SOUR

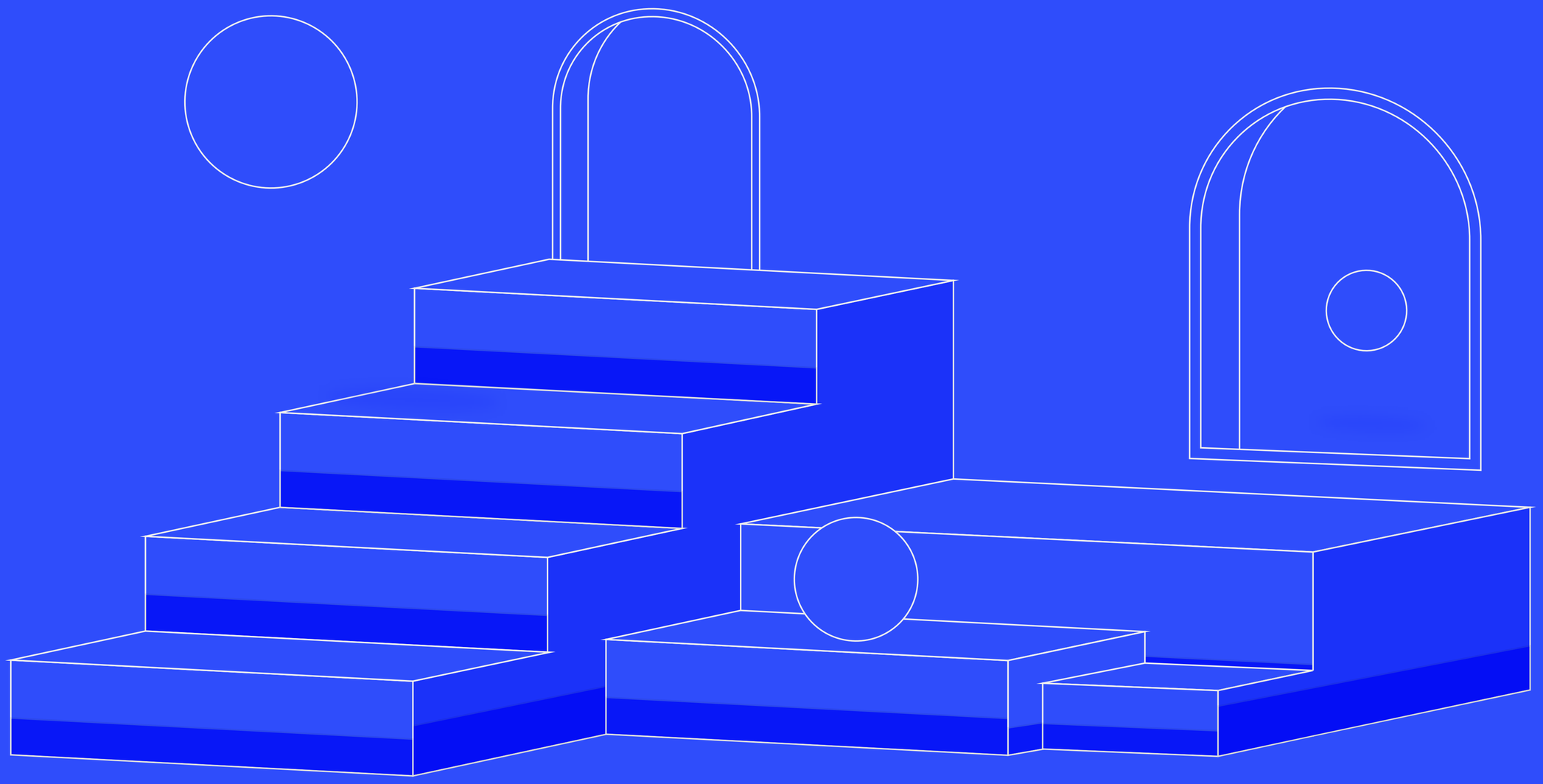
2022/01

The Journal

Issue 04

SOUR

2022/01



Index

Designing With, Not For

“We are drowning in information while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely.”

This is a quote from E.O. Wilson, a famed biologist who has been called the “father of biodiversity”. He championed the idea that nature is not simply a cutthroat, survival of the fittest, gladiator-style arena, but instead a fundamentally collaborative endeavor – one characterized by cooperation and teamwork.

The same is true of design and innovation. And these “synthesizers” Wilson speaks of can only affect change if their solutions are based on a “with, not for” mentality. This means we must break down traditional ivory towers, white-male-dominated industries and build up a system in which a diverse array of voices and ideas can put together the right information and create solutions that work for all, not just for some.

Replacing this trickle-down, center-out design mindset will be no easy task, but it can be done. It will involve working with communities to gain insights into how certain designs and technologies can be most useful. This will mean cultivating two-way educational environments where user feedback informs innovation and people are given the opportunity to meaningfully integrate new designs into their lives. It will involve a more even distribution of power. It will involve more neural diversity in the design phase – more brainpower from different people with different cultural backgrounds and lived experiences. And it also will involve designing from the edges, and including the voices of the marginalized to realize solutions that directly address issues of accessibility and inclusion.

If we can achieve these goals, industries across the board will be able to move from simply creating products and services to nurturing a communal sense of ownership. And no industry will be more influential in driving this shift than Tech.

Technology has the power to unite and the power to fracture. We have witnessed the immense leaps forward in fields like medicine and computing, but we have also witnessed various forms of techno-elitism and the echo-chambered dissonance of social media run amok. Technological inequality often mirrors social inequality. Tech deserts are a global problem, where low-income communities often lack the tools to participate in the new digital age.

This is a problem which has been exacerbated by the pandemic; as workplaces and education have shifted online, many of these communities are excluded. Not only are these people put at risk physically by being forced to go to jobs where they could be exposed to a potentially deadly virus, they are also unable to contribute their ideas and insights to a conversation that is increasingly moving into the digital space.

Working to fix this reality starts within tech companies themselves. It is an industry that for so long has been an all-boys club, and this needs to change. And it goes beyond simply hiring diversity trainers to run mandatory training programs, a practice that has been deemed largely ineffective.

Hiring a diverse group of people within a company has proven benefits. A study conducted by the Harvard Business Review found that employees in diverse workplaces were 45% more likely to report higher increases in their company’s market shares over the last year and 70% more likely to report that their company had captured a new market. The study also found that “when at least one member of a team has traits in common with the end user, the entire team better understands that user”. This cuts to the core of the “with, not for” concept, and all tech companies would be wise to incorporate it into their business models.

There is another quote by E.O. Wilson that goes like this: “The real problem of humanity is the following: we have paleolithic emotions; medieval institutions; and god-like technology.” Designers and innovators across industries can work to solve this problem by helping create a culture of inclusion and diversity that can push institutions from medieval to progressive and foster emotionally rich and nuanced work environments. By doing so, maybe we strongly believe that there is a future where social and technological progress blossom in beautiful, mutually beneficial harmony.

The Journal Issue 04

2022/01

What's Wrong With Tech

Exclusive

LEED Certification is one of the most famous sustainability standards in the building industry. Even though the aim is great, having high fees for the certification exclude many projects and firms from having this privileged badge.

Tesla

Tesla makes the sustainable efficiency possible for the mobility industry. But having fairly high prices makes the whole benefit of this technology only available for a limited group of people.

Sensor soap dispensers are great innovations for many reasons. With their refillable nature they help us diminish the use of plastic. Since they also don't require touch, they make public toilets way more hygienic for us. But as in seen in the example here even this beneficial technology can be quite exclusive.

Blackberry

Blackberry was famous with its trademark cellphone keyboard and sold more than 50 million of the devices in 2011. Yet, Blackberry refused to keep up with the new trends and consumer demands, and while not adopting the touchscreen technology they easily became forgotten.

The Spikes

Spikes to keep homeless people from taking shelter in UK. It is not hard to see the motivation behind the design. Even though it might create some sort of quick 'solution' to the 'problem', human behavior requires deeper dive in order to understand the real 'problems' behind the surface.

The Face Trainer

Face Trainer is a failed product, produced with the aim to tone the muscles on the face. Assuming that it is not being tested with real users, it ended up having this strange look. Also, not really sure if it answers a real need.

Quick Wins

Sustainable

Cure Bionics

Cure Bionics, develops 3D-printed, light-weighted, multi-grip and customizable bionic prosthetics for people with limb differences at an affordable cost.

WearWorks

WAYBAND, is a wrist-wearable haptic navigation device for the blind and visually impaired. In 2017, it was tested to help the first person who is blind to run the NYC marathon without sighted assistance.

COVID-19 vaccines, intended to provide immunity against SARS–CoV-2, created with collective effort of many different stakeholders and researchers with participation of many volunteers.

Inclusive

Audiobooks are not just another format for the books. They make the reading experience accessible for many.

Emojis

Representation of different genders and different skin colors in the emojis is a great example of the inclusion in the digital culture.

Case Study 1
Family Pockets: An Activity Toolkit

SOUR, HeyMama

When the COVID-19 pandemic hit every part of the world in early 2020, we saw an opportunity to identify accessible and flexible solutions that support families in this new era of blended domestic, professional, and educational spaces. We teamed up with HeyMama to identify ways to support working mothers and homeschooled kids in meeting the increased demands of a blended professional, domestic, and educational space.

Working mothers manage diverse, complex, and fluctuating responsibilities while caring for their children and themselves, in addition to fulfilling professional and domestic work. In the present and post-pandemic world, there is unimaginable pressure on working mothers and children to transform their routines and their homes to accommodate extreme constraints of space, time, and other resources. We asked ourselves, can we design a toolkit which can help families navigate the new reality together, and empower family connections?

Meet Family Pockets, a kit of activities that integrates everyday objects and home surroundings to support families in creating opportunities to bond, communicate and collaborate, and navigate the new reality together.

Family Pockets is created through collaboration with moms and children, in the timespan of one year, to come to principles which are enforced by desk research and expert interviews:

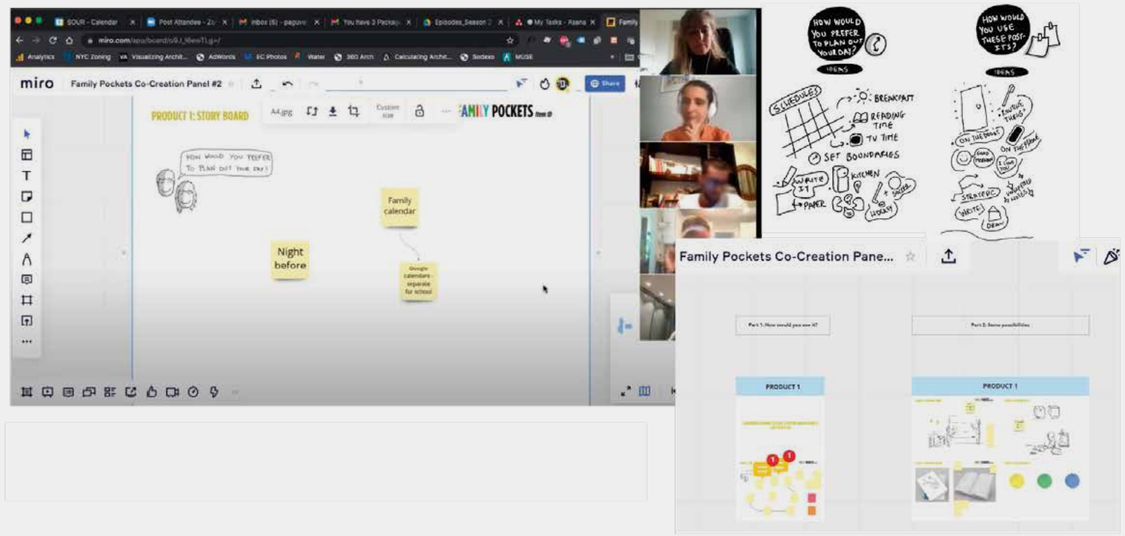
Making things with our hands and connecting with nature can enhance our mental health.

Retrospective conversations about the day promote better communication and bonding moments.

Collaborative planning can lead to a better understanding of each other's day.

Anticipating what might happen in the future can help reduce stress. One way to do this is by play acting future scenarios.

We aim for Family Pockets to adapt to the needs of families and overtime immerse into family dynamics and behaviors. Family Pockets will reach its goal when families no longer need the pockets, and its core values become common family practice.



HOW WE DID IT?

We investigated the situation and found ways for moms and kids to hack their environments for greater productivity, collaboration, and joy.

Desk research - Secondary sources give us an understanding of what has been done in the past, what questions have been asked and answered, and what remains to be learned.

Surveys - distributed to working mothers across the U.S.

Expert interviews - with child and family psychologists.

Diary studies with Openbox - together we designed a week-long diary study to take place entirely on the WhatsApp messaging platform. We asked participants to respond to our prompts with a range of media - from photographs, maps, and drawings to audio and video recordings.

Generative design tools - in which we included both mothers and their children in the research process allowing for a more inclusive co-creation and feedback on different prototypes

The existing product landscape, which is top-down, non-collaborative with children which often result in not working or being underutilized. There are no products that demonstrate understanding of family day to day to adapt to their daily lives. We conducted diary studies with moms and their families, for which the participants shared a range of media—from audio and video recordings, to photos of maps and drawings—giving us a rich picture of their daily experiences. We discussed daily routines, co-ideated on design solutions and gathered feedback on concept designs, which shaped the current Family Pockets.

"Children handle change best if it is expected & occurs in the context of a familiar routine. A predictable routine allows children to feel safe, and to develop a sense of mastery in handling their lives." - Journal of Developmental and Behavioral Pediatrics

" When children are unhappy, insecure or unsure of their environment, energy goes into dealing with that, and not into learning." - Dr. Claire McCarthy, Boston Children's Hospital, Reuters Health

"Studies link family routines to a 47% increase in social-emotional health." - National Center for Education Statistics

FOOD FOR THOUGHT

Embracing kids as creators

- A major component of our research (and design) approach was about empowering children to be equal participants. Research activities were designed to give them agency in making decisions and the tools to take initiative.

- Understanding who your stakeholders are is one thing, including them in the research and design processes is another.

Accommodating stakeholders

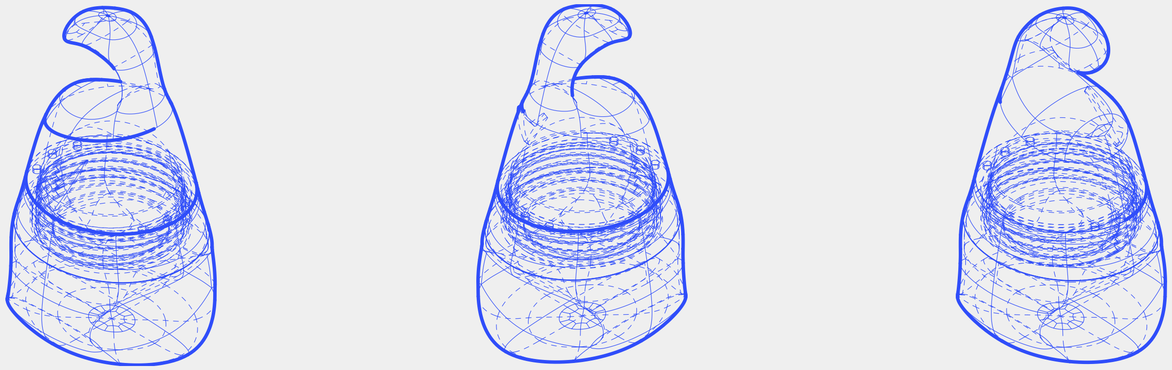
- The diary study's week-long time-frame, text-based interactions allowed participants to respond in the moment, and more crucially, in the moments that worked best for their schedules.

- Thinking about how research methods can be designed to work for your participants, not against them.

Case Study 2
An Inclusive Deodorant

Degree, Unilever

INNOVATION GRAND PRIX, CANNES LIONS FOR DEGREE INCLUSIVE
WINNER IN THE PACKAGING CATEGORY, FINALIST IN GENERAL EXCELLENCE, HONORABLE MENTION IN BEST DESIGN NORTH AMERICA, FAST COMPANY'S 2021 INNOVATION BY DESIGN AWARDS FOR DEGREE INCLUSIVE
WINNER 8X SILVER AND 1X BRONZE, LONDON INTERNATIONAL AWARDS FOR DEGREE INCLUSIVE



One in four Americans has a disability, yet many products and experiences are not designed with this community in mind. Personal care products, for example deodorants, are inaccessible and yet they need to be used daily, if not multiple times a day. It is very important to rethink personal care products, like deodorants, to be inclusive of a broader audience, not only because of the practical need, but also because of how it boosts self confidence and positive self-image.

How might a deodorant be accessible in apprehension, acquisition and application to many people with temporary or permanent disabilities?

We teamed up with consumer goods company Unilever and creative agency Wunderman Thompson to rethink deodorant bottles to be inclusive of needs of people with visual or upper extremity impairments.

The outcome became Degree Inclusive, a roll-on deodorant bottle co-designed with a diverse, international group of people living with disabilities. The prototype integrates key features to make the product handling and application accessible:

- A hook cap to allow for flexibility in use.

- A wide gap in the bottom to allow (ap) prehension and eliminate the need of grip, and single or no-hand application of the deodorant.

- A water drop form to allow for easier grip.
- Use of magnets to close the cap for easy open/close and to provide auditory confirmation when closing.

- Embossed logo and braille label for tactile perceptibility.

-Larger roll on ball size to allow for quicker and easier application.

Photo Credit Wunderman Thompson Argentina

HOW WE DID IT?

Desk research - Secondary sources give us an understanding of what has been done in the past in terms of deodorant bottle designs, what questions have been asked and answered, and understanding the big gap in the market.

Expert Interviews - with occupational therapists, mental health counselors, inclusive designers

Generative Design - We have facilitated workshops with 8 participants living with various disabilities, to explore needs/wants, ideate design solutions and gather feedback on prototype iterations. The sessions were led by an occupational therapist to ensure deeper understanding on the reasons for the challenges in order to make accurate design decisions.

2022/01

Panel Discussion

What's wrong with technology is a question as old as civilization itself. Throughout human history, the development of technology has helped us adapt, organize, and mobilize. It has allowed us to control our environments, improve our health, protect us, expand our understanding of the cosmos, move us faster from A to B, and communicate information more and more efficiently.

But as tech has grown increasingly complex and intertwined with most aspects of our modern lives, so have the ethical dilemmas surrounding its applications.

In ancient Greece, Plato and Socrates worried that a new technology called writing would ruin human memory and disrupt the passage of knowledge from one generation to the next. Fast forward 2,500 years and you could substitute 'writing' with 'smart phones' and not miss a beat.

But the Greek philosophers could probably not have anticipated the splitting of the atom, geoengineering, or predictive algorithms.

The truth is, technology can be marvelous if it's used responsibly, and disastrous if it's not. And since its exponential explosion after the Industrial Revolution, we have been walking a thin line between these two outcomes. If we are to emerge from a recent past where we witnessed both the discovery of penicillin and the Deep Water Horizon oil spill, then the ethical design and application of new technologies will be imperative.

These ethics boil down to inclusion, equity, and accessibility, and permeate all aspects of tech, from AI and data collection to haptic wearables to robot medical staff to tech culture itself.

No one wants to live in a technocracy, which is why it's vital that innovation deserts are eliminated. Similar to food deserts — marginalized, poorer communities where fresh and healthy produce is inaccessible — innovation deserts are communities without access to the technology and education necessary for those living there to get involved in the tech/start-up ecosystem and contribute their voices and ideas to the conversation. Organizations like Change Catalyst, founded and led by Melinda Briana Epler, are committed to strive for equity by working with community leaders and governments to create inclusive and diverse tech/startup ecosystems.

There are so many initiatives and technologies which highlight how designing with inclusion in mind leads to real innovation . From making websites more streamlined and user-friendly for the elderly, to creating wearable haptic devices with the blind community to allow vision impaired to run marathons, to designing socially assistive robots that help people with health problems like alzheimers and traumatic brain injuries, as studied and executed by Prof. Maja Matarić. All are great examples of working from the edge, for the marginalized, to make the whole that much better.

Another contemporary edge concept is hacking. While the word "hacker" elicits images of sinister, bad actors coding away to sew chaos and exploit systems, individuals like Dr. Tim Summers are working to flip this stereotype and show how the hacker mindset may actually help us become more creative and prepared to solve the vexing problems of today and tomorrow.

Underpinning these ethics is our collective humanity, with all our flaws and fears and ingenuity and emotion. So it's also important to understand that data collection and algorithms, while they have been — and will — be so fundamental to our understanding of everything from climate change to medical science, are not free of human biases. No technology is free of human bias. These things we are creating are only as good as the people creating them, which is why we must be aware of how we are creating and using them, and not to lose the ability to choose, or to think critically, and not let the 'suggested for you' category on Netflix or the navigation on Google maps erode our ability to see the road ahead or diminish our capacity for insight and creativity.

So while "What's Wrong With Technology?" is a question as old as civilization, it is also one that continues to evolve as humanity evolves. And like all the other issues examined at www/, it's by bringing people together across industries and breaking down silos that we can make sure we're asking the right questions and cultivating a space where collaboration catalyzes positive change and guides us in the right direction.

During www/Tech, an online diagnostic panel discussion and Q&A, we brought different perspectives from people across the industry together, to understand the underlying reasons of the challenges we face in the industry and discuss potential solutions, and to cultivate a space where collaboration catalyzes positive change and guides us in the right direction.

Panellists

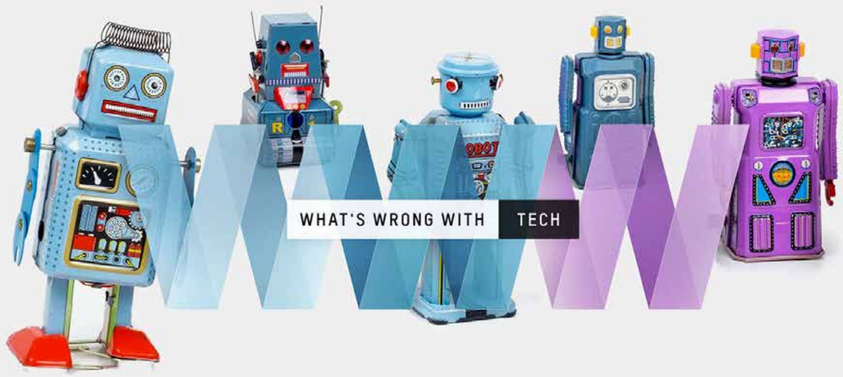
Melinda Briana Epler | Founder & CEO of Change Catalyst

Dr. Tim Summers | CEO of Summers & Company / Founder of WikiBreach / Executive Director of Third Horizon Initiatives within the University Technology Office at Arizona State University

Prof. Maja Matarić | Distinguished Professor of Computer Science, Neuroscience, and Pediatrics Interim Vice President of Research at USC, and Founding Director of the USC Robotics and Autonomous Systems Center

Check the video recording here.

What's Wrong With Tech?
Panelists' Biographies



Dr. Tim Summers | CEO of Summers & Company / Founder of WikiBreach / Executive Director of Third Horizon Initiatives within the University Technology Office at Arizona State University

A hacker, professor, author, frequent media commentator, TED speaker, and consulted expert, Dr. Timothy C. Summers is internationally recognized as one of the world's leading experts on cyber security, how hackers think, blockchain, and normal chaos. Timothy is a trusted adviser and consultant to Fortune 500 companies, academic institutions, and governments worldwide. A coder since 10 years old and a hacker since 12, he specializes in using the hacker's mindset and the normal chaos paradigm to design and implement solutions that are survivable, sustainable, and profitable.

Dr. Summers is the CEO of Summers & Company, a cyber advisory firm specializing in strategies and training involving cyber security, and blockchain using scholarship and practice techniques to evaluate management decisions to ensure that organizations can deal with a variety of uncertainty. He is the Executive Director of Third Horizon Initiatives within the University Technology Office at Arizona State University. In this role, Timothy serves the enterprise by leading advanced development efforts that invent and launch innovative technologies focused on producing exponential returns.

His leadership, insights and the resources afforded by his firm have translated into real value for clients, both commercial and government, from helping organizations prepare for cyber crises that could have cost hundreds of millions in losses to advising foreign governments on the communication techniques of terrorist groups. He is frequently requested to provide expert commentary by media outlets and academic institutions, both domestic and international, on topics of risk, cyber crises, and blockchain. Dr. Summers has been a featured expert for CNN, Fox Business, CNBC, CCTV, NPR, Harvard University, the Antwerp Management School, and many others. Timothy is also a recipient of the 40 Under 40 Award for recognition as one of the top young leaders in his field.

He carries a Scientiæ Baccalaureus in Computer Science from Elizabeth City State University, Scientiæ Magister in Information Security Policy and Management from Carnegie Mellon University, and a Doctor of Philosophy in Organizational Management from Case Western Reserve University.

Melinda Briana Epler | Founder & CEO of Change Catalyst

Melinda Briana Epler has 25 years of experience elevating brands and developing business innovation strategies for startups, Fortune 500 companies, and global NGOs.

As CEO of Change Catalyst, Melinda works with her clients and partners to solve diversity and inclusion together. Using her background in storytelling, behavior science and large-scale culture change, she is a strategic advisor for companies, innovation hubs and governments around the world. She also co-leads a series of global solutions-focused conferences called Tech Inclusion, where she has partnered with over 450 tech companies and community organizations and hosted over 50 solutions-focused diversity and inclusion events. Previously, Melinda was a Marketing and Culture Executive and award-winning documentary filmmaker.

Melinda is a TED speaker – she speaks, mentors and writes about diversity and inclusion, inclusive innovation, entrepreneurship and investing. She is the host of the popular "Leading With Empathy & Allyship" podcast, and has spoken on hundreds of stages around the world, including SXSW, Grace Hopper, Wisdom 2.0, the World Bank, Obama White House, Clinton Foundation, Black Enterprise, Google, Indeed, Capital One and McKinsey.

Prof. Maja Matarić | Distinguished Professor of Computer Science, Neuroscience, and Pediatrics Interim Vice President of Research at USC, and Founding Director of the USC Robotics and Autonomous Systems Center

Maja Matarić is the Chan Soon-Shiong Distinguished Professor in the Computer Science Department, Neuroscience Program, and the Department of Pediatrics and Interim Vice President for Research at the University of Southern California, founding director of the USC Robotics and Autonomous Systems Center (RASC), co-director of the USC Robotics Research Lab, and the lead of the Viterbi K-12 STEM Center. She received her PhD in Computer Science and Artificial Intelligence from MIT in 1994, MS in Computer Science from MIT in 1990, and BS in Computer Science from the University of Kansas in 1987.

Prof. Matarić has published extensively, is the author of a popular introductory robotics textbook, "The Robotics Primer" (MIT Press 2007), is on the editorial board of the ACM Transactions on Human-Robot Interaction, and has served as an associate editor of three major journals. She has served on a number of advisory boards, including the National Science Foundation Computing and Information Sciences and Engineering (CISE) Division Advisory Committee, the Computing Community Consortium (CCC) Council, and the Willow Garage and Evolution Robotics Scientific Advisory Boards.

Prof. Matarić's Interaction Lab's research into socially assistive robotics is aimed at endowing robots with the ability to help people help themselves, through individual non-contact assistance in convalescence, rehabilitation, training, and education. Her research is developing algorithms, models, and methods for personalized robot-assisted therapies for children with autism spectrum disorders, infants at risk for movement delays, stroke and traumatic brain injury survivors, individuals with Alzheimer's Disease and other forms of dementia, as well as healthy elderly and other user populations. Her research team has developed some of the first and longest deployments of such systems in real world settings: hospitals, therapy centers, schools, and homes.

Prof. Matarić is also the co-founder of Embodied, Inc., which launched Moxie (in May 2020), an in-home socially assistive robot for supporting child development.

The Journal Issue 04

2022/01

WHAT'S WRONG WITH TECH

Themes of Discussion

RESPONSIBILITY
OPPORTUNITY
IMPACT
SOFTWARES AS TOOLS
FORECASTING
DIGITAL NETWORK
NEURAL DIVERSITY
DIVERSE COLLABORATION
LAW AND ETHICS
ROBOTICS
CONVENIENCE
EQUITY
LEGACY
HUMAN NEED
AGENCY
SERVING FUTURE GENERATIONS
TECHNOLOGICAL INNOVATION
BIASES
SOCIAL INTERACTION
ARTIFICIAL INTELLIGENCE
ETHICAL HACKER
WOMEN REPRESENTATION
CAPITALISM
INCLUSIVE CHOICE
PRIVILEGE
EXCLUSIVE INNOVATION
POWER SHARE
EARTH FRIENDLY
DISABILITY
ACCESS
AUTONOMY
HUMAN SPECIES

Case Study 3
Training Access for the Underemployed

New Jersey Innovate

“In August 2021, according to the Labor Department, 10.12 million Americans were unemployed or underemployed while 10.93 million jobs in the United States were unfilled.”

SOURCE: BUREAU OF LABOR STATISTICS, THE EMPLOYMENT SITUATION, SEPTEMBER, 2021.

The New Jersey Data for The American Dream Initiative

The goals of the Data for the American Dream project are providing new access to meaningful employment; building prosperity and long-term emotional wellbeing; and strengthening individuals, their families and communities—and ultimately New Jersey itself.

Innovate New Jersey (INJ) and the New Jersey Department of Labor (NJ DOL) invited ShedLight and SOUR to help them understand the challenges of jobseekers and uncover ways to make the digital search for job training successful.

How might we create an actionable framework for effective communication for the developed Training Explorer tool by the New Jersey Department of Labor?

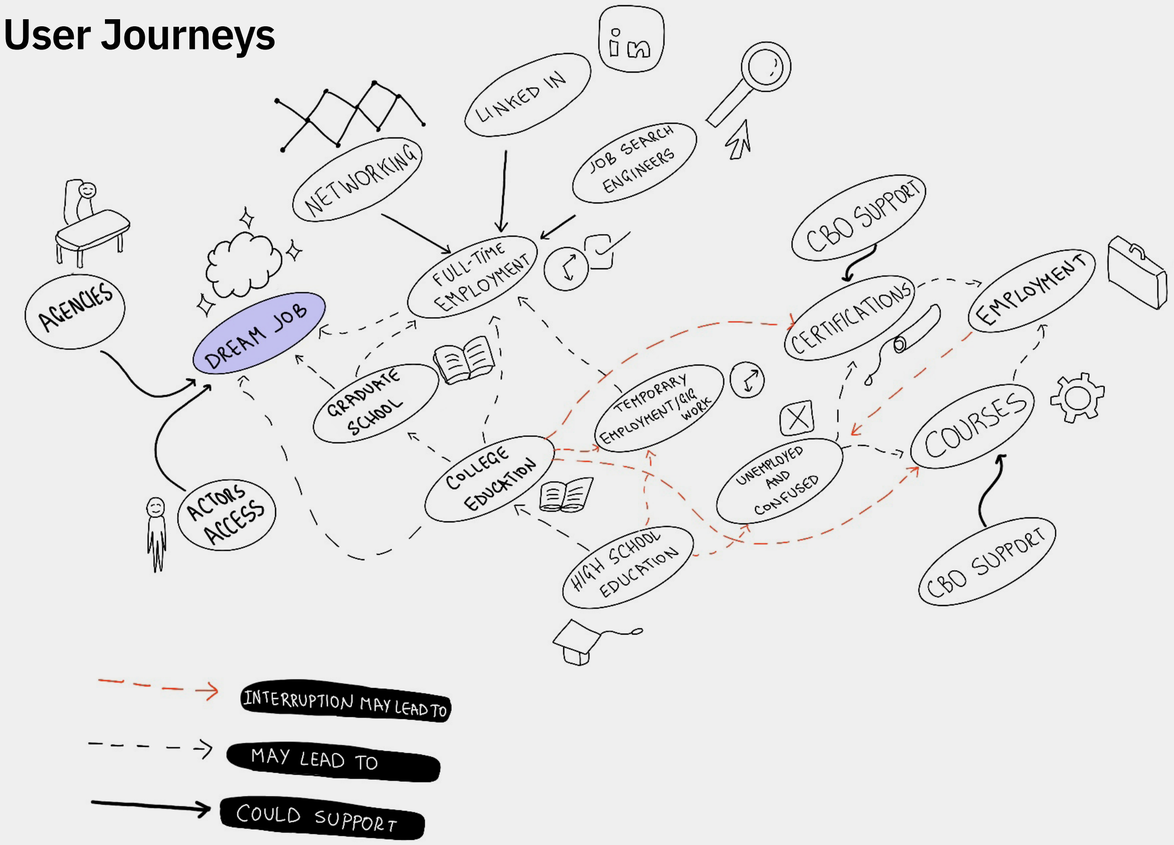
Many factors impact the ability to search for training, successfully complete a program, and maintain employment, including the availability of childcare and transportation; health and mental health; and the absence of bigger, more interruptive events in a person’s life. Potential training and job seekers often turn to Community Based Organizations (CBOs) to help them manage related issues and get connected to training and support.

In light of the insights generated through our research and co-creation sessions, we have prepared recommendations and guidelines around upcoming work necessary to prepare and plan for:

1. Outreach to primary audience to promote Training Explorer
2. Training Explorer to be inclusive of primary audience, as well as future user segments and CBOs
3. Cultivating relationships with CBOs in order to enable future collaborations to expand the Training Explorer to their audience.

A set of worksheets were provided as a toolkit to support upcoming activities related to CBOS, to help build empathy towards potential partners, set expectations and identify priorities for future collaborations.

User Journeys



HOW WE DID IT?

Desk research - our typical baseline to begin research. Secondary sources give us an understanding of what has been done in the past, what questions have been asked and answered and what remains to be learned.

Expert interviews - with CBOs to understand the pivotal role that CBOs play in supporting job seekers. This helped us to better understand their constituents, services and partnerships.

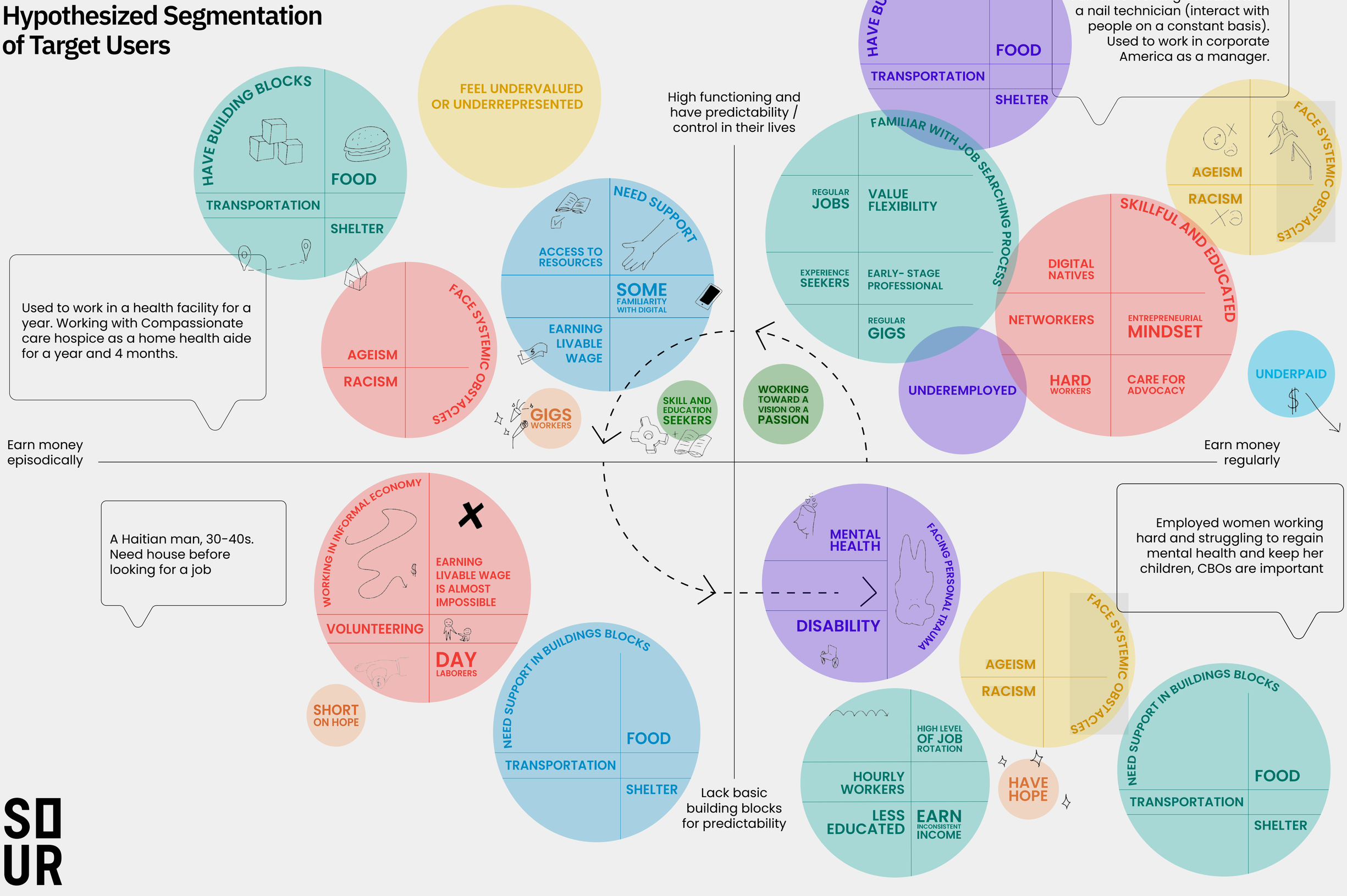
User interviews - with people who had experienced unemployment in the past few years, to gain insight into their employment journeys in the context of their lives. This provided deep insight into target users, and allowed us to segment the universe of potential training seekers based on their goals, needs, and ability to use the Training Explorer.

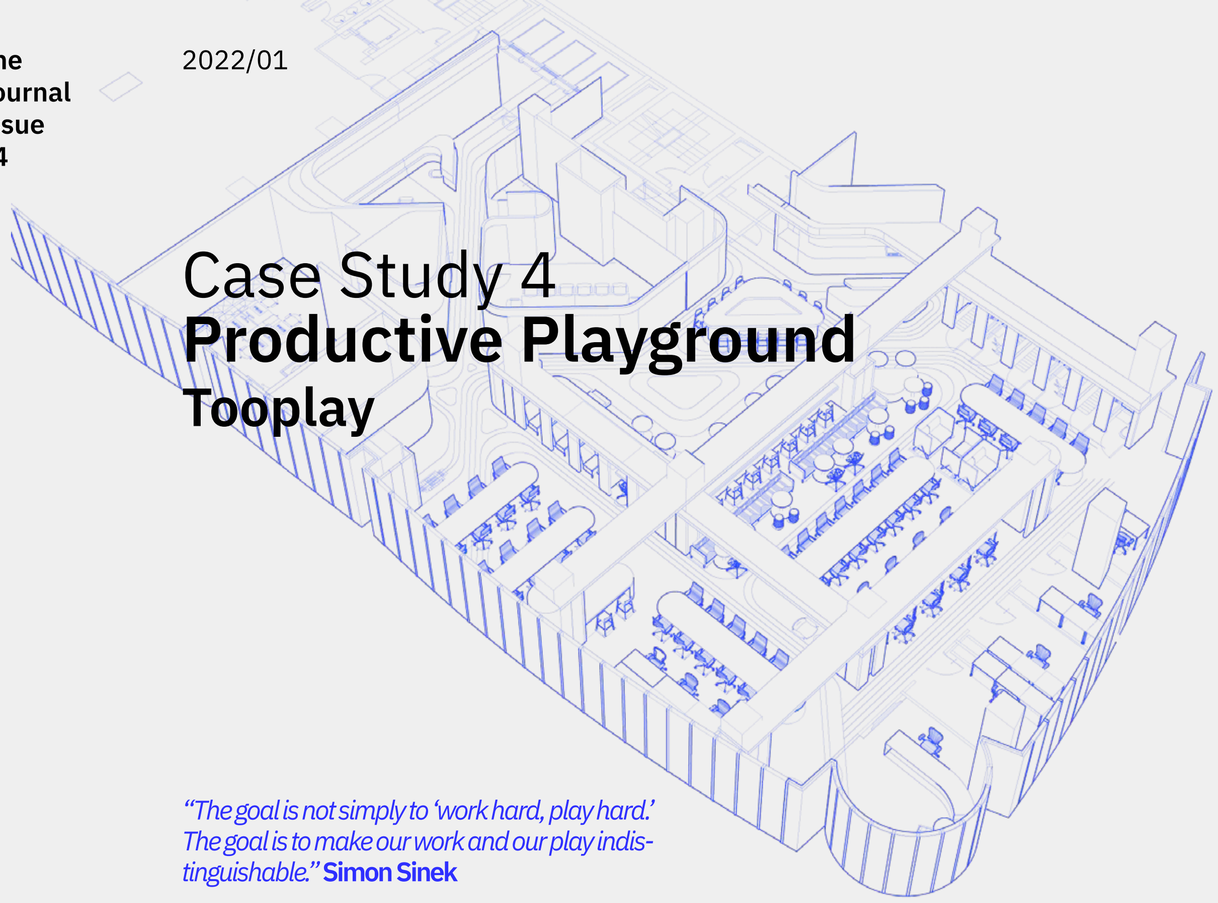
Participatory design - we hold co-creation sessions with a short list of highly verbal, representative end-users and CBOs to generate actionable insights and frameworks that might guide efforts to optimize the tool itself and develop the broadest possible user base, at present and over time.

The Journal Issue 04

2022/01

Hypothesized Segmentation of Target Users





Case Study 4
Productive Playground
Tooplay

"The goal is not simply to 'work hard, play hard.' The goal is to make our work and our play indistinguishable." **Simon Sinek**

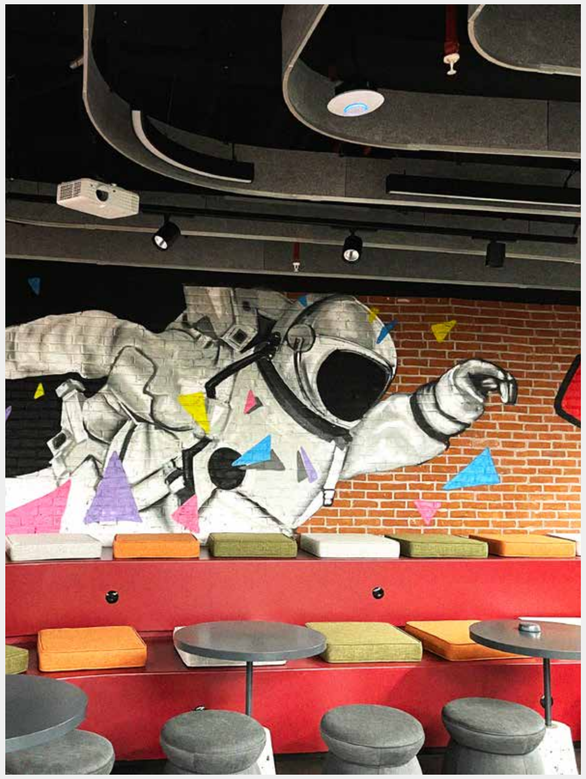
The dictionary definition of an office "a room, set of rooms, or building used as a place for commercial, professional, or bureaucratic work" lays out the purpose of the space without any insight into what commercial or professional work was, and what it is now. While what we mean by "work" is ever changing, what we expect from a "work space" is even more scrutinized with the on-going pandemic.

Throughout this global health crisis, many found comfort in the flexibility, efficiency and ease in working from home or remote, until also realizing at what cost it might come. Having "home-work" became the new constant, it became harder to be active during the day, social relationships with our teammates started to diminish and throughout the efficiency of the Zoom meetings, we lost spontaneous interactions.

Living with the pandemic for over two years now, what we came to discover is that we wanted both: we wanted the workspace presence in our lives but also cherished the flexibility to work from wherever we want. So the question became: ***how might we create a workspace that answers the present needs of users when they don't want to work from home?***

the new office of Tooplay, Turkey's largest Video Advertising Network based in Istanbul, is inspired by the personal experiences lived by the team throughout the pandemic: the need for personal refuge and privacy, longing for social interaction and actual face time, the need to exercise, the increased mindfulness to care for mental health, increase in productivity through personalization of environment and missing the outdoor street life. The design integrates flexible environments that can be personalized based on user needs, areas of refuge for meditation and relaxation, spacious points of interaction to increase encounter, and playful interventions to unwind.

To create an outdoor-like indoor space, a streetscape with local street-art infused brick walls is the prominent feature, incorporating tracks on open paths to encourage daily walks. The design has greenery built in throughout the space and maintains no or transparent partitioning to ensure natural sunlight enters all areas. The office furniture is produced with certified or reclaimed wood to ensure sustainable sourcing, while also incorporating iconic playful pieces like Swing Table by Duffy London.



Artwork by Kien Art

Artwork by Kien Art

HOW WE DID IT?

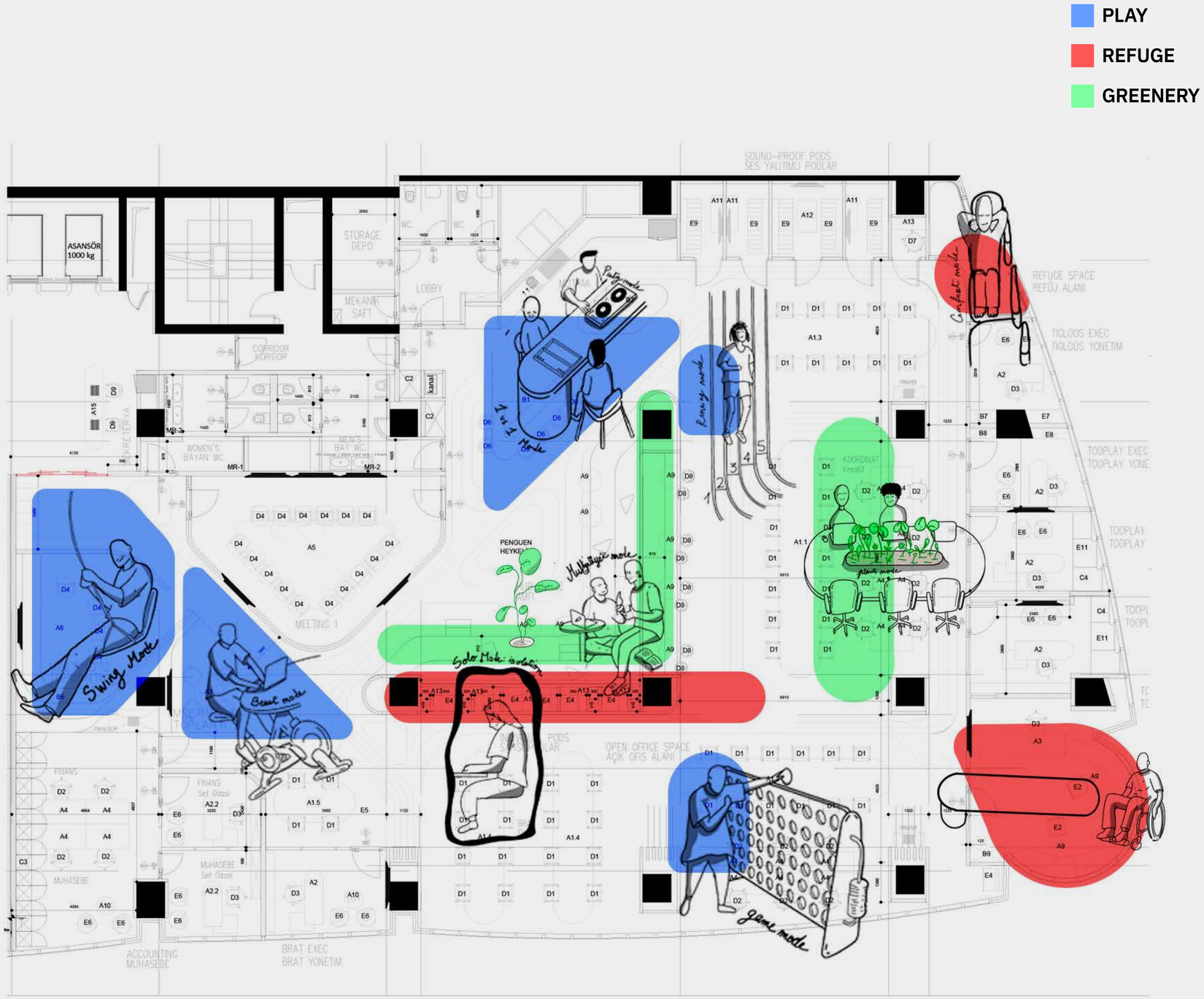
Desk research - Historical research together with an extensive analysis of contemporary office design and recommendations to create inclusive and responsive spaces to meet individuals needs and wants.

Expert Interviews - Conversations with environmental psychologists, inclusive designers, and mental health counselors.

Ethnographic Methods - Tooplay work environment observations, stakeholder interviews and a survey with all employees have been conducted, to understand the needs to achieve productivity, collaboration and relaxation, and wants to create a welcoming and attractive work space.

FOOD FOR THOUGHT

The workplace will increasingly be called upon to provide what working from home can't, while also having to meet great standards to preserve and improve well-being. What type of spatial innovations can we create through technology to ensure high air and environment quality in existing office buildings?



The Journal Issue 04

2022/01

Tooplay Office

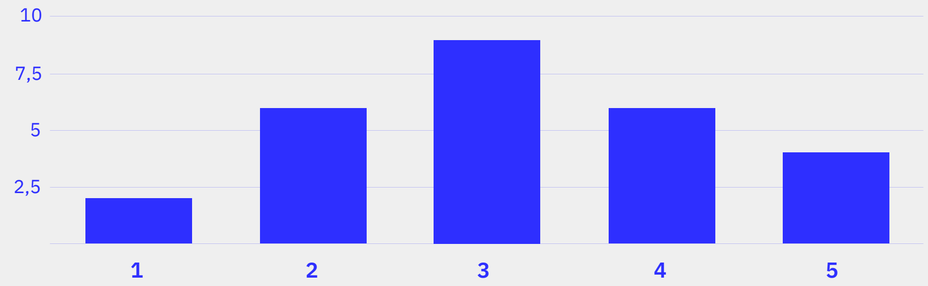
Employees Survey COVID-19 and the Work Space

Performed in January, 2021

1 Were you working from home before COVID-19? If yes, how often?

4 How productive is working in the office for you?

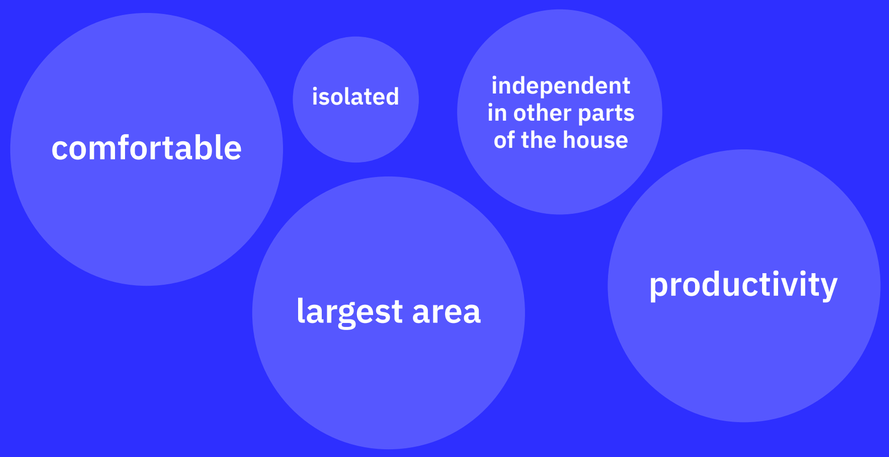
5 Very Productive
4 Good
3 Neutral
2 Bad
1 Very Bad



2 In which room of the house do you work most often?

5 What are the elements that make your work process more efficient?

3 Could you briefly explain why you chose that room to work in?



6 What is your biggest challenge when you work from home?

WHAT'S WRONG WITH PODCAST

With, Not For

S.2 EP.62

Mohamed Dhaouafi / CEO & Founder / Cure Bionics

How 3D printing can enable accessible and personalized bionic arms.

“If the design is a poor or bad design, or a standard design that everyone is having for the same problem, doesn’t reflect the user’s personality. We said, we’re gonna use 3d printing to offer a product that is customizable, but at the same time lightweight. They can have something amazing or solid but if it’s heavyweight, they’re going to end up removing it or using it like one hour a day or two hours a day.”

S.2 EP.61

David Dylan Thomas / Author / Design For Cognitive Bias

Cognitive bias and its impact on design.

“Challenging biases - it becomes a practice, it is a journey that you decide to go on, to actively challenge and pick which things you’re going to challenge because you’re not gonna be able to challenge everything. Say, here are three things that I’ve been taking for granted. I’m going to actively challenge those things now. And I mean, it’s not hard.”

S.2 EP.59

Saiph Savage / Co-Director of the Civic Innovation Lab at the UNAM / Affiliate Assistant professor at the UW

The invisible labor behind AI.

“I’m sharing my tools with the invisible workers in our AI industry, so that they themselves can push for change. I think that by allowing more people to be able to communicate their messages, it’s a way in which you can create pressure into large tech companies, because they care about their branding. And so through these tools workers can say: hey, you know what, we have this tool that’s helping us to audit your platform. And we’re seeing that your platform is making us invest a lot of time and work for which you are not paying us. Let’s change this.”

S.2 EP.56

Andy Wright / Creator of Never Not Creative / Co-chair Mentally-Healthy Change Group

How do we enable sustainable creativity?

“Internships getting paid is very, very important. For every reason, diversity comes into that conversation. If you’re not creating opportunities for people to get paid, then you’re only allowing certain people to be able to access the industry.”

S.2 EP.51

Jaime Derringer / Founder / Design Milk

The importance of people-first design.

“We know these global pandemics from history, that we’ll get through it. But I think what is important in the design and architecture industry is to look at those trends, and to understand what people truly need long term.”

S.2 EP.46

Antionette Carroll / Founder, President and CEO / Creative Reaction Lab

How equality and equity are different, and why it matters.

“When we use equities in community design, for us, it’s not a process, it is a mindset, a shift. It is really thinking about when we are building out a product or a project, who’s at the table as decision makers around us?”

SOUR Talks

Invited Events and Podcasts

NOVEMBER 15, 2021

SOUR Talks on NYC x DESIGN

New York City's official celebration of design, the NYCxDESIGN Festival, returned to the city from November 11-18, 2021. Celebrating New York City as the destination for world classic design, the festival highlights the talent and diversity of the city's designers, makers, and manufacturers, along with cutting-edge design businesses and districts, and leading cultural and academic institutions.

In this panel discussion in the new series Wallabout Design, initiated by the Brooklyn Navy Yard, three leading voices in architecture and design – Mitchell Joachim of Terreform ONE, Tony Daniels of Cycle Architecture & Planning and Pinar Guvenc of SOUR – discussed Design Against Extinction, and recent projects and ways that their practices embody "sustainability in action." Focus was placed on discussing the importance of infusing sustainable values in decision-making from initial concepts to the implementation of projects.

Check the video registration here.

OCTOBER 20, 2021

SOUR Talks on Design Lab

Does living in a well-designed city make you healthier? How can surfing increase your creativity? Have you ever wondered why hospitals are so ugly?

Bon Ku is a physician and an avid fan of design, food, surfboarding and medicine. In each episode of the podcast series Design Lab with Bon Ku, Bon and his guests tell stories about how the worlds of design, art, science and health intersect. Listen and learn new insights, hacks and design principles that you can apply to your own life.

In the 45th episode, he talks with SOUR about why inclusive design is better design, diagnostic ideation, and the broadening definition of health. You can listen to the podcast on all major streaming platforms.

You can listen to the episode here.

OCTOBER 6, 2021

SOUR Talks on The MRS Unlimited Festival

How can disability inclusive insight drive significant innovation and create better solutions - needed by some, appreciated by many? This question led to a discussion on inclusivity and universal design during the panel Inclusive Insight-led Innovation organized by the "Unlimited" community during The MRS Unlimited Festival. The community "Unlimited" has two goals.
1- Removing barriers that are limiting people with disabilities choosing to work (or stay and progress) in research roles
2- Ensuring that research practices and outcomes don't exclude or even better, specifically include perspectives of those who have lived experiences of disability (setting the research strategy, selecting agency / building in-house skills, ensuring representation and balance across different needs groups in screeners, inclusive design of research tools and methods as well as practices)

Panelist: Paul Campbell – Centaur Robotics
Panelist: Anna Cuinu - NatWest
Panelist: Pinar Guvenc **-** SOUR
Panelist: Simon Pulman Jones - NHS Test and Trace App
Moderator: Christine Hemphill - Open Inclusion

Check the video registration here.

SEPTEMBER 6, 2021

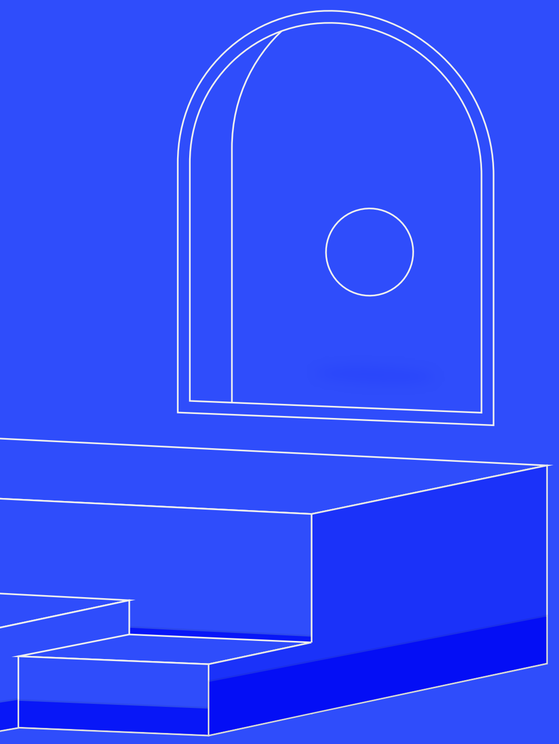
SOUR Talks on Community Centered Design 101 by 3x3

SOUR joined 3x3 on September 15 for the first community gathering to connect and celebrate all of us designing for inclusion, and for a lively gathering around the challenges, myths, and joys of practicing community-centered design. 3x3 is an inclusive innovation studio designing for systemic change from New York to New Delhi. They apply community-centered design to seed transformative systems change, and apply their backgrounds in urban planning, international development, and the social sciences to bring rigor and creativity to every project. The outcomes are Community-Centered Design Toolkits, which includes inclusive methods for teams to practice inclusive design and achieve equitable outcomes.

Takeaways
The aim of this gathering is to offer an onboarding or refresher to the core values and applications of community-centered design, and provide space for participants to engage in discussion and network:

- Understand the lineage and evolution of community-centered design in practice;
- Gain exposure to the core mindsets and values driving community-centered design;
- Engage in conversation with fellow practitioners to share challenges, resources, and inspiration;
- Learn about other training opportunities and resources to continue to evolve your practice.

Check the video registration here.



WHAT'S NEXT?

"What is right is often forgotten by what is convenient". **Bodie Thoene**

One click, fast track, on-demand, instant messaging, rush delivery and so on. We are in the era of "now", we want it now, we get it in a few (if not now). The immediate reaction to our action has been a growing addiction with the digital dominance in this pandemic world, and has been associated more and more with "convenience". Convenience, by definition, is not fixed. What we mean by convenience continues to evolve with our changing needs, activities and plans. 15 years ago, a connection to any internet or a neighborhood gym were perfect examples of what's "very convenient", yet now these are less than favorable in our convenience spectrum.

While there is nothing wrong with creating solutions that meet the needs of a larger population, there are two questions that don't get answered sufficiently enough in today's world:

#1 What do we really need?

#2 At what cost do we meet our needs?

In his book "Thinking, Fast and Slow", Daniel Kahneman explains two systems in how we think: System 1 operates intuitively and automatically – we use it to think fast, like when we ride a bike or recall our child's name in conversation. Meanwhile, System 2 uses problem-solving and concentration – we use it to think slowly, like when we calculate a math problem or do a crossword puzzle. In today's fast-pace - quick purchase - instant response world, we are pushed to operate in System 1 more than ever, making rash decisions that we might regret (if we have the time to think of regret). The increasing digital stimuli and distractions around us keep building our mental fatigue, making our minds too tired to operate in System 2 and letting System 1 to continue to take over. Within all this System 1 thinking, how many "nice-to-have"s do we define as "needs"? Do we need to go on UberEats and order a double cheeseburger at 1 AM in the morning? Do we need to renew our computer because there is a 24 hour Cyber Sale which will expire at midnight? Do we really need all the gadgets that shorten the time of any activity that takes longer than 15 seconds? (An apple slicer is quite a luxury for everyone with full mobility in both hands.)

So while we should approach our own "needs" with a grain of salt and ideally switch to System 2 for further evaluation, we should also spend that time thinking about the stakes of meeting those needs. In our busy, exhausting and fast-pace lives, we don't spend much time thinking about the cost of our consumption aside from the monetary cost to us. As all demand triggers supply needs, it activates multiple, interconnected supply chains that are yet to be deemed fully sustainable and ethical. Only a handful of brands across all industries today have carbon negative, fair-trade and circular supply-chains. Only a few product categories enable consumers to reduce or eliminate waste, if educated. Which means almost all of our consumption triggers carbon emissions, we are 4 times more likely to generate waste than repurposing/upcycling/recycling what we use and we probably have no idea about the treatment of the people who worked on producing what we consume, based on a decision made in seconds.

Even though the climate crisis is not running the headlines everyday due to the current global health crisis, it is ever-present and getting worse by the minute of our existence. No single party will solve this problem for us, it calls for global individual and collective attention with a mass-scrutiny on how we live. Relying on government or corporate initiatives has led us to slow-to-implement, non-collaborative action. We need to do our part, which may feel overwhelming when considering all the things we need to do. So perhaps we can start with thinking about things we don't need to do/have, or things we don't have to expect as convenience. And to do this thinking - genuine-System 2 thinking - all we need to do is slow down. Pause. Disconnect. For a couple of minutes, let's start there, but let's start now.

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