

Theia

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Project overview



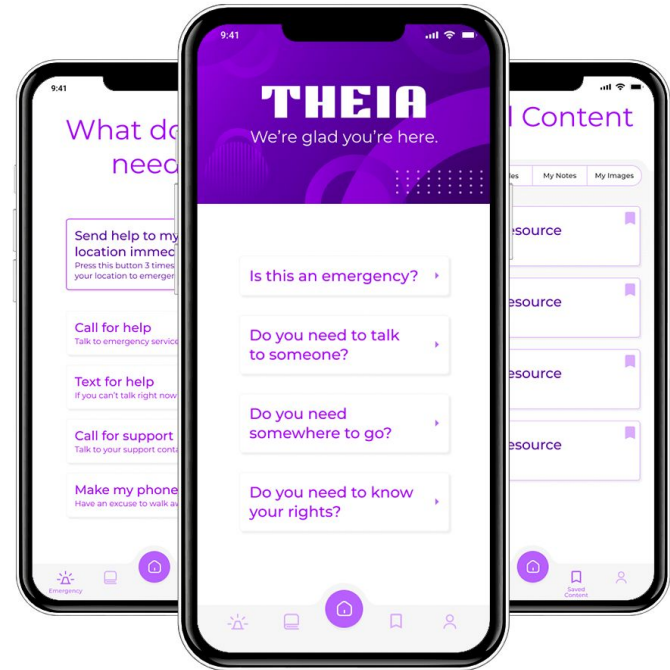
The product:

Theia is an app designed to educate and supply resources to victims of domestic abuse. It is also a place for users to store private notes and images that they may need to access later.



Project duration:

March 2023 to August 2023



Project overview



The problem:

People suffering from domestic abuse don't always have the answers or resources needed to protect themselves. They don't always have a safe way to learn more, document their abuse, or quickly contact emergency services.



The goal:

Design an app that would protect people suffering from domestic abuse.

Project overview



My role:

UX designer creating the app and website design from conception to completion.



Responsibilities:

Digital wireframing, low and high-fidelity prototyping, conducting usability studies, iterating on designs, and creating corresponding responsive websites.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I looked online at what people most need in times of crisis, and what resources are currently available. I then conducted interviews and asked people what they wish they had known in different situations. The feedback helped me determine what to focus on, what order to put the information in, and what to prioritize.

Persona 1: Giovanni

Problem statement:

Giovanni is a victim of domestic violence who needs an app tailored to this issue to protect herself while she is preparing to leave her situation.



Giovanni Taylor

Age: 31
Education: BA in graphic design
Hometown: New Orleans, LA
Family: Lives with partner & 2 cats
Occupation: Graphic Designer for a local hospital

Goals

- To safely escape an abusive situation
- To document her experiences so she can report the situation later

Frustrations

- Doesn't know where to start
- Not sure where to go that would allow her to bring her pets

Giovanni lives and works at home with her partner and 2 cats. They have been together for 12 years. Their lives are completely intertwined. She knows she needs to leave, but is struggling on what steps to take and where to go. She also needs to be careful, because her phone and internet is monitored by her partner.

Persona 2: **Bailey**

Problem statement:

Bailey is a victim of emotional abuse who needs an app tailored to this issue to learn more about what this is and what she should do next.



Bailey Brighton

Age: 23
Education: Some college experience
Hometown: Mandeville, LA
Family: Lives with partner
Occupation: Works as a server

Goals

- Try to determine what is different about her current relationship
- Protect herself while trying to determine what to do next

Frustrations

- Not sure where to go first
- Doesn't have anyone to talk to about this

Bailey has been in a relationship with someone for 2 years. They live together, and because he is an accountant, he is in charge of their joint finances. However, he has recently grown distant, and become angry quickly. She wants to try and figure out what's next in a discreet way without him finding out that she's reconsidering their relationship. She just needs someone to talk to.

Digital wireframes

I wanted to keep this design clean and really focus on the content.

Clean layout that highlights the most important needs of the users

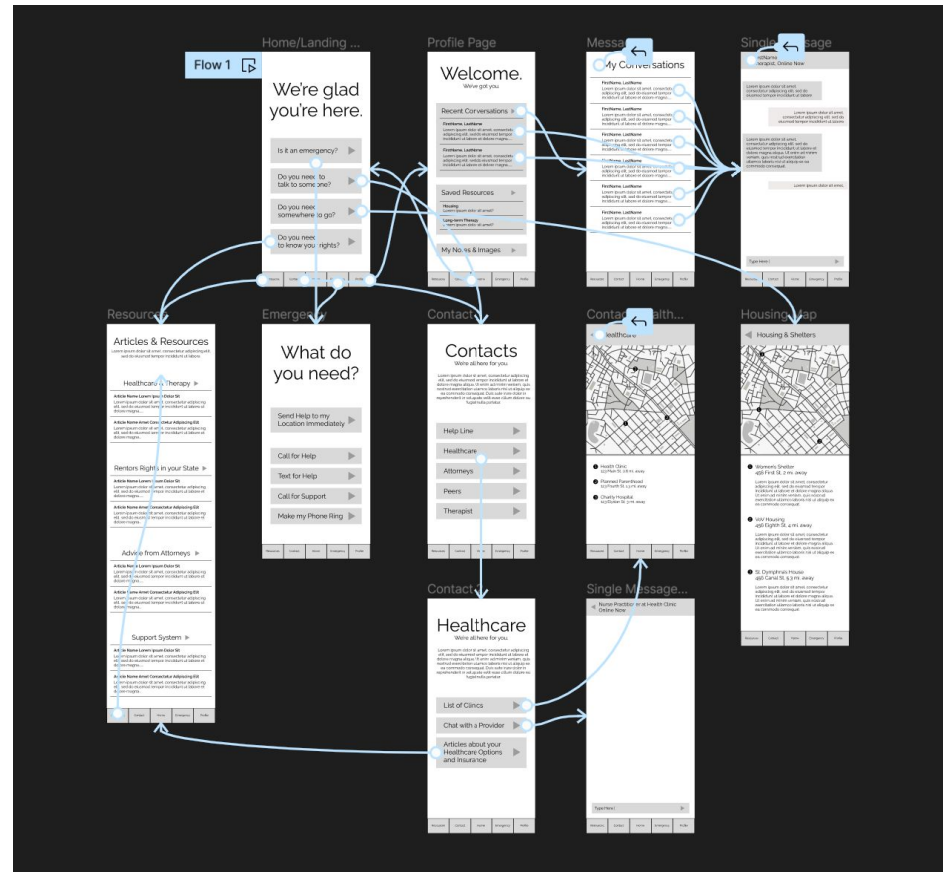


Each button will take users to a separate page that would help them with that specific issue.

Low-fidelity prototype

I focused on making the app easy to navigate, and broke down the sections by task.

Find prototype [here](#).



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Texas, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users wanted the content broken down by topic, not task.

2

Finding

Users wanted a way to disguise and hide the app from abusers.

3

Finding

Users wanted a space to upload and save private notes and images.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

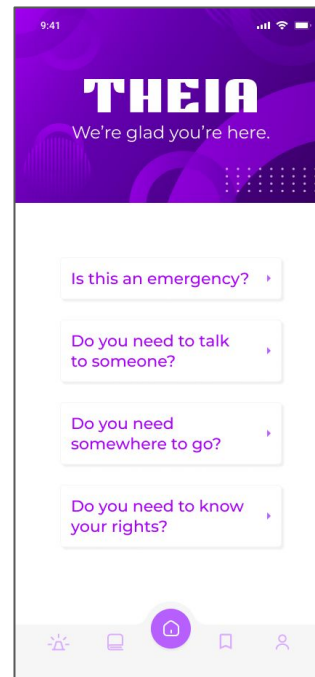
Mockups

I kept the main topics in the homepage, but adjusted the menu at the bottom to accommodate saved resources.

Before usability study



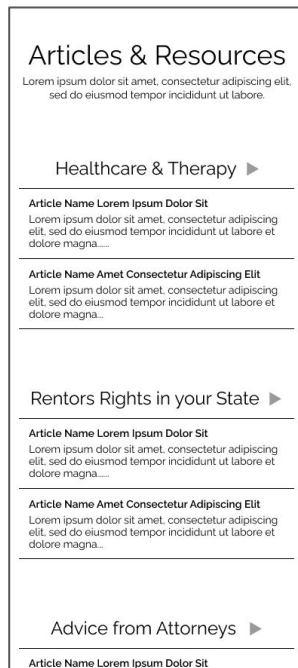
After usability study



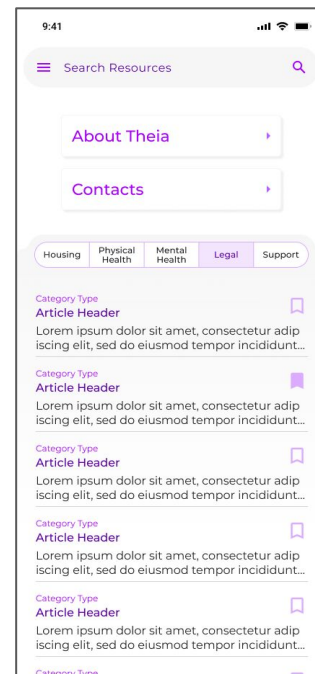
Mockups

I added a search function to the resources tab, and moved the contact tab to a space within resources. There are also tabs at the top that help separate the articles rather one long page.

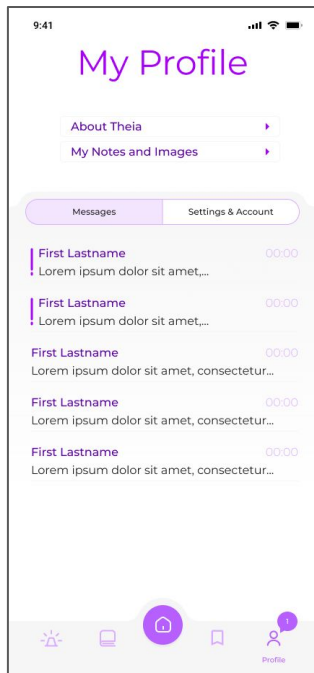
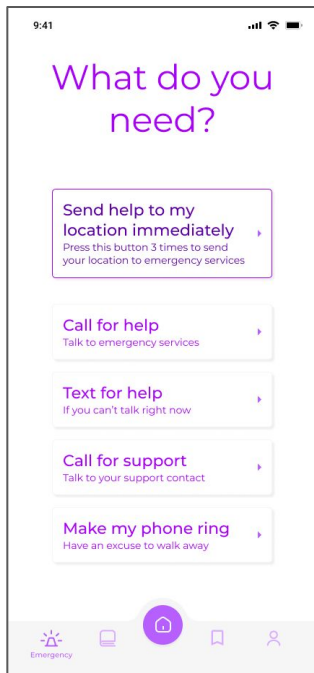
Before usability study



After usability study



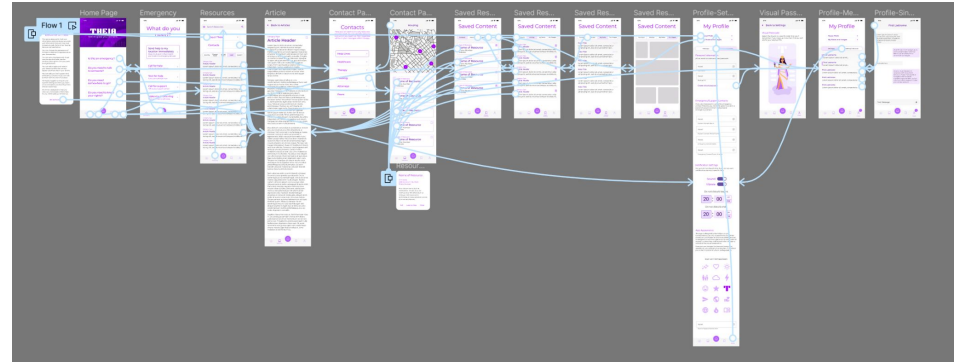
Mockups



High-fidelity prototype

This new prototype keeps the clean design, but is much more robust. It allows the users to customize their experience, and allows them to save a lot of content.

Find the prototype [here](#).



Accessibility considerations

1

The colors have enough contrast and the font is a larger size so everything is legible.

2

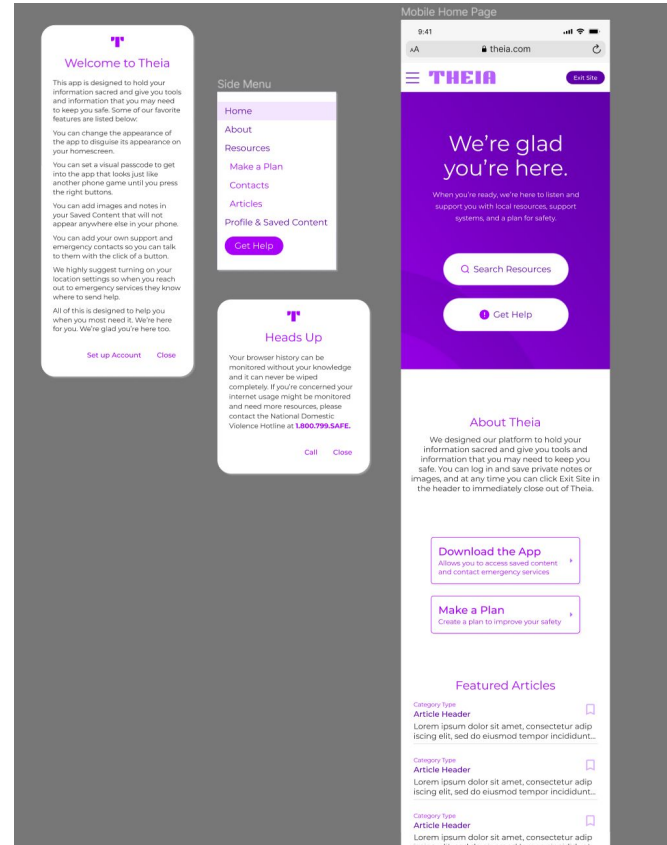
Text pops up with each icon to better explain what each section is.

Responsive Design

- Information architecture
- Responsive design

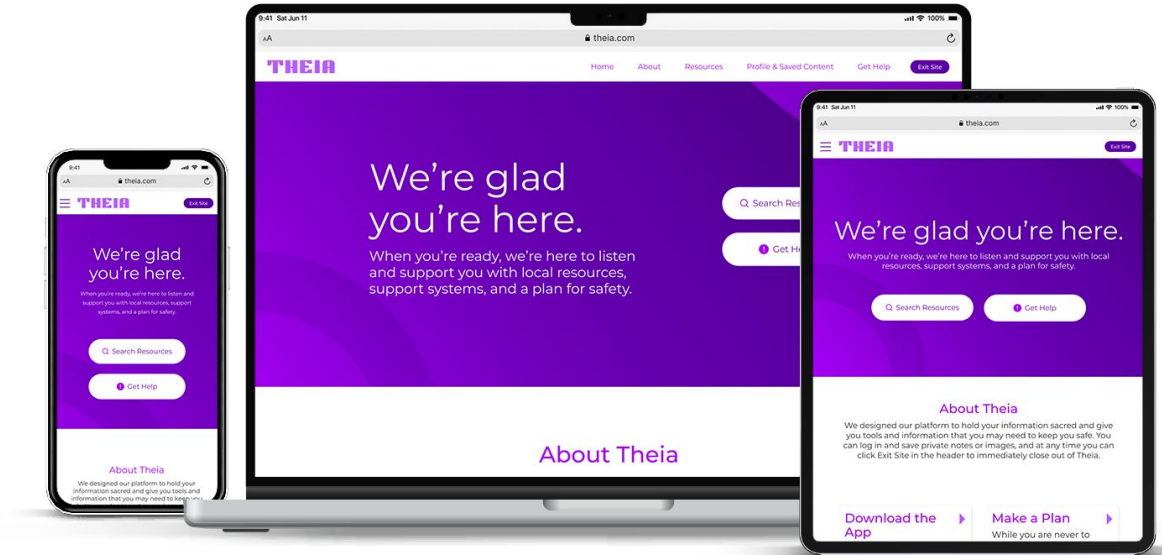
Sitemap

When creating the web design for Theia, the content stays largely top of mind and dictated how the site would be layed out.



Responsive designs

More information is included on the



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users stated that not only did this app give them the information they would need, but it also gave them a sense of agency and autonomy in difficult situations.



What I learned:

Throughout this project, I learned more about the issues facing those experiencing abuse. I learned that providing information and a sense of agency can go a very long way.

Next steps

1

Complete more usability studies to ensure the designs are accessible, functional, and address user needs.

2

Continue to get and implement feedback from a wider range of users.

3

Expand on the web designs to ensure the website is just as robust and comprehensive as the app.

Let's connect!



Thank you for reviewing my work. If you would like to get in touch, you can contact me at gabrielle.favret@gmail.com.