Go in peace

- Steven Sugden
- Water for People
- Based in the UK with a lot of wandering
Beauty is in the eye of the beholder

Which is most beautiful to you?
If beauty is in the eye of the beholder....

What is a beautiful latrine?

Ecological, biodigestor, concrete slabs, VIPs, are all driven by our views about what we is best for the customers?
“(In a toilet) we feel comfortable to sit. We get peace. If the toilet is dirty then people would like to come out soon. They have to hurry their business. When it stinks we have to force ourselves to be there to complete the business. Peace is not there”
Toilets are emotional places, not just physical structures.....

...and as a sweeping generalization engineers and men are not comfortable with emotions.
emotion

noun

a natural instinctive state of mind deriving from one's circumstances, mood, or relationships with others.
"she was attempting to control her emotions"
synonyms: feeling, sentiment;  More

• instinctive or intuitive feeling as distinguished from reasoning or knowledge.
  "responses have to be based on historical insight, not simply on emotion"
synonyms: instinct, intuition, gut feeling;  More
VISCERAL DESIGN

- Hardwired in us all – natural
- Has the same rules all over the world
- Reaction to sight, sound, smell, touch
- Result in a rapid, unthinking response
- Irrational
- I’m being attacked – run away. Adrenalin rush
VISCERAL DESIGN

• The smell of shit
• The sight of shit
• The hint of shit
• Flies and insects
• Rats
• Looming pits
• Dark miserable compartments

All provoke a strong negative visceral reaction
Overcoming Visceral reactions by design

- No smell – the heat
- No sight - covered
- Light and bright
- No insects – flies, cockroaches
- No looming pits
- No bouncing floors
- No sight – less chance of missing the squat hole
- Well ventilated
Behavioral design

Behavioral design:
- Is all about use
- Is the aspect practitioners and engineers focus on
- Function comes first

Appearance doesn’t really matter. Rationale doesn’t matter but performance does.

The first step in behavioral design is to understand how people will use a product.
All curved wall corners have 15° radius.
Scale: 1" = 6'-0.4"

Dry Stacked CMU construction results in unusual dimensions shown as:
(block units)
feet - inches.tenths

Floor Plan

Filename: BoomerangFloor.cdr
Last update: 20 Sept 05: 12:20
VIP Latrine

- Slab
- Fondation
- Pit
- Mosquito net
- Bad smell
- Ventilation pipe in black.
Behavioral design considerations

• Solid walls
• Roof
• Strong floor which will not collapse
• Door with locks
• Squatters or sitters – easy for directing
• Washer or wipers
• Well lit so people can see where they are going
• Ventilation blocks in the wall
• Long lasting tank or pit ‘Permanence’ ‘Durability’
• Method of emptying?
Reflective design

• Is all about the message, culture, the meaning of the product or its use
• Self-image
• avoid things because ‘it wouldn’t be right’

Products can be more than the sum of the functions they perform. The real value can be in fulfilling people’s emotional needs and establishing one’s self-image.
ROGER FEDERER
Master of the court. Grand Slam collector.
Largest consecutive streak as world No. 1.
Role model. Master. Phenomenon.
Called the greatest player of all time.
By the greatest players of all time.

ROLEX. A CROWN FOR EVERY ACHIEVEMENT.
FOR WHEN YOUR PENIS IS JUST TOO SMALL
YOU'RE UGLY

New survey condemns UEA students' looks

by KATIE HIND
Chief News Reporter

CAMPUS CRUMPET is at an all-time low according to a new university league table. Results from the poll, carried out by ResearchUK, revealed that UEA's campus is among the least friendly in the country.

With 1,157 responses from students all across the country, the survey, which measured the friendliness of each university, showed that UEA's campus is low at the bottom of the league table. Apparently

Impressive

Friend

Gallant

Sex

Liverpool 

Manchester

Background checks of research papers are also under investigation.

Everyone here has a story to tell.

I like our old teachers.

I think the world is a bit harsh.

Although, in the end, everyone seems to agree with Gillian Knowle.

MEL C INTERVIEWED

EXCLUSIVE! MEL C INTERVIEWED

Flush and forget – like the rich people
“If there are tiles, it will remain clean. It will also look beautiful. Toilet should be beautiful, more than the house. It is a dirty place. However you keep it clean, (with tiles) it will look beautiful”
Any colour as long as it white
Septic tank is best ..... 

.... I do not know how it works, but I know septic tank is best
Argument

We design to the behavioral level and ignore the visceral and the reflective levels.
Solution

Design to all three levels....

..and get in touch with our emotions.

If in doubt .. ask your wife
missing

- pleasurable
- usable
- reliable
- functional
Promotion of pleasure

Follow example of the Northern product manufacturers
A NEW SENSE FOR DESIGN, COMFORT AND PURITY
SENSOWASH® SHOWER-TOILET
A NEW SENSE FOR DESIGN, COMFORT AND PURITY
Giving slabs away is easy – “We accepted”

Getting people to buy need more desirable products that appeal to the reflective level.
The End

Thank you.