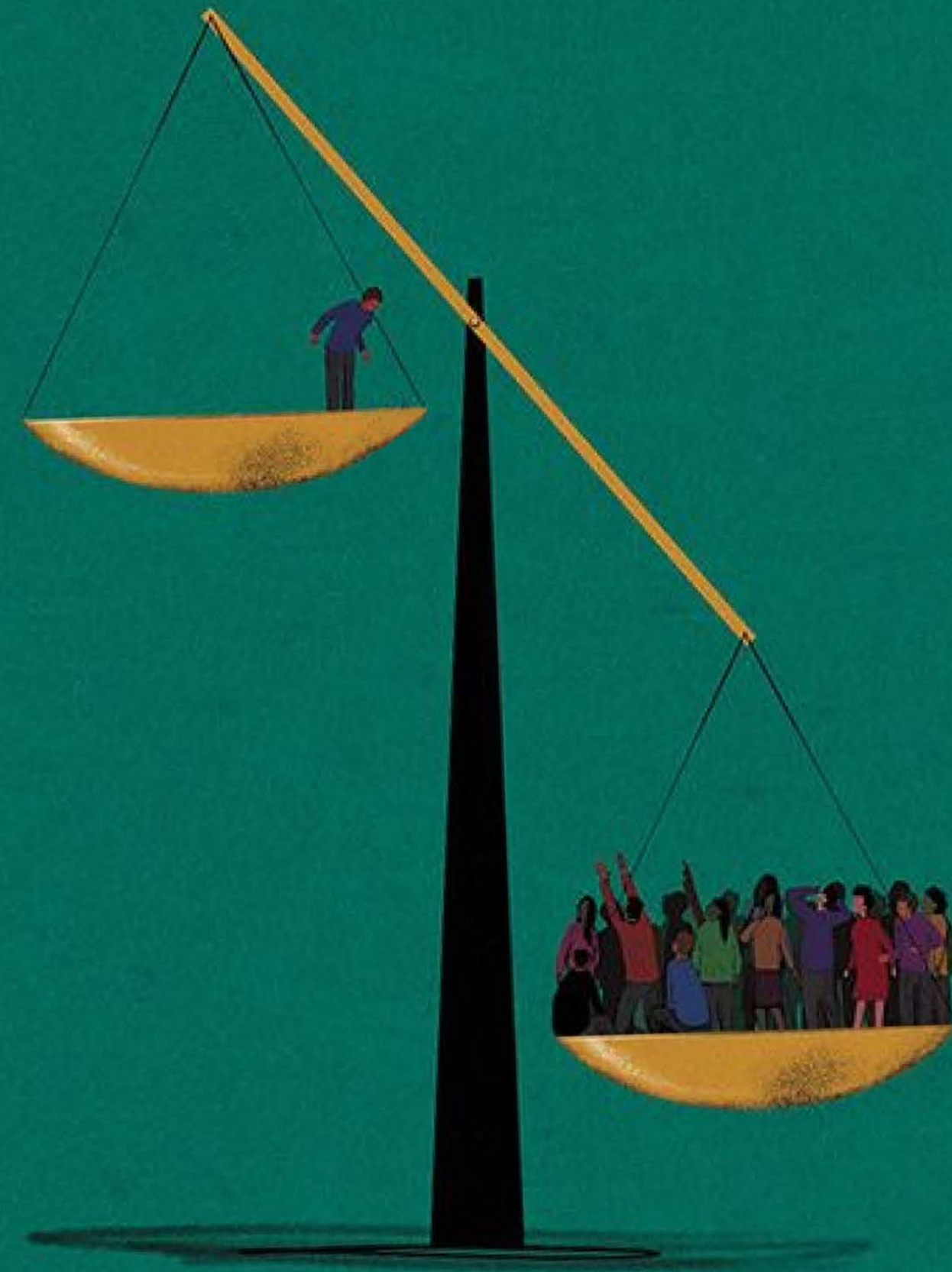


Fulfilled Experiences of Vaccine Passports for Unprivileged People



Experience Design
Spring 2021

Prof. Kaja Tooming BUCHANAN

College of Design and Innovation,
Tongji University

TEAM
Privilege Killer

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● Introduction to Team Members



Luka Jacke

- Bachelor of Arts
- Digital Media
University of the Arts Bremen
- Germany



Zhuang Mingyu

- Bachelor of Engineering
Master of Arts
- Advanced Environmental Design
College of Design and Innovation,
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- China



Wang Zitong

- Bachelor of Architecture
Master of Architecture
PhD in Architecture
- Architecture Design
College of Architecture and Urban
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01

Introduction

- Introduction to the Topic
- Definition of Vaccine Passport
- Design Challenge
- General Purpose

● Introduction to Vaccine Passports



Figure 1, Photos of Getting vaccination, from online sources.
Figure 2, Photos of Immune Passport, from online sources.

From the end of 2019 to now, Covid-19 is continuing to spread around the world, with more than 158 million confirmed cases and three million deaths across nearly 200 countries. In this situation, many countries have introduced vaccines to **return to normal life**, with the emergence of Vaccine Passport promoted by governments and organizations.

A Vaccine Passport acts as a **certification document** by which the health of the holder can be certified, more specifically if he/she has been vaccinated against COVID-19. The document is initially used by governments to grant vaccinated people individual **special rights** such as freedoms to cross borders without safety measurements (testing or quarantine requirements). With further development, it also becomes the certification for people to **getting access to certain public spaces and activities** that involve people being in close proximity to each other (restaurants, shops, events, and others).

Brainstorming Maps

Goal: Review these maps to find the original thinking of our interested topics and the commonalities between the three maps.

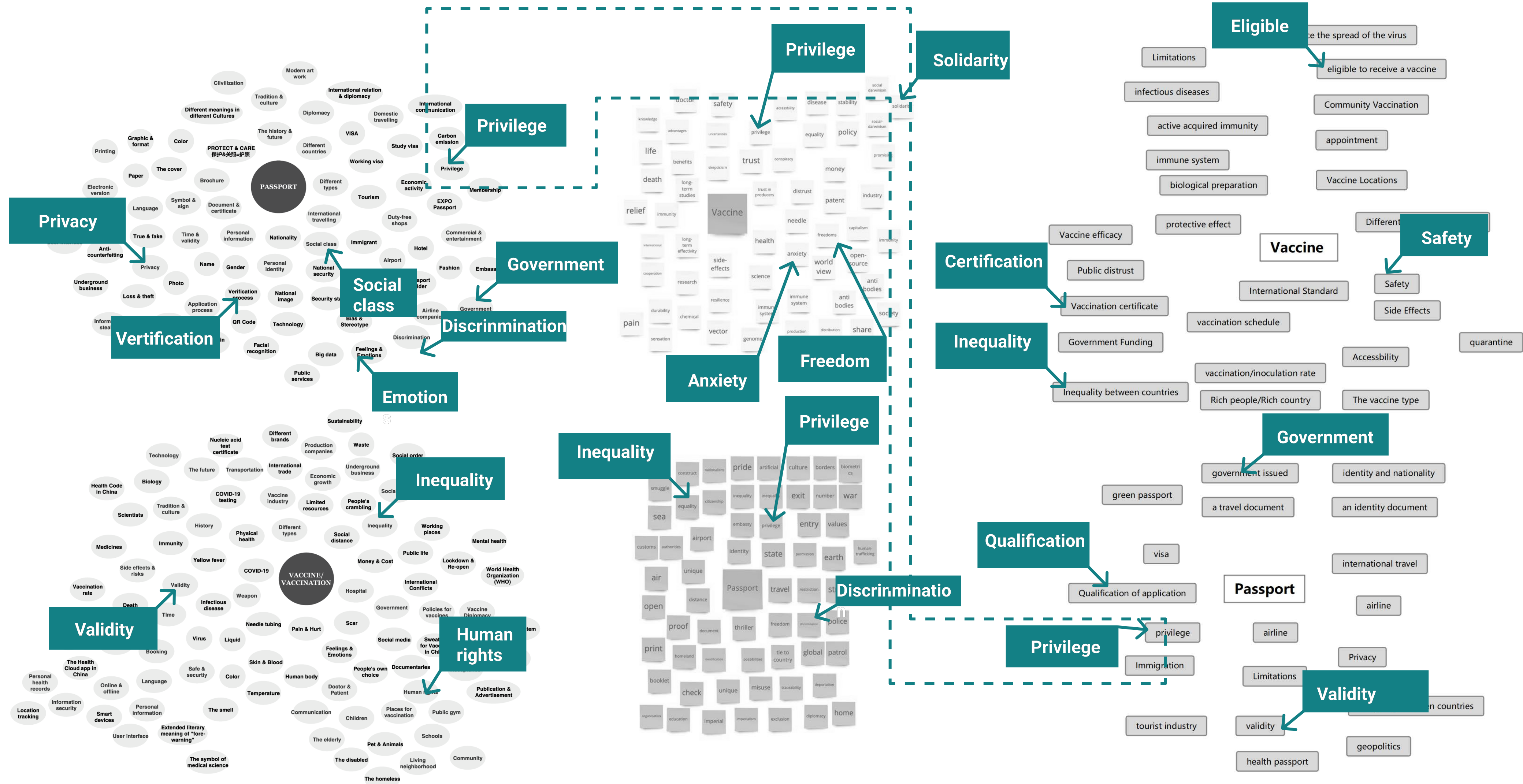
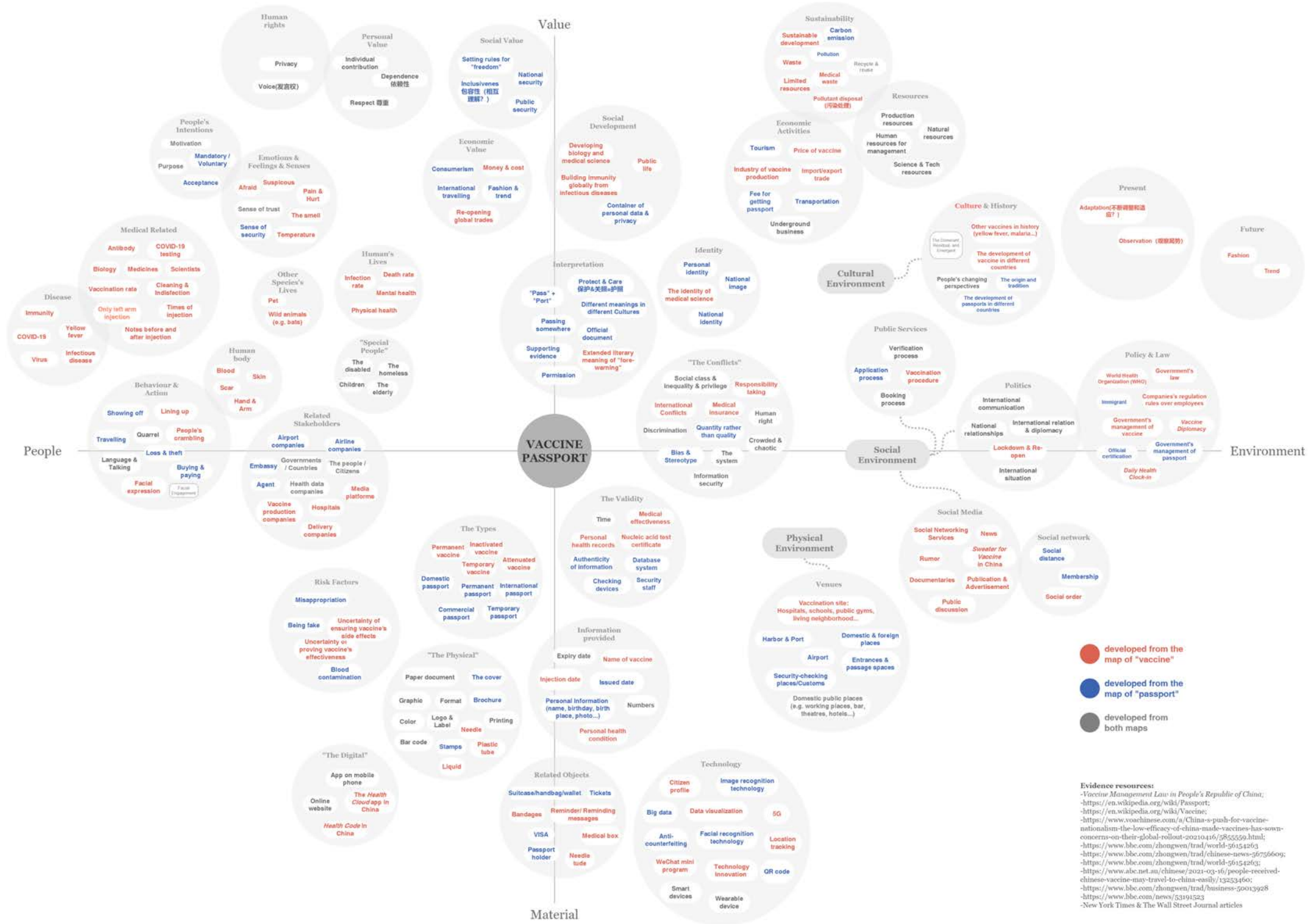


Figure 3, Brainstorming Maps with highlights of key topics. Developed by Team Privilege Killer.

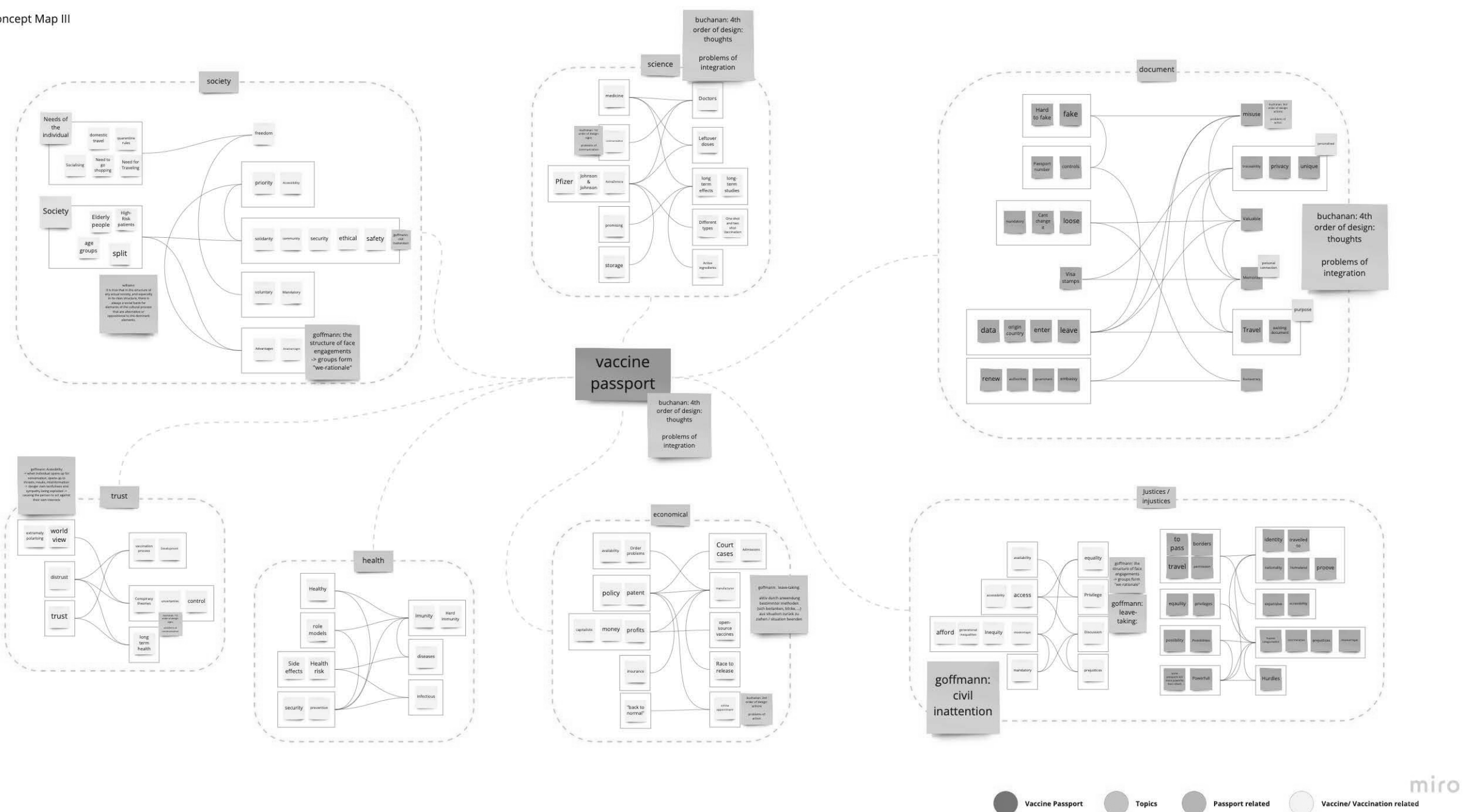
Preliminary Concept Maps

Goal: Organize the topics into several clusters in order to find commonplaces.



Simon Widmann | Philipp Henzler | Luka Jacke

Concept Map III



miro

Vaccine Passport Topics Passport related Vaccine/Vaccination related



Figure 4, Preliminary Concept Maps for “Vaccine Passport”. Developed by Team Privilege Killer.

● Preliminary Concept Maps

Goal: To find the commonality of the three maps.

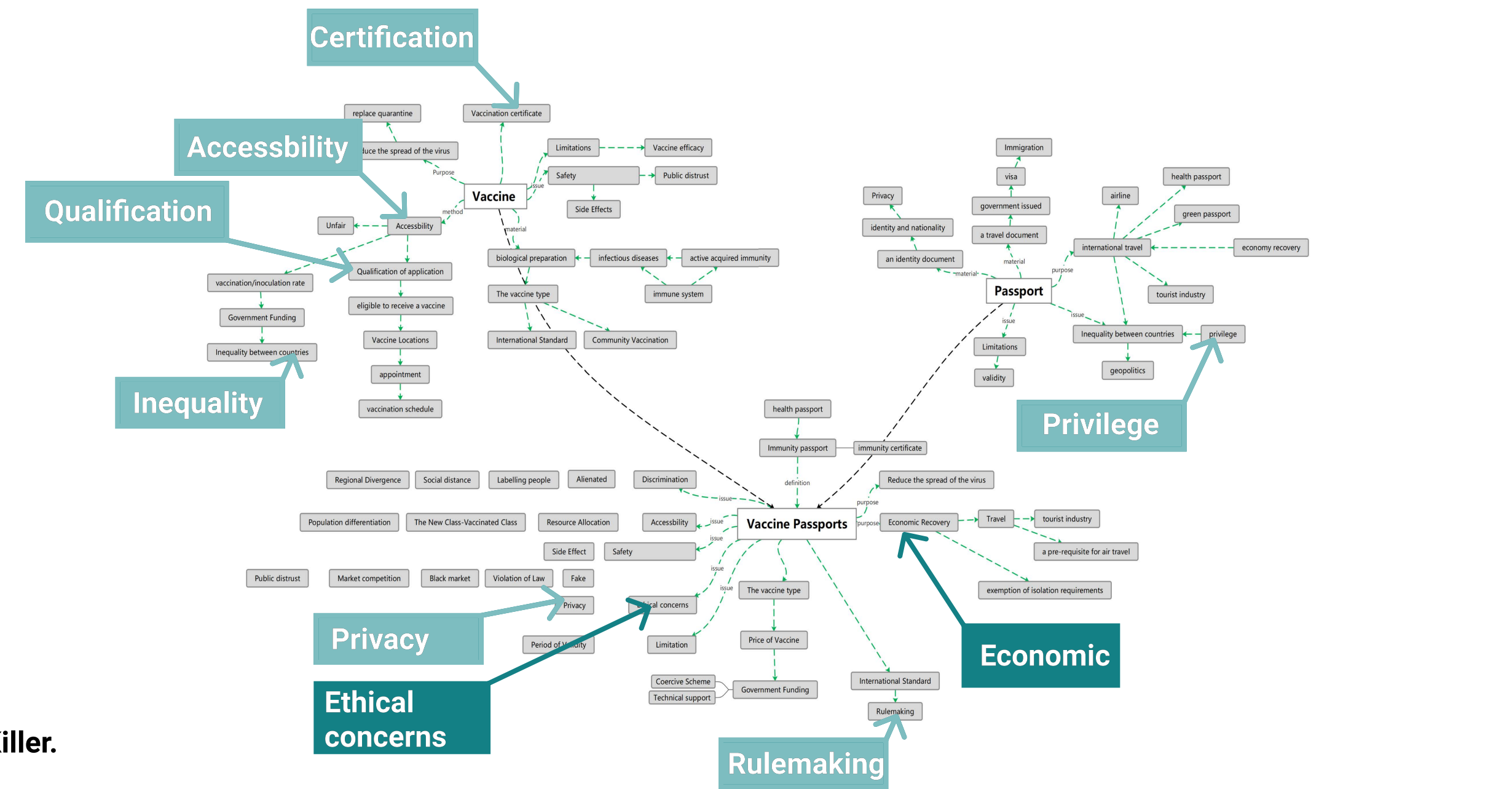
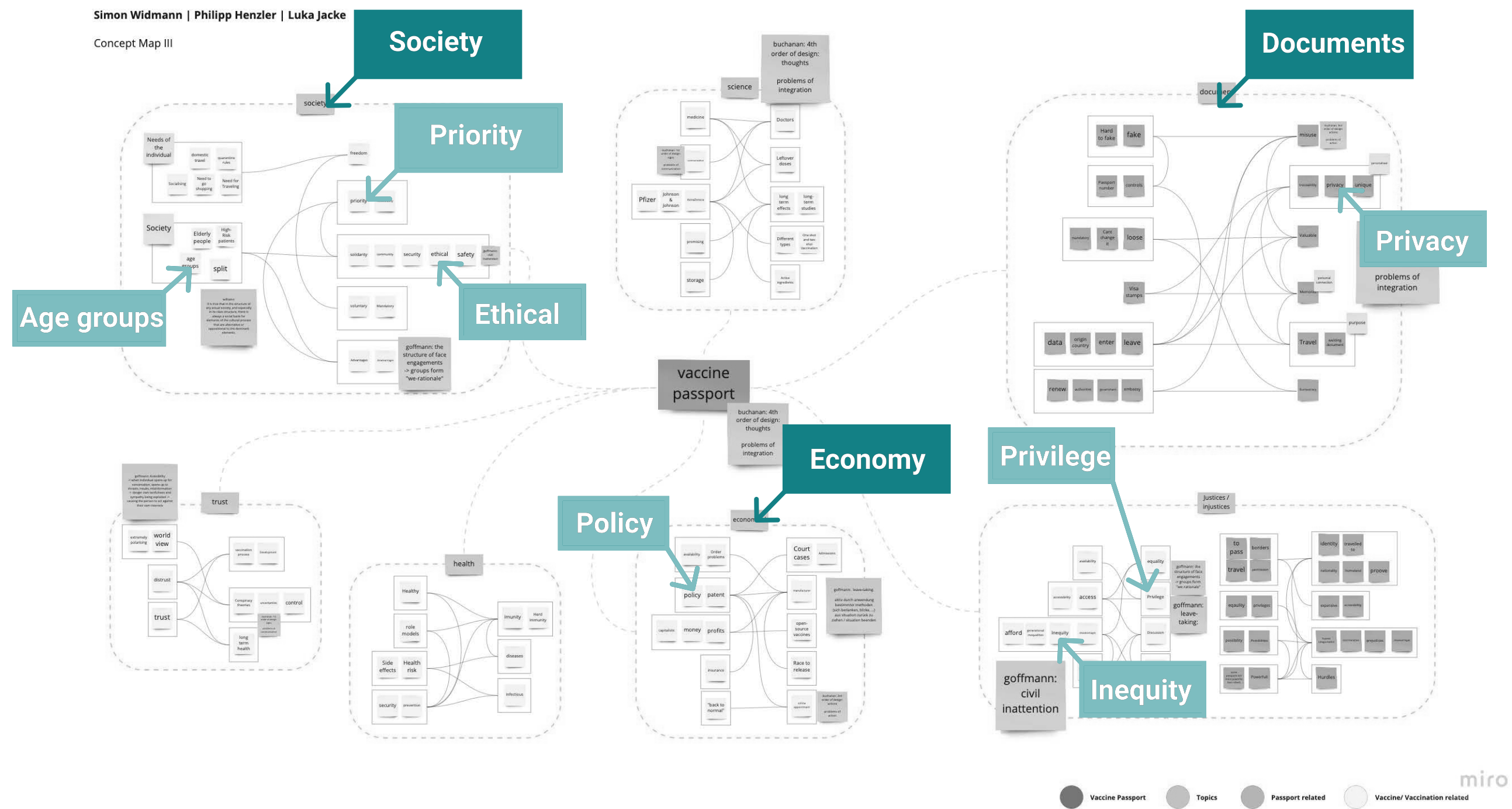
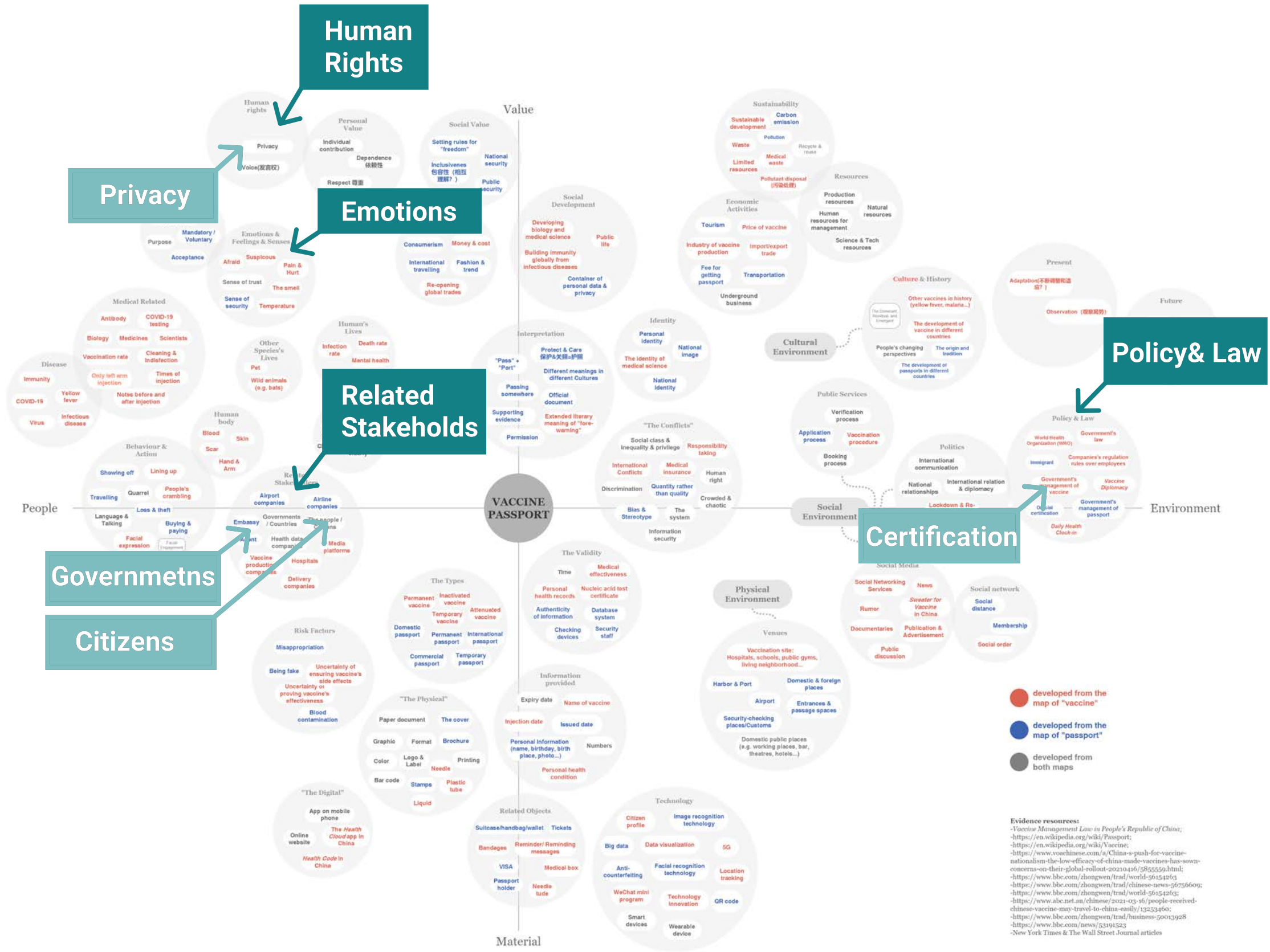


Figure 5, Preliminary Concept Maps for "Vaccine Passport" with highlights. Developed by Team Privilege Killer.

● Concept Map of Commonplaces

Goal: Combine the three maps into one and use the complexity matrix to analyze the relationship between the cluster of topics.

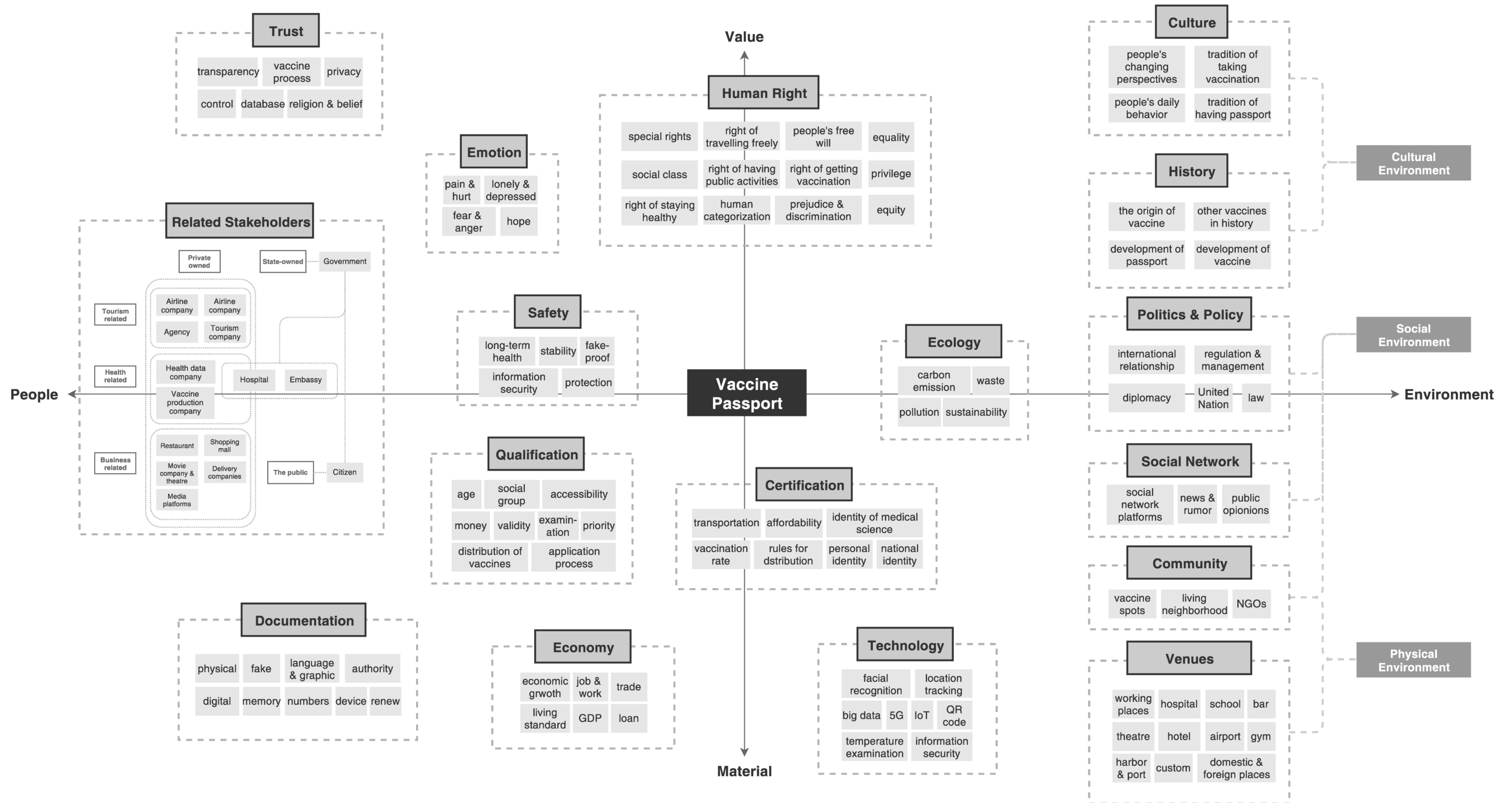


Figure 6, Concept Map of Commonplaces. Developed by Team Privilege Killer.

● Concept Map of Commonplaces

Goal: To find the proper places of discovery.

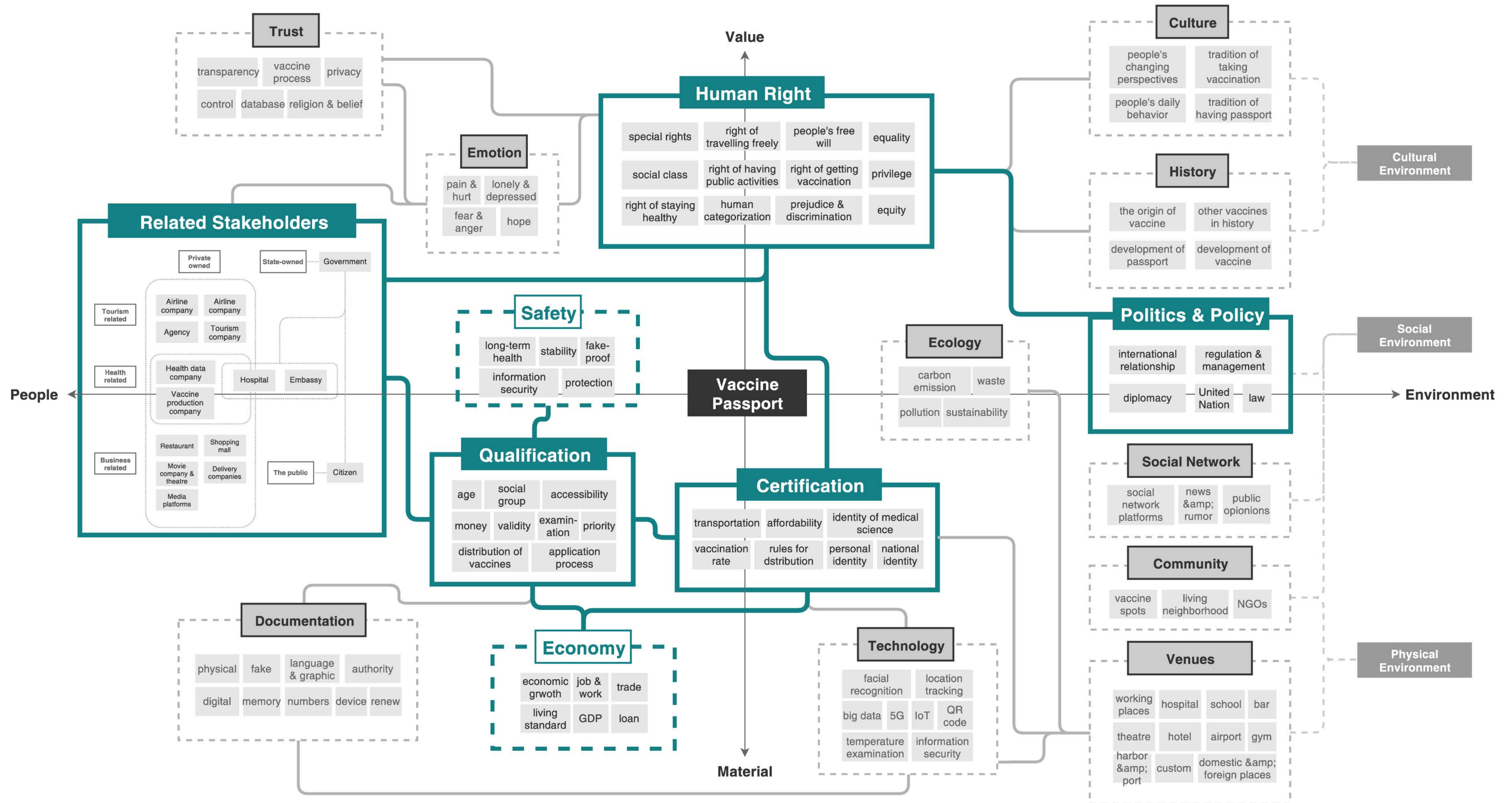


Figure 7, Concept Map of Commonplaces with highlights. Developed by Team Privilege Killer

● Previous Definition of Vaccine Passport

Vaccine passport is an emergent man-made authentication system for certain public activities in Covid-19 period with controversial issues from different perspectives:

Citizens:

- certification, entry card to places, activities, ...
- personal identity, health status;
- separator of social groups;
- privilege for some people;

Governments:

- government tool to manage people;
- enabler for reimproving the economy;

Organisation:

- economic opportunity
- tool to guarantee survival

Climate:

- climate crisis factor



Definition of Passport by Keshavarz Mahmoud:

“Ethnicity, gender, and class come to interact, intersect, and produce inequalities through how passports work in various situations. Passports are material evidence of exercising discrimination.”

Keshavarz Mahmoud, *The Design Politics of the Passport: Materiality, Immobility, and Dissent*. 2019.

● Analysis of “Privilege”

Goal: To illustrate how the privileged and unprivileged are generated.

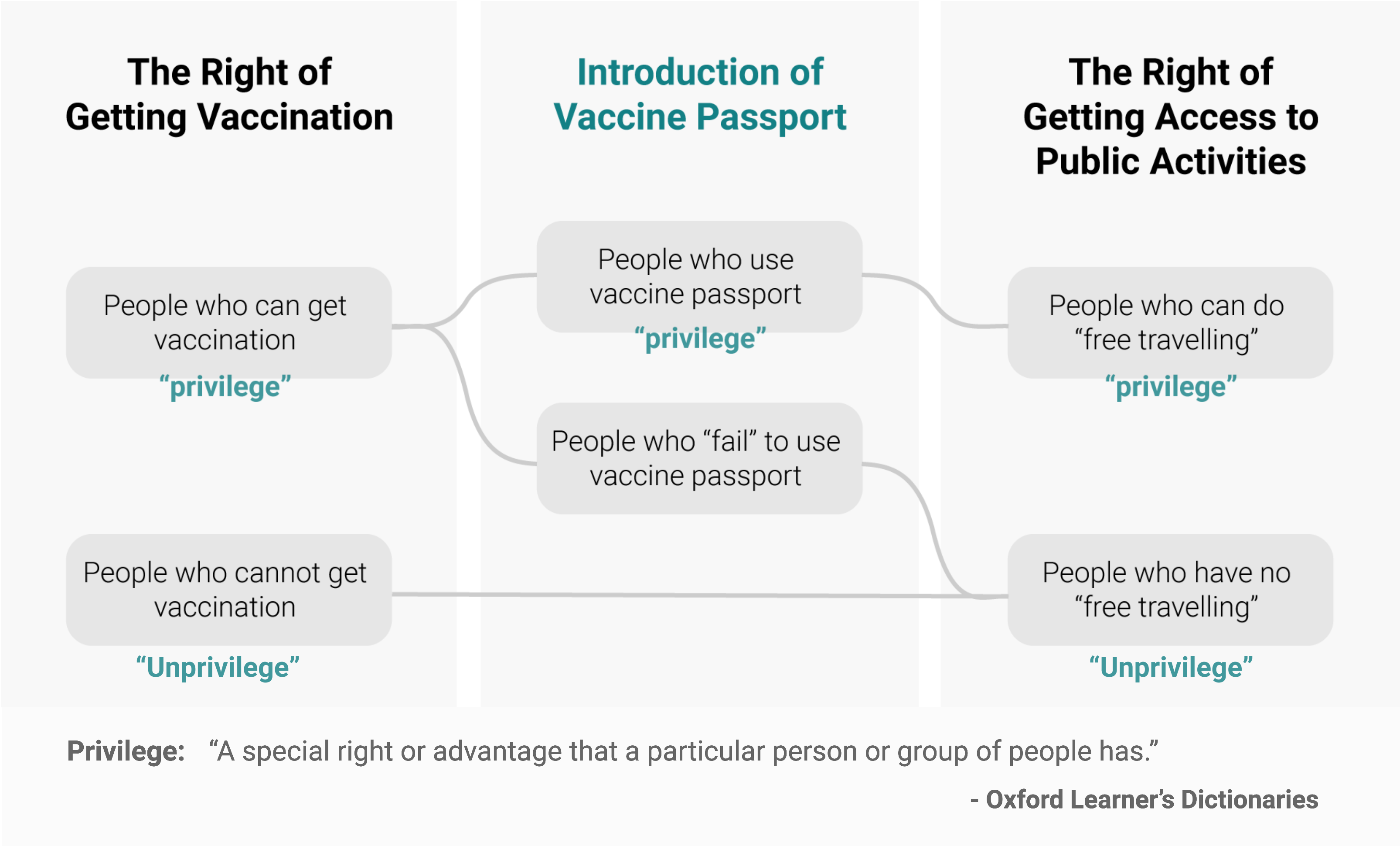


Figure 8: Final Definition of Vaccine Passport. Developed by Team Privilege Killer

● Final Definition of Vaccine Passport

The vaccine passport is an **emergent man-made certification system** for granting **access** to public activities during the Covid-19 pandemic. It has the purpose of ensuring the safety of citizens and re-enabling economic growth, which has **deepened the division between the privileged and the unprivileged.**

● Defined by Team Privilege Killer

● Design Challenge & Analysis

How could the idea and use of a *vaccine passport* as a certificate of proof of vaccination be a **positive experience**, where people with great confidence **without anxiety and fear** of using it are able to create **fulfilled experiences**?

Given by Prof. Kaja Tooming Buchanan

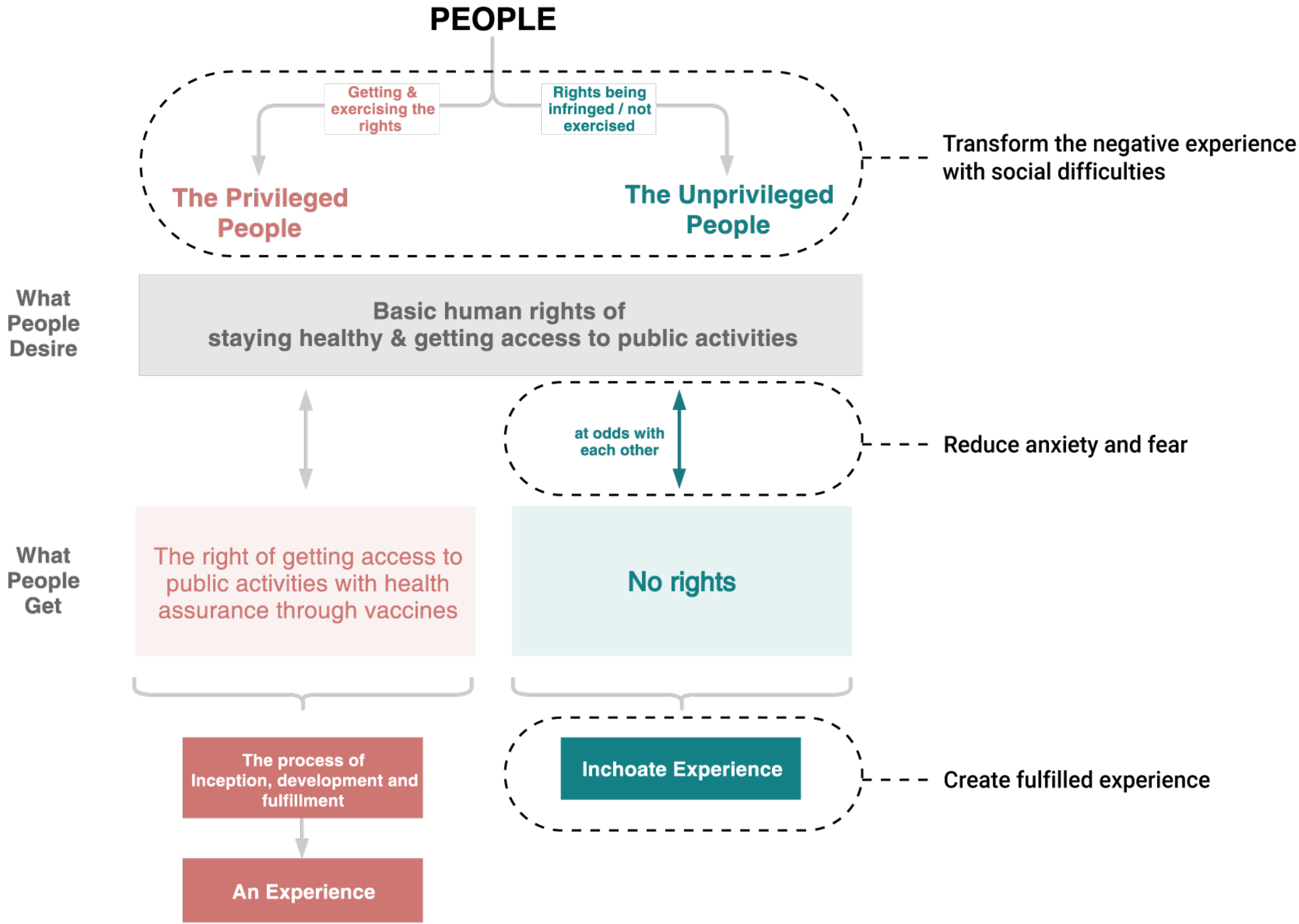


Figure 9, Design Challenge. Developed by Team Privilege Killer based on Design Challenge given by Prof. Kaja Tooming Buchanan.

● General Purpose

- To explore how to **decrease social difficulties** introduced by the Vaccine Passport to find ways to **transform the infringed rights** of unprivileged social groups into human rights in order to **facilitate fulfilled experiences**.

02

Discovery Phase

- Methods
- Theoretical Framework
- Strategic Framework
- User Profiles
- Evidence of Issues
- Problem Statement

● **Methods**

● **Discovery Phase**

- **Literature Review**
- **Brainstorming Map**
- **Research Participant Map**
- **Concept Mapping**
- **Evidence Mapping**
- **Interviews**

● **Development Phase**

- **Brainstorming**
- **Value Web**
- **Concept Mapping**
- **Persona**
- **User Journey Map**

● List of Theories

- 1. **Buchanan**, Richard, "Surroundings and Environments in Fourth Order Design." Design Issues. Volume 35, Number 1, Winter 2019.
- 2. **Dewey**, John, "Having an Experience." In Art as Experience. New York: Capricorn Books, 1958.
- 3. **Goffman**, Erving, "Facial Engagements." In Behavior in Public Places. New York: The Free Press, 1966.
- 4. **Spinoza**, Ethics: Preceded by On the Improvement of the Understanding. Ed. James Gutmann. New York: Hafner Press.
- 5. **Whitbeck**, Caroline, "Introduction to Ethical Concepts." In Ethics in Engineering Practice and Research. Cambridge University Press, 1998.
- 6. **Williams**, Raymond, "Dominant, Residual, and Emergent". In Marxism and Literature, Oxford University Press, 1977.

● Previous Version of Theoretical Framework

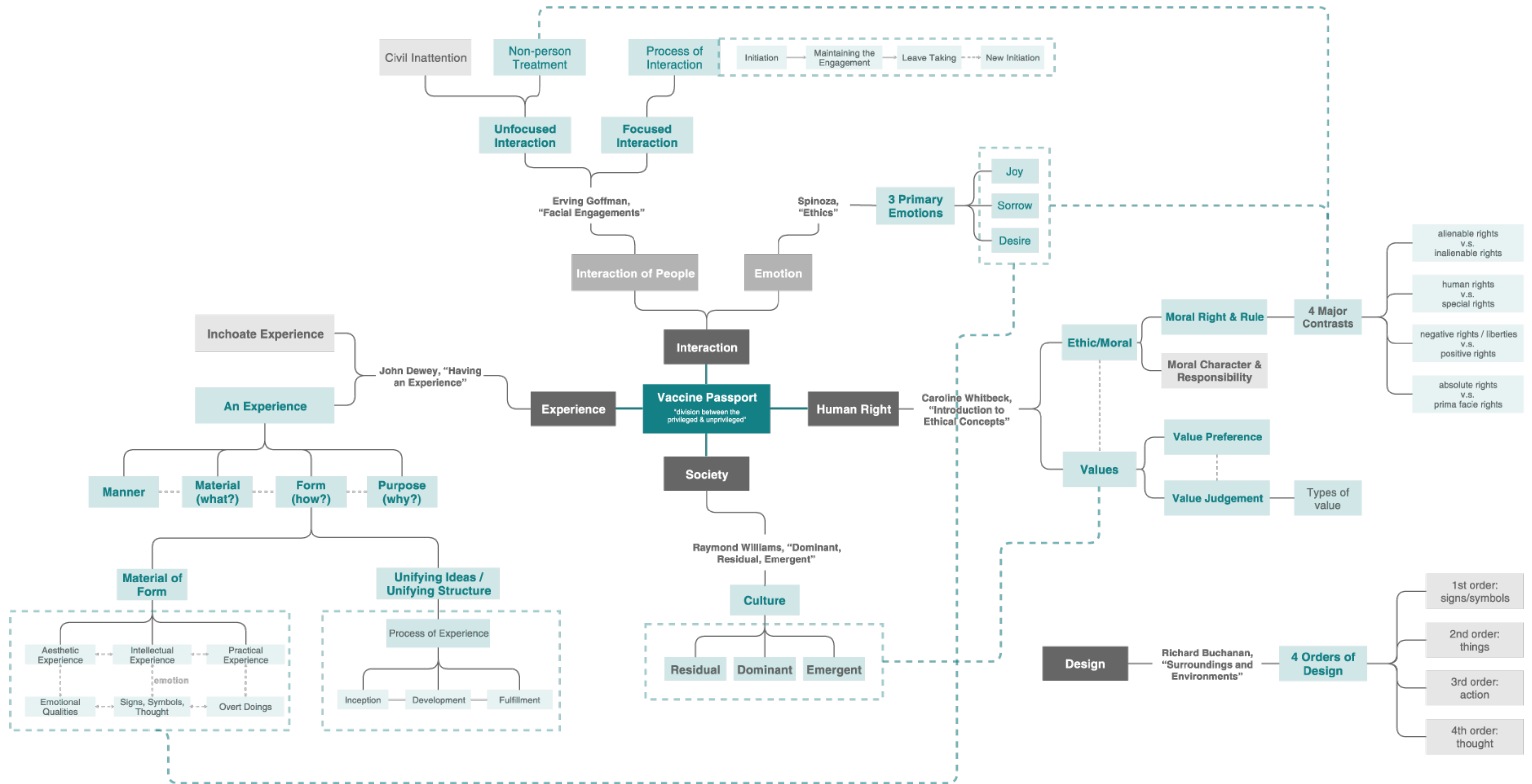


Figure 10, Preliminary version of theoretical framework. Developed by Team Privilege Killer. Based on theories from R. Buchanan, J. Dewey, E. Goffman, C. Whitbeck, R. Williams, B. Spinoza.

● Theoretical Framework

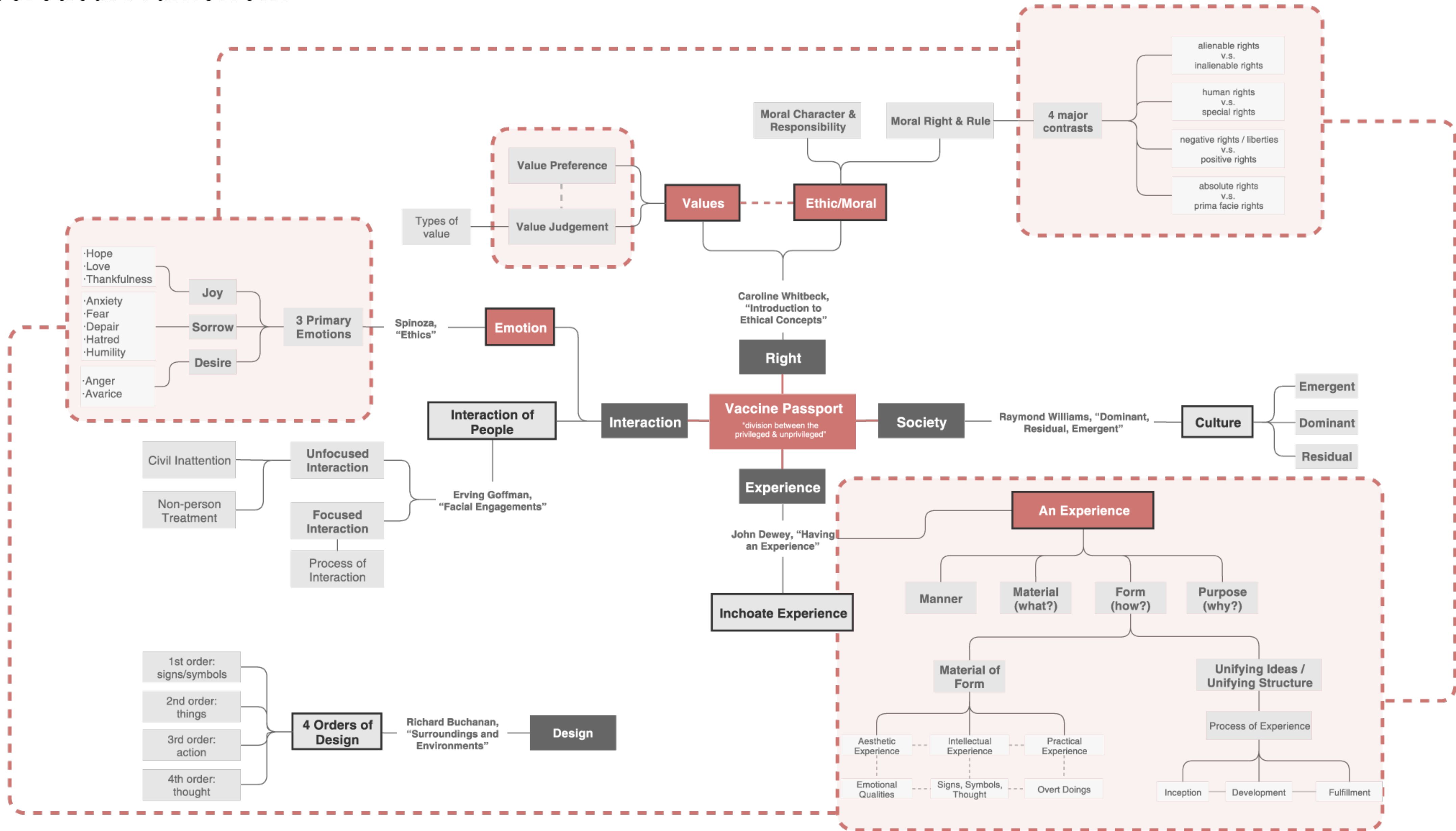


Figure 11, Theoretical framework with highlights. Developed by Team Privilege Killer. Based on theories from R. Buchanan, J. Dewey, E. Goffman, C. Whitbeck, R. Williams, B. Spinoza.

● Strategic Framework

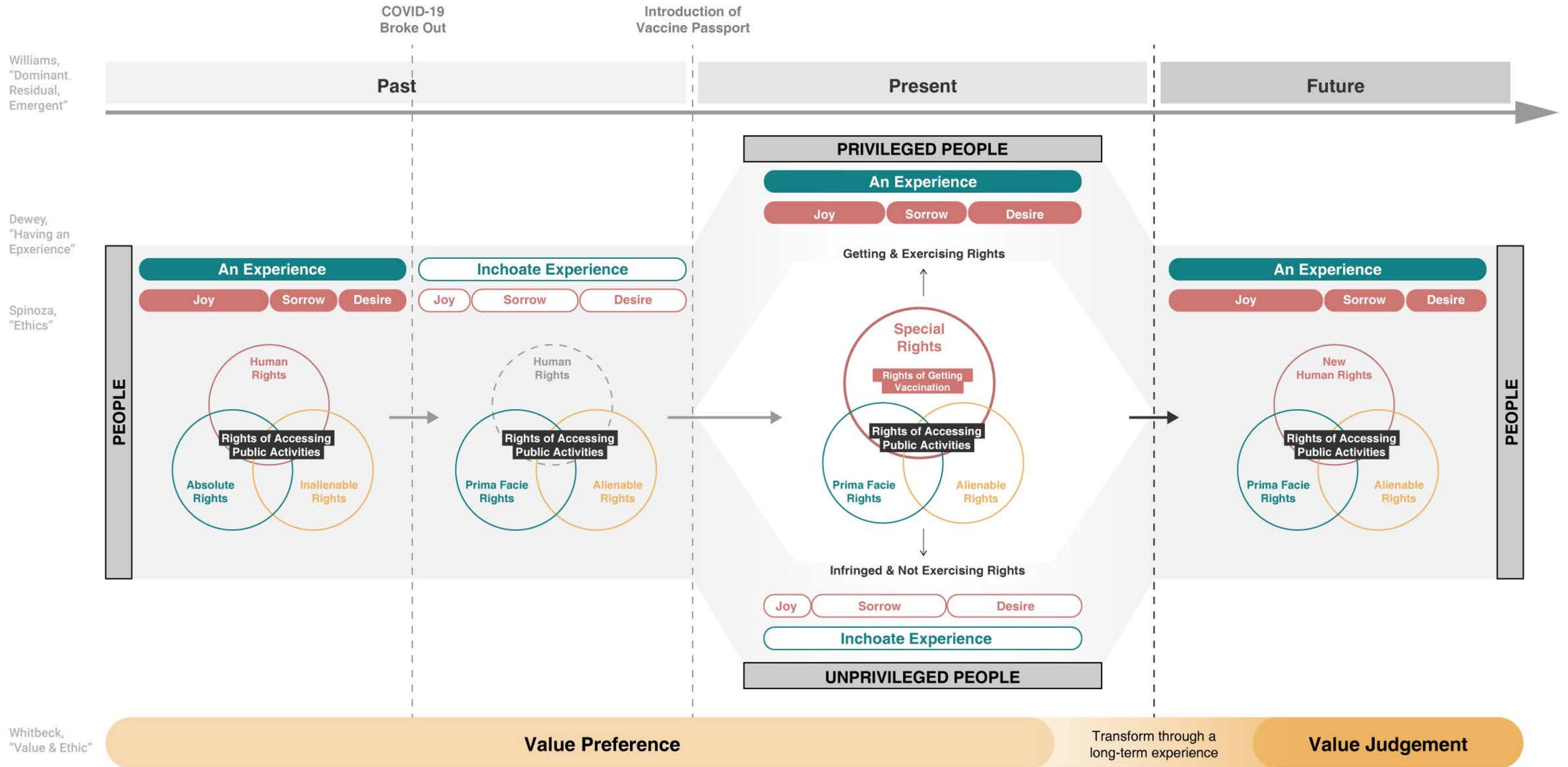


Figure 12, Strategic framework. Developed by Team Privilege Killer. Based on theories from J. Dewey, C. Whitbeck, R. Williams, B. Spinoza.

● Concept Map of Users

Goal: Identifying the user groups who are affected by the vaccine passport

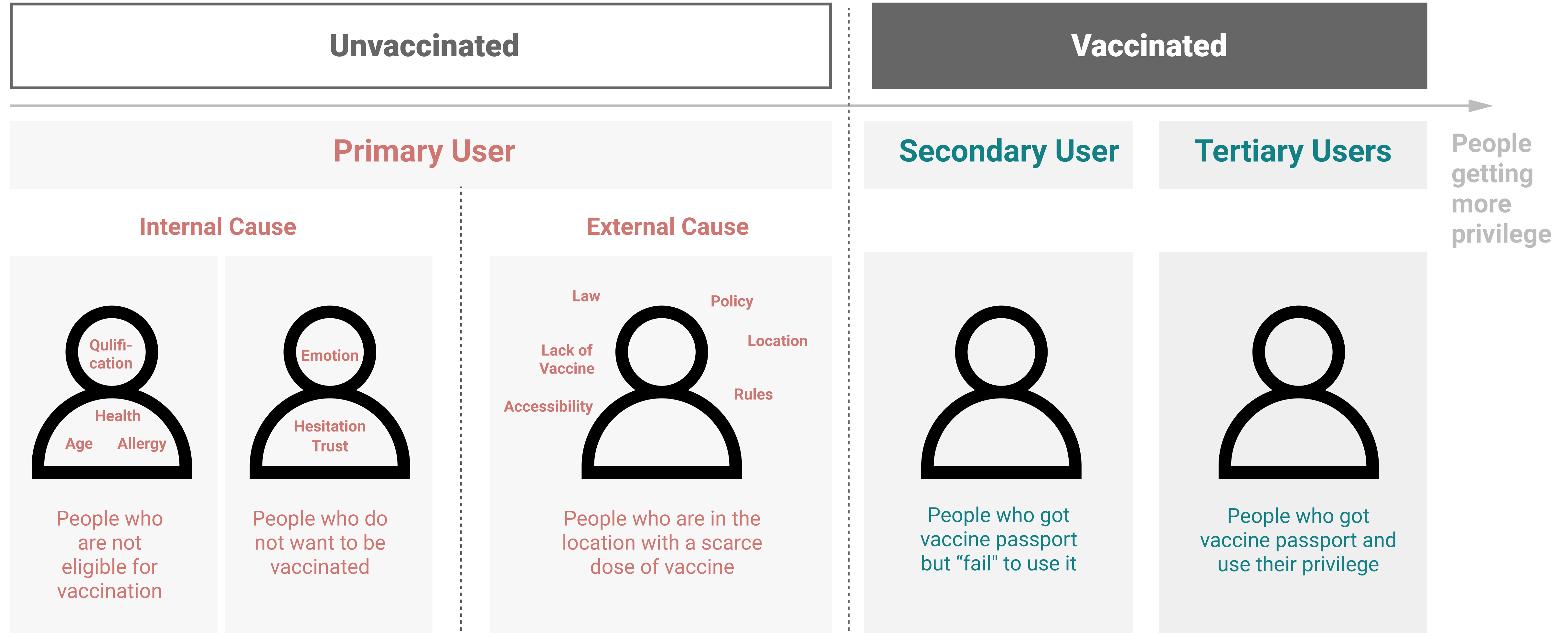


Figure 13, Concept map of primary, secondary and tertiary users. Developed by Team Privilege Killer.

● User Profiles

Primary Users

- **People who are not eligible for vaccination (whose rights are infringed)**

Age range <16 & 65-90 years old
Gender Male/Female
Ethnicity Chinese
Location of residence China, urban environment
Occupation Retired
Socio-economic status Working class
Level of education High school
Technology very limited technological understanding
Daily activities Quarantine at home
Health condition Weakend body (due to age)
Attitudes and Values Feel alienated and unfairly treated

- **People who do not want to be vaccinated**

Age range 18-60 years old
Gender Male/Female
Ethnicity Chinese
Location of residence China, urban environment
Occupation Office people
Socio-economic status Middle-Class
Level of education University
Technology good technological understanding
Main activities Working at home
Health condition Good
Attitudes and Values Being hesitant about the VP

- **People who are in a location with a scarce dose of vaccine**

Age range 18~60 years old
Gender Male/Female
Ethnicity German, Chinese
Location of residence Germany/China
Occupation Businessman
Socio-economic status Middle-class
Level of education University
Technology good technological understanding
Main activities Work at home
Health condition Good
Attitudes and Values Supportive for vaccine passport

Further Reflection on the Concept Map of Commonplaces

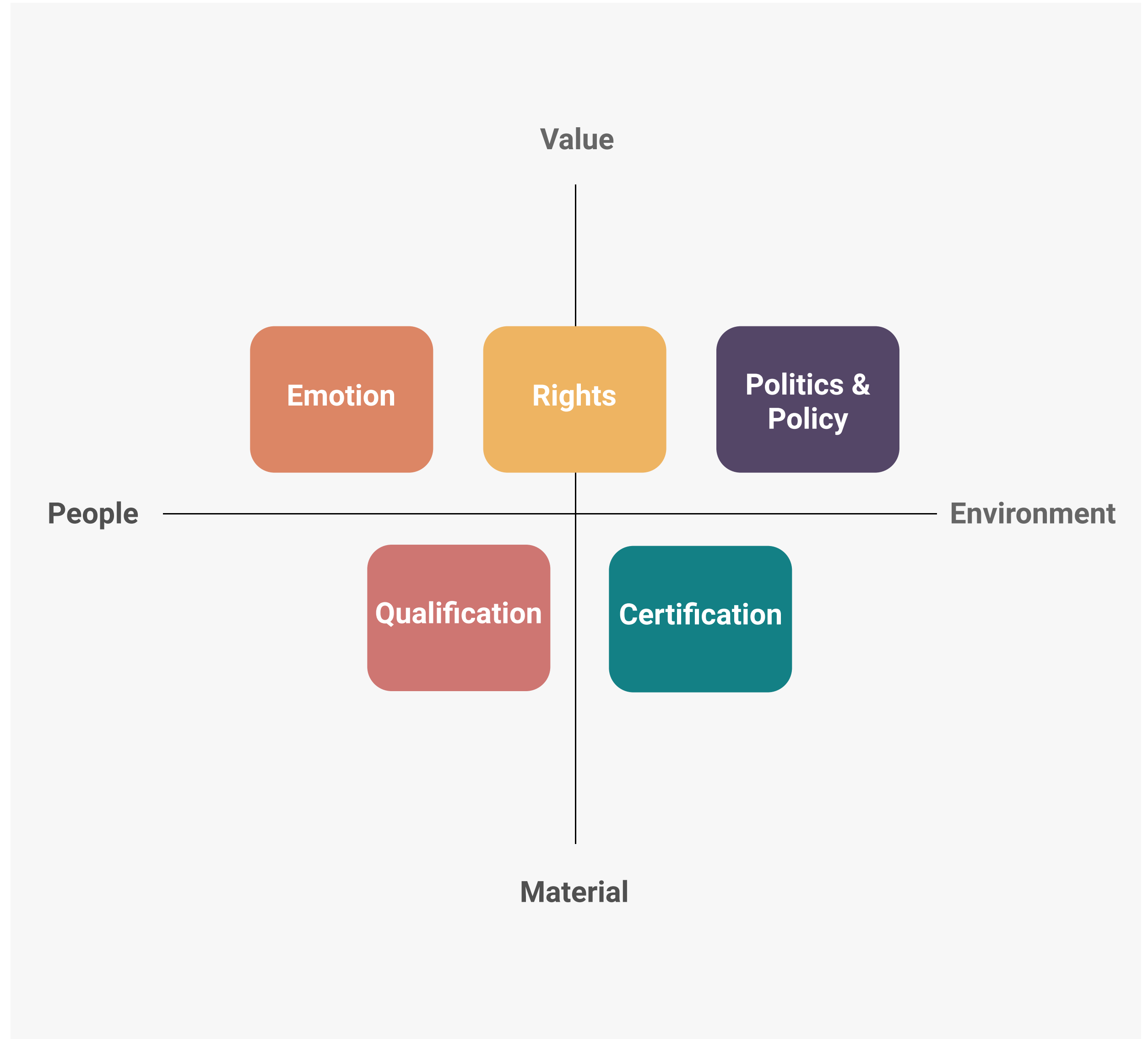
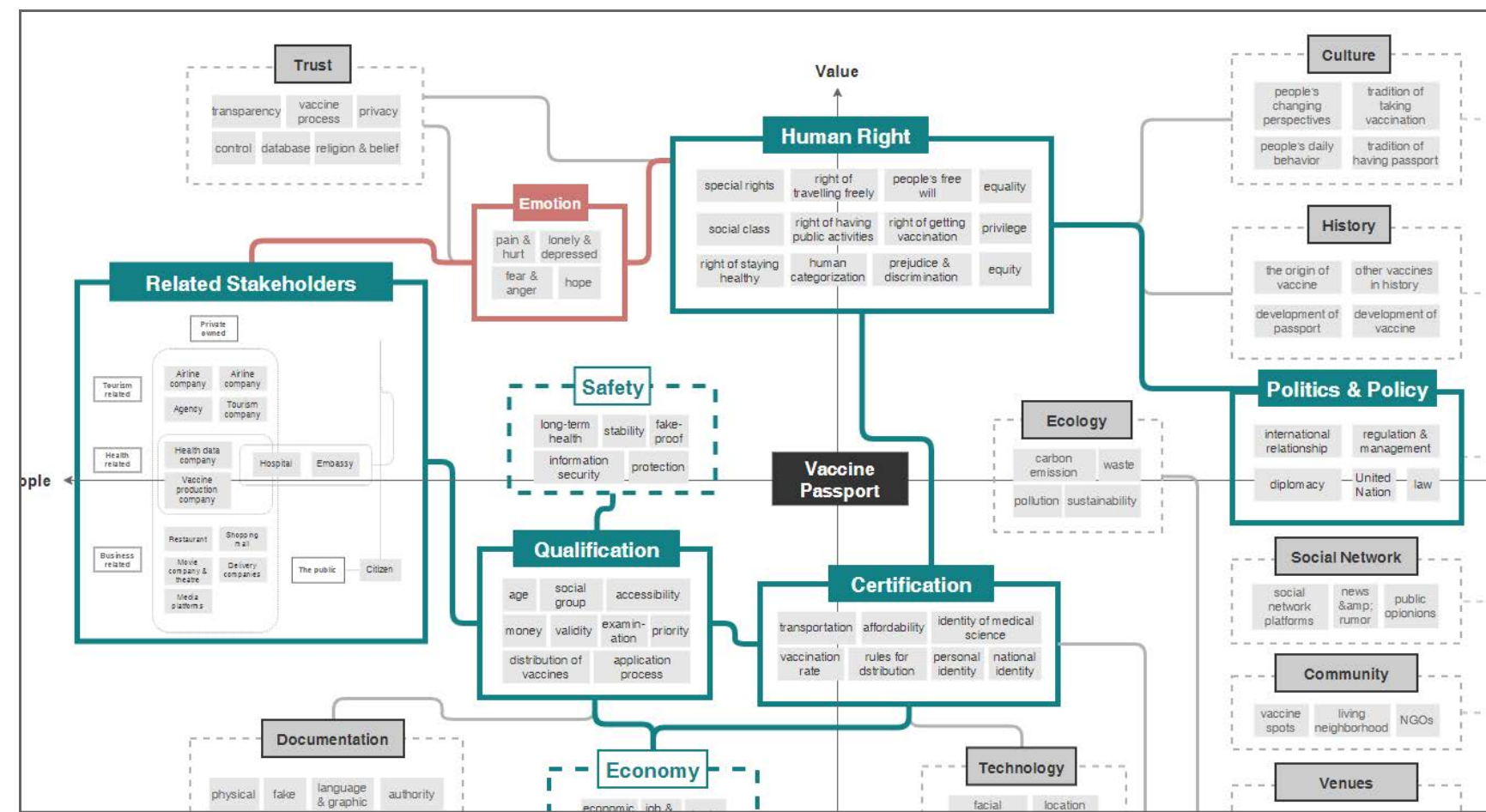
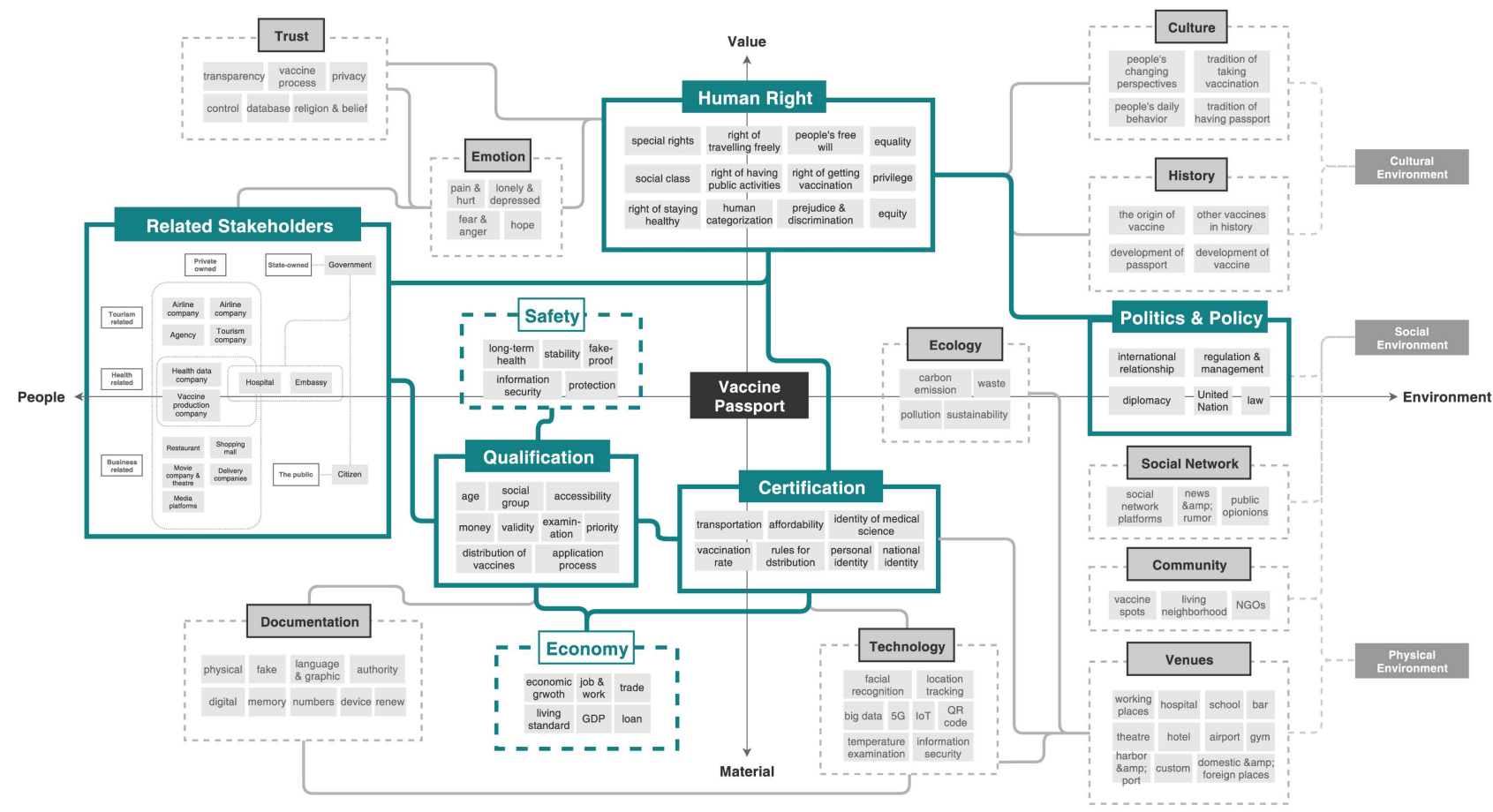


Figure 14, Change of concept map and map of commonplaces. Developed by Team Privilege Killer.

● Structure of Evidence Mapping

Evidence Mapping based on Literature Review

Goal: To gain a better understanding of social difficulties and ambiguities introduced by Vaccine Passports.

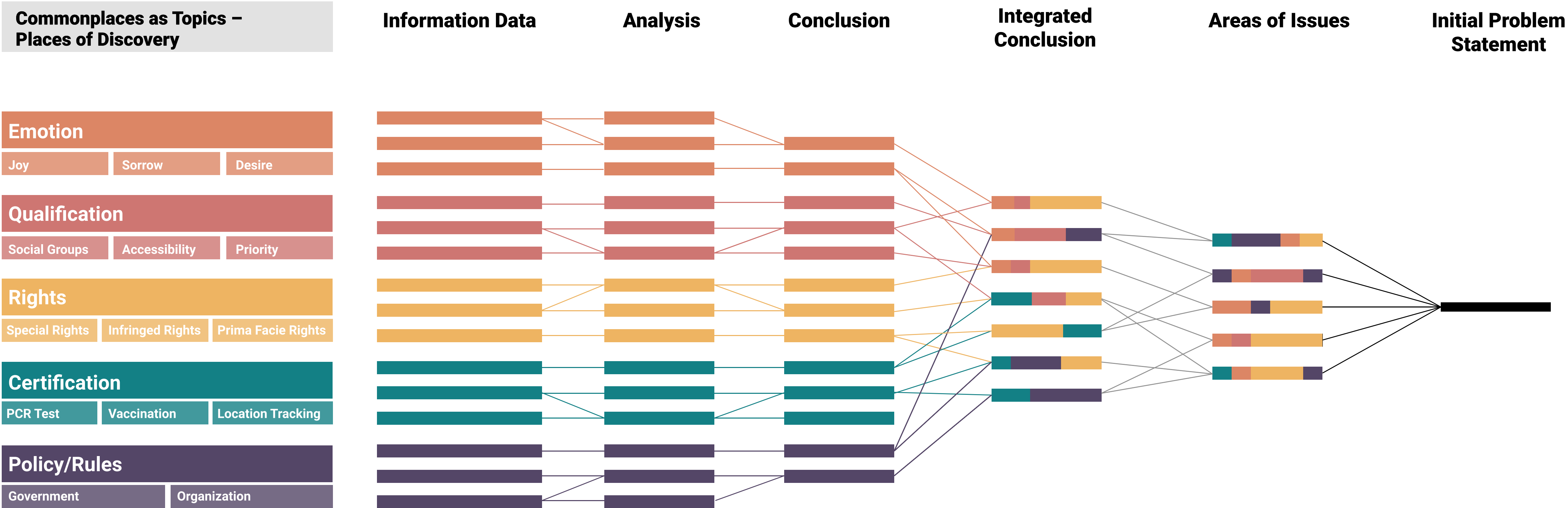


Figure 15, Structure of evidence mapping based on literature review. Guided by Prof. Kaja Tooming Buchanan. Developed by Team Privilege Killer.

● Overview of Evidence Mapping

● Areas of Issues

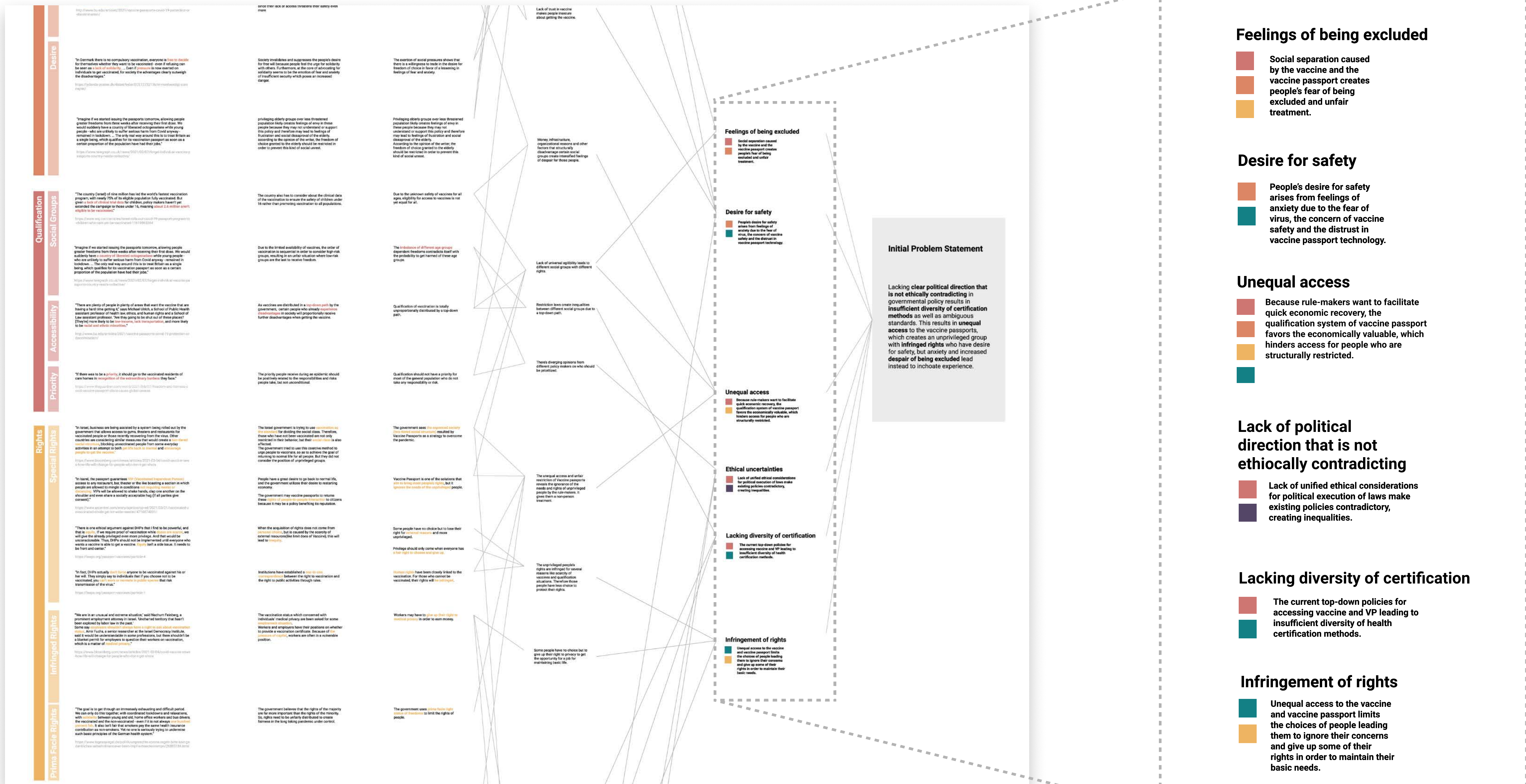


Figure 16, Part of Evidence Mapping. Developed by Team Privilege Killer.

● Area of Issue 01

Integrated conclusions

emotion



People who for different reasons are not getting a vaccination (no chance or hesitancy) develop **feelings despair** because their **freedoms are more limited** compared to others.

qualification



rights



Lack of universal eligibility leads to different social groups with **different rights**.

Feelings of being excluded



Social separation caused by the vaccine and the vaccine passport creates people's fear of being excluded and unfair treatment.



● Area of Issue 02

Integrated conclusions

emotion

People exert **social pressures** upon others for their own benefit.

emotion

Due to covid-19 contraction but also when it comes to the vaccines, people have **fears for their safety** and **desire to get relieved** from it.

emotion

Lack of trust in vaccine makes people insecure about getting the vaccine.

certification

Some of the certification systems will track people's movement, therefore people who want to use it to certify their health status will **give up their right to privacy**.

Desire for safety



People's desire for safety arises from feelings of anxiety due to the fear of virus, the concern of vaccine safety and the distrust in vaccine passport technology.



● Area of Issue 03

Integrated conclusions

emotion
qualification

Money, infrastructure, organizational reasons and other factors that **structurally disadvantage** certain social groups create **intensified feelings of despair** for those people.

qualification
rights

Lack of universal eligibility leads to different social groups with **different rights**.

rights
certification

The **unequal access** and unfair restriction of vaccine passports reveals the **ignorance of the needs and rights** of unprivileged people by the rule-makers. It gives them a non-person treatment.

Unequal access



Because rule-makers want to facilitate quick economic recovery, the qualification system of vaccine passport favors the economically valuable, which hinders access for people who are structurally restricted.



● Area of Issue 04

Integrated conclusions

qualification

There's **diverging opinions** from different policy makers on **who should be prioritized**.

rights
policy / rules

Laws for ensuring equality cover measurements turn to **induce inequalities** in its implementation.

rights
policy / rules

Lack of regulations to ensure social equality opens legal opportunities to ignore it.

Lack of political direction that is not ethically contradicting



Lack of unified ethical considerations for political execution of laws make existing policies contradictory, creating inequalities.



● Area of Issue 05

Integrated conclusions

qualification

Restrictive laws create inequalities between different social groups due to a **top-down** approach

certification

It is possible to have multiple certification systems. but in most cases, **PCR test status is not combined with Vaccine passport.**

certification

Digital certification systems of VP with a threshold for the use of technology will **miss out on people** with the trouble of using those techniques. (like the elder and disabilities.)

Lacking diversity of certification



The current top-down policies for accessing vaccine and VP leading to insufficient diversity of health certification methods.



● Area of Issue 06

Integrated conclusions

rights



The unprivileged people's **rights are infringed** for several reasons like scarcity of vaccines and qualification situations. Therefore those people have **less choice to protect their rights**.

rights



Some people have no choice but to **give up their right to privacy** to get the opportunity for a job for maintaining basic life.

rights

certification



Some of the certification systems will track people's movement, therefore people who want to use it to certify their health status will **give up their right to privacy**.

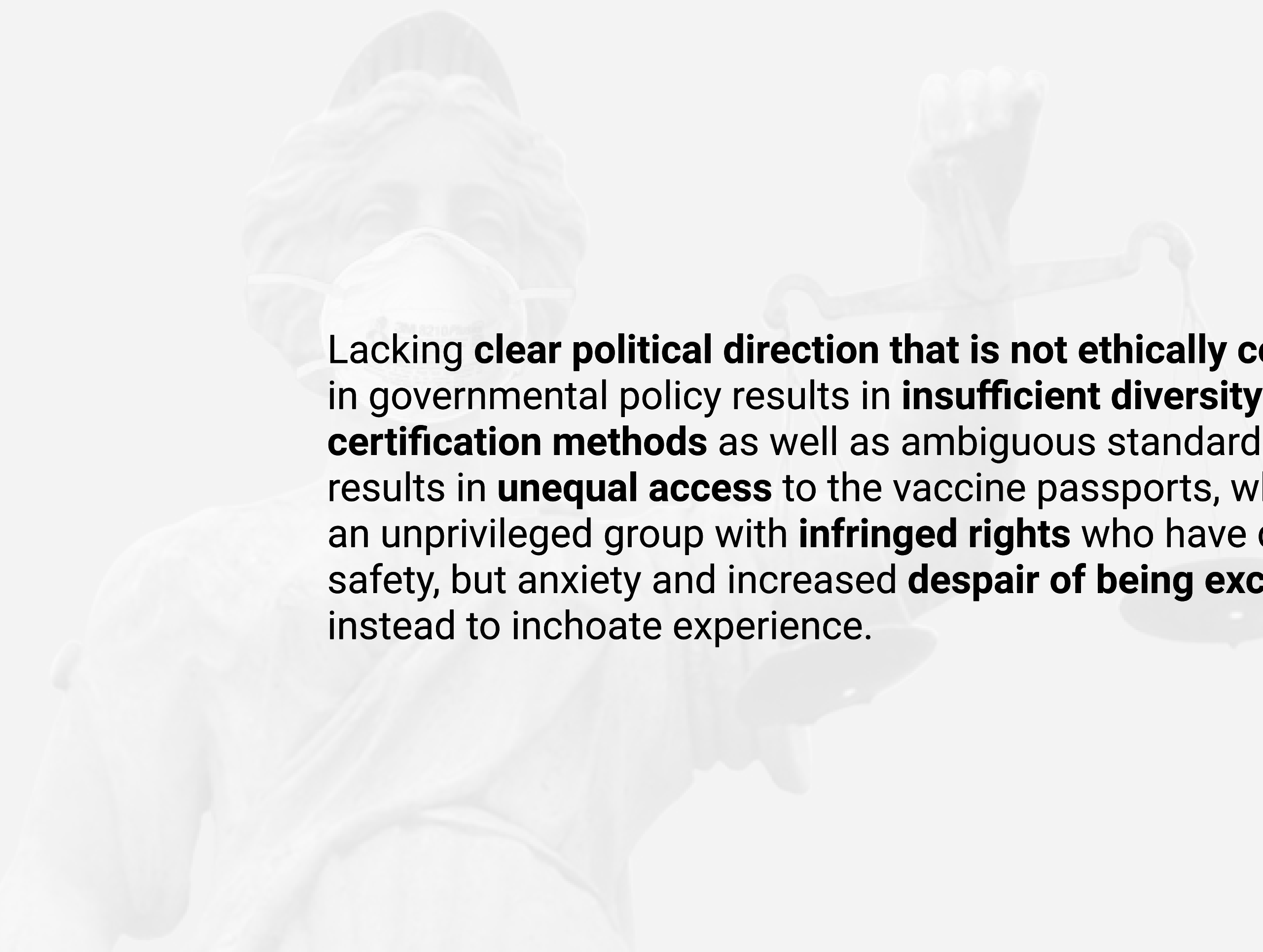
Infringement of rights



Unequal access to the vaccine and vaccine passport limits the choices of people leading them to ignore their concerns and give up some of their rights in order to maintain their basic needs.



● Initial Problem Statement



Lacking **clear political direction that is not ethically contradicting** in governmental policy results in **insufficient diversity of certification methods** as well as ambiguous standards. This results in **unequal access** to the vaccine passports, which creates an unprivileged group with **infringed rights** who have desire for safety, but anxiety and increased **despair of being excluded** lead instead to inchoate experience.

03

Development Phase

- Working Hypothesis
- Central Idea
- Alternatives of Ideas
- Timeline
- Significance

● Working Hypotheses

● General Purpose

To explore how to **decrease social difficulties** introduced by the Vaccine Passport to find ways to **transform the infringed rights** of unprivileged social groups **into human rights to facilitate fulfilled experiences.**

● Problem Statement

Lacking **clear political direction that is not ethically contradicting** in governmental policy results in **insufficient diversity of certification methods** as well as ambiguous standards. This results in **unequal access** to the vaccine passports, which creates an unprivileged group with **infringed rights** who have desire for safety, but anxiety and increased **despair of being excluded** lead instead to inchoate experience.

If we can provide **a clear standard with diverse certification methods** of vaccine passports based on the **establishment of clear political direction**, then **equality of access** to the vaccine passport can be improved and thus decrease people's feelings of anxiety and despair.

● Central Idea

	1st Order Problems of Communication	2nd Order Problems of Construction	3rd Order Problems of Action	4th Order Problems of Integration
	Signs	Things	Actions	Thoughts
Signs	Symbols: words & images			
Things		Physical Objects		
Actions			Activities, Services, Processes Certification services & methods	
Thoughts				Organizations & Systems Humanistic design

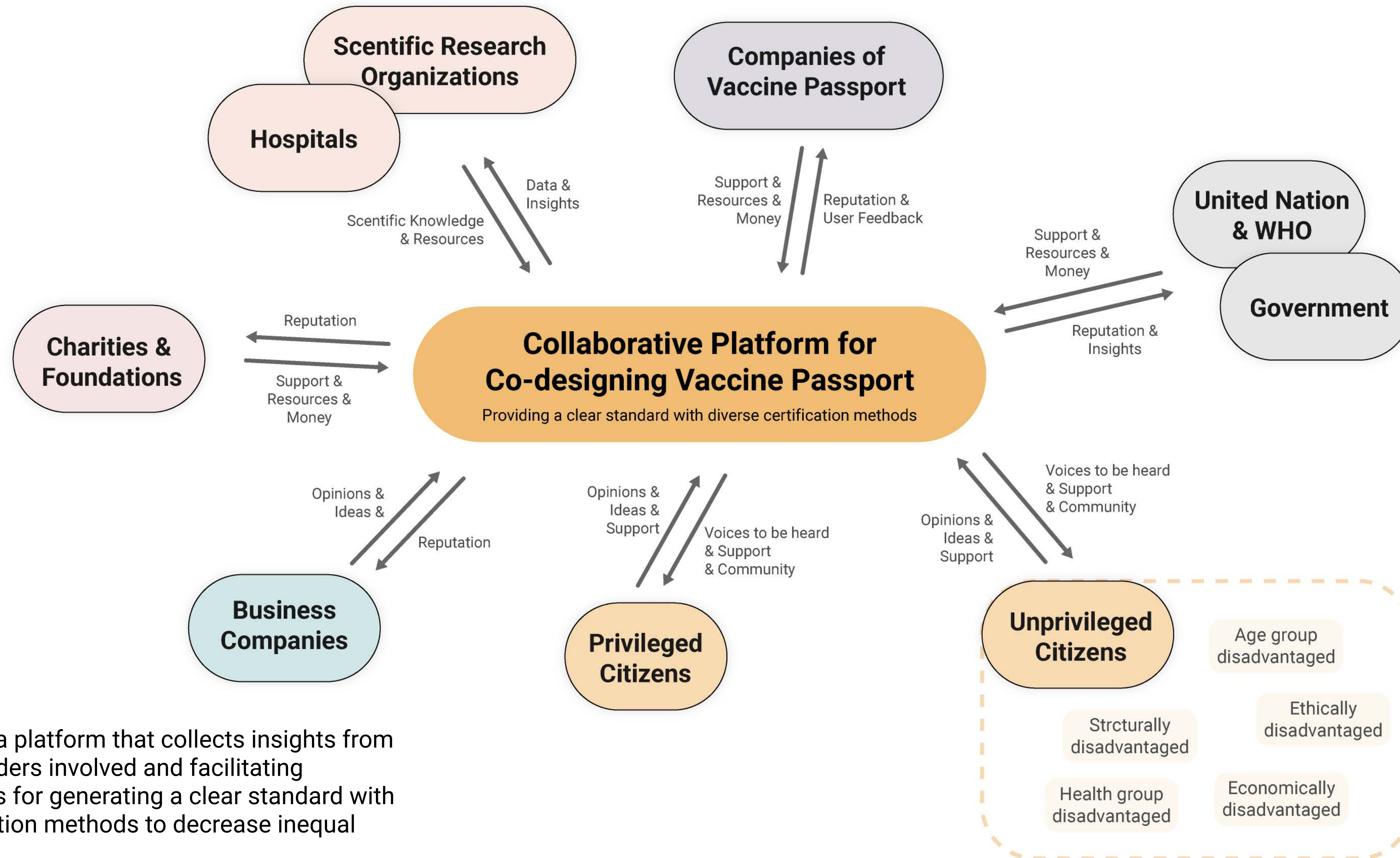
● Collaborative Platform for Co-designing Vaccine Passports

The ethically contradicting political decisions made by policy-makers appears to be a **wicked problem** situation making it difficult to find clear standards for governmental policies. In order to tackle this problem, all significant stakeholders that are involved or influence the state of equality in society need to be taken into account.

Hence, we propose a platform that **collects information and knowledge** from these stakeholders to provide detailed insights into the matter. This may prove useful to **understand the changing complexities** of the situation which may help assemble specialized task forces to help generate **a clear standard with diverse certification methods** for enabling more equal access to vaccine passports.

Figure 17, The order of design for the collaborative platform for co-designing vaccine passports. Developed by Team Privileged Killer. Based on theory from R. Buchanan.

● **Value Web of the Collaborative Platform**



Goal: To create a platform that collects insights from crucial stakeholders involved and facilitating communications for generating a clear standard with diverse certification methods to decrease unequal access.

Figure 18, Value web of the collaborative platform for co-designing vaccine passport. Developed by Team Privileged Killer. Based on evidences.

● Persona



- **Max Mustermann**
37 years old

Location of Residence: Bremen, Germany
Job: Bicycle repair shop employee
Companions: Living with his girlfriend

Bio:
Max is not eligible for vaccination because he is in good health and does not have an occupation that is considered relevant for the system in Germany.

Wants & Needs:

- a feeling of safety for him and his family
- meeting friends and going to public events

Frustrations

- missing spending time together with friends
- feeling anxious to protect himself from strangers, and having close contact to customers without being vaccinated
- feeling despair to get no vaccination for him

● User Journey Map

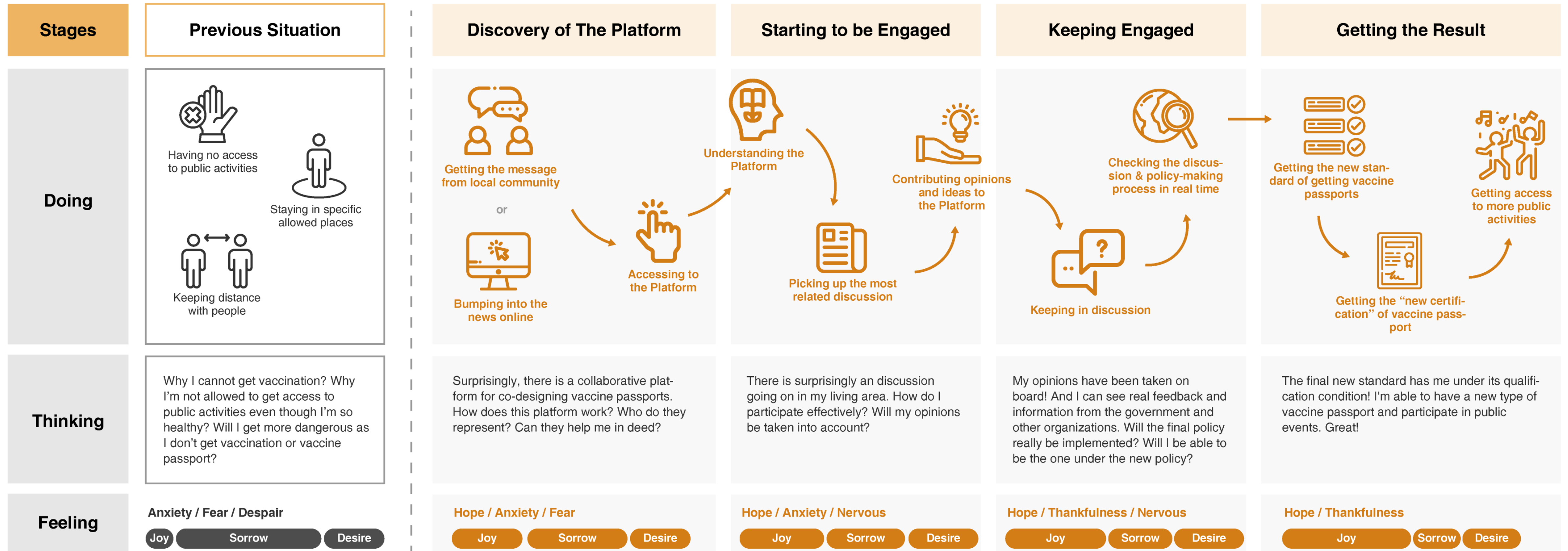


Figure 20, The user journey map of the collaborative platform. Developed by Team Privileged Killer.

● **Timeline**

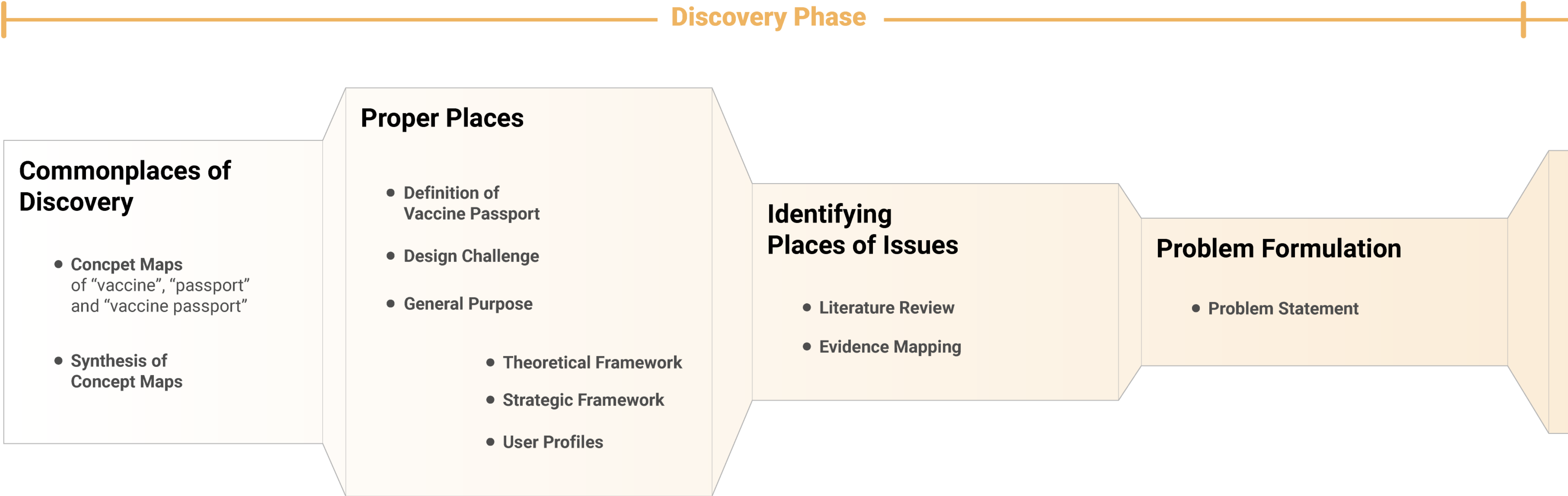


Figure 21, Timeline. Developed by Team Privilege Killer.

● **Timeline**

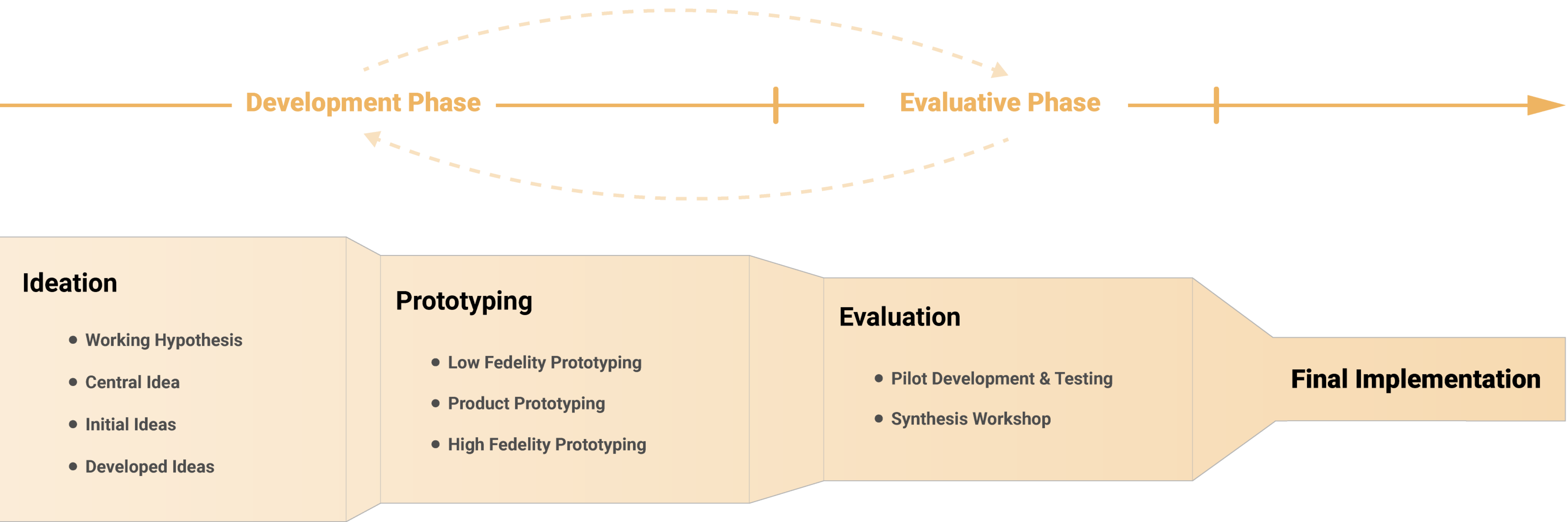
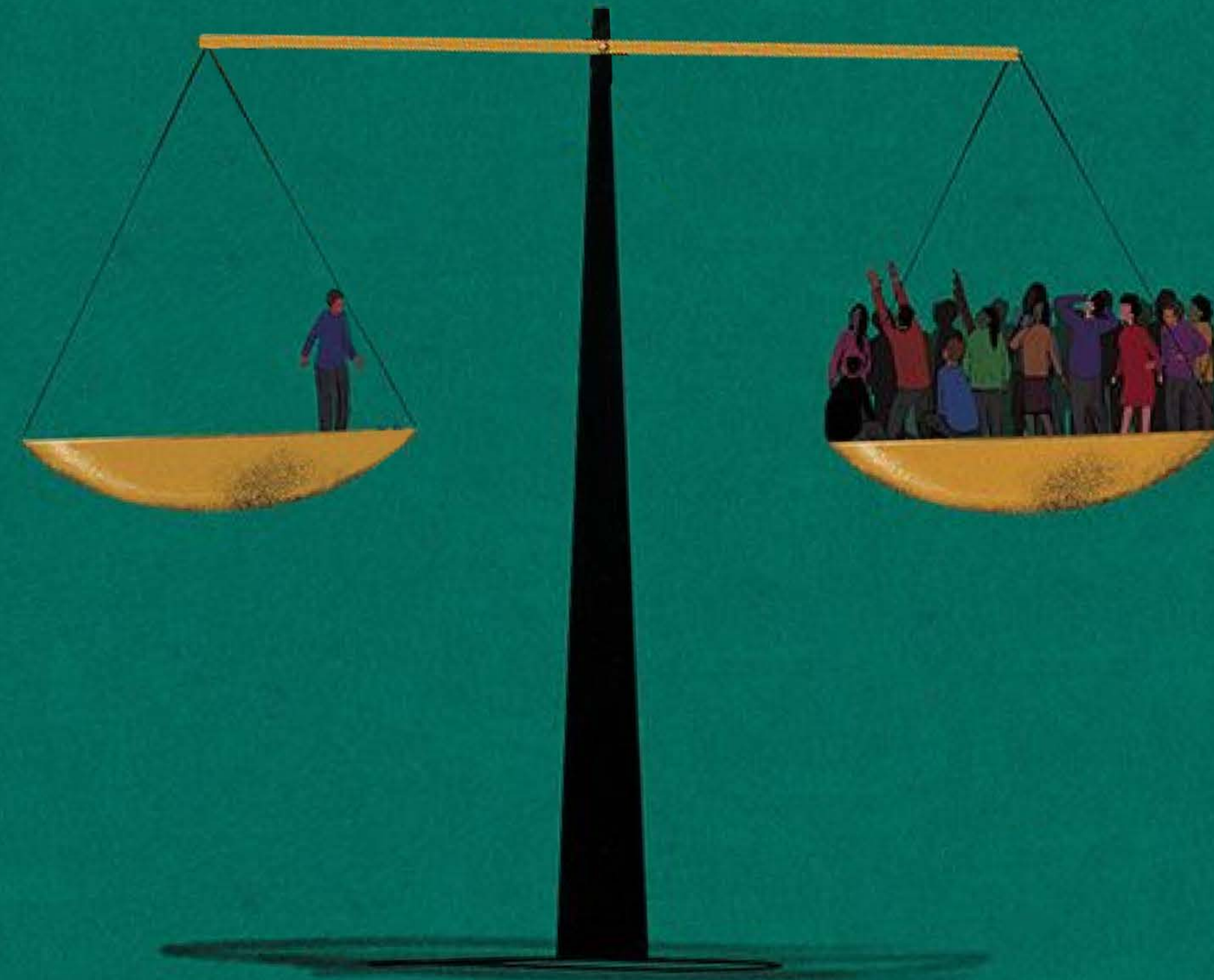


Figure 21, Timeline. Developed by Team Privilege Killer.

● Significance

The benefit of our outcome for the users (unprivileged people) is that it gives them **a platform to speak out** and **propose changes to the vaccine passport** that take into account their concerns about their inchoate experiences resulting from the current implementation, thus **reducing their anxiety and despair** and **getting their rights back**. Insights gained from the platform enable better considerations to transform the vaccine passport in order to decrease social difficulties. This platform for co-designing the vaccine passport will help to create **more positive experiences** of vaccine passports and help to generate the community with shared future for mankind, help **return to a normal life**.

Thank you! :)



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