




Out of the Shadows

Erin LaPorte
DES 157
March 20, 2017



00

Initial Process

“Out of the Shadows is aimed to increase community awareness and reduce the national statistic of 1 in 4 female victims of sexual assault by creating a digital platform for users to report sexual threats, attacks, spots of concern, etc. anonymously. The anonymous feature ideally increases the number of attacks that get reported since most go unreported. The target audience is college students, specifically those aged 18-24.”

1 in 4

females are victims of sexual assault

Overall Purpose:

By creating an app to anonymously report sexual assault, I will create a more vigilant and aware community that will hopefully overall reduce the number of sexual assaults.

1 in 5

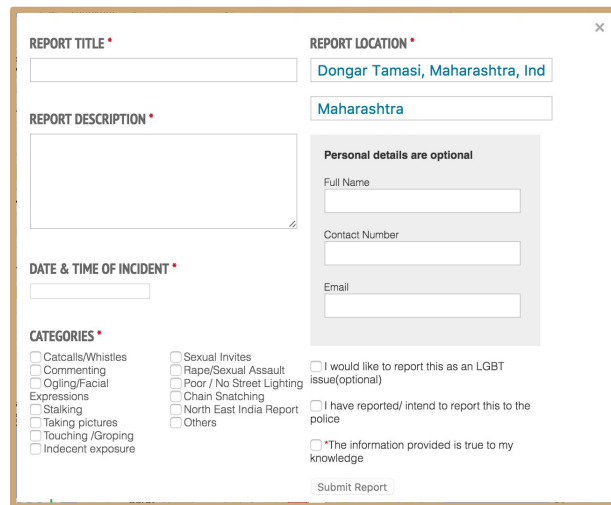
sexual assaults are reported

Comparative Research

Learned:

Warm interface, no use of red*, one page, point A to B smoothly, user-respect and understanding of sensitivity

* use of red for emergency 911 button



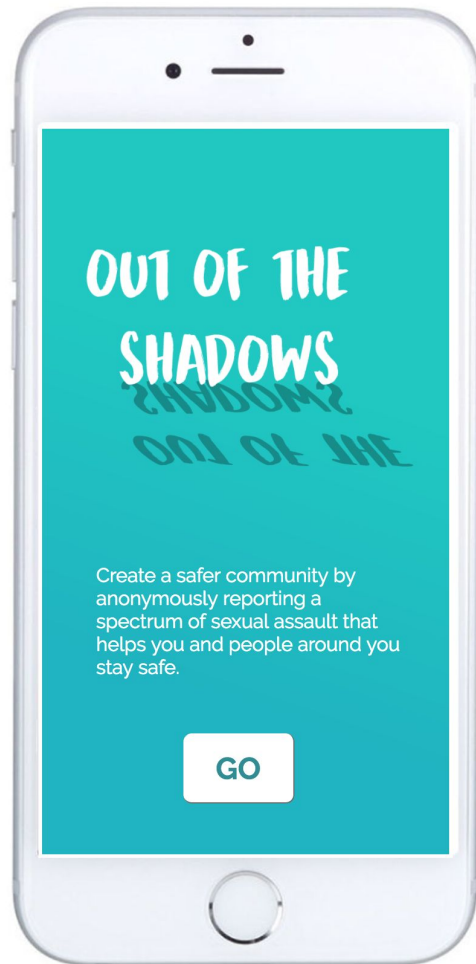
02

User Goals

Goals:

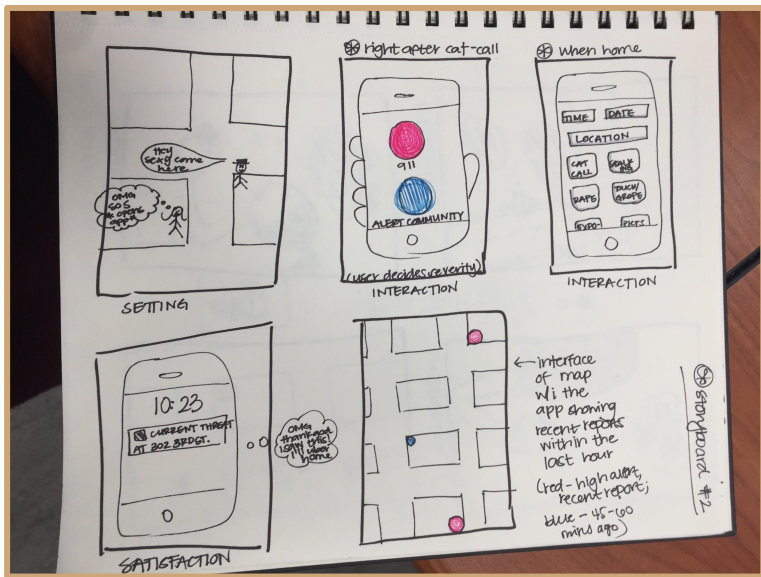
- Minimum number of pages
- Feeling of reassurance & safety
- Protection & security with anonymity
- Loading page to buffer sensitivity of topic

By writing out my user goals, I was able to be clear about what I wanted to accomplish and not get bogged down by extra pages that do not support the fundamental purpose of this project.

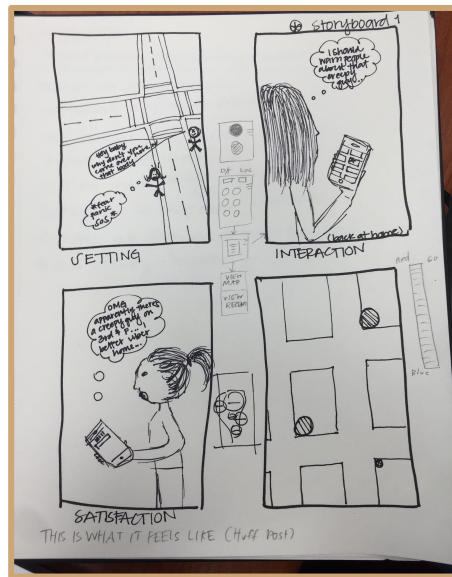


03

Storyboards



Storyboarding made it much clearer what my main pages for the app needed to be. By establishing a setting, interaction and satisfaction, I knew specifically what the user fundamentally needed to reach my purpose.



04 Preliminary Prototypes

1

MENU

OUT OF THE DARK

DATE TIME

LOCATION

CATCALL RAPE/ ASSAULT STALKING

GROPING/ TOUCHING TAKING PICTURES OF YOU INDECENT EXPOSURE

STARING SEXUAL INVITES OTHER

OPTIONAL DESCRIPTION [SEND](#)

2

MENU

OUT OF THE DARK

DATE TIME

LOCATION

CATCALL RAPE/ ASSAULT STALKING

GROPING/ TOUCHING TAKING PICTURES OF YOU INDECENT EXPOSURE

STARING SEXUAL INVITES OTHER

OPTIONAL DESCRIPTION [SEND](#)

3

OUT OF THE SHADOWS

Map Satellite

[Submit Report](#)

catcall rape/ assault stalking groping/ touching

taking pictures indecent exposure staring sexual invites

optional description

[submit](#)

911

Google Map data ©2017 Google Terms of Use Report a map error

05

Challenges & Successes

Challenges

- One HTML file with sections for pages
- Learning Google Firebase in one week
- Adapting Firebase examples and instructions to my personal files
- Using Google maps API with Firebase to visualize the user's data

Successes

- Designing the reporting page to seem embedded within the map as a fluid partnership
- Collecting the data holistically within one child element in Firebase console
- Creating the warm, friendly interface I intended to have from the start



Thank You!

