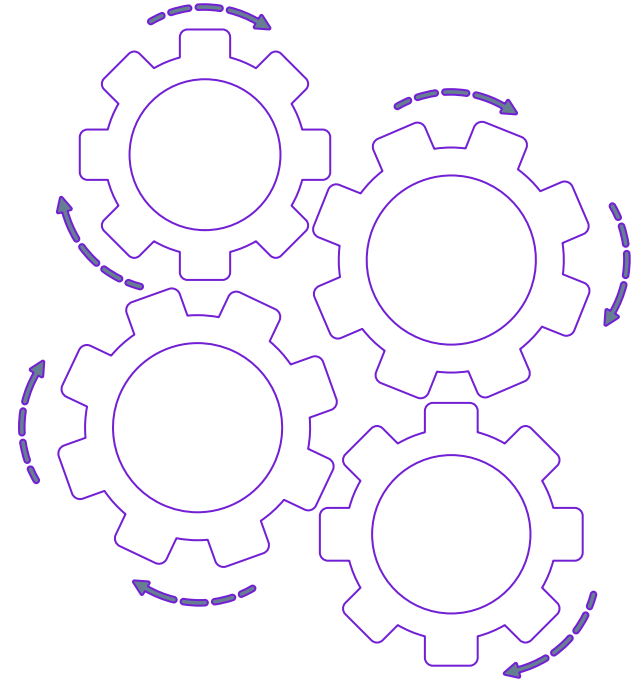# SafeChat SV

Status Update

Isabella Aguilar, Alexa Chang, Alex Li, and Kidus Solomon

Table of contents

01 **Project Details**
Our project's problem statement, motivation, background, and critical customer

02 **Project Progress**
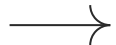Our team's initial design process and progress

03 **Completed Tasks**
Key results and accomplishments, along with supporting data

04 **Future Tasks**
Our list of steps to complete, the time expected to completion, and potential challenges in the future

01

Project Details

Problem statement, motivation, background, and critical customer profile

Our 3 Branches of Focus

Portability

Focus on creating a mock-up mobile version of the SafeChat SV website using Figma. *Main Goal: enhance portability in mobile devices and small screen formats.*

Functionality

Focus on improving website navigability and repairing any technical issues on their main site. *Main Goal:* to create a more user-friendly, intuitive website for our critical customer.

Marketing

Focus on increasing SafeChat SV's social media presence and gaining more traction on the Instagram account. *Main Goal:* put SafeChat SV's name out into the community and reach our target audience.

The Problem Statement

SafeChat Silicon Valley, an online chat platform for advocates and survivors of domestic violence, requires a more 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. Additionally, the website needs updated widgets and page adjustments to enhance customer experience and allow for seamless navigation. Finally, SafeChat SV needs to be marketed towards the correct target audience and reach those who are in need of its services in the Silicon Valley. With all of the three tasks being completed, SafeChat SV will expand their impact on the community of domestic violence survivors, along with their loved ones.

What is our Motivation?
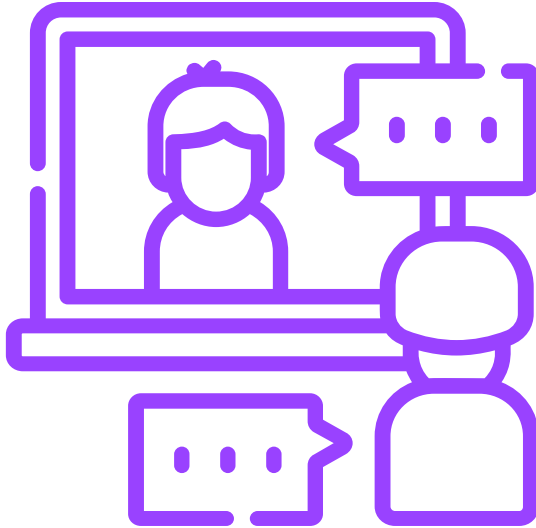
As a student team, we are working to provide an effective site to better assist the survivors of domestic violence. We want to...

- Share this resource to a larger audience
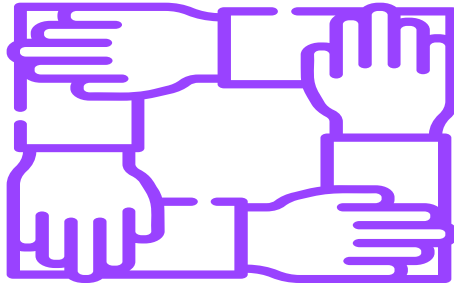 - Reach more survivors
- Create an efficient mobile site

Overall, we want to advance the user experience for survivors on SafeChat SV.

Background

Impact

Project Relevance

- Delivers access to information and aid for those in need.
- Allows for immediate attention during a crisis.
- Provides a network of support.

- With the rise of COVID-19, there has been an increase in domestic violence due to the proximity of the perpetrator and victim.
- Additionally, the proximity also decreases the amount of domestic violence reports.

SafeChat SV's Critical Customer:

Survivors of Domestic Violence

Some Statistics:
- "On average, nearly 20 people per minute are physically abused by an intimate partner in the United States." (NCADV)
- "COVID-19 has caused an increase in domestic violence cases, especially during the first week of the COVID-19 lockdown in each country." (Kourti et al.)
- "Women who are victims of intimate partner violence are most likely to be between the ages of 18 to 24." (planstreet)

[Source: ncadv.org]

For our Critical Customer

Portability: making the site easily accessible by phone where using a bigger device isn't feasible

Functionality: improving main website design catered to those seeking help

Marketing: reaching further out to those who may be experiencing domestic violence, but aren't sure where to go
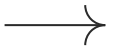
02

Project Progress

What have we been up to?

Status report

Schedule ● ● ● | The project schedule is on track

Research ● ● ○ | Adequate, may require more as needed

Interviews ● ● ● | Biweekly interviews are held with partners

Task Completion ● ● ○ | Project is making progress towards completion

Roadblocks ● ○ ○ | A few roadblocks have been presented
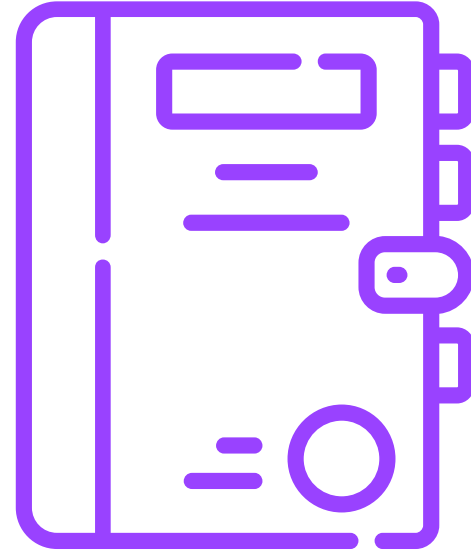
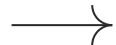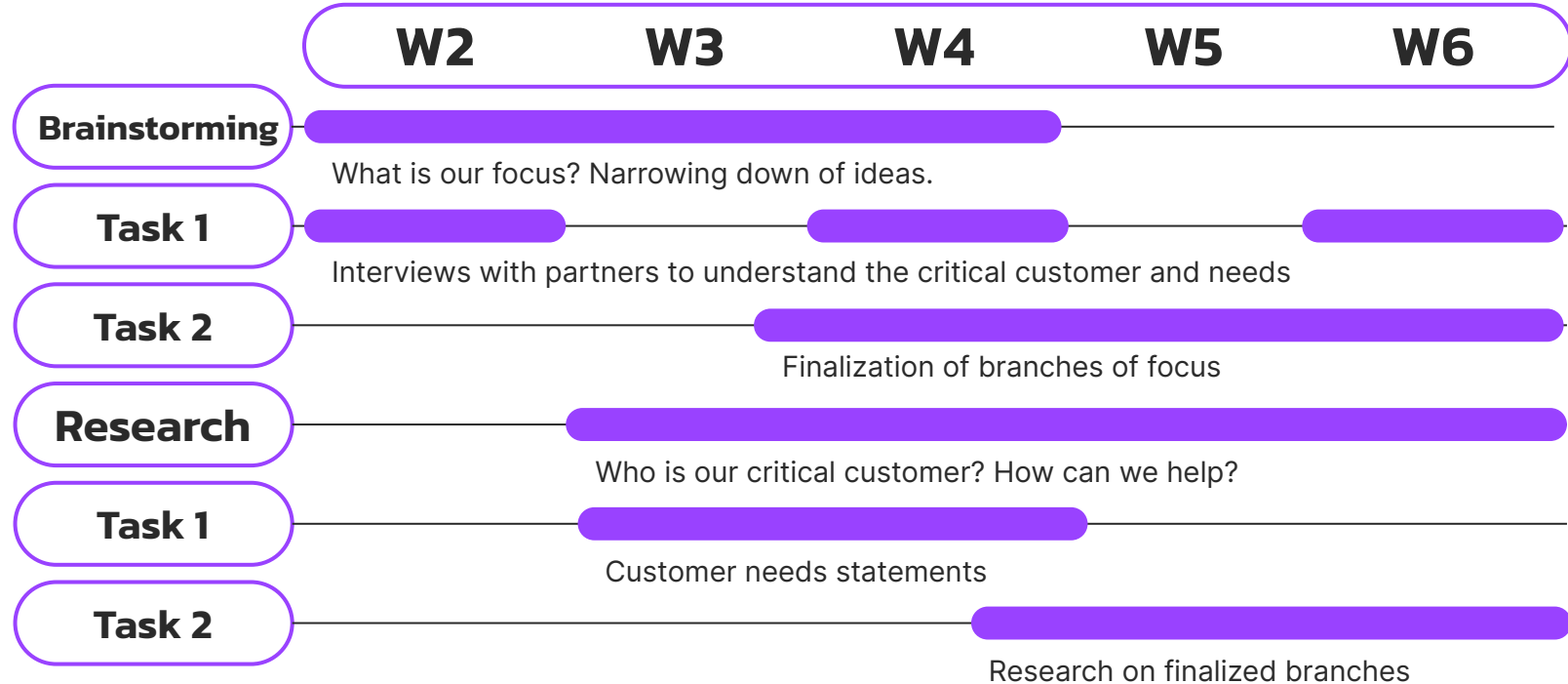**Work Ethic** ● ● ● | Team works well together and stays on task

Initial Design Process/Progress

- Solely relying on Figma wireframes to showcase portability in mobile devices and small screen formats.
- Expanding to add widgets such as how to access the page for deleting browser history and plugins to the SafeChate SV site.
- Focusing on promoting SafeChat SV & their new SMS texting feature through flyers and ads made through Canva.
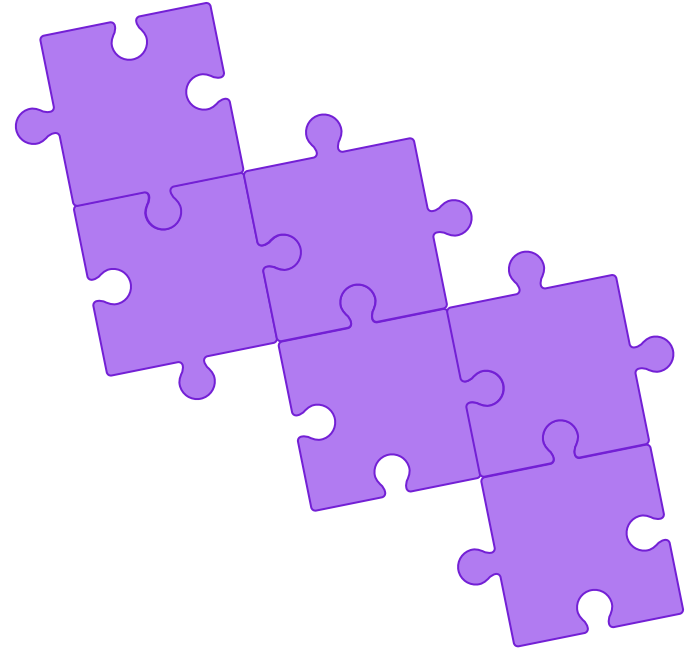
Prior Weeks Schedule

	W2	W3	W4	W5	W6

Brainstorming

What is our focus? Narrowing down of ideas.

Task 1

Interviews with partners to understand the critical customer and needs

Task 2

Finalization of branches of focus

Research

Who is our critical customer? How can we help?

Task 1

Customer needs statements

Task 2

Research on finalized branches

03

Completed Tasks

Our achieved goals and key results so far

Branch 1: Portability

❖ Research:
  ➢ How to increase portability for mobile devices and small screen formats
    ■ Using an Iphone 14 Pro as a mockup base
  ➢ Figma
  ➢ Plans for improvement
    ■ Rounded shapes and icons
    ■ Enlarge the Escape button
❖ What has been done so far:
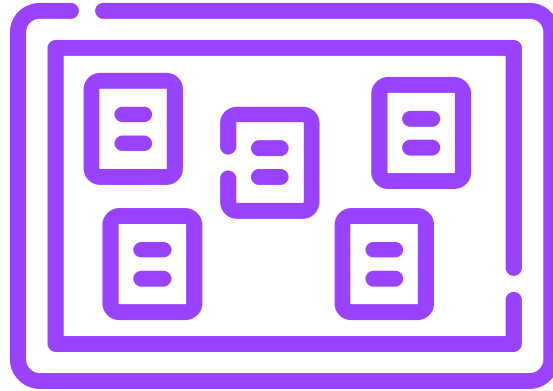 ➢ Wireframe mockups of mobile SafeChat SV website
❖ Interview Takeaways:
  ➢ Ensure mockup sizing is correct
  ➢ Figure out how to implement wireframes into wordpress
  ➢ Focus on multiple different projects
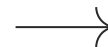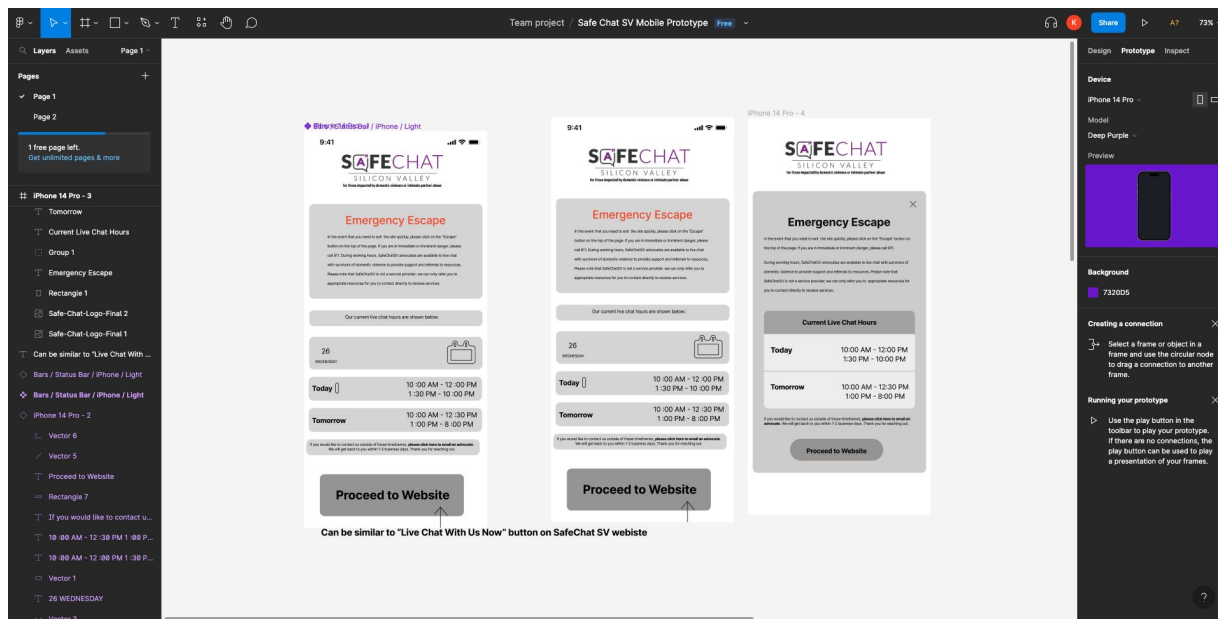
Prototype 1: Wireframe

- Wireframe iterations
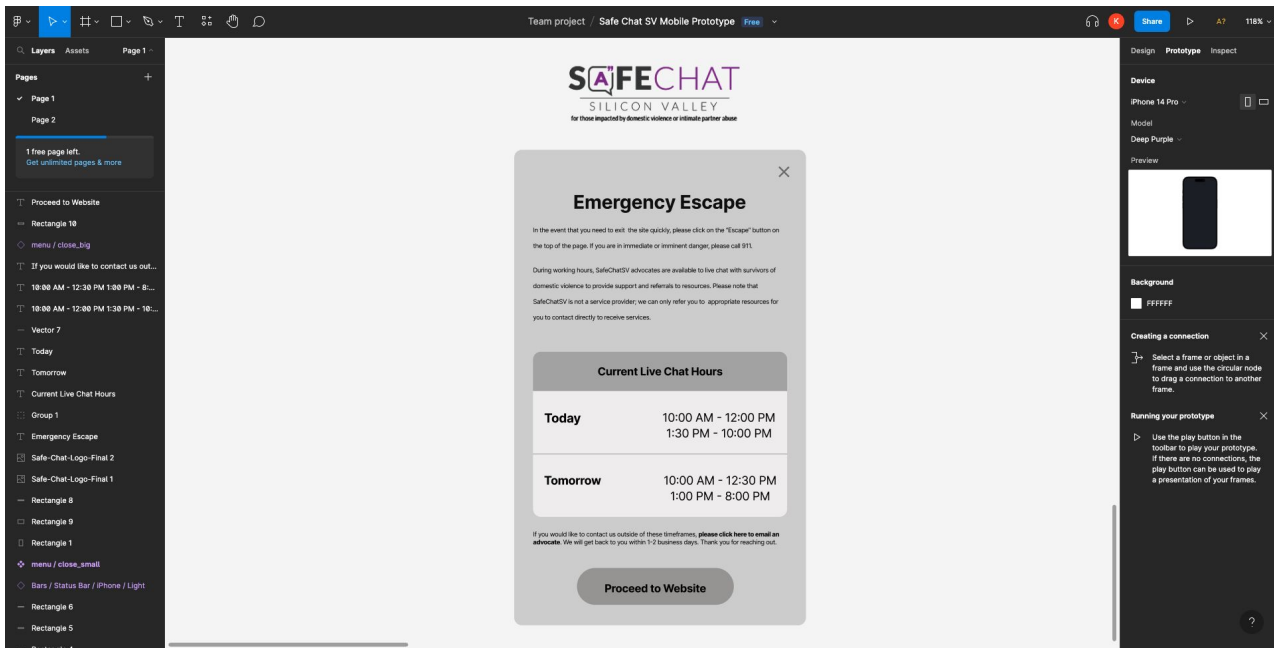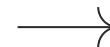- Pop up page wireframe
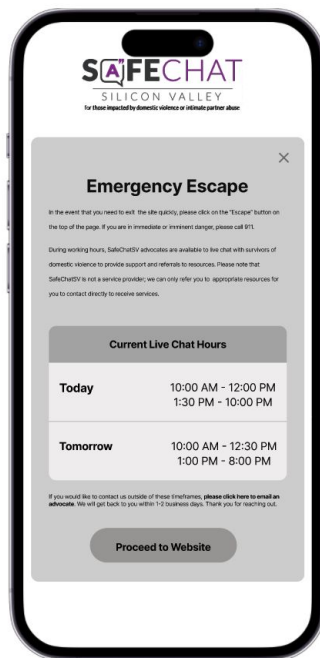- Iphone 14 Pro mockup

Prototype 3: Pop Up Page Wireframe Iterations
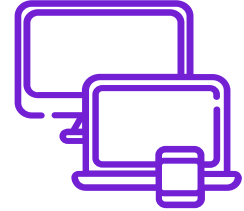
Prototype 3: Pop Up Page Wireframe
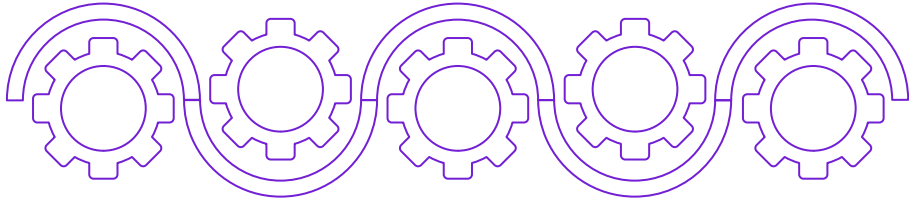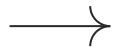
Prototype 3: Pop Up Page Wireframe

Branch 2: Functionality

❖ Research:
  ➢ How to improve the efficiency of the user experience on the website
    ■ As a user, how to navigate site
  ➢ Wordpress functionality
    ■ Widgets, pop-ups, etc.
  ➢ Deleting browser history
    ■ Deleting on back-end vs. creating a "how-to" guide
❖ What has been done so far:
  ➢ Copy has been made of initial pop-up
  ➢ Mock-up of deleting browser history
    ■ Survey
❖ Interview Takeaways:
  ➢ Fix and troubleshoot colors on main popup
  ➢ Edit the layout of the popup via popup widget and business hour code
  ➢ Best way to display "How to delete browser history" information

Prototype 1: Home Page Pop Up

Safari   File   Edit   View   History   Bookmarks   Window   Help

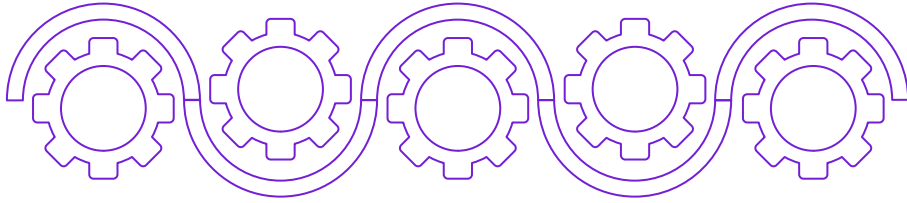🔒 safechatsv.org

💬 Welcome to Safe Chat Silicon Valley

Use this button to leave this site quickly.   Escape   ✕

Select Language ▾
Powered by Google Translate

SAFE
SILICON
for those impacted by domestic v...   omestic Violence?

Emergency Escape

In the event that you need to exit the site quickly, please click on the "Escape" button on the top of the page.
If you are in immediate or imminent danger, please call 911.

During working hours, SafeChatSV advocates are available to live chat with survivors of domestic violence to provide support and referrals to resources. **Please note that SafeChatSV is not a service provider; we can only refer you to appropriate resources for you to contact directly to receive services.**

Our current live chat hours are shown below:

24
MONDAY   📅

Today   10:00 AM - 12:30 PM
                                                          1:30 PM - 10:00 PM

Tomorrow   10:00 AM - 12:30 PM
                                                          1:30 PM - 10:00 PM

If you would like to contact us outside of these timeframes, **please click here to email an advocate.**
We will get back to you within 1-2 business days. Thank you for reaching out.

Chat with us now!

Prototype 1: Home Page Pop Up

- Bold font and red color on "**Escape**" button

Implementing:
- Understanding the colors for closed/open

Use this button to leave this site quickly. Escape

Howdy, Tech Volunteer

Select Language

Powered by Google Translate

Emergency Escape

In the event that you need to exit the site quickly, please click on the "**Escape**" button on the top of the page.
If you are in immediate or imminent danger, please call 911.

During working hours, SafeChatSV advocates are available to live chat with survivors of domestic violence to provide support and referrals to resources. **Please note that SafeChatSV is not a service provider; we can only refer you to appropriate resources for you to contact directly to receive services.**

Our current live chat hours are shown below:

25
TUESDAY

Today	10:00 AM - 12:30 PM
	1:30 PM - 10:00 PM
Tomorrow	10:00 AM - 12:30 PM
	1:30 PM - 10:00 PM

If you would like to contact us outside of these timeframes, **please click here to email an advocate.**
We will get back to you within 1-2 business days. Thank you for reaching out.

Chat with us now!
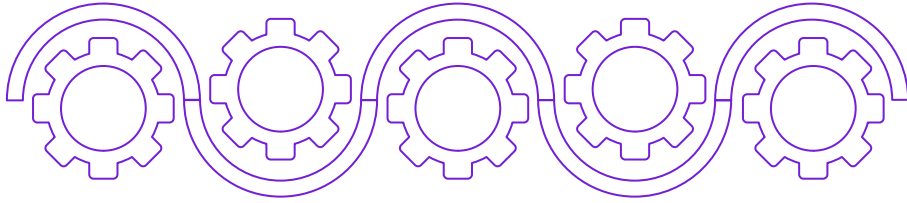
Prototype 2: Deleting Browser History

Implementing:
- Bottom Widget to access the page for deleting browser history
- Creating a separate page with the "How-To" guide

Current Setup

- Information on how to delete browser history currently on a private, unpublished page
- Displayed information catered towards those using laptops/computers

Tech Safety

How to Access Websites without having to Clear History:

If needing to use internet access without having to worry about history, follow these steps into using incognito to erase all web history:

You can also use a keyboard shortcut to open an Incognito window:

1. Windows, Linux, or Chrome OS: Press Ctrl + Shift + n.
2. Mac: Press ⌘ + Shift + n.

- Technology Safety Quick Tips

How to delete browser history (including cookies):

- Chrome
- Internet Explorer (IE)
- Firefox

How to delete downloads:

The route of data transfer is from the internet to a personal computer in contrast to download, in which this route is just reverse or opposite.

- Chrome
- Internet Explorer (IE)
- Firefox
- Windows
- Mac OS
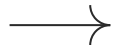
Select Language ▲▼
Powered by Google Translate

SAFECHAT
SILICON VALLEY
for those impacted by domestic violence or intimate partner abuse

Home   Connect With Resources   About the Project   What is Domestic Violence?

Connect With Resources

Housing and Shelter Resources

Family Justice Centers (FJCs)

Email An Advocate

CONNECT WITH RESOURCES

Safe Chat Silicon Valley   >   > Connect With Resources

Feeling lost while searching for support and resources is a common occurrence for survivors. We are here to help.
Clicking on the following tabs will lead you to specialized resources in that category that can best address your needs.

📞 24/7 Hotlines   🏠 Housing & Shelter   📄 Legal Aid   👥 Counseling & Support Groups   ♥ Culturally-Specific Resources

⊞ Other Resources

Leave a message
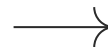
Branch 3: Marketing

- ❖ Research:
  - ➢ How to produce effective and valuable marketing posters/posts
  - ➢ Using Canva to make content
  - ➢ How to read and analyze social media analytics, specifically with Instagram analytics
- ❖ What has been done so far:
  - ➢ 2 prototypes for Instagram posts
  - ➢ Notes on last year's marketing project and improvements
- ❖ Interview Takeaways:
  - ➢ Match colors and fonts with the organization's set formats
  - ➢ Promote SafeChat SV in the SCU community
    - ■ Tabling? Posters?
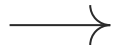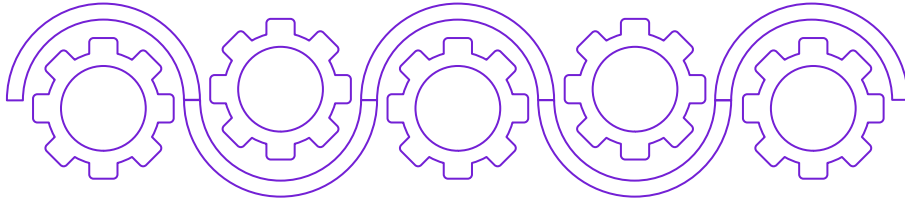
Prototype 1: Introduction to SafeChat SV

- Live Hours for Chatting Resource
    - Critical customer can know when they can access this feature
        - Can plan accordingly
- Resources for when Live Chat is not available
    - 24 hour hotlines
    - Resources with different languages
        - Color coding to make it easier to categorize languages
- A lot of iterations to get to the final product

ATTENTION!

SAFECHAT SV IS HERE FOR YOU

LIVE CHAT HOURS:
MONDAY THROUGH WEDNESDAY 10 AM – 10 PM (CLOSED 12:30 PM – 1:30 PM)
THURSDAY AND FRIDAY 10 AM – 8 PM (CLOSED 12:30 PM – 1:30 PM)
SATURDAY AND SUNDAY 1 PM – 8 PM
SPANISH AND VIETNAMESE ADVOCATES ARE AVAILABLE TO CHAT AS REQUESTED.

CHECK OUT OUR WEBSITE: HTTPS://SAFECHATSV.ORG

LINK IN BIO

LIVE CHAT HOURS
English, Spanish, and Vietnamese

SUNDAY	**1PM-8PM**
MONDAY	**10AM-10PM**
TUESDAY	**10AM-10PM**
WEDNESDAY	**10AM-10PM**
THURSDAY	**10AM-8PM**
FRIDAY	**10AM-8PM**
SATURDAY	**1PM-8PM**

""CLOSED ON WEEKDAYS FROM 12:30PM-1:30PM""

NEED IMMEDIATE HELP?
24 HOUR HOTLINES

AACI Asian Women's Home:
(408) 975-2739
Languages: *English, Vietnamese, Chinese, Tagalog, and other Asian languages*

Community Solutions:
1-877-363-7238 or 1-877-END-SADV
Languages: English and Spanish

MAITRI:
1-888-8MAITRI or 1-888-862-4874
Languages: English, South Asian languages
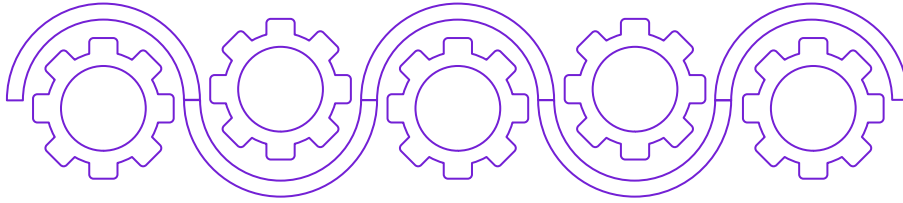
Next Door Solutions:
408-279-2962 (for domestic violence services)
Languages: English and Spanish

YWCA Golden Gate Silicon Valley:
1-800-572-2782
Language: English and Spanish
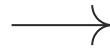
Prototype 2: Sample of Additional Resources

- Are you in a healthy relationship?
- Taken from the resources page on SafeChat SV's website
    - Making it more visual and easier to access for critical customers
- Highlighting what is healthy and what is unhealthy
- Still a work in progress to make it more visually appealing

am I in a **healthy** relationship?

SIGNS OF A HEALTHY RELATIONSHIP:

Trust—Respect—Equality—Making decisions together—Valuing your partner's thoughts/feelings—Communicating without threat or consequence—Support—Cooperation—Accountability—Safety—Partnership

SIGNS OF A HEALTHY RELATIONSHIP:

Communication ⟶ Accountability

Respect ⟶ Safety

Equality ⟶ Trust

Support ⟶ Value

Cooperation ⟶ Partnership

Check out safechatsv.org for more information

SIGNS OF AN UNHEALTHY RELATIONSHIP:

Quick involvement—Jealousy—Outbursts of anger—Overly critical behavior—Possessiveness—Blaming others for your own problems/feelings—Cruelty to animals or children—Unrealistic expectations—Controlling —Isolation—Disrespect—Hypersensitivity—Expecting control during sex—Rigid sex roles—Dr. Jekyll and Mr. Hyde behavior—Past battering Breaking/striking objects—Using force during an argument

SIGNS OF AN UNHEALTHY RELATIONSHIP:

Jealousy ⟶ Hypersensitivity

Possessiveness ⟶ Rigid sex roles

Overcontrol ⟶ Battering

Isolation ⟶ Forcefullness

Disrespect ⟶ Critical Behavior

Check out safechatsv.org for more information
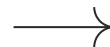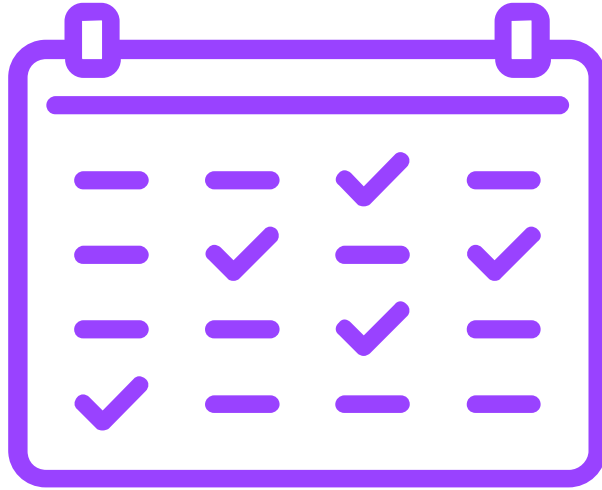
O4

Future Tasks

What are the next steps? A look into our future timeline and potential challenges

Branch 1: Portability

❖ To-do:
  ➢ Add key details to wireframes→Will be done by week 8
    ■ Use of color
    ■ Select a typeface that suits SafeChat SV
    ■ Placement of layout
  ➢ Learn how to bring wireframes into Wordpress →Will be done by week 9
  ➢ Bring final wireframes into Wordpress →Will be done by week 9
    ■ Test to make sure sizing is correct on mobile device
❖ Potential Problems:
  ➢ Navigating Wordpress
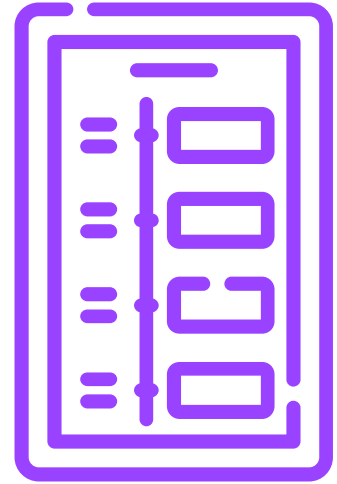
Branch 2: Functionality

❖ Homepage Popup:
   ➢ Edit visuals: sizing of each section → *by start of Week 9*
   ➢ Fix business hour color changing bar → *by start of Week 9*
      ■ Understanding their code
   ➢ Better display business hours → *by start of Week 9*
❖ Deleting Browser History:
   ➢ Create popup to inform users on how to delete → *by start of Week 8*
      ■ Appearing after a set time
   ➢ Add section/page on deleting browser history → *by start of Week 8*
❖ Challenges/Potential Problems:
   ➢ Navigating Wordpress
   ➢ Handling embedded code
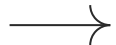
Branch 3: Marketing

❖ To-do:
  ➢ Social Media
    ■ Do a trial post on Instagram and compare those analytics with last month's analytics → *will be done by this Frida*y
    ■ Add the SafeChat SV logo to each post → *will be done by this Friday*
    ■ Individual marketing
      ● Having group members post a SafeChat SV ad on our personal Instagram accounts to gain traction → *will be done by this Friday*
    ■ Create a Bingo SafeChat story fundraiser → *will be done by the end of Week 8*
  ➢ Other Marketing Opportunities
    ■ Create a plan for potential tabling and on-campus advertisement (any campus, doesn't have to specifically be SCU) → *start Week 8*
    ■ Look into GoogleAds and potentially create a campaign → *start Week 8*

Goal: increase by Instagram reach by at least 25% (~40 additional reaches)
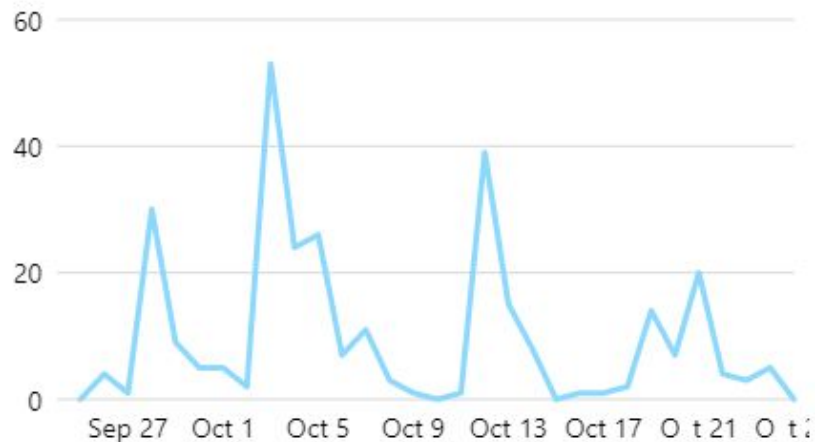
Reach

Facebook Page reach ⓘ

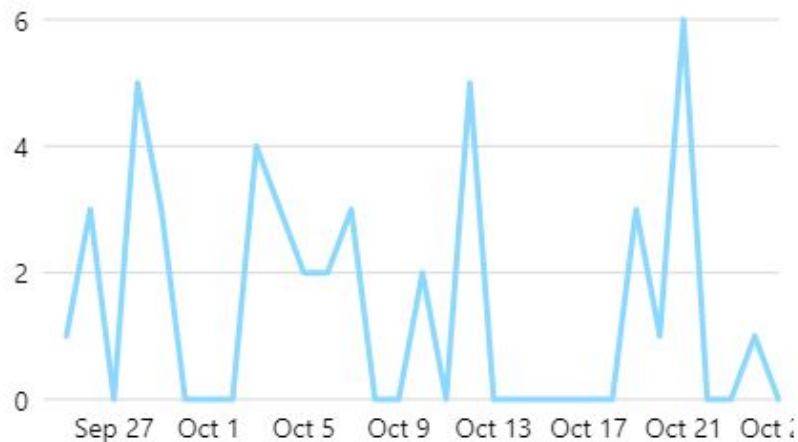**538** ↑ 41.6%

Instagram reach ⓘ

152 ↑ 1.3%

Goal: increase by Instagram profile visits by at least 60% (~18 additional visits)
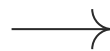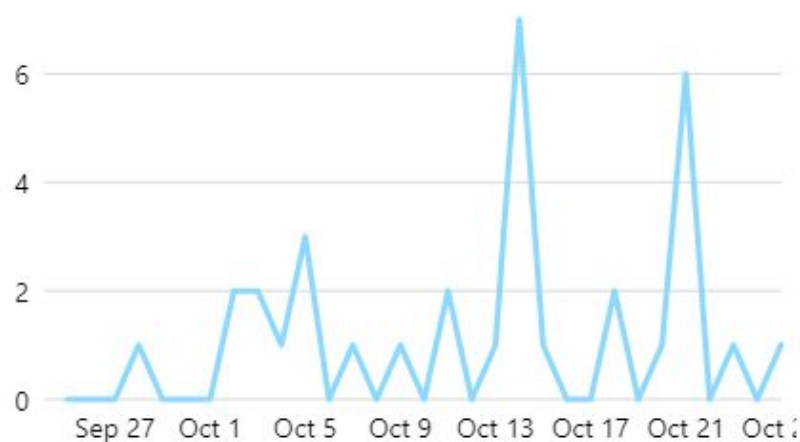
Page and profile visits

Facebook Page visits ⓘ
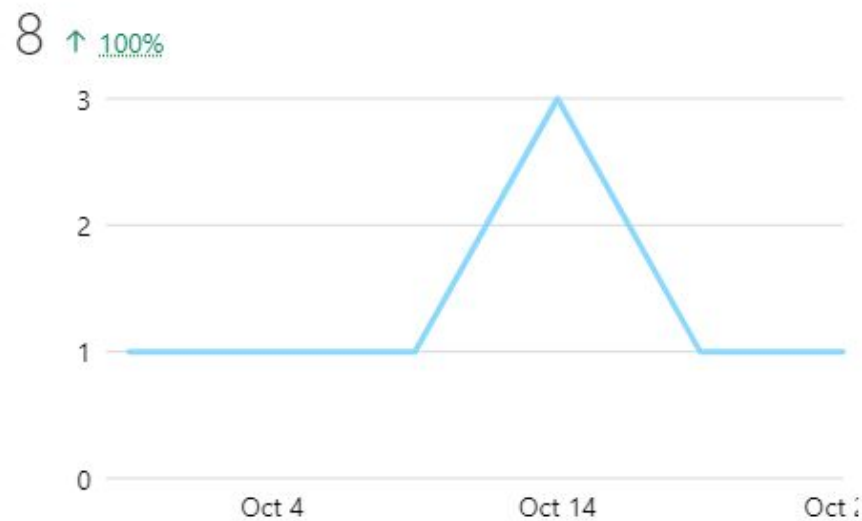
44 ↑ 57.1%

Instagram profile visits ⓘ

33 ↑ 32%

Goal: increase by Instagram profile visits by at least 250% (~20 additional visits)

New likes and follows

Facebook Page new likes ⓘ

1 0%

Sep 27   Oct 1   Oct 5   Oct 9   Oct 13   Oct 17   Oct 21   Oct 2

Instagram new followers ⓘ

8 ↑ 100%

Oct 4   Oct 14   Oct 2

Branch 3: Marketing

❖ Challenges/Potential Problems
  ➢ Main Potential Problem: Possibility of having no significant changes in analytics
    ■ ie: follower count remains the same or no increase in profile visits
    ■ Backup Plan: create another prototype or make a new version of the current one, and repost
    ■ Could be a 'blocking' issue if the backup plan is not successful, but it is more likely to be considered a 'normal' issue
  ➢ Having to re-do the entire marketing campaign (set back: 2 weeks)
  ➢ The other marketing opportunities could take longer than anticipated

Upcoming Project Timeline

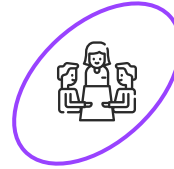**Week 7**

Week 8

Week 9

Week 10

Status Update

In class presentations on our team progression

Finalize Project
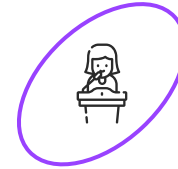
Continue work and near completion (November 10th - Partner Meeting)

Final Communication

Continue working

Project Presentation

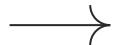Team presentation of our completed project

Thanks!

Any questions and comments?

Works Cited

NCADV: National Coalition Against Domestic Violence. The Nation's Leading Grassroots Voice on Domestic Violence. (n.d.). Retrieved November 1, 2022, from https://ncadv.org/STATISTICS

Quick facts: Domestic violence in the United States 2022. PlanStreet. (2022, July 13). Retrieved November 1, 2022, from https://www.planstreetinc.com/quick-facts-about-domestic-violence-in-the-united-states/

Shutterstock. (n.d.). *Stop Domestic Violence Stamp*. Retrieved from https://www.shutterstock.com/image-vector/stop-domestic-violence-stamp-creative-social-392023519.

Kourti, A., Stavridou, A., Panagouli, E., Psaltopoulou, T., Spiliopoulou, C., Tsolia, M., Sergentanis, T. N., & Tsitsika, A. (2021). *Domestic Violence During the COVID-19 Pandemic: A Systematic Review. Trauma, violence & abuse*, 15248380211038690. Advance online publication. https://doi.org/10.1177/15248380211038690.