



# PROJECT NAPTURAL

*A Socio-Cultural Initiative for Naptural Living*

*@projectnaptural*







EMPOWER

EDUCATE



# Design Research

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Phenomenology

Grounded Theory

Ethnography/Qualitative Data

Build Empathy

Iterative Informed Design Choices





CULTURE  
MACROSYSTEM



President Ronald Reagan

Under his leadership, the United States embraced "a new conservatism in social, economic and political life. Often remembered for its materialism and consumerism, the decade also saw the rise of the "yuppie," an explosion of blockbuster movies and the emergence of cable networks like MTV, which introduced the music video and launched the careers of many iconic artists." New exposure to pop culture had dramatic influence on how America viewed beauty.



Cold War (CNN TV series)

Many American leaders during the Cold War believed that the spread of communism anywhere threatened freedom everywhere.



Live Recording

"We Are The World" recorded live as USA for Africa to raise money for famine relief.



Jerry Falwell of "New Christian Right" formation

US bans public school teachers from parochial schools, forging a "symbolic union of government and religion."



President George H.W. Bush

Bush was "credited with helping improve U.S. - Soviet relations." During his presidency there was a focus on foreign policy/relations.



AIDS epidemic prevention

Important legislation such as the Americans with Disabilities Act of 1990 affords similar protections against discrimination to Americans with disabilities as the Civil Rights Act of 1964.



President Bill Clinton

During Clinton's stay in the White House, the era was characterized by peace and prosperity, low unemployment, a decline in crime rates and a budget surplus. There were also a number of women and minorities appointed to top government positions. The nation experienced a major technology boom and the rise of the Internet allowing access to more immediate forms of communication and cultural influences.



Demonstrators show support for the VAWA

The Violence Against Women Act of 1994 provides \$1.6 billion toward investigation and prosecution of violent crimes against women, imposes automatic and mandatory restitution on those convicted, and allows civil redress in cases prosecutors chose to leave un-prosecuted.



Monica Lewinsky

Clinton was impeached (and later acquitted) for perjury and obstruction of justice in connection with a sexual relationship with White House intern Monica Lewinsky.



President George W. Bush

Bush's time in office was shaped by the September 11, 2001, terrorist attacks against America. In response to the attacks, he declared a global "war on terrorism," established the Department of Homeland Security and authorized U.S.-led wars in Afghanistan and Iraq. America was hit by a natural disaster on the Gulf Coast and widely criticized administration for its slow reaction time linking it to racism.



Attack on the Twin Towers

September 11, 2001, terrorist attacks against America, in which nearly 3K people were killed.



No Child Left Behind Act Signing

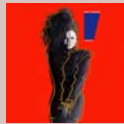
A reauthorization of the Education Act, the government's flagship aid program for disadvantaged students.



Hurricane Katrina Devastation

The administration was criticized for slow response to disaster devastation. America, resulting in 1,800 deaths and billions in damage.

MASS MEDIA  
EXOSYSTEM



Janet Jackson's Debut Album "Control"



Whitney Houston's Debut Album "Whitney Houston"



Tina Turner's "What's Love Got to Do With It"

A lot of the hair styles worn by the Black pop stars were big loose curls like Jackson's, very straight like Houston's or straight with added volume like Turner's.



The Cosby Show (Sitcom)

The Cosby Show was the first of its kind featuring a successful Black family that became the role models for the Black American family. Not only was the mother a lawyer, but she managed to effortlessly keep her hair and children's' hair in tact.



The Fresh Prince of Bel-Air (Sitcom)

The Fresh Prince of Bel-Air was another Black sitcom influencing fashion and defining the upper-class Black family.



Debbie Turner, Miss America



TLC (Pop Group)



Saved by the Bell (Sitcom)



Family Matters (Sitcom)



Living Single (Sitcom)



Janet Jackson's Iconic Rolling Stone Cover

Mainstream media boasts big loose curls, long straight hair or short straight pixie cuts. Natural hair styles (like locs) were reserved for rebel sitcom characters.



Moesha (Sitcom)



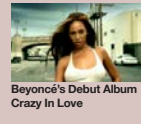
Sister, Sister (Sitcom)



Destiny's Child Debut Album



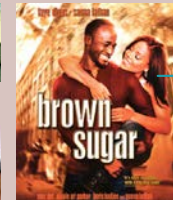
Soulforce (TV Series, Movie)



Beyoncé's Debut Album Crazy In Love

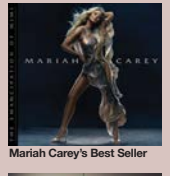


Girlfriends (TV Series)



Brown Sugar (Movie)

Long straight hair was still the fashion pillar for Black hair, however, actresses like Tracee Ellis Ross began to trend with long looser-textured natural hair. This phenomenon will still need nurturing as the years progress.



Mariah Carey's Best Seller



YouTube Officially Launched



myspace facebook

With music being an easily commodified iTunes expansion since 2001 a social media like Facebook Myspace gained popularity, vying next on the Internet in the pool of community over the Internet.

MESO-  
SYSTEM

MAINSTREAM INFLUENCES THAT CAUSE DIRECT CHANGE

The conservative nature of the U.S. in the 1980s influenced Black culture in such a way that called for straight hair styles and loose curls (if any). The ideal Black woman showed her compliance to mainstream beauty by relaxing her hair to obtain professional jobs and influence a "wholesome" family/home culture.

The inclusive culture of the U.S. allowed for shows like "Fresh Prince" featuring an upper-class Black family to thrive. TLC also became a mantra for Black women influencing lifestyle and fashion.

MAINSTREAM INFLUENCES THAT CAUSE DIRECT CHANGE

Because of the peace and rise in the economy, the U.S. culture liberalized its ideals focusing on materialistic goals and the personal lives of the famous. During this time, sexuality was embraced on screen and the single successful Black woman was idealized in popular culture. The rise of the Internet allowed for more access to pop culture persona along with the rise of the Reality TV Show.

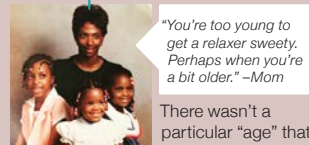
The war on terrorism had the U.S. on it's toes when it concerned race and race relations. Many cultures, not just Black people, defined mainstream professionalism and conformity with European standards of beauty and appearance. A ideal that roots itself in the Black community and has for many years before. More immediate access to culture icons also influenced the American dream in appearance and lifestyle.

DIRECT INFLUENCE  
MICROSYSTEM



My Dad & Me

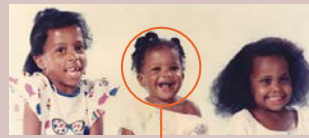
At this age, I had "good hair" because my curls were loose and easily managed. My hair was not cut and was occasionally "done" for special occasions by adding barrettes or bows.



My Mom, Sisters Nicole, Jennifer & Me

"You're too young to get a relaxer sweetie. Perhaps when you're a bit older." -Mom

There wasn't a particular "age" that one could enter into the chemical relaxer's club (and get their scalps burned every 6-8 weeks), all I knew was that I hadn't reached the age yet.



Nicole, Jennifer and Me



Jennifer, Nicole and Me

In this picture, my sister Nicole had finally reached the age where she was allowed to get her hair relaxed and my sister Jennifer and I still weren't allowed. I was very jealous.

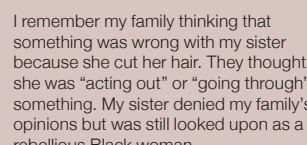


Packaging for Just For Me Chemical Relaxer



Jennifer, Friend Heather & Me

I wanted my hair styled in the same exact way as the photo on the packaging of the at-home kit. During this time family influence began to dwindle as my classmates and friends started to influence me directly as I defined beauty.



Nicole, Jennifer, Mom & Me

"People thought I was rebelling when I Big Chopped but truth was, I loved my little afro. Easiest hair maintenance ever!" -Nicole



Friend Dannyal & Me



Me at High School Graduation

Now in college living on my own, complete control of how my hair was worn, cut and styled. I began to take my own at-home chemical relaxer to keep my hair in the straight style known for the majority of my life. I remember questioning why I did it just know that relaxers were an a habit... the creamy crack.



Me, Jennifer, Nicole & Niece Jade

ABOUT ME  
AUTO-HEURISTIC ANALYSIS



Age: 4 months  
Location: Panama City, Panama  
Naptural Hair: TWA

"Want to know what I think? Doesn't my look of content tell you enough already?"

At this time in my life, I didn't have a say or opinion in the way my hair was styled or processed.



Age: 2 years  
Location: Ft. Lewis, Washington  
Naptural Hair: Coiled Plaits

"Relaxer? What's that? I am just learning how to say "you can't touch my hair!"

Although more aware at this time in my life, I didn't care how my hair was styled or processed.



Age: 5 years  
Location: Wiesbaden, Germany  
Naptural Hair: Cornrows & Beads

"Mom won't let me get a relaxer but she'll let me pick out my bead colors."

I was enrolled in second grade and was made aware of my physical differences by other students. I also wanted my hair to be relaxed like my sister's.



Age: 8 years  
Location: Ft. Hood, Texas  
Relaxed Hair: Pony Tail & Bangs

"Finally! Now I can wear my hair like the girl on the 'Just for Me' relaxer box!"

Now in fourth grade, I knew that my hair was different from the other girls in my class. I was so excited to get my first relaxer to finally look normal!



Age: 13 years  
Location: Ft. Hood, Texas  
Relaxed Hair: Down & Bumped

"I love my hair! It looks just like everyone else's hair at my school. It feels good to fit in!"

Even though my hair was relaxed, due to my rigorous athletic schedule, I rarely wore my hair down due to frizz and fly-aways. This is an example.



Age: 17 years  
Location: Ft. Hood, Texas  
Relaxed Hair: Down & Flipped

"I tried a different style, down but curled the opposite way. I feel like I stand out too much."

The popular style at this time was long and straight. Adding a bump to the ends of the hair with the curling iron made me feel like I stood out.



Age: 20 years  
Location: Denton, Texas  
Relaxed Hair: Down & Bum

"College is hard enough as without having to change my hair care routine."

I finally felt like my hair was growing long and healthy with a chemical relaxer. Every time I went to school with my hair straight.



# LITERATURE

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Scientific

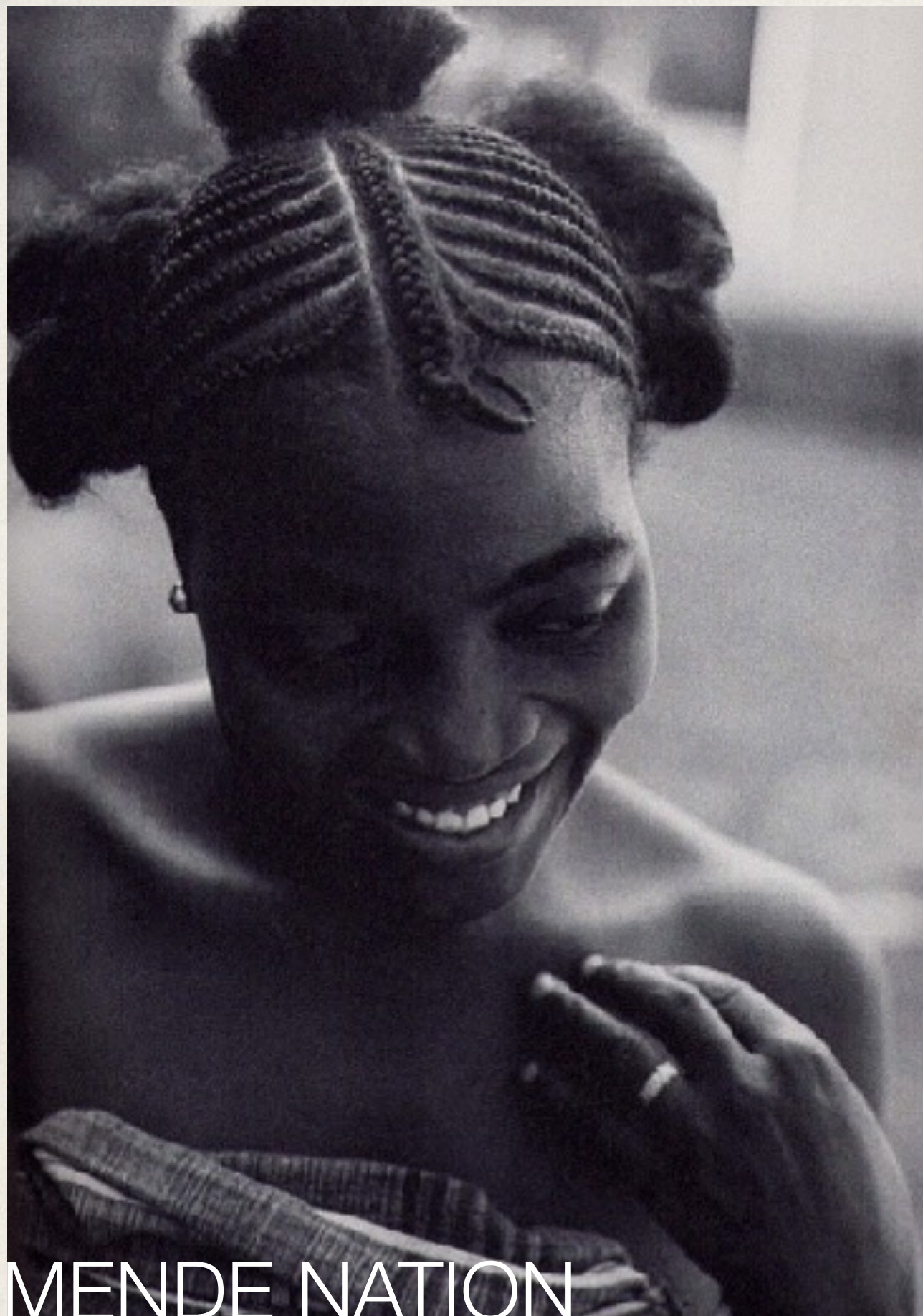
Psychological

Sociological

**Historical**





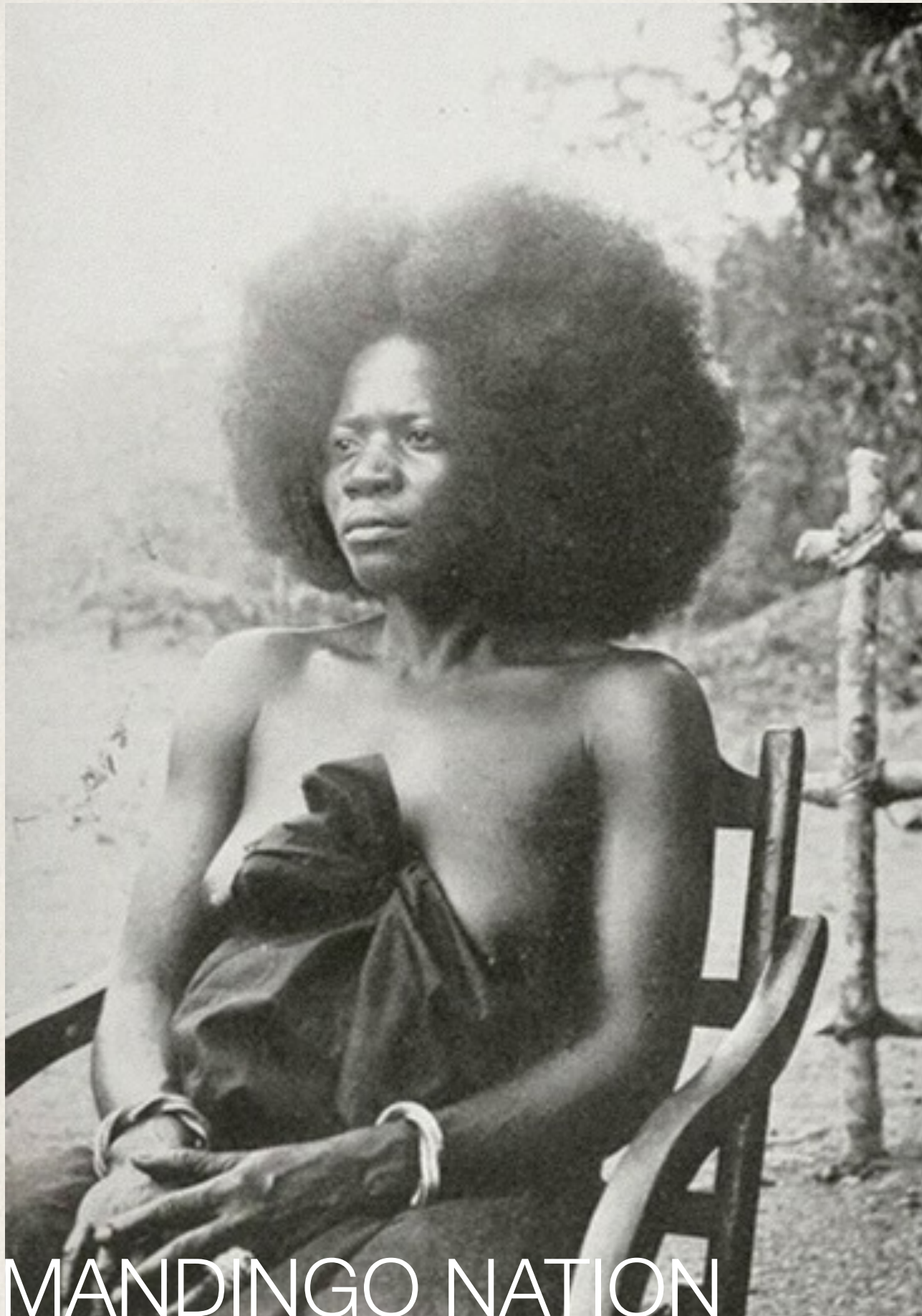


MENDE NATION



IGBO NATION





MANDINGO NATION



YORUBA NATION





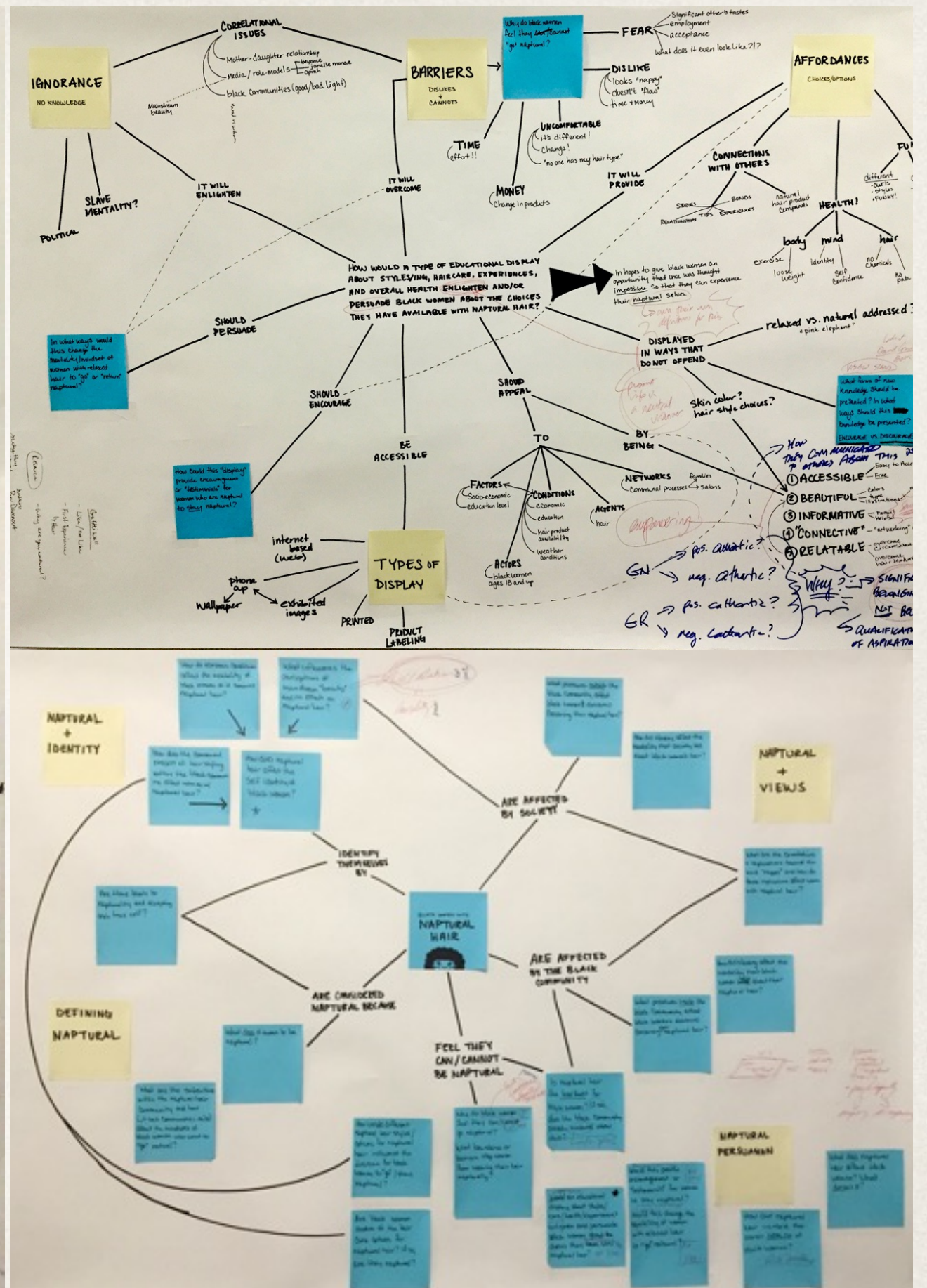
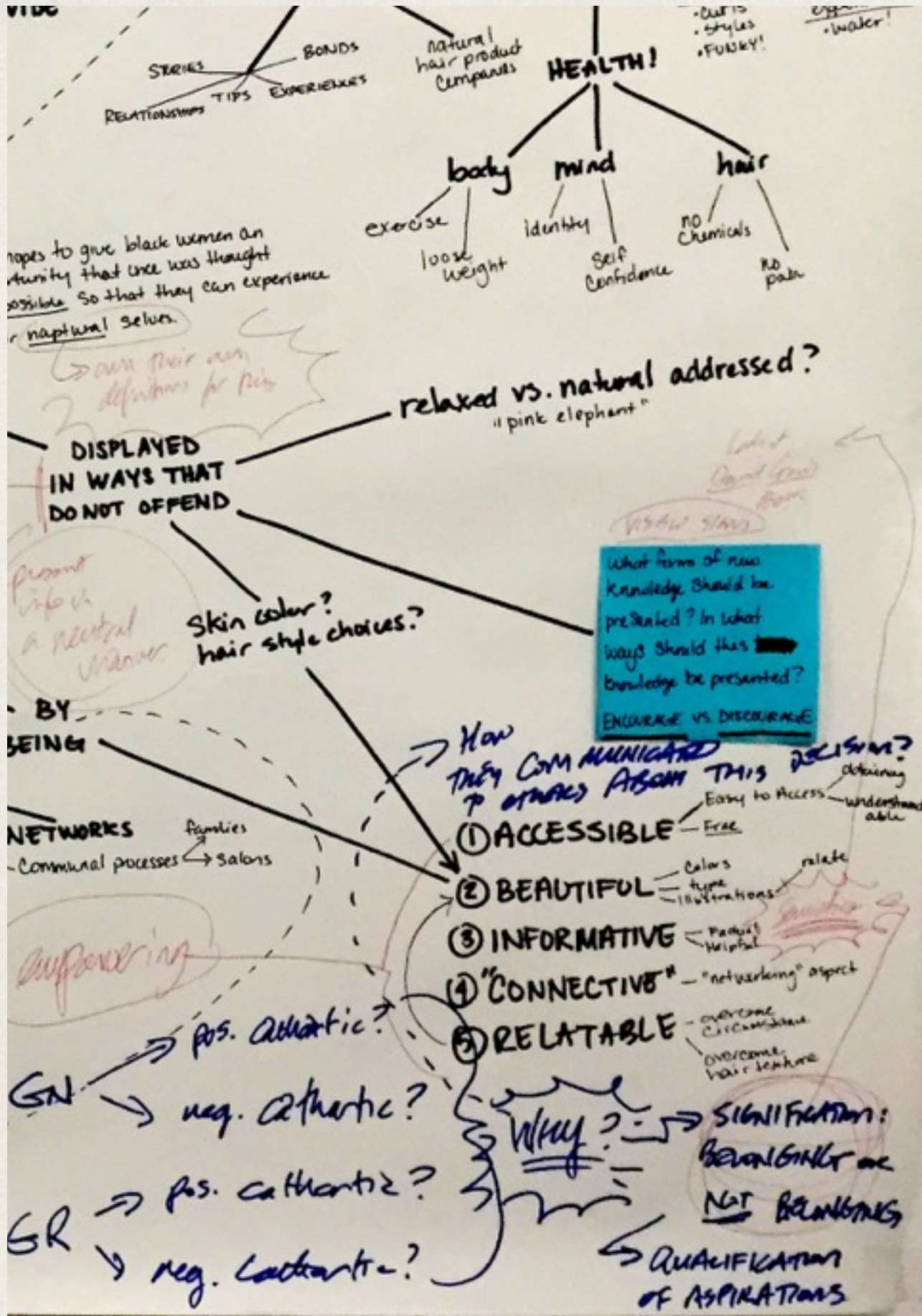














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*What type(s) of an educational, community-empowering and interconnective display and/or tool(s) about hairstyles, hair care, hair experiences and overall physical health might most effectively enlighten Black women as they inform their decision-making processes regarding whether or not to wear their hair napturally?*

”





MENTALITY



BARRIERS



AFFORDANCES





*“When I first  
went natural,  
I was scared  
about how  
I would look.”  
—Chazidee*



 PROJECT NAPTURAL  
A Socio-Cultural Institution for Naptural Living





Why don't other Black women choose to wear their hair natural?





FOCUS GROUPS

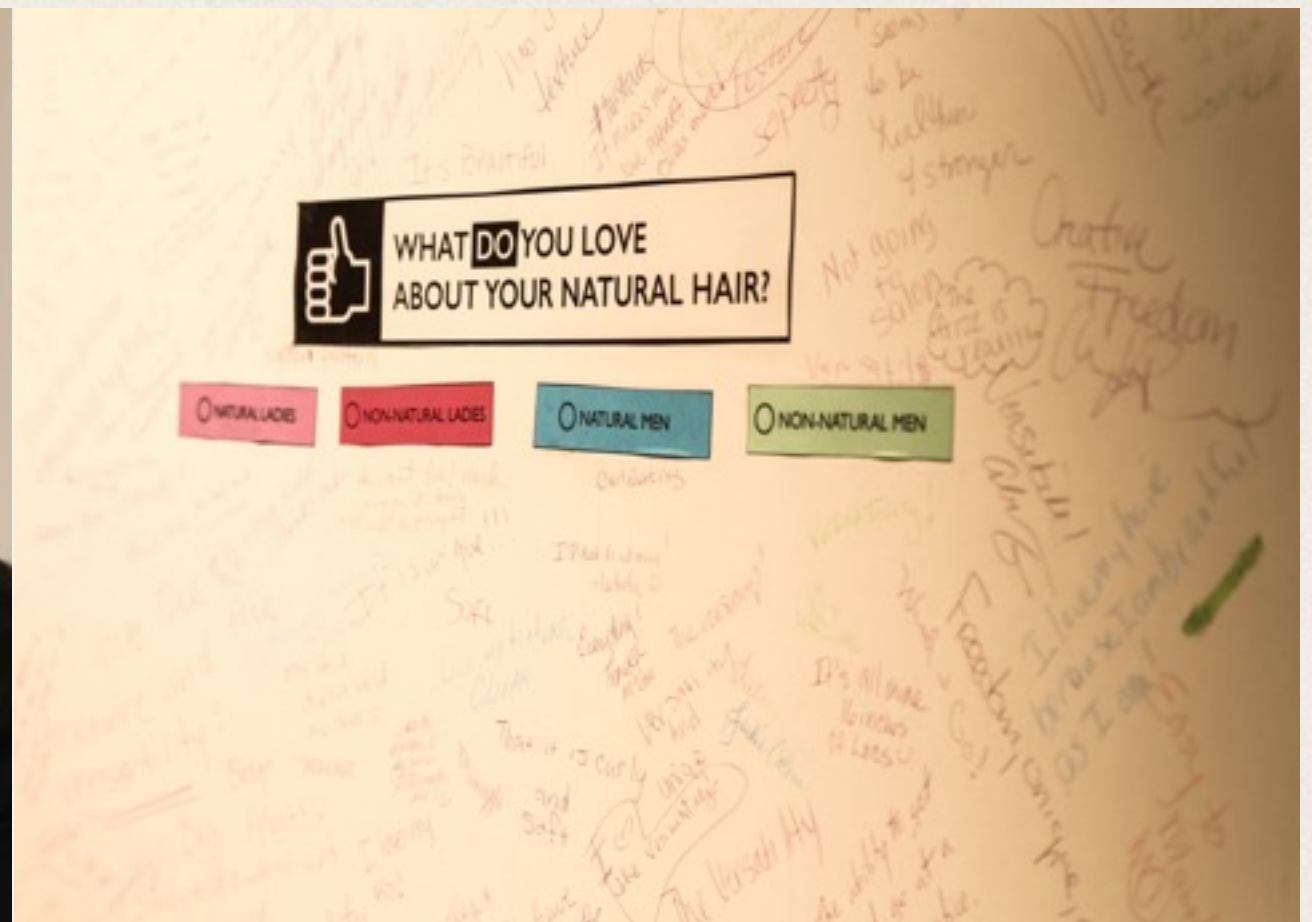
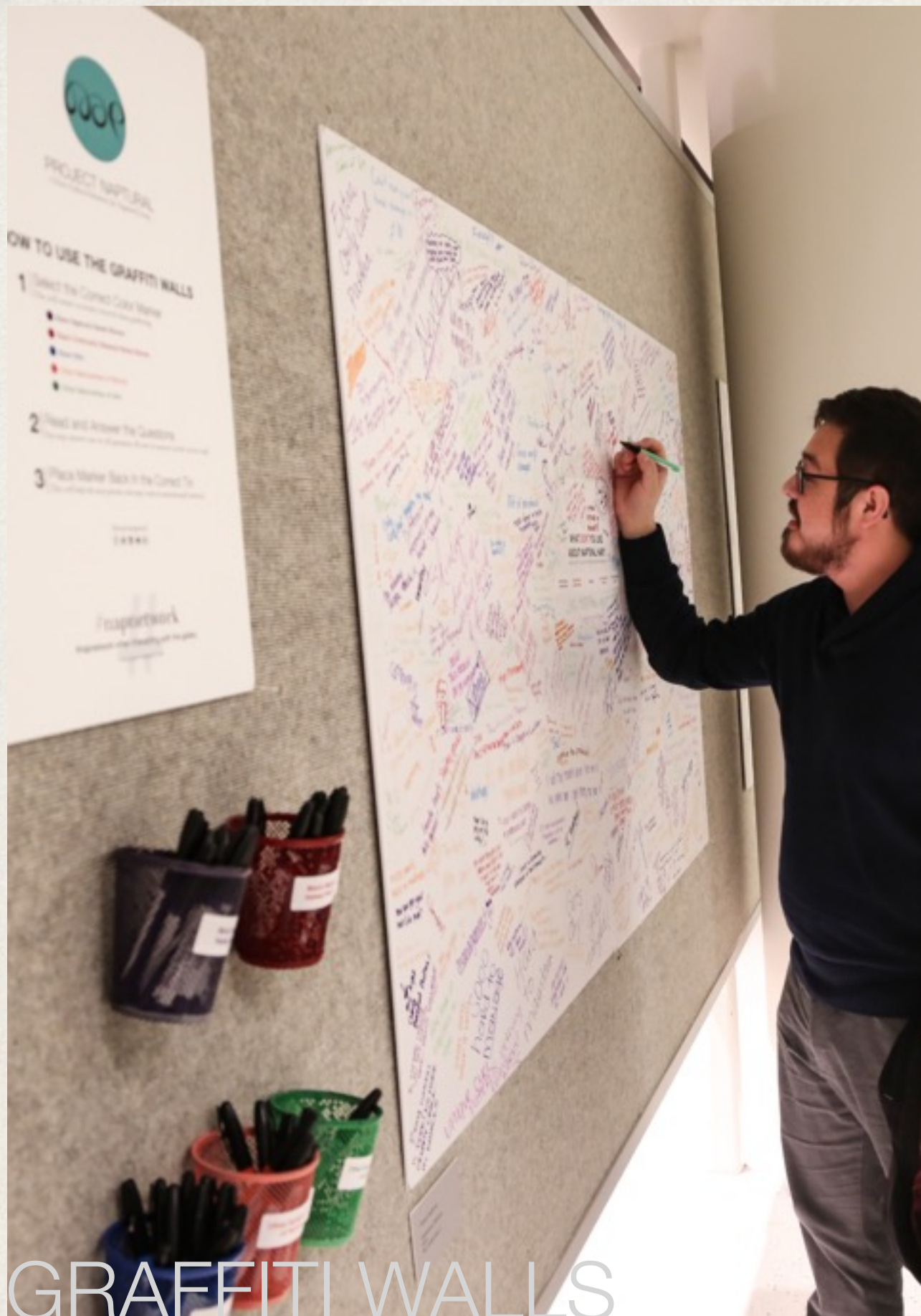


OBSERVATIONS



GRAFFITI WALLS





GRAFFITI WALLS







# Nap Network 1.0

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Empower, Connect & Educate

Traveling Gallery Exhibition

Interconnective Network

Start Conversation (data/research)

[www.projectnaptural.com](http://www.projectnaptural.com) |      @projectnaptural









# THE HIGH PUFF

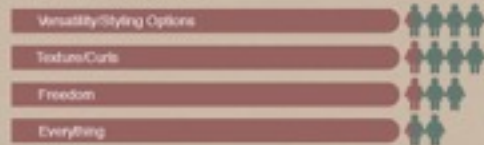
*also known as the pineapple*

*"There's a fine line—  
between looking fashionable  
and looking homeless  
[with natural hair]."  
—Lorna*



These statistics were taken from an anonymous, public poll that posed the question: "What do you love about your natural hair?" Out of 500 natural Black women, 34 stated that they loved the versatility and styling options afforded to them by their natural hair; 32 loved the texture of their natural curls; 22 loved the freedom from having to conform to established socio-cultural norms; and 10 said that they loved everything about their natural hair.

**18%** of natural Black women consider **versatility** as the #1 reason they love their hair



PROJECT NAPTURAL  
A COMMITMENT TO REPRESENTATION

# THE AFRO

*also known as the 'fro or big hair*

*"When I wear my hair like this,  
I feel empowered."  
—Nicole*



PROJECT NAPTURAL  
A COMMITMENT TO REPRESENTATION



# THE TWA

*short for the teeny weeny afro*

*"[I feared] That I would look like a boy:  
[...] Me being 30 years old, I'm not married  
[and] I would scare all the boys away."  
—Lorna*



**20%** of naptural Black women consider the loss of sex appeal the #1 reason they feared going natural

These statistics were gathered from 10 naptural Black women during both a focus group consisting of 7 women and 3 individual interviews. The question posed to them was "What was your biggest fear about going natural?" 3 stated that they were afraid of losing their attractiveness and/or sex appeal, 3 thought that they might be teased, 3 were afraid to cut off all their hair (i.e., the "big chop"), and 2 didn't remember what their naptural hair texture looked like and were afraid of how it might look.

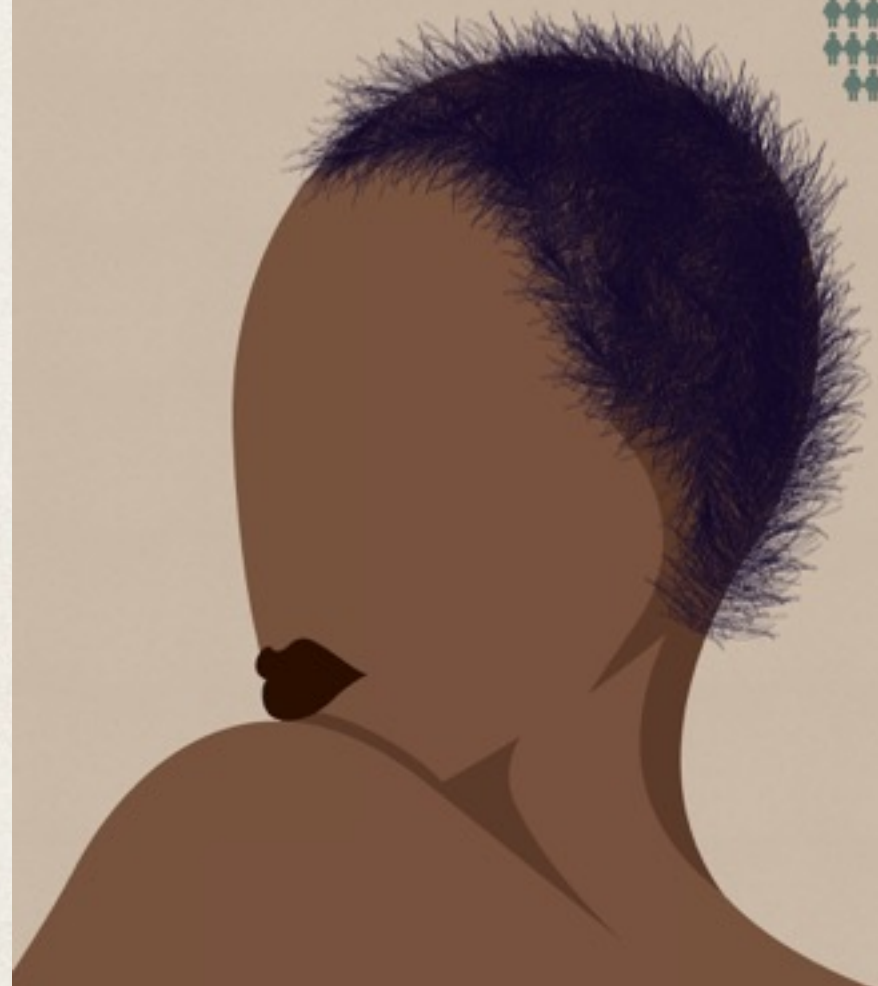


Loss of Sex Appeal

Teasing

The Big Chop

Fear of Texture



PROJECT NAPTURAL  
where blackness is beautiful

# THE UPDO

*also known as protective styling*

*"When I hear "nappy," I hear "natural."  
It's beauty; and you wish you had it."  
—Contessa*



**50%** of naptural Black women consider the word nappy to have a negative connotation when used to describe naptural hair

These statistics were gathered from 12 naptural Black women during both a focus group consisting of 7 women and 5 individual interviews. The question posed to them was "What do you think about the word nappy?" 6 stated that the word nappy had a negative meaning, 4 stated that the word had neither a negative or positive appropriation, and 2 described the word as having positive meaning when describing naptural hair.



PROJECT NAPTURAL  
where blackness is beautiful



# THE 'FROHAWK

*also known as the faux mohawk*

*"[I wear my hair natural because]  
I'm proud of who I am, I'm proud  
of my culture and I'm proud of my race."  
—Marian*



**100%** of natural  
Black women  
have altered their natural curl pattern  
with chemical relaxers

These statistics were gathered from 15 natural Black women during both a focus group consisting of 7 women and 8 separate individual interviews. The question posed to them was: "When (and with what) did you first chemically alter your curl pattern? And what influenced you to alter your curl pattern?" All 15 women stated that they applied chemical relaxers and 4 stated that they had also applied a Jheri Curl or Wave Hair. 5 stated that they were influenced by their mothers to apply chemicals to their hair and 3 stated that they were pressured by cultural norms. —Project Naptural



PROJECT NAPTURAL  
the celebration of Black hair

# THE TWIST OUT

*also accomplished with bantu knots, braids or flat twists*

*"I feel like I've been fighting  
nappy hair all my life"  
—Unknown*

15 Natural Black women were gathered during both a focus group (consisting of 7 women) and 8 separate individual interviews. The question posed to them was: "When you were younger, what were some keywords you heard from those inside the Black community that described your hair?"

Some answers included:

- Curlytop
- Nappy Collard Greens
- Buckshots
- Bed Hair
- Needs-to-be-Tamed



PROJECT NAPTURAL  
the celebration of Black hair



# THE LOCS

*also known as dread locs and scaled down to sister locs*

*"Now my locs give me trouble sometimes,  
[laughs] but I love it."  
—Shelly*

**18%** of natural Black women consider shrinkage to be the #1 reason they don't love their hair



These statistics were taken from an anonymous poll we did that posed the question: "What don't you love about your natural hair?" Out of 144 natural Black women, 26 stated that they didn't love the shrinkage of their natural curls, 20 stated that there was nothing they didn't love about their natural hair, 13 said that they didn't love fairy knots, and 13 stated that they didn't love their natural hair because it was dry.



# THE TWISTS

*usually accomplished with faux textured hair*

*"My mom used to joke about the 'kitchen.' [...] She always used to call my hair [...] 'Kuntas,' like Kunta Kinte. She would be like 'come here we got'ta get the kuntas out' [laughs]."  
—Jené*

These statistics were gathered from 15 natural Black women during both a focus group (consisting of 7 women) and 8 individual interviews. The question posed to them was: "Why do you wear your hair naturally?" 6 stated that they wore natural hair because it was healthier and chemical-free, 4 thought natural hair was the most cost-effective form of hair grooming, 3 stated that their hair was a way to show pride in their heritage, and 3 stated that their natural hair represented freedom from society's beauty standards.



**60%** of natural Black women consider healthy hair free from chemicals to be why they wear their hair naturally





# THE BLOWOUT

*achieved with heat or heat-less techniques*

*"...when I first did the big chop, my mom  
[said] that I looked like a lesbian.[...]  
My dad [...] offered to pay for a perm.[...]  
But as time went on, they accepted it."  
—Idi*



PROJECT NATURAL  
African American Hair Styling

# THE FLEXI ROD SET

*also accomplished with perm rods*

*"[Being natural] to me is freedom,  
[...] being your own you."  
—Donisha*



PROJECT NATURAL  
African American Hair Styling



# THE BANTU KNOTS

*should not be called "mini buns"*

*"#itaughtmarcjacobs"  
—The Natural Hair Community*

The Black and/or African hair style, Bantu Knots, was culturally misappropriated to a well-known White fashion designer Marc Jacobs. During his Spring 2015 Runway Fashion Show, Marc Jacobs sent his models down the runway sporting Bantu Knots down the center of their heads. This did not seem to be a problem until the hairstyle gained popularity with other White women, claiming that these were "mini buns," with hair tutorials attributing Marc Jacobs for the style. This "sparked outrage among many Black women and men for tying the style to Marc Jacobs, rather than acknowledging its actual roots" in the Black community (Olive 2015). What ensued after the misappropriation, were posts on twitter and all social media sites including a picture or photograph of Black women wearing Bantu Knots with the #Itaughtmarcjacobs.

Photo credit: "Itaughtmarcjacobs" by @BlackGirlNappin' from the @BlackGirlNappin' Instagram account. Photo credit: "Itaughtmarcjacobs" by @BlackGirlNappin' from the @BlackGirlNappin' Instagram account.



# THE FINGER COILS

*also accomplished with a comb*

*"And then I get the Black men who say  
"well I don't want to wake up next to her  
and her hair feels like mine." [And I say]  
well that's okay, I'm not sleeping with you."  
—Tafi*

**26%** drop in Chemical  
Relaxer sales  
*proves natural hair is here to stay*

The consumer research group Mintel reported that hair relaxer sales dropped from \$206million in 2008 to \$152million in 2013, while sales of products to maintain natural hair are on the rise.  
Byline: "BlackGirlNappin'" from the @BlackGirlNappin' Instagram account. Photo credit: "Itaughtmarcjacobs" by @BlackGirlNappin' from the @BlackGirlNappin' Instagram account.





# Nap Network 2.0

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Empower, Connect & Educate

Mobile Application

Interconnective Network

Experience Sharing

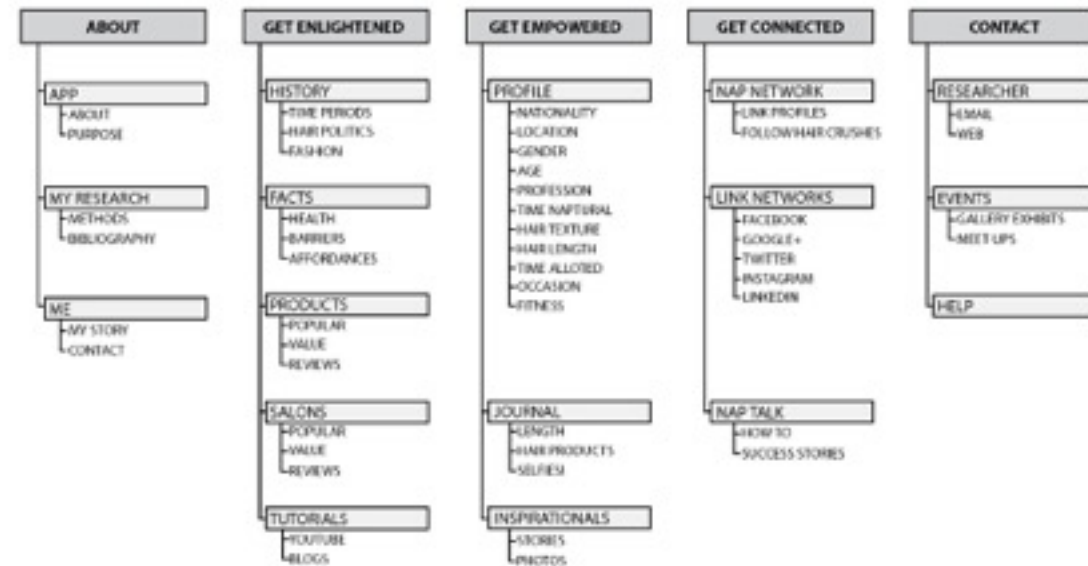
Build Community





## Site Map

This is an initial site map detailing the layout and sections needed to create the mobile application. Once finished, the application will run parallel to the poster gallery exhibits (Nap Network 1.0) to connect women of different backgrounds together with the same goals of enlightenment, empowerment and connectivity. There will be various sections within the application for hair journaling, hair admiring, natural hair events/meetups, and product reviews.



## Initial Sketches & Paper Prototypes

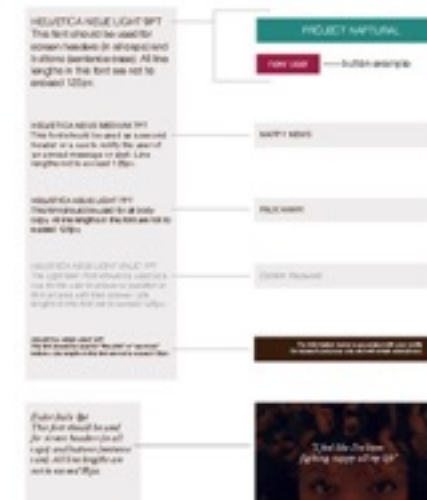
As with any prototype, preliminary sketches and mock-ups help define placement and pixel size for icons, verbiage and photographs. Even more importantly, the preliminary mock-ups brought up questions about what should and should not be included on the mobile application. You will notice the sketches and initial mock-ups are quite similar but before moving on to the next stage of creation, changes were made based on these paper prototypes.



## UI Kit

The User Interface (UI) kit is a compilation of graphic files that contain elements the Project Napatural: Nap Network 2.0 Mobile Application user interface design. These include components such as typography, buttons, user display sizes, progress bars, sliders, navigation button, switches, and color palette.

### TYPOGRAPHY



### COLOR PALETTE

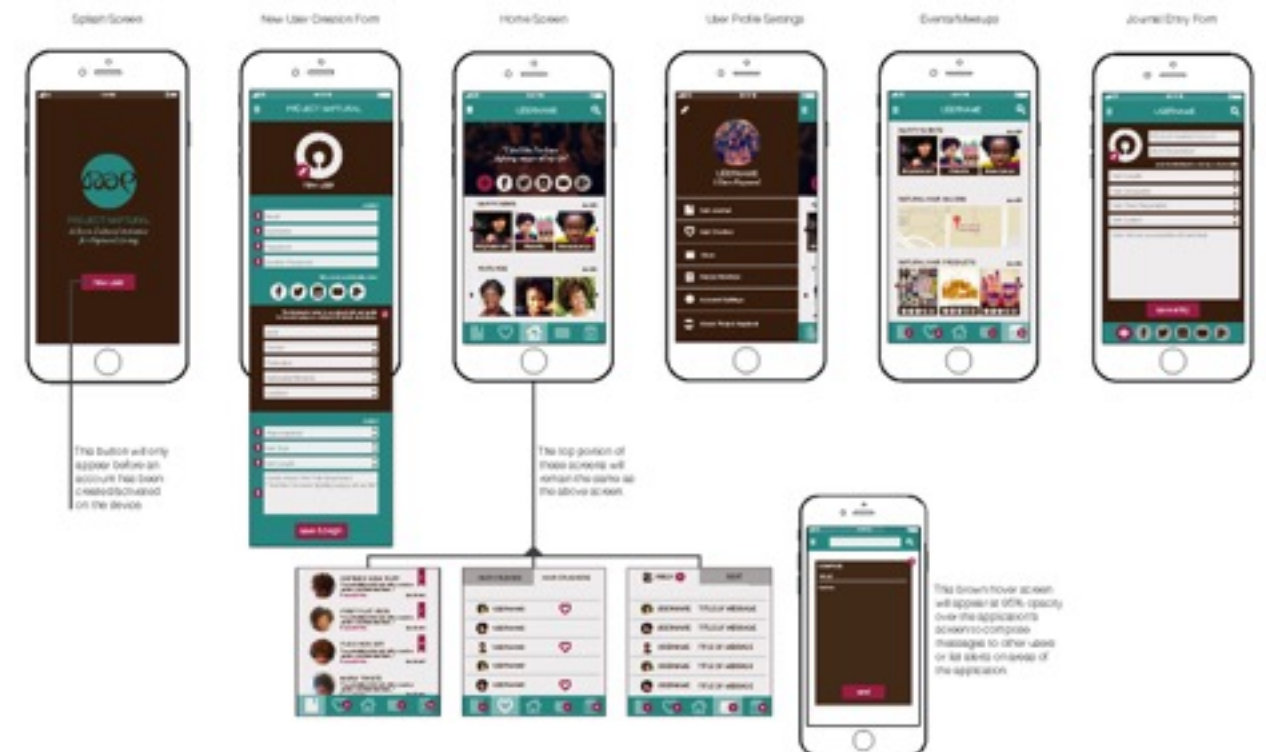


### ICONOGRAPHY



## Mobile Application Screenshots

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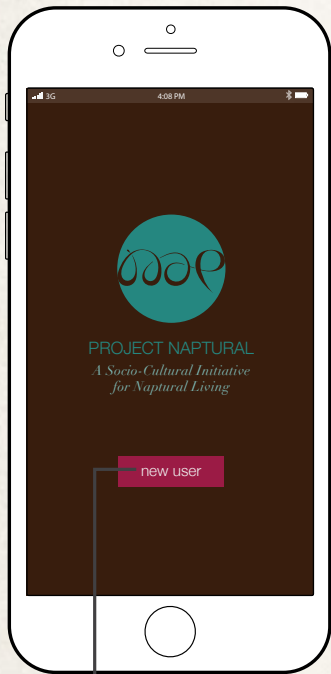




# Mobile Application Screenshots

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Splash Screen

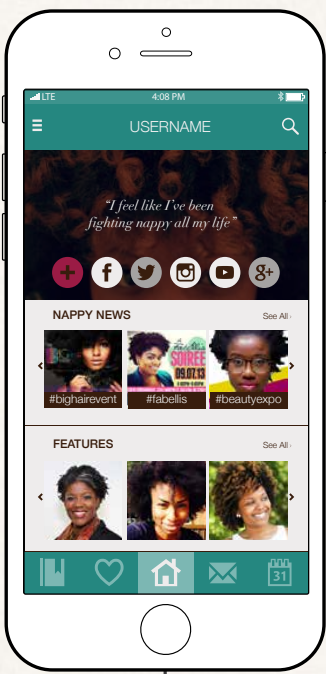


This button will only appear before an account has been created/activated on the device.

New User Creation Form

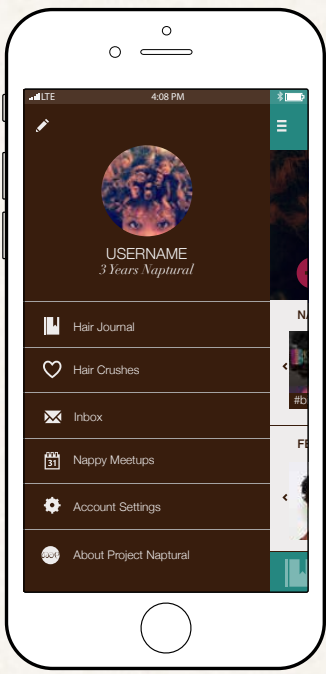


Home Screen

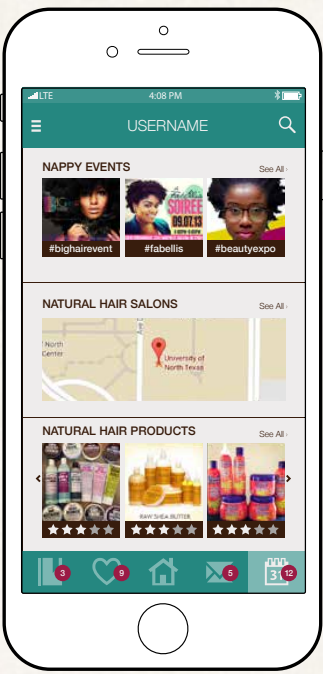


The top portion of these screens will remain the same as the above screen.

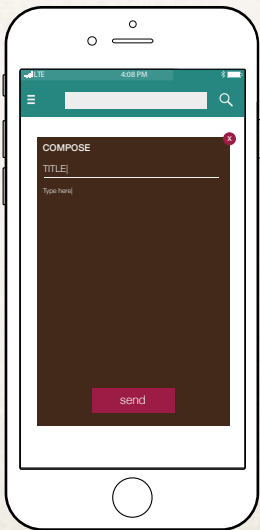
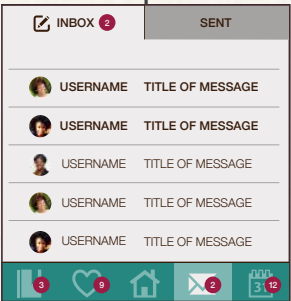
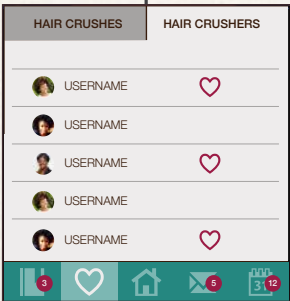
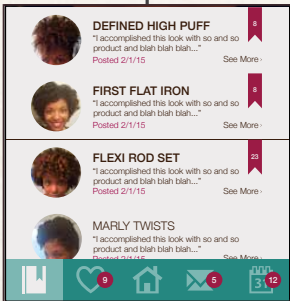
User Profile Settings



Events/Meetups



Journal Entry Form



This brown hover screen will appear at 95% opacity over the application's screen to compose messages to other users or list alerts on areas of the application.







# References

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