

TRANSDISCIPLINARY DESIGN 2016

DLR

JAVI • ARENAS

● DLR introduction

● METHOD overview

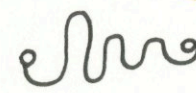
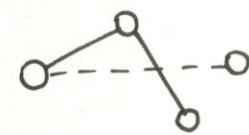
● VOTING engagement



DLR !

## DLR introduction

Reflection on how do we approach  
RESEARCH in (design) projects?



## METHOD overview

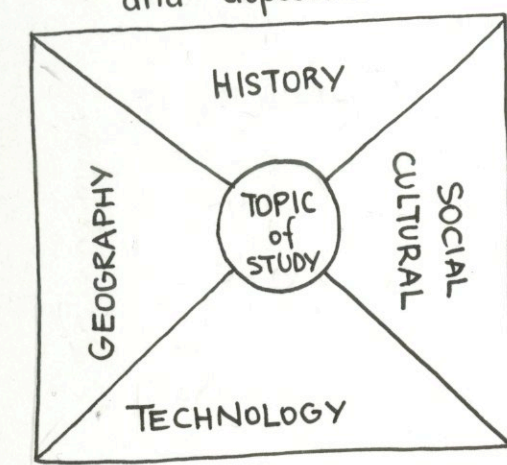
## VOTING engagement



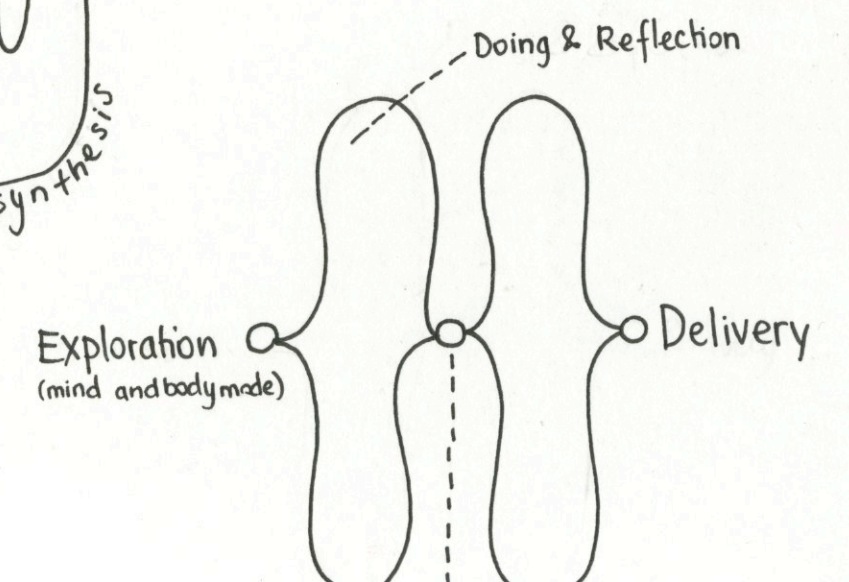
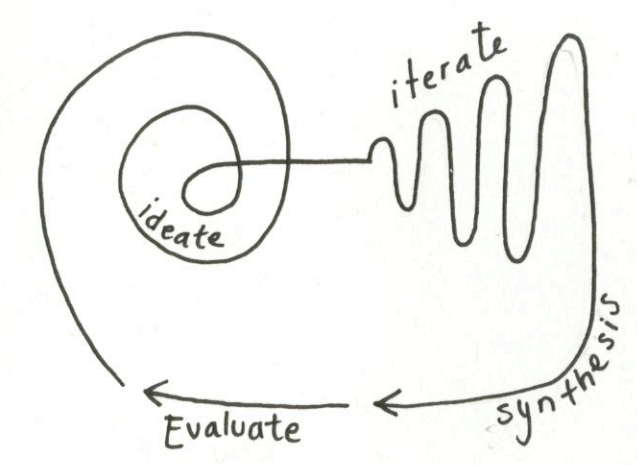
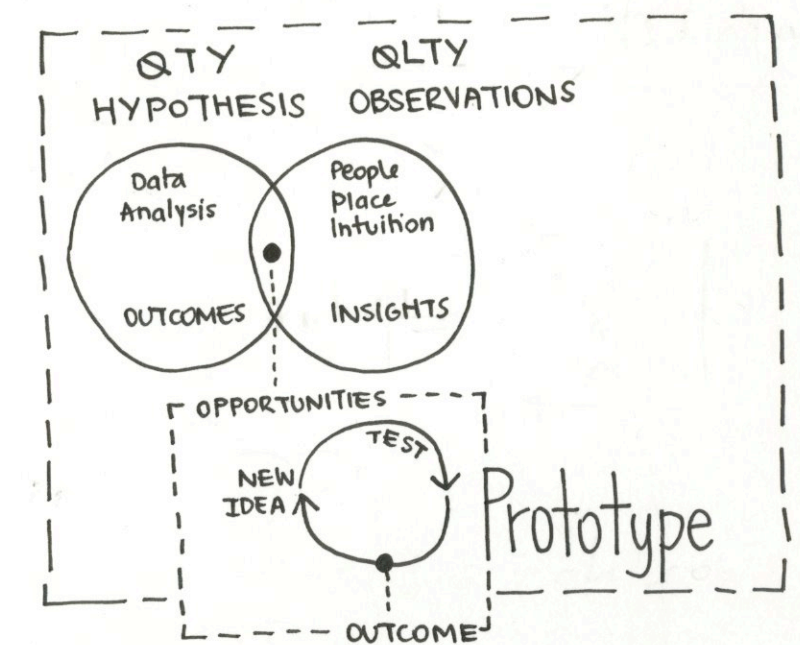
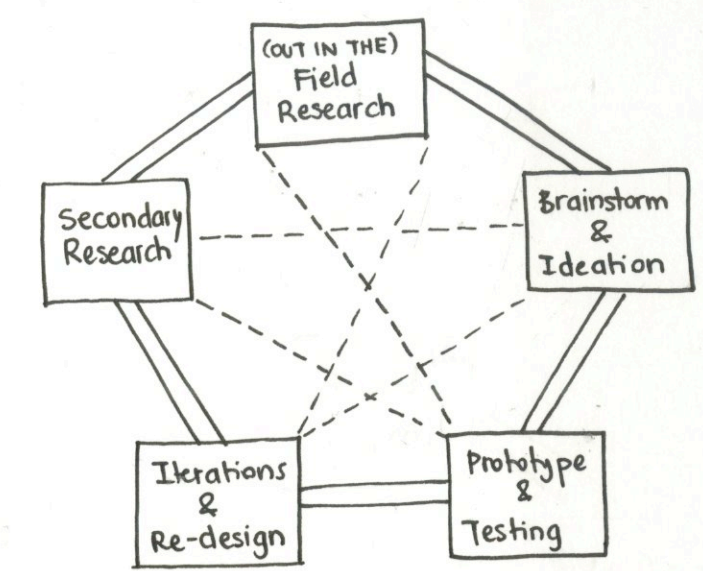
# HOW DO WE APPROACH DLR

when we work on a design project ?

Consider different perspectives and aspects :



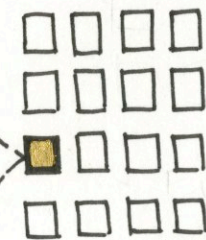
Backgrounds; context; timelines that compare today vs past scenarios; People; communities; interactions; physical and geographical locations. (...)



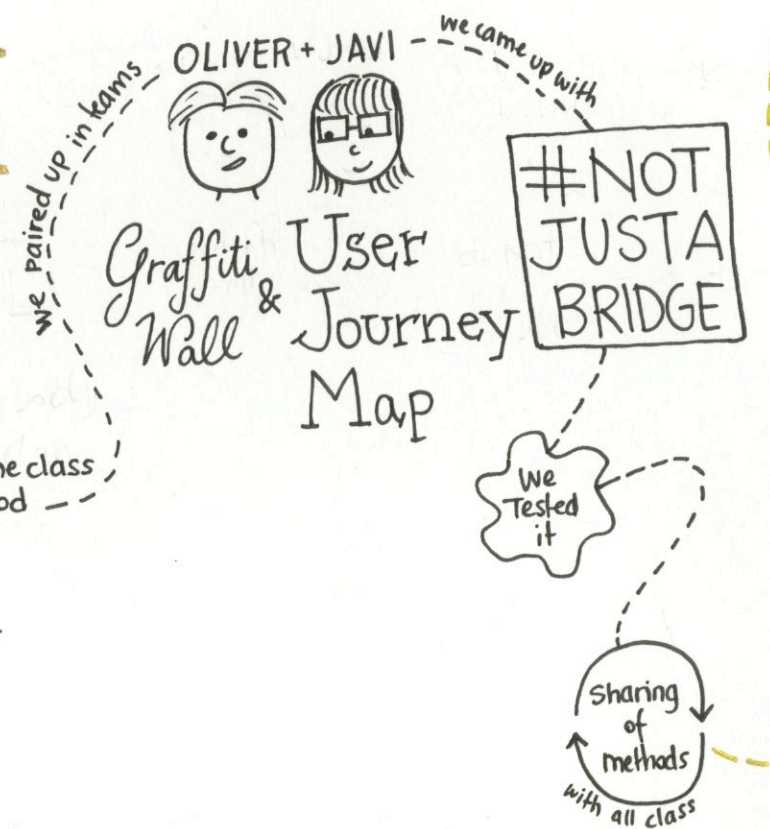


DLR introduction

## METHOD overview



Everybody in the class  
picked 1 method -



VOTING engagement



## METHOD OVERVIEW

### Graffiti Wall

"It provides an open canvas on which participants can freely offer their written or visual comments about an environment or system directly in the context of use."

The method encourages participants through natural means of facility, casual, anonymous remarks about an environmental space, system or facility."

Why is it useful?  
Very open tool to approach people in a non-invasive way and has the potential of in-depth responses.

### User Journey Map

"Is a visualization of the experiences people have when interacting with a product or service, so that each moment can be individually evaluated and improved."

This map tells you a story about an individuals actions, feelings, perceptions and frame of mind, Including positive, negative and neutral moments."

Why is it useful?

Helps us understand  
HUMAN  
BEHAVIOR





# brklyn bridge

Why did we pick the Brooklyn Bridge?



Connection of two important barrows of NYC + spot of tourism.

## THEORY

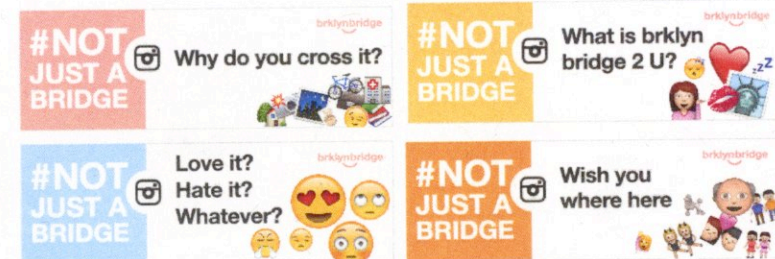
Place in NYC containing an architecture structure originally designed to be a transit area, but eventually becomes a place of unintended realities



#notjustabridge

## Building a digital wall.

At the beginning we wanted to engage people through a POP culture look and very colorful stickers, however we felt it was to flashy.

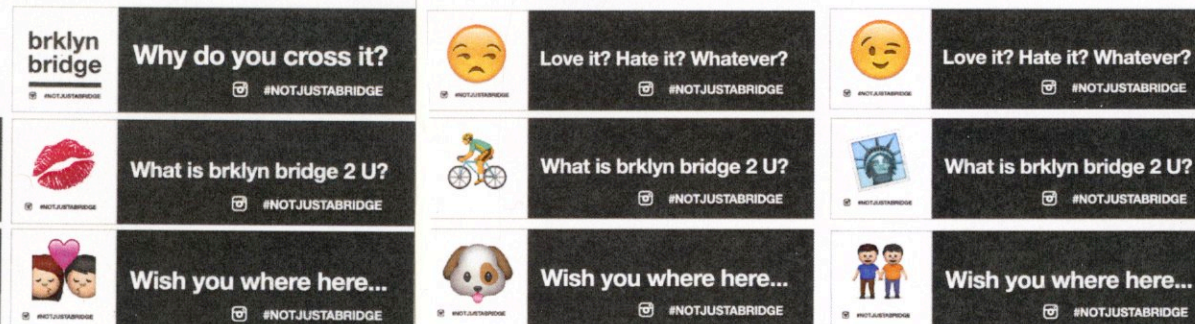


vation

osed was b&w so the audience questions and the and the n design.

e it? Hate it? Whatever?

w often you cross it?



We expected different reactions from same question.

we  
e?

1st Intervention  
2nd intervention  
Outcomes related

Saturday

Sunday

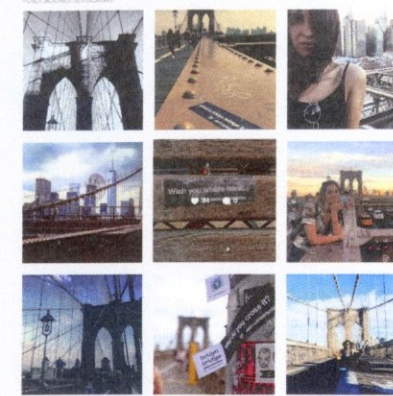
Monday

Waiting for results

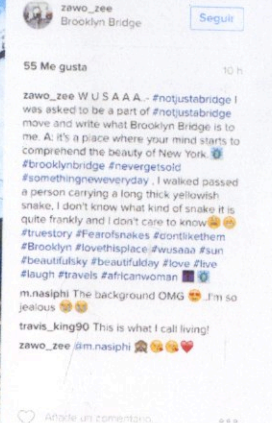
One-on-one intervention

25 uploads  
8 available

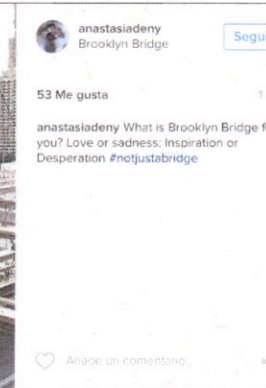
## Reactions



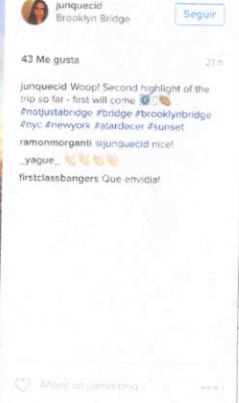
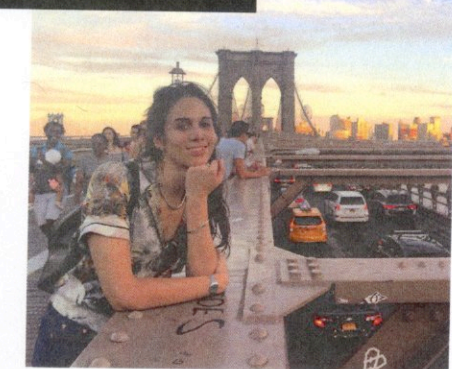
(What does the Brooklyn Bridge mean to you?)  
"It's a place where your mind starts to comprehend the beauty of New York"



(What does the Brooklyn Bridge mean to you?)  
"Love or sadness; Inspiration or Desperation"



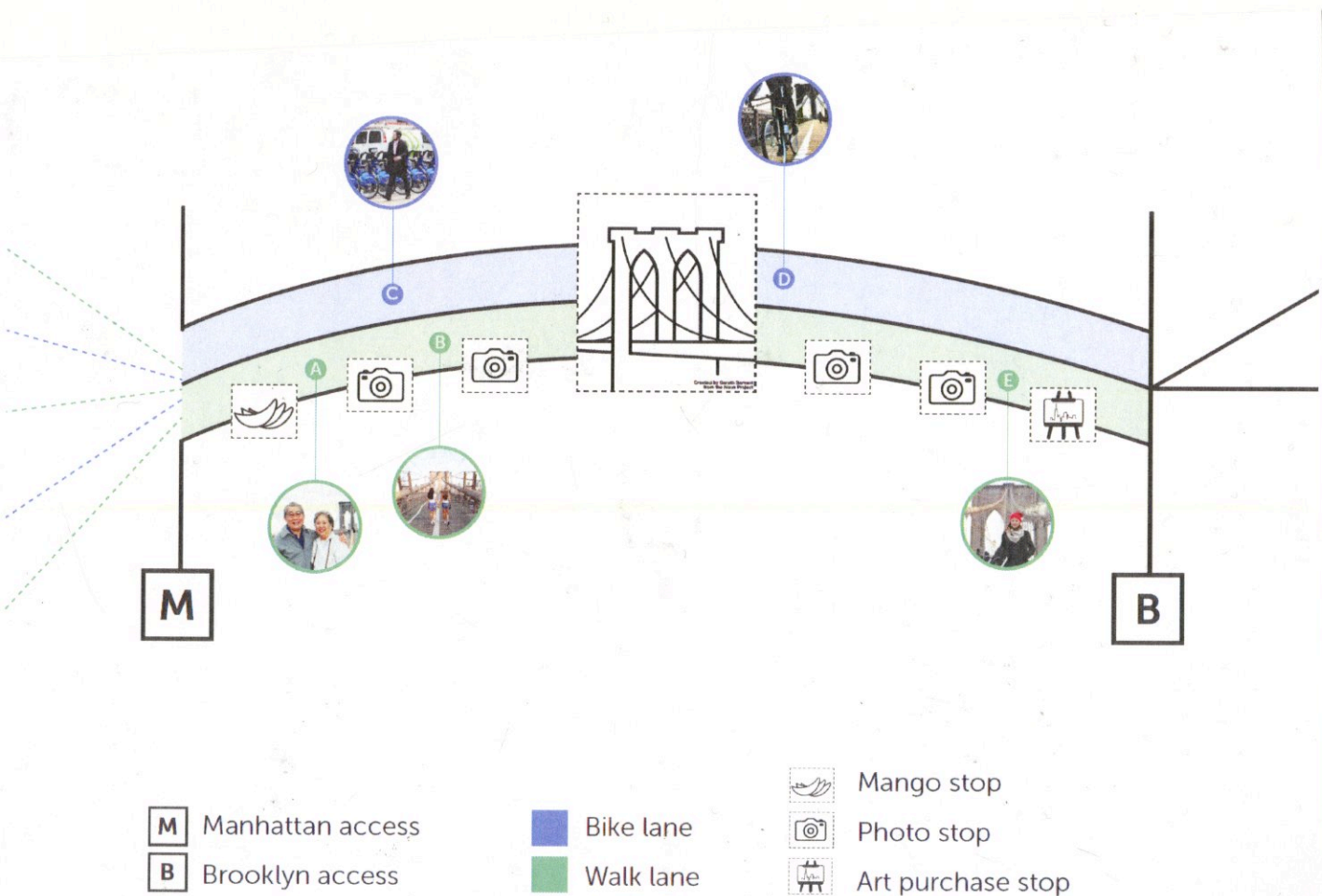
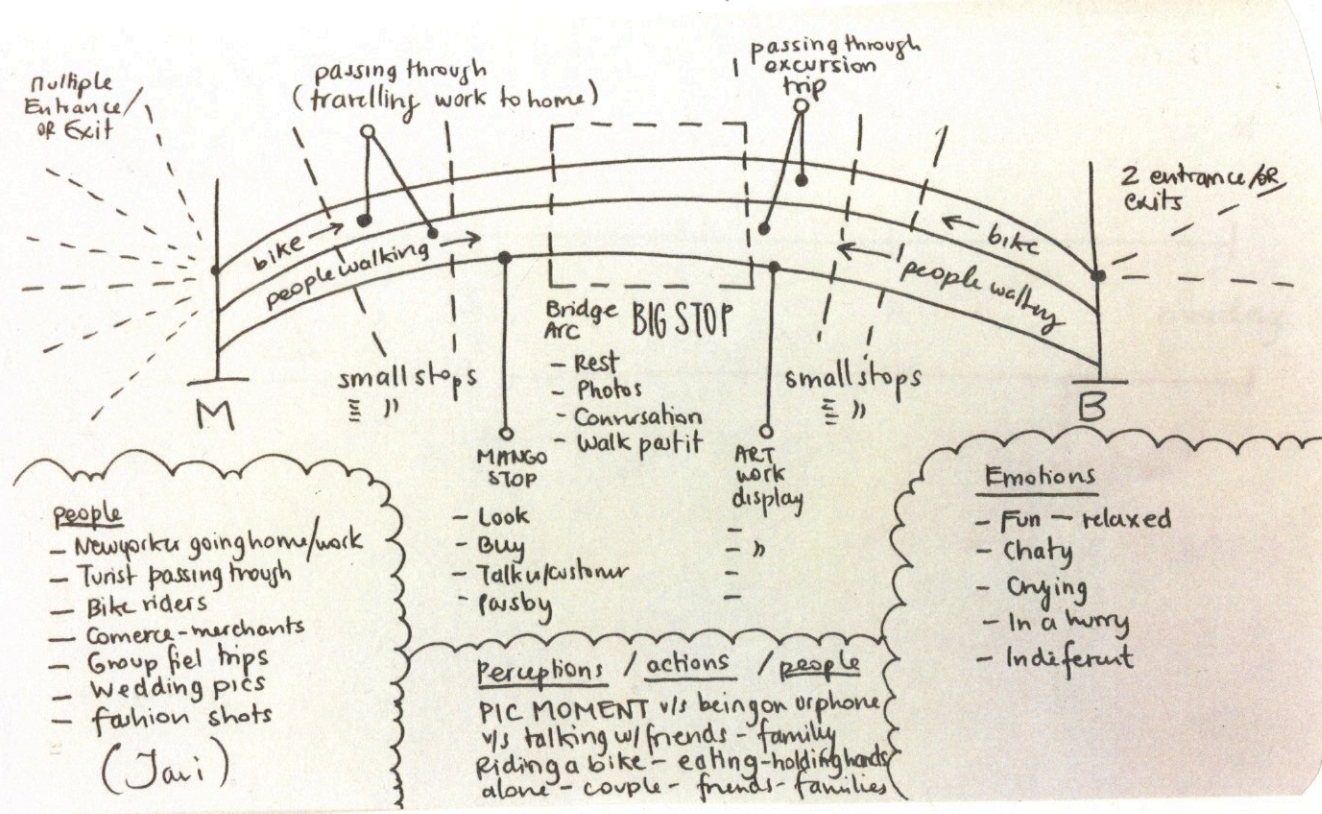
"Second highlight of the trip so far"





# What happens on the bridge?

## User Journey Map



### People stories

I'm Mike 37 years from Ohio, rented a bike for the week and it's the second time I ever cross the bridge but I am staying with a friend in Brooklyn.

My name is Molly and I am a young mom of a 2 year old boy. Very few times a year I came to the bridge when I do is for a stroll and to enjoy a nice sunset in New York.

I am Richard and I work downtown but live in Brooklyn. I cross the bridge biking everyday because is the easiest way to get home, plus I really enjoy the ride.

My name is Sofia I'm 16 years old from Spain and came to visit my best friend. It is my first time in the Brooklyn bridge. And from here "I feel there is only one life and we must enjoy it". #yolo

We are a tourist couple from China celebrating our 38 anniversary. It is the third time we visit New York and we love to visit the Brooklyn bridge every time.

### User Journey Map

| PEOPLE  | STOPS                                                                                                                                                                               |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | Mango stop<br>Photo stop<br>Art purchase stop<br>1/2 way there stop                                                                                                                 |
| ACTIONS | STATES & EMOTIONS                                                                                                                                                                   |
|         | Happiness, laughing, relaxed<br>Having fun (children playing)<br>Being calmed, experimenting the city<br>In a hurry (almost running)<br>In a bubble (headphones)<br>One girl crying |

### Final thoughts

(-) Round #1

- We shouldn't have had that many questions for the effectiveness of the graffiti wall (considering that not so many answered)
- On a place with high visual information (on field) it's hard to get people's attention.
- Need a bigger pool of answers to get a better view of the people's interaction with the place

(+) Round #2

- Round #2 helped us observe and talk to people to have more insights about their perception of the place / emotion approach
- The UJM helped us in this case to get a better appreciation of our location (while the graffiti wall method)

### Final thoughts

Our theory was that if people used Instagram it would be more **personal** for them, and allow them an open place to answer the questions.

There is an active energy in this special area of NYC.

**It's not just a bridge.**

### HIGHLIGHT OF A PEER'S PROJECT

## PHOTOSTUDY method

PHOTO INTERVIEW

method in visual sociology that uses visual images to elicit comments, could be taken by the **PARTICIPANT** or provided by the **RESEARCHER**

Types of Images  
 photographs, videos, paintings, cartoons, graffiti, advertising and others...

Can challenge participants trigger memories, lead to new perspectives and assist with building trust.

Visual images can evoke emphatic understanding of how other people experience the world.

## brklyn bridge

That was our experience.



DLR introduction

METHOD overview

### VOTING engagement

1. First round of interviews
2. Second round of interviews
3. Brainstorming insights #1
4. Brainstorming insights #2
5. Co-design workshop
6. 20 concepts
7. 2 prototypes
8. 1 prototype improved



FIRST ROUND OF INTERVIEWS

With Amanda

12 people interviewed

1

| Ethnic       | Age | Neighborhood                                                     | voted in the US?               | to vote next elections?               | Main reason                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Social context                                                                                                                                                                                                                                                                                                                                                                                                                           | don't vote?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Expectations                                                                                   | For who are going to vote?  |
|--------------|-----|------------------------------------------------------------------|--------------------------------|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------|
| Hispanic     |     | Upper East 28 Side                                               | No                             | Yes                                   | This particular election is kinda different, always been involved with politics. It feels like a personal issue to vote.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Since he was a kid, he tried to keep up who was running for elections. Friends & family are all interested in voting, are all hispanic, so they don't want to Trump to win.                                                                                                                                                                                                                                                              | People that don't vote can't complain. Is the saem as past elections for new yorkers, is like whatever for them.                                                                                                                                                                                                                                                                                                                                                                                           | The government should be working for the people, not otherwise. As the power to choose someone | From Colombia, can vote now |
| Indio        |     | 35 Crown Heights                                                 | No                             | Yes                                   | As a US citizen, is your civil right, is your duty to the country, is your obligation, is your way to rin your voice, is your way to being heard.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Come from a immigrant family, they want to make a better life here, and they don't want a candidate to raise the attention to them (hindues). At the end of the day, they contribute to the society as well. This is my country as well.                                                                                                                                                                                                 | I don't know. Maybe they don't have the proper paper work, or don't care.                                                                                                                                                                                                                                                                                                                                                                                                                                  | Hope to the proper candidate will win, the situation will still calm                           |                             |
| Afroamerican |     | 68 Crown Heights                                                 | Yes                            | Yes                                   | Bc she doesn't want one person (candidate) to get in, but she doesn't believe there is any better than the one that get in.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Her mother votes (99 yrs old), her sister doesn't                                                                                                                                                                                                                                                                                                                                                                                        | Some people say all politicians are crooked anyway. She read that a lady said she wasn't voting bc she didn't like any of the candidates                                                                                                                                                                                                                                                                                                                                                                   | Maybe my vote can make the other one win                                                       |                             |
| Afroamerican |     | 21 Crown Heights                                                 | No                             | Yes                                   | To make sure Trump doesn't become president, he doesn't like his agenda, he flip flops a lot (racist).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | All democrats.                                                                                                                                                                                                                                                                                                                                                                                                                           | NSNR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | I want to see certain things to change, like economic balance, job offer.                      |                             |
| Ethnic       | Age | Neighborhood                                                     | Have you ever voted in the US? | Are you going to vote next elections? | Main reason                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Social context                                                                                                                                                                                                                                                                                                                                                                                                                           | Why they think people don't vote?                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Expectations                                                                                   | For who are going to vote?  |
| Afroamerican |     | Prospect Lefferts 29 Gardens (Close to Prospect Park), Brooklyn. | Not recently                   | Yes                                   | This election seems like it really matters. A lot of things are on the line here for a lot of people, rich, poor, old, young. Specially because of the current events, things from involving the police, things involving politicians having things in the closet. It squeletons in the closet. It seems like if we don't speak now, we will never speak.                                                                                                                                                                                                                                                                                            | Family and Friends do they vote? Yes                                                                                                                                                                                                                                                                                                                                                                                                     | Disinterest. Things are going to remain the same. Or their going to change but...if you feel it doesn't affect you, if it doesn't directly impact your life, a lot of times people say "oh, well, whatever". Who ever is in charge will be in charge, who ever is not won't be. And 4 years will go by and they do it again and again and nothing will change. We will still have to pay taxes, still have to go to work, go to school. A lot of people I think feel that it doesn't directly impact them. |                                                                                                | Hilary                      |
| Afroamerican |     | Baychester, Northern part of the Bronx                           | Not recently                   | Yes                                   | It is very important to vote (this year) for Hillary, because the other alternative is someone who I believe is racist and someone who is not willing to include all religions, all races. It would be really bad if people don't vote because a lot of people will feel excluded. I feel that is something that is dangerous, because it is when people do feel excluded and not welcomed that's when a lot of bad thing happen. For example when it comes to terrorism. One of the things that feeds terrorism, is basically muslims feeling like they are not accepted, like that their religion is wrong, that the things they do are not right. | Family and Friends do they vote? Yes. More generally, what is your perception about people voting? America is a society where people want to participate and get involved. But a feel in particular this election and also the one where B.Obama was first elected, are two of the most important elections. Simply because you see how two options (candidates) are so different, so polarizing that bring a lot of people out to vote. | Sometimes people generally think that when they vote it doesn't matter and that's why I think it wasn't a big deal before. Specially getting older you realize that it is important, because there is serious ramifications if you don't.                                                                                                                                                                                                                                                                  |                                                                                                |                             |



Amanda and I sat down before going out to interview and we reviewed what we were going to question. We structured an

| OUTLINE  |
|----------|
| 1. _____ |
| 2. _____ |
| 3. _____ |
| 4. _____ |
| 5. _____ |

of concepts & questions But this was not an actual SCRIPT. We split locations to interview, using the same OUTLINE.

We recorded our interviews And transcript the answers on a excel worksheet

| Ethnic                       | Age       | Neighborhood                                    | Have you ever voted in the US? | Are you going to vote next elections? | Main reason                                                                                                                                                            | Social context                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Why they think people don't vote?                                                                                                                                                                                                                                                                                                                                                                                                                           | Expectations | For who are going to vote? |                                                                                                                                                                                                                                                                                                                       |
|------------------------------|-----------|-------------------------------------------------|--------------------------------|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (Nathan) Caucasian           |           | 38 Boerum Hill, Brooklyn.                       | Yes, since 96                  | Yes                                   | Political engagement is important for all citizens. It is important if we are going to have a democracy and a republic were we elect officials, we have to be engaged. | Family and friends vote? For the most part, yes, definitely. And the rest? In a more general perspective do you think that people vote? I think is largely predicated on economics and education. And if you feel like your vote matters, partly because you feel you have an ability to influence and generally speaking I see that as people who have more economic power and education, they feel that way. I can't speak for everyone, but I know stats that imply the people in rural areas, people with lower education seem less like to be engaged. In my neck of the woods, in New York which generally speaking has a higher education than a lot of other cities, seems to be very much engaged. |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                            |                                                                                                                                                                                                                                                                                                                       |
| (Renee) Afroamerican         |           | 51 Brooklyn, Prospect Heights                   | Yes                            |                                       | There are offices that needed to be filled with capable people to help run the cities, and the gov. That's how america is set up. It's important to be counted.        | F&F do. If you don't vote, people is still gonna be elected,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | They are no engaged with what's going on, they don't want to be boder and take care of themselves.                                                                                                                                                                                                                                                                                                                                                          |              | People in jail can vote    | Hillary                                                                                                                                                                                                                                                                                                               |
| Ethnic                       | Age       | Neighborhood                                    | Have you ever voted in the US? | Are you going to vote next elections? | Main reason                                                                                                                                                            | Social context                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Why they think people don't vote?                                                                                                                                                                                                                                                                                                                                                                                                                           | Expectations | For who are going to vote? |                                                                                                                                                                                                                                                                                                                       |
| (John) Caucasian             | 67        | Brooklyn Heights                                | On and off                     | Yes                                   | I think is a very important time. I think it is a duty to vote.                                                                                                        | Family and friends vote? Yes. More generally? Your perspective? Yes, specially with what's going on today, I don't know about th US much just that, I know 50million people vote for the presidential election. Large amount.                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | I think two things: people may be lazy and that people may think that one vote means anything.                                                                                                                                                                                                                                                                                                                                                              |              |                            | Trump. Because he is less scary than Hillary. I don't think she is a honest person. I don't think Trump is very honest either, but I think he is the lesser of two evils. I think if he gets into office he will hire a lot of good smart people around him. I just don't like her, I don't like what she stands for. |
| (Daina) Caucasian            | 35        | Concord Village, Brooklyn Heights               | Yes                            | Yes                                   | Because I care about the future of our country.                                                                                                                        | Family and friends vote? Yes, I would say so. And people in general vote? I don't know, I think it is about 50%. I don't know the exact percentage. But, I know that not everybody votes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | I think people that don't vote feel that their vote doesn't count.                                                                                                                                                                                                                                                                                                                                                                                          |              |                            | Hillary. But I was going to vote for Bernie Sanders.                                                                                                                                                                                                                                                                  |
| (Pearl) Caucasian & Hispanic | 34 and 33 | Brooklyn Heights                                | Yes                            | Yes                                   | Because we have the right to vote, you should exercise your right to vote if we have it.                                                                               | Family and friends vote? Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Because they don't feel like they can make a change.                                                                                                                                                                                                                                                                                                                                                                                                        |              |                            | Probably Hillary.                                                                                                                                                                                                                                                                                                     |
| Caucasian                    | 25        | Upper East Side, 68th and Lexington, Manhattan. | Yes                            | Yes                                   | Because I am an adult and my privilege as an american citizen to able to vote. I know a lot of people are not able to. Its something I should do as a citizen.         | Yes. Very important. I grew up thinking "you have to vote". Staying at home its a just not right.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | I think they still are young and still don't really think that life really affects them. They still feel invinsible, still feel that they don't have to worry about things and they still need to grow up. They may also think that their voice matter. And I think they don't really think that whatever outcome that will really affect on them. Being young (have a while to figure out things) and not interested. I don't think its right, but...yeah. |              |                            | Hillary.                                                                                                                                                                                                                                                                                                              |



SECOND  
ROUND  
OF **2** INTERVIEWS

EXAMPLE OF LINE OF Q & A :

A: "I think the system is corrupted"

Q: "Can you tell us how you got to that conclusion? An example?"

A: [ MEDIA EXAMPLE ] ← No leading question

This time around with Amanda we scripted a specific question guideline.

This time was much more harder to reach insights through responses but in fact more authentic.

## NEW QUESTIONS.

## Interview Round #2

## Introduction

- We are students that would like to make a few questions.
- We are implementing and testing some design research skills.

1. Warm up round

- Where are you from?
- What do you do?
- (About what do you do) What is that like? Do you like it?

- ## 2. General Context

- How do you participate in your community social context?
- Can you explain or give a reason of why do you participate?
- Can you narrate an example of your participation?

- ### 3. Social context

- How participation works in your social context? / quizás mejor: How does participation take place or works in you social context?
- How decision making happen in your social context?
- Can you describe it? Or give an example?

- #### 4. Social interaction

- What resources of information do you use?
- How do you interact with this resources of information?

- ## 5. Decision Making

- What do the following concepts mean to you?  
PARTICIPATION - INVOLVEMENT - ENGAGEMENT
- Could you describe what are the consequences of decision making?

- ## 6. Experience in participation

- Describe what is voting for you.

When interviewing

## LEARNING TIPS

- Opinions vs experience  
Be careful with asking "experience" bc sometimes relates to a feeling-state
  - Seek data related to BEHAVIORS  
"Walk me through your process  
Search for EXAMPLES  
Asking for a specific TIME can drive to better examples
- TIME CAPSULE**

- Example of LINE of INQUIRY "participating in community issues" (instead of mentioning "voting process")

- Explore with foundational questions  
"walk me through your day" (overview)  
see route of person
- Be careful with abrupt transitions  
"how is it participating in your community?" vs  
"When is your nearest voting center."

When  
INTERVIEWING:

## LEARNING TIPS

- Trust that individuals are experts of their own knowledge.
- Search experiences of individuals' behavior, needs and capabilities.
- DO NOT seek opinions
- HOW VS WHY ←
- Be careful with leading questions
- Be careful with ecosystem around (Is it a private space? natural environment?)
- Expand on human network. Example: "you mentioned your dad a lot; may I reach and talk to him?"
- Go around the WHY  
Discover the why in the process, not with 1 direct quest. for 1 answer.  
(Interview with deep insights are LONG).
- Prepare respondents about time-interview
- Introduce yourself  
+ "learn from you"  
+ "collect data"

**DIVING DEEP!**  
HOW & WHY

DON'T ASUME THE WHY  
Ask for examples and details and STORIES

\* 5 WHYS

## New interviews

10 people interviewed

We transcribed our interviews in an excel worksheet again

|              | B   | C                                | D                                        | E                                                                                                        | F                                                                                                                                                                                                                                                               | G                                                       | H                                                                                                                 | I                                                                                                                                                                             | J                                                                                                                                                                                                                                                                                                                                                                                     | K                                                                                                                                 | L                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | M |
|--------------|-----|----------------------------------|------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|              |     |                                  |                                          |                                                                                                          |                                                                                                                                                                                                                                                                 |                                                         |                                                                                                                   |                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |
| Ethnic       | Age | Neighborhood                     | What do you do? / Do you like it?        | How do you participate in your community?                                                                | How does decision making happen in your social context?                                                                                                                                                                                                         | What sources of information do you use?                 | What do the following concepts mean to you? PARTICIPATION - INVOLVEMENT - ENGAGEMENT                              | Describe what is voting for you.                                                                                                                                              | Name 1 benefit and 1 disadvantage about voting.                                                                                                                                                                                                                                                                                                                                       | Have you voted before?                                                                                                            | What do you think the politic system expects from citizens?                                                                                                                                                                                                                                                                                                                                                                                                                                     |   |
| Afroamerican |     | Spanish Neighborhood 53 (111 St) | Street Vendor                            | I participate. Every time I go to church I give them some gifts.                                         | N/A                                                                                                                                                                                                                                                             | Online                                                  | N/A                                                                                                               | I'm a democrat                                                                                                                                                                | N/A                                                                                                                                                                                                                                                                                                                                                                                   | Yes. 2008, 2012                                                                                                                   | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |   |
| Afroamerican |     | Spanish Neighborhood 53          | Nurse                                    | I really don't                                                                                           | Its good.                                                                                                                                                                                                                                                       | I use my phone                                          | More support for the kids in the neighborhood. Activities to do, there is nothing here for kids to do.            | Its not going to make me or break me. Whoever comes president it doesn't affect me really.                                                                                    | Benefit - someone positive in the white house. Disadvantage - we don't want no more war.                                                                                                                                                                                                                                                                                              | Yes. When Obama went into for office, I remember being so happy he was the first black president to make it into the white house. | No more war. Its not about us, its about them.                                                                                                                                                                                                                                                                                                                                                                                                                                                  |   |
| Caucasian    |     | Spanish Neighborhood 62          | Works in a Law Firm Knowledge Management | Belong to some clubs. I do a little volunteer work. I belong to a Hospital facility                      | Discussion. Sometimes voting. Both in my friendships, social life and community project. Its all made from consensus. Pretty much the majority rules, although we can influence each other. Its about what we all think. Talk it through. Come to an agreement. | Internet. Yahoo. Google. Lexis Nexis law research tool. | Give my time, my efforts and my abilities to try make things happen. I would also give my intellect. And my time. | Formal voting. Going to a voting booth. But also in community groups there is voting. you ask a question, people say yes or no. Or this an issue and you vote for or against. | Goal: is getting your voice heard. Disadvantage: sometimes in certain groups people try to influence you not to vote you would have voted. And the national election is corrupt voting it is not supervised correct. people are discourage in voting. People who should vote dont no. Or this an issue understand how they can vote. It is being use inappropriately in this country. | Yes. A lot.                                                                                                                       | They want to try us to get to do what they want. Sometimes it is good for us. Sometimes its not. The one thing I feel strongly, people dont know what there self interest is enough nationally, so people will actually vote against their self interest. In order to be safe, to be cared for. A political system plays into that in a good way. For instance the candidate I vote for might not be the people I admire, but they have my interest at heart. And they will work hard for that. |   |
| Caucasian    |     | Upper East 75 Side               | Retired                                  |                                                                                                          | I dont know. Always have, I think one should. Sense of community, of doing good. A sense of companionship.                                                                                                                                                      | My computer                                             | Sense of community, friendship, good work.                                                                        | Voting is important. Ive always voted.                                                                                                                                        | (advantage) Everybody should vote whether they get a personal advantage or not, is their civi duty (Disadvantage) They are going loose eventually, its a democracy.                                                                                                                                                                                                                   | Yes. Always.                                                                                                                      | Its hard to tell lately. Activity and involvement and assistance with programs that are worthy.                                                                                                                                                                                                                                                                                                                                                                                                 |   |
| Caucasian    |     | Greenwich 24 Village             | Fashion Design / yeah, I like it.        | I dont really participate in my community. Beside socially and being with friends.                       | Communication, thats the basis of all decision making. You have to discuss all the aspects (pros and cons) before taking a decision.                                                                                                                            | Internet and apps                                       | N/A                                                                                                               | Important. Part of our country, its a right everybody should take advantage of.                                                                                               | No disadvantage. Benefit- involves a country and group. Its not one person making the decisions for everyone.                                                                                                                                                                                                                                                                         | Yes.                                                                                                                              | That we participate.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |   |
| Afroamerican |     | Upper East 38 Side               | Mom                                      | I volunteer in my son's school activities                                                                | Talking and sharing our opinions and views.                                                                                                                                                                                                                     | Internet                                                | Being part of something. Committing.                                                                              | Decision made by a represented group                                                                                                                                          | 1 benefit would be plan to share your opinion, disadvantage - I dont know.                                                                                                                                                                                                                                                                                                            | Yes.                                                                                                                              | To be interested and engaged.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |   |
| Caucasian    |     | 39 Crown Heights                 | Work in NBC, run the commercials         | Go out to dinner, local businesses                                                                       | the local businesses bring money to the community                                                                                                                                                                                                               | Google news, TV news                                    | actively doing something, voice your opinion, do something                                                        | You wanna vote for the people who's will help everyone the most                                                                                                               | if you vote, you voice your opinion. if you dont vote, you shouldnt complain                                                                                                                                                                                                                                                                                                          | No. He felt it didnt was going to do a difference, dont trust politicians                                                         | they expect us to be complacent, be ok with their decisions                                                                                                                                                                                                                                                                                                                                                                                                                                     |   |
| Latino       |     | 28 Crown Heights                 | Student in Medical School                | His wife works in the community as a lawyer. Festivals, parades, events in the park                      | 99% of his decision are related to his profession, with who he relates                                                                                                                                                                                          | Internet, google news                                   | Being present with things, be there physically, be open and engage to the differences of people                   | He voted in the museum, the sensation of voting in your community is cool, its pretty diverse, and the coverage it took internationally                                       | Be part of the system in a way, help him organize other issues in his life (residency, school, etc)                                                                                                                                                                                                                                                                                   | Yes                                                                                                                               | nothing, you have the freedom to participate or not                                                                                                                                                                                                                                                                                                                                                                                                                                             |   |
| Afroamerican |     | 66 Crown Heights                 | Phone company                            | Is harder being old and participate actively in it in the botanic garden, doesnt like to be with people. | When he was a child, his mother died, and the community helped him                                                                                                                                                                                              | N/A                                                     | N/A                                                                                                               | Voting is very important bc Im africanamerican, for                                                                                                                           | one benefit you can help one they didnt have the opportunity to decide for themselves, and is that a person you didnt like in the office                                                                                                                                                                                                                                              | Yes                                                                                                                               | we vote and make ourselves known                                                                                                                                                                                                                                                                                                                                                                                                                                                                |   |



# 3

| LAYERS OF DESIGN RESEARCH       |                               |                           |
|---------------------------------|-------------------------------|---------------------------|
| DATA                            |                               |                           |
| OBSERVATION                     | ANALYSIS                      | PATTERNS                  |
| Raw data. Quotes<br>"He said —" | Conclusions from observations | Trends across respondents |

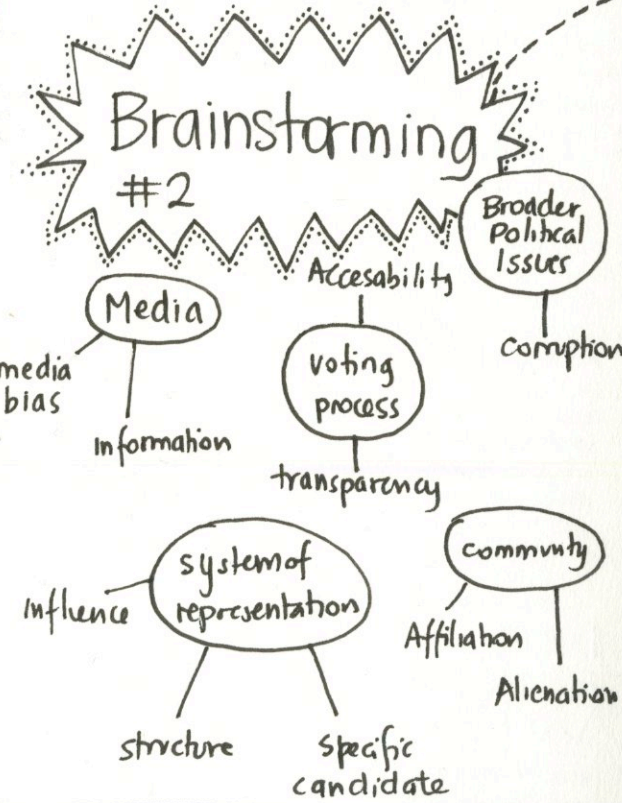
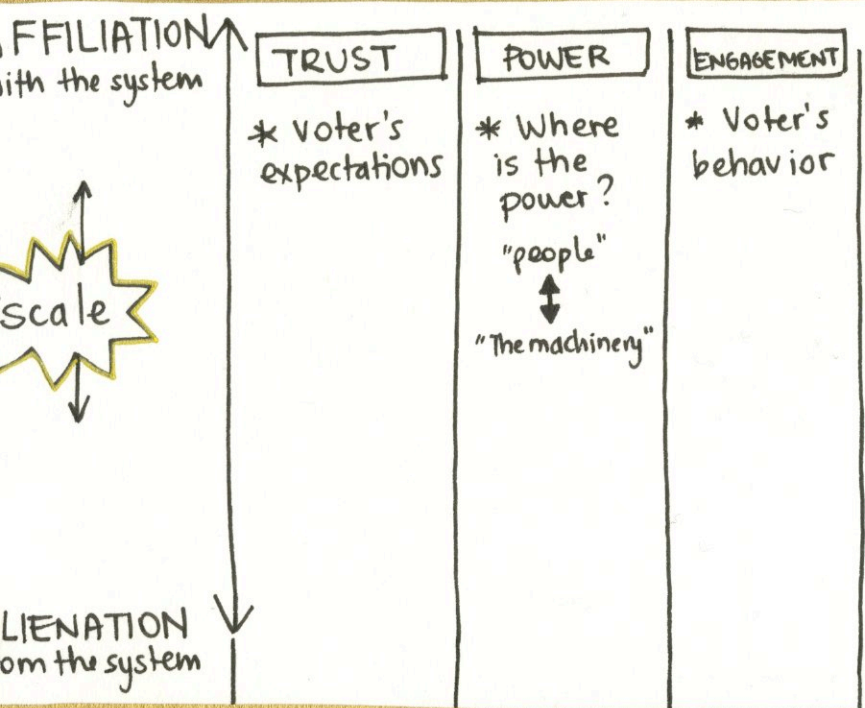
## Brainstorming

### Our insights



Brainstorming #1

3 main CONCEPTS  
TRUST  
POWER  
ENGAGEMENT



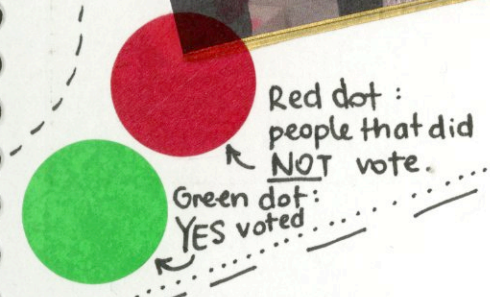
Deconstruction & Manipulation

# 4

BRAINSTORM #2

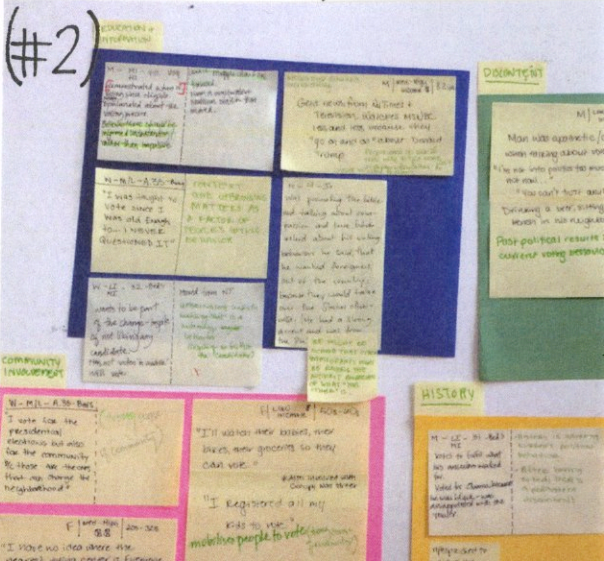
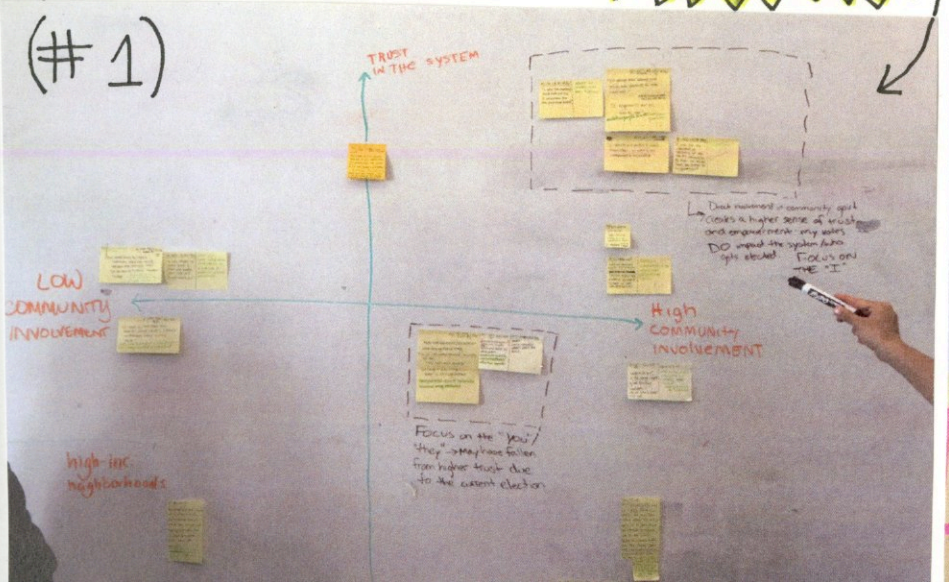


With the same insights we gathered from our previous interviews we displayed a different and more specific concept map.



HIGHLIGHT of a peer's project

Dani, Tanvi, Sonja, Nandita & Rosemary





# 500-Design Workshop

1. Ideate structure and propose

Approaching the intervention phase of the project.  
Exploration of ideas and insights with stakeholders.

DESCRIPTION



Involvement of stakeholders in common space and framework ← GENERATIVE SPACE.  
● Reciprocal relation between participants.

**Instruction** | Conduct a co-design session 1-3 hours ~ 8 stakeholders.

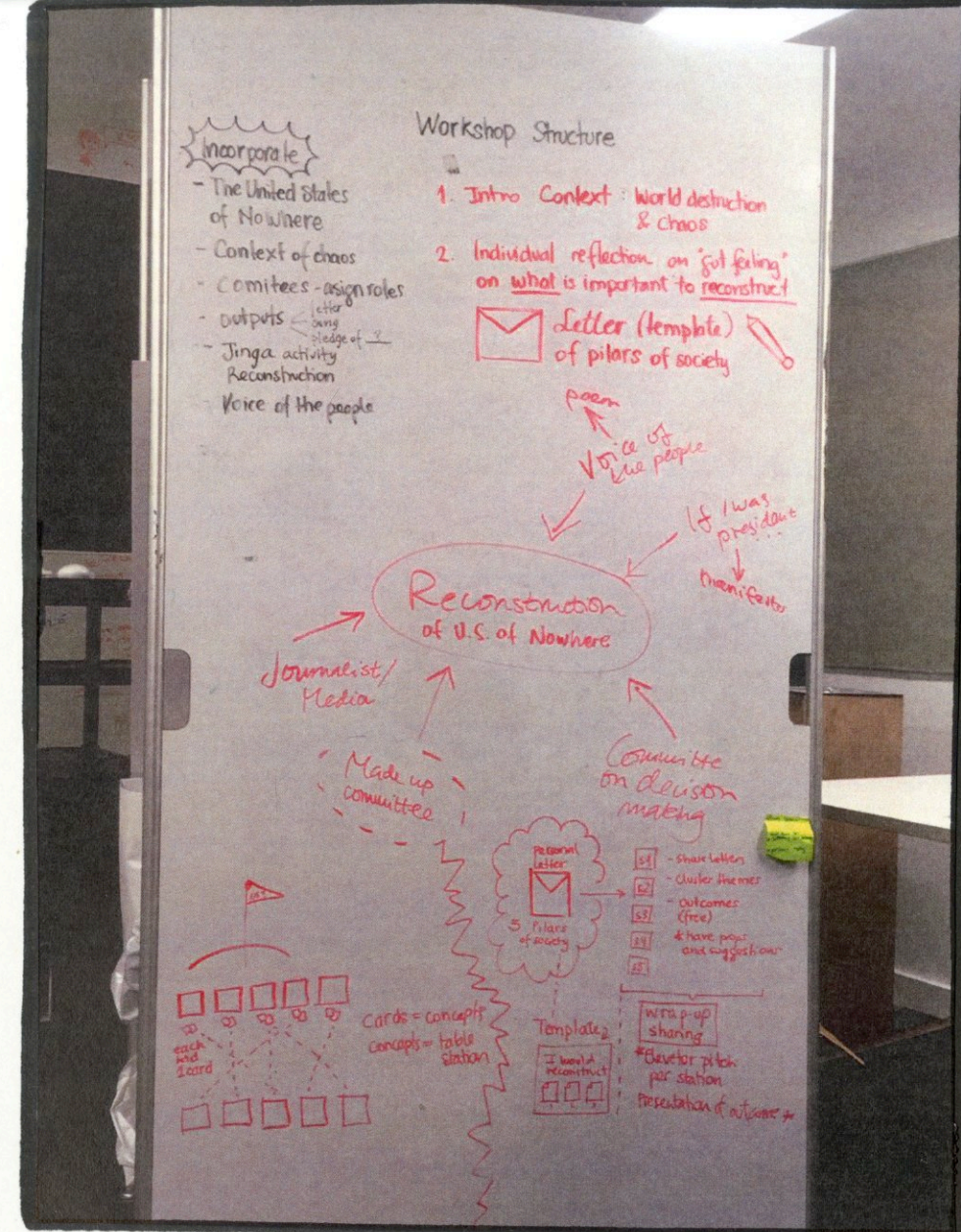
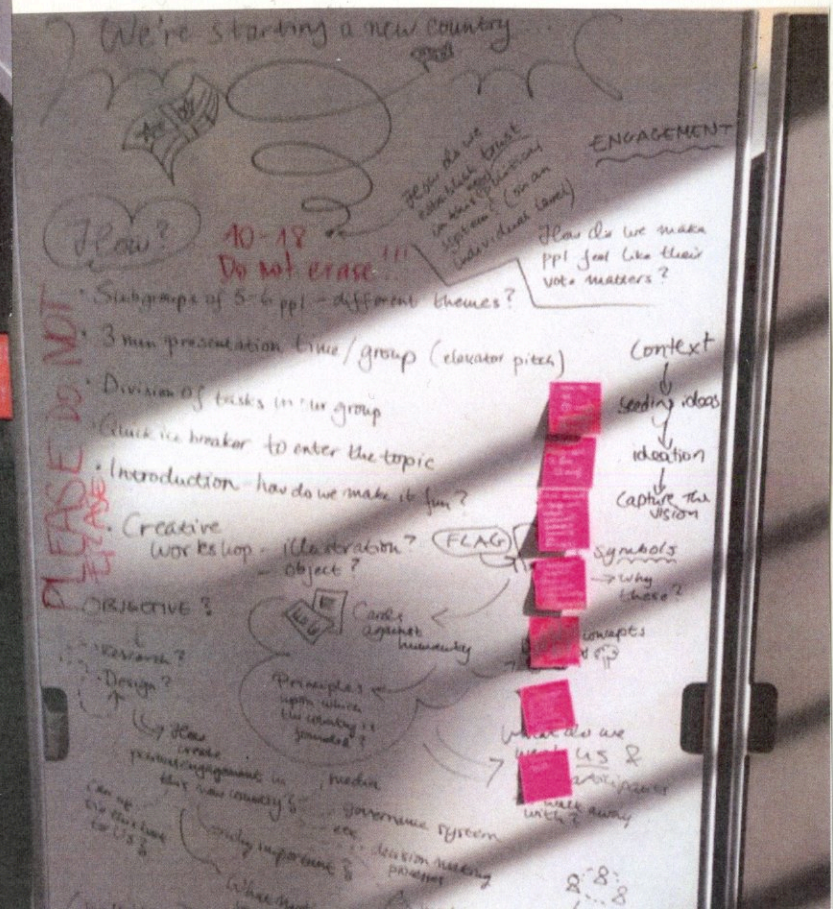
HOW CAN VOTERS BE MORE INVOLVED?  
HOW CAN THE SYSTEM CHANGE TO FACILITATE VOTING? ENGAGEMENT?

⚠ Allow freedom that imply NOT reaching the real outcome. Fantasy. NO boundaries of ideas. Do not limit the possibilities.

**PRE-DESIGN THE ACTIVITY**

1. What are the objectives?
2. Architecture of activity - step logic
3. Really think stakeholders

- 1 FRAME THE CONTEXT
- 2 SEED IDEAS
- 3 BUILD THE CONCEPT
- 4 CAPTURE THE VISION



## OUR CONCEPT:

THE UNITED STATES - OF - NOWHERE

CONTEXT SCENARIO :  
World after a natural disaster. Complete chaos. Which opens possibility of REIMAGINING the country.

- 1 Write 3 pillars of society reconstruction (individual task)  LETTER
  - 2 Share with group
  - 3 Cluster themes
  - 4 Creative activity : pick a form of representation to express NEW SYSTEM based on selected theme.
- EXPLORATION OF OUTCOMES**  
(Group task)
- 5 Share with the whole class

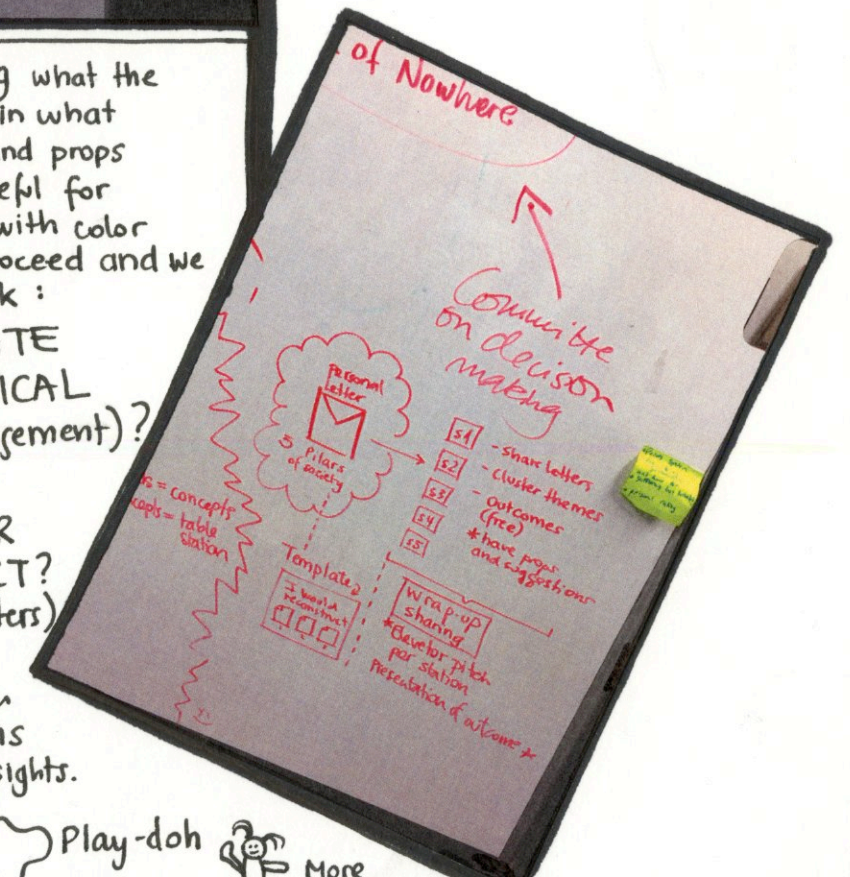
FROM LARGER POLITICAL SYSTEM  
TO MICRO  
STARTING A NEW COUNTRY  
UNITED STATES - OF - NOWHERE  
OUR CONCEPT

We started post-it brainstorming what the workshop's objective could be, in what context (indoors or outdoors) and props that could be available and useful for the activity. Then we voted with color dots for the best way to proceed and we selected the framework :

**HOW DO WE CREATE TRUST IN THE POLITICAL SYSTEM (for better engagement)?**

**HOW SHOW CITIZENS THEIR PARTICIPATION HAS AN IMPACT?**  
(make them feel that their vote matters)

We would like to explore a co-design workshop with a HIGH SCHOOL - teens as future voters see their insights.



Context +  
Lego  
Paper Pencils  
Play-doh  
More



# TIME PLAN OF WORKSHOP

## Workshop Design & Workflow

### COLOR-KEY to assign responsibilities

Jo Amanda Emma Haijing Juliana Javi Undefined

Each activity requires the person responsible to write what the activity consists and/or gather the materials we will need.

| Activity                                          | What's the activity about?                                                                                            | Materials to collect & bring                                                                                                                                                                    |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Documentation                                     | Video & photo documentation<br>Who?<br>For each group, use mobile phone to record audio as well?                      | Bring a video camera<br>Who?                                                                                                                                                                    |
| Class distribution                                | Order and display classroom desks-chairs in 5 groups<br>AIIILLI                                                       | Confirm n°students + sketch group's distribution<br>Example: 4 groups of 4 and 1 of 6.<br>Emma                                                                                                  |
| Intro<br><br>3 min                                | Welcome: "hi, please sit in (already) distributed chairs" + Who we are.<br>Emma                                       | Team upfront saying hi :)<br>AIIILLI                                                                                                                                                            |
| Context Narrative<br><br>7 min                    | America of Nowhere:<br>Chaotic narrative that aims for country's reconstruction<br>Jo                                 | Meditation session (TBD)<br>- Sound effects.<br>- Smells (?)<br>- Add<br>Jo                                                                                                                     |
| ALL CLASS: Letter writing activity -<br><br>3 min | Detailed instructions of the activity: what do they have to write about (3 pillars of society's reconstruction)<br>Jo | Paper to write concepts +<br><br>Instructions boards Emma                                                                                                                                       |
| EACH GROUP:<br><br>27 min                         | - Share letter 7 min<br>- Cluster themes 5 min<br>- Explore outcome 15 min<br><br>AIIILLI (see next page)             | Write a script/guideline/questions that could help lead the session<br>AIIILLI (see next page)<br><br>Have ready alternatives of outcomes/props to lead conversation<br>AIIILLI (see next page) |
| Presentations                                     | AIIILLI                                                                                                               |                                                                                                                                                                                                 |

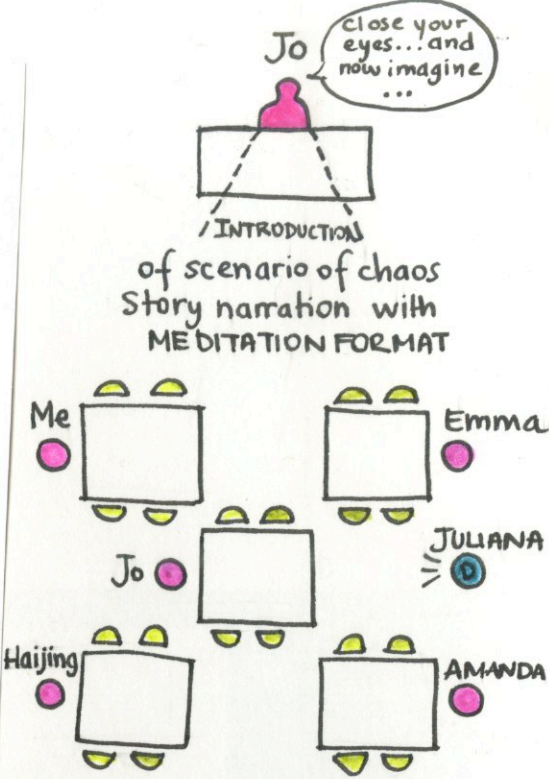
|         |                |  |
|---------|----------------|--|
| 8 min   |                |  |
| Wrap-up | Final insights |  |

## EXTRA REMINDERS & GENERAL STUFF

- Email Jack: ask for materials (TOMORROW let's check together all the materials we need)

### LIST UP-TO NOW (Strikethrough does not concern Jack)

- Laptop (Emma - Javi)
- Post-its (Javi-Amanda)
- Sharpies and pencils (Javi-Amanda)
- Tape and masking tape (Javi-Amanda)
- Scissors (Javi-Amanda)
- White big poster paper (Javi-Amanda)
- Circle stickers (Javi-Amanda)
- Color paper (Javi-Amanda)
- Symbol print-outs
- Balloons (Juliana)
- Play-doh (Emma)
- Legos (Javi-Amanda)
- Stapler (Javi-Amanda)
- String (Javi-Amanda)
- Different kind of paper (Javi-Amanda)



\* D : documentation  
videos + photos

Each station had  
4 students + 1 of us.  
8:00 - 8:45 AM





# WORKSHOP - INSIGHTS

## INSIGHTS ON PROCESS POSITIVE ASPECTS OF THE WORKSHOP

We felt students were engaged.

The activity encouraged group participation.

The activity left space for people to express themselves openly.

Diversity of materials can inspire different kind of outcomes.

Incorporating different types of methodologies in the process.

## INSIGHTS ON PROCESS POSITIVE ASPECTS OF THE WORKSHOP

Meditation introduction was a good start for engagement with the activity.

Good collaboration with the teacher.

Opportunity to be with students of a class called "Participation in Government"

Planning time frame is important to make the activity work better.

Having thought multiple options of creative activities in case lack of inspiration.

Having planned in advance the roles of each teammate.

## INSIGHTS ON PROCESS AREAS FOR IMPROVEMENT

More time than 50 min would have been ideal.

Some students came late so they missed the introduction and context (and it was more difficult for them to enter the activity).

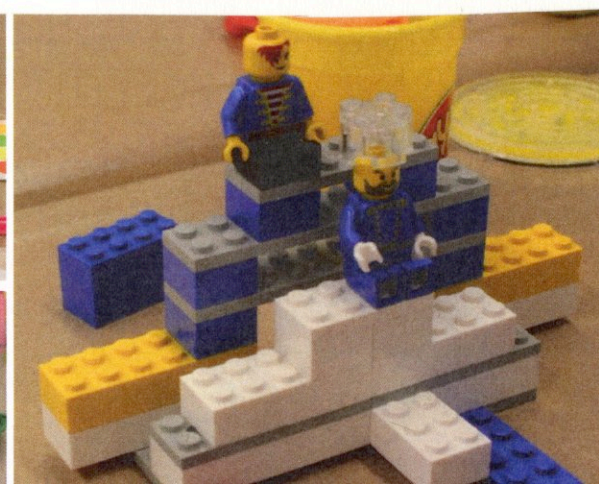
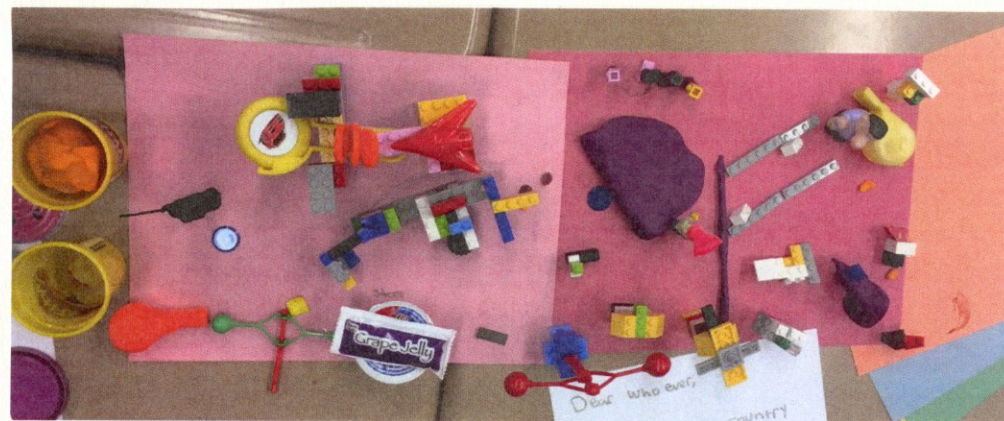
Some students may need different instructions for the assignment.

Manage how to set (low) expectations on creativity processes (to reduce pressure and inhibition to creative thinking).

Be aware and solve for different personality types more effectively.

We have to frame the activity limited on the classroom context.

MY STATION - GROUP #5





Themes discussed in MY STATION ↓ Then the students selected the themes COMMUNICATION & LEADERSHIP and they created a SONG →

Establish new  
leaders  
Commitment  
Runny the  
country

Good  
Leadership.

Organized  
Society  
Area

Clean

Grow more  
Trees

help the environment

Order  
Laws

BIO  
Diversity

Transport

Food chain  
can be balanced

Trade

Not Isolate

Peace  
in society

Communication

come together  
Make a plan

Armor  
Protect us

System of  
laws

communication  
leadership.

> SONG

Hear our voices  
There Important  
don't you want to live better?  
This society is shattered in  
ruins, lets build this  
together.

We started off <sup>2</sup>  
with nothing and  
made our way to  
the top. starting  
off with leadership  
but were never going  
to stop.

Leadership is like  
a when a bear  
Protects <sup>his</sup>  
cubs ~~from~~ from ~~the~~  
danger.

Leadership is a <sup>3</sup>  
Lion, King of the <sup>4</sup>  
jungle that's strong  
and could be lead  
by example. One  
who motivates ~~their~~  
their followers in  
everything they do

but you never  
meet a leader  
like that, because  
we started from  
new!

Together we stand  
and Together we  
stay.

We are nothing  
without  
communication



# OTHER STATION'S THEMES

- Equal rights for everyone
- Help with corrupted schools & neighborhoods
- A better economic system

democracy

right to  
have a  
vote

equal  
rights

government

change to  
benefit  
the people

economic

good

up w/  
corrupted  
schools  
and  
neighborhoods

protection

better  
military  
tactics

establish  
laws

no  
deportation

# OTHER STATION'S THEMES

Patience Organized

Voice  
- Government  
repent

Supportative

Value  
- people.

Understanding  
People  
Sympathy.

Re SHP  
EQ  
BET  
TRA  
FOR

GIVE  
PEO  
JOBS

TOU  
ITC YOURSEL  
YOU BALAN  
SOMEONE  
WORKING

HOMELESS  
MAYBE  
DEMOCRACY  
BALANCING  
COMMUNISM  
VS.  
CAPITALISM

Perhaps  
filter out  
the crazy  
racists



SURVIVORS,

Know about the situation that you are going through. Your society is destroyed, shattered, and  
wins. In order to rebuild that community, we have to establish new leaders, gather  
and put ~~whether~~ is committed to run a country in power. We must  
the trees that give us life, and let the animals give birth to their  
ring again. Our community has to be structured, and include a system of government  
is not strict. A democracy. We need biodiversity.

- Organized
- Responsibility
- United
- Supportative

- ~~hear~~ hearing the people
- Change to benefit

Democracy

Patience  
united  
understanding

LETTERS



3 CONCEPT INDIVIDUAL

STUDENTS ORIGINAL

order to build your own city. I feel like you must have organization,  
respect, leadership, ~~organization~~, stabilization

- leader
- Wise
  - Be real
  - Keep his world.
  - Every<sup>one</sup> should be rep.

~~Responsible~~  
Clean it up  
Work together  
Organized society

Shanice.

~~I wanted to tell~~

Three Principles

- Love one another
- Weapons are not allowed
- Be peaceable

- The Right to have a voice
- A Better Government system
- Better Economic System
- Food!



- Dictatorship  
- Follow rules

values - respect, dignity, etc  
sympathy  
patience  
organization  
A voice - A representative to speak for that group

Laura Grullon

Government:

that includes system of law / guidelines.  
My form of government would have to be a democracy! so that "distruction" will not happen.

Transportation

some students had very specific proposals...

Communism

Some insights from station's final outcome presentations

Group # 1

EDUCATION  
THEME

"President is a distraction. We need to know more about the system — CONGRESS. We don't really know how it works, nor how to be involved."

Group # 2

TRANSPORTATION  
THEME

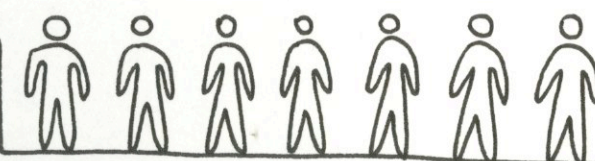
FOOD

RE-BUILDING

"Work together; Economic system; Benefit people."

Group # 3

JOB  
THEME



"We can't build everything right away. Step by step"

Group # 4

UNITED  
THEME

Group # 5 (my group!)

COMMUNICATION & LEADERSHIP



"Leadership is like a bear when it protects his cubs from danger."

VERSE



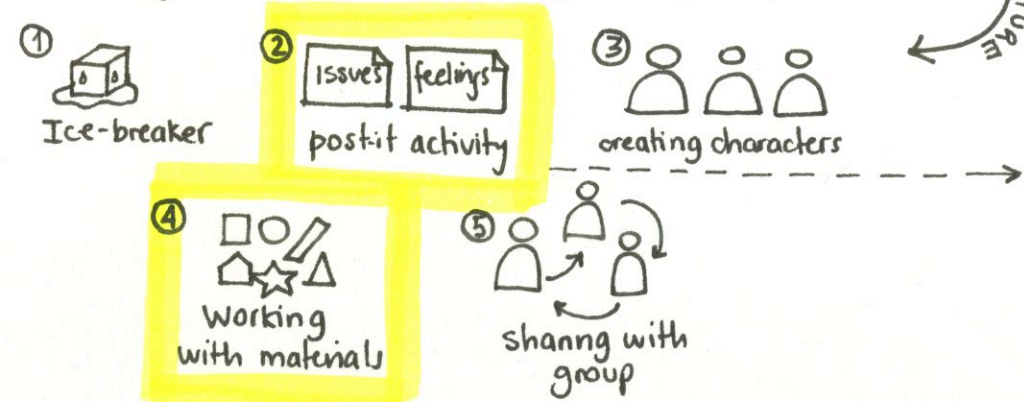
# HIGHLIGHT

of a peer's project

Dani, Tanv, Sonja, Nandita & Rosemary

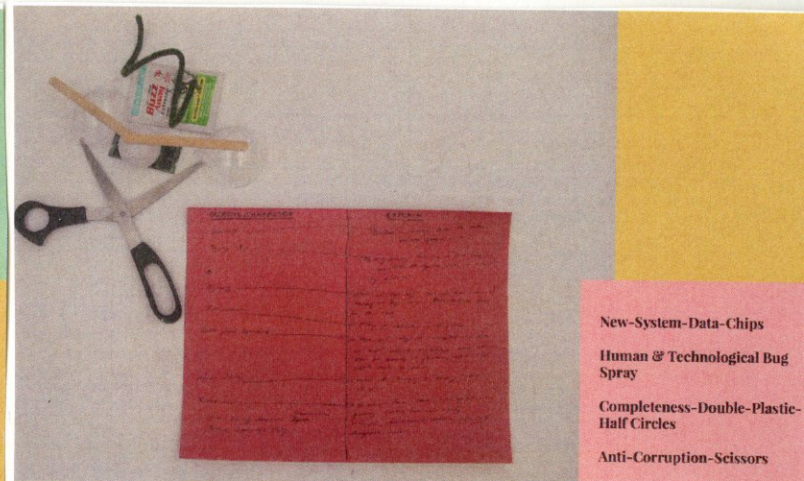
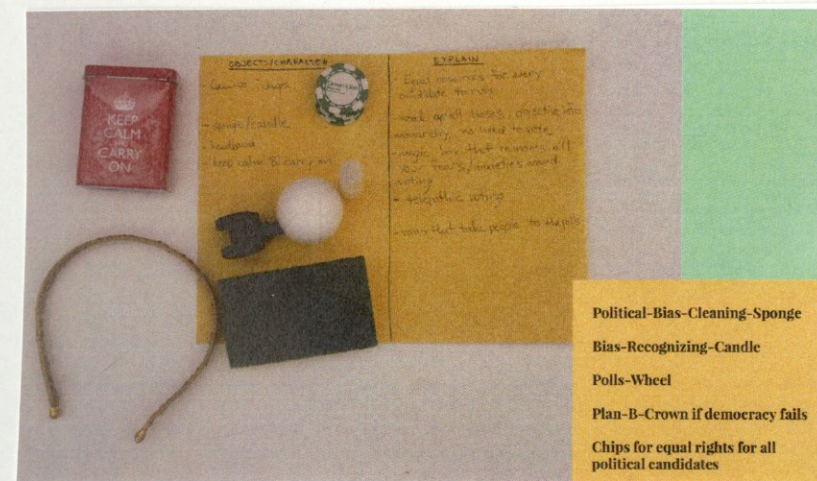
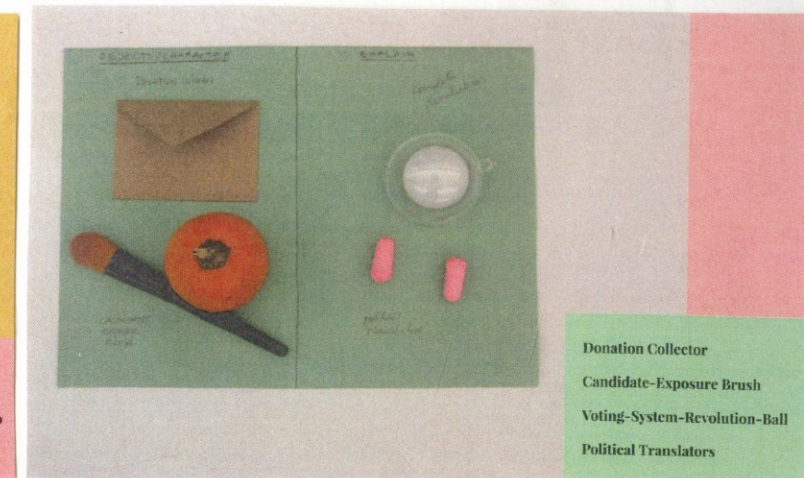
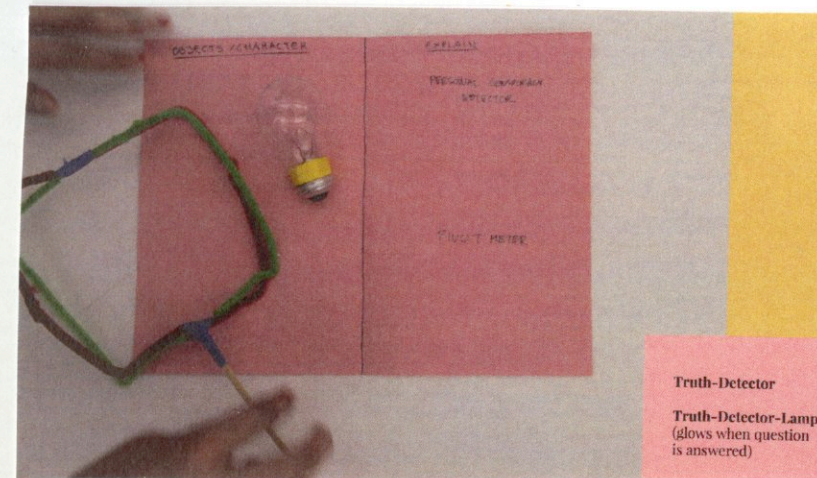
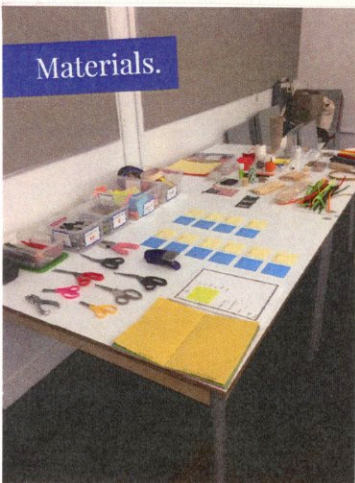
## THE FUTURE OF VOTING WORKSHOP

How might we increase and diversify voter participation?



I liked how they had a moment to think and reflect on not only ISSUES, but also on the relation of them to FEELINGS ♥.

Activity: Create an OBJECT that represents an ISSUE with available materials.

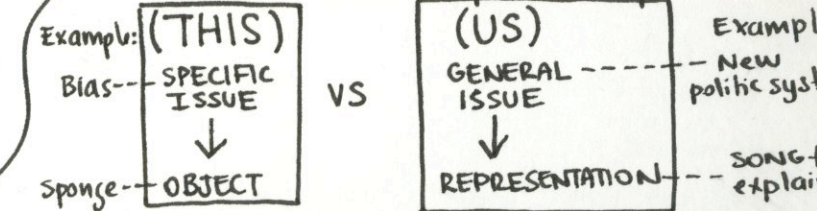


## Group's final general insights

- Silence goes slow, making goes fast.
- Practice makes better.
- Creation of characters could have been scrapped — just talk about themselves.
- Facilitators hovering/monitoring VS sitting/participating.
- Designating a timer and documentarian.
- Too much quiet work gets awkward.
- Background music impacts tone of WS.
- Intergenerational group is lovely.
- People are really CREATIVE!

My thoughts

I found very interesting this workshop session! I loved it. It explored all the other ways our team didn't. Here they tackled a specific instruction associated with a specific topic



Though I enjoyed and learned from our team's WS, we explored a much more theoretical and existential matter, a reflection session. This WS did that and then approached concrete design objects that responded to an identified matter.

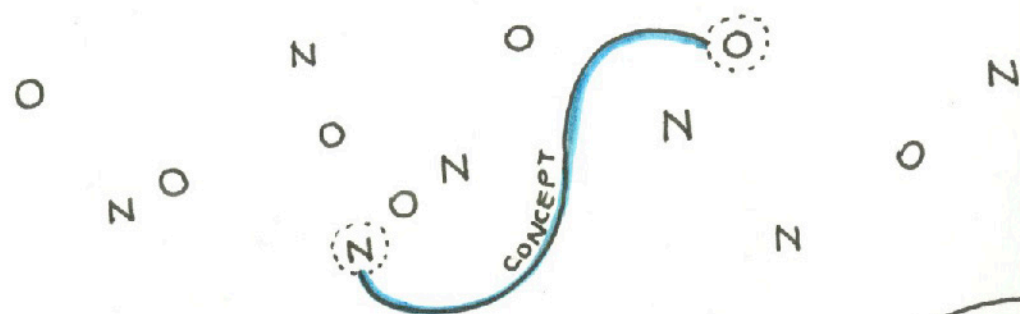
Another difference was the group's age range participants, which was a mix while ours was a classroom of 17-18 year olds.



# 6 Concept GENERATION

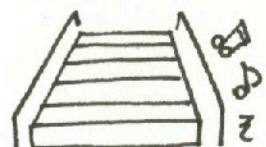
CONNECTION  
BETWEEN

NEEDS ——— OPPORTUNITIES



Some interesting examples/cases

People need more  
**EXERCISE**



STAIRS in subway  
with MUSIC steps

People need for  
**DISASTER RECOVERY**



Gardener in Japan  
after earthquake  
installed a PHONE  
BOOTH in GARDEN  
to talk with his  
Family that he lost.  
Later people came to  
do so too. Even  
traveled to do so.

People need to  
**KILL TIME** in airports



LISA  
MOAB

Movement of BIKERS  
that showed neighbourhood  
value and highlights

People need to better  
**UNDERSTAND HEALTH**



E. chromi designer  
bacteria will color your  
poop according to what  
ails you. Poop — INFO.  
Design by James King  
and Daisy Ginsberg.

SEEK **N** — **O** LINKS  
that are NOT obvious.  
and that have more  
**DISTANCE**

## NEXT STEP

÷ OF TEAMS (Again)



Emma  
Jo and  
me-javi



Haijing  
Amanda  
and Juliana

We brainstormed in postits

**N** Needs **O** Opportunities

And created 20 CONCEPTS





| NEED | OPPORTUNITY |
|------|-------------|
|      |             |

CONCEPT & DESCRIPTION

We created this TEMPLATE to sketch and narrate the ideas we had for our

20 CONCEPTS

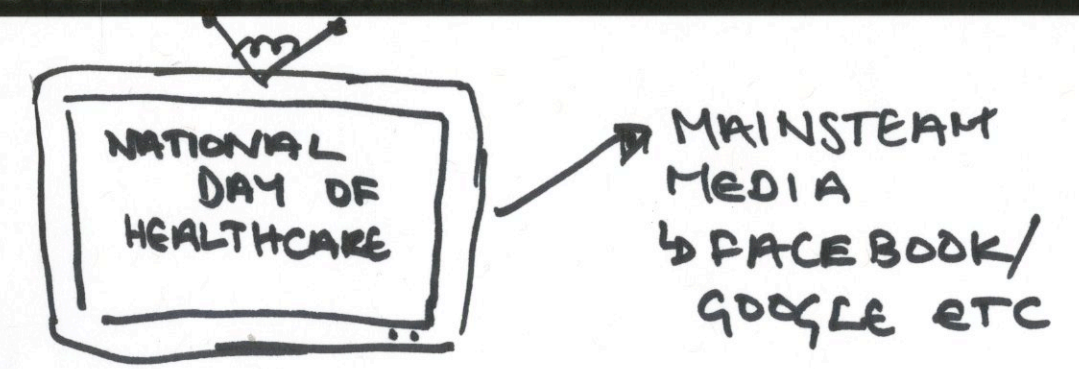
\* The ones that have stickers dots were our Favorites

\* Later we had to select 2 concepts to prototype (more of this later in next chapter)

NATIONAL DAY OF 'X'

| NEED                                                               | OPPORTUNITY                                                           |
|--------------------------------------------------------------------|-----------------------------------------------------------------------|
| REPRESENTATION, TRUST, AUTHENTICITY, KNOWLEDGE OF POLITICAL SYSTEM | NATIONAL MEDIA<br>↓ COMMUNITY PLATFORMS<br>SCHOOLS, DINNER TABLE ETC. |

CONCEPT & DESCRIPTION



HAVE NATIONAL DAYS OF 'X' WHERE CANDIDATES, NEWS ETC ALL FOCUS ON 1 ISSUE. ~~20~~  
THIS SHOULD IN TURN DRIVE CONVERSATIONS AROUND THOSE KEY ISSUES IN SCHOOLS, COMMUNITY GROUPS AND AT HOME



# RETHINKING "THE POLITICIAN"

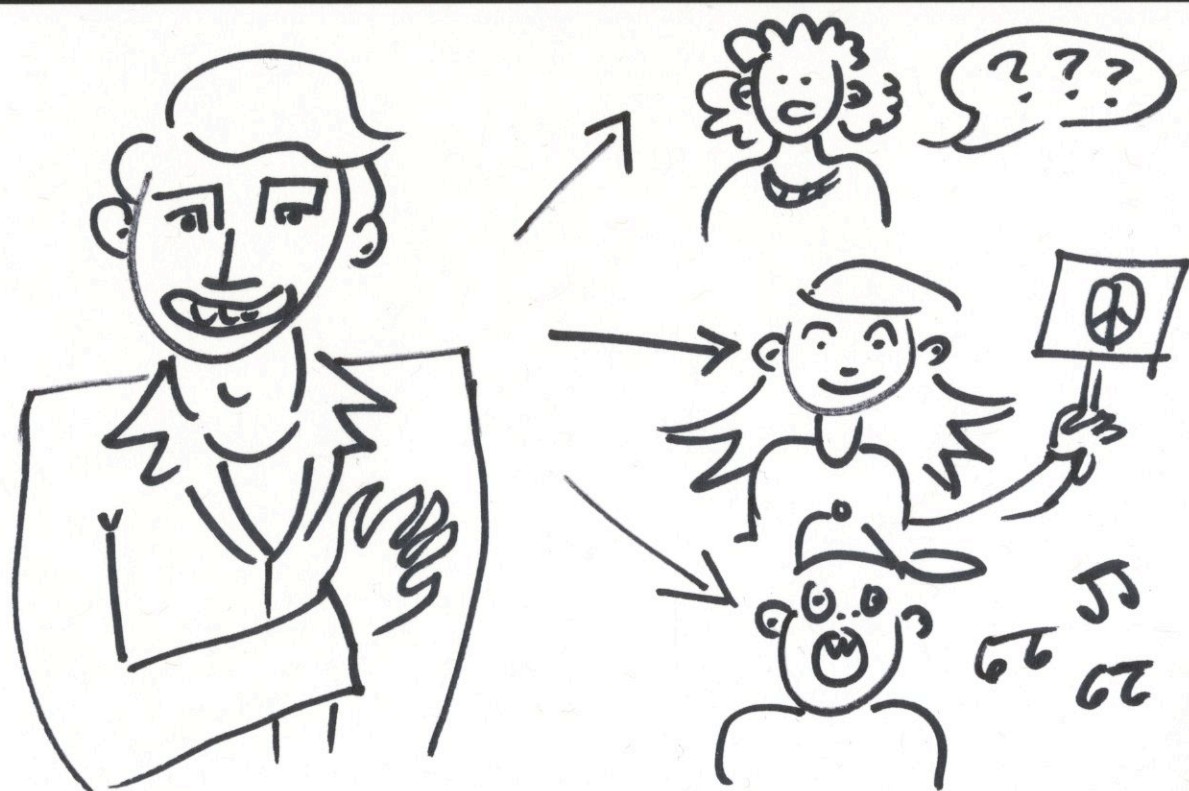
## NEED

Authenticity  
Trust

## OPPORTUNITY

Schools  
TV

## CONCEPT & DESCRIPTION



Dissect the "character" of a politician (speech, costume, behavior, mannerisms, rhetoric) and prototype potential new "ways of performing <sup>the role of</sup> a politician."

# INVITE CORPORATIONS

## NEED

Who does the  
system serve?  
Transparency

## OPPORTUNITY

National media

## CONCEPT & DESCRIPTION



Invite representatives from the corporate world to engage in the public debates about politics, through future forecasting etc. Design the format to reveal underlying ideologies and assumptions, and then invite citizen-oriented organizations to engage with the outcomes.



'X' FOR AMERICA, 'X' FOR NEW YORK, 'X' FOR NEW YORK CITY

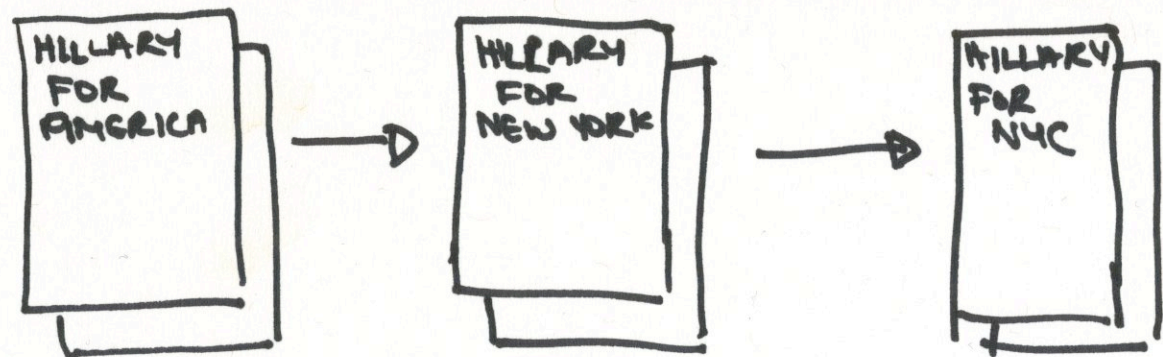
## NEED

REPRESENTATION

## OPPORTUNITY

CANDIDATES WEBSITES  
- COMMUNITY PLATFORMS

## CONCEPT & DESCRIPTION



2 PAGER DOCUMENTS OR WEBSITES THAT SUMMARIZE THE MAIN POINTS THAT ARE TAILORED DOWN TOWARDS A GIVEN COMMUNITY. INFO CAN BE FOUND ONLINE OR THROUGH SPECIFIC ~~CAND~~ COMMUNITY EFFORTS: EG LOCAL DOOR TO DOOR CAMPAIGNING

## The check-list ☒ ☐ ☐

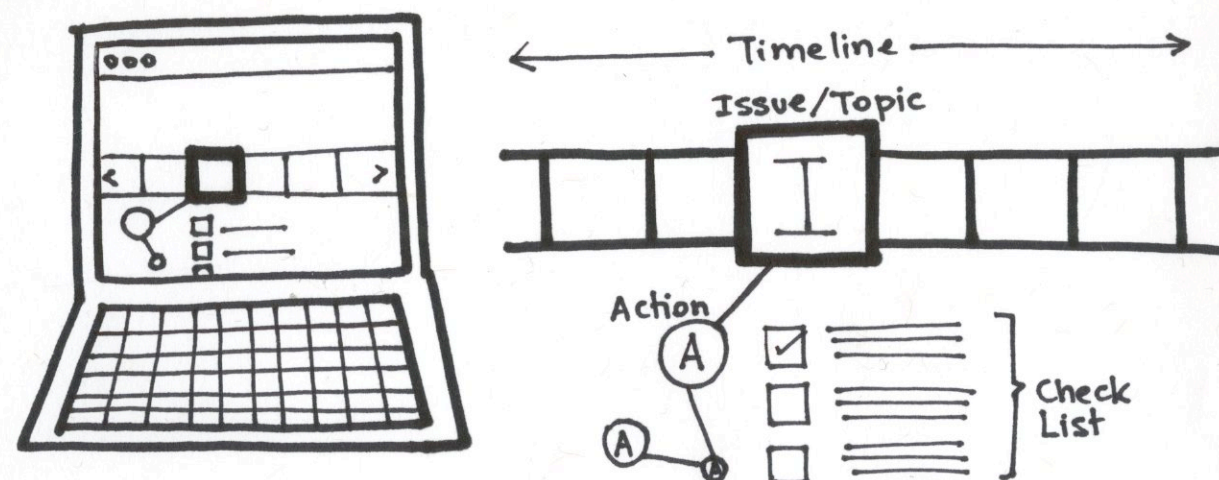
## NEED

Tangible results & Accountability

## OPPORTUNITY

Neutral digital Platform

## CONCEPT & DESCRIPTION



- Through a neutral digital platform keep a record of promises and to-do actions of candidates/teams.
- Need of results. Show **TRANSPARANCY** of outcomes.
- Clarity of info/promises/results.



# POLITICIANS x SELF EXAMINATION

| NEED                                                        | OPPORTUNITY   |
|-------------------------------------------------------------|---------------|
| Authenticity<br>Trust<br>Tangible results<br>of pol. claims | TV<br>Schools |

## CONCEPT & DESCRIPTION



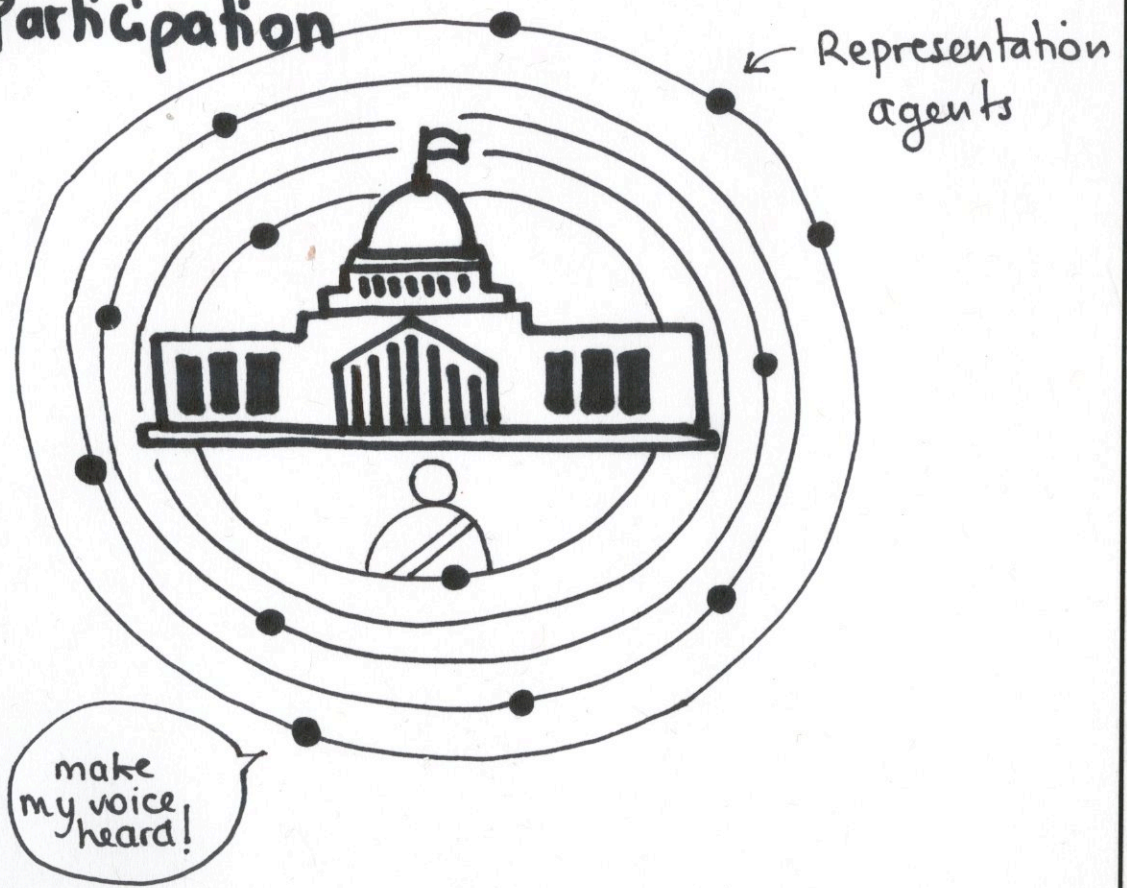
Design a "self-examination" format for leading politicians, where they are compelled to express past mistakes, insights/learnings, as well as current difficulties, obscurities, complexities.

# Representation Network

| NEED                                                | OPPORTUNITY             |
|-----------------------------------------------------|-------------------------|
| Representation &<br>Individual acknowledge-<br>ment | Community<br>Plat forms |

## CONCEPT & DESCRIPTION

- New networks of representation
- Communication layers
- Participation





DYSFUNCTIONAL

## "ONE BIG AMERICAN FAMILY" TV SHOW

### NEED

Trust  
authenticity  
National identity

### OPPORTUNITY

TV  
Schools

### CONCEPT & DESCRIPTION



TV-format inviting in the good,  
the bad and the ugly of the  
American population to discuss  
the political status quo  
and do live prototyping of  
possible futures.

## Scale of Trust

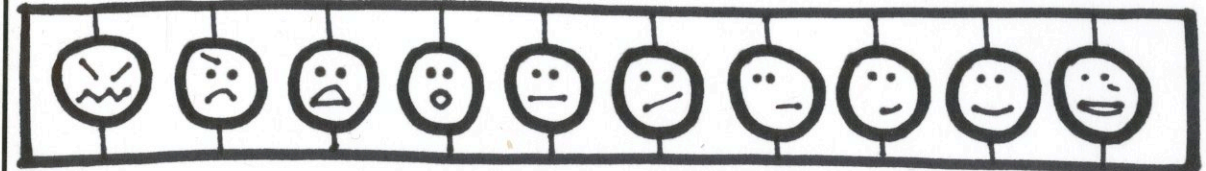
### NEED

Trust &  
Authenticity

### OPPORTUNITY

National  
Media

### CONCEPT & DESCRIPTION



- Checks the facts
  - Case studies and examples
  - Can it be possible?
- SCALE  
.....
- The goal is to trust more (or less) in future leaders of the country.
  - Clarity in politics and candidates answering questions.
  - Need to feel the information is CORRECT.



# CAMPAIGN AD REFORM

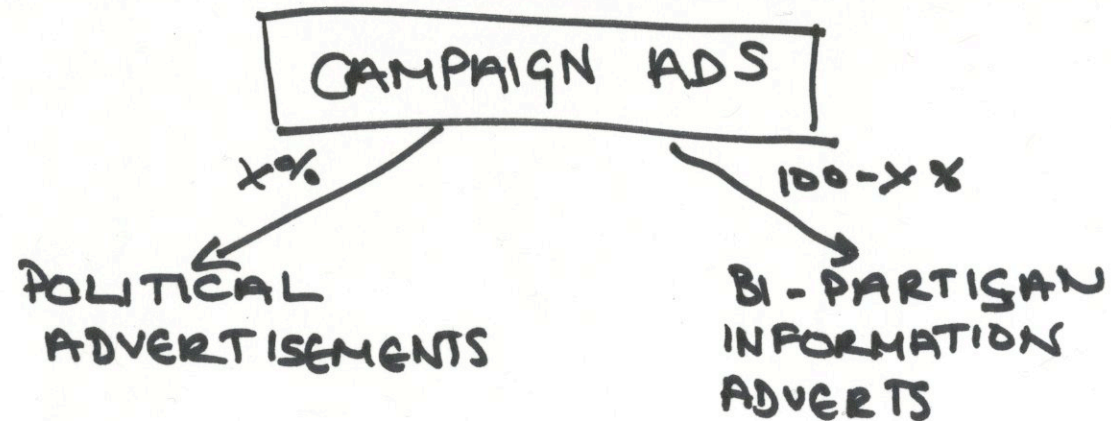
## NEED

KNOWLEDGE OF  
POLITICAL SYSTEM

## OPPORTUNITY

CAMPAIGN  
ADVERTS

## CONCEPT & DESCRIPTION



A CERTAIN % OF TOTAL CAMPAIGN FUNDING <sup>(FOR ADS)</sup> MUST BE SPENT ON INFORMATION ADS.  
THESE ADS SHOULD BE BI-PARTISAN AND INFORM ELECTORATE ON VOTER REGISTRATION, SEATS UP FOR RE-ELECTION, PROPOSITIONS PROPOSED ETC  
NO POLITICAL SPIN CAN BE GIVEN

# Wish List

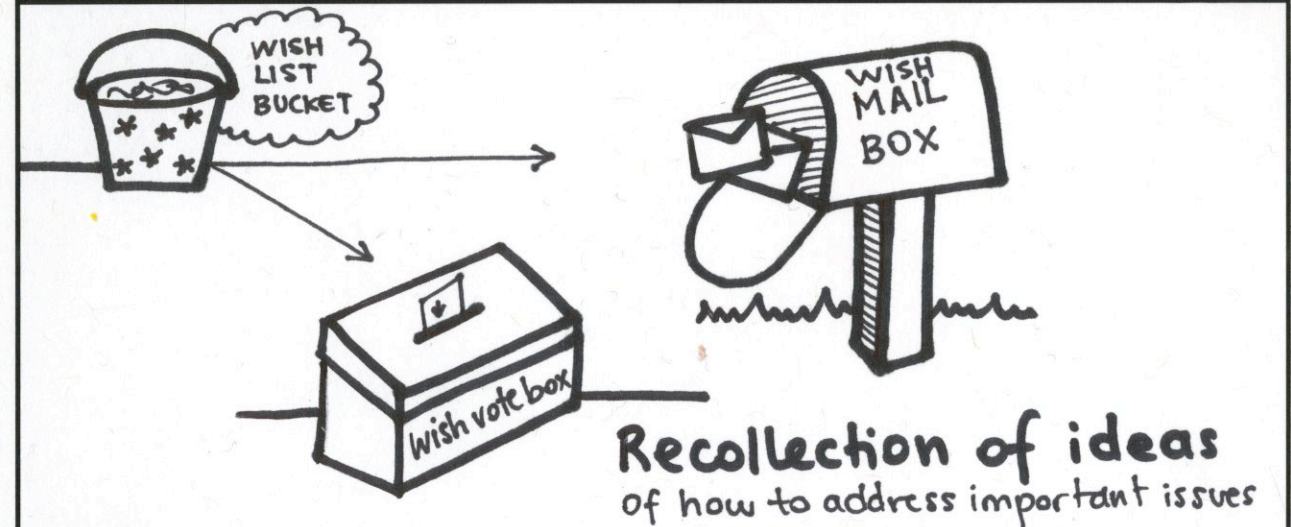
## NEED

Individual  
Acknowledgement

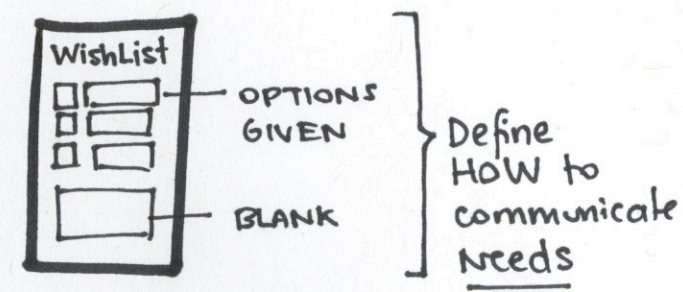
## OPPORTUNITY

Community platforms  
Dinner Table  
Public Spaces

## CONCEPT & DESCRIPTION



\* Goal is to make people's voice heard,  
make them part of the decision-making  
Address the feeling that "my vote counts"





# REDESIGNING PRESIDENTIAL DEBATES

## NEED

Authenticity  
Representation  
Transparency

## OPPORTUNITY

TV  
Schools

## CONCEPT & DESCRIPTION



Rethink the format of the presidential debate: How can we imagine different questions, dramaturgy, "characters" and roles on stage, serving more constructive and representative

Purpose?

# MINIMUM POLICY CONTENT PUBLISHED BY EACH CANDIDATES

## NEED

TRUST,  
AUTHENTICITY,  
ACCOUNTABILITY

## OPPORTUNITY

CANDIDATES  
WEBSITES

## CONCEPT & DESCRIPTION



EACH CANDIDATE  
MUST PUBLISH A  
MINIMUM AMOUNT  
OF EASY TO DIGEST  
INFO ON ESTABLISHED  
TOPICS

EG. HEALTH CARE, EDUCATION, DEFENCE  
AND AREAS SUCH AS SPENDING ETC.  
INFO COULD BE PRESENTED IN  
EASY TO COMPARE SET  
DASHBOARDS



# "ARTSY" POLITICAL ENCOUNTERS

## NEED

Authenticity  
Trust  
National identity

## OPPORTUNITY

Internal development  
retreat

## CONCEPT & DESCRIPTION



Invite politicians from opposing parties to remote island for a self-scrutinizing, role-playing, sensory-stimulating, team building experience aimed at understanding internal and group dynamics & emotional and cognitive shortcomings, in the pol. context.

# Learning cards

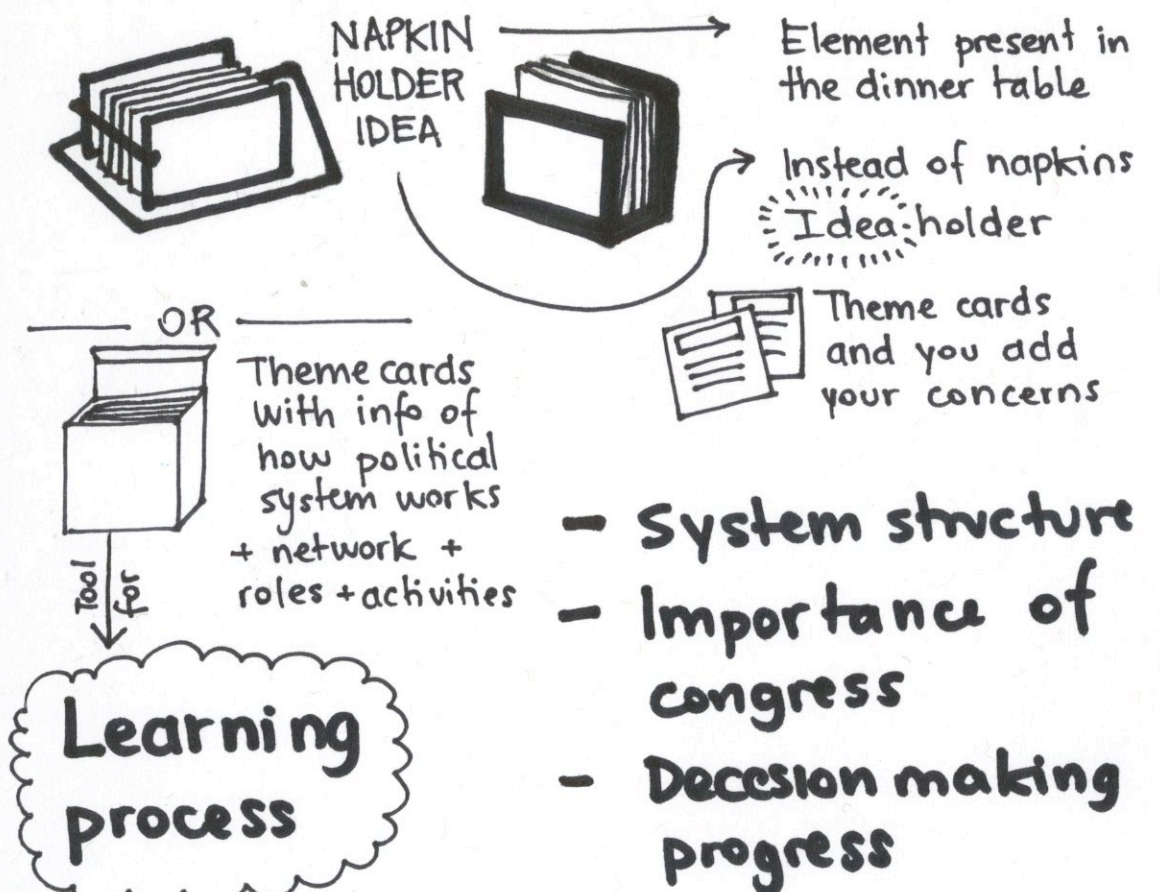
## NEED

KNOWLEDGE OF  
POLITICAL SYSTEM  
& NATIONAL  
IDENTITY

## OPPORTUNITY

DINNER  
TABLE

## CONCEPT & DESCRIPTION





# LARGE SCALE VS. SMALL SCALE CORRUPTION

| NEED                                    | OPPORTUNITY                                    |
|-----------------------------------------|------------------------------------------------|
| National identity<br>Trust Authenticity | Community platforms<br>Schools<br>Dinner table |

CONCEPT & DESCRIPTION

Explore card games/role playing etc techniques that can be used to link larger scale corruption to the power dynamics/reward structures in families/at workplaces/on community boards etc.

# STATE AND LOCAL LEVEL ADS

| NEED                                          | OPPORTUNITY  |
|-----------------------------------------------|--------------|
| REPRESENTATION, KNOWLEDGE OF POLITICAL SYSTEM | CAMPAIGN ADS |

CONCEPT & DESCRIPTION

|               | CAMPAIGN ADS    | NEWS | SOCIAL MEDIA |
|---------------|-----------------|------|--------------|
| PRESIDENT     | (OR RESTRICTED) | ✓    | ✓            |
| STATE + LOCAL | ✓               | ✓    | ✓            |

PRESIDENTIAL CANDIDATES CAN RELY ON NEWS AND ~~NAT~~ SOCIAL MEDIA TO GET MESSAGE OUT.

CAMPAIGN ADS ~~SHOULD~~ SHOULD BE RESTRICTED TO LOCAL LEVEL POLITICIANS (A LIMITED NUMBER CAN GO TOWARDS PRESIDENTIAL CANDIDATES)



## SCHEMATIC OF VOTER DIRECTIONS

↳ WHAT CANDIDATE, PROPOSITION  
↳ NATIONAL, FEDERAL, LOCAL

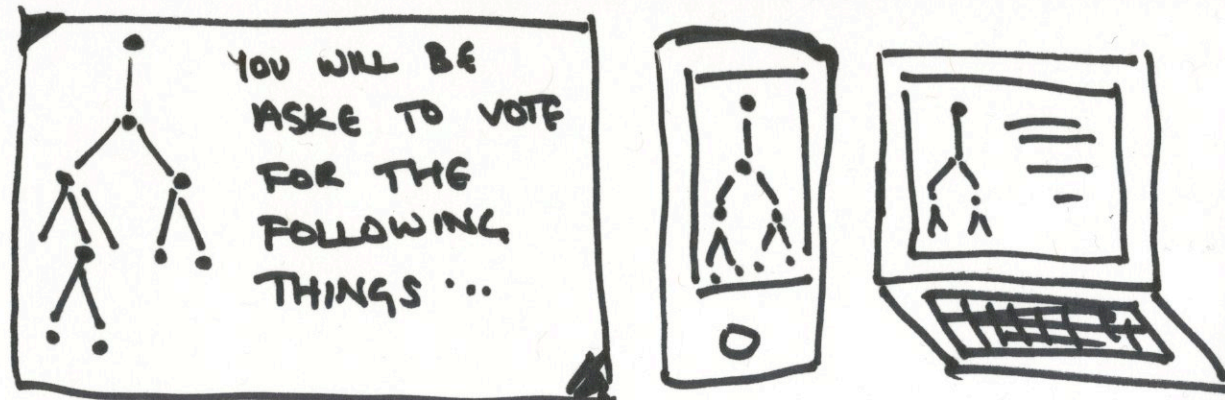
### NEED

KNOWLEDGE OF  
POLITICAL  
SYSTEM

### OPPORTUNITY

VOTER  
REGISTRATION  
PROCESS

### CONCEPT & DESCRIPTION



WHEN REGISTERING TO VOTE, THE SYSTEM WILL ALERT YOU TO THE VARIOUS PEOPLE YOU WILL BE EXPECTED TO VOTE FOR (NOT BY NAME) i.e. PRESIDENT, SENATOR, CONGRESSMAN, GOV AND THE PROPOSITIONS YOU WILL BE ASKED TO VOTE FOR

→ THIS WAY VOTERS CAN BE PREPARED

## Learning Game

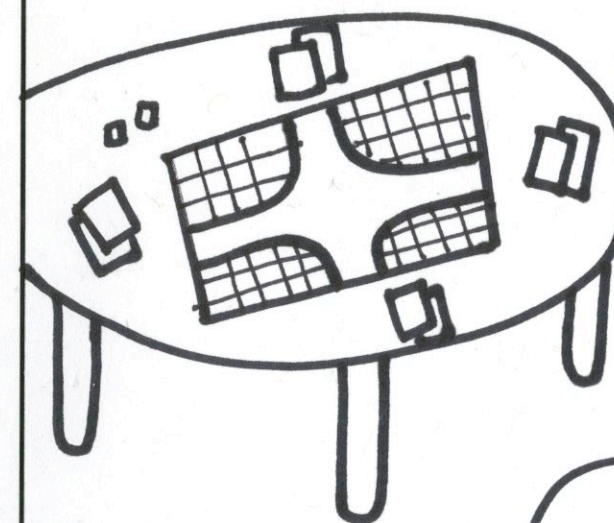
### NEED

KNOWLEDGE OF  
POLITICAL SYSTEM  
& NATIONAL IDENTITY

### OPPORTUNITY

Schools  
& Dinner Table

### CONCEPT & DESCRIPTION



- Game that helps learn about political system.

- Family dynamics to educate and engage with political system

Schools



→ In classrooms, dedicate space for political awareness



# PRE + POST CAMPAIGN MONITORING OF PROMISES + POSITIONS

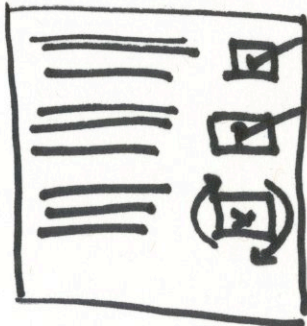
## NEED

TANGIBLE RESULTS  
ACCOUNTABILITY

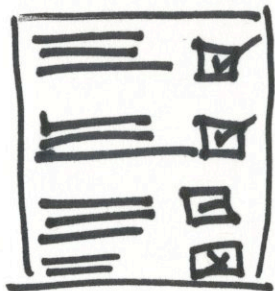
## OPPORTUNITY

NATIONAL  
MEDIA

## CONCEPT & DESCRIPTION



DURING CAMPAIGN A  
PUBLIC ACCOUNTING OF  
POSITIONS HELD, THOSE  
CHANGED (FLIP FLOP) AND  
THOSE ABANDONED



AFTER CAMPAIGN, PUBLIC  
ACCOUNTING OF PROMISES  
MADE AND STATUS

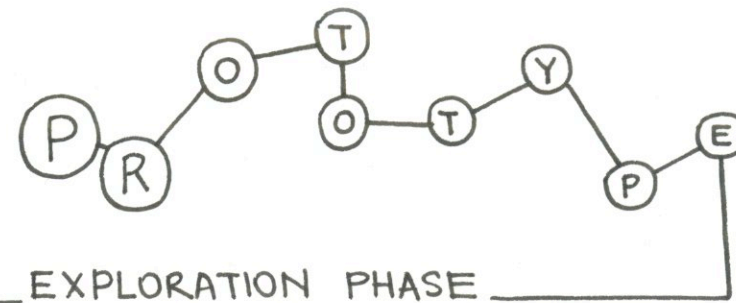
✓ COMPLETE

- PENDING OR WIP

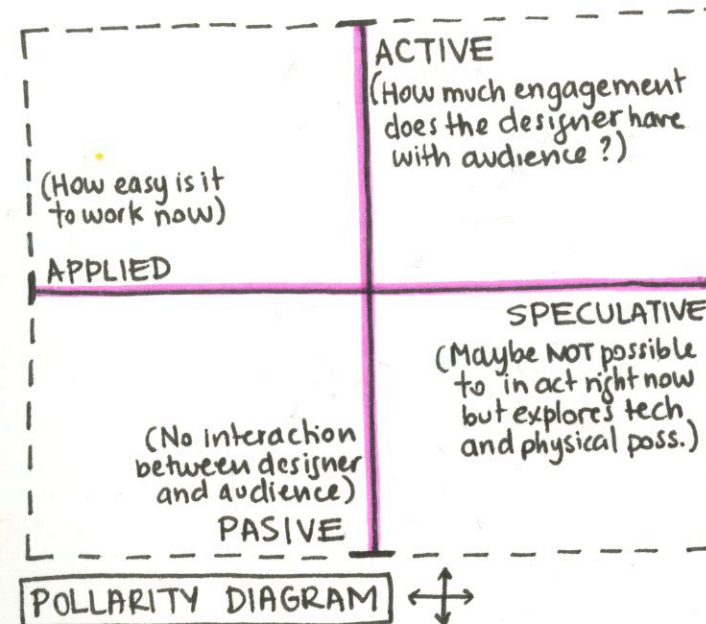
X NOT COMPLETE OR NOT  
GOING FORWARD.

THIS COULD BE DONE ON A  
QUARTERLY BASIS.

7



EXPLORATION PHASE



## NEXT STEP

1. Place 5 CONCEPTS (of the 20) in this diagram - mapping.
2. Select the 2 CONCEPTS that find more opposite to each other
3. PROTOTYPE BOTH OF THEM.

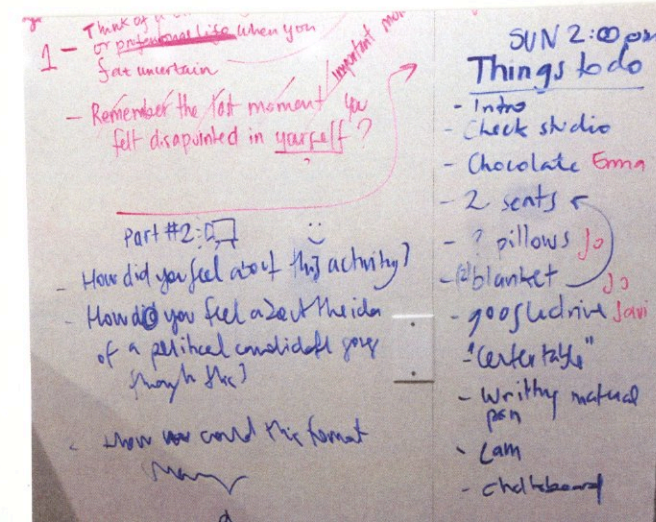
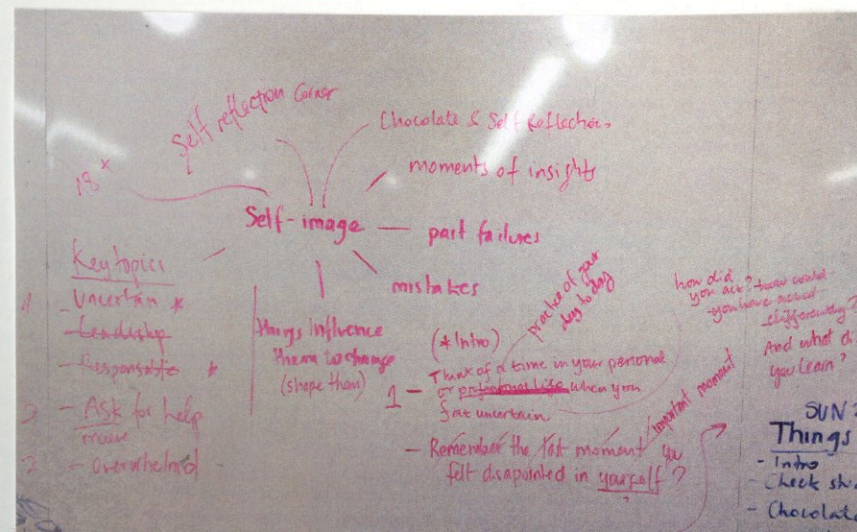
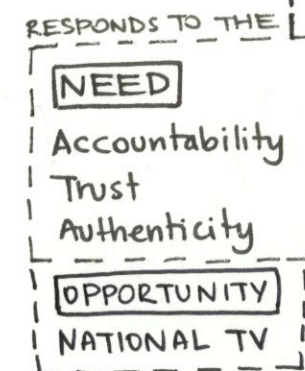
\* This can be other than OBJECTS.  
Can be a service or experience  
Then the prototype can test  
TOUCH POINTS of serv/exp.

## PROTOTYPE #1

## ACTIVE & APPLIED

FORMAT

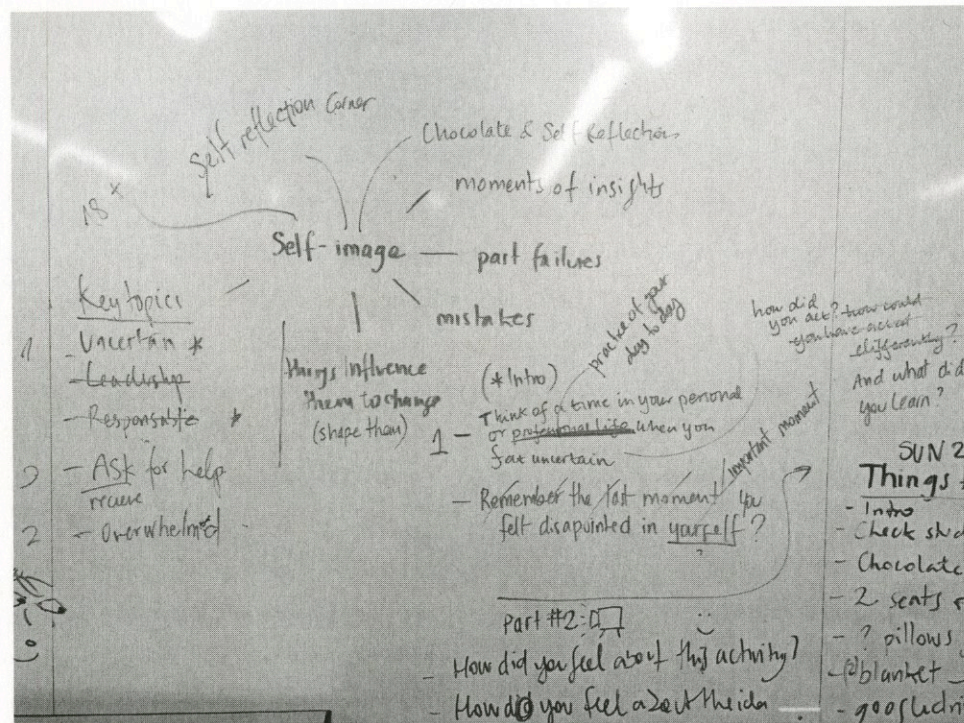
Self Reflection  
& chocolates





# Prototype Testing

Active Prototype: "Chocolate & Self Reflection" yum!



Intervention date: SUN NOV 6 2:00 pm

| Things to bring from studio                   | Things to bring NOT from studio |
|-----------------------------------------------|---------------------------------|
| Chalkboard (and chalks)                       | Chocolates (Emma)               |
| 1 black long seat                             | Blanket and pillow (Jo)         |
| 1 stool (for us as therapists)                | Camera (Javi)                   |
| 1 stool as "center table" for chocolates      |                                 |
| Carton boards or something to create a "wall" |                                 |
| Holding cards with the guiding questions      |                                 |
| Writing material and pencils                  |                                 |

## Intervention Design

**Setting:** Union Square with "walls"/ invitation on chalkboard.

**Corner:** Space to sit and talk.

**Invitation:** People (over +18 years old) approach us to enter and sit.

**Session:** 10-15 minutes

### Introduction

We are design students from the New School/Parsons conducting an exercise for our research class. The exercise involves a few self-reflective questions, that you may answer out loud or in writing. After we'll ask you a few follow-up questions about how you experienced the exercise.

### PART ONE: Guiding Questions

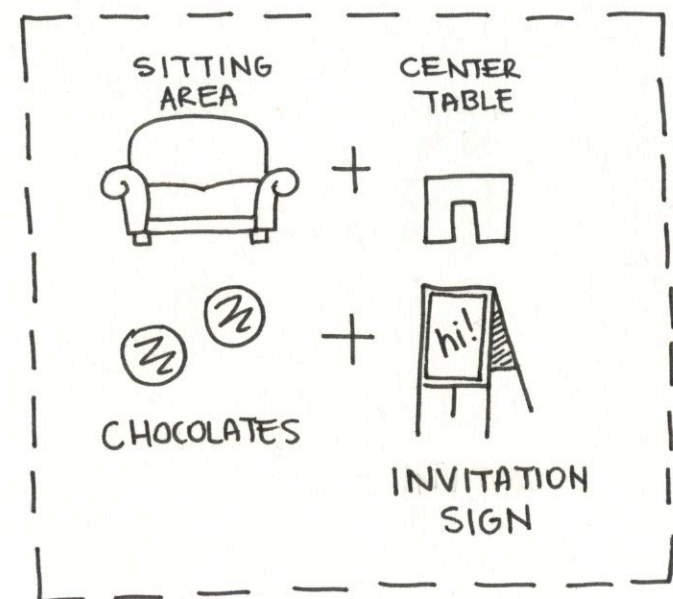
1. Think of a time in your personal practice of day to day life when you felt **uncertain**.
  - i. How did you act?
  - ii. What did you learn?
2. Think of a time in your personal practice of day to day life when you felt **overwhelmed**.
  - i. How did you act?
  - ii. What did you learn?
3. Think of a time in your personal practice of day to day life when you **received help**.
  - i. How did you act?
  - ii. What did you learn?

### PART TWO: Insights

1. How did you feel about this activity?
2. How do you feel about the idea of a political candidate going through this in public?
3. How could the format change?

If they ask why are we doing this, ask back! "Why do you think we are doing it?"





## CONCEPT

Public media format where the presidential candidates are given the opportunity to exercise HUMAN FRAILTIES, without encroaching on their privacy.

7

CONVERSATIONS

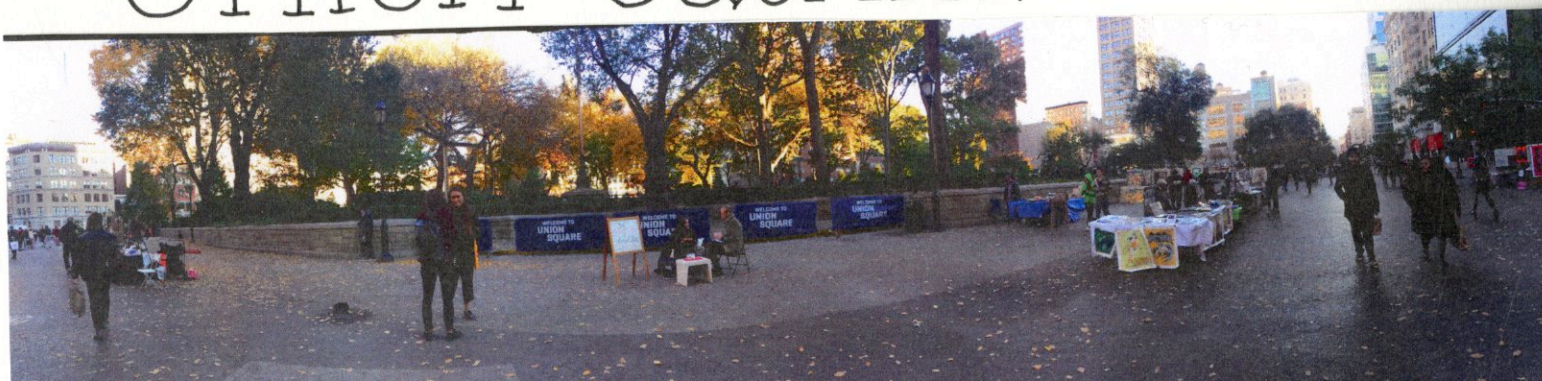
1.5 HOURS

## 3 TOPICS

- ① UNCERTAINTY
- ② OVERWHELMING
- ③ RECEIVING HELP

CREATION  
OF A  
SAFE  
SPACE

# UNION SQUARE



## PURPOSE

To provide an opportunity for the public to get to know their presidential candidates beyond the aggressive rhetorics of the regular political campaigns and debate formats, thus **THUS BUILDING TRUST AND AUTHENTICITY.**

Create accountability through reflections on past mistakes and learnings. Foster a more thoughtful and reflective political public sphere beyond spectacle and name calling.

## INSIGHTS

People appreciated format : people seem to enjoy the opportunity to share their vulnerabilities and reflect on strategies and learnings.

Need for our politicians and representatives of the public to meet in a space of **SHARED VULNERABILITY.** The host would ideally be trained not only as a TV host journalist but as a form of counselor or spiritual guide.

Self Reflection  
&  
chocolates



# PROTOTYPE #2

RESPONDS TO THE

NEED

Individual acknowledgement  
& Representation

OPPORTUNITY

Community platforms  
and public spaces.  
Neutral website.

PASSIVE &  
APPLIED /  
SPECULATIVE  
FORMAT



UNION SQUARE - 1.45 HOURS. -



## Imagine USA 2020

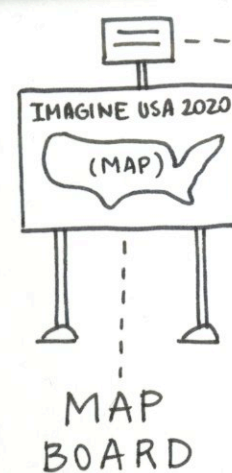
### CONCEPT

Wishlist - bucket inspiration :  
collection of wishes of the public  
on a community and individual level

Testing the desire of the public to  
contribute their hopes for the future  
governance, engaging people  
passing through Union Square.

85 VISITED  
25 PARTICIPATED

BOARD INSTRUCTION: "TAKE ONE OR TWO CARDS  
AND WRITE WHAT YOU HOPE 2020 WILL LOOK LIKE!"



INSTRUCTION  
BOARD

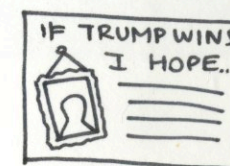
+

CARD  
HOLDER

of 2 TYPES  
OF CARDS



HILLARY  
CARD



TRUMP  
CARD

IF HILLARY WINS,  
I HOPE...



IF TRUMP WINS,  
I HOPE...



### PURPOSE

Shifting the presidential campaign from oppositional  
trash talking to CONSTRUCTIVE ideas and hopes for the future.

Inviting the public to set the political agenda.

Creating a collective sense of acknowledgement and expression.

### INSIGHTS

A young lady who contributed came back 5 minutes after she  
had left to amend her post.

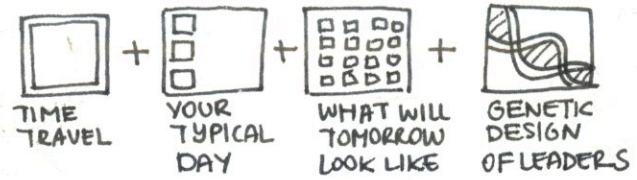
Numerous people stopped to take pictures of the board, many  
stopping to read other people's posts and discuss them with friends

There seem to be something very empowering to the participants  
of being given an opportunity to share their thoughts, but not  
being asked or pushed to do so.

We probably should have had a #imagige2020.

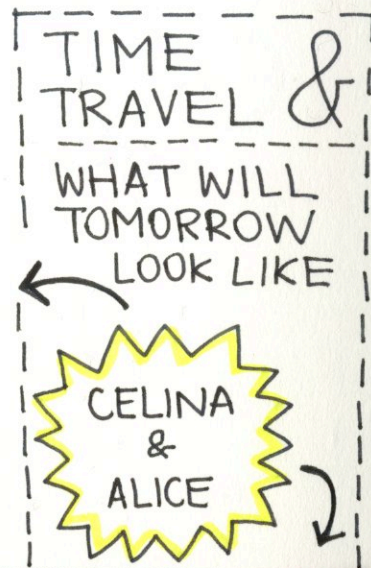


# HIGHLIGHT of peers project 4 CASES

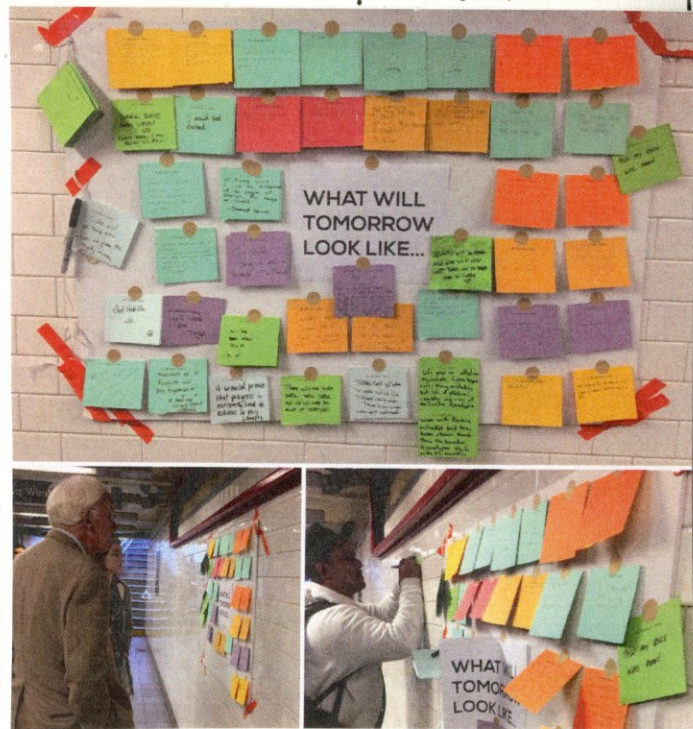


## insights

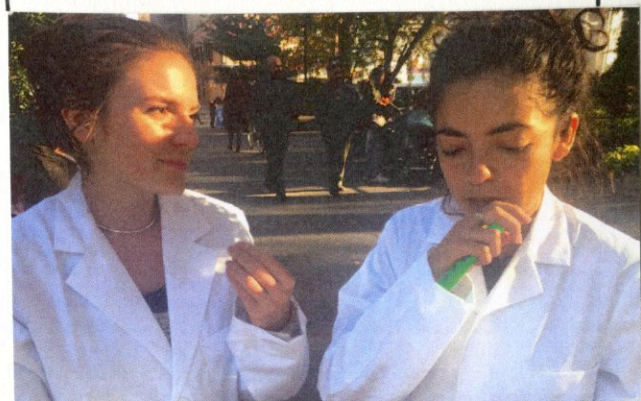
- Many liked the activity but people felt more difficult to engage with when the question is related to politics
- After-lunch time is not the best time to apply activities
- The sign is too subtle, many went by without noticing
- Reflections on changing vote decisions were raised
- We should check our recorder every time we record



## AMANDA JULIANA HEIJING YOUR TYPICAL DAY OUTLINE



## GENETIC COMPOSITION FOR CREATING LEADERS



## CARO GABY



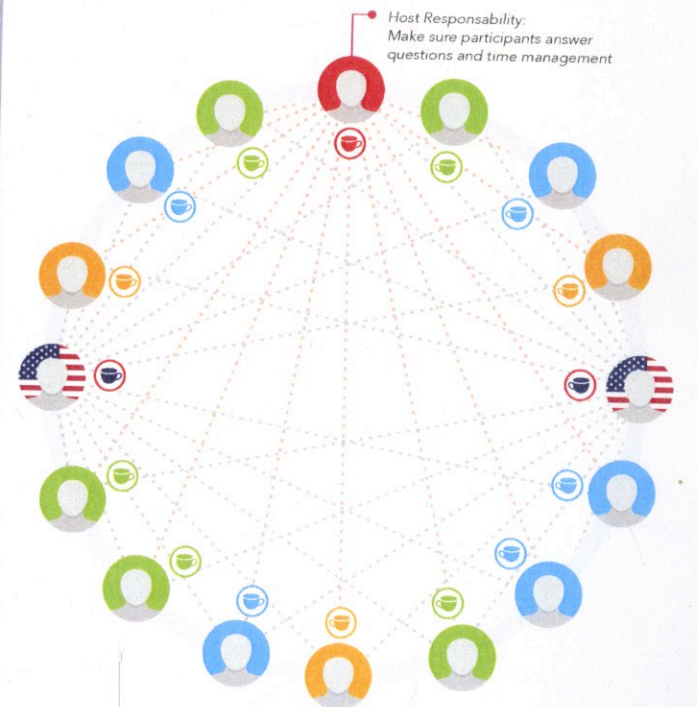
## FINAL STEP ONE PROTOTYPE SELECTION TO REVIEW & IMPROVE

## ORIGINAL PROTOTYPE: SELF-REFLECTION & CHOCOLATES

**Presidential (Dessert) Round Table**

3 KEY CONCEPTS  
Experiences involving **uncertainty**  
Experiences of **receiving and asking for help**  
Experiences involving a feeling of being **overwhelmed**

- (1) Host
- (2) Presidential Candidate
- (5) Citizens from a representative sample
- (5) Open spots voted by the public
- (3) Experts



PROTOTYPE CONCEPT: TV Show format that could either replace or be an addition to the existing presidential debates. Exploration of COLLECTIVE VULNERABILITY

## STRUCTURE

- Similar to the debates 1.5 hrs TV show
- Rather than a formal structure, the candidates and other participants would sit around a large round table and talk while enjoying coffee and pastry-dessert.
- Conversation facilitated by HOST. — responsible for smooth conversation and that topics of discussion are kept relevant and interesting for broader audience.
- Round table represents a NON-HIERARCHICAL structure — equal level of participation
- Conversation would revolve around 3 KEY CONCEPTS:
  - Experiences involving UNCERTAINTY.
  - Experiences of RECEIVING AND ASKING FOR HELP.



HIGHLIGHT

of a  
peer's  
project

Nandita  
&  
Rosemary

I truly liked how they found a GAP in the actual and current system and created an idea that could be implemented TODAY. I also liked that the service they propose is a CYCLE that feeds up from a constant FEEDBACK LOOP and the fact that they include a large age range of participants.



"CIVIC ENGAGEMENT SQUAD" PILOT PROGRAM:  
Increasing Voter Participation Across Generations

High School Civics Class: Learning & Making

NYC Nursing Home: Registration and Presentation



Students study the US political system, learn about current politicians and their policies and research candidates up for election



Students create pamphlets to portray each candidate and summarize their platforms



In pairs, students visit 5 - 10 pre-assigned residents in a NYC nursing home



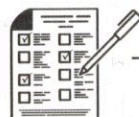
With each resident, the students guide them through the registration process (if not already registered). Students then give a short presentation about the voting process and timeline, following up with the pamphlets they've made about candidates



Students drop off absentee applications at the nearest borough office



Students deliver absentee applications to the same residents they worked with and residents sign to designate student to pick up and deliver ballot on their behalf. They also present their "preview ballots."



Students research propositions (if applicable) and make a preview ballot, including all candidates up for election along with any propositions that will be on the ballot.



Students drop off registration at nearest borough office



Students go back to nursing home to deliver ballots to elderly residents.



Students drop off ballots at nearest borough office



FALL 2016

JAVI • ARENAS