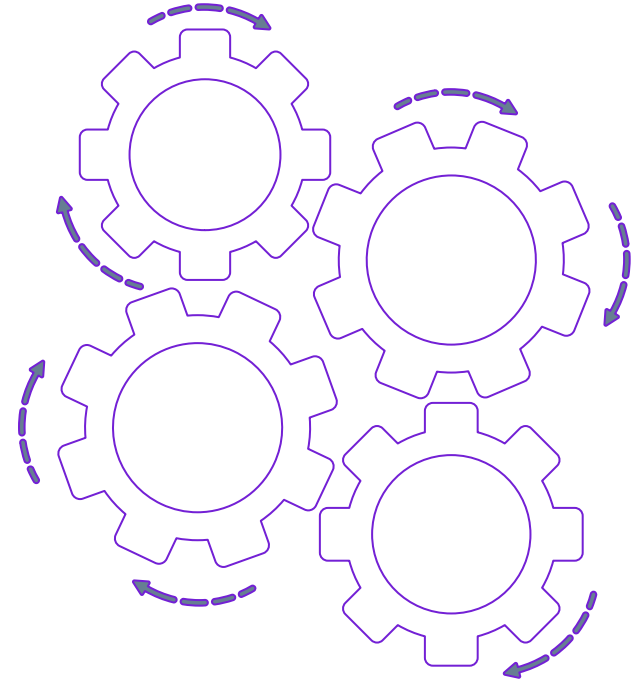


# SafeChatSV

## Final Project



**Santa Clara  
University**

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and Kidus Solomon



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## Q&A

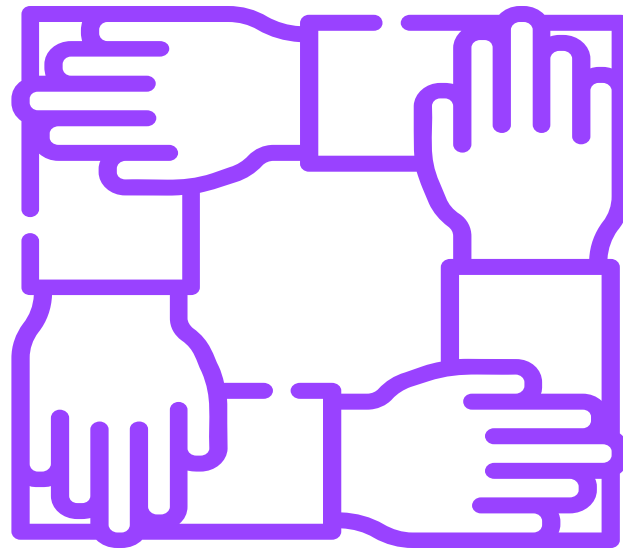
Open the floor to questions, comments, and feedback



**01**

# Project Details

So-What? Why our project is important.





[Source: [savechatsv.org](https://savechatsv.org)]

- **SafeChatSV:** online chat platform for domestic violence survivors
- **Critical Customers:** those who have experienced or are experiencing domestic violence



## Some Statistics...

20 people per  
minute experience  
domestic violence  
in the US (NCADV)

Target age  
range: 18 to 24  
(planstreet)

“

# The Problem Statement

”

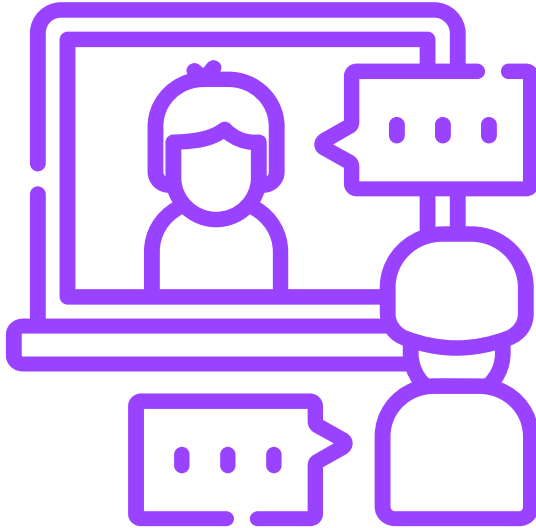
→ Problems:

- ◆ **Portability:** difficult to navigate on a mobile device
- ◆ **Functionality:** some website functions can be more user friendly
- ◆ **Marketing:** SafeChatSV needs a larger social media presence

→ SafeChatSV + SCU team's solutions = *bigger impact on the Silicon Valley community of domestic violence survivors*



# Motivation & Background



**Main Goal:** advance the user experience for survivors on SafeChat SV

Our **Motivation:**

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

**Background:**

- Impact on community
- Relevance with COVID-19



# Customer Needs

**Portability:** mobile accessibility vs. larger technology

**Functionality:** efficient website visit

**Marketing:** more information on SafeChatSV's resources







**02**

# **Project Body**

Project Specifications & Design Process



# Final Design Decision

## Portability

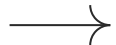
Mobile version for  
SafeChat SV

## Functionality

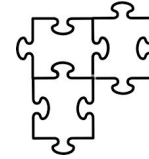
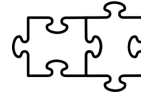
Improve website  
navigability

## Marketing

Increase social media  
presence



# Our Ideation Process



Solely focusing  
on portability

Further research  
& partner  
discussion

Addition of  
functionality and  
marketing  
branches



# Project Specifications

## Portability

- Spacing
- Simplicity
- Drop-down Buttons

## Functionality

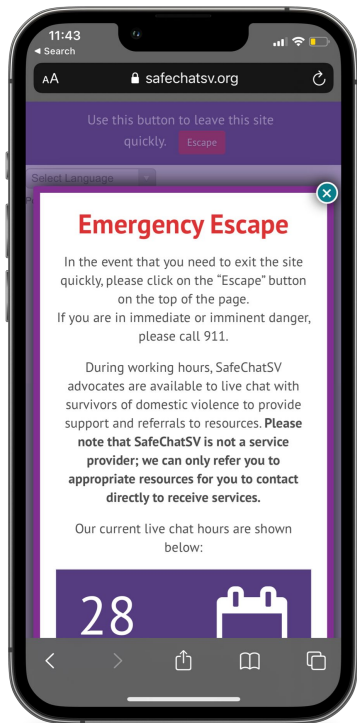
- Browser History
- Emergency Popup
- Slider SMS Promotion

## Marketing

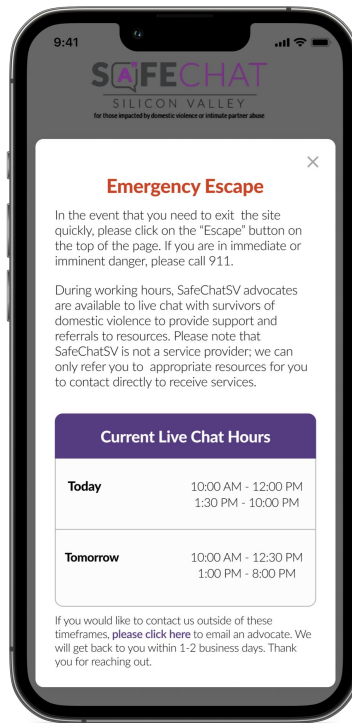
- 2 Instagram Posts
- Instagram Reel
- Personal Promotions



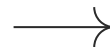
# 1. Emergency Escape Popup



Before



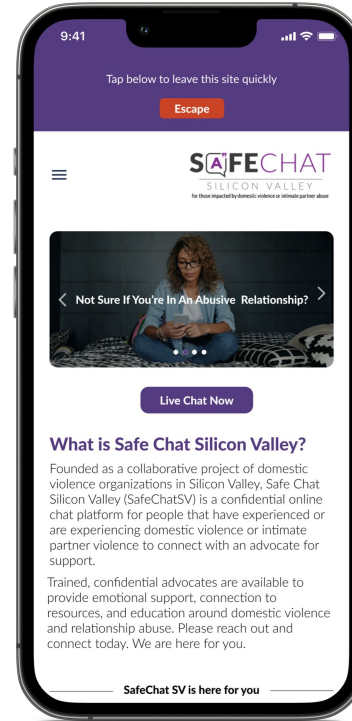
After



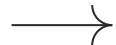
## 2. Home Page



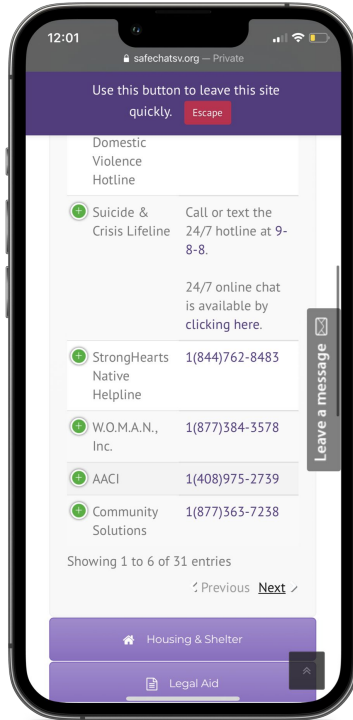
Before



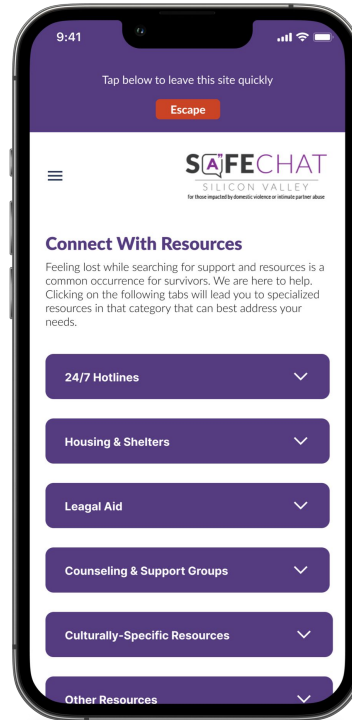
After



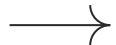
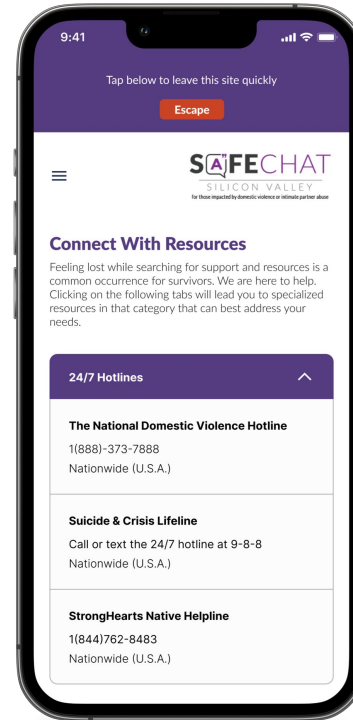
# 3. Resource Page



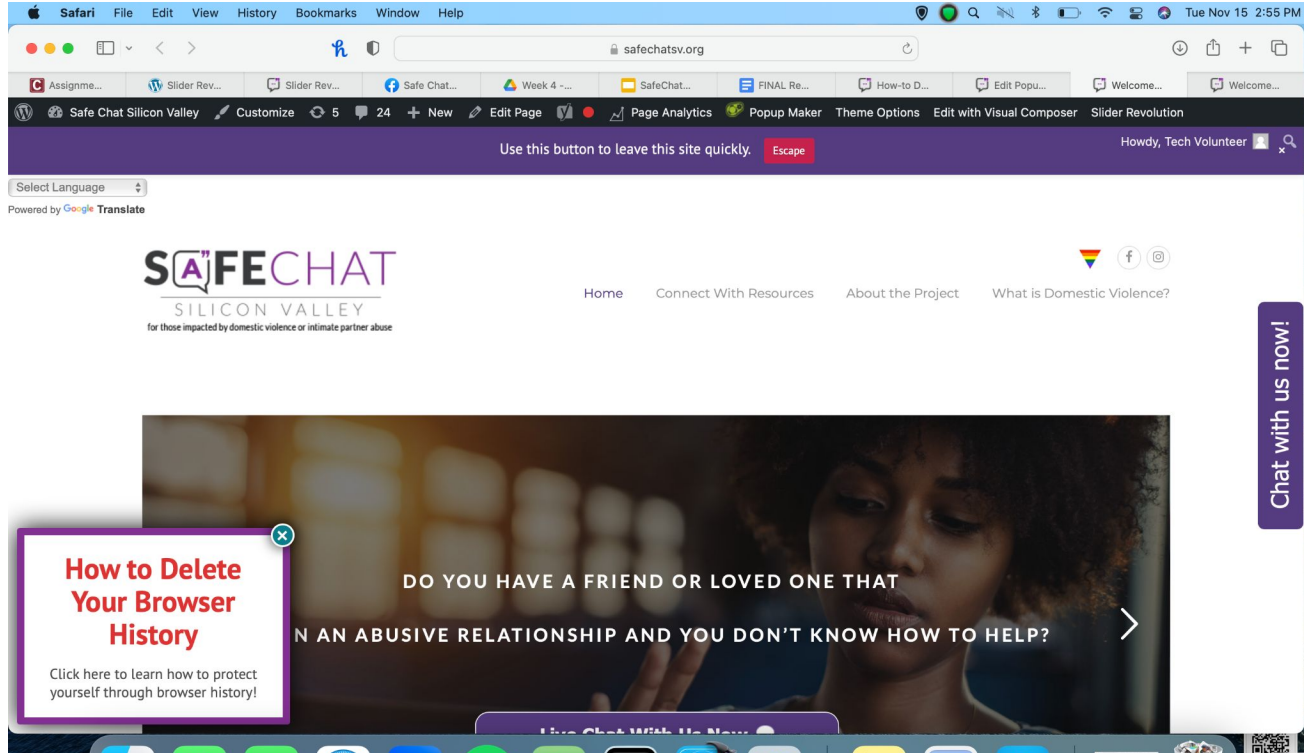
Before



After



# 1. Browser History Popup





## 2. Emergency Popup

Use this button to leave this site quickly. [Escape](#)

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:

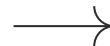
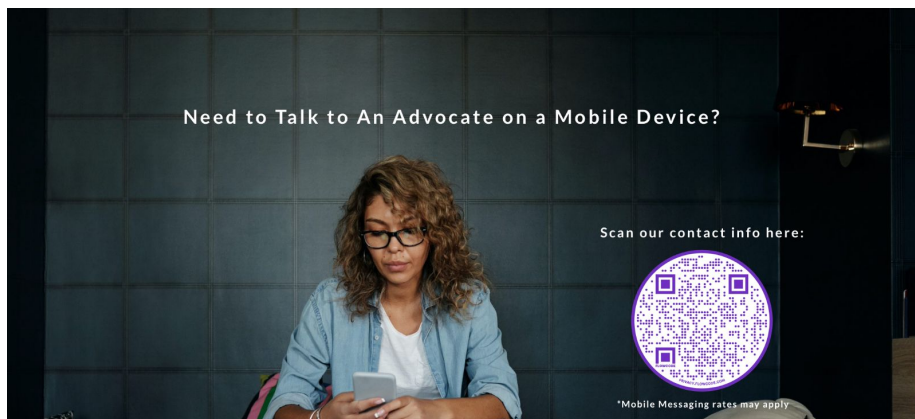
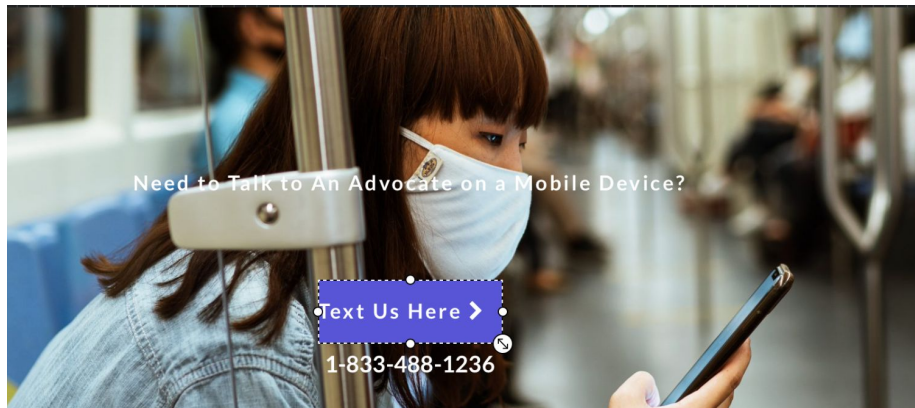
27 SUNDAY	
Today <b>Open</b>	1:00 PM - 8:00 PM
Tomorrow	10:00 AM - 12:30 PM 1:30 PM - 10:00 PM

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.

What is Safe Chat Silicon Valley?

Chat with us now!

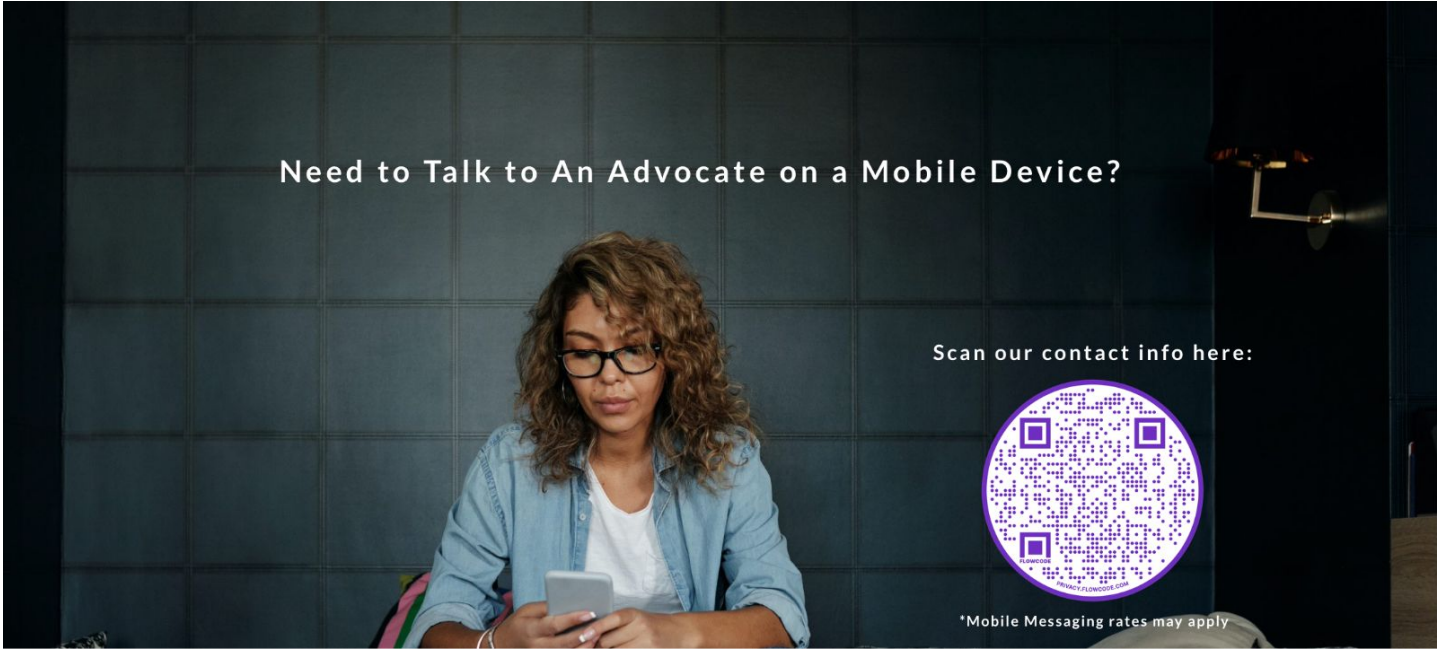
### 3. Text SMS Promotion on Website



# 3. Text SMS Promotion on Website

Need to Talk to An Advocate on a Mobile Device?

Scan our contact info here:



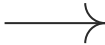
\*Mobile Messaging rates may apply

New Message [Cancel](#)

To: Advocate

Text Message

Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B N M  
123 space return



# 1. Instagram Posts

*am I in a healthy relationship?*

### SIGNS OF A HEALTHY RELATIONSHIP:

- Communication — Accountability
- Respect — Safety
- Equality — Trust
- Support — Value
- Cooperation — Partnership

**\*\*Check out [safechat.org](https://safechat.org) for more information\*\***

### SIGNS OF AN UNHEALTHY RELATIONSHIP:

- Jealousy — Hypersensitivity
- Possessiveness — Rigid sex roles
- Overcontrol — Battering
- Isolation — Forcefulness
- Disrespect — Critical Behavior

**\*\*Check out [safechat.org](https://safechat.org) or text us at 1-833-488-1236 for more information\*\***

**SAFECHAT** SILICON VALLEY





# Attention!

SafeChatSV is here for  
you

Check out our website: <https://safechatSV.org>  
Link in bio  
Text us: 1-833-488-1236



## Live Chat Hours

English, Spanish, and Vietnamese

Sunday	1pm-8pm
Monday	10am-4:30pm
Tuesday	10am-4:30pm
Wednesday	10am-4:30pm
Thursday	10am-8pm
Friday	10am-8pm
Saturday	1pm-8pm

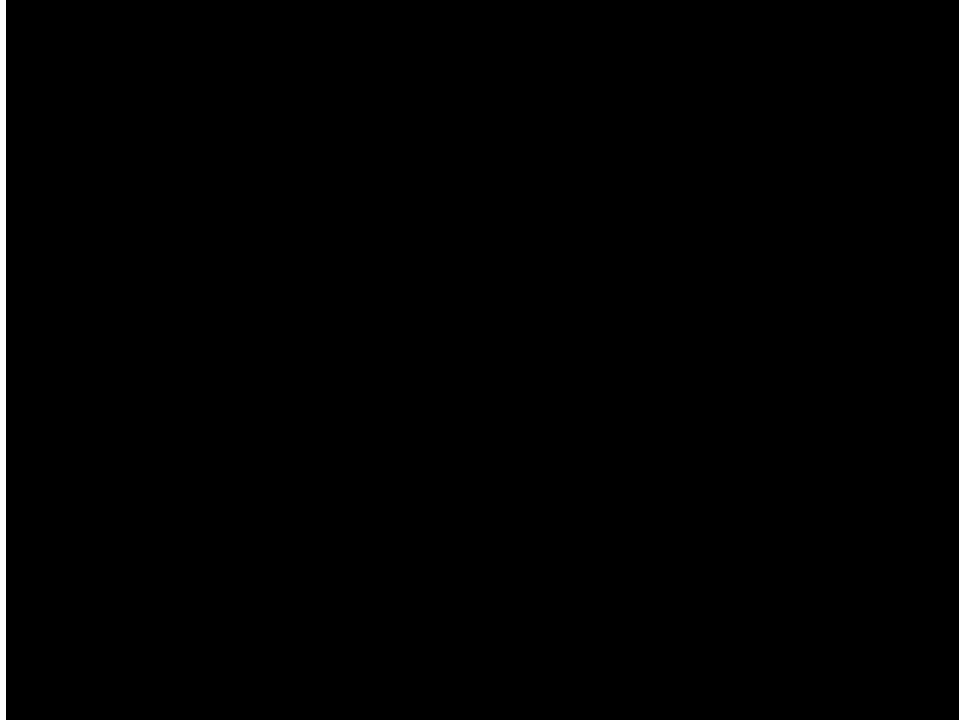
**\*\*closed on weekdays from 12:30pm-1:30pm\*\***

## Need Immediate Help?

### 24 Hour Hotlines



## 2. Instagram Reel



### 3. Personal Promotion

- Each member re-posted this post on their personal accounts
- Total: 1,256 views total



# Challenges & Analysis

## Portability

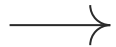
- Implementing wireframes

## Functionality

- Navigating Wordpress
- Limited customization
- Memory

## Marketing

- Reaching target audience (privacy concern)
- Posting Schedules

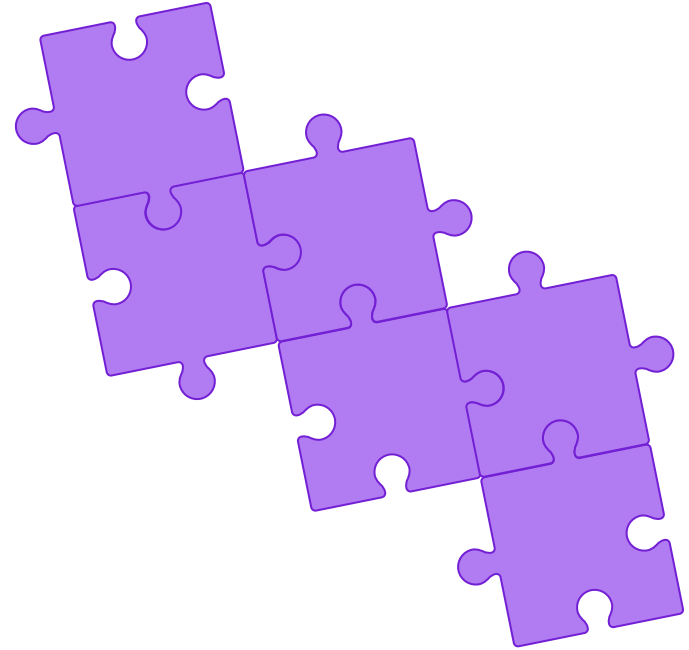




**03**

# Project Reflections

Concluding remarks on our project results

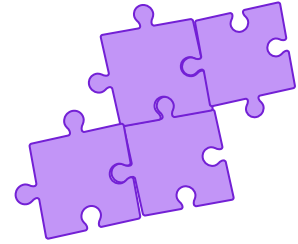


# Primary Issues

- **Portability:** difficult to navigate on a mobile device
  - **Resolved:** Figma Wireframes
- **Functionality:** some website functions can be more user friendly
  - **Resolved:** Widget Updates
- **Marketing:** SafeChatSV needs a larger social media presence
  - **Resolved:** Increase in Instagram activity & promotions



# Reflections



## Project Accomplishments:

- **Portability** → increased simplicity and user experience
- **Functionality** → enhanced website functions
- **Marketing** → more people in the silicon valley know about SafeChat SV

**Overall, we believe that we have made an impact on the community at large and amplified the influence of SafeChat SV.**



# Recommendations

- Implement more code into WordPress site
  - HTML for customization
  - APIs for functionality
- Focus on business hour implementation + visuals
- More potential resources
- Track followers activity on social media accounts
  - What times are they most active?



# Thank you!



CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon** and infographics & images by **Freepik**



# 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., Sergeantanis, 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>.

