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1. Define a design challenge
- What is happening in the world?
  - People don't know how to use pcs/getting scammed.
- Do you have industry examples that are worth tackling?
  - People get scammed because they don't know what is legit/real and what isn't.

- What is the challenge?

To create awareness and help people recognize scammers.

- Why is it worth changing?

More and more things require the use of the internet these days. When people aren't informed about the dangers it is possible they end up losing money or their identity might be stolen..

- For whom?

People who want to (or have to) use a device but can't because they lack the skill.
People who are scared of using the internet because of scamming.

2. Narrow down a point of view

People who can't recognize scams need education about common scams and how to avoid getting scammed because in this day in age the use of the internet is growing very fast and it is important to know how to protect yourself online.

Exposure to the nine types of scams and fraud covered by this survey is commonplace:
More than half (56%) of Europeans surveyed experienced at least one of these types of fraud/scams in the last two years.
Bron:
https://ec.europa.eu/info/sites/default/files/aid_development_cooperation_fundamental_rights/ensuring_aid_effectiveness/documents/survey_on_scams_and_fraud_experienced_by_consumers_-_final_report.pdf

3. Come up with relevant "How we might" Questions

- In what ways might we inform people about the different kinds of scams?
- How might we teach the difference between legitimate and fake emails/calls/etc?
- How might we create enough interest for people to participate?
- How might we prevent overwhelming participants?
- How might we get the user to remember the new knowledge?
- How might we make the experience extensive enough to encompass almost all scams?
- How might we keep the user interested throughout the experience?
- How might we make the experience fun?
- How might we make the experience unforgettable?
- How might we keep the experience up-to-date with the latest scams?
- How might we prevent scaring people even more?

4. Answering the questions
Do some brainstorming to answer the questions. Generate the first ideas. After, browse the internet. How did others tackle this problem? What is already made? What can you learn from that?

- *In what ways might we inform people about the different kinds of scams?*

First make an introduction about scams and tell the participants how to play. Then use for every different kind of scam a different minigame/location.

- *How might we teach the difference between legitimate and fake emails/calls/etc?*

Try to really scam the people in the experience and keep score of the data they 'leaked' and the money they paid due to the scams. Introduce a big SCAM button they can press when they feel like they are being scammed.

- *How might we create enough interest for people to participate?*

We could put the experience in a museum, where people take their time to see and learn new stuff. Maybe some museum about the internet? Or interactive museums like NEMO.

You could do the experience in banks.

We could also bring the experience to elderly homes/retirement homes.

- *How might we prevent overwhelming participants?*

Relaxed virtual space, no time limit on questions. Ease into it. Give the people the option to quit after each example.

- *How might we get the user to remember the new knowledge?*

Repetition/Quiz. Use rewards.

- *How might we make the experience extensive enough to encompass almost all scams?*

Do research about all the different types. Make people think of a new way to scam and involve their ideas in future additions to the experience. Ask about previous experiences. Teach them basic logics that apply to almost all scams.

- *How might we keep the user interested throughout the experience?*

Give interesting facts about the statistics of scamming. Work with a reward system. Make the experience interactive.

- *How might we make the experience fun?*

If we collect data from them during one of the examples, when they shouldn't have trusted the situation, make sure to publish all the data or the amount of 'money' we got from them at the end of the experience along with some **fake** previous names and data.
Add some Easter eggs.
Unlocks, use cute mascots.

- *How might we keep the experience up-to-date with the latest scams?*

Research and update.

- *How might we prevent scaring people even more?*

Approachable/recognizable environment. Don't punish the user for making mistakes.

How did others tackle the problem?
[Hang op, klik weg, bel uw bank | Veilig Bankieren](#) - campagne
[Spot the scam signs](#) - scam quiz and info
[Kitboga](#) - scambaiting
[Ouderen koppelen aan jongeren](#)
[Marketing](#)

What can you learn from that?
- A real person can explain things well to elderly
- Marketing can be done well by meeting the target audience and using different platforms
- Different methods of the same type of scam.
- Keep the layout simple and clear.
- Use a catchy slogan with the most important information and repeat the slogan often.
- Use real-life cautionary tales.

5. Define the concept
What are you going to make? What is the expected result? Why?

The experience starts off with an introduction video to the application and different kinds of scams. You start off in the living room with a pc, phone, door, everything you can get scammed on. Every object is a different kind of scam method/stage. The user picks a stage by selecting one of the objects. This way the user doesn't get overwhelmed with all the info at the same time.

Each stage contains an explanation of what the user needs to do to interact, the interaction and finishes with a quiz about the subject. For example, you have a telephone that you can answer a call on. After you've listened to their story, you can choose to hang-up (scam) or choose a pre-programmed answer to give. After each stage you will get some information about whether it was a scam or not and how you could have recognized that it was (not). When the stage is finished, you can choose to quit or continue with another stage. If you guessed right that it was a scam, or wasn't a scam you will get a reward, for example clothing for the mascot or different skins for the used object/other items in the room.