

Centennial College Safety Watch App

Content Strategy Report

Introduction:

The content strategy report is focused on sexual assault and violence. The scenario involves a female student being threatened by her former boyfriend to show up on campus to “get back at her”.

In the report, we will be reviewing content deemed necessary for the Safety Watch App and how the content can be applied to the aforementioned scenario. This report will provide practical suggestions, a feasible modification plan, and notable examples for the user who would come across similar situations.

Finally, the updated app would be created with a more user-friendly experience to attract users and be a handy tool in critical situations.

Core issues for the scenario

The student being threatened needs to know what to do and how the app can assist her in the process. However, there are minimal helpful functions that will physically help the situation, only the ‘emergency contact’ and limited informative resources.

Necessary content suggestions:



Part I: Emergency



1. The campus emergency contact numbers and availability need to be clearly outlined.
2. The 911 emergency contact number.
3. Newly-added emergency tools that can help the user in critical situations.
4. Allow users to have a tailor-made “My Emergency” icon in fixed toolbar at the bottom of the page so that users can click onto it anytime on any page.

Part II: Prevention

1. Reorganize a simple and clear "report a case" tutorial
2. Have one or more functions accompanying the users while they are working on campus or going home
3. Add prevention workshops, counselling, and self-defence classes (including schedules and registrations)

Useful current content and modification plan

Current content	Content details	Gap	Modification recommendation	Location
Emergency contacts	  <p>In the 2 clickable sections shown above, the campus emergency and 911 contact numbers can be accessed from the app when clicked upon and have the number shown on the dial pad of the phone ready to be used.</p>	<p>Missing the available hours for campus security emergency line.</p> <p>We would recommend a customized shortcut <i>My Emergency</i> in this section: alarm + flash + whistle</p>	<p>Change the heading to 'Emergency'.</p> <p>Add the campus security availability.</p>	Keep in the same location.
FriendWalk	Users can send an email or message to invite a friend to accompany them during a walk to ensure user gets home safe. There is a <i>Share</i> button to allow the user to send a link to their friends to track their route progress.	Useful for the scenario. It just the button design not very outstanding for its use.	Change the button design and rewrite the instructions into point form.	Suggest moving this to Prevention section
Work Alone	The user register in this app and starts "work alone". The app will ask the user to "check in" at certain time. If the user fail to check in for 5 minutes, the app will call the campus	Useful for the scenario. It just the button design not very outstanding for its use.	Change the button design and rewrite the instructions into point form.	Suggest moving this to Prevention section

	security.			
Request a Walk Escort	Request the campus security walk along with the user to the parking lot or nearest public transport spot	The call button hidden in the "Safety and Security" section that isn't very noticeable by users	Create an individual button for it	Under the "Prevention section"
Support Resources	  Under the Support Resource section, subsection 'Student Relations Office' exists to help provide students with support including but not limited to academic matters, social or behavioral concerns, issues of conflict, harassment or discrimination.	The support would require the user to call and make an appointment during office hours. There is no informative content that would provide immediate mediation for the user in specific situations.	Keep it as support information	Keep in the same location

New App Content Strategy for the scenario

Main Section	Subsection	Content	Rationale	Example/Demo
Emergency (Existing section, name changed)	Emergency contacts (Existing section)	1.24/7 campus security number 2. 911	To provide quick & easy access to emergency contacts.	This section is for emergency situations. If a user comes across an emergency situation, they can press one button to call campus security or
	<i>Emergency Tool</i> Alarm+flash+	The button when clicked will sound an alarm, loud	For surrounding people to be alerted that something is wrong and hopefully	

	whistle (New section)	whistling noise, and blinking flashlight.	scaring away the predator.	turn on <i>Emergency</i> alarm/flash/whistle for instant help.
Prevention (New section)	Report your problem (New section)	This section provides the clickable contact number and email address where they can report their problem.	When feeling threatened, users need to know how to avoid/prevent situations from happening.	The ex may or may not show up, but the victim would need more knowledge on how to protect herself through resources supplied on the app.
	Emergency situation tutorials (New section)	The tutorial/workshop schedules and registration buttons to allow users to register.		
	Prevention workshop, counselling, and Self-defence class (New section)	A channel to place the women safety related resources and events. Users can register and join the events.		
	FAQ (New section)	Informative resources for users in situational cases.		
	FriendWalk (Existing section, move to prevention section)	Users can send an email or message to invite a friend to accompany them during a walk to ensure user gets home safe. There is a <i>Share</i> button to allow the user to send a link to their to track		

		their route progress.		the predetermined period of the ex showing up.
	Work Alone(Existing section, move to prevention section)	The user register in this app and starts “work alone”. The app will ask the user to “check in” at certain time. If the user fails to check in for 5 minutes, the app will call the campus security.	To provide security when working at the campus. Campus security will check up the missed work alone user.	The app will accompany the users working on the campus. If the ex of the girl hidden in the campus and attack her, the campus security can help her.
	Request a Walk Escort (Existing section, move to prevention section)	Request the campus security walk along with the user to the parking lot or nearest public transport spot	To provide security when the user walking to the parking lot or public transport at night	If the ex waiting for the girl outside the campus, the security guard can protect the girl until she access the transportation safely.
Support resources (Existing section)	Women’s Safety (Existing section, move from SEXUAL ASSAULT section to here)	Behavior of stalking, sexual assault, violence in relationships, and tips that users should know about.	To let users know that they are not alone and that there are existing resources on-site for them.	If the users want to know more information about women’s safety or sexual abuse, they can click the links to learn more.
My Emergency (New section)	The users can tailor-made their wanted emergency function keys here, such as Alarm+flash+whistle, etc.	This serves for emergency needs. The users can add any functions they feel are crucial emergency items for themselves, and customize it to their shortcut section, so they	According to users’ needs, users can have a tailor-made emergency key at the bottom of the app. This key appears on every page at all times.	If an emergency situation arises, user can open the app and select the function immediately which would have already been added in their customized ‘My Emergency’ section.

		can use function in a quicker and more efficient way.		
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Summary of the current app and recommendations

The user flow of the functions and features in the app makes it hard for the user to understand where the information is located. Information needs to be organized in a functional way for users to be able to easily access the information.

We recommend adding a shortcut section that allows users to add more useful sections for their specific needs (see the picture below). Combination of the overhaul of information under “Sexual Assault and Violence” needs to be put into one link that connects the user to a website specializing in this category. The app should be to help the user in crucial situations and delivering necessary information which can be done through an alarm function and links to external websites for corresponding informative resources.

Reference for the shortcut page.

