

Marketing, Updating, and Increasing Functionality of SafeChat
Silicon Valley to Enhance Technological Efficiency for Domestic
Violence Survivors

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Abstract

The purpose of this project is to aid SafeChatSV to cater towards domestic violence survivors combining the SCU team's strengths and SafeChatSV's driven goal as an online resource through their live chat feature. In order to carry out this task and meet our partner's needs, our team is divided into three separate branches: portability, functionality, and marketing. Within the portability branch, Kidus created mock-ups using Figma for a mobile version of the SafeChatSV website which took user accessibility into account for the Wordpress website and enhanced the user experience for mobile devices. For the functionality branch, Isabella and Alexa focused on improving the main website by creating a browser history popup, editing the main emergency escape popup, as well as promoting SafeChatSV's new SMS texting feature through prototyped slides on Wordpress' slider revolution. These were implemented to improve user accessibility to ensure that their customers are able to safely access the chat or information. The marketing branch with Alex created multiple strategically designed posts for SafeChatSV's Instagram which increased their account activity and awareness.

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1.0 Introduction

1.1 Background and Motivation

SafeChat Silicon Valley, also called SafeChatSV, is an online resource that connects individuals experiencing domestic violence with adequate and quick resources, confidentially. SafeChatSV offers a live chat feature that provides the survivor access to a confidential resource to administer immediate support and answers to any questions. SafeChatSV contains a page on its website titled “Connect With Resources,” which lists all of its partners who collectively contribute to SafeChatSV’s initiative. These partners are local to Silicon Valley and include the organizations: Asian Americans for Community Involvement (AACI), YMCA Silicon Valley, Community Solutions, Nextdoor Solutions to Domestic Violence, and Maitri. During closed business hours, these partners are especially important in helping survivors.

Partnering with SafeChatSV will significantly impact our surrounding community because it will give those experiencing domestic violence in need of resources the opportunity to escape violent and life-threatening situations. Therefore, it will better the lives of many people in the Silicon Valley and allow them to pursue the life they deserve. Especially after the COVID-19 pandemic, there has been a surge in domestic violence reports due to increased time with their perpetrators, making SafeChatSV even more of a necessary resource for our community.

Our team focused predominantly on improving the mobility and functionality of the site, which includes adjusting the frame so that the website can function properly on a mobile device, such as an iPhone, and improving the main SafeChatSV website. A marketing branch was also added to the project to reach more Silicon Valley community members and influence SafeChatSV’s Instagram account.

1.2 Statement of Project Objectives

Our critical customers are survivors of domestic violence who utilize the resources of SafeChatSV. They are our primary project motivation, as our goal is to make their experience with SafeChatSV as smooth and seamless as possible. By factoring in the customer’s gains and pains, we could clearly define our project’s objectives.

Our partner has identified problems, including difficulty navigating the website on a mobile device, troubleshooting complicated widgets in WordPress, and getting more awareness of the organization. All of these issues are addressed in our project, and we have provided tools

for SafeChatSV to implement. The main concern is the critical customer's experience with SafeChatSV's resources. Therefore, it is crucial to rectify the issues of having a malfunctioning mobile version of the website and problematic widgets to amplify the user experience. Additionally, it is essential to focus on marketing SafeChatSV as it is a vital source in the community and is meant to be accessible to everyone in the Silicon Valley.

Our problem statement is to provide Safe Chat Silicon Valley, an online chat platform for survivors of domestic violence, with an efficient mobile version of their website because it will allow survivors to conveniently and urgently seek help online, market their website through a series of Instagram posts, and improve the website widgets to increase the efficiency of the site. Specifically, the website needs to allow for portability in mobile devices and small screen formats and be prepared with relevant safety features. Additionally, our partners were having difficulties with the efficiency of the primary pop-up on the site. Lastly, SafeChatSV needs to be more well-known in the community so everyone can access its valuable resources.

1.3 Review of Field and Literature

Domestic violence directly affects the lives of over 10 million people each year, which may not include those who are family members or friends of a survivor of domestic violence (Huecker). Studies have shown that about 20 people per minute are abused by their romantic partners in the United States, and there are more than 20,000 phone calls placed to domestic violence hotlines per day nationwide (NCADV). As our group takes on the job of marketing SafeChatSV, we must reach the appropriate audiences to help the most survivors as possible. One statistic that aided our marketing research was, "Women between the ages of 18-24 are most commonly abused by an intimate partner" (NCADV). Most undergraduate college students, despite their gender, are between the ages of 18-22. Despite the gender stereotypes and statistics, men and women are affected by domestic violence almost equally: "1 in 3 women and 1 in 4 men have experienced some form of physical violence by an intimate partner... (e.g., slapping, shoving, pushing) and in some cases might not be considered 'domestic violence' (NCADV). The education and awareness of domestic violence can begin in the educational system and at a young age. Therefore, one majority audience for the marketing campaign stemmed from research conducted towards the beginning of the project.

1.4 Roadmap

Our project details are explained in the rest of the report below. We will focus on the three branches of portability, functionality, and marketing. Looking at each section, the second section highlights our project specifications and civic engagement impacts. The third section contains our results and analysis follow-up. Finally, the fifth section discusses our team's conclusions, judgments, and recommendations for the future. For all visual content, please refer to the appendix located in the sixth section.

2.0 Discussion

2.1 Project Specifications

Over the quarter, our team discussed and brainstormed various ideas to assist our partner. Our partner needed a more mobile website to allow users to access their website on a mobile device and have a similar experience to a computer without glitchy imaging and incorrect sizing. As we began the project, our group of four was going to primarily focus on this issue of portability by using Figma to create mock-ups of the mobile site. However, while meeting with our partner, we discovered that we could split up into branches and accomplish more during our ten-week quarter. From this point, we split our group into three branches: portability, functionality, and marketing. Each branch focused on a different aspect of SafeChatSV's needs. However, our collective team goal was to assist the SafeChatSV team and effectively support survivors of domestic violence.

Throughout the quarter, our team spent a generous amount of time brainstorming our ideas. Therefore, it delayed our ability to measure our success. Specifically, our time was limited to reviewing our analytics on the Instagram posts because of posting schedule conflicts. In order to evaluate our success, we discussed our final product in depth with our partners. They appreciated the efforts and the wide arrange of projects we worked on and expressed that our contributions have impacted the organization significantly. Additionally, we referred to our analytics on our Instagram posts. Our initial post had a 2,100% increase in account reach and 2,900% increase in profile visits.

2.2 Civic Engagement

While working and collaborating on this project, one of our primary concerns was the safety of our critical customers. The number one priority that we, as student creators, had to keep in mind was the privacy and security a survivor needs when seeking resources. Safe Chat Silicon Valley involves a large number of governmental entities. The Government and the Bureau of Alcohol, Tobacco, Firearms, and Explosives are just a few public organizations that impact SafeChat Silicon Valley in various ways. Government policies, particularly in California, have been developed to provide consumers with more privacy options and to limit the amount of personal data about them that corporations may access. The "California Consumer Privacy Rights Act (CPRA)" was enacted in November 2020 and will take effect in most of the state of

California in January 2023. The Bureau of Alcohol, Tobacco, Firearms, and Explosives is a governing agency that focuses on the physical aspect of domestic abuse. They are an organization that establishes the criteria for what constitutes a "misdemeanor crime of domestic violence." (Bureau of Alcohol, Tobacco, Firearms, and Explosives).

Domestic violence is the primary civic issue our project focuses on, but only to a large extent inside Silicon Valley because the audience of our partner is located there. All three of our project branches aim to help victims of domestic abuse by showcasing their methods to escape their abusers. Since users will be able to seek aid from the convenience of their phone, our project's portability branch correlates to survivors' ability to safely escape domestic violence. Our marketing division reaches a broader audience and has an overall greater community-wide influence. This spreads SafeChat to new users who might be suffering from domestic violence and utilize it to their advantage. Lastly, the functionality branch keeps data privacy in mind when processing user information and considering how data might be altered when including widgets or APIs.

On the civic issue of domestic abuse, public organizations, whether governmental or non-governmental, should be involved. The issue of domestic violence is out of the survivor's control, leaving them powerless. Public organizations should participate in the solution as a result. They should make use of their influence and knowledge to assist survivors and stop domestic violence from happening in the future. The 2018 California Consumer Privacy Act is a revolutionary change in US privacy legislation (CCPA) and a great example of why public organizations should be involved in the civic issue of domestic abuse. This new legislation strengthens consumer data privacy laws in California and gives users more control over how sensitive personal data is utilized. Precise geolocation, race, ethnicity, religion, genetic data, private communications, sexual orientation, and specific health information are all examples of sensitive personal information (*State Laws Related to Digital Privacy*). Additionally, it mandates that the operator declare whether or not third parties are or might be using its site or service for such tracking. The 2018 California Consumer Privacy Act would not have been passed without the involvement of public entities, in this case, the California government (*State Laws Related to Digital Privacy*). The benefits of the new privacy legislation extend beyond those who have experienced domestic violence. They protect your geographic location as well as a range of other

personally identifiable information. Public organizations such as the government are the only ones with authority to enact laws that broadly impact civic issues.

With the increased use of technology over the past few decades, the speed with which news is spread has increased. However, the positive features of technology also bring safety concerns. Now that an increasing number of people are using social media and mobile devices, it is the most effective way for the team to reach as many people as possible. Specifically, during the COVID-19 pandemic that affected our country in 2020, many countries around the world felt the effects of increased use of screentime. Specifically, in a study conducted about the impact of screen time during the COVID-19 pandemic, it was said that "China found that about 70% of 1033 participants spent more time looking at screens after the COVID-19 outbreak" (Sultana). Now, with increased screen time, it was clear that our audience would be found through various forms of media.

2.3 Solutions

Currently, the leading resource for survivors of domestic violence is The National Domestic Hotline. The national hotline is more widely known and the first phone number that would appear when searching for a hotline number on Google. However, when accessing the National Hotline, it often seems to be busy and directs you to a "Get Help" page (National Domestic Violence Hotline). This poses a problem for many users when they find time to get help and the hotline is not viable.

The solution at hand is SafeChatSV's website. Although the SafeChat website provides resources only for those located within Silicon Valley, it generates a more focused and intentional solution for survivors. However, one constraint is making this resource more accessible. Our solution is through our marketing branch. SafeChatSV is beneficial as it can provide a more definite and local resource, while the National Hotline has a range of locations it chats with.

SafechatSV is a revolutionary solution to domestic violence in the Silicon Valley area. By partnering with organizations such as Nextdoor Solutions to Domestic Violence, YWCA Golden Gate Silicon Valley, and Asian Americans for Community Involvement (AACI), SafeChatSV offers a comprehensive and innovative approach to supporting survivors of domestic violence. Through the integration of cutting-edge technology and the expertise of these leading

organizations, SafeChatSV is uniquely positioned to provide survivors with the tools and resources they need. This novel approach will continue to significantly impact the fight against domestic violence in the Silicon Valley community.

SafechatSV itself is a Novel approach to domestic violence, as it is a revolutionary solution to domestic violence in the Silicon Valley area. Previous solutions to aid survivors of domestic violence within Silicon Valley include Nextdoor Solutions to Domestic Violence, YWCA Golden Gate Silicon Valley, and Asian Americans for Community Involvement (AACI). Since then, these organizations have come together to create SafeChatSV. SafeChatSV offers a comprehensive and innovative approach to supporting survivors of domestic violence. Through the integration of cutting-edge technology and the expertise of these leading organizations, SafeChatSV is uniquely positioned to provide survivors with the tools and resources they need. This novel approach will continue to make a significant impact in the fight against domestic violence in the Silicon Valley community.

3.0 Result and Analysis

3.1 Portability

SafeChatSV's portability is significant since users require a more efficient mobile version of its website to enable survivors to conveniently and urgently seek help online. In particular, the website needs to be optimized for portability on mobile devices and small-screen formats in order to provide survivors with the urgent assistance they require. In our efforts to improve the SafeChatSV website, we focused on enhancing the overall usability for a mobile device. We decided to focus on three issues: spacing/content layout, the emergency pop-up page, and the resources page.

We conducted a User Experience Audit to identify areas for improvement, which revealed to us that the emergency pop-up page did not fit properly on mobile screens (Refer to Appendix 6.1A). To address this, we adjusted the spacing in the emergency pop-up, allowing us to bring up the information so that users do not have to scroll to view the intended information (Refer to Appendix 6.1B). Additionally, we have made the page behind the pop-up darker to encourage users to focus on the pop-up instead of the background (Refer to Appendix 6.1B). Moving onto the home page, initially we found that the home page was cluttered and overwhelming. Moreover, the content's arrangement wasn't the finest, having excess white space that served no purpose (Refer to Appendix 6.1C). To combat this, we moved the content up the page, eliminating the excess white space that was present before (Refer to Appendix 6.1D). Additionally, we added a Live Chat now button to make it easier for users to access the most important function of the website (Refer to Appendix 6.1D). Finally, we rounded the edges of the photo carousel and live chat button to draw attention to the content rather than the component the content was in (Refer to Appendix 6.1D). Lastly, when navigating the resources page we noticed it was overflowing with information and difficult to read (Refer to Appendix 6.1G). Additionally, we noticed that the resources didn't provide users with feedback on whether or not resources were provided (Refer to Appendix 6.1G). We added arrows to the drop-down buttons to provide feedback to users so they know they received the intended information (Refer to Appendix 6.1H). We have also made the suggested resources easier to understand by simplifying the layout of the content (Refer to Appendix 6.1H). With these improvements, survivors of domestic abuse can now more easily navigate and access the SafeChatSV's website from any device.

3.2 Functionality

The technical functionality of SafeChatSV is crucial because it will provide a more efficient website visit and user experience. This efficiency is crucial because many survivors may not have a substantial amount of time to visit and explore the website. All of the information needs to be clear, concise, and easy to follow. Many users who enter the site may be looking for the live chat feature to chat with an advocate. In order to increase website functionality, we focused on three different projects: a widget that educates a user on how to delete their browser history for safety, an update to the initial emergency escape popup, and a slider revolution promotion of their new text messaging service.

Our initial observation was a business error with the emergency pop-up that appears when a user immediately opens the SafeChat website (Refer to Appendix 6.2A). The popup's current condition was confusing for the user to understand because it gives so much information at a time, without a distinction to what information is the most important. Therefore, in order to make the text easier to follow, one feature our team decided to implement was highlighting or boldening the "Escape" and "live chat hours" text. Changing the "Escape" text to a bright red slightly accentuates the main escape button located on the top of the screen so users know how to exit the site quickly. Additionally, the "live chat hours" text was bolded and linked to their corresponding live chat hours page located in their "About the Project" tab. This allows users to see all of SafeChatSV's business hours rather than just seeing the hours for today and tomorrow.

However, the main issue with the main emergency escape popup was the open/closed badge as it wasn't visually clear what it was supposed to display. On that account, our team edited the badge to display the text "Open" and "Closed" so that users will know what the badge represents, rather than just a color. The edited badge also makes the date display more representative of a calendar view, as before, the calendar seemed to just include business hours with an ambiguous green or orange color next to it.

For our second update to the site, we acknowledged the importance of the users safety while visiting the website. The main form of safety that was implemented on their site was the escape button at the top. However, it appeared that many users may be unaware of cookies and the effects of their browser history. As a team, we decided to incorporate a page that a previous SCU SafeChatSV team created under the Homepage→Connect With Resources→Other Resources by adding a widget to the homepage (Refer to Appendix 6.2C). The Other Resources

page was potentially difficult for users to discover. With our research and meetings with our partner, browser history was an important piece of information that users should be aware of.

The widget was strategically placed on the bottom left hand corner of the homepage in a custom 300px width box. The widget was placed on the opposing side of the screen away from other widgets to decrease the clutter of widgets and pop ups on the homepage. Within the widget, our team wrote “How to Delete Your Browser History” in a bolded-red font to draw the attention of our user. Additionally, directly below the title prompted a user to “Click here to learn how to protect yourself through browser history!” This caption was crucial to alert the user that this was not a widget to be ignored as it is intended to promote safety measures. Once the user clicked on the prompted text, it would directly connect to the Other Resources subpage with the listed instructions on how to delete browsing history (Refer to Appendix 6.2D).

While working with our partner in the middle of our quarter, they requested any feedback and or assistance with their mobile live chat feature. This feature would allow the users to live chat with an advocate on their cellular device rather than using the live chat feature on a computer. They launched their SMS feature at the end October. After our bi-weekly meeting, the team discussed promoting this new SMS service on their website. As a result, our team brainstormed the best location to promote this service, which was on the homepage on the slider revolution presented at the top.

In order to find the most efficient slider, our team created two prototypes for the SafeChatSV team to have (Refer to Appendix 6.2E and 6.2F). On both prototypes, SafeChatSV provided our team with a range of photos with users on a mobile device. On the initial prototype the phone number for the SafeChatSV advocates would be displayed at the bottom of the slide with a large SafeChat SV purple “Text Us Here” button above the mobile SafeChatSV number (Refer to Appendix 6.2). However, the second prototype proved to be more efficient. The second prototype included a QR code in the bottom right hand corner of the slide that instructed the user to, “Scan our contact info here:” (Refer to Appendix 6.2F). Once that QR code is scanned on a mobile device, the QR code will take the user directly to their SMS service. It would create a new message string with a contact titled “Advocate” (Refer to Appendix 6.2G). From here, the user will be able to communicate with a SafeChatSV advocate on their mobile device.

3.3 Marketing

Our third and final branch of the project is our marketing campaign. Focusing on our marketing campaign was important because it led more people to SafeChatSV's resources. Through this section of our final product, we have reached our goal of getting SafeChatSV's name out into the community. We primarily focused on our partner's Instagram social media account because they were more likely to reach the target audience. In order to do this, we used the software Canva to design aesthetically appealing and attractive posts, which included two slideshow-style posts and one 15 second Reel video (Refer to Appendix 6.3B and 6.3E for the two Instagram slideshow-style posts and Appendix 6.3G for the Instagram Reel video). Along with these posts, we also promoted SafeChatSV's Instagram by reposting one of their promotional posts from earlier in the year (Refer to Appendix 6.3J for this post). Through this, more of our peers—who are a part of our target audience—were introduced to SafeChatSV and its resources.

When composing our Instagram posts, it was our utmost priority to create posts that drew viewers to SafeChatSV's account. Specifically, we needed to make them visually appealing, easy to follow, and informative. We also prioritized continuing the pre-established aesthetic of SafeChatSV's account by including their color scheme, logos, and fonts. Through this process, we made many rounds of iterations by implementing feedback from our partners, peers, and instructors (Refer to Appendices 6.3A and 6.3D for our initial prototype designs). The first two Instagram posts of our marketing campaign were slideshow-styled, meaning that the user could swipe through a series of three photos within the Instagram post. Our first Instagram post was posted on November 7, 2022. We used the strategy of asking our view, "Are you in a Healthy Relationship?" to gravitate them toward the post. Additionally, we pulled some of SafeChatSV's resources to highlight important qualities of healthy and unhealthy relationships. The goal was for us to give a snapshot of SafeChatSV's resources and direct the viewers to their Instagram account and website to gather further information. Our second Instagram post was posted on November 18, 2022. For this post, we introduced SafeChatSV's live chat hours to new viewers. We used a similar strategy as before by using the gravitating title: "Attention! SafeChatSV is here for you!" Viewers were given both the link to SafeChatSV's website and the new SMS phone number. Additionally, we used the third slide to list some 24-hour hotlines for survivors who cannot use the live chat features during SafeChatSV's set

hours. With this post, the goal was to give viewers more information on our partner's main live chat feature and gain more traction on SafeChatSV's Instagram page.

When reviewing the analytics for these two Instagram posts, it was interesting to see that our first post did significantly better than the second (Refer to Appendices 6.3C and 6.3F for the graphs of the Instagram analytics). The first post reached 152 accounts, which was a 2.1K% increase compared to the previous week of posting. It also gained 91 profile visits after posting, which resulted in a 2.9K% increase compared to the previous week. The second post reached 107 accounts, which was 13.7% lower than the previous week. Also, there were 22 profile visits after the second post, which was a 72.8% decrease compared to the previous week of posts. We noticed a trend when looking at these analytical results and discussing the difference with our partners. At the time of the second post (November 18, 2022), there had been a significant decrease in profile and overall account activity. Therefore, we realized that timing could have been a factor since the post was posted right before Thanksgiving break, which is when there is a spike in domestic violence cases. This means that the target audience might have been less present on social media during that time due to privacy issues. Another factor could have been related to the content of the posts. For example, our first post was more interactive and got the viewer thinking, while the second post was more informative. Additionally, the first post made the viewer want to learn more about the characteristics of healthy and unhealthy relationships, which could have been why there were more profile visits and account activity (because they clicked on the account to get the link to SafeChatSV's website). While the second post was still highly informative and had interactive qualities—such as using the link to learn more about SafeChatSV's website and features—it may not have attracted as much attention as the first post.

As for our Instagram Reels video, our initial idea was to create a storyboard for our partners. However, we decided to scrap that and make a full Instagram Reels video as we realized that the holidays were around the corner and it could be very helpful for our critical customers. A lot of research needed to be done to create the Reels video on Canva successfully. The results from our research led us to make these specific guidelines: 1) the video must be under 20 seconds, 2) use a trending sound that over 150K other reels have used, and 3) use visual effects with text. After reviewing our design with our partner and implementing their feedback, we posted our final design on November 21, 2022. The final Reel was 15 seconds long, had the instrumental part of Jingle Bells in the background (which has over 275K reels), and addressed

SafeChatSV's resources for survivors during the holidays (Refer to Appendix 6.3G for a link to the video).

Compared to the other Reels posts on SafeChatSV's account, this Reel was successful. The video has 91 views, which is significantly different from this past year's view counts (Refer to Appendix 6.3H to compare the view counts from our Reel with the previous reels). The analytics for our Reels video was similar to the analytics from our second Instagram post. The number of accounts reached was 76, a 44.9% decrease from the previous week of posts. The number of profile visits was 23, a 70.5% decrease from the previous week (Refer to Appendix 6.3I for the analytics graph). Like the second post, we believe the timing was our limiting factor since we posted around the holidays when survivors are usually less active on social media.

The last part of our marketing campaign was promoting SafeChatSV's account on our personal Instagram accounts. The main goal of this section was to allow our peers to check out SafeChatSV's Instagram account, spread knowledge of the organization, and potentially give our peers a helpful resource. This idea sprung from our research when we learned that college students make up a large portion of domestic violence survivors. Therefore, we wanted to reach out to our peers in the SCU community, as many might find SafeChatSV's resources beneficial. To complete our goal, we reposted one of SafeChatSV's past Instagram posts on our Instagram stories (Refer to Appendix 6.3J for this post). The story was interactive, so people could easily click on the post and be taken straight to SafeChatSV's Instagram page. We also added their account's @ tag so our viewers could easily navigate to their page. Our collective view count was 1,256 views. However, it is important to note that there could have been some overlap between our view counts since we may follow some of the same people. Looking further into this, we realized that an average of 158 accounts followed all of us. Therefore, if we subtract 1,256 from the hypothetical 158 account overlap, we get an estimate of 1,098 views. This is still about a quarter of the SCU student population, which is great for our partners and community. Additionally, we would like to point out that this overlap is not necessarily harmful. Seeing our post more than once could have made it more effective since people may have looked it over the first time.

4.0 Conclusion and Recommendations

During the beginning of our project's planning phase, our team recognized the importance of addressing the issue of portability for SafeChatSV, so we began by using Figma to create mock-ups of the mobile site. However, after discussing with our partner, we realized that dividing into smaller groups could allow us to make more progress in the ten-week quarter. We therefore divided into three branches: marketing, functionality, and portability. All three of our project branches seek to alleviate those who suffer from domestic violence by providing them a way to escape from their perpetrators by directly working with SafeChatSV. Each branch focused on a specific aspect of SafeChatSV's requirements. The primary challenge with portability was the difficulty of using SafeChatSV on mobile devices. We overcame this challenge by creating high-fidelity wireframes that included our recommendations for improving the site. The main issue with functionality was that several website functions could be made more user-friendly by editing existing features or creating new ones. We updated widgets, mainly their emergency popup and browser history popup, and promoted their new SMS texting feature using slides on their main site to address this problem. Our primary concern in marketing was SafeChatSV's need for a strong social media presence. We improved their social media analytics by increasing their Instagram activity and running promotions. As a result of our efforts, we enhanced our partner's functionality, marketing, and portability aspects.

Looking back on our project as a whole and combining all of the branches' results, our team believes that we have impacted SafeChatSV's critical customers at large while amplifying their influence. Despite our team's accomplishments, many tasks can still be done to enhance the progress of our current projects or create new ones. For the portability branch, the following steps would include implementing the wireframes into the actual WordPress mobile site and using the wireframes as a guide if uploading directly fails to work. On functionality, future teams can look at adding more resource pages for domestic violence survivors or adding code to the site as a method for customization using WordPress features or APIs. Additionally, teams can continue where our team left off on editing the main escape popup by creating a more visually appealing layout to display the business hour information. For marketing, gathering data on follower activity would be beneficial to find ways to optimize SafeChatSV's social media presence. Knowing when users are most active on social media gives insight into strategies that

increase community engagement. These implementations can serve as separate projects other teams may take up or for our partners to consider adding on their own.

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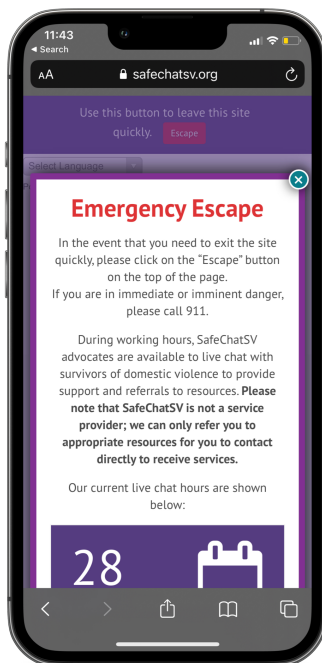
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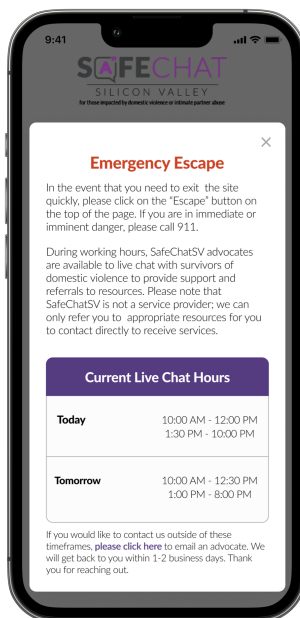
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6.0 Appendices

6.1 Portability



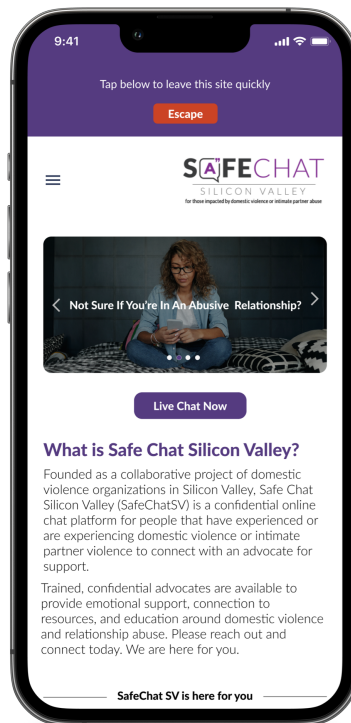
6.1A. Initial Emergency Escape Pop Up



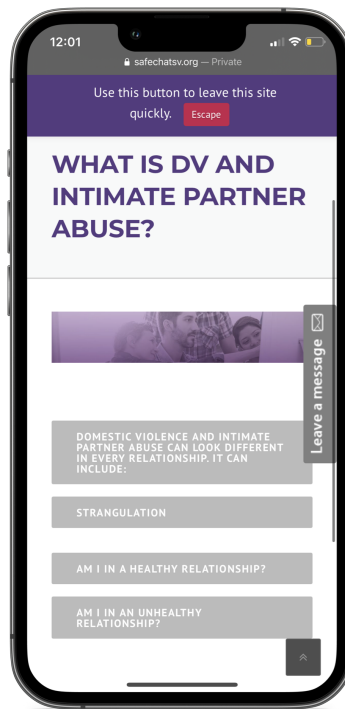
6.1B. Updated Emergency Escape Pop Up



6.1C. Initial Home Page



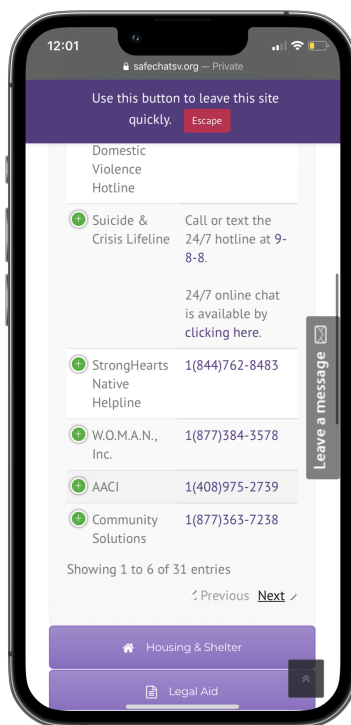
6.1D. Updated Home Page



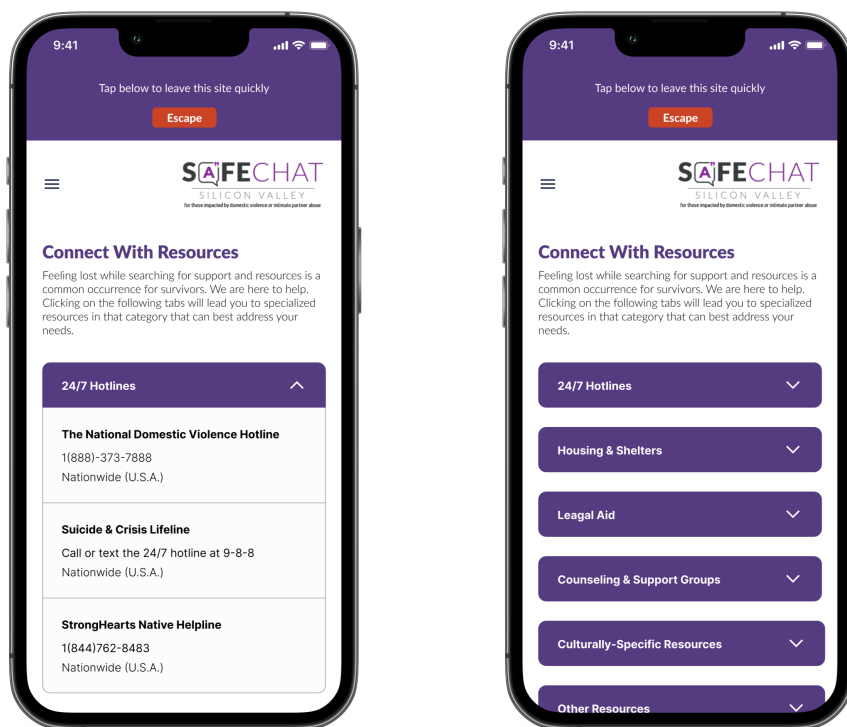
6.1E. Initial Information Page



6.1F. Updated Information Page

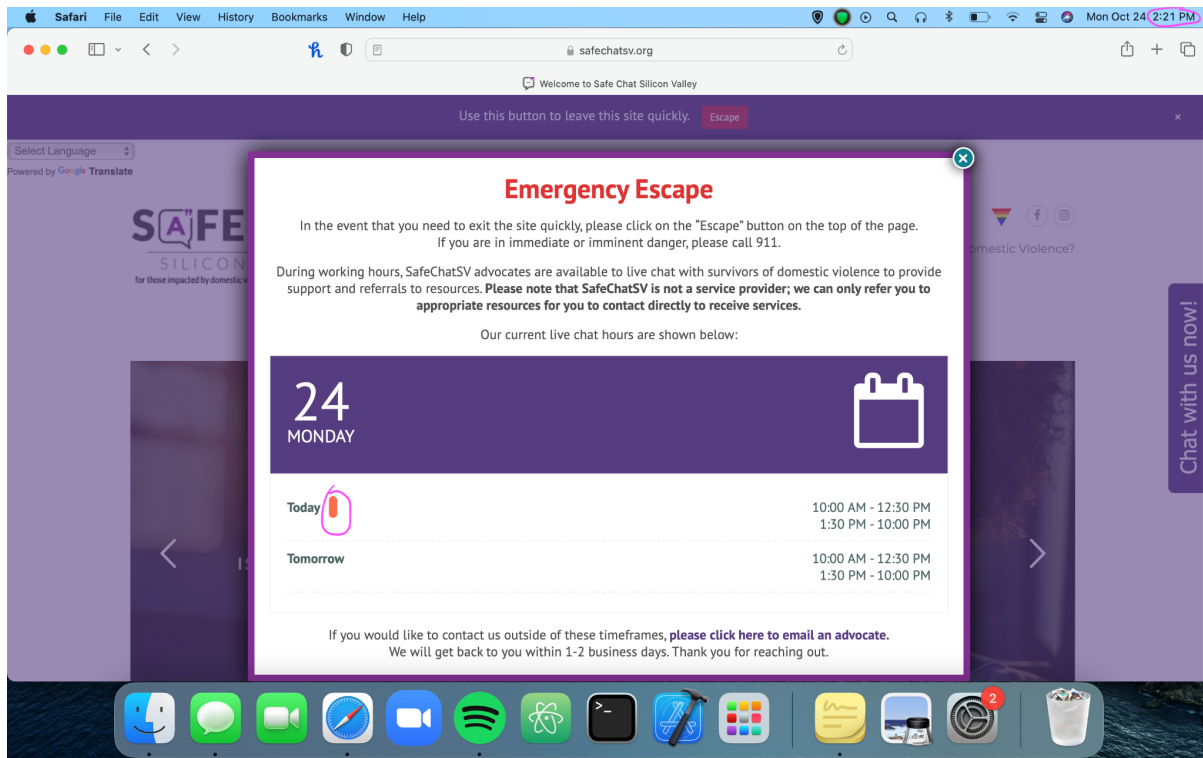


6.1F. Initial Resources Page

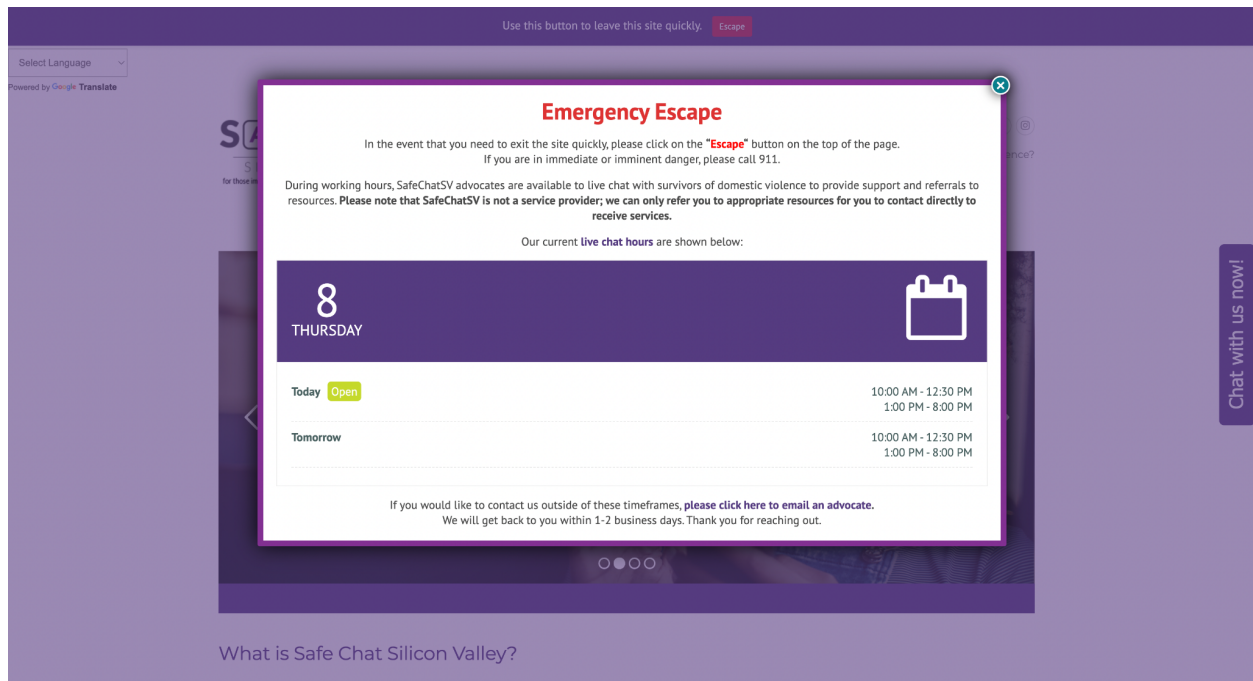


6.1H Updated Resources Page

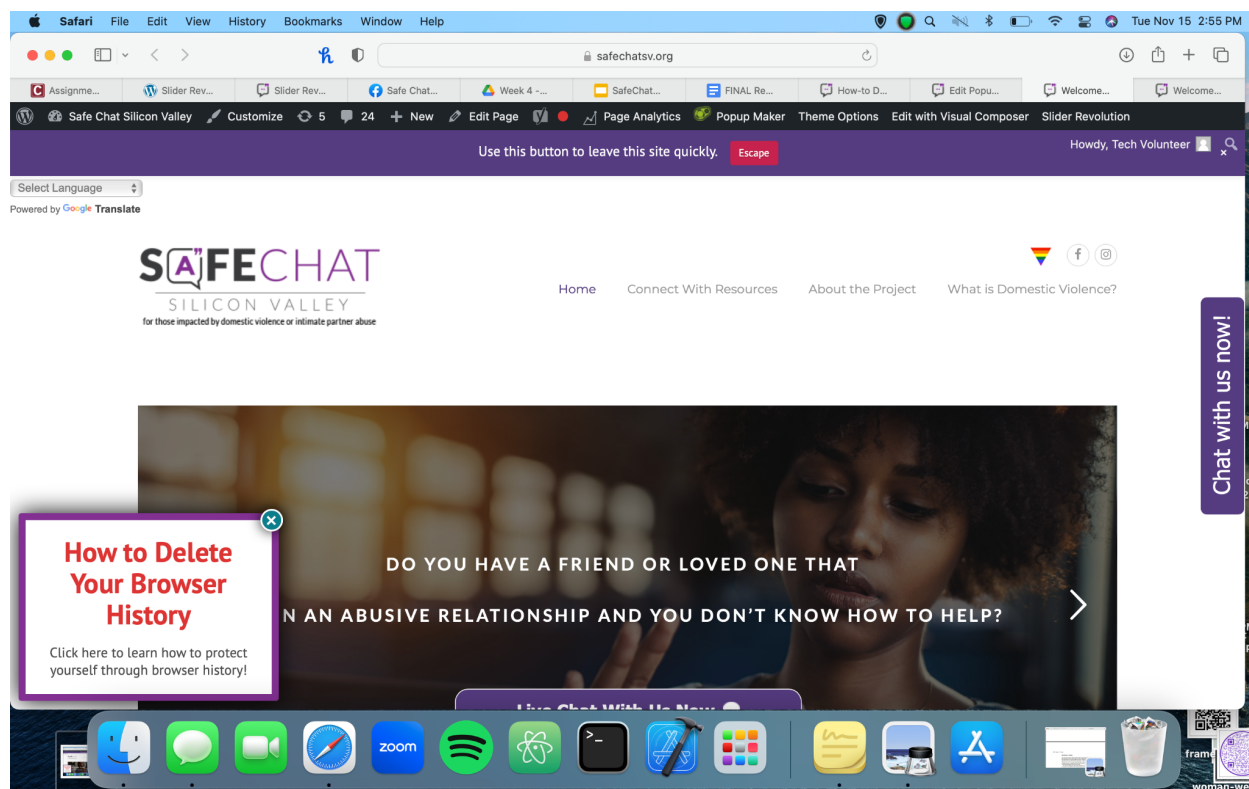
6.2 Functionality



6.2A: Initial Emergency Pop-Up with business hours error circled in pink



6.2B: Updated Emergency Pop-Up with clickable links and updated "Open" and "Closed" titles



6.2C: Deleting Browser History Widget on the homepage of the website.

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):

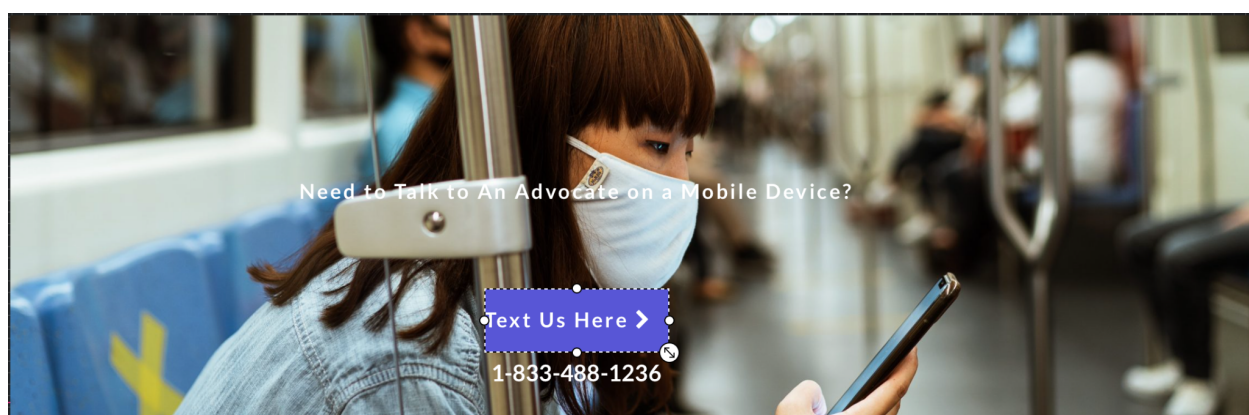
- Chrome
- Internet Explorer (IE)
- Firefox

How to delete downloads:

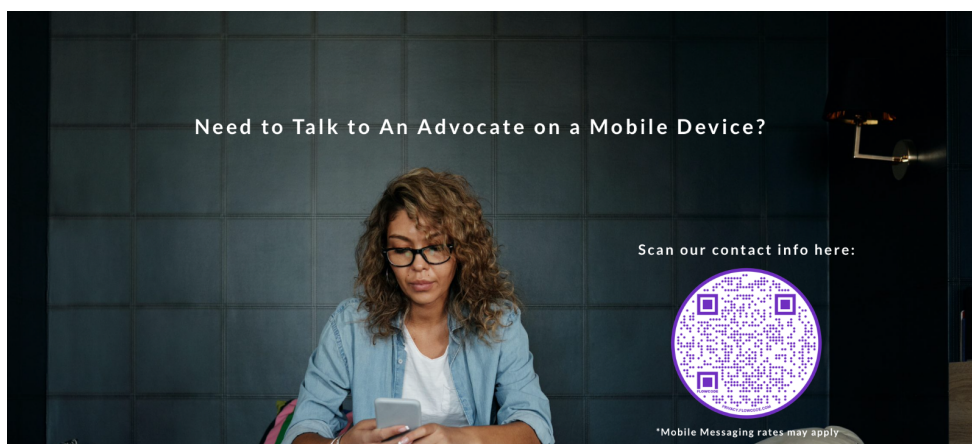
The route of data transfer is from the internet to a personal computer in contrast to download, in which this route is just reverse or opposite.

- Chrome
- Internet Explorer (IE)
- Firefox
- Windows
- Mac OS

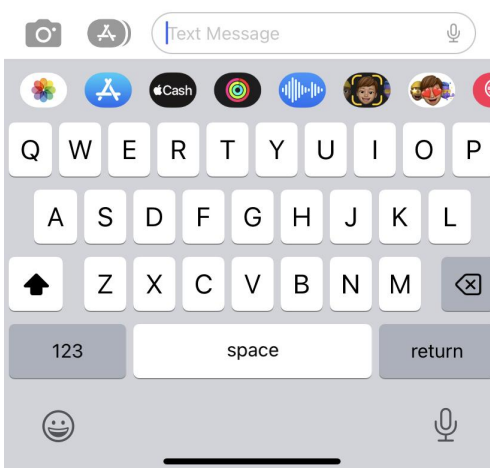
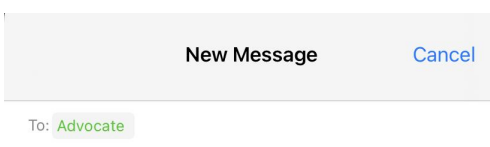
6.2D: The unpublished “Other Resources” subpage already created on the SafeChatSV WordPress (Homepage→Connect With Resources→Other Resources)



6.2E: Initial text service slider promotion with mobile number displayed



6.2F: Secondary text service slider promotion with interactive QR code



6.2G: SMS service example with contact "Advocate" as a potential contact

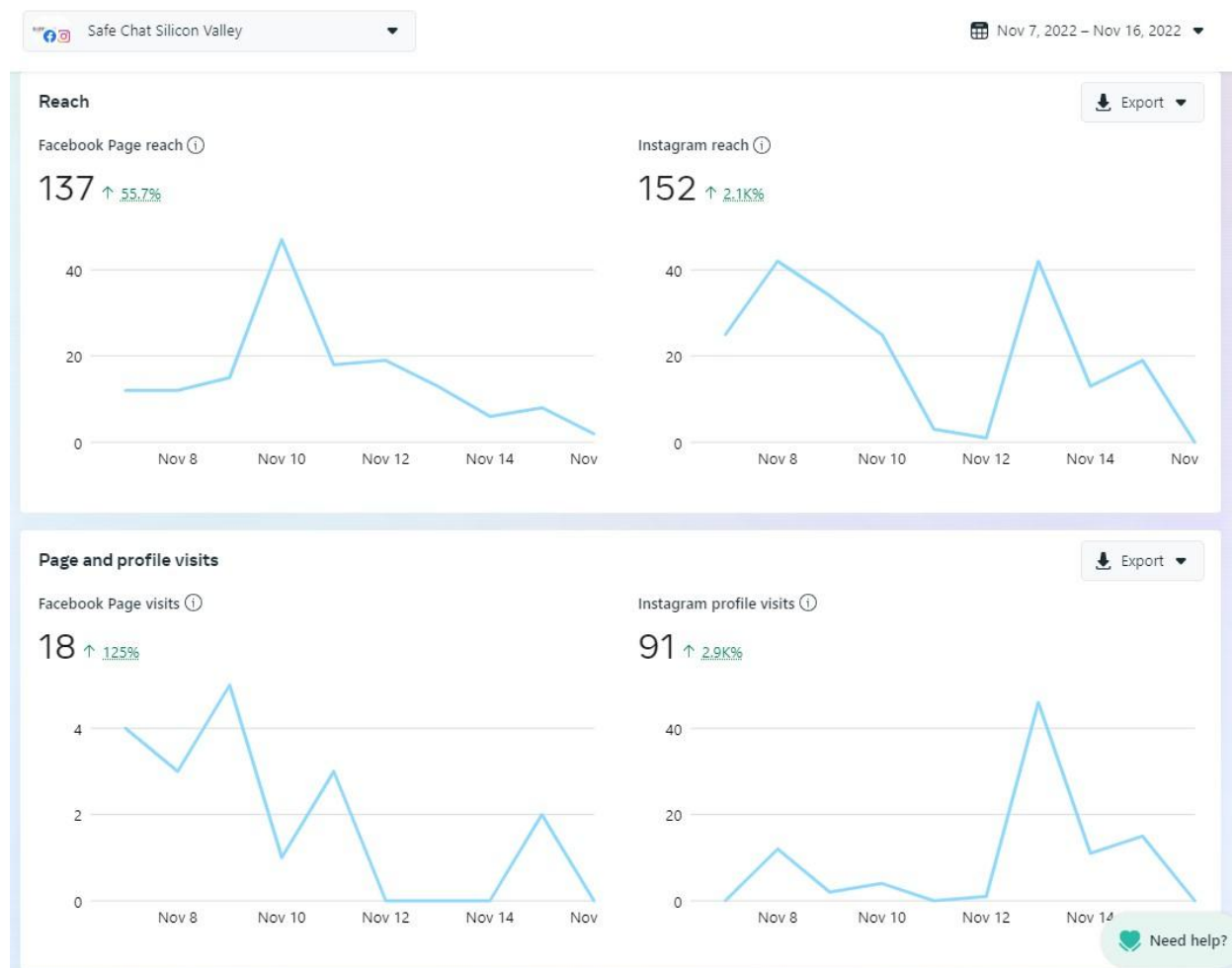
6.3 Marketing



6.3A: Initial prototype of Post 1



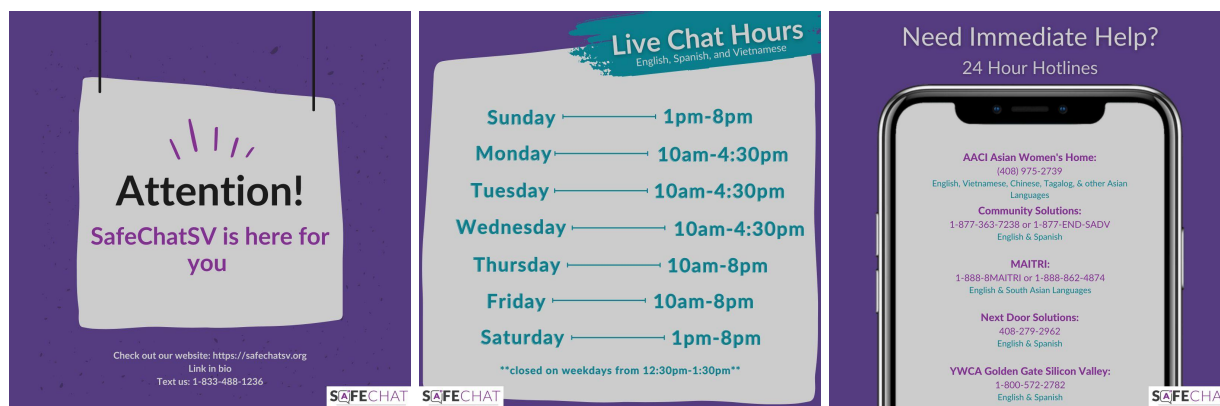
6.3B: Final design for Post 1



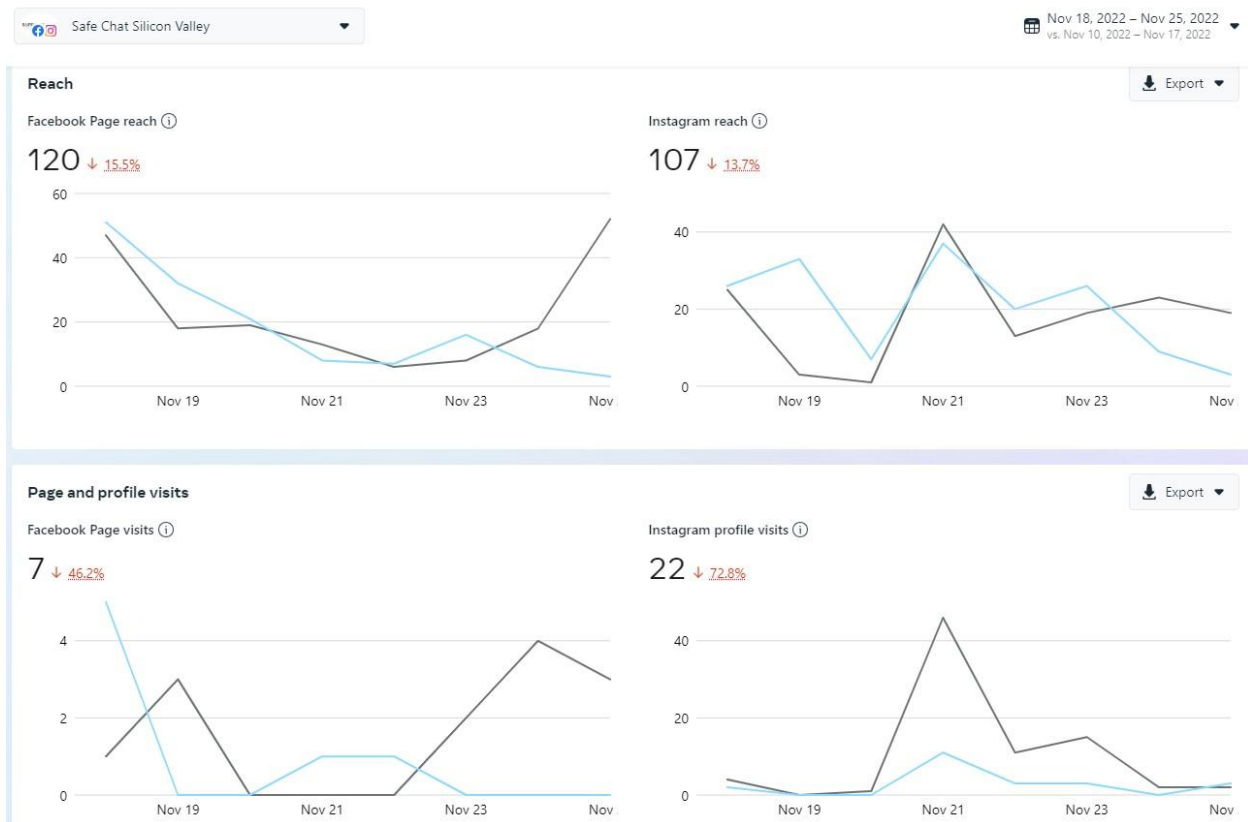
6.3C: Analytics for Post 1



6.3D: Initial prototype of Post 2

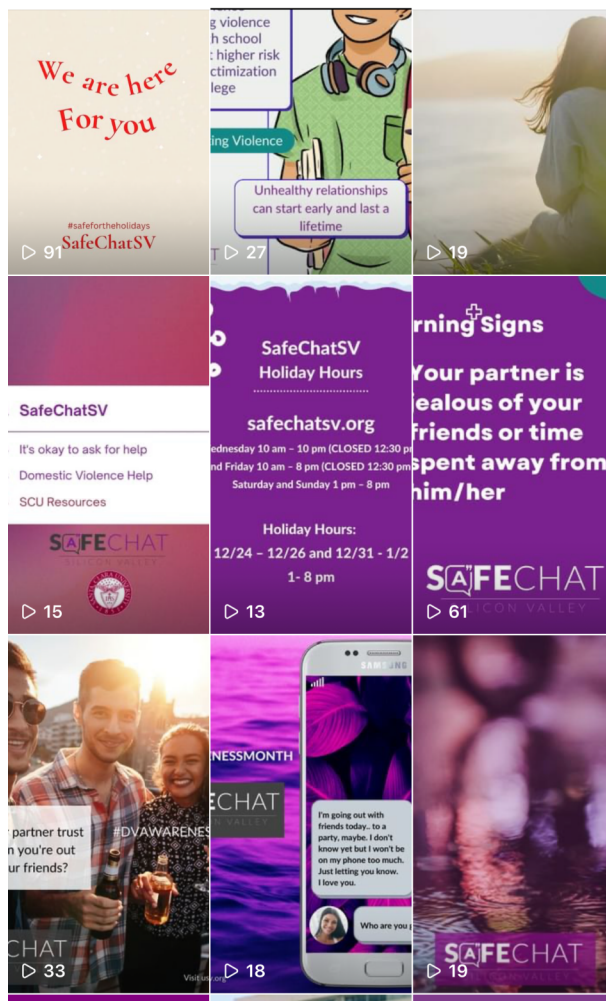


6.3E: Final design for Post 2

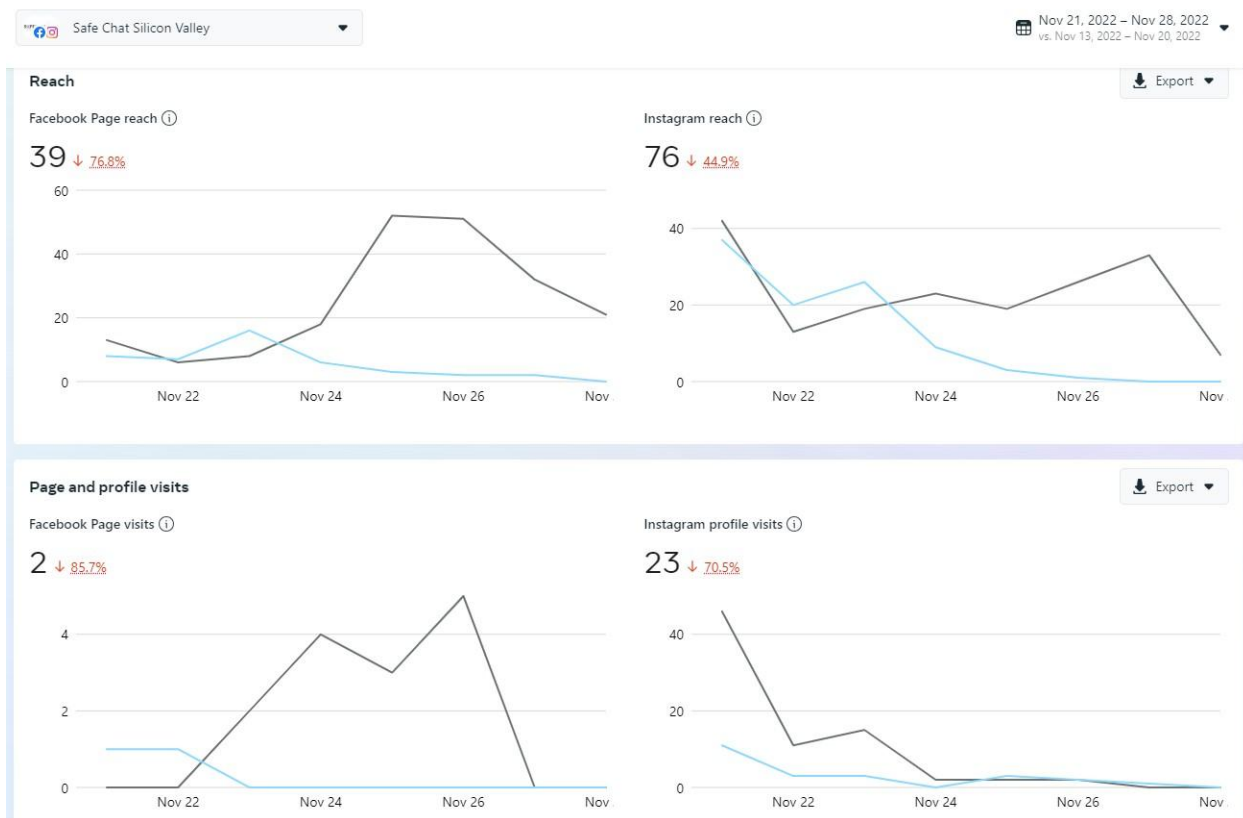


6.3F: Analytics for Post 2

6.3G: Instagram Reel Video—[Click Here for Video](#)



6.3H: Instagram Reel views in comparison to the other Reels' views



6.3I: Analytics for the Instagram Reel Video



safechatsv

...

we are here
to listen

WHEN YOU ARE READY

FREE CONFIDENTIAL SUPPORT

SAFECHAT
SILICON VALLEY

6.3J: Post used for promotion