

ISEA 2017

Comparative Research

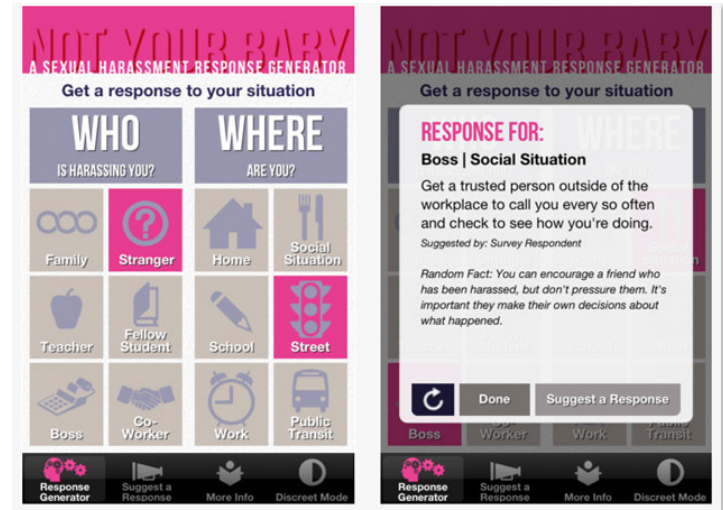
The two user interfaces I chose to compare and contrast in regards to street harassment is the App “Not Your Baby,” which is a mobile app only available in Canada and Europe and “STOP Street Harassment,” a globally available website.

Not Your Baby is a mobile app that generates various responses to sexual harassment in various contexts. The app is targeted to specifically women who get cat called on the streets. The interface of the app has a feminine color scheme of pink, grays, and blacks, keeping it recognizable and neutral. The home page loads with two main categories of “Who” and “Where” and general subthemes under so you can quickly click on genres that apply to you and quickly respond to a cat call once your app loads when the situation happens to you. There are features such as ‘discrete mode’ in case you do not want someone to know or see that you are on the app and a menu with links and resources to as what sexual harassment and street harassment is.

STOP street harassment is a globally available website available for all platforms and countries to access information about street harassment. STOP Street Harassment is also targeted towards women, but mainly focuses on providing women with resources to help women cope with street harassment though its blog feature that describes street harassment using experiences described by women online.

The Not Your Baby app focuses on things more contextually and on a more personal level and supplying women with appropriate responses to street harassment whereas STOP Street Harassment focuses more on informing people in general about what street harassment is.

Not Your Baby by Metrec (www.metrec.org)



Source:
<http://torontoist.com/2012/09/new-mobile-app-not-your-baby-calls-out-sexual-harassment/>

STOP Street Harassment by (www.stopstreetharassment.org)



Source: <http://www.stopstreetharassment.org/>