Team Incarcerated Populations

(1) **Target user: Youth Affected by the Incarceration (13-19yr)**

- We talked to POPS the club non-profit partners Arielle Harris and Jen Cole and we learned about the effects incarceration has on youth
- Relevant statistics:
  - In 2016, nearly half of state prisoners (47%) and more than half of federal prisoners (58%) were parents to at least one minor.
  - On any given day, over 48,000 youth in the United States are confined in facilities away from home as a result of juvenile justice or criminal justice involvement.

(2) Problem space: Prevention of Community

- We talked to non-profit partner POPs the Club, and we learned about building safe spaces
  - Clubs, self-expression,
- Relevant statistics:
  - Served ~500 students
  - 1.9 million people are incarcerated in the united states
- What we found surprising:
  - Restorative work is taunted to non-profits instead of the federal government providing solution and services.
- The problem we want to tackle in one sentence:

Quartet

MIX
- working through trauma
- visitation experience - trauma

People not affected
- education
- volunteer
- activism
- tiny non-profits

Self expression
Art writing

INCARCERATED FOLKS

Safe Place

Free

Stigma

AFFECTED YOUTH

People that aren't affected

Problems:
- Providing the affected youth w/ an easier, less traumatic way to visit loved ones.
- breaking stigma (organ donor)
- Self-expression
  - ID, sharing feelings, mood board

Affected Youth
- Safe space (solution)
- community (shared experience) (solution)
- Self-expression - platform to share (solution)
- lack of communication w/ loved ones (problem)
- open conversation (solution)
- class/environmental (problem)
- breaking the cycle (solution)
- deal w/ their own stigma (problem)
- free resources
  → clubs, money, food security (solution)
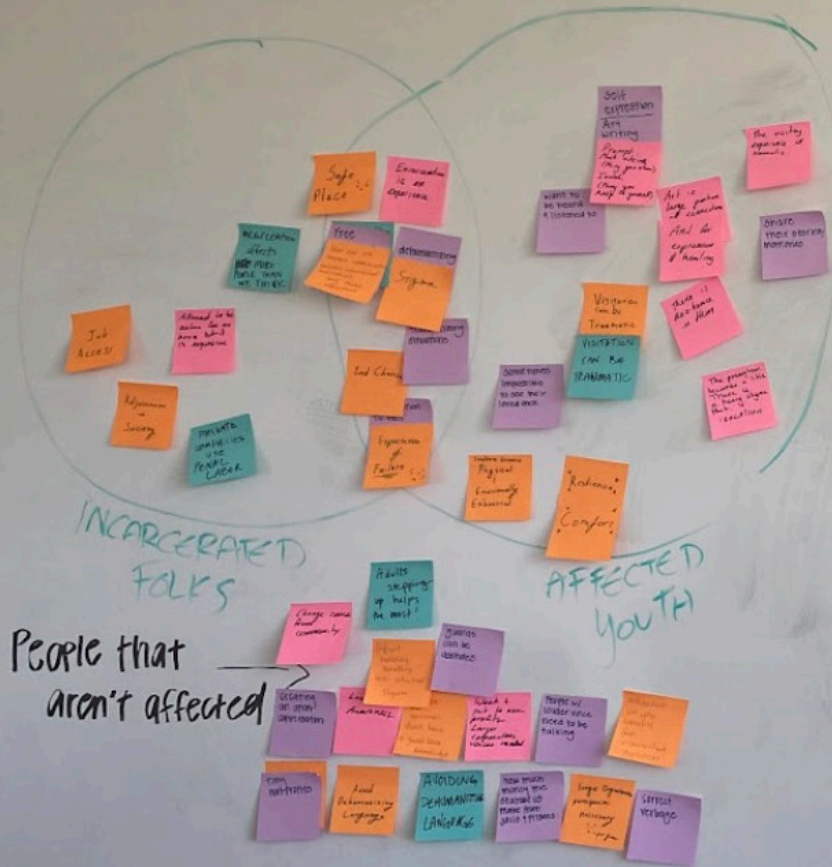
Team Incarcerated Population

We met...

Arielle and Jen from Pops the Clubs, a nonprofit organization that creates school clubs for youth impacted by incarceration.

We were surprised that...

Most the work of helping these young people is thrown to small and unfunded non-profits, limiting their access to resources.

We thought this could mean...

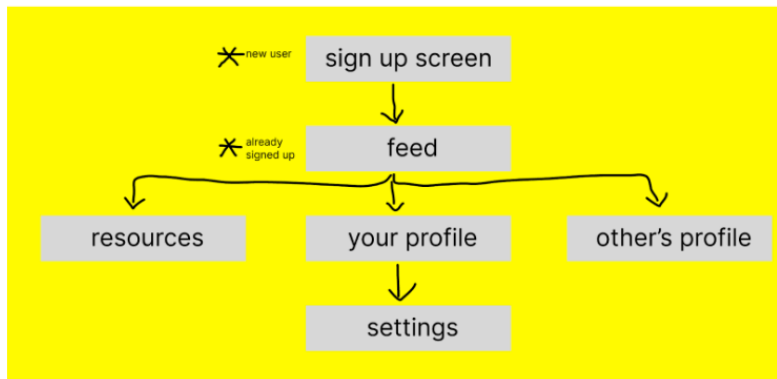We can leverage Snapchat's wide reach to provide those resources.

We asked...

How might we help youth affected by incarceration build a community to create avenues for self-expression to help them overcome trauma?

It would be game changing to...

Create a platform for students to find free local resources and connect with each other.

Team Incarcerated Populations



Sitemap and Wireframe Sketches

Target Persona

Our Target Persona are youth (13-19yr olds) affected by incarceration, whether that be of themselves or of a loved one. Because of the negative stigmatization of incarceration, they feel shame and fear towards speaking about their traumatic experiences around incarceration. This fear makes it difficult to find a community that sees them as a person rather than a problem. Their shame makes it difficult to express themselves whether that be vocally or through artist expressions.
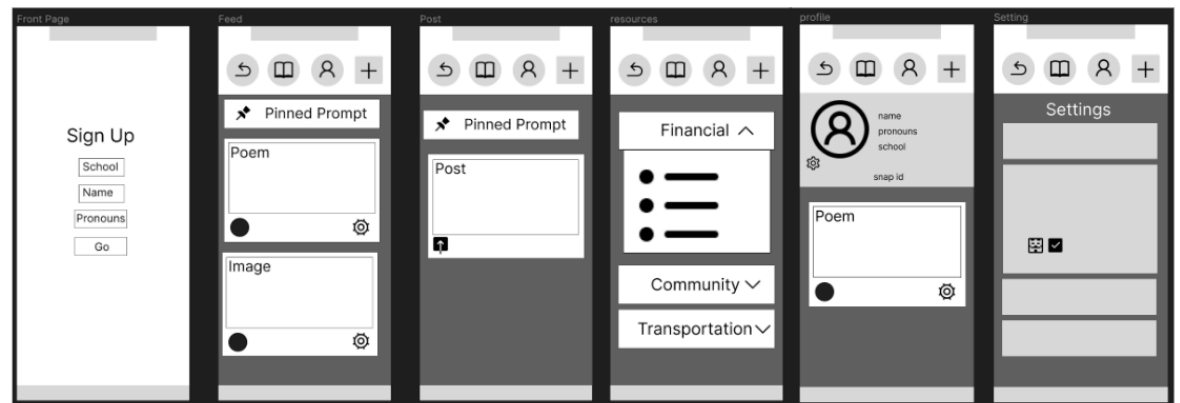
Figma Wireframe
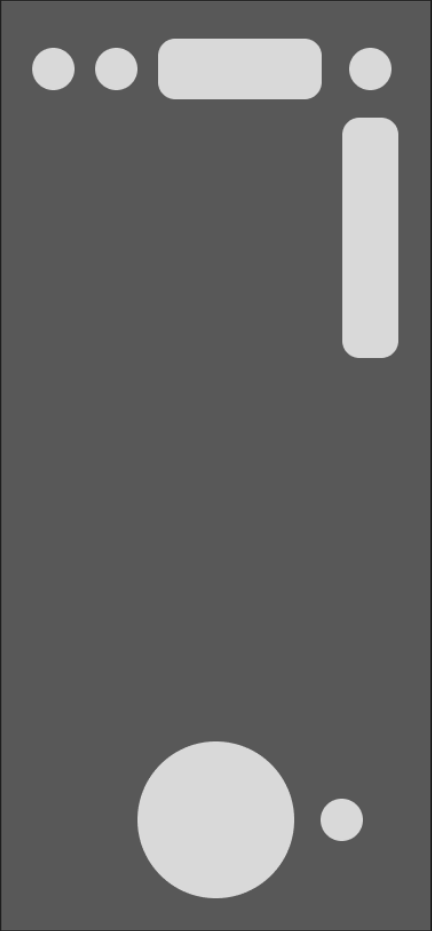
Incarcerated Population
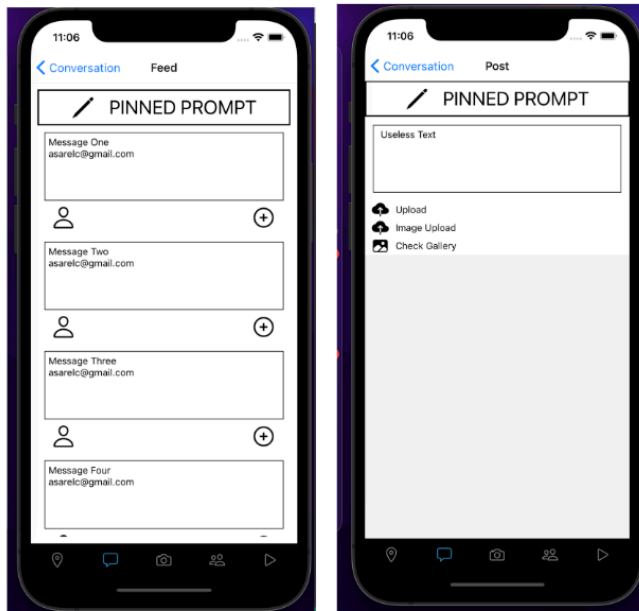
React Native Code Stuff^
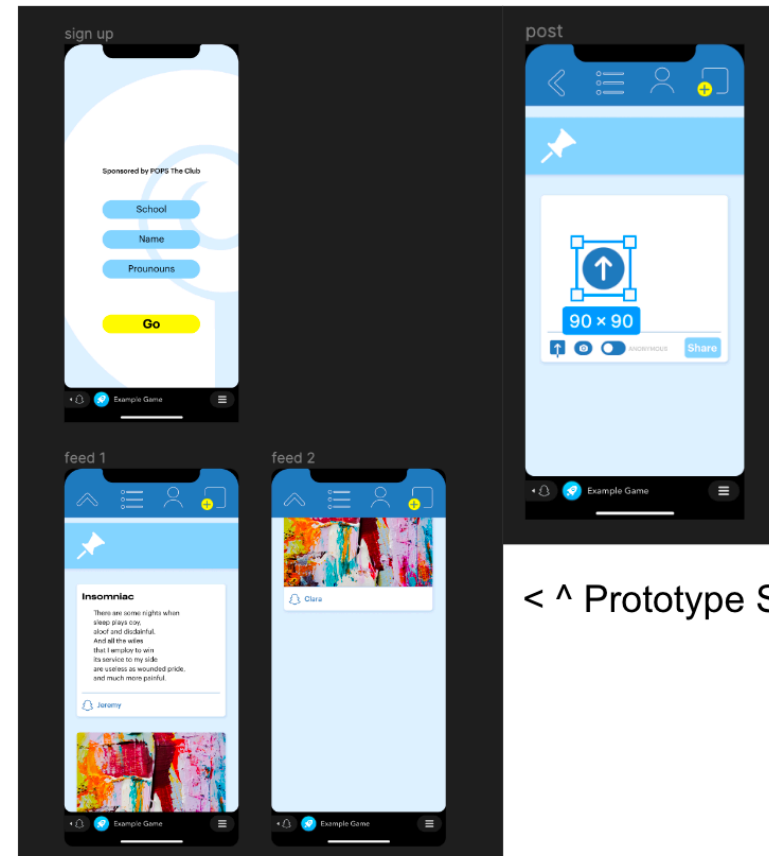
< ^ Prototype Screens

Marketing Plan: TBA… >.>

Front Page
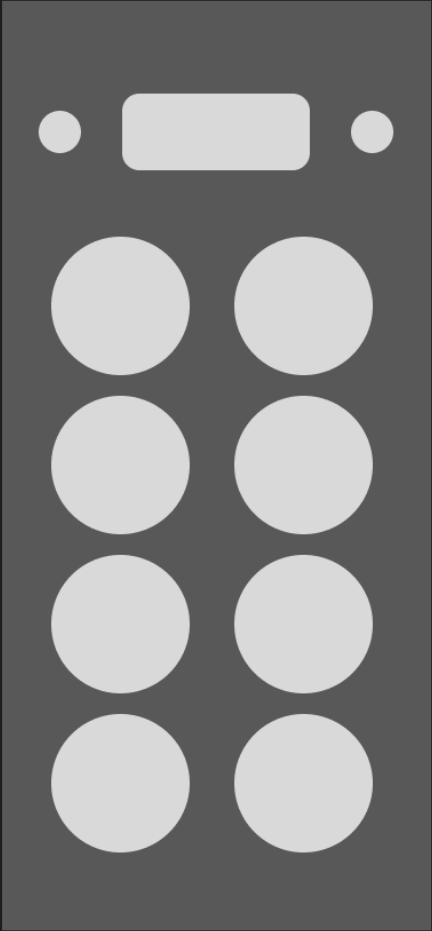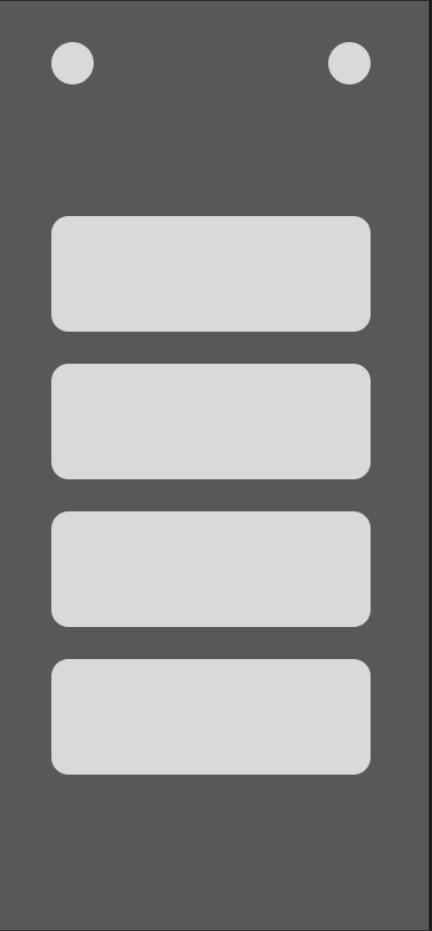
Camera with Prompt

Picture

Archived Page

*BLOCK*TALK
BT

Graphik Medium
Graphik Bold
Graphik Condensed

Icons

Anonymous

Nicole
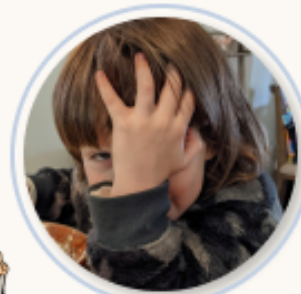
BT

Color Palette

OEADFF

C2D0E3

18191A

FFFFFF

Gradient

Text Box

Prompt of the Week:
What misconceptions does society have about you?
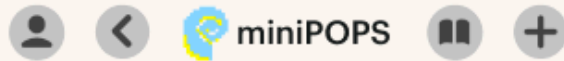
What misconceptions does society have about you?

Stories

Tony
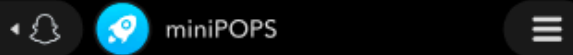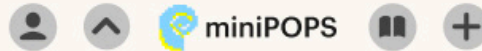
Laura

post
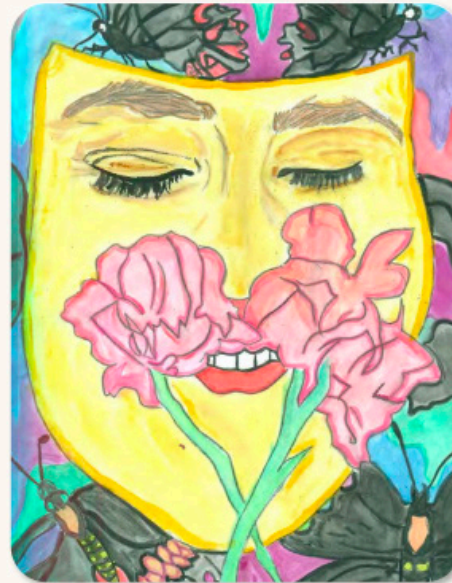
prompt of the week:

where are you from?

ANONYMOUS **Share**

miniPOPS

Prompt of the week:
Where are you from?

👩 Nicole

Song of the Day

Each walking speaking noise.
Ancestors tongues.
Someone patching
Someone trying
A woman changing
We encounter, to consider
We mark to find safe.
We walk died
the names
inside
struggle