

## **WEEK 3 DELIVERABLE: Community Partner Interview**

### **OBJECTIVES**

Understand your customer's needs.

### **ASSIGNMENT**

- 1) Contact your community partner and set up a time to meet with them via Zoom (virtually) or (if local) at their project site.

Thursday 10am-1pm proposed time

- 2) Interview your partner:
  - a) list the questions asked and their responses
    - i) What do you think are the most important problems to address?
      - (1) want more people to come to our site
      - (2) search engine optimization
      - (3) potentially a dual approach (SEO +Marketing Ad Campaigns)
    - ii) How complete is the mobile html wireframe of the website?
      - (1) Design side is complete (code set up everything)
      - (2) Not sure where to put the code through wordpress
      - (3) Historical Issues with wordpress API
      - (4) (Alli will send the existing wireframe)
    - iii) Are you open to website layout suggestions? As well as implementing technical solutions?
      - (1) Open to suggestions
      - (2) Can be added to website access to edit via email
    - iv) What were your results from previous marketing campaigns? What worked? What did not work?
      - (1) Material and analytics will be sent to us by Alli?
    - v) Is there any demographic you are trying to target more?
      - (1) Relevant to college community (SCU community)
      - (2) Not targeting a certain gender (because it can affect all genders)
      - (3) Maybe certain ages?
      - (4) Vietnamese, Chinese, Spanish, Hindi, refer them to appropriate hotlines for language
      - (5) Language access plans
      - (6) Nextdoor -> English/Spanish (Somali speaking survivor)
      - (7) For Vietnamese Help (Alli)

- vi) Marketing campaign budget:
  - (1) Got a grant budgeted towards marketing
  - (2) Not much experience
  - (3) Initially had a consultant
  - (4) ~10 people a month wanting to chat/text
  - (5) Lots of people visit the site but don't use chatline
  - (6) Match visits to hours
  - (7) Run by manager to be added to Facebook/Meta/Instagram ad campaign
  - (8) 2019 video 15 sec, 30 sec, 1 min (could be run again)
  - (9) Also able to create new ad material
  - (10) Pick demographics (Santa Clara County and surrounding county, no age or gender filter, traffic ad campaign goals vs post engagement.

Doodle poll for google consultant (for  
list any additional discussion or relevant project information you learned

- Can try to add SafeChat to SCU website
- Broadening out to people experience sexual harassment/sexual assault/human trafficking
- People getting help and people would get drawn to get support from SafeChat
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- b) describe future communication methods and frequency expectations with your partner.
  - i) Email is preferred for communication
  - ii) (always open) have done weekly/biweekly meetings through Zoom
  - iii)

### **IMPORTANT NOTE**

- 1) Record this team documentation in your eFolio.
- 2) Describe your individual contributions/efforts in your project update.

Contact Info:

**Contacts**

**Alli Lê** (they/them; [allison.le@aaci.org](mailto:allison.le@aaci.org))  
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*Next Door Solutions (NDS)*  
Director of Programs & Policy

**AACI**  
Asian Americans for Community Involvement

**NEXT DOOR**  
SOLUTIONS TO DOMESTIC VIOLENCE

Wordpress Platform

Business Hours:

### **CURRENT REGULAR BUSINESS HOURS**

**Monday-Wednesday:** 10am-12:30pm, 1:30pm-4:30pm, 6-8pm

**Thursday-Friday:** 10am-12:30pm, 1-8pm

**Saturday-Sunday:** 1-8pm

*Updated 4/12/2023*

Thursday: 10-1PM

Fridays: After 4:30 PM