

Research plan for personal safety app.

Study 1: Semi-Structured Interview

Background

This app is currently in its concept phase, pre-design. It will be designed as a quick-access for women and other people while out at bars or parties, or even when walking alone. The app will feature a one-button press to alert a friend with a pre-written text, share your location, perhaps get them to send a distraction call (allowing for an excuse out of a scary situation), or even to call 911.

Sexual violence is a huge problem throughout our culture, but especially on college campuses. This app will enable women to feel like they have a plan when the inevitable occurs and they receive unwanted sexual attention.

Research Goal

I am consulting with 5-8 women currently studying at the University of Texas Austin. My goal is to discover how often they feel unsafe while at parties or at bars, or walking alone, and when the last time that happened. I will also be gathering information as to whether they have a plan that helps him feel safer or are using another personal safety app.

Method & Recruiting

I have a contact at the University of Texas at Austin, and he has agreed to forward a few questions to a few of his friends. He lives in a fraternity house, so hopefully these women will have ample experience attending frat parties and going to bars on sixth street.

This initially will be a survey type questionnaire, perhaps in Google forms, but I will perhaps follow up with more detailed questions afterward, offering an Amazon gift card.

Script

Introduction

Thank you very much for participating in this study. My name is Christine, and I am taking a course in UX (User Experience) Design, a field that designs apps and websites. I'm designing a personal safety app made specifically for women, so your answers will help me with my class project.

I am reaching out today to ask you about your personal experience when going to parties and bars. This information will be strictly confidential. The results of this survey will be shared with complete anonymity, so no one will see your email address but me.

Content warning: these questions ask about how safe you feel from unwanted sexual or romantic attention and/or advances at parties and bars. If you do not feel comfortable answering them, please don't feel obligated to do so.

Again, no one will see any identifying information, just anonymous results from college-aged women.

Interview Questions

- Do you currently use a personal safety app?
 - The rationale for this question is to see if they already use such an app.
- Do you sometimes, often, or never feel unsafe due to unwanted romantic/sexual attention at a party or at a bar, or even walking alone day or night??
 - The rationale for this question is to determine if feeling unsafe and/or experiencing unwanted sexual/romantic attention or advances is a recurring problem.
- If you answered sometimes or often, What have you recently done to feel safe again? Like, call a friend, signal the bartender, make an excuse to get out of the situation? Or do you not know what to do?
 - The rationale for this question is to explore whether or not they have a plan in place to help them feel safe again or if they're just too scared to take action.
- When was the last time you felt unsafe due to unwanted attention?
 - The rationale for this question is to determine how frequently they experience unwanted sexual/romantic advances or attention.
- An app with a single-button to text a friend for help or even 911 would be helpful in those situations.
 - This yes/no question is to determine whether a simple app with a simple-to-press button would be helpful when they feel unsafe.

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help me design a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at professor.rose@gmail.com.

Hope you have a wonderful day, and stay healthy!

Details of Survey Questions and how responses were structured:

1. Do you currently use a personal safety app?

- a. Yes
- b. No

The rationale for this question is to see if they already use such an app.

2. Do you sometimes, often, or never feel unsafe due to unwanted romantic/sexual attention at a party or at a bar, or even walking alone day or night??

- a. Often
- b. Sometimes
- c. Never

The rationale for this question is to determine if feeling unsafe and/or experiencing unwanted sexual/romantic attention or advances is a recurring problem.

3. If you answered sometimes or often, What have you recently done to feel safe again? Like, call a friend, signal the bartender, make an excuse to get out of the situation? Or do you not know what to do?

- a. Called or texted a friend
- b. Signal the bartender or someone else to interfere
- c. Made an excuse to leave
- d. Nothing because you didn't know what to do
- e. Unable to do anything without the aggressor knowing / afraid of making him angry

The rationale for this question is to explore whether or not they have a plan in place to help them feel safe again or if they're just too scared to take action.

4. When was the last time you felt unsafe due to unwanted attention?

- a. In the last few days
- b. In the past two weeks
- c. In the last month
- d. Longer than a month

The rationale for this question is to determine how frequently they experience unwanted sexual/romantic advances or attention.

5. An app with a single-button to text a friend for help or even 911 would be helpful in those situations.

- a. Yes
- b. No

The rationale for this question is to determine whether a simple app with a simple-to-press button would be helpful when they feel unsafe.