Design Against Crime as Socially Responsive Innovation?

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Design Against Crime Research Centre

DESIGN AGAINST CRIME
Research Centre

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1. What is user centered design?

The way people use things produces interactions.
e.g. in a restaurant encounters with objects, services, spaces/ environments and people may be understood as **'dining out'** but many separate interactions with **designed objects** frames this experience.

How people interact with things is significant because it identifies the precise market and design territories that offer opportunity for design intervention.

Traditional user centered design methods:

Method	Cost	Output	Sample size	When to use
Brainstorming	Low	Post it notes/non statistical charts	Low	To generate new product ideas/ to inform intervention
Observation	Low	Photographs	Low	To understand how people behave/use things with aim of analysing abd generating new project ideas inspirations / interaction
Focus groups	Low	Non-statistical	Low	Consuming/market info gathering to inform Market selected and design intervention
Experiential research; examining how people use things/ and also in DAC's case mis-use and abuse them.	High	Statistical & non-statistical	Low	Design stage leading to visualsation/product concepts/of intervention
Category Development Understanding how people comprehend categories (eg on web)	High	Statistical	High	Design stage that helps advise about user. Interacton with information and objects linked to design intervention.
Developing Participatory design Strategies	Low	Non-statistical	Low	Design
Questionnaires/Quanttitve research	Low	Statistical	High	Requirements gathering and evalatuion of both interaction territories and design intervention
Interviews - qualitative	High	Non-statistical	Low	Requirements gathering & evaluation

2. What is Design Against Crime at UAL?

DAC Innovation emerged at University of the Arts London between 2000-2007 and aims to:

1. To reduce the incidence and adverse consequences of crime through design of products, services, communications and environments that are 'fit for the purpose' and contextually appropriate in all other respects;

2. To equip design practitioners with the cognitive and practical tools and resources to design out crime; and

3. To prove and promote the social and commercial benefits of designing out crime to manufacturing and service industries, as well at to local and national government, and society at large.

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We bring together designers, researchers, criminologists, manufacturers, the police and other stakeholders to design out opportunities for crime, and to commercialize DAC ideas.

'Things' as well as people cause problems. DAC builds on the theory of Situational Crime Prevention (SCP) which considers **'opportunities'** (linked to objects/ environments and services as well as users and abusers) to be the **'root causes'** of crime.

Design out criminal opportunities and you can design out crime.

Based on Felson & Clarke 'Opportunity Theory', 1998, Rutgers University, New Jersey

In seeking to accommodate users and deterring abusers, DAC at UAL understand research needs to be understood holistically, so crime issues/ address is kept in proportion.

3. What is DAC's methodology?

* User centred

* Abuser unfriendly

* Practice led

The 6 stages

| 1. RESEARCH | 2. OBSERVE | 3. VISUALIZE | 4. EVALUATE | 5. IMPLEMENT | 6. ASSESS |

Where to look for inspiration?
DAC starts with crime problem.

The 6 stages

| 1. RESEARCH | 2. OBSERVE | 3. VISUALIZE | 4. EVALUATE | 5. IMPLEMENT | 6. ASSESS |

Where to look for inspiration? DAC starts

Where, how and to whom does crime happen? DAC understands the whole context - which involves Holistic interdisciplinary research

The 6 stages

| 1. RESEARCH | 2. OBSERVE | 3. VISUALIZE | 4. EVALUATE | 5. IMPLEMENT | 6. ASSESS |

Where to look for inspiration?
DAC starts with the primary to whom does

Where, how and to whom does
crime happ
the whole
Holistic inte

Visualization is linked to making a design intervention.
Visualizing context occurs before specific design proposals are created.

The 6 stages

1. RESEARCH	2. OBSERVE	3. VISUALIZE	4. EVALUATE	5. IMPLEMENT	6. ASSESS

Where to look for inspiration? DAC starts with the whole context – Holistic inter

Where, how and to whom does crime happen? DAC

Visualizat design in visualizin before sp are drean

When design proposals start to form, **DAC brings in experts to review** and comment at iterative stages

The 6 stages

| 1. RESEARCH | 2. OBSERVE | 3. VISUALIZE | 4. EVALUATE | 5. IMPLEMENT | 6. ASSESS |

Where to look for inspiration? DAC starts with the whole context Holistic interdisciplinary

Where, how and to crime happen? DAC

Visualize design visualize before are dreamed up?

We may **implement "test" prototypes** to further ensure we have got it right

The 6 stages

| 1. RESEARCH | 2. OBSERVE | 3. VISUALIZE | 4. EVALUATE | 5. IMPLEMENT | 6. ASSESS |

Where to look for inspiration?
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Where, how and to w
crime happen? DAC
the whole context – W
Holistic interdisciplin
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are dreamed up?

Visualizat
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stages design proposals

We try to make sure our designs are fit for purpose.
We do post implementation research.

DAC utilizes an iterative design process. It is based on user centered interaction design and addresses mis-use and abuse, as well as use.

Our model of -

* research and create
* create and consult
* create and test

Bases its design thinking on observational analysis as well as other feedback and expert advice.

DAC Iterative Process in Diagrammatic Form

1. RESEARCH

Understand user needs/ problems via discourses:

* Desk Research

* Interdisiplinary Design Research

* Direct engagement with criminology field known as Situational Crime Prevention (SCP).

6. ASSESS

Post implementation/ market research is used to inform future interventions and strategies.
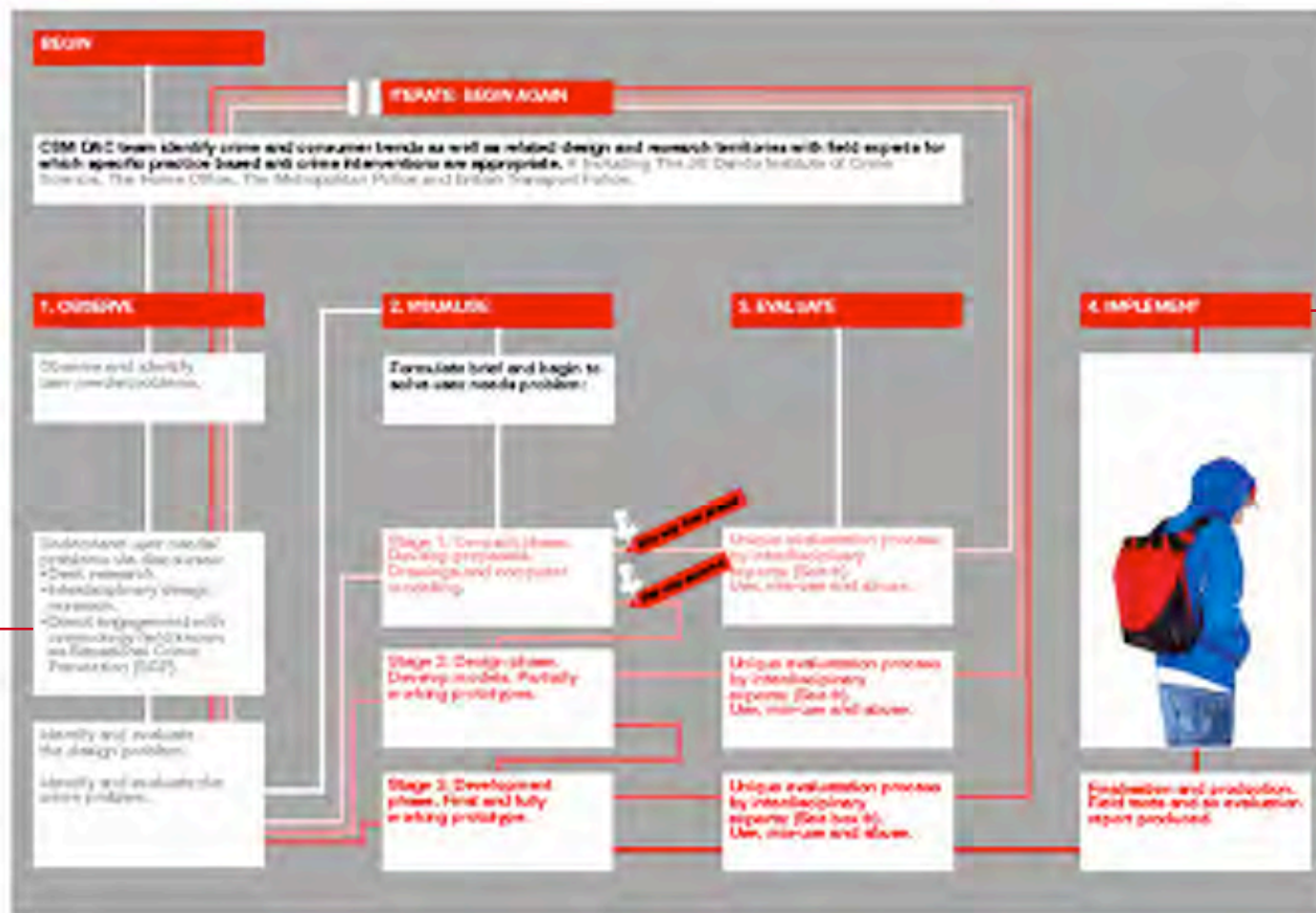
4. DAC in practice

Case study 1
Bag Theft - Karrysafe
Every minute in the UK another person becomes a victim of bag theft.

Every Minute

Bag theft - 'hot products'

Compiled from user data of what people regularly carry and use

Understand the abuser
i.e. perpetrator techniques

Dip: Removal of articles from a bag without the owner's awareness.

Lift: Removal of bag and contents without owner's awareness.

Slash: Removal of articles from a bag, without the owner's awareness by cutting the fabric.

Grab: Removal of bag and contents by grabbing it away from the owner's grasp.

We make theory accessible to practice – In the bag CD Rom – get smart quick about bag theft, pickpocketing and street crime'

Karrysafe was funded by the **Design Council/ UAL.** The results were a series of smartly designed crime-resistant bags.

Designs evolved based on user/misuser and abuser feedback.
For example, we added different locking features to bags dependent on context of use.

Karrysafe range understands that:

* 60% increase in street robbery indicates existing product not 'fit for purpose' – market opportunity exists.

* 80% of street crime is opportunistic.

* design interventions may be applied to block theft perpetrator techniques and reduce opportunity for theft.

Karrysafe
Screamer, 2001

Anti-Grab
Anti-Lift
Anti-Slash
Anti-Dip

Karrysafe
'Scroll Top' backpack, 2001

Anti-Lift
Anti-Slash
Anti-Dip

Karrysafe
Hoodsack, 2001

Anti-Lift
Anti-Slash
Anti-Dip

Karrysafe
Phonesafe, 2001

Anti-Lift
Anti-Dip

Case study 2

Bag Theft
Grippa

Bag theft research and 'wonky' design thinking also produced:

Theory into practice:
Products for public space.
Stop-thief anti-theft chairs.

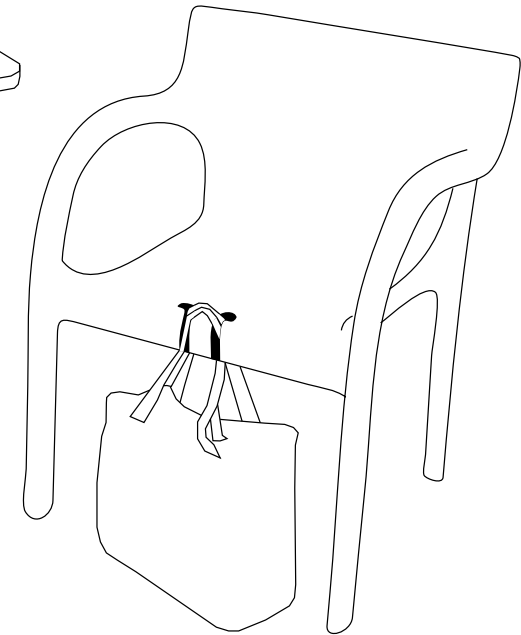# Customization and user testing of market leading public furniture
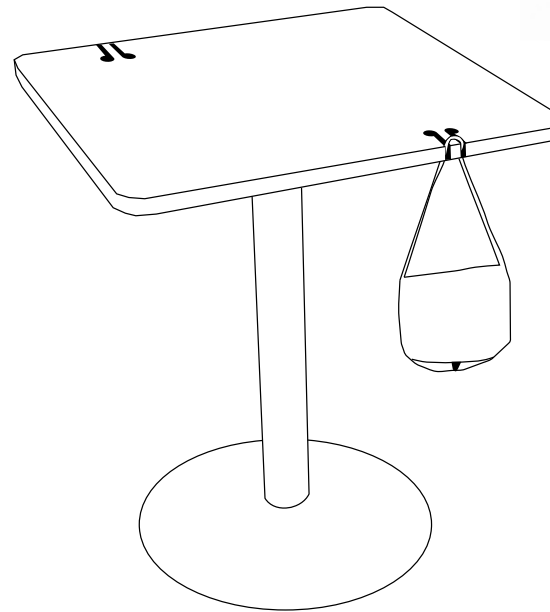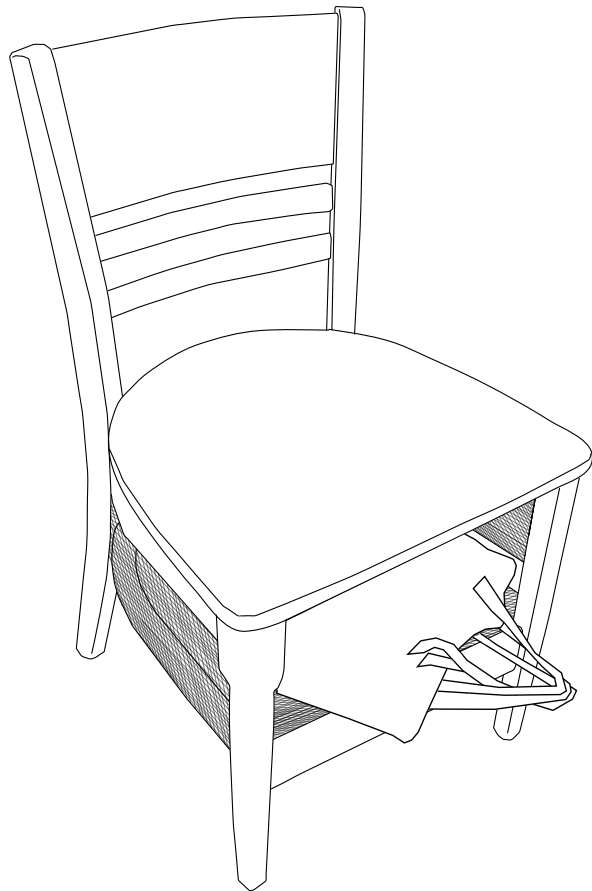
Communication Design

Safe: Design takes on Risk Museum of Modern Art, New York, 2006
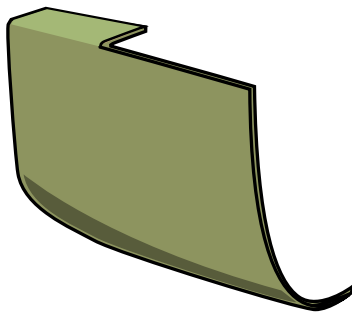
Starbucks - Proposals
New York, 2007

Starbucks / Wetherspoon
Design Development
London, 2007

5. Conclusion
Why is DAC Socially responsive design?
Reviewing the benefits of a user centred practice-led methodology

Design that responds to social issues in order to bring about social change constitutes our definition of 'socially responSIVE Design' (Gamman and Thorpe 2006). It is a very different understanding to CSR directives presented as socially responSIBLE design, a discussion we have taken up in numerous papers.

Gamman, L and Thorpe, A - 'What is socially responsive design - A theory and practice review' -presented at 2006 Design Research Society International Conference in Lisbon (1-4 November 2006).Gamman, L and Thorpe, A - 'DesignAgainst Crime As Socially Responsive Theory and Practice'presented at Design 2006, Dubrovnik, Croatia and published as part of conference proceedings.

See also wwww.sociallyresponsivedesign.org.uk currently under development.

What are the benefits of adopting a user centred practice led design and RESEARCH methodology?

1. User address and iterative process is INNOVATIVE

Ask different questions get different answers !

*i.e. Our focus on the VISUAL and User centered dimension to research, means interventions will look, work and feel differently to those generated by criminology or engineering that focus simply on abuse/crime.

2. User focus ensures relevance to public and social needs

3. User address generated by new research into crime linked to visual observation of human factors can inform the intervention or provision, and identify gaps in the market place.

4. User focus on crime can help to positively differentiate products in saturated markets, as long as balance is correct.

i.e. Our design process and focus on users as well as abusers helps ensure the object/space/services we design are easy to use, as well as on the eye, whilst resisting crime. Address to security should not be overdetermined, nor should it make the world looks and feel "criminal" or promote a "fortress" mentality.

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Thank you
Take care out there