



## GENDERED DESIGN IN STEAM

Ankara, Turkey



### Team

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### Institution

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*"So you define, and to a certain extent, strengthen the gender roles in society as a designer, via the products you develop."*

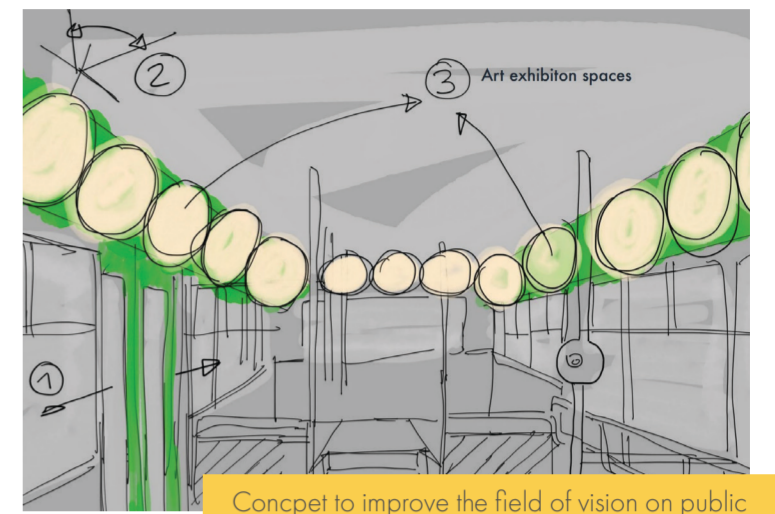
— Pinar Kaygan

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# Gendered Commutes in Ankara: Women's Experiences, Strategies and Implications for the Design of Public Transit



The aim of the project is to answer the question of how and to what extent the gender-related problems experienced by women in public transportation in Ankara can be tackled as a design problem. This research first interviewed women then the data collected was incorporated into design ideas by four professional industrial designers through a series of design intervention activities.



Concept to improve the field of vision on public transport by including art exhibition space

### Outcomes

The interviews were thematically analyzed identifying:

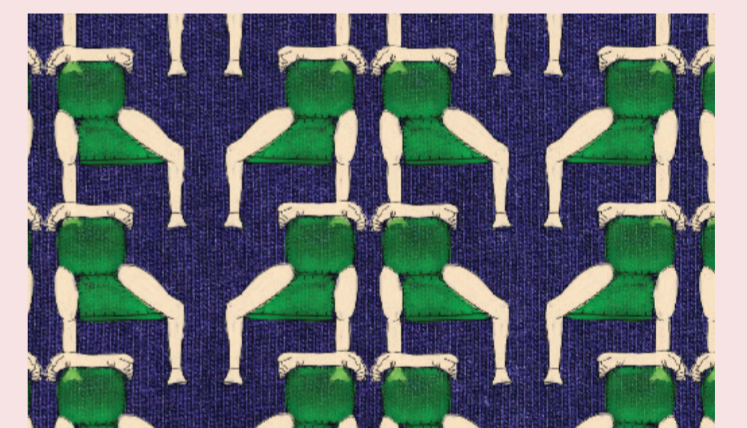
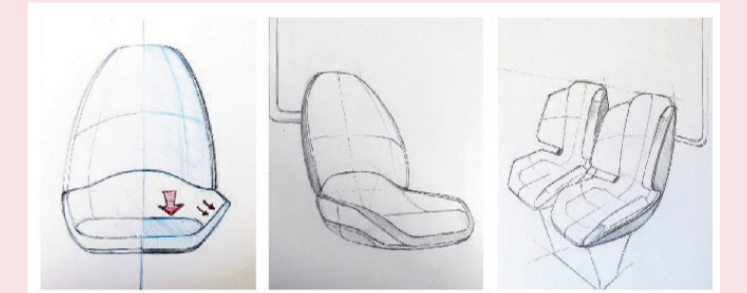
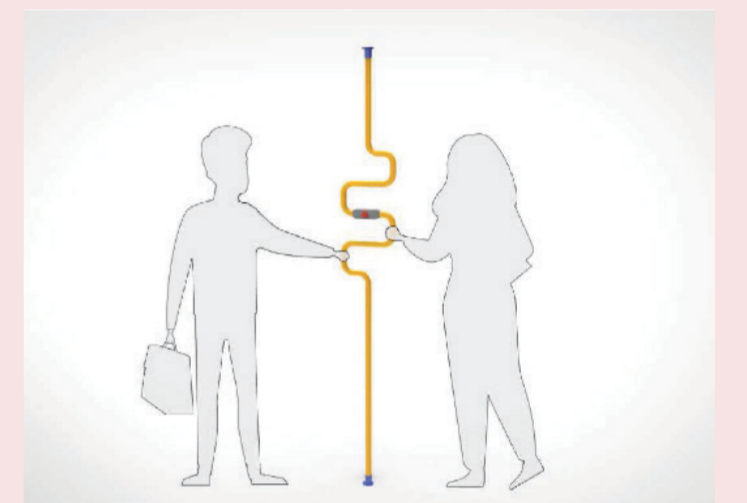
- Types of gendered problems (lack of personal space, physical contact, dangerous and fast driving, feeling unsafe etc.)
- Adopted strategies (sitting next to a woman, sitting in a high seat, looking out of the window, wearing headphones etc.)
- The relationship between these and the elements of the vehicle interiors (seats, windows, doors etc.).

Insights and opportunities for intervention

- Seat design and plans to shape personal space
- Seating plan, and optimization of visibility to allow for easy exits
- Bars and poles to mitigate ambiguity in touching
- The opportunity to use information and communication technologies in line with passengers' own strategies.

Design

- These opportunities were then interpreted by four designers who each created 3 solution concepts. These ideas included bus plans to code personal space, apps to share location with user's close circle, seats to prevent manspreading (act of a man sitting with legs spread far apart), bars and poles to create personal space, public transit riders license and many other ideas.



Ideas from the designers; Curved bar forces passengers to hold onto a designated area creating space for each individual; Seat to prevent manspreading; A graphic fabric to spark the conversation of issues on public transit.

### Methods

The methodology of this research had 2 phases.

- In the first phase, 32 women were interviewed: 10 domestic workers travelling to work, 12 university students commuting between university campuses and the city center and 10 women who are 65 or older, who travel free on public transportation except during rush hours.
- The interviews were then analyzed. These interviews explored women's interactions with the vehicles as passengers, with other

passengers, and with drivers. Along with questions on their travel routines day to day and being a woman on public transport.

- In the second phase the analyzed data, was presented to subject experts as well as four designers who after a group discussion on if and how designers can tackle gendered problems. They were given 2 weeks to design solutions to the problems identified and keep a diary of the process.

### Lessons & Future Directions

If the team were to continue this research, they would like to expand it in two ways:

- To extend to other products: If they could look at other products also not addressing women or men, maybe they could find further insights about the gendering of products via design, and how design can contribute to gender problems.
- To extend to other contexts: In the project, they focused on a specific context, a specific country and a city. Future endeavours may look at different contexts to see how their findings compare.

Learn more



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