



Supertowel™ Design Workshop

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SUMMARY

Workshop Objective

This report outlines the process and outcomes of a two day workshop undertaken in London to explore design possibilities for the Supertowel™ technology. The overarching purpose of the workshop was to explore design improvements to towel and packaging in order to strengthen trust and intuitiveness in use, and to inform the development of a printed interpersonal communication package to accompany distribution in emergencies.

Goals

The participants we briefed to create solutions through sketching and rough modelling that work across barriers of language and culture, to communicate:

1. trust in the product (How do we know it works? Is it real, genuine?);
2. its intuitive use (What's it for? When and how do we use it?).

The key themes of trust and intuitiveness were explored in two separate strands:

1. the **form and packaging** of the product itself, aimed at end users;
2. a **communications package** to be used by distributors, such as NGO field officers and volunteers.

Outcomes

In course of the two days, a range of proposals were produced across the following categories:

- Band & Iconography to convey genuineness of the product, while also communicating its purpose.
 - Colour & Finishing explorations to express the 'specialness' of the towel (not an ordinary cloth).
 - Expressing pride of ownership or achievement, to create positive social momentum.
 - Activities and support materials for communicating benefits and usage of Supertowel™ by hygiene promoters to end users.
 - Communication Team - Multiple Options Toolkit
 - Illustrations to convey benefits of hand hygiene in disease reduction.
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PROCESS

Workshop participants

The workshop was conducted with a group of 16 design staff and postgraduate students over two days, in February 2020.

The event was led and facilitated by Dr John Stevens (Royal College of Art, London), and by Torben Holm Larsen (Technical Director, Real Relief), and Sian White (Research Fellow, London School of Hygiene & Tropical Medicine). Vicki Fong and Iulia Ionesco (teaching / research staff from the Royal College of Art, London), assisted in facilitation and joined the activities.

Other participants were: Dr Val Curtis, London School of Hygiene and Tropical Medicine, Harm Bouta, WASH Advisor, ZOA, and Dan Sanger, WASH Advisor, British Red Cross; Claudia Battisti (MA Experimental Communication); Rute Pereira Crespo Fiadeiro (MRes Design Pathway); Satya Naagesh (MA Design Products); Styliani Papaioannou (MA Information Experience Design); Ziyi Hua (MA Graphic Design); Johanna Pinto, Mi Zhou, Shipra Chandran (MA Textiles); Chun-Wei Lee, Malvika Bhasin, Marco Miotti, Xinru Xie, Xinyu Yao, Ziyu Zhuang (Global Innovation Design).

Context

SuperTowels will be distributed in emergency camp settings by hygiene promoters, who are usually NGO employees from outside, or peers such as block leaders or helpers who reside in the camp. They go from one area to another to meet groups of householders (15-30 people) to demonstrate and share the products. They are very busy and are unlikely to spend more than 15 minutes per block or group. They are likely to be fluent in local languages but may have limited English. Some are confident, friendly, engaging and persuasive, while others may not have these skills. They are not used to reading long text-heavy documents, even in their mother tongue. Commonly, they simply speak to the group, though they might have a few pictures to help, and/or leaflets to share. Participants were asked to consider other approaches. Printed materials can be contextually adapted, reflecting local environment and people, in order not to alienate users. More generic cartoon-based images may be acceptable. Some hygiene promoters working for NGOs might have a smartphone, though data connectivity is not reliable.

Process Outline

Day One

- Technical background of Supertowel™ – Torben Holm Larsen (THL), Real Relief
- Humanitarian Water, Sanitation and Hygiene (WASH) context – Sian White (SW), LSHTM
- Process overview – John Stevens, Made Design Ltd / Royal College of Art
- Textiles Studio visit, to see samples of textures, print, welding, embroidery and other decorative techniques.
- Facilitated Idea Generation - 3 groups brainstorming then sharing with whole group. Each group focused on one of the key themes.
- Groups discuss and sort ideas into themes and directions of promise, incorporating feedback from expert advisers present (THL, SW, Dr Val Curtis, Harm Bouta, Dan Sanger).

Day Two

- Groups explore selected ideas through making rough ink sketches and fabric models using a range of samples.
 - Further feedback given from experts present.
 - Final refinement and collation of concepts, photographed with notes.
 - Close
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APPLICATION OF OUTCOMES

Through the process of exploration and further discussion, a range of viable concepts were identified to be carried forward for further development before being trialled in the field.

Supertowel™ instructions leaflet for end users

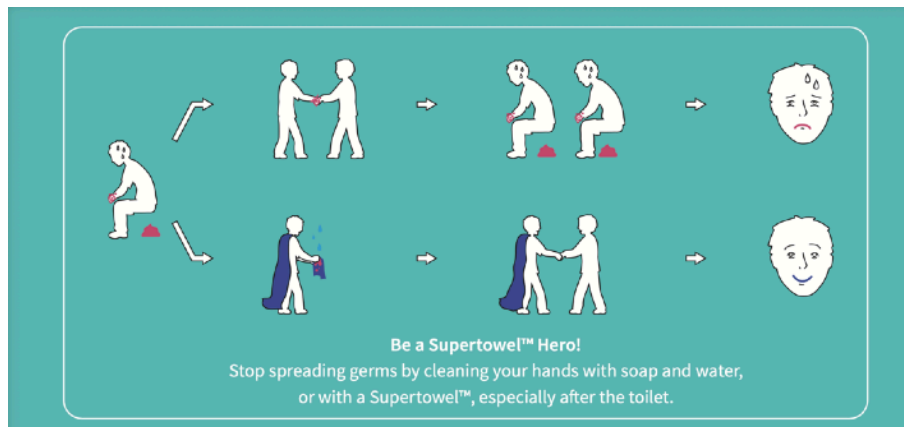
Superhero characters

A superhero style illustration was used in the communications pack developed for field trials based on this concept proposed. In the final version, a 'Supertowel™ Super Family' is shown explaining the product.



Transmission illustration

The simple, clear cartoon strip style was thought likely to be highly effective in communicating the common process of faecal-oral disease transmission, and how hand hygiene can help break the transmission chain. In response to expert feedback, the revised version has used figurative faces rather than 'smileys' and has been applied in information leaflets designed for end users. In keeping with the Super Family concept above, the character wears a Supertowel™ cape.



Communications Pack for Hygiene Promoters

Hand cleanliness demonstration video

A one-minute video has been produced to demonstrate hand cleanliness, simulating how mould grows on slices of bread. Three bread samples are shown handled by, respectively, one unwashed hand, one washed with Supertowel™ and one washed with soap and water. The first is shown to produce more mould after a few days.



Food sharing activity



In this scripted activity, hygiene promoters share among householders, comparing hand cleansing with both soap and water, and with Supertowel™ and water.

Pledge of Commitment

Householders are encouraged to show their commitment to maintaining good hand hygiene, and to keep their Supertowel™ ready for use. A simple 'certificate' is included in the printed leaflet to encourage the householder to keep it as a small poster, serving as a reminder.



High Five Game



In another scripted activity, hygiene promoters demonstrate contact contamination by applying a liquid such as vegetable oil to their hands. This is passed on by 'high-fiving' with householders. Supertowel™ is then used to wipe off the transferred residue.

For further investigation

Printed hand-loop

It was agreed to develop rough prototypes with elasticated fabric loops on one corner, for wearing or hanging, printed or embroidered with instruction icons.

Loyalty wristband

The fabric loop may also serve as a wristband, to be given away to key users, such as those who make the pledge above. This may build social impetus, playing on pride of ownership and status. An alternative version could be moulded silicone; a photo mock-up is shown below.



Enhanced colour combinations using hem stitching

A set of colour variants could be provided per household using same blue fabric, to better enable personal use by each member of the household (photo mock-up below)



Hydrochromic Ink or film

A tag or label could include a hydrochromic treatment that reveals a graphic or text when wet. It is thought this may be useful as a mark of authenticity, being hard to replicate cheaply, while also emphasising that the Supertowel™ needs water for correct use. Further investigation is needed into the practical viability of this proposal, in terms of cost, durability, aesthetic, and perceptual affect.

CONCLUSION

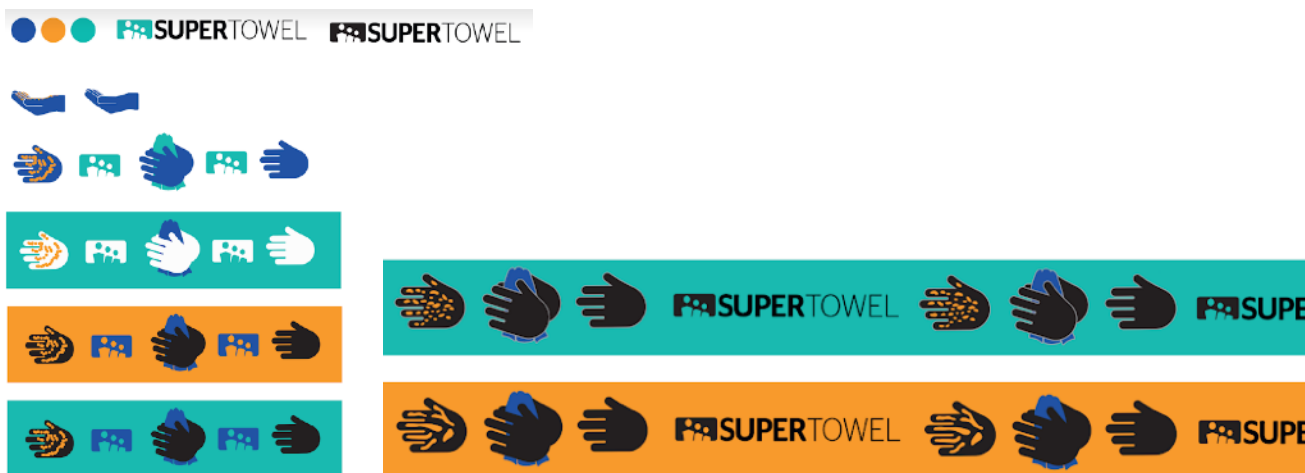
The workshop was successful in producing a range of concepts that have been taken on for further refinement and prototyping. Field trials will inform their further refinement, and whether they should be included in larger scale distribution.

APPENDIX: 20 WORKSHOP SKETCHES & CONCEPTS

The following summarises the concepts produced in response to each challenge area. Notes captured on the day are also included.

Form and Packaging to instil trust and convey usage (aimed at end users)

Idea 1: branding/instructions on a band or loop



- Iconographic illustrations convey brand identity and reinforce usage instructions.
- Could be printed or embroidered.

Idea 2: long Supertowel™ with an elastic band



- Elastic could be removable and serve as a bracelet (see below)
- Does it divert attention from hands?
- Helps distinguish from ordinary cloth.
- Risk of the size being inconvenient.

Idea 3: stitching or embossing on Supertowel™



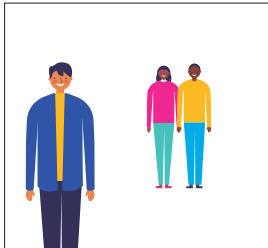
- Stitching would be labour intensive and costly
- Also emboss / weld idea?
Will it work on our fabric?
May be less clear over time.
Something to explore later.
- Accent colour is distinctive

Idea 4: Highlight colour-ways for stitching and/or branding



- Different colour stitching around the edges could make it much more appealing and differentiate from ordinary dishcloths etc.
 - Different colours could also help to individualise towels, but need to keep the fabric blue for now.
 - Definitely feasible to do different stitching colours, easy to achieve.
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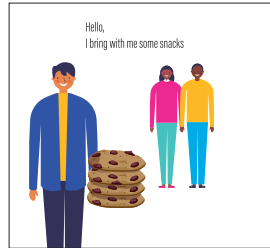
Idea 5: food sharing demonstration in households to compare handwashing duration and water used



STEP 1 : VISIT THE USERS

Purpose :
 - Creating closer communication between health promoters and end users in smaller scale

Action :
 - Visit the house of the users



STEP 2 : SHARE FOOD

Purpose :
 - Use food to start a conversation
 - Create a more friendly environment
 - Use food to get the users' hand to be dirty

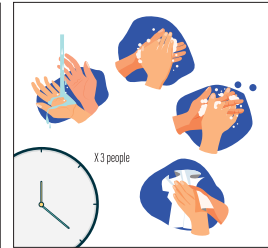
Action :
 - Enter the users' house
 - Show the users the food



STEP 3 : WASH HANDS BEFORE EATING

Purpose :
 - Educate users to wash hands before eating

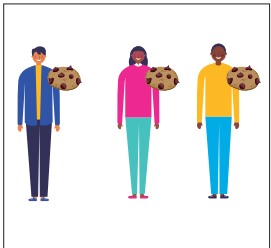
Action :
 - Remind the users to wash hands before eating
 - Let the users wash hands with soap



STEP 4 : WAIT FOR WASHING HANDS

Purpose :
 - Calculate the time for washing hands with soap
 - Let the users experience how inconvenient to wash hands

Action :
 - Time people



STEP 5 : EAT FOOD

Purpose :
 - Let the users' hands be dirty
 - Check the users' hygiene habits
 - Educate the users how important to keep hands clean

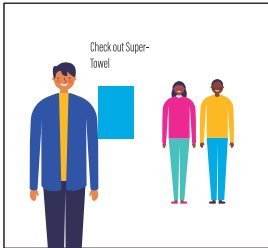
Action :
 - Eat food
 - Talk to the users



STEP 6 : REMIND THE USERS TO WASH HANDS AFTER EATING

Purpose :
 - Educate the users to wash hands after eating

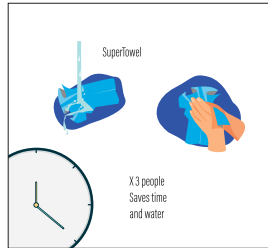
Action :
 - Take 'DRY' S.T. out from the promoter's pocket
 - Show the users S.T.



STEP 7 : INTRODUCE S.T.

Purpose :
 - Show the alternative to washing hands with soap

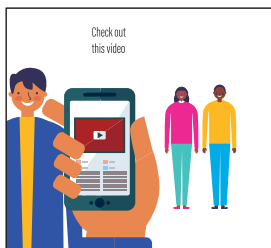
Action :
 - Display S.T.



STEP 8 : WASH HAND WITH S.T.

Purpose :
 - Let the users experience S.T.

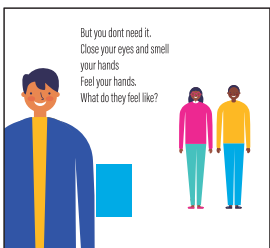
Action :
 - Give the user S.T.
 - Teach the users to clean hand with S.T.
 - Compare the time and amount of water



STEP 9 : SHOW VIDEOS

Purpose :
 - Emphasize how important to keep hands clean
 - Show science and vivid evidence

Action :
 - Use smartphone and play vides
 - Explain the relationship between clean hands and health



STEP 10 : SMELL AND TOUCH THEIR HANDS

Purpose :
 - Let the users feel their hand after using S.T.

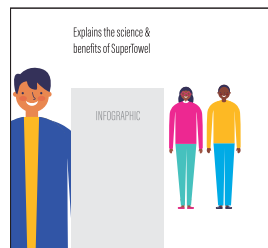
Action :
 - Ask the users to smell their hands
 - Touch their hands



STEP 11 : SHARE THEIR FEELING

Purpose :
 - Share their experience
 - Get feedback from the users

Action :
 - Talk about how the users feel

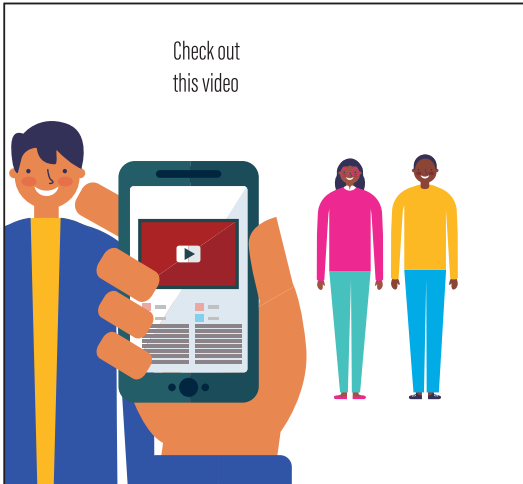


STEP 12 : EXPLAIN THE INFORMATION ON THE LEAFLET

Purpose :
 - Explain the benefits of S.T.
 - Share the leaflet with the users as a reminder and introduction

Action :
 - Show the leaflet
 - Explain the information
 - Give the leaflet to the users

Idea 6: create demonstration video of bread mould



- Short video can be very persuasive
- Easy to share on tablet or smart phone
- Existing proven, approach, and we can do this now quite easily.

STEP 9 : SHOW VIDEOS

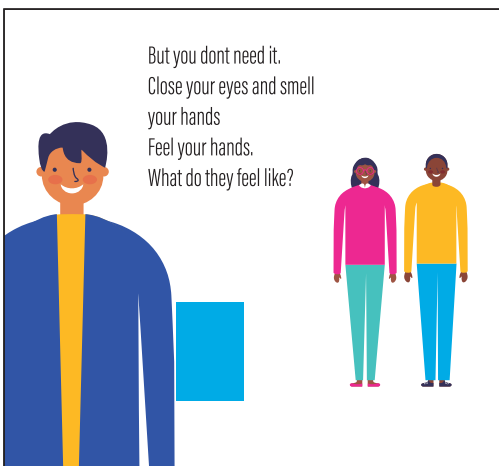
Purpose :

- Emphasize how important to keep hands clean
- Show science and vivid evidence

Action :

- Use smartphone and play vides
- Explain the relationship between clean hands and health

Idea 7: guide householders to use the towel and to pay attention to the feeling



STEP 10 : SMELL AND TOUCH THEIR HANDS

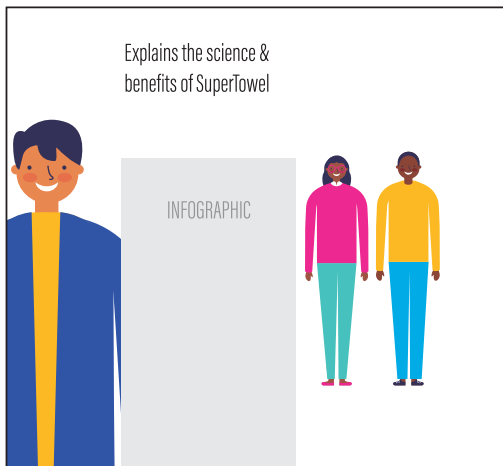
Purpose :

- Let the users feel their hand after using S.T.

Action :

- Ask the users to smell their hands
 - Touch their hands
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Idea 8: Use printed pamphlet to leave information in households



- Make visually appealing, so householders are more likely to keep it, eg poster style.

STEP 12 : EXPLAIN THE INFORMATION ON THE LEAFLET

Purpose :

- Explain the benefits of S.T.
- Share the leaflet with the users as a reminder and introduction

Action :

- Show the leaflet
- Explain the information
- Give the leaflet to the users

Idea 9: 'Superfive' gameplay to demonstrate disease transmission

—By using oil to present the dirty and bacteria that transfer through hands, this activity aim to show how SuperTowel can clean the hand easy and quick.

- **Need:** Oil, Water, SuperTowel, 6 Volunteers

• **Do:**

Step 1: Pour some oil on the hands

Step 2: Encourage attendances to do HiFive(children) or ShakeHands(adults)

Step 3: Demonstrating the way of using towel

A. Wet the towel

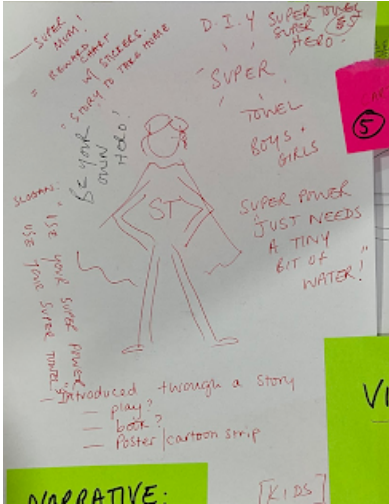
B. Wrap hands in the right way

Step 4: Passing the towel around and let people to clean their hands

Step 5: Do the HiFive (or HandShake activity) again to let people to feel their clean hands

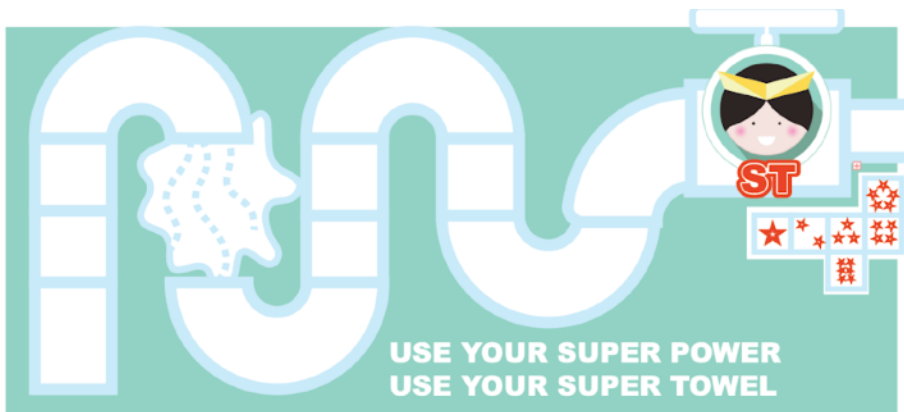


Idea 10: superhero narrative/puppets

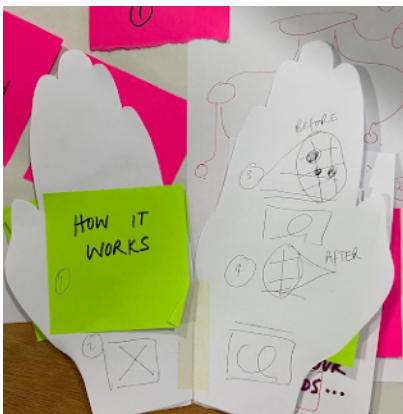


- Superhero character to tell story of 'battle' against germs and infection
- Family friendly
- Use towel as a cape

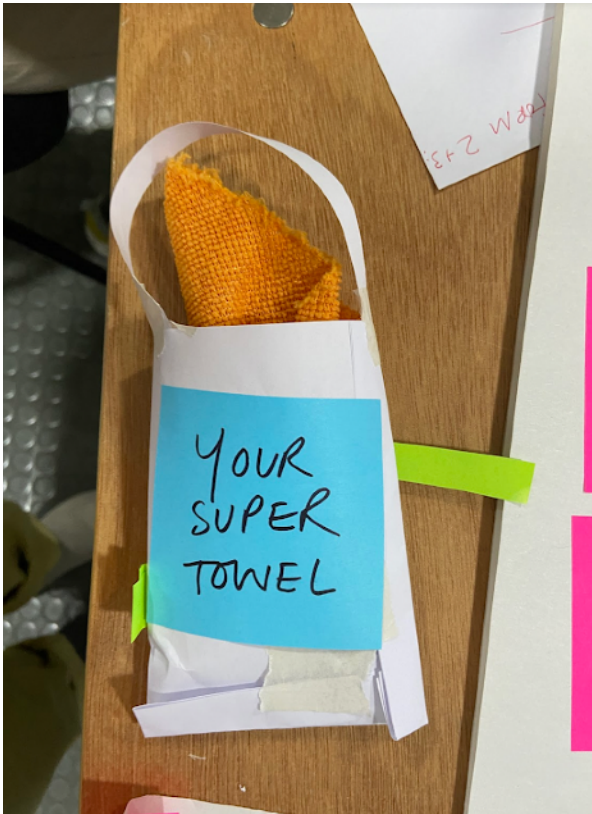
Idea 11: superhero themed game



Idea 12 : hand shaped pamphlet



Idea 13: Bag that can be personalised

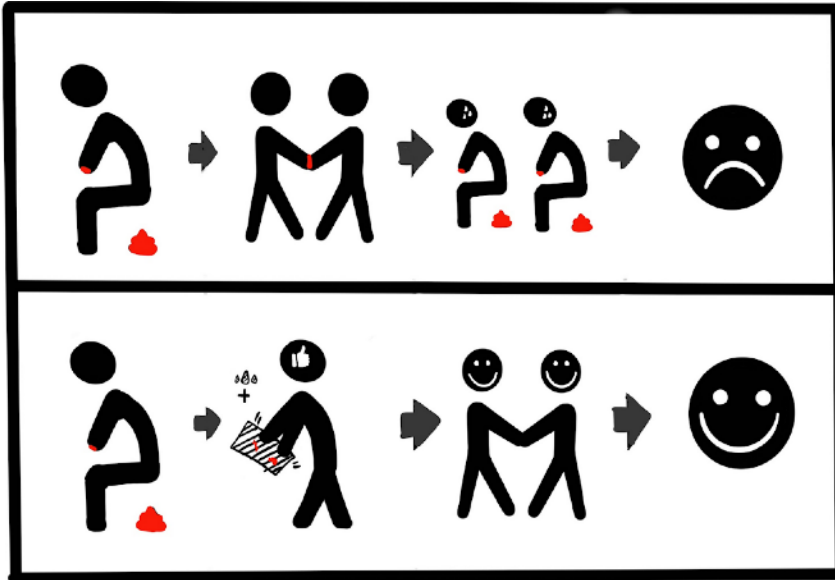


- Having a bag adds to the cost
- Haven't fully explored this before
- Could it be an upgrade?

Idea 14: multiple activities with guidance for how to select them

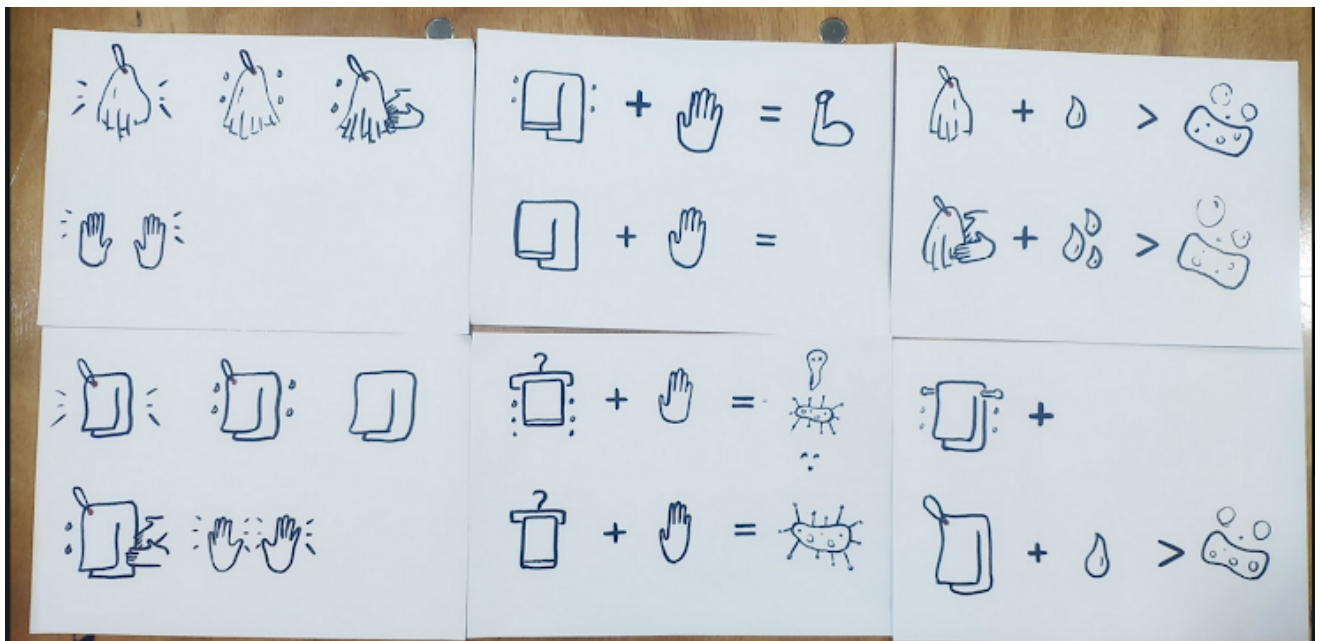
Activity	How Much Time?	OK For Children?	OK For Adults?	How Easy Is It?	Extra Equipment?	Best For:
Be Your Own Hero!	● ● ●	● ● ● ●	● ●	● ●	●	Encouraging children to engage with hand-cleaning long-term
Your Super Towel	● ● ● ●	● ● ● ●	●	●	● ● ● ●	
Super Towel Handbook						
Super Five Demonstration						
Super Test Demonstration						

Idea 15: Visual stories for packaging and/or for Hygiene Promoters



- Very clear and impactful, especially use of highlight colour.
- Details need to be worked on.
- Packaging could have a cut out showing the towel.
- Smiley face is not universally recognised, more figurative faces preferred.
- Could be used on the wrap or packaging, and in discussions by Hygiene Promoters.

Idea 16: Graphics for visual explanations of how to use Supertowel

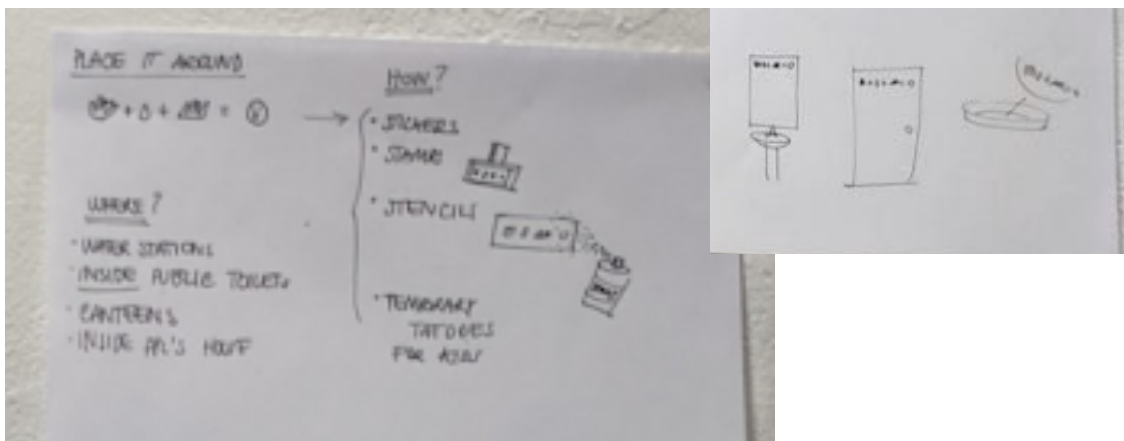


Idea 17: 'Upgrade' band to show loyalty

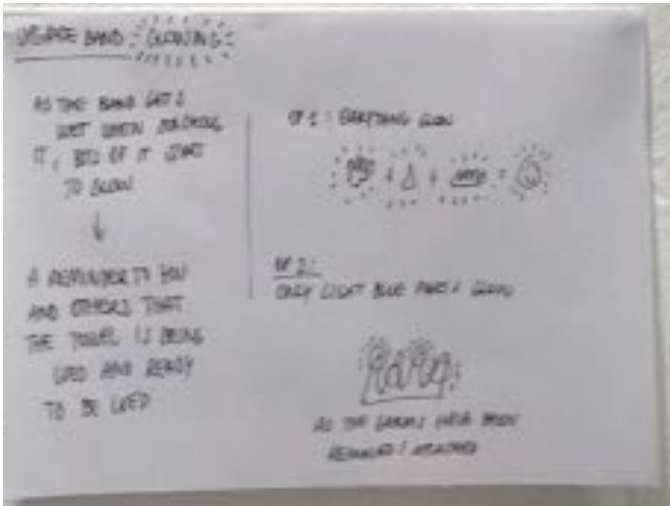


- Could use a silicone rubber wristband as a reward or 'upgrade'
- Makes sense for distribution model
- Giving a small reward could be very powerful for checking people are doing it right and incentivising behaviour.
- Creates a visible cue among the community, leveraging social effects on behaviour.

Idea 18: Stencils to create visual behavioural cues in the environment

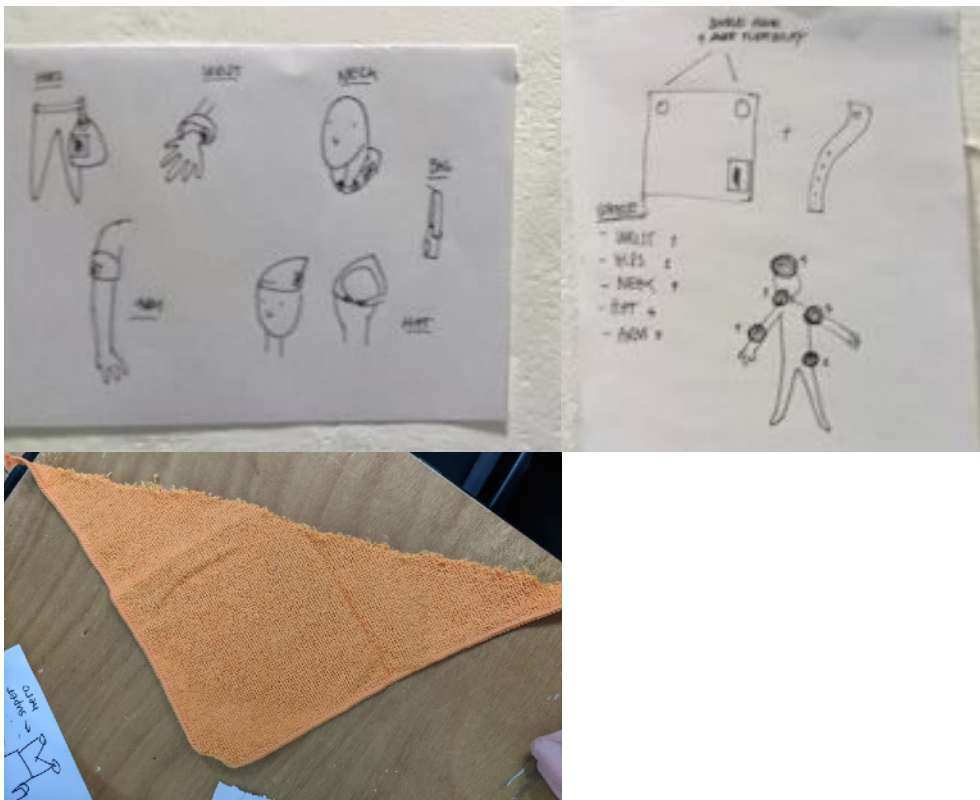


Idea 19: Parts of the towel change colour when exposed to water



- Potentially very powerful to demonstrate the science built into the ST
- Dependent on cost
- Might detract from appearance
- Should be small, and on the label or the band
- good for stopping counterfeiting and for cueing behaviour

Idea 20: Supertowel™ in a triangle shape, or other wearable forms



- Distinguishes from ordinary towel
- Affords other uses
- Triangle would need to be bigger than current towel to work
- Could confuse the message and detract from hand focus