



University of California, San Diego **Global TIES**  
Course **ENG 100D, Fall 2023**  
Instructor **Anh-Thu Ngo**  
Project Team **Building Bridges: A PAXU Education Experience**

## **Building Bridges: A PAXU Education Experience**

### Design Report

December 13th, 2023



### **Team members**

Madison Tomison, Lauren Lui, Saleha Ahmed, Justin Iwanaga, Raven Chenh,  
Kenny Nguyen, Tiffany Lee, Bryant Avitia-Mojica

Community Partner **Pacific Links Foundation**  
Primary Contact **Loan Luong, Program Director**



## Table of Contents

---

<b>Execute Summary</b>	<b>3</b>
<b>1. Project Management</b>	<b>4</b>
1.1 Goals & Objectives	4
1.2 Approach	4
1.3 Schedule	5
1.4 Team Bios	6
1.5 Stakeholder Analysis	8
<b>2. Problem Definition</b>	<b>9</b>
2.1 Problem Statement	9
2.2 Background & Context	9
2.3 User Profile(s)	11
2.4 Design Requirements	13
<b>3. Concepts</b>	<b>14</b>
3.1 Existing Solution Analysis	14
3.2 Concept Generation	15
3.3 Concept Evaluation & Selection	16
<b>4. Analysis &amp; Testing</b>	<b>19</b>
4.1 Overview	19
4.2 Desirability & Usability	19
4.3 Feasibility & Suitability	21
4.4 Sustainability	23
<b>5. Design</b>	<b>24</b>
5.1 Overview	24
5.2 Detailed Design	24
<b>6. Implementation &amp; Impact</b>	<b>29</b>
6.1 Implementation	29
6.2 Failure Analysis	30
6.3 Monitoring & Evaluation	31
6.4 Ethical Analysis	32
<b>7. Conclusion &amp; Recommendations</b>	<b>34</b>
<b>References</b>	<b>35</b>
<b>Appendix A</b>	<b>36</b>
<b>Appendix B</b>	<b>39</b>

## **Executive Summary**

---

Our project aims to address the critical need for accessible and culturally sensitive educational resources and mental health support with the PAXU app for Pacific Links Foundation. Existing barriers such as limited awareness, resources, and the impacts of trauma, influence Pacific Links' community prevention efforts.

Pacific Links Foundation, our partner organization for the Building Bridges project, is a non-profit organization whose mission is to support the sustainable development of Vietnamese communities. With over 20 years of experience, the organization empowers women and youth through programs and initiatives. Pacific Links combines educational empowerment, mental wellness resources, skill-building, and modern slavery prevention to create positive and sustainable impacts in the community. The lack of accessible educational resources and mental health support in existing systems for human trafficking victims hinders Pacific Links' goal of providing comprehensive solutions to address the multifaceted needs of survivors.

The users in the context of Pacific Links Foundation's initiatives are primarily individuals in Vietnamese communities, with a particular focus on women and youth facing socio-economic challenges. The context surrounding the problem involves the socio-economic conditions of Vietnamese communities, where factors such as poverty, limited educational resources, and the threat of human trafficking contribute to the vulnerabilities of women and youth.

Our team adopts a Human-Centered Design approach to collaboratively develop and integrate educational resources and mental health support into the PAXU app. This approach prioritizes the users' unique needs, considering cultural sensitivities and ensuring accessibility for the community.

Our final design proposes the integration of accessible and culturally sensitive educational resources and mental health support within the PAXU app. By overcoming existing barriers and aligning with Pacific Links' mission, our solution aims to enhance the effectiveness of community prevention efforts and empower survivors of human trafficking.

In conclusion, our project aligns with Pacific Links Foundation's goals by addressing the critical need for educational resources and mental health support within the PAXU app. Our proposed solution aims to contribute significantly to the empowerment and well-being of the communities Pacific Links serves.

## **1. Project Management**

---

### **1.1 Goals & Objectives**

The goal of our project is to provide Pacific Links with two accessible and culturally sensitive educational resources and mental health support resources within the PAXU app. Our project aims to address the issue of human trafficking and its prevention through the PAXU app, a visually-driven educational platform. We align our objectives with three of the UN Sustainable Development Goals: Goal 4, Goal 5, and Goal 16. By providing accessible and empowering information to users, especially marginalized groups, we support Goal 4 of quality and inclusive education for all, and Target 4.5 of eliminating gender and other inequalities in education. We also contribute to Goal 5 of achieving gender equality and empowering women and girls, and Target 5.2 of eliminating all forms of violence against them, including trafficking and exploitation. Furthermore, we support Goal 16 of promoting peaceful and inclusive societies, and Target 16.2 of ending abuse, exploitation, trafficking, and violence against children. Through our project, we aim to create a more inclusive, safe, and aware society that can combat the pervasive issues of human trafficking and exploitation.

Our project has two primary objectives aimed at addressing the needs of Pacific Links in terms of education modules. In the first goal, we plan to enhance education on human trafficking through the implementation of specific modules on the PAXU app. This includes creating a dedicated app section featuring links to relevant helplines and support organizations as well as a brief education module within the app itself. We will measure our success by monitoring the monthly user engagement with the resource section and the external links to our website. In terms of relevance, these efforts will align with our overarching objective of increasing awareness, empowering users with actionable knowledge, and supporting intervention and prevention initiatives. Our time-bound targets include achieving a 30% increase in the content of the education modules and ensuring the resource section is live by the end of the quarter.

Our second objective is committed to promoting mental wellness for victims of human trafficking. To achieve this, we will develop a series of informative information explaining the psychological impact of human trafficking. Additionally, an aim to collaborate with mental health professionals to create a variety of guided meditation sessions and counseling resources will also be worked towards. We will measure success by tracking the number of views and user feedback on the content provided in the modules, as well as monitoring user engagement with different mental relief features.

### **1.2 Approach**

Our team's challenge is to design modules for the PAXU app, a mobile application developed by Pacific Links Foundation. The products are expected to be mainly visually-driven, including informative texts, graphics, and illustrations on the topics of human trafficking prevention and mental wellness.

In terms of project management strategies, we have two specialized teams: one dedicated to preventing and intervening in human trafficking, and the other focused on providing mental wellness support and counseling. The Human Trafficking Team included Raven, Justin, Bryant, and Tiffany, and the Mental Wellness Team included Lauren, Saleha, Madison, and Kenny. Each team schedules its own subteam meeting to focus on their part of the project. Another aspect of our project management strategies is to have 2-hours weekly meetings and we have a meeting with Pacific Links every Thursday. For planning and tracking our project, we use Gantt Charts

and team meeting summaries. We consistently update and share these tools to keep stakeholders informed about the project's actual status and any changes.

Our emphasis is on understanding user needs through research, feedback, and interactive design processes. Our main communication with Pacific Links was with Loan Luong, the Program Director, via Zoom and email.

In our approach, we employ user research, partner organization consultations, and an iterative design process. Partner organization consultations facilitate communication and collaboration with Pacific Links Foundation, our main stakeholder. Using tools like Figma and Canva, we prototype education modules on the PAXU app, refining and optimizing them based on feedback from Pacific Links Foundation and the target population.

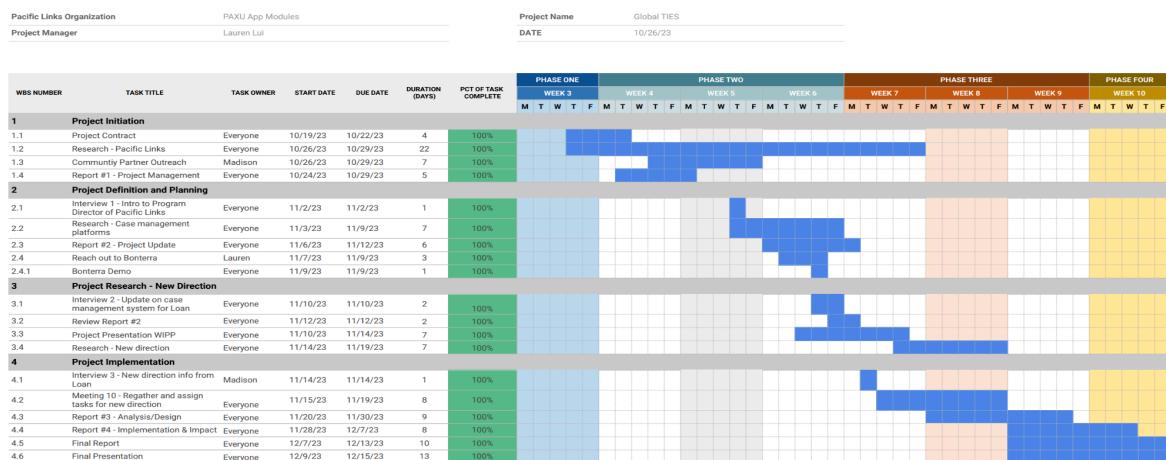
### ***Interview Questions:***

1. Can you provide an overview of the existing modules on the PAXU app?
2. Can you provide insights into how the app supports network building for users?
3. How would you want us to integrate your pre-existing Human Trafficking pamphlet information into the built-out website?
4. Are there modules or features that address human trafficking awareness within the app?
5. What specific features are needed in the PAXU app's integration with the website?
6. What specific modules are you looking to integrate into the PAXU app?
7. What specific information is required within the added module?

### **1.3 Schedule**

The project scope for the PAXU resource modules on human trafficking prevention and mental wellness is defined in the Project Initiation phase, where the project goals, objectives, deliverables, and teams are established. The Research and Analysis phase involves research and communication to understand Pacific Link's needs and existing materials. The Content Development phase involves creating the modules and ensuring alignment with set goals. The Integration phase involves incorporating the modules with the PAXU app's features. The Testing and Feedback phase involves usability testing and feedback collection and iterating based on the feedback. The Sustainability and Future Enhancements phase involves planning for the long-term relevance and success of the modules, and continuing communication with Pacific Links to address their evolving needs.

#### **GANTT CHART**



*Figure 1.3 Gantt Chart*

## 1.4 Team Bios



**Madison Tomison**

*Graduating 2024*

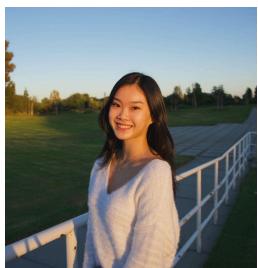
*Bioengineering, Biotechnology*

[mtomison@ucsd.edu](mailto:mtomison@ucsd.edu)

Role: Team Liaison

Relevant Qualifications: Project experience (Global TIES), College Corps

As the team liaison, I am responsible for setting meetings with our community partner, understanding their needs, informing them of project updates, and effectively synthesizing their feedback to implement into our final deliverable.



**Lauren Lui**

*Graduating 2024*

*Cognitive Science, Machine Learning*

[lclui@ucsd.edu](mailto:lclui@ucsd.edu)

Role: Project Manager

Relevant Qualifications: Manage projects as DevSecOps and SWE intern

As the project manager, I am tasked with managing team deliverables through updating the Gantt chart, effective task allocation, and regular communication to ensure the team meets our project objectives.



**Saleha Ahmed**

*Graduating 2024*

*Cognitive Science, Design & Interaction*

[sahmedi@ucsd.edu](mailto:sahmedi@ucsd.edu)

Role: Creative Director

Major: Cognitive Science Design & Interaction

Relevant Qualifications: Junior Designer for Design Lab

As the creative director, I'm responsible for ideating the creative aspects of our project. I make sure that what we do aligns with our partner organization's needs.



**Justin Iwanaga**

*Graduating 2025*

*Cognitive Science, Design & Interaction*

[jiwanaga@ucsd.edu](mailto:jiwanaga@ucsd.edu)

Role: Researcher

Relevant Qualifications: Product Design Intern @ Perto GmbH

As a researcher, I am responsible for finding meaningful resources that our projects require. Our tasks thus far have been research heavy and randomized, varying greatly from task to task. So I have been scouring to find any documents or necessary knowledge about the company.



**Raven Chenh**  
*Graduating 2024*  
*Structural Engineering, Civil*

[tchenh@ucsd.edu](mailto:tchenh@ucsd.edu)

Role: Documentarian

Relevant Qualifications: Superintendent in ASC Commercial Reno Competition

As a documentarian, I am responsible for keeping documents and reports organized, accurate, and coherent. My tasks include scheduling and documenting meetings, proofreading deliverables for accuracy, and reorganizing information for a logical flow.



**Kenny Nguyen**  
*Graduating 2025*  
*Computer Science Engineering*

[ken004@ucsd.edu](mailto:ken004@ucsd.edu)

Role: Researcher

As a researcher, I am responsible for finding and organizing meaningful resources for Mental Wellness that aligned with our project and organization's goals. My tasks include compiling relevant sources, reviewing others' modules, and integrating platform features.



**Tiffany Lee**  
*Graduating 2024*  
*Cognitive Science, Design & Interaction*

[tli001@ucsd.edu](mailto:tli001@ucsd.edu)

Role: Researcher

Relevant Qualifications: Product Design Intern and User Research Intern @ CNN and Coinbits, VP of Design at TSE, UX Research Assistant at the ProtoLab (Design lab affiliated)

As a researcher, I not only identified suitable resources for human trafficking survivors, but also went beyond my traditional role by actively designing and integrating them into the modules and app.



**Bryant Avitia- Mojica**  
*Graduating 2026*  
*Structural Engineering, Civil*

[bavitiamojica@ucsd.edu](mailto:bavitiamojica@ucsd.edu)

Role: Researcher

As a researcher, my main responsibility was to identify suitable material that aligned with our project's goals. I helped identify, explore, and integrate existing resources to help human trafficking survivors on their path to recovery and education.

## 1.5 Stakeholder Analysis

**Professor Anh-thu Ngo (ally - high influence):** Professor Ngo is the instructor and manager of all projects in the ENG100D class. In cases of highly difficult challenges or significant lack of resources, Professor Ngo serves as our primary point of contact. She is our guiding figure, ensuring a supportive environment for addressing issues and facilitating a successful outcome of our project.

**Pacific Links Foundation (ally - high influence):** As the developer of the PAXU app and the main client, Pacific Links Foundation is a crucial stakeholder. They provide essential insights, feedback, and guidance throughout the project.

**Target Population in Vietnam (ally - high influence):** The individuals who will use the PAXU app, including potential victims of human trafficking and survivors, are primary stakeholders. Their satisfaction directly impacts the app's effectiveness and reach since the success of PAXU relies on its usability and relevance to the end-user.

**PAXU Tech Developers (ally - high influence):** They are responsible for integrating the visual graphics created by our team into the PAXU app. Their expertise ensures that the graphical elements seamlessly align with the app's functionality and meet technical requirements, contributing to a cohesive and effective user experience.

**Community Leaders and Advocacy Groups (ally - low influence):** They are important for the project because they know a lot about the local community in Vietnam and can endorse PAXU, making it more trustworthy. They are vital for engaging with the community, getting feedback, and making sure the modules follow local customs. Their support also helps reach more people and ensures the project is sensitive to cultural needs.

**Government Agencies and NGOs in Vietnam (ally - low influence):** The ones who are working on issues related to human trafficking, mental wellness, and survivor support in Vietnam share a common mission with the PAXU app project. Although they are not directly involved in our project, they can help increase the credibility and validation of our project by promoting PAXU to the targeted users. This contributes to the app's success and acceptance within the target community in the long-term.

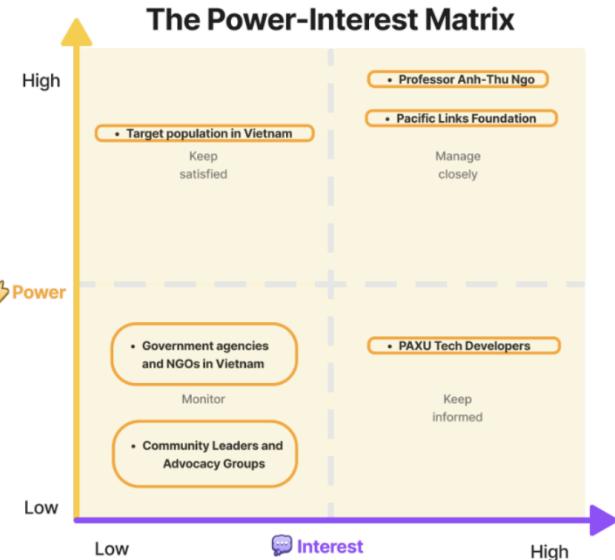


Figure 1.5 Stakeholder Analysis

## **2. Problem Definition**

---

### **2.1 Problem Statement**

Pacific Links Foundation **needs** two accessible and culturally sensitive educational resources and mental health support within the PAXU app **because** existing barriers, including a lack of awareness, limited resources, and the psychological impact of trauma, hinder Pacific Links' empowerment in community prevention efforts.

An article published on Mental Health and Human Trafficking<sup>1</sup> emphasizes the urgent need for accessible educational resources and mental health support aligning with Pacific Link's goals for these resources in the PAXU app. Barriers in the current support systems for human trafficking victims because of the lack of educational and mental health awareness resources, all hinder Pacific Links' goal of offering comprehensive and accessible solutions to address the multifaceted needs of survivors.

### **2.2 Background & Context**

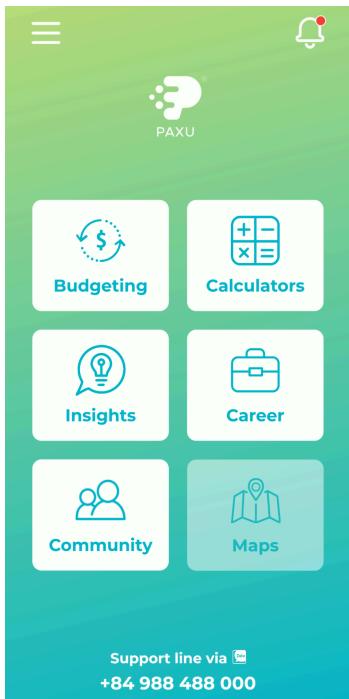
Pacific Links Foundation is a non-profit organization with a mission to support the sustainable development of Vietnamese communities. The problem faced by Pacific Links revolved around the comprehensive support needed for survivors of human trafficking, focusing specifically on accessible educational and mental health support resources through Pacific Link's PAXU app. The impact of this problem affects both the organization's ability to carry out its goal as well as survivors. The increase of human trafficking in Asia combined with the lack of awareness all contribute to the problem, further exacerbating the difficulties faced by survivors in rebuilding their lives, which is one of the focuses of Pacific Links.

The affected community is primarily in Southeast Asia, which is influenced by various factors including political, economic, sociocultural, technological, legal, geographical, environmental, and educational aspects. As for political context, Southeast Asia has varying political landscapes which can impact the response to human trafficking. Political stability, government policies, and cooperation with organizations all influence the response to human trafficking. As for economic context, the disparities experienced in the various communities such as poverty, limited access to resources, and income inequality all contribute to an increased vulnerability to exploitation of human trafficking<sup>2</sup>. In terms of socio-cultural context, sociocultural norms, gender roles, and beliefs also contribute to the vulnerability of women and youth to trafficking. Technological context also is a relevant factor as the growth of advanced technologies can either raise awareness or negatively impact human trafficking through privacy concerns. Legally, the inconsistencies in legislation and law enforcement can take a toll on the responses to human trafficking. Geographically, the proximity to borders and other countries is also a critical factor as it facilitates the movement of victims and traffickers across national boundaries. Environmental factors, such as natural disasters and climate change, can displace communities and make individuals more vulnerable to trafficking. In terms of educational factors, limited access to education increases vulnerabilities as education plays a key role in

---

<sup>1</sup> Altun, Sukran, et al. "Mental Health and Human Trafficking: Responding to Survivors' Needs." *BJPsych International*, U.S. National Library of Medicine, 1 Feb. 2017, [www.ncbi.nlm.nih.gov/pmc/articles/PMC5618827/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5618827/).

<sup>2</sup> "An Introduction to Human Trafficking: Vulnerability, Impact and Action." *United Nations Office on Drugs and Crime*, [https://www.unodc.org/documents/human-trafficking/An\\_Introduction\\_to\\_Human\\_Trafficking\\_-\\_Background\\_Paper.pdf](https://www.unodc.org/documents/human-trafficking/An_Introduction_to_Human_Trafficking_-_Background_Paper.pdf).



*Figure 2.2 Existing PAXU App Modules*

spreading awareness of human trafficking. According to the International Labour Organization (ILO), Southeast Asia is a major source region for sex trafficking, with women and children being particularly vulnerable<sup>3</sup>. The ILO also notes that forced labor is prevalent in various industries in Southeast Asia, including agriculture, construction, and the fishing sector.

UNICEF reports that children in Southeast Asia are at risk of trafficking for various purposes, including forced labor, sexual exploitation, and child soldiering<sup>4</sup>.

The scope of the challenge is projected to persist and escalate if interventions are not implemented in the form of education and mental wellness resources that are accessible for victims. The Pacific Links Foundation currently uses the PAXU app with 6 existing features:

Budgeting, Calculators, Insights, Career, Community, and Maps.

The underlying causes of the problems are mainly the lack of extensive educational and mental wellness modules that are accessible to survivors. In terms of immediate drivers, it includes a lack of awareness about the complexities of human trafficking which delays intervention and increases the misconceptions about the needs of survivors as well as resource constraints of Pacific Links to allocate resources towards the creation of these extensive modules. In terms of structural conditions, Pacific

Links faces a broader scope of challenges which encompass societal, legal, and system factors. Socioeconomic inequality within these Vietnam communities creates vulnerabilities and thus increases individual's susceptibility to exploitation. Gaps in legal enforcement also hinder comprehensive recovery efforts as traffickers exploit these legal loopholes. Lastly, the lack of informed systems on the survivors' needs after trafficking further reinforces the need for education resources in terms of support training as well as survivors' access to mental wellness resources.

Pacific Links Foundation's existing features on the PAXU app provide survivors with resources that promote financial empowerment, insights, career development support, and community engagement. Leveraging these current features on the PAXU app ensures that our approach to the design challenge is building upon the strengths of these current features in order to address the multifaceted needs of human trafficking survivors.

<sup>3</sup> “Southeast Asia to Strengthen Efforts to End Human Trafficking and Forced Labour in the Fishing Industry.” *International Labour Organization*, 3 Dec. 2018,

[www.ilo.org/jakarta/info/public/pr/WCMS\\_654546/lang--en/index.htm](http://www.ilo.org/jakarta/info/public/pr/WCMS_654546/lang--en/index.htm).

<sup>4</sup> “Child Labour and Exploitation.” *UNICEF South Asia*,

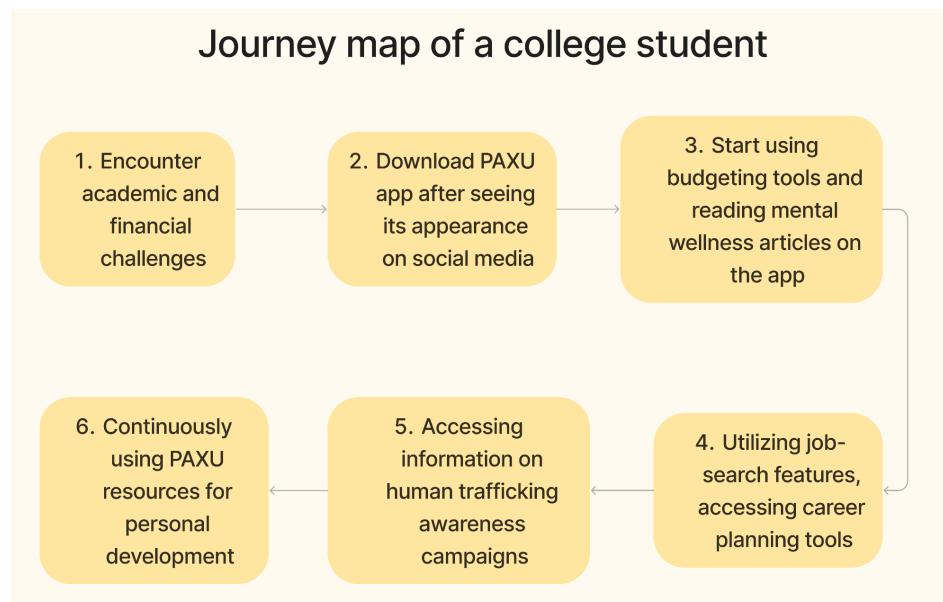
[www.unicef.org/rosa/what-we-do/child-protection/child-labour-and-exploitation](http://www.unicef.org/rosa/what-we-do/child-protection/child-labour-and-exploitation).

## **2.3 User Profile(s)**

	<p><b>Persona A: College Student - Undergraduate Freshman</b></p> <p><b>Age:</b> 18</p> <p><b>Bio:</b> Hanna is a college student studying business at a university in Hanoi. Hanna wants a successful career and makes a positive impact in the community. As a college student, Hanna faces the challenges of balancing academic responsibilities, managing a tight budget, and planning for the future. She is also passionate about social issues and is looking to contribute to combating some of them.</p>
---	---

### **Empathy map:**

<b>Desires</b>	<b>Hopes</b>
<ul style="list-style-type: none"><li>• A successful career and meaningful contributions to the community.</li><li>• Financial stability and how to manage a budget effectively.</li></ul>	<ul style="list-style-type: none"><li>• Find relevant career opportunities aligned with her business studies.</li><li>• Make a positive impact on social issues like human trafficking.</li></ul>
<b>Worries</b>	<b>Fears</b>
<ul style="list-style-type: none"><li>• Managing academic pressures and achieving academic success.</li><li>• Financial challenges and the ability to budget effectively.</li><li>• Navigating the competitive job market after graduation.</li></ul>	<ul style="list-style-type: none"><li>• The negative impact of stress on mental health and overall well-being.</li><li>• Being overwhelmed by academic and financial pressures</li></ul>



*Figure 2.3.1 Journey map of a college student*



### Persona B: Migrant Worker from Laos

Age: 28

**Bio:** Margaret is a migrant worker from a rural village in Vietnam deciding to move to a bustling city to seek better job opportunities. Working in a factory, she sends a significant portion of her earnings back to her family to support their livelihood and education. However, Margaret faced financial stress due to the rising cost of living, unexpected expenses, and the responsibility of repaying a loan that facilitated her migration to the city.

### Empathy Map:

Desires	Hopes
<ul style="list-style-type: none"><li>Stable financial situation to support her family.</li><li>Career advancement and increased salary.</li><li>Sense of connection and support.</li></ul>	<ul style="list-style-type: none"><li>Improved educational opportunities for her family.</li><li>Integrate into the urban culture.</li><li>Achieve financial independence, reducing reliance on loans.</li></ul>
Worries	Fears
<ul style="list-style-type: none"><li>Constant financial strain.</li><li>Rising cost of living and unexpected expenses.</li><li>Responsibility of repaying the loan that facilitated migration.</li><li>Isolation from family and within the local community in the city.</li></ul>	<ul style="list-style-type: none"><li>Inability to provide.</li><li>Losing cultural identity in the process of adapting to the urban lifestyle, creating a sense of displacement and disconnect.</li><li>Lack of emotional support and resources.</li></ul>

### Journey map of a migrant worker

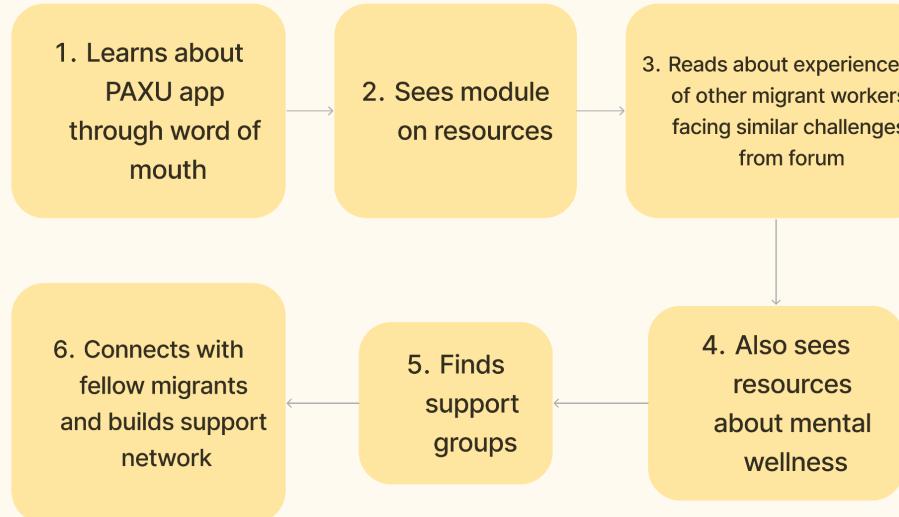


Figure 2.3.2 Journey map of a migrant worker

## **2.4 Design Requirements**

*Table 2.4 Design Requirements*

<b>Criterion</b>	<b>Requirement</b>
Functionality	The educational modules within the PAXU app must provide concise information and visual elements to enhance user engagement and facilitate effective learning. This ensures that the app not only conveys information but also promotes active participation and understanding among migrants and sex trafficking victims.
Usability	The design of both the app and website must prioritize clear and easily understandable formats for educational content. This ensures accessibility for users with diverse literacy levels and backgrounds, fostering an inclusive learning environment and enhancing the overall usability of the resources.
Integration	The additional app modules should seamlessly integrate with Pacific Links' existing database or systems, allowing for personalized content delivery and recommendations based on user profiles and preferences. This integration enhances the overall user experience by providing tailored educational resources aligned with individual needs and contexts. This includes specs like color, sizing, and overall in-app aesthetics in order to fully integrate the curated content into the PAXU app.
Affordability	The cost of implementing the educational modules and creating the website must not exceed the allocated budget, as Pacific Links is a non-profit organization. This criterion ensures that the project remains within the specified financial constraints while delivering valuable educational resources to the target audience.
Maintenance	The educational content on both the app and website must be easily accessible in order to be regularly updated to ensure relevance and accuracy. Implementing routine maintenance procedures, including content updates, guarantees that the resources remain up-to-date, reliable, and continue to meet the evolving needs of the users.
Social Impact	The content on the app and website should empower and inform migrants and sex trafficking victims about mental wellness and human trafficking prevention. By contributing to the overall well-being and resilience of the target audience, the educational resources aim to make a positive social impact, promoting awareness and providing valuable support to those in need.

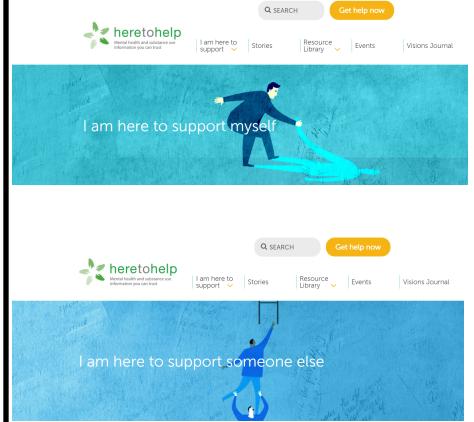
### 3. Concepts

#### 3.1 Existing Solutions Analysis

 Office for Victims of Crime <b>OVC</b>	<b>Organization:</b> US Department of Justice: Office For Victims of Crimes	<p><b>Human Trafficking Task Force e-Guide</b></p> <p>Developed in partnership by the U.S. Department of Justice's Office for Victims of Crime (OVC) and Bureau of Justice Assistance (BJA), this Guide is a resource to support established task forces and provide guidance to agencies that are forming task forces. Its purpose is to assist in the development and day to day operations of an anti-human trafficking task force and to provide fundamental guidance for effective task force operations.</p> <p>First used in 1941, a "task force" is a temporary grouping under one leader for the purpose of accomplishing a definite objective. The U.S. Department of Justice (DOJ) has used this term to describe grant-funded multidisciplinary anti-trafficking teams. BJA and OVC have funded local law enforcement agencies and victim service providers to work collaboratively to combat human trafficking. Nationwide, human trafficking task forces are multidisciplinary teams established with the goal of providing the broadest range of services and resources for victims and the most diverse range of investigation and prosecution options in response to the perpetrators of this crime. Local law enforcement agencies and victim service providers are partnered with federal and state investigative, prosecutorial, and regulatory agencies and resources in</p> <p><b>Resources: Report Human Trafficking</b></p> <p>In case of an emergency, please call 911. Report suspected human trafficking activity to federal law enforcement at the numbers below or reach out to these agencies for assistance, resources, and technical assistance.</p> <ul style="list-style-type: none"><li>• Federal Bureau of Investigation (FBI): Submit an <a href="#">FBI Tip</a> online or call your local <a href="#">FBI field office</a>.</li><li>• U.S. Immigration and Customs Enforcement (ICE) Homeland Security Investigations (HSI): Call 1-800-347-2423 (toll free) or <a href="#">report online</a>.</li></ul>
 <b>Organization:</b> Mental Health First Aid	<p><b>Problem:</b> Mental health outreach</p> <p><b>Solution:</b> Provides online modules and counseling to give e-training to others so that they can recognize when to help others and themselves</p> <p><b>Pros:</b></p> <ul style="list-style-type: none"><li>• Accessible</li><li>• Reasonable in scope of feasible</li></ul> <p><b>Cons:</b></p> <ul style="list-style-type: none"><li>• Requires dedicated courses</li><li>• More specialized</li></ul>	<p><b>Course Format</b></p> <p><b>Activities</b></p> <p>You learn by getting involved with the material and relating what you learn to real-life applications. Discussion topics, exercises, and other activities keep you engaged in the course and give you an opportunity to practice helping others.</p> <p><b>Environment</b></p> <p>One or two certified instructors lead each course and follow a national curriculum and teaching standards, while emphasizing recovery. Counseling sessions for people or less are offered in a respectful, comfortable environment.</p> <p><b>Adult Course</b></p> <p>The adult Mental Health First Aid course is appropriate for anyone age 18 and older who wants to learn how to help a person who may be experiencing a mental health crisis or problem. The adult course is available in English and Spanish.</p> <p><b>Youth Course</b></p> <p>The youth Mental Health First Aid course is primarily intended for adults who work with young people experiencing mental health challenges. This course explores the unique risk factors and warning signs of mental health problems in adolescents ages 12-18 and emphasizes the importance of early intervention.</p>

<sup>5</sup> "Human Trafficking Task Force E-Guide." OVC TTAC: Office for Victims of Crime Training & Technical Assistance Center, [www.ovcttac.gov/taskforceguide/eguide/](http://www.ovcttac.gov/taskforceguide/eguide/).

<sup>6</sup> "Get Trained." Mental Health First Aid, 28 Mar. 2023, [www.mentalhealthfirstaid.org/take-a-course/](http://www.mentalhealthfirstaid.org/take-a-course/).

 <p><b>Organization:</b> HeretoHelp</p> <p><b>Problem:</b> Mental health and substance use support  <b>Solution:</b> Providing information sources and modules for different struggles</p> <p><b>Pros:</b></p> <ul style="list-style-type: none"> <li>• Different organizations consolidated to address very specific mental health struggles.</li> <li>• Has online self-screenings and modules to help yourself or others you know</li> <li>• Text-based, easy to implement</li> </ul> <p><b>Cons:</b></p> <ul style="list-style-type: none"> <li>• Resource intensive - many orgs and modules for each thing covers</li> <li>• Needs high engagement to provide user stories and outreach</li> </ul>	 <p><i>I am here to support myself</i></p> <p><i>I am here to support someone else</i></p>
--	--

*Figure 3.1.3 - Pages or resources for different types of people - Orgs for each mental health struggle and self-screening to identify help required.<sup>7</sup>*

### 3.2 Concept Generation

#### Concept 1: Multiple Learning Module Implementation

**Identifier:** This concept would involve curating a series of a plethora of learning modules onto the Pacific Link's PAXU app, each associated with different sectors of Mental Wellness and Human Trafficking and Intervention Methods, having 10-15 different short, snippet learning modules with diagrams and/or 350 words of associated content and resource links.

**Images:** Refer to *Figure 3.2.1* in Appendix B.

**Core Need:** This concept addresses this core need by curating a rich collection of short, informative modules on the PAXU app. Each module, associated with different aspects of Mental Wellness and Human Trafficking, aims to deliver bite-sized, accessible content, aligning with Pacific Links' commitment to education and support.

**Strengths:** This concept ensures alignment with Pacific Links' mission by offering a diverse range of content. Bite-sized modules cater to the diverse literacy levels among migrants and victims, promoting engagement and understanding at an individual pace. Additionally, including resource links provides users with a well-rounded learning experience.

**Weaknesses:** The multitude of modules may overwhelm them and make navigation less intuitive. The ongoing effort required for maintaining and updating numerous modules should be weighed against Pacific Links' resource capacity. Additionally, due to the brevity of each module, in-depth coverage of certain topics may be constrained.

#### Concept 2: Custom Website Integration with Pre-existing Modules

**Identifier:** This concept would involve creating a website via a Canva template and customizing it in order to build out the pre-existing learning/insight modules within the PAXU app, allowing for further content and resources to engage the learners who deviate from the app to deepen their understanding.

**Image:** Refer to *Figure 3.2.2* in Appendix B.

<sup>7</sup> "We're Here to Help." *We're Here to Help | Here to Help*, [www.heretohelp.bc.ca/](http://www.heretohelp.bc.ca/).

**Core Need:** Pacific Links Foundation aims to provide migrants and sex trafficking victims with accessible and comprehensive educational resources. Concept 2 addresses this core need by creating a custom website using a Canva template. The website serves as an extension of the PAXU app, allowing users to delve deeper into the pre-existing learning modules.

**Strengths:** The custom website complements the PAXU app, enabling users to access additional content and resources. This aligns with Pacific Links' commitment to offering comprehensive support and educational materials. This integration provides a seamless transition for users who seek more in-depth insights, ensuring continued engagement with educational materials.

**Weaknesses:** The existence of content on both the app and website may lead to fragmentation. Ensuring proper alignment and cross-linking is crucial to avoid confusion among users. Additionally, integrating and customizing the website with pre-existing modules may pose technical challenges, requiring expertise and ongoing maintenance.

### ***Concept 3: Two Module + Custom Website Integration***

**Identifier:** This concept would involve curating two new modules; one centered around Mental Wellness and one centered around Human Trafficking Awareness then creating a website via a Canva template in order to customize it particularly with the new two modules created on the PAXU app, providing both new material for learners and further resources/content on another website linked within the modules.

**Image:** Refer to *Figure 3.2.3* in Appendix B.

**Core Need:** Concept 3 directly addresses Pacific Links' core values by curating two new modules within the PAXU app focused on Mental Wellness and Human Trafficking. Additionally, a custom website, designed with a Canva template, is created to provide further resources and content linked to these modules, enriching the educational experience for learners.

**Strengths:** The creation of two new modules centered around core values caters to specific educational needs identified by Pacific Links Foundation with targeted new material tailored to their in-app users. The linked custom website extends the learning experience by providing additional resources and content, offering a diversity of learning channels and experiences.

**Weaknesses:** It can potentially pose challenges in terms of seamless integration and cohesion with PAXU in congruency the website. Ensuring consistent messaging and user experience across the app and website may be demanding but is crucial to maintaining Pacific Links' values and platform consistency. Additionally, the creation of the website requires maintenance and therefore will need to be updated with new resources and content bi-quarly in order to stay-up-date with the user experience.

## **3.3 Concept Evaluation & Selection**

The concept evaluation criteria that we selected are based on our design requirements: functionality, usability, affordability, integration, maintenance, and social impact. The **functionality** criterion means that the solution needs to provide the necessary features and capabilities to meet the Pacific Links' objectives. The **usability** criterion means that the solution needs to be user-friendly and intuitive, ensuring a smooth and comprehensible experience throughout its interfaces and workflows. The **affordability** criterion means that the solution needs to be cost-effective and it should align with budget constraints while providing sustainable financial options. The **integration** criterion means that the solution needs to be compatible with the PAXU interface and it should facilitate data sharing and collaboration with other tools or platforms. The **maintenance** criterion means that the solution needs to be easily maintainable (e.g. updates, bug fixes, and user support) for long-term sustainability and scalability. The **social**

**impact** criterion means that the solution needs to positively contribute to the Pacific Links' mission and goals in terms of providing users with insightful information on two topics: mental wellness and human trafficking awareness.

After converging onto three concepts, we decided to obtain feedback from our stakeholders. The feedback for each concept is summarized below using a capture grid.

*Table 3.3.1 Capture grid for Concept 1: Multiple Learning Module Implementation*

<b>What worked?</b>	<b>What could be improved?</b>
<ul style="list-style-type: none"> <li>● Aligned with Pacific Links' mission by offering diverse content.</li> <li>● Catered to the unique needs of beneficiaries with a holistic approach.</li> <li>● Bite-sized modules facilitated engagement and understanding at individual pace.</li> <li>● Resource links provided additional support and materials.</li> <li>● Visuals and diagrams enhanced comprehension and inclusivity.</li> </ul>	<ul style="list-style-type: none"> <li>● Minimize the number of modules to avoid overwhelming users.</li> <li>● Implement clear navigation and organization for user-friendliness.</li> <li>● Consider developing a module management system for efficiency.</li> <li>● Explore alternative formats for covering complex topics.</li> <li>● Conduct user testing to assess comprehension and satisfaction.</li> </ul>
<p style="text-align: center;"><b>Questions</b></p> <ul style="list-style-type: none"> <li>● What is the ideal number of modules for user engagement?</li> <li>● How can navigation be optimized for a positive user experience?</li> </ul>	<p style="text-align: center;"><b>Ideas</b></p> <ul style="list-style-type: none"> <li>● Develop introductory and advanced modules to cater to different levels.</li> <li>● Offer gamification elements to incentivize engagement and completion.</li> </ul>

*Table 3.3.2 Capture grid for Concept 2: Custom Website Integration with Pre-existing Modules*

<b>What worked?</b>	<b>What could be improved?</b>
<ul style="list-style-type: none"> <li>● Complements the PAXU app with additional content and resources.</li> <li>● Aligns with Pacific Links' mission of providing comprehensive support.</li> <li>● Caters to learners who prefer deeper engagement beyond the app.</li> <li>● Provides flexibility and accommodates diverse learning preferences.</li> <li>● Seamless integration for users seeking further insights.</li> </ul>	<ul style="list-style-type: none"> <li>● Mitigate potential fragmentation of content between app and website.</li> <li>● Ensure consistent content and user experience across both platforms.</li> <li>● Address technical challenges of integrating and customizing the website.</li> <li>● Develop a clear plan for ongoing site maintenance and updates.</li> </ul>
<p style="text-align: center;"><b>Questions</b></p> <ul style="list-style-type: none"> <li>● How can we ensure seamless navigation between the app and website?</li> <li>● What is the ideal level of content overlap and differentiation?</li> </ul>	<p style="text-align: center;"><b>Ideas</b></p> <ul style="list-style-type: none"> <li>● Develop a content hierarchy with clear distinctions between platforms.</li> <li>● Implement a consistent design theme and messaging across platforms.</li> <li>● Integrate interactive elements like forums and discussion boards.</li> </ul>

*Table 3.3.3 Capture grid for Concept 3: Two Modules + Custom Website Integration*

<b>What worked?</b>	<b>What could be improved?</b>

<ul style="list-style-type: none"> <li>• Addresses Pacific Links' core values with targeted new content.</li> <li>• Provides additional resources and content on a custom website.</li> <li>• Offers learners diverse learning channels and experiences.</li> <li>• Enhances the educational experience for learners.</li> <li>• Maintains a consistent design theme and messaging across platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure seamless integration and cohesion of new modules and websites.</li> <li>• Develop a plan for ongoing website maintenance and updates.</li> <li>• Conduct user testing to assess comprehension and satisfaction.</li> </ul>
<p style="text-align: center;"><b>Questions</b></p> <ul style="list-style-type: none"> <li>• How can we integrate the new modules and website seamlessly with PAXU?</li> <li>• What is the ideal level of content overlap and differentiation between modules and the website?</li> <li>• How can we ensure the new content is relevant and engaging for learners?</li> </ul>	<p style="text-align: center;"><b>Ideas</b></p> <ul style="list-style-type: none"> <li>• Conduct regular user testing and incorporate feedback into updates.</li> <li>• Offer personalized learning paths based on user progress and needs.</li> <li>• Translate the new modules and website content into multiple languages.</li> <li>• Create a feedback mechanism within the app and website.</li> </ul>

*Table 3.3.4. Weighted Decision Matrix*

Criteria	Weight	Baseline	Concept 2	Concept 3
Functionality	5	0	0	+1
Usability	4	0	-1	+1
Affordability	3	0	0	0
Integration	2	0	+3	+2
Maintenance	2	0	+1	0
Social Impact	5	0	+1	+2
<b>Total</b>		0	+3	+4
<b>Weighted Total</b>		0	+5	+12

For our final design, we are using Concept 3: Two Modules + Custom Website Integration because it offers the best balance of functionality, usability, affordability, integration, maintenance, and social impact. While it demands more development effort, Concept 3 stands out for several reasons. Firstly, it aligns with Pacific Links' core values by introducing two modules focused on Mental Wellness and Human Trafficking, directly contributing to their mission. Additionally, it provides users with comprehensive resources and deeper engagement through a custom website linked within the app. This approach ensures seamless integration with the existing PAXU app, maintaining consistency and a user-friendly experience. The balanced cost of Concept 3 ensures both affordability and functionality, promoting long-term project sustainability. Most importantly, it addresses the specific needs of Pacific Links' beneficiaries and maximizes social impact by offering comprehensive educational resources. This makes it the most effective solution for fulfilling Pacific Links' mission of providing accessible and comprehensive educational resources to migrants and human trafficking victims.

## 4. Analysis & Testing

---

### **4.1 Overview**

Our approach to evaluating the solution involved an iterative process focused on incorporating two more extensive modules into the PAXU app that aligned with the goals of Pacific Links Foundation. In the initial phase, we discussed embedding multiple comprehensive modules directly within the app. However, Pacific Links brought up constraints such as limited app space, which would affect the amount of information on the respective modules. Considering the constraints, we had to iterate and adjust our approach to then have external links on the modules to provide users with additional information and resources. The approach of providing external links addresses the needs of both our partner organization's and the users' needs. By incorporating external links, Pacific Links can leverage the existing resources on our educational modules without compromising the app's performance or overwhelming its design.

*Table 4.1 Evaluation Summary for Solution*

Criterion	Metric	Target Value	Resultant Value	Method
Functionality	Performance of external links on a 5-point scale	4	4/5	User testing
Usability	Navigation on a 5-point scale	4	4/5	Usability testing
Integration	Seamless integration with existing systems on a 5-point scale	4.2	5/5	System integration testing
Affordability	Implementation cost	< 0	\$0	Financial analysis and compliance
Maintenance	Content accessibility and updates	Easily accessible and regularly updated content	Approved by Loan	Canva built-in system management and user metrics.
Social Impact	Empowerment and informative content	Positive social impact and user empowerment	Generally positive	Impact assessment and user feedback

### **4.2 Desirability & Usability**

#### ***Introduction – Hypothesis***

Mental Wellness and Human Trafficking and Awareness modules for Insights are able to provide users with adequate resources that are accessible and helpful to their struggles.

## Methods

We tested the functionality of the modules' interface as well as the effectiveness of selected resources provided by recruiting fellow UCSD students and immigrants for brief interviews where we guided them through the wireframe of PAXU modules and provided them with possible resources and our own "Bridges to Wellness" website. We tested the PAXU modules' layout by gathering direct user feedback on different layouts. Firstly, we showed them the prototypes of the modules and had them read the text aloud. We asked them what they expected to see in each module and what kinds of resources they would like to access. Secondly, we gave them a list of resources that we had selected for each module and asked them to review them and choose three that they thought were most suitable and beneficial to the module. We asked them to explain their choices and suggest any other resources they would like to see. Lastly, we gathered user input on the website itself. A prepublished preview of our website was given to users to freely explore the three pages. We asked users to give direct feedback on the landing page, Mental Wellness page, and the Human Trafficking and Prevention page. Users were left to their own devices and later asked about the intuitiveness of design and navigation, thoughts on fonts, colors, layout, and wording of text.



Figure 4.2.1 - Snippets of 3 websites provided to users for individual testing and navigation

## Results

The wording within the module was found to be concise enough to be helpful but still within the 350 character limit. The module interface was interpreted to be motivating enough to get users to continue to our separate website. The website interface was intuitive and easy to use for our tested users. The design was found to be consistent and compatible with the app and other modules by our community partner. Additionally, the resources provided were relevant and helpful, varying sites that suited the users' needs.

### ***Limitation of Results***

There were minor inconsistencies between font and text color from the Mental Wellness page and Human Trafficking Prevention/Awareness page. Some website panels were word intensive, while others were not, therefore there was some inconsistency within the pages' layout. Additionally, some graphical elements were inconsistent and unappealing to users.

### ***Limitations of Procedures***

The users tested do not map one-to-one with those that are expected to actually use the app. The verbiage and prototype is in English, while users might not speak English. Also, the users were only testing non-interactive prototypes for the PAXU modules. Lastly, user feedback might not reflect satisfaction over long-term use of the modules and resources since the interviews are conducted in a short period of time and would need to be updated.

### ***Conclusion***

Our tests provided us with direct feedback on improvements for integration. Users provided a great emphasis on making sure that fonts, sizes, bolding, italics, and subtitling were used in a consistent scheme. Users even noted that graphic elements used should have matching or similar art styles. Further iterations involved trying different available graphics from Canva and asking whether users felt the art style was consistent enough and developing a format across the website that users felt was appropriate. Users also advised that the ordering of certain modules be changed to appear before or after others. Our current website layout now provides content in a lesson plan format that goes from top to bottom to build upon previous modules in a coherent manner, but each is still able to work as a standalone resource. Images, text, font, wording, and typographic emphasis are all adjusted accordingly.

Refer to *Figure 4.2.1 for Detailed Images of Before and Current Designs* in Appendix B.

## **4.3 Feasibility & Suitability**

### ***Resources Availability***

The resources required for implementing the Two Module + Custom Website Integration project concept involve both digital and human components. Digital resources, such as Google or Wix templates, are readily available for creating the custom website. However, customization via diagram implementation requires graphic design expertise, which is utilized through available design tools, such as Canva and Figma in order to create Wireframes and illustrations to insert both within the PAXU app and on the website. Additionally, the creation of two new modules for the PAXU app requires content development that aligns with Pacific Links Foundation's core values.

### ***Performance Expectations***

To ensure the solution performs as expected, user testing and stakeholder feedback will be pivotal. Conducting prototype testing with individuals similar to the intended user demographic, such as immigrants and UC San Diego students who utilize mental wellness resources, will provide insights into the user experience and functionality. While a thorough field test may not be applicable for a digital solution like a website, usability testing and feedback sessions can help identify potential issues and improvements. Any concerns raised during testing

will guide future iterations to enhance performance and address both the user and community partner needs.

### ***Safety and Collaborative Environment***

Addressing concerns raised by stakeholders, especially related to safety regulations and the collaborative environment, will be a priority. Compliance with relevant safety standards for online educational platforms will be ensured during the customization of the website. Collaborative features, such as discussion forums, will be linked on the website created, as Pacific Link's already has a user-interactive space on their organization website, designed to facilitate a more positive and secure online learning community. Regular consultations with stakeholders, and hypothetical users will be conducted to gather insights and refine the solution based on real-world considerations.

### ***Iterative Development***

A phased approach can be used when acknowledging future iterations for the website and content implementation. After the initial launch, continuous monitoring of user interactions and feedback will inform updates and improvements, such as how long a user spends on the site and how they interact with the overall platform. This iterative development process ensures that the solution remains responsive to evolving user needs, aligning with Pacific Links' commitment to adaptability and continuous improvement in educating and promoting awareness of migrant struggles, as well as providing an educational platform for sex trafficking victims and at-risk-youth.

*Table 4.3 Solution Performance Analysis based on Design Requirements*

<b>Criterion</b>	<b>Requirement</b>	<b>Performance Analysis</b>
Functionality	Separate canva pages should link together to form a cohesive website.	<b>Passes</b> , links embedded in mock navigation bar work as intended.
	Canva app can be accessed by link from module on different platforms (mobile and PC)	<b>Passes</b> , Canva link works on both devices and the website has a resizing option for mobile users.
Usability	Design of modules should have limited wording (350 max)	<b>Passes</b> , minimal text ranges within the module limit of 0-350 characters.
	Resources should be focused on visual elements.	Easy to read and understand.
Integration	The additional app modules should seamlessly integrate with Pacific Links' existing database or systems . This includes specs like color, sizing, and overall in-app aesthetic.	<b>Passes</b> , websites and modules have consistent sizing, color codes, and font. Phrasing and layout remains consistent across modules and references PAXU app and website
Affordability	The cost of implementing the educational modules and website must not exceed the allocated budget.	<b>Passes</b> , website host is free and modules have no upfront cost

Maintenance	The educational content on both the app and website must be easily accessible in order to be regularly updated to ensure relevance and accuracy.	<b>Passes</b> , text and image based components are easy to update and maintain. Website is on Canva, the permissions for which can be transferred over to Pacific Link.
Social Impact	The content on the app and website should empower and inform migrants/victims about mental wellness and human trafficking prevention.	<b>Passes</b> , content of app and module pulls from and provides referrals to established and legitimate orgs/sources

#### **4.4 Sustainability**

##### ***Economic Sustainability***

The implementation, use, and maintenance of the solution is affordable for Pacific Links Foundation. Our contribution is an addition to an existing system. As we are adding more modules to an already existing module platform, we simply have to hand off our work to the organization and they can implement the new modules as they have done in the past. Since we are not creating an entirely new system to implement for Pacific Links, the cost to maintain for the modules would stay the same. As for the website, it is free to keep the website domain running and is compatible with our community partner, as Pacific Link's currently uses Canva.

##### ***Socio-Cultural Sustainability***

The introduction of additional educational modules on the PAXU app is culturally appropriate, considering the sensitivity of mental wellness in various cultures. When recognizing the historical and societal stigma surrounding mental health, it is important to foster awareness and educate users on the positive relationships with mental well-being. Additionally, human trafficking is a widespread problem that spans various regions, including Vietnam and other parts of Asia. The development of educational modules on the PAXU app is suitable for migrant workers in Vietnam and focuses on two crucial aspects: raising awareness about human trafficking and promoting mental wellness. Through collaborating with Pacific Links and integrating information about culturally relevant support services for migrant workers in Vietnam, our solutions prioritize the importance of mental health and sex-trafficking prevention.

Community engagement has been an integral part of our design process, focusing on the specific needs of migrants, human trafficking victims, and at-risk youth supported by Pacific Links. Our modules provide relevant resources in regards to mental health struggles, aligning with the community's concerns. Additionally, our solution is helping human trafficking prevention, which is a grave concern of the community that we are working with and helping. Community involvement is important to help the PAXU app be successful, as a part of our solution involves human trafficking intervention that can be harnessed and replicated by the users. It is meant for the user to take this knowledge and implement it into a real life scenario.

Our solution hopes to spread awareness and give advice on how to intervene in a dangerous situation, leading to potential victims being rescued via our provided prevention methods and mental health practices.

## 5. Design

---

### **5.1 Overview**

The proposed design, Two Modules + a Custom Website Integration, is a comprehensive educational solution aimed at empowering migrants and sex trafficking victims supported by Pacific Link's Organization. This design involves the development of two new modules within the PAXU app, focusing on Mental Wellness and Human Trafficking and Intervention Methods, aligning closely with Pacific Links' core values. This design is catered around Pacific Link's vision for their app and educational promotion, giving the constraints around parameters such as text limits, diagram aesthetics, and in-app phrases for further resources. Simultaneously, a custom website will be created using Canva templates, offering more in-depth content and resources in congruence with these new modules. The website serves as an extension of the app, allowing users the ability to explore the educational materials and additional support.

In typical use case scenarios, individuals accessing the PAXU app will encounter the newly curated modules, Mental Wellness and Human Trafficking Intervention Methods, within the Insights section from the landing page. These modules act as entry points, introducing users to essential information and resources, and providing synopses of the built-out information from the curated website in 350 words or less for each module. Users who wish to delve deeper into the topics or access supplementary materials can seamlessly transition to the custom website. The website offers a user-friendly interface with easy navigation, providing a wealth of resources, visuals, and researched content. Whether users engage with the app or explore the custom website, the design ensures a cohesive learning experience that caters to diverse educational needs and fosters a sense of community and support among the target audience.

### **5.2 Detailed Design**

#### ***The Design of the Two Modules + a Custom Website Integration***

The dual-platform approach aims to cater to diverse learning preferences and needs within the target audience, migrants, sex trafficking victims, and at-risk-youth. With the inclusion of two new learning modules within the Insights sector of the PAXU app, the users are able to not only access new content and resources on the app, but Pacific Link's now has a gateway into enriching their content further within a custom Canva site curated for this project. The design intent, initially, was to build out the content within the modules on the app, but after better understanding user tendencies within the app, such as getting overwhelmed with too much information at once, the short, concise modules allow for digestible information while still providing more resources and content in their associated links. Though, with the implementation of a custom template website, Pacific Link's can now have a more direct control over the content that the users interact with when navigating off of the app, allowing for further intuitive design and seamless integration with their app's information in order to create a more enjoyable experience for the learner.

In typical use case scenarios, individuals accessing the PAXU app will encounter the newly curated modules, Mental Wellness and Human Trafficking Intervention Methods, within the Insights section from the landing page. These modules act as entry points, introducing users to essential information and resources, providing synopses of the built-out information from the curated website in 350 words or less for each module. Users who wish to delve deeper into the topics or access supplementary materials can seamlessly transition to the custom website. The

website offers a user-friendly interface with easy navigation, providing a wealth of resources, visuals, and researched content. Whether users engage with the app or explore the custom website, the design ensures a cohesive learning experience that caters to diverse educational needs and fosters a sense of community and support among the target audience.

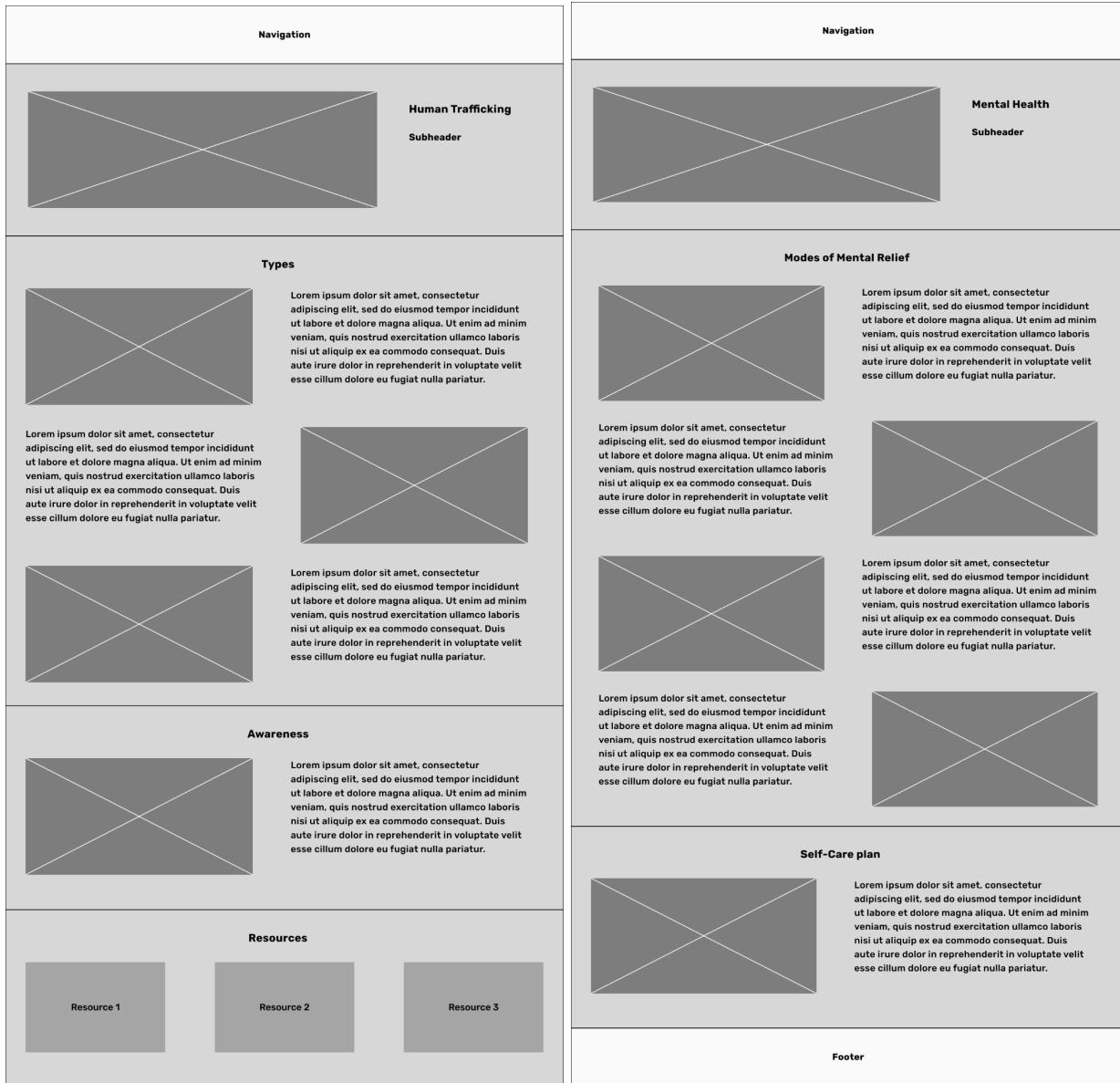
### ***Design Rationale***

The integration of these new modules and the creation of a customized website are driven by the following objectives:

- Mental Wellness Module: Address the growing need for mental health support and provide victims of human trafficking with strategies to enhance their well-being.
- Human Trafficking and Intervention Module: Raise awareness about the critical issues of human trafficking and equip learners with the knowledge to recognize, prevent and respond to this crime.
- Customized Website: Provide a more structured and engaging platform for delivering educational content, complementing the PAXU app and offering a centralized hub for resources.

### ***Design Principles***

We made sure the design adheres to common principles to ensure a desirable, usable, feasible, and sustainable solution. We utilized a user-centered design to prioritize the needs and preferences of learners, ensuring the modules and website are easy to navigate, understand, and interact with. We looked at common learning platforms, such as Khan Academy, Codecademy and Duolingo to see best practices for implementing bite-sized learning modules that do not overwhelm the users. We also had to optimize the designs on the app and website for seamless viewing and interaction across various devices, including smartphones and tablets. Lastly, we plan on showing our designs to the Pacific Links Foundation and incorporating their feedback to refine the designs and enhance the overall user experience.



*Figure 5.2.1 - A basic layout of each of the different modules (Human Trafficking & Mental Health) on the new website*

Such design principles were taken into consideration when creating the Wireframes of the two new modules and website template. For example, Pacific Link's provided the team with branding information like their logo, gradient coloring codes, typography, and access to other resources, like their handbook, allowing for information alignment and content emphasis on pre-existing sex trafficking prevention methods.

Creative directions were then taken into consideration in order to provide a pleasant user interaction on the website, such as formatting the landing page similarly to the Pacific Link's landing page dedicated to explaining the PAXU app. The landing page then provides an overview of the two built out modules with accessible buttons for the user to click on in order to learn more. Once the user decides to learn more about a specific module, they then are taken to a

built-out page with a navigation bar on the top of the screen, providing an intuitive way of exploring the content.

This organizational method allows the reader not to be too overwhelmed by the content provided and ensures the user is able to access the specific information that they want. Specific diagrams will be curated in order to drive many of the main content points home for the users to have an easy-to-follow storyboard of the learning material provided on both the app and website. Such diagrams will be customized on Figma and Canva alike, while adhering to the pre-existing aesthetics of Pacific Link's with their plethora of use of diagrams on their many handbooks, learning materials, and websites.

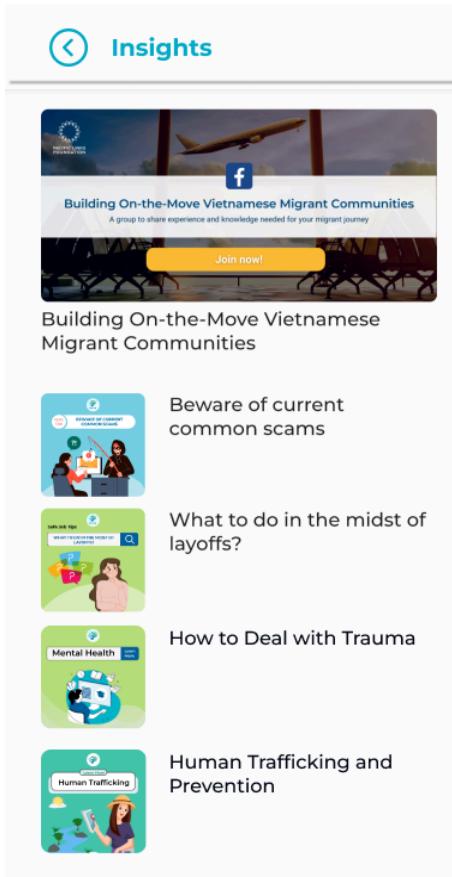


Figure 5.2.2 - The placement of the new modules on the current app

### **Feasibility and Sustainability**

The design is feasible to implement within the existing PAXU app framework by utilizing readily available website development tools, like Canva. The use of open-source tools and templates can further reduce development time and costs.

The sustainability of the design is ensured by its adaptability to future content updates and enhancements. The Insights tab in the PAXU app includes a list of resources which allows for an easy integration of new resources and features, while the customized website provides a flexible platform for ongoing content management.

By adhering to user-centered design principles and incorporating mobile-responsive, feedback-driven features, our design aims to deliver a desirable, usable, feasible and sustainable solution that aligns with Pacific Link's mission and values.

## Human Trafficking and Prevention

**Introduction**

Human trafficking is a serious crime that involves the exploitation of people for labor or sex. It is a form of modern-day slavery that can take many forms, including forced labor, sexual exploitation, child trafficking, and forced marriage.

**Types**

Human trafficking is a grave violation of human rights that involves the exploitation of individuals through force, fraud, or coercion. It is a crime that encompasses various forms, including sex trafficking, labor trafficking, and child exploitation.

**Sex Trafficking:**  
This is the recruitment, harboring, or transportation of individuals for the purpose of commercial sex acts, while labor trafficking involves the exploitation of people for forced labor or services.

**Child exploitation:**  
This is the recruitment or use of children for various exploitative purposes. Understanding these distinct types is crucial in combating this global issue.

**Forced Labor:**  
This is the use of force, fraud, or coercion to compel a person to work against their will. This can include slavery, debt bondage, forced marriage, and other forms of exploitation.

**Forced Marriage:**  
This occurs when one or both partners are coerced into marriage through force, threats, or deception. This can involve physical, emotional, and financial abuse, robbing individuals of their autonomy and fundamental human rights.

**Statistics**

Human Trafficking: Shocking Stats

- 27.6 million victims globally
- \$150 billion annual profit
- 52% women and girls
- 25% children
- 79% sexually exploited
- 18% forced labor
- Underreported: most victims afraid to come forward

**Identifying the Three Main Drivers**

The diagram shows a flow from 'HUMAN TRAFFICKING' at the top to a central box labeled 'ACT'. From 'ACT', arrows point down to two boxes: 'MEANS' on the left and 'PURPOSE' on the right. The 'MEANS' box contains a birdcage icon and a list of tactics: Recruitment, Transportation, Transfer, Harboring, Receipt, Threat, Use of force, Abduction, Deception, Abuse of power, Sexual exploitation, Labor exploitation, Dehumanization, Slavery, Removal of organs. Arrows also point from 'MEANS' back up to 'HUMAN TRAFFICKING'.

(Article 3, Palermo Protocol, 2000)

- The "acts" element of sex trafficking is met when a trafficker recruits, harbors, transports, provides, obtains, patronizes, or solicits another person to engage in commercial sex.
- The "means" element of sex trafficking occurs when a trafficker uses force, fraud, or coercion. Coercion in the case of sex trafficking includes the broad array of means included in the forced labor definition. These can include threats of serious harm, psychological harm, reputational harm, threats to others, and debt manipulation.
- The "purpose" element is a commercial sex act. Sex trafficking can take place in private homes, massage parlors, hotels, or brothels, among other locations, as well as on the internet.

[LEARN MORE](#)

## How to Deal with Trauma

**Identifying Personal Stressors**

Acknowledging one's mental health needs is not merely a personal endeavor but a communal responsibility. By identifying personal stressors, individuals can navigate the complexities of migration, work, and societal adaptation more effectively, fostering resilience and a harmonious integration into their new environments.

**Mindfulness and Meditation:**  
Practice mindfulness and meditation to increase self-awareness. These techniques can help individuals observe their thoughts without judgment, allowing for a clearer understanding of the factors causing stress.

**Behavioral Changes:**  
Be mindful of changes in behavior, habits, or routines. Disruptions in sleep patterns, social withdrawal, or alterations in daily activities may signal the presence of stressors.

**Work and Environment:**  
Evaluate the work environment and daily surroundings. Job-related stress, excessive workload, or dissatisfaction with living conditions can be significant stressors. Understanding the sources of discomfort can guide effective problem-solving.

**Goal Setting for Mental Wellness**

Consider setting a range of goals to enhance overall well-being. It's essential for individuals to personalize these goals based on their unique circumstances, priorities, and aspirations. Regularly reassessing and adjusting goals ensures that they remain relevant and achievable as migrant workers navigate their experiences in a new environment.

**Health and Wellness:**  
Prioritize physical and mental health. Schedule regular health check-ups, exercise regularly, and practice mindfulness or relaxation techniques to maintain overall well-being.

**Family Connection:**  
Maintain strong connections with family members. Schedule regular communication, explore virtual family activities, and consider saving for visits or reunification.

**Education and Skill Enhancement:**  
Pursue educational opportunities to enhance skills and qualifications. Identify courses or workshops that contribute to personal and professional growth.

**Guided Meditation Practices**

1. **Grounding in the Present:**  
• Bring your attention to the sensation of your breath. Feel the natural flow of breath.
2. **Connecting with Your Surroundings:**  
• Visualize a serene and peaceful environment, perhaps a calming natural landscape.
3. **Acknowledging Emotions:**  
• Take a moment to acknowledge any emotions you may be carrying.
4. **Cultivating Inner Strength:**  
• Envision a source of inner strength within you.
5. **Gratitude for the Journey:**  
• Reflect on the journey that brought you to this moment.
6. **Breath Awareness:**  
• Bring your attention back to your breath.
7. **Affirmation:**  
• Repeat to yourself: "I am resilient. I am strong. I am capable of facing challenges with grace."
7. **Closing:**  
• Gently bring your awareness back to the present moment.

[LEARN MORE](#)

Figure 5.2.3 - A Snippet of the Mental Health and Human Trafficking Module on the App

## 6. Implementation & Impact

### 6.1 Implementation

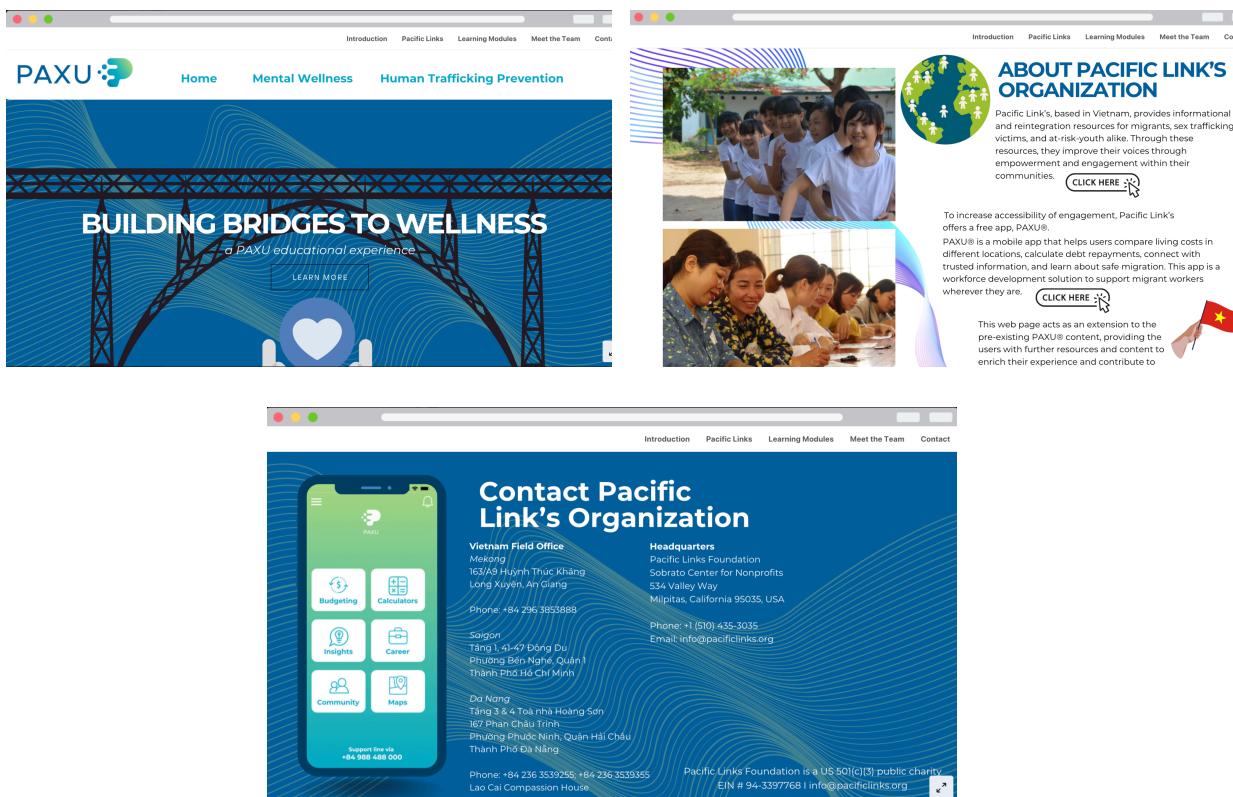
#### **Implementing Learning Modules into the PAXU App**

This report outlines the process of implementing two new learning modules into the PAXU app, along with the development of a supporting website for deeper information.

Refer to *Figure 6.1.1 Roadmap* in Appendix B.

#### **Building a Comprehensive Website**

A comprehensive website has been built to provide in-depth information corresponding to the two new learning modules within the Insight section of the PAXU app. The website serves as a valuable resource for users seeking detailed knowledge and understanding beyond the app's content.



*Figure 6.1.2 Website Landing Page*

To facilitate easy website creation and maintenance for Pacific Links, a customizable and user-friendly website template was designed using Canva. This template, showcased in **Figure 6.1.2**, provides a user interface similar to Pacific Links, minimizing training needs and ensuring smooth website management.

#### **Website Content for Easy Transfer to PAXU App**

Two dedicated subpages have been developed within the website, containing the content material from the PAXU learning modules. This content is readily transferable to the PAXU app through Canva diagrams and accompanying 350-word descriptions for each subsection. Notably, the content has been customized to match the app's topography, sizing, and coloring, ensuring a seamless user experience.

### ***Next Steps for Smooth Implementation***

Canva was chosen specifically for website development due to Pacific Links' existing familiarity with the platform. This familiarity minimizes training needs and allows for quick adaptation to website maintenance tasks. To ensure a smooth implementation process, we will transfer ownership and provide a one hour tutorial about the website, if needed. Website ownership will be reassigned to Pacific Links, granting them full control over the website's content and functionalities.

### ***Additional Advantages***

Our solutions provide several additional advantages, such as a foundation for future educational resources and minimal training required. The developed website provides a solid foundation for building future educational resources in conjunction with the PAXU app. By leveraging Canva's familiar user interface, the project minimizes the need for extensive training and ensures a smooth handover of website management responsibilities.

Refer to *Table 6.1.2 Resources Assessment Table* in Appendix B.

## **6.2 Failure Analysis**

Refer to *Table 6.2.1 Failure Modes and Effects Analysis Table* in Appendix B.

In the analysis table, the severity ratings are based on the impact that the failure mode would have on users (1 - very low, 10 - very high). The occurrence ratings are based on the likelihood of the failure mode occurring (1 - very unlikely, 10 - very likely). The detection ratings are based on the uncertainty level that the failure mode could be detected before it causes problems for users (1 - very certain, 10 - very uncertain).

Inaccessible links/content is the most severe failure mode because it prevents users from accessing the website or its content altogether. This can lead to frustration and stop the users from using the app. The occurrence rating is 6 because it is relatively common for apps to have some inaccessible links or content, especially if there are no regular maintenance or check-up systems in place. The detection rating is 8 because it requires the developers to consistently run tests to identify inaccessible links/content. In addition, they might have to manually check for those or provide a feedback form for users to report any issues immediately.

Inaccurate or outdated information can mislead users and damage the website's credibility. This can lead to lost trust and a decrease in user engagement. The severity rating is 8 because inaccurate or outdated information can have serious consequences, but it may not be as critical as inaccessible content. The occurrence rating is 7 because it is a common problem for websites that have a lot of content or that are not updated regularly. The detection rating is 5 because it is usually easy to identify inaccurate or outdated information if there are dates and sources cited below the information shown.

Poorly designed interactive elements can frustrate users and make it difficult for them to use the website. The severity rating is 5 because poorly designed interactive elements can be

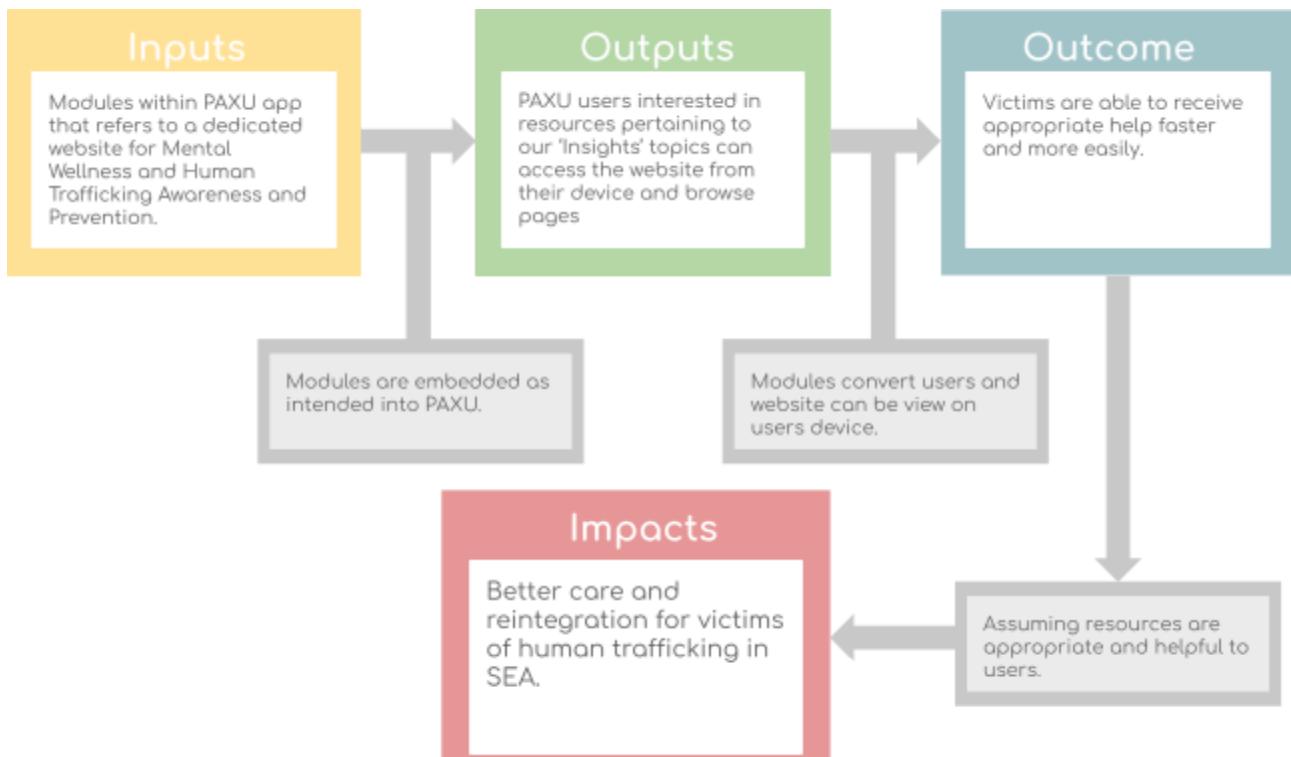
annoying and frustrating, but they do not necessarily prevent users from accessing the website or its content. The occurrence rating is 5 because our website does not contain too many features except navigation and infographics. The detection rating is 7 because it is not always easy to identify poorly designed interactive elements, especially if they are reliable on the type of internet access and wifi strength on the user's computer when these elements are not processing appropriately on the screen.

### **6.3 Monitoring & Evaluation Plan**

Our group plans to create an impact of high breadth and moderate depth by creating initiatives aimed at helping human trafficking survivors and individuals facing mental health challenges. When defining the breadth, we want to have an impact on as many individuals affected by mental health issues and trafficking that Pacific Links comes into contact with. The main audience is human trafficking survivors looking for support, at-risk teenagers, and migrants facing hardships in a new land.

The breadth that our initiative hopes to impact involves expanding our influence to ensure accessibility to our resources, regardless of geographic, cultural, or socioeconomic factors. Our project involves a website and the PAXU app, which allows us to create a wide reach in the audience. With the use of technology, we are able to get as many users as possible who need our help. By sharing infographics on a website platform across platforms and seamlessly integrating them into the Pacific Links website, the message of hope and empowerment can reach and inspire countless individuals of highly different backgrounds. Additionally, browsers like Chrome allow an extension for translating websites, which is useful for reaching non-English speakers. Using a multi-language extension and creating culturally sensitive content allows us to reach new audiences, especially migrants.

In terms of depth and what ways we can have an impact, our primary focus is to better the quality of mental care and increase awareness in human trafficking for any population, specifically focusing on the main audience stated above. Through visually aesthetic infographics on Canva, we aim to offer a powerful tool to delve deep and foster long-term healing. These visually compelling narratives can illuminate complex emotions, coping mechanisms, and the realities of human trafficking, all while fostering empathy and connection in addition to inspiring stories presented on Pacific Links main websites. These personal developments will be something that stays with them, allowing for long-term healing. Moreover, users finding our website and app will be within proximity of the main Pacific Links website in which they facilitate access to educational opportunities and scholarships. Having assistance in education and skill training can lead to greater financial security and independence, boosting social mobility and reducing inequality for individuals from disadvantaged backgrounds.



*Diagram 6.3 Theory of Change Diagram*

## **6.4 Ethical Analysis**

### ***Who benefits from your solution?***

Our solution to integrate additional educational modules on the PAXU app is designed to be ethically beneficial to our primary stakeholder, Pacific Links Foundation. The modules on mental wellness and human trafficking prevention align with Pacific Links' mission as the solution allows them to expand their capacity to provide comprehensive support to the communities they serve, focusing specifically on local communities in Vietnam. These communities gain from our solution as the PAXU app fosters awareness, reduces stigma around mental health, and creates a supportive environment for survivors and at-risk individuals thus encouraging community engagement.

In terms of beneficiaries, human trafficking survivors and individuals at risk gain empowerment through essential information on mental wellness and human trafficking prevention. The solution caters to their specific needs, promoting their mental wellness and well-being. App users and the general public also benefit from accessible educational resources, contributing to increased awareness and understanding of the challenges faced by trafficking survivors. Ethically, the focus lies on maintaining cultural sensitivity, inclusivity, and collaboration with stakeholders to ensure that the content is transparent, accurate, user-friendly, and respectful of diverse perspectives. This approach strives to balance the benefits across various groups while addressing potential ethical concerns, ensuring a comprehensive and ethical solution.

### ***Who will suffer/What are some of the burdens (for the stakeholders)?***

The stakeholders involved in the implementation of our solution may face several challenges and burdens, requiring careful consideration to uphold ethical standards. Pacific Links Foundation, as a primary stakeholder, may encounter financial burdens associated with maintaining the website and PAXU app modules. The cost of technology development and regular updates could strain the organization's resources. The responsibility of ensuring the accuracy and relevance of information also places a burden on Pacific Links to continuously monitor and validate content, especially in the context of rapidly evolving situations related to human trafficking and mental health.

Regular updates and verification are essential to prevent misinformation and ensure that the provided resources within the modules and on the website remain current and reliable. Usability is another consideration in regard to the need for a user-friendly interface to accommodate various literacy levels and technological familiarity. Continuous improvements, responsiveness to user feedback, and staying informed about evolving ethical considerations in technology and mental health domains are ongoing responsibilities.

To mitigate these burdens, continuous education on ethical considerations, user feedback loops, careful financial planning, and regular content updates are important considerations when implementing our solution. These measures aim to address the potential challenges faced by stakeholders, ensuring that the benefits of the solutions are maximized while minimizing any unintended consequences.

#### ***What new problems or unintended consequences might it cause?***

One new problem that may inadvertently arise from our solution is the result of a higher demand for man power due to updates associated with the website and modules. Integration and maintenance may take a toll on Pacific Link's time. The resource strain on the stakeholders from the continuous monitoring, content validation, and technology updates that demand time resources to keep in check might be too much. The new problem could harm the sustainability of the initiative.

Another unintended consequence is the overreliance on the use of technology for a support system. This could take away from the value and accessibility of in-person support and awareness networks which could potentially isolate people who need real-life assistance. Since the solution has a strong emphasis on technology, the interpersonal support structures and coping mechanisms can be interfered with.

## 7. Conclusions & Recommendations

---

Our report outlines our design process and journey in creating educational modules for the Pacific Links Foundation on their mobile app, PAXU. Our modules aim to educate users on human trafficking and promote mental wellness for its survivors. Based on our interviews with Loan, our point of contact at Pacific Links, and our secondary research, we defined our main problem, Pacific Link's need for accessible and culturally sensitive educational resources and mental health support within the PAXU app for their stakeholders, migrants and sex-trafficking victims.

For our finished product, we created visually-driven informative texts, graphics, and illustrations that educate users on human trafficking prevention and mental wellness. We are approaching the issue from a human-centered design perspective, with a focus on collaboration and clearly communicating with our partner organization and each other. We followed an iterative research process where we used users' needs, preferences, behaviors, and motivations in every step of our process.

To address the user needs, we came up with three concepts and decided to focus on creating two modules with a custom website integration. We chose this idea because it would be easy to maintain and is the most feasible solution based on our given timeline.

Due to our time constraints, we could only conduct user testing with UCSD students and immigrants in brief one-on-one interviews. We want to uphold stakeholder concerns, such as safety regulations, and take their considerations carefully. We plan to use a phased approach where continuous monitoring will be done after the initial launch. Our proposed design solution will be economically and socially sustainable, as it will be affordable for them to upkeep. We will simply contribute to the existing system and ensure that we remain culturally sensitive when creating the modules.

In future work, we can prioritize an extensive User Testing and Iterative Design approach to ensure the PAXU app aligns with the needs and preferences of our target audience. Conducting usability tests with survivors and potential users, actively seeking feedback on user interface design, content clarity, and overall user experience are all areas that need to be addressed in our future work. Implementing an iterative design process based on this feedback will enhance the app's usability, making it a more effective tool for educating users on human trafficking and promoting mental wellness.

Ensuring accessibility features and multi-language support within the PAXU app is essential to promoting inclusivity and extending its reach. Our commitment to accessibility enhances the user experience, making the app useful and easy to use for a wide range of users. Additionally, extending language support to accommodate the variety of languages spoken within Southeast Asia ensures that the content is accessible to users who speak different dialects or languages.

## References

---

Altun, Sukran, et al. "Mental Health and Human Trafficking: Responding to Survivors' Needs." BJPsych International, U.S. National Library of Medicine, 1 Feb. 2017, [www.ncbi.nlm.nih.gov/pmc/articles/PMC5618827/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5618827/).

"An Introduction to Human Trafficking: Vulnerability, Impact and Action." United Nations Office on Drugs and Crime, [https://www.unodc.org/documents/human-trafficking/An\\_Introduction\\_to\\_Human\\_Trafficking\\_-\\_Background\\_Paper.pdf](https://www.unodc.org/documents/human-trafficking/An_Introduction_to_Human_Trafficking_-_Background_Paper.pdf).

"Child Labour and Exploitation." UNICEF South Asia, [www.unicef.org/rosa/what-we-do/child-protection/child-labour-and-exploitation](https://www.unicef.org/rosa/what-we-do/child-protection/child-labour-and-exploitation).

"Get Trained." Mental Health First Aid, 28 Mar. 2023, [www.mentalhealthfirstaid.org/take-a-course/](https://www.mentalhealthfirstaid.org/take-a-course/).

"Human Trafficking Task Force E-Guide." OVC TTAC: Office for Victims of Crime Training & Technical Assistance Center, [www.ovcttac.gov/taskforceguide/eguide/](https://www.ovcttac.gov/taskforceguide/eguide/).

"Southeast Asia to Strengthen Efforts to End Human Trafficking and Forced Labour in the Fishing Industry." International Labour Organization, 3 Dec. 2018, [www.ilo.org/jakarta/info/public/pr/WCMS\\_654546/lang--en/index.htm](https://www.ilo.org/jakarta/info/public/pr/WCMS_654546/lang--en/index.htm).

"We're Here to Help." We're Here to Help | Here to Help, [www.herehelp.bc.ca/](https://www.herehelp.bc.ca/).

"About mental health (2023) Centers for Disease Control and Prevention". <https://www.cdc.gov/mentalhealth/learn/index> [Accessed December 13, 2023].

"Factors that affect mental health." Mental Health Foundation. (n.d.). <https://www.mentalhealth.org.uk/explore-mental-health/factors-affect-mental-health>

Sara Lindberg, M. E. (2023, March 23). "How your environment affects your mental health." Verywell Mind. <https://www.verywellmind.com/how-your-environment-affects-your-mental-health-5093687>

"Warning signs of mental illness." Psychiatry.org - Warning Signs of Mental Illness. (n.d.). <https://www.psychiatry.org/patients-families/warning-signs-of-mental-illness>

"What factors impact our mental health?": Jed. The Jed Foundation. (2021, July 29). <https://jedfoundation.org/resource/what-factors-impact-our-mental-health/>

## Appendix A

---

### **Summary of Team Meetings**

- 1) Completion of the team contract: 10/19/2023 (7-8 PM PDT)**
  - a) **Attendance:** Madison, Lauren, Saleha, Raven, Kenny
  - b) **Summary:** During this meeting, we discussed the date and time for weekly group meetings along with role assignment and responsibilities expected from each member. We proposed standards for group assignments and strategies to meet the project timelines. All members agreed with the terms, read and signed the contract.
- 2) Completion of the first progress report: 10/26/2023 (7-8 PM PDT)**
  - a) **Attendance:** Justin, Raven, Kenny, Madison, Lauren, Tiffany
  - b) **Summary:** One notable challenge we faced was the inability to connect with our community partner from Pacific Links Foundation. Therefore, we focused on going over the mission statement and challenge presented on their official website. Based on the given description, we narrowed down three goals and objectives (Goals 4, 5, and 16 from UN SDG 2022) that we hoped to achieve through this project. We decided on four criteria (user-friendly interface, easy to maintain, safety/privacy, highly integrated interface) and researched multiple case management systems that align with those criteria. Additionally, we made a Gantt chart for scheduling tasks and completed the stakeholder analysis.
- 3) Interview with Program Director of Pacific Links Foundation: 11/02/2023 (7-8 PM PDT)**
  - a) **Attendance:** Loan, Madison, Lauren, Raven, Tiffany, Justin, Saleha
  - b) **Summary:** The interview meeting with Loan, the Program Director of Pacific Links Foundation, provided the team with a better understanding of Pacific Links and the current system in place. Recording Link provided on the shared drive
- 4) Updates on case management system research: 11/08/2023 (6-7 PM PDT)**
  - a) **Attendance:** Madison, Raven, Tiffany, Lauren, Kenny
  - b) **Summary:** The goal of this meeting was to review the Corteza case management system and Discuss other case management systems, such as Bonterra, in order to have a more inclusive understanding of other case management systems to present to Pacific Links.
- 5) Updates on case management system research (2): 11/09/2023 (6:30-7:30 PM PDT)**
  - a) **Attendance:** Madison, Raven, Lauren, Saleha, Bryant, Tiffany, Kenny
  - b) **Summary:** Present updates on the case management system research and Project Report #2. To progress on project report #2, the assignment of sections to each team member was put in place, and research about the new case management system after the Bonterra demo was discussed.
- 6) #2 Interview with Loan: 11/10/2023 (5-7 PM PDT)**
  - a) **Attendance:** Madison, Raven, Saleha, Kenny, Justin, Bryant, Tiffany
  - b) **Summary:** The second interview with Loan was an overview of the organization's work on human trafficking and other aspects of their project management.
- 7) Review Report #2: 11/12/2023 (10-11 PM PDT)**
  - a) **Attendance:** Madison, Raven, Saleha, Kenny, Justin, Bryant, Lauren, Tiffany

- b) **Summary:** The purpose of this meeting was to work on and discuss the content of Report #2 and to review it before submitting before the deadline.
- 8) Practice for presentation: 11/13/2023 (8-9 PM PDT)**
- a) **Attendance:** Madison, Raven, Saleha, Kenny, Justin, Bryant, Lauren, Tiffany
  - b) **Summary:** The meeting was to practice for the WIPPresentation and to prepare for the presentation on 11/14.
- 9) #3 Interview with Loan: 11/14/23 (7:30-8:30 PM PDT)**
- a) **Attendance:** Madison
  - b) **Summary:** The third interview with Loan was to discuss three approaches for the new project's direction which are the following:
    - i) Grant and Fund searching – gathering sources for them to contact themselves
    - ii) Training Materials – reading their English versions and making sure they make sense
    - iii) Social Media Posts – staying up to date on migration and human trafficking news and sharing on their platforms
- 10) #4 Meeting with Loan, Thuyen, Duyen: 11/16/23 (7:00-8:00 PM PDT)**
- a) **Attendance:** Madison, Lauren, Kenny, Justin, Bryant, Tiffany, Raven
  - b) **Summary:** The fourth meeting with Loan was to discuss new project directions for Pacific Links needs as well as aligning it with our course goals.
- 11) New Direction Ideation: 11/17/23 (5:00-6:00 PM PDT)**
- a) **Attendance:** Madison, Lauren, Raven, Tiffany, Kenny, Saleha
  - b) **Summary:** The meeting's goal was to discuss project ideas for a new direction with a focus on the design process before meeting with Loan and her team. After speaking with Professor Ngo, it was clear that our project direction needed to place an emphasis on the design process.
- 12) #5 Meeting with Loan and team: 11/17/23 (7:00-8:00 PM PDT)**
- a) **Attendance:** Madison, Saleha, Kenny, Lauren
  - b) **Summary:** The goal of this meeting was to present our new project ideas to Loan and discuss other ideas in which our team can benefit Pacific Links. During the meeting, ideas of a lesson plan or educational module on the PAXU app were discussed.
- 13) Team meeting - New topic discussion: 11/18/23 (6:30-7:30 PM PDT)**
- a) **Attendance:** Lauren, Raven, Saleha, Tiffany, Kenny, Justin
  - b) **Summary:** The team meeting was to update all team members on the new direction to ensure that everyone was aware of the changes to the scope of our project direction. After the meeting, our team members were instructed to download the PAXU app and explore the app features.
- 14) Team meeting - Finish an outline for the new direction: 11/19/23 (2:00-3:00 PM PDT)**
- a) **Attendance:** Raven, Madison, Saleha, Kenny, Bryant, Lauren
  - b) **Summary:** The team meeting was to discuss the outline for our new project to present to the Professor on Monday. The meeting was to discuss the research that needs to be done on the PAXU app and its features. We also finalized the team assignments on the four focused topics to work on for the PAXU app modules.
- 15) #6 Meeting with Loan and Team: 11/22/23 (7-8 PM PDT)**

- a) **Attendance:** Madison, Raven
  - b) **Summary:** The meeting with Loan and her team was to discuss our potential design work on mental health and awareness of human trafficking. They elaborated on how to improve the insights module of the PAXU app. The module will have short info pages, no more than 350 words each, on topics such as human trafficking, self-care, and stress management. The pages will cater to the app's diverse users, who may be at risk of trafficking, migrants, students, or young people. The pages will have few graphics and can link to external sources or graphics in the organization's Google Drive folder. This will make the pages easy to access on different mobile devices and save storage space. The organization will also provide a handbook on human trafficking in English, which will guide the content creation. The team will follow the handbook's style and format, and add graphics or links to the PAXU app, so that users can get useful information quickly.
- 16) Team meeting - Project Update: 11/27/23 (6-7 PM PDT)**
- a) **Attendance:** Madison, Raven
  - b) **Summary:** The purpose of this team meeting was to provide a quick team update on the previous meeting with Pacific Links and to review the assignment of tasks for Report #3.
- 17) Team meeting - Report #3: 11/29/23 (6-8PM PDT)**
- a) **Attendance:** Lauren, Madison, Tiffany, Kenny
  - b) **Summary:** The purpose of this team was to work on and finalize Report #3 for turn-in. To ensure all requirements were met, the team discussed the various sections of Report #3 and divided the work.
- 18) Team Meeting - Report #4: 12/2/23 (10AM - 11 PM PDT)**
- a) **Attendance:** Madison, Raven, Lauren, Saleha, Justin
  - b) **Summary:** The team meeting was to review the contents of each educational module to put on the PAXU app modules and make a website for additional resources that do not fit within the PAXU app.
- 19) Team Meeting - Final Presentation and Report: 12/10/23 (6-8PM PDT)**
- a) **Attendance:** Lauren, Madison, Kenny, Saleha, Tiffany
  - b) **Summary:** The team meeting was to discuss and work on the Final report as well as reviewing specific assignments per team member to get the final report and presentation done before their respective deadlines.
- 20) Team Meeting - Final Report Review: 12/12/23 (6-10 PM PDT)**
- a) **Attendance:** Lauren, Raven, Tiffany, Kenny, Saleha, Madison
  - b) **Summary:** The team meeting was to review the final report and ensure that all the requirements are met and the comments are addressed before the due date on 12/13/23.

## Appendix B

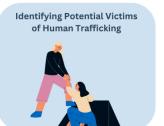
<p><b>INSIGHTS</b></p>  <p><b>Prioritizing Self-Care Practices</b></p> <ul style="list-style-type: none"> <li>• <b>Physical Activity:</b> Engaging in regular exercise has been shown to improve mood, reduce stress, and enhance cognitive function. Aim for at least 30 minutes of moderate-intensity physical activity most days of the week.</li> <li>• <b>Mindfulness and Relaxation Techniques:</b> Mindfulness practices like meditation and deep breathing can help reduce anxiety, improve focus, and promote emotional regulation. Incorporate mindfulness techniques into your daily routine to cultivate a sense of calm and well-being.</li> <li>• <b>Healthy Sleep Habits:</b> Establish a consistent sleep schedule and prioritize adequate sleep. Aim for 7-8 hours of uninterrupted sleep each night to allow the body and mind to rest and recharge.</li> <li>• <b>Nourishing Diet:</b> Make conscious choices to consume a balanced diet rich in fruits, vegetables, and whole grains. Limit processed foods, excessive caffeine, and sugary drinks to support overall physical and mental health.</li> <li>• <b>Social Connection:</b> Nurture strong social connections with friends, family, and loved ones. Engage in meaningful interactions and seek support when needed.</li> <li>• <b>Seeking Professional Help:</b> Don't hesitate to seek professional help if you are struggling with mental health challenges. Therapists and counselors can provide guidance, support, and effective treatment options.</li> </ul>	<p><b>INSIGHTS</b></p>  <p><b>Identifying Potential Victims of Human Trafficking</b></p> <ul style="list-style-type: none"> <li>• <b>Restricted Movement or Control:</b> Victims may be controlled by their traffickers, restricting their freedom of movement, access to personal belongings, or communication with others.</li> <li>• <b>Physical Signs of Abuse:</b> Victims may exhibit signs of physical abuse, such as bruises, scars, or unexplained injuries.</li> <li>• <b>Psychological Signs of Distress:</b> Victims may display signs of psychological distress, such as anxiety, depression, or fear.</li> <li>• <b>Lack of Control Over Finances:</b> Victims may have no control over their finances, with their wages or earnings being withheld by their traffickers.</li> <li>• <b>Working Excessively Long Hours:</b> Victims may be forced to work excessively long hours, often under unsafe or unhealthy conditions.</li> <li>• <b>Isolation from Family and Friends:</b> Victims may be isolated from their family and friends, reducing their ability to seek help or escape their situation.</li> <li>• <b>Lack of Identification or Personal Documents:</b> Victims may lack identification or personal documents, making it difficult for them to escape or seek assistance.</li> <li>• <b>Inability to Leave or Refuse Work:</b> Victims may be unable to leave their workplace or refuse to work without fear of punishment or retaliation.</li> </ul> <p>If you observe any of these signs, it is important to report your concerns to the National Human Trafficking Hotline at 1-888-373-7888 or local law enforcement. By recognizing the signs of human trafficking, we can help to end this devastating crime and protect victims from further exploitation.</p>
<p><b>INSIGHTS</b></p>  <p><b>Mental Wellness Subtopic</b></p>  <p><b>Mental Wellness Subtopic</b></p>  <p><b>Mental Wellness Subtopic</b></p>  <p><b>Human Trafficking Awareness Subtopic</b></p>  <p><b>Human Trafficking Awareness Subtopic</b></p>	

Figure 3.2.1 Illustration for Concept 1

Article on PAXU mobile app	Website via link in the article
<h2>INSIGHTS</h2>  <h3>Prioritizing Self-Care Practices</h3> <ul style="list-style-type: none"> <li><b>Physical Activity:</b> Engaging in regular exercise has been shown to improve mood, reduce stress, and enhance cognitive function. Aim for at least 30 minutes of moderate-intensity physical activity most days of the week.</li> <li><b>Mindfulness and Relaxation Techniques:</b> Mindfulness practices like meditation and deep breathing can help reduce anxiety, improve focus, and promote emotional regulation. Incorporate mindfulness techniques into your daily routine to cultivate a sense of calm and well-being.</li> <li><b>Healthy Sleep Habits:</b> Establish a consistent sleep schedule and prioritize adequate sleep. Aim for 7-8 hours of uninterrupted sleep each night to allow the body and mind to rest and recharge.</li> <li><b>Nourishing Diet:</b> Make conscious choices to consume a balanced diet rich in fruits, vegetables, and whole grains. Limit processed foods, excessive caffeine, and sugary drinks to support overall physical and mental health.</li> <li><b>Social Connection:</b> Nurture strong social connections with friends, family, and loved ones. Engage in meaningful interactions and seek support when needed.</li> <li><b>Seeking Professional Help:</b> Don't hesitate to seek professional help if you are struggling with mental health challenges. Therapists and counselors can provide guidance, support, and effective treatment options.</li> </ul> <p>Learn more at: <a href="http://www.link.com">www.link.com</a></p>	<p>Website title</p> <h3>Mental Wellness Subtopic</h3> <ul style="list-style-type: none"> <li>• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.</li> <li>• Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.</li> </ul>  <h3>Tips &amp; Advice</h3> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.</p>  </div> <div style="text-align: center;"> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.</p>  </div> <div style="text-align: center;"> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.</p>  </div> </div>

Figure 3.2.2 Illustration for Concept 2

  <p>PAXU LOGO</p> <table border="1"> <tbody> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> </tbody> </table>							<h2>Mental Wellness</h2> <hr/> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Mental Wellness Subtopic</p> </div> <div style="text-align: center;">  <p>Mental Wellness Subtopic</p> </div> <div style="text-align: center;">  <p>Mental Wellness Subtopic</p> </div> <div style="text-align: center;">  <p>Mental Wellness Subtopic</p> </div> <div style="text-align: center;">  <p>Mental Wellness Subtopic</p> </div> </div>
							
							
							
<h2>PAXU Modules Page</h2> <hr/> <h3>Awareness</h3> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Human Trafficking Awareness Subtopic</p> </div> <div style="text-align: center;">  <p>Human Trafficking Awareness Subtopic</p> </div> <div style="text-align: center;">  <p>Human Trafficking Awareness Subtopic</p> </div> <div style="text-align: center;">  <p>Human Trafficking Awareness Subtopic</p> </div> <div style="text-align: center;">  <p>Human Trafficking Awareness Subtopic</p> </div> </div>	<h2>Mental Wellness Module</h2> <hr/> <h3>Mental Wellness</h3> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Prioritizing Self-Care Practices</p> </div> </div> <div style="list-style-type: none; padding-left: 0;"> <ul style="list-style-type: none"> <li>• <b>Physical Activity:</b> Engaging in regular exercise has been shown to improve mood, reduce stress, and enhance cognitive function. Aim for at least 30 minutes of moderate-intensity physical activity most days of the week.</li> <li>• <b>Mindfulness and Relaxation Techniques:</b> Mindfulness practices like meditation and deep breathing can help reduce anxiety, improve focus, and promote emotional regulation. Incorporate mindfulness techniques into your daily routine to cultivate a sense of calm and well-being.</li> <li>• <b>Healthy Sleep Habits:</b> Establish a consistent sleep schedule and prioritize adequate sleep. Aim for 7-8 hours of uninterrupted sleep each night to allow the body and mind to rest and recharge.</li> <li>• <b>Nourishing Diet:</b> Make conscious choices to consume a balanced diet rich in fruits, vegetables, and whole grains. Limit processed foods, excessive caffeine, and sugary drinks to support overall physical and mental health.</li> <li>• <b>Social Connection:</b> Nurture strong social connections with friends, family, and loved ones. Engage in meaningful interactions and seek support when needed.</li> <li>• <b>Seeking Professional Help:</b> Don't hesitate to seek professional help if you are struggling with mental health challenges. Therapists and counselors can provide guidance, support, and effective treatment options.</li> </ul> </div> <p>Learn more at: <a href="http://www.link.com">www.link.com</a></p>						
<h2>Human Trafficking Awareness Module</h2>	<h2>Sample of an article under each module</h2>						

 Website title

## Mental Wellness Subtopic

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.
- Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.



## Tips & Advice

• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.



• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.



• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed risus ultricies tristique nulla aliquet. Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada.



### Linked website found in the article

Figure 3.2.3 Illustration for Concept 3

## ENVIRONMENTAL FACTORS

The **4 main environments** that you will be affected by in your lifetime are where you live, where you work, where you go to school, and where you spend your time socially. Each of these principle environments have a different set of factors that most influence your life and wellbeing.



For each, accessing important factors to wellbeing can help to identify negative effects and decide whether or not to take action. Focus on:

- If the environment induces high stress
- Your sense of belonging in each
- Your sense of control or autonomy
- Your sense of safety
- Your perception of the environment

The most notable factors in the environment that have an effect on us are:

- Aesthetics
- Sensory
- People
- Culture and Values
- Familiarity

### Detailed View of Old Module Design for Environmental Factors

## ENVIRONMENTAL FACTORS

The **4 main environments** that you will be affected by in your lifetime are where you **live**, where you **work**, where you go to **school**, and where you spend your time **socially**. Each of these principle environments have a different set of factors that most influence your life and wellbeing.



If the environment induces high stress



Your sense of belonging in each



Your sense of control or autonomy



Your sense of safety



Your perception of the environment

For each, accessing important factors to wellbeing can help to identify negative effects and decide whether or not to take action. Focus on:



### Detailed View of New Module Design for Environmental Factors

## SELF CARE PLAN

### IDENTIFYING PERSONAL STRESSORS

Acknowledging one's mental health needs is not merely a personal endeavor but a communal responsibility. By identifying personal stressors, individuals can navigate the complexities of migration, work, and societal adaptation more effectively, fostering resilience and a harmonious integration into their new environments.

#### MINDFULNESS & MOTIVATION



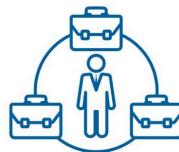
Practice mindfulness and meditation to increase self-awareness. These techniques can help individuals observe their thoughts without judgment, allowing for a clearer understanding of the factors causing stress.

#### BEHAVIORAL CHANGES



Be mindful of changes in behavior, habits, or routines. Disruptions in sleep patterns, social withdrawal, or alterations in daily activities may signal the presence of stressors.

#### WORK & ENVIRONMENT



Evaluate the work environment and daily surroundings. Job-related stress, excessive workload, or dissatisfaction with living conditions can be significant stressors. Understanding the sources of discomfort can guide effective problem-solving.

### *Detailed View of Old Module Design for Self-Care Plan*

**SELF CARE PLAN**

**IDENTIFYING PERSONAL STRESSORS**

Acknowledging one's mental health needs is not merely a personal endeavor but a communal responsibility. By identifying personal stressors, individuals can navigate the complexities of migration, work, and societal adaptation more effectively, fostering resilience and a harmonious integration into their new environments.

**1 Mindfulness & Motivation**

Practice mindfulness and meditation to increase self-awareness. These techniques can help individuals observe their thoughts without judgment, allowing for a clearer understanding of the factors causing stress.

**2 Behavioral Changes**

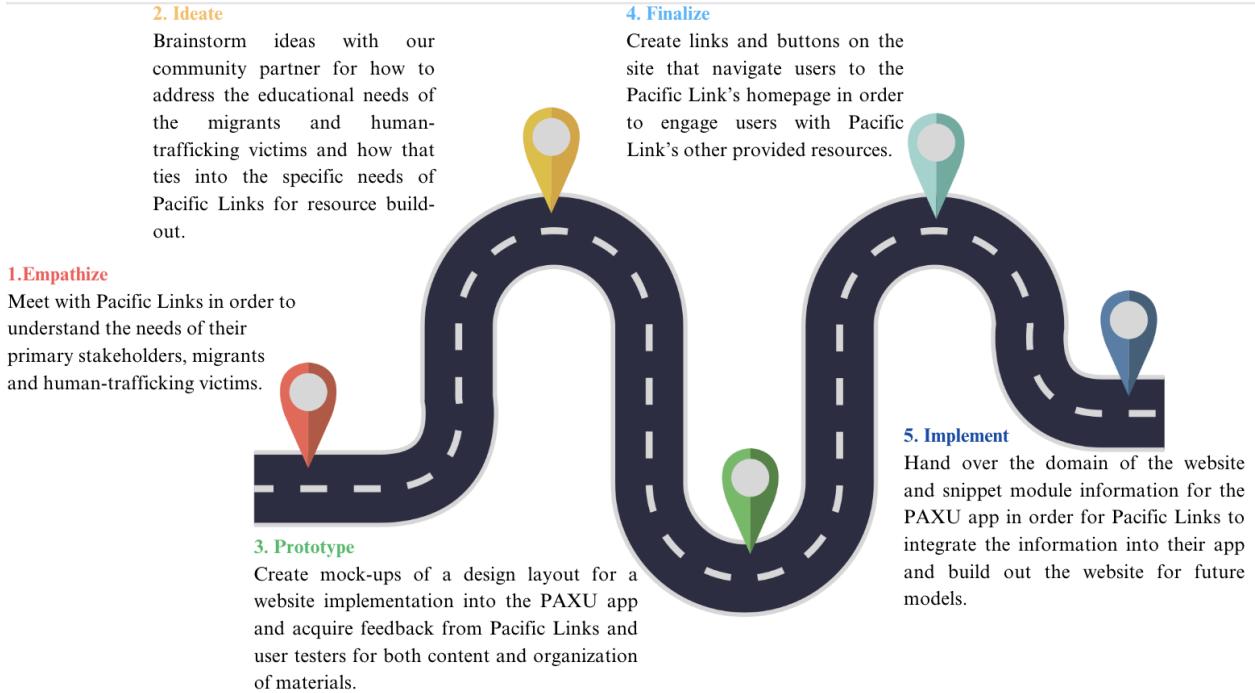
Be mindful of changes in behavior, habits, or routines. Disruptions in sleep patterns, social withdrawal, or alterations in daily activities may signal the presence of stressors.

**3 Work & Environment**

Evaluate the work environment and daily surroundings. Job-related stress, excessive workload, or dissatisfaction with living conditions can be significant stressors. Understanding the sources of discomfort can guide effective problem-solving.

### *Detailed View of New Module Design for Self-Care Plan*

Figure 4.2.1 Detailed Images of Before and Current Designs



*Figure 6.1.1 Roadmap*

Table 6.1.2 Resources Assessment Table

Distribution	Activities	Capabilities	Responsibilities			Still needed?
			Design team	Pacific Links Foundation	External	
Two modules on Mental Wellness and Human Trafficking Awareness on the PAXU app + Customized website for each module	Content development	Research ideas and information on Mental Wellness and Human Trafficking	✓			Design and implement interactive elements such as exercises, and simulations
		Incorporate the pre-existing resources from Pacific Links into PAXU	✓			
		Customize the website with relevant content and design that match Pacific Links' needs	✓			
	Performance tracking	User engagement metrics by tracking how long users spend on specific pages and what links they link on the website if they want to learn more		✓	✓	-Website maintenance methods and cost
	Mobile responsive testing for the website	Usability testing in order to see if the website works well both on mobile+website format, as well as the website being used for its main purpose of education by tracking where the users click			✓	-Quality tracking and user testing on the desired demographic (migrants and sex trafficking victims) -Since we do not have access to these users and not enough time, Pacific Links will

		User feedback based on time spent on the website and where they navigate to if they click on links to learn more				be responsible for this aspect of the website
--	--	--	--	--	--	---

*Table 6.2.1 Failure Modes and Effects Analysis Table*

Failure Mode	Effect(s)	Severity (1-10)	Occurrence (1-10)	Detection (1-10)	Risk Score (S*O*D)	Action
Inaccessible link/content format	- Prevent users from accessing the website - Users have difficulty reading the content	10	6	8	480	- Conduct regular audits to ensure content is accessible to all users. - Utilize free automated tools (e.g. accessScan) to identify inaccessible links/content promptly.
Inaccurate or outdated information	Unattractive to new users	8	7	5	280	- Implement a content review process to ensure accuracy and update information regularly. - Clearly indicate the date of publication or last update for all content. - Provide a submission portal to encourage users to report any inaccuracies they find.
Poorly designed interactive elements on the website	Insufficient to motivate users to consider long-term usage	5	5	7	175	- During the design phase, ensure that interactive elements are responsive, catering to various devices and screen sizes. - Implement A/B testing for different design iterations to measure user responses and identify the most effective design elements.