

WOMEN'S SAFETY

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Problem Statement

?

Improve women's safety in Amsterdam
by designing a technological intervention

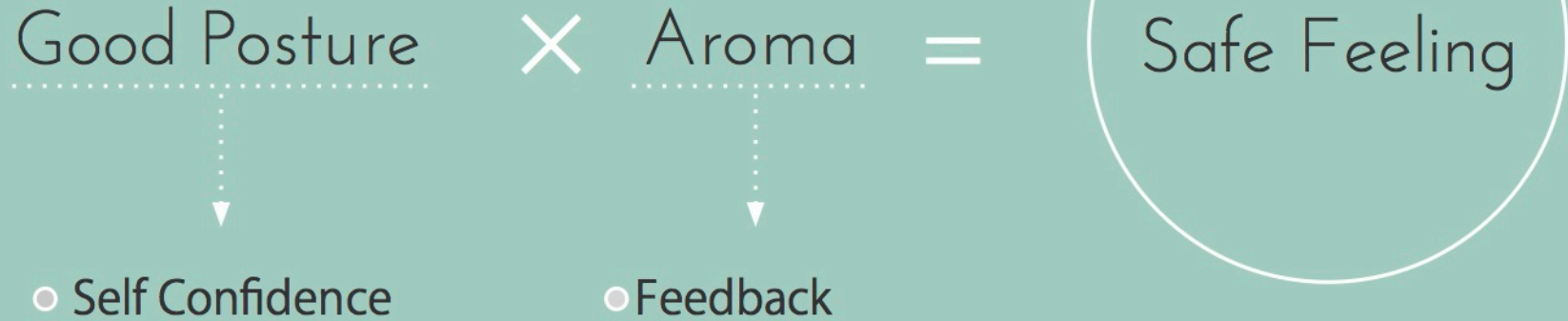
Design decisions based on insights

- Perception of safety as focal point
- Empowerment
- Confidence shows in body posture [1]
- Scent can affect emotion [2]



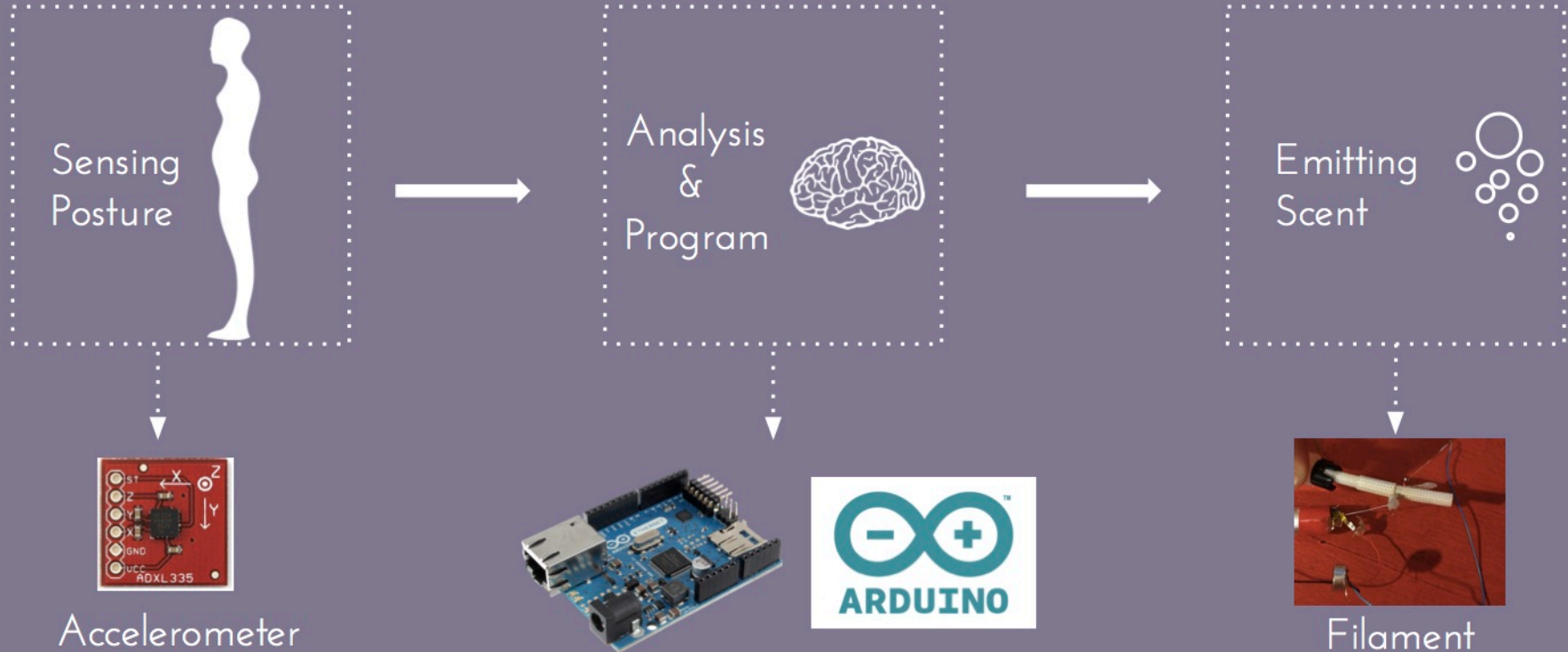
PosturAroma

Final Concept : PosturAroma

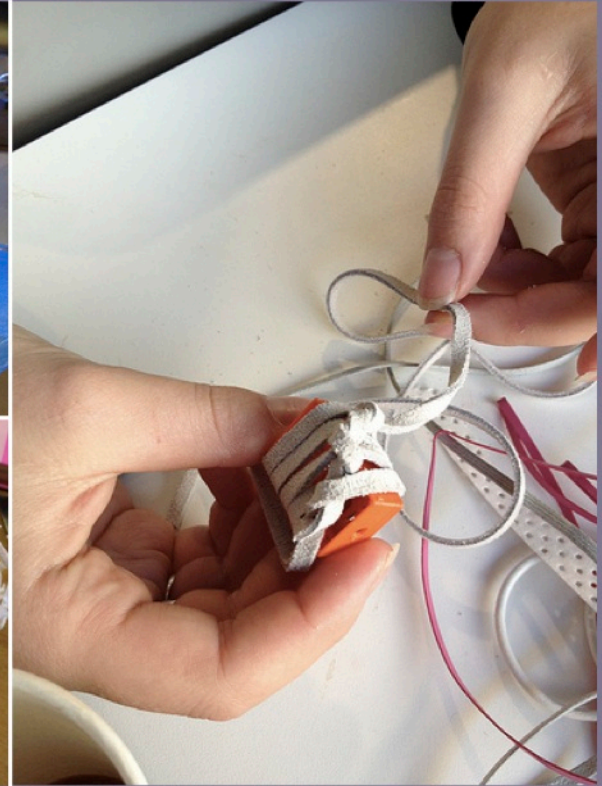
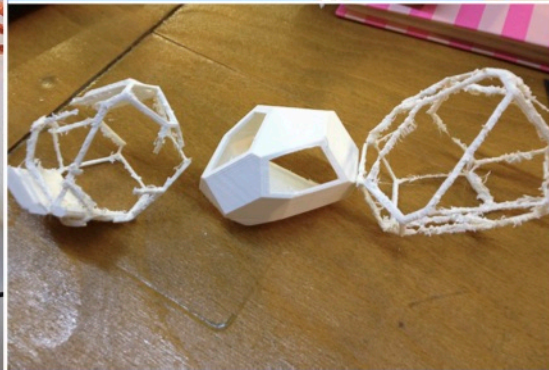
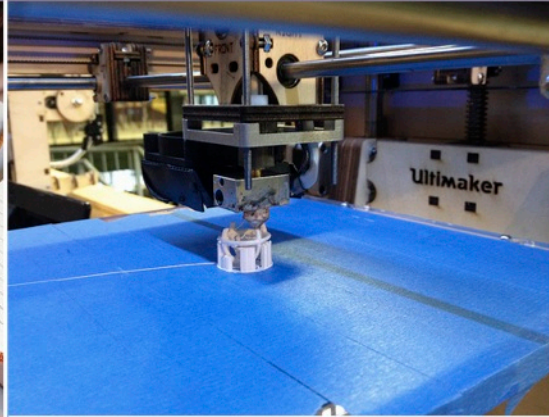
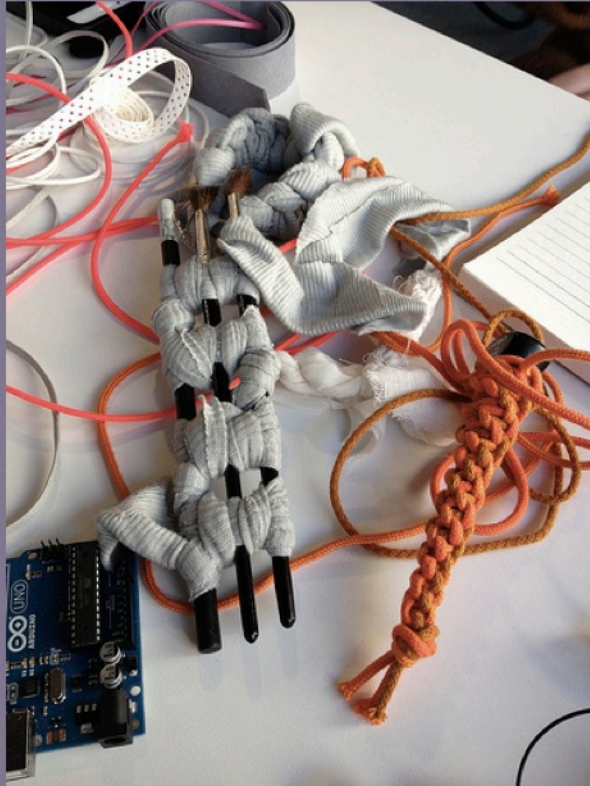


Prototype

Prototype: Mechanism



Necklace Design : 3D Printing and Knotting



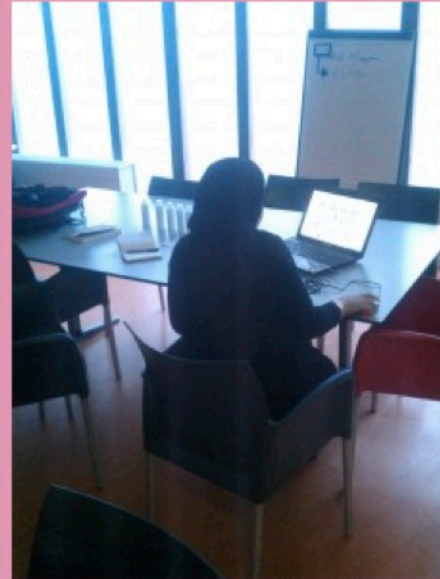
User Testing

Scent Experiment

“

What scents can contribute to positive emotion?

”



User Testing

“

Can scent be used as a trigger to straighten your back?

”



Special thanks

for the valuable contributions from:

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