

Health: Sexual Assault Resources on College Campuses

Katie-Rose S., Joseph G., Charlotte C., Michael P.

Initial POV

We met Naomi, a sophomore at Stanford University who had never experienced sexual assault.

We were surprised that despite not knowing a lot about what classifies as sexual assault, as well as what the reporting process at Stanford looks like, she has a lot of anxiety and frustration around the issue.

It would be game changing to make sexual assault awareness education and reporting more manageable and less scary.

Additional Needfinding Results

We interviewed:

- Victoria Molino, a C.A.R.E. advocate at UCLA Advocacy Office for Sexual and Gender Based Violence and Misconduct
- Sara, a Stanford R.A.
- Annie, a BYU student
- Carley Flannery, the Acting Director at the SARA Office

We learned that:

- Even administrators are unhappy with the current process
- Students are scared by the lack of a confidential counselor on Stanford's campus for those who wish to discuss sexual assault
- Victims are also scared to report because they fear a lawsuit
- The SARA office isn't concerned with getting people to report, just with giving them the resources they need

Revised POVs

1.

We met Paige, a student who had been sexually assaulted while at a campus party and had recently just finished the sexual assault reporting process.

We were surprised that Paige had only reported when a friend encouraged her to 3 weeks later. She had been nervous about reporting because she didn't understand the process.

It would be game-changing to make Paige more comfortable in reporting the situation on her own.

HMW connect supporters to people who have been sexually assaulted?
HMW allow those assaulted to be more confident talking about the situation alone?
HMW educate people of the resources available?
HMW make reporting more like talking to friends? more like a diary?
HMW combat sexual assault before it ever happens?
HMW eliminate the unknown aspect of sexual assault reporting?
HMW make reporting the easiest and least stressful part of sexual assault for people who choose to do so?
HMW allow friends to be the people those assaulted go to?
HMW allow for an expedited reporting process?
HMW motivate people to feel obligated to report these situations immediately?

2.

We met Carley, the Acting Director of the SARA Office.

We were amazed that she wasn't invested in getting people to report, just in helping people get the resources and resolutions they need to move forward.

It would be game-changing to help survivors get the resources they need.

HMW lay out survivors' options in a way that clarifies the resources they have and how the system works?

HMW use resources or systems on other campuses and modify them to fit our needs?

HMW prevent people from even needing these resources in the first place?

HMW help survivors figure out what steps they want to take?

HMW help schools clarify their policies regarding sexual assault?

3.

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It would be game changing to make sexual assault awareness education and reporting more manageable and less scary.

HMW work with Naomi to soothe her fears about the sexual assault process?

HMW equip Naomi to be prepared to assist a friend or herself in reporting a sexual assault?

HMW change the way the sexual assault is talked about on campus?

HMW foster a sense of community among students on campus so as to have resources among the student body in case of a sexual assault?

HMW make sexual assault resources more accessible?

HMW make the sexual assault reporting process more transparent while respecting confidentiality of survivors?

Best HMWs

How might we make reporting easier and less stressful for people who choose to do so? (stems from our Paige POV)

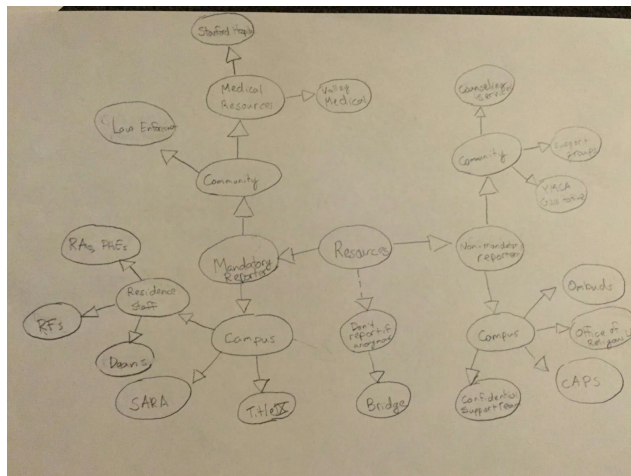
How might we help survivors understand all of their options without getting overwhelmed? (stems from our Carley POV)

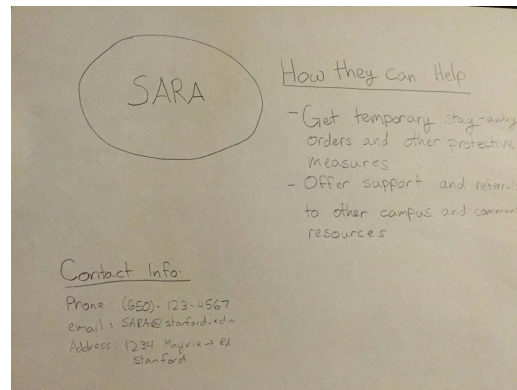
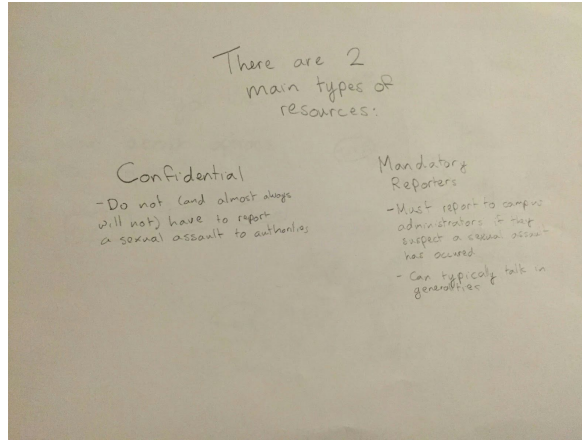
How might we eliminate the unknown aspect of sexual assault reporting and the resources available? (stems from our Paige POV)

Experience Prototypes

➤ Flow Chart

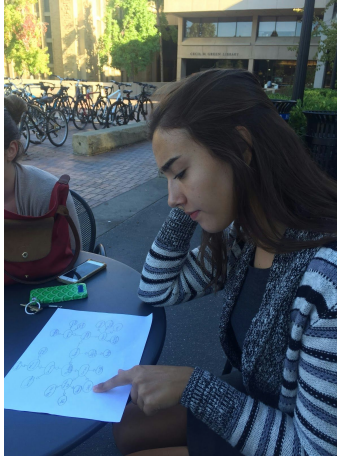
- We assumed that the user would want to be presented with all of the resources at the beginning of the process to get a better sense of what was available to them, this assumption came from our interviews where the interviewees discussed a sense of confusion from the lack of knowledge around resources.
- We drew what the computer screen would look like at each point in time depending on the actions the user chose once to the webpage



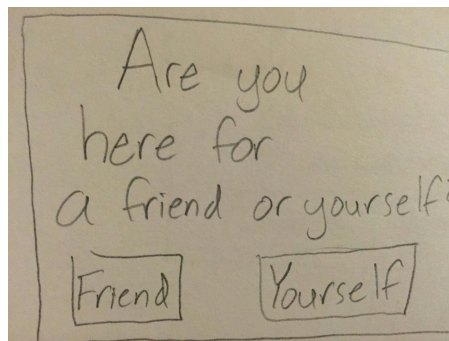


- We created a paper with the large flowchart mapping out the options as it would appear on the webpage. The user was presented with this webpage (via paper), where their eye is drawn to the middle node, then would flow in the direction they choose until they reached a node with a resource they wanted to learn more about. Once they “clicked” a resource node on the paper, an actor presented them with a new page that gave more information about this particular resource, such as their contact information and how they are able to help, as it would appear on the webpage.





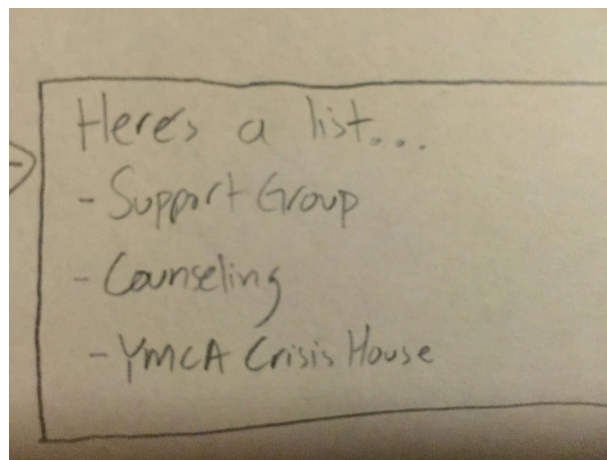
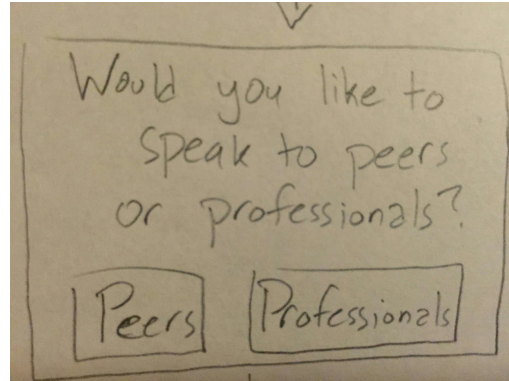
- We found that users really liked being able to zoom in on all of the resources available to them from the flowchart. However, we noticed that they seemed a bit overwhelmed with the flowchart in general and didn't know which resources to explore at first because of the complexity and lack of guidance.
- WebPage Questionnaire
 - We operated under the assumption that people didn't seek resources available to them because they were overwhelmed by the complexity and couldn't figure out which resources to contact. This assumption involved believing that the users wouldn't want to see all available resources until the end of the process.
 - On each piece of paper, we drew what the webpage would look like at that point in time.



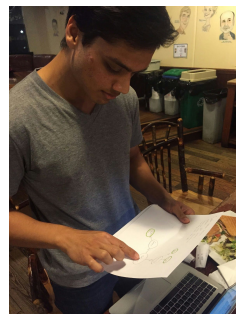
Friends
↓
Has your friend reported?
 Yes No
| Yes

Professionals
↓
Do you prefer on campus or off-campus resources?
 ON CAMPUS OFF CAMPUS

Would you like Confidential reporting or non-Confidential reporting?
 Confidential Non-Confidential

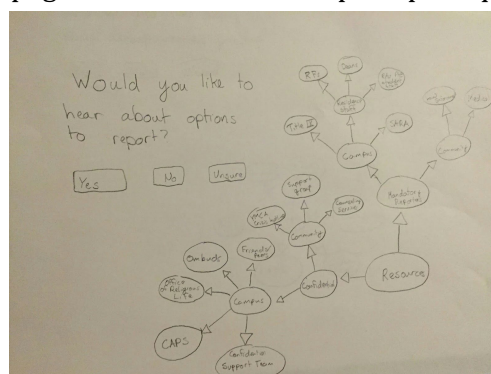


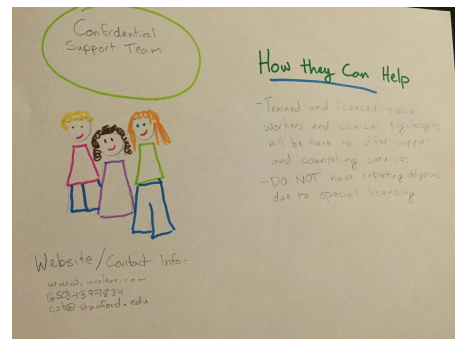
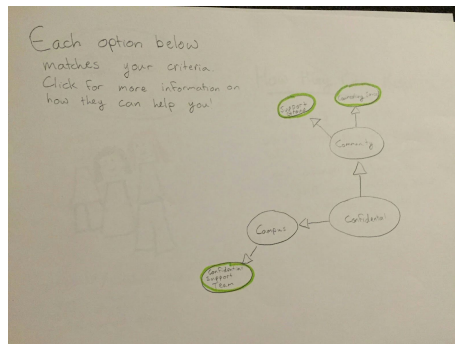
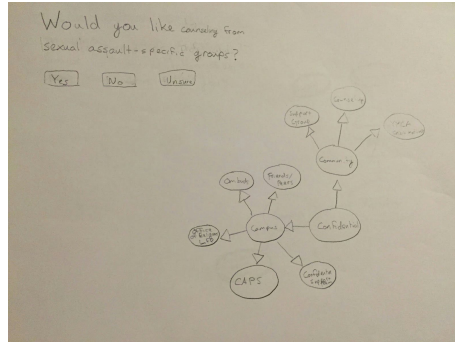
- During the prototype experience, the first thing the customer sees is "You are not alone.", then the first question appears. The user answers the question, at which point an actor presents the next page to the user and the process repeats until the user reaches an end state. The end state suggests a resource for them to contact as well as the option to see a full list of resources available.



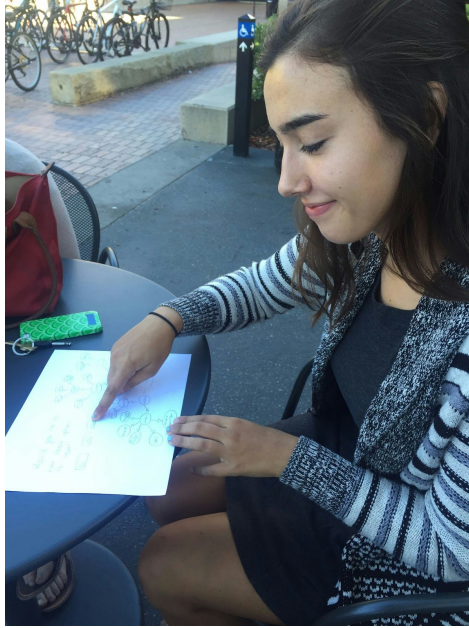


- Users really enjoyed being guided through the process, however we were incorrect to assume that they didn't desire to see the overall resource list earlier. We found that helping them through the process helped to avoid the overwhelming feeling. However, users seemed to feel trapped by having to go down only one path until they reached a resource that met their desires.
- Combined Flow Chart/Questionnaire
 - We operated under the assumption that while people wanted to be guided through the process, they also desire to be cognizant of all of their options from the beginning. This would help them to alleviate uncertainty, but also go through the process in a more systematic way.
 - On each piece of paper, we created the interface as it would appear at that point in time. This webpage interface included a prompted question as well as a flowchart.





- During the prototype experience, the simulation went much like the other two. The user was prompted a question, however when they answered this question, parts of the flowchart were eliminated so that only resources relevant to the user remain in the next webpage.



- The users really enjoyed being presented with all of their options from the initial interaction with the website. It seemed that our original assumption was correct, users seemed to enjoy seeing the whole chart of resources and see resources slowly disappear as they progressed through the questions. One thing that was surprising was that as the questions progressed, users would “scan” over the tree and view details about specific services which seemed to allow them to get a better understanding of the resources available to victims.

Best Experience Prototype

The best experience prototype was the final prototype. This prototype allowed users to see all available resources initially, but instead of being overwhelmed, they were put at ease because they understood they would be guided through the complex information through questions. The questions allowed them to choose a resource that was specific to their wants, while also eliminating any confusion about resources and how they differed from one another.