

# Feeling Safe



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Exploring Interactions | Final Presentation  
Studio 2 | Neighbourhood  
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# 1. Design Goal

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I want to design a product which gives women a feeling of safety while walking or waiting alone at 'Knoop Moerwijk' in dusk or dark.

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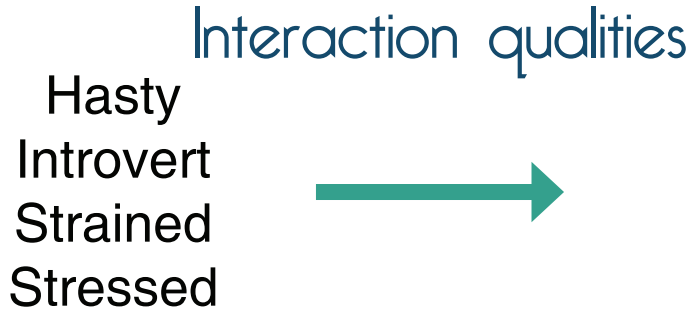
## 2. View on Situation

### Feelings

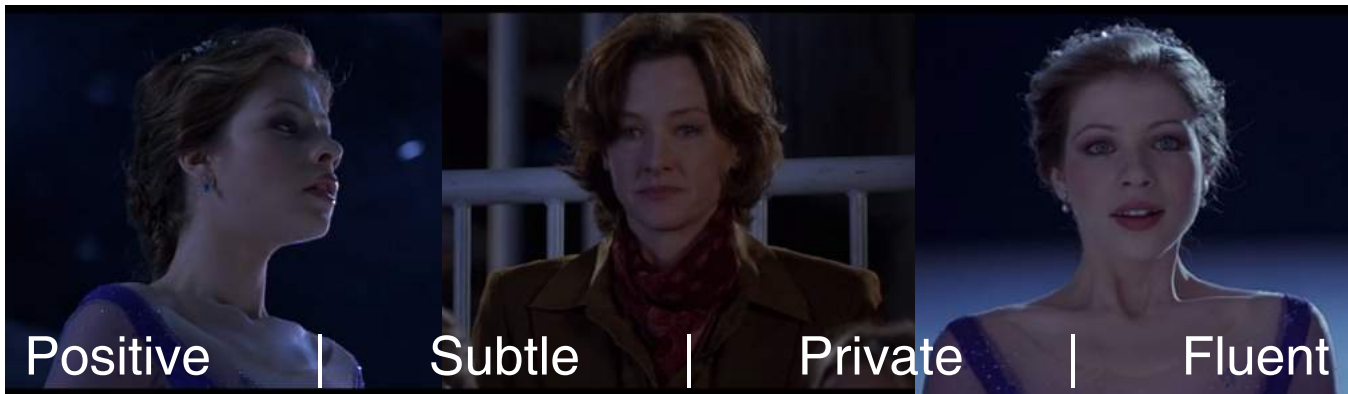
Insecure  
Uncomfortable  
Vulnerable  
Stressed

### Interaction qualities

Hasty  
Introvert  
Strained  
Stressed



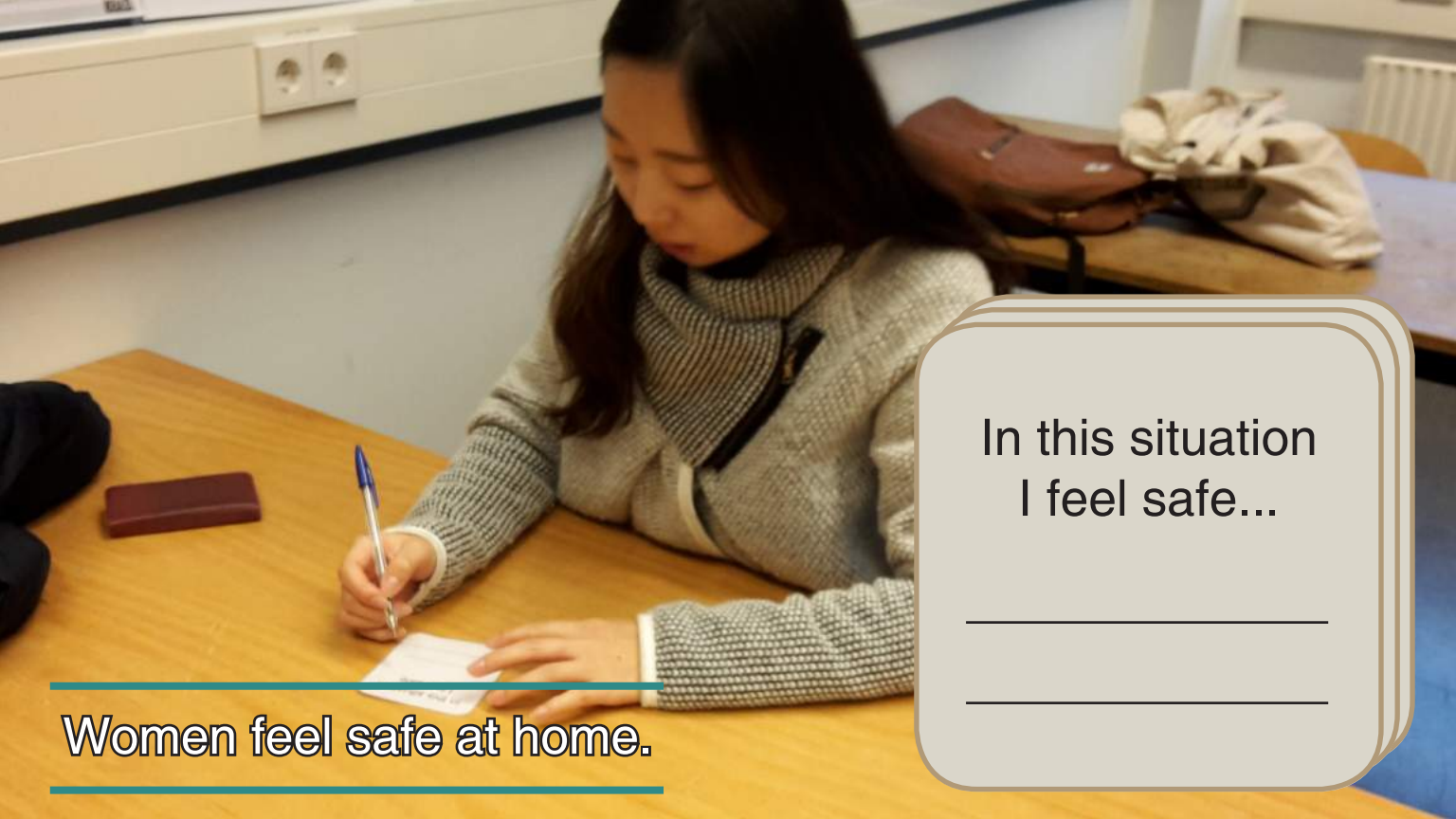
### 3. Interaction Vision



## 4. Insights



The unsafe feeling is in the head of the women.



In this situation  
I feel safe...

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Women feel safe at home.

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Women tend to hold something firmly when they feel unsafe.

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Personal smells work a bit better than general smells.

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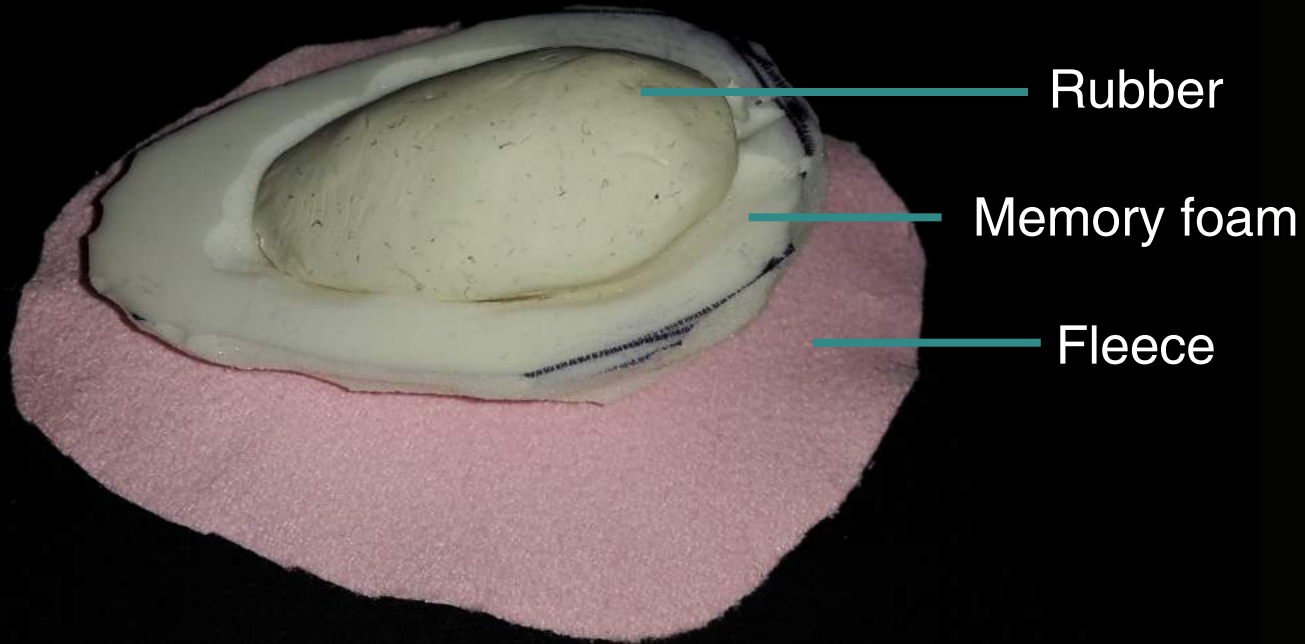
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Women automatically smell  
at their hands if they smell  
the smell.

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## 5. Final Design





Rubber

Memory foam

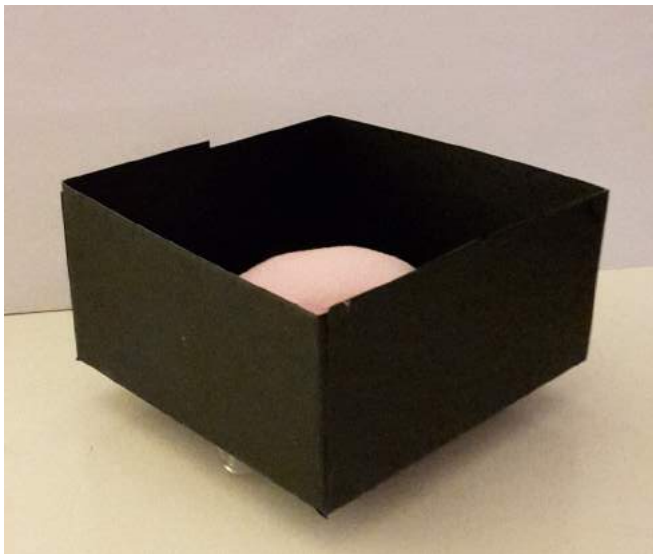
Fleece

Rosewood



## 6. Evaluation

Part 1



Part 2







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“Sometimes I was scared,  
but then I started to play  
with the key ring and it  
disappeared.”

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“I felt relaxed due to the  
smell of the key ring and  
playing with it.”

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“I smelled the smell when I was scratching my nose.”

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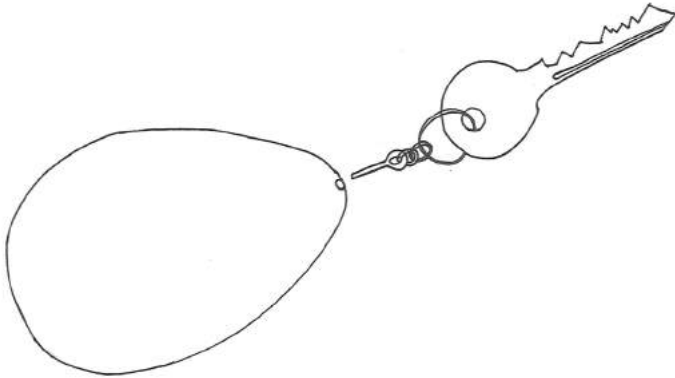
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“The shape fits perfectly in the hand.”

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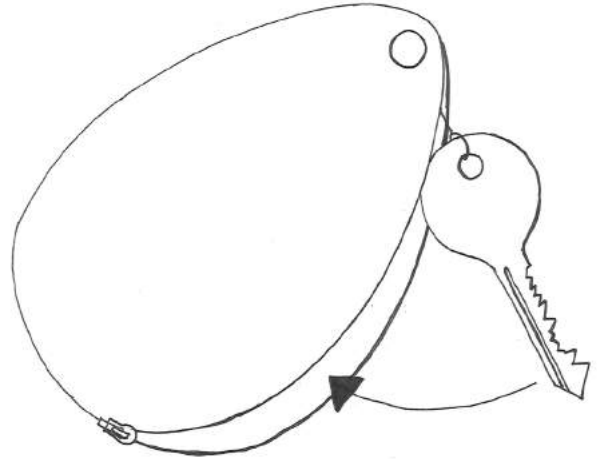
## 7. Recommendations

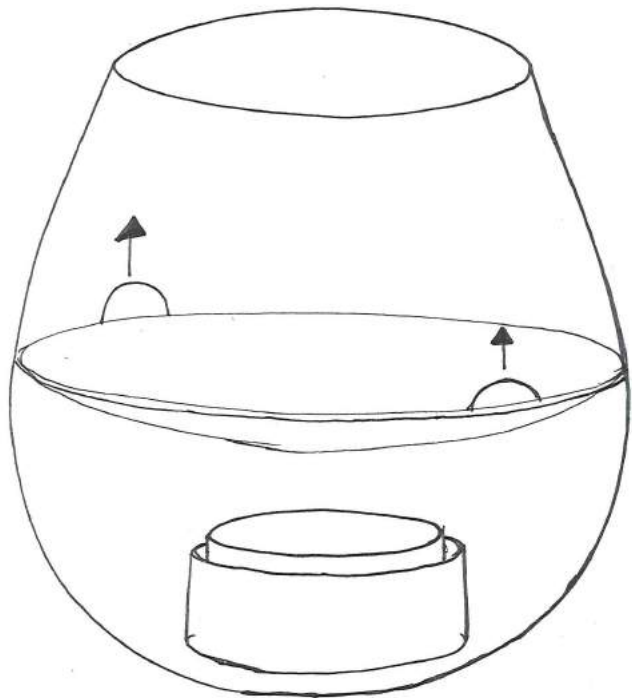


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“My keys got in the way.”

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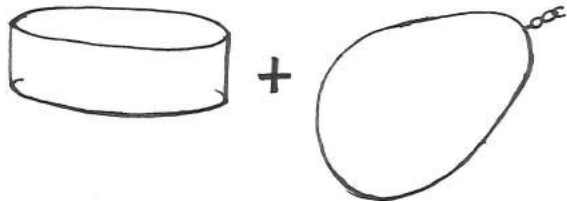


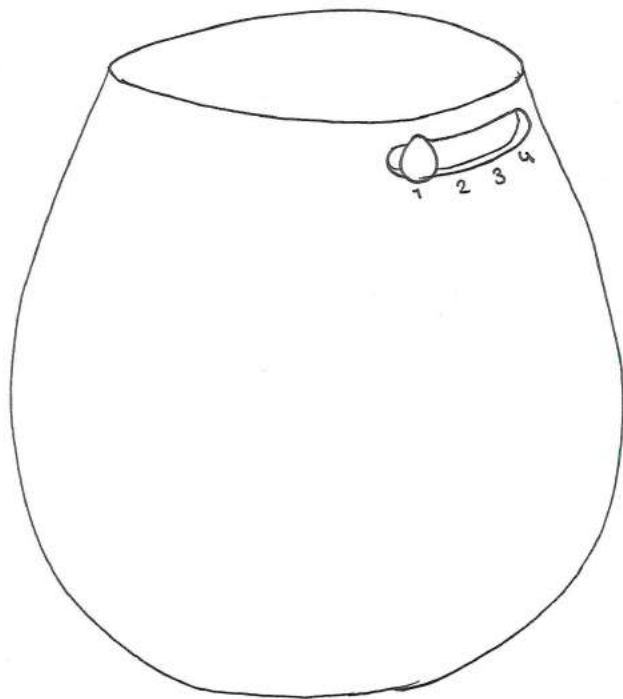


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“I like to change the smell  
now and then.”

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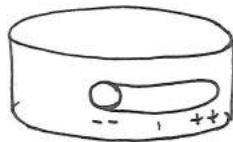




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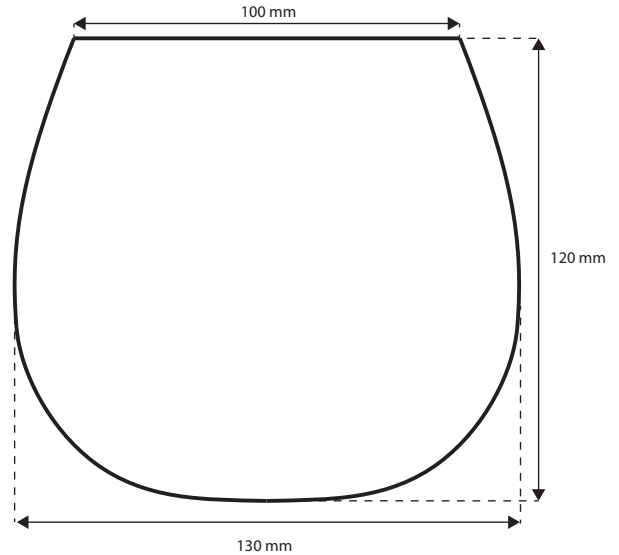
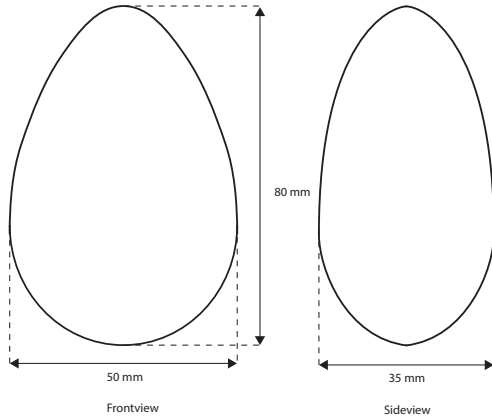
“Was there a smell diffused  
by the key ring?!”

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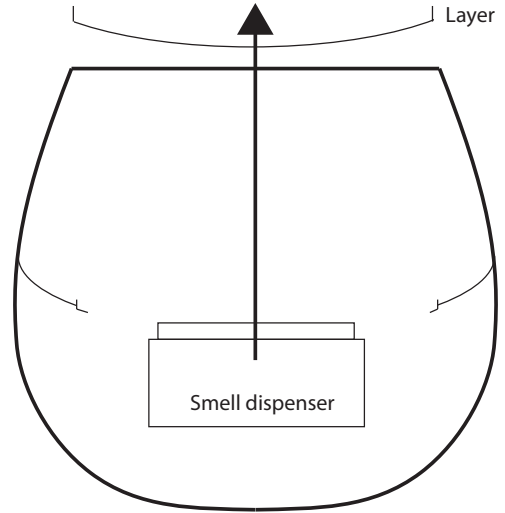
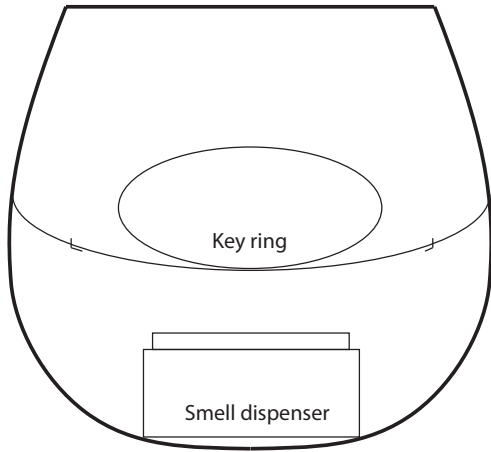




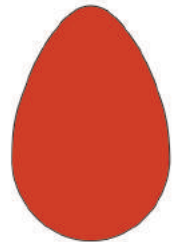
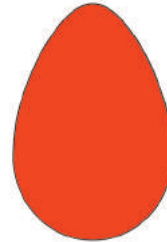
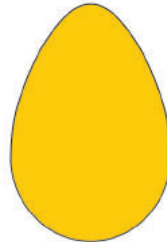
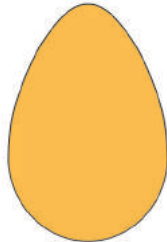
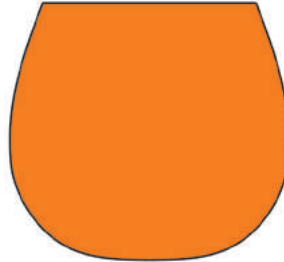
# Dimensions



# Section View

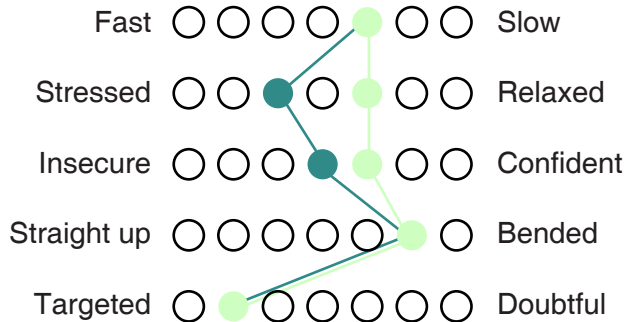
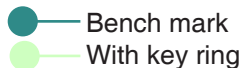


# Appearance

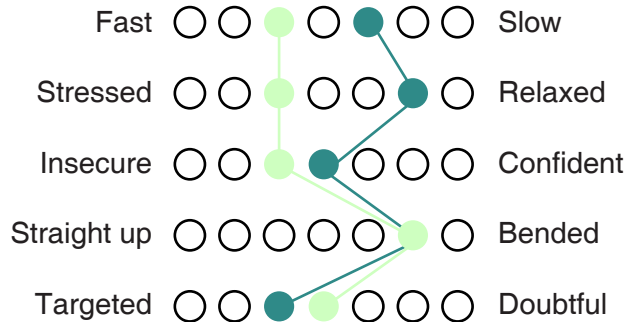


# Results Part 1

## Participant 1 Way of walking

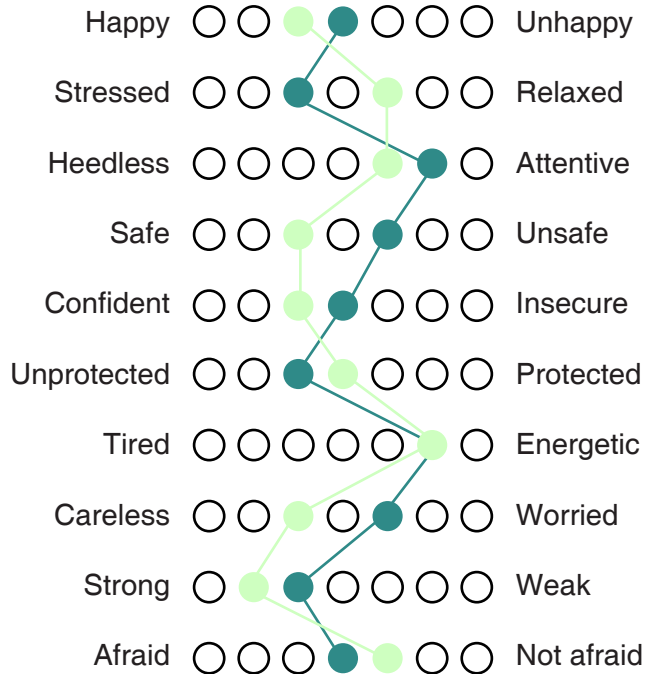
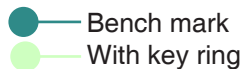


## Participant 2 Way of walking

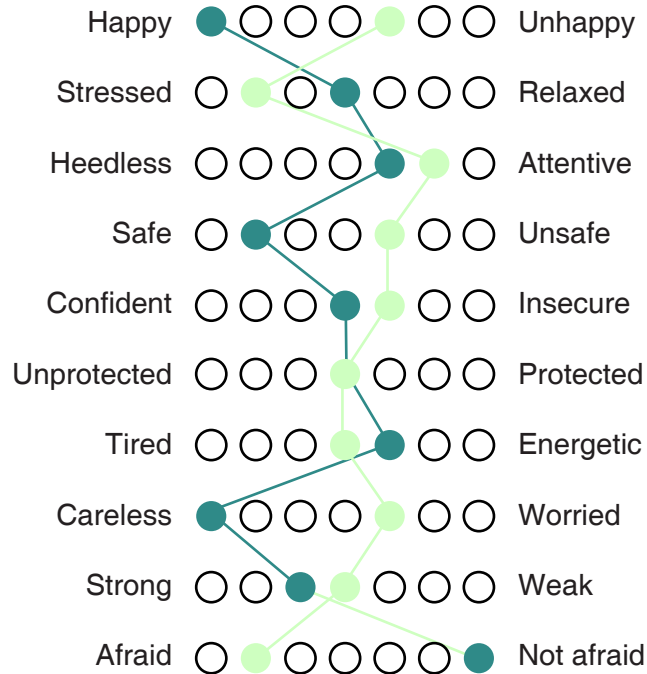




## Participant 1 Feeling while walking



## Participant 2 Feeling while walking



# Insight movement



Smelling a flower fits in the  
interaction vision.

# Concept

