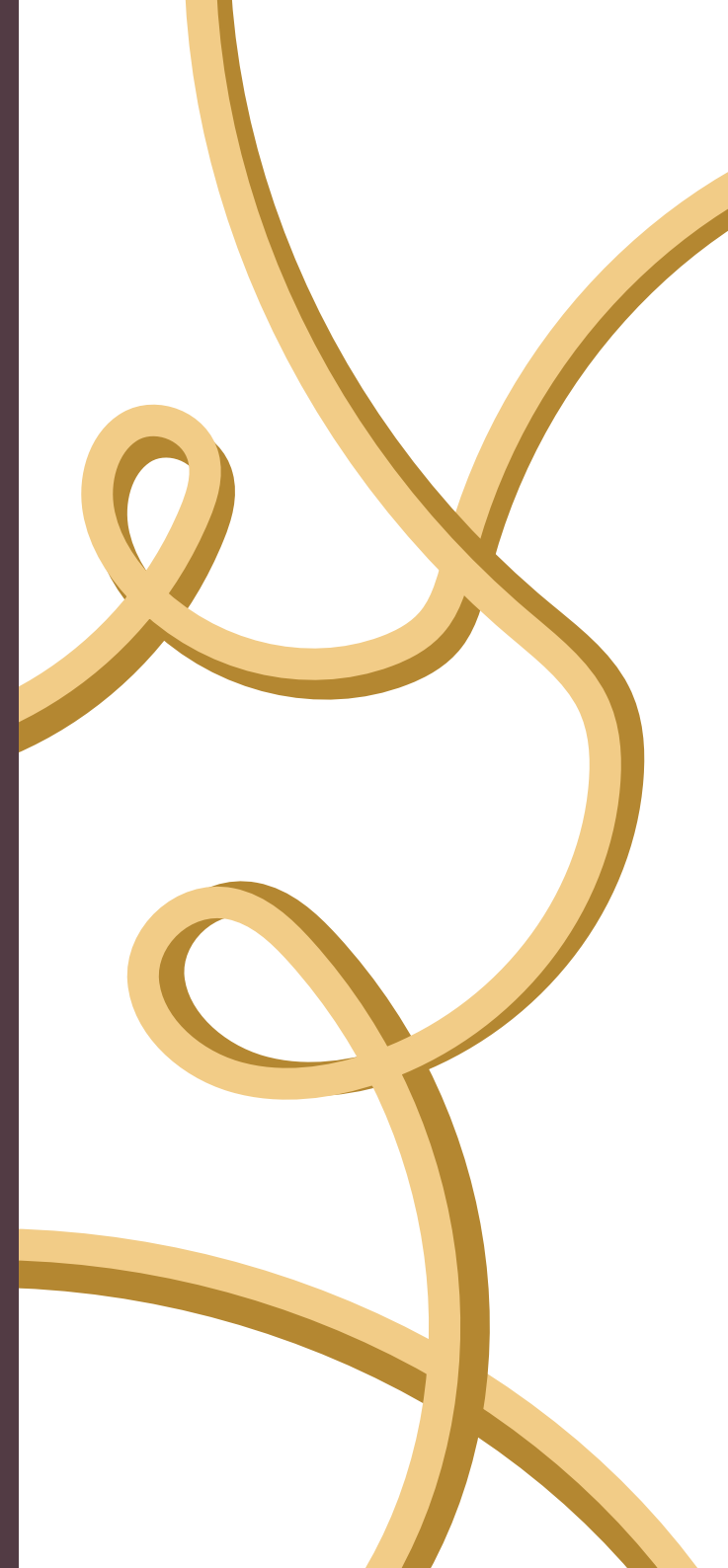# SOSIAL SPAGHETTI

Master thesis:

Human centered design and social integration

Social change, gamification and psychology in design.

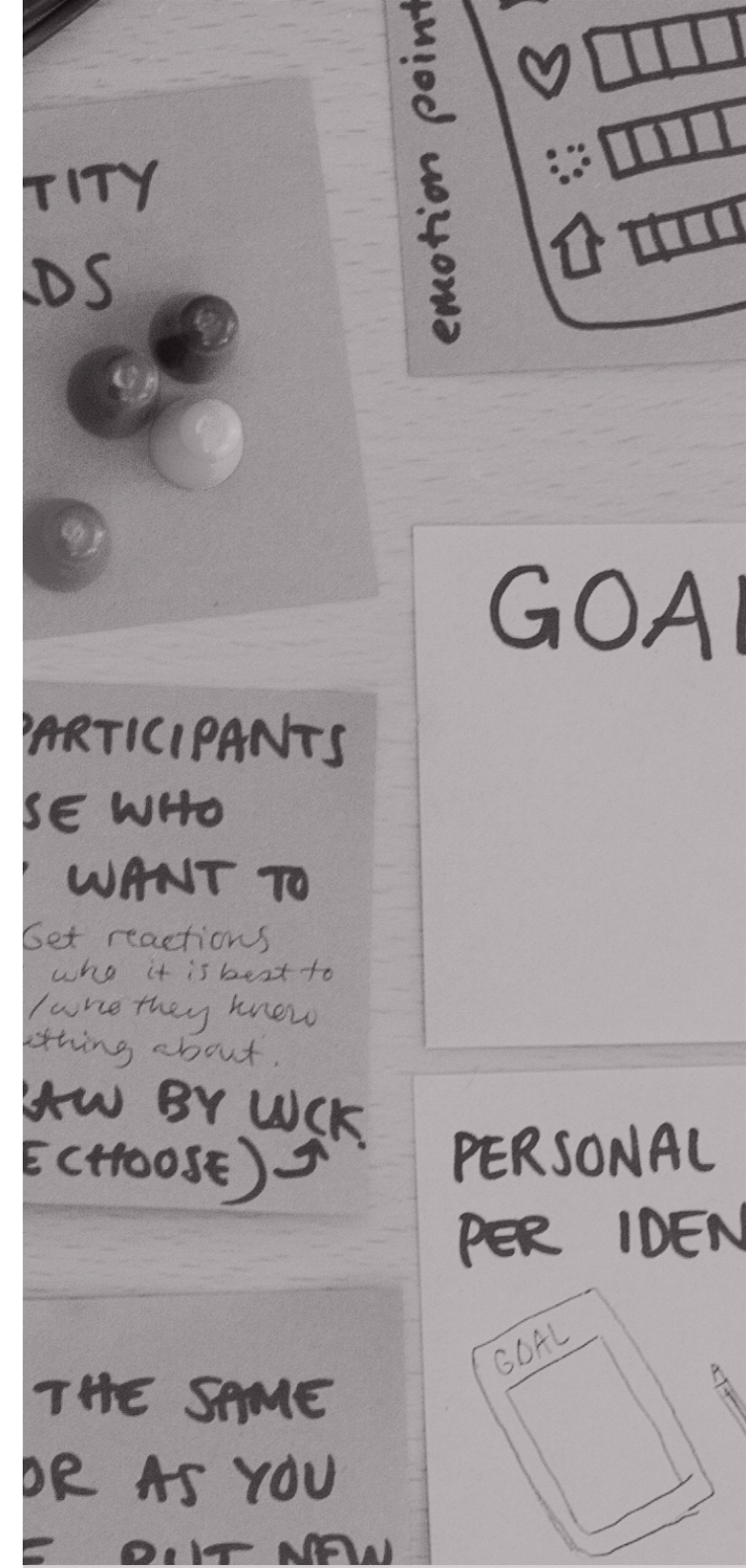**Kristin Hvalbye & Sandra Elvebakken Myrland, HiOA**

MEN OFTEN HATE EACH OTHER BECAUSE THEY FEAR EACH OTHER;
THEY FEAR EACH OTHER BECAUSE THEY DON'T KNOW EACH OTHER;
THEY DON'T KNOW EACH OTHER BECAUSE THEY CAN NOT COMMUNICATE;
THEY CAN NOT COMMUNICATE BECAUSE THEY ARE SEPARATED.

Martin Luther King jr.

MASTER IN PRODUCT DESIGN

This master course is called Product Design: Materiality, Processes and the Future Environment, so you might wonder how we ended up working with wicked, social issues like integration and then propose a service solution for our master thesis.

We explain this with our understanding of products and this course: We define products as solutions to problems or briefs, and the solutions might take many forms; physical objects, tools, strategies, systems and services, and more. Their materiality is part of how they reach their aim, and can be physical, virtual, ephemeral even, or intangible like a tone of voice. We further define products as results of a series of strategic decisions. These strategic decisions are made through a design process, which might be based on many different methodologies, and it might involve several theories from design or other fields. Processes can also be defined as ways of producing or implementing a solution, which can be done through finding sustainable production methods or collaboration partners. Lastly, products affect the future environment, and through the design process designers are responsible for the social, economic and environmental impact of the products.

ACKNOWLEDGMENT

TEAM WORK

And a huge thank you to each other for the collaboration. It has been an enriching journey doing this project together. We have learnt a lot design wise and also about teamwork and ourselves.
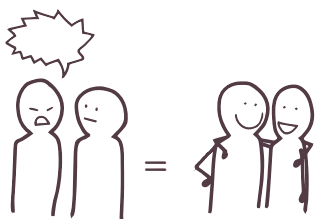
Voice all feelings

Do something fun together
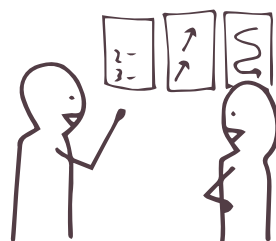
Discuss possible ways of doing something before a new phase begins

Work apart too

It's good to be two

And if both are feeling low, talk to people

Celebrate all completed tasks, not just successes

ABSTRACT

Sustainability is about both economical, social and environmental sustainability.

This master thesis focuses on social sustainability in the form of well-being and empowerment of people through social integration. This has been addressed with a human centered design process, and with methods from system oriented design and service design, along with theories based on psychology, social change and gamification.
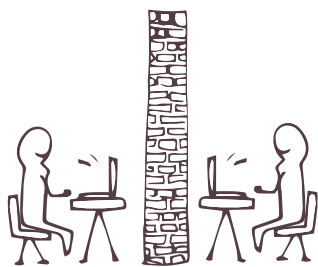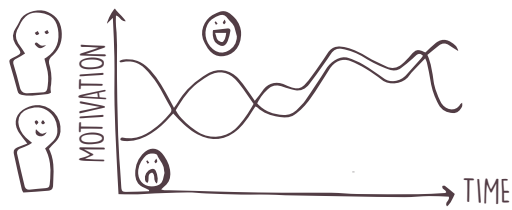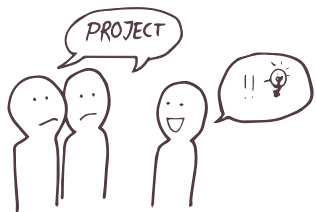
The research question and problem statement and has been:

How might we use a human centered design approach to find ways to improve social integration of adults: locals and asylum seekers, in order to improve the feeling of normalization for asylum seekers?

How might we design a service that enable adults to meet over common interests, that is accessible for people regardless of income and language abilities?

We have answered the questions by designing an Online platform with it's own visual language, that enables for meeting like minded people regardless of language abilities and income. The service enables asylum seekers to meet people as equals, and not as the label asylum seeker, providing them with some normality in their abnormal situation.

This is important because good relationships and a sense of belonging keep us healthier and happier, and loneliness might kill. Unfortunately a great number of people are experiencing loneliness in Norway, and people with low income and strict economy are generally less socially active and more lonely. One of the reasons in Norway might be the culture; it is difficult to forge new bonds outside of the social circle you've grown up in, gone to school in or worked in. So what about people working from home, people that recently moved, newcomers that has yet to grasp how things work, and refugees and asylum seekers? That is what our service addresses.

CONTENT

CONTENT 2

HOW TO READ THIS DOCUMENT

The Introduction hold the research question and problem definition, along with the social background and personal motivation.

In the Literature chapter you will find the reasons for choice of methodology and theory, continued by a detailed description of methods and theory we have built the process on. This part is thought to be our handbook for future projects, and is referenced to in the Process Overview and Methods chapters. In some cases where we have deviated from the original method in the literature, this is described in the Methods chapter.

The Methods chapter is divided into different phases in the process: Research, Ideation, Concept development and Final concept.

Next comes the Strategic discussion, that also consists envisioned future development of the final concept.
The last chapter Discussion talks about how we answered the questions posed in the thesis and reflections on the methods used in the project.

Yellow has been used to emphasize important or main messages in the text, like insights in the Methods chapter.

"Quotes from people are marked like this"
Kristin and Sandra

LIST OF DEFINITIONS

* **Local population =** people that have lived in Norway for a longer period of time
* **Asylum seeker/ residents =** For the sake of this thesis we have used "asylum seekers" as everyone that lives in a reception center, regardless of their status. (Both people with status as a refugees, people awaiting an answer and people that are denied may live at a reception center.
* **Reception center =** The housing where asylum seekers live until they are denied asylum or re-established in a municipality. In this thesis we talk about all types under this phrase. (Norwegian: Asylmottak)
* **Wicked problems =** Problems where you don't know what the actual problem is, often tied in with complex social systems. They can't be solved, but you might propose solutions.
* **Research question =** A question that drives the research phase, and aims to define requirements to address wicked problems.
* **Problem statement =** A statement that comes out of the research phase, which is used to ideate and steer concept development.

1.0 INTRODUCTION

In this chapter you will find the research question and problem statement for the thesis. In the Social background you will read about why these questions matter. And in the latter part of the chapter you will find the project team's personal motivation for engaging on the journey that is this project.

1.1 PROJECT GOAL

Earlier Norwegian studies commissioned by The Norwegian Directorate of Immigration UDI has looked at how to prevent psycho-logical problems for refugees (UDI, 2003) and the relations between UDI, municipality, local communities and reception centers and how it could be improved (Drangsland et al, 2010), and. This has been done through traditional means by researchers and ethnographers.

This project propose how a human centered design process might be used to address social integration which is closely tied to mental health and well-being.

We believe that this approach might offer an innovative way to researching and working with social integration, and by that come up with new types of solutions that society can benefit from.

This project aims at uncovering and addressing wicked problems around the asylum system and social integration. It looks at relationships and attitudes between locals and asylum seekers, how the integration processes between newcomers and locals is done today, along with looking at mental health of asylum seekers and ways of empowering them. The main goal has been to come up with a design proposal that enable asylum seekers a feeling of normality in their abnormal situation, since this is closely tied to their well-being.

Our project scope has been within today's government guidelines, although rethinking the asylum system, reception centers and governmental systems altogether would have been an interesting topic for a design team. The reason for proposing design solutions within the guidelines is because the above mentioned issues are publicly discussed during the project time frame. This makes society more receptive to design proposals regarding and opens up more possibilities for making real impact in near future.

1.2 PERSONAL MOTIVATION

Our professional background and abilities

We have through our whole product design study at HiOA focused on using design as a problem solving process. Projects focusing on social and environmental sustainability has been close to our hearts, were we have used various research methods and worked closely with our user group to find opportunities and uncover unmet needs.

Kristin has worked with empowering people living in the slum, inspiring people to use crampons with new product design, and changing attitudes around doing routinely check-ups for cervical cancer. Sandra has worked with ways of teaching young people about good mental health practices, inspiring exploration of cities with public transport, and changing habits for seat belt use in public buses. Through this we've found design thinking to be a very versatile tool.

Responsibility

The world has become more complex than ever before, and we encounter new social, environmental and economic problems. We believe we all have an inner motivation and moral responsibility to help people and find out how to contribute in solving these issues.

So as we learnt about the status of today's integration and asylum seeker's situation at reception centers in our society today, we felt compelled to contribute and asked ourselves how we might help in making the situation better with our skill set as designers.

Learning outcomes

We have also seen this project as a learning opportunity and these are the skills we wanted to advance:

Different research methods for finding actual needs and wants through: Workshops, probing and interviews.

Giga-mapping

Visualizing theories and insight

Communicating what design and a design process is to people that do not work in the design field through presentation

Practice in cross disciplinary cooperation.

Using psychology theory, social theory and gamification in design

HOW MIGHT WE USE A HUMAN CENTERED DESIGN APPROACH TO FIND WAYS TO IMPROVE SOCIAL INTEGRATION OF ADULTS: LOCALS AND ASYLUM SEEKERS, IN ORDER TO IMPROVE THE FEELING OF NORMALITY FOR ASYLUM SEEKERS?

Asylum seekers =
all people that live at a reception center.
Locals =
the host community, everyone else that lives in Norway.
Normality=
asylum seekers well-being and possibilities to spend their personal time as they wish along with feeling welcome in the local community.

HOW MIGHT WE DESIGN A SERVICE THAT ENABLE ADULTS TO MEET OVER COMMON INTERESTS, THAT IS ACCESSIBLE FOR PEOPLE REGARDLESS OF INCOME AND LANGUAGE ABILITIES?

Sub problem statements:

How might we enable existing initiatives to reach out to more people?
How might we enable asylum seekers to initiative events and activities in order to meet people with common interests?

Enable = enable the meeting to occur, not focusing on aiding the meeting in itself, although it can.
Meet = meeting physically, not online.
Common interests = every type of hobby, personal interest or leisure activity for personal development, social interaction or relaxation. It could also be linked to one's profession but this is not focused on.

1.5 SOCIAL BACKGROUND

Many studies state that good relationships keep us healthier and happier, and that loneliness can kill (Waldinger, 2015, Winch, 2015). It is therefore of concern that a great number of people are experiencing loneliness in Norway, and people with low income and strict economy are generally less socially active and more lonely (Barstad, 2004).

One of the reasons in Norway might be the culture; it is difficult to forge new bonds outside of the social circle you've grown up in, gone to school in or worked in. So what about people working from home, people that recently moved, newcomers that has yet to grasp how things work, and refugees and asylum seekers?

"I have no Norwegian friends, and I only meet other refugees at the center"
ABEER SAMEER (31) FROM SYRIA. (FREELY TRANSLATED FROM SKJETNE, 2015)

A possibility is meeting people over common activities or events. But unfortunately for many these might be too costly and are informed about in Norwegian and sometimes English, which they might not master, at pages that only a handful of people know about. This creates a negative spiral: not possible to practice language because language is needed to find places and people to practice with.

According to UDIs report on mental health for refugees:
it cannot be emphasized enough how important it is to be able to use own resources and strengths when considering people's self-worth and dignity. Other preventative measures proposed by the same report, are reducing the feeling of powerlessness. (Freely translated from UDI, 2003, p. 16)

Asylum seekers have limited opportunities during their waiting time at the reception centers. While waiting for the processing of the application, a person is only provided with three months of Norwegian language training, along with limited money, transportation and no right to engage in education or paid work before the application goes through. On the other hand they may, naturally, be very eager to start a different life and live "normally".

Central goals of the asylum institute is establishing good relationships between reception centers and municipalities along with laying the premises for integration (Drangsland et al, 2013, p.36).

What is integration? Integration comes from latin and means to make a whole. It is a social process where minorities and majorities is tied together in a society, where they are peacefully coexisting while have equal rights and possibilities (SNL, not dated). This requires learning and understanding about each other, in order to feel confident and safe.

It means forging strong and weak ties between each people. These weak ties that enables a simple "hi" on the street is surprisingly important for asylum seekers feeling of normality (Drangsland et al, 2013, p. 136). Lack of connection between the local population and newcomers will delay this process, and might even be counter-effective by letting the distance between them grow.

Earlier research (retold in Drangsland et al, 2010, p.133) show that it might be easiest to facilitate for contact between children and the local communities, which is correlated with children being in school and in greater degree participate in volunteer organization's activities. Then what about the high number of adults living in reception centers?

"In the beginning I only met people through my kids. Going to school and meeting my kid's friends mothers"
AN INDIAN WOMAN ON MOVING TO A NEW COUNTRY.

Almost all reception centers in Drangsland et al's (2010) report says there is "some" contact between adults at the center and the local community, and less than 10 % reports high degree of contact (Drangsland et al, 2010, p.133).

We have identified a need for social integration for adults; for persons experiencing loneliness, people working from home, people that recently moved, newcomers that has yet to grasp how things work, and refugees and asylum seekers. This is also important considering asylum seekers mental health and well-being.
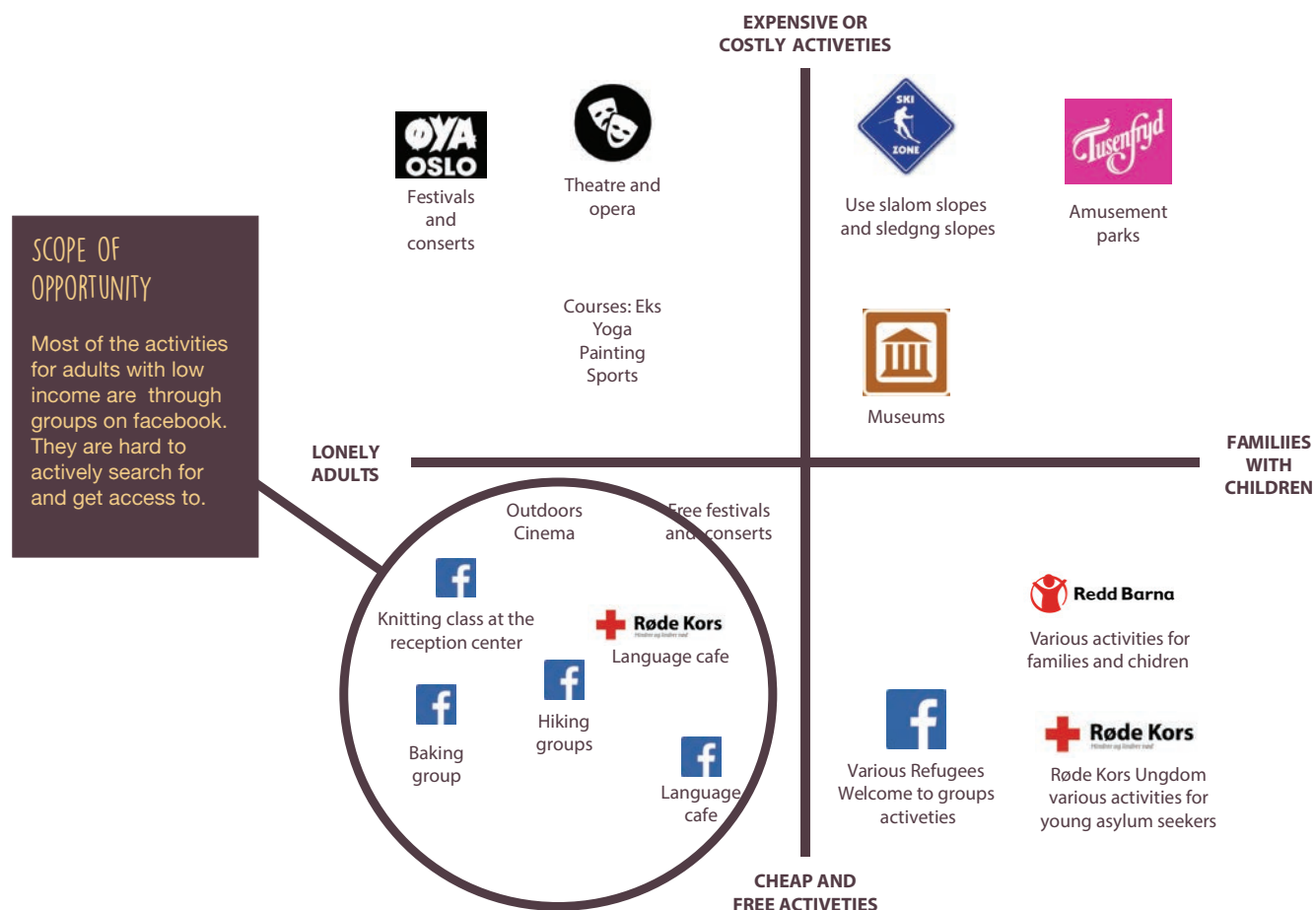
EXPENSIVE OR
COSTLY ACTIVETIES

ØYA OSLO
Festivals and conserts

Theatre and opera

Courses: Eks
Yoga
Painting
Sports

SKI ZONE
Use slalom slopes and sledgng slopes

Tusenfryd
Amusement parks

Museums

SCOPE OF OPPORTUNITY

Most of the activities for adults with low income are through groups on facebook. They are hard to actively search for and get access to.

LONELY ADULTS

FAMILIIES WITH CHILDREN

Outdoors Cinema

Free festivals and conserts

Knitting class at the reception center

Røde Kors
Language cafe

Baking group

Hiking groups

Language cafe

Various Refugees Welcome to groups activeties

Redd Barna
Various activities for families and chidren

Røde Kors
Røde Kors Ungdom various activities for young asylum seekers

CHEAP AND
FREE ACTIVETIES

2.0 LITERATURE

In the Literature chapter you will find the reasons for choice of methodology and theory, continued by a detailed description of methods and theory we have built the process on. This is our handbook for future projects.

How to address wicked problems

Social integration consists of wicked problems, and design thinking has been argued to be a suitable approach to address them with (Zimmerman et al, 2007, p.3).

The wicked problems exists on many different systemic levels; physical, social, cultural and governmental, to mention some. This is why we have chosen a systems oriented design approach, which is open-ended and opens up for cross-disciplinary work.

And since our goal is to design solutions that people will benefit from, we needed to get to know the people we designed for. This has been done through a human centered design and service design approach, which both are fundamentally/essentially people-centered and co-creative in their means.

We also saw it as essential to use this approach because earlier Norwegian studies on the relationship between local communities and reception centers has focused only on secondary information from the asylum seekers themselves (Drangsland, Ellingsen, Hidle & Karlsen, 2010). The reason for this focus was the ethical implications of doing research on a vulnerable group like asylum seekers.

Additional theories

As we see researching all groups that is influenced by today's system as crucial to design a valuable and viable solution, we have approached the research issue with the use of gamification theory. And were earlier studies has focused on interviews and surveys, we have used observation, contextual interviews with follow-ups, building ownership and design probes with the aims to get to find different information that might normally have been hidden for various reasons; people are not always be comfortable saying what they truly mean.

When designing for people, you will constantly be reminded that they are just that: people. We would like to think that we are rational beings, but we are in fact acting as a result to many psychological factors.

Often there is a huge difference between a person's opinion and their actions. We are for instance driven by our habits, we come back for engaging experiences, and are persuaded by easy to use solutions and what other people say and do.

By utilising psychology theory in design, along with getting to know the user group through first-hand research, we are better equipped in helping people take better choices for their environment, their happiness and well-being.

Teaming this with theories from what fosters positive social change for people, we believe this creates a stable foundation for designing a social sustainable solution for social integration wicked problems.

2.2 human centered design

2.2.1 Addressing wicked problems

The issues this thesis is looking at are wicked problems. Wicked problems are problems where you don't know what the problem is. They can't be solved, but you might propose solutions. Just bear in mind those solutions might only be temporary. (Rittel & Webber, 1973)

The general thrust of the problem might be clear, but the root of the problem and what it affects can't be definitely described; they are often complex social issues where no specific solution will solve it because there is no undisputable public agreement (and no way of pleasing everyone with one solution) (Rittel & Webber, 1997). This means it can't be defined through traditional researcher's inductive and deductive reasoning; taking general assumptions and creating specific conclusions, or taking specific observations and making general conclusions (Zimmerman et al, 2007).

On the other hand, design thinking which is based on abductive reasoning can be favorable when addressing wicked problems (Zimmerman et al, 2007).
Abductive reasoning is moving to a best possible explanation given incomplete knowledge, and it allows designers to propose the best possible solution based on the knowledge at hand.

2.2.2 In human centered way

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."
Tim Brown, CEO IDEO (IDEO, not dated)

Human centered design (user-centered, empathic or participatory design) is a framework of processes where the needs, wants and barriers of the users of a product, service or system are given extensive attention at every stage of the design process. It is a problem solving process that includes an iterative approach with regular testing of assumptions and design proposals with the users.

"A brilliant answer to a meaningless question serves no good purpose"
Studio Saasen (not dated)

This is often done through design research; design ethnography, involving experts, etc., and research by design: informed guesses are built and tested: guerrilla testing, mock-ups, rapid prototypes, pilots and similar methods that enable iterations.

Reasons for applying human centered design and iterative processes is the cost effectiveness: Small scale testing can eliminate faults long before launching, along with ensuring the solution is wanted and needed through framing and validating the problem definition and concepts with future users.

2.2.3 Probes

Like the probes sent into deep oceans or into space, design probe methods are developed to gather data to help in answering research questions about domains that are difficult to access or even imagine (Mattelmäki, 2006). Probes are visual, playful and open-ended, and four reasons for applying them are: for inspiration, information, participation (co-creation) and dialogue.

Probing can be done with probes kits; different probes artifacts, tasks and questions given to users, in any way and media that seem fit the purpose of the research. These tasks encourage them to document, interpret and express their experiences and ideas. Probes should have a specific goal in mind (even if this is just asking naive questions or throwing something out there in order to find a direction for the research), but they are often open to unexpected results as well as their self-documenting nature invites to.

Probes can be used to create descriptions of individual users or make personas, capture people's attitudes, lifestyles and emotional issues; people's individual points of view. And because of this, they should be used in conjunction with other methods like expert interviews and observation, or participatory design workshops.

There are mainly two different directions of probes: Informational probes, and Inspirational probes.

Informational probes, along with Empathy probes and Cultural probes, can be used for gathering experiential and subjective user data, and can successfully be used as talking points for individual interviews after self-documentation to discuss interpretations of the data, to address more focused themes and thus enhance the user understanding. They might also be used in sensitive contexts where the use of alternative user study methods is thought to be problematic. Examples might be in contexts where the designer or researcher doesn't have access, or if the user is thought to be more truthful if anonymous. Information probes might also be used as a dialogue tool.

Inspirational probes, like Technology probes and Urban probes, can be used to inspire designers and users to think about new uses for technology or other objects or systems, and such co-designing.
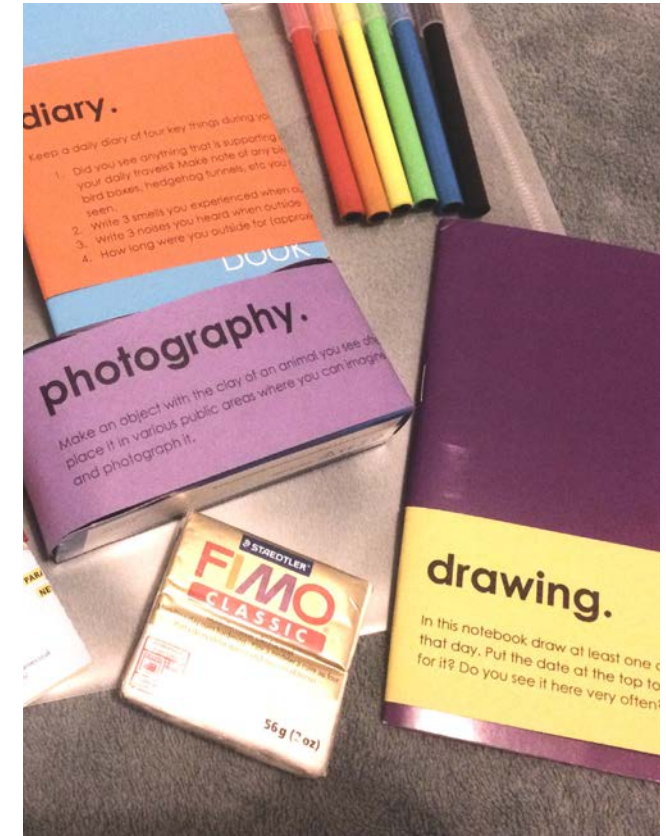
Design Methods #36 – Cultural Probes. (2016, March 2). Retrieved May 13, 2016, from http://www.doctordisruption.com/design/design-methods-36-cultural-probes/

20

2.3 system oriented design

Design is getting more and more complex because of growing demand from globalization and sustainability. System oriented design is systems thinking in the design profession, and is a methodology that addresses these growing challenges.

System oriented design looks at the world as ecologies where everything is connected. Visualizing all dimensions of the project context enables accessing, internalizing and communicating complex systems, which creates the preconditions for strategic interventions (Sevaldson, 2011).

2.3.1 Giga-mapping
Find what you know you know,
hat you know you don't know,
and what you don't know you don't know.
(Skjelten, 2014)

When you need to achieve a common understanding of something or to find relations, mapping is a great tool. Unstructured mapping is best when you want a holistic overview (of anything) and want to explore systems, while structured mapping should be used when you want to understand an experience and explore needs.

Mapping and giga-mapping, is an important method in system oriented design. Giga-mapping is specific ways of visualizing information, often encouraged to be done in collaboration. One of the main characteristics of a giga-map is the focus on relations between parts of a system or between systems, and the map is often used as an immersive artifact that enables asking new questions.

Reasons for using it are plentiful: when you need an overview of preexisting knowledge and for kick starting a project, for planning processes, framing or exploring a problem (possibly together with stakeholders and users), for defining areas for intervention and innovation or idiating with stakeholders and users, finding potential risks, challenges and opportunities, and getting an overview over a project and implementation (Sevaldson, 2011, Skjelten, 2014).

2.4 SERVICE DESIGN

2.4.1 Service design

Service design is an interdisciplinary approach that combines different methods and tools from various disciplines. Service design is about creating great experiences. It is human centered, co-creative through involving all stakeholders in the design process and in believing that everyone can be creative.

2.4.2 Journey mapping

A journey map is a visualization of an experience, structured by touch-points over time
(Stickdorn & Schneider, 2011).

Journey mapping is a structured mapping method often used in service design to provide a detailed overview of a customer service experience, but could be used in many situations. It is a structured mapping method for finding needs, and exploring what influences a person's experience from the person's point of view. The overview enables identification of both problem areas and opportunities for innovation, and by focusing on the specific touch-points it allows for breaking down a service or experience for further analysis. Lastly, the structured visual representation of an experience makes it possible to compare different experiences or comparison between a service and it's competitors.

A multitude of products, services and systems aim to address social issues or environmental issues. Taking the psychology behind what influences people's choices, actions and experiences into consideration can give a better understanding of users needs and thereby creating solutions that are more likely to succeed in their goals.

2.5.1 Context of experience (COE)

A person's feeling towards a product is closely related to the context in which the product is experienced or perceived (Cialdini in Gulden & Moestue, 2011). COE is a framework with different stages and contexts of product ownership. With the help of different psychology based theories one might design for specific experiences in each stage. The method itself was developed to enable designers to break and establish habits in order to design for product attachment (for product longevity) and sustainable behavior.

The framework consists of 5 stages, but the numbering is only one proposed sequence for product experience: 1. Pre-purchase,

2. Point of purchase, 3. Product (product appearance, association and affordence), 4. Product use, and 5. Late use/planning of replacement/post use.

Regarding that there are similar stages for acquiring or using a service, we have used the method for looking at services in this thesis.

CONTEXT OF EXPERIENCE

| PRE–POP (POINT OF PURCHASE) | POP (POINT OF PURCHASE) | PRODUCT | PRODUCT USE | LATE USE/ PLANNING REPLACEMENT/ POST USE |

2.5.2 Principles of persuasion

Persuasion principles can be understood as cognitive shortcuts that release a person to consider behavior in a certain context. These shortcuts are useful when choices has to be made in a blink of an eye (Gulden & Moestue, 2011, p. 4). An example of such a situation: parts of a group notice an attacker approaching and starts escaping; others follow without seeing the attacker themselves, and survives.
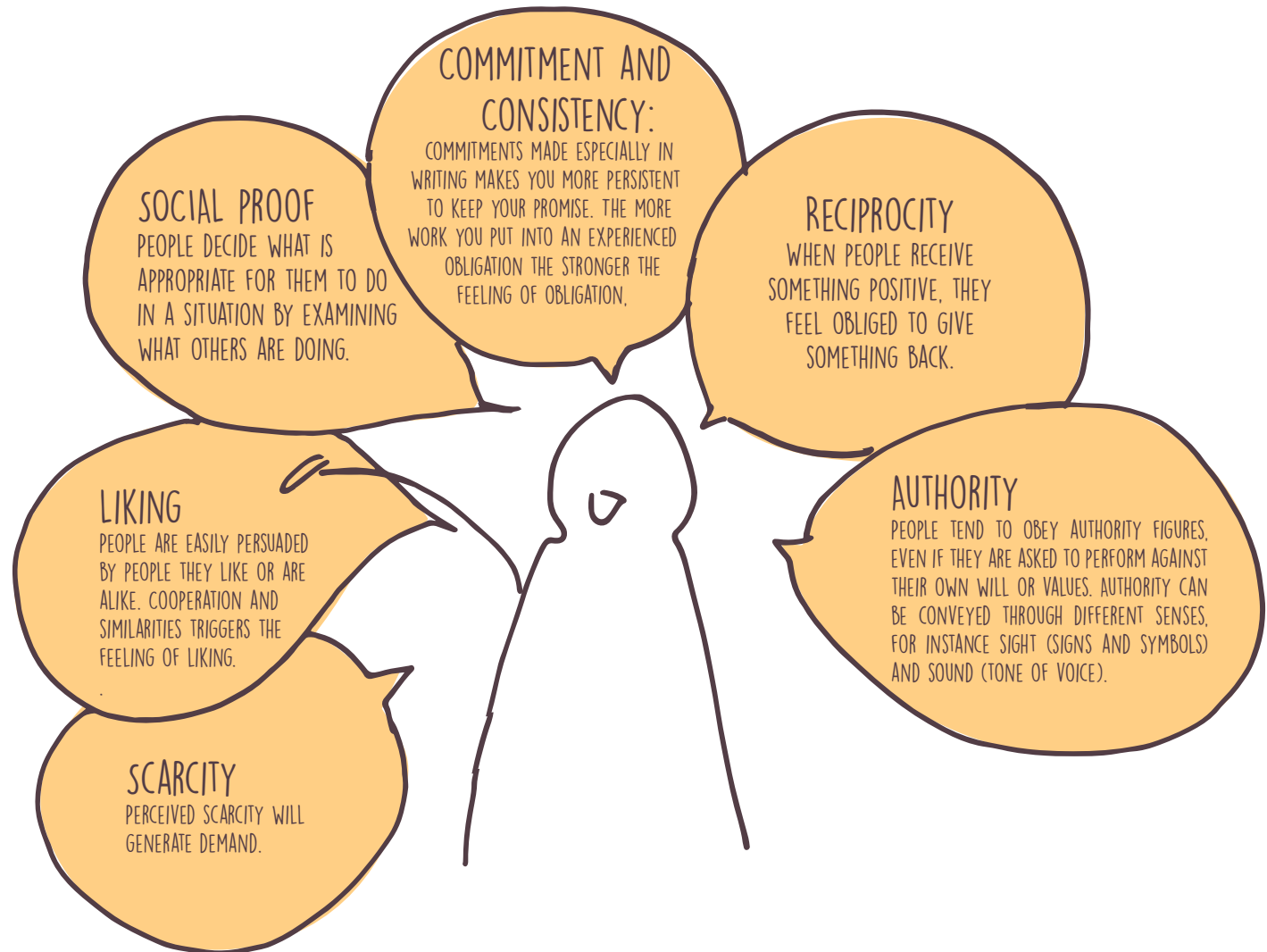
There are six principles of persuasion based on Cialdini (2009) in addition to two phenomena, that might persuade people: Reciprocity, Commitment and Consistency, Social proof, Liking, Authority and scarcity.

Contrast phenomenon
People's perception of something changes through what they have just perceived. This is similar to priming.

Principle of convenience
People are more easily persuaded through experiences that are experienced as easy to access.

SIX PRINCIPLES OF PERSUASION
(Cialdini, 2009)

SOCIAL PROOF
PEOPLE DECIDE WHAT IS APPROPRIATE FOR THEM TO DO IN A SITUATION BY EXAMINING WHAT OTHERS ARE DOING.

COMMITMENT AND CONSISTENCY:
COMMITMENTS MADE ESPECIALLY IN WRITING MAKES YOU MORE PERSISTENT TO KEEP YOUR PROMISE. THE MORE WORK YOU PUT INTO AN EXPERIENCED OBLIGATION THE STRONGER THE FEELING OF OBLIGATION,

RECIPROCITY
WHEN PEOPLE RECEIVE SOMETHING POSITIVE, THEY FEEL OBLIGED TO GIVE SOMETHING BACK.

LIKING
PEOPLE ARE EASILY PERSUADED BY PEOPLE THEY LIKE OR ARE ALIKE. COOPERATION AND SIMILARITIES TRIGGERS THE FEELING OF LIKING.

AUTHORITY
PEOPLE TEND TO OBEY AUTHORITY FIGURES, EVEN IF THEY ARE ASKED TO PERFORM AGAINST THEIR OWN WILL OR VALUES. AUTHORITY CAN BE CONVEYED THROUGH DIFFERENT SENSES, FOR INSTANCE SIGHT (SIGNS AND SYMBOLS) AND SOUND (TONE OF VOICE).

SCARCITY
PERCEIVED SCARCITY WILL GENERATE DEMAND.
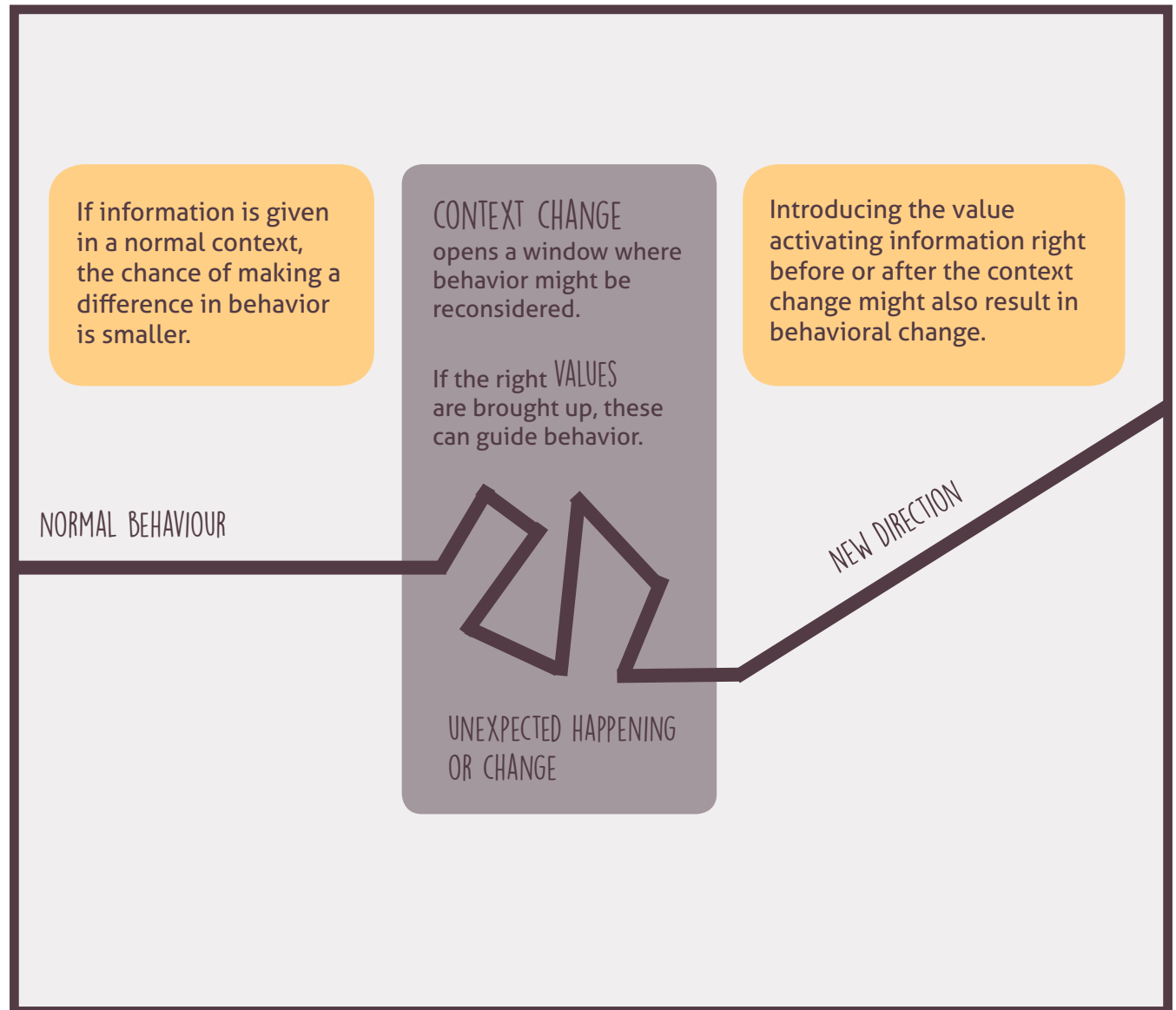
2.5.3 Habit psychology

Habits are behavior performed without considering how it relates to own attitudes (K. Lewin retold by Gulden & Moestue, 2011). When acting on habits people are not cognitively active.

Stability and context change
A habit easily forms and gets stronger the more frequent an action is performed. Stability in the context of the behavior is also a significant factor for a habit to develop, and thus changing the context might create a void where the behavior might be open to change. A change in context would cognitively activate a person and snap it out of autopilot.

Priming and activating values
If people's values are activated in relation to considering of a behavior, they are very likely to act according to their value. People are also more likely to consider alternative behaviors if they are primed with questions or information about values right before the behavior takes place, even if the values does not align with the person's values (Gulden & Moestue, 2011). Also worth noticing is that the principles of influence (Cialdini) are more likely to guide behavior when a person is cognitively active.

If information is given in a normal context, the chance of making a difference in behavior is smaller.

CONTEXT CHANGE opens a window where behavior might be reconsidered.

If the right VALUES are brought up, these can guide behavior.

Introducing the value activating information right before or after the context change might also result in behavioral change.

NORMAL BEHAVIOUR

NEW DIRECTION

UNEXPECTED HAPPENING OR CHANGE

2.5.4 Behavior changing design principles

Dimensions of behavior change is a design tool developed by Johannes Daae based on behavior psychology, and looks at how design can influence users behavior for a more sustainable use of products (Daae, 2014). Sustainability is about both economical, social and environmental sustainability. This master thesis has used it as a tool to create socially sustainable solutions, in the form of well being and empowerment of people through social integration.

The method emphasizes the importance of understanding the user and their environment in order to design products that works optimally regarding sustainability. This makes the foundation for an analysis to uncover what concepts and ideas that will influence the targeted group. This is found through analysing the concepts and ideas in regard to how much control the product should have over the user and how much attention it should demand.

Selecting behaviour changing design principles
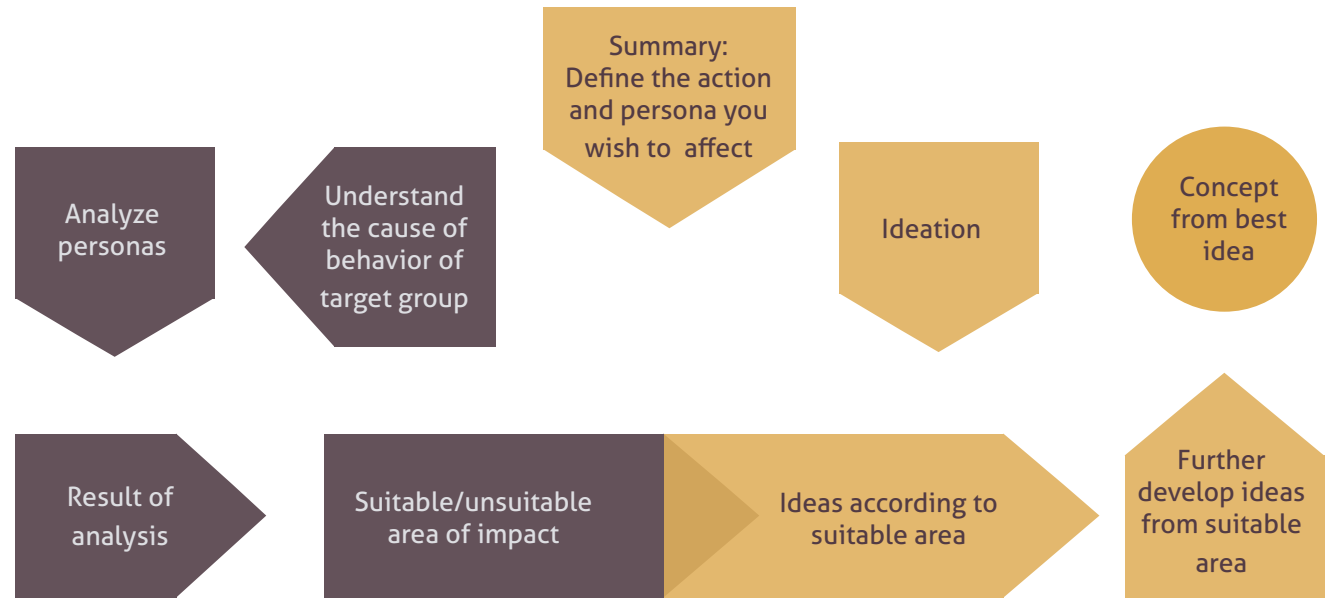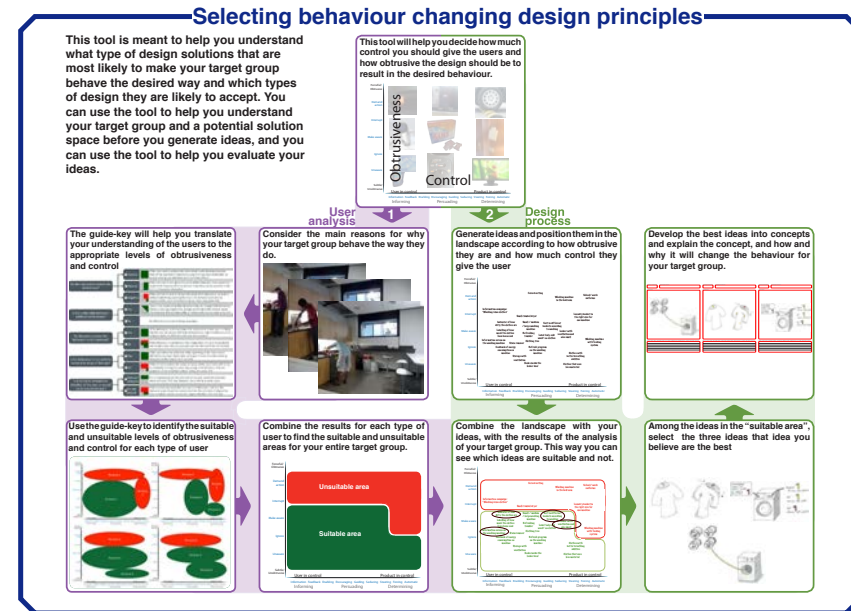
2.5.5 Product attachment through different levels of activation

An experience is not a full experience if you aren't challenged or activated somehow.

Typical reasons given for why a product remains a favorite and are perceived meaningful are related to memories and relational events (Gulden, 2013). If a design activates people in ways that create memories therefore influence people's degree of feelings of attachment and thus influence the product's longevity. One might assume that the same would elicit loyalty and continuous use for services and systems.

"If an experience with a product is considered valuable, so is the product"

Levels of activation (LoA) is suggested as an analytical and creative tool in order to evaluate the ability of a design concept to stimulate consumer product attachment, to be used with the COE approach.

Gulden (2013) has defined five levels of activation, although this is only a suggestion and there might exist other activations what are useful in different project briefs.

1. Cognitive:

Activating the user cognitively can snap users out of their autopilot and habits, and lead to consideration different behavior. Cognitive activation can happen through change in context, physically or mentally (like a major change in people's lives: moving houses or getting a new family member). The more effort a user invests in a product or service the more the user is likely to become attached to it. This might for instance be planning. Further, open ended products invite to cognitive activation through opening up for different ideas of use, and motivate towards making other contexts of use.

2. Motional:

A physical effort is a motional activation. The more effort a user invests in a product or service the more the user is likely to become attached to it. Motional activation like power posing and working out elicit feel-good hormones in the brain. The same goes with smiling and laughing (spontaneously or faked). If these hormones are released while using the product or service, the user might come to associate it to these good feelings, and thus become more attached to the product or service.

3. Relational:

Products used with other people, as communication or co-operation, stimulate fellowship. If you relate a product or service to someone you like, or has used it with them, you are more likely to cherish it the same way.

4. Perceptual:

The activation of different senses. The feelings and associations followed by the different sensory experiences might influence feelings towards the product or service.

5. Imaginative:

Planning the outer aesthetic qualities of a product through personalizing, motivates imagination. Fantasizing about how it will be to have a product (or use a service) is likely to strengthen the degree of product attachment before the acquisition, and also after the product has been purchased. (Gulden & Moestue, 2011)

Gamification is the use of game design elements in non-game contexts.

"[games can] motivate users to engage with them with un-parallelled intensity and duration, [and] game elements should be able to make other, non-game products and services more enjoyable and engaging as well"
(Deterding et al, 2011)

They can be used to make products more compelling, motivate and increase user activity and create user attachment. They can be built on the Skinner box elements from behavior psychology, which might reinforce behavior: Curiosity, Mastery, Mental challenge, Narrative, Novelty and Flow.

But gamification can be used for more than this. There are different levels of Game Design Elements one might use. (Deterding, Dixon, Khaled & Nacke, 2011) In this master thesis we have looked at three of them:

1. Game interface design patterns:

The common, successful components where game elements are utilized for reinforcing behavior with rewards: through reputation systems with points (tracking & feedback), badges (leveling & goal setting), and leader-boards (competition) (Deterding et al, 2011).

2. Game design patterns and mechanisms:

The parts of a game that concern gameplay: time constraints, limited resources and taking turns, procedures and boundaries. This might be used to create engaging experiences in order to nudge people to act a certain way.

3. Game design principles and heuristics:

Looking at a situation or a solution (or even government guidelines) as if it were a game in order to describe and analyze it.
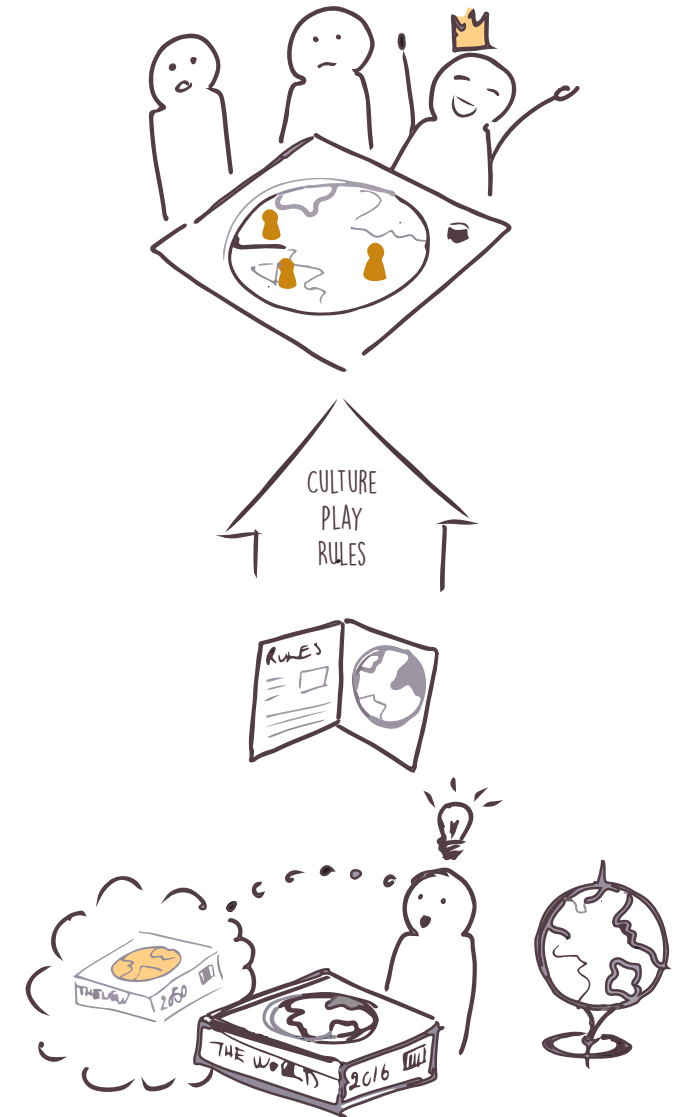
Re-imagine it as a board game

Games can be for entertainment, but they also reflect our culture and norms. Kids learn about culture through games, and play. In many ways, games and society's systems are built up of the same elements.

Thus, analyzing systems as games using the list of elements by Fullerton (2008), we might see a system with new eyes. Abstracting systems into games might also make it easier to identify possibilities for intervention because it invites to play. Play with culture, social norms, values and beliefs.

How to analyze the game:
Determine what rules a situation or system have - the constraints, procedures and boundaries, the play it enables - how the rules are evidenced and what possible behaviors the user can do, and the culture it grows - how the rules are understood, how it affects people and their goals, and how it affects society and grows culture.

Game elements based on Fullerton (2008):

1. Players: Any special roles or requirements?
2. Objective: What is the goals of the game?
3. Procedures: What do you need to do to play or reach goal?
4. Rules: What limits actions on play or ways of reaching goal?
5. Conflict: Who is working against each other and who is teaming up?
6. Boundaries: What are the physical/conceptual boundaries?
7. Outcome: What are the potential outcomes ?
8. Challenge: What creates challenge, and makes it engaging?
9. Play: What are the possible actions within?
10. Premise/Story: What is it?

"Above all, a game is an opportunity, and easy-to-understand instrument by which context is defamiliarized just enough to allow (...) play to occur".
(Flanagan, 2009)

WHAT YOU CAN DESCRIBE CLEARLY, YOU CAN QUESTION AND INTERVENE
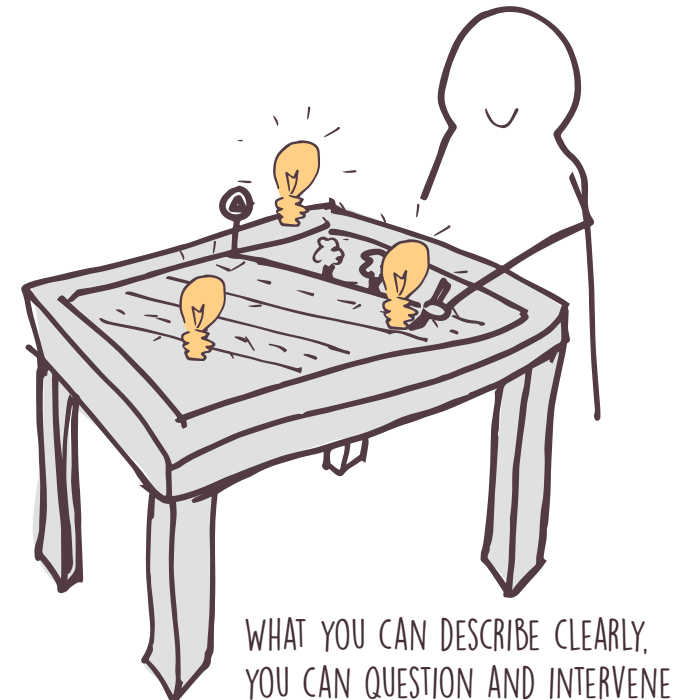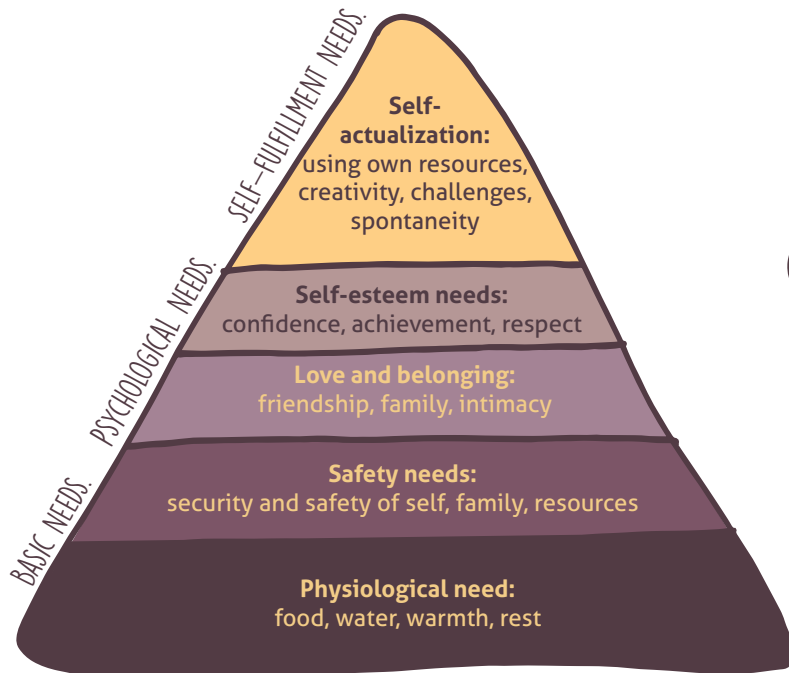
2.7 SOCIAL SUSTAINABILITY

2.7.1 Social issues

A social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than current solutions (Stanford Graduate School of Business, not dated). Social innovation is about meeting social, cultural and environmental needs, and being socially sustainable.
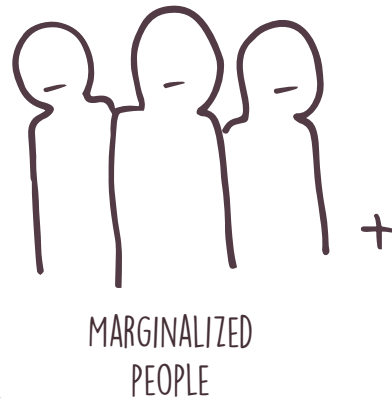
2.7.2 Social change

But what makes social innovations socially sustainable? Sarah Schulman from InWith-Forward (Schulman, not dated, p.7) argues that what actually brings about change for people isn't covering one's unmet needs through receiving a service.

What enables fundamental change are a series of interactions that build competency & control; self-worth; purpose; future orientation; and social support. Because these are the factors underpinning outcomes like health, well-being, and independence. Designing with this in mind is designing for social sustainability.


MASLOWS PYRAMID OF NEEDS

Self-actualization: using own resources, creativity, challenges, spontaneity

Self-esteem needs: confidence, achievement, respect

Love and belonging: friendship, family, intimacy

Safety needs: security and safety of self, family, resources

Physiological need: food, water, warmth, rest

SELF-FULFILLMENT NEEDS.
PSYCHOLOGICAL NEEDS.
BASIC NEEDS.

MARGINALIZED PEOPLE

INTERACTIONS THAT BUILD:
1. COMPETENCY AND CONTROL
2. SELF-WORTH
3. PURPOSE
4. FUTURE ORIENTATION
5. SOCIAL SUPPORT

SOCIAL CHANGE

2.7.3 Enable social change

Schulman further suggests 7 enablers (Schulman, not dated, p.19) for moving a service to maintaining people's lives to changing people's lives. In this master project we have especially looked at one called Bridging social capital. Bridging social capital is about connections with people who have different backgrounds and resources - like colleagues or acquaintances, and is contrary to bonding social capital; strengthening ties between people with similar backgrounds and resources.
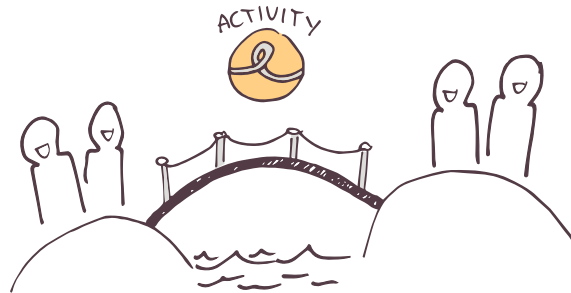
BRIDGING SOCIAL CAPITAL

Bridging social capital contributes to intentional change by widening what people see as possible for themselves and giving them the means to move towards that revised vision.

Whilst bonding social capital can create a safe space for learning and experimentation, bridging social capital provides a lot of the content for that learning and experimentation. Without bridging social capital, individuals might feel supported but lack the information and tangible contacts to explore and take-up new opportunities (Schulman, not dated, p.19). Sosial Spaghetti is a solution that aim to bridge people of different social capital through common interests and hobbies.
People that wouldn't normally not be able to meet because of language barriers, can now connect, enabling their resources to benefit more.

2.7.4 Creating change through ownership

Schulman argues that users' ownership of a solution is itself a mechanism for change. Ownership is built, amongst other ways, through collecting local data, involving people in the research and including people in iterations of solutions (Schulman, not dated, p.5). This is much like principles found in human centered design and service design with their co-design approaches. This

might ensure use of the service because you check the desirability and it gives people a feeling of control and self worth - their voice matter.
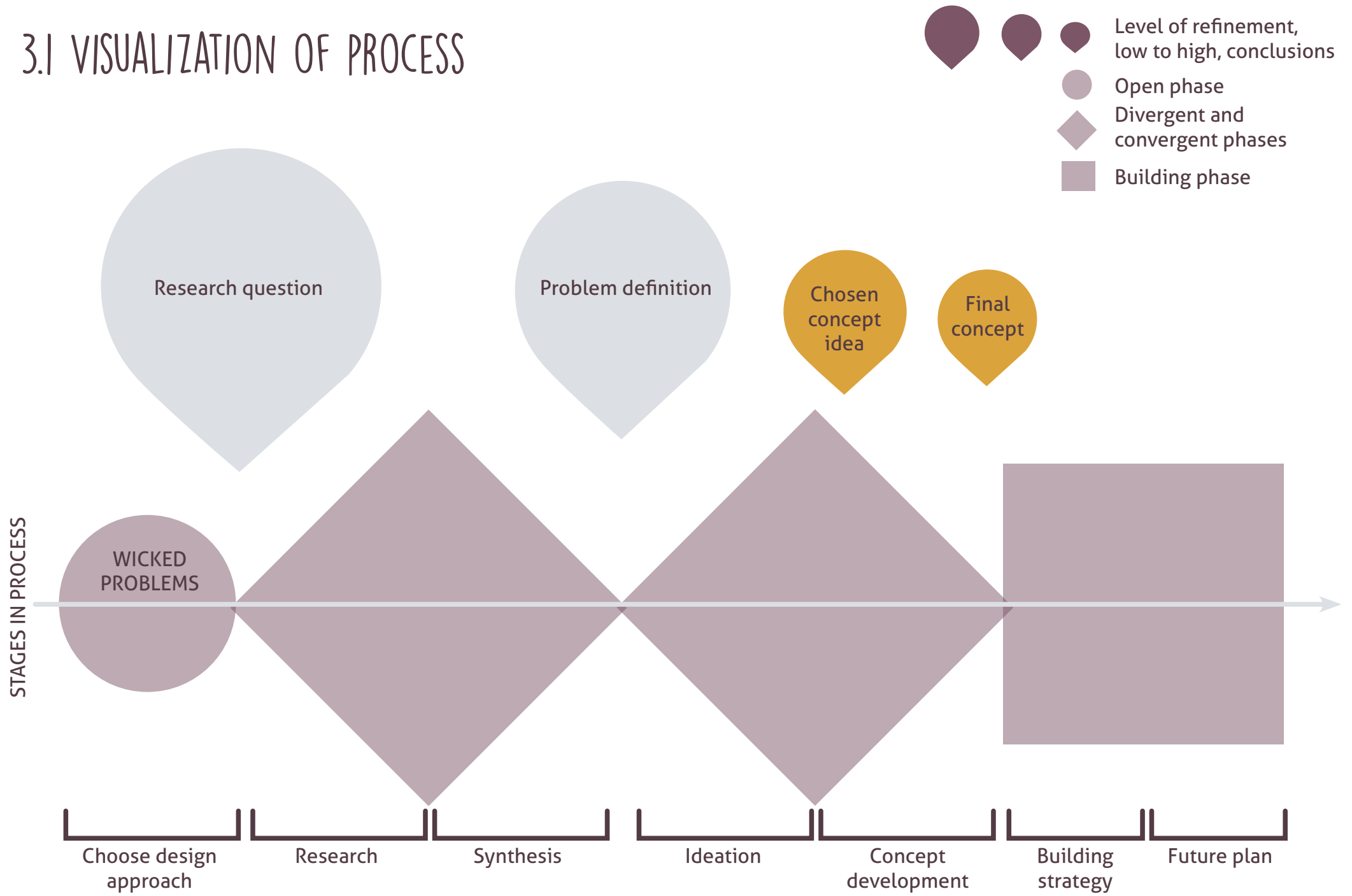
On this background we chose to focus our work in one specific area and one reception center in this project: Ås and Bjørnebekk reception center.

3.0 PROCESS

This chapter present a visual overview of our process throughout this project.

3.1 VISUALIZATION OF PROCESS

Level of refinement, low to high, conclusions

Open phase

Divergent and convergent phases

Building phase

Research question

Problem definition

Chosen concept idea

Final concept

STAGES IN PROCESS

WICKED PROBLEMS

Choose design approach

Research

Synthesis

Ideation

Concept development

Building strategy

Future plan

4.0 METHODS

This chapter presents the different methods that were used, why they were used, and the findings they gave. The chapter is divided in four: Research, Defining the problem statement, Ideation and Concept development and iteration.

In this chapter the Research Question is explored through different variety of methods based on the theoretical background, and shows how we defined a Problem Statement which you will find in the next chapter: Ideation.

HOW MIGHT WE USE A HUMAN CENTERED DESIGN APPROACH TO FIND WAYS TO IMPROVE SOCIAL INTEGRATION OF ADULTS: LOCALS AND ASYLUM SEEKERS, IN ORDER TO IMPROVE THE FEELING OF NORMALITY FOR ASYLUM SEEKERS?

Asylum seekers =
all people that live at a reception center.
Locals =
the host community, everyone else that lives in Norway.
Normality=
asylum seekers well-being and possibilities to spend their personal
time as they wish along with feeling welcome in the local community.

We used giga-mapping because of it's ability to tackle wicked problems and finding things you didn't know you didn't know (Sevaldson, 2011, Skjelten, 2014); first we got an overview of the team's preexisting knowledge, then we found areas for further research through zoom points (that we researched further) in order to get more a holistic overview of the social and systemic area that integration and asylum seekers are in. In the process we added a new type of point to the original Z, I and P: Assumption, which we discussed and decided whether or not we needed to check through the use of expert informants. We did this in order to find leverage points for addressing asylum seeker's well-being and feeling of normality, so that we in order could define a problem statement to work with.

An important note is that giga-mapping also was used as a tool for immersing in context: always keeping the research visible in our workspace. As the research expanded, so did our map on the wall, so that we kept the big picture. This also allowed discussions with other designers and gave us fresh eyes and new questions during the process.
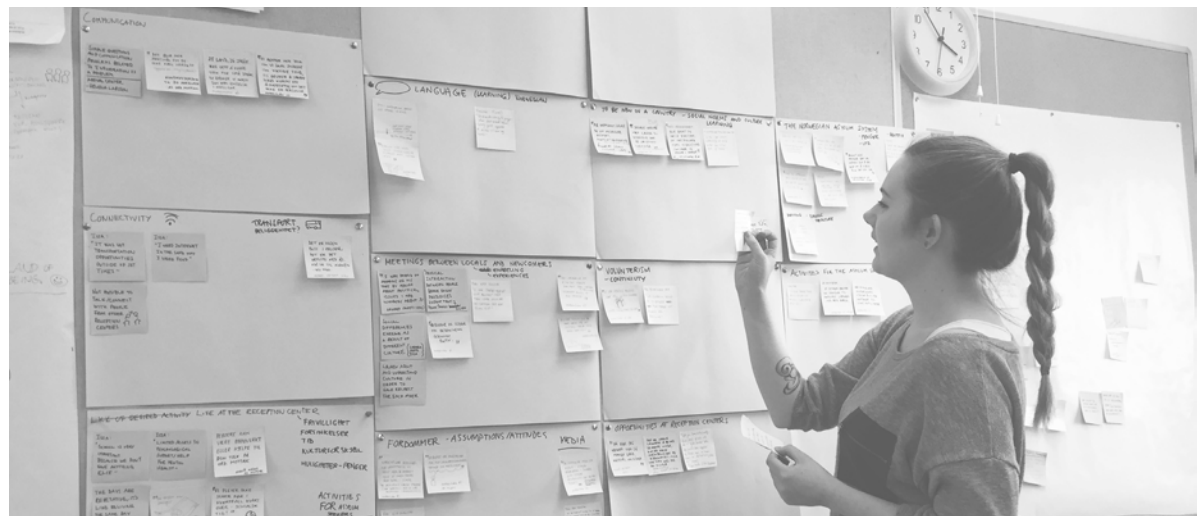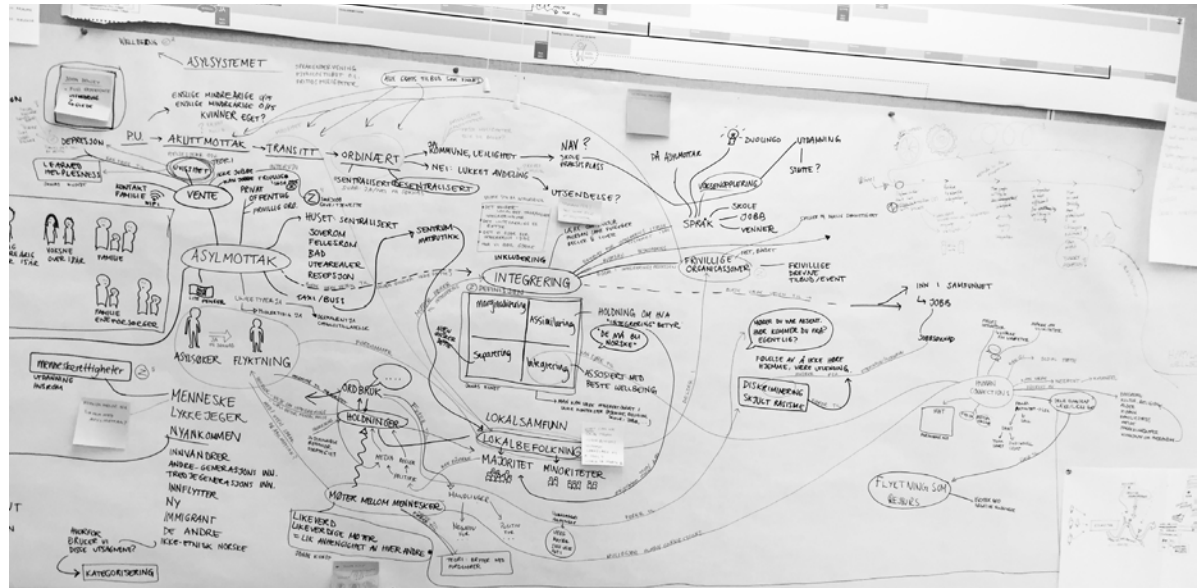
To explore zoom-points we did observation and interviews, that we analyzed by clustering into themes:

We conducted contextual interviews and contextual interviews instead of further literature search because we found it to be quicker, but also to test if we were onto something with experts and stakeholders, and to open for unexpected and important finds (there is usually a reason for why an interview subject says something on own initiative).

To check assumptions in our giga-map we conducted an expert interview with a sociologist. Further, contextual interviews with employees at different types of reception centers was done to research the questions literature didn't answer; like what types of activities was available and how they were informed about. It also enabled observations, that are important because an outsider, as designers often are, will see offer a different view on situations than people working around their issues everyday. Most importantly it enabled other stakeholders to take ownership in our project; an important factor in creating lasting social change (Social change chapter).

Find: Asylum seekers are a vulnerable group, and they might not be comfortable talking about their experiences, needs and wishes for their situation while they are in the midst of it, in fear of saying something wrong that will affect their asylum application.

Insight: Design a way of interviewing asylum seekers so they talk freely

Find: Beware the associations of the words you use. Asylum seekers don't want to bear the label asylum seeker because of the associations and assumptions that follow. This would hinder them in feeling normal, and might repel other people. Don't put people in categories that are negatively charged already if you want to break misconceptions. Insight: The solution can't say things like "befriend asylum seekers". The solution have to avoid labeling people.

Observation information boards and information meeting

Find:
"There are so many notes [with information] that you can't see anything"
Eva Kind, employee Bjørnebekk reception center

Much of the information is longvined and in Norwegian, even though residents say learning Norwegian is difficult and a challenge.
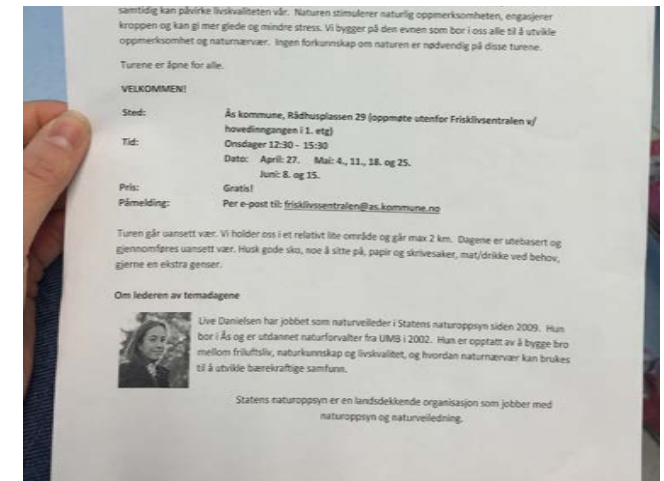
Example of information about activity

Find: It might be hard to get all the information because the presenter has to speak both Norwegian and English, and we have to stop regularly to wait for the translator. People usually arrive late. The information meetings are not the best way to inform about activities, as they are structured today.

"I don't reach out [about activities] to people that isn't attending the information meeting. And everyone doesn't always understand, it can be difficult with the language" Eva Kind

"It is always a lot to do here [at the reception center], I get questions from the residents all the time."
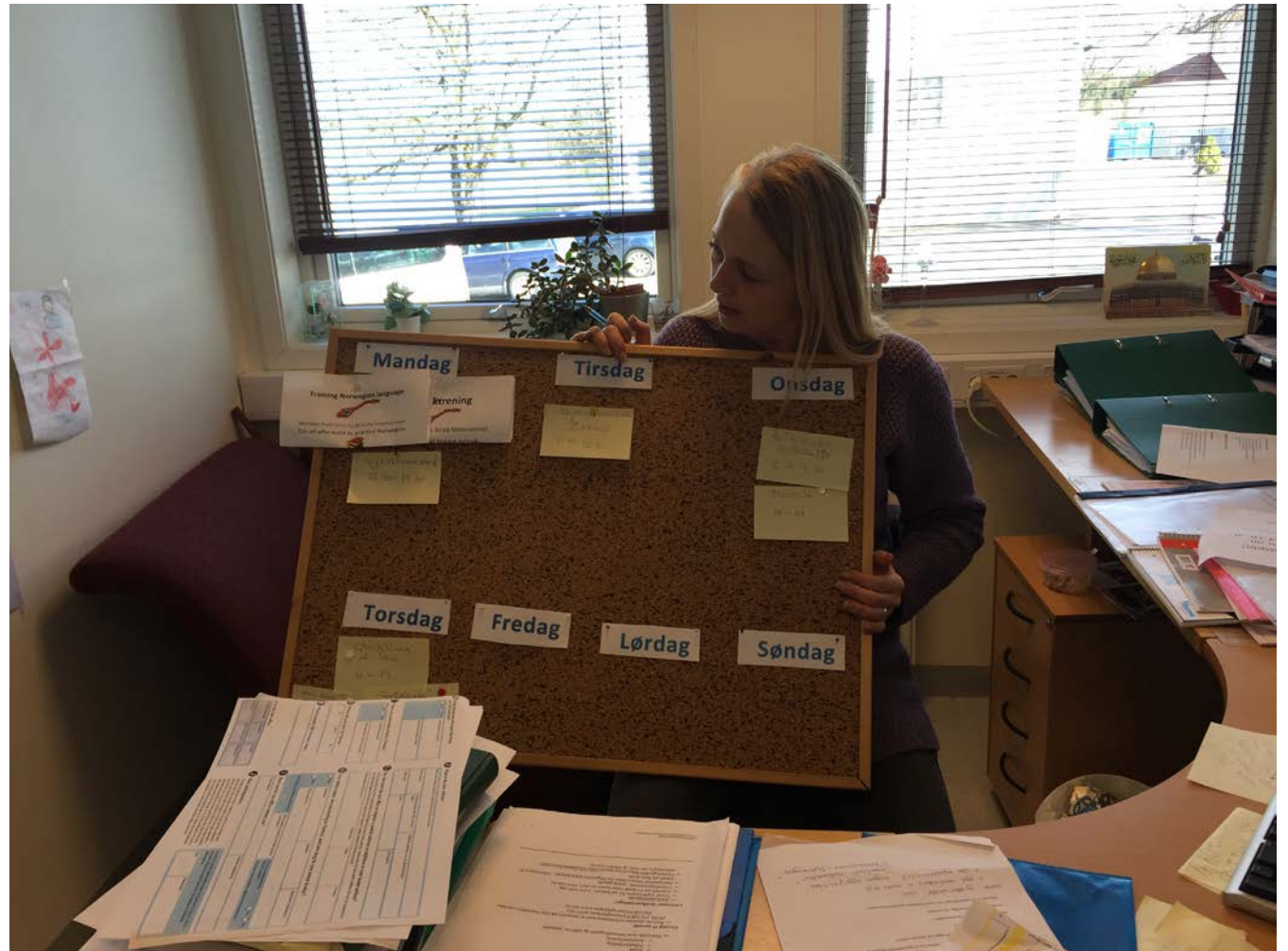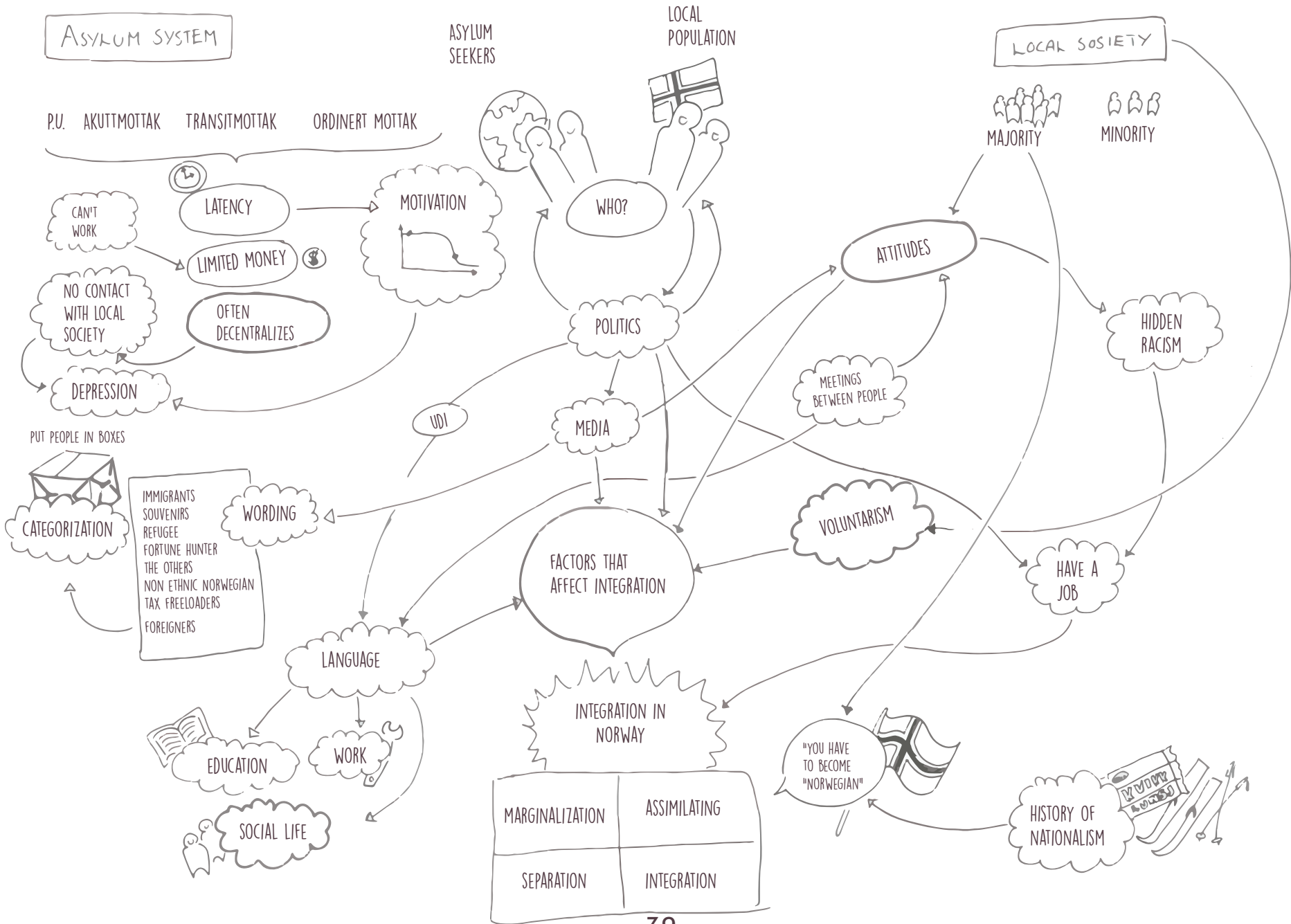Eva Kind, responsible for information

Insight:
Employees have a lot to do, so it would be good if our solution also eased or decreased their workload.

Insight:
There is **a** need for a new information system, both for employees and residents. We need to talk about information with activity initiators, and find ways to make it easier for them to communicate in a way asylum seekers will understand also in their early time in Norway.

ASYLUM SYSTEM

ASYLUM SEEKERS

LOCAL POPULATION

LOCAL SOSIETY

P.U.   AKUTTMOTTAK   TRANSITMOTTAK   ORDINERT MOTTAK

MAJORITY   MINORITY

CAN'T WORK

LATENCY

MOTIVATION

WHO?

ATTITUDES

LIMITED MONEY

NO CONTACT WITH LOCAL SOCIETY

OFTEN DECENTRALIZES

HIDDEN RACISM

POLITICS

DEPRESSION

UDI

MEDIA

MEETINGS BETWEEN PEOPLE

PUT PEOPLE IN BOXES

IMMIGRANTS
SOUVENIRS
REFUGEE
FORTUNE HUNTER
THE OTHERS
NON ETHNIC NORWEGIAN
TAX FREELOADERS
FOREIGNERS

CATEGORIZATION

WORDING

VOLUNTARISM

FACTORS THAT AFFECT INTEGRATION

HAVE A JOB

LANGUAGE

EDUCATION

WORK

INTEGRATION IN NORWAY

"YOU HAVE TO BECOME "NORWEGIAN"

SOCIAL LIFE

HISTORY OF NATIONALISM

MARGINALIZATION	ASSIMILATING
SEPARATION	INTEGRATION

39

Gigamap summary:

Asylum seekers are on their way towards integration (until if the person is not granted asylum) as the asylum institute is aiming at facilitating for integration (Drangsland et al, 2010). Part of integration is learning about other cultures. "Norms and rules is learnt through action and practice" (Thorsen, personal communication, 2016). Therefore it is a problem that the people living at the reception centers don't interact much with the locals. The same can be said about locals, because they miss out in learning about the newcomers. Their lack of knowledge might lead to misconceptions, fear and distancing, further dividing people.

Misconceptions and negative attitudes spread and manifest itself amongst people and in media, and reaffirm or affect people's perception, and affects the local's will to learn about the newcomers, and by that integrate. The general attitude towards asylum seekers and newcomers affects their feeling of being welcomed, along with their their will, motivation and energy to integrate and learn the language. This again might strengthen negative perceptions about newcomers, and it starts spiraling. Not to mention that the newcomers won't have the same opportunities for work and education (because of lacking social network, and lack in will to employ someone with a foreign name), and might be unable to make full use of skills and resources - which is connected to bad mental health.

"Many Norwegians seem to understand integration as assimilation: newcomers have to integrate themselves and learn about Norway" (Thorleifsson, personal communication, 2016).

Eight out of think that 'the immigrants themselves have the main responsibility for integrating into society' (IMDI, 2014), and these attitudes are reaffirmed by the language of media and politics.

But integration is a two-way process, and if one part isn't being integrated, the other one won't either. *"Norms and rules is learnt through action and practice." sais Cathrine Thorleifsson, sociologist.*

"Asylum seekers see what is happening in the media picture" Eva Kind.

"I'm worried that people are afraid of me because I'm muslim" Asylum seeker
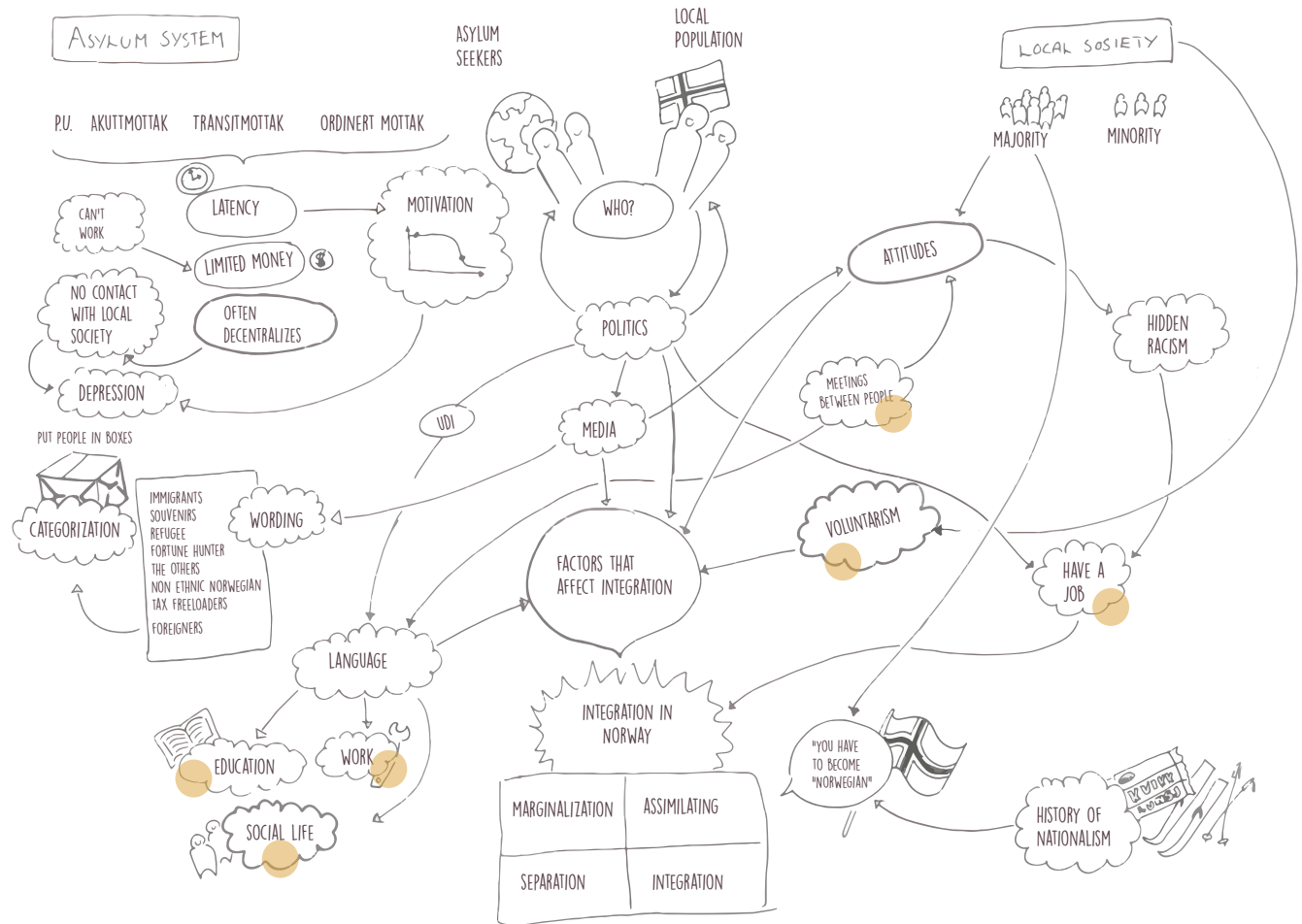
Main Insight:

Insight:The leverage point is identified as meetings between people.

Locals need to be part of integration on a much greater scale than today. Local people's attitudes and expectations are highly influencing the well-being and feeling of normality for asylum seekers. By meeting one can learn from and about each other, break down misconceptions and forge social bonds (Larsen, 2015). This changes local's actions and attitudes towards asylum seekers. And then an exchange of stories, social norms and culture can happen.

Based on this we chose to further map how asylum seekers and locals meet today, and their motivations and barriers for doing so.

Find: Today the main road to meet asylum seekers are through volunteer work and local organisations: and doing a three night course (like it is with the Red Cross) and becoming a volunteer.

Insight: We need to check if meetings where some people are volunteers is a good way of doing social integration. This can be done through journey mapping with a former asylum seeker, and through an informational probe with engaged locals that are likely to have been involved with asylum seekers as volunteers or in other ways.

Why workshop, and why gamify it?
To find specific systemic information, to open up to unexpected findings, to test our assumptions and allow participants to talk freely through avatars.

We wanted to know: What knowledge do asylum seekers have about the social and practical systems enabling getting to know people in Norway? Do they know local people, how might they go about to get to know people, and what barriers might they meet? How do they wish to integrate, is that a wish? Do they want to get to know locals and why?

To find specific systemic information
Because we had specific questions to and about asylum seekers (based on earlier research), we chose to do a structured mapping workshop to map the system as asylum seekers saw it. We also used gamification as a framework and analyzing tool for the workshop. Since analyzing a system as a game defamiliarize it just enough for playing with and rethinking the system, as described in chapter Gamification, we found this to be an interesting way of

getting participant's opinions (and possibly also their dreams for the future). In short we asked a group of three asylum seekers to explain how the "game" works for different "players", and the game was about being asylum seekers and the goal was getting to know people outside the reception center.

To be open to unexpected findings, and to test our assumptions
Our research until now had pointed us towards working with enabling locals and asylum seekers to interact more. And to test our assumption we made an empty board game and defined the goal as getting to know local people. We designed for participants to be able to react to it and change it, in case we were on the wrong track and this wasn't important to them: The board and the props were hand-drawn in order to invite for fundamental changes and ad-ons to the game, and we offered post-its (because of its invitation for trial and error) and different pieces to use creatively if needed (illustrasjon: pil til håntegnet firkant, nøkkel etc, post-its og andre verktøy). Even the goal itself was on a post-it so that it might invite to discussion or adding another post-it with

a different goal.

Allowing participants to talk freely with avatars
By gamifying the workshop itself by assigning them avatars, we allowed the participants to be anonymous and more free in their expressions. They could talk for their avatar instead of themselves.

VISIT MY FRIEND'S HOME

Activities you can do to get to know people

★

STARS you have to collect before you can reach the goal
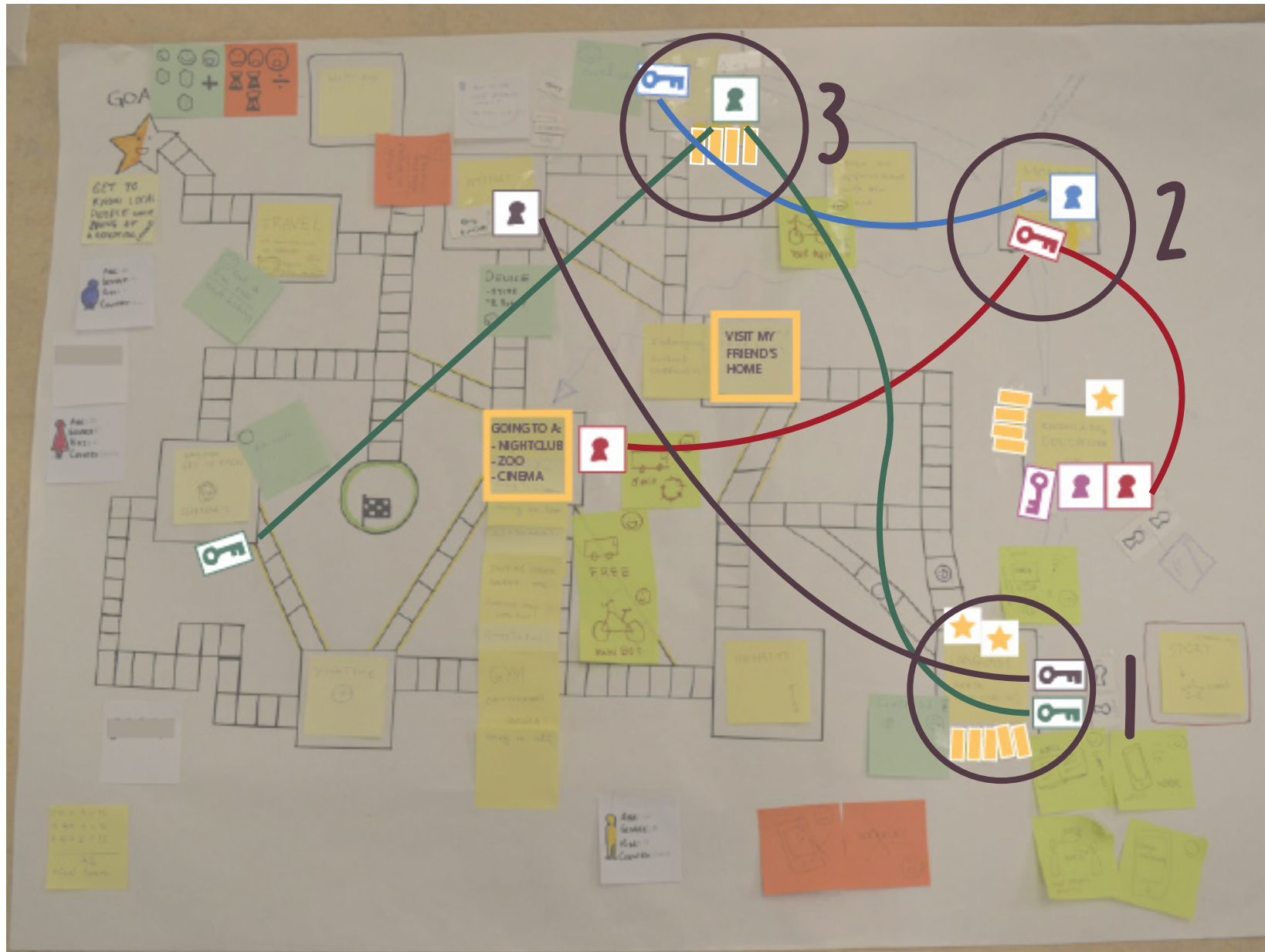
KEYS to unlock different objectives to collect points.

POINTS you get for different activities

OVERVIEW OF WORKSHOP

1 LANGUAGE

2 EDUCATION

3 JOB/MONEY

Explanation of workshop

We initially wanted the workshop to give us answers about how they would go about getting to know local people and if they had any connections, and asked them to define different steps (gamification: procedures) to reach the goal: get to know local people in Norway.

The main insight from the workshop was that the participants didn't know how to get to know people in Norway:

"Oh, but in Norway it's very different!"
Participant pointing out that there are very different ways of getting to know people in Norway compared to other countries.

"How do you get to know people in Norway?"
"What do people like to do?" Participant asking workshop facilitators at the end of the workshop.

Their present ways of getting to know people aren't sufficient, or that the ways they proposed in the workshop were just guesses. Asylum seekers know few people outside the reception center, they wish to learn, but they don't know how. This information is not part of the obligatory information program or has not gotten through to them.

How is everything connected?

Further on we used keys and locks to discuss if some things needed to be done in order to do something else (rules that affect possible actions). And then we introduced points and stars to see how they would rank different steps in level of influence for the avatar to reach goal, to further see how the rules affect their possibilities.

"You need money to do all the activities"

Finding: The steps that got the highest rating was language and then education and work, with money on 4th place because the other would lead to money. This shows how they see the system today: according to this game there is no way of getting to know people or having a normal life without this.

It also shows that they see few options for themselves while living at the reception center, when we know that they can only access a limited number of Norwegian lessons - at least until their application is approved.

This could indicate that they don't see that knowing people might open doors to jobs. Getting to know people is something you do after you get a job and money according to this game. There is also no connection between knowing people and getting better at Norwegian.

The asylum seekers seemed to explain the game as if it had only one way of reaching goal: almost all steps were connected, so you had to get them all in a quite strict order. To meet people you need to go to places where there are people, these places cost money, so therefore you need a job, and to get a job you need education and Norwegian, in addition to maybe a positive attitude, which means some people would be better off from the start (some players with special knowledge).

The rules they saw did not leave many ways of "playing this game".

Barriers and helping events
Further on we asked about barriers and helping events that would affect them on their way to the different steps. They proposed very few things.

Insight: What we took out of this is that it is hard to reach the goal of the game, and they do not have a lot of knowledge things (resources) that could help them on the way.

We've seen that visualizing systems as a game might work as a tool for information gathering. It enabled non-designers to envision interventions in a system, possibly because the rules and other elements get clearly stated (and what you can see and understand is easier to change) along with the game being "fictional" and inviting to play (reference chapter Gamification).

Visualizing and discussing the system also gave participants a new view:
"I feel I know more about how my future in Norway could be after this [workshop]".

It is possible that the result (the game artifact) from the workshop could have been utilized even more. We suggest that the game artifact could be showed and analyzed with other stakeholders, in our example: employees or other asylum seekers, in order to get a additional stakeholders view of the system and its rules. Or it could be used to ideate and point out areas for interventions.

For this to work as a workshop with people without design or gamification background we did a few simplifications and chose parts of the "game" we were especially interested in. We proposed that the system was a strategy game because we saw it as the best metaphor to get the insight we wanted. But this in itself influences how participants see the system. In this case it was fantastic to hear from a participant he now saw more possibilities and understood the road ahead, which we believe is partly also because we didn't present it as for instance a luck based system. On the other hand, it would be interesting to start a workshop with by asking participants what type of game the system at hand resembles; is it a luck based game, strategy, collaboration or competition?. Asking about how a system is perceived would be an interesting way of identifying less obvious pain points.

One of the strengths of this method is how it offered participants anonymity with the range of avatars, some similar and some dissimilar to themselves. And participants could therefore choose their level of anonymity. Having a range of avatars or inviting participants to define interesting avatars could thus also be interesting. Giving out more than three tasks would on the other hand be very time consuming, and is something we would advise against. We rather suggest that different sets of tasks are posed separately in different workshops or to different participants, and then game artifacts can be discussed after.

In order to learn more about how asylum seekers and locals meet today, and their motivations and barriers for doing so, we decided to hand out an informing probe. Probes was chosen based of it anonymous and playful nature (probe chapter), that we believed would give us honest answers in a relatively fast way compared to online surveys or talking to people on the street. We handed them out at public debate forums in Oslo that had themes connected overlapping our project. Through this we aimed at reaching engaged local people, to find out how people met and then possibly transfer their methods to our design proposal.
See attachment 2 for details of the probe.

There are two transit reception centers in Oslo which means there is a possibility to know asylum seekers. Our questions: Do people know asylum seekers, and how did they get to know them? What do they think is positive and negative about having reception centers near them?

Move: The solution should give reasons for meeting asylum seekers that does not talk about being a volunteer, helping out, or mentioning doing something for asylum seekers.

Find: People reported meeting asylum seekers through volunteering and projects, and at the same time not knowing an asylum seeker. We conclude that this means volunteerism doesn't really result in social integration on a regular basis, nor does it give people the possible benefits from meeting new people because of it's helping-getting-helped nature.

Insight: Avoid volunteerism and focus on casual meetings in the solution.

Barriers
"I haven't gotten an invitation...", "I don't meet asylum seekers in my daily life", "I haven't had any special reasons to get to know asylum seekers"

Most people didnt know why or how to get to know asylum seekers. There is something missing that enables and inspires people to meet.

Insight: The solution should be connected to what people do in their daily life, and it should be low key, not (feel like it is) time consuming - it has to give people something of personal interest.

Attachment nr 4 Probe

4.1.4 JOURNEY MAPPING

We wanted to know:
After giga-mapping and ethnographic research we needed to know how today's systems for meetings between locals and newcomers work.

What method:
We used a merge of COE and customer journey mapping from Service design.

How: Mapping different dimensions:
Doing, thinking, feeling. Added for this project: How many people are they in contact with? Knowledge on Norwegian culture, knowledge about newcomers cultural backgrounds. We used these added dimensions to determine the success regarding social integration.

LOCAL

FORMER ASYLUM
SEEKER

INITIATOR

Attachment nr 1: User journey

Local "Grethe"

"Grethe", a 40 year old woman with husband and teenagers in the house, was interviewed after she invited a refugee family to dinner through a service called "Kom inn". What is her experience with finding ways of meeting asylum seekers and refugees, and what did she get out of her meeting?

Find: She wanted to "help out" with the asylum situation now that she had the time. And first she looked up Red Cross but gave up because: "I don't have time for half day courses". Then she gave up and later stumbled upon Kom Inn on facebook.
Insight: We need casual ways of meeting that don't require signing up or taking courses.

"If you have a clear task, then it's easier to talk, and then the atmosphere looks after itself. Now the task was to have a good time..."

*"Wouldn't mind meeting her again, just her and me. It seemed like we might have some
similar interests in baking, and going for walks."*

"Womens café, that sounds like something I WANT to join. Maybe I can learn more handcrafts"

Find: She did not spread the word about the service and she did not sign up for a new dinner invitation. This might be because the way they met was not ideal.
Insight: meetings between asylum seekers and locals should be based on common interests and activities. And in order to reach a high number of local people it should not be through them volunteering where they have to take a course.

Find: She didn't learn much about her dinner guests' background.
They talked about trivial things and how they found their place in Norway and a little about differences in food culture.
Insight: Eating dinner in small groups, and not making it together, might not be the ideal way for everyone to meet and socially integrate.

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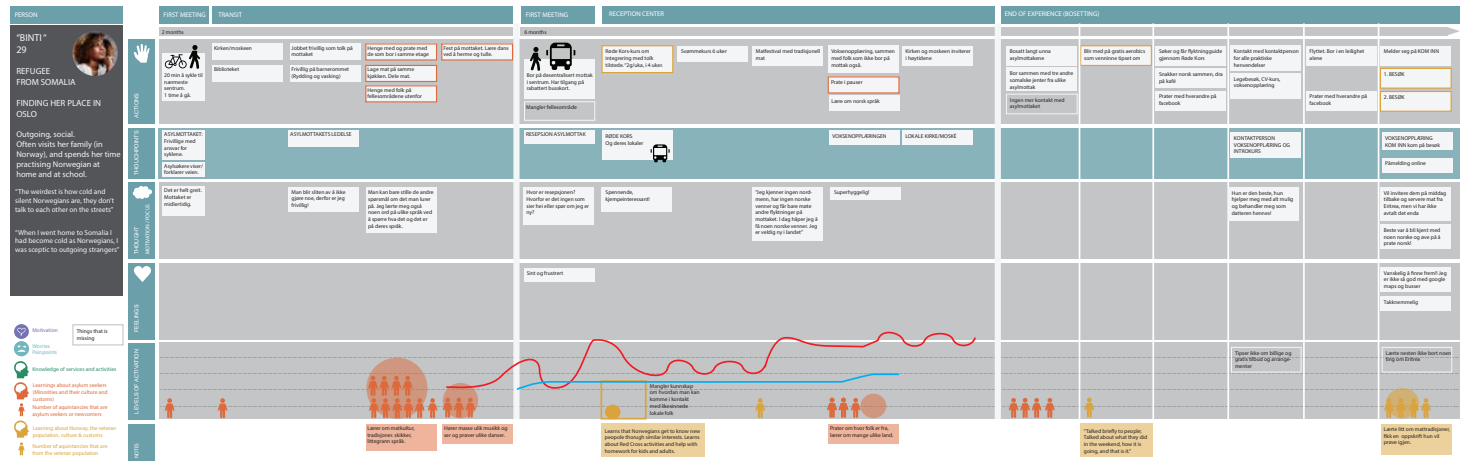
Attachment nr 2: User journey

Newcomer "Binti"

"Binti" is a 30 year old woman from Somalia, and former asylum seeker. We wanted to know how much contact she had with people outside the reception center and what type of interaction lead to social integration while living at reception centers. We specifically wondered if she experienced meetings where the locals are volunteers lead to as fulfilling and if they led to social integration; heightened understanding of each other and possibly bonding, as posed in giga-mapping chapter.

Find: She had practically no contact with locals during her stay at reception centers and only know local people through Red Cross' Refugee Guide and the matching service Kom Inn.

She had almost no knowledge about how to find free and cheap activities in her local area both when living at reception centers and after. She heard about Red Cross and Kom Inn through the introduction course after moving out of the reception center. She didn't understand Kom Inn's concept first time they were there, and the same with some of her friends.

Insight: We need a different way of communicating activities to get past the language barrier and they have to reach out to asylum seekers while they live at reception centers.

Find: She learns a lot about other cultures and minorities by just being around people in the reception center, making food together and finding ways of communicating across language barriers.

Insight: If people share something, an activity or a place, they will figure out the language barrier. We need to focus on how people might meet.

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Attachment nr 3: User journey

Initiator "Anne Marie"

We interviewed Anne Marie because she is a driving force for local initiatives in Ås. We wanted to know how it was to start initiatives for integration of asylum seekers, and to include more locals (that were her friends), in order to enable more people to start initiatives.

Find: She observed that people are skeptical to meeting the asylum seekers but if she only could persuade them to participate in activities with the asylum seekers or meet them and talk to them they would always have a positive experience.

Insight: Physical meetings between people are key to break down barriers.

Find: When she tried to reach out and get in contact with the reception center but she was told that they didn't have time or resources to help her. She was told to go to refugees welcome to Follo on facebook and post the activity there. As a result of this she felt it was to complicated to continue to take initiative and she lost motivation.

Insight: There is no good system for people that wish to do volunteer work on a low threshold.

The main Insight from the research phase is that we need something that enables casual meetings between asylum seekers and locals, that are not through one part volunteering for the other and the asylum seeker's aren't degraded to "asylum seekers". This will provide a dignified and good experience for both parts.

Activities like this where people can meet exists today, but are not communicated in a sufficient way. In some cases it is communicated only through channels not even all locals knows about, and in languages asylum seekers often won't understand.

So how might more people benefit from these initiatives, and how might we make sure the same happens with new initiatives that emerge in the future? This calls for a service that can offer something over time, and change with the people when necessary.

Referencing to the Social sustainability chapter, we also see the importance of empowering people to use their potential and pursue dreams and interests. So to empower people we need to enable them to initiate activities themselves. An especially important group for this are asylum seekers. This may build competency and control, self-worth and a feeling of purpose, and create big positive change for asylum seekers and locals.

Problem statement:

HOW MIGHT WE DESIGN A SERVICE THAT ENABLE ADULTS TO MEET OVER COMMON INTERESTS, THAT IS ACCESSIBLE FOR PEOPLE REGARDLESS OF INCOME AND LANGUAGE ABILITIES?

Sub problem statements:

How might we enable existing initiatives to reach out to more people?
How might we enable asylum seekers to initiative events and activities in order to meet people with common interests?

4.2.1 List of requirements

The solution must:

* Enable meetings between people

* Be understandable for people with different language backgrounds

* Enable users to initiate activities

* Enable sharing of experiences of activities

* Make experiences visible for people that did not participate

* Make it possible to choose activities based on interests.

The solution should:

* Make it easy to give feedback on activities.

* Cognitive activate people about their own experience/learning through sharing of it

* Enable activity initiators to share responsibilities

The solution can:

* Encourage cooperation during the "service experience" (Relational activation)

* Remind the user about a previous experience with the service (Imaginative activation)

* Make people say or write that they are participating (Activation of influence: commitment)
* Enable initiators to inspire others to donate to initiatives

4.3 IDEATION

Based on COE and inspired by psychology theories from chapter Psychology in design, we ideated on this question:

We did ideation based on the framework of COE. Where we utilized psychology principles and gamification. We also used Behavior changing design principles which offers an overview of strategies for nudging certain behaviors. We did not use the whole method to make strategic decisions as it is described in Daae (2014), but only used it as inspiration for ideation which we found it works well for.

We ideated on the following question:
How might we make people want to join activities, go to the activities and to share the activities with others?

Insight: through this approach we found many functions that our solution needed to offer our user groups, and led us to ideation on a system or service that could to offer them: a framework.

Most of these functions are not part of the main concept/minimal viable product, but

is part of the future strategy and is thus presented and discussed in detail in the Strategic discussion chapter.

SOURCES OF INSPIRATION:

BEHAVIORAL CHANGE DESIGN PRINCIPLES

PRINCIPLES OF PERSUASION

LEVELS OF ACTIVATION

GAMIFICATION

COE

PERSONAS
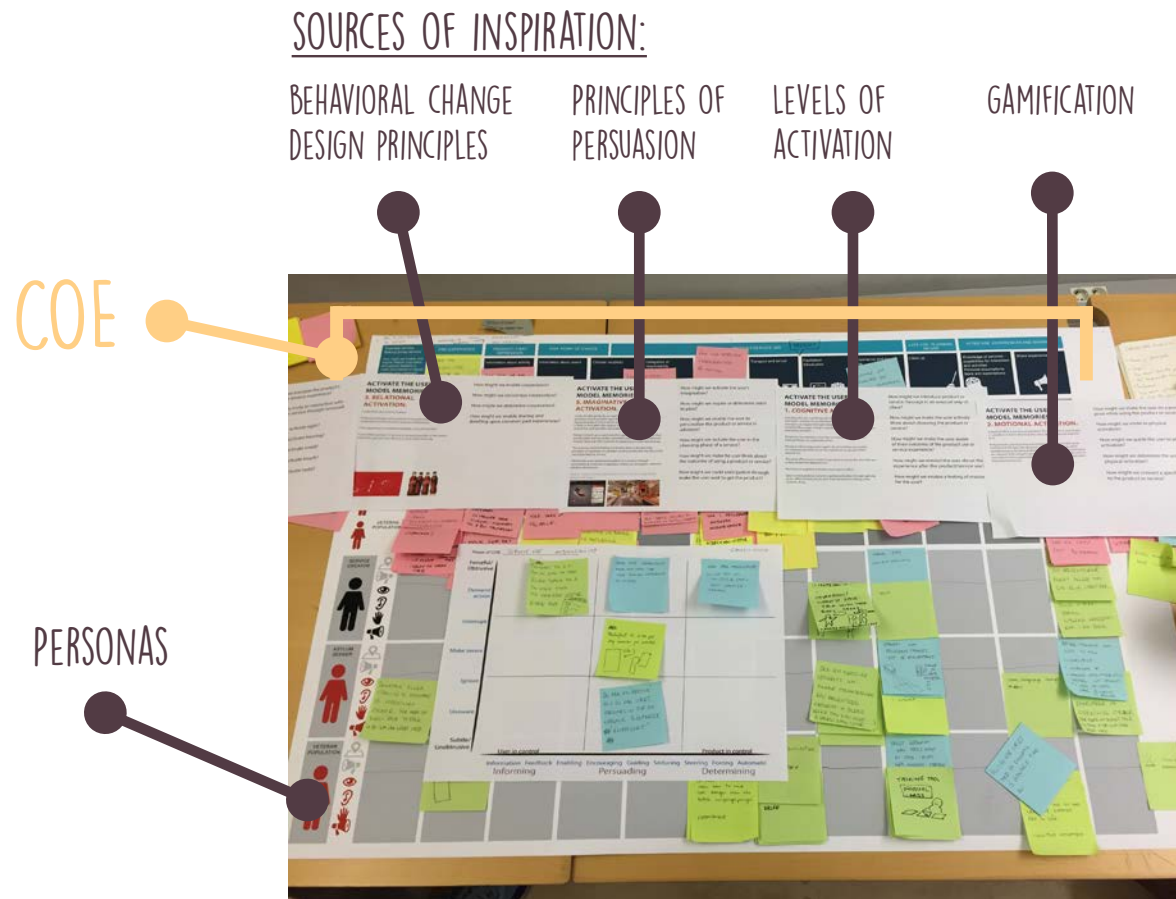
How might we provide these offerings to existing initiatives and for future initiatives?

1. **Physical hub:** Libraries or alike, providing free marketing packages.
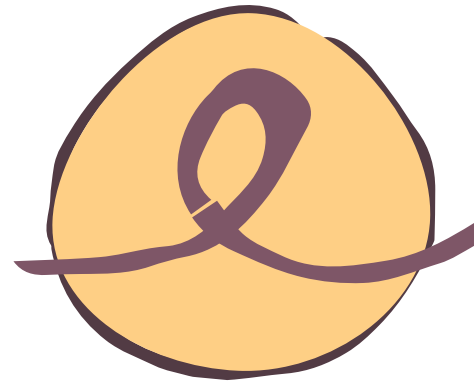
Online hub:
2. Sosial Spaghetti: An online service platform that lets you initiate, share and find social activities.

Insight: We chose the Online hub it has the best potential to provide all of the sub concepts.

4.3.1 Chosen concept: Sosial spaghetti

Buttons for country and language

Point and talk with pictures

Cards with pictures in the database

Contact with reception center

Tool to get over the language barrier

Opportunity for doing volunteerism

Information about Sosial Spaghetti through:
- Information meeting
- Home page on computer
- Posters at the center

Help to reach out to the asylum seekers

SOSIAL SPAGHETTI
Sharing hub for activities

Inspiration and help to start a new activity

New initiators can get help from earlier activity starters

Help and marketing tools for existing activities

Pre-made forms you can fill in

Opportunity to share experiences

Find activities to attend

Help to get donations

Learn about people with different cultural background

Learn and read about earlier activities/ experiences

Cheap/ free

Meet people you would normally not meet

Information on how Online

Make new contacts

Overcome fears of language barriers

Illustration: First draft of concept

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4.4 CONCEPT DEVELOPMENT AND ITERATION

4.4.1 Stakeholder analysis

STAKEHOLDER MATRIX: SOCIAL SPAGHETTI

WHO Name of stakeholder	IMPACT How much does the project impact stakeholder? LOW-MEDIUM-HIGH	INFLUENCE How much influence do they have over the project? LOW-MEDIUM-HIGH	WHAT What is important to the stakeholder?	CONTRIBUTE How could the stakeholder contribute to/in the project?	BLOCK How could the stakeholder block the project?	STRATEGY Strategy for engaging the stakeholder.
Unenged asylum seekers	HIGH Simpler way of interacting with locals. Might motivate them to keep the spirit up	HIGH The service has no purpose without the main user and their influence is key.	Need to feel accepted in society. Learn Norwegian. Knowledge of how to reach their goals. See opportunities.	Share experiences. Expert information on how to engage unenged people in participating in activities. Persuade	If they had negative experiences it might lead to.Not get over language barrier. Spreading negative attitudes. Assumptions. Fear of having a bad experience. No pictures	Get other asylum seekers to spread prior positive experience. Design for their expectations. Build positive and true expectations.
Average asylum seeker	HIGH Simpler way of interacting with locals. Might motivate them to keep the spirit up	HIGH The service has no purpose without the main user and their influence is key.	Need to feel accepted in society. Learn Norwegian. Knowledge of how to reach their goals. See opportunities.	Share experiences. Persuade	If they had negative experiences it might lead to.Not get over language barrier. Spreading negative attitudes. Assumptions. Fear of having a bad experience. No pictures	Get other asylum seekers to spread prior positive experience. Design for their expectations. Build positive and true
Engaged and resourceful asylum seekers	MEDIUM Simpler way of interacting with locals.	HIGH The service has no purpose without the main user and their influence is key.	Need to feel accepted in society. Learn Norwegian. Knowledge of how to reach their goals. See opportunities.	Share experiences. Help us test how asylum seekers can take responsibility in activities. Help us spread the word for testing prototypes. Share their opinions with all the possible investors. Can help us persuade the investors.	If they have negative opinions it might lead others to follow and not join the project/service/activities. Can make a negative impression on the locals. Not get over language barrier.	They have to be a part of the design process. Have to be able to make their own events and feel like they are included
Engaged locals	HIGH Simpler for them to get people to participate in their activities. Easier for them to organize and engage others	HIGH They are the people who help us spread the importance of the project. They can gather people and take initiative to make and spread activitie.	Participate in creating activities, feel ownership and believe in the activities. Share their experiences with others and get them to join the activities.	They can contribute with existing activities and spreading the word about the activities. They are a key to get the project up and running.	They can disagree with everything we do and not want to participate.	Helping them help us. Take their existing activities and help them develop them further and share, through making a platform they can use for this purpose.
Average locals	MEDIUM Can rid them off assumptions and enrich their social circle	HIGH They can pull the project in either a positive or negative direction depending on if they have a positive or negative experience	Feel safe and make sure they are not affected negatively by the asylum seekers. That society keeps their ground values. Know what to expect in activities.	Use the service, share the service.	Critical thoughts, holding on to old assumptions. Not participate Not get over language barrier.	Make sure the solution inform the user about what is required from them in a simple way. Make sure they can access prior positive experiences.
Not engaged (Lonely) locals	HIGH Can impact stakeholders by giving them a channel where they can engage in social activities.	MEDIUM The solution should make sure their needs is met but	To get out of loneliness/ depression. To feel they are a part of a group. To have someone to talk to. To have a purpose in life.	Use service, share service, give information about what their needs are so our service can meet them.	Critical thoughts, holding on to old assumptions. Not participate	Make sure the solution inform the user about what is required from them in a simple way. Make sure they can access prior positive experiences.

Attachment nr 5 stakeholder analysis

Insight: It is really important that we reach out to asylum seekers and to activity starters for the service to accomplish it's goal.

Insight: It will be especially hard to reach established initiatives. They already spread their activities on internal groups, and describe themselves as successful in the number of people they are reaching. But we would argue that more people might benefit from knowing about them, so we have to offer them something special in order to make them use our service.
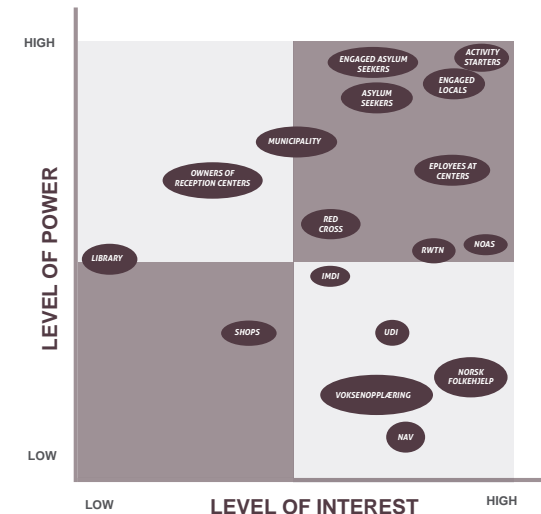
Attachment nr 6 Stakeholder analysis 2

4.4.2 Ideation Workshop

How might we make well established initiatives use our service?
Since we had a question about how to design for a specific behavior, we used the Behavior changing design principles method.
We conducted a workshop with other design students to get fresh eyes on our project and asked them to find strategic ways of solving the problem.
With the use of this method we found new ideas and strategies to nudge people towards socially sustainable choices in parts of our concept, and also gave us arguments for why they are viable.

Insight:
Concept on collaboration with organizations that supports initiatives with money.
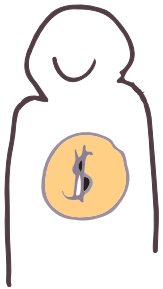
More about this concept in the Strategic discussion chapter.

4.4.3 Building ownership during development

Close collaboration with the beneficiaries during the design of a social innovation builds ownership.

For this service to make the biggest positive impact, we have iterated mostly with stakeholders in one community in Ås, in order to build ownership within the community - which in itself is a mechanism for change (Schulman, not dated).

This gave us insight to how the solution may be sponsored through the municipality or the state, and a wide network of activities that we could introduce our service to.

4.4.4 Determine what to prototype

In order to figure out what we needed to figure out, we created four storyboards with different personas that we saw as important reach in the launching phase of the service: If we can reach these people, the service would be able to spread well to wider parts of the population. We then posed all the questions we had regarding viability/feasibility of the service, and found ways of making simple prototypes for testing.

Insight: We need to do desirability testing with initiators, locals, asylum seekers and a reception center, feasibility testing of icon speak concept with initiators and asylum seekers.

IMPORTANT PERSONAS TO REACH:

ENGAGED ASYLUM SEEKER
Man, 32, good language skills, resourceful,

ASYLUM SEEKER WEAK IN LANGUAGE
Wants to come in contact with people.

ENGAGED LOCAL
40, uses time to do something for the community. Established.

AVERAGE LOCAL MAN
Newly established, work from nine till five.

ÅS AREA

STORYBOARD OF A PERSONA

WHAT WE NEEDED TO KNOW FOR THE SERVICE TO BE OPTIMAL

WAYS OF TESTING TO ANSWER QUESTION
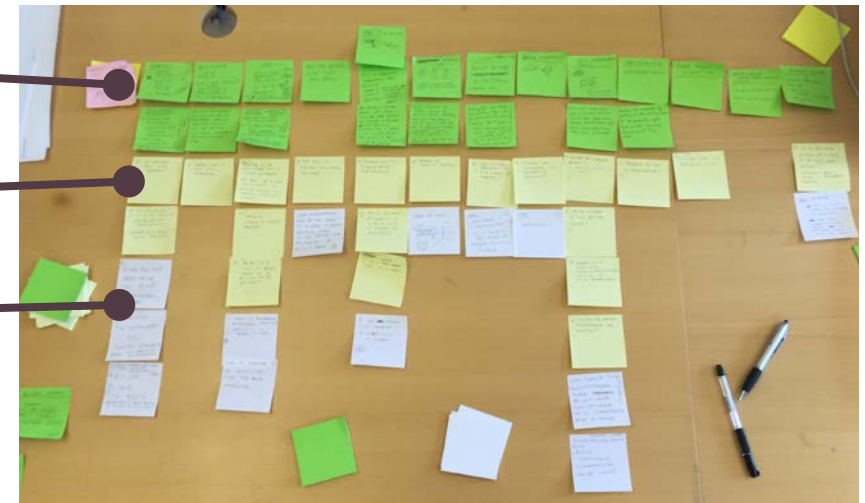
4.4.5 DESIRABILITY TESTING

We presented our concept to different groups of possible users of Sosia Spaghetti to check the desirability of the service.

Locals

We printed a logo and presented the service with three different focuses, in order to check both if it was interesting with a service that promoted free or cheap social activities, initiated by normal people and organizations, but also to hear if they would not like the service if it clearly stated it was including asylum seekers or had a focus on people with little Norwegian language abilities.

Insight: People didn't seem to mind if the service was branded as language inclusive. They mostly cared about experiencing something new, pursuing own interests or meeting new people.

We tested the service at HiOA and got mostly positive feedback. These are some of

STUDENTS AT HIOA

"I don't have friends, it is difficult to find friends outside of school when moving to a new place as a student"
Student

"Sounds smart, it is always someone that likes the same as you do"
Student

"Yes. Nice to find new things to do!"
Student

"This is great if you have guests visiting, then you can take them with you on things that doesn't cost so much"
Student

"[I would use it] if there are social events, like running and physical activities"
Student

"A lot of information to asylum seekers are probably needed, because it is hard [to find cheap/free activities]"
Student

Insight: The service opens up for many different uses, and should promote itself as such.

Insight: We will use similar messages of the value propositions on the web page as in our test, but we will still not mention asylum seekers in order to make asylum seekers feel normal. More about this in the Strategic discussion chapter.

Foreigner

We tested the service on a foreigner that have moved to Norway and have started he's own activity in Oslo.
He liked the concept and would like to use it, he thought is seemed "cool".

PERSON THAT MOVED TO
NORWAY MANY YEARS AGO

"The only activities that are meant for foreigners today feels like they are either to mindlessly have a drink, or to network. None of them really integrate you with life in Norway."

Insight: It is hard to get a social circle in Norway and integrate in society because there are few activities where you can get to know people and do something you like, where you could actually build friendships instead of just professional contacts. Therefor foreigners can benefit from this service.

Initiators

On the initiators for activities we did a desirability and viability test of the service at the same time. The result of the desirability test was that they would like to reach as many people as possible with their activities .

PEOPLE BEHIND
INITIATIVES

"DNT is passionate about getting people to be outside and going for walks. It is no problem to get them to post their activities on Sosial Spaghetti!" Jens Andersen, active and event organizer in DNT Ås turlag (Ås Hiking association)

"If I may reach the right people [with this service] I want to use it! That is the most important thing"
Event initiator in an environmental group.

Insight: the initiators often have trouble reaching out to enough people to attend their activities, and especially the ones who make activities where they invite asylum seekers.

Asylum seekers

In conversation and interviews with employees at Bjørnebekk we got to know that there are asylum seekers that have suggested and have a wish to start their own activities.

ASYLUM SEEKER AT
BJØRNEBEKK

Insight: Asylum seekers has tried to start initiatives before through the activity leader at Bjørnebekk reception center. And they want to reach out to locals.

"I've suggested at to the reception center that we could arrange activity days with grilled food ans quiz and so on.
Asylum seeker

Insight: the service also have to make it easy for people without good knowledge in Norwegian language to start activities.

Good morning
Wishing to all nice day

I have an idea hope it will work and need suggestions

I'm bellydancer (oriental belly dancing)
Would be nice if I teach some who need to learn belly dancing
And also I have an (eticate courses) how to deal with different personalities and how to serve in high level of hospitality
With English French Hebrew Greek Indian (Hindi) and my arabica and tour guid &translator graduate +high institute of secretary for two year /property consultant

Would be nice if someone from Norway and our residents in ▮▮▮▮▮▮ need me to teach them some of my study and experience

Have nice Monday to all
Best luck

Asylum seeker posting on a local Refugees Welcome page that he wants to start a belly dancing activity to teach others:

Reception centers

We presented the service to employees at Bjørnebekk reception center to test desirability. They loved the concept, and thought it was dignifying on behalf of the asylum seekers.

EMPLOYEES AT BJØRNEBEKK RECEPTION CENTER

"Dette er midt i blinken!
(This is just what is needed)"
Marte Aasen

"Asylum seekers are taken seriously [with this service]"
Eva Kind

"The ones who don't speak Norwegian don't have any tools to find places to learn Norwegian and meet people. Now they will get it!"
Nurse

"Could you create an extra calendar for our internal activities too? I think that is something that the municipalities could buy as a service."
Marte Aasen

Insight: Special services for reception centers might be a revenue stream in the future. See chapter Future functions, Additional Package for Reception centers.
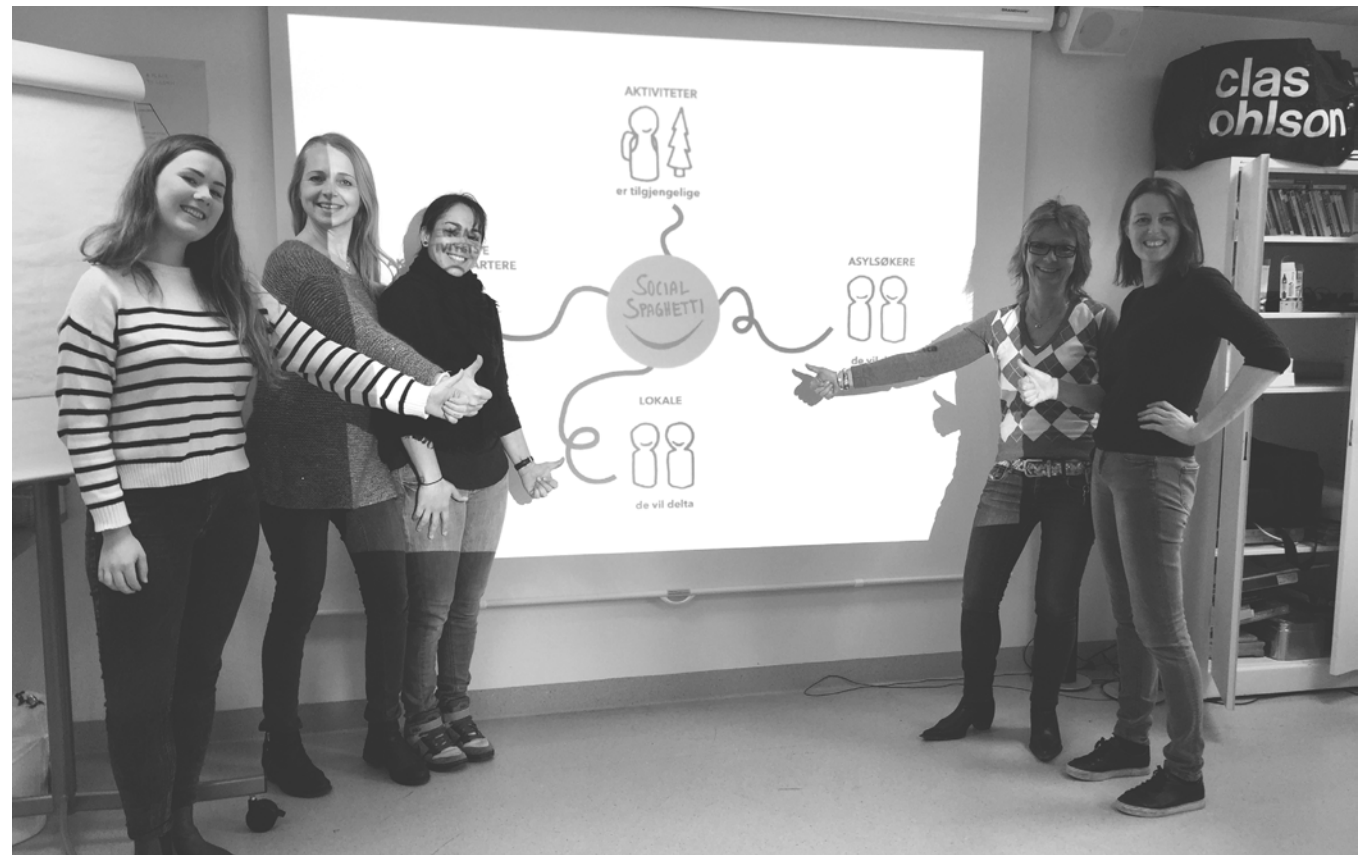
4.4.6 Feasibility test 1 of Icon speak

INITIATORS

We asked two initiators to describe their activities with our template. Are initiators able to fill in information about their activity with the use of icons and photos?

In order to make an enjoyable service to use, we wanted the action of filling in an event to be easy. For the test we had added a few icons to describe general information such as if the activity is free, do they serve food and drinks, the location and what type of category is the activity in. We got practical feedback on what they saw as essential to explain to the people attending their activity. **Insight: For example, sometimes it is important for the initiators to know how many that will participate. This should be an additional option in the activity generator. Insight: People should register when using our service to accompany this.**

Insight: We need to make more icons for initiators to use before launching and make it possible to add new icons by users, like an icon generator.

4.4.7 Feasibility test 2 of Icon speak

ASYLUM SEEKER

With the help of a translator we presented the concept and mock-ups of web page to an asylum seeker that had limited abilities in Norwegian and English.

To make the test authentic we translated all the icons in to the language of the asylum seeker we tested on.

This is the page we presented him with:

1) Icons that describe what category the activity is in, if it is free or not, what level of difficulty and what the user can get out of the activity.

2) Short information about the activity in Norwegian.

3) Descriptive picture(s) of the activity

4) Time date and location of event

5) Map that are linked up to Google maps

First we presented for him what Sosial Spaghetti was then we asked if he could explain what the page was about. If he could understand what activity it was and what the activity could offer.

Find:
Without giving him any information about the activity itself he could easily understand what it was, where it was and what was going to happen.
Insight: Icon speak and pictures work for understanding an activity!

"It's not challenging to understand the icons with time and date"

"Pictures is a good thing for people that can't read that well"

One of the points he criticized was 2).
He would like to be able to read more and he wanted all the text to be translated.
Find: "I would try to translate the Norwegian text in Google translate"
Insight: The text in 2) should be written in keywords so it is easy to translate it in Google translate. This way the users can translate the text themselves.

"Personally I care about getting integrated in to the local society. If local people use this service I want to use it as well"

"My highest priority is language. I want to meet Norwegian people"

"I like that it is written in Norwegian as well and that you can see pictures of the things"

Insight: It is a trend in our research that asylum seekers have a wish and need to interact with Norwegian people. So if we can just inform properly about our service, the asylum seekers will use it.

5.0 FINAL CONCEPT

This chapter presents the final concept, storyboards and market analysis

Sosial Spaghetti is an online platform with it's own visual language. It lets you meet like minded people by finding or starting activities based on your hobbies and interest.

It is a service for everyone and by everyone - regardless of income and language abilities.

The site helps with poster templates and tips on where and how to get support or donations, but most importantly it bridge people by avoiding use of text. We embrace the fact that only 7 % of human communication is words, and trust that when people don't share a language, but has a common interest or activity, they'll work it out. That's why we use our visual language: a set of translated standard icons along with photos for further explanation. When text is needed, keywords and short sentences are encouraged, resulting in a site that is easy to read and available for all.

The description of the icon is translated according to language choice when entering the web page. After using Sosial Spaghetti multiple times the user will start to recognize the icons and won't have to read descriptions at all, making it easy and enjoyable to read. They might even be used in face to face communication at that stage.

tools to talk without the same language

location

find activities to attend

Hiking

possible to share own activities

Activity

SOCIAL SPAGHETTI

tools and tips for marketing your activity

info

possible to share experiences

picture

poster

get help to reach out to asylum seekers and people with low Norwegian skills

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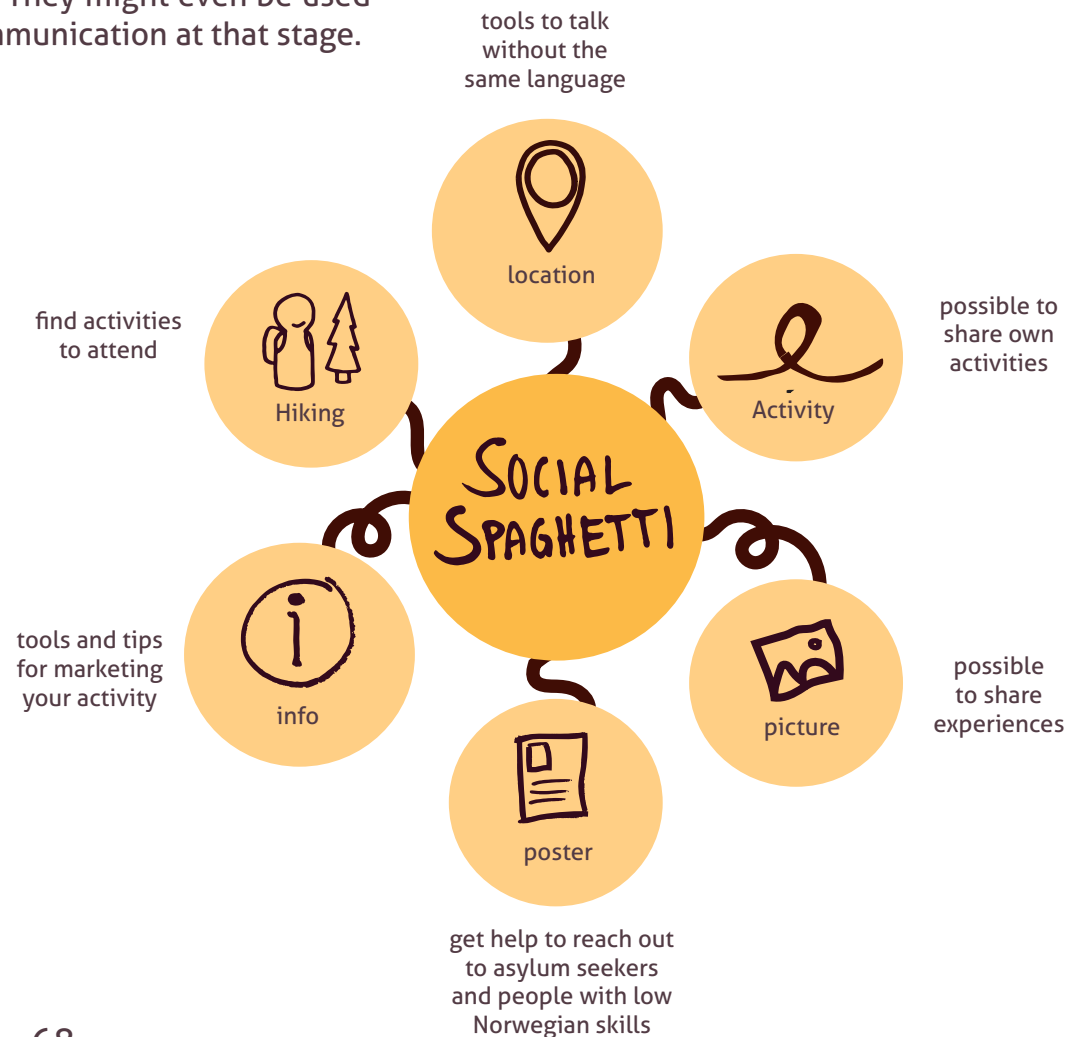
Homepage:
The users enter the page by choosing preferred language.
The front page contain a description of what Social Spaghetti is.
In what way it explains the service is described in chapter Strategic discussion.

New user:
Before it is possible to use the page, the user have to make an account. This is to make it easier to communicate with other users and enables them to sign up for activities, and initiators to know how many people are coming.
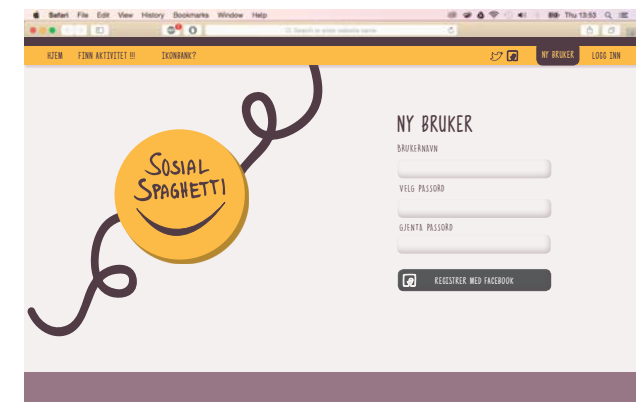
New user:
If the user already have an account they log in. The accounts can be anonymous to assure the safety of the users, which might for instance be of importance for some asylum seekers.
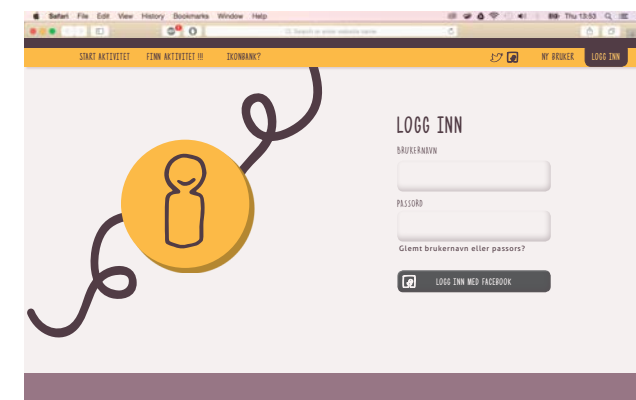
Start activity

Users that wish to start an activity are lead through a series of steps where they add in all the information needed for communicating the activity.
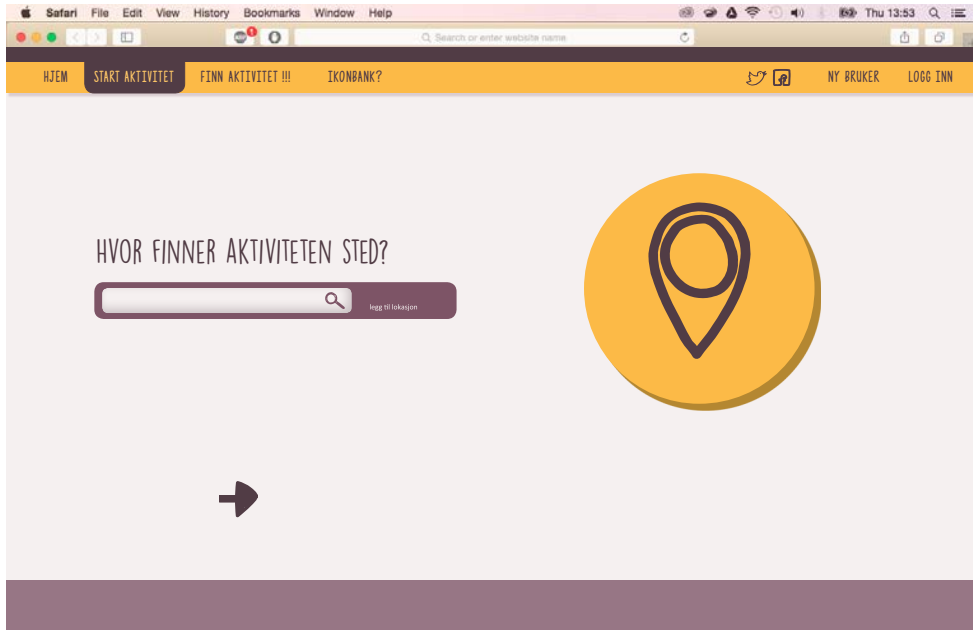
The users choose Activity category icons that describe their activity.

Icon speak:

One of the main functions at the front office of the product is the icons.

They are the common language between the users of the service as they are translated in to different languages. The idea is that after using Sosial Spaghetti multiple times the user will start to recognize the icons the icons and they don't have to read the description at all.

The icon is always translated in to both Norwegian and the users preferred language.
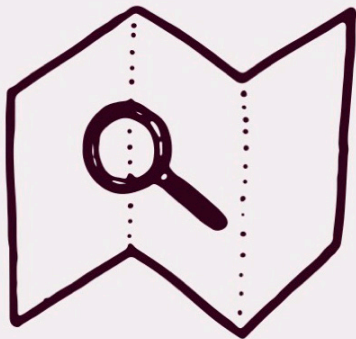
Feedback function:

With the feedback-function in the service people will be prompted to reflect on their experience with an activity. This will cognitively activate them, and might strengthen the memories of the activity.
And if this elicited positive feelings the user might become more attached to the service as well.

Help out function:

Activity initiators would often appreciate some help from participants, and possibly share the responsibility in the future. Through this function people may take on roles or tasks. Initiators can also ask for donations to run their activity through this function. This encourages cooperation and activates people relationally. It might also work as learning experiences for some parts.

Bli kjent i området
أن يكون على دراية بالمنطقة

Example of how it could be done:
Facebook feedback function

Help out function

Asylum seeker

* Man 34
* Engaged and want to be a part of local society
* He is not strong in Norwegian or English

SEES A POSTER AT THE RECEPTION CENTER THAT ONE OF THE EMPLOYEES PUT UP. HE REMEMBERS THAT THEY TALKED ABOUT THIS AT ONE OF THE INFO MEETING.

DECIDES TO CHECK OUT THE LINK TO SEE WHAT IT IS

IS VERY HAPPY TO SEE THAT HE CAN CHOSE TO VIEW THE PAGE IN HIS LANGUAGE

AFTER READING THE INFORMATION IN THE FONT PAGE HE DECIDES TO MAKE A PROFILE
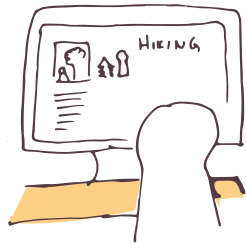
LOOK THROUGH THE DIFFERENT ACTIVITIES TO FIND SOMETHING HE LIKES. HE SEARCHES FOR HIKING AND CAN SEE ALL THE ACTIVITIES NEARBY.

HE CHOOSES TO ATTEND A HIKING TRIP. HE IS HAPPY HE KNOWS WHERE AND WHEN TO MEET AND WHAT THE ACTIVITY IS ABOUT. HE IS USED TO EVERYTHING BEING IN NORWEGIAN.

HE GOES TO THE ACTIVITY AND MEET A LOT OF NEW PEOPLE.

AFTER HE RATES THE ACTIVITY, AND HE'S VERY HAPPY WITH THE EVENT.

Activity starter

* Man 25
* Organizes an activity once a week and there is already a lot of people attending

HEAR ABOUT SOCIAL SPAGHETTI THROUGH ONE OF THE MARKETING RESPONSIBLE AT SOSTIAL SPAGHETTI.

GET TO KNOW ABOUT ALL THE BENEFITS OF ADDING THE ACTIVITY.
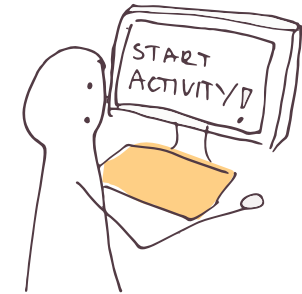
GIVES IT A TRY. THINK IT LOOKS LIKE A FUN CONCEPT AND DECIDES TO ADD THEIR ACTIVITY.

THINK IT IS EASY TO ADD AN ACTIVITY DESPITE THAT THE COMMUNICATION HAVE TO GO THROUG ICONS AND PICTURES.

FIND THE POSTER FUNCTION AND DESIDES TO MAKE A POSTER FOR THE NEXT EVENT.
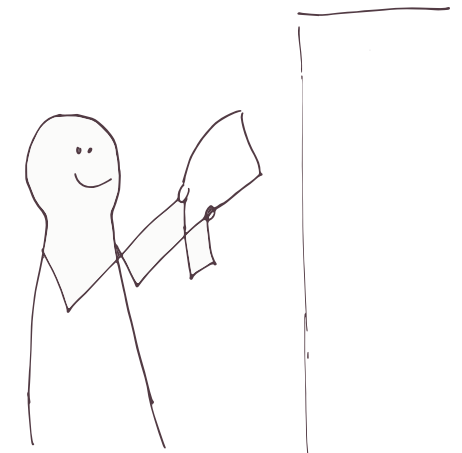
HE IS HAPPY WITH HE'S POSTER AND DESIDE TO GO AND PUT IT UP.

There are similar services on the market that offer some of the same functions as Sosial Spaghetti.
We have looked at these to compare what differs our service from what is already on the market, and why Sosial Spaghetti have the right to a place on the market.

Meetup

Hub for sharing ativeties and finding low threshold activities, avalible for anybody.

Platform for hosting travelers and being hosted, finding activities in the area you are in and share information about prior experiences.

SingelSammen!

A web page where single people that feel lonely can find and go to activities in their local area.

REFUGEES WELCOME TO NORWAY

Possible to find activities runner by organizations. Possible to share activities for volunteering if you have an organization.

Refugees welcome to ... facebook pages

Information site about how you can help, it collects all types of volunteer activities and links to the pages that offer them.

NORGES FRIVILLIG SENTRALER

The different facebook groups that offer activities for refugees and in some causes locals. Often closed groups where you have to become a member.

Røde Kors
Hindrer og lindrer nød

They do a lot of volunteer work with refugees, like language cafes and trips and so on. Often you have to take a course in order to be allowed to be a volunteer.

Find:
Noneof the services we have looked at are specifically aimed towards asylum seekers and the spesific obstacles that comes with it.

Insight: Sosial Spaghetti are taking in to consideration possible barriers there might be between the people using the service, like:

* Language
* Transport
* Fear of being identified with something negative
* Physical attributes to spread and share the hub.

It doe's not exclude any groups of people because it's based on using icons and pictures as means of communication.

6.0 STRATEGIC DISCUSSION

6.1 Core values

Back end discussion:
In order to accompany the asylum seekers, which we defined as our main stakeholder, through the stakeholder analysis, we need to:

Make sure the service is experienced as a as a service that is made for everyone. It should not be seen as a product made for or be associated with asylum seekers.
Insight: This is because of the associations that lie with the words asylum seekers in the Norwegian society. It's a negatively charged word.

The service should be seen as a platform that is open for everybody, a place where people are not discriminated or left out regardless of status, cultural background, language or income.

By not labeling the service as a product for asylum seekers we don't put them in a category of people in need of help but instead open up for them to be seen and feel normal.

Front end:
We want Sosial Spaghetti to accessible for everyone.

We want the product to be for people by people and express this though both graphical expression and marketing.

The service is made to create positive social change, and in order to built ownership and confidence it enables users to participating in developing content: first by activities and later through implementing the Icon generator (see chapter future concepts: Icon generator). This also lets it change with the needs of people, embracing social change.

6.2 Visual Profile

In order for the service users to understand our vision and thus use the service like we envision, the visual profile need to express the core values.

We have chosen a soft, handmade style with warm colors to give users a friendly and encouraging experience. But if this is overdone it might make the service look unprofessional and be rejected by possible users, so it is accompanied with geometrical shapes and a strict grid.

Graphic expression:
We have chosen to have a warm and personalize feeling to the graphic expression of the page. To answer to our core values the page have to be inviting and including.

6.2.1 ICON SPEAK

The icons open up possibilities to communicate without words across languages.

1)
When developing the icons we started out with buying and downloading pre-made Icons that we saw fit. This resulted in a very digital and harsh expression and did not represent the personal and human expression we wanted the page to have.

2)
We chose to hand-draw the icons and keep this expression when digitalizing it. Hand-drawings carry personality and makes the icons instantly more human to the user. This is important as we want the site to be something the users can easily recognize and relate to.

"Personality will set your brand apart from competitors and help you connect with a passionate audience." – Aaron Walter (VP of Design Education at InVision) (Idler, S. (2012)

3)
We found the icons in themselves are not effective if people don't share a common understanding of what they mean. Because of this we have added in a descriptive word or a short description underneath the Icon that is translated in to the chosen language of the user. In addition to your own language it will also be in Norwegian.

The reason for this is for the user to be able to read what the icons mean and at the same time get familiar with the Norwegian translation as a way to learn while using the page.

Insight: the icons also have to come with sound so it is possible for people that can not read to understand what the page is about.
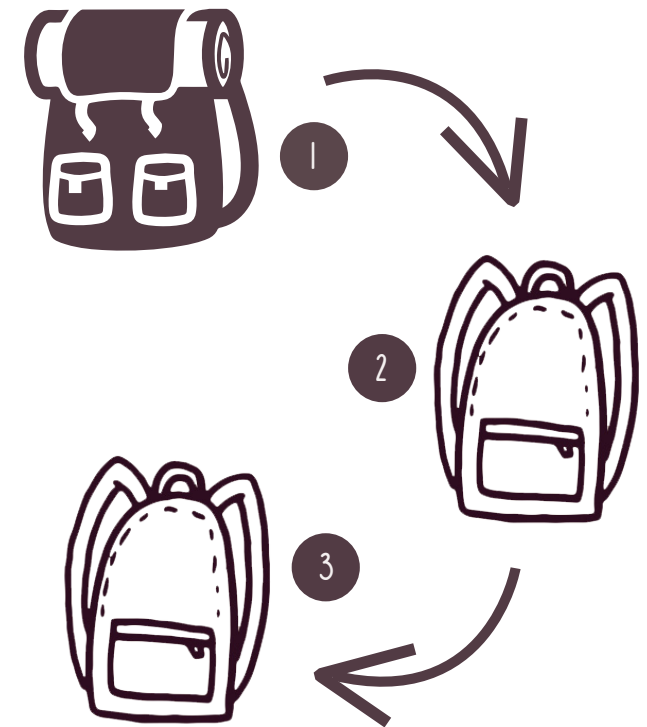
تذكر أن تأخذ معك

ta med

Choosing the name:

We chose a descriptive name and logo, with the name Sosial (social in Norwegian), so that there will never be any doubt of the service main goal: sharing social activities and bring people together in social settings. Further we chose to use humour and visual cues to make it memorable: and named it Sosial Spaghetti. Spaghetti is something from western culture, which could have been problematic since we aim to include people from everywhere in the world. But spaghetti has become something of most people, more of a global food, like the potato. It is also an imaginative activation in it: people seemed to start thinking about spaghetti or chaotic connections or culture, and even disney movies. This imaginative activation might make it memorable, and thus create product attachment and loyalty, referencing chapter Levels of activation.

People associated the name with bringing people together, that the spaghetti is all the ties between people.

"It's spaghetti it's fun, it's Sosial Spaghetti" -Taxi Driver .

"It's spaghetti connecting people, and everybody likes spaghetti"- Marte Aasen, Bjørnebekk

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Logo development:
We designed the logo after we chose the name. We initially wanted the logo to match the name but found out that this was a challenge .

1)
We tried to illustrate the two words social and spaghetti, it was to detailed and it wasn't possible to see the logo in a smaller format.

2)
The details are decreased but the logo still didn't work in a small format, to compensate for the loss of descriptive detail we added the name.

3)
We removed the illustration and chose to stick with the name.
The font is handwritten and made to have a soft and somewhat childish expression. Like the icons we did this to add personality. It is supposed to show that it is a service that is welcoming and open to everybody, it's positive, fun and playful.

We want Sosial Spaghetti to express that it's low key, made by people, and just like people it is not straight and "perfect".

Because the rest of the page is based on

icons as communication we thought it would be suitable if the logo itselves looked like a icon. We added the smile under the name so it resembles a smiley (emoji), as a result the logo becomes the icon for positive social meetings. It's simple with little detail and is visible from a long distance.

In this chapter we present functions that are thought to be part of the service in the future, within the first two years. These are based on our ideation in the chapter Ideation. Some of the functions have notes on them with activations (from chapter Levels of activations, creating attachment) or theories that enables change, from chapter social change, and gives additional reasons for implementing them.

Mentor function:

People that have used the page a lot can chose or be obligated to be mentors for new activity starters. They can chat with the mentor and ask them questions about how to start an activity and what to think about to make it work.

*Building competency

*Purpose

*Social support
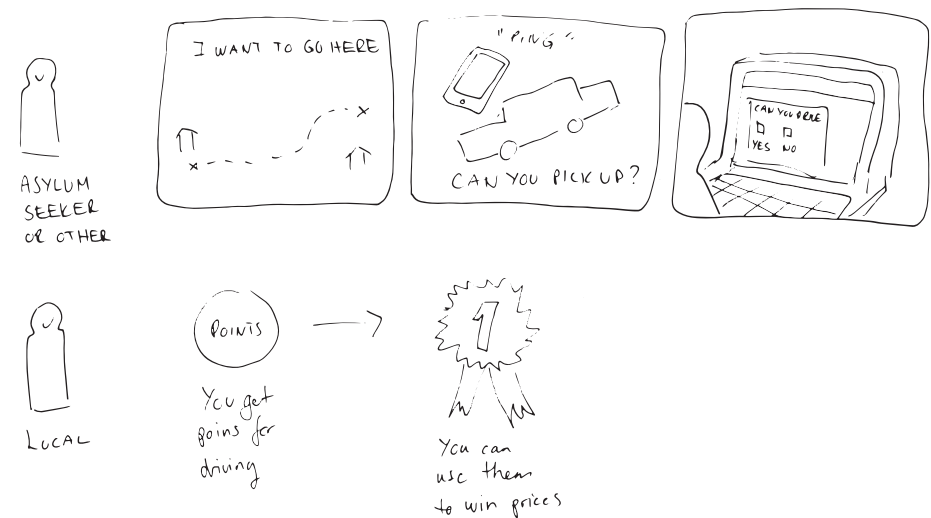
Transport function:

People that are going to the same activity can help each other out by picking each other up. With this function people can communicate through the page if they need a ride and to where, and potential drivers can choose to if they want to pick up people. The idea is that the drivers get points for rides and get a reward at a certain amount of points (gamification).

*Relational activation.
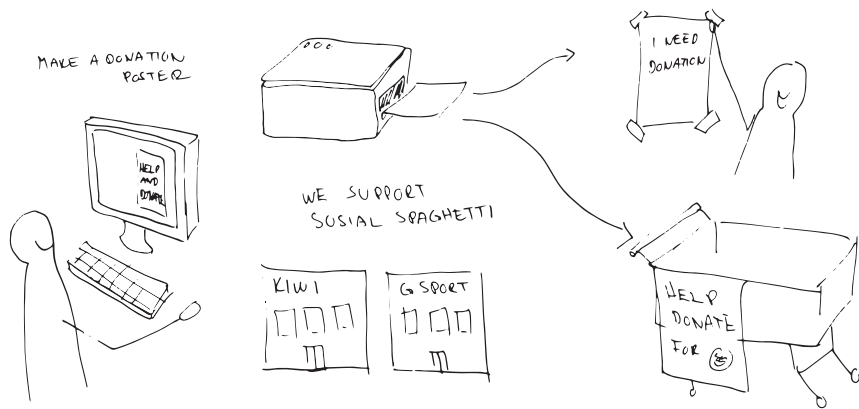
Donate function:
You can get help to gather donations for your activity through printing pre-made donation posters, and go to stores that have an agreement with Sosial Spaghetti to put up a box where people can donate things or food. Or the customers can chose to donate money that goes to the specific activity you have.
*Relational activation.

Picture talk function:
The icons and pictures people use to communicate the activities on Sosial Spaghetti could also be used as a tool to talk to people. The users can choose theme of pictures and print out picture cards they can use as a communication tool at the activities.
*Relational activation
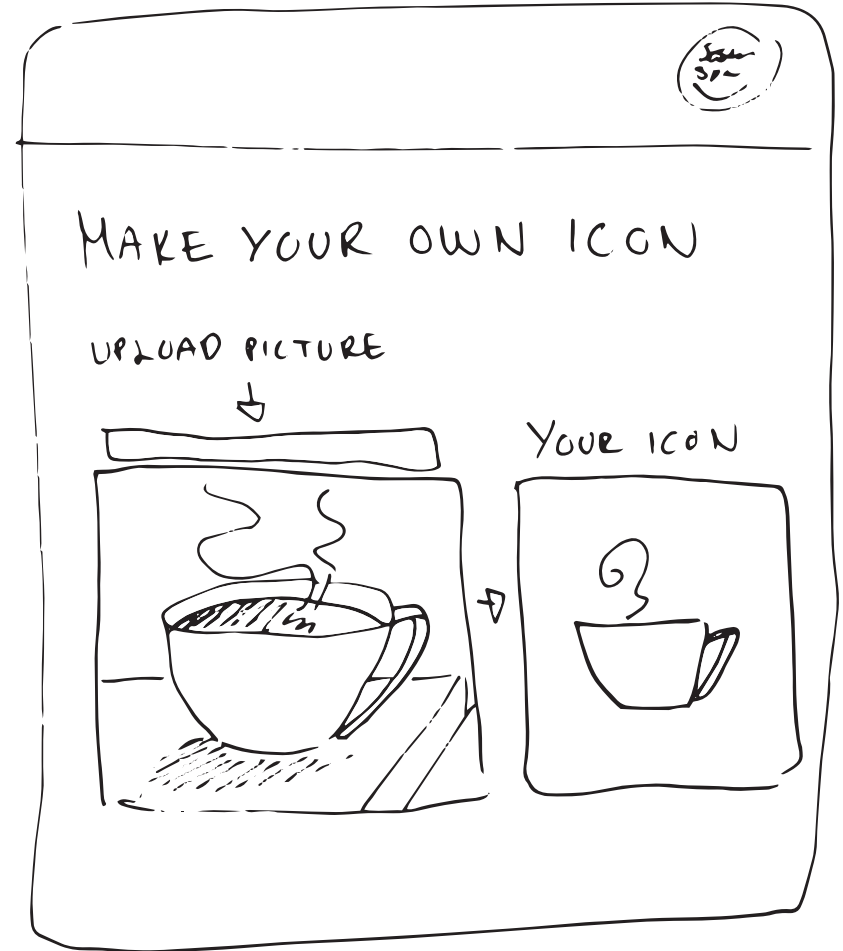
Icon generator:
The users can chose to make their own icons for activities or interests. they can upload a picture they see fit and the generator makes it in to an icon. The icons then have to be approved by the security department at Sosial Spaghetti and then it's good to go.
*Builds ownership.

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Additional Package for Reception Centers

This is a communication system specialized for the reception centers. It's an additional package that the centers can buy that offers a simple poster generator where they can make their own posters for activities or other information that only regards the asylum seekers. It is possible to print a calendar over all the activities that are happening in the near by area and at the reception center.

This is supposed to make it easier for the employees to reach out to the asylum seekers and know that the information were actually understood.

Week of				
Monday	Tuesday	Wednesday	Thursday	Friday

BUSS TIL ÅS HVER DAG KLOKKEN 09:35 PÅ BUSSHOLDEPLASS
BUSS TO ÅS EVERYDAY AT 09:35 AT BUSS STOP, MAIN ROAD

09:30

Buss
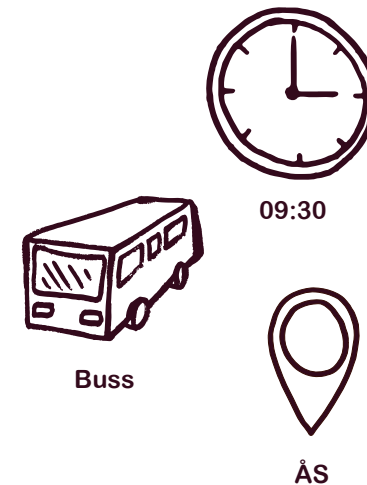
Ås

START.

APPLY FOR MONEY
AT FORSKERRÅDET
BEFORE 2/10-16

TRY TO GET
SUPPORT FOR THE
PROJECT FROM
* THE GOVERNMENT
* THE MUNICIPALITIES

GET IN CONTACT WITH
PEOPLE WE NEED TO EMPLOY
* WEB DEVELOPER
* GRAPHIC DESIGNER
* MARKETER
* TREASURER

EX: FRIFONDET
SPAREBANKSTIFTELSEN

FUNCTION: SUPPORT FOR ACTIVITY

GET IN CONTACT WITH
AND GET A COOPERATION
AGREEMENT WITH
ORGANIZATIONS AND
PEOPLE THAT SUPPORT
INITIATIVES WITH MONEY
AND OR EQUIPMENT

FUNCTION:
GET DONATIONS
FOR YOUR ACTIVITY
PRIVATE
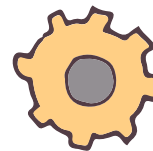
FURTHER DEVELOPMENT
IMPLEMENTING
ADDITIONAL FUNCTIONS

LIBRARY

GET AN AGREEMENT WITH
DIFFERENT LIBRARIES TO
MAKE IT POSSIBLE FOR
ACTIVITY STARTERS TO
RENT LOCALS FOR CHEAP
OR FOR FREE

LAUNCH PILOT OF PAGE

SOSIAL
SPAGHETTI

SHARE SERVICE AT:
* CULTURAL DAYS IN ÅS 2017
* TOURIST IN YOUR OWN CITY
  OSLO 2017

ARRANGE
SOSIAL SPAGHETTI
EVENTS

SHARE IN
LOCAL PAPERS

ÅS

OSLO

SHARE ON
REFUGEES
WELCOME TO
NORWAY

LAUNCH IN ÅS AND OSLO FIRST

LAUNCH OF
ADDITIONAL
FUNCTIONS

ADD IN THE ICON GENERATOR
SO THE USERS CAN SUGGEST
ICONS FOR ACTIVITIES AND
INTERESTS

WHEN PEOPLE HAVE GOTTEN USED TO
THE ICONS THEY CAN BE USED TO
COMMUNICATE

ICON GENERATOR

PICTURE TALK

PROMOTE ADDITIONAL
FUNCTION FOR
RECEPTION CENTERS

FURTHER DEVELOP
ADDITIONAL FUNCTIONS
FOR RECEPTION CENTERS

NEW

FOR FINANCIAL
SUPPORT

BJØRNEBEKK

NEW

USE BJØRNEBEKK AS
TESTING GROUND FOR ADDITIONAL
SERVICE (PILOT TEST)

RECEPTION CENTERS

SCHOOLS

TOURISM

REVENUE STREAM

$

SELL ADDITIONAL
FUNCTIONS TO
CUSTOMERS

*   SECURITY PERSONNEL
*   DESIGNERS
*   TECH PERSONNEL
*   TREASURERS

MAKE IT A BUSINESS

FULL AND PART TIME EMPLOYEES

FUTURE CONCEPT:
SOCIAL SPAGHETTI CAFE.
ENABLES THE SERVICE TO
CHANGE WITH CHANGING
NEEDS OF USERS.

SOCIAL
SPAGHETTI

CAFE

HAVE EVENTS
WHERE USERS CAN
GIVE FEEDBACK.

CO-DESIGN WITH USERS
*   BUILD OWNERSHIP

LAUNCH ADDITIONAL
FUNCTIONS

" I CAN DRIVE"
" CAN YOU PICK ME UP "
" FIND PUBLIC TRANSIT"

TRANSPORT FUNCTION

" NEED HELP STARTING AN
ACTIVITY? ASK A MENTOR "

M
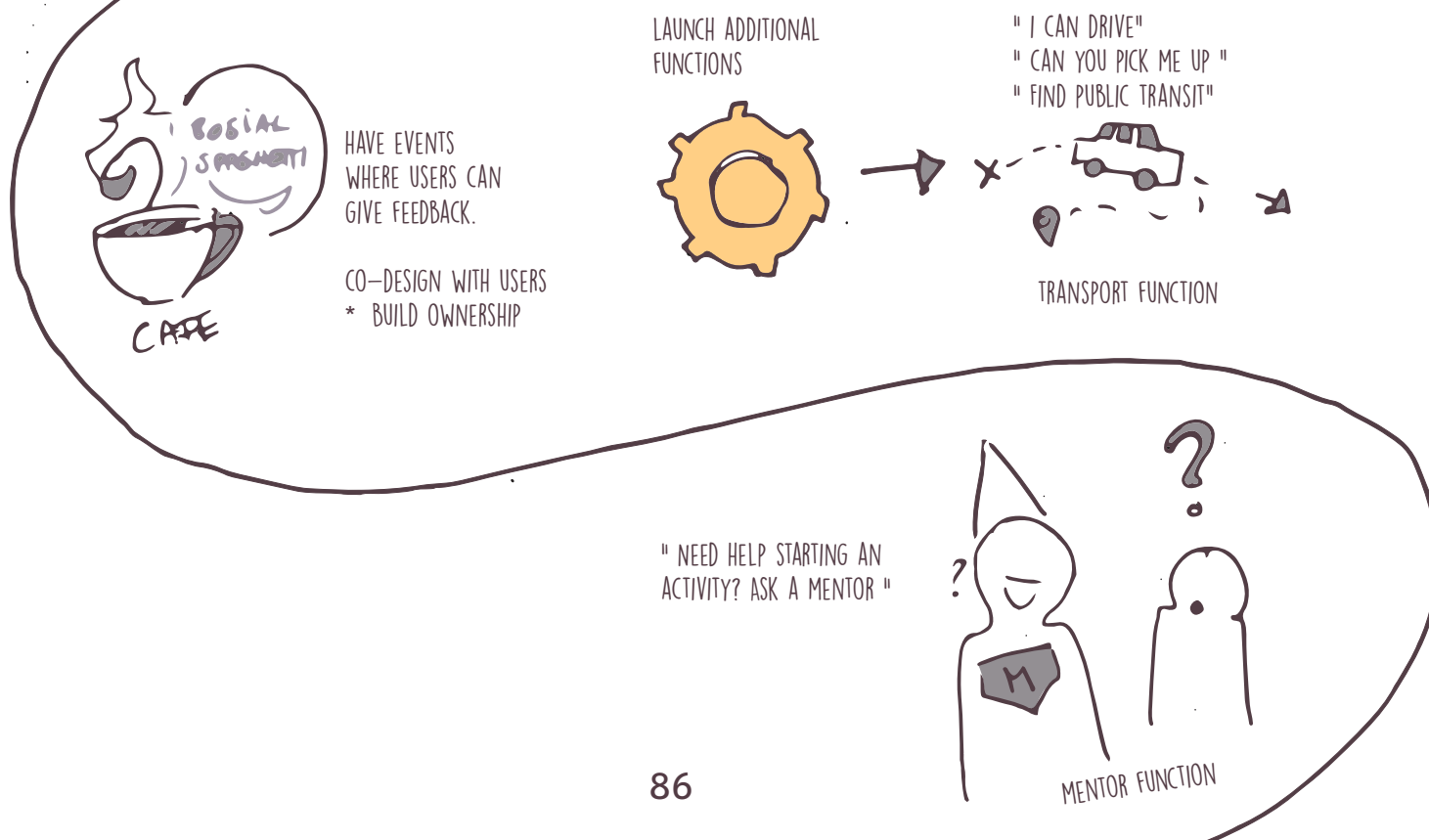
MENTOR FUNCTION

The future seem to hold more global misplacement of people because of climate change, war and social disruptions. Societies might be forced to address migration in new and innovative ways.

Our vision is that our project in the long run can address misconceptions about people with a different cultural background than ourselves, and the view that integration means assimilation.

We propose that in the future reception centers could become a natural, wanted and integrated part of society, and even change its systemic shape all together. This will only be possible if there is a change in perception in the general population. And this will only change if people meet and learn about each other: social integration.

IN 2012, EXTREME WEATHER DROVE **MORE THAN 32 MILLION PEOPLE** FROM THEIR HOMES

USA 776,000 displaced

CHAD 500,000 displaced

NIGER 530,000 displaced

CUBA 343,000 displaced

NIGERIA 6.1 Million displaced

PERU 138,000 displaced

PAKISTAN 1.9 Million displaced

BANGLADESH 600,000 displaced

CHINA 5.5 Million displaced

NORTH KOREA 9.1 Million displaced

JAPAN 250,000 displaced

S.SUDAN 340,000 displaced

MADAGASCAR 190,000 displaced

INDIA 9.1 Million displaced

PHILIPPINES 3.6 Million displaced

98% OF CLIMATE REFUGEES WERE FROM DEVELOPING COUNTRIES.

http://tcktcktck.org/2013/05/hundreds-of-millions-will-be-displaced-by-climate-change/

7.0 DISCUSSION

7.1 REFLECTION ON METHODS

Sustainability is about both economical, social and environmental sustainability.

This master thesis is a result of a human centered design process, focusing on social sustainability in the form of well-being and empowerment of people through social integration. This has been done by using a human centered design process, and with methods from system oriented design and service design, along with theories based on psychology, ways of enabling social change and gamification.

It has been interesting to use human centered design along with theories based on psychology and on enabling social change. We found this approach to be inspiring and challenging to use, but also quite natural given that human centered design puts people in the center of attention. Underlying psychological mechanisms adds an extra layer to our understanding of people we are designing for, but also gives us parameters for designing, along with informed arguments for why a solution might be viable.

Further we have used gamification as glasses for understanding society, which is made up of social systems. This was an important part of our master thesis as it enabled us to discuss and get a deeper understanding for very specific parts of asylum seeker's life. This might have been difficult with other methods, at least in such a short period of time.

7.2 CONCLUSION OF THESIS

The goal of the thesis has been to improve the feeling of normalization for asylum seekers, through social integration, and proposes a service solution for enabling social integration of people of different language, cultural, economical and social capital background.

Research question and problem statement has been:
How might we use a human centered design approach to find ways to improve social integration of adults: locals and asylum seekers, in order to improve the feeling of normalisation for asylum seekers?

How might we design a service that enable adults to meet over common interests, that is accessible for people regardless of income and language abilities?

Sub problem statements:
How might we enable existing initiatives to reach out to more people?
How might we enable asylum seekers and locals to initiative events and activities in order to meet new people with common interests?

We have answered the questions by designing an online platform for meeting like minded people. The service bridges people of different social capital, and thus enabling positive social change, through marketing activities that are cheap or free. It is easy to use for everyone with the use of its own visual language and enables communication online between people of different languages, in order to meet in real life. Further it empowers people by letting them create the content on the page, and is by that also well prepared for meeting a changing future. And lastly, this enables asylum seekers to meet people as equals, and not as the label asylum seeker, providing them with some normality in their abnormal situation.

On the background of the close collaboration with stakeholders we believe the solution is likely to succeed, both because we have tested that it covers needs and removes barriers for social integration, and because of the connections in the area which we focused our work in. These will be very important concerning a launch of the service. We would like to conclude with that a human centered approach, together with the methods proposed in the thesis, is well equipped for working with social sustainability issues like social integration. But only if it uses the core principles: co-designing and collaborating with stakeholders and experts. It seems that if we can find appropriate ways for co-designing and collaboration in design processes, we might take on and find good solutions to address any wicked problems.

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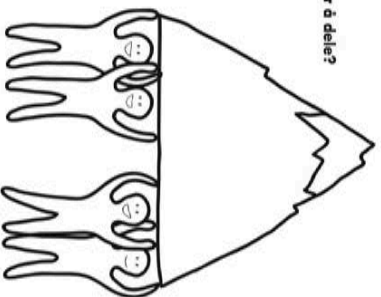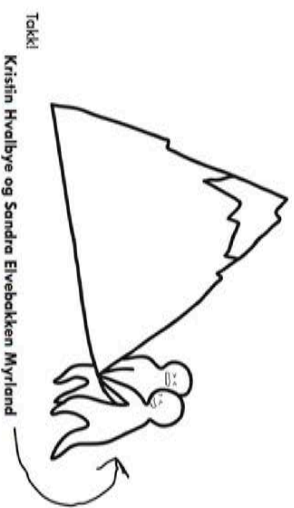
Hei!

Kunne du tenke deg å svare på en kort spørreundersøkelse i forbindelse med vår masteroppgave?

For å designe meningsfylte løsninger og tjenester trenger vi hjelp av mennesker som er ekspert på sine egne liv. Det er her du kommer inn! Denne undersøkelsen har vi laget i forbindelse med vår masteroppgave i design ved HiOA. Alle svar vil bli anonymisert.

Tanker og kommentarer du ønsker å dele?

Tusen takk for din eksperthjelp!

Takk!
Kristin Hvalbye og Sandra Elvebakken Myrland

Kort om deg:

○ Mann ○ Kvinne

Alder: _____

Hvor har du vokst opp?

Yrke/arbeidssted: (valgfritt)

1. Har du vært på et asylmottak? ○ Ja, ○ Nei
Hvis ja, hvorfor? Hvis nei, hvorfor ikke/hvilke hinder finnes for deg?

2. Har du snakket med eller blitt kjent med en asylsøker da personen var i søknadsprosessen? ○ Ja, ○ Nei
Hvis ja, hvorfor/hvordan? Hvis nei, hvorfor ikke/hvilke hinder finnes for deg?

3. Hvordan tenker du asylsøkere lærer om uskrevne normer og regler i det norske samfunnet mens de bor på mottak i dag?

4. Hvordan kan asylsøkere bli kjent med lokalbefolkning mens de bor på mottak i dagens situasjon?

5. Hva vil være negativt for deg hvis det opprettes et asylmottak i nærheten av der du bor?

6. Hva vil være positivt for deg hvis det opprettes et asylmottak i nærheten av der du bor?

STAKEHOLDER MATRIX: SOCIAL SPAGHETTI

WHO Name of stakeholder	IMPACT How much does the project impact stakeholder? **LOW-MEDIUM-HIGH**	INFLUENCE How much influence do they have over the project? **LOW-MEDIUM-HIGH**	WHAT What is important to the stakeholder?	CONTRIBUTE How could the stakeholder contribute to/in the project?	BLOCK How could the stakeholder block the project?	STRATEGY Strategy for engaging the stakeholder.
Unenged asylum seekers	*HIGH* *Simpler way of interacting with locals. Might motivate them to keep the spirit up*	*HIGH* *The service has no purpose without the main user and their influence is key.*	*Need to feel accepted in society.* *Learn Norwegian.* *Knowledge of how to reach their goals.* *See opportunities.*	*Share experiences.* *Expert information on how to engage unenged people in participating in activities.* *Persuade*	*If they had negative experiences it might lead to.Not get over language barrier. Spreading negative attitudes. Assumptions. Fear of having a bad experience. No pictures*	*Get other asylum seekers to spread prior positive experience. Design for their expectations. Build positive and true expectations.*
Average asylum seeker	*HIGH* *Simpler way of interacting with locals. Might motivate them to keep the spirit up*	*HIGH* *The service has no purpose without the main user and their influence is key.*	*Need to feel accepted in society.* *Learn Norwegian.* *Knowledge of how to reach their goals.* *See opportunities.*	*Share experiences.* *Persuade*	*If they had negative experiences it might lead to.Not get over language barrier. Spreading negative attitudes. Assumptions. Fear of having a bad experience. No pictures*	*Get other asylum seekers to spread prior positive experience. Design for their expectations. Build positive and true expectations.*
Engaged and resourceful asylum seekers	*MEDIUM* *Simpler way of interacting with locals.*	*HIGH* *The service has no purpose without the main user and their influence is key.*	*Need to feel accepted in society.* *Learn Norwegian.* *Knowledge of how to reach their goals.* *See opportunities.*	*Share experiences.* *Help us test how asylum seekers can take responsibility in activities. Help us spread the word for testing prototypes.* *Share their opinions with all the possible investors. Can help us persuade the investors.*	*If they have negative opinions it might lead others to follow and not join the project/service/activities. Can make a negative impression on the locals. Not get over language barrier.*	*They have to be a part of the design process.* *Have to be able to make their own events and feel like they are included*
Engaged locals	*HIGH* *Simpler for them to get people to participate in their activities. Easier for them to organize and engage others*	*HIGH* *They are the people who help us spread the importance of the project. They can gather people and take initiative to make and spread activities.*	*Participate in creating activities, feel ownership and believe in the activities. Share their experiences with others and get them to join the activities.*	*They can contribute with existing activities and spreading the word about the activities. They are a key to get the project up and running.*	*They can disagree with everything we do and not want to participate.*	*Helping them help us. Take their existing activities and help them develop them further and share, through making a platform they can use for this purpose.*
Average locals	*MEDIUM* *Can rid them off assumptions and enrich their social circle*	*HIGH* *They can pull the project in either a positive or negative direction depending on if they have a positive or negative experience*	*Feel safe and make sure they are not affected negatively by the asylum seekers. That society keeps their ground values. Know what to expect in activities.*	*Use the service, share the service.*	*Critical thoughts, holding on to old assumptions.* *Not participate* *Not get over language barrier.*	*Make sure the solution inform the user about what is required from them in a simple way. Make sure they can access prior positive experiences.*
Not engaged (Lonely) locals	*HIGH* *Can impact stakeholders by giving them a channel where they can engage in social activities.*	*MEDIUM* *The solution should make sure their needs is met but*	*To get out of loneliness/ depression. To feel they are a part of a group. To have someone to talk to. To have a purpose in life.*	*Use service, share service, give information about what their needs are so our service can meet them.*	*Critical thoughts, holding on to old assumptions. Not participate*	*Make sure the solution inform the user about what is required from them in a simple way. Make sure they can access prior positive experiences.*

Attachment

Attachment 5:
Stakeholder analysis 2

LEVEL OF POWER

HIGH

ENGAGED ASYLUM SEEKERS

ACTIVITY STARTERS

ENGAGED LOCALS

ASYLUM SEEKERS

MUNICIPALITY

OWNERS OF RECEPTION CENTERS

EPLOYEES AT CENTERS

RED CROSS

LIBRARY

RWTN

NOAS

IMDI

SHOPS

UDI

NORSK FOLKEHJELP

VOKSENOPPLÆRING

NAV

LOW

LOW

LEVEL OF INTEREST

HIGH