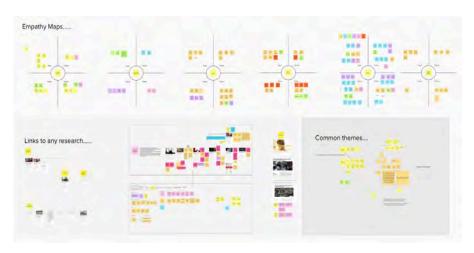


Asia Pacific Team 4

Synthesizing original HMW

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

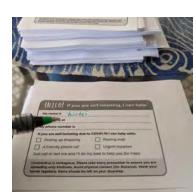
- Diverse team with members from India, China and Australia
- The diversity in location and thought, was a strong theme throughout the entire 'wave 1'
- Through desk research, interviews and empathy maps we refined our HMW statement



User Research and Insights

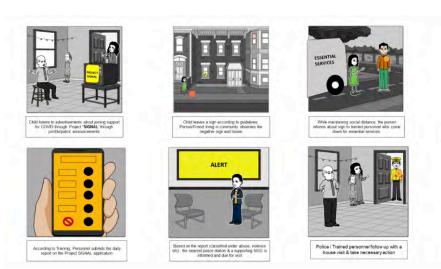
- Each member developed 'As Is' Scenario Maps on a user who addressed our HMW statement
- Themes were drawn and solutions were touched upon which explored a simple analog solution that created a new language.

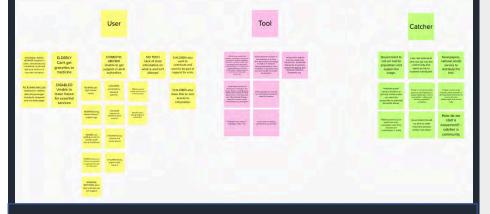






We have 92 year old neighbors. We have given them a green card. On the flip side is red. If they need us, groceries or support they will flip it to red. It is important that "Domestic violence use case as the 'extreme' use case for our isolated user group...as the issues this group faces in terms of access to technology and varying level of social support are significant.....should push to deliver a solution that is widely applicable" (Sam)





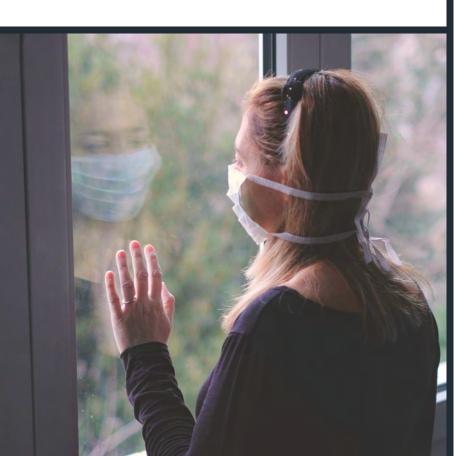
Early Solutioning

- Various Users, Various Catchers what is the tool we will design?
- Tool could be a medium, communication channel, analog product......
- Can be a bottom up movement or a top down approach (community led or government led)
- Use design community to mobilize this – 'We want to start a movement!'

"Let's Start a #movement" (Brandon)

"The more users we can touch, the bigger impact we will have" (George)

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

- <u>US</u> 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
- <u>UK</u> 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.

Service Blueprint

- A service blueprint was created for each region
- Each region showed the detailed experience of (local) victims of domestic violence and pain points
- These pain points were mapped, and common themes were drawn across regions

2. Features below the 3. Interactions Touchpoints to come together and introspect if they are making the tough times even tougher for the people they are quarantined with. The System steered by social media campaigns driven by influencers to educate the society with make it even worse for another soul", Every touchpointneed to reflect the campign with Touchpoints Features Interactions 1. Proactive Mental Health Organisations; Perpetrator Men's Sheds, **Awareness** Bottle Shops, 2. Education to let victim know what is not okay about how they are Shops, being treated. Easy connection to others apart from social circle = list gym, of of examples if you are someone phone, TV iffering from domestic violence (in areas of grocery shops) 1. Peer-Generated Enable/Disable Social media plugin. A button appears on feature; It allows Personal "Okay" users to peerhelp women feel assess whether Ratings connected. instagram, another person powerful to snapchat or gmail is 'okay' reach out for

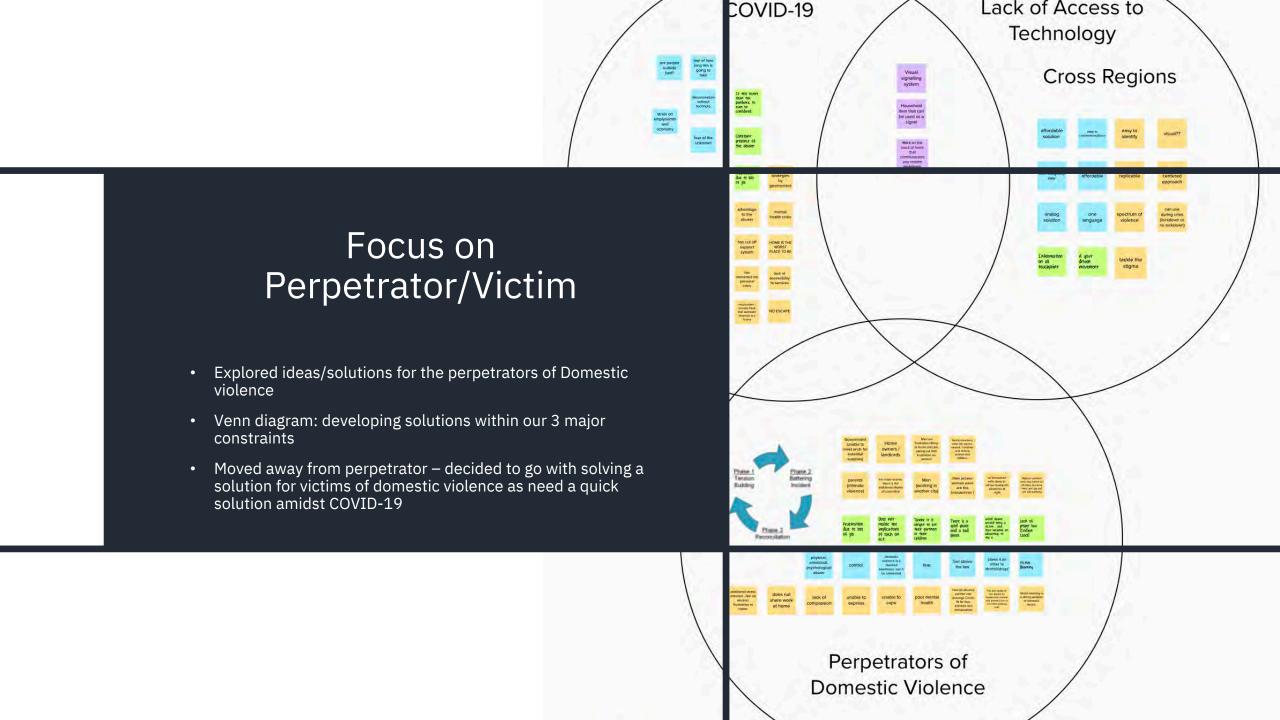
Specifications of the defined idea

1. Touchpoints

BIG Idea

Map out t

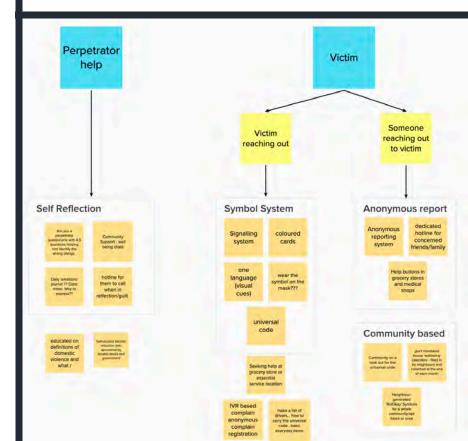
service d



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?

Refined HMW





Attributes

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

SUSTAINBLE / 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)

DISINCENTVISE

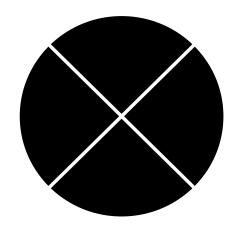
(works on psych of the perpetrator)

APPLICABILITY

(everyday objects & plugs in with current systems)



Solution





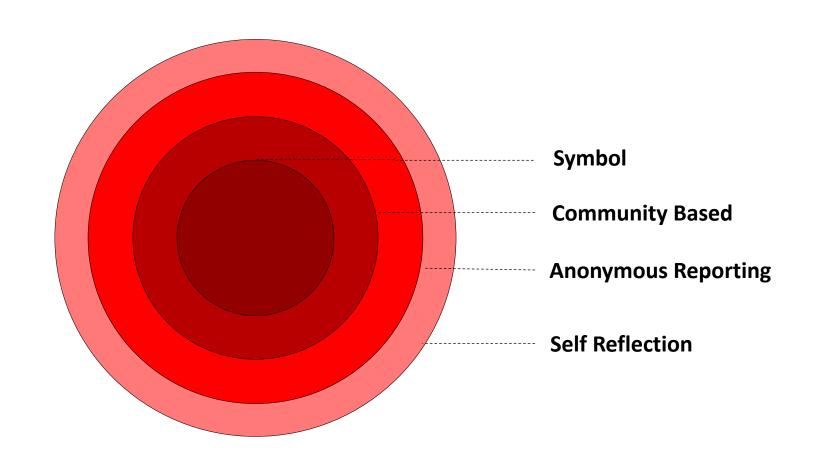


CAMPAIGN



Solution

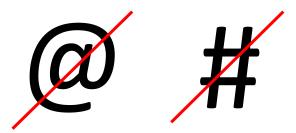
- A symbol that the community own signaling domestic violence is present
- Simple symbol can be marked on body, products, houses etc.
- Symbol derived from a mathematics, not a specific language - so easily translatable
- Not a specific color as can misinterpreted
- Other similar movements: #metoo, Green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

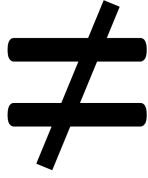
Lack of access to technology



is the sign of inequity as well as worsened vulnerability







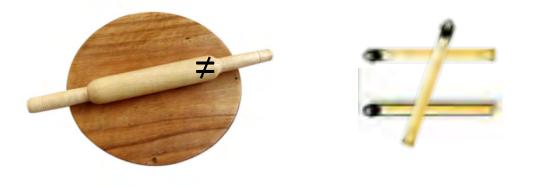
(Covers all Attributes)



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

- 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.)