

THE BUTTONS of a sustainable renovation

The design aims to increasing resident participation within the sustainable renovation process of a VvE (Association of Owners) by simplifying the complexity of the topic. It does this by using visualisations to lower the barriers to engage residents to the gamified interactions with the relevant information.

The research

The scope of this graduation lies in Amsterdam South East. Through ethnographic and action research, multiple barriers and drivers around the topic of participation were found:

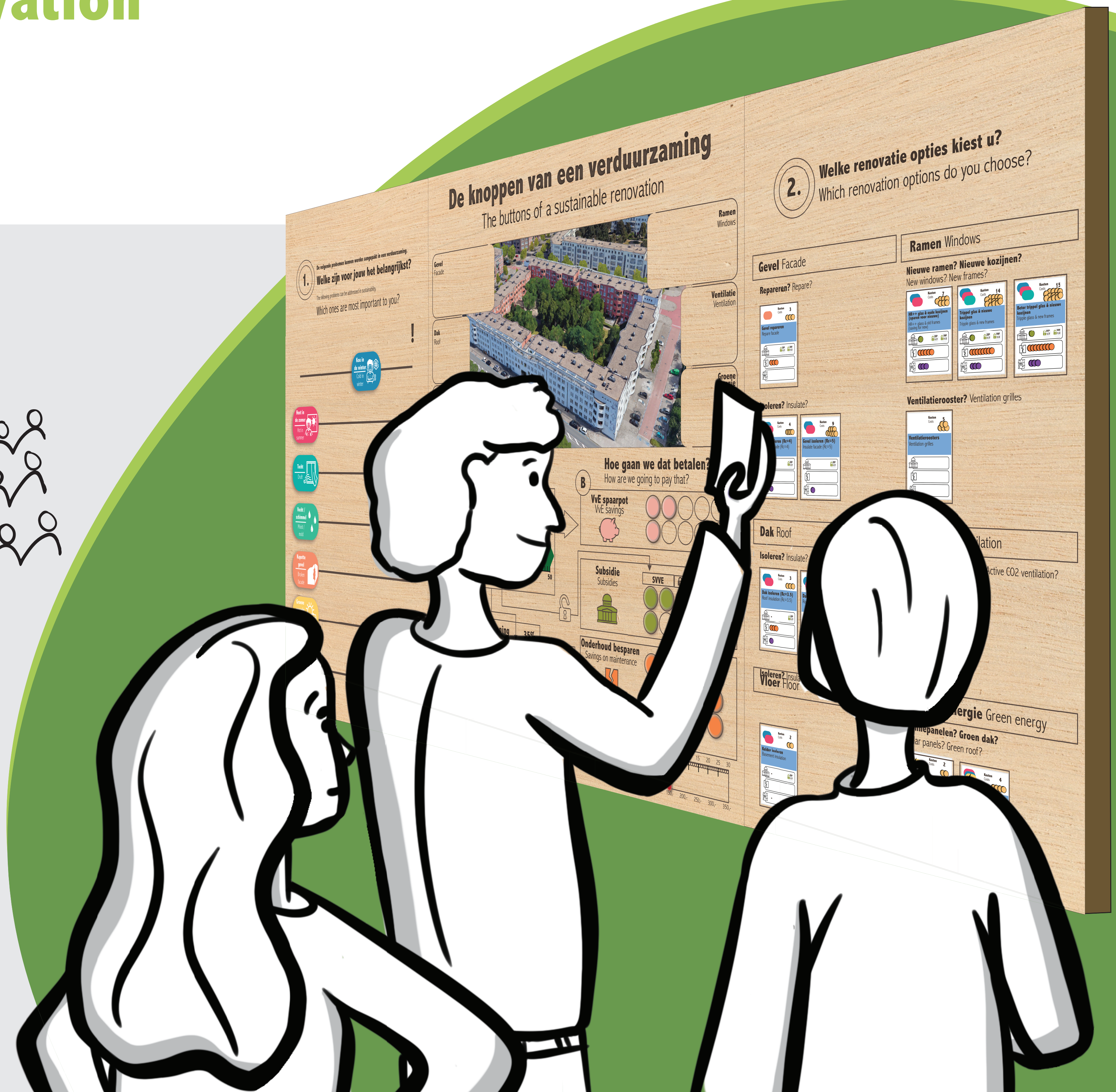
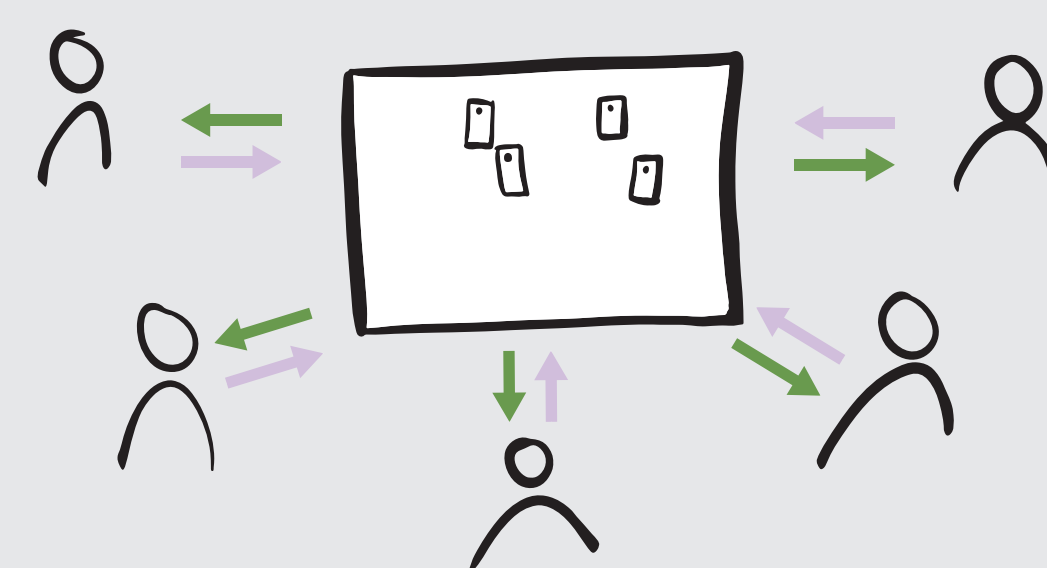
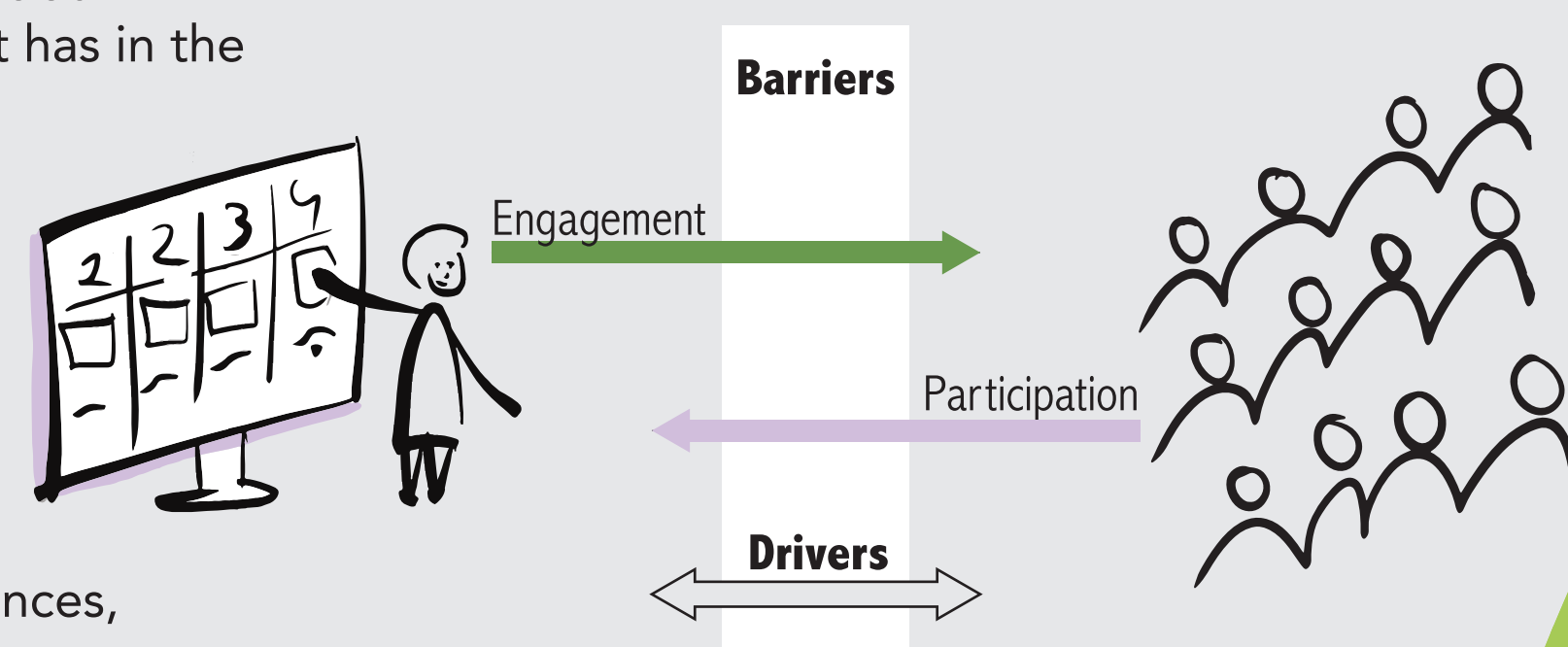
- **Position:** the legal rights to which a resident is entitled
- **Trust in officials:** the level of confidence a resident has in the statements made by officials
- **Knowledge:** The familiarity with technical as well as as cultural knowledge present within the context
- **Social cohesion:** the strength connections among individuals, stimulating the willingness to contribute to the community
- **Practical factors:** coincidental factors like time and place, influencing momentary accessibility
- **Personal factors:** an individual's unique circumstances, potentially limiting their ability to take action, such as financial constraints

The conventional way of transferring this knowledge now is through lengthy and extensive presentations. This approach poses difficulties to engage the residents in the information. It is important for residents perceive the information as accessible if participation in the renovation process will be adapted by a broader group.

The design

The project concludes with an embodied design solution that addresses the problem using an interactive and visually engaging approach. Key features of the design are:

- Use **visualisations** instead of text (where possible)
- Use **interactive elements** to engage with the information.
- Providing **information in small bits**
- Focus on how it will **connect to their day-to-day** lives
- Create and visualise a **conversation flow**
- But, let users **free to explore** the information themselves



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16.10.2023
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