POVs and Experience Prototypes

Sexual Assault Trauma and Reporting on Campus

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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 Interviews

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.

We met…

Annie, a student at BYU.

We were amazed that…

She could easily talk us through the process of how she would report a sexual assault on her campus, but was **concerned** that she would be **expelled** in conjunction with the assault.

It would be game changing to…

Give sexual assault survivors the **security** and **confidence** needed to report sexual assault on campus.

We met…

Sara, an **RA in a sorority** at Stanford.

We were amazed that…

She would possibly **not encourage** a friend to report a sexual assault victim to report **given the state of campus resources** right now.

It would be game changing if we…

Gave students and student staff **a sense of security** with their school.

We met…

Victoria Molino, a C.A.R.E. advocate at UCLA Advocacy Office for Sexual & Gender Based Violence & Misconduct

We were surprised that…

…even Victoria, an administrator at UCLA, **wasn't completely happy** with the current system for reporting sexual assault and thought there were **significant improvements** that could be made

It would be game-changing to…

…**work in conjunction** with schools administrative offices to come up with **solutions.**

Top 3 POVs

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**.

We met…

Paige, a student who **had been sexually assaulted** while at a campus party and had recently **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 **comfortable** reporting the situation **on her own.**

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.

We met…

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

We were surprised that….

Despite not knowing much about what classifies as sexual assault, as well as what the reporting process at Stanford looks like, she had a lot of anxiety and frustration around the issue.

It wouldn't be challenging to…

Make sexual assault awareness education and reporting more manageable and less scary.

HMW help survivors understand all of their options without getting overwhelmed?

HMW eliminate the unknown aspect of sexual assault reporting and the resources available?

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, her 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 make reporting easier and less stressful for people who choose to do so?

We met…

Carley, ...ing Director of the SARA Office

We were amazed that…

She wasn't invested in getting people to report, just... helping people... the resources and resolutions they... move forward.

It would be game-changing to…

Help survivors get the resources they need.

HMW help survivors understand all of their options without getting overwhelmed?

What worked:
➤ Liked being walked through options
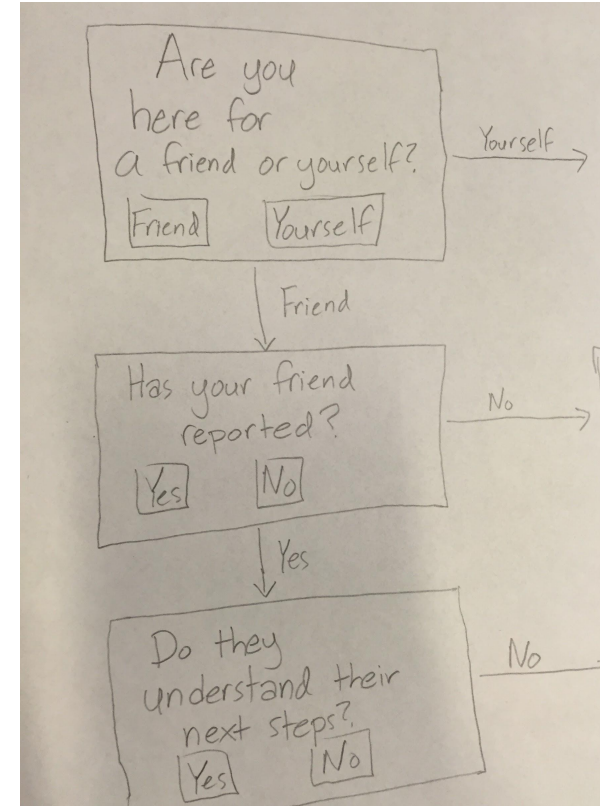➤ Prefered the control of choosing one thing at a time

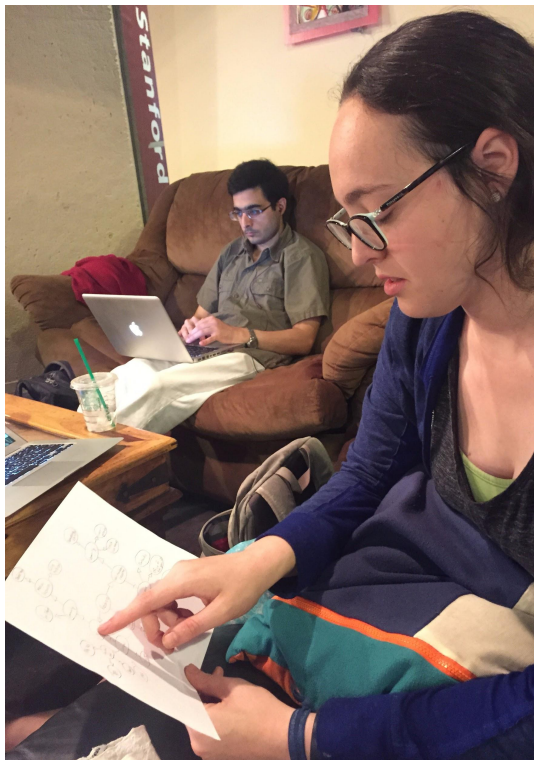**What didn't work:**
➤ Limiting
➤ Blocky design

Surprise:
➤ Limiting vs. overwhelming balance
➤ Lack of control

Validity:
➤ People liked having a clear way to walk through the options available and said that helped them figure out where they would look first.

HMW eliminate the unknown aspect of sexual assault reporting and the resources available?

What worked:
➤ Clearly showed many resources available
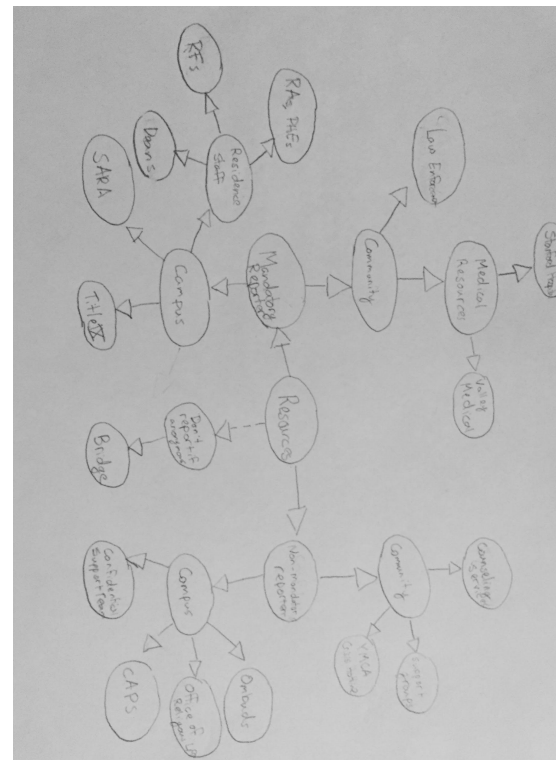➤ Logic of where everything was made sense

What didn't work:
➤ Showed an overwhelming amount of information at once
➤ Some of the titles of subcategories were unclear
➤ Required a lot of navigation

Surprises:
➤ Ignorance of number of resources
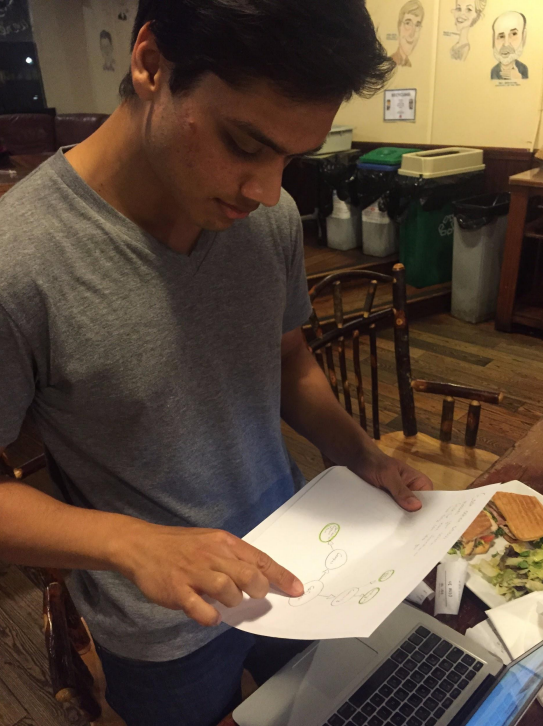➤ Few people knew about in-person confidential resources

Validity:
➤ Even people familiar with resources were surprised by some, so some options clearly weren't as well known

HMW make reporting easier and less stressful for people who choose to do so?

What worked:
- ➢ Really liked the information available at the end
- ➢ Found it easier to visualize who they should talk to

What didn't work:
- ➢ Busy Screen
- ➢ Unclear what was clickable and what wasn't

Surprises:
- ➢ Wanted to know "What would happen if…" not who was there to support them
- ➢ Wanted all the information on the screen but fewer things on the screen

Validity:
- ➢ People really wanted to see who would be involved in an investigation. They liked the setup, but wanted more information about what would happen if they chose to report.