

Charm Bracelets
Thesis II Midterm

My Project Focus


By running a series of workshops dedicated to memory association and charm bracelets.

I've learned people can connect often forgotten
memories to conversation and craft.

My focus is on the relationship people have with their memories, in addition to creating a sense of peace and happiness through craft

Early Research & Setting Up Testing

Persona



It takes years as a woman to unlearn what you have been taught to be sorry for.

AMY POEHLER

Persona:
Metropolitan Women

Why She Cares

“It’s important for me to develop an understanding of how the relationship between women & power has been formed”

She/Her Persona

As the political climate in the United States get increasingly complicated, and she cares about how women’s empowerment clashes with the traditional symbols & constructs of power.

As a person living in a large city and spending a large amount of time on social media and websites like TheCut and Refinery29, she’s aware of how policy and feminism intersect.

Pain Points

- * Lack of Concentration
- * History doesn’t always feel relatable
- * Lack of diversity in historical figures
- * History is kind of boring...

They’ve gotten their dolls versus the toys I’ve seen in early education it’s been animals of different sizes, the cutting with the velcro, we do the nest cups and stacking them and the size changing

But since toys have become fancier and prettier but now babys get little toy cellphones with big buttons

The kids will get the toy and get the button and yeah it will sing but what about screwing lids on top of bottle, and cutting

The toys aren’t valuable and I’ve seen tons of toys she’s gotten but fisherprice and mattel and they say that it’s for development but it does one thing and it stops

One activity and one toy should provide more than one thing

It shouldn’t be that simple, if you’re telling me that this toy will only keep my child entertained for 2mins

There are so many DIY things because it’s more beneficial for kids to have toys made at home than toys bought at the store

If it’s going to be something in the home and that they (moms) can use they almost always buy

What’s the point in spending that money when I can make something that will last

Parents do not go out there and buy toys, kids play with tubberware, bottles, and boxes, with the child practicing with things around them, I kind of need to know these skills for their whole life

Nobody is like “I bought this because it will help their development”

I think the question becomes what do you do to help your child’s development?

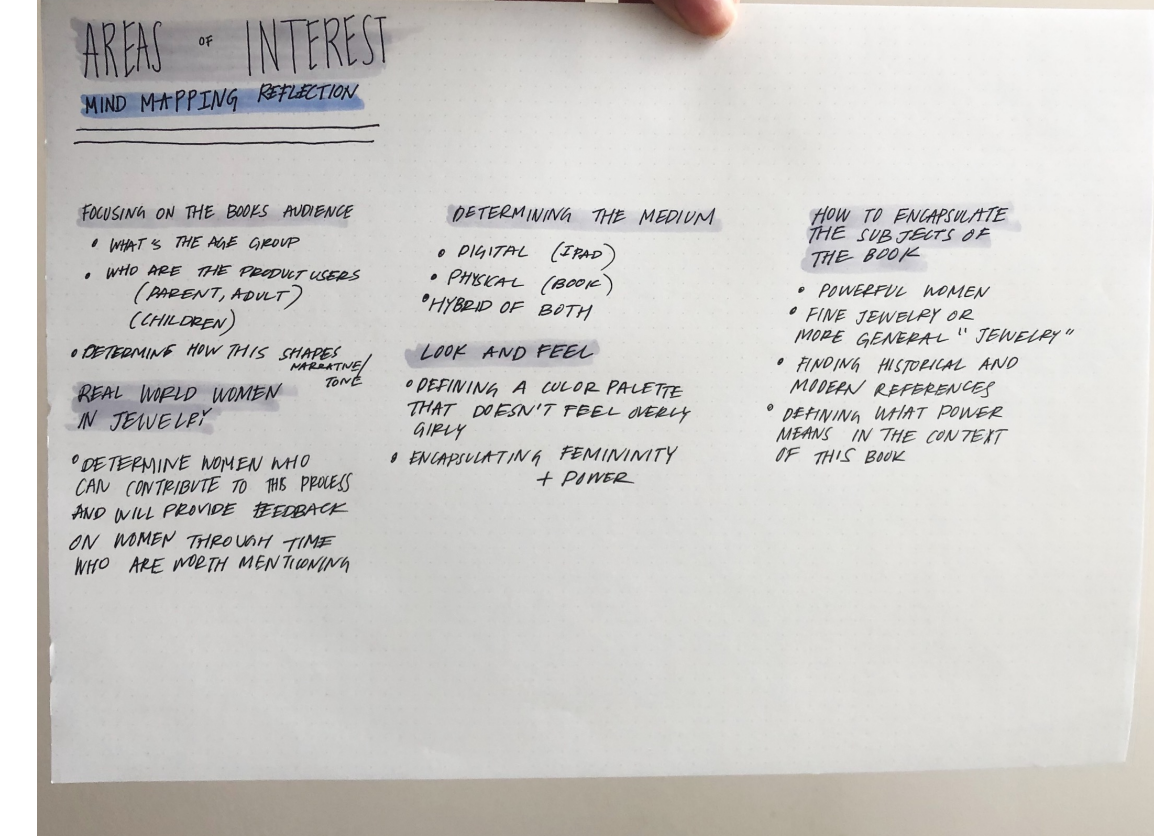
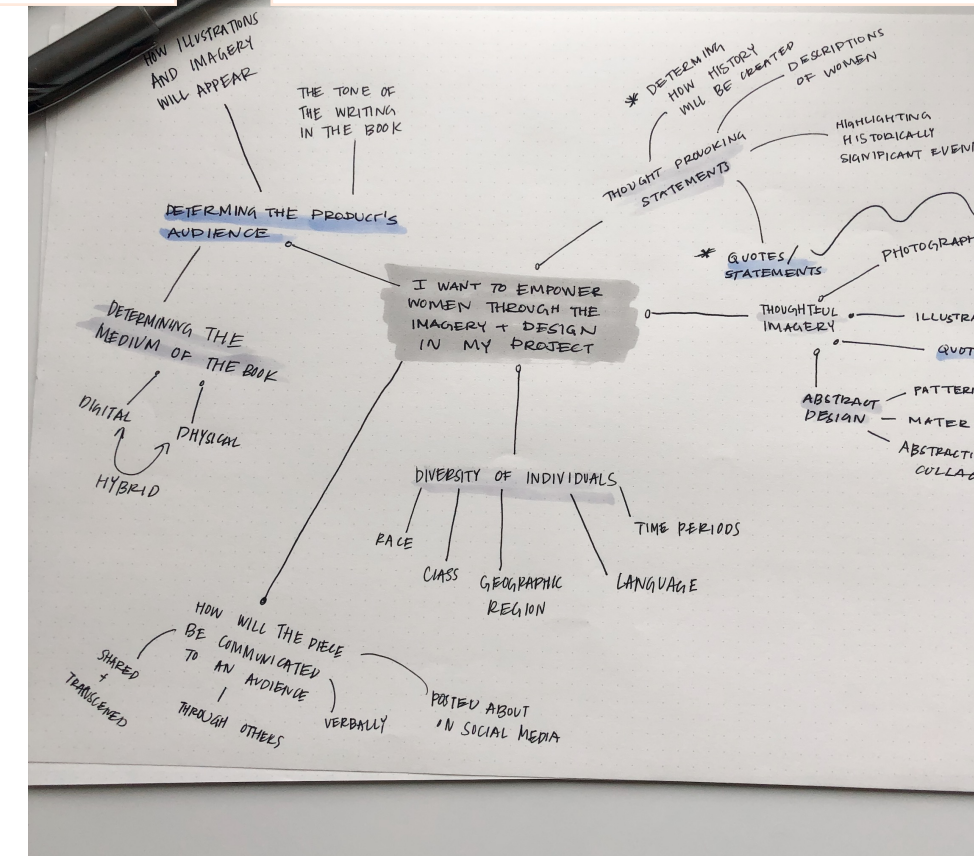
One of the biggest things I teach my Jumpstart kids is beading, it’s a fine motor and a pattern

Age 0-3

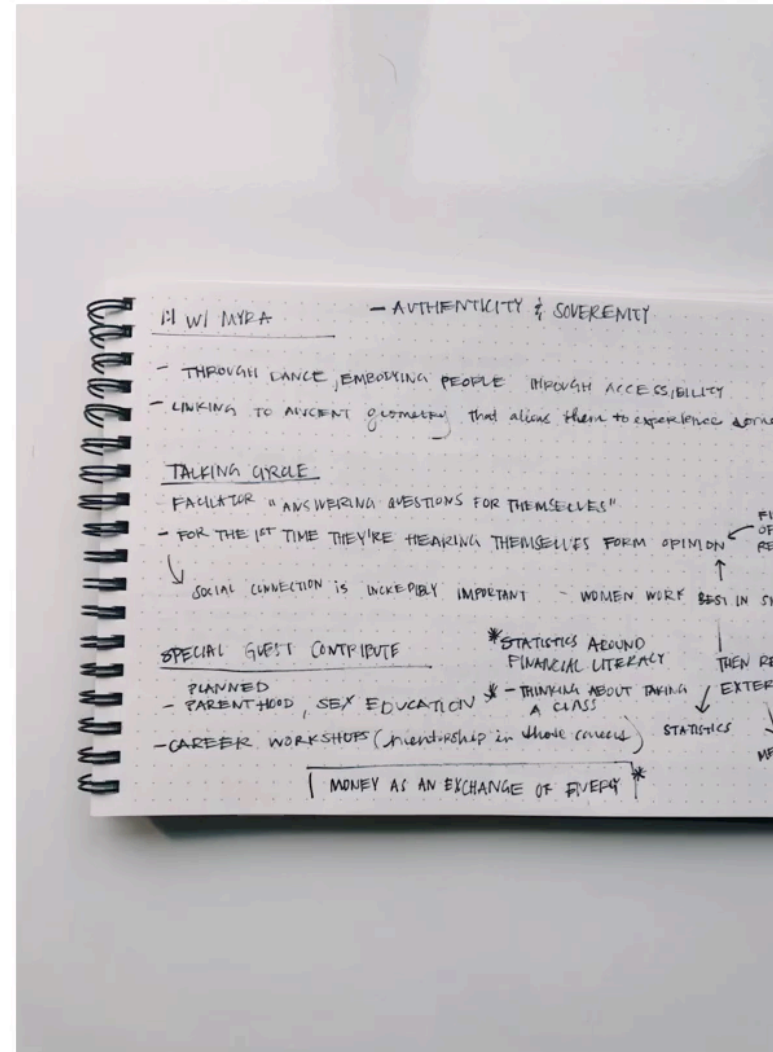
They could big beads, something really beautiful or something that mom could have

User Interviews

“Charm bracelets attach meaning and memory”



Mindmapping

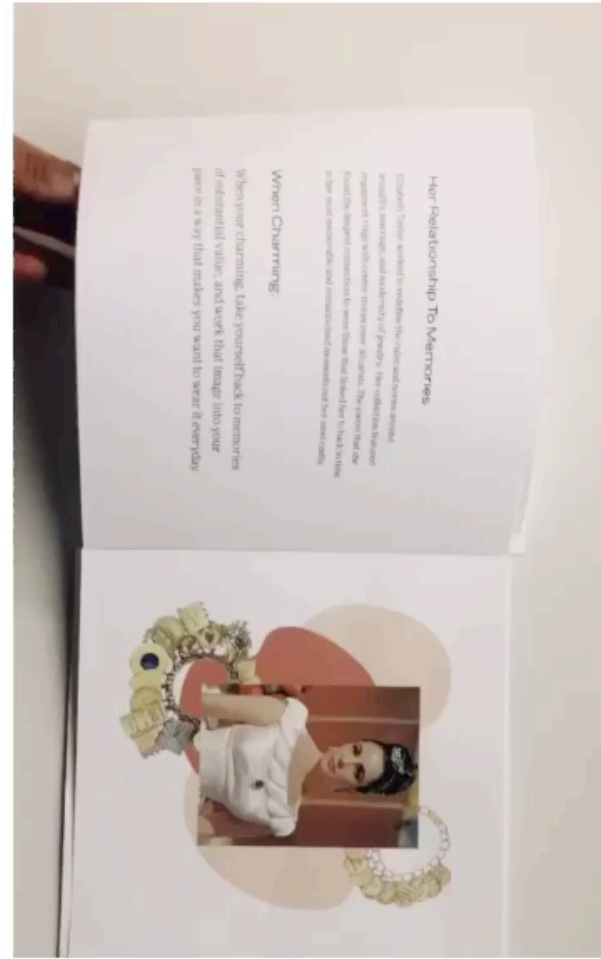


Memories + Jewelry

For the last two semester I've taken on an internship working within engagement rings and fine jewelry

I've conducted multiple user interviews with both artists and jewelers about the relationships between everyday pieces and the memories that are associated with them

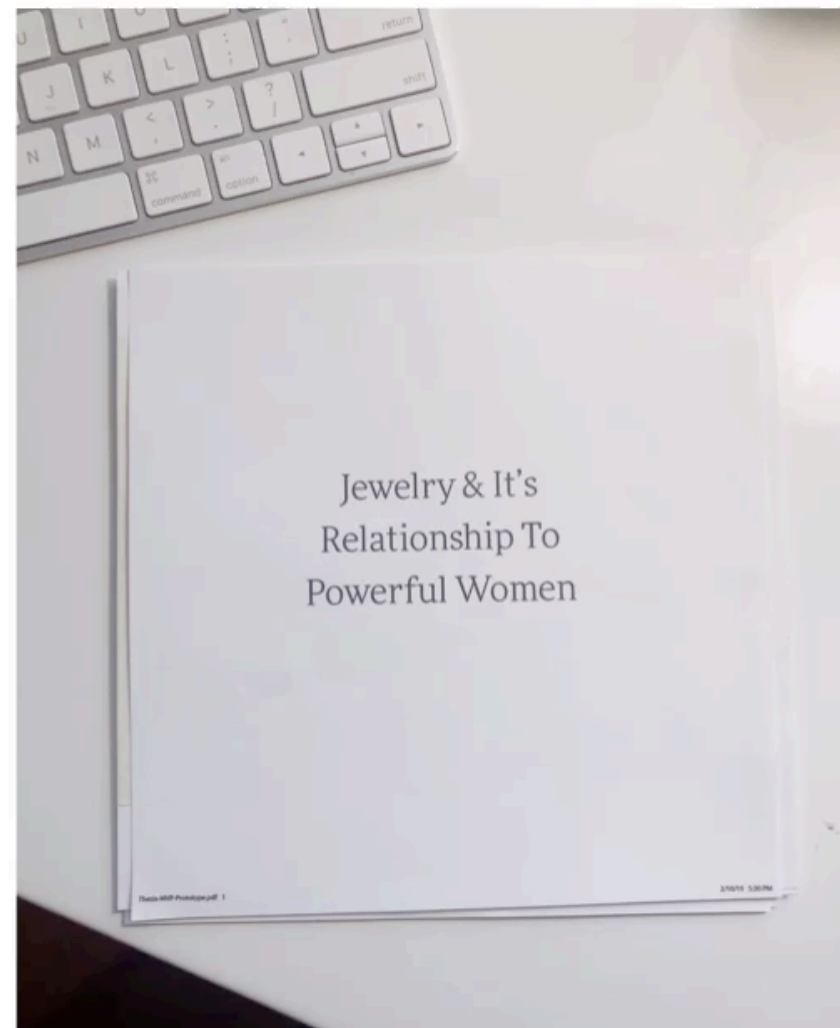


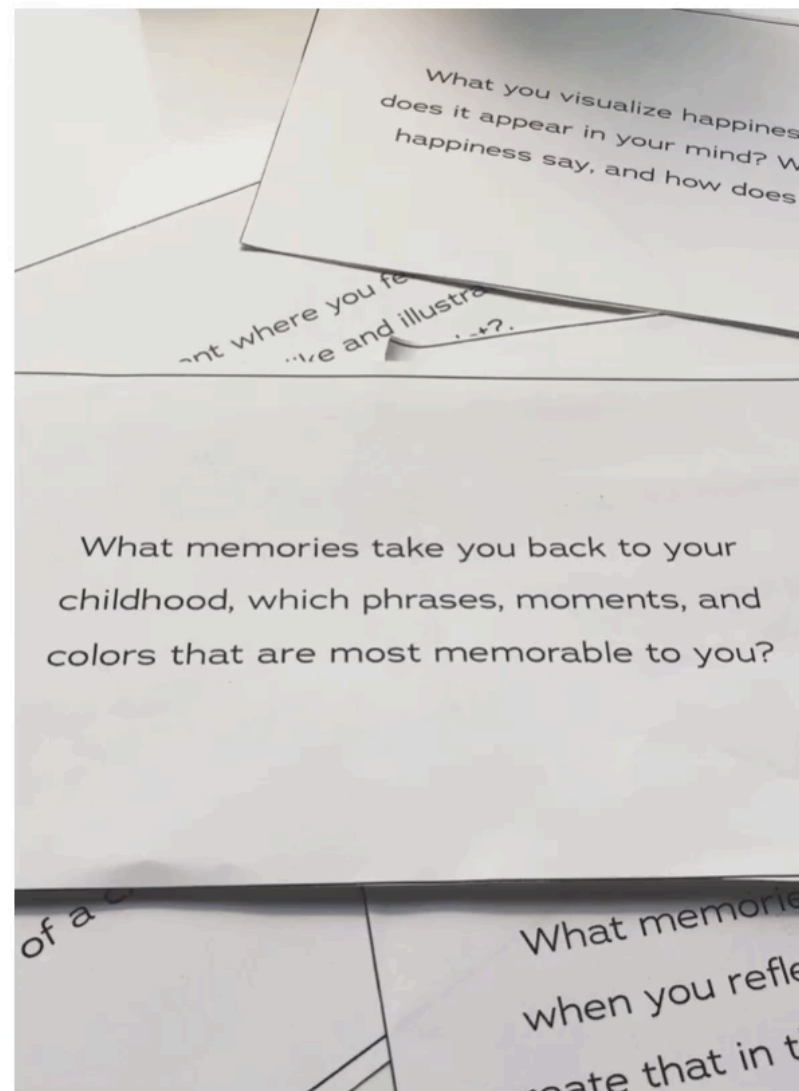


Prototyping a Book

Initially I wanted to create a book that highlighted Fine Jewelry & Its Relationship to Powerful Women.

& through research I found that it just didn't resonate with user testing participants while they were crafting.





Research Scripts

Through research I realized non leading and imaginary questions were helpful with distilling memories from specific moments in time for people





Beading + Motorskills

Beading is one of the earliest forms of jewelry making dating back 2 millions years.

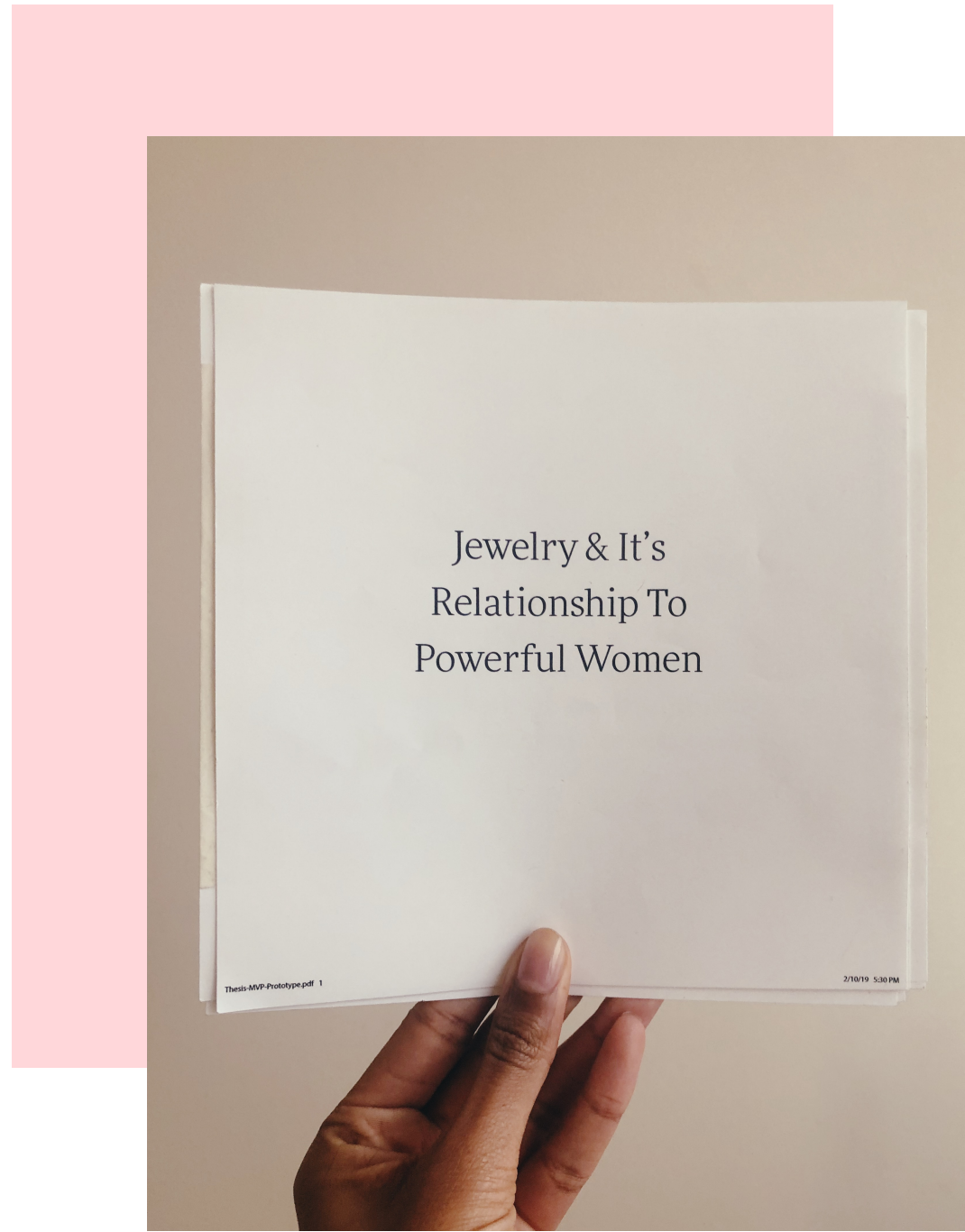
Through a user interview a participant described to me that children learn to develop motor skills

Extremely quickly with with beading. It's something children as early as a few months are able to do and.



Running The Workshops & What I've Learned

Through my first user testing session I wanted to identify which parts of the project resonated the most deeply with people



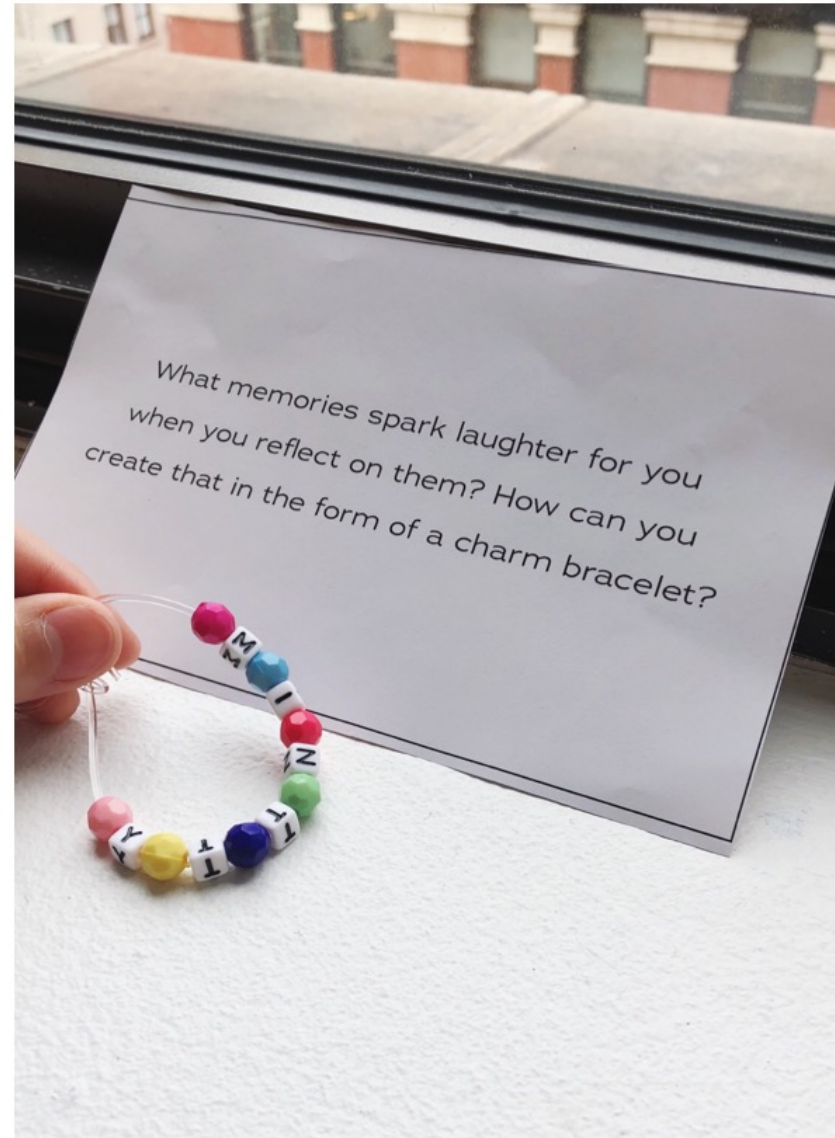
Paper Prototype



Memory + Prompts



Start Beading!



Childhood Memories & Vulnerability

Workshops lead participants through a series of really interesting and unexpected emotions!

Participants opened up about memories that they thought were long forgotten, and it changed the conversation we were experiencing at the table



“I like how the workshop was structured, for me to have the exact experience of workshopping as a kid. It’s the type of setting that we usually wouldn’t encounter from stepping out for a childhood age”



Conversations Evoked Girlhood

The conversations we had during the workshops really evoked a period of time that was personal

As the designer it was really impactful to feel so included into the stories and process as people created something symbolic and joyful to them



“The most interesting thing was people exchanging their stories, and the most precious part and exchange their memories.

It’s not about people just making jewelry, it’s a way for people to open up their mind”



The Importance Of Environment

The most effective testing sessions were in close groups of 2-4 where people could laugh and talk

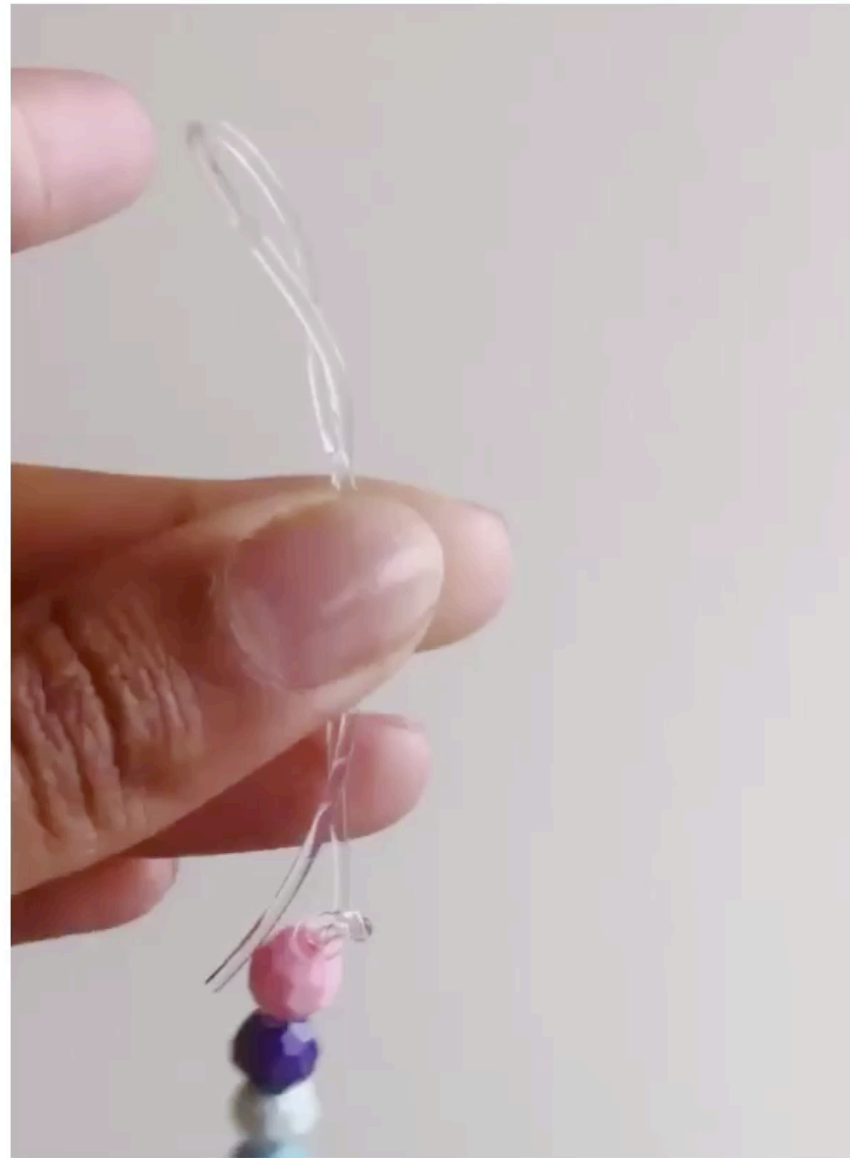
The way that people engaged with each other during the process was at times more powerful than the actual connection to the memory

We're more alike than we realize!



“I like the round table setting versus the long table which feels kind of distant — that’s what I feel about western table in general, sometimes you cannot hear people softly

For us we grew up with a round table where people are speaking very easily, a round table feels more involved”



Frustration With Materials

I received a fair amount of feedback about the materiality of the string it's barrier to entry

Some participants found the materiality of the beads to be cheap and felt disinterested

My takeaway was that getting people set up with more complex materials would better support the process

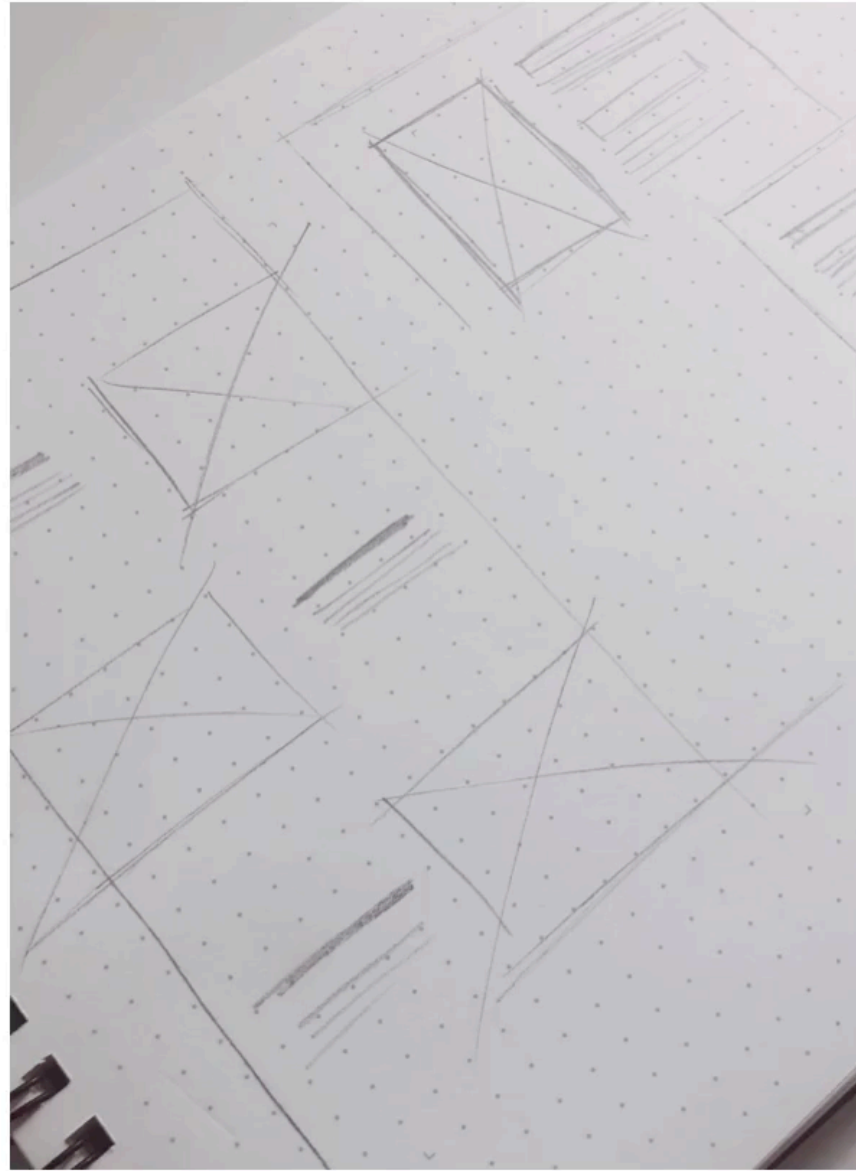




Vulnerability Can Be Uncomfortable

I learned through some participants that vulnerability can be uncomfortable

With some participants it was frustrating to engage with the materials in association to memories that they did not want to connect to



Documentation Is Key To Share

Inspiration of how people have created their bracelets would have supported people in

For the future I would like to document the process with an instant film camera + sharpies
And in a digital format accessible on the web



What I'm Working On Next

I will be working on creating a more immersive environment that includes improvements to materials and the experience of picking and choosing materials

I will also be preserving each bracelet through photography and graphic design in a digital archive!

Thanks, now time for spring break!