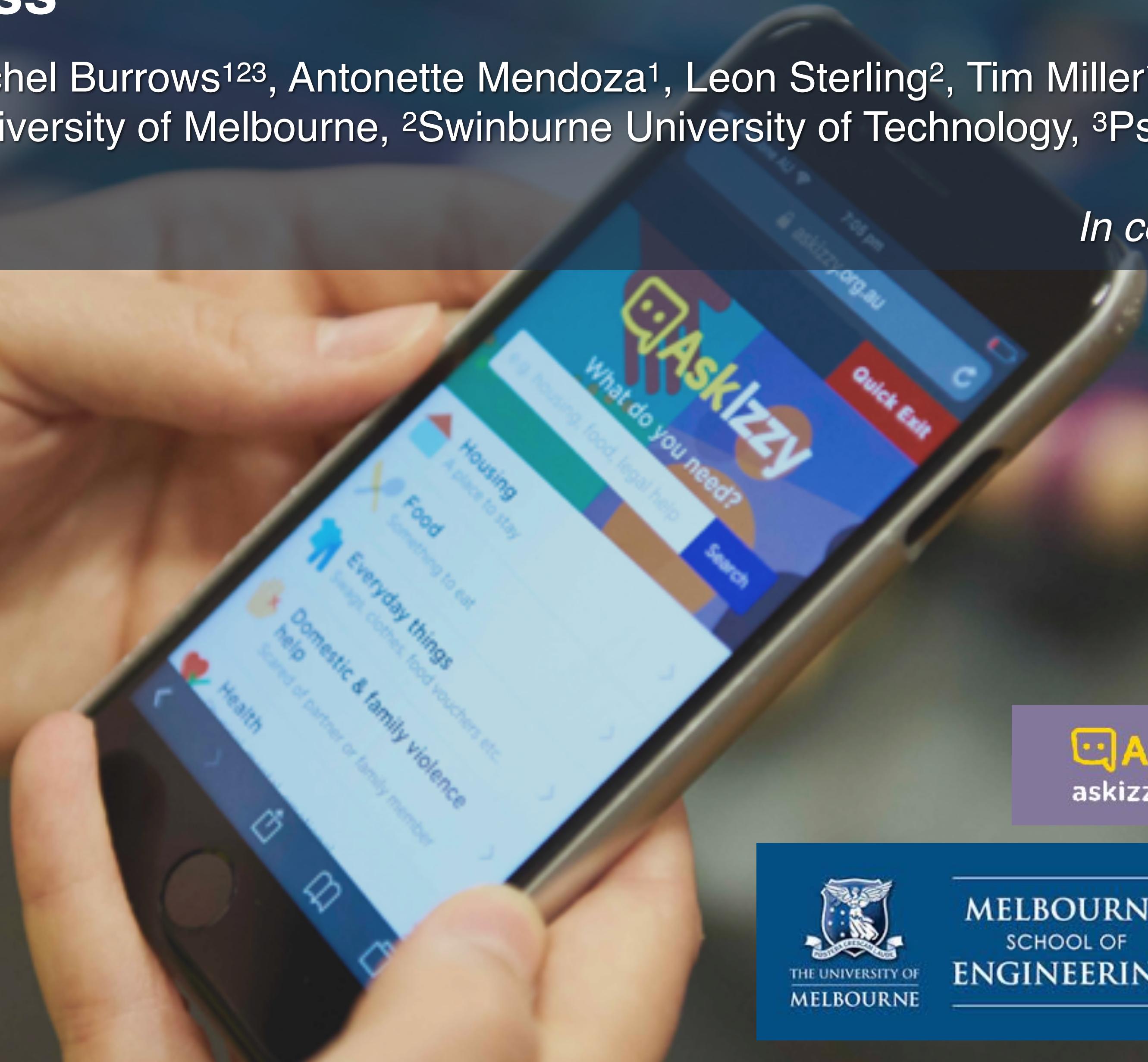


Evaluating Ask Izzy: A Mobile Web App for People Experiencing Homelessness

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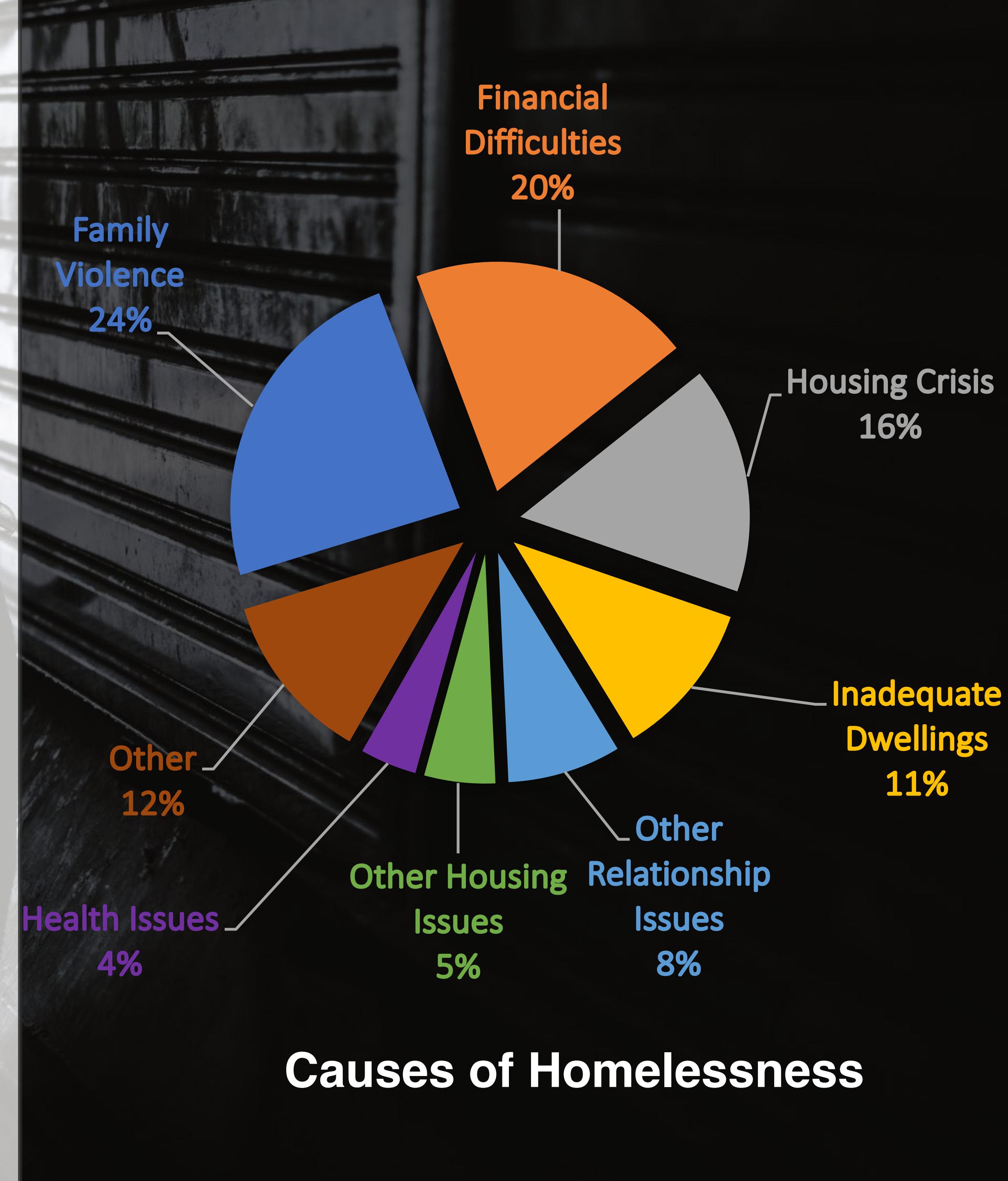
In collaboration with Infoxchange



Homelessness in Australia

Where are people staying?

- Improvised dwellings, tents or sleeping out 7% (8,200)
- Supported accommodation for the homeless 18% (21,235)
- Staying temporarily with other households 15% (17,725)
- Boarding houses 15% (17,503)
- Other temporary lodging 1% (678)
- “Severely” overcrowded dwellings 44% (51,088)



Key Questions

What is the role of technology in the lives of those who are homeless?

- How can they find the help that they need?
- How can we ensure that technology incorporates the way people wish to feel?
- Do they have the means to access information online?
- Will this information overwhelm?
- How can we elicit, understand, address and evaluate the emotional concerns in technology design?

Taking Stock of Existing Work

Designing for those experiencing homelessness requires consideration of emotional concerns.

Long held view:

- Only face-to-face
- Cautious about technology
- At risk of overwhelming
- Do people who are homeless frequently access information online?

The situation is changing:

- Mobile phone = critical lifeline
- Easier to freely access information online, especially in larger cities
- Younger adults more likely to utilise mobile phone

Study Objectives and Setup

- Semi-structured Interviews to evaluate emotional perceptions
- Emotion-led study to understand barrier and enablers of technology engagement
- Thematic Analysis

	Number	Sample Coverage
Homeless and Ex-Homeless	14	Adult, Youth, Family Violence, Veteran, Mental or Emotional Difficulties, Drugs and Alcohol Problems, With Children, Stable Living Conditions, Unstable Living Conditions
Service Providers	15	Official Service Providers including Government funded and Charities
Software Company	1	A representative from the software company

Types of Services

The image displays two screenshots of mobile application interfaces. The left screenshot shows the 'Ask Izzy' app's main service categories: Housing, Food, Everyday things, Domestic & family violence help, and Health. The right screenshot shows a search results page for women aged 27 to 39 in Carlton, VIC, listing services like Victorian Statewide Homelessness Line, Homelessness Support Line, and Homelessness Access Point locations.

Ask Izzy Service Categories:

- Housing: A place to stay
- Food: Something to eat
- Everyday things: Swags, clothes, food vouchers etc.
- Domestic & family violence help: Scared of partner or family member
- Health: Physical, mental, emotional

Service Details (Victorian Statewide Homelessness Line):

- For help and safety call: Victorian Statewide Homelessness Line Freecall
- 1800 825 955
- See information about this call

Service Details (Homelessness Support Line):

- Confidential Location
- Homelessness Support Line Melbourne Homelessness Support Line
- Open now until 12:00 AM
 - Short-term accommodation
 - Transitional accommodation
 - Advice
 - Housing referrals

Service Details (Homelessness Access Point):

- Seddon
- Homelessness Access Point Unison, Seddon
- Closed until today 9:00 AM
- Full wheelchair access
- 46 mins transport
- 19 mins drive
- Short-term accommodation
- Transitional accommodation
- Advice
- Housing referrals

Service Details (Homelessness Access Point):

- St Kilda
- Homelessness Access Point Ngwala Willumbong
- Closed until today 9:00 AM
- Full wheelchair access
- 47 mins transport
- 23 mins drive
- Short-term accommodation
- Transitional accommodation
- Advice
- Housing referrals

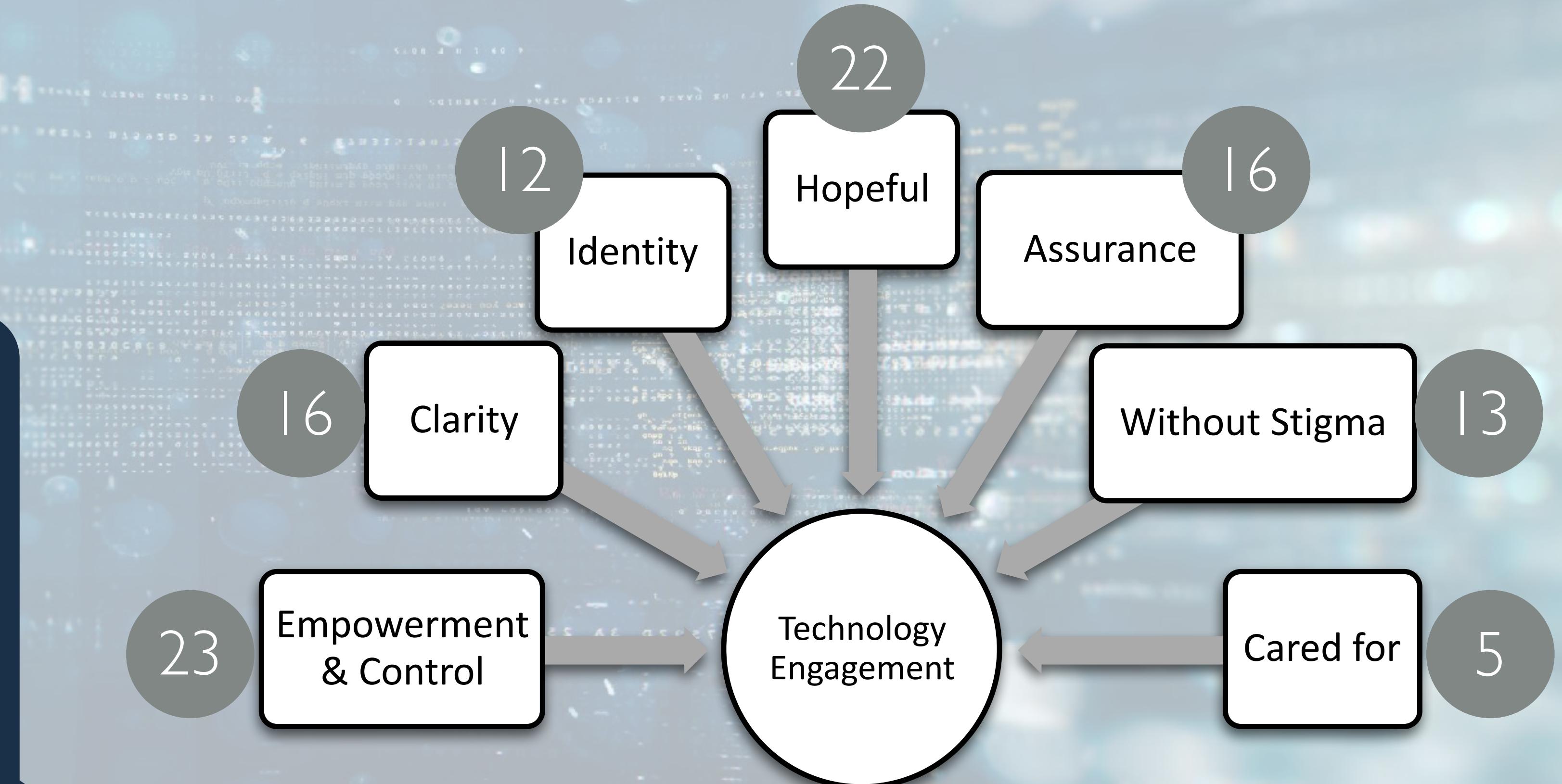
Emergent Themes

Steps:

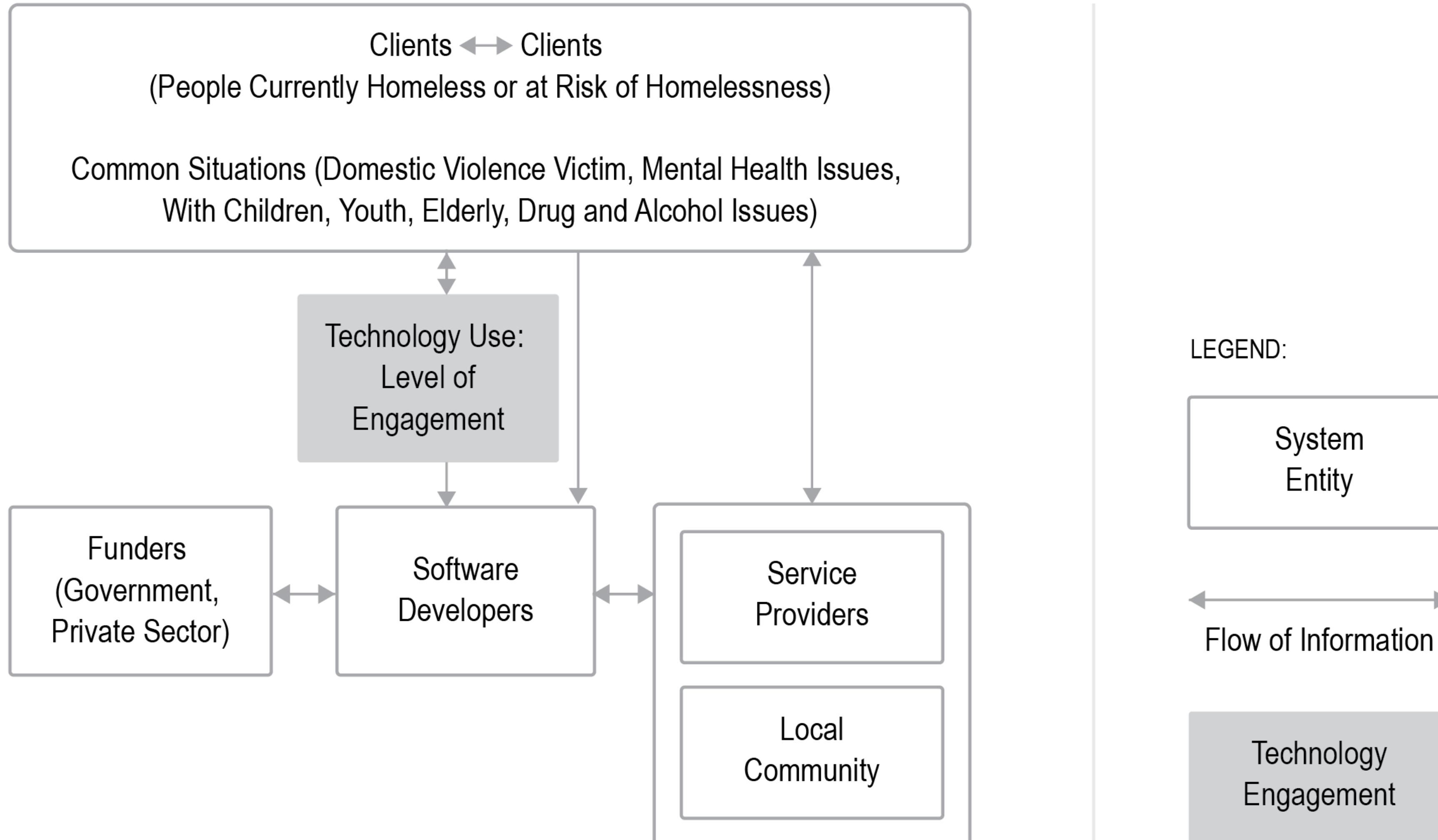
- Interviews transcribed
- Imported into NVivo Tool
- Thematic Analysis
- Extract codes from text
- Grouped individually and later merged into final set of themes

"Your emotions are high and all that sort of stuff you're going through with something you've never experienced in your life before. So from that point of view it's absolutely brilliant, 'cause it tells you, you open it up, and it literally tells you which tram to get onto and which stop to get off and which train and all that sort of and so on."

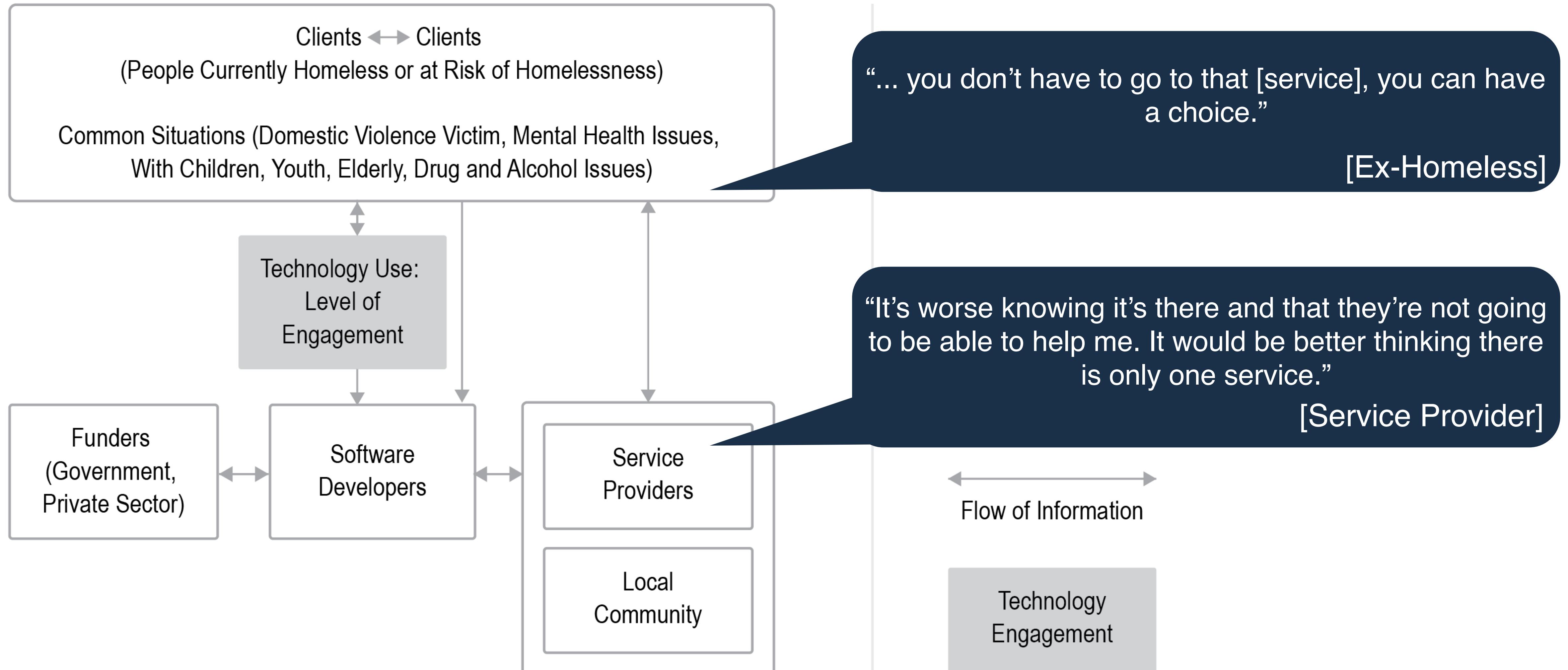
[Clarity]



Theme: Empowerment and Control



Theme: Empowerment and Control



Conclusions and Future Work

Conducted a thematic analysis to explore perceptions towards Ask Izzy, a mobile web app for homelessness. Currently deployed across Australia and attracting over 10,000 users each month.

- Improve our ability to empirically reason about emotions for technology design.
- Design for new contexts and means of help-seeking behaviour.
- Improve our ability to deal with ambiguity.
- Improve our ability to model functional, quality and emotional goals of stakeholders.

Thank you

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