Design for **Sexual Assault Awareness & Prevention**

Improving campus awareness and prevention of sexual assault.

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Project Overview

Sexual assault is a nuanced, serious problem that impacts many college campuses, including UCSD. Through our work with CARE at SARC, we want to help SARC make their website *a hub for knowledge* and *a safe space* for those searching for answers - whether they're a survivor, friend or family of a survivor, or a bystander. We hope that this will lead to *increased awareness of SARC*, causing more to view SARC as a reputable resource and seek out the resource for support. As SARC's philosophy states, *"the best way to prevent this violence is to focus on the positive and engage our community members as partners in prevention by helping the majority to act on their desire to help confront the negative."* We hope that an improved website will lead to more positive engagement, and in turn, *increased prevention*.

"How Can We"

How Can We....**demystify** sexual assault policies and myths to help stakeholders/users better understand their options/circumstances?

How Can We...**establish** SARC as its own welcoming and trusted community separate from CAPS and other resources?

How Can We...**destigmatize** SARC's diverse range of services to encourage disclosure and engagement from stakeholders of all backgrounds and experiences?

Research & Insights

We used two methods for user research: a **survey** and **student interviews**.

From those, we identified the following **insights**:

1 **Confounding Identities:** Many students are unsure of the role that CARE at SARC serves on our campus, and some even tie it to CAPS, whose reputation has an impact on the reputation of SARC. SARC needs to be seen as its **own entity,** which servces specific **needs** and has a distinct **community.**

2 **Scope:** Most students aren't aware of the scope of SARC's services and which communities it serves. This information needs to be **clarified**, so more students will make use of SARC's services.

3 **Accessbility:** According to our research, students are most likely to use a website to gather information from a resource center. Therefore, improving the **design** and **accessbility** of SARC's website will **increase traffic** and allow more people to **find the information** they're looking for.
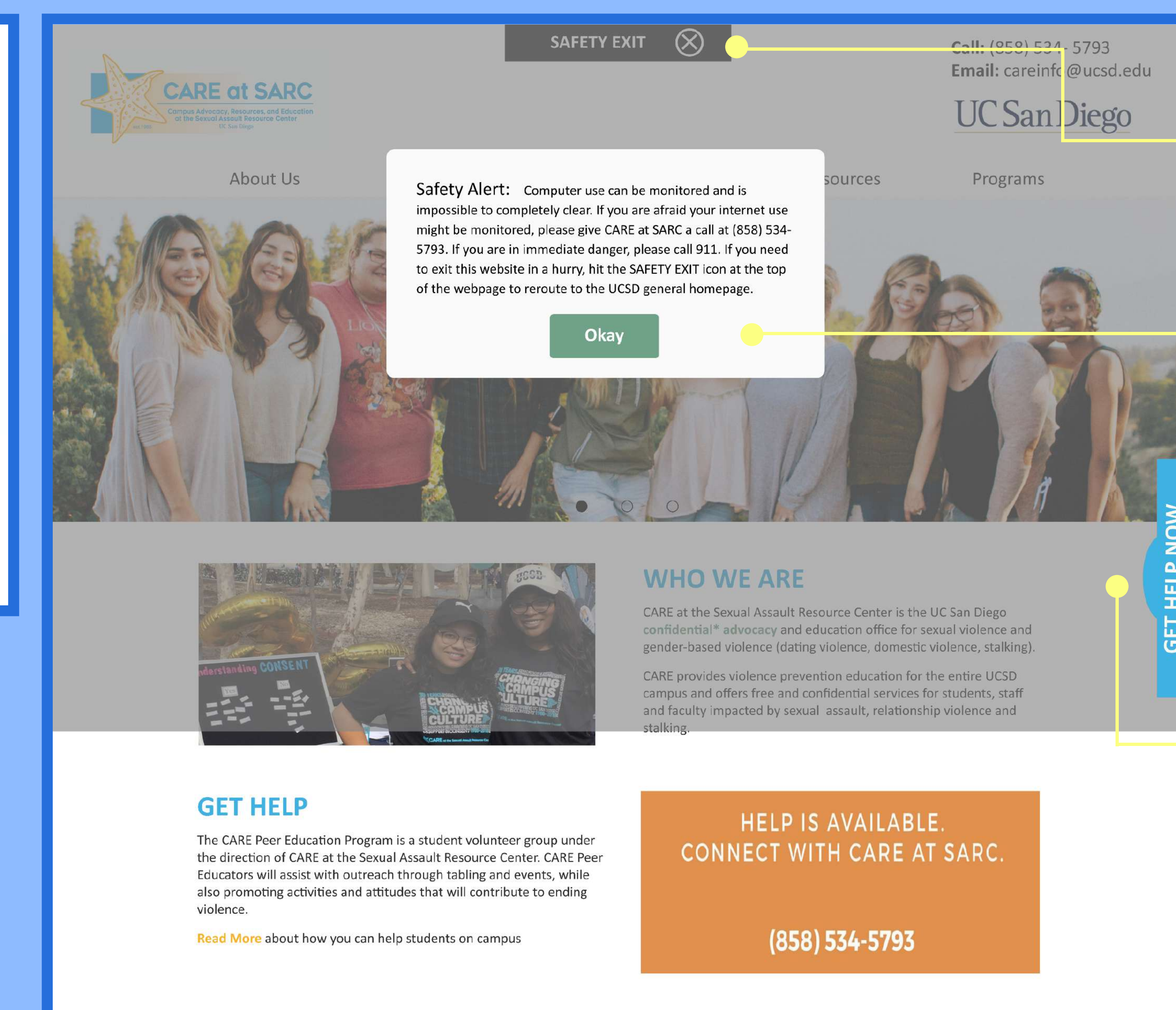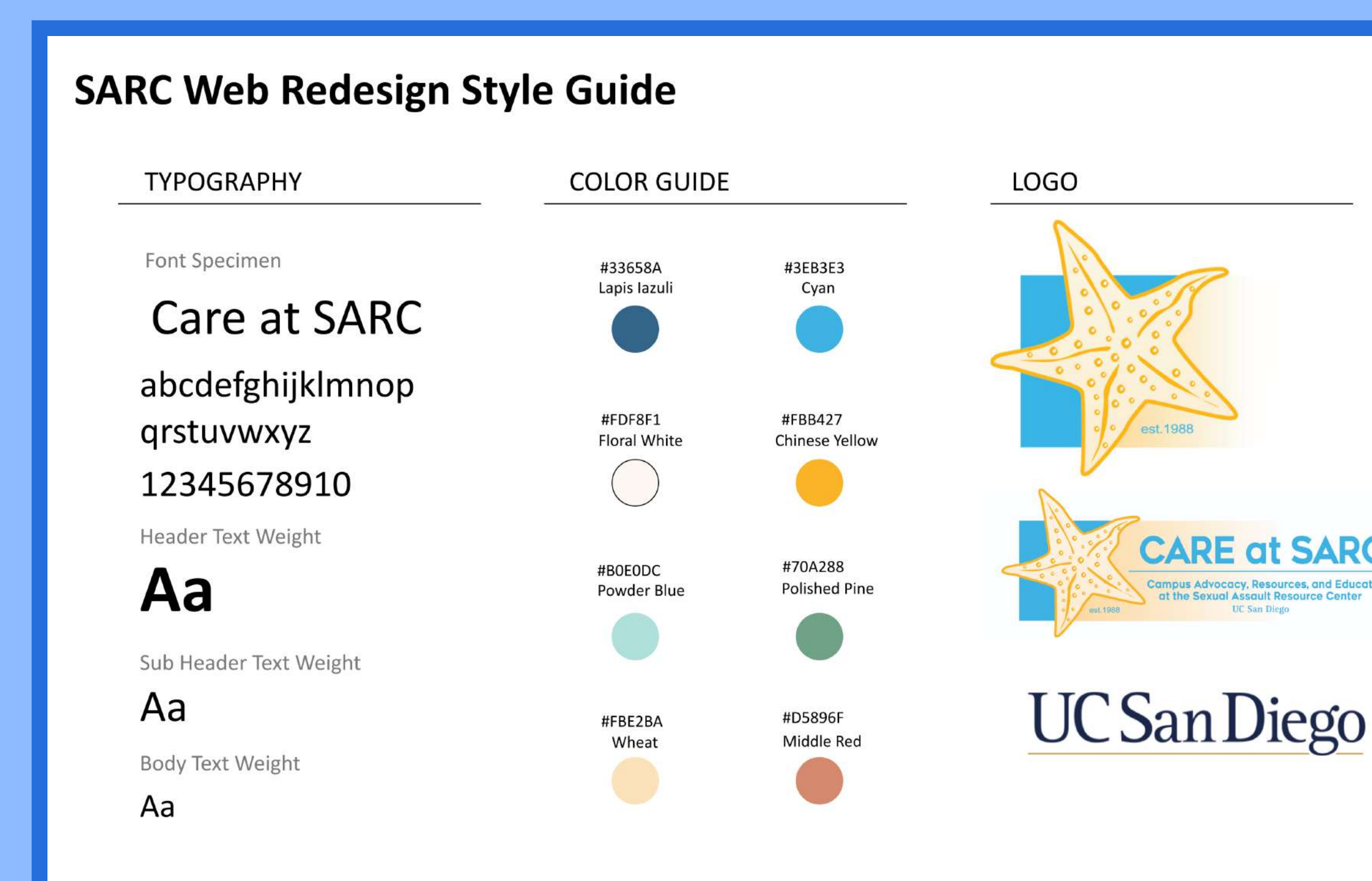
Solutions

Design Report

Our report provides SARC with various design suggestions for content they can implement in their website and practices they can adopt based on that research. Our hope with this report is that SARC will adopt some or all of our suggested changes, leading to a more engagement online and in-real-life and an improved reputation.

Website Redesign

We created a style guide and hi-fidelity prototypes redesigning SARC's information hierarchy, homepage, and a few other select pages of the website. While completely redesigning SARC' website wasn't feasible due to the time frame of our project, our intention is that SARC will be able to use the designs and style guide to redesign the entire site. We believe that improving SARC's website will lead to increased awareness and prevention of sexual assault because UCSD students, staff, and faculty will have an easier and more enjoyable time finding the information they're looking for.

User Testing Results
• Users described our redesigned site as welcoming, confidential, positive, inclusive and trusthworthy
• Safety alert notification informed users of how to use the safety exit if they need to, and increased understanding for users

Next Steps

• SARC is free to adopt our design & content suggestions, as well as our website redesign
• Potential use of our student research by outside groups such as the Office for the Prevention of Harassment & Discrimination (OPHD)