

Design Thinking and Creative IT Industries' Sprint Challenge

Cyber-Violence: Supporting Victims of Cyber-Abuse

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Introduction

Cyber-violence, including bullying, stalking, and harassment online, is a growing issue as more interactions move to digital platforms. Many don't recognize the severity as they have not personally experienced it or fail to grasp the real mental health impacts. With increasing smartphone and social media usage among younger generations especially, cyber-violence is likely to increase unless proper awareness and preventative measures are taken. The anonymity provided online emboldens bullies, and victims can feel isolated and traumatized. There is a lack of dedicated tools and support systems for this unique problem.

Role

As group leader for our design thinking sprint challenge on smart city topic, I coordinated efforts between members, facilitated brainstorming, led expert interviews, consolidated findings, set priorities, reviewed components, resolved disputes, monitored progress, ensured communication and ultimately oversaw the creation of a successful prototype within the project timeline. My leadership enabled collaborative teamwork and kept us focused to complete all required stages efficiently. Key responsibilities were steering discussions, making final decisions, and providing direction when necessary.

Overview

Initial ideas for addressing cyber-violence centre on building accessible support systems into digital platforms themselves, as well as broader education and counselling options. Some specific early proposals include:

- Create an app with a bold, striking visual style to draw attention to the issue.
- Feature counselling services, crisis hotlines, and group discussions
- Develop AI chatbots to provide immediate support.
- Enable users to easily report incidents within and across platforms.
- Advocate for policies requiring counsellors to monitor cyber-violence.

Key learnings are that solutions need to be user-friendly, raise awareness of the prevalence and impacts of the issue, and integrate seamlessly into existing digital ecosystems where attacks originate. Many don't take cyber-violence seriously enough currently, underestimating the trauma.

Problem statement

Platforms where cyber-attacks occur lack adequate detection and reporting mechanisms, empowering perpetrators. Support services tailored to cyber-violence victims are limited.

Solutions

Provide in-app counselling, emergency contacts, and user-friendly interfaces to report incidents across platforms. Advocate for improved social network monitoring and protections.

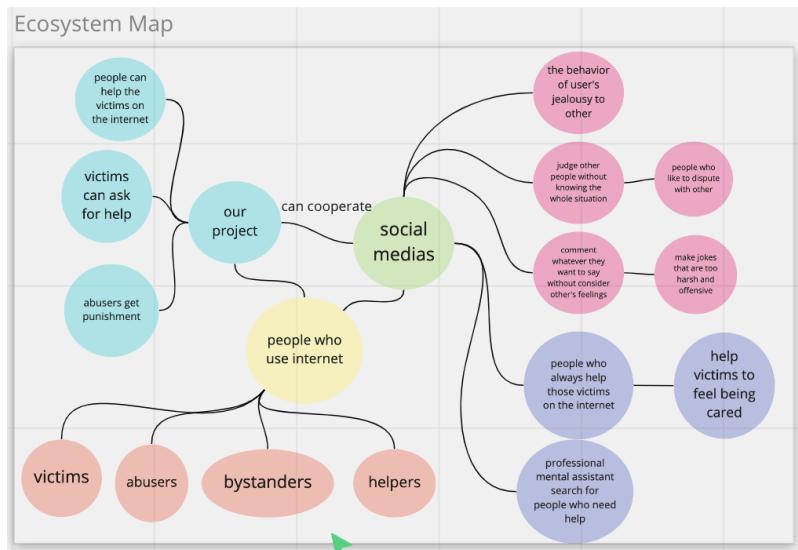
Objective

- Increase awareness of cyberviolence prevalence and impacts
- Provide victims immediate mental health support and long-term care.
- Reduce attacks through updated platform detection and protections

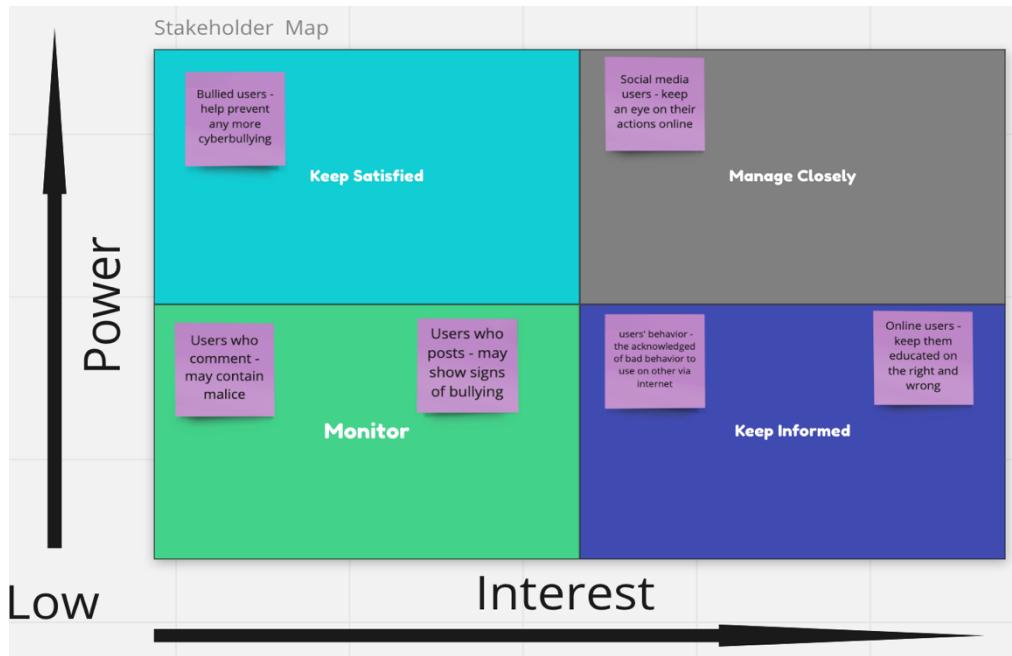
Design Sprint Process:

Empathy Phase

Our project is target to user who using internet on social medias as we shown in the Ecosystem map.



Stake Holder Map



Our stakeholder map identified and categorized groups impacted by cyberviolence into a power/interest grid.

Key stakeholders mapped include:

- Bullied users (high power, low interest): Require support preventing further abuse.
- Social media users (high power, high interest): Must monitor online behaviour and report inappropriate conduct.
- Users who comment/post (low power, low interest): May unintentionally or maliciously bully others online. Need education.
- Online users generally (low power, high interest): Should understand appropriate online behaviour to discourage cyberviolence.

The map enabled identifying those necessitating the most oversight and action from our solution—namely bullied users needing protection and influential social media users positioned to call out misconduct. Other groups require ongoing education on proper online etiquette to promote a culture discouraging cyberviolence.

Persona

Persona 1

Robert Dunder, 43-year-old male American developer at Facebook who despises cyberbullying. Wants to leverage technology to help protect victims.

<p>Name: Robert Dunder Sex: M Age: 43 Location: United States of America Occupation: Developer at Facebook</p> 	<p>Behavior</p> <ul style="list-style-type: none"> Hates cyberbullying Likes to use technology
<p>Pain/Needs:</p> <ul style="list-style-type: none"> Wants to tackle cyberbullying Help people who got cyberbullying 	<p>Potential Solutions</p> <ul style="list-style-type: none"> App that allows user to protect cyberbullying Tackle cyberbullying in society by implementing technology
<p>User Story</p> <p>Robert Dunder is an american who is a developer in the United States of America and is willing to implement the latest technological advancements to protect and tackle cyberbullying. He hates that people are getting mental issues by getting cyberbullied.</p>	

Persona 2

Lisa Jane, 18-year-old female college student in the UK who enjoys social media but sometimes gets threatening messages online. Seeks help standing up to cyberbullying when disputes arise on the internet.

<p>persona 3</p> <table border="1"> <tr> <td> <p>Name: Lisa Jane Age: 18 Sex: Female Location: United Kingdom Occupation: College students</p>  </td><td> <p>Behavior</p> <ul style="list-style-type: none"> Like to use social medias Good at making new friends in the network Sympathy for victims of cyberbullying </td></tr> </table>	<p>Name: Lisa Jane Age: 18 Sex: Female Location: United Kingdom Occupation: College students</p> 	<p>Behavior</p> <ul style="list-style-type: none"> Like to use social medias Good at making new friends in the network Sympathy for victims of cyberbullying 	
<p>Name: Lisa Jane Age: 18 Sex: Female Location: United Kingdom Occupation: College students</p> 	<p>Behavior</p> <ul style="list-style-type: none"> Like to use social medias Good at making new friends in the network Sympathy for victims of cyberbullying 		
<p>Pain/Need:</p> <ul style="list-style-type: none"> Fear cyberbullying happens to her Get ways to avoid cyberbullying 	<p>Potential solution</p> <ul style="list-style-type: none"> Users try to avoid arguing with others on the internet Users help each other on the internet 		
<p>User's story</p> <p>Lisa Jane is a college student. She enjoys using various social media to meet new people. But sometimes there are disputes with others on the Internet because of disagreements. From time to time she would receive threatening messages. She wants someone to help her resist this behavior</p>			

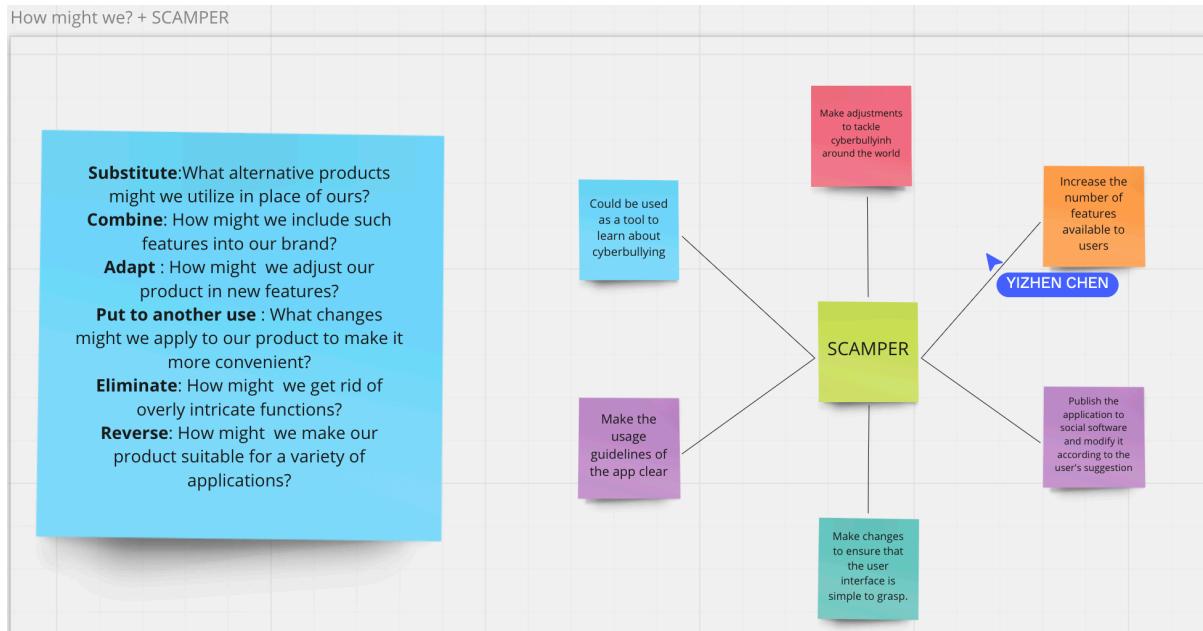
Define Phase

Point of view

Point of View Statement	
<p>High school student who normally focuses on studies and does not like to hangout gets bullied online by his classmates. He starts to get anxious and depressed and needs something to get his mental health back to normal.</p> <p>- Joseph Tan</p>	<p>app need to be provide to those of college students from receiving the negative effects message .</p> <p>- Thant Zin Oo</p>
<p>A young man who suffered cyberbullying, hope when the app providing a platform for victims to communication, they should also provide professional psychological counseling to help victims</p> <p>-Yizhen Chen</p>	<p>A young girl who shares her diet progress on the social media, but keep being called "fatty", "tank" by some people, and she gets depressed and never get confident any more. She really need some to encourage her.</p> <p>-Yue Cao</p>
<p>Wunna Thant Zin</p> <p>A young student needs a safer social media surrounding because he gets constantly bullied online.</p>	<p>An high school student who got cyberbullyied years ago for his weight but got over it, able to give advices.</p> <p>- Alexandre Delahaye</p>
<p>A student who like to play social media and he like to share the fun things but the people on internet leave some vulgar comments in his comment section.</p> <p>-Haojun Lian</p>	

We chose the point of view focusing on a young male victim requiring both communication platforms and professional psychological support after facing cyber abuse. This centres solution-building on assisting vulnerable individuals most severely impacted by cyberviolence. It deliberately spotlights acute needs of victims themselves over perspectives of attackers or bystanders. By standing firmly in the shoes of those directly targeted and traumatized, we aimed to prioritize their healing and empowerment in our application's design. This human-focused point of view guided building compassionate community features combined with access to counselling.

Ideate Phase

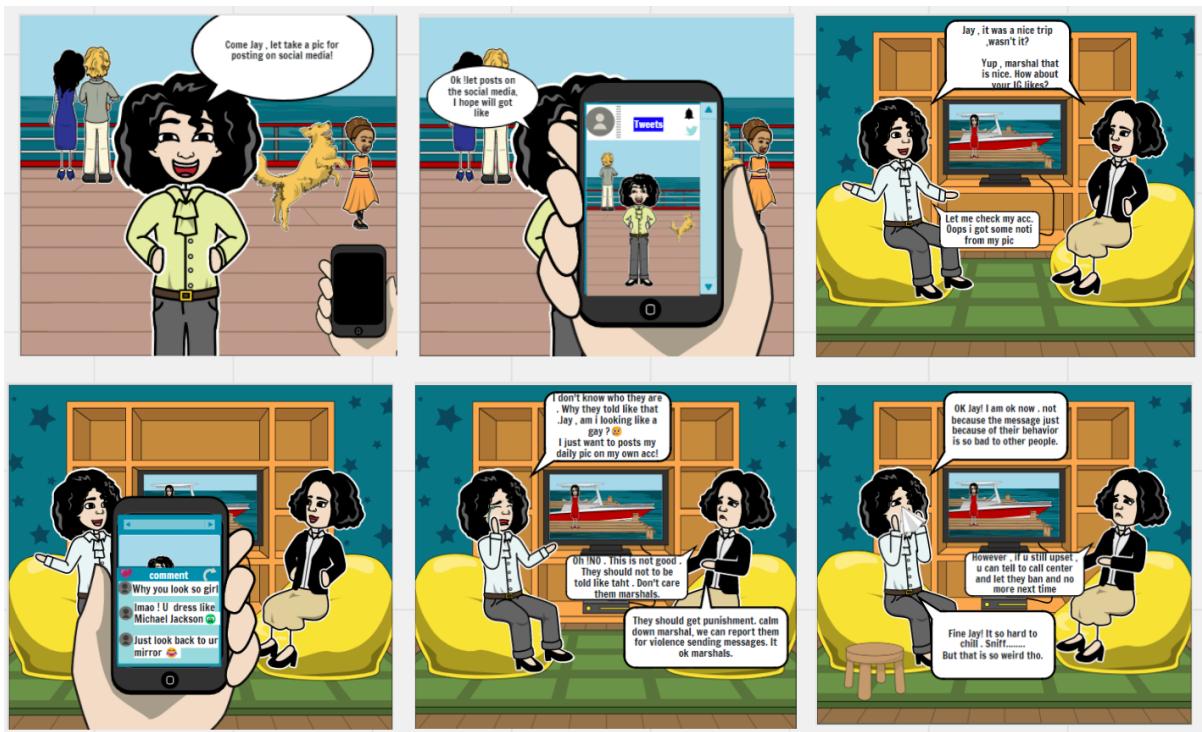


Here are some example of HMW questions and scamper to a spark ideas

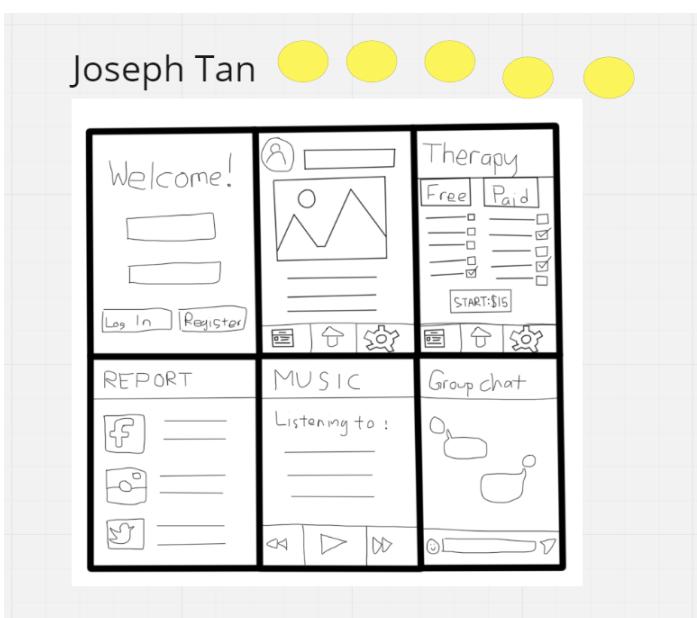
6-3-5 Sketching templates



Storyboard



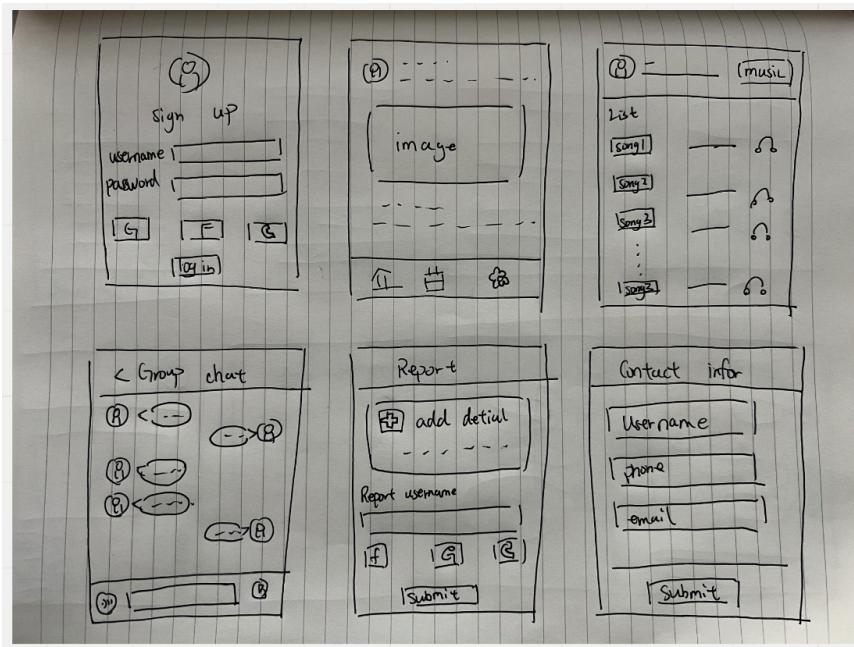
Our top storyboard depicts Michael, a teenage boy who faces escalating cyberbullying on social media and text messages. Afterwards, he decided to tell his friends and seek help. The suggestion was that preserving evidence of the abuse over time would allow him to access counselling and potentially punish the perpetrators later. This story illustrates how victims suffer in silence until enough is enough. Centralized reporting tools combined with support resources help users regain their voice and fight back against cyberbullying.



Our initial paper sketch prototyped core user flows for victims of cyberbullying seeking support through our application. Key screens include:

Homepage, Sign up and login process, Counselling services page. Discussion Group chat.

Prototype Phase



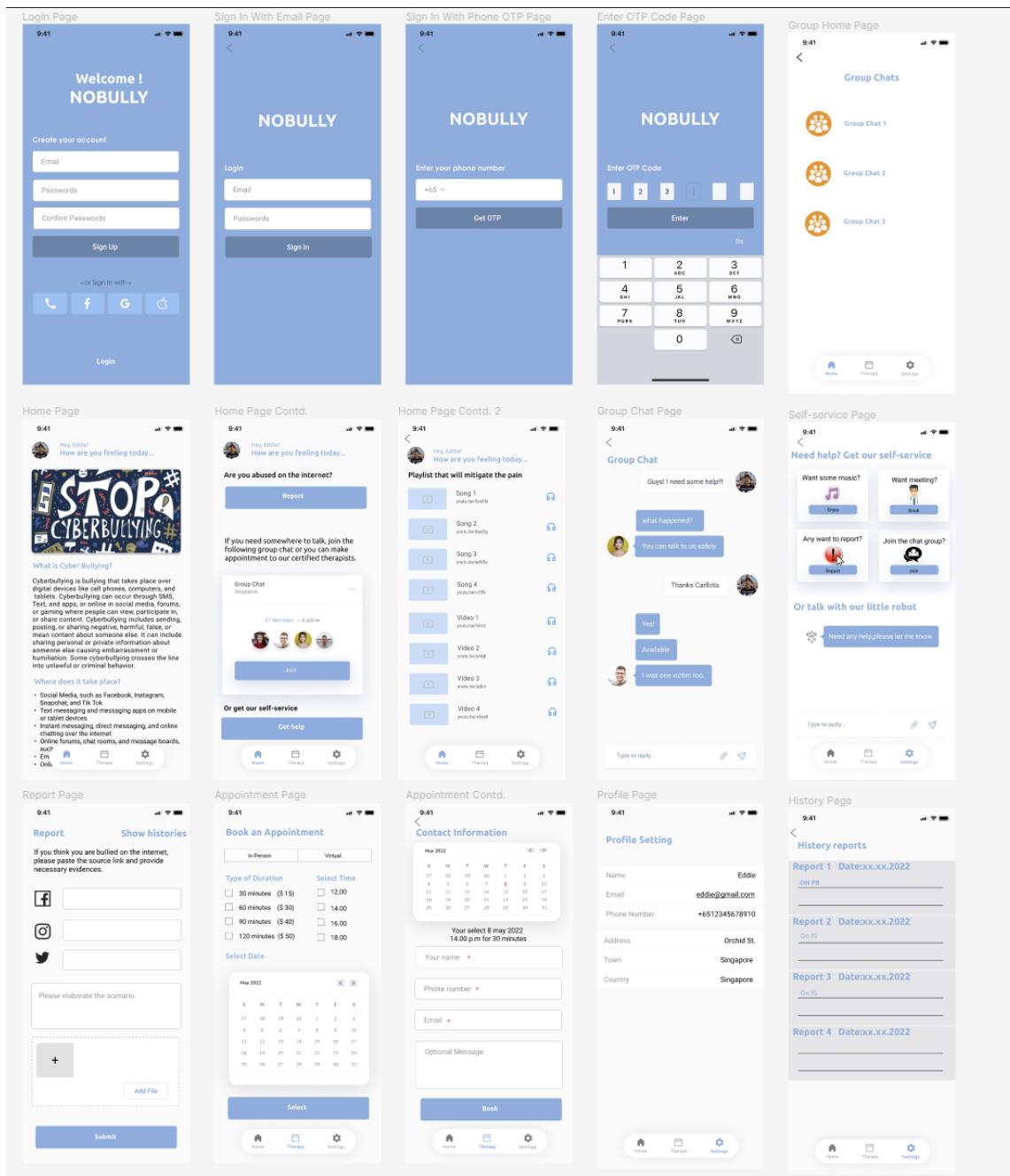
We began by sketching our ideas on paper based on the persona POVs and top storyboard. Testing revealed the need for additional features like expanded counseling options.

Prototype-Second iteration

The digital prototype on Miro displays ten screens of the app's user interface:

- Sign In:** Shows fields for "Sign In" and "Passwords" with social media icons for Facebook, Google, and Apple, and a "Login" button.
- Detail:** Shows a dark background with a white "CYBER VIOLENCE" logo and the question "What is cyber-violence?".
- Main:** Shows a navigation bar with "Main" and "Therapy" tabs, and a sidebar with "Music" and "Group Chat List" buttons.
- Therapy:** Shows a list of therapists with names like Professor X, Professor Z, Professor Mars, and Professor Leo, along with their availability and session counts.
- Music:** Shows a list of songs from artists like Marconi Union, Airstream, Dj Shah, Enya, Coldplay, and Barcelona.
- Group Chat List:** Shows a list of groups: Alex's Group, Hero's Group, Tom's Group, and Jane's Group.
- Tom's Group:** Shows a group chat interface with a "Send" button and a "连结" (Link) button highlighted.
- Report:** Shows a report form with fields for "Describe Your Problem" and a "Submit" button.
- About Us:** Shows contact information with fields for "Tel" and "Email", and a "We Provide Protection For You" button.

We created a digital prototype on MIRO to represent app screens and flows for more feedback. Key add-ons were a 24/7 chatbot providing self-service options.



Our interactive wireframe prototype incorporated feedback by showing appointment history details and user report archives for easy access and review.

Testing and Iteration

With each prototype phase, we solicited user feedback to refine our product.

First Prototype (Paper Sketch): Users wanted expanded affordable counseling and peer discussion options.

Second Prototype (Digital): Reviewers pointed out the need for 24/7 accessibility via an automated chatbot.

Third Prototype (Wireframe): Testing revealed users wanted appointment histories visible and report archives added.

We would iterate on and improve our prototype after each round of valuable user input.

User interaction

Our resulting clickable, interactive prototype allows users to:

- Book counselling appointments and access emergency hotlines
- Participate in moderated peer discussion forums
- Report cyberviolence incidents from various platforms
- Review past report history and appointment details
- Communicate with a 24/7 support chatbot when counsellors are unavailable

Additionally, the back-end would facilitate:

- Detecting and recording the IP addresses of cyberviolence perpetrators
- Issuing punishments like account bans or permanent muting to offenders

We presented this prototype on mobile and web interfaces, demonstrating flows to solicit user feedback. Testing indicated our final solution provided helpful, usable aid accessible 24/7.

Critically, it enables reporting cyberbullies for investigations and consequences.

Our entire team collaborated closely on prototyping, using feedback to refine the app across multiple iterations. We are satisfied with the resulting clickable prototype matching victims' needs for compassionate support, community, and tools to counteract cyberviolence.

Conclusion

During the design sprint challenge project, teamwork was as important as the product itself. If teamwork suffered or members were not actively participating, it could have jeopardized or required redoing the entire project. I was pleased with how members took initiative, worked efficiently, and understood next steps to progress forward. This diligence allowed us to complete significant work within the tight timeline. However, internet connectivity issues and occasionally lagging communication led to minor delays. Still, each member contributed to the best of their ability to minimize errors.

Overall, we created a product offering victims counselling, 24/7 support, motivation to stand up to cyberbullies, and reporting tools to help punish perpetrators. We hope this solution gives users facing cyberviolence increased safety and courage. On a broader scale, the project highlighted needs for stronger team communication and coordination when working collaboratively. Our ultimate goal was designing an impactful solution to make the online world safer by supporting victims of cyberviolence.

The following links are our design sprint challenge work that we provided .

- Miro

https://miro.com/app/board/uXjVOwsdxb4=/?share_link_id=777604888728

- Figma

<https://www.figma.com/file/aEdlTBgCZvRD1HsWHYYafD/Design-Sprint-Team-7?node-id=8%3A463>