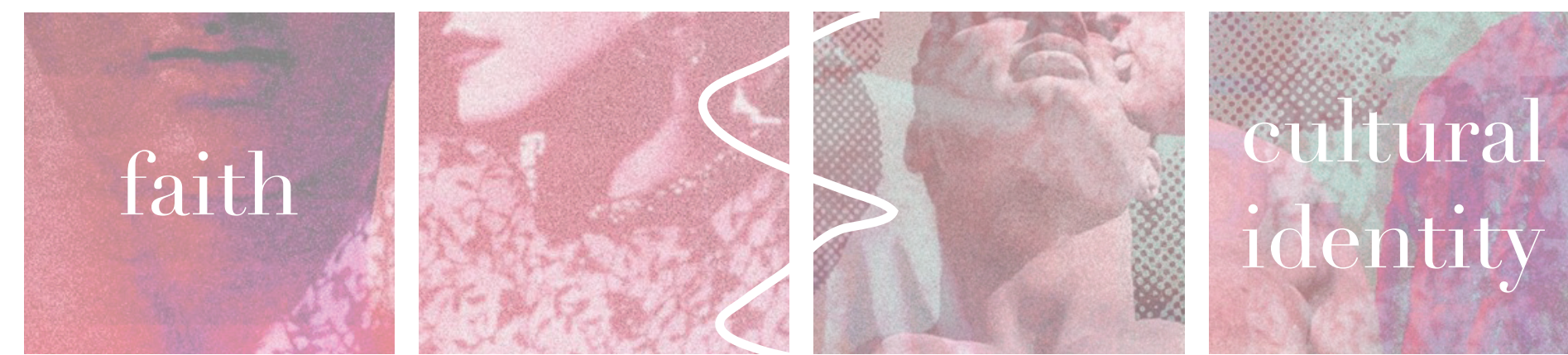


A DIALOGUE ABOUT RELIGION . . . ?

Ariane Beauregard // Final Instanciation
 UX Studio // Professor: Tom Klinkowstein

This project consisted in developing a holistic approach to experience design that bridges the gap between digital, analog, services and behavioral change. Focusing on the creation of a comprehensive user experience strategy for a chosen cohort, the outcomes materialized as a UX map, artifacts and an imagined service.

THE COHORT



Girls

Adolescents | Young adults (15-25)

Actively practice a religion

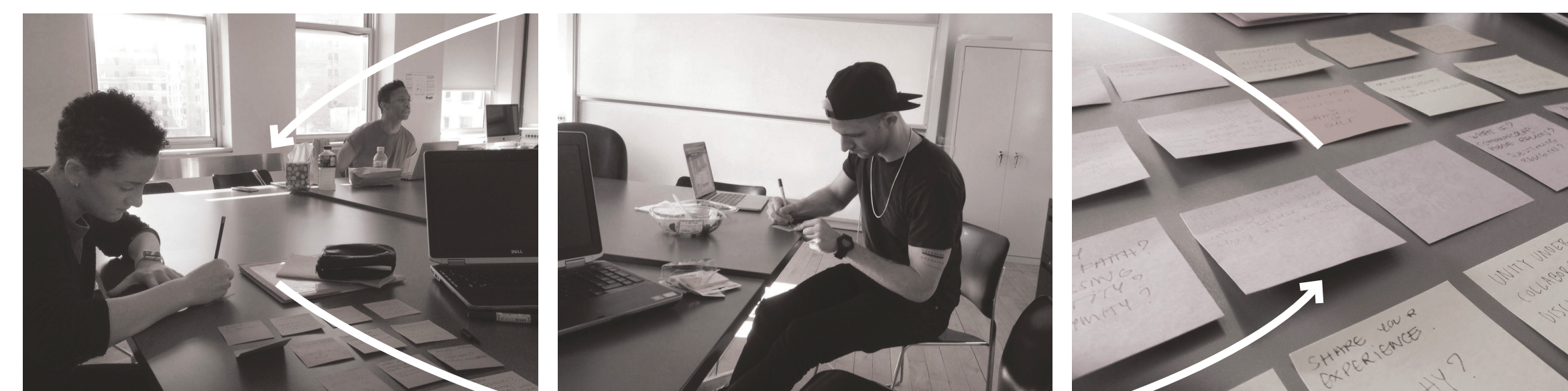
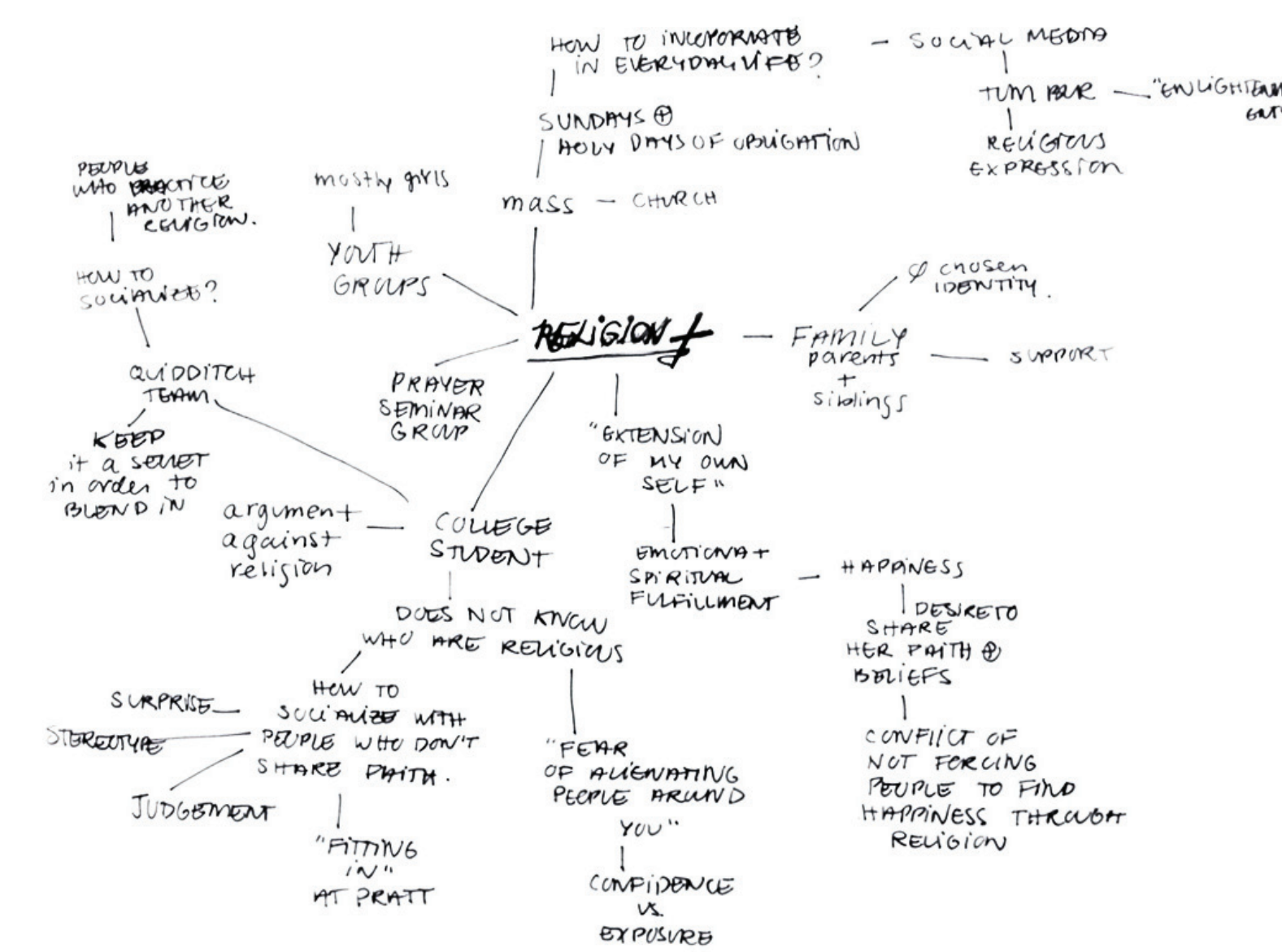
- Have strong religious beliefs, are confident about their faith, but still engage and participate in the *mass culture* that surrounds them.
- Have a conflicted/complex identity in regards to their environment, their family, their community and their friends/colleagues.
- Use social media or other contemporary components to express or incorporate their religious rituals.
- Their spirituality is a fundamental part of their self-image and character.



“ The stereotypes are, therefore, highly charged with the feelings that are attached to them. They are the fortress of our tradition, and behind its defenses we can continue to feel ourselves safe in the position we occupy. ”

Dyer, Richard. "The Role of Stereotypes". *The Matter of Images: Essays on Representations*. London: Routledge, 1993.

OBSERVATION + IDEATION



THE SERVICE

The proposed strategy is to offer a safe-space + interactive installation supported by a mobile app. It would create a unique and immersive experience, generating an *alternate reality*.
 The system would enable a dialogue that allows for both physical and virtual expression and interaction.



THE UNEXPRESSED DESIRES

- To be open/true about about their religious beliefs.
- To interact/discuss/exchange with people that have other views on religion.
- To be able to express their voice about religion, without being judged.

