

# REPORT

## UX DESIGN OF A HUMAN RIGHTS APPLICATION

## motivation

the motivation behind this project was a passion for human rights. having a background in international development & tech, there was a realization that technologies can be used to help bring awareness to the abuses that happen in places where voices are diminished & silenced. the purpose behind this was to provide a safe space where people can come to report those abuses & connect them with media as well as people who can help these areas of conflict.





# USER INTERVIEWS

## on finding human rights latest reports & news.

“The tough part is when looking for something like Kashmir. Things that are not seen as globally influential - those are much harder to find. Have to go to a Kashmir website or something to find it.”

- Founder of a News Startup | Age 28 | Male | Los Angeles, CA

“You have to find the right media outlet, most of the major outlets report about the Western World. Most of the human rights violations happen in developing countries so it’s harder to find out about those it.”

- Medical Student | Age 24 | Male | San Jose, CA

## on finding human rights resources.

“With a lot of cases, there’s politics that surround it. There are places/ organizations that do work. People may not feel like they can report. They do exist but I don’t know if they are easily accessible. Lots of people do & that is how we find out people who have gone through them but there’s a lot who don’t report.”

- Former Community Organizer, Current Masters Student | Age 26 | Female | Sacramento, CA



# Research Findings

The overall objectives for this project is to help **bridge the gap between the news & resources** which are **needed** with those who need them as well as with those who are **interested** in them.

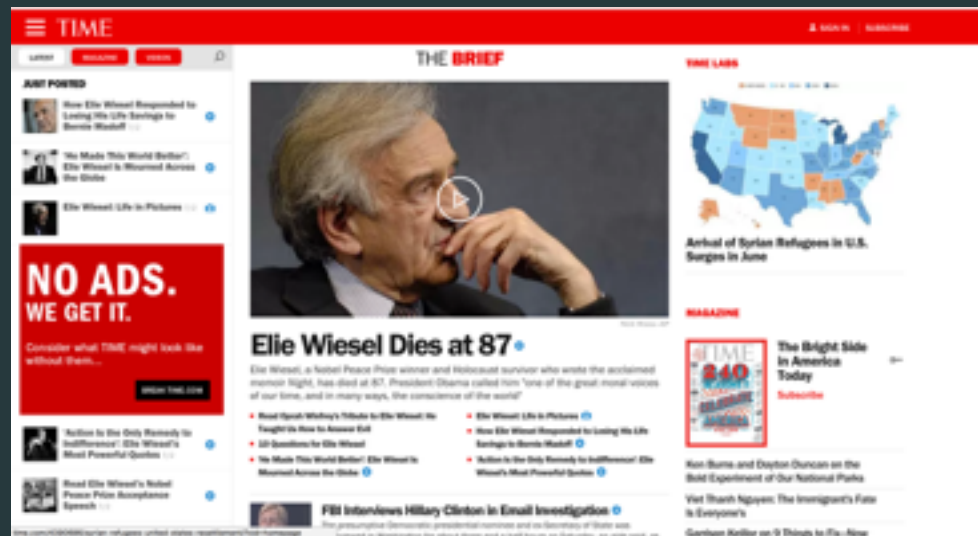
The main takeaways which were found in the research is that there is a definite interest in international & domestic human rights news. However, it is often difficult to find the news tailored to just this specific topic. It is often hidden within other news. There is no feed for reading quick events which are occurring in the world (as many news applications have begun to do). In addition, for those who are involved in the community & the work in the social sector, there is a lack of awareness about the resources which are available. Many know that there are resources but do not trust them or have the ability to find what is out there.



# COMPETITIVE ANALYSIS



TIME



Well written  
articles  
about news  
updates  
& events



Only articles,  
no data tracking,  
etc.

The New  
York Times



Well written  
articles about  
news updates &  
events

Only articles,  
no data  
tracking, etc.

Amnesty  
International



A wide variety  
of information,  
places to meet  
up, news, get  
involved.

Only Press  
Releases, not  
articles, data  
tracking, etc.



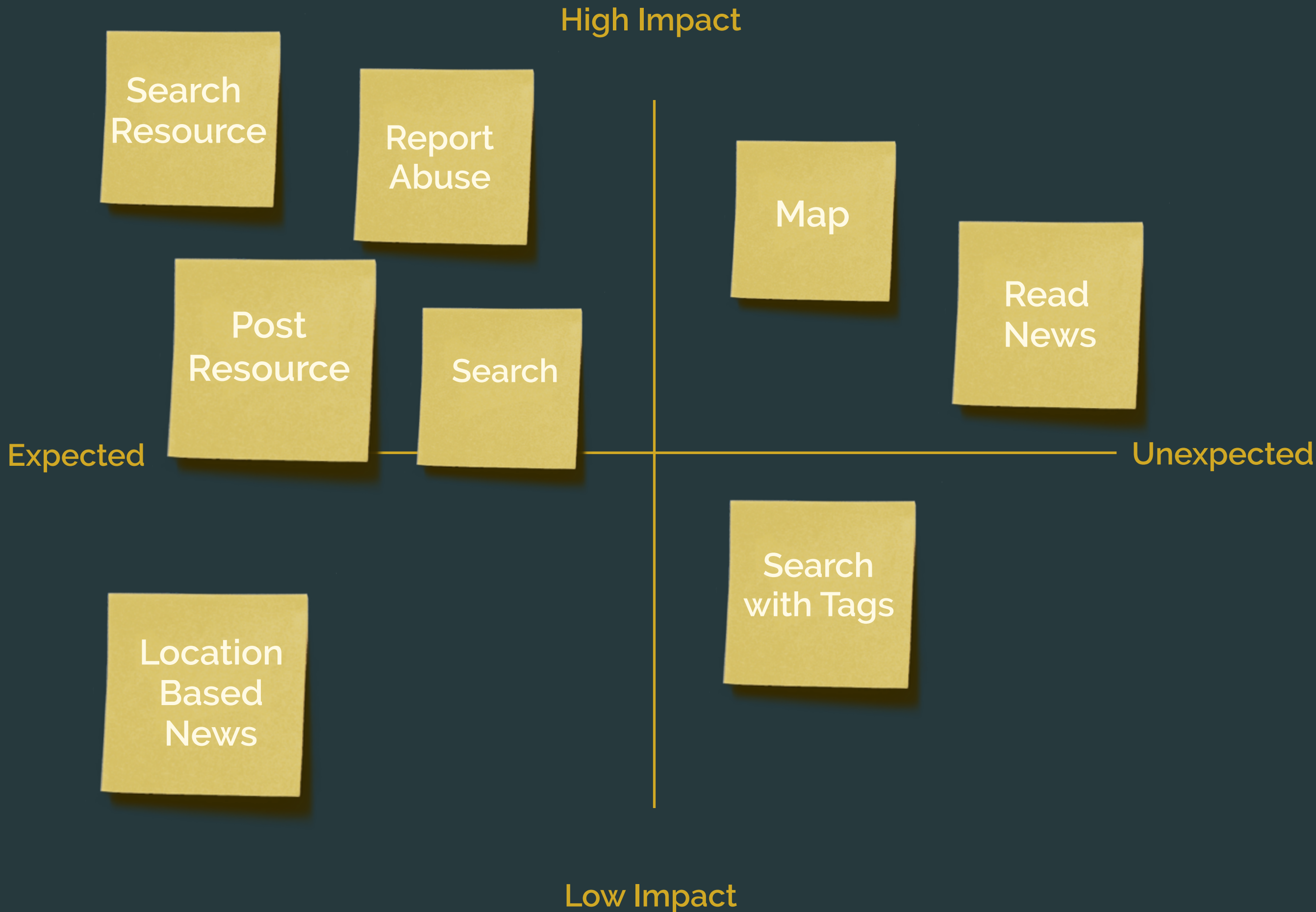


# Project Goal

The goals this application is trying to solve is exactly the problems which arose within the user interviews. The problem of being able to find what is happening in the world & the problem of connecting resources to those who need them.



# FEATURE PRIORITIZATION & MVP



## mvp | user goals based on feature prioritization

want to REPORT about an abuse | this is critical because in order for the news to generate, users have to report what is happening in hopes of spreading awareness about current issues.

want to READ about the news/latest abuses | this is for those who are interested in knowing what is happening around the world at any given time. this addresses a major pain point for those who do not know where to go for human rights abuses. this will differentiate from competitors because this is the main objective of the application is to make it easier to find this sort of news.

read about RESOURCES | for anyone who is looking for help in areas of turmoil. this is addressing a pain point for those who don't know where to go to find the necessary resources which are available.

ADD a resource | for anyone who is looking to help those in needs



# PERSONA & TARGET AUDIENCE

# Alex Davis

## 27 | Oakland | Human Rights Activist

**Background** | Alex is a social rights activist who likes to stay up to date on the news surrounding conflict around the world.

**Work** | She works for a human rights organization & with minorities across the world who are often in turmoil.

**Frustrations** | Often has difficulty gathering the right resources to help those in conflict even though the resources are out there & doesn't have access to people who can help/or ways to report what is happening to those who can help.



### Behaviors

Reads the news a few times a day | Uses phone to connect with people  
| WhatsApp User | Passionate | Workaholic |



# target audience

is based of the Persona presented of Alex Davis: Someone who is interested in what is happening around the world & wants to contribute to the efforts of bringing into light the abuses. As well as, keeping up to date with the news.

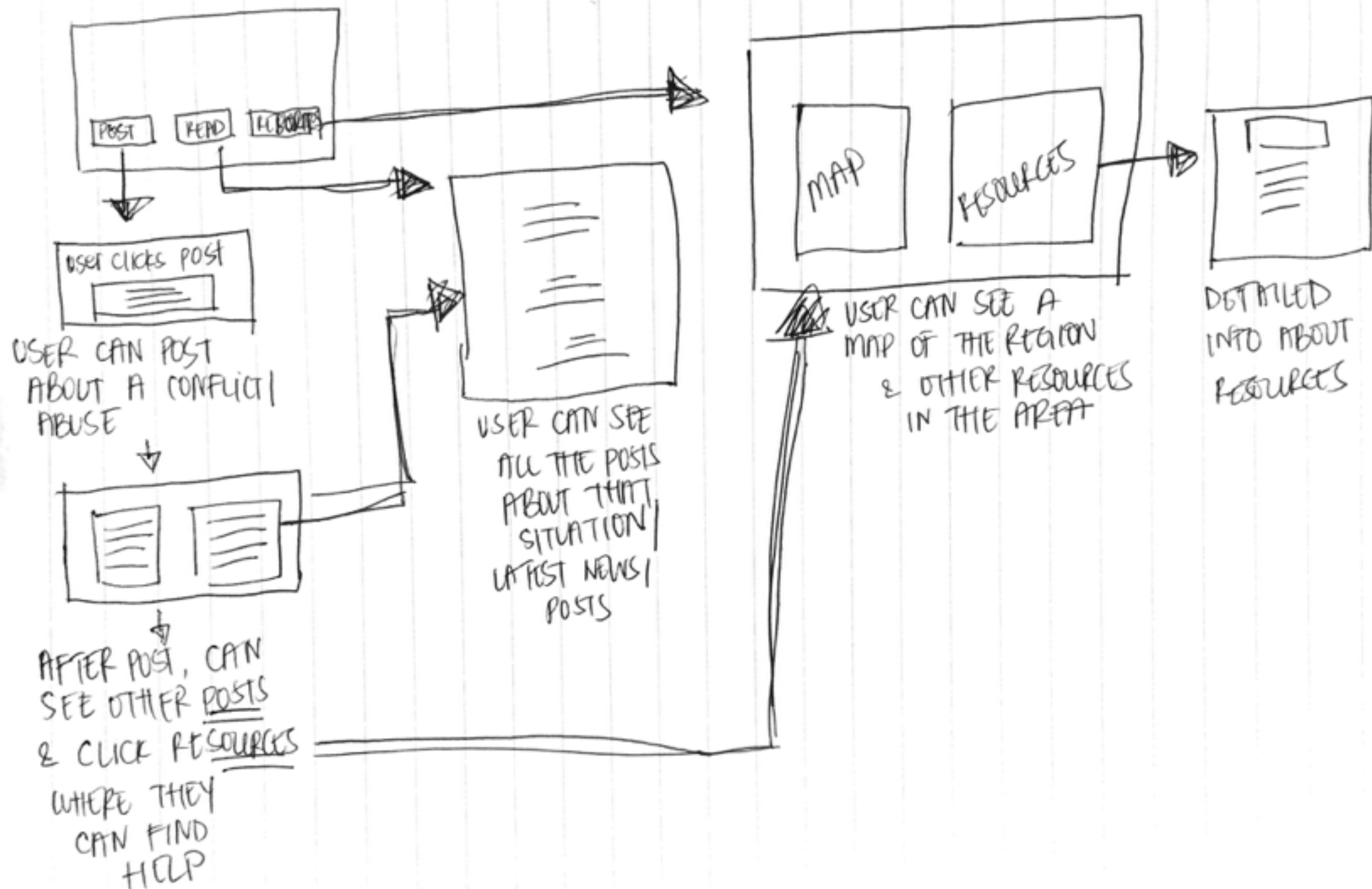


## & user goals

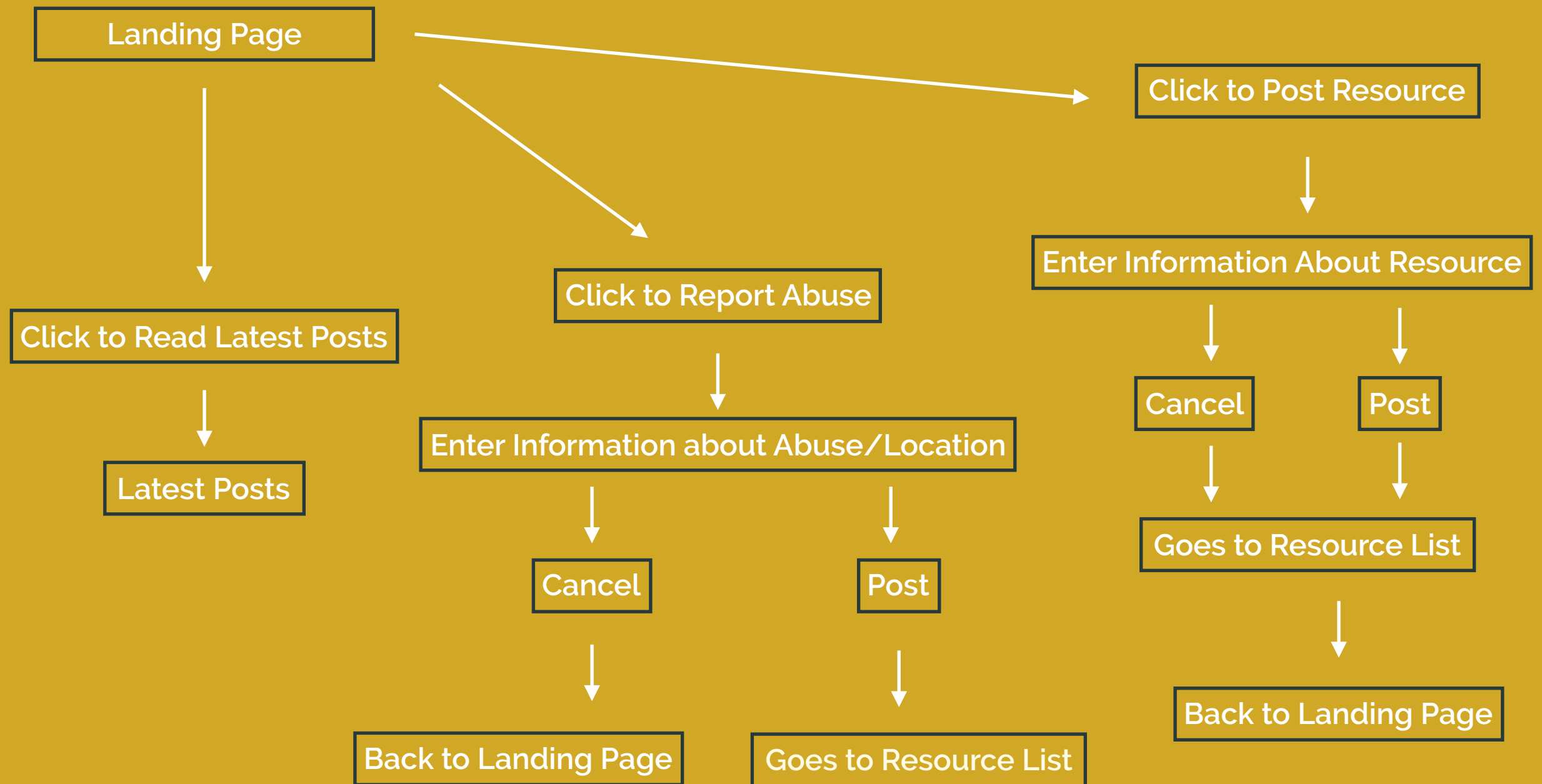
- want to report about an abuse
- want to read about the news/abuses
- read about resources
- add an resource
- search based with tags



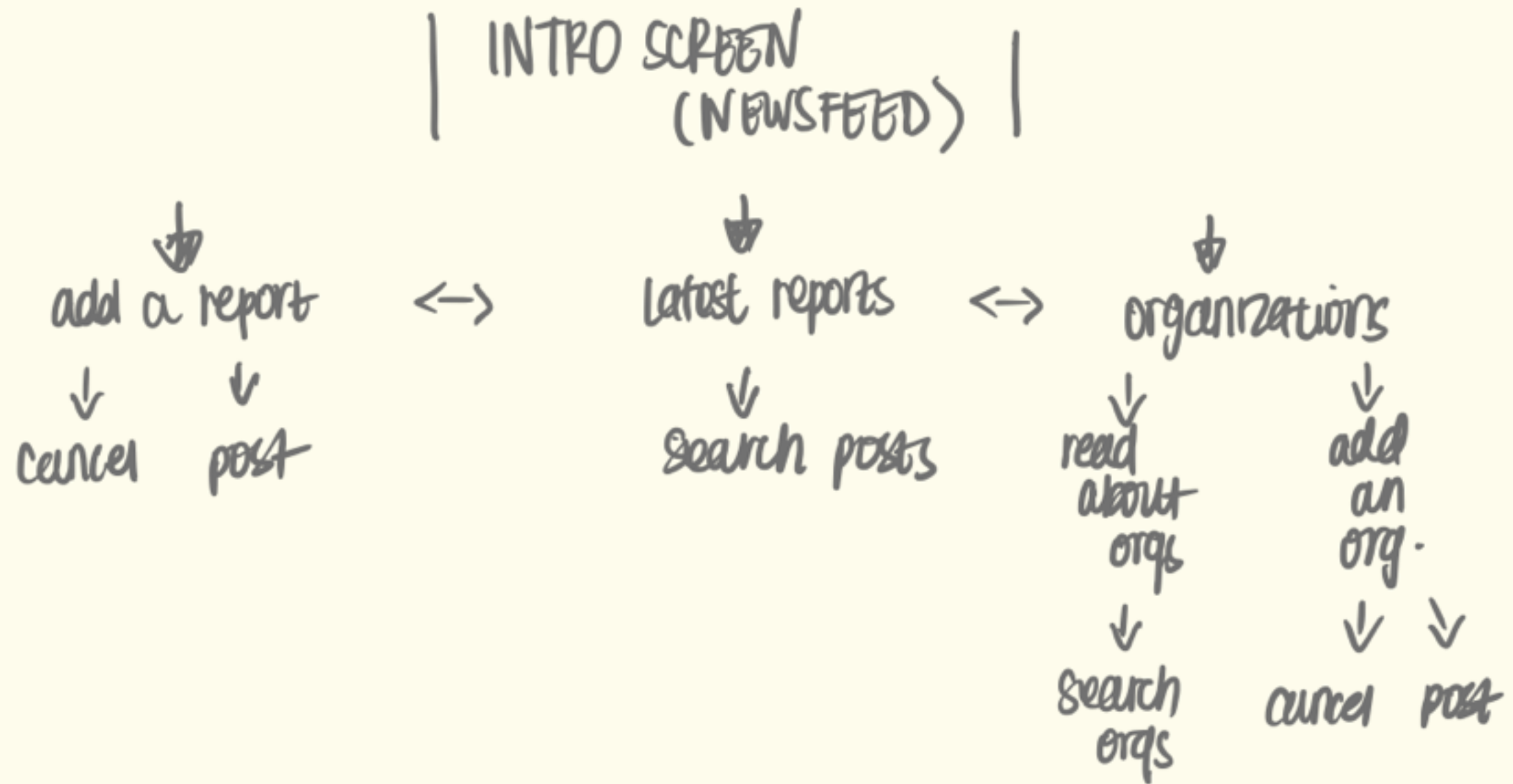
## site maps | understanding the flow



# site maps | understanding the flow



# site maps | understanding the flow





# PAPER PROTOTYPES

# paper prototyping | exploring screen content

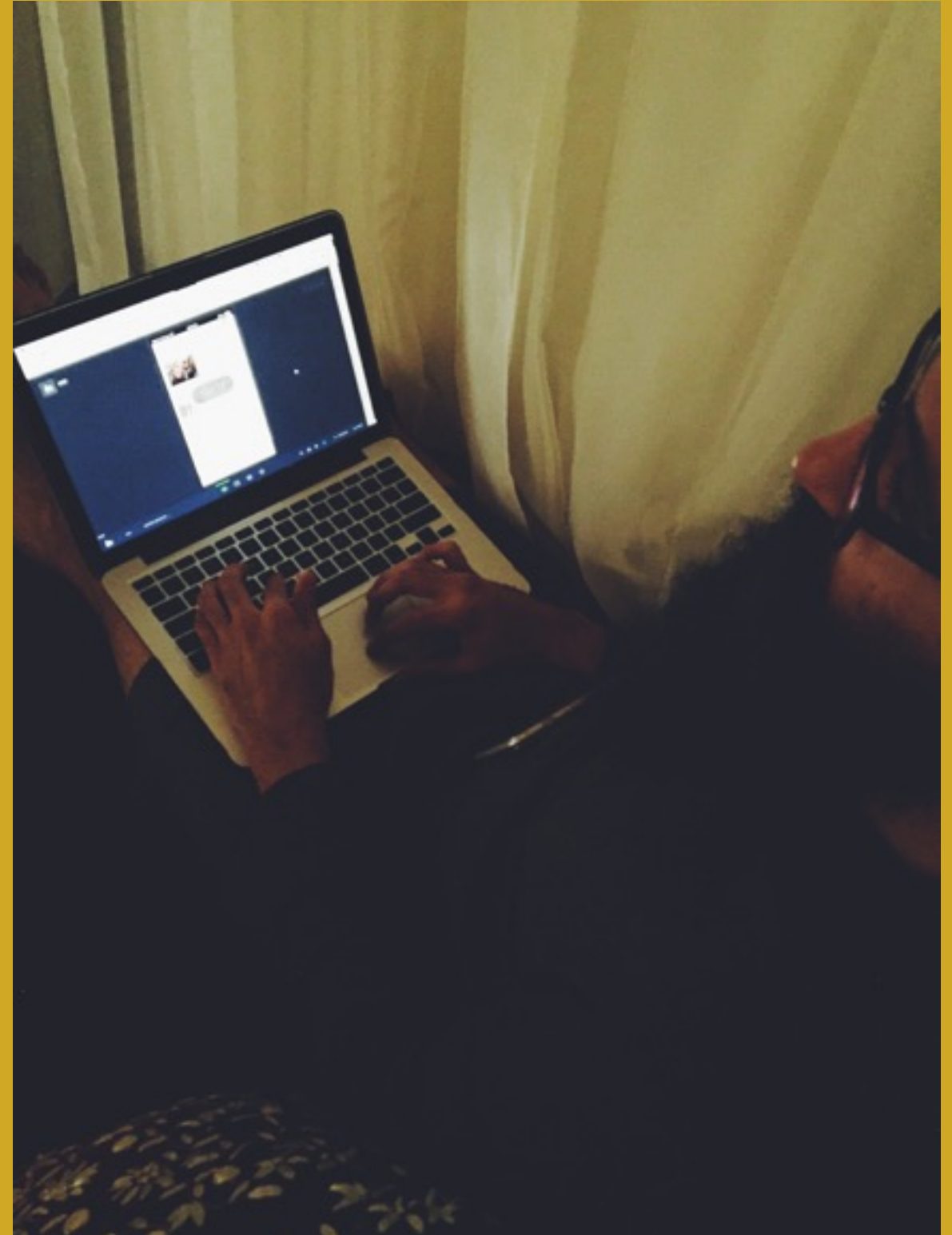
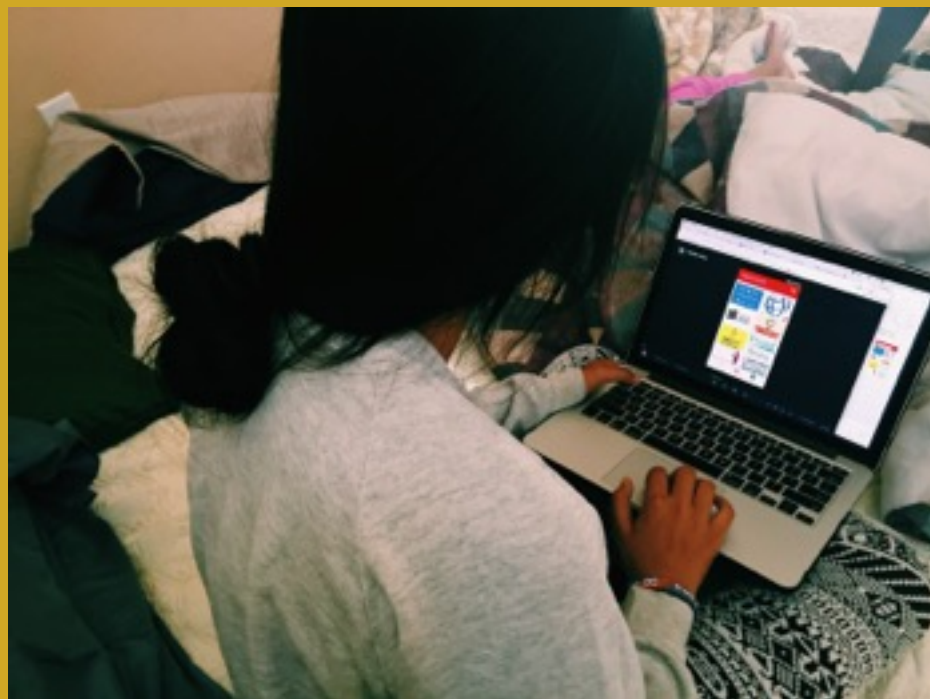






# USER INTERVIEWS

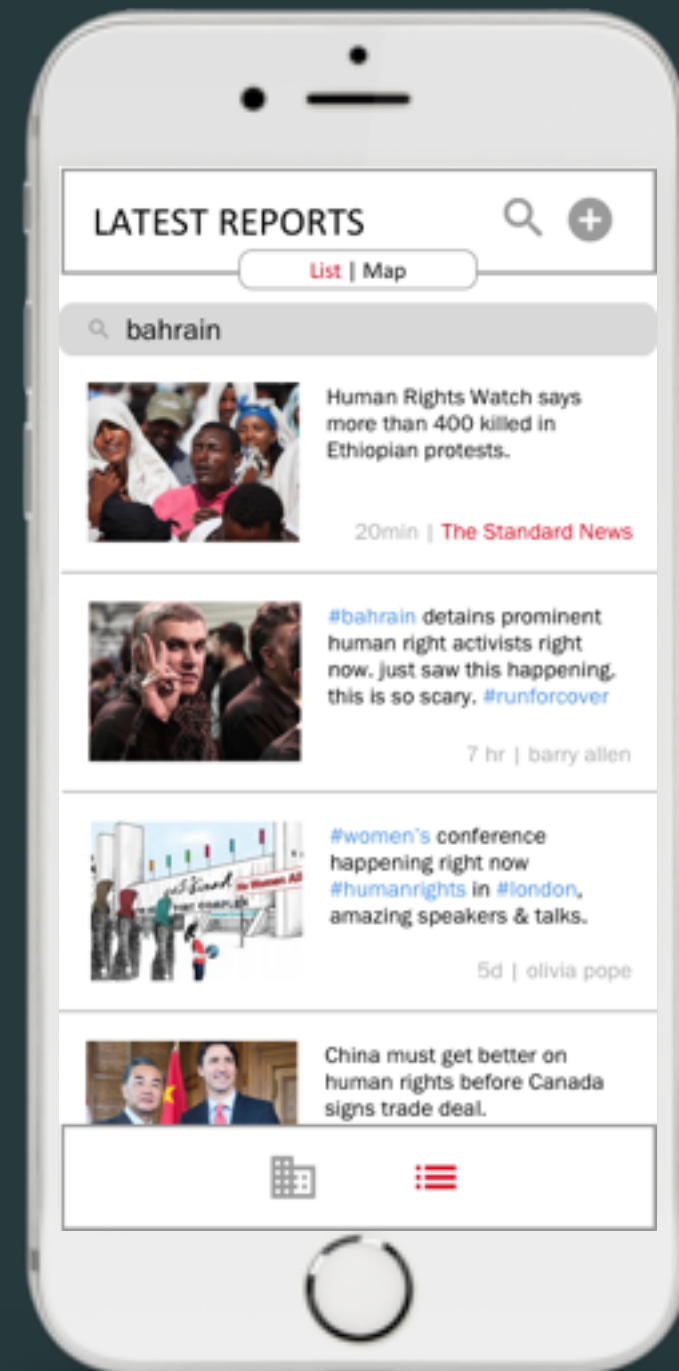
# user interviews | prototype testing



# previous wireframes | exploring interaction



through user interviews: realized, a landing screen wasn't necessary, want to take the user right to the information



through user interviews, realized that a search can take place of the title/header. saving space & more room for content.

## user testing results & findings

build for android, not  
iphone. target audience  
uses android a lot more  
than iphone

maybe add a feature  
where you can see all  
the posts you have made  
like in twitter

feature where i can like  
posts & leave comments  
so that i can see  
reactions to my posts.

search shouldn't take  
over/add another space  
on a mobile device

don't need a landing  
screen, take me to the  
newsfeed on app open

form more "fun", less  
fields to fill out.

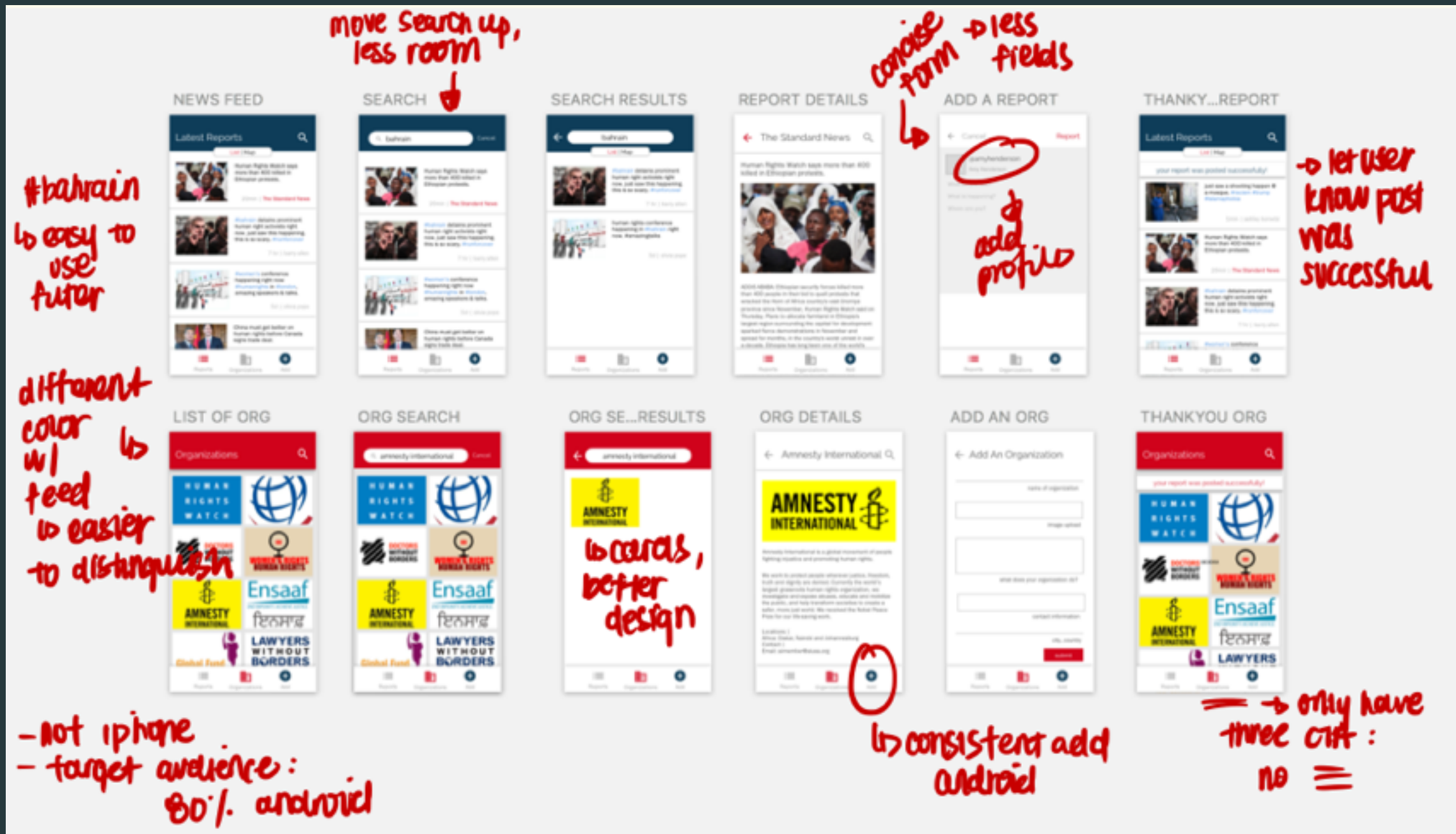
icons should have text  
underneath them,  
organizations icon isn't  
easily understandable

add icon should be on all  
screens, easily  
accessible. it's  
something i want to do.

expect the back button  
to take me to newsfeed.  
animation swipes it the  
other way.



# annotated wireframe | decisions based on user testing



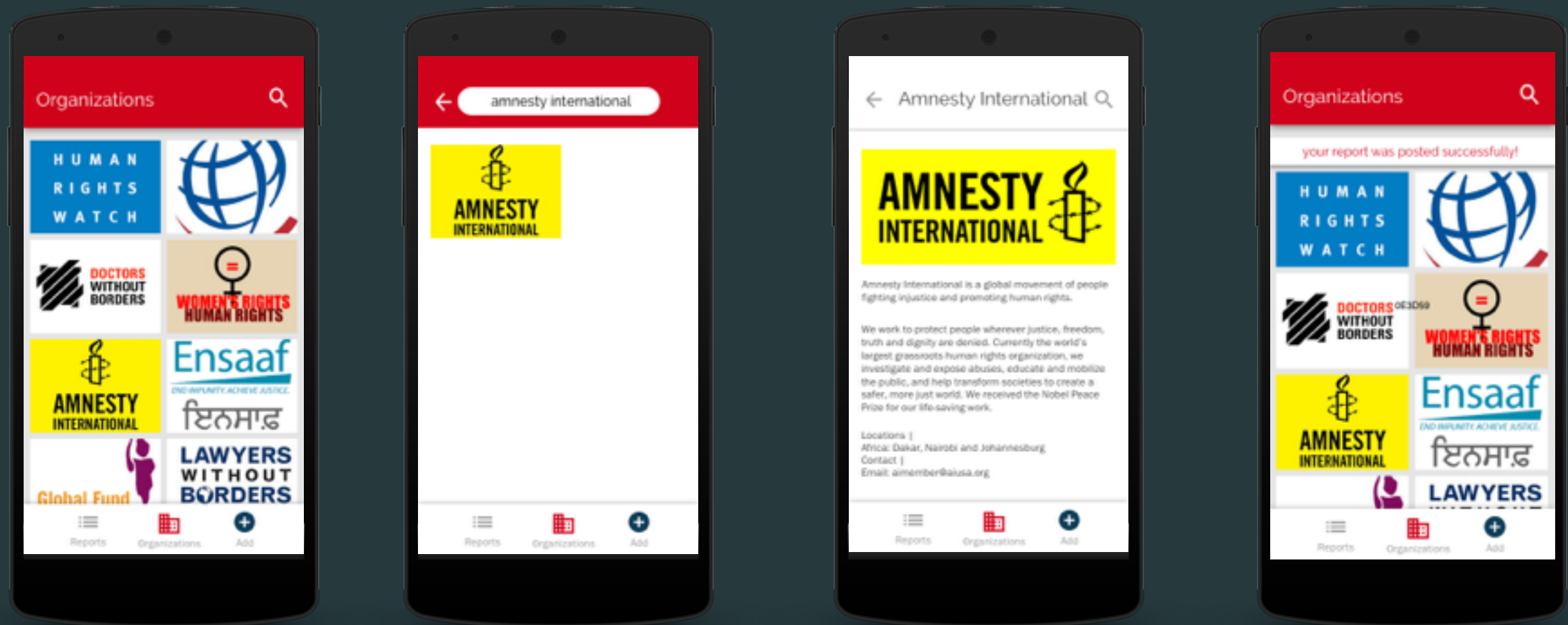


# HIGH FIDELITY PROTOTYPES

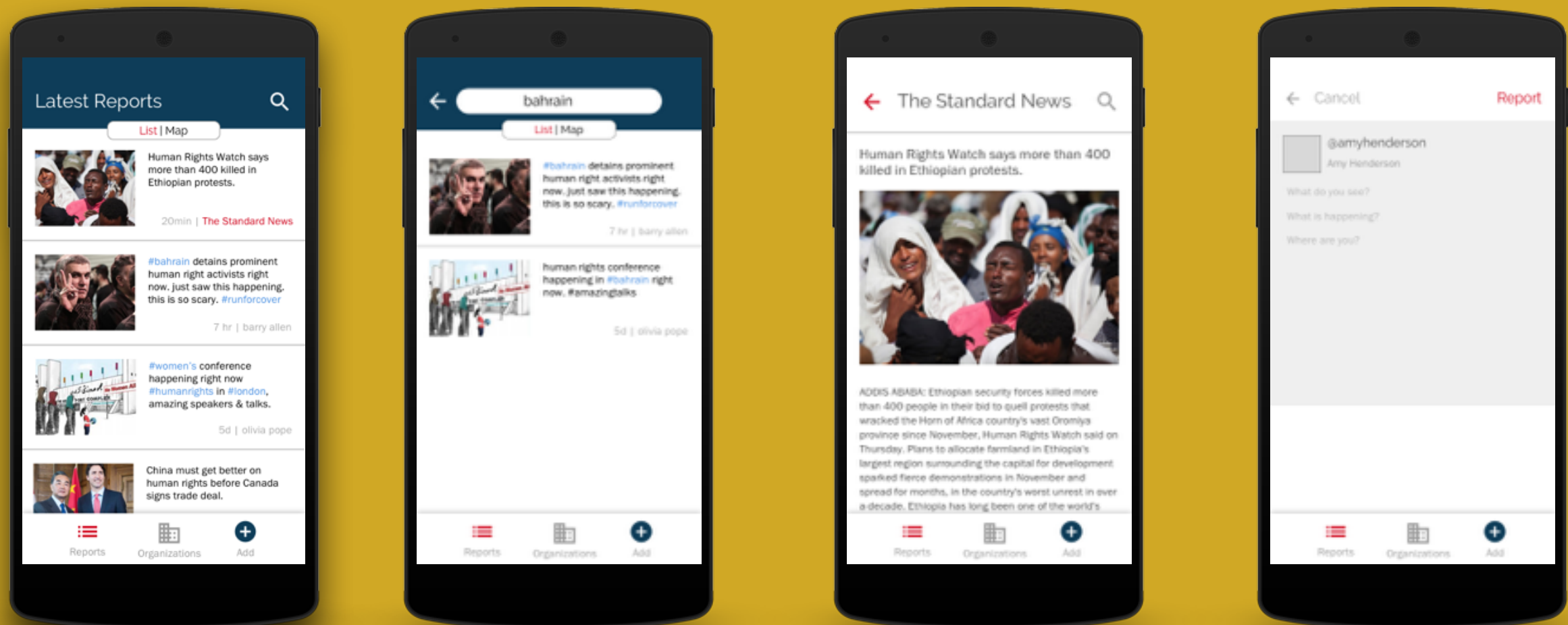
[click here for clickable prototype](#)



## high fidelity mockups | resources in the area



# high fidelity mockups | latest news & reports





# CONCLUSION & WHAT'S NEXT?

# project conclusion | main takeaways & findings



## WHO

Users who are interested in news events around the world & want to contribute to human rights awareness. Users who want to help on the ground.



## WHY

There is no application that is specific to human rights violations which is in real time. There is a need for those who want to report these incidents.



## HOW

By providing a platform where people who want to help those in need can. By providing a safe space where those who want to report abusers & abuses.



## what's next? | more features

add screens for “profile” where users can see their posts & their information.

add feature where users can like & favorite posts as well as comment on them.

users can filter their newsfeed with people & organizations they follow

add a map feature for the newsfeed, people can see where the events are happening on a world map.

data analytics where users can see where in the world events are occurring the most.

more user testing, see if the news features are accessible & easy to use.

user who don't have wi-fi

user who have bad wi-fi, what can the app do to make the experience easier?

users who need help, how to get help to them in the fastest way possible

thank you!

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