



SHE

Self Development
Healing Empowerment

Therapeutic VR Game



~~“IT’S JUST
A HUG.”~~

You're not a victim for sharing your story. You are a survivor setting the world on fire with your truth. And you never know who needs your light, your warmth, and raging courage.



SEXUAL HARASSMENT IS **NOT** A COMPLIMENT OR A JOKE

SEXUAL HARASSMENT **IS** A CRIME



NO
ANYTHING LESS THAN A YES IS A
NO



“I thought he was my friend.”

Join others who are thinking the same thing.

$\frac{1}{2}$ of all sexual assaults
are committed by a friend.

**What were you
wearing?**

Problem Statement

Sexual harassment is a pervasive issue that not only inflicts emotional and psychological wounds but also erodes an individual's sense of self-worth and confidence. The ultimate idea of **SHE**, a therapeutic VR game is to heal and regain the lost confidence and self worth from Sexual Harassment. **SHE** is based on Self Development, Healing and Empowerment.



Why this Idea?

VR facilitates immersion and interaction a little later, first it gives us freedom, freedom to experience what we are not able to experience in real life. It is there to enhance our experience. The game will give the users a chance to do what they might not be able to do in a real environment. Sexual trauma instills a fear to trust anyone. Not just this, it creates a self doubt and even more, in worst cases leads to a depression for a lifetime.



The World Health Organization (WHO) estimates that 1 in 3 women have experienced physical or sexual violence in their life.



I am sure the exact number is even larger than this. Not a single girl is there whom I have met had not faced this.

questioning you about
your sex life

touching, grabbing or
making other physical
contact

leering and staring at
you

THIS IS HOW YOU DEFINE SEXUAL HARASSMENT

making sexual
comments

displaying rude and
offensive material

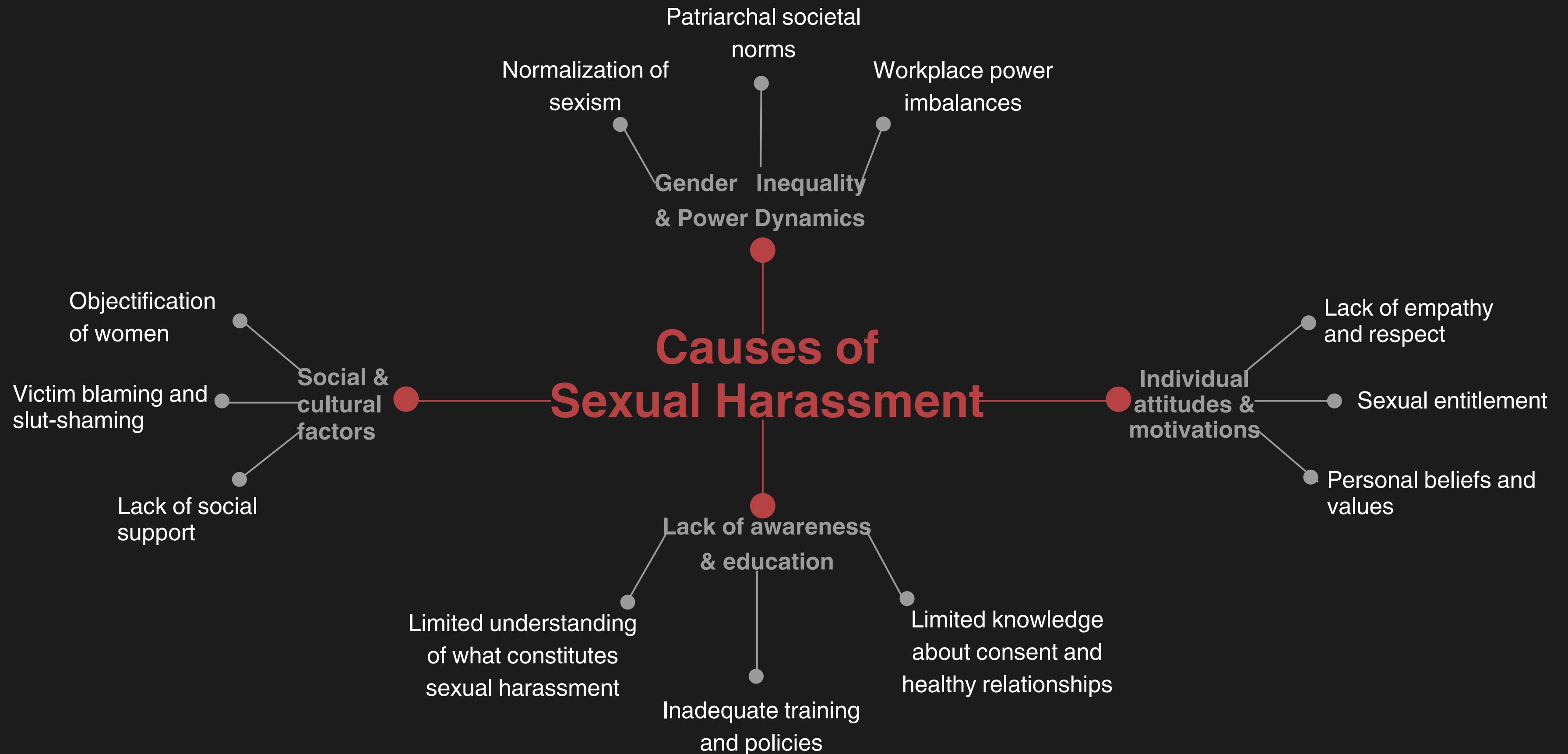
cracking sexual jokes
and comments

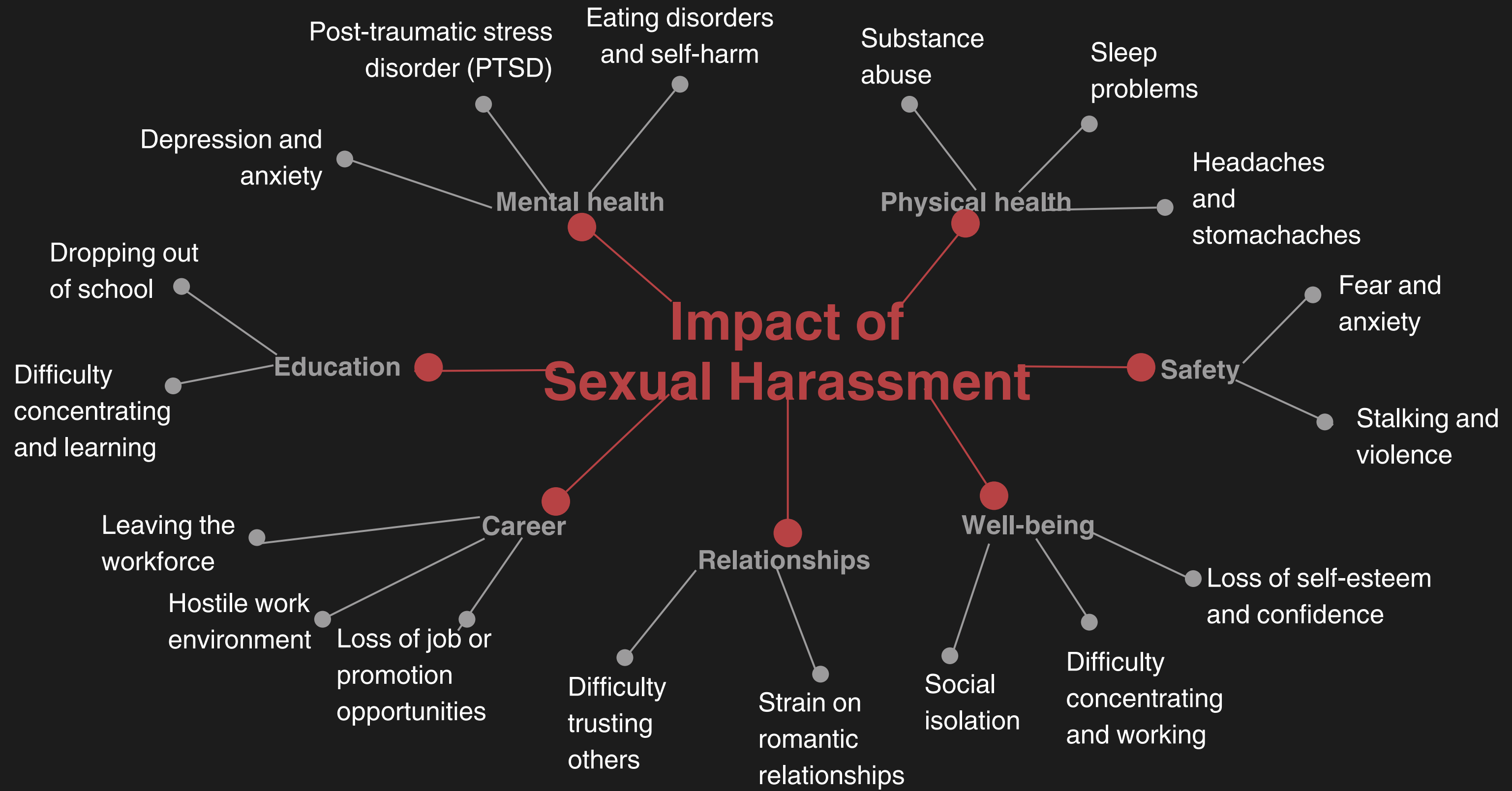
asking for sexual
favours

committing a criminal
offence against you

insulting you with
sexual comment

making sexual
gestures

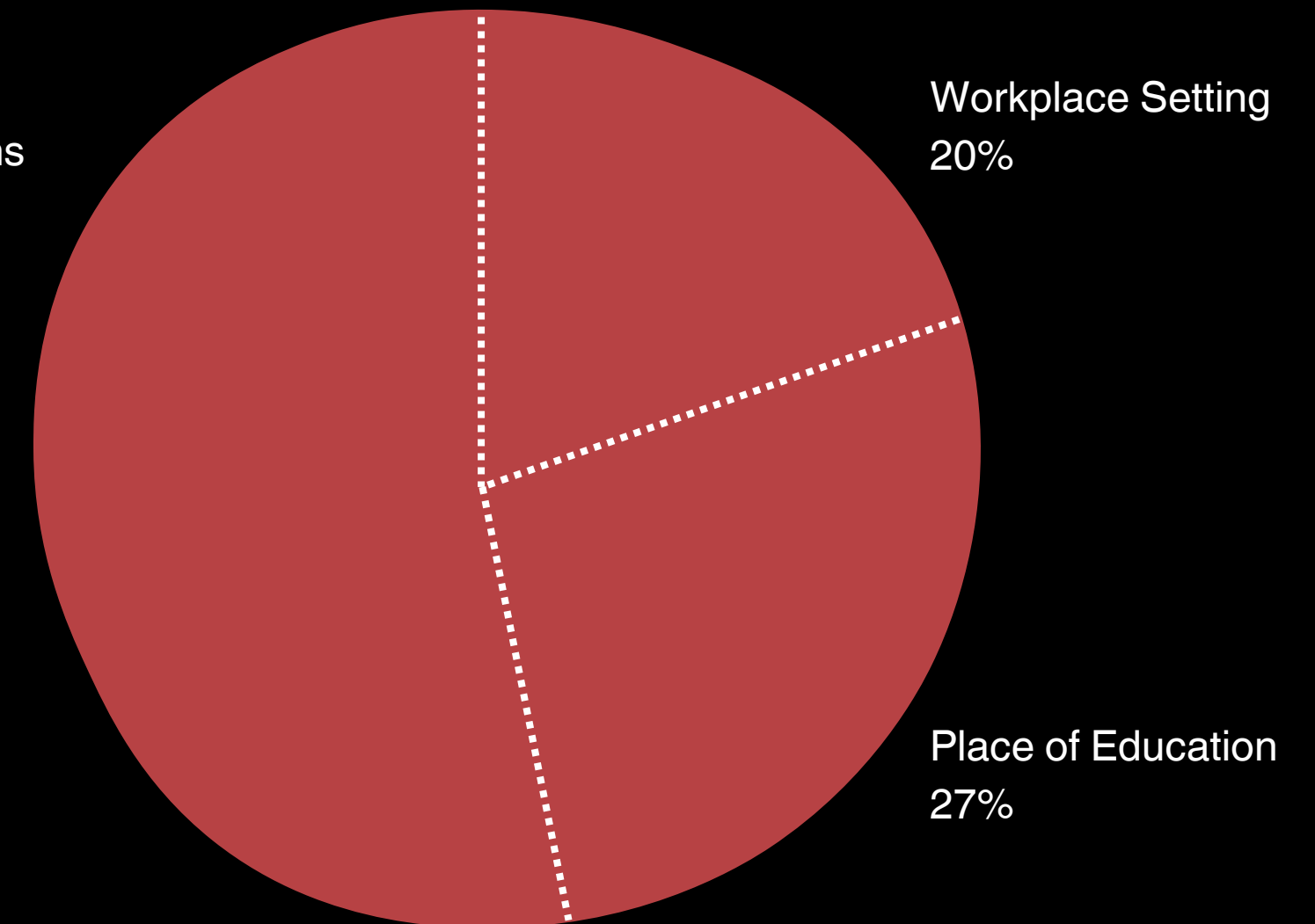




Insights

18000 women have been harassed sexually and have registered formally with the justice system of the country where (according to Kaggle)

Other Locations
53%



A review of the CRB Report 2021, released in August 2022, shows that crimes against women increased by 15.3 percent from 2021, and increased from 56.5 percent in 2020 to 64.5 percent in 2021 (incidents per 1 lakh population).

Laws on Sexual Harassment

Constitutional Framework:

- Article 14: Equality before law and equal protection of laws.
- Article 19(1)(c): Freedom to practice any profession or to carry on any occupation, trade or business.
- Article 21: Right to life and personal liberty.

Specific Laws:

- The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013: This landmark act addresses sexual harassment in workplaces, both public and private. It defines sexual harassment, establishes Internal Complaints Committees (ICCs) for investigation and redressal, and provides for penalties for offenders.
- The Indian Penal Code (IPC): Sections 354 (outraging modesty), 354A (sexual harassment), 354B (assault or use of criminal force to woman with intent to disrobe), 376 (rape), and 509 (word, gesture or act intended to insult the modesty of a woman) can be used in cases of sexual harassment.
- The Criminal Procedure Code (CrPC): Provides procedures for filing complaints, investigation, and trial in sexual harassment cases.

Additional Measures:

- Vishakha Guidelines: Supreme Court guidelines establish guidelines for preventing and addressing sexual harassment at educational institutions and other workplaces not covered by the 2013 Act.
- State-level Commissions: Many states have established Women's Commissions or similar bodies that handle complaints of sexual harassment.

Resources for Support:

- National Commission for Women (NCW): A nodal agency for women's issues, offering support and advice on sexual harassment complaints.
- 1098 Mahila Helpline: A 24/7 helpline for women facing any form of violence or harassment.
- State government helplines: Many states have their own women's helplines and support mechanisms.

Previous Ad, Campaigns & Activities



In 2006, Tarana Burke coined "Me Too" to support sexual violence survivors. In 2017, Alyssa Milano's tweet about Harvey Weinstein's allegations ignited the movement further.

IS IT MY FAULT?



To dismiss such understanding of sexual abuse and the idea of "victim-blaming", the Centre Communautaire Maritime in Brussels has put up an exhibition that features clothing items worn by victims of rape, to drive home the fact that one's choice of attire is not responsible for the assault perpetrated on a woman..



HOW WAS YOUR WEEKEND? --- DID YOU GET ANY?

Sexual harassment.
Know where the line is.



TEXTING --- SEXTING

Sexual harassment.
Know where the line is.



HOW ARE YOU TODAY --- SEXY?

Sexual harassment.
Know where the line is.



Draw a Line (University of Windsor, Canada): This campaign focuses on preventing sexual violence at the university.



This professional campaign titled 'Behaviour, Cleavage' was published in Brazil in April, 2014. It was created for the brand: Star Models, by ad agency: rEvolution.

**When
I don't say
clearly **yes**
it's that
I'm clearly
saying **no.****

#UNITED
against harassment



**How about
not mentioning
my legs
my dress
my chest
my walk
and talking
about
my research
instead?**

#UNITED
against harassment



**Sometimes
smiling
being nice
wearing
a dress
being a woman
is risky
behavior.**

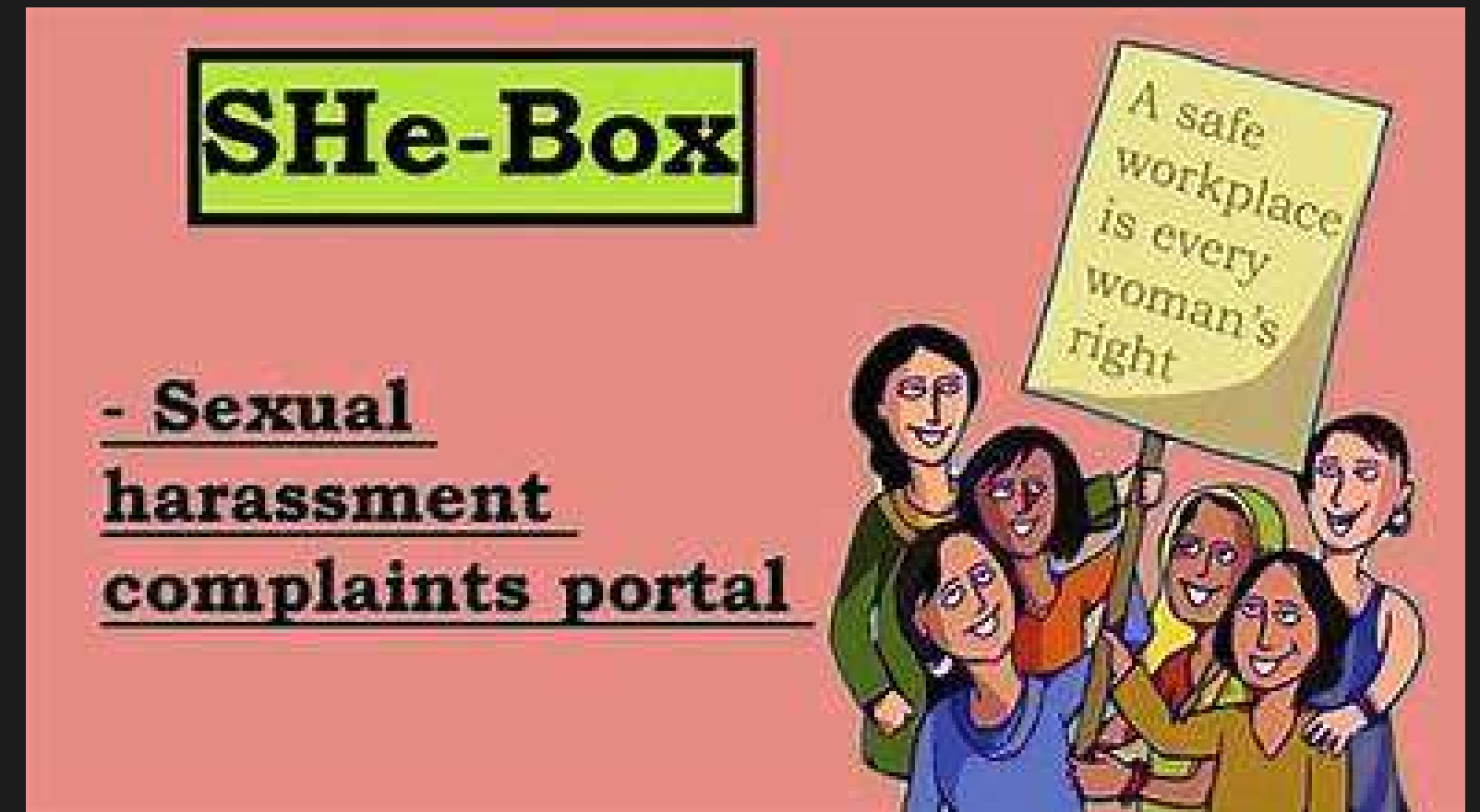
#UNITED
against harassment



University of Geneva launched a big campaign against sexual harassment. About 20 strong and provocative messages were displayed in all the faculties and buildings of the university.

Where To Seek Help?

- SHe- Box Online Complaint Management System is for someone who is facing Sexual Harassment at workplace.
- For any emergency assistance **helpline** number is 112.
- National Commission for Women Helpline 7827170170
- Women Helpline Number 181



Design Strategy

Project Requirement: To develop a therapeutic VR game for survivors of sexual harassment that provides a safe and supportive environment to confront and navigate challenging scenarios, fostering emotional healing, and promoting resilience.

Market Segments: Primary- Female survivors of sexual harassment
Secondary- Mental health professionals, sexual assault support organizations, schools and universities.

General Tasks: Visiting Sexual Assault Museums, Talk session with a created character, Scream and shout , Collecting Healing Badges with each task, Self Defense Fights, Helping someone in a hypothetical scenario of sexual assault to take right decisions, Seek Helpline Support

Technological Guidelines : Compatible with major VR platforms (Oculus, HTC Vive, etc.).

Branding goals: Empowering, supportive, accessible , serious, real and hopeful.

Critical Success Factor: Increasing action of women against crime and raising awareness, Healing from past trauma, learning self defense and taking actions more thoughtfully, Empowering women

User Profile

Market Segment	Teenagers	Working Woman
User Goals:	To heal from the past trauma.	To heal from the past trauma
Technological Expertise :	Tech Savvy, familiar with VR, can get use to VR tools easily.	Beginner, Heard about VR, will take time to get used to it.
Domain Expertise:	Moderate, Knows how to play games	New to playing games
Expectations:	After playing game they should atleast make some informed choices in future situations resembling past trauma.	After playing game they should atleast be able to take actions rather than espacing from the situation.

Interview 1

Interview Topics	Question Asked	Answers
What Motivates User	Why do you want to play this game?	To take the frustration of her past trauma in a better way rather than screaming on other and spoiling relationship. To share something which cannot be shared with anyone.
User Domain Knowledge	Have you ever played VR games?	Played normal games but not VR ones.
User Environment	Where do you plan to access the VR game? (Home, therapy center, VR arcade, etc.)	Home
Tasks Flow	How do you feel about the task and its effectiveness in tailoring the game to your needs ?	The game seems highly effective and I can't wait to play.
Problems	What specific challenges or difficulties have you faced because of your past trauma?	To face that person daily who assaulted you.
Usage Pattern	Do you want this game to be short or long?	Short
Additional Needs	What are the things you want to be included in this game?	I want to take my grudge out through fight.

Interview 2

Interview Topics	Question Asked	Answers
What Motivates User	Why do you want to play this game?	To heal form my past traumas To be fearless again and trust people
User Domain Knowledge	Have you ever played VR games?	Played normal games out of curiosity
User Environment	Where do you plan to access the VR game? (Home, therapy center, VR arcade, etc.)	VR Arcade or Therapy Centre as we will find people with similar experiences
Tasks Flow	How do you feel about the task and its effectiveness in tailoring the game to your needs ?	The game seems highly effective to make people open up about their thoughts
Problems	What specific challenges or difficulties have you faced because of your past trauma?	Became less expressive and sometimes it is difficult to understand the emotions running in my mind and as a result I have stopped reacting even when it is required.
Usage Pattern	Do you want this game to be one timer or multiple timer?	One Timer as he serves a purpose of healing
Additional Needs	What are the things you want to be included in this game?	I want character in the game to be empathic and expressive.

Interview 3

Interview Topics	Question Asked	Answers
What Motivates User	Why do you want to play this game?	To share past trauma with somebody without being judged by anyone.
User Domain Knowledge	Have you ever played VR games?	Played normal games but not VR ones.
User Environment	Where do you plan to access the VR game? (Home, therapy center, VR arcade, etc.)	VR Arcade or Therapy Centre as sharing things will be easier and judgement free.
Tasks Flow	How do you feel about the task and its effectiveness in tailoring the game to your needs ?	The game seems highly effective as it will take my past grudges and providing with peace of mind.
Problems	What specific challenges or difficulties have you faced because of your past trauma?	Have trust issues and fear
Usage Pattern	Do you want this game to be short or long?	Multiple times to share my experiences
Additional Needs	What are the things you want to be included in this game?	I want to share thoughts and Ted Talk would be perfect.

Interview 4

Interview Topics	Question Asked	Answers
What Motivates User	Why do you want to play this game?	To take that fear out of me and take right decisions in future regarding this.
User Domain Knowledge	Have you ever played VR games?	Played VR games
User Environment	Where do you plan to access the VR game? (Home, therapy center, VR arcade, etc.)	VR Arcade or Therapy Centre as sharing things will be easier much easier
Tasks Flow	How do you feel about the task and its effectiveness in tailoring the game to your needs ?	The game seems highly effective to overcome my instilled fear of touch by others.
Problems	What specific challenges or difficulties have you faced because of your past trauma?	To face that person daily who assaulted you. To have fear of touch and physical contact from others.
Usage Pattern	Do you want this game to be short or long?	One Timer if it serves the purpose
Additional Needs	What are the things you want to be included in this game?	I want a souvenir of my healing.

Environmental Profile (Level 1)

Environmental Profile	Description
Location:	Sexual Assault Museum (Indoor)
Geography :	India
Workspace:	Spacious hall with different interaction points through painting, photographs, music and quotes shared by multiple characters experiencing it.
Lighting:	Bright
Sound:	off unless you in music zone

Environmental Profile (Level 2)

Environmental Profile	Description
Location:	Ted Talk Stage (Indoor)
Geography :	India
Workspace:	stage with audience cheering
Lighting:	Light focused only on speaker
Sound:	off (when the speaker will share its trauma and cheering at the end)

Environmental Profile (Level 3)

Environmental Profile	Description
Location:	Public Transport
Geography :	India
Workspace:	Overcrowded to let the assaulter take the advantage
Lighting:	Dim light
Sound:	people talking sound and vehicle sound

Environmental Profile (Rejuvenation Zone)

Environmental Profile	Description
Location:	Art Studio (Indoor)
Geography :	India
Workspace:	Calm with pottery tools
Lighting:	Bright
Sound:	soft music

TASKS CHART

TITLE	LEVELS	TASK BRIEF
YOU ARE NOT ALONE	LEVEL 1:	The user have to visit a Virtual Sexual Assault Museums and interact with their Art for a feeling of Inclusivity as the user is not alone in this.
REJUVENATING TASKS		Make a Pot in Potter's Wheel
TALK IT OUT	LEVEL 2:	The user have to narrate the her story in a Ted Talk scene, the benefit will be the grudge will be out without even anyone knowing this.
REJUVENATING TASKS		Break the pot
TIME FOR ACTION	LEVEL3:	The user have to help some women faced the same taking right decisions.
REJUVENATING TASKS		Use gold to fix that pot (Kintsugi- Healing makes use even better than before)

NOTE: You cannot skip any level and once you complete a level with the rejuvenating task , you will earn a healing badge. After completion of all the levels you will get a you are healed badge

TASKS FLOW

Level	No.	List of Tasks
Level 1		Enter Museum through gate. Seeing paintings and photographs and quotes. Reading the texts about that. Listening music by picking headphone in music zone
Rejuvenating Task 1		Entering rejuvenating zone Taking Soil putting water making Pot Place it in the Studio

TASKS FLOW

Level	No.	List of Tasks
Level 2		Entering Ted Talk Stage through gate. Taking Mic Telling about you experiences
Rejuvenating Task 2		Entering rejuvenating zone . Taking the pot in hand. Throwing it to break. Collecting piece and keep it on table.

TASKS FLOW

Level	No.	List of Tasks
Level 3		getting out of the indoor environment. Took an auto. Saw some form of Sexual Harassment happening. You shout and pushed the driver.
Rejuvenating Task 3		Entered Rejuvenating zone again Took the pieces and joined with gold Kept the pot near quote “Healing makes you even better than before.”

PERSONA 1



DEMOGRAPHICS:

Name- Bushra Alam

Age- 18

Location- Kolkata, India

occupation- Student

Family- Lives with her two younger brother and mother

USER TYPE:

A teenager student seeking emotional healing and Interested in exploring alternative decision-making and building resilience.

FAMILARITY WITH AR/ VR

Never played VR Games but played other mobile games

USER GOAL:

Confront her past experiences in a safe and controlled environment.

Develop coping mechanisms and emotional processing skills.

USER MOTIVATION:

Deeply impacted by her experience with sexual harassment

Desires to heal from the trauma and move forward

Appreciates the anonymity and privacy afforded by the virtual world.

STORY ARC:

Bushra was a bright and outgoing student until she experienced sexual harassment on her college campus. The incident left her feeling violated, ashamed, and powerless. She struggled with anxiety, depression, and flashbacks, and found it difficult to trust others or feel safe in public spaces. She heard about the therapeutic VR game and decided to try it as a way to confront her past and begin to heal.

AGENCY:

The game will help her talk out all the past traumas as sometime addressing the issue is the first step to solve it.

In VR, she will not be any less in physical strength and helping someone out taking right decisions in getting justice will lessen the guilt of not speaking it out and give the courage to speak for her.

PRESSENCE:

Interacting with art related to sexual harassment survivor represents healing in different ways to create a sense of community and belonging.

PERSONA 2



DEMOGRAPHICS:

Name- Naziya Mallick

Age- 27

Location- Jamshedpur

occupation- Doctor

Family- Lives alone due to work

USER TYPE:

She is a female doctor specializing in emergency medicine. She works long and irregular hours , often finishing late into the night or early morning.

FAMILARITY WITH AR/ VR

Played VR Games but twice.

USER GOAL:

She seeks tools and resources to enhance her decision-making skills, maintain emotional stability, and effectively manage the stresses as she meets diverse people daily.

USER MOTIVATION:

She faces different people daily but her past experiences affects her emotional stability and her personal life overtakes her professional life.

s

She is planning to get married soon but her fear of trusting people is not letting the choose the right partner for her.

STORY ARC:

Naziya is a strong women who is independent financially but after an incnet of sexual harassment she feels lot and uneasy to work late night which is a requirement in her profession. Her marriages plans are also delaying because of all this. So, to move ahead in career and relationships she decided to try SHE.

AGENCY:

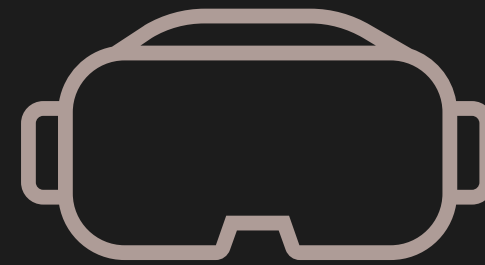
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In VR, she will not be any less in physical strength and helping someone out taking right decisions in getting justice will lessen the guilt of not speaking it out and give the courage to speak for her.

PRESSENCE:

Taking actions for others in game will make her more decisive in her real life . The regrets and flashbacks will eventually fade to bring trust again.

TECHNOLOGY DEPENDANCIES



Hardware:

- VR headset: Oculus Quest, HTC Vive, PlayStation VR, or other compatible devices
- Controllers: Appropriate controllers for the chosen VR headset
- Computer or console: Powerful enough to run the VR game smoothly
- Sensors: Additional sensors for advanced movement tracking or haptic feedback (optional)

Software:

- VR game engine: Unity, Unreal Engine, or another suitable engine
- 3D modeling and animation software: Blender, Maya, Cinema 4D, or similar
- Audio editing software: Pro Tools, Logic Pro, Audacity, or equivalent
- Programming languages: C#, C++, JavaScript, or other languages depending on the chosen engine
- VR development tools: Specific tools for building and deploying the VR application

Additional Technologies:

- Cloud computing platform (optional): For hosting the game and user data
- Secure data storage solution: For ensuring data privacy and security
- User management platform: For handling user accounts and access control
- Customer support platform: For providing assistance to users

DEVELOPMENT GUIDELINES



User Experience (UX):

- User-centered design: Focus on the needs and preferences of survivors throughout the development process.
- Accessibility: Ensure the game is accessible to users with different abilities and cultural backgrounds.
- Usability: Make the game intuitive and easy to learn and use.
- Immersiveness: Create realistic and engaging virtual environments.
- Emotional safety: Prioritize player well-being and ensure the content is not triggering or overwhelming.

Content:

- Culturally sensitive: Represent diverse experiences and perspectives accurately.
- Evidence-based: Develop scenarios and interventions based on best practices in trauma psychology.
- Age-appropriate: Tailor the content to the target age group.
- Inclusive: Avoid harmful stereotypes and discrimination.

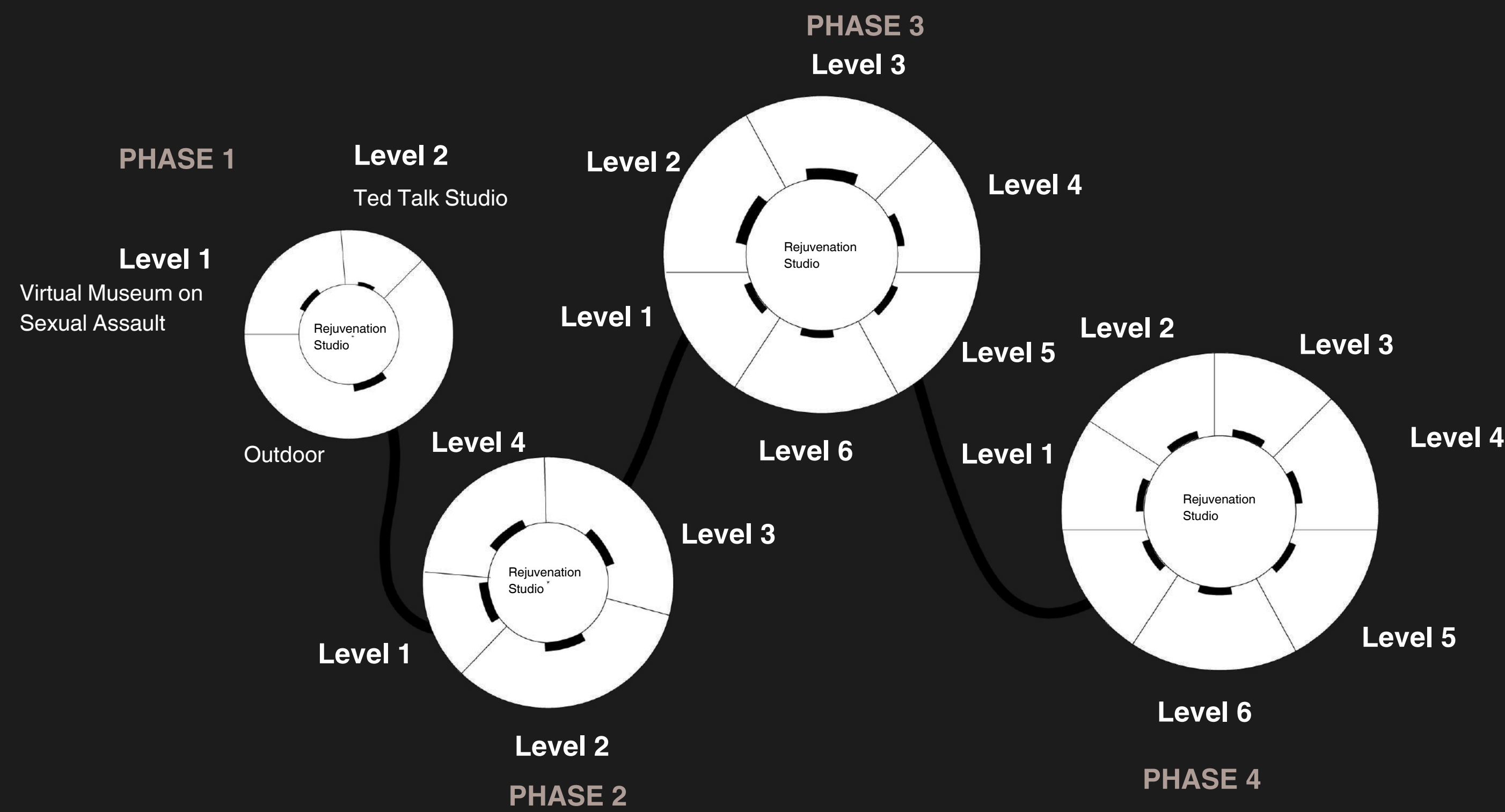
Technical Considerations:

- Performance optimization: Ensure the game runs smoothly on various VR platforms.
- Security and privacy: Implement robust measures to protect user data.
- Scalability: Design the game to accommodate a large number of users.
- Compatibility: Ensure the game is compatible with different VR devices and operating systems.

Additional Guidelines

- Ethical considerations: Adhere to ethical guidelines regarding data collection, research, and mental health interventions.
- Transparency and communication: Communicate openly with users about the game's purpose, features, and limitations.

FLOOR PLAN



SCENARIO

YOU ARE NOT ALONE (Level 1)

The user enters the virtual reality (VR) experience of a museum dedicated to healing from sexual assault traumas. The museum offers various interactive exhibits showcasing personal stories, statistics, and resources for survivors and allies, which will create a sense of inclusivity in the mind of user that the user is not alone and can deal and heal with it like many survivors of sexual assault and will get a way to work this healing process out by learning from others.

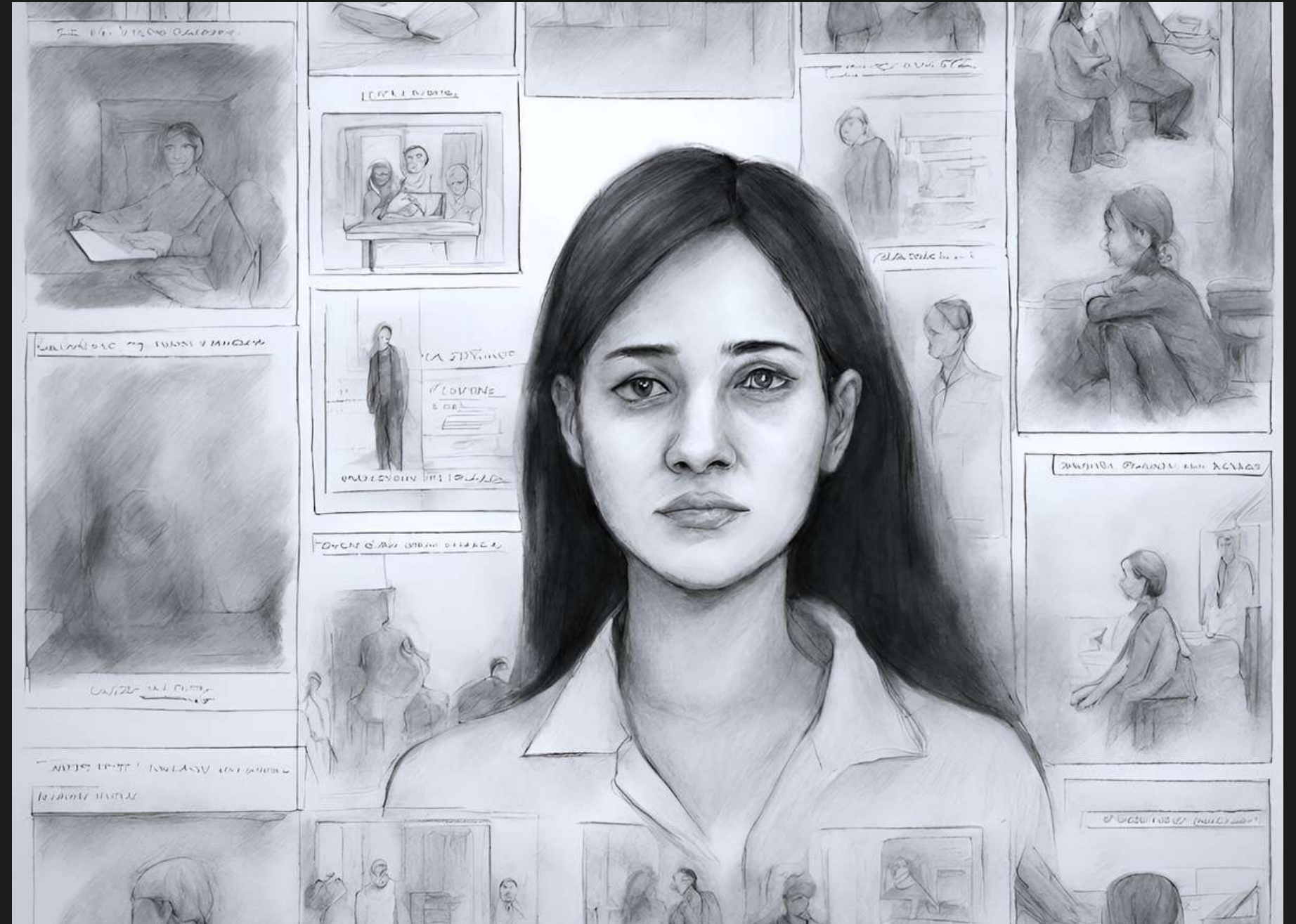
TASK MAPPED

1. The user enters the VR museum and is greeted by a welcoming environment.
 - a. The user explores the museum's various exhibits, which include: Personal stories from sexual assault survivors
 - b. Statistics about sexual assault
 - c. Resources for survivors and allies
2. The user interacts with the exhibits in a way that feels safe and comfortable for them.
3. The user leaves the VR museum feeling more empowered and hopeful about their healing journey.

Virtual Museum on Sexual Assault (Level 1)



Exhibiting the dresses worn by the women worn at the time of sexual assault.



Showcasing personal stories, statistics, and resources for survivors related to sexual assault.

SCENARIO

REJUVENATION LEVEL 1

The user enters a serene and revitalizing rejuvenation studio, where they are greeted by a calming ambiance and soothing sounds. As they explore the tranquil space, they discover a glowing healing badge that signifies the completion of the previous task. Upon collecting the badge, the user feels a surge of energy and renewed motivation, ready to tackle the challenges ahead.

TASK MAPPED

Task 1. Making the pot

Task 2. Keeping the created pots at a specified location.

Task 3. Collecting the healing badge 1.

Rejuvenation Zone (After Level 1)



Task 1. Making the pot



Task 2. Keeping the created pots at a specified location.



Task 3. Collecting the healing badge 1.

SCENARIO

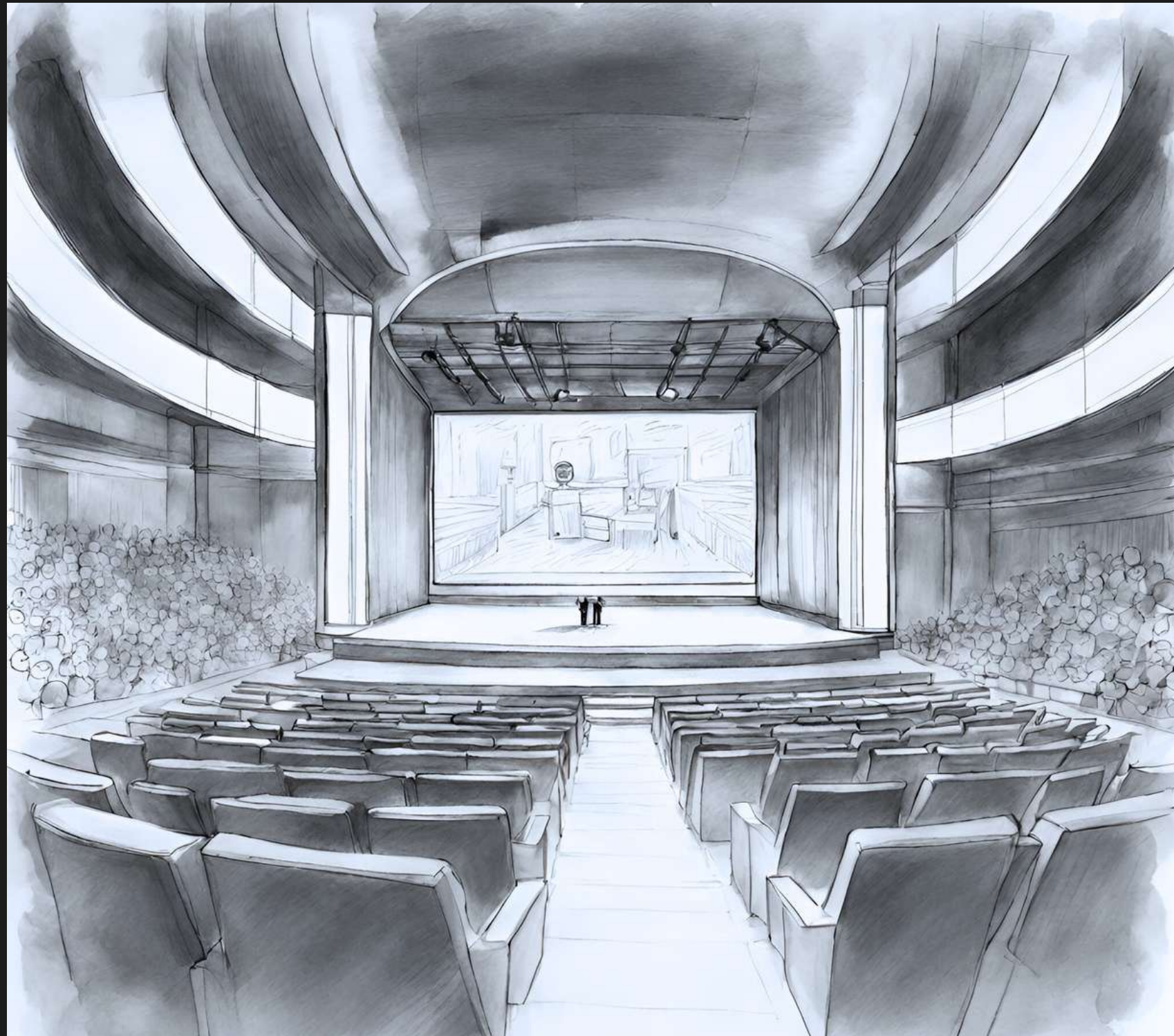
TALK IT OUT (Level 2)

The user is participating in a VR game therapy session level 2 designed to help them process their trauma and develop coping mechanisms. The VR environment is designed to be a safe and supportive space where the user can feel comfortable sharing their experiences with a virtual audience.

TASK MAPPED

1. The user will reach the stage.
2. The user will take a mic and talk.
3. The audience praises her
4. The user will be teleported to rejuvenation studio

Ted Talk Zone (Level 2)



Ted Talk stage for the users sharing their past trauma of sexual assault.



Audience praising the user for acting so brave to let her emotions flow.

SCENARIO

REJUVENATION LEVEL 2

The user enters a serene and revitalizing rejuvenation studio, where they are greeted by a calming ambiance and soothing sounds. As they explore the tranquil space, they discover a glowing healing badge that signifies the completion of the previous task. Upon collecting the badge, the user feels a surge of energy and renewed motivation, ready to tackle the challenges ahead.

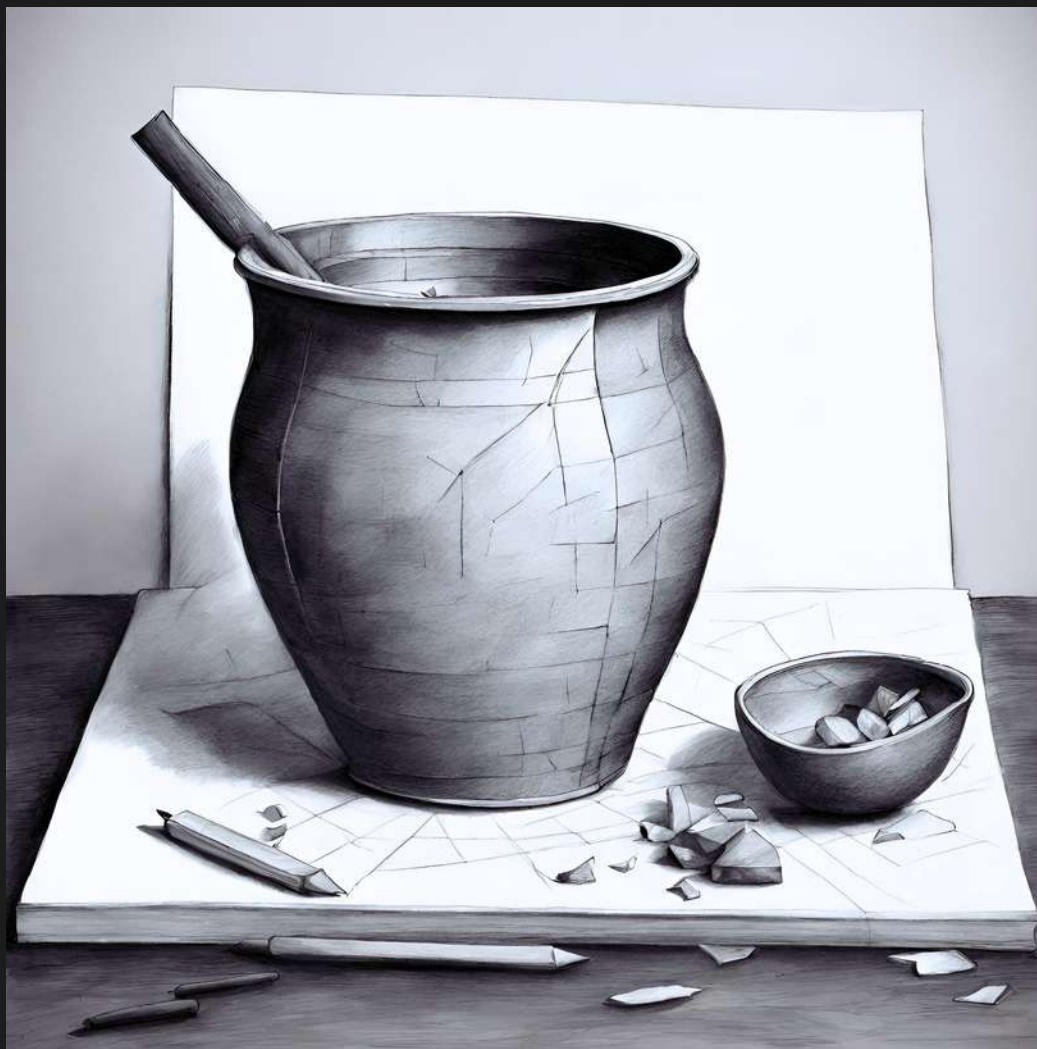
TASK MAPPED

Task 1. Breaking the created pot

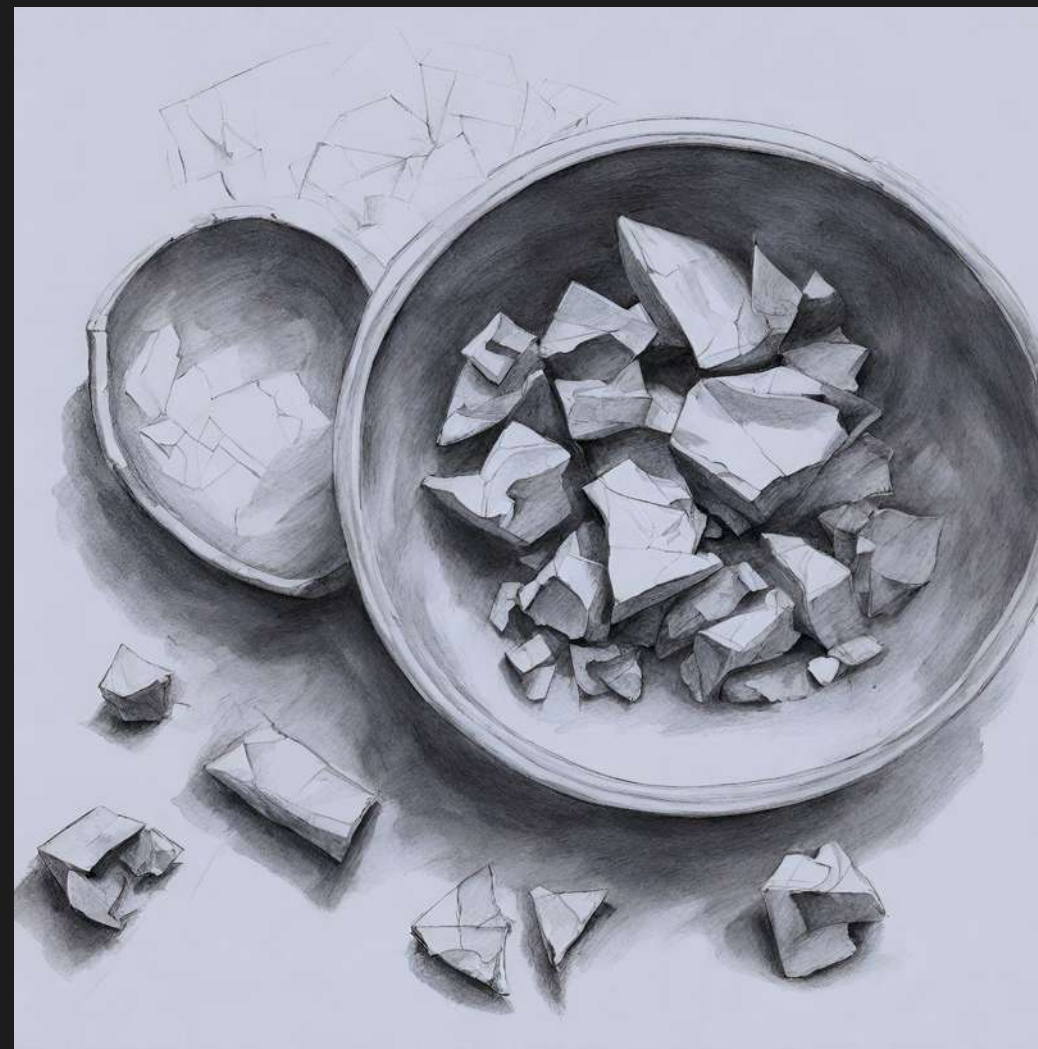
Task 2. Collecting the broken pieces.

Task 3. Collecting the healing badge 2.

Rejuvenation Zone (After Level 2)



Task 1. Breaking the created pot



Task 2. Collecting the broken pieces.



Task 3. Collecting the healing badge 2.

SCENARIO

TIME FOR ACTION (Level 3)

The user will enter the rejuvenation studio for rejuvenation task 2 , where the user have to accept that something beautiful is broken to create a feeling of fixing it.

TASK MAPPED

- 1.The user will take an auto.
- 2.She notices the gestures of the other women co passenger showing discomfort.
- 3.She has to take an action by pressing the SOS key.
- 4.she will do a variety to activity to help the other women out.

Public Transport (Level 3)



Women surrounding by men looking very uncomfortable



feeling of bad touch while resting hand

SCENARIO

REJUVENATION LEVEL 3

The user again enters rejuvenation studio, this will be the final rejuvenation task for this phase and it will make the user understand the fact that healing makes them even better through a Japanese concept of Kintsugi.

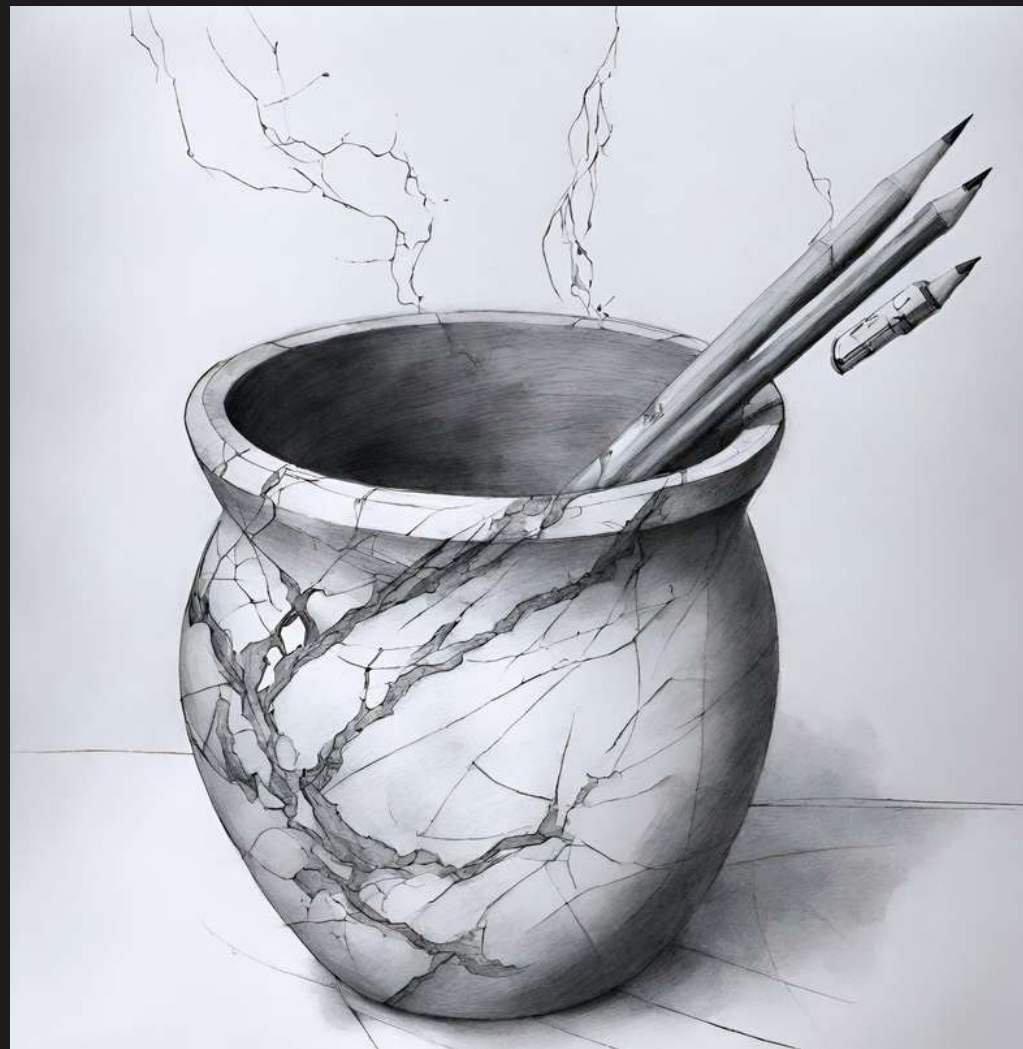
TASK MAPPED

Task 1. Fixing the pot using gold with kintsugi technique.

Task 2. Putting the fixed pot near the quote related to healing.

Task 3. Collecting the healing badge 3.

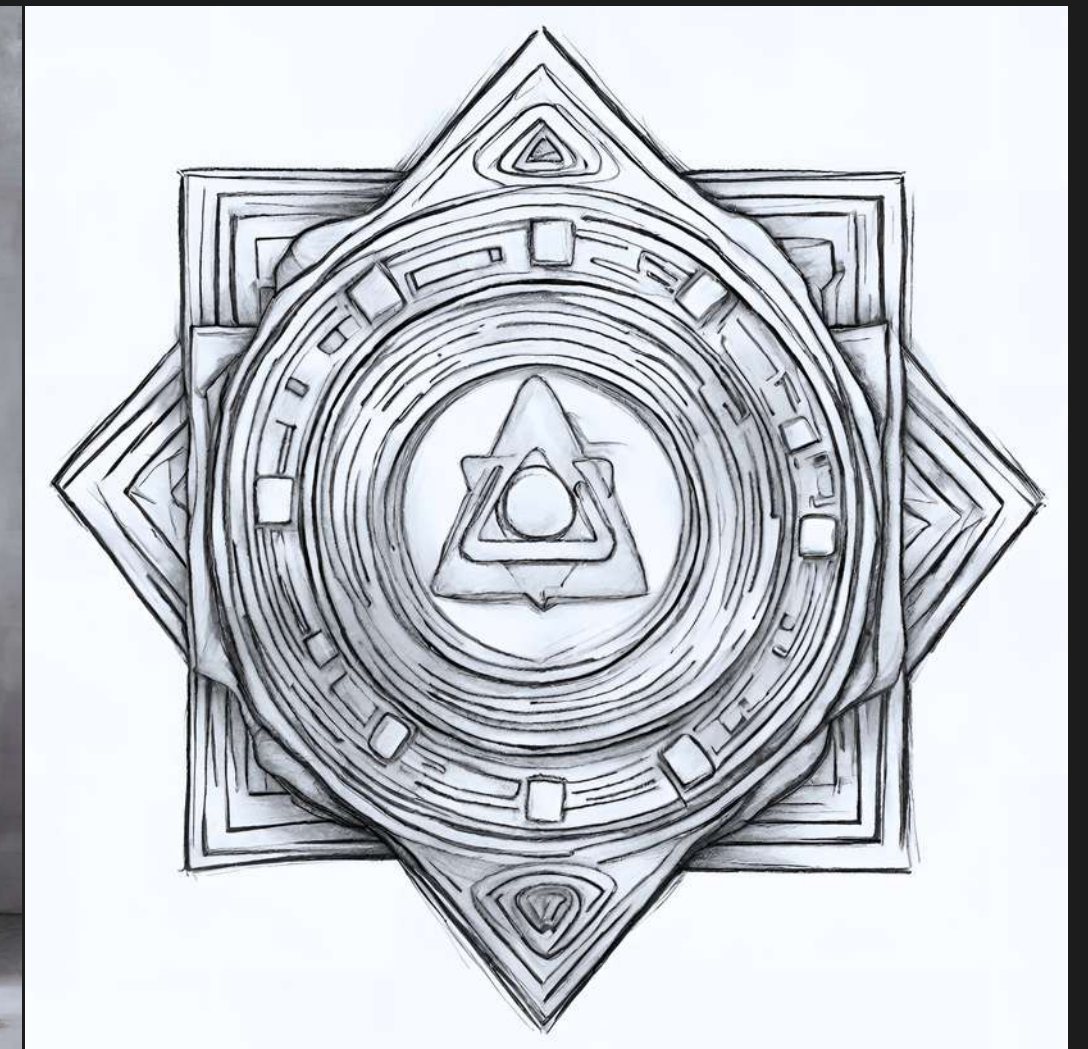
Rejuvenation Zone (After Level 3)



Task 1. Fixing the pot using gold with kintsugi technique.



Task 2. Putting the fixed pot near the quote related to healing.



Task 3. Collecting the healing badge 3.

Rejuvenation Studio



Level 1

You are not Alone





Level 2

Talk It out



Level 3

Time For Action



Save your co passenger with your right choices during sexual harassment

Welcome Page Content

“We are happy to welcome someone who took an initiative for her healing journey.”



Welcome Page Content

Healing takes time, be patient with yourself.

This game will not take your trauma instantly but with your efforts
the trauma will go eventually.

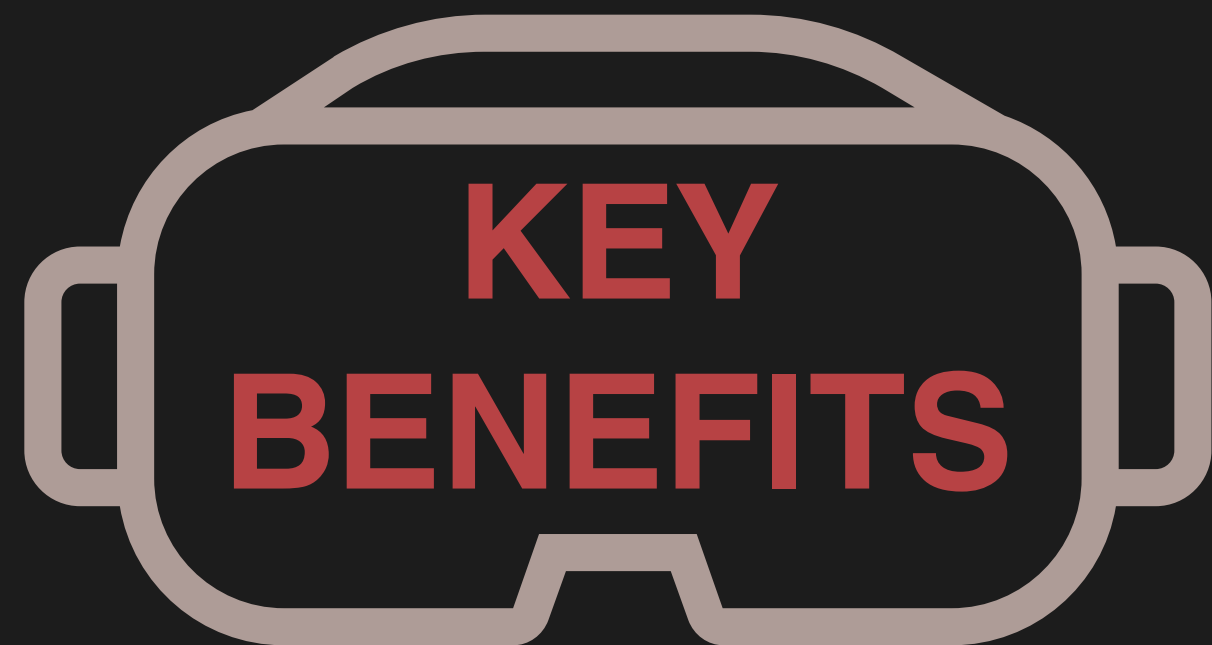


Welcome Page Content

HAPPY HEALING JOURNEY

Hope you have a great one !








- Empowers survivors to confront, process, and overcome sexual harassment trauma.
- Provides a safe and controlled environment for emotional healing and coping mechanism development.
- Making the users ready for any future sexual harassment situation with better decision making skills.
- Promotes self-esteem, connection, and a sense of community among survivors.
- Is accessible to diverse users and prioritizes privacy and security.
- Scales effectively and provides a cost-effective alternative to traditional therapy.
- Raises awareness, empowers survivors, and contributes to positive social change.



SUMMARY & FUTURE ROADMAP



Initially the game will have three main levels and three rejuvenation tasks but later more levels will be added with new set of rejuvenation tasks like “Giving Trust Another Chance”, introducing self defense techniques from a male instructor to remove fear of touch. Also the rejuvenation task will be sowing a seed and waiting for the plant with all its development stages. As seeds grow daily slowly. Making ” HE” for boys from the parent game “SHE”.



CHALLENGES FACED

- To cater all the girls of different age groups was a big challenge.
- Channelizing the game in a positive direction.
- Creating realistic environment.
- Being creative and engaging in all tasks.
- Creating correlation among the tasks.



LESSONS LEARNED

- Healing cannot be negative .
- While making this, I learnt to give a sense of freedom to the users as it might be a better reality for the one who faced traumas in past.
- Giving time to the user to understand the situation is must with help in each step where they got stuck because it is very new to them to try a technology for their past trauma.

**Your feedbacks are highly
appreciated...**