<u>Brainstorm:</u>
Ideas for mobile version:
- A lot of it needs to be bigger
- Leave a message? Adapt this.

Marketing:
- SFO example of bathroom stall: "Are you OK?"

Note: Consider confidentiality!

<u>Draft 1: Project Definition:</u> Safe Chat Silicon Valley, (purpose), needs an efficient mobile version of their website because it will allow survivors of domestic violence to conveniently and urgently seek help online.

<u>Draft 2: Project Definition:</u> Safe Chat Silicon Valley, an online chat platform for advocates and survivors of domestic violence, needs an efficient mobile version of their website because it will allow survivors of domestic violence to conveniently and urgently seek help online. Specifically, the website needs to allow for portability in mobile devices and small screen formats and be prepared with safety features such as cookies.

<u>Additions:</u>
- Portability
- Small screen
- Safety
  - Cookies, privacy, history (how to make it not trackable)

<u>Questions</u>:
1) What stats do you have on website and mobile engagement?
   a) How many people tried to access your website on the phone? (compared to computer)
2) Do you use cookies on your website?
3) Delete search history when escaping website page?
4) Is Safe Chat SV the overarching site that requires contributions from all of its partners?

<u>Research:</u>
1) What is cookies? How does it work? Can we turn it off on websites?

Customer Needs/Specs:
1. Maintain confidentiality
2. Provide resources
3. Link survivors (w/trained professionals)
4. Assure safety
5. Portable access

Customer Need Statement	Metric	Unit
Maintain Confidentiality	N/A	N/A
Provide Resources	How many times do customers click on the resource links	# of clicks
Link Survivors	How many times the customers fill out the contact form or send an email	# of emails/contacts
Assure Safety	Advise customers to use a specific safety feature (her example was duckduckgo → we should look into that)	# of customers who use a safety feature
Portable Access	How many customers are trying to use the mobile website?	Use google analytics to see how many people log onto the mobile website