

Team MVPL

Maya, Valerie, Peter, Lia

User Group

Our user group is female UW students who live in the U District area and walk on or near UW campus alone during dusk or night at least 5 times a month. Students are from all races, backgrounds, and years of college.

Interviews

Interviewee 1 (P1): Junior female UW student who lives off campus and works at CoMotion on Roosevelt. Is out when it's dark once or twice a week either going home or walking between classes. It takes her an hour to get home and she has to transfer buses past a certain time. She prefers walking by herself. She doesn't carry any weapons or devices to keep her safe, but always has her hand on her phone in her pocket when walking at night. She isn't scared while walking alone, but is always aware of her surroundings, especially because she's female.


Interviewee 2 (P2): 20 year old male who lives in Lander Hall as an RA. He finds walking out at night to be calming when he's alone, but he also realizes that as a 6'3 Latino male people are probably more wary of him at night than he is of them. He goes out at night to spend time with friends and finds himself walking home alone when none of his friends are walking home in the same direction. He avoids areas past 50th and near I-5 because that is where more crime occurs. He protects himself by being more alert of his surroundings, and scanning for people around him.

Interviewee 3 (P3): 20 year old Male who lives at Stanford near University Avenue. His schedule includes classes, church, and work that all happen during night or dusk and therefore is constantly leaving the house late at night. He usually walks by himself and is very tense knowing that the surrounding area of where he lives is not very safe. He has been confronted with homeless people a few times. He does not carry any weapons but wishes there was more of a police presence around the area.

Interviewee 4 (P4): Junior female UW student who lives at Twelve Apartments in the U District. Walks at night or dusk 5+ times a week to meet up with friends or go to her boyfriend's house that is about a 15 minute walk from her place. She usually walks by herself and always carries pepper spray and is very aware of her surroundings. Sometimes will call her friends when she's walking home alone at night. Feels less safe walking alone at night because she's female. Says that vacant, deserted suburban areas are more sketchy to her because people could be hiding in the bushes. She wants to be able to safely walk at night alone.

Interviewee 5 (P5): Sophomore female at UW who lives on West Campus. She is from the Bay Area, California. When she was a freshman she was new to the Seattle area and made an effort to make lots of friends. She enjoys going out to eat on the Ave and go to some frat parties. She is usually out at night on the weekends and after club meetings. She pays close attention to her surroundings and other people while walking and has a rape whistle on her backpack. The UW Alerts frighten her because some alert that there are stabbings. She wants to be able to attend clubs, go out to eat with her friends, and get home safe.

Mallory Provisional

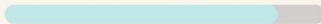
<p>Female Age 18 Lives in West Campus</p>	<p><u>Characteristics</u></p>	<p><u>Uses/Tech</u></p>
	<ul style="list-style-type: none"> - Curious + adventurous - Likes going to frat parties - New to UW - Outgoing + flirty - Wants to explore Seattle - Directionally challenged - Broke - Has lots of friends 	<ul style="list-style-type: none"> - Fitbit - Smartphone - rape whistle - constantly checks UW alerts
<p>Mallory Bonofonte</p>	<p><u>Pain Points:</u></p>	<p><u>Scenario</u></p>
<p><u>Goals</u></p>	<ul style="list-style-type: none"> - It's dark outside, hard to navigate - not familiar w/ the area - skeezy frat boys - drunk/high after party - friends want to stay out later - uber is dangerous - no buses on frat row 	<ul style="list-style-type: none"> - Friends stay at parties late + she has no one to walk home with - Gets very drunk + can't navigate the uber app, + is scared of using it when she's alone anyways - walking home alone is scary but also confusing - it's dark, lots of trees. she doesn't know the area
<p><u>Desires</u></p>		
<ul style="list-style-type: none"> - Go to parties but get home safe - wants to be social/have walk home buddies - wants to understand Husky night ride/walk - Have fun - No worries about safety 		

Mallory Polished



Mallory Bonafonte

Socializing



Familiarity With The Area



Confidence walking at night



About

- Gender:** Female
- Age:** 18
- Education:** Freshman at UW
- Occupation:** Full Time Student
- Lives:** Lander Hall
- From:** San Francisco, CA

From San Francisco, Mallory came to the UW to study Marine Biology. After school, Mallory loves to spend her free time meeting new people, hanging with her friends, and going to weekend parties.

After getting invited to a party near greek row, she finds herself worrying how she will safely get back home after the event. Being an out of state student, she is unfamiliar with the area. She knows that from talking to people and receiving UW alerts that walking home alone is dangerous, especially with lack of transportation options at night for girls. It is also very dimly lit and bare of people in some areas; this makes her feel afraid.

Enjoys attending club meetings that meet in the late afternoon and get out when it's dark, especially winter quarter. Usually has to walk alone back to her dorm from campus.

Mallory wants to be able to have fun going out at night and attending her clubs without having to worry about being in danger.

Technology

- UW Alerts
- Rape Whistle
- Fitbit
- Smart Phone

Goals

- Not worry about safety
- Socialize at night and get home safely

Desires

- Have fun
- Understand Husky Nightride / Walk
- Have more police presence at night
- Attend interesting school clubs

Pain Points

- The dark is disorienting
- Drunk or high after a party
- Some bus stops are in vacant areas
- School clubs meet in the late afternoon
- Uber is dangerous for woman alone

Source Key

Label	Source	Details
P<Interview Number>	Interview	Description
A	Assumption	Description

Mallory Sources

Characteristics	Source	Details
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Goes to frat parties	P5	Interviewee sometimes goes to Frat parties with friends
New to UW	P5	Interviewee is from San Francisco, CA and is an out of state student
Outgoing	P4, P5	Interviewees like going out with friends and meeting new people
Wants to explore Seattle	P5	Interviewee is new to the Seattle area and wants to explore
Broke	P2, P3, P4	Interviewees work to earn money
Has lots of friends	P2, P3	Spends spare time going out with friends

Technology	Source	Details
Smartphone	P1, P3, P4, P2, P5	Interviewees always has phone in pocket when walking at night
UW Alerts	P1, P2	Interviewees pay attention to UW Alerts & keeps them in mind
Rape Whistle	P5	Interviewee has a rape whistle on her backpack
Fitbit	P4	Interviewee enjoys running and walking; fit bit helps track steps


Goals	Source	Details
Socialize at night and get home safely	P2, P4, P5	Interviewees say they like to socialize and go out with friends. One of those activities is partying
Wants to understand Husky Night Ride/Walk	P1, P4	Interviewees said they wanted to use night safety resources but it's confusing

Desires	Source	Details
Have fun	P3, P4, P5	When going to eat with friends or socializing, they want to have fun
Not have to worry about safety	P3, P4, P5	Interviewees state that they don't want to worry about being safe
Have more police present at night	P3	Interviewee would be safe with more police presence around

Pain Points	Source	Details
The dark is disorienting	A	Assumed since most suburban areas have less streetlights, making it harder to navigate
Drunk or high after parties	P5, A	Based on interviewee going to parties
Some bus stops are in vacant places	P1, P4	Interviewees said some bus stops are in vacant areas where there are not a lot of people around

School clubs meet in the late afternoon/night	P1, P5	Interviewees said that they have multiple clubs that meet in the late afternoon when it's dark outside
Uber is dangerous as a woman alone	P4, A	Interviewee stated that being a woman makes you more vulnerable, we assumed this also means in Ubers

Amanda Provisional



NAME: Amanda Carnegie

STATUS: ^{fastly} solo

- 1) Safely get home from friends/another location
- 2) Participate in activities (clubs, parties, food)
- 3) not get attacked

Desires

- talk on phone w/person
- wants to avoid areas
- confident when around strangers
- easy / convenient, affordable transportation

Characteristics

Age: 20 yr ^{Female}
 Occupation: college student
 Lives off campus - Udistric

Likes to hangout with friends at night (ie get food, jog, study). Has boyfriend and goes over till night. She values independence. She gets safety tips from word of mouth & avoids certain areas like sketchway. Too cheap to pay for Uber and ~~is~~ is brave & like to walk alone.

Use / Tech

- UW Alerts
- pepper spray
- Eyes & ears
- shoes can run in
- walk in the light
- ^{smart} phone to call people
- Bus
- keys (btwn fingers)
- Location share w/ friends

Pain points

- lost of ubers \$\$\$
- inconveniences of bus
- night ride looks range
- husky walk is confused
- VW not there
- night safety resources need to improve (can be confusing)
- being a female
- lack of surveillance
- walking at night is unavoidable also cant always walk w/ others

Scenario

^{alone}
 walking home from club at 7 pm in winter quarter. Friends are busy and cant call her. Has pepper spray in hand and has to walk through the ave.

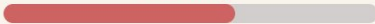
- I am very hungry need Aladdins.
- walking home alone, mentally ill. Men approach, aggressively talking / drunk

Amanda Polished



Amanda Carnegie

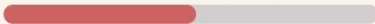
Socializing



Familiarity With The Area



Confidence walking at night



About

- Gender:** Female
- Age:** 21
- Education:** Senior at UW
- Occupation:** Waitress
- Lives:** TWELVE at U District
- From:** Puyallup, WA

Amanda is a senior at the UW who works evening shifts at a restaurant near her apartment. After her shifts she often goes to her boyfriend's house before going home for the night.

Amanda has heard from friends about the dangerous incidents that happen in the U District, and is concerned for her safety at night. She carries pepper spray and always has her phone on her with location sharing turned on.

She wants to spend time with her boyfriend and work as many hours as possible, but feels like it's hard to do so when transportation at night is unreliable or expensive and there aren't that many people around. She also wants to use some of the safety resources that the UW provides, but doesn't understand them and they don't cover the area that she lives in.

Technology

- Pepper spray
- iPhone
- iPhone location sharing
- Key between hand as weapon
- Shoes that allow her to run

Goals

- Safely get home from work or boyfriend's house
- Participate in social activities
- Feel safer when walking alone at night

Desires

- Talk on the phone while walking
- Avoid sketchy areas
- Be confident when around strangers
- Easy, convenient, affordable transportation

Pain Points

- Ubers are expensive
- Infrequency of buses
- Campus night safety resources lack range and are confusing
- Lack of surveillance
- Walking at night is unavoidable
- Walking with a group isn't always possible

Amanda Sources

Characteristics	Source	Detail
Female	P1, P4, P5	Interviewees are female
Lives off campus in U District area	P4,	Interviewee lived at Twelve Apartments in U District
Senior	A	Wanted someone that was 21 years old and could legally drink
Waitress	A	Interviewee had a job (at apartments) but was not a

		waitress. Made an assumption based on other friends who had waitress jobs and came home late
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Technology	Source	Detail
Pepper Spray	P4	Interviewee always carries pepper spray in hands when walking alone
iPhone	P4, P3, P5	Interviewees use their smartphone to call
iPhone location sharing	P5	Interviewee shares location with friends so they know where she is
Key between fingers	P4	Interviewee stated she used key between her fingers to feel safe
Shoes that she can run in	P4	Interviewee likes to wear shoes that she is able to run in incase of a dangerous situation

Goals	Source	Detail
Safely get home from work or boyfriend's	P4	Interviewee stays late at BF's house
Participate in activities	P1, P2, P4, P5	Interviewees state that they want to go out to eat and hangout with friends at night/later hours
Feel safer walking	P3	Wants a higher police presence to feel safer walking outside

Desires	Source	Detail
Avoid sketchy areas	P1, P2, P3	Interviewee avoids alleyways and dark areas when walking
Be able to talk on the phone with someone when walking alone	P4	Interviewee likes to talk with friends when walking back alone
Be confident when around strangers	P2, P4	Interviewees want to feel confident around strangers in order to feel safe
Easy, convenient, affordable transportation	A	Assumed after interviewees stated buses are always infrequent, and Ubers are too pricey

Pain Points	Source	Detail
Ubers are expensive	P4	Interviewee stated that ubers are way too expensive on a college budget
Infrequency of bus	P1, P4	Interviewees stated buses are infrequent at night
Campus night safety resources lack range and are confusing	P1, P4	Interviewees want to use UW Night Ride etc., but couldn't figure out the logistics of it
Lack of surveillance	P1, P3	Interviewees stated that there are safety "dead zones" on campus
Walking at night is unavoidable	P1, P2, P3, P4, P5	Interviewees have a schedule that involves going out late at night (work, club, friends) making it unavoidable to walk outside in the dark

Walking with a group isn't always possible	P2, P4	Interviewees stated that they couldn't always walk with others
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