

# Hidden but not Hiding

ALEXANDER KIM

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# Topic Introduction

# Problem Statement

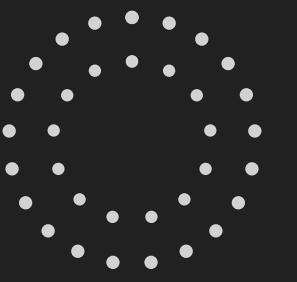
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The homeless population is at an absurdly high number of over **500,000 people across the United States**. Of that number, **about 200,000 are unsheltered**.

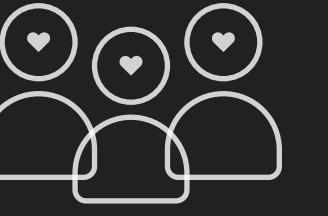
There is also a huge lack of sympathy towards the homeless population because of certain stereotypes and misunderstanding as well as public image and popular culture. Homeless people are becoming dehumanized and people are starting to bat their eyes without understanding what they do to survive and how to help.

# Goals

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Educate the user on the large homeless population.



Foster more empathy on the homeless as humaize them.



Provide ways for the user to help the homeless.

# Solution

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Create an interactive application that shows how large the homeless demographic really is in the United States while attaching faces and quotes to humanize them.

# Target Audience

Since the application directly relates to information in the surrounding area, I wanted to make it accessible to anyone who is curious on the topic.

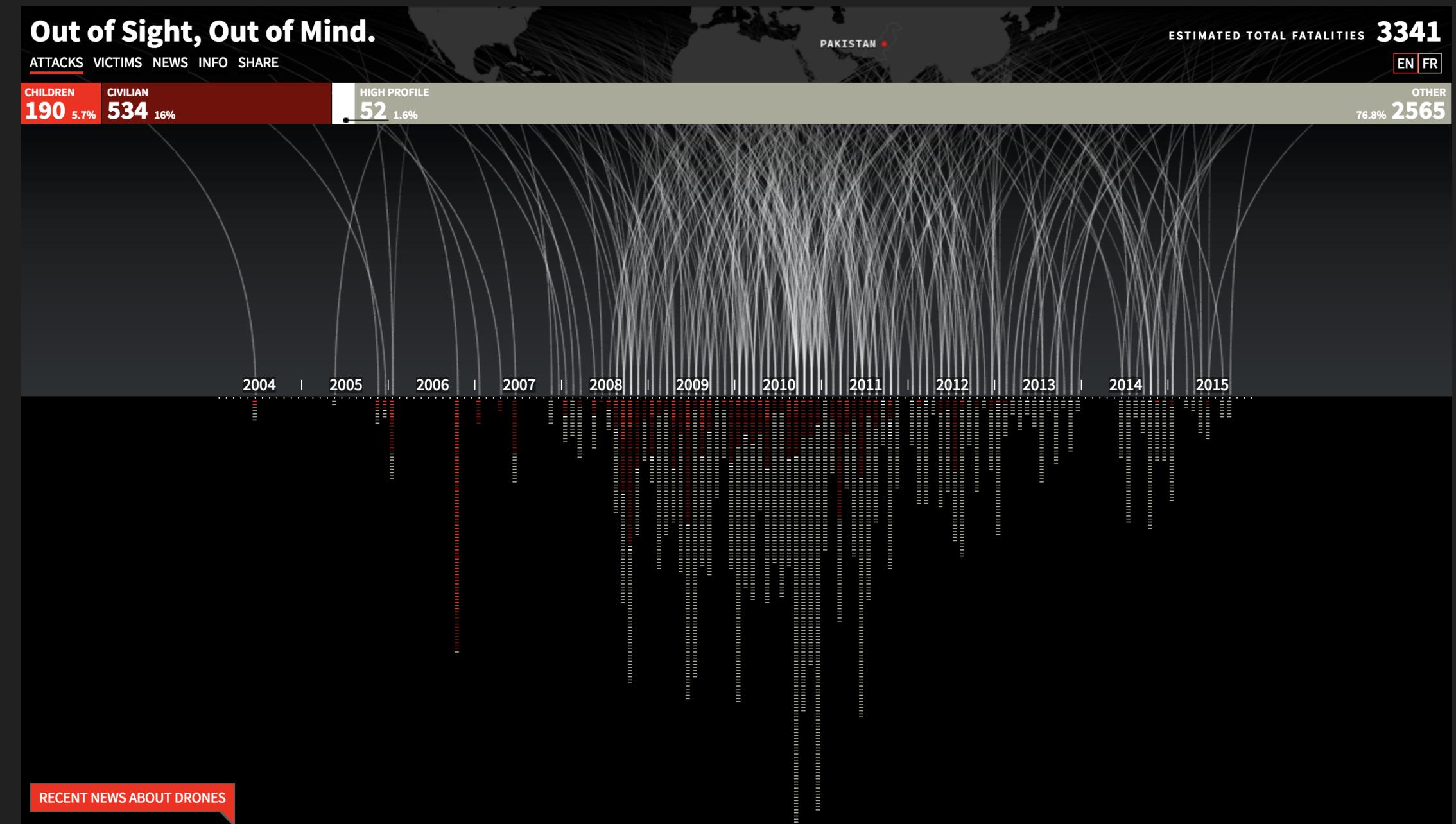
I wanted the target audience to be **Teens and Young Adults** because they would be where the most effective change can come from. By informing them at a younger age when they can understand the homeless, a more empathetic generation can be fostered.

# Research

## COMPETITIVE ANALYSIS

# Demographics

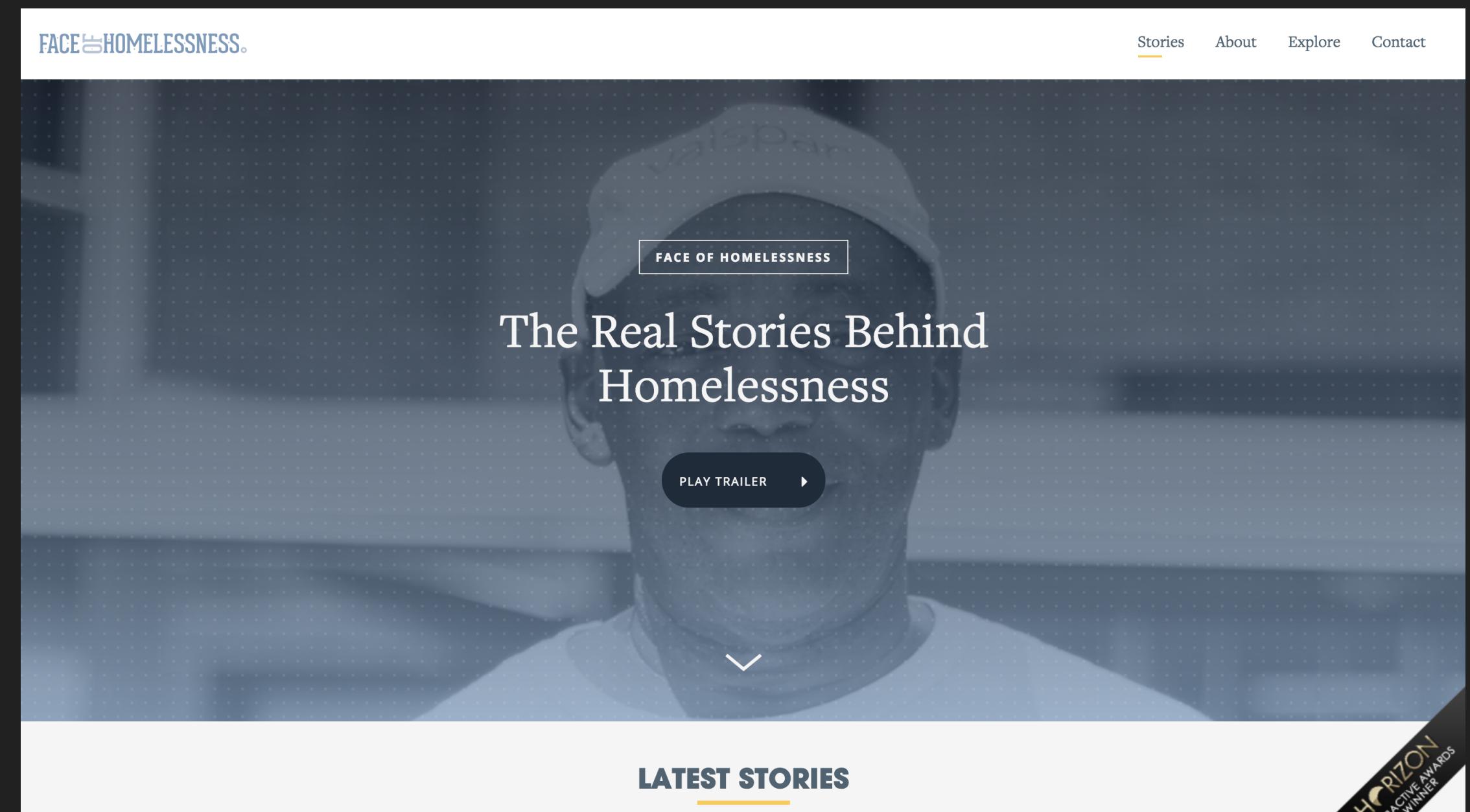
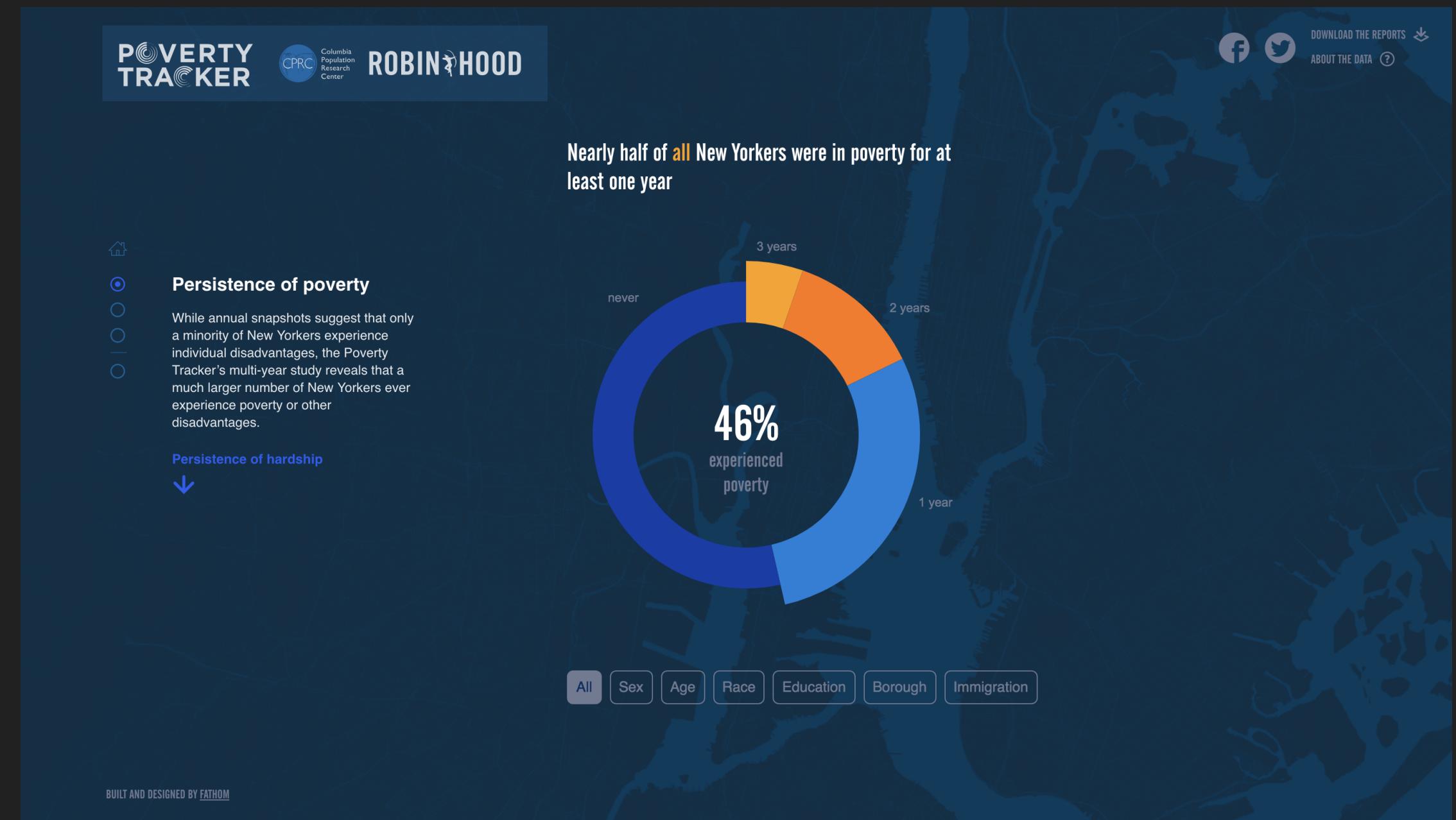
In terms of applications or platforms that explored demographics, they individualized the population by introducing each person as a node and applied them into a graphic to portray a story.



## COMPETITIVE ANALYSIS

# Homelessness

Poverty is used more than homelessness as a whole because the topic talks about a greater population than strictly homeless people. Finding an application that actually talked about homelessness was actually quite difficult, but the ones I did find focused more heavily on the individuals rather than the demographic.



# Trend Research

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My topic revolved on demographic information so I primarily directed my search on how people responded to graphs and charts.

From what I could gather, people generally responded pretty poorly to a traditional graph/chart when given large amounts of information. Visualization is nice but must be simple and easy to follow at just a glance so precision wasnt a huge concern of mine. I wanted to show the shock factor of the population so having a large group would be enough.

# Key Features

## Dynamic State Comparison

- Able to quickly compare the homeless population based off of state and population
- Toggle from list mode, which shows the population represented by dots to really show the magnitude of some states, to a grid view to quickly sort and find specific states

## Demographic Layer Filter

- For each state, quickly filter through information using a layered filter system to visually show how much of a population is within a certain category
- Simple and intuitive: just add layers in any order to get the information you want

## Community View

- Look at the real people within the community and see what they have to say about issues
- Humanizes the demographic and creates more empathy from the user

USER PERSONA 1

# Jeffery

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Jeffery loves interacting with new people and thus sparked his love for travel. Meeting new kinds of people allowed him to grow more empathetic towards people and thus wanted to help those in need. However, he did not know where to start or the information of the population he is trying to help.

COLLEGE STUDENT

LIVES IN CITY

TRAVELER

USER PERSONA 2

## Mary

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Mary is a young adult who is about to make a transition from a small state to a densely population state. She had grown up volunteering to help homeless people around her community but has never seen the homeless population as a whole. She wants to know about the population shed be helping in the new area she moves to and how/where she can help.

FROM SMALL TOWN

VOLUNTEER

COMMUNITY DRIVEN

USER PERSONA 3

# Ken

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After being desensitized to the homeless population after being exposed to many online videos and stories as well as movies and video games, Ken is uncertain about how big of a problem homelessness is in the US. As a curious person, he wants to know more about the community around him and how to put a face on the demographic.

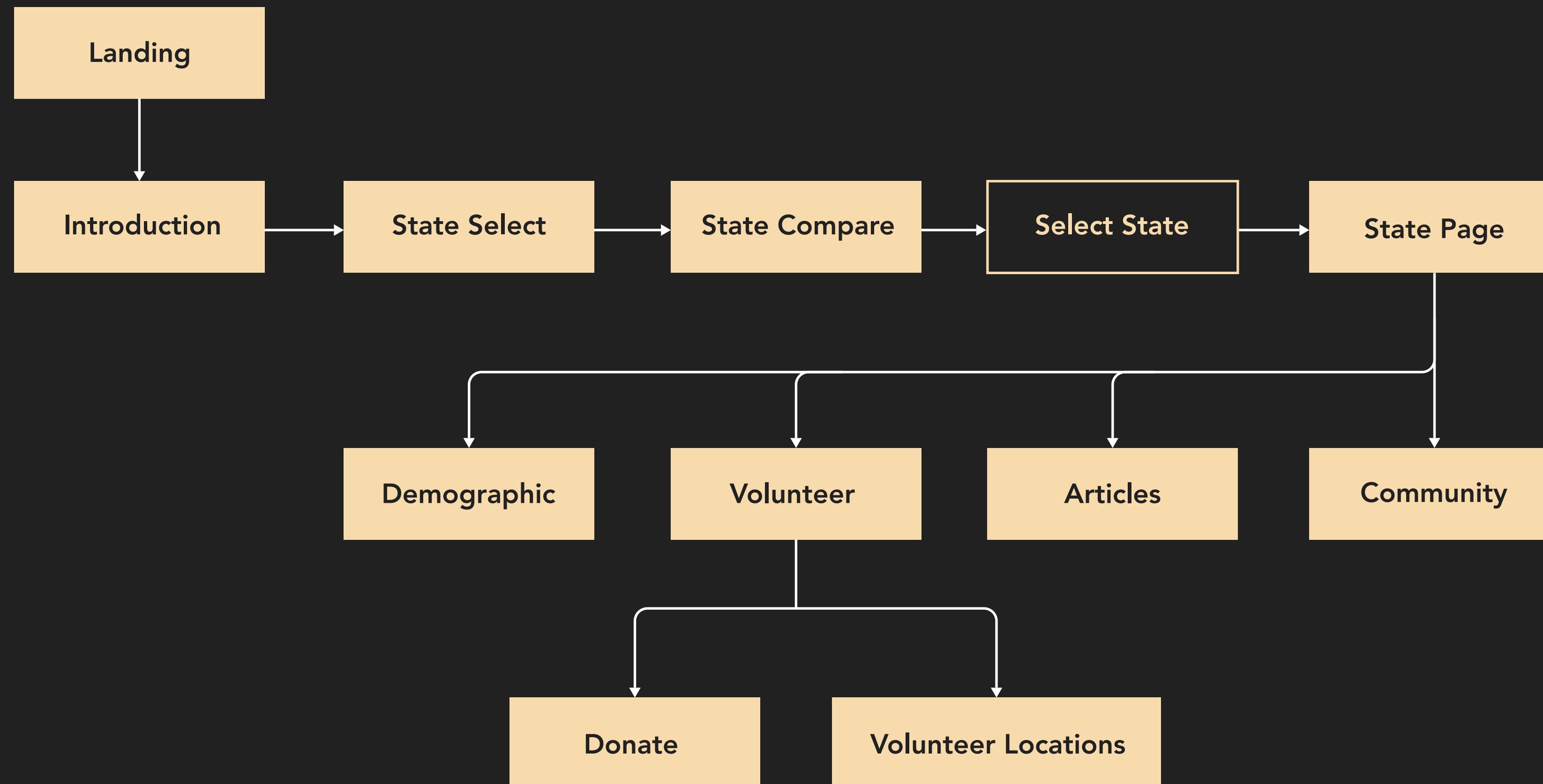
TEENAGER

CURIOS

MILLENNIAL

# Sitemap

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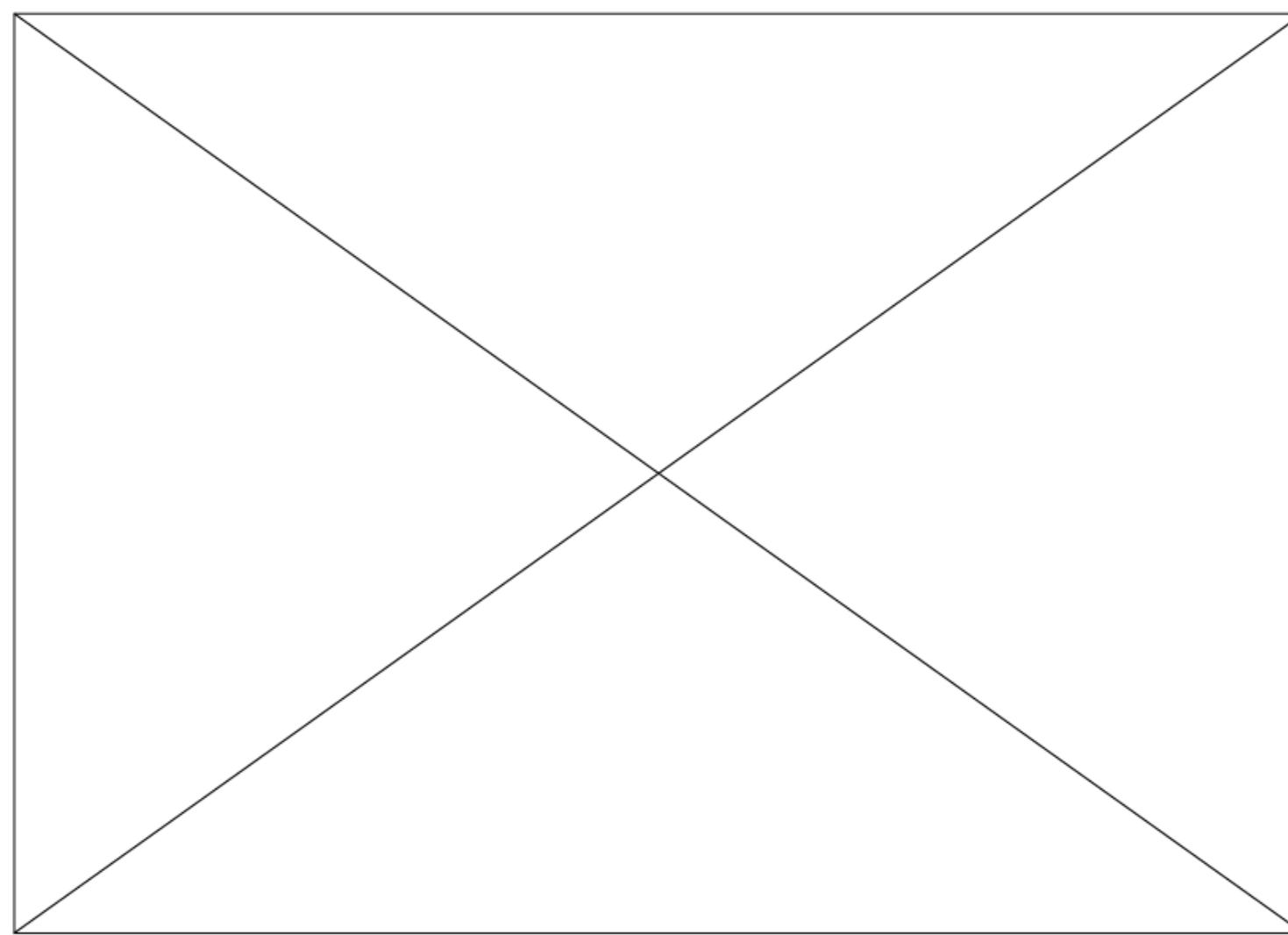


# Wireframes

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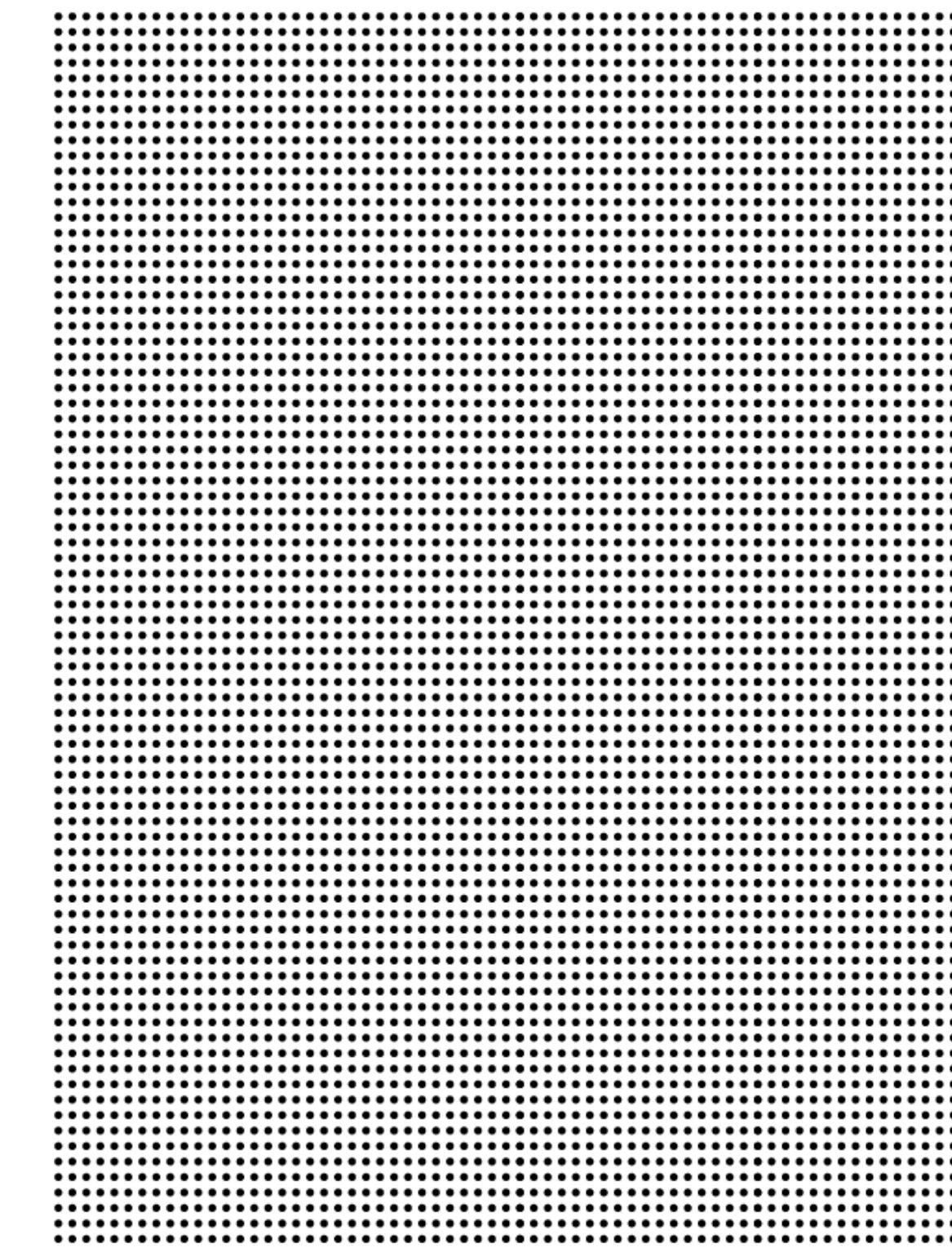
# Introduction Page

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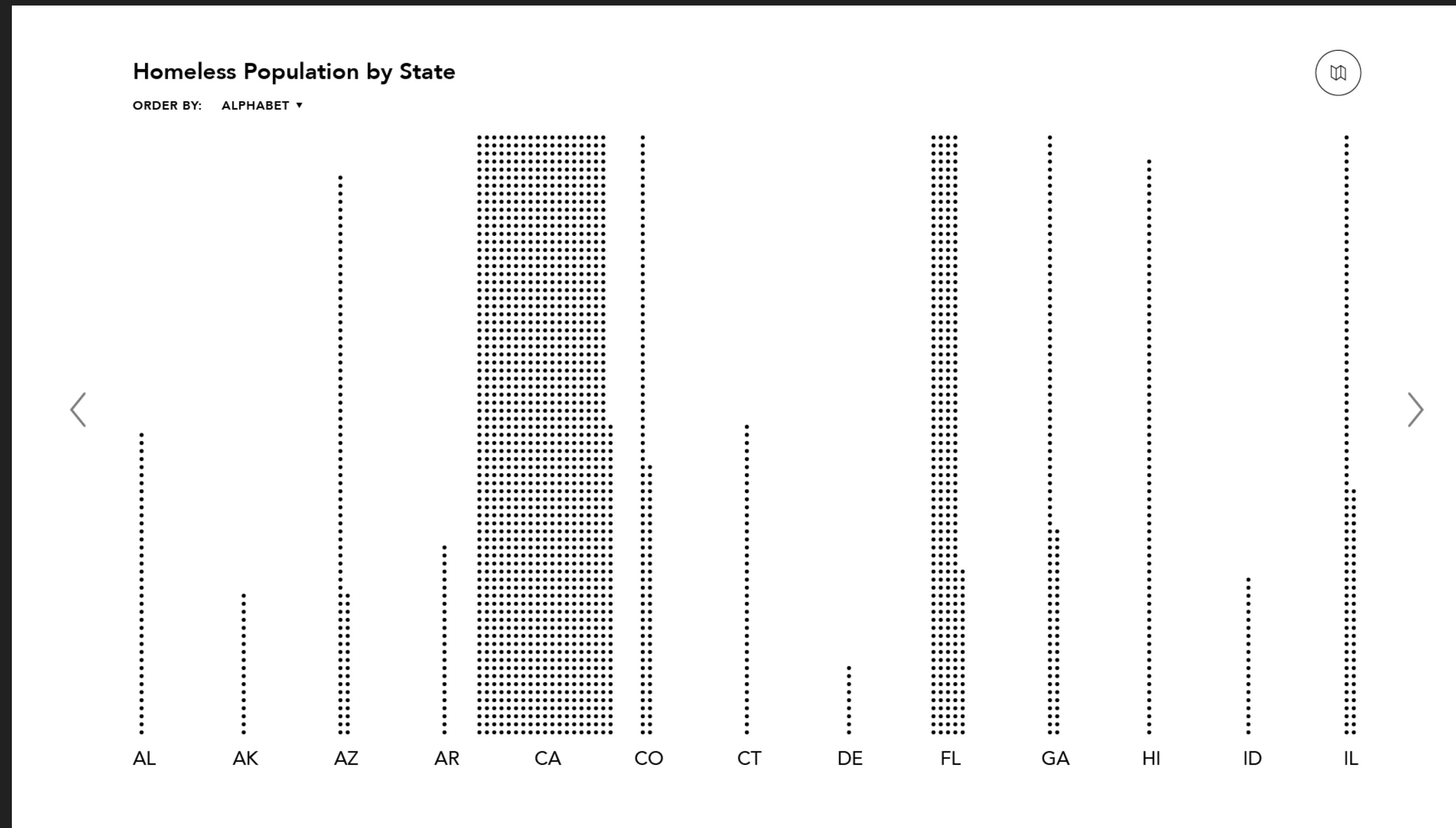
**Hidden but not Hiding**

CONTINUE →



# State Selection Page

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# State Community Page

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**California**

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TOTAL POPULATION  
39.32 million

AVE SALARY  
\$5,000 per month

MIN WAGE  
\$10.50 an hour

For every 10,000 people,  
**34 were homeless.**

← BACK



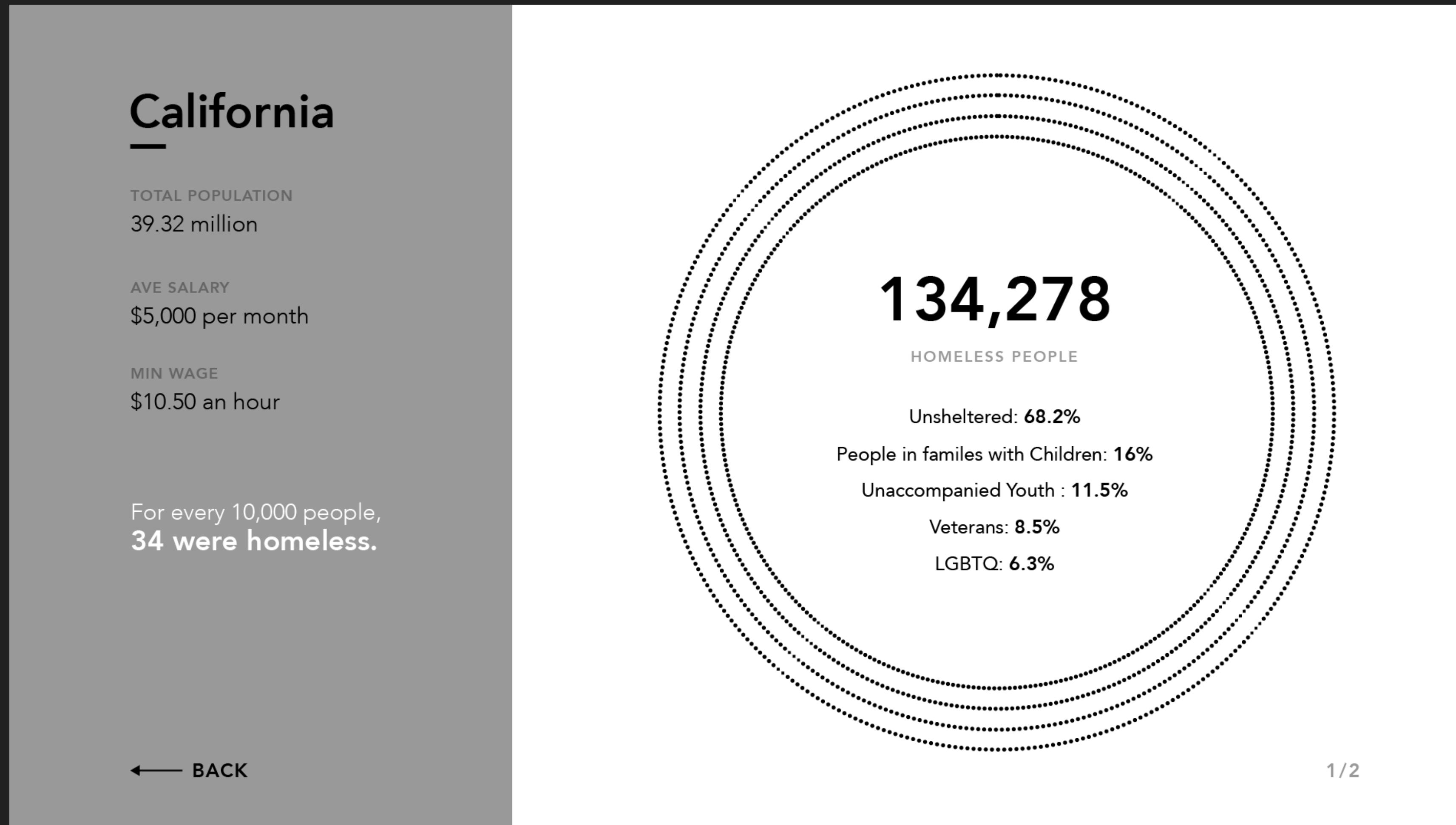
- Carol N.
- Markas L.
- John S.
- Aniyah J.
- Zachery M.

1/2

**Age: 21**  
**Housing Status: Unsheltered**  
**Job Status: Employed (Min Wage)**  
**Member of LGBTQ Community**

# State Page

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# Final Design Comps

# Introduction Page

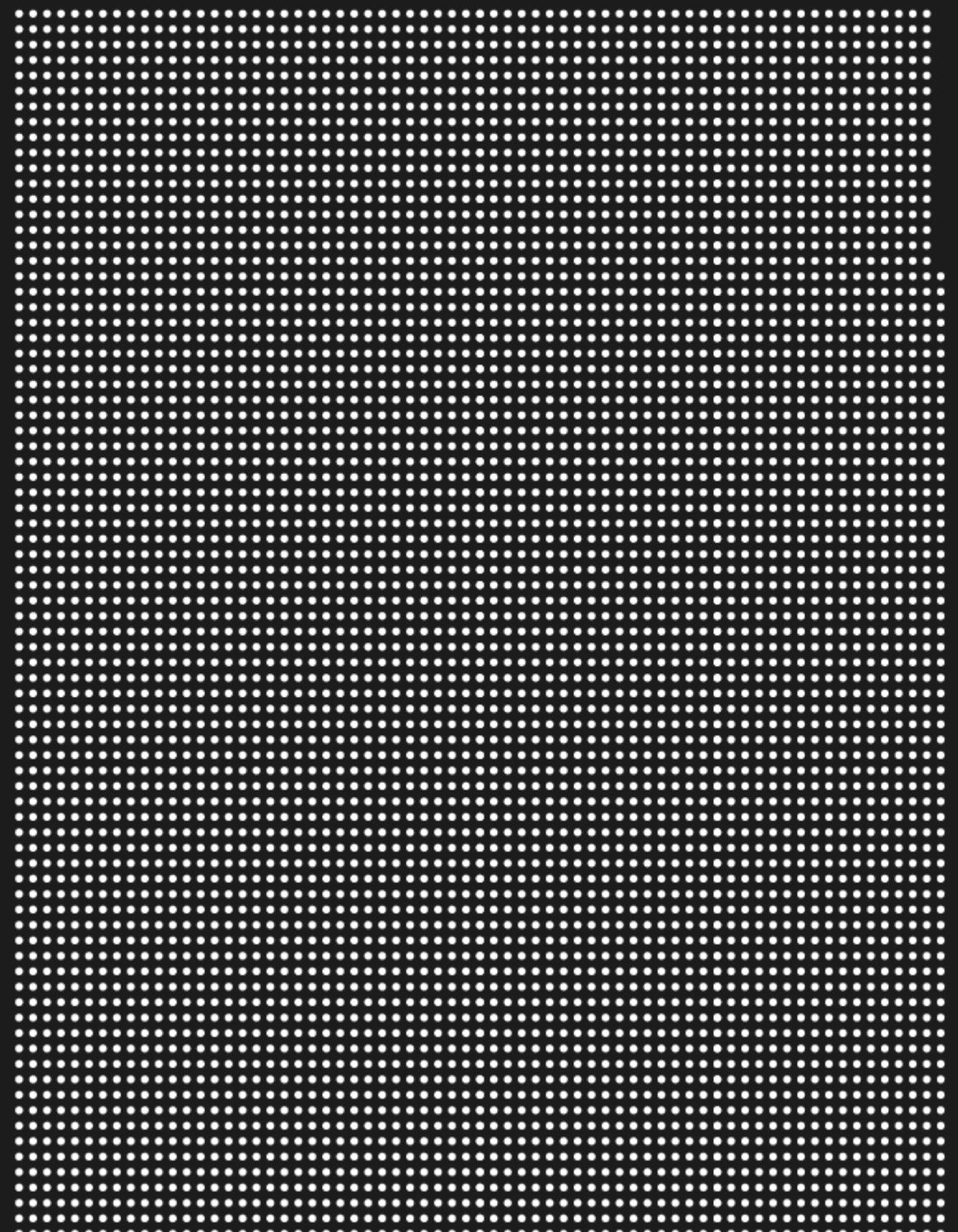
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01. Introduction statement

02. Representation of Homeless  
through dots

03. Main call to action

- 1 On a single night of January 2017,  
there were 553,742 people experiencing homelessness.  
**192,875 of these people were unsheltered.**
- 2
- 3 CONTINUE →



# State Selection Page

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01. Selected State
02. Population filter
03. Page layout Reorganization
04. List Reorder
05. State node
06. Selected State
07. Explore State



# State Page

01. Selected state
02. Main calls to action
03. Total homeless in Dots
04. Total Homeless Population
05. Return to State Selection

1 California

TOTAL POPULATION  
39.32 million

FOR EVERY 10,000 PEOPLE  
34 were homeless.

2

COMMUNITY 

DEMOGRAPHICS 

VOLUNTEER 

ARTICLES 

3

4 134,278 HOMELESS PEOPLE



# Demographics Page

01. Page Header

1 < Demographics

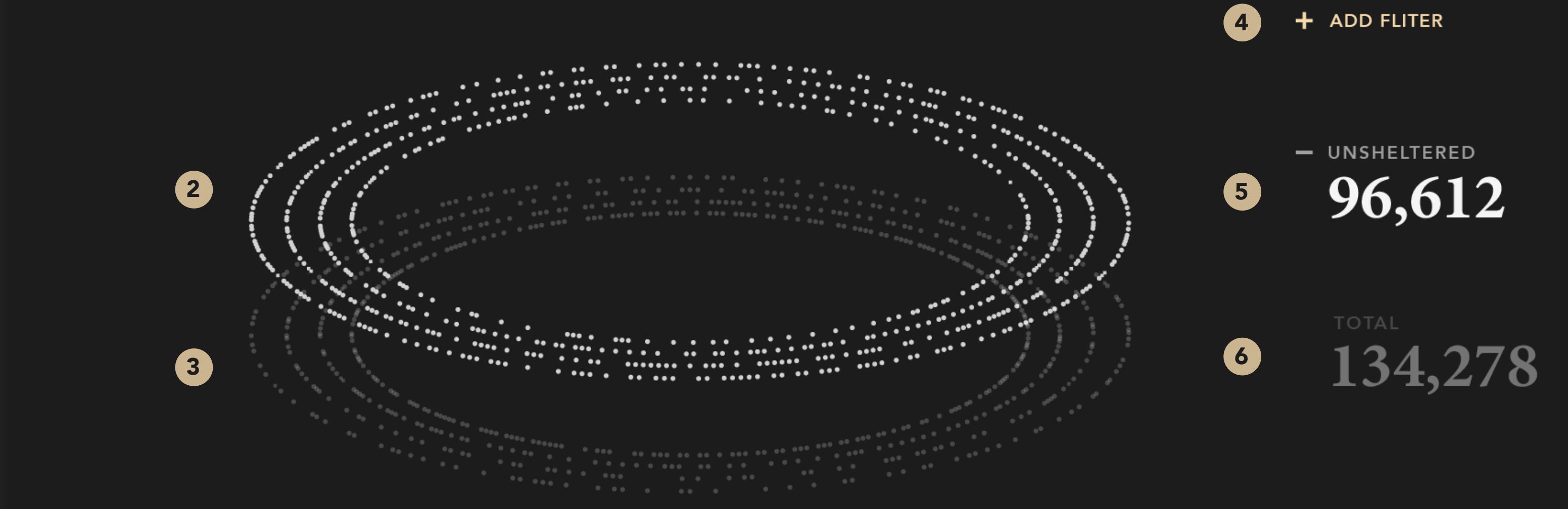
02. Most Recent Filter

03. Previous Layer/Filter

04. Adding a Filter

05. Previous Filter

06. Total Number



# Community Page

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01. Picture of Homeless

< Community

02. Corresponding Name

03. Quote from the Person

04. Return to State Page



1

2

3

4

UNSHELTERED    LGBTQ

"Every day is a struggle. Each day, we have to struggle to find a place to get a shower, to get something to eat, and to find shelter."

PROTOTYPE

# Animated Prototype

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Thank you!