Creating a Digital Ecosystem to Support Survivors and Reduce Gender-Based Violence on College Campuses

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January-May 2023

In collaboration with the GBV Capability for Illinois App Project

Design Statement

The newly featured “Sexual Misconduct” Resources page integrated into the Illinois app, provides students with nested, convenient resources and an Explore Module to learn more about campus policies. This will educate students about their options, rights, what Title IX is, and empower survivors of Sexual Misconduct.

Overview

Research and design a technological intervention within an existing digital ecosystem designed to empower survivors of GBV by better facilitating access to help-seeking, tailored resources, and reporting options.

Goal

Create a functional system on the Illinois App that can provide users with comprehensive information about available resources for addressing Sexual Misconduct.

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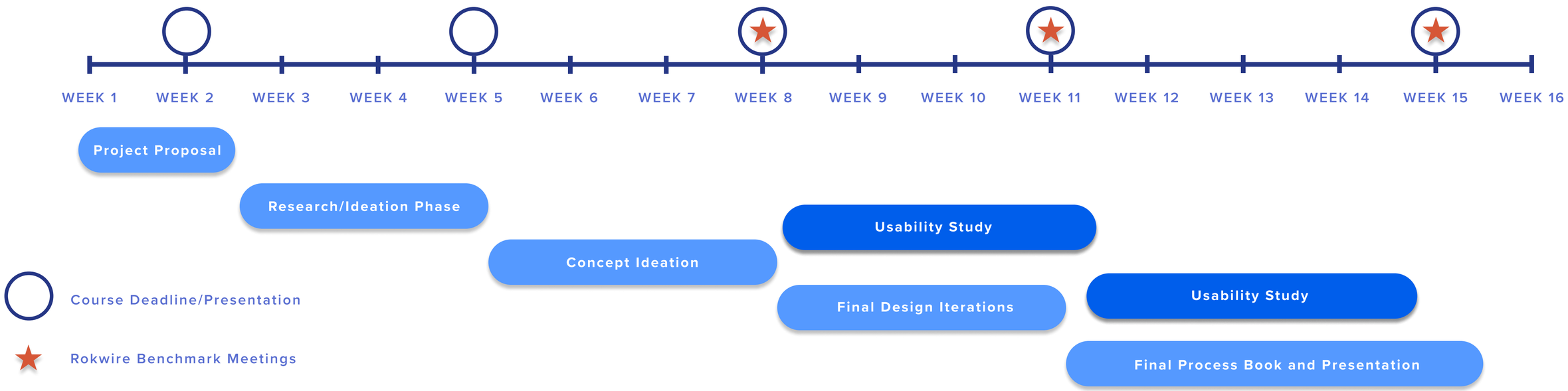
Product Roadmap



January-May 2023

Research Phase

Research Summary

1. Primary Research
2. Secondary Research
3. Key Insights
4. Persona

Focus:

- Identify community pain points relating to gender-based violence

Primary Research

Interviews

Who?

- Police Training Institute
- UIUC Police Department
- Female students

How?

- In-person
- Remote (phone call)

Why?

Understand the severity of the crime, find what is the cause of and gain insight on best preventative methods.

Interviews

February 2023

Participants

Joseph Gallo

Associate Director at the Police Training Institute

Robert Murphy

Police Sergeant of the Community Outreach and Support Unit

Female Participants

Undergraduate students at the University of Illinois Urbana-Champaign

Key Insights - Joseph Gallo

Conducted on February 3rd, 2023

1. How do you support victims?

- Medical attention
- Counseling
- Strong support network

2. How do you train recruits?

- Scenarios
- How to interview victims
- Empathy

3. What do you think is the best prevention method?

- Education about available resources on campus
- Getting students to use them
- Having awareness while out
- Alcohol impairs awareness

Key Insights - Robert Murphy

Conducted on February 3rd, 2023

1. **What do you think is the best prevention method**
   - Education for men and women
   - Anonymous questionnaires
   - Spreading a unified message

2. **How many cases are reported each year?**
   - Couple dozen
   - Many more go unreported

3. **Where/when does the crime occur?**
   - Bars/Apartments
   - Can happen anywhere
   - Patterns are in the evenings (10 PM-3 AM)

4. **Could you tell me the most common issue when you pursue cases?**
   - Lots of emotions are involved
   - Hard for victims to come forward
   - Pushback from friend group

Key Insights - Female Participants

Conducted from
February 3rd-9th, 2023

5 participants total

1. Where/when does the crime occur?

- Bars
- Green Street
- Nighttime (8 PM-3 AM)

2. What do you think is the cause?

- Men
- Alcohol
- Mental Illness

3. Have you ever personally experienced this crime?

- 2/5 participants have expereinced the crime

Online Survey

Who?	• Male and Female students on campus
How?	• Google Forms survey
Why?	Understand the how they feel about their safety on campus, how confident do they feel in the university, and if they experienced the crime

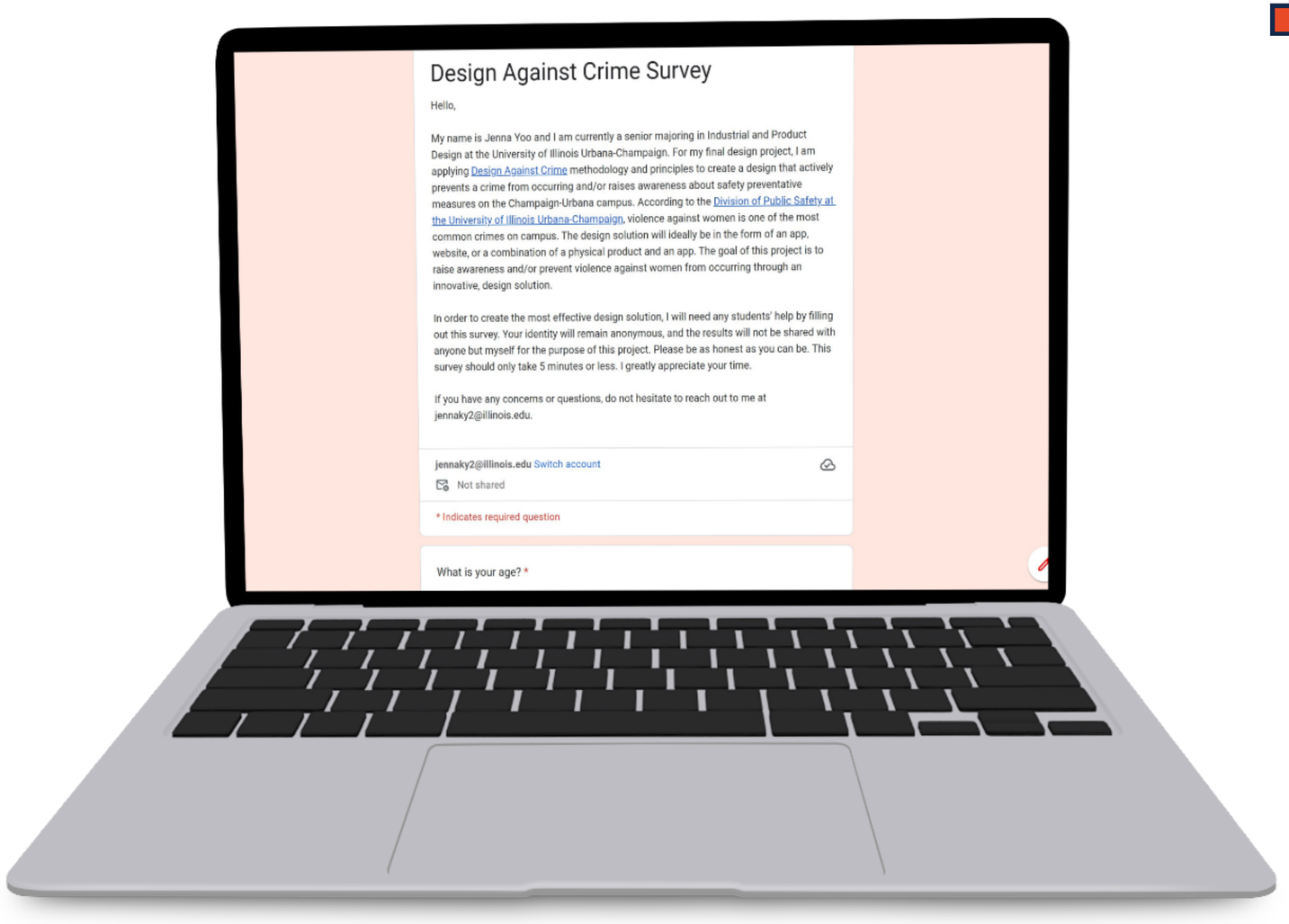
Online Survey

Participants

- 27 responses
- Male and female undergraduate students

Survey Details

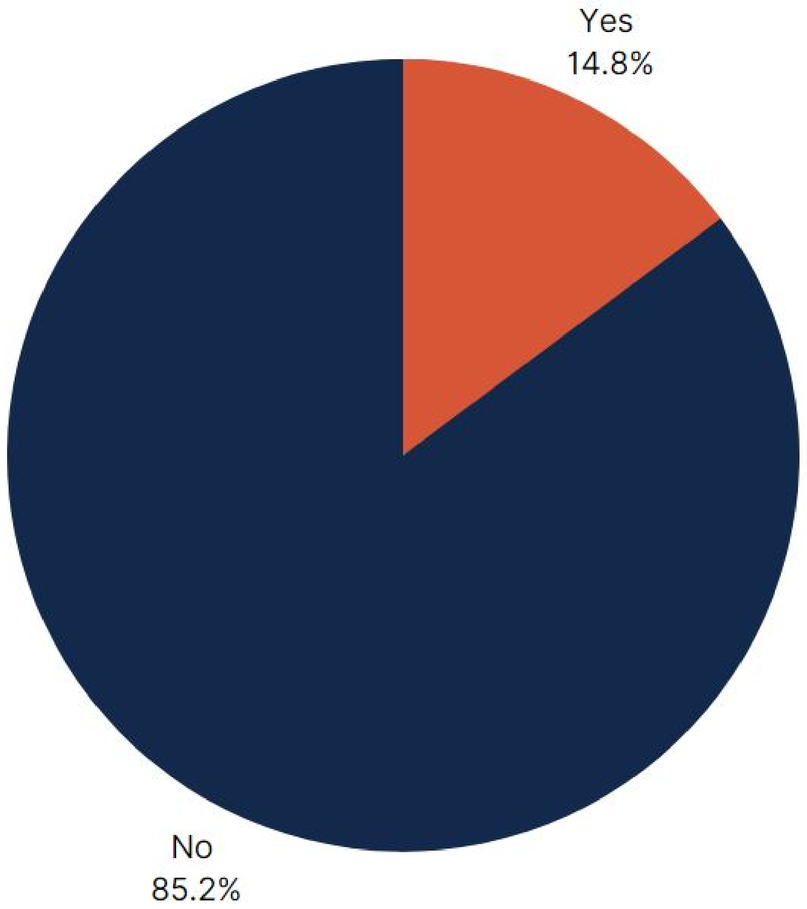
- Sent via Google Forms
- Multiple Choice/Range Opinion Questoins



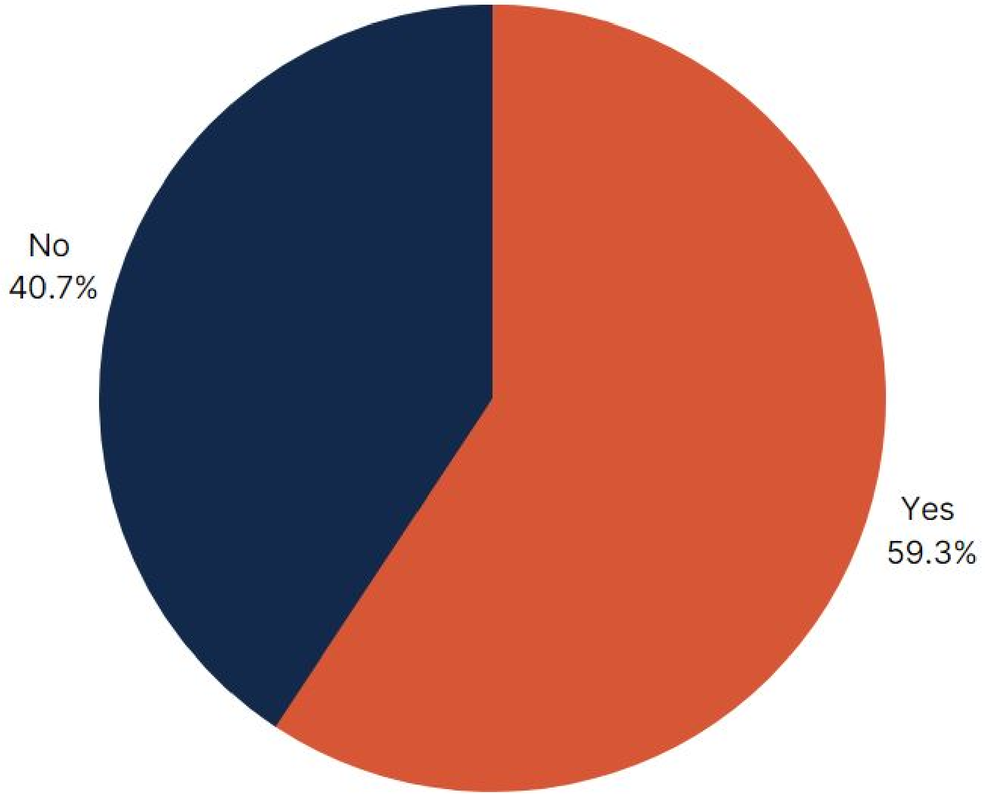
Link to Survey

Online Survey Results

Have you ever experienced physical or sexual violence on campus?

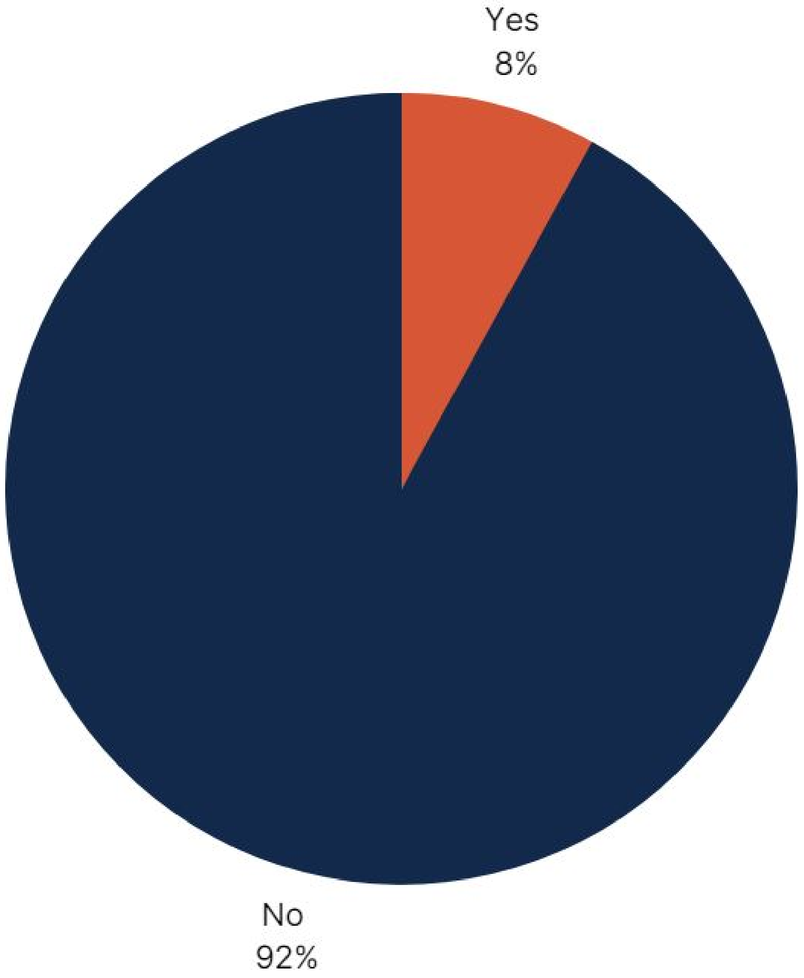


Do you know someone who has experienced physical or sexual violence on campus?

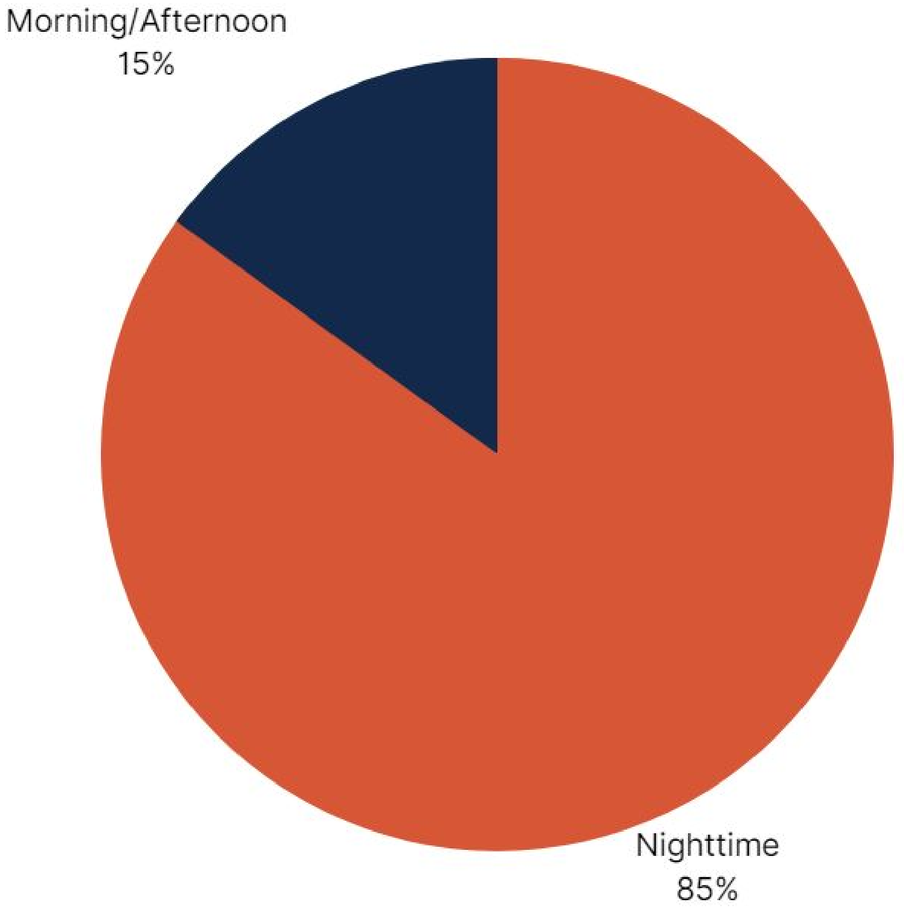


Online Survey Results

Do you feel university measures effectively prevent physical/sexual violence?



When do you feel the least safe on campus?



Secondary Research

2019 Campus Climate Report Fact Sheet

2,076

undergraduate and graduate students completed at least a portion of the survey

Summary

- 1/5 women reported dating violence or experienced a complete sexual assault
- 1/24 men experienced a completed sexual assault
- 1/3 of women reported stalking
- Women are 3.2x more likely than men to experience sexual misconduct

2019 Campus Climate Report Statistics

Perpetrators

- Reported that their perpetrator(s) was a man (97.8%)
- Reported most severe experience was perpetrated by another student (59.2%)

Alcohol/Drugs Influence

- Perpetrators (74%)
- Victims (60.5%)

Reporting

- Students said that they would want to deal with the matter on their own and not report the incident to the university (50.3%)

2021 Illinois Preventing Sexual Violence Report

The university submitted numbers classified under “sexual assault” and “sexual violence” per the university’s Sexual Misconduct Policy.

155
alleged student victims received by the university

323
confidential and anonymous reports

16
allegations that the institution investigated

155
confidential and anonymous reports

University of Illinois Resources

Women's Resource Center

- Offer confidential advising for survivors who have been impacted by sexual assault/rape or abuse

UIUC Police Department

- Offers crime information, police services, campus safety resources, Illini-Alerts, daily crime log, and self-defense classes

Title IX

- Prohibits sex discrimination in education programs and activities for institutions
- On We Care website

We Care

- Offers sexual misconduct support, response, and prevention
- Training Programs
- FYCARE, GUARD, ICARE

Research Key Insights

Education is critical

Spread awareness about anonymous reporting

Provide easy access to university resources

"I wish I knew more about campus resources but I'm overwhelmed with how many there are."

Genevieve Ross

About

Genevieve is currently a passionate and driven college student at UIUC currently pursuing a degree in Psychology. As a young woman on a college campus, she is acutely aware of the prevalence of sexual misconduct and assault. She has heard stories from friends and classmates about incidents that have occurred on campus and wants to do her part to help prevent future occurrences.

19

Full-Time Student

Champaign, Illinois

Goals

- Find the resources to support herself and friends
- Gain knowledge about sexual misconduct procedures
- Spread awareness about the issue

Traits

Extroverted

Empathetic

Hardworking

Wants & Needs

- An easy way to find campus resources
- Concise, summarized information about sexual misconduct

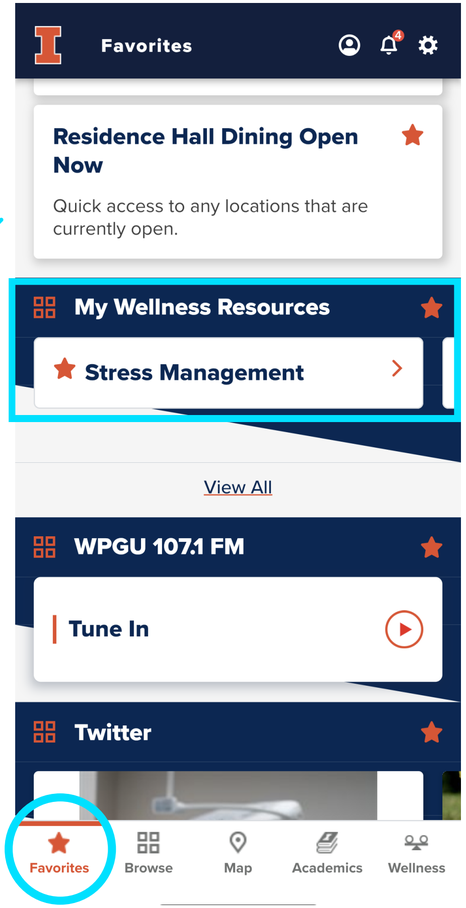
Frustrations

- Difficult to navigate through all of UIUC's resources
- Too many websites to explore
- No one talks about sexual misconduct

Competitor Analysis

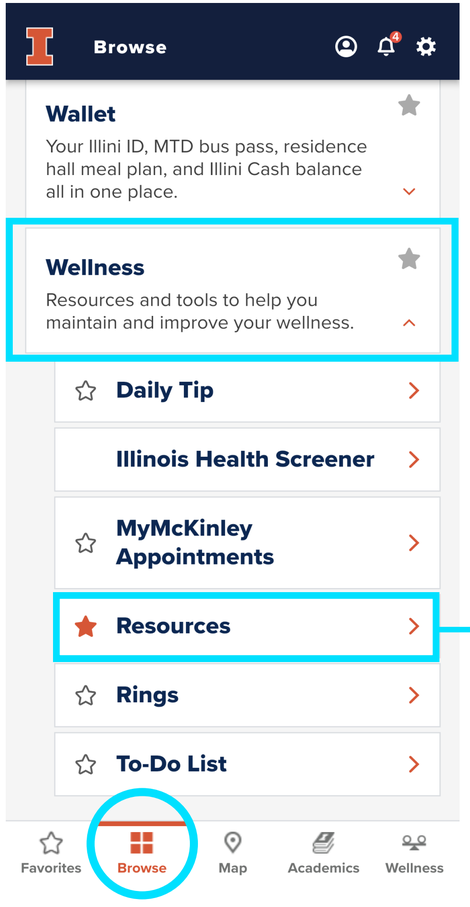
Wellness Resources Locations

Scroll Down



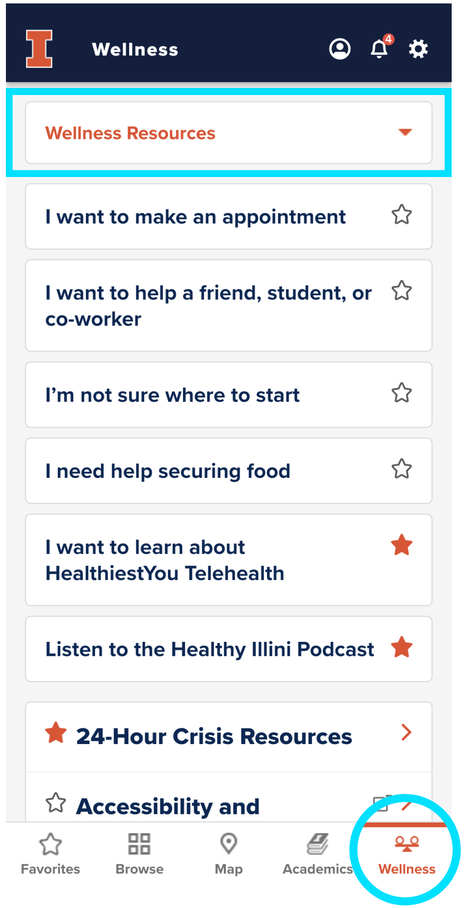
Favorites

General Resources



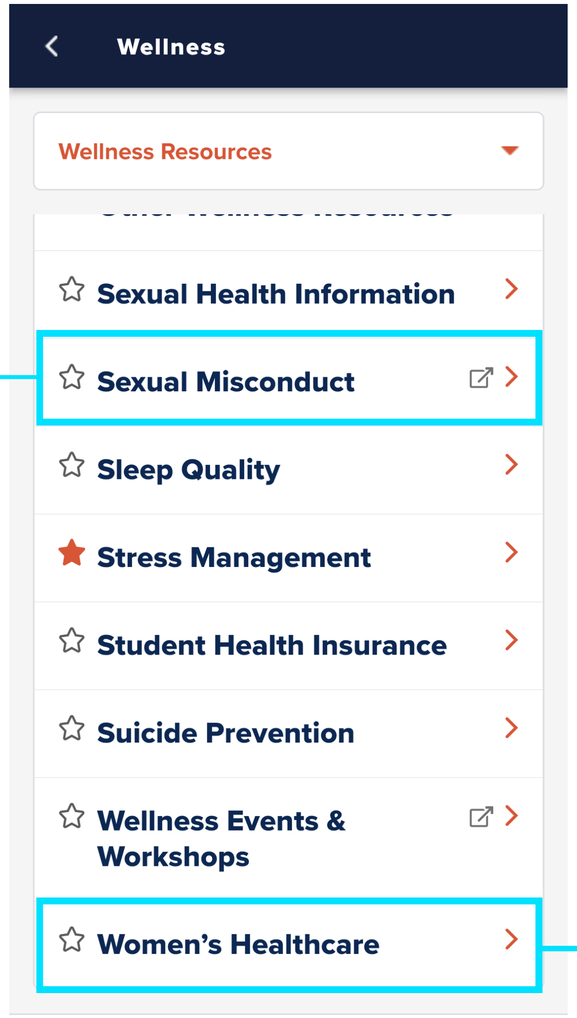
Browse

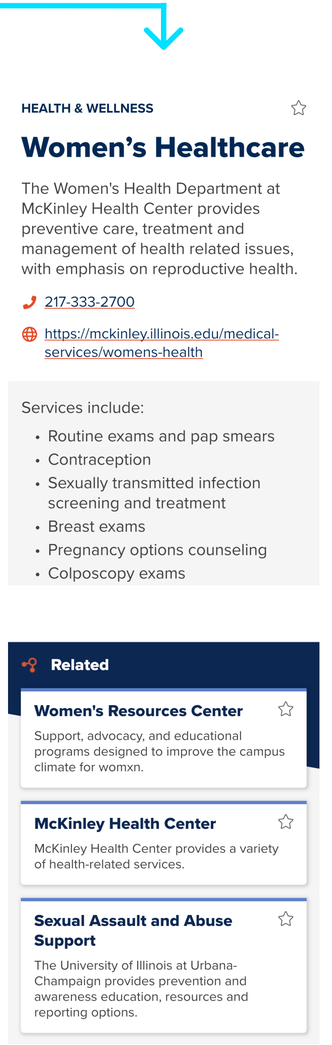
Detailed Resources



Wellness

Gender-Based Violence Resources Available





Scroll Down

Sexual Misconduct Resources

Primary Resources

- Women’s Resource Center
- WeCare

Core Campus Resources

- The Counseling Center
- McKinley Health Services
- Faculty/Staff Assistance Services
- Campus Wellbeing Services

24 Hour Resources

- Substance Abuse and Mental Health Hotline
- Crisis Line for University Employees
- Suicide Prevention for LGBTQ Youth
- RACES
- Domestic Violence Hotline
- Suicide & Crisis Lifeline

After Hours Support

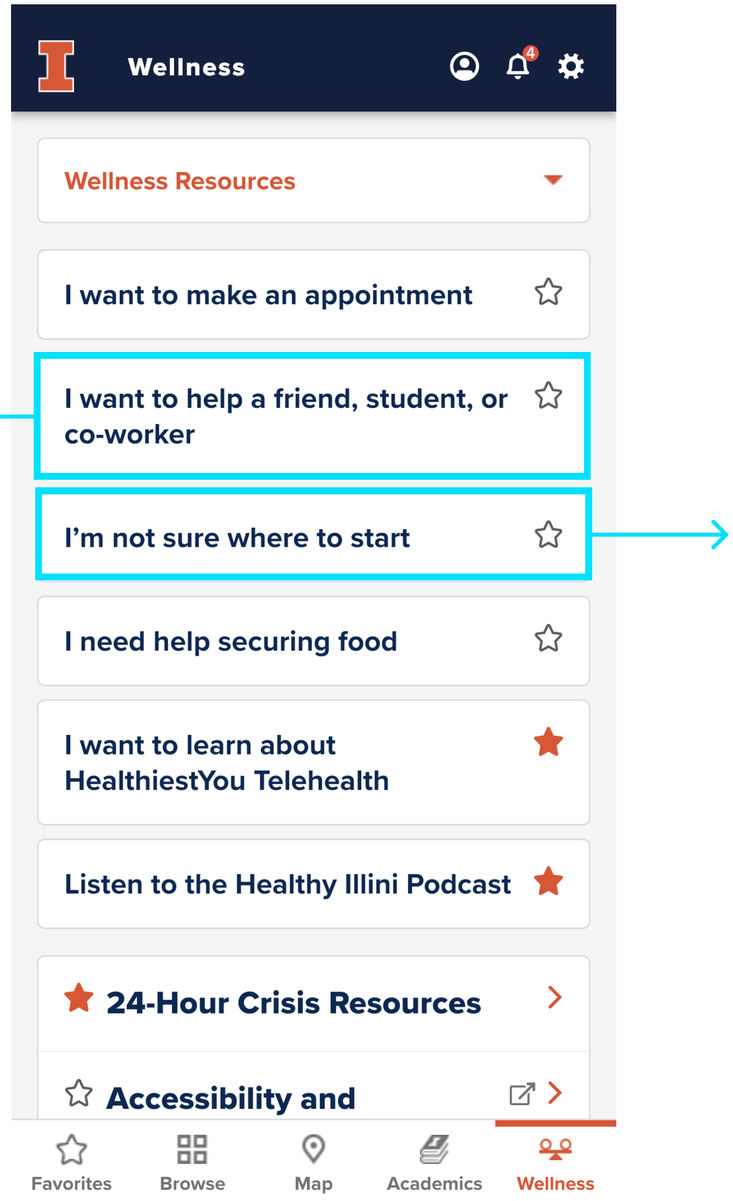
- Emergency Dean

Reporting

Thank you for taking this critical step by seeking resources for your friend, a student, or a co-worker. If you think your friend or others might be in immediate danger, call 911 or University of Illinois Police Department at 217-333-1216. They have officers specifically trained to work with those in crisis.

Students, faculty, staff, parents, and others are strongly encouraged to report behaviors they feel are concerning or worrisome. You can report with this form. Learn more about how to best support your friend, student, or co-worker by clicking the link below.

Find Help



Evaluation of Resources and Reporting on the Illinois App

Plethora of resources are given but without guidance on how to use them.

Generalized wellness resources, no specific navigation to Gender-Based Violence Resources.

Some resources redirect user to Safari.

Women’s Resource Center and McKinley Health Center are the most common resources on app.

No Guided Questions relating to reporting Gender-Based Violence.

Reporting resources are not very obvious on the app.

Competitor Analysis - Vault.

What:

Workplace misconduct reporting app

How:

- Anonymous reporting
- Recognizes pattern if same perpetrator is reported

Who:

- Employees

Why:

- Ensure workplaces are safe
- Encourage employees to report misconduct

Pros:

- Variety of products
- Can report different types of issues
- Gives users choice
- Identity is protected

Cons:

- Not many app users
- High price for implementation

Competitor Analysis - JDoe

What:

Anonymous platform for reporting sexual misconduct

How:

- Anonymize reports
- Active maps
- Group reports
- Resources

Who:

“Survivor or witness of sexual misconduct that submits an anonymous report “

Why:

- Identify repeat offenders
- Provide access to lawyers
- Ensure users have control over their data

Pros:

- Provides resources and options
- Visual maps
- Case success rate high
- Support offered

Cons:

- Cost for lawyers increasing
- False allegations can occur

Competitor Analysis - Callisto

What:

Nonprofit organization that allows survivors to anonymously reort sexual assault

How:

2 tools designed to help survivors

1. Matching System
2. Encrypted Record Form

Who:

33 universities have access

- Available by campus invitation only

Why:

- Remove barriers to encourage survivors to take action
- Increase likelihood repeat offenders will be found and held accountable

Pros:

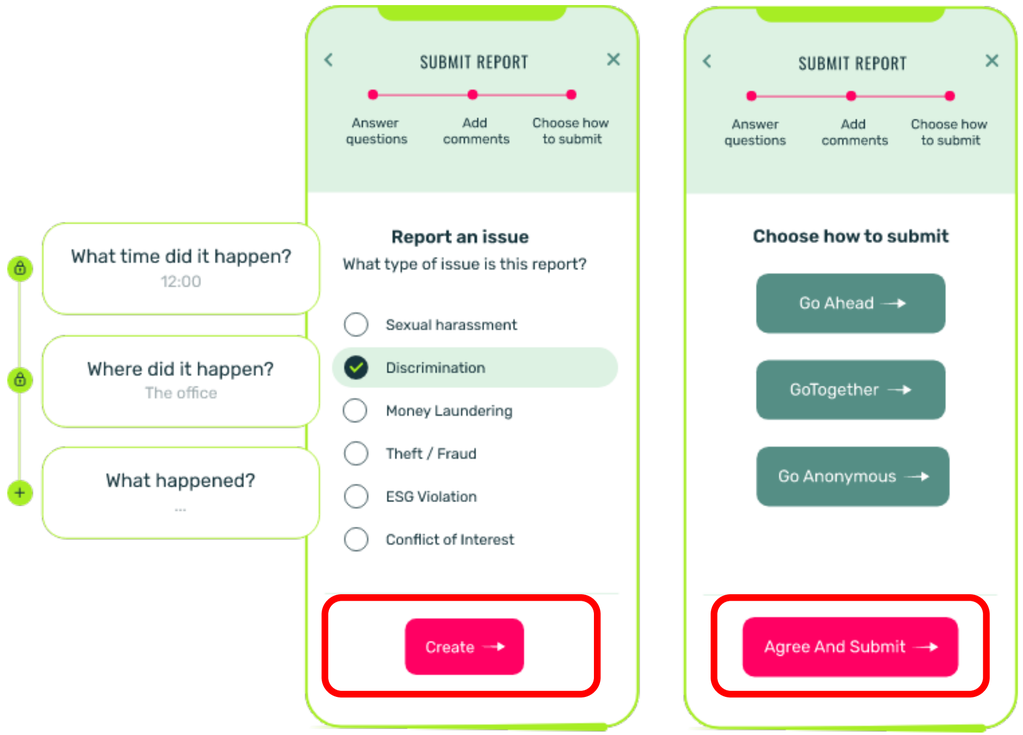
- If a survivor reports an incident about the same perpetrator, it will alert police
- Anonymous
- Document details of incident securely
- Options Counselor facilitates coordinated action

Cons:

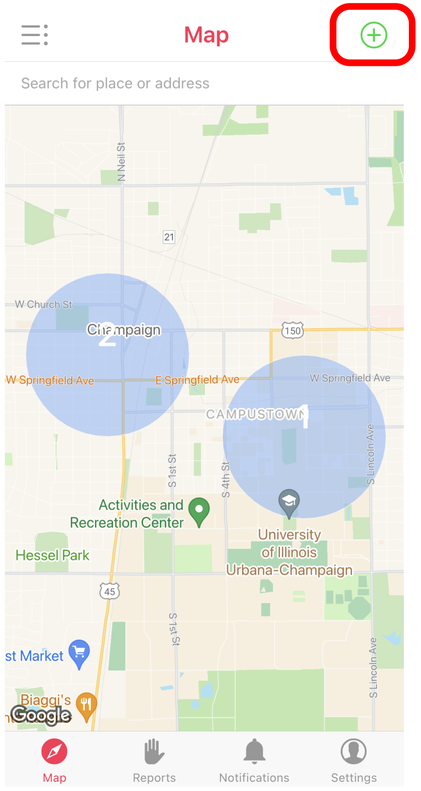
- Not available on all college campuses
- False allegations can occur

Competitor Analysis - Interface

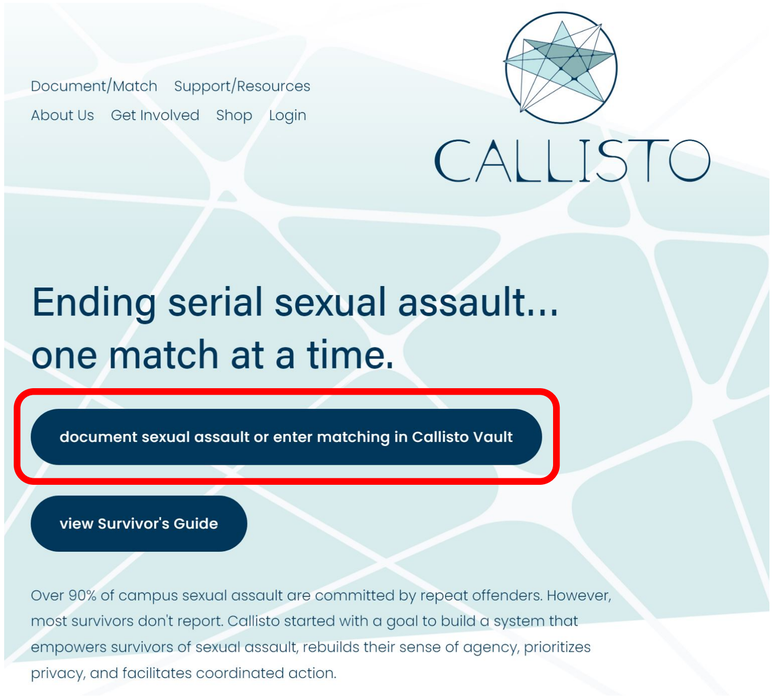
Vault Platform



JDoe



Callisto



Call-to-Action

Concept Phase

Concept Ideation Summary

1. Call-to-Action Reporting Mockups

2. Reporting Resources Wireframes

3. Reporting Form Wireframes

4. GBV Resources Wireframes

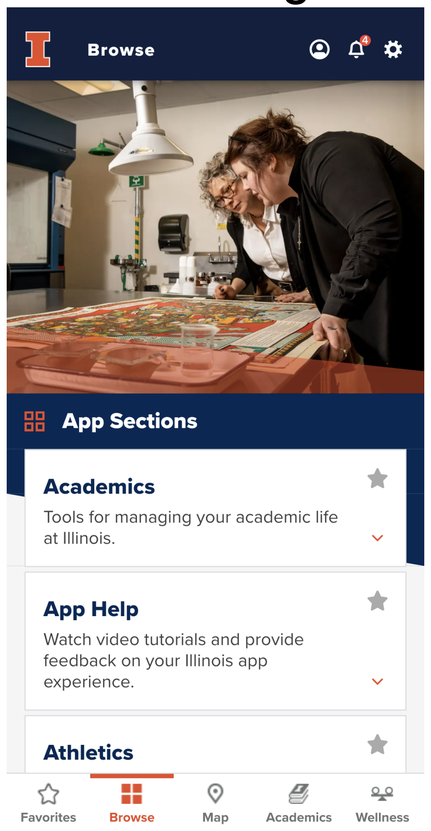
Focus:

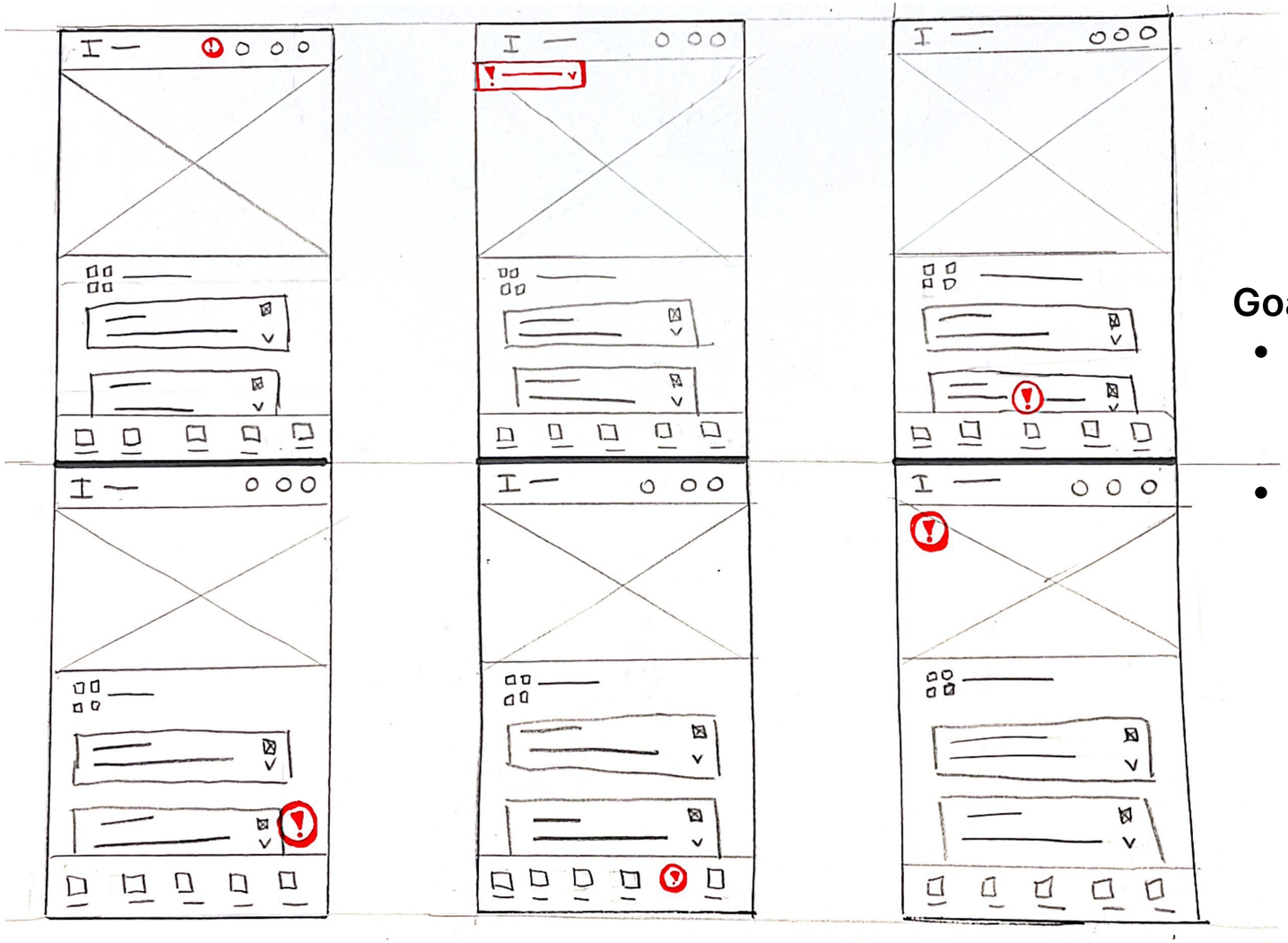
- Make reporting resources obvious
- Include reporting form within reporting resources
- Add GBV category in the “Wellness” section of the existing app

Call-to-Action Reporting Mockups

Ideation

Home Page



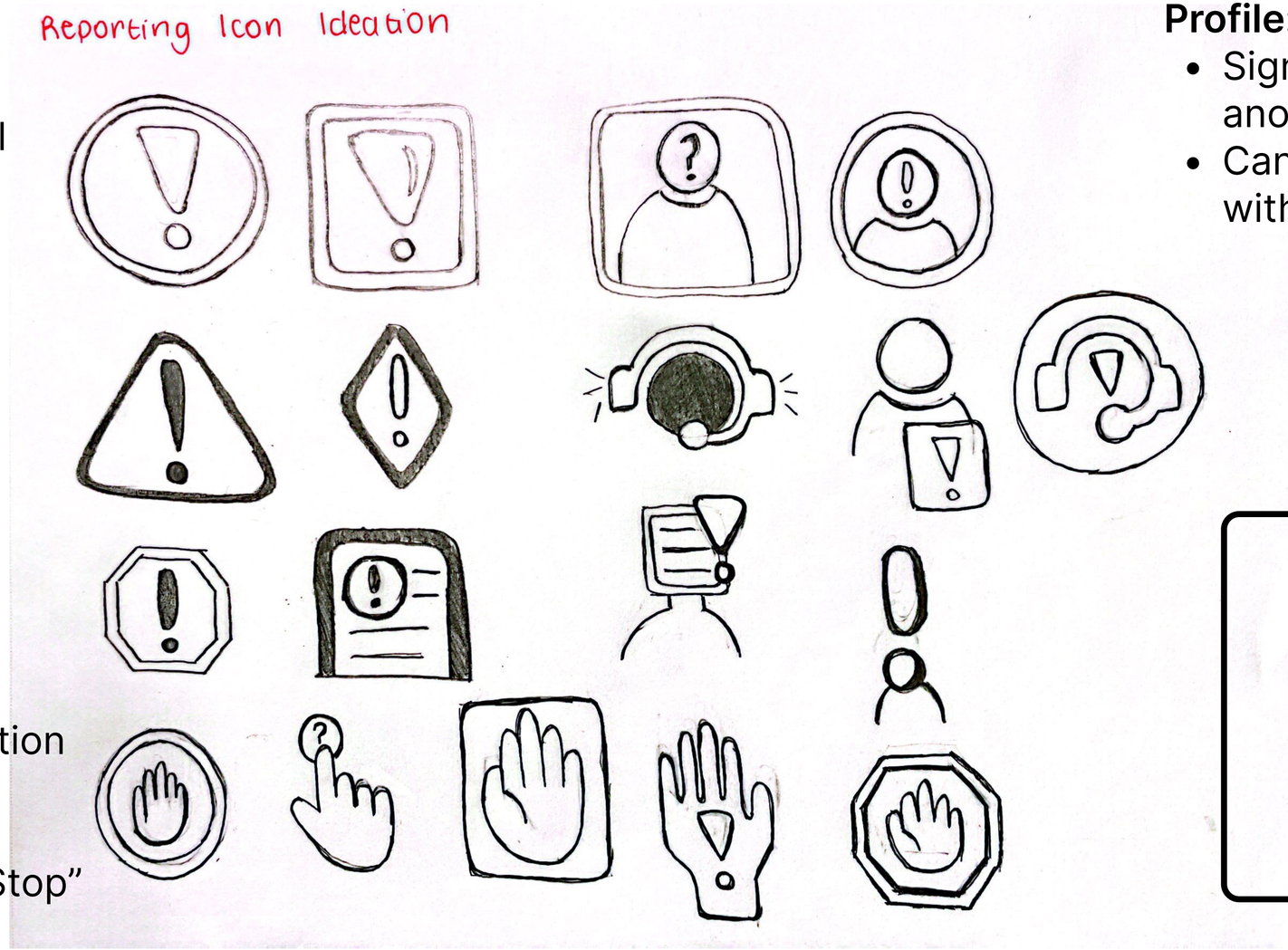


Goal:

- Make reporting/ resources more evident
- Featured on home page indicates that the university takes issue seriously

Reporting Icon Ideation

Exclamation Point:
- Signifies forceful utterance
- Indicate major significance



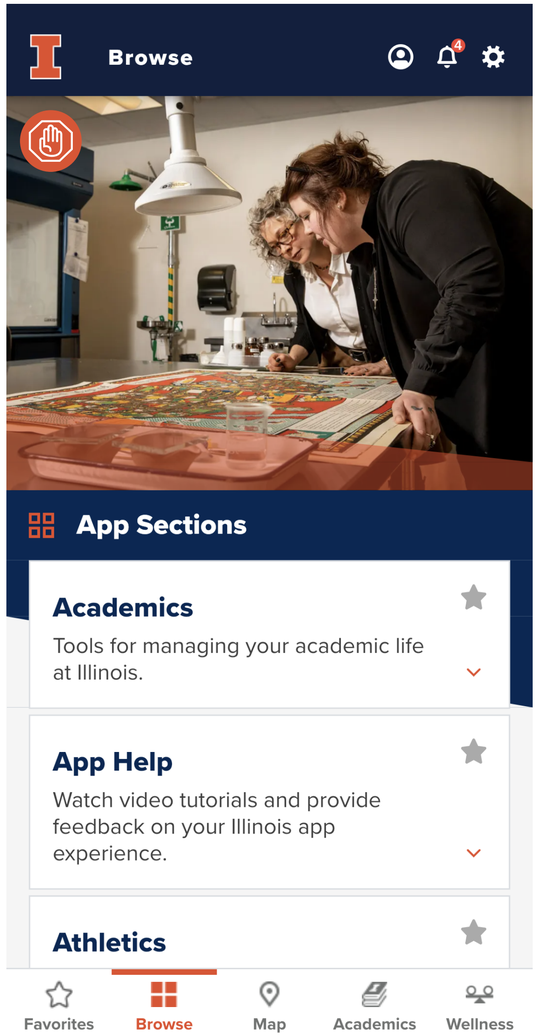
Profile:
- Signifies anonymity
- Can be confused with profile image

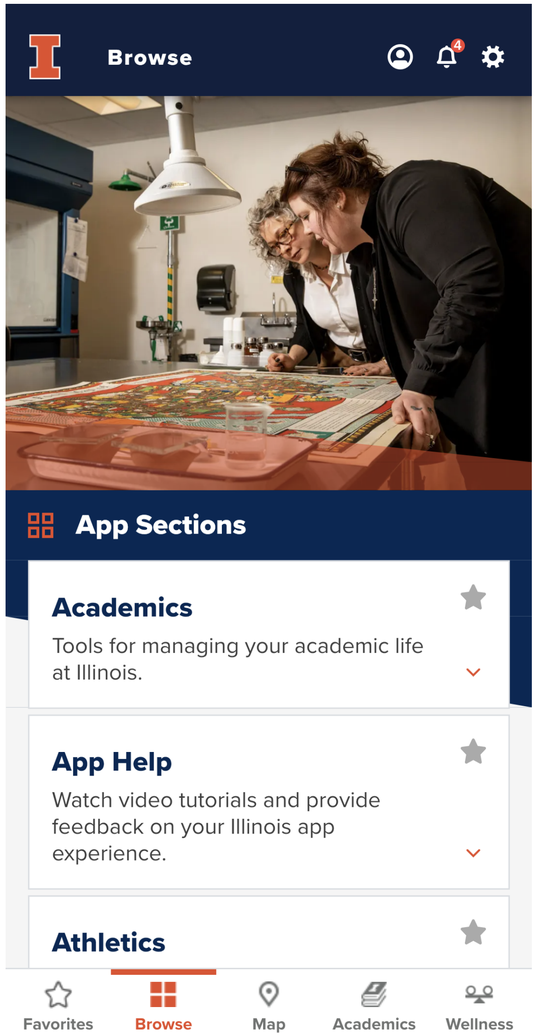
Hands:
- Indicates protection and power
- Gesture can be interpreted as “Stop”

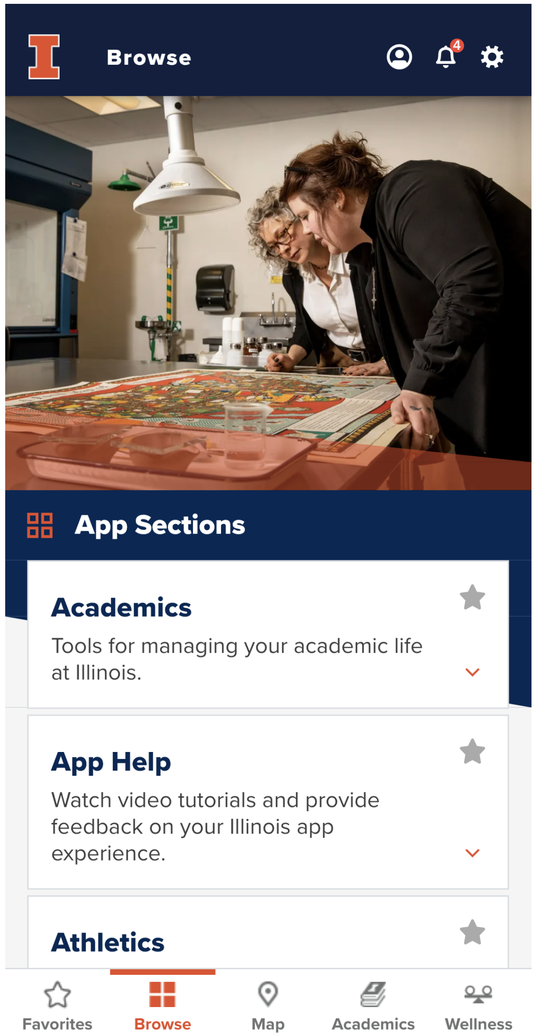
Color Awareness

Aggressive, Call-to-Action

Energy, importance







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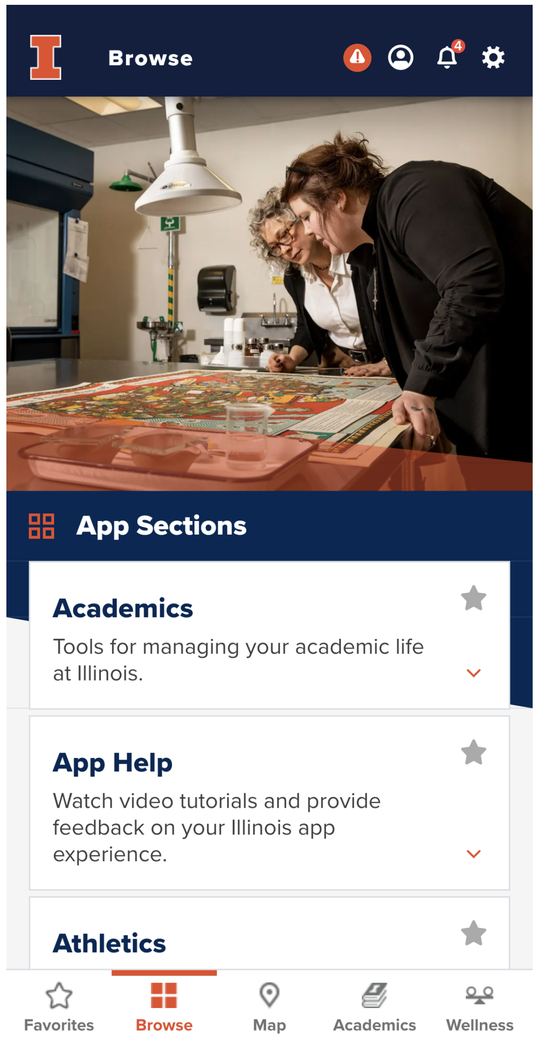

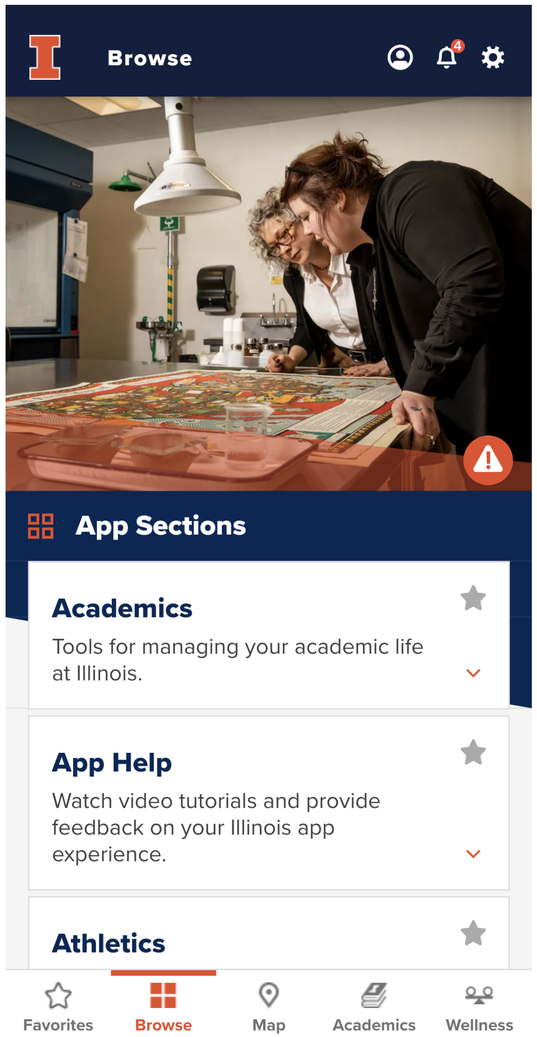

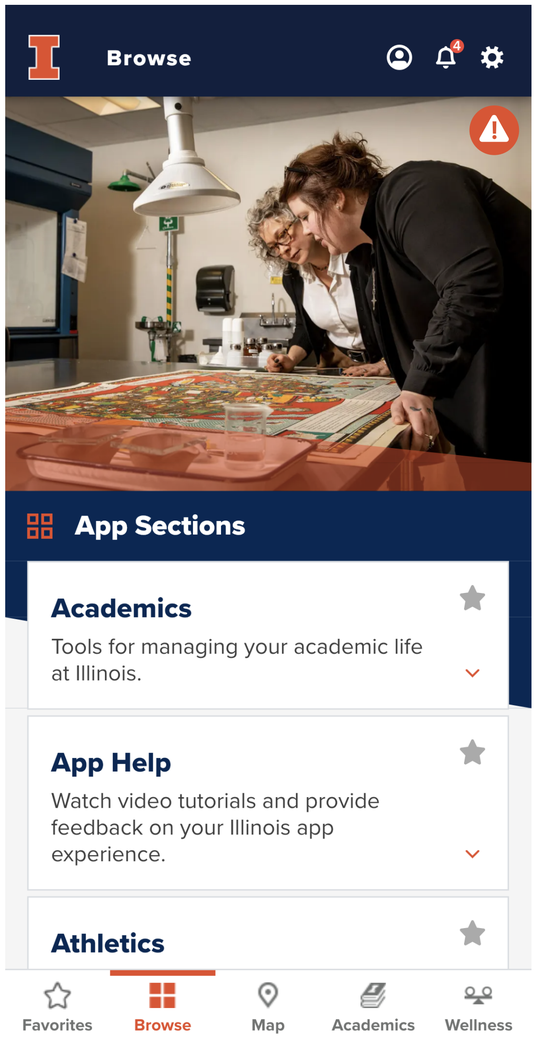

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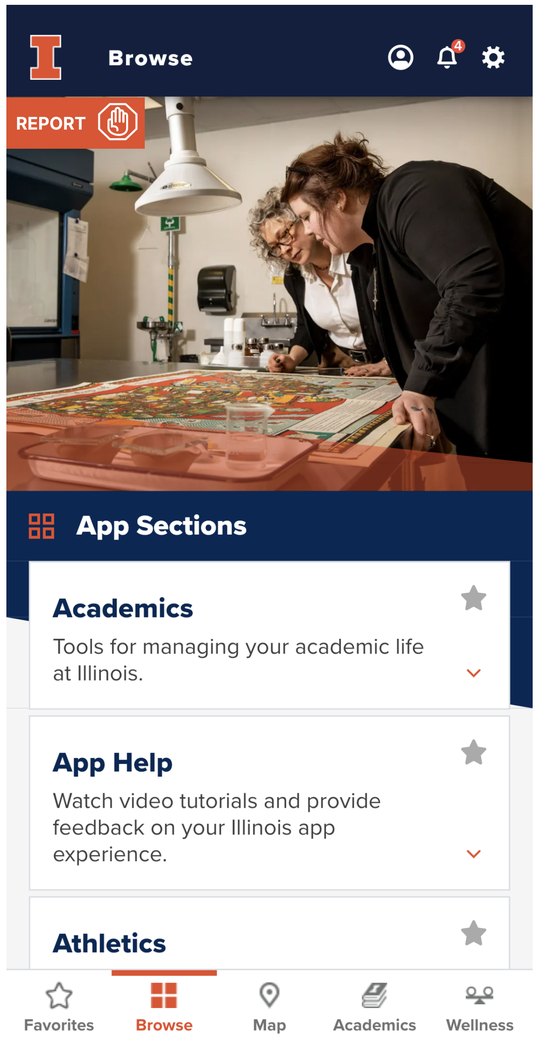
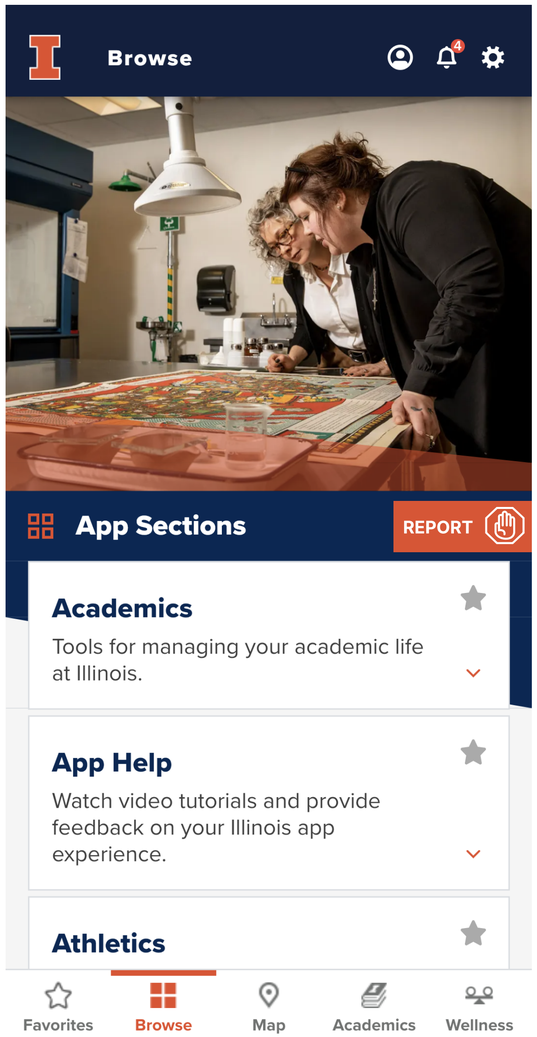
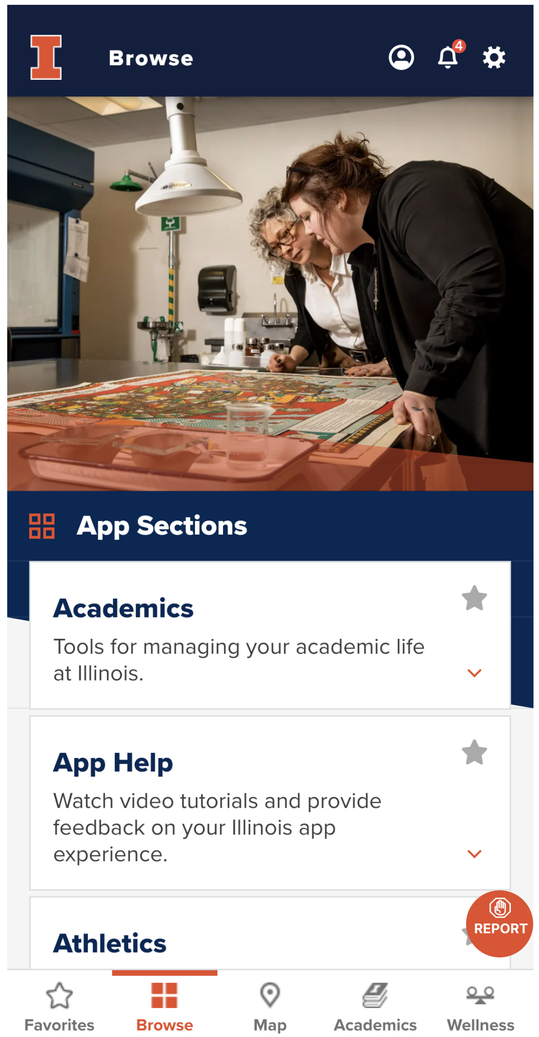
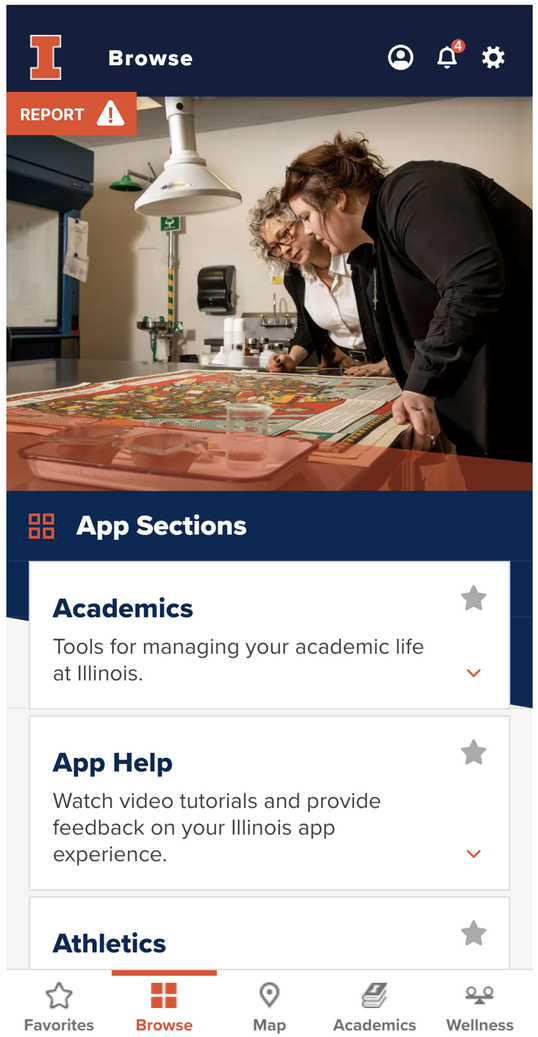


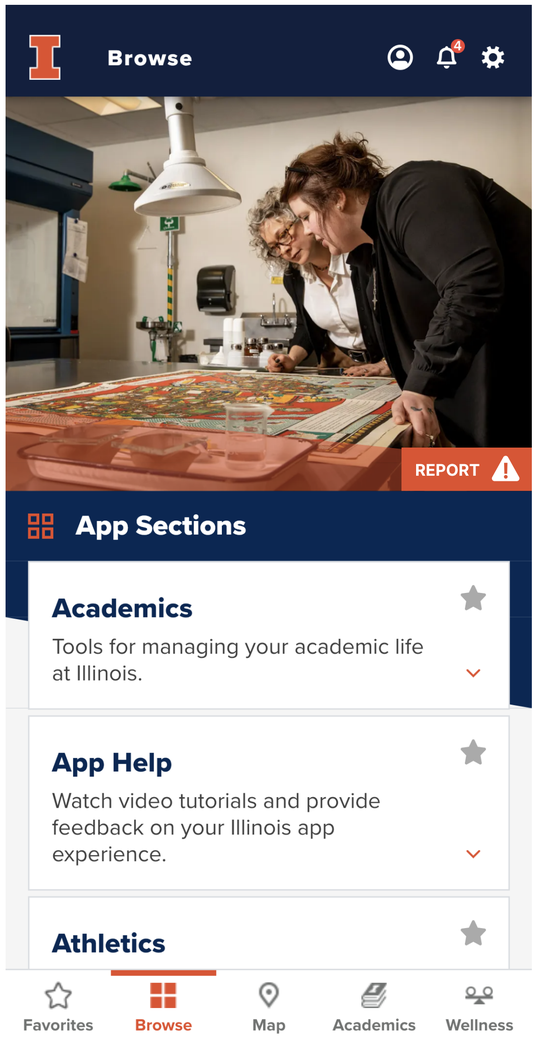


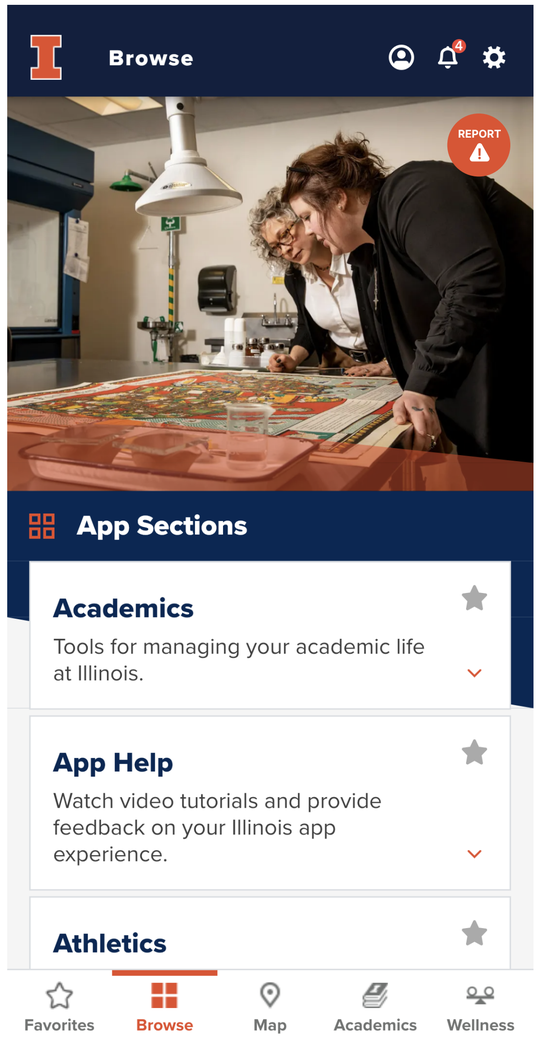


Text Version 1

REPORT





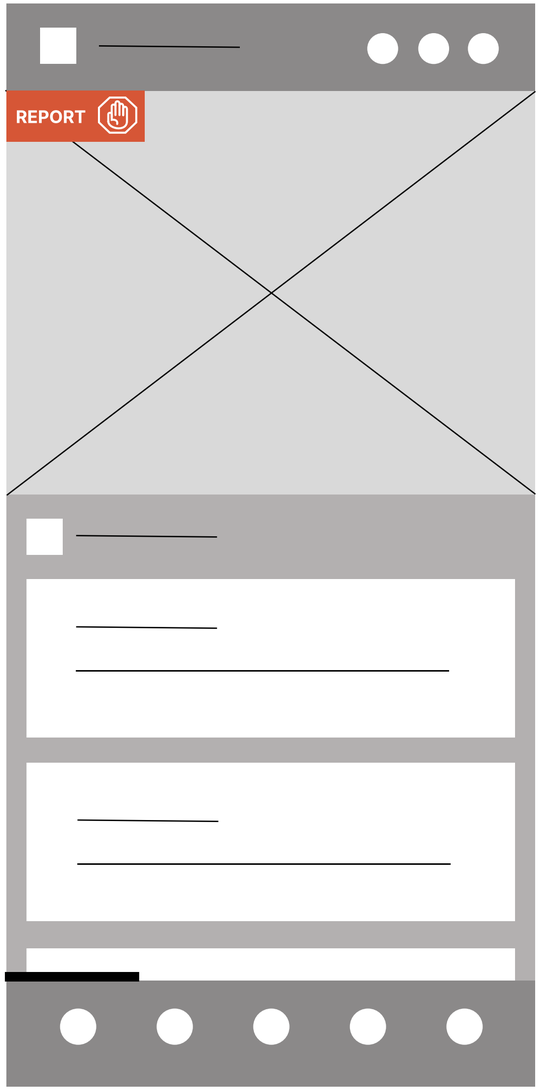


Text Version 2

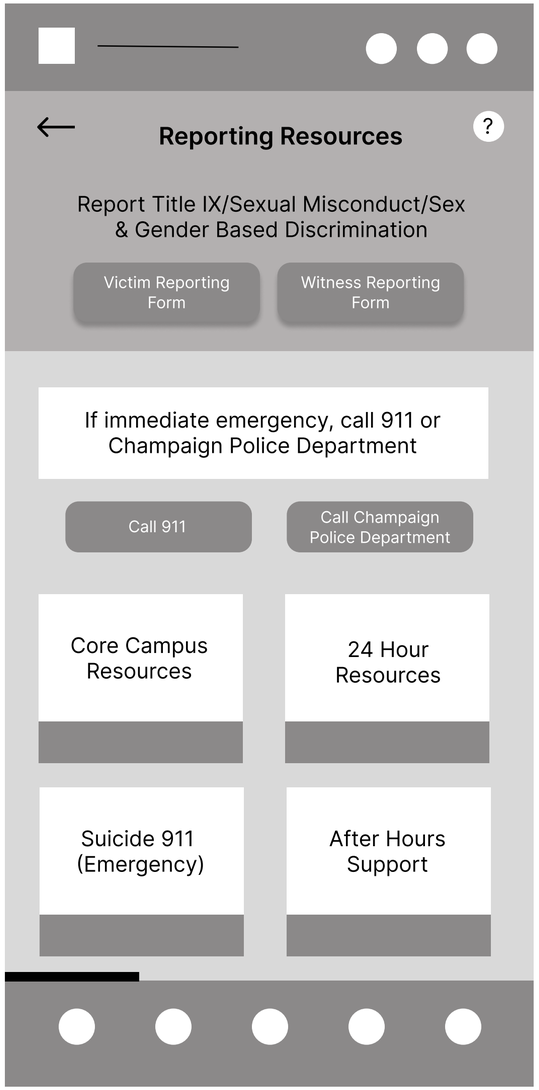
REPORT

Reporting Resources Wireframes

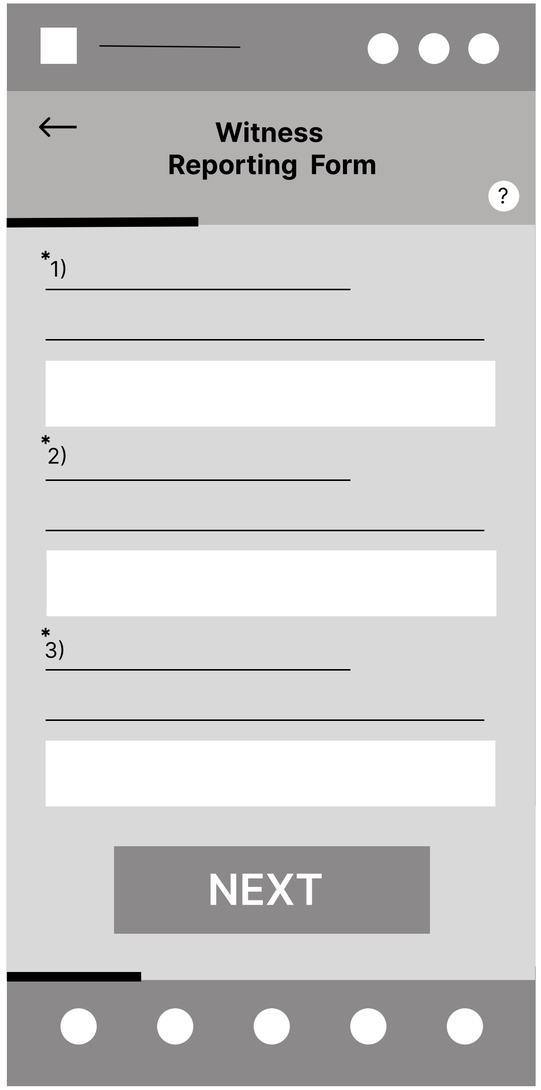
Home Page



Reporting Resources Page

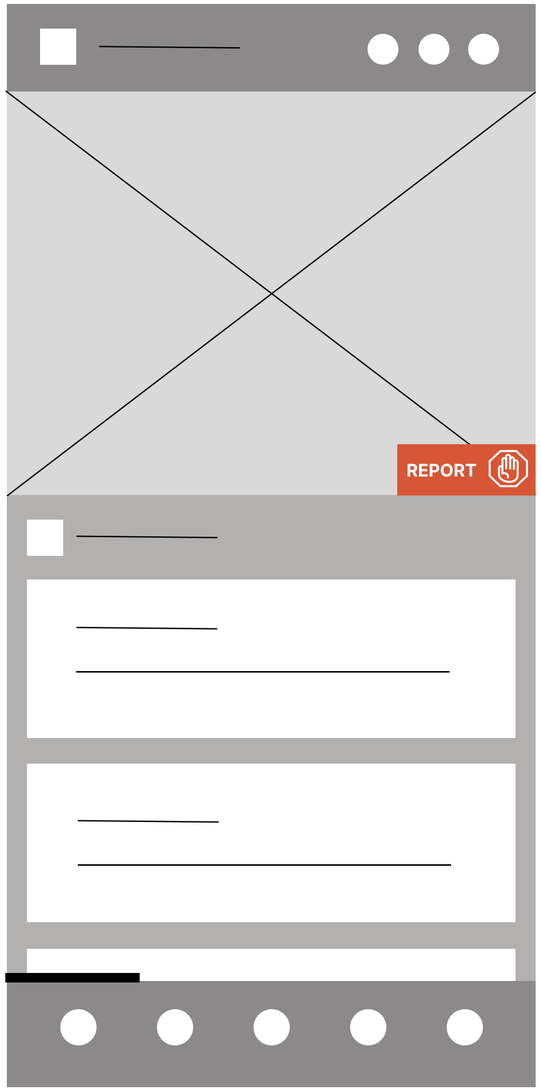


Reporting Form Page



Version 1

Home Page



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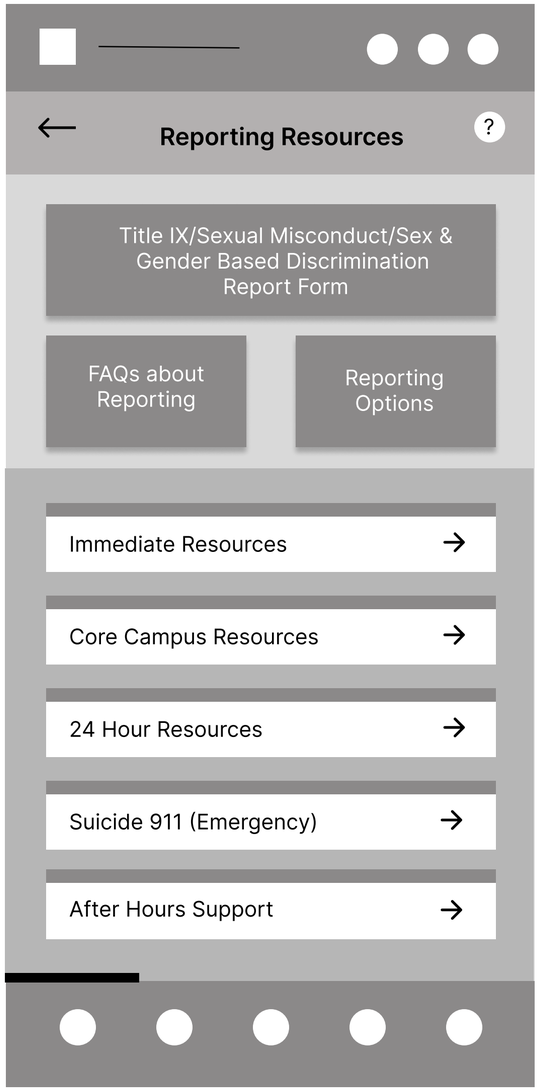

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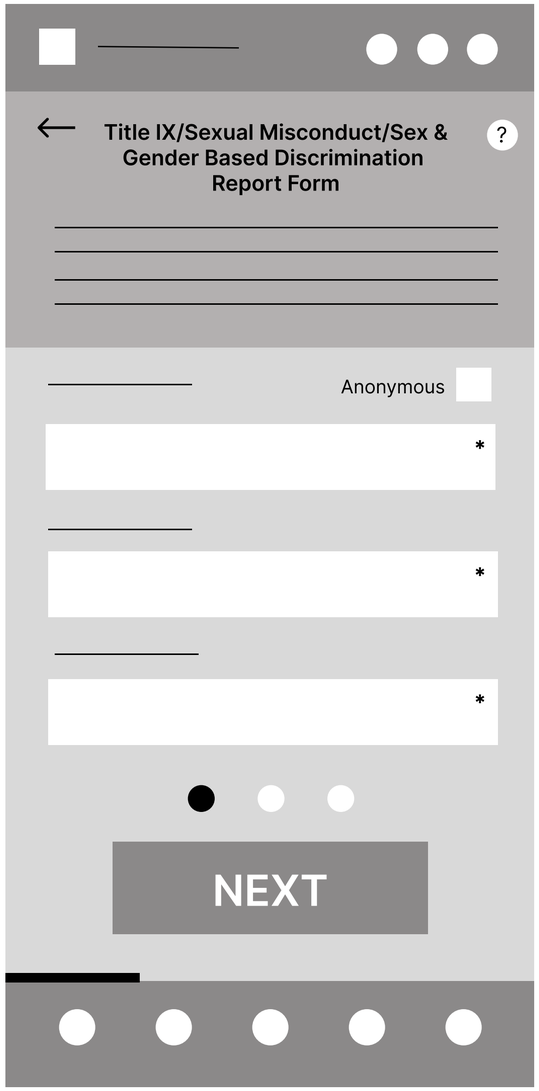

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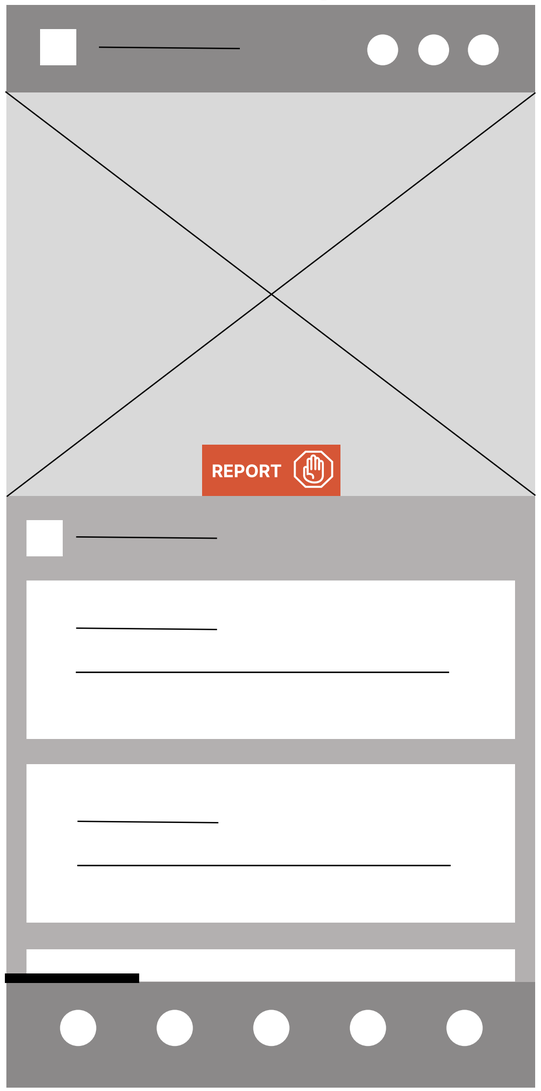
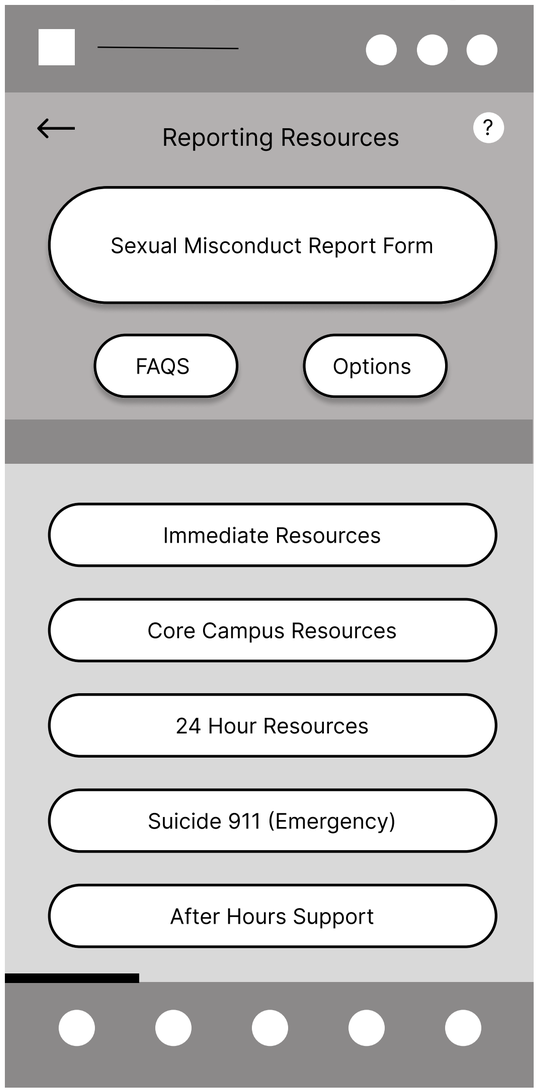
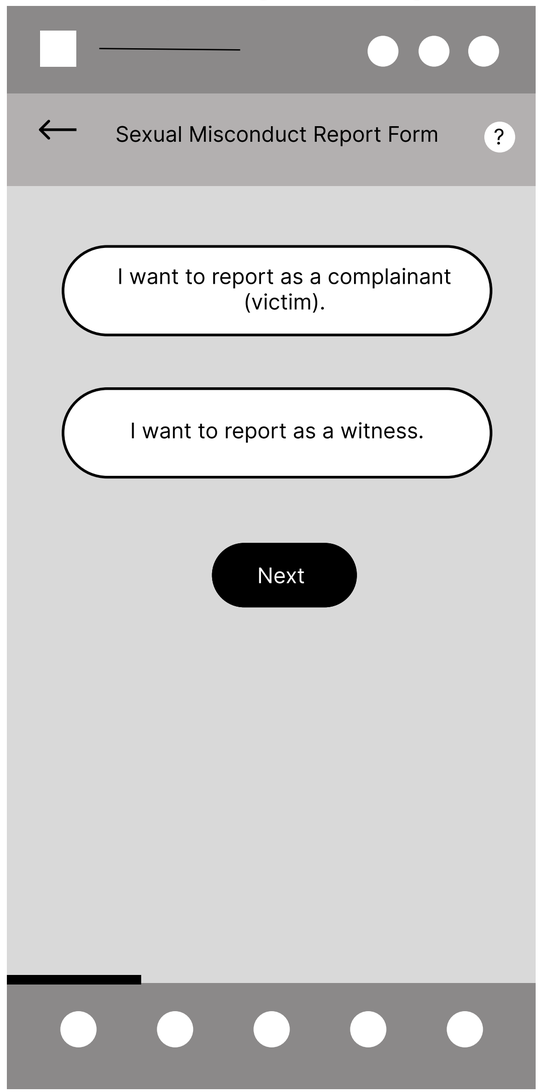


Reporting Resources Page

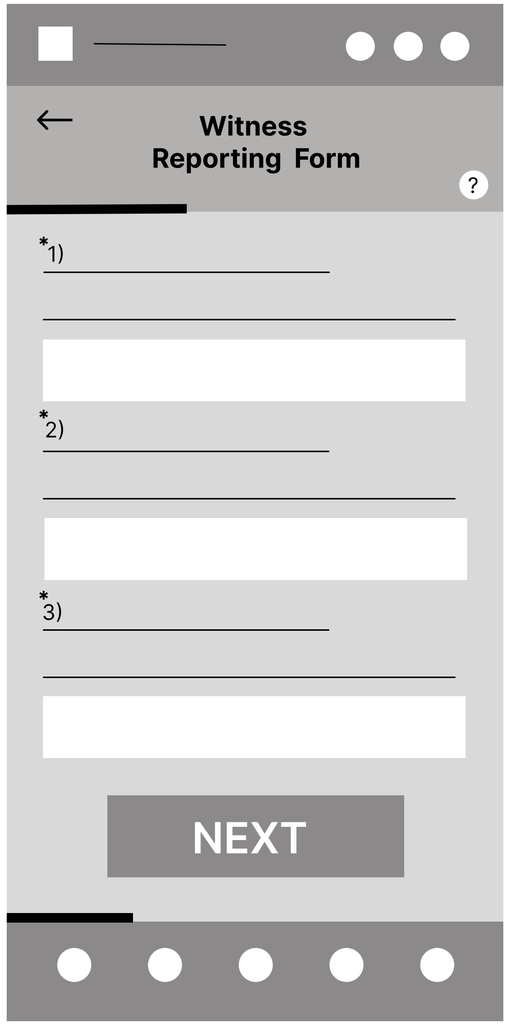


Reporting Form Page

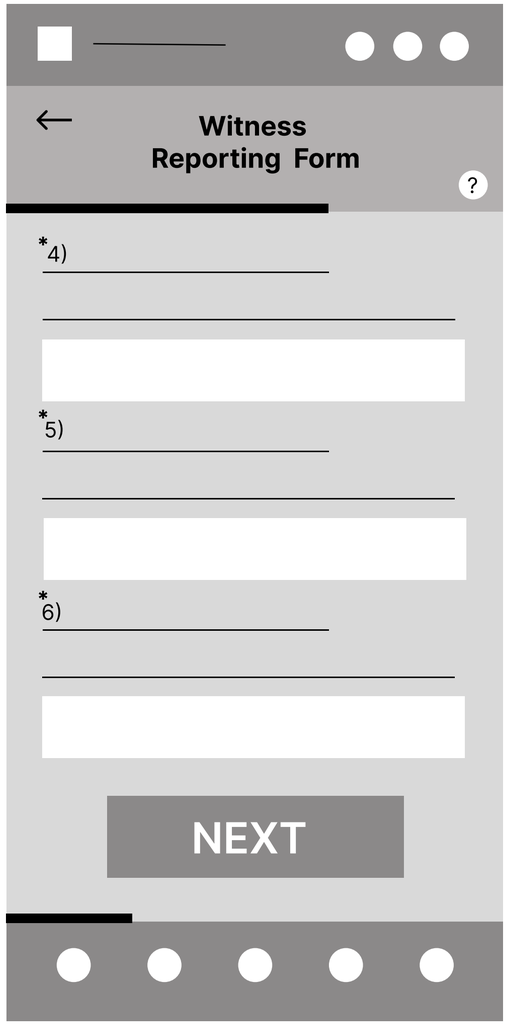


Reporting Form Wireframes

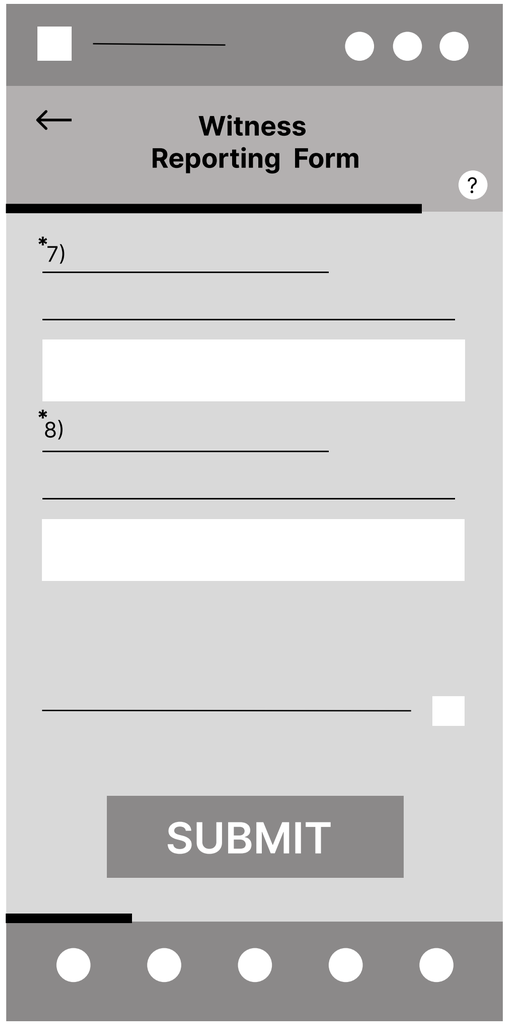
Form Page 1



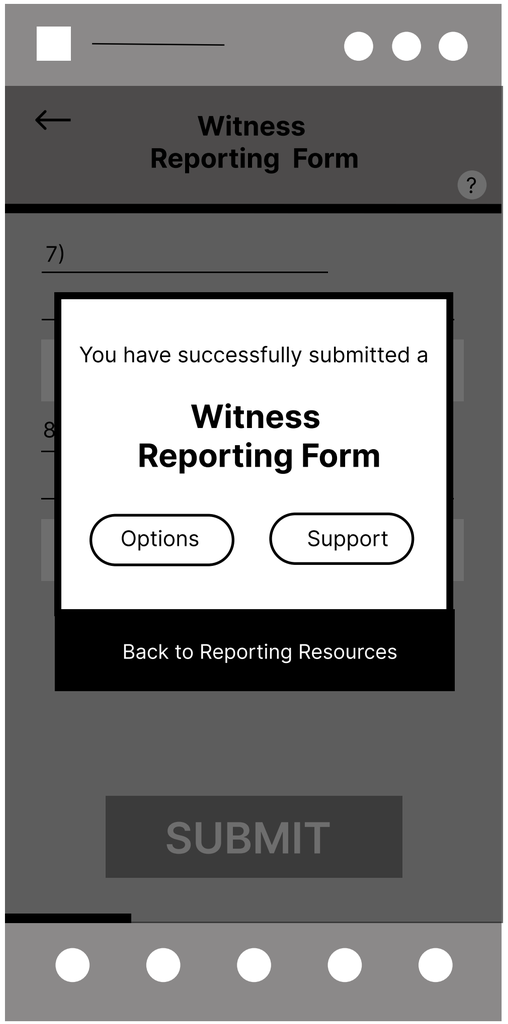
Form Page 2



Form Page 3

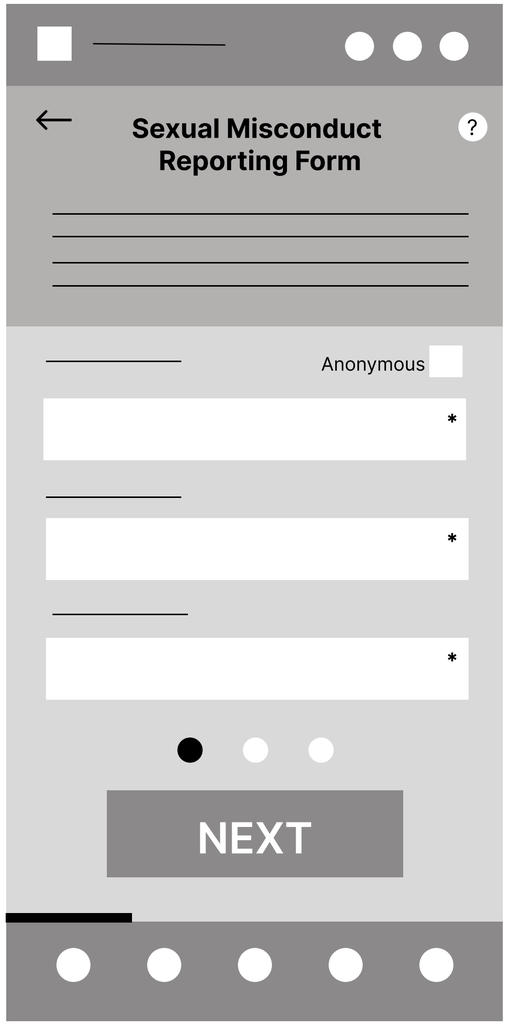


Confirmation Page

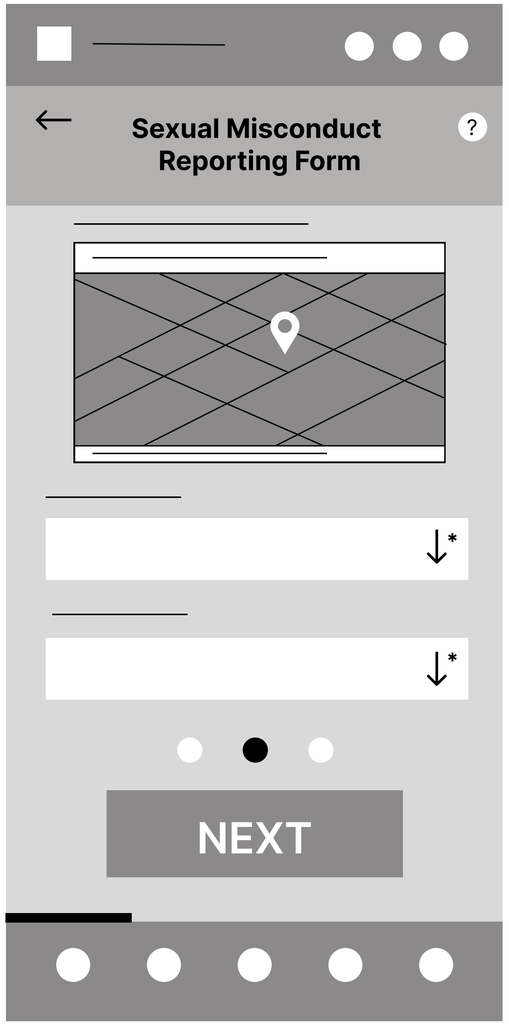


Version 1

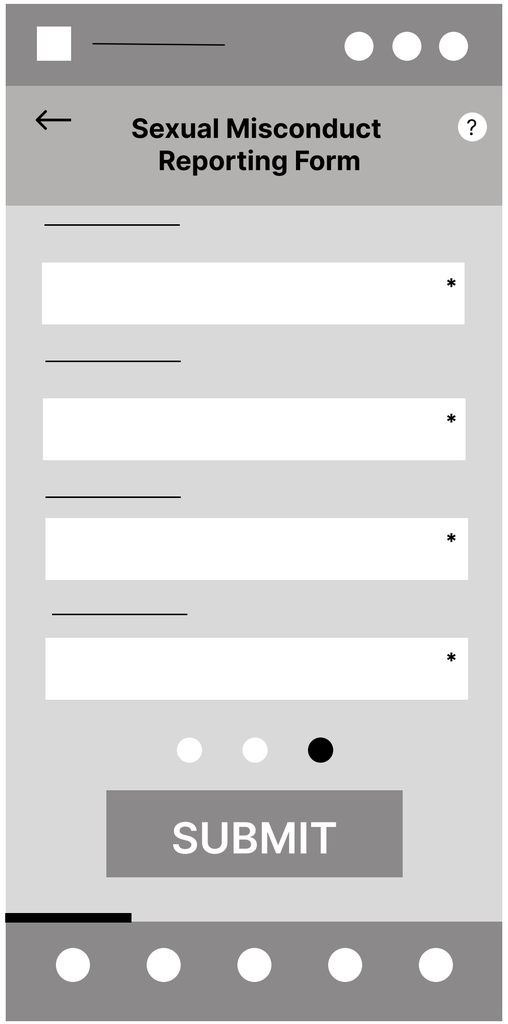
Form Page 1



Form Page 2

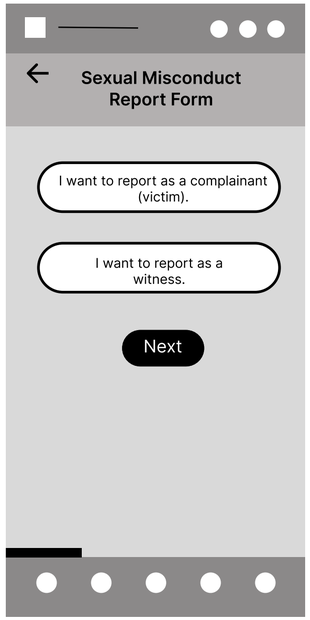


Form Page 3

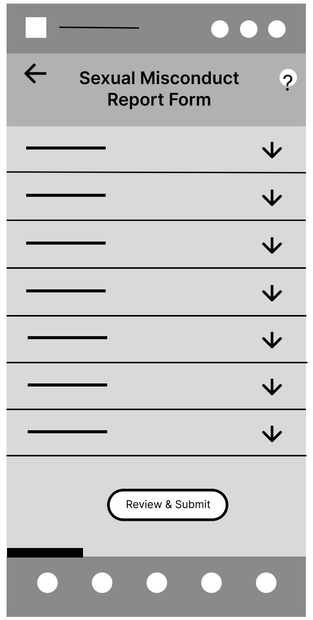


Confirmation Page

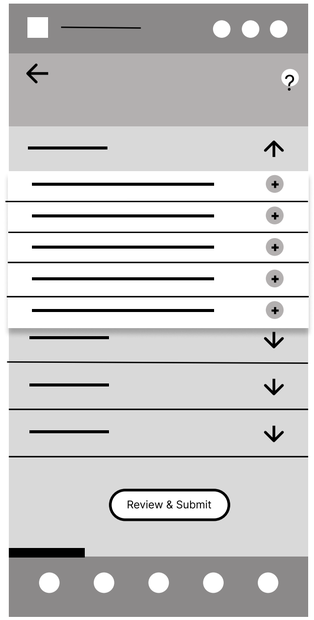
Selection Page



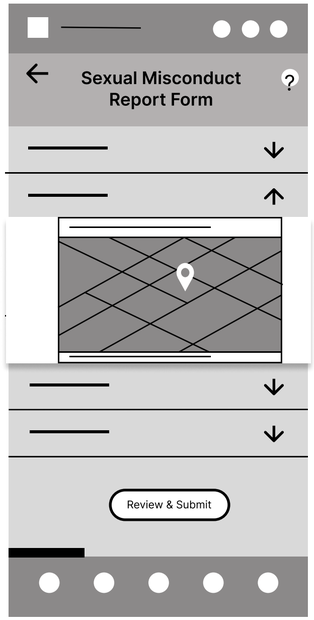
Form Page 1



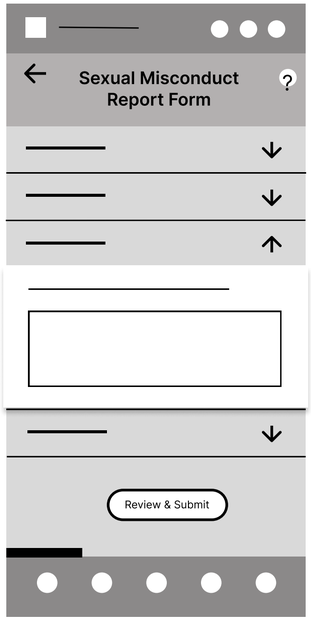
Form Page 2



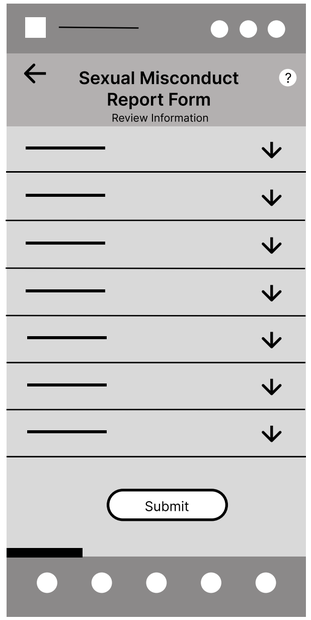
Form Page 3



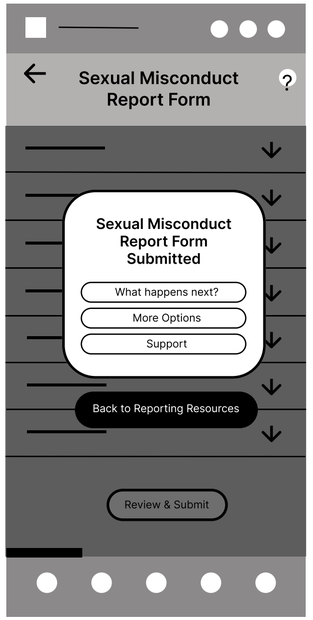
Form Page 4



Review Page



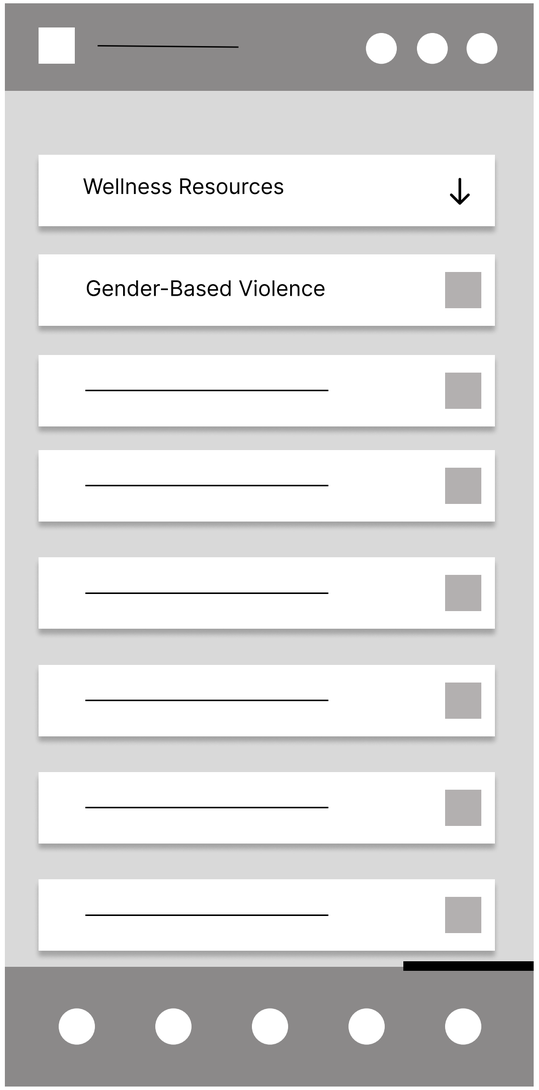
Confirmation Page



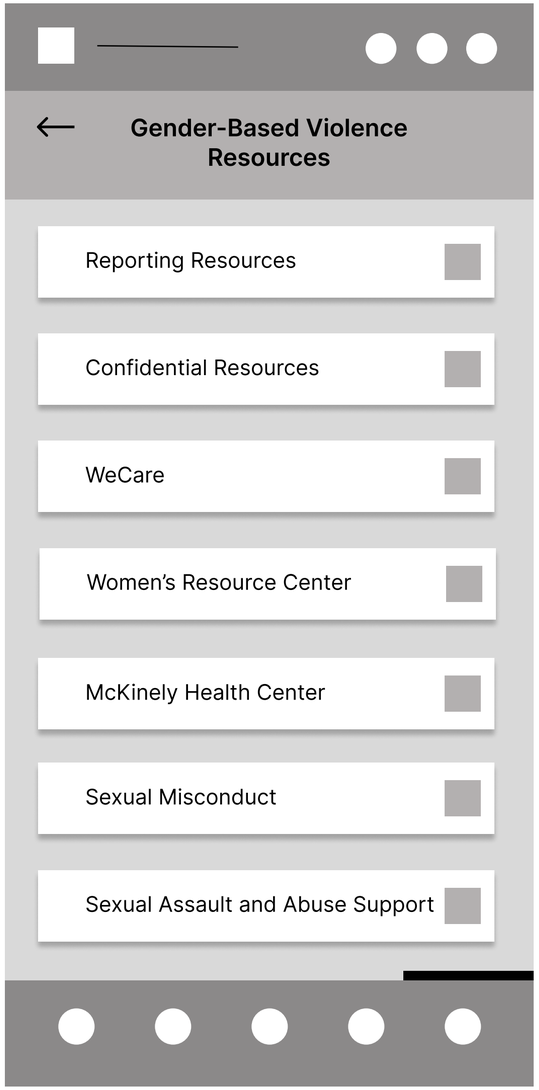
Version 3

GBV Resources Wireframes

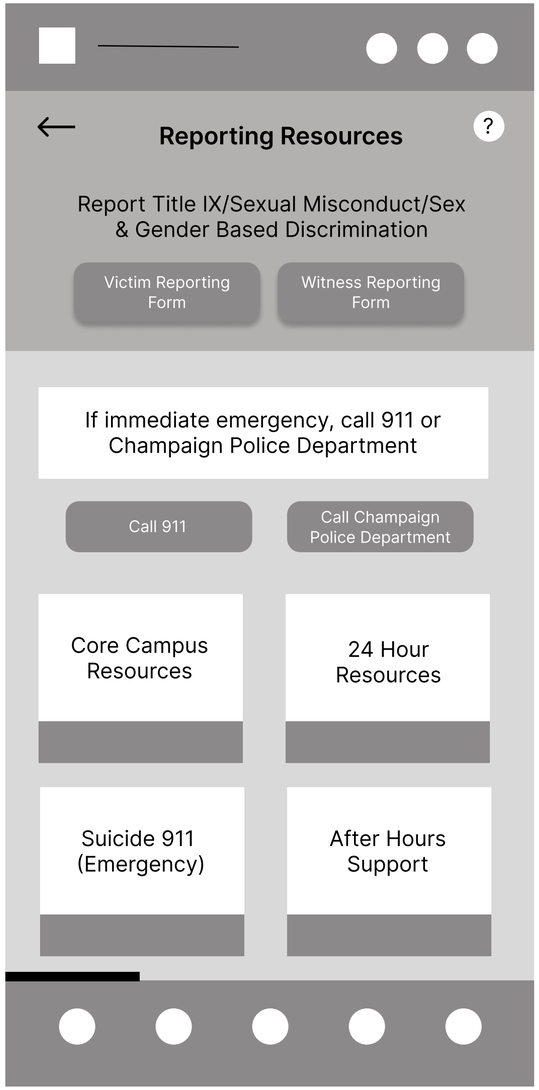
Wellness Resources Page



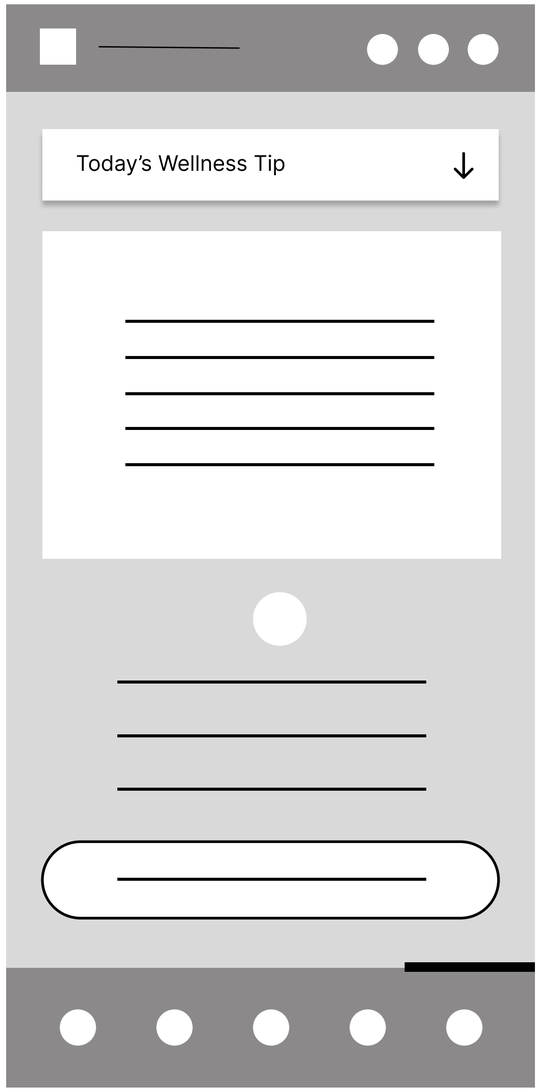
GBV Resources Page



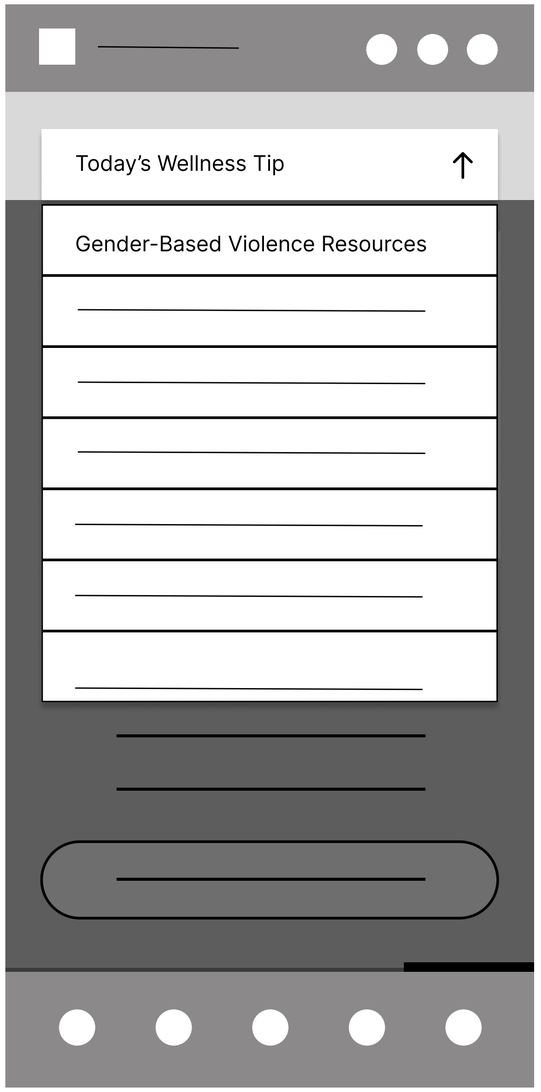
Reporting Resources Page



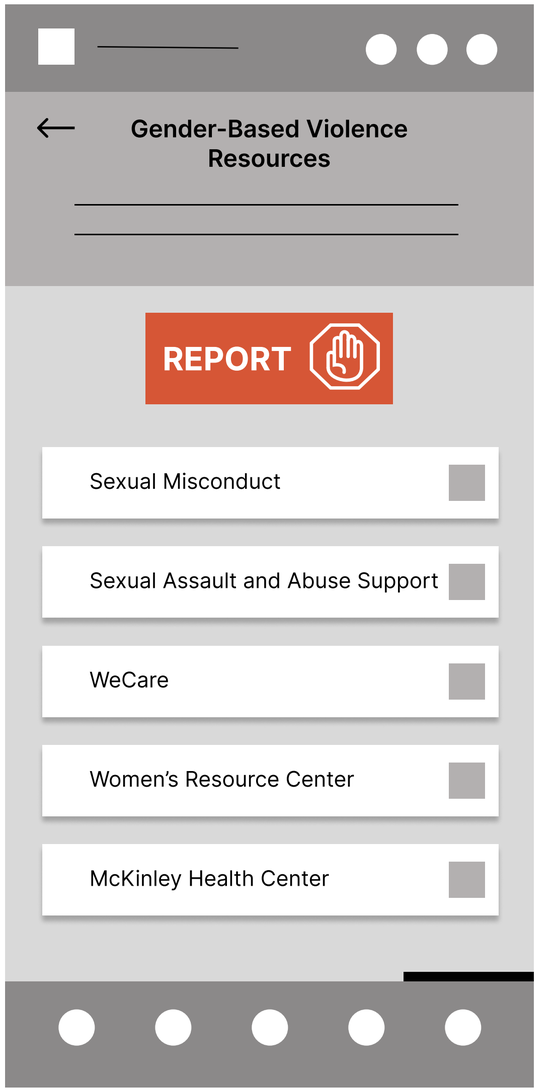
Wellness Page



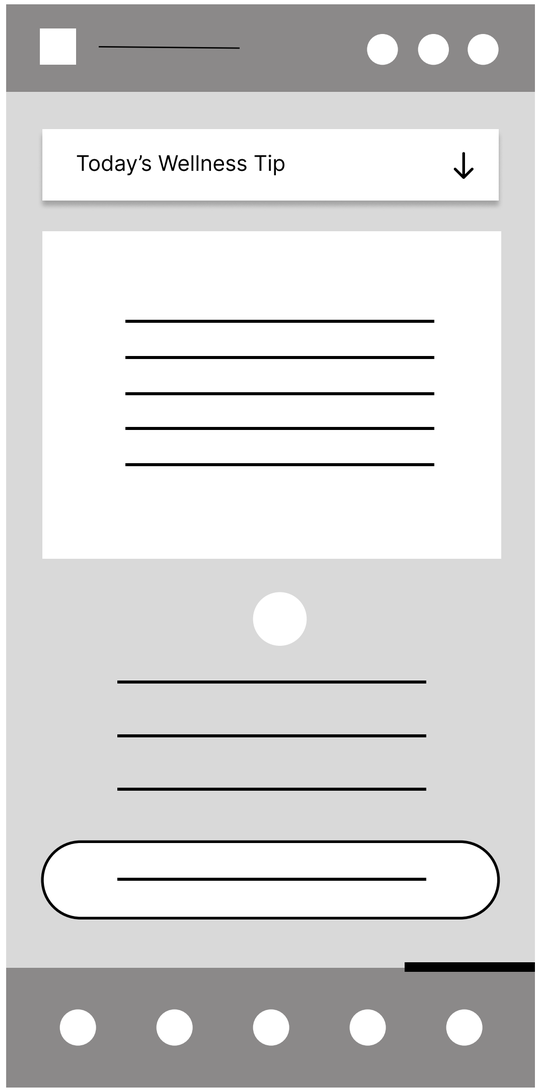
GBV Resources Page



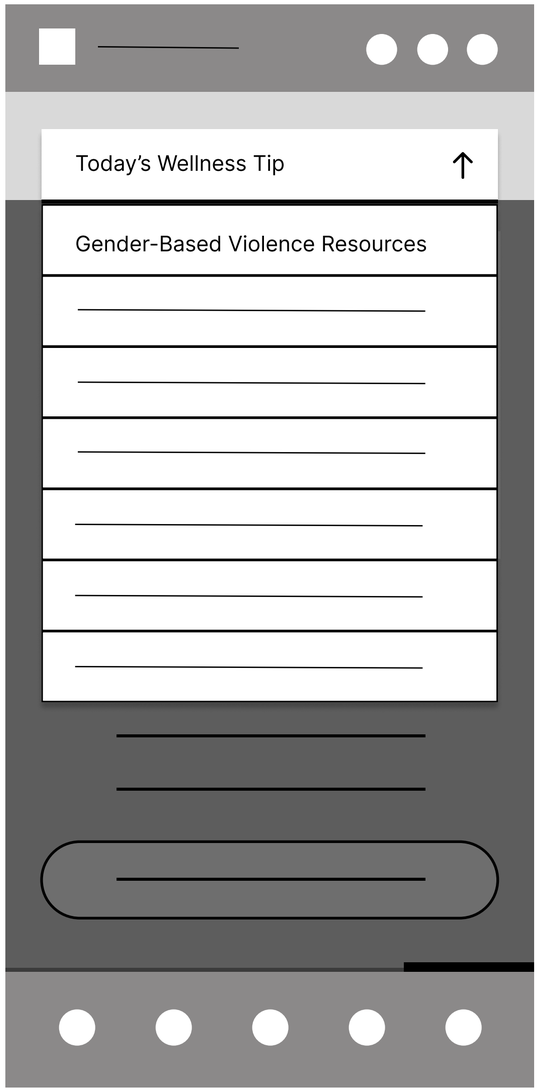
Reporting Resources Page



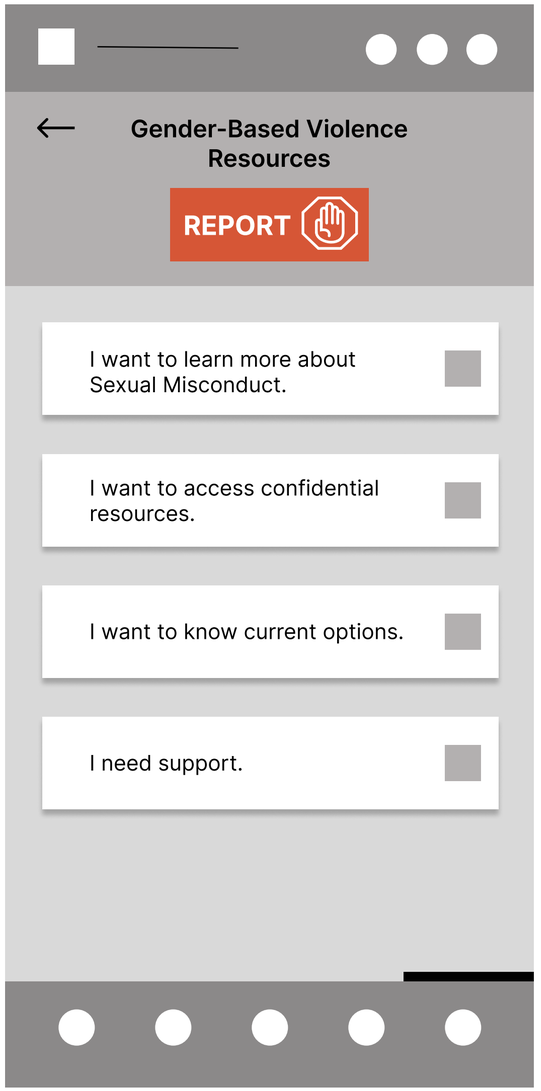
Wellness Page



GBV Resources Page



Reporting Resources Page



User Testing Round I

Usability Test

Participants

- 7 participants
- Female, undergraduate students

Test Details

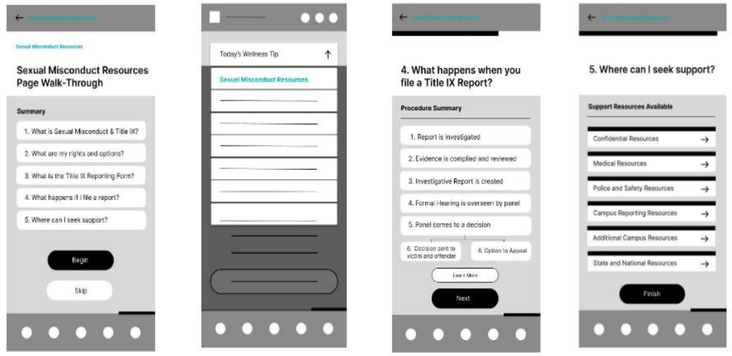
2 Sections
1. Organize Wireframes
2. Questionnaire

- Sent via Email

Section 1

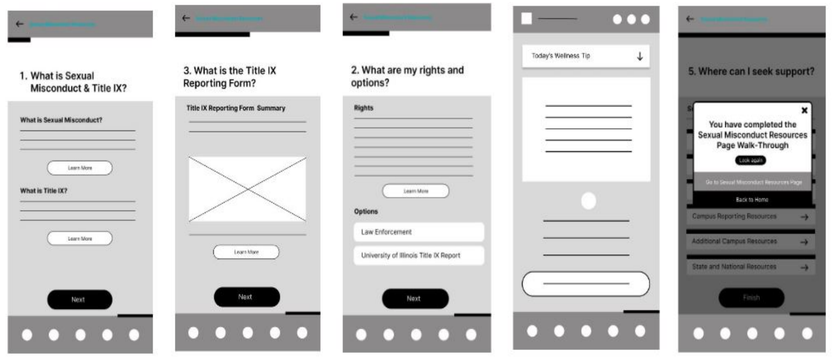
Row 1: 1-4

1 2 3 4



Row 2: 5-9

5 6 7 8 9



Section 2

1. On a scale of 1-5 (1 being extremely difficult and 5 being extremely easy), rate your experience placing these images in order.
2. On a scale of 1-5 (1 being extremely unhelpful and 5 being extremely helpful), how helpful is the information provided?
3. Did you experience any confusion when placing the images in order? If so, please explain.
4. What did you like about the experience?
5. What did you dislike about the experience?
6. Is there any information you wish was on the page?
7. What could be improved (about the process, design, or information on the page)?
8. Do you have any other suggestions or feedback?

Usability Test Results

On a scale of 1-5 (1 being extremely difficult and 5 being extremely easy), rate your experience placing these images in order.

Average

3.8/5

On a scale of 1-5 (1 being extremely unhelpful and 5 being extremely helpful), how helpful is the information provided?

Average

4.7/5

Usability Test Results

What did you like?

"Conciseness"

"Accessible"

"Easy to use"

"Format and aesthetic"

What could be improved?

"Maybe like icons for the topics/tabs you could click on."

"Maybe a welcome page to begin."

"Carle/Mckinley information on page"

"Maybe add a chatbot if users want to ask questions."

Investigator Benchmark Meeting I

Concept Feedback Session

Conducted on Friday, March 3rd at 2:30 PM

Participants

Co Investigator

Bill Sullivan

Landscape Architecture Professor

Co Investigator

Kaylee Lukacena

Research Development Manager at the Interdisciplinary Health Science Institute

Co Investigator

Gabrielle Schwartz

Associate Director of Advocacy at the Department of Inclusion & Intercultural Relations

Principal Investigator

Nicole Allen

Professor of Human and Organizational Development at Vanderbilt University

Concept Feedback Session Notes

Suggestions:

- More transitional pages for guidance
- Add Assistive Technology features
- Broader terminology and help seeking resources
- Use purple/teal for Call-to-Action buttons
- Add a menu pop up when you hover over the “Report” Buttton

Likes:

- Anonymous Button
- Clustered category
- Map feature in the Reporting Form
- Hand icon for Call-to-Action buttons

Final Design

Final Design Summary

1. Modified Wireframes
2. Usability Test & Results
3. Final Design
4. High Fidelity Prototype

Focus:

- Design a system that guides the user through the resources

Concept Session Notes

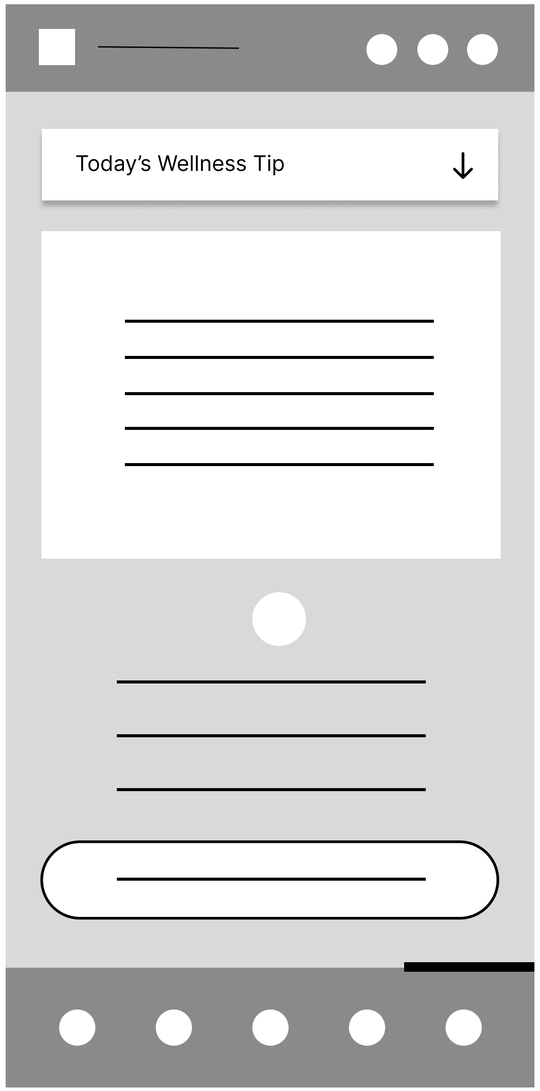
Suggestions from previous session:

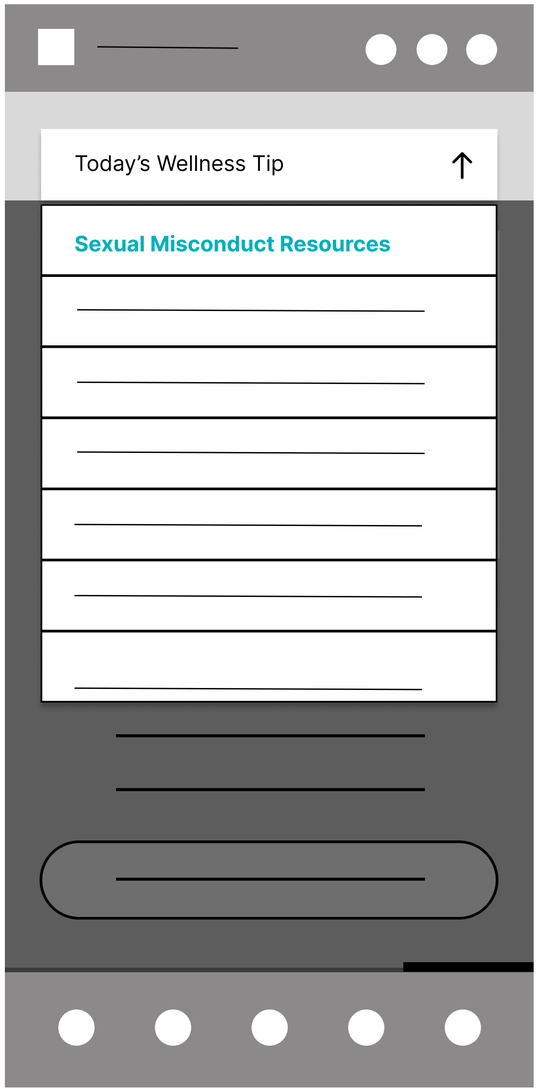
- More transitional pages for guidance
- Add Assistive Technology features
- Broader terminology and help seeking resources
- Use purple/teal for Call-to-Action buttons
- Add a menu pop up when you hover over the “Report” Buttton

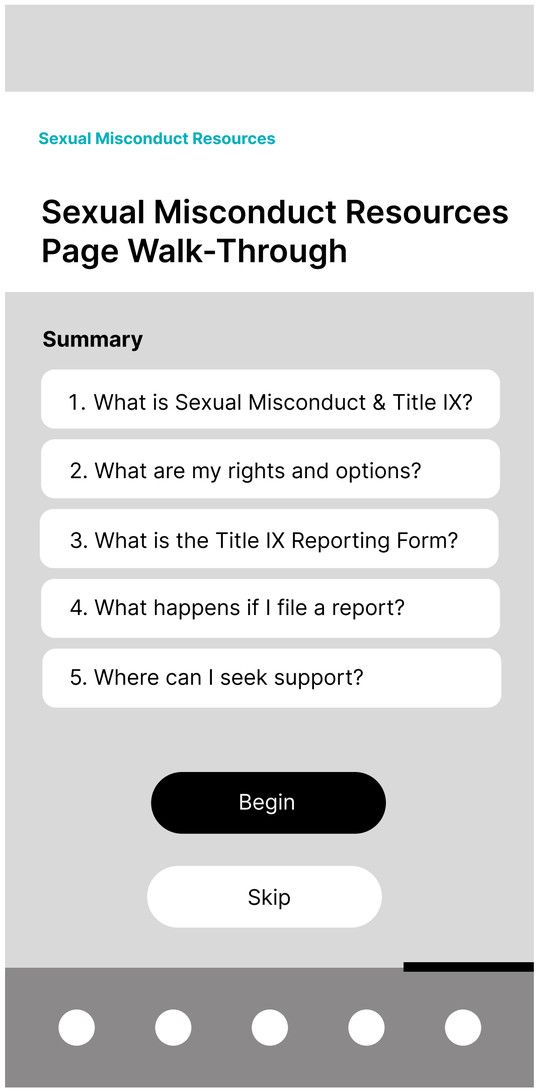
Likes:

- Anonymous Button
- Clustered category
- Map feature in the Reporting Form
- Hand icon for Call-to-Action buttons

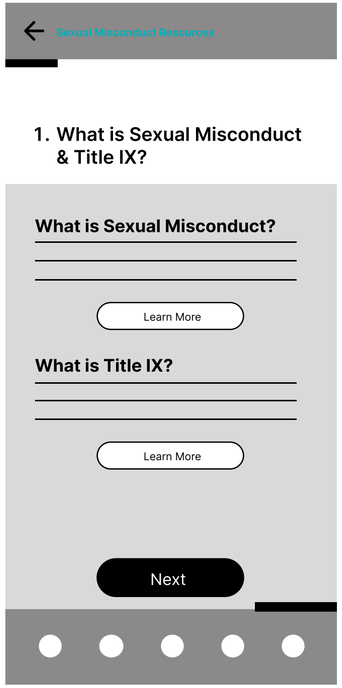
Modified Wireframes

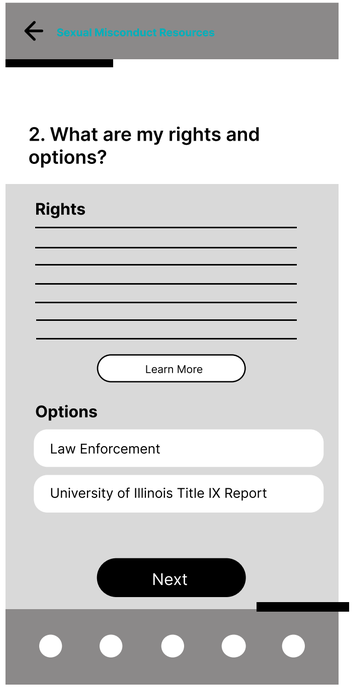


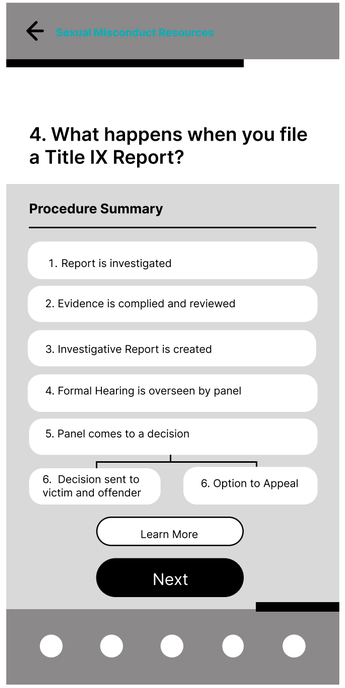


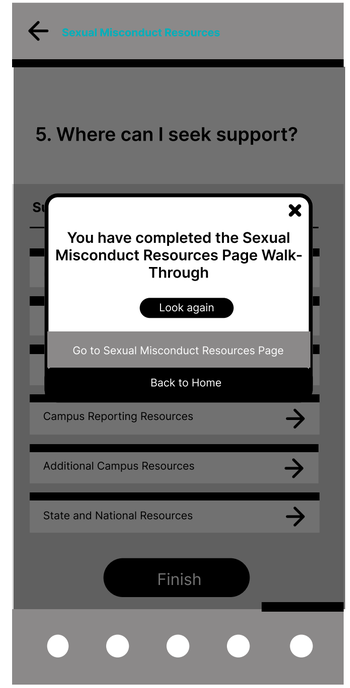


Modified Wireframes





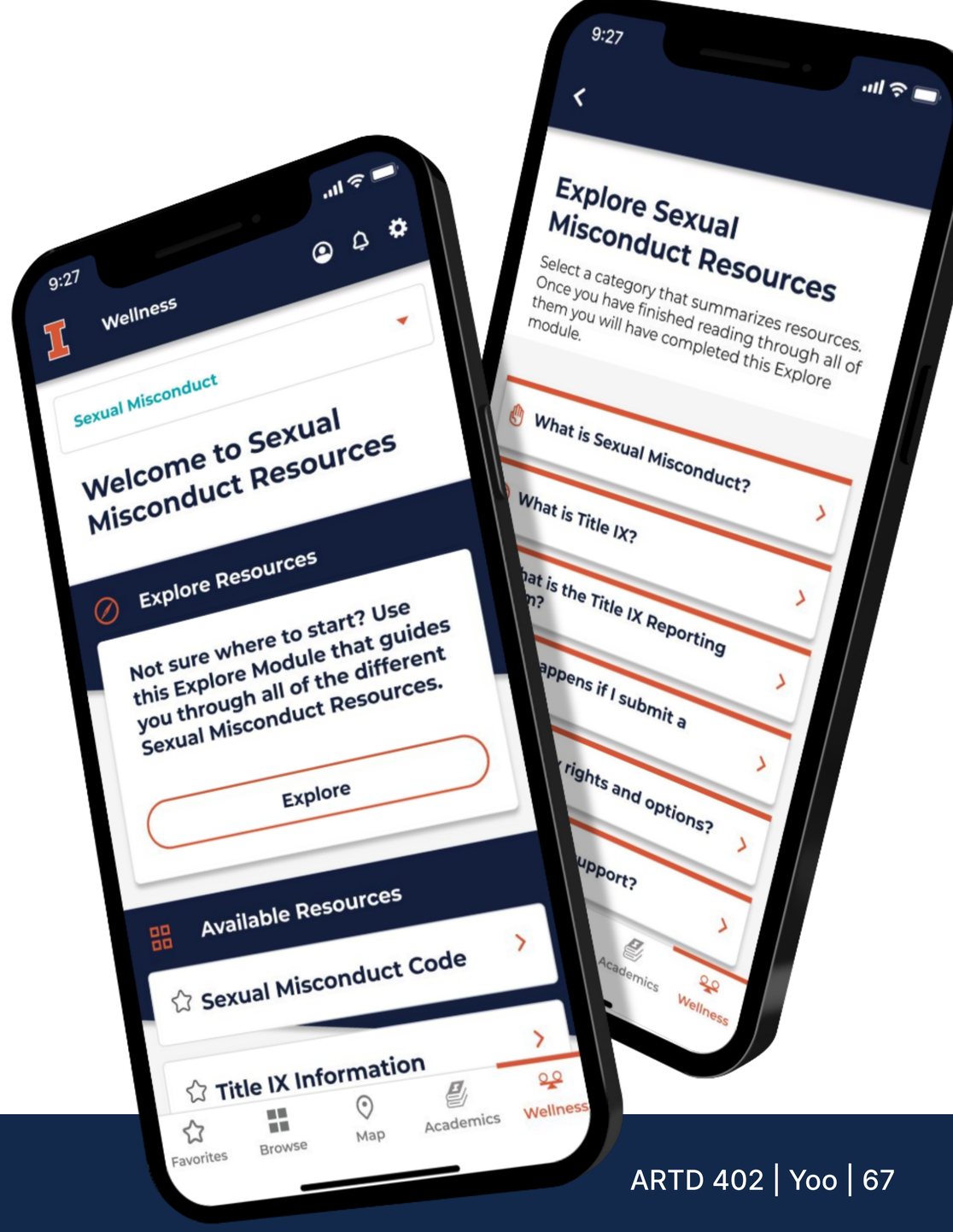


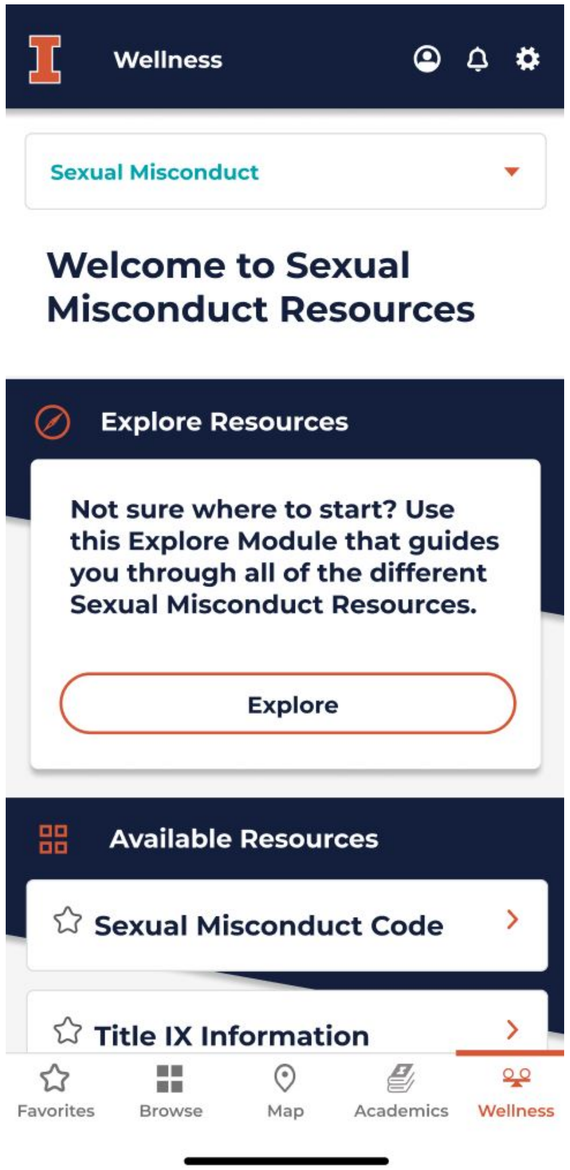


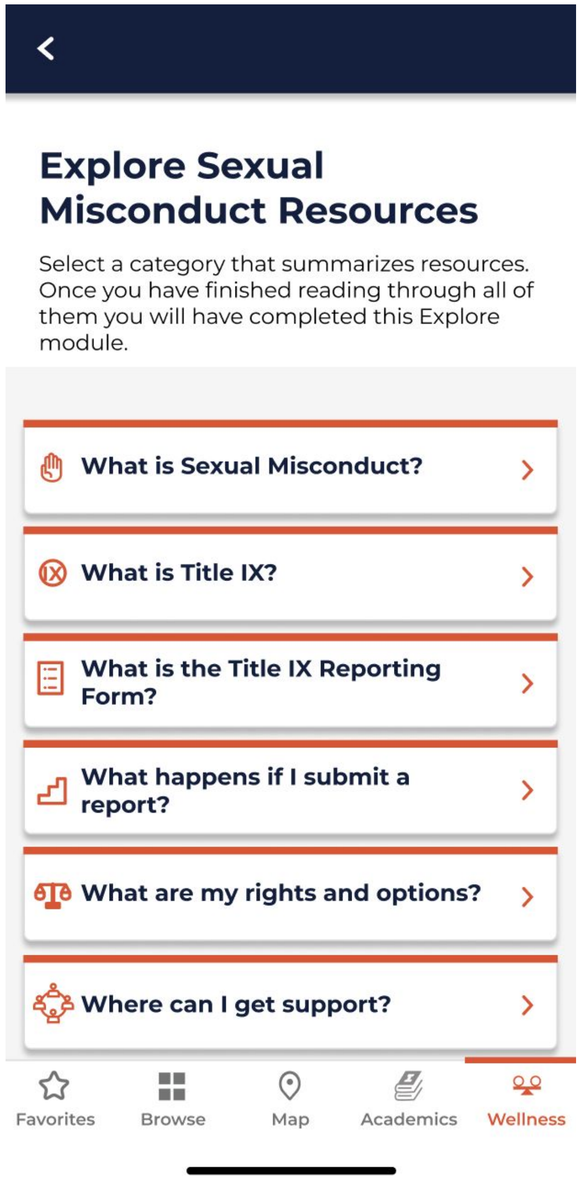
Final Design

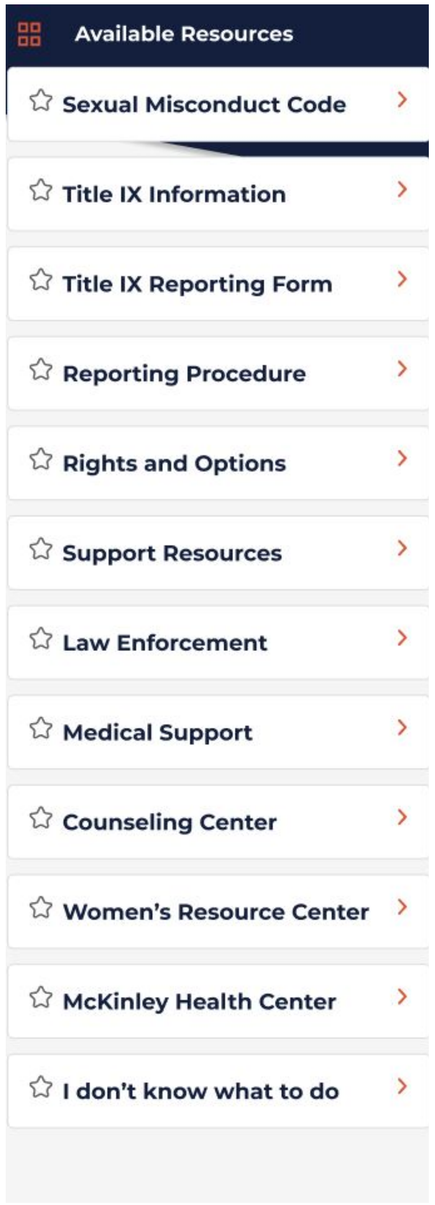
Features

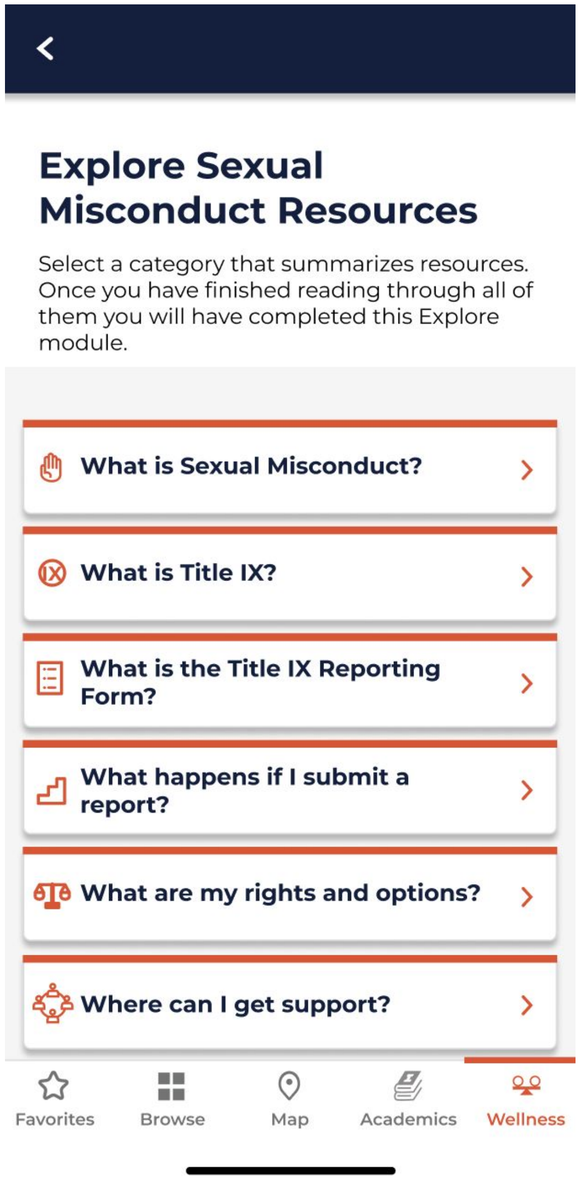
- “Sexual Misconduct Resources” Page
- “Explore Resources” Module
- Tabs for resources
- Consolidated resources

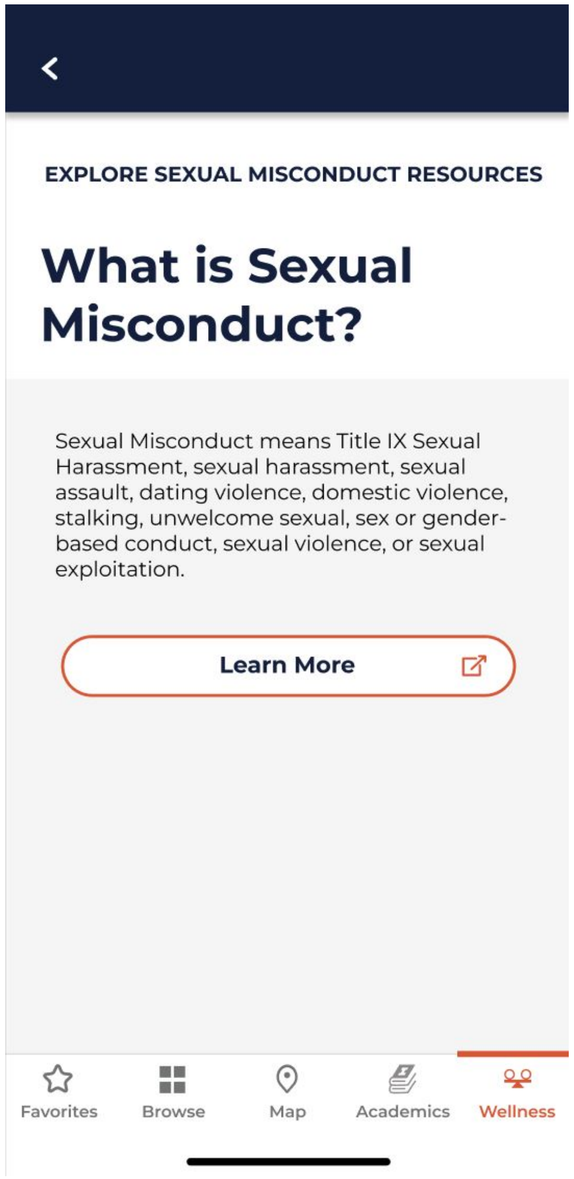


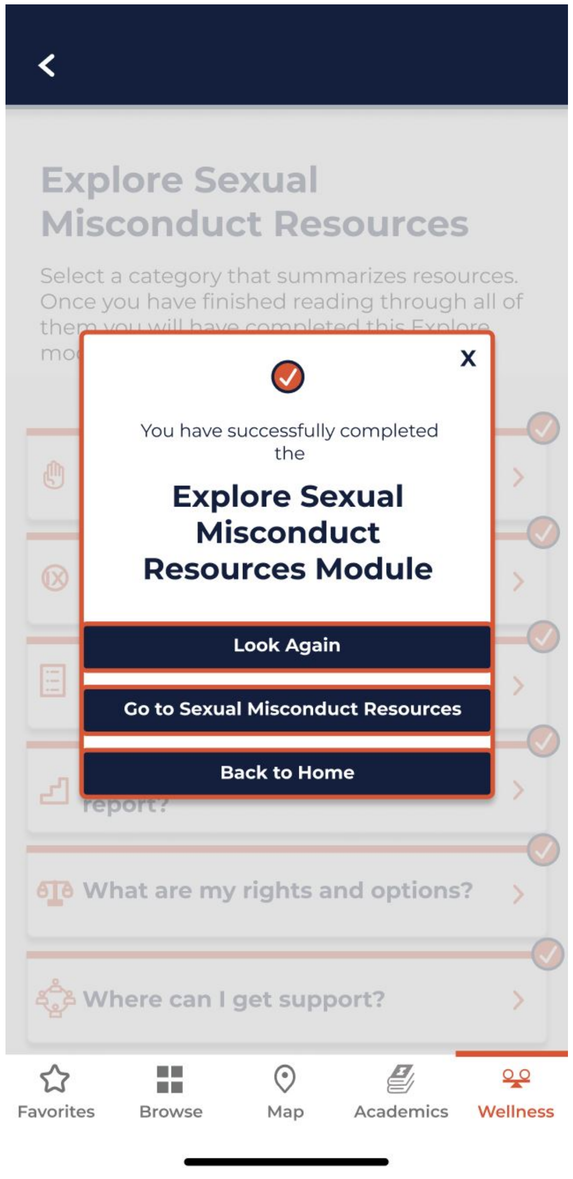

Wellness
Sexual Misconduct
Welcome to Sexual Misconduct Resources
Explore Resources
Not sure where to start? Use this Explore Module that guides you through all of the different Sexual Misconduct Resources.
Explore
Available Resources
Sexual Misconduct Code
Title IX Information
Favorites
Browse
Map
Academics
Wellness


Explore Sexual Misconduct Resources
Select a category that summarizes resources. Once you have finished reading through all of them you will have completed this Explore module.
What is Sexual Misconduct?
What is Title IX?
What is the Title IX Reporting Form?
What happens if I submit a report?
What are my rights and options?
Where can I get support?
Favorites
Browse
Map
Academics
Wellness


Available Resources
Sexual Misconduct Code
Title IX Information
Title IX Reporting Form
Reporting Procedure
Rights and Options
Support Resources
Law Enforcement
Medical Support
Counseling Center
Women's Resource Center
McKinley Health Center
I don't know what to do


Explore Sexual Misconduct Resources
Select a category that summarizes resources. Once you have finished reading through all of them you will have completed this Explore module.
What is Sexual Misconduct?
What is Title IX?
What is the Title IX Reporting Form?
What happens if I submit a report?
What are my rights and options?
Where can I get support?
Favorites
Browse
Map
Academics
Wellness


EXPLORE SEXUAL MISCONDUCT RESOURCES
What is Sexual Misconduct?
Sexual Misconduct means Title IX Sexual Harassment, sexual harassment, sexual assault, dating violence, domestic violence, stalking, unwelcome sexual, sex or gender-based conduct, sexual violence, or sexual exploitation.
Learn More
Favorites
Browse
Map
Academics
Wellness


Explore Sexual Misconduct Resources
Select a category that summarizes resources. Once you have finished reading through all of them you will have completed this Explore
X
You have successfully completed the
Explore Sexual Misconduct Resources Module
Look Again
Go to Sexual Misconduct Resources
Back to Home
What are my rights and options?
Where can I get support?
Favorites
Browse
Map
Academics
Wellness

Link to Prototype

User Testing Round II

Usability Test

Participants

- 6 participants
- Female, undergraduate students

Test Details

2 Sections
1. High-fidelity prototype
2. Questionnaire

- Sent via Email

Section 1

Instructions

1. Make sure you are on **“Flow 1”**
2. Navigate to **“Options”** on the top right and select **“Fit to Screen”**
3. Navigate to **Wellness Button** on the bottom footer
4. Click on the **“Today’s Wellness Tip”**
5. Go to the **“Sexual Misconduct”** category
6. Click on **“Explore”**
7. Go through the **“Explore Sexual Misconduct Module”**

Section 2

1. Rate your experience exploring the module.
2. How helpful is the information provided?
3. Did you experience any confusion?
4. What did you like?
5. What did you dislike about the experience?
6. Is there any information you wish was on the page?
7. What could be improved?

Usability Test Results

On a scale of 1-5 (1 being extremely difficult and 5 being extremely easy), rate your experience exploring the module.

Average

4.6/5

On a scale of 1-5 (1 being extremely unhelpful and 5 being extremely helpful), how helpful is the information provided?

Average

4.6/5

Usability Test Results

What did you like?

"Easy to navigate"

"Accessible"

"Helpful information"

"Checkmarks indicating completion"

What could be improved?

"Add a 'Submit a Report' button at the question 'What happens if I submit a report?'"

"Having to go back after every module and finding the next one, I think this process can be simplified

"Distinguish the 'Sexual Misconduct page' with another color?"

Investigator Benchmark Meeting II

Concept Feedback Session

Conducted on Wednesday, April 29th at 9:30 AM

Participants

Bill Sullivan

Co Investigator

Landscape Architecture Professor

Gabrielle Schwartz

Co Investigator

Associate Director of Advocacy at the Department of Inclusion & Intercultural Relations

Kaylee Lukacena

Co Investigator

Research Development Manager at the Interdisciplinary Health Science Institute

Final Design Feedback Session Notes

Suggestions:

- Including a “Community/Advocacy” section
- Incorporate short videos
- Include counseling/mental health resources within the “Medical” resoueces

Likes:

- Questions highlighted in the “Explore Module”
- User friendly experience
- Icons paired with the questions
- Clear and logical process

Final Design Iterations

Final Design Iteration Summary

1. Explore Module

2. New Page

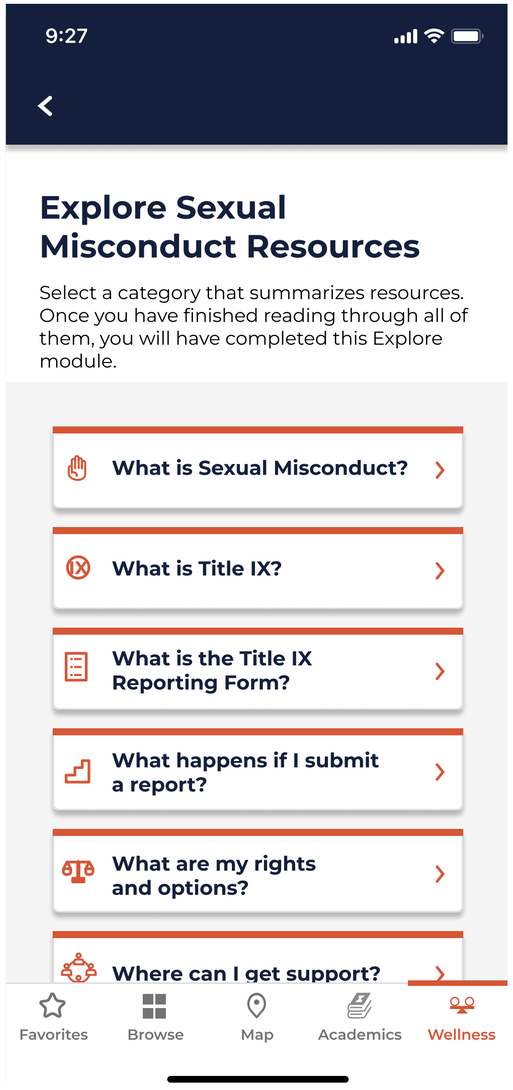
3. New Resources

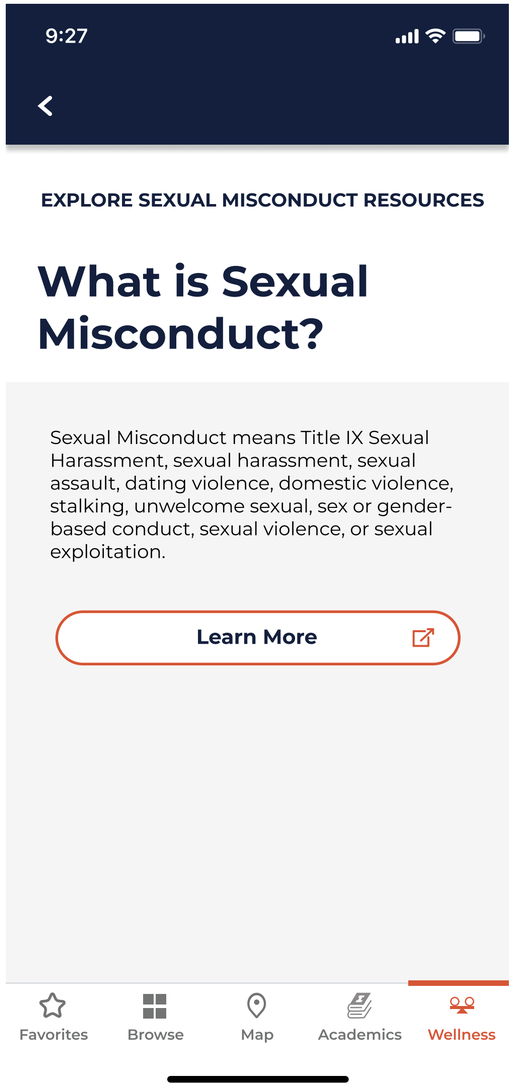
4. Favoriting Resources

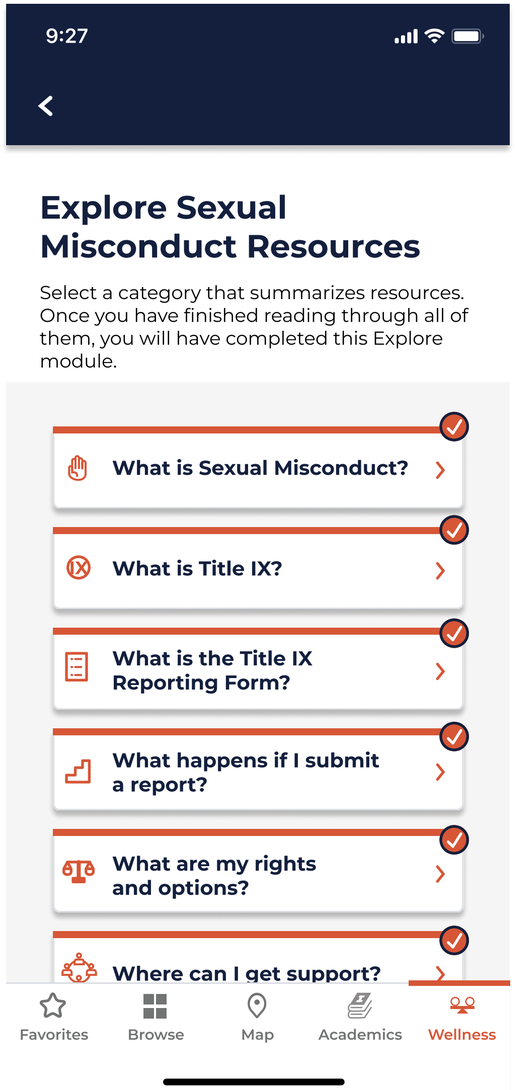
Focus:

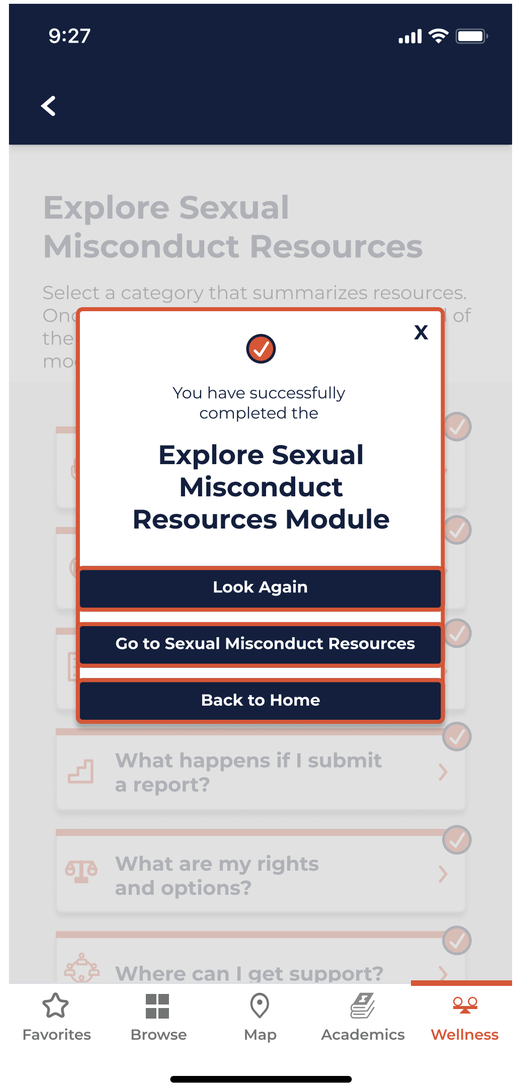
- Design a system that guides the user through the resources

Explore Module



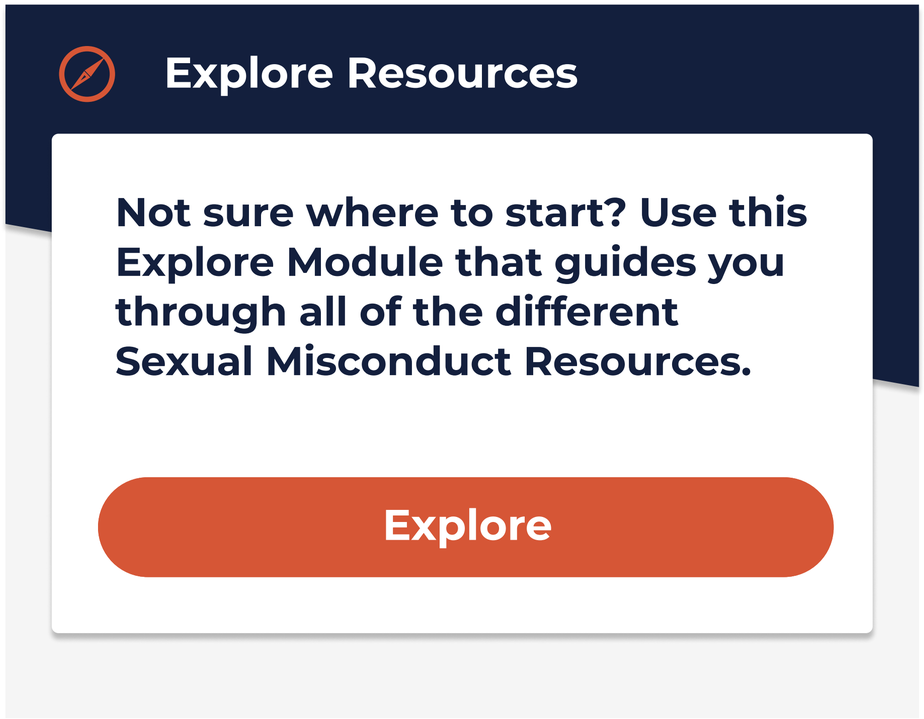






New Page

Before Explore Module



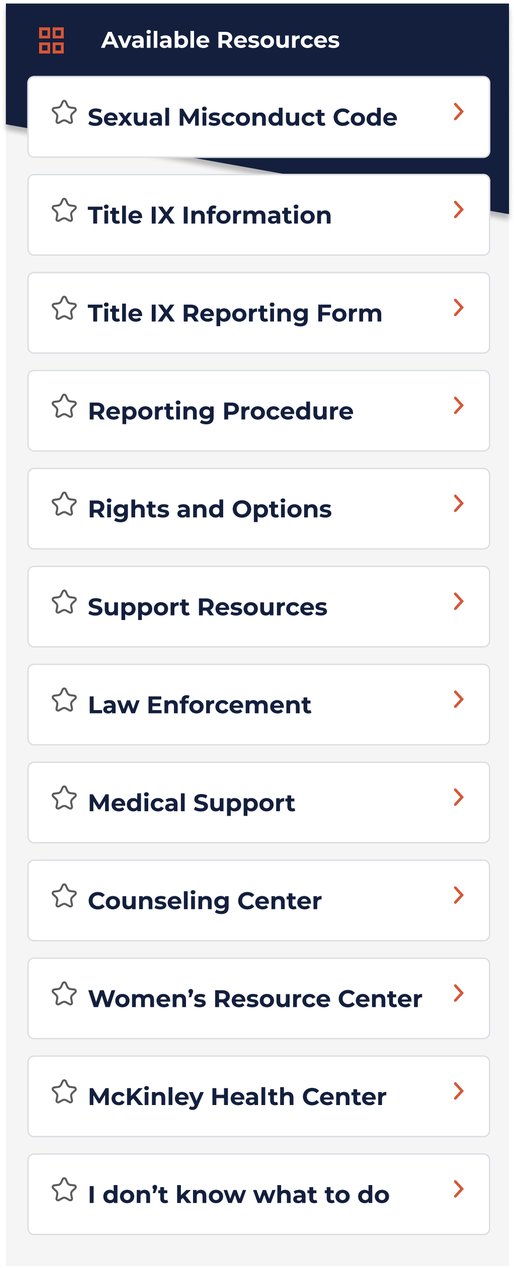
After Explore Module

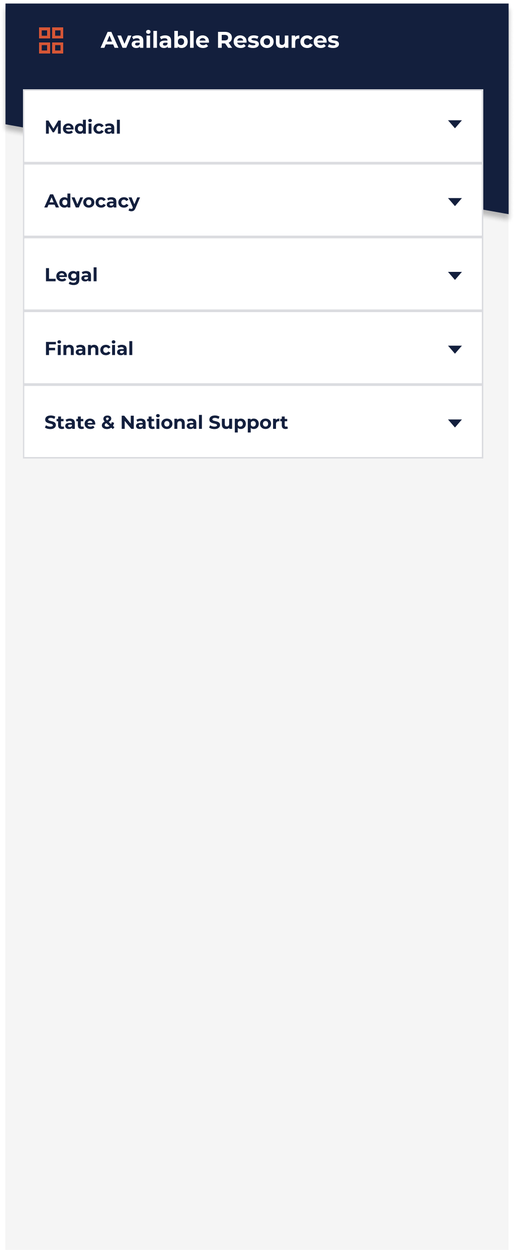
New Page

Anonymous Reporting

Hover

New Resources





New Resources

Available Resources

- Medical
- Advocacy
- Legal
- Financial
- State & National Support

New Resources

Medical
- McKinley Health Center
- Carle Foundation Hospital
- OSF Heart of Mary Medical Center
- Counseling Center

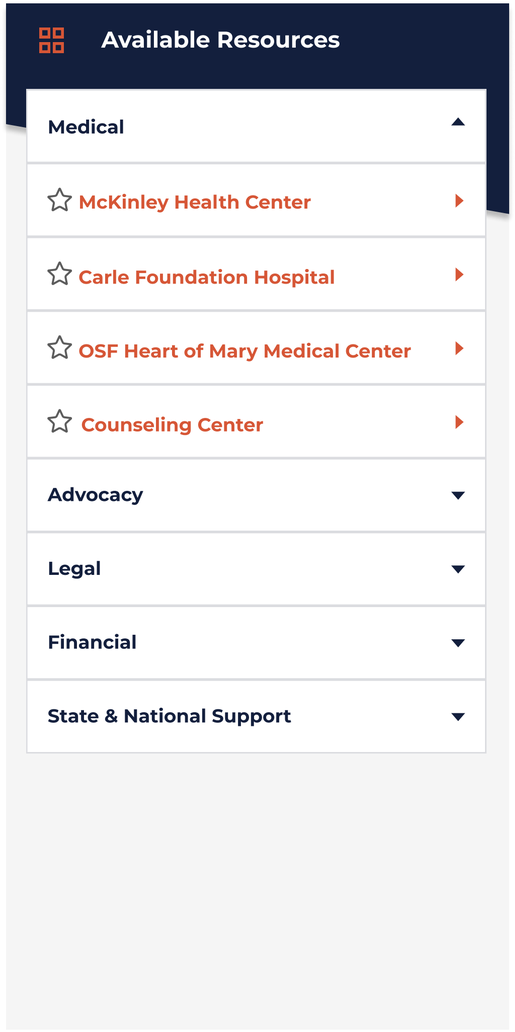
State and National Support
- Rape, Abuse, & Incest National Network
- Domestic Violence Hotline
- Love is Respect
- IL Coalition Against Sexual Assault
- IL Coalition Against Domestic Violence
- Nat Sexual Violence Resources Center
- Nat Coalition Against Domestic Violence

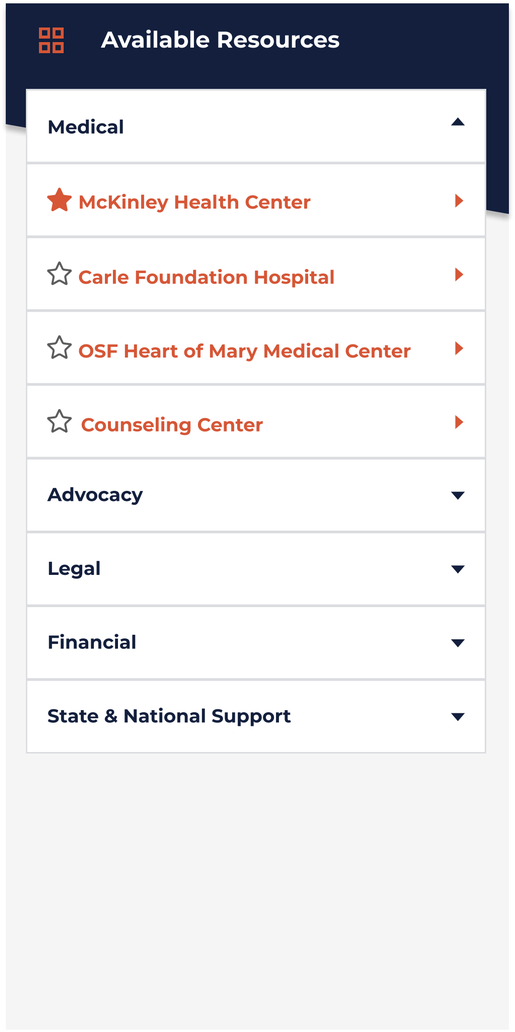
Legal
- Police
- Student Legal Services
- International Student Services

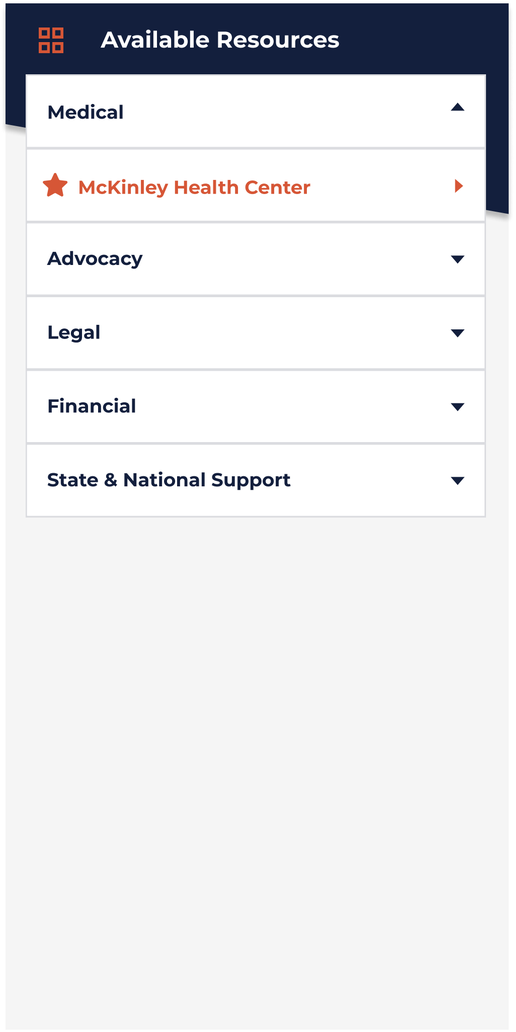
Financial
- Office of Student Financial Aid

Advocacy
- Women's Resource Center
- RACES
- Courage Connection
- Student Assistance Center
- Title IX Resources

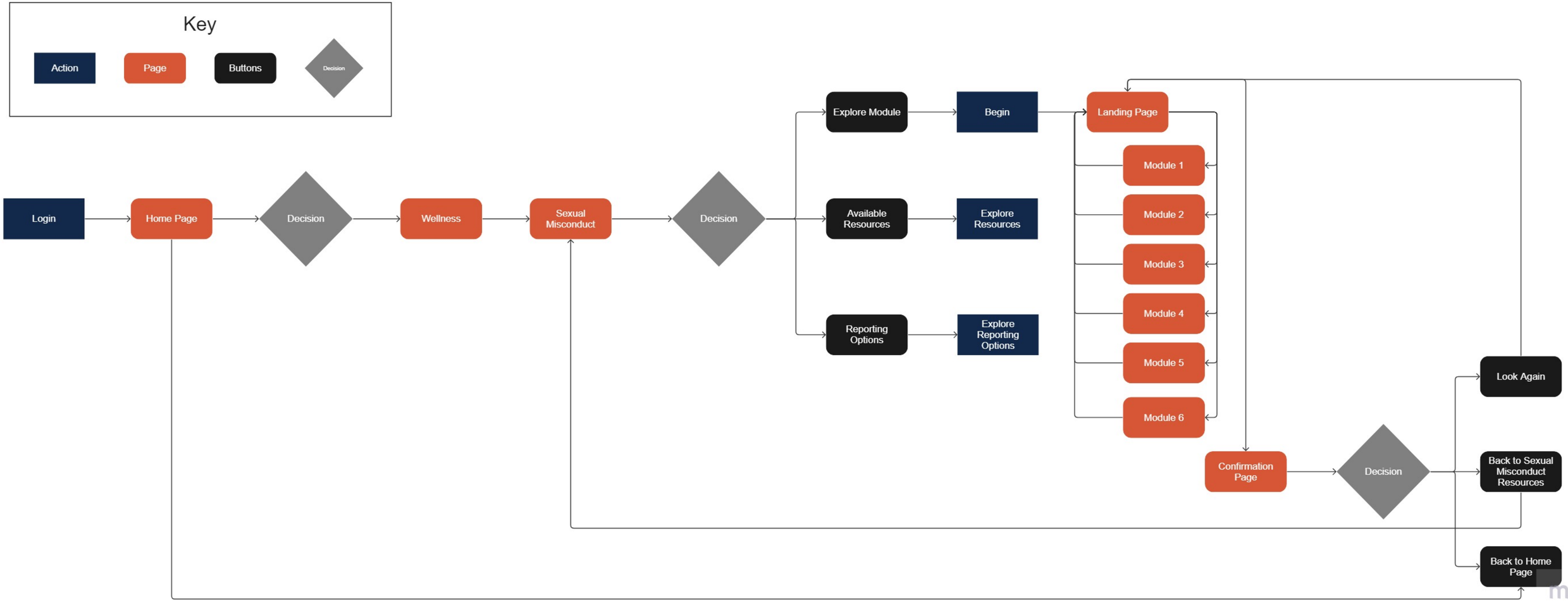
Favoriting Resource







User Flow


Key
Action
Page
Buttons
Decision
Login
Home Page
Decision
Wellness
Sexual Misconduct
Decision
Explore Module
Begin
Landing Page
Module 1
Module 2
Module 3
Module 4
Module 5
Module 6
Available Resources
Explore Resources
Reporting Options
Explore Reporting Options
Confirmation Page
Decision
Look Again
Back to Sexual Misconduct Resources
Back to Home Page
miro

Investigator Benchmark Meeting III

Concept Feedback Session

Conducted on Monday, May 1st at 12:00 PM

Participants

Co Investigator

Bill Sullivan

Landscape Architecture Professor

Co Investigator

Kaylee Lukacena

Research Development Manager at the Interdisciplinary Health Science Institute

Co Investigator

Gabrielle Schwartz

Associate Director of Advocacy at the Department of Inclusion & Intercultural Relations

Vanessa Burgett

Design + Research Product Lead at Smart, Healthy Communities Initiative

Concept Feedback Session Notes

Suggestions:

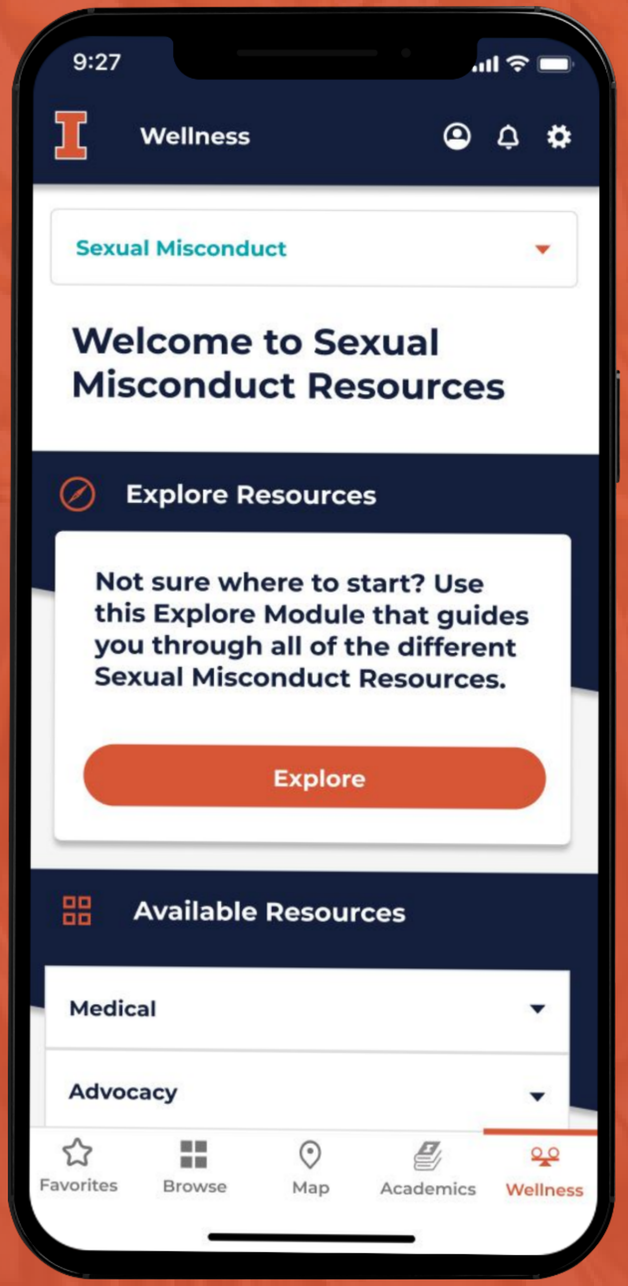
- Emphasize how the design resolves user frustrations
- Explore capabilities for friends of survivors
- Explore point-of-entrances
- Explain the impact of the design

Likes:

- Anonymous feature
- New “Available Resources” category
- Consistency of design within app
- Application of feedback to design

Link to Final Prototype

Flow 1 - Explore Module
Flow 2 - Favoriting Resources
Flow 3 - New Page
Flow 4 - Explore Available Resources



Why does this design matter?

1 out of 4

College-age females experience sexual assault or rape

2 out of 3

Sexual assaults go unreported

Criminal Justice System: Statistics | RAINN

Campus Sexual Violence: Statistics | RAINN

1 out of 5

Women reported dating violence or sexual assault

1 out of 2

Students did not want to report to the university

https://wecare.illinois.edu/docs/Campus-Climate-Survey-fact-sheet-2019.pdf

References

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