

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.

Questions

- Do you currently use a personal safety app? If so, which one?
- If you do use one, what feature do you like the best? Which causes you the most frustration? Why?
- 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??
- 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?

Why questions are needed

1. Do they even feel unsafe? Is this a need they currently have? Is this a recurring problem?
2. It is important to know if they have a plan in place or if a solution is needed.
3. If they already use something, it's important to know what is working for them and what is not because their safety is at stake.

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!