

WEEK 4 DELIVERABLE: Reflection 1

OBJECTIVES

Reflecting on current project.

DELIVERABLES

In a 2 page essay (1" margins, 12 pt serif font, 1.5 line spacing), please ponder and address the following points. Please write these points into one cohesive essay and do not address point by point without flow between paragraphs. These points should also be specific to your team project and its community partner or client/customer. Recall this is a course that counts for Science, Technology and Society core. One essay due for the entire team and should reflect all member's contributions and quality for a 2-week assignment. We will give feedback on any draft submitted at the 1 week mark (prior to the 2 week deadline).

- 1) State your critical customer and your community partner.
- 2) Comment on your interaction with people in the communities in which they work, *e.g. how does your partner interact with their community? how do the users of your project intend for it to be used/impact themselves or their community?*, and how you appreciate the formal and informal knowledge, wisdom, and skills that individuals in these communities possess, *e.g. what do they need to know and how do they proceed to help their communities?*
 - a) This information can come directly from the interviews, research, etc. (powerful questions) that was done to define the problem and translate needs/generate project specifications.
 - b) Consider also the concept maps that you generated for your partner (review your team member's concepts maps as a team).
- 3) Reflect so that you can recognize, analyze, and understand social reality and injustices which affect your target community/partner, including recognizing the relative privilege or marginalization of groups in contemporary society, *e.g. how are the communities which you are partnered with thriving/surviving/growing/etc. –are there any special needs or rights afforded? Think beyond your critical customer to the community which they are involved with.*
- 4) Please describe the project's impact (your specific project) in terms of the following factors: environmental, socioeconomic, ethical, physiological, sociopolitical, cultural etc.
 - a) Also include a 'value proposition' which states WHY your critical customer will benefit from your project or features of your project. Your value proposition is a clear statement that 1) explains how your project/product solves customers' problems or improves their situation; 2) delivers specific benefits (quantified value); 3) describes to the customer why you are the ones who can deliver the value.

- b) Use the Value Proposition Canvas to consider both the customer profile and your project/product/process solution.

This is a team assignment. The quality of this essay should reflect the minds of all team members working for two weeks. (Individual work on this essay can (and should) be written into your eFolio, but only the final team effort should be submitted to this Camino assignment.

Please submit your team document (pdf) to Camino and upload the essay to each individual's eFolio. Place where organization makes sense for this type of essay to be placed.

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ENGR110: Team 5

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Our team takes great pride in supporting our community partner, SafeChat Silicon Valley (SV). SafeChat SV is an organization with an online chatting platform dedicated to connecting individuals experiencing domestic violence and/or partner violence to resources and support. Their platform has the unique feature of being in an online chat format, meaning that the website does not require individuals to verbally speak in case they are in danger or to accommodate their personal comfort levels. Additionally, this site is an incredible option for people who cannot visit a physical location, but are still in need of resources.

SafeChat SV is an open platform to all people and the chat is always available at all times of the day. When the staff is offline, users have the chance to leave a message that will be promptly responded to when the trained advocates are back online. Because of this, SafeChat SV business model requires its users to come to them rather than the advocates going and looking for individuals. Therefore, marketing is an essential piece of SafeChat SV's outreach strategy. Over the past few years, the organization has strived to increase traffic and use of their website by utilizing online advertisements on different platforms. However, their data shows that while traffic has increased, the use of the chat has not. Our team concluded that their outreach is reaching people interested in the cause, but not necessarily people in need of support.

SafeChat created its platform in order to increase access to resources for survivors and to better spread information on the subject. Providing these resources to the community of Silicon Valley is crucial to a variety of demographics. Currently,

SafeChat SV annually supports around 4,000 survivors of domestic violence, human trafficking, and sexual assault. However, according to the National Coalition Against Domestic Violence, there exists an average of 20 people who experience physical abuse from their partner every minute. Likewise, 1 in 4 women and 1 in 9 men experience a form of abuse in their lifetime. Additionally, according to the National Domestic Violence Hotline, 43% of college women reported experiencing physical, verbal, digital, and sexual abuse in a dating setting. Domestic violence has a direct effect on the community as it is often experienced with depression, anxiety, and other disorders. These symptoms can cause other issues to emerge in personal lives, including work productivity, the ability to connect and maintain other relationships, and more. SafeChat SV's managers told us that the top 3 speaking languages of the area are English, Spanish, and Vietnamese.

With all these statistics, the issue of domestic abuse is one that each team member connects to. We have planned to increase SafeChat SV's outreach in four ways: First, by adding SafeChat SV to the Santa Clara University's resource page. Second, by designing advertisements to target survivors rather than the general public. Third, by creating advertisements in multiple languages. And fourth, by further developing SafeChat SV's online platform to be more user friendly on both the desktop and mobile platforms.

Our SCU team plans to increase SafeChat SV's platform interactivity with survivors by increasing their awareness to college students and all people of Silicon Valley, regardless of their native language. Additionally, with our team's background knowledge in coding, we plan to update their website to be more accessible. Overall, we will provide ideas and pointers for the SafeChat SV team that will pertain to their long-term business plans that can aid in their outreach and development outside our few weeks together, as the mission of the organization is one we highly cherish.