COVID-19 Design Challenge
Final Playback
Team 4 Asia Pacific
April 2020
Asia Pacific Team 4

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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.
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!’

“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)

“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**
- **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.
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
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
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?
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**Attributes**

**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**
(work 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

- A symbol that the community owns 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 be 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.
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.)