



FRAME YOUR SHAME

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PRESENTATION EXPLORING INTERACTIONS

MY PROJECT IS ABOUT ...

EMBARRASSMENT



INTERVIEWS

- **People feel uncomfortable when buying**
- **People wish to hide the product**
- **People wish to avoid buying the product**
- **People feel bad about their embarrassment**
- **People are isolated, when feeling embarrassed**

RESEARCH

- **Embarrassment comes from shame**
- **Shame is seen as negative**
- **Shame is a taboo**
- **People don't talk about it**

RESEARCH

- **People feel better when they laugh about their embarrassment**
- **People feel better when someone else had it too**

MY DESIGN GOAL IS ...

“To make people share their embarrassment around certain self-care products, to make them feel good and connected, to eventually create less of a taboo around this emotion and these products”

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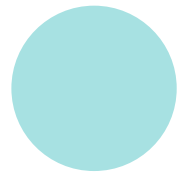
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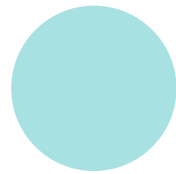
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*“To make people **share** their embarrassment around certain self-care products, to make them **feel good and connected**; to eventually create **less of a taboo** around this emotion and these products”*

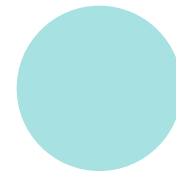
BUT HOW?



Easy



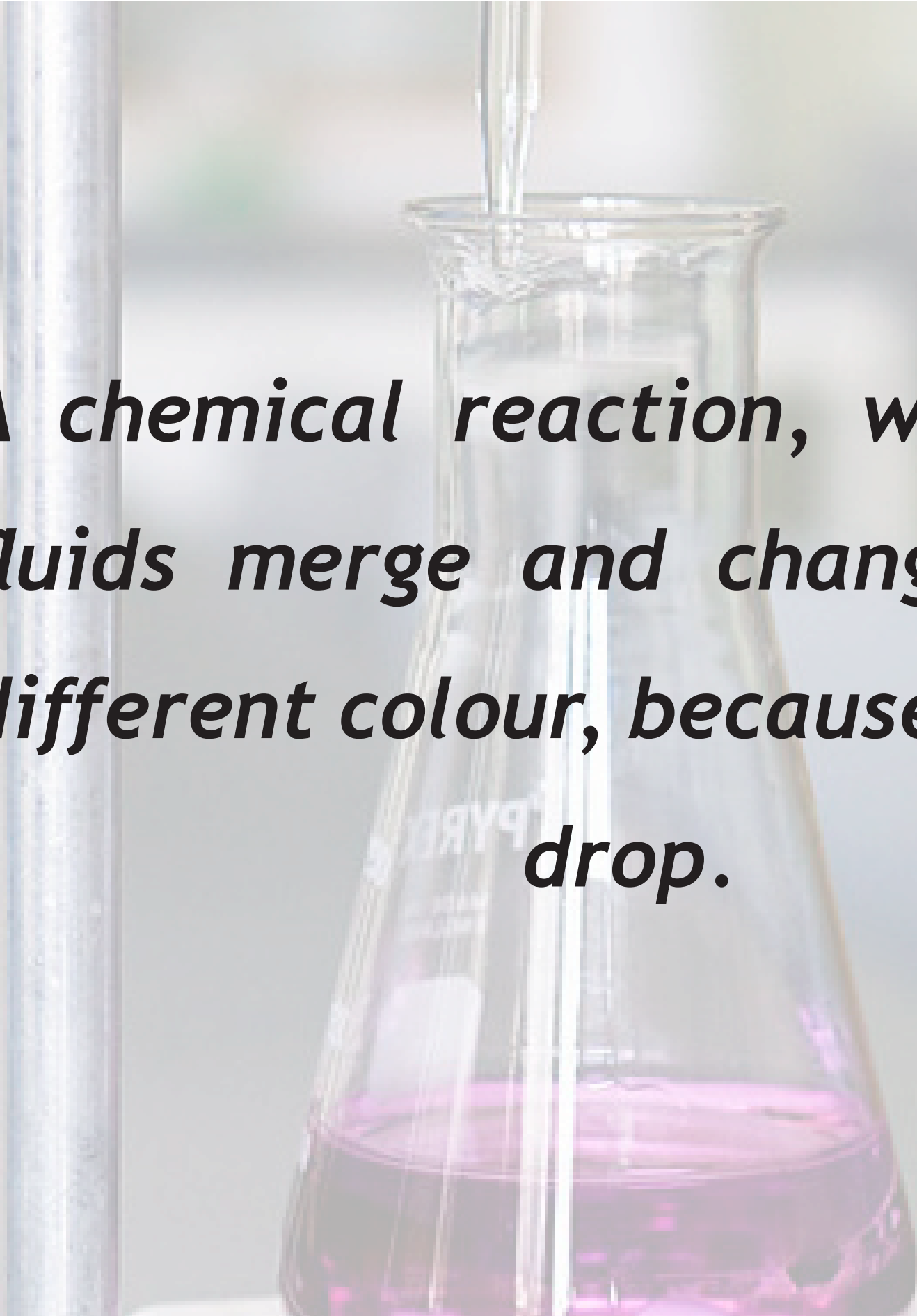
Together



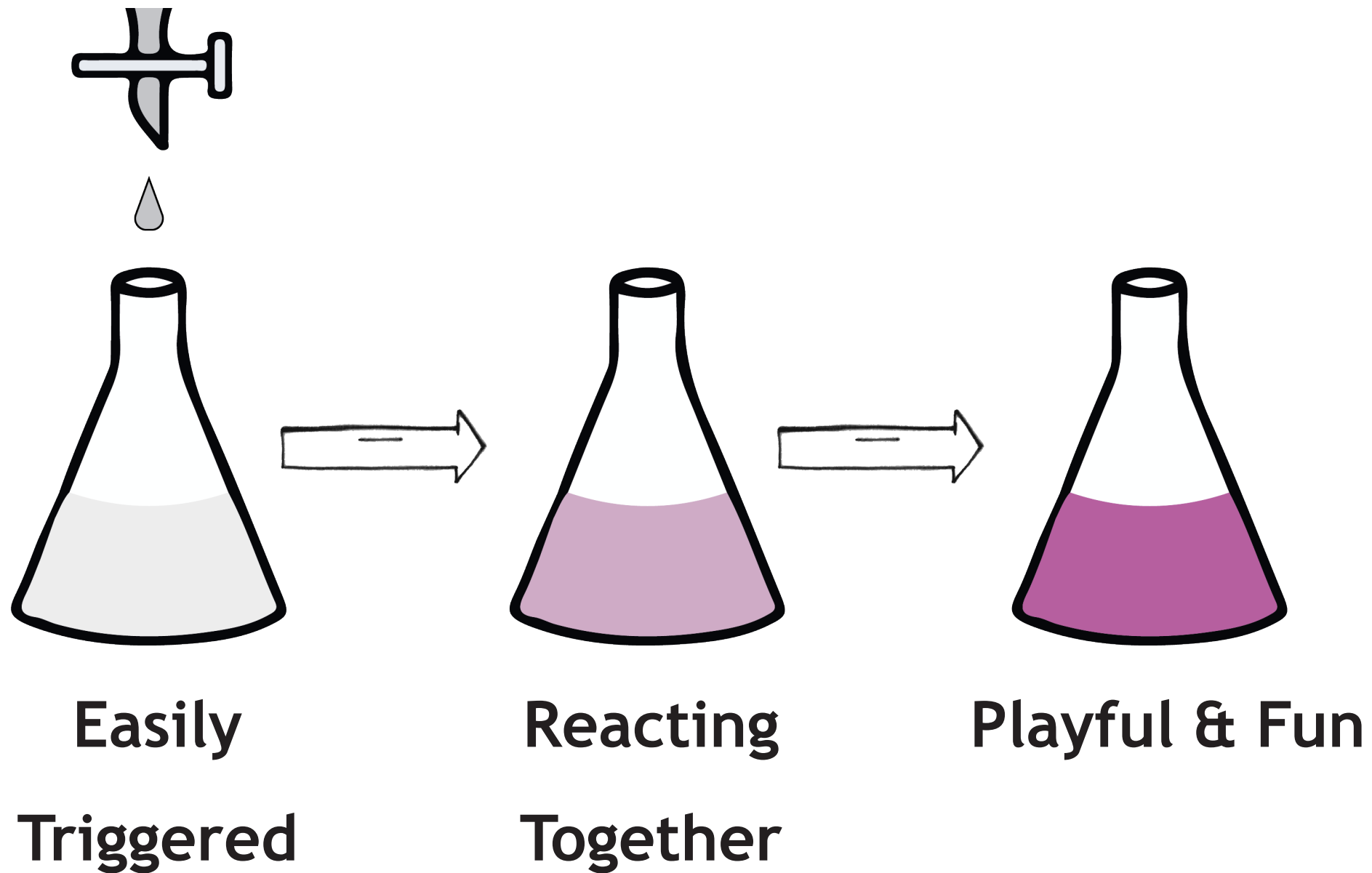
Fun

THE INTERACTION SHOULD BE LIKE ...

A chemical reaction, where two fluids merge and change into a different colour, because of a tiny drop.

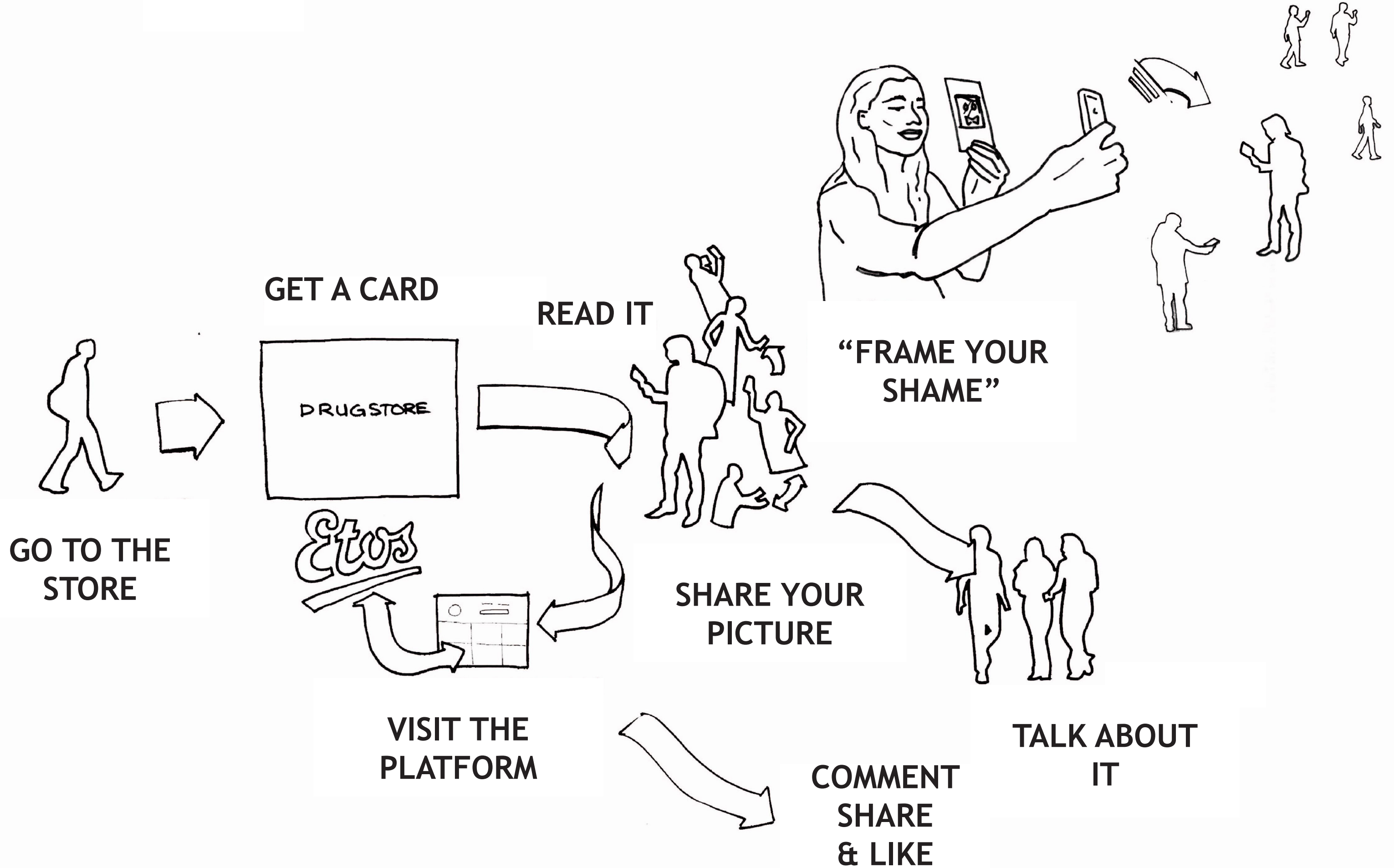
A background image showing a laboratory setup. A glass Erlenmeyer flask containing a purple liquid sits on a white surface. A glass test tube is held vertically over the flask, with a small amount of clear liquid being poured from it into the flask. The background is a blurred laboratory setting.

THE INTERACTION SHOULD BE ...

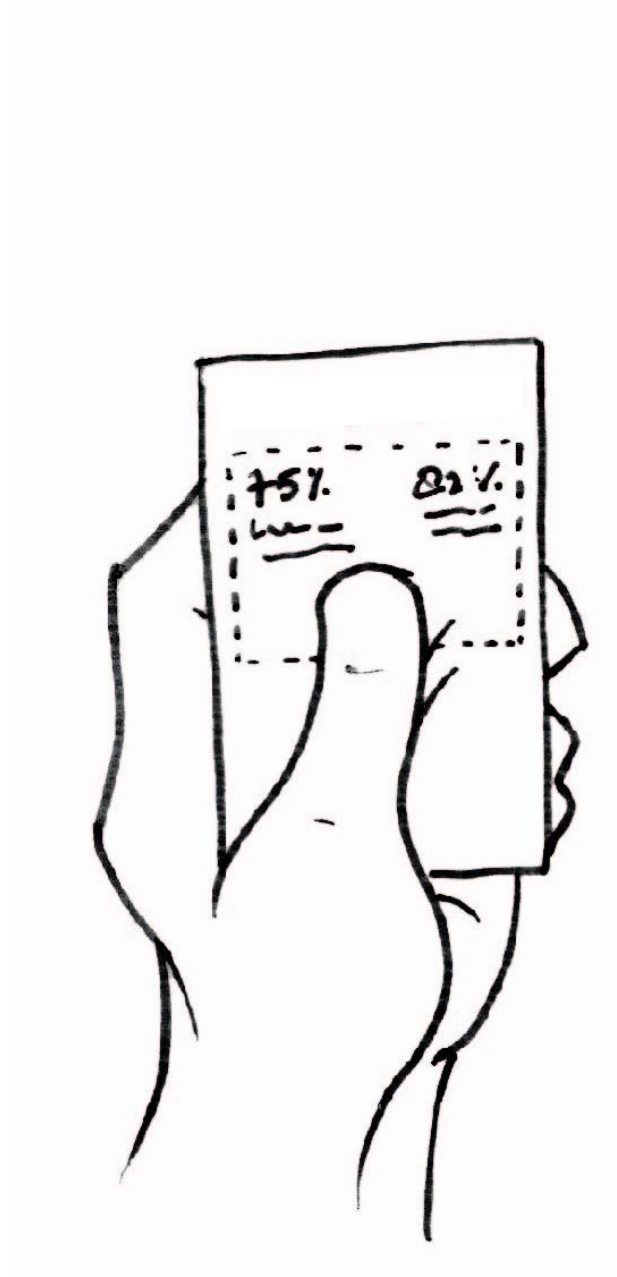


THE FINAL DESIGN FRAME YOUR SHAME CARDS

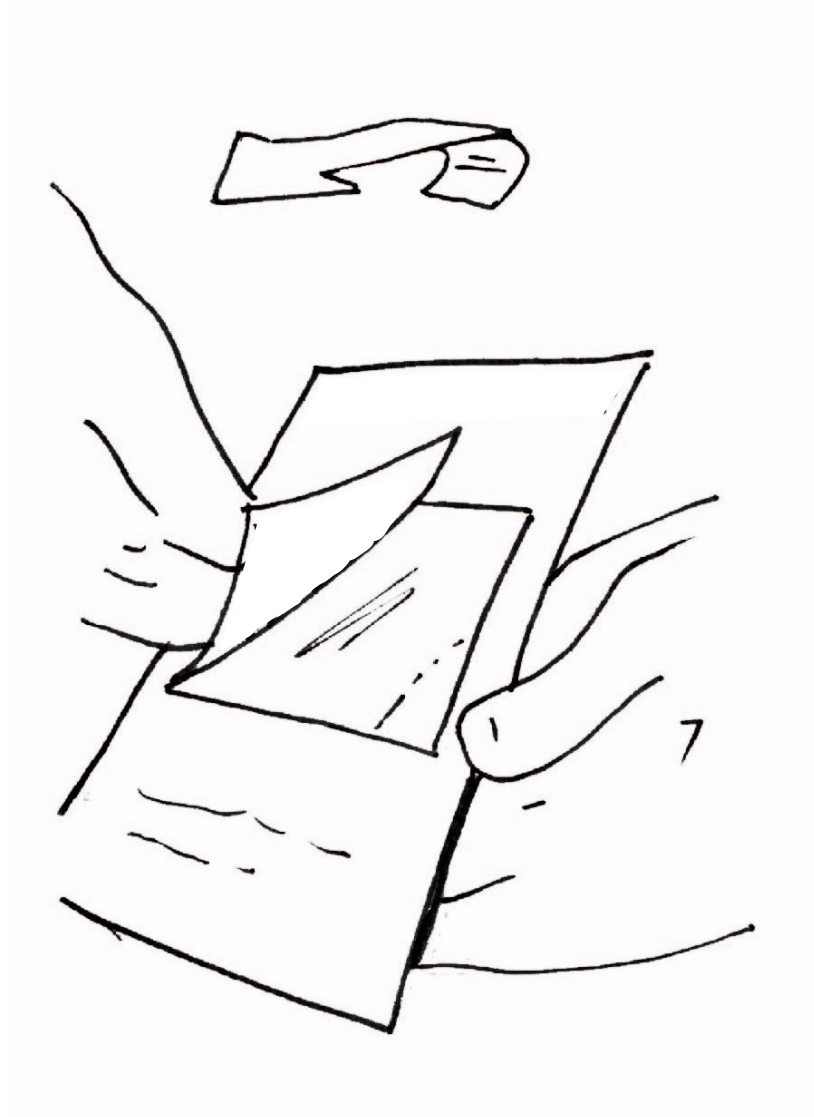




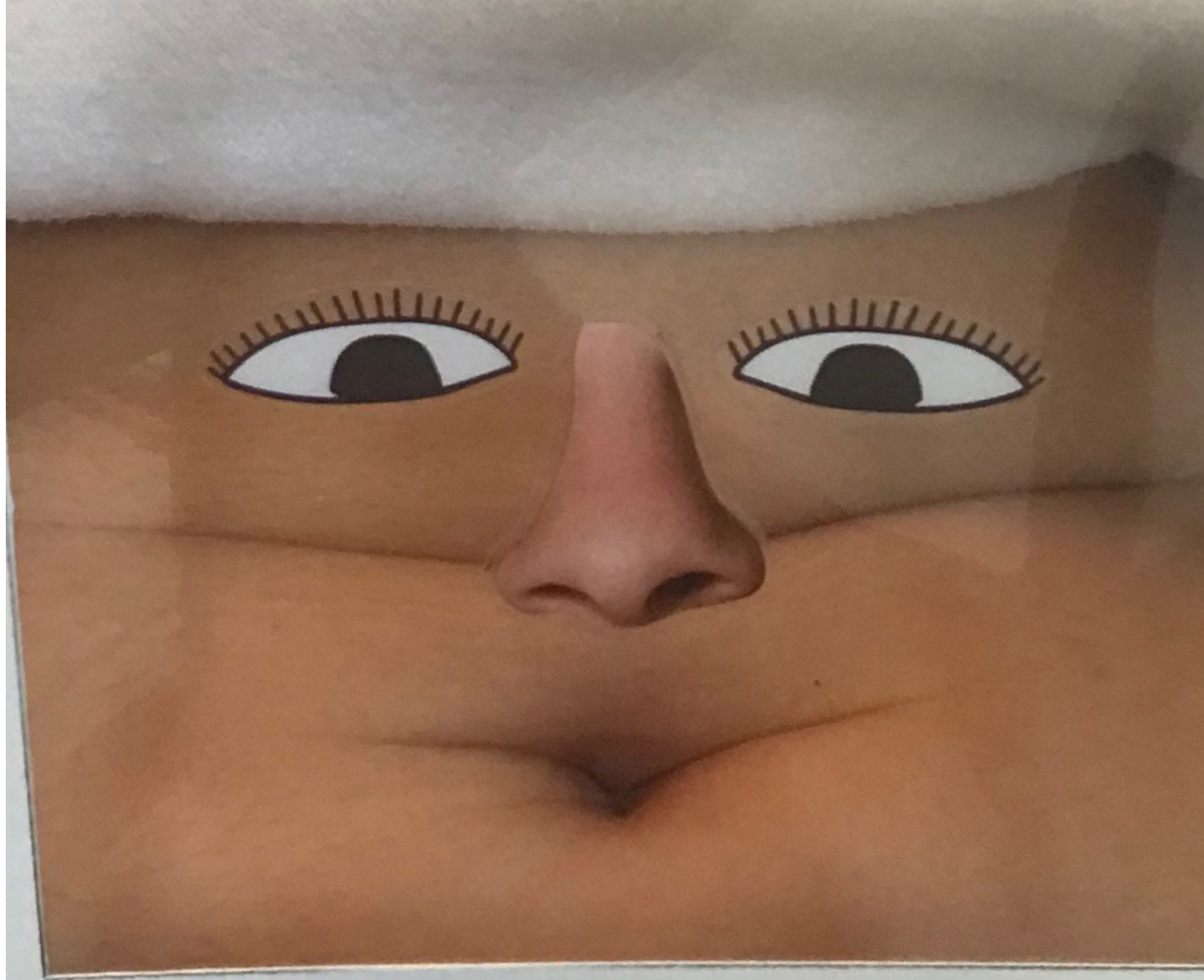
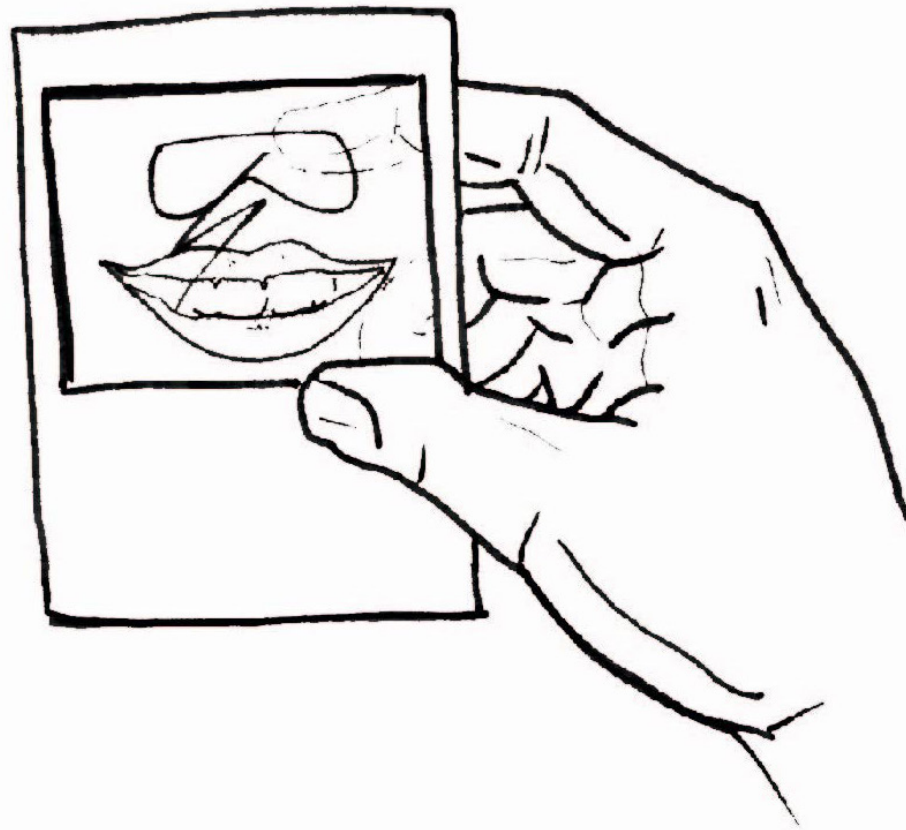
READ THE FACT



REMOVE THE FACT

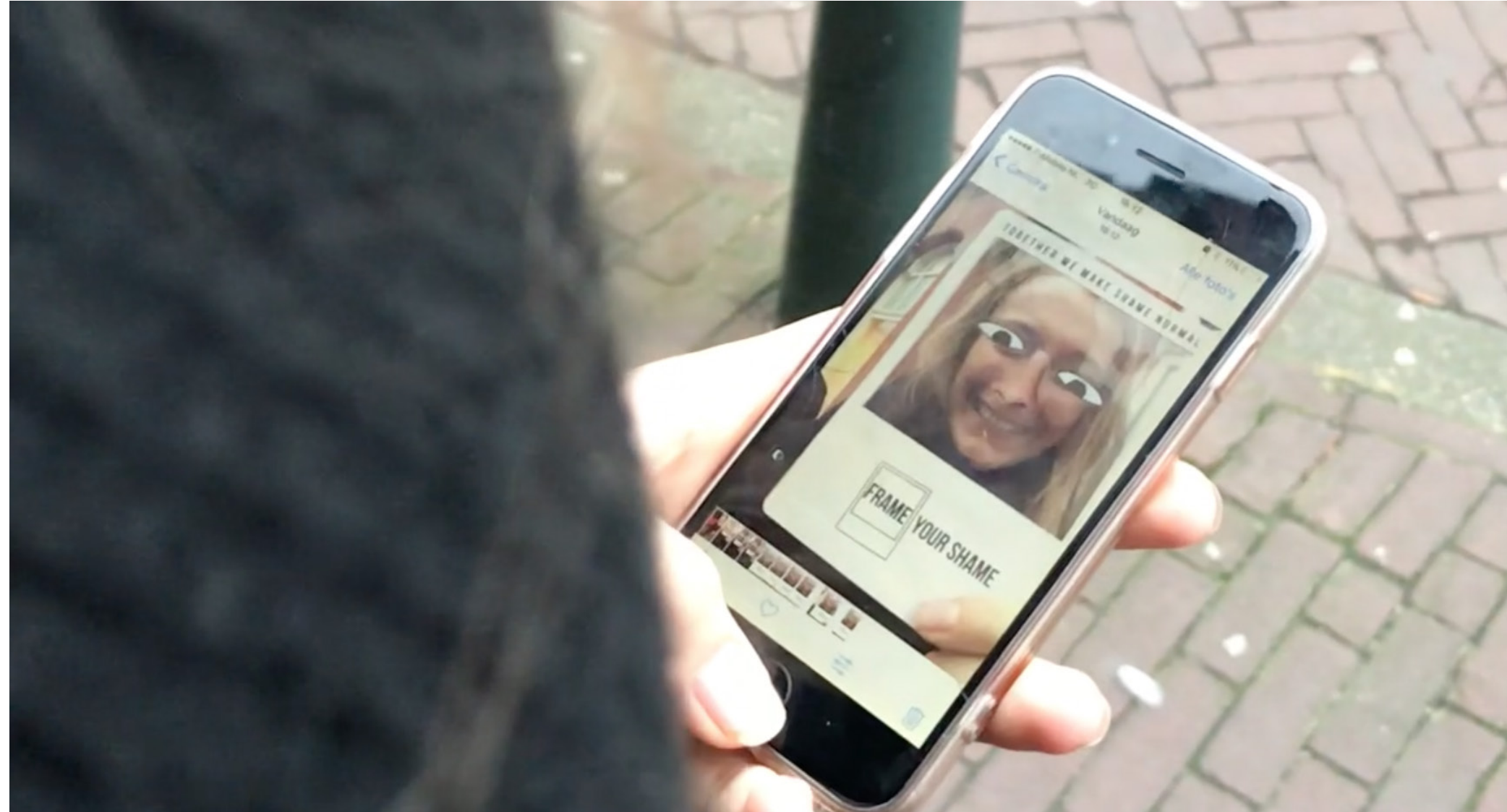
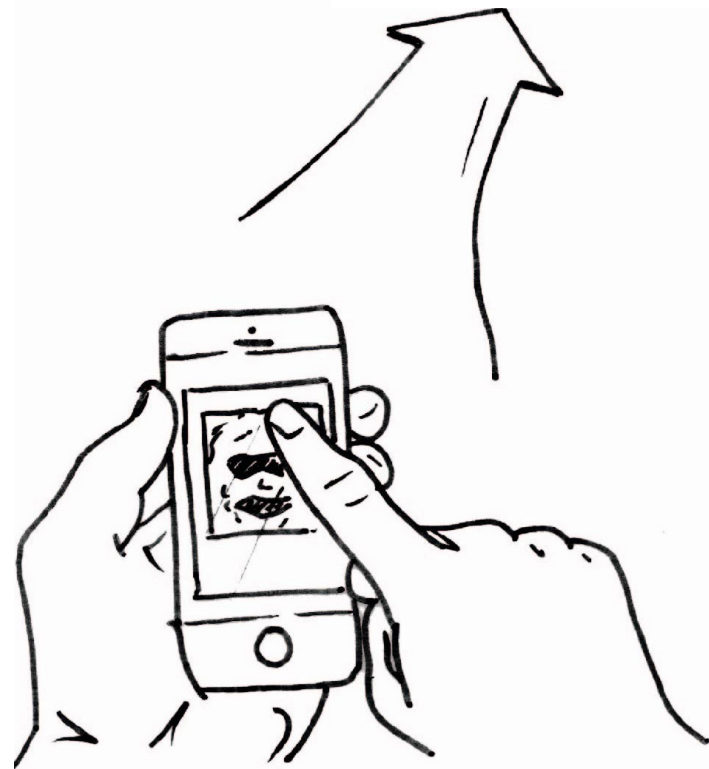
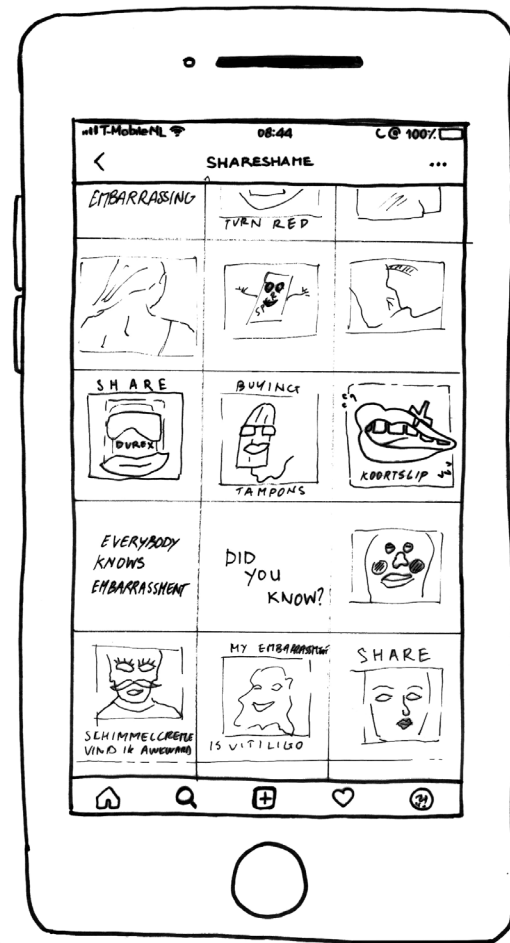


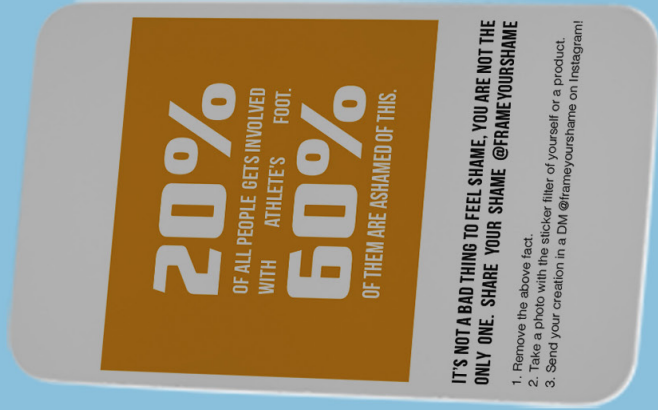
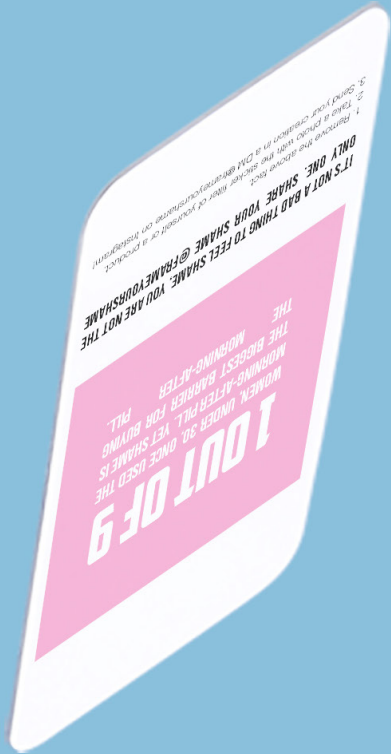
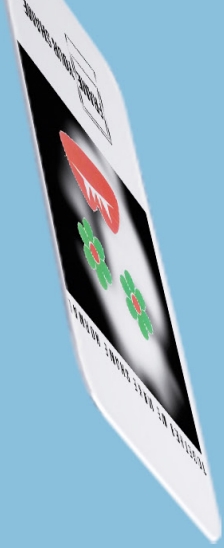
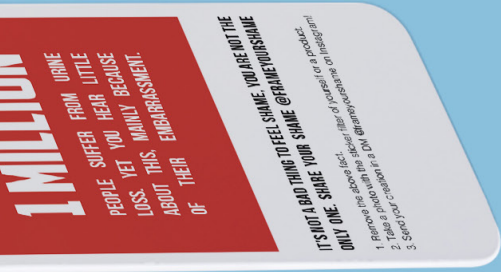
FRAME YOUR SHAME



FRAME YOUR SHAME

SHARE IT





EVALUATION TEST

THE PRODUCT	Strongly Disagree					Strongly Agree	
	0	0	0	0	0	0	0
Mindful/ Makes me think	0	0	0	0	0	0	0
Fun and playful	0	0	0	0	0	0	0
Makes me aware of the topic	0	0	0	0	0	0	0
Makes me feel good about my embarrassment	0	0	0	0	0	0	0
Gives a positive vibe	0	0	0	0	0	0	0
Little effort to do	0	0	0	0	0	0	0
I will keep the card	0	0	0	0	0	0	0
I feel a connection with the fact	0	0	0	0	0	0	0
Card attracts my attention	0	0	0	0	0	0	0
THE PLATFORM							
Want to be part of the platform	0	0	0	0	0	0	0
Small barrier to share	0	0	0	0	0	0	0
Small effort to follow	0	0	0	0	0	0	0

THE RESULTS

THE PRODUCT

Mindful/ Makes me think 6,0/7

Fun and playful 6,0/7

Makes me aware of the topic 5,6/7

Makes me feel good about my embarrassment 5,6/7

Gives a positive vibe 5,8/7

Little effort to do 5,5/7

I will keep the card 6,4/7

I feel a connection with the fact 5,4/7

Card attracts my attention 6,5/7

THE PLATFORM

Want to be part of the platform 6,3/7

Small barrier to share 5,0/7

Small effort to follow 5,8/7

SO ...

- **The card attracts attention**
- **People want to keep it**
- **The card is playful and fun**
- **People want to be part of the platform and connect**
- **Still a little barrier to share, could become less over time**

AND LAST, BUT NOT LEAST

*“10/10 participants agrees that the
FrameYourShame-cards
fit the design goal”*

THANK YOU FOR LISTENING



Share embarrassment to feel
connected and feel good

“ **Design something that has a specific effect in a certain way** ”

FrameYourShame Cards

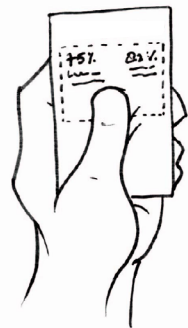
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FrameYourShame Platform

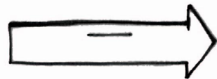
Easily triggered, together,
playful and fun

THE CONCEPT SHOULD MAKE PEOPLE ...

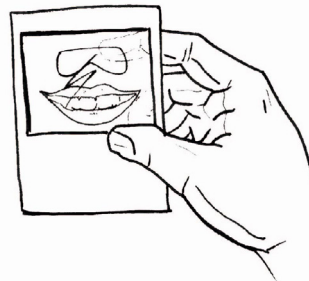
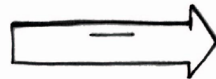
- **Talk about their embarrassment**
- **Feel good**
- **Feel connected**



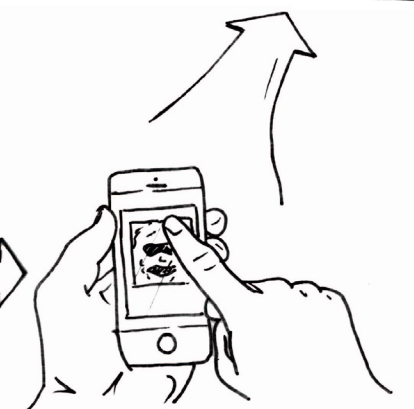
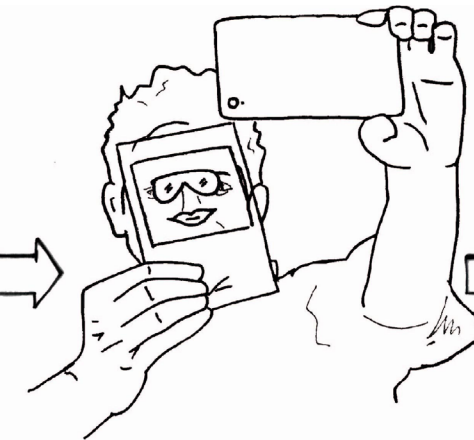
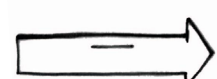
**Read the
fact about
embarrassment**



**Remove the fact
to get your sticker
filter**



**Use the filter in
front of yourself
or in front of a
product**



**Send it to the
platform**

