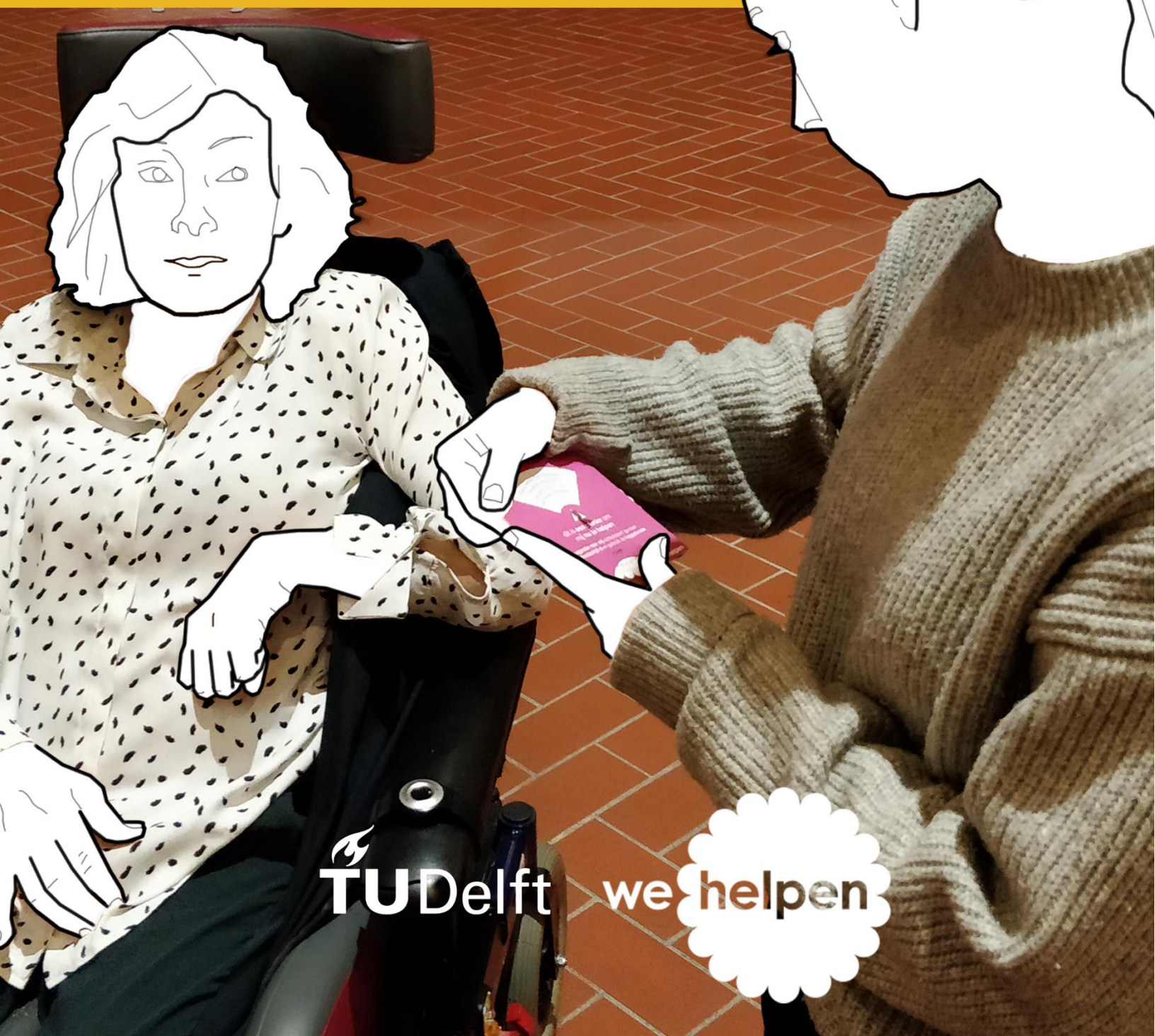
doordraaischijf

a product proposal to capitalize the helping hand for people with confused behavior



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Preface

This master thesis describes the outcome of the graduation project “Capitalizing the helping hand” which is executed for, and commissioned, by WeHelpen. The project aims to find new ways of helping in the informal domain in order to extend the services provided by WeHelpen, and to consider the interests of the stakeholders and members comprising cooperation WeHelpen. By doing so, it anticipates the desire to innovate in the informal helping context as researched in The Netherlands. A new angle on the interest group has been established, focusing on a type of behavior perceived as confused, rather than the underlying mental reasons for this confusion. This report presents the proposal doordraaischijf which is developed for cooperation WeHelpen. A first overview of the main elements of the product-service combination can be seen in here, accompanied by a brief summary.

This proposal will be elaborated on in more detail throughout the report, as well as the reasoning behind the embodiment and development. The project approach is a “lean” version of Vision in Product Design. It is an adaptation using specifically the context projection element to place an intervention in a future context. The researched contexts are presented. In the following chapters, different aspects of the design will be further elaborated on, and as of why this intervention is appropriate for the context of confusion. The proposal chapter will feature different aspects of the design are the interactions that are taking place, the context of use, the underlying working principles, shape, form, color, material, and finish. In the arguments, the reasoning behind elements of the development is explained additionally. The co-creation sessions with experiential experts are explained in the chapter focus group results. The relevancy for stakeholders of WeHelpen, the users, as well as society as a whole is argued. The user evaluation chapter presents the study conducted to answer the research question if people who should carry the intervention are able to formulate the scenarios and instructions related to their confusion. The journey-chapter focuses on the process in chronological order, also explaining the steps which did not contribute to the final proposal directly, but had influence on the process. A personal reflection considering several themes of the graduation project are included. The references present all the literature, multimedia publications, and the professionals which have been interviewed. The appendices provide insight in the materials that evoked insights as well as the results that served as a foundation for argumentation.

Proposal overview

The doordraaischijf is a handheld disc which allows carriers to communicate their needs in a moment of confusion to others. The specific shape is a reference to a parking disc, except this disc has two sides that hold content. One side (orange) holds the scenarios the carrier has formulated related to confusion, while the other side (purple) displays the appropriate instruction to the helping hand for improving the situation. A digital platform complements the physical presence of the disc.

The carriers are people prone to confusion; those with a history of confused behavior or a higher chance of developing confused behavior. As people in confusion might be temporarily unable to formulate those needs, the disc holds predefined personalized scenarios and corresponding instructions for improving those situations.
A lot of people would like to help another who might be in confusion, but do not know how to intervene. This disc provides a perspective for action to the helping hand: the personalized instructions assist the helper in offering the appropriate help. The helping hand can be anyone that passes by.

A carrier will rotate the insert disc to select the unfolding scenario in relation to confusion. The helping hand will consider the appropriate instruction on the other side of the casing, which is automatically and synchronously displayed when the carrier selects the scenario. The instructions are formulated personally by the carrier at a different moment in time, so the helper can rely on the content. This is also a safeguard for the intervention, as people in confusion might voice different options than when they are in a more accountable mental state. The instructions will leave room for interpretation by the helping hand, as the personal considerations as well as the variables surrounding the moment influence the interaction.

The digital platform facilitates all the support interactions. It allows for the creation of the personal content as well as the production and delivery. The helping hand can instigate contact through a personal connect code at a convenient moment. On the platform the helper can leave a suggestion, review the help moment, or enquire about the life of the encountered carrier.

Table of content

Preface 3
Proposal overview 4
Table of content 5

1 | the **starting point**

1.1 Introduction 7
1.2 WeHelpen's inception 8
1.3 Company profile 8
1.4 Mission/Vision/Ambition 9
1.5 Style guide WeHelpen 9

2 | the **context**

2.1 Context projection 12
2.2 Context clusters capitalizing the helping hand 15
2.3 Context relations of capitalizing the helping hand 22
2.4 Contexts cohesion 24
2.5 Context clusters: confusion in the public space 28
2.6 Context relations of confusion in the public space 37

3 | the **challenge**

3.1 Synthesis 41
3.2 Design statement 41
3.3 Interaction qualities 42
3.4 Product qualities 42
3.5 Target users 43

4 | the **proposal**

4.1 Concept explanation 48
4.2 Interacting 60

5 | additional **arguments**

5.1 Introduction to confusion 70
5.2 Relevancy for stakeholders 71
5.3 Contextual arguments 73
5.4 Focus group findings 75
6.1 Introduction and setup 81

6 | **user evaluation**

6.2 Study results 84
6.3 Conclusion 88

7 | the **journey**

7.1 Overview of the process 91
7.2 Personal reflection 94
7.3 Notes of gratitude 95

8 | the **references**

8.1 Bibliography 97
8.2 Multimedia publications 103
8.3 Consulted experts 103

X | the **appendix**

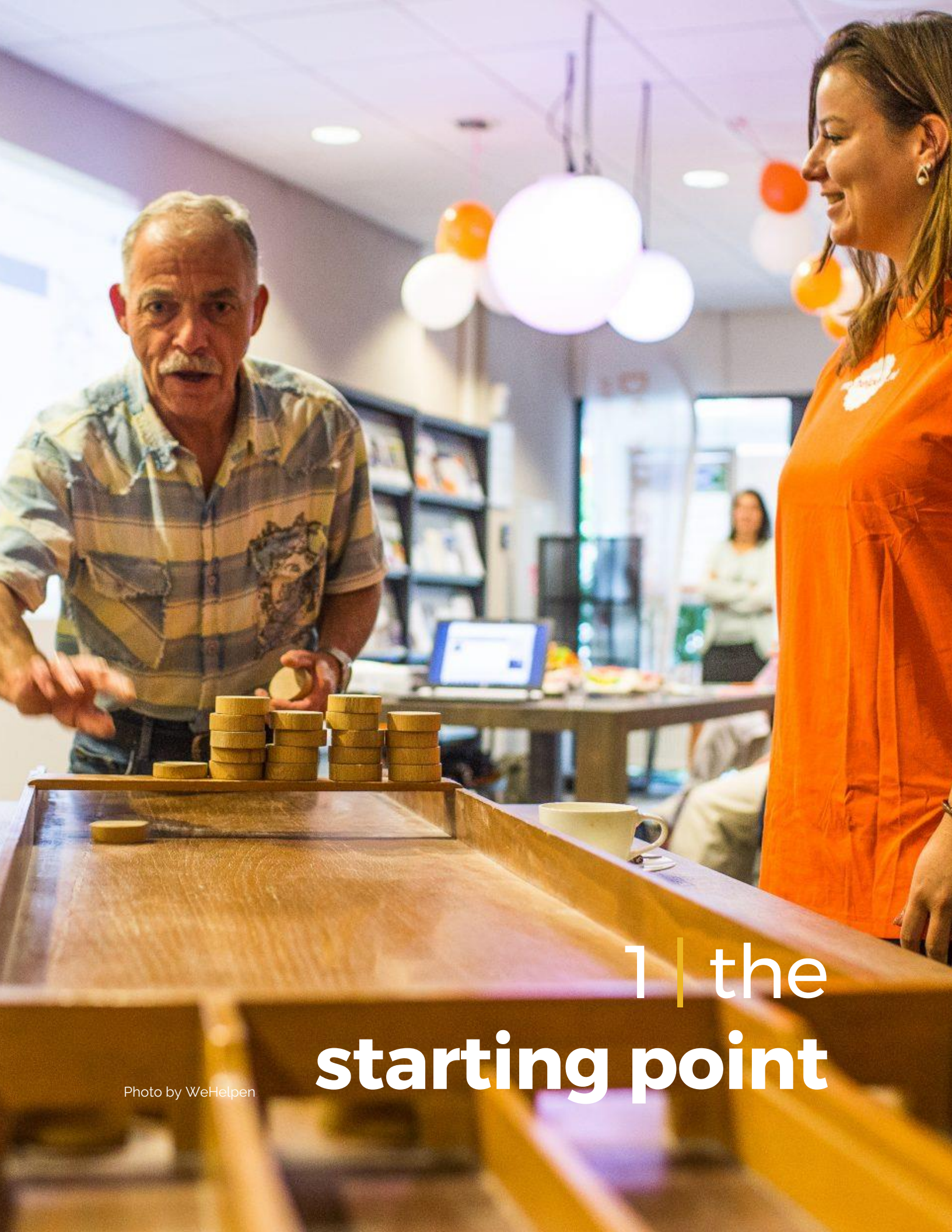


Photo by WeHelpen

1 | the **starting point**

1.1 Introduction

WeHelpen is a cooperation that believes that everyone matters and that all people need help sooner or later: for themselves, or a loved one. This graduation project aims to capitalize the helping hand in new ways for this cooperation. This is done by researching the future help context and placing an appropriate intervention in this domain.

The Dutch welfare state is (being) converted into a society that relies on self-reliance and the desire to be able to live independently at home under good conditions. It is imperative that people have a social network, which they can rely upon if necessary. 70% of people voice the willingness to offer help (de Klerk et al, 2015). However, this is found to be dependent on the frequency and the intensity of the contact with the help recipient. The term "action shyness" (as complement on "question embarrassment") explains why informal care is not always established (Linders, 2010). The motivations for this action shyness are an inability to sense the need for help, difficulty in offering help, or an insecurity towards one's own capabilities (de Klerk et al, 2015). One of the self-reported reasons for not offering help is the inability to know how to offer the assessed necessary care (De Klerk & Schyns, 2014). 35% of the currently non-helping population are able and prepared to offer help, this suggests that there is a potential for more informal support (De Klerk et al, 2015), or 'altruistic surplus' (Tonkens et al, 2008). The help needed comprises (but is not limited to) household and personal hygiene, companionship, emotional support, and support with daily activities and transport.

1.2 WeHelpen's inception

WeHelpen is founded in 2012 after several companions found each other in a hard time via initial contact over social media. The founder of WeHelpen, Coen van de Steeg, woke up in a intensive care unit after he was knocked of his bicycle by a car driver (TEDxBinnenhof, 2014).

Previously, he considered himself to be a young father with a blossoming career and a shining future. A period of intensive revalidation awaited, as he was trying to counter the effects of acquired brain damage as a result of the accident. His wife was catapulted into a life of full time informal caretaker, besides her career and the family care. Coen found people in a comparable situation through social media: Maaike and Arjan. They discuss and formulate the abstract of the platform: a peer-to-peer marketplace where people could contribute to, and receive, help. The incentive of creating the platform was to "offer a helping hand, and ask for one as well". "A trusted circle of people helping each other." As a result the founders formulated the three key values of the cooperation: "offering, asking, and sharing".

1.3 Company profile

Currently, over 200 different organizations form, or are affiliated with, the cooperation. The members share ownership, costs and knowledge and provide the platform in principle to all Dutch citizens. The members of WeHelpen originate from a variety of backgrounds: municipalities, (home) care and welfare institutions, banks, hospitals, nursing homes, as well as other social organizations.

WeHelpen is active on the following specific themes: informal caregiving, orthopedics, dementia, and acquired brain injury. WeHelpen operates from their headquarters in Breda, The Netherlands and is mainly involved in social projects and launches initiatives in The Netherlands.

1.4 Mission/Vision/Ambition

This paragraph describes the distilled core of cooperation WeHelpen. It consists of three building blocks (mission, vision, ambition) which translate into performance targets that the cooperation would like to achieve according to their external communication. This is a boundary box in which the intervention should fulfill an appropriate role. Throughout the project, these core expressions are taken as a backbone for development and reasoning.

The mission describes the cooperation WeHelpen's core purpose; the reason for its existence: "Helping people help each other."

The vision describes the cooperation WeHelpen's view on the future. WeHelpen believes that informal caregiving such as volunteer caregiving, neighborship, and volunteering is a solution to relieve the pressure on the welfare system. Therefore, WeHelpen continually searches for new ways to unlock hidden social capital. WeHelpen helps making visible those who would like to be the helping hand to someone.

The ambition states the cooperation WeHelpen's ultimate objectives. WeHelpen aims to be:

- A social structure wherein people can live independent for a longer period of time.
- A movement with active helpers that cooperatively ensure that supply and demand for help is present.
- An online platform and movement for neighbours, patients, caregivers, and volunteers that is aimed on finding, connecting and organizing help. This in order to help build a society that believes that helping makes a difference and that people can be helpful on their own terms.
- A website to help each other more easily, without financial compensation, complemented with targeted information about caregivers and those in need of assistance.

1.5 Style guide WeHelpen

This paragraph focuses on presenting a style guide represents the visual identity of the WeHelpen brand as extracted by research. This effort results in a combination of the visual elements present and ascribed to WeHelpen on their digital platforms, media outlets, and physical products. The brand elements in communication and the branding of products lead to an overview of these visual elements and are included in a style guide.

This style guide (see figure 1.5) can be seen as a uniform guideline for designing manifestations, comprising the graphic and textual elements for visual presentation. These visual elements extracted will be used in designing a corresponding look and feel of the intervention which is recognizable to the beholder as aligned with the WeHelpen brand.

Brand logo

The WeHelpen logo consists of a text explaining their mission as their brand name encircled by a rounded speech balloon.

Main logo

Overlayed logo

Collapsed logo

Typography

Aa

Roboto normal
48pt
white

Aa

Fira Sans regular
42pt
white

Aa

Fira Sans regular
38 pt
mine shaft

Aa

Roboto normal
31 pt
burnt umber

Aa

Fira Sans regular
24 pt
gray

Aa

Roboto normal
16 pt
mine shaft

Color palette

Primary colors

orange peel

hopbush

blue lagoon

Secondary colors

San Marino

picton blue

thunderbird

green haze

burnt umber

Graytoned colors

cod gray

mine shaft

dove gray

dusty gray

gallery

Figure 1.5: the constructed style guide portraying the visual identity of WeHelpen

2 | the **context**

Photo by Saeid Anvar on Pexels

2.1 Context projection

This chapter focuses on describing the projection of the potential future context in which the proposal should fulfill an appropriate role. It can be seen as a roadmap that guides the exploration in search of future solutions.

This projection effort is part of the Vision in Product Design approach, as developed by Hekkert & Van Dijk (2011). Although this project is not completely executed according to the Vision in Product design method, several elements have served as a backbone throughout the process, wherein the context projection is taken as a basis to describe a yet to develop future in which the intervention will be used.

The context in which the intervention will be placed in is researched in two subsequent phases; focusing on two distinct domains. The first context projection revolves around the initial selected domain of "capitalizing the helping hand", while the second effort focuses on the domain of "confusion in the public space". In this respect, a domain is defined as a description of the area where this project aims to make a contribution (Hekkert et al, 2011). The researched contexts are linked through a first vision on helping which was generated as a result of the first projection and is captured by a metaphor.

As WeHelpen posed the question to find solutions that benefit informal help, this will be used as the starting point for the domain definition. The initial selected domain is set to "capitalizing the helping hand". The themed narratives are written with a reliance on the discovered clusters, therefore these clusters are included in the section. Desktop research has been performed in order to find the factors used for this analysis.

The help context can be further refined by taking several factors into account that comprise the statement. The "helping" element of the statement indicates and suggests that there is a social gesture which can be beneficial to people in the form of instrumental assistance, emotional support, companionship, or advice. These subdivisions are derived from the definition of informal help by Wilson & Musick (1997). The "hand" should be considered figuratively as being any social gesture involving two, or multiple, people where there is an offering or exchange of social services, implying that there can be an (interchangeable) relationship between a recipient of help and a helper. The capitalizing aspect instructs that it should be advantageous. Ideally, all people participating in this social construct could benefit from this encounter to a certain extent. The helping hand should be considered within the context of informal help. One of the limitations of informal help and support is that the received help is unpaid by definition.

The context of confusion in the public space has been established after the projection of the context of capitalizing the helping hand. The reasoning behind this shift in focus will be explained in the subchapter "Selecting a narrower focus: confusion". The domain of interest is "confusion in the public space". In this respect, the public space is defined as the "common physical space that members of a society have, including the related mental and social space" (Brok, 2010). The factors used for the context of confusion projection are curated by the author/ designer from several sources: published literature, radio and television shows, online blog-posts, as well as insights from conducted interviews with experts from the field with varying points-of-view.

As this graduation project aims to be instrumental in solving a current societal issue as discussed with WeHelpen, the time frame selected to intervene for will be two years. This allows for a development time of a year from conception (from the public presentation onward) and half a year for implementation. This is deemed necessary to be able to address the topic internally with the organizational members of WeHelpen to gain momentum and generate sufficient exposure to generate a user base.

The challenge of these context projections is to grasp coherence in the collected factors and shape a narrative about the selected domain. As design is an inherently creative discipline, this effort is focused on creating a desired future based on a predicted context where the intervention should fulfill an appropriate role.

The Vision in Product Design process uses factors to assist in the deconstruction of the present world context in the pursuit to map probable and predictable elements of a projected context within the established domain. The initial domain has been defined as “capitalizing the helping hand”, whereas in a second activity the “context of confusion” has been mapped.

Factors are “value-free descriptions of phenomena” (Hekkert & Van Dijk, 2011) as they appear to the designer. There is a distinction within the descriptors of these phenomena, as these descriptors vary in scope, meaning and constantness. Factors can be divided in four distinct categories:

- Principles that determine relative stable patterns in life and the world;
- States which define relatively constant circumstances;
- Developments which reflect the changes over time,
- Trends that determine people’s behaviours as a consequence to these changes.

The criteria used for selecting these factors are relevance (appealing), originality (novelty and appropriateness) and variety. The factors are made into printable paper cards in order to make it easier to play interchangeably with the associations they evoke and relations they indicate.

As the cards are printed in a manageable fashion, a playful analysis was performed on a large board by switching and placing around the prepared factor cards. The goal of this clustering activity was to preserve the richness of independent factors, while at the same time discovering emerging, or underlying, patterns. These devised patterns were concisely written down on sticky notes and clustered alongside the printed factor cards on the board. Different colors of sticky notes were used to indicate the type of relation they represent.

The selection of factors must be turned into a usable composition, or “unified whole”, (Hekkert & Van Dijk, 2011) explaining how the separate elements are connected in the pursuit of the contextual explanation for a projected context in the future to come. This is called clustering in the ViP-methodology. It allows for two types of so-called clusters: based on either their common quality (connecting association), or their emerging quality (new associations).

A narrative emerged after analyzing the possible dimensions in comparison with in-depth explanations of the discovered context clusters in order to map the projected context. This narrative will help in designing an intervention that considers the relevant drivers of the directions society is heading towards, or which is expected to be established in the near future. The discovered clusters from the Clustering-activity together point towards several dimensions that explain what will influence the projected context for 2020. These dimensions, or themes, that this narrative stipulates are based on how people are expected to act in this world view driven by the discovered clusters and emerged themes. The theme descriptions aid in the pursuit of formulating a vision statement about the context the yet to be designed intervention will be placed in and will fulfill a role in. In the next chapter, each discovered theme is described.

Figure 2.1-A: the factor cards used for the context projections.

Figure 2.1-B: an impression of the context projection activity.

context | capitalizing the helping hand

Photo by Joshua van der Schyff on Unsplash

2.2 Context clusters capitalizing the helping hand

Enforcing a shrinking world

OUR DAILY LIVES BECOME SMALLER BECAUSE OF THE SOCIAL BUBBLES WE ARE INVOLVED IN THAT ENFORCE AND MAINTAIN PRE-EXISTING BELIEFS AND ROUTINES.

Individuals seek experiences and communication through networks with people they are already connected with. This contact is mostly sustained through (super-)private ways of communication, making it elusive for others not present and hard for ones not in this world to connect. Most people are only communicating with people that are like-minded and as such enforce each other's world views without nuance or confrontation. This continuously confirms fundamental beliefs that enforces the idea the world revolves around our personal universe. Our media consumption relies incrementally more on curated content by self-chosen sources, again enforcing our existing personal beliefs. The bubble will influence our daily lives even more, to the extent that in our day to day experiences we are expecting that our previous experiences will shape the experiences that are still to come. A shift in focus will make that appropriate avenues for consultation and (social) services or contacts are increasingly important. The appropriate avenues are based on our frequently visited locations or other spaces where are lives regularly unfold. We are proud to support locally because this fits within the spaces we attend and their daily routines.

Relying on curation
Well-curated and easily accessible content makes a mobile or web product appealing to its intended users (Prototypr, 2017). Curation plays a part in the growing need to have access to anything without purchasing (MindShare, 2017) People will increasingly look for immersive "try before you buy" online shopping experiences (Euromonitor, 2017), and we can witness a push toward linear experiences (HOW Design, 2017).

Demanding appropriate locations
Appropriate treatments are delivered at the appropriate time, in the appropriate place, for the appropriate patient (Deloitte, 2017). In-home services, delivery, and consultation will pervade life (VendHQ, 2017). We are using location-based mobile communication (Economic Times, 2018). Geofencing is an excellent way to engage with customers who are on the go in a more contextual way (Ellevate, 2017) and new avenues for therapy from the comfort of home emerge (J. Walter Thompson Intelligence, 2017).

Expecting hyper-personalized experiences
Our experiences will shape personalization (Economic Times, 2018). Currently everything people do is on their mobile devices first (Economic Times, 2018). This will even change to the point that people will be using hyper-personalized manufacturing (J. Walter Thompson Intelligence, 2017).

Continuous affirmation of beliefs
Algorithms are spinning a comfortable cocoon around people, making the individual the center of its world (TrendRede, 2018). People are at the centre of their personal universe and everything should revolve around them (MindShare, 2017). Individuals seek experiences that confirm their fundamental beliefs (New Directions in Sociological Theory, n.d.), which might stem from the desire to not complicate life (MindShare, 2017). People communicate with each other preferably through super-private networks (Future Today Institute, 2017). We're finding more ways to spend time on social media connecting with people who matter to us, rather than isolating ourselves (Quantumrun, 2017).

Supporting local
People can be e-residents (Future Today Institute, 2016). People are more content with their life quality with a stronger bond with the neighborhood (CBS, 2017). Being proud of where you come from and having a desire to support local people (MindShare, 2017). Three in ten Dutch inhabitants (15 years and up) are in daily contact with relatives or friends that do not live in the same house (CBS, 2017).

Escaping tightening networks

WE WANT TO ESCAPE DIGITAL NETWORKS AND CONNECTIVITY THAT ARE PERVASIVE ALL AROUND US.

The virtual realm offers safe spots in our life. People (un)knowingly upload virtually their complete lives in the form of data, or self-chosen representations. We are interacting with digital devices in all aspects of our lives. With this great (immersive) connectivity we will also place a higher value on being able to escape this, sometimes even addictive, connection. More and more we are rejecting intrusive technologies and are becoming tired with the ever-growing digital saturation. We are continually split between what we are doing in the real world and the online realm, by being able to visualize spaces where we are not (currently) present. Instead, we would like to see that digital just is an invisible enabler to enrich physical and sensory experiences in order to have the focus to experience physical life.

Escaping immersive connectivity
The virtual realm offers a safe haven (TrendRede, 2017). The greater the connectivity, the higher the value people are placing on being able to escape from that web (Forbes, 2018). The true danger with new technology; not a generation of people who can't communicate, but those who are so burnt out on sharing everything they never know where to draw the line (Quantumrun, 2017).

The addictive properties of social media is caused by a steady supply of likes and retweets, just enough to keep people hooked (Forbes, 2018). People effectively upload, or download, everything (What'sNext, 2017). Immersive experiences will make users always connected to networks (Deloitte, 2017).

Transcending spaces
We are going to be able to visualize a lot of information about the spaces where we are not present (Co.Design, 2017). People willl use speech-enabled voice recognition (Economic Times, 2018). Studies show that our attention is continually split between what we are doing in the real world and what we would like to be doing online (Future Today Institute, 2016). We like to do multiple things at the same time (MindShare, 2017).

Emphasizing physical life
People are rejecting intrusive digital technologies and kick against digital saturation (Fjord, 2018). As technology becomes increasingly affordable, it is dispersed into the physical world and blurs into the background (Fjord, 2018). We use digital as an invisible enabler of physical and sensory experiences (Fjord, 2018). A growing number of primarily digital brands are now placing greater emphasis on physical presence while making the most of digital and data to improve experience (Co.Design, 2017).

Searching for new cultural compasses

WE ARE LOOKING FOR NEW WAYS TO MEASURE OUR EFFORTS IN RELATION TO OTHERS.

In our current control society, people are expected to be in control of their life. Self-control remains the credo. The choices we make for ourselves and others should be carefully made, because the care with which we make them is also taken into consideration. We demand access to information and want access at our disposal at all times. We become suspicious when it is withheld. The reprisal for making errors is anticipated by trying to incrementally control our lives by using prosthetic knowledge to continuously educate ourselves in order to stay in control. However, we are looking for a more human way to measure our efforts. The speed of change has affected the social orders we previously used to place ourselves within society. As a consequence, people look for a new moral compass and a renewed sense of identity and community. The meaning of citizenship requires a more active attitude. People accept ownership for initiatives because the current supply is inadequate in serving their needs.

Intolerant against making errors
People are judged not just on their choices, but also on the care with which they make them (Euromonitor, 2017). Self-control is the future (TrendRede, 2017). Prosthetic knowledge is the stuff you don't know but you know how to find out immediately (Intercom, 2017). People will have contextual control about virtual environments (Deloitte, 2017). In our current control society the making of errors is unwanted (TrendRede, 2018). We can witness care martials within municipalities, which have a mandate to go straight through structures and rules (TrendRede, 2018).
Searching for a new moral compass
One size fits none (TrendRede, 2018). The speed of change has increased from technology to social order. (MindShare, 2017). Society is in search for a new, more human measure (TrendRede, 2017). Progress is a spectrum, not a bar (Medium, 2017). Rapid industrialization and social change have led to a yearning among many for a new moral compass and a sense of identity and community (J. Walter Thompson Intelligence, 2017).

Demanding instant transparency
With increased use of technology we now can have all data at our disposal (MindShare, 2017). With an omnipresent news cycle, we can now see, hear and feel the physical and emotional wreckage that victims of crises face across the world (Ford, 2017). We now demand information and have access to it at all times. When information is withheld we become suspicious and mistrusting (MindShare, 2017). Patient data is in one, easily accessible place (Deloitte, 2017). Businesses will be maintaining frictionless and consistent omni-channel communication (Economic Times, 2018).

Initiating ownership
The meaning Dutch citizens give to citizenship is changing and requires a more active attitude (Kennisbank Openbaar Bestuur, 2018). Citizens want less government interference (Kennisbank Openbaar Bestuur, 2018). The underlying motive of citizens' initiatives is often the same: citizen act because the existing supply does not serve them adequately (SCP, 2016). Consumers are voting with their wallets to force companies to take a stance on current issues (Euromonitor, 2017). Consumers are adopting and using technology to take ownership of their health (Managed Healthcare Executive, 2017).

Adopting more fluidity in living

WE ARE EMPLOYING TECHNOLOGY TO ADD AN INCREASING DYNAMIC TO OUR LIFESTYLES.

People live increasingly more fluid. Collaboration rises in more aspects of our lives. We are looking to add more flexibility in our lives and as a consequence our lifestyles evolve. The "co" is rising. We share spaces, facilities and tools to improve our living conditions. The sharing these collaborations afford is seen as social. It will improve the lives of both giver and receiver. The social exchanges become more commercialized on a personal level and this blurs the line between the personal and the professional.

Technology is adopted as a faith by a larger audience, even though a wide spectrum of people can't fully comprehend the daily routines performed with technologies. We rely on technology to add this fluidity in our lives. We however desire human-like tendencies in our interactions with products and services. We even use artificial entities in more aspects of our lives. Humans and artificial entities will collaborate as equal partners by interacting with some, or even socially programmed, aspects of these entities.

Believing in technology
In 2018, we'll see more websites using micro-interactions to do things like encouraging engagement and giving users confirmation that a task was completed (Impact, 2017). Technology is the new faith for a wide audience (TrendRede, 2017). Shortening each step of the journey and improving the experience by redefining the expectations in the process (Economic Times, 2018). Some of us feel like total beginners even when performing everyday routine tasks when it involves technology (Ericsson Consumerlab, 2017). People expect some level of human-like tendencies in their products and services, such as knowing their likely pain points, and even identifying potential sources of stress associated with the UX (Prototypr, 2017).

The first visceral reaction to an interventions' design influences how users perceive relevance, credibility, and even usability (Nielssen Norman Group, 2017). The look and feel of everything is the most important factor in its quality (MindShare, 2017).

Adopting fluidity in lifestyles
We will be living more fluidly (SCP, 2016). People who perceive that they have free choice experience higher levels of happiness around the world (World Values Survey, 2017). Consumers are increasingly seeking flexibility in their lifestyles (Euromonitor, 2017). Co-living sees people share spaces and mutual facilities to save money and inspire collaborative ideas or provide comfortable, more acceptable living conditions (Euromonitor, 2017). Co-working spaces are growing globally at a staggering rate (Euromonitor, 2017).

Merging professional and personal
Peer-to-peer commercial exchange blurs the lines between the personal and the professional (MIT Press, 2018). The ability to share is that which even makes an economy possible: money is a quantification of reciprocal altruism (Stairs, 2005). Social support, generosity, or a trustworthy environment, can be built in ways that improve the lives of both givers and receivers (World Happiness Report, 2017). To people with a weak social network the internet does not, or barely, compensate (CBS, 2017).

Collaborating with artificial companions
We will be surrounded and interact with chat and social bots (The Next Web, 2017). Humans and machines work in one loop - collaborating in roles and new talent models (Deloitte, 2017). Machines and bots are becoming partners rather than tools (Economic Times, 2018). We will accept and spend more time with robot companions (Future Today Institute, 2016). Machines that mimic human communication can make us feel surprisingly awkward (Ericsson Consumerlab, 2017). Clinicians use technology to more accurately diagnose and treat illness and deliver care (Deloitte, 2017).

Connecting with similar identities

WE WANT TO SHARE AND CONNECT WITH PEOPLE THAT HAVE A DESIRABLE REPUTATION AND WHOM WE PERCEIVE AS BEING SIMILAR TO US IN SOME, OR MULTIPLE, WAYS.

People will focus on mutual identities with others and the relatable stories that are shared between them. We invest in making a connection with people that are viewed as having acquired a desirable reputation based on behavior, or which is seen as reputation capital. We rely more on trust points, instead of the previously emphasized touchpoints with other actors. A new solidarity has emerged within the existing networks. An interconnection of networks, associations and collectives revolves around corresponding interests and common backgrounds. We desire sharing time with people that are involved in the same passions and (niche) topics. The relatable experiences we see as authentic and genuine instigate loyalty with like-minded followers. However, tension between communities based on shared interests are a chance for a more collective social involvement.

Connecting with desirable reputations
Making a connection is a condition for autonomy (TrendRede, 2017). Every person we meet will have a role in our life (Inc., 2016). All residents will have a choice; whether or not to invest in each other (Kennisplatform Integratie & Samenleving, 2017). A shift in emphasis from “touchpoints” to “trust points” (Fjord, 2017). ‘Reputation capital’ is defined as the ‘the sum value of your online and offline behaviours across communities and marketplaces’ (Botsman, 2016).

Solidarity within the network
Individualistic behavior is not necessarily only caring for oneself (CBS, 2017). A new solidarity develops through a mosaic of networks, associations and collectives (SCP, 2016). Solidarity extend mainly to people with corresponding interests and a common background (SCP, 2016).

Involvement in shared passions
The desire to have a transparent and genuine experience while maintaining privacy (MindShare, 2017). Users are fatigued by the virtual, shoppable universe (J. Walter Thompson Intelligence, 2017). There is an increased interest in authenticity or 'realness' (What'sNext, 2017). Micro-influencers (people with a few thousand online followers) are more likely to post about specific niche topics and they have the loyal followings that share their passion (Ellevate, 2017). Creating content that has potential to go viral is very challenging and needs to be authentic, funny, witty and relatable (Ellevate, 2017).

Focus on reciprocal identities
Small circles of trust, larger circles of involvement and the largest circles consist collective interests (TrendRede, 2017). People will focus on the universal, reciprocal identities and stories (Kennisplatform Integratie en Samenleving, 2017). There is tension at the interface between circles, but there is also a meeting, and thus a chance for an opening (TrendRede, 2018). Communities are based on shared interests (MindShare, 2017).

Excluding other origins

WE ARE EXCLUDING PEOPLE THAT ARE DISSIMILAR TO US AND ARE LOOKING FOR WAYS TO BRIDGE THE GAP.

Disruptive technologies give rise to challenges in social cohesion. An increasing social and cultural polarization is witnessed. This is related issues concerning national identity, cultural values and ethnic origins. This causes a disruption in traditional patterns of affiliation. Social identity is a person's sense of self within group membership, and one's position in society is about how to place it in the shared context. The exclusion of groups with less social cultural is a pitfall in participation. There is a need for bridging the gap between different groups, potentially initiated by people with tranquility and life experience. As diversity is seen as a contributor to a situation in which people participate according to their ability, people can take parts in different spheres of life.

Segregating from other origins
In the West, widened generation gaps in values, disrupted traditional patterns of affiliation and community can be seen (World Economic Forum, 2017). Deepening social and cultural polarization can be witnessed as a result of issues related to national identity, cultural values and ethnic origins (World Economic Forum, 2017). We are in a highly disruptive phase of technological development, at a time of rising challenges to social cohesion (World Economic Forum, 2017). The Netherlands scores internationally high on rankings measuring social cohesion (Kennisplatform Integratie & Samenleving, 2017), but a large portion of Dutch nationals feel left out (TrendRede, 2017). Losers outnumber gainers in Western Europe (World Happiness Report, 2017).

Using diversity as ability
Participation can be broadly defined as the process of taking part in different spheres of life (European Urban Knowledge Network, 2014). If you really take into account diversity, and with it the positive power of differences, then that contributes to a situation in which everyone can participate according to their ability (Kennisplatform Integratie & Samenleving, 2017). Pitfalls in promoting participation are the danger of elitism and the exclusion of groups with less social cultural capital (European Urban Knowledge Network, 2014).

Bridging the gap
Social identity is a person's sense of who they are based on their group membership(s). It is a real, true and vital part of the person (Simply Psychology, n.d.). The deciding factor for one's position in society is how to place the identity in the shared context (TrendRede, 2017). There is a need for bridging the gap between different groups in society, or 'bridging capital' (CBS, 2017). Wisdom is accepted from people who have life experience and tranquillity (TrendRede, 2017).

Expanding interest in nuance

WE WANT TO KNOW THE STORIES BEHIND PEOPLE THAT EXPLAIN THEIR BELIEFS AND BEHAVIOURS.

We are armed with pocket cameras at all times. Ready to record injustices as we encounter them. We utilise social media to post and highlight bad practices. We do this because we are interested in storytelling because everyone has a personal story. We emphasize with nuanced characters and we like to influence narratives we encounter. We are inclined to help people who need our help due to events that seem out of their control.
As inclusion leads to more unity and less alienation, a holistic view towards people that are regularly overlooked emerges. Digital tasks are performed by people previously perceived as technologically incompetent. We will give permission to let our passive and anonymized data be used in order to learn something new about larger groups or understand new mechanisms that are valuable for the vulnerable or the greater good.

Influencing narratives
Everyone likes great storytelling, and we all empathize with nuanced characters (J. Walter Thompson Intelligence, 2017). Limited representations of people are increasingly being called out publicly (J. Walter Thompson Intelligence, 2017). Instead of judging people by their past, stand by them and help them build their future (Inc., 2016). Everyone has a story (Inc., 2016). People can pick their own "branching" narratives: viewers could answer questions to influence the direction of the story, creating interactive storytelling (J. Walter Thompson Intelligence, 2017).

Inclusiveness
Inclusiveness leads to less alienation and less disunity (Kennisplatform Integratie & Samenleving, 2017). Designers will begin to utilize a new tool, bowling bumpers, to ensure that even the most senile, incompetent, and technologically illiterate of users are able to complete digital tasks without error (Medium, 2017). Technological advances are driving creative innovation to help people with disabilities navigate the world independently (J. Walter Thompson Intelligence, 2017). Tech will become inclusive for all (Business Insider, 2017). While personas help us to understand our ideal user, it is just as important in this day and age to understand our non-ideal user, or rogue personas (Medium, 2017).

Participating in crowd learning
We are sharing our data for crowdlearning:querying our passive data to learn or understand something new (Future Today Institute, 2016). Artificial intelligence can bring a new perspective to the human experience, with intriguing results (J. Walter Thompson Intelligence, 2017). Anonymous data will make life smarter but still private (Business Insider, 2017). Looking holistically at the full profile of a patient (Hit Consultant, 2017).

Highlighting vulnerability
"Citizen witnesses" are now armed with cell phone cameras and record injustice (Forbes, 2018). People are utilising social media to highlight bad practice (Euromonitor, 2017). People who need help as a result of events that seem to be out of their control evoke a higher willingness to offer help (Principles of Social Psychology, n.d.), and the perception of the amount of the need is important in offering help (Principles of Social Psychology, n.d.).

2.3 Context relations of capitalizing the helping hand

The themes found in the context projection are collectively pointing towards a societal description in relation to the capitalization of the helping hand. This is used in pursuit of finding a relevant user base that can benefit from informal help.

The themes are sometimes interconnected and in some instances even partially perceived as interdependent. The interdependencies of the themes resembled by the diagram are used to explain those dependencies of the context in somewhat more detail. By showing these relations, it is not the intention to exactly indicate a factor for influence, but it is meant to show the dependencies as they are perceived by me, the designer, in order to allow the intervention to fulfill an appropriate role in the researched context. The relationships between the thematic balloons form the basis for the generated statement which suits the projected context. The relations are intuitively constructed. and serve as a foundation for generating a suitable design statement, as well as the foundation for the

A diagram illustrating the relations between the surfaced themes in the researched context of capitalizing the helping hand is constructed, as can be seen in figure 2.3. The numbered relations as can be witnessed in the aforementioned diagram have additional explanation in the form of a short caption:

(1) People want to escape their tightened networks and have as a result an increased interest in nuance.
(2) We want to escape our networks by adding more fluid means of connecting to people in our lives.
(3) We enforce our shrinking world by excluding people dissimilar to us.
(4) We want to connect with similar identities and exclude people that are not.
(5) The shrinking world also drives us to value potential escape from our smaller world more.
(6) We are replacing traditional compasses with more fluid means.
(7) We are looking for more fluidity in our lives and are looking for how others do this.
(8) The new cultural compasses we are looking for can be found by looking at nuances.
(9) The current compasses we have make us that we are enforcing our shrinking world.
(10) We are excluding people with a different background but are at the same time looking at what we can adopt and learn from their perspective.
(11) Because we are only connecting to people similar to us we have a growing interest in nuance and therefore people unlike us.

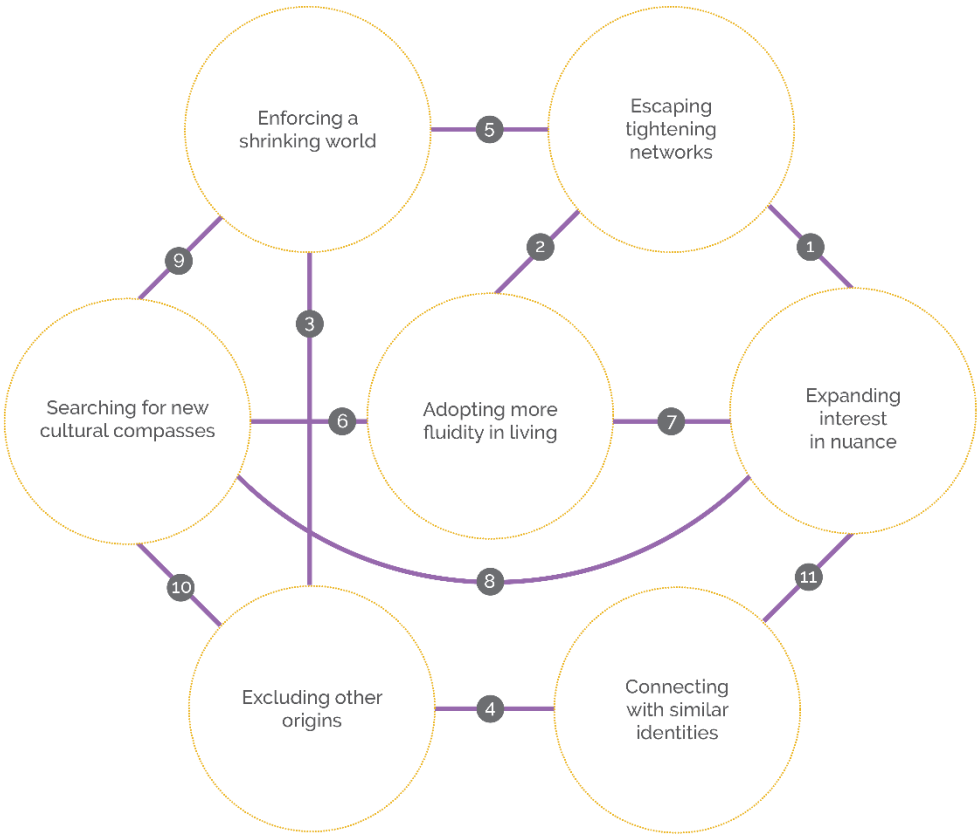


Figure 2.3: a diagram illustrating the context relations and themes of the context capitalizing the helping hand.

2.4 Contexts cohesion

The projected vision about the domain of capitalizing the helping hand is that WeHelpen wants people to explore the unexpected by connecting in fluid ways in order to expand their personal horizons when engaging in helping.

Exploring the unexpected arose as a consequence to the tension between the themes of "Escaping tightening networks" and "Enforcing a shrinking world". People place by default value in routinuous behavior. As WeHelpen would like to unlock hidden social capital, a potential angle for investigation can be exploring unexpected encounters with manifestations for intervention or unexpected support in order to explore the unknown in terms of social capital. It implies that people want to experience things that are outside of their existing bubble and are looking for new experiences.

Connecting in fluid ways emerged from the themes "Adopting more fluidity in living" and "Connecting with similar identities". As our lifestyles are becoming more dynamic and shift from traditional patterns towards adopted possibilities, an emphasis on new and lively ways of connecting with the (potential) helping community is envisioned. The dynamics are changing in the degree that people are constantly searching for the optimal tool to achieve the result they want to and the intervention should allow for it. Manifestations people use at a daily basis should be supportive of their intended activities and allow for adaptability.

Expanding personal horizons is distilled from the overlap between the three themes indicating a change in perspective towards cultural and other origins people in society are grouped in (Excluding other origins, Expanding interest in nuance, Searching for new cultural compasses). Contrary to the directly observable monetary gains people are sometimes offered by helping, this personal horizon expansion is based on a mutual gains provided by a social exchange. All people involved in the helping (help recipient and helper) are expanding their personal horizons by encountering new or different beliefs, opinions and values as these are unique for each individual to some extent. This empowers all people involved in the (social) gestures related to helping to experience a more equal and reciprocal exchange of cultural compasses. This way, the notion between helper and help recipient could be blurred to some extent.

The vision about the context of capitalizing the helping hand is reflected within the quote of a person with confused behavior named Chris. He lives in Amsterdam and voiced the following in a documentary (Brandpunt+, 2018): "Now I am sucking it all up, and I don't even see the horizon anymore. This is how small my world has become. This is all because I don't see a living soul." When compared to the to the defined context of capitalizing the helping hand, several societal directions identified are reflected within this quote: a need to break from a shrinking world, the need for an expansion of the horizon, and the desire to make contact with others.

The posed vision is captured by an analogy in order to convey the abstract message. This analogy is defined as I want the help context to "feel like collaborating in an escape room together". The link to the second domain, confusion in the public domain, is that as a designer I feel that helping a person in a mental state of (developing) confusion has been found intuitively corresponding with this analogy. The description is intended purely metaphorically, and a pitfall in this analogy is that certain elements are taken too literal. For instance, it is not intended to focus on just a gamified experience.

An escape room is a physical adventure game in a confined space, analogous to the helping activity request in a way that the situation and action perspective is predefined. People in confusion have a certain deviant behavior that stems from a certain source within or external, being relevant or not. The player (in this situation the helper) is solving a series of puzzles, riddles, or other challenges using (hidden) clues and hints while considering their relevance. Most of the instances people play this adventure with a timed component, which is comparable to feeling a sense of urgency. Confused behavior can be intimidating, dangerous, or can eventually escalate if the behavior or source of confusion is not confronted. The strategy used for this is defined on-the-go by the players collectively and can widely vary. The challenge is to collaboratively finish the objective of the game: reducing confusion. By making the most of all self-chosen roles of the players involved, while at the same time sharing findings but also respecting the other player's autonomy. Certain elements that can offer clues are considered and the experience offered by the surroundings and environment ensure new finds to the helper as well as the person in confusion.

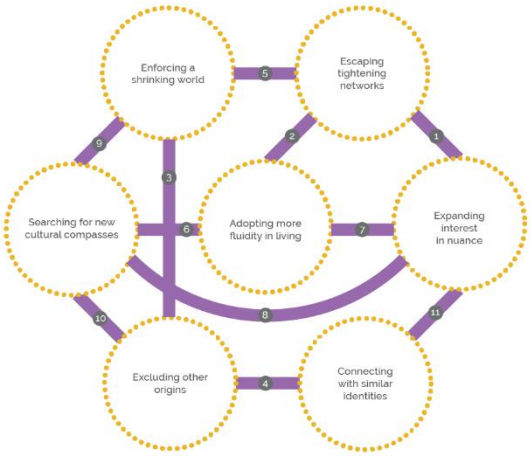
context capitalizing the helping hand

statement

escape room-analogy

intuition

context confusion in the public space



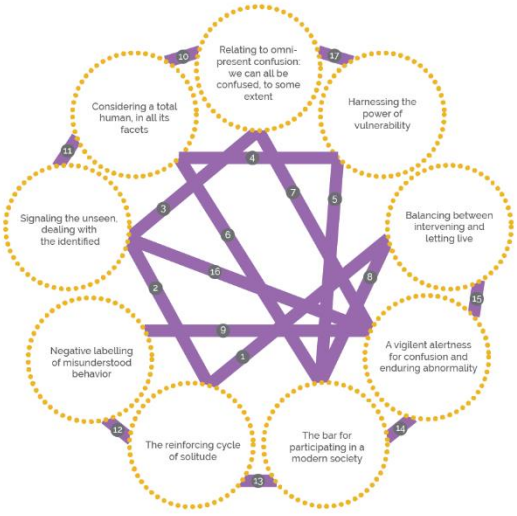


Figure 2.4: a diagram illustrating the context cohesion

context | confusion in the public space

Photo by Chloé Mg on Unsplash

2.5 Context clusters: confusion in the public space

Considering a total human, in all its facets

WE ARE LOOKING FOR ALL THE ELEMENTS THAT DEFINE AND SHAPE A HUMAN, BESIDES THEIR (OCCASIONAL) CONFUSION.

A complete human entity
People with confused behavior want to get help from people who see them less as a patient, but more as a person (Schakelteam, 2017): who consider them to be a total human (TrendRede, 2018). We should not talk about confused persons but about people who show confused behavior. This puts more emphasis on the person as a complete entity, and not just on the behavior they display (PAUW, 2018). At the moment, people feel taken seriously about a problem, but not as a human (Vlaanderen, 2018).

Leading organizations are shifting towards a model that empowers valuable experiences, explore new roles, and continually reinvent themselves (Deloitte, 2018). Systems will facilitate people's living environment instead of life having to adapt to the systems (tijdschrift g, 2018). The human scale must become leading again (Van Eeken, 2016). So in the coming years, we will adapt our systems to the human scale (TrendRede, 2018). Again and again we have to examine all conditions of social issues and identify bottlenecks (Kelderman, 2018). From 'objective' to 'intersubjective', to from the image with different perspectives (Da Costa, 2017). From system world to the world of life: thinking and working from the world of the person with confused behavior and society (Schakelteam, 2017), to shift from zero tolerance to empathy (TrendRede, 2018).

Blossoming in the neighborhood
We can reach the essence of decentralization, by putting the environment at the center by organizing aid close to people (tijdschrift g, 2018). People with low incomes in vulnerable neighborhoods have been confronted with less accessible care (Koekkoek, 2017). The influence of the physical infrastructure of a building and a neighborhood or neighborhood on a person's network is great (tijdschrift g, 2018). Lonely people, elderly people, people moving on from sheltered housing or people with a mild intellectual disability. They bloom in the neighborhood (tijdschrift g, 2018). In discussions about the establishing of facilities, you often hear that everyone is positive, 'but not here in our neighborhood' (Polderman, 2016). If people connect with the neighbor who shows deviant behavior, then they will also care about it (Vlaanderen, 2018). In your neighborhood you also have fellow citizens of who you may not be waiting for in the first instance (Polderman, 2016). We need to make sure that the people in the neighborhood who are the ears and eyes know each other (Vlaanderen, 2018).

Desire for meaning
The desire for meaning within society is growing: everyone wants to be seen (TrendRede, 2018). Meaning can be seen as the new status (TrendRede, 2018). People with confused behavior have a need for feeling useful by investing time in certain causes, as meaningful activities create an increased feeling of self-worth (Van de Pol, 2018). During a recovery process, people gradually discover that they alone can give meaning to their experiences (Van Eeken, 2016). Individual meaning can be shaped by connecting oneself to a larger whole (TrendRede, 2018).

Positive health
The new, contemporary concept of 'positive health' puts people at the center, not the disease (TrendRede, 2018). Steering on health, not on care (tijdschrift g, 2018). In some cases, the worse your problems are, the more the healthcare system will work against you (Peeters, 2016). However, healthcare doesn't consider society to be an equal partner (Peeters, 2016). If a healthy society is the goal of care, society has also been taken seriously by health care (Peeters, 2016). The healthcare industry could partly transfer its work and resources to society (Peeters, 2016). We are human, we are humanity and the quality of our whole society determines our health (Van Stigt, 2016). We form the society. That means that we need to be aware of each other (Kennisplatform Integratie & Samenleving, 2017) in order to form a healthy community. Healthy not in the sense of 'not sick', but as the ability to control your own life and to deal with the challenges of life. And community especially in the sense of being together, collective (tijdschrift g, 2018).

Balancing between intervening & letting live

WE ARE CONSIDERING THE LEGITIMACY OF INTERVENING IN LIVES OF PEOPLE WE PERCEIVE AS CONFUSED.

Dancing on the cord
There is a constant balancing act between intervening and letting live with people with confusion (Barthel, 2018). If you are confused, you are mostly not aware of it, so people are dependent on their surroundings consisting of people who are concerned with the well-being of such a person (Boxhoorn-Hassan, 2018). It might be that someone is in such a state of confusion then they can not indicate that at all (Vlaanderen, 2018). Confused people need help to find a good balance (PAUW, 2018). From a human perspective, forced intervention is sometimes preferred if someone is neglecting their life (Barthel, 2018). The surrounding social network can feel a huge powerlessness (PAUW, 2018), and it might be instrumental to give a voice to the social network of the confused individual (Schakelteam, 2017). A number of people with confused behavior can not easily find the way to help themselves (Rijksoverheid, 2018). It is important that these vulnerable people receive proper care, care and support. In this way they can live longer in their own environment and participate in society. It might also prevent them from falling back into the confused behavior (Rijksoverheid, 2018). However, someone does not want to impose himself, the other does not want to be a burden (Putters, 2018).

A need for spacious recovery
'Rehabilitation' is a relatively new concept in mental health care and addiction care that refers to something other than cure for a disease (Van Eeken, 2016). Psychiatry should be in the middle of society (Schneider, 2015). Most of the times recovery from confusion occurs in a wave-motion, with a series of ups and downs over time, with no certain prognosis about the trajectory or timeframe (Van de Pol, 2018). A recovery process is personal, unique and capricious (Van Eeken, 2016). 'Restoring' requires a lot of space and time (Van Eeken, 2016). Recovery is an often lengthy and complex process in which the confused person regains his personal balance after experiences of psychological disruption and thus often associated loss of role (Van Eeken, 2016). In case of relapse behavior, treatment is often stopped (PAUW, 2018). This is called the entry-exit paradox: the behavior that leads you to have a right to something often also leads to you being excluded from these services (Schakelteam, 2017). Holistic health will inform self-care which comprises explorations into ancient exercises and obscure disciplines (The Future Laboratory, 2018).

Doctor to the rescue
The current care paradigm with confusion is to intervene, take over, rescue by and from the doctor logic, diagnosing and prescribe pills (Van Eeken, 2016). Society responds often with coercion and urgency, which is ultimately in no one's interest (Van Eeken, 2016). Coercion is a protection measure (PAUW, 2018). The question about what someone needs can be adjusted, to let someone realize for themselves what the right protective measures can be, and then they will be accepted earlier (PAUW, 2018).

You can start treating or supporting someone for so long, but as long as someone is permanently stressed out, things will never get better (Vlaanderen, 2018). Reducing stress factors means that people suffer less (quickly) from psychosocial problems (Movisie, 2017). Part of the group suffering from confusion is also 'worry-tired', averse to the sometimes endless involvement of the emergency services. Tired of treatments that are often focused on stabilization and therefore remain stuck in symptom management and protocol-based treatments within a biomedical model focused on disease and inability (Van Eeken, 2016). There is a prejudice that people with confused behavior should be treated in any case (Van Eeken, 2016). In confrontations, someone who behaves in confusion can feel limited in their freedom and can become aggressive (PAUW, 2018).

The reinforcing cycle of solitude

LONELINESS IS A LEADING CAUSE AND A SUSTAINING EFFECT IN CONFUSION.

The reinforcing cycle of loneliness: cause & effect
Loneliness is one of the biggest problems for this group of people with confusion. An important question is therefore what we can do to reduce detachment (Schneider, 2015). Confused behavior can lead to loneliness, but it can be the other way around as well. It reinforces each other (Schneider, 2018). Solitude and loneliness can cause further escalation, with an intensified mental problem and other life issues (Dunnink, 2018). The loneliness stems from the feeling of not being seen and not understood, among other things (PAUW, 2018). This can lead to compensation behavior because of loneliness and anxiety (PAUW, 2018), but looking for isolation also frees us from the need to relate to others (TrendRede, 2018).

Attention instead of pills
A lot of people with confused behavior withdraw themselves from society (2018). Many from the attention group have been isolated from society, or 'got loose from the herd' (Van Eeken, 2016). A large majority of the people with confused behavior are isolated and cause no nuisance to their surroundings (Van de Pol, 2018; Vlaanderen, 2018). People with confused behavior do not want pills, but attention to what is perhaps their biggest complaint: loneliness and isolation (Van Eeken, 2016:2). However, attention is one of the most important currencies of the 21st century (TrendOne, 2018), and one of the greatest luxuries of our time will be time itself (Campaign, 2017). The biggest danger of our society is self-centeredness and the loneliness involved (Brainwash Radio, 2018:1).

Dealing with a skewed balance in relations
People with confused behavior have in general less social support (Van de Pol, 2018). Nobody longs for a collective-free life. The smallest we is a lone individual (TrendRede, 2018). All networks often get people out of isolation and help with problem signaling (Putters, 2018). The networks confused individuals rely on for connecting with other people are less diverse, because of certain social exclusions due to the intolerance of people against their inexplicable behavior (Van de Pol, 2018), or might be partly disfunctional or non-existent due to previous experiences (Dunnink, 2018). The main concern of these vulnerable people is coping with their personal difficulties, and this causes a skewed balance in relations (Van de Pol, 2018).

Relating to omnipresent confusion: we are all confused, to some extent

CONFUSED BEHAVIOR KNOWS NO TARGET GROUP.

Confusion knows no target group
Everyone has inner battles and issues (Inc., 2016). Mental vulnerabilities know no target group (Boxhoorn-Hassan, 2018). Even though everyone experiences certain things, which is part of life, it can be(come) an obstacle in daily life (Boxhoorn-Hassan, 2018). Usually confusion involves an accumulation of problems and experiences. But it can also be completely unclear where the feelings of despair come from. That makes them no less fierce, but often more difficult to understand (Doodkorte, 2016). Almost half of all people (42.7%) ever develop a mental difficulty in his or her life (MIND, 2017). We are all confused to a greater or lesser extent (Doodkorte, 2016). In this messy world you can hardly not be confused. If the world today does not confuse you, you have been misinformed (Doodkorte, 2016).

Advocating openness: past the shame
Our society threatens to become I-bunkered. We construct a wall around us to hide our vulnerabilities (Brainwash Radio, 2018:1). Everyone has complaints: physical or psychological. Often the psychological problems are not mentioned. People are ashamed of this (MIND, 2017). Promoting openness helps people feel less ashamed and facilitates participation (MIND, 2017). The wishes of people with a psychological vulnerability are just like those of every person (MIND, 2017). The non-visual element of mental difficulties is an obstacle for helping (Van de Pol, 2018).

Sharing the stories
Confused people are people with a story who would love to be heard (MAX Vandaag, 2017). Can we ensure that a resident only has to tell his story once? (tijdschrift g, 2018) Storytellers have started producing stories built specifically for immersive environments (Future Today Institute, 2018). Augmented and virtual reality will allow people to explore untold worlds together. They'll get to play, work, and explore communally – in alternate realities (Business Insider, 2017). Digital anonymity can also allow us to bond in times of need (Future Today Institute, 2018).

Looking for the confusion
There is a need for more interstices, where people do not represent an interest and can be themselves, a person among others (TrendRede, 2018). Problems need real contact, the fresh view of another (Brainwash Radio, 2018:1). The search is for the linking of interests and the exploration of the open field, the space in which people want to meet and question each other (TrendRede, 2018).

Developing the relationship
It is important that people know that they are not alone, and that they can fall back on others when it is needed (MIND, 2017). Through mutual support people learn to make contact and enter into relationships again (Van Eeken, 2016:1).
Relationships need curiosity to grow, candor to deepen, and integrity to continue.

A vigilant alertness for confusion and enduring abnormality

THE INCREASED AWARENESS OF CONFUSION AND THE DECREASED TOLERANCE AGAINST BEING DIFFERENT.

Attention in the public debate
The attention in society for people who exhibit confused behavior has increased in recent years (Rijksoverheid, 2018). With an increased alertness towards atypical behavior people who display confusion are having the public opinion against them (Van de Pol, 2018). Reported incidents have risen 60% compared to 2013 (PAUW, 2018). However, actual figures and data about "confused persons",for example from mental healthcare or social care, are not actually present (Koekkoek, 2017). What first remained under the radar is now openly discussed and people are more assertive, more militant in the discussion (Kennisplatform Integratie & Samenleving, 2017).

Being part of an inherently confused society
Society sees confusion as a problem. Something uncomfortable that needs to be cleared away. "Those people, they do not belong" (MAX Vandaag, 2017). People who exhibit confused behavior are members of society (PAUW, 2018). Confused individuals have always been, and always will be (Peeters, 2016). 'Confused persons' may be a new term, vulnerable people are of all times (Koekkoek, 2017). Complete societal manufacturability is an illusion. Society is permanently sub-optimal (TrendRede, 2018). In order to get something done, we let go of the manufacturability, so that it can develop itself intrinsically (TrendRede, 2018).

Enduring abnormality: a sliding scale
There is a decrease in the tolerance towards deviant behavior or appearance (Dunnink, 2018). The classification in normal and abnormal is a sliding scale (Brainwash Radio, 2018:2). The fact is that of all kinds of psychological problems that can lead to confusion, only dementia increases (Koekkoek, 2017). Certain behavior is considered to be different or special because of an increased social intolerance (Blokland & Loonstra, 2016). The space for being different, for the being-just-like-that, has become smaller (Van Eeken, 2016:2). We live in a society where we find it difficult to endure abnormality (Brainwash Radio, 2018:2). What can be witnessed is a decreased acceptance of 'deviant' behavior, making 'being different' quickly a stigma (Putters, 2018).

Valuing the oddly attractive
Some people do not conform to the societal frames we have developed and deem to be normal (Boxhoorn-Hassan, 2018). Many people choose to turn their back on the pressure to perform in their private and professional lives, and decide to live more mindfully and spiritually (TrendOne, 2018). The orchestration of non-averages results in all kinds of attempts to break through boxes (TrendRede, 2018). In an odd form there is sometimes an attractive content (TrendRede, 2018). The discussion must revolve around the premise if peculiar behavior sticks within acceptable boundaries (Vlaanderen, 2018). Only when people are allowed to be an individual, the collective can flourish (TrendRede, 2018).

The negative labelling of misunderstood behavior

WE INCORRECTLY LABEL THE INCOMPREHENSIBLE BEHAVIORS BECAUSE OF PERSISTENT PREJUDICE.

Negative labelling of the unknown
We prefer to label people, so that we can make the abnormal normal (Brainwash Radio, 2018:2). However, the labeling of someone as confused is colored by the perception of the observer (Dunnink, 2018). People soon feel something like they do not know much about it, and people do not know it personally, they are soon inclined to put a negative label on it (Vlaanderen, 2018). For some vulnerable people there is a boundary in requesting help because they are afraid of receiving a negative label, for instance because of a different cultural background, upbringing, or assumptions (Boxhoorn-Hassan, 2018). In general, nobody benefits from stereotypical images of people with confused behavior (Koekkoek, 2017).

Stopping linking confused to dangerous
Most of the times people with confused behavior do not cause any trouble, opposing contrary belief (Van de Pol, 2018). Even though we find people with confused behavior scary, they often do not cause harm (Brandpunt+, 2018). We prefer to walk around them, because imagine something goes wrong (Brandpunt+, 2018). The majority of people with confused behavior are not dangerous and do not cause any inconvenience (Rijksoverheid, 2018). But what goes wrong over and over again in the confused discussion is that we pretend that the 75,000 police reports (2016) are equivalent to 75,000 'dangerous people' on the Dutch streets (Koekkoek, 2017). By repeatedly mentioning serious incidents in the same sentence as the number of police reports, the picture is sketched of the many dangerous confused people that flood the streets (Koekkoek, 2017). So, 'confused persons' are soon identified with 'dangerous persons' (Doodkorte, 2016).

Stigmatizing the incomprehensible
Confusion is a present topic, and you can see that it doesn't go too well with a lot of people due to a variety of reasons (Vlaanderen, 2018). What the police or politicians categorize as 'confused persons' is a group of people with problems of different kinds, duration and seriousness, and varying backgrounds (Koekkoek, 2017). People who show confused behavior, we do not understand them (Brandpunt+, 2018). What can be witnessed by observing people with confused behavior are behaviors and communication that are incomprehensible to others (Schneider, 2018). The term confused people is in the public vocabulary, which is why most people say it like this (PAUW, 2018). The concept of 'confused persons' seems to be an incomplete and stigmatizing expression for a complex target group (Blokland & Loonstra, 2017). Confused behavior could be renamed into misunderstood behavior (PAUW, 2018).

Harnessing the power of vulnerability

VALUING THE HUMAN CAPITAL OF VULNERABLE PEOPLE.

Believing in the power of self-directing
People with a psychological vulnerability often feel that they have too little control over their own lives and the care and support that they sometimes need (MIND, 2017). Dependence on others and systems has a fatal effect on their own recovery (MIND, 2017). Where possible, the person with confused behavior should have control over his or her own approach (Schakelteam, 2017), because now the client is given too little opportunity to take his or her responsibility (Peeters, 2016). It is better to do as many things as possible yourself. You're going to feel better when you do something meaningful and get compliments for that? (tijdschrift g, 2018) It is possible, because the intellectual capability of people remains constant, with the exclusion of certain confusion experienced during episodes (Van de Pol, 2018). We should believe in the power of vulnerable people, with some help they can do it themselves and with each other (tijdschrift g, 2018). However, they might be often emotionally 'on autopilot' and their own power is hardly or not accessible, let alone deployable (Van Eeken, 2016:1).

Considering the social capital of vulnerability
A society that sees confused people primarily as social costs does not do justice to their individual qualities and lacks depth and diversity (Schneider, 2015). Exclusion or detention of these people is no solution. A confused mind will then remain confused (Doodkorte, 2016). Do not waste the 'human capital' by locking people away, as it were, in health care (tijdschrift g, 2018). If you really take into account diversity, and with it the positive power of differences, then that contributes to a situation in which everyone can participate according to their ability (KIS, 2017).

Participating by ability
The adagio that vulnerable people should participate in society has taken hold (Peeters, 2016). Investing in people is a foundation for a healthy, pleasant society (tijdschrift g, 2018). The main principle of the system of the Netherlands is that all members of society must be able to play an equally active role in society (Rijksoverheid, 2018). The Netherlands has always been quite effective in humane approaches to serious problems (Koekkoek, 2017). The aim is to keep people involved in everyday life as long as possible (Peeters, 2016).

Taking ownership of a fragmented structure
People with confused behavior are often passed on. No institution feels owner for their problem (Schakelteam, 2017). The assumed nuisances caused by confusion are moved around in the public domain due to an expectation and intolerance against inexplicable behavior (Van de Pol, 2018). Authority, power and knowledge are pre-eminently fragmented in the social domain, and by definition relational in nature (Kelderman, 2018). By contracting together and actively tracking people, the influx of 'confused' people must be stopped (Parnassia Group, 2017). Emphasize the share of everyone (PAUW, 2018), so all partners in the social domain get to know each other well, recognize each other's strength and possibly be willing to hand over tasks if someone else is better at it (tijdschrift g, 2018).

The bar for participating in a modern society

THE PERCEIVED OBSTACLES OF PARTICIPATING IN AN INCREASINGLY COMPLEX SOCIETY.

Narrowing the gap to the underprivileged
Although people with a psychological vulnerability have the same desires as other citizens, they usually experience more obstacles to their wishes (MIND, 2017). We live in a society that is focused on speed and improvement (Brainwash Radio, 2018:1). The complexity of society is increasing, while not everyone is able to participate: 'modern skills', of which the experience of directing one's own life is an important exponent (Putters, 2018). The far-reaching digitization of all kinds of services is a tragedy for people with less intelligence and skills (Koekkoek, 2017). People increasingly realize that rapid technological change, while holding out the promise of valuable opportunities, also creates unforeseen impacts that can undermine social cohesion (Deloitte, 2018). What means self-development for one, can be a fight for another to keep up (Putters, 2018). We have made it too complicated for many people in the Netherlands, our society is becoming too complex for certain people (Vlaanderen, 2018). If the difficulties accumulate, they can completely lose their way (tijdschrift g, 2018). The current social dividing line between the haves and the have-nots is changing into a dividing line between the cans and can-nots (Putters, 2018). Society is looking for creative solutions to narrow the gap between the privileged and the underprivileged (Forbes, 2017).

Connecting for cure
Emotionally, we are essentially connected with others (Brainwash Radio, 2018:1). Connectedness and harmony are associated with being healthy and happy, while stress, disharmony and violence are associated with being sick and sad (Van Stigt, 2016). Social capital is decisive for someone's quality of life (SCP, 2016). If people feel connected to others, this leads to more positive feelings (MIND, 2017). Making contact is crucial, in order to find relevant topics for discussion which can be understood by both parties (Schneider, 2018).

Helping to participate
Confusion concerns vulnerable people who sometimes need help to fully participate in society (Rijksoverheid, 2018). The bar for the makeability of one's own life is too high for quite a few people (TrendRede, 2018). We can support people with confused behavior as early as possible in all areas of life (Schakelteam, 2017). The independence required for certain aspects of society can become a limiting factor for participation, as this independence is assumed. This assumed independence can lead to social isolation (Van de Pol, 2018). Social participation gives people with psychological problems the chance to be part of a community and to participate in all aspects of life (MIND, 2017). Whoever observes sees that people in everyday life are inclined to help, to kindness - also to complete strangers (Van Stigt, 2016). It is in the collective frameworks that the individual finds the opportunity to shape his life (TrendRede, 2018). The most paradoxical outcome of the discussion may be that vulnerable citizens, and their neighbors, have to do more themselves (Koekkoek, 2017).

Signaling the unseen, dealing with the identified

LOOKING FOR UNSEEN ISSUES AND UNRAVELING THE MULTIDIMENSIONAL ISSUES SURROUNDING CONFUSION.

A shift to the unseen
A majority of mental and social problems is unseen (Dunnink, 2018). Historically, manifestations of standard confused behavior in situations in the public domain always have an element of societal nuisance, because there need to be grounds to involuntary treat someone (Dunnink, 2018). The signaling of a change in habits or behavioral routines can cause the start of intervention (Barthel, 2018). Behavior doesn't happen in a vacuum (Inc., 2016), so the impact of the confused behavior on the environment can be enormous (PAUW, 2018). All entities that come to people's doors can give a signal that someone has problems (Parnassia Group, 2017). However, signals from the environment are often ignored (Peeters, 2016). In other cases, privacy concerns cause a fragmented view of recovery to those interested (Van de Pol, 2018). Strangely enough attention is mainly focused on care when people are already confused (Peeters, 2016), so the crisis will be seen as a prelude to the occurrence of a next crisis (Schakelteam, 2017).

Predictive paranoia
Our devices will be able to listen and watch: they'll know the places we go, the people we interact with, our habits, our tastes and preferences, and more. Then they'll use this data to anticipate our needs (Future Today Institute, 2018). In addition, advanced preventive diagnostics now make it possible to detect serious illnesses before they occur (TrendOne, 2018), based on the unimaginable amounts of data we create every day, both actively and passively (Future Today Institute, 2018). WiFi and radio waves can now be used to track our physical movements and our emotional states (Future Today Institute, 2018) and gesture recognition technologies are now capable of interpreting motion to identify us and make decisions on our behalf (Future Today Institute, 2018). Technology has made it possible to recognize who you are, even without seeing your face (Future Today Institute, 2018). However, care is warm and personal, while technology is cold and distant (SCP, 2016).

Recognizing multidimensionality
Confused behavior, whether or not accompanied by nuisance due to serious psychosocial problems, psychiatric disorders and/or addiction, usually has a long history (Van Eeken, 2016:1). The problem of people with confused behavior is in many cases not one-dimensional (Schakelteam, 2017), and often the problem fluctuates (MIND, 2017).

Unraveling as recipe
For a lot of people it is hard to identify what can be wrong with them mentally, and place their feelings in context (Boxhoorn-Hassan, 2018). People are often very anxious, and to hide this can lead to confused behavior, especially verbally (PAUW, 2018). The recipe against confusion is unraveling (Doodkorte, 2016).

2.6 Context relations of confusion in the public space

The themes found in the context projection are collectively pointing towards a societal description in relation to confused behavior in the public domain. These are the drivers in the context, so the intervention considers the relevancy of these themes. The described themes can be interconnected and in some instances even partially perceived as interdependent. The interdependencies of the themes are resembled by a diagram and are used to explain those dependencies of the context in somewhat more detail. By showing these relations, it is not the intention to exactly indicate a factor for influence, but it is meant to show the dependencies as they are perceived by the designer, in order to allow the intervention to fulfill an appropriate role in the researched context. The relationships between the thematic balloons form the basis for the generated statement which suits the projected context. The relations are intuitively constructed and are therefore not labeled, but serve as a foundation for generating a suitable design statement, as well as the foundation for design choices.

A diagram illustrating the relations between the surfaced themes in the researched context of confusion in the public space is constructed, as can be seen in figure 2.6. The numbered relations as can be witnessed in the aforementioned diagram have additional explanation in the form of a short caption:

(1) If there is no contact, the reinforcing cycle of solitude will not be broken.
(2) In order to break the cycle of solitude, the unseen needs to be seen to have a perspective for action.
(3) In dealing with the identified confusion we need to consider our personal relation to this confusion,
(4) If we want to harness the power of vulnerability we need to consider the totality of a person.
(5) The bar for participating in a modern society dictates in which way or degree the power of vulnerability can be harnessed. As everyone has potential mental vulnerabilities, everyone is at risk of becoming confused. Promoting openness about confusion facilitates more participation of people prone to confusion.
(6) By considering a total human our society can appraise the individual potential for participation.
(7) By examining the confusion within ourselves we could have more understanding for confusion and therefore be more willing to endure abnormal behavior.
(8) The bar for participating requires for some instances assistance, while for other situations it can be done without intervention.
(9) The vigilant alertness is increased, and willingness to endure abnormality is partly reduced, by the negative labelling of misunderstood behavior.
(10) If we consider a total human we can maybe more relate to certain aspects of confusion.
(11) To be able to see or understand the confusion we should look at all aspects defining an individual.
(12) The negative labeling of misunderstood behavior increases the loneliness people with confusion experience.
(13) Certain aspects of our modern society are too complex and cause people with confusion to participate less or not at all, therefore contributing to solitude.
(14) The lowered willingness for people to endure abnormality raises the bar for participation.
(15) The balance between intervening and letting live is influenced by the alertness towards certain behaviors or appearances as well as the readiness for enduring deviant aspects.
(16) There is a vigilant alertness to certain behaviors while others stay unnoticed.
(17) If we find the and relate to confusion in us all we can harness the power of vulnerability of us all.

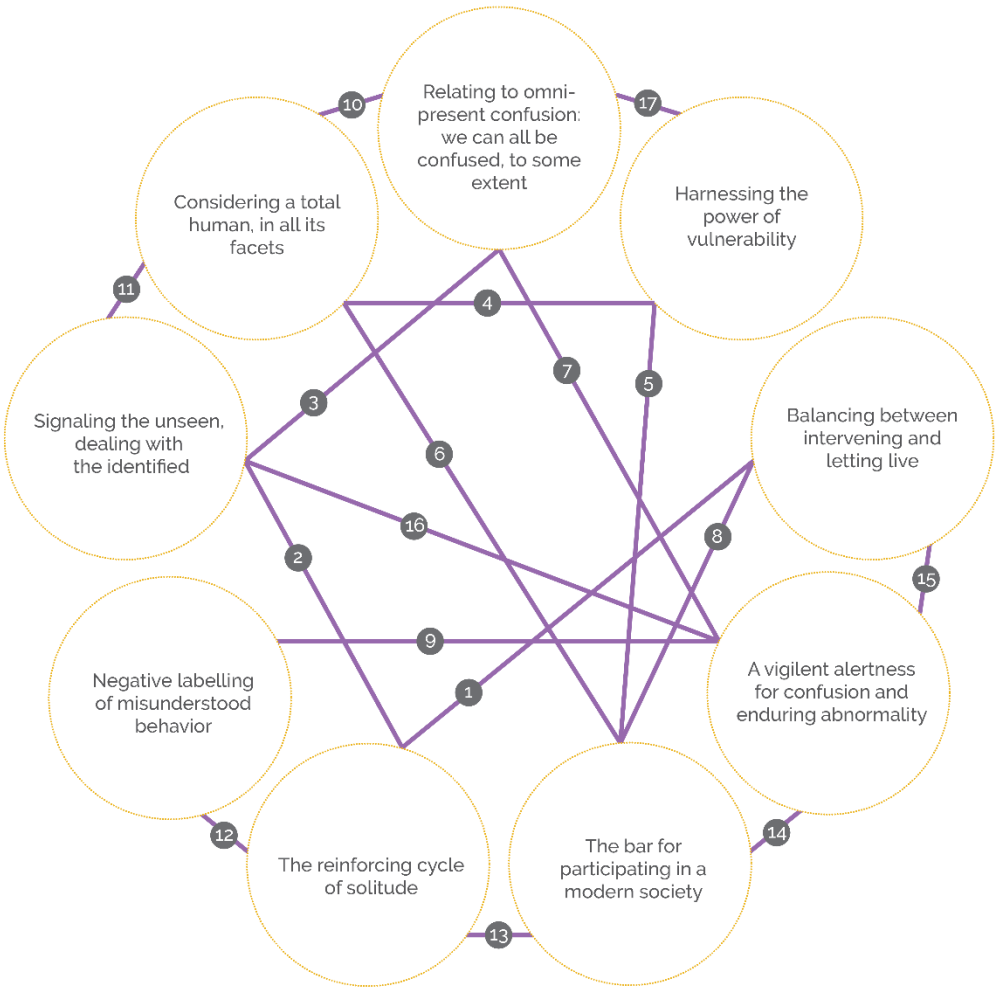


Figure 2.6: the diagram illustrating the context relations and themes of the context of confusion in the public space.

3 | the challenge

Photo by Ehimetalor Unuabona on Unsplash

3.1 Synthesis

Confusion is a complex "diagnosis", and when we focus on one facet of the issues present it doesn't consider the complexity. So, by focusing on the erratic behavior instead of the issues is a way of dealing with a total human (Barthel, 2018). As most of the times only the inexplicable behavior that results from a certain confusion can be witnessed by a potential helper, the focal point of the performed research and design activities is on this "confused behavior". A person confronted with the confused behavior of themselves or someone else is primarily concerned with the behavior itself. The triggers or causes of this behavior are secondary to the witnessed behavior, may it be that they are still relevant.

WeHelpen is looking to vitalize connections between people and optimizing support tools to align tasks easier and better. By supporting a wide spectrum of people who regularly experience confusion, the intervention could benefit a struggling group of people with confused behavior. WeHelpen is involved in the creation and nurturing of social structures so a potential for designing an intervention so these people with confused behavior are a relevant user group. In correspondence with psychiatrist Schneider, who treats confused individuals (H. Schneider, personal communication, June 23, 2018) he voices the interest in "opportunities for initiating contact instead of further expulsion and excommunication" and more specifically in "(re)connecting people with confused behavior with their surroundings".

What can be witnessed by observing people with confused behavior are behaviors and communication that are incomprehensible to others (H. Schneider, personal communication, July 10, 2018). There are moments in people's lives that people in confusion are unable to request the correct help. During these moments, there is not always someone present who is aware of this inability (H. van de Pol, personal communication, July 9, 2018). People in confusion might be temporarily unable to formulate and indicate the particular needs they might experience (H. van de Pol, personal communication, July 9, 2018; H. Vlaanderen, personal communication, July 4, 2018). At certain stages there are almost no people who know how to communicate constructively with a person in confusion (H. Schneider, personal communication, July 10, 2018). For this part it is convenient if people can formulate the situation. But even if people can't formulate it, but know that something is off, and can find the location for assistance, they can still be helped. Communication is helpful in even basic form: there is something going on, I need help (H. Schneider, personal communication, July 10, 2018).

3.2 Design statement

Driven by, and emerged from, the projected contexts of capitalizing the helping hand and confusion in the public space, a statement that serves as a starting point for designing interventions that benefit informal help is proposed.

An additional emphasis has been placed on the possibility of capturing hidden elements of social capital, as this aspect has been formulated in the vision-statement of WeHelpen. This was done in order to assure that this in conjunction with the desired strategy, as suggested by Hekkert & Van Dijk (2011) before including it in this section. The surfaced direction was also directly compared with the mission statement of WeHelpen, "helping people help each other".

The proposed statement is about what people should want to use the intervention involved in informal helping activities and what it conceptually offers in order to design a manifestation of a solution. This steered the conceptual development of the intervention individuals prone to confusion will use to achieve this vision. The proposed design statement is formulated as:

WeHelpen wants people prone to confusion to be able to communicate their situation to the helping hand in order to provide a perspective for action.

3.3 Interaction qualities

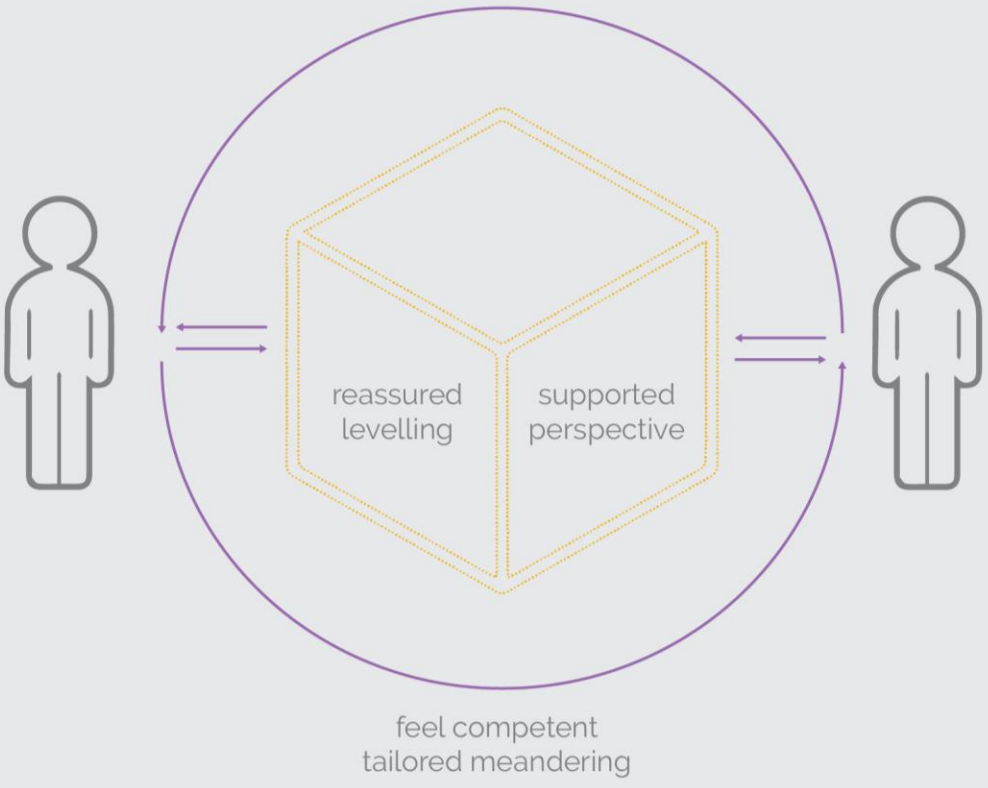
As the statement indicates what will be offered by the yet-to-be-designed manifestation, the interaction and product descriptions will instruct how it will be offered to the users in relation to the manifestation (Hekkert & Van Dijk, 2011). The proposed interaction qualities are: **feeling competent** and **tailored meandering**. Making people feel competent might be more instrumental than actually being competent. In most cases it is not so complicated or special what might be done. (H. Schneider, personal communication, July 10, 2018). By being able to formulate the situation, people can receive more tailored help (H. Schneider, personal communication, July 10, 2018). The helper should try to circle and meander around a certain topic, invite the person in confusion to talk, ask a lot of questions to find the real issue at hand (S. Barthel, personal communication, 2018, August 9).

3.4 Product qualities

The product character metaphorically describes the figurative expression of the product (Hekkert & Van Dijk, 2011). The "product" (or in other words manifestation, however the ViP-methodology uses product in this respect) should exert the following qualities in order to achieve the aforementioned envisioned interaction context and their described qualities. In order to find common grounds for communication during the helping moment, the product qualities should be **reassured levelling & supported perspective**.

The mental state can be improved by zooming in on the overlap of our reality and the reality of the person with confusion. This search for a mutual reality can also lead to improvement and planning. Making contact is crucial, in order to find relevant topics for discussion which can be understood by both parties. This can be universal and shared emotions cause empathy (H. Schneider, personal communication, July 10, 2018). It is instrumental to find something to hook on to. By finding the actual issues and expanding on this information, more relevance can be achieved. This improves trust, and in turn this provides an additional glimpse in the life of people (H. Schneider, personal communication, July 10, 2018).

Figure 3.3/3.4: the combined qualities envisioned for the product



3.5 Target users

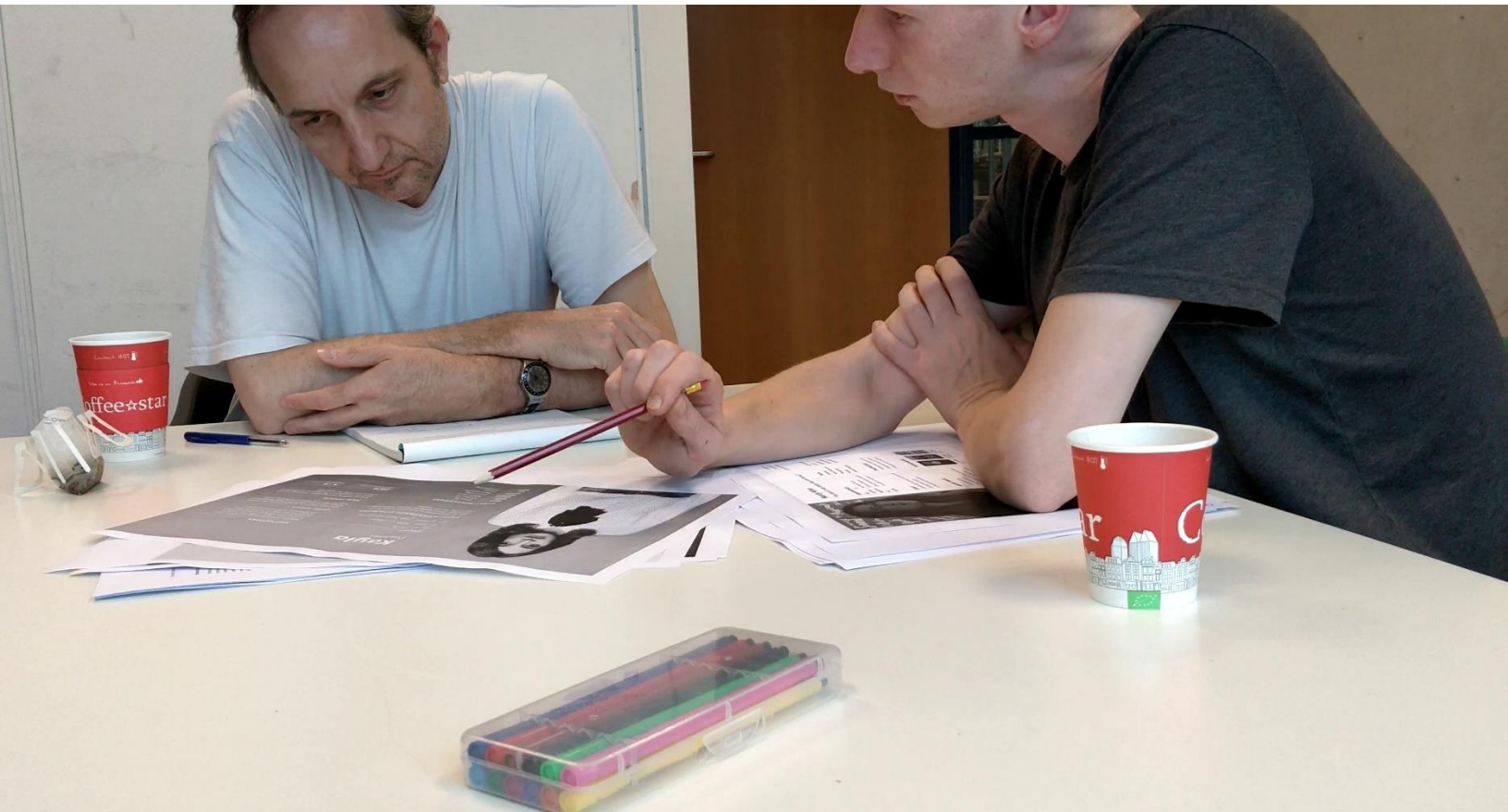
The co-created personas differentiate the different people experiencing confusion based on their behavior. These are the target users that should be able to benefit from the intervention.

Personas are used in this project as abstract representations of confused individuals to differentiate the elementary differences in which people might act, as well as interact with others and interventions. Personas are “archetypical explanations of patterns of user behavior represented in profiles” (Martin & Hanington, 2012).

These personas are instrumental in describing behavior by common descriptors. Because confused behavior can be caused by a variety of reasons, the personas guide the project towards mutual patterns of behavior and themes of interest.

The target users exemplified by user personas are generated and based on anonymized descriptions of real cases about actual people in confusion and co-created with the involvement of the expertise (Cooper, 2004) of an experiential expert in the field of confusion (S. Barthel, personal communication, August 9, 2018) A total of five personas were created in co-creation. These archetypes are selected to make it manageable according to guidelines in relation to restrictions in amount. A maximum 5 personas per project is suggested (Martin & Hanington, 2012), and this has been followed in the typology. The spectrum of what can be wrong with a person in confusion is large enough to have the need for the maximum suggested amount of five types (Barthel, personal communication, October 29, 2018).

Figure 3.5-A: an impression of the co-creation session to create personas



When trying to categorize people experiencing confusion, it might be useful to have the least amount of clusters of people, based on their behavior; and what distinguishes these groups from each other. In a co-creation session with Barthel (S. Barthel, personal communication, August 9, 2018) the foundation for differentiating behavior between the people with confusion are established. The most important division is that between 'inward' directed behaviors; 'outward' directed behaviors, or people who 'lost their way'. This categorization, based on behavior rather than the more common approach categorizing by diagnosis in the mental health sector is less stigmatizing, because it focuses on how to interact with such a person instead of the underlying mental

People with inward directed destructive behavior (shrinker-persona) can have behaviors such as auto-mutilation, eating disorders, depression, burn-out, or suicidality. These are people who fold inside; they damage themselves. They figuratively shrink because of insecurities.

People with outwards directed behaviors (flamboyant rebel-persona) include for instance exaggerated extraversion, agitatedness, destructivity, aggression, and in some cases even criminal behavior. These people can come across as more extraverted. They can catch and grab the (public) attention because of agitated, physical and verbal manifestations.

The "lost their way" group includes a large collection of conditions such as (but not limited to) schizophrenia, trauma, or Alzheimer's. These comprise behaviors where someone is reduced capable to communicate, has no real contact with reality, and are (temporarily) limited in rational thinking: they lost grasp on reality, are difficult to connect with, and have difficulties communicating. They can perceive alternate realities (movie visitor-persona), or perceive the world as too difficult (puzzler-persona). or are unable to cope with aspects of reality (time travelers-persona).

There are the five distinct target groups within the groups of people encountering confusion in their personal perception.

- A flamboyant rebel can have trouble participating socially and can be so extraverted because of confusion that it can be experienced as exaggerated.
- A shrinker can have trouble participating socially and can become more introverted as a result of personal confusion that a certain withdrawal from society can be witnessed.
- A puzzler can have trouble with a perceived complex reality and therefore become confused about (certain aspects of) reality.
- A time traveler can experience momentary flashbacks of previous experiences that are perceived as presently occurring and therefore lose a sense of the present which can evoke inexplicable behavior and confusion.
- A movie visitor can experience alternate realities simultaneously and become confused about what is a shared reality with people present and therefore come across as confused or feel confused.

To illustrate the personas more in-depth, collages are generated to communicate the different personas. A collage is a visual representation capturing a certain look and feel. Appropriate keywords for the persona in a font with a hand-written appearance was chosen to give the collages a more personalized look.

Figure 3.5-B: a moodboard illustrating the flamboyant rebel persona

Figure 3.5-C: a moodboard illustrating the shrinker persona

Figure 3.5-D: a moodboard illustrating the puzzler persona

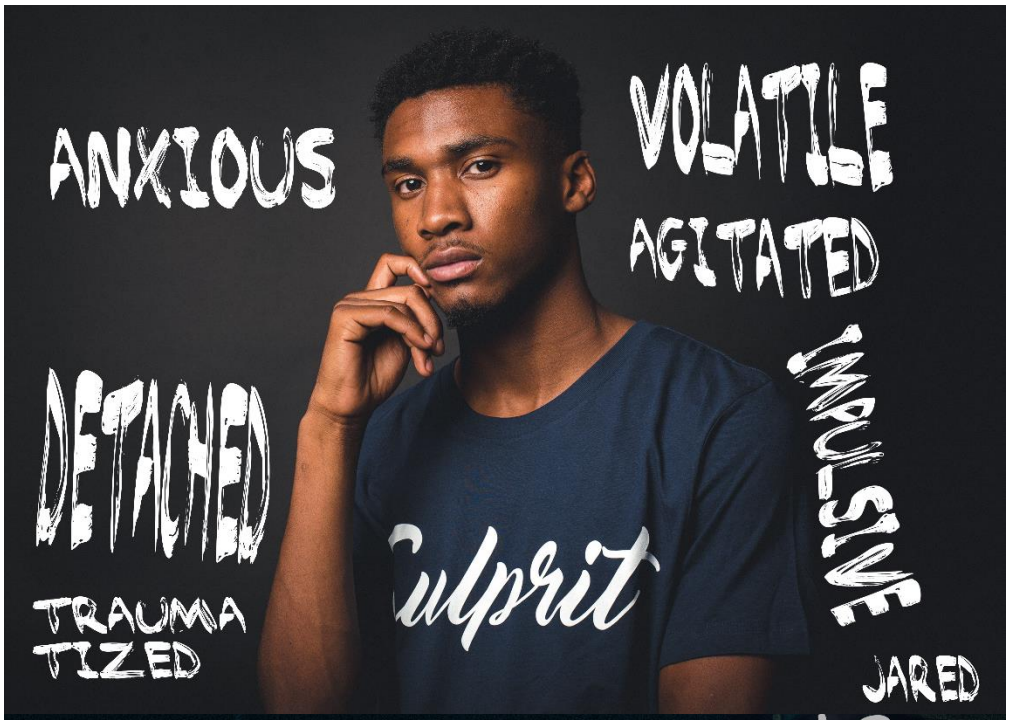


Figure 3.5-E: a moodboard illustrating the time traveler persona

Figure 3.5-F: a moodboard illustrating movie visitor persona

4 | the **proposal**

4.1 Concept explanation

The door-draaischijf allows people in (developing) confusion to select predefined scenarios and use this to communicate a desired personalized approach for the helping hand in the form of an instruction. The name is meant to be ambiguous (in Dutch), as it refers to becoming stressed out as well as the action of rotating the disc.

This analogy and adaptation to the general known parking disc has two sides with an opening. The front opening allows the person in confusion to select an appropriate predefined scenario for the situation at hand. By rotating the disc, an appropriate scenario describing the situation the carrier is in can be selected. Both sides of the disc rotate simultaneously in the same fashion, so the backside displays a predefined instruction for the selected situation in order to instruct the helping hand and provide an perspective for action accordingly.

The doordraaischijf is a real-world tangible product allowing us as members of society to step beyond our anxiety and engage in a collaborative effort to improve the life-world of people suffering from confusion. This momentary helping interaction can be exemplary for the shift in focus this product emphasizes: towards a temporary competent commitment.

The helping moment will take place in a public space, and involves at least three actors. A carrier of the doordraaischijf momentarily in confusion, the physical disc, and a passerby who is willing to support the person in confusion, the helping hand. The physical disc will communicate the starting point for intervention based on the occurring situation and offer a relevant perspective for action to the helping hand.

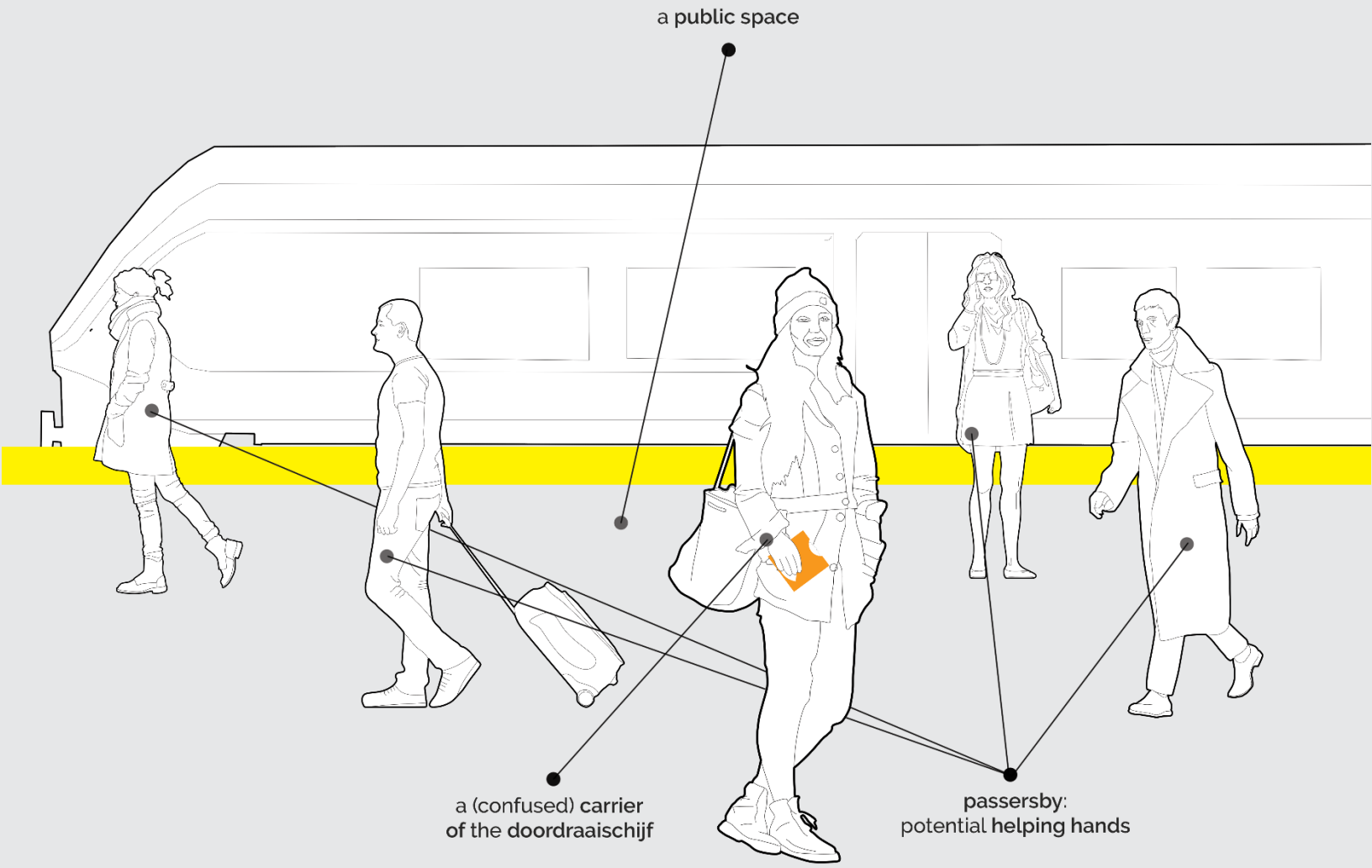


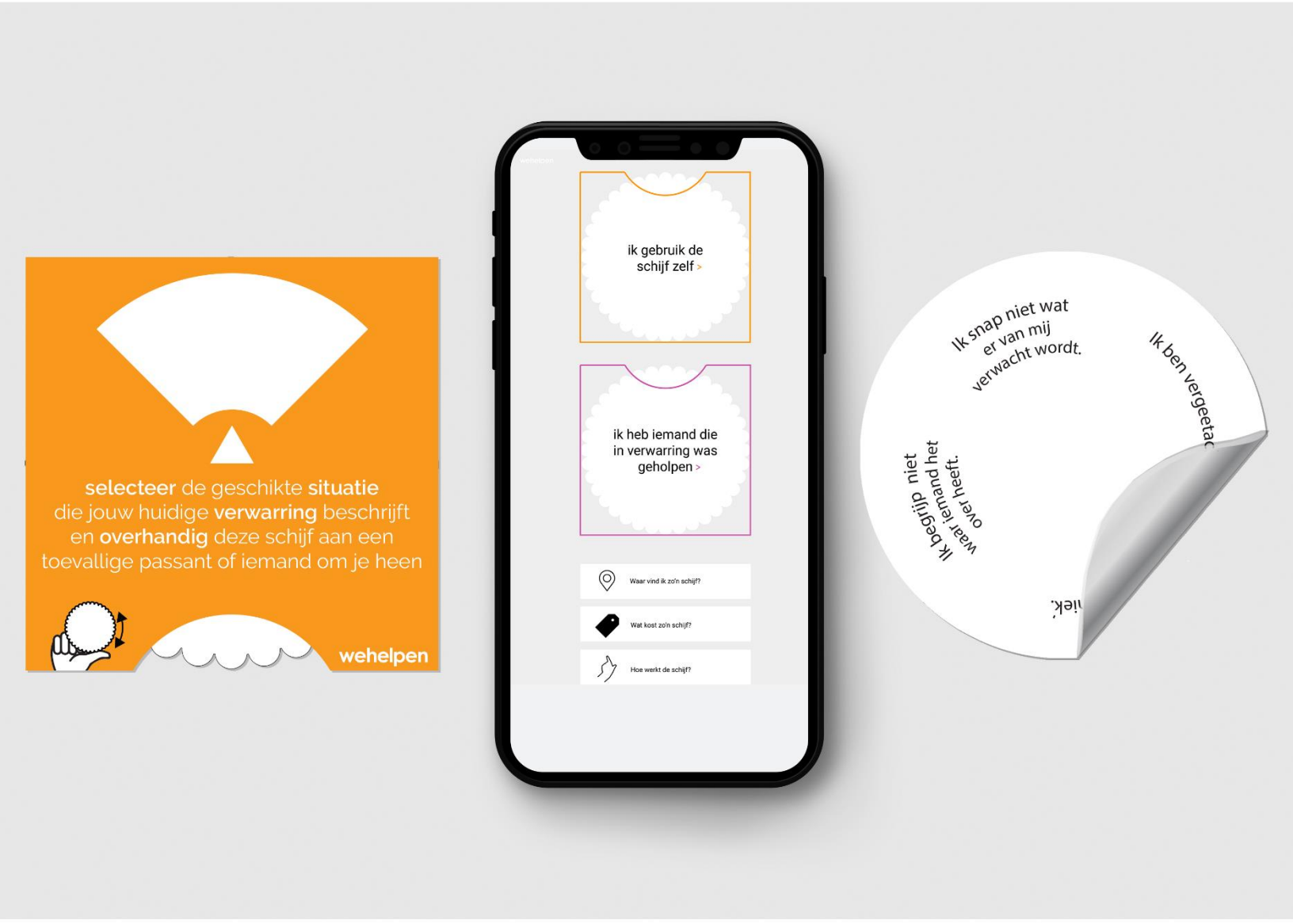
Figure 4-A: the context of use for doordraaischijf

Manifestations
The concepts consists of a product-service combination: a physical disc (doordraaischijf), supported by an online digital support platform (doordraaischijf.nl). The physical disc empowers the carrier (prone to confusion) by communicating the desired approach happening at a moment of confusion and instruct the passerby. The physical disc only supports the interaction occurring at the helping moment. The digital platform supports all other interactions related to the network and support structure of the physical manifestation.

The product combination consists of three main components: the onboarding package, a digital support platform, and the content update package. The onboarding package contains the physical casing with disc, unused codes for registering, and a split pen for holding the components together. The digital support platform is a responsive website which can be used on virtually any smart device through the browser. The personal content can be created through the digital platform, and when the carrier orders these formulations, the printed personal stickers will be delivered to a prefered pick-up point. When a prospective carrier collects his or her first disc, this can be taken free of charge for the user. With the code inside the casing, the casing is registered.

Dispension points
There are a variety of venues people with confused behavior are more likely to frequent (besides their widely varying daily routines). These are the places and spaces which can be used to dispense the door-draaischijf directly to the people it aims to benefit, even though WeHelpen itself has no substantial physical presence. These places include municipal buildings, public mental health locations, a variety of support locations (locations with gatherings of non-profit or religious groups), 'buurthuizen', and shelters. Contracts should be made with these potential partners about their commitment and the sharing of the costs.

the **system components** of ***doordraaischijf***



the **onboarding** package

the digital **support platform**

the **content update** package

Figure 4-B: an overview of the system components of the doordraaischijf system

NeverTear synthetic paper

opening in casing revealing the **selected scenario**

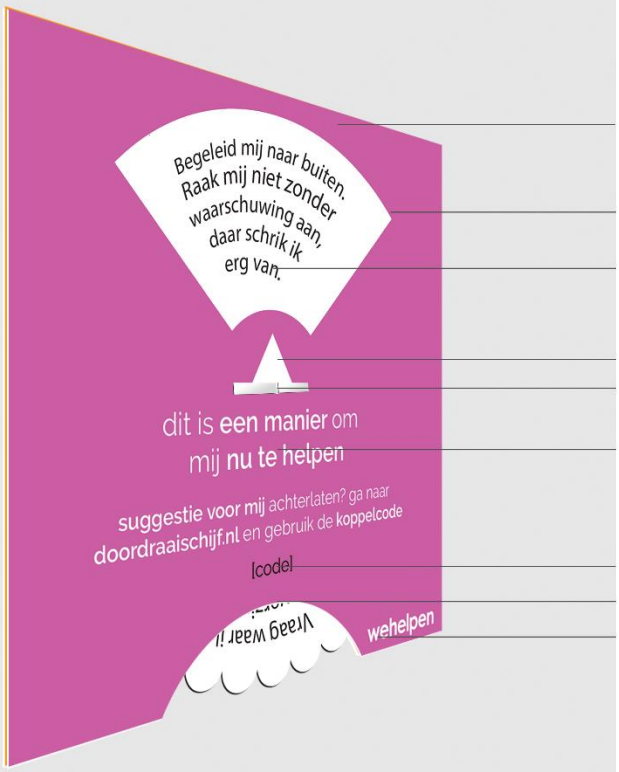
insert disc **side** displaying the **scenarios**

triangle guiding the eye of the user to the selected scenario
split pen fixates all components, allowing rotation

Dutch text explaining the **suggested procedure** to the **carrier**

cutout in shape allowing **rotation** of the insert disc
simplified **logo** of **WeHelpen**
icon reminding the user of the action of **rotation**

Figure 4-C: an overview of the scenario side of the physical casing explain the designed elements



NeverTear synthetic paper

opening in casing revealing the **selected instruction**

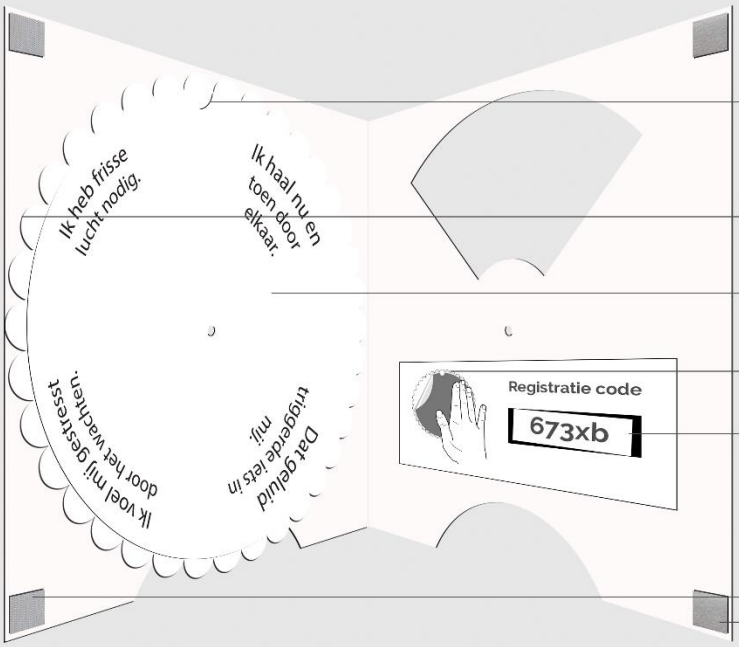
insert disc **side** displaying the **instructions**

triangle guiding the eye of the user to the selected scenario
split pen fixates all components, allowing rotation

Dutch text explaning the **suggested procedure** to the **helping hand**

a **connect code** for contact and suggestions through the **platform**
cutout in shape allowing **rotation** of the insert disc
simplified **logo** of **WeHelpen**

Figure 4-D: an overview of the instruction side of the physical casing explain the designed elements



shape cutout for correct alignment

crenelated **insert disc**

sticker with scenarios

icon with instruction about correct alignment of content stickers

sticker with personal registration code

velcro strip hook side
velcro strip loop side

Figure 4-E: an overview of the interior of the physical casing explain the designed elements

Material
The selected material for the casing as well as the insert disc is NeverTear. It is a synthetic film with the looks and feel of paper but the properties of synthetics. As the name implies, it is almost impossible to tear by hand. It can withstand intensive use (printenbind.nl, 2018) This "paper" is also resistant to water, chemicals (like alcohol), and scuffing. The material can therefore be cleaned by washing it with soapy water. These printed films are durable and remain usable over a long period reducing the need to reprint, saving energy and materials (Xerox, 2017). The Polyethylene Terephthalate (PET), or polyester, films have good stiffness with high dimensional and temperature stability, and a very high tensile strength (Xerox, 2017). Polyester is approved to EN 71-3:1994 Safety of Toys (and within certain boundaries) so it can be used safely with even some unintended and imaginative uses (for example chewing on it). It is color resistant under the influence to exposure to ultraviolet light, only with extensive outside use there is a slight increase in yellowing of the base material, but can be hardly noticed (Xerox, 2017). The material can be folded, but it will continue to have slight bounce back unlike paper because it has no grain and is a denser material, therefore the fold will be held together by a velcro-strip.

Color
There is difference in color between the two sides of the casing. The distinction in color has been made to distinguish between the instruction- and the scenario-face of the case, which also by color flags and guides for which user (or role within the helping moment) it is applicable. The colors are selected from the range of colors that are used and displayed in the visual style of WeHelpen.

The scenario-side has a bright orange color called "Orange Peel". Orange promotes "a sense of general wellness and emotional energy that should be shared", and it will "help a person recover from disappointments" (Bourn, 2011, February). The color orange has "very high visibility" and is often used to gain attention (Bourn, 2011, February) as desired in use when the disc is shown visibly and serves a signaling function. Studies also show that there are several physical effects of the color orange, including a "heightened sense of activity, increased socialization" and a "boost in aspiration" (Bourn, 2011). Furthermore, orange is associated with "encouragement" and "expression" (Bourn, 2011, February).

The instruction-side is a hue of purple called "Hopbush". The color purple has a variety of effects on the mind and body. These include an uplifted spirit, a calming down of mind and nerves, increased "nurturing tendencies and sensitivity", as well as an encouraging color for imagination and creativity (Bourn, 2011, January). As the helping hand is encouraged to improve the situation based on the received instruction, Hopbush is beneficial to this side of the casing.

Shape
The outside dimensions of the disc are proportioned to be functional for handheld interactions. The mean hand length of mixed Dutch adults is 186 millimeter. The first percentile (P1) is 153 millimeters (DINED, n.d.). As the length of the doordraaischijf is a maximum of 100 millimeter, more than 99% of the Dutch adult population can hold the disc according to their anthropomorphic hand length characteristics.

The crenelated disc circumference consists of a repeating pattern of uniform teeth to improve grip. The shape of the outside of the balloon refers to a part of the WeHelpen logo, as can be found in the visual identity of WeHelpen.

The insert disc is a placeholder for the scenarios as well as the instructions.

Details
The simplified logo of WeHelpen is put on the disc because the shape of the rotation disc already references the balloon. A collapsed logo has been put on the manifestations of the discs because the ballooned element of the logo is recognizable and can be traced back the logo as present in the shape of the insert disc.

The digital generation of both the instruction and scenario stickers is selected to create uniform readability with the same font according to the style guide of WeHelpen. The text on the sticker is curved, following the same arc as the circumference of the rotation disc. The text can be read with the opening in the casing at the upper side. During the validation study the majority of submissions had this orientation and therefore this included in the proposal.

A small extra line on the insert discs dictates where the discs need to be placed, to make sure that the instruction and scenario and line up evenly (at the same origin). This usecue also present in the circumference of the sticker ensures that, while both the scenario and instruction stickers are placed, they correspond with each other while the doordraaischijf is rotated.

The user is requested to place the content stickers him or herself, so this additional feature has been added to guide correct placing of the scenarios and instructions. An explanation to the user in the form of an icon can be found in the interior of the casing. This is only relevant when the discs need to be changed, therefore it has been placed inside the casing. The split pen can only be placed in one manner throughout all components.
The anonymous identifier for the registering of the user prone to confusion is a first-time only authentication method to link the custom generated insert discs to the users desired pick-up point. More personal details are not required for registration, but are welcomed.
The velcro strips are placed in the corners on the inside of the casing, at the side of the opening. Because the other side is folded it therefore has a slight tendency to bend open. The velcro holds together the casing and prevents the corners from bending. It is an additional element adding stability.

Promotion
Awareness should be created in order to make sure that potential carriers become familiar with the concept and the user base grows. It will also be helpful if passersby recognize the doordraaischijf easier and the general public will hesitate less to engage in the appropriate help. As the budget of WeHelpen is not sufficient to fund a nationwide large campaign, a word-of-mouth strategy is suggested as well as a low threshold for onboarding.

The partners of WeHelpen can have a prominent role in the promotion of the concept in the way that they have the physical locations. The prospective carriers could be encouraged to take home the onboarding package. The partners therefore could provide means of easy access, for instance allowing the physical discs to be displayed in the hallway, or by the counter. A certain pick-up-and-go character of the product is envisioned, so the threshold for initial adoption can be lowered. It should be free to the intended carrier take home the stickers, as well as the update stickers. The formulations provide value to the carrier, the passerby, the members of WeHelpen, and society as a whole.

The earliest users should be fostered and if the first users are enthusiastic about the (both carrier and passerby) this will generate exposure. As the concept is intended to be used in the public space, this will imply that the visibility of the discs will grow together with the amount of users. In time, when this product will have traction and a certain level of exposure, the media will potentially showcase the product as the societal relevance of the theme of people with confused behavior regularly emerges.

Production & assembly
NeverTear, or PET which is the main material of the casing and the disc, presents itself as a suitable materials for laser cutting. That is because it quickly evaporates during cutting, making it easy to process (all3dp, 2018). There are some intricate shapes present in the design, like the crenulated edge of the rotating disc. The laser cutting technique applied to paper PET high precision and speed, especially useful for the mass production of complex geometries (all3dp, 2018). The material can be successfully processed smoke-free without burnt edges and with the finest contours (troteclaser, n.d.). Laser cutting NeverTear is possible because no toxic fumes develop during the heating process. However, the printed sheets must be printed unstacked, which reduces the risk of the sheets merging due to the heat. This has implications on the production costs.
A laser cutting rate of 500 mm/s can be achieved with PET (BRM lasers, n.d.), which corresponds to 30 meter per minute as a cutline. A single sheet of one doordraaischijf has a total length of cutting lines of 1840mm. This matches a cutting time of 3,7 seconds per doordraaischijf, if we exclude the estimated handling time of excess material and the desired material, which depends on the size of the workbench. Laser cutting has an an all-in production cost of €1,30 per minute (Lasercrafts, n.d.).

The initial assembly is done at social workshops. This is where a part of the target group of the disc might work, so it can be a first encounter for a select group of target users. It might instigate a

feeling of empowerment if people can contribute to the wellbeing of people in a similar situation. The assembly is an activity helping people to have a meaningful daytime.

Costs
The price per unit has been calculated based upon a circulated amount of a thousand units and full service automation of the workflow surrounding the laser cutting, and assembly at a social workshop. The production cost per unit for the onboarding package is calculated to be €0,56 (excluding taxes). The total cost of delivering one personalized update package to a partner which distributes the package to the prospective carrier is €0,54 (excluding taxes).

Exemplary content
The proposed personas have according to their background also a different strategy on how to help them during a confused episode, as well as the way they might experience that they become confused. The distinct ways of interacting with those personas are theorized, and based on intuition, potential symptoms, and quotes heard during the generative session with experiential experts.
The example discs for these personas can be seen, in Dutch. The stickers are merged with the insert disc and in mirrored fashion so when put on top each other they correspond correctly. So the first page displays the Dutch scenarios per persona, and the other side of the page the instructions.

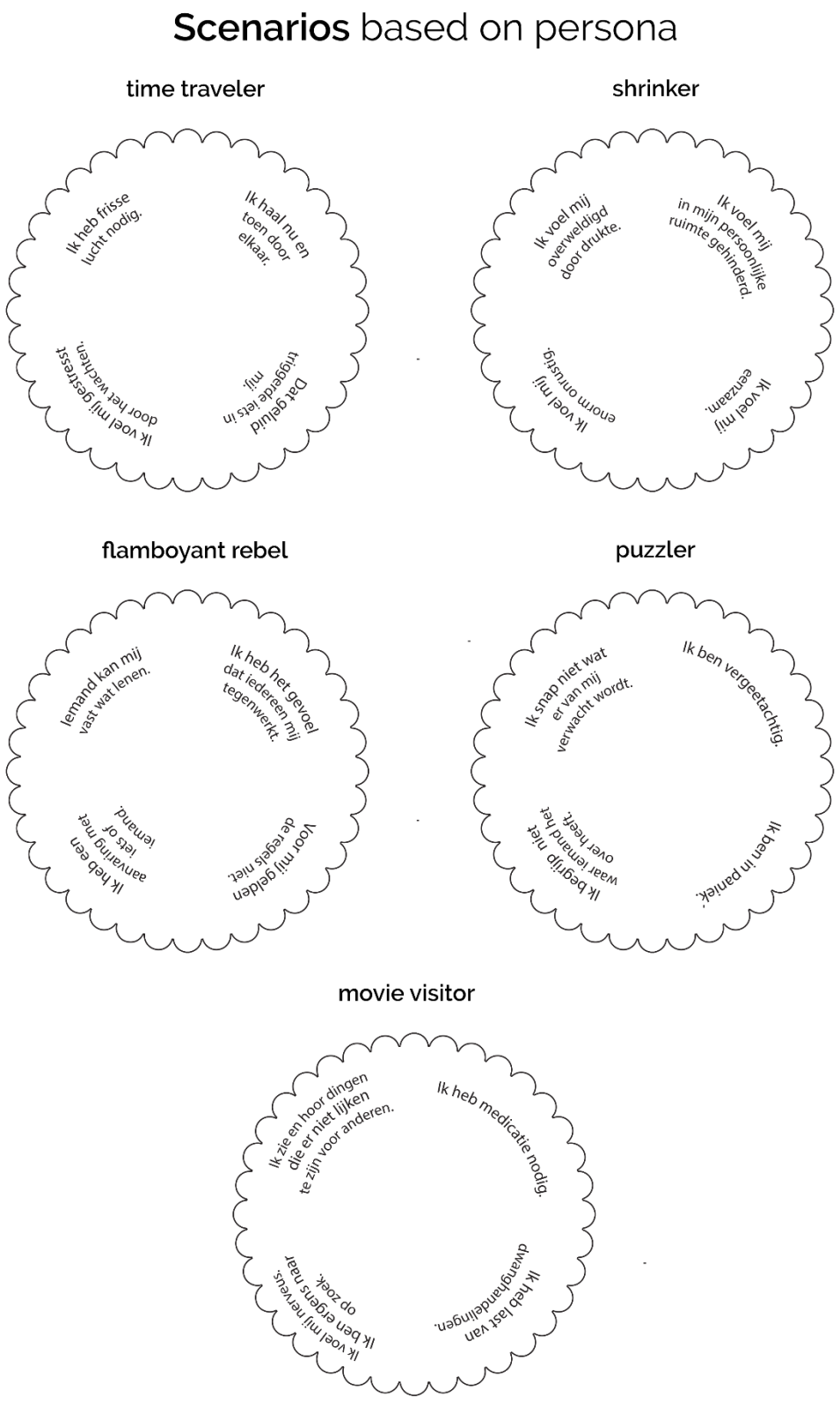


Figure 4-F: the constructed scenarios for each persona

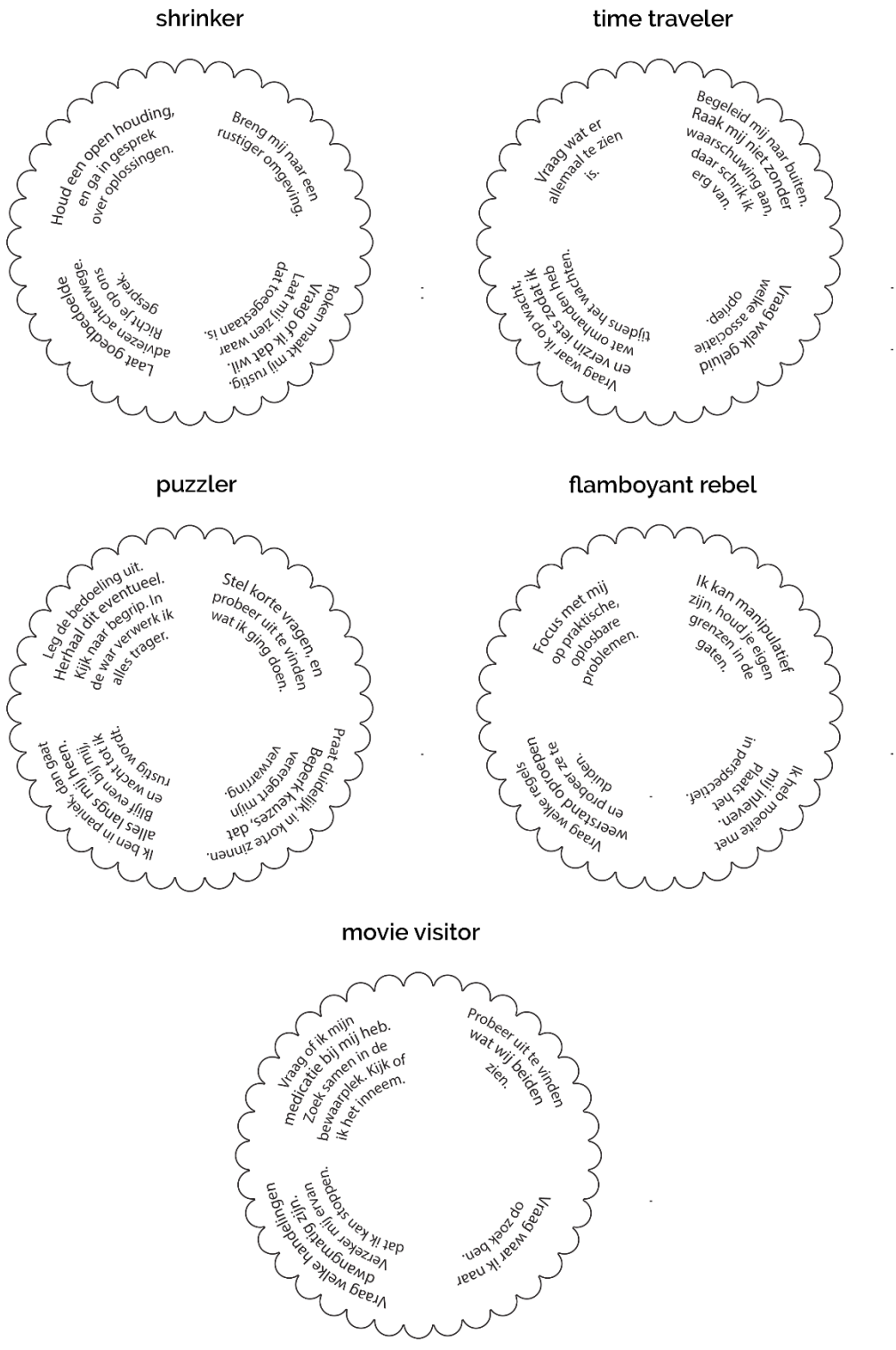


Figure 4-G: the constructed instructions for each persona

4.2 Interacting with doordraaischijf

In this subchapter, the interactions with the design components of the doordraaischijf are presented and explained in more detail. For this, a scenario in the form of a storyboard is constructed, to exemplify the interactions occurring.

The storyboard technique is employed to explain two perspectives that are involved in the use of the doordraaischijf: the (confused) carrier, and a helpful passer-by. Certain elements have been simplified or removed in the drawings to guide the reader to what is the key element of the board.

A storyboard comprises sequential illustrations that represent shots that ultimately represent a story (Babich, 2017). The storyboard is used as a visual aid to portray how users experience a product. It visualizes how people interact with the product-service combination (Morovian, 2018). This technique is employed because people can relate to a storyboard more easily emotionally, it communicates the flow of the product use, and visual material is more memorable (Babich, 2017; Morovian, 2018). The storyboard on the following page is assisted by summarizing texts of the individual illustrations, placed on the next page.

Following on the next pages are two storyboards from the individual perspectives of the carrier and the helper.

A helping moment story

Jeanette is a puzzler. She became disabled due to a traumatic brain injury in her recent past. She can become confused when she doesn't understand something that is happening.

Jeanette is still struggling with her recently found freedom, but is determined to persevere even though some of her daily activities can trigger confusion. In this case, Jeanette feels that she becomes confused because her electric wheelchair doesn't act the way she wants. Jeanette searches in her bag and retrieves her personal disc.

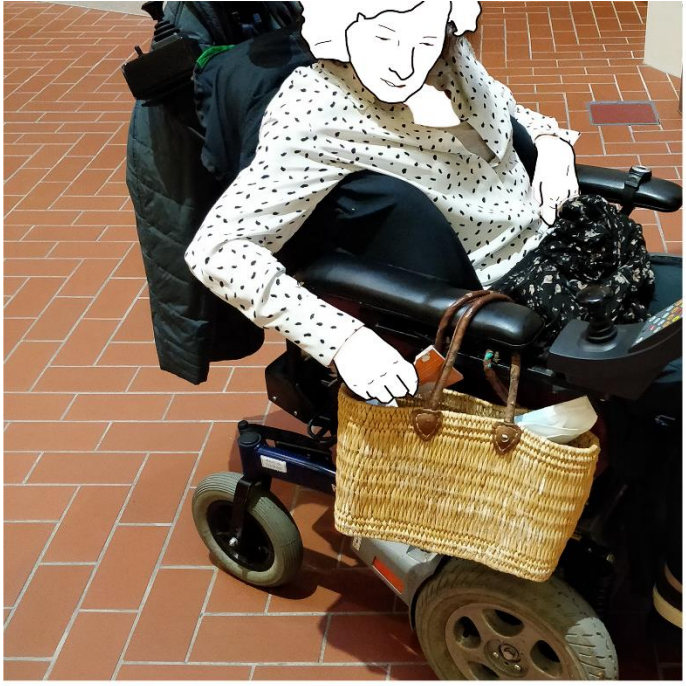
Jeanette scrolls through the scenarios and selects the scenario "I can't control my wheelchair" on the disc.

At that moment, a stranger called Elise walks besides her in the shopping mall and sees that Jeannette is holding the disc in her hand. Elise asks what Jeannette is holding, but instead of saying anything, Jeanette hands over the disc with the instructional side towards Elise.

Elise reads the Dutch text saying "this is a way to help me now". She reads the selected instruction handed over by Jeanette which states "help me control my wheelchair". Elise sees that the button of the battery is off, and tries pushing it. This turns on the battery. Jeanette snaps out of her confusion and says to Elise she is able to continue her ride.

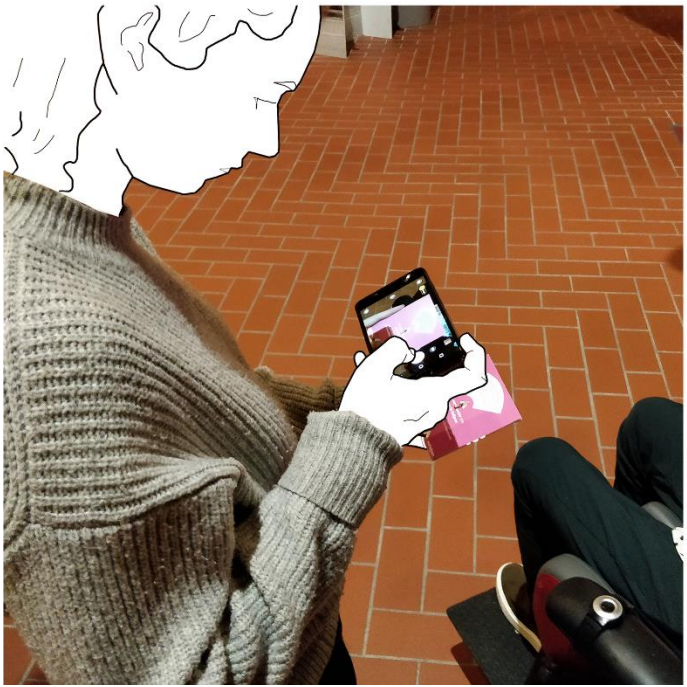
She reads that she can later enquire through the platform and plans to about the continuance of the ride, so Elise takes a photo of the connect code on the instruction side of the disc because this way she can remember this code easily.

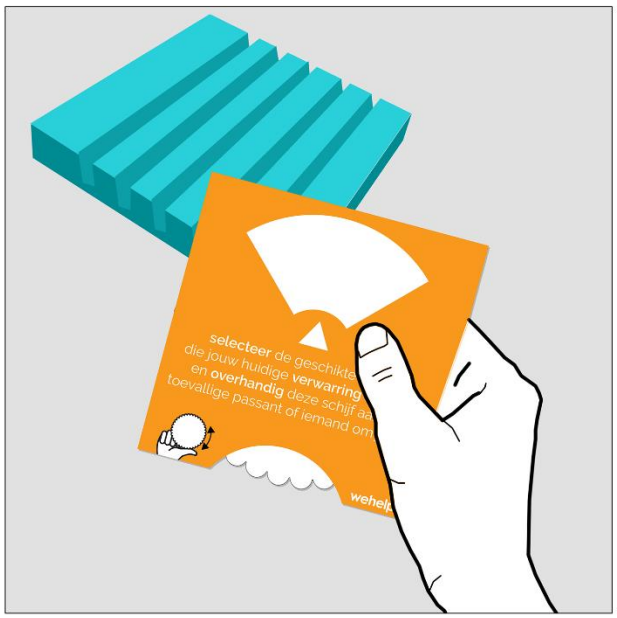
The two shake hands and go their separate ways.

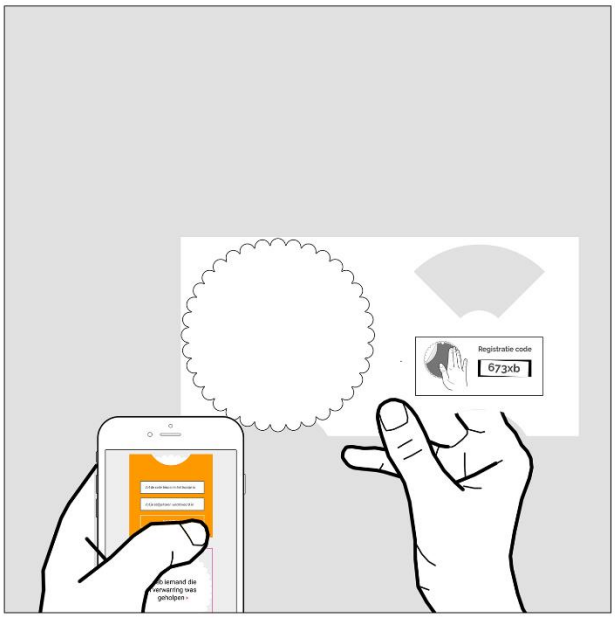


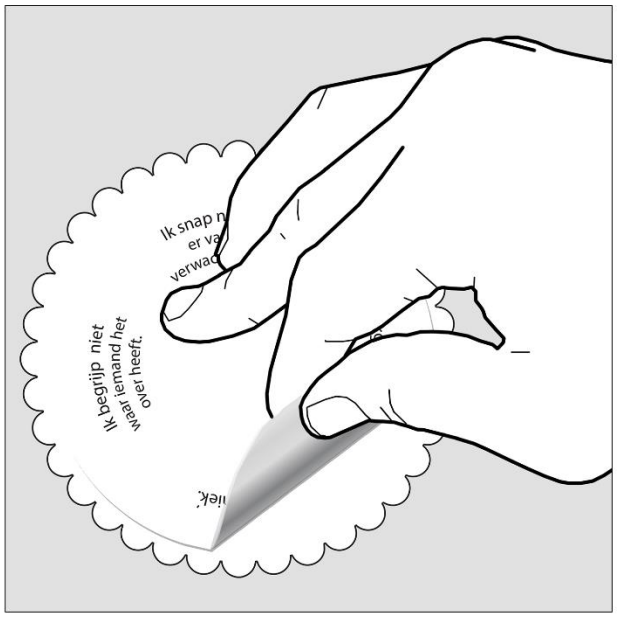
VESTERS

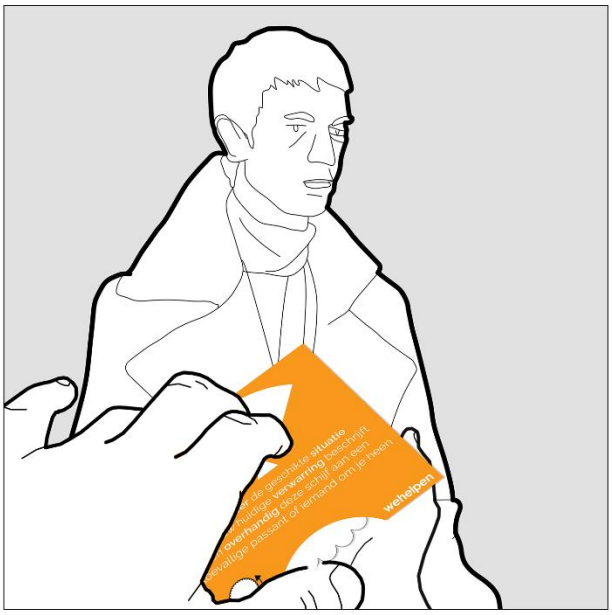
Beweeg je vrij




selecteer de geschikte
die jouw huidige verwarring
en overhandig deze schijf aa
toevallige passant of iemand om
wehelpen


Registratie code
673xb


Ik snap n
er va
verwac
Ik begrijp niet
waar iemand het
over heeft.


de geschikte situatie
huidige verwarring beschrijft
overhandig deze schijf aan een
toevallige passant of iemand om je heen
wehelpen

wehelpen

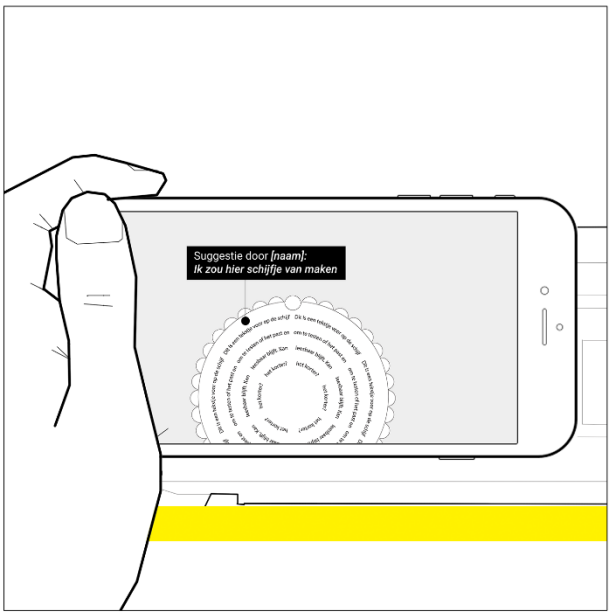
wehelpen

dit is een manier om
mij nu te helpen

Probeer uit te vinden
wat wij beiden
zien.
dit is een manier om
mij nu te helpen
suggestie voor mij achterlaten? ga naar
doordraaischijf.nl en gebruik de koppelcode
[code]

dit is een manier om
mij nu te helpen
[code]

ik gebruik de
schijf zelf


Suggestie door [naam]:
Ik zou hier schijfje van maken

Initiation of helping moment
The initiation of the helping moment is done by the confused individual in the proposal by visibly carrying the disc. The reflection of how someone is feeling and the evaluation of the state of confusion should be done by the person prone to confusion. Or as Danielle formulates it: "many times people are evaluating how it is going with me. Who judges that I am confused?" (Danielle, personal communication [generative session: Tile wisdom], August 21, 2018).

At least three out of six experiential experts; Alexander, Annemiek, and Danielle, participating in the generative session explicitly voiced their ability to monitor their behavior and reflect on it while a situation related to confusion is unfolding. This is instrumental in timing the use by deciding when to display the disc and show it visible in order to have passers-by to intervene. In this phase of developing confusion, these experiential experts are able to recognize it internally as a person. They might "continuously observing their inner world" (Annemiek, generative session: Spotlight, August 21, 2018) or "have an observer within" (Annemiek & Alexander, generative session: Spotlight, August 21, 2018) which look at their own behavior (Annemiek). Some of the participants are able to evaluate progressively confused behavior: "if you do something crazy, you immediately think now I am acting crazy" (Annemiek). They are capable of realizing that they are behaving or feeling confused: "no matter how crazy you act, at least you realize it" (Alexander). Elaborating on this pointer, the assumption is made that the initiation of use can be done by the carrier of the intervention him or herself: the disc will be handed over to a passerby.

Motivation for adoption
The prevention of further escalation when someone is in a confused state of mind will be taken as a reason for adoption by the carrier. If someone has already experienced a confused episode, this is a motivator to carry it. A large part of the group with mental vulnerabilities is fearful of coming in a crisis at one point or another (H. van de Pol, personal communication, July 9, 2018). This anxiety is used as a starting point for appropriate intervention and the handling of confusion by planning how others can deal with the confused individual (H. van de Pol, personal communication, July 9, 2018). This planning is done individually through the steps on the platform in generating the disc with the personalized content.

Developing the content
Involving people with confusion in formulating the appropriate personalized approaches is conceptualized because it is helpful if people are capable of initiating the appropriate follow-up (H. Schneider, personal communication, June 23, 2018). People with confusion can formulate this personalized content, because someone already knows through trial and error what worked if they have experienced it before (H. Vlaanderen, personal communication, July 4, 2018) Do this especially, and don't do this. That is very important. (H. Vlaanderen, personal communication, July 4, 2018). It is important to tailor the content on the discs to the person in need. Otherwise the content provided will not be valuable in offering the help needed during the helping encounter. One of the participants voiced this as follows during the generative session: platitudes are for the garbage bin (Tony, generative session: Tile wisdom, August 21, 2018). This personalized content will be things that work de-escalating, and should be an instruction the confused mind can quickly trust to work (H. Vlaanderen, personal communication, July 4, 2018). Depending on the problem context or someone's options, the helping hand can then pull the right strings relevant to the (H. Vlaanderen, personal communication, July 4, 2018)

Updating the content
When people dissociate themselves from reality, they might not realize that this is the case. In hindsight, they might reflect on it differently (A. Boxhoorn-Hassan, personal communication, July 5, 2018). The optional personal reflection after a confused episode might be initiated because the followed instructions by the helping hand could be improved. Additionally, suggestions of the encountered helper can be used to update the instructions from the perspective of the helping hand.

Tracking the state of mind
A confused individual can know moments that they are extremely confused, while at other moments they have clarity (A. Boxhoorn-Hassan, personal communication, July 5, 2018). This can be instrumental in tracking their own state of mind. On the platform, insights about the frequency of confusion or the amount of people encountered can be found.

Competency
By prioritizing the statements of someone when they are accountable over the statements they make when they are confused (S. Barthel, personal communication, July 24, 2018), the helping hand can trust in the appropriateness of the prepared instructions and therefore feel more competent.

Connecting afterwards
The helping bystander can consider the possibility of reconnecting at a later time through the connect-code provided on the instructional side of the casing. This code is a necessity in reconnecting, as the privacy of the carrier is being valued and the contact can only be initiated by the helper after the carrier has provided the physical disc. No additional pointer to the helping hand is provided on the disc, the decision of how to memorize the connection code for later use is up to the bystander and therefore can be a variety of things such as taking a photo, noting it down, or by cognitive memory. On this web page on the doordraaischijf platform, the helper can suggest potential alterations to the instruction script, enquire about how the person is feeling after they went their separate ways, or leave a review on the existing script.

The overlap is to reconnect after a helping moment in a public space, which is only possible through the connect code via the platform. From there on, fluid means of connection can be envisioned, as the chat function is open-ended and people are free to meet again by providing an option outside of the platform to each other. Users are encouraged to also become a member on the main platform of WeHelpen.

Limitation in space for formulations
The limited space available for the scenario and instruction descriptions forces the user to capture only the essential elements. With a limited amount of characters this steers the for deciding what can be included. For the carrier, the conciseness makes it easier to quickly read the scenario. To the helping hand this allows for a personal consideration when the instruction is read and there is room for interpretation when the instruction is followed.

Physical aspect
A digital aspect for the carrier prone to confusion is not desirable due to the stress that the device might trigger, because a smartphone "is a source of stress" (Alexander, generative session: Pressure cooker, August 21, 2018) and therefore could cause additional confusion. Consequently a physical object has been developed for the carrier and the communication of the desirable script, while the follow-up could take place via the digital system. The carrier can at a later time reconnect with the helper via the platform, when the confusion has been diminished and the carrier is interested in this social function.

Interaction flow of the platform
The user roles are separated on the landing page of the platform, so an early division between (prospective) carriers and helping hands can be seen. The first page is therefore a division between user roles of the visitor and is highlighted between yellow and purple sections. This division distinguishes between the carrier; focusing initially on the scenarios, and the bystanders; focusing primarily on the instructions. These user roles will in general have different motives to visit the platform. so this division should not confuse the user. The colors are in line with the scenario and instruction side of the physical disc. (Other interested visitors are welcomed, but the scope of this project did not include the mocking up of the whole website.)

On the following pages, some exemplary screens of the digital platform are presented.

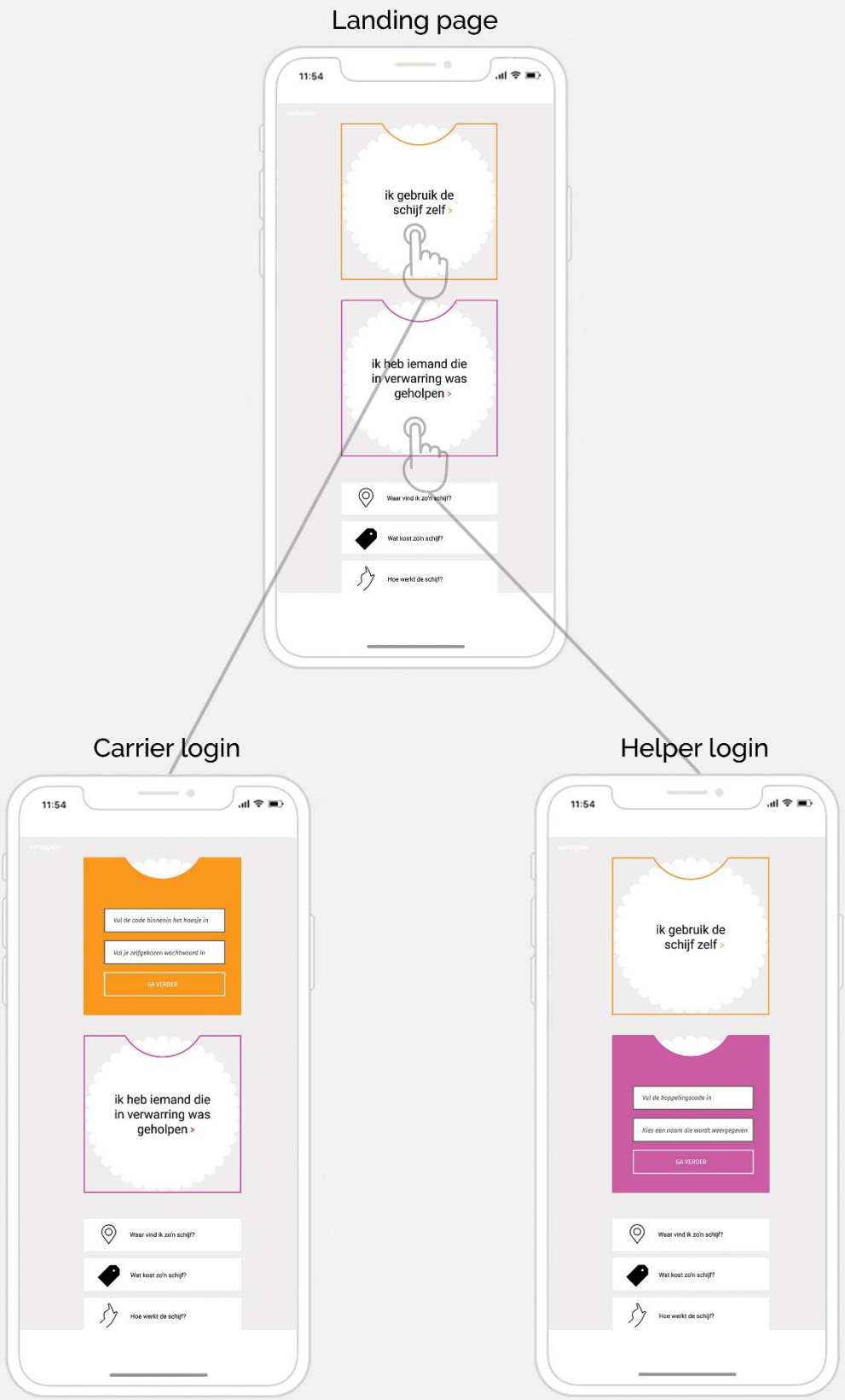


Figure 4-F: an overview of the landing page of the digital platform with the two user roles division

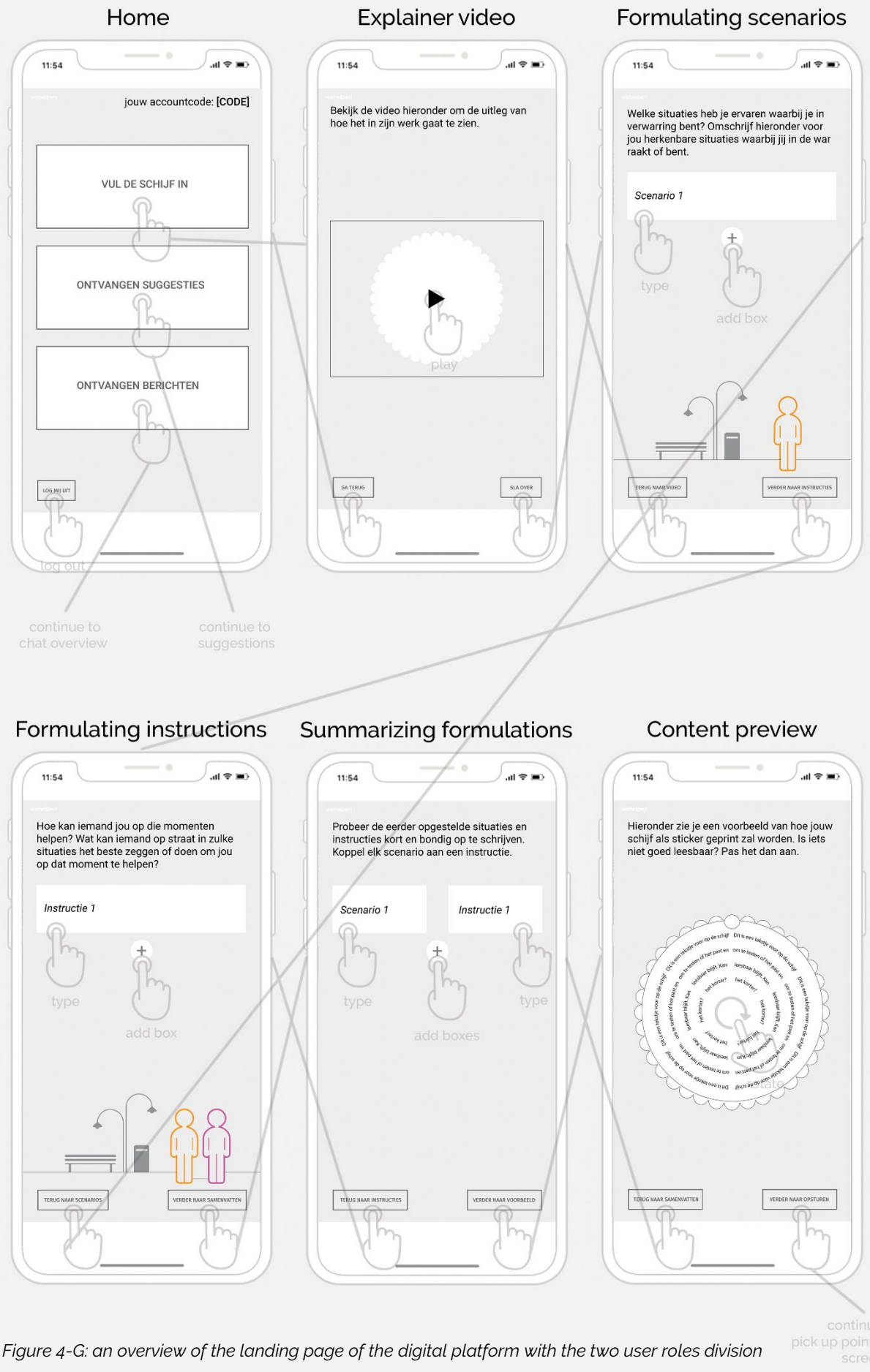
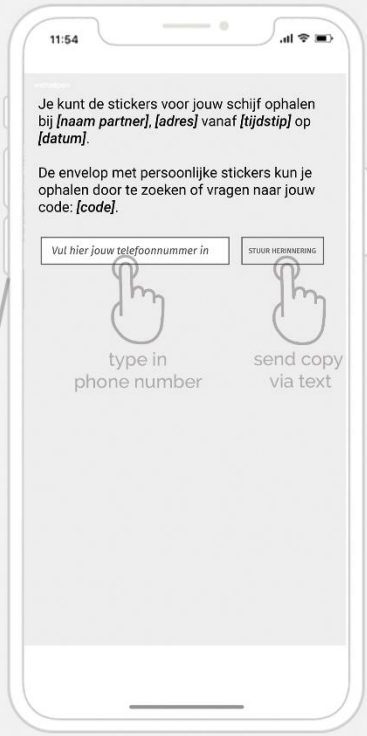


Figure 4-G: an overview of the landing page of the digital platform with the two user roles division

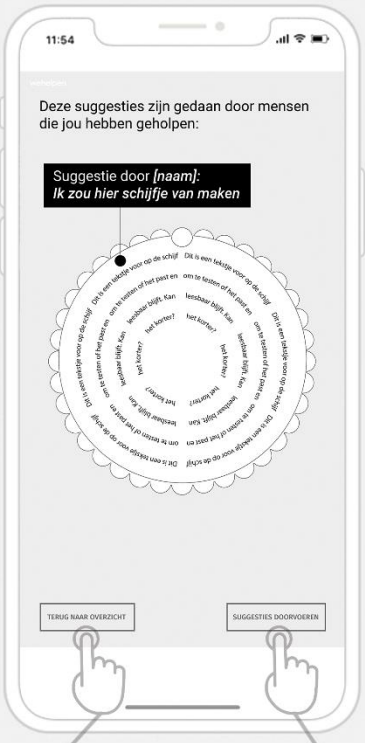
Pick up point selection

Order confirmation



return to content preview screen

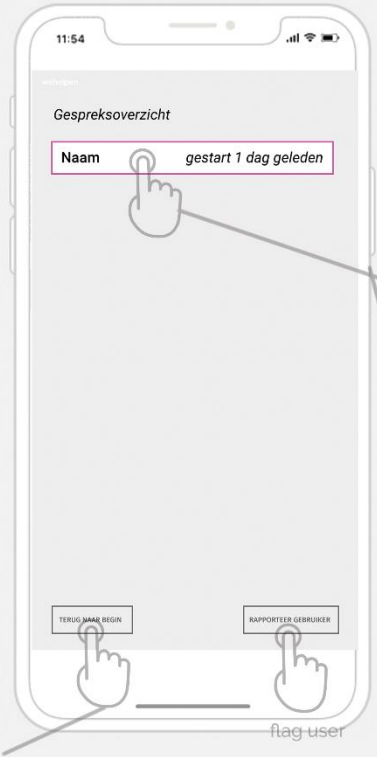
Received suggestions



return to home

continue to scenarios

Chat overview

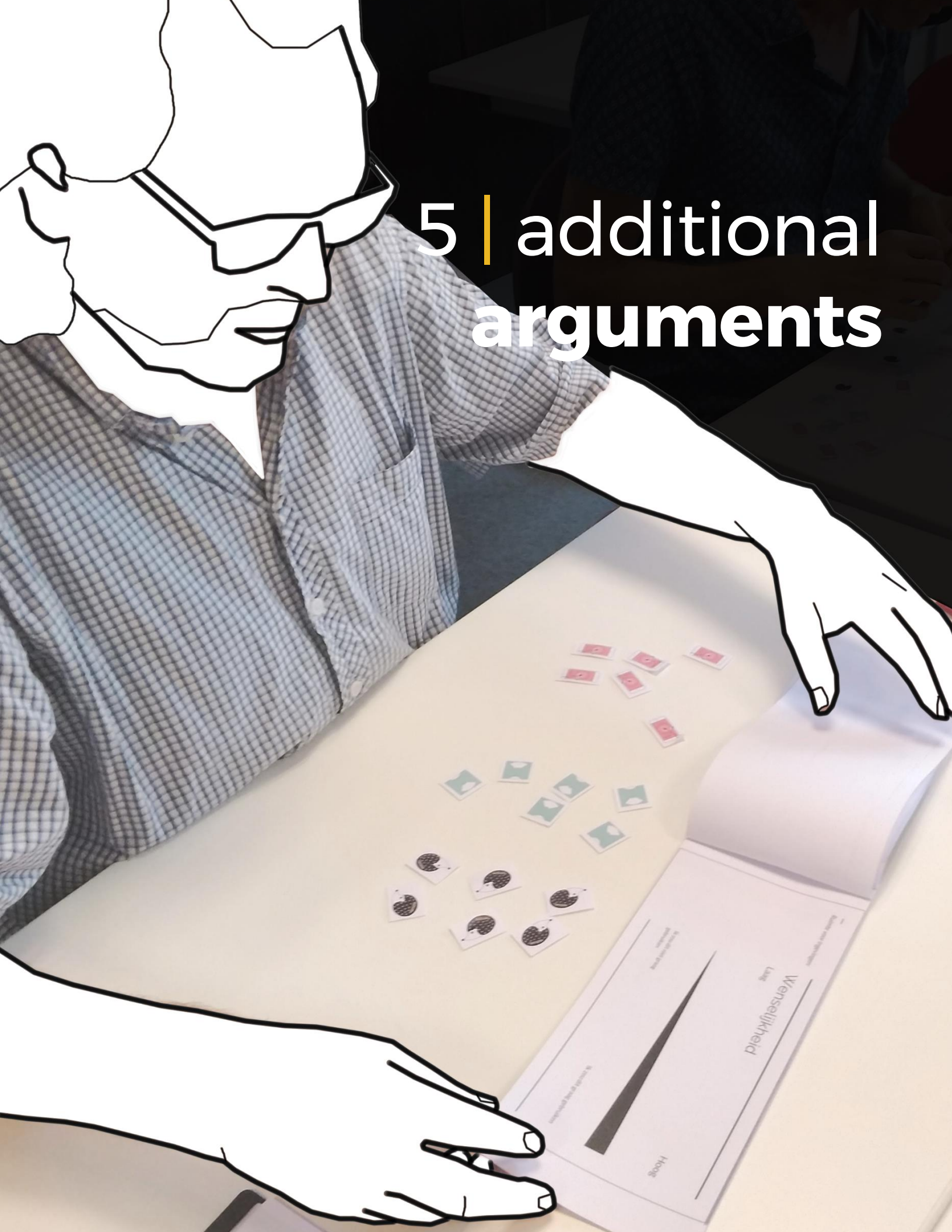


Chat window

flag user

return to home

5 | additional **arguments**



5.1 Introduction to confusion

As of recently, the term "confused person" has taken a more central role in politics, media and policy. The societal spotlight has been focused on this group due to several extreme incidents that had extensive media coverage, with examples being the murder on a ex-secretary of state, or the confused individual that took over the televised Dutch journal. While these events occur, it should be noted that these are excesses within spectrum of incidents that result due to confused behavior (Kuppens et al, 2016).

In 2017, the Dutch police registered more incidents causing nuisances by people who display confused behavior (Politie.nl, 2018), with a dedicated "E33" note which had been started a few years prior. The total registered incidents rose 12 percent in comparison to the previous year (Politie.nl, 2018). However, the police emphasizes that a large part of people that display confused behaviors are not in contact with the police. For the majority, these behaviors are not causing a nuisance, are not criminal, and are not dangerous for themselves or others.

A potential explanation for the recent rise in reported incidents could be that vulnerable groups within society are experiencing more obstacles in participating (Kuppens et al, 2016). These groups might rely on other forms of support, and have less "social safety nets" (Kuppens et al, 2016). With the current development within care institutions for these vulnerable individuals, the vulnerability and associated problems of these confused individuals are increasingly reflected in the (semi-)public domain (Kuppens et al, 2016). A solution might be to develop alternative social structures alongside the existing professional structures (Kuppens et al, 2016).

Defining confusion and nuancing the behavior

The term "confused people" is not instinctively clear in definition for a broad audience and therefore the facts and assumptions associated with this term are diffuse. One of the things that need to be taken into account is that "confusion" is not an actual personality trait, but merely a judgement about someone's behavior and thoughts (Planije & van Hoof, 2016) from the perspective of an outsider.

"When people are emotional, angry, lonely, anxious, intoxicated, desperate, nervous or dismayed due to personal circumstances or events, that can be seen as confused behavior" (Planje & van Hoof, 2016) A mental illness or condition can be a cause of confused behavior, but it is not by long odds the reason (Planje & van Hoof, 2016). "Confusion" is not the same as having a mental illness (Planije & van Hoof, 2016). Most people displaying confused behavior form no threat and are not dangerous (Planje & van Hoof, 2016), which may be found contrary to popular belief. This vulnerability is not static, but a continuous shifting balance between the capacity to cope as well as the perceived load. If there is an imbalance between the two, combined with several triggers, someone could lose grip on its life (Wimsemius, 2011).

The attribution of societal problems to the assumed group of confused individuals and the framing of this group into "troublemaking psychiatric patients" contributes to the stigmatization of people associated with this group (Place et al, 2014). Research shows that risks of using the term "confused people" and the effect it has on the public imaging involving this group, are that it contributes to the social exclusion of the group.

The generalizing term of "confused people" can cause the emerging and continuation of stereotypes, due to the diffusion of the term and the risk of stigmatization. There is debate about proposing an alternative terminology of "people with an acute need for care" but there is no consensus yet. Therefore this research will focus use the term of "persons with confused behavior" as a category in general, with the connotation that it should consider potential stigmatization.

5.2 Relevancy for stakeholders

Relevancy for client

WeHelpen voices the main foundation for their existence as to "help to make visible those who would want to help someone casually" (Coöperatie WeHelpen, 2017). As people with confusion are present in the public domain, but the people whom might potentially provide an informal helping hand are not visible yet, the challenge is to evoke the helping hand to be utilized.

Municipalities have the task to implement a well-functioning approach before 1 October 2018 for people with complex problems who exhibit behavior that others do not immediately understand (Gemeenten van de Toekomst, 2018). This approach aims to focus cross-domain and centralizes the own strength and life world of the people with confused behavior (Vereniging Nederlandse Gemeenten, 2017). Municipalities have a directing role in collaboration with all involved partners (Drost et al, 2018).

As the members of WeHelpen include municipalities, care and welfare institutions, home care institutions, banks, hospitals, nursing and care homes, and other socially involved organizations (Coöperatie WeHelpen, 2017), the theme of people with confused behavior can be relevant to almost all members of WeHelpen. At least 42 members (of about 200 affiliations) are municipalities, which are the directors in dealing with the theme of confusion.

Presently, not all municipalities have a comprehensive approach yet in order to support, care and provide safety for people with confused behavior (Aedes, 2017). In a survey published with self-reported answers from representatives from Dutch municipalities (N = 331; response of 88%), almost half of respondents answered with "slightly" (47.1%) or "not" (2.1%) to the question if the current care and support for confused behavior aligns with the needs of the people displaying inexplicable behavior (Drost et al, 2018). However, the (positive) image reflected in the responses is not shared by the research team responsible for tracking the progress of municipalities, as they indicate that it mostly a "paper reality" (Oosterom, 2018).

Relevancy for users

Calculating the user base

The target group as proposed in the subchapter [TARGET USERS] comprise five distinct types of people prone to confusion: time travelers, puzzlers, flamboyant rebels, shrinkers, and movie visitors. By calculating the total pool of the people that fit the criteria as described, an estimate can be made about the amount of people that could carry the intervention and benefit from its function. One in six (Gemeente Delft, 2012) people can be a shrinker, totaling 2.8 million people in The Netherlands. One in ten (Gemeente Delft, 2012) is in essence a flamboyant rebel, totaling 1.7 million people in The Netherlands. Time travelers and movie visitors are estimated to be one in 30 people (Gemeente Delft, 2012), totaling about 600 thousand people in The Netherlands. No accurate data about the size of the puzzler group is available.

This makes that the maximum user base for the doordraaischijf of people that can become confused at a moment in time are 5.1 million people in The Netherlands, or 30% of the total population. This is a significant potential for intervention. However, not everyone is vulnerable or displays these vulnerabilities at the same time, therefore this is an extreme upper limit of the user base.

Arguments for the (confused) carrier

Many of the people associated with confused behavior have a need for a more social and active life, but negative imaging and stigma are large obstacles for societal participation (Place et al, 2014). People with confused behavior have a need for feeling useful by investing time in certain causes, as meaningful activities create an increased feeling of self-worth. The daytime activities they perform range from supported labor, to volunteering, and in some cases a professional career. These daytime activities are crucial for feeling purposeful. (Van de Pol, 2018) With doordraaischijf the people prone to confusion can perform their daily activities with more confidence, because in the situation of developing confusion suitable actions by others might be occurring. Just the possibility of having a back up can give people a safe feeling (Van de Pol, 2018).

Arguments for the helping hand

People with confusion have no real "vantage point" or perspective about their recovery process (Van de Pol, 2018). With doordraaischijf passersby have personalized practical pointers for helping.

Societal relevance

The current media and political climate has lead to a societal spotlight on people with confused behavior. The "Schakelteam" has even developed a manifesto called "#oog voor elkaar", which literally translated to English is: #eye for each other. The manifesto is a plea arguing for more humanity for inexplicable appearances and behavior, which is supported by many prominent Dutch people and celebrities (Manifest #oogvoorelkaar, 2018). It is "a call to offer each other the helping hand more" (Vereniging Nederlandse Gemeenten, 2018). It has been published as an advertisement in print and has been promoted online via social media and on television shows on September 4, 2018.

People in the confusion group are just like you and me. Everyone can experience confusion in their life, and a large portion of people will actually suffer from the problems at a certain point in time (Vlaanderen, 2018). By involving the capabilities of people who might be prone to confusion, society can benefit from their contributions (Vlaanderen, 2018).

5.3 Contextual arguments

The different elements of the concept are in this subchapter related to the discovered themes in the narrative of the context of confusion in the public space and serve as arguments for the proposed intervention.

"Daytime activities are crucial for feeling purposeful" (H. van de Pol, personal communication, July 9, 2018), but previous rejections caused by their confusion lead to an diminishing of their proactive attitude, even though their capacities have not decreased, it is caused by anxiety (H. van de Pol, personal communication, July 9, 2018). They might be anxious because they don't understand others, or are anxious that people do not understand them. This causes a lot of stress. (H. Schneider, personal communication, July 10, 2018) By removing the anticipation of this potential misunderstanding in people prone to confusion, this in turn might instigate more confidence in people prone to confusion to participate in daily life: Just the possibility of having a back-up can give people a safe feeling (H. van de Pol, personal communication, July 9, 2018). Therefore, a potential support intervention is needed if relapses occur (H. Vlaanderen, personal communication, July 4, 2018). The **bar for participating** might be still the same, but temporary lapses in conform behavior of people can be supported by the disc.

The societal trend is that you don't interfere because you are deemed to mind your own business, or because someone doesn't say they need help, even if it is clearly not a desirable situation (H. van de Pol, 2018). This concept is also a cue for desirable intervention ideally flagged from the perspective of the person in confusion so the **balancing act** between intervening and letting live is momentarily decided in favor of intervening. This could lead to a more temporary consideration of autonomy (H. van de Pol, 2018).

There are "different degrees of visibility of confusion" (S. Barthel, personal communication, July 24, 2018) and actual signals can be diverse (A. Boxhoorn-Hassan, personal communication, July 5, 2018). While some signs of confusion are tangible and visible, others might display confusion more subtly, not by behavior, but merely by facial expressions and eye movement or glances. Behaviors can be striking, or inconspicuous and small (A. Boxhoorn-Hassan, personal communication, July 5, 2018). This disc makes every prepared individual prone to confusion visible in a time of need and does not necessarily rely on the assessment of the observer, therefore contributory to **signaling the unseen**. The concept allows for "practical recommendations to deal with us [people with confusion]" (Ronald, personal communication [generative session: Tile wisdom], August 21, 2018). It provides instruction on how **deal with the identified** confusion, in order to allow the helping hand to **endure abnormality** for the time being.

The **power of vulnerability** is employed by requesting vulnerable individuals prone to confused behavior to formulate best-practices for themselves. The previous experiences and therefore the lens with which the situation is evaluated is integral in assessing and offering the appropriate support (A. Boxhoorn-Hassan, personal communication, July 5, 2018). This is important, "because someone knows through trial and error what worked if they have experienced it before" (H. Vlaanderen, personal communication, July 4, 2018). People experiencing confusion would like to regain some degree of self-control if the network allows for it (H. van de Pol, personal communication, July 9, 2018). "It is about keeping a bit of selecting my own direction and being taken seriously. That I am not only seen as a patient, but also as a person. Now it is thought, she is crazy, so she can not make decisions." (Jolanda, personal communication [generative session: Tile wisdom], August 21, 2018) This is all to ensure that society acknowledges "that people with confused behavior can contribute a lot" (H. Vlaanderen, personal communication, July 4, 2018).

By **considering a total human** in the concept, all facets of a person leading to confusion might be considered. Showing the other human elements of the confused individual (F. Dunnink, personal communication, July 23, 2018) might lead to considering other personal aspects that can be used within the helping moment. It is "the art to make sure that it does not go over someone's head, we need to involve people, it is their life, their wishes and potential, they need to live with it" (H. Vlaanderen, personal communication, July 4, 2018). "Listen to me, and look at me, I am also a human." (Jolanda, personal communication [generative session: Tile wisdom], August 21, 2018).

Loneliness can be decreased by the growing interest people might have to improve the situation for another person in need. When people acquire insight in the life of another person, more curiosity might be triggered due to a potentially intriguing personal background. The outreach potential via the platform could evoke a long-term helping relation. "If people will connect with someone who displays confused behavior, they will care. Eventually they will be interested, and they can start to matter for such a person" (H. Vlaanderen, personal communication, July 4, 2018). Eventually, this could break the **reinforcing cycle of solitude** in which a considerable amount of people in confusion experience. Furthermore, by having a backup to communicate what needs to be done in case of manifesting confusion, it might remove the anxiety people prone to confusion feel. As a result they might feel empowered to return to participate in daily routines resulting in potentially more social contact.

The labeling of someone as confused is colored by the perception of the observer (F. Dunnink, personal communication, July 23, 2018). If more people become involved in the could revert the public opinion which in turn will affect the opinion of the inexperienced general public. A widened (public) perspective on the diversity of confusion could **labeling of misunderstood behavior** into the labeling of (partially) understood behavior.

People with confusion experience an increased intolerance towards their deviant behavior or appearance (H. van de Pol, personal communication, July 9, 2018). The **alertness** towards abnormal behavior is anticipated by incorporating a signaling function in the design of the disc. When the disc is shown by a person, the (developing) confusion is flagged by the carrier, thus emphasizing the potential for intervention.

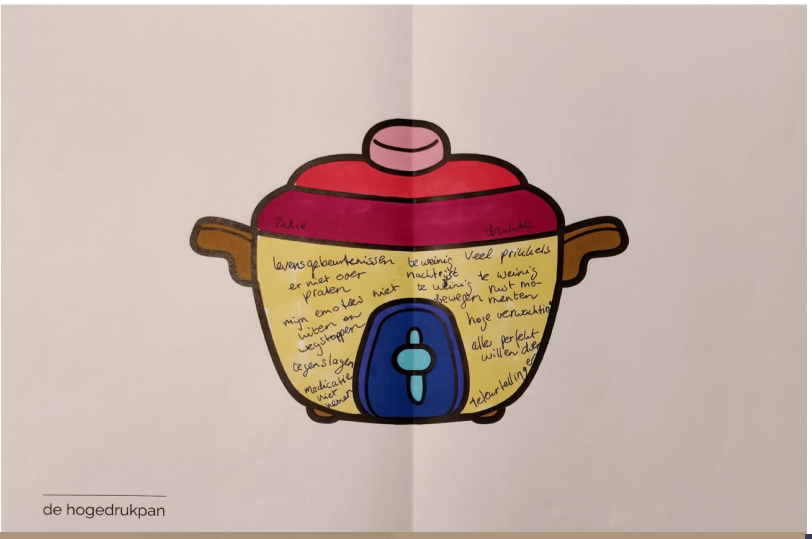
5.4 Focus group findings

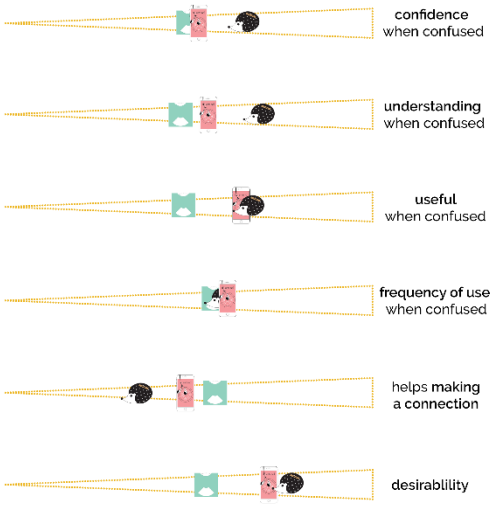
By involving experiential experts, the design is more informed and offers relevance in the life world of people who experience confusion. A focus group is a form of qualitative research consisting of interviews in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a centralized topic. The participants provide feedback in an interactive group setting. Two focus group sessions were conducted: a generative session and a storyboard evaluation session.

The insights from the generative session (tile wisdom, pressure cooker, and the spotlight) lead to the development of three concepts explained by a storyboard, based on the extracted voiced wishes of the focus group. The thoughts and insights captured during the generative session are integrated in the argumentation of the chapter and are therefore not explicitly mapped in this section.

The evaluation session focused on the evaluation of the storyboarded concepts. The overall conclusion is that the concept "(door)draaischijf" had the highest resonance with the focus group when scored on the criterion of "social bonding". This continuous scale lead to an evaluation of (door)draaischijf to be the best-scoring on the extreme of "This helps me to connect with others", when the focus group participants envisioned themselves to be in a state of confusion. The evaluation criterion of social bonding was found to be integral to the decision of the concept direction as WeHelpen focuses on human-to-human helping relations. This is the main reason the development of the doordraaischijf was continued, as opposed to the other concepts.

Figure 5.4: an overview of the generated content during the generative session and the results of the evaluation





In preparation of the sessions, experts in the field were approached to tailor the session on the backgrounds of the participants of the session. The expert pointers were that the session should be "interactive" and "hands-on" (S. Barthel; H. van de Pol, personal communication). The expert suggestions were incorporated in the designs of the worksheets developed for these sessions. Other suggestions included the emphasizing of the "voluntary nature" of the session, as well as the opportunity to withdraw at any point of the session without an explanation of the reason for this (H. van de Pol, personal communication, July 9, 2018). These latter suggestions were integrated in the formulation of the consent form.

The generative session
A careful selection of the exploration areas was done to harness the expertise of the participants, and included formulating the personal view of the participants on three topics related to their experiences with personal confusion in public. For this generative session, an adaptation of the context mapping technique is employed. The deeper-level, latent needs acquired through this method are valuable for innovation.

The generative session was designed to switch between two parts: "make" elements, to evoke associative thinking and the re-living of memories; and a "share" element, where participants present their collages/models to explain their thoughts. The make and share elements were alternated consecutively. The activity of triggering relevant memories and experiences with the worksheets (or probes) was done individually, while the sharing took place in a collaborative live group setting by firstly completing a worksheet, or probes, and directly after presenting the results to the group. The cultural probes are a qualitative, behavioral- and attitude-oriented method to have self-reported findings that can serve as a basis for idea generation. Cultural probes are informal and unforced, yet they should be well-thought of in regard to esthetic power, message and delivery. This is to evoke a certain enthusiasm in a participant's response process (Martin & Hanington, 2012) by encouraging a playful and casual attitude from participants (Gaver et al, 1999).
A cultural probe is a provocative instrument that is handed out to a participant in order to stimulate and inspire this participant to gain new forms of self-reported insights. The cultural kits are made up of a variety of items to get a glimpse into the lives of participants (Gaffney, 2006). This incentivises them to communicate insights in respect to their abstract aspirations about life, environment, thoughts and interactions (Martin & Hanington, 2012). The evocative tasks, or probes, are meant to elicit inspirational responses from people. This is not a method to gain comprehensive information about participants, but focuses on finding fragmentary clues about their lives and thoughts (Gaver et al, 2004).

It is selected for this project to record rich and deep insights about what people feel, dream and know in order to let participants acquire latent and tacit knowledge about themselves (Sanders & Stappers, 2012). It can be seen as a synthesized self-rapportation of a documentation device that is given to a participant with instructions on how to complete it. A key consideration in the probe design is finding a balance between providing instructions and limiting the insights by being too specific (Gaffney, 2006). The participant completes the artefacts by himself or herself and returns it to the designer, who analyzes it and interprets the result.

The storyboard evaluation session
A guided storyboard evaluation was performed with three concepts. Participants could indicate the score for each concepts on a relative scale ranging from low to high, by placing stickers of the concepts on the shape.

Booklets
A booklet was created to guide the participants throughout the process and various activities of the sessions. The actual content of the booklets can be found in the appendix.

Participants
The participant recruitment was done in collaboration with a representative from Stichting Kompassie, Van de Pol, who selected the participants based on the target group personas to ensure a varied perspective on the issues at hand in the lifeworld of the interest group. The participants all range in the age group of 30 – 60 years.
The background and history of people include addiction, depression, trauma, life issues, or a combination of aforementioned. At the start of the session they all indicated that they regularly encounter personal confusion in the public domain.

The participants had previous experience in trainings and were used to voice their thoughts in these kinds of sessions (H. van de Pol, personal communication, August 21, 2018). The participants that participated in the evaluation session were also involved in the generative session.

Analysis

The returns (or completed evocative tasks) are layered by the personal expressions of the participants with influence and ambiguity (Gaver et al, 2004). This demands that that the returns are seen through the lens of ourselves to make sense for it within the established domain of capitalizing the helping hand. A certain emerging tension creates a situation which Gaver et al (2004) believe is valuable for design, "providing new perspectives that can constrain and open design ideas, while explicitly maintaining room for our own interests, understandings, and preference". The responses could spark themes that serve as inspiration. While there are many layers of influence and constraint within the probes, the analysis involves a cycle of expression and interpretation. The mysterious and elusive qualities of the uncommented is valued (Gaver et al, 2004). The narratives that should emerge from the probes are rich and multilayered and these should try to integrate routines with aspirations and appearances with a deeper meaning (Gaver et al, 2004). The familiarity that is accomplished can serve as a reminder of the actual needs of real people, and allows to imagine the proposed intervention in a real life context (Gaver et al, 2004).

Results

An overview of the raw results can be witnessed in the appendix "Full transcript of generative session (Dutch) and raw results".

Figure 5.4-B: an anonymized overview of the experiential experts/participants of the generative session at Stichting Kompassie, August 21, 2018

Figure 5.4-C: an anonymized overview of the experiential experts/participants of the evaluation session, accompanied by an extra trusted facilitator, at Stichting Kompassie, September 11, 2018.

6 | user evaluation

6.1 Introduction and setup

What value does the design proposition provide, and how do users respond? A final user validation is done to gauge user responses, assess the viability of the proposition and to discover what remains to be done.

In this segment the test aimed at ensuring that the proposal fulfills the defined user needs will be explained. The goal of this study is to validate the assumptions about the ability of people prone to confusion formulate personal situations in which they experience confusion and instructions for those moments to the helping hand. Furthermore, other observations about the designed qualities present in the product influencing the interactions *occurring* are researched.

Method

A total of 30 experiential experts were present at the initial presentation about the validation study in order to allow them to decide 'on the spot' if they would like to participate. After the designer gave a short summary of the procedure of the test, twenty experiential experts voiced their willingness to participate in the study and were handed a participant booklet and divided into groups lead by a facilitator.

The introduction presented to the attendees as a group was informal, yet covered the basics of the prepared procedure including the load, time investment and other formalities which were additionally captured and summarized in the booklet. No mentioning of the research goal of completing the contents for the discs was done, as this could have influenced the results. The photos capturing participants interacting with some aspects of the study are anonymized in the manner as agreed upon with the participants. After consenting, the validation was performed with several experiential experts at a time, guided by supervision done by an appointed facilitator for this test.

The test groups were coupled in such a manner that participants did not have pre-existing knowledge about each other, otherwise this could have influenced the way participants interact with the prototype. The test is guided by a script, which includes the phases present in the evaluation pointing towards the necessary components, as well as descriptions about the required materials to document the evaluation.

The role of the facilitator is to follow the procedure and document data, which was later anonymized. The experiential experts, the participants, followed the procedure as instructed by the facilitator and focused on the generation of the content for the disc. The goal of this study is to test the proposal with multiple groups of disparate users, in order to validate if the participants can formulate scenarios and instructions related to their personal experience with confusion.

Procedure
The main phases were: presentation and introduction, consenting and study rules, formulating personal scenarios related to confusion, formulating personal instructions for the helping hand, connecting the scenarios to the instructions, writing the content on the disc, and crafting the selected disc.

Test environment
The study took place at Stichting Kompassie. Stichting Kompassie is an independent information and support location for people in The Hague, and works from the client perspective. Their visitors are mostly citizens from the Hague with a mental vulnerability. The study was conducted on October 31, 2018 starting from 13:00h and spanned one and a half hours. During this time, the building was closed to the general public. This was done to ensure the privacy of the vulnerable people participating.

Recruiting & participants
All experiential experts selected to participate had a first encounter with the intervention during the test and had therefore no previous experience or knowledge about the concept.
The recruiting of participants was done in close collaboration with the coordinator advocacy of Kompassie. The people with mental vulnerabilities as the participating usability testers should closely resemble the proposals target audience (test.io, n.d.).

As it is not needed to include as many members of each group as would be necessary in a single test with a single group of users as "the overlap between observation will ensure a better outcome from testing a smaller number of people in each group" (Nielsen & Landauer, 1993). Recommended is to include at least three users per group to cover the diversity of behavior within the group (Nielsen, 2000). All persona types (puzzler, movie visitor, shrinker, time traveler, and flamboyant rebel) were represented by a few participants per type, but as traits and behaviors can be overlapping, no additional focus has been given to this aspect of the recruitment.

The provided prototype and workshop materials
A low-fidelity prototype was prepared for all participants. The prototype was printed on 100-grams paper, to have a certain resilience to sustain use during the study. The shapes were cut by hand with a razorblade. Two types of booklets were created to guide both the facilitators as well as the participants throughout the study, as well as to document responses.

Research questions

- Can (prospective) carriers formulate personalized scenarios and instructions?

Can the participants (recruited as people prone to confusion) formulate situations in which they experience personal confusion? How do participants formulate the situations?

Can people prone to confusion formulate instructions for intervening according to the described situation? How do participants formulate the instructions?

Do these formulations fit the dimensions of the disc?

- Do the instructions leave room for interpretation by the helping hand?

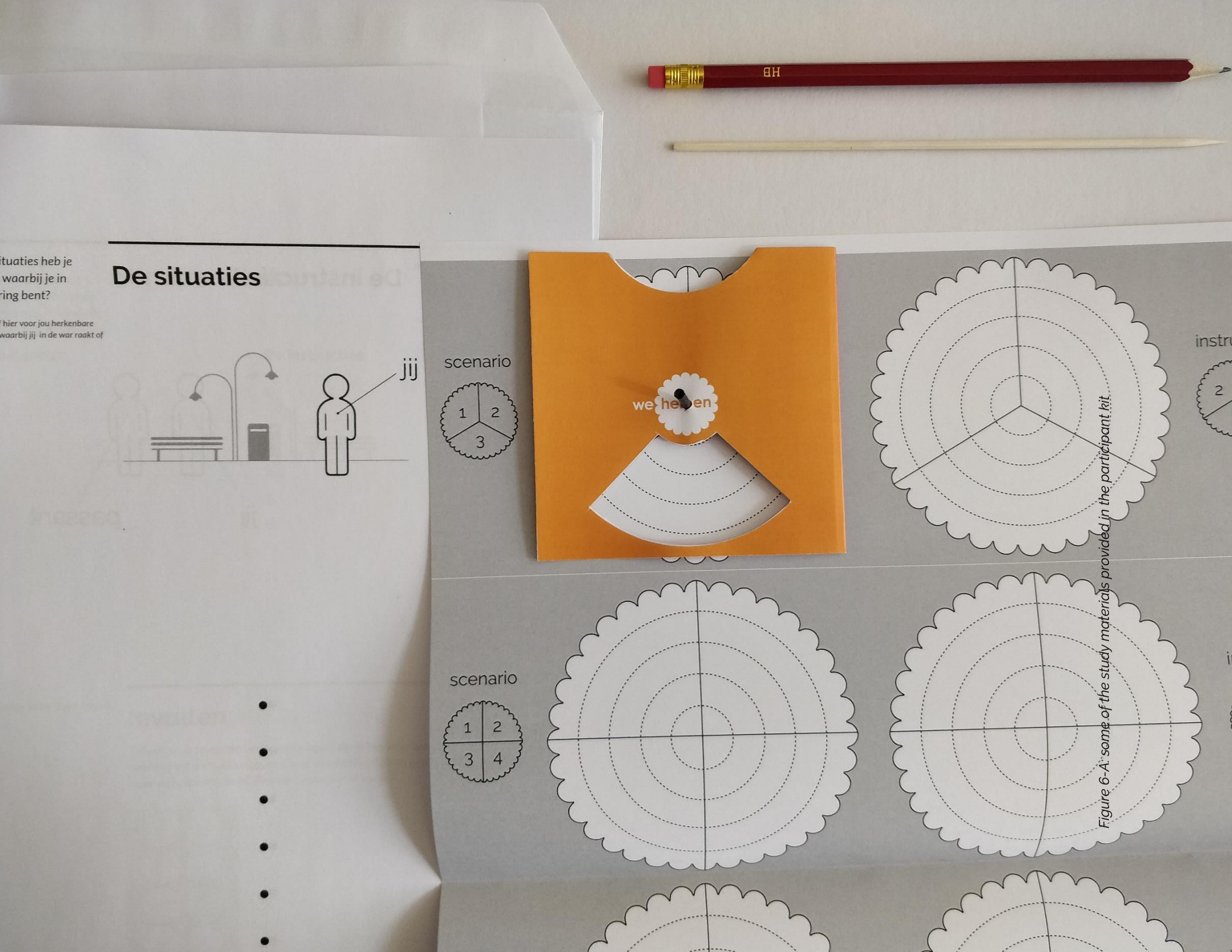


Figure 6-A: some of the study materials provided in the participant kit.

6.2 Study results

Sixteen participants started out with the prepared tasks for the study. The participants were all adults, and their ages ranged between 20 and 70 years. Fictitious names are assigned, in accordance with, to the participants and will be used to further reference to the data. (The fictitious names are chosen carefully and intended to indicate the sex and to some extent reflect a background or heritage.) The personal discs adjusted to a common template can be found in the appendix.

Can the participants (recruited as people prone to confusion) formulate situations in which they experience personal confusion?

The first task for the participants was to answer the following question on a template in the participant booklet: "What situations did you experience in which you are confused? Describe here situations recognizable to you where you get or are confused." Thirteen participants, out of sixteen, formulated (multiple) personal scenarios in which they described in their own phrasing how they experience confusion in their lives. These written situations have a direct anchoring in the daily lives of these people suffering from confusion as they have already been experienced these scenarios. These situations revolve around their feelings, actions, encounterings, or mental state in relation to confusion. The activity of formulating scenarios and instructions can trigger confusion within participants, which could be called a paradox. Three participants experienced a degree of confusion resulting in an premature exit from the study. Their mental state was affected to such extent that they indicated the need for exiting the study. Their personal motivations for this exit were not recorded due to earlier agreements about the low threshold of the possibility to quit the study and the voluntary nature of the study.

How do participants formulate the situations?

A wide range of formulations are submitted in the study. The submissions vary in the amount of scenarios, the length of the formulations, the level of abstraction, the degree of literacy, tone, and the amount of detail provided. Some of the submissions are described in first person-sentence, while others just employed recognizable key words for the referenced situation. As this is personal, and the task for participants was to formulate it in such a manner that they would be able to recognize the scenario in a (developing) state of confusion, the assumption is made that the participant is the expert in selecting a suitable formulation during the test for when this confusion arises. The recurring themes within the responses of participants for the scenarios are noise, crowded places, aggression, panic, and arguments with others.

Can participants formulate instructions for intervening according to the described situation?

A subsequent task for the participants was to answer the following question on a template in the participant booklet: "How can someone help you in such moments? What can someone on the street in such situations say or do to help you at that moment?" All submissions containing an instruction were linked to the situation in such a manner that a personalized instruction appropriate for the formulated scenario was described. A wide range in formulations are submitted in the study.

How do participants formulate the instructions?

The submissions vary in the amount of instructions, the length of the formulations, the level of abstraction, the degree of literacy, tone, the amount of detail provided, and the subject of the instruction. Most instructions are in the imperative form. To exemplify, Fabian wrote "protect me with your body" to when he might become confused due to "fuzz in the tram".

A majority of the instructions focus on a solution for improving an element of the situation that triggered confusion and allow the helping hand to intervene. If there are no direct solutions provided within an instruction, these instructions focus mostly on the manner of how to interact interpersonally. Some instructions just point towards a certain direction for intervention by providing a few key words: "Explain, put in context" (Patrick), or "Put on music" (Shantell), while others also provide additional interpersonal tips for interacting: "do not look me in the eye" (Christine).

Participants prepared instructions for total strangers on the street "walk away without saying anything to prevent escalation" (Fabian), for themselves "I will walk a round" (Tjebbe), or for people that were mentioned in the scenario as triggering the confusion "She must respect my boundaries" (Ayub). Some see it as convenient for bystanders, while others think it might be suitable for intervention by professionals.

This subject of the instruction differed per participant, and even alternated between instructions prepared by one participant on one disc. Sometimes a shift in the subject intended to follow the instruction can be seen: some of the instructions focus on the carrier itself, while other instructions have a direct focus on the encountered bystander.

Not all instructions are instantly comprehensible for an outsider (like the designer analyzing this data) and could need additional interpretation or could benefit from additional explanation from the carrier. For example, "adversarial" as written by Fer might be a term which is not known to the general public.

The recurring themes with the responses of different participants for the instructions are breathing exercises, helping in calming down, respect, and leaving alone.

Do these formulations fit the dimensions of the disc?

The submissions have been uniformly adapted in a prepared template. The low-fidelity aspect of the prototype guided the participants towards hand-written scenarios and instructions. The contributions of the participants all fit the dimensions of the disc provided in the participant kit. The participants wrote the scenarios and instructions within the boundaries of the segments of each disc.

There was no prior guidance provided on the orientation by the study procedure of how the formulations should be placed. The orientation of the text written on the discs by participants during the validation study was in almost all instances (12 out of 13) focused towards the center, so the arc was curved below on the bottom side of the letters. The submission had almost all the same orientation: an inwards orientation of the text, meaning that the opening of the casing should be at the top in order to read the instruction correctly. Some submissions followed the arc of the disc, while others were written in a straight line.

The distribution of the amount of scenarios is the following: 1x two scenarios (#5), 5x three scenarios (#6, #4, #2, #12, #11), 1x four scenarios (#18), 4x five scenarios (#0, #17, #9, #7), and 2x six scenarios (#13, #16). The two-scenarios and instructions formulations were not prepared with a template, instead the four segment disc was used.

Do the instructions leave room for interpretation by the helping hand?

The bulk of instructions allow room for interpretation by the helping hand in order to influence the helping interaction by using personal considerations. The submitted instructions provide abstract pointers that evoke considerations that a helpful bystander can consider while engaging with the intervention. For instance Shantell wrote down "Distract me, keep talking" as instruction to when she is having a panic attack. This example allows for the topic of conversation, or manner in how to distract her in this scenario. Another participant, Kyara, formulated an instruction to when confusion manifests due to a new environment as "Put me at ease".

Figure 6-B: photos of the discs as they were prepared and formulated by the participants during the validation study (top: scenario sides, bottom: instruction sides).

0131
Vragen over
de schijf voorbereiden (3)
Stap 9: kijk of het pinnetje de schijf en het hoesje bij elkaar houdt
Stap 10: pak een stukje plakband en plak de open zijkant gedeeltelijk dicht
Stap 11: controleer of jouw schijf goed ronddraait

6.3 Conclusion

A total of thirteen participants completed the procedure and finalized the test with personal written situations and corresponding instructions for intervention. 12 out of 13 participants managed to create a physical disc with the personalized generated content. Furthermore, the involved facilitators present during the test were opinionated that a majority of the participants were able to formulate the situations as well as devise certain instructions for those personal situations. As the company representative Van de Pol voiced after consulting with the other involved facilitators: "The leading question is: can people fill in the disc? The answer is yes." (H. van de Pol, personal communication [Email], November 1, 2018). Hence, the conclusion to the main research questions in this validation study is that a majority of participants can formulate situations in which they experience personal confusion and participants can successively formulate corresponding instructions to improve the unfolding situation.

The room for interpretation present in the formulation of the instructions allows for a tailored meandering-quality in the interaction as envisioned and can be beneficial in the moment the confusion manifests: a meandering can occur by considering the elements present in the surroundings as well as the effort to offer more tailored help.

A majority of participants had difficulty with the task of spatial reasoning. This capability, or awareness proved insufficient in orienting the discs in mirrored fashion on top of each other while writing the corresponding contents of the discs. This was so confusing to some participants voiced that they wanted to quit.

It is concluded that the majority of participants collectively provided the most instinctive orientation for the text and therefore this orientation is included in the proposal.

According to Van de Pol it is remarkable to note that the initial responses to the disc by participants were not socially desirable responses, but rather evoked an immediate positive or negative reaction: "it is nothing, I won't walk with such a thing" or "I see the value, I can use this". Almost all participants wanted to take the disc home. One participant actually did take the package and disc home, so his spare disc is included in the analysis.

Limitations

Within the scope of the project, it is was not feasible to rigorously test all aspects of the design. Key functionalities have been integrated and revolve around testing the interactions of the users with the system, while other aspects are not incorporated. This user study can be seen as a partial validation of the proposal, but has been validated only with experiential experts. This test does not fully represent the full scale of demographics, variety of backgrounds, and motivations for helping that could potentially be involved in the helping moment. The participants do not necessarily reflect the correct user percentages in relation to the user groups.

The use of audio recordings for later analysis was strongly discouraged when the test was about to commence and would even have been prohibited by some employees of Kompassie. As vulnerable people were requested to participate in the validation study, the decision was made to respect the wishes and their privacy. The facilitator notes as well as the contributions of the participants in the booklets and the prepared personal discs are the primary source of data used for analysis. Relying on captured notes taken by the appointed facilitators without the possibility of relistening to the recordings as envisioned was a limitation that emerged in analysis.

There were multiple reasons the role-playing exercise was not conducted. It was deemed unethical to trigger confusion, even if it was simulated. Some participants were already developing confusion due to the nature of the study. The work pace of the group proved slower than expected as a result from the pilot, so just a few people initiated the role-playing but quit after seeing that not everyone was able to make it. As the concentration was decreasing and the coping capacity of a majority of participants was at a maximum, the prepared role playing exercise aiming on testing the helping interaction was not conducted.

The confusion referenced in the study is colored by the personal perception of the participants. No definition for confusion was provided to participants, and the confusion referred to in this study originates from the imaging by the participants.

Certain nuances in formulations may be lost because all submissions from the study are in Dutch and translated to English for reporting purposes, therefore it might be possible that unintended errors in translation have occurred. A maximum of six situations and instructions were facilitated to be filled in on the disc. However, most participants had fewer formulations.

Certain elements in the study were testing the crafting skills of the participants rather than the ability of the participants to formulate appropriately. The study setup was also cognitively difficult for some people participating, as the filling in of the instructions and scenarios in a mirrored fashion was proven difficult. "We noticed that we as facilitators were inadequately 'above the material', so we were all searching." (H. van de Pol, personal communication [Email], November 1, 2018) This negatively influenced the flow of the study in a manner that participants became slightly frustrated with the procedure as they sometimes missed guidance.

The feeling competent quality for interaction was not fully included in the study due to an consideration of not including strangers into the test to respect the privacy of the vulnerable participants. The consideration to value the privacy of the participants in such a manner that they are not associated with, or labeled as, people with confusion in a public setting has the implication that it is not evaluated by unplanned passers-by. Other stakeholders in the design, helpful passers-by, have been simulated by an assumed role in the roleplaying exercise. (An additional future passers-by evaluation could consider a potential design-for-all approach.)

As the displayed vulnerabilities were sometimes linked to evoked (momentary) confusion due to the test, and the participants were instructed and allowed to stop participating if they felt the urge to, three participants withdrew from the test without any further comment. These participants who were unable to formulate the contents were shielded from further enquiries, which followed the procedure. This decision resulted in missing out on the opportunity of acquiring potentially valuable data about the factors and motivations associated with this mental state.

The study setting entails a simulated context of use, so in a sense an idealized setting has been created. The inherent unpredictability of daily life involve variables which can not be accounted for in a simulated environment, so further testing in a mixed public space could lead to other results.

Photo by Joshua Rivera on Unsplash

7 | the **journey**

7.1 Overview of the process

Contrary to the general flow of the report, this paragraph has been written in retrospect and follows a chronological order explaining the consecutive phases of the process. A multi-diamond visualization has been constructed to illustrate the phases and activities which were executed during this graduation project in a chronological manner. All phases can be seen as diverging and converging; converting gathered insights into interventions. While the chronological order is supplementary to the results that are creatively synthesized during this project, the order of activities has been leading in the scope for this project in respect to the boundaries such as time. Therefore this process overview has been added. The side-paths that also have been considered during the research and design phases are not included in the process overview as they are not relevant to the eventual line of reasoning. The subphases involving prototyping have been complemented with images of the overview of the created materials or an impression of the tests or session to illustrate user perspectives.

At inception and throughout the earliest meetings with representatives from WeHelpen, it was obvious that this project should benefit informal helping as this is the core reason for existence of the cooperation. The initial briefing was purposely framed in such a manner that stakeholders from the client had difficulty imagining the final product, allowing for a broadened scope. A certain degree of freedom was claimed and the first context projection was prepared.

Without further refining of the brief, “capitalizing the helping hand” was defined as the starting point by deciding on it as domain. A focus on the societal developments surrounding helping interactions prove to be a point of interest to me.

This specific project was deliberately pushing the envelope by setting an abstract goal. Instead of solving an off-the-shelve problem, this required looking at how a product could influence us; its intended users, in a projected context not far from now, in the year 2020.

One thing proved to be one of the main obstacles in this project: finding relevant users that could be targeted by WeHelpen while at the same time looking for new ways of organizing informal help. This was a challenge in testing the earliest ideas, as no clear user group was identified.

In pursuit of a target group, cultural probe research was conducted. This package was delivered to a dozen empty-nesters; people transitioning from caring for their children and refocusing to what matters now those children have reached adulthood. Eventually, this effort was sidelined as the demographic did not prove to be a valuable interest group to WeHelpen. In hindsight, as this effort took over a month to carry out, some more discussion considering the stance of WeHelpen could have saved time and energy as this could have probably been decided beforehand.

When this effort was sidelined, there was still no definition in who actually should benefit from the yet-to-design intervention. To find some relevance a quick product portfolio analysis was conducted, looking to find gaps in the informal help domain while still finding overlap with the interests and intended user bases of WeHelpen. The choice was made to start researching the context of dementia. Within this decision, my personal positioning as a person as well as designer was an important criterion. My personal experiences with informal caretaking as a legal guardian as well as being the son to a mother with acquired brain injury made it in my opinion difficult to be objective and therefore this pillar is chosen.

I interviewed a psychiatrist who treats people with dementia on a daily basis and conducted a storyboard evaluation with three concepts in order to find relevant directions for further ideation. On his invitation, I attended the meeting of Alzheimer Café Delft to network.

The briefing was vague, I had not defined a satisfactory target group, or found any direct anchoring in the context of informal help. A suggestion from Nynke during an intermediate meeting with the insight that a focus on the behavior of someone instead of the underlying reason (for instance an illness like dementia resulting from Alzheimer's disease) sparked new enthusiasm and opportunities for design on my behalf. I decided to research the context confusion in the public space. In addition to the literature and other desktop research, nine experts in the field have been interviewed about their knowledge and experience about mental vulnerabilities and confused behavior and their expectations for the future. It concerned semi-structured interviews of approximately 60-90 minutes. The large arrow connecting the two halves in the visualization can be seen as a pivotal moment in the project, as the shift of the context was redefined towards helping confusion instead of a previous generalist approach.

In co-creation with a trainer of experiential experts I develop five personas with varying backgrounds and behaviors, portraying people whom can all be seen as confused in their own way. This gave much needed communicative power as well as anchoring for further development. As a result, I was in collaboration with a coordinator advocacy of a foundation involved with people with mental vulnerabilities able to select people to participate in a generative session in order to gain insight in the life world of the person suffering from confusion.

From these insights, ideation was sparked and eventually three concepts (stekelvarken, doordraaischijf, afgestemd) were developed. By developing short storyboards to capture and communicate the essential interactions related to helping someone in confusion, an evaluation with experiential experts was conducted and the decision to further develop the doordraaischijf concept was made based on the assumption that it should facilitate a social helping interaction.

In the final proposal phase, it proved difficult to test the designed intervention with the target group. Several reasons prevented to put the intervention fully to the test. The privacy of the vulnerable people prone to confusion is important, so a test with outsiders was undesirable. Simulating confused behavior (for instance with an actor) would according to experts achieve the opposite result and would evoke stereotypical responses. Furthermore, placing the vulnerable people in a setting where they would be subject to their or other's confused behavior would be unethical. Nonetheless, the validation study proved that a majority of the participants were able to formulate personal scenarios and corresponding instructions for the helping hand to aid in improving the situation the carrier finds him or herself in.

Figure 7: the process visual

7.2 Personal reflection

Final result

At the inception of this project I could have never imagined the direction the project eventually steered towards: a design in assisting people in helping people with confused behavior. The power of Vision in Product Design demonstrated itself, even though I adopted only a few elements stemming from the methodology.

Personal initiation

The contact and agreement to execute this graduation project for WeHelpen originates from a personal encounter preceding this initiation with one of the initiatives carried out by WeHelpen. Unfortunately, my mother suffers from severe acquired brain injury because she was hit by a speeding car while she was on her bicycle about one and half years ago. This accident has impacted my life in such a manner that since that accident happened I became a part time informal caretaker as well as her legal guardian appointed by court. My personal struggle with certain aspects of the acquired brain injury, as well as the administrative tasks that come along, made me look for additional information. I researched a lot of information and at a given point in time I encountered one of the initiatives of WeHelpen, called wehelpenhersenletsel.nl I found clear and concise tips and tricks I was desperately looking to find in a hectic and emotional time. This sparked my interest to graduate in with the aim to design an intervention for WeHelpen. (As my personal struggle with the outcome of the disabilities that have befallen on my mother are still of daily occurrence, I can trust this initiative to continuously point me towards the right direction.) I came in contact with one of the community managers Jessica, and her attitude towards my suggestion was a warm bath in terms of personal contact combined with a professional goal.

Scientific basis

The overall scientific foundation for the context projections can be perceived as questionable. The origins of references vary depending on the sources. Some arguments are made based on future projections by trend watching bureaus, or opinions from experts. All included references are as far as could be checked professional opinions from experts in the field of interest.

Part time character

This graduation project is carried out for WeHelpen in a part time fashion. The initiation with this classification has been a difficult process to receive approval of by the faculty. All graduation support and counselling employees I consulted in this matter advised against being upfront about this construction. As my stance was to be genuine and open about the reasons for this part time construction with all involved parties, I wanted to be a test case. A thorough foundation for this argumentation has been provided and throughout the project this character could be sustained.

7.3 Notes of gratitude

I owe my gratitude to WeHelpen, who provided me this opportunity to work on a project guided by my interests in such an interesting and challenging context.

I would like to especially thank my supervisory team: Nynke Tromp, Boudewijn Boon and Jessica Slijpen. You showed great trust in my abilities and gave me the desired space to do my own thing, personally and within the project. I hope that I did take advantage of the opportunity to learn from your expertise. Nynke, I believe that involving you in my master graduation (a second time) has been a smart decision. Boudewijn, you have inspired me to stay myself and push the boundaries of exploration without despair. Jessica, thank you for your everlasting patience and interests in my point of view.

A special thanks to the professionals who made time in their busy schedules to introduce me to the world of the person with confusion: Bart Beck, Ayan Boxhoorn-Hassan, Hans Vlaanderen, Esther Jansen, Harald Schneider, Karin Schrederhof, Henriëtte van de Pol, Ferrald Dunnink, Serge Barthel. Serge, thank you for the co-creation. Henriëtte, without your interest and enthusiasm I reckon I would not have been able to find such a wide variety of people willing to talk about their needs stemming from their mental vulnerabilities.

I want to thank stichting Kompassie for their open door policy and the warm welcome they offered me. Their network provided me with the opportunity to gain insight in the life world of people with mental vulnerabilities. Thank you immensely for possibility to conduct the generative session, the storyboard evaluation session as well as the validation study on their premises.

I want to thank experiential experts Daniëlle, Tony, Alexander, Annemiek, Ronald and Jolanda for the honest insights in their lives during the generative session and storyboard evaluation.

I want to thank the 16 experiential experts and the 4 facilitators from stichting Kompassie who participated in the validation study. (I will not mention you by name as agreed upon.)

Finally, thanks to all whom have showed interest in my project. You have been honest and open in sharing your feelings and experiences considering it can be such a sensitive topic. It has been a great honor to work with you, and it has been of tremendous value for the development of this proposal.

8 | the **references**

8.1 Bibliography

In order to shorten the references placed in text, abbreviations have sometimes been used within the context cluster descriptions. The corresponding abbreviation is placed in front of the APA-style reference.

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8.3 Consulted experts

In the field of confusion, the following professionals have been contacted for their expertise:

Ayan Boxhoorn-Hassan	prevention specialist confusion & trainer at GGZ Delfland (DOEL)
Hans Vlaanderen	Senior policy advisor Public Mental Health (including people with confused behavior) at municipality Delft
Esther Jansen	activity mentor individuals with confused behavior at GGZ Delfland (DOEL)
Harald Schneider	psychiatrist of people with confused behavior & director treatment at Lentis
Karin Schrederhof	alderman of municipality Delft, Social support, Housing and Sports
Henriëtte van de Pol	coördinator advocacy at Stichting Kompassie
Serge Barthel	experiential expert and trainer of experiential experts at the Herstel Academie
Ferrald Dunnink	manager Opvang Verwarde Personen (“Shelter Confused individuals”)