



HATS AND CAPS FOR GENTLEMEN ON THE STREET

CURRENT INTERACTION



**Shallow
Superficial
Cold
Distant
Rude**

CONTEXT



DESIGN GOAL

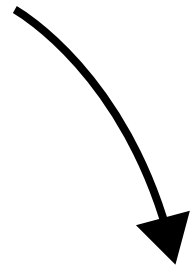
I WANT THE **WOMAN** AND THE **CATCALLER** TO EXPERIENCE THE MOMENT OF INTERACTION AS **POSITIVE** SO THEY CAN CONTINUE THEIR DAY WITH A **GOOD FEELING**.

INTERACTION VISION

I WANT THE INTENDED CHARACTER OF THE INTERACTION TO BE **OPEN, RELAXED AND SINCERE.**



**ENQUETE
WOMEN**





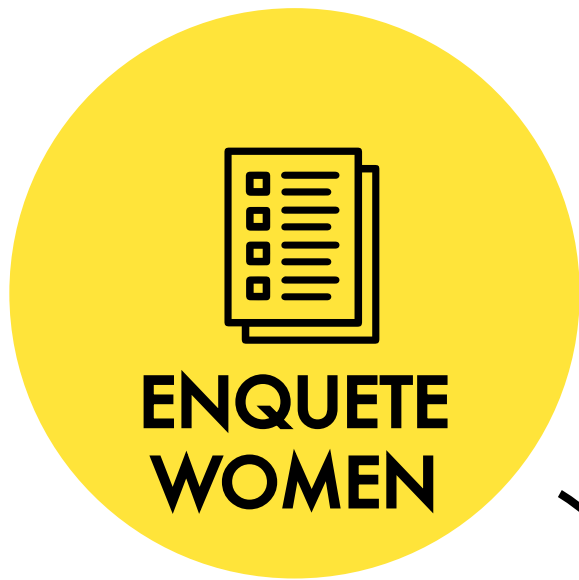
**ENQUETE
WOMEN**



**INTERVIEW
CATCALLERS**

**THE STREET IS A PLACE
TO MEET.**

**THEY ARE NOT AWARE
OF THE EFFECT ON
WOMEN.**

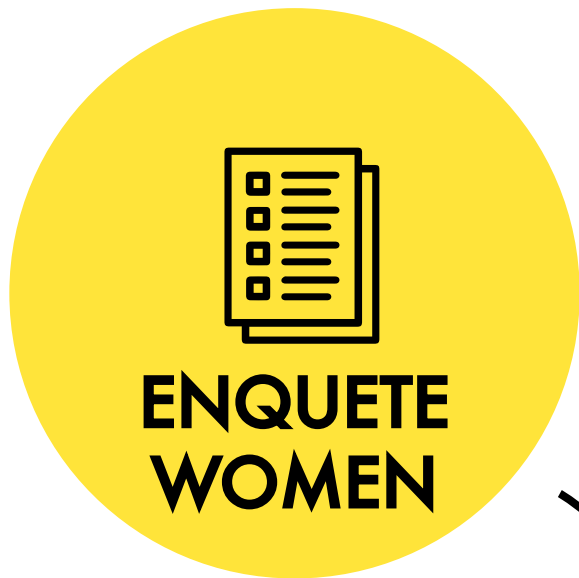


CATCALLING IS FUN
STUCK IN BEHAVIOUR
THEY DON'T KNOW



THE STREET IS A PLACE
TO MEET.

THEY ARE NOT AWARE
OF THE EFFECT ON
WOMEN.



CATCALLING IS FUN
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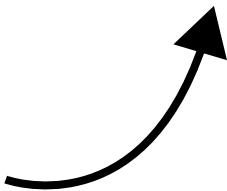


THE STREET IS A PLACE
TO MEET.

THEY ARE NOT AWARE
OF THE EFFECT ON
WOMEN.



FEEL OBJECTIFIED
HARD TO RESPOND



CYCLE 1

PROBLEMS

CONTEXT IS DIFFERENT FOR THE WOMEN AND
THE CATCALLERS

COMMUNICATION

THE CATCALLERS DON'T KNOW ANOTHER WAY
TO APPROACH GIRLS ON THE STREET

WOMEN FEEL SUSPICIOUS BEING APPROACHED
ON THE STREET AND DON'T KNOW HOW TO
RESPOND

DIRECTIONS

GIVE FEEDBACK
TEACH THE CATCALLERS
NEW WAY OF CATCALLING



FLIRTCOACH



BE FLIRTABLE AND OPEN



put number
in here.

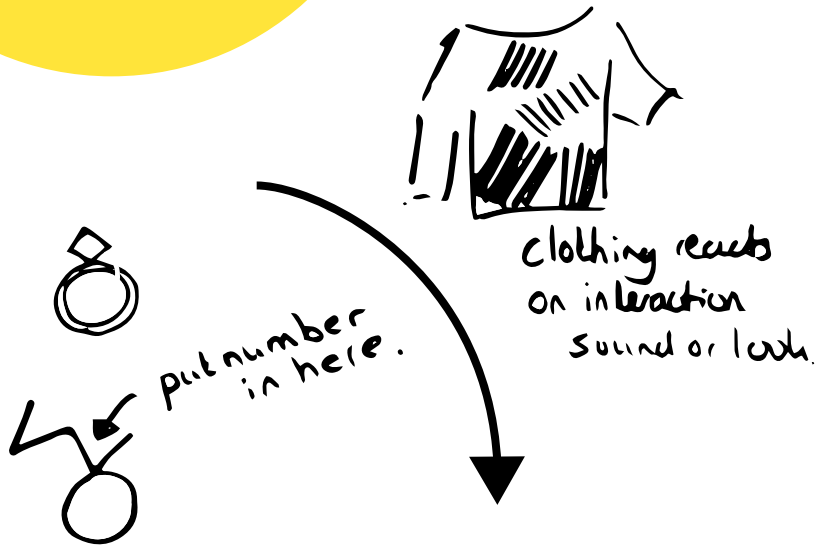


clothing reacts
on interaction
sound or look.





BE FLIRTABLE AND OPEN



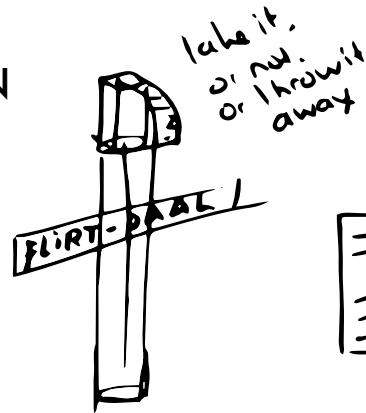
GIVING A SINCERE
COMPLIMENT IS
HARD TO DO

ORIGINAL



FLIRTCOACH

BE FLIRTABLE AND OPEN



clothing reacts
on interaction
sound or look.



put number
in here.



**INTERACTION
PROTOTYPING**

VULNERABILITY

MOTIVATION



IP WORKSHOP

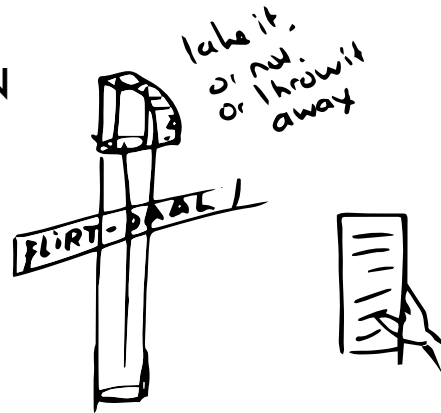
GIVING A SINCERE
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FLIRT COACH

BE FLIRTABLE AND OPEN



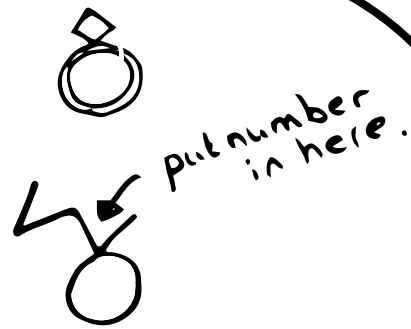
INTERACTION PROTOTYPING

FUNNY SITUATION
MAKES INTERACTION
RELAXED

VERBALLY NOT STRONG

GENTLEMAN GESTURE
CHANGES THEIR
ATTITUDE

OPEN TO LEARN



put number
in here.



clothing reacts
on interaction
sound or look.



INTERACTION PROTOTYPING

VULNERABILITY

MOTIVATION

GIVING A SINCERE
COMPLIMENT IS
HARD TO DO

ORIGINAL



IP WORKSHOP

GentleMAN







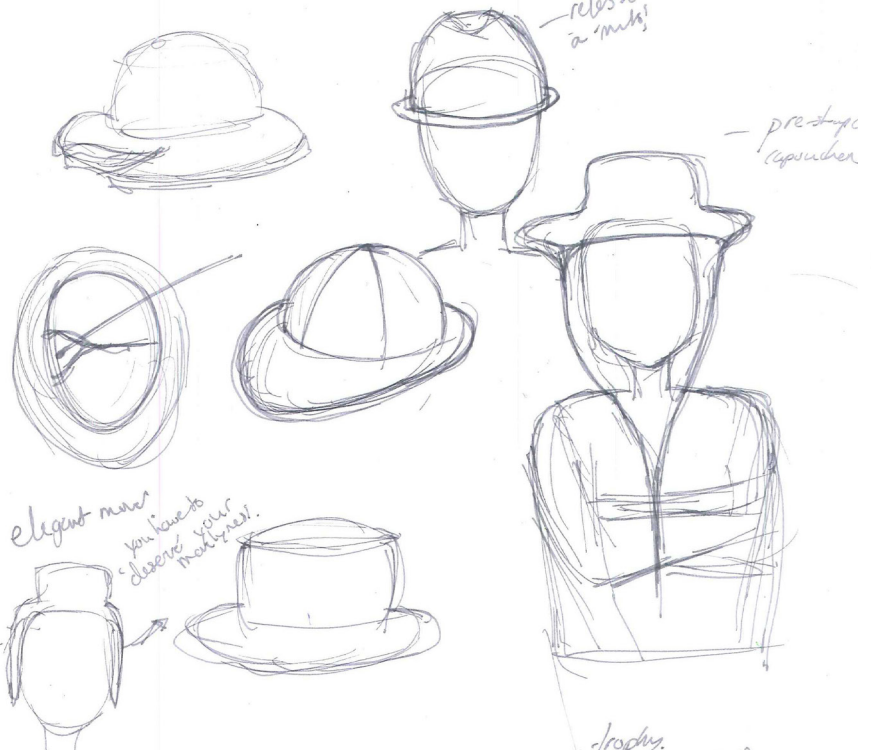
MAKING THE GESTURE



DOFFING



TIPPING



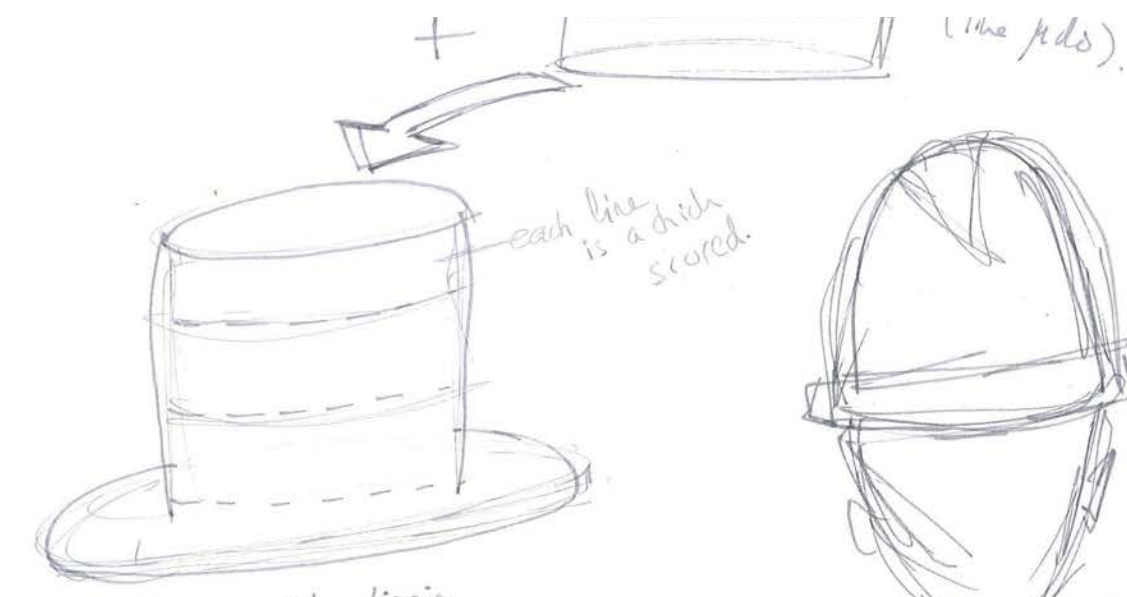
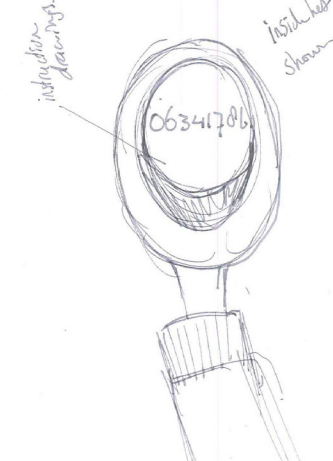
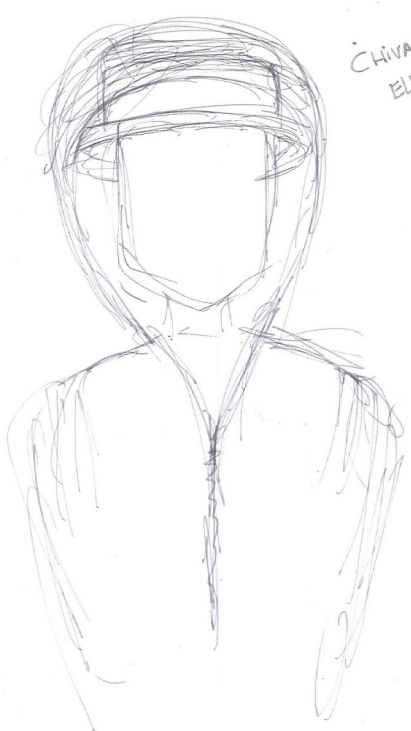
elegant man
you have to
deserve your
hat!

REAS: status symbol,
displaying wealth
nationality
status
political beliefs
religion
Occupation

trophy
(looks of hat)
with history of hairstyles

RELAXED
SINCERE
OPEN
woman should be
able to rewrap

CHIVALRY
ELEGANCE



each line
is a dish
scored.

(the feds)

Music plays when tipping



tipping the hat.



towards

or diff
messages.



message
- colour

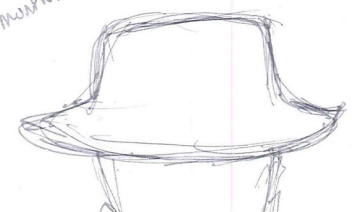
-to make them
not show the inside
of the hat.

@ conversation starters?
A sign the guy wants
to talk.



PSSST

amount of
months sign

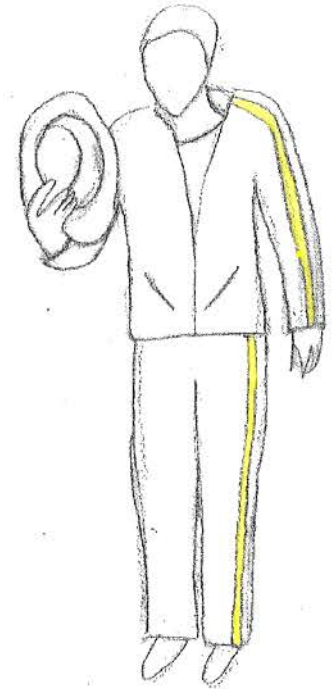
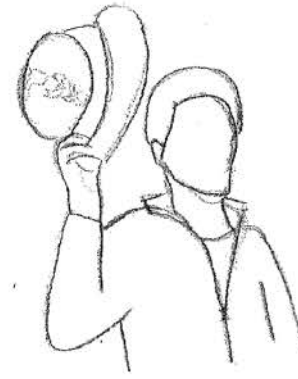
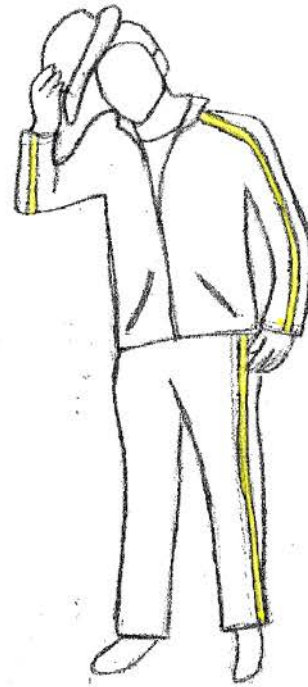
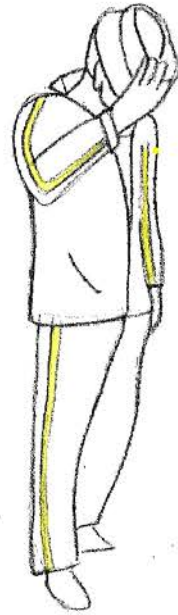
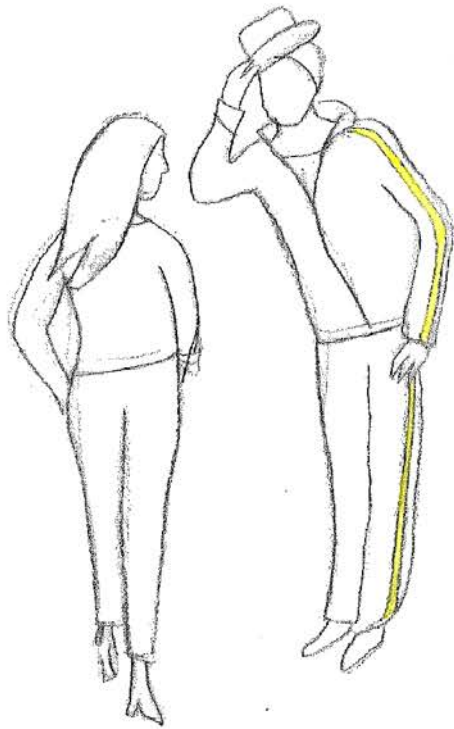
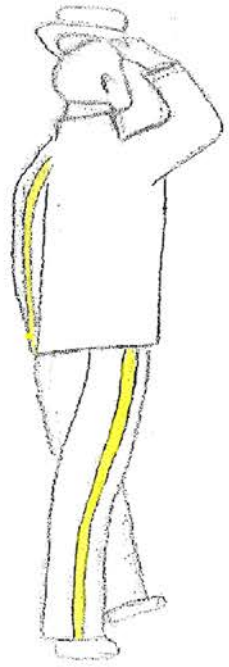


turn for diff
messages.

-fold it.











Red graffiti tag on a utility pole, featuring a stylized face with an open mouth.

Blue triangular sign with a white triangle and a red circle with a blue border.

YMCMB

PSSST!

PSSST!

SALE

Advertisement poster for a woman in a gold dress.

FINAL TEST



A man in a brown jacket and hat is seen from behind, holding a camera up to his eye as if taking a photo. He is standing in a city square at night, with a woman in a black coat and scarf walking towards him, smiling. She is carrying two shopping bags. The background shows a modern building with large glass windows and illuminated signs, including one that says 'TOURIST INFO'. Other people are visible in the background, some walking and some standing.

'IT'S CHIVALROUS'

'I THINK IT'S POSITIVE BECAUSE IT'S POLITE WHEN SOMEONE TAKES HIS HAT OFF FOR YOU.'

IT'S UNEXPECTED AND PUTS A SMILE ON YOUR FACE.'

'IT'S NOT INTIMIDATING LIKE BEING CALLED AT.'

'IT'S A POSITIVE WAY TO BE APPROACHED BUT A BIT STRANGE.'

'I FEEL FLATTERED'



WOMEN

SMILING, FUNNY
UNEXPECTED, SURPRISING
POSITIVE APPROACH
LIKED THE IDEA BEHIND THE GESTURE

GUYS

POSTIVE FEEDBACK OF THE WOMAN (SMILE)
GAVE THE GUY A GOOD FEELING.
PREFERED THE CAP
UNDERSTOOD THE CONCEPT RIGHT AWAY
IT'S NOT EASY MAKING THE GESTURE RIGHT
FOUND THE GESTURE OLD FASHIONED

RECOMMENDATIONS



PSST!

TEST WITH THE TARGET GROUP

TEST DIFFERENCES BETWEEN CAP
AND HAT

CLEARER INSTRUCTIONS/GUIDING
THE GESTURE BETTER

COMMUNICATE THE IDEA BEHIND
THE HAT/CAP

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SINCERE, OPEN, RELAXED.

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