PEEP

Women's Hackathon
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Problem Statement

It's too easy for men to share private photos of a women without much consent.

SUICIDE

VICTIMS

Statistics

Ms. Logan and some friends took nude photos of themselves while on spring break in 2008 and she chose to send hers to her boyfriend at the time. He promptly forwarded the photo, and it spread throughout her school. A month after graduation, after attending a visitation for a friend who had committed suicide, Jessica Logan hanged herself in her room.

13 year old, Hope Whitsell, spontaneously sent some 'racy' photos to get the attention of her crush. Apparently, a 'romantic rival' found the boy's phone unattended and forwarded the photos on to classmates and friends. A school counsellor noticed that Hope was harming herself due to some marks on her legs and had her sign a 'no-harm' contract. Ironically, she hung herself the next day.

- Pew Internet & American Life Project
  - Non profit research group surveyed 800 teens.
  - 15% cell owning teens received nude or nearly nude photos by phone.
  - 4% teens said they sent sexually explicit photos or videos.
  - Another poll reported ⅓ college students engage in this activity.

- The National Campaign
  - Teens who sent nude photos or videos
  - 20% teens overall
  - 22% teen girls
  - 18% teen boys

More Statistics
- The National Campaign, Statistic Brain Research Institute
    - Young Adult Nude Posting:
    - 33% of Young adults have posted nude/semi-nude content online
    - 36% Young adult women
    - 31% Young adult men

- Cosmopolitian.com conducted a survey of 850 readers
    - 89% have taken nude photos of themselves
    - 14% regretted taking the picture
    - 82% would do it again

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Solution

Creating an application where anyone can send photos that secures the person's image.

Onboarding

Demo/ Explanation of how it works

- Features
  - 1. Self Destruct
  - 2. Scramble
  - 3. No Download
- Accountability
  - 1. Water Mark
  - 2. MetaData
  - 3. Terms and Conditions
  - 4. Verification
- Fun
  - 1. Choose Mask
  - 2. Filters

Execution Plan

- Sketch
- Flinto
- Methods
- MVP
- Javascript
- User Journey
- Html

Summarize

Thank You!