

SAFE HAVEN

Design Specification



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Project Overview

Context and Background

Safe Haven is a digital volunteer board application that aims to bridge the disconnect between local opportunities available to support Afghan refugees in Seattle, Washington and individuals who want to help them. The digital screens are situated in high traffic, high visibility bus shelters in Seattle, Washington, closer to the community.

Decades of conflict in Afghanistan, including the recent political takeover of the country and evacuation of American troops in 2021, have contributed to a growing global refugee crisis. A small proportion of Afghan men, women, and children who have left their home country because of war, natural disaster, or political upheaval, resettle in the United States.

With tens of thousands of displaced Afghans arriving in the United States this year, there exists a major opportunity for communities to work alongside local refugee relief organizations and government agencies to support and welcome resettled individuals and families.

Design Questions

1. How might we **increase awareness** of the Afghan refugee crisis?
2. How might we **enable interested individuals to access opportunities** to help local refugee relief organizations through volunteerism and alternative means of support (e.g., resource donations, funding,...etc.)?
3. How might we **design for behavior change** and turn will into action?

Document Audience

This document is a resource guide for designers, who may want to refine the Safe Haven digital volunteer board, and developers or technicians, who may want to fully implement the digital screens in real-world contexts.

- **For designers**, the document specifies the user research findings and design rationale underpinning the digital board application. The detailed breakdown of design elements and considerations also provides guidelines for extending the product vision.
- **For developers**, the document contains information about the UI screens, elements, and interactions to translate the high fidelity prototype into a working application.

Project Scope

The detailed specifications provided in this section focus on key design elements associated with three core use cases: the 'Learn', 'Get Involved', and 'Donate' flows.

In Scope

The Safe Haven digital volunteer board is intended to:

- Present users with simple and engaging educational content on the Afghan refugee crisis for background context on the issue.
- Give users a mechanism to support or donate to local refugee relief organizations.
- Present enough information about volunteer opportunities and alternative means of support as a jump-off point for users to start their exploration.
- Allow users to interact with the application through touch.

Key functionalities include:

- Map and grid view for 'Get Involved' opportunities.
- Filter functions for 'Get Involved' opportunities.
- Interactive educational modules.

- QR code mechanism (scoped to design only).
- Bus notification(s) presentation.
- Payment checkout flow (scoped to design only).

Out of Scope

The Safe Haven digital volunteer board prototype is not intended to cover the following areas:

- Comprehensive database of volunteer and support opportunities that requires form completion.
- Exact opportunity card details.
- Exact descriptions of organizations and external links to their websites.
- Extensive historical recount of the war on Afghanistan and the political landscape in both the United States and Afghanistan.
- Technical details of the implementation, including how the data is pulled from organization websites to present dynamic, real-time opportunities and processing of map-related data.
- Logistical implementation, including installation and maintenance of the digital screens.

Research Methods

In this section, we highlight relevant findings from our exploratory user research that informed the design requirements and direction for the Safe Haven digital volunteer board.

Discovery Interviews

To gain perspective from local refugee relief organizations in Seattle, our group conducted discovery interviews with administrative staff and volunteer program coordinators (n = 5) from Refugee Women's Alliance, Jewish Family Services, and Episcopal Diocese's Refugee Resettlement Office. These individuals have first hand experiences interacting and working

with the Afghan refugee population and Seattle community. Our goals were to learn more about:

- Organizations' roles in supporting the refugee resettlement process
- Organizational pain points and challenges with providing support and services
- Needs and goals for refugees and broader Seattle community
- Opportunities to volunteer or help that is available to community members

Online Survey

To better understand the needs, attitudes, and perspectives of community members in Seattle when designing the Safe Haven digital board application, we sent out an online survey (n = 30) to collect data on:

- Community members' awareness and attitudes towards the Afghan refugee crisis
- Interest levels and readiness to volunteer or support Afghan refugees
- Barriers and challenges that may prevent individuals from offering support

Competitive Analysis

To gather more context into our problem space, we reviewed and walked through the online volunteer application processes of resettlement agencies (n=5), such as the Refugee Women's Alliance (ReWa) and Refugee Resettlement Office, and general social service organizations (n=2), such as Literary Source. Our goal was to:

- Learn the process by which refugee relief organizations and other nonprofits accept, onboard, and coordinate volunteers
- Identify strengths and areas of friction in the process

Personas

Based on our research findings, we developed a key persona to frame our design around.

Casey Johns, Potential Volunteer (Primary)

Casey Jones


Occupation
 UW Masters Candidate


Location
 U District, Seattle


Age
 26


Family
 Shared living with students

Background

Internet

Social Media

Language Competency

Biography

Casey is a Masters Candidate at the University of Washington in Seattle, Washington where she is studying engineering. Her courses are all remote and she wants to use the time she saves over the course of the week on commute into something meaningful such as volunteering to support those going through a difficult situation as heard on the news. She is not very familiar with the refugee crisis but has heard about it in conversation and finds this will be a suitable area to help out in. She does not have a car and is tight on cash since she is a full time student in an expensive program but can volunteer her time on occasion.

Needs

- Opportunity to support an underserved population
- Find balance between her ongoing life while contributing to serve the world - starting with meaningful, local work.
- Education on the crisis and how to help

Pain points

Casey is lost on how to help and will be happy to support wherever she is needed but needs direction around what that is.



I want to help but don't know where to start.

Design Decisions and Rationale

Design Requirements

Organizations need support and people want to help. If their goals already align, our job is to connect them together while doing so in a manner that caters to independent needs. We set 4 design requirements, based on which we made design decisions.

- 1. Increase awareness of Afghan refugee crisis**
- 2. Accelerate first time users to expert users**
- 3. Reduce barriers to volunteering**
- 4. Increase flexibility of the volunteer experience**

Decision 1: Publicly Accessible Kiosk



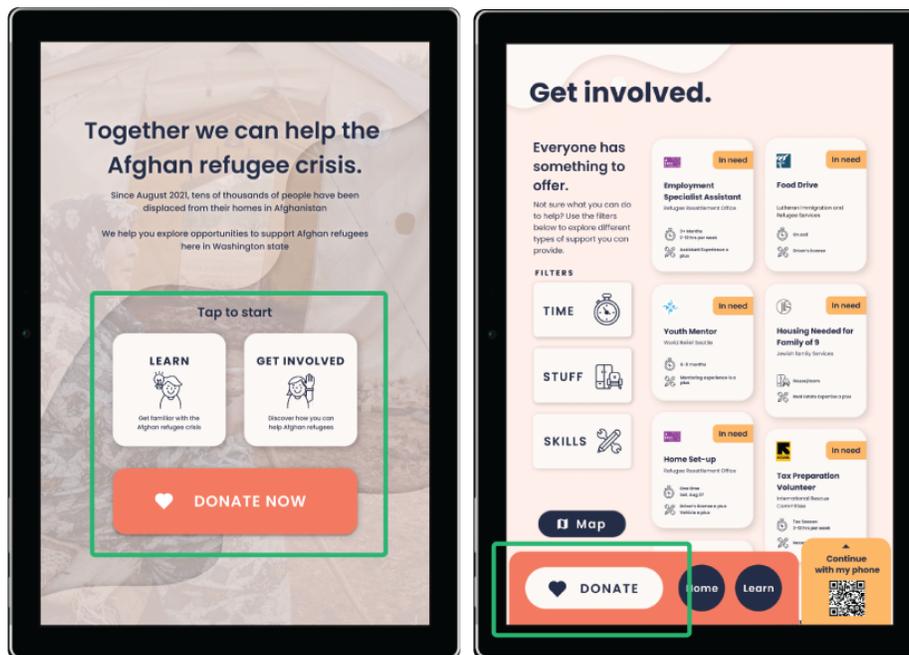
Key research findings

- 92% of survey respondents feel “time” is a major obstacle that prevents them from volunteering or providing support.
- 61.5% of survey respondents are interested in helping Afghan refugees but don’t know where to start.

Solution

Based on these key research insights, we found that discoverability was important and we wanted to make these opportunities accessible to those interested in supporting Afghan refugees. Our solution is a **publicly accessible Kiosk** that's situated at bus stop shelters. This way, **users can use their idle time** to explore available opportunities while waiting for their bus.

Decision 2: Three CTAs (Learn, Get Involved, and Donate)



Key Research Findings

- 42.3% of survey respondents are interested in volunteering but feel both “general cultural awareness” and “knowledge of the Afghan refugee crisis” are obstacles that prevent them from volunteering or providing support.
- Organizations lean heavily on their community partners and donors for financial and resources support
- Many organizations in Seattle are working individually to collect volunteer applicants. This could be burdensome for the individuals to go through each organization’s website to find the opportunity that works best for them. (competitive analysis)

Key Usability Test Findings

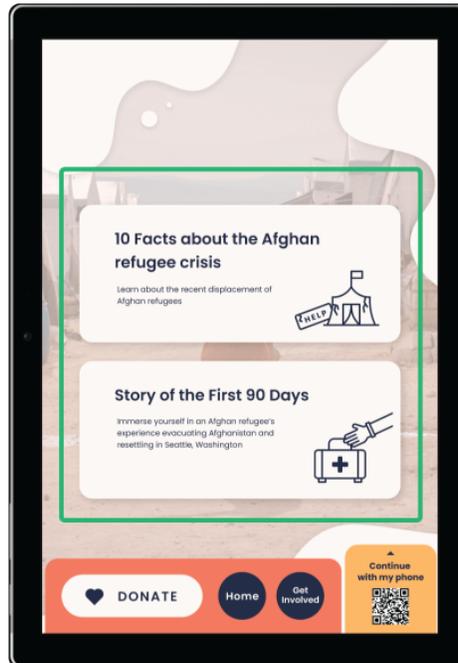
- ‘Donation’ should be simpler and easier action instead of placing under the ‘action’ pathway
- Having “donation” in a map view doesn’t make sense

Solution

To bridge the disconnect between organizations and individuals in the community, we decided to design a digital board that offers **three distinct CTAs: Learn, Get Involved, and Donate.**

- In the **Learn pathway**, users can learn about the Afghan refugee crisis by selecting between two educational paths, which can potentially contribute to reducing the barriers to volunteering.
- The **Get Involved pathway** allows users access information about available opportunities (volunteering, resources donations, etc) to support Afghan refugee resettlement.
- Initially, we had monetary donations and volunteer opportunities under the same category, which we named “Action” path. However, in our usability test, we found that the participants of our usability test prefer it to be a simpler and easier action. We came up with the solution that **‘Donate’ exists as its own pathway** outside the “Action” flow on the Home screen and we also changed the name for the “Action” path to “Get Involved.”
- **‘Donate’ button is exposed on every screen** in the bottom navigation bar as entry points into monetary donation flow.

Decision 3: Two educational paths (Learn)



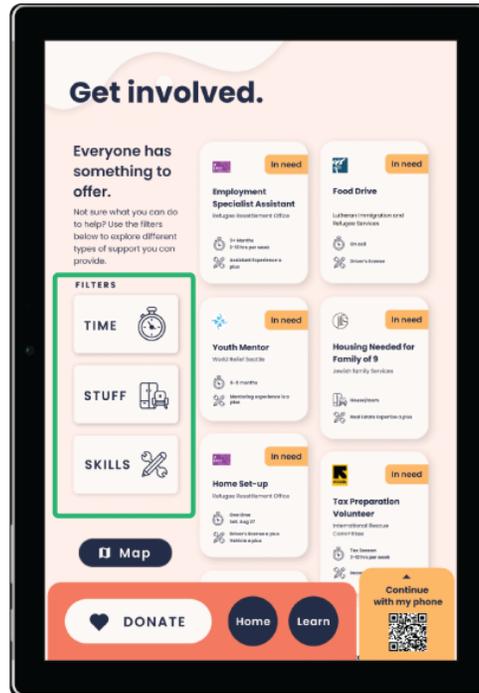
Key Research Findings

- 33.3% of survey respondents are “very familiar” (confident level 4 - 5 out of 5) with the Afghan refugee crisis = 66.7% are not very familiar
- 42.3% of survey respondents are interested in volunteering but concerns their low cultural awareness
- 61.5% of survey respondents are interested in volunteering but concerns language-barrier

Solution

In addition to making the volunteer opportunities accessible to the users, we decided to integrate two education paths into the Safe Haven application. Users can select between “10 Facts About the Afghan Refugee Crisis” and “Story of the First 90 Days” to **increase their understanding of the issue locally and globally**. This will also meet one of our design requirements to reduce the barrier to volunteering.

Decision 4: Filters and icons (Get Involved)



Key Research Findings

As we continue our research, we found that the types of opportunities to help Afghan refugee resettlement were mainly monetary donations, resources donation, and volunteering. We also found that some volunteering opportunities require minimum time commitment, qualifications, and experience.

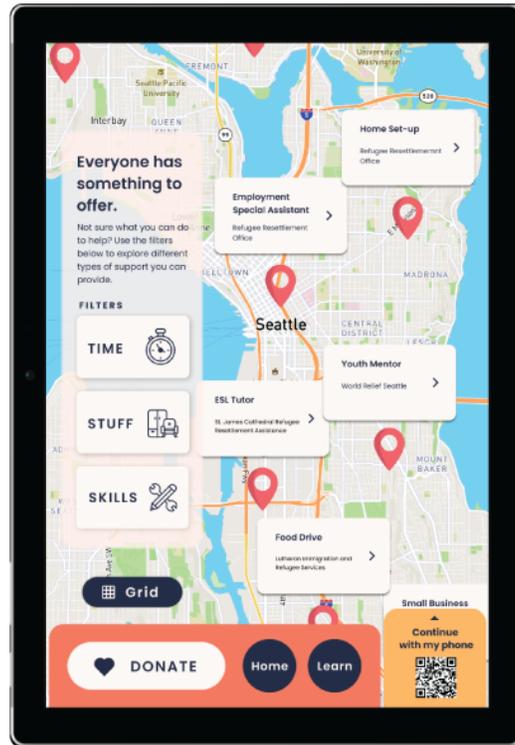
Key Usability Findings

- “Stuff” (one of the filter in “get involved” pathway) might be unclear for some users

Solution

- Based on the types of opportunities that we learned from our research, we decided to **employ three filters (Time, Stuff, Skills)** to help users easily discover opportunities that match their preferences as well as time commitment and experience.
- Although many participants of the usability test find these labels clear, we also learned some labels such as stuff or skill might be unclear to some users. We **designed simple but comprehensible icons** to help users quickly understand what the labels refer to.

Decision 5: Map



Our initial insights and decision making

Since the Kiosk is integrated into bus stop shelters, we decided to present users with a map view to reference location details of opportunities in the city.

Usability test results

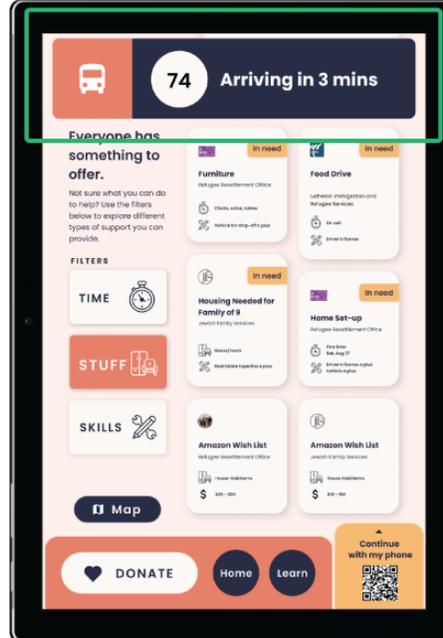
Participants evaluate fit with 'Get Involved' opportunities primarily on title, description, and location.

- "Location is important to see so I can understand how far the commute is in terms of time capacity... Might make sense if I could understand the location with reference to the particular bus stop I'm standing in."
- "Location would be something ... Icon to show accessibility by public transportation"
- There would be multiple cards in one organization location, how would this be handled

Note

We found that further improvements are still needed on the map view design.

Decision 6: Bus notification



Our initial insights and decision making

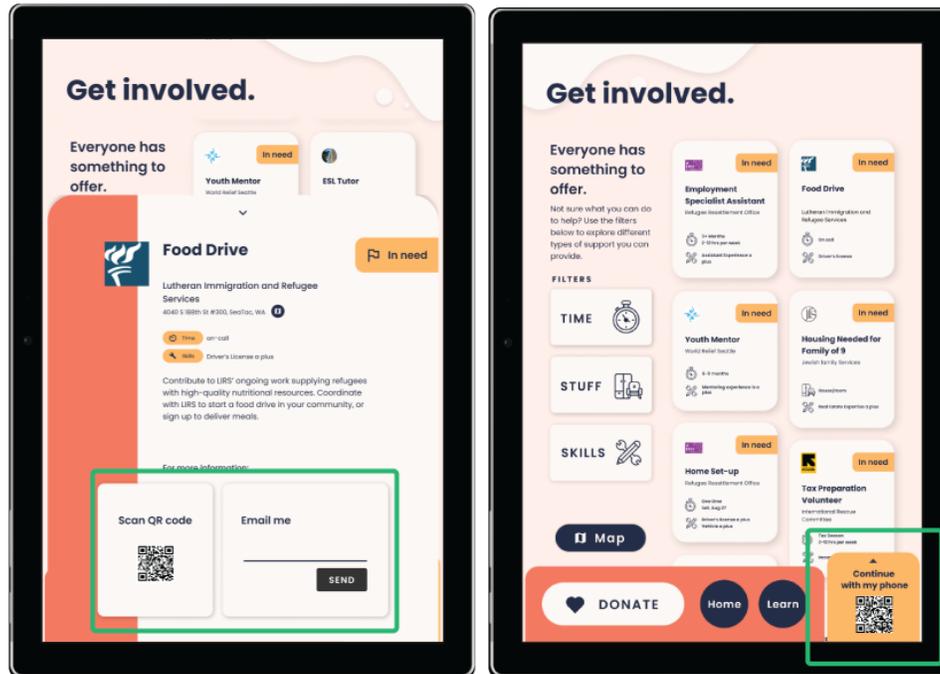
Given the situation where people interact with Kiosk at the bus stop, we presumed it is important to notify users when their buses are arriving. We decided to display bus arrival notifications on top of the screen. To allow users to have enough time to scan QR code, we decided to notify them 3 minutes prior to their bus arrival.

Usability test results

Since we were not able to conduct our usability test at the real bus stop, we decided to randomly show the bus arrival notification during the usability test to see participants' reaction. These are the comments that received:

- "Bus notification is good, may forget at the bus stop. Reminder is good"
- "I like the bus status/notification"

Decision 7: QR code & “Continue with my phone” button



Our initial insights and decision making

As we expected many users would have limited time to interact with the Safe Haven application at bus stop shelters, we decided to **allow users to scan QR code to continue the information exploration on their phones**. Users can find the QR code on each expanded opportunity card to find more information about the opportunity details. (picture on the left)

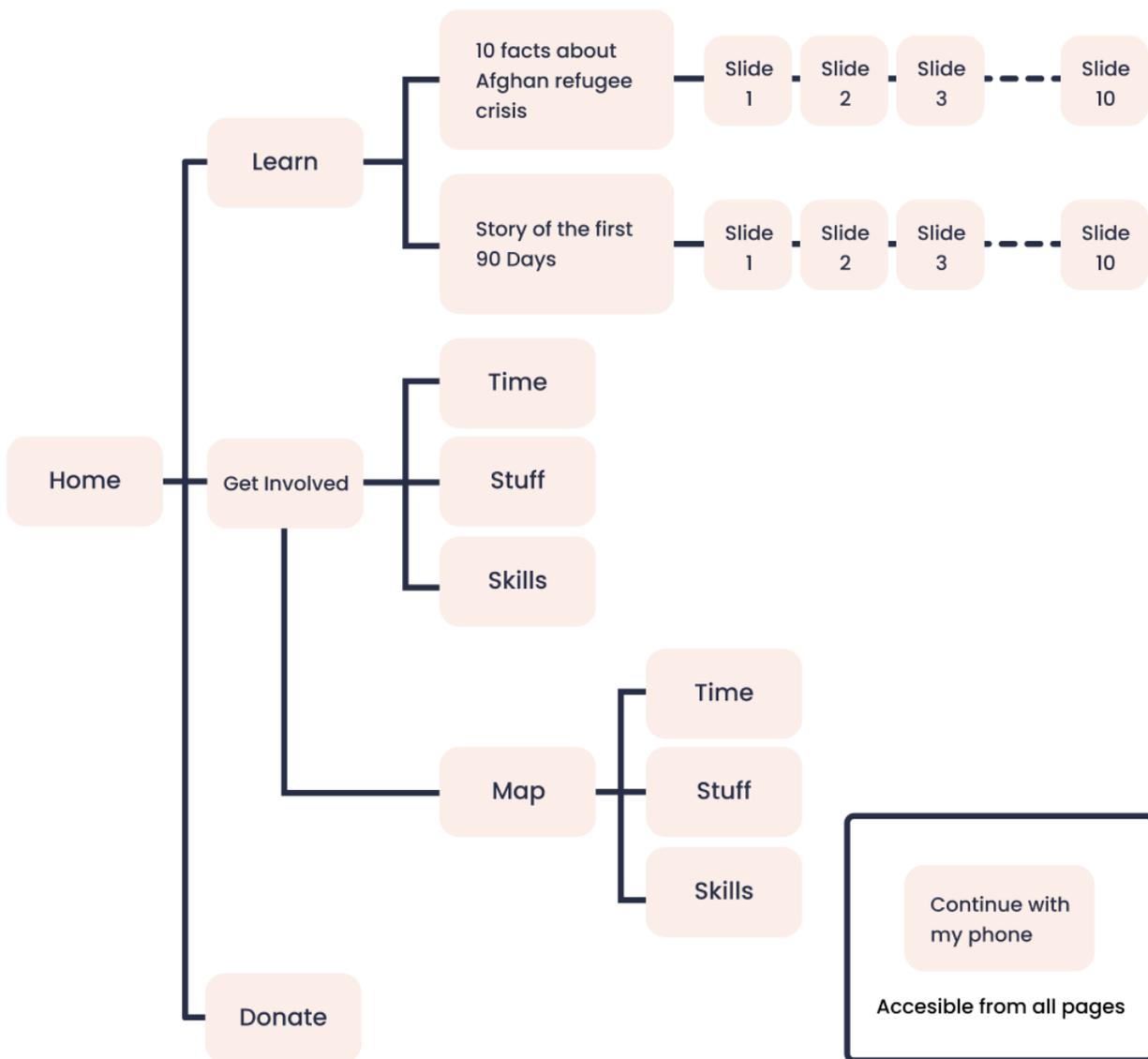
In our initial design, we also had the fixed “Continue with my phone” button at the bottom of the screen, on which users can tap to find a QR code and continue the information exploration. As we received feedback from some participants saying “if I could get to that faster it would be helpful,” we decided to **expose the QR code with the “Continue with my phone” label on every screen** to improve the accessibility. (picture on the right)

Usability test results

- “I really like that there’s a QR code in the description of each opportunity.”
- “I Would prefer to QR code, especially if bus is coming, probably wouldn’t want to email”
- “For me, QR code works great since I don’t have much time here at the bus stop.”

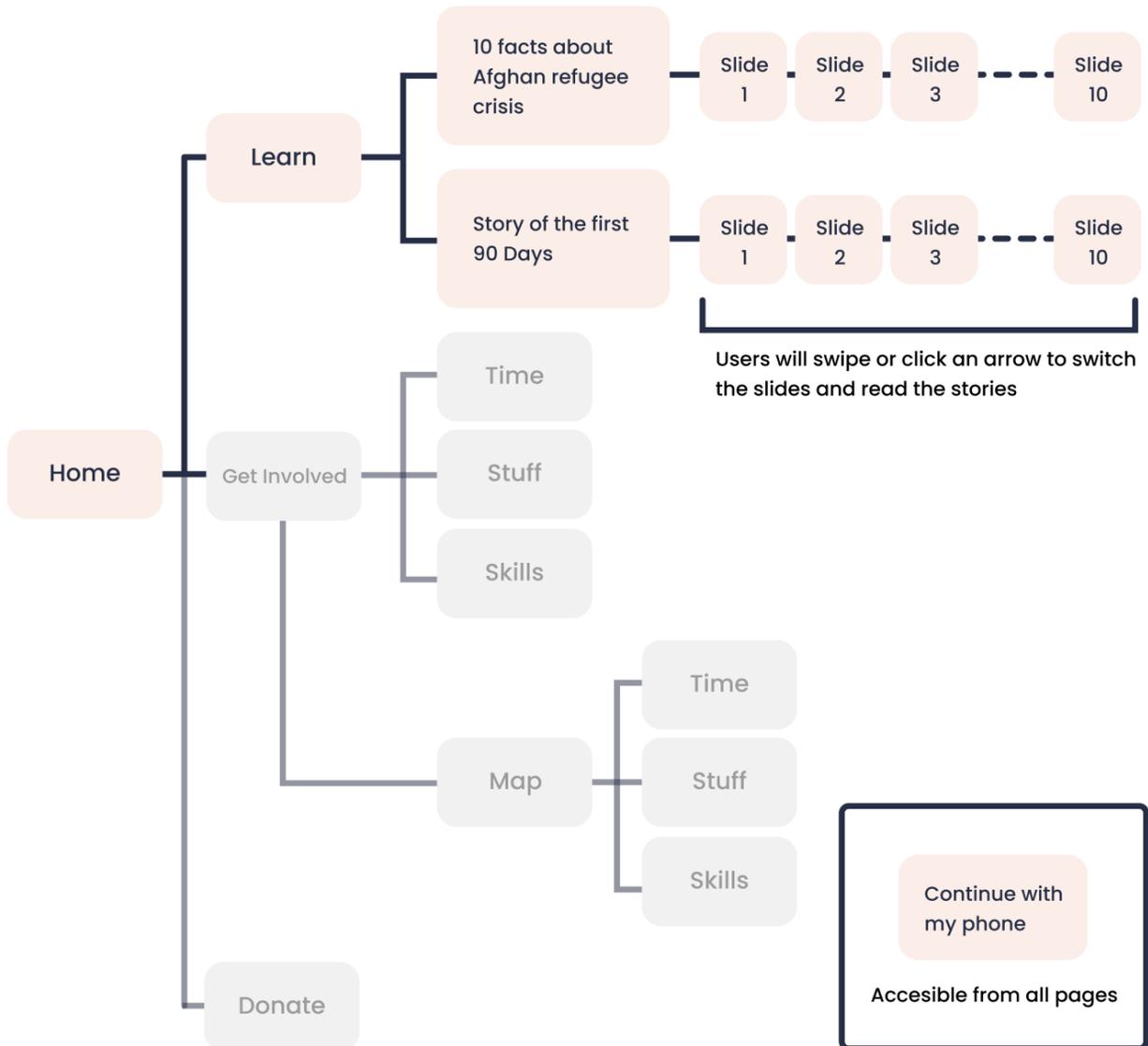
Process Flow

Site Map



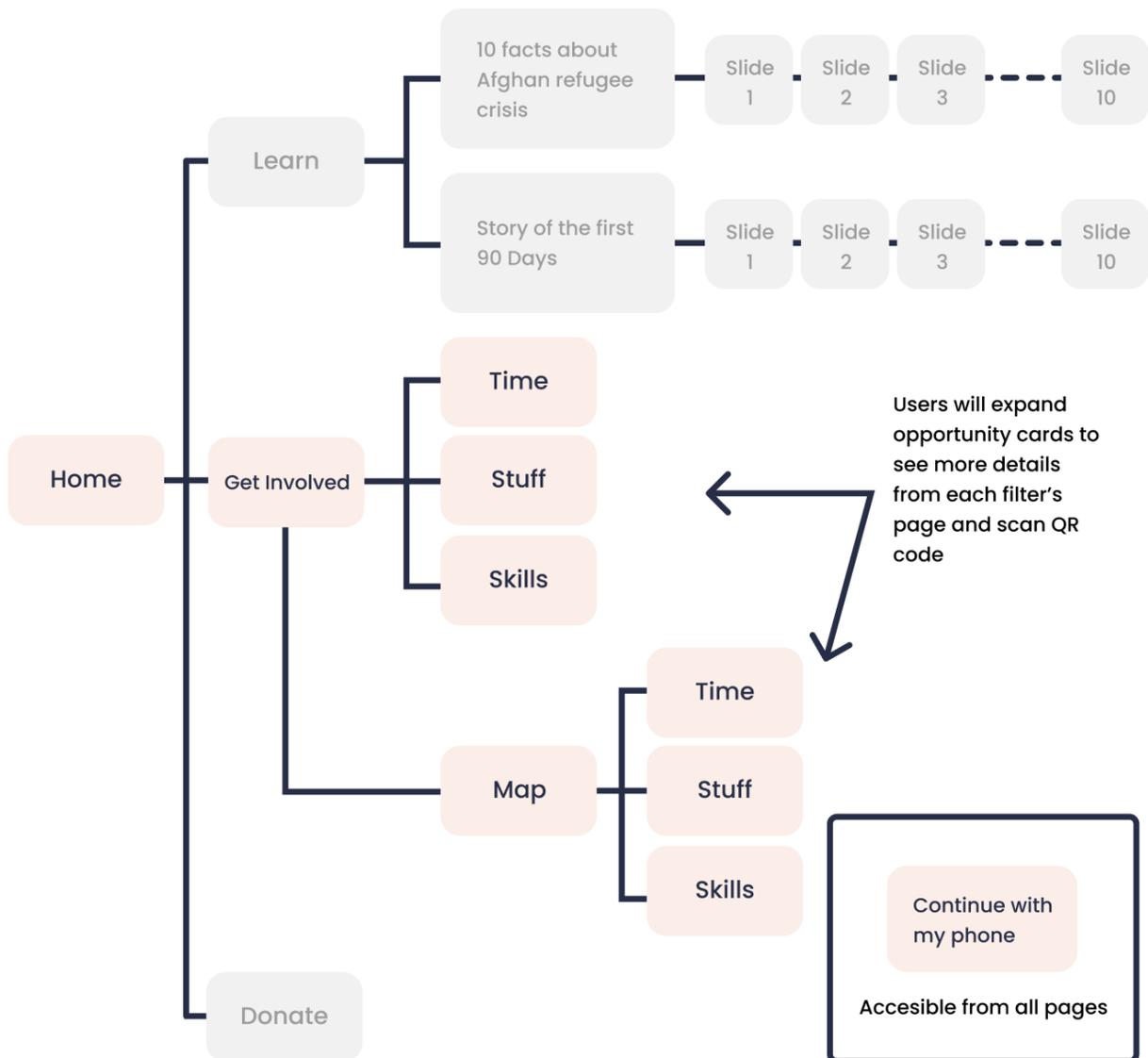
'Learn' Pathway

Users can select between two education paths, a) 10 Facts About the Afghan Refugee Crisis and b) Story of the First 90 days. Users can swipe or tap on arrows to move through slides and consume the content.



'Get Involved' Pathway

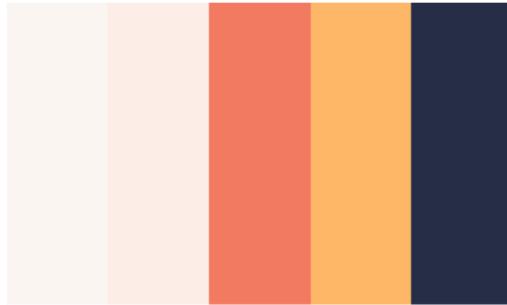
In the 'Get Involved' screen, users can filter by and discover opportunities based on their preferences, as well as time commitment and experience. Each filter's page provides a selection of opportunity cards, which can be individually expanded to present more details about the opportunities.



UI Screens and Interaction

UI Style Guide

Color Palette



#FBF5F2 #FDEDE7 #F27A61 #FEB767 #252D47

Typography



HEADING (Bold)

**Lorem Ipsum Dolor Sit Amet
Consectetur**

BODY (Medium)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Opportunity Card Design



Drop shadow

x: 6 y: 6
Blur: 20 Opacity: 15%

Corner radius: 30

Filter Design



Drop shadow

x: 2 y: 2
Blur: 12 Opacity: 25%

Corner radius: 10

Icons/Graphics

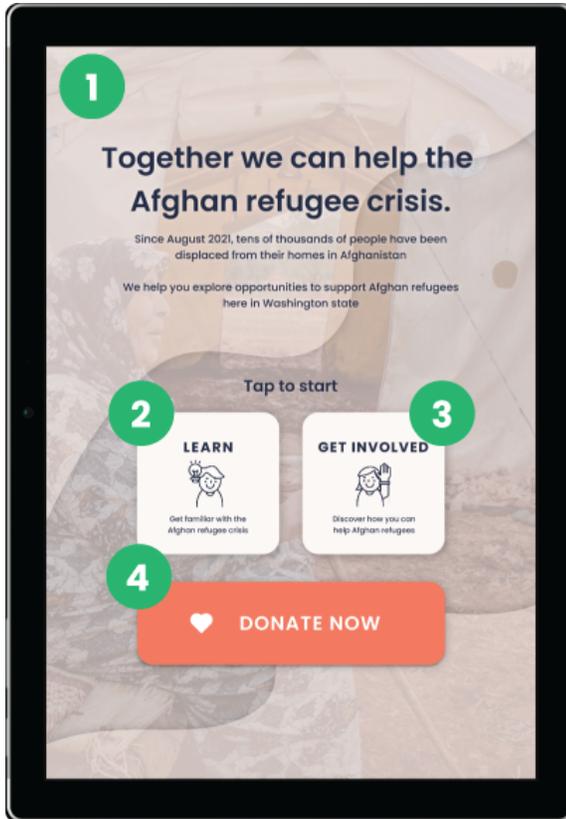


Buttons



Screen 1: Home

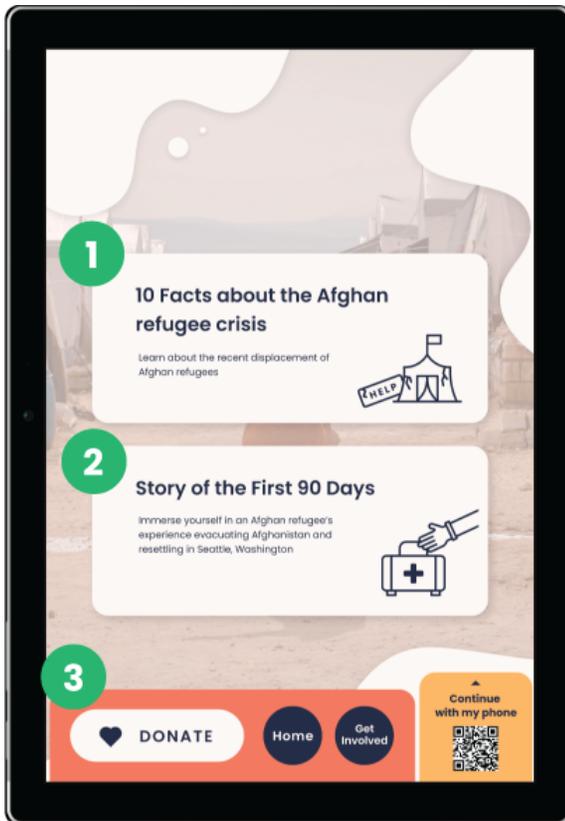
The Home screen presents three cards: 'Learn', 'Get Involved', and 'Donate'.



Ref.	Element	Description	Interaction
1	Background image slides	Loop and auto-play image slides. It begins automatically on launch (use the 6 images above)	N/A
2	Learn (button)	One of the primary CTA buttons	On tap, users proceed to the "Learn" page
3	Get Involved (button)	One of the primary CTA buttons	On tap, users proceed to the "Get Involved" page
4	Donate (button)	One of the primary CTA buttons	On tap, users proceed to the "Donate" page

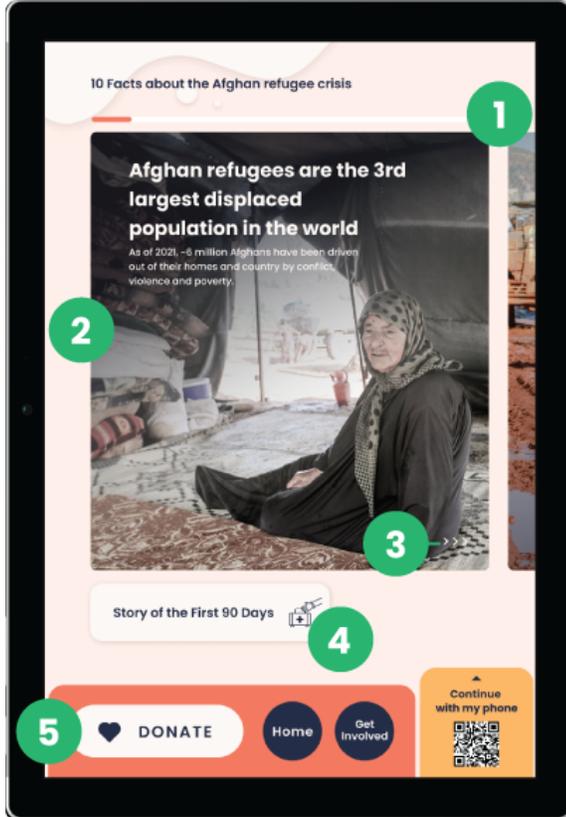
Screen 2: Learn

The 'Learn' screen presents users with background information on the Afghan refugee crisis through short takes and rich storytelling. Users can select between two educational modules, "10 Facts About the Afghan Refugee Crisis" or "Story of the First 90 Days", to increase their understanding of the issue locally and globally.



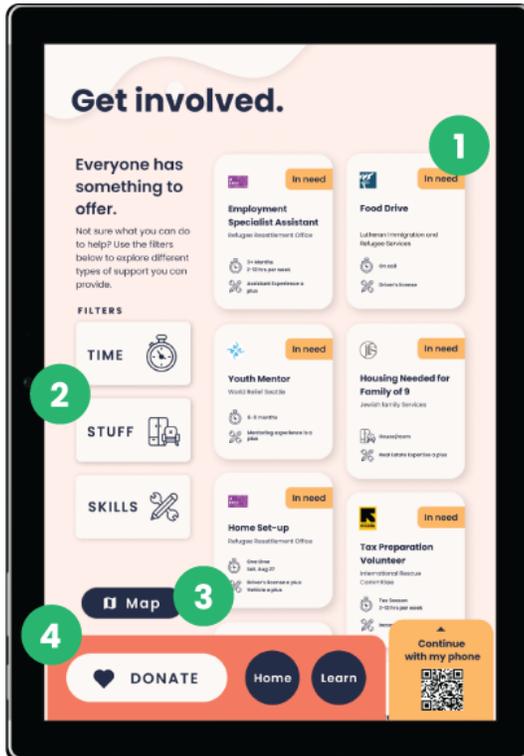
Ref.	Element	Description	Interaction
1	"10 Facts about the Afghan refugee crisis" button	N/A	On tap, story slides transition through the "10 Facts about the Afghan refugee crisis"
2	"Story of the first 90 days" button	N/A	On tap, the screen transitions to the "Story of the First 90 Days" slides.
3	Menu Bar	It's fixed at the bottom of the page. (see "Component 1" for details)	N/A

Screen 3: 10 Fact About Afghan Refugee Crisis



Ref.	Element	Description	Interaction
1	Progress bar	It shows how much story users completed	N/A
2	Story image	N/A	Swiping right progresses the story content. Swiping left returns to the previous slide.
3	Arrows	N/A	On tap, the content moves to the next or previous slide.
4	"Story of the first 90 days" (button)	N/A	On tap, switch to "Story of the first 90 days" page
5	Menu Bar	Fixed at the bottom of the page. (see "Component 1" for details)	N/A

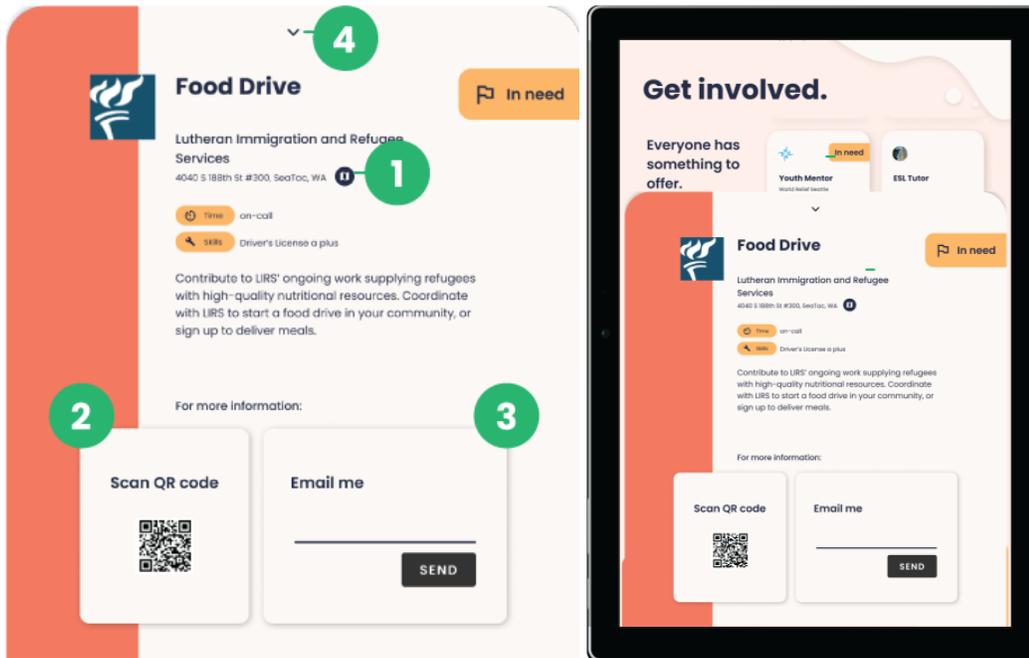
Screen 4: Get Involved



Ref	Element	Description	Interaction
1	Filters	Users can filter by three filters (time, stuff, and skills).	On tap, the cards that fall into the selected category will be shown.
2	Opportunity cards	<p>Cards with an “In need” label will be shown first followed by other cards below.</p> <p>Each card provides the following information:</p> <ul style="list-style-type: none"> Organization’s logo and name Opportunity title Key description information (time commitment, required skills, price, etc.) 	<p>The screen can be vertically scrolled to display more opportunity cards.</p> <p>On tap, the expanded card overlay will slide up from the bottom of the screen.</p>
3	“Map” (button)	N/A	On tap, switch to the map page
4	Menu Bar	Fixed at the bottom of the page. (see “Component 1” for details)	N/A

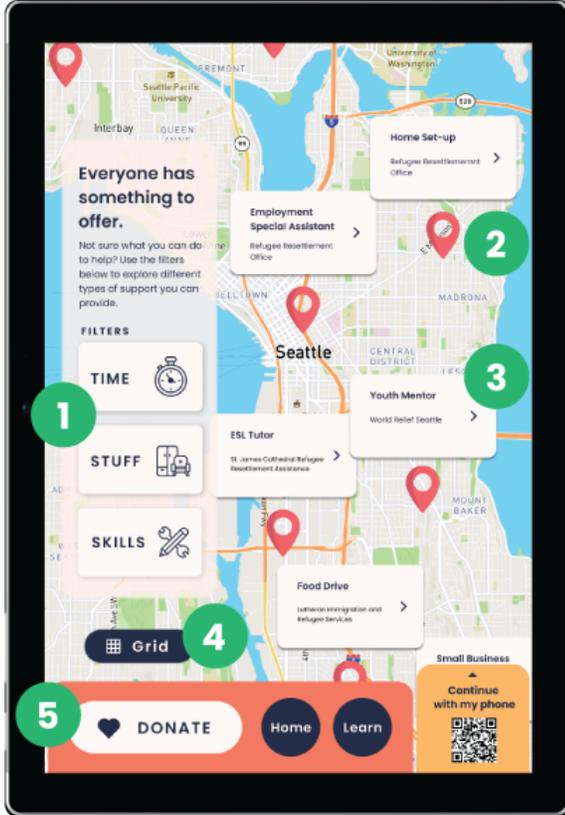
Screen 5: Expanded Card

Expanded cards provide more detailed information about each opportunity. Note: expanded card is an overlay, not a full screen. When users tap on an opportunity card, this expanded card overlay will slide in from the bottom of the page. See the images below.



Ref.	Element	Description	Interaction
1	"Map" button	Shows the location of a volunteer or donation opportunity on the map.	On tap, switch to map overlay.
2	QR code	Users can scan the QR code to get more info on their phone.	N/A
3	Email	Users can send a link to their for more info.	On tap, a keyboard appears on the screen for users to input their email address.
4	Arrow	N/A	On drag, the expanded card is closed.

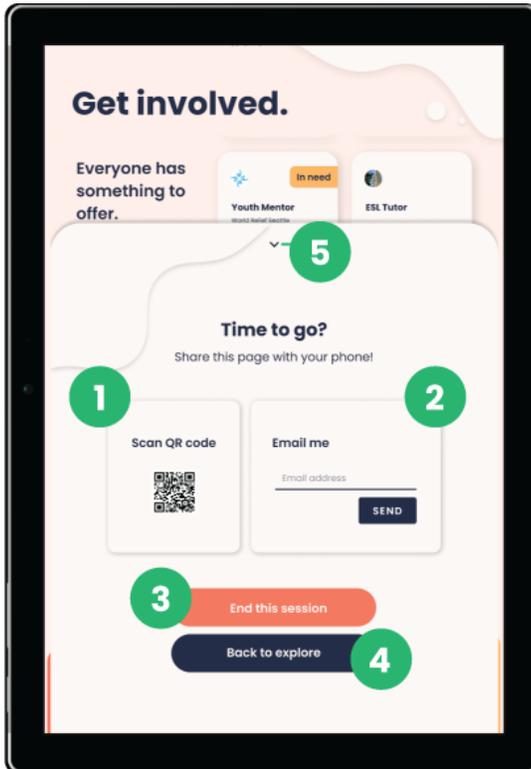
Screen 6: Map



Ref.	Element	Description	Interaction
1	Filters	Users can filter by three filters (time, stuff, and skills)	On tap, cards that fall into the selected category will display on the map.
2	Location pin	N/A	On tap, the pin is centered on the screen.
3	Opportunity card	Provides the name of the opportunity and the organization	On tap, the opportunity card is expanded to present more details.
4	Grid (button)	N/A	On tap, the screen returns to the 'Get Involved' grid view screen.
5	Menu Bar	Fixed at the bottom of the page. (see "Component 1" for details)	N/A

Screen 7: Continue with My Phone

The overlay slides up when users tap the “Continue with my phone” button. Users can choose between scanning the QR code or inputting their email address to continue their information exploration on a mobile device.



Ref	Element	Description	Interaction
1	QR code	Users scan the QR code to continue the information exploration on their phone	N/A
2	Email	Users send a link to this page to their email.	On tap, the keyboard will show up on the screen and users can type their email address.
3	“End this session” (button)	N/A	On tap, close the overlay and go back to the Home page
4	“Back to explore” (button)	N/A	On tap, close the overlay
5	Arrow	N/A	On drag, close the overlay

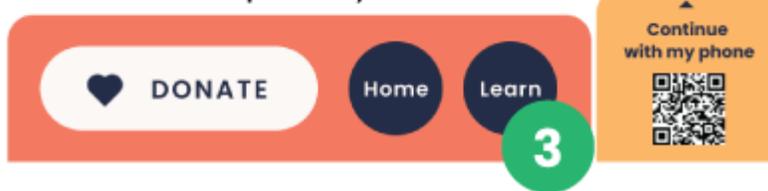
Component 1: Menu Bar

The Menu bar is fixed at the bottom of the screen on all screens except the Home screen. The positioning of the bar allows users to flexibly switch between “Learn,” “Get Involved,” and “Donate” flows with accessibility for wheelchair users and individuals of varying heights in mind. Users can also return back to the Home screen or scan the QR code with their mobile device to continue the exploration on a transportable platform.

For Learn pathway



For Get Involved pathway



Ref.	Element	Description	Interaction
1	Donate(button)	N/A	On tap, transition to the Donation page
2	Home (button)	N/A	On tap, go back to the Home page
3	Learn (button)	N/A	On tap, transition to the Learn page
4	Get Involved (button)	N/A	On tap, transition to the Get Involved page
5	“Continue with my phone” (button)	Users can either scan the QR code without tapping to continue exploring on their phone or tap the button to see the instruction	

Appendix

Prototype

We created a high-fidelity prototype with Figma.

[Try Prototype](#)

Video Prototype

We created a video prototype with Premiere Pro.

[Watch Video Prototype](#)