

Theme 2

User experience & engagement

Content

- Context – Current situation & mindset
- Vision
- Challenges
- Opportunities
- Group discussion

“Constructing a toilet is easy, constructing a mindset is difficult”

Suresh Pagnaar - Environmental Sanitation Institute, Ahmedabad, India

Context – Open Defecation



Context – Current toilet facilities



Context – Current toilet facilities



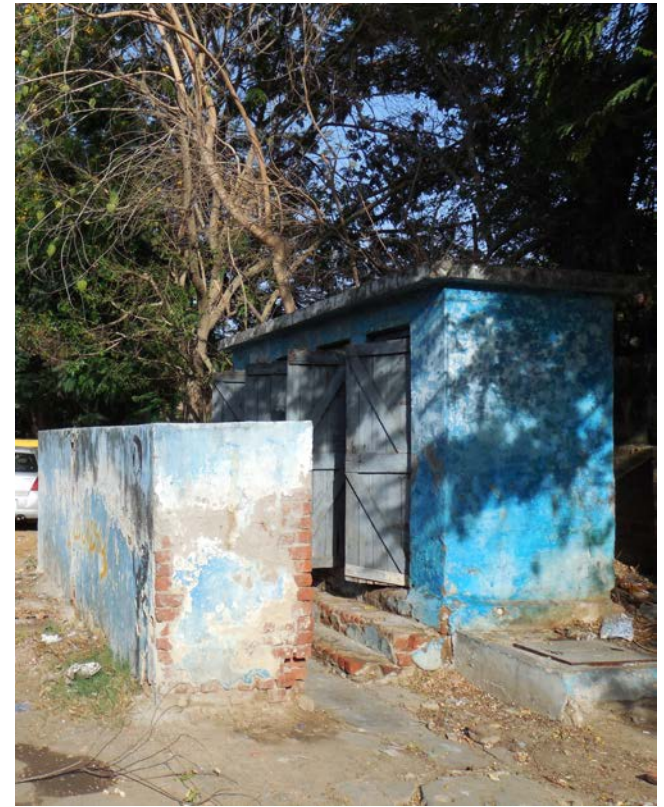
Context – Current toilet facilities



Context – Current toilet facilities



Context – Current toilet facilities



Context – Current toilet facilities



Context – Current toilet facilities



Context – Current toilet facilities



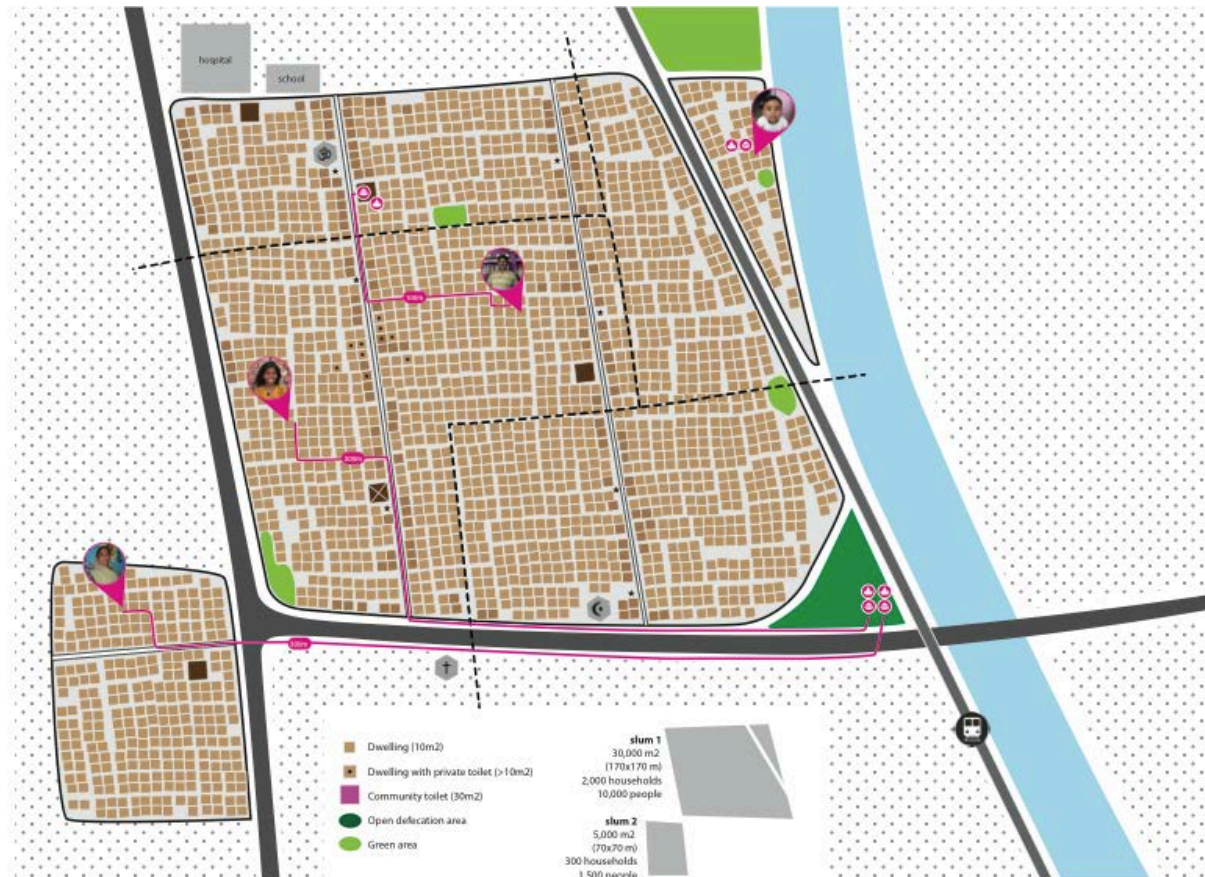
Context – Current toilet facilities



What to do with the research insights?

- Generic slums and personas
- Vision
- Mayor challenges
- Opportunities

'Generic' slum & personas



Parbatia
30 years

Aisha
12 years

Vishal
2 years

Arjun
27 years

Personas

General info

Place of birth	Piratodu
Place of residence	Jaholi
Religion	Muslim
Civil status	Married
Occupation	Houswife, maid at residential house
Living situation	Lives with her husband her oldest sun Mohid (22) his wife Tarisha (19) and sun (0), her other sun (19) and two daughters (16 & 14)
Family Dynamics	Parbatia is in charge of the house. She cleans, cooks and washes, together with the help of her daughters. Her husband is in charge of the money and makes purchasing decisions. Sometimes he comes home drunk and hits her.

Personality

Enjoys	Roaming around with neighbouring women. Take care of her grandsun. When her husband says she is a good wife.
Dislikes	Working
Aspirational figures	Western women
Desires	To have a more indepent job, such as weaving

Toilet behaviour

"My suns and husband do their business on their way to work. I go in the early morning with my neighbour ladies to the open defecation field. Privacy is lacking and it is inconvenient to walk so far in the dark, but is the only hour and place where men cannot see us. Together with the neighbour women we walk back home.

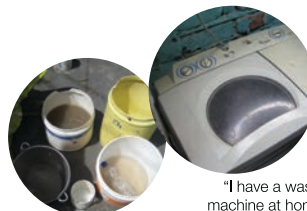
During the day I try to not eat and drink so much, so I don't need to go. I do not want men to see me when walking to the defecation field!

At night my husband sometimes accompanies me."



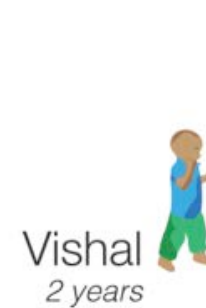
Parbatia (39)

"I have some stomach troubles, because I adjust my diet in such a way that I only have to go in the morning and at night."



"I wash my utensils outside my house"

"I have a washing machine at home! The water directly goes into the gutter. "



Vision

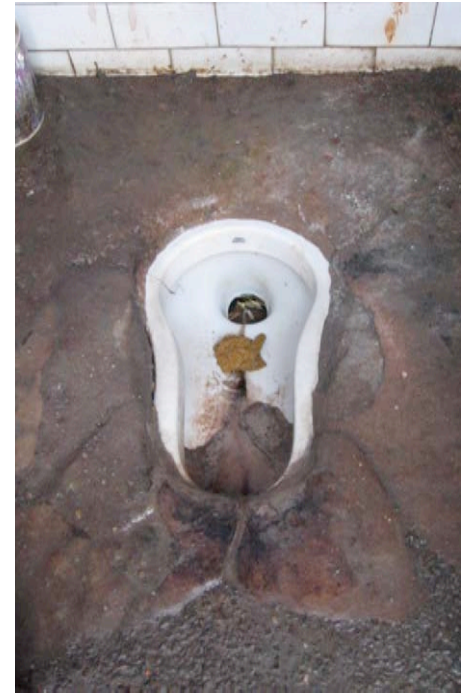
- Community ownership → connection with the facility
- Value for money → standards
- Effective, easy, comfortable, functioning well, constant water supply etc.
- Focus on a clean experience; in and outside the building cleanness → loyalty of the customer.
- Modern → touch up on aspirations, but not alien

- Different experiences;
- In rush hours - defecation and efficiency focus
- In idle hours - Probably women focus - wider time span, calmer and enjoyable experience

Biggest Challenges

- Location
- Unreliable water supply
- Poor waste management
- Daily operation and maintenance (O&M)
- Lack of ownership & community participation
- Gender issues
- Relying on government funding

O & M – Materials



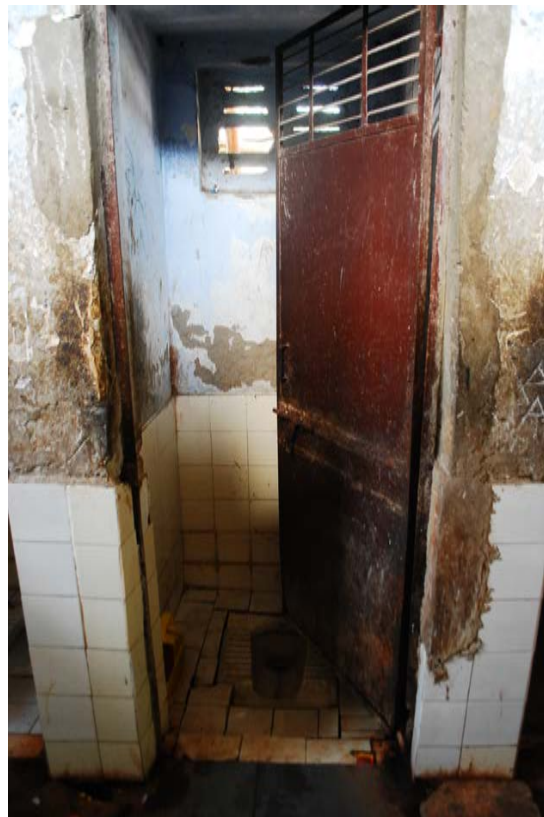
O & M – Materials



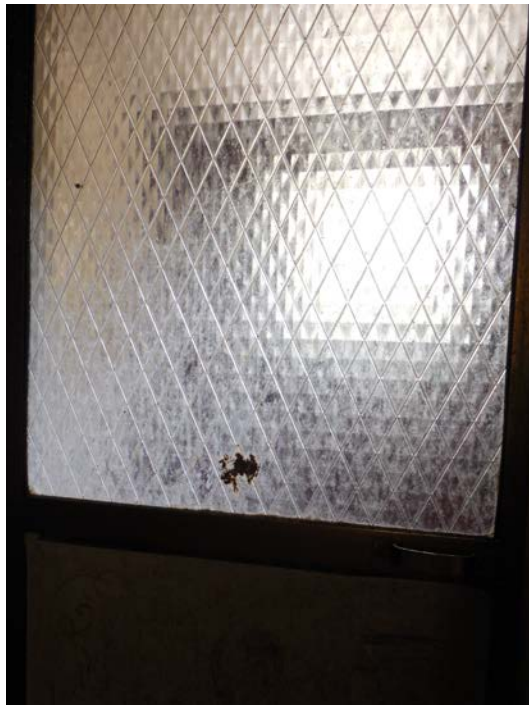
O & M – Vandalism



O & M – Hygiene in the cubicle



O & M – Hygiene in the facility



O & M – Hygiene around the facility



O & M – Contrast with indiv. toilets



O & M - Cleaning tools



O & M – Cleaning ritual



O & M – Who is responsible?

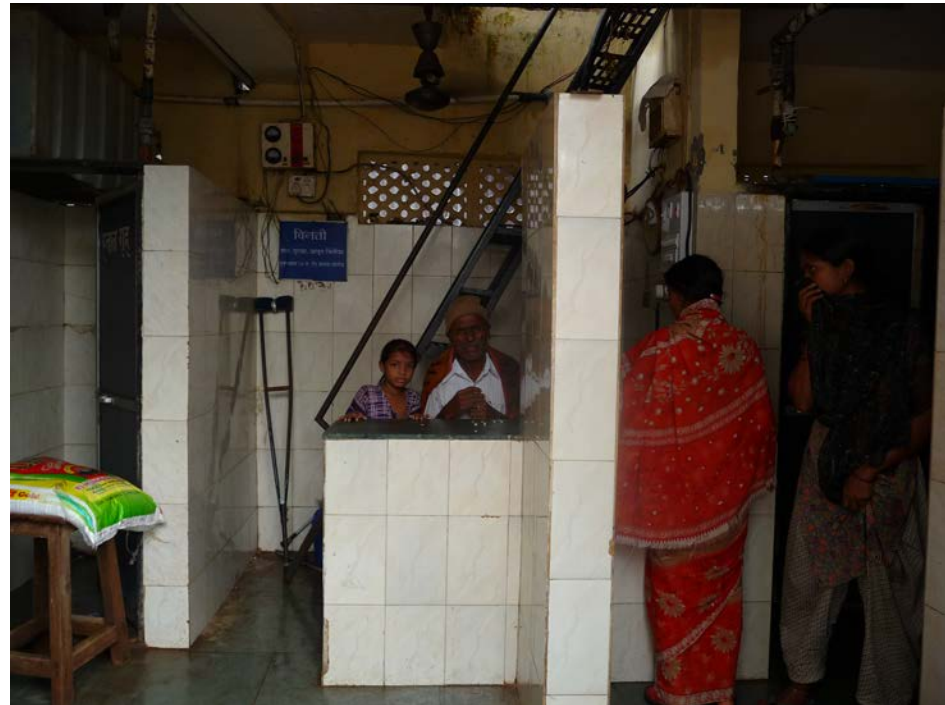


Gender



“Toilet facilities are gender age specific but not gender and age sensitive”
(Potty Project, Quicksand, New Delhi)

Gender



It seems that privacy is especially important between genders,
not so much within gender

Women



Women - Menstruation



Women - Menstruation



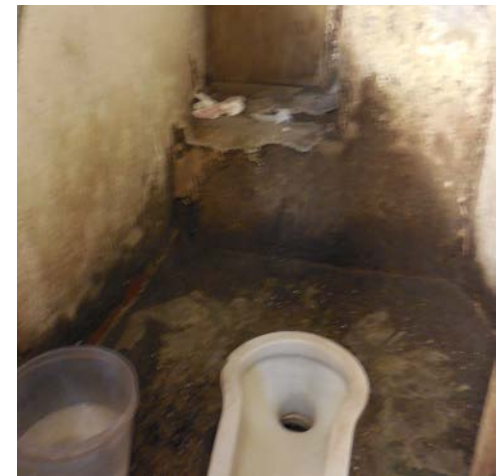
Women - Menstruation



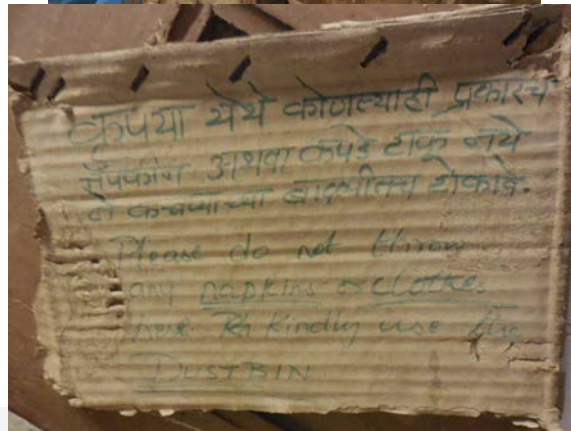
Women – Buying and disposing



Women – disposal



Women – disposal



Women – western solutions



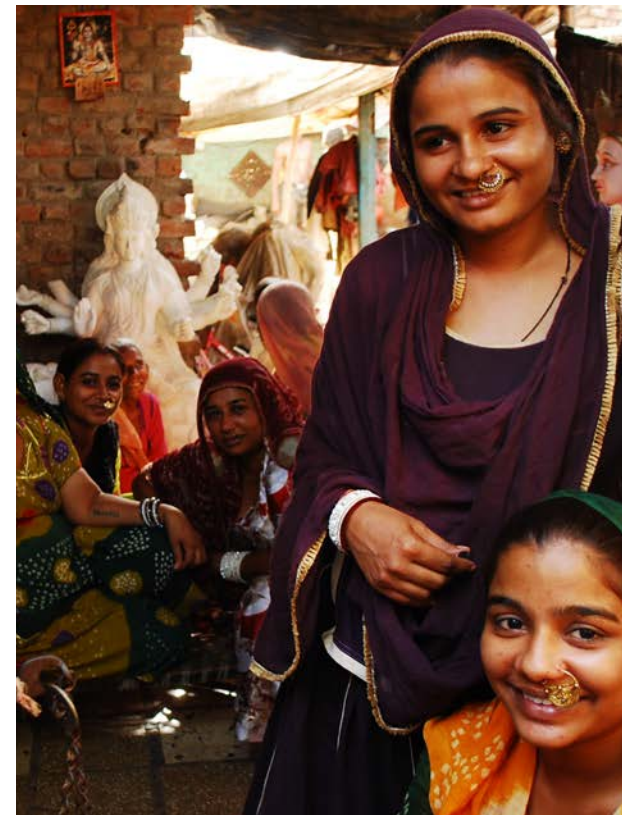
Women – Indian solutions?



Opportunities

- Connecting extra services
- Change the toilet 'attitude'
- Attract people even for urinating
- Connect toilets with self beauty
- Education/ entertainment/ advertising

Opportunities – Connect extras services



Opportunities – the ‘attitude’



Opportunities – the ‘attitude’



Opportunities – the ‘attitude’



Opportunities – stimulate urinating



Opportunities – Self beauty



Opportunities – Self beauty



Opportunities – Entertainment /Education/ Advertisement



Groups discussion



Should options for (body) washing be incorporated in the facility?

- A. Yes, as bathing is very much connected and often seen in combination with toilets in India
- B. No, using more water will cost more money and will not deliver more income
- C. No, We have limited amount of water available

U- What is the best solution for a feminine hygiene product in Indian urban slums? And what would this mean for the design of the toilet(cubicle)?

Keep in mind the purchase and lifecycle of these products but also the feminine hygiene matters.

A. disposable sanitary napkins

B. reusable (washable) sanitary napkins

C. clothes made from old sari's (reusable/washable)

U- What should the toilet facility offer to menstruating women? And what does this mean for the design of the facility?

- A. Women should be able to buy feminine hygiene products inside the facility.

- B. Women should be able to enter the facility discretely.

- C. Women should be able to combine a toilet visit with other (household) activities

U – The priority when focusing on women should be ...

- A. ... the disposal of sanitary waste
- A.2. ... possibility to wash/ dry reusable sanitary products
- B. ... the provision of sanitary products
- C. Water for washing (private) body parts
- D. ... space and self beauty

U – What is the main problem Indian women cope with (during menstruation)?

- A. The lack of waste-disposal options in Indian slums

- B. The feeling of insecurity due to smells and the risk of leaking blood.
→ resulting in women staying home skipping 'work' & girls missing school.

- C. Hygiene matters & infections that might lead to fertility problems. → possibly resulting in angry husband and (his) family.

T - The priority when focusing on Operation & maintenance should be ... (& how?)

- A. Hygiene
- B. Technical maintenance
- C. Materials
- D. Responsibility division of daily maintenance

T - How to organize daily maintenance?

- Who is in charge? And what are the tasks for:
 - A. The user:
 - B. The caretaker:
 - C. Cleaning personal:
 - D. The 'toilet company'
 - E. Others?

T- What features are different in the men and women's toilet? Toilet block

1.

2.

3.

4.

5.

6.

If possible draw

T – How to prevent steeling

Water?

Soap?

Cleaning tools?

Doors?

E – How to organize daily maintenance?

- Who is in charge? And what are the tasks for:
 - A. The user:
 - B. The caretaker:
 - C. Cleaning personal:
 - D. The 'toilet company':
 - E. Others?

E – What is most worth focusing on from a business (and human) perspective? (how?)

- A. Women
- B. Education
- C. Maintenance
- D. Self beauty

E – What extra services should be included to ensure frequent visits to the toilet facility?

- A. Washing area (body/ clothes and/ or utensils)
- B. Socializing area for women
- C. A shop
- C. No extra services. Focus on the construction of high quality basic functions
- D. Other options →