Fulfilled Experiences of Vaccine Passports for Unprivileged People

Experience Design Spring 2021

Prof. Kaja Tooming BUCHANAN

College of Design and Innovation, Tongji University

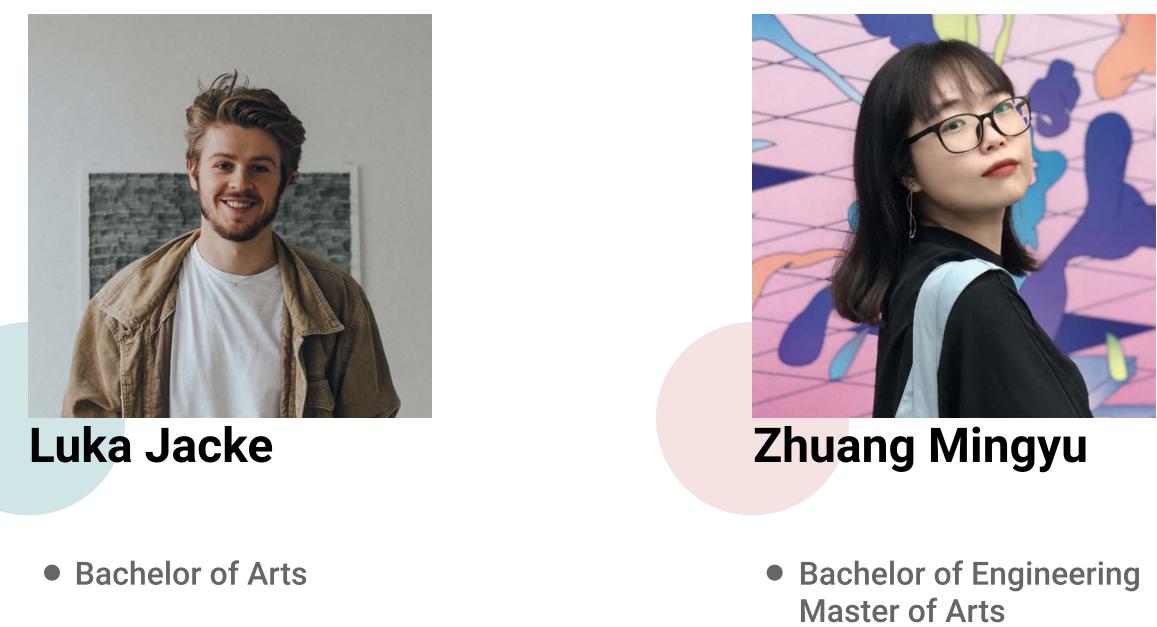
Illustration by https://yalealumnimagazine.com/articles/4680-to-have-and-have-not

TEAM Privilege Killer

Luka Jacke, HFK Bremen Wang Zitong, CAUP Tongji Zhuang Mingyu, D&I Tongji



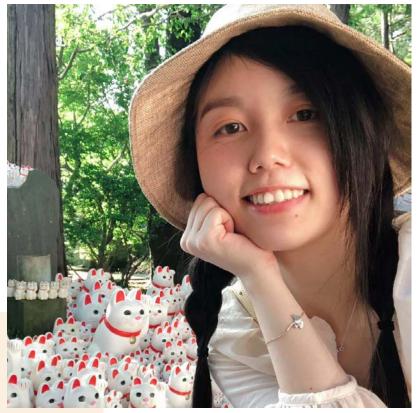
Introduction to Team Members



- Digital Media University of the Arts Bremen
- Germany

- China

 Advanced Environmental Design College of Design and Innovation, Tongji University



Wang Zitong

- Bachelor of Architecture Master of Architecture PhD in Architecture
- Architecture Design College of Architecture and Urban Planning, Tongji University
- China



• 01 Introduction

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

• 02 Discovery Phase

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

• 03 Development Phase

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

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: To discover topics related to vaccines and passports

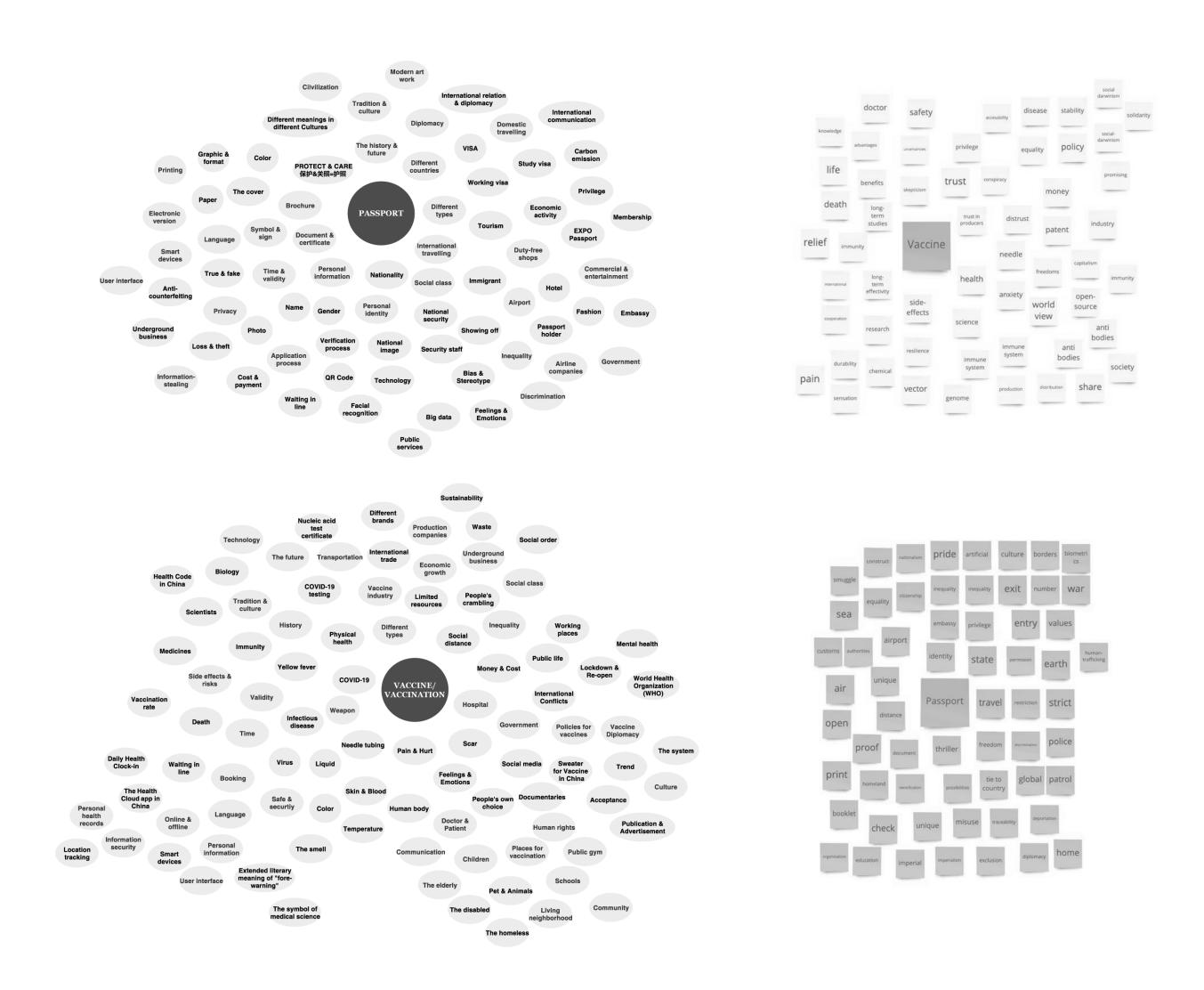
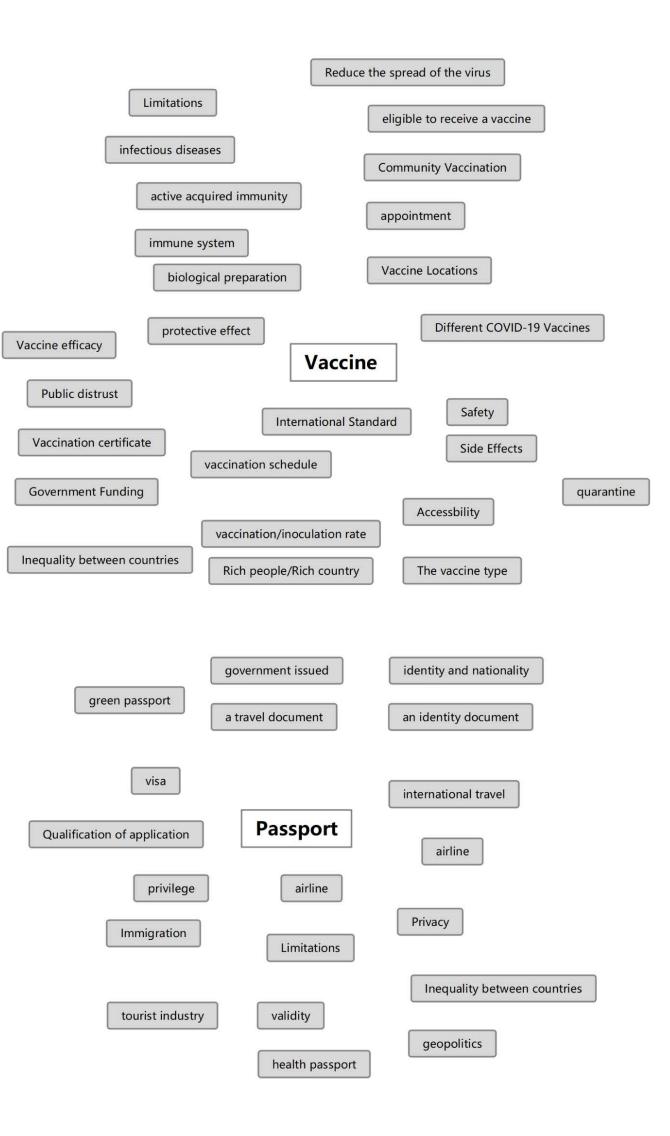


Figure 2, Brainstorming Maps for "Vaccine" and "Passport". Developed by Team Privilege Killer.



Brainstorming Maps

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

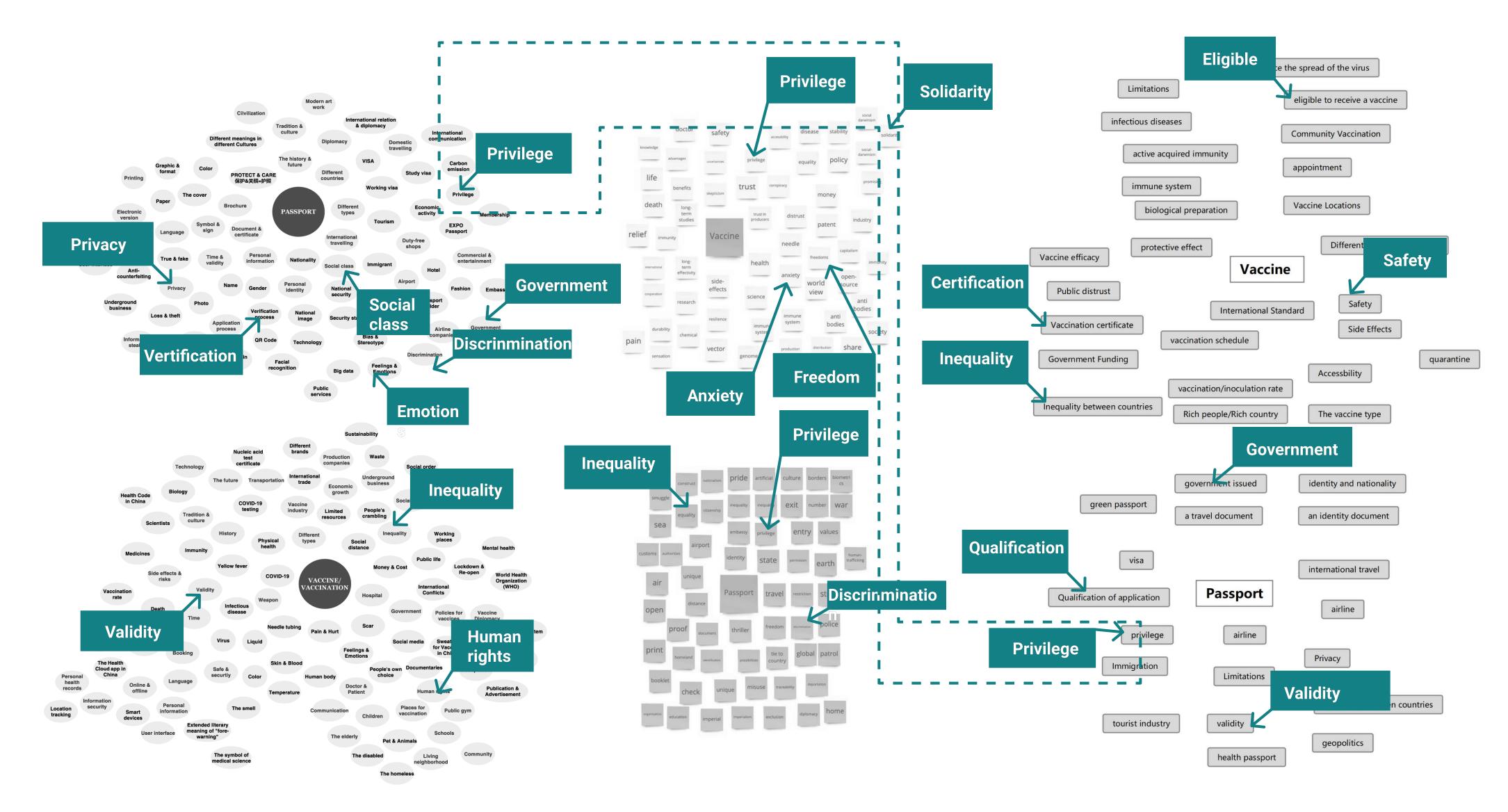
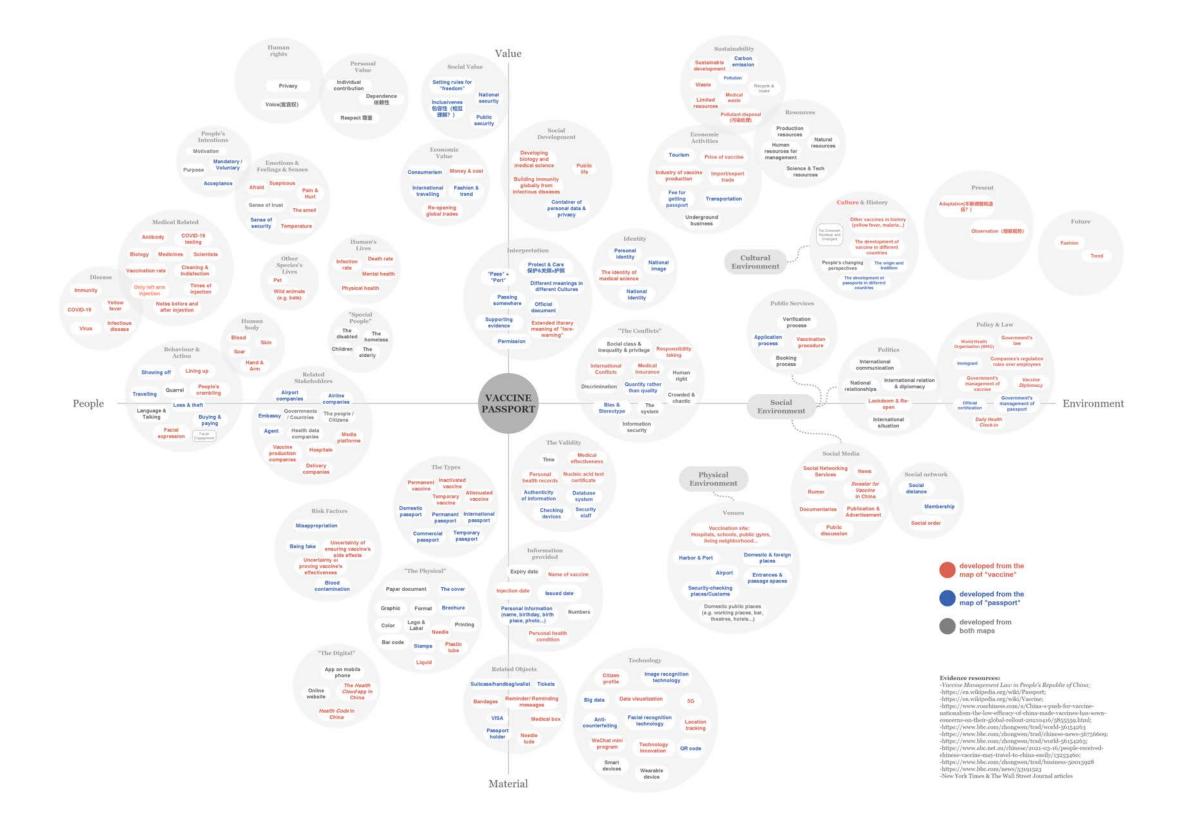


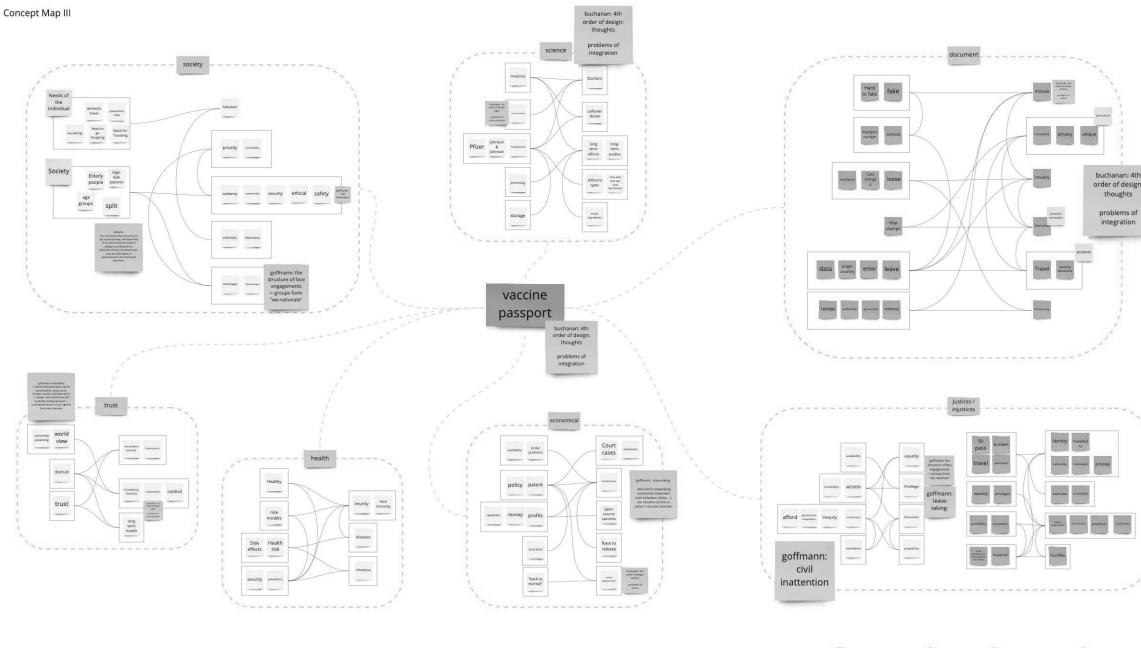
Figure 3, Brainstorming Maps with highlights of key topics. Developed by Team Privilege Killer.

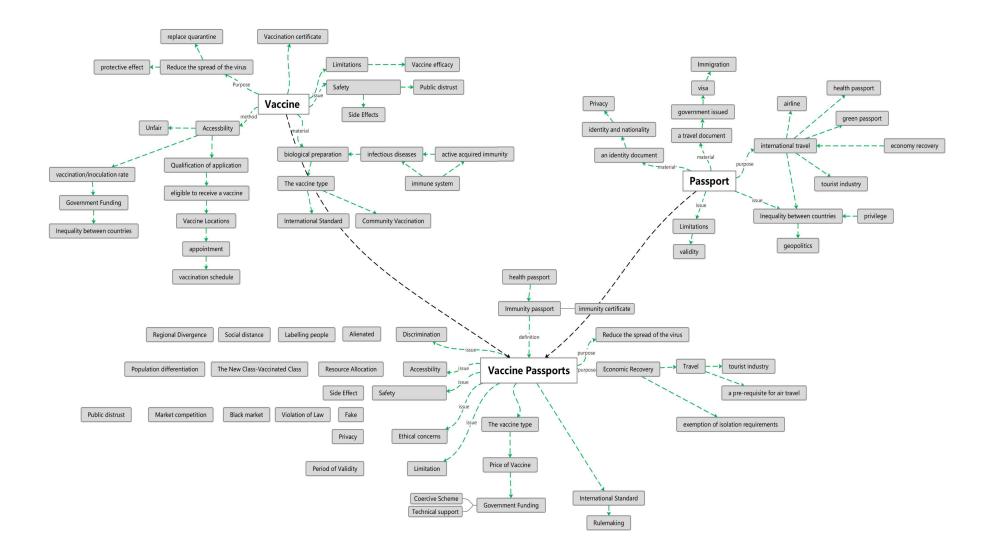
• Preliminary Concept Maps

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



Simon Widmann | Philipp Henzler | Luka Jacke









Vaccine/ Vaccination related

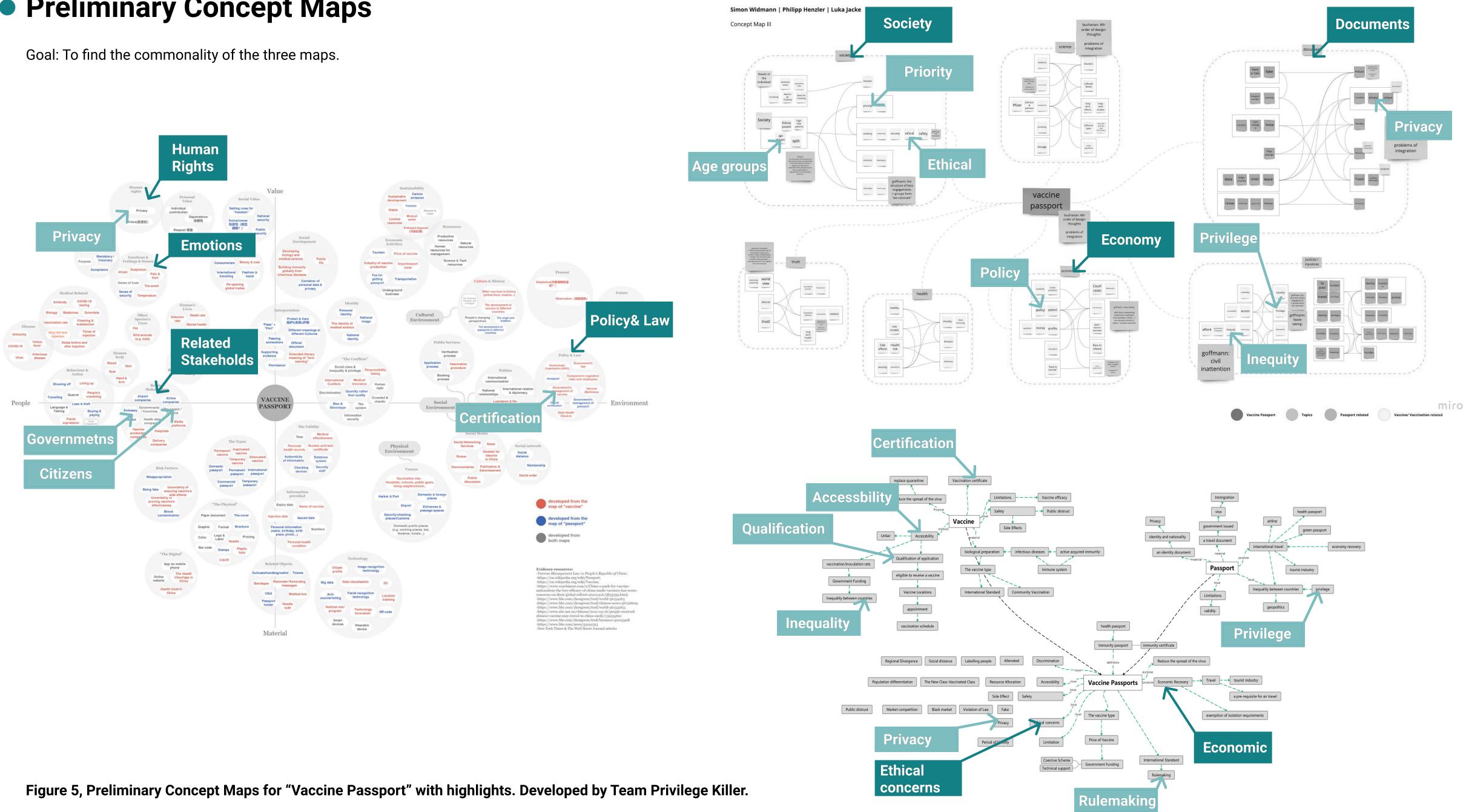
Topics

cine Passport

Passport related

miro

Preliminary Concept Maps



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.

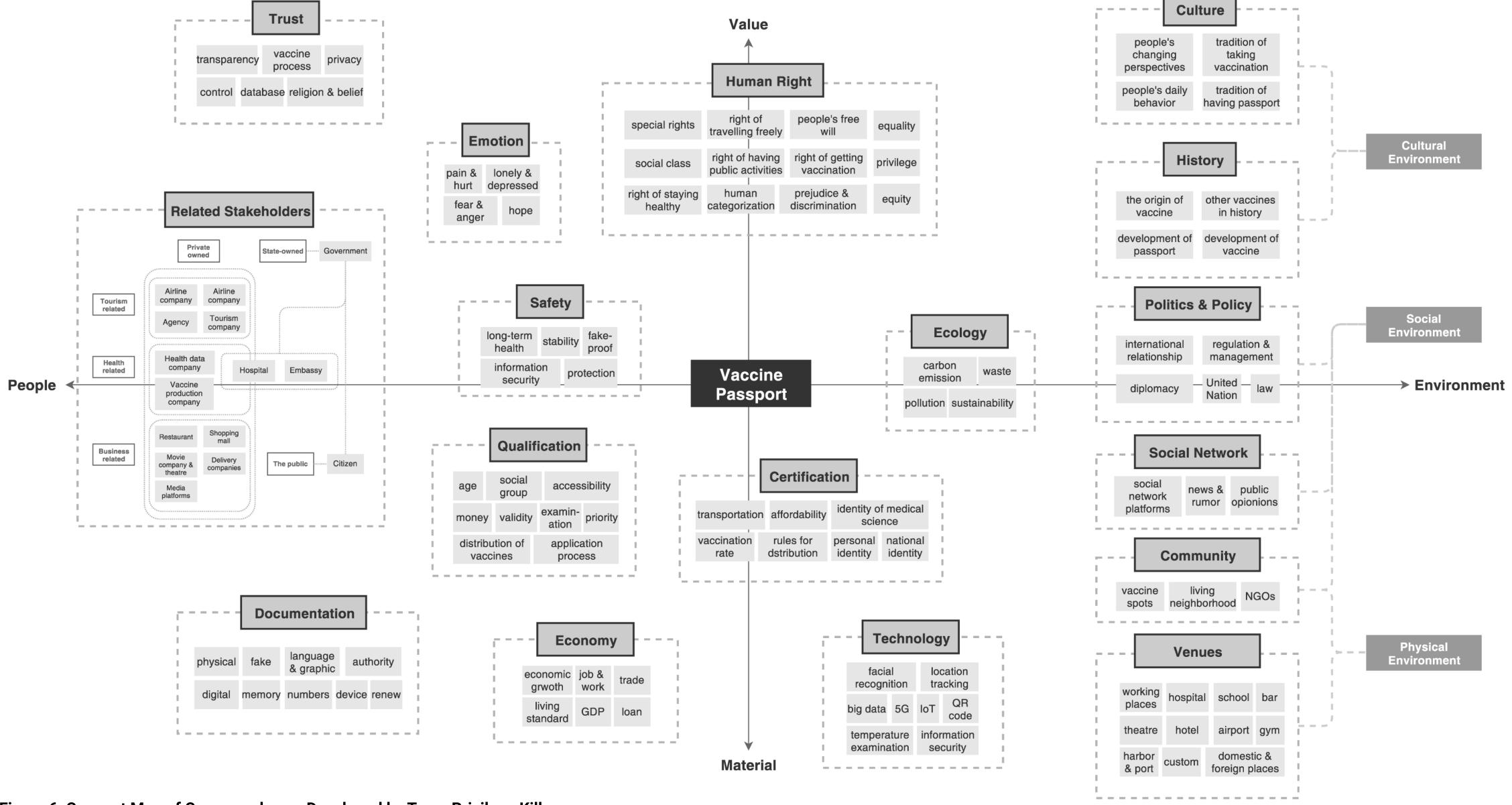


Figure 6, Concept Map of Commonplaces. Developed by Team Privilege Killer.

Concept Map of Commonplaces

Goal: To find the proper places of discovery.

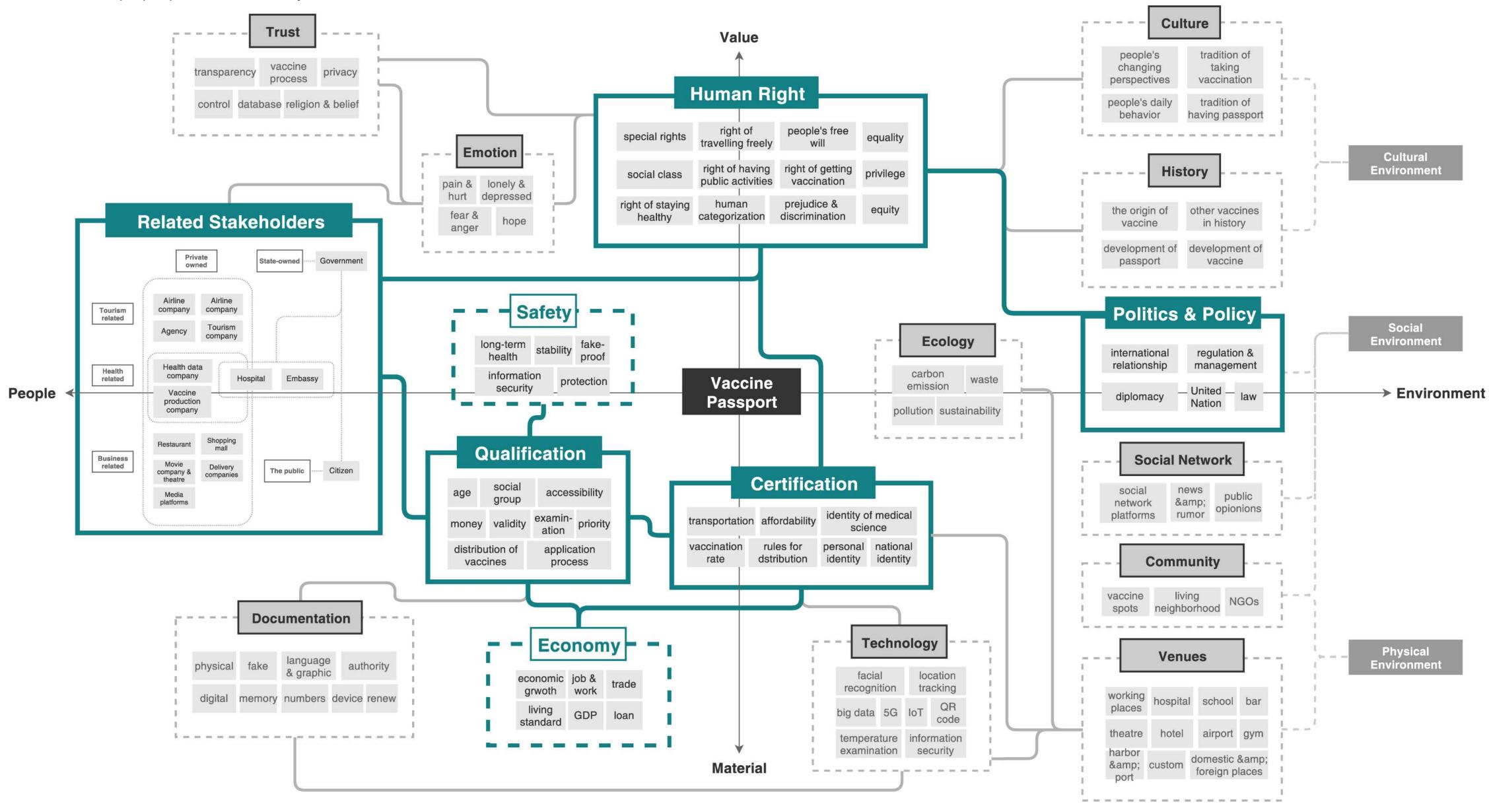


Figure 7, Concept Map of Commonplaces with highlights. Developed by Team Privilege Killer

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 <u>produce inequalities through how</u> passports work in various situations. Passports are material evidence of <u>exercising</u> <u>discrimination</u>."

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

Analysis of "Privilege"

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

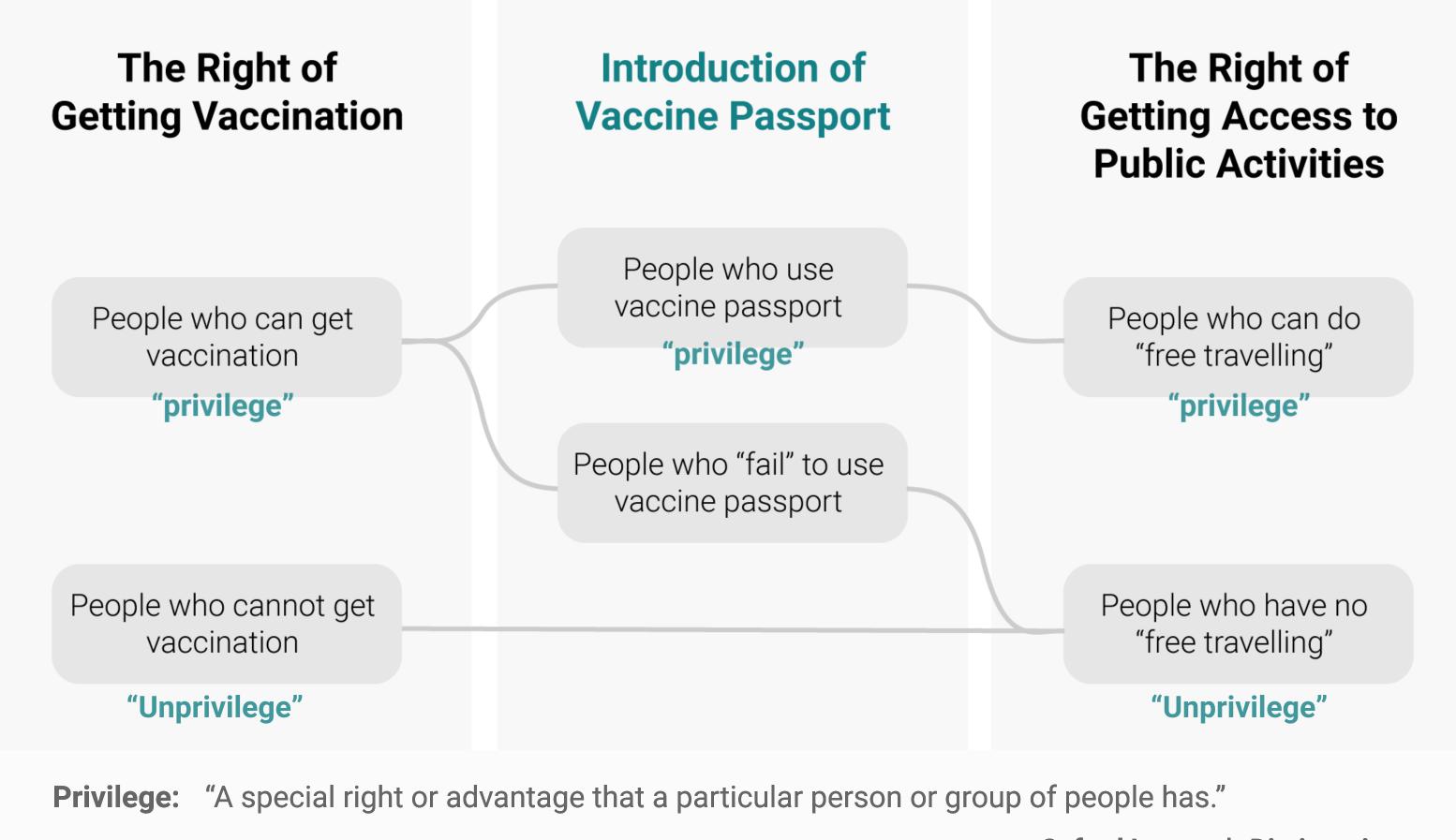


Figure 8: Final Definition of Vaccine Passport. Developed by Team Privilege Killer

- Oxford Learner's Dictionaries

Final Definition of Vaccine Passport

re-enabling economic growth, which has and the unprivileged.

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 deepened the division between the priviledged

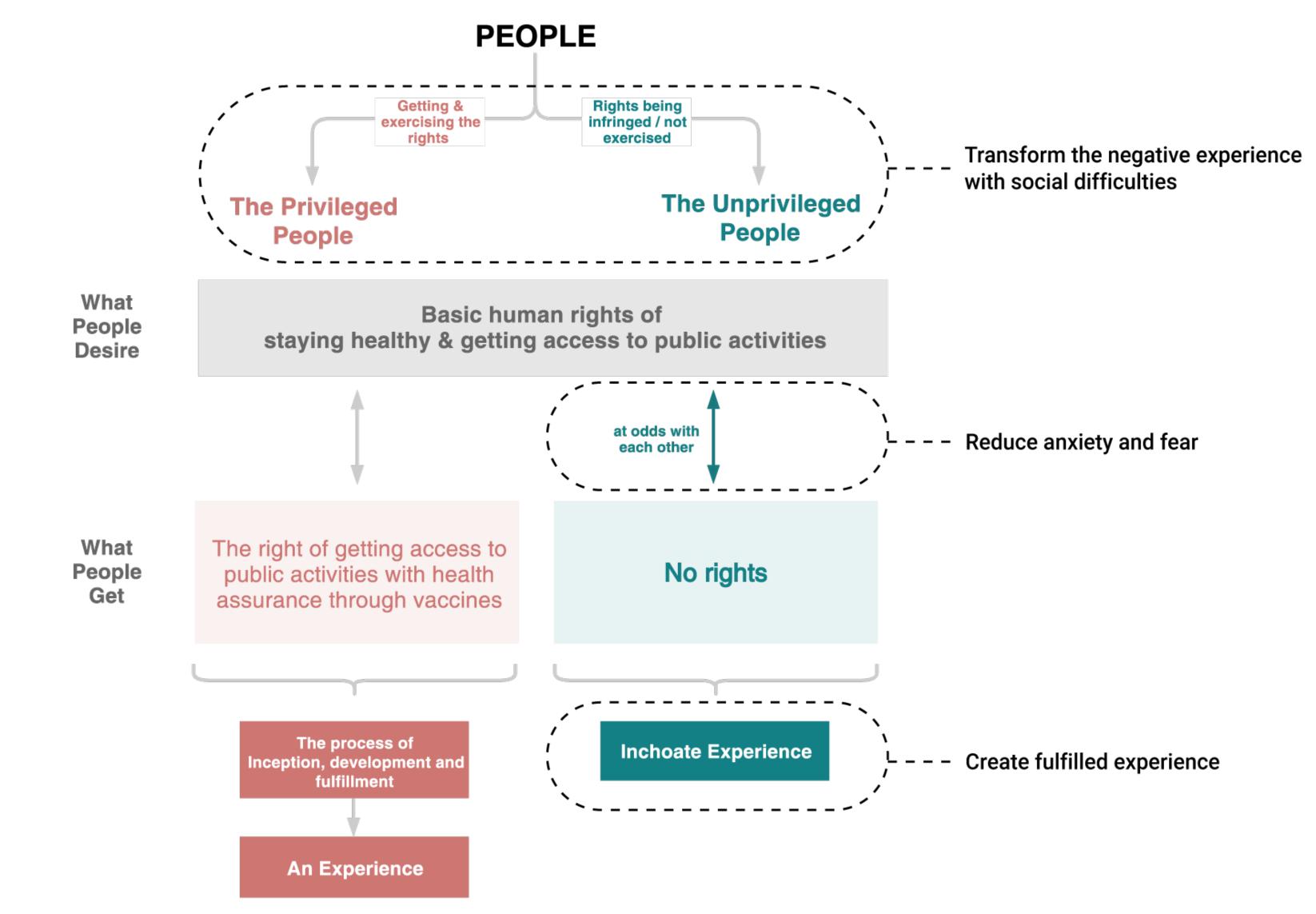
• Defined by Team Privilege Killer



• 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





 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





• 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

- Volume 35, Number 1, Winter 2019.
- 1966.
- York: Hafner Press.
- Research. Cambridge University Press, 1998.
- University Press, 1977.

• 1. Buchanan, Richard, "Surroundings and Environments in Fourth Order Design." Design Issues.

• 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,

• 4. Spinoza, Ethics: Preceded by On the Improvement of the Understanding. Ed. James Gutmann. New

• 5. Whitbeck, Caroline, "Introduction to Ethical Concepts." In Ethics in Engineering Practice and

• 6. Williams, Raymond, "Dominant, Residual, and Emergent". In Marxism and Literature, Oxford

Previous Version of Theoretical Framework

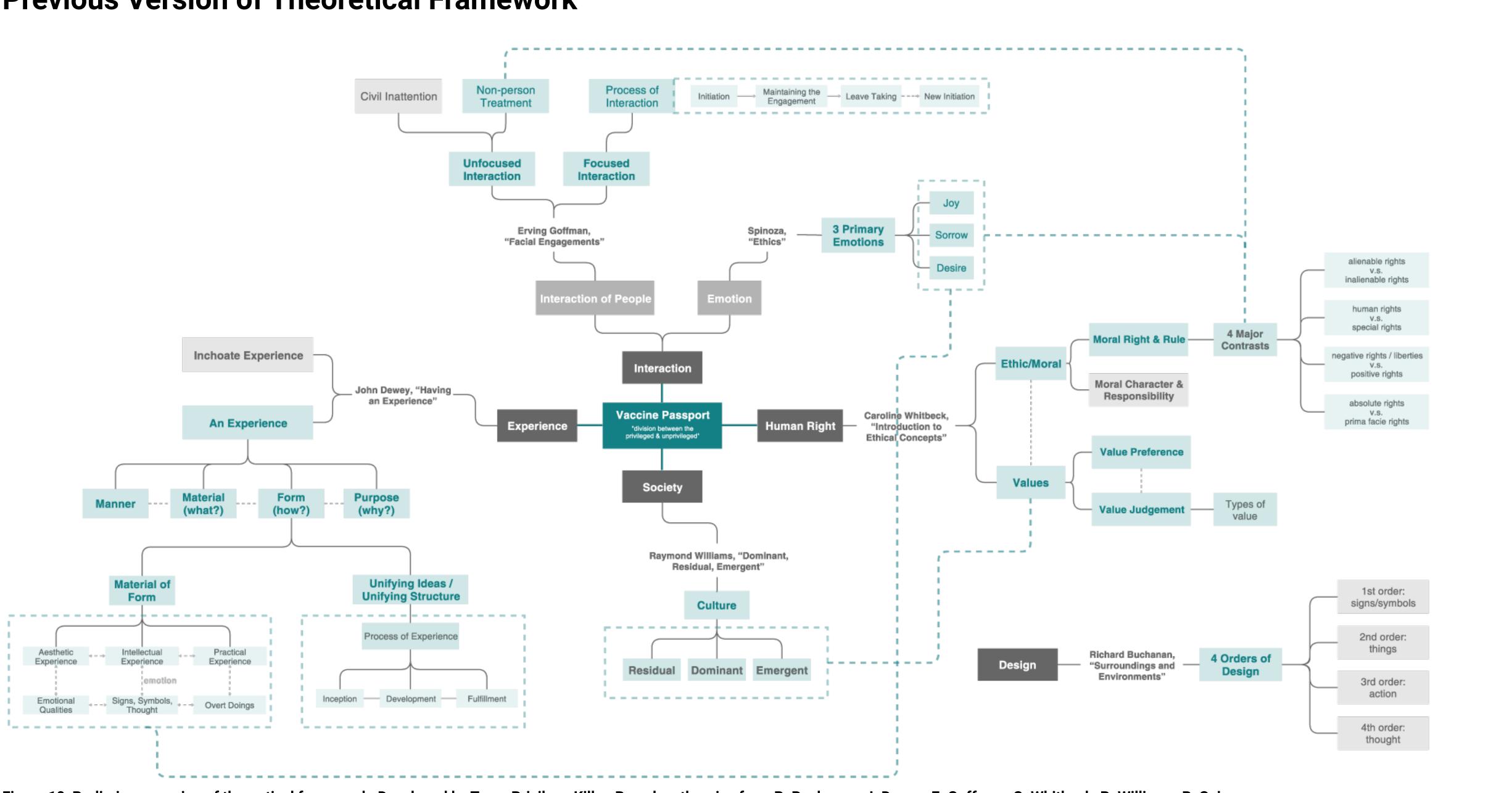


Figure 10, Preliminary version of theoretical framework. Developed by Team Privilege Killer. Based on theories from R. Buchanan, J. Dewey, E. Goffman, C. Whitbeck, R. Williams, B. Spinoza.

Theoretical Framework

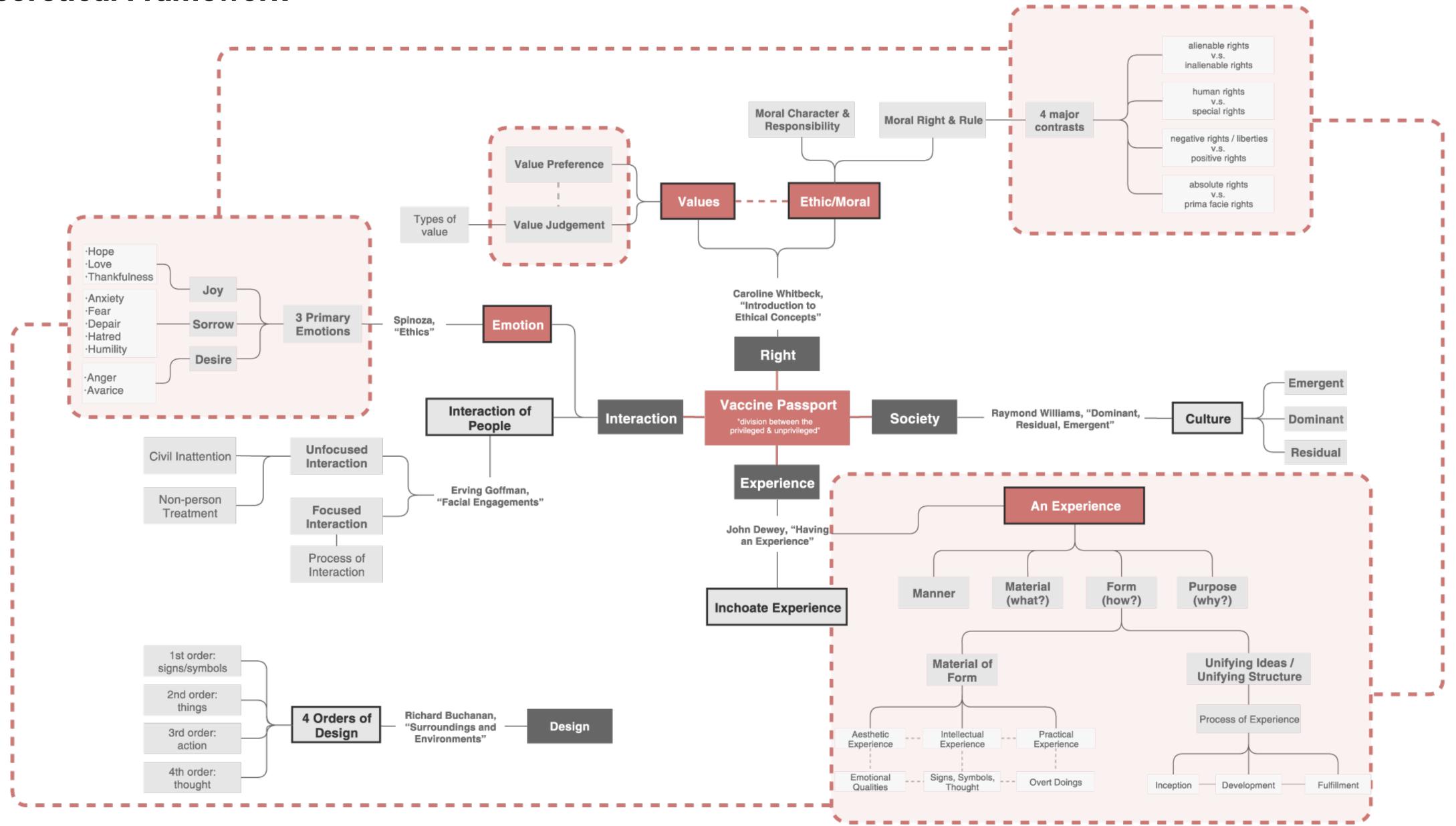
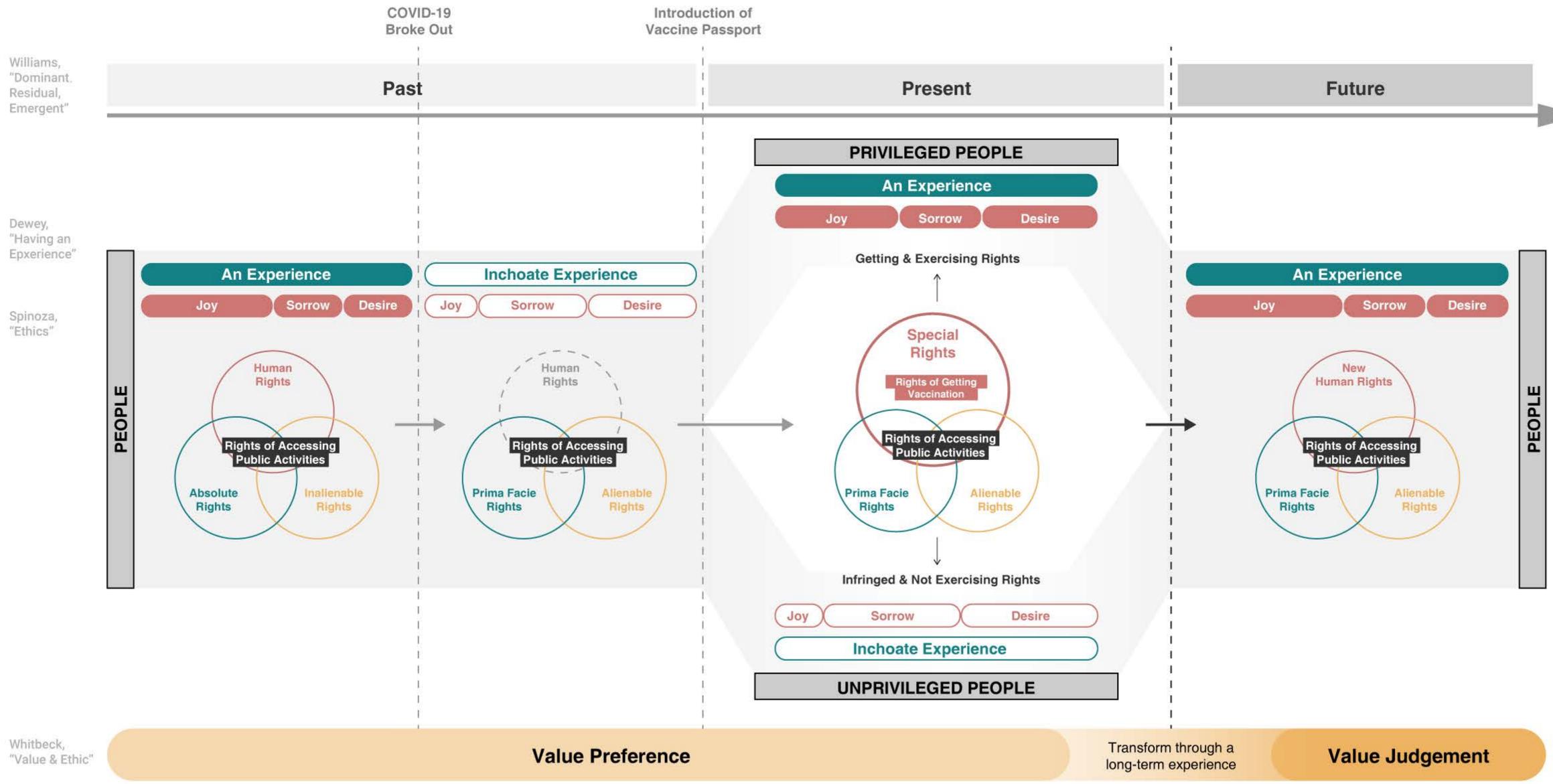


Figure 11, Theoretical framework with highlights. Developed by Team Privilege Killer. Based on theories from R. Buchanan, J. Dewey, E. Goffman, C. Whitbeck, R. Williams, B. Spinoza.

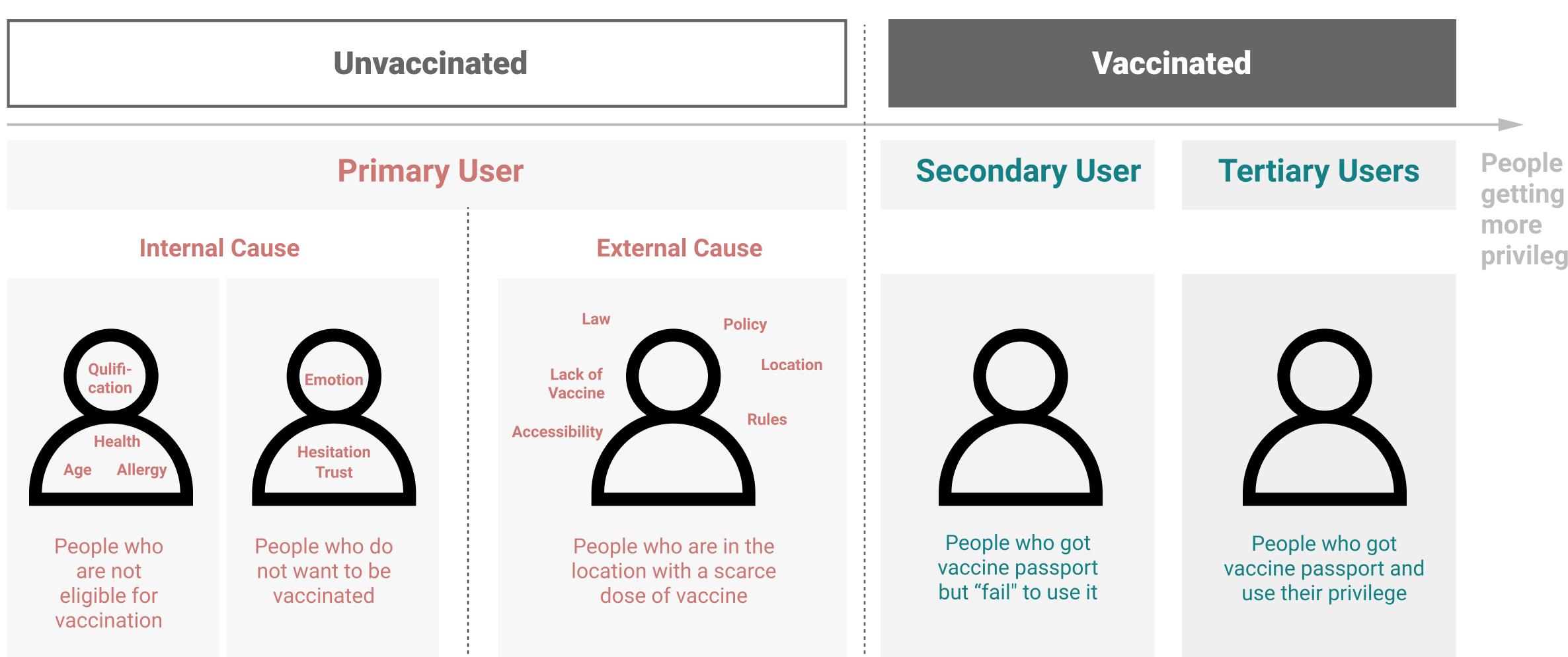
Strategic Framework





Concept Map of Users

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



privilege

User Profiles

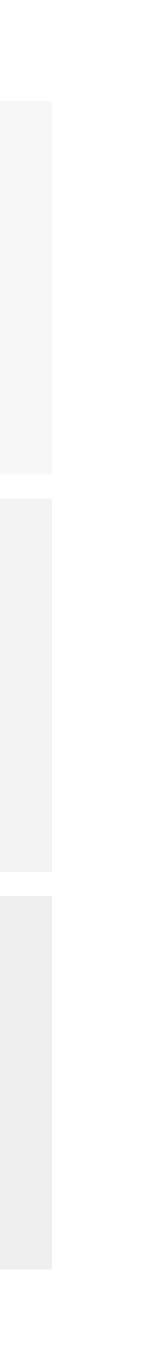
Primary Users

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

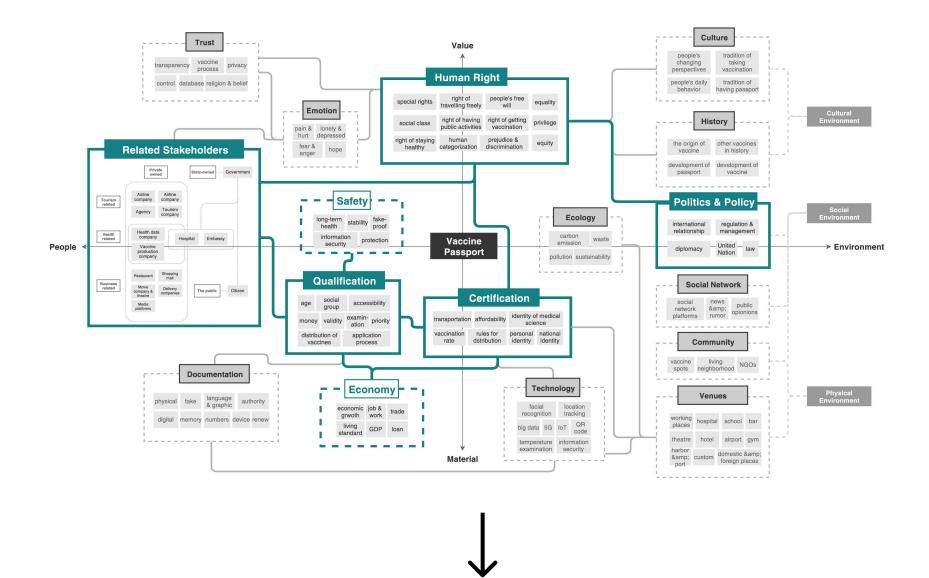
People who do not want to be vaccinated

People who are in a location with a scare dose of vaccine

ion	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
d	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
ce	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 vaccince passport



Further Reflection on the Concept Map of Commonplaces



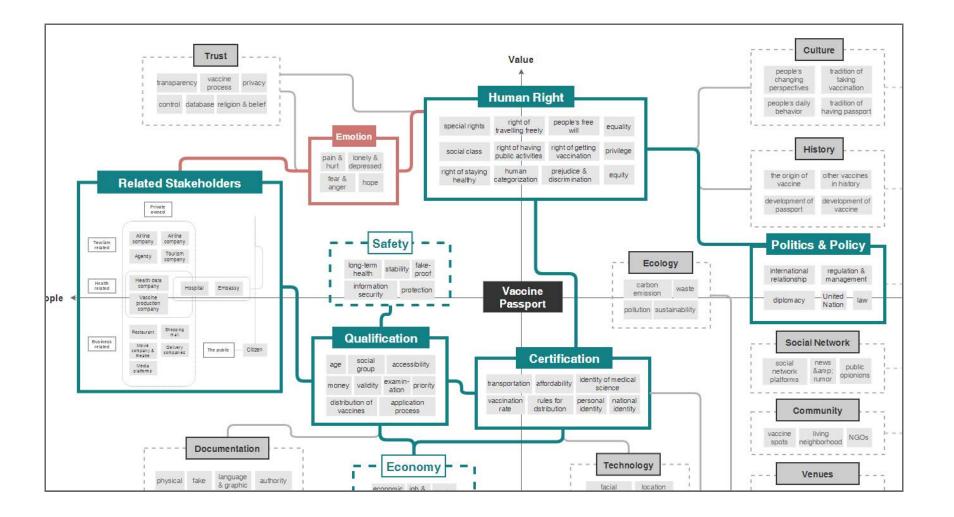
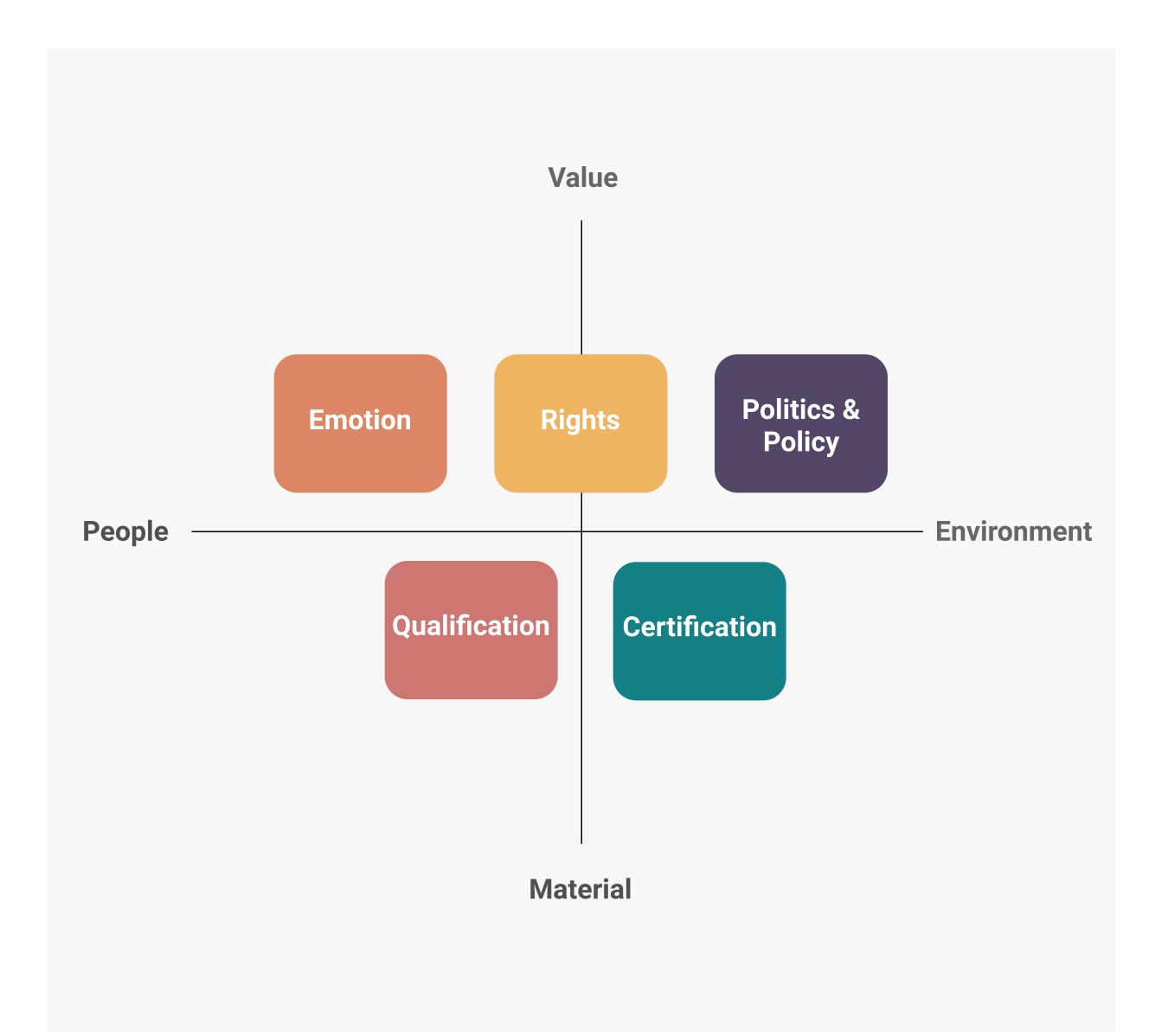


Figure 14, Change of concept map and map of commonplaces. Developed by Team Privilege Killer.



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.

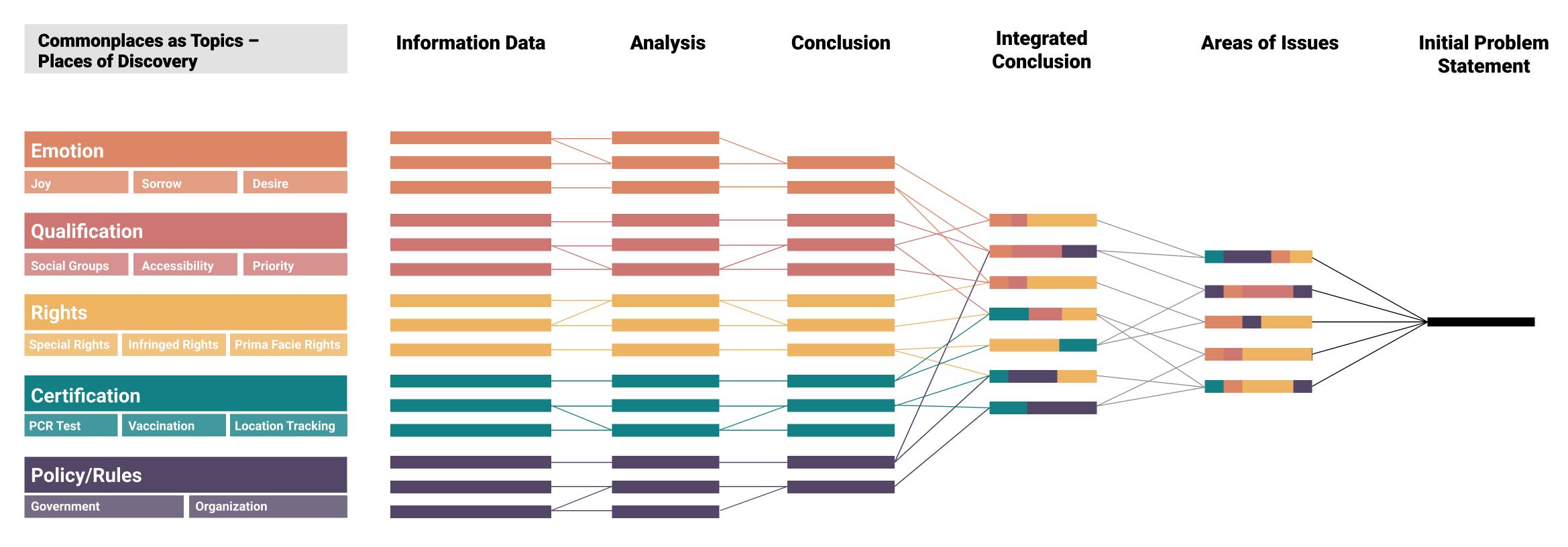


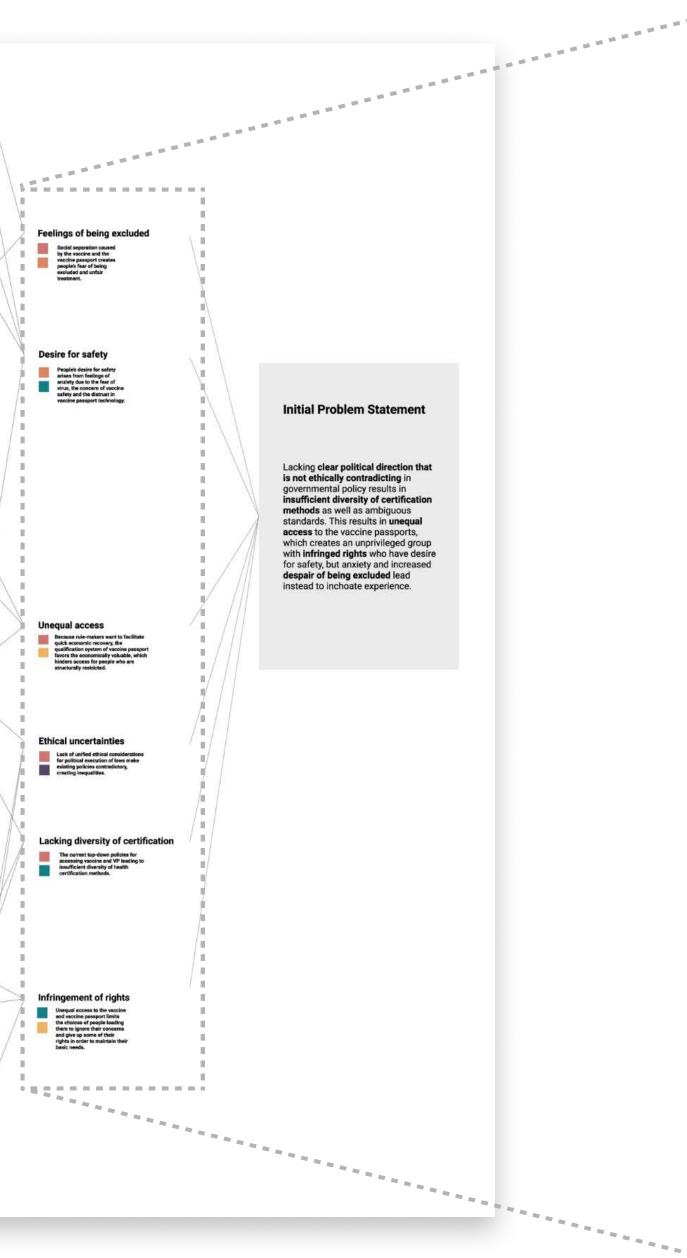
Figure 15, Structure of evidence mapping based on literature review. Guided by Prof. Kaja Tooming Buchanan. Developed by Team Privilege Killer.

Overview of Evidence Mapping

	imp://www.bu-edu/anikies/2021/vpcosine-paramotis-caves-19-postection-or -ybourcreation/	since their lack of access threatens their astery even more	X	Lack of trust is vaccine makes people insecure about getting the vaccine.	
Desire	Th Denmark there is no compulsory vaccination, everyone is free to decide for themselves whether they want to be vaccinated - even if refusing can be seen as incert of reducing Den if prevane is now evented on individual to get decinated, for society the advantages clearly outwrigh the disadeutrages." Interchydraetrages	Society invalidates and suppresses the people's desire for free will because people feel the use for solidarity with others. Turkmenners, at the core of advocating for a solid solid solid solid solid solid solid solid solid of insufficient solution which poses an increased danger.	The exertion of aodial pressures shows that there is a willingness to trade in the desire for freedom of choice in ferror of a lessening in feelings of fear and antiety.		
	Timegine if we started issuing the pasaports tomorrow, allowing people greater freedoms from three weeks after receiving their first dose. We would suddenly have a country of I benated octogeneratins while young people - who are unlikely to saffer serious tarm from Covid anyway - remained in lockdown The only real way around this is to treat Britain as a single being, which qualifies for its vaccontiscin passport as as one as a certain proportion of the population have had their jobs." Imms always tengent: countries 2001/02/07/tingel-toffvid.aevecting septorts country-needle collection?	privileging elderly groups over less threatened population likely creates feelings of enry in these people because they may not understand or support this policy and herefore may lead to feelings of fructration and social diseastroyal of the elderly, according to the opinion of the writer, the freedom of choice granted to the elderly should be restricted in order to prevent this kind of social unrest.	Privileging cliderly groups over less threatened population likely creates feelings of envy in these people because they may not undestand or support this policy and therefore may lead to feelings of frustration and social cleasorowi of the elderly. According to the opinion of the write; the freedom of choice granted to the elderly should be restricted in order to prevent this kind of social unrest.	Money, infrastructure, organizational reasons and other factors that structurally disadvantage certain social groups create interaffed feelings of despair for those people.	
Qualification ocial Groups	"The country (israel) of nine million has led the world's fastest vaccination program, with nearly 25% of its eligible population fully vaccinated. But given a lack of chickes that data for children, policy makers haven't yet extended the campaign to those under 16, meaning about 2.4 million aren't eligible to be vaccinated." Imput Zimovs maj cammendem/mentions auto-sound Hig asseption party program in which we no cam yet be vaccinated 116 19863364	The country also has to consider about the clinical data of the vaccination to ensure the safety of children under T6 rather than promoting vaccination to all populations.	Due to the unknown safety of vaccines for all ages, eligibility for access to vaccines is not yet equal for all.		
Sac	Triagine if we started issuing the passports tomorrow, allowing people greater freedoms from three weeks after monitoring their first doas. We would auddenly there is country of liberated antegramium withig owng people - who are unlikely to suffer serious harm from Covid anyway - remained in lockdown. The only real way around this is to treat Bitain as a lengie being which qualifies for its vaccination passport as soon as a certain proportion of the population have had their joba." https://www.temporth.ci.u/(news/2021/02.072/02.072/bggs-individual-vaccine.juni lagoons country-mistin cellisation/	Due to the limited availability of vaccines, the order of vaccination is sequential in order to consider high-risk groups, examining in an unfair stuation where low-risk groups are the last to receive freedom.	The imbalance of different age groups dependent freedoms contradicts itself with the probability to get harmed of these age groups.	Lack of universal egitibility leads to different social groups with differen rights.	
Accessibility	"There are plenty of people in plenty of areas that want the vaccine that are having a hard time getting it." and Michael Ultich, a School of Aubic Health assister professor of having and the second damain rights and a School of health and the second damain and the second damain and the second of they're) more likely to be time-increase, lack transportation, and more likely to be nacial and ethodic minorities." Impl/www.5u.atturminite/2021/vecthis paragorns down? W protection and discommation/	As vaccines are distributed in a <u>sop-slowe</u> path by the government, certain people who already experiment characterization in costly will approximately reactive further disadvantages when getting the veccone.	Qualification of vaccination is totally unproportionally distributed by a top-down path.	Restriction laws create inequalities between different social groups du a top down pae.	
Priority	"If there was to be a priority, it should go to the vaccinated residents of can horses in merganition of the waterprinting functions they face." Imposed environmentation of the waterprinting of the state of the	The priority people receive during an epidemic should be positively related to the responsibilities and risks people take, but not unconditional	Qualification should not have a priority for most of the general population who do not take any responsibility or risk.	There's diverging aphions from different policy makers on who sho be prioritized.	ida and a second se
Rights scial Rights	Th larged, business are being assisted by a system being rolled out by the government that allows access to gyms, theaters and restaurants for vocinited people or these recently recovering from the vince. Other countries are considering similar measures that would create a sum-clined people or together measures that would create a sum-clined people or got the vaccess. Integer // www.linemation.com and encounted integer // www.linemation.com encounters.	The larsel government is trying to use excellent in the standard for dividing the social class. Therefore, those who have not been vocantisted are not only restricted in their behavior, but their section that is also affected. The government tried to use this ocarcive method to urge people to vocatinate, as as a bahver the goal of returning to normal life for all people. But they did not consider the position of unprivileged groups.	The government sees the segmented sociary (two-service occasion) resulted by Vaccine Pessgorota as a strategy to overcome the pandemic.		
ŝ	Thi fearel, the passport guarantees ¹¹ /P /Vacolsainst Impurishing Percent socies to any restaurant, but, threater or the like boasting a section in which people are allowed to mingle in condition and threading metal-tot the shoulder and even share a socially acceptable hug (if all parties give consent). Intiget 2/w/Wr accentral com/mon/stocy/codition/op-ed/2021 (20/21 / siccomated-si muccomated ob/degin for white-inter-metaled/2016/27 (2011).	People have a great desire to go back to normal life, and the government utilizes their desire to restarting economy. The government may vaccine passports to returns these legits of support provide the sector to ditzens because it may be a policy benefiting its reputation.	Vaccine Passport Is one of the solutions that aim to foring mostly pagelet rights, but it symmetrifie mostly of the unprivileged people.	The unequal access and unfair restriction of Vaccine passports reveals the ignorance of the neede and rights of unprivileged people by the ulermakers. In gives them a non-person treatment.	
	"There is one ethical argument against DHPs that I find to be powerful, and that is equival. If we require proof of wacination while Screener accore, we will give the strendy privileged even more privilege. And that would be unconscionable. Thus, DHP should not be implemented until wergene who wants a vaccine is able to get a vaccine. Creater part a side issue. It needs to be front and center."	When the acquisition of rights does not come from accurate longing, but is caused by the scarolity of external resources[like limit does of Vascime), this will lead to imageity.	Some people have no choice but to lose their right for attended to and more unprivileged. Privilege should only come when everyone has a feer right to choose and give up.	The unprivileged people's	
	"In fact, DHPs sotually low finance anyone to be veccinated against his or her will. They simply say to individuals that if you choose not to be vaccinated you can't work or eveneme in particle spaces that risk transmission of the virus."	Institutions have established a conclusion correspondence between the right to veccination and the right to public activities through rules.	Itemen rights have been closely linked to the veccination. For those who cannot be veccinated, their rights will be intercent.	rights are infinged for several reasons like soarchy of veccines and qualification situations. Therefore those people have less choice to protect their rights.	
Infringed Rights	"We are in an unusual and extreme elituation," said Rednam Feinberg, a prominent employment strong the facal Uncoharined territory that hear's been explored by bloc law in the past." Some agy subscripts obtained to approximate a registra or an elementary statist would be understandished in some provisions, but three shouldn't be a blanket permit for employers to question their workers on vaccination, which is a matter of employers to question their workers on vaccination, which is a matter of employers to question their workers on vaccination, which is a matter of employers to question their workers and workers becaute the source of the source of the source of the source reserved by its events change for passive whodows aget should	The vecchation status which concerned with individually medical privacy are been asked for some environment environment. Workers and employers have their positions on whether to provide a veccination certificate. Because of the provide a copyright, workers are often in a vulnerable position.	Workers may have to give up their tight to	Some people have no choice but to give up their right to priviley to get the opportunity for a job for maintaining basic life.	
Prima Facle Rights	"The goal is to get through an immensely exhausting and difficult period. We can only do this together, will coordinated lockdown and relevations, with successful through the successful of the successful of the successful of the successful of the non-variable and the non-variable structure of the successful of the su	The government believes that the rights of the majority are far more important than the rights of the minority. So, rights need to be unfairly distributed to create fairness in the long taking pandemic under control.	The government uses winner facin trains and a second secon		

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

• Areas of Issues



Feelings of being excluded

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

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.

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.

Lack of political direction that is not ethiocally contradicting

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

Lacking diversity of certification



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

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.

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.

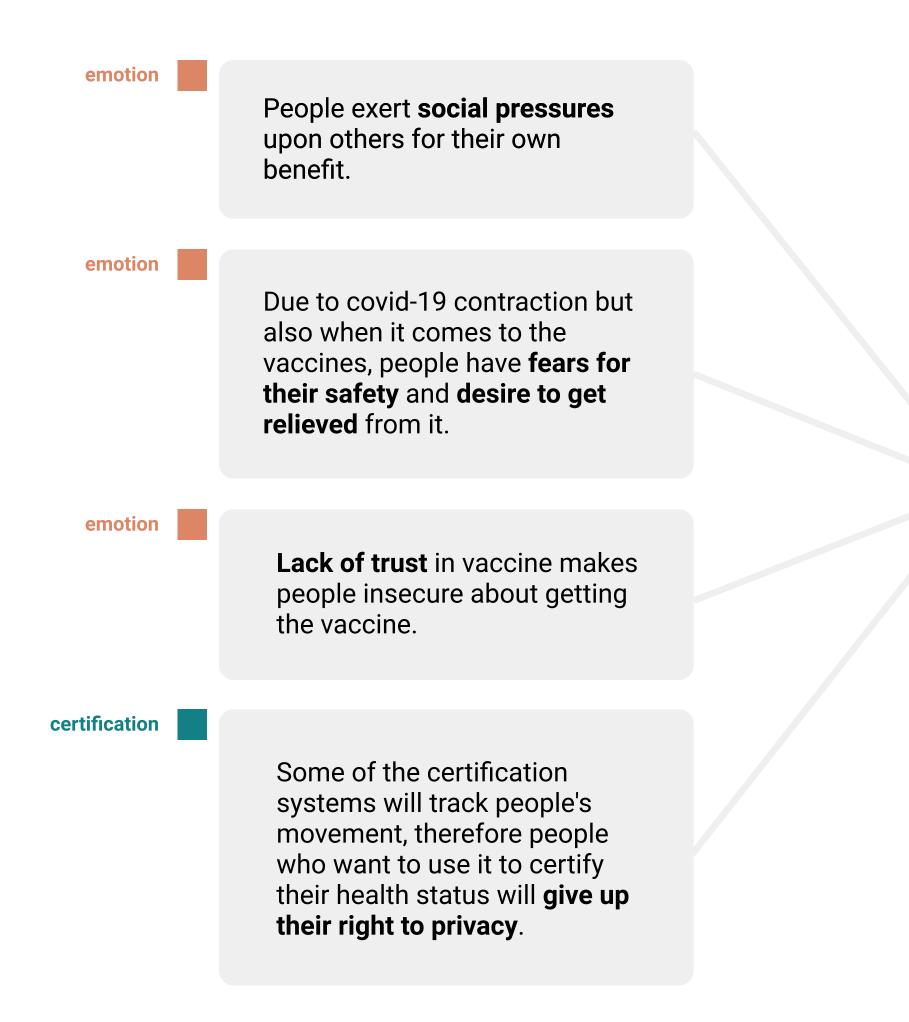
qualification rights

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

Feelings of being excluded

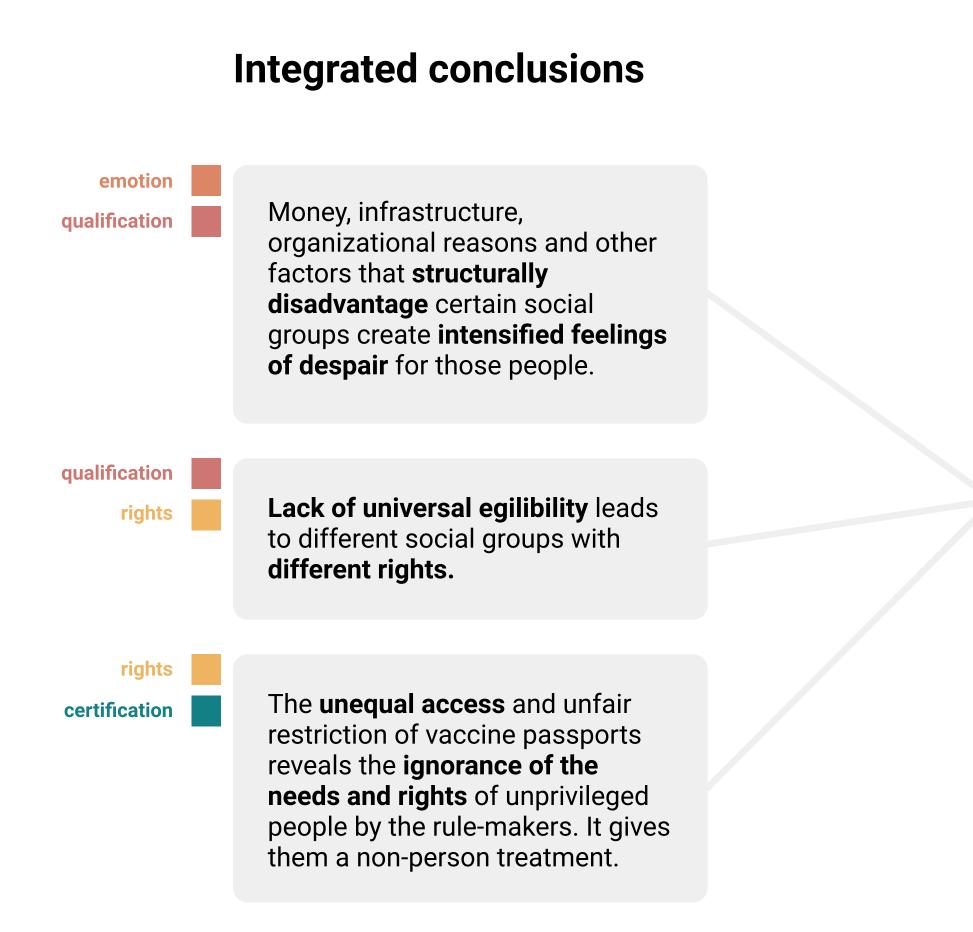
Social separation caused by the vaccine and the vaccine passport creates people's fear of being excluded and unfair treatment.

Integrated conclusions



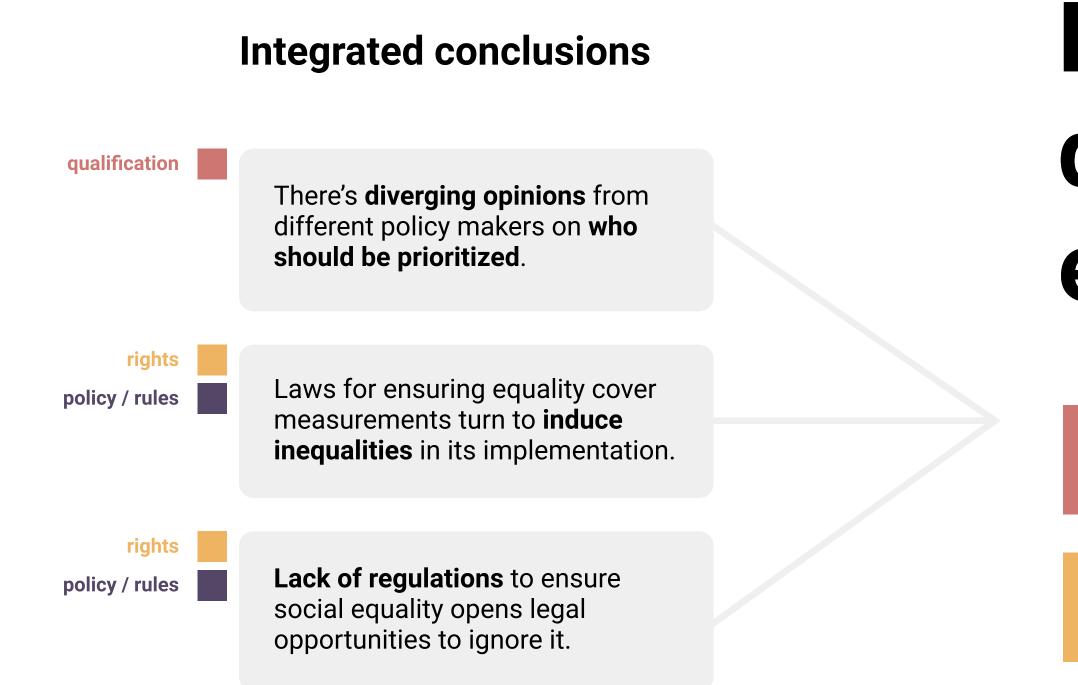
Desire for safety

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.



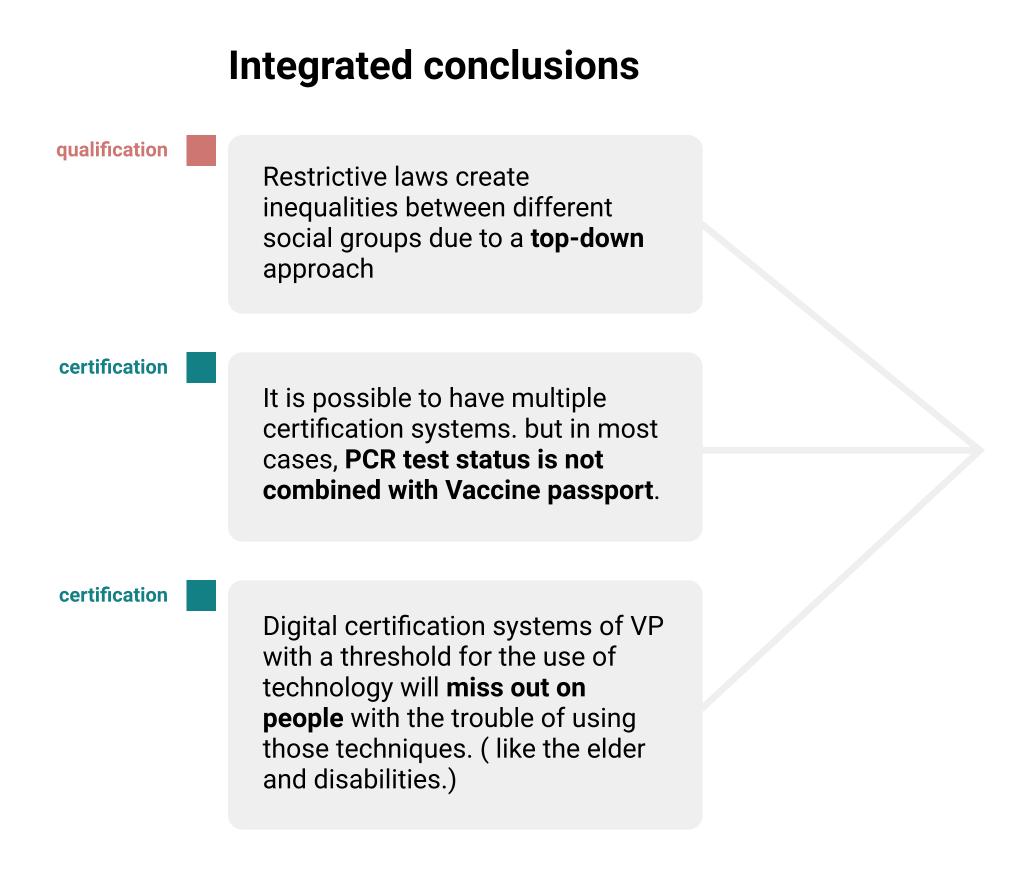
Unequal access

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.



Lack of political direction that is not ethically contradicting

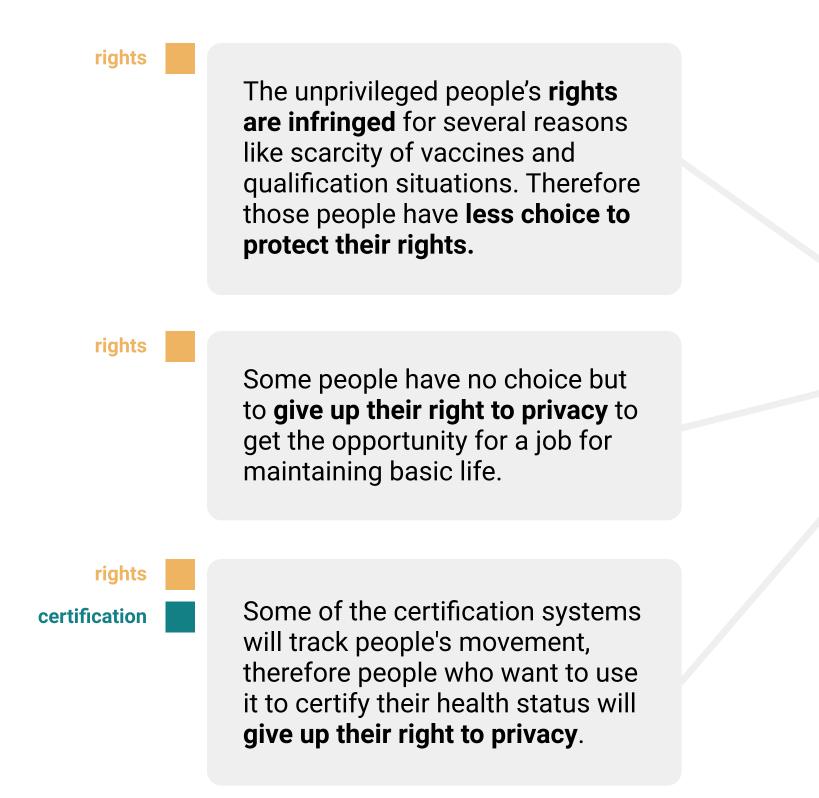
Lack of unified ethical considerations for political execution of laws make existing policies contradictory, creating inequalities.



Lacking diversity of certification

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





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

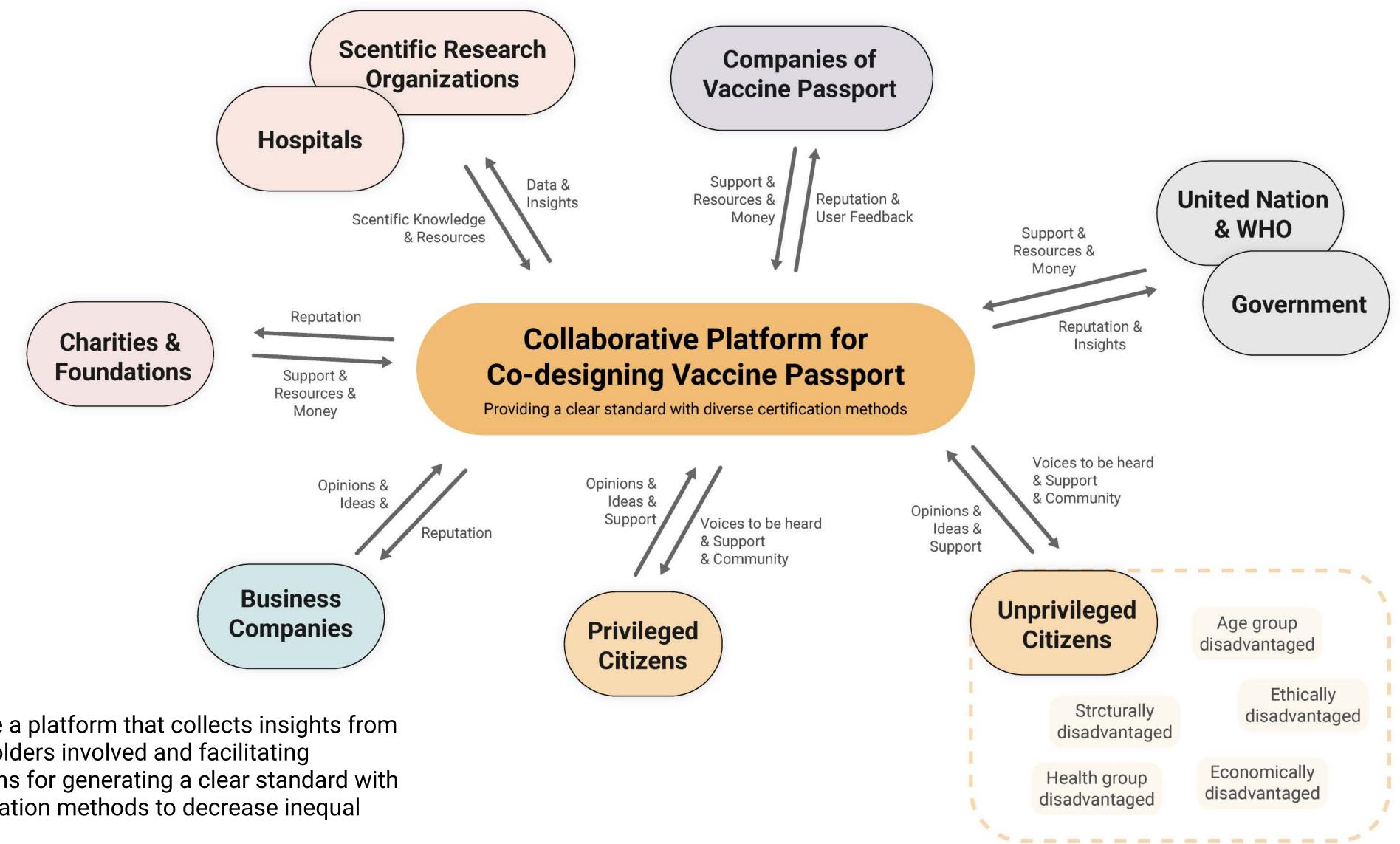
	1st Order	2nd Order	3rd Order	4th Order
	Problems of Communication	Problems of Construction	Problems of Action	Problems of Integration
	Signs	Things	Actions	Thoughts
Signs	Symbols: words & images			
Things		Physical Objects		
Actions			Activities, Services, Processes Certification services & methods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

Collaborative Platform for **Co-designing Vaccine Passports**

The ethically contradicting political descisions 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.

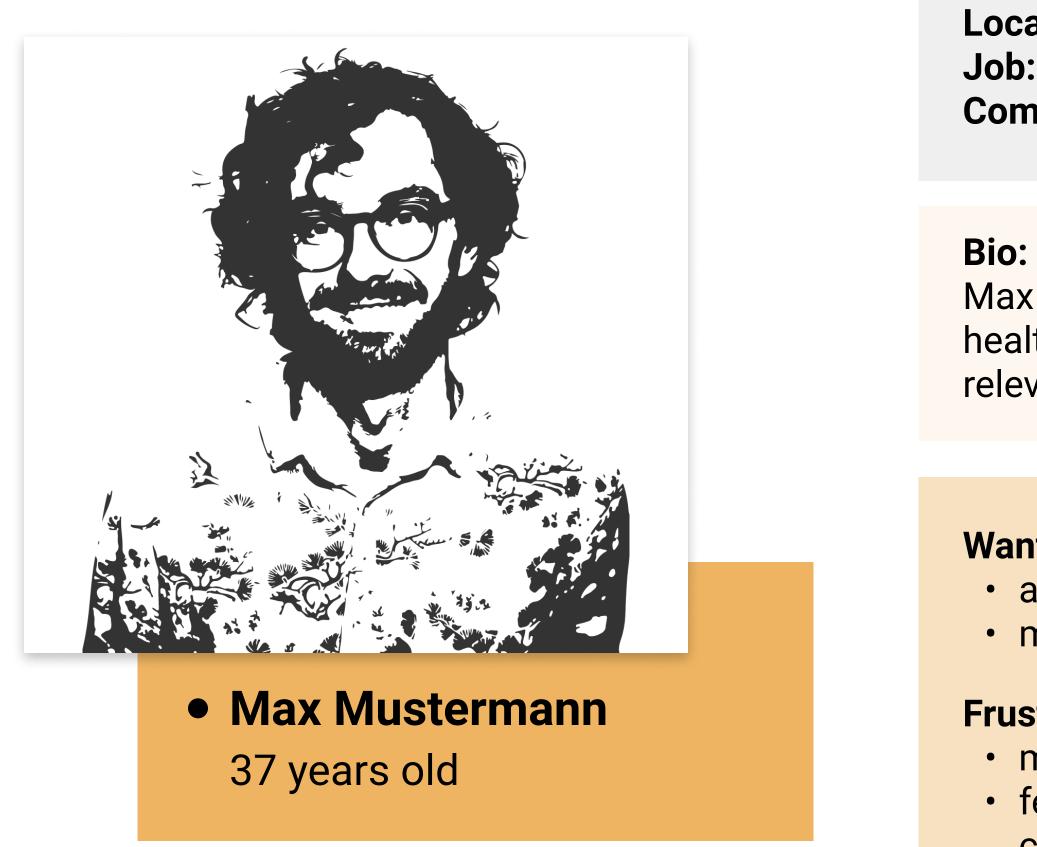
Value Web of the Collaborative Platform



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 inequal access.

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





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

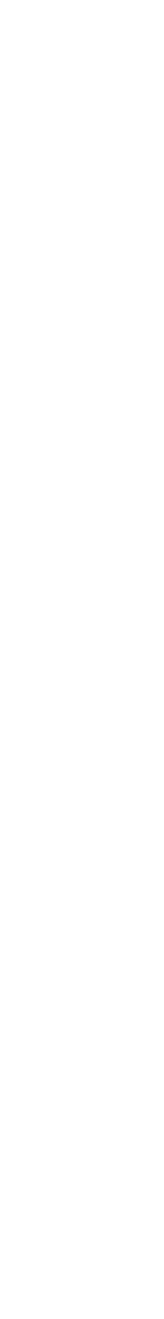
Max is not eligible for vaccination because he is in good health and does not have an occupation that is considered relevant for the system in Germany.

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

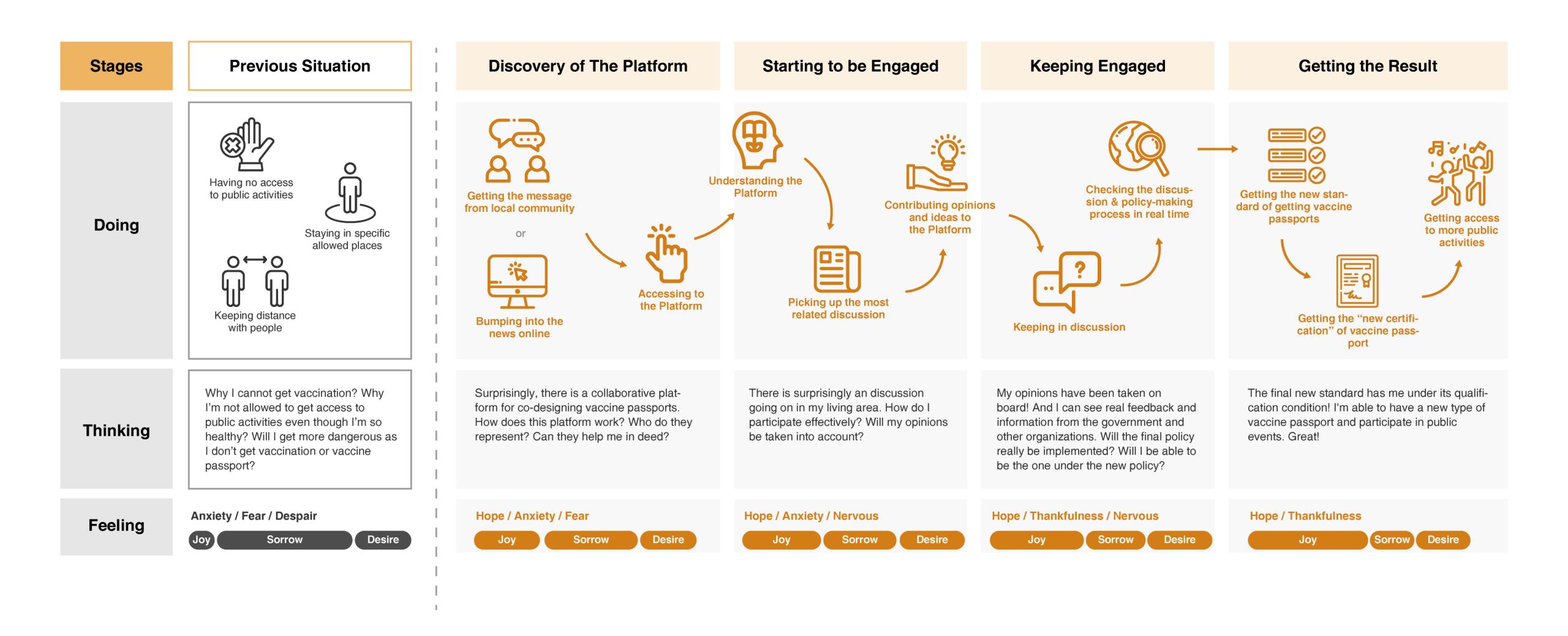


Figure 20, The user journey map of the collabrative platform. Developed by Team Privileged Killer.

Timeline

Commonplaces of Discovery

 Concpet Maps of "vaccine", "passport" and "vaccine passport"

• Synthesis of Concept Maps

Proper Places

- Definition of Vaccine Passport
- Design Challenge
- General Purpose
 - Theoretical Framework
 - Strategic Framework
 - User Profiles

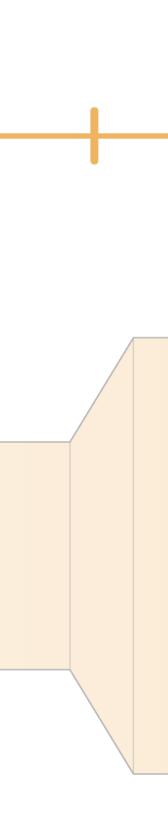
Discovery Phase

Identifying Places of Issues

- Literature Review
- Evidence Mapping

Problem Formulation

Problem Statement





Development Phase

Ideation

- Working Hypothesis
- Central Idea
- Initial Ideas
- Developed Ideas

Prototyping

- Low Fedelity Prototyping
- Product Prototyping
- High Fedelity Prototyping

Figure 21, Timeline. Developed by Team Privilege Killer.



Evaluation

- Pilot Development & Testing
- Synthesis Workshop

Final Implementation



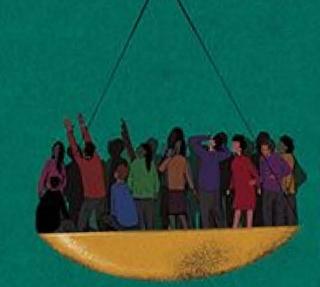
The benefit of our outcome for the users (unprivileged people) is that it gives them a platform to speak out and propose changes to the vaccine passport that take into account their concerns about their inchoate experiences resulting from the current implementation, thus reducing their anxiety and despair 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! :)

Experience Design Spring 2021

Prof. Kaja Tooming BUCHANAN

College of Design and Innovation, Tongji University



TEAM Privilege Killer

Luka Jacke, HFK Bremen Wang Zitong, CAUP Tongji Zhuang Mingyu, D&I Tongji

