

# **Future focussed Service design**

**A framework on coping mechanisms  
for people at risk at becoming homeless**

# Thankword

## THANKWORD

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Master Thesis Design For interaction

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# Abstract

This thesis explores the development of a future framework designed to address the complex and multifaceted issue of homelessness in The Hague. The future framework aimed at creating sustainable, user-centered services. With homelessness on the rise due to factors such as migration, economic instability, and housing shortages, there is an urgent need for innovative, forward-thinking solutions. This research was conducted in collaboration with the D&K advisory team of the Municipality of The Hague, focusing on the reframing of current approaches to create a more comprehensive and effective service design for those at risk of homelessness.

The methodology employed includes the Reframing Method, a design approach that encourages stepping back from conventional perspectives to explore new possibilities. The research involved extensive interviews with experts, observations, and literature reviews, which were synthesized into a future framework that anticipates the needs and challenges of the homeless population in 2035. This framework serves as the foundation for

designing services that are not only reactive but also proactive, aiming to prevent homelessness before it occurs. The framework organized the information and resulted in the development of a service design called FliptheScript. The design specifically addresses one of the coping mechanisms identified in the framework. This service aims at early prevention of homelessness by focusing on people who stagnate because of shame, caused by financial issues.

Results: The service design, FliptheScript, was subjected to user testing, which provided positive evidence of its effectiveness in improving the personal narrative of the test subject. The tests revealed that the design successfully engaged users and addressed key challenges identified in the research.

Discussion: The outcomes suggest that a forward-looking, framework-based approach can significantly enhance the delivery of municipal services, making them more adaptable and responsive to the needs of vulnerable populations. The

project demonstrates that integrating such a framework into the design process can lead to more effective interventions, which can be crucial in preventing and addressing homelessness. The findings suggest that by adopting a long-term perspective and focusing on the broader social context, municipalities can create more effective, user-centred services that address the root causes of homelessness. The project concludes with recommendations for further development and an assessment of the overall process, providing valuable insights for future research and design in this critical area.

Keywords: Homelessness, Early detection law. Municipality of The Hague, Service Design, Reframing Method.

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### STRUCTURE OF REPORT

The report is structured in four main parts.

Part 1 is the establishing the project, which goes into detail about how and why the project is set up and important background information. Part 2 shows the outcome the research phase: The future framework and goes into detail about the process which was followed to come to this framework Part 3. explains the design phase and service design created. Part 4 consists of a small user test and evaluation, recommendations and reflection.

# Part 1.

# Establishing

# the Project

## ESTABLISHING THE PROJECT

This first part of the thesis has as a goal to introduce the reader to the project as a whole and give background on the current situation.

This part consists two main chapters. The first chapter contains the introduction to the Thesis, The design goal ,design approach and method, and an explanation why the thesis is relevant. The second chapter explains the subject of homelessness in The Hague, together with and analysis of the existing homelessness services of the municipalities.

## INTRO TO CHAPTER 1

Chapter 1.1 introduces the thesis as a whole, Chapter 1.2 explains how this thesis aims of creating the relevance, Chapter 1.3 goes into the design goal and project approach. Lastly chapter 1.4 introduces the Reframing Method.

# 1.1 Introduction Thesis Project

*“Just walk through a park or nature reserve. The number of tents shows how big the problem is.” -D66*

In the past two years, following a prolonged period of stability in the Netherlands, the number of homeless individuals has begun to rise. The figure reached 30.6 thousand in 2023 (CBS, 2024). While the CBS does not classify this increase as alarming, reports indicate that this trend, driven by migration, inflation, and housing shortages, is both concerning and unacceptable (RTL Nieuws, 2024). In response to these figures, Acting Secretary of State for Health, Welfare, and Sport, Van Ooijen, emphasized the critical importance of addressing this issue, highlighting that the impacts of the war in Ukraine, high inflation, and an overheated housing market are now manifest in the data (NOS, 2024).

In January 2024, the Association of Netherlands Municipalities (VNG) sent a letter to the House of Representatives addressing the rising homelessness numbers and calling for

increased attention to combating this issue. The letter, co-authored by several organizations, including Aedes, Valente, the Dutch Mental Health Care Association, the Salvation Army, HVO Querido, and De Tussenvoorziening, underscored the need for a collaborative effort (Vereniging van Nederlandse Gemeenten, 2024).

With one out of three homeless individuals being registered in one of the four major cities—Rotterdam, Amsterdam, The Hague, and Utrecht (CBS, 2024)—the increase in homelessness is becoming increasingly visible in The Hague. The D66 party has even indicated that the city is becoming the capital of homelessness (D66 Den Haag, 2023). Individuals are being forced to sleep in tents in public parks, creating hazardous situations for themselves, park-goers, and the surrounding nature (Omroep West, 2023).

Furthermore, the disturbances attributed to homeless individuals at Den Haag Central Station have escalated to an uncontrollable level, prompting NS to relocate the benches behind the public transport gates (NOS, 2023).

Homelessness is not solely a housing issue but often involves complex problems related to financial security, healthcare, and social exclusion (Bruyning, House of Representatives debate, 2023). Besides the traditional group of individuals with psychosocial issues, corporations frequently cite divorce (59 percent) or financial problems (64 percent) as causes of homelessness (Aedes, 2021), emphasizing the importance of financial aid as a preventive measure. As noted in the Nationaal Actieplan Dakloosheid (2022), the Dutch state aims to significantly and structurally reduce homelessness in the

Netherlands, ensuring that by 2030, no one is involuntarily sleeping on the streets. The focus should be on providing guidance towards housing and preventing homelessness, as Van Ooijen suggests. In line with this objective, the municipalities of The Hague have committed to focusing more on prevention (Den Haag FM, 2023) and to developing ‘the best’ services to combat homelessness by 2030 (V0.4 Verbeteren Dienstverlening Dak-en Thuislozen, Gemeente Den Haag, 2024).

However, it remains unclear what constitutes ‘the best’ service. The role of the “SZW Dienstverlening, Klachten en Burgercommunicatie” team (public service, complaints, and civil communications team, hereafter referred to as the Dienstverlening & Kwaliteit advisory team

is pivotal in this context. To design 'the best service' for The Hague, the D&K advisory team is tasked with mapping out the current experiences, needs, and pain points of users of homelessness services and employees, as well as assessing the efficiency and effectiveness of these services. Their aim is to develop an ideal future scenario for the municipality of The Hague's services for the homeless and to create realistic improvement scenarios (V0.4 Verbeteren Dienstverlening Dak-en Thuislozen, Gemeente Den Haag, 2024).

This thesis is written in collaboration with the D&K advisory team. The objective of this thesis is to draft a future framework and, based on this, to create a service design for individuals who are homeless or at risk of becoming homeless in The Hague. Given the need for service concepts that are both effective and future-proof, it is essential to understand the future context of homelessness in The Hague. This complex topic underscores the importance of demonstrating and understanding the various aspects of homelessness and their interrelations. The framework developed can be utilized by municipality of The Hague to guide the ideation and creation of services, considering future contexts. Chapter 1.3, "Relevance of the Thesis," elaborates on the importance of this study. The research phase of this thesis aimed to gather insights and data by combining interviews with experts, observations, and literature reviews. Integrating different sources of information enhances the diversity of data used in the

future framework.

The report is structured into four main parts. The first part comprises the project setup, the relevance of the thesis, and background information on the subject and currently provided services. Part 2 presents a future framework that can serve as a basis for redesign, as well as a redesigned service. These constitute the main results of the thesis. Part 3 details the process leading to the development of this framework and design. Part 4 addresses the evaluation of the design and provides recommendations for further development. This chapter also includes an assessment of the overall process and a personal reflection on the graduation journey.



# 1.2 Thesis relevance

The homelessness crisis in The Hague affects thousands of individuals, including vulnerable youth, families, and migrant workers (Omroep West, 2024). With the increasing visibility of homeless people, the importance of research into this topic appears unquestionable. Within this chapter, the specific goals on how to make a relevant contribution are explained.

### Addressing a pressing societal Issue

This thesis aims to shed light on the underlying causes and manifestations of homelessness, exploring how digital barriers, financial instability, and the housing crisis contribute to the problem in the upcoming 10 years. By proposing a future framework and service designs, the thesis seeks to improve the well-being to some extent of vulnerable members of society.

### Informing decisionmaking within the Municipality of The Hague

The findings and recommendations from this thesis can provide valuable insights and inspiration for policymakers and municipal authorities. By creating a future framework that incorporates the perspectives of experts, literature research, and observations, the thesis offers a comprehensive exhibition of a possible future situation. This can guide the development of more effective policies and interventions to address homelessness in The Hague (Straat Consulaat, 2024).

### Inspiring future user centered service designs

The proposed framework and service design aim to improve the delivery of services to homeless individuals or those at risk of becoming homeless. By identifying future

scenario's, it can help breach the gap between the current service design and effective future service designs, the thesis can help municipalities enhance their support systems, making them more responsive and user-centered.

### Help inspire out of the box thinking

Utilizing the ViP (Vision in Product design) method encourages innovative thinking in addressing the homelessness crisis. This approach can inspire new, creative solutions that go beyond traditional methods, potentially leading to more sustainable and impactful interventions (NOS, 2024).

### Empowering Stakeholders through interviews

The research process includes interviews with experts in the field, ensuring that the voices of those directly involved in dealing with homelessness are heard. This participatory approach empowers stakeholders by involving them in the problem-solving process and ensuring that their insights and experiences shape the proposed solutions (Den Haag FM, 2024).

### Long-term focus for Homelessness

By proposing a future framework, the thesis provides an example of how a long-term perspective is crucial for developing interventions that are not only reactive but also proactive, aiming to prevent homelessness before it occurs (Kansfonds, 2024).

### Enhancing Public Awareness through publication and presentation

The dissemination of this thesis can raise public awareness about the homelessness crisis and the importance of innovative solutions. Increased awareness can lead to greater community involvement and support for initiatives aimed at reducing homelessness (NOS, 2024).

### Academic Contribution through case study.

The thesis contributes to the academic field of interaction design by applying the ViP method to a real-world social issue. It demonstrates the applicability and value of design methodologies in tackling complex problems, thereby enriching the academic discourse on design thinking and social innovation.

### Conclusion

In summary, the relevance of this thesis lies in its potential to inspire policy, enhance service delivery, promote innovation, empower stakeholders, contribute academically, provide a strategic vision, and raise public awareness about the homelessness crisis in The Hague. By addressing these areas, the thesis not only contributes to the academic field but also offers practical and social benefits that can help mitigate homelessness and improve the lives of those affected.

# 1.3 Design goal and approach

### Project Goal.

The D&K team of municipality of The Hague is in the beginning phases of redesigning its services by mapping out the user journey of the current services. They do so by identifying their strengths and weaknesses within the client journey. While their approach focusses heavily on the exiting services, this thesis focusses on research and design with a broader social perspective.

This stems from a desire to search for opportunities that might be more innovative than solely evaluating and building on current services' weaknesses. It also takes into account the complexity of the situation. To do so, the thesis adopts a more holistic focus.

The project's goal is to examine the developing situation of homelessness, independently of the current services and the municipality, and

using this as a basis for design.

To achieve this, the Reframing Method, also known as the ViP-method, was chosen as a guiding structure throughout the research. This method encourages designers to step back from conventional perspectives and explore new ways of thinking about design challenges, particularly valuable for addressing complex, ill-defined problems where traditional design approaches may be inadequate (Reframing Studio, n.d.). More about using the ViP method can be found in the Chapter 1.4.

One of the deliverables of this thesis is a framework that can serve as a basis for ideation and conversation within municipalities. Additionally, a design showcasing how this framework can be used to create new and considerate services will be provided.

*Researching solutions which are outside of the box and future proof*

Another strong focus of this thesis is on human-centric research and design, placing human behaviour and well-being as a leading point, with a lesser focus on financial or corporate gain.

The research and design is first and foremost aimed at considering the broad social perspective, this without using the current services as a starting point for design. This is driven by the goal to creatw more a more out of the box service design and at providing an outcome applicable on a wider scale beyond the D&K advisory team.

### Scope

Researching homelessness as a whole can be overwhelming due to its complexity. To maintain focus, a specific domain was chosen to guide the research. This domain outlines

the subjects considered during interviews, literature reviews, and observations, serving as a reference during the research process.

The domain comprises three interconnected themes, developed based on initial conversations with TUDelft coaches, contacts within the D&K advisory team, a literature review, and an interview with someone utilizing homeless services. These themes are as shown in figure 1:



Figure 1. The domain

1. **Non-Self-Reliant Individuals:** The term “self-reliant homeless person” is used by municipalities to assess whether individuals can organize help from social networks or lack support. Conversely, some individuals, deemed self-reliant, do not receive municipal aid. This raises questions about the criteria for self-reliance and the existence of self-reliant homeless people.

2. **Norms in Dutch Society:** Norms are challenging to define. For example, the van-life movement is seen as a lifestyle choice, whereas living in a van due to financial constraints is viewed as problematic. This research explores when deviations from the norm are perceived as issues.

3. **Citizens’ Trust:** There is evidence of a lack of trust between citizens and the government, exacerbated by excessive paperwork required for financial or housing aid, which demands proof of homelessness. This issue is linked to organizational failures in maintaining a trustworthy and open environment, one of the values of The Hague Municipality. This research investigates the origins of this distrust and ways to rebuild trust.

**Research**

The research aims to gather information about the factors contributing to homelessness in 2035. To achieve a diverse data set, the thesis draws information from literature, interviews with eight experts, and fieldwork

observations. While some information can be found in literature, such as statistical predictions and goal documents, insights into human development come from those with field experience. Ethical considerations prevent interviews with currently homeless individuals to be leading in the research, as people might feel obliged to participate or are unable to give informed consent. Instead, the thesis relies on expert experiences. To evaluate the design’s effectiveness, a small user test is conducted, resulting in recommendations for further development. Detailed specifics about the research plan can be found in Part 3, Chapter X.

**Project Phases**

The project consists of four stages, as visualized in Figure 2:

1. **Exploration Phase:** This phase includes expert interviews, literature reviews, user interviews, and observations (diverge).
2. **Defining Phase:** Insights from the exploration phase are structured and analyzed to create a framework (converge).
3. **Creating Phase:** Focussing on one aspect of the framework, this phase generates several ideas (diverge). The most fitting concept is selected and detailed into a final design (converge).
4. **Evaluation Phase:** The final stage involves testing and evaluating the concept, ending with recommendations for further research, development, and implementation.

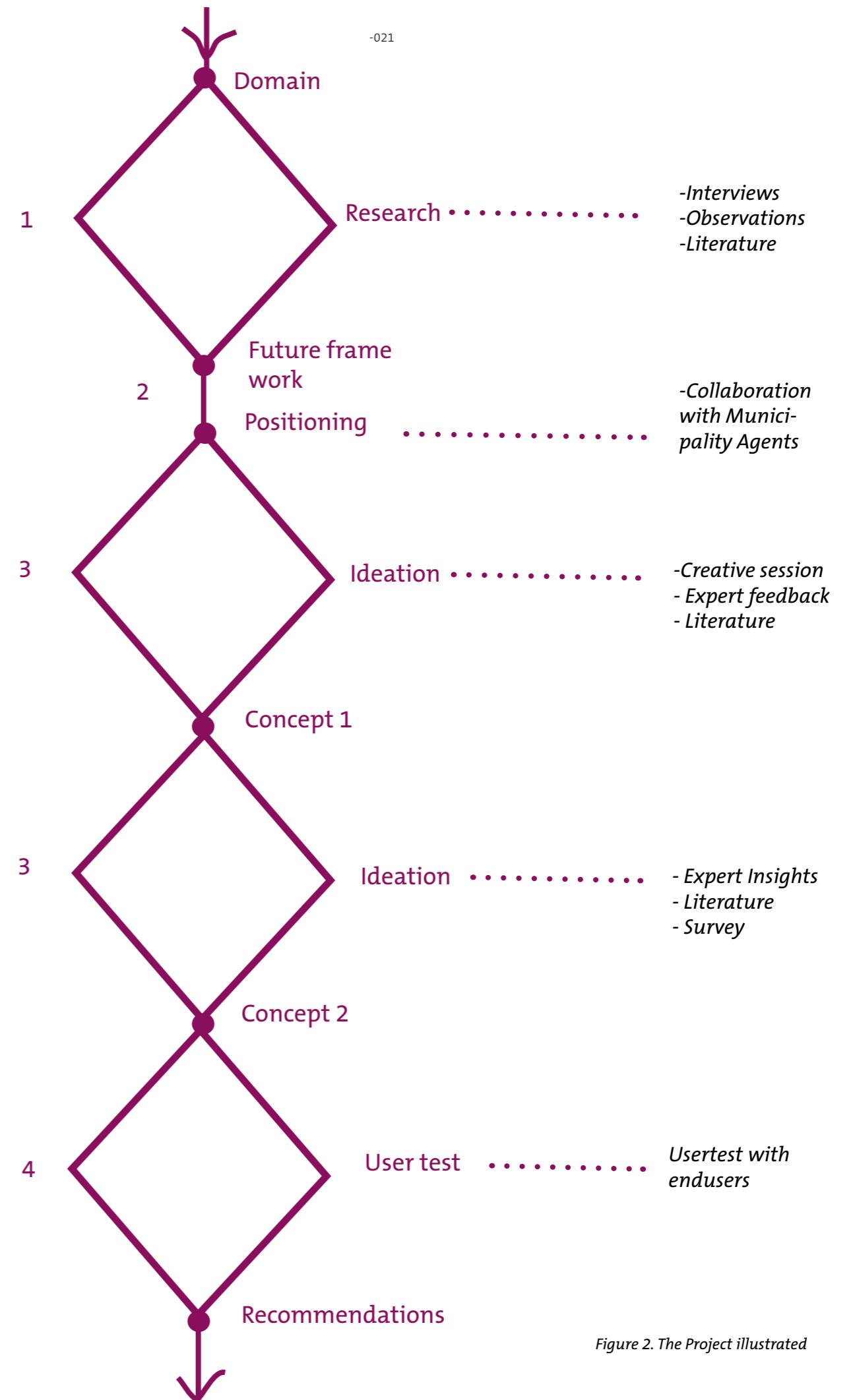


Figure 2. The Project illustrated

# 1.4 Reframing Method

The graduation report adheres to the Reframing Method, also known as the ViP-method, which was initially developed at TU Delft and is now widely applied in the design field. This chapter introduces the steps of the Reframing Method and explains its relevance to the graduation project. The report explores the application of the Reframing Method to create future-oriented solutions for homelessness services in The Hague. This method involves several steps: Deconstruction, Future Context, Positioning, Design, and Transition, all of which are explained further in this chapter.

**Rationale for Choosing the Reframing Method**  
Developed by Reframing Studio, the Reframing Method is a design approach aimed at generating innovative solutions by reinterpreting and recontextualizing existing problems. This method encourages designers to step back from conventional perspectives

and explore new ways of thinking about design challenges. It is particularly valuable for addressing complex, ill-defined problems. The Reframing Method prompts designers to critically explore potential futures, contexts, and possibilities rather than merely addressing immediate problems.

The context of homelessness is particularly well-suited to the Reframing Method, as it is a significant societal issue that is difficult to fully understand using traditional design tools. Moreover, the Reframing Method was only partially covered in the Bachelor of Industrial Design Engineering and the Master of Design for Interaction programs. Choosing this approach compels me, as a designer, to follow a new design methodology from start to finish.

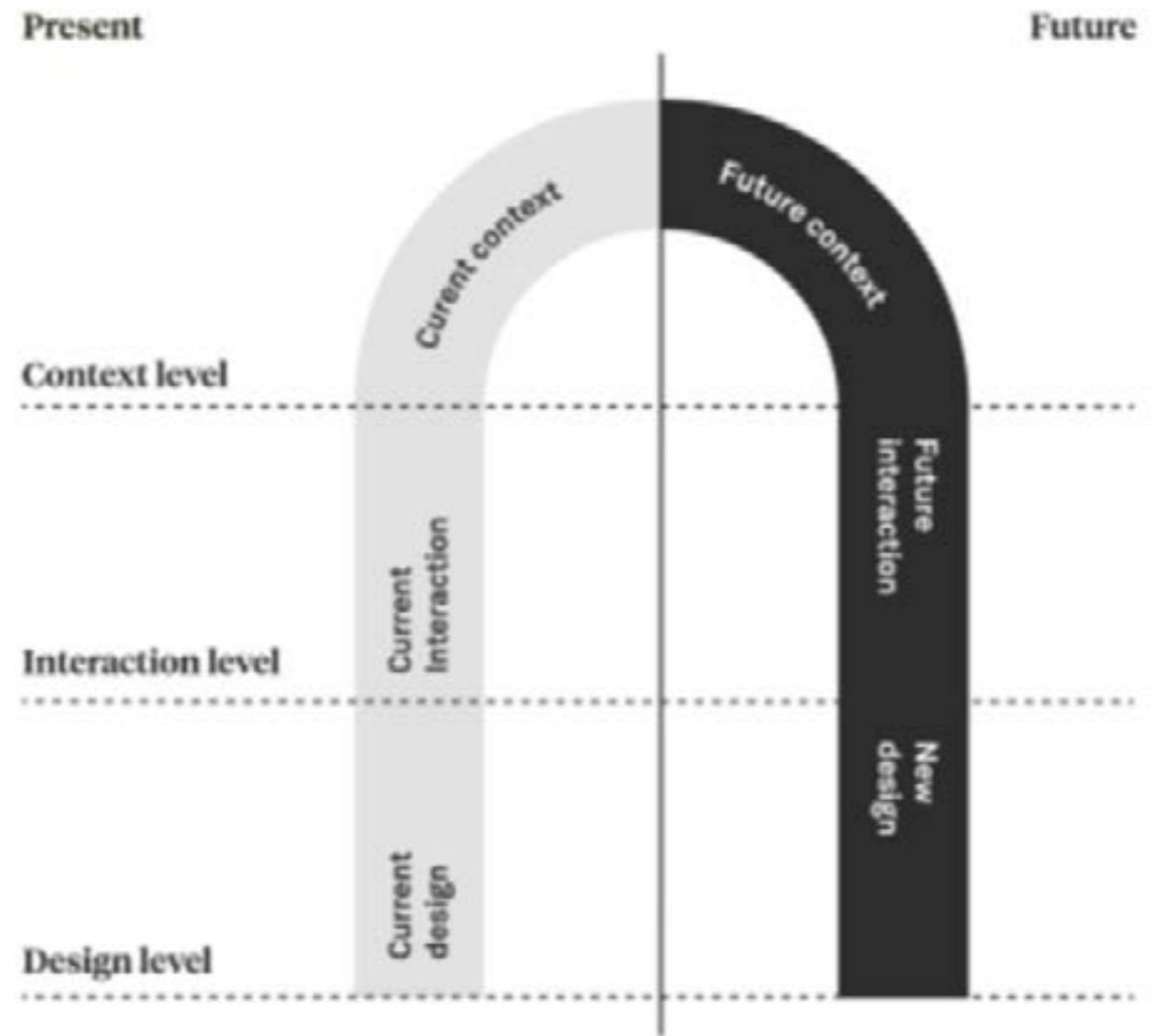


Figure 3. The Reframing Method

### Steps of the Reframing Method

As can be seen in figure 3, the method considers two distinct time frames: the present and the future. The steps are as follows:

1. **Deconstruction:** The deconstruction phase involves understanding whether current systems, services, or products remain meaningful within the present context. This phase analyzes existing designs and evaluates their relevance in today's world.

2. **Future Context:** The next step involves exploring the future context related to a specific domain through research and expert interviews. This phase typically results in a future framework that facilitates new perspectives and serves as a tool for innovation and ideation. The objective is not to predict the future but to imagine multiple potential futures.

3. **Positioning:** In this step, the designer takes a stance in the form of a statement. The drafted future framework may not always represent the preferred future. The statement articulates how the designer aims to modify this future framework. This step also includes an analogy regarding how the designer envisions the design to be experienced and the qualities it should embody.

4. **Design:** During the design phase, the actual ideation, conceptualization, and detailing occur. The designer's role is to develop a design solution that aligns with the statement and facilitates the desired change.

5. **Transition:** The final step is the transition phase, which outlines the steps required to move from the present to the future design. .

The thesis covers the first 4 steps of the Reframing Method. The transition phase is not covered within the graduation project due to time constraints.

### Conclusion

The Reframing Method provides a structured approach to tackling complex societal challenges like homelessness. By emphasizing a forward-thinking perspective and encouraging designers to recontextualize existing problems, the method fosters innovative solutions that are well-suited to future contexts. The application of this method in the graduation project not only enhances the design process but also contributes to a deeper understanding of how design can address intricate social issues in meaningful ways. Through the Reframing Method, this project aims to create an impactful, future-oriented service design that resonate with the evolving needs of society.

## INTRO TO CHAPTER 2

Homelessness is a complex issue that presents itself as a challenge in The Hague. To address this issue, the municipality of The Hague has services aimed at supporting those affected. However, the challenges persist, highlighting the need for innovation in service delivery.

Although this thesis focuses on creating a future framework, understanding the current situation and the starting point for design is crucial. Chapter 2.1 will examine the current landscape of homelessness in The Hague, while Chapter 2.2 will evaluate the existing municipal services.

# 2.1 Background of Homelessness in The Hague

*What is the starting situation for the topic of homelessness in The Hague?*

Homelessness in The Hague, much like in other parts of the Netherlands, is an escalating crisis. This issue has seen a notable increase in recent years, with the most recent data showing a 15 percent rise in homelessness in The Hague alone over the past year. The situation affects a diverse range of individuals, including vulnerable youth, young families, and migrant workers. This article delves into the underlying problems contributing to homelessness, its manifestation in The Hague, and the efforts being made to address it.

**Alarming rise of Homelessness in The Hague**  
During a recent committee debate in the city council, the alarming rise in homelessness was highlighted. According to Mariëlle Vavier of GroenLinks, who oversees poverty policy, the situation is urgent and requires immediate action (Omroep West, 2024). The new ETHOS-counting method, set to be adopted next year,

aims to provide a more accurate picture of the homeless population, including those in hidden homelessness like couch sleepers. This change is anticipated to reveal even higher numbers, underlining the depth of the crisis (Straat Consulaat, 2024).

**Homelessness in The Hague is driven by a variety of complex issues.**

The interviews and literature reviews reveal several prominent issues leading to homelessness. Financial instability is a major factor, often compounded by fines and debts resulting from people not being able to oversee their problems. Additionally, there is a significant scarcity of support, which means that only those deemed most vulnerable—typically those with no social network, suffering from addiction or severe mental health issues—receive immediate assistance (Den Haag FM, 2024).

This leaves many ‘self-reliant homeless’ without adequate help, perpetuating their situation.

Financial instability, exacerbated by the digitalization of essential services, leaves many individuals struggling to navigate systems like DigiD, which is crucial for managing healthcare and taxes. Organizations such as Straatconsulaat, Kesslerstichting, MDHG, and Soepbus have noted that this digital divide contributes significantly to the problem, creating a barrier for those already facing financial difficulties (Den Haag FM, 2024).

A critical factor exacerbating homelessness is the housing crisis. The Netherlands, especially the Randstad region, faces a severe housing shortage. The liberation of social houses has caused rental and owner-occupied housing

prices to skyrocket. Many people cannot afford private rental market rates and must seek lower-priced or social rental housing. However, the lack of affordable housing and stagnation in social rentals has significantly increased waiting times for homes. This situation affects even regular working citizens, forcing them into financial instability or homelessness (Leger des Heils, 2024).

Furthermore, Homelessness amongst immigrant workers are a significant challenges. They are in situations of precarious employment and limited access to social services. These factors contribute to their vulnerability to homelessness. According to Omroep West (2024), many immigrant workers are without stable accommodation.



### **Invisible side of Homelessness**

In The Hague, homelessness manifests in various ways. While the CBS figures suggest a decline, local experiences and observations indicate otherwise. Many homeless individuals are not visibly on the streets but are in precarious living situations, such as staying with friends or in temporary shelters (NOS, 2024). Women, in particular, often remain in violent situations longer due to the dangers of street life, which skews the statistics and underrepresents their plight (Leger des Heils, 2024).

### **Snowbal of problems as a Result.**

Once homeless, individuals face a cascade of further issues. Loss of an address often leads to job loss, and the ensuing lack of financial and housing security can severely impact mental health and self-confidence. Substance abuse is a common coping mechanism, exacerbating the downward spiral into more complex problems (Den Haag FM, 2024).

### **Stigma and Public Perception**

There is a pervasive stigma surrounding homelessness. The common image of homeless individuals as dirty and confused people sleeping on benches does not reflect the reality for most. The misconception that homelessness is solely the fault of the individual further entrenches this stigma (NOS, 2024).

### **Conclusion**

The situation of homelessness in The Hague is dire and multifaceted. The upcoming adoption of the ETHOS-counting method is expected to provide a clearer, albeit more alarming, picture of the true extent of homelessness. Addressing this crisis requires a multi-pronged approach, tackling the financial, social, and systemic barriers that lead to and perpetuate homelessness. Reducing stigma and increasing support for all homeless individuals, regardless of their perceived self-reliance, is crucial in creating a more inclusive and effective support system. The urgency expressed by city officials must translate into concrete actions to alleviate this growing crisis and ensure that every resident of The Hague has a safe and stable place to call home.



# 2.2

## Current municipality services against homelessness

*The need to redesign for a better experience of the end user*

The municipality of The Hague has stated that by 2030, they aim to provide the best possible services for the homeless in The Hague. To understand the current state, identify areas for improvement, and determine the reasons behind them, it is important to assess the services The Hague is already offering and how they are perceived. This phase involves several inquiries across three distinct levels: Firstly, what services is the municipality currently offering? Secondly, what are the characteristics of these services and their interactions? Thirdly, in what probable context were these services designed?

This information was obtained through literature, consultations with municipal employees, and an interview with an individual who utilized the municipality's homeless services.

### Current Services

The municipality currently provides four distinct services:

- Shelter and assistance in searching for homes.
- Financial support and assistance with job opportunities.
- Organization of healthcare insurance or general healthcare.
- Provision of a postal address.

Within the housing services, there are three trajectories:

- 24-hour housing.
- Assisted living.
- Housing First.

These services can be accessed by going to the homeless counter or booking an appointment, after which a case manager and consultant

are assigned to the individual. Separate appointments are required for various services, as they are currently not linked to each other within the municipality. During the appointments, the agent will review documents and background information about the visitor and determine if they are eligible for help. A rejection can occur due to several factors, such as the visitor being too self-reliant, not being able to provide the right documentation, or not being classified as a citizen of The Hague area.

### Properties of the Services and Interaction

With the municipality's services only being provided through official appointments, the approach differs from other services like those provided by REAKT Haagse Zaak. Here, the threshold for help is lower since individuals with psychological or housing problems can walk in without an appointment and

receive information through non-committal interaction (Reakt, n.d.).

The municipality's services focus on tangible needs such as money, work, shelter, and healthcare. This is significantly different from other homelessness services, such as REAKT's, where the main goal is to focus more on personal needs such as growing emotional resilience and building structure (Reakt, n.d.).

From the interview with a user of the municipality's homelessness services, it became apparent that there is also a sense of insecurity when interacting with the municipality. Since there is a substantial amount of documentation required a mistake can easily be made, which can influence whether help is granted

Considering the above while examining the municipality's services, product qualities and interaction qualities can be derived. Product qualities are the inherent characteristics and attributes of the service itself. Interaction qualities refer to the nature and quality of the interaction between the user and the service (van Dijk & Hekkert, 2011). By thoroughly analyzing and understanding both product qualities and interaction qualities, a comprehensive understanding of the current state of the product and user experience can be built. Qualities are derived from different sources of information, as well as using the designer's intuition to select important characteristics to evaluate the services.

The selected product Qualities that Characterizing the Municipal Services are: *Measurable, Unnuanced, Factual, Professional, Complex, Definit, Impersonal, Rigid, Bureaucratic and Capitalistic*

The selected Interaction Qualities Experienced with Municipal Services are: *Hierarchical, Strict, Mechanical, Formal, Efficient, Generic, Neglectful, Shameful and Authoritarian*

#### **Context of Services Design**

It is important to stress that designers never create in isolation. By examining the probable context in which these services were developed, we can understand why certain characteristics are present. Several contextual aspects require consideration:

Dutch society is often characterized by its emphasis on efficiency and metrics, which can be traced back to historical and cultural influences, particularly Calvinism. This Protestant work ethic emphasized values such as hard work, frugality, self-discipline, and a straightforward approach to life and work (NNRoad, n.d.; DutchReview, 2023). This caused the existence in Dutch contemporary society called the 'prestatimaatschappij' (the performance society). This society emphasizes that useful meritocratic achievements and success are solely a personal merit (Janssen & Putters, 2022). Viewing homelessness as a personal failure can lead to interaction qualities such as shameful.

Furthermore, with the focus of Dutch society being on metrics, the municipality's services primarily cater to measurable aspects such as financial, occupational, and housing needs. Designing for emotional and psychological needs, which are less measurable, might be difficult to justify in large organisations such as The Hague municipality. This resulting in product qualities such as measurable, factual, and capitalistic.

Following the incident where a frequent visitor of the homeless counter killed Ahmedewerkster Antoneta (van Wees, AD, 2024), there is an increasing focus on the safety of municipal officials (Omroep West, 2024). The increase in security causes the appointments to be less equal and informal.

Labeling them as municipality officials (P-Direkt, n.d.), separating them further from regular citizens. This increased gap between visitors and municipality agents causes qualities such as hierarchical, authoritarian, professional and formal.

Conversations with municipality employees revealed that apart from Dutch culture, the municipality also has its own work culture. Contemporary Dutch work culture focuses on professionalism, punctuality, and high standards in work processes (NNRoad, n.d.). Within municipalities, this manifests itself in a tendency to focus on rules and formalities, and a 'following policies' culture, resulting in processes being slow and people being excluded without much room for exceptions. This can result in qualities such as complex, bureaucratic, unnuanced, strict and rigid.

A strong efficiency-driven approach with an emphasis on setting clear expectations and meeting deadlines is also a part of Dutch working culture (NNRoad, n.d.). Within municipalities, there is a strong emphasis on efficiency. Appointments are scheduled well in advance, and punctuality is highly valued (Workplace Culture, n.d.). When visitors arrive late to the appointment, there is a possibility of the appointment being cancelled, and appointments have clear time slots and scripts. This creates qualities such as efficient, mechanical, definite and crucial.

Lastly, there are too few caseworkers and consultants. Due to administrative pressure and large client portfolios, there is a significant efflux of case managers and consultants. Additionally, employees in The Hague typically maintain a clear boundary between work and personal life. Work-related communications outside office hours are uncommon (Den Haag, n.d.). The large client portfolios together with limited contact-ability of the agents result in a lack of personal connection between the municipality and the users of the services. Consequently, qualities such as neglectful, shameful, impersonal, and generic emerge.

#### **Concluding:**

With the negative aspects of the services being collected, it becomes clear that there is a need and opportunity for a redesign which to eliminates some of the negative characteristics. Especially taking into consideration the goal of creating 'the best' service for homeless people in The Hague. In this chapter the focus was mostly on the characteristics that are important to be improved. This causes the analysis to focus less on the positive characteristics of the current service design.

To get a better understanding of how the services currently perform it is recommended for the municipality to further research positive characteristics of the design to recognise what aspects are working and should not be changed.

# Part 2.

The framework



and

development  
process

## THE FRAMEWORK AND DEVELOPMENT PROCESS

Part 2 forms the heart of this thesis. With the framework being the result of the extensive research phase it is the main deliverable.

Within chapter 3, the framework is explained together with why it is relevant.

Chapter 4 explains the extensive process of drafting the framework in detail.

### INTRO TO CHAPTER 3

In Chapter 3, the main deliverable of this thesis is introduced. It consists of the future framework developed for the municipality of the Hague.

Chapter 3.1 explains why a framework is relevant (to the Municipality) and 3.2 introduces the framework with its coping mechanisms.

# 3.1

## Strengths of using a Framework

As the main deliverable of this thesis a future framework is developed consisting of the coping mechanisms for people who are (at risk of becoming) homeless in The Hague. This chapter, explains why the future framework is drafted and how it can be used by the municipality of The Hague. The next Chapter 3.2 explain the framework in detail.

### **A tool for innovation and ideation.**

A future framework is a visual tool used to explore potential futures, for a specific subject. In this case, that subject is homelessness in The Hague in the year 2035. A future framework often includes visual elements, such as diagrams or matrices, which can be used aid in understanding and communication. it facilitates new perspectives and serves as a tool for innovation and ideation.

A future framework provides a structured approach to analyse how different social, economic, technological, environmental, and political factors could shape future

developments. The objective is not to predict the future but to imagine multiple potential futures. Unlike predicting a single outcome, the framework allows for the exploration of multiple possible scenario's, that allow for design of services today which are still relevant in the future.

### **Long term solutions instead of immediate needs**

A future framework focuses on long-term solutions rather than just short-term fixes. Homelessness is a complex and persistent issue that requires sustainable solutions. By envisioning future scenarios, policymakers and stakeholders in The Hague can develop strategies that address not only the immediate needs of homeless individuals but also the underlying causes of homelessness. Moreover, it focusses on prevention rather than responding to current situations of homelessness.

### **Fosters systematic thinking about the future and its possibilities**

Creating a future framework is valuable because it helps stakeholders systematically think about the future and consider a range of possibilities. A future framework can be employed in strategic planning and design activities to help designers or policymakers understand and prepare for various scenarios that may unfold over time.

#### *For (service) design:*

A Designers can use such a framework as an inspiration for design. The framework incorporates various interrelated factors, focusing on the underlying values, attitudes, and behaviors that influence a future context. This holistic approach ensures that the resulting designs are grounded in human needs and aspirations, making them more relevant and meaningful. By exploring different possible futures and the relationships between various elements, the ViP method leads to more comprehensive solutions. Additionally, it encourages long-term thinking, thereby ensuring design relevance and effectiveness over time.

In this thesis, the framework enables designers to design for coping mechanisms of people who are (at the risk of) becoming homeless. It offer a comprehensive understanding of the behavioral diversity among those at risk of homelessness and provide a foundation for identifying situations that require either improvement, encouragement or non-action. For instance, if a mechanism within a cell reflects behaviors that the municipality deems undesirable, they can design a service or

product targeted to address those behaviors. Conversely, if a coping mechanism aligns with the municipality's vision, it can serve as a source of inspiration for designing services that reinforce the positive aspects of that behavior.

#### *For strategic planning:*

A future framework also serves as a guide for strategic decisions, helping to align actions taken today with desired future outcomes. Its visual elements facilitate communication and decision-making among diverse stakeholders, making complex ideas more accessible.

For example, it can serve as a discussion tool when drafting policies that address homelessness. This enables stakeholders, such as the Municipality of The Hague, to take informed actions. By understanding the broader context, municipalities can identify potential challenges or opportunities and ensuring that their actions are adaptable to various future scenarios.

### **Conclusion**

A future framework can be used to design solutions in the in the present, while envisioning and preparing for potential futures. By providing a structured analysis of influencing factors, it helps stakeholders make informed and resilient decisions. Whether used in design, strategic planning, or policy development, a future framework enables that actions taken today are aligned with desired outcomes.

# 3.2 Future framework

This chapter introduces the framework and goes into detail about the specific coping mechanisms that can be found in the framework.

### How is the framework drafted?

The future framework is created by going through four major steps, which are explained in great detail in Chapter 4. The first one is research in the specific domain, though e.g. interviews and literature study. The second step is selecting insights that constitute the building blocks of the framework. Those building blocks are called factors. Step 3 is clustering of the factors and structuring the resulting in the final framework. The final step is devining the content within the cells.

### Coping mechanisms for people who are at risk of becoming homeless

In figure 4, the future framework can be found. The axes are described in chapter 4.5. In the following pages, the coping mechanism within the cells are introduced. This chapter is structured in three paragraphs: First the column 'Connection to community' is discussed, followed by the column 'Ambiguity in community' and the column 'Isolation to

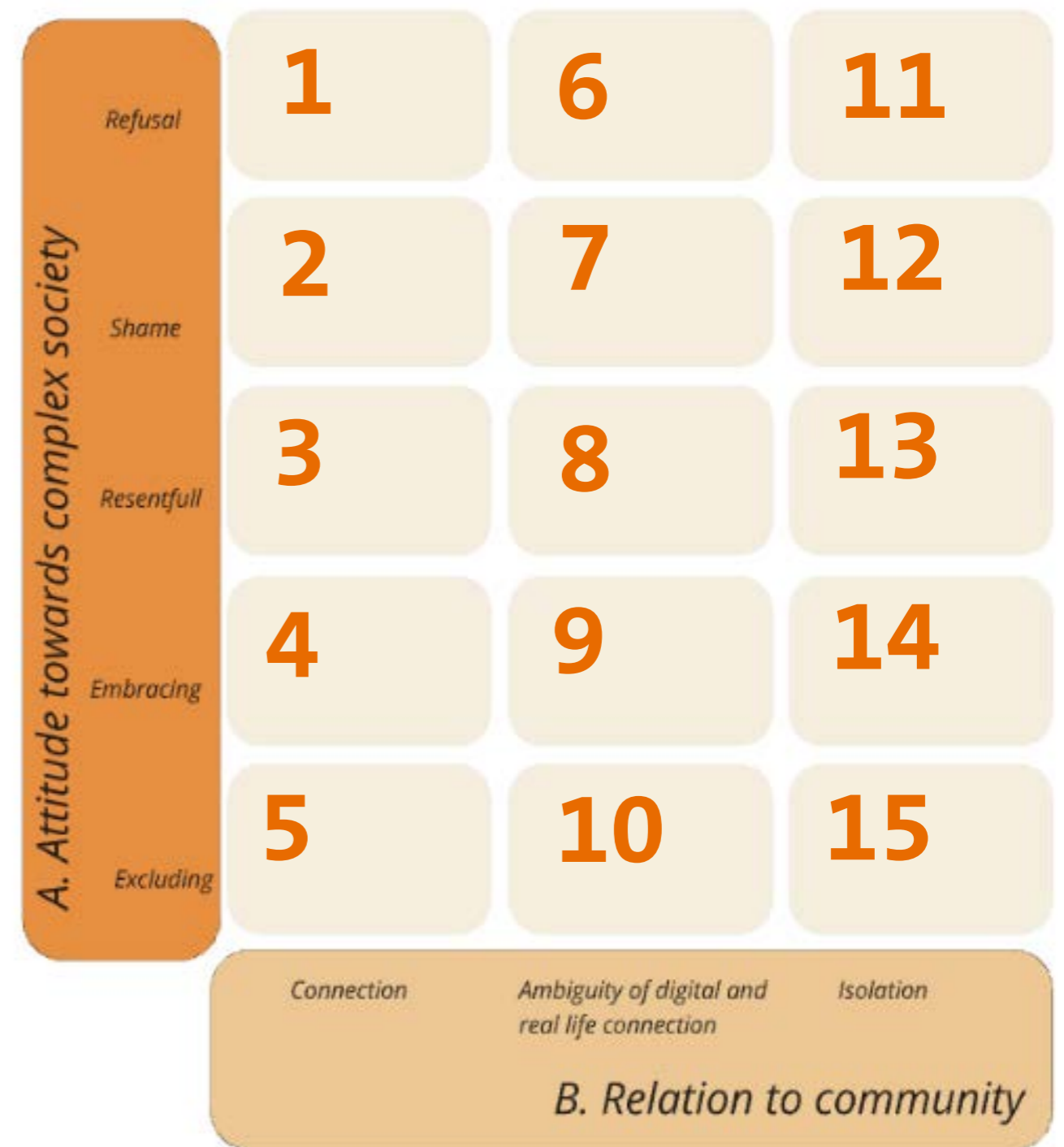


Figure 4. The future framework



## Coping mechanisms in the Connection to community column



## Coping mechanisms in the Connection to community column

### 1. Being a likable outsider

*Characteristics:* Reluctance to participate in society, relying on social networks for support.

This coping mechanism involves reluctantly accepting assistance. In this context, the individual exhibits an unwillingness to engage with society. However, this person maintains robust connections within social networks for example friends and family. These networks provide crucial support, helping the individual with tasks such as responding to letters and emails, thereby preventing somebody to get too deep into problems. Despite the individual's reluctance to learn how to manage the influx of digital information or connect to the municipalities, the support from their community compensates for this deficiency.

### 2. Shared Shame

*Characteristics:* Feeling Shame and Seeking Community Support

This coping mechanism arises when individuals feel marginalized by society due to its increasing complexity and difficulty. This often results in a profound sense of shame. While these individuals may not actively seek help themselves, their problems are often noticed and addressed by their community. However, they may be surrounded by others who also feel they have failed society, leading

to a shared experience of shame and guilt. The community can therefore be a negative environment, if groups of people stagnate together. Nonetheless, considering they maintain contact with family, caretakers, and friends they can expect support to improve and heal.

### 3. Helping 'Ours'

*Characteristics:* Very strong sense of group and seeing others outside of the group as a threat.

This coping mechanism involves providing assistance exclusively within a specific group. There is a strong sense of community in this context, as these individuals perceive themselves to be in a similar situation caused by 'the others.' Members of the group support each other, reinforcing their sense of belonging. Since people with similar circumstances tend to live in close proximity, they frequently encounter one another in the streets, further solidifying their group identity. Those who are not part of the group are ignored, as they are perceived as outsiders who harm the group's interests.

## Coping mechanisms in the Connection to community column

### 4. Doing good deeds

*Characteristics:* The Ability to Receive and Give Help Out of willingness

This coping mechanism involves relying on the goodwill of the community around those people to receive help. These individuals have a social network of friends or live within supportive communities. Members of these communities are willing to assist each other because they view one another as whole human beings, shedding labels and stigmas. They see it as the right thing to do to help other in communities. Consequently, the act of giving help is perceived as a good deed rather than a burden. In this context, individuals see themselves as deserving of assistance.

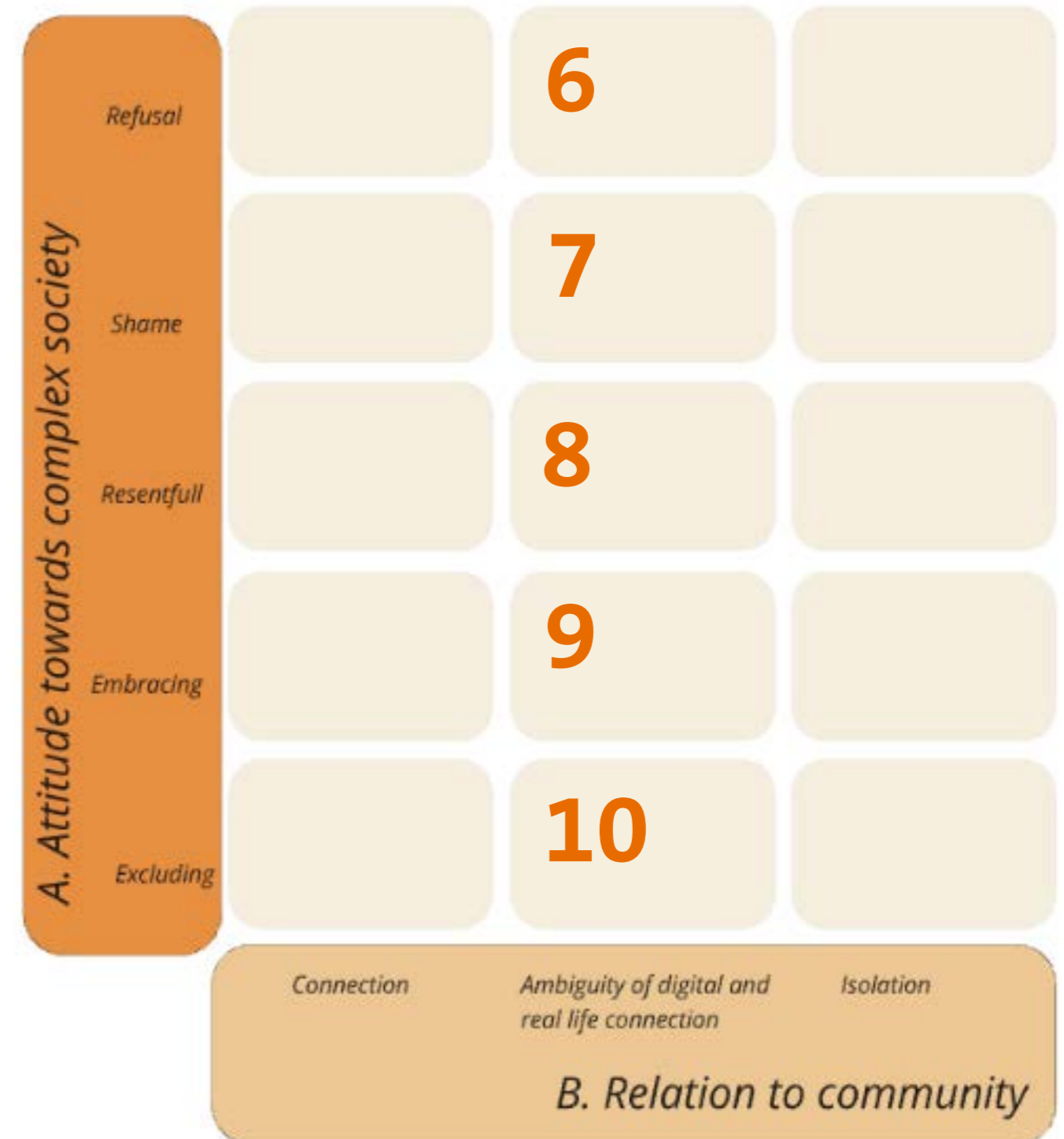
### 5. Receiving needed help

*Characteristics:* Receiving Assistance from Fellow Citizens out of Necessity

In this coping mechanism, individuals seek help from their fellow citizens because they feel unable to rely on municipal authorities. They turn to their immediate social networks out of sheer necessity. This form of mutual aid is rooted in a perspective of social justice and a desire to prevent suffering and discomfort within the community. There is a collective effort to ensure that everyone has access to food, clothing, and shelter. Furthermore, these

individuals are on their turn more likely to help the others around them with capabilities they have.

## Coping mechanisms in the Ambiguity to community column





## Coping mechanisms in the Ambiguity to community column

### 6. Turning online

*Characteristics:* Reluctance to participate in contemporary society, but finding solace in online communities.

This coping mechanism involves retreating into a chosen online existence. These individuals feel marginalized by society, as they perceive themselves to be unaccepted. Consequently, they have turned to the internet to express themselves on social media and to find a sense of community. They consider themselves more as global citizens than as citizens of the Netherlands. In their everyday lives, they are isolated from the reach of the municipality and unwilling to engage with societal norms. They do not wish to navigate the complexities of our rules and systems, making them difficult to reach through conventional means such as emails or letters.

### 7. Using internet's anonymity

*Characteristics:* Finding Validation in the Online Community but Being Seen as a Loser in the Real World

The coping mechanism involves searching online for sympathy. These individuals find themselves marginalized and unable to fully participate in society. Due to a strong sense of shame, they avoid discussing their problems with friends and family in real life. However,

through the anonymity of the internet, they can vent and seek recognition for their situation. Online, they discover that there are others in similar circumstances. Despite this online support, they are constantly reminded in the real world that they are not fully functioning members of society, leading to a belief that there must be something inherently wrong with them since they are unable to cope.

### 8. Turning to conspiracies

*Characteristics:* Being in an Online Echo Chamber which decreases trust in society.

This coping mechanism involves individuals turning to social media, where they engage with content about others. Within their social media bubble, they interact with like-minded individuals. However, when they enter public spaces, they often feel unrepresented by what they see, leading to suspicion. This significant distrust in 'others' is reinforced by the social media content they consume. As a result, they turn away from real-life interactions, preferring to remain prominently active in their digital communities.

## Coping mechanisms in the Ambiguity to community column

### 9. Showing off diversity

*Characteristics:* Using Social Media to Portray the person as a whole.

This coping mechanism involves using social media to alter the perception of homelessness and, consequently, their own self-image. These individuals share their stories online to pave the way for others in similar situations. They emphasize that the diversity among homeless people necessitates a personalized approach, viewing them as more than just their label. However, in real life, there remains a limited and stereotypical perception of what it means to be homeless, making acceptance difficult. While they are open about their homelessness on the internet, they refrain from discussing it in real life. They seek help and want to be heard, but desire this to be done through a personalized and dignified approach.

### 10. Using social media challenges

*Characteristics:* Obtaining Assistance through the Competitive Landscape of Social Media initiatives.

In this coping mechanism, individuals rely on the aid of those engaging in charitable actions promoted through social media. Due to exclusion from official channels, they seek help from online communities. They often become the subjects of one-time challenges,

such as receiving free haircuts or benefiting from crowdfunding campaigns. However, this assistance is sporadic and typically targets the 'archetypal' homeless individual who appears to be in the most dire need. The irregular nature of this aid fosters uncertainty among those relying on such initiatives, leading to a competitive attitude towards other homeless individuals.

## Coping mechanisms in the isolation to community column



## Coping mechanisms in the isolation to community column

### 11. Acting like an Hermit

*Characteristics:* Reluctance to participate in society or to interact with others.

This coping mechanism involves isolation and refusal to engage in social activities. Individuals living alone in large cities are spending increasingly less time in public spaces. The immense pressure arising from the digital environment has led to a decline in mental health. When individuals struggle to manage the influx of information from mobile phones, they often delete their social media accounts and choose to ignore emails and messages. They withdraw from the mounting pressures of a complex society and prefer to be left alone. Due to a lack of social oversight at home and the absence of a supportive community, these individuals often go unnoticed for extended periods.

### 12 Hiding from the world

*Characteristics:* Hiding from the World and Self-Blame for Problems

This coping mechanism involves trying to make oneself as inconspicuous as possible. These individuals live in isolation and experience a profound sense of shame due to their inability to participate as full citizens. They are dissatisfied with their stagnant situation and their lack of efforts to improve themselves.

They are frequently told, both by themselves and others, that their problems are their own fault, leading them to withdraw from society. Despite this, they have a desire to participate but are unsure where to turn, resulting in a state of stagnation.

### 13. Turning to conspiracies

*Characteristics:* Reinforcing Beliefs in Solitude

This coping mechanism involves attributing the causes of one's problems to external factors. The individual feels a lack of control over their circumstances and isolates themselves due to a loss of trust in others. Lacking a sense of community, they do not engage with individuals who have different lifestyles. They dwell in their sorrow, leading to their problems remaining unnoticed and fostering increased resentment and suspicion towards others. They do not want help, because they do not trust the people who are offering the help to them.

## Coping mechanisms in the isolation to community column

### 14. Flying under the radar

*Characteristics:* Does Not Relate to Other Homeless People and Does Not Seek Help

This coping mechanism involves striving to avoid attention. These individuals do not interact with many people and often go unnoticed regarding their housing issues due to a mismatch between societal stereotypes of 'a homeless person' and their own circumstances. They view themselves as more than just 'homeless' and do not identify with the label of homelessness. Consequently, they do not seek assistance from organizations and prefer to manage their situation independently.

### 15. Isolation through social injustice

*Characteristics:* Seeking Help but Isolating Due to Bureaucratic Obstacles

In this coping mechanism, individuals strive to survive on a day-to-day basis, feeling trapped in a complex system of regulations that leaves them being passed from one agency to another without resolution. This experience of being shuttled around leads to a sense of invisibility and neglect by both the government and society at large, resulting in self-isolation. The lack of a supportive social network further exacerbates their situation, as they are unsure where to turn for the help they need. This

coping mechanism is marked by a profound sense of injustice.

### Conclusion:

In conclusion, the coping mechanisms discussed above serve as a foundation for meaningful discussion about the future of homelessness. They give a basis for the municipality to respond to people showing these coping mechanisms, through service design.

While this framework is valuable for initiating discussions and fostering creativity, it is crucial to emphasize that these coping mechanisms are not fixed personas. Individuals may shift between different mechanisms over time, and these should not be used as labels for those who are homeless or at risk. It should be used as a tool for exploration, not as a means to include or exclude individuals. In the next chapter, it is explained how the municipality can get value from this framework.

Part 3 of this thesis includes a redesign to illustrate a possible design solution based on this framework, and the process leading to the redesign.

#### INTRO TO CHAPTER 4

This chapter explains the process of developing the framework. Chapter 4.1 states the research plan, 4.2 introduces the concept of factors. 4.3 shows how these factors are gathered into clusters and are structured in 4.4. 4.5 introduces the final structure and 4.6 explain how the coping mechanism within the cells are found.

# 4.1 Research plan for collecting factors

The goal of this study is to draft a future vision for addressing homelessness by integrating insights from interviews, observations, and literature. The report follows the Reframing steps, which is thoroughly explained in chapter X. The collected data are translated into actionable factors to use as a base for a future framework, providing a comprehensive foundation for service design and future development.

### Combining literature, interviews and observation

Combining insights from interviews and observation with literature reviews addresses the need to discover non-obvious insights. Literature reviews can lead to obvious information, as the researcher must select search terms and finds information according on this. Conversely, interviews allow for the

discovery of unexpected insights through conversation. Conducting interviews in addition to a literature review is crucial for obtaining a comprehensive understanding of a research topic. Interviews provide primary, qualitative data that offer insights into personal experiences, opinions, and emerging trends that might not be covered in existing literature. According to Turner (2010), interviews can uncover in-depth information and contextual nuances that enrich the understanding gained from secondary sources. Thus, combining interviews with a literature review ensures a more robust and well-rounded evaluation of the subject matter.

Including observations in the research increased the possibility of finding accidental insights and starting points for further literature research.

### Data Analysis

- **Qualitative Analysis:** Data from interviews, observations, and literature were analyzed using thematic analysis to identify factors influencing homelessness.
- **Methodology:** The VIP (Vision In Process) methodology was employed to translate significant statements into factors, building blocks, suitable for future framing. This is done by transcribing interviews, collecting fieldnotes and literature. Interesting statements (or factors) are selected and dividing in Trends, developments, states and principles. By checking if the categories of cultural, psychological, biological, sociological, economical, demographic, evolutionary and technological are present, the completeness of research is tested. These factors are clustered resulting in stories which make up the future frame work. This process is explained in the following chapters. More on the general steps of the ViP process can be found in chapter 1.4.

### 4.1.1 Participant Interviews

To gain in-depth knowledge within the scope, eight experts with diverse backgrounds and experiences related to homelessness were interviewed.

The eight selected experts are:

- A case worker specializing in “Intensive Assistance” at the municipality
- The team lead at Kesslerstichting Delft
- The coordinator of the organization “Soepbus”
- A homeless/addiction advocate at MDHG
- The team lead at Straatconsulaat Den Haag

- A lector “Housing and Wellbeing” and researcher on homelessness at Hogeschool Utrecht
- A researcher in “Housing and Wellbeing” at Hogeschool Utrecht and volunteer at a home shelter
- A senior researcher at HVO-Querido

### Choosing Eight experts

These experts were selected for their diverse expertise. For instance, team leads at Kesslerstichting and Straatconsulaat interact daily with homeless individuals, providing practical and personal insights. This differs from the perspectives of a lecturer or senior researcher, whose expertise lies in overarching views and developments in the field. This diversity prompted to reach out to a wide range of experts.

The decision to conduct eight interviews was based on extensive research on data saturation in qualitative research and the availability of experts during the research period. Morgan et al. (2002) indicated that 5-6 interviews are often sufficient for capturing most concepts, with approximately 80-92% of concepts identified within 10 interviews. Guest et al. (2006) found that 6 interviews could reach 70% saturation, while 12 interviews could achieve up to 92% saturation. Francis et al. (2010) noted that most themes were identified within 5-6 interviews. Namey et al. (2016) reported that at the median, 8 interviews could achieve 80% saturation, with the range being 5-11 interviews.

Given these findings, conducting eight interviews strikes a balance between thoroughness and practicality. This number is within the recommended range for achieving high data saturation, ensuring that most themes are captured without overextending the research scope. This approach allows for a comprehensive exploration of the research topic within the constraints of a six-month thesis project.

#### **Not including current homeless individuals**

The thesis does not include interviews with individuals currently experiencing homelessness due to ethical concerns. These individuals might feel obliged to participate in the hope of better assistance, or they might be unable to give informed consent. This ethical gray area substantiated the decision to exclude them as a major information source.

#### **Materials and Instruments**

- Equipment: Voice recorder, camera for non-identifiable photographs
- Instruments: Semi-structured interview guide, notes during conversations

#### **Interview Procedure**

Each interview lasted approximately one hour and was conducted at the work location of the experts or via video call on MsTeams.

The interviews were exploratory, guided by a main research question and sub-questions:

- o Over arching research Question: How will the situation of homelessness develop in the coming ten years?
- o Sub-questions:

How did the situation develop in the past ten years?

Do you think this development will continue, worsen, or improve?

Are there specific factors (cultural, social, biological) that influence the development positively or negatively?

Are there any specific developments related to non-self-reliant individuals, norms in Dutch society, or citizens' trust?

The interviews were voice recorded for later analysis.

#### **Ethical Considerations interviews**

- Informed Consent: Obtained from all participants prior to interviews.
- Confidentiality: Ensured by anonymizing participant data and using non-identifiable photographs.

#### **4.1.2 Observations**

To understand life on the streets, real-life observations were conducted in The Hague by accompanying Stichting Veldwerk on one of their nightly rounds. This was done to experience the environment and meet people living outside in a non-intrusive way. During these observations, no written or voice notes were collected to avoid pressuring or altering the interactions. After significant experiences, the observer recorded voice notes to capture the moment's experience and reflections.

#### **Materials**

- Equipment: Voice recorder

#### **Observations Procedure**

Conducted with the Stichting Veldwerk van. The van drove around The Hague, stopping at locations where people had reached out to Stichting Veldwerk. The observer engaged in personal conversations and handed out supplies, then recorded voice notes about the insights and experiences of the evening.

#### **Ethical Considerations observations**

These are people in vulnerable situations, making it difficult to obtain informed consent. This guided the decision not to record or take pictures.

- Informed Consent: Not collected
- Confidentiality: No voice or paper notes were collected from people currently on the streets or the volunteers. The voice notes included only the researcher's insights and excluded personal data.

#### **4.1.3 Literature review**

Additional information was researched online, including news articles, scientific pieces, and future statistics related to homelessness in the Netherlands and The Hague. Specific themes within the domain were researched to gather comprehensive insights. The reference list can be found at the end of the report.

#### **Materials and Instruments**

- Equipment: Laptop
- Instruments: Literature databases, academic journals, and news outlets

#### **Procedure literature review**

Literature was found through Google. Sources deemed fit include research papers, academic articles, news articles from official outlets, and official company- and municipality websites. Search terms included 'homelessness in The Hague,' 'self-reliant homeless,' 'development of homelessness,' etc. Further sources were found through the reference lists in articles, leading to a broad exploration of the themes. All collected and used sources are referenced in their corresponding sections, as well as in the text and reference list in APA style.

#### **Ethical Considerations literature review**

- Source Validity: Only reputable sources were used to avoid contributing to the distribution of incorrect information.
- Confidentiality: Information available online is used with proper referencing.



### Limitations to the research

Despite the thorough methodology, several limitations must be acknowledged:

1. **Sample Size:** The sample size for both expert interviews and user tests was relatively small. While eight interviews are within the recommended range for qualitative research, a larger sample might have provided more diverse insights and increased the robustness of the findings.
2. **Subjectivity of Qualitative Data:** Qualitative data, by nature, is subjective. The insights derived from interviews and observations depend heavily on the participants' perspectives and the researcher's interpretation, which can introduce bias.
3. **Lack of Current Homeless Participant Data:** Ethical considerations prevented the inclusion of individuals currently experiencing homelessness. While this decision was necessary to avoid ethical grey areas, it also limited the direct perspectives of those most affected by the issue.
4. **Observation Constraints:** Observations conducted with Stichting Veldwerk were limited to specific times and contexts, which may not fully capture the broader experiences of homelessness in The Hague.
5. **Literature Scope:** The literature review was conducted using readily available sources, which might have missed some relevant but less accessible studies.

### Future Research:

To address these limitations, future research should consider:

- Expanding the sample size and including a more diverse range of participants.
- Incorporating longitudinal studies to track changes over time.
- Including perspectives of individuals currently experiencing homelessness, with careful ethical considerations.

### Conclusion:

This study provides a crucial step towards understanding and addressing homelessness in The Hague, laying the groundwork for future research and practical interventions. By considering these limitations and recommendations, future studies can build on this work to create more effective and inclusive solutions.

## 4.2 The collected factors

This chapter introduces the results from research phase. From the analysing the interviews, observations and literature, +/- 220 factors are selected. These factors are listed at their corresponding clusters in chapter 4.3.

### Why are factors important?

These factors are small building blocks that construct the clusters, which on their turn create the future frame work. They are important, since together, all these smaller insights build up a stories about how the future might look.

### Factor Selection

The way these factors are gathered is by selecting interesting statements. The selection of factors follows a few steps. First it is decided if the factor is relevant to the research domain. Secondly, since the designer is the composer of

the future context, it should spark the interest of the designer. Only factors are selected of which the designer thinks drives the concept into interesting places. This leads to the last criteria, originality. The factors are then divided into trends, developments, states and principles. By thinking about the categories of cultural, psychological, biological, sociological, economical, demographic, evolutionary and technological factors, the completeness of research is tested.

### Examples of factors from the research

Below, the different types of factors are explained with some examples from the research.

#### Trend:

A Trend is a behavioural change, a point of view that changes over time:

T10. Dutch people spend more and more time online (CBS, 2019)

T21. People spend less time in public spaces, such as parks, community centers, and market squares since they are increasingly disappearing. Due to new technologies, public space is becoming less and less public. (Publieke Ruimte Onder Druk, n.d.)

T27. People with lower paying jobs or welfare are only able to find affordable housing options outside of the city centre (interview with Teamlead Kessler stichting Delft)

T60. With the amount of homelessness people increasing, the amount of rules and legislations will also increase, and qualification for help will become stricter (Interview Teamlead Straat Consulaat Den Haag)

T85. People feel less connection to their streets/neighbourhoods (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### Development:

A development is a reason for those changes (often statistics):

D9. There is a lack of rental properties (Hofstede & O'Brien, 2023)

D12. The coming decennia the weather will be warmer than before in the Netherlands (KNMI, n.d.)

D18. Residence numbers in the Hague will

have grown by 18,50% to 650.000 in 2035 (PBL Netherlands Environmental Assessment Agency, 2022)

D34. The social houses that are build are becoming smaller (interview with Caseworker Homelessness The Hague Municipality)

D41. There is a shortage of care workers (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### State:

A state is something that is true for everybody at that given time. These often do not seem to change but are not 'truths'.

S2. Housing is a legal right (Artikel 22: Volksgezond-Heid; Woonge-Le-Gen-Heid; Ontplooing, n.d.)

S11. People with little means are not going to safe money (Interview Teamlead Straat Consulaat Den Haag)

S25. When you work and pay taxes you are automatically contributing to society (homeless/addiction advocate at MDHG)

S32 Common roots, language or religion are community building starting points (interview with Caseworker Homelessness The Hague Municipality)

S51. Ex-homeless people benefit from taking the caregiver/expert role (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### Principle:

Principle is something that is unchanging. Those often include rules in biology, psychology etc.:

P3. None of our basic needs can be neglected without significant negative consequences (Desmet et al., 2020)

P7. People have a basic need for Community (fitting in, rooting, group identity and social harmony) (Desmet et al., 2020)

P13. through narrative identity individuals form an identity by integrating their life experiences into an internalized, evolving story of their self (McAdams, 2001)

P17. Every person needs to poo and pee somewhere (Interview Teamlead Straat Consulaat Den Haag)

P22. When people are under stress, it lowers their IQ (Kulshreshtha et al., 2023)

#### Conclusion:

The combination of the 220 factors should give a plausible idea of how the future can look. However, it is important to remind that most of those factors are created by predicting, and should therefore not be labelled as 'the truth'. In the next Part, the clusters are explained. These are the stories that make up the future framework. They are drafted by combining these factors by searching for overarching narratives.



# 4.3 The Clustering of factors

In order to discover the themes which are relevant for the future development of homelessness in the Hague, the factors which resulted from the research phase are grouped. These 14 clusters show how the different factors form 'small stories' about future situations.

**Why should clusters be created?:**

If the amount of factors exceeds 10 factors, it becomes difficult to see how the factors are connected and how they influence each other. (reference Vlp boek) With a set of 220+ factors, it becomes nearly impossible to create a coherent overview. With clustering, it is possible to create a story all while including the variety of factors.

**Creation of the clusters:**

The same criteria for cluster creation exist as for selecting the statements. The clusters should be original, domain relevant and appealing.

Furthermore, there are two types of clusters who can be formed by combining factors. The first one is Common-quality cluster. this type of cluster consists of factors pointing at the same underlying direction. Creating a more substantiated future story (or cluster). The second one is the Emergent-quality cluster. This consists of various factors, that seperately dont necesarrily seem connected, wich leads to a totally new furure story (or cluster).

**How to read this chapter:**

In the next pages of this chapter, the fourteen clusters are introduced together with their factors. The factors are displayed structured based on trend, development, state and principle. The cluster stories, can be read seperately, and are displayed in black. The factors can be studied in order to find the building blocks that make up the clusters, but can be ignored for a more efficient read.

### 1. Freedom for our unique person online instead of real-life

#### 1. Freedom for our unique person online instead of real-life

Human beings are inherently storytellers. We construct narratives about our identities and feel compelled to articulate them. Within our stories, each of us is depicted as a unique individual possessing distinct personalities and skill sets. On social media, movements such as 'body positivity' celebrate this uniqueness. These platforms also provide a window into the lifestyles of others, fostering increased acceptance. Conversely, in the physical world, there is less opportunity for self-exploration and authenticity. Due to strict rules and regulations, alternative housing is prohibited eventough the rising interest. Every parcel of land in The Hague is subject to a zoning plan. Our society as a whole has become less progressive, liberal, and tolerant to the unique needs and characters of our citizens.

#### Trends:

- T20. Acceptance Movements on social media (body positivity etc.) are growing and adapted
- T22. Social media is shaping the way we see ourself and the world around us
- T64. It is increasingly more difficult for people to live in alternative housing (caravan, holidayparks) (Interview senior researcher HVO-Querido)
- T93 Dutch mentality becomes less progressive, liberal and tolerant (Interview Teamlead Straat Consulaat Den Haag)

#### Developments:

- D17. There are almost no pieces of land in The Hague which does not have a purpose or a development plan (Interview Teamlead Straat Consulaat Den Haag)
- D50. There is a uprise in interest in alternative housing forms (Prikkel arme huizen, housing communities, begeleid wonen, scheve huse). (Interview senior researcher HVO-Querido)

#### States:

- S10. Rules in society are needed otherwise it will become chaos (Interview Teamlead Straat Consulaat Den Haag)
- S13. Interacting with an seeing people with other lifestyles can help to accept each other (Interview homeless/addiction advocate at MDHG)
- S17. It is in Dutch culture to want to tidy ('aanharken') everything (Interview senior researcher HVO-Querido)
- S48. For 5-20% of the people, a regular private house is not the best option (Interview senior researcher HVO-Querido)
- S51. Ex-homeless people benefit from taking the caregiver/expert role (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### Principles:

- P14. People are natural story tellers (Mufarech, 2022)
- P13. through narrative identity individuals form an identity by integrating their life experiences into an internalized, evolving story of their self (McAdams, 2001)
- P21. Every person is different and is in a (slightly) different situation (homeless/addiction advocate at MDHG)
- P12. People have a basic need for stimulation (novelty, play, variation, bodily pleasure) (Desmet et al., 2020).
- P6. People have a basic need for Autonomy (freedom of decision, self reliance, individuality and creative expression) (Desmet et al., 2020).

## 2. Personalised and humanized help in organisations

### 2. Personalised and humanized help in organisations

There is a shift in addressing the issues faced by homeless individuals, moving away from labelling them and viewing them merely as having problems. There is more room to recognizing them as whole people with capabilities who may happen to have difficulties. This changes the way people view themselves, changing shame to guilt. With the advent of AI, the provision of assistance can become increasingly personalized. However, a discrepancy persists between the trust required for personalized care and the operational methods of charitable and care organizations, that are often managed companylike driven by statistics and rankings.

#### Trends:

T41. The words we surrounding the topic of 'homeless' are changing to improve stigma (Interview homeless/addiction advocate at MDHG)

T52. Big organisations have difficulties giving trust to their employees for personanilised care (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T58. focus shifts from seeing a person as their label, as treating it as a part of their humanhood (not homeless but person without a permanent housing situation) (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T74. the charity and care organisations are run like bussinesses (Interview with owner Stichting Veldwerk)

T76. Quality of companies, social innitiatives and political institutes are measured and led by statistics, rankings, competition, winners and losers (Berger, 2020)

T81. Within homeless care there is an bigger focus on social integration (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T84. Personalized care will take presidency over the rigid systems (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T89. AI will improve education and healthcare by making personalisation easy (Atske & Atske, 2024)

#### States:

S41. Peoples problems are not their identity (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### Principles:

P9. People have a basic need for recognition (respect, appriciation, status and popularity) (Desmet et al., 2020).

P5. when we feel shame, we view ourselves in a negative light ("I did something terrible!"). when we feel guilt, we view a particular action negatively ("I did something terrible!") (Kämmerer, 2024)

### 3. Meaningful care by fellow citizens

### 3. Meaningful care by fellow citizens

Since professional care workers are understaffed, an increasing portion of care will originate from social networks and communities. This includes such as neighbours, families, religious groups, and social media platforms. This care is driven by intrinsic motivation to assist others and the pursuit of meaningful activities. However, homeless individuals frequently lack the social networks necessary to receive community-based care.

#### Trends:

T33. More 'regular' citizens will choose to do something meaningful by helping ex-homeless, people with mental problems etc. (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T51. Communities will take up more of the care for others (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T54. The Mosques and churches in The Hague help the homeless population (interview with Caseworker Homelessness The Hague Municipality)

T55. A bigger part of 'care will be at the hands of neighbours, family, friends, community (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T73. 'Challenges' on social media to help others will become more frequent (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### Developments:

D41. There is a growing shortage of people who work in care (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### States:

S54. It is within human nature to want to help other people (Observation Stichting Veldwerk)

S31 Within communities people tend to help others (Interview case worker specializing in "Intensive Assistance" at the municipality)

S37. Homeless people often have no or little social networks (Interview researcher Housing and Wellbeing Hoge School Utrecht)

S55 People who are homeless often have no or 'bad' social networks (interview with Teamlead Kessler stichting)

#### Principles:

P8. People have a basic need for Purpose (Meaningfull activities, personal growth, life goals, spirituality) (Desmet et al., 2020).

#### 4. Confronting lack of physical basic needs

#### 4. Confronting lack of physical basic needs

The primary focus of care for individuals will be on addressing their physical needs, such as providing warm shelter, access to food and drink, and restroom facilities. Society seeks to avoid the discomfort of witnessing individuals becoming ill, dying on the streets or relieving themselves in public. Providing care to the most vulnerable, who lack even their basic human needs, is viewed as a priority. This is particularly viewed as important because these individuals are assumed not in to be in these dire circumstances by choice. With the climate becoming hotter, and an decrease in drinking water, the focus will shift from giving warm winter shelter to other forms of support.

##### Trends:

- T13. Due to water shortage, fountains and public water fountains will be shut off (PvdD Gelderland, 2024)
- T30. There is a growing discomfort for 'regular citizens' to see homeless people (The coordinator of the organization "Soepbus")
- T47. The municipalities does not want to give financial aid to fortune seekers (interview case worker specializing in "Intensive Assistance" at The Hague municipality)
- T65. Short term insentives (blankets, food) are more frequently used to get long term help to the people who

##### Developments:

- D12. The coming Decenia will be warmer than previously in the Netherlands (KNMI, n.d.)
- D13. Due to climate change and pollution the drink water supply would be in structural shortage in 2030. (RIVM, n.d.)
- D29. There is a shortage of shelter spaces causing big waiting lists (Interview Teamlead Straat Consulaat Den Haag)
- D30. There is a surplus in help with food and clothes, but not enough in social help (Interview with owner Stichting Veldwerk).

##### States:

- S28. Society does not want people to be sick or die in the streets (Interview homeless/addiction advocate at MDHG)
- S36. People with the most/obvious problems recieve help first (interview teamlead Kesslerstichting Delft)
- S56. People are more accomodating towards children and young people (interview case worker specializing in "Intensive Assistance" at The Hague municipality)

##### Principles:

- P1. Shelter is a basic need for a human beeing (Maslow, n.d.)
- P4. When psychological needs are not met, humans tend to be less focussed on 'higher' needs such as esteem, self actualisation (Maslow, n.d.)
- P17. People need to poo and pee somewhere (Interview Teamlead Straat Consulaat Den Haag)



### 5. Shame of not contributing to society regardless of disadvantages

#### 5. Shame of not contributing to society regardless of disadvantages

Dutch society has increasingly embraced individualism and a focus on achievement. There is an expectation for individuals to become productive members of society, emphasizing the importance of studying, working diligently, and purchasing your own house.

However, not everyone begins with a great set of advantages. Children facing familial issues or academic challenges often struggle to participate fully in society and may encounter difficulties in securing housing. Additionally, financial hardships or immigration status can further contribute to social exclusion.

When individuals are unable to participate, the emphasis tends to be on their deficiencies rather than the contextual factors influencing their situation. This often results in these individuals feeling like failures and societal outcasts. The associated shame can be extra detrimental to their ability to adapt socially and function productively.

#### Developments:

- D3. There is a strong cross-national ideological push for home ownership (Hochstenbach & Arundel, 2019)
- D26. Dutch society has become is highly individualistic (Beugelsdijk, 2019)
- D45. The 15000 children from The Hague who come in contact with child protective services are teenagers and adults in 2035 (Reijner, 2024)

#### Trends:

- T37. People feel an immense pressure to participate in society since that is the norm (Interview homeless/addiction advocate at MDHG)
- T45. A common amongst people who fall outside of Dutch society is they often have money problems (Interview senior researcher HVO-Querido)
- T59. In this society, people care gratefully about our achievements and jobs (Interview researcher Housing and Wellbeing Hoge School Utrecht)
- T61. Large groups of people have difficulties adjusting to dutch society (interview teamlead Straat consulaat)
- T66. In Western society we get told from childhood onward that when we work hard we succeed (Interview homeless/addiction advocate at MDHG)
- S78. When people do not excel within the achievements-society, are seen as losers who did not work hard enough (Berger, 2020).
- T88. There is a high focus of excellence in our educational system since the 2000's (Berger, 2020)
- T3. People confuse the emotions guilt and shame, shame reduces one's tendency to behave in socially constructive ways, while guilt promotes socially adaptive behavior. (Kämmerer, 2024)

#### Principles:

- P23. How you are raised shapes your norms and values
- P7. People have a basic need for Community (fitting in, rooting, group identity and social harmony) (Desmet et al., 2020).

#### States:

- S1. home ownership it the superior or even "natural" tenure (Hochstenbach & Arundel, 2019b)
- S4. Individuals from individualistic societies are more focused on individual variation (wrongdoing by an individual to a moral deficiency or lack of self-control) rather than contextual factors ((Markus & Kitayama, 1991)
- S19. The day to day way of thinking does not fit with societies planning culture (Interview lector Housing and Wellbeing Hoge School Utrecht)
- S20. Kids who come in contact with child services have a higher risk of becoming homeless later on in life (Interview senior researcher HVO-Querido)
- S25. When you work and pay taxes you are automatically contributing to society (Interview homeless/addiction advocate at MDHG)
- S29. When people do not succeed in the learning/testing in school there is a big chance they will not succeed in society (Interview homeless/addiction advocate at MDHG)
- S34. Falling outside of a group decreases people selfworth (interview with Teamlead Kessler stichting Delft)
- S40. People need to feel like a full citizen, and contribute to society (Interview researcher Housing and Wellbeing Hoge School Utrecht)
- S53. Within the achievements-society everybody gets the chance to excell (Berger, 2020)

### 6. Added complexity of (digital) society

#### 6. Added complexity of (digital) society

The internet is everywhere, and most of our systems are founded upon intricate digital networks of information. However, the increase in complexity of these systems can lead some individuals losing their grasp on the overarching structure, becoming overwhelmed by usernames, emails, and passwords. When individuals struggle to navigate these digital stimuli, they lose the autonomy necessary to manage their own administration and personal affairs effectively. This causes a bigger gap to exist between the people who are digitally literate and can navigate the complex systems and people who cant (for example people who do not speak the language, can't read, are elderly etc.)

#### Trends:

T10. Dutch people spend more and more time online. (CBS, 2019)

T28. The digitallisation of all documentation and added steps makes more people lose the red line (Interview team lead Kesslerstichting Delft)

T36. Almost everybody will have some sort of difficulties regarding digitilisation due to complexity of steps (Interview homeless/addiction advocate at MDHG)

T40. There is an increasing gap between people who can and can't get along with digitalisation (Interview homeless/addiction advocate at MDHG)

T68. People are increasingly using email, telephone and video calls to get into contact with caretakers (Interview Lector Housing and Wellbeing Hoge School Utrecht)

T70. The gap in opportunities between people who have a phone/internet and who do not is becoming bigger (Interview Lector Housing and Wellbeing Hoge School Utrecht)

T75. Digitalisation is making society more complex (Interview with The coordinator of "Soepbus")

T77. Health care is becoming increasingly expensive and complicated for the citizens. (interview teamlead Straat consulaat)

T79. Work is more demanding for caretakers due to compelex administrative load, which causes alot of sickness leave (Interview researcher Housing and Wellbeing Hoge School Utrecht)

#### Developments:

D28. More places have free wifi that people can use (Observations stichting veldwerk)

D49. The administrative load for caretakers is increasing (Interview researcher Housing and Wellbeing Hoge School Utrecht)

D43. There is alot of seperations and specialisation between different types of care (Interview homeless/addiction advocate at MDHG)

#### States:

S5. Life without internet is barely imaginable (CBS, 2019)

S24. The variety in email, password, sms, user name is causing added stress on individuals (Interview homeless/addiction advocate at MDHG)

### 7. Exclusion of people by rules and rigid systems

#### 7. Exclusion of people by rules and rigid systems

The Netherlands faces an overburdened social services system and a chronic shortage of housing for its population.

Due to this scarcity, regulations have been established to let the municipality determine which individuals can be helped and which ones will be excluded. As the homelessness crisis intensifies, these rules will likely become more strict, resulting in the exclusion of additional groups.

Given the municipality's strict enforcement of these regulations, individuals are often apprehensively worried about providing information as these actions can have adverse consequences. Nevertheless, they are expected to give some service in return, in the form of e.g. administrations and voluntary work, in exchange for receiving assistance.

**Developments:**

D53. Health care and education are relatively increasingly more expensive (Vonk et al., 2020)

D33. The social services in the Netherlands are increasingly overloaded (Interview Teamlead Straatconsulaat)

D48. There is the promise that 1 million houses will be build (Interview Teamlead Straatconsulaat)

**Trends:**

T7. Often people are dismissed from the homeless shelter because they are from another region. (Zimmerman, 2023)

T35. The government is enforcing a culture in which doing everything via de rules (Interview homeless/addiction advocate at MDHG)

T60. With the problems increasing, the rules and legislations will also increase , and qualification for help will become stricter (interview teamlead Straat consulaat)

T62. People are scared of giving information to the municipality or make mistakes while filling out government documents (interview teamlead Straat consulaat)

T80. From a place of social justice, The Netherlands wants to help people who are in the most funeral position first (Interview senior researcher HVO-Querido)

T83. Due to scarecity, alot of people will not qualify for housing first (Interview senior researcher HVO-Querido)

T86. Due to the shortages of resources, there is a need to catagorise people who get help (Interview senior researcher HVO-Querido)

T87. People who are not registered in the BRP are not able to get financial care or health insurance (Interview senior researcher HVO-Querido)

T72. The usage of smartphones makes it easier to locate people (interview lector Housing and Wellbeing Hoge School Utrecht)

**States:**

S2. Housing is a legal right (Artikel 22: Volksgezondheid; Woonge-Le-Gen-Heid; Ontplooiing, n.d.)

S7. Handing out fines is an attempt to manage peoples behaviour (interview teamlead Straat consulaat)

S12. The self reliant homeless does not exist (interview teamlead Straat consulaat, researcher and lector Housing and Wellbeing Hoge School Utrecht, senior researcher HVO-Querido)

S14. In the Netherlands there is chronically to little room and to much people (interview teamlead Straat consulaat)

S26. People without registration have less rights (Interveiw with the coordinator of the organization "Soepbus")

S27. When people use help, it seen as just to expect something in return (interview Teamlead Kesslerstichting)

S33. It is not juridically sound to force people into receiving help (interview Teamlead Kesslerstichting Delft)

S45. Rules are there to protect the individual aswell as the organisation (researcher Housing and Wellbeing Hoge School Utrecht)



### 8. Us-Them thinking

#### 8. Us-Them thinking

The gap between different societal groups is widening. As illiteracy rates rise, an increasing number of individuals find themselves in low-paying or no jobs. These individuals are unable to save money to purchase a house and are consequently forced to pay relatively high rents. This further weakens their financial stability.

The echo chambers on social media, along with the tendency to befriend those with similar backgrounds, reinforce us-them thinking, exacerbating the divisions between groups.

With nearly half of the homeless population originating from non-Western backgrounds, it is evident how this situation can lead to xenophobia, which subsequently influences political tensions.

**Trends:**

T12. Xenofobie is used in politics to get groups to dislike each other (Groot, 2020)

T44. A lot of people are experiencing society in terms of us and them (interview teamlead Kesslerstichting Delft)

T24. Society is becoming harsher, you are hunter or prey (interview Teamlead Straat Consulaat, homeless/addiction advocate at MDHG and teamlead Kesslerstichting Delft)

T92. Social media is creating echo chambers, limiting their exposure to diverse perspectives and reinforcing existing biases (Ohwovoriole, 2023)

**States:**

S6. Xenophobia leads to a group feeling superior to the others, as with the Greeks and the Barbarians. (Dictionary of Race, Ethnicity and Culture, n.d.)

S11. People with little means are not going to save money (interview teamlead Straat consulaat)

S56. People often adopt popular clothing styles and brands influenced by the preferences of the majority (Ohwovoriole, 2023)

**Developments:**

D2. Economic and housing restructuring has enhanced rental housing's appeal as an investment class. (Hochstenbach, 2022)

D15. The Hague is attracting increasingly expats, foreign students and immigrants to 2035 (Kemperman, 2022b)

D23. Due to the shortage in available houses in the lower and regulated rental sector, people are forced to live in expensive rental properties or expensive owner-occupied properties (Groenemeijer, Gopal, Stuart-Fox, van Leeuwen, & Omtzigt, 2021)

D32. The amount of illiteracy in the Netherlands is rising (interview teamlead Straat consulaat)

D34. The social houses that are built are becoming smaller (interview case worker specializing in "Intensive Assistance" at The Hague municipality)

D51. A large portion of the homeless population will have a non-western migration background (interview researcher Housing and Wellbeing Hogeschool Utrecht)

**Principles:**

P22. Misery loves company. People surround themselves with others who are similar and/or have similar problems (Interview homeless/addiction advocate at MDHG and senior researcher HVO-Querido)

P23. People have a tendency to interpret others' behaviors as having hostile intent, even when the behavior is ambiguous or benign (Baumeister & Vohs, 2007)

### 9. Weakened local Communities

Humans are inherently social beings who seek connection, camaraderie, and love, often found within communities. However, due to factors such as declining religious engagement, globalization, and increasingly diverse neighbourhoods, the natural formation of local communities is decreasing.

Conversely, platforms like WhatsApp and social media have become tools for creating worldwide connections and maintaining communities.

However, the sense of community is more strongly built through brief, everyday interactions, such as greeting each other in passing or participating in shared activities. Future community living arrangements are likely to facilitate these interactions, fostering a stronger sense of communal bonds.

**Developments**

D27. In the past decennia The Netherlands became less socially and more liberally oriented (Interview Teamlead Straat Consulaat)

D42. People move more often, on average 7 times during our lifes (Centraal Bureau voor de Statistiek, n.d.)

D47. Neighbourhoods will become more mixed with people from different backgrounds (interview researcher Housing and Wellbeing Hoge School Utrecht)

### 9. Weakened local Communities

**Trends:**

T8. People base less of their social network/identity based on religion and jobs (Centraal Bureau voor de Statistiek, 2017)

T9. Less people are going to church in the dutch society. ("Van Gebedshuis Naar Appartement: Kerken Verliezen Hun Religieuze Functie," 2021)

T14. Internet/Social media has become a main source of connection between people (Centraal Bureau voor de Statistiek, 2017)

T15. People who already have strong social networks benefit from digital socials more then people with a smaller social network (Centraal Bureau voor de Statistiek, 2017)

T25. People do not work for one employer for 20 years anymore and are employed under short contracts(interview teamlead Kesslerstichting Delft)

T49. Whatsapp groups are becoming a low-maintance way to check in on eachoter (interview researcher Housing and Wellbeing Hoge School Utrecht)

T85. People feel less connection to their streets/ neighbourhoods (interview researcher Housing and Wellbeing Hoge School Utrecht)

T56. More people will live in community housing solutions (interview researcher Housing and Wellbeing Hoge School Utrecht)

**States:**

S16. Community living is a natural way of increasing people social network (interview researcher Housing and Wellbeing Hoge School Utrecht).

S32 Common roots, language or religion are community building startingpoints (interview case worker specializing in "Intensive Assistance" at The Hague municipality)

S39. Short interactions (like saying hi to people) in the make the most impact on the feeling of community (interview researcher Housing and Wellbeing Hoge School Utrecht)

S43. Generally speaking, people are seaching for a community (interview researcher Housing and Wellbeing Hoge School Utrecht)

S44. doing an shared activity can help people connect without the focus being on cognition (interview researcher Housing and Wellbeing Hoge School Utrecht)

S57. In order to have a successful social community, there is a maximum of 100-120 houses (interview researcher Housing and Wellbeing Hoge School Utrecht)

**Principles:**

P10. People have a basic need for relatedness (love, intamacy, nurture, care, camaraderie and emmotional support) (Desmet et al., 2020).

### 10. Lower cognition because of stress in semi permanent situations

#### 10. Lower cognition because of stress in semi permanent situations

When individuals experience periods of financial or other forms of stress, their cognitive and mental abilities tend to decline. This often results in an impaired capacity for planning and decision-making, frequently leading to increased debt, additional problems, and a greater need for care. To recover cognitively, individuals require a stable home where they can find rest and quietness.

Given the long waiting lists for permanent housing, semi-permanent solutions such as tiny houses are increasingly utilized. However, these solutions function more as shelters than as true homes neglecting the need for stability.

#### Trends:

T42. The homelessness crisis is now framed as a housing crisis and not a healthcare crisis (interview researcher Housing and Wellbeing Hogeschool Utrecht)

#### Developments

D8. The waiting list for social housing are sometimes up to 7 years (Gielen, 2022)

D45. There is a rise in the use of temporary tiny houses (interview researcher Housing and Wellbeing Hogeschool Utrecht).

#### Principles:

P3. Non of our basic needs can be neglected without significant negative consequences (Desmet et al., 2020).

P11. People have a basic need for security (physical-, financial, social stability and conservation) (Desmet et al., 2020).

P15. When people are unsure if they get their basic human rights met, their time perspective changes to day-to-day (Interview teamlead Straat Consulaat)

P16. Scarcity theory: every person has a certain level of intellect. With stress, the ability to plan and make wise decisions decreases (Interview senior researcher HVO-Querido)

P22. When people are under stress, it lowers their IQ (Kulshreshtha et al., 2023)

#### States:

S8. People recovering from homelessness need a place to rest where they have autonomy (Interview teamlead Straat Consulaat)

S15. Homeless people are hesitant to make long term plans (Interview teamlead Straat Consulaat)

S21. When people deal with a lack of money for a longer period of time it is detrimental to their cognitive and psychological abilities (Interview senior researcher HVO-Querido)

S38. A tent or a tiny house (with basic necessities) is a shelter and not a home (interview researcher Housing and Wellbeing Hogeschool Utrecht)

S46. People who are recently became homeless are easier to help and need less/shorter care (interview researcher Housing and Wellbeing Hogeschool Utrecht).

### 11. Choosing quite lives away from complex society

#### 11. Choosing quite lives away from complex society

Digitalization and the complexity of Dutch society contribute to decision overload. With the increasing volume of online stimuli, young adults today struggle to manage the inputs from social media, resulting in mental health problems.

This situation may lead individuals to distance themselves from their phones and opt for alternative lifestyles, seeking environments where they can live in tranquillity.

#### Trends:

T16. More people are working from home, giving more freedom to move further from job opportunities and out of the city (Groenemeijer, Gopal, Stuart-Fox, van Leeuwen, & Omtzigt, 2021)

T38. Some people will choose to have a alternative/ simpeler lifestyle. prevering the quietness (Interview homeless/addiction advocate at MDHG and Interview senior researcher HVO-Querido)

T39. The amount of (online) stimulus might become to much for people and they just hide away from it, turn off their phone, dont open emails (Interview homeless/addiction advocate at MDHG)

T50. The amount of complexity of society makes people fall outside of society (interview researcher Housing and Wellbeing Hoge School Utrecht)

T90. the weaponization of social media platforms might create population-level stress, anxiety, depression and feelings of isolation. (Atske & Atske, 2024b)

T91. Generation Z (born in and after 1996) are suffering from anxiety, depression, self-harm, and related disorders at levels higher than any other generation for which we have data (Haidt, 2024)

#### States:

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#### Developments

D46. The Young adults of 2035 did all grow up with smartphones (Marinde, 2024)

### 13. Social isolation in the big city

#### 13. Social isolation in the big city

Major cities have become increasingly anonymous. The rise in one-person households and reduced time spent in public spaces, coupled with a general increase in pessimism within Dutch society and the hopelessness observed among homeless individuals, has led to a rise in loneliness.

#### Trends:

T11. Dutch people are becoming more pessimistic about the future (Centraal Bureau voor de Statistiek, 2022)

T21. People spend less time in public spaces, such as parks, community centers, and market squares since they are increasingly disappearing. Due to new technologies, public space is becoming less and less public. (Publieke Ruimte Onder Druk, n.d.)

T48. Some people in the cities are feeling lonely (Interview researcher Housing and Wellbeing Hoge School Utrecht)

T67 The big cities are becoming very anonymous for its citizens (interview case worker specializing in "Intensive Assistance" at The Hague municipality)

T71. Increasing lack of self respect and short term perspectives makes homeless become lethargic and lose hope (Interview Lector Housing and Wellbeing Hoge School Utrecht)

#### Principles:

P2. Our fundamental needs are universal: Regardless of culture, age, and lifestyle, everyone ultimately has the same set of needs. (Desmet et al., 2020).

#### Developments:

D14. There is an increase in 1 person households (Centraal Bureau voor de Statistiek, 2017c)

D16. There is a growing number of divorces and People between the ages of 50-80 make up a large percentage of divorces (Centraal Bureau voor de Statistiek, 2017c)

D20. 20% of residence of the Hague will be 65 years or older in 2035, and is relatively younger than most of the netherlands (Centraal Bureau voor de Statistiek, 2022)

D21. The biggest increase in households is the single person household with 70% nationwide (Groenemeijer, Gopal, Stuart-Fox, van Leeuwen, & Omtzigt, 2021)

#### State

S57. Saying hallo to neighbours and people in the street can stop a feeling of isolation and loneliness. (Ramaka, 2023)

S49. For 95-80% of the people, a private home the best option (interview with senior researcher HVO-Querido)

S18. Homeless people become fatalistic (Interview Lector Housing and Wellbeing Hoge School Utrecht)

S23. People need to be heard and get their storie told (Interview Stichting veldwerk)

S35. People want to fix their own problems (Interview teamlead kesslerstichting Delft)



### 14. Mismatch between peoples prejudice and reality

#### 14. Mismatch between peoples prejudice and reality

Most people who end up on the streets now only have housing or financial issues. The amount of people who become homeless due to addiction and mental health is significantly less than before. The archetypical homeless white man who sleeps outside on the benches is not representative for the way larger and diverse group of people who are homeless. This homeless population consist of anyone from families, entrepreneurs, immigrants and youth.

**Trends:**

T1. An increasing number of young people cannot find a house and end up on the street (Hofstede & O'Brien, 2023)

T2. The people who are sleeping outside in tents are an increasing amount of (EU-) migrants. (NOS, 2023)

T5. There is an increasing number families who are economic homeless, who are on the streets or In shelters. (NOS, 2023)

T6. Youth who are in protective services and turn 18, get stuck into the social shelters and do not transfer to an own apartment or assisted living (NOS, 2022).

T25. People with language difficulties often fall outside of society into e.g. homelessness due to language barriers (interview Teamlead Kesslerstichting Delft)

T63. A large group of homeless people are sleeping at acquaintances on the couch (interview teamlead Straat Consulaat)

**Developments:**

D4. Because of the economical crisis, it is often to expensive for divorced man or women to have a own house or to privately rent an appartment. (Zien, n.d.)

D36. An increasing part of the homeless people will be entrepreneurs who lost their lifelyhood durnig corona (interview case worker specializing in "Intensive Assistance" at The Hague municipality)

D39. The typical heroine addicted male white homeless are almost non exiting anymore (interview Teamlead Kesslerstichting Delft)

D52. The share of people who become homeless as a result of addiction and mental problems will be significantly less (Interview Lector Housing and Wellbeing Hoge School Utrecht)

**Principles:**

P14. von Restorff effect That an item that sticks out is more likely to be remembered than other items (Von Restorff, 1933)

**State**

P58. People self medicate for adhd, autism, anxiety (interview Teamlead Kesslerstichting Delft)

# 4.4 Structuring the Context

In the previous chapter, the set of factors was transformed into narratives about the future. To create a unified whole, a coherent structure that explains how the separate elements are connected was developed. This framework provides a structured basis for understanding the coping mechanisms of individuals who are at risk of, or have become, homeless. In this chapter, the process of creating such a framework is explained, culminating in the final 3-by-5 matrix framework.

### Why Create a Future Framework?

This future framework incorporates the interconnectivity of clusters and can be used as a discussion starter and as inspiration for design. An effective framework is one that encompasses a wide variety of factors while simultaneously illustrating how these factors are intricately connected (Van Dijk & Hekkert,

2011)

### How to Create a Framework

With the set of 14 clusters, it is possible to explore the relationships between them. The framework is developed by extensively organizing the clusters while searching for patterns and overarching themes, and then plotting them on the axes of the framework. Clusters may indicate a common direction or represent conflicting forces. They can be combined in various ways, but the most common methods are:

- Patterns or Storylines: When viewed from a distance, an overarching narrative or storyline may emerge, which can be articulated as a main theme.
- Dimensions: When clusters appear to conflict, it may be useful to place them into one or more distinct dimensions.

The process of drafting a framework is iterative, meaning that multiple frameworks are drafted, combined, eliminated, and refined until the framework is sufficient to encompass all the different clusters. The final framework incorporates all the clusters along the axes, resulting in cells that combine the content of those clusters.

### The Process

To facilitate the quick regrouping and rearranging of clusters within various frameworks, the cluster titles were printed on paper and cut out. Using tape and markers, possible frameworks were tested by laying them out on the ground and rearranging them as needed. A few photo's of how this exercise takes shape in real life are shown in figure 5 below.

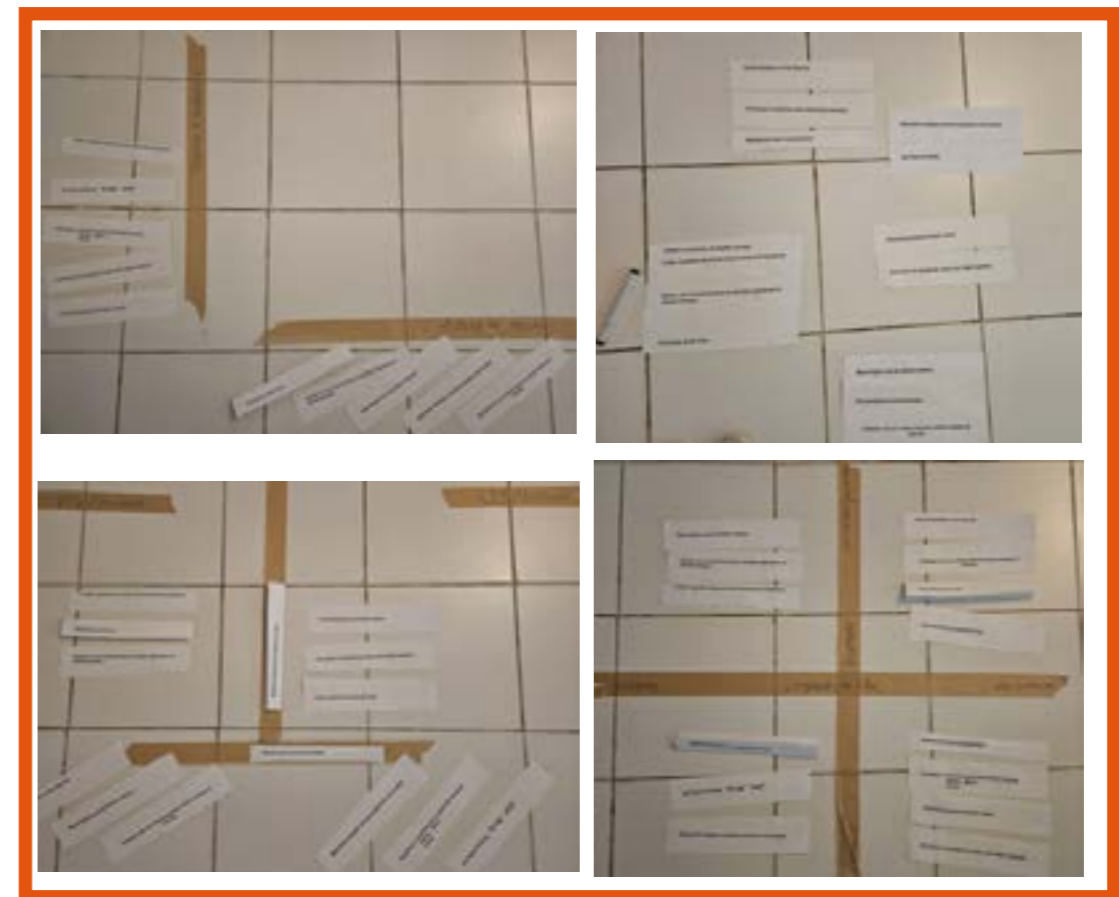


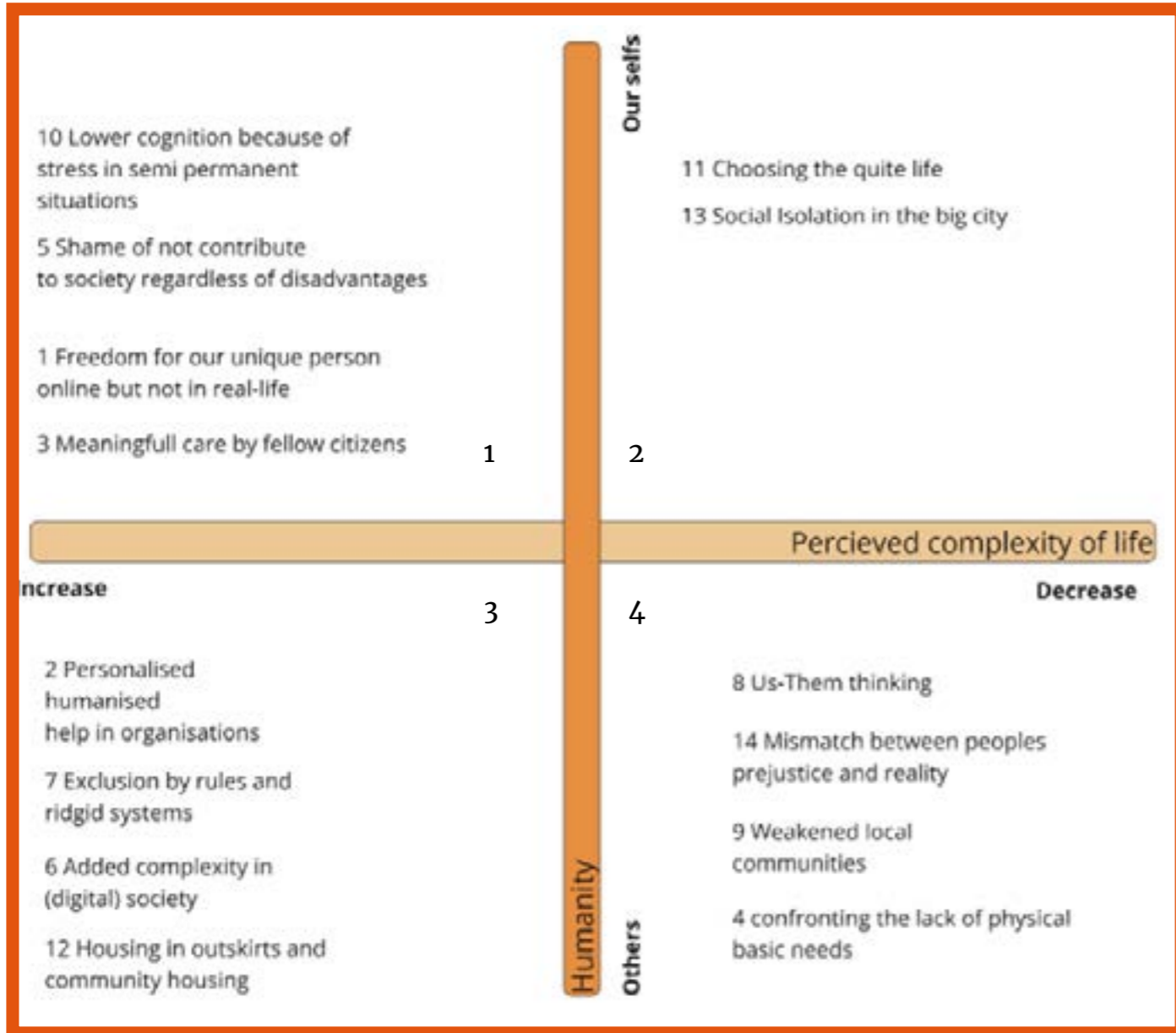
Figure 5. Structuring on the livingroom floor

After this structuring on paper, the frameworks that seem most promising to the designer are selected and digitalised. These frameworks are illustrated in the following figures #,# and #.



1.

Figure 6. Digitilised framework proposition 1



This framework illustrates 4 quadrants in which the clusters are organised, which are:

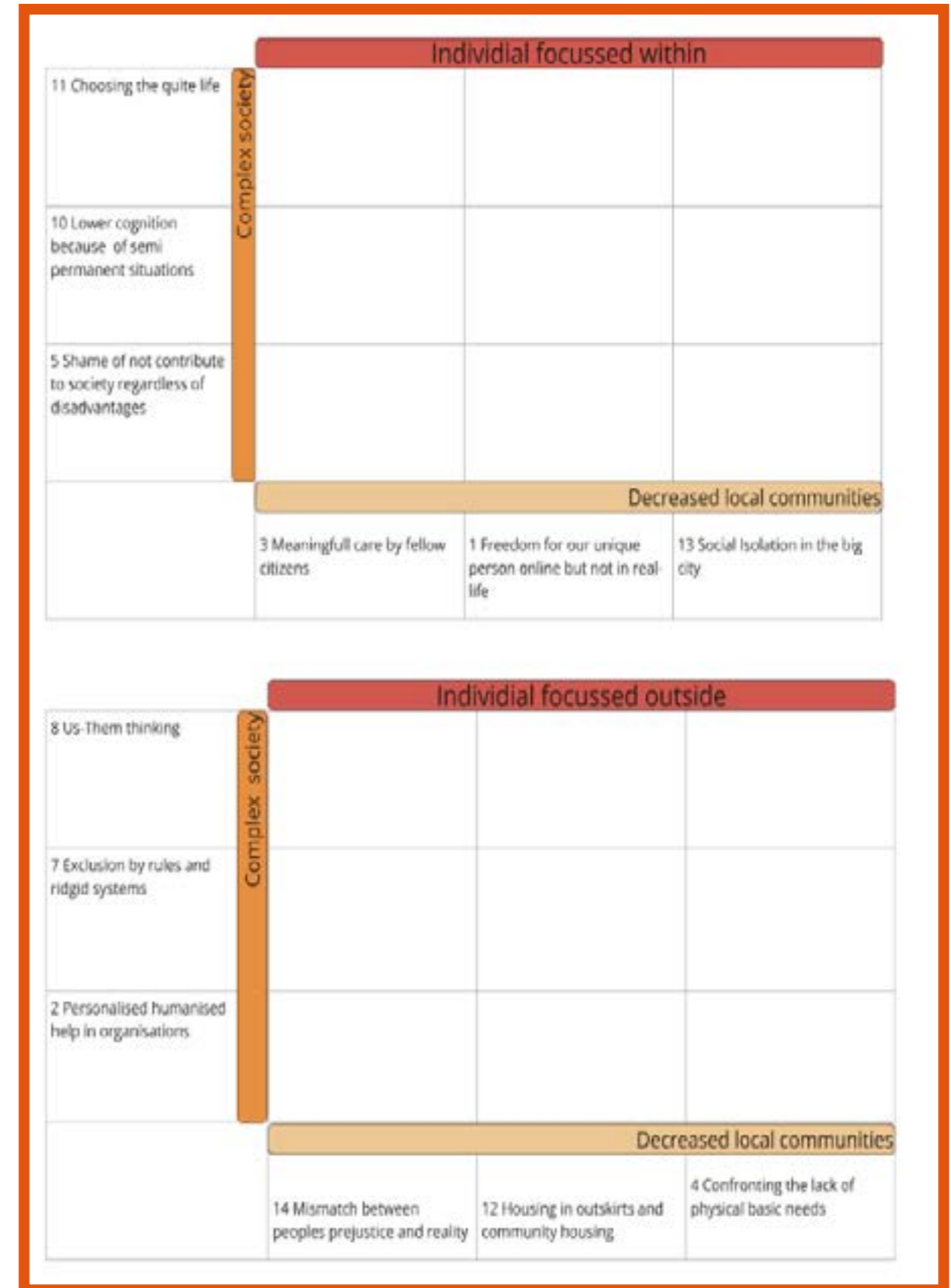
- 1 Increase in an percieved complexity of life and focussed ourself and personal goals
2. Decrease in percieved complexity of live focussing on ourselfs by choosing quite lifes or

by isolation from communities.

3. Increase in an percieved complexity of life and focussed on the (opinion of) ofther people
4. Decrease of percieved complexity focussed on the (opinion of) ofther people

Figure 7. Digitilised framework proposition 2

2.



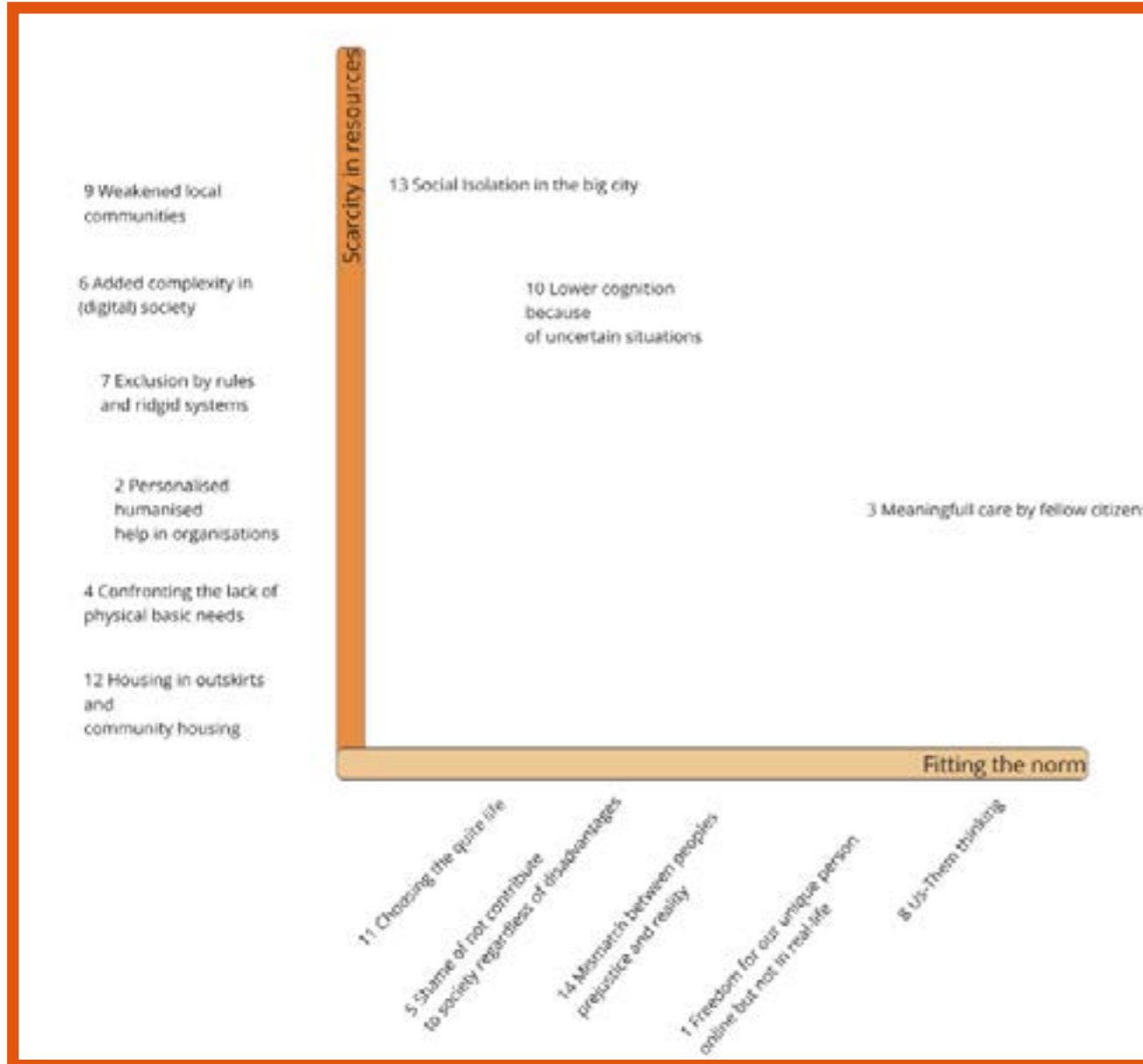
This framework splits into two matrixes with the same Axis. One is focussed on the individual looking inward and the other one is focussed at the individual looking outward.

The axis are split into the themes complex society and decreased local community, which are in some form apparent in the clusters among those axis.

### 3.



Figure 8. Digitilised framework proposition 3



This framework illustrates 2 Axes, which focusses on the scarcity of resources and how people are fitting the norm.

The clusters who correspond with these axes are plotted along the side or bottom axis. There are 3 clusters who do not fit better within the framework.



These three digital versions were presented to the Chair of this thesis M. van Dijk. He is one of the developers of the reframing method and helped mature these three versions into the final framework, explained below.



#### The final al structuring of the framework

The different locations of the clusters with regards to the axes are shown on the next page in the figure 9.

Two predominant themes are identified which have an interplay with all clusters. They are used as the basis for the axis, and consist of the themes Attitudes Toward Complex Society and Relationship to Community. An indept explanation of the structure can be found in the next chapter 4.5.

#### Conclusion:

In conclusion, the systematic organization and analysis of 14 clusters within the framework reveal the intricate relationships between various societal factors and attitudes. The themes of complex society and relationship to community serve as the foundation for the framework's axes, illustrating different responses to societal challenges. However, it is important to acknowledge that the

structuring of the clusters is highly intuitive and, despite being supported by established methods and expert input, should not be regarded as absolute truths. The following chapter will elaborate on how the cells in this future framework are populated, ultimately leading to the identification of 15 coping mechanisms

# Final cluster structuring

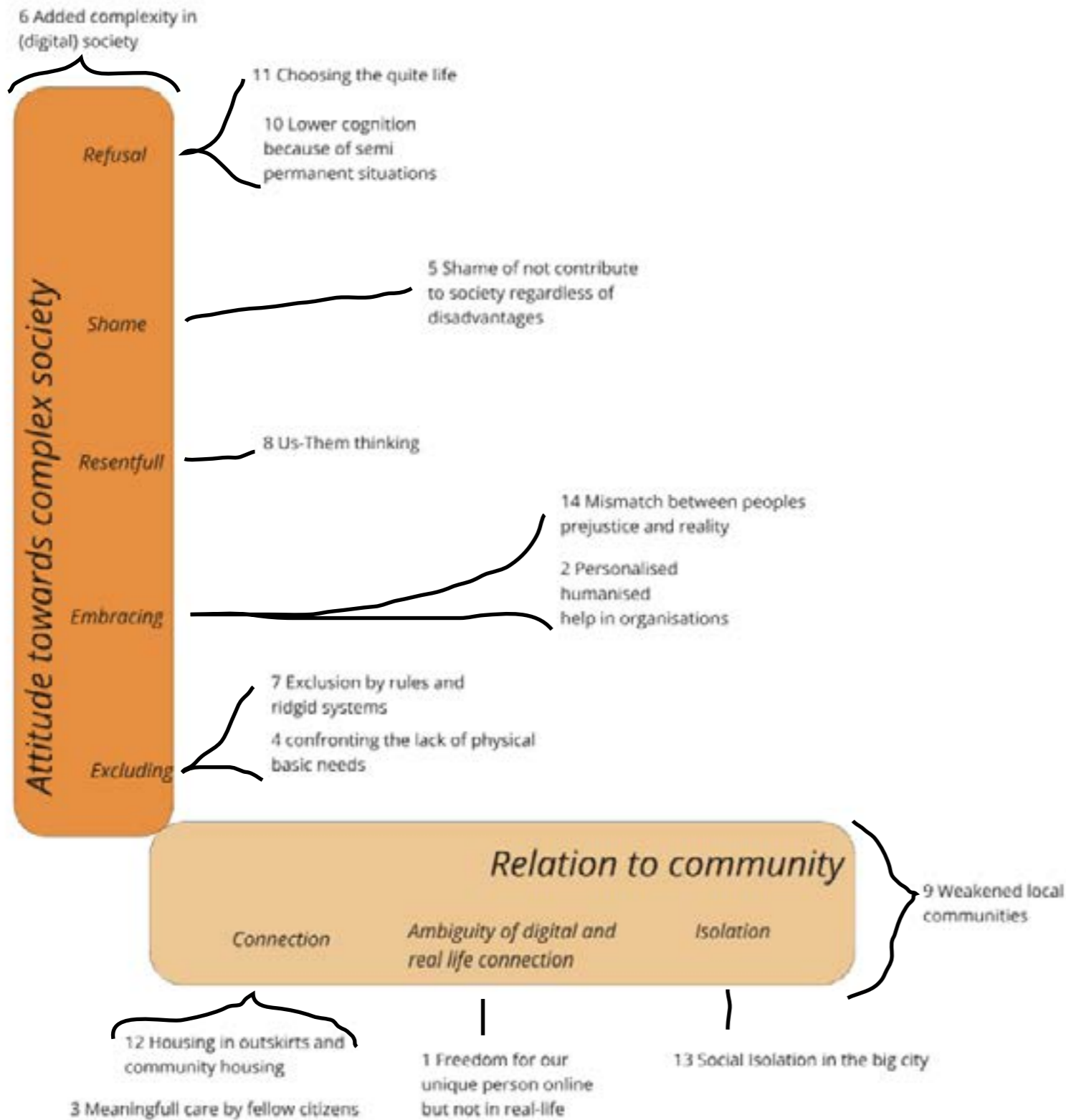


Figure 9. Clusters in the framework

# 4.5 Final structure of the future framework

In this chapter the structure of the final framework is introduced. The framework is shown in figure 10.

### What do the axes illustrate?:

Two predominant themes are identified which have an interplay with all clusters. They are used as the basis for the axis.

### Axis A. Attitudes Toward Complex Society:

Attitudes toward complex society reflect how individuals perceive the increasing complexity of societal structures, including the proliferation of regulations and the digitization of various aspects of life. Along the complex society axis, distinct attitudes can be identified:

Refusal, where individuals have to or choose to withdraw from participation in society;

Shame, experienced by those who struggle to navigate societal complexities;

Resentment, characterized by frustration toward societal structures.

Embracing societal complexity, where care is personalised and people in need of care are seen as unique individuals.

Exclusion is employed to reduce complexity,

leading to the marginalization of certain groups.

### Axis B. Relationship to Community:

The theme of relationship to community addresses the perceived decline in local community engagement alongside a rise in digital community involvement. Regarding community, three primary attitudes emerge:

Connection, where individuals maintain a strong sense of community through e.g. neighbourhoods, communal housing, friends, family and religion;

isolation, where individuals feel disconnected from the communities online and in real life.

Ambiguity, which captures the nuanced blurred distinctions between digital and real-life community interactions.

### Conclusion:

The final framework illustrated the personal attitude of people who are at risk of homelessness and the relationship they have to community. This results in personal coping mechanisms in each cell. Next chapter illustrates how these coping mechanisms are found by illustrating the process with one cell

# 4.6 Process of filling the cells of the framework



Figure 10. future framework

Within the future framework, each cell represents a combination of an individual's attitude toward society and their relationship to the community. This can be understood as the coping mechanism that emerges when people combine their attitudes with their social behavior in specific situations. Given that the factors (or building blocks) used to construct the framework are centered around homelessness, the resulting framework identifies coping mechanisms for individuals who are at risk of, or already experiencing, homelessness. The 15 identified coping mechanisms are detailed in Chapter 3, while this chapter demonstrates the process of articulating these coping mechanisms, using one cell as an illustrative example.

### The Importance of the Coping Mechanisms within the Cells:

Identifying coping mechanisms within the framework's cells is crucial for practical

applications. These coping mechanism provide insight into the diverse behaviors of individuals at risk of homelessness, enabling stakeholders, such as the Municipality of The Hague, to take informed actions.

For instance, if a particular coping mechanism within a cell reflects behaviors that the municipality deems undesirable, they can design targeted interventions to address those behaviors. Conversely, if a coping mechanism aligns with the municipality's vision, it can serve as a source of inspiration for designing services that reinforce the positive aspects of that behavior. In summary, these 15 coping mechanisms offer a comprehensive understanding of the behavioral diversity among those at risk of homelessness and provide a foundation for identifying situations that require either improvement or encouragement.



When describing the coping mechanism, the designer works one cell at the time. The idea is to combine all the clusters that are relevant to that specific cell and merge their stories and factors.

In this chapter, this is illustrated by choosing the one cell to describe to process for (illustrated in figure 11 below).

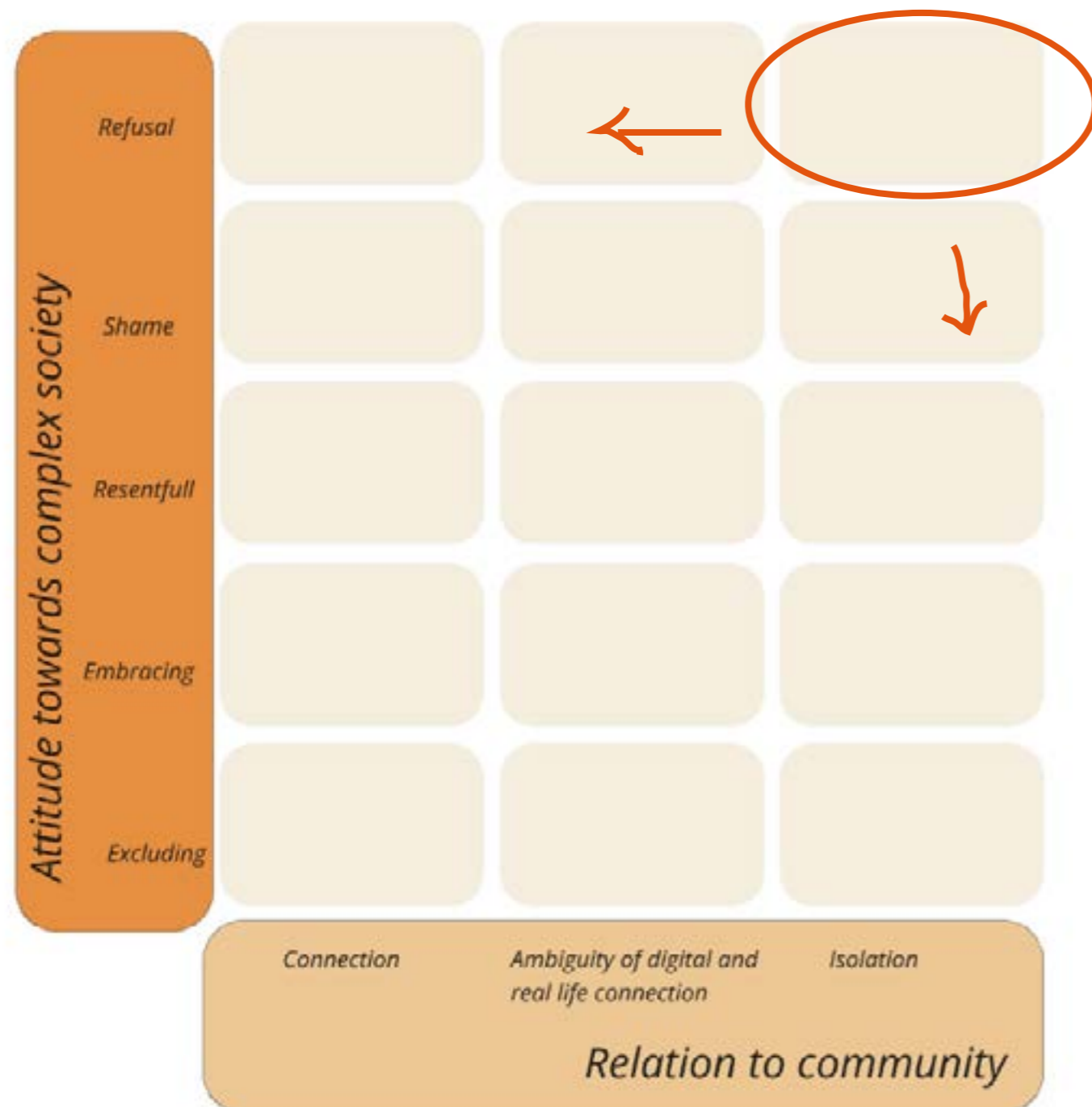


Figure 11. Chosen cell for illustration of mechanism

**The process of filling the cells:**

The approach involves combining all relevant clusters for a specific cell, merging their narratives and factors. In this chapter, this process is illustrated by focusing on the upper-right cell, which represents “Refusal to Complex Society” and “Isolation from Community.” (illustrated in figure #). This cell combines five different clusters, illustrated in figure # in the previous sub-chapter.

**Cell-specific clusters:**

- 10. Lower cognition because of semi-permanent situations
- 11. Choosing quiet lives away from complex society
- 13. Social isolation in big cities

**Clusters underlying the axes' themes:**

- 9. Weakened local communities
- 6. Added complexity of (digital) society

In Chapter 4.3, the full cluster stories can be reviewed. However, to clarify the process, key points from the relevant clusters are summarized here.

**•Lower cognition because of semi-permanent situations:**

- o Stress from financial or other challenges impairs cognitive abilities, affecting planning and decision-making, often worsening personal situations.

**•Social Isolation in the Big City:**

- o Anonymity in major cities is increasing, with more one-person households and less public interaction.

- o Pessimism in Dutch society and hopelessness are contributing to rising loneliness.

- o Loneliness is becoming more prevalent due to these societal changes.

**•Choosing Quiet Lives Away from Complex Society:**

- o Digitalization and societal complexity lead to decision overload and mental health issues.

- o Young adults struggle to manage the overwhelming inputs from social media.

- o Some individuals choose to distance themselves from digital life, seeking quieter, more tranquil lifestyles.

**•Weakened Local Communities:**

- o Declining religious engagement and globalization are weakening the formation of local communities.

- o Everyday interactions and shared activities are crucial for fostering a stronger sense of community.

**•Added Complexity of (Digital) Society:**

- o The pervasive internet and complex digital systems can overwhelm individuals.

- o Struggles with managing digital information (usernames, emails, passwords) lead to a loss of autonomy.

- o Overwhelmed individuals may find it difficult to manage their personal affairs effectively.

The next step involves identifying the coping mechanisms and behaviors that emerge when combining these clusters. When the factors from the clusters are synthesized, a distinct coping mechanism is revealed. The mechanism described below is the result of this process and represents the content of the “Refusal and Isolation” cell:

**The resulting coping mechanism**

title of the cell: Acting Like a Hermit:

Characteristics: Reluctance to participate in society or interact with others.

This coping mechanism involves a combination of isolation and refusal to engage in social activities. Individuals living alone in large cities are increasingly withdrawing from public spaces. The immense pressure of the digital environment has contributed to a decline in mental health. When overwhelmed by the constant influx of information from mobile devices, individuals may delete their social media accounts and ignore emails and messages. They retreat from the mounting pressures of a complex society, preferring solitude. Due to a lack of social oversight and the absence of a supportive community, individuals who display this behaviour often remain unnoticed for extended periods.

**Conclusion**

In summary, the process of filling the cells within the future framework reveals how individual attitudes and community relationships coalesce into specific coping mechanisms. These mechanisms, derived from a careful synthesis of cluster factors, provide valuable insights into the behaviors of individuals at risk of homelessness. By identifying and understanding these mechanisms, stakeholders can design targeted interventions or services that address specific behaviors, ultimately contributing to more effective solutions for homelessness.



# Part 3.

Service design



and creative  
process

## THE SERVICE DESIGN AND CREATIVE PRO-

Part 3 of this reports illustrate how the framework can be used, by displaying a full design process. The first step is found in chapter 5, with the positioning with regards to the framework and the analogy developed for ideation.

Chapter 6 introduces the designed service in detail. This service is called FliptheScript.

Chapter 7 displays the process of developing this service, and can be used as inspiration to use the framework for ideation.

## INTRO TO CHAPTER 5

When illustrating the design process which follows the framework, the first step is to take a position with regard to the framework.

Chapter 5 introduces the positioning within this specific project, with 5.1 introducing statements and 5.2 creates the analogy used as inspiration for the design process

# 5.1 Positioning w.r.t. the framework

When looking at the framework, it is apparent to see there might be some coping mechanisms which the Municipality of The Hague would like to influence positively. For this, the Municipality of The Hague can take a position with regards to the coping mechanism, which are called statements (also called Design Goals).

## What is a statement?:

The statements constitute a text in which the designer along with the stake holder, in this case the municipality of The Hague, take a position regarding the situation within the framework. These statements outline a preferred outcome and propose a means to achieve this outcome. Rather than providing a specific solution, these statements delineate a solution space that can guide the design process. They illustrate a direction a (service) design can take. Within a statement, the stakeholder and designers can illustrate their identity, how they would want this situation to be handled. These statements are inherently

subjective, as they orient the design in a preferred direction based on the viewpoints of both the designer and the stakeholder.

## Drafting statements with Municipality agent.

To create a design which is relevant for the Municipality, statements were drafted in collaboration. Based on an interview with the municipality's Senior Domain Manager for Care, it was decided to create statements for one of the column on the relation to community axes of the framework. This focus was partially motivated by the time constraint within this thesis project, as well as to create a focussed approach. Through the interview with the Senior Domain Manager, the isolation column was identified as an area where the most significant improvements could be made. Together with my primary contact within the municipality's advisory team the following statements were drafted. These are reactions to the five coping mechanisms in the isolation column, which can be fully found in chapter 3.1.

## Statements for the Isolation from community column.

The first coping mechanism on which a statement was drafted is 11. Acting like an Hermit. This coping mechanism had characteristics: Reluctance to participate in society or to interact with others.

*In the future context where people might isolate themselves completely and disconnect from society, we want people to not feel forced by the municipalities to participate, while still being given the capacity to care for their health and fulfil their minimal duties as a citizen. Doing so by flipping narrative from trying to change these people, to trying to learn from them.*

The second coping mechanism on which a statement was drafted is 12. Hiding from the world This coping mechanism had characteristics had the characteristics: Hiding from the World and Self-Blame for Problems

*In the future context where people feel shame, hide away and stagnate, we want them to take action again and, in doing so, regain their self-wort, by placing less emphasis on the aspects in which they feel they have 'failed' and more emphasis on other aspects where they can feel valuable.*

The third statement is drafted for the coping mechanism 13 Being suspicious, with characteristics Becoming Resentful and Reinforcing Beliefs in Solitude.

*In a future where people might experience a lack of trust towards others and the municipalities,*

*we want them to feel like they are taken seriously in their concerns, by opening equal and emphatic two-way dialog.*

Second to last, 14. Flying under the radar with characteristics Does Not Relate to the stereotype of people who are homeless and does not seek help, is drafted:

*In a future where people do not seek help since they do not identify themselves with other homeless, we want them becoming conscious of how to formulate their request of help, and actively accept their situation.*

Lastly, a statement for the 15. Isolation through social injustice with Characteristics: Seeking Help but Isolating Due to Bureaucratic Obstacles

*In a future where people not receiving help because they fall in between rules, we want people to feel seen by providing a situation in which the municipalities hold space for them.*

## Conclusion:

These statements enable the designer to guide their design solution. Utilizing these statements is an effective method to initiate and steer the ideation process. Since taking a stance point on which direction to design, with regards to value's of the stakeholder, enables a better fit between the identity of the stakeholder and the final design solution. Although the statements in this chapter are developed in collaboration with the municipalities, the designer's perspective is also inherently reflected.

# 5.2 Creating Interaction Analogy

An other tool used for inspiration and within the ViP-methodology is the creation of an analogy. This analogy can be used to validate design choice, by dictating how an design should feel and behave while the user is in interaction with it. In this chapter, one cell within the design work is selected to create an analogy. This one cell, together with its statement and analogy is the basis for the design made for the municipality.

### What is an analogy?

This analogy explains a situation in which qualities are present which could be assigned to the new design. This analogy illustrates how the solution should function and interact. The analogy identifies a situation that exhibits a transformation similar to the one described in the statement. From this similar transformation, interaction qualities

can be derived. In short, it explains how the interaction should feel. Since the analogy is used as inspiration for the design process, it can be a situation personal to the designer.

### Selecting one coping mechanism:

Due to time constraints of this thesis project, only one coping mechanism cell, and its corresponding statement, is selected to create an analogy for. This set of coping mechanism, statement and analogy will serve as the foundation for the design in the subsequent section of the report. The coping mechanism which this thesis project focusses on designing for is Hiding from the world.

The selection of this coping mechanism was done through collaborative decision making with the primary contact within the municipality and through personal interest of

the designer. Since increasing peoples self-worth and changing the emphasis sparked the inspiration during conversations, this highly end user focus statement seemed most fitting.

### Analogy: joining an improvisation dance class:

The analogy is created while looking at the same transformative action as in the statement:

*In the future context where people feel shame, hide away and stagnate, we want them to take action again and, in doing so, regain their self-worth, by placing less emphasis on the aspects in which they feel they have 'failed' and more emphasis on other aspects where they can feel valuable.*

In this instance, that means the transformative action is regaining self worth by doing and by focussing less on the failure. The analogy the designer selected was 'Joining an improvisation dance class with kind strangers'



### Analogy story:

I am nervous about joining the improvisation dance class I signed up for. I am scared I might freeze when given the floor, but I want to start

doing something for myself. When given the spotlight to do my solo improvisation, I black out. What do I do? In my job as a waiter, I am used to serving drinks. The first thing that comes to mind is 'the serving tray dance,' which I start doing without thinking. I feel my body begin to move, and I start to enjoy myself. The whole class claps, and the teacher praises me for my creativity. Following this, I realize that the class is not about being perfect. I am a good improvisation dancer when I stop worrying, stop overthinking, and just dance.

Looking at this analogy, some interaction qualities can be derived that the new design should have. The preferred interaction qualities are:

- Playfull
- Accepting
- Collective
- Embodied
- Coincidental

### Conclusion:

The interaction qualities derived from the analogy can serve as inspiration for the new design and as a selection mechanism to determine which ideas fit the context. The chosen analogy may be personal to the designer, which means it might not resonate with all readers. Given that the design process is inherently personal, this is acceptable. However, when designing for a specific context, it is crucial to select an analogy that inspires and evokes the desired interaction qualities for the specific designer at work.

## INTRO TO CHAPTER 6

This chapter introduces the final service design. This is the design which is based of the framework in Part 2 and the positioning in chapter 5.

5.1 shows the service in overview, 5.2 goes into detail about the letterbox package and 5.3 details the appointment part of the concept

# 6.1 Service Design, Flip the Script

The Hague municipality has voiced the goal to redesign their services in order to give better help to people who are homeless or at risk of becoming homeless. In the Part 2 of the thesis, the main deliverable, the future framework, was explained. This future framework can be used as inspiration for service design. This chapter introduces the design which was created, using the future framework as a basis.

## Situation derived from coping mechanism:

From the framework, the coping mechanism 12 Hiding away from the world was decided to design for, see chapter 5. This coping mechanism entails the following story: People who are experiencing money problems might become stressed to the point of even not opening the mail. This stagnation can lead to accumulating debt, and even leading toward homelessness. Trying to reach these people can be difficult since they hide away from the world and try to make themselves as inconspicuous as possible. These individuals live in isolation

to help and experience a profound sense of shame due to their inability to participate as full citizens. They are dissatisfied with their stagnant situation and their lack of efforts to improve themselves. Despite this, they have a desire to participate but are unsure where to turn to, resulting in a state of stagnation.

## Design direction:

Since the municipality increasingly aims to prevent people from becoming homeless, getting those people to exit their stagnant state before eviction is ordered becomes crucial. With the focus on prevention the following statement is drafted:

*“In contexts where people feel **shame, and have stagnated**, we want them to regain action by **reinventing their own value**. This by creating a **different personal narrative** which also **emphasize their positive aspects**.”*

## Flip The Script:

In order to address the situation with the design direction in mind, Flip The Script was designed.

This service consists of two parts:

- A letterbox package sent through the early detection team by the municipality of The Hague
- An non-committal appointment, that will be guided by a municipality agent, conform the three supporting documents.

Figure 12 on the next page illustrates the service.

## The goal of this design:

The goal in this Design is not to alleviate all shame, but to balance the story people tell ourselves. The goal of the appointment is to change the narrative about how people see themselves, help them discover and appreciate

positives in their narrative and get them out of stagnation. It is important to balance this story since, following narrative identity theory, having a problem written narrative decreases mental health. In chapter 5.2 this is further explained. To reach the people who need this intervention, a letterbox package is sent. The goal of the postal package is to initially lower shame, show acceptance and thus lower the threshold for contacting the municipality of The Hague.

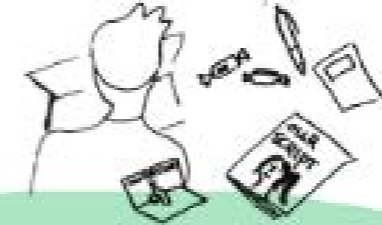
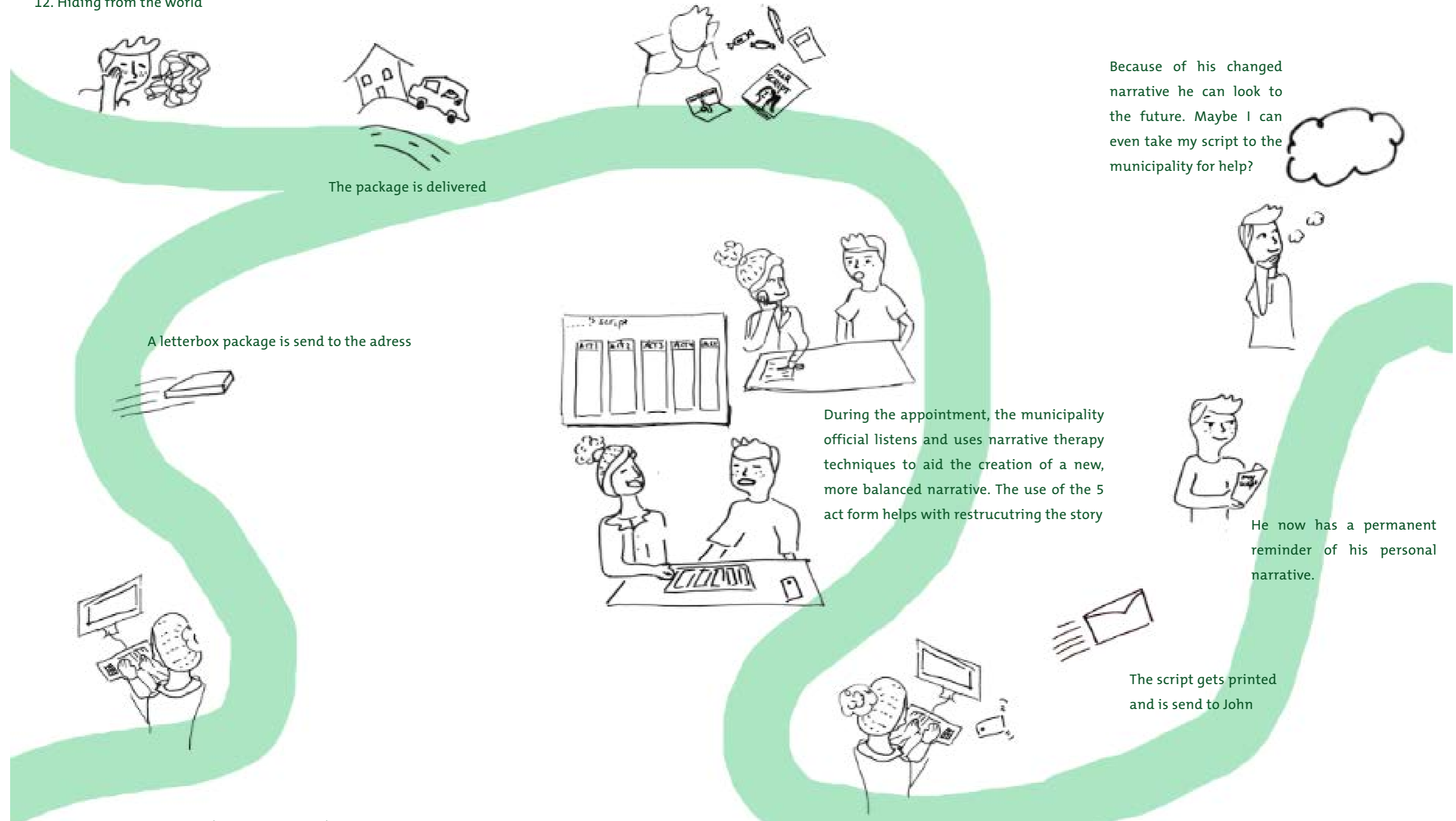
In the following chapter 6.2 goes into detail about the postal package. Chapter 6.3 explained in detail, how the appointment is structured.



This is John. He is experiencing financial difficulties and is displaying characteristics of coping mechanism 12. Hiding from the world

Out of curiosity, John opens the package. Inside are stories of people who experienced financial difficulties and an invitation for a non committal appointment to tell his story. John decides to make an appointment.

Because of his changed narrative he can look to the future. Maybe I can even take my script to the municipality for help?



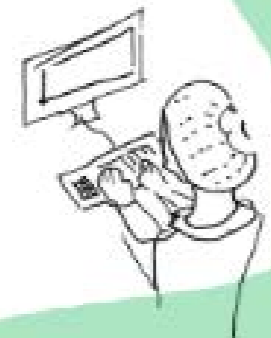
A letterbox package is send to the adress



The package is delivered



During the appointment, the municipality official listens and uses narrative therapy techniques to aid the creation of a new, more balanced narrative. The use of the 5 act form helps with restructuring the story



Team Early Warning (vroegsignalering) recieves the adress of the person who hasn't payed their fixed bills



The script gets printed and is send to John



He now has a permanent reminder of his personal narrative.

After the appointment, the municipality official writes out the 5 act script for John. The focus is on grasping the balanced narrative, so include the negative and highlight the positive.

Figure 12. FliptheScripts service

# 6.2 Flip the Script - The letterbox package

To effectively reach and support individuals in need, a letterbox package was designed with the primary goal of lowering the barrier to schedule an appointment by reducing initial feelings of shame. This was achieved by addressing stigma and sharing stories of others facing similar financial struggles, creating an intimate experience through the design and content of the package.

### Early Prevention in The Hague:

The Municipality of The Hague already targets individuals experiencing financial instability through the Vroegpreventie (Early Prevention) law. This law aims to prevent people from falling into debt and facing eviction by sending information cards to those who are behind on their fixed costs. The addresses of these individuals are sent to the municipality monthly and are available to municipal agents.

### Opportunity for Design:

In conversation with a senior consultant from the early prevention team, it became clear that there is a significant gap between the number of people who receive these information cards and those who actually schedule appointments. Of the approximately 4,500 people who receive the cards, only 1,700 make an appointment, and of those, only about 600 attend. This gap presents an opportunity for design intervention.

### The Letterbox Package:

The letterbox package, see figure 13, was chosen to increase the likelihood that recipients will read the information provided. While flyers and cards may be lost among other mail, the letterbox package is designed to stand out and spark curiosity. The decision to leave the package blank was based on survey research (Chapter 7.4), which indicated that people are more likely to open an unmarked package.



Figure 13. blanco letterbox package



Figure 14. Layout inspiration 'our script'

Including a recognizable municipal logo could deter recipients. Furthermore, a decorative design might be mistaken for advertising and can become associated with early detection efforts, it could inadvertently increase shame by signalling financial difficulties to others.

### Contents of the Letterbox Package:

After opening the letterbox package, the recipient is greeted with three types of content:

1. 'Our Script' - Experience Experts: The package contains a printed booklet with stories from citizens of The Hague who have experienced financial difficulties. This booklet aims to reduce stigma and help readers feel less ashamed of their own situations by showing that they are not alone. The design of the booklet should be based on the design in figure 14. In the survey this style was chosen for its intimate and personal style.



Figure 15. Invitation



Figure 16. the added gifts in the postal letter box

2. The Invitation:

The invitation encourages recipients to schedule an appointment. It is written in a conversational tone to create a sense of intimacy, which full text can be found in Appendix A. The invitation emphasizes that the appointment is non-committal and uses encouraging language. A QR code is included to make scheduling easier, as suggested by survey results in Chapter 7.4. The design and textured feel of the invitation are intended to spark interest and enhance the intimate experience.

3. Added Extra: A small gift, a notebook, pen and Haagse Hopjes. While the added weight of including a gift inside of the letterbox might prompt people to open the package more promptly, this is not the main goal. The aim is to create a special experience and prompt a mental shift. Adding a notebook and pen aligns with the narrative of "creating a story." Additionally, a typically Haags treat, Haagse Hopjes, is included to add a sensory element to the experience, further enhancing intimacy.

**Conclusion:**

The letterbox package was carefully designed to address the gap in engagement between the municipality and residents facing financial difficulties. By creating an intimate and personalized experience, the package aims to reduce the stigma associated with financial struggles and encourage people to schedule an appointment. The inclusion of personal stories, a friendly invitation, and thoughtful gifts is intended to lower barriers, increase appointment attendance, and ultimately support residents to share and reframe their personal story.

# 6.3 Flip the Script Appointment



### Introduction:

The on hour appointment has the goal of changing the narrative of people who are struggling with financial problems and shame. The design of the appointment takes aspects of the theory of narrative psychology and incorporates the core principles of narrative therapy. The design manifest itself as a work description which the municipality agent uses as a work guide, a scheme showing the different phases of the appointment and a visual working prompt in the form of a A3 sheet with 5 Act structure.

### What is the appointment guide based on?

When examining the issue of stagnation in coping mechanisms, it's clear that some individuals may feel stuck because they see themselves primarily as failures and are experiencing shame due to this. This idea is closely connected to narrative psychology theory and narrative therapy.

### Narrative Identity

Narrative identity is the internal story that people create to make sense of their lives. This story helps them connect their past, present, and future into a cohesive whole, allowing them to find meaning in their experiences and shaping how they view themselves. Narrative psychologists suggest that building this life story is a process influenced by social and cultural factors, giving people a sense of purpose and unity (McAdams & McLean, 2013). However, these stories can sometimes become overwhelmed by problems, leading to negative effects on mental health (Payne, 2000; Westerhof & Bohlmeijer, 2012). Often, these problem-focused stories dominate an individual's life and are influenced by societal narratives, such as those that stigmatize people dealing with financial difficulties or homelessness.

### Narrative Therapy

Narrative therapy is a method that uses storytelling to help individuals reshape their personal narratives. Developed by Michael White and David Epston in the 1980s, this approach focuses on two main processes: breaking down the dominant story and building a new, alternative story (Westerhof & Bohlmeijer, 2012; White & Epston, 1990). The key step in breaking down the dominant story is to view the problem as something external, rather than as part of one's identity. Finding "unique outcomes," or personal experiences that challenge the dominant story, is the starting point for creating an alternative narrative. This new story is then strengthened by adding more details and examples from different times in the person's life, making the alternative narrative more vivid and complete. The core principles of narrative therapy are:

1. Externalization: Separating the person from their problems, allowing them to view

issues as external challenges rather than inherent flaws.

2. Re-authoring: Encouraging individuals to rewrite their stories in ways that highlight their strengths and capabilities.

3. Deconstruction: Breaking down dominant, often negative, narratives to understand their origins and impact.

4. Unique Outcomes: Identifying moments or exceptions when the problem did not dominate, highlighting possibilities for change.

The appointment bases itself on these four core principles as well as two narrative therapy techniques:

Storytelling: Encouraging clients to tell their stories in a supportive environment.

Script Documents: Creating documents that capture the re-authored narratives and celebrate achievements.



**The guiding documents:**

To effectively guide the interview, the municipality agent is provided with three key supporting documents, created in this thesis project:

**Work Description:**

This document provides detailed instructions on how to prepare for the appointment, conduct the interview, and draft the final script. It outlines the steps involved in preparation, offers guidance during the appointment, and explains how to transform the collected information into a coherent narrative, illustrated in figure 16 on the next page. and readable in appendix B.

**Appointment Phases Scheme:**

This visual overview outlines the different phases of the appointment, along with the corresponding actions, the agent's role, and a conversation guide for each phase. The scheme serves as a quick reference, helping the agent understand the key focus areas at each step and acting as a mnemonic aid. This scheme is found in figure 17.

**5 Acts Sheet:**

This printed document is used during the appointment to structure the participant's life story into five key acts. It is filled in collaboratively with the participant and serves as a foundational tool for creating the final script. Shown in figure 18.

**Why using 5 act structure is beneficial:**

The Visual 5 Act Sheet, printed on A3 paper, plays an essential role in supporting the appointment process and guiding the creation of the final Script document, which is structured as a 5-act script. The idea of using a 5-act structure was inspired by research into storytelling methods that treat subjects with dignity. For instance, theater has been used to share personal stories about poverty in productions like Zomaar een Straat (Rotterdams Wijktheater, n.d.) and about psychiatric issues in the play Vind je het gek! (SchuldHulpMaatje Den Haag, 2022). These examples inspired the use of a play-like format for the storytelling aspect of this appointment

The 5-act script provides a structured way to narrate a story, giving a clear framework . Discussing and reimagining the participant's life story through these 5 acts enables a process of reinvention, or re-authorization. By framing the narrative as a theatrical play with distinct acts, it becomes easier to view the main character as separate from the participant, making it easier to externalise.

This approach aligns well with the principles of narrative therapy, which focus on storytelling by identifying key characters, uncovering the plot, and describing significant life events. The structure of a play supports this therapeutic process by offering a clear and engaging format for narrative reconstruction.



Figure 16. Workdescription

Phase	What?	Actions	Outcome	Role of Municipality agent	Narrative Therapy focus	Conversation Guide
<b>Story telling</b>	<ol style="list-style-type: none"> <li>Identify key plot points and characters</li> </ol>	<ol style="list-style-type: none"> <li>Letting person tell their story.</li> </ol>	<ol style="list-style-type: none"> <li>Seperate smaller stories</li> <li>Main events</li> <li>Characters and how they play a part in the story</li> </ol>	<ol style="list-style-type: none"> <li>Active listening</li> <li>Taking notes for next part or life transcribing</li> </ol>	Story telling: <ol style="list-style-type: none"> <li>life events</li> <li>Charters</li> <li>Themes</li> </ol> <p><b>Focus on Externalization</b></p>	<ol style="list-style-type: none"> <li>Ask open ended questions</li> </ol> <p>If person falls quiet:</p> <p>Ask where are you born, who are important in their life, if they studied, what happened w.r.t. finances etc.</p>
<b>Story Building</b>	<ol style="list-style-type: none"> <li>Outline the Acts on the 5 Acts structure sheet</li> <li>Divine acts in detail</li> </ol>	<ol style="list-style-type: none"> <li>Discuss the plot points identified in previous step, How can we structure them in the 5 act structure?</li> <li>What stories, characters etc, pop up when discussing the 5 acts?</li> </ol>	<ol style="list-style-type: none"> <li>One main story divided in 5 acts on paper</li> </ol>	<ol style="list-style-type: none"> <li>Facilitate</li> <li>Participate in building the story</li> <li>Highlight positive aspects</li> </ol>	Story telling: <ol style="list-style-type: none"> <li>Plot</li> </ol> <p><b>Focus on: Re-authoring</b></p> <p><b>Unique Outcomes</b></p> <p><b>Deconstruction</b></p>	<ol style="list-style-type: none"> <li>Put in front the empty 5 act structure. together put in insights from the first part of the conversation</li> </ol>
<b>Secure Story</b>	<ol style="list-style-type: none"> <li>Safekeep documents and get accompanying pictures</li> </ol>	<ol style="list-style-type: none"> <li>Photograph the 5 Act paper</li> <li>Photograph the person</li> </ol>	<ol style="list-style-type: none"> <li>Keeping the story</li> <li>Picture of person</li> </ol>	<ol style="list-style-type: none"> <li>Take pictures</li> </ol>		<ol style="list-style-type: none"> <li>Ask if the person would like to get their portrait taken as a cover of their story</li> </ol>
<b>Write script (after conversation)</b>	<ol style="list-style-type: none"> <li>Creating a document which the participant can look at and might bring to municipality</li> </ol>	<ol style="list-style-type: none"> <li>Collecting the story</li> <li>Photograph the person</li> </ol>	<ol style="list-style-type: none"> <li>A written story about this persons life (digital and printed)</li> </ol>	<ol style="list-style-type: none"> <li>Write down story fully</li> </ol>	Therapeutic document	n.a.

Figure 17. Scheme



.....'s Story

Part 2. We are now writing your script. Lets imagine you are the character in this story. How is it unfolding itself?

Act one.  
Prologue

Act two.  
Rising action

Act three  
Climax

Act four  
Falling action

Act five  
Resolution

What is the main characters back-story story?

Who are the other important characters?

What were the causes leading to the main characters financial issues?

How did the other important characters come into play?

How did the main struggles occur? What did you go through when they were happening?

How did the other important characters come into play?

How would you resolve te issue for the main character?

How would the story continue

What would the hopes and aspirations be for the future?

What could we learn from the main character?

Figure 18. 5 act sheet

## INTRO TO CHAPTER 7

Chapter 7 houses the ideation process. This process includes 7.1 Creative session resulting in starting points for ideation 7.2 small idea's generation, creating a concept idea 7.3 Initial concept, WeAreTheHague-app and chapter 7.4 which explains the redirection and additional ideation process.

# 7.1 Creative Session

To kick off the design process, a creative session was held with five service designers from the D&K SZW advisory team. The session structure and content was created with feedback from a former creative facilitator and a service designer.

The session was structured as follows:

- Explanation of the subject, project and statement
- Brainstorm with 'How can you...?'
- Clustering
- Individual rating of idea's.

The original design goal and interaction vision served as the foundation for the creative session, from which several "How can you...?" (HCY) questions were derived. HCY is a technique that breaks down a broad question into specific sub-questions to be answered

during a brainstorm.

## Design goal

*In the future context where people feel shame, hide away and stagnate, we want them to take action again and, in doing so, regain their self-worth, by placing less emphasis on the aspects in which they feel they have 'failed' and more emphasis on other aspects where they can feel valuable.*

## Interaction qualities from analogy:

Playfull, Accepting, Collective, Embodied, Coincidental

The HCY's question which are derived consists of hugely existential question. However, since the team consists of professional designers, this didn't hinder the creative process. The HCY 'sare as followed:



Figure 19. creative session

How can you help people experience their value?

How can people find out what makes them happy?

How can you reach people who isolate/hide themselves?

How can you help people shift their focus from the negative to the positive?

How can you make a situation playful, collective, physical, welcoming, or spontaneous? Or a combination of these?

Each participant received a sheet with one HCY question and was asked to answer it individually on post-it notes. After 5 minutes, the sheets were passed to the next person, similar to the 6.3.5 technique (Buijs & Meer, 2013), but without the restriction of three ideas per person.

After 25 minutes, everyone had had the chance to answer all the HCY questions. The post-it

sheets were then placed on the wall, and ideas with similar themes were clustered.

The session concluded with each participant voting on ideas, directions, or clusters using stickers. They received six stickers, two of each color.

Blue: This idea is realistic;

Orange : this idea is innovative;

Pink: This idea makes me enthusiastic.

Conclusion:

The creative session resulted in several inspirational starting-points that will serve as the basis for ideation. However, since the HCY questions were very broad, full ideas were not yet developed. With more time during the session, these starting points could have been further refined into complete ideas or even concepts.



# 7.2 Ideation process

The creative session provided interesting starting points for ideation. From the HCY sheets and clustering's interesting direction were selected, which sparked inspiration.

The directions that are used for inspiration are:

Make people experience their worth:

- Through feeling needed
- By showing unique qualities of a person
- By giving recognition

Redirect attention by:

- Creating a sensory experience rather than a cognitive experience
- Creating a positive mindset
- Celebrate small steps and achievements

Realising what makes you happy:

- trying out different thing
- Reflecting

Reach people who hide themselves:

- Via-Via through friends, family and acquaintences
- By using things or situations as ice-breakers
- By proposing a solution in the public space

With combining these starting points, 24 small idea's were created. In figure 20 a representation on some of the idea's is shown. In this stage of the design process, quantity is chosen instead of detaiing them, In line with Osborn's (1963) reasoning who confirmed that quantity breeds quality;

Through discussion with the coaches, aspects of these 24 ideas were selected to create one concept idea.

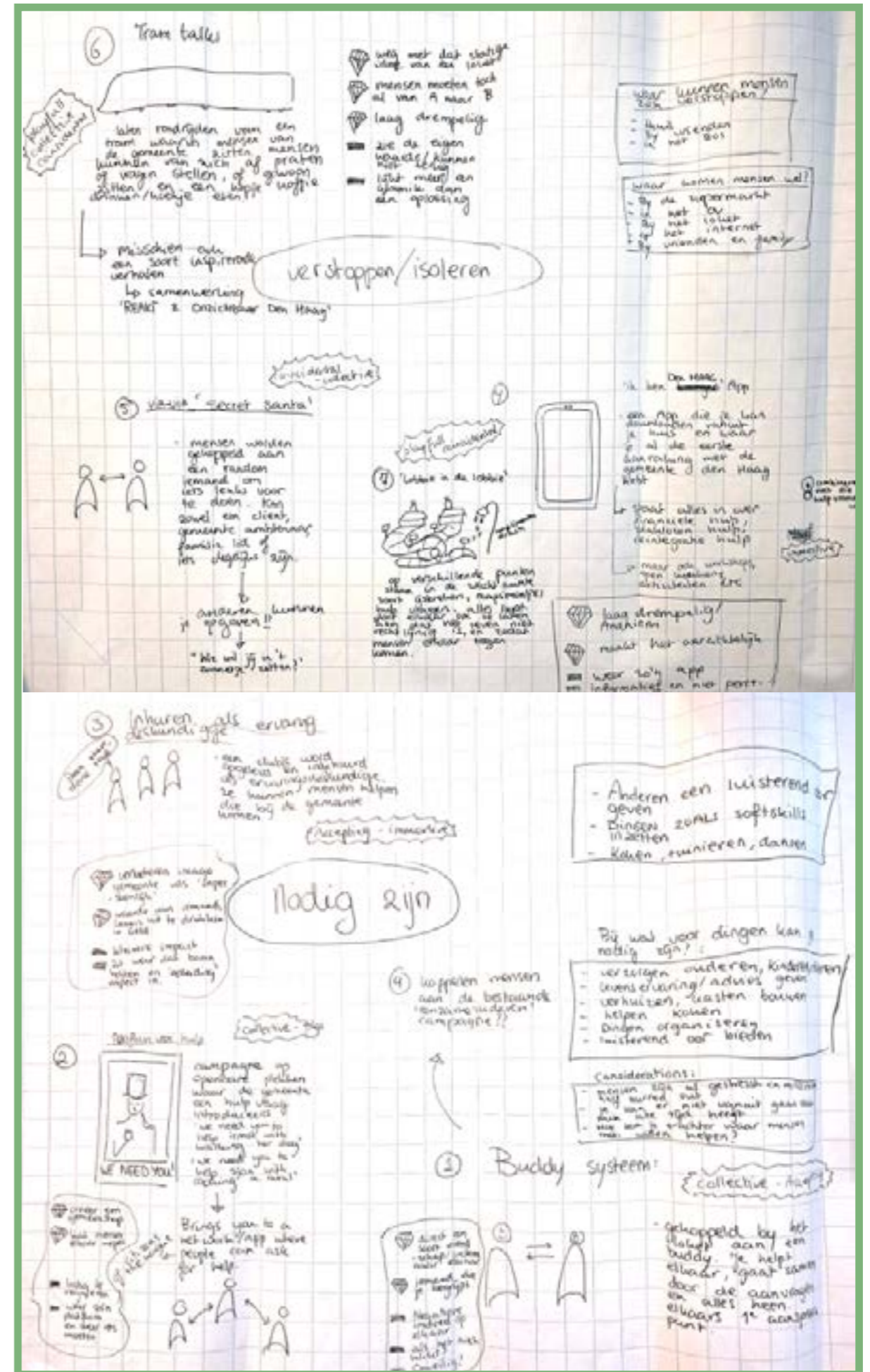


Figure 20. initial ideation

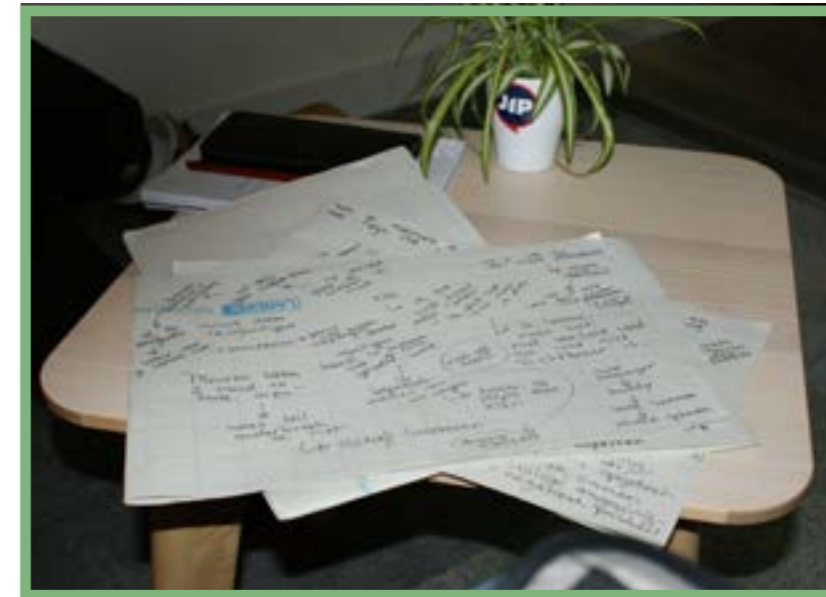


Figure 21. Discussion and Ideation StraatConsulaat

**Concept app:**

The concept idea which arose from the ideation was an application, which people can download from home. In this app, they should find a *community* and see *stories of other people* who have become homeless or are experiencing other types of stigmatized problems such as financial issues. Within this application, people can *make an appointment* with the municipality of The Hague.

When addressing the original design goal: *In the future context where people feel shame, hide away and stagnate, we want them to take action again and, in doing so, regain their self-worth, by placing less emphasis on the aspects in which they feel they have 'failed' and more emphasis on other aspects where they can feel valuable.*

The taking action and regaining value trough

that is still under highlighted in this concept.

**Session with Teamlead StraatConsulaat**

To gain insight in this missing aspect of the concept idea, a meeting was planned with the Teamlead Teamlead StraatConsulaat

Insights from the meeting:

- An application is a proper medium to target people, especially younger audiences.
- It is important to give people a safe space.
- Give people the feeling that they can do activities together.
- Let people create their own story and be heard.
- Show them the light at the end of the tunnel

Following these insights. An additional functionality was added to the concept:

In the app, people have *daily activities* that they can follow, These activities can be individual or with a group. The final added functionality within the app is the *creation of peoples own stories*. Through following activities and reviewing them people build a timeline of things they have tried and how they have experienced them, with the goal of creating a positive timeline.

**Feedback from researcher Housing and Wellbeing Hoge school Utrecht.**

The concept of the application was presented to a researcher Housing and Wellbeing Hoge school Utrecht to gather feedback.

Insights from that interview were:

- There is a need to think about advertisement
- Don't create an app which is immediately recognisable as municipality The Hague.

With the input from the two experts, the final Concept was created. Which can be found in chapter 7.3

**Conclusion**

This design process included input from different factors: the advisory team, the thesis coach, teamload of StraatConsulaat and researcher at Hoge School Utrecht. While incorporating different viewpoints is important, in this particular case, this might have caused a concept to arise which became to complicated while trying to incorporate all input. Normally In the design process multiple concepts are developed and one is selected. However, during this thesis, the focus was more on refining and adding on to one concept idea.

# 7.3

## Concept 1, WeAreTheHague App

The development of the WeAreTheHague app began with the goal to create a tool that offers new perspectives and fosters a changing mindset among its users. During the concept's ideation and refinement stages, interviews were conducted with experts, including the team lead of Straat Consulaat and a researcher specializing in Housing and Well-being from Hogeschool Utrecht. Their feedback was instrumental in shaping the app, which is designed to help individuals regain a sense of agency, starting from the comfort of their own homes.

**Primary Objective:**

The WeAreTheHague app aims to shift users' mindsets from a state of stagnation, often caused by overwhelming problems, to one of empowerment and positivity. Many people feel blocked because they are constantly preoccupied with their issues.

This cycle of worry leads to feelings of shame and helplessness, which can be difficult to overcome. While the app cannot remove these problems, it can encourage a shift in perspective, helping users to take small steps toward improvement.

The app achieves this by encouraging users to engage in small, manageable activities, creating a series of "small wins" that gradually change their mindset. These activities are made visible, archived, and experienced in ways that foster a narrative around the user that is not solely focused on failure or achievement. Instead, the app balances negative feelings with positive experiences. The activity aspect of the application celebrates trying new things. Here, users can take small steps, such as going outside or joining a neighbourhood BBQ. By changing the mindset of stagnation, users can begin to address larger issues in their lives.

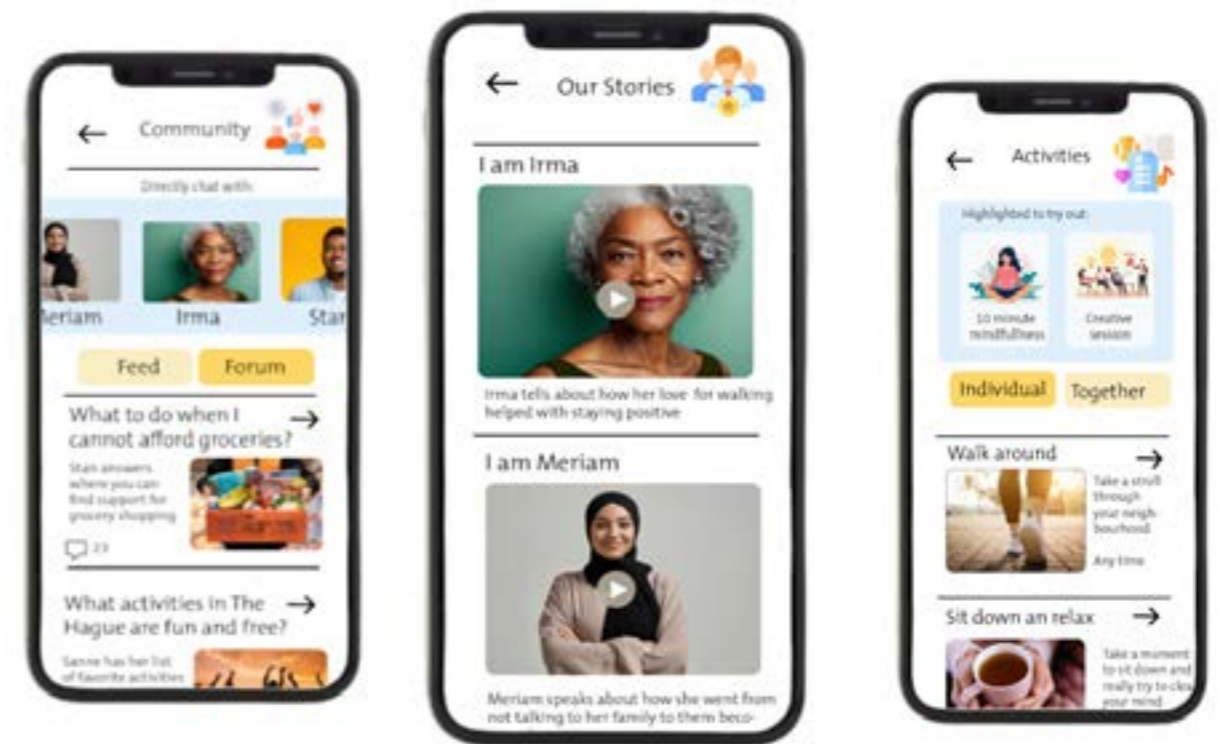


Figure 22. Community function and activity tab

**App Features:**

1. Expert Access and Community Interaction: Users can log into the app to access videos from experienced individuals or join the community section, where they can ask questions, share information, and tell their own stories.

2. Activity Engagement: Users are encouraged to try activities, either alone or with others. The app suggests three highlighted activities, which users can choose to follow or ignore in favor of others. Continuous coaching is provided, with positive feedback given even if the activity does not go as planned or is not enjoyable.





Figure 23. Building a story and making appointment

3. Story Creation: After completing an activity, users are prompted to record a brief account of their experience. This is transformed by AI into a narrative called “My Story,” which is private and can be built upon over time. The aim is to create a positive personal narrative that the user can revisit and expand.

4. Municipal Appointments and Training: The app also allows users to make appointments with municipal services. Additionally, users can choose to train as peer counsellors, helping others in the community.

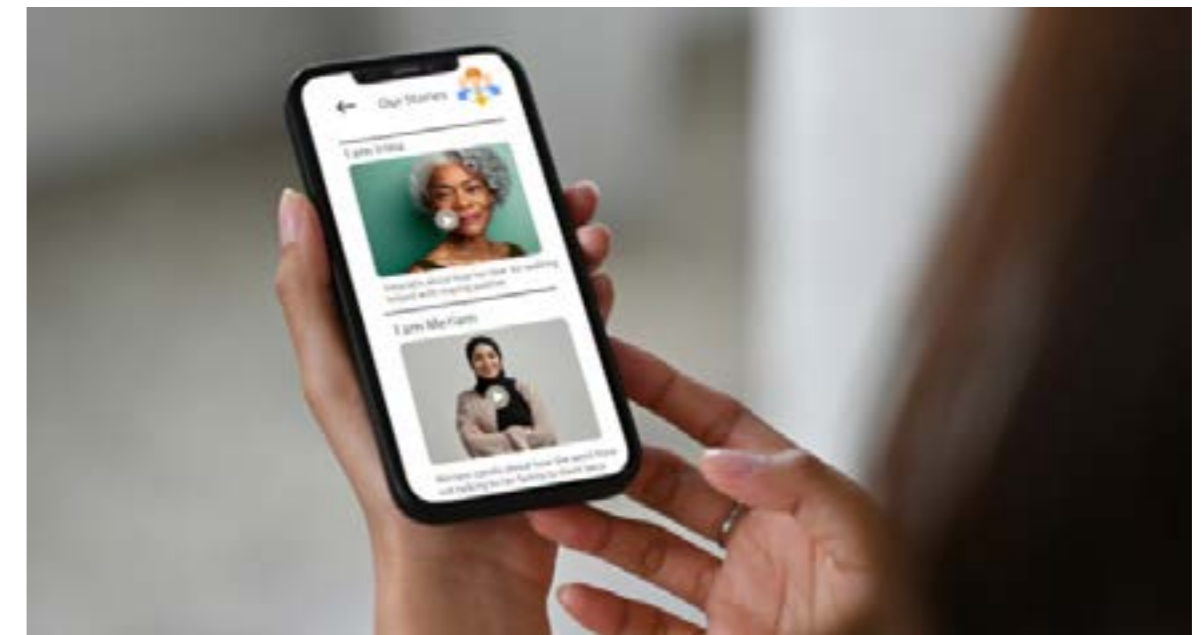


Figure 24. WeAreTheHagueApp in hand

**Conclusion**

The WeAreTheHague app is a thoughtfully designed tool that helps individuals break free from the paralysis of constant worry and shame. By promoting small, positive actions and fostering a supportive community, the app encourages users to gradually shift their mindset and tackle larger challenges in their lives. The app offers a non-authoritarian, exploratory environment where users can learn, grow, and develop a narrative that balances the difficulties they face with moments of joy and success.

# 7.4

## Process to final Concept

### Changing Directions:

Following the presentation of the WeAreTheHague-App during the greenlight meeting, it became evident that further divergence in the design process was necessary. The application, as initially conceived, may not be the most suitable medium to effectively address and facilitate the specific coping mechanism. Additionally, the application contained too many features, which diluted its core purpose and functionality. Consequently, the decision was made to revisit the ideation phase, focusing on retaining the strengths of the previous concept while refining the design.

### Design Directions in the New Concept

The revised concept continues to incorporate key elements from concept 1:

**Story Creation:** The objective is to facilitate the creation of a balanced personal narrative that users can revisit over time, aiding in reflection and growth.

**Incorporating Experience Experts' Stories:** The aim is to demonstrate that users

are not alone in their struggles, thereby reducing stigma and feelings of shame.

**Designing for Preventive Measures:** The focus is on targeting individuals who are beginning to experience difficulties, with the goal of intervening early and providing support before challenges escalate.

### Rephrasing the Design Goal

As a result of further research, the design goal was reconsidered and refined. This was revised to:

*“In contexts where people feel **shame, and have stagnated**, we want them to regain action by **reinventing their own value**. This by creating a **different personal narrative** which also **emphasize their positive aspects**.”*

The revision reflects a shift in focus from merely shifting emphasis away from negative aspects to achieving a balanced narrative that that acknowledges both the negative and positive elements.

### The ideation Process:

To further develop the concept, several themes were explored:

#### Reinventing Personal Narratives:

Research into narrative identity revealed that individuals who feel stuck often see themselves as failures, which leads to shame. The concept of narrative identity, the internal story people create to make sense of their lives, plays a significant role here. When these narratives become dominated by problems, they can have a detrimental impact on mental health (Payne, 2000; Westerhof & Bohlmeijer, 2012). Narrative therapy emerged as a potential solution, offering a method to reshape these personal stories.

Narrative therapy, developed by Michael White and David Epston in the 1980s, involves two primary processes: deconstructing the dominant story and constructing a new, alternative narrative (Westerhof & Bohlmeijer, 2012; White & Epston, 1990). The first step is to externalize the problem, viewing it as separate from one's identity. This process begins by identifying “unique outcomes,” or experiences that challenge the dominant narrative. The new story is then reinforced by integrating additional details from various points in the individual's life, making the alternative narrative more vivid and complete.

Since narrative therapy aligns with the design goal of helping individuals move beyond a problem-focused identity, its principles were incorporated into the concept. More details on these principles can be found in Chapter 6.3.

### Dignifying Storytelling

Research into dignifying methods for storytelling revealed several initiatives that effectively convey personal narratives. These included, for example, workshops led by experienced experts, social media campaigns using photos and videos, theater productions translating citizens' stories to the stage, and podcasts featuring former homeless individuals.

From this exploration, inspiration was drawn. The idea of using a 5-act structure was inspired by using theatre as a mean for conveying a story. For example, the personal stories about poverty in productions like Zomaar een Straat (Rotterdams Wijktheater, n.d.) and about mental health issues in the play Vind je het gek! (SchuldHulpMaatje Den Haag, 2022). This approach aligns closely with the principles of narrative therapy, which emphasizes storytelling by identifying key characters, uncovering the plot, and describing significant life events, something which is prevalent in the writing of scripts. Besides, by structuring the narrative as a theatrical play with distinct acts and characters, it becomes easier for the user to separate themselves from the main character, facilitating the process of externalization.

### Preventive measures:

While brainstorming ideas as how to reach the target group preventively with the primary contact within the municipality, the concept of early intervention team was introduced. The Municipality of The Hague currently addresses financial instability among residents through

the Vroegpreventie (Early Prevention) law. This legislation seeks to prevent individuals from falling into debt and facing eviction by sending them informational cards when they fall behind on fixed expenses. The municipality receives these individuals' addresses on a monthly basis, making them accessible to municipal agents. With this information readily available, the decision was made to target people with financial issues through the early prevention.

### **Concept Idea FlipTheScript:**

**The Design for Prevention** initiative now includes a "letterbox package" as a strategic tool to reduce barriers to seeking help. This package offers a low-threshold, intimate method to encourage individuals to schedule appointments.

**Experience Expert Narratives** are incorporated through the 'Our Script' Booklet, which compiles stories from individuals who have faced similar challenges. These narratives aim to inspire and validate the experiences of those struggling, thereby reducing feelings of shame.

**Story Creation** is central to the concept and is exemplified by The Appointment. This structured interaction helps individuals reshape their personal narratives in a constructive and empowering manner, drawing on narrative therapy principles and a 5-act structure.

FlipTheScript is designed for individuals who experience shame, that preventing them from seeking help. The concept's primary goal is to foster a sense of pride and self-worth by creating a new narrative that balances the acknowledgment of problems with the emphasis on positive aspects. This approach is embodied in the letterbox package, which aims to lower the threshold for initiating contact.

### **Concept Overview**

The central idea is to provide individuals with

an opportunity to share and reinvent their stories, demonstrating that they are not solely defined by their problems. This process of narrative exploration is facilitated through a theatrical framework, allowing participants to view their stories from an external perspective. The intended outcome is for individuals to recognize their strengths and understand that they are not merely their problems.

### **The Appointment**

The Appointment is structured around a five-act framework, including a detailed work description and schedule. The interaction lasts approximately 30-45 minutes and is divided into two phases. The first phase involves the facilitator listening attentively and gathering information, allowing the individual to express their narrative fully. The second phase sees the facilitator actively participating in restructuring the narrative, highlighting the individual's positive characteristics and strengths, with the goal of reframing their narrative in a more positive light.

### **Letterbox Package**

The letterbox package plays a crucial role in inviting individuals to participate in The Appointment. It includes an invitation, a booklet with stories from others, and a small gift. Additionally, a card with information about municipal services is included as an extra resource for those who may not be ready to engage with FlipTheScript immediately.

### Survey on Aesthetic, Wording, and Content

A survey, detailed in Appendix #, was conducted to design the aspects of the letterbox package and its content. The survey introduced a hypothetical situation of be experiencing financial difficulties and shame. This to help respondents empathize with the target audience, The survey received 41 response. The survey can be found in Appendix C.

#### Key Insights from the Survey

- Letterbox Package: 78% of respondents indicated they would open the package. The design with the phrase “Every story is worth hearing...” was most popular, while the one with the municipal logo was least favoured.
- Invitation: Clarity on why the recipient was selected and how their address was obtained is crucial to add to the invitation. The invitation should clearly state the benefits of sharing the recipients story, use less formal and difficult language, and address the recipient directly. Adding a QR code for scheduling an appointment was seen as the lowest-threshold option for getting in contact with the municipality. On initial respons and after considering the words “accepting,” “intimate,” and “personal,” seen in figure 25.



Figure 25. Invitation

- ‘Our Script’ Booklet: Respondents overwhelmingly agreed that the booklet positively contributed to the concept, helping to explain the invitation, reduce feelings of isolation, and add a reassuring, personal touch. considering the words “accepting,” “intimate,” and “personal,” the majority of respondents chose the design. seen in figure 26.



Figure 26. layout guide for ‘Our Script’

- Additional Gift: The majority of respondents felt that including a gift would enhance the experience. Preferences were a majority on adding a notebook and pen and adding an edible item like a brownie, chocolate bar, or Haagse Hopjes.

Based on these findings, the final design was developed and is detailed in Chapter 6.

#### Conclusion

The process of refining the concept has highlighted the importance of narrative in addressing feelings of shame and stagnation. By revisiting and rephrasing the design goal, the concept now more effectively addresses the need for balance in personal narratives, ensuring that individuals are not solely defined by their problems. The integration of narrative therapy principles, coupled with insights from the survey, has led to a more focused and user-centered approach. The final design, incorporating the letterbox package and the appointment with the 5-act structure, aims to provide a dignified way for individuals to reconnect with their self-worth through balancing their narrative identity.

# Part 4.

# Evaluation and

# Reflection

## EVALUATION AND REFLECTION

Part 4 of this thesis deals with the evaluation and reflection. With the retrospective nature, evaluation how a design is behaving and reflecting on the product these chapters are grouped together.

Chapter 8 deals with the user evaluation of the service design and concludes in the recommendations. Chapter 9 includes the reflection on the process and personal development.

## INTRO TO CHAPTER 8

Chapter 8 evaluates the service design. Chapter 8.1 introduces the user test setup, 8.2 provides the main insights and 8.3 includes the recommendation for future development and research



# 8.1 User test and prototype

To evaluate the effectiveness of this design, a test was conducted with four residents of The Hague who are experiencing financial difficulties. This small sample size was chosen due to availability and the depth of feedback required for concept testing. As Nielsen (2000) explains, early user tests often uncover the most significant usability issues, with the first few participants identifying the majority of problems.

### Diverse participants to reduce bias

The user test included participants of three different genders to ensure the design was not offensive or biased. Additionally, the test involved participants from three different nationalities, with two Dutch-speaking and two non-Dutch-speaking individuals. Participants were recruited through the researcher's personal network using social

media. No direct acquaintances were selected in order to minimize the influence of personal relations within the user testing.

### Main Research Questions:

The design aims to design for the following design goal:

*“In contexts where people feel shame, and have stagnated, we want them to regain action by reinventing their own value. This by creating a different personal narrative which also emphasize their positive aspects.”*

In order to test for the effectiveness of the design on the statement the following research questions were stated:

- Does the mailbox package increase the chances of people scheduling an appointment with the municipality?



Figure 27. Prototype

- Can the participants see themselves in a more positive light after the test?
- Does a narrative emerge that is balanced in covering positive and on negative moments?

### Postal package prototype:

In order to test the postal package, A prototype was created. The prototype is shown in figure # and includes an invitation to the appointment, the “Our Script” booklet, an information card of the early signaling team and some small gifts consisting of Haagse hopjes, a pen, and a notebook, figure 27.

The “Our Script” booklet featured stories about citizens of The Hague experiencing financial difficulties. Due to time constraints, the stories were fictional, and the images used were sourced from the internet.

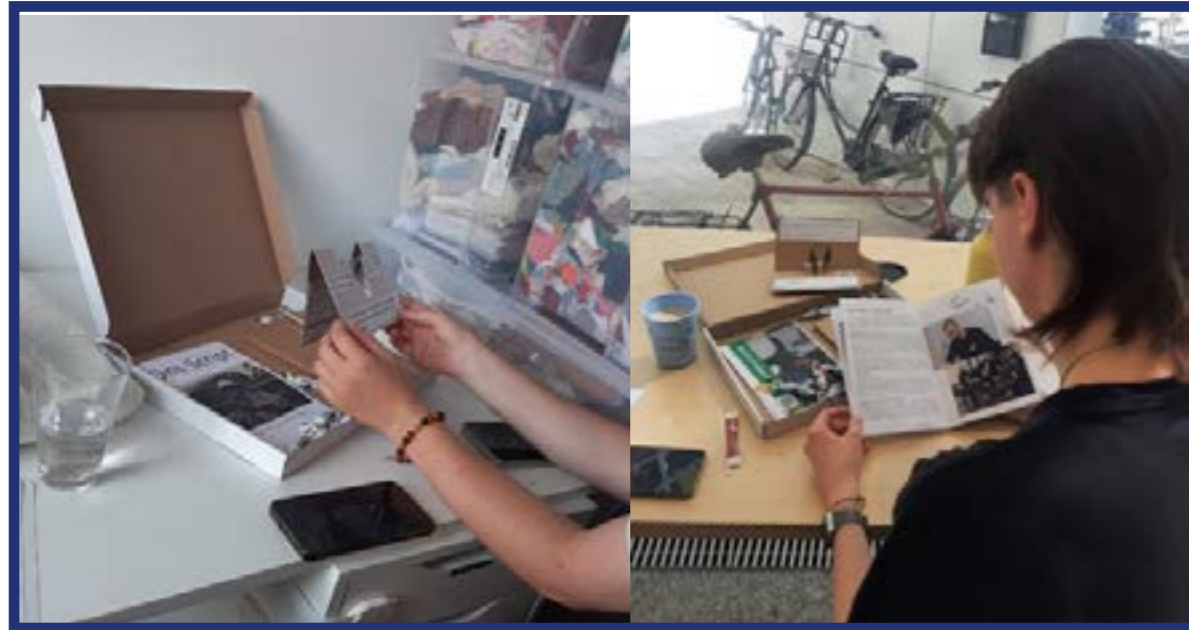
### Test Guide:

The user test was conducted in a neutral setting. Each session lasted approximately one hour, and the sessions were recorded with informed consent obtained from all participants prior to the test through a consent form.

**Introduction (5 minutes):** The researcher introduced themselves, explained the study and research objectives, obtained signed consent forms, and started the voice recorder.

**Initial Questions:** Participants were asked about their first thoughts on the Municipality of The Hague, whether they had scheduled or would consider scheduling an appointment to discuss financial issues, and what emotions they primarily felt when thinking about their financial situation (using Premo emotion cards).

Figure 28. Usertest



**Mailbox Package (10 minutes):** Participants were given five minutes alone to unpack and review the mailbox package, followed by questions about their initial reactions, associations with specific words (e.g., communal, accepting, bodily), and whether the package would encourage them to make an appointment.

**The Conversation (40 minutes):** The researcher explained the next steps, focusing on building a script from the participant's story. The conversation was divided into two parts:

- o Part 1 (20 minutes): The researcher listened to the participant's story, noting key moments and characters while applying Narrative Therapy (NT) techniques such as externalization and deconstruction.

- o Part 2 (20 minutes): The researcher and participant collaboratively developed a script using NT techniques like re-authoring and identifying unique outcomes. The script was structured into five acts to

capture the participant's narrative.

**Post-Conversation Questions:** Participants were asked about their emotions after reflecting on their financial situation (using Premo emotion cards), whether they discovered anything surprising about themselves, how they associated different parts of the conversation with specific words, and their opinion about the municipality conducting such conversations.

**Conclusion (5 minutes):** Participants were thanked and informed of the next steps. They received a file containing the script developed during the session, along with any agreed-upon photographs.

Figure 29. Usertest



**Post-Test Procedures:** After the user test, the script was drafted in a Word document using the A4 5 Acts sheet and the researcher's notes, incorporating a photograph of the participant if consented. All participants agreed to have their picture taken, so this was included in the script. The script was written in the first-person perspective to enhance reader identification, empathy, and engagement (Brunyé, Ditman, Mahoney, Augustyn, & Taylor, 2009).

**Follow-Up Questions:** Participants were asked about the emotions they felt after reading the script, their opinions on the script's content—including preferences for photos, drawings, or text—their preferred format for receiving the script (printed or digital), and whether they would consider bringing the script to the municipality as a support tool during future interactions.

**Limitations:**

The study's small sample size of four

participants limits the generalizability of the findings, as it may not capture the full range of experiences among those facing financial difficulties. Recruitment through the personal network could introduce sampling bias, potentially limiting participant diversity. Additionally, while ethical considerations were addressed, the emotional impact on vulnerable participants and the reliance on self-reported data could affect the study's outcomes.

**Conclusion:**

This usertest examined the effectiveness of a service design intended to help residents facing financial difficulties. The study provided useful insights into how narrative-based approaches can reduce feelings of shame and improve self-worth. Testing the design with a small, diverse group of participants, shows potential. However, due to the small sample size and potential bias in participant selection, further research is needed to confirm these findings and explore their wider application.

## 8.2 Analysis

### User test

Following the user test, the results were collected and analyzed to identify key insights. This chapter presents the primary findings from the user test, focusing on the effectiveness of the intervention, the design of the letterbox package, and the overall impact on participants' emotional status.

#### **Before the Test:**

Three out of four participants indicated that they had not contacted the municipality for financial support. The fourth participant, who had reached out to the municipality, reported that the process was complicated and ultimately felt that the municipality's assistance was inadequate.

#### **Insights Regarding the Letterbox Package:**

During the user test, all participants noted that they would open the letterbox package, with the primary reason being that it sparked their curiosity. Participants also mentioned their anxiety regarding

official mail, making their willingness to open the package a valuable insight.

Initial reactions to the "Our Script" booklet were generally positive, with participants appreciating that it made them feel less alone in their struggles. However, two of the four participants expressed concerns that the stories might seem inauthentic. Comments such as "I would feel like it is just somebody who was hired to write an empathetic story" and "This seems like it is just somebody from marketing who wants to be relatable" suggest that the design and wording of the booklet need to communicate authenticity more effectively. Since the design of the "Our Script" booklet within the prototype was not fully matured, this might have influenced how people perceived the booklet. Further user test should be done with the booklet being designed with the aesthetic proposed in chapter 6

Regarding the invitation, all participants stated that they felt encouraged to book an appointment for the FlipTheScript program. However, the user test highlighted the importance of finding the right tone in communication. For example, while two participants appreciated the mention of a free lunch, one found it degrading, saying, "It is like people assume I cannot buy myself food." Collaboration with the municipality's communication team could help refine this aspect.

One participant also noted that the letterbox package contained a lot of textual information, which could be challenging for someone with dyslexia. Future iterations of the design could explore the use of photos, illustrations, or even video explanations to make the content more accessible. As for the small gifts included in the package, such as the notebook, pen, and Haagse Hopjes,

participants showed little interest. This could be due to the nature of the user test, participants may not have felt they could take these items. When asked about the gifts, the general sentiment was that they were "nice" but not particularly engaging. Further research is needed to determine whether including a gift in the postal package is necessary or impactful when sent to people's homes.

#### **Insights Regarding the Conversation:**

Participants were asked to identify and name an emotion related to their financial struggles before and after the conversation. The results showed a positive shift in their emotions, indicating that the appointment had a beneficial impact on their feelings towards themselves and their financial situation. In the figure 30 and 31 above, the premo responses before and after the appointment are illustrated.





Figure 30. Premo before the appointment



Figure 31. Premo after the appointment

For example, after the appointment, one participant remarked, “I feel proud because now I see that it is actually getting better and better.” Another participant noted, “This conversation came at the right time; I now feel motivated to get something going.”

The 5-Act structure, combined with narrative-changing techniques, resulted in a balanced story that included both negative and positive aspects. This structure helped guide the storyteller and facilitator in discussing the problem, potential solutions, the future, and important people in the participant’s life.

An additional insight from the user test involved the facilitator’s role. Actively listening and participating in the restructuring process can be draining, so it is crucial that

the appointment does not last too long. A duration of 30-40 minutes for the conversation seemed sufficient to gather information and guide participants through the process. The facilitator’s social skills and ability to connect with different people are also important and should be considered when selecting individuals for this role.

#### Insights Post-Test Script:

After receiving the scripts, participants were asked to provide feedback on their emotions, the design, and whether they would take the script to the municipality. Unfortunately, only two of the four participants responded. The main insights were as follows:

**Emotions:** One participant mentioned feeling “a bit sad for myself, but then it does end well, so I don’t mind.”

**Scripts with Photos:** Both respondents appreciated the inclusion of their portrait photos, stating that it made the script more personal and easier to empathize with.

**Printing or Digital:** Participants preferred the digital version of the script for its convenience but acknowledged that a printed version might feel more personal.

**Taking the Script to the Municipality:** Both respondents indicated that they would consider bringing the script as support if they contacted the municipality.

Although the small sample size limits the conclusions that can be drawn, it appears that the positive aspects of the narrative were not emphasized enough in the script, which may have diminished the initial positive response. This should be taken into account in future script development.

#### Conclusion:

The user test suggests that the design goal of creating a new, more positive narrative is somewhat validated by the appointment and the resulting script. However, the design of the postal package, which aims to reduce shame and lower the threshold for making an appointment with the municipality, requires further research and refinement. While the user test demonstrated that participants were able to view themselves and their financial situations more positively following the intervention, the effectiveness of the mailbox package in increasing the likelihood of individuals scheduling an appointment with the municipality needs further investigation. Additionally, although a narrative that balances both positive and negative moments did emerge, more research is necessary to ensure this balance is consistently achieved in the scripts. Addressing these aspects in future iterations will be crucial in refining the approach and enhancing the overall impact of the intervention on individuals’ perceptions and behaviors.

# 8.3 Recommendations for research and design

This chapter presents recommendations for the Municipality of The Hague, for the redesign of the FliptheScript service for further research. The goal is to give the municipality support in refining the intervention to better meet the needs of individuals experiencing financial instability and to foster positive engagement with municipal services. These recommendations are based on insights gathered from user testing and analysis of the intervention's effectiveness in improving participants' perceptions of their self and their financial situations.

## Further Research Directions

### *Assessing the Impact of the Mailbox Package*

To determine whether the mailbox package effectively increases the likelihood of scheduling an appointment with the municipality, further research is required.

This research should include larger sample sizes and diverse participant demographics to evaluate the package's impact on engagement rates and overall effectiveness in encouraging contact with municipal services.

### *Measuring Changes in Self-Perception*

Future studies should investigate whether participants perceive themselves more positively after engaging with the intervention. This involves evaluating the long-term effects of the narrative approach on individuals' self-worth and their view of their financial situation.

### *Ensuring Balanced Narratives*

Although the narrative approach aimed to balance positive and negative aspects, there is a need for additional research to ensure that this balance is consistently achieved.

## Redesign Recommendations

*Incorporate AI to lighten facilitators load.* While this is not something researched in this thesis, the use of automatic transcription software and AI can lighten the facilitators load with regards to script writing and note taking. This is something that can be explored in further design.

### *Enhancing Authenticity in the 'Our Script' Booklet*

User feedback indicated that the 'Our Script' booklet, may not have communicated authenticity effectively. Participants expressed concerns that the stories could be perceived as fabricated or overly manufactured. To address this, the redesign of the booklet should focus on enhancing its credibility. This can be achieved by incorporating more personal, diverse stories with verifiable backgrounds, and employing a design that emphasizes genuine experiences. Further user testing should be conducted with a matured design to ensure that the booklet resonates as authentic.

### *Revising the Invitation Tone*

The invitation included in the postal package received mixed responses regarding its tone. While some participants appreciated the mention of a free lunch, others found it potentially degrading. To avoid such negative perceptions, the invitation should clearly explain the purpose of the outreach and the benefits of participating in the appointment, using respectful and empathetic language. In

collaboration with the citizen's communication, this could be further examined and developed.

### *Addressing Accessibility Concerns*

Participants with dyslexia noted that the amount of textual information in the postal package could be overwhelming. To improve accessibility, future designs should incorporate visual elements such as photographs, illustrations, or video explanations. This will help make the information more digestible and engaging for all recipients.

### *Evaluating the Effectiveness of Small Gifts*

The user test revealed limited interest in the small gifts included in the package. The perceived value of these gifts, such as notebooks and edible items, was minimal. Further research is

## Conclusion

In conclusion, while the initial user tests indicate that the intervention has potential, several areas require refinement. Enhancing the authenticity of the 'Our Script' booklet, revising the invitation's tone, improving accessibility, and evaluating the role of small gifts are critical steps in redesigning the postal package. Further research is essential to assess the impact of these changes on engagement with municipal services, self-perception, and narrative balance. Addressing these recommendations will help create a more effective and supportive intervention for individuals facing financial instability in The Hague.

## INTRO TO CHAPTER 9

In the last chapter, A Reflection can be found. This reflection deals with both the process, aswell as the personal developments in this process.



# 9 Reflection

This thesis presents a future framework for the Municipality of The Hague and demonstrates its application in the design process. I chose this subject to create a project with social impact, aiming to improve people’s lives. Reflecting on the process, I learned significantly from engaging with experts, The reframing method proved essential in organizing extensive information into a comprehensive framework. Reflection has allowed me to identify areas for improvement in my approach.

## 2. The Research Process

This thesis preparation was primarily conducted remotely from Norway, relying heavily on video calls and phone communication, which presented its own challenges. Early in the project, one of my initial coaches became unavailable, causing initial stress. Initial goal for this thesis was to incorporate fun, humor, and a strong focus on the end-user, using photography and the reframing method, which I studied beforehand.

Reporting activities posed a significant

challenge. Due to a packed schedule, I struggled to allocate time for documentation, particularly after conducting interviews in quick succession. This later made it difficult to justify certain design decisions. Additionally, while I found the reframing methodology intellectually stimulating and rewarding, its conceptual nature was overwhelming at times, leading to a loss of the playfulness I initially aimed for. However, with the guidance of Matthijs, the process became more manageable.

My initial concept, the WeAreTheHagueApp, did not resonate well with my coaches or myself. To break free from the overly cognitive and conceptual approach, I incorporated tangible experiences and creative sessions, which reinvigorated my process. Eventually, I shifted direction, exploring new inspirations and creating collages, which reignited my creativity.

Throughout the thesis, I gained a deeper understanding of the reframing method, to the

point where I can now explain it confidently and advocate for its effectiveness.

## Self-Reflection

Time management and reporting skills were crucial challenges in my thesis. I tended to spend excessive time on small details, which left less time for tasks I preferred to avoid, such as interim reports. My strengths lie in people skills and the ability to approach subjects analytically and with a humanitarian perspective.

I also made progress in managing my perfectionism. Understanding that a thesis is never truly “finished” helped me learn when to stop and move on to the next step.

My networking and socializing skills also improved significantly; although I was always comfortable meeting new people, I learned to involve various experts and institutions in my work. This collaborative approach received positive feedback and enthusiasm from those I engaged with.

I realized that I need to improve my time management, especially as a dyslexic individual who requires additional time for text corrections. This insight emphasizes the need for better planning in my future work.

My career aspirations include continuing to design for social issues, focusing on those in need, and further exploring my enjoyment of conducting interviews and interacting with people.

# Addition

Glossary, disclaimer

References &  
Appendix

# Chat GTP Disclaimer

In the preparation and execution of this thesis, I utilized the assistance of ChatGPT, a language model developed by OpenAI, for several aspects of the writing process. Specifically,

ChatGPT was used to:

- Conduct spelling and grammar checks to ensure the accuracy and readability of the text.
- Aid in writing with an academic tone, enhancing the clarity and formality of the content.
- Assist in APA reference of sources and organising the reference list.

While ChatGPT provided guidance and support in these areas, the final content, analysis, and conclusions of this thesis are my own work. All sources used have been properly cited, and I have adhered to academic integrity standards throughout the research and writing process.

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# Appendix B:

## We can't fix all your problems, but we can give you a free lunch!

You don't have to be Shakespeare  
to have an interesting story to tell  
We are want help you improve your  
story by flipping your script.

Hello reader,

The Flip your script team has gotten your information since it is noted that you might have some financial issues\*. We know asking for help can be too big of a step sometimes. However, we want to give you a shot in the arm by inviting you for a no-obligation appointment.

We want to give you the opportunity to rediscover your story and find your characters strong points.

### Yes you can!

Everybody knows great storytellers who make movies and plays. However, great stories are not only made on stage. The Flip the Script team believes that everyone has the ability to create their own story and each story is worth hearing.

Therefore, you are invited to come and tell us about yourself in a private conversation with one of our agents. Together, we will draft your life script, incorporating the main events and pivotal points of your life. Food and drinks will be provided. The goal is to get you acquainted with the municipality in a non-committal way, while we get to learn from your experience.

**What will we do?** We will listen, guide you through the process, and draft your script. It will only be sent to you and will not be shared publicly or within the municipality.

Scan the QR code or visit the website [denhaag.nl/FliptheScript](https://denhaag.nl/FliptheScript) to see available dates in your neighbourhood.

\*We received this information from your landlord, health insurance, water or energy company. They cooperate with the municipality to help people with payment arrears and to prevent debt. Read more about this cooperation and your privacy at [denhaag.nl/vraagstukken](https://denhaag.nl/vraagstukken).



# Appendix B:



## Work Description for Municipality Agent: Narrative Restructuring Appointment

### Preparation:

- Familiarize yourself with the A3 5 act Sheet and narrative therapy techniques. There are four main principles to focus on:
  - Externalization:** Help the person see their problems as challenges outside of themselves, not as part of who they are.
  - Re-authoring:** Encourage them to rewrite their life story in a way that highlights their strengths.
  - Deconstruction:** Break down any big, negative stories they believe about themselves to understand where they came from and how they impact their life.
  - Unique Outcomes:** Identify moments when things went better than expected, showing that change is possible.

### Setup:

- Conduct the appointment in a semi-private area, such as a district office or another municipality location. The session will last about 1 hour. Sit at a table, preferably on the same side as the participant.

### Supplies:

- Provide snacks and drinks.
- Have pens and a notebook for taking notes.
- Printed A3 sheet with the 5 Acts.
- Bring a recording device.
- Have a camera available.

### Introduction (10 minutes):

- Start by making the participant feel comfortable. Introduce yourself, sharing some personal details like your role in the municipality and your hobbies.
- Explain that the goal of the session is to listen to their story and work together to restructure it. Emphasize that the session is non-committal and won't be shared with others in the municipality or with any stakeholders.

### Part 1: Active Listening (15 minutes):

- Focus on listening carefully to the participant. Take notes for the next steps.
- Maintain the appropriate level of eye contact, avoid interrupting, and make sure the participant feels heard.

# Appendix B:

- Pay attention to:
  - Important moments in their life.
  - Significant people in their story.
  - Apply the Externalization technique.

## Part 2: Story Building (20 minutes):

- Present the A3 form with the 5 Acts and explain that you'll work together to build a script of their life story.
- Act as a facilitator, encouraging the participant to contribute.
- Highlight their strengths and give positive feedback.
- Use the following techniques:
  - Deconstruction
  - Re-authoring
  - Unique Outcomes

## Conclusion (10 minutes):

- Wrap up by thanking the participant for their openness. Explain that they will get send a printed version of their Script.
- If they agree, take a photo of them to accompany the script
- Take a picture of the A3 sheet with the acts.

## Script Creation (1 hour):

- Use your notes, the photo, and the voice recording to create a detailed script of their life story. It should include the struggles the person faces aswell as highlight the positive moments, characteristics. The script should include:
  - A brief 50-100 word introduction summarizing their story.
  - A section on important characters.
  - A picture (if agreed upon).
  - The 5 acts written in the first person.

## Script Delivery (30 minutes):

- Print and send a copy of the completed script, along with the photo if agreed upon.
- Ensure that personal data is not stored longer than necessary.

# Appendix C:

## Masther thesis Design

Hello dear reader,

I am currently finishing my master's thesis for the municipality of The Hague and would like to ask you some short questions (5-10 minutes) about the design of my concept. Please be as honest as possible (don't sugarcoat) since this is most valuable for my research.

This survey will be processed anonymously, and the information will be used only as statistics to guide and validate design choices. By continuing this form, you consent to me using your answers in my process.

Thank you very much for helping me out!

Kim

\* Verplichte vraag

### General information

#### 1. Wat is your age? \*

*Markeer slechts één ovaal.*

- >18
- 18 to 25
- 25 to 35
- 35 to 45
- 45 to 55
- 55 to 65
- 65+



2. How do you identify? \*

Markeer slechts één ovaal.

- Female
- Male
- Other
- Prefer not to say

3. Do you live in The Hague? \*

Markeer slechts één ovaal.

- Yes
- No

### Sketching the situation for Design

Since I am designing something for people who have some financial instability, I would first like to sketch a situation. Please read the short explanation below and keep this in mind while filling out the rest of the survey.

Due to some unforeseen circumstances, you are currently unable to pay your rent. You have received letters from various agencies about your late payments, and this is causing you stress. Most of the time, you don't even open the letters you receive because you don't want to be confronted with extra bills, and they keep piling up. This situation is causing you stress and makes you feel like you have failed as a person in society. You could ask your social circle for help, but since you are ashamed of your inability to pay the bills, you don't do so. You also don't reach out to the municipality because you think, "What could they do to help me?" and you don't want your name to be associated with being in debt. However, you receive something in the post..

### The Letterbox package

You receive a letterbox package in the mailbox

4. Would you think you would open the package? \*



Markeer slechts één ovaal.

- Yes
- No
- Maybe

5. Looking at the 3 options, which package are you most likely to open? \*



Markeer slechts één ovaal.

- A
- B
- C

6. Looking at the 3 options, which package are you least likely to open? \*



Markeer slechts één ovaal.

- A
- B
- C

7. Why have you chosen these answers? \*

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### Invitation

In the box there is an invitation that reads:

*Everybody knows great storytellers like William Shakespeare and Quentin Tarantino. However, we believe that everyone has the ability to tell their own story. Each story is worth hearing, even if it is not on a big stage or movie screen.*

*Therefore, you are invited to come and tell us about yourself. Together, we will draft your life script, incorporating the main events and pivotal points of your life.*

**What will we do?** We will listen, guide you through the process, and draft your script. It will only be sent to you and will not be shared publicly.

**What will you get from this experience?** The opportunity to have your story heard and printed, and the chance to get acquainted with the municipality. Food and drinks will also be provided.

8. Does this text spark your interest? \*

Markeer slechts één ovaal.

- Yes
- No
- Maybe

9. Do you think the invitation addresses you in a right way? \*

Markeer slechts één ovaal.

- Yes
- No
- Maybe

10. Would you change anything from the text or leave information out/add information in?

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11. Would you feel inclined to make an appointment? \*

Markeer slechts één ovaal.

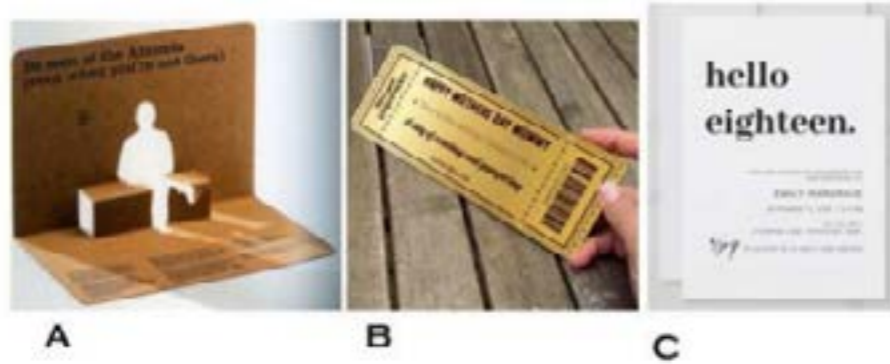
- Yes
- No
- Maybe

12. Which of the following options would most likely make you book an appointment (multiple options possible)?

Vink alle toepasselijke opties aan.

- Scan the QR code to see available dates in your neighborhood.
- Visit the website [denhaag.nl/TheScript](http://denhaag.nl/TheScript) to see available dates in your neighborhood.
- Call 070-XXXXXX to make an appointment in your neighborhood
- Anders: \_\_\_\_\_

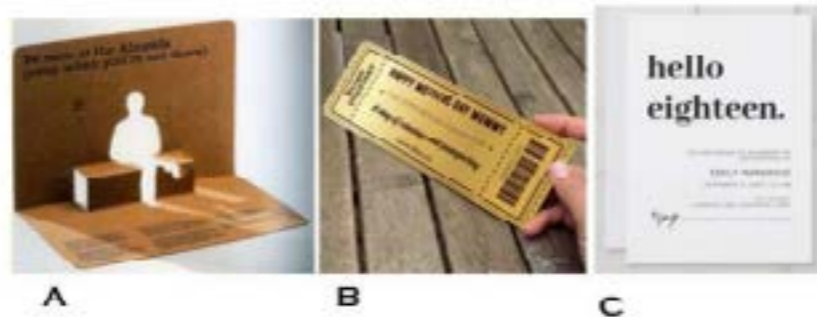
13. Which of the following invitation styles would be most fitting?



Markeer slechts één ovaal.

- A
- B
- C
- Anders: \_\_\_\_\_

14. When you think about the words "accepting," "intimate," and "personal," which of the invitation styles do you think would be the most fitting?



Markeer slechts één ovaal.

- A
- B
- C
- Anders: \_\_\_\_\_

16. Which of the following three design styles do you think would appeal the most to you?



A



B



C

Markeer slechts één ovaal.

- A
- B
- C
- Anders: \_\_\_\_\_



17. When you think about the words "accepting," "intimate," and "personal," which of the invitation styles do you think would be the most fitting? \*



Markeer slechts één ovaal.

- A
- B
- C
- Anders: \_\_\_\_\_

18. Do you think adding a booklet to the box with stories of The Hague citizens adds anything to the concept? In what way? \*

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19. Is there anything you want to share about the booklet section (Tips, worries, notes) ?

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Adding something small

In the package, something extra can be added.

20. Which of the following options do you think would be best suited for this concept (multiple options are possible)? \*

Vink alle toepasselijke opties aan.

- A notebook and Pen
- Chocolate Bar
- Haagse Hopjes
- Fridge Magnet
- Cookies/brownies
- Anders: \_\_\_\_\_

21. Do you think adding a small gift to the box adds something to the concept? \*

Markeer slechts één ovaal.

- Yes
- No
- Anders: \_\_\_\_\_

Information about the municipality

Some people can be weary about going to the municipalities when they are in a distrusting headspace. But, it might be nice to have some information that guides to the municipality website.

22. Which of the following options would you perceive as the best option for this information? \*



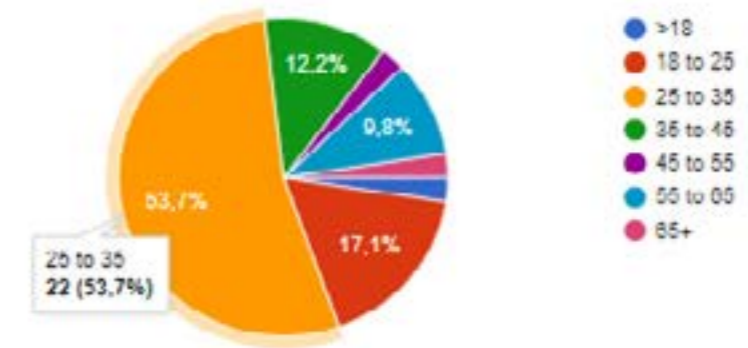
Markeer slechts één ovaal.

- Printed on the box as in the picture
- Put a loose folder in the box
- Don't reference the municipality information

Wat is your age?

41 antwoorden

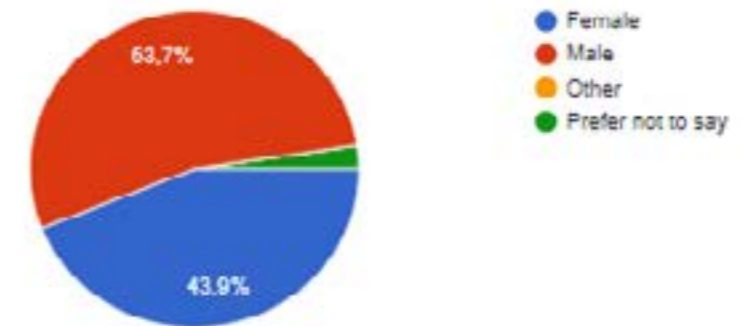
[Kopiëren](#)



How do you identify?

41 antwoorden

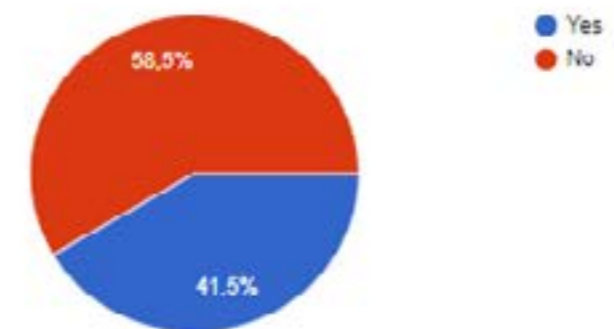
[Kopiëren](#)



Do you live in The Hague?

41 antwoorden

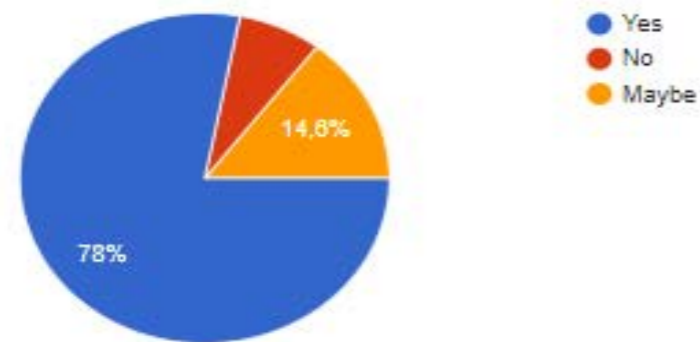
[Kopiëren](#)



### Would you think you would open the package?

41 antwoorden

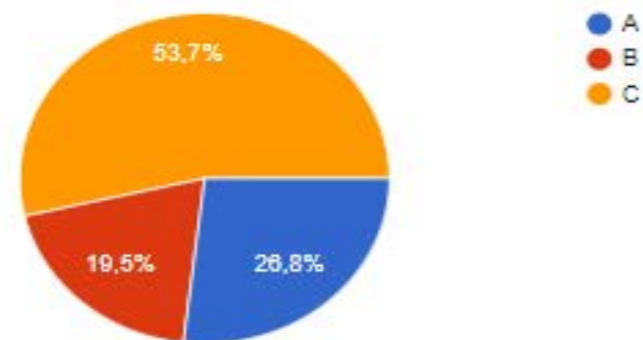
Kopiëren



### Looking at the 3 options, which package are you most likely to open?

41 antwoorden

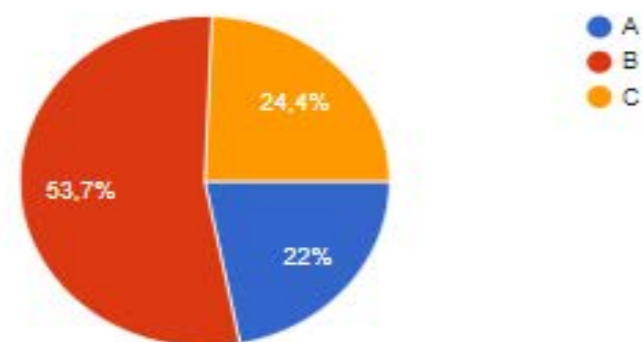
Kopiëren



### Looking at the 3 options, which package are you least likely to open?

41 antwoorden

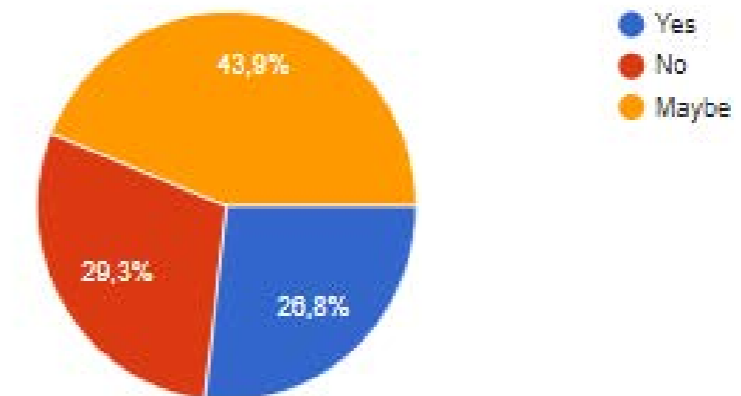
Kopiëren



### Does this text spark your interest?

41 antwoorden

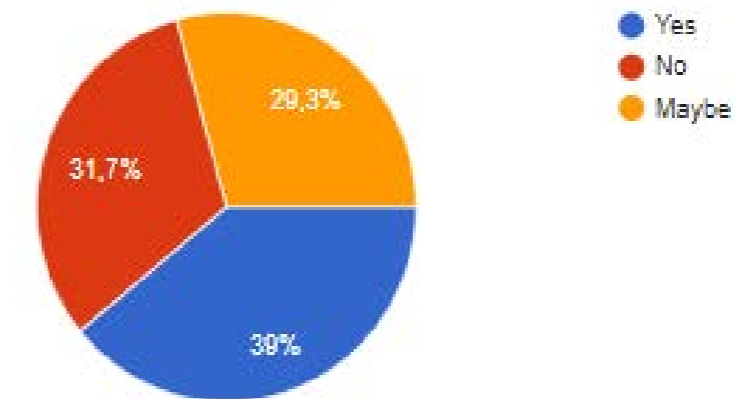
Kopiëren



### Do you think the invitation addresses you in a right way?

41 antwoorden

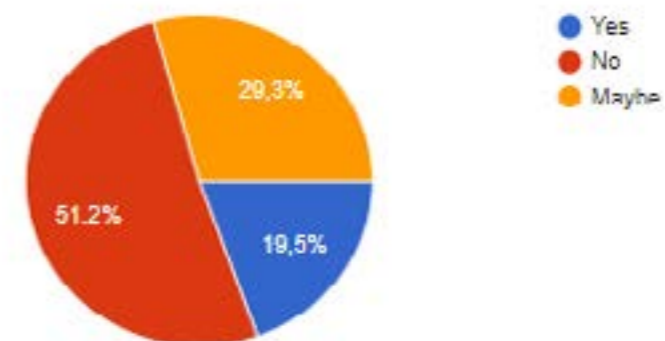
Kopiëren

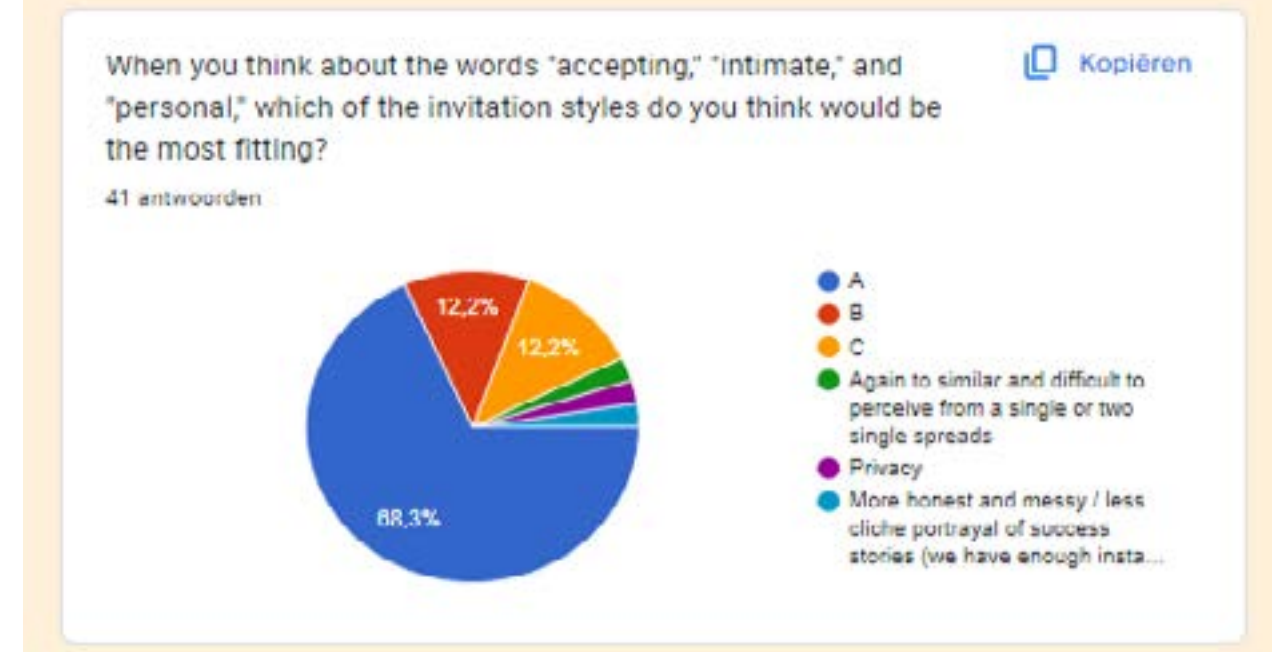
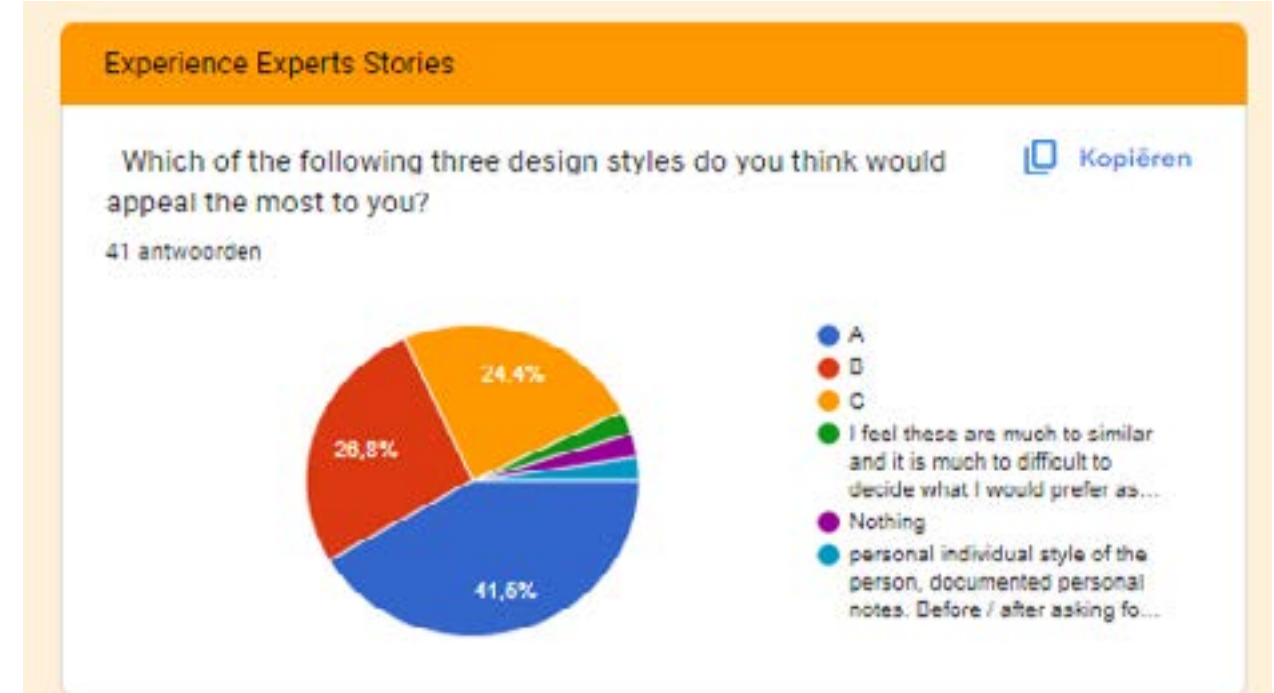
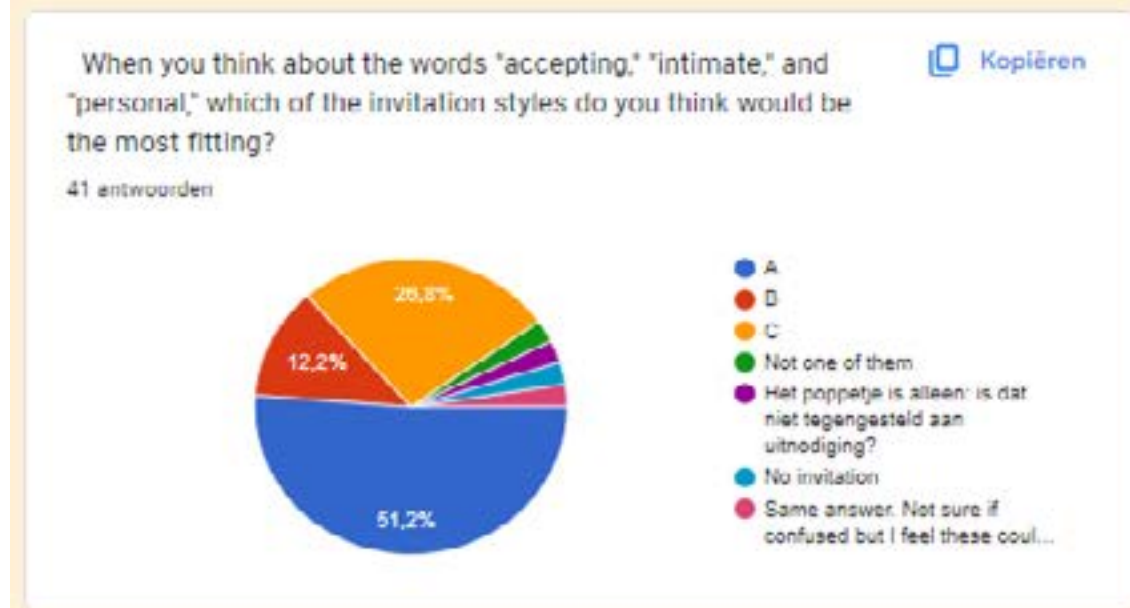
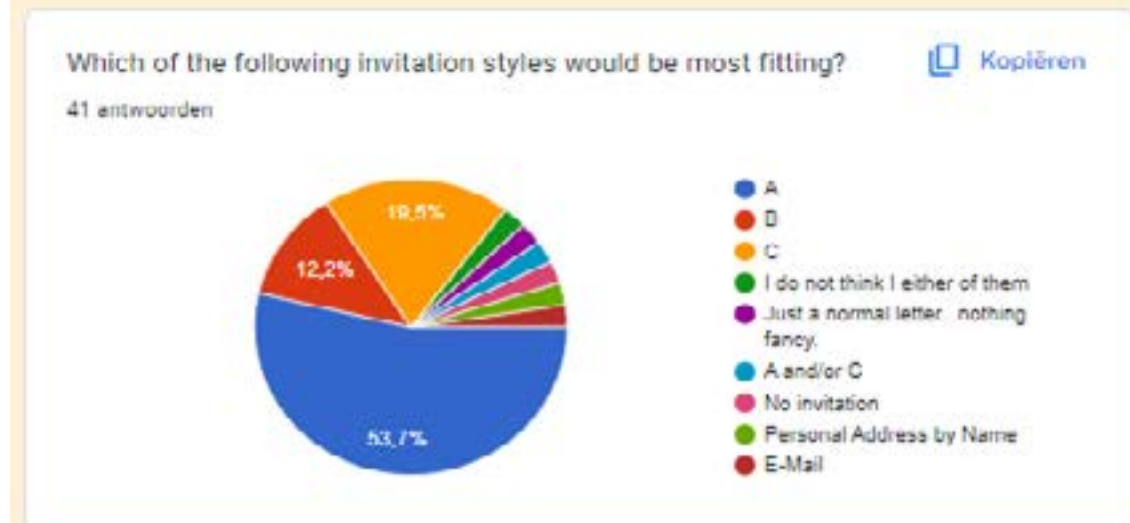
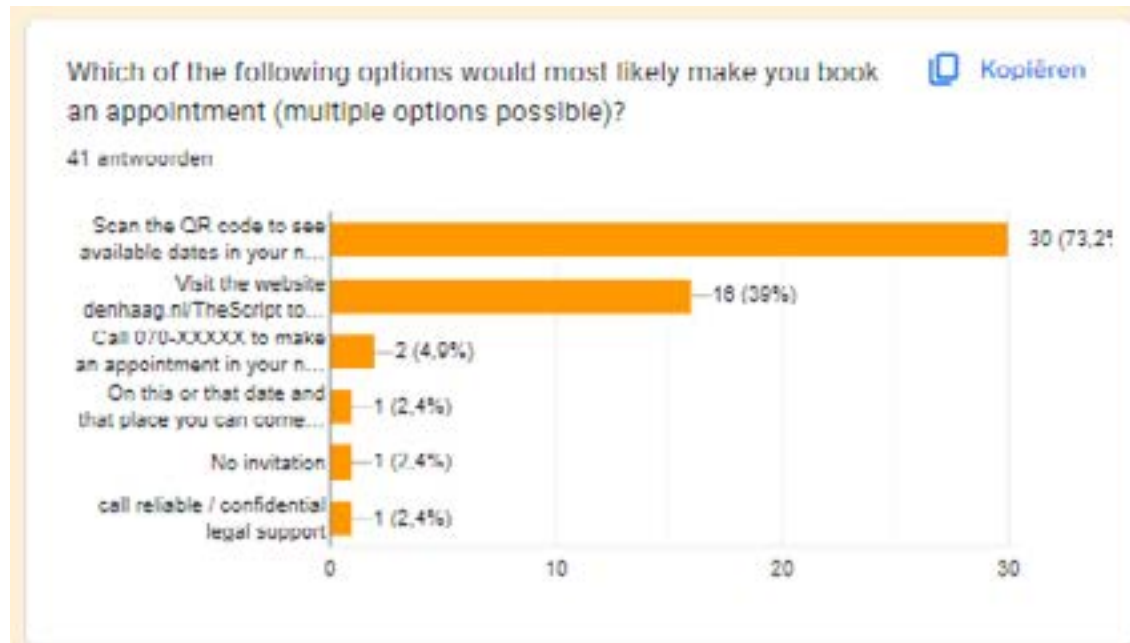


### Would you feel inclined to make an appointment?

41 antwoorden

Kopiëren



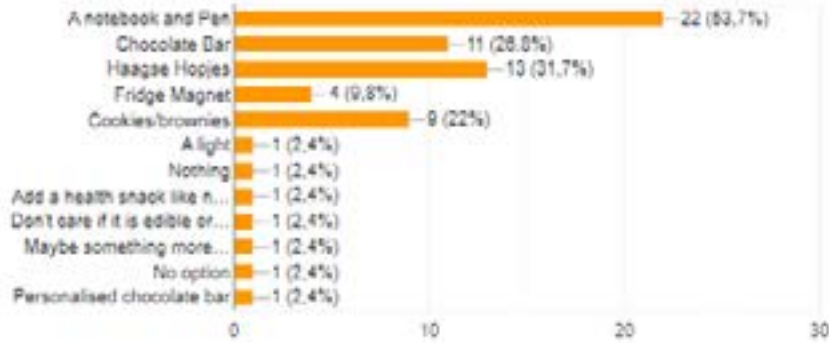




### Adding something small

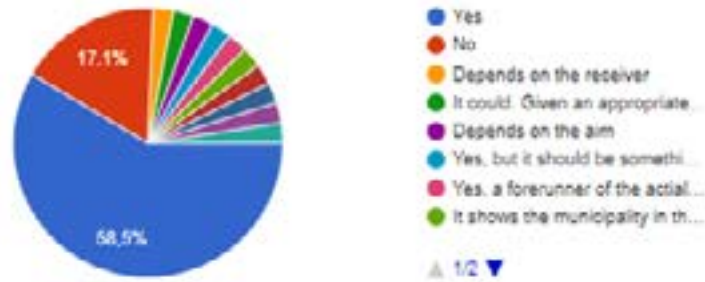
Which of the following options do you think would be best suited for this concept (multiple options are possible): [Kopiëren](#)

41 antwoorden



Do you think adding a small gift to the box adds something to the concept? [Kopiëren](#)

41 antwoorden



### Information about the municipality

Which of the following options would you perceive as the best option for this information? [Kopiëren](#)

41 antwoorden

