through in this graduation project is not linear like the Double Diamond method. To translate the followed design process of this project back to the Double Diamond method, the colours of the Double Diamond of figure 10 refer to the four phases of this design process. The Double Diamond as shown in figure 10 is shown at the beginning of each new phase in this report to explain which phase that chapter is about.

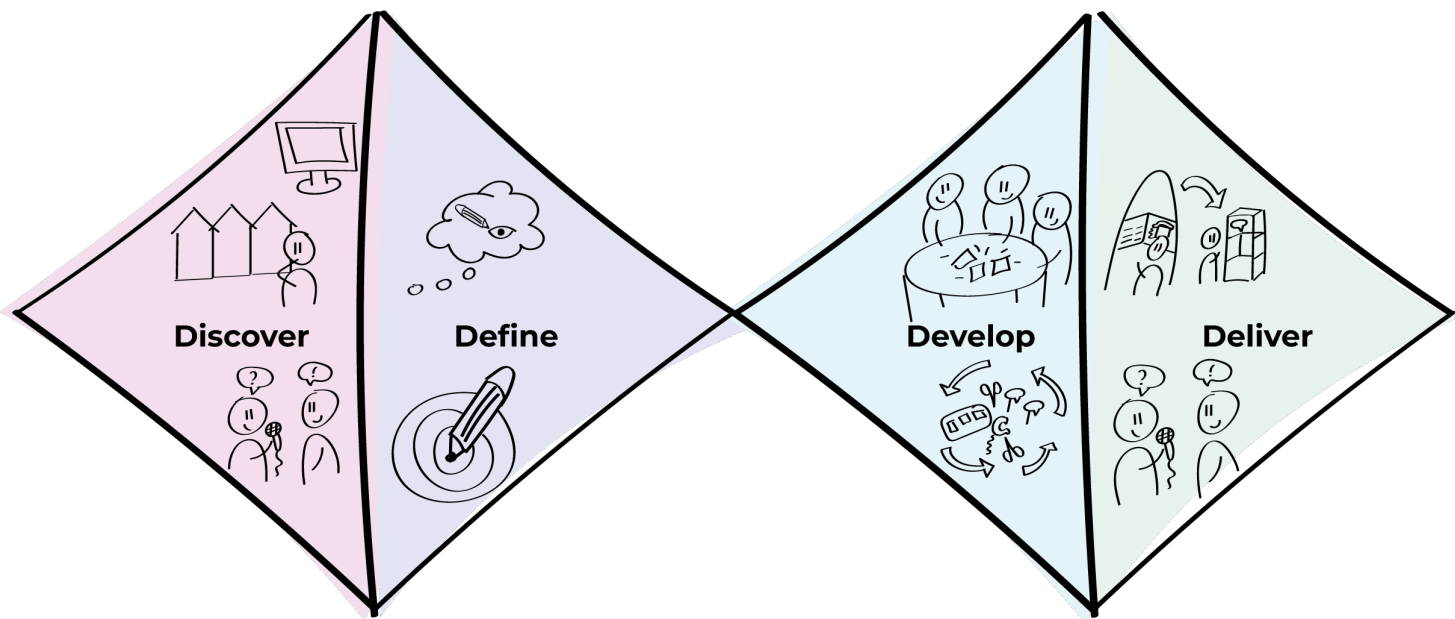


Figure 10 The design process visualised in a Double Diamond to create an overview where we are in the design process



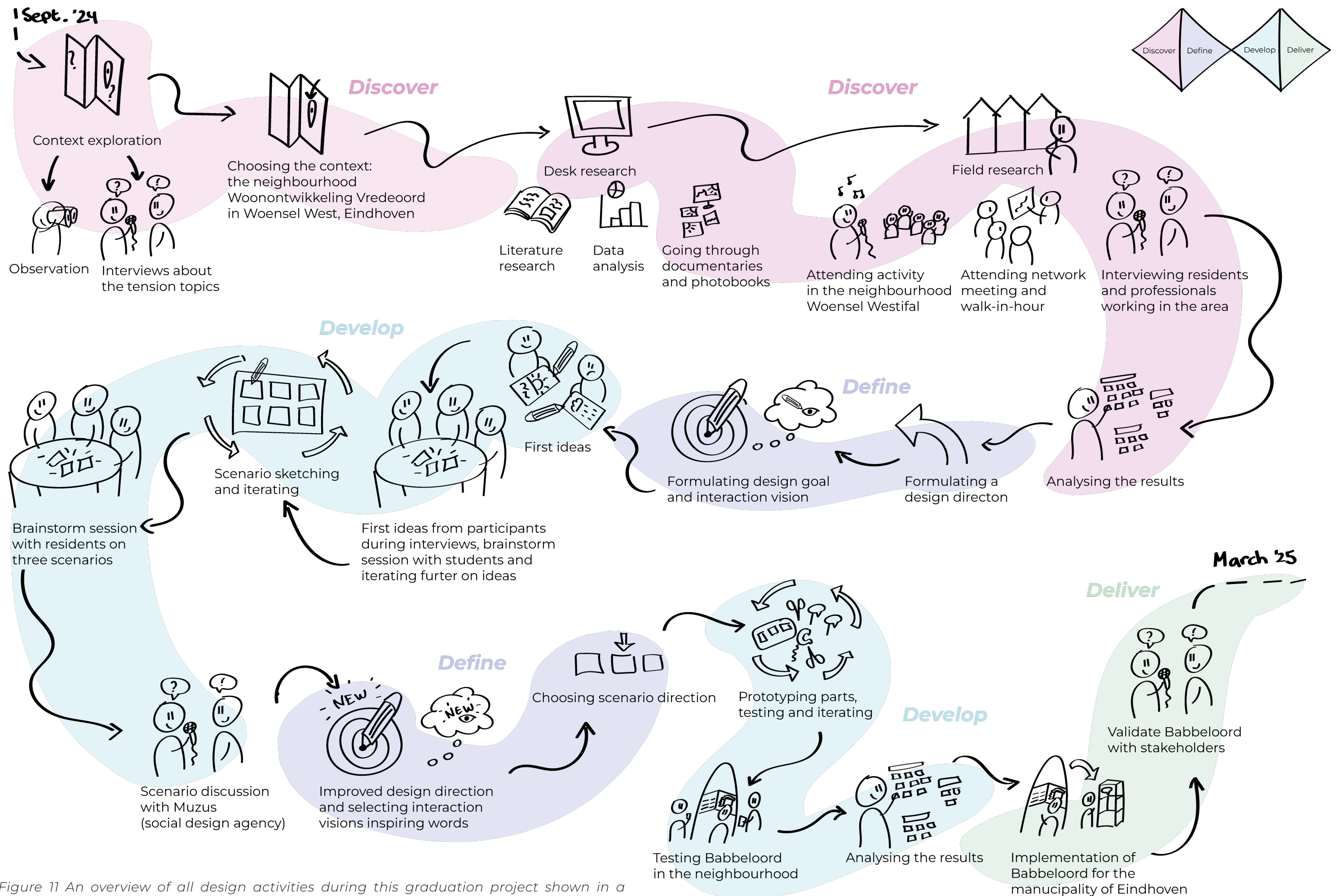


Figure 11 An overview of all design activities during this graduation project shown in a chronological order. The colours of the Double Diamond from figure 10 are used to refer to the corresponding design phase





This photo shows the opening of Tante Nettys' new location in Eindhoven. I went here and use the opportunity to network with stakeholders for this project  
Photo made by Tante Netty

### 3. Stakeholder overview

This chapter gives an overview of the stakeholders involved during the graduation project. However, it does not show all stakeholders of this graduation project. In chapter 4 an overview of all stakeholders related to this project is shown.

This chapter starts with a cluster overview of the stakeholders shown in figure 13. They are clustered in the following clusters: residents, organisations of the neighbourhood, supervisors and coaches of both the TU Delft and the municipality of Eindhoven, the client and support & help.

The second part of this chapter shows, in figure 14, an overview of when I collaborated with which specific stakeholders. The stakeholders are shown in the design process overview in the darker version of the colours of the four phases of the Double Diamond. An important note is that this overview does not show the stakeholders of the supervisors, company mentor and the area coordinator of Woensel West. With them I had weekly and two-weekly update meetings to discuss the progress and questions, so since they were involved in every phase of the design process they are not shown in the overview of the stakeholders involved during the design process.

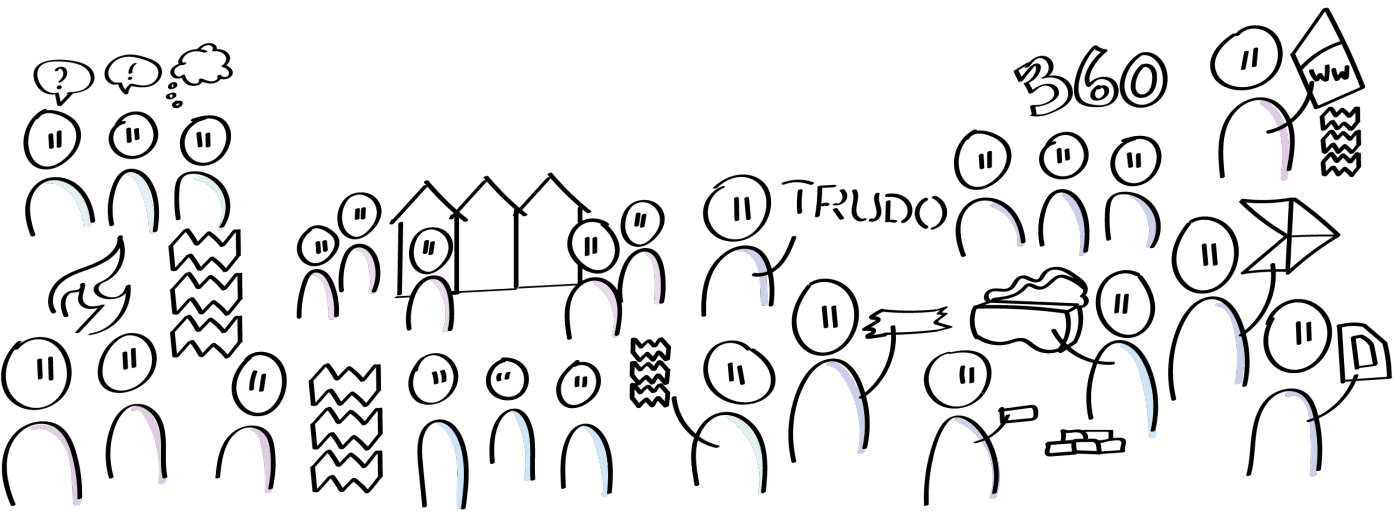


Figure 12 An overview of all stakeholders involved in the design process of this graduation project



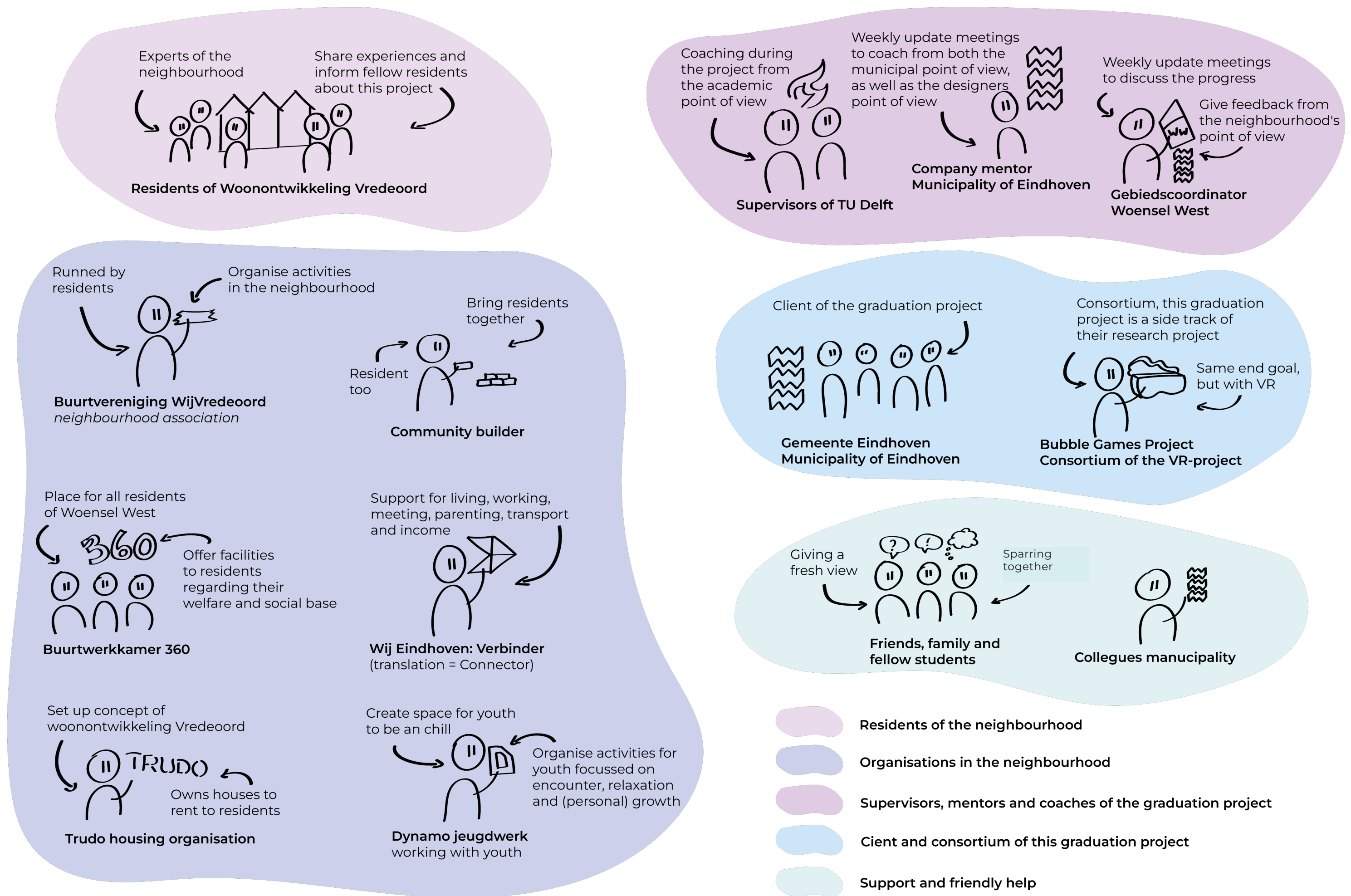


Figure 13 A cluster overview of the stakeholders involved during the graduation project



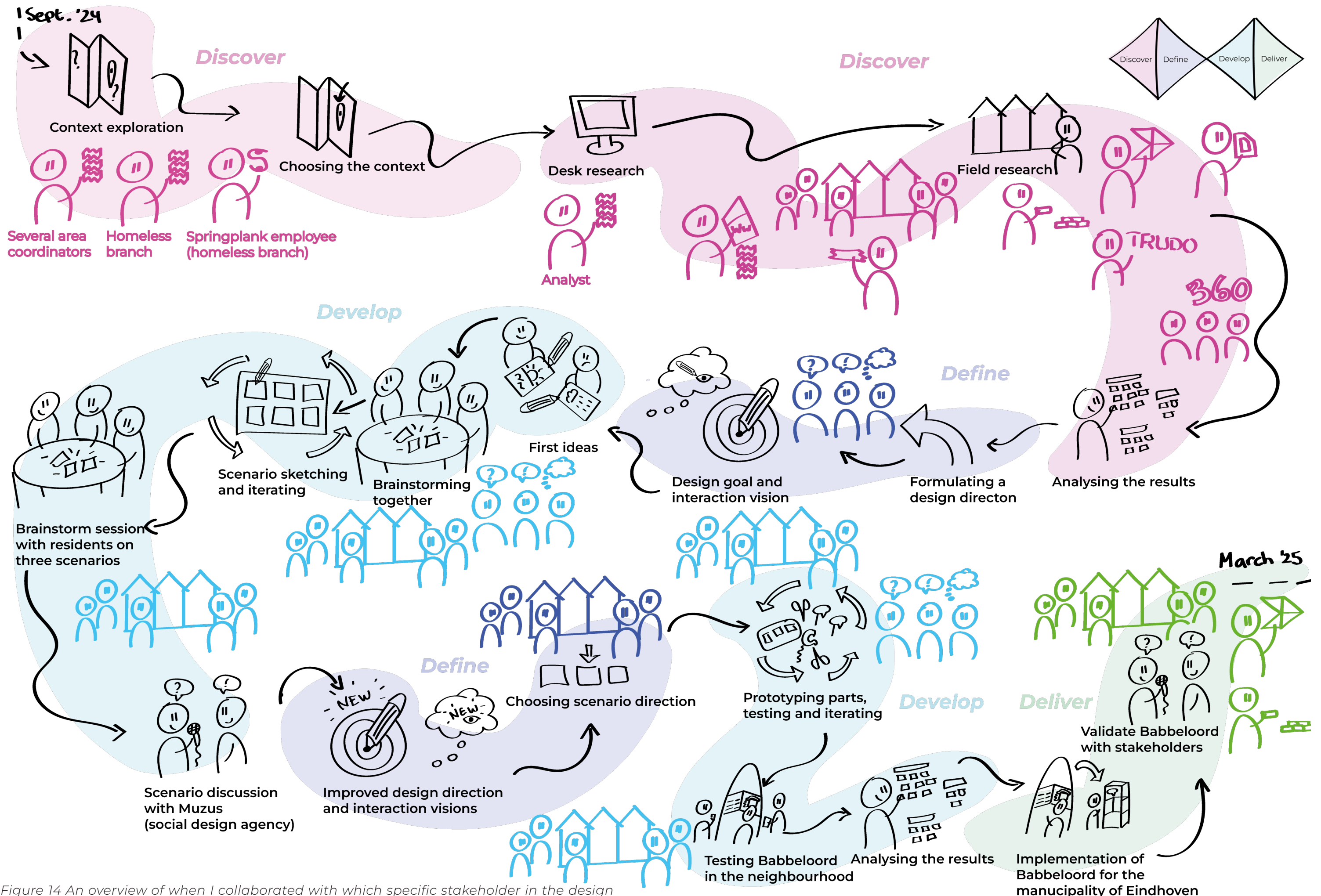


Figure 14 An overview of when I collaborated with which specific stakeholder in the design process



## 4. Introduction to this graduation project

This chapter gives a quick introduction into this graduation project. It explains the background information and the importance of this project. Then it gives a short introduction into the context of this graduation project. This is followed by an explanation of the design assignment and design approach. This chapter is the last chapter of the first part, the introduction part, of this report. After this chapter, the four phases of the design process, as shown below, will be explained in detail.

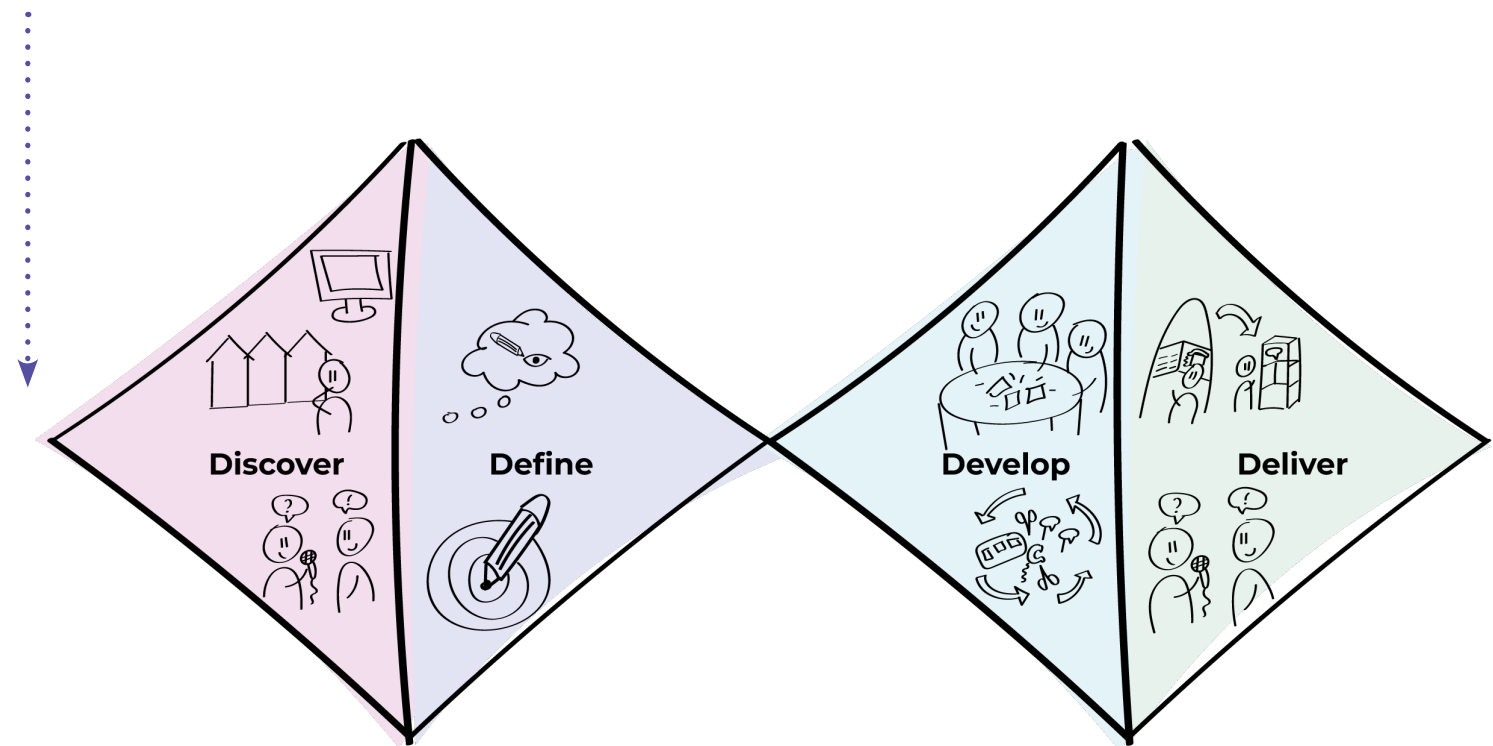


Figure 15 The arrow shows a striped line since this chapter gives an introduction this graduation project. The next chapter will start describing the first phase of the design process in more detail

This photo shows Woonontwikkeling Vredeoord from above, the context of this graduation project  
**Photo made by Trudo**



# 4.1 Quick introduction to this graduation project

## Design a non-VR tool to reduce tensions

This graduation project is a side track of the Bubble Games project. The first edition is carried out by the Bubble Games consortium, consisting of Gemeente Eindhoven, Fabrique, LB MGMT, TU Delft, VR Gorilla, Fonkeling en Fontys (Fabrique, n.d.) (TU Delft, 2022). Because of the promising results, the Bubble Games project is now further exploring how VR interventions can be used as a tool to reduce polarisation. Meanwhile they are interested to see if a

non-VR tool can be designed to reach the same aim. As a side track of their research, the municipality of Eindhoven has offered a graduation internship to explore the non-VR possibilities for this project. One of their questions is to research if it is possible to design a non-VR tool to reduce tensions between residents. More detailed information about the Bubble Games project can be found in appendix 2.



Figure 16 Participants testing the VR movie 'Alsof ik je ken...', the promising outcome of the first edition of Babbeloord, in 'de Effenaar' in Eindhoven (TU Delft, 2023)

## The increasing tensions challenge our society

The municipality of Eindhoven has observed different growing tensions among residents in certain areas (allecijfers.nl, 2024) (Gemeente Eindhoven, n.d.). These tensions can create opposing groups who are only open for their own standpoints. When two opposing groups are not open to each other's arguments it can drive them apart. If the division between the opposing groups becomes too broad, polarisation can occur. Then the opposing groups talk in the 'us and them term', which can (easily) escalate into violent confrontations. The lack of the ability to identify with the opposing group causes this escalation. Polarisation is therefore seen as a danger to society (Brandsma, 2017). The underlying relief of polarisation are the opposing belief of both groups.

Both opposing groups look through their own lens, not seeing the worldview of the other. By only looking from their own belief become unreceptive to the position or arguments of the other group (Sleeswijk Visser & van Erp, 2023). However, within two opposing groups, not everyone thinks the same. There are different roles in polarisation, based on the model of Brandsma (2017), Sleeswijk Visser & van Erp (2023) visualised this in figure 17. The pushers are thinking in the extremes, pushing the joiners to their side. The bigger group is referred to as the 'silent middle'. Both the joiners and silent middle are still open for dialogues between each other. This creates an opportunity to raise empathy between those opposing groups. These groups are the ones that could become participants in this project (Brandsma, 2017) (Sleeswijk Visser & van Erp, 2023).

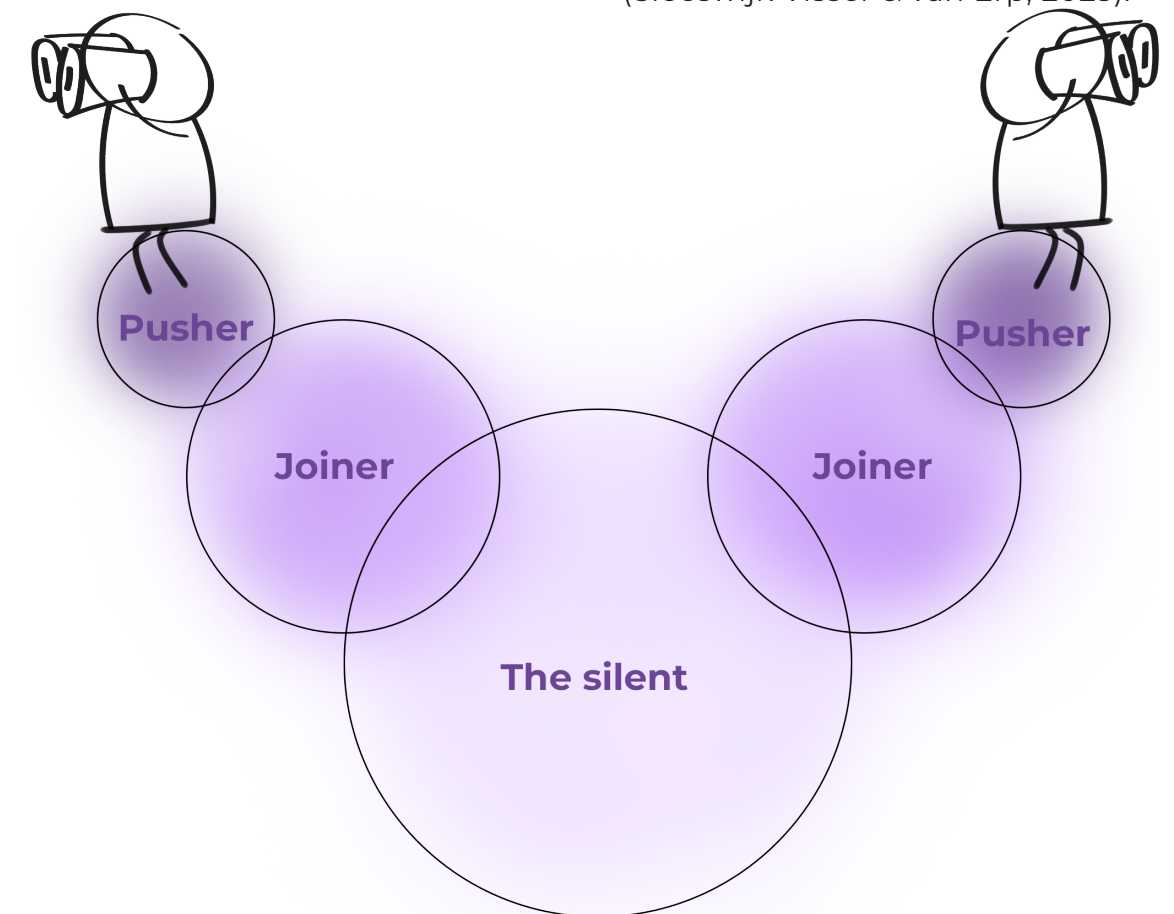


Figure 17 The different roles in polarisation, based on the model of Brandsma (2017)



Empathy is used as a mean to decrease tensions

There are multiple definitions of empathy in literature (Devecchi & Guerrini, 2017), empathy in this project is defined as imaging the world from another’s point of view, or understanding someone’s situation through perspective thinking. By letting participants step into each others world they discover the worldview of the other (Sleeswijk Visser & van Erp, 2023) (Kouprie & Sleeswijk Visser 2009).

The aim of this project is to let participants experience the others’ thoughts and thereby create empathy towards the opposing group. The Empathic Journey framework

of Spek et al. (2024), which is based on the Empathy Framework of Kouprie and Sleeswijk Visser (2009) and Smeenk et al. (2019), is a framework for designing Empathic Journeys with Virtual Reality techniques (VR) in societal challenges (Spek et al., 2024). It will be used as the base to create a non-VR intervention. Since this framework is designed for VR, it will be tested if this framework can be adapted to non-VR design cases too. Both frameworks are explained in more detail in appendix 3 and 4. In figure 18 the Empathic Journey framework is visualized.

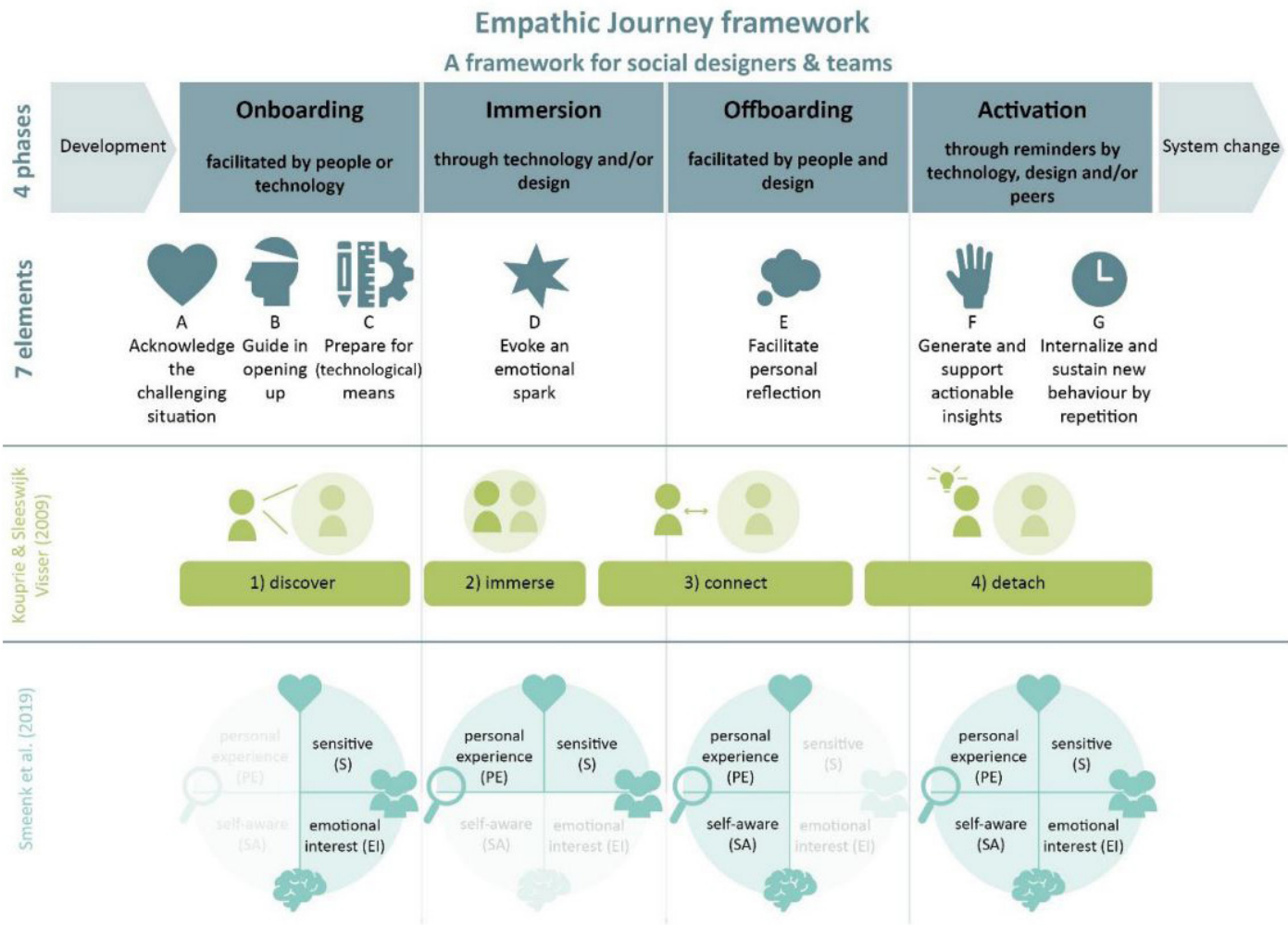


Figure 18 The Empathic Journey framework of Spek et al. (2024) which will be used during this graduation project to design an intervention which guides residents to step into the others worlds

Woonontwikkeling Vredeoord has a broad variety in residents and houses, this creates an interesting mix of needs and wishes

As explained, the need to understand the opposing group is becoming more important these days with the upcoming polarisation problem. To prevent the existing tensions are escalating and develop into polarisation, it is necessarily to tackle the joiners and the silent middle for dialogues with the opposing groups. For this project we are looking for topics where there are already tensions between opposing groups, so opposing groups can step into each others world. During the first weeks of this graduation project interviews with both colleagues of the municipality of Eindhoven working in specific areas in Eindhoven and professionals working in the homeless branch were held to discover topics with tensions. The insights of these interviews are shown in appendix 5.

The context chosen to execute this graduation project is the northern part of the neighbourhood Woensel West; Woonontwikkeling Vredeoord. This part is characterised by its variation in houses and residents, which makes the topic complicated, but extremely interesting too. The broad variety of needs and wishes of the residents cause tensions in their neighbourhood. A nice extra is an active and enthusiastic area coordinator who is willing to help in this project too. More information about the context of this graduation project can be found in chapter 4. In figure 19 the location on the map of Woonontwikkeling Vredeoord is shown, together with a picture of the neighbourhood.

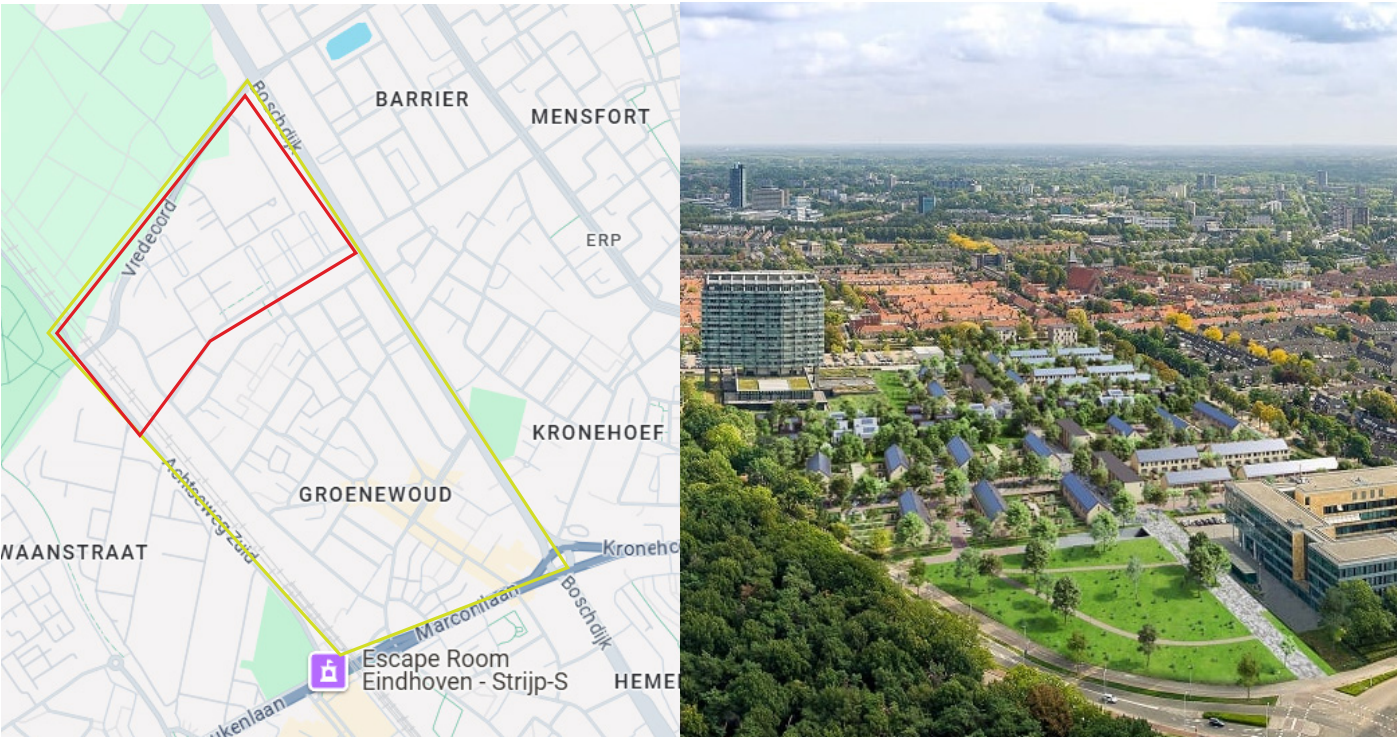


Figure 19 Woonontwikkeling Vredeoord encircled in red on a Google Maps map, together with a picture of the neighbourhood made by Trudo



# 4.2 The design assignment and approach

## The design assignment

The timespan of this project is 100 days and the assignment is to design a non VR intervention to reduce tensions with the use the Empathic Journey Framework of Spek et. al. (2024) as inspiration. The design goal of this project is: 'I want residents of Woonontwikkeling Vredeoord open up to the variety of flavours of living together in Woonontwikkeling Vredeoord.'

The design goal is visualised in figure 20.

Opening up is the wanted effect, the output, variety of flavours, are the stories of the residents. Opening up circles back to the first step of the Empathic Journey Framework (Spek et al., 2024), namely a guide to opening up, see figure 20. How this framework fits and can contribute to the process will be elaborated more in chapter 8.

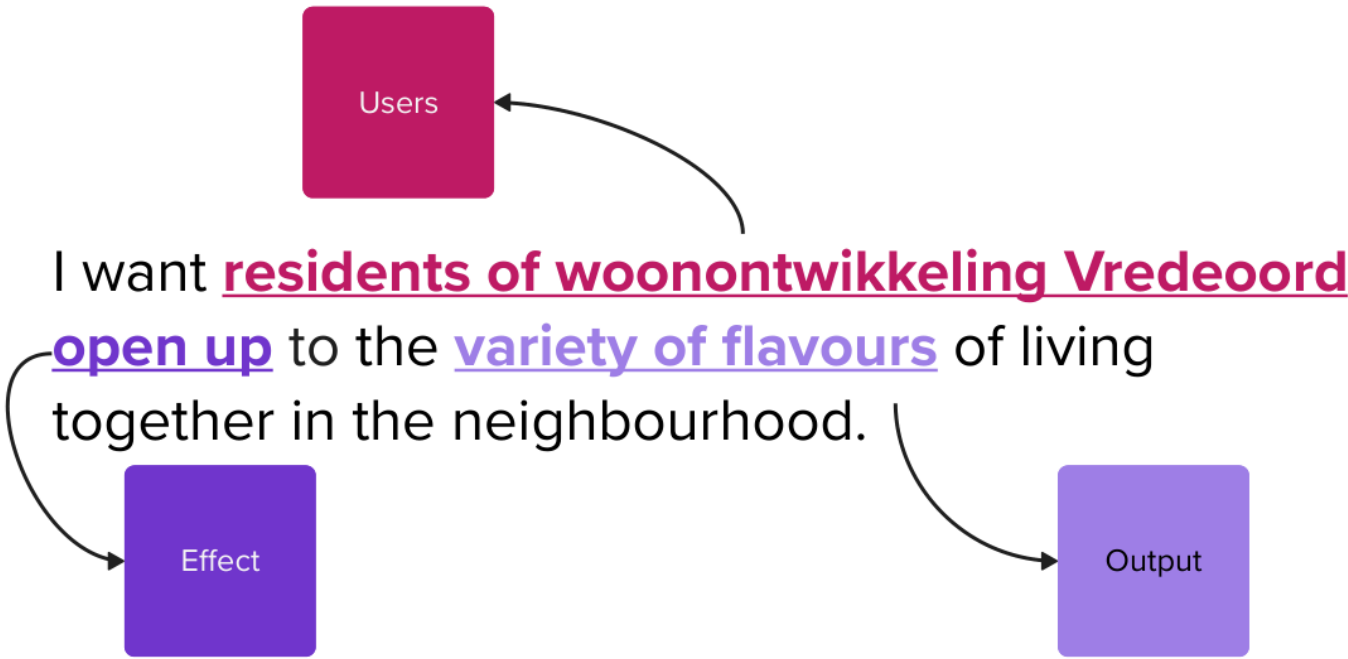


Figure 20 A visual explanation of the final design goal of this graduation project

## Double Diamond to explain the design process

For this graduation project the Double Diamond method is be used as a mean to explain the design process, see figure 21. The design process is explained within the four phases of this method: Discover, Define, Develop and Deliver. In the discover phase the topic and context of the project will be researched. The tensions and groups in the neighbourhood will be discovered with the results of the generative interviews.

Based on the analysis, the design goal and interaction vision will be defined. After the define phase ideas for the design direction will be created. Interesting ideas will turn into concepts. The final chosen concept will be iterated on. Multiple prototypes are tested with participants to improve the interaction and impact. In the deliver phase the final design is explained and recommendations will be given about how to implement Babbeloord within the neighbourhood as the municipality of Eindhoven.

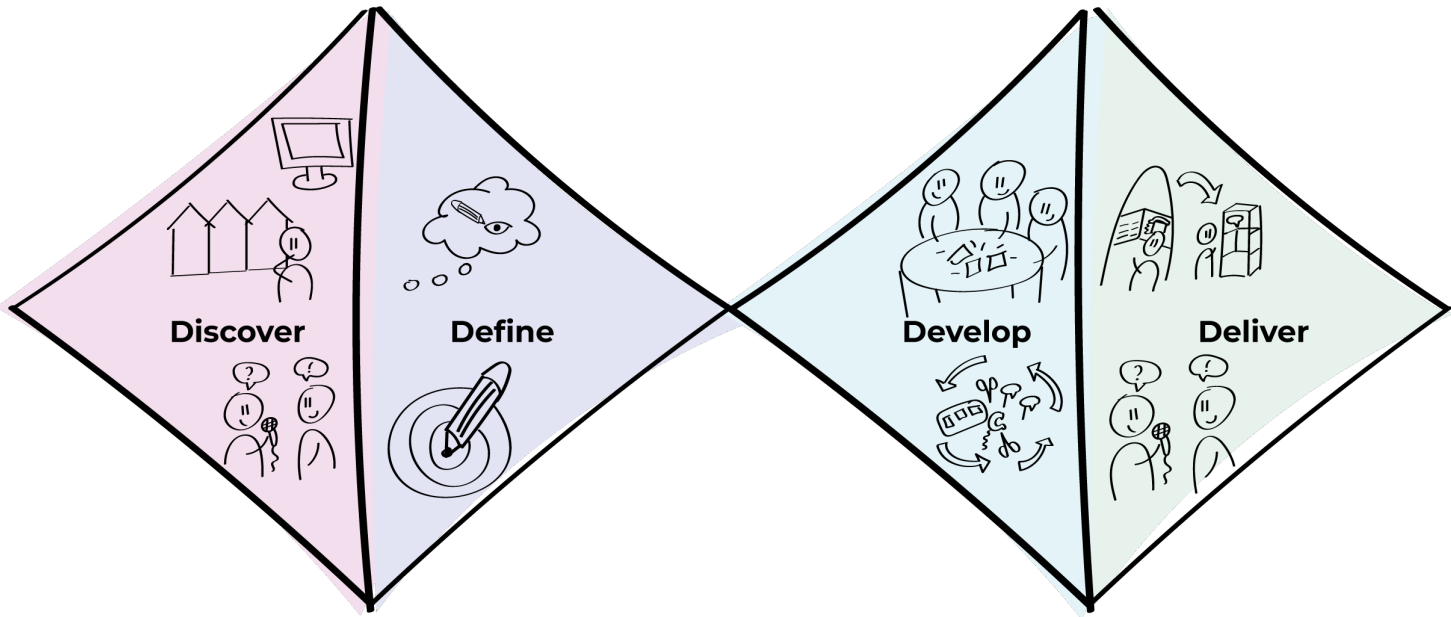


Figure 21 The design process visualised in a Double Diamond which will be shown at the beginning of each chapter to show where we are in the design process





This photo shows the sensitizing booklets designed for the interviews with residents of Woonontwikkeling Vredeoord

## 5. Discover: learning about the context

This chapter describes the discover phase of this graduation project. Desk research and field research are done to collect information about the context area of this project; Woonontwikkeling Vredeoord. First background information about the Woensel West is given to create an idea about the neighbourhood as a whole. Then we dive deeper into in on Woonontwikkeling Vredeoord. A stakeholder overview is created to show relevant stakeholders of the neighbourhood. To gain rich insights in the experiences of living and working in Woonontwikkeling Vredeoord, context mapping is done with both residents and professionals. The set up of the interviews are explained, as well as the participant recruitment. In the end of this chapter the results of the interviews are analysed and formulated into a design direction.

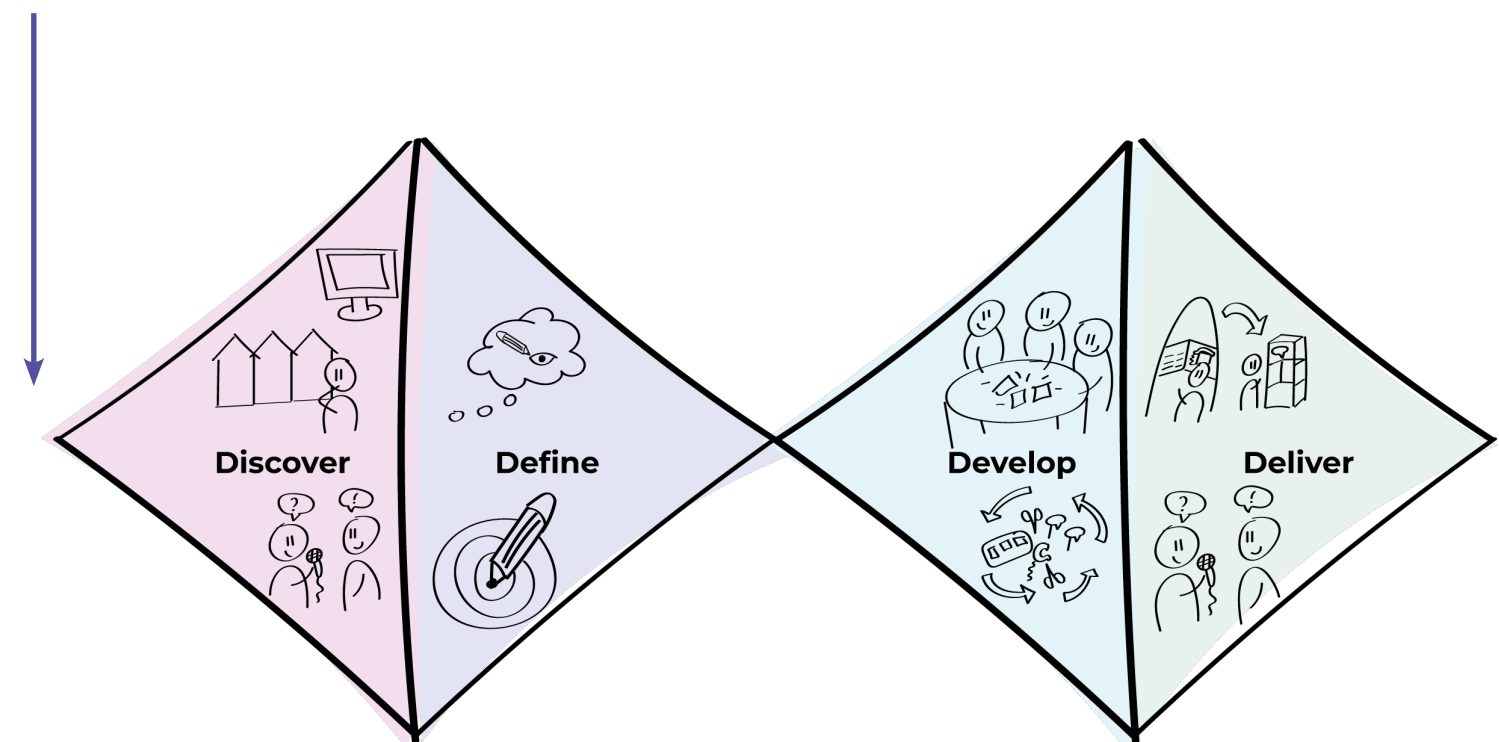


Figure 22 The arrow shows that this chapter describes the dicover phase of the design process



# 5.1 Getting to know the neighbourhood

The project takes place in Woonontwikkeling Vredeoord, which is the northern part of the neighbourhood Woensel West. First background information of the whole neighbourhood Woensel West is given. Later we focus on the northern part of the neighbourhood, Woonontwikkeling Vredeoord, with information about this specific context.

## The neighbourhood Woensel West

Woensel West is a neighbourhood in the western of Eindhoven. It is a neighbourhood with a history, it does not have a good reputation. With the departure of Philips in Strijp-S in 90's, a lot of residents of Woensel West lost their job. A combination of creative ways of earning money and low incomes resulted in crime, prostitution, unsafety and poverty moved into the neighbourhood (CityToursEindhoven,2021)(Platform31,2023)

(Wikipedia, 2024). In 2005 a documentary of SBS6 called 'Probleemwijken' was filmed in Woensel West. When seeing the results, residents of Woensel West were shocked and extremely unsatisfied about how Woensel West was pictured in the documentary. They were unable to familiarise with the documentary. Martens and Schoonen (2022) captured these shocked reactions into a photo booklet about Martens view on Woensel West as a resident, this part of their book is shown in figure 23. After seeing the documentary myself I totally understood the reaction of the residents of Woensel West. In my opinion the documentary SBS6 captured only what they wanted to show: vulnerable residents (mostly either poor living conditions, addictions, workless) say and do controversial things, only to create sensation and amusement. I was looking with disgust to this documentary how they lumped together Woensel West as if everybody was a criminal, prostitute or madman in this problematic neighbourhood.



Figure 23 The shocked reactions of residents of Woensel West after seeing 'Probleemwijken', captured by Martens and Schoonen (2022)

In 2007, the government of the Netherlands mapped the top 40 most disadvantaged neighbourhoods, called Vogelaaarwijken. Woensel West was one of them. A ten year-plan was created to solve the situation and reputation (City Tours Eindhoven, 2021) (Platform31, 2023). Currently it is defined as a neighbourhood with more attention needed. Since 2009 'Buurtonderneming' is active in Woensel West. They are responsible for the shift towards a better Woensel West. Ever since, a lot has changed. Together with the residents of Woensel West they created a transition plan towards the new Woensel West. This was important for both the neighbourhood and success of the transition. Wenneker (2021) captured this transition and summarised key points that made it succeed. Understanding the residents and maintaining their dignity were some of those successful key points (Wenneker, 2021).

However, despite this transformation the neighbourhood still not has the best reputation. The documentary Probleemwijken Woensel West of 2005 have had high negative impact on how Woensel West is seen by outsiders. The new documentary 'Probleemwijken, 18 jaar later' did not contribute to this.

The statistics of Woensel West show both positive and negative numbers of living in Woensel West. They are summarised in figure 24. The figure can be read in appendix 6 in high quality. Mainly the facilities in the neighbourhood are positive compared to the rest of Eindhoven. However, the income and financial reserves compare unfavourably with the rest of Eindhoven. Togetherness, residential nuisance, subjective safety and perception of social nuisance come out unfavourably too (Buurt Kijker Eindhoven, 2023).

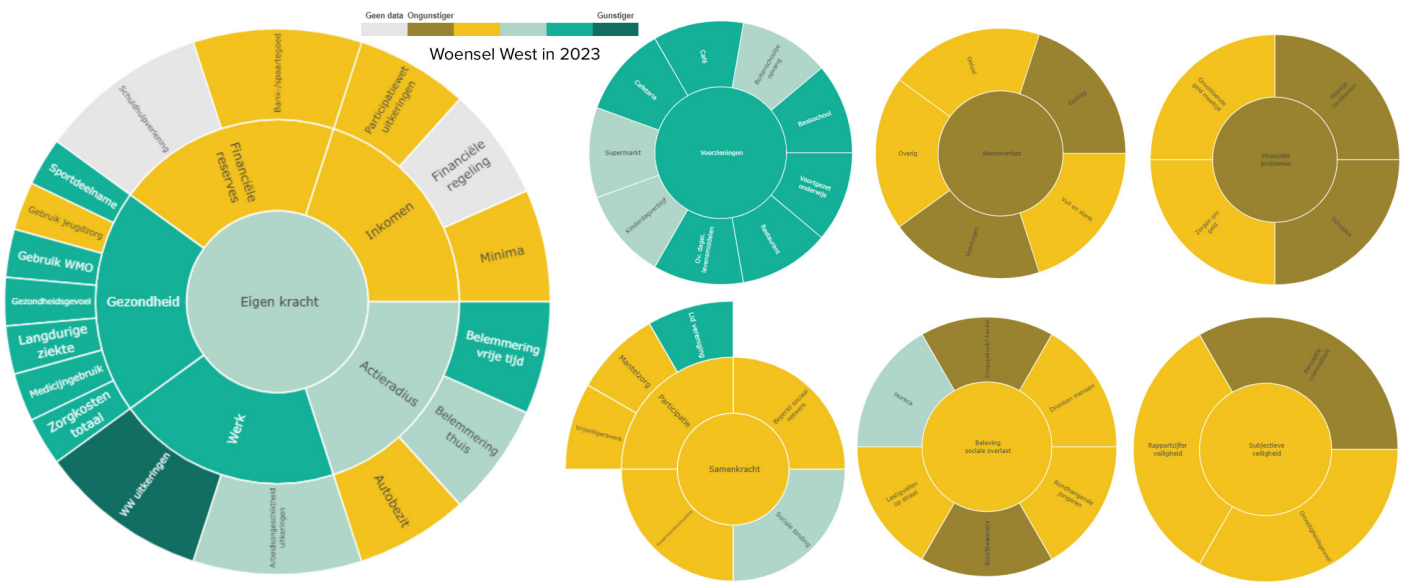


Figure 24 An impression of the statistics of Woensel West, see appendix 6 for a readable version



## Woonontwikkeling Vredeoord - a recently build part in the northern part of Woensel West

The northern part of Woensel West is recently rebuilt and delivered. This area is called 'Woonontwikkeling Vredeoord' and characterised by its variation in architecture and types of houses. The vision of Trudo, a (social) housing corporation in this part, is that a neighbourhood should reflect the population of the Netherlands. Therefore they decided to rent out their houses not only to social renting, but also to owner-occupied houses and CPO projects (a group of people who build their own houses together) could live here (Trudo, n.d.). To realise this idea, the first residents had to

write a motivation letter to be selected for Woonontwikkeling Vredeoord.

Woonontwikkeling Vredeoord is designed and promoted as a green neighbourhood where people look after each other. The houses are built with green and sustainably resources. Another starting point of the neighbourhood is having enough space. Space for children to play, green to grow and residents to develop themselves. Space to look after each other and organise activities together is also meant within this vision (Trudo, n.d.).

*"Not everybody is the same, but they still can live together to help each other and broaden their lives. That is why Trudo designed the new area in a neighbourhood with mixed types of households and houses (respondent of the interview of this project, 2024)."*

## Visit Woonontwikkeling Vredeoord to make the context tangible

To make the context more tangible I visited the neighbourhood multiple times. In the beginning of the project I got two tours from the area coordinator to learn things about the neighbourhood. Beside those tours I was invited for different meetings to get in contact with both residents and employees. Those meetings varied from a 3-weeks catch up of professionals working in the area to a weekly talk with a resident to a walk-in hour in 'Buurtwerkkamer 360'. Besides work related meetings I also attended the Woensel Westival on the 28th of September, this is a festival organised by the neighbourhood itself. These visits gave

useful information about the residents living there, their relations with each other and the possible tension areas. Besides this, residents could also see the first glimpse of me as a hopefully positive contribution to the participant recruitment. The insights of the meetings and visits also resulted in a collage of the variety in architecture and residents of the neighbourhood, shown in figure 25. The people in the collage are/ were actual residents of Woonontwikkeling Vredeoord. Also a stakeholder overview is created and shown in the stakeholder map on the next page. The stakeholder map is evaluated and updated together with professionals working in the neighbourhood to make it accurate and up to date.



Figure 25 A collage of Woonontwikkeling Vredeoord showing the houses and actual residents of the neighbourhood

The pictures of the residents in this collage are retrieved from the website of Trudo about Woonontwikkeling Vredeoord and the facebook of WijVredeoord



## Stakeholder map of Woonontwikkeling Vredeoord

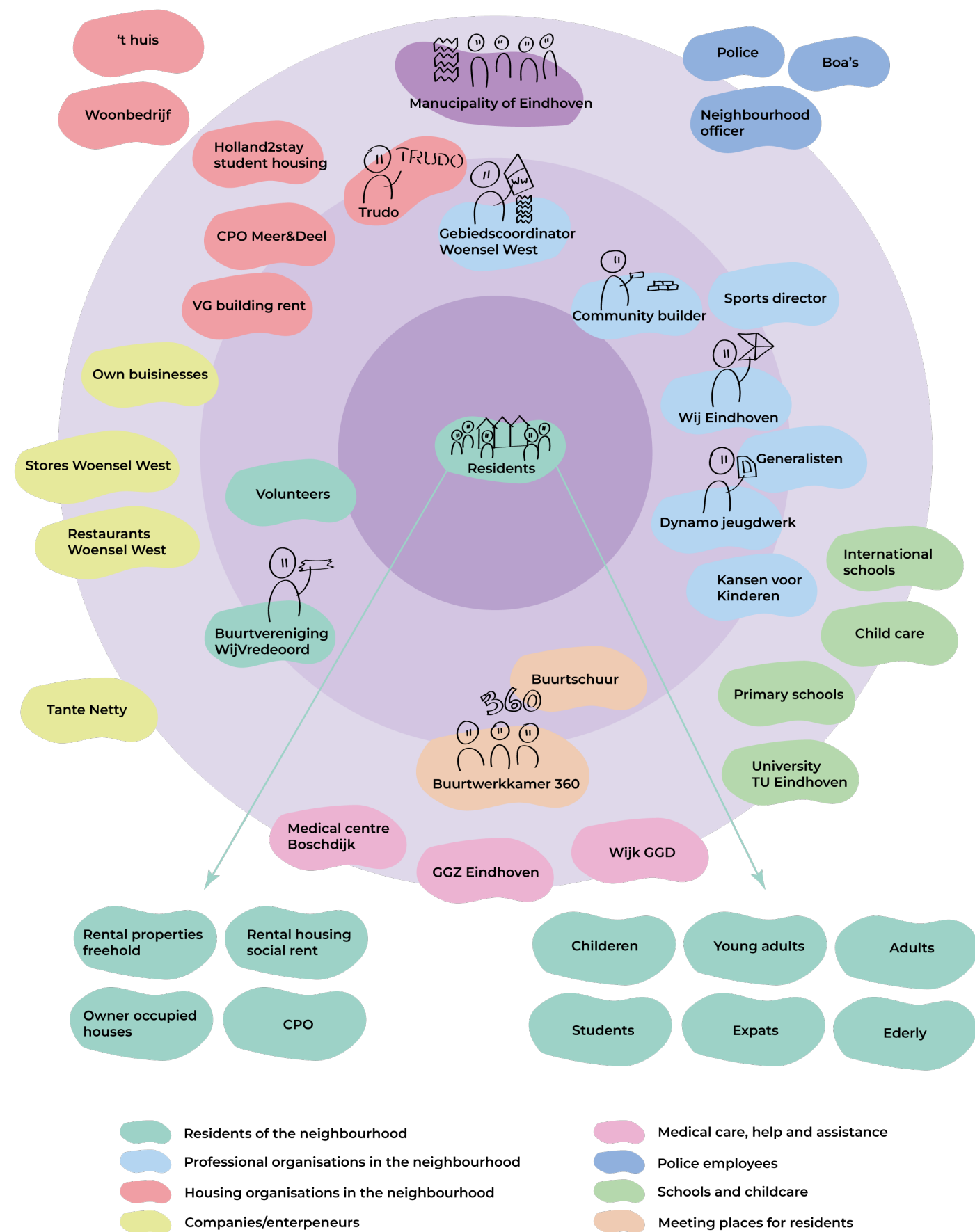


Figure 26 Stakeholder map showing the different stakeholders of Woonontwikkeling Vredeoord

## More detailed map of Woonontwikkeling Vredeoord



Figure 27 Pictures taken in the neighbourhood are linked to their location on a Google Maps map to create a feeling about the appearance of the neighbourhood 41



## 5.2 Context mapping to gain more information about the neighbourhood and possible design directions

### The path of expression to enrich the research results

To gain more knowledge about the tensions and different groups in the neighbourhood semi structured interviews were held. During these semi structured interviews contextmapping is used to enrich the research results and discover the unconscious needs of the participants. It is important that participants can tell their story, since they are the experts of their experiences. To make these stories and future needs and values tangible for both participants and designers, the path of expression theory is used while creating the interview materials, see figure 28 for the path of expression. (Sleeswijk Visser et al., 2005)(Sanders & Stappers, 2012). More information about generative interview methods and an explanation of this theory can be found in appendix 7.

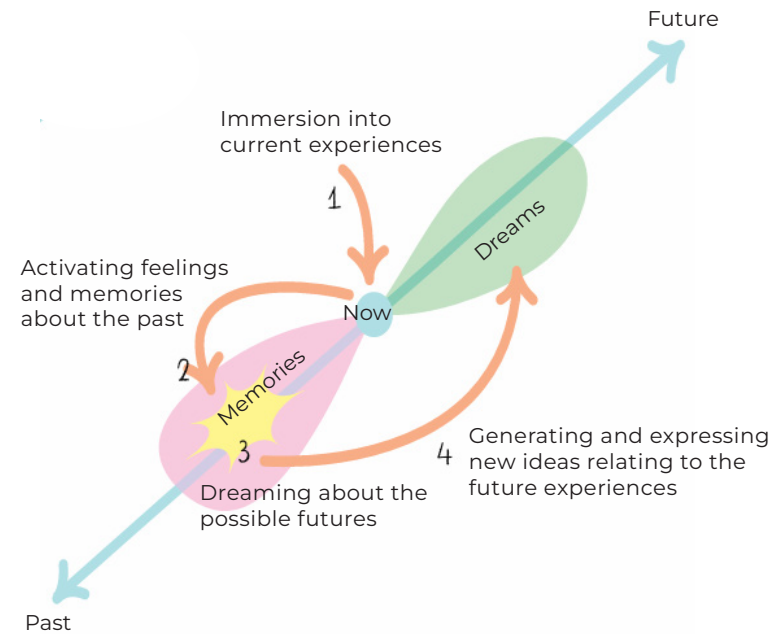


Figure 28 Path of expression as explained in the book Covivial Toolbox (Sanders & Stappers, 2012)

### Materials designed for the interviews

#### Sensitising booklet to get some feeling about the topic (1)

Both residents and professionals working in the area are interviewed to collect data from multiple perspectives. Before the session the residents received a sensitising booklet where they had to fill in five small exercises about their experiences living in the neighbourhood. The exercises are designed for participants to activate their feelings and thoughts about the topic and their role in the neighbourhood. In appendix 8 the sensitising booklet can be found, as well as in figure 29 on the next page.

#### Stimulus pictures to express their experiences with the neighbourhood (1/2)

During the interview stimulus pictures are used to let the participants describe how they experience living in the neighbourhood. The stimulus pictures are composed with care to touch all edges of living in the neighbourhood. They are chosen to be a mix of both exact and abstract pictures, so

the participants have something to hold on when they are not into abstract pictures. They can give their own explanation and interpretation to each picture. The exercise is meant as a warming up and easy conversation starter for the interview, but it also gives already some insights in how they experience living in the neighbourhood.

#### Timeline created to activate feelings and memories about the past (2/3)

The second activity of the interview is filling in a timeline about their experiences from finding the house to moving in to living there. Since there are a lot of different ways residents were able to receive a house in the neighbourhood, it is interesting to gain more information about these different processes too. This timeline is also created to open up the conversation about getting to know the neighbours and their relationships with them. Depending on the person it is asked if there are tensions in the neighbourhood and if yes, what causes this. However, this is only done when I sensed this will not have a bad influence on the participants' experience of living in their neighbourhood.

#### Formulating their dream for the neighbourhood and generate first ideas (4)

During the last activity of the interview the participants have to fill in their dream for the neighbourhood. If they already have some ideas about how to realise this they can add up to three ideas about how to

create this. This activity is performed to let the participants specify their needs and wishes for their neighbourhood. It also collects the first ideas of the participants as extra inspiration to design with.

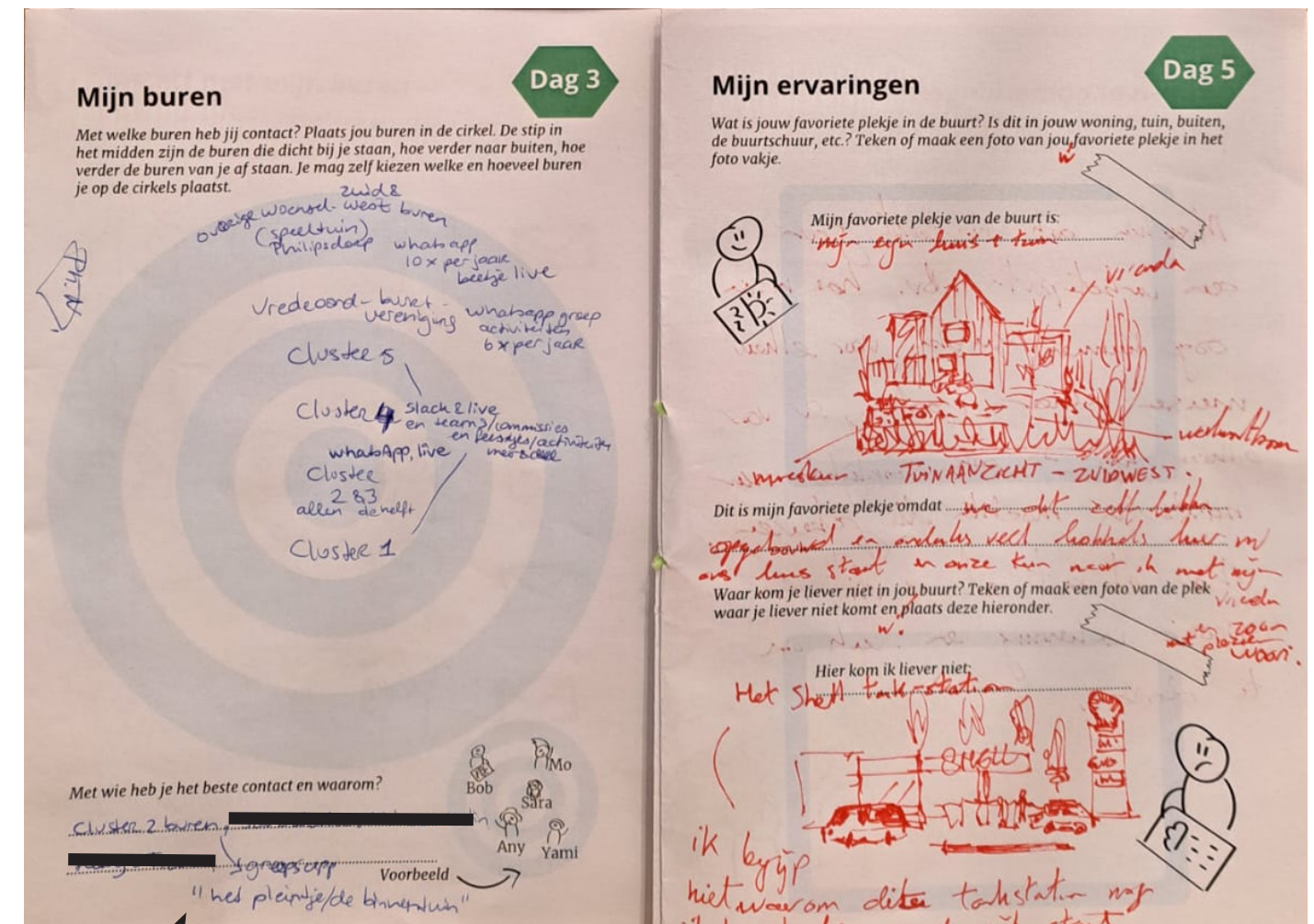


Figure 29 Some examples of filled in sensitising booklet together with the stimulus pictures used during the interview



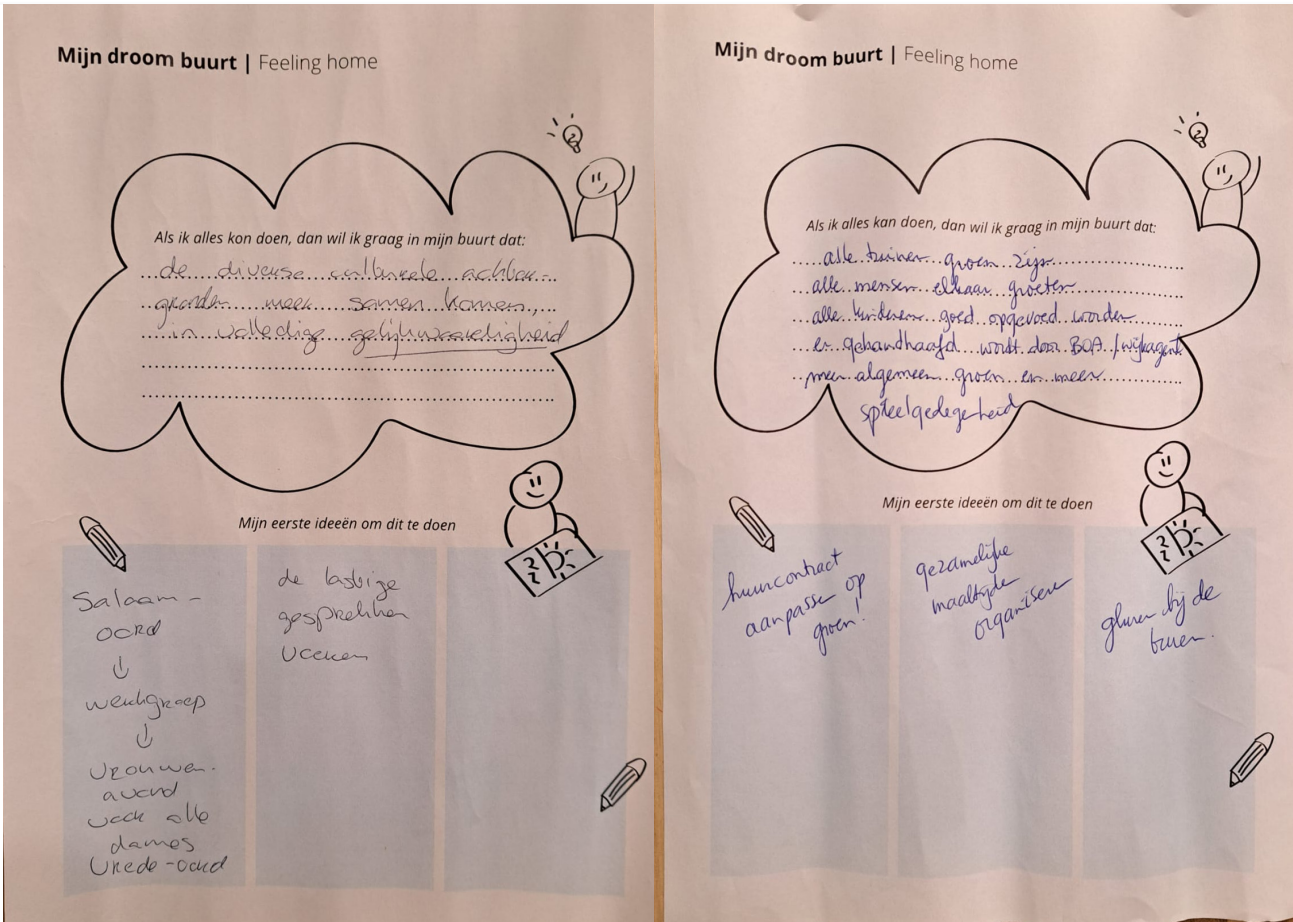
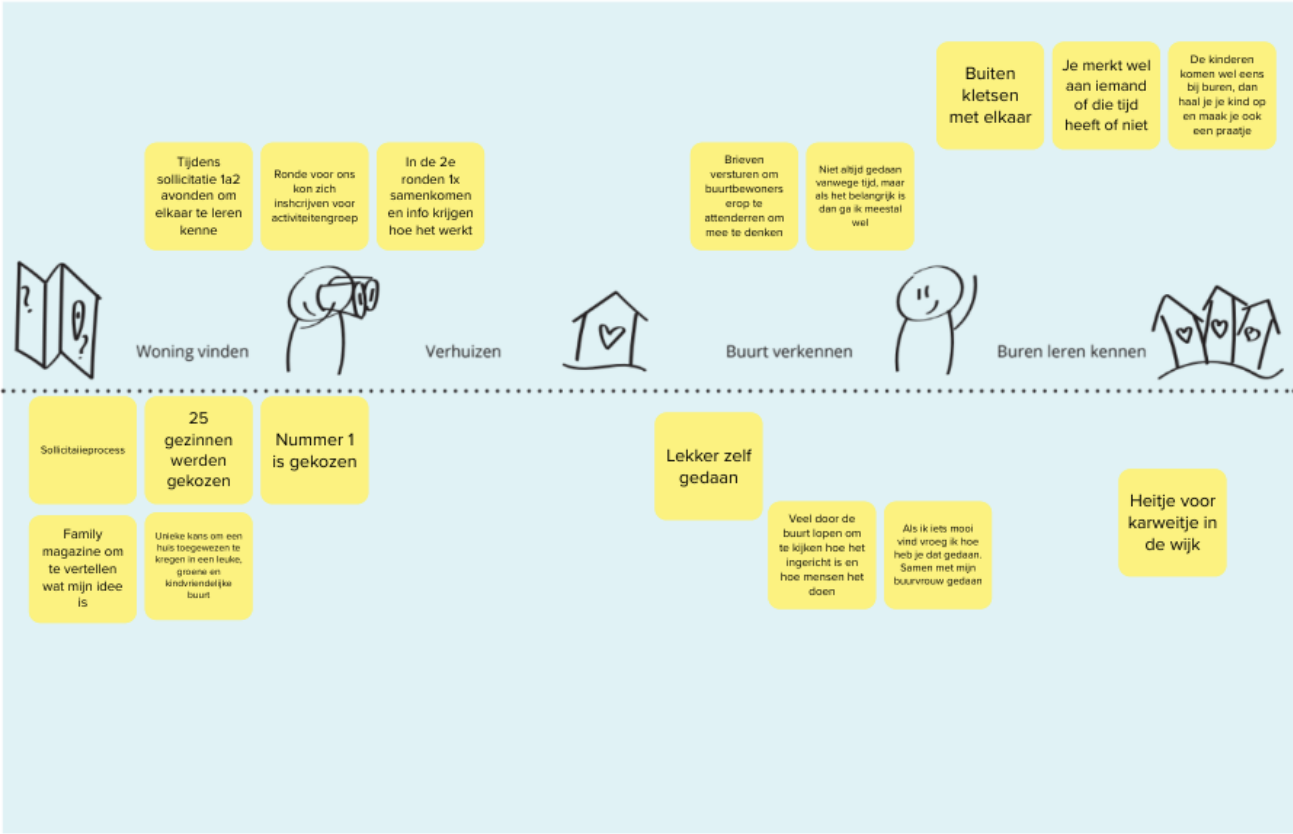


Figure 30 Materials used during the interviews, a timeline of moving into the neighbourhood and their dream

## Participant recruitment

Professionals working in the area and residents are interviewed to gather knowledge from multiple perspectives. Since the neighbourhood is cultural diverse, the aim is to speak with residents with different cultural backgrounds too. Besides the known faces in the neighbourhood, the more silent residents are the target group too. Idealistically purposive sampling, see figure 31, is used for context mapping to capture a broad range of participants experiences (Sanders & Stappers, 2012).

To gain the trust of residents and recruit a broad range of participants, I set as goal for myself to show myself actively in the neighbourhood. Therefore I attended the meetings and activities as explained in chapter 5.1. After the first interviews snowball sampling is used to find more participants. Participants were asked if they

knew potential new participants (Parker et al., 2019). First some interviews with professionals were held. They gave useful tips who to contact and in what way. An WhatsApp message was send in the group chat of the neighbourhood to recruit participants. I also created flyers to recruit participants during the Woensel Westival, see appendix 9 for the message and flyer. In the end seven professionals working in the neighbourhood and ten residents were interviewed. Figure 32 shows an overview of the participants and where they live in the neighbourhood. Together the participants cover the perspectives of four stakeholdergroups of the stakeholder map of figure 26. These are the residents and professionals including professionals working the the housing organisation and facility of meeting places.

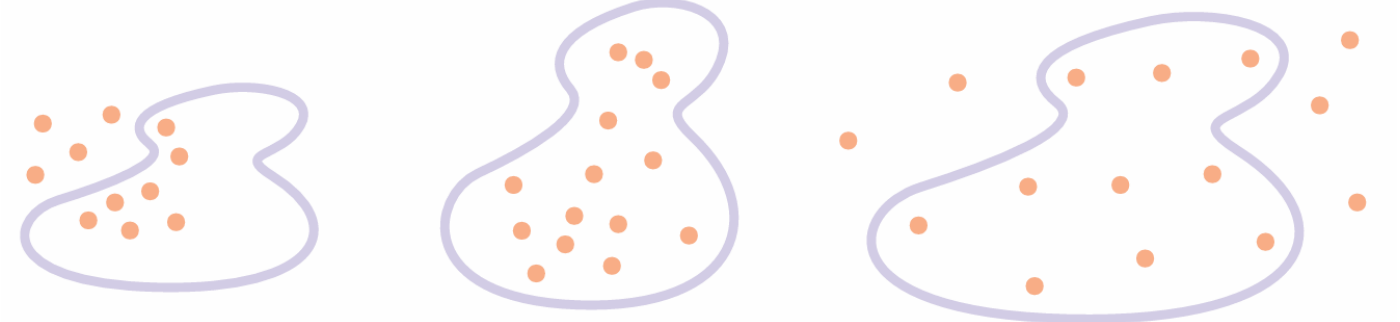


Figure 31 Different approaches to sampling as explained in the Convivial Toolbox (Sanders & Stappers, 2012)

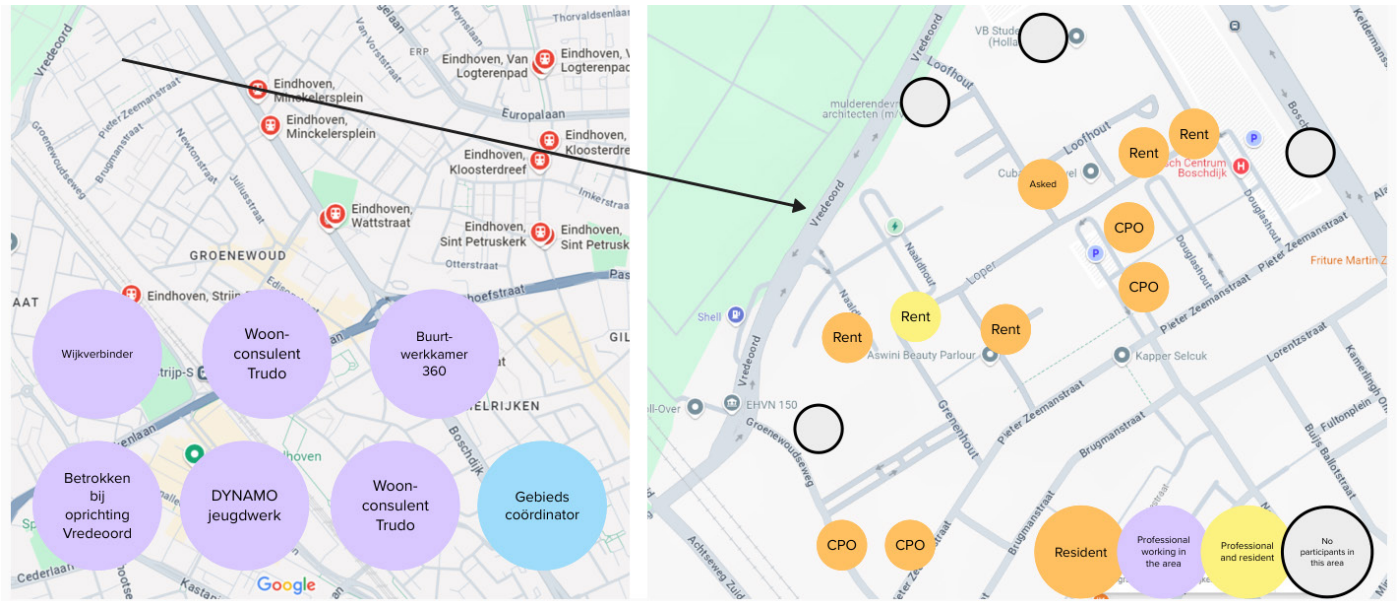


Figure 32 Overview of participants, the residents are shown in at their location in the neighbourhood on the map



# 5.3 Interview results

The ten interviews with residents and seven interviews with professionals gave rich insight in their experiences of living/working in Woonontwikkeling Vredeoord and what is going on at the moment. The interviews are transcribed and analysed using the Analysing on the Wall method (Sanders & Stappers, 2012). The interviews are worked out on post its in Mural, an online platform like Miro, to be able to analyse the results at different locations. The sticky notes are clustered. These topics explain the results of the interviews.

The results of the interviews capture a broad range of what is happening in Woonontwikkeling Vredeoord. To show the results in a structured way, the topics are clustered into research questions. Per question the results of this cluster are shown. The figure below explains the process of analysing the interviews from the notes to the research question clusters. The figure also shows the questions which will be answered.

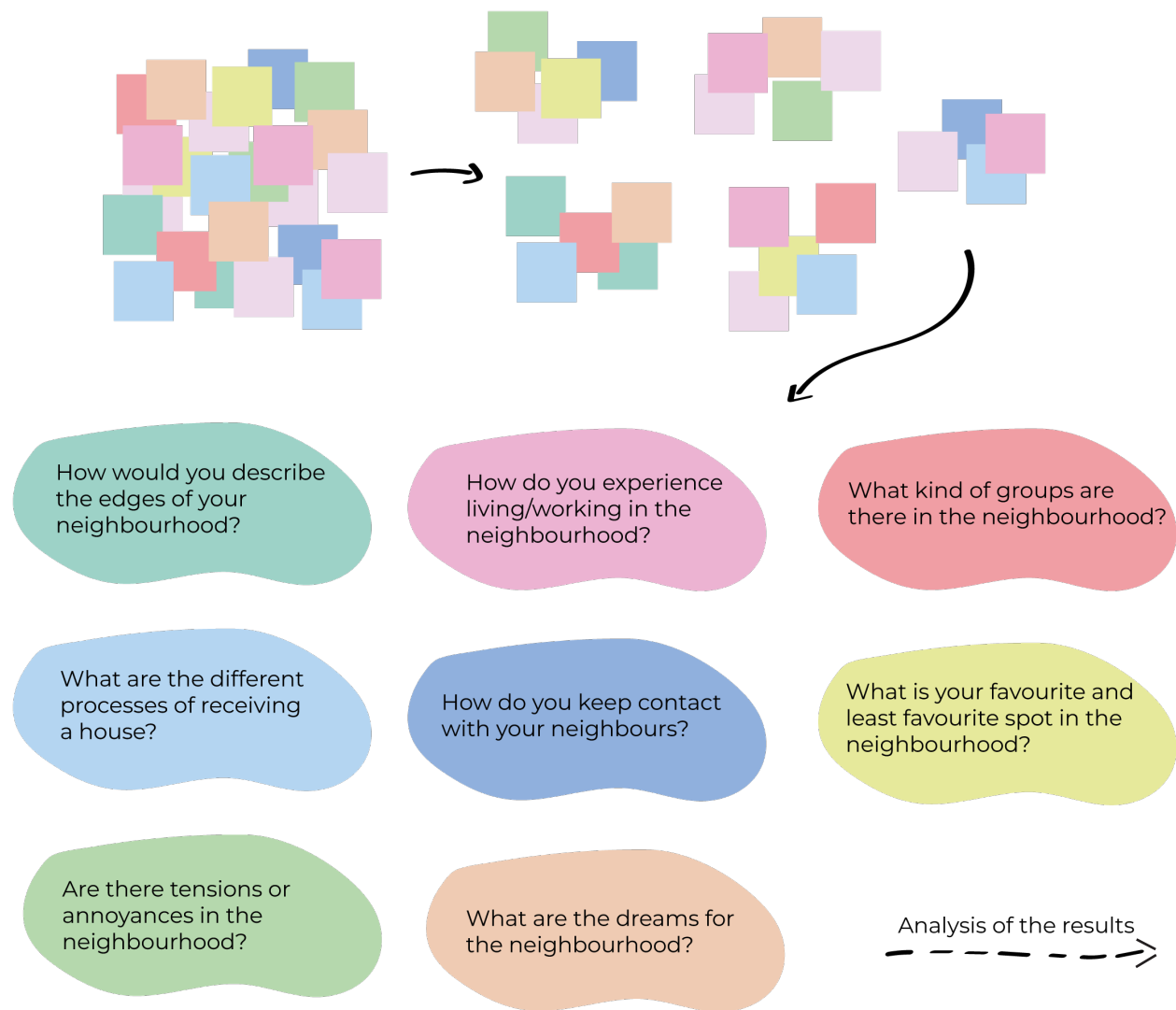


Figure 33 The process of analysing the interviews from the notes to the research question clusters used to explain the results in this chapter

# How would you describe the edges of your neighbourhood?

From professionals I heard some rumours that there are residents living in woonontwikkeling Vredeoord who do not want to be identified with Woensel West. This is interesting, because the fact that they specifically do not want to be part of a neighbourhood can mean that there are negative biases about the neighbourhood and/or its residents. Do they feel better than the 'other part' of the neighbourhood? Why do not want to be associated with it?

However, the participants I spoke to did not match the picture sketched by professionals. This is an interesting finding too, do they experience this different? Did they tell me different things or did I not meet the right residents for this statement? However, the participants mentioned that since their part of the neighbourhood is so different from the rest of the neighbourhood, they do feel more attached to the upper part of Woensel West (Woonontwikkeling Vredeoord) and their surrounding neighbours.

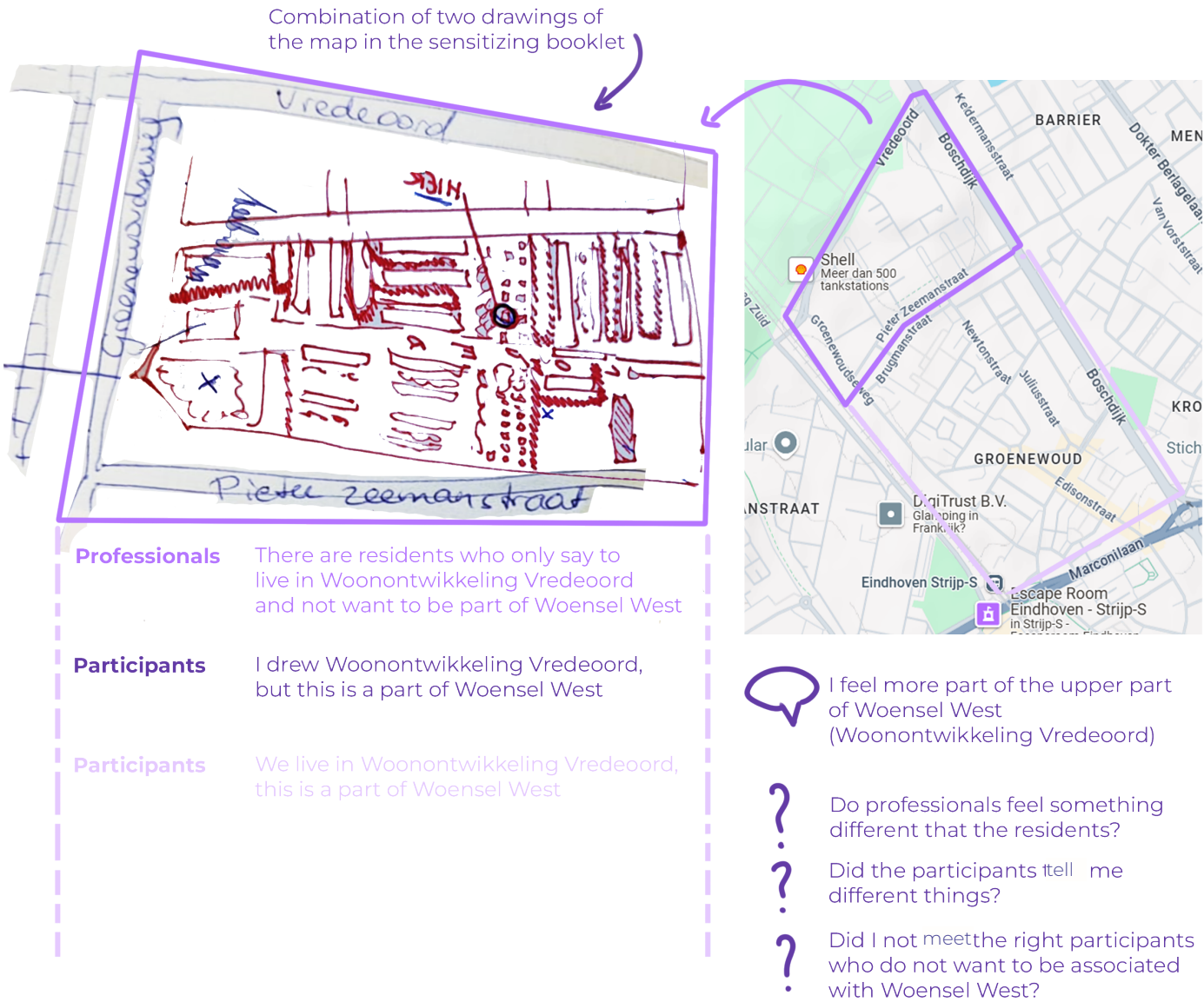


Figure 34 Overview of the map drawn by participants and a summary of the participants' answers to the question 'What are the edges of your neighbourhood?'







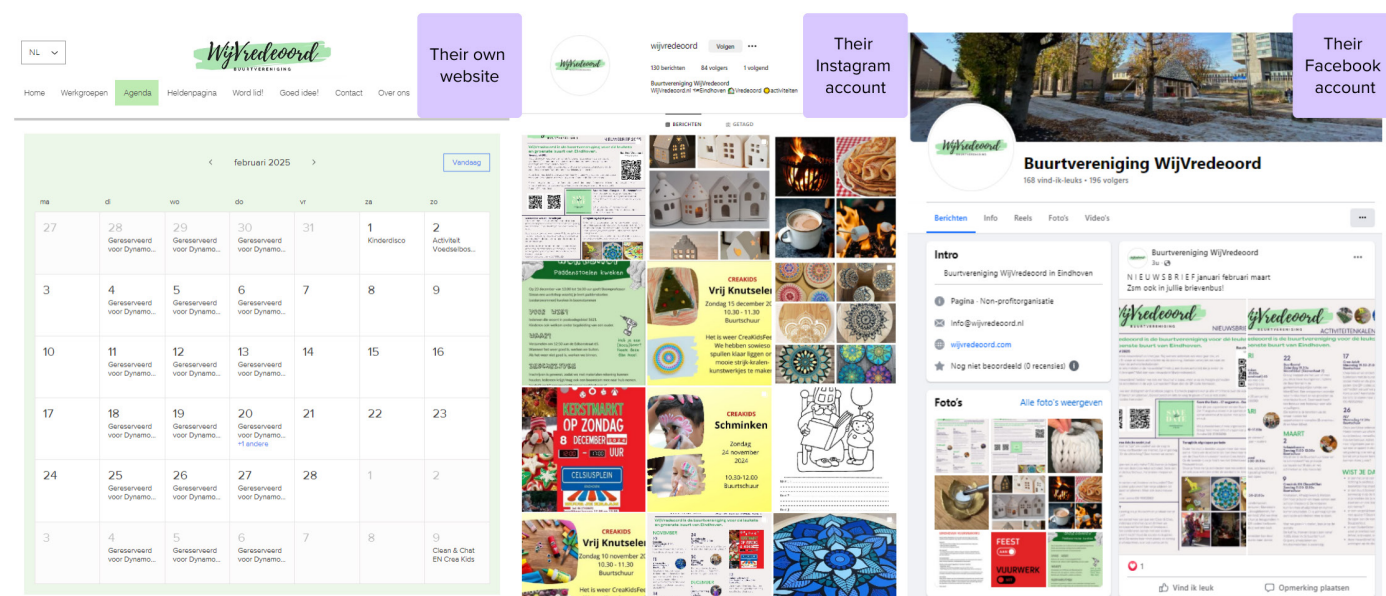


Figure 36 Communication of activities to neighbours via social media

## What kind of groups are there in the neighbourhood?

Besides the broad variety in nationalities there is a broad variety in groups/lifestyles too. This broad mix causes different groups

in the neighbourhood, according to both professionals and residents. The groups mentioned in the interviews are shown in figure 37.

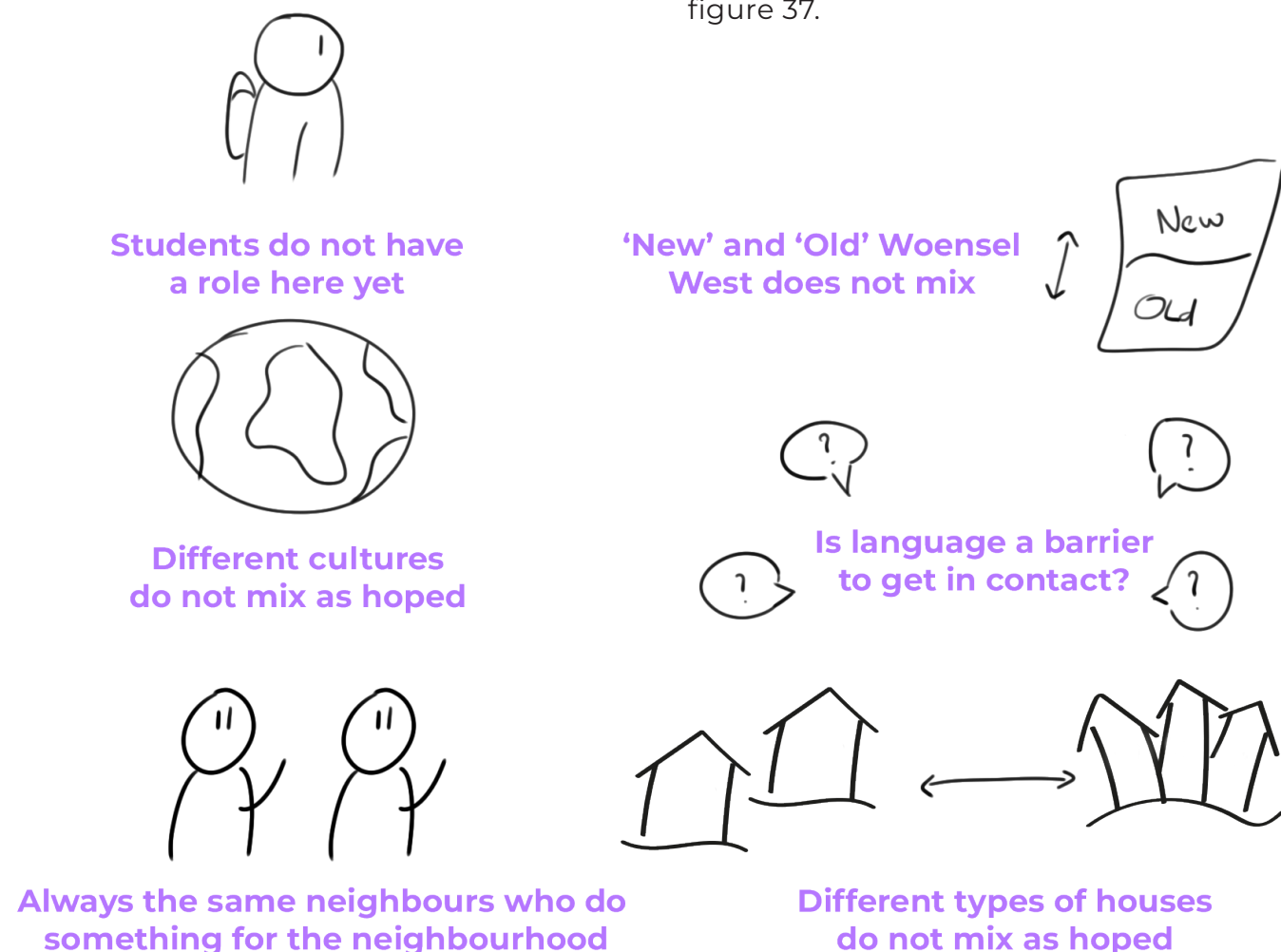


Figure 37 Visual summary of the insights in the different types of groups in the neighbourhood

### The students in the flat do not have a role (yet)

One thing was really clear, eight participants mentioned students do not play a role in the neighbourhood. On the question of giving them a more active role in the neighbourhood the answer varies per participant.

*"The role of the students is not there. They only live there for a year. I don't really know if I want students taking a role either."*

*"I feel it is running well, we only just living sideways past each other. However, I have to admit we did too little to engage them too."*

### 'Old' and 'new' Woensel West does not mix. However, the relationship is finally starting off

When the residents were asked about their relationship with the rest of the neighbourhood the reactions were different. They mentioned that they do not think negatively about Woensel West as a neighbourhood, but some know some neighbours do. All professionals told me about the relationship between the old part of Woensel West and Woonontwikkeling Vredeoord not being optimal. The distance between the residents is big and the two associations for both parts of the neighbourhood are not working together too. The participants gave several reasons for this, from being so new to the idea behind Woonontwikkeling Vredeoord. However, recently they started organising their first activity together, namely a Halloween activity. They are still seen as two groups by professionals and by some participants too, but they all agree first step is made.

*"Vredeoord had an unfortunate start. The naming caused it to be segregated from Woensel West."*

*"Very occasionally we have contact with the rest of Woensel West, for example with the party committee. Things are running a bit loose there in my opinion. But now we are organising Halloween together."*

### We stick to our own cultures, the different cultures do not mix together

4 participants highlighted that the different cultures in the neighbourhood do not mix together. This is also what three professionals told me during the interviews.

*"It is nice that we have a lot of nationalities in our neighbourhood, but they don't mix with each other."*

The neighbourhood association working on this on their own way:

*"We now use QR codes to go to the English version of the newsletter and activities."*

It is remarkable that this problem of cultures not mixing together is mentioned by almost only 'Dutch' people. When I asked people with a different nationality about this problem they did not see this a (big) problem.

### It is always the same people who do something for the neighbourhood

More participants mentioned this, there is a (big) part of the neighbourhood which is not active and is not seen at activities too. It also depends on who organises an activity to who visits them. As stated above, there are people complaining about the cultures not mix together. Also the board mentions of Wij Vredeoord this too. Since the board consists of 'Dutch' people from CPO houses, they now attract their own bubble to the activities. However, they want to attract the whole neighbourhood to organised activities.

*"Everything gets that layer of white in how things should be organised. And that's not good I think."*

*"At Neighbourhood Day there were some people with different cultural backgrounds at the activity, but there were also plenty of people who did not feel heard or involved and therefore not joined the activity."*



One participant told me that it is nice that the activities are organised, but sometimes the way they are organised goes against their own standards. She explained to me that as a muslim she cannot sit at a table with alcohol on it, but a lot of activities organised contain this. This opened my eyes, probably the ones organising the activities are not aware of this, but therefore unintentionally exclude a big group in the neighbourhood.

*"In Islamic cultures, you are not allowed to be at a table when alcohol is served. So if something is served I can't sit there. To add to that, a holiday we don't celebrate I don't join these activity either."*

**Is language a barrier of getting into contact with different groups?**

Besides cultural and nationality differences residents and professionals also mentioned language as a barrier of mixing between groups. Two residents specifically mentioned they think it is sad that neighbours do not respond to them greeting the other. They could not understand why. I sensed some irritations here.

*"In some situations it is the language that cause no mixing. When you say hi to everyone here, not everyone says hi in return. This is because of the language*

**What are the different processes of receiving a house?**

The process of receiving a house in the neighbourhood was something I was interested in, because it occurred to me this influences the way neighbours interact with each other.

Woonontwikkeling Vredeoord is designed to be a child friendly and green neighbourhood where neighbours look after each other and can develop themselves. The houses are designed to stimulate social interaction between neighbours. As mentioned before, Trudo decided to merge different types of households together into one neighbourhood because of their vision. Trudo believes the base for a social community is a neighbourhood with diversity and inclusivity and a reflection of our society.

Trudo decided that everybody, so residents renting, buying and building within a CPO, should apply by motivation to receive a

*barrier. Not because people don't want to or are unkind, I think."*

*"I also don't know people well. I find this super unfortunate, they don't say anything. I don't understand why."*

**The different types of households do not blend together**

Both participants from the social renting houses and CPO houses mentioned the different households do not mix well all the time.

*"There is quite a mix of buying, renting and CPO houses here. You notice that people from the owner occupied houses are less involved in the neighbourhood".*

*"The ideal picture that has been sketched was too good. However, this was just not sketched properly. As a result, you have created polarisation between social renting and buying. Those two groups are pointing at each other. Because of this, negative things have happened, and are still happening."*

*"You do notice a difference between renting and buying. People from the owner-occupied houses clump more together more."*

house. In this way Trudo could select people who match their concept. Unfortunately, there were not enough candidates to fill up all houses. Therefore, Trudo had to come up with different ideas to find residents for the remaining houses. The interviews gave insights in seven different processes of how people were able to find a house in this neighbourhood, they can be found in figure 38 too.

Four participants mentioned that these different processes of receiving a house created different groups in the neighbourhood. Two professionals said this too:

*"There is a contrast between people who moved here deliberately and those who were conscripted. The method of placement has also caused a split between the neighbours."*

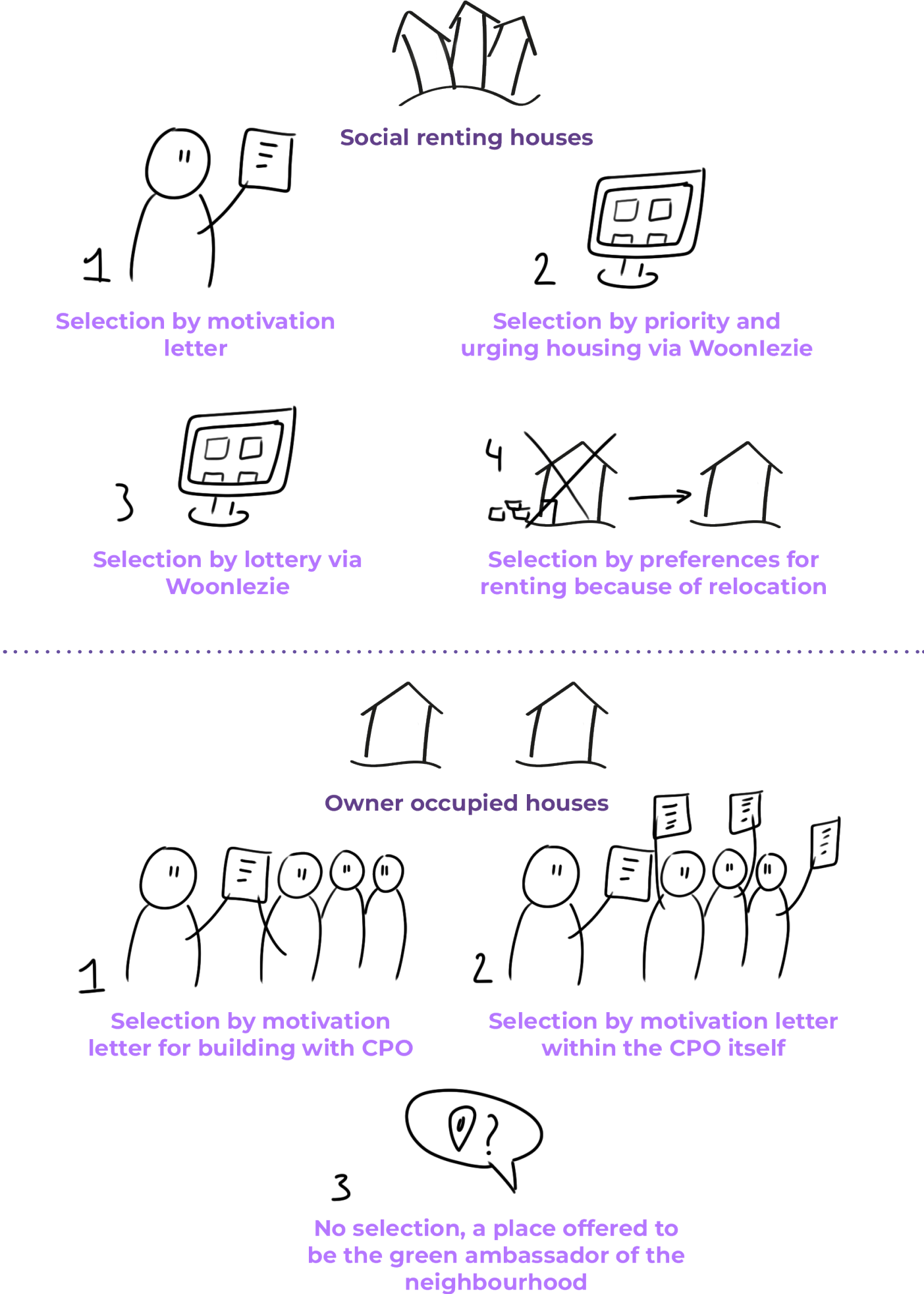


Figure 38 Visual summary of the different ways of receiving a house found during the interviews



## Social renting houses

### Selection by motivation letter for social renting

There were houses where people needed to write a motivation letter. The selection of these houses were based on the motivations that matched to the concept of Woonontwikkeling Vredeoord. One participant explained they were very happy when being selected:

*"I am very grateful that everything worked out. I really had to cry with happiness because I was chosen."*

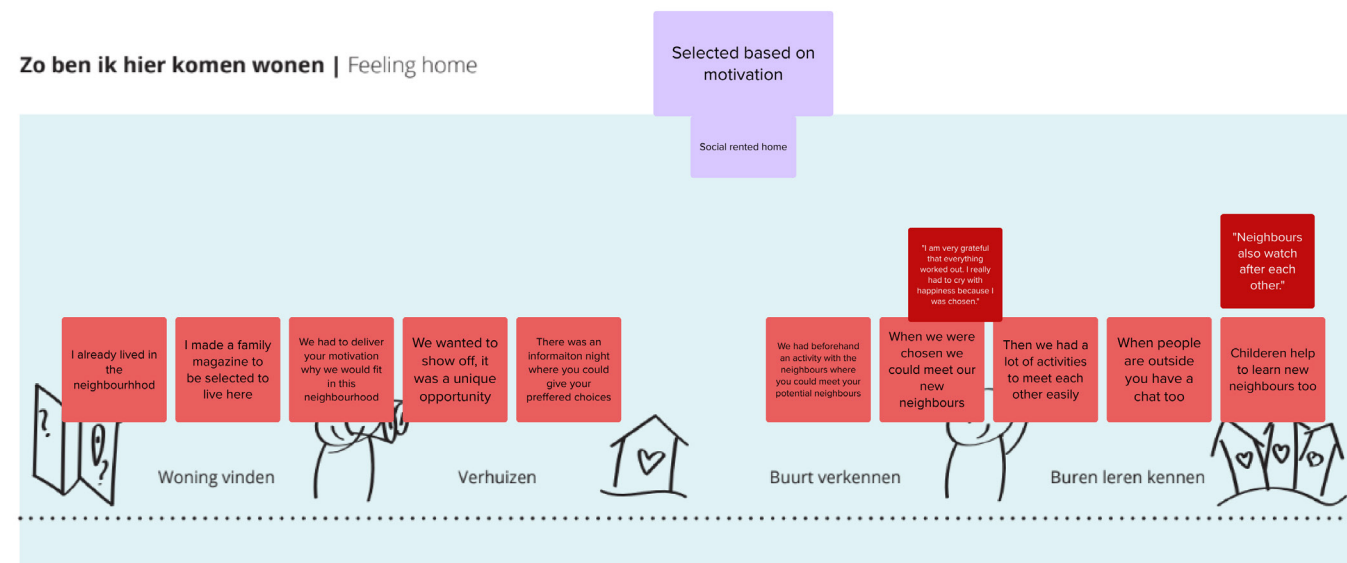


Figure 39 Timeline of the moving in process based on a motivation letter for social renting

### Selection by lottery for social renting

A part of the social renting houses were put online on Woonlezie. This rental website selected people based on lottery and their sign up time.

*"We entered here via Woonlezie. My son helped us getting the house. For a long time he searched every day again for a house for us."*

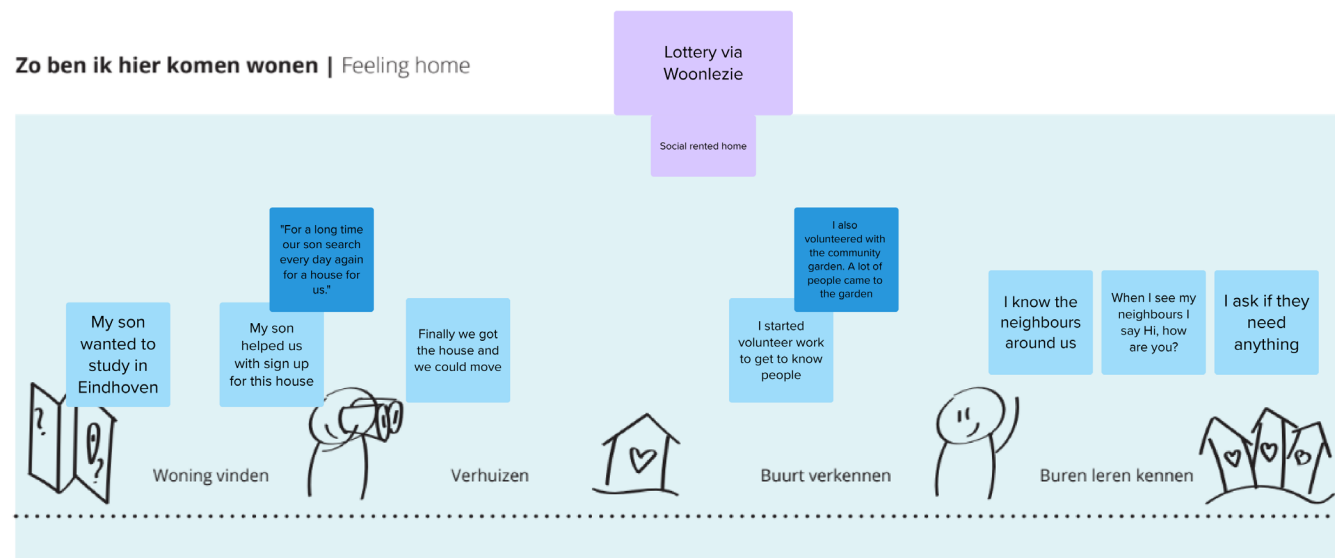


Figure 40 Timeline of the moving in process based on a lottery via Woonlezie

## Selection by priority and urgency housing

On the same rental website people who have priority urgency in housing could also sign up for the renting houses in Woonontwikkeling Vredeoord. The employees of Trudo gave me some examples why people had priority in the lottery: families of refugees, single mothers with a large family and people who are not able to live in their current house anymore because of e.g. domestic violence. I spoke to one participant who received the house thanks to this.

*"I came to live here via lottery of Woonlezie. I was a single mom with 6 children, so I had urgency."*

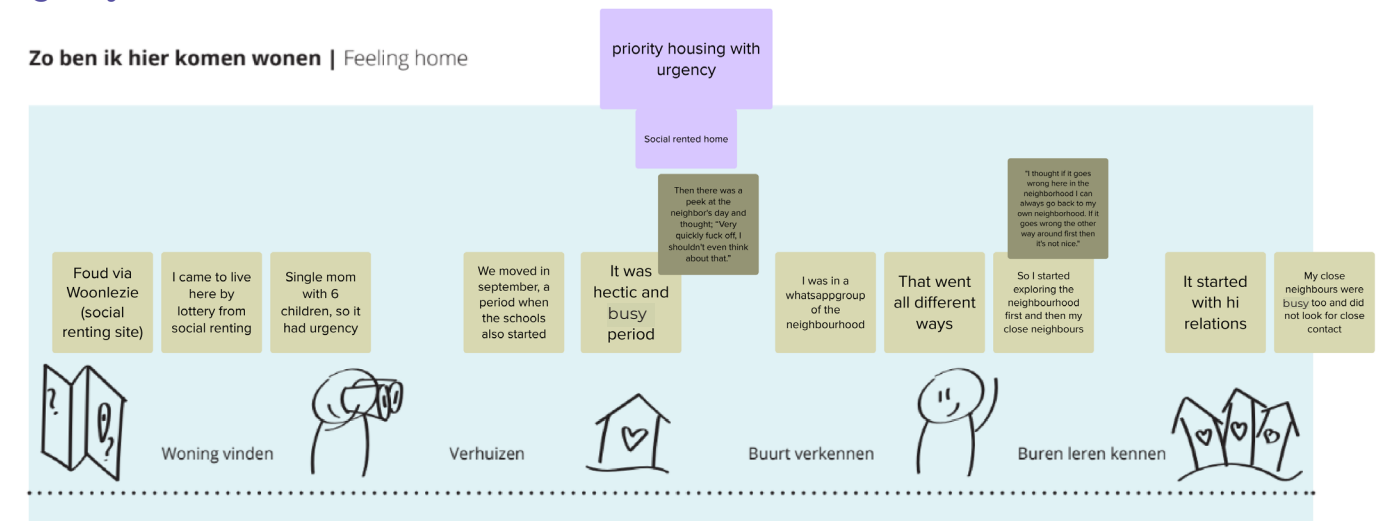


Figure 41 Timeline of the moving in process based on priority and urgency housing

### Selection by preferences for social renting

A big part of the already existing houses in Woensel West needed renovation or were demolished. There were also people who already rented such houses from Trudo. Because their houses had to be demolished, they were asked by Trudo about their plans for the future. There was room for some renters to be placed in Woonontwikkeling Vredeoord, they could pass on their preference for these houses. Trudo selected some people based on these preferences.

*"We were one of the first ones that could chose between the houses. We wanted a house at the corner, so you have a bigger garden and a window on the side. This house was our number one. We have had a lot of luck receiving it!"*

*"I had actually chosen another house here in the neighbourhood, but someone who needed more space had to move in there. That was fine and then I chose this house."*

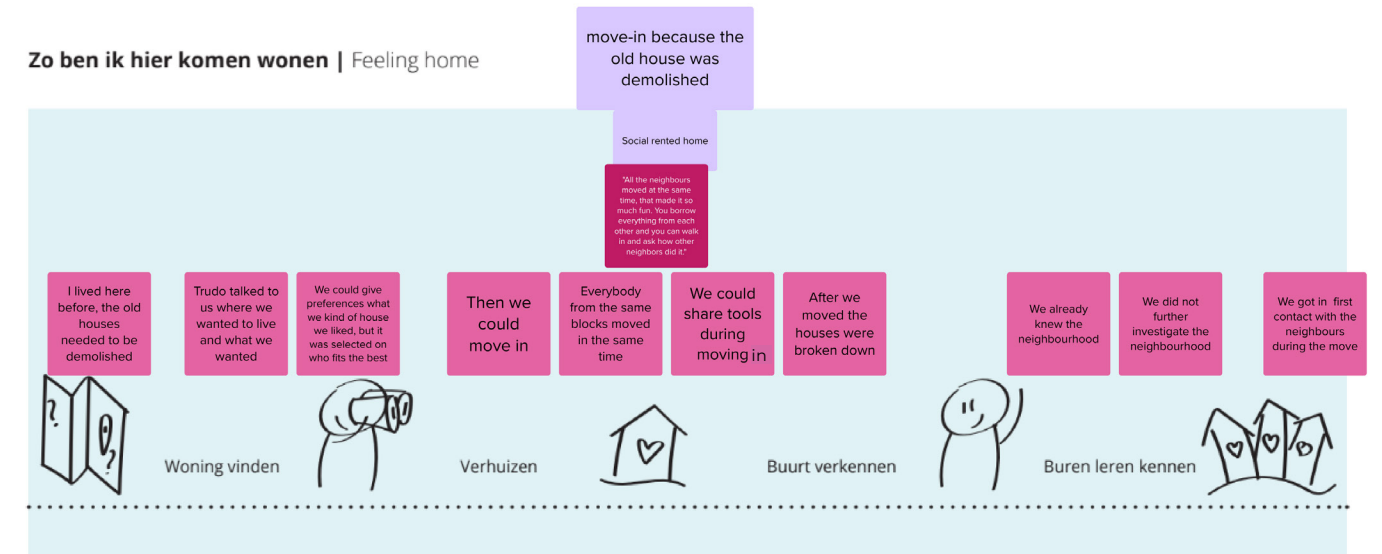


Figure 42 Timeline of the moving in process based on preferences for social renting



## Owner-occupied houses

Besides renting there are also houses which could be bought. I did not speak to people who bought houses which were built by Trudo. Luckily I did speak to different CPO groups.

### Selection by motivation letter for building your own house with a CPO

There was room for CPO projects in the neighbourhood too. Here a group of e.g. 4 households together built their four dream houses. The selection of CPO projects was based on motivation letters too. Their houses were build and more CPO's choose to have the last things done by themselves. Thereby they were very busy working on their own houses at the beginning of living in the neighbourhood.

*"There was an information night, but no CPO group yet. So we gave a pitch and created a group to realise our plans with"*

*"We were still very busy with building our own house in the beginning. After that we could look around and meet fellow neighbours."*

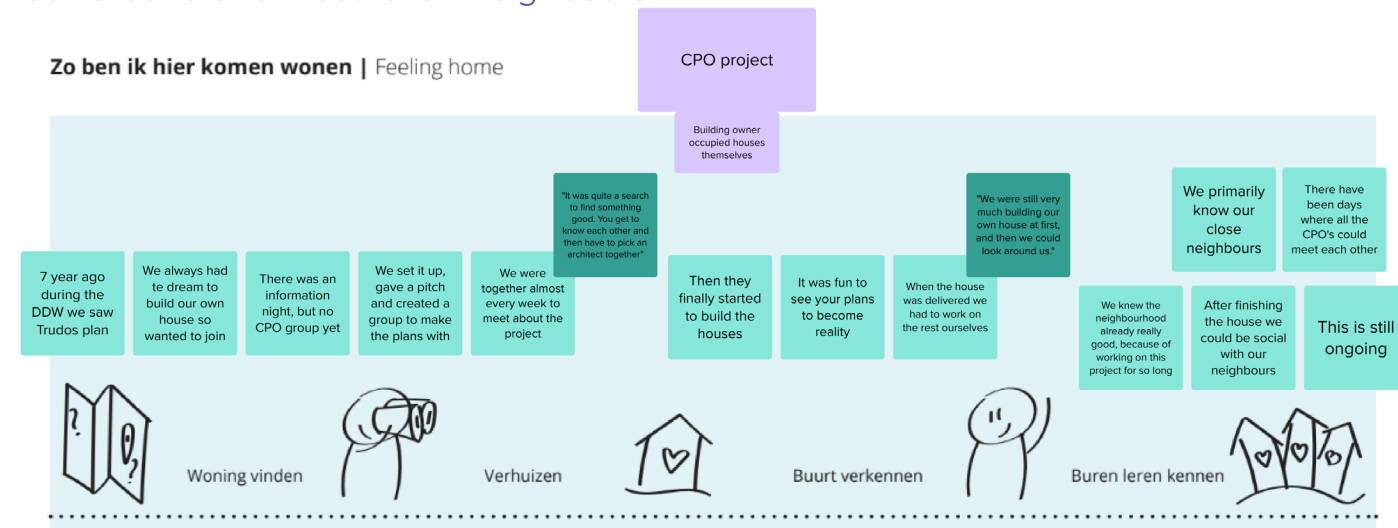


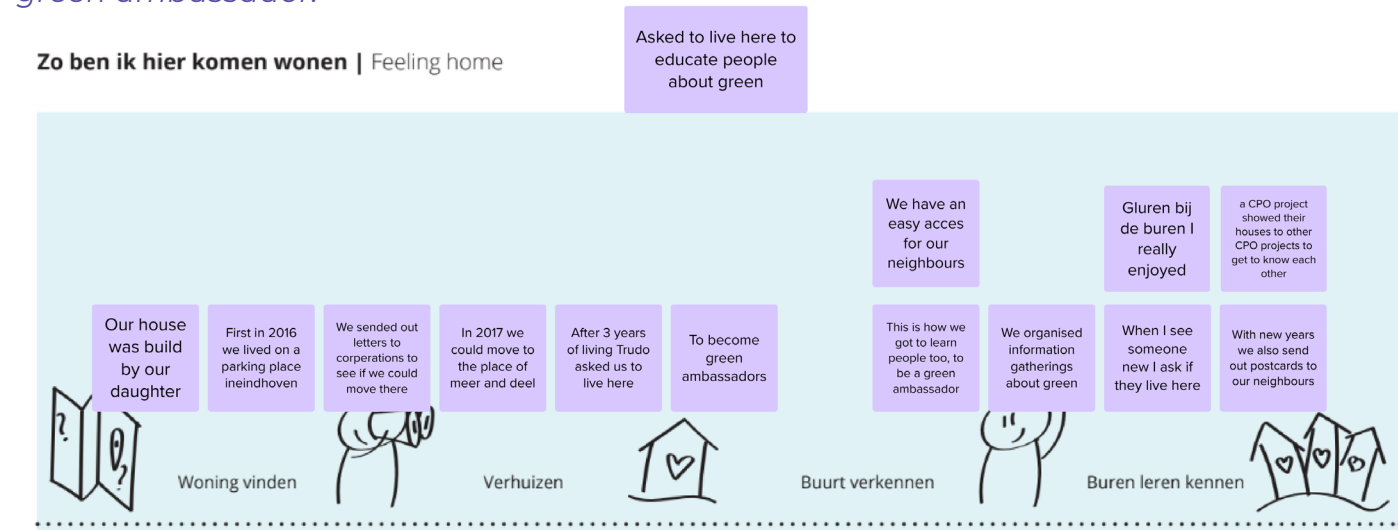
Figure 42 Timeline of the moving in process based on a motivation letter with a CPO

### No selection but a placed offered to be green ambassador of the neighbourhood

Another remarkable participant was the green ambassador. They were asked by Trudo to live in Woonontwikkeling Vredeoord to inform neighbours about green and teach them how to adapt this into their gardens and houses too. They were offered a central place in the neighbourhood so neighbours could easily enter their house to ask them questions.

*"In 2017 we could move to the place of Meer&Deel. After 3 years of living Trudo asked us to live here and become green ambassadors."*

*"We have an easy access for our neighbours. This is how we got to learn people too, to be a green ambassador."*



56 Figure 43 Timeline of the moving in process based on being the green ambassador

### Selection based on motivation within the CPO community itself

An interesting CPO project is Meer&Deel. This is a CPO project consisting of 40 households. Working together in such a big group as CPO is not seen very often. They work closely together and have built their own community in the neighbourhood. Besides their own houses they also share spaces like guest rooms, laundry rooms and a craft building place. Their vision is to live together and share things together too.

*"I think everyone here is happy. Everyone feels like they have chosen well."*

*"It took a lot of time and emotion. And a lot of meetings, it's not nothing. You also don't know in advance what you can expect in such a big CPO. Which is better I believe. ... Now that we are living here it is perfect, but there were days I was thinking what did we get into?!"*

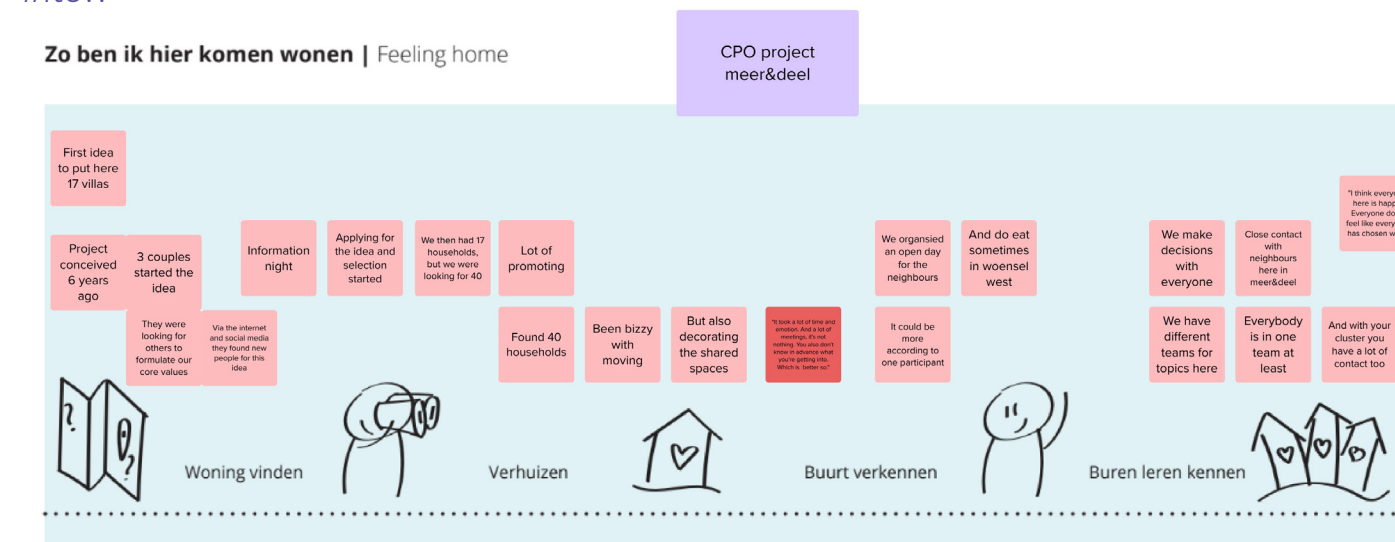


Figure 44 Timeline of the moving in process based on a motivation letter within a CPO

## How do you keep contact with your neighbours?

### I feel we are open and help each other, but not everybody experiences this the same

Four participants emphasised that neighbours look out for each other and give support when needed. Some participants explain to me they experience their neighbourhood as really open too. Me as a researcher experienced this too, all participants were happy to talk to me and welcomed me in their house. Even when one participant was running late from work the children let me in so I could wait inside:

*"Oh you can just come in and wait here, that is no problem!"*

*"All the neighbours look out for each other, if there is something we need help with we can say so. They think along if there is something. Even if you need an egg they put it in our group app."*

*"It is very peaceful though. Everyone talks to each other and you have conversations outside."*

However, not everyone experiences this openness to everyone the same.

*"The people who live there - pointing to CPO house -, they did an open house. It was for this group of CPO people. Not for the people from the rental houses."*

### I have primarily contact with neighbours next door

This statement is representative for all participants. They all explained the relation with most of their close neighbours is good, but with more distant neighbours they have less contact or they do not know them.

*"I have contact mainly with my close neighbours. This is around my block and by the garden."*

*"I have the most contact with my neighbours next door. There is no fence. When you build together, you get to know each other quite well."*



### Do you see the differences in the high and low fences? This influences how you interact with your neighbours

A professional said this statement and explained to me that there are stricter rules for the social renting houses than the CPO houses regarding their gardens. The rented houses are not allowed to put high fences around their garden, but the CPO houses are. Having different rules for different houses can already create different groups.

Despite the rules, some people raise their fences around their garden to have more privacy. This is the opposite of the idea behind Woonontwikkeling Vredeoord. One participant living in CPO Meer&Deel also mentioned that the openness influences how you interact with your neighbours. When seeing and knowing each other you experience less irritations:

*“What strikes me is that when I lived in a different house I could be bothered by the neighbours, because I did not see them. And here I experience this less, it doesn't bother me. When there's a fence between us, it's very different. Here we can see each other.”*

### Conversations with neighbours take place on the street and by WhatsApp

The communication between neighbours mainly goes through physically interaction, seeing and talking to each other outside, and WhatsApp. There are also facebook groups and some neighbours use mail to get in contact with each other too.

*“I always say hello, how are you and then we talk about life. People are good here, it's friendly living here.”*

### After work I am too tired for interaction with my neighbours

One participant mentioned she does not search for contact with their neighbours, because usually she is too tired to interact with people after work.

*“I don't see a lot of people because I am often indoors. When I come home I'm tired and then I sit at home.”*

### Not everyone has a good relationship with each other

Not every participant experiences good contact with every neighbour. More participants mentioned the language barrier as a source of not talking to everyone. They mention this also depends on the person itself, if people are open to neighbours or not.

*“Not everyone knows each other. I know, e.g. my neighbours don't know each other, they probably don't care either.”*

Three participants specifically mentioned that they do have a bad relationship with some neighbours. Their stories match the stories of other participants who told about tensions in the neighbourhood because of children causing a nuisance. These participants had bad contact with these children. This tension will be elaborated on more in the tension section.

All the insights of this research question are summarised in figure 45.

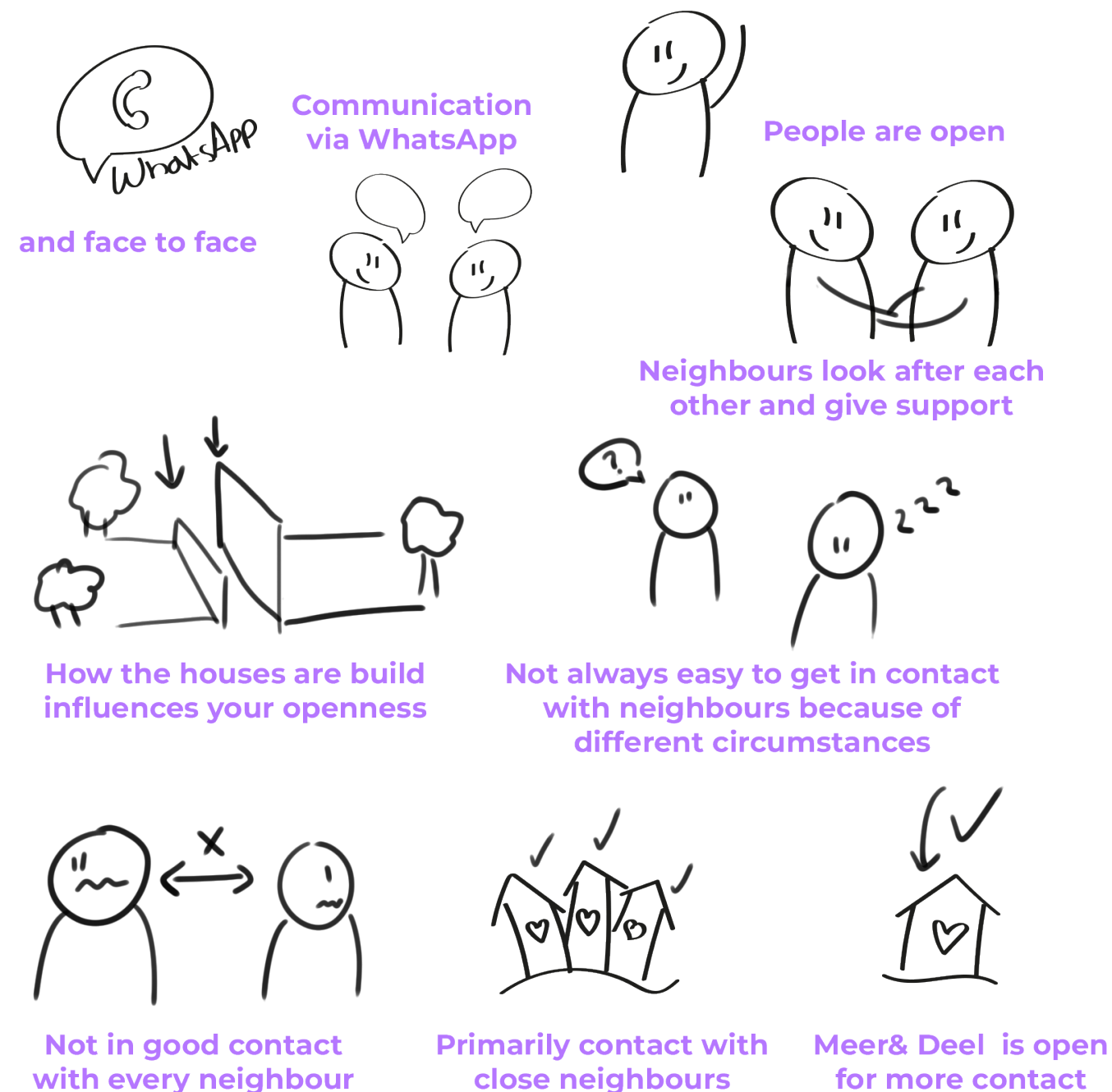


Figure 45 Visual summary of ways of contact between neighbours

## What is your favourite and least favourite spot in the neighbourhood?

### My favourite spot in the neighbourhood is my house/garden

All participants answered the question about their favourite spot in the neighbourhood either with their own house or garden. For me this was an interesting insight, in a neighbourhood where openness is one of the key points, still people choose their own house as favourite spot.

*“My own house is my favourite spot. I enjoy it every time when I am coming home.”*

*“My own house is my favourite spot of our neighbourhood since we built it together, me and my girlfriend.”*



### I am content with the facilities here in the neighbourhood

Participants called the facilities in their neighbourhood one of their favourite things too. The facilities they mention capture a broad range from the medical care centre to the community shed (buurtschuur) and 'de looper'.

*"If I have to look outside my house, I would say in summer when you walk down 'de looper'. Then it feels like you're on holiday".*

*"I also like the green stroke. It adds something to the surrounding, it makes it less boring and static."*

### I'd rather not come outside when there is a nuisance or a fight

When asking to their least favourite spot different answers were given. Three participants explained to me there are specific children which create nuisance, when this is happening they chose being outside their least favourite spot.

*"In summer when the weather is very nice but very noisy outside I still keep everything closed. I have a very nice garden, but I don't sit in it very often because of the children it's too noisy. I really regret that."*

*"When people argue outside, it does bother you yes. But it's also a bit of the slang nowadays, that's not so much our thing."*

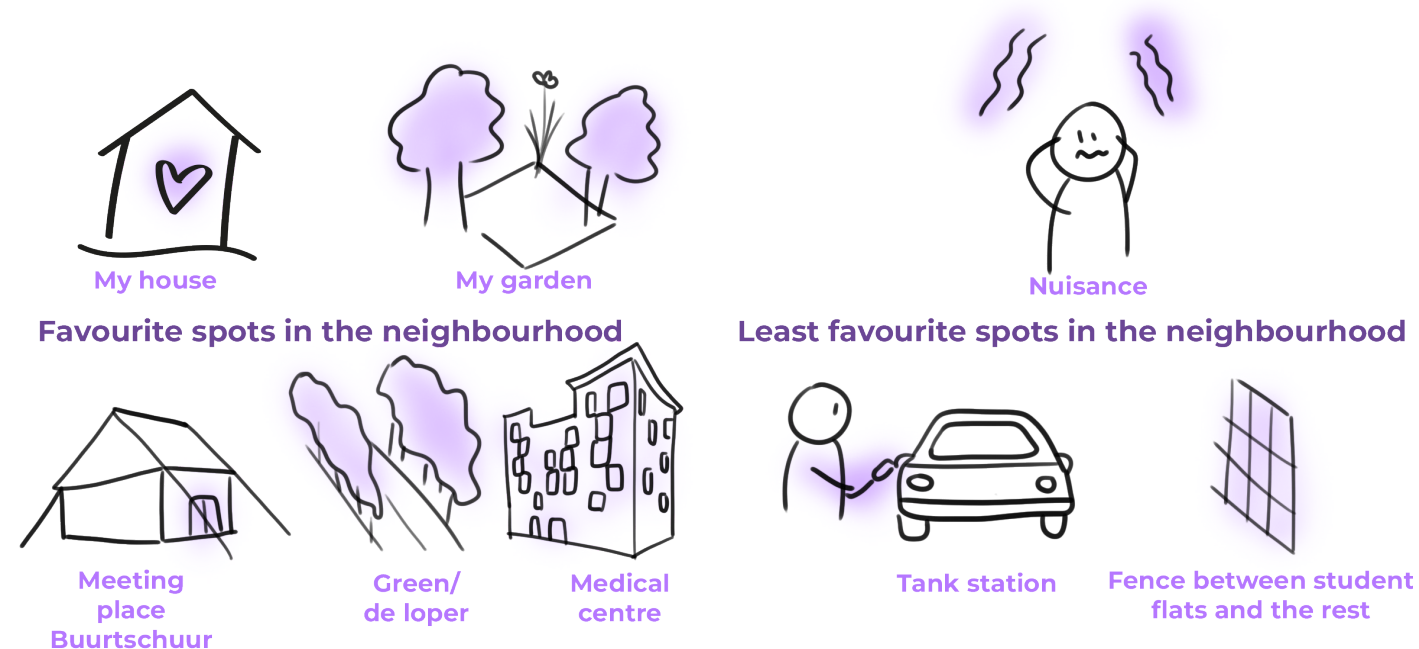


Figure 46 Visual summary of favourite and least favourite spots in the neighbourhood

## Are there tensions or annoyances in the neighbourhood?

As explained before, I was looking for tensions between opposing groups to let residents step into the others world. Therefore, the aim of the interviews was to discover tensions so a design direction could be found.

The participants mentioned there are tensions and annoyances in the neighbourhood. Not everyone mentioned or noticed the same tensions, but there certainly was overlap between the stories told. The tensions mentioned differs in intensity. It is remarkable that the professionals see some tensions as a bigger problem than the participants itself.

### It was a new neighbourhood, so everybody was new and not used to each other which caused conflicts

One participant mentioned that there were more tensions in the neighbourhood when people just moved in. According to this participant these tensions arose because neighbours did not know each other and did not know how to interact. This was the same for children. Normally the parents could handle arguments well, but especially in the beginning it was a source for fights and disagreements.

*"When we moved in at the beginning there were still sometimes fights or disagreements between people. Then neighbourhood cops would come too."*

### The different ways of receiving a house cause frustrations due to the different expectations about interacting with each other

Another tension what is mentioned by participants is the way people were selected to live in the neighbourhood does cause some tension. As explained before there were different ways of receiving a house in the neighbourhood. All the CPO projects are let in by solicitation, but for the social renting houses the processes differed. Not all people who live in the houses via Woonlezie were informed about the concept of Woonontwikkeling Vredeoord. This already

led to both creating different groups in the neighbourhood, as well as tensions growing between neighbours, because of different expectations about interacting with each other.

There were some participants I interviewed who were happy they found a roof above their head. They have a lot of things on their mind to keep the daily life running. For them interacting with neighbours is not the priority.

*"We moved in on September, the same period as the schools started. I was a single mom of 6 and also had to finish my study at that time. It was a very hectic and busy period and then there was a 'peep at your neighbours house day'. Very quickly I thought: Fuck off, I can not even think about this at this moment."*

*"I don't see a lot of neighbours, because when I am home I am often indoors. When I come home from work I'm tired and then I rather sit inside at home."*

On the other hand, the people who received their house because they wrote a motivation letter want to build good relationships with neighbours. I heard different responses on the fact not all neighbours are as active as they hoped for. There were participants who could understand not everybody has the time and headspace for interaction with neighbours.

*"In my opinion it doesn't have to be obligatory, but it is nice when you want to meet people"*

There were also definitely some participants who were clearly frustrated about the fact that they have the feeling not everybody is open for interaction with them. These participants are (very) active in the neighbourhood too.

*"I also don't know some people well. I find this super unfortunate, they don't say anything. Then I think why?!"*



### **There are children causing nuisances, this leads to fights between neighbours**

A big tension in the neighbourhood that is mentioned by nine participants are children causing nuisances in the neighbourhood. This is mentioned in the results earlier too. First it was still a bit vague to me what type of nuisance they were talking about, because not all participants explained the type of nuisance the children were causing. There were however two participants that explained in more detail the incidents that happened, as well as the area coordinator. This nuisances differs from noise nuisance to mischief into its extreme. Examples are threatnings to neighbours, destructions during an activity in someone else's house, extreme mischief and actions involving drugs and stealing.

*"I do notice tensions in the neighbourhood. We have little boys who are going in the criminal direction and people have problems with that. Some people have even moved out because of these problems. These are the people with an own occupied house."*

*"Sometimes they put bricks above the gate doors, so they fall down when the door is opens..."*

Not all neighbours deal the same with this. Some stay quiet and inside their house when it happens. Others do want to give their opinion about it.

*"People have said something about it. From what I've heard it hasn't benefited much"*

*"One family specifically, will not connect with neighbours anymore. Someone has run inside their house and gone on a rampage. They want nothing to do with the neighbourhood since then."*

One participant mentioned that they are not on speaking terms anymore with some parents of these children because of the incidents. As mentioned before, the conversations with each other escalated, so the police suggested to ignore each other.

*"I say something about the fights and the rest don't. It is not about the children, it is about the parents. They don't even come and apologise. Then I'm like: what are these people? I call it a culture thingy and a parenting thing. When parents learn their kids this it makes it very difficult. Also because communication is not possible, they are denying that their child is doing it."*

Another participant sees the problem in what people are used to, neighbours do not have the same believes which causes these clashes.

*"They have a different style of parenting than is used here."*

Two participants had heated arguments with neighbours until the police had to come to calm down. However, they both mention they are not happy with how these conversations were closed by the police. They had to ignore each other after those conversations, which feels not good.

*"The strange thing is that there was no conversation with the parents. The police don't do that either. Having a conversation with each other with the parents would work better I think."*

*"The police don't do anything about it anyway. They think it's too small."*

### **There are neighbours who do not feel safe anymore to walk freely in their neighbourhood because of these incidents**

1 participant mentioned that there are neighbours who do not feel safe anymore because of some incidents that has happened with some children.

*"There are ladies here who no longer dare to walk the streets alone. You hear this through them. The question is whether it is because of the neighbourhood or the people itself. I think it's a bit of both and with them."*

This quote does feel double as you heard of the incidents explained above.

### **It really annoys me when people do not stick to the rules**

There are rules set in the neighbourhood such as not biking and driving on 'de loper'. There are quite a few residents not obeying the rules, this cause tensions between neighbours. The biggest one is cycling on 'de loper' and dumping trash on the street.

*"The cycling ... it was a kind of cold war. It started that the students put down some no cycling boards. Then it became a tree, then a fence and then another bigger fence. That's unfortunate."*

*"I cannot get my head around dumping trash on the street."*

### **Working closely together in a CPO caused not being on speaking terms with neighbours anymore**

There were some heated arguments between one household and the others of the CPO, which resulted in neighbours not speaking to one specific household anymore.

*"With that CPO, I know they won't say hi to each other anymore."*

### **I worry about my neighbours situation, but I don't know how to deal with this**

Besides the tensions between neighbours there are residents who worry about their neighbours situation. This is also clarified by a professional working among others with domestic violence cases. Neighbours can hear the fights in these houses, but don't know what to do with this. This also cause tensions because they feel unable to help.

*"There is noise pollution and tension behind the doors. Then, as neighbours, you don't really know what to do with that." - The participant was referring to the sounds of domestic violence*

### **The tensions in the neighbourhood cause tensions between board members of Wij Vredeoord**

The tensions in the neighbourhood does give pressure on the board members too. They think different about how to act upon the tensions, wich cause tensions and irritations between them too.

*"There is friction within certain groups and that also creates friction in the board. I think that is unfortunate. We are here for organising fun things, not everyone thinks the same way here. I don't think it is our role to interfere tensions. That creates two camps."*

*"I am more like: let's also solve the not so nice things as a neighbourhood."*

### **I don't think this is the right neighbourhood for your project**

One participant mentioned this is not the right neighbourhood to perform this graduation project. This is interesting, some participants were really excited about this project being held in the neighbourhood because they believe it is needed. Participants experience living in this neighbourhood really different and hereby the tensions too. They told me they can imagine it also differs where you live how you experience the neighbourhood.

*"I think this neighbourhood already knows and gets a lot. I think there are other neighbourhoods that need it much more. I don't really know what you can do here. Is that weird? I feel like a lot is already possible here!"*

*"I think if you ask people in that block -pointing to the other side of the neighbourhood- you speak to people who have more to complain about. It is also very dirty in front of their door, there are all kinds of papers and trash."*





Figure 47 Visual summary of different tensions in the neighbourhood

## What are the dreams for the neighbourhood?

As last part of the interview activity the participants had to write down their dream for the neighbourhood. Those dreams varied from social related dreams to facility related dreams.

### I want to see different cultures mix more

Five participants have the dream to see the different cultures mixing more. They do think the mix between cultures is not big enough right now. However, not everybody thinks the same about this.

*"We can only learn from each other, I really like that."*

*"Mixing cultures ... I personally think you are never going to be able to mix that. History shows there will always be differences. I think it's too lofty when you say we're always going to meet. I question if this is a realistic goal. I think it's fine right now."*

### I dream of a neighbourhood with no nuisance

Two participants mentioned they already like this neighbourhood a lot, except the nuisance. Therefore they dream of a neighbourhood without nuisance.

*"I dream of the neighbourhood as it is. Only the nuisances (noise, arguments, garbage) should be less or even absent."*

### I would like to get to know more neighbours

Four participants mentioned they dream about knowing more neighbours to have (more) people to talk to. Others mention they want to greet people and receive a response.

*"It is important for me to talk to neighbours."*

*"If you organise something for the neighbourhood then I know who live here and who I can talk to. Then the next time I know I can interact with you."*

### I would love to see us working better together with neighbours/professionals

Two participants mentioned they would like to see people collaborating well with fellow neighbours. They also wanted to see more interaction between the professionals working in the neighbourhood.

*"I like it when we can get along more." - referring to the neighbours*

*"I want residents to cooperate with professional parties more and better. I also think residents should be allowed to cooperate more in this."*

### I dream of a neighbourhood with more facilities

Other participants also mentioned facilities they would like to see in their neighbourhood. Most of them mentioned playground for children, but also more green, a supermarket, sports school and club was mentioned.



Figure 48 Visual summary of insights of dreams for their neighbourhood



## 5.4 Analysis of the results

The interviews gave rich insights in how both residents and professionals experience the neighbourhood. These insights capture a broad range, which made it more complicated to analyse. The clustered topics of the interview results were put together in one big diagram. They are linked at each

other to create an overview of what topics depend on and relate to each other. In this overview six themes were found as possible design directions. In figure 49 the process and six themes are shown. The original diagram with the found themes can be found in appendix 10.

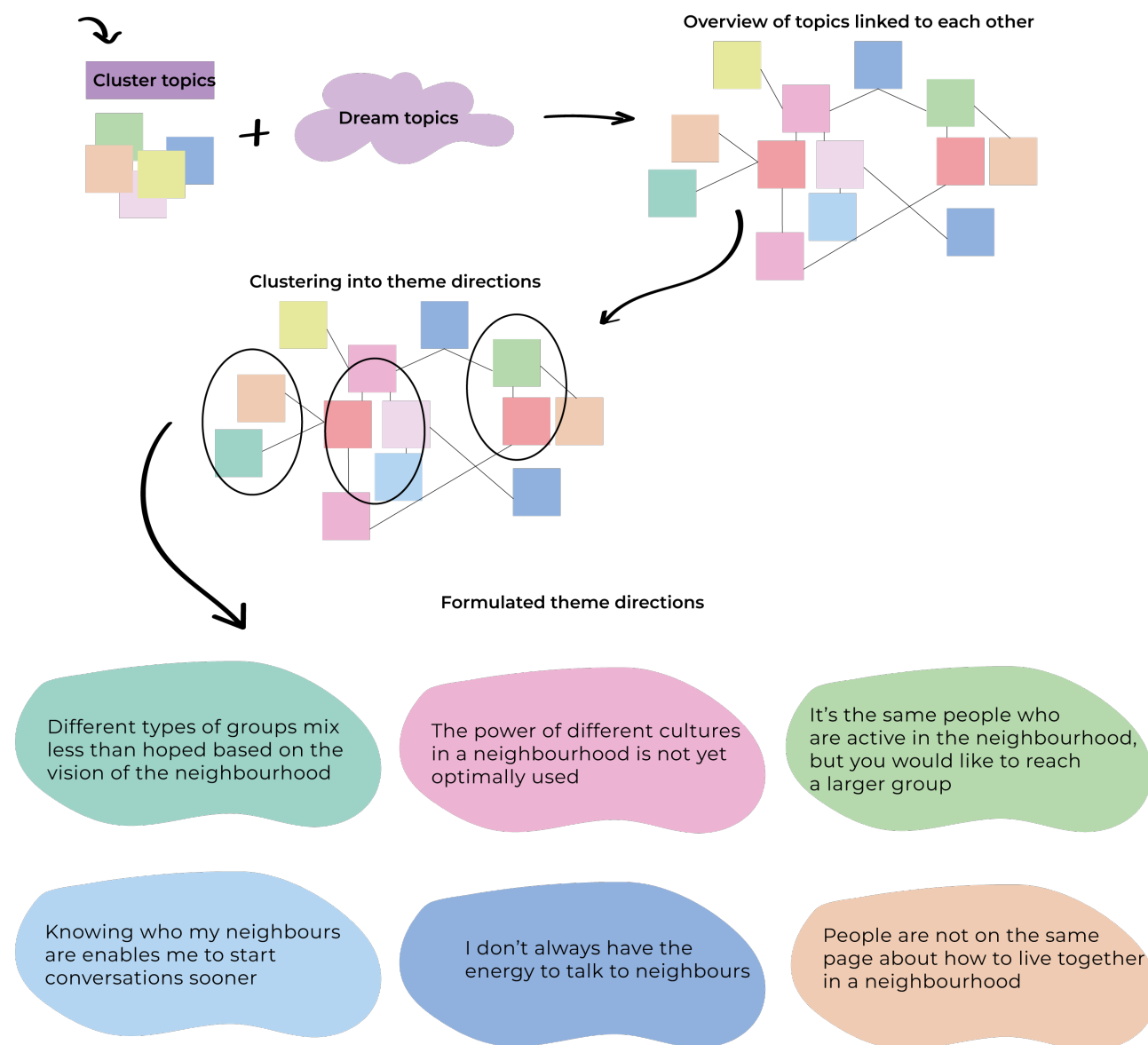


Figure 49 Visual summary of the process of finding themes for the design direction

### The difficulty with finding a fitting theme as design direction

It was however difficult to define fitting themes for this project. The experienced emotions of the participants were taken into account, but they were not the same for every participant or even experienced by every participant. The first round of formulated themes felt not representative. It felt some themes were only fitting half of the participants feelings and other themes were exploded too much and got more weight on then was fair based on the results.

Besides that there was difficulty with the most mentioned tension. Nine participants mentioned the children causing nuisance as biggest tension, but at the same time this was the most sensitive tension too.

The goal of this project is to let opposing groups step into each others world so they understand each other (better) and tensions can be decreased. However, if for example the above mentioned topic would be chosen, the children causing nuisances, it would not feel as fair opposing groups. It would be one or two specific families versus the rest of the neighbourhood, which goes against the aim of the project. Besides that, it is an extremely sensitive topic too. It involves vulnerable children and there are already several projects running within these families to help them. In any case it should be avoided that this project affect these projects negatively. This topic has multiple layers, making it too complex to work with without disturbing the situation. This makes the risk too high to negatively influence it.

An example of a theme that feels exploded is the theme of cultures not mixing well together. Half of the participants said that different cultures do not mix well together. The other participants either not mentioned it or explicitly said it is not about culture, but it has other reasons like for example the mix between the renting and owner occupied houses. Their opinions would have been ignored if this topic is chosen.

### The tensions found in this neighbourhood are either not as big or usable as expected at the beginning of the project

Because of this the words tensions and opposing groups does not feel good to use anymore in this graduation project. In this neighbourhood things have happened and still are happening which definitely cause tensions between neighbours. However, framing a topic for this project using the words tension and opposed groups would make the topic more exploded than it is experienced by the participants, which would fall short of the rich insights gained. Therefore one conclusion of the analysis of the interviews is that the tensions found in this neighbourhood are either not as big or usable as expected at the beginning of the project. There are no concrete opposing groups found in the analysis which can equally step into the others world.

### It is needed to rephrase the assignment to find a design direction

To come up with a design direction for this project it is needed to rephrase the assignment. Still there are interesting opportunities for this project, but the words tensions and opposing groups should be let out of the design direction. With all of the above mentioned points in mind themes were formulated. The themes found during the analysis are shown in figure 49 and are also listed below:

1. Different types of groups mix less than hoped before based on the vision of the neighbourhood
2. The power of different cultures in a neighbourhood is not yet optimally used
3. Knowing who my neighbours are enables me to start conversations sooner
4. I don't always have the energy to talk to neighbours
5. It are always the same people who are active in the neighbourhood, but you would like to reach a larger group
6. People are not on the same page about how to live together in a neighbourhood



## Different priorities cause different expectations of how to interact with neighbors

The combination of these themes made me come up with the following direction: The different types of groups living in the neighbourhood have different priorities in life, causing them to have different ideas about living together in a neighbourhood. The expectations and ideas of interacting with each other are not clear to and for each other. This makes the neighbours not being on the same page. Figure 50 summarises some causes why people are not on the same page about how to interact with each other.

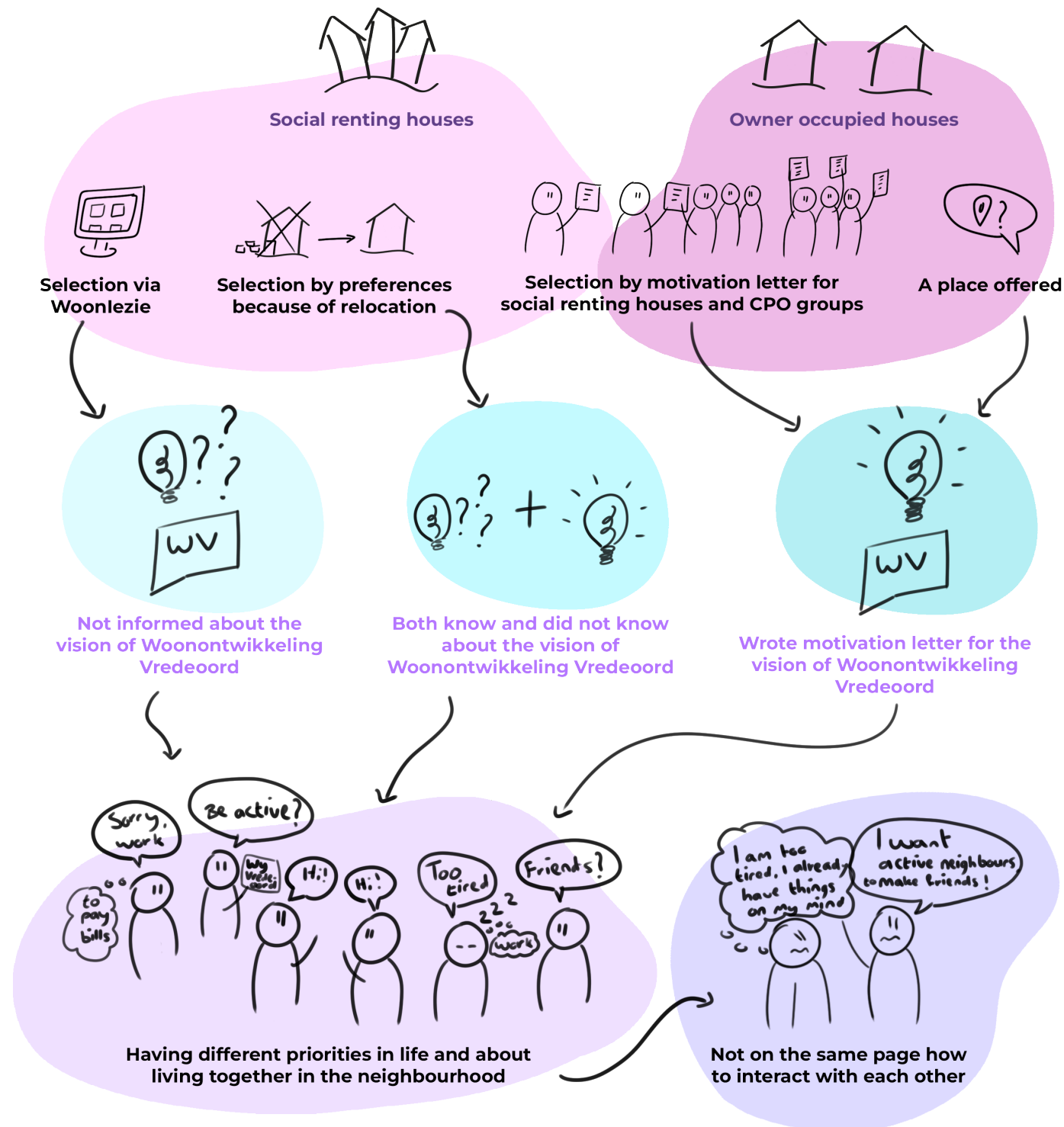


Figure 50 Visual summary of a few examples given that cause why people are not on the same page about how to interact with each other

## 5.5 Take aways

When the expectations are not on the same page, the gap between the active residents and less active residents could become bigger. This makes the step to meet people to interact or to become more active even more difficult. The interviews also showed that when residents continually have different ideas of living in the neighbourhood it can cause an increasing tension. Some participants did not understand why others do not participate or respond to organised activities. This misunderstanding can become worse if it happens for a longer period.

### A change in the design direction; lowering the threshold to interact with each other

As already mentioned, there are different ways why and how people moved to this neighbourhood. Some are just happy to have a safe place, others came here to build their dream house. Again others came living here to have contact with neighbours and built a community and yet others want to live in a green neighbourhood where their children can play freely in the streets. So the reasons differ per household and

depends on the priorities in their life at that moment. Because of these different reasons and priorities in life, they also have different ideas about living together in their neighbourhood. For some neighbours only saying hi to their fellow neighbours is enough, others want to build a life time friendship and yet others want to build a community where people interact, help and share with each other. Some participants mentioned they feel sad not everybody is active and that they are always the neighbours organising activities. Another participant mentioned to not have the energy to talk to neighbours after work, especially if she do not know the other yet, because this takes even more energy. All these expectations are quite opposite to each other. However, in the end both type of participants mentioned it would be good to know more people to lower the threshold to interact with each other. So the question is now; 'How can we lower this threshold to interact with each other and how can we create understanding of the different priorities of residents living in the neighbourhood? And if a solution is found, can this be widely used in other areas too?

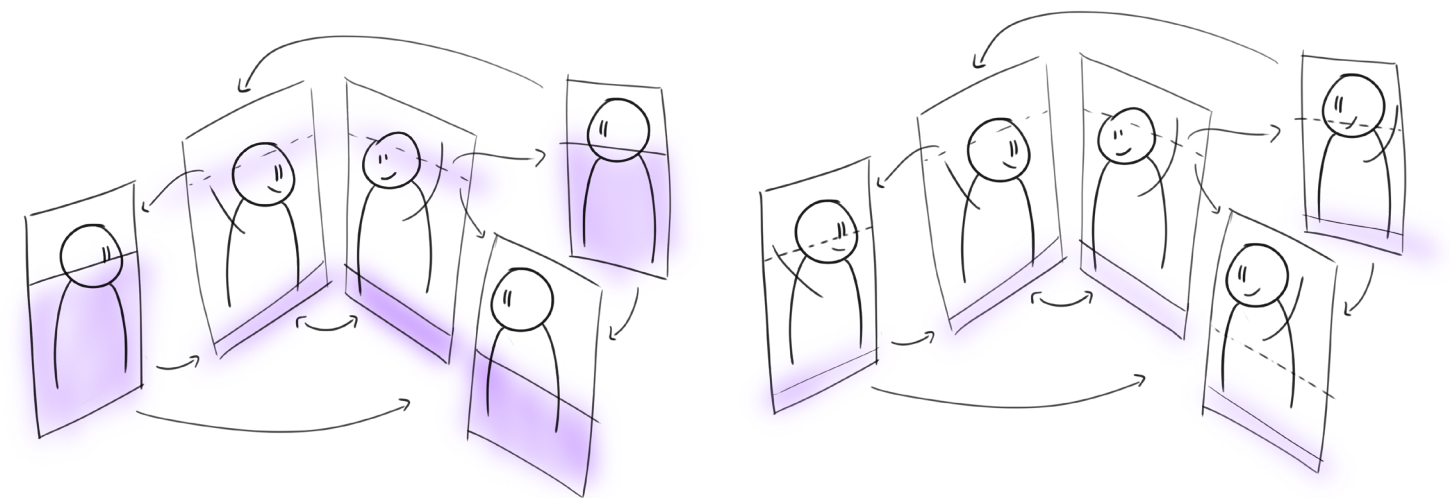


Figure 51 Lowering the threshold to interact with each other as the new design direction





This photo shows the interaction vision of this graduation project

Photo by AD

## 6. Define: design direction and design goal

This chapter describes the formulated design goal and interaction vision based on the new design direction of the previous chapter. Based on this design goal and interaction vision ideas can be generated, which will be elaborated more on in chapter 7.

The design goal shown in this chapter has have several iterations before becoming this one. The difficulty with formulating the design goal was finding the right words to explain the goal. Since almost all interviews were in Dutch, the design goal was first formulated in Dutch. However, this lead to a wrong translation of the first version of the design goal. For example the words 'mutual understanding' were used but they had a different meaning in English than in Dutch.

It was meant as the presentation of the different opinions are shared in a same way so that they are equally expressed and not that the first story has more wrong or right than the second story. Only later I found out that mutual understanding in English does not mean 'gelijkwaardig begrip' in Dutch, so this caused confusion in the first versions of the design goal.

Another difficulty with the design goal is that all different ideas about living in the neighbourhood are not worse or better than the others. Someone can live in the neighbourhood for building a community and a good relationships with their neighbours, but someone else can live in the neighbourhood for comfort and does not have te need to speak to neighbours, where another lives in the neighbourhood for safety and the opportunity to be financially stable because of the lower rent prices in the neighbourhood. These motivations vary on a broad range, but all these ideals of living in Woonontwikkeling Vredeoord are okay. Therefore using the words to interact with each other in the design goal is not correct for those who do not want contact with their neighbours.

Because of these reasons the design goal had several iterations, these are shown in appendix 11. As explained before only the final version is shown in this chapter.

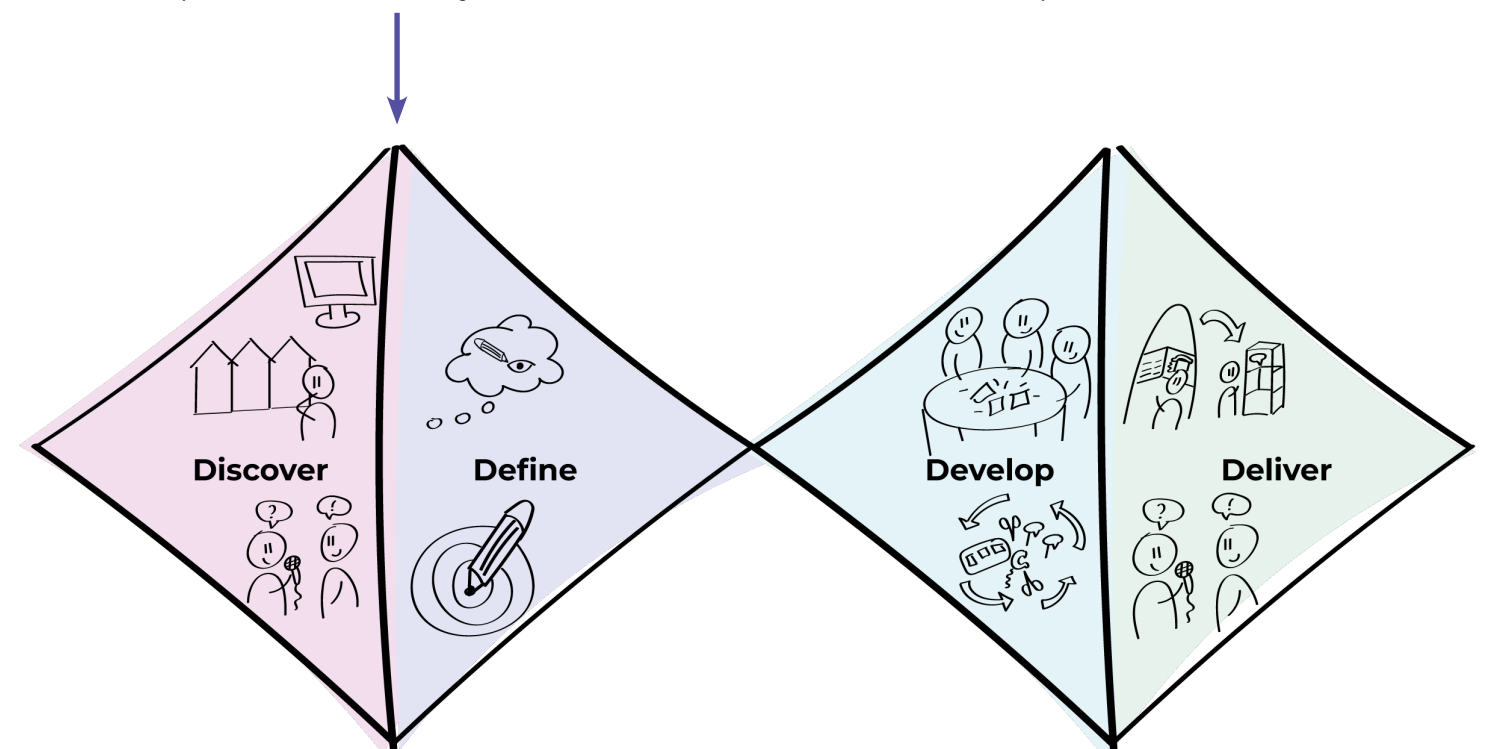


Figure 52 The arrow shows that this chapter describes the define phase of the design process



# 6.1 Design goal

The formulated design goal is based on the analysis of the interviews and information gathered during the discover phase. After several iterations, which can be found in appendix 11, the final design goal is formulated as the following (also shown in figure 53):

“I want residents of woonontwikkeling Vredeoord open up to the variety of flavours of living in Woonontwikkeling Vredeoord.”

Opening up is the wanted effect and the variety of flavours are the stories of the residents. The words open up circles back to the project goal of designing an intervention for (a part of) the Empathic Journey Framework of Spek et al. (2024). The desired effect is focussing on the first part of the framework, namely a ‘guide to opening up’, see figure 54. How this fits and can contribute to the process will be elaborated more in chapter 8.5.

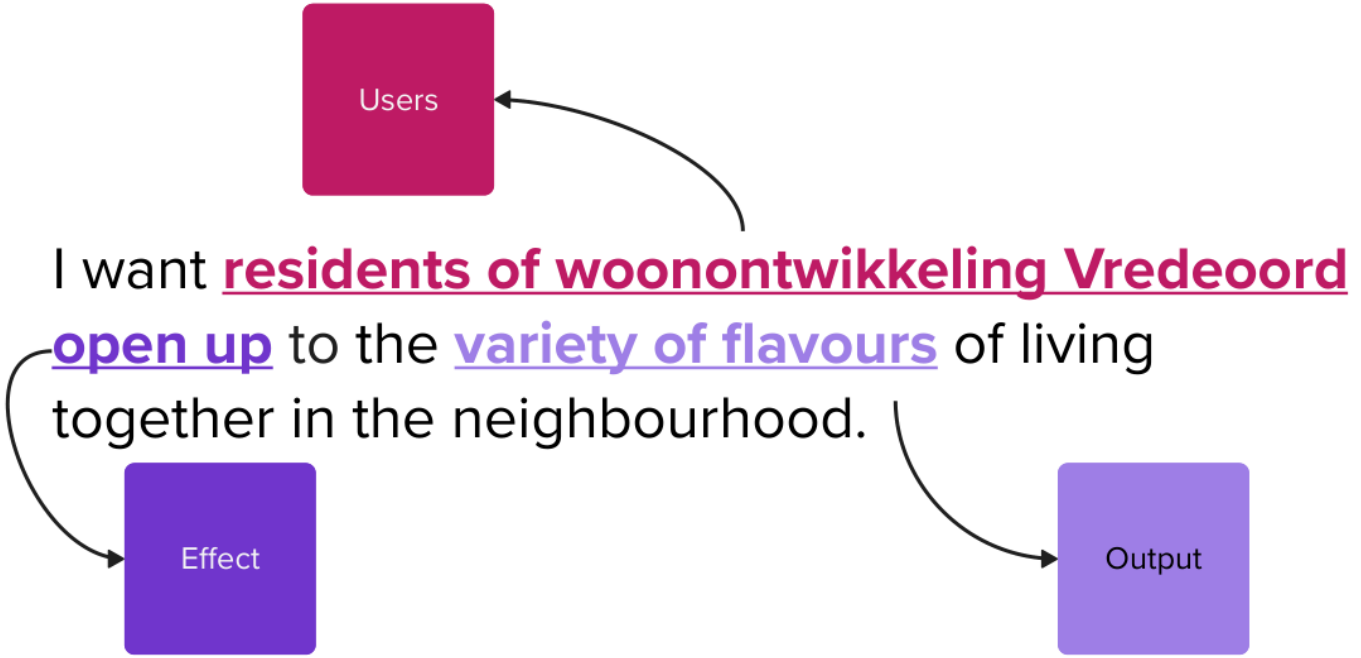


Figure 53 A visual explanation of the final design goal of this graduation project

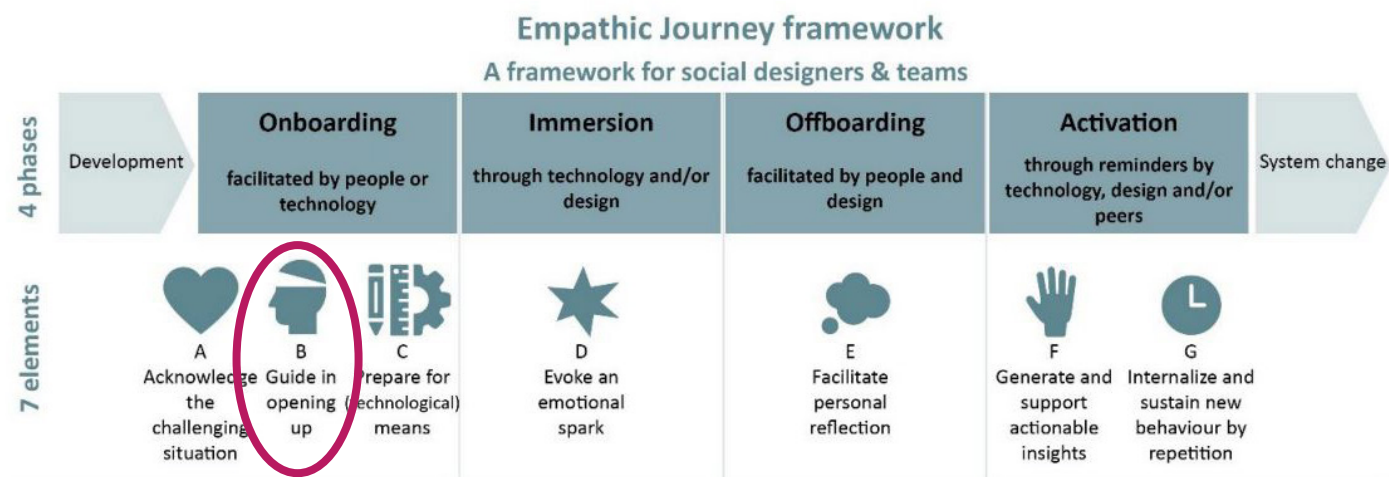


Figure 54 The design goal focusses on phase B of the Empathic Journey Framework

# 6.2 Interaction vision

To make the interaction of the intervention more tangible I used an interaction vision. The intervention should create the feeling of a positive surprise. It should feel unexpectedly cosy and enjoyable to create a spark with other neighbours when leaving the intervention. Based on the design

goals the following interaction vision is formulated: It should feel like going for a New Year’s swim on the 1st of January. The design should feel mysterious, open minded and intimate. See figure 55 for the interaction vision with its inspiring words.



Figure 55 The interaction vision visualised, showing people going for a New Year’s swim. Photo by In de buurt

**Mysterious:** it should create a spark and curiosity to enter/join to the intervention.  
**Open minded:** they should create an open atmosphere to listen to other stories/views/ideas without negative effects.  
**Intimate:** it should feel personal and safe to be able to express yourself freely.

**Conclusion of this chapter**  
Based on the design goal and interaction vision ideas can be generated. Chapter 7 dives deeper into the idea generation and iterations.





This photo shows the text balloons of Babbeloord as presentation of the develop phase

## 7. Develop: idea generation, iteration and concept direction

This chapter dives deeper into the generated concept ideas based on the design goal. First the ideas gathered during the interviews with participants are shown in this chapter. To receive more inspiration than my own ideas, an ideation session with other students is held. These ideas are clustered and further ideated on. Scenarios are created of which three scenarios are used as inspiration for the participants during the brainstorm session with residents of the neighbourhood. These scenarios are adapted with the new insights of the session.

One scenario is chosen as final concept direction and further developed into Babbeloord. To test the concept idea prototypes are built to gain insights on specific parts of the concept. The new insights are worked out into the final version of Babbeloord, fitting in Woonontwikkeling Vredeoord. Babbeloord is tested in the neighbourhood too.

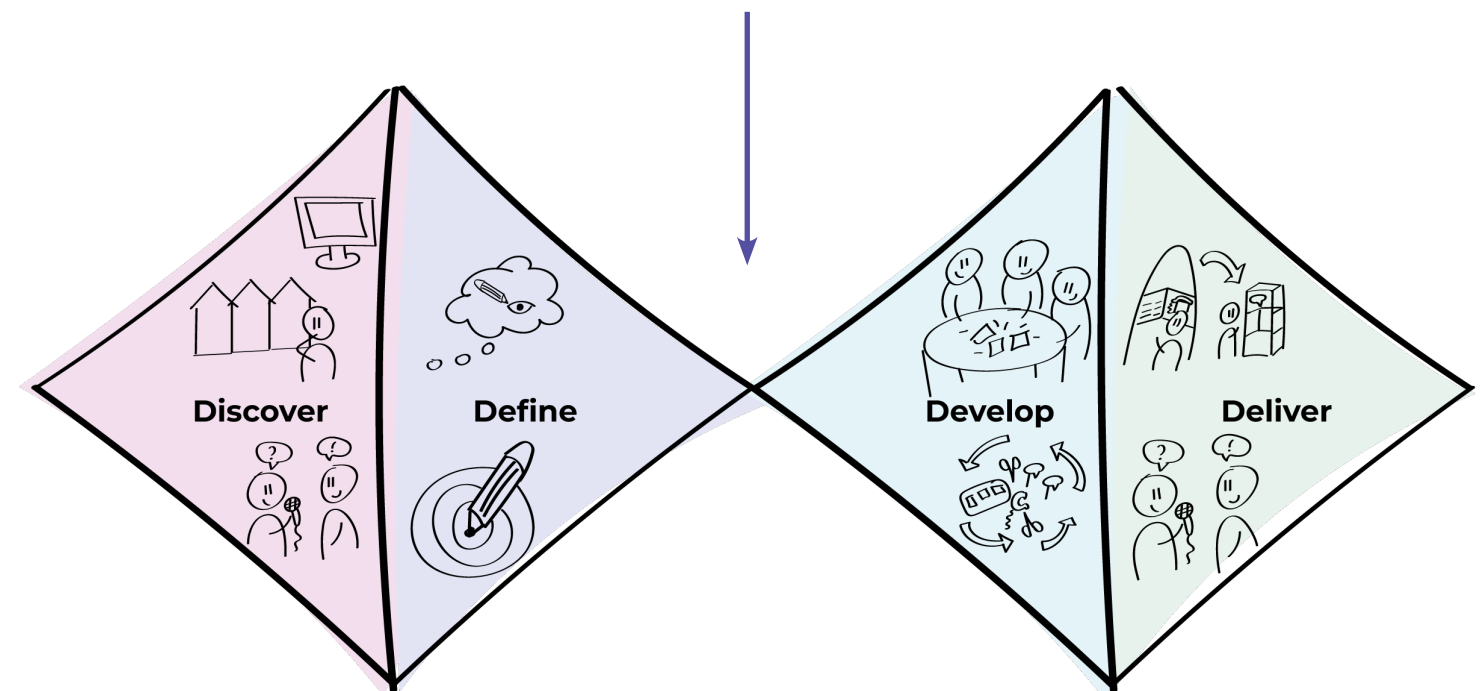


Figure 56 The arrow shows that this chapter describes the develop phase of the design process



# 7.1 What is done before?

## Bubble Games project

To get a feeling of the outcome of the first Bubble Games project I was invited by Jeroen van Erp to try out the VR film in the design studio of Fabrique in Amsterdam. What I liked about the movie was the immersiveness. Thanks to the VR technology

you are able to have a 360 degree view of the movie. Your perception about the real world is gone and thereby you have the feeling that you are literally in the world of the other. By experiencing this world yourself it makes te others perspective more understandable.



Figure 57 On the left I am experiencing the Bubble Games movie myself in Fabrique, on the right participants of the first Bubble Games edition experience this movie too (TU Delft, 2023)

## Immersive experiences in literature

The immersion of the video maked the experience impactful to me. This inspired me to first do some research about immersive experiences before ideating. According to Jennett et al. (2008) immersive means to be completely involved in an environment or activity. To add to that, Hansen and Mossberg (2013) defined immersive as ‘spatio-temporal belonging in the world that is characterised by deep involvement in the present moment’.

To broaden this deep involvement, there are elements with which multi factoring causes deeper perception of immersion (Han et al., 2024). Han et al. (2024) therefore defined immersive experiences as ‘the acceptance of one’s involvement in the moment that

is conceived through multiple senses, creating fluent and uninterrupted physical, mental, and/or emotional engagements with a present experience, with the ability to attain a lasting mental and emotional effect on the user post-experience’. Han et al. (2024) summarised, based on their literature review, the facilitators of immersive experiences into a conceptual framework. They describe the four elements in spatial -, social/empathic -, system - and narrative/sequential immersion. Spatial immersion works often best with low lighting and separation from the outside world. Empathic and social immersion is done by urging visitors to relate to new/ different cultures combined with the social experience of viewing them. Narrative/

sequential immersion is often done from combination of a sense of exploration and curated experience. System immersion is stimulated by social rules, like the quietness in museums (Han et al., 2024). Based on

this framework they created an immersive experience framework with design criteria to enhance the immersive experience, see figure 58. This framework is used as inspiration during the design phase.

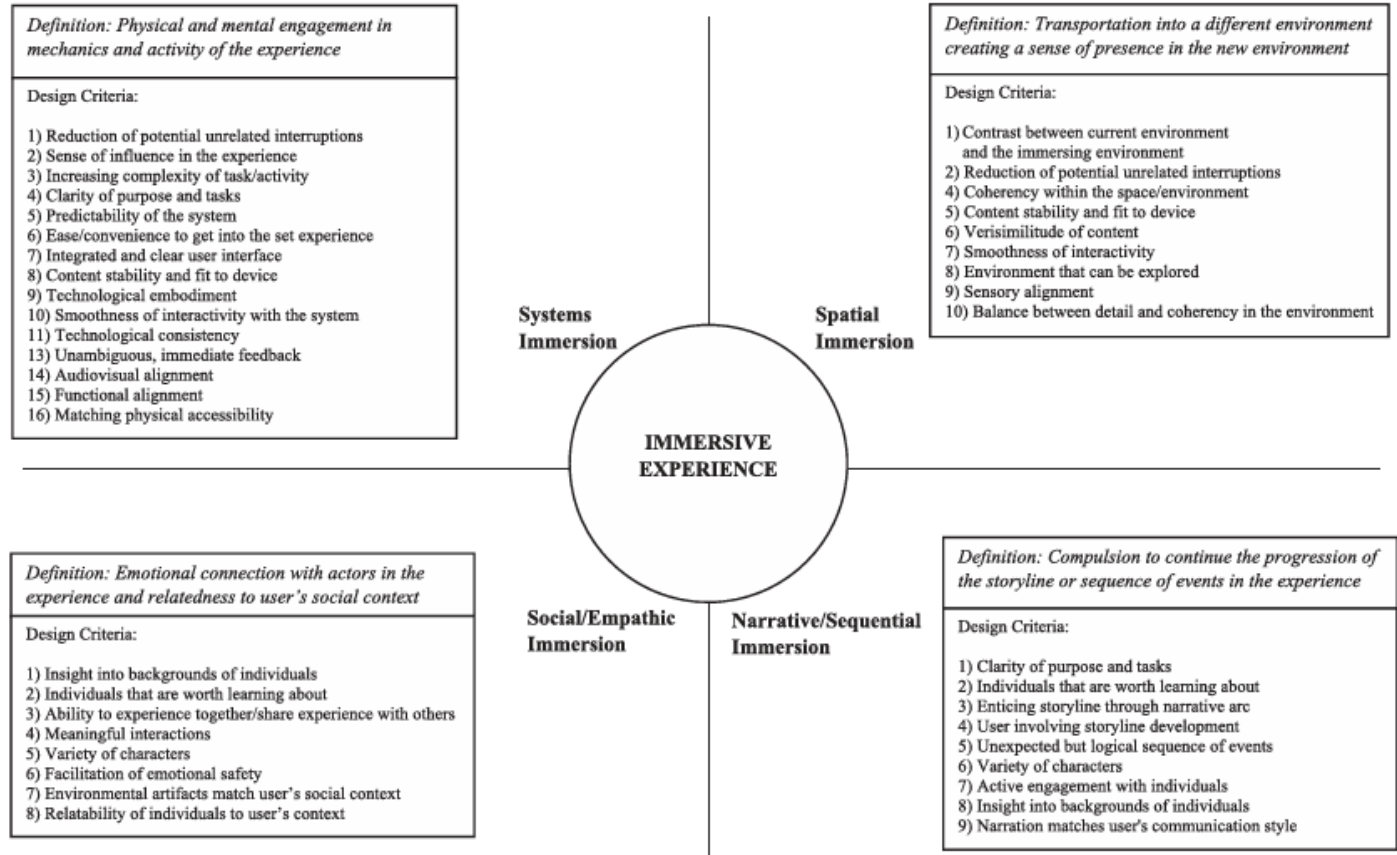


Figure 58 Immersive experience framework of Han et al. (2024) used as inspiration in the design process



## Examples of interventions designed for topics like empathy, immersive experiences and working in a neighbourhood

To collect knowledge about projects that have been done before on topics like empathy, immersive experiences and neighbourhood interventions a collage is created and shown in figure 59. This collage is used as inspiration for ideating.

The lilac notes show the inspiring aspects of the projects. The titles of the project and logos of the companies who created the designs are added to simplify further exploration. In the literature list links to these projects can be found.



Figure 59 Collage of examples of projects used as inspiration for the develop phase

## 7.2 First ideas

After the different forms of research it is now time to start the ideating to design ideas that will fit the design goal. To come up with interesting designs I started ideating for the first ideas in three different ways. This is done to broaden the input and create more interesting concept directions.

The three ways are listed down below and their outcomes are explained afterwards:

1. Brainstorming with participants during the interviews
2. Ideation session with fellow students
3. Scenario sketching

### 1. Brainstorming with participants during the interviews

During the interviews I gathered knowledge about the first ideas of participants. On the dream sheet participants summarised their dream for the neighbourhood. They were asked to draw or write down their first three ideas to realise this dream too.

This resulted in a collection of the first ideas of the participants. These ideas are taken into account when creating the concept scenarios myself. Their ideas are clustered in figure 60.

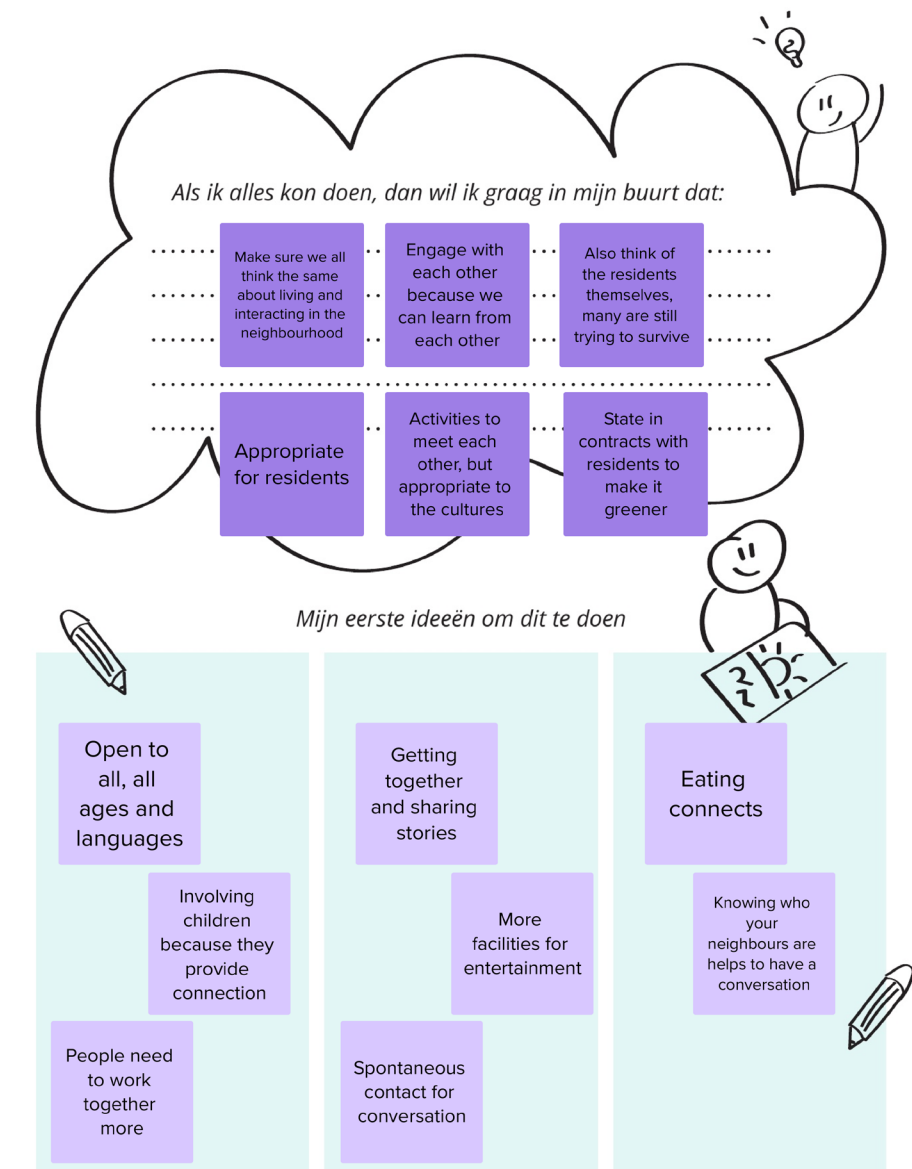


Figure 60 Dreams and first ideas received from the interviews with participants



2. Ideation session with fellow students

To receive more input for an interesting design direction I organised an ideation session with fellow design students. The session was held after the first analysis of the interviews when the groups and tension areas were defined, but there was no definitive design direction yet. To make the output more varied, I asked three fellow students with all a different master direction (DFI, IPD and SPD master at IDE TU Delft). I facilitated the brainstorm and joined it too.

During the brainstorm session six A3 sized papers were rotated with six different tension areas on it. The sheets were filled in by each participant and rotated after three minutes until every participant had filled in each sheet.

After the session the ideas were clustered in 12 different design directions. I did another ideation by myself to bring the ideas to a further level. Six design directions were formulated after this ideation. In figure 61 the clusters and design directions are shown. The tension areas sheets and its results can be found in appendix 12.

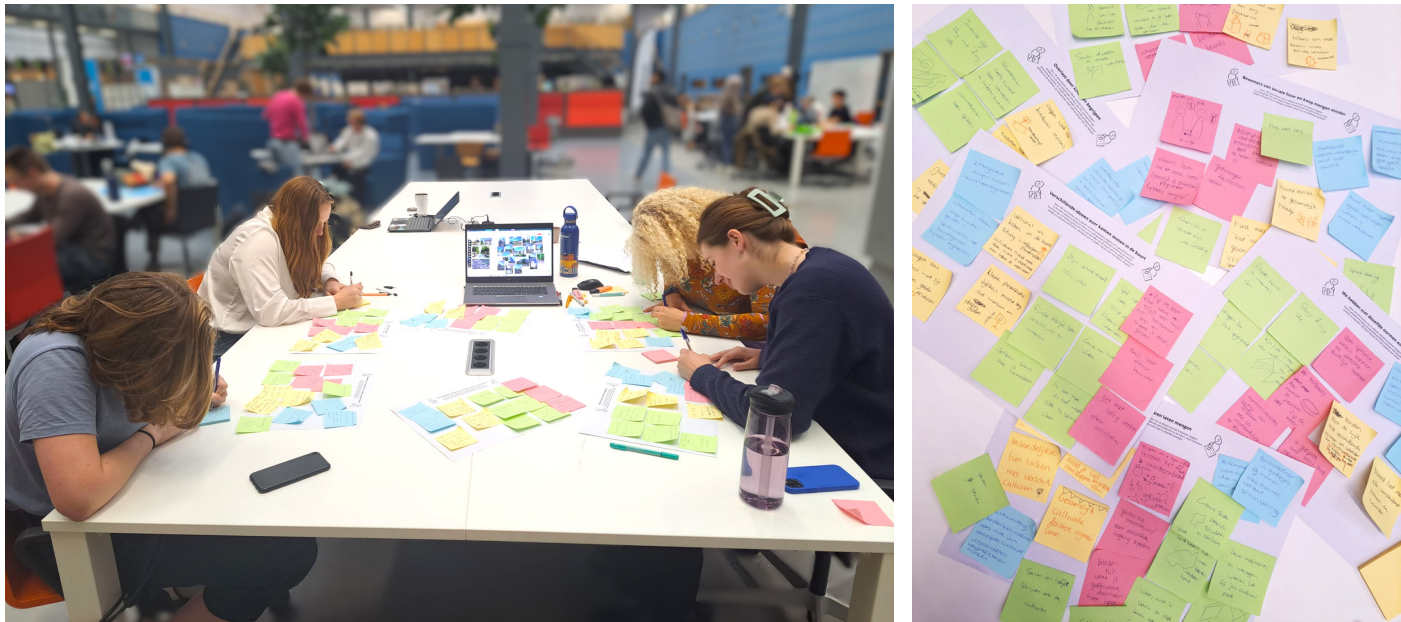


Figure 60 Set up and output of the ideation session with fellow students as mood image

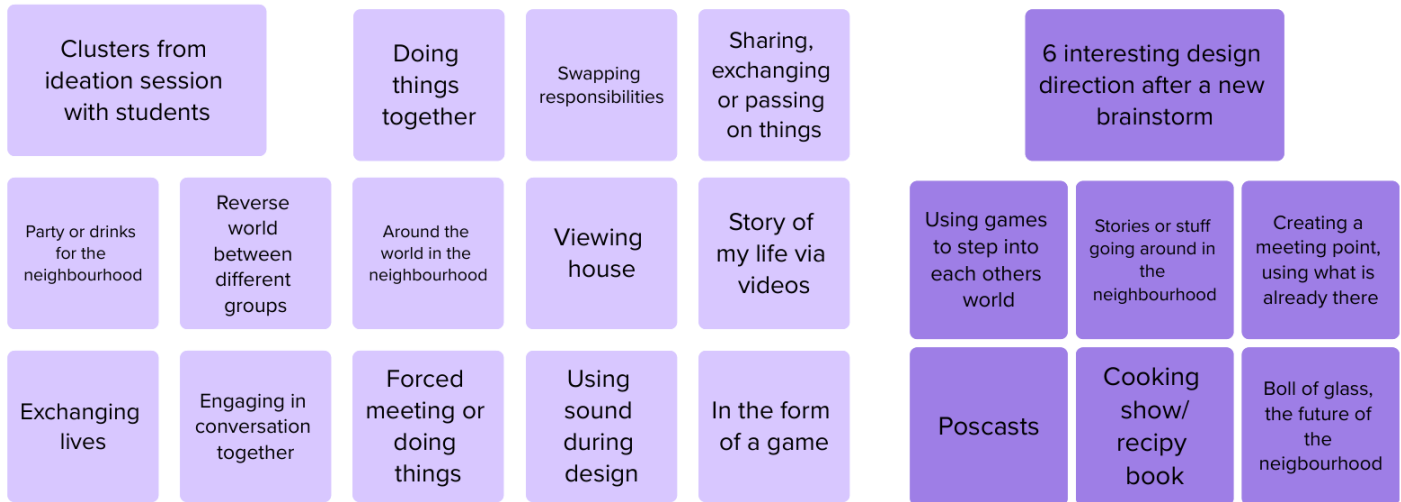


Figure 61 Clusters from the brainstorm session and interesting design directions after the new brainstorm

3. Scenario sketching to create six scenarios

To iterate on the six design directions I started drawing different elements of these directions. However, for me this did lead to interesting ideas. After a week of struggling with idea generation I started sketching in scenarios. Seven simple sketches to map out the whole scenario worked out way better for me. Within the sketches a more extreme version of the idea was sketched too to make the ideas more out of the box. These scenarios can be found in appendix 13.

I discovered that talking with others about the ideas gave me much more energy, motivation and inspiration than when designing on my own. Therefore I discussed the new scenarios with other students to improve them. In figure 62 the six chosen scenarios can be found. From these six scenarios three will be chosen to iterate on further. These scenarios are encircled in the figure and will be explained in more detail in the next section.

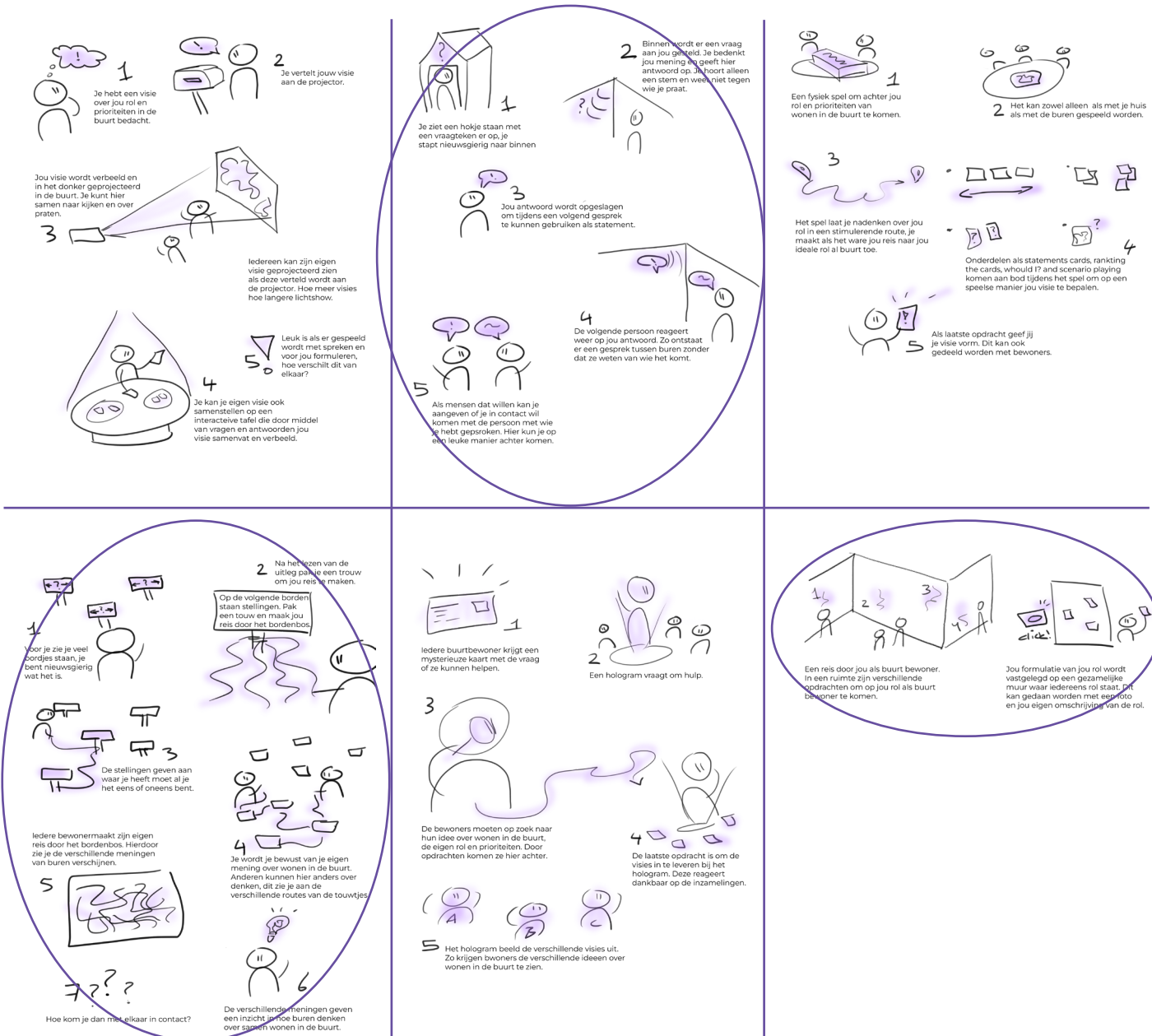


Figure 62 Six digital scenario sketches with the three chosen one to continue with encircled



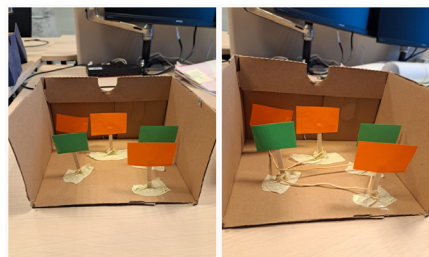
## Choosing three scenario directions

Three scenario directions are worked out in more detail, which are shown in figure 63. These scenarios are chosen based on both ability to make the idea myself, interesting aspects fitting the neighbourhood and time asked for participation. A mock up for each scenario is built to make the idea more tangible.

The three scenarios are designed to present during a brainstorm session with residents of the neighbourhood to receive feedback on the scenarios and use this as inspiration

for a brainstorm session together. In order to make sure the scenarios were not too vague for the participants of the brainstorm session, the three scenarios and their mock ups are reviewed by two friends who are no (IDE) students. They both understood the scenarios, but also gave tips how to improve them. This analysis can be found in appendix 14.

The three scenarios are iterated once more based on the gathered insights and shown in figures 64 - 66.



**Het statement bos**  
**The statement forest**



**Het biechthokje**  
**The confessional booth**



**Een reis door...**  
**A journey through...**

Figure 63 Three mock ups of the storyboards to make the idea more tangible and to show an overview of the three scenario directions

## Het statement bos The statement forest

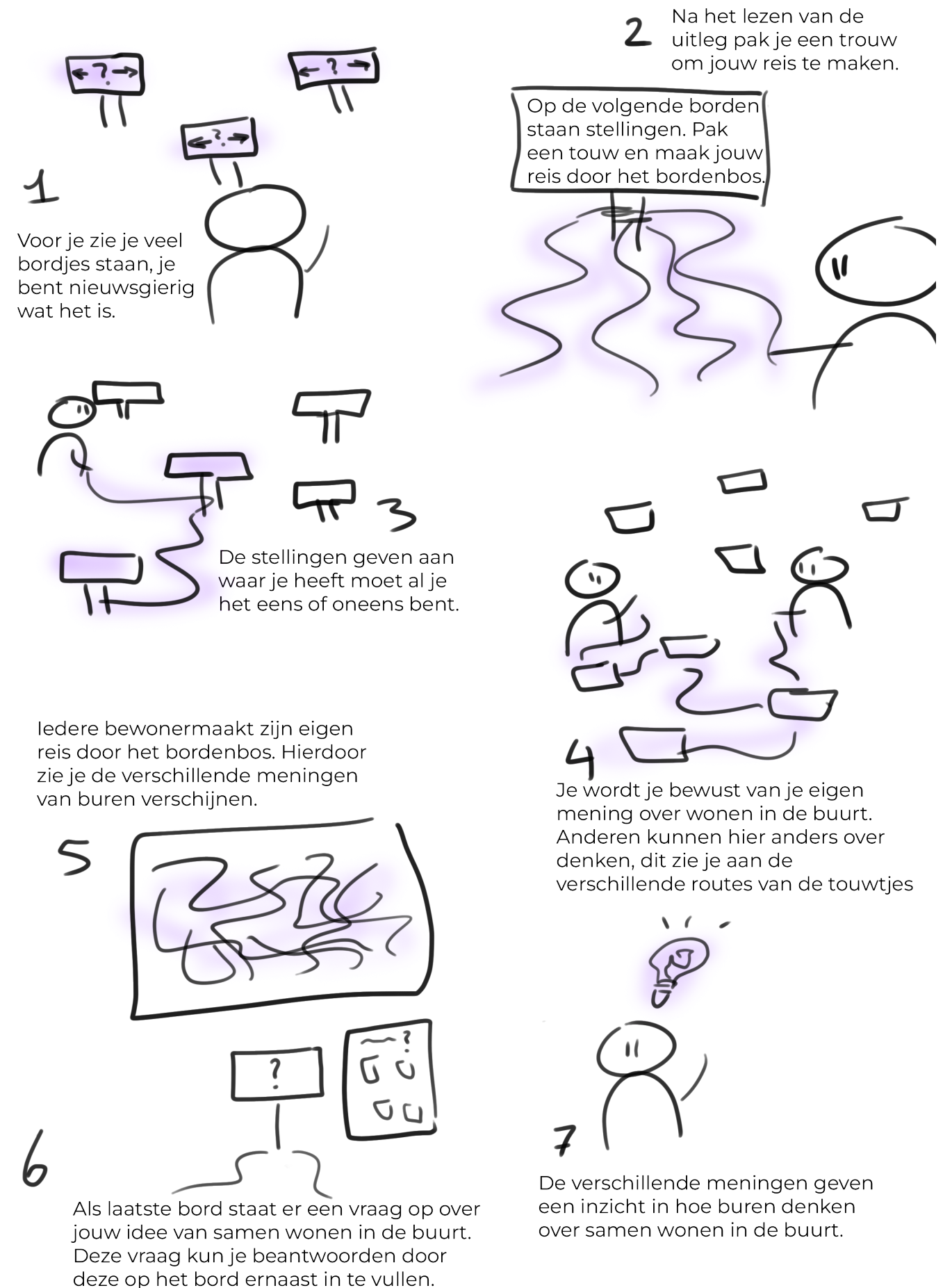


Figure 64 Scenario of Het statement bos/the statement forest



## Het biechthokje The confessional booth



Je ziet een hokje staan met een vraagteken er op, je stapt nieuwsgierig naar binnen

2



Binnen wordt er een vraag aan jou gesteld. Je bedenkt jou mening en geeft hier antwoord op. Je hoort alleen een stem en weet niet tegen wie je praat.



Jouw antwoord wordt opgeslagen om tijdens een volgend gesprek te kunnen gebruiken als statement.

4

De volgende persoon reageert weer op jou antwoord. Zo ontstaat er een gesprek tussen burens zonder dat je weet van wie het komt.

5

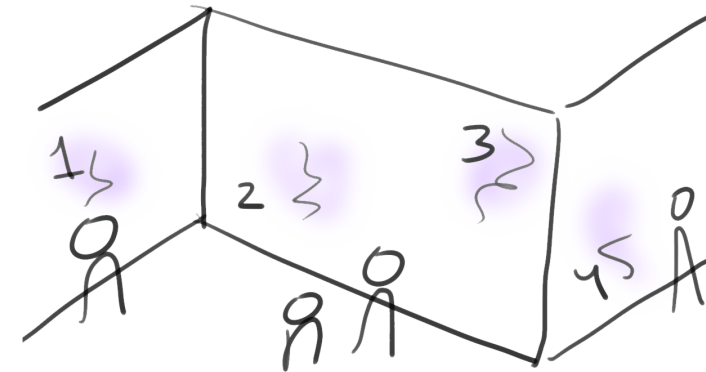
Als mensen willen kan je aangeven of je in contact wil komen met de persoon met wie je hebt gepraat. Hier kun je op een leuke manier achter komen.



6

Een optie: je kan met 2 personen tegelijk in het hokje. Je voert een gesprek met elkaar, maar ziet elkaar niet. Aan het eind kan je ervoor kiezen om elkaar te ontmoeten.

## Een reis door... A journey through...



Een reis door jezelf als buurtbewoner. In een ruimte zijn verschillende opdrachten om achter jou rol als buurtbewoner te komen. De opdrachten staan uitgelegd op de muren.

Jouw formulatie van jouw rol wordt vastgelegd op een gezamenlijke muur waar iedereen dit kan ophangen. Dit kan gedaan worden met een foto en jouw eigen omschrijving van de rol.

2. Op de muur staan 2 vragen om na te denken over jouw idee van wonen in de buurt.

5. Er hangen verschillende foto's op de muur waar je uit kan kiezen...

1. Fotolijstjes met verschillende scenario's. Er wordt gevraagd wat jij het liefst ziet in de buurt en waarom.

3. Er liggen stellingen die gerankschikt worden van meest mee oneens naar meest mee eens.

4. Een spiegel aan de muur met de opdracht om te beschrijven hoe jij jezelf ziet. Wat is jouw guilty pleasure?

6. De vorige opdrachten hebben je doen nadenken over jouw rol. Hier kun je je ideale visie bedenken.

7. Je hangt je ideale visie op als laatste opdracht. Hier krijg je een overzicht van de verschillende visies van buurtbewoners.

Figure 65 Scenario of het biechthokje/the confessional booth

Figure 66 Scenario of een reis door.../a journey through...



## 7.3 Brainstorm session with residents of the neighbourhood

### Finding participants for the brainstorm session

To find participants joining a brainstorm session with residents of Woonontwikkeling Vredeoord I texted the participants of the interview if they were interested in joining such a session. Five participants responded enthusiastic and after their approval I

created a WhatsApp group with them to pick a date for the session. A date was chosen where the most participants could join. Four participants turned out joining the session. In figure 67 an impression of the WhatsApp conversation is shown.

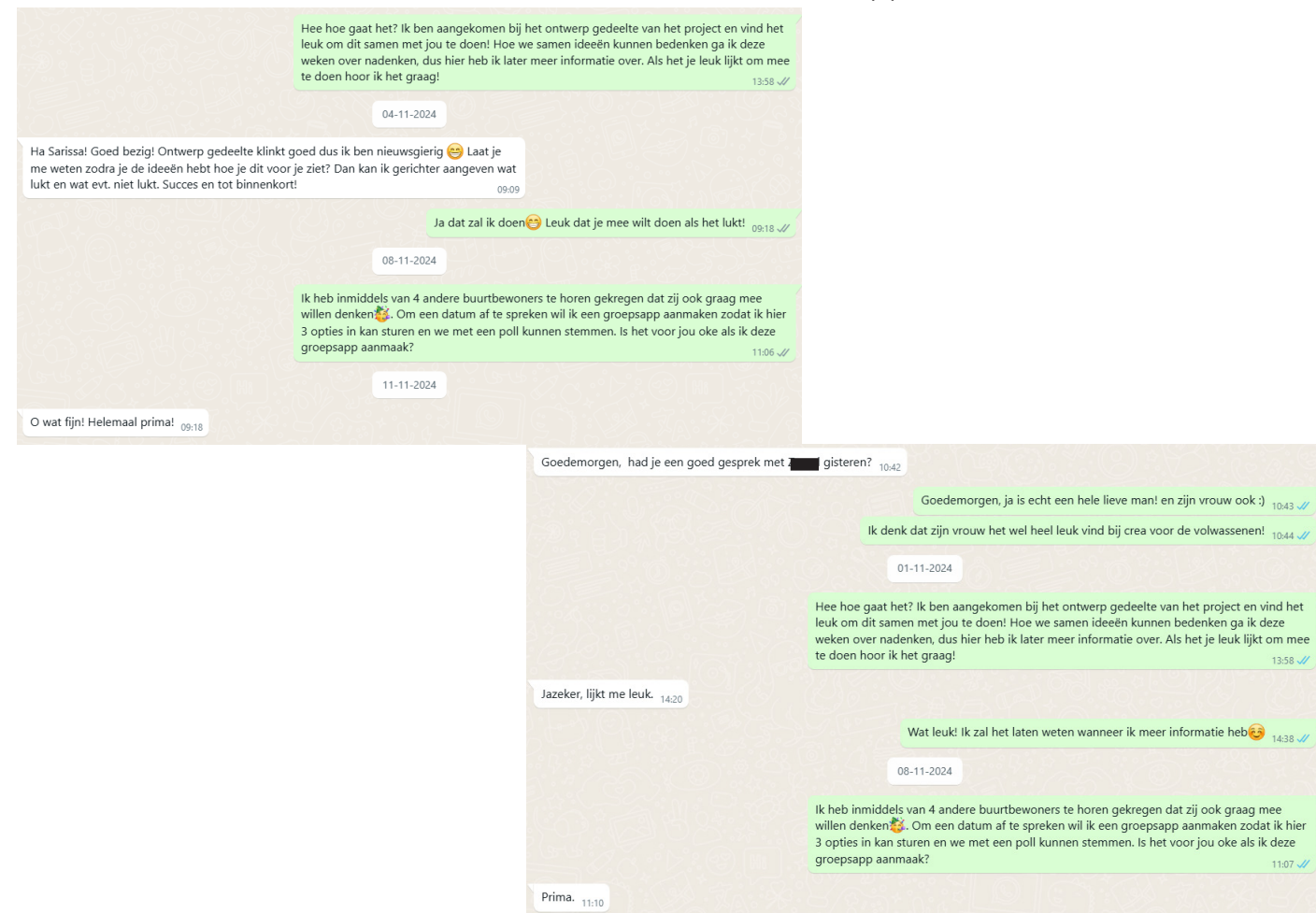


Figure 67 Impression of WhatsApp conversations with residents of Woonontwikkeling Vredeoord about the brainstorm session

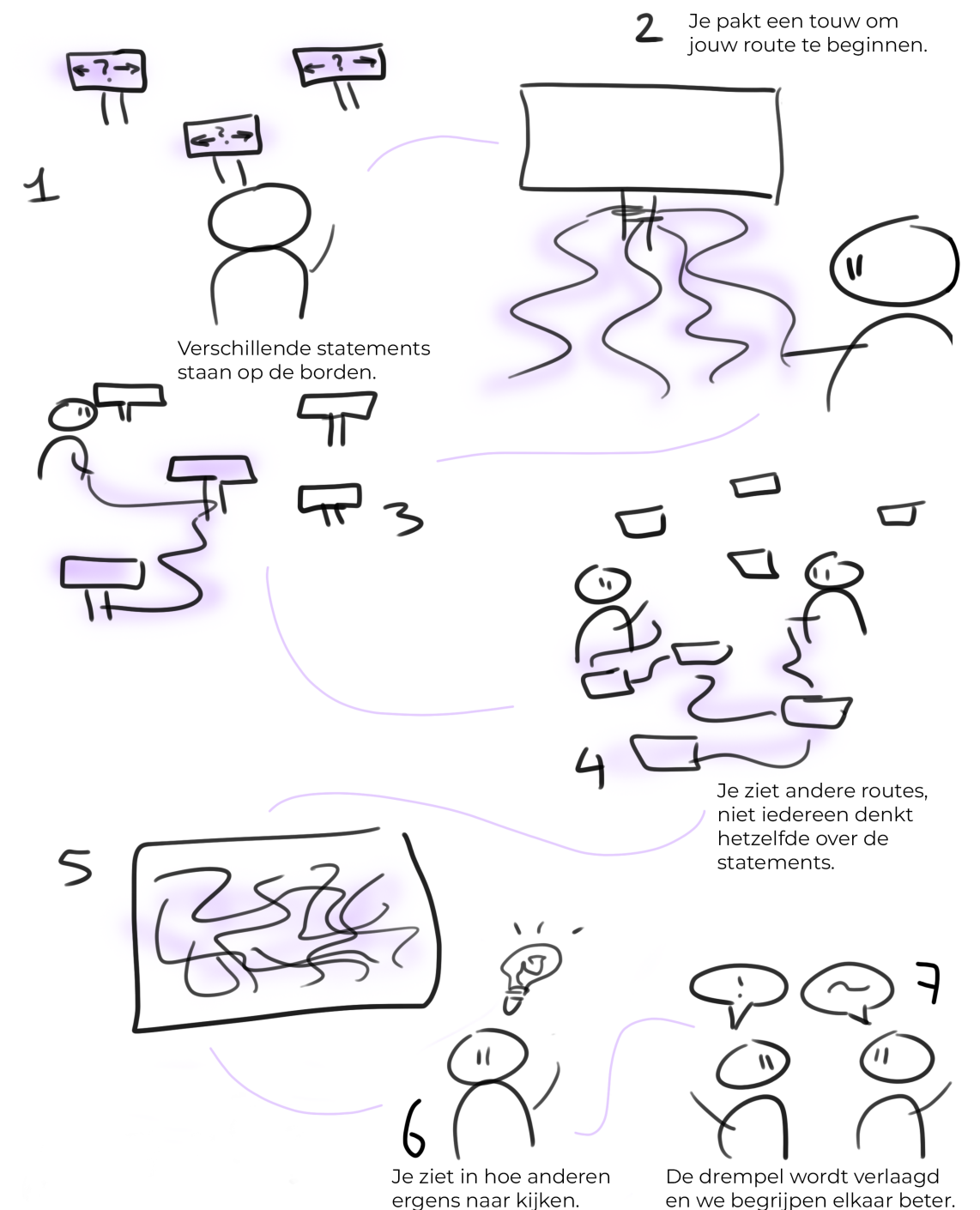
### Used scenarios during the brainstorm session

The scenarios are presented in less detail to make the brainstorming with residents more open. I wanted to gather knowledge too about the participants view on directions for the interaction of opening up and what they are willing to do to open up.

However, to avoid them feeling thrown into the deep end during the brainstorm sessions some examples of possible interactions are added to each scenario. In figure 68 - 71 the scenarios presented during the session are shown followed by their interaction examples.

### Scenario 1

### Het statement bos The statement forest



### Interaction ideas

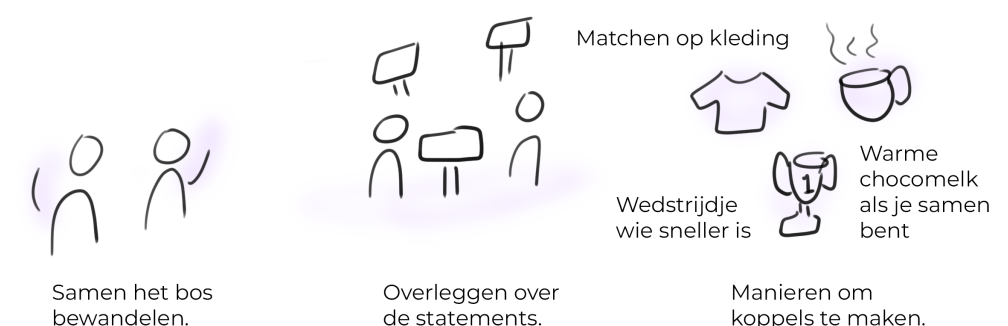


Figure 68 Scenario 1 for the brainstorm session with their interaction examples



Scenario 2

Het biechthokje  
The confessional booth

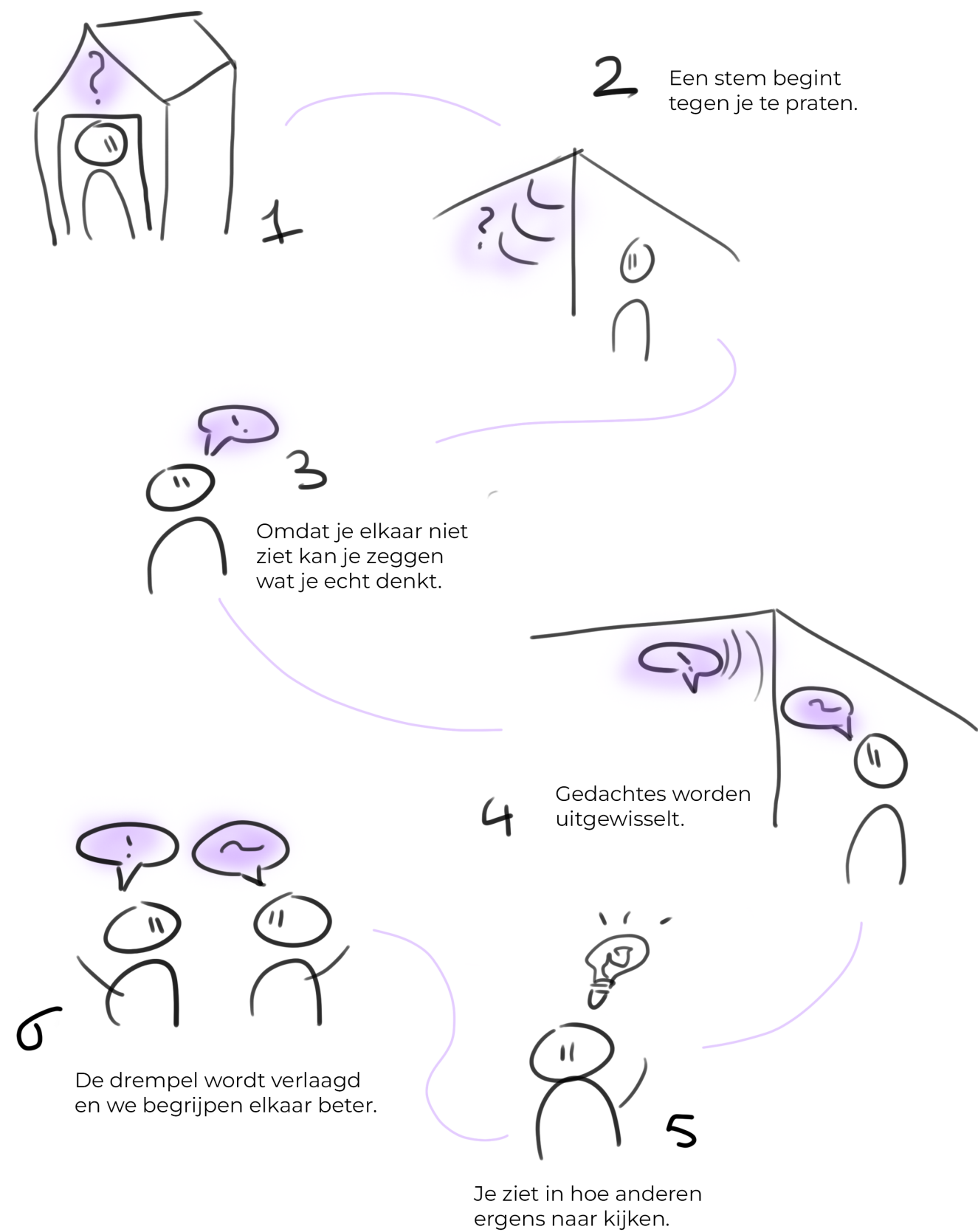


Figure 69 Scenario 2 for the brainstorm session

Interaction ideas

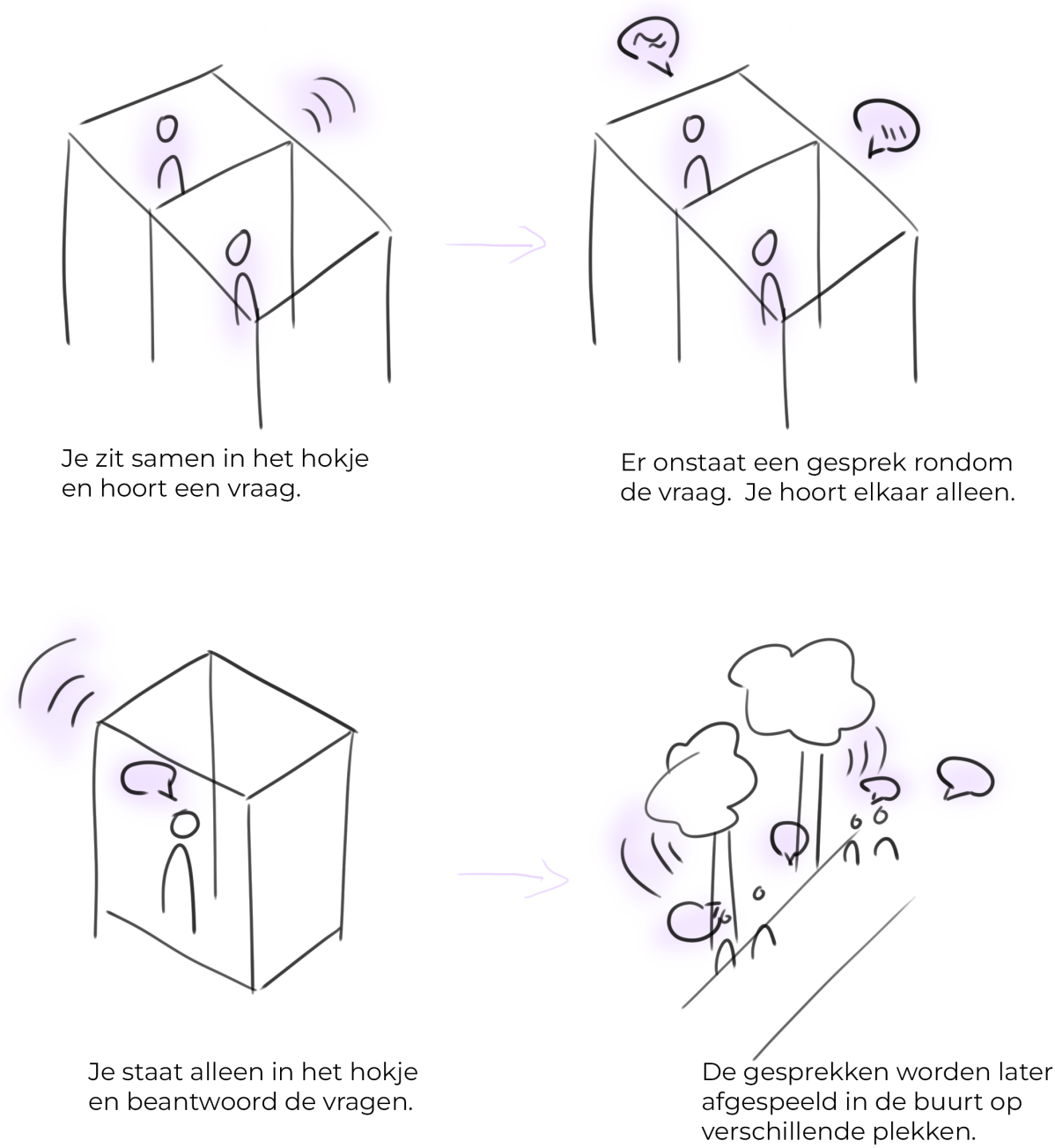
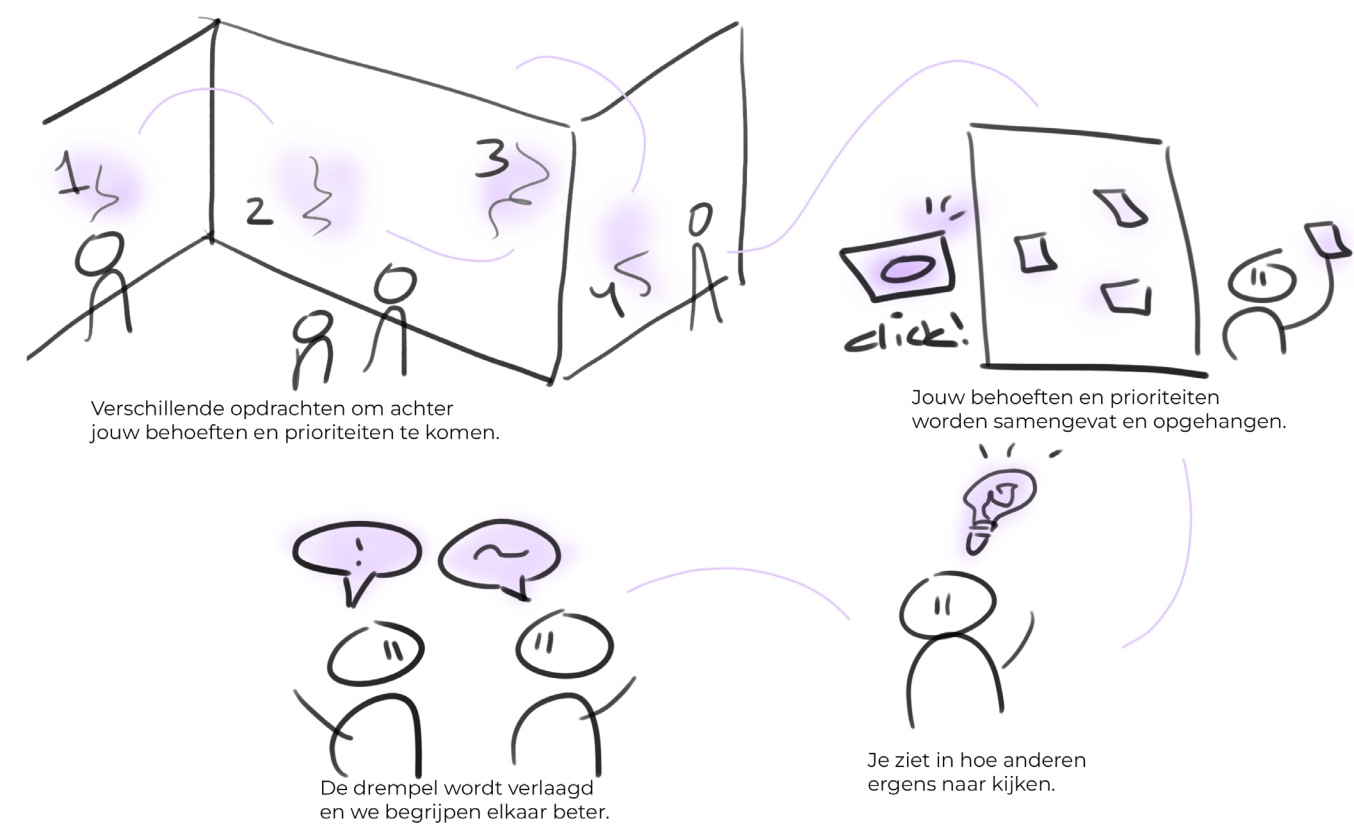


Figure 70 Scenario 2 its interaction examples



# Scenario 3 Een reis door... A journey through...



## Interaction ideas

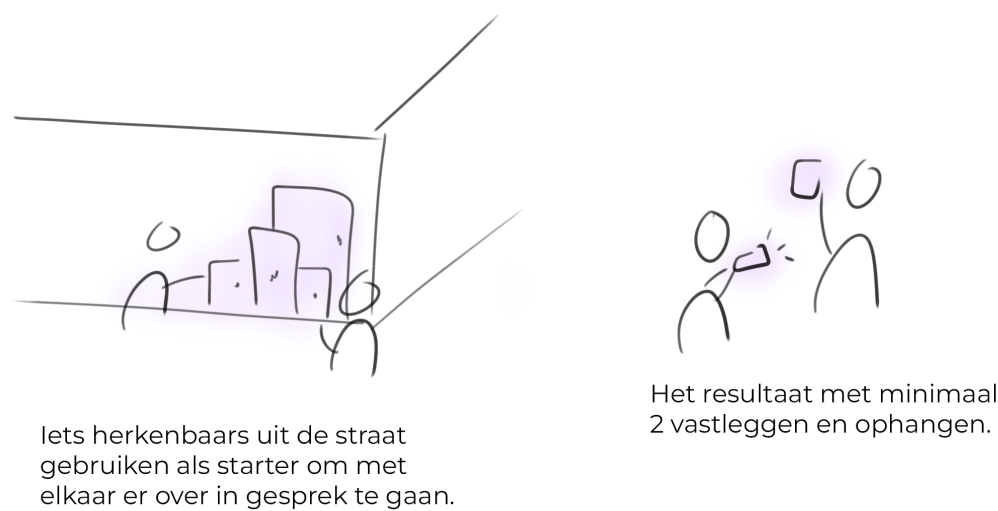


Figure 71 Scenario 3 for the brainstorm session with their interaction examples

## Session plan

The timespan of the session is a maximum of two hours. To get the most out of the session a session plan was written and iterated on multiple times. I learned that instead of adding extra activities to make the workshop more fun, it was better to narrow it down to the essentials, thanks to the meetings with the coaches and area coordinator. I realised that less activities actually give more input for this session.

The main goal of the session was to receive input of residents about how to reach the design goal. This is split up in the following goals:

- Receive input into what they want to see the threshold be lowered too.

- Receive input on the effect of the intervention they want to experience.
- Receive input in how they can understand and express their needs of living together.
- Receive feedback on the three scenarios
- Their new ideas around the three scenarios.
- Receive information about the needs of the participants itself.

These goals led to activities focussed on defining the needs and brainstorming around the scenarios. An overview of set up (the activities, timespan, materials and goals) is shown in figure 72. It will be explained in more detail in the next section.

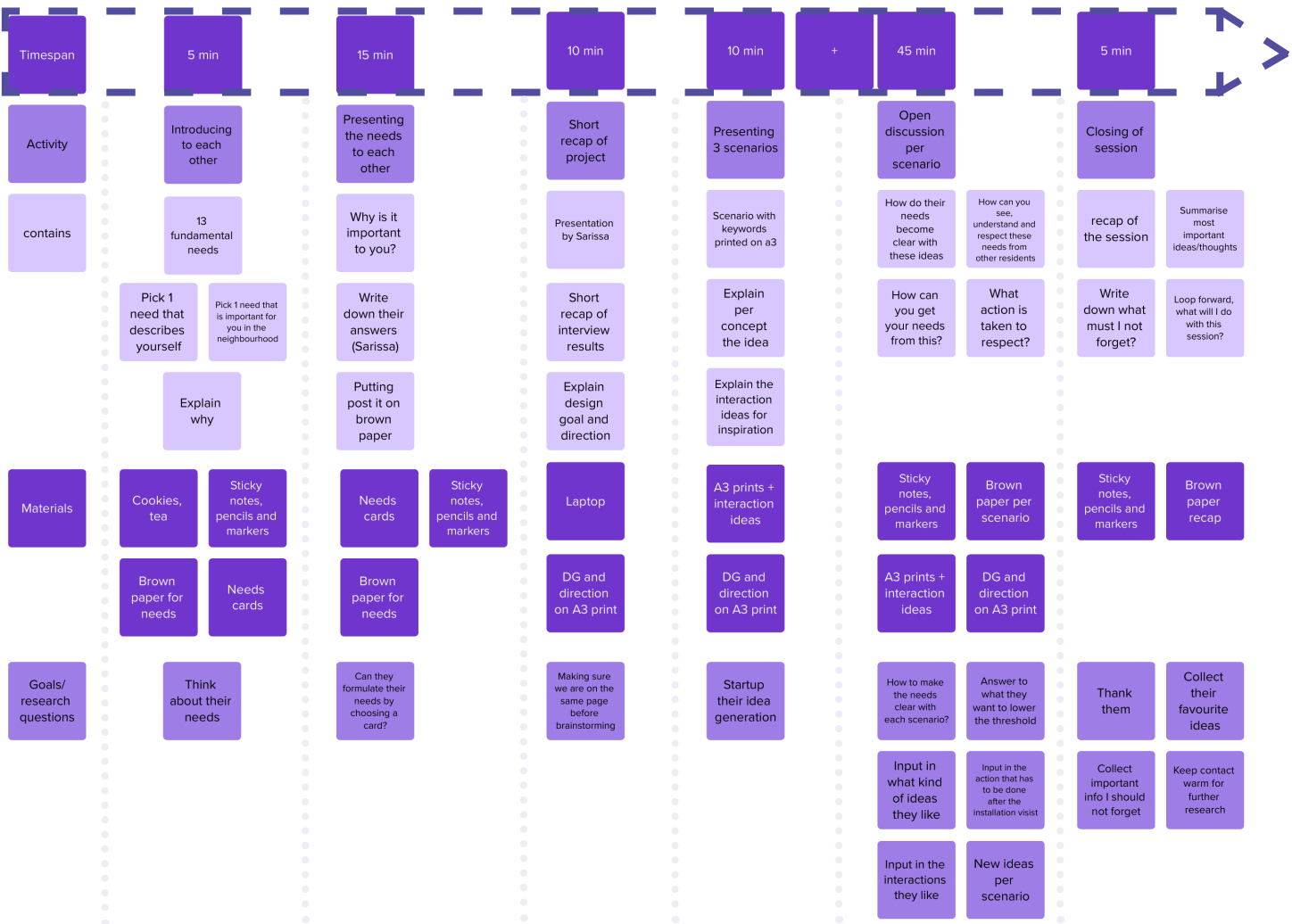


Figure 72 An overview of the activities, timespan, materials and goals of the brainstorm session with residents



# Detailed activities and materials of the session

The brainstorm session consisted of four activities. To guide the participants through these activities brown papers were created for each activity. These brown papers helped me too in facilitating the session and capturing the insights more easily. The materials used per activity are explained and shown below.

## Activity 1 - Introducing yourself

Not every participant is familiar with each other, but to come up with good ideas it is necessary to create an open ambiance where the participants can share their thoughts. Therefore an introduction activity including the 13 fundamental needs defined by Desmet (2020) is held.

The analysis of the interviews with residents showed that the residents have different ideas about living together. Therefore I thought it would be good to guide them in expressing themselves in their own way, but it should also be recognisable for the others to be able to empathise and open up to the variety of flavours. To enable this I used the theory of the 13 fundamental needs of Desmet (2020). According to Desmet (2021) there are 13 fundamental needs we all share, regardless culture, age and lifestyle. Those 13 universal fundamental needs are a vital source of our meaning and happiness (Desmet, 2020)(Desmet, 2021). In figure 73 the 13 fundamental needs are shown. Since these needs are universal, everybody should be able to recognize them despite their culture, age and lifestyle. This recognition is used as a starting point to recognize and open up to a story of a neighbour.



Figure 73 Visual presentation of the 13 fundamental needs defined by Desmet (2020)

For the ideation session with residents of the neighbourhood the 13 fundamental needs are used as an ice breaker to get to know each other. In the same time it will be tested if the participants are able to work with these needs and do understand them.

During the session the 13 fundamental needs (printed x4) were shown on the table.

The participants had the assignment to choose one need which fits themselves the most and one need which is important for them regarding living together in a neighbourhood. After 10 minutes they present their chosen needs to each other. The materials used for the first activity are shown in figure 74.

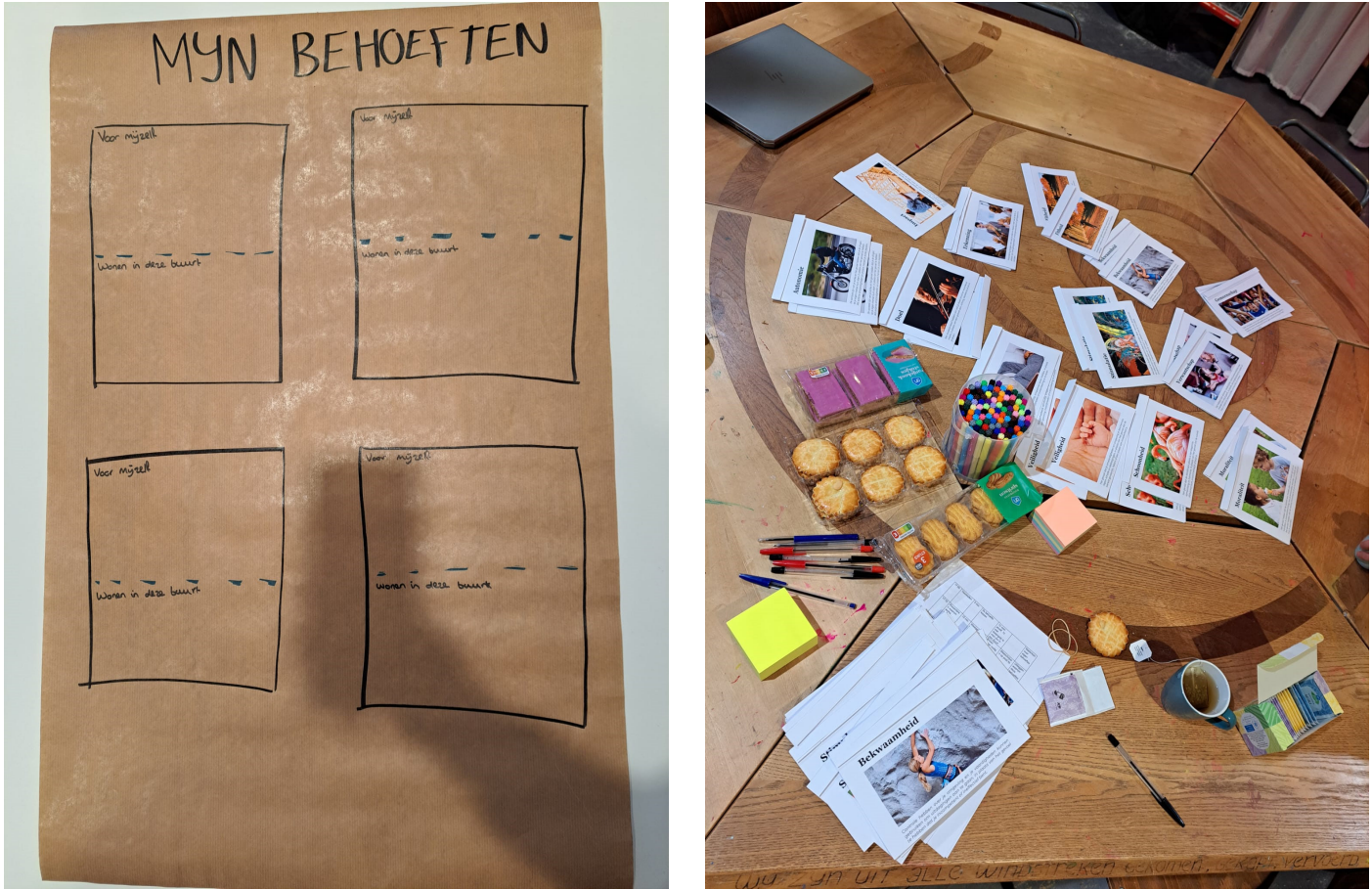


Figure 74 The brown paper and fundamental needs used for the first activity



## Activity 2 - Defining the project

To refresh their knowledge and update them about the new design goal a short presentation is given. The participants were asked if they recognized the results and understood the design direction. This way the results could be verified by residents. Besides listening, the participants were actively asked to fill in the brown paper about their view on the direction of the project too. The following questions are shown on a brown paper:

- What are their needs of nicely living together?
- To what do they want to see the threshold lowered?
- When is the project successful?

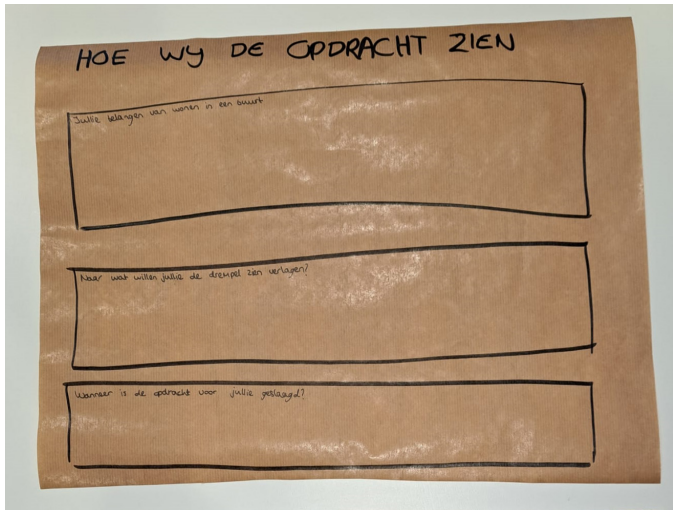


Figure 75 Activity two of the brainstorm session

## Activity 3 - Going through the scenarios together

The three scenarios were discussed to receive feedback and hear about their ideas. For each scenario a brown paper is made to fill in their ideas about this scenario, zooming in on how to explain their needs, which interaction they like and to what extend the threshold can be lowered to in combinatio with the needed action is needed to achieve this. Figure 76 shows the brown paper used during this session.

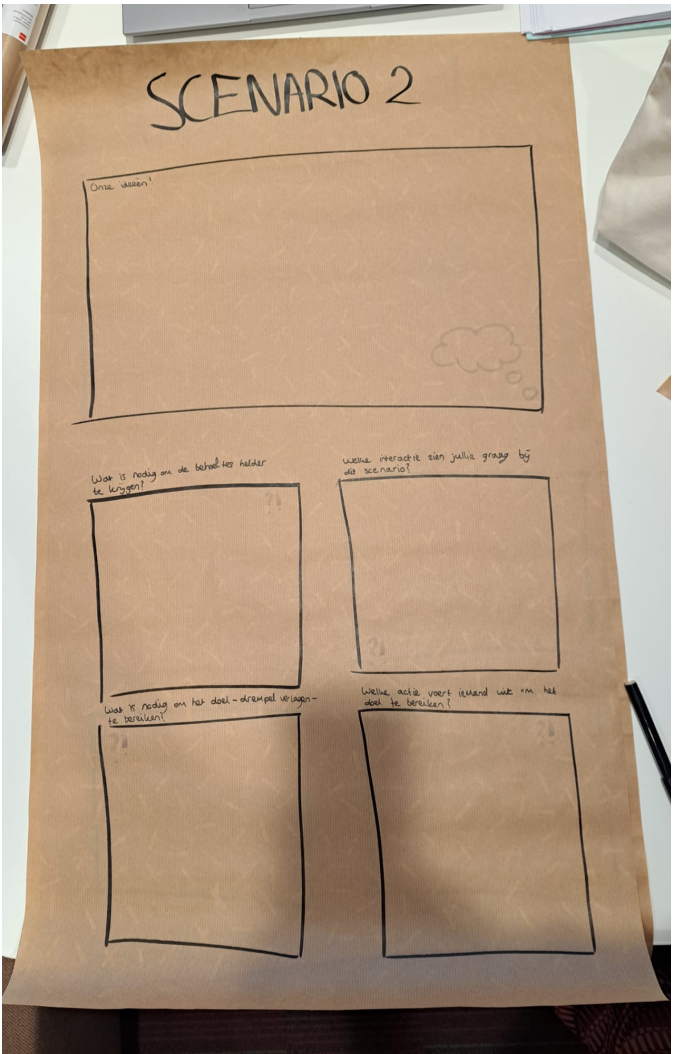


Figure 76 One of the brown papers for activity three, there were three in total

## Activity 4 - Recap of the session

To wrap up the session a short recap activity is held. The participants were asked to write down things of the session that were important to them and what I should not forget. The session ended with a look ahead of the project, what will happen with their input and when they will see me again.

The results of all activities are shown in the next chapter.

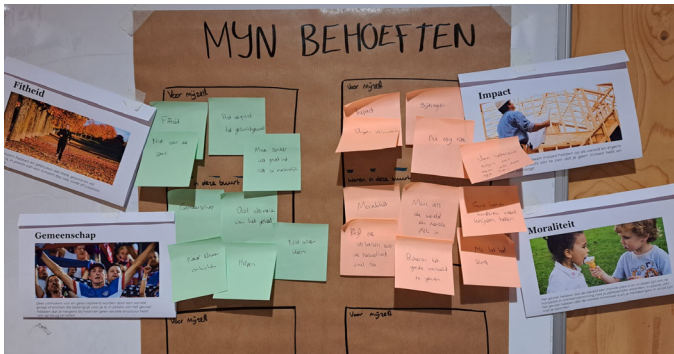
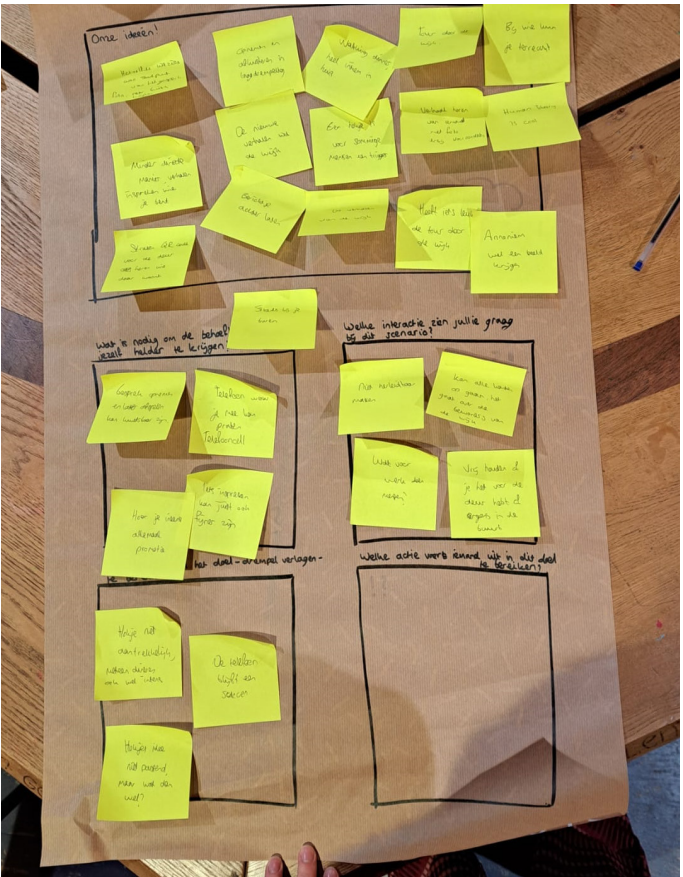


Figure 78 Photos of the session and filled in brown papers



Figure 77, Brown paper for activity four





# 7.4 Results of the brainstorm session

The results of the brainstorm session with participants are analysed in Mural. This analysis is shown in appendix 15. The results of this analysis are shown per activity below.

## Activity 1 - Introducing yourself

Even though there was a reason behind, it was still an experiment to work with the 13 fundamental needs to introduce yourself. Luckily the participants were able to describe their needs with the chosen needs. The conversation was open and honest. Their explanation recalled memories by the participants too and they all laughed about them.

Using these fundamental needs as conversation starter is an interesting design aspect to add in the final concept. The participants said they were happy with the pictures on the cards, this gave the words a better understanding. This is important to keep in mind when designing the concept.

The insights of activity one are visualised in figure 79.

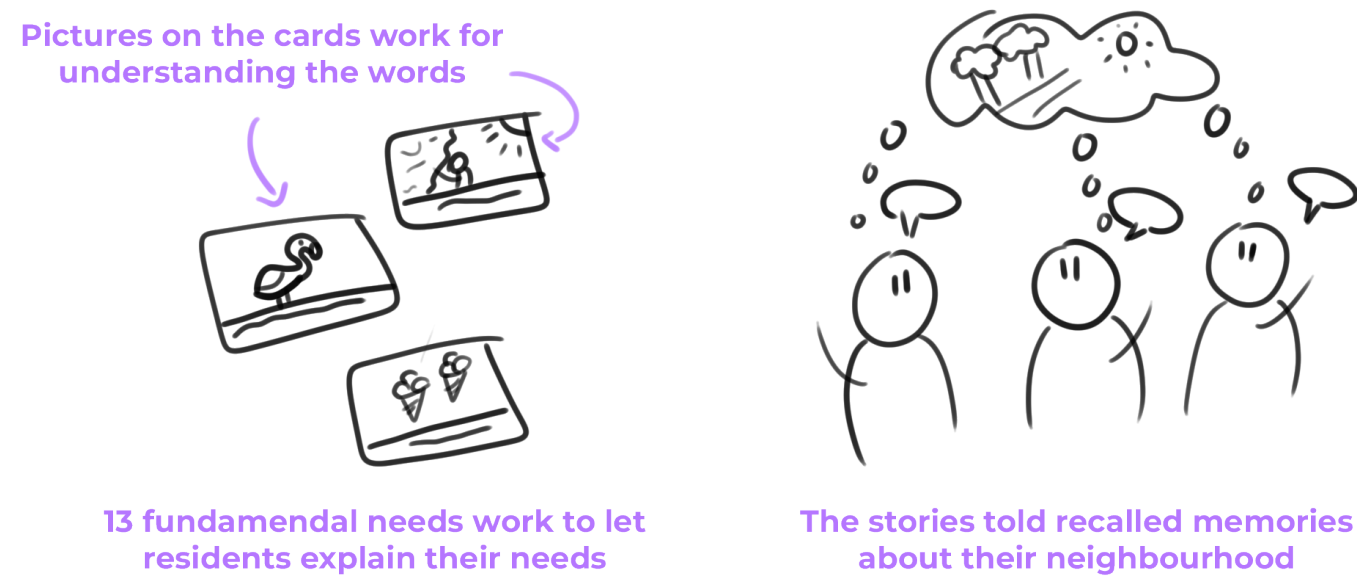


Figure 79 The insights of activity one visualised

## Activity 2 - Defining the project

The participants started writing down on sticky notes their answers to the questions on the brown paper. I asked what they wrote down, which started the conversation. now the conversation was started. It was interesting to see that the participants gave answers that matched to their chosen needs cards of activity one .

All participants agreed to the statement that a neighbourhood where they live nicely together is clean, democratic, green, safe and has a good cohesion. For some it was important that everybody greets each other, the other mentioned broadening the social cohesion as important. One participant mentioned a welcome culture where everybody knows what is happening in the neighbourhood and feels welcome, on this statement they all agreed on.

One participant could not understand why someone would not know about activities happening in the neighbourhood. They all believe this is important to know, so they wrote down that a democratic process to increase ownership as important too.

The answers to wat they want to see to lower the threshold varied from getting to know more neighbours outside their bubble to let residents voice speak and have input in what happens in the neighbourhood. One participant mentioned she did not see the threshold, the others tried to explained to her what this could be. They also wrote down 'organising activities so residents have more input' as a result of lowering thresholds. They ended with writing down that everyone should be able to join.

At the question 'when is the project succeeded for you?' they wrote down 'when Vredeoord is living peacefully together and everybody can join'. One participant wrote down 'if people have more empathy for each other's world'. It is a promising finding that the design goal comes close to their definition of when the project is succeeded for them. When having the same goals, it is more likely that the concept fits the neighbourhood.



Figure 80 Insights of activity two visualised



### Activity 3 - Going through the scenarios together

The scenarios were presented one by one and they discussed each scenario together. I noticed they did not write down their ideas on sticky notes, so I wrote them down. It was really nice to see the participants discuss the ideas with all four of them and coming up with ideas together. Below the answers per scenario are shown.

#### Scenario Het statement bos

The name of this scenario made the participants think this scenario was about political statements. They were afraid this would lead to fights. This was of course not the intention, so I explained and asked them what kind of statements they would like to see. For the interaction afterwards they had nice ideas too, they are all summarised in figure 81.

The scenario idea evolved into two possible directions where the visual statements will be spread around places in the neighbourhood such as e.g. a closet with free stuff. The other idea was that you start together, have your own route and end together. Afterwards a meeting is facilitated to discuss the results together. See figure 82 and 83 on the next pages for the updated scenarios.

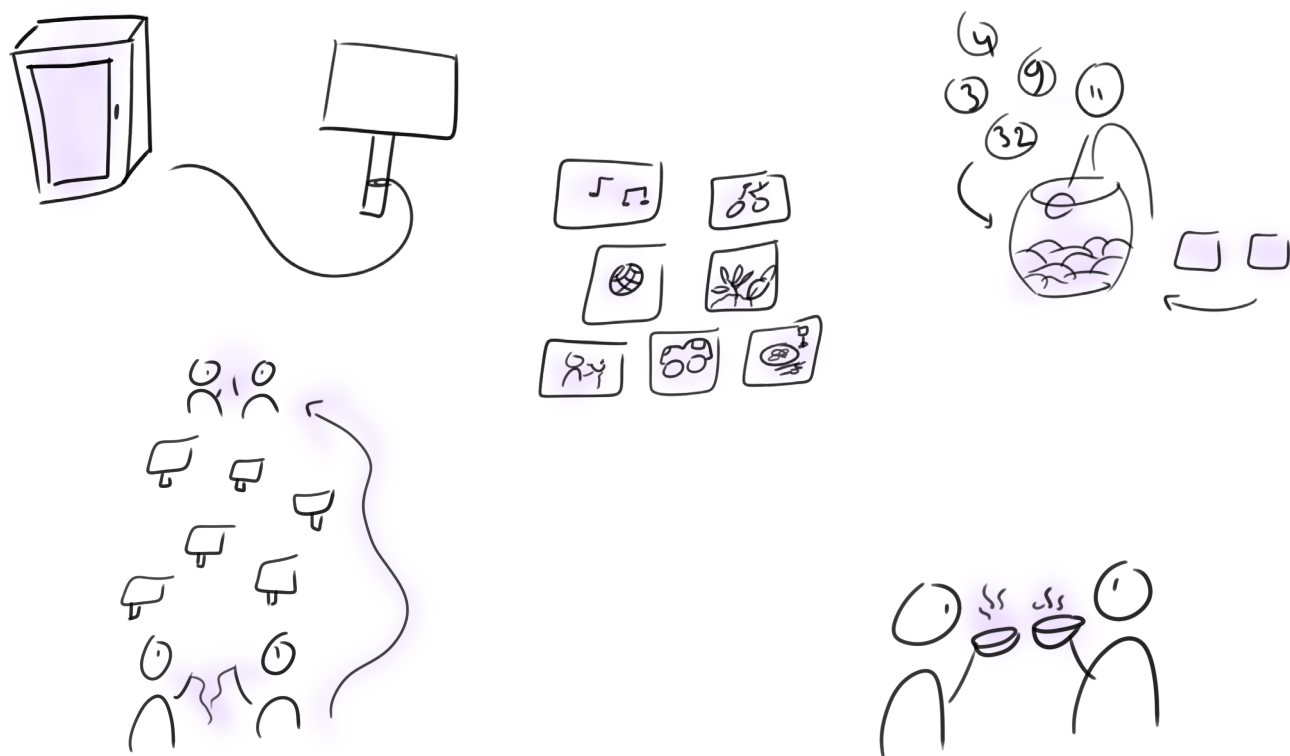
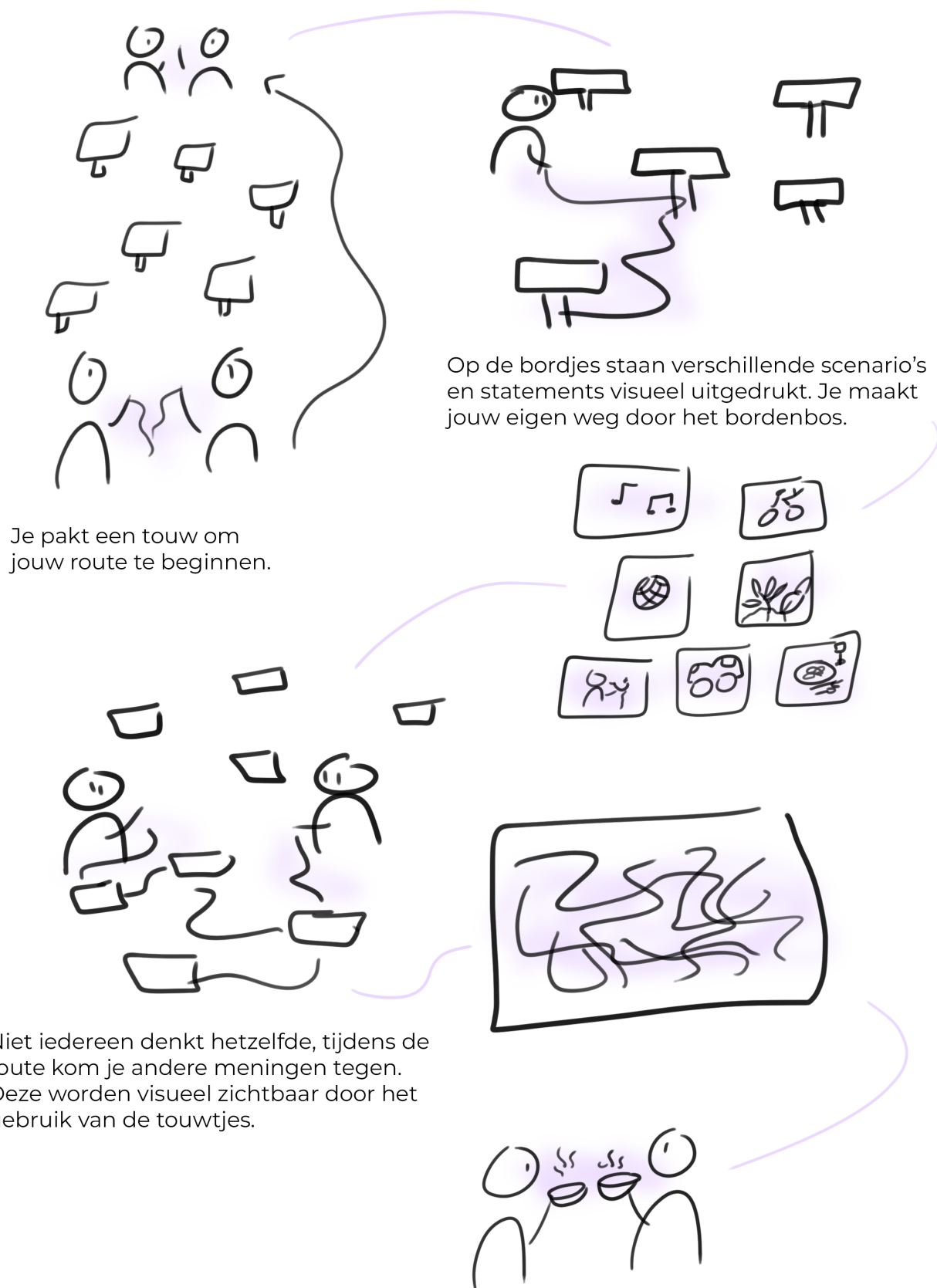


Figure 81 New ideas for Het statementbos

### Updated scenario Het statement bos The statement forest



Je pakt een touw om  
jouw route te beginnen.

Op de bordjes staan verschillende scenario's  
en statements visueel uitgedrukt. Je maakt  
jouw eigen weg door het bordenbos.

Niet iedereen denkt hetzelfde, tijdens de  
route kom je andere meningen tegen.  
Deze worden visueel zichtbaar door het  
gebruik van de touwtjes.

Aan het eind wordt er onder het genot van een  
drankje of soepje een mini interview gehouden  
om de ervaring te bespreken. Ook andere  
bewoners doen mee aan dit gesprek.

Figure 82 Updated scenario version 1 Het statement bos



## Updated scenario Het statement bos

### The statement forest

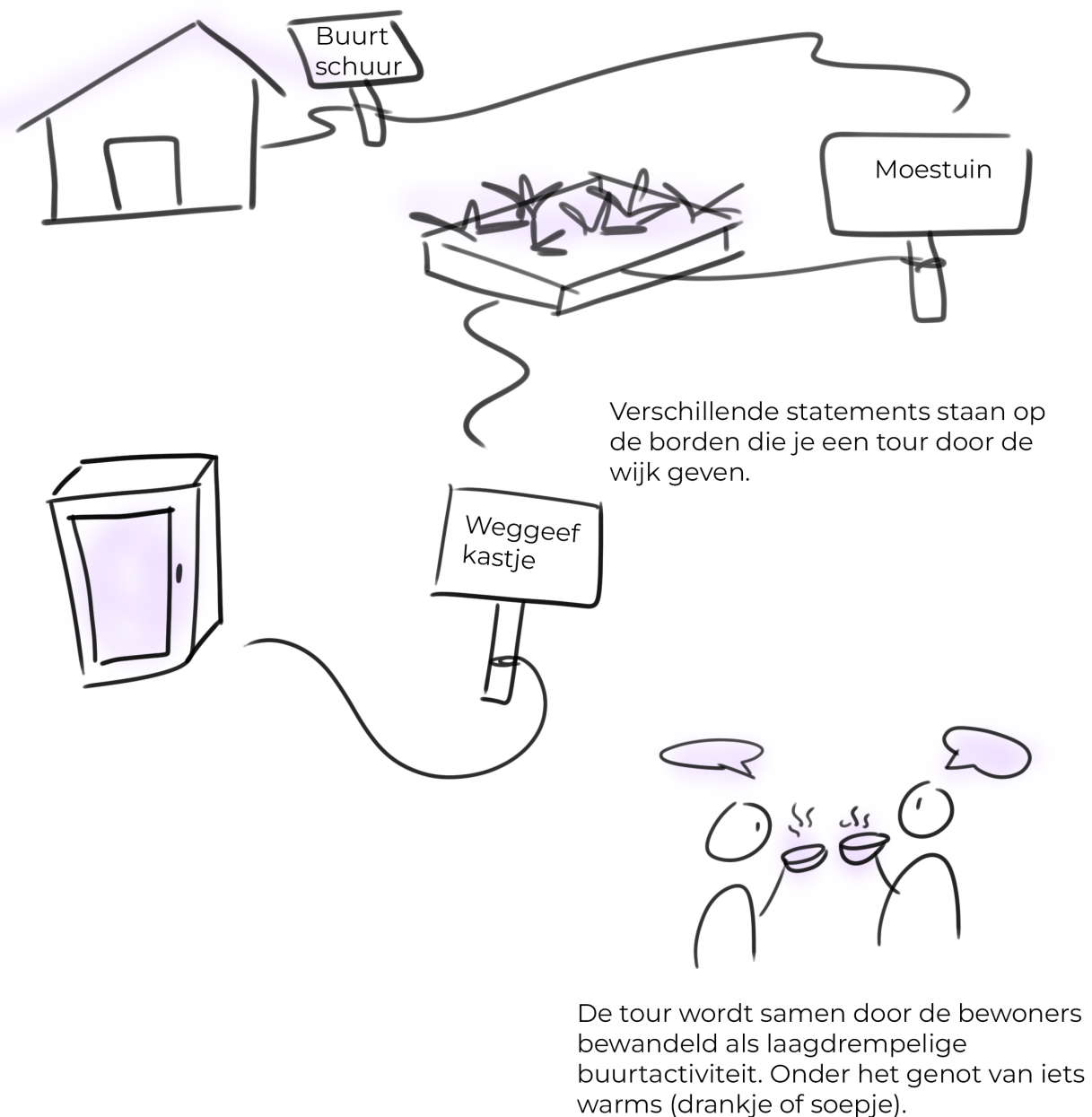


Figure 83 Updated scenario version 2 Het statement bos

## Scenario Het biechthokje

The participants did not like the idea of standing inside a box and not being able to see to who they are talking to. They however liked the idea of listening to their neighbours stories. I told them they could brainstorm based on that idea too, their ideas about that are summarised in figure 84.

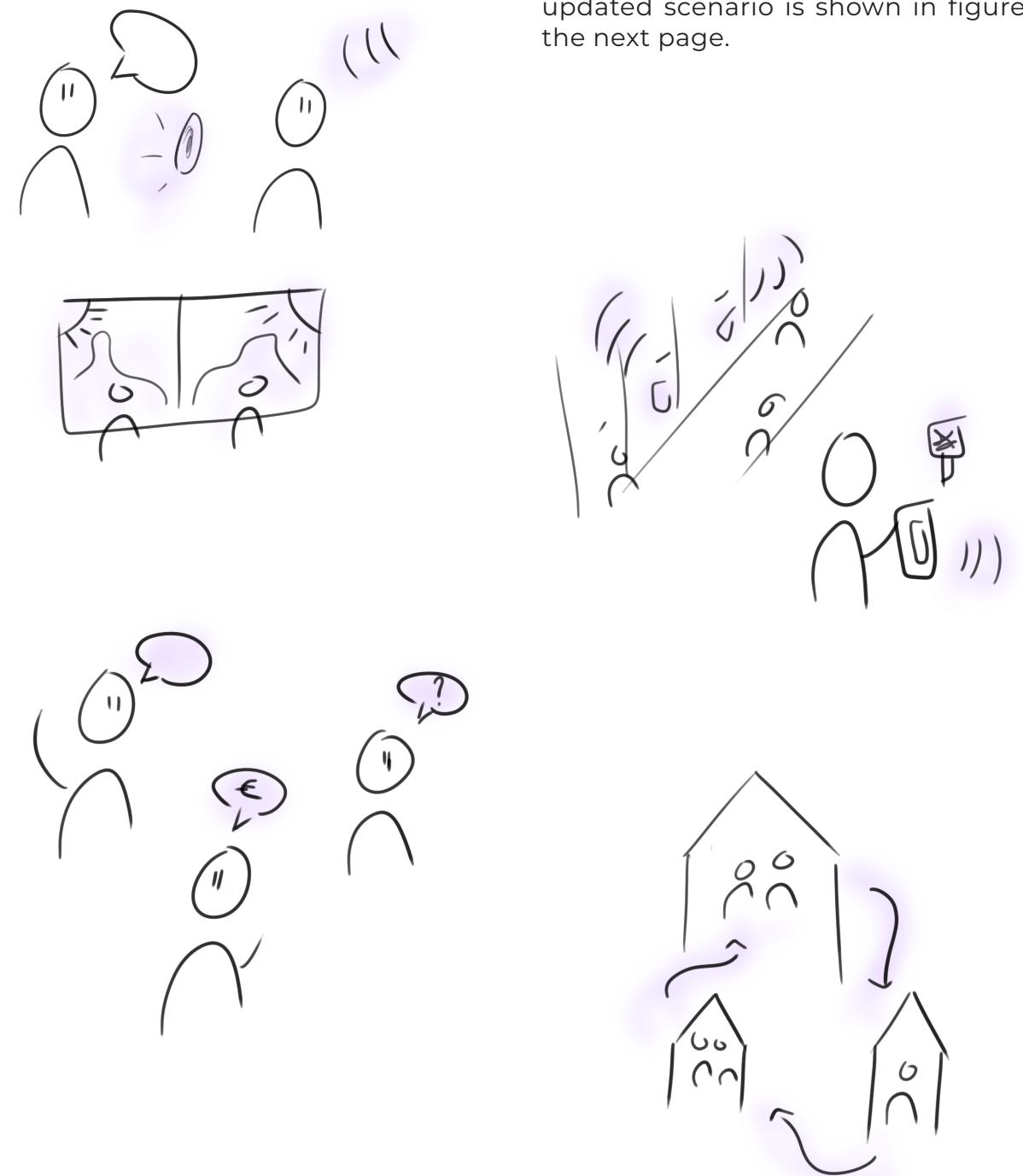


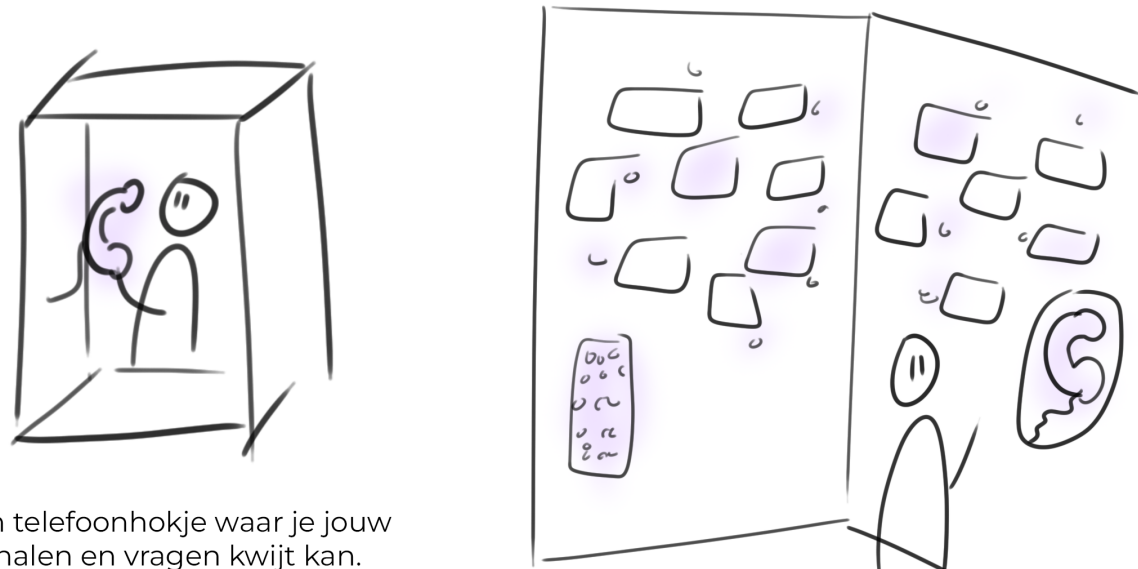
Figure 84 New ideas for het biechthokje

The scenario idea changed from a place where you could secretly talk to neighbours into a place where people can record their stories. Neighbours can decide for themselves if they want to present their stories in front of their own house or at an anonymous location. This idea also has the potential to be combined with elements of the other scenarios, such as the sticker element and the fundamental needs to inspire them for a theme of the story. The updated scenario is shown in figure 85 on the next page.



## Updated scenario Het biechthokje

### *The confessional booth*



Een telefoonhokje waar je jouw verhalen en vragen kwijt kan.

De behoeften en herkenbare scenario's hangen hier als inspiratie. Je kan stickers plakken bij wat belangrijk is voor jou.



Je kan iets inspreken of terug luisteren.

Het is aan jou wat je inspreekt, of het jouw verhaal is, een vraag of een promotie voor je eigen bedrijf in de buurt.



Er kan eventueel gekozen worden om  
jouw verhaal bij je eigen voorkeur  
plaatsen, zodat mensen weten wie je bent.

Figure 85 Updated scenario Het biechthokje

## Scenario Reis door de straat

The participants came up with the idea to create groups before entering this installation. Then people can discuss the results of this installation together. They also gave input about what kind of exercises they would like. The outcome of this section is summarised in figure 86.

The scenario idea during this session shifted from placing your needs on a board so everybody can see them to evaluate the results together. This by making groups or adding a game element in it. A scenario update based on the session is shown in figure 87 on the next page.

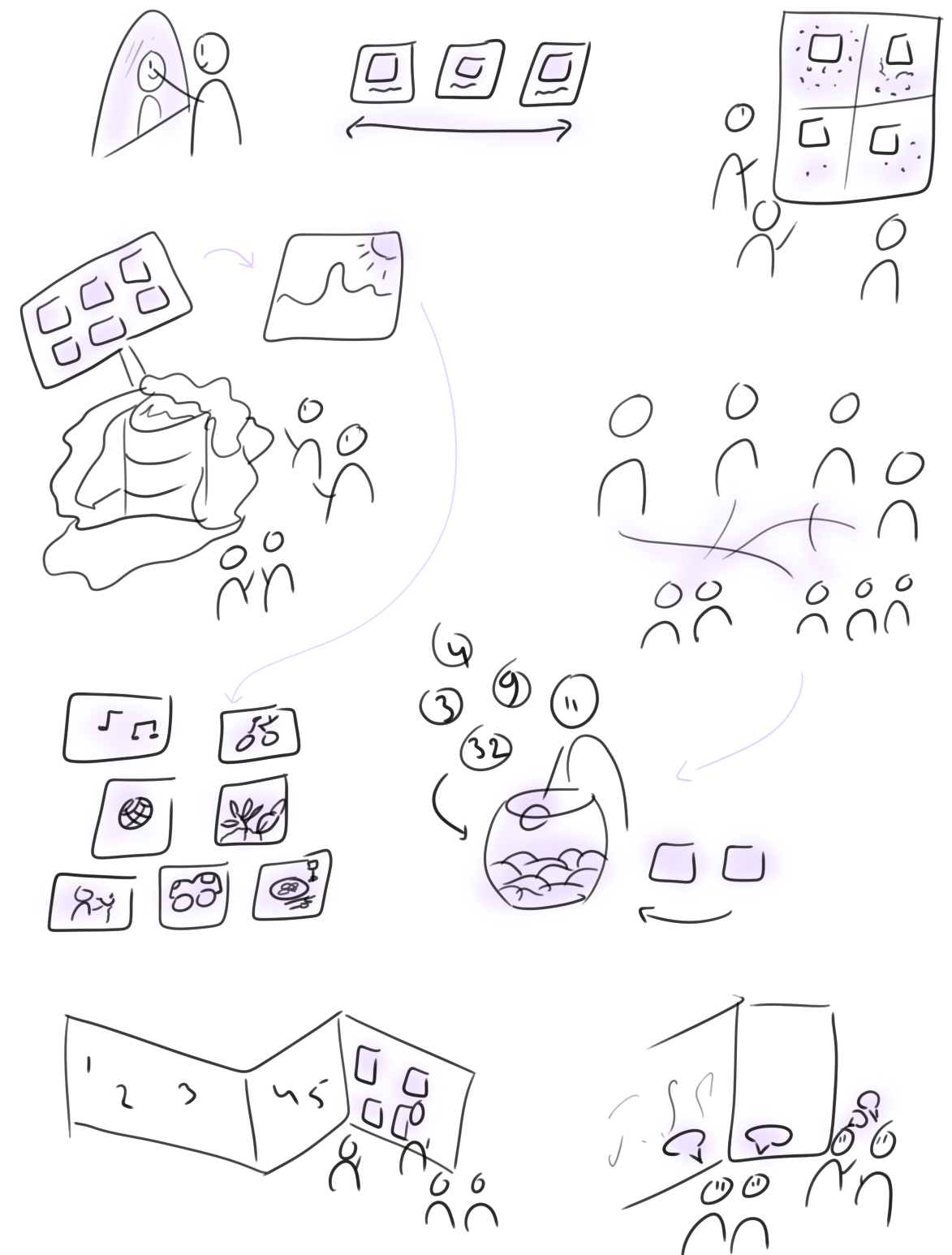
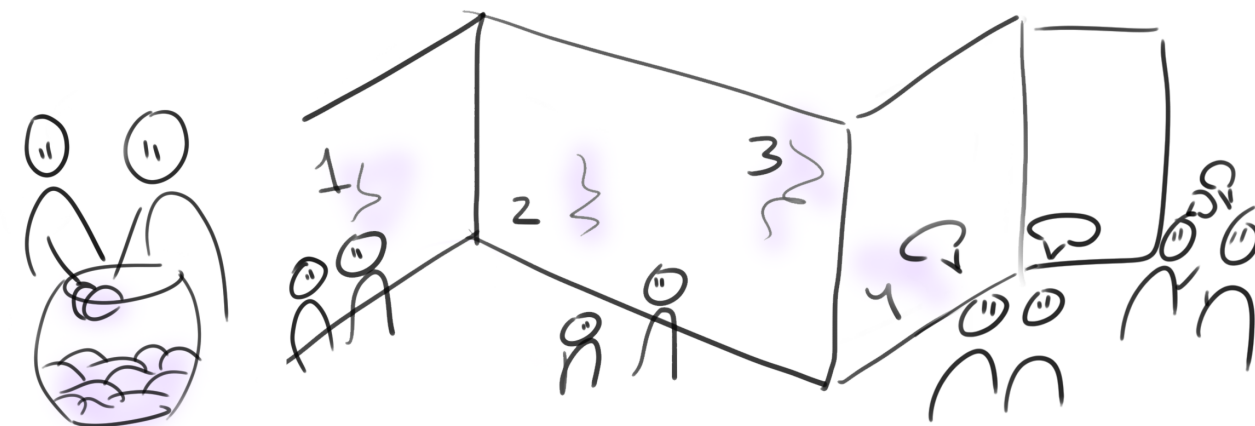


Figure 86 New ideas for Een reis door je straat



## Updated scenario Een reis door je straat A journey through your street



Vooraf kies je een kleur uit de bak.

Verschillende opdrachten zorgen ervoor dat de behoeften van bewoners zichtbaar worden en de drempel tot interactie verlaagd wordt.

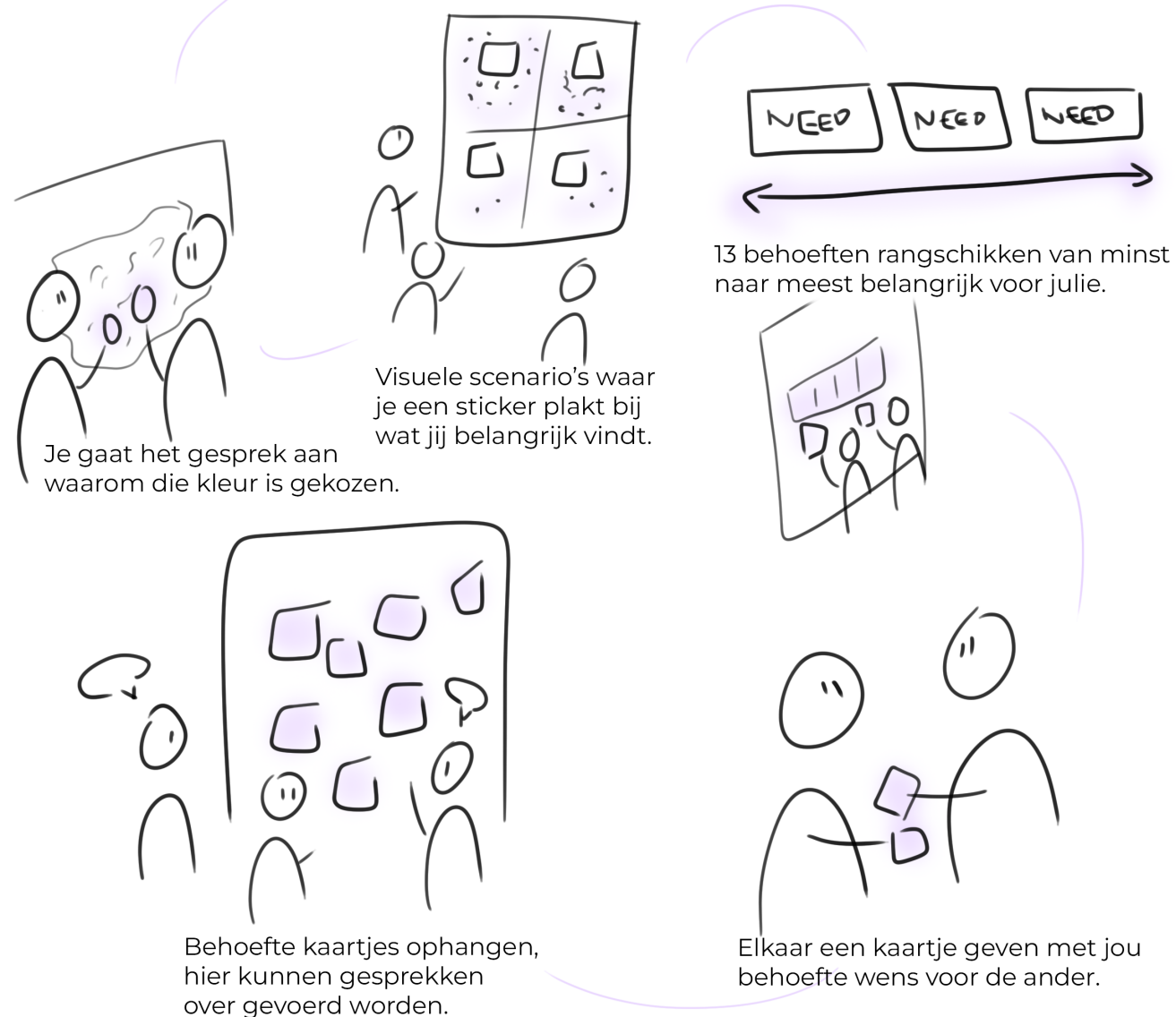


Figure 87 Updated scenario Een reis door de straat  
104

## Activity 4 - Recap of the session

Since we were running out of time, there was not much time left the last activity of the session. Therefore the participants wrote down quickly what they believe is important. They liked a game aspect and mentioned sports as a nice aspect too. They also said an inspiring installation is a good end result, but it also depends on the motivation of the residents itself if they want to participate in the design.

I asked what would be a good activity to test the prototype. They mentioned the marshmallow and hot chocolate evening in the first week of January. The planned Christmas market and Sinterklaas evening were no good options in their opinion since

they either took place in another part of Woensel West or were only for kids. The activity they mentioned is open to every age and a good timing to test the prototype in their opinion.

One participant thanked me for working on this topic, she really liked it and said I did a great job. On this comment the other participants responded with they indeed like that with this workshop they think about the topic more and are reminded about the importance of it.

The insights of activity four are visualised in figure 88.

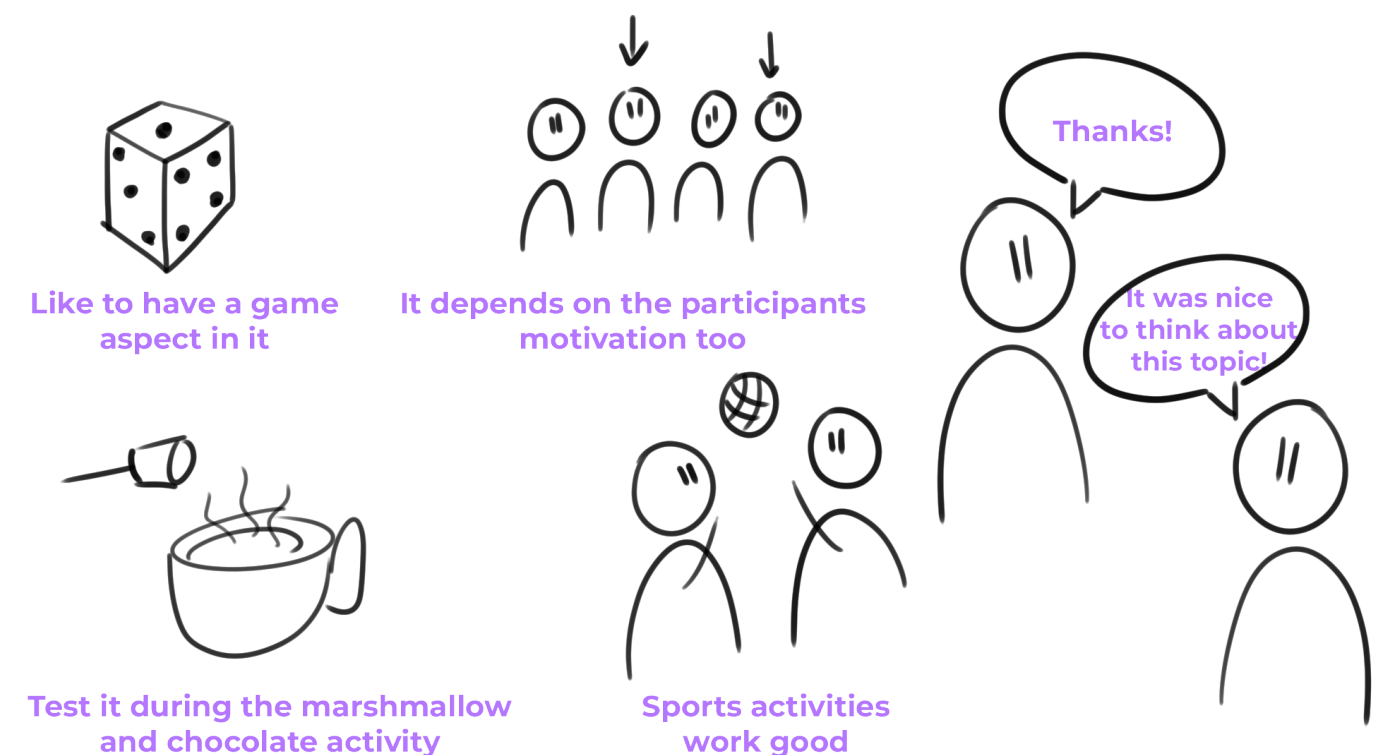


Figure 88 Insights of activity four visualised



# 7.5 Concept direction

## Updated scenarios discussed

During a coach meeting it was said that a combination of the scenarios looked a bit like the Meaningful Encounters installation from Muzus (Muzus, n.d.). Their installation was showed during the DDW 2024 and is designed to let strangers meet each other. To not to come up with the same idea I scheduled a meeting with Helma van den Berg- van Rijn who works at Muzus. This

was also to learn more about their concept and their learnings of the DDW 2024. Therefore we talked about their concept, the idea behind, how it turned out and what they learned from their presentation during the DDW 2024. After showing the ideas I received tips for my project too. The conversation was very inspiring and the key take-aways are summarized in figure 90.



Figure 89 Meaningful Encounters Muzus during the DDW 2024, photo by Muzus

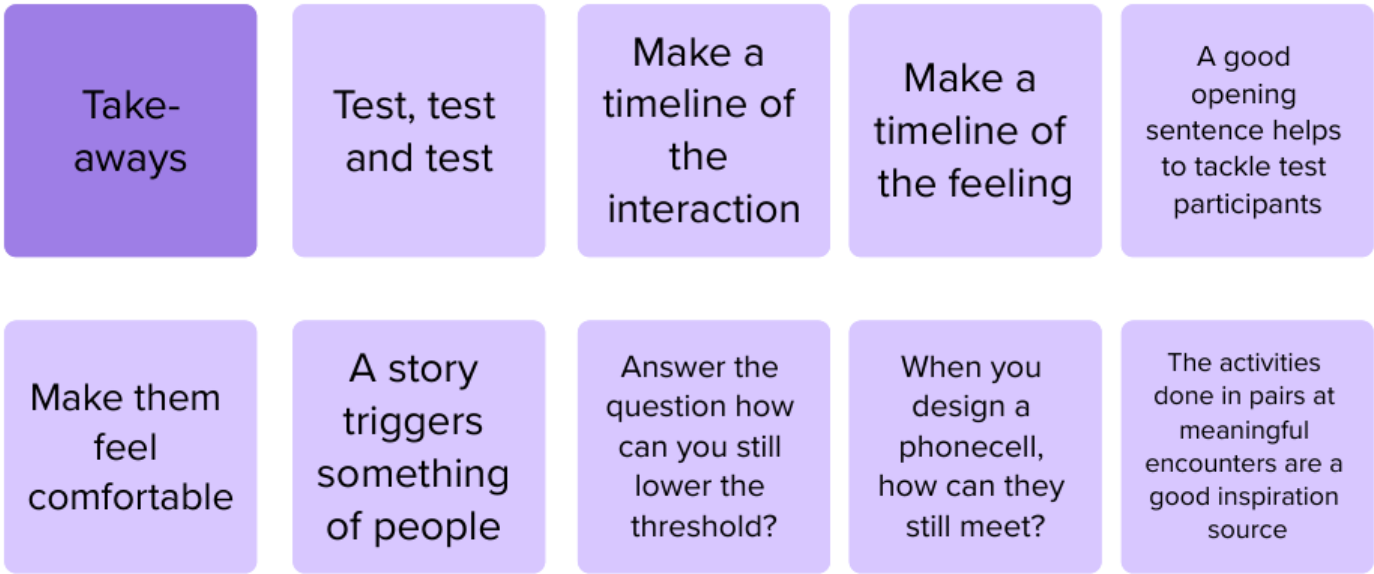
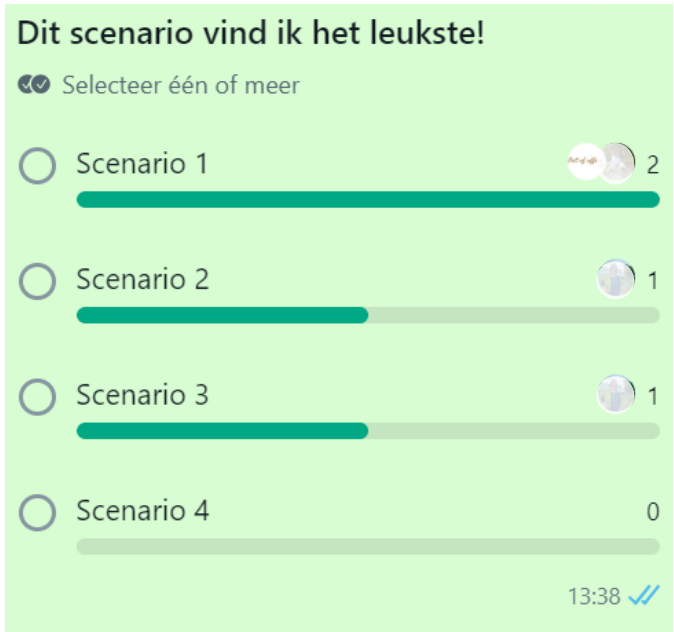


Figure 90 Key take aways conversation about installation meaningful encounters

## Choosing the concept direction with the Weighted Objectives method and participants preferences

To make the decision of the final concept direction I asked the participants from the brainstorm session to vote for their favourite scenario. I used the Weighted Objectives method as described in the Delft Design Guide too to make a decision (van Boeijen et al., 2020). The participants could vote on their favourite scenario by a WhatsApp poll. The scenarios fitting to the numbers are shown in figure 91 too.

Besides that, I set up a list of requirements using the List of Requirements list from the Delft Design Guide as inspiration (van Boeijen et al., 2020). To evaluate which scenario meets the criteria and fits the design goal and interaction vision the best, the five most important requirements are used for the Weighted Objectives and explained below. The complete list is shown in appendix 16.

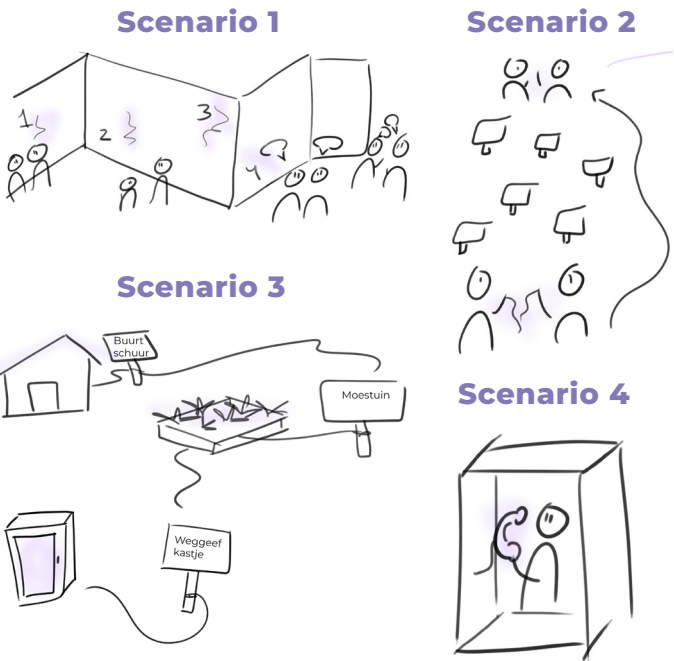


**The concept should feel open to everyone and the thresholds to enter should be as low as possible.**

It should motivate the residents who dare to speak out, but it should also target the residents who do not talk that much or don't dare to express themselves. Therefore the threshold to enter the concept should be low, preferably zero.

**It should encourage the participants to open up to fellow neighbours stories.**

The neighbours stories should smoothly be integrated in the design, so they are forced to listen or read those stories. They should not put extra effort in being exposed to the stories, so the threshold to listen or see those stories is low.



**It should stimulate to reflect on what they have learned from the different views.**

To stimulate reflection, the reflection part should be integrated within the design. The participants should be remembered to the reflection during the intervention, this will help in the opening up process. Preferably the reflection part has a prominent place in the intervention.

Figure 91 Results of the WhatsApp poll showing the most votes for scenario 1 in this figure



**It should be take into account that the installation of the object in public places should be vandalism proof**

Since all scenarios contain objects in public space, the requirements of objects in public space should be considered carefully. It should not cause dangerous situations and it should take into account possible vandalism actions too. For example the statement boards can be easily grabbed out, the interaction wall can be pushed over and a closed phonecell can provoke unwanted behaviour inside.

**It should fit the interaction vision and its inspiring words mysterious, open minded and intimate.**

To make it immersive I want to create a spark and triggers the participants curiosity into their neighbours. Besides that it should create an open atmosphere to listen to other stories/views/ideas and it should feel personal and safe to be able to express themselves freely.

The scores obtained by the scenarios from the Weighted Objectives method are shown in figure 92.


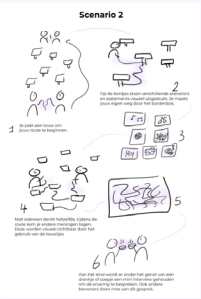
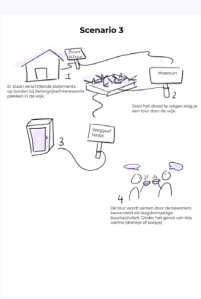
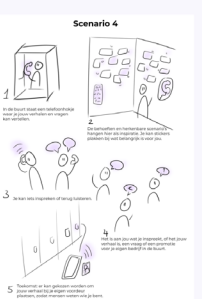
Weighted Objectives									
		Scenario 1		Scenario 2		Scenario 3		Scenario 4	
									
Requirement	Weight	Score	Total	Score	Total	Score	Total	Score	Total
The concept should be open to everyone to enter, the thresholds to enter should be as low as possible	30	2	60	6	180	4	120	9	270
It should encourage the participants to open up to other neighbours stories.	30	8	240	7	210	6	180	6	180
It should stimulate to reflect on what they have learned from the different views.	20	7	140	7	140	4	80	2	40
It should take in account the requirements of placing an object in public space, including being vandalism proof.	10	4	40	2	20	4	40	6	60
It should fit the interaction vision on the three inspiring words mysterious, open minded and intimate.	10	3	30	3	30	3	30	7	70
	100		510		580		450		620

Figure 92 Weighted Objectives on the four scenarios, showing that scenario 4 scores the highest points (van Boeijen et al., 2020)

Chosen concept direction: Babbeloord

The scenario of ‘Het biechthokje’ scored the highest with its 620 points. This is mainly due to the requirement of an open concept for everyone, which is chosen as one of the most important requirements as well. Sadly, this scenario did not match the preferences of the participants of the brainstorm session. In total three people voted of which two on scenario 1 and one on scenario 2 and 3. The three chosen scenarios all contained chats with neighbours, something the participants liked. However, this creates a threshold for the residents who do not know people or do not want to come in contact with neighbours. This made me realise that the participants of the brainstorm session only represent a part of the target group, namely the more open and/or active neighbours of Woonontwikkeling Vredeoord. This reminded me about the importance of the design goal being open to everyone to also reach the residents who are more shy or normally do not speak out loud.

The different outcomes of the Weighted Objectives and the WhatsApp poll created some doubt, but made me put on my critical glasses to revise the ideas again. I reformulated the good aspects of all scenarios. Inspired by this I decided to combine the good aspects of the scenarios into scenario 4, the telephone box scenario. In this scenario there was room for improvement too, since 620 points out of 1000 points is not high, but just above acceptable.

I defined different aspects of the scenario to improve the scenario, now called Babbeloord. This is shown in figure 94. The brainstorming prior to can be found in appendix 17. However, since Babbeloord is now only conceived on paper, it is needed to test if the design would appeal to residents as well, which will be explained in the next chapter.

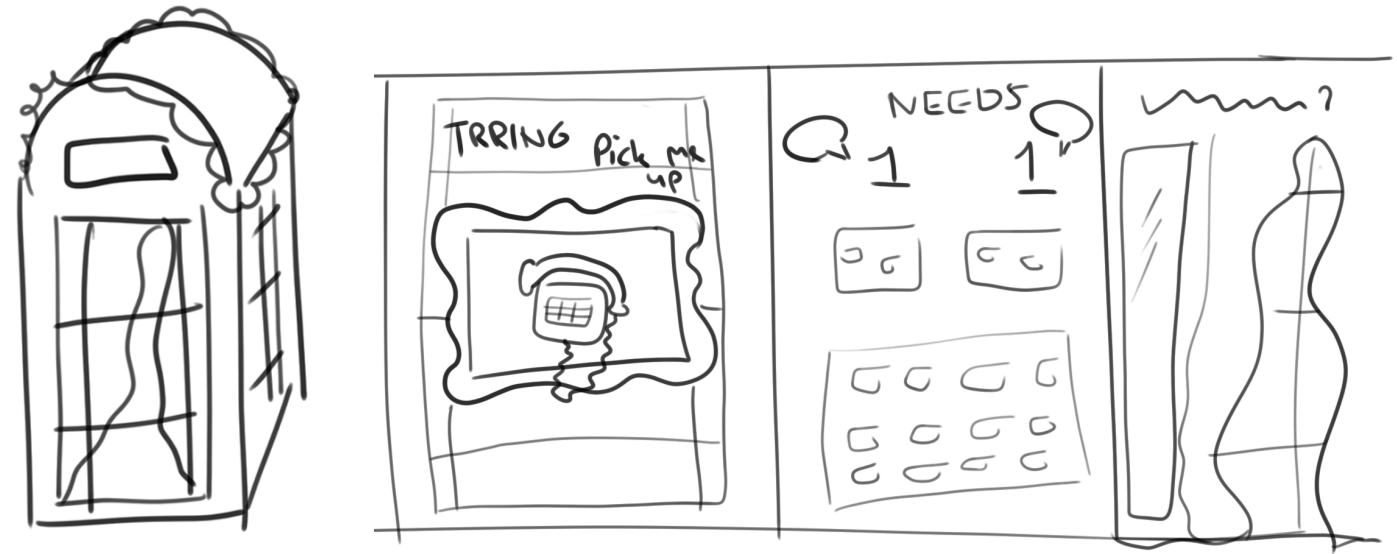


Figure 93 Drawing of Babbeloord and its walls



## Timeline scenario



Figure 94 Scenario of the telephone box named Babbeloord

## 7.6 Iteration and prototyping on Babbeloord

To iterate on Babbeloord multiple prototypes to test different aspects were made.

Since this concept is designed for Woonontwikkeling Vredeoord, it would be best to test it in this context as much as possible. However, not every iteration of the prototype is needed to specifically test with residents of Woonontwikkeling Vredeoord, e.g. a small first prototype made to test if the explanation is clear can also be tested by other people to save time and

iterate even more. In total nine prototypes were designed to test several aspects of Babbeloord. In figure 95 an overview is given of the prototypes.

Eight tests gave useful insights in how to improve the interaction of Babbeloord, see figures 96 and 97. In this chapter the most important insights per prototype are shown. More detailed information about the prototypes and how they are tested is described in appendix 18.

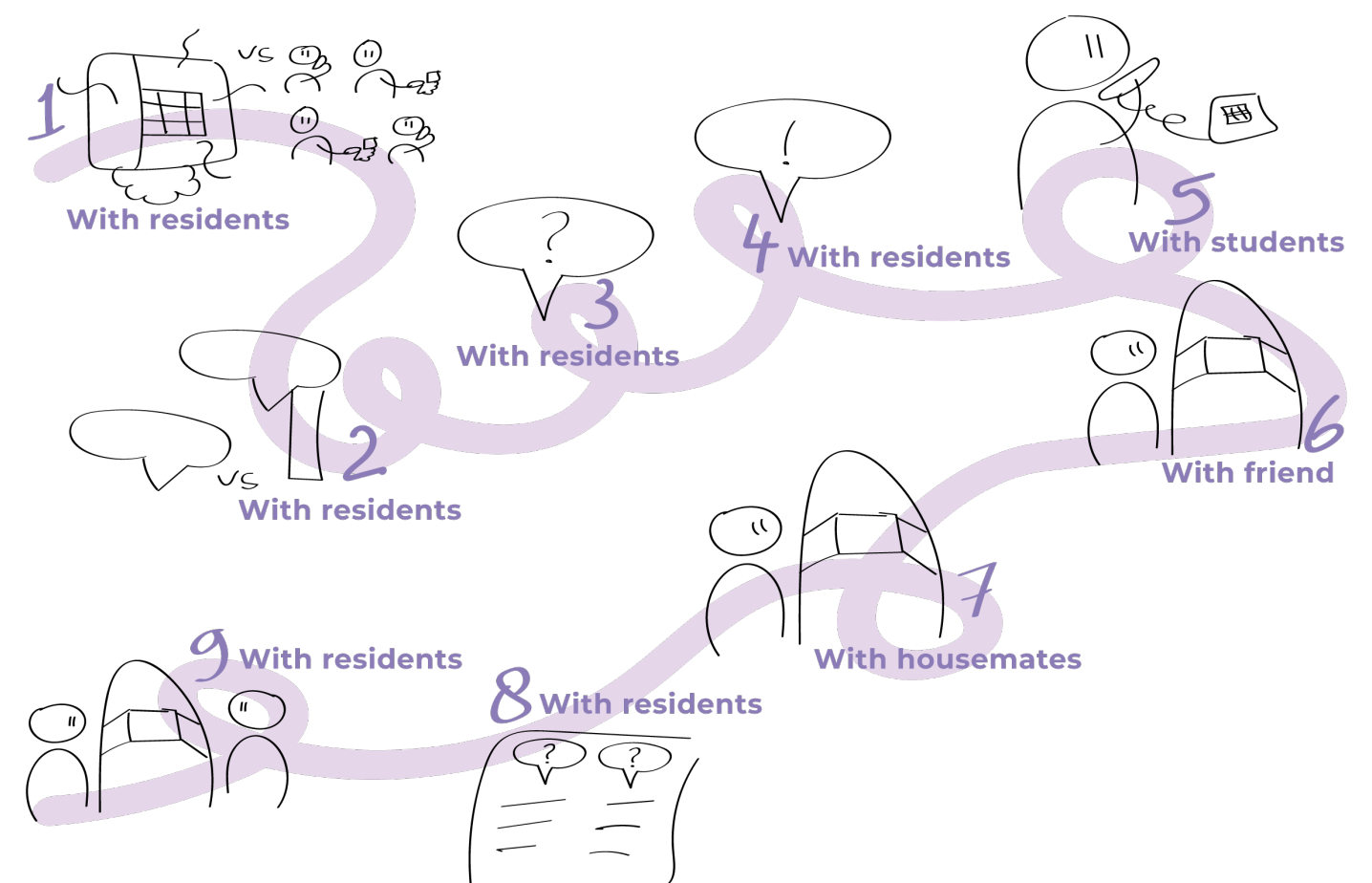
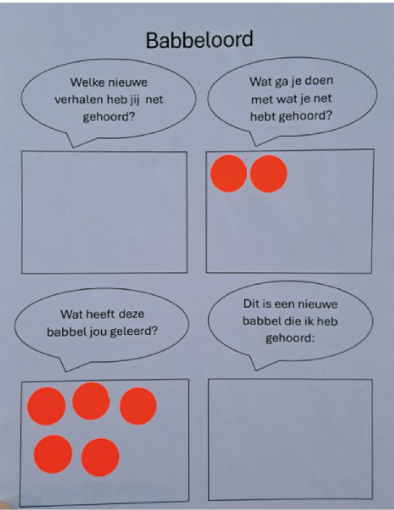
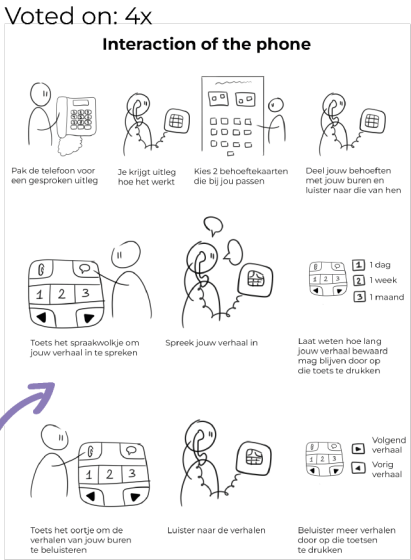
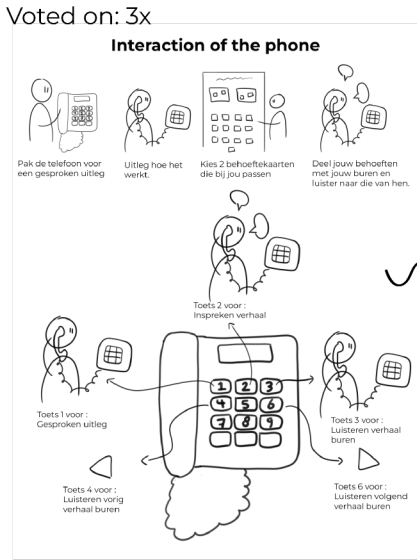
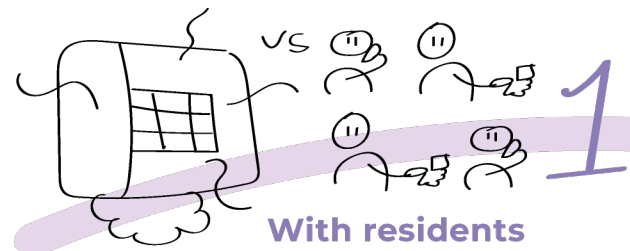


Figure 95 Overview of the nine prototypes created to test several aspects of Babbeloord

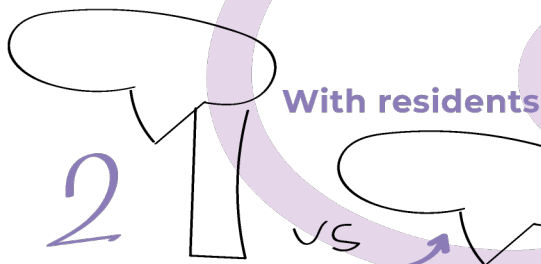




## Prototype 1 - Which visual explanation is more clear?



- Both explanations are shown to the eight participants
- One participant spoke Ukrainian and could not/wanted not explain his ideas to me. This led to an important insight: the explanation should be clear without text too.
- The scenario based explanation is chosen four times
- All participants preferred with text explanation
- The ones who understood the explanation with the phone on the paper also understood the scenario based explanation, but vice versa this was not always the case.
- Continue with scenario based explanation
- The renewed scenario with text is shown here too.



## Prototype 2 - What works better, quotes on poles or stickers on the floor to track attention?

- For both types thirteen people walked by
- Stickers were looked at more
- Stickers were read better
- Stickers are more vandalism proof and can have big sizes without dangerous situations
- Continue with stickers



Walked by: 13x  
Looked at: 4x  
Read text: 1x



Walked by: 13x  
Looked at: 5x  
Read text: 3x

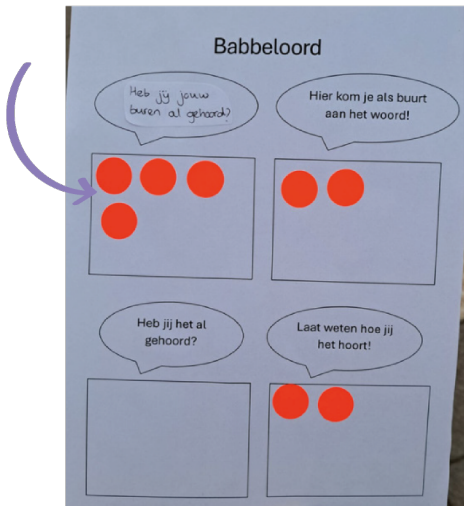


## Prototype 4 - Which reflection question works best?

- Seven participants looked at four versions of a mirror reflection question for Babbeloord.
- Around 70% (5/7) of the votes choose the sentence: 'Babbeloord - Wat heeft deze babbel jou geleerd?'
- Participants choose this sentence because this sounded the least forcing to do something, but it still stimulates into action.
- The specific action is open to decide themselves (think, reflect, take action. etc.)
- These arguments convinced me to go for this sentence, even though the sentence is unsatisfying unrhyming.
- Continue with: 'Wat heeft deze babbel jou geleerd?'

## Prototype 3 - What subtitle works as catchy motivator to enter Babbeloord?

- Eight participants looked at four versions of subtitles for Babbeloord
- Voted with stickers on the paper
- 50% of the votes for: 'Babbeloord - heb jij jouw burens al gehoord?'
- They told me this subtitle explains the idea the best
- Continue with: 'Babbeloord - heb jij jouw burens al gehoord?'
- because of the votes and their explanations





Speech diagram created for each part of the phone interaction

Understood better with or without visual explanation?

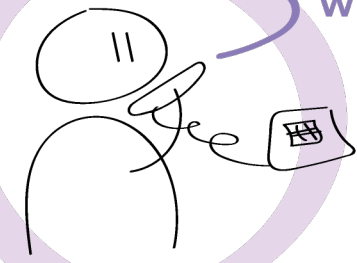
1. Picking up + NL ENG button: **Without**
2. Explanation part 1: **With**
3. Recording a story: **Without**
4. Listening to neighbours: **With**
5. Hanging up: **Without**

With 2x: Recording a story, listening to neighbours  
Without 3x: Picking up + NL ENG button, explanation part 1, hanging up



### Prototype 5 - Is the (spoken) explanation of Babeloord clear?

- Four participants conducted the test, of which two participants listened to the explanation with a visual explanation and two without this visual explanation.
- The parts of telling their own story and listening to stories was understood better by participants with the visual explanation.
- The other parts; the introduction, choosing NL or ENG as language and the explanation before and after hanging up were understood better by the participants without the visual explanation.
- Multiple participants gave the valid argument that reading and listening at the same time makes you not understanding both of them.
- Therefore it is decided that the next test will be done without the visual explanation to see if this is also understandable for them.



With students

Options for building the complete prototype. It is decided to continue with the tent because:

- Gives privacy
- Able to stand inside as an adult
- More intimate
- Easy to transport and set up during a test
- Ability to look outside



### Prototype 6 - Is the whole interaction of Babeloord clear?

- A prototype for the whole scenario is made to see if the interaction of Babeloord is clear.
- The first test of this prototype is still done with the spoken explanation of prototype 5.
- One participant tested prototype 6 and the interaction, it was understandable without visual explanation
- The insights of the tests of prototype 5 and 6 are incorporated in the spoken explanation of prototype 7



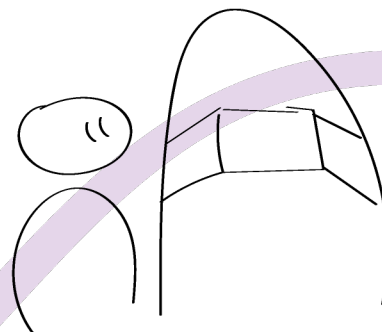
With friend

Waterproof because of the rainy weather forecast



### Prototype 8 - Do residents understand the needs wall and asked questions?

- It was the aim to receive feedback on the layout of the needs wall and if residents could work with the 13 fundamental needs too
- Sadly it was continuous raining the day of the test
- It was the Thursday before the Christmas break and the schools had Christmas dinners, so there were no residents outside.
- This is something to take into account for another project, testing a week before the Christmas break is a bad timing, because everybody is busy.
- There were no new insights based on this prototype.



With housemates

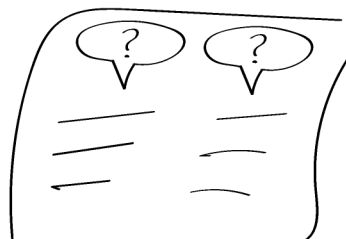


### Prototype 7 - Is the whole interaction of Babeloord clear?

- In total four participants tested prototype 7
- Overall the participants understood what they needed to do.
- The reactions of what they thought of the experience were quite the same: "I found it quite funny!" and "It was fun to do"
- Based on this test the text of the spoken explanation is improved again
- The speech diagram version is extended with actions for a host before and after the participants enters the installation too

### Prototype 9 - The whole interaction of Babeloord in the neighbourhood

- The above described prototypes lead to prototype 9, the final prototype which will be used to test the whole interaction of Babeloord in the neighbourhood itself.
- In the next chapter the test plan and its results will be explained in detail.





# 7.7 Testing the whole interaction of Babbeloord in context

To test if the whole interaction of Babbeloord is understood by residents of Woonontwikkeling Vredeoord I tested prototype nine in the neighbourhood. This was during an already planned activity to find more participants for the test. Since this test is more complicated and can be seen as the final prototype test, this test also receives more attention in this report.

## Testing during an already existing activity

The test is conducted during a new year's activity where neighbours drank hot chocolate around a fire pit together on a Saturday evening. Because of the context and timing of activity there were some limitations for building the prototype for this test. The limitations are explained below.

## Limitations for building Babbeloord

### Transport

The prototype of Babbeloord should be transportable by me and one extra person from Delft to Eindhoven. It was preferable that the prototype could be built in Delft, since this saved time and gave me the opportunity to put in more effort in the prototype. Therefore, in the building plan it should be taken into account to make the prototype is easily transportable.

### Costs

Since the prototype was funded by myself, there was a limited budget to build the prototype. For instance I searched for an English second hand telephone box, but the cheapest one turned out to cost €1500. This was too expensive for me, so I had to explore other solutions to build the prototype on a more tighter budget.

### Building up and down

The prototype should be able to build up and down so to avoid this takes too much time during the testing day. This also contributes positively to the above mentioned requirement costs.

### Waterproof

The prototype should be waterproof since it is placed outside. There is a change of raining/snowing, so the prototype must be waterproof for rain or snow.

### Vandalism-proof

The neighbourhood has a history with children destroying things in public space and even within private space too. This is something that has to be taken into account when designing the prototype version. There is always a change of the prototype being demolished by vandalism, but this can be lowered when the prototype is always observed by me and the second person. Vandalism can also be lowered when joining an already organised activity. If there are more adults around they can be asked for help when needed. However, if those two things cannot stop vandalism then it is preferable to build up the prototype out of different elements, so maybe some elements can be saved.

These requirements asked some creative thinking. In the end it lead to a prototype that is, from the outside, not looking like the sketched scenario, but the fundamental aspects of the design are still there. On the next pages pictures of the prototype, its design choices and the use of it during the test are shown.

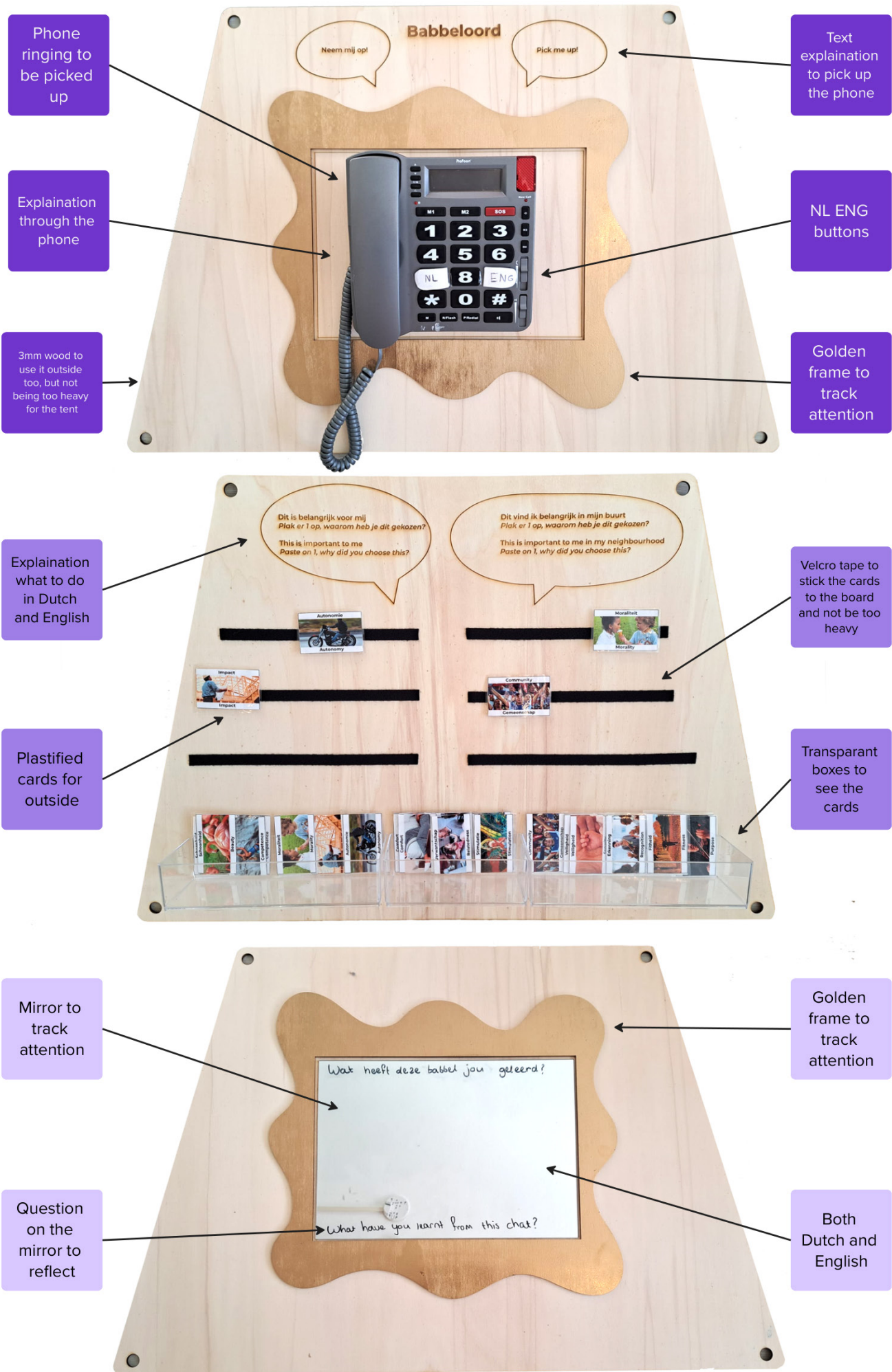


Figure 98 The three wooden prototype walls and its design choices





Figure 99 Prototype of Babbeloord placed in Woonontwikkeling Vredeoord together with some pictures from during the test

# Testplan of Babbeloord in context

Because the prototype still contains Wizard of Ozz (van Boeijen et al., 2020), the phone is operated manually, the test needs to be conducted with two people for a smooth interaction. Therefore I wrote a structured test plan which is shown in figures 100 - 102.

The test plan is divided into three phases; before, during and after the participants enter Babbeloord. The test plan is setup for two people, since there were too much tasks for myself alone. In appendix 19 the test plan is explained in more detail.

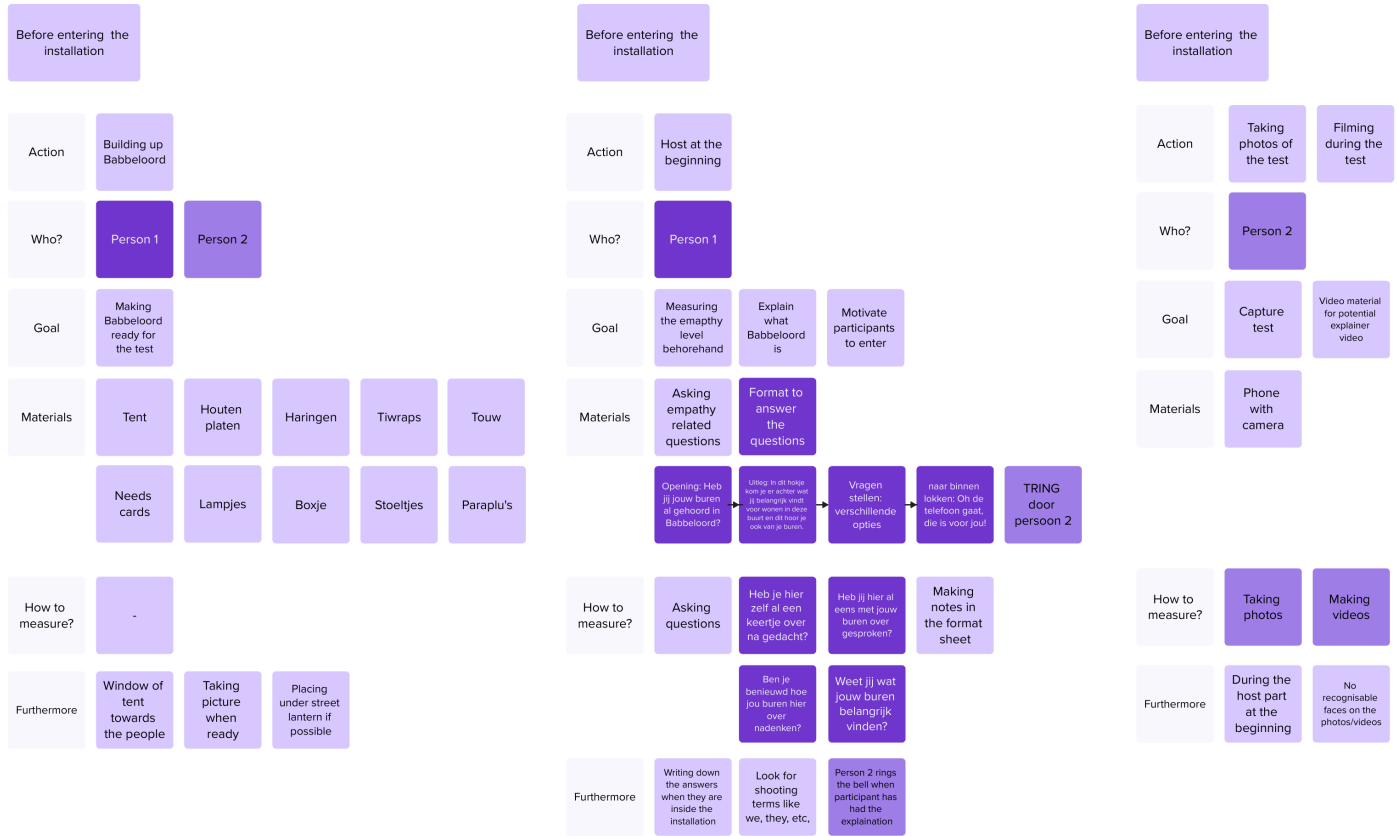


Figure 100 Testplan before the participants enter the intervention



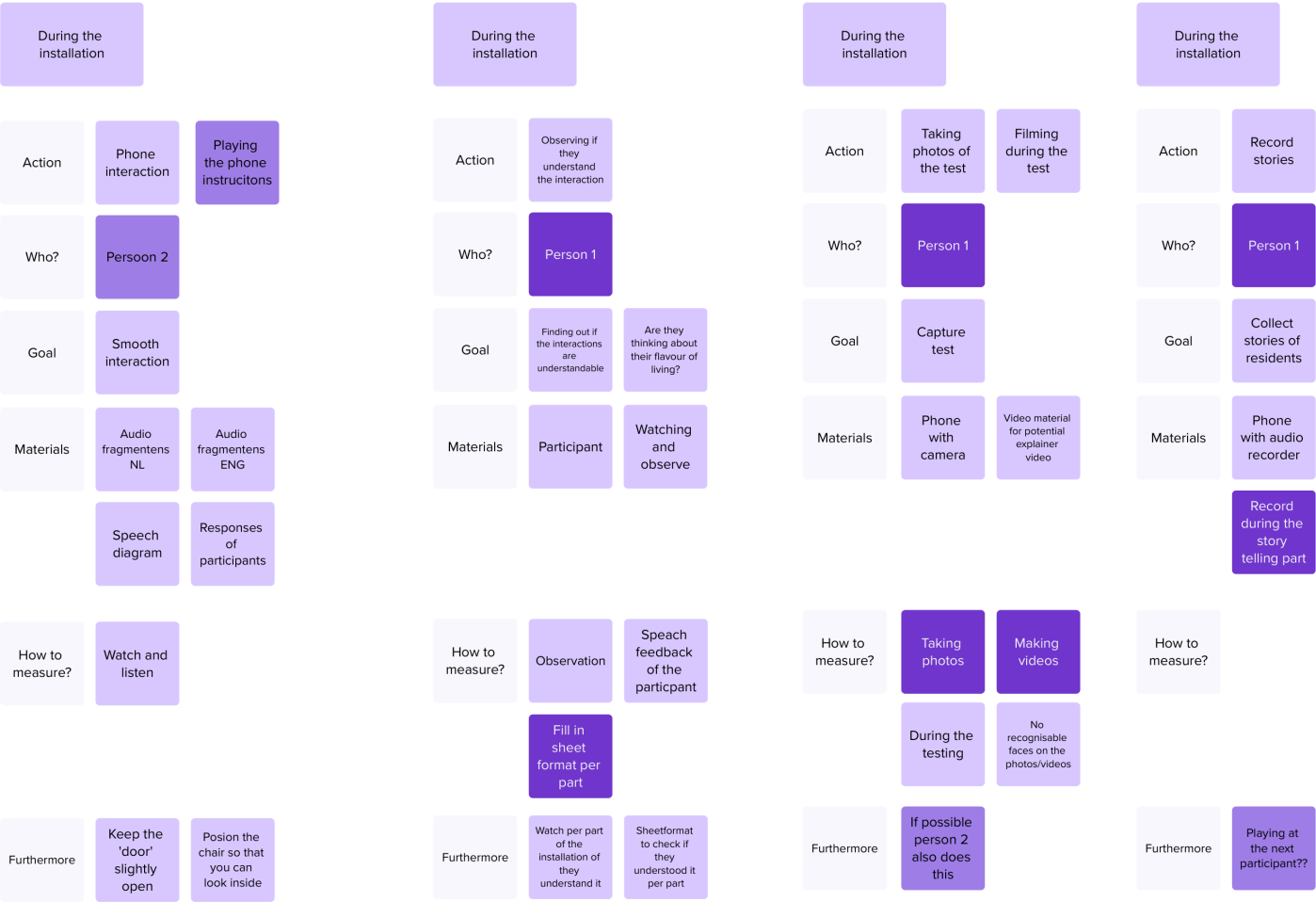


Figure 101 Testplan during the participants enter the intervention



Figure 102 Testplan after the participants enter the intervention

# 7.8 Results and insights of the test

During the test it was dry, but is was cold, freezing and slippery. It is possible that the weather conditions have influenced the test. Since it was really cold it took more effort from participants to finish the whole interaction. It could be that this influenced on how long people wanted to test and therefore how many stories they wanted to listen to. However, despite the cold residents were still excited to test Babbeloord.

Testing during an already planned activity turned out to be a really good idea. There was a continuous stream of people wanting to enter Babbeloord and the people at the activity motivated each other to test too. In the end Babbeloord was tested for eleven rounds. It varied per round if there were two participants or one visiting Babbeloord. The testing period was around 2,5 hours, after this we had to leave since it started to rain and it became code yellow for driving.

The results and insights of the test are evaluated below in three parts, the insights about Babbeloord in general, the insights per interaction step and the participants opinions about the experience.

## Insights about Babbeloord in general

When building up Babbeloord some people already came to watch and asked a lot of questions. They were curious what it was and wanted to try out, also because of the size of the tent they were wondering what was going on. These are positive findings, residents were curious and willing to enter Babbeloord. Having a big sized installation could help for paparazzi of Babbeloord too.

The first participant mentioned that the walls were too low. He had to bend to read and would have preferred a chair to sit on. Luckily we brought a chair and the rest of the tests were done with a chair inside Babbeloord. It became crowded inside the tent with the chair in it, so for the redesign

I would recommend to hang up the walls higher so you are able to stand and read to have more space for moving around.

Before Babbeloord was set up, mainly children asked us to enter Babbeloord already. They motivated their parents to test Babbeloord too. My initial thought was to focus on adults testing Babbeloord, but since some children specifically asked if they could test it I decided they could enter as well. Actually, this turned out really good. Even though the prototype was built for adults it turned out that both children and adults were able to understand Babbeloords explanation. They told me it was fun to do and they understood what to do. The youngest child picking up the phone was only two years old. Every child understood they had to pick up the phone, so even though they are probably not grown up with vintage phones, they understood that you had to listen to the phone to understand the installation. Although children helped motivating participants, they sometimes disturbed their parents when participating in the test. This is something to take in mind, it can influence in how many stories the parents will listen too.

I noticed that participants who came on their own initiative finished the whole interaction and listened to multiple stories too. They told me they liked listening to their neighbours, because it was fun to hear your neighbours and fun to do the whole interaction. Also the other participants said they liked to hear their neighbours stories. It is a positive finding that Babbeloord is liked by residents of Woonontwikkeling Vredeoord, the target group of this design. More about their opinions about Babbeloord is explained in the third part. There was one moment I sensed a threshold for a participant to join, because of a lot of people being around the installation. After first observing a test round with Babbeloord from a distance, an English speaking family asked for explanation about Babbeloord.



They decided to try out, but hang up after choosing their need cards. When I asked if they wanted to tell their story the father told me he really liked the installation, but wanted to think about his answer first. Maybe the large number of neighbours around have influenced this decision.

For this test it was helpful there was a host. People asked questions about the installation and wanted to hear some explanation before entering. It was also helpful during the story recording part, most participants only said the two chosen words of their two chosen cards. They did not give an explanation why. Now the host

could ask why they choose it to receive an explanation. This is something to take into account when redesigning the speech diagram. However, having a host next to the installation makes it less intimate because as a host I could hear every story. Maybe this influenced people and made them not telling what they want or even not joining because of the human interaction. Besides, it makes it less sustainable since you are dependent on someone's availability which requires time and money too.

The above mentioned insights about the test in general are visualised in figure 103 as well.



122 Figure 103 General insights about the test in the neighbourhood

## Insights per interaction part

The explanation on the phone was clear to participants. There were some small questions asked during the test and I observed some minor points for interaction improvement. All participants choose needs cards, but some participants asked where to put which card. From the in total eleven test rounds the phone was picked up again for nine times. When explaining their cards they told which cards they had chosen. The explanation why lacked most of the time, so it is important to improve this part of the explanation. The explanation was quite general too, so there need to be

more emphasis on the story fitting to their neighbourhood.

At least four participants have listened to multiple stories. Some where guessing out loud which neighbour the the story. Sometimes you heard: "ooh they have used that word for that explanation.". The last part of looking in the mirror was done by all participants who finished the interaction. The mirror however was difficult to read since it angled inwards. The insights to improve the redesign are summarised in figure 104.

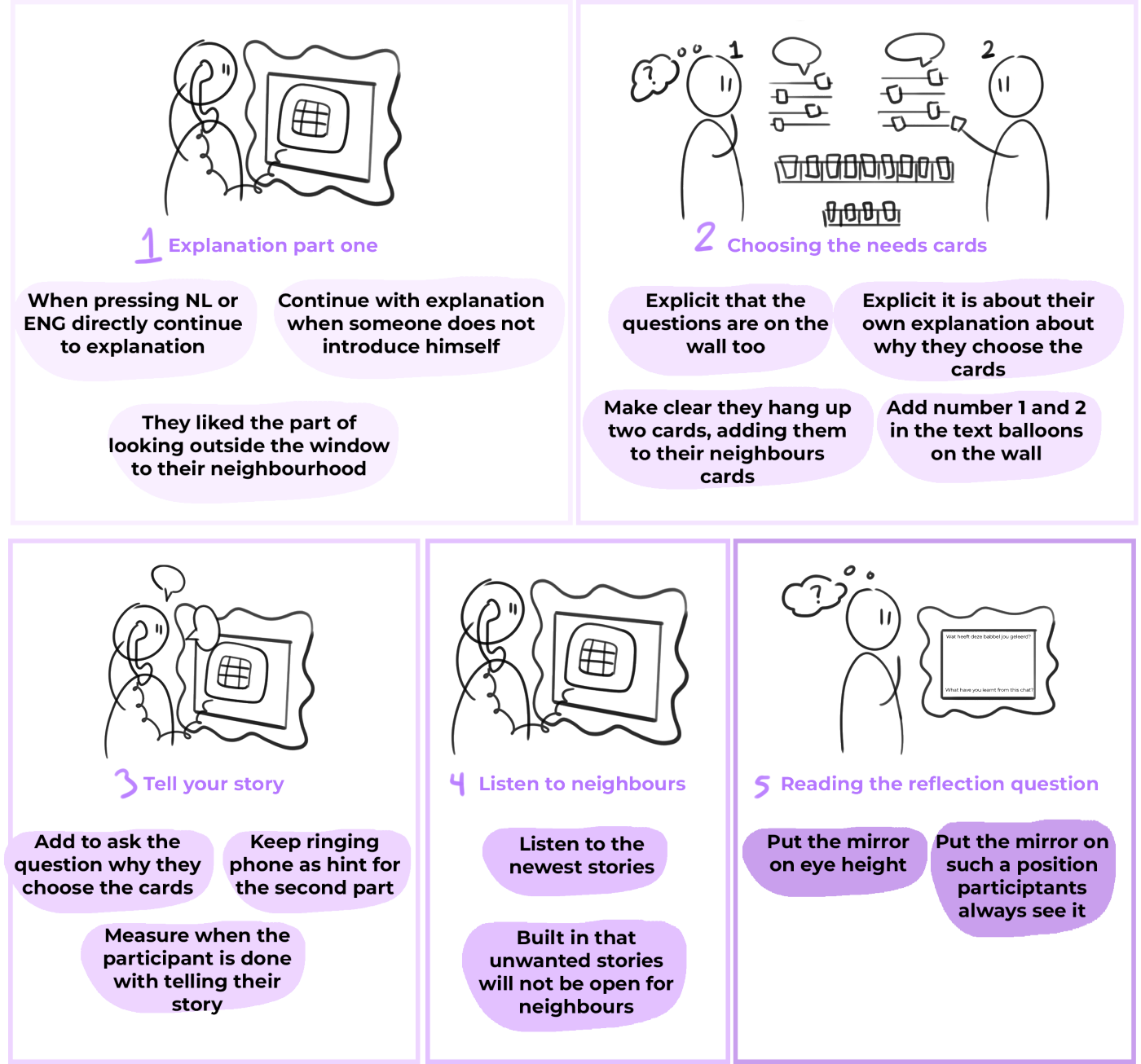


Figure 104 The insights to improve the redesign summarised in the five different phases of the interaction inside Babeloord



## Participants opinions about the experience

After the interaction with Babbeloord I asked the participants their opinions about Babbeloord. Everybody mentioned they liked the experience with Babbeloord. Mostly because they could listen to their neighbours. There were at least four participants who listened to at least three stories (despite the cold). They were curious to their neighbours stories. This curiosity could mean they are open to other stories and thereby opening up to their neighbours flavours. Sadly, this exact question is not asked because of the queue for Babbeloord. Therefore I scheduled a meeting with one participant to talk about the concept on a more quiet place. This can be read in chapter 8.2.

The answer to the last question of what they learned varied per participant, going from exactly repeating the story to answering they can learn from the different stories. More participants mentioned it was nice to hear their neighbours. Some mentioned it

is nice to find out their neighbours think the same about living together and what is still needed in the neighbourhood. They asked this last part as a question to me; how do we do this? This gives me the feeling they start thinking about the topic and the stories and start to opening up on how to achieve what they want. However, it also gave me the feeling that despite Babbeloord is good for opening up, on itself it is not enough for residents to take action by themselves. The participants who repeated the first story as an answer to what they learnt maybe not learned something from listening to their neighbours, but I sensed that at least half of the participants were really thinking about the stories they heard. Especially one participant, of which I had more time to interview afterwards too, explained to me she was inspired to reflect on what she believes is important of living together in the neighbourhood for herself and for the neighbourhood.

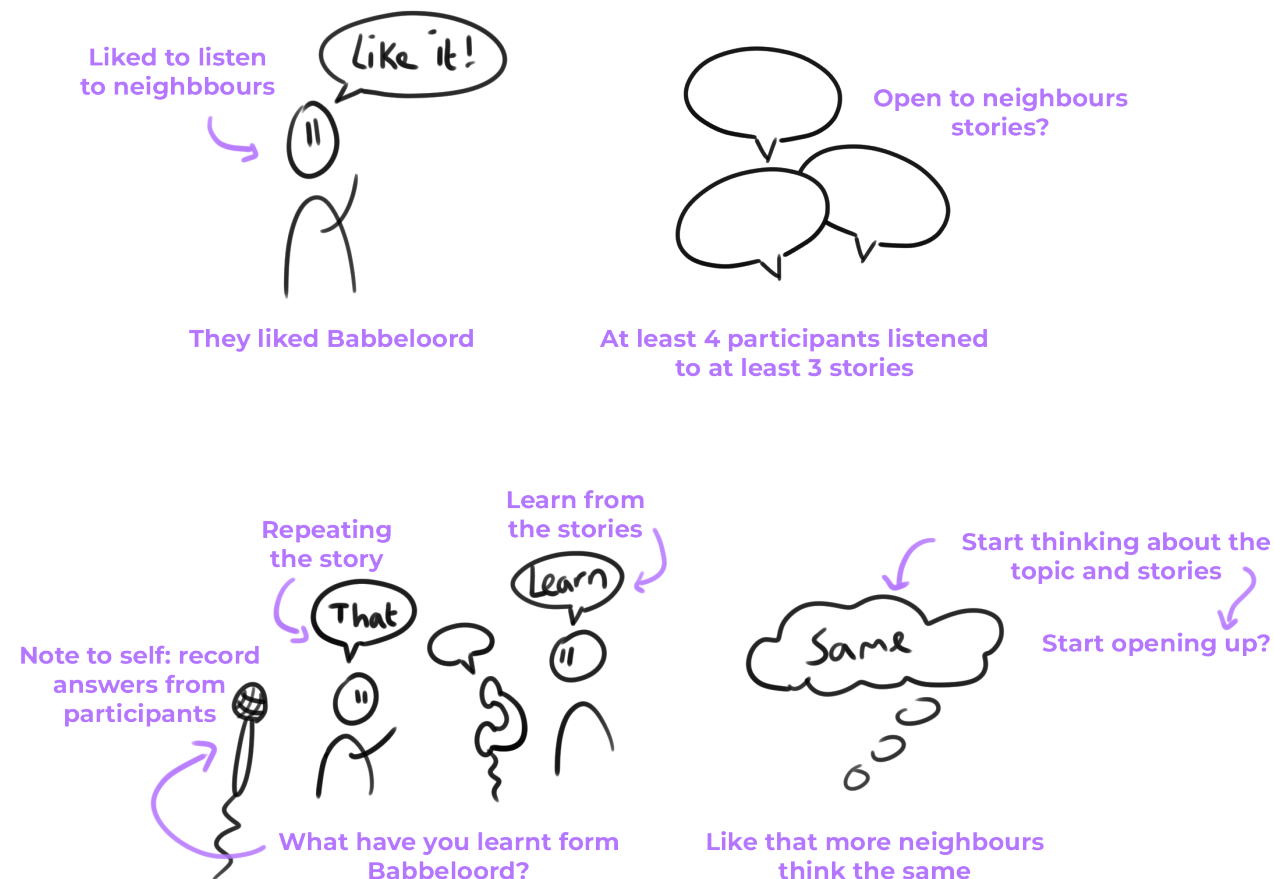


Figure 105 Visual summary of the participants' opinion about Babbeloord

## 7.9 Conclusion of this chapter

The first seven prototypes and the last one gave useful insights on how to improve Babbeloord and iterate on it further. Based on these insights and the results of the last test another design iteration is made to optimise the interaction of Babbeloord. The last test also gave insights about the whole planning around Babbeloord, e.g. the timing of placing Babbeloord in the neighbourhood, a host or not and what to do afterwards. In the next chapter these ideas are integrated into the final design

of Babbeloord. The whole idea around Babbeloord will be explained in detail too. The final version of Babbeloord will also be validated with residents and professionals working in the neighbourhood to write a plan of implementation for the municipality of Eindhoven.

The figure below gives an overview of which insights and design choices found in this chapter are integrated in the final version of Babbeloord.

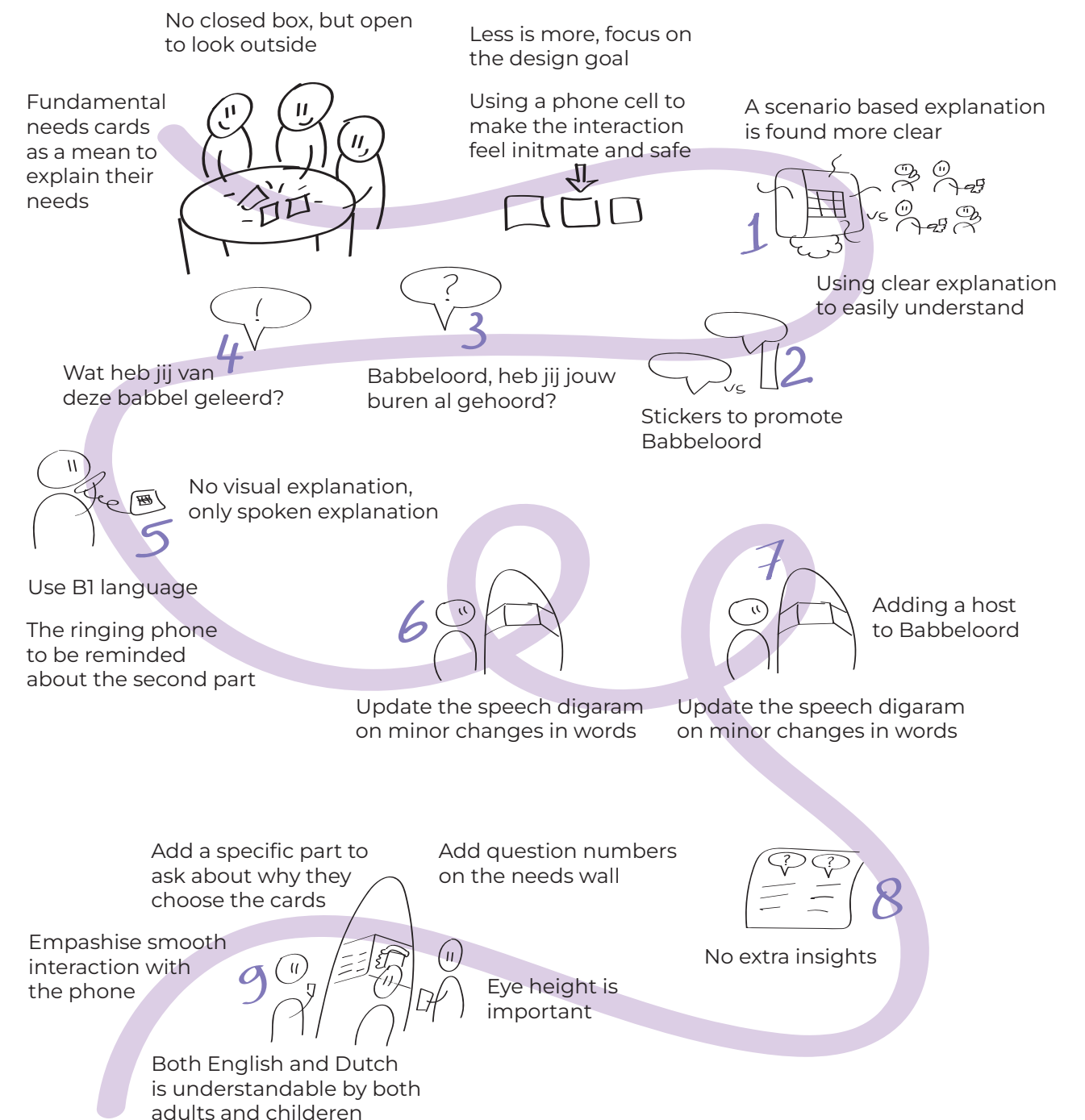


Figure 106 An overview of which insights and design choices found in this chapter are integrated in the final version of Babbeloord.



## 8. Deliver: Babbeloord - heb jij jouw buren al gehoord?

This chapter describes the final version of Babbeloord. It explains the complete process of placing Babbeloord in the neighbourhood, from the week before until the last exposition six months after.

The impact on the Empathic Journey Framework is evaluated too. It is discussed if and how Babbeloord fits into this framework.

To validate if residents of Woonontwikkeling Vredeoord like the idea of Babbeloord and if they would enter the final installation, interviews are held with residents who tested Babbeloord. I have also validated Babbeloord with professionals working either in the neighbourhood or at the municipality of Eindhoven about their view on Babbeloord. Based on this a plan of implementation has been designed. This plan can be seen as an advice how to use Babbeloord as the municipality of Eindhoven.

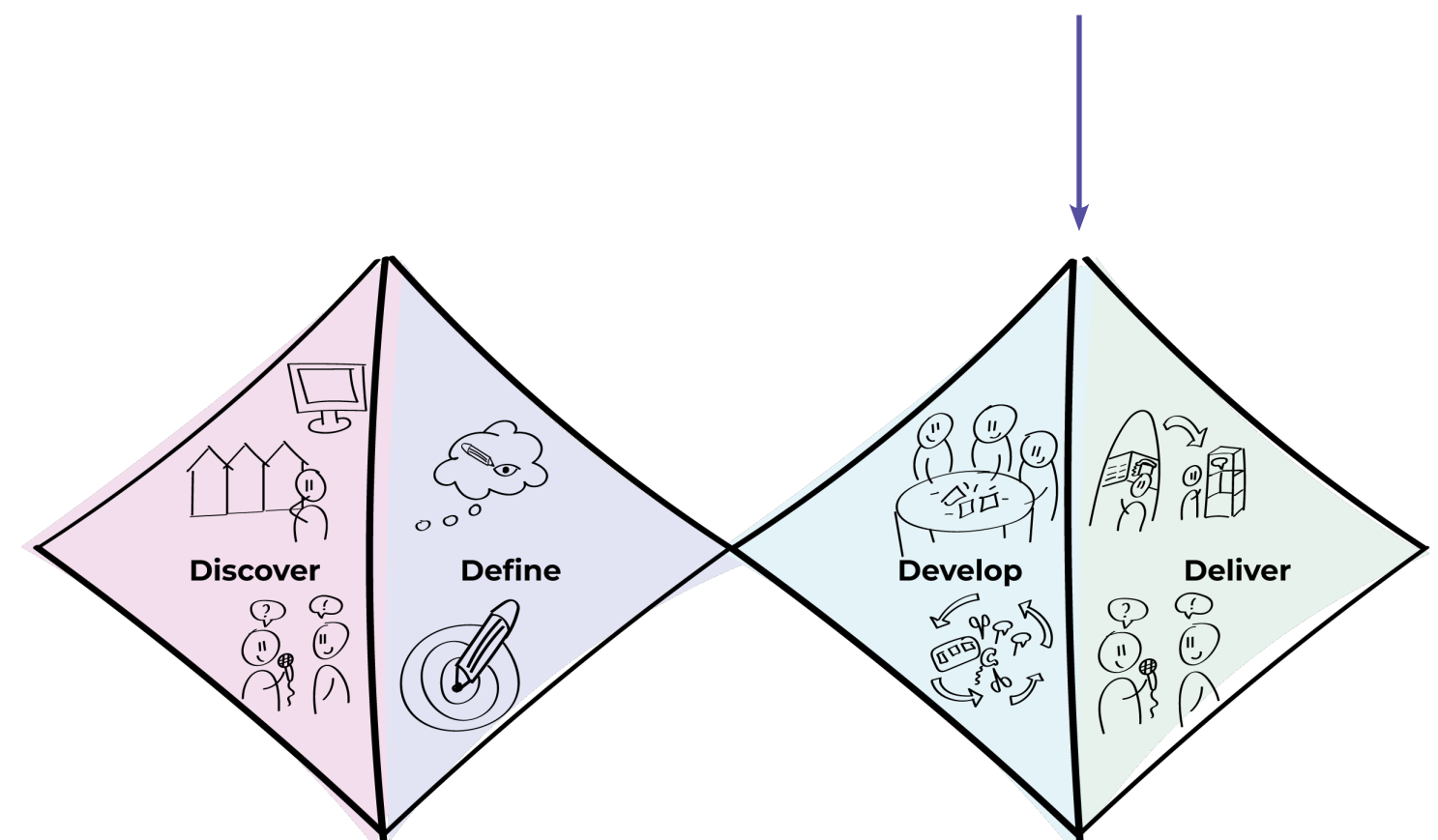


Figure 107 The arrow shows that this chapter describes the deliver phase of the design process

This photo shows someone using Babbeloord as presentation of the deliver phase



## 8.1 Babbeloord explained

Babbeloord is an interactive installation designed to guide residents living in Woonontwikkeling Vredeoord in opening up to the variety of flavours of living together in the neighbourhood. Babbeloord has the aesthetics of an old English telephone box. The phenomenon 'telephone' and 'telephone box' is used as a metaphor of getting in contact with neighbours. Inside Babbeloord residents are guided through the experience by instructions on the phone. They are asked to choose two cards to explain their own need and their need of living together in the neighbourhood. After they told their story they will hear the stories from their neighbours. There is specifically chosen for a spoken explanation through the phone to make the experience immersive. The personal stories are used to evoke a spark and

create emotional connection to what they have heard. This, in combination with the interactive walls, encourage residents to think about the topic and guides them in reflecting on their thoughts.

The experience is divided into two phases: the initial placement and interaction with Babbeloord and the ongoing engagement in the months after. In figure 109 important design aspects of Babbeloord are shown. Figures 110 and 111 on the next page show the speech diagram of Babbeloord, this is the text the participants hear through the phone. The interaction scenario of Babbeloord can be found in figures 112 and 113.



Figuur 108 Babbeloord in Woonontwikkeling Vredeoord on 'de loper'

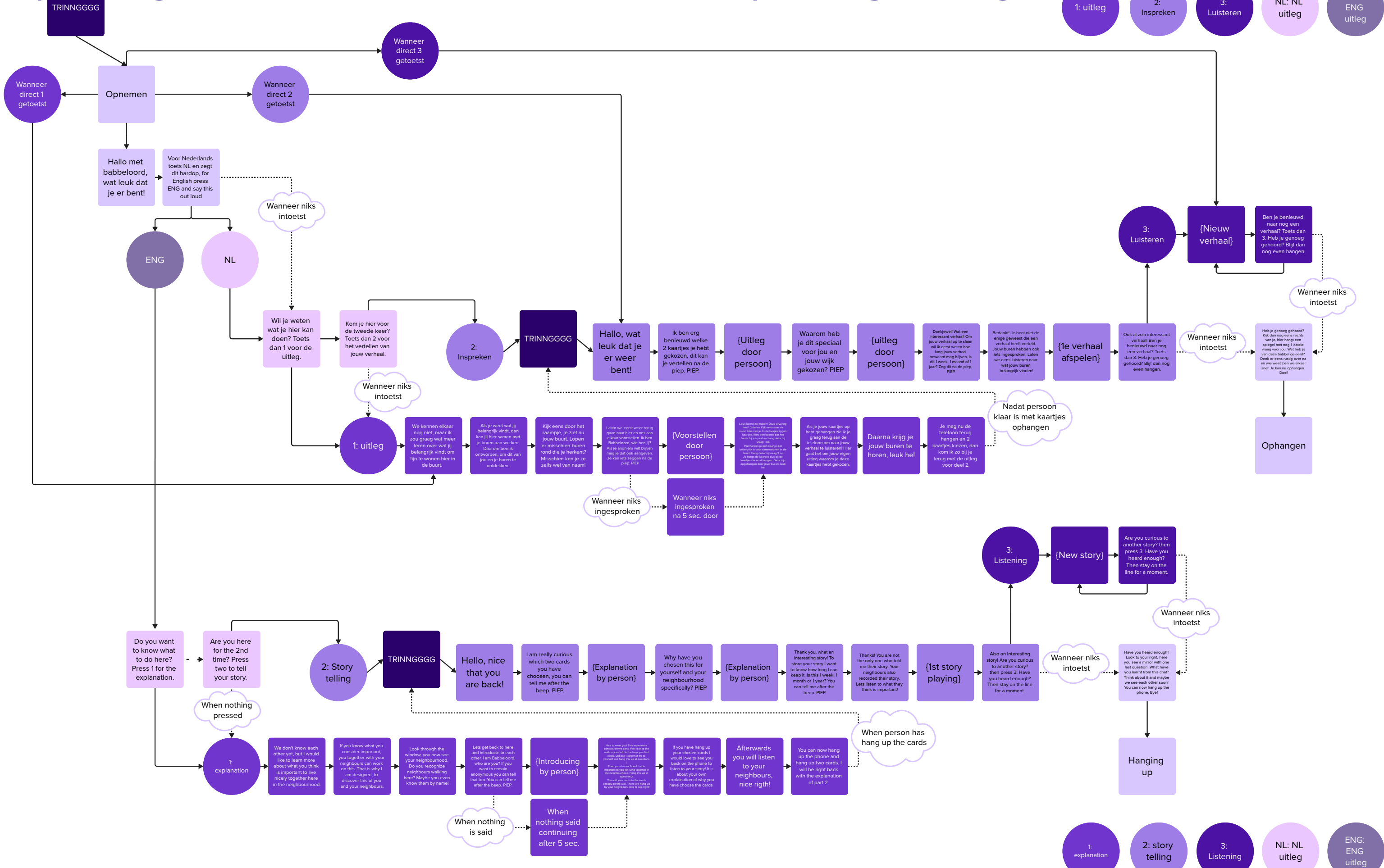
## Important design aspects of Babbeloord explained



Figuur 109 Important design aspects of Babbeloord visualised and explained in one figure



## Speech diagram in Dutch



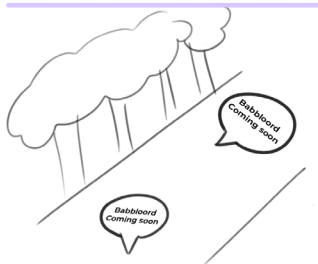
*Figuur 110 Speech diagram of the interaction on the phone in Dutch*

*Figuur 111 Speech diagram of the interaction on the phone in English*



Scenario before and during the first time of Babbeloord

1 week before Babbeloord is placed in the neighbourhood



'Babbeloord coming soon' will be spread on stickers through the neighbourhood to track attention and spark curiosity.

When Babbeloord is placed in the neighbourhood  
The first day



The first day of Babbeloord is on the same day as an already planned activity in the neighbourhood.

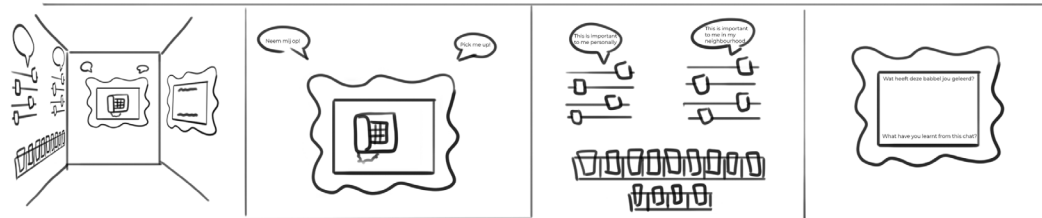


There is a host present to give a short explanation about Babbeloord. The host can also motivate people to enter.



A phone starts to ring as a sign to enter Babbeloord.

When entering you see the first glimpse of the three walls.

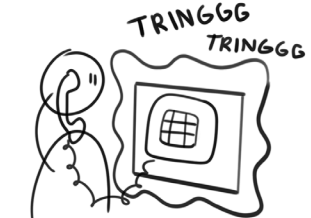


Babbeloord has 3 different walls.

On the first wall hangs a ringing phone which you need to pick up to receive an explanation of the interaction of Babbeloord.

On the needs wall the fundamental need cards are placed in containers. You will hang up your chosen cards at the two destined questions.

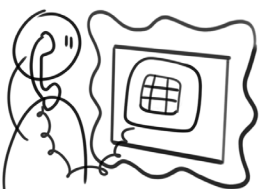
The last wall consist of a mirror with a reflecting question: 'What have you learned from this chat?'



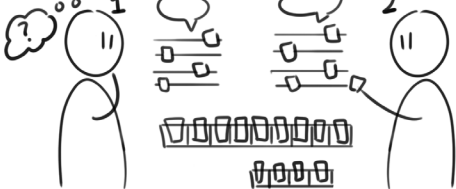
When entering you walk straight into the phone wall with the tringing phone. You pick up the phone for the explanation.



Press the NL or ENG button for the preferred language.



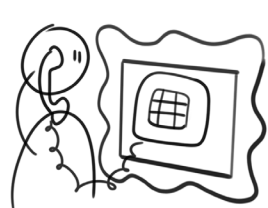
The explanation begins. It explains the idea of Babbeloord and the benefit of it. It also explains the needs wall and emphasise this is the first part of the experience.



At the needs wall you chose one need that fits you belief is important and one need that is important to you for the living in the neighbourhood (1). For both you think of why and paste them to the board (2).



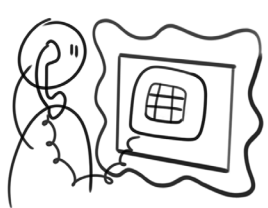
After this the phone start ringing again. This is a reminder to pick up the phone for the sencond part.



The phone motivates you to tell what you have chosen and why after the PIEP.



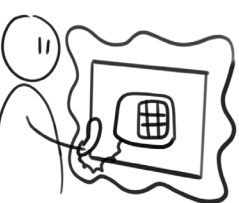
You tell your story. After telling you are asked how long your story may be avialable. It is designed that unappropriate stories are deleted automatically.



You are thanked for your story and it you will be introduced to your neighbours story. The first story will be played directly afterwards.



After the first story you are asked if you want to hear more. If yes, you press 3. If not you stay on the phone.



You will be reminded about the last wall. The conversation ends with asking the same reflection question as showed on the mirror.



When walking outside you read the question on the mirror.



When leaving the intervention you can meet the host again to talk about your experience if you want.

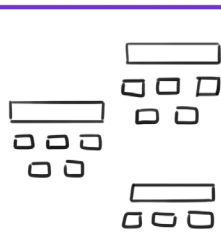


Babbeloord will stay in the neighbourhood for one more week without a host.

132 Figure 112 Scenario before and during the first time of Babbeloord in the neighbourhood

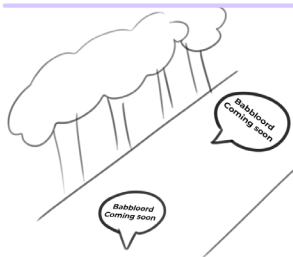
Scenario after the first time of Babbeloord

After Babbeloord is placed in the neighbourhood



After Babbeloord has stand in the neighbourhood the stories are collected and analysed for the follow-up.

After 1 month of the first time of Babbeloord

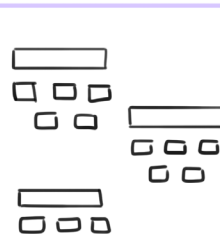


Babbeloord will be placed once again on a different place in the neighbourhood. Stickers with 'Babbeloord coming soon' will be spread on the new location.

1 week after the stickers



The extra week gives acces to residents who were unable to enter Babbeloord the first time.

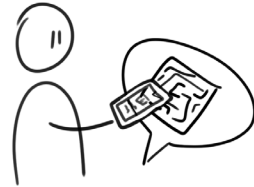


After Babbeloord has stand in the neighbourhood the stories are collected and analysed for the follow-up. The 5 best stories are selected for further use.

2 months after the first time of Babbeloord

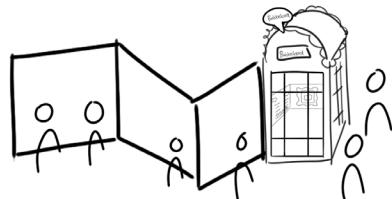


Stickers with QR codes will be sticked on the floor at the last two locations of Babbeloord.



After scanning the QR codes you recieve an introduction about Babbeloord. After that you can listen to the best stories of your neighbours. It ends with the reflecting mirror question.

6 months after the first time of Babbeloord



Together with the network in the neighbourhood an exposition about Babbeloord, its stories and the follow up steps is made. This is done to show residents what is done and can be done with the collected information.

Figure 113 Scenario after the first time of Babbeloord in the neighbourhood

One week before the first time of Babbeloord being in the neighbourhood

The first part starts one week before Babbeloord is placed into the neighbourhood for the first time. On the location where Babbeloord will be placed stickers with "Babbeloord coming soon" are placed to spark curiosity and draw attention.

The first time Babbeloord is in the neighbourhood

The second part takes place when Babbeloord is installed in the neighbourhood. The first day of Babbeloord will be on the same day as another already planned activity in the neighbourhood. The advantage of this is that there are already a group of residents together. They can motivate each other to enter Babbeloord. A host is present to explain the idea and motivate the residents to enter. This personal contact helps to reduce a threshold of not knowing what to expect and therefore not entering.

The installation itself consists of three interactive walls:

1. Phone Wall – Residents pick up the ringing phone to receive an introduction and explanation of the process. After the explanation they tell their story and listen to stories of other neighbours through the phone too. The stories told by neighbours are gathered and can be listened back directly after. There is a filtering system that deletes stories with swear words or other inappropriate expressions.
2. Needs Wall – Residents choose one card that fits within their own personality and hang this up at question one. Then they choose one card that is important to them for living together in the neighbourhood and hang this up at question two. This will be used as input for their story.
3. Mirror Wall – Before leaving Babbeloord a question about what the experience has taught them is written on the mirror to guide residents in reflecting on their experience.



When the residents exit the installation the host is available to talk to them about the experience.

However, the presence of the host can lead to residents not entering Babbeloord when they are not in the mood for contact with people. After the first day of Babbeloord with a host the installation will stay there for another week without host. It gives residents who were too shy or not in the mood for social interaction the opportunity to enter without a host present. It also gives residents who were unable to go on the first day the opportunity to enter on another day. To keep attracting attention of residents passing by Babbeloord a sensor is built in which activates the phone ringing when someone passes by. The location of Babbeloord becomes important, you do not want to drive residents crazy because of the ringing sound.

**After the first time of Babbeloord in the neighbourhood**

The third part takes place after the first time Babbeloord was in the neighbourhood. After the first week of Babbeloord in the neighbourhood the stories are analysed.

The collected stories can be analysed by two employees of the municipality of Eindhoven. The best stories are selected for later use in the neighbourhood. By analysing the stories it is also possible to identify potential subjects to act upon, e.g. when a neighbour is telling about the lack of accessibility of public transport in the neighbourhood or lack of playgrounds for children.

**One month after the first time of Babbeloord**

One cycle of Babbeloord passed by now. After one month the process of placing Babbeloord in the neighbourhood is repeated once more, but this time Babbeloord is placed in another part of the neighbourhood. By reappearing for one more week, Babbeloord gives more residents the opportunity to enter Babbeloord. The only difference is that the second time is without a host if there is no activity planned that period. This makes the process more sustainable, since you are not dependent on the availability of a host. The collected stories are analysed again to make a selection of the best stories.

**Two months after the first time of Babbeloord**

Two months after the first time of Babbeloord stickers with QR codes are placed on the two locations where Babbeloord has stood. When scanning the stickers an audio fragment starts playing. It gives a short introduction about Babbeloord. After that the 5 best stories of Babbeloord are told. The audio fragment closes off with the mirror question: what have you learnt from this chat (Babbel)? The stickers with QR codes will remind the residents about the installation and will also promote reflecting upon living in the neighbourhood ones more

**6 months after the first time of Babbeloord**

The last time span takes place six months after the first time Babbeloord was in the neighbourhood. A visual exhibition of the collected stories is organised. The topic is made more tangible by visualising the insights gathered from all the stories. It supports residents who want to talk about their experiences, ideas and thoughts about the stories. Maybe new ideas for their neighbourhood will arise. This exhibition is made in collaboration with the residents.

**Summary of important elements of Babbeloord**

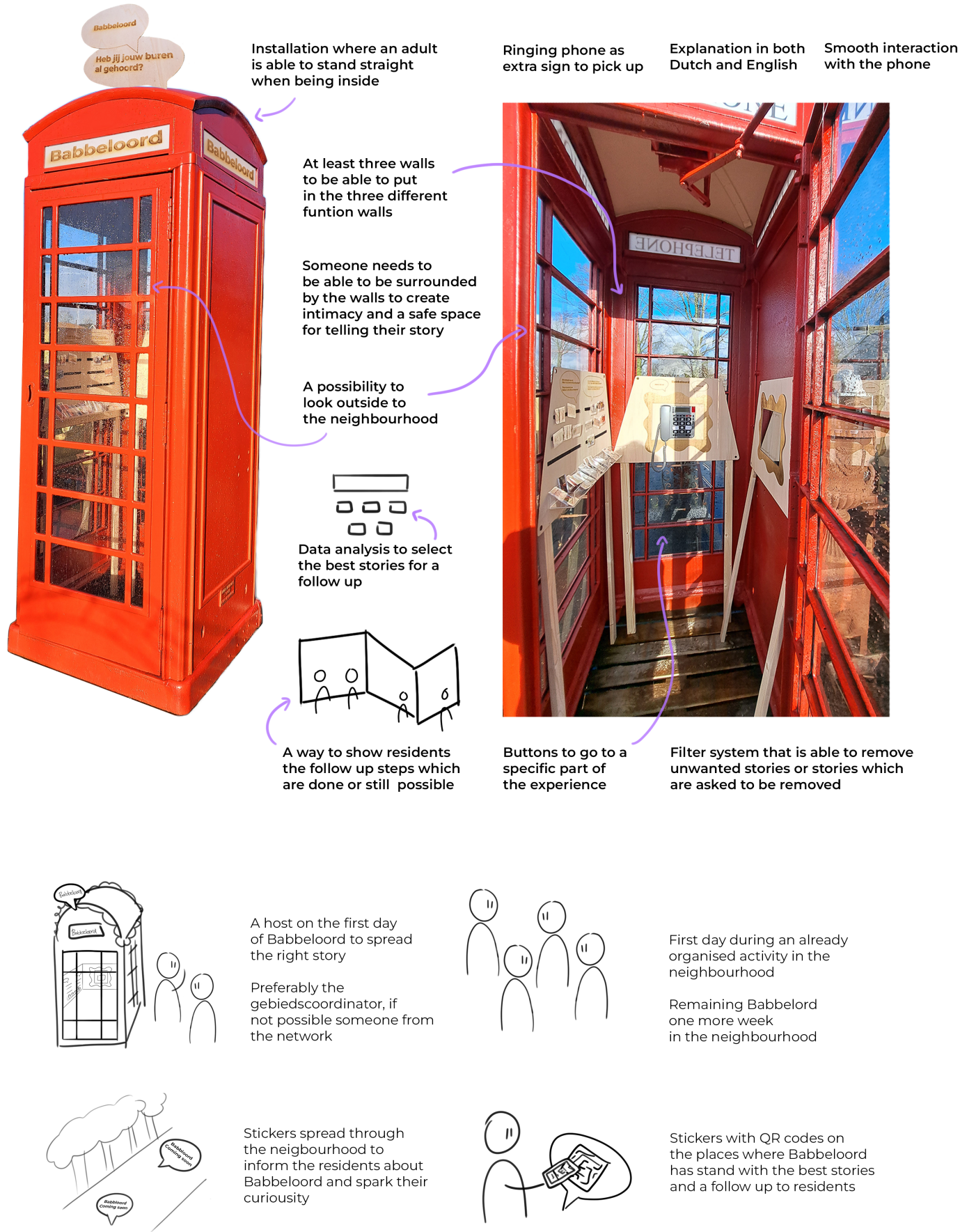


Figure 114 Visual summary of important elements of Babbeloord



## 8.2 What can Babbeloord offer?

- A new way of gathering information
- Designed for Woonontwikkeling Vredeoord in close contact with the residents themselves
- It shows the time and effort put into Babbeloord, which is often more appreciated.
  - \* Residents become curious to enter
  - \* Residents are more willing to participate
  - \* Residents feel heard
- A low threshold and inviting to enter
- It captures a lot of data:
  - \* Stories from residents
  - \* Engages not only the usual suspects, but also the silent middle
  - \* Provides hooks for the municipality to act on
  - \* Keeps an up-to-date understanding of the neighborhood
- Encourages residents to reflect on what they believe is important
- Offers new perspectives of living in the neighbourhood
- Bring residents in contact with each other without forcing direct contact
- It is enjoyable to hear stories from your neighbours
- Provides an effective way to give feedback to the neighbourhood
  - \* Residents have also indicated a need for this
- Aligns with the Empathic Journey Framework:
  - a guide to opening up
    - \* The opening phase precedes the empathy process
    - \* With further exploration it has the potential to cover more phases of this framework



Figure 115 Babbeloord in Woonontwikkeling Vredeoord on 'de loper'



## 8.3 Validation with stakeholders

Babbeloord is iterated on several times based on the results of the different prototype tests. The final prototype was the first validation of the whole interaction of Babbeloord in the neighbourhood, the results of this test can be found in chapter 7.8.

To validate if the final version of Babbeloord would succeed in the neighbourhood I interviewed three residents. Two did the final test in the neighbourhood. This gave the opportunity to go more into detail since they experienced the interaction themselves. To receive more feedback from residents I asked the residents who participated at the brainstorm session about their opinion too. This gave two more responses. Besides the residents I called with the 'wijkverbinder' about Babbeloord and its opportunities, I asked for a voice memo from the community builder and validated Babbeloord with colleagues from the municipality of Eindhoven.

These conversations also lead to new insights about what can be improved. All these comments about Babbeloord are visualised into a figure and shown after each paragraph. These insights are translated into recommendations which can be read in chapter 8.4.

## Validation with residents

Two residents responded in the brainstorm session WhatsApp group and gave their opinion about Babbeloord. Both residents liked the idea. One resident responded in more detail.

*"It does intrigue. I think people like to try it out. ... If there is a telephone box like that you are tempted to look inside. We loved to call in the past too."*

The first interview with a resident about her experience with Babbeloord was done directly after the test. She elaborated what she learnt from the experience. She

explained that during and after the test she was wondering what is important for her for a pleasant living in the neighbourhood. This was one of the goals of Babbeloord, to let residents think about what is important for them for living together in the neighbourhood.

*"It made me start thinking about what is important for the neighbourhood, its beauty or the neighbours. What is more important for a pleasant feeling in general? I do think we have already a lot of luck here, but it made me start thinking of what I believe is important."*

The second interview with another resident took place a few weeks after the test. We went more into detail about the future of Babbeloord, but also reflected on Babbeloord itself. She liked the concept, it was easy accessible and made her feel heard, which is great to hear. She does see a future in Babbeloord.

*"It was understandable for all ages and everybody. I really liked it. You received an exercise which was easily to understand after which you could go into action. The output was different for everybody. So yes, I liked it!"*

*"I felt heard, you could tell your story. I do believe that is important."*

It also gave interesting insights what happened after the test between residents at the activity. She explained to me that the conversation continued after residents entered Babbeloord. She liked this, because she felt a connection with the group she explained. This is an important achievement.

*"The conversation continued at the fireplace. We asked each other what we picked. Some asked what does that word mean? I liked the conversation afterwards. This is something I already receive from this. It makes a connection within the group."*

She also empathised the importance of the connection:

*"The conversation at the fire learnt me that in broad terms there were more similarities than differences. I actually knew this, but it was confirming which I though was a good rediscovery. Than you can really do something different in the neighbourhood of feel there is actually support."*

However, not knowing the definition of all the words was a conversation starter it is not something you want to achieve. It can make people feel stupid if they do not know the meaning of the word, so this is something to improve.

For the future of Babeloord she empathised that leaving Babeloord without supervision is probably not a good idea. This would be too vulnerable and provoke youth to demolish.

*"You will get that some children like to mess around with it and search for parts to demolish."*

The area coordinator warned me about this too, she was not a fan of putting Babbeloord as an object in the neighbourhood without surveillance.

She also liked the idea of receiving a visual evaluation proposed to the residents about the output of Babbeloord and agreed this could be done in a form of an exposition in the neighbourhood.

*"Not everyone crosses the threshold and discusses this with each other. If you could read or hear that back, I think you would hear a lot of commonalities and I think that is exactly what connects. So I would give back the insights in some way. Maybe in a very playful way, people hardly read anything, a leaflet is not going to do it."*

The third resident empathised the importance of 'starting the spinning wheel', his words for 'how can you motivate the stakeholders to continue what you have started with Babbeloord'.

*“How do you continue what you have started? What advantages can you take from this?”*

He also explained what he would like to achieve after entering Babbeloord:

*"As a resident I would like to achieve an even more habitable neighbourhood. That you are moving to each other instead of away from each other."*

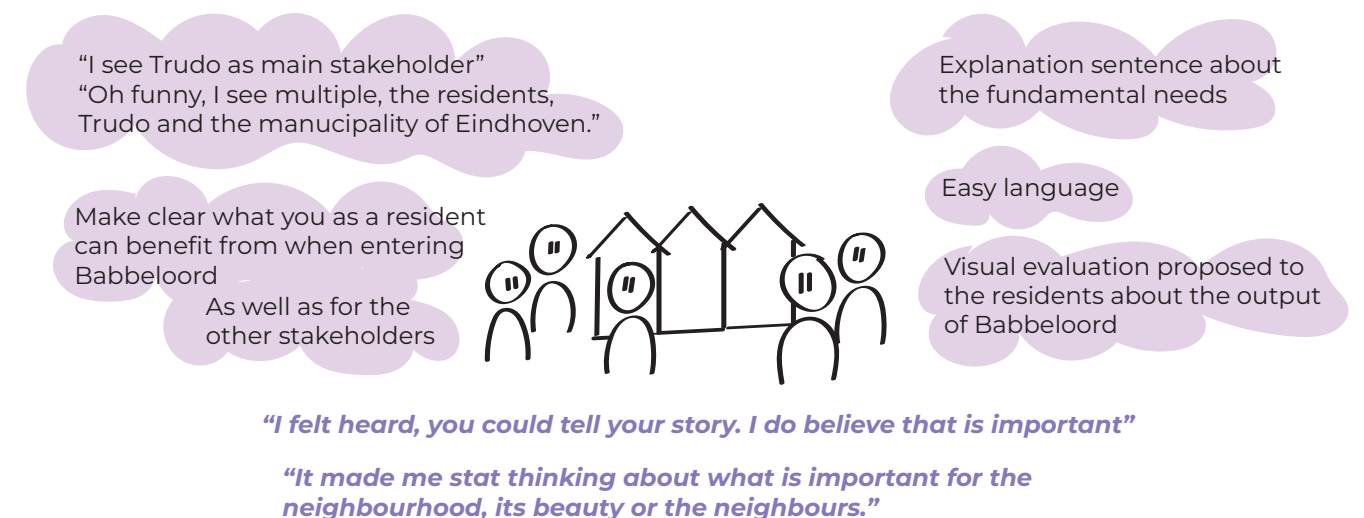


Figure 116 Visual summary of the insights of the validation with residents



# Validation with the wijkverbinder

After seeing an explanation video of Babbeloord, the 'wijkverbinder' told me he liked the idea of Babbeloord. He asked sharp questions about the future of Babbeloord. In his opinion Babbeloord would be a good initiative for residents itself to carry out in the neighbourhood. The residents itself are then taking the initiative of putting

Babbeloord in the neighbourhood and collecting stories. He does see a future in it if there are some enthusiastic residents who want to be ambassadors of Babbeloord.

*"I do believe the initiative should come from residents. Then they feel the responsibility to do something with it." and "I think it could grow. If you have a bunch of residents willing it could grow like an oil slick."*

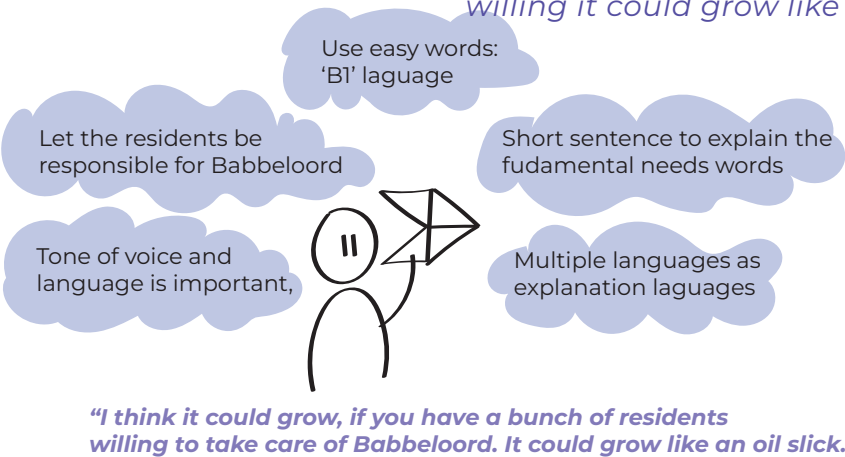


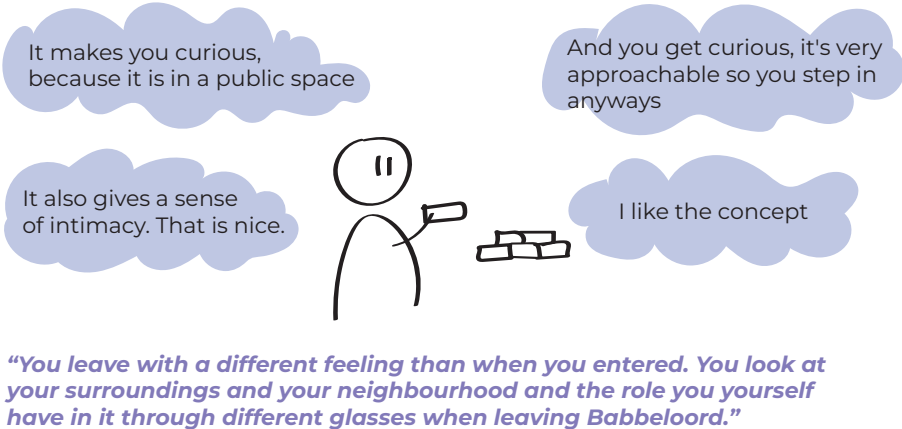
Figure 117 Visual summary of the insights of the validation with the 'wijkverbinder'

# Validation with the community builder

The community builder participated in the test of Babbeloord. A few weeks after the test I texted her with the question if she could explain in a voice memo her opinion of Babbeloord in her role as community builder. She responded with the following:

*"I like the concept. It makes you curious, because it is in a public space. It also gives a sense of intimacy which is nice. And you get curious, it's very approachable so you step in anyways."*  
*"The questions that are inside make that you have some sort of dialogue inside."*  
*"You leave with a different feeling than when you entered. You look at your surroundings and your neighbourhood and the role you yourself have in it through different glasses when leaving Babbeloord."*

It is positive to hear she experienced Babbeloord like this. She experienced it as a low threshold to enter and the object in public space made her curious to enter. The intimacy of Babbeloord was experienced as nice too. Especially the last quote is very positive for the design goal. After leaving Babbeloord she explained she had a different view on the neighbourhood and her role in it. After hearing different flavours of living in the neighbourhood she looked through different glasses to her neighbourhood. The fact that she also thinks about her role in a different way is very positive and can contribute positively to empathy process towards fellow residents.



140 Figure 118 Visual summary of the insights of the validation with the community builder

# Validation with colleagues from the municipality of Eindhoven

The future of Babbeloord is depending on my colleagues from the municipality of Eindhoven opinion about Babbeloord. Do they see a future in using it? For this I had two meetings, one with all designers of the municipality and one with the department of my internship, 'Areas and Neighbourhoods' (in NL: Gebieden en Wijken).

## Validation with fellow designers of the municipality of Eindhoven

The first meeting gave a lot of useful insights about Babbeloord on both design aspects as well as the use of Babbeloord. They were enthusiastic about the idea and saw already multiple purposes for Babbeloord. For example it could be used as a participation tool or as a tool to measure what is happening in the neighbourhood. This fitted to one of the questions I had for them, if Babbeloord will be realised, from which budget or department do they believe fits best? Here different answers came out with both arguments before and against the options. There was one comment, which they all agreed on and which made me realise the importance of highlighting the powerful aspect of Babbeloord.

This is that Babbeloord is designed for Woonontwikkeling Vredeoord, together with residents. This makes Babbeloord fit into this specific neighbourhood so it would be logical to execute here the first version of Babbeloord.

*"I personally think it is so powerful because it is developed in the area itself with the people of the area. There is a lot of potential in doing something repetitive with this."*

I liked the idea of using Babbeloord as a receptive element in Woonontwikkeling Vredeoord. Preferably Babbeloord stays here for multiple days. Regarding safety reasons they came up with the good idea of storing Babbeloord overnight somewhere inside, if the version of Babbeloord is one that would be more vulnerable for vandalism. More insights like this are summarised in figure 119 below. A big compliment the meeting was finished with was the following quote:

*"I don't know Woonontwikkeling Vredeoord that well, but from what I know I do really think Babbeloord fits the neighbourhood!"*

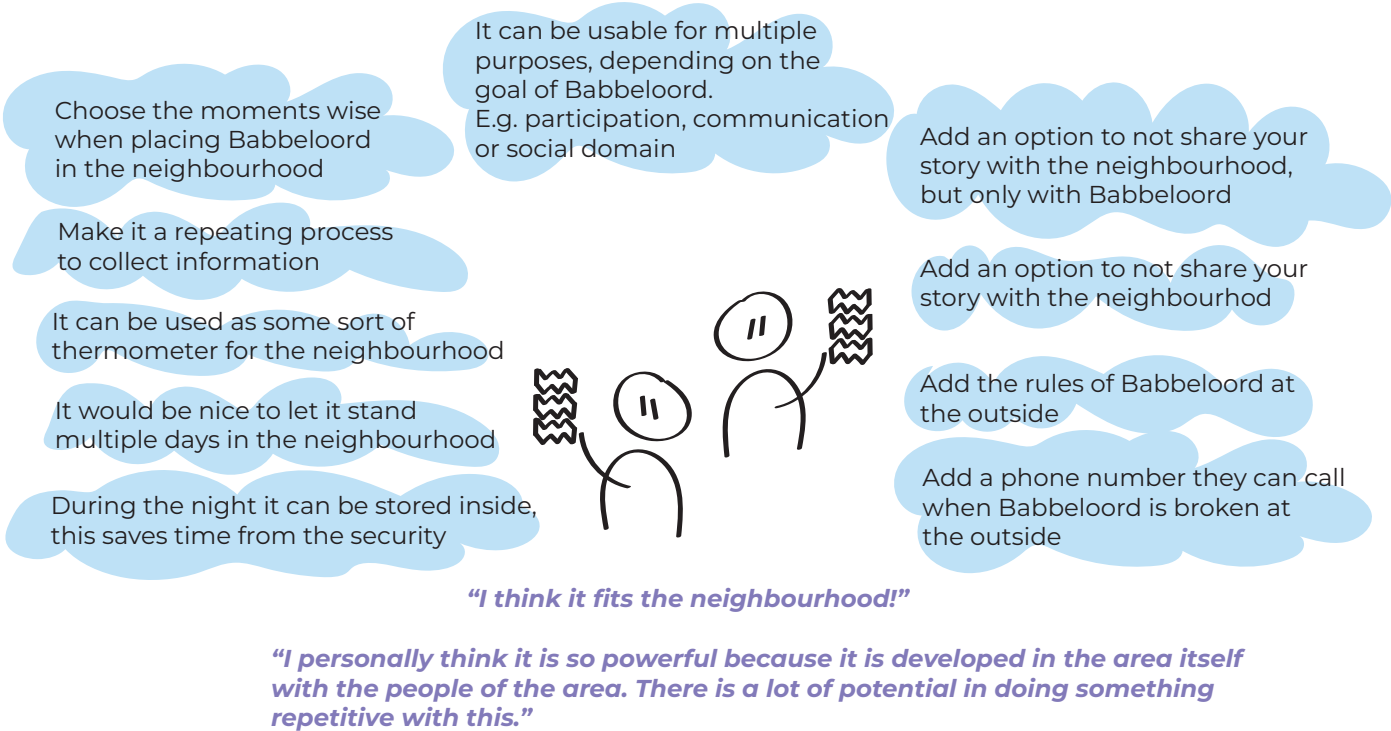


Figure 119 Visual summary of the insights of the validation with the designers from the municipality of Eindhoven



### Validation with the department of my internship

At the second meeting there were colleagues with multiple functions, varying from area coordinators to analysts to team leader. This gave useful insights too. They were enthusiastic about the idea too and already started talking about how it could be used in other neighbourhoods. They agreed on first developing the idea in Woonontwikkeling Vredeoord before spreading it to other areas. This raised a new research question, would Babbeloord fit in other neighbourhoods too? And are there other possibilities for Babbeloord, if yes how does it need to be adapted to fit that context too?

A good question was how do you select the 'best' stories? The area coordinator suggested to select this with residents too, which makes a lot of sense and is a good addition to the analysis of the stories received from Babbeloord. They added to that that it would be nice to build the telephone box with residents too. These and the other insights are summarised in the figure below.

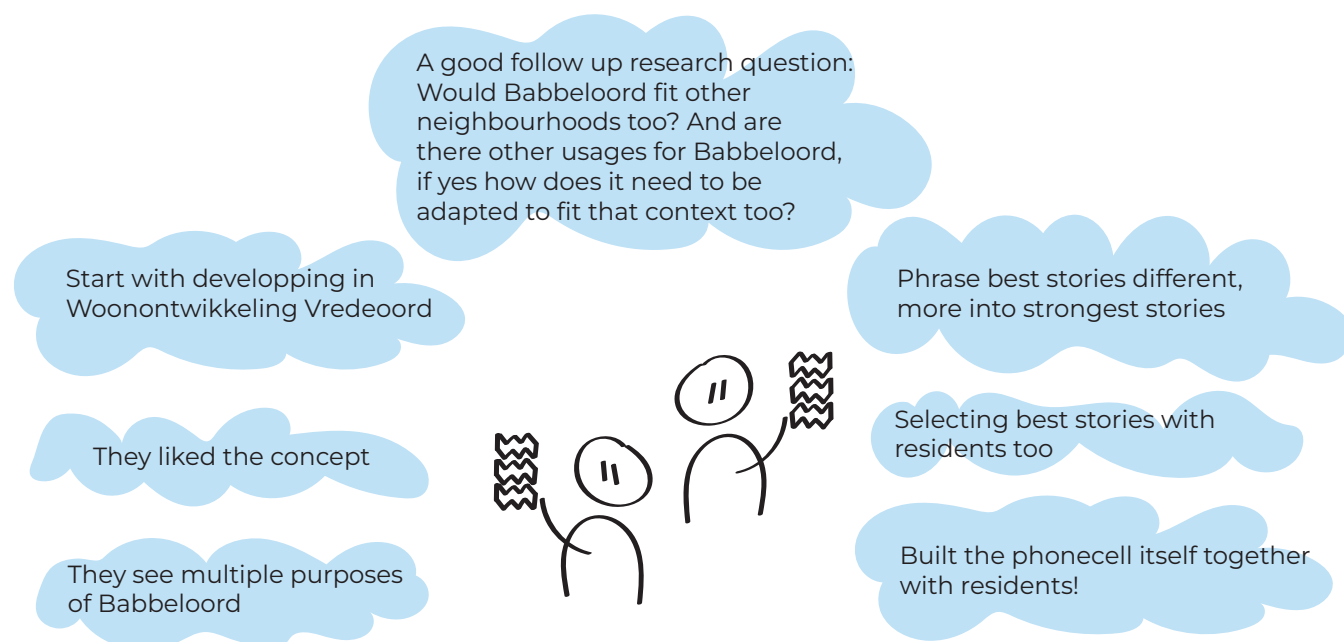


Figure 120 Visual summary of the insights of the validation with colleagues from the municipality of Eindhoven

## 8.4 Evaluation of Babbeloord, does it work as it is designed for?

Both the final test and validation interviews gave good insights to conclude if the design assignment on this project is reached. In the introduction chapter of this report it was explained that this graduation project is set up as a side track of the Bubble Games project to explore non-VR possibilities. In the graduation brief, the design assignment was framed as follows: design and test a non-VR intervention based on the Empathic Journey Framework of Spek et al. (2024) to decrease tension between opposing groups of people living in Woonontwikkeling Vredeoord in Woensel West. After the discover phase it became clear that the initial design assignment needed an update to still fit the neighbourhood. Since then the design goal changed multiple times into the final design goal of this project: guide residents of Woonontwikkeling Vredeoord in opening up to the variety of flavours of living together in the neighbourhood. In this chapter it is evaluated if Babbeloord fits into the last design goals of this project and into the Empathic Journey Framework as well.

I will first zoom in on Babbeloord as the concept itself. After that we will look into the additional value to the Empathic Journey framework.

### Babbeloord as a tool for opening up to the different flavours of living together

As explained in the results in chapter 7.8, the final test in the neighbourhood showed that the physical appearance of the prototype caught the attention of residents. Even before Babbeloord was built up residents who already wanted to test. During the activity residents motivated each other to try out Babbeloord too. This shows that a concept like Babbeloord does catch attention. There are residents willing to enter, during the test Babbeloord sparked curiosity and motivated participation among residents.

The presence of the host had different effects during the test. It was helpful for explaining Babbeloord and motivating participants to enter, but it did reduce intimacy and the option for no social contact. Even though, most residents told their story, there were two test rounds where participants did not tell their story. This could be because of the social setting. How Babbeloord is presented, with or without host, is likely to influence who enters Babbeloord.

It cannot be concluded if Babbeloord made residents more open to the different flavours after the test than before. This is due to the absence of a baseline measurement of the level of openness before the test and measurement after the test. Despite this, the results did show that most residents liked that they could hear their neighbours stories. Some participants reflected afterwards what they have learnt from the chat with Babbeloord and told me they were motivated to think about what is important for living together in the neighbourhood. Both are positive signs and shows the potential of using Babbeloord as a tool for opening up to the different flavours of living together. However, this potential does not mean that Babbeloord's presence in the neighbourhood itself is enough to stimulate the process of opening up. As the validation interview with one resident also showed, there is a desire for evaluation back to residents about what Babbeloord received. This is a great opportunity to empathise more on opening up and evoke an emotional spark between residents.



Circling back to the Empathic Journey framework

The role of the Empathic Journey framework (Spek et al., 2024) in this graduation project is explained in the introduction, see chapter 4. Here it is stated that it will be tested if this framework can be adapted to non-VR design cases too. Therefore, throughout the design process, the framework was kept in mind and used to design an immersive empathic experience.

In the beginning stage of the design process difficulties were encountered with fitting the Empathic Journey Framework with the design. However, the definitive version of the design goal fulfilled the additional value of the Empathic Journey Framework. When the last version of the design goal was created, the additional value of the Empathic Journey Framework finally made sense. Babbeloord is a non-VR solution for the onboarding phase of the framework, namely a guide in opening up. The desired effect of the intervention is to guide residents in opening up to the variety of flavours of living together in the neighbourhood.

Step B of the Empathic Journey Framework is about guiding people to open up to new perspectives and experiences. This is done by leading them safely and gradually through a process of exploring their own feelings and ideas, but also experiences others feelings and ideas. Babbeloord aligns with this. The activities residents have to fulfil to find out their flavour of living together in the neighbourhood guide them in a natural way through this process. At the same time, they are also encouraged to think about what their neighbours believes is important for living together in

the neighbourhood. This part is smoothly integrated so residents actually listen to the other stories. The reflecting question afterwards reminds them to think about what they have learnt. After the onboarding phase there are three follow-up phases in the Empathic Journey framework of Spek et al. (2024). The second phase of the framework is the ‘immersion’. Babbeloord has the opportunity to play a role in this phase too. As explained in the scenario in this chapter there are two more timespans of Babbeloord after Babbeloords appearance in the in the neighbourhood. Both can be seen as an evaluation proposed to residents about the output of Babbeloords stories. The stickers with their QR codes informs them about the best stories, but can also be seen as a preparation for the means of the process, namely the exposition six months after the first phase of Babbeloord. This exhibition can become the means to evoke an emotional spark. The exhibition shows the insights of Babbeloord e.g. it can show both similarities and differences in opinions. This evaluation proposed to residents can be (the start of) an emotional spark. The validation also showed the need for this.

However, since the last phase of the scenario is not tested yet, it cannot be stated if this actually works as phases C and D of the Empathic Journey framework. Since Babbeloord does have high potential to not only add value to the onboarding phase, but also to the immersion phases in the framework, it is recommended to do more research about these possibilities. In the next chapter I will elaborate more on the recommendations and possibilities of Babbeloord.

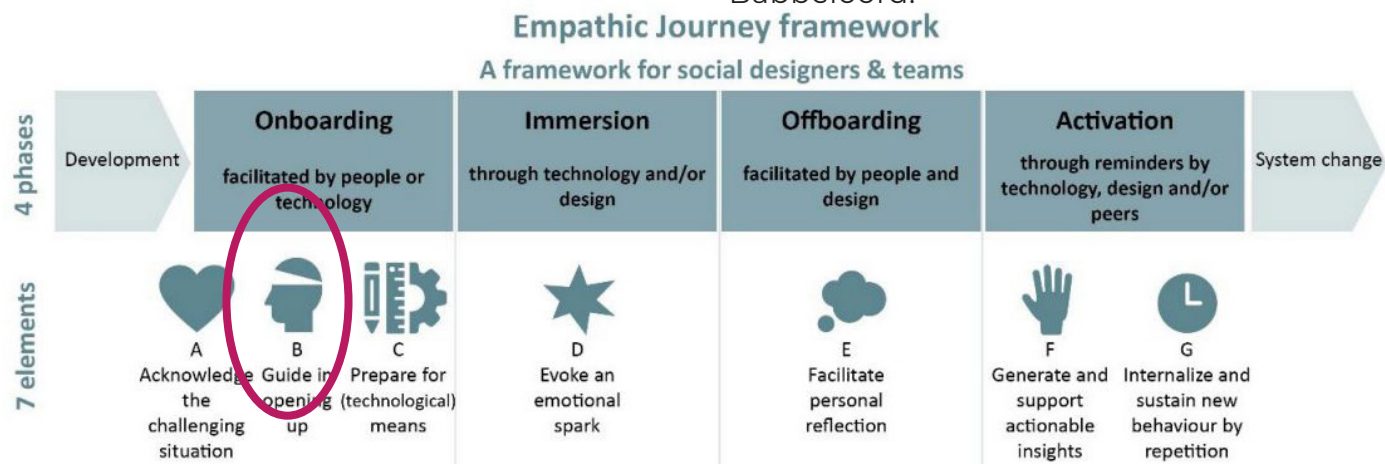


Figure 121 The design goal focusses on phase B of the Empathic Journey Framework

8.5 Recommendations for the municipality of Eindhoven about the implementation of Babbeloord

The recommendations of this chapter are written with the idea that Babbeloord will be used in Woonontwikkeling Vredeoord. The municipality of Eindhoven is the owner of Babbeloord in these recommendations. In the validation interview with the ‘wijkverbinder’ the question was raised on who the owner was, the municipality or the residents. I would recommend keeping the municipality of Eindhoven as the owner of Babbeloord. They can maintain the purpose with which Babbeloord was designed for, since some employees were involved in the design process. The stories collected can be of high benefit for the municipality too. Later in this chapter I elaborate more on the purpose of Babbeloord.

Essential elements required to use Babbeloord for what it is designed for

Chapter 8 described the ideal scenario of Babbeloord, all elements designed are incorporated within this ideal scenario to create the most impact. However, it does require time and effort to perform the entire process Babbeloord. Because of this, there is a risk that Babbeloord will not be used. To prevent this, I created three different interaction scenarios with all a different time requirement to fulfil. All the three scenarios include the essential elements, as shown in figure 122, of the interaction of Babbeloord. There highly recommended elements contribute positively to the interaction of Babbeloord. In the first two scenarios some of these elements are incorporated as well.

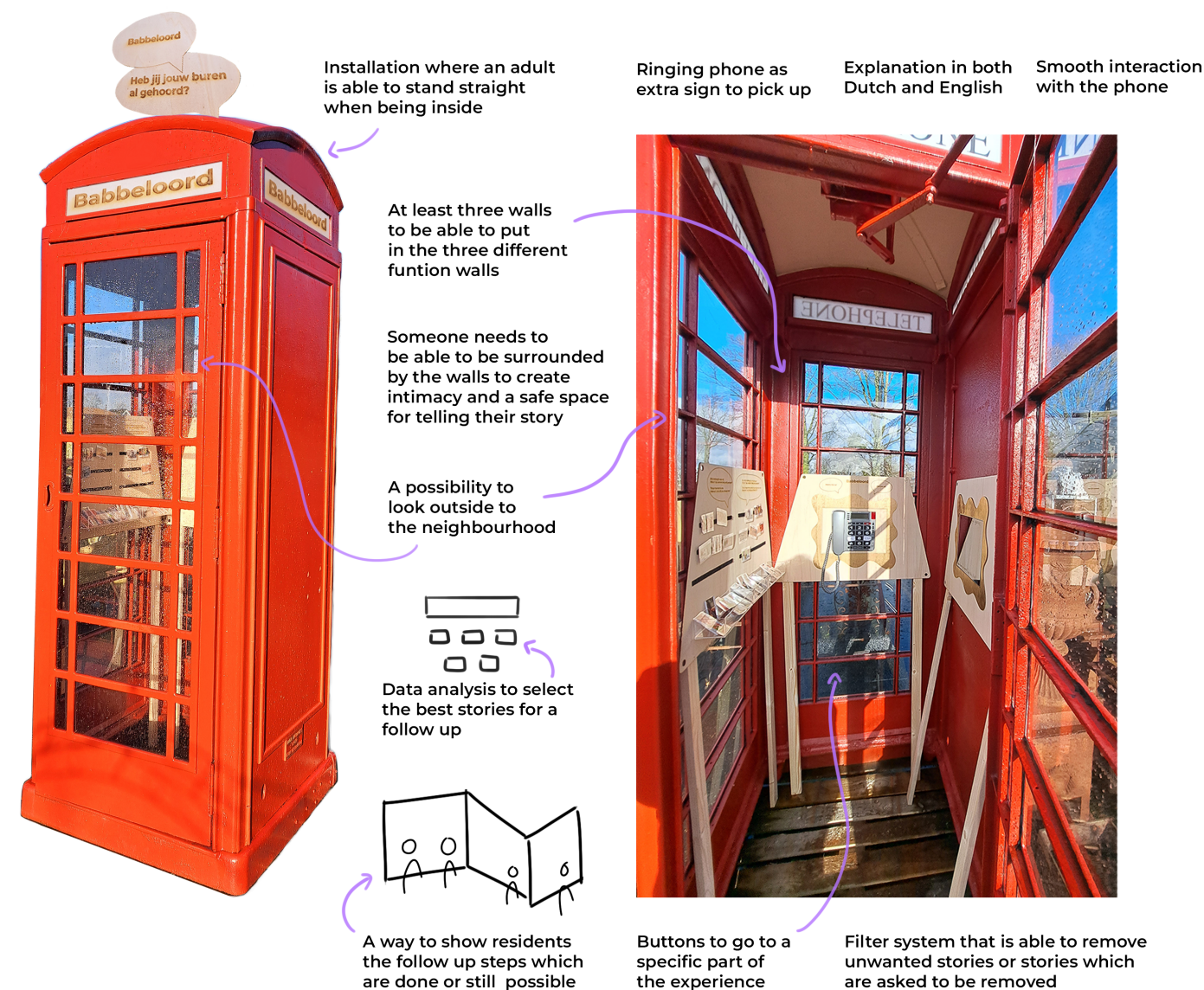
The essential elements play a crucial role in the overall interaction of Babbeloord. Because of this, I recommend performing at least all these elements when placing Babbeloord in the neighbourhood.

The highly recommend elements are designed with a clear and substantiated purpose, but they are also the first elements I recommend leaving out of the design if there is not enough time and money. All scenarios contain at least the elements of Babbeloord as explained below:

The highly recommend elements are designed with a clear and substantiated purpose, but they are also the first elements I recommend leaving out of the design if there is not enough time and money. All scenarios contain at least the elements of Babbeloord as explained below:

- Babbeloord will be placed twice in the neighbourhood.
- The first day of Babbeloord is at an already organised neighbourhood activity. Since, with more residents in public space, it is likely more residents will enter Babbeloord.
- The interaction inside Babbeloord remains the same as described in chapter 8.1.
- The analysis afterwards is done with the area coordinator, the analyst of that area and a resident.
- The most impactful stories received from Babbeloord will be selected.
- Afterwards, there will be a visual exposition in the neighbourhood about the received stories. This is done in collaboration with the residents.





Highly recommended elements of Babbeloord

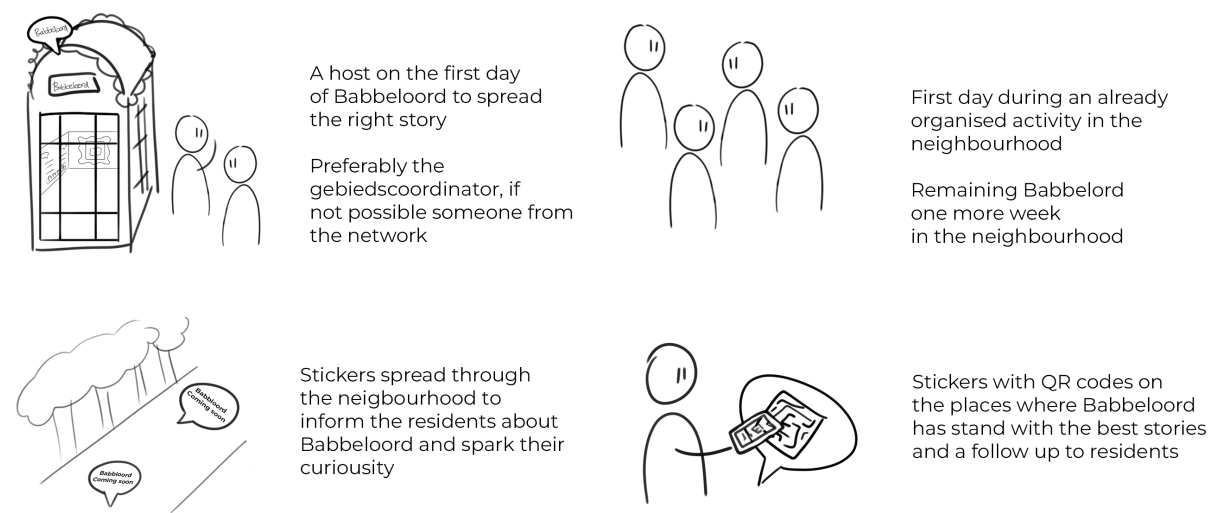


Figure 122 Essential and highly recommended elements of Babbeloord summarised

Three scenarios with different time requirements to fulfil the process of Babbeloord

First scenario - the most ideal scenario with all aspects of the interaction of Babbeloord

The first scenario is the most ideal scenario. It contains all elements designed for Babbeloord. Babbeloord will be placed twice in the neighbourhood, both with a timespan of one week. One week before the first day of Babbeloord in the neighbourhood, stickers will be spread to promote Babbeloord. Ideally, the host will be the area coordinator, if otherwise I would recommend choosing someone active from the network of the neighbourhood. This scenario contains all elements of Babbeloord. It is therefore the most time intensive scenario too.

Second scenario - the whole interaction, but without the promoting stickers

The second scenario does not contain the stickers spread through the neighbourhood a week before the first day. Since the first day of Babbeloord takes place during an already organised neighbourhood activity, the promotion of Babbeloord can be combined with the promotion of this activity too. Besides, the host present at the first day of Babbeloord in the neighbourhood can motivate people too to join. The host can also promote Babbeloord mouth to mouth. A benefit of this is that the host can positively influence how the story spreads within the neighbourhood. The rest of this scenario contains the same elements as the first scenario.

Third scenario - Babbeloord one day in the neighbourhood without a host and the stickers

The third scenario does not contain the stickers and there is also no host present during the first day. This to save time from the area coordinator and/or the network. However, as explained scenario 2, it is

beneficial to have a host spreading the right story, so no host available is a big miss. Babbeloord is placed twice in the neighbourhood, but both times only for one day. The advantage is that there is no need for extra safety measures during the night. The disadvantage is the limited timespan to enter Babbeloord. The three scenarios are shown on the next pages.

The three scenarios are shown on the next pages. The final recommend scenario is explained below.

Recommendation on which scenario to perform in the neighbourhood: scenario 2

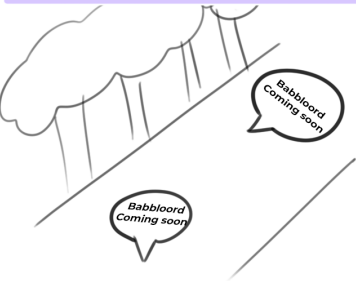
The insights of the validation chapter have been used as input for the recommended scenario to the municipality of Eindhoven. Taking into account both time of municipality employees and securing of the purpose Babbeloord is designed for, I would recommend continuing with the second scenario. Here the host on the first day is of great value in spreading the right story in the neighbourhood. The timespan of one week in the neighbourhood increases the opportunity for residents to enter, which increases the chance of a broad variety of residents who enter. This broad variety is of high importance as indicated in the interview results of chapter 5.

If there is too little time and money to perform scenario two, I would recommend removing the phase of spreading the stickers with QR codes throughout the neighbourhood. In case of removing, this element should be combined with the exposition six months after the first day of Babbeloord.



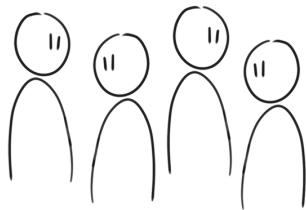
# First scenario - the most ideal scenario with all aspects of the interaction of Babbeloord

1 week before Babbeloord is placed in the neighbourhood



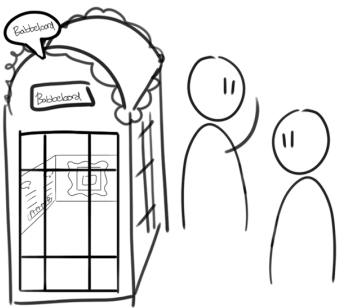
'Babbeloord coming soon' will be spread on stickers through the neighbourhood. This is done by the host of the first day.

When Babbeloord is placed in the neighbourhood



The first day of Babbeloord is on the same day as an already planned activity in the neighbourhood.

It is done at an activity where the gebiedscoordinator needs to be present too, so they can be present at Babbeloord the same time.



The host is someone from the network working in the area. Ideally the gebiedscoordinator is present too to control the right story is spread. The role of host can be done by be multiple people during the day.

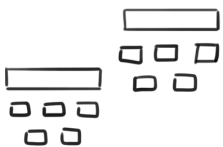


From the moment of entering the host does not have an active task for that participant anymore. When interested it can be asked how they experienced Babbeloord and why.



It will stay one more week in the neighbourhood without a host. After this week Babbeloord is removed.

After Babbeloord is placed in the neighbourhood



The stories are collected and analysed for follow-up by the gebiedscoordinator and analyst of the area for two perspectives.



1 month after Babbeloord is placed in the neighbourhood for the first time

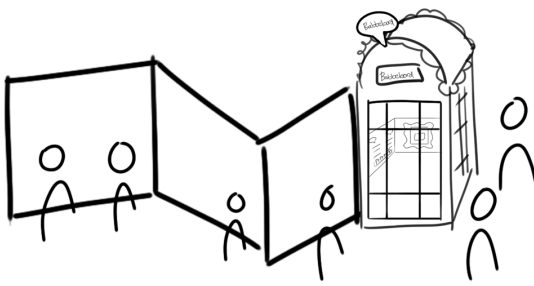
Babbeloord will reappear 1 more week on a different place than before. Ideally with a host on the first day.

2 months after the first time of Babbeloord



Stickers with QR codes will be stuck on the floor at the last two locations of Babbeloord. This is done by the host.

6 months after the first time of Babbeloord

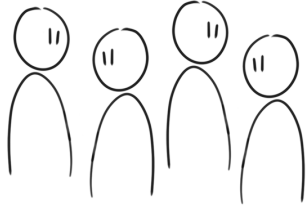


Together with the network in the neighbourhood an exposition about Babbeloord, its stories and the follow up steps is made. This is done to show residents what is done and can be done with the collected information.

Figure 123 Exploring three scenarios for recommendation, this is scenario 1

# Second scenario - the whole interaction, but without the promoting stickers

When Babbeloord is placed in the neighbourhood  
The first day



The first day of Babbeloord is on the same day as an already planned activity in the neighbourhood.

It is done at an activity where the gebiedscoordinator needs to be present too, so they can be present at Babbeloord the same time.

The host is someone from the network working in the area. Ideally the gebiedscoordinator is present too to control the right story is spread. The role of host can be done by be multiple people during the day.



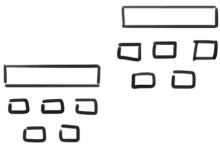
After Babbeloord is placed in the neighbourhood



From the moment of entering the host does not have an active task for that participant anymore. When interested it can be asked how they experienced Babbeloord and why.

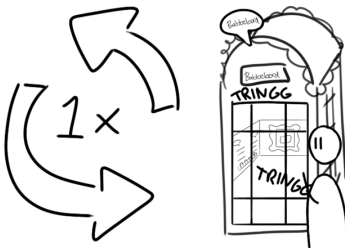


It will stay one more week in the neighbourhood without a host. After this week Babbeloord is removed.



The stories are collected and analysed for follow-up by the gebiedscoordinator and analyst of the area for two perspectives.

1 month after the first time of Babbeloord



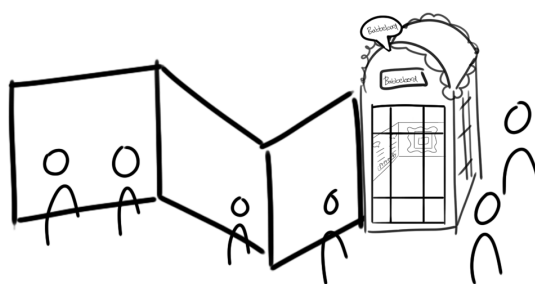
The process of Babbeloord is repeated 1 more time, but on a different location than before. Ideally with a host on the first day.

2 months after the first time of Babbeloord



Stickers with QR codes will be stuck on the floor at the last two locations of Babbeloord. This is done by the host.

6 months after the first time of Babbeloord




Together with the network in the neighbourhood an exposition about Babbeloord, its stories and the follow up steps is made. This is done to show residents what is done and can be done with the collected information.

Figure 124 Exploring three scenarios for recommendation, this is scenario 2




# Third scenario - Babeloord one day in the neighbourhood without a host and the stickers

## When Babeloord is placed in the neighbourhood One day




It is done at an activity where the gebiedscoordinator needs to be present too, so they can be present at Babeloord the same time.



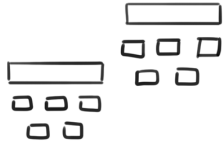
The first day of Babeloord is on the same day as an already planned activity in the neighbourhood.

There is no host during this day. It is not controlled how the stories about Babeloord are spread through the neighbourhood.

## After Babeloord is placed in the neighbourhood

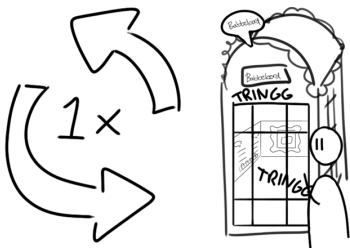


The phone rings when someone passes by as a sign to enter.



The stories are collected and analysed for follow-up by the gebiedscoordinator and analyst of the area for two perspectives.

## 1 month after Babeloord is placed in the neighbourhood



The process of Babeloord is repeated 1 more time, but on a different location than before.

## 6 months after the first time of Babeloord



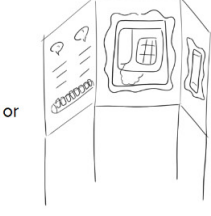




Together with the network in the neighbourhood an exposition about Babeloord, its stories and the follow up steps is made. This is done to show residents what is done and can be done with the collected information.

Figure 125 Exploring three scenarios for recommendation, this is scenario 3

# Recommendations for the creation of Babeloord

The final design of Babeloord is photographed in a second-hand red telephone box. This box is designed to be vandalism proof, which is a requirement before placing Babeloord into the neighbourhood. However, a disadvantage of this is the difficulty in (re)placemet.

Therefore, I investigated three options for building Babeloord. The three options can be found in figure 126 and a brief summary of the (dis)advantages of that option is added too. In all options the phone needs to be programmed with the speech diagram shown in chapter 8.1.



or

1. Original cast iron telephone box, attracts attention
2. ~ € 2950 for the telephone box
3. 950 kg, 240 x 85 x 85 cm
4. Aesthetic design and the fewest additional measures required
5. Possibility of leaving it alone
6. Very heavy, moving via hoisting frame
7. Sustainable to use something already existing again

1. Recreate the telephone box
2. Can be done internal or with an external party
3. This particular version of the picture costs ~ € 1500 for the phone box
4. Not designed to be vandalism proof
5. Host needed with this option to supervise
6. Easier to move, can add wheels below too to store overnight

1. Looks not like a telephone box, but is easy to transport
2. Essence is three walls
3. Cannot stay without supervision
4. Not hufferproof designed, looks less professional, but it does look personal
5. Host is needed to supervise

Figure 126 Three options for building Babeloord

## Option two as promising option for Babeloord

For performing Babeloord in Woonontwikkeling Vredeoord it is important to keep in mind that there have been some incidents involving destruction.

In case of leaving Babeloord for one week in the neighbourhood the third option is too vulnerable to leave it alone. Because of the history of incidents, I would recommend storing Babeloord overnight to minimise the chances of destruction during the night. If it is stored overnight, a requirement for Babeloord is to be easily transportable.

The first option is too heavy to replace without a forklift. Option two has the possibility to add wheels, so Babeloord could be transported more easily. Even though the first option is most aesthetic and vandalism proof option, I would recommend exploring the possibilities within option two. To build option two, it is necessary to conduct more research on how. It is important that the aesthetics will be maintained, vandalism overnight is minimised, the transportation possibilities are optimised with wheels. However, it needs to be explored how to make the telephone box vandalism proof in the period without a host present.



## The broader use of Babbeloord?

In chapter 8.4 the broad applicability of Babbeloord was mentioned. I do recommend performing the first editions of Babbeloord in Woonontwikkeling Vredeoord. Babbeloord is designed especially for this neighbourhood, even in collaboration with residents. This makes it fit into this neighbourhood. By copy pasting Babbeloord to other neighbourhoods it could be the case that this specific design does not fit the residents of that area. Therefore, I recommend to first

perform Babbeloord in Woonontwikkeling Vredeoord and learn from this experience. When the experiment is deemed successful, research can be conducted on how to design an implementation strategy for Babbeloord that can be used for all neighbourhoods. Some research questions for this follow up study could be: Would Babbeloord fit in other neighbourhoods too? And are there other possibilities for Babbeloord, if yes how does it need to be adapted to fit that context too?

## Summary of the recommendations

To give a quick overview of the recommendations given in this chapter, I listed them down below:

- Keep the municipality of Eindhoven as the owner of Babbeloord.
- Perform at least all essential elements of Babbeloord when placing it in the neighbourhood.
- The following interactions should at least be maintained when performing Babbeloord:
  - \* Babbeloord will be placed twice in the neighbourhood.
  - \* The first day of Babbeloord is at an already organised neighbourhood activity.
  - \* Since, with more residents in public space, it is likely more residents will enter Babbeloord.
  - \* The interaction inside Babbeloord remains the same as described in chapter 8.1.
  - \* The analysis afterwards is done with the area coordinator, the analyst of that area and a resident.
  - \* The most impactful stories received from Babbeloord will be selected.
  - \* Afterwards, there will be a visual exposition in the neighbourhood about the received stories. This is done in collaboration with the residents.
- It is recommended to proceed the project with recommendation scenario 2. This contains the whole interaction, but without the promoting stickers.
- If there is too little time and money to perform all elements of scenario two, remove the stickers with QR codes and integrate this into the exposition.
- For building Babbeloord, explore the possibilities within option two.
- First perform Babbeloord in Woonontwikkeling Vredeoord and learn from this experience.
- When the experiment is deemed successful, research can be conducted on how to design an implementation strategy for Babbeloord that can be used for all neighbourhoods.

## Summary of the recommendations in Dutch for the municipality of Eindhoven

Dit hoofdstuk beschreef de aanbevelingen aan de gemeente Eindhoven. Omdat de aanbevelingen in het Engels zijn geschreven, maar de voertaal bij de gemeente Nederlands is, heb ik hieronder de belangrijkste aanbevelingen in korte zinnen samengevat. De uitleg waarom is beschreven in dit hoofdstuk, maar deze zijn alleen in het Engels uitgelegd.

- Behoud de gemeente Eindhoven als eigenaar van Babbeloord.
- Voer minimaal alle essentiële elementen uit bij plaatsing van Babbeloord in de wijk.
- De volgende interacties moeten ten minste in de uitvoering van Babbeloord aanwezig zijn:
  - o Babbeloord wordt twee keer in de buurt geplaatst.
  - o De eerste dag van Babbeloord is tijdens een georganiseerde buurtactiviteit. Door de aanwezigheid van meer bewoners in het gebied, is het waarschijnlijk dat meer bewoners Babbeloord binnengaan.
  - o De interactie binnen in Babbeloord blijft hetzelfde zoals beschreven in hoofdstuk 8.1.
  - o De analyse achteraf wordt gedaan met de gebiedscoördinator, de analist van dat gebied en een bewoner. De meest impactvolle verhalen uit Babbeloord worden gekozen.
  - o Er zal een visuele expositie georganiseerd worden zes maanden na de eerste dag van Babbeloord. Deze gaat over de ontvangen verhalen en vervolgstappen. Dit gebeurt in samenwerking met de bewoners.
- Bij tijd- of geldnood voer dan het tweede scenario uit. Dit is de hele interactie, maar zonder de promotiestickers.
- Als er te weinig tijd en geld is om alle elementen van scenario twee uit te voeren, laat dan de stickers met QR-codes vervallen. Integreer dit in de expositie.
- Voor het bouwen van Babbeloord; verken de mogelijkheden binnen optie twee.
- Voer Babbeloord eerst uit in Woonontwikkeling Vredeoord en leer van deze ervaring.
- Het is aan te raden om een vervolg onderzoek te laten doen naar het breder inzetten van Babbeloord.

### Essentiële elementen van Babbeloord

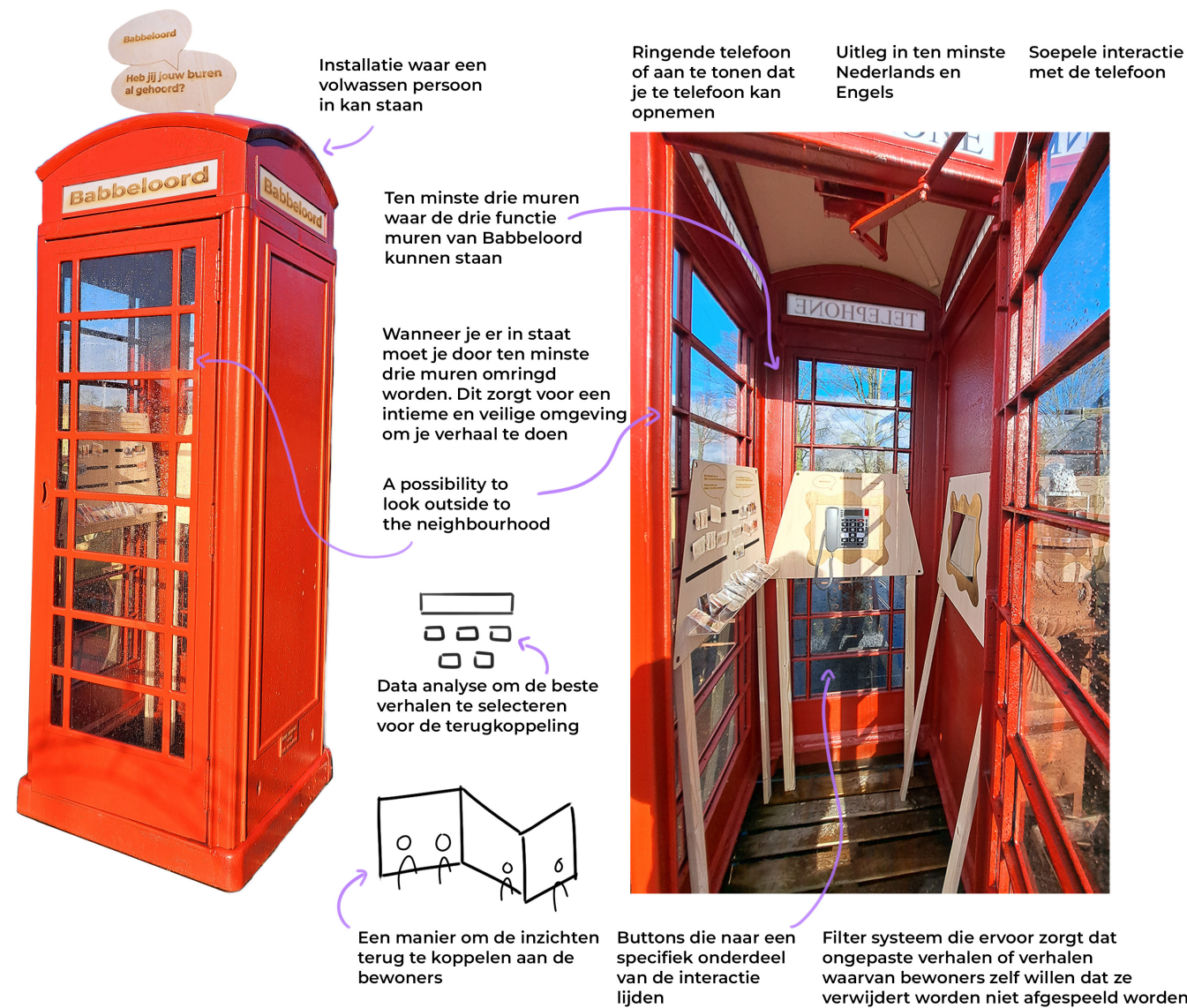


Figure 127 Samenvatting van de essentiële elementen van Babbeloord in een figuur 153



## 8.6 Conclusion and final remarks

This chapter provided an overview of the interaction of Babbeloord, from its introduction in the neighbourhood to its final exhibition. Babbeloord is validated with residents based on their experiences and also with professionals working in Woonontwikkeling Vredeoord and the municipality of Eindhoven. Both residents and professionals liked the concept of Babbeloord, which is a promising outcome for future of Babbeloord.

Based on the test results and validation interviews it has been evaluated whether Babbeloord achieved the design goal. Based on these test results it cannot be concluded if Babbeloord made residents more open to the different flavours after the test compared to before. This is due to the absence of a baseline measurement of the level of openness. Despite this, Babbeloord showed promising results. Residents liked to hear their neighbours, some participants reflected upon their learnings and told me they were motivated to think about this topic. All positive signs which show the potential of using Babbeloord as a tool for opening up to the different flavours of living

together. The exposition of Babbeloord is a perfect opportunity to empathise more on opening up and evoke an emotional spark between residents.

These findings offer promising opportunities for further research of Babbeloords contribution to the Empathic Journey Framework. It is designed for step B of this framework, but with the ongoing engagement integrated within the design Babbeloord has the potential to contribute to step C and D too. This is something that needs to be explored and researched further before this can be concluded.

This chapter closes off with recommendations of how to implement Babbeloord in Woonontwikkeling Vredeoord. After the this is done, research can be conducted on how to design an implementation strategy for Babbeloord that can be used for all neighbourhoods.

Within the report references are made to the appendix. This can be found in the other file.

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Some photos shown in this report are retrieved from the internet. When such photos are used it is written in the capture of that figure. To easily go to the websites of these photos yourself the following list is created:

#### Chapter 4 introduction photo:

<https://www.trudo.nl/vredeoord>

#### Figure 16:

<https://www.tudelft.nl/2023/io/november/bubble-games-researchers-take-home-lamp-and-lovie-awards>

#### Figure 19:

left: [https://www.google.com/maps/place/Groenewoud,+Eindhoven/@51.4560021,5.4564434,14z/data=!4m6!3m5!1s0x47c6d9413faef701:0x7a25eac524e5d761!8m2!3d51.4534118!4d5.4583141!16s%2Fg%2F11sfgf0g1n!5m1!1e4?authuser=0&entry=ttnu&g\\_ep=EgoyMDI1MDIxOS4xIjKXMDSoASAFQAw%3D%3D](https://www.google.com/maps/place/Groenewoud,+Eindhoven/@51.4560021,5.4564434,14z/data=!4m6!3m5!1s0x47c6d9413faef701:0x7a25eac524e5d761!8m2!3d51.4534118!4d5.4583141!16s%2Fg%2F11sfgf0g1n!5m1!1e4?authuser=0&entry=ttnu&g_ep=EgoyMDI1MDIxOS4xIjKXMDSoASAFQAw%3D%3D)  
right: <https://www.trudo.nl/vredeoord>

#### Figure 25:

<https://www.trudo.nl/vredeoord/de-buren>  
and <https://www.facebook.com/p/Buurtvereniging-WijVredeoord-100064354826898/>

#### Chapter 6 introduction photo:

<https://www.ad.nl/binnenland/60-000-mensen-duiken-het-nieuwe-jaar-in-~a6d29648/?referrer=https%3A%2F%2Fapp.mural.co%2F>

#### Figure 55:

<https://indebuurt.nl/gouda/nieuws/fris-2023-in-met-een-nieuwjaarsduik-dit-zijn-de-dichtstbijzijnde-locaties~176310/>

#### Figure 59:

Mensenkenners by Ink: <https://www.ink.team/projects/mensenkenners>  
Mensenkenners fiets by Ink: <https://www.ink.team/blog-posts/kom-je-je-inclusiviteits-spier-trainen-tijdens-dutch-design-week>  
Welcome in My Backyard by Trudo: <https://ddw.nl/nl/programma/12479/welcome-in-my-backyard?preview=true>  
Alledaagse Intelligentie by Muzus: [https://muzus.nl/projecten/alledaagse\\_intelligentie/](https://muzus.nl/projecten/alledaagse_intelligentie/)  
Reuma (on)zichtbaar by Muzus: <https://muzus.nl/projecten/reuma-onzichtbaar/>  
Meaningful Encounters by Muzus: <https://muzus.nl/projecten/me/>  
Stemmenhoordes by Studio Corvers: <https://stemmenhoorders.nl/>  
Ja! Vredeoord by Morgenmakers: <https://morgenmakers.nl/projecten/ja-vredeoord/>  
Podcast: 100 jaar Woensel-West by Tante Netty: [https://tantenetty.nl/project/podcast\\_fd/](https://tantenetty.nl/project/podcast_fd/)  
The Pigeon Dialogues by Nikki Gonnissen (thonik) with Studio Corvers: <https://ddw.nl/nl/programma/12433/the-pigeon-dialogues>  
Bubble Games project: <https://www.tudelft.nl/2023/io/november/bubble-games-researchers-take-home-lamp-and-lovie-awards>

#### Figuur 89:

<https://muzus.nl/projecten/me/>



# Feeling Home

Opening up to the variety of flavours of  
living together in Woonontwikkeling Vredeoord



See the other file for  
the appendices