



Olla: Online Ally



# UX & UI: Deign for Social Good

## Domestic Violence Mobile Application

Design and Prototyped by.

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# Process and Deliverables

## Overview

### Discovery and Definition

- Blueprint For UX Discovery Pg. 3
- User Journey Map Pg.3

### Ideation and Architecture

- Sketches Pg.4
- Wireframes Pg.5

### Design and Prototyping

- Style Tile Pg.5
- Final Prototype Pg.6

# Discovery and Definition

## Blueprint For UX Discovery:

### Section 1

- The people affected by the problem.
  - Heterosexual and LGBT+ Relationships
  - Mostly Women but also alot of Men too
  - Children are often involved in domestic violence and abuse
  - People living with Others who Abuse Substances
  - Most abuse happens when drugs or Alcohol is involved

https://www.sandiego.gov/police/services/domestic-violence



- Impact of the Problem on the Organization:**
- Authorities on which might not be able to reach and help the person on time if needed
  - Many families/people may suffer the same situation multiple times if hasn't been fixed
  - Many authorities might only be focused on a certain area
  - There are alert devices out there, but are used manually and not automatically to alert authorities
  - Lives may be lost if authorities don't arrive on time to stop/deal with the situation

Note the impact this problem has on the people that it affects. This problem can increase and be the main source of cause of mental health concerns. Issue may not only be limited to causing mental health and the level of the impact is personal to the victim. PTSD - Suicidal Promeness/ Tendencies - Substance abuse by the victim because of the situation.

https://nadv.org/STATISTICS



- Idea- App for victims in a current situation to message local police, privately. App would be discreet and unknowable to be an actual police communication app for those who are the abuse, current situation would include domestic violence, sexual assault, molestation, children in a bad situation, etc.
- Idea- An app that would be a casual looking designed face that wouldn't seem like a police communication center, use the platform where civilians and police force/departments can sign in as a specific type of account. There will a local detection for the civilian in a particular area. Those who are looking for help can get direct connection with a local department, someone who would monitor the message board, a section would be on watch for the chat during their working hours, so it will be available 24/7 to civilians. This would ensure proactive response to more cases that include home issues across the board.

- The background of a problem. Which organization or department has the problem and what is the problem? Why are the problem present? How do they solve them and how they solve them and what the problem is. This is a real discussion and for a context tool needed. In this case, you may wish this aspect more for your research.
- The people affected by the problem. There could be multiple user groups affected by a specific problem or different in a problem statement and that will be the problem about users. In some cases, several employees/government customers support staff can be affected by a problem, as they often have the best of their own perspective - for eg. a company's support staff.
- The impact of the problem on the organization. It is important to have clear understanding of the organization's organizational structure. For example, if you are looking for a problem, you may wish to identify the impact of the problem on the organization. Your solution may involve working out how much the problem costs the organization, and the likelihood of the problem occurring again in your organization.

- Who is affected by the problem?
- When is the problem?
- Where is the problem?
- What does the problem cost?
- How does the problem occur? Is it a problem recurrent?

The background of a Problem: Since first identified as a problem worthy of study in the 1970s, tremendous progress has been made in understanding physical and sexual violence against women. Increasingly sophisticated quantitative studies have identified predictors and mechanisms underlying violence and its subtypes and provided support for theoretically derived hypotheses. Qualitative research has provided important insight into the subjective experience of violence and a greater understanding of the context and meanings associated with it. Independently, quantitative and qualitative studies can contribute much to the understanding of this complex phenomenon. However, it is the combination or integration of the two approaches, known as mixed methods research (Creswell, 2009; Creswell & Plano Clark, 2007; Tashakkori & Teddlie, 2003), that offers perhaps the best and most thorough means of understanding violence against women (see Murphy & O'Leary, 1994).

**Quantitative Analysis:**  
 Nationality:  
 Locally:

**Qualitative Analysis:**  
 Nationality:  
 Locally:

- Perpetrators:**
- Intimate Partners
  - Acquaintances
  - Main Majority are Men
  - Young
  - Troubled
  - Unemployed
  - Low Self-Esteem

- Who:**
- Children
  - Women
  - Men
  - Families
  - Friends

- What:**
- Individuals abusing others systematically
  - Where:
    - House-Holds
    - Neighborhoods
  - ~20 people per minute are physically abused

**Why:**

- To gain power or control in a domestic or intimate relationship

**National background of problem:**  
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<https://www.ncjvices.org/pnc/articles/PNC305330/>

### Utricia analysis

The prevalence of emotional, physical, and sexual abuse, and harassment was calculated for each survey. An approximate 4% of participants reported emotional abuse and sexual violence, and for those who reported emotionally. The prevalence, that included harassment reporting by abuse type and substance, only included those women who reported emotional at least one out of the CCAI that is, those who consistently reported no abuse were excluded.

### Results

The prevalence of different types of partner abuse remained consistent over the study period (see Table 2). Approximately 4% of participants reported emotional abuse and sexual violence, and for those who reported emotionally. The prevalence, that included harassment reporting by abuse type and substance, only included those women who reported emotional at least one out of the CCAI that is, those who consistently reported no abuse were excluded.

Table 2. Prevalence of partner abuse at each survey by abuse type.

	Survey 1 (n=100)	Survey 2 (n=100)	Survey 3 (n=100)
Emotional Abuse	2.1	2.1	2.1
Sexual Abuse	2.1	2.1	2.1
Harassment	17.1	17.1	17.1
Physical Abuse	2.1	2.1	2.1
Sexual Abuse	2.1	2.1	2.1

Of the women who reported abuse at any of the three survey time points, 95% reported consistently. About one quarter made two inconsistent reports, with 17% making two inconsistent responses, and 12% making three. Approximately one fifth of participants made 4-8 inconsistent responses, and 11% made 7 or more inconsistent responses.

Health and demographic factors were measured at baseline and are reported in Table 3. With the exception of being with children, there were no demographic differences between consistent domestic violence and inconsistent domestic violence reporters by abuse type. Women who were inconsistent reporters were less likely to be with children. Compared with women who consistently reported domestic violence, inconsistent reporters were slightly less likely to have officially reported on their available insurance that consistent domestic violence reporters.



This is a visual of quantitative data on the issue being reported and the health, living situation, and demographic statistics of those who are involved with this issue:  
 Link: <https://pauk.womensafety.gov.au/wp-content/uploads/2018/07/Measuring-Domestic-Violence-in-Longitudinal-Research.pdf>

### Demographic information:

Women who had never reported domestic violence (consistent reporters of no domestic violence) were more likely to have good health, live with a partner, and to have reported that their partner had never reported domestic violence and inconsistent responses. In addition, those who consistently reported no domestic violence were less likely to be current smokers than consistent reporters of domestic violence and inconsistent responses.

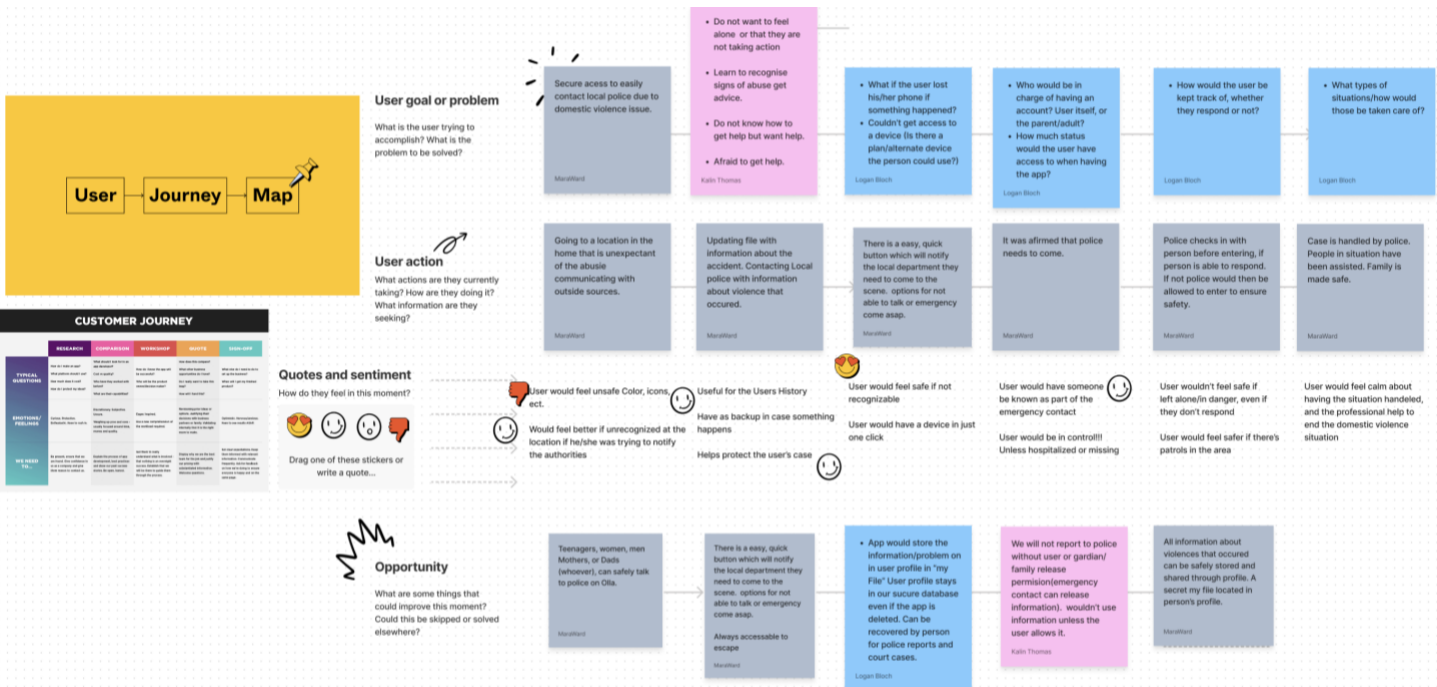
Table 3. Health and demographic factors of inconsistent and consistent reporters.

Demographic	Consistently reported DV abuse	Inconsistently reported DV abuse	Consistently reported no DV abuse
Age (years)	34.1	34.1	34.1
Marital status	58.1	58.1	58.1
Partner violence	26.1	26.1	26.1
Living with partner	76.1	76.1	76.1
Yes	26.1	26.1	26.1
Living with child	26.1	26.1	26.1
Yes	76.1	76.1	76.1
Area of residence	58.1	58.1	58.1
Major cities	58.1	58.1	58.1
Rural regions	26.1	26.1	26.1
Outer regional	12.1	12.1	12.1
Remote	2.1	2.1	2.1
Disability	2.1	2.1	2.1
Physical disability	2.1	2.1	2.1
Psychological	2.1	2.1	2.1
Education	2.1	2.1	2.1
High school	2.1	2.1	2.1
Some university	2.1	2.1	2.1
University degree	2.1	2.1	2.1
Higher degree	2.1	2.1	2.1

Table 4. Health and demographic factors of inconsistent and consistent reporters.

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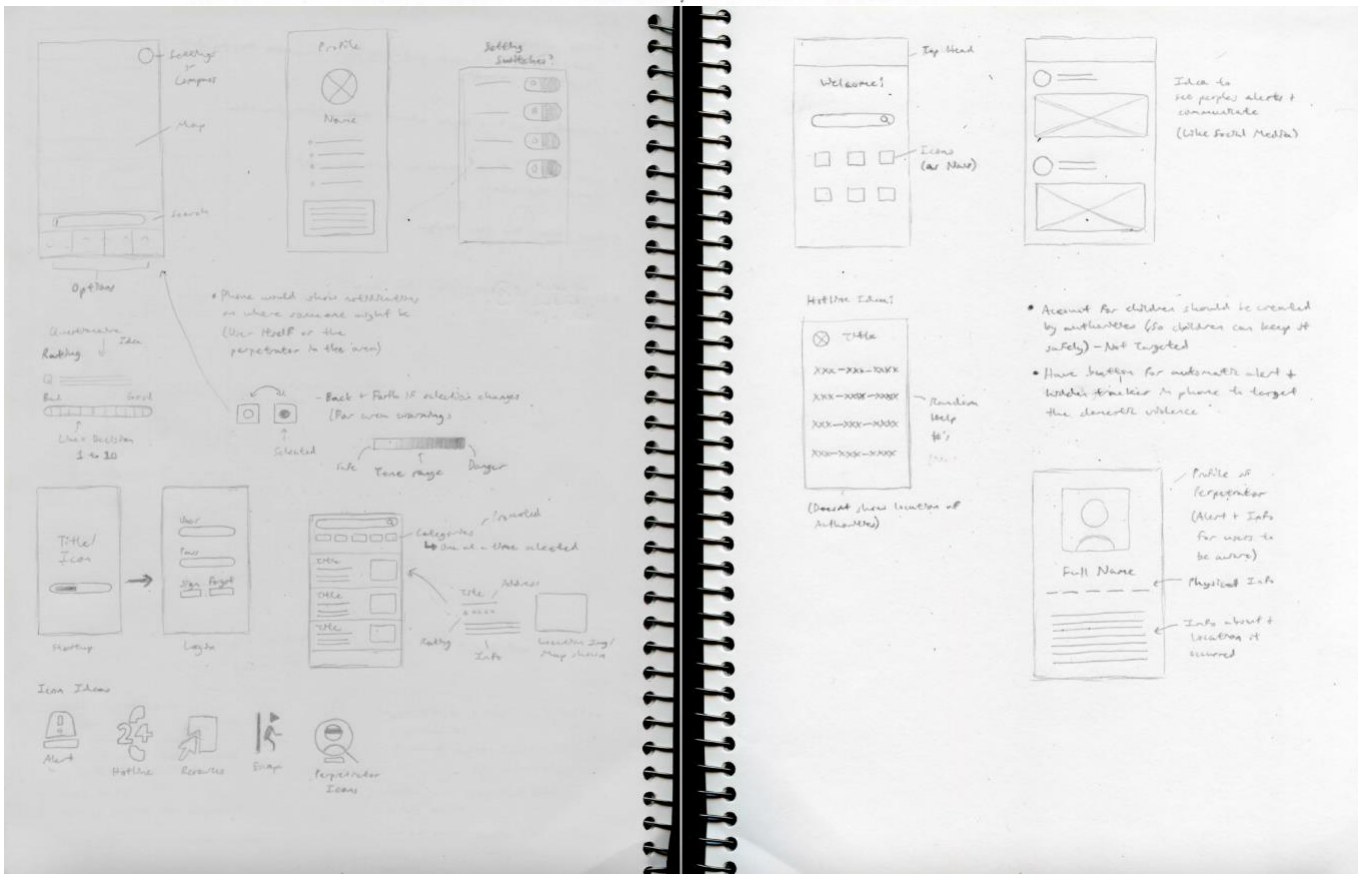
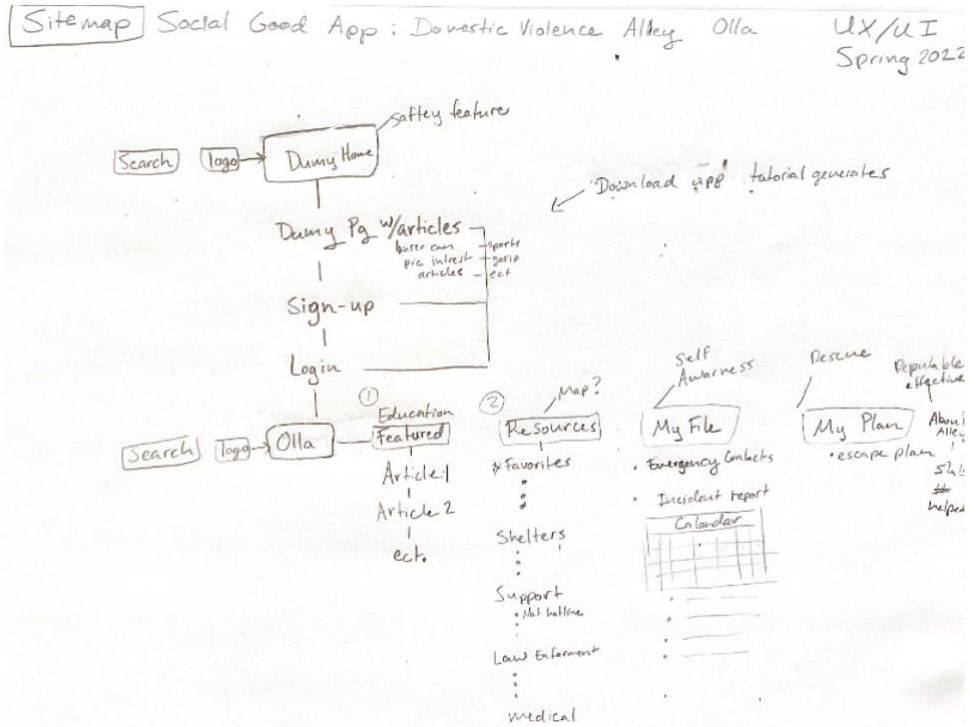
## User Journey Map: UserJourneyMap SocialGood BlochThomasWard



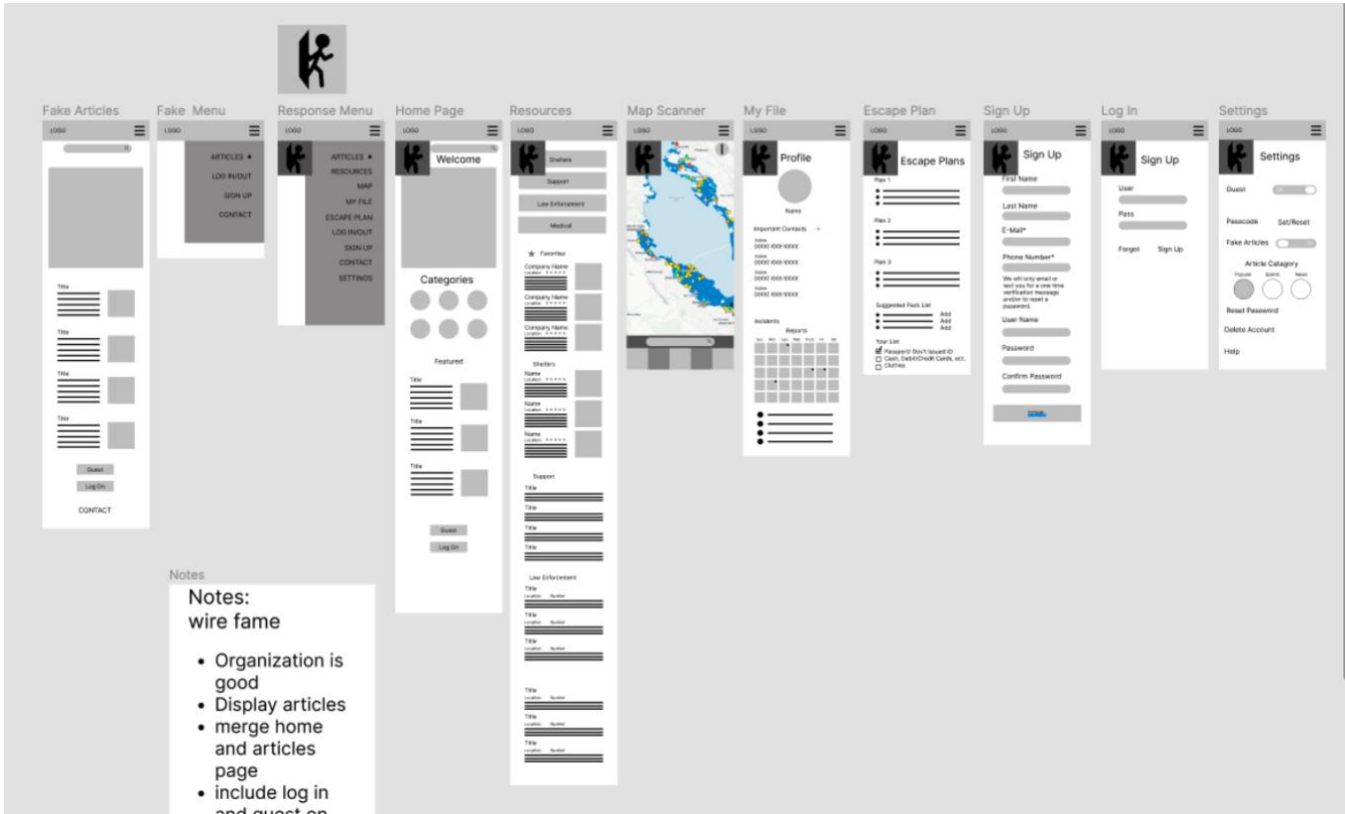


# Ideation and Architecture

- Sketches



- Wireframe: [Wireframe\\_SocialGood\\_BlochThomasWard](#)



## Design and Prototyping

- Style Tile: [StyleTile\\_BlochThomasWard](#)

Online Ally

Style Tile  
Social Good

Olla

h1: Niveau Grotesk Regular 60pts

Sub-Header

h2: Mentone bold 36pts

One morning, as Gregor Samsa was waking up from anxious dreams, he discovered that in bed he had been changed into a monstrous verminous bug. He lay on his armour-hard back and saw, as he lifted his head up a little, his brown, arched abdomen divided up into rigid bow-like sections.

p: Mentone SemiBold 16pts

This is an example of a Text link »

SEND HELP

Colors



Textures



Adjectives

Secure Calm Helpful  
Safe Emergency

- Final Prototype: [Olla Prototype SocialGood BlochThomasWard](#)

