



Creating sparkles at the Nederlandsche Bank

Appendices

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B

J. H. Falks identity-related motivation categories (2006)

The goal for the new DNB building is to naturally attract Rechargers to come have a coffee and have a seat in the restaurant. The Facilitators is also a group that, if the design of the new building works out as intended, will come to the bank because they accompany others. Professionals and Hobbyists will have the intrinsic motivation based on relation to either the NNC, other exhibits, or DNB in general. Experience seekers will enter the exhibit if this is well designed or if the overall feeling in the building is pleasing.

future visitors DNB

Explorers

Visitors who are curiosity-driven with a generic interest in the content of the museum. They expect to find something that will grab their attention and fuel their learning.

"I remember thinking I wanted to learn my science basics again, like biology and that stuff. ... I thought [before coming], You're not going to pick up everything, you know, but you are going to learn some things."

Facilitators

Visitors who are socially motivated. Their visit is focused on primarily enabling the experience and learning of others in their accompanying social group.

"[I came] to give [my] kids a chance to see what early life was like ... it's a good way to spend time with the family in a non-commercial way. They always learn so much."

Professional/hobbyists

Visitors who feel a close tie between the museum content and their professional or hobbyist passions. Their visits are typically motivated by a desire to satisfy a specific content-related objective.

"I'm starting to put together a saltwater reef tank, so I have a lot of interest in marine life. I'm hoping to pick up some ideas [here at the aquarium]."

Experience Seekers

Visitors who are motivated to visit because they perceive the museum as an important destination. Their satisfaction primarily derives from the mere fact of having 'been there and done that'.

"We were visiting from out-of-town, looking for something fun to do that wouldn't take all day. This seemed like a good idea; after all, we're in Los Angeles and someone told us this place just opened up and it's really neat."

Rechargers

Visitors who are primarily seeking to have a contemplative, spiritual and/or restorative experience. They see the museum as a refuge from the work-a-day world or as a confirmation of their religious beliefs.

"I like art museums. They are so very quiet and relaxing, so different than the noise and clutter of the rest of the city."

C Elaboration on money

Money is typically something that everyone has to deal with, whether they have a lot or not. By letting a group of people talk about money, insights were collected.

When people have money on their bank, it is not particularly clear what the worth is. It becomes more clear what the value is, when the money becomes tangible. The abstract value of the number on your account, means less to people than the imagination of what they could buy with it according to Frederick (2009).

3.1.1 Session Money

During a session with a group of people (see the pictures on the next page) several insights on how people look at money came forward. The most feedback came from the question 'What would you do with €1.000.000?'; it made people wonder about what they could do with that much money. Most of them were product-buying and travel related (13/17); trips, houses, islands and castles. A few (6/17) were about spending it on others, but in a very restricted way. For instance: thanking my parents for taking care of me, investing in my friends restaurant (so I can earn money back) of giving to charity (but I have to really think about what charity). In the cases of buying properties to live in (8/17) no one mentioned

about having to think of what property it will be.

People mentioned the difference of tangible and intangible money, and the question whether money is just a name and number on your bank account. They see it as a currency to buy what they want, an exchange for other experiences or products.

They say that everyone uses money except for the self-sustaining people. But also banks have a lot of money that is not even theirs. They think that authorities that produce paper money or have access to the money flow in other ways, own that money. Also mentioned: money is not about owning it, but it is about moving the money.

On the question why we have money there are two answers. Some say that it is a convenient mean to exchange stuff in a stable society. Others say 'because we can', or 'because people/companies/government give it to me'.

Money fascinates people because of the

freedom it gives you. Your independent decision making is supported by money. Some talk about the fact that it is hard to break and that it is shiny. One person mentioned how money can trigger emotions to people and have impact on their lives.

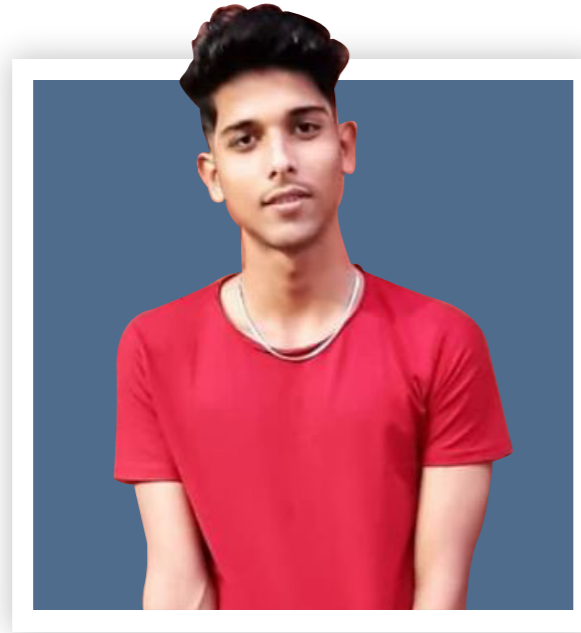
People would mainly buy food and quality products, or travel. One person said you could hide it somewhere, and another person said you could make it into confetti.

The results from this session were useful to get an idea of what people think about money. However, the biggest takeaway from this was seeing people writing ideas down immediately and talk and discuss about it. This shows that money is something that people have an affection for. For the NNC this means that somehow connecting the money from the collection to the life of the visitors has interesting potential.



Foto collage of the money session

D The personas



Ayoub 17

Ayoub is an active and social seventeen-year-old with many friends and a busy online social life. On his YouTube channel he uploads comical sketches every week together with two friends from football.

He is born in Holland and lives with his parents (who are immigrants from Morocco) in Amsterdam. They have their own Moroccan grocery shop, which has been in trouble since the economical crisis in 2008. Ayoub wants to plan his life in such a way that he will not have the same problems as his parents.



YouTube, 46.000 subscribers

Business mindset

Getting wealthier than family before him

"I follow many influencers like some dope rappers. I copy things, but in the end there is nobody like me ;)"

This quote from Ayoub illustrates the paradoxal mindset of the young adults of 2024. They feel the urge to be different and unique whilst they get influenced by social media constantly. Online marketing through influencers has never been this important, especially to target Generation Zers. Furthermore, his age makes him vulnerable for the impressive lives of famuos people. Ayoub is personally developing and finding his ways in life, which he partly bases on immitation of others.



Currently in his senior year of high school (VMBO)



Planning on starting Business Management



Having money is an important value in his life, by the age of 25 he wants to have a Lamborghini like Kanye.

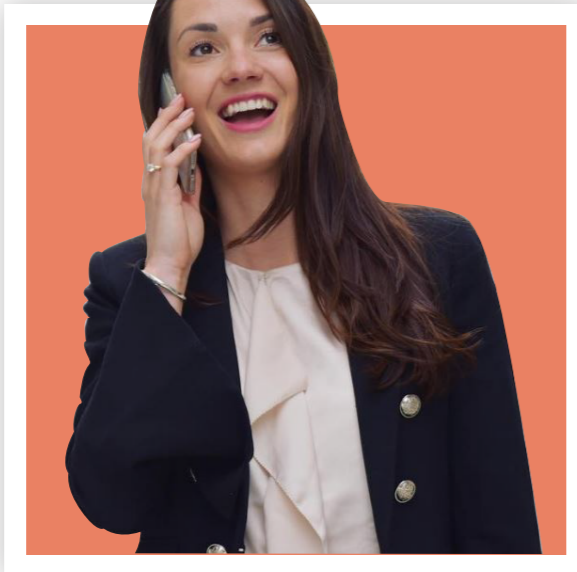


Loves to play football with his friends



Has made a rough financial planning with his parents for his student life





Zoë 23

Zoë is a future minded dietician student. Growing up in a society that is destroying the planet worries her. In her free time she has her own business focusing on lifestyle advice.

She grew up with her parents and little brother in Leiden and lives in a student apartment in Amsterdam with 5 other friends. Living in Amsterdam is expensive and her lifestyle that contains shopping and going out for dinner is not cheap either.



Professional instagram, 57.000 followers

Heart for the planet

Holding the purse strings

“I really care for the environment, but I don't have the money to buy expensive clothes”

Zoë is an example of a young adult that has contradicting values when it comes to her spending pattern. She feels like there should be more attention for the environment. But she still decides to buy products that harm the planet considering her own wallet.



Eats vegan to prevent the planet from getting worse



Has been living with her parents for the first two years of her study to cut the living costs



Is interested in how money could be used most effectively to improve the climate



Goes to healthy lunchbars with her friends



Is planning on having a minimal student loan by working and keeping expenses low





Jason 29

Jason is at the end of his twenties and has his life almost set. He lives in Rotterdam with his girlfriend and their dog. In his free time he likes to go surfing and hang out with friend at the beach.

He works full time as a graphic designer at a big company and finished his study graphic design at Gerrit Rietveld Academy. Also works as a freelance website designer.



Instagram, 2.900 followers

Graphic design

Has finances organised

"I don't like the 'artificially appealing' realities online nowadays, but I present myself as positive as possible"

With this statement Jason points out an important issue for Young Adults: authenticity vs the perfect image. Not just every influencer is accepted anymore, the focus lies on authenticity and credibility. The generation will not approve superficial stories, but are attracted to the (seemingly) real, pure and sincere ones. Jason dislikes deceptive reality but enhances his own online image at the same time.



By having multiple jobs, Jason manages to save money and prevents himself for having money problems in the future



He posts designs on his Instagram to build his network and show the best he can



Likes to go to concerts with friends



Wants to have a more authentic connection to some friends who do not live closeby



E Creative session at Industrial Design Engineering Setup

Everyone was asked to think from the perspective of a persona. Links were made between the personas and the NNC. The tools that were used for this session can be found on the next page.

In order to reach the second goal, every persona was covered by two people. Two people can have different opinions and views on a persona. This might result in discussions, which will increase their critical thinking. Therefore this session was held with six people in total. More people might have led to a more chaotic group dynamics. All participants were Industrial Design Engineering master student within the age range of 24 to 26 (half female, half male). The design background of this group made them empathise easily with the personas. Also, the idea generation went smoothly.

It is important with sessions like this to make sure people feel comfortable and free to express their ideas. Rules were created to guarantee this. The rules for the session were (based on K. Heijnes Road Map for Creative

Problem Solving Techniques):
 1] Free-wheel. Every random idea is good, do not judge ideas.
 2] Quantity. The more ideas the better.
 3] Hitch-hike. Build on other ideas and combine to improve.



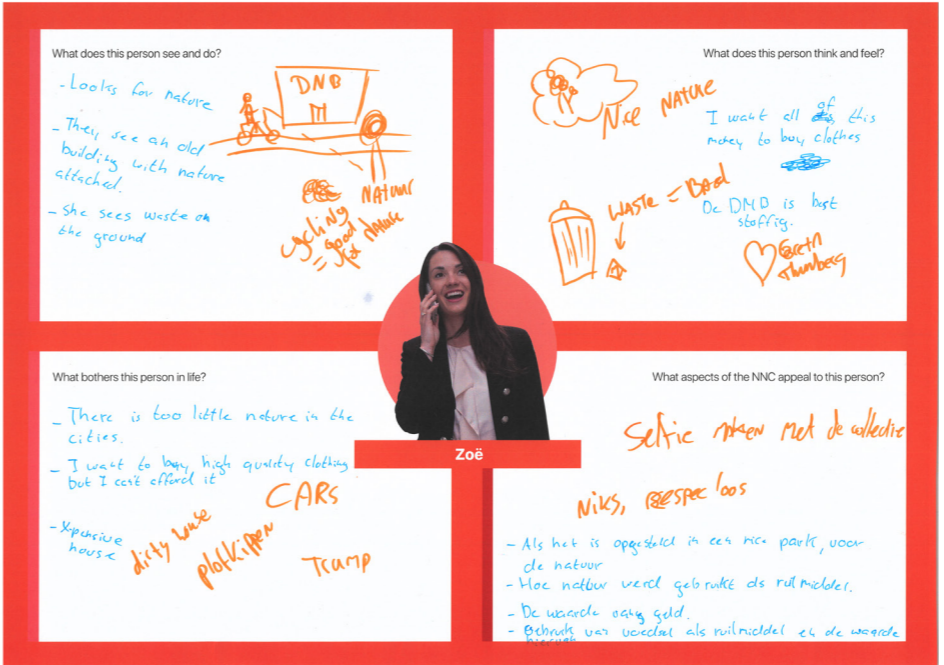
Free-wheel



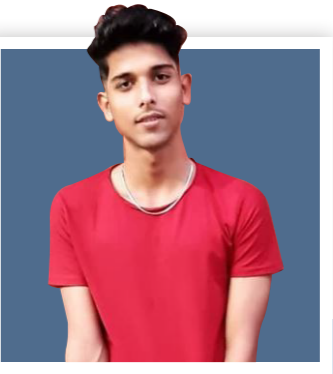
Quantity



Hitch-hike



Empathiser sheets which the participants filled in.



Ayoub 17

Ayoub is an active and social seventeen-year-old with many friends and a busy online social life. On his YouTube channel he uploads comical sketches every week together with two friends from football.
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Uniqueness vs Inclusiveness
"I follow many influencers like some dope rappers. I copy things, but in the end there is nobody like me ;)"

Persona sheets to get to know the persona.

This session consisted of 6 steps, as described chronologically below.



1.

Preparation

The project was briefly introduced at the beginning of the session. Not too much information was shared because of the risk of communicating my own biases and/or tunnel vision. After all, the goal for the session was to get fresh insights on how the target group and the NNC can be connected.

Certain tools and props were created to make this session work, such as personas, empathizer sheets and little (wo-)men for the Lego session.



2.

Personas

All participants were asked to create ideas from the perspective of one of the personas. In groups of two they needed to empathize with the persona. Sheets helped them with this process. They absorb the personas in order to feel like him/her. These are the same personas as explained in chapter 3.5.



3.

Empathizer

After reading their personas, they actively connected to them by filling in a sheet. On this sheet, questions are asked. When this person comes by the building of DNB: 'What does this person see and do?' 'What does this person think and feel?' and 'What bothers this person in life?'

Filling in this sheet made them relate better to the persona and feel a stronger personal connection. This is essential for the participants to be able to give an answer to 'How does the target group connect with the NNC?'



4.

NNC brainstorm

To make sure that non-biased information is provided about the NNC, a group brainstorm was done. Every participant added post-its to a sheet that said 'NNC' in the centre of the table. They came up with their own thoughts and aspects of the collection. I, as a facilitator of the session, answered questions they had about the NNC, since

they did not have much prior knowledge. It was chosen deliberately not to add more information, since this was an exercise to make them actively think about things they find interesting about the collection.

With these findings, the last field in the empathizer sheet was filled in; 'What aspects of the NNC appeal to this person?'



5.

Time to Lego

With the collected knowledge of the NNC and its potential connection to the target group, each duo (persona) was asked to create ideas for how this connection can be established. A scenario was provided where the persona was near DNB. Lego was used to do this: it has less of a threshold than drawing has because less skills are required.

Moreover, it is a tool to build in the three-dimensional space (the park), which is the goal for this project. Lego is also an abstract and simple tool, this is appropriate because it promotes thinking about the overall experience and shape, instead of details of how it should look exactly.



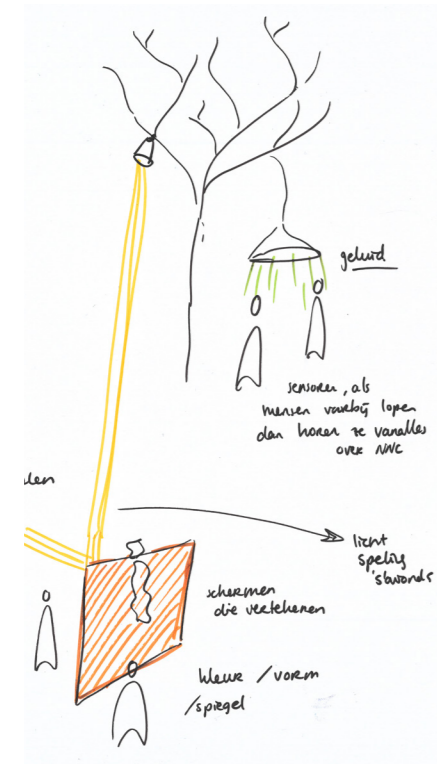
6.

Final creations

The result of this session was three creations of experiences that fit the personas. After building, every duo presented their Lego structure to make sure every important aspect was clear to the rest.

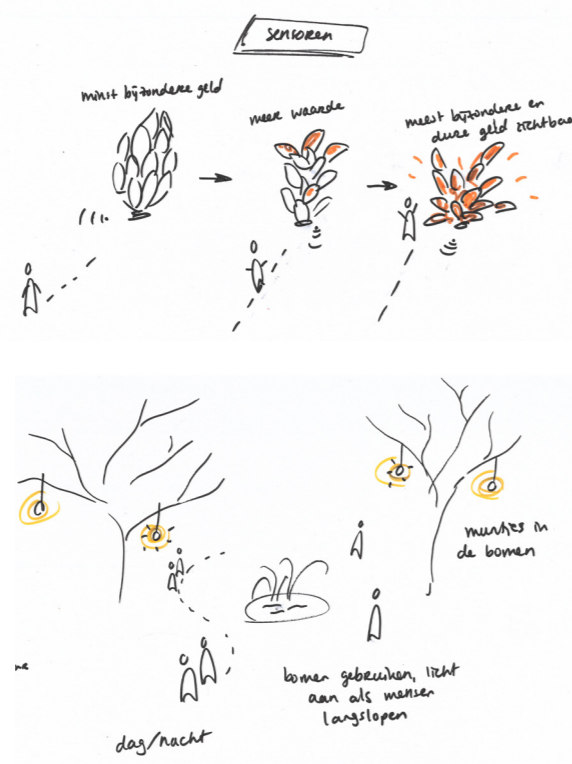
Conclusions of the session will be discussed in the next chapter.

Optical illusion



Playing with optical illusions by screens, objects, mirrors, vistas, sightlines, light and vision.

Movement by sensors



An object changes when a person comes closer. Sensors track people and trigger the right movement.

Game in the park

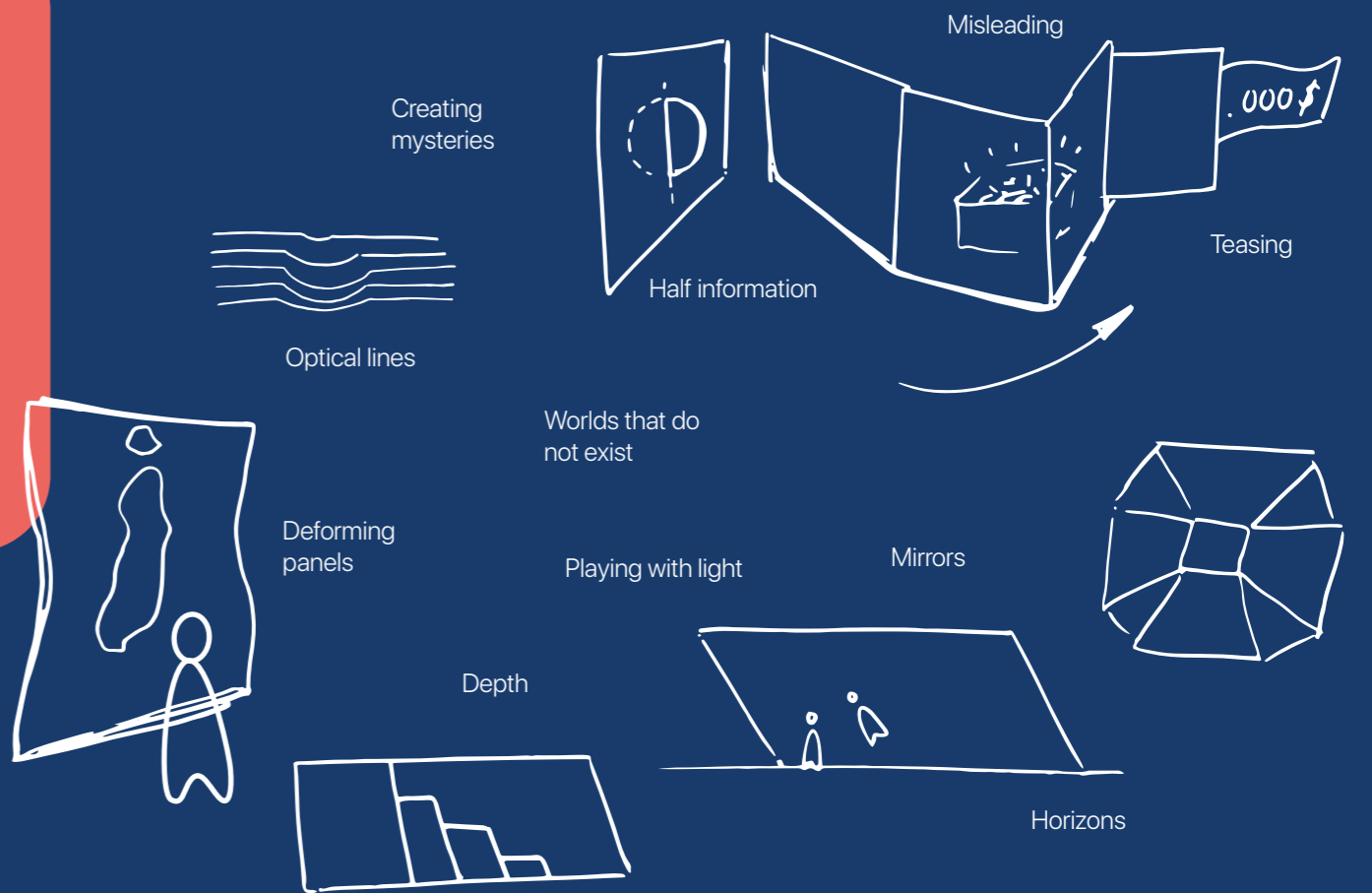


Playful way of working together and creating a interaction between people. Routing through the park towards DNB.

1 Optical illusion

The design direction of optical illusion plays with objects that will stand in the Frederikspark. Visitors will enter the park and see these objects (3D blocks, mirrors, translucent screens etc.) They give them illusions that seems weird or extreme. When coming closer, the given information changes and the visitors feels fooled. However, this makes the visitor want to keep finding out more and feel immersed. It plays with the universal theme of manipulation literally.

NNC
Parts of the object can be coins, paper money, tokens and other pieces from the NNC that are fake and simplified. When a person walks towards an object that gives an illusion, it changes and new information is given. From far it seems to be something else than from close. This triggers critical thinking and eagerness to explore.



2 Movement by sensors

The second direction of movement by sensors makes use of sensor technology to track where visitors are. When visitors come closer to the object, something starts moving and physically changes. This makes people interact with the object to find out what is there to see. The object will be an artsy object near DNB, which suits the image of the company well. It may also play with the balance of greed from a distance and information from up close.

NNC

The movement of the object may show literally (remade) pieces of the collection, more special/expensive ones when standing closeby. When entering the object, it could also give more and more information about money and the NNC.

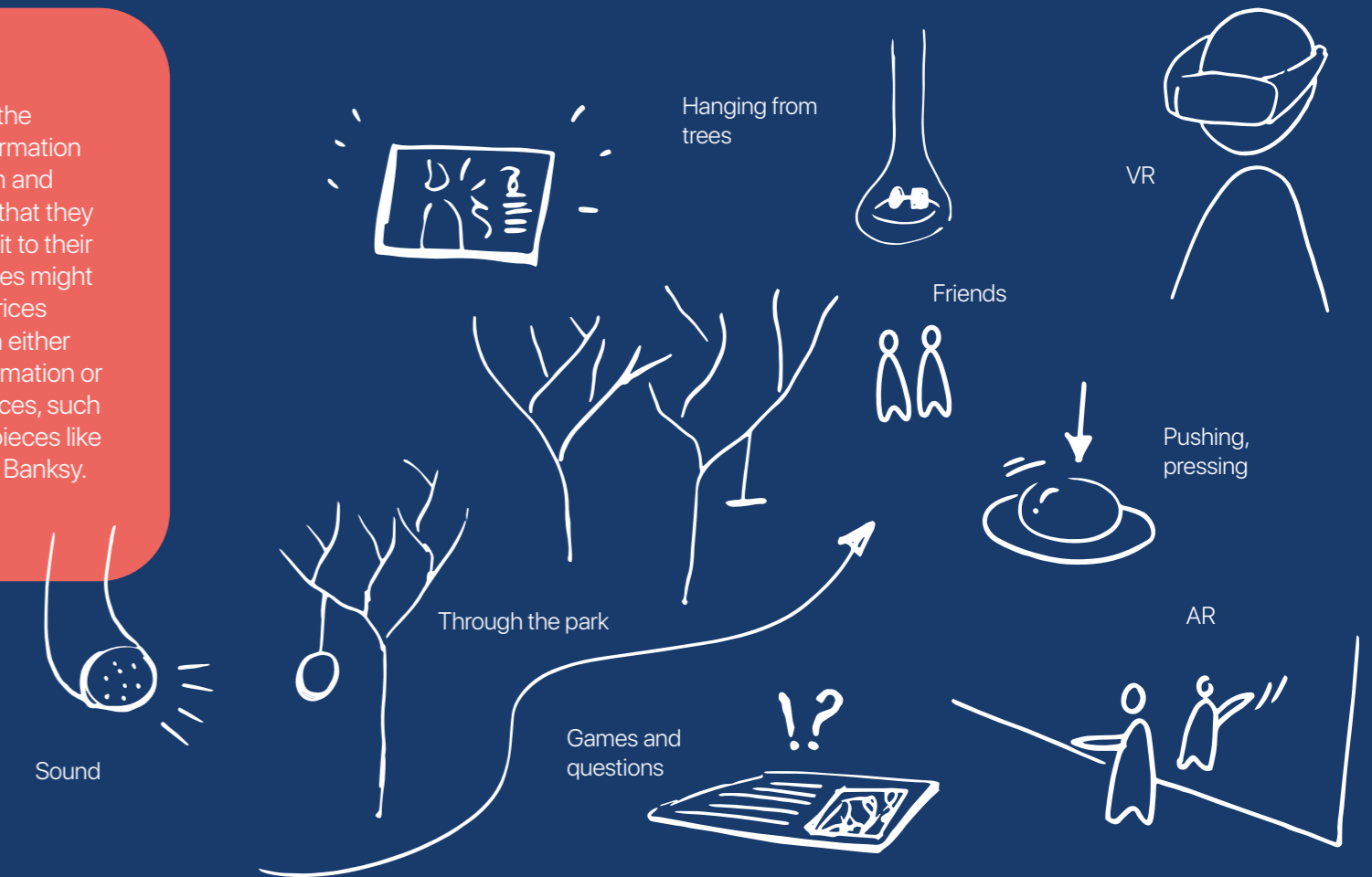


3 Game in the park

The direction of game in the park provides a mean for people to start interacting, either working together or competing against each other. This way they get immersed and at the same time learn something. During their walk to solve a question or to play a game, they also discover the Frederikspark and will be led towards the new DNB building. The end of the game might even be inside of the building at the NNC exhibition.

NNC

During the games, the visitors will find information about the collection and especially in a way that they can easily connect it to their own lives. The games might play with judging prices of pieces, based on either nothing, direct information or indirect circumstances, such as the value of art pieces like Girl with Balloon by Banksy.



G Concepts

With the idea in mind to communicate the sides of value, ideas were generated. Partly based the conclusions from the previous idea clusters and partly based on new ideas, three concepts were created. These concepts were valued afterwards with the use of important requirements and wishes for the manifestation.

DNA of value

The first concept is initially based on the aim to get attention from the passerby. It is reaching high and therefore clearly visible from different sides of the Frederikspark and around. The objects is evenly interesting from every side because of the round shape.

The shape is a cylinder with a DNA structure inside. This structure is constantly moving in the three dimensional space. The DNA represents the core meaning of value, what it is built from. The most important information is stored in DNA. So in this case, the most important information that DNB wants to communicated is stored in the design.

To connect people who are passing by to the object, they can interact with it. On the lower part of the cylinder there is a rotatable part. This part lets the user choose different stories that talk about aspects of value. Different stories mean different heights of the DNA, that show how important certain meanings of value are to DNB. This will make people understand that there are more sides to value.

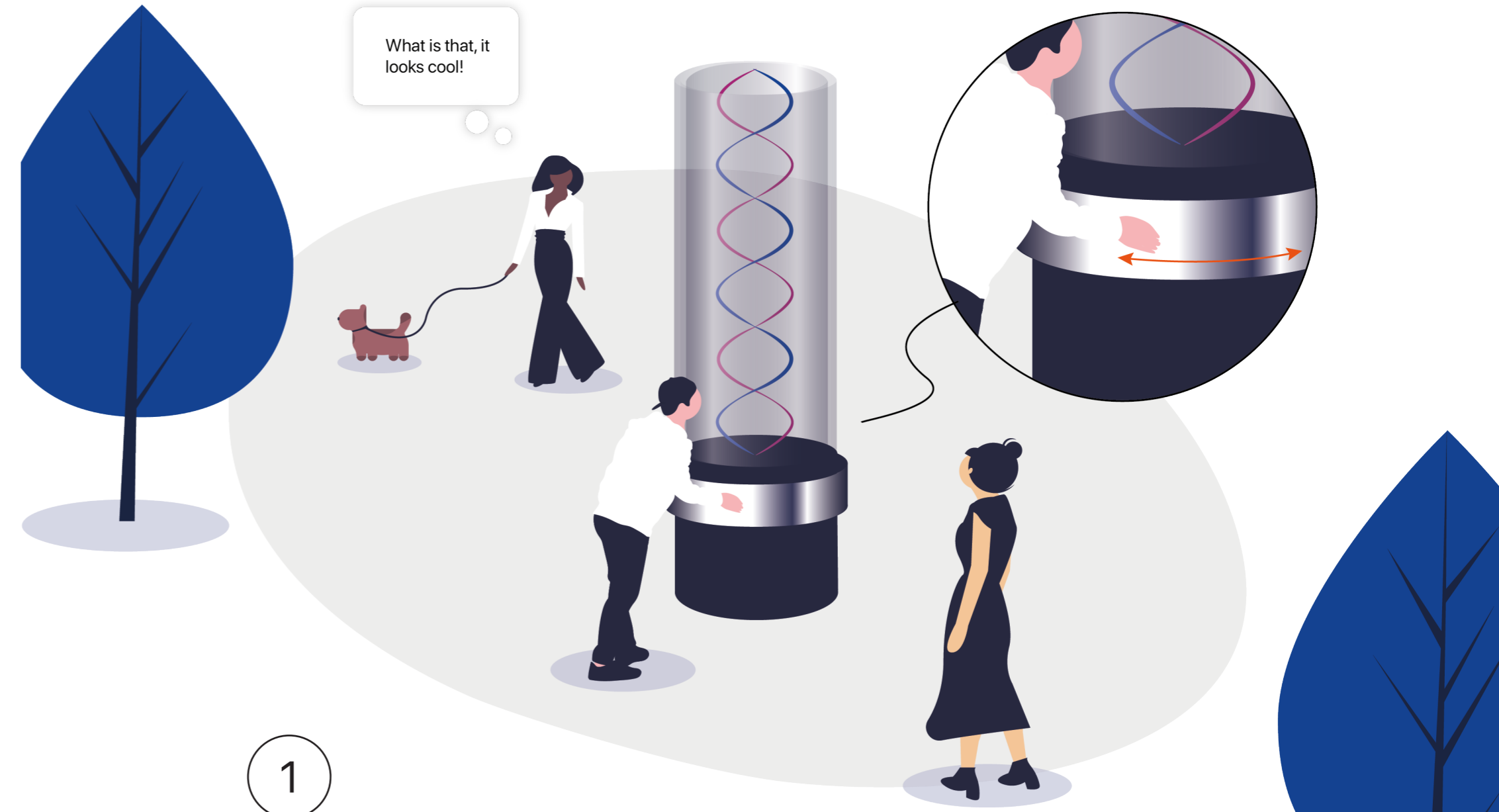
A limitation of this design is that the object is very static. As mentioned before in this report, a goal for the manifestation is that it provides a route that guides potential visitors in the direction of the DNB entrance. This design does not only make people stand still to interact with it, it also does not make a connection to what is there inside of the DNB building, such as the NNC.

It also does not really play with the possibilities of an optical illusion. The DNA structure has something magical, but the eye does not seem to be fooled like Alice experiences in the beginning of Alice in Wonderland.

An interesting aspect of the DNA structure is that it consists of two chains which are connected by covalent bonds. These bonds could also represent the connection between DNB and the visitor. The chains could possibly symbolize the two and how they have similarities that could support a relation.

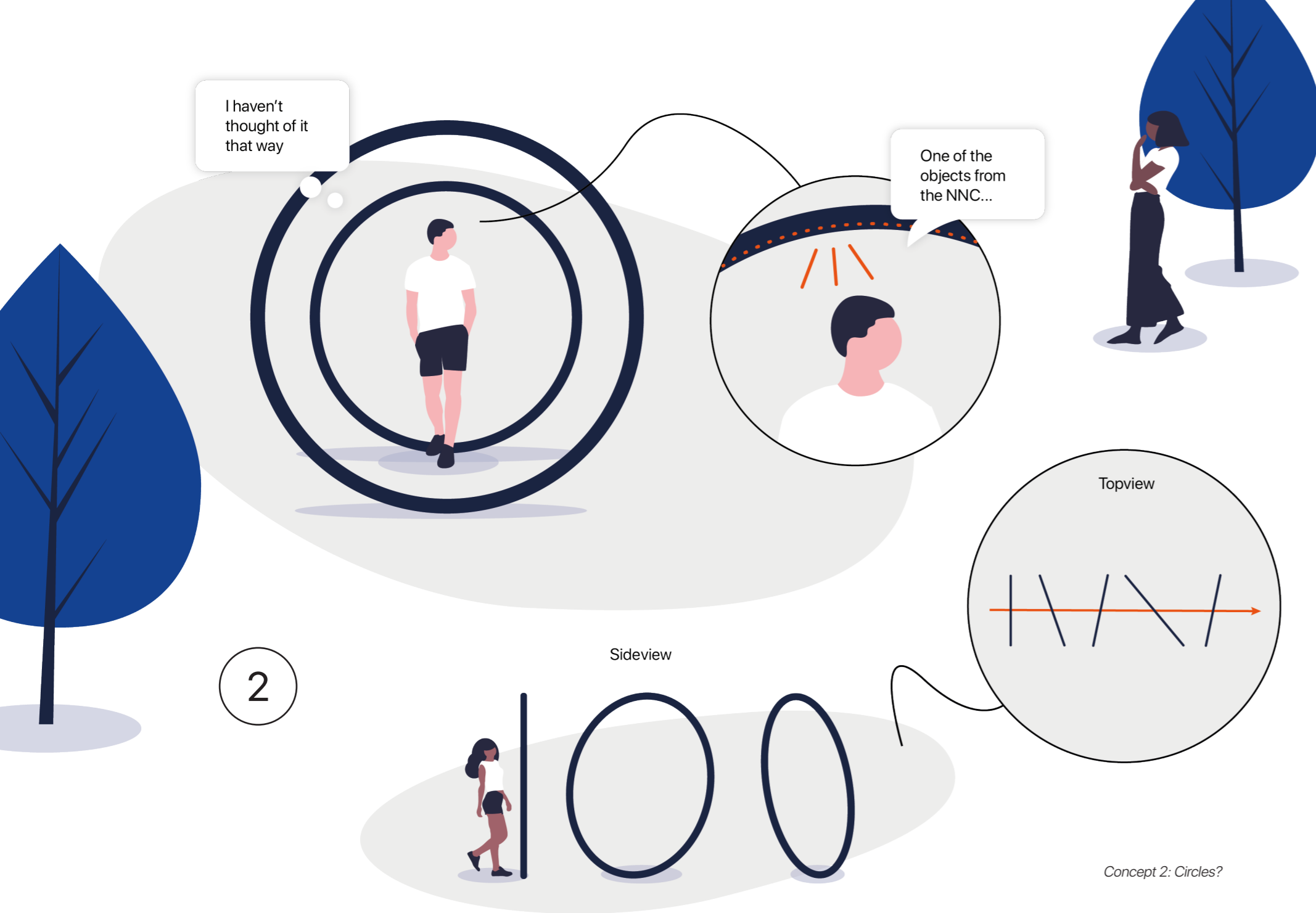
Another possibility for this design is that the stories can be voted for. Instead of permanent

stories, people can record their own stories of what they think is valuable. Other people could vote for the stories and the DNA structure gets bigger, or record their own story. This provides for an interaction where people can give their own input and leave something from themselves, which makes the interaction personal en stronger. However, it also provides for vandals who record less preferred stories or sounds.



1

Concept 1: DNA of value.



Circles?

The second concept is a group of circles behind each other that together form a tunnel towards the entrance of DNB. The concept originated in a sketch of a generalized path of sparks shaped like a long cloud. People would walk through this cloud and experience the sparkles along the way.

The circles are open, which makes them not interfere with sightlines even though the circles are big. The openness also creates space for people to walk through.

The shape can be related to coins or a safe. It has many numismatic associations. It also feels like stepping into another world.

If a visitor stands in a circle, a story is played via the audio mounted in the upper part of the circle, near the head of the person. The stories are about the different sides to value. These sides, or ways of interpretation, could be historical value, emotional value or objective value. Every step closer to the entrance of DNB, a deeper layer of value gets exposed.

From the front of the circles, they all look round. However, some 'circles' are not round but oval. They are positioned in such a way that they seem round from the front. Only by approaching the circle, one finds out that it is actually an oval. This astonishment goes together with the discovery of the layers to value. It is a combination of visual wonder and mental wonder.

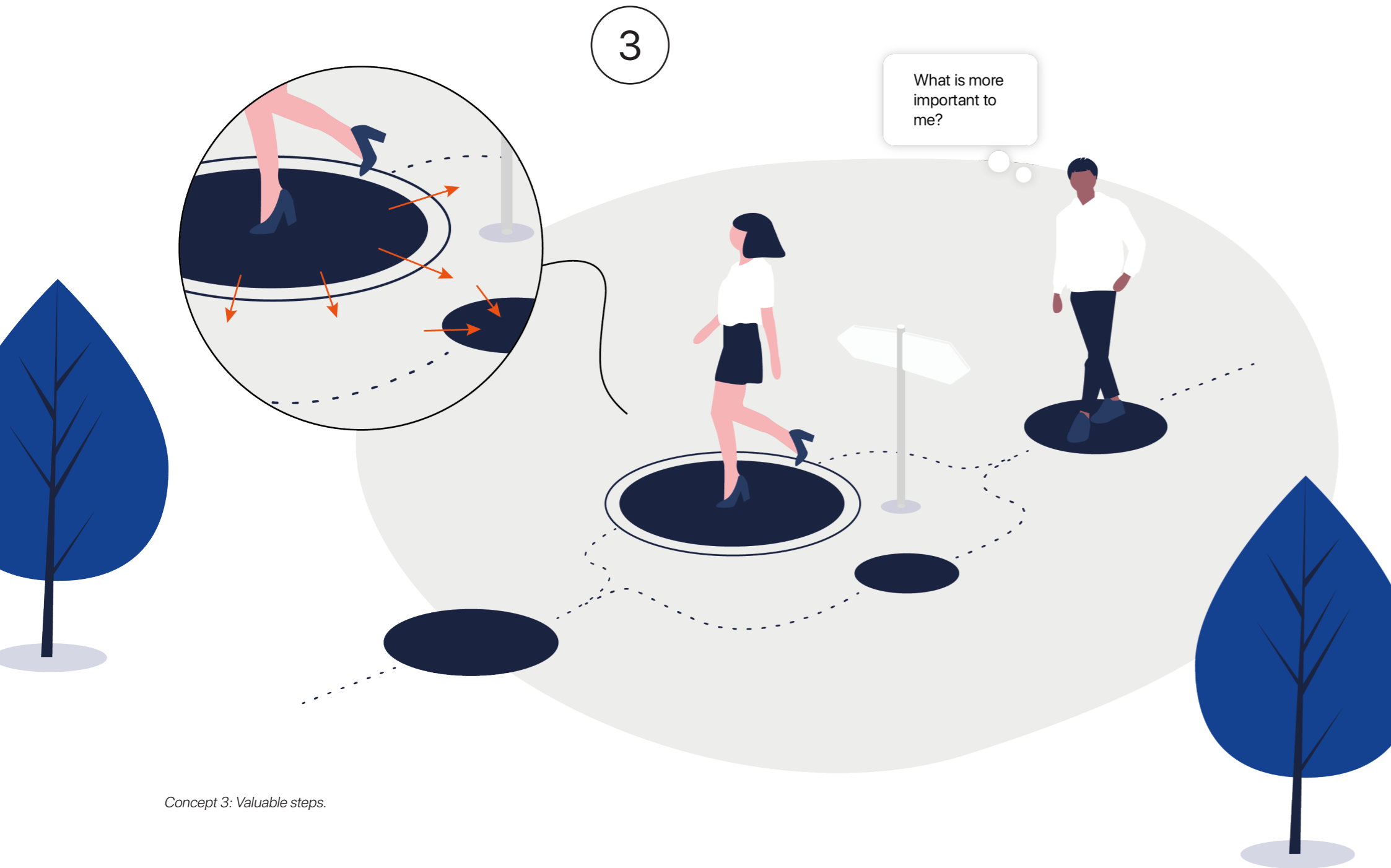
Just walking and listening is a simple interaction that people are more likely to commit to.

A limitation to this concept is that there is one best position; in front of it. That is the place where it is most clear that there is a tunnel. It needs to be attention grasping for people all around the Frederikspark.

Another limitation is that there is no clear interaction between the person and the design. This may cause a less personal connection and therefore could be a weaker design. The stories are told at any time, so people in the Frederikspark hear them.

A nice hint in this concept is the fact that not all the shapes are round as you would think, which relates to how not every coin in the NNC is round. Quite the reverse, there are not many truly round objects in the collection.

Concept 2: Circles?



Concept 3: Valuable steps.

Valuable steps

The third concept is a route through the park. This concept focusses on making the people walk towards the entrance of the DNB building. On every y-split the person had to choose: going to the right step or going to the left step. Every step is a circle on the ground with an answer on it, the choice is between to answer to a question asked beforehand on a sign. A question could be: What is more valuable to you? The right step could say 'health' and the left step could say 'becoming a millionaire'.

When people stand on a step their choice will be saved by enlargement of the step. This way, people can see what most people have chosen. This promotes overthinking what other people prefer, and therefore reconsider your own choices.

The choice however, is not right or wrong. This is also confirmed by the fact that every path will come back together in the same step afterwards. All roads lead to Rome; or in this case: All roads lead to DNB.

Other questions could be: What would you prefer to spend your money on? New shoes for myself? Or blankets for homeless people? These questions force people to critically think about the possible dissonance between what they want and what they actually do. Maybe people will discuss their answers with others and useful discussions take place. It could go as far as 'Dilemma op Dinsdag', a Dutch online dilemma visual where you need to pick one of the two, every Tuesday. The choice in this case is very hard to make, both options are extremely undesirable. For DNB, it might not be ideal to force people into making decisions they do not want to make. However, some level of discomfort might be interesting.

The use of questions and answers is very direct, the interaction is not as intuitive as the other concepts interactions. This is a disadvantage of the design. As a designer, I prefer designing for an intuitive experience, where people get the message in a more unconscious way, instead of a very clear message where they actively are involved in. This is particularly important in

this manifestation because of the setting where people are passing by instead of premeditatedly visited the setting.

Another limitation to this concept is that the design over all is not very exciting or attention seeking. It does not really have the wow-factor, it is not an artsy object or it does not include optical illusions. One of the more important requirements for the manifestation is that it is something that people see from a distance, will talk about to friends and want to make a picture with.

H Rapid prototyping

From the three concepts 'Circles?' was chosen. This chapter iterates on the first shape of the concept and helps in specifying it. What should the exact shape be, where should it be located and what should happen with the visitor?

To ideate in a visual way, rapid prototyping was done. This means that with simple materials, such as paper and cardboard, models were made quickly. Ideating in this way makes it easy to get a feeling of how something would work in a three dimensional space. In this case, mostly golden paper and iron wire was used. The environment was recreated by paths (the park) and little men to indicate the size of the models and to mimic the interactions.

The picture on the right show different ways of standing while listening to the stories. In the upper figure, the person stands in the circle with his upper body and head. An advantage of this is that it creates a personal space where the story can be experienced quietly. A disadvantage is that the sightlines towards DNB are fully blocked. In the figure on the bottom shows a person standing in front of a circle. In this case the circle is not used fully, the person stands and watches from a distance. An advantage of this placement of the shape is that the person can look through it in the direction of DNB (for instance). The figure in the middle shows a big circle where

people can walk through. This makes the experience more immersive than when standing next to it. It also keeps the openness and clear sightlines.

Secondly, the placement of the circles is explored. They could be hanging, this benefits the feeling of sparkles through the park; flying circles resembling imaginative clouds in the Frederikspark. The models of these can be seen in the back of all three figures. However, letting the people physically walk through the circles will immerse them better in the experience. This also has constructional benefits; circles that hang in the air are much more likely to break or loosen than circles that stand on the ground.



Person sticks head in.



Person stands full body in circle.



Person stands in front of circle.

The multiple circles are located behind each other. This can be done in multiple ways. In the figure on the left, one option is shown. This way of positioning the circles is different for every circle, when a circle gets further away, the circle get rotated more. As far as the optical illusion: all shapes are actual circles but because of the rotation some look like ovals.

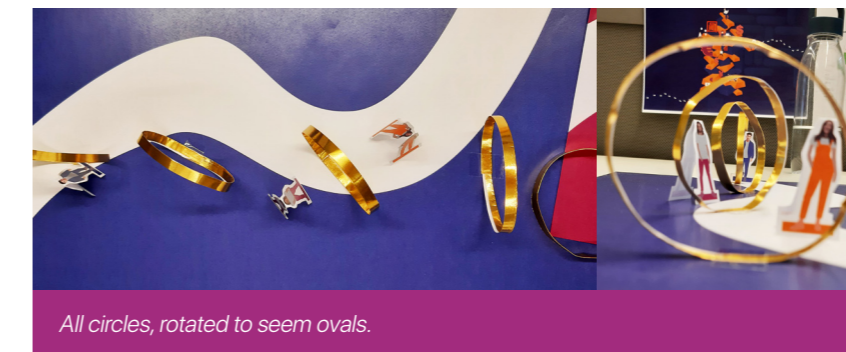
The figure on the right shows the prototype of another option, where the shapes seem circles in the first place (from the front) but appear to

be ovals when walking towards them.

For the manifestation it is important to keep in mind what the main requirements are. One of them was to trigger the people to come inside and guide them towards the entrance of DNB. The pictures the right figure show that when shapes seem circles from the front, it looks like a tunnel that asks for you to walk through it.

As a conclusion, this is why the shapes are located right after each other, some actually

are ovals even though they look circles from the beginning of the tunnel, and they are big circles that you can walk through, supported by the ground of the Frederikspark.



All circles, rotated to seem ovals.



Some are circles, some are ovals. Rotated to seem circles.

I Session at DNB

A creative session was organised to support the process of finding out what the essence per circle should be. The goal for this session was to get input, from the perspective of the NNC and DNB, on what is valuable to communicate to the visitor.

Setup

There were seven participants in total (four male, three female) and they are employed at the departments of the NNC or involved with the renovation.

The preparation for this session was different from the previous session with fellow Industrial Design Engineering students. The students were familiar with sessions like this and are experienced in design thinking. The employees at DNB did not participate in a creative session before. This meant that a clearer introduction was needed where the rules were important (see page 126 for the rules, the same rules were used in this session) and through a warming up game.

The session had the following components:

1] Warming up

With the use of a game, the participants practiced writing everything down quickly that came up in their minds on post-its. From a piece of paper with a duck on it in the middle, they had to associate their way to the finish line. For example: duck - yellow - banana -

health - sports. Two teams were competing against each other. One team ended up with Huygens and the other one with the Dutch queen Maxima. It surprised them that the outcomes could be so different than the duck they started with.

2] Associations with value

Secondly they were asked to create associations with the concept value and paste it on the word 'value' that was located in the middle of the table. The associations could come from their perspective from DNB or the NNC, but also from a more personal perspective or from the perspective of the future visitors. They started easily with objective examples of value such as gold and savings. When they stopped writing and the creativity was died out, questions were asked (by me, as facilitator) such as: what do you think is valuable for DNB to reflect on the visitors? What is the most valuable thing you own? What makes this valuable? And; What would be valuable to my target group (young adults)? This made them think again and either start a conversation about it or write

down more post-its.

3] Grouping, rating and clustering

After this, the participants quickly made groups out of the post-it chaos. They got three little stickers per person to put on the groups that they found most important. They were asked to think as representatives of DNB and the NNC, as well as speaking for themselves. From the groups with the most stickers, explicit clusters were made. These were made by sticking the post-its on cluster-sheets with room for a title. These final clusters form input for creating the essence per circle.

"There is a low threshold, then you get seized with the stories. This will make them wonder what will be in the next circle. Step by step you get lured. Very cool."

Participant (2020)

"I wonder in what ways you could demolish the circles."

Passively aggressive participant (2020)



J

Stories used in 'Storytesting'

For every topic, a story was written. Some based on true stories, some fictional and some quotes. The stories were written and spoken in Dutch because of the mostly Dutch people that participated in the test.

The stories (translated to English):

Objective value

The most expensive object from the NNC is a golden token from the year 600 ad.. It has an estimated value of 1 million Euros. It is worth that much because it is made of solid gold, it is quite big and beautifully decorated on both sides. It is also unique, there are no similar tokens preserved from that time.

Fictive story, similar to a real story

There are two 'DNB value' stories. They are both about the DNB value 'trust'. The A version is based on what DNB currently communicated to the public. However, as a designer, I believe that the visitors of the bank need a more personal approach. Therefore version B was written as well.

DNB values A, DNB language

Trust is one of the most important values for DNB. Public trust in financial institutions is a prerequisite for the functioning of the financial system, that is essential for the development of the real economy.

*Retrieved from DNB document:
DNB2025 Visie en strategie DNB*

DNB values B, personal language

Trust is an important value for me. I can always call my best friend. He is always there for me whether it is about a lift to soccer or a good talk. That is the most valuable in life: family and friends that you can trust.

Fictive story

Historical value

The first medals were earned in South-Korea. The phenomenon Olympic Games started in the 8th century BC. Amsterdam hosted the 9th edition of the Olympic Games in 1928. A token has been made for this occasion. This token with historical value is part of the NNC and is kept inside of the DNB building.

Retrieved from DNB.nl:

<https://www.dnb.nl/over-dnb/nationale-numismatische-collectie/munt-van-de-maand/dnb372521.jsp>

Emotional value

My grandmother wears many rings around her fingers. When I was little I loved to play with them. A While ago they became too small and she had to put them off. I could choose one of them, I always wear it now. My grandmother

is very valuable to me, this ring reminds me of her and therefore has emotional value.

True story by Eva Taylor Parkins

Norms and values

When you are in your car and you emptied a can of coke, you do not just throw it through the window. The world is valuable for me. I think it is valuable to respect the environment and throw your trash in a bin.

Fictive story

Self-esteem

It is valuable for me to have a healthy relationship with yourself. I used to eat nothing for a while during the day because I wanted to lose weight, afterwards I ate everything in the pantry. That made me unhappy and that is when I started to take care of myself. It on the inside, you really need to dare to feel what you need to feel. Being connected with yourself is the most valuable thing in life. Only after this you can be there for others.

True story by Mayra Louise:

<https://www.bedrock.nl/mayra-louise-interview-body-positivity/>

My grandmother wears many rings around her fingers. When I was little...

When you are in your car and you emptied a can of coke, you do not just...

Trust is one of the most important values for DNB. Public trust in financial...



Walking through the park and hearing the different stories in different circles.

Stories used in 'Storytesting'

Initial stories, in Dutch:

Objectieve waarde - duurste object NNC

Het duurste object uit de Nationale Numismatische Collectie is een gouden penning uit het jaar 600 n.Chr.. Naar schatting is hij 1 miljoen euro waard. Hij is zo veel waard omdat hij gemaakt is van puur goud, hij is vrij groot, en hij is prachtig gedetailleerd versierd aan twee kanten. Ook is hij uniek, er zijn geen vergelijkbare penningen uit die tijd.

DNB waarden - DNB taal

Voor De Nederlandsche Bank is vertrouwen een van de belangrijkste waarden. Publiek vertrouwen in financiële instellingen is een voorwaarde voor het functioneren van het financiële stelsel, dat op zijn beurt essentieel is voor de ontwikkeling van de reële economie.

DNB waarden - persoonlijke taal

Voor mij is vertrouwen een belangrijke waarde. Mijn beste vriend kan ik altijd bellen als

ik dat wil. Hij staat altijd voor me klaar, of het nou gaat om een lift naar voetbal of een goed gesprek. Dat is de meest waardevolle basis-behoefte in het leven; vrienden en familie die je kan vertrouwen.

Historische waarde - Olympische spelen

In Zuid-Korea zijn de eerste medailles verdiend. Het fenomeen Olympische spelen ontstond in de 8ste eeuw voor Christus. Amsterdam was in 1928 gastheer van de negende editie van de zomerspelen. Ter gelegenheid hiervan is een penning gemaakt. Deze penning met historische waarde, is onderdeel van de Nationale Numismatische Collectie en ligt binnen bewaard bij De Nederlandsche Bank.

Emotionele waarde - sieraad oma

Mijn oma heeft veel ringen om haar vingers. Als klein meisje zat ik daar altijd mee te spelen. Een tijdje terug werden een aantal van die ringen haar te klein en moest zij ze af doen. Toen mocht ik er eentje uitkiezen, die ring draag ik

nu altijd. Mijn oma is heel waardevol voor mij, deze ring herinnert me aan haar en heeft dus veel emotionele waarde.

Normen en waarden - respect milieu

Als je in de auto zit en je hebt een blikje cola leeggedronken, dan gooi je het lege blikje niet zomaar uit het raam. Voor mij heeft de wereld grote waarde. Ik vind het dus waardevol om respect te hebben voor het milieu en je afval gewoon in de prullenbak te gooien.

Eigenwaarde - connected met jezelf

Voor mij is het waardevol om een goede en gezonde relatie met jezelf te hebben. Vroeger at ik overdag een tijd niks omdat ik wilde afvallen, en daarna at ik de halve voorraadkast leeg. Daar werd ik ongelukkig van en toen ging ik echt voor mezelf zorgen. Het zit aan de binnenkant, je moet echt durven voelen wat je moet voelen. Connected zijn met jezelf heeft de hoogste waarde in het leven. Pas dan kan je er voor anderen zijn.

Stories used in 'Testing the circle experience'

Initial stories, in Dutch:

Story 1 Used in the circle testing

In Zuid-Korea zijn de eerste medailles verdiend. Het fenomeen Olympische spelen ontstond in de 8ste eeuw voor Christus. De eerste keer dat Nederland het organiseerde was in Amsterdam in 1928, de negende editie van de zomerspelen. Ter gelegenheid hiervan is een penning gemaakt. Deze penning met historische waarde, is onderdeel van de Nationale Numismatische Collectie en ligt binnen bewaard bij De Nederlandsche Bank. Neem eens een kijkje! En ontdek nog meer waardevolle objecten.

Story 2 Used in the circle testing

Voor mij is het waardevol om een goede en gezonde relatie met jezelf te hebben. Vroeger was ik alleen maar bezig met anderen pleasen en zijn wie ik dacht dat zij wilden zien. Maar ik werd pas écht gelukkig toen ik het dicht bij mezelf ging zoeken. Geluk zit aan de binnenkant, je moet echt durven voelen wat je moet voelen. Connected zijn met jezelf heeft de hoogste waarde in het leven. Pas dan kan je er voor anderen zijn.

K Prototyping and testing

To test the concept and find possible weaknesses or confirm strengths, two tests were set up. The first test questions the stories that were written for the circles. The second test is to find out how people act if they see the circles.

Storytesting

This test was set up to give answers to the following questions:

- What stories do people find most interesting to listen to?
- What makes the story suitable or unsuitable?
- Is the order of stories logical?

This test was operated in a quiet environment. The participant sat at a table with a test sheet and a speaker. After each story, they were asked to fill in the part of the sheet for that story. On the sheet they could indicate to what extent they found the story interesting and what, according to them, was the main issue addressed by the story. This helped in understanding how the participant interpreted the story, as well as to make the participants remember what each story was about. This was needed because questions were asked afterwards. They were asked to explain why they rated the stories the way they did. This answered the second sub question of the test.

The stories were voiced by a male in a quite official tone. The official tone of voice was chosen because of the image and position of DNB and because it needs to be clearly understandable.

This test was conducted with eight Dutch people from the faculty of Industrial Design Engineering (4 male, 4 female). Four participants (2 m, 2 f) heard the stories from 1 to 7, and four participants heard it from 7 to 1. After indicating the levels of interest, they were asked to explain whether they found the order logical.

Results of 'Storytesting'

The results are not based on exact numbers of people who said something, but it is based on what the tendency was along the participants combined with what I as a designer found important or interesting. This also applies to the test results of the circle experience.

It is impossible to meet all visitors preferences, but in general the more personal stories were preferred over the generic

stories. Nonetheless it should be not too personal, since this might speak to some but exclude others who do not have that personal experience. The story needs to be personal, but universal enough to be interpreted slightly differently for different people.

Some participants indicated that they would especially like to hear stories that have extremer and therefore more amusing information. The stories now are a quite dull and predictable. They need something that grabs them by the guts.

Many participants mentioned that they did not know what the NNC is. This led to both confusion and disinterest.

It might be more varied and attractive when different people talk in different circles.

Something visual can strengthen the auditory part. For instance, if you could see the jewellery of the grandmother, it would be more engaging.



The stories about the Olympic Games and self-esteem were rated highest, relatively because of the subject from the real life and the universal topic. These two stories were chosen to use in the physical test of the circles in the next chapter. They had a small iteration based on the results of this test. The tone of voice is less computer-like and more personal, like somebody is talking to you.

The exact stories that are used for the storytelling test (in Dutch) and for the circle experience test of next chapter, can be found in appendix J.

"I don't feel addressed in this story. It talks about rings of a grandmother. I don't even have a grandmother."

Participant

Testing the circle experience

This test was set up to give answers to the following questions:

- Do people naturally walk through the circles?
- Do they stop for the stories? Do they listen to the stories? What do they think of the stories?
- Does the combination of the optical illusion and the storytelling work well?

The prototype was built of double layered 9 mm MDF panels that were laser cut into small building parts. These parts were layered half on top of each other and connected with screws, see the figure on the bottom of this page for a part. This construction made the circles stable enough to be kept up by simple support parts, see the figure on the bottom of this page. The circle has a 2000 mm inner diameter and the oval is 2000 mm x 3000 mm. The thickness of the circles is 100 mm. The oval had to be oriented at approximately 45 degrees. Small boxes for the speakers were mounted to the highest points of the prototypes. The sound was directed

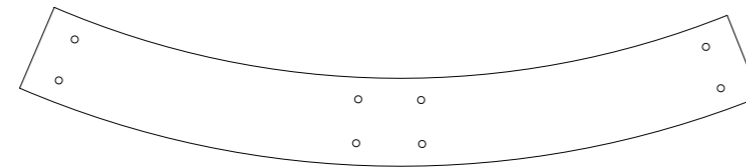
downwards to the participants.

For the prototype, only two circles were made because it would be expensive to make all six circles and importantly, it would not add much insights to answer the questions for this test. Two circles are enough to test the optical illusion, whether people walk through them and what they think of the experience.

The ideal location for the test seems to be the Frederikspark itself. However, the situation at DNB is not yet what it will be in 2024. It is much more quiet and the entrance of DNB is not on the side of the park yet. This, in combination with the fact that the prototype is not easily transportable to Amsterdam (and was made in Delft), made the faculty of Industrial Design Engineering a better location. There are enough people who are passing by, but it is not overly crowded. The test was initially located outside of the entrance, in such

a manner that the end of the tunnel would be the entrance. However, the Dutch weather did not cooperate and provided the location with a lot of wind and rain. In the end, the prototype was set up inside of the faculty. Instead of the circles guiding the people inside, they guided them outside. The downside to testing this inside is that sound evaporates easily outside and less quickly inside. However, because the faculty hall is extremely large, this difference is minimal.

The stories were improved stories from the 'Storytesting' session, see appendix J. Based on the results was one story voice by a male and one by a female, the tone of voice was more relaxed and personal and two stories (subjects) that were ranked highest were rewritten.



Part of the circle that was laser cut from the MDF.



Participant looking at the circles from the front, the door he wants to go through is located in the end.

"The oval really looks like a circle. Together they almost look like a spiral you get sucked into, especially when there are more circles!"

Participant

This test was conducted by three people; one asked the participants questions afterwards and made notes, one made sure the stories were played at the right time and one made pictures. As note taker and interviewer, I tried to let the participants experience the prototype themselves and only afterwards replied to their questions and asked them questions. Questions were also asked to people who did not interact with the prototype and just walked by.

In about two hours, over 60 people interacted with the prototype. Circa 40 people were interviewed. The results will be discussed in the next paragraph.

Results of 'Testing the circle experience'

When judging the input from participants it is taken into account that most of them are design students or teachers. The most interesting results from the test are listed below:

Roughly half of the people walked by the circles, instead of walking through them or listening to the stories.

This had various reasons:

Clumsiness; the threshold might make them trip and fall while everyone in the faculty could watch. They did not know it was meant for them, there was no clue that is meant to walk through.

It was not exactly on their route of walking. People tend not to walk an extra meter when walking to a destination.

It grabbed the attention of the people around, they came to see the prototype from up close and asked was it was and for

what project it was for. Some even jumped through it like a dolphin or pretended to get teleported when stepping through a circle.

The rotation of the ovals made the frontal view not perfect. This was due to that the circles were made of flat material that was broader than it was thick.

The optical illusion was mentioned by several people and appreciated. Also after explanation of the concept almost every person really liked the idea.

Many people who are on their way have headphones on. They are secluded from sound that is around them, and they do not know when the stories were played.

Sometimes the story was started too late, this made it unclear if it was played for them or as an automatic play. This was mainly because it was hard to know when to start the story; when somebody steps into the circle or when someone passes by?

Some people really liked the stories, while others did not.

There was positive en negative input:

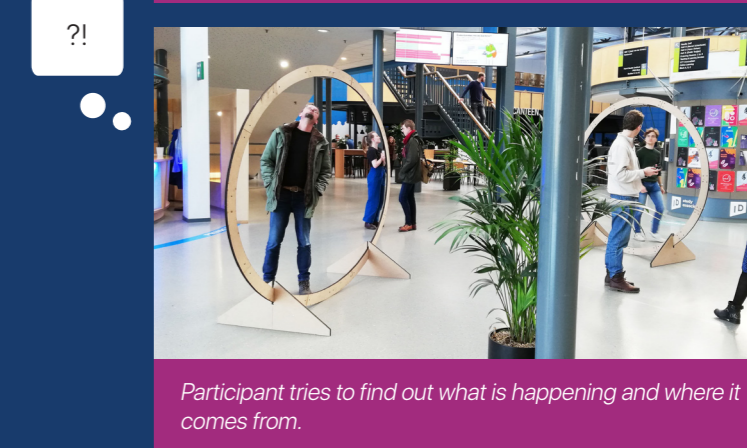
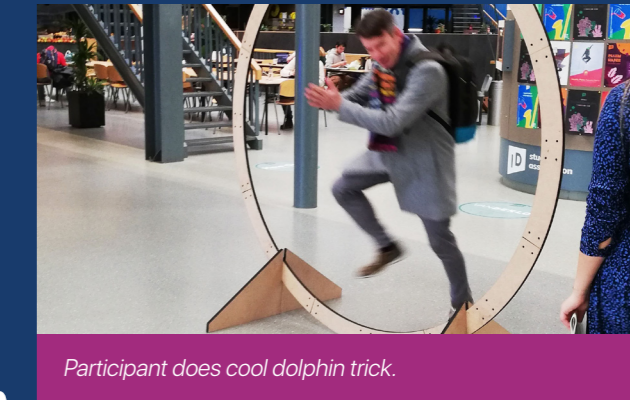
Many people indicated that the stories were slightly too long. The story of the token from the Olympic Games was found to be less interesting than the self-esteem one.

The fact that a real person is talking makes you feel personally addressed.

Especially the male voice was highly appreciated. There was some difficult vocabulary used, this immediately deters people.

When the talking started, most of the people did not know where to look, which sometimes made it awkward.

The language was a problem because there were several international people. In Amsterdam this problem would also occur.



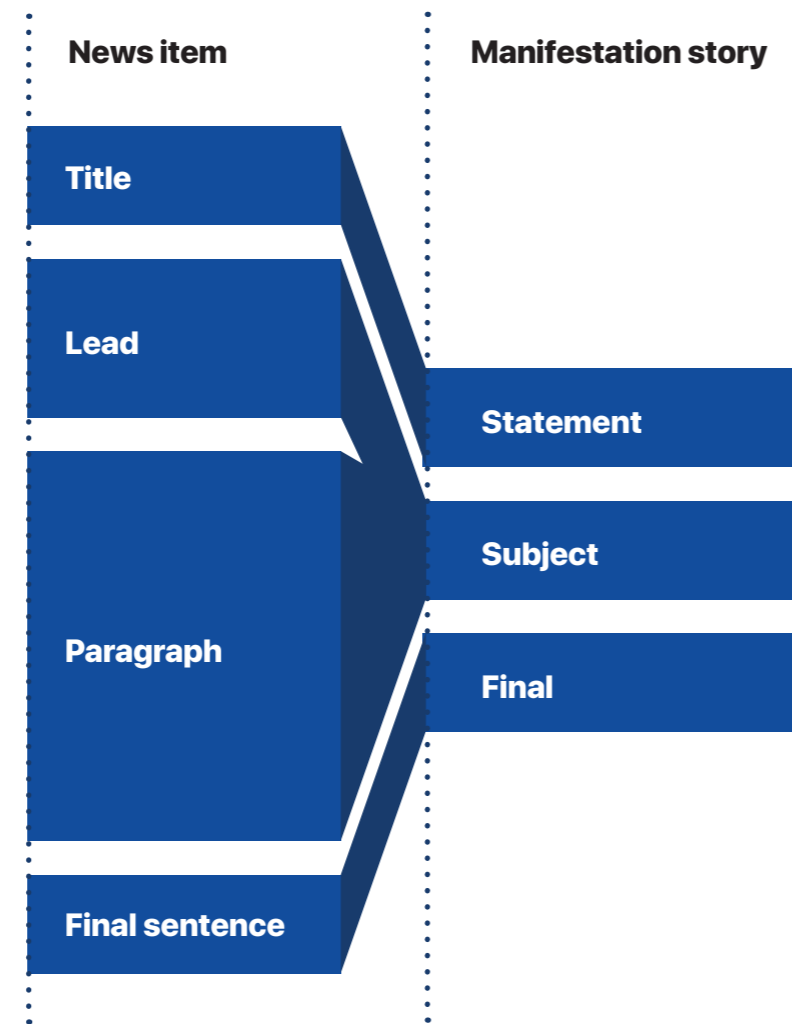
L The stories

To be able to write good stories and to solve problems that emerged from the tests, an expert from this field explained how a good story is built up. Gerrit Hendriksen is a journalist who works at ANP (Algemeen Nederlands Persbureau) at the foreign affairs department. He describes the content of a news item as follows: it starts with a title, this is catchy and short. Then a lead follows with a summary of the item that invites people to read the rest of the article. After this comes a paragraph that contains the full text. The article closes off with a final sentence that makes people remember what they just have read.

The goal for the manifestation is to do this all, but in a very short way. The stories will have three sentences:

- [1] Statement. This can be the 'title' and triggers peoples attention.
- [2] Subject. This is a sentence about one of the topics of sides to value.
- [3] Final. This sentence can be a question or other catchy ending.

The goal of the final is either one of these three: making people go inside of DNB to find out more, making people interested to hear what can be found in the next circle or making people remember what they have heard to let them over think the subject another time.



Creating sparkles at De Nederlandsche Bank

