

01110000 01110010  
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01111001 00100000  
01101001 01110011  
00100000 01110000  
01101111 01110111  
01100101 01110010

**A SIMPLE IDEA CAN  
CHANGE THE WORLD.  
YOU JUST HAVE TO  
EDUCATE, INSPIRE  
AND FIGHT.**

**DESIGN ISN'T JUST ABOUT  
DEVELOPING NEW  
CONSUMER PRODUCTS.  
DESIGN CAN BE A VOICE,  
IT CAN BE CHANGE AND  
IT CAN HAVE UNIMAGINABLE  
POWER & INFLUENCE  
ON SOCIETY.**



**ANONYMOUS  
BY DEFAULT**

# **CONTENTS:**

**1: ORIGINS**

**2: CAMPAIGN APPROACH**

**3: CAMPAIGN PROCESS**

**4: POSTER/VISUAL PROCESS**

**5: APPAREL PROCESS**

**6: "FUTURE" PRODUCTS - RESEARCH & IDEATION**

**7: "FUTURE" PRODUCTS - DEVELOPMENT**

**8: PRODUCT & CAMPAIGN TESTING**

**9: APP UI DESIGN**

**10: PRODUCT/APP RELATIONSHIP & CRITICAL REFLECTION**



# ORIGINS:

## DESIGN ISSUE:

We live in a world fuelled by data; the new oil in many respects. User data is a commodity that drives the modern world; think advertising, free software and online services, banking, online shopping and most prominently; governments state that this data is invaluable in the fight against terrorism and national security threats. They can see everything you do, curating a personal profile of you, who you know, your friends, where you work, who you text, where you like to go out, what you like to buy, your emails, phone calls, search history and so much more. These profiles exist for everyone using the internet, a smartphone, video doorbell, smart assistant and pretty much any other IoT device you can think of.

However, this invasion of our privacy has led to a world full of authoritarian police states disguised as the bastions of freedom. We no longer have the freedom and privacy we were promised when it comes to human rights. Our very thoughts can be monitored and where we go can be seen on CCTV. Think of those in countries where being homosexual is a crime, or where women are not allowed the same rights as a man. Think of those people and how they feel, how they are forced to hide in plain sight due to this abuse of power from the governments and corporations that they rely on for security. If they speak up, they can be tracked down, monitored more deeply and perhaps jailed or even killed for trying to make lasting change for them and others around them. This is why privacy is so important; you may say “well I have nothing to hide” – well some people do and to them it is a matter of life and death. Privacy is power, privacy is your own voice, privacy is what allows people to gather their own thoughts, come together and combat issues that we all face.

## WHY IS THIS IMPORTANT TO ME?

The importance of privacy really hit me on my visit to Hong Kong during the protests against mainland China and their proposed new extradition laws with Hong Kong. For the first time I could see that what Edward Snowden spoke about back in 2013 was more important than I had first thought. I could see thousands of people in masks concealing their faces from the facial recognition CCTV technology. Walking amongst those people I could feel an energy, I was witnessing history. The people of Hong Kong were standing up and fighting authoritarianism with the mask hiding their faces being the most important symbol of them all. These people knew they were being watched and they knew their actions were being logged but the power of the government was quashed by a simple mask. Anonymity gives people power and that is why I want to bring that same feeling to as many people as possible.

## USER/STAKEHOLDER:

Firstly I must say that my approach has changed from designing an exhibition to designing a campaign. This has resulted in a change in my user/stakeholder section since my first module submission.

I felt that designing a real campaign would be far more powerful and reach more people.

**User:** There are three types of people I wish to target with this campaign. These include:

- 1) Older people who use technology such as mobile phones/facebook and other web based technology that do NOT understand the underlying technology, dangers and threats it may pose to their privacy.
- 2) Younger people who would be considered technology proficient and use technology often in their daily lives (may include IoT devices such as video doorbell/smart assistants). However they again do NOT understand the dangers of this technology and the ways it can be used to exploit them/spy on them.
- 3) People who are already aware of the technology and the dangers it can have in regards to user privacy. These people are targetted as users who would use this campaign to help spread the word, use the campaign resources and become early members of the campaign. These people are invaluable when attempting to reach those who are currently unaware of privacy issues in the modern world.

**Stakeholder:** Organisations already campaigning, these include: Privacy International, ACLU, The Libertarian Party, WikiLeaks and Amnesty International. I would partner with groups such as these in order to gain a larger audience but also use it as a validation tool. This is because sceptics may not at first take notice, however if an organisation they are already familiar with was to partner with my campaign it would increase trust and the authority of the campaign.

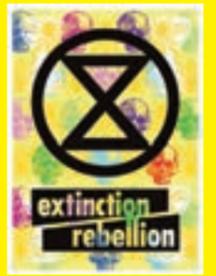
## CONTEXT:

It is important to remember that this is a campaign; therefore, it exists in many forms and on/in different platforms/environments. To begin, the bulk of the campaign is visuals such as posters, symbolism and adverts. These will mainly exist on social media (Instagram) but also aimed at being used on the streets; being put up in public, at bus stops, on billboards etc. The versatility of these images is important and they will be designed as such. The logo itself will appear on all campaign assets as well as on the concept products. There is also an element of inspiration and hope for the future within this campaign that consists of conceptual products aimed at highlighting a possible future we may have if we fight for stricter privacy laws and better legislation that protects user privacy and anonymity within all public forums. These products will be used within the campaign, in videos and will be viewed as campaign assets that can be used to educate and inspire. All of this requires a strong social media presence, great branding and appealing, thought provoking messaging that gets the campaigns message across. Taking the campaign to the streets, online and beyond.

## DESIGN ANTECEDENTS/INSPIRATION:

### Extinction Rebellion:

Although Extinction Rebellion’s purpose is not in line with my campaign, their use of a simple, easily replicated symbol as their logo is also a key aspect of my campaign and for all successful campaigns. The ability for a symbol to be replicated by hand/spray painted or drawn on posters and signs is important when taking a message to the streets. Simple symbols and logos are also easier to remember and identify when seen again after a period of time. Retention is important when it comes to symbolism and branding; Extinction Rebellion do this very successfully and I plan on following in their footsteps when I design my campaign symbol.



### Dismaland - Banksy:

Dismaland by Banksy is an exploration of society’s failures, highlighting the worst in humanity. This clever use of a user’s emotions aims to promote societal change and inspire people to fight for a better future for everyone. In many respects it is an art installation, however it can also be viewed as an experiential campaign. Banksy’s hope for the future is that these inhumane aspects of society are disposed of and replaced with a society that cares for all. This critical look at society and humanity is the same approach I will be taking when looking at the exploitation of our data and destruction of our right to privacy.



### Cornflake - Professional Experience:

Whilst working at Cornflake (luxury smart home design firm), I saw how the super-rich are able to guard their data and ensure their privacy. It took massive servers and bespoke software; however, I began to think about how the same systems could be scaled down and used in the average home. I could see that this technology shouldn’t only be available for the wealthy but for everyone. This first-hand look at the world of IoT devices and how they didn’t have to spy on us if they were designed correctly inspired me to look at possible small scale alternatives to the exploitative products we all use today.



# CAMPAIGN APPROACH:

## WHY A CAMPAIGN?

This approach is versatile; it allows me to reach a broad spectrum of people through social media and in public spaces. Campaigns are also effective ways of encouraging change within society - think Extinction Rebellion. It is also a great way to open up discussion amongst the population about an issue (it can lead to press coverage & viral social media campaigns).

## TWO SIDES OF THE SAME COIN:

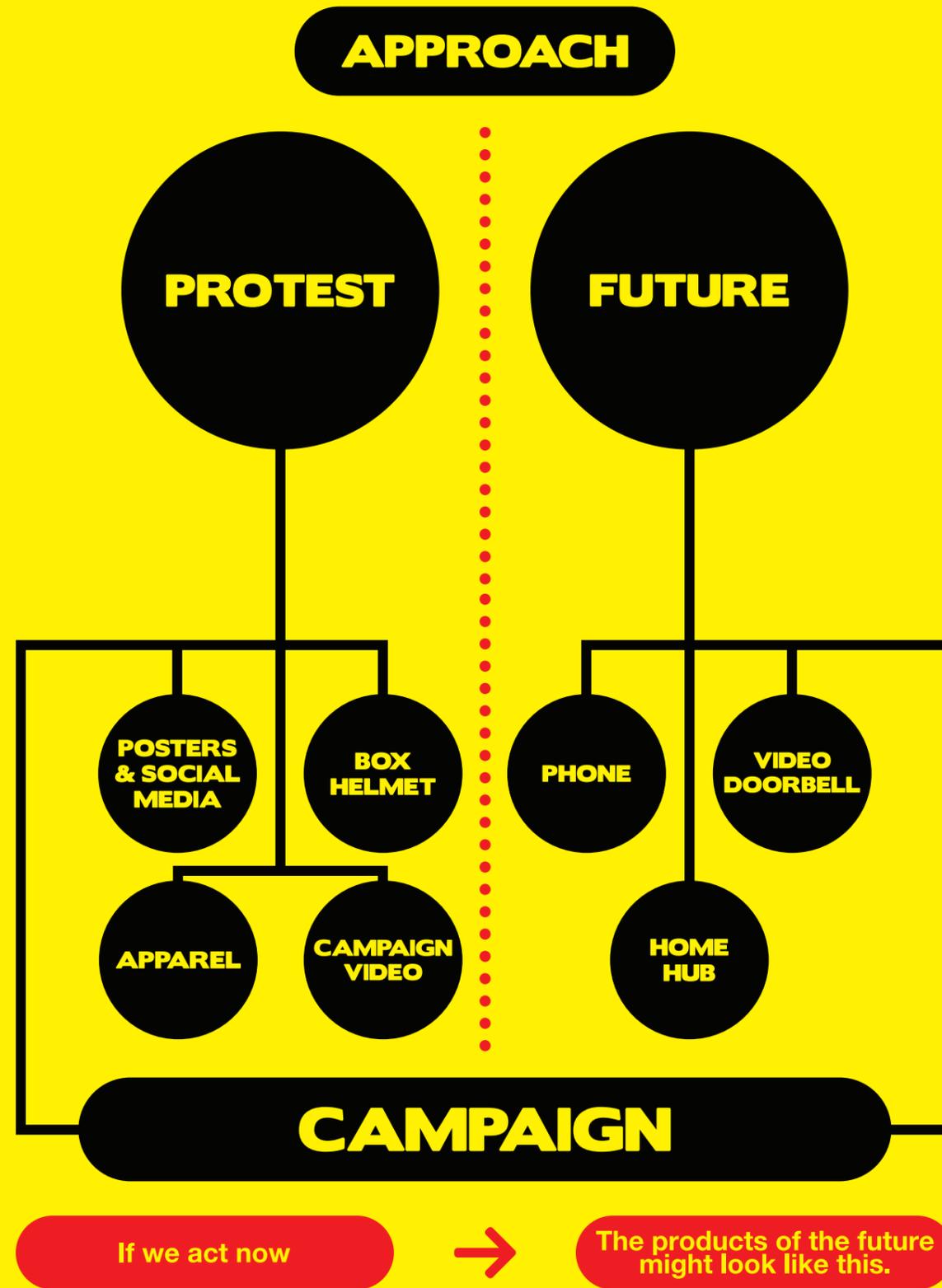
By approaching the issue of privacy from two different directions, this campaign is able to educate and also inspire.

### “PROTEST”:

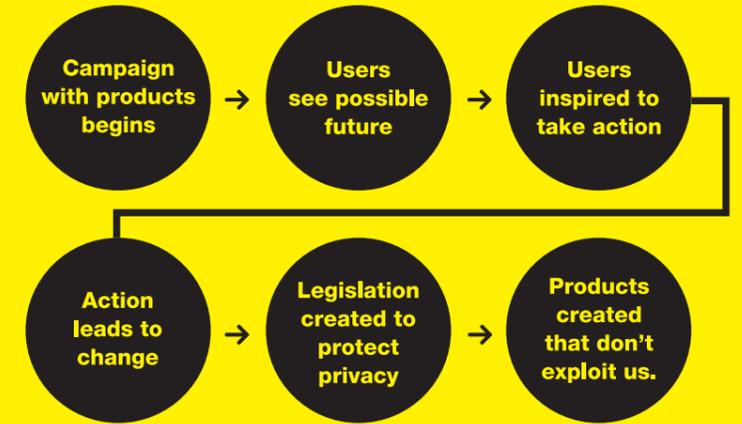
This arm of the campaign is all about education and messaging. Using social media and visuals such as posters / the helmet character and campaign videos, I am able to teach the public about modern day privacy issues. Highlighting the dangers and very real technology that governments & companies use to exploit our data will lead to a society that is more aware of these dangers. This side of the campaign is also about getting people involved; I do this by asking the public to get involved with a campaign video (this can be seen on my blog submission), I also do this through the use of “Protest Pack” - this is an open database of posters that anyone can access by scanning a QR code. Get involved, print off your own posters and stick them up in your hometown. The other element to “PROTEST” is Anonymous Apparel; this is how money is raised for the campaign through the public purchasing Anonymous branded clothing such as T-Shirts. This also aims to unite those who believe in the campaign and further involves the public. The clothing we wear tells others about us, what we like, what we believe in and so on.

### “FUTURE”:

The products we love don't have to spy on us. This simple idea is turned into a series of physical product concepts that show the world that the products and systems we rely on for communication, security and data storage can be designed differently. The message is simple; the everyday technology and services we use CAN be designed to respect your data, protect your privacy and give you full control of what you show to the world and what you keep to yourself. “FUTURE” shows the world what the products of the future might look like if we act now (PROTEST) and fight for legislation that protects a user's right to privacy and control of their own data.



## PURPOSE OF THE CAMPAIGN & POSSIBLE FUTURE APPROACH:



## IDEOLOGICAL POSITION:

Libertarianism is a political belief that places the individual before the collective. Simply put, it is the belief that no one person should have their rights or freedoms taken from them; even if the majority says otherwise. Libertarians believe that the individual should have freedom & autonomy in every respect. They also believe in always questioning government authority; arguing that government should be small and stay out of the lives of innocent law abiding citizens.



These key beliefs that individuals should have autonomy and that government/authority should not encroach on the lives of its citizens is something I personally feel very strongly about. This campaign is all about giving individuals control and ownership of their own data. This aligns with libertarianism and follows their ideological stance on user privacy, autonomy and questioning governments.

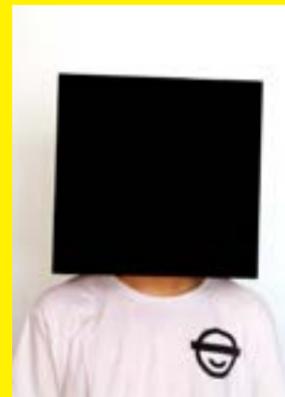
# CAMPAIGN LOGO/HELMET/SOCIAL MEDIA:

See Appendix Page: 2

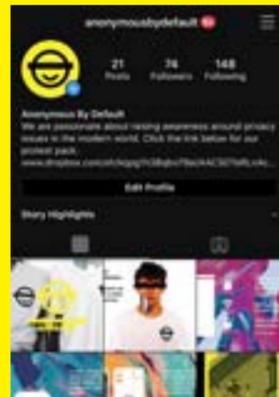
## FINISHED CAMPAIGN ELEMENTS:



Logo/Symbol



Anonymous Helmet



@AnonymousByDefault



Campaign Video

## KEY RESEARCH POINTS:

After looking at multiple campaigns and protests it is clear that a unifying symbol is necessary not only to represent the ideas of the campaign but also to unite people under one symbol that speaks for everyone and has the same meaning/voice everywhere. Think of the peace sign, the Extinction Rebellion logo or the Hong Kong flag; they unify the collective and give a voice to the masses using only visuals. The symbol must represent the ideas you are fighting for and also stick within the minds of the opposition.

A clear message, story and theme is important. The branding of a campaign needs to be strong and easily identifiable. A campaign's message to its audience must also be clear. Explaining your point and educating the audience on the problem will lead to a greater number of people understanding your point and in turn it will lead to a larger number of people engaging with your campaign and taking action. When your audience understands, is engaged and wants to join you will have succeeded.

My research has also show that a strong social media presence is important in order to get the campaign message to as many people as possible. While it may seem counterproductive to use social media to campaign for user privacy rights, all similar organisations such as Privacy International and Wiki-Leaks do it and in many ways using their technology against them is a liberating, powerful point in and of itself. Social media can be a space for your ideas to spread quickly and often naturally as more and more people follow your account and look at your posts – however, sometimes paid advertising is necessary in order to reach a greater audience.

Finally, in order for a campaign to succeed it must be engaging, unique and the content you create must be interesting, provocative and bold. This means that the visuals need to be exciting, thought provoking and creates attention. This can be done by getting your audience to participate directly, it can also be done by creating provocative (viral) media that people will want to share and show others. It is important to note that there are many ways to do this and being unique in your

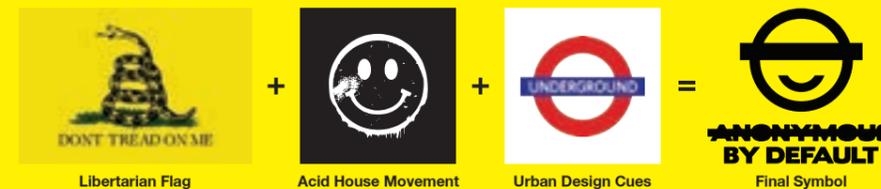
approach is always helpful as it allows you and your message to stand out.

## IDEATION:

Symbol/Logo initial ideas:



Final Symbol Inspiration:



## Helmet/Character:

I wondered if I could use the idea of a dead pixel to symbolise anonymity, a dead pixel on a screen is a black void of light – nothing. When its purpose is to display information and then it fails it is hiding what it should be displaying. I found this to be a great starting point for my helmet idea and began looking at BLK 3.0 – the worlds blackest acrylic paint. On camera it appears as a void of light, this paint allowed me to create a cube helmet that when worn appears as a void of light, a dead pixel on a screen. I will discuss the character development in the development section of my "Poster/Visual" page.

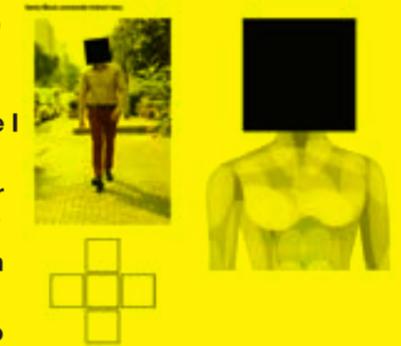


You can see more information about research, ideation, development and testing for the campaign in the appendix (see red box in the top right of the page).

## DEVELOPMENT & TESTING:

### Helmet:

As the helmet is a simple product to design, it did not take me long to develop. I measured multiple peoples heads and created an average that would fit the people I wanted to wear it for campaign videos and images. I designed it with a foam interior for comfort and the entire exterior is 9mm MDF that is sanded, sealed and then painted with BLK 3.0 (4 layers of paint). As this is not a commercial product It was not necessary to develop it further.



### Campaign Video:

The campaign video (can be seen on EduBlogs submission) is not mentioned in the initial ideation stage as it comes under testing as well as a development idea for the campaign. I wanted to find a novel way to test out how well people could re-draw the logo from an information sheet that I posted on social media and I asked them to email me the images for a campaign video. This idea further develops the idea of society standing up for change and supporting the cause whilst also giving me a great way to test my logo on a large scale.



### Social Media:

One of the most important aspects of my campaign is social media, I set up @AnonymousByDefault on Instagram and began to test posts to see what peoples reactions would be. I also looked at what were the most popular hashtags (#) to use for privacy/Libertarian focussed content as well as using hashtags that had nothing to do with the post in order to reach a larger audience. Looking at the number of interactions per post I was able to see what worked best and what didn't so that I could tailor my content better for the audience. Bold, thought provoking posts as well as those that were more artistic tended to achieve greater interaction.



# CAMPAIGN POSTER DESIGN PROCESS:

See Appendix Page: 3

## FINISHED CAMPAIGN POSTER EXAMPLES:

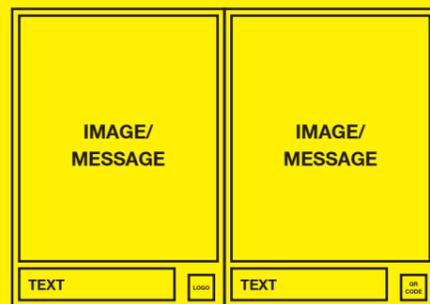
(You can see more on @AnonymousByDefault on Instagram or scan QR code to access the "Protest Pack")



## KEY RESEARCH POINTS:

As this is part of the campaign the research is very much the same. However, to be clear the posters must be bold, engaging, thought provoking, provocative and always on brand - following the same style so that they are recognisable and obviously from the same campaign group. Not every poster will have all of these features but they will always adhere to the brand image and style.

## IDEATION:



I spent some time experimenting with different styles of poster, experimenting with using symbols such as the Instagram logo as a CCTV camera, using the Police symbol and adapting it to "Thought Police" and also the Twitter logo as a dead messenger bird. However, after this experimentation it became clear that these posters were disjointed and did not stick to a clear brand image or theme. This is where I decided to wireframe and lay out a poster; looking at placement and colour schemes which I then further developed.

## DEVELOPMENT:



These above images show the layout transitioning into a fully fledged design. All posters have been made in the same style so that they are seen as being from the same organisation with the same message at its core.

## PROTEST PACK:

To further develop the campaign and distribution of the posters, I decided to open source all of my designs and make them available to the public on



an open Dropbox link that I have also made into a QR code so that people who see the posters can scan the code and be taken straight to all of the material. This strategy allows anyone who wishes to get involved to be able to print off their own set of posters and spread the word. This is a grass roots approach in the digital age.

## STORY BEHIND THE IMAGES:

In order to educate, inspire and scare those who view these posters on social media and in the streets they need to tackle different issues and approach each issue at a different angle. This has been done through the use of different styles of images. As you can see, each poster contains a large eye catching image or message. Some images are critical and approach the issues by turning the tables; replacing the technology with a human. This is used to scare the viewer and make them see the dangers of letting this technology into their homes. Others, such as the tin-foil hat poster is designed in a more tongue and cheek manner. This technique was used in an oxymoronic manner; telling people they aren't crazy for believing in this cause. As you can see, other posters use messaging; these follow the propoganda style and invite people to join the movement and learn more. The last style of poster is the political style where I have taken images of real life objects and technology that can be seen on the news currently which pose a threat to our privacy and freedom as a society due to COVID-19 for example (see images on right).

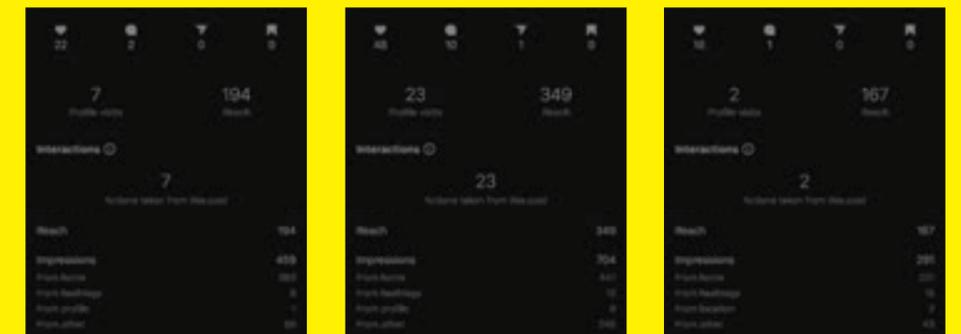
## TESTING:

The real world testing undertaken for these posters on social media was the driving factor in me changing my approach from an exhibition to a complete campaign. As I tested these images on Instagram; having set up an account focussed on privacy I could



see first-hand that this approach would have a much greater effect on my audience than an exhibition would. This is because the online campaign could reach far more people in real time and the audience has an almost infinite opportunity to grow on such a platform. Instagram has over 1 billion active users; the opportunity to reach people this way was more effective and a more realistic style of approach to take in order to tackle privacy issues head on in an appropriate, real world setting.

In addition to this, with testing my designs openly on Instagram I am able to look at post specific analysis that Instagram provides - this can show me what countries see them most, gender, age and also the number of engagements each post receives. This allows me to see what works best and what doesn't. This approach showed that this style of poster was effective, providing visual stimuli with supporting educational or inspiring text below in a familiar, consistent design.



# CAMPAIGN APPAREL DESIGN PROCESS:

See Appendix Page: 4

## FINISHED CAMPAIGN APPAREL:



Mens

Womens

## RESEARCH:

As I looked into how fashion can have a political influence, I found a quote on Refinery29.com by Dr Jonathan Michael Square: "Access to the press, governmental bodies or educational institutions is variable, but everyone has access to their own bodies. Fashion is, thus, one of the most readily available political tools." (Dr Jonathan Michael Square Refinery29). This statement alongside image research, my own knowledge and experiences has led me to believe that there is power in what we wear. Our fashion choices define us, our personalities and often our beliefs. Using fashion as a tool for political and societal change is not a new concept and I will use this as a way to both further the core message of the campaign and also as a money raising tool.



As you can see by the image examples (see right), Extinction Rebellion have used this technique, and so do many other campaigns. It is also important to note that rebellion and counter-culture is also often born out of and/or aided by fashion. The rave scene of the 90's, the Mods Vs Rockers era, the Peace movement etc – they all used fashion and clothing as a symbol of their beliefs and to further their message. This is what I will do with Anonymous Apparel; create clothing, further the core message and raise campaign funds.



I will approach the design and manufacture of this Apparel as if I am starting at grass roots level. Using spray paint and hand cut stencils rather than professional means of production to emulate the beginnings of a true campaign and how clothing brands like this often start out.



## IDEATION:



The core design was simple, the logo and nothing else. I explored its use on multiple garments and products such as hats, bags, t-shirts and hoodies.

## DEVELOPMENT:

To put my design into practice I printed multiple sizes of the logo and cut them out with a knife. I looked at which size fit best on the old T-Shirts that I had at home and then tried out different spray paints. I found Satin Black to be the best option as gloss spray paints did not hold their shape (causing bleed and run into the garment). Satin dried fast and gave me the best look for the apparel. Once I had decided what paint and size to use I then spray painted the logos onto two different T-Shirts; one for women and one for men (See final apparel above). I chose to stylize the women's garment by tying it in a knot in order to differentiate it from the men's option. Later, I photographed them and advertised them on the Anonymous By Default Instagram page as if it were a real campaign fundraising product. I also used this post to show that the campaign had developed further and had started to grow. (See provided images for advert and development).



## FURTHER/FUTURE DEVELOPMENT:

If this campaign was to continue after university I would consider adding more garments to the apparel collection. Expanding the line of available garments would not only diversify the campaign and brand, it would also increase revenue as users would have more choice and perhaps also purchase the full range of products if they appeal to them.

As a brand and also a campaign there are limitless options when expanding into different product offerings as it becomes more popular. Different products could include different graphic styles and prints, messaging and more. Accessories is also another option, products such as phone cases, wallets, socks, belts and laptop cases are all products that could be used to further develop the apparel line and expand the brand as well as continuing the political message through fashion.

## OTHER APPAREL OPTIONS:



# "FUTURE" PRODUCTS RESEARCH & IDEATION:

See Appendix Page: 5

## APPROACH - CRITICAL DESIGN:

Dunne & Raby's definition: "Critical Design uses speculative design proposals to challenge narrow assumptions, preconceptions and givens about the role products play in everyday life. It is more of an attitude than anything else, a position rather than a method."

This idea of using design as a tool for change by proposing design concepts that are not for commercial use, instead using design to encourage change in the industry or propose a new way of thinking about products and privacy is how I feel I can make the most impact with my designs.

## RESEARCH:

- 

82% of Americans surveyed say they worry about online security.  
<https://broadbandnow.com/report/26-data-privacy-statistics-2019/>
- 

81% of people surveyed say they feel as though they have little/no control over their own data.  
<https://www.pewresearch.org/internet/2019/11/15/americans-and-privacy-concerned-confused-and-feeling-lack-of-control-over-their-personal-information/>
- 

The NSA Prism programme orders tech companies such as Google & Facebook to allow the government backdoor access to private user data with no warrant.  
<https://www.theguardian.com/world/2013/jun/06/us-tech-giants-nsa-data>
- 

Amazon employees have been caught accessing Ring doorbell video feeds. (Cloud technology security issue)  
<https://www.bbc.co.uk/news/technology-51048406>
- 

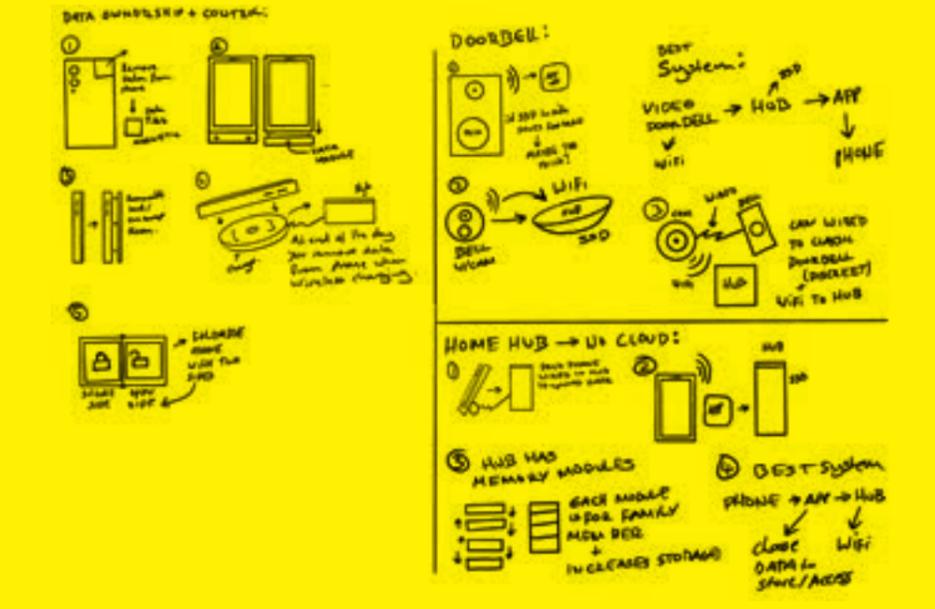
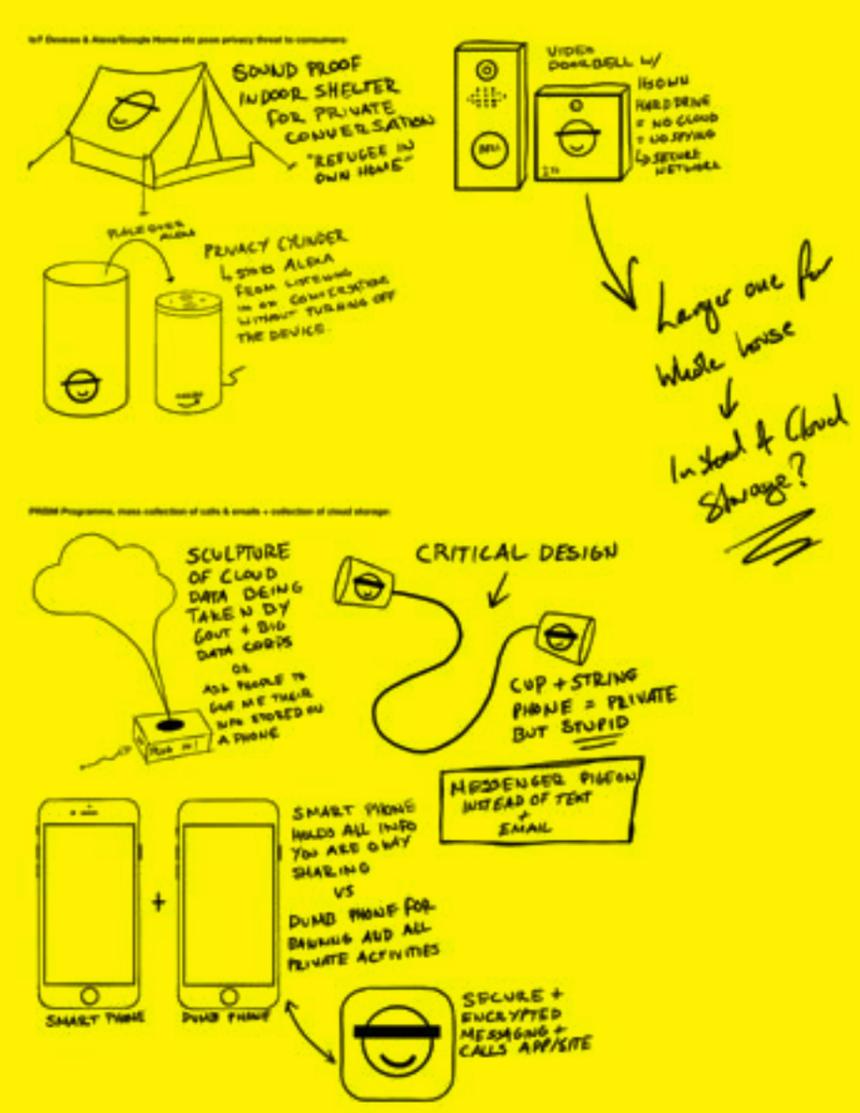
Google's terms of service allow the company do to whatever it likes with files you upload to the cloud.  
<https://www.cnet.com/news/who-owns-your-files-on-google-drive/>
- 

Your personal data is sold to advertising companies without your express permission or knowledge.  
<https://www.fastcompany.com/90310803/here-are-the-data-brokers-quietly-buying-and-selling-your-personal-information>

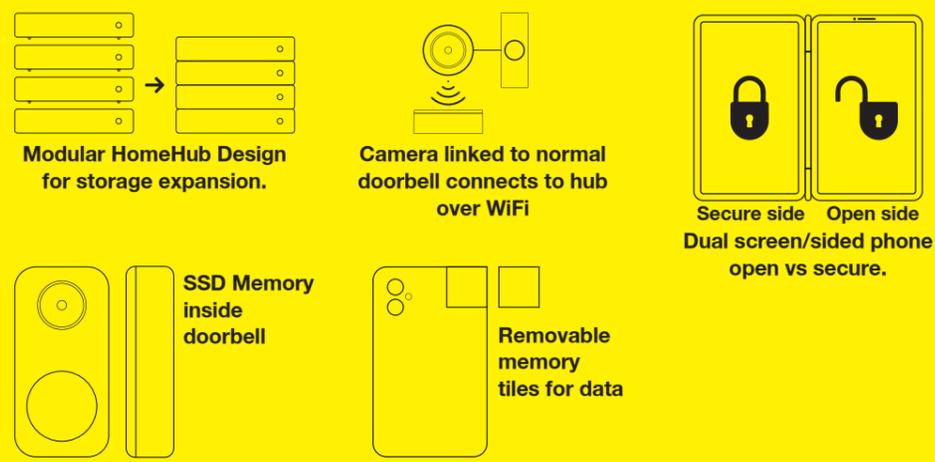
## SUMMARY:

The evidence is clear; we as consumers have lost ownership and control of our own data. The systems in which we communicate, secure our homes and store our data are designed to exploit said data. Using it to either make money, or for governments to gain access into the homes and lives of its citizens unlawfully and without a warrant. With big tech companies and governments joining forces to allow unprecedented access into citizens lives, we truly have no ownership of our data or any form of privacy.

## INITIAL IDEATION EXAMPLES:



## EARLY CAD DRAWINGS:



## IDEATION FOCUS:

It became clear to me through research and conversations with my tutor that I should focus on how technology and the systems that underpin them can be altered. I began to look at how an ecosystem of products could be designed in a way that is conscious, respectful and clear about how the user's data is used, where it is stored and who owns that data. This is where I begin to look at products and services that consumers are already familiar with and can relate to. A phone, the cloud and a video doorbell - three devices/services that are already well established but contain some of the biggest flaws and risks when it comes to privacy. Here are is my ideation section devoted to this concept and the products I am focussed on.



These CAD drawings of the phone concept are the the first iterations of the P1. They outline two ways to physically remove user data from the device. 1 - removal of the base of the device (not taken further due to it being a larger segment of the device). 2 - removal of one corner of the device (preferred option due to its practicality & design aesthetic).

# "FUTURE" PRODUCTS DEVELOPMENT:

See Appendix Page: 5

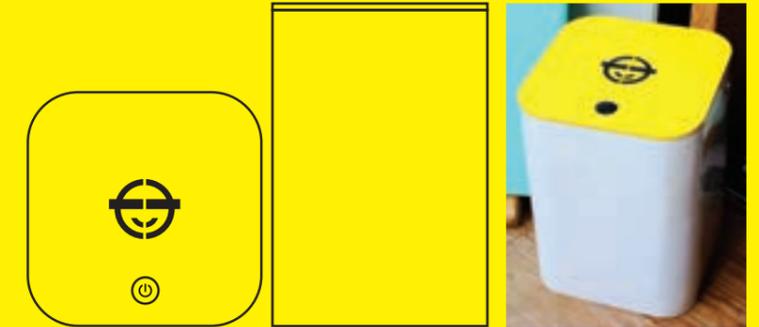
## FINAL DEVELOPED PRODUCTS & DRAWINGS:



Anonymous P1 Phone



Anonymous Video Doorbell & Doorbell Hub



Anonymous HomeHub

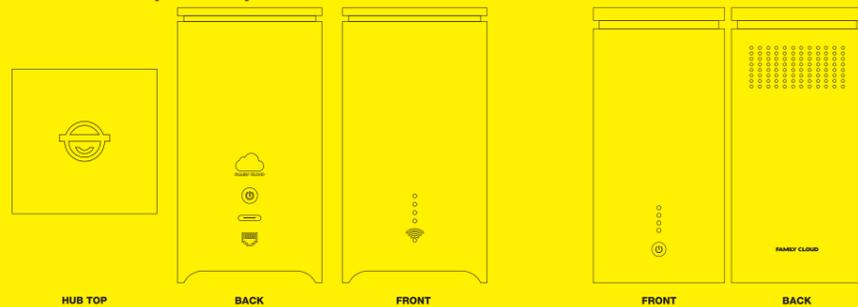
## INITIAL DIGITAL DRAWINGS:

Using Adobe Illustrator I worked on refining my designs for the three products. These products take my ideation ideas of DATA OWNERSHIP & DATA CONTROL and turn them into product concepts that give the user ownership and control of the data they create, use, share and store.

### Doorbell (1.0/1.1):



### HomeHub (1.0/1.1):



### Anonymous P1 (2.0):

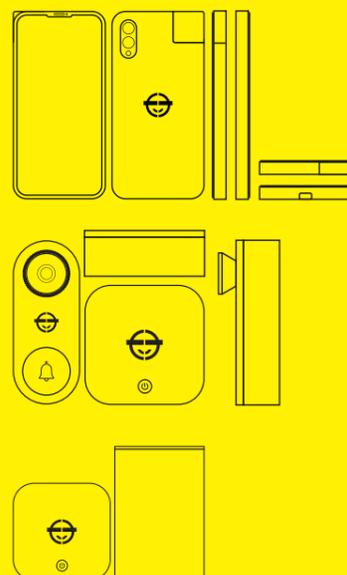


## EARLY PHYSICAL MODELS:



## FINAL REFINED DRAWINGS:

After seeing my designs in physical form it became clear that a more streamlined aesthetic relationship was needed. These drawings outline the final designs that were used. These drawings were also used as the CAD models for the laser cutting of all final metalwork.



**AESTHETIC RELATIONSHIP:**  
Colour scheme for all will match.

The phone has a more curved design on the corners to tie in with the hubs & doorbell.

The doorbell button is now a large circle to match the camera unit.

The hub for the doorbell and the HomeHub are now the same top down dimension. (HomeHub is taller).

(See appendix for detailed drawings)

## HIGH FIDELITY FINAL MANUFACTURE:

Laser Cutting metal work & MDF:



Assembly of metal & spray painting:



Assembly of MDF & spray painting + phone display paint:



Final Output:



# PRODUCT & CAMPAIGN TESTING:

## PRODUCT TESTING RESULTS:

Here is an overview of the feedback recieved from a questionnaire that has been filled out by people who have physically used/held/interacted with the products.

- 100%** "In control, empowered and I feel much safer knowing I have the power to remove my data. / It gives me piece of mind knowing that my data is in my hands."
- 100%** "Safe, I know that no one else can access the video without my permission."
- 100%** "I feel in control of my data and safer knowing that no one else can see it."
- 100%** "Like the overall aesthetic."
- 100%** "I feel in control of my data and safer knowing that no one else can see it."
- 100%** **100% Of users also said that these products successfully:**
  - Show people that products don't have to exploit user data.
  - Inspire people and promote a possible future for technology.
  - Add value to the overall campaign and it's message.
- Some people I have spoken to are worried about how criminals could exploit this technology.**
- Some people I have spoken to worry about the responsibility of owning their own data and looking after it instead of a large company.**

## CAMPAIGN TESTING RESULTS:

A questionnaire and supporting document containing campaign images/posters etc. was sent out to multiple members of the public for their feedback on the campaign and its deliverables. Here is a selection of this feedback.

- 100%** Feel as though the images marked (A) in the resource booklet are effective messaging tools.
- 93%** Wish to get involved & take action / gained a better understanding of the issues / wish to join the movement
- 93%** Believe that the helmet character is a powerful messaging tool for how hard it is to remain anonymous in today's society.
- 81%** Would be interested in purchasing Anonymous Apparel and believe it is an effective money raising tool.
- 93%** Like the campaign branding / logo and believe it is appropriate and effective.
- 100%** **100% of responders also found that:**
  - The campaign was educationally effective.
  - They gained better insight into the privacy issues we face as a society.
- Some people did not like the apparel due to it not being their style.**
- Some people did not see the benefit in the box helmet as a campaign tool.**

## TESTIMONIALS:

"Wish this was available now! I love the idea of being in charge of my own data and data security. The path we are on is scary and I really feel like change is needed. This campaign and the three products I have seen make me hopeful for the future. It is nice knowing that designers are out there whom exist to give back and not just take."  
[Mrs Seana K.]

"As an avid 'techy' I totally see the value of this campaign's USP. Privacy is the new buzz word that lots of big players like to throw around but they don't actually care. I think products like this from a campaign like this is just what we need. Companies that care about these things should be the future."  
[Mr John B.]

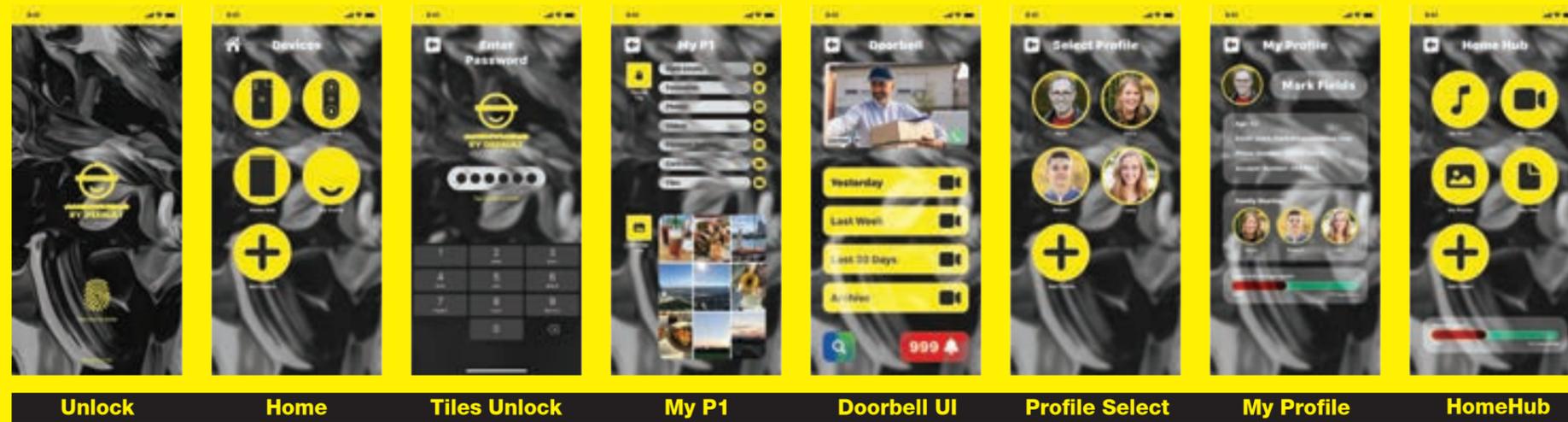
## PHYSICAL TESTING:



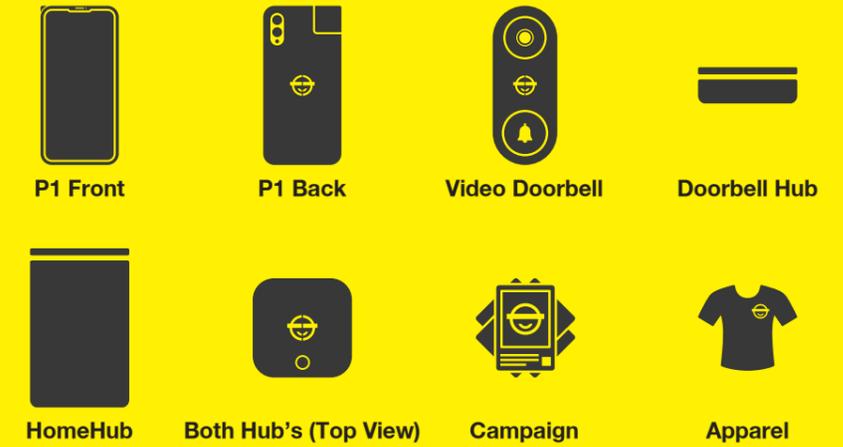
# APP UI DESIGN:

See Appendix Page: 7

## FINISHED APP PAGES:



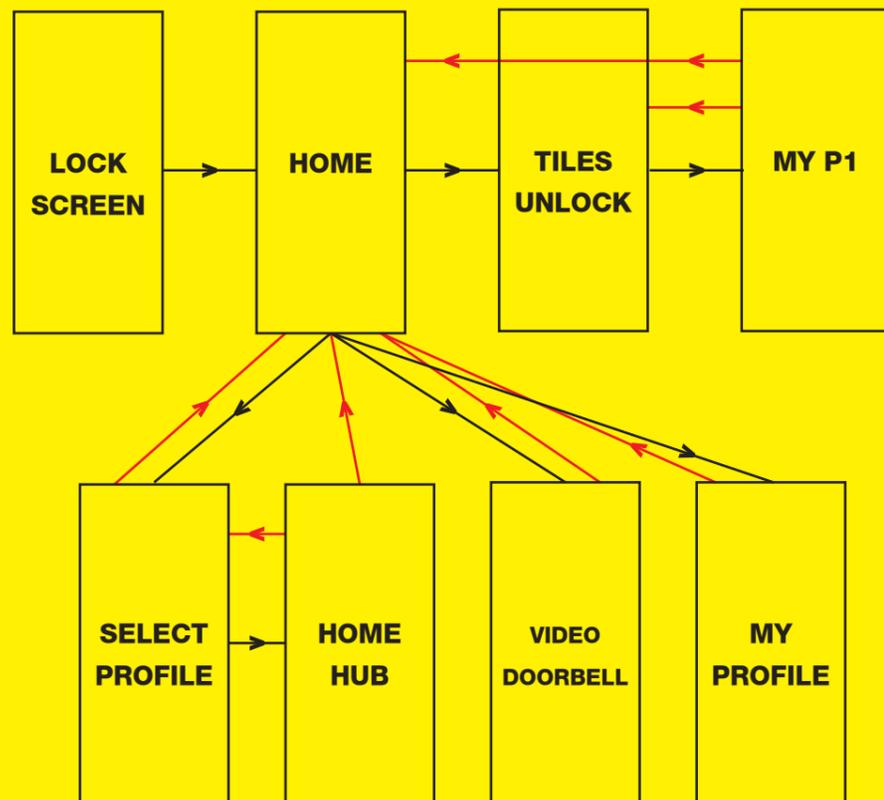
## CUSTOM ICON DESIGN:



## IDEATION:

I wanted to create an app that illustrates the relationship between the three devices as well as demonstrate each of their key features. This app is not intended to be fully realised; instead it is used as another visual representation of the future we could have if we fight for a more private future. This app UI is only intended for use in video advertisements, posters and other material that shows the audience/viewer that the products and systems we use today do not need to exploit our data. Below is the wireframe design for the app that was later fully realised in Adobe XD. This wireframe illustrates the system and controls the user has when using the app.

## WIREFRAME:



## DEVELOPMENT:

Using Adobe XD I created the custom app for the possible future devices. I ensured that the app was aesthetically linked with the products, using the Anonymous By Default yellow and the modern dystopia style for the UI background.

It is important to note that this app would be (if commercialised) available on iOS and Android devices so that users who want to keep their phone could still take advantage of the HomeHub and Video Doorbell/Hub. This is an important feature as this illustrates that these products could be as available and as easy to use as it's current, exploitative competitors. Each product can be used independently or together. The app enables this and also allows them to work in sync if you were to have all three. This developed feature is again hypothetical and simply to illustrate a possible future, however I believe it to be important as many people may believe that not using what is currently available would result in a loss of features or functionality (Please see Adobe XD file images for UI development photos).

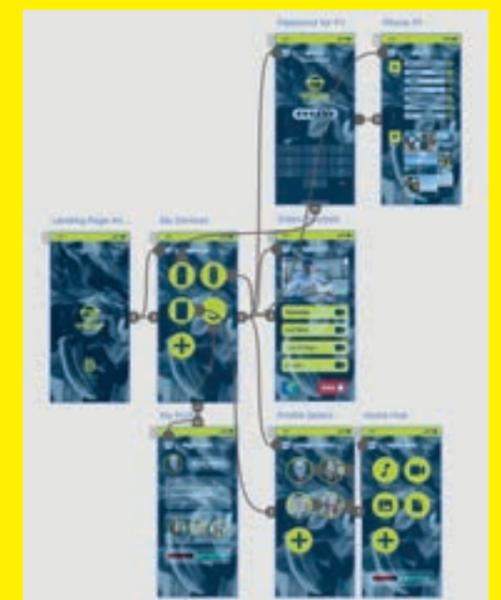
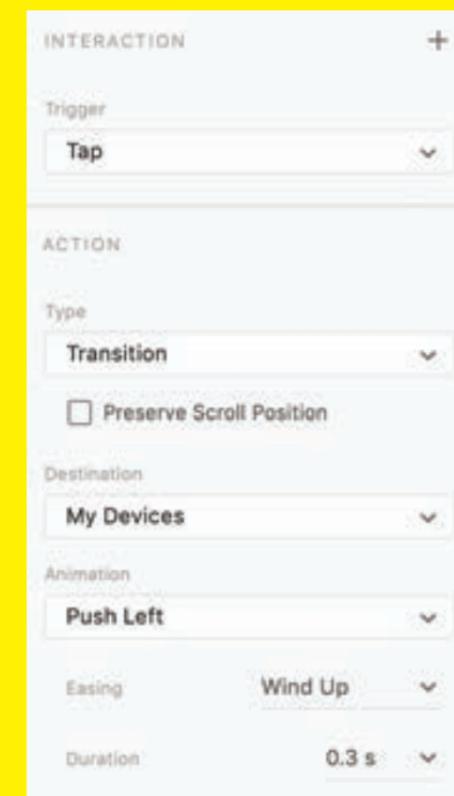
## CUSTOM ICON DESIGN:

Alongside the development of the app itself I also created custom icons for each device as well as the apparel and campaign. This is an area of further development that was undertaken to increase the fidelity of my designs. These custom icons were created in Adobe Illustrator and were designed to highlight the key features of each product (such as the removable tile on the Anonymous P1 phone).

When designing icons intended for use in small sizes, it is important to exaggerate areas that you wish the user to be drawn to. This helps the user distinguish your icon from similar icons. Using the Anonymous P1 phone as an example; the space between the removable tile and the main body of the phone is nowhere near as large as it is on the icon. However, in order to highlight it as a key feature you must over-compensate so that at small sizes it is easy to register for the user. I do this for all of them, these icons are used within the app as well as some social media posts.

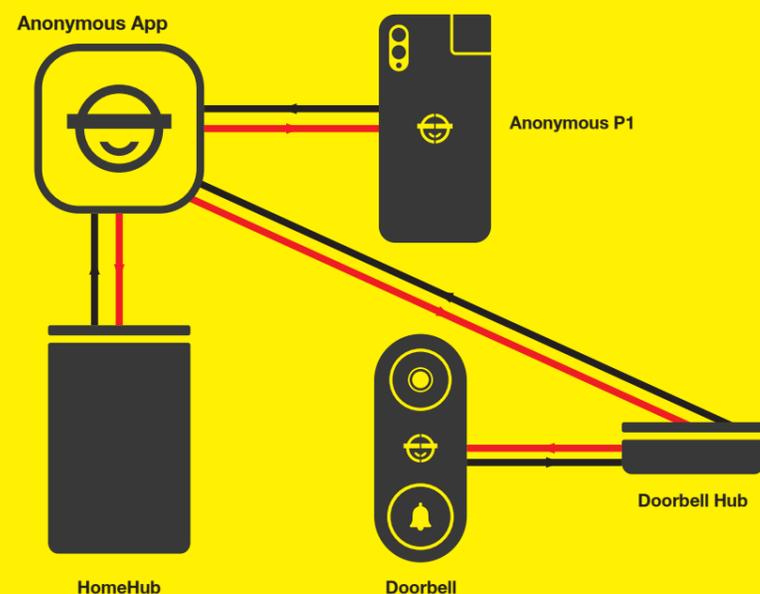
## ADOBE XD FILE IMAGES:

These images outline the programming undertaken to make the app prototype function correctly. Here you can also see the effects added to transitions and the developed app interface design.



# PRODUCT/APP RELATIONSHIP & CRITICAL REFLECTION:

## PRODUCT RELATIONSHIPS:



## ANONYMOUS APP:

The Anonymous App allows the user to:

- Control HomeHub
- Access and store data on the HomeHub over WiFi
- See live video from the Video Doorbell
- Access archived footage from the Doorbell Hub
- Control the Video Doorbell & Hub
- Choose what is stored on the Anonymous P1 Tiles
- Access any data on P1 Tiles

## CRITICAL REFLECTION:

### GENERAL:

Personally I believe that I have achieved a great deal in regards to this project. The sheer number of products and campaign elements I have designed and created to a high standard throughout the year has been a great achievement of mine and I am extremely proud of the work I have done.

I have learnt a great deal about my own personal ideological beliefs through this project, and I have also seen how ideology and opinion can sway your design thinking. This project has shown me that ideology and politics can and always will play a significant role in the design of products and services. By understanding how the current exploitative system works and looking at how to change that has really opened my eyes to a whole new world of designers who design for change and not for profit. This design “counter-culture” is really where I see myself; challenging the norm and questioning authority is exciting to me and this project has given me a real passion for this area of design and design thinking.

One area I would have liked to focus on more this year would have been counter-cultures in general. I use their influence in the logo of my campaign (Acid House Movement), however, to be able to explore it on a deeper level may have given me a greater insight into the minds of the individuals behind these types of movements.

### POSSIBLE FUTURE PRODUCT REFLECTION:

Designing three products and building them was daunting at first however, it was important for me to remember that the more I could create in different areas of the IoT space; the stronger my argument would be. The phrase I often use in this project: “The products we love don’t have to spy on us” came about by accident in conversation with some of my peers. It’s a simple yet powerful statement that sums up the purpose of these products entirely. We do love these products; so much of our lives depend on them working for security, to communicate and to keep our extra data on. But this doesn’t mean they are perfect products or services, and that is what I wanted to show people. I wanted to show people that there is a better way, a safer, more respectful way of these products handling our precious data. I believe I succeeded in this endeavour and managed to design and create concepts that are totally possible today if we fight for regulations and laws that protect our data and give us ownership.

If I was able to change certain aspects of this work; I would have spent more time learning about how to realise these designs and take them forward into further development. So many people have told me to patent these ideas and I may explore this option at a later date. I would also like to have further discussion with the campaign manager at Privacy International to see if we can collaborate and get these products out to a

wider audience. Privacy International expressed a keen interest in my project back in 2019 however, when it came time to begin building the concepts the COVID-19 crisis hit and I needed to focus more on the project and creating my concepts at home. I will of course follow up with them and show them my project in it’s entirety after submission so that I can see if Anonymous By Default can be sponsored and realised by a much larger organisation.

## IMPROVEMENTS I WOULD MAKE:

### ANONYMOUS APP:

If I had more time and a deeper understanding of Adobe XD I would have liked to develop the app further and add more features to it. This would have helped to outline a fully functioning ecosystem of products that can be controlled by a centralised app.

### CAMPAIGN/HELMET/APPAREL:

If COVID-19 had not caused social distancing I would have taken the helmet out into the public and tested it on CCTV. Due to this not being possible, I instead adapted the helmet to become a character for the campaign that features heavily in the video prototype.

In regards to the campaign and the large number of posters I created; it would have been incredible to create a website that housed them all, instead of using Dropbox. This area of further development would result in a “hub” of sorts that users could visit for news updates around privacy, new content and posters. I may explore this venture after university as this is a campaign I feel very strongly about and I know many others do too.

Anonymous Apparel added another element of realness to my campaign, it diversified the output and became my solution to fund the overall campaign. It is currently in it’s infancy and could include many more products. This is something I would have done if there was more time. Creating a campaign is similar to creating a brand; it is all about exposure, messaging and creating hype. I would have liked to actually sell some of these products grow the brand as this would have benefitted the campaign and it’s core message.

01110000 01110010  
01101001 01110110  
01100001 01100011  
01111001 00100000  
01101001 01110011  
00100000 01110000  
01101111 01110111  
01100101 01110010

# APPENDIX



**ANONYMOUS  
BY DEFAULT**

# ORIGINS - APPENDIX:

<https://privacyinternational.org/long-read/2852/protecting-civic-spaces>

“Imagine that every time you want to attend a march, religious event, political meeting, protest, or public rally, you must share deeply personal information with police and intelligence agencies, even when they have no reason to suspect you of wrongdoing. First, you need to go to the police to register; have your photo taken for a biometric database; share the contacts of your family, friends, and colleagues; disclose your finances, health records, lifestyle choices, relationship status, and sexual preferences; turn over your emails and text messages; provide access to your Internet browsing history and third-party applications (“apps”); allow police to track your movements in real-time; and transmit all data stored on your cell phone, including patterns of behaviour you may not even be aware of and data you had previously deleted. Second, while at the event, you must let the police look over your shoulder at everything you do on your phone. Third, all that information will then be catalogued in a database that police and intelligence agencies can search and analyse at any time. Would you still feel comfortable exercising your rights to freedom of expression, religion, assembly and association?”

Police and intelligence agencies are already capable of conducting generalised, invisible, real-time surveillance of civic spaces, from a distance, without people knowing or consenting. Civic spaces are the digital and real-life settings where people formulate ideas, discuss them with like-minded people and groups, raise dissenting views, consider possible reforms, expose bias and corruption, and organise to advocate for political, economic, social, environmental, and cultural change. Civic spaces include public streets, squares, and parks, as well as digital spheres including the Internet, messaging apps, and social media platforms. Police and intelligence agencies can extract information on a widespread scale from these civic spaces, and then create granular, searchable archives of the people who participate in them.”

<https://privacyinternational.org/explainer/55/social-media-intelligence>

Social media intelligence (SOCMINT) refers to the techniques and technologies that allow companies or governments to monitor social media networking sites (SNSs), such as Facebook or Twitter. SOCMINT includes monitoring of content, such as messages or images posted, and other data, which is generated when someone uses a social media networking site. This information involves person-to-person, person-to-group, group-to-group, and includes interactions that are private and public. The methods of analysing social media networking sites vary. Notably, social media intelligence may include tools to collect, retain, and analyse a vast range of social media data and interpret that data into trends and analysis.

<https://privacyinternational.org/explainer/3232/research-methodology-pre-installed-android-app-analysis>

Over the past few years, smart phones have become incredibly inexpensive, connecting millions of people to the internet for the first time. While growing connectivity is undeniably positive, some device vendors have recently come under scrutiny for harvesting user data and invasive private data collection practices. Due to the open-source nature of the Android operating system vendors can add pre-installed apps (often called “bundled apps” or “bloatware”) to mobile phones. In 2019, the first large-scale study of pre-installed software on Android devices from more than 200 vendors has shown that many of these apps come with security vulnerabilities, facilitate potentially harmful behaviours and backdoored access to sensitive data and services without user consent or awareness. The study concludes that the supply chain around Android's open source model lacks transparency. Pre-installed apps are not available on the Google Play Store and therefore often do not receive the same level of audit. They also come with pre-accepted permissions (i.e using a custom permission to access users' location data outside of the location services subsystem), which means that users will be unaware of the data that these apps collect. Finally, many of these apps send data to third parties, both large, and well-known companies such as Google, Facebook, Tencent and Baidu, as well as lesser known companies in the advertising and tracking ecosystem.

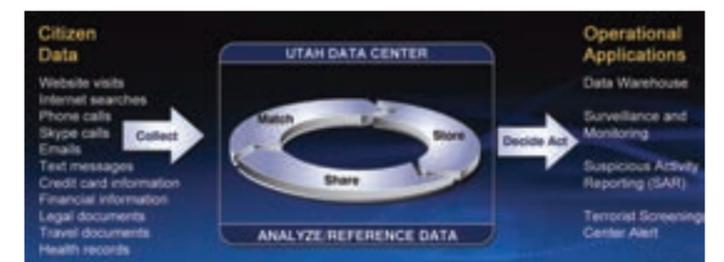
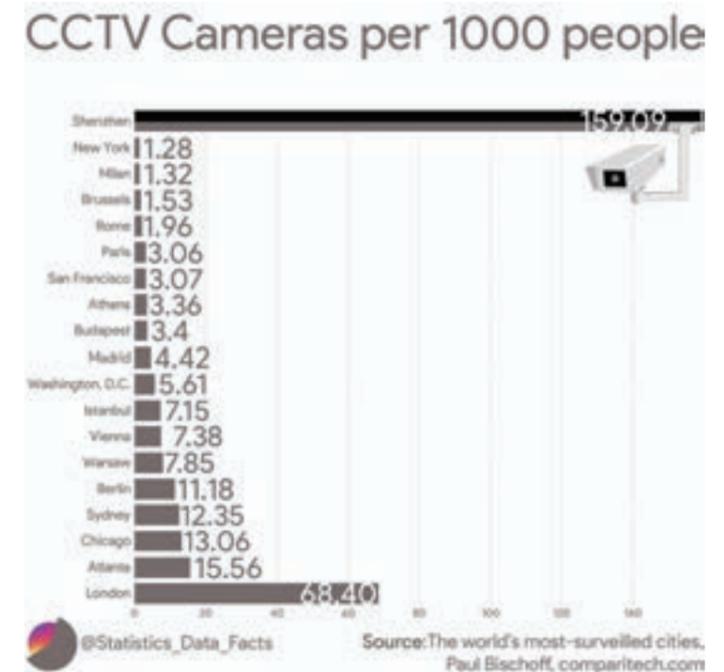
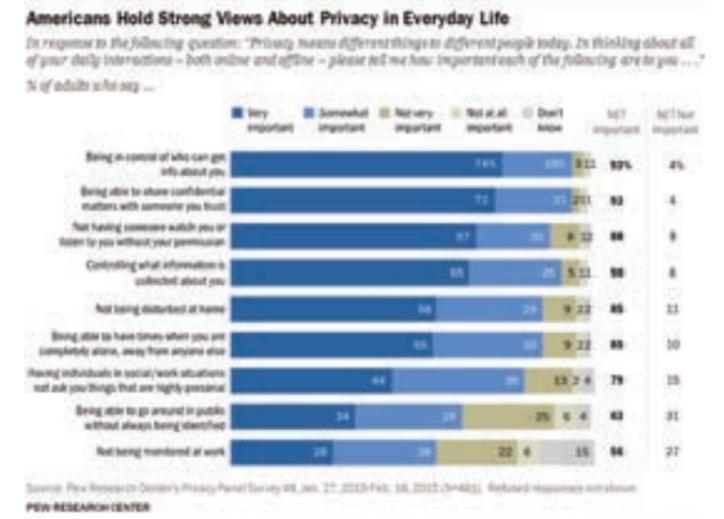
<https://www.vox.com/recode/2019/5/13/18547235/trust-smart-devices-privacy-security>

A new smart device survey by Consumers International and the Internet Society highlights this seeming contradiction. Some 63 percent of people find connected devices to be “creepy,” and 75 percent don't trust the way their data is shared by those devices, according to a survey of people in the United States, Canada, Japan, Australia, France, and the United Kingdom. That hasn't stopped them from buying these devices, which — through an array of cameras, microphones, and other sensors — have intimate access to our lives. Nearly 70 percent of survey takers said they own one or more connected device, which include smart home appliances, fitness monitors, and gaming consoles. For the study, smart or connected devices were defined broadly as everyday products and devices that can connect to the internet using wifi or Bluetooth, and include things like Amazon's Echo speakers, Google's Nest smart lock, and Furbo's pet camera/treat dispenser. Mobile phones, tablets, and computers weren't included.

<https://www.aclu.org/blog/privacy-technology/consumer-privacy/do-young-people-care-about-privacy>

Both Millennials (ages 18-34) and over-35 people believe in large numbers (70% and 77%, respectively, with a 3.1% margin of error) that “no one should ever be allowed to have access to my personal data or web behavior.”

Only 25% of Millennials agreed with the statement, “I'm ok with trading some of my personal information in exchange for more relevant advertising.” Among the over-35 set, it was 19%.



# CAMPAIGN LOGO/HELMET/SOCIAL MEDIA - APPENDIX:

## Creator of the Extinction Rebellion Logo - Artist ESP:

"I gradually realized that the issue was so big that I couldn't do this alone, and therefore it needed something simple that anybody could easily replicate. I was really interested in the history of symbols at the time anyway, such as cave art symbols, runes, medieval alchemy symbols, the peace and anarchy symbols, etc."

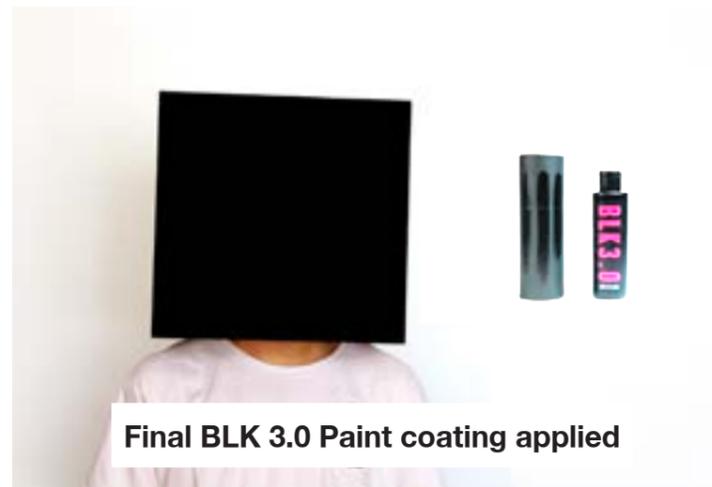
<https://www.fastcompany.com/90414932/how-the-extinction-rebellion-got-its-powerful-unsettling-logo>

## Existing Simple Symbols Research:



All of these symbols are easily drawn and replicated. They show that simple design is recognisable, easy to re-draw and great for a movement or campaign.

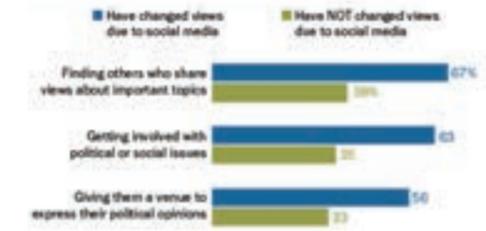
## Box Helmet Making Process:



## Social Media Research:

People whose views were changed by social media place more importance on these sites for getting involved in issues

% of U.S. adult social media users who say social media is at least somewhat important to them personally when it comes to ...

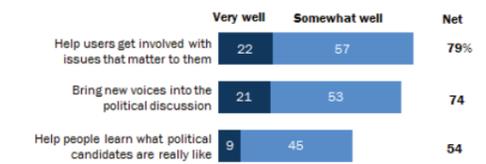


Note: Respondents who did not answer or gave other responses not shown. Source: Survey conducted May 29-June 11, 2016.

PEW RESEARCH CENTER

Majority of users feel social media help to get people involved with issues they care about, bring new voices into the political conversation

% of social media users who feel that these sites \_\_\_\_\_ very/somewhat well



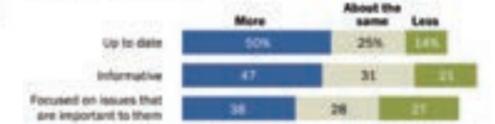
Source: Survey conducted July 12-Aug. 08, 2016. "The Political Environment on Social Media"

PEW RESEARCH CENTER

Social media users in 11 emerging economies regularly come across new ideas on these platforms

75% of social media platform and messaging app users frequently/occasionally see articles and other content when they use social media that introduce them to a new idea

% of social media platform and messaging app users who say that the news and information they get on social media is more/about the same/less ... compared with other sources



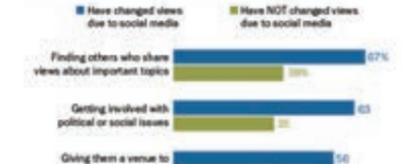
Note: Percentages are 11 countries included. Social media and messaging app users include those who said they use one or more of the seven specific online platforms measured in this survey.

Source: Mobile Technology and Its Social Impact Survey 2016 (Q2a, Q2b, Q2c & Q2d) "Publics in Emerging Economies Share Social Media Now Deeper, Even as They Offer New Chances for Political Engagement"

PEW RESEARCH CENTER

People whose views were changed by social media place more importance on these sites for getting involved in issues

% of U.S. adult social media users who say social media is at least somewhat important to them personally when it comes to ...



Note: Respondents who did not answer or gave other responses not shown. Source: Survey conducted May 29-June 11, 2016.

PEW RESEARCH CENTER

## CAMPAIGN INSTRUCTIONS:

We live in a world where our data is currency to be bought and sold by the people in power. They do this with little regard for our privacy or human rights. It's time to speak up and fight for the change we deserve. Let's stop the products we love and the government from spying on us!

With that in mind, we would like to ask you all to grab a piece of paper or anything to draw on. Draw our logo (it's really simple) and write #AnonymousByDefault underneath. Then put it in front of your face, take a picture and email it to us! Here's how to do it:

1: Draw our logo on some paper (draw it big) - if you can, make it as bold as possible!

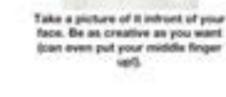
2: Then write #AnonymousByDefault underneath the logo. (Again as big as possible)

3: Take a picture of it in front of your face. Be as creative as you want (can even put your middle finger up!)

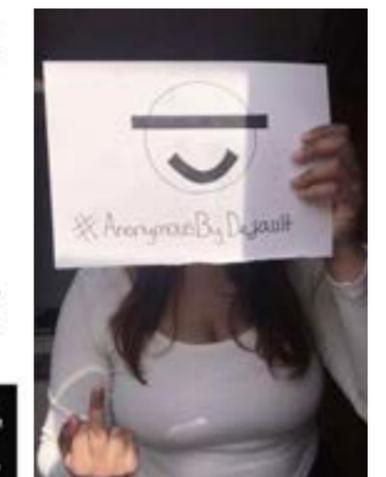
4: Finally, email the picture to us at: anonymous.kdefault@gmail.com

Remember, if you email us the picture it may be used in a social media campaign or video.

But who cares, no one will be able to see your face! (That's the whole point.)



User participation activity used for Campaign advert



# CAMPAIGN POSTER DESIGN - APPENDIX:

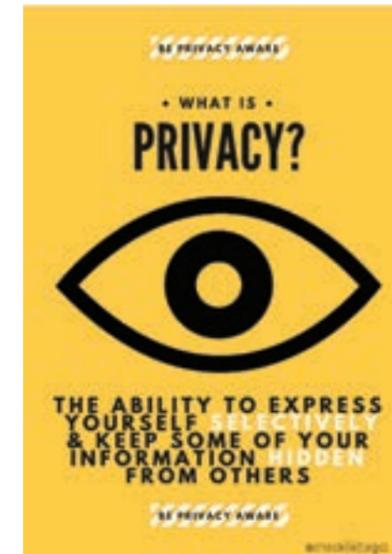
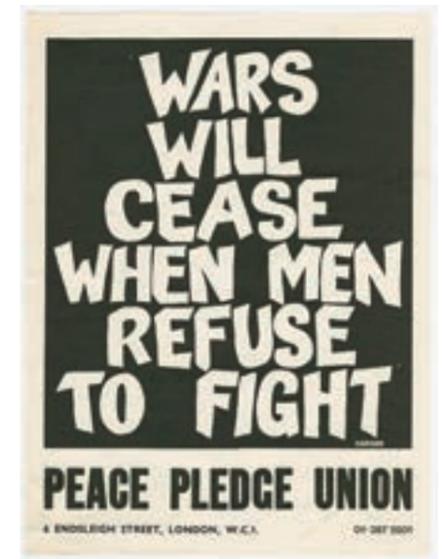
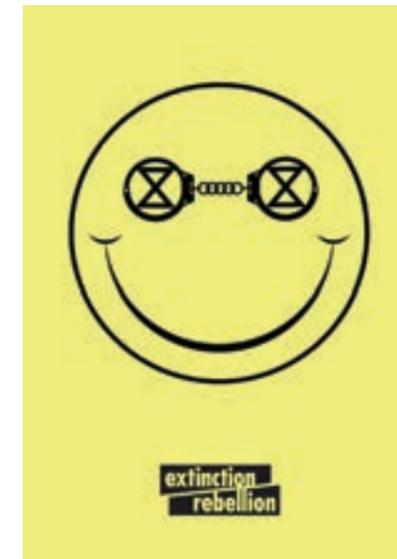
Inspiration for the design: Polaroid Pictures



Campaign Poster template:



Campaign Poster Research:



Polaroids are a snapshot in time. They symbolise moments, memories and significant events. The classic shape of a Polaroid picture was my starting point for the design of my campaign posters. I wanted my posters to copy this idea of a snapshot in time, a significant event etc. It was important to me that my posters were meaningful right down to the details of the overall design.

## FURTHER READING:

<https://www.kcet.org/shows/city-rising/the-history-and-art-of-protest-posters>

<https://frieze.com/article/pictures-defiant-art-protest-poster>

<https://www.theguardian.com/artanddesign/2020/jan/18/poster-art-a-visual-history-of-protest>

<https://99designs.co.uk/blog/design-other/how-to-design-a-great-protest-sign/>

<https://www.designweek.co.uk/issues/14-20-october-2019/protest-by-design/>

<https://powertotheposter.com/posters/protest-signs>

# CAMPAIGN APPAREL DESIGN - APPENDIX:

## FURTHER READING:

<https://www.refinery29.com/en-gb/politics-in-fashion>

<https://www.independent.ie/style/fashion/style-talk/the-rise-of-protest-dressing-how-fashion-and-politics-are-more-intertwined-than-ever-37860263.html>

<https://theconversation.com/fashions-potential-to-influence-politics-and-culture-90077>

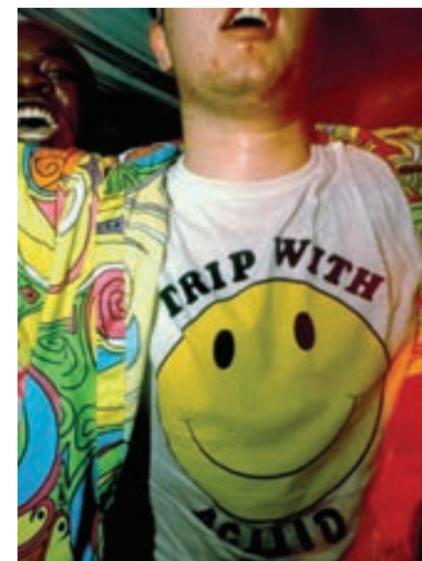
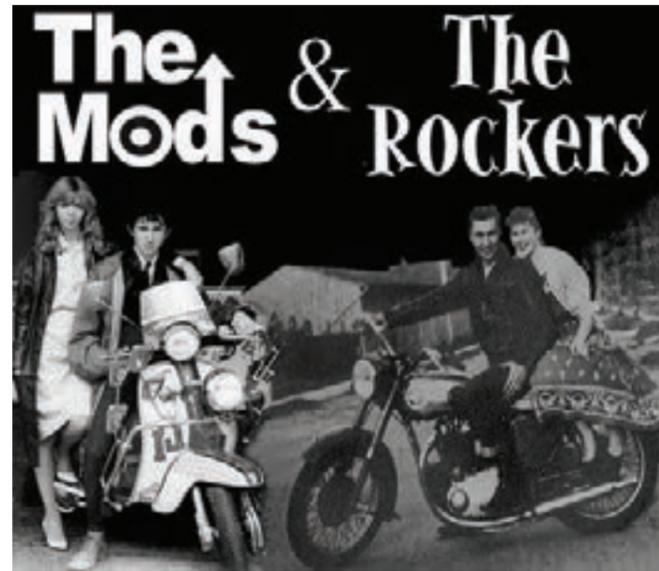
<https://allthatsinteresting.com/mods-vs-rockers>

<https://bellatory.com/fashion-industry/Fashionsofthe1960sModsHippiesandYouthCulture>

<https://fashionhistory.fitnyc.edu/1960-1969/>

## SUMMARY:

**FASHION CAN BE USED AS A POLITICAL TOOL & TO REPRESENT A MOVEMENT OR BELIEF.**



# “FUTURE” PRODUCTS - APPENDIX:

## FURTHER READING:

<https://www.theguardian.com/technology/2020/may/20/apple-whistleblower-goes-public-over-lack-of-action>

<https://www.consumerwatchdog.org/privacy-technology/how-google-and-amazon-are-spying-you>

<https://www.sciencenewsforstudents.org/article/smartphones-put-your-privacy-risk>

<https://www.computerworld.com/article/3313585/when-it-comes-to-mobile-you-pretty-much-have-no-privacy-rights.html>

<https://ssd.eff.org/en/module/problem-mobile-phones>

<https://globalnews.ca/news/6633045/amazon-ring-privacy-security-explained/>

<https://www.washingtonpost.com/technology/2019/01/31/doorbells-have-eyes-privacy-battle-brewing-over-home-security-cameras/>

<https://abcnews.go.com/Business/senator-blasts-amazons-ring-doorbell-open-door-privacy/story?id=67162384>

<https://www.computerworld.com/article/2483552/no-your-data-isn-t-secure-in-the-cloud.html>

## EXISTING VIDEO DOORBELLS:



All current options are cloud based devices.



## SSD (FLASH STORAGE):

- SMALL SIZE
- NO MOVING PARTS
- FAST DATA TRANSFER
- RELIABLE & RUGGED
- LARGE MEMORY OPTIONS AVAILABLE IN SMALL SIZES

<https://www.digitaltrends.com/computing/what-is-an-ssd/>

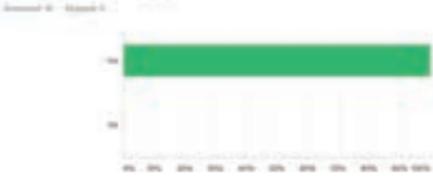
“This work isn’t about making predictions, it’s about creating tools; tools that help to connect our present and future selves so that we can be active participants in creating a future we want”.

Anab Jain, Superflux

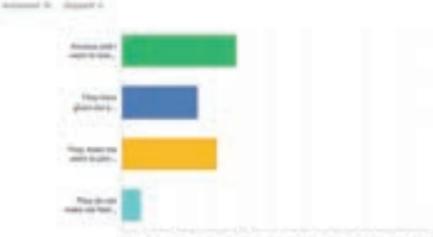


# PRODUCT & CAMPAIGN TESTING - APPENDIX:

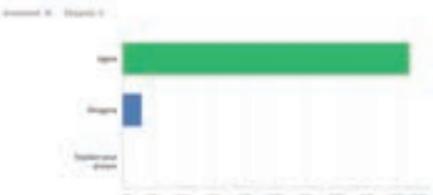
Do you feel as though the images marked (A) in the resource booklet are effective messaging tools?



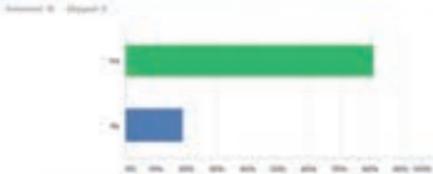
How do the posters marked (B) in the resource booklet make you feel about privacy issues?



The helmet character (C) in the resource booklet is a powerful messaging tool for how hard it is to remain anonymous in today's society.

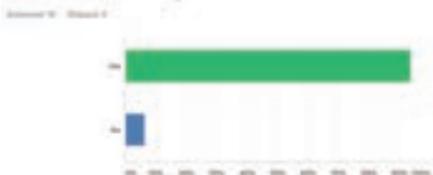


Is Anonymous Apparel (D) in the resource booklet an effective way to raise awareness and raise money for the cause? And would you be interested in purchasing this clothing if it were available?



ANSWER CHOICES	RESPONSES
Yes	80.00%
No	20.00%
TOTAL	100

Does the logo/branding overall appeal to you and do you believe it is effective for the campaign?



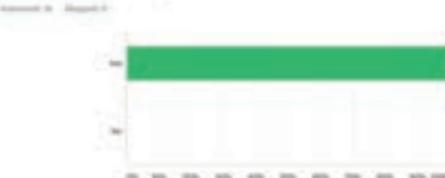
ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
TOTAL	10

If you were to see the images and posters (presented to you in the resource booklet) in public, do you think it would get your attention and inspire you to get involved?

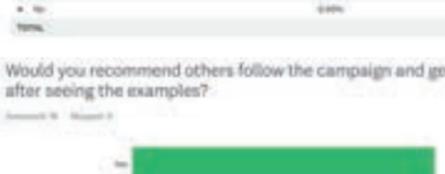


ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
TOTAL	10

Overall do you believe this campaign is effective and has educated you on the issues of privacy?



Would you recommend others follow the campaign and get involved after seeing the examples?



ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
TOTAL	10

Have you gained a better insight into the privacy issues we face as a society through the campaign examples you have seen?



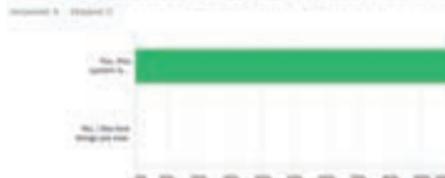
ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
TOTAL	10

- I mentioned to my friend about it [View responses & answers](#)
- Don't ask to see it in a meeting with my brother wanting you every week [View responses & answers](#)
- No comment [View responses & answers](#)
- Can the people affected more instead to have these items as well. I feel like you could spread the message quicker and allow them to get the items [View responses & answers](#)
- Just not my sort of thing [View responses & answers](#)
- Looks great, nation with a message [View responses & answers](#)
- It is effective but not my style [View responses & answers](#)
- Because it's simple but gives a great message [View responses & answers](#)

## CAMPAIGN SURVEY RESOURCES



Using the App prototype for the products; do you understand how the relationship between our privacy and our products can be improved?



Do you think these products are valuable to the overall campaign message?



As a tool to inspire people and promote a possible future for technology do you believe that the products succeed in this or not?



Do you think that the devices help show people that our products don't have to exploit our data?



Would you purchase these devices if they were available and on the market?

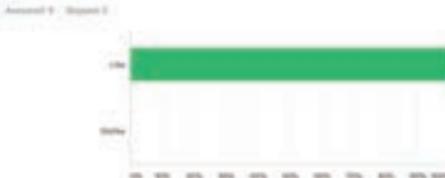


P1 Smartphone: How does the physical action of removing your data from the phone make you feel?

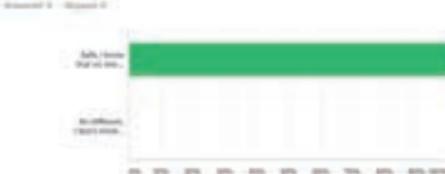


ANSWER CHOICES	RESPONSES
In control, empowered and that I feel better knowing that no one else can see it	40.00%
It gives me peace of mind knowing that no one else can see it	40.00%
No feeling	20.00%
TOTAL	10

Design of all devices: Do you like or dislike the overall aesthetic of the products?



Video Doorbell & Hub: How do you feel knowing that the video is saved in your home and not to the cloud?



ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
TOTAL	10

HomeHub: How do you feel knowing that your data is saved to your home and not to the cloud?



ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
TOTAL	10

Due to the COVID-19 outbreak I was unable to get more physical testing done for the products and posters. This led me to send out a worksheet and online questionnaire to get feedback.

I also conducted verbal testimonial interviews which can be found on the portfolio.

# APP UI DESIGN - APPENDIX:

## CUSTOM ICON DESIGN RESEARCH:

<https://www.smashingmagazine.com/2018/02/user-interfaces-icons-visual-elements-screen-design/>

<https://developer.apple.com/design/human-interface-guidelines/ios/icons-and-images/custom-icons/>

## Apple's UI Icon Design Guidelines:

**Create recognizable, highly-simplified designs.** Too many details can make an icon confusing or unreadable. Strive for a simple, universal design that most people will recognize quickly and won't find offensive. The best icons use familiar visual metaphors that are directly related to the actions they initiate or content they reveal.



App icon



Glyph



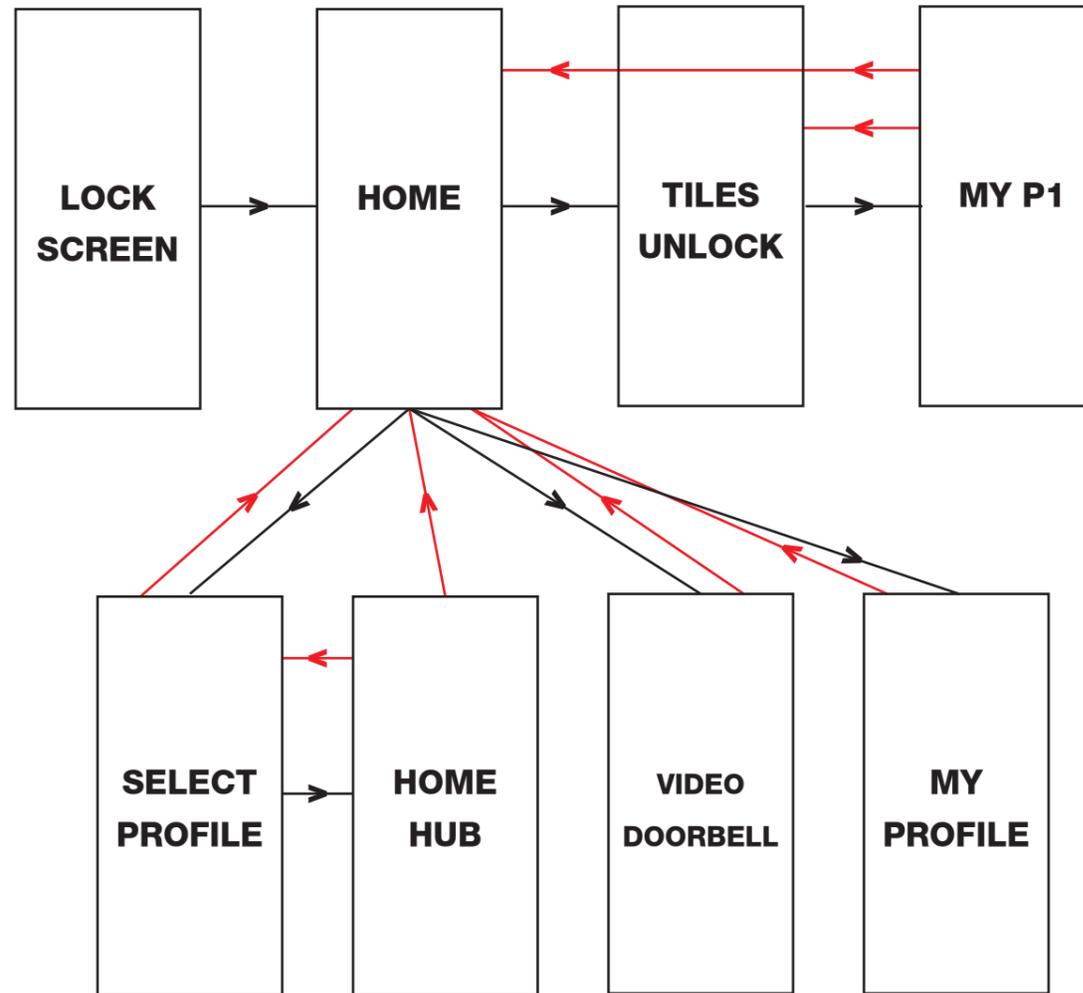
Glyph (color applied)

**Design icons as glyphs.** A glyph, also known as a *template image*, is a monochromatic image with transparency, anti-aliasing, and no drop shadow that uses a mask to define its shape. Glyphs automatically receive the appropriate appearance—including coloring, highlighting, and vibrancy—based on the context and user interactions. A variety of standard interface elements support glyphs, including navigation bars, tab bars, toolbars, and Home screen quick actions.

**Embrace simplicity.** Find a single element that captures the essence of your app and express that element in a simple, unique shape. Add details cautiously. If an icon's content or shape is overly complex, the details can be hard to discern, especially at smaller sizes.

**Provide a single focus point.** Design an icon with a single, centered point that immediately captures attention and clearly identifies your app.

**Design a recognizable icon.** People shouldn't have to analyze the icon to figure out what it represents. For example, the Mail app icon uses an envelope, which is universally associated with mail. Take time to design a beautiful and engaging abstract icon that artistically represents your app's purpose.



This simple app UI was designed to give users the experience of what it might be like if companies designed FOR users to have control of their own data. This app was never meant to be fully fleshed out and designed to work properly.

As you can see, there are only very basic actions that can be taken with this app. This is simply to provide users with context for the products and how they would work with software. This app gives me the ability to outline how users can control all three devices from one centralised place, instead of relying on multiple apps and different softwares.

## UI RESEARCH:

