

When Women Understand

by Team CodeCrafters

Women Who Code Hackaton for Social Good 2023

Meet the CodeCrafters



Arzu Caner

Team lead

 London, United Kingdom

After discovering my passion for coding, I made the courageous choice to shift from my marketing career to embark on a journey as a developer. I take pride in applying my skills and knowledge to create top-notch software solutions that fulfill the requirements of my clients and end-users, both on the backend and frontend



Maryna Kasou

UX Designer

 Bellevue, WA USA

I am a Google-certified UX/UI Designer with expertise in designing websites and mobile applications. Through my experiences, I have developed a strong understanding of user needs and preferences, allowing me to create compelling and intuitive digital experiences.



Onyinye Chiatula

UI Designer

 Abuja, Nigeria

My name is Onyinye Chiatula. A product designer currently pursuing my BSc in Computer Science. I have 2+ years in product design, within this time I've worked in over a range of projects along with my studies.

Meet the CodeCrafters



Rose Le

Fullstack Engineer

 San Diego, CA, USA

I'm a full-stack software engineer based in San Diego, CA! I have 2 years developing applications in JavaScript, and 1 year developing application with Python! I have customer service and healthcare experience, and from them, I found a passion for identifying customer and patient needs and building projects that are beautiful and efficient solutions.



Rae Ludwig

Fullstack Developer

 American Fork, Utah, USA

My name is Rachel Ludwig and I am an artist turned librarian turned full stack developer. I am brand new to the coding world and am loving the journey I am going on with it.



Sara Swingle

Fullstack Developer

 Sterling, Colorado, USA

I am a full-stack developer currently earning a Bachelor's of Science degree in Cybersecurity. I prefer working with the back-end and databases, both relational and non-relational. I also have a Bachelor's of Science in Criminal Justice and would like to use both degrees to support safety and security in all aspects of life across the world.

About the project

The project is an initiative to design a website that helps women identify not only physical violence but also psychological abuse, empowering them to protect themselves from such forms of violence.

This project highlights the often silent and concealed nature of psychological abuse, which can make it easy for women to recognize.



Psychological abuse is a widespread issue among women globally. Estimates published by the WHO indicate that approximately 1 in 3 (30%) of women worldwide has experienced physical and/or sexual intimate partner violence or non-partner sexual violence during their lifetime.



**Prevalence of
Psychological Abuse**

**Lack of
Awareness**

**Shortage of Support
and Resources**

Social Awareness

How we plan to solve it

With very little time available due to the Hackathon's nature, we streamlined our processes and created a task board to work effectively, no matter where in the world we live.

- 1 User-centered design (UCD)
- 2 Rigorous secondary research
- 3 Advanced tech stack
- 4 Effective communication



Problem statement & Project goal



Problem statement

Women often struggle to recognize psychological abuse, and there's a lack of awareness and resources.



Goal of the project

Make the website accessible to every woman, regardless of her race, age, or educational level.

Persona

Emily, a 32-year-old mother of two, silently endures psychological abuse from her husband, John.

Seeking support, she finds a project that empowers women like her with emotional support, legal guidance, and resources.



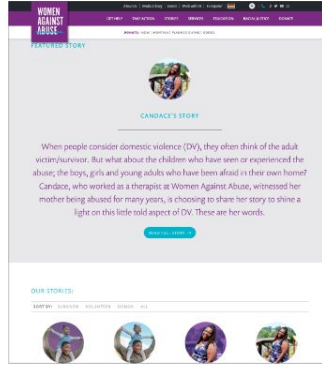
Competition

The research revealed that people learn best through others' stories.

On each of the competitors' websites, there was a dedicated section, links, or platform for learning from others' experiences.

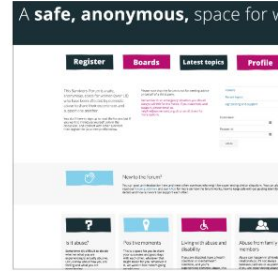
- Women against abuse

- Has featured story
- Has a collection of different stories



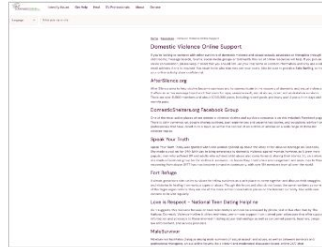
- Women's aid

- Has a forum for women (over 18) who have been affected by domestic abuse to share their experiences and support one another



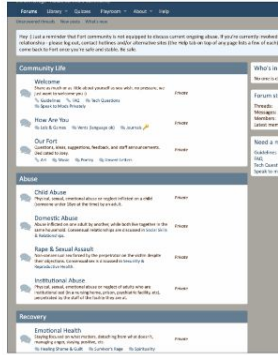
- DomesticShelters.org

- Provides online resources to connect with other survivors of domestic violence and sexual assault, advocates or therapists through chat rooms, message boards, forums, social media groups or telehealth.



- Fort Refuge

- An online community of abuse survivors



Design decisions

1 Accessibility

2 Educating

3 Community

Navigation

Get Help

24/7 Helpline

Crisis Chat

Emergency Resources

Find a Shelter

Legal Rights

Self-check

Support

Survivor Stories

Share Your Story

Support Groups

Volunteer

Local Support

Resources

Guides

Statistics & Research

Books

Self-check

Stories

Featured

All Stories

Share Your Story

Self-check

Identify Abuse

Understand Abuse

Signs to Look At

Why It Matters

Self-check

Glossary

Who We Are

About Us

Mission

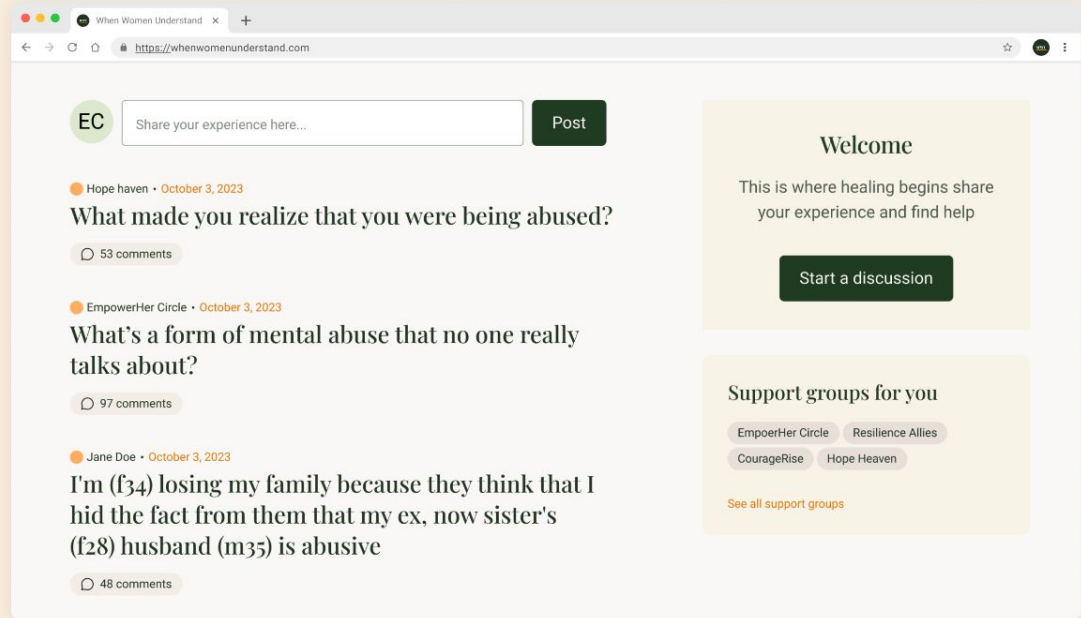
Our Team

Contact Us

Find support in online forums

Victims of abuse can find solace in our online discussion forums.

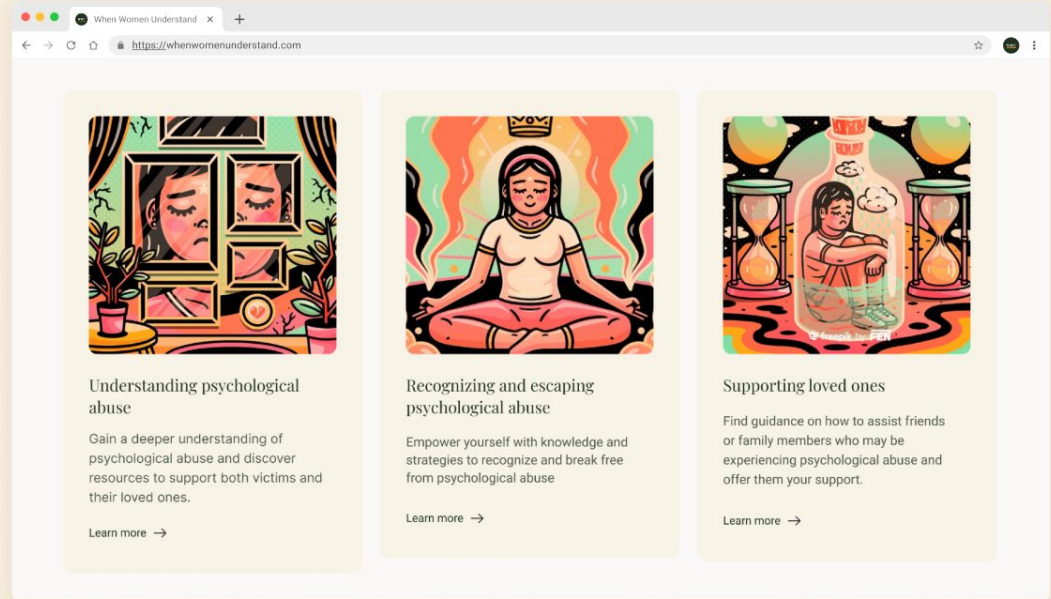
By being vulnerable about their problems they can find shared experiences and comfort



Educational materials at your disposal


Read through carefully curated educational materials to better understand what they're going through.

This helps you to think deeply about the experiences people have in their lives and shows them the next steps to move forward.



The screenshot shows a web browser window with the URL <https://whenwomenunderstand.com>. The page displays three educational cards, each with a colorful illustration and a title. The first card, 'Understanding psychological abuse', features an illustration of a woman's face split into two panels, one showing her eyes closed in pain. The second card, 'Recognizing and escaping psychological abuse', shows a woman meditating with a crown on her head. The third card, 'Supporting loved ones', depicts a woman sitting between two hourglasses, looking thoughtful. Each card includes a brief description and a 'Learn more' link with a right-pointing arrow.


When Women Understand x +
← → ↻ 🏠 <https://whenwomenunderstand.com> ☆ ⌵ ⋮



Understanding psychological abuse

Gain a deeper understanding of psychological abuse and discover resources to support both victims and their loved ones.


[Learn more →](#)



Recognizing and escaping psychological abuse

Empower yourself with knowledge and strategies to recognize and break free from psychological abuse

[Learn more →](#)



Supporting loved ones

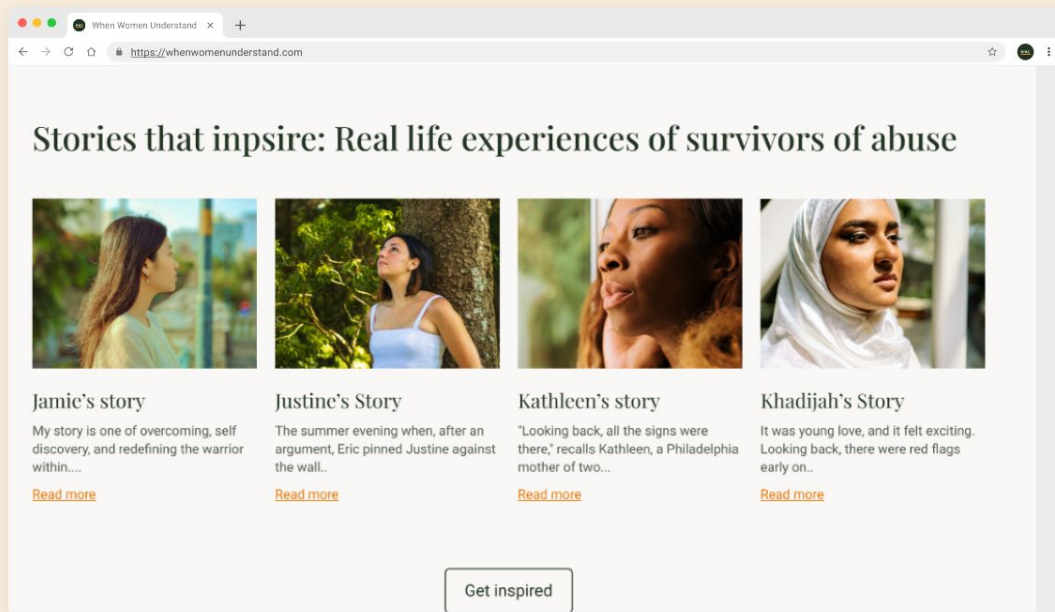
Find guidance on how to assist friends or family members who may be experiencing psychological abuse and offer them your support.

[Learn more →](#)

Learn through another's experience

We did some research and found out people learn best through other's stories

This led us to curate stories of survivors of psychological abuse to help the healing journey



The screenshot shows a web browser window with the URL <https://whenwomenunderstand.com>. The page title is "Stories that inspire: Real life experiences of survivors of abuse". Below the title, there are four story cards, each with a portrait of a woman and a short text snippet followed by a "Read more" link.

Author	Image Description	Text Snippet	Link
Jamic's story	Portrait of a woman with long dark hair looking to the side.	My story is one of overcoming, self discovery, and redefining the warrior within...	Read more
Justine's Story	Portrait of a woman in a blue top looking up at a tree.	The summer evening when, after an argument, Eric pinned Justine against the wall..	Read more
Kathleen's story	Portrait of a woman with dark hair looking thoughtfully to the side.	"Looking back, all the signs were there," recalls Kathleen, a Philadelphia mother of two...	Read more
Khadijah's Story	Portrait of a woman wearing a white hijab looking forward.	It was young love, and it felt exciting. Looking back, there were red flags early on..	Read more

At the bottom center of the page, there is a button labeled "Get inspired".

Testing with users

The main purpose of the unmoderated test was to swiftly assess the user experience in discovering a community, accessing valuable resources, or seeking additional assistance.

User testing revealed the need for better navigation and prioritizing featured stories. Photo uploads require further feedback for consideration.

- Thank you so much for taking the time to help us build a better product. Here is the link to the prototype: <https://www.figma.com/proto/879cMiPHqagypIFT1a6TkC/WWU-prototype1?page-id=0%3A1&type=design&node-id=1-1566&viewport=463%2C363%2C0.55&t=kJLWEV3IE1vRM1Ds-18ng=min-zoom&mode=design> (it's best to complete all tasks on a desktop).
- Please read the instructions, complete them one by one, and share your thoughts, either by recording a video or writing in a way that's most convenient for you.
- Imagine a person experiencing psychological abuse. She has decided to open a browser to seek support, share her story, express her feelings, seek advice and support. She lands on the 'Women Who Understand' homepage.
- Your first task is to figure out where this person can find support on the website. Start from the homepage (the one displaying the big image). In the way, other screens will be just wireframes or drafts of the real page. After finding the solution, click on that section.
- If you get stuck on the first step, please share your thoughts on why it's difficult to complete the task. (If you didn't complete the first step, please find the tab called 'Community').
- The second task is to explore the Community page and figure out how a person can navigate to forum discussions. Navigate to that page.
- If you get stuck on the second task, please share your thoughts on why

Design handoff

Logos



Type scale

Typeface	Name	Size	Weight
Playfair Display	Display 1	76	Medium
Playfair Display	Display 2	56	Medium
Playfair Display	Heading 1	40	Medium
Playfair Display	Heading 2	24	Medium
Roboto	Body 1	20	Regular
Roboto	Body 2	16	Regular
Roboto	Body 3	14	Regular

Grids and layout



SM desktop - 1280 × 832

Safe space - 1160px

Column count - 12

Margin - 60px

Gutter - 20px

Colour Palette



WWU Light Orange
#FAF8F6

WWU Light Orange is used for backgrounds



WWU Medium Orange
#FAF8F6

WWU Medium Orange is used for backgrounds as well that are clickable and have high priority



WWU Dark Orange
#FFA5F5

WWU Dark Orange is used for backgrounds and containers of high priority. And links within the site



WWU Light Green
#DDE8CF

WWU Light Green is used for backgrounds



WWU Dark Green
#213321

WWU Dark Green is used for display texts, Heading texts and the footer



WWU Dark Neutral Green
#4D594C

WWU Dark Neutral Green is used for body texts only



WWU Light Neutral Green
#4D594C

WWU Light Neutral Green is used for subtitle text and labels

Technologies used

Frontend



Backend



Testing



Authentication



The live website

<https://when-women-understand.netlify.app/>

Github

<https://github.com/arczucaner/when-women-understand>

Demo

When Women Understand

Resources Stories Identify Abuse Who We Are

[Join Us](#)

We are silencing abuse

Let's put an end to psychological abuse together

[Learn More](#)

The image shows a website header with the logo 'When Women Understand' on the left and navigation links 'Resources', 'Stories', 'Identify Abuse', and 'Who We Are' on the right. A yellow 'Join Us' button is in the top right corner. The main content area features a photograph of three diverse women smiling and hugging. Overlaid on the photo is the headline 'We are silencing abuse' in large white text, followed by the sub-headline 'Let's put an end to psychological abuse together' and a 'Learn More' button.

What we learned from the Hackathon



Teamwork

We divided tasks based on individual strengths and expertise. Identifying each team member's skills and assigning responsibilities accordingly allowed us to maximize productivity.



Problem solving

As we encountered obstacles the team brainstormed solutions together. This led to more robust solutions but also enhanced our individual problem-solving abilities through the exchange of ideas.



Technical Skills

This hackathon was a transformative experience that significantly enhanced our technical skills and provided invaluable insights into the intersection of technology and social impact



Networking

The hackathon provided an excellent opportunity to network with other participants, mentors, and organizers. These connections can extend beyond the event and prove beneficial in future endeavors



Thank you!