

# **Sophie Ashcroft**

*Portfolio 2019*

# Crowd2Map

A crowdsourced mapping project aiming to put rural Tanzania on the map.

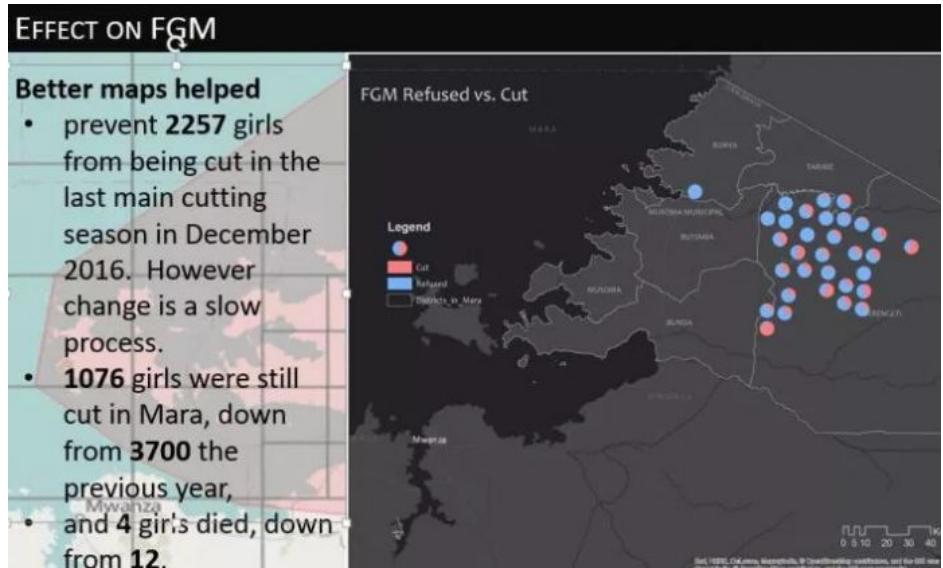


# Crowd2Map

Astrophysicist to English translation

To map the unmapped areas of rural Tanzania Crowd2Map relies upon volunteers in the field who use paper to plot the geographical features they see, uploading their findings for external validation. These volunteers are routinely working in difficult terrain with unreliable connectivity.

C2M hopes that in mapping the unmapped they may stem the threat of FGM by providing easy access for health workers.

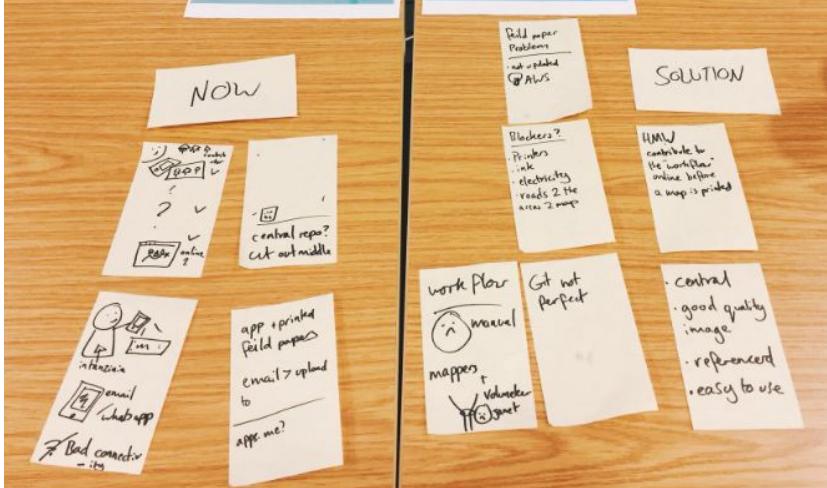


## Challenge

Crowdsourcing platforms and community organisation has limitations, implementing machine learning based technologies alongside satellite data requires expert knowledge that C2M does not have consistent access to.

As **team lead** gathered together the technical expertise of UoM astrophysicists present during Mozfest 2018, we hoped to enable C2M to speed up their mapping process by writing a comprehensive guide on how they might implement Machine Learning and Satellite technology in tandem.





After researching and defining the existing workflow using the business model blueprint method I lead an interview with the C2M founder to better define their expectations and long term goals.

With these goals clearly defined I interviewed the astrophysicists to extrapolate key insights and clear intelligible guidelines on how C2M may use these new technologies , focusing on using concise and jargon free language.

Branch: master [contribute-Crowd2Map](#) / [mzsprint2018DataProcessingSentinel.md](#)

[Find file](#) [Copy path](#)

 mssososophie renaming file 6544cd9 on May 11, 2018

1 contributor

115 lines (69 sloc) | 8.21 KB

[Raw](#) [Blame](#) [History](#)

## Suggested workflow for using satellite data to classify objects for mapping

### Mozsprint 2018

Hosted in University of Manchester, Allan Turning building by Rachael Ainsworth

#### Contributors

- Sophie Ashcroft - [ms.sophie.ashcroft@gmail.com](mailto:ms.sophie.ashcroft@gmail.com)
- Rohini Joshi - [rohini.joshi@manchester.ac.uk](mailto:rohini.joshi@manchester.ac.uk)
- Elliott Polzin - [elliott.polzin3@gmail.com](mailto:elliott.polzin3@gmail.com)
- Robert Lyon - [robert.lyon@manchester.ac.uk](mailto:robert.lyon@manchester.ac.uk)
- Therese Cantwell - [therese.cantwell@manchester.ac.uk](mailto:therese.cantwell@manchester.ac.uk)
- Joe Fennell - [joseph.fennell@manchester.ac.uk](mailto:joseph.fennell@manchester.ac.uk)

## Solution

Using my skills as a **UX copywriter** I was able to build a clear and succinct structure to the documentation.

This new workflow was added to the Crowd2Map project repository and through this project I was able to **facilitate a relationship** between the UoM astrophysics department and Crowd2Map so the project may continue.

# PlaceCal

A distributed network of community information.



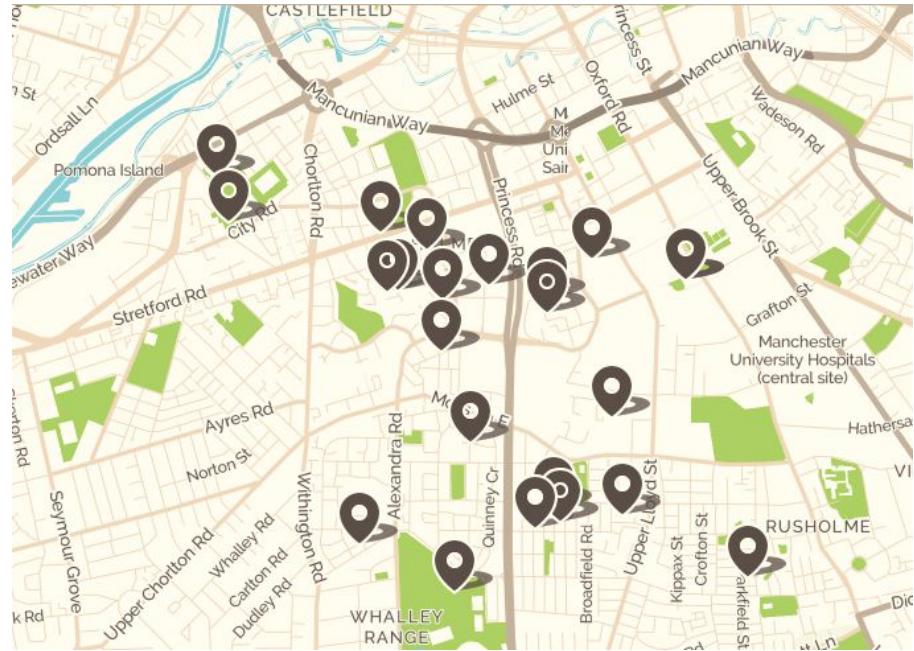
Together we are working to improve the quality, quantity  
and accessibility of community data to make better  
connected neighbourhoods that work for everyone.

# PlaceCal

## An accessible community calendar

PlaceCal is a Community Technology Partnership designed to serve those with low social capital by aggregating events and services from disparate service providers or organisations within the South Manchester area.

PlaceCal found that most events organisers were using calendar software for some part of their organisation, but that this information was either private, incomplete, or rarely updated. These organisers



**MAFN Website User Stories**

Private Team | Team Visible |

**Features**

- Static content about what an age friendly cities is etc
- Explanation of the themes
- Description of the areas
- Case studies
- Event writeups
- Description of funding process and the way we choose to work
- Form for applications of interest
- Portfolio of the kinds of things we can do

+ Add another card

**MAFN**

- We want to tell people what an age friendly city is in order to understand our methodology, why we are doing it and why they should get involved
- We want to explain what MAFN is and how it fits in with AFN, AFA, MCC et al - connecting the dots
- We want to share the work we have done in each neighbourhood in order that we we can show our track record and get credit for what we do (what we have done)
- We want to show the things we are about to start or are working on now in order that people can still feed back and get involved (what we are

+ Add another card

This Trello board acted as a single source of truth for interview insights

## Challenge

Working as **UX designer** within a cross disciplinary team consisting of academics, technologists, and social scientists I was given legacy data consisting of 4000 interviews conducted with service users and stakeholders.

Through **researching** interview responses, iterating through rounds of **rapid UI prototyping**, and using feedback from the team deeply embedded within the community and theory I was able to design a clear layout with the most efficient information hierarchy.

## PlaceCal

Age-Friendly activities or events in your area

[About](#)[Create event](#)

I'm in [Moston](#) [Hulme & Moss side](#) [Miles Platting](#) [Burnage](#)

Show me [Everywhere](#)

I'm interested in [swimming, book clubs, worship...](#)

Show me [Everything](#)

**Today** Wednesday May 10th

### John's Knitting Event

From 9:30am til 11am

At the Bob Ross Art Centre, 12 Hulme Parkway

Weekly event



In [Moston](#)

### Wednesday Worship

From 2pm til 3:30pm

At the Local Church, 1 Church Road

In [Moston](#)

### Hulme Social

From 4pm til 6pm

At the Big Blue House, 33 Blue Lane

In [Hulme](#)

**Tomorrow** Thursday May 11th

### Burnage Swimming Club

From 8am til 9am

At the Swimming Baths, 55 Burnage Gardens

Weekly event



In [Burnage](#)

## PlaceCal

Age-Friendly activities or events in your area

[About](#)[Create event](#)

### Create event

Event Name

A short & simple name

Where is your event being held?

The exact address

[Moston](#) [Hulme & Moss side](#) [Miles Platting](#) [Burnage](#)

From when

day/month

00:00

Does this event run weekly?

Yes

No

Til when

day/month

00:00

Add some more details about your event

What can attendees expect? Who is this event for?

Upload an image to your event post

[Add event photo](#)

Who are you?

How can your attendees contact you

Organiser

Phone number / E-mail

[Publish Event to PlaceCal](#)

## PlaceCal

Age-Friendly activities or events in your area

[About](#)[Create event](#)

**Today** Wednesday May 10th

### John's Knitting Event

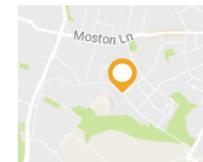
Weekly event

Knitting group for everyone, beginners welcome and of course tea will be provided.



From 9:30am til 11am

At the Bob Ross Art Centre,  
12 Hulme Parkway



For more information call  
**John : 07868686868**

Knitting needles and wool provided **Just turn up.**



[Back to calendar](#)

[Share](#)

[Print event details & map](#)

High-fidelity prototypes designed in Sketch.



Today



Tomorrow

Sun 10 Feb

Mon 11 Feb

Tue 12 Feb

Wed 13 Feb



## Friday 8 February

### Play Group

MOSS SIDE

🕒 8:45am – 2:45pm

⏰ 6 hours

📅 8 Feb

📍 Trinity House Community Resource Centre

⌚ Weekly

### Daily Advice Drop In

MOSS SIDE

🕒 9am – 5pm

⏰ 8 hours

📅 8 Feb

📍 Ibrahim Maine Centre

⌚ Weekly

### Boiler House Mens Shed

MOSS SIDE

🕒 9:30am – 12:30pm

⏰ 3 hours

📅 8 Feb

📍 The Boiler House

⌚ Weekly

Solution PlaceCal events calendar.

# Street Support

News

Contact Us

Impact

I'm in Manchester

Helping end homelessness across the UK.

Give Help

Charter

Big Change

Standards Toolkit

## Street Support Network in Manchester

Find Help

Give Help

Street Support Network connects people experiencing homelessness, charities, voluntary groups, businesses and kind-hearted folk to help end homelessness in Manchester. You can find out more about our work to end homelessness in Manchester and our impact here.

# Street Support

Giving help to end homelessness

Street Support Network is a registered charity that works online and off to help those facing homelessness and rough sleeping as well as giving the public and organisations a way to give help or develop a programme of assistance to those who need it.

Street Supports online presence is both web and app based, there it hopes to aggregate the services needed and offered in a transparent and clear way.





## Challenge

As **UX designer** and **User Researcher** I worked with the small team to develop the 'Give Help' feature of the Street Support site.

To uncover the optimal layout for the site components, I designed, hired for, and conducted user research with relevant stakeholders, this was written up in a report and delivered to the product owner before UI prototypes where designed.



Second iteration of card sorting workshop and user surveying

## Give Help

You can help make big changes to homelessness by giving items, your time or money to local organisations so they can continue their good work. If you can't spot anything suitable at the moment, use our [volunteer form](#), or [offer items](#) that you are willing to donate. Interested organisations will then get in touch with you directly.

Please enter your postcode to find nearby organisations with needs.

To find services near you, please enter your postcode.

Showing requests within:

10k ↗ of eg. M1

**Search**

All

Items

Time

Money

 **What's needed?**

Local charities and voluntary groups need your support. Take a look at what items, skills and monetary donations are currently needed near you.

**See what you can give**

 **Donate**

Donate to local organisations and campaigns in your area.

**Give money**

 **Get your business involved**

By supporting the movement to end homelessness, you can play a key role in supporting charities and volunteer groups, and help to change policy.

**See how to support us**

## Solution

I developed low fidelity paper prototypes after gathering insights from my research, these were transformed into more high-fidelity UI and UX flows using Sketch which were built by the development team, these design choices can be seen live on the Street Support Network site as seen here.