

## Concepting

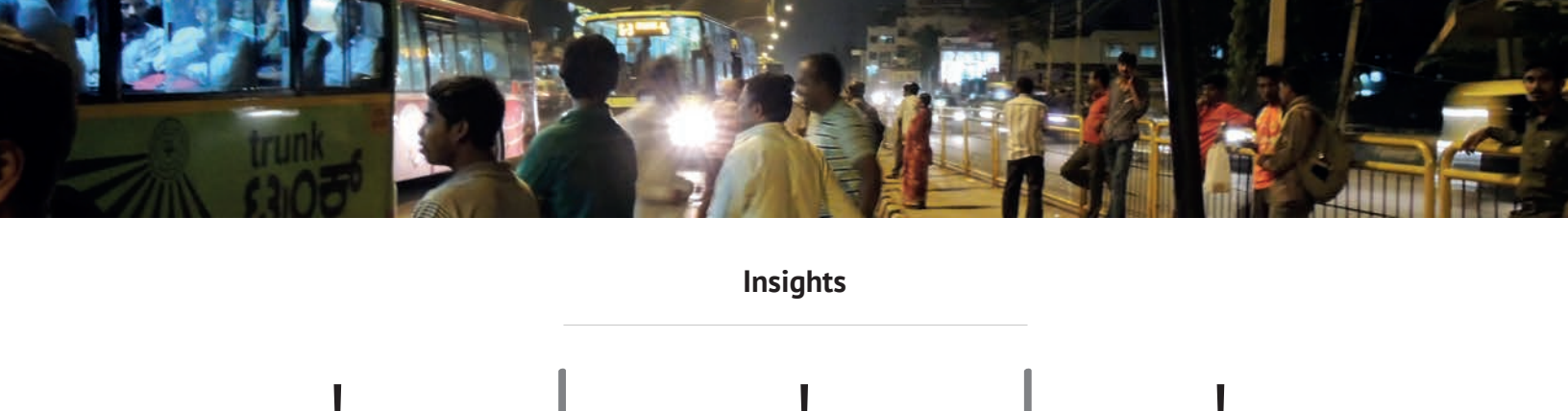
### QUESTIONS

**UNIFY**  
How can we design an online awareness platform on organizations working in the field of violence against women for a general audience?

**MASCULINITY**  
How can we design a tool for Indian men to interpret themselves, in a non-threatening way, so that the frame shifts from entitlement to consciousness of power structures?

**INFORMAL REPORTING**  
How do we facilitate informal reporting of sexual harassment in a physical space and establish institutional links so that the reporting is made use of?

### SINGASANDRA



### Insights

!  
very few female commuters,  
no mingling

!  
well designed,  
improperly used

!  
possibility in  
present structures

### BRAINSTORMING



### Range of ideas



Campaigns



Games  
&  
community participation



Reporting



Weapons

more about awareness

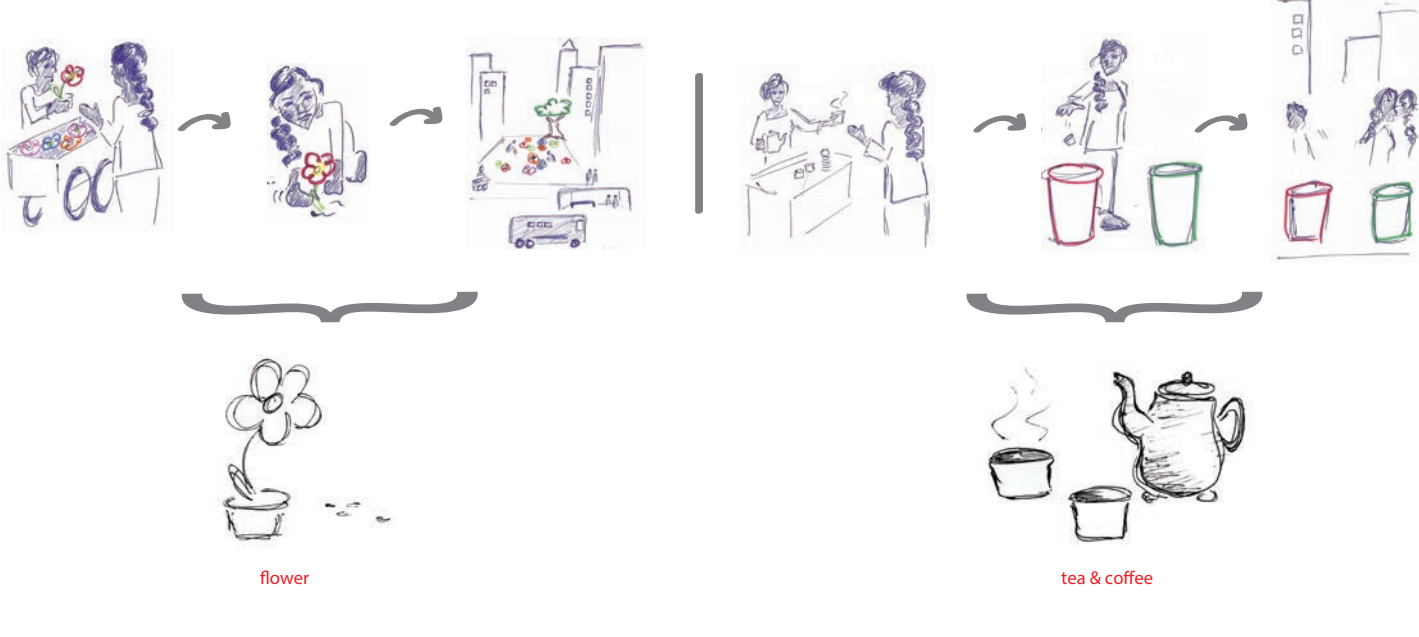
good incentive

key focus

too reactive

### CONCEPTS

## 1. Campaign



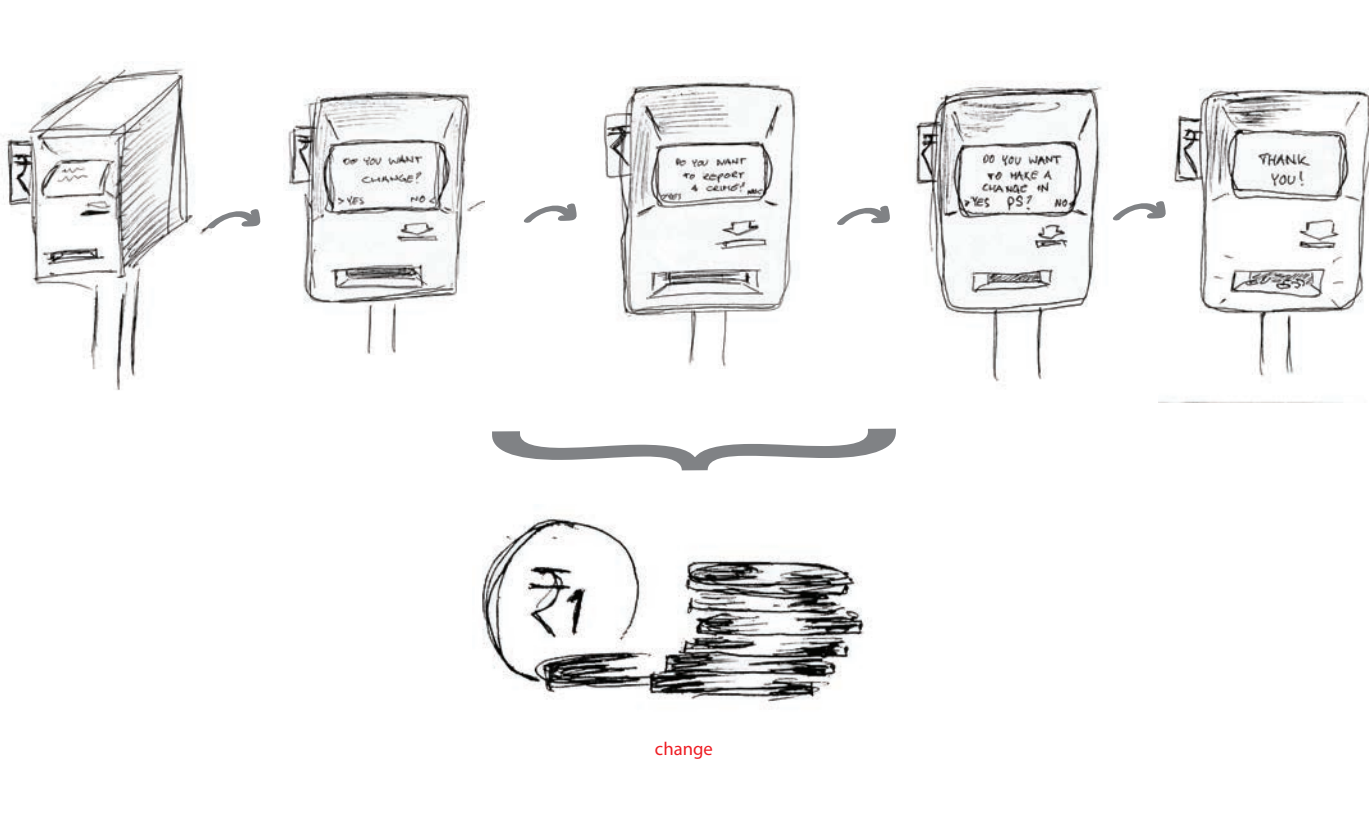
## 2. Panel

Screen

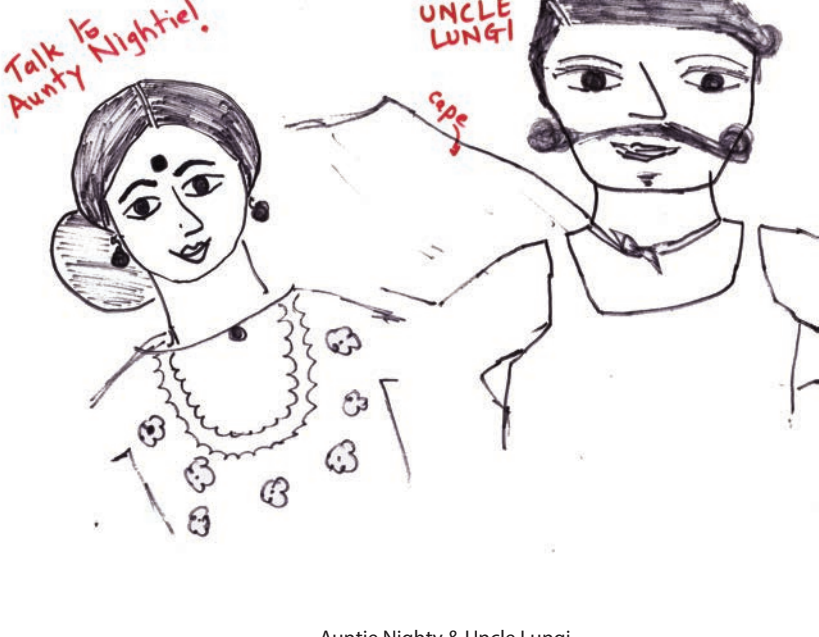
Phone



### Change machine



## 3. Narrative



### FEEDBACK



### Target group

Data

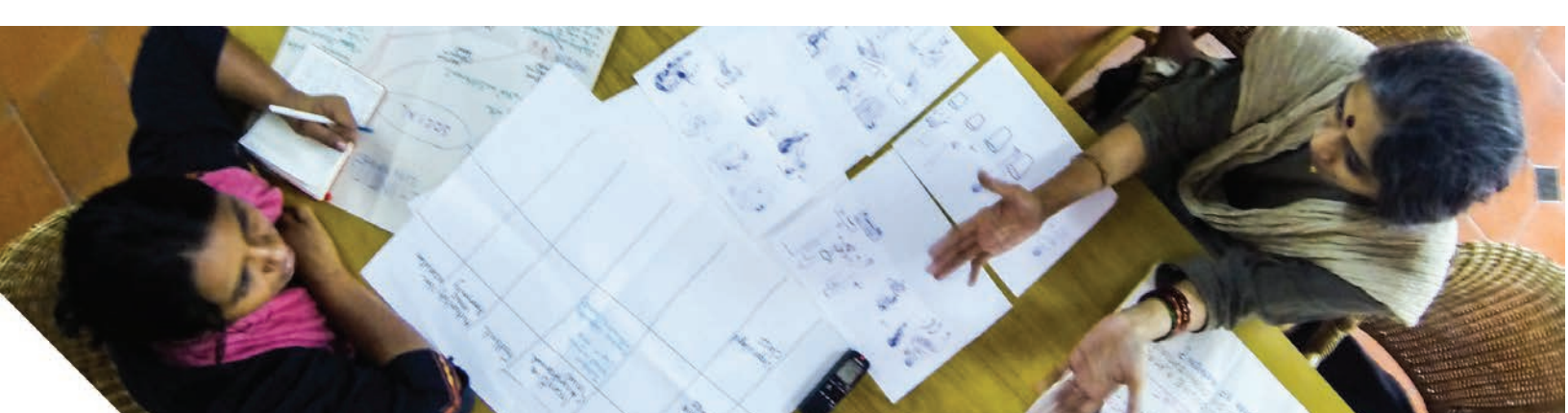
Incentive

Feed

. anonymity is desirable

. no incentive needed  
. time consuming  
. won't accept anything from strangers  
. cows

. visible feed is necessary



### Professionals

Data

Incentive

Feed

. imbalance anonymity - verification of data  
. what is the response to harassment?  
. difference in attitude towards reporting between high - low class/caste

. fear of association  
. improvement without confrontation  
. for trustworthiness; real people required  
. technophobia

. involve local community: ownership and responsibility of the panel or public screen  
. don't define problem; provide solutions

### NEXT STEPS



Do what? → What to do?

Panel & System

content

analysis

presentation



# Women's safety

India

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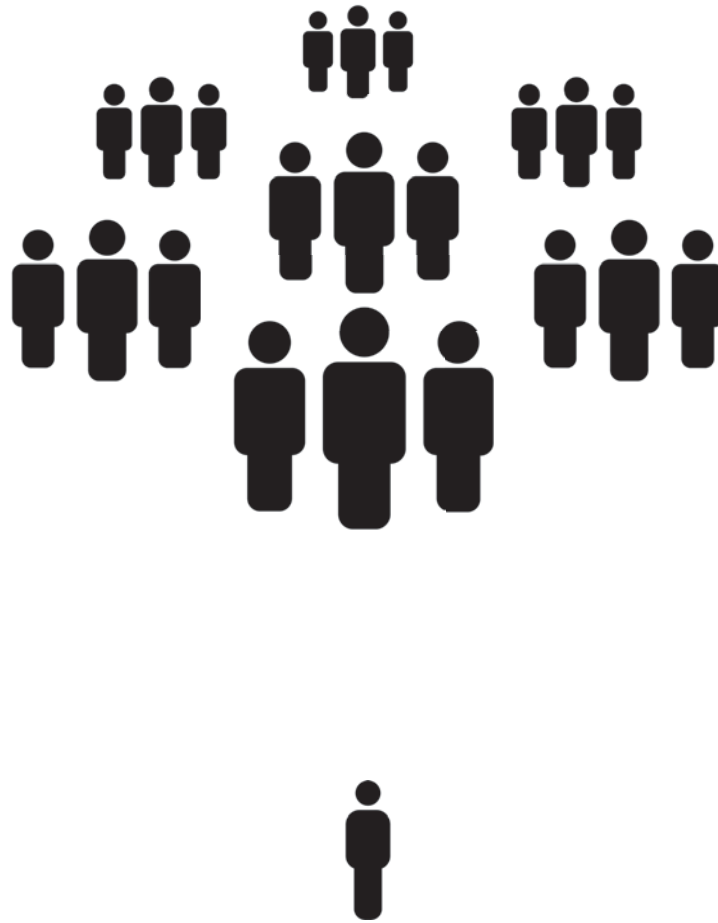
## NextWave



women have been

**sexually harassed**

*[online survey by Times of India, a national newspaper]*



Problem too big  
and **deeply rooted**

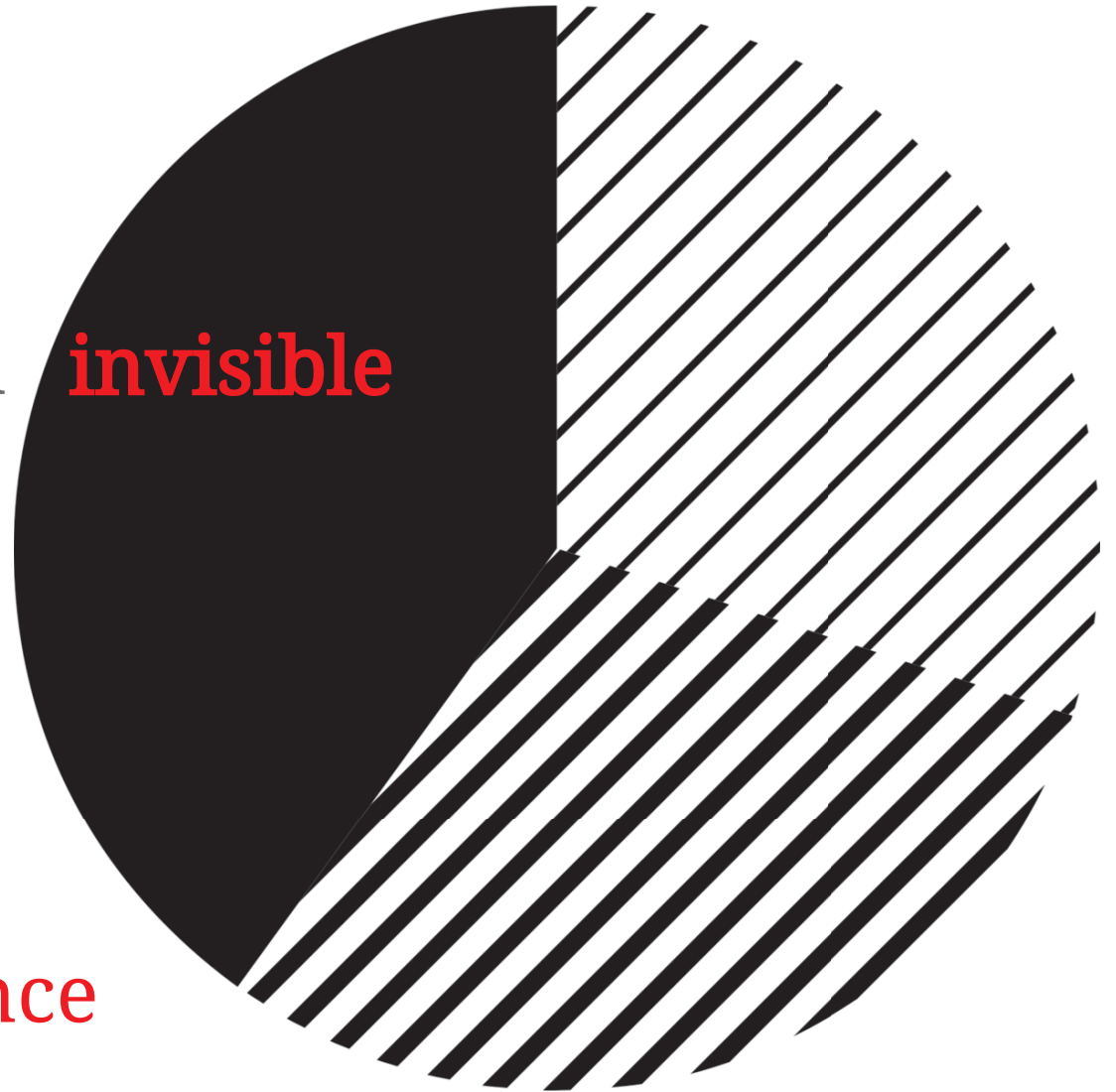


But change has to start from somewhere.  
Start the **next wave**

Lack of data  
renders the problem

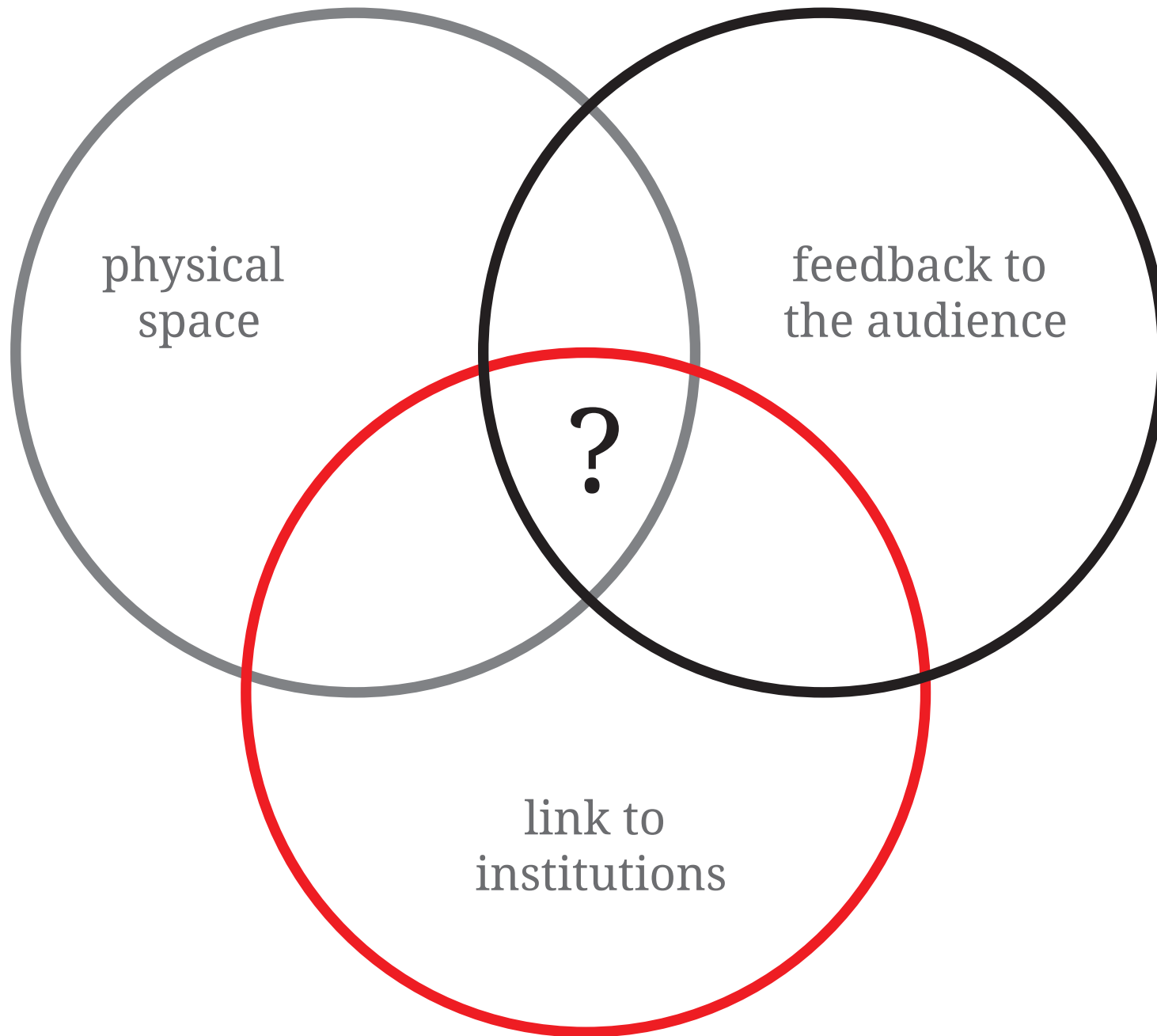
**invisible**

contributing to the **silence**



90% of the cases of sexual harassment  
do not get reported

*[online survey by Times of India, a national newspaper]*





“ How can we  
facilitate **informal reporting** of sexual harassment  
in a physical space  
while ensuring **institutional linkages**? ”

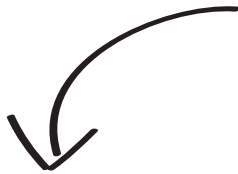
identify user

what, where, when

Convers<sup>*[t]*</sup>ation

reactions

interventions





STOP

?

What was your reaction  
on the harassment?



Nothing/ignored

Shouted



Made eye contact  
with perpetrator

Other

...



Pushed/hit away  
perpetrator

I don't want  
to answer



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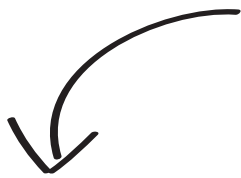
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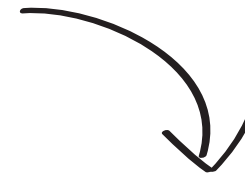




# Convers[*t*]ation



summary reports  
to institutions



visualisation on  
a big public screen

closing **data** gap

making problem **visible**

breaking the **vicious** cycle

starting the **conversation**

# Convers[*t*]ation

breaking the *silence*.

# Sources

The Noun Project:

India - Shreya Chakravarty  
Group - Ian Mawle  
Person - Jens Tärning  
Drop - Kristen Lehua  
Chart - Juan Pablo Bravo  
Report - Edward Boatman  
Billboard - kate t

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Times of India:

Link: [http://articles.timesofindia.indiatimes.com/2012-12-21/india/35952295\\_1\\_sexual-harassment-women-police-complaint](http://articles.timesofindia.indiatimes.com/2012-12-21/india/35952295_1_sexual-harassment-women-police-complaint)



