



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

Jenna Yoo

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

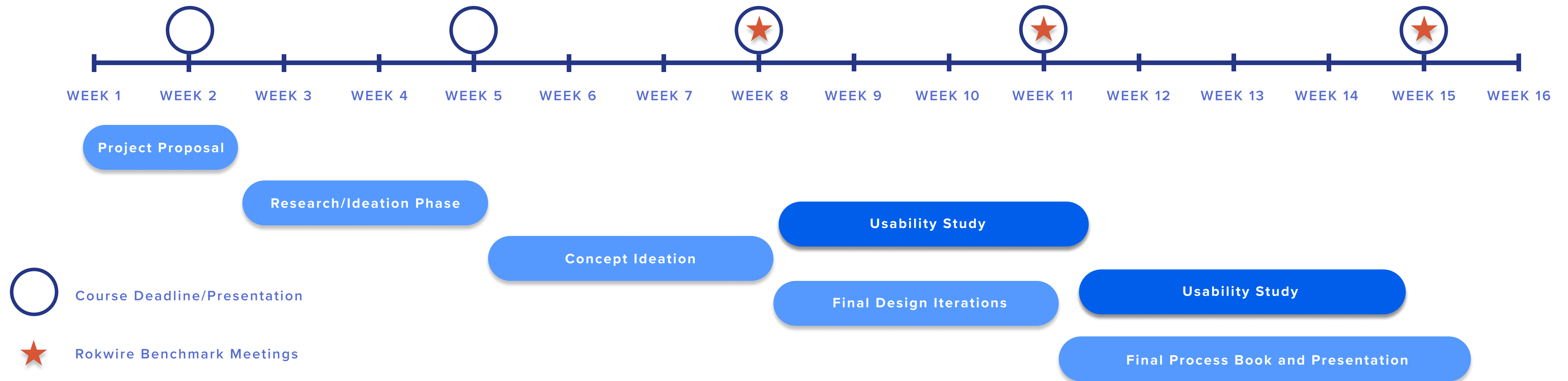
Create a functional system on the Illinois App that can provide users with comprehensive information about available resources for addressing Sexual Misconduct.

Table of Contents



Research Phase	05-23	User Testing Round II	71-74
Competitor Analysis	24-33	Investigator Benchmark Meeting II	75-77
Concept Phase	34-54	Final Design Iterations	78-87
User Testing Round I	55-58	Investigator Benchmark Meeting III	88-90
Investigator Benchmark Meeting I	59-61	Final Prototype	91
Final Design	62-70	References	95

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



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

5 participants total



Conducted from
February 3rd-9th, 2023



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 experienced 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

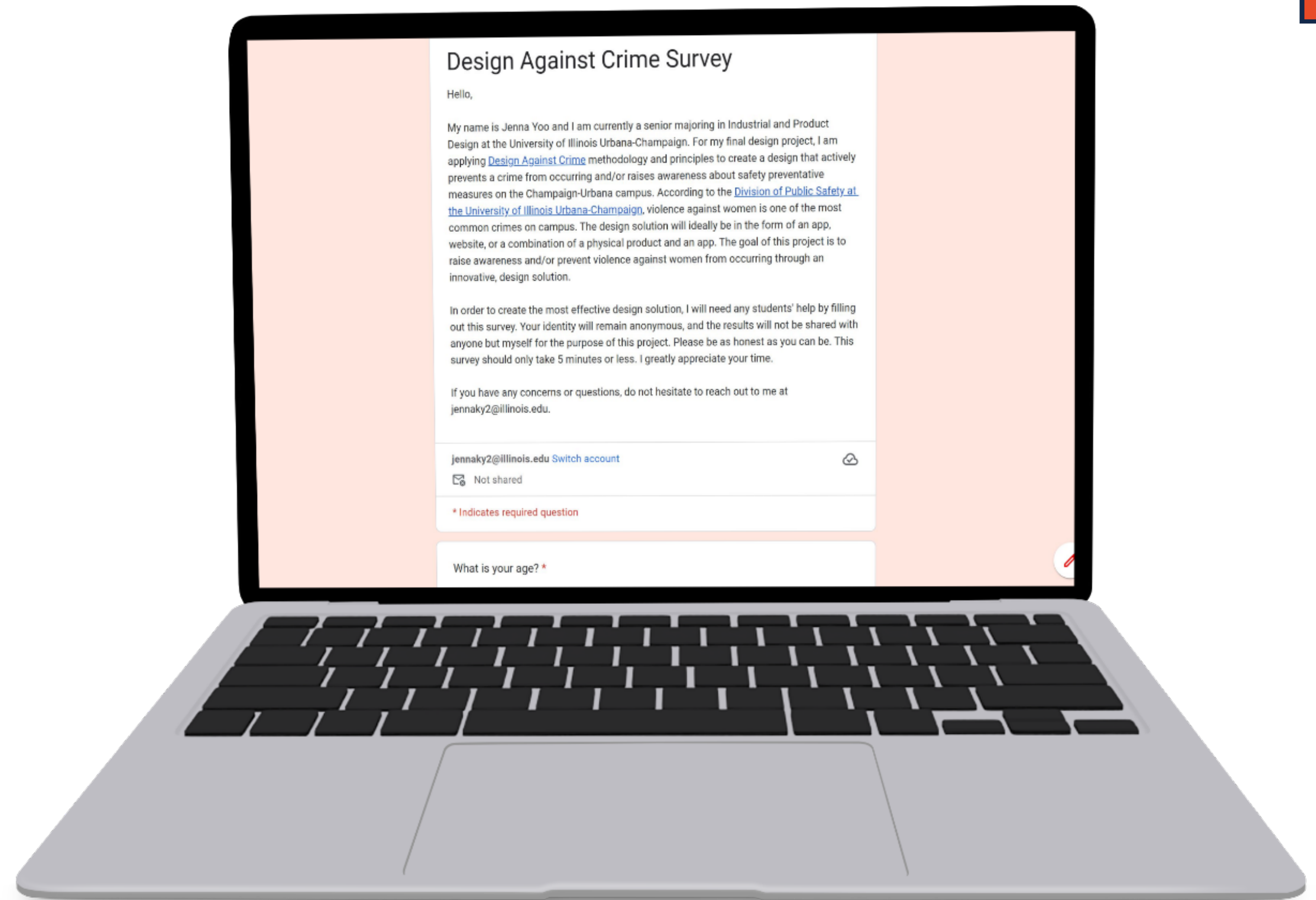


Participants

- 27 responses
- Male and female undergraduate students

Survey Details

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

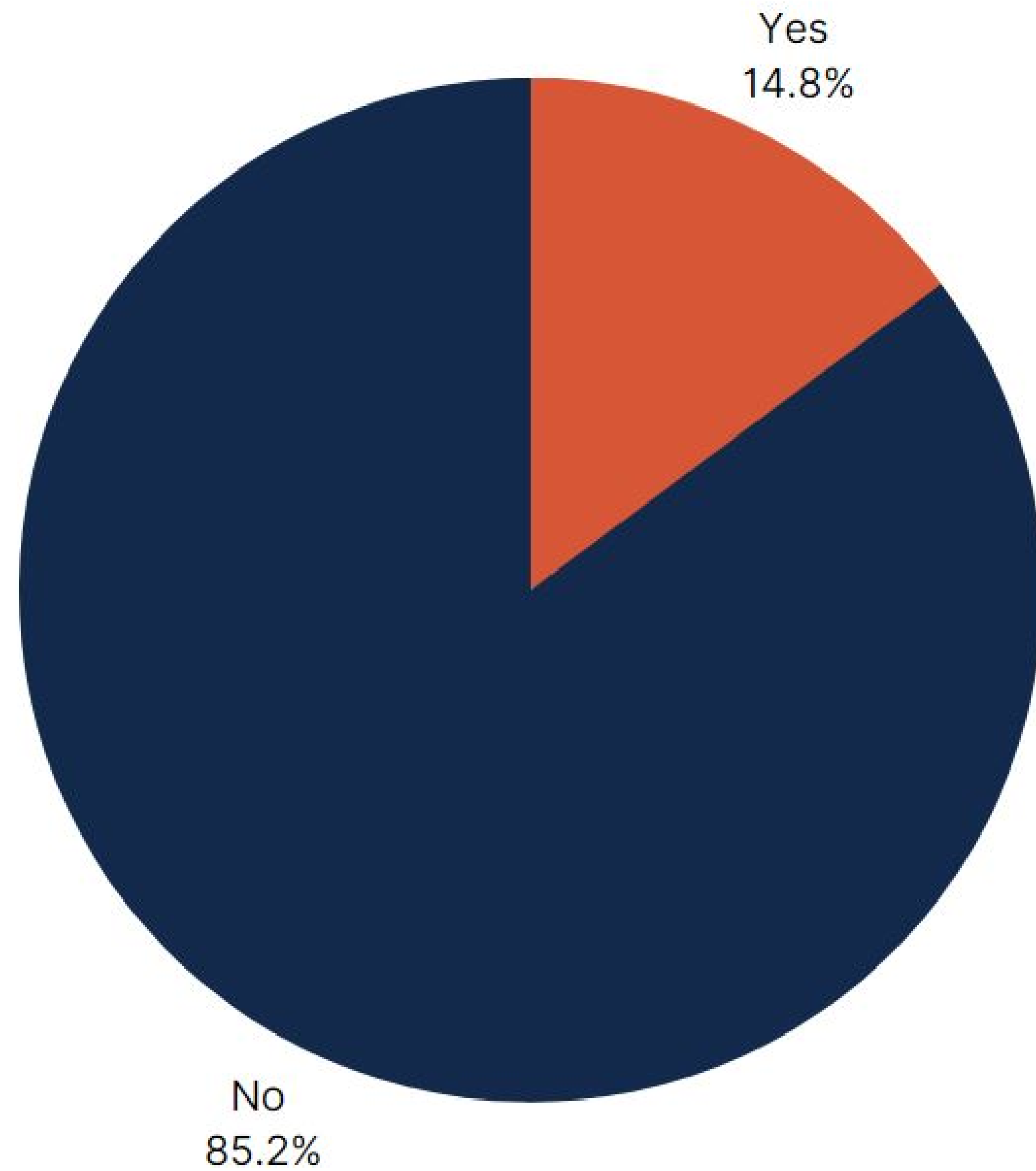


[Link to Survey](#)

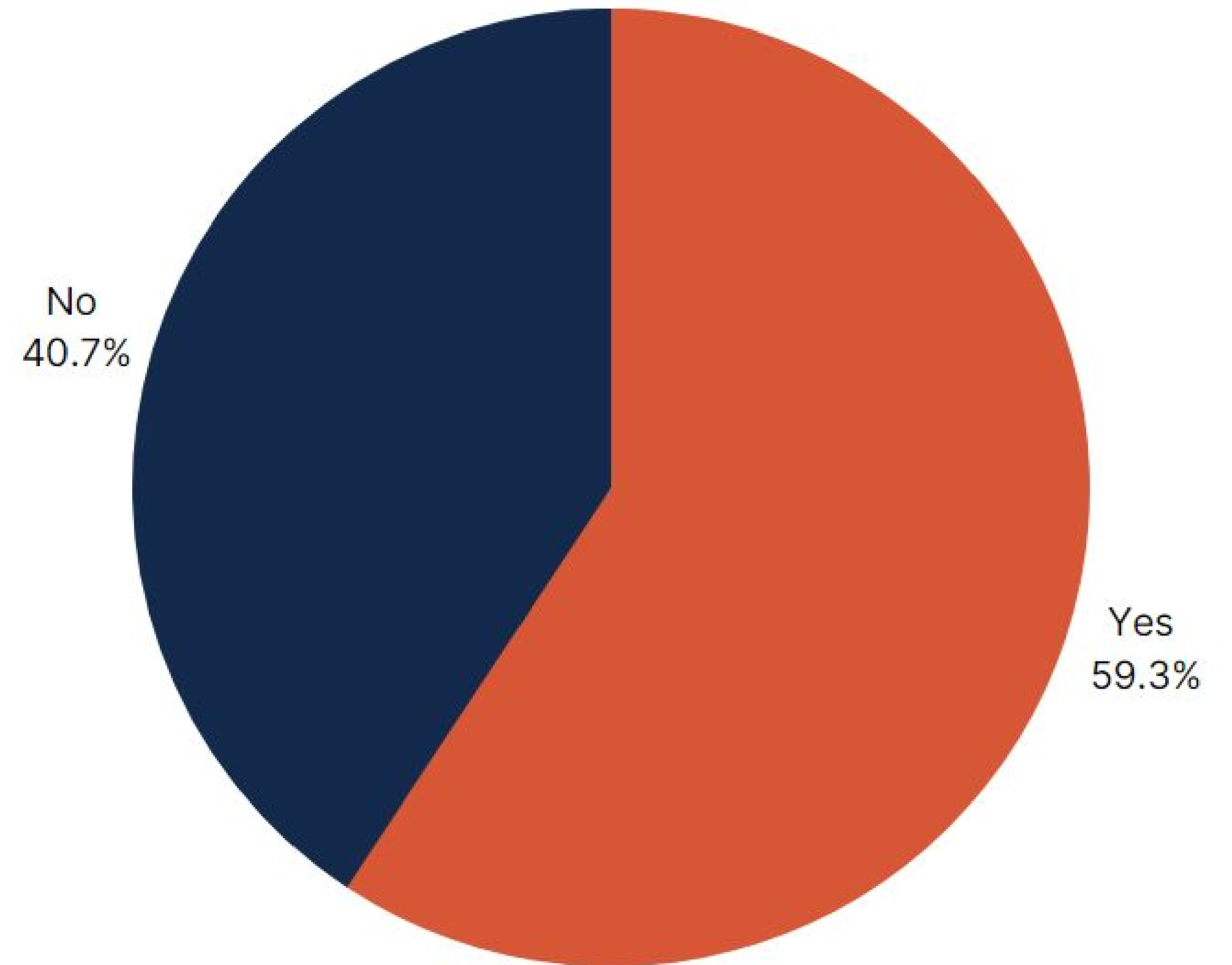
Online Survey Results



Have you ever experienced physical or sexual violence on campus?



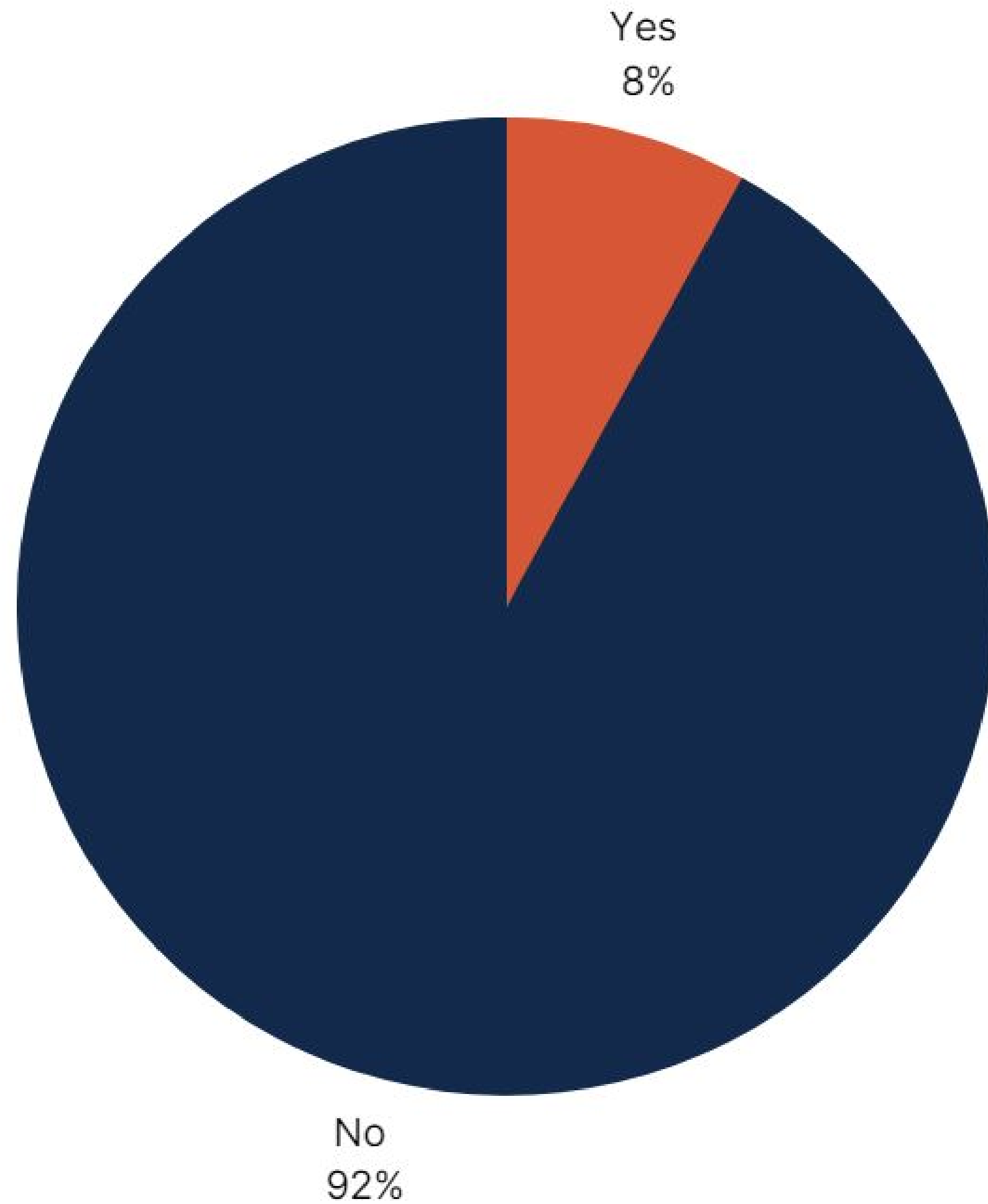
Do you know someone who has experienced physical or sexual violence on campus?



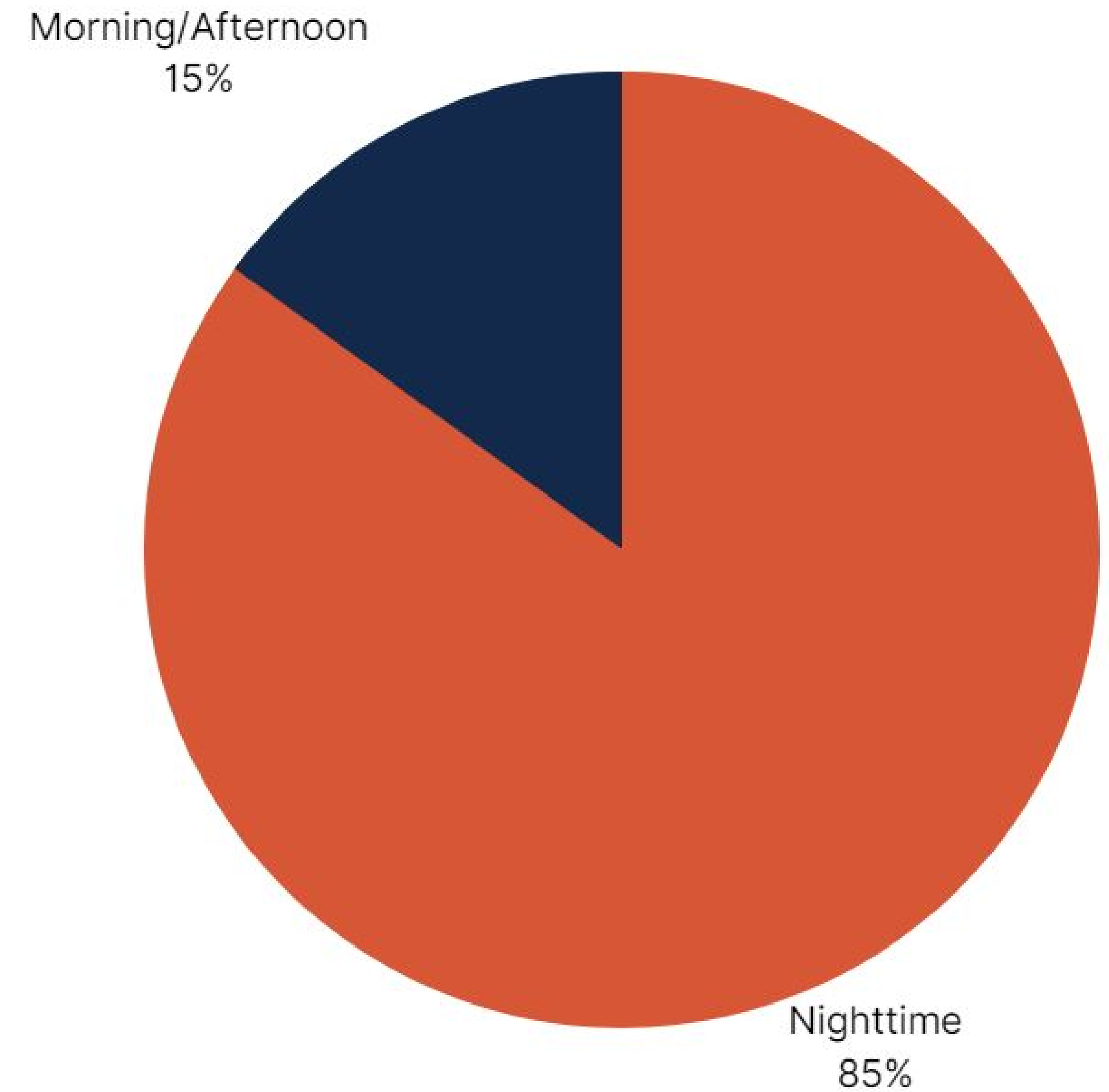


Online Survey Results

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



When do you feel the least safe on campus?





Secondary Research



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

Title IX

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

UIUC Police Department

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

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**



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



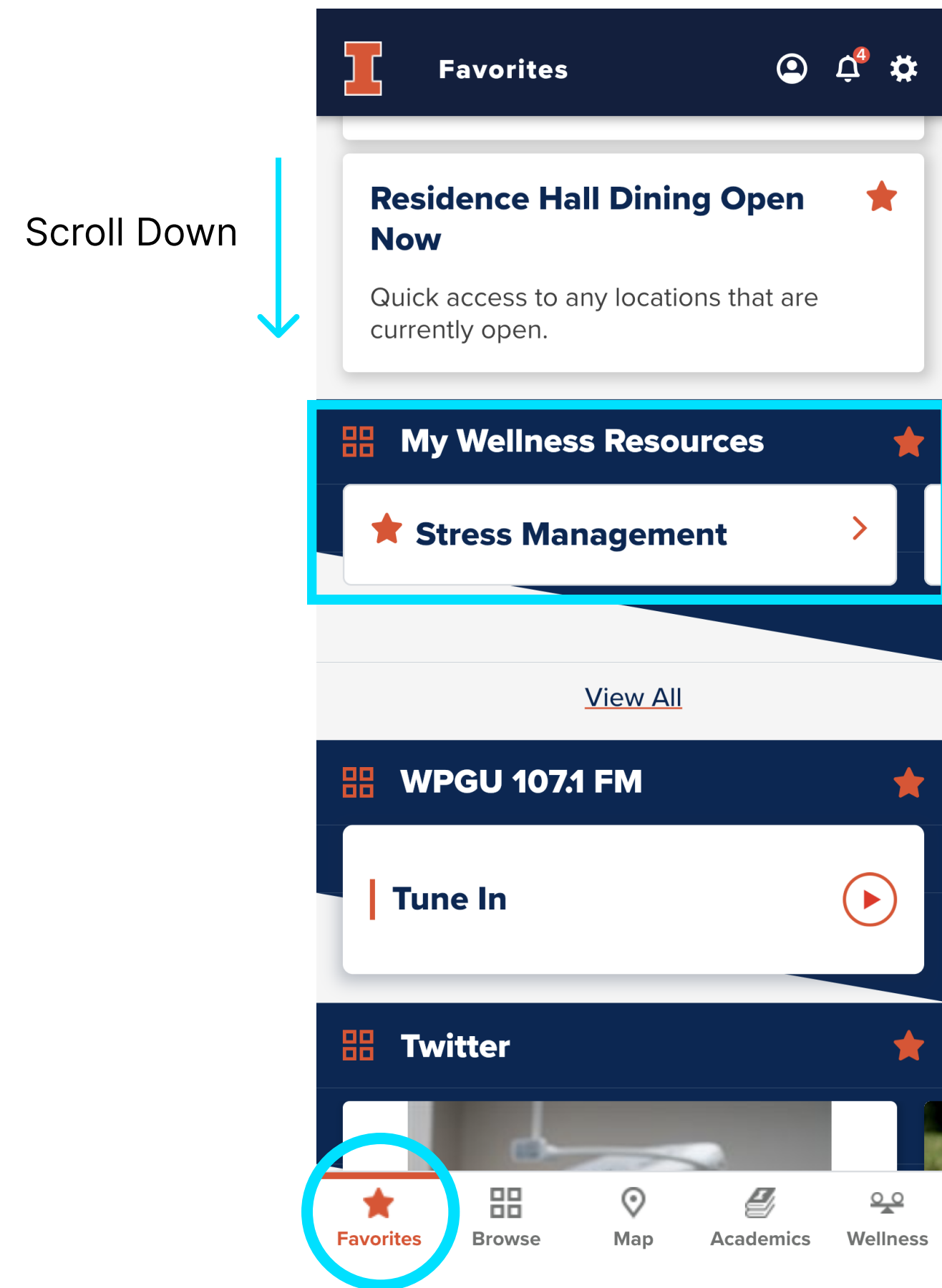
I wish I knew more about campus resources but I'm overwhelmed with how many there are.



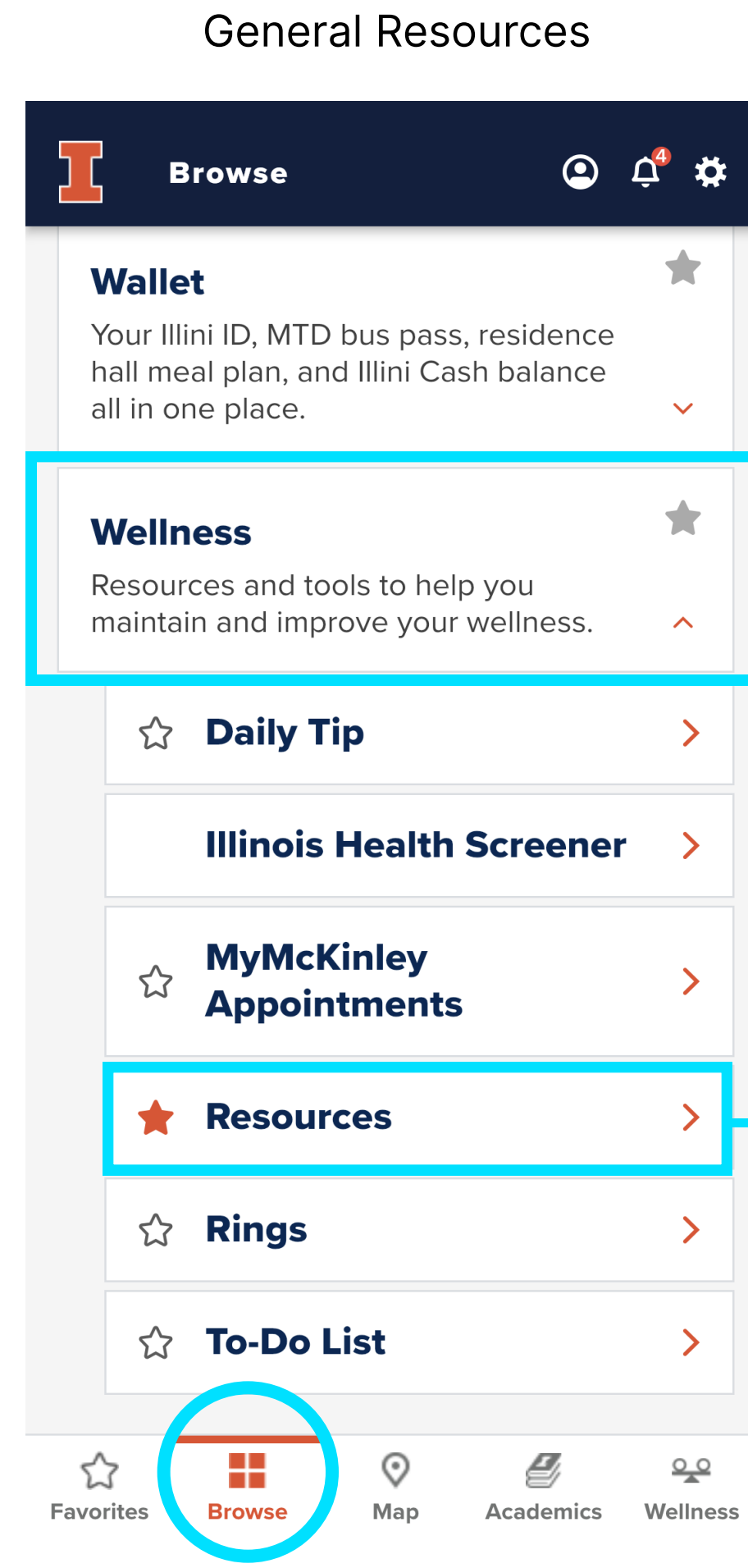


Competitor Analysis

Wellness Resources Locations

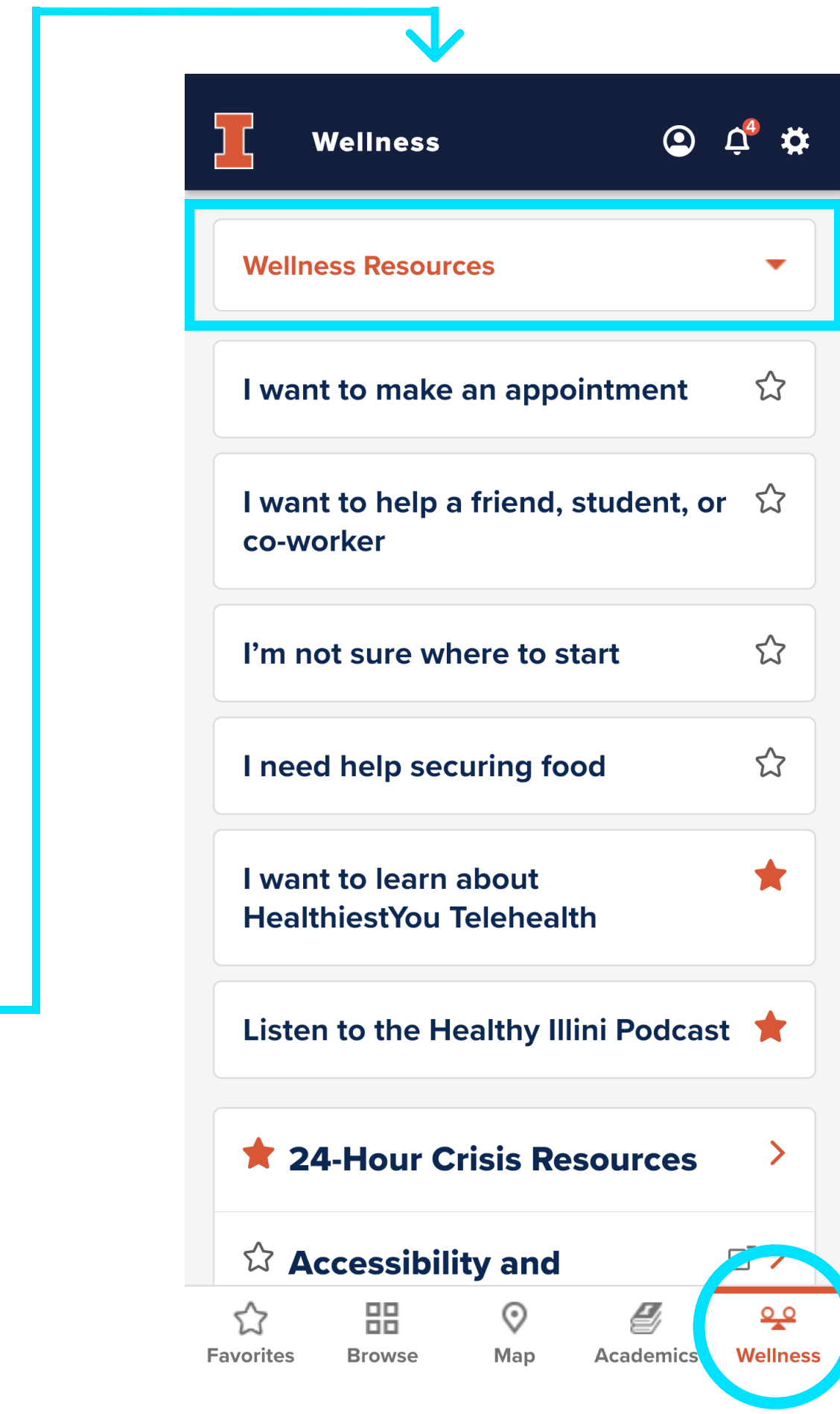


Favorites



Browse

Detailed Resources



Wellness

Gender-Based Violence Resources Available



I | Wellness MENU

Sexual Misconduct

[Rape Advocacy, Counseling, and Education Services \(RACES\)](#)
217-384-4444

[Domestic Violence Hotline](#)
877-384-4390

[Women's Resources Center](#)

616 E. Green Street, Suite 202, Champaign
[217-333-3137](#)
8:30 a.m. to 5 p.m., Monday through Friday

AA | wellness.web.illinois.edu

Wellness

Wellness Resources

- ☆ Sexual Health Information
- ☆ **Sexual Misconduct**
- ☆ Sleep Quality
- ★ Stress Management
- ☆ Student Health Insurance
- ☆ Suicide Prevention
- ☆ Wellness Events & Workshops
- ☆ **Women's Healthcare**

HEALTH & WELLNESS

Women's Healthcare

The Women's Health Department at McKinley Health Center provides preventive care, treatment and management of health related issues, with emphasis on reproductive health.

217-333-2700

<https://mckinley.illinois.edu/medical-services/womens-health>

Services include:

- Routine exams and pap smears
- Contraception
- Sexually transmitted infection screening and treatment
- Breast exams
- Pregnancy options counseling
- Colposcopy exams

Related

- ☆ **Women's Resources Center**
Support, advocacy, and educational programs designed to improve the campus climate for womxn.
- ☆ **McKinley Health Center**
McKinley Health Center provides a variety of health-related services.
- ☆ **Sexual Assault and Abuse Support**
The University of Illinois at Urbana-Champaign provides prevention and awareness education, resources and reporting options.

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](#)



I Wellness

Wellness Resources

I want to make an appointment

I want to help a friend, student, or co-worker

I'm not sure where to start

I need help securing food

I want to learn about HealthiestYou Telehealth

Listen to the Healthy Illini Podcast

24-Hour Crisis Resources

Accessibility and

Favorites Browse Map Academics Wellness





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 report 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

What time did it happen?
12:00

Where did it happen?
The office

What happened?
...

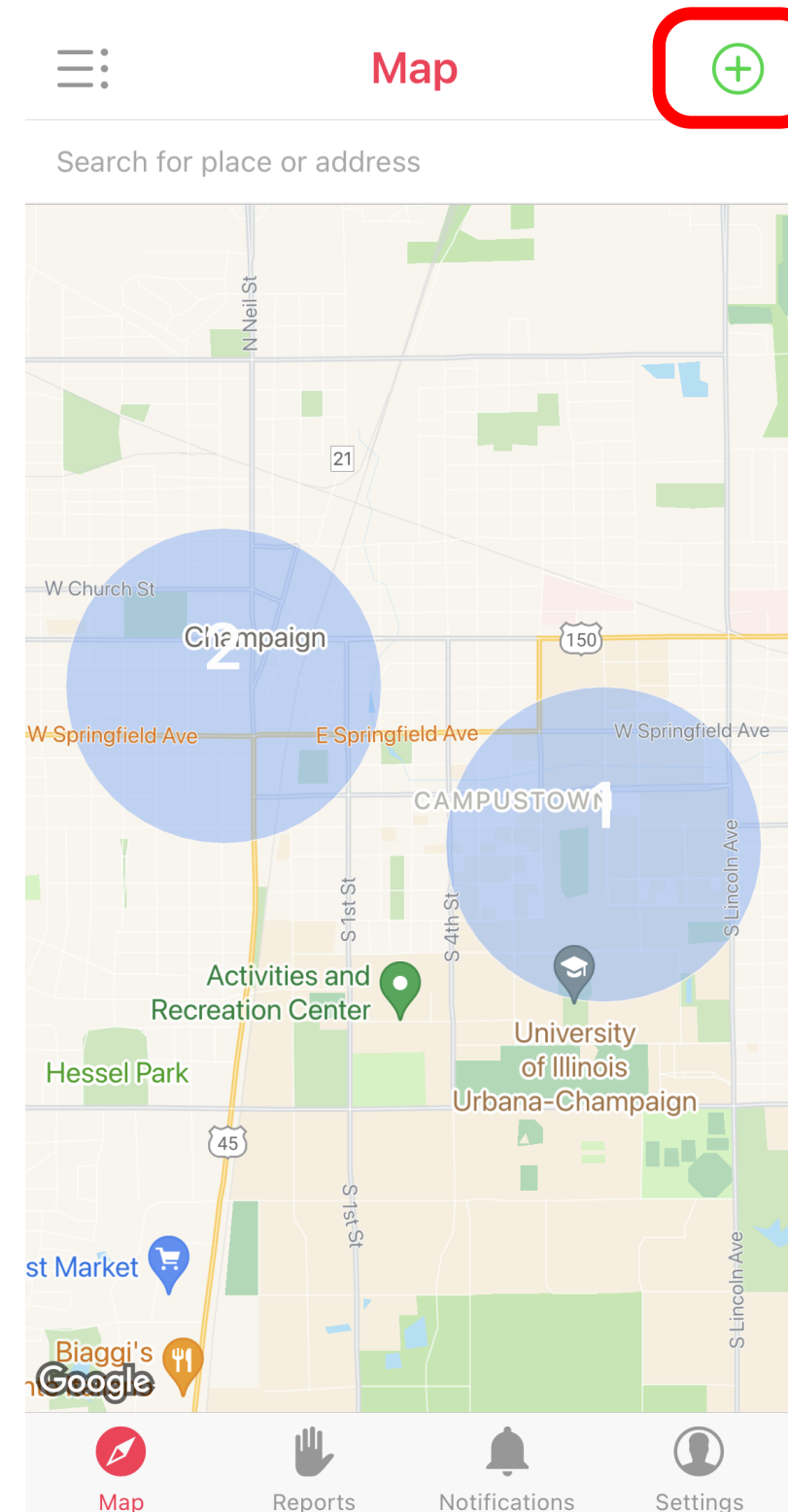
Report an issue
What type of issue is this report?

- Sexual harassment
- Discrimination
- Money Laundering
- Theft / Fraud
- ESG Violation
- Conflict of Interest

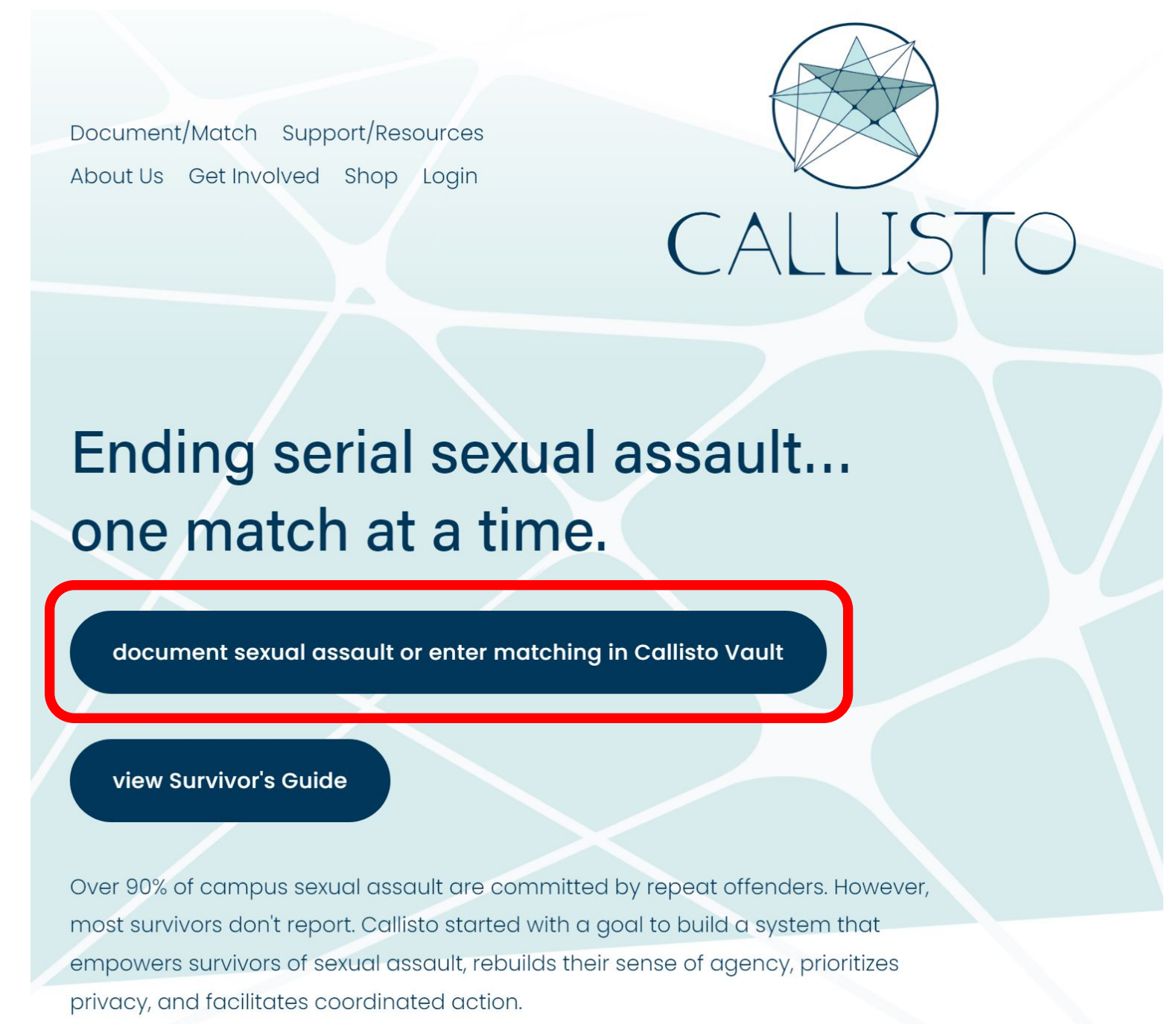
Create →

Agree And Submit →

JDoe



Callisto



Call-to-Action



I

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

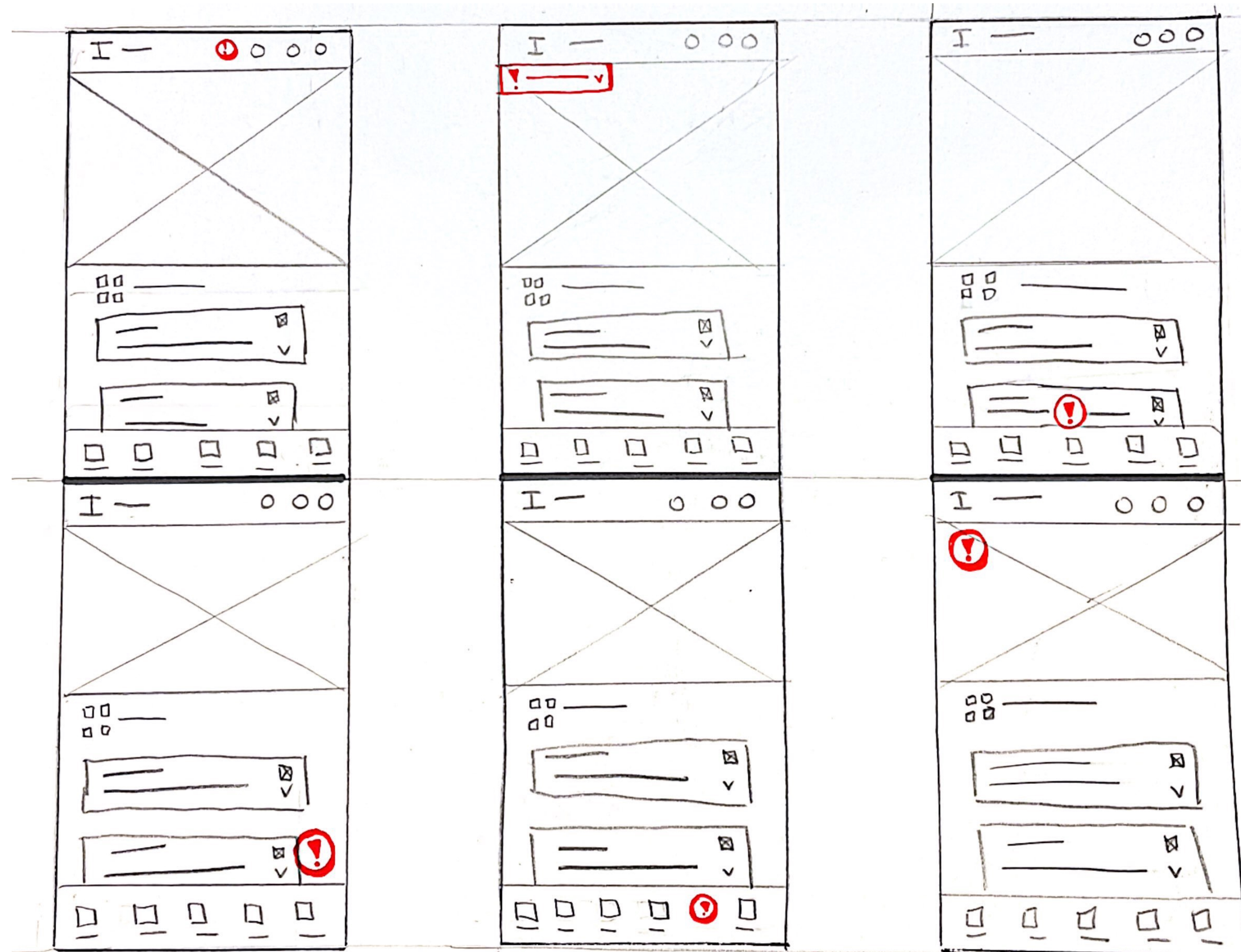
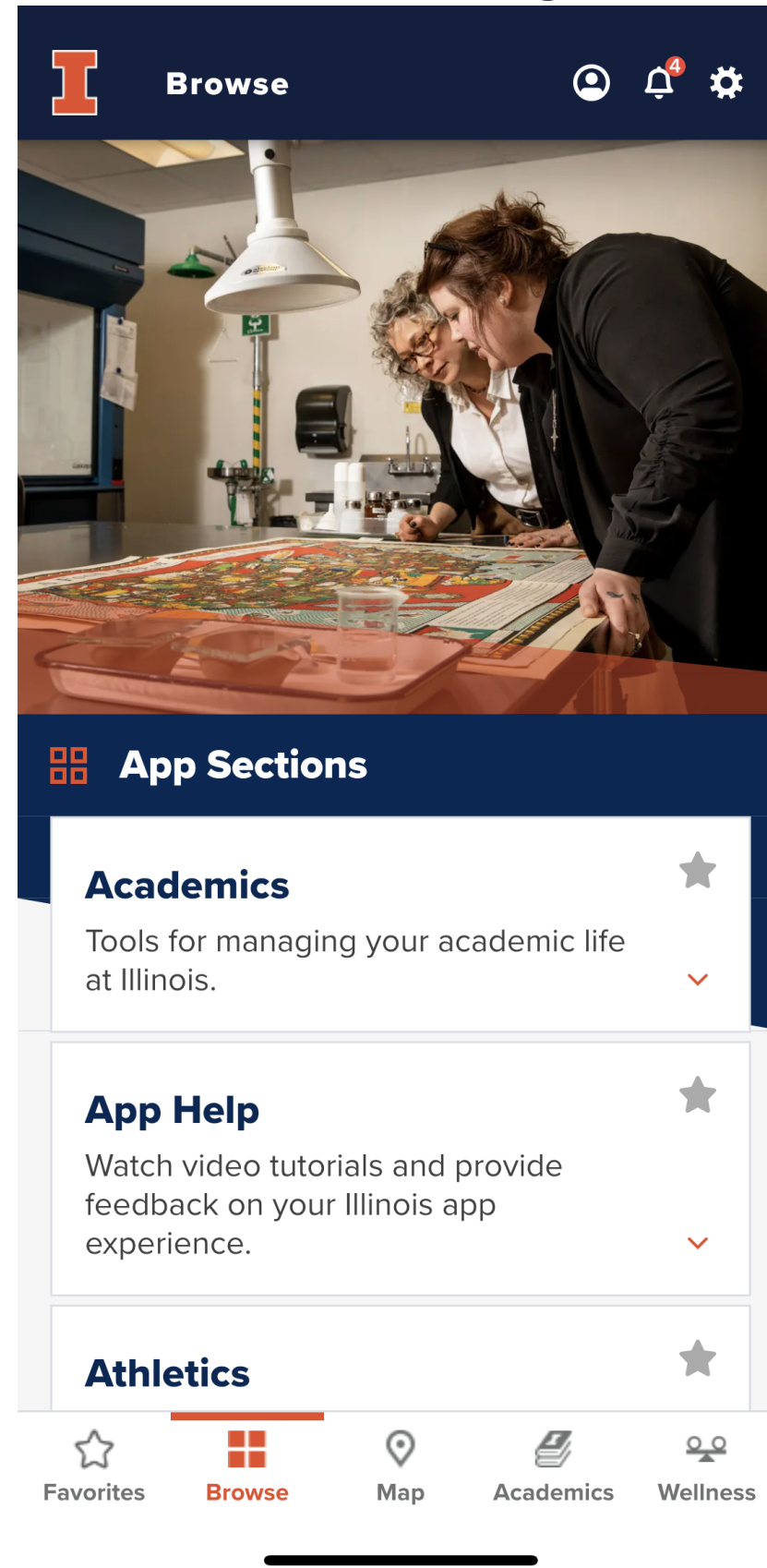


Call-to-Action Reporting Mockups

Ideation



Home Page



Goal:

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

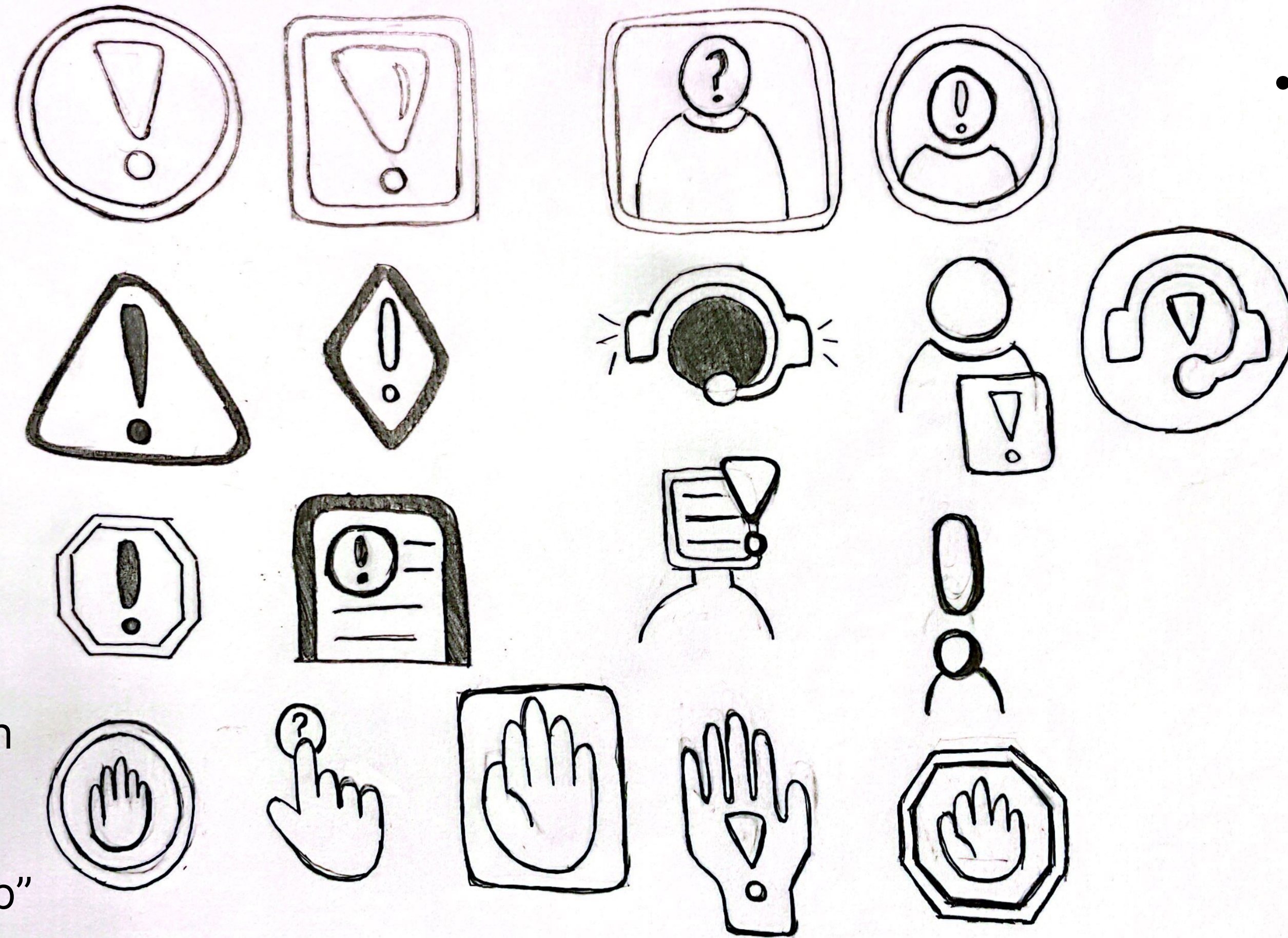
Reporting Icon Ideation



Reporting Icon Ideation

Exclamation Point:

- Signifies forceful utterance
- Indicate major significance



Hands:

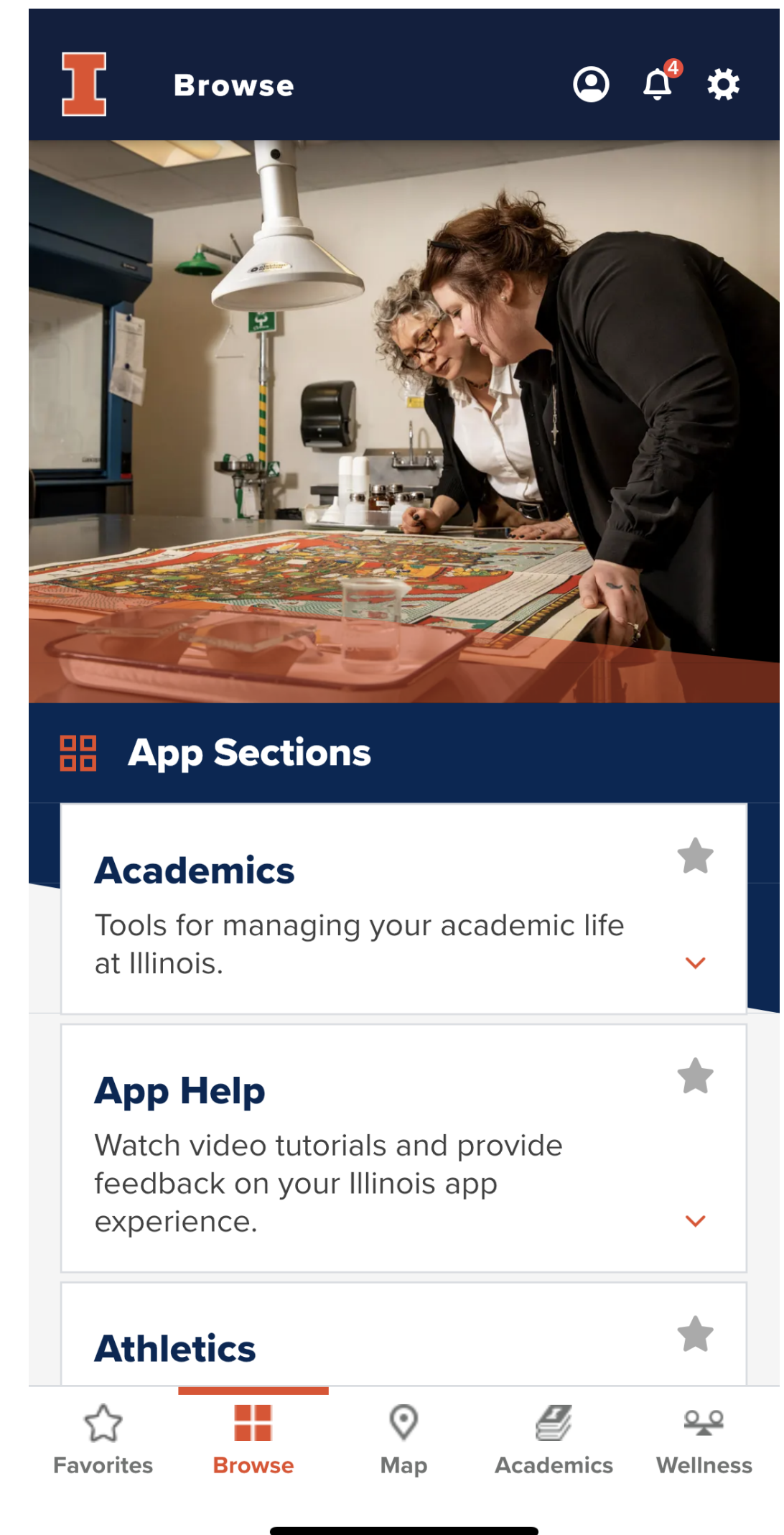
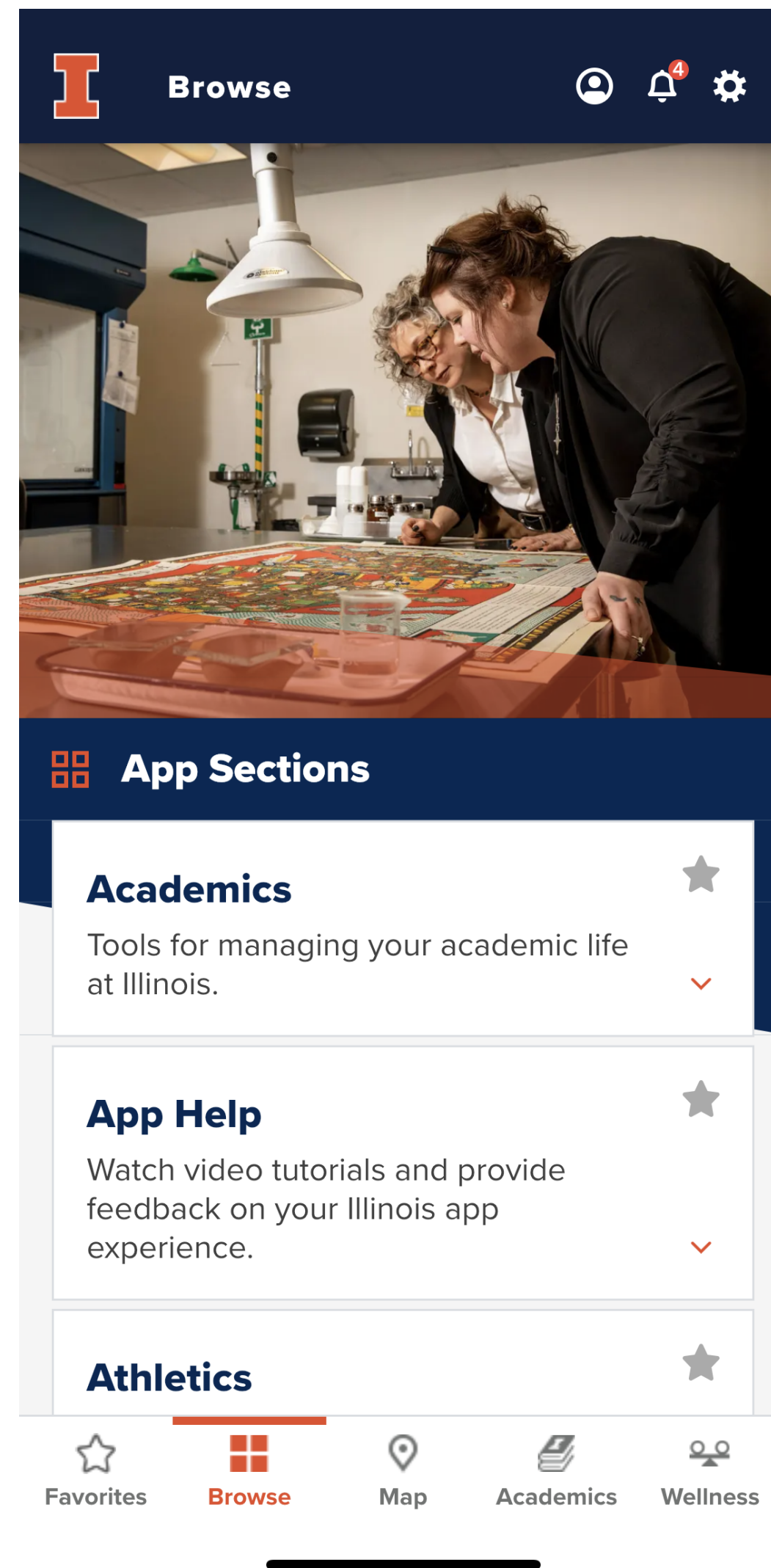
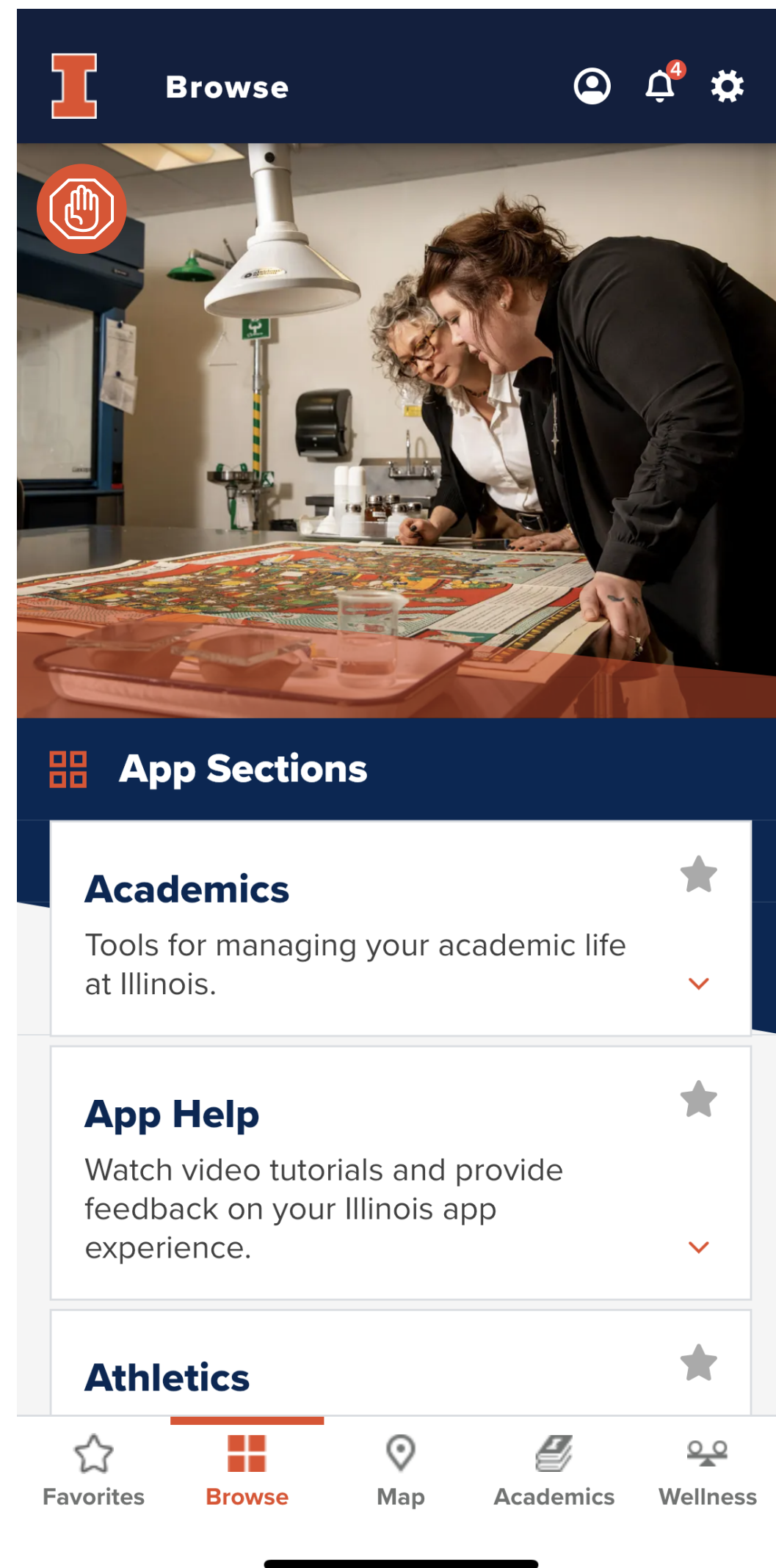
- Indicates protection and power
- Gesture can be interpreted as "Stop"

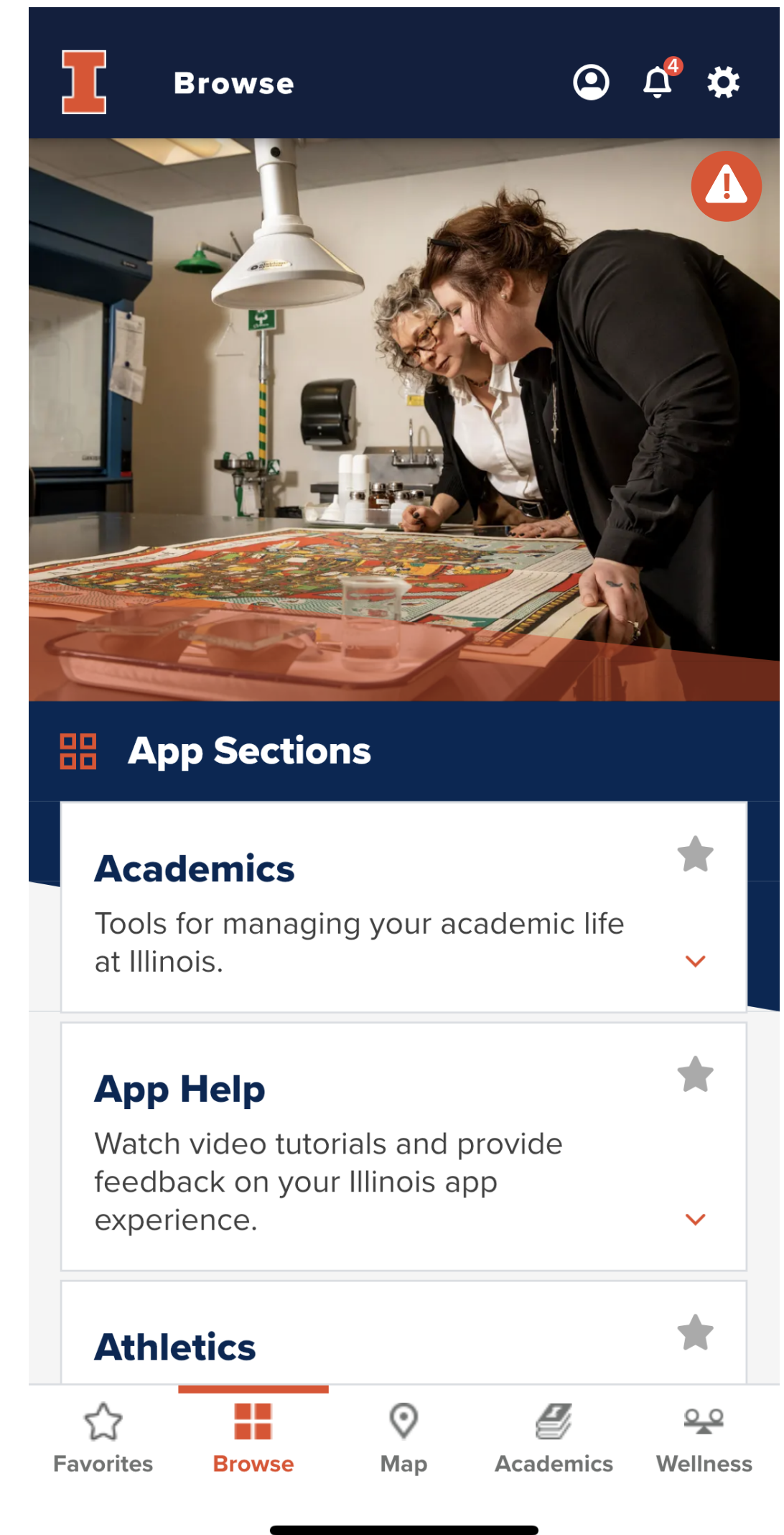
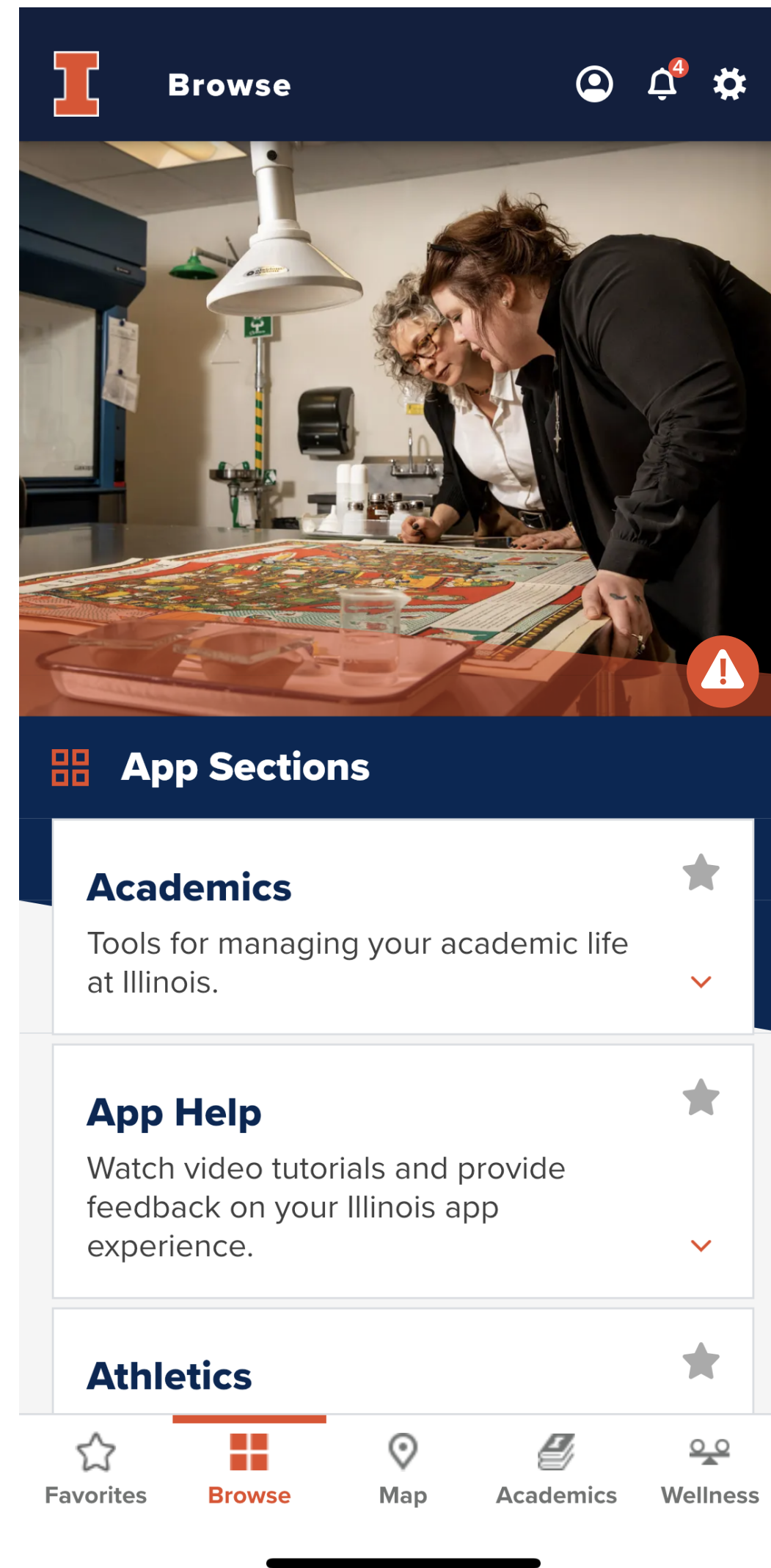
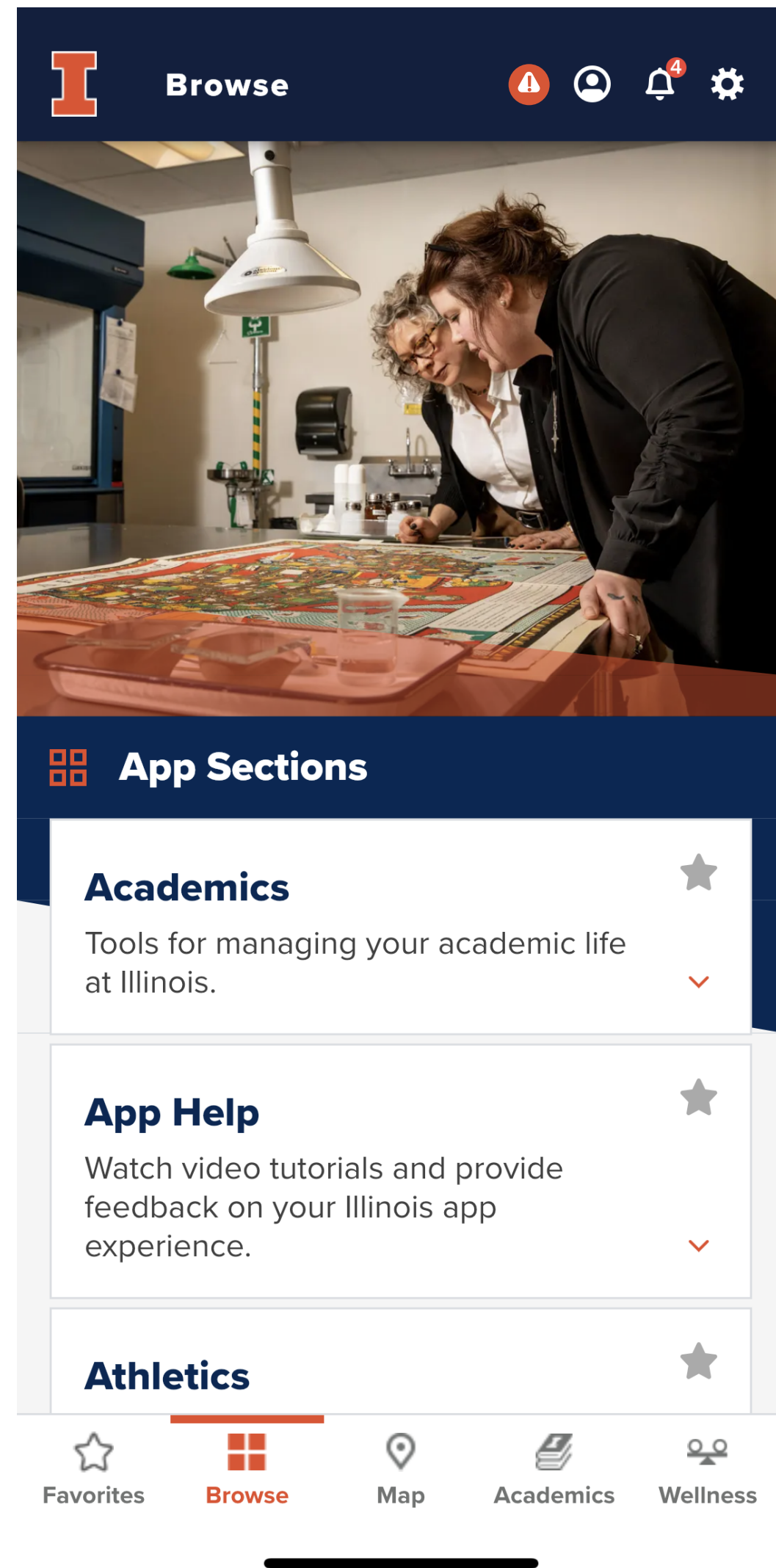
Profile:

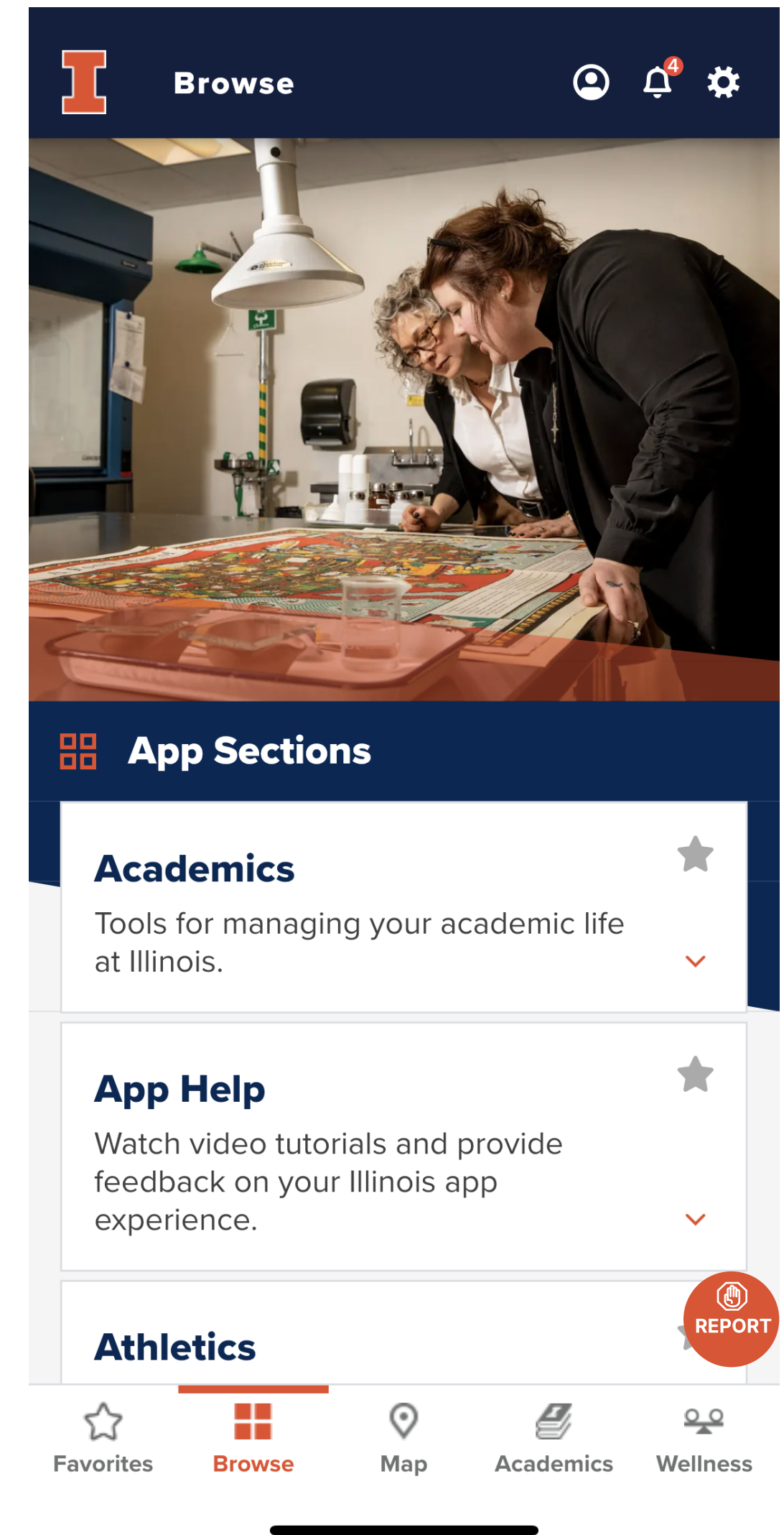
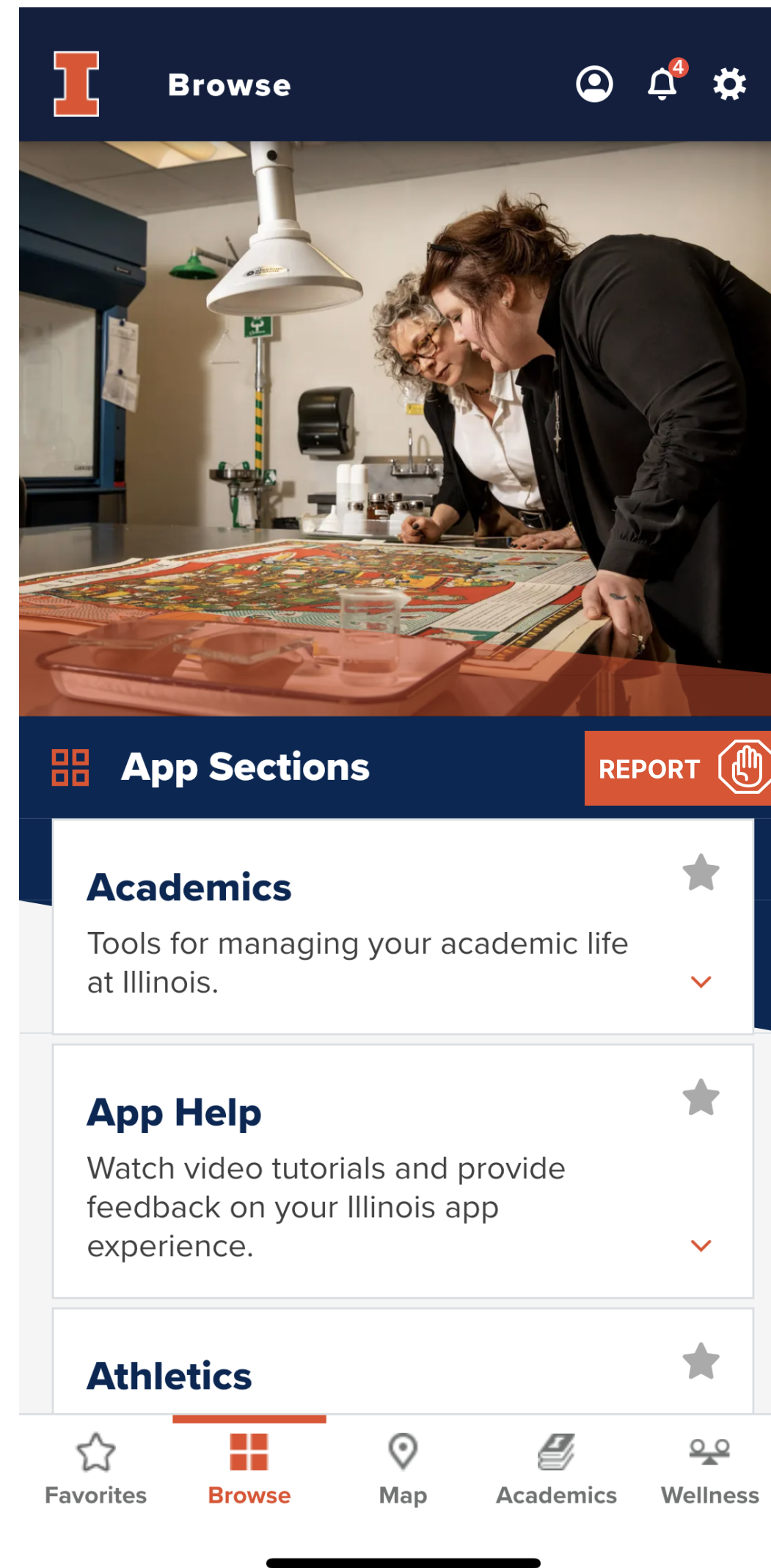
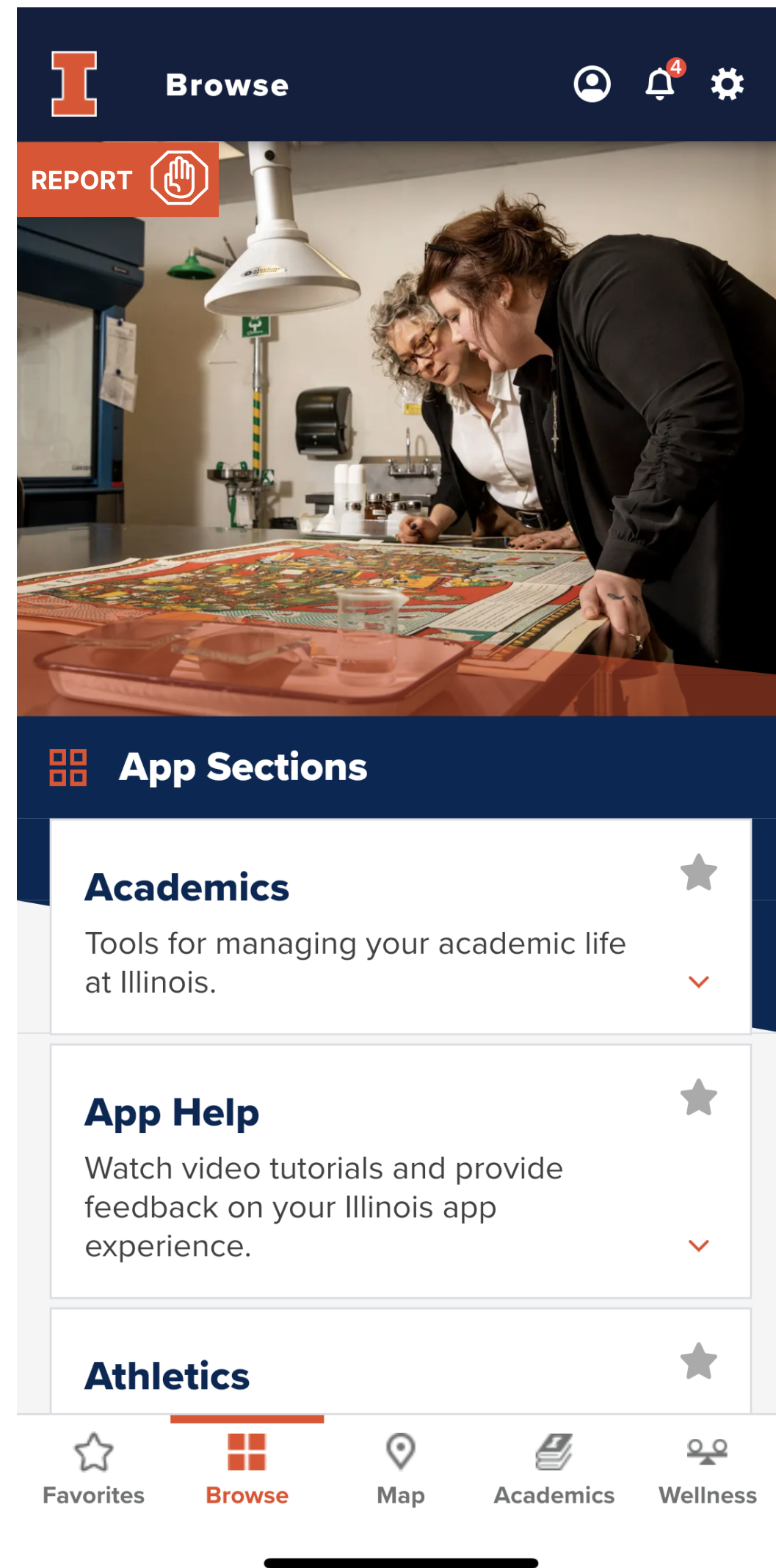
- Signifies anonymity
- Can be confused with profile image

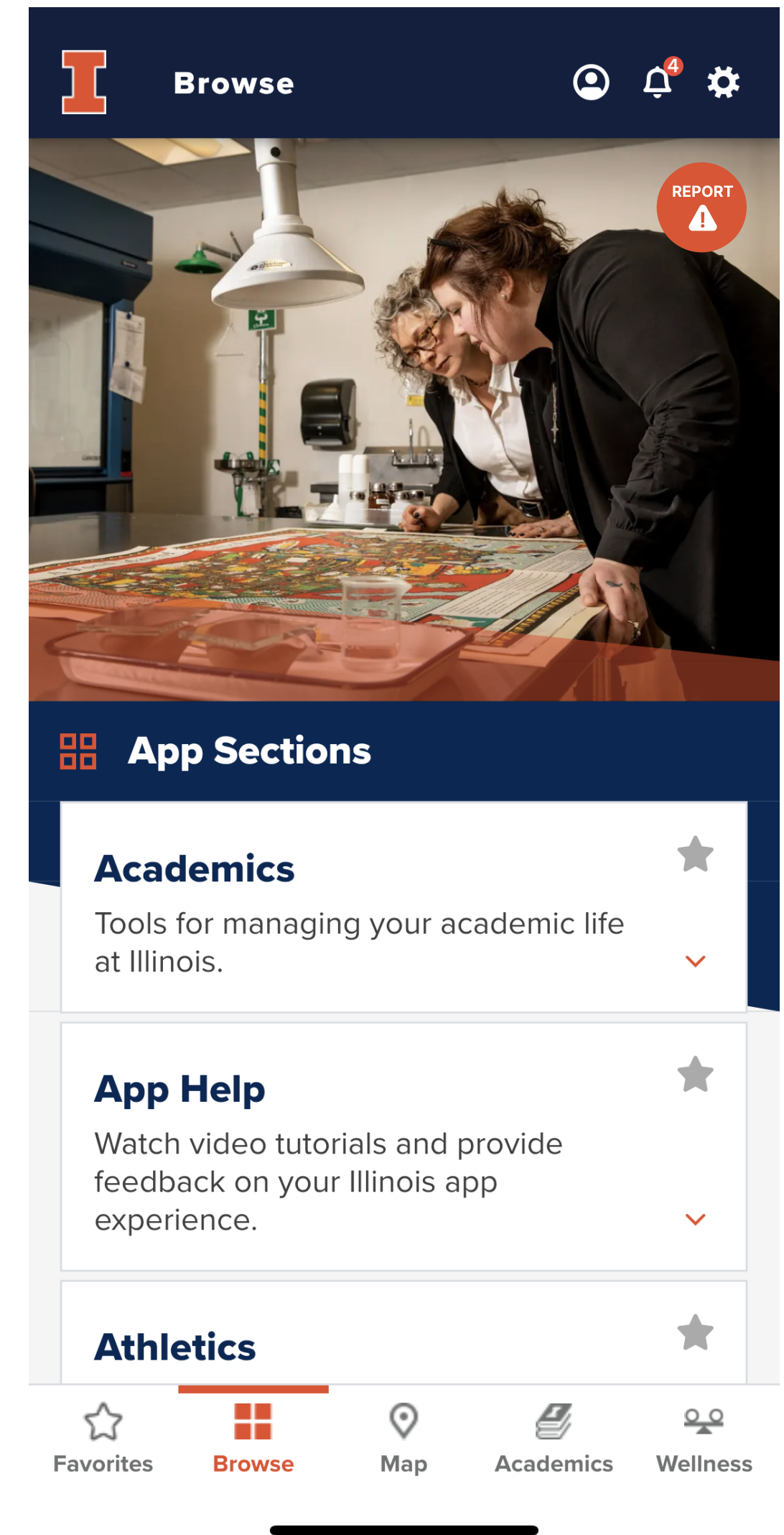
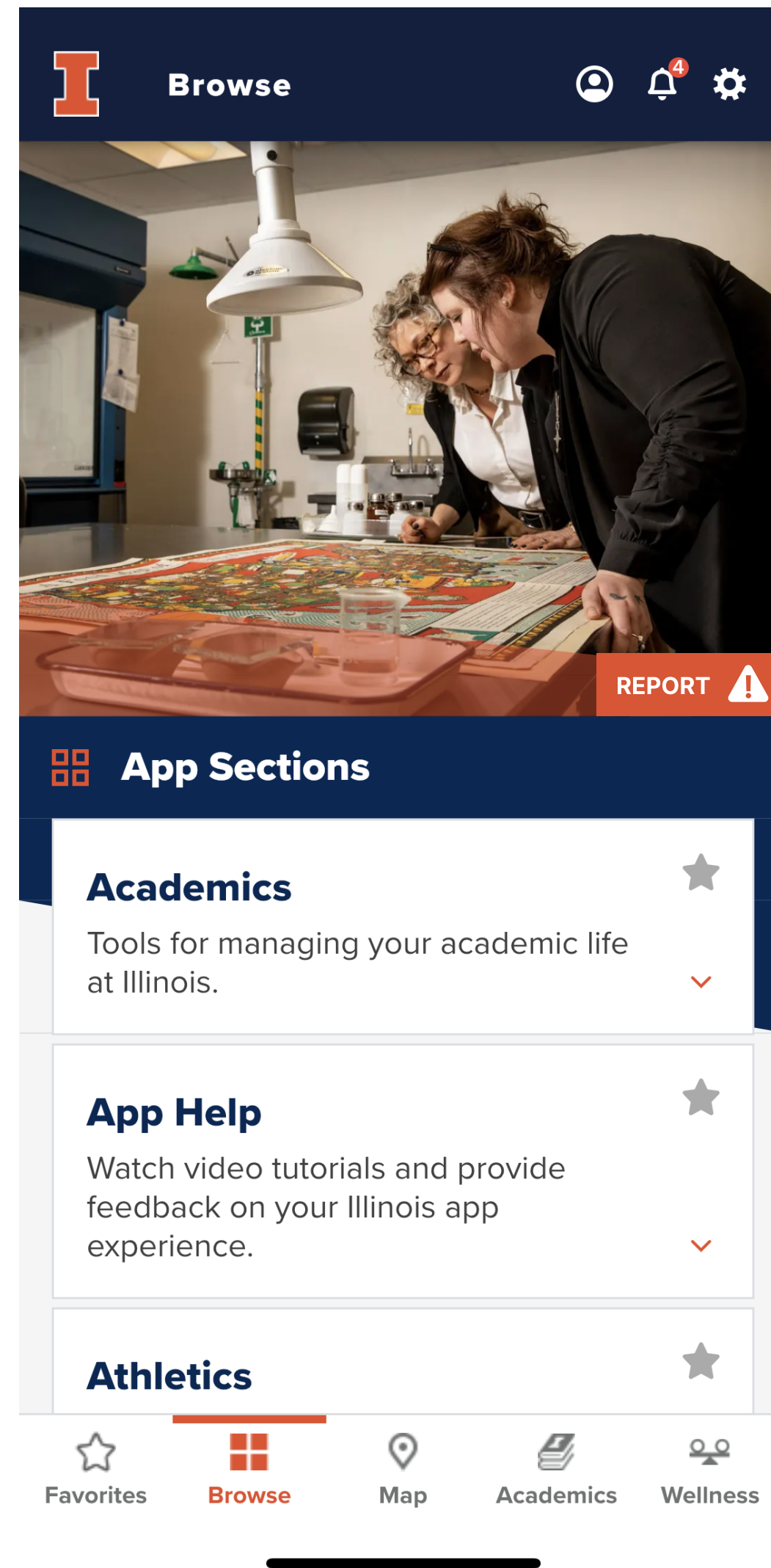
Color Awareness

- Aggressive, Call-to-Action
- Energy, importance









A group of people in a meeting, overlaid with a semi-transparent orange filter. The text is centered in white.

Reporting Resources Wireframes



Home Page

The Home Page wireframe features a top navigation bar with a square icon on the left and three circles on the right. Below this is a red 'REPORT' button with a hand icon. The main content area is a large gray rectangle with a large 'X' drawn across it. At the bottom, there is a gray bar with five white circles, and a small white bar above it.

Reporting Resources Page

The Reporting Resources Page wireframe has a top navigation bar with a square icon, a back arrow, the title 'Reporting Resources', and a question mark icon. Below the title is the text 'Report Title IX/Sexual Misconduct/Sex & Gender Based Discrimination'. There are two buttons: 'Victim Reporting Form' and 'Witness Reporting Form'. A white box contains the text 'If immediate emergency, call 911 or Champaign Police Department'. Below this are two buttons: 'Call 911' and 'Call Champaign Police Department'. The page is divided into four sections: 'Core Campus Resources', '24 Hour Resources', 'Suicide 911 (Emergency)', and 'After Hours Support'. At the bottom, there is a gray bar with five white circles, and a small white bar above it.

Reporting Form Page

The Reporting Form Page wireframe has a top navigation bar with a square icon, a back arrow, the title 'Witness Reporting Form', and a question mark icon. Below the title are three numbered input fields: '*1)', '*2)', and '*3)', each with a horizontal line and a white box below it. At the bottom, there is a gray button labeled 'NEXT'. At the very bottom, there is a gray bar with five white circles, and a small white bar above it.



Home Page

The Home Page wireframe features a top navigation bar with a square icon on the left and three circles on the right. The main content area is mostly obscured by a large 'X'. A red 'REPORT' button with a hand icon is positioned in the bottom right corner of the main area. Below this, there are two sections, each containing a header bar and a text input field. At the bottom, there is a bottom navigation bar with five white circles on a dark background.

Reporting Resources Page

The Reporting Resources Page wireframe has a top navigation bar with a square icon, a back arrow, the title 'Reporting Resources', and a question mark icon. Below the navigation bar is a grey box with the text 'Title IX/Sexual Misconduct/Sex & Gender Based Discrimination Report Form'. Underneath are two buttons: 'FAQs about Reporting' and 'Reporting Options'. A list of five resource categories follows, each with a right-pointing arrow: 'Immediate Resources', 'Core Campus Resources', '24 Hour Resources', 'Suicide 911 (Emergency)', and 'After Hours Support'. The page concludes with a bottom navigation bar with five white circles.

Reporting Form Page

The Reporting Form Page wireframe features a top navigation bar with a square icon, a back arrow, the title 'Title IX/Sexual Misconduct/Sex & Gender Based Discrimination Report Form', and a question mark icon. Below the navigation bar are three horizontal lines representing text input fields. This is followed by an 'Anonymous' checkbox. Below the checkbox are three more text input fields, each with an asterisk on the right. At the bottom of the form area, there are three circles (the first is filled) and a grey 'NEXT' button. The page ends with a bottom navigation bar with five white circles.



Home Page

A mobile app wireframe for the Home Page. At the top, there is a header bar with a square icon on the left and three circles on the right. The main content area is mostly obscured by a large 'X' indicating it is a placeholder. Below the 'X', there is a red button with the text 'REPORT' and a hand icon. At the bottom, there is a footer bar with five white circles on a dark background.

Reporting Resources Page

A mobile app wireframe for the Reporting Resources Page. The header bar contains a back arrow, the text 'Reporting Resources', and a question mark icon. Below the header, there is a large rounded button labeled 'Sexual Misconduct Report Form'. Underneath are two smaller rounded buttons: 'FAQS' and 'Options'. A horizontal separator line follows. Below the separator are five stacked rounded buttons: 'Immediate Resources', 'Core Campus Resources', '24 Hour Resources', 'Suicide 911 (Emergency)', and 'After Hours Support'. The footer bar at the bottom has five white circles on a dark background.

Reporting Form Page

A mobile app wireframe for the Reporting Form Page. The header bar contains a back arrow, the text 'Sexual Misconduct Report Form', and a question mark icon. Below the header, there are two stacked rounded buttons: 'I want to report as a complainant (victim).' and 'I want to report as a witness.'. Below these is a dark rounded button labeled 'Next'. The footer bar at the bottom has five white circles on a dark background.

A group of people in a meeting, overlaid with a semi-transparent orange filter. The text "Reporting Form Wireframes" is centered in white.

Reporting Form Wireframes



Form Page 1

Form Page 1: Witness Reporting Form. The page features a header with a back arrow, the title "Witness Reporting Form", and a help icon. Below the header are three numbered input fields labeled *1), *2), and *3). Each field consists of a text input line and a larger text area. A "NEXT" button is positioned at the bottom of the form area. The page includes a top status bar with a square icon and three circles, and a bottom navigation bar with five circles.

Form Page 2

Form Page 2: Witness Reporting Form. The page features a header with a back arrow, the title "Witness Reporting Form", and a help icon. Below the header are three numbered input fields labeled *4), *5), and *6). Each field consists of a text input line and a larger text area. A "NEXT" button is positioned at the bottom of the form area. The page includes a top status bar with a square icon and three circles, and a bottom navigation bar with five circles.

Form Page 3

Form Page 3: Witness Reporting Form. The page features a header with a back arrow, the title "Witness Reporting Form", and a help icon. Below the header are three numbered input fields labeled *7) and *8). Each field consists of a text input line and a larger text area. A "SUBMIT" button is positioned at the bottom of the form area. The page includes a top status bar with a square icon and three circles, and a bottom navigation bar with five circles.

Confirmation Page

Confirmation Page: Witness Reporting Form. The page features a header with a back arrow, the title "Witness Reporting Form", and a help icon. Below the header is a confirmation message: "You have successfully submitted a Witness Reporting Form". Below the message are two buttons: "Options" and "Support". At the bottom of the confirmation area is a "Back to Reporting Resources" link. A "SUBMIT" button is positioned at the bottom of the page. The page includes a top status bar with a square icon and three circles, and a bottom navigation bar with five circles.



Form Page 1

Form Page 1: Sexual Misconduct Reporting Form. The page features a title bar with a back arrow, the title "Sexual Misconduct Reporting Form", and a help icon. Below the title bar are several text input fields. An "Anonymous" checkbox is present. There are three required text input fields, each marked with an asterisk. At the bottom, there is a "NEXT" button and a progress indicator with three dots, the first of which is filled.

Form Page 2

Form Page 2: Sexual Misconduct Reporting Form. The page features a title bar with a back arrow, the title "Sexual Misconduct Reporting Form", and a help icon. Below the title bar is a large map area with a location pin icon. There are two required text input fields, each marked with an asterisk and a downward arrow. At the bottom, there is a "NEXT" button and a progress indicator with three dots, the second of which is filled.

Form Page 3

Form Page 3: Sexual Misconduct Reporting Form. The page features a title bar with a back arrow, the title "Sexual Misconduct Reporting Form", and a help icon. Below the title bar are four required text input fields, each marked with an asterisk. At the bottom, there is a "SUBMIT" button and a progress indicator with three dots, the third of which is filled.

Confirmation Page

Confirmation Page: Report Submitted. The page features a title bar with a back arrow, the title "Title IX/Sexual Misconduct/Sex & Gender Based Discrimination Report Form", and a help icon. Below the title bar is a large white rounded rectangle containing a checkmark icon, the text "Report Submitted", and two buttons: "Options" and "Support". Below this is a button labeled "Back to Reporting Resources". At the bottom, there is a "SUBMIT" button and a progress indicator with three dots, the third of which is filled.



Selection Page

Sexual Misconduct Report Form

I want to report as a complainant (victim).

I want to report as a witness.

Next

Form Page 1

Sexual Misconduct Report Form

Form fields with dropdown arrows

Review & Submit

Form Page 2

Sexual Misconduct Report Form

Form fields with dropdown arrows and plus signs

Review & Submit

Form Page 3

Sexual Misconduct Report Form

Form fields with dropdown arrows and a location map placeholder

Review & Submit

Form Page 4

Sexual Misconduct Report Form

Form fields with dropdown arrows and a text input field

Review & Submit

Review Page

Sexual Misconduct Report Form

Review Information

Form fields with dropdown arrows

Submit

Confirmation Page

Sexual Misconduct Report Form

Sexual Misconduct Report Form Submitted

What happens next?

More Options

Support

Back to Reporting Resources

Review & Submit



GBV Resources Wireframes



Wellness Resources Page

Wellness Resources Page Mockup: A mobile app screen with a top navigation bar containing a square icon, a horizontal line, and three circles. Below the bar is a list of resource categories, each in a white box with a grey square on the right: 'Wellness Resources' (with a downward arrow), 'Gender-Based Violence', and five unlabeled entries. A bottom navigation bar contains five white circles on a grey background.

GBV Resources Page

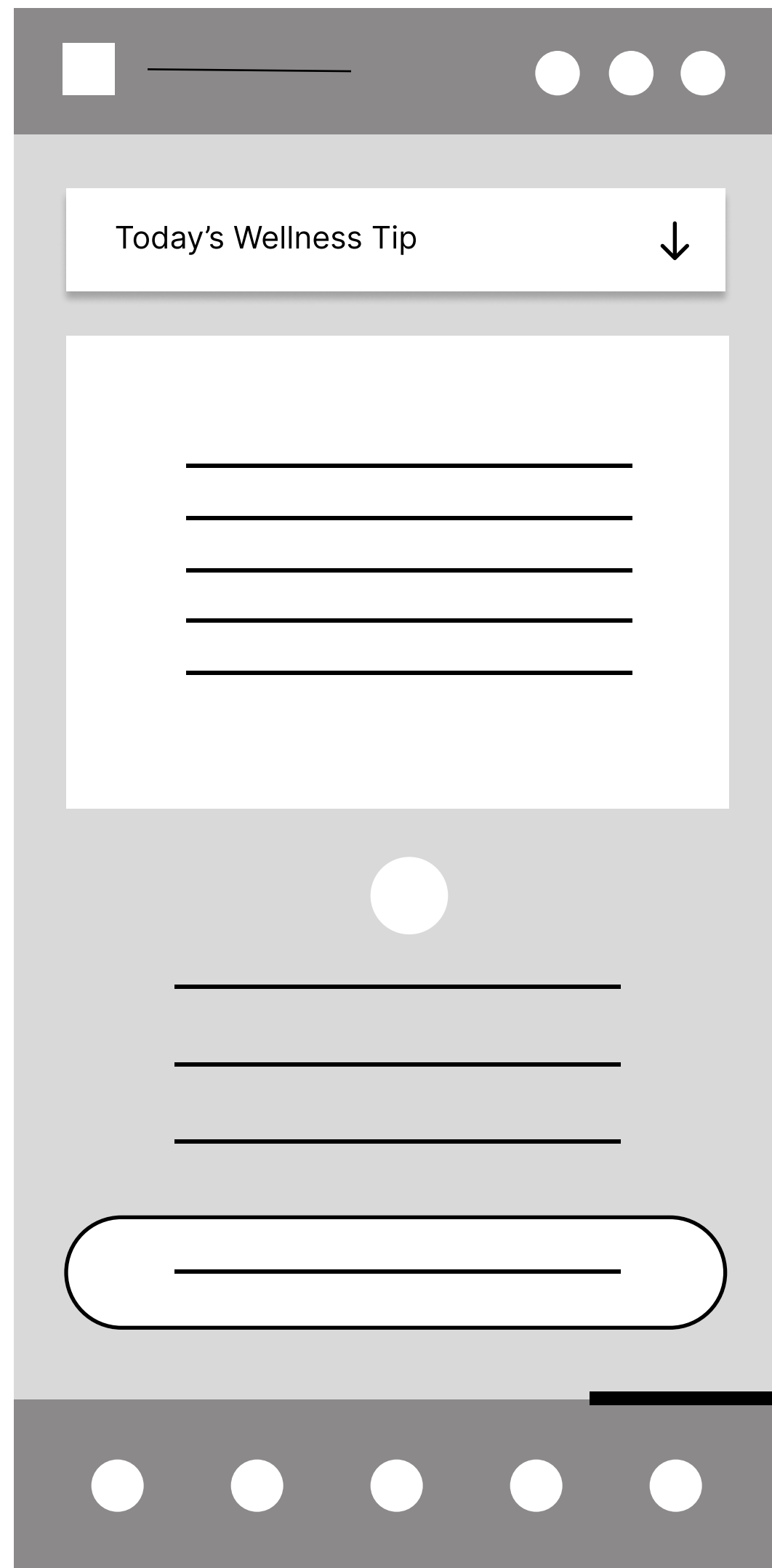
GBV Resources Page Mockup: A mobile app screen with a top navigation bar containing a square icon, a horizontal line, and three circles. Below the bar is a grey header with a left arrow and the text 'Gender-Based Violence Resources'. The main content is a list of resource categories in white boxes with grey squares on the right: 'Reporting Resources', 'Confidential Resources', 'WeCare', 'Women's Resource Center', 'McKinley Health Center', 'Sexual Misconduct', and 'Sexual Assault and Abuse Support'. A bottom navigation bar contains five white circles on a grey background.

Reporting Resources Page

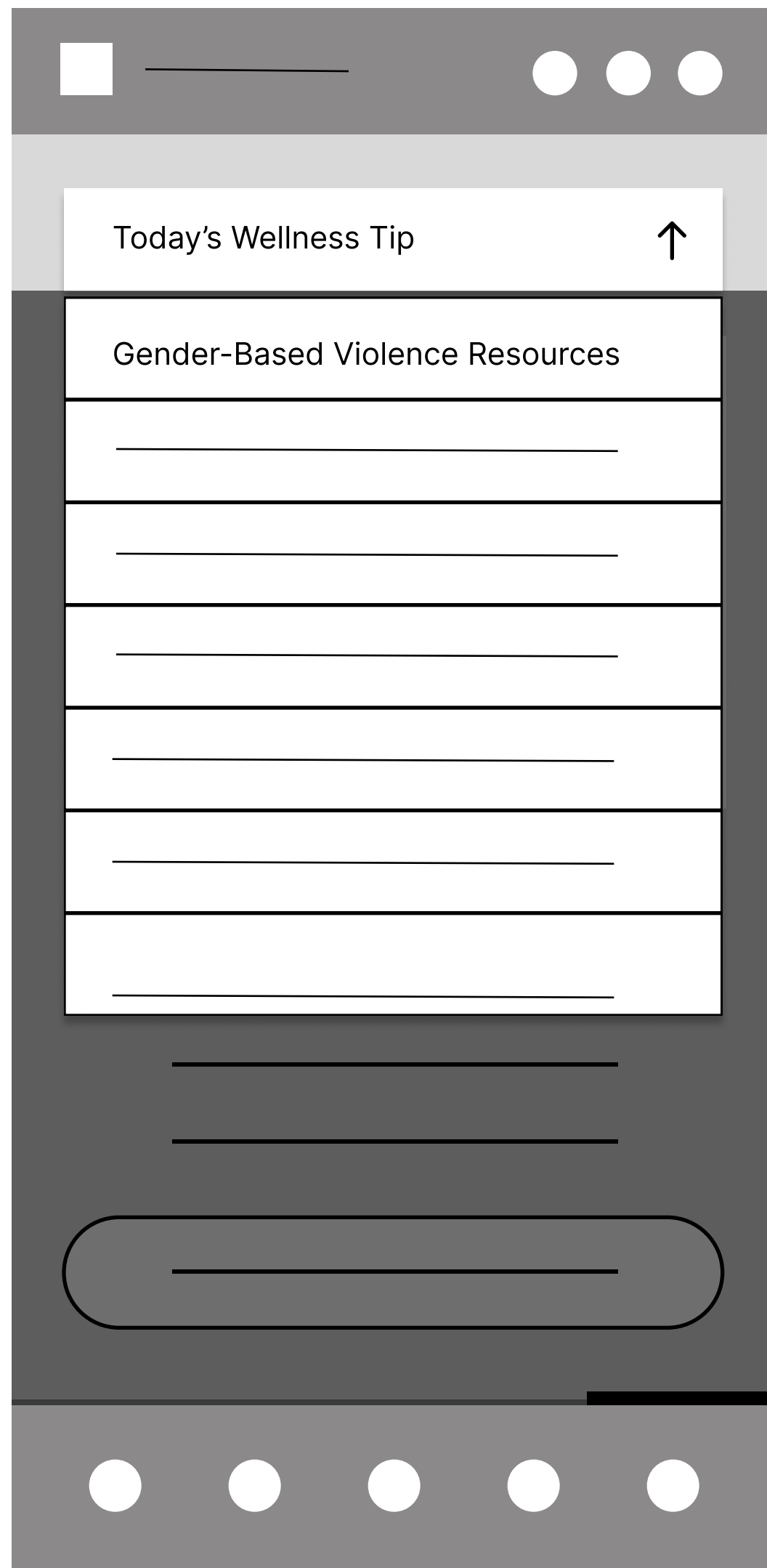
Reporting Resources Page Mockup: A mobile app screen with a top navigation bar containing a square icon, a horizontal line, and three circles. Below the bar is a grey header with a left arrow, the text 'Reporting Resources', and a question mark icon. The main content includes: a title 'Report Title IX/Sexual Misconduct/Sex & Gender Based Discrimination', two buttons 'Victim Reporting Form' and 'Witness Reporting Form', a white box with the text 'If immediate emergency, call 911 or Champaign Police Department', two buttons 'Call 911' and 'Call Champaign Police Department', and a grid of six resource boxes: 'Core Campus Resources', '24 Hour Resources', 'Suicide 911 (Emergency)', and 'After Hours Support'. A bottom navigation bar contains five white circles on a grey background.



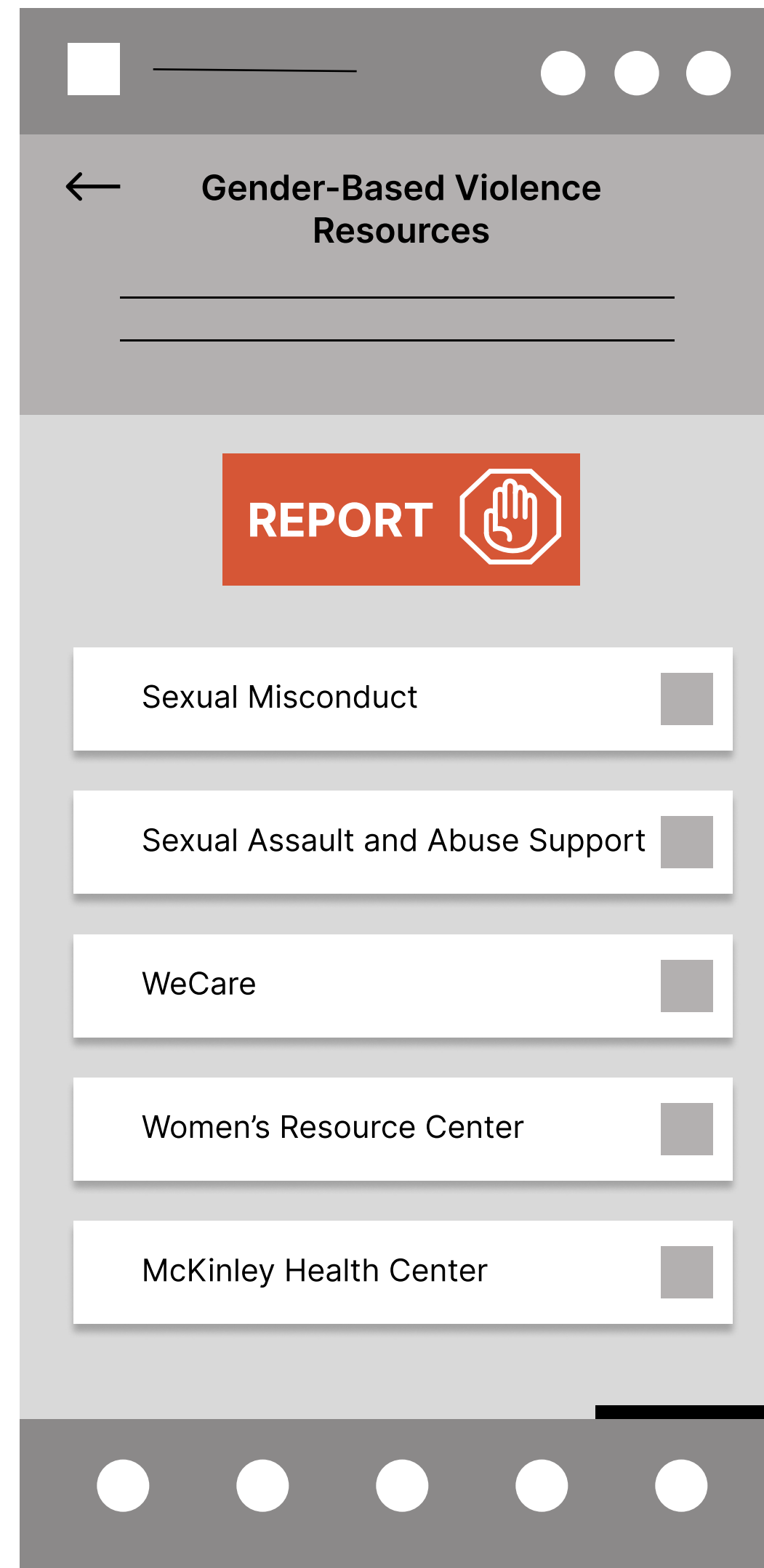
Wellness Page



GBV Resources Page



Reporting Resources Page





Wellness Page

□ _____ ○ ○ ○

Today's Wellness Tip ↓

○

○ ○ ○ ○ ○

GBV Resources Page

□ _____ ○ ○ ○

Today's Wellness Tip ↑

Gender-Based Violence Resources

○ ○ ○ ○ ○

Reporting Resources Page

□ _____ ○ ○ ○

← Gender-Based Violence Resources

REPORT

I want to learn more about Sexual Misconduct.

I want to access confidential resources.

I want to know current options.

I need support.

○ ○ ○ ○ ○



I

**User Testing
Round I**



Usability Test

Participants

- 7 participants
- Female, undergraduate students

Test Details

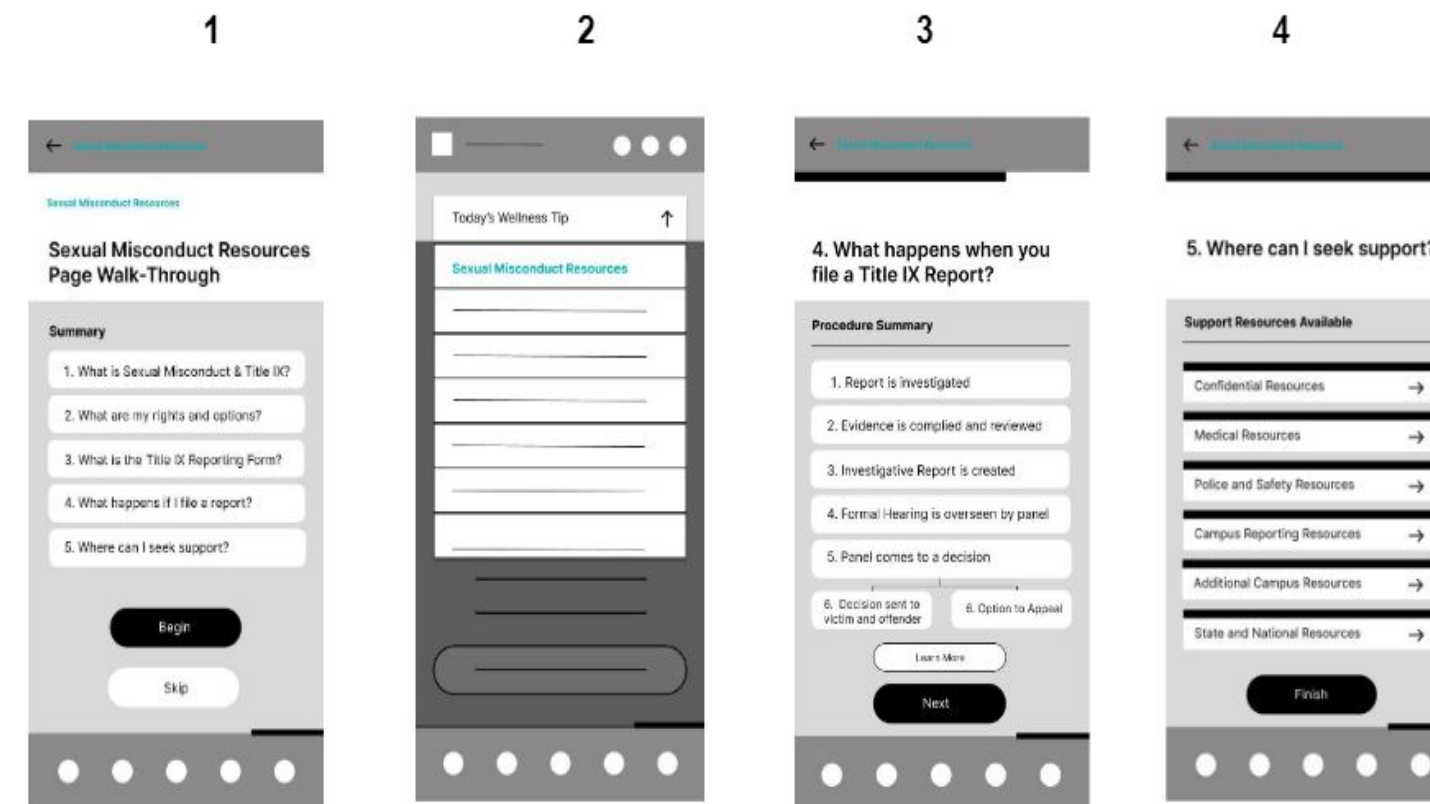
2 Sections

1. Organize Wireframes
2. Questionnaire

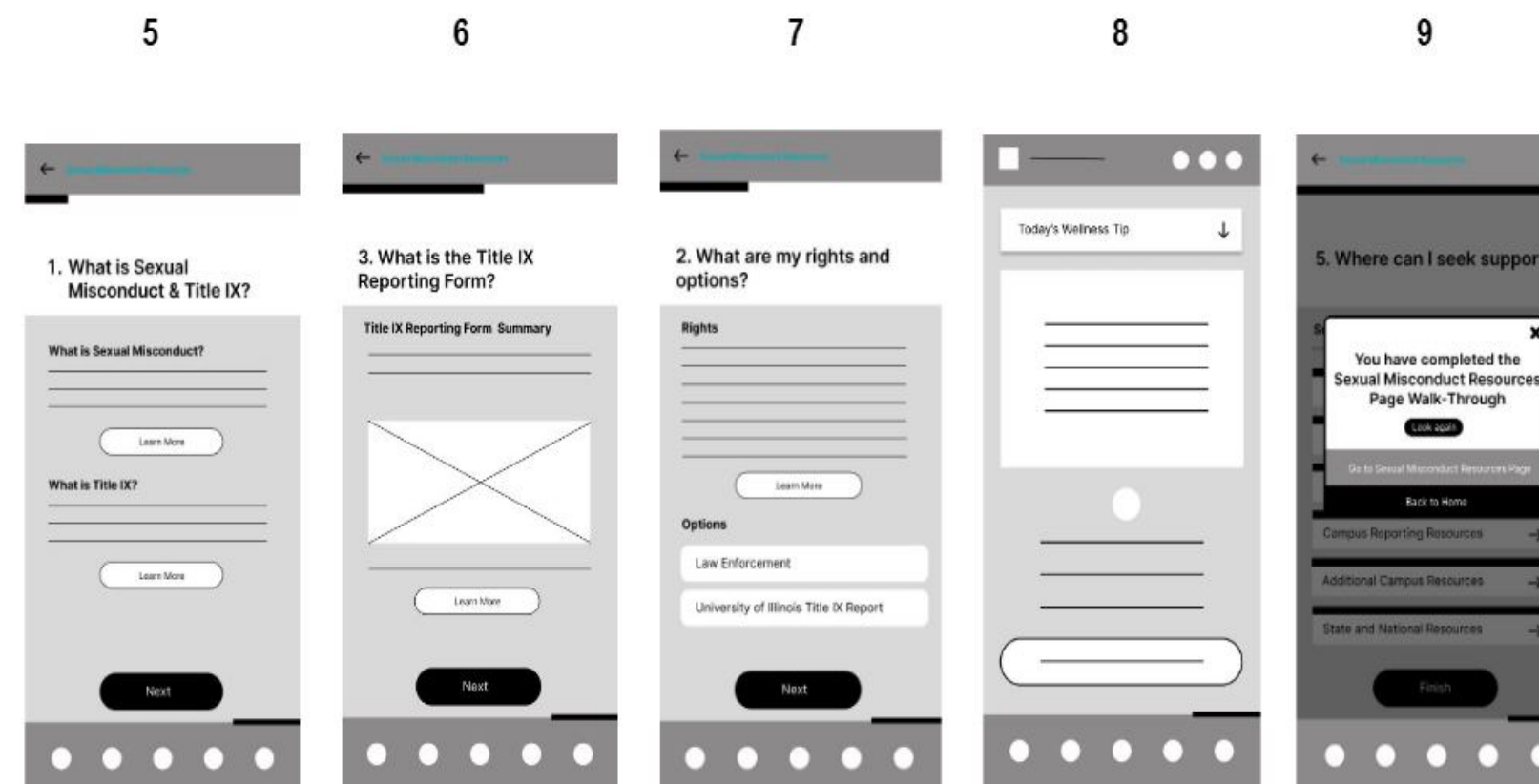
- Sent via Email

Section 1

Row 1: 1-4



Row 2: 5-9



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" Button

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



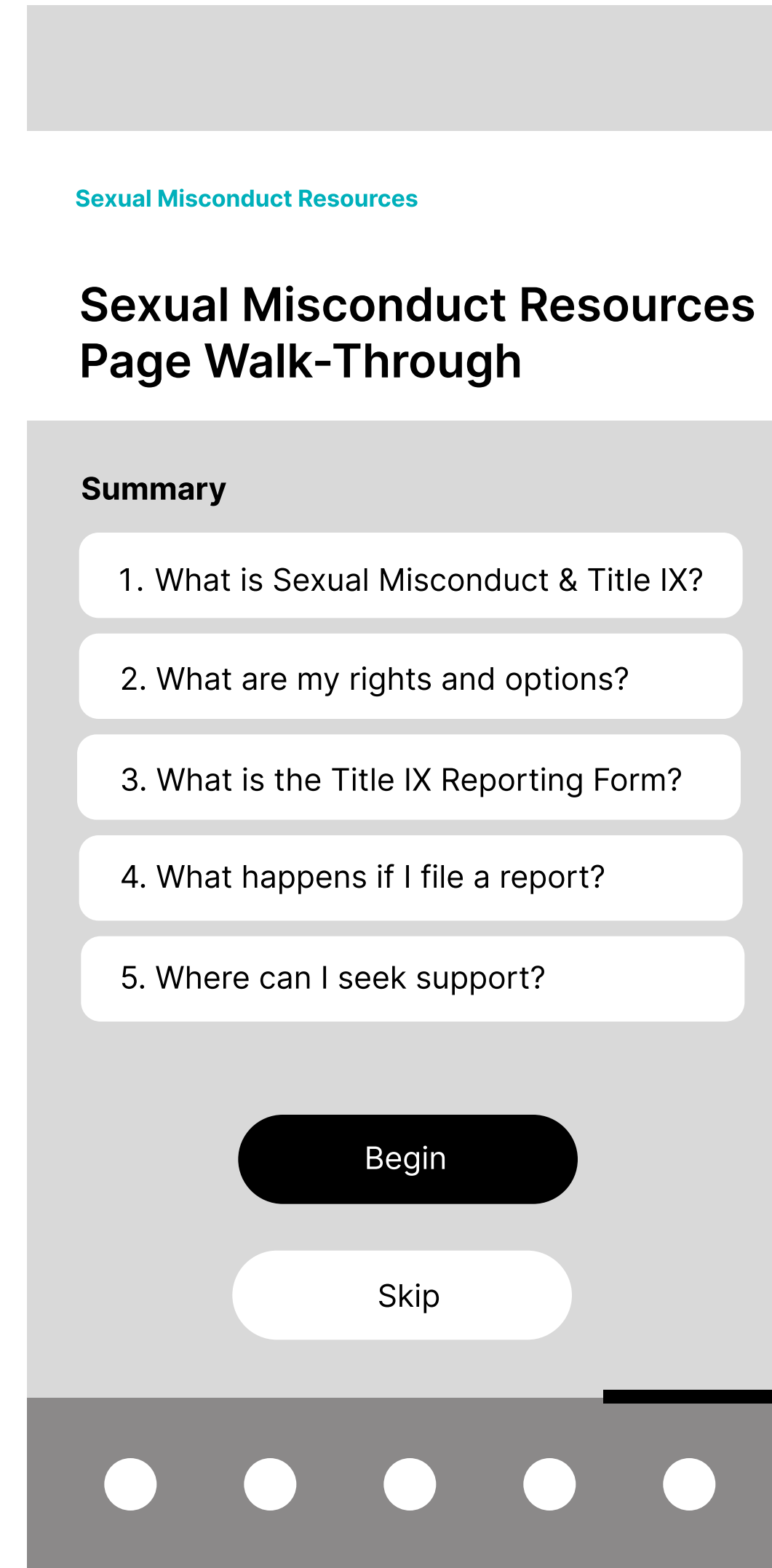
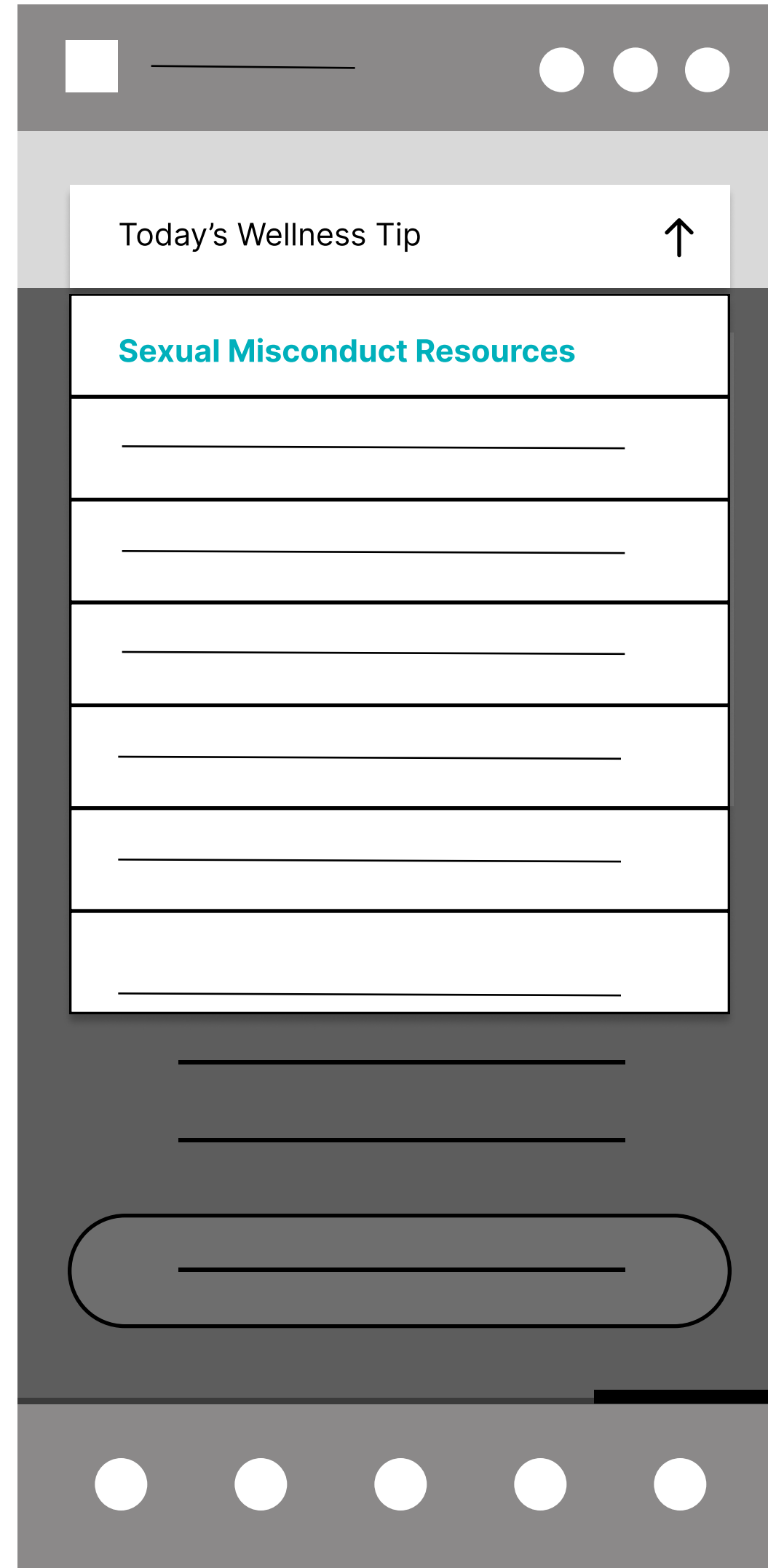
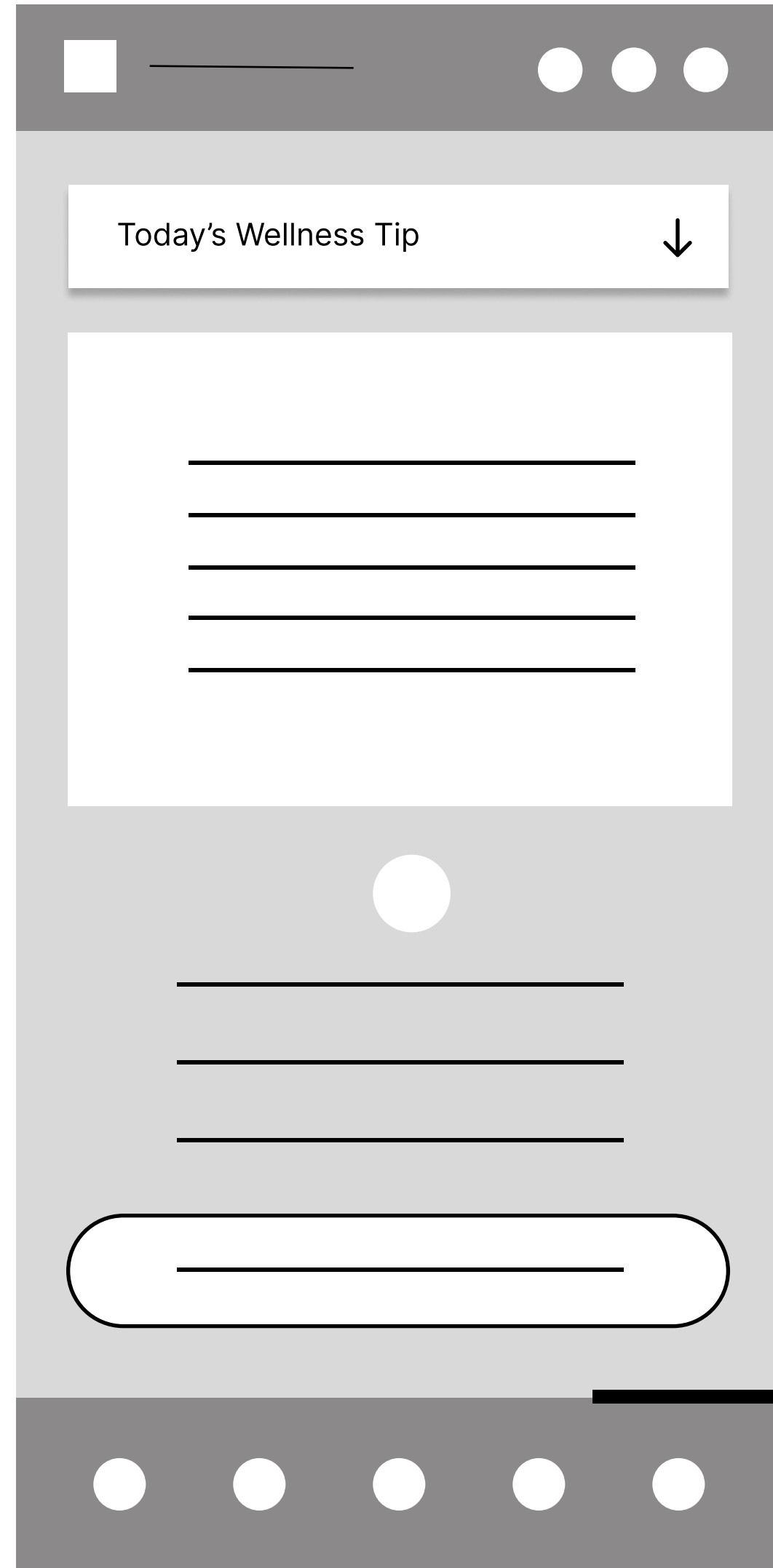
Suggestions from previous session:

- 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" Button

Likes:

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

Modified Wireframes



Modified Wireframes



← Sexual Misconduct Resources

1. What is Sexual Misconduct & Title IX?

What is Sexual Misconduct?

Learn More

What is Title IX?

Learn More

Next

Progress indicator: 5 dots, 1st dot filled

← Sexual Misconduct Resources

2. What are my rights and options?

Rights

Learn More

Options

Law Enforcement

University of Illinois Title IX Report

Next

Progress indicator: 5 dots, 2nd dot filled

← Sexual Misconduct Resources

3. What is the Title IX Reporting Form?

Title IX Reporting Form Summary

Learn More

Next

Progress indicator: 5 dots, 3rd dot filled

← Sexual Misconduct Resources

4. What happens when you file a Title IX Report?

Procedure Summary

1. Report is investigated
2. Evidence is compiled and reviewed
3. Investigative Report is created
4. Formal Hearing is overseen by panel
5. Panel comes to a decision
6. Decision sent to victim and offender
6. Option to Appeal

Learn More

Next

Progress indicator: 5 dots, 4th dot filled

← Sexual Misconduct Resources

5. Where can I seek support?

Support Resources Available

- Confidential Resources →
- Medical Resources →
- Police and Safety Resources →
- Campus Reporting Resources →
- Additional Campus Resources →
- State and National Resources →

Finish

Progress indicator: 5 dots, 5th dot filled

← Sexual Misconduct Resources

5. Where can I seek support?

You have completed the Sexual Misconduct Resources Page Walk-Through

Look again

Go to Sexual Misconduct Resources Page

Back to Home

- Campus Reporting Resources →
- Additional Campus Resources →
- State and National Resources →

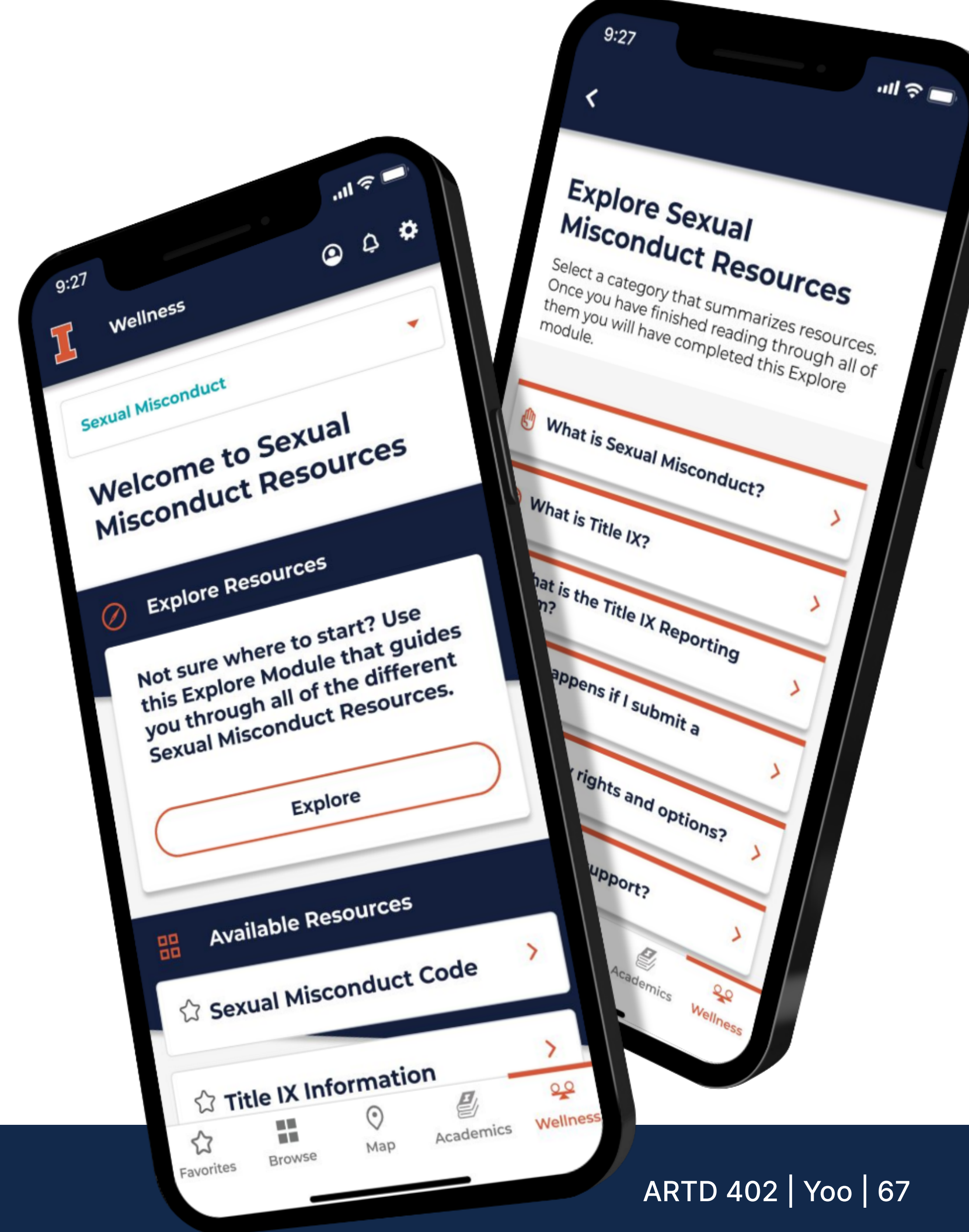
Finish

Progress indicator: 5 dots, 5th dot filled

Final Design

Features

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



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**

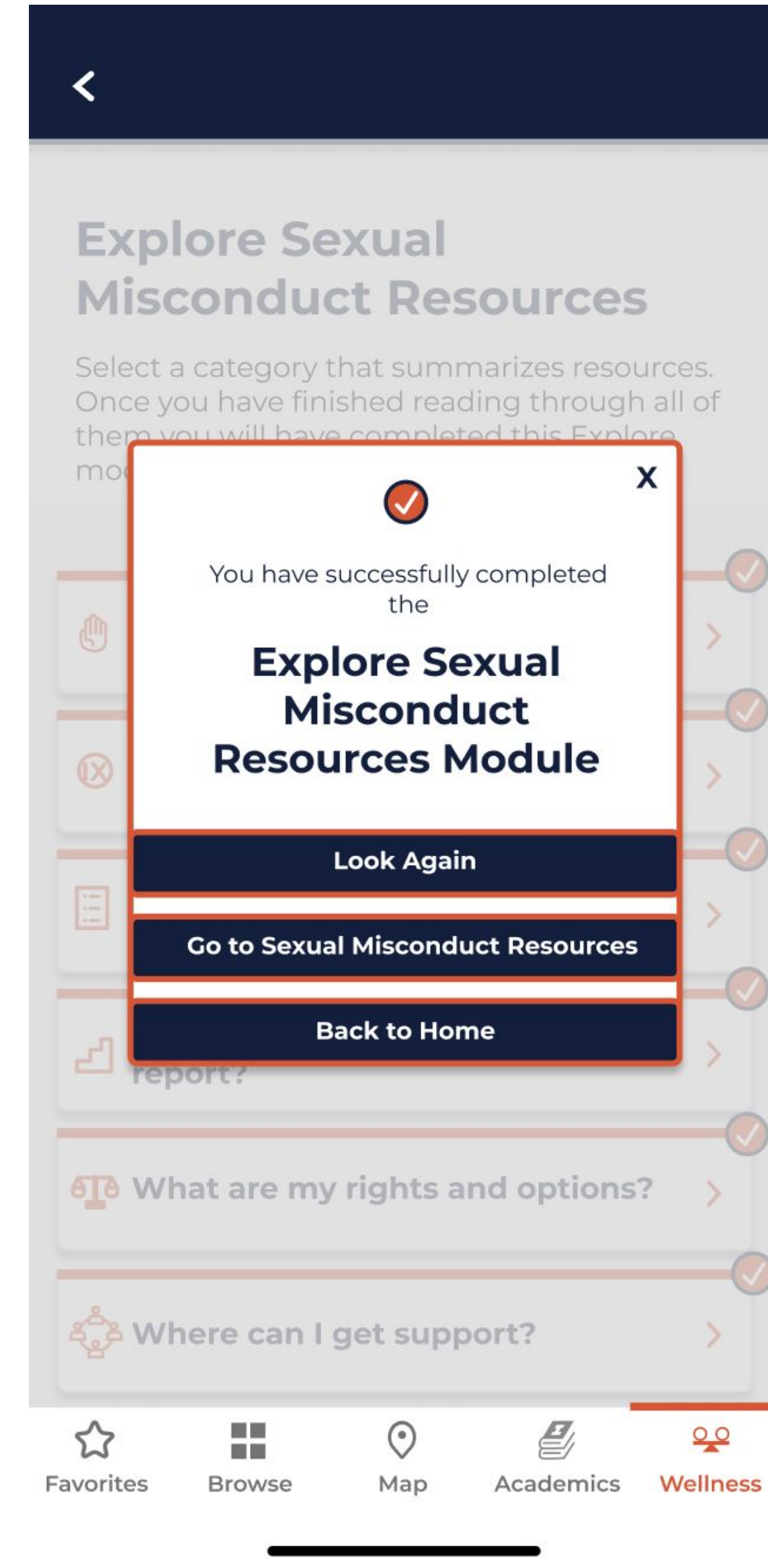
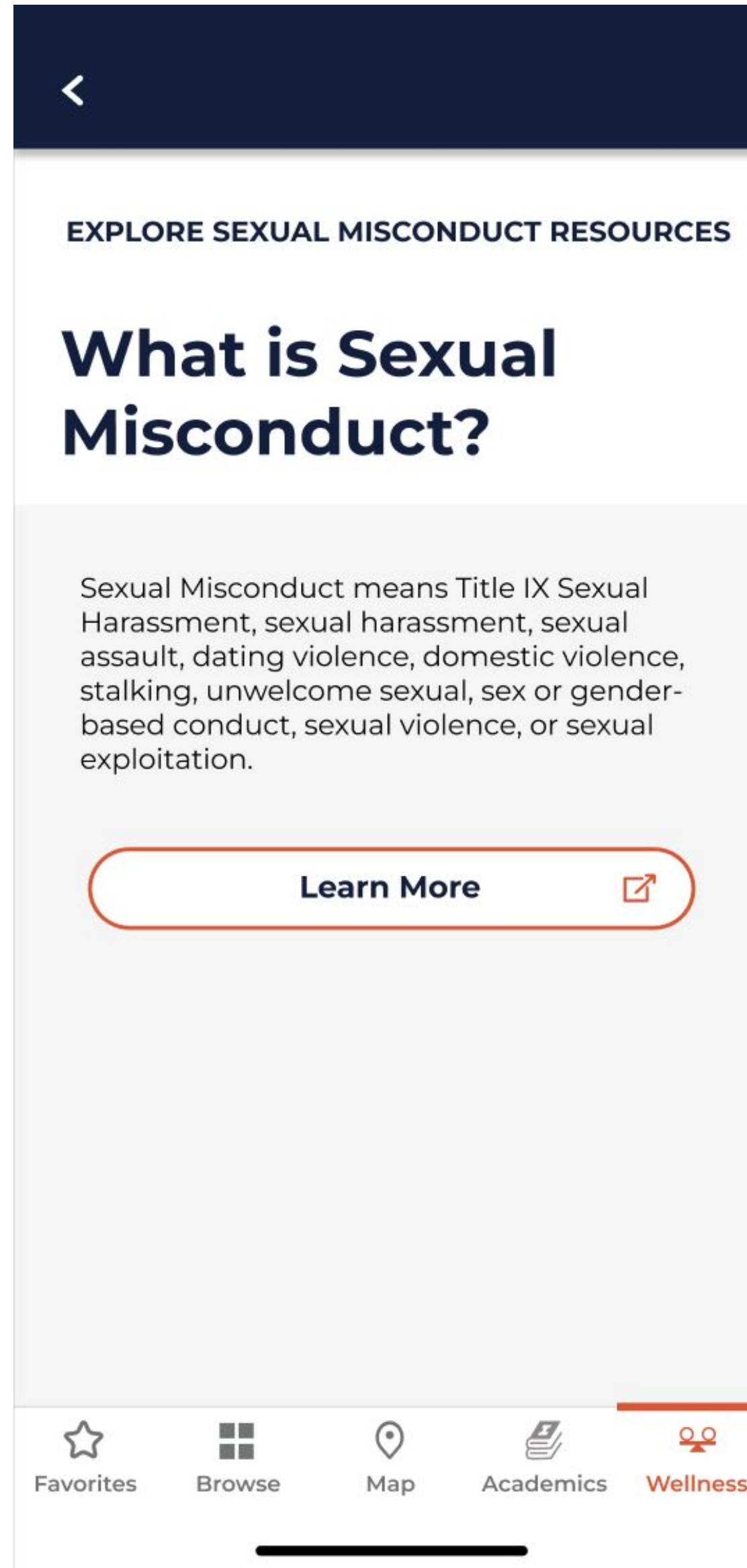
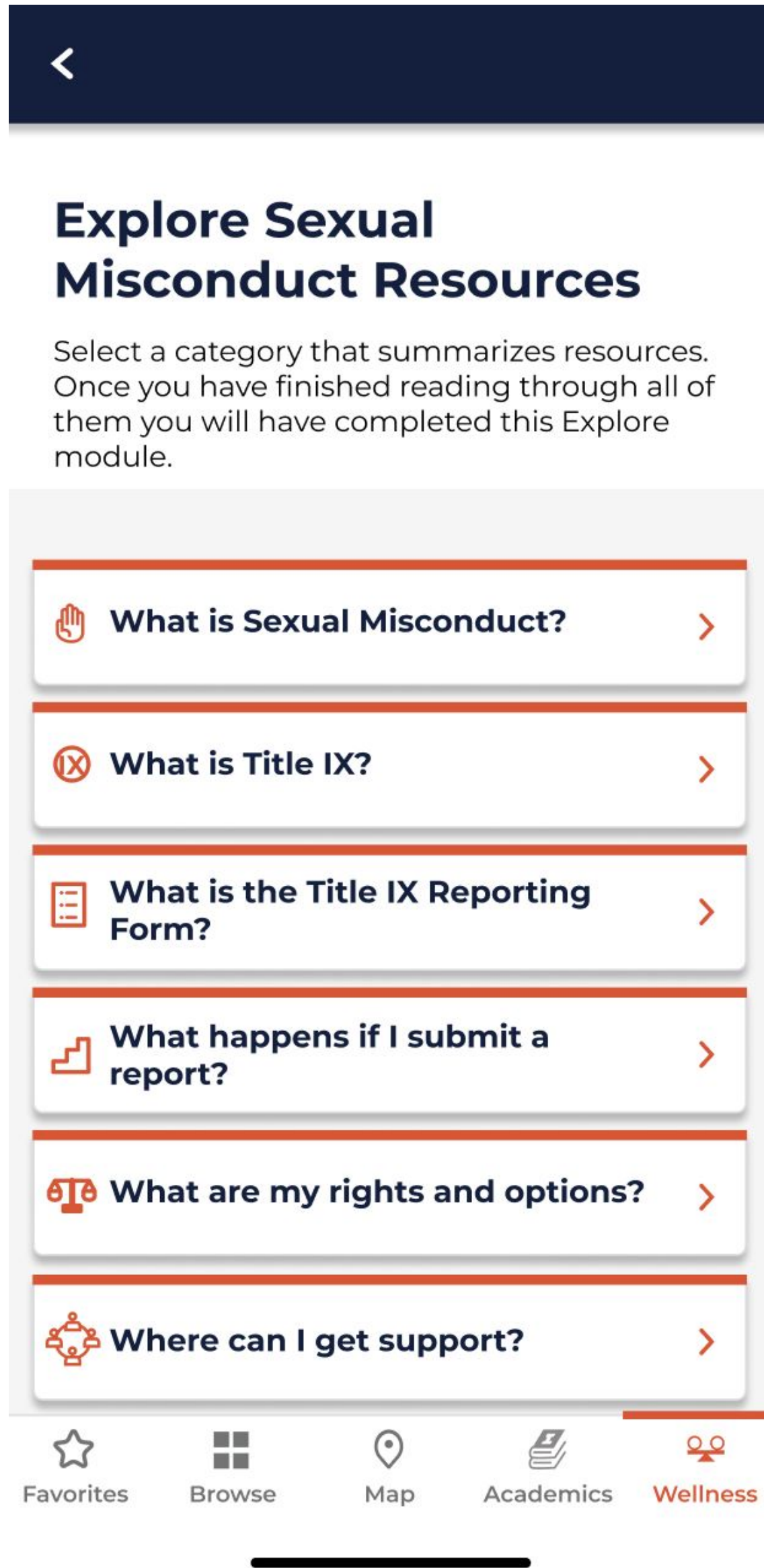
Explore Sexual Misconduct Resources

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?](#) 

-  **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](#) 







Link to Prototype



I

**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?”



I

**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” resources

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

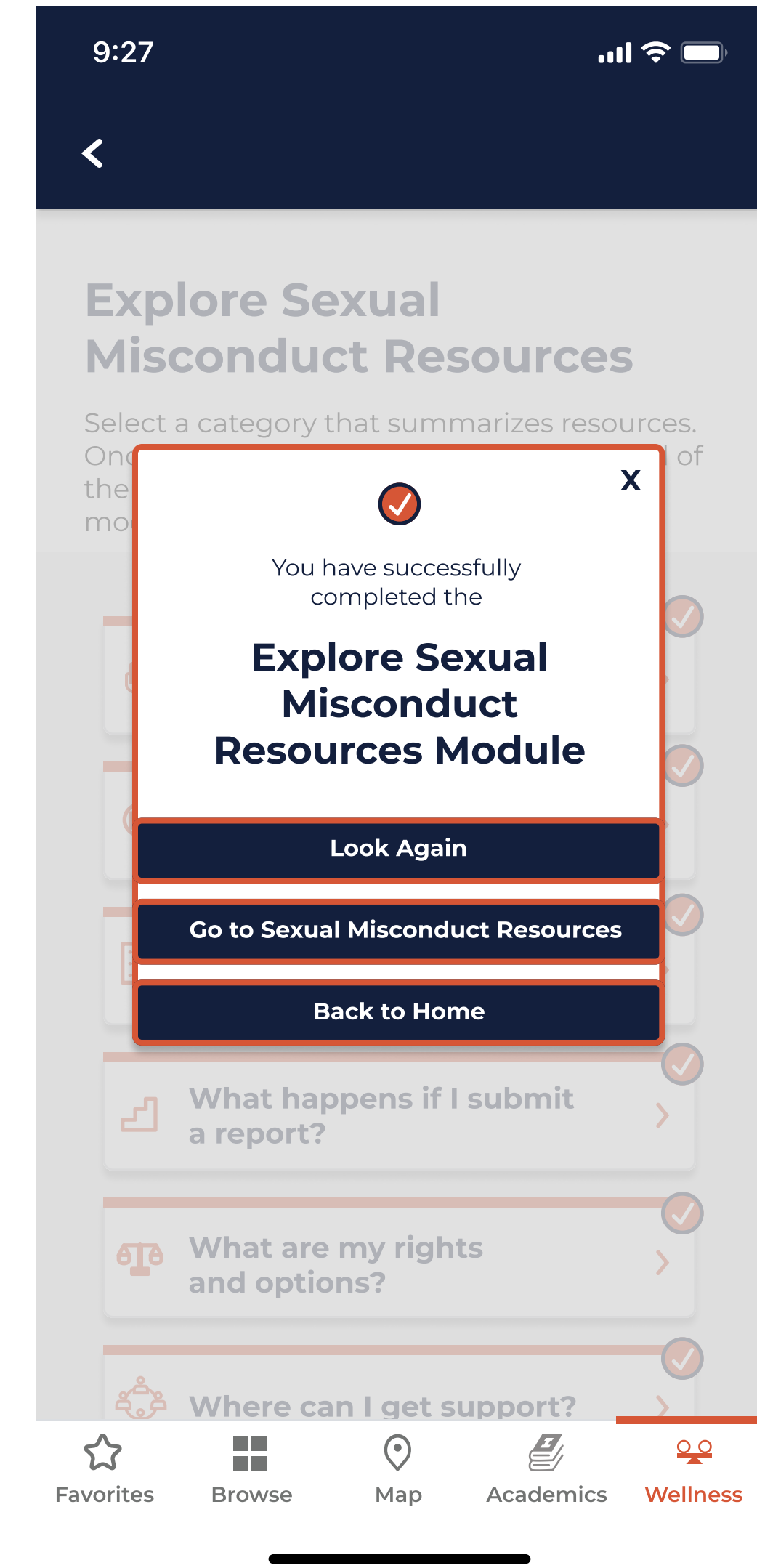
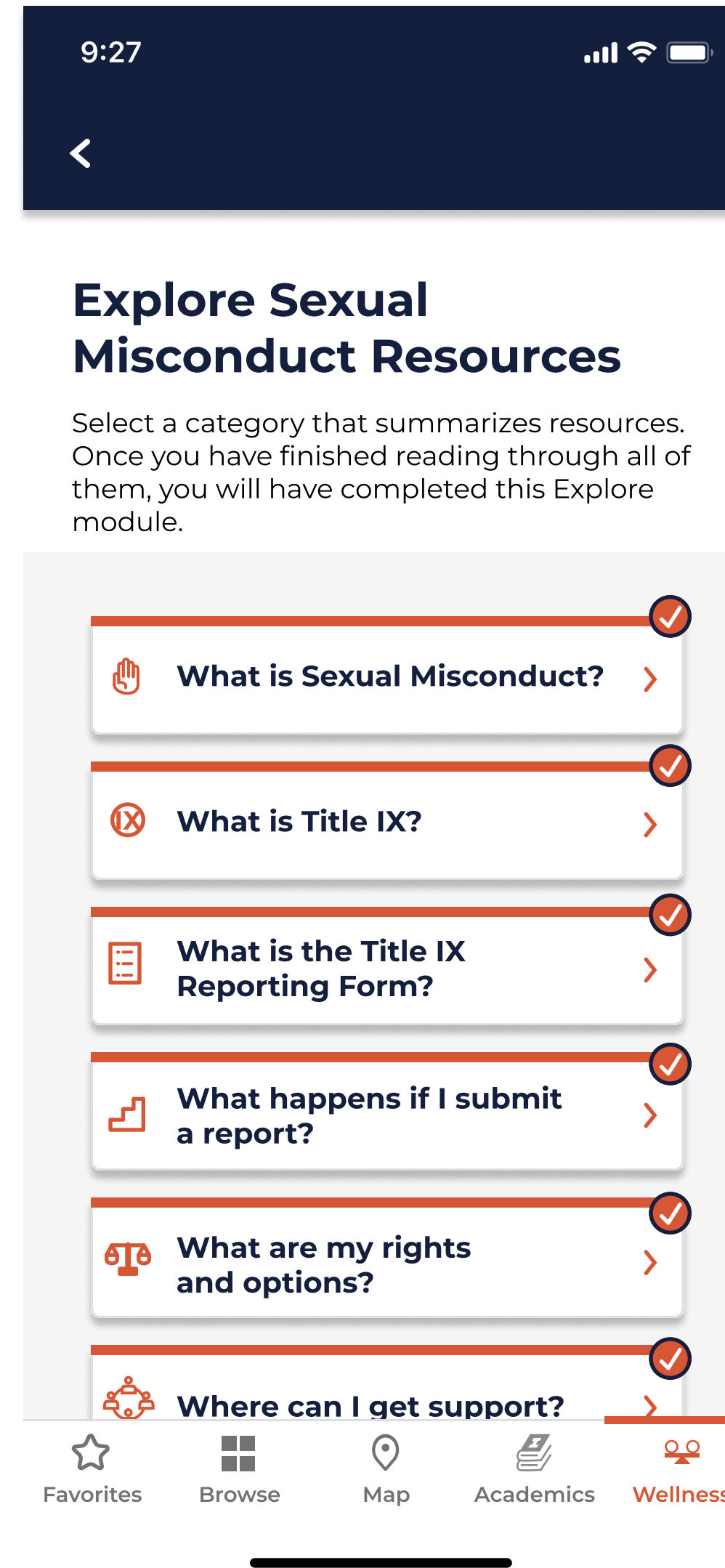
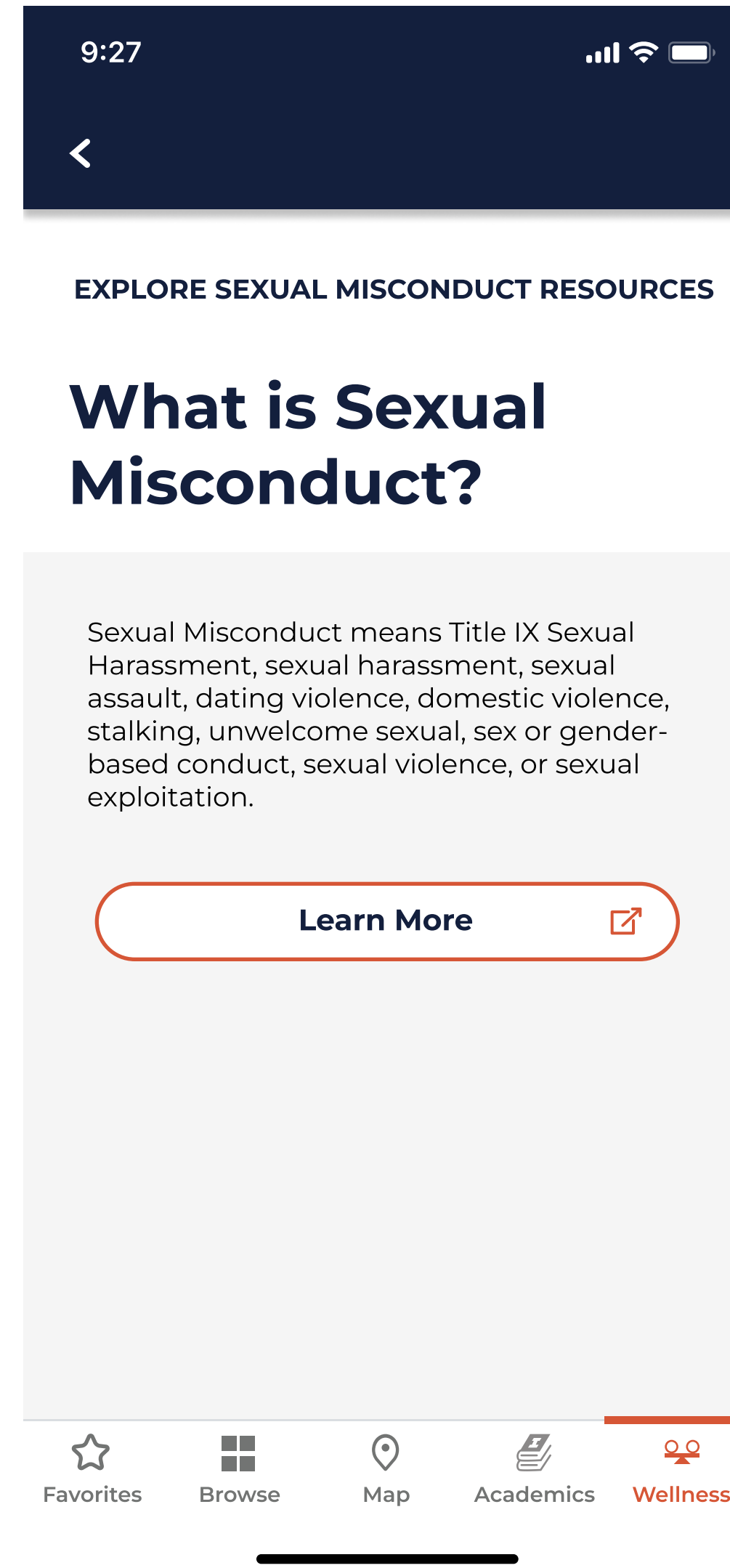
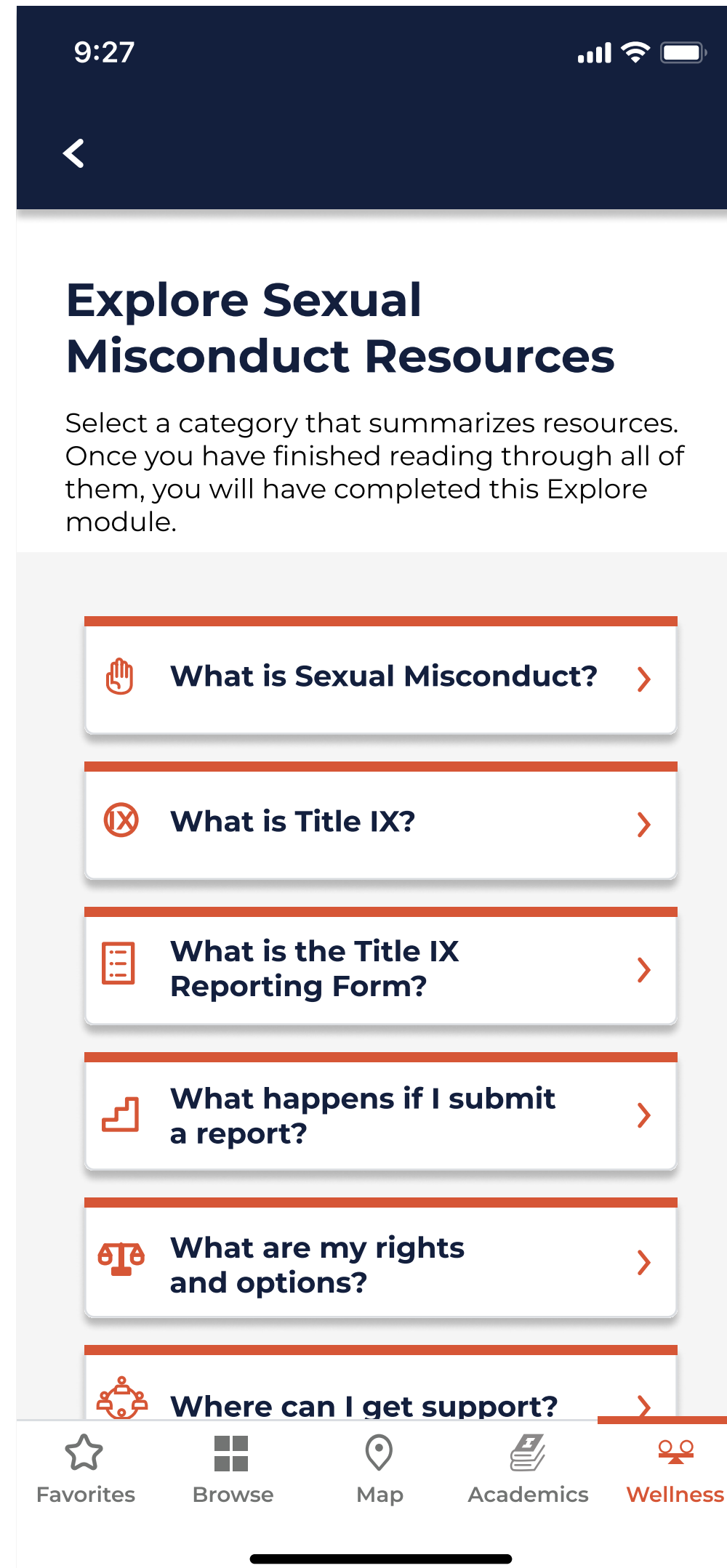
3. New Resources

4. Favoriting Resources

Focus:

- Design a system that guides the user through the resources


Explore Module



New Page



Before Explore Module

 **Explore Resources**

Not sure where to start? Use this Explore Module that guides you through all of the different Sexual Misconduct Resources.

[Explore](#)

After Explore Module

 **Reporting Options**



 [Title IX Reporting Form](#)

 [Report to Law Enforcement](#)

New Page



Anonymous Reporting

Reporting Options

I

?

Title IX Reporting Form

Report to Law Enforcement

Hover

Reporting Options

An individual may report an incident without disclosing his/her name, identifying the respondent, or requesting any action.

?

Title IX Reporting Form

Report to Law Enforcement

New Resources

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 >


Available Resources

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



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



Available Resources

- Medical ▲
- ☆ McKinley Health Center ▶
- ☆ Carle Foundation Hospital ▶
- ☆ OSF Heart of Mary Medical Center ▶
- ☆ Counseling Center ▶
- Advocacy ▼
- Legal ▼
- Financial ▼
- State & National Support ▼

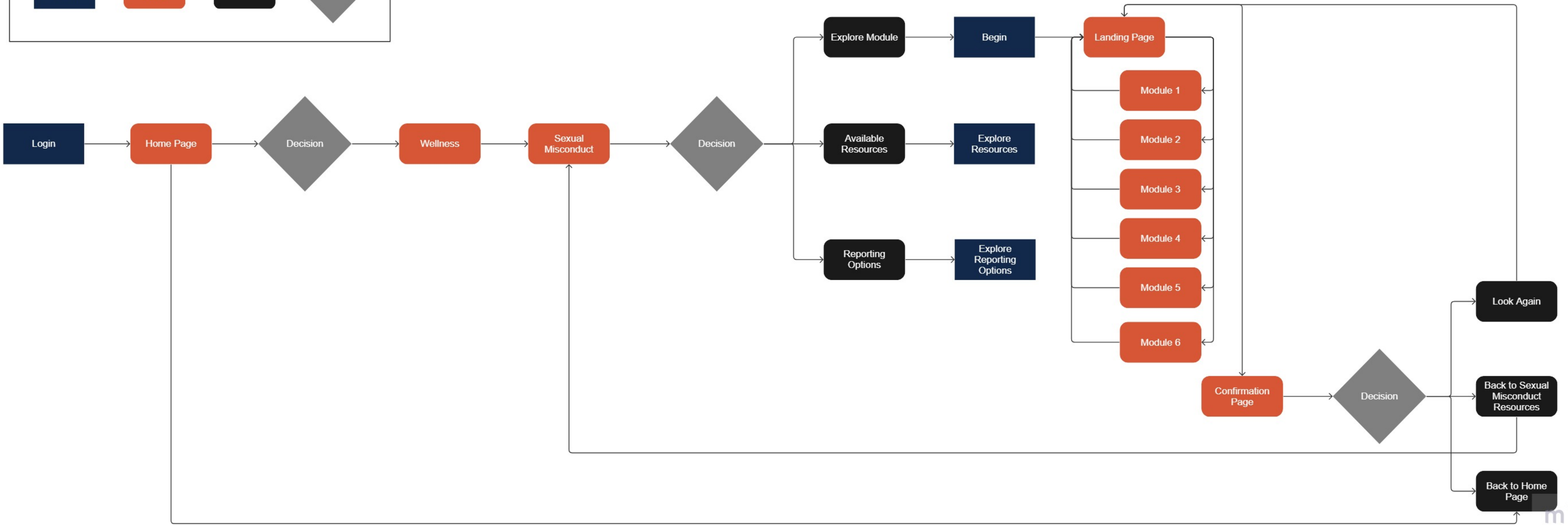
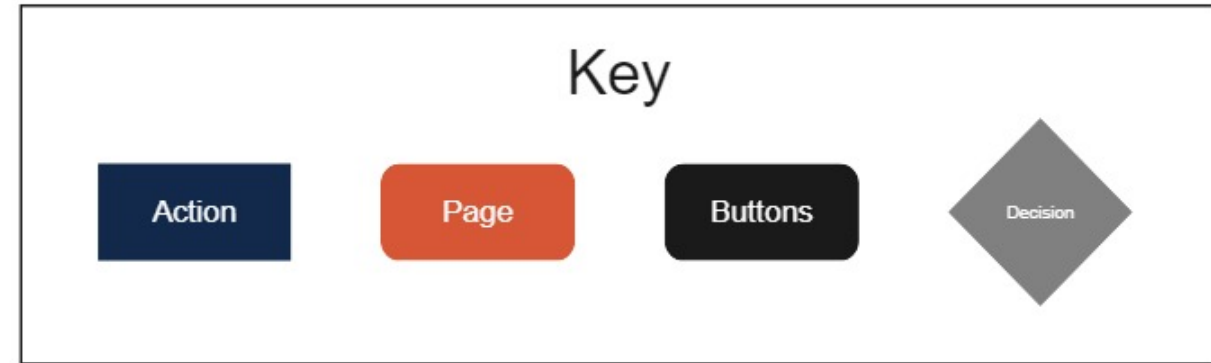
Available Resources

- Medical ▲
- ★ McKinley Health Center ▶
- ☆ Carle Foundation Hospital ▶
- ☆ OSF Heart of Mary Medical Center ▶
- ☆ Counseling Center ▶
- Advocacy ▼
- Legal ▼
- Financial ▼
- State & National Support ▼

Available Resources

- Medical ▲
- ★ McKinley Health Center ▶
- Advocacy ▼
- Legal ▼
- Financial ▼
- State & National Support ▼

User Flow



miro



I

**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

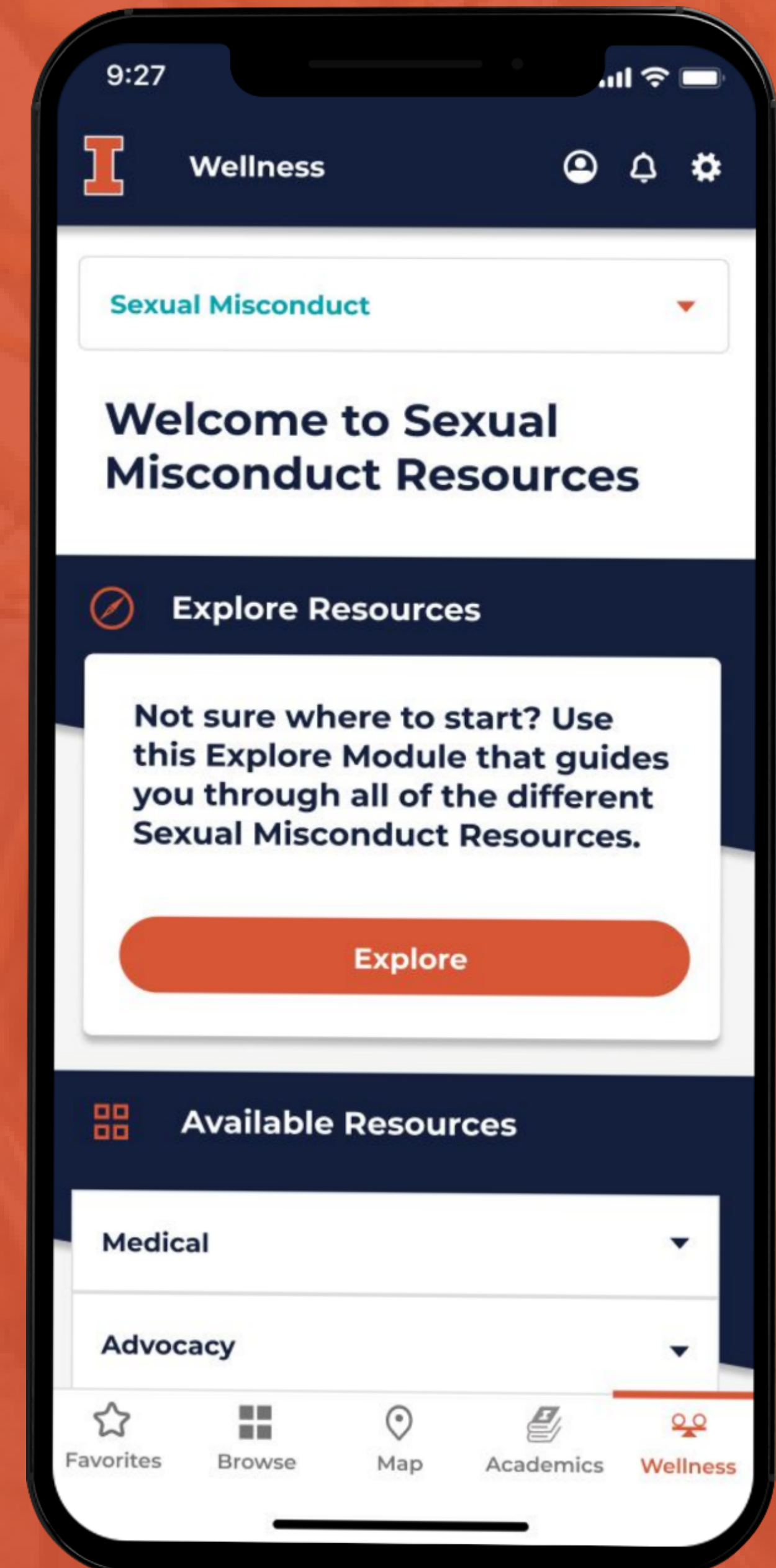
Link to Final Prototype

Flow 1 - Explore Module

Flow 2 - Favoriting Resources

Flow 3 - New Page

Flow 4 - Explore Available Resources



A group of people in a meeting, rendered in a dark blue, semi-transparent overlay. The text is centered over the image.

**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**



1 out of 5

**Women reported
dating violence or
sexual assault**

1 out of 2

**Students did not
want to report to
the university**



References

1. [How Smartphone Apps Could Change The Way Sexual Assault Is Reported : NPR](#)
2. [Document + Match in Callisto Vault — Callisto \(projectcallisto.org\)](#)
3. [Callisto \(project\) - Wikipedia](#)
4. [Features — JDoeFeatures — JDoe](#)
5. [Workplace misconduct reporting app | Vault Platform](#)
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7. [Veeva Systems Vault Platform Reviews, Ratings & Features 2023 | Gartner Peer Insights](#)
8. [Exclamation point Definition & Meaning - Merriam-Webster](#)
9. [17 Ancient Spiritual Hand Symbols And What They Mean \(outofstress.com\)](#)
10. [Color psychology: orange is urgent, black is luxurious - The American Genius](#)