
Note:

As a reminder (we discussed this after studio the other day), our group misinterpreted Part II. Instead of redoing the HTML and mock from Part I, we revised our ideas completely and created new mocks and HTML by taking into consideration the critiques.

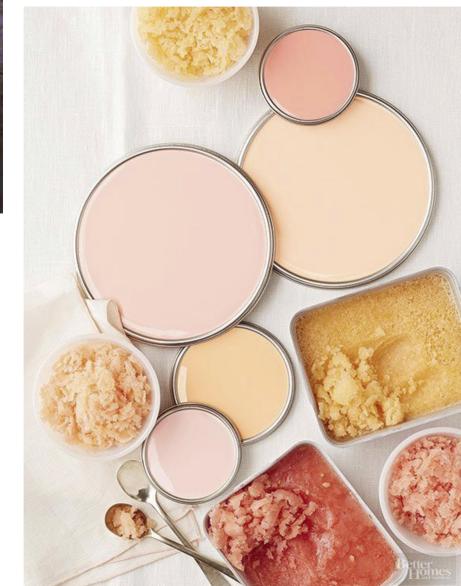
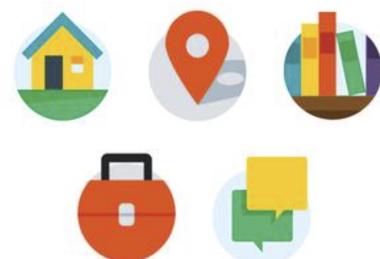
Criticale

Michael first pointed out that as a class, we nearly unanimously chose a filter-first approach for our user interfaces. He thought this indicated, firstly, that we were not focused enough in designing for a specific user group, and secondly, that we would find it difficult to establish basic trust with the user given this approach. A focused approach is important here because he felt that our designs should respect the “80-20 rule,” which would normally be manifested in designs for more specific user groups. Some suggestions we received included ordering our results in a way that lean towards our target user, displaying the time to a location rather than distance, as well as emphasizing bus routes and having an “open now” filter. As Michael suggested, designing an interface that elicits trust from our user base is also important because we want to avoid building an interface that might be perceived as intrusive (e.g. by asking for personal details a user may not wish to share). He also warned us that, while a filter-first interface might be appropriate, we should further meditate on how our chosen user base would justify such a decision. Some of the more specific criticism we gathered on our own designs suggested that we display the results at the top of the page in order to emphasize them, place the filters at the bottom or at the side, utilize communicative breadcrumbs and progress bars, and lastly, be wary of what our design communicates to the user -- are we talking down to them, or are we establishing trust?

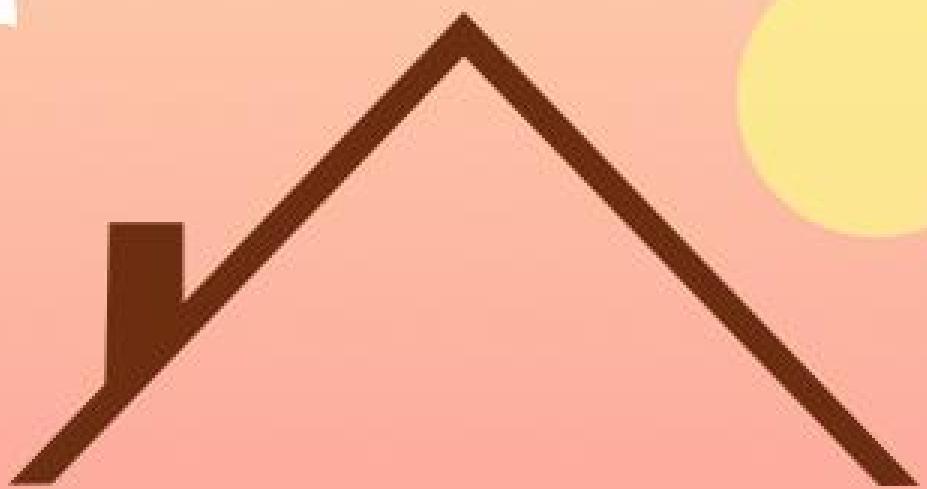


The first way we decided to address the critiques we received in studio was to narrow our user group. Our new target user became “anyone who is attempting to leave a domestic violence situation.” This change aims to solve the filter-first problem by explicitly focusing on a particular subset of the data, allowing us to immediately present the appropriate information to our user without having to ask them about their identity. We aimed to elicit trust from our user by refraining from intruding on any unnecessary details and by adding a reminder to clear browser history because many people in domestic violence situations may be heavily monitored by their partner. In order to more clearly emphasize the most important parts of our design, we chose to make certain modules bigger, bolder, and closer to the top of the screen. Similarly, we brought our filtering functions to the lower part of the screen so that the user sees the map and most useful information first.

Moodboard



Mock



InnVision

the way home

LET'S BEGIN

TALK TO SOMEONE

Our 24-hr hotline is here for you



Harvard Avenue, Palo Alto, CA

Go!

if you feel in
DANGER right
now...

1

Find a safe
public area

If you're in a
SAFE area...

2

Find a safe
place for
the night

3

Get back on
your feet

get help finding
food, jobs, and
legal help.



Harvard Avenue, Palo Alto, CA

Go!

1

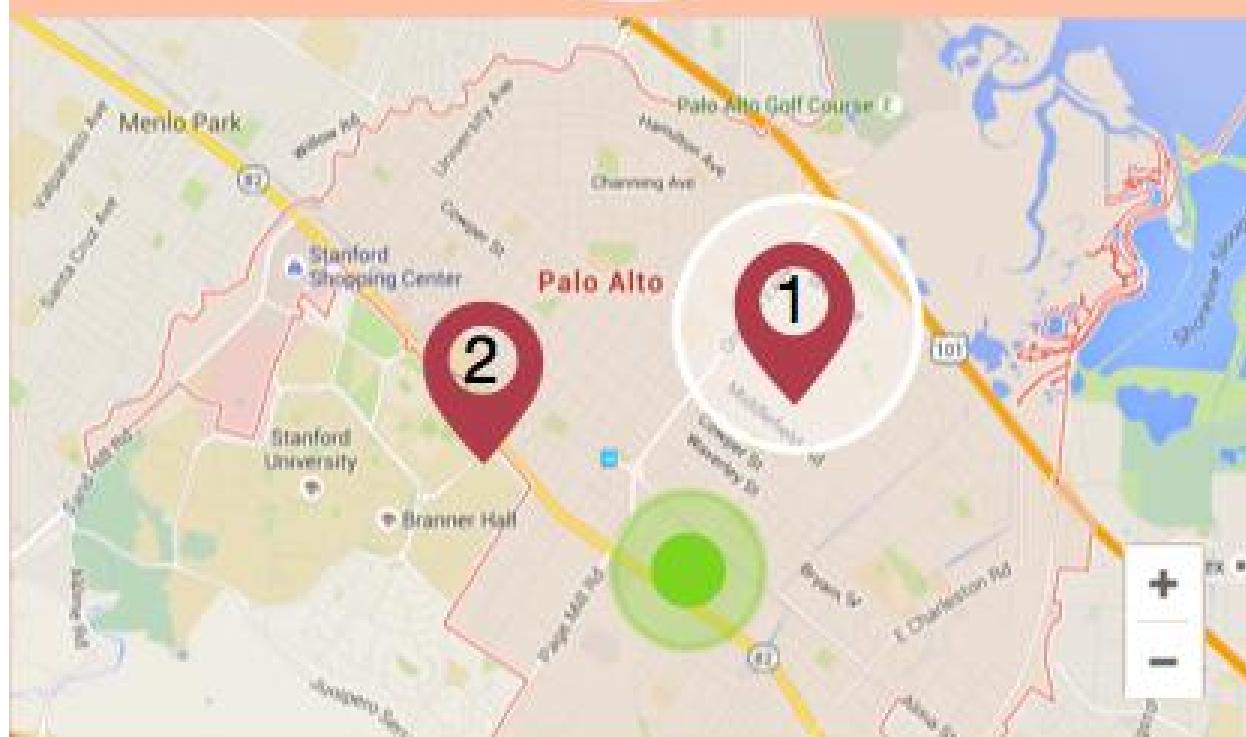
Find a safe
public area

2

Find a safe
place for
the night

3

Get back on
your feet



AACI Domestic Violence Shelter

Hours: Open 24/7

Provides: Shelter

Contact: xxx-xxx-xxxx, xxx-xxx-xxxx

Screening done through 24 hr hotline

CALL

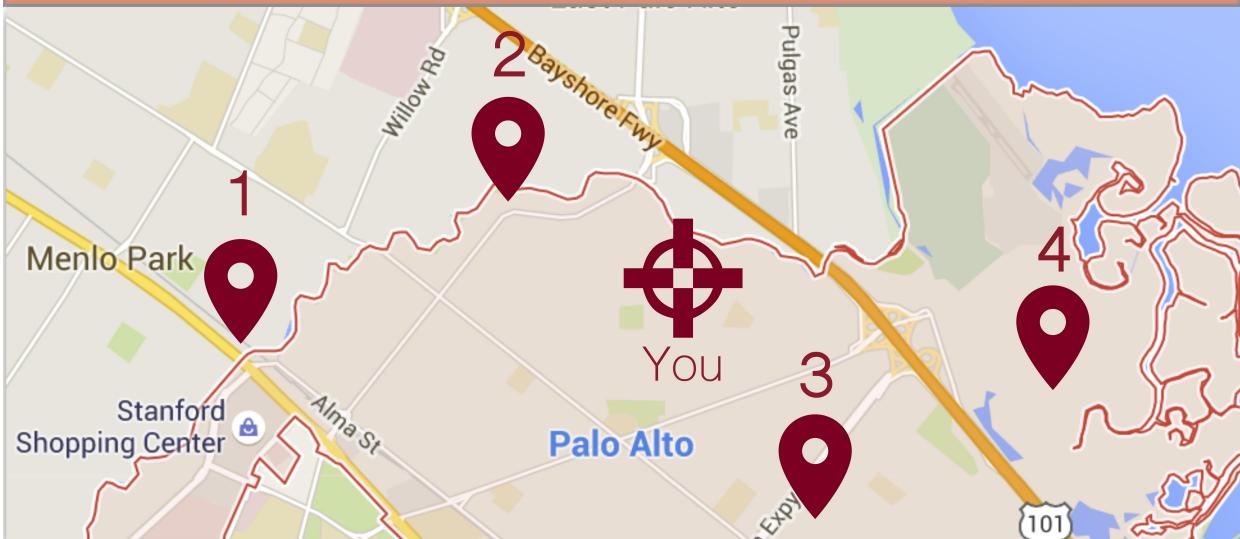
xxx-xxxx

DIRECTIONS

10 min away (bus)

luck 2

Survival Guide



1



Shelter Name (distance)

Open ●

Shelter description. Lorem ipsum dolor sit amet, ne putent

Hours

[Call](#)

[Directions](#)

2



Shelter Name (distance)

Open ●

Shelter description. Lorem ipsum dolor sit amet, ne putent

Hours

[Call](#)

[Directions](#)

3



Shelter Name (distance)

Closed ●

Shelter description. Lorem ipsum dolor sit amet, ne putent

Hours

[Call](#)

[Directions](#)

Shelter ▾

10

Max Distance (miles)

60

Mock

For some reason this file, no matter how hard I try, always exports corrupted, with a purple splotch. Sorry!

Survival Guide

101

Location 

You

Shelter Name (3mi) Open 

Shelter description. Lorem ipsum dolor sit amet, ne putent Hours

[Call](#)
[Directions](#)
[Find New](#)

Displaying 3 Closest Options



Shelter



Medical



Food



Other

Final Mock



Find a safe
public area
now

if you're
INJURED
(but don't need 911)

Find a
doctor
now

Find a safe
place for
tonight

find food,
counseling, jobs,
and legal help

Find other
resources

Our 24-hr hotline
is here for you





Harvard Avenue, Palo Alto, CA



109

East Palo Alto

Willow Rd

Bayshore Fwy

Pulgas Ave



AACI Domestic Violence Shelter

Hours: Open 24/7

Provides: Shelter

Contact: xxx-xxx-xxxx, xxx-xxxx-xxxx

Screening done through 24 hr hotline

CALL

xxx-xxxx

DIRECTIONS

10 min away (bus)

Displaying 2 closest options ▾

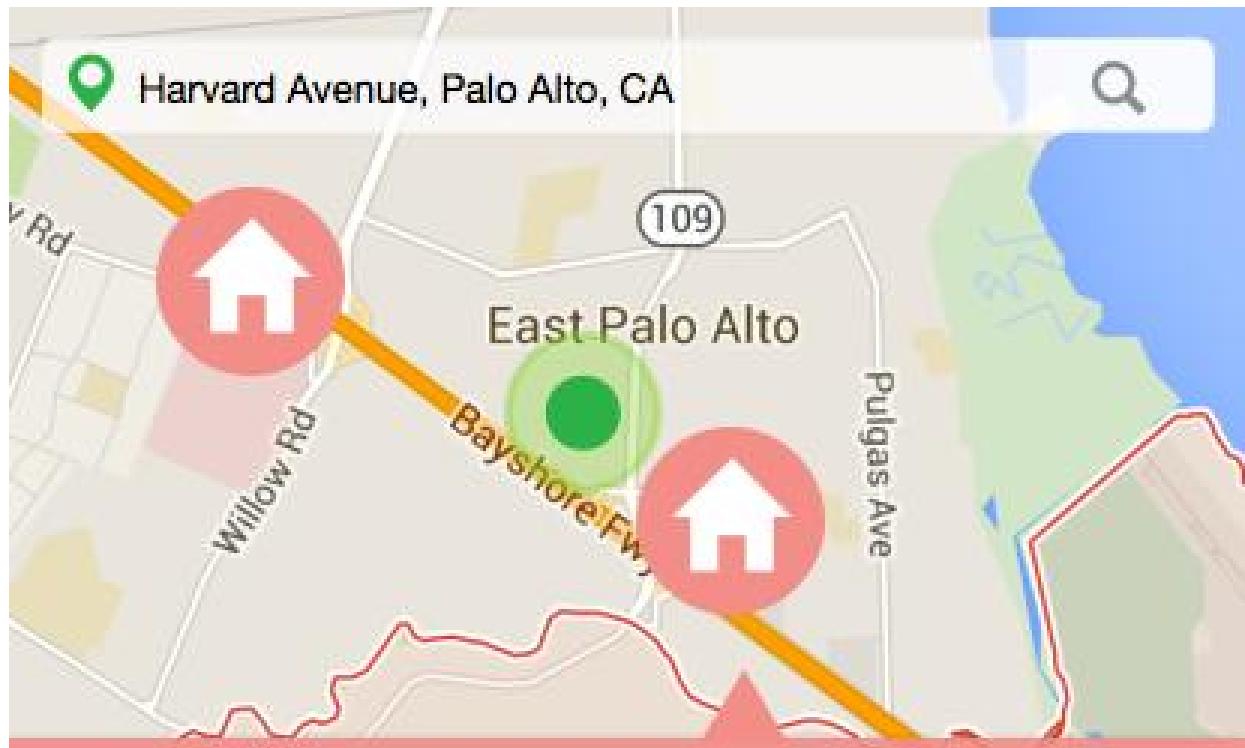
Stanford

Page Mill Rd

Find a safe
place for
tonight

Find a
doctor
now

Find other
resources



AACI Domestic Violence Shelter

Hours: Open 24/7
Provides: Shelter
Contact: xxx-xxx-xxxx, xxx-xxx-xxxx

Screening done through 24 hr hotline

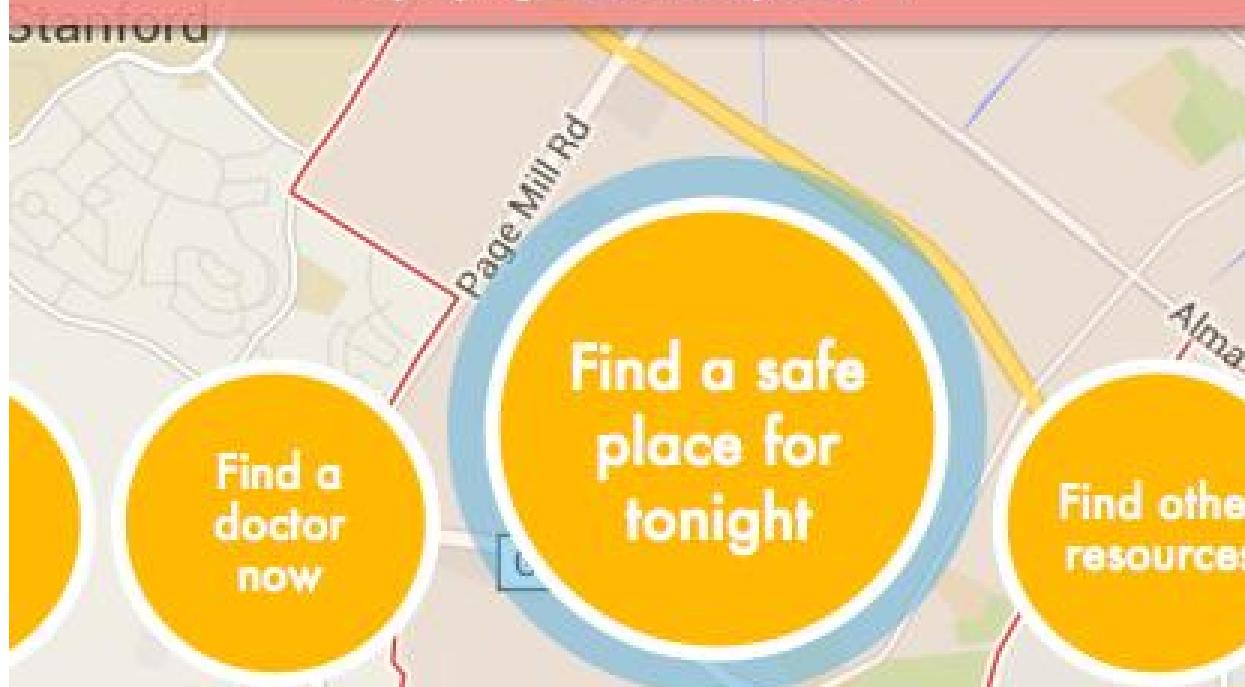
CALL

xxx-xxxx

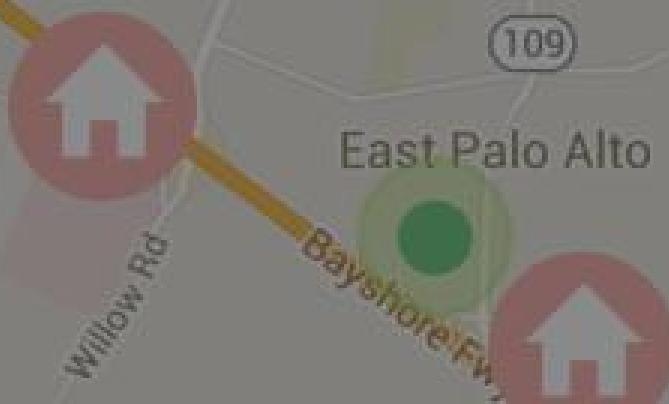
DIRECTIONS

10 min away (bus)

Displaying 2 closest options ▾



Harvard Avenue, Palo Alto, CA



BEFORE YOU GO:
you may want to clear
your browsing history.

1000-1000Y

10 min away (bus)

Displaying 2 closest options ▾

Stanford

Page Mill Rd

Find a safe
place for
tonight

Find a
doctor
now

Find other
resources

HTML Screenshots



85%



1:52 PM



p2p2frame.meteor.com



Find a safe
public area
now



if you're
INJURED
(but don't need 911)

Find a
doctor
now

Find a safe
place for
tonight

find food,
counseling, jobs,
and legal help

Find other
resources

Our 24-hr hotline
is here for you





85%



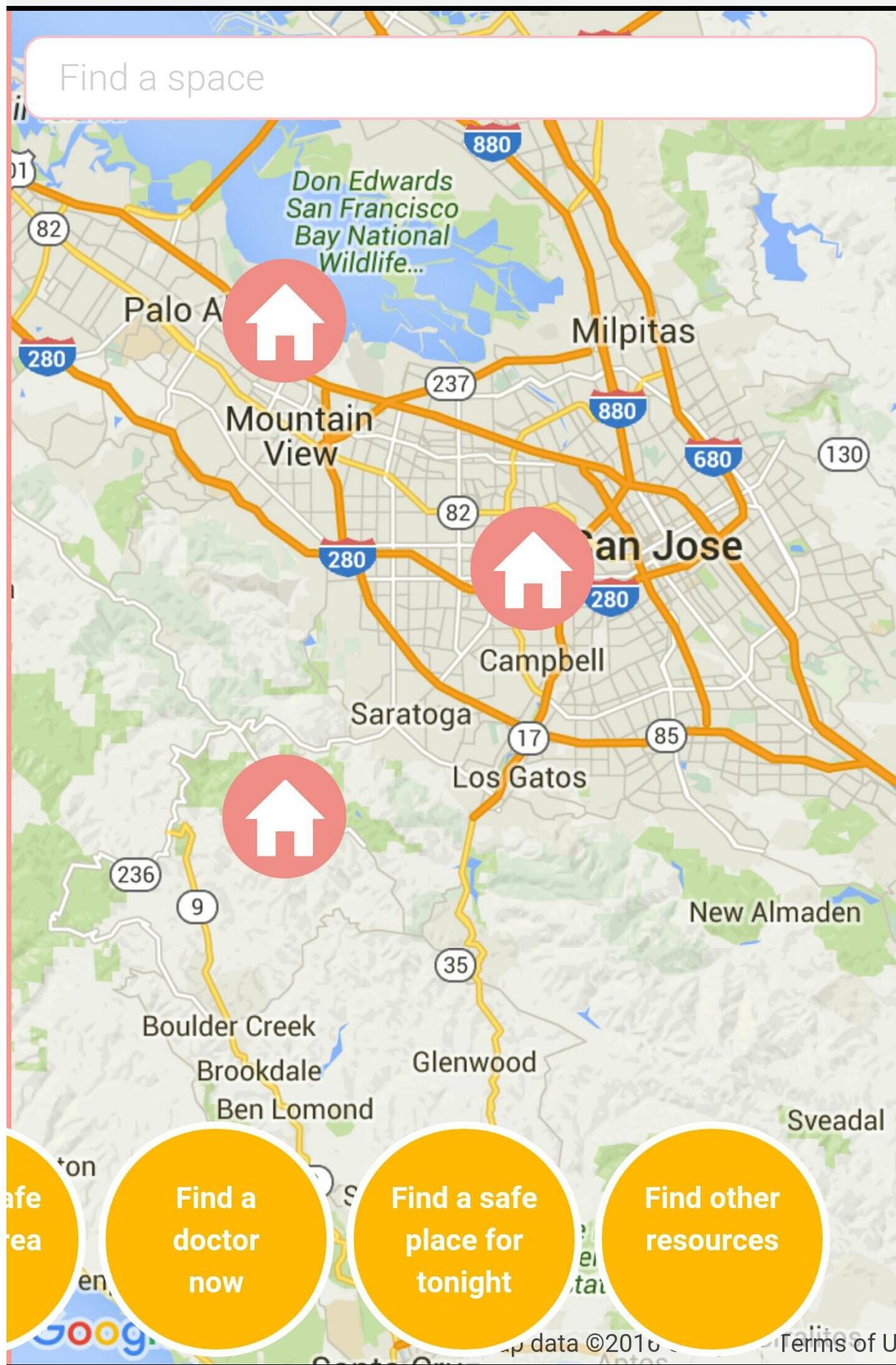
1:54 PM



p2p2frame.meteor.com



Find a space

afe
rea

GOOG.

Find a
doctor
nowFind a safe
place for
tonightFind other
resources

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84%



1:55 PM



p2p2frame.meteor.com



Find a space

AACI Domestic Violence Shelter

- Hours: Open 24/7
Provides: Shelter
Contact: xxx-xxx-xxxx, xxx-xxx-xxxx
Screening done through 24 hr hotline

Displaying 2 closest options ▾

Find a
doctor
now

Find a safe
place for
tonight

Find other
resources

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