

PROJECT SCARLET



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EXECUTIVE SUMMARY

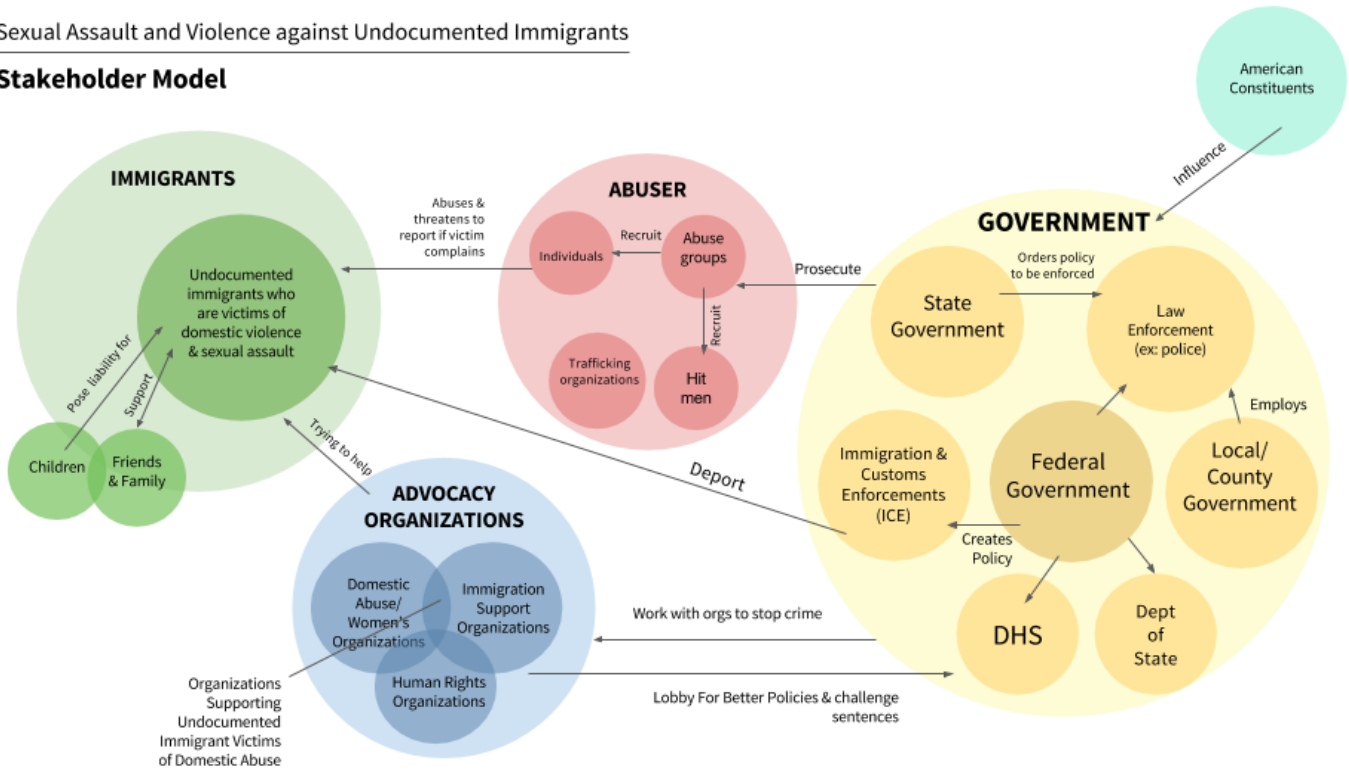
The purpose of this project is to create a co-design session that takes a political, social, or micro approach to solving a problem in an underserved problem space. Project Scarlet was formed on the basis of taking a social design approach to solving a problem within the domain of crimes against immigrants, specifically on undocumented female victims of sexual assault. The final solution incorporates a pitch to representatives of Always, a feminine hygiene product manufacturer, who would join U-Visa recipients in a co-design session that involves empathizing with victims and using feminine hygiene products as a vehicle to get these women the help they need.

BACKGROUND

Sexual assault is an issue that is already under-reported, due to the shame and fear victims feel, as well as the social and financial repercussions it can create. However, we recognized that sexual assault is a bigger issue among undocumented immigrants. We were moved to act after reading about the case of a woman who reported her abuser, only to be arrested by immigration officials at the courthouse. These immigrants face many unique challenges when it comes to reporting, such as limited English proficiency and most critical of all, the fact that they could be deported for defending themselves. Because of this additional fear and lack of access to resources, these victims often suffer in silence for indefinite periods of time.

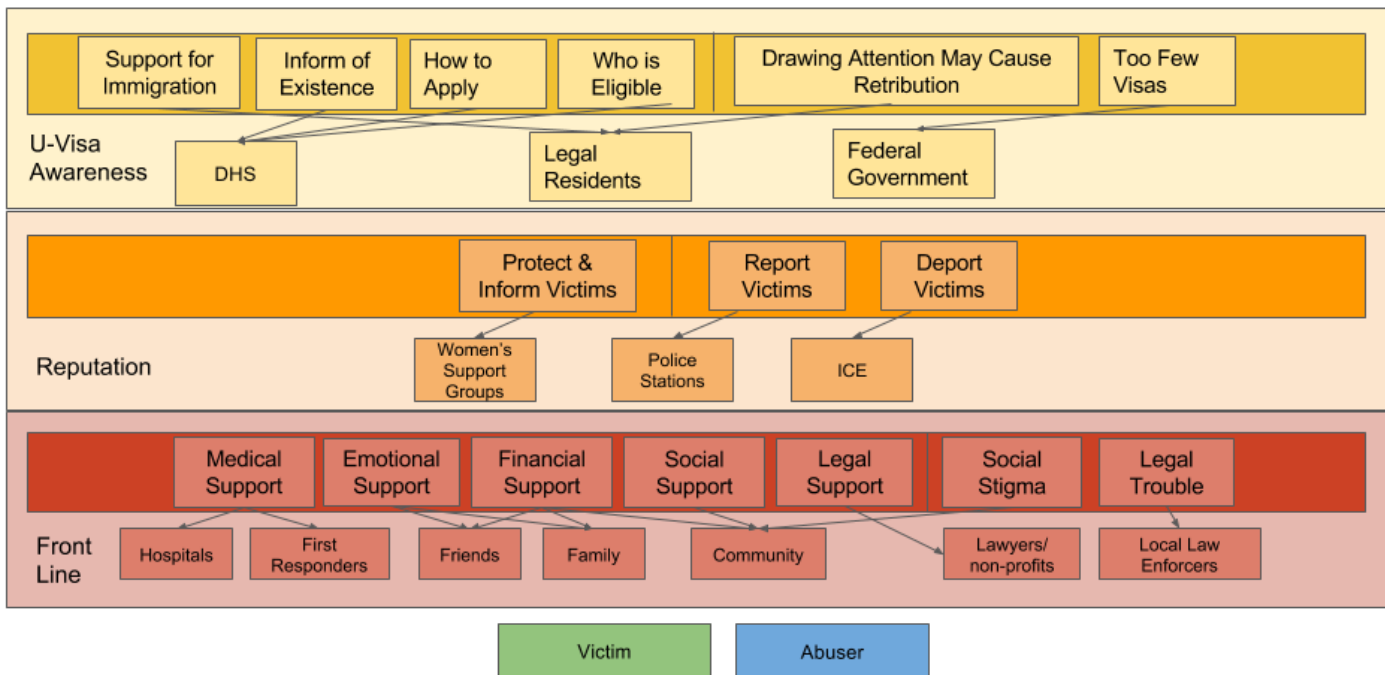
However, there remains a path for undocumented immigrants to report crimes committed against them and become legal residents: the U-Visa. To qualify for a U-Visa, applicants must either be victims of crimes that caused severe mental and/or physical abuse, or immediate family members of victims, and must be willing to assist law enforcement in investigating and prosecuting the crime. The U-Visa application requires the signature of a law enforcement agent, who can refuse applicants at their discretion. Those denied are then often investigated and prosecuted for illegal immigration. Even if one is successfully able to apply, the chances of obtaining one are slim: only 10,000 visas are granted yearly, although the waitlist for them continues to grow exponentially.

Stakeholder Model



STAKEHOLDER MAP

Block Diagram



BLOCK DIAGRAM

SCENARIOS AND EXPLORATION

After researching the issues illegal immigrants face with respect to domestic violence, we decided to focus our project on how to best help these women obtain U-Visas. We drafted 20 scenarios that could be potential solutions to address this problem using social, political, and micro approaches.

Maria is an undocumented immigrant who is being abused by her partner. She has visited a women's shelter and they have informed her of the potential to obtain a U-Visa, but she is afraid to approach law enforcement in case they try to deport her. The shelter tells her about a national resource identifying "safe" judges, police officers, etc. to approach for the U-visa process (social approach).

Kelly is a local community organizer in LA. She tracks a service that publishes the names of locally elected officials (district attorneys, sheriffs, etc.) who contribute to the deportation of victims of domestic abuse so she can ensure that her community work encourages people to vote against them. (political approach)

Victoria's mother immigrated illegally to the U.S. 20 years ago, before she was born. Her mother has been abused by her partner for years and needs to obtain a U-Visa in order to feel safe going through the legal system to obtain a restraining order. She is able to obtain the U-Visa anonymously, because Victoria, a U.S. citizen, is able to vouch for her. Once she has the U-Visa she is free to approach law enforcement and testify in court without fear of being deported and separated from her family. (political approach - changing policy)

Elena is an undocumented high school student who came to Texas from Mexico with her family 4 years ago. She is being sexually abused by a teacher at her school, but she is not telling anyone because she is afraid of getting her family in trouble and deported. She finds out about an anonymous online support/chat available for undocumented immigrants where she can be connected with a legal specialist to direct her to resources that are safe for her to approach to try to resolve the situation. (social)

Olivia is aware that her neighbour Ana is being abused by her partner, but is afraid to report it for fear of being deported. Olivia organizes all the women in their apartment building to come forward as witnesses, but all refuse to reveal their immigration status so the police cannot identify which are undocumented and which are not, providing Ana the safety of reporting without feel threatened. (political).

Esperanza is a 19-year old woman and has been subject to abuse by an ex-boyfriend. She wants to obtain a U-Visa but there is a long wait, and she fears that her ex's abuse will only get worse. We create some campaign that outlines to politicians about this long wait to get a U-Visa and how it could be endangering the lives of millions of young women. Politicians then might think about creating a temporary U-Visa to protect those who are waiting to get their official ones (political approach)

Maribel is an 18-year old woman and was sexually assaulted by a family friend in the U.S. She wants to report the rape but doesn't know what to do. She contacts our service, which connects volunteers to victims of sexual assault. These volunteers offer to go with Maribel to report her crime (or to a rape kit appointment, or something similar). (social approach)

Dolores is a 22-year old woman who has been abused by family members. She has been silent about this issue for a while due to threats from those family members, but she knows she needs to get help or else the situation will only get worse. She is also concerned because her English skills aren't very good and she doesn't know what she can do. She uses our service, which is a bilingual translation that provides information about the U-visa and provides location/contact information for help (whether that's Spanish-speaking medical centers, lawyers, etc.) (social approach)

Our service creates a campaign utilizing data visualization that shows millions of taxpayer dollars the government is spending on incarcerating/deporting illegal immigrants with no criminal record versus neglecting violence/death from cases of domestic or sexual abuse. (political approach)

Our service creates Uber for victims of domestic abuse/sexual assault, providing free transportation to health centers, shelters, lawyers' offices, etc. Backseats could have pamphlets with information in other languages about contacts, where to go, what your protections are, laws, risks, etc. (social approach)

An English class for non native speaking adults serves as a front for a domestic and sexual abuse center, where those in need of aid are connected to resources. Teachers are trained to detect symptoms of abuse in students and provide a supportive environment for victims. [similar to LGBT laundry service] (social approach)

Isabella's husband regularly beats her and, one day, causes a head injury that requires hospitalization. With help from hospital staff, she receives a short-term visa (similar to the U visa) specifically for victims in dire situations of domestic, sexual, and/or child abuse, prioritizing those in life-threatening situations. During the trial, she is able to legally remain on US soil and, upon its completion, she is able to retain legal residence while her U visa is processing, as she has assisted officers in a criminal investigation. (political approach)

Sofia is being abused by her boyfriend, but is afraid of reporting him, as he is a legal resident, while she is not. A new nationwide policy stipulates that only high-priority illegal immigrants (those convicted of violent crimes, etc.) should be deported to maximize the use of resources. As Sofia has no criminal record can, she can then feel more comfortable to come forward to report him. (political approach)

Ana has been raped by a neighbor, but fears reporting him due to immigration authorities and social stigma. However, in cases of sensitive matters, such as rape and sexual abuse, witnesses only need to testify in front of a judge and their own lawyer, keeping their identity anonymous to the everyone else. Ana is able to help build a case against her neighbor and does not worry that she will be targeted. (political approach)

Josephina wants to apply for a visa to become a legal resident, but isn't sure how. She downloads an app that creates crowdsourced forums, where illegal and legal residents can discuss issues like how to get a U visa, which police stations are immigrant-friendly, and how to strengthen one's visa application. With the help of the app, Josephina feels a lot less lonely and more prepared as she begins the application process.

Felicitas is an undocumented immigrant who is a victim of sex trafficking. She is held captive in the basement of a warehouse building. She has tried in vain to shout and cry for help whenever her captor was not home, but there was no one around to hear her. The government launches a pack of robot dogs whose job it is to routinely scout through deserted neighborhoods and record audio information. A back-end team is alerted whenever a voice crosses the “all is well” decibel level and tone. One of these dogs hears Felicitas as she was yelling for help one day and immediately alerts the back-end team, who come and rescue her in a matter of minutes.

A Mexican grocery store has posters and flyers on what a U-Visa is, who is eligible to apply for one and how they can apply.

Create a documentary/infomercial on the U-Visa and screen it on the jumbotron in sports stadiums during popular games and on national television.

Law Enforcement is given the order to automatically start the process of filing a U-Visa for victims of sexual abuse through a mobile app that simplifies the application process. The app can be used to scan the face of the victim to instantly pull up her criminal record if she has one.

Add knowledge of the U-Visa to the High School Social Studies curriculum so that adults of tomorrow are equipped with the information they need to help a friend or a neighbor who happens to be an undocumented immigrant suffering from sexual abuse.

POSTER CREATION AND INITIAL ITERATIONS

The next step in the process was to come up with elements of our session and create a poster inviting relevant stakeholders to our co-design session. In order to finalize our ideas, we each chose three scenarios out of the total twenty that we liked the most. From there, we narrowed down to the three scenarios that got the most votes:

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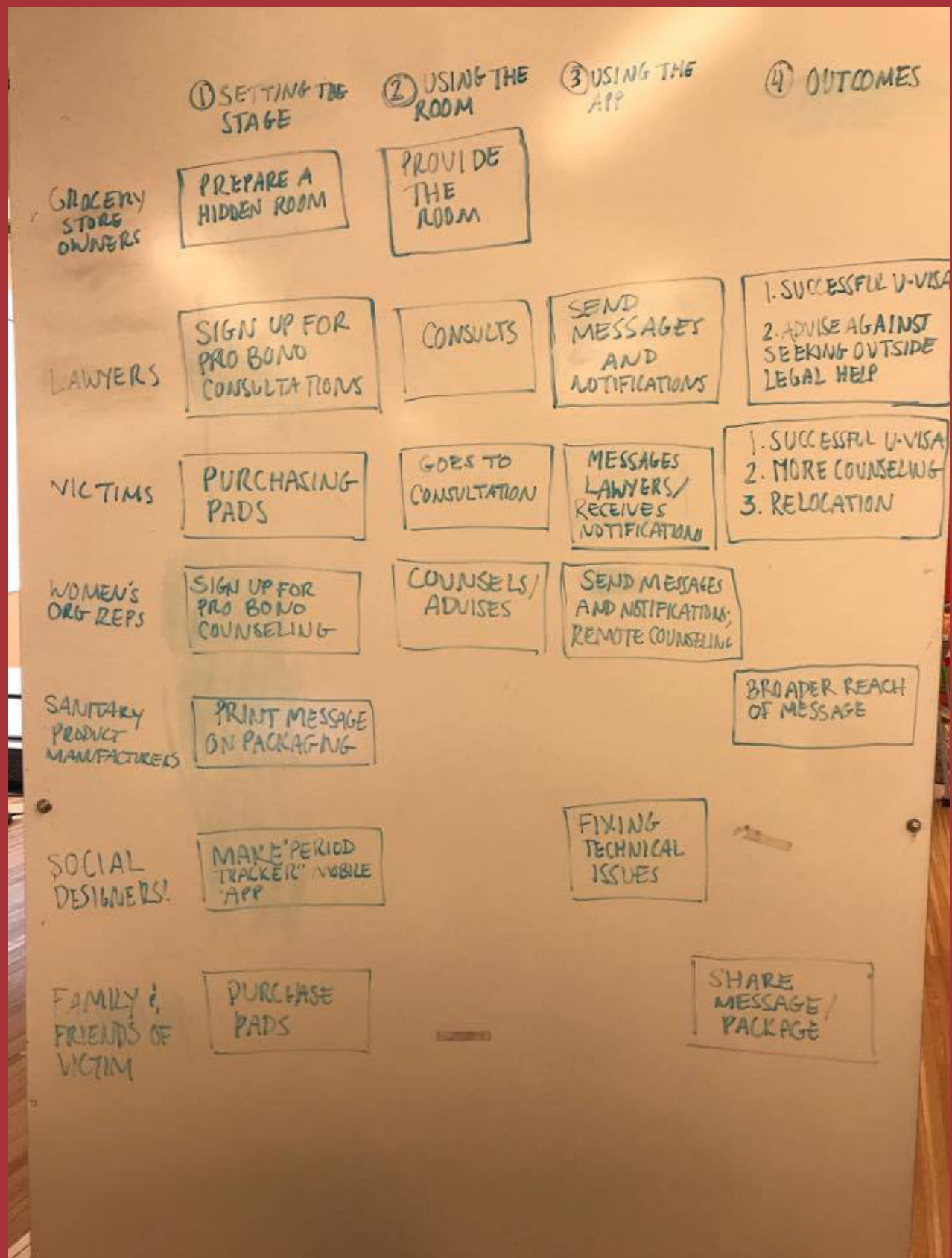
POSTER CREATION AND INITIAL ITERATIONS

While we thought these ideas were good, it was clear that there was an issue of what the victims would have access to. We couldn't be sure that they would have access to cell phones or Internet connection. How could we design something that would account for these obstacles, yet have the ability to get victims the information they need to get help and protect their anonymity?

To address this question, we began brainstorming environments that we believed these women would frequent often and were safe for them. We came up with two touch points - Mexican grocery stores and sanitary products.

Mexican grocery stores were chosen because many of the undocumented victims we wanted to target are likely to be Hispanic, and going to the grocery store is something that most women do regularly. We heard of a laundromat in L.A. that provides a space for at-risk LGBTQ youth to wash their clothes while doubling as a mental health clinic at the back and we thought that a grocery store could serve in a similar capacity as a place for free U-Visa consultations.

We chose to work with feminine hygiene products because they are universal and regularly purchased among women. Moreover, the feminine hygiene space is largely ignored by and disconnected from males, allowing them to be the perfect vehicle for delivering covert messages to battered women. We wanted to create a solution that would allow covert messages to be delivered via feminine hygiene product packaging to battered women.



SERVICE BLUEPRINT

POSTER AND SESSION BRAINSTORM

After creating the blueprint, we thought of attendees of the session, the venue of the session, questions to ask participants, and a number of design activities.

Venue

A participating women's welfare organization's conference room.

Attendees

- Representatives from women's welfare organizations working with illegal immigrants
- Survivors of domestic abuse who are U-Visa recipients/legal residents
- Illegal immigrants who have been abused/may be looking to get a U-Visa
- Lawyers willing to participate, perhaps translators if needed
- Grocery store owners
- Sanitary napkin company representatives

POSTER AND SESSION BRAINSTORM

Questions for attendees

- How many of the undocumented immigrants have access to smartphones?
- What services are most needed, besides legal help (ex. Therapy, relocation help, etc)?
- What kind of message would encourage you to use this service?
- What features would you like to use in the app (ex. Notifications for legal proceedings, messaging w/ lawyers/counselors, etc.)?
- Lawyers, help us understand how to recruit other lawyers.

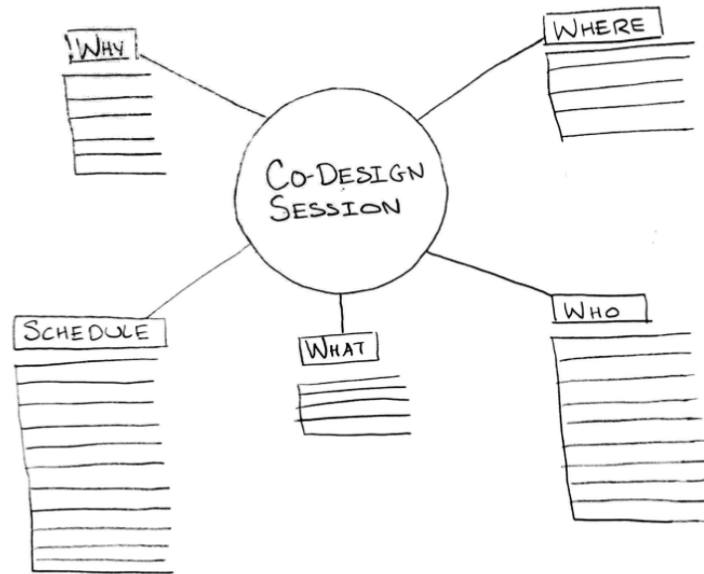
What are the optimal logistics to organize these sessions (timing, location, etc.)?

Design Activities

- Pitch idea to sanitary product manufacturer
 - Make them acquire a sense of ownership of the idea.
- Map emotional process of getting a U-Visa.
- Physical design of the space where the consultations would happen.
- Design message using sanitary pads & tampons

From here, we created posters that could be used to invite our stakeholders.

BROUGHT TO YOU BY HULA DESIGN



YOU DON'T TO NEED
BE **SILENT**
ANYMORE

JOIN US AND XX WOMEN'S ORG TO **CREATE SOLUTIONS** FOR UNDOCUMENTED IMMIGRANTS

CALLING ALL:

Women's welfare organizations
Survivors of abuse with U-Visas
Victims that want to get a U-Visa
Lawyers
Translators
Grocery store owners
Sanitary napkin company representatives

QUESTIONS WE WANT TO ANSWER:

How many of the undocumented immigrants have
access to smartphones?
What services are most needed (besides legal aid)?
What kind of message would encourage you to use
this service?
What features are most beneficial in a service?

XX DATE | X.ORG
X STREET, X CITY, 12345

CO-DESIGN WORKSHOP

PROJECT SCARLET



THE PROBLEM

Undocumented female immigrants who are victims of sexual abuse are reluctant to report their abusers due to fears of deportation and have no way of finding out the legal resources available to them. Specifically, they are often unaware of the U-Visa, that can help victims both report their crimes and move towards becoming legal residents.

THE STAKEHOLDERS

-  **Lawyers**
Lawyers willing to provide their legal expertise to undocumented women who are victims of abuse.
-  **Grocery Store Owners**
Community members willing to provide a neutral location where women are frequent visitors.
-  **Sanitary Products Business Representatives**
A product that can be used as a covert communication platform to inform women of legal services.
-  **Successful U-Visa Recipients**
Women who have been victims of abuse and have already obtained a U-Visa to share their experience.
-  **Translators**
Translators help bridge the communication gap if any between the other stakeholders and the victims.



WHAT IS CO-DESIGN?

Co-Design, also called participatory design, is an approach to design by actively involving all stakeholders in the design process to help ensure the result meets their needs and is usable.



SCARLET CO-DESIGN

The purpose of this co-design session is to facilitate the design of a resource to serve undocumented immigrants who have been victims of sexual violence or domestic abuse. We want to learn from successful U-Visa recipients about their unique experiences and tap into stakeholders with expertise and access to needed resources, in order to build a solution that works for all who will be involved.

Agenda

- Team Introduction
- Activity 1: U-Visa Procurement Journey Mapping
- Activity 2: Info Design for Sanitary Product Packaging
- Debriefing
- Q&A



ACTIVITIES

U-Visa Procurement Journey Mapping Duration: 45 minutes

Understanding the legal and emotional processes that female immigrants undertake starting from the point when they decide to apply for a U-Visa to the point when they receive it.

Info Design for Sanitary Product Packaging Duration: 45 minutes

Develop the right content and its discrete placement on the packaging of sanitary products, to effectively inform female immigrants, of legal services available to them, focusing on delivery and style.



TAKING CRITICISM

We received critique in class on a few components of our idea. An overarching criticism was the need to narrow down our scope. While we had many potentially relevant stakeholders in our posters, having too many would be overwhelming to our session and would hinder us from creating the most impact. Additionally, our session was a bit too specific in solution generation. The point of a co-design session is to use activities as a vehicle to allow participants to create solutions. We were so confident in a solution that we had in mind - a printed message within sanitary product packaging that would help lead victims to receiving help in Mexican grocery stores - that we failed to overlook the other ways that this information could be relayed. Thus, we took this feedback into consideration for our final pitch and session design.

FINAL SOLUTION

Along with the feedback, we took into account our background research and initial ideation into our final solution. The stakeholder we had in mind for our final pitch was the human resources team at Always, one of the most popular manufacturers of feminine hygiene products. We elected to pitch to Always because of their history of promoting women-oriented issues through various campaigns, notably through their #LikeAGirl campaign. Furthermore, we felt that, as one of the industry leaders, Always would be a strong ally in our fight against sexual abuse.

Our final session idea consists of two activities - an introductory activity and the actual design activity. The first activity is an icebreaker where all participants briefly tell the story of how their family came to the United States, in order to establish empathy and realize that everyone is, in one way or another, an immigrant. The second activity provides participants with a tampon box, tampons, pads, post-its, and pens to design a solution that will connect undocumented victims to information about the U-Visa that can be delivered with feminine hygiene products. The use of the feminine hygiene products can be interpreted in any way the participants feel is fit.



FINAL PITCH

During the in-class presentation, we created the following pitch to invite representatives from Always to participate in a co-design session with survivors of sexual abuse who had successfully received U-Visas. We felt that members of these two groups would be able to provide the most informative input on how to deliver an effective message to illegal immigrant victims. To aid our visual presentation, we passed out boxes, like the one pictured below, containing pads, tampons, post-its, tape, markers, and a brochure detailing our project and the co-design session.

Project Scarlet



A helping hand for victims of sexual abuse

Emma Shi | Hannah Rosen | Nila Banerjee | Sharon Rajkumar

The Problem

Who

Undocumented
female victims of
sexual abuse

What

Victims do not report
these crimes or seek
legal help

Why

Fear of deportation
due to their status as
undocumented

The Sliver of Hope



U-Visa

- Available for undocumented immigrants who are victims of crime
- Applicants require a signature from law enforcement
- Going to law enforcement could increase risk of deportation

Our Proposition

Who

- Undocumented female immigrants who are victims of sexual abuse

What

- Educate about U-Visa
- Safe access to legal resources

How

- A pervasive yet discreet message

Who

- Undocu
fema
who
sexu



ve yet
message

Who

- Undocu
fema
who
sexu



ve yet
message

Why we need you



- Experts on feminine hygiene
- Support system for all women
- You know more than we do!
- You would be our secret weapon

Why we need you



Let's Co-Design



- **Venue**
VWD Pittsburgh
- **Goal**
Leverage stakeholder knowledge and experience to design actionable solutions
- **Participants**
You and U-Visa holders

- **Agenda**
 - Introduction
15 mins
 - Activity - 1
15 mins
 - Activity - 2
45 mins
 - Q&A session
15 mins

We're All Immigrants: Activity 1



- Each participant tells the story of how they or their family came to the US

Activity Goals



Realization



Empathy



Acceptance

What does this look like?

Crafting a Lifeline: Activity 2



- Create a solution that incorporates feminine hygiene products
- Decide how and where the solution should be delivered

Activity Goals



Maximize
Reach



Maximize
Understanding



Maximize
Secrecy

What could this look like?



Let's stop
sexual violence
#LikeAGirl

Questions?
