

Brigade/Impact

Technology has made our lives more interesting and productive — but can it make us safer?

Sexual assaults rose 7% last year in San Francisco, but the number of women affected by these crimes is believed to be much higher, as self-reporting is low. What can you do?



The challenge: run an ideation sprint to explore this problem and how the Brigade might help. At the end of the day, present the following:

- Refined problem statement
- Hypotheses around potential needs & solutions
- Prototype concepts (wireframes, code, etc.)

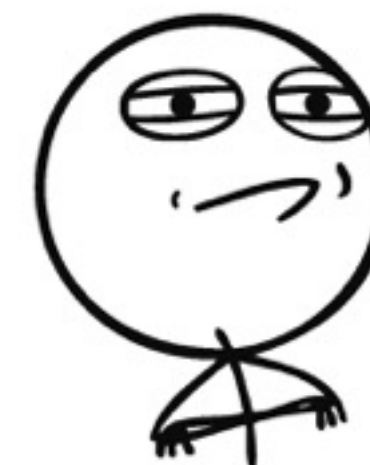
Goal: identify potential solutions to explore further and potentially build.

Define

Explore

Prototype

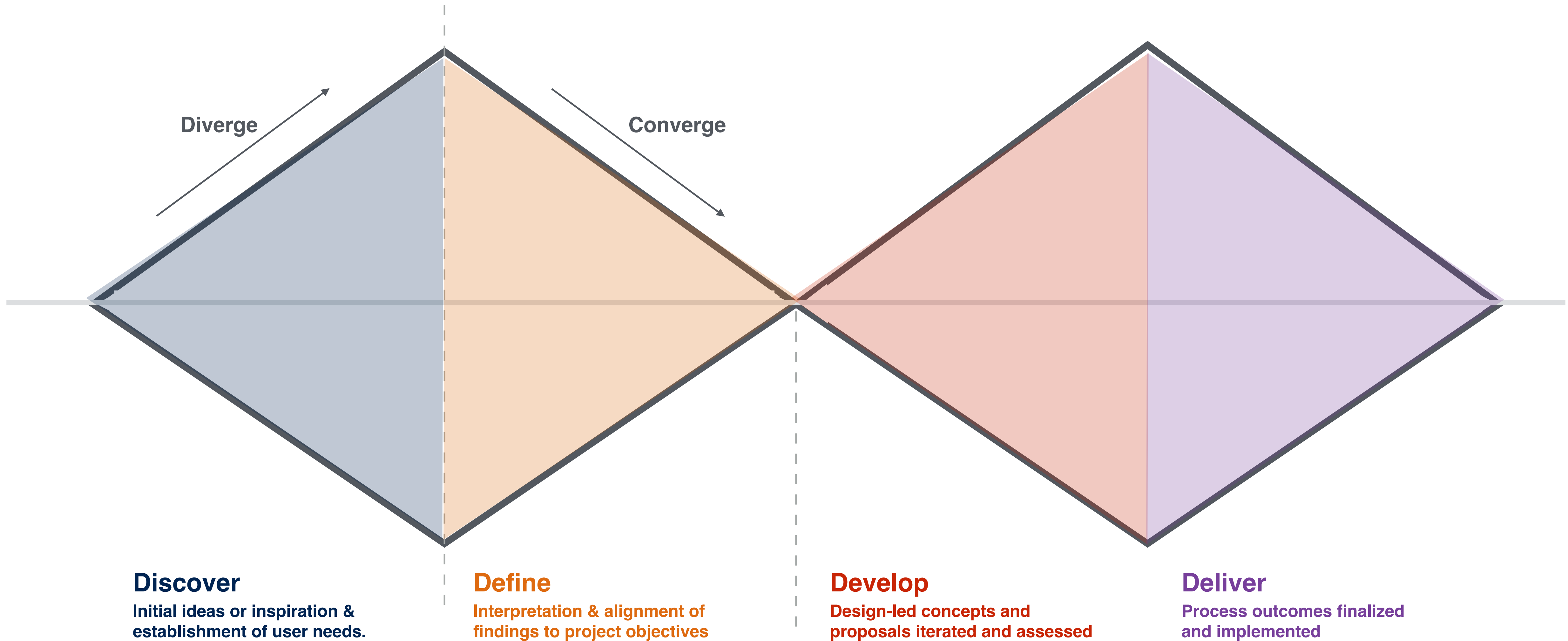
CHALLENGE ACCEPTED



Who can help?

- Researchers
- Designers
- Engineers
- Product/Project Specialists

design thinking



Concept A: Violet

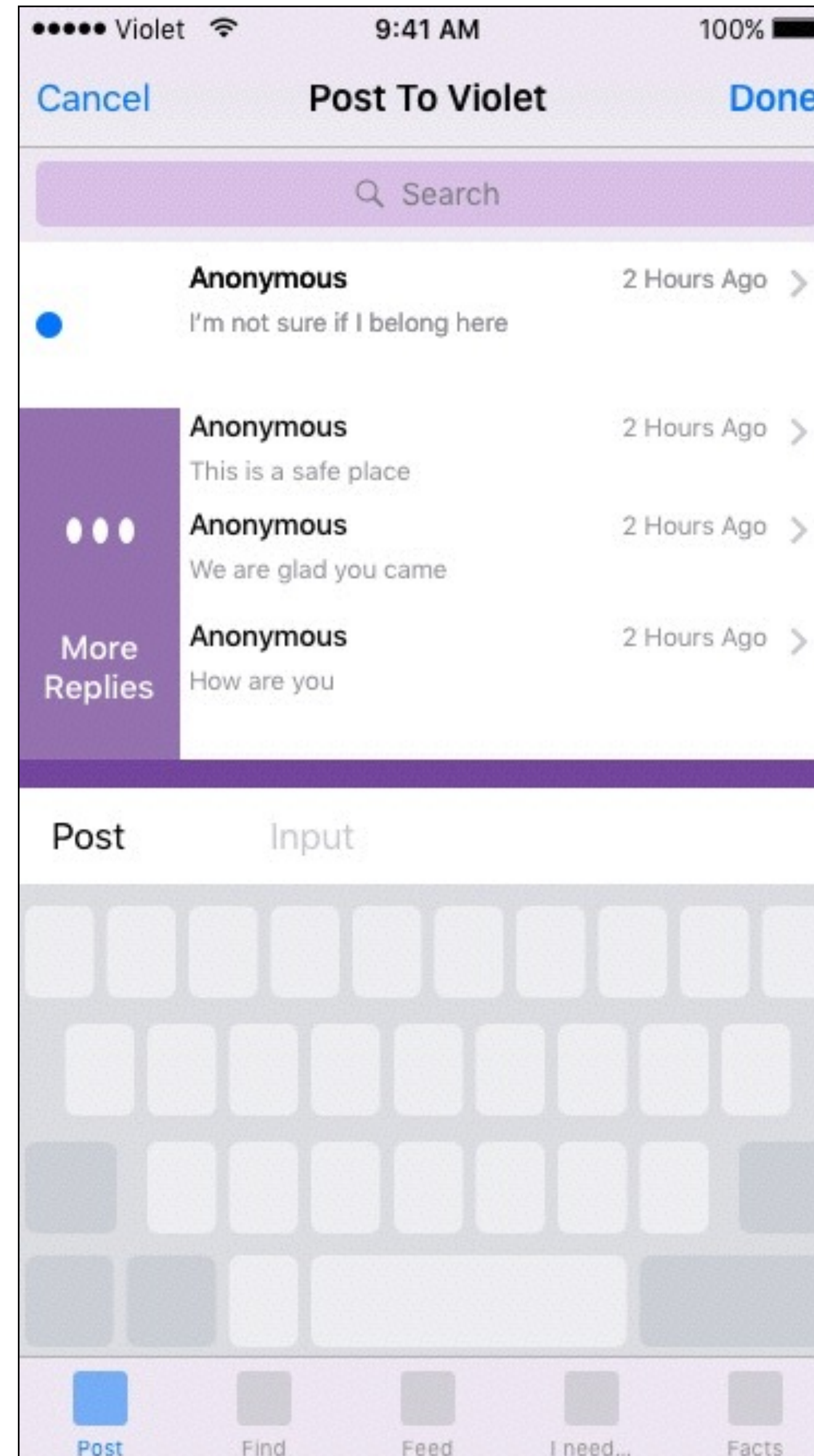
Problem Statement:

Women face many social barriers to communicating about violence against them. These barriers prevent victims from getting the resources and help they need to stay safe and recover. **How can we provide a reliable and safe means for female victims to communicate and provide support?**

Concept:

A community where people can privately share their thoughts and feelings about violence and provide support. Attributes includes:

- Real-time communication
- Mobile
- Safe space (moderated, like-minded community)
- Supportive
- Anonymous
- Non-persistent record of communication to preserve privacy



Next Steps:

- women need immediate support and those that don't receive it are less likely to report acts of violence
- people need acknowledgement from the community (every post gets a reply)
- an active community could be sustained around both victims and supporters and that advocacy organizations would want to participate
- the system needs to be designed in a way that preserves the poster's anonymity and security by anticipating that unauthorized users may gain access
- the system and resulting dialogues will require active moderation
- how do we measure the success and impact of an anonymous service?

Concept B: You have friends

Problem Statement:

Victims often don't share their stories because there is a lot of stigma and fear that the person they tell might join in "victim blaming" or think less of them.

We focused on enabling the enablers of reporting, to make them more aware of the problem and to let the victims know that they are not alone.

Concept:

A social network connected app that asked one question, "Have you ever been a victim of violence?" and upon sharing the quiz with your network shows you anonymously how many of your friends have said yes. From here you can:

- Learn more about how to be a better supporter
- Pledge in writing to your friends that you are there to listen, they will be shown your pledge if they answer yes and can choose to reach out.
- Make a connection to local resources and organizations to volunteer with victim support resources in the area

Key Questions & Next Steps:

- solidify our concept and feature map
- design and build an initial version
- research specific content to be included in app
- test with some users to find the best way to phrase the question
- Answer: what resources do we need to provide to make people better supporters?
- Answer: What local organizations can we potentially partner with?
- Answer: How to we prove that this is truly anonymous and is really safe?

Concept C: Walk Together

Problem Statement:

Addressing the issue of women feeling unsafe near public transportation hubs--specifically BART stations.

Groups of people:

- Discourages potential perpetrators
- Delivers sense of safety for community



Concept:

Prototype: Create Gathering Points in BART Stations

- Signs indicate gathering points
- Routes based on commuter flow / demand

How it works:

Identity Verification Through an App

1. Download the app
2. The app verifies your identity through Facebook
3. When you find your group, show that the app has verified your identity to keep everyone safe and accountable

Key Questions & Next Steps:

- User research
- A/B testing
- Customer acquisition
- Work with BART to post signs

Montgomery BART Station

MEET HERE
to Walk Together

This group is
walking to
UNION SQUARE

Walk in groups of
4+ people.