

Problem Statement

SafeChat Silicon Valley is an online resource for survivors of domestic violence that needs a more portable website version, increased website efficiency, and larger social media audience.

SAFECHAT

SILICON VALLEY

for those impacted by domestic violence or intimate partner abuse

SafeChatSV: online live chat resource for domestic violence survivors

Fall Quarter 2022

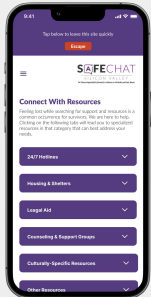
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Solution

- *Marketing Campaign* → expanding awareness of SafeChat SV's resources
- *Enhancing website functions & formats* → increasing speed and efficiency of user visit

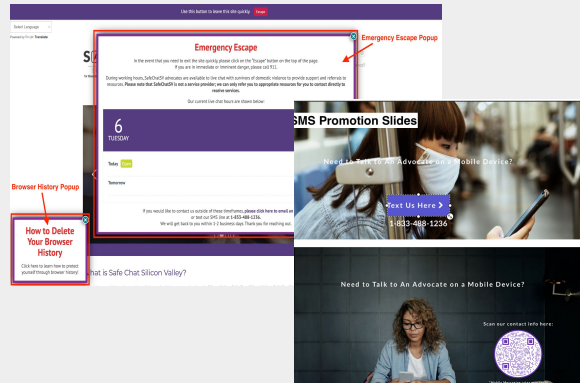
Portability

- *Resized emergency pop-up page*
- *Added arrows to the drop-down buttons*
- *Increased simplicity of resources page*



Functionality

- *Updated Emergency Popup (Clear Operating Hours)*
- *Browser History Safety Widget*
- *SMS Promo Slider Prototypes*



Marketing

- *Created 2 Canva Instagram posts ([SafeChat's account](#))*
- *Created 1 [Reels holiday post](#)*
- *Promoted SafeChat's Instagram on our personal accounts*

