

# COVID-19 Design Challenge

Final Playback

**Team 4**  
**Asia Pacific**

April 2020







George Coltman (Australia)



Urja Doshi (India)



Tom O'Brien (Australia)



Brandon Gien (Australia)



Sam Bucolo (Australia)



Annu Ravinder Kumar (India)



Sally Hughes (Australia)



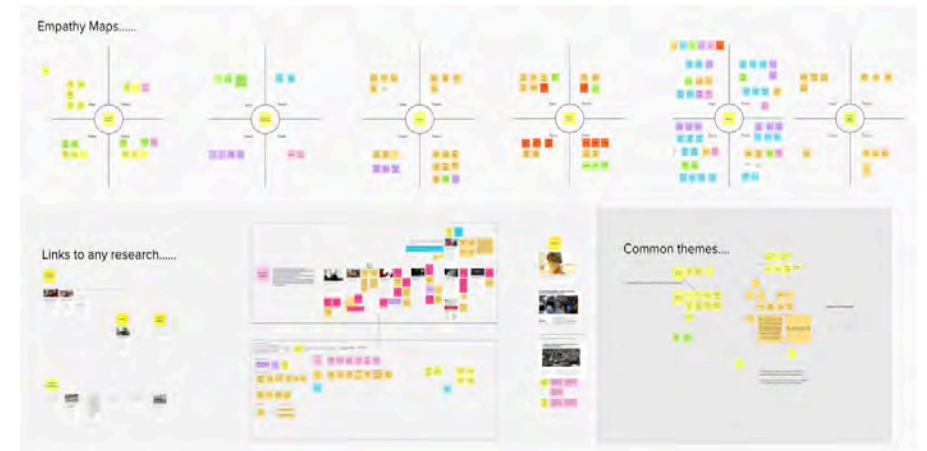
Ruchi Varma (India)

## Asia Pacific Team 4

# Synthesizing original HMW

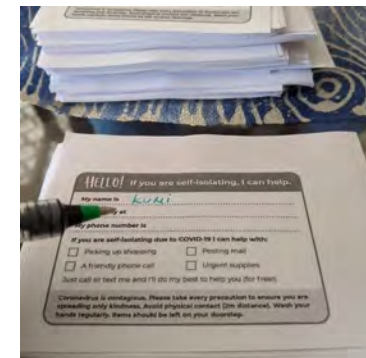
How might we provide **social support** to **isolated individuals** with a **lack of access to technology**?

- Diverse team with members from India, China and Australia
- The diversity in location and thought, was a strong theme throughout the entire 'wave 1'
- Through desk research, interviews and empathy maps we refined our HMW statement



# User Research and Insights

- Each member developed 'As Is' Scenario Maps on a user who addressed our HMW statement
- Themes were drawn and solutions were touched upon which explored a simple analog solution that created a new language.







# Focus on Domestic Violence

**Domestic abuse/violence\*** - *“Physical, sexual and psychological violence occurring in the family, including battering, sexual abuse of female children in the household, dowry-related violence, marital rape, female genital mutilation and other traditional practices harmful to women, non-spousal violence and violence related to exploitation”*

## The Problem

- US - Domestic Violence Hotline Reports Surge In Coronavirus-Related Calls As Shelter-In-Place Leads To Isolation, Abuse According to the U.N, calls to domestic violence **helplines have tripled** in China and doubled in Malaysia and Lebanon
- UK - Coronavirus: Domestic **abuse calls up 25% since lockdown**, charity says
- India - Hit By Global Domestic-Violence Pandemic In Lockdown Rape, domestic violence, sexual harassment, stalking & voyeurism rise during the lockdown in India, according to online data from the National Commission for Women. With husbands at home, many women unlikely to complain

## Reasons for the rise in the cases?

- Financial distress, recession
- Shelter-in-place restrictions - Staff cannot work during the lockdown and those in service lack protective gear
- Cutting off from escape routes

## How can we approach?

- *“Focus on Humans, Not Users”*
- **Design a System to solve a social problems.**

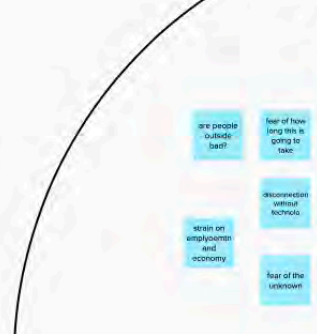






# Focus on Perpetrator/Victim

- Explored ideas/solutions for the perpetrators of Domestic violence
- Venn diagram: developing solutions within our 3 major constraints
- Moved away from perpetrator – decided to go with solving a solution for victims of domestic violence as need a quick solution amidst COVID-19



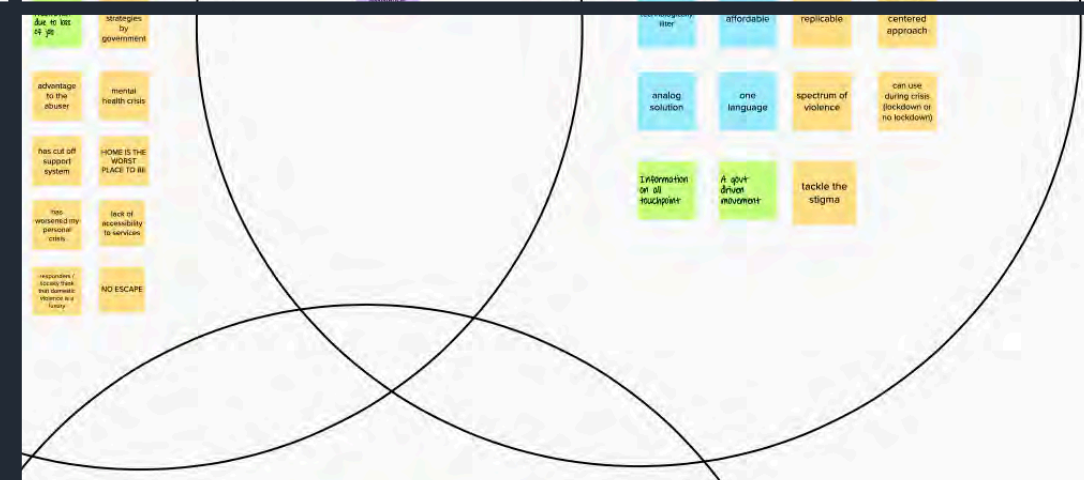
COVID-19



Lack of Access to Technology



Cross Regions



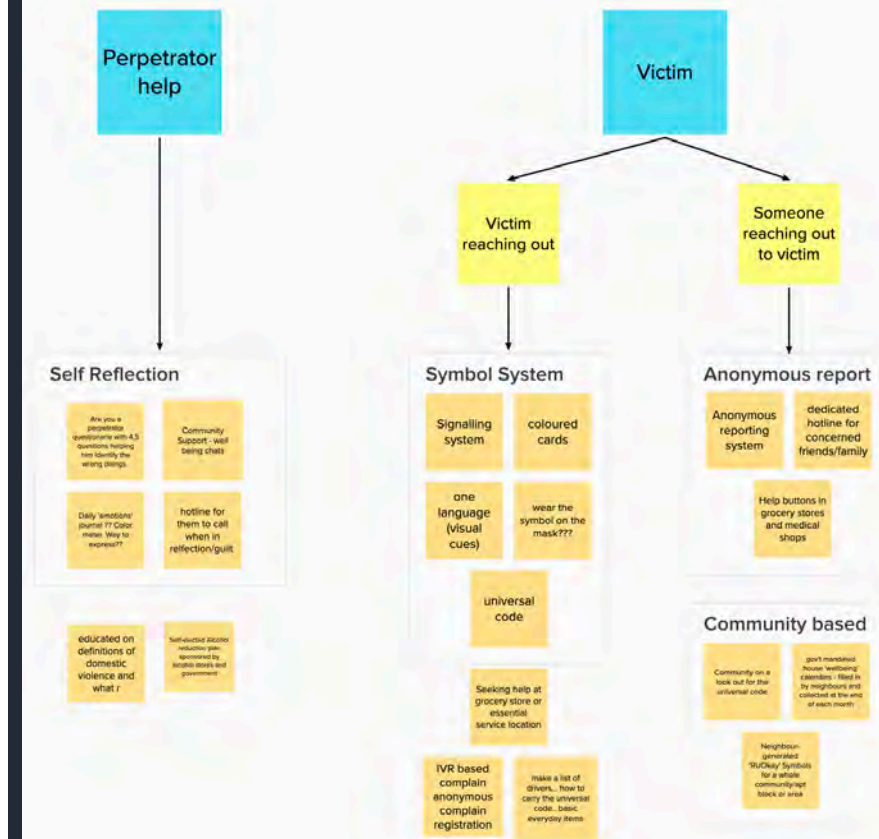
Perpetrators of Domestic Violence



# Refined HMW

How might we provide social support to isolated individuals with a lack of access to technology?

**How might we provide victims of Domestic Violence who lack the access to technology a method of communicating that they are at risk?**





# Attributes

**How might we provide victims of Domestic Violence who lack the access to technology a method of communicating that they are at risk?**

## **SUSTAINABLE / LONG TERM**

(Lockdown or no lockdown)

## **CROSS - REGION**

(easily applicable across country, context, cultures)

## **EMPOWERS**

( gives a voice & confidence to act )

## **UNIVERSAL**

(non verbal / non literate )

## **ANALOG**

(works in the worst case scenario)

## **EASY TO DIGITIZE**

(used for masses)

## **HUMANISTIC**

( more human less user focused)

## **DISINCENTIVISE**

( works on psych of the perpetrator)

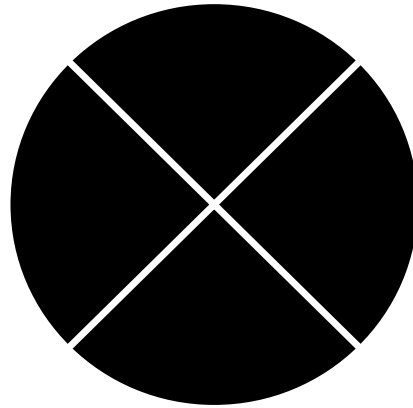
## **APPLICABILITY**

(everyday objects & plugs in with current systems)





Solution



SYMBOL

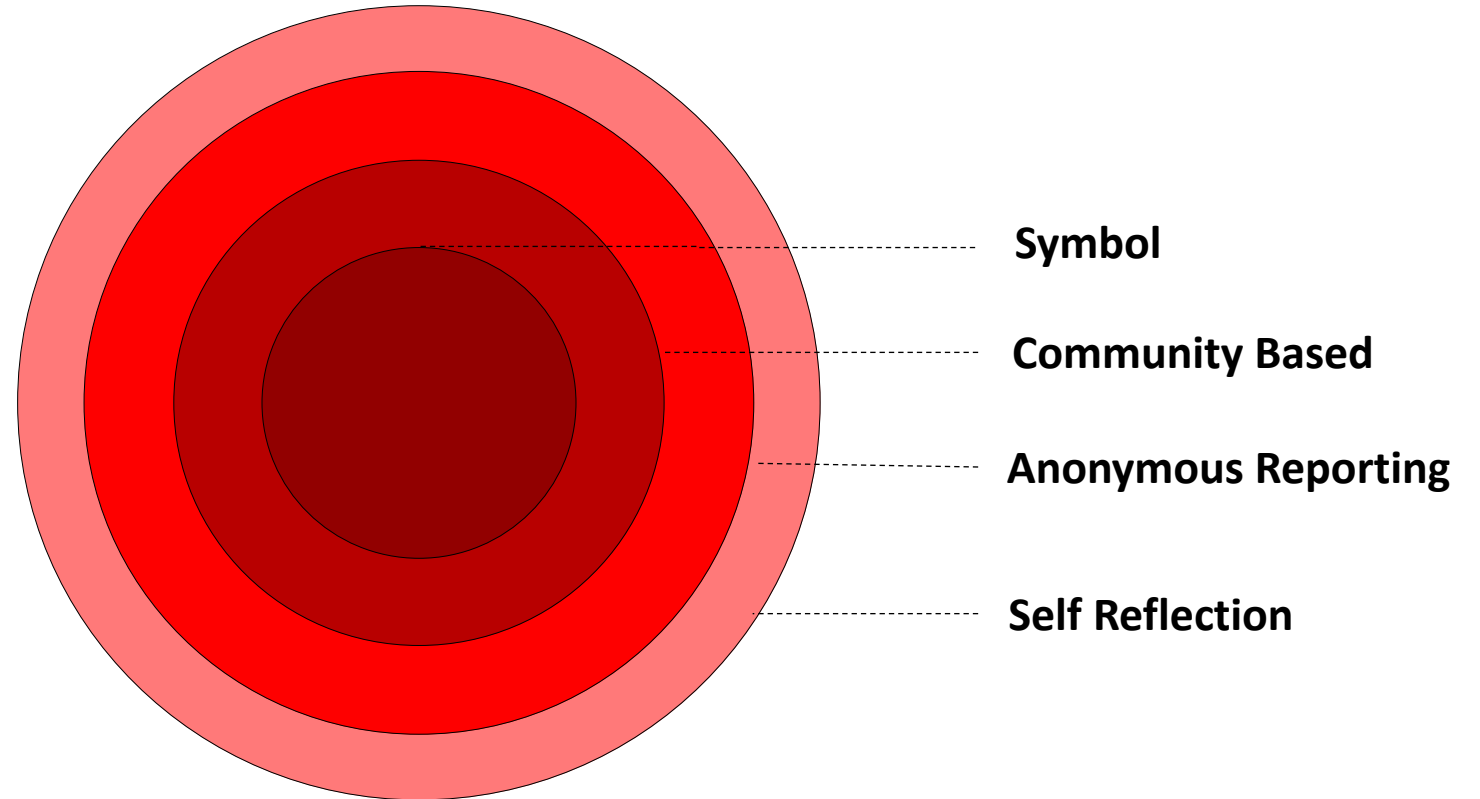


CAMPAIGN



## Solution

- **A symbol that the community own signaling domestic violence is present**
- Simple symbol - can be marked on body, products, houses etc.
- Symbol derived from a mathematics, not a specific language - so easily translatable
- Not a specific color as can misinterpreted
- Other similar movements: #metoo, Green ribbon for mental health etc.

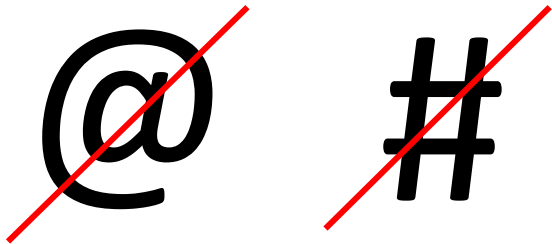




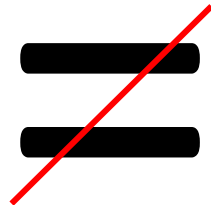
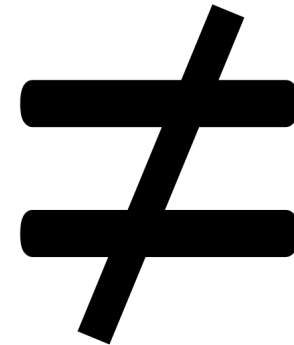
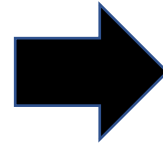


How might we provide victims of Domestic Violence who **lack the access to technology** a method of communicating that they are at risk?

Lack of access to technology



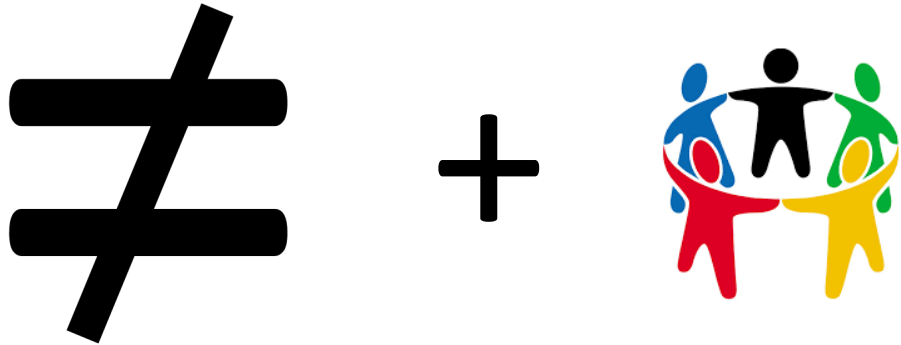
is the sign of inequity  
as well as worsened vulnerability



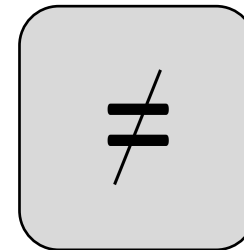
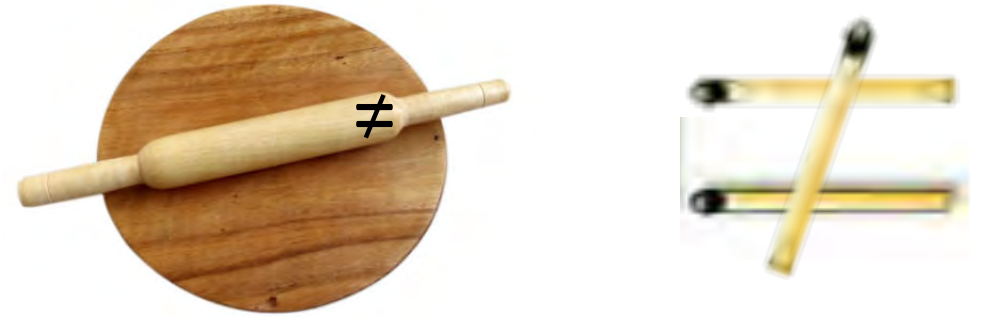
(Covers all Attributes)



Can availability of a symbol with **community** support bridge the support gap / technology gap?



Applicability in everyday objects / products by any user group and age group



'Safety card' / hologram etc sold with products to deposit at grocery / posted etc ?











## Going forward

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- We have a **core team of 5 people** looking to take this forward
- Aiming to align with people working in area of domestic violence to **validate the idea** is safe/effective
- Learning and understanding how to create a **good communications campaign**
  - I.e. Teaming up with an advertising agency
  - Guidance on whether to work with Governments, Domestic Violence Charities, Instagram influencers etc.
  - Seeking communications advice on multiple regions (ie India, Australia, China etc.)