

Design for community well-being

Project Exploring Interactions
TU-Delft

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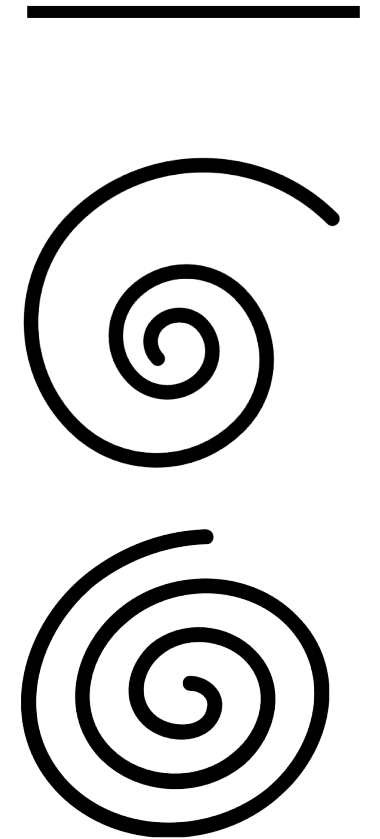


Design Goal

To increase the community feeling in Blijdorp, Rotterdam by creating a clean and beautiful neighbourhood.

Interaction Vision

The spiral of people



Context research

- Lack of connection
- The current interaction: closed, separate and remote
- The desired interaction: caring, relaxed, safe, trust, cosy and connected.

Recap concept



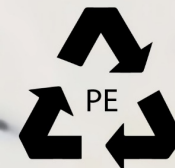
Key insides Prototyping research

- Designing a tile in a group of people increases the connection between these people.
- Creating the tile yourself adds value to the maker of the tile.
- A personal message triggers the most feeling of connectedness.
- Recognition in a neighbourhood increases the feeling of safety.
- The common goal will be: Creating a clean and beautiful neighbourhood together with all your neighbours.

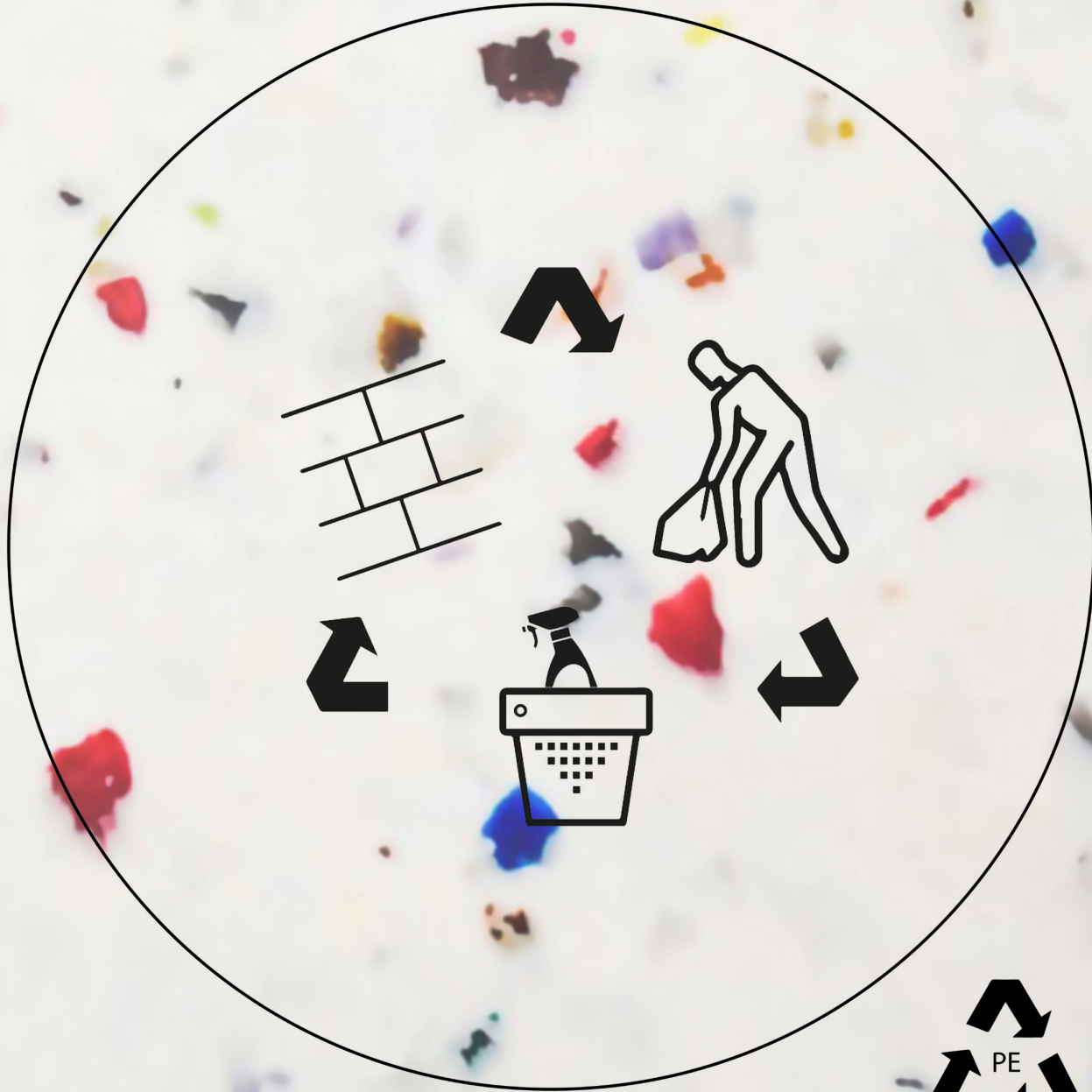
Final Concept



Neighbourhood Plastics



www.neighbourhoodplastics.com



Storyboard

Neighbourhood Plastics

DAY
1



1,5 hours



Plastic
garbage is
separated
from normal waste



1 hour



SUBJECT:
Increase the
community
feeling among the
neighbours

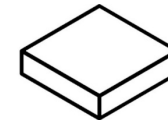
The normal waste is
thrown away.



Community Plastics

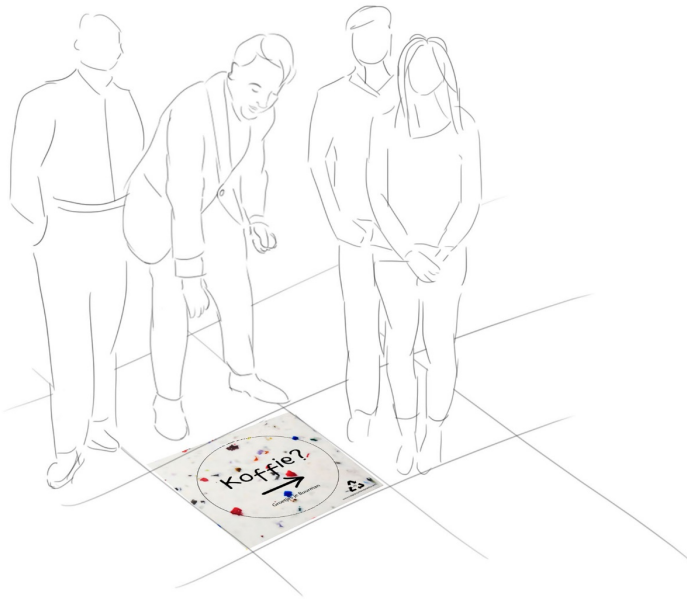


The plastic waste is
transported to the
workplace of Community
Plastics.



A beautiful tile is being made!
And the message of the
neighbours is engraved in the
tile.


DAY
2



Forever



Neighbourhood plastics

A microscopic view of various colored plastic particles (red, blue, purple, orange, brown, black) scattered on a white surface. A large, thin black circle is drawn around the central text.

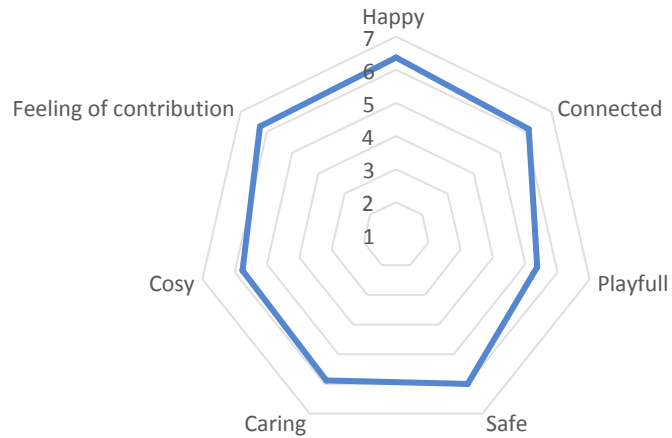
Neighbourhood Plastics



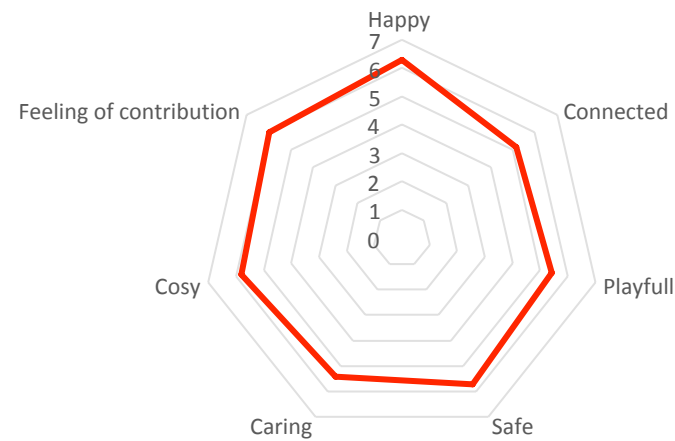
www.neighbourhoodplastics.com

So does Neighbourhood Plastics increase the social connectedness?

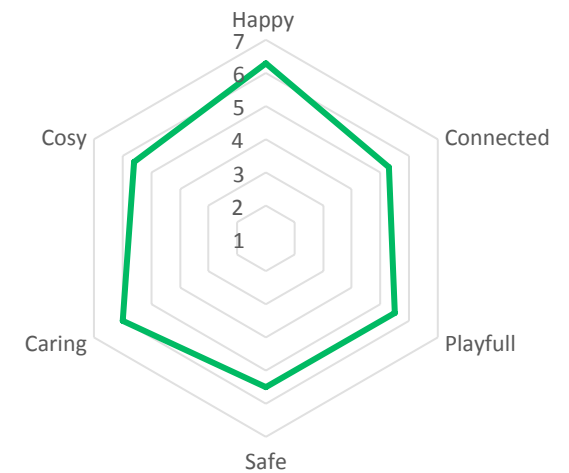
Collecting trash



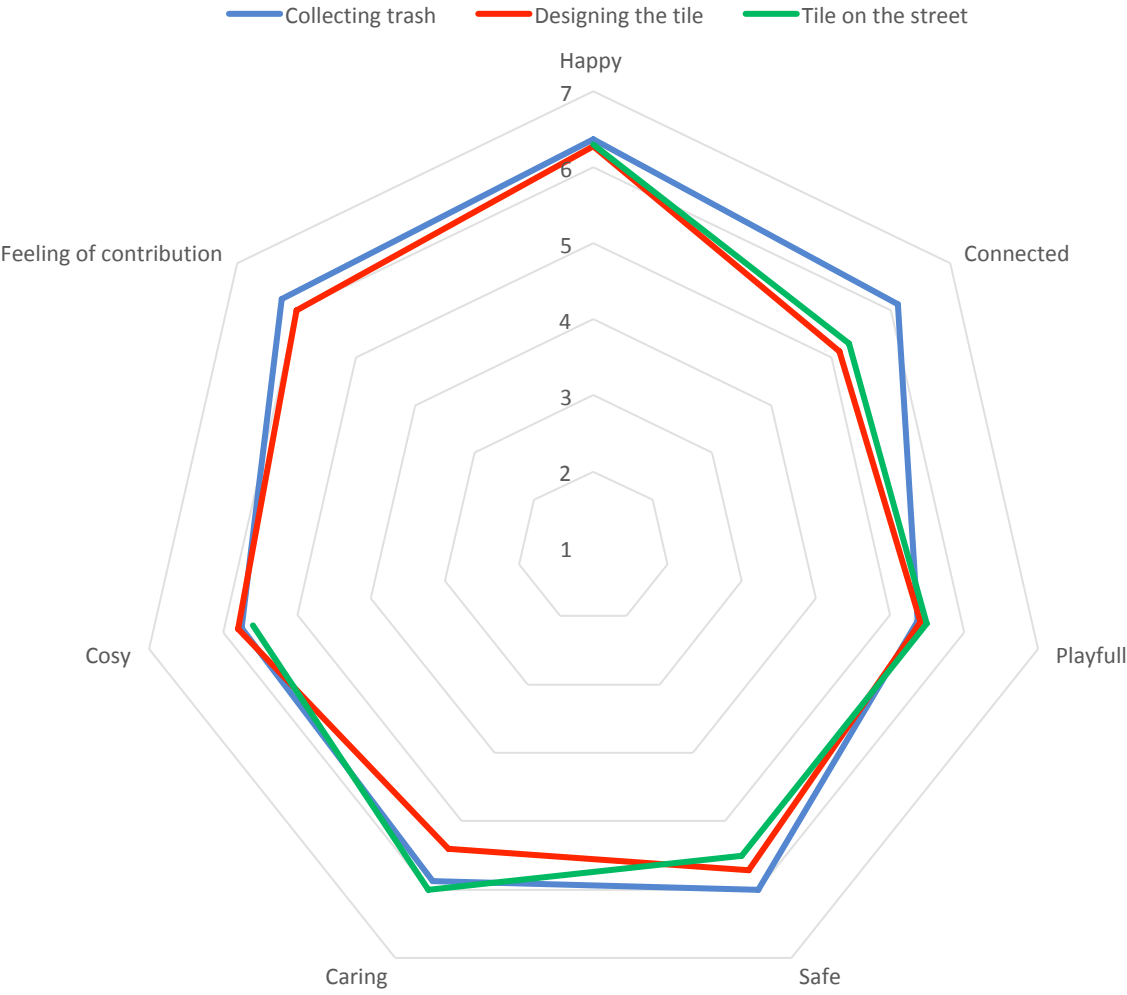
Designing the tile



Tile on the street

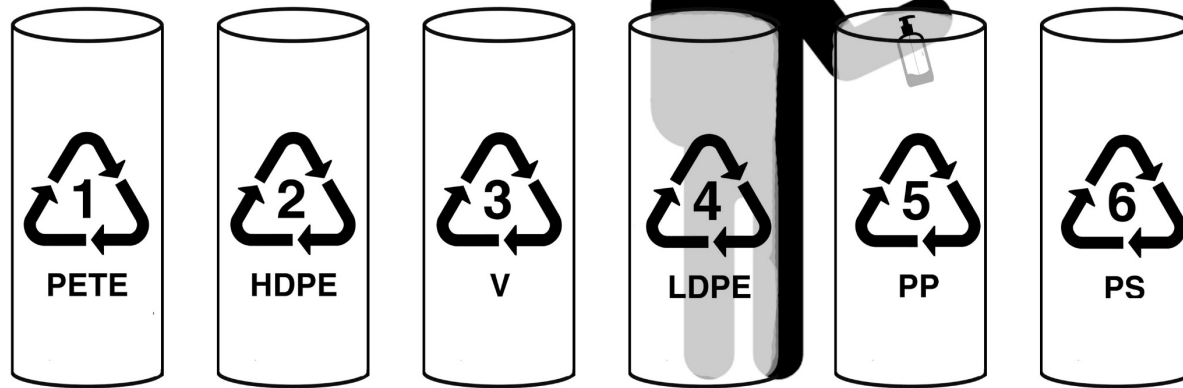


Interaction Qualities Final Concept

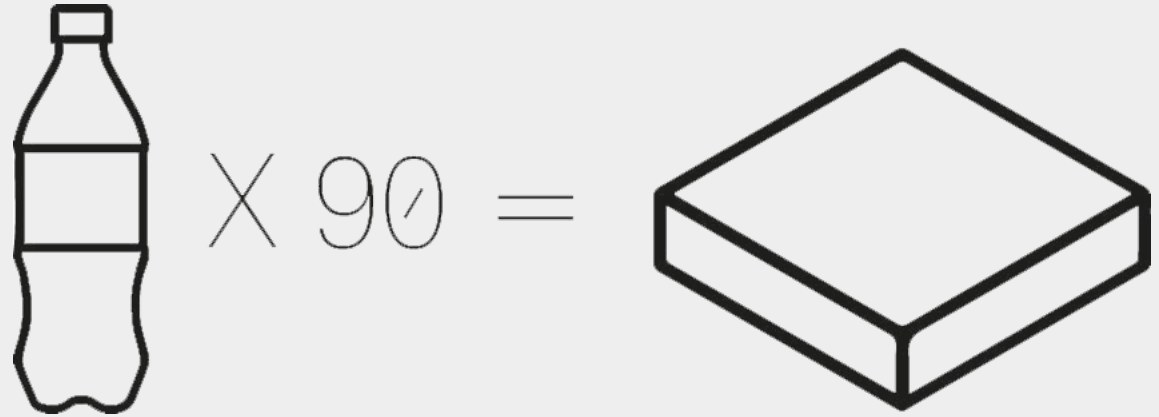


Results Evaluation Study

- Make the concept more sexy!



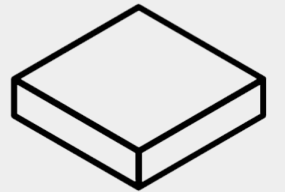
- Design guidelines for collecting the trash during the clean-up day.
- Ask the participant one month before the clean-up day to collect their own plastic waste.



- Involve the participants in the making of the tile process as well.



Community Plastics



The sentence on the tile will be a personal message.

Guidelines sentence:

- The text must end with greeting from your neighbours.
- The sentence on the tile should match the material.

Clean-Up day.
Greetings from
your neighbours!

Tine, Wies, Hannah, Floortje,
Abdul, Joop, Jesse en Maria!



