The Girls Refuge

PROJECT PRESENTATION

Presented by team T2

Peachy
Sam
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THE GIRLS REFUGE

Discover

Understanding the Problem space

Project Overview

PURPOSE

- To provide a chatbot solution for The Girls Refuge website and to reduce the load of phone enquiries.

- To create an alternative source of contact with The Girls Refuge for young persons who identify as females who are in need of help or in a situation of emergency.

TIMELINE

- 6 week sprint

PLATFORM

- Website

TEAM MEMBERS

- Peachy Hongsuwong
- Samuel Larcher
- Hamish Carruthers
- Apattra Hongsuwong
- Neslihan Ozer

Project Timeline

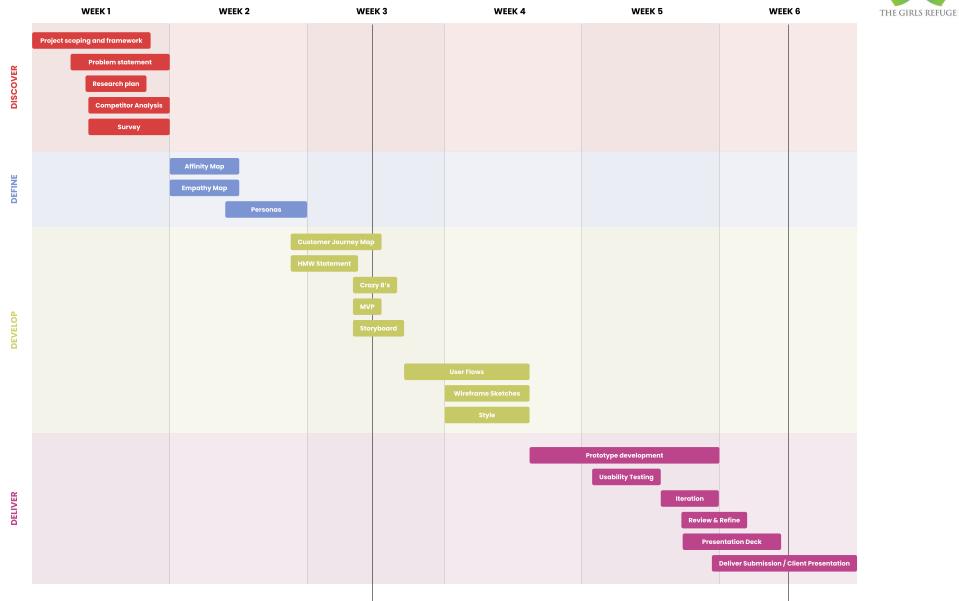## 6 WEEK SPRINT PHASES

Week 1 - **Research**
Weel 2 - **Synthesizing & Insights**
Week 3 - **Ideation**
Week 4 - **Prototyping**
Week 5 - **Usability Testing**
Week 6 - **Refine & Present**

The project timeline visualizes the tasks we need to complete for each of the 6 weeks across the project.

The timeline helps us to stay organised, plan and schedule the tasks ahead.

	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
DISCOVER	Project scoping and framework					
		Problem statement				
		Research plan				
		Competitor Analysis				
		Survey				
DEFINE		Affinity Map				
		Empathy Map				
			Personas			
DEVELOP			Customer Journey Map			
			HMW Statement			
			Crazy 8's			
			MVP			
			Storyboard			
				User Flows		
				Wireframe Sketches		
				Style		
DELIVER					Prototype development	
					Usability Testing	
					Iteration	
					Review & Refine	
					Presentation Deck	
						Deliver Submission / Client Presentation

HALF-WAY PRESENT.

FINAL PRESENT.

Project Canvas

💼 Business Background
Who/what are we working with?

Who: UX Design team (5x designers) working with The Gilrs Refuge's Senior Case Manager

What: Sydney based - The Girls Refuge - operating for over 40 years, providing short term, crisis accommodation in a safe, home-like environment for girl (cis and trans) and gender non-binary young assigned female at birth, aged 13 to 17 years, who are homeless or at risk of homelessness, with the aim of empowering them, to stabilise their circumstances, move on to safe and secure housing and live fulfilling lives.

🎯 Project Purpose
What impact are we hoping to make?

- Create a chatbot that will reduce the amount of phone enquiries **(reduce work laod on staff)**
- Providing quick access to young persons who identify as females in need

🗂️ Deliverables
What are we expected to deliver?

- Hi-fidelity chatbot prototype to sit within website.
- Website is not within scope of this project.
- Midway check in with client at halfway mark.
- Final presentation at end of project.

🔗 Approach & Methods
How will we deliver the project?

We will explore the problem space through the double diamond framework within a 6 week period. We will aim to use the following methods to explore the issue in deep:

- Research Insights and Findings through qualitative and quantitative research methods
- Affinity Maps
- Empathy maps
- User Journeys
- Information Architecture and Lo-Fi Wireframing
- HiFi Designs
- User Testing
- Click-through prototype
- Summary & Findings

⚙️ Responsibilities
Who's the team and what rituals will we use?

UX/Ui Designer:
- Peachy Hongsuwong
- Samuel Larcher
- Hamish Carruthers
- Apattra Hongsuwong
- Neslihan Ozer

Client
- Fran Seijas

To improve productivity and to be able to meet presentation and deliverable deadlines meeting will be conducted remotely using following applications:

Monday
Zoom or Discord - Meeting and discussing deliverables of week ahead

Thursday
Zoom or Discord - Discussing and reviewing weekly output - making updates and changes as required

Slack
Casual project related communication and chats

⛰️ Challenges
What are the risks?

- Chatbot integration on website competes for users attention.
- Placing chatbot where relevant. Not all pages will need a chatbot prompt.
- Find an engaging way to interact and gain trust from users through chatbot.
- Various chat options to cater to different disabilities.

Project Framework

THE GIRLS REFUGE

Participants

UX/UI Design team:
- Peachy Hongsuwong
- Samuel Larcher
- Hamish Carruthers
- Apattra Hongsuwong
- Neslihan Ozer

Participants of User Research and Testing

Client:
Fran Seijas Senior case manager at The Girl's Refuge

Goals / Objectives

- Designing a Chatbot feature for website to enable easy-to-access avenues for clients reaching out for support.
- Enhance the client journey and navigation
- Improve the customers engagement process and operational efficiency by reducing the phone enquiries

Users

- Persons who identify as female including cis, transgender and non-binary young persons assigned female at birth.
- Young families and single parents.
- Ages 13 to 30 years

User Benefits

- Improve response time for urgent cases that require immediate attention.
- Divert and automate FAQs that may cause bottle neck with the limited staff
- 24/7 accessibility
- Fast, real-time responses to queries
- Multilingual??
- Only female orientated service in NSW.
- Accomodation refuge
- Mental health services
- Safety from current situation
- A case worker who will help client throughout the situation.

Questions/Assumptions

- Difficulty in gathering users for interview and surveys.
- Chatbot will be integrated on every page where relevant
- Expanding communication channel to social media as optional reach for users.

Activities & Deliverables

Week 1 - Research:
- Project Scope
- Initial Problem Statement
- Heuristic analysis
- Competitor Analysis
- Survey

Week 2 - Synthesising & Insights:
- Surveys
- Interviews
- Affinity Map
- Empathy Map
- Personas
- Refined Problem Statement

Week 3 - Ideation:
- Customer Journey Maps
- Storyboard
- MVP
- Crazy 8s
- Card Sorting
- Wireframes

Week 4 - Prototyping:
- User Flows + IA
- Lo-fi Prototype
- Hi-fi Prototype

Week 5 - Usability Testing:
- User Testing (Lo-fi)
- Optimise & iterate Hi-fi designs

Week 6 - Refine & Present:
- Clickable Hi-fidelity Prototype

Risks & Callenges

- Limited responses for clients
- If a query doesn't relate to something previously « taught », it could get stuck and user can get frustrated. (work from a limited data base)
- The chatbots are not able to store a conversation already had, which forces the user to write the same thing over and over again.
- Complex chatbots could cost more
- Users to interact with automated responses might trigger some hesitancy to interact further
- Building up trust through a chatbot conversation
- A chatbot can be a prominent feature on every page of a site and too much "attention seeking" might act as deterrent rather than facilitate initial interaction

Milestones

- Defining Problem statement
- Conducting user research and defining the main users
- Highlighting key problems/ pain points that users are experiencing
- Concept designs & sketches
- Prototype testing & iterations for final product

Constraints

- Creating the right bot scripts in limited time
- Finding relevant users to test chatbot.

Scope

The scope of this project is from usability testing through to design iterations of high-fidelity prototypes of the chatbot feature. Development of the website and ongoing research fall outside the scope of this product.

This project will focus on designing The Girl's Refuge chatbot feature only.

Competitors

- Youth off the streets
- Care takers cottage
- Core community services
- Penny's - Project youth
- Taldumande Youth Services

To better understand the scope and to give the project more definition we created a project canvas and project framework. The project framework will help us manage the scope of the project.

The project canvas is split into 6 different categories.
- **The background of the business**
- **The purpose of the project**
- **The deliverables we have to tackle**
- **The approach and methods we will use and apply**
- **The responsibilities of everyone involved; and finally**
- **The challenges which may lie ahead.**

Competitor analysis

	YOUTH OFF THE STREETS	CARE TAKERS	CORECS	PROJECT YOUTH	TALDUMANDE
	https://youthoffthestreets.com.au/	https://www.caretakers.org.au/	http://corecs.org.au/our-services/fairfield/	https://www.projectyouth.org.au/crisis-refuges	https://www.taldumande.org.au/
CORE SERVICES	• Housing and accommodation • High school/Education • Alcohol and Other Drugs Counsellor • Mental health support • Teach Life skills • Cultural support • Scholarships, training & employment • Networking opportunities	• Housing and accommodation • Help at home • Emergency Accomodation and support • Early intervention program • Youth Refuge • Youth Support • Home Care • Support for mental health / drug / alcohol • Advice on different school and education options	• Aged & Disability Services • Children Services (Pre-School / Workshops) • Community Engagement • Youth Services - Homelessness / Refugee / Early Intervention / Drung & Alcohol / Multicultural Youth Support / Youth Settlement • Multicultural Support • Families Support	• Early Intervention • Education Employment & Training • Housing and Homelessness	• Housing and Homelessness • Family services (eg. Family Restoration & Preservation, Young Offenders Intervention) • Aftercare support • Outreach Program
HEURISTIC EVALUATION	Need help now? Call back form, Emergency numbers list. Phone only available 9-5 • Prominent "Need Help Now" button in the main navigation section of the site • Prominent Donate button in the navigation section • Call me back form - user can leave a message to be called back and/or refer someone needing support • 24/7 emergency contact numbers displayed • No Live Chat Feature available / live interaction with a support team member	• Donate button very prominent in main navigation • Several social media channels highlighted as icons in the footer section on each page • Contact us form inviting user to describe which program they are interested in • Email address and phone numbers available in footer section of the site / non prominent • No Live Chat Feature available / live interaction with a support team member	• Prominent donate button top header section • Header section feature easy accessible Call now and email us links • Service available only Mo - Fri 9am - 5pm • Several Social media channels available icons prominently displayed top of each page • Search button / search functionality available • Location map / google maps available for directions • No Live Chat Feature available / live interaction with a support team member	• Prominent Donate button in site header • Make a referral button links to a call back form which can also be used as a referral form • Several social media channels available and can be browsed using icons displayed in header section • FAQs section available • Prominent newsletter subscription button • contact email and phone number are placed in the footer section	• Prominent Donate button in site header as well as featured on the hoempage slides • Search button / search functionality available • 2 social media channels, Facebook and Instagram, in form of icons in the header section • "Get Help" menu item with 3 simple options avialble: young person, family member, make referral • Phone, Email and address easy accessible on all pages footer section • No live chat feature
CONTACT METHODS	• call me back form • refer someone else • 24/7 helpline phone numbers • email address (send a general enquiry) • phone number / landline • newsletter sign-up	• phone number • email address • contact form • address / postal information • social media channels / icons	• email address • call now - phone number • feedback form • contact us form • address / postal information • social media channels / icons	• call back form / make a referral • phone number / landline • email address • newsletter sign-up • social media icons / channels	• Address & PO Box • Email address • Phone number • Contact Form/Feedback Form • Complaint Form • Newsletter sign up

Problem Statement

PROBLEM STATEMENT V – 1.0

Young persons who identify as females feel unsafe or at risk need relevant information and a direct and responsive line of communication but are faced with late replies and poorly structured information on a website.

PROBLEM STATEMENT V – 2.0

Young persons who identify as female, trans or non-binary needs a responsive line of communication to access crisis accomodation and other forms of support from TGR but are faced with delayed responses.

Research Methods

QUANTITATIVE DATA

SURVEY
Surveys will answer questions that reflect the majority opinion. This will enable us to understand the current problems on a surface level and to test underlying assumptions. We will be connecting with Team 1 on research findings.

Main learning goals
- To scope out and highlight blindspots on the chatbot.
- How much information people are willing share on a chatbot.
- How they would like to be contacted back.
- How likely users are to interact with a chatbot.
- At what stage would the user drop off.
- How to make the chatbot engaging and seamless to the experience.

Deliverables
- Reach a minimum of 10 respondants to gather insight and patterns.
- Validated statements
- Pie chart
- Bar graph
- One page report on key findings on Miro.

DESKTOP RESEARCH

COMPETITOR ANALYSIS
Research how similiar services engage with their users.

Main learning goals
- What are similiar services doing to communicate with users.
- What communication channels do they offer.
- How do they are referral applications done.
- Analysis of core services

Deliverables
- Analysis of 5 competitors/similiar services.
- One page report.

MARKET RESEARCH
Research chatbots from other services outside the care industry.

Main learning goals
- To establish market trends on chatbots.
- Engagement level.
- Feature options.

Deliverables
- One page report of key findings on Miro

HEURISTIC EVALUATION

HEURISTIC EVALUATION
Review current website's communication flow and how it engages with users.

Main learning goals
- To identify a common usability issues with communication on The Girl's Refuge website.
- To highlight performance areas and opportunities for the chatbot.

Deliverables
- One page report on Miro.
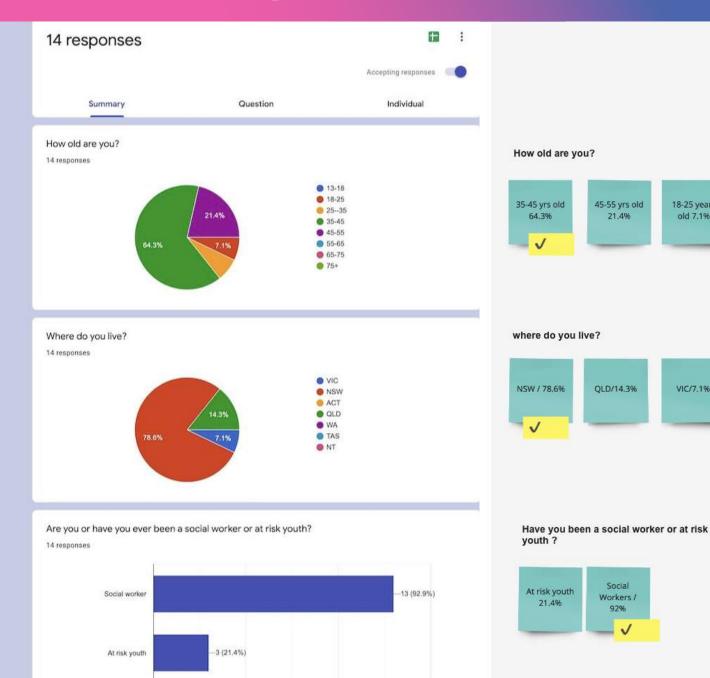
Online Survey

We conducted an online survey and received 14 responses. The data we acquired from the surveys established patterns and guidance for the next steps of the project.
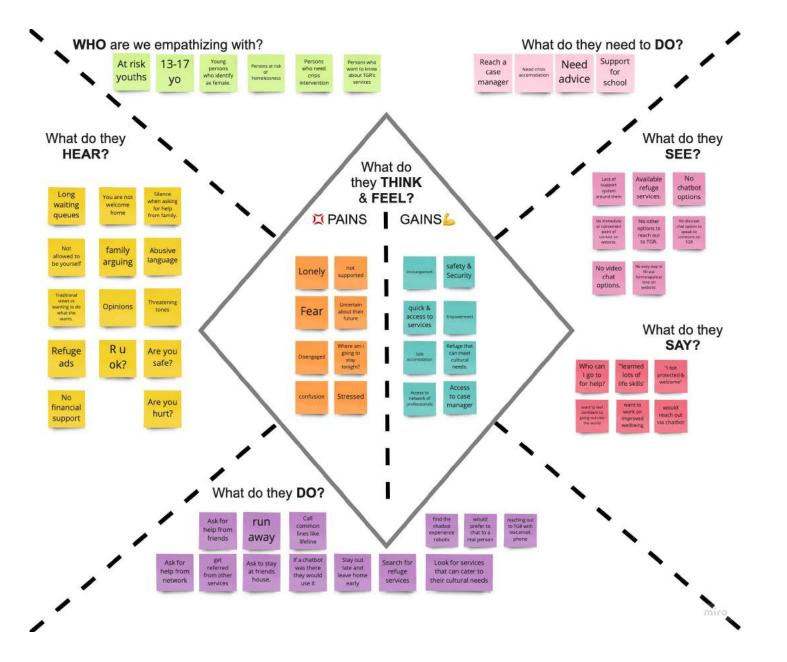
The pool of users was selective. We wanted data from persons who may have been at risk and have or is currently working in care/social work.

Define

Synthesise our research to generate insights
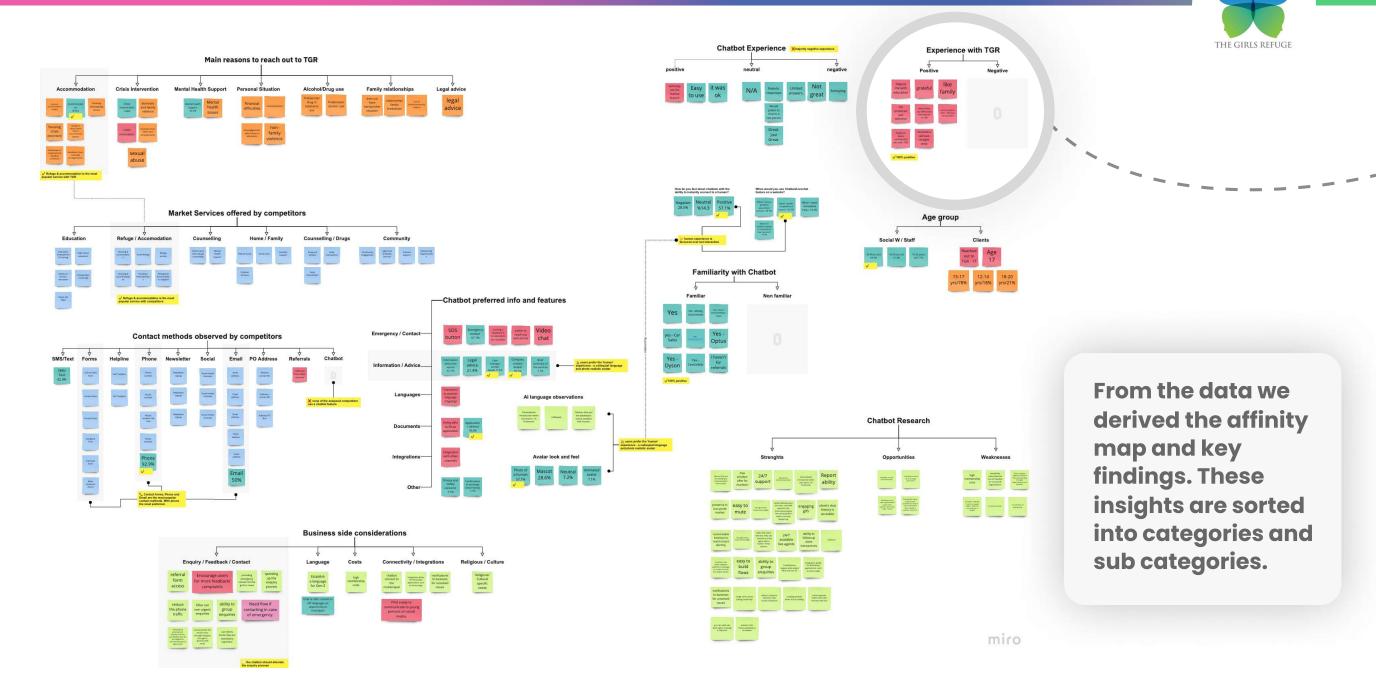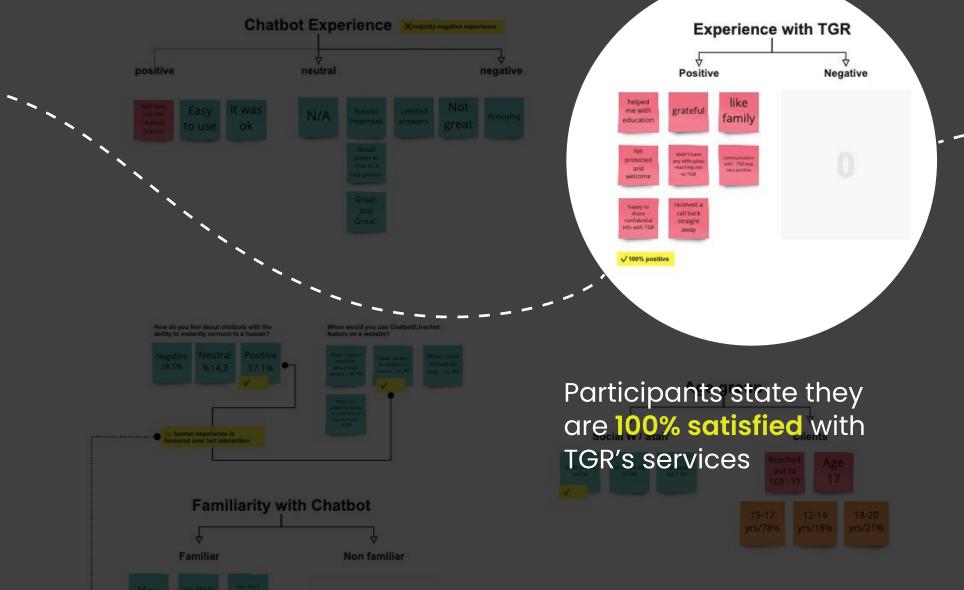to uncover what problem we are trying to solve

Empathy map

WHO are we empathizing with?
- At risk youths
- 13-17 yo
- Young persons who identify as female.
- Persons at risk of homelessness
- Persons who need crisis intervention
- Persons who want to know about TGR's services

What do they need to **DO?**
- Reach a case manager
- Need crisis accomodation
- Need advice
- Support for school

What do they **HEAR?**
- Long waiting queues
- You are not welcome home
- Silence when asking for help from family.
- Not allowed to be yourself
- family arguing
- Abusive language
- Traditional views vs wanting to do what she wants.
- Opinions
- Threatening tones
- Refuge ads
- R u ok?
- Are you safe?
- No financial support
- Are you hurt?

What do they **THINK & FEEL?**

⚔ PAINS | GAINS💪

PAINS:
- Lonely
- not supported
- Fear
- Uncertain about their future
- Disengaged
- Where am I going to stay tonight?
- confusion
- Stressed

GAINS:
- Discouragement
- safety & Security
- quick & access to services
- Empowerment
- Safe accomodation
- Refuge that can meet cultural needs.
- Access to network of professionals
- Access to case manager

What do they **SEE?**
- Lack of support system around them
- Available refuge services.
- No chatbot options
- No immediate or convenient point of contact on website.
- No other options to reach out to TGR.
- No discreet chat option to speak to someone on TGR
- No video chat options.
- No easy way to fill out forms/application form on website.

What do they **SAY?**
- Who can I go to for help?
- "learned lots of life skills"
- "I felt protected & welcome"
- want to feel confident to going out into the world
- want to work on improved wellbeing
- would reach out via chatbot

What do they **DO?**
- Ask for help from friends
- run away
- Call common lines like lifeline
- Ask for help from network
- get referred from other services
- Ask to stay at friends house.
- If a chatbot was there they would use it
- Stay out late and leave home early
- Search for refuge services
- Look for services that can cater to their cultural needs
- find the chatbot experience robotic
- would prefer to chat to a real person
- reaching out to TGR with text,email, phone

miro

The empathy map helped our team think/feel from the user's perspective. It helped us gain deeper insights into the state of the user.
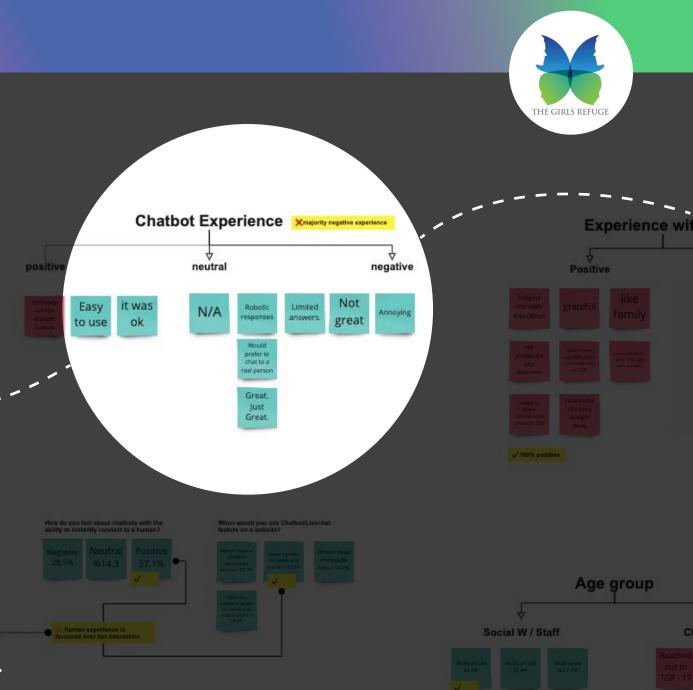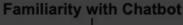
Affinity Map & Key Findings

From the data we derived the affinity map and key findings. These insights are sorted into categories and sub categories.

Affinity Map & Key Findings

Chatbot Experience ⊗ majority negative experience

positive — **neutral** — **negative**

- definitely use the chatbot feature
- Easy to use
- it was ok

- N/A
- Robotic responses
- Limited answers.
- Not great
- Annoying
- Would prefer to chat to a real person
- Great. Just Great.

How do you feel about chatbots with the ability to instantly connect to a human?

- Negative 28.5%
- Neutral %14.3
- Positive 57.1% ✓

When would you use Chatbot/Livechat feature on a website?

- When I have a question about their service / 35.7%
- Never I prefer to speak to a human / 35.7% ✓
- When I need immediate help / 14.3%
- When I'm unable to speak to someone at that moment / 14.3%

☺ human experience is favoured over bot interaction

Familiarity with Chatbot

Familiar — **Non familiar**

- Yes
- Yes - Mostly Government
- Yes - Don't remember I have

o and features

Experience with TGR

Positive — **Negative**

- helped me with education
- grateful
- like family
- felt protected and welcome
- didn't have any difficulties reaching out to TGR
- communication with TGR was very positive
- happy to share confidential info with TGR
- received a call back straight away

0

✓ 100% positive

Participants state they are 100% satisfied with TGR's services

Social W/ Staff — Clients

- Reached out to TGR - 17
- Age 17
- 15-17 yrs/78%
- 12-14 yrs/18%
- 18-20 yrs/21%

THE GIRLS REFUGE

Affinity Map & Key Findings

Chatbot Experience ✗ majority negative experience

positive | neutral | negative

Easy to use | it was ok | N/A | Robotic responses | Limited answers. | Not great | Annoying

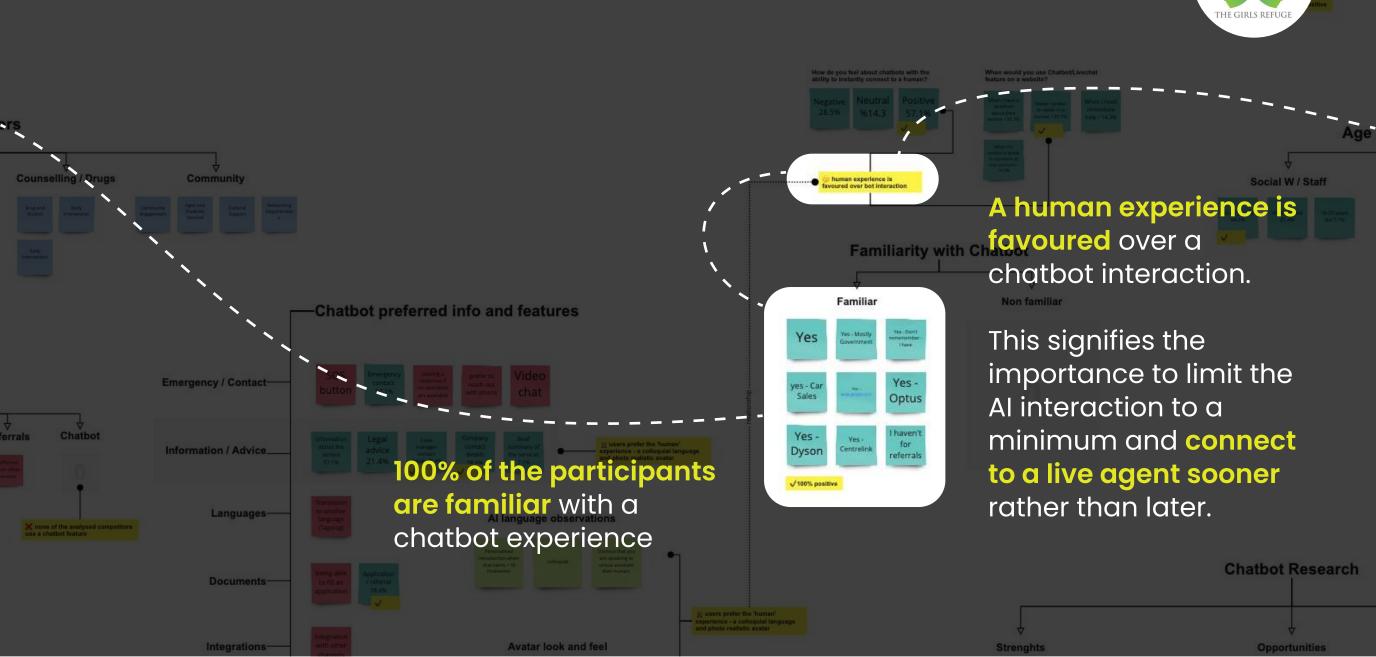Would prefer to chat to a real person

Great. Just Great.

Participants **lean to an overall negative experience** when it comes to interacting with a chatbot.

Some keyword phrases mentioned were "**robotic responses**" and "**limited answers**".

Family relationships | Legal advice

time out from family/other situation | relationship/ family breakdown | lack of family/community support

legal advice

Drugs

Community Engagement | Aged Disability Services

Experience wit...

Positive

helped me with education | grateful | like family

Not protected and welcome

happy to share confidential info with TGR | received a call back straight away

✓ 100% positive

How do you feel about chatbots with the ability to instantly connect to a human?

Negative 28.5% | Neutral %14.3 | Positive 57.1%

When would you use Chatbot/Livechat feature on a website?

human experience is favoured over bot interaction

Age group

Social W / Staff

35-45 yrs old 64.3% | 45-55 yrs old 21.4% | 18-25 years old 7.1%

Familiarity with Chatbot

Familiar | Non familiar

15-17 yrs/78%

THE GIRLS REFUGE

A human experience is favoured over a chatbot interaction.

This signifies the importance to limit the AI interaction to a minimum and **connect to a live agent sooner** rather than later.

100% of the participants are familiar with a chatbot experience

How do you feel about chatbots with the ability to instantly connect to a human?

Negative 28.5% | Neutral %14.3 | Positive 57.1%

When would you use Chatbot/Livechat feature on a website?

human experience is favoured over bot interaction

Familiarity with Chatbot

Familiar | Non familiar

Familiar:
- Yes
- Yes - Mostly Government
- Yes - Don't remember - I have
- yes - Car Sales
- Yes - Optus
- Yes - Dyson
- Yes - Centrelink
- I haven't for referrals

✓100% positive

Counselling / Drugs
- Drug and Alcohol
- Early Intervention
- Early Intervention

Community
- Community Engagement
- Aged and Disability Services
- Cultural Support
- Networking Opportunities

Social W / Staff

Age

Chatbot preferred info and features

Emergency / Contact
- SOS button
- Emergency contact
- Leaving a response if live operators are available
- prefer to reach out with phone
- Video chat

Information / Advice
- Information about the service 57.1%
- Legal advice 21.4%
- Case manager contact
- Company contact details
- Brief summary of the services

users prefer the 'human' experience - a colloquial language and photo realistic avatar

Languages
- Translation to another language (Tagalog)

Documents
- being able to fill an application
- Application / referral 78.6%

Integrations
- Integration with other channels

AI language observations
- Personalised introduction when chat starts = Hi [Firstname]
- colloquial
- Obvious that you are speaking to virtual assistant than humans

users prefer the 'human' experience - a colloquial language and photo realistic avatar

Avatar look and feel

ferrals | Chatbot

✗ none of the analysed competitors use a chatbot feature

Chatbot Research

Strengths | Opportunities

THE GIRLS REFUGE

Education

Refuge / Accomodation

Counselling

Home / Family

Counselling / Drugs

Community

Looking at the analysed competitors we could confirm that **Phone is the most popular** and preferred contact method.

Contact methods observed by competitors

SMS/Text   Forms   Helpline   Email   PO Address   Referrals   Chatbot

SMS/ Text 42.9%

Phone 92.9%

Email 50%

✗ none of the analysed competitors use a chatbot feature

📞 Contact forms, Phone and Email are the most popular contact methods. With phone the most preferred.

Chatbot preferred info and features

Emergency / Contact

SOS button   Emergency contact 57.1%   Video chat

Information / Advice

Languages

Language observations

Documents

Application / referral 78.6%

Integrations

Other

We also noticed that **none of the 5 competitors** we analysed uses a **Live Chat** feature as contact method.

Avatar look and feel

Photo of a human 57.1%   Mascot 28.6%   Neutral 7.2%   Animated avatar 7.1%

Persona

THE GIRLS REFUGE

"I want to feel at ease and safe in my life and supported to reach my life goals."

Zarah Farhat

ZARAH

AGE: 15
LOCATION: NSW
JOB: STUDENT

Personality

INTRO ————————— EXTRO

SENSING ————————— INTUITION

THINKING ————————— FEELING

JUDGING ————————— PERCIEVING

Access

LANDLINE
– ————————— +

MOBILE
– ————————— +

COMPUTER
– ————————— +

BIO / ABOUT

Zarah is a young person living in NSW. She is a student who wants to continue her education but is struggling in her home life. She cannot be open about her feelings with her family because she is bisexual and her family does not approve of her relationship. She does not have financial support nor a safe place to stay. Things are escalating at home and her brother is becoming more abusive and threatening her safety.

INTERNAL MONOLOGUE

- "Where can I go?"
- "Who can I ask for help?"
- "Will they be understanding of my situation and cultural needs?"
- "I am in danger and I do not feel safe at home."
- "I want to know my options and rights."

PAIN POINTS / FRUSTRATIONS

No one to speak to.

Family has very traditional views on how she should live her life

Cannot find information that she needs on the website.

Needs specific information on TGR services

Wants to speak to the right person for her situation.

BEHAVOUR / ACTIVITIES

- Leaves home early and comes back very late to avoid family.
- Uses social media alot.
- Struggling to connect with other people.
- Past experience with trauma.
- Struggling with school work.
- Prefers phone as primary device.

GOALS / OBJECTIVES

- Needs a safe place to stay that will understand her cultural needs.
- Empowered to pursue her dreams
- To feel safe and to be herself.
- Looking for professional support.
- To finish her education.
- To have access to a network of people she can trust.

Customer Journey Map

Zarah

18 yrs old student from NSW

"I want to feel at ease and safe in my life and supported to reach my life goals."

THE GIRLS REFUGE

Zarah's Current Journey

Phase of journey	Trigger	Awareness	Consultation	Outcome	End of flow
Goals	An event takes place that prompts the user to reach out to The Girls Refuge. The event is usually negative and requires immediate attention to a case worker to help the user out of a unsafe situation. They may need certain information or immediate attention.	Users will begin their journey to connect to a TGR case worker by email or phone call. They will try to speak to someone if they cannot find the information they need on the current website.	After users have made contact with a case manager they will be asked if they need immediate care or if they are safe. They will be able to consult someone about their situation and be given options that can help them.	If the user meets the criteria for TGR's services they will fill out forms/applications and send/post/email documents back to TGR or relevant sources. In the case that they do not meet the criteria or TGR cannot meet cater to the user's needs they will be referred to another program that will be able to help them.	There is currently no way to collect feedback data from users. Users may need to wait a certain period of time to receive help and/a reply or a call back. This may put the user in a period of uncertainty and stress.
Actions What does the customer do?	• Domestic violence. • Unsafe home life.	• User will look for information that reflects their current situation • If user cannot find information they need they will try to connect to a case manager/volunteer/staff for more information. • Points of contact are email/phone/PO box.	• Users will be able to consult someone at TGR on their situation and TGR will be able to either refer them to relevant services or provide immediate aid if their case falls within TGR's services/jurisdiction. • User's will have a case number/name based on the information provided.	• They will need to fill out relevant forms such as referral forms/applications etc. These are filled out in the user's own time and sent back to TGR. • Users will need to provide sensitive information such as personal information.	• The user must wait for a reply from TGR. • The user must wait to be referred to the correct service.
Touchpoints What part of the service do they interact with?		💻 @	☎	☎	
Customer Thought What is the customer thinking?	Who should I contact? Will they tell my family if I reached out to someone?	Will The Girls refuge be able to help her? Do they have the service she needs? Do they have space in the refuge for me to sleep for the night?	Will I be accepted based on my situation?	Should I provide all this information? Will I be in danger by giving personal information?	• How do I let them know my pain points. • I am waiting for TGR to get back to me and I feel stressed about my situation. The waiting is making me nervous and anxious. • I am stressed and still feel unsafe because I am unable to remove myself from my situation and go to a safer place.
Customer Feeling What is the customer feeling?	🤔	🥺	🙂	😣	😞
Pain points	Unsure about who and how to contact	• Unsure if TGR is the right place for her situation. • Availability of a case manager to speak to her and pick up her case. • If language was a barrier she would need a translator. • If she was disabled she would need to have access to communicate through other forms.	If her case is urgent, she doesn't know the wait time for her case and if she will be accepted into the refuge.	Takes a long time to fill out the form.	Users can not leave useful feedback
Opportunities		• Create a chatbot that is quick and responsive to resolve any concerns	• Quick and easy connection to a real operator	Automate and simplify form filling process with chatbot to help walkthrough.	• Opportunity to add form for feedback at end of communication.

Zarahs' Future Journey

Phase of journey	Trigger	Awareness	Consultation	Outcome	End of flow
Goals	An event takes place that prompts the user to reach out to The Girls Refuge. The event is usually negative and requires immediate attention to a case worker to help the user out of a unsafe situation. They may need certain information or immediate attention.	Users will begin their journey to connect to a TGR case worker by the chatbot. A prompt of 'do you need help' will appear on the bottom right hand corner of the device/browser. The chatbot will guide the user to right answers according to the questions asked. They will be able to speak to someone right away if they cannot find the information they need through the chatbot.	The chatbot will guide the user through the flow and give the user options to explore. If she further requires information and access to immediate care; an option to connect to a case manager/volunteer will be given.	In the case that immediate attention from a staff member/case manager is needed she will be able to have the option to immediately remove herself from her unsafe situation and/or be referred to the correct services through TGR's network and referral programs.	The user feels safe and empowered with the options given. The knowledge that the user has gained from the chatbot will help the user decide what their next actions may be. The user is referred to the correct service that best suits their situation. The immediate response to the correct service may be life saving for the user.
Actions What does the customer do?	• Zarahs' family found about her sexual orientation and has told her she is no longer welcome at home. She doesn't know what to do or if she can find a place to stay for the night.	• Zarah searches online and finds The Girls Refuge website. When she lands on the website, a chatbot pops up on the page she lands on and asks her what she is looking for.	• Zarah is looking for urgent attention and even though she is presented with information she might need, she immediately asks to connect to a human from the chatbot. • She is then quickly asked some qualifying non invasive questions to provide to the case manager so the case manager will be able to immediately help her once connected.	• She connects to a case manager after a few short minutes and can discuss her situation. • Zarah is able to find a place to stay for the night and feels supported by professionals in the field.	• Zarah is able to remove herself from the situation and is safe. • She is able to use TGR's services and is getting the help she needs. • She has access to a network of professionals that are ready to help her.
Touchpoint What part of the service do they interact with?		📱	📱	📱	📱
Customer Thought What is the customer thinking?	Oh! There's a chatbot! I can ask my questions here and get the answers I need	The chatbot is taking me through a series of short questions to help sort out what information I need.	Feeling comfortable and happy that she can connect to a someone for help in a inconspicuous way.	She now feels empowered to be more herself and accepted and safe. She now knows there is a network of professionals willing and ready to help her.	I feel safe and empowered to carry on and live my life. I am receiving the help I need and feel accepted.
Customer Feeling What is the customer feeling?	😊	🤓 🤔	😋 😪	😉	🫂

The current customer journey map is filled with distress and unease for the user. The waiting time and being unable to find the information they need can be a very uncomfortable experience especially for young users who need crisis accomodation. We hope to alleviate this distress with the chatbot and help users comfortably navigate to where they need to be. This inturn will help alleviate the waiting times for users and TGR staff.

Develop

Developing potential solutions for the chatbot experience.

How might we statements

How might we create a chatbot that doesn't feel too inhuman.

How might we entice users to use the chatbot rather than call the operators.

How might we improve the communication method for potential clients of The Girls Refuge and quickly identify those in crisis and need urgent help.
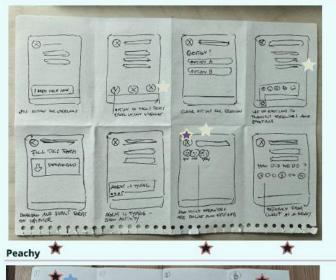
How might we help female identifying youth to access the information they required quickly by creating a chatbot experience in the TGR website.

How might we create a chatbot experience in TGR website where female identifying youths are comfortable to interact and fell free of judgment.

How might we minimise the wait time for young persons in need of help in an emergency due to their situation while ensuring those that do not need urgent help still receive relevamt information.

How might we create a chat experience to connect with a young audience and give suitable options for them to communicate.

THE GIRLS REFUGE

Crazy 8's
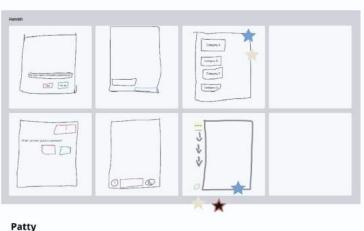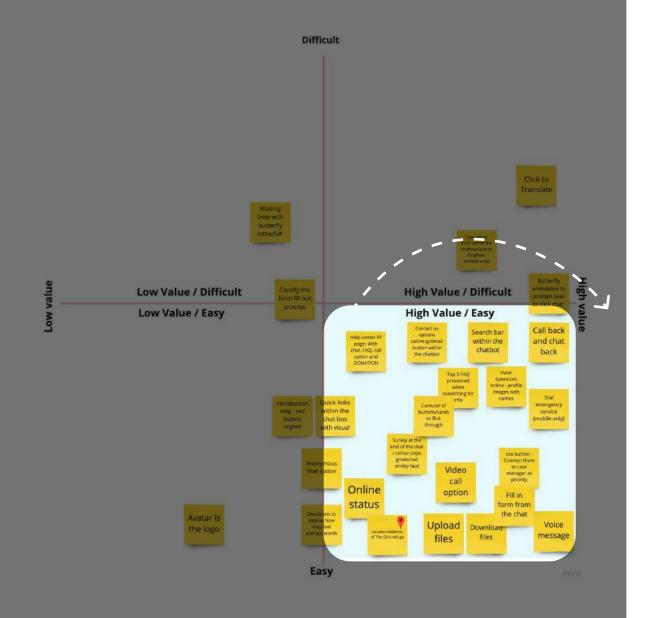
We embarked into a crazy 8's ideation session were we brain-stormed features to apply to the chatbot solution.

Placing and sorting the ideas on to a MVP Matrix helped us to identify the most valuable and practical features.

MVP MATRIX
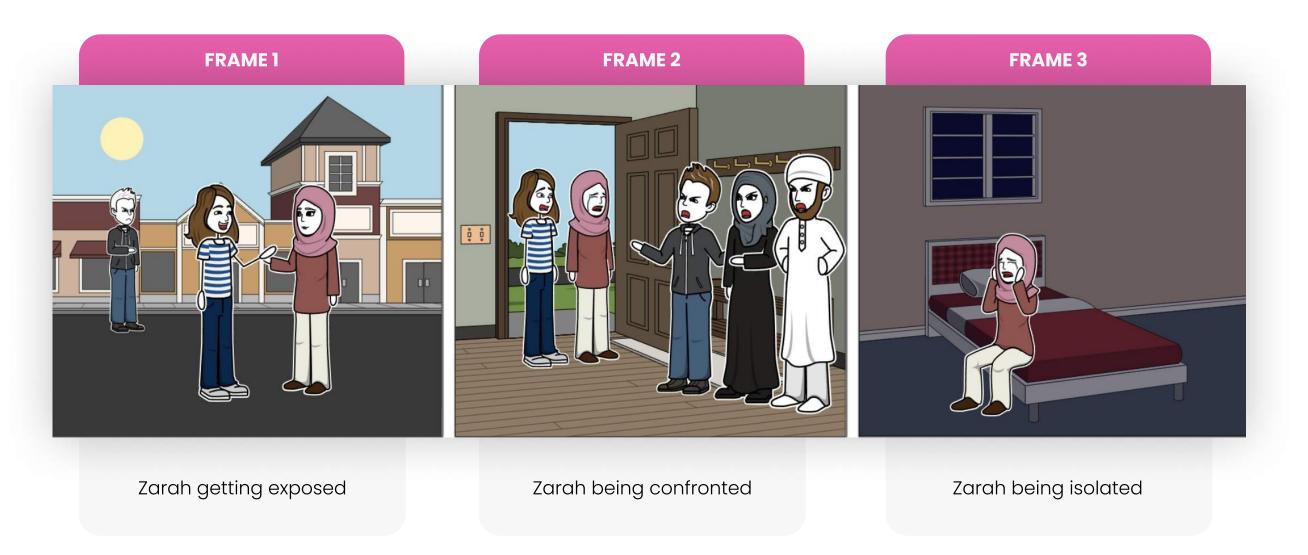
The MVP matrix established what key features we should look into. We focused on easy to apply and high in value features to implement.
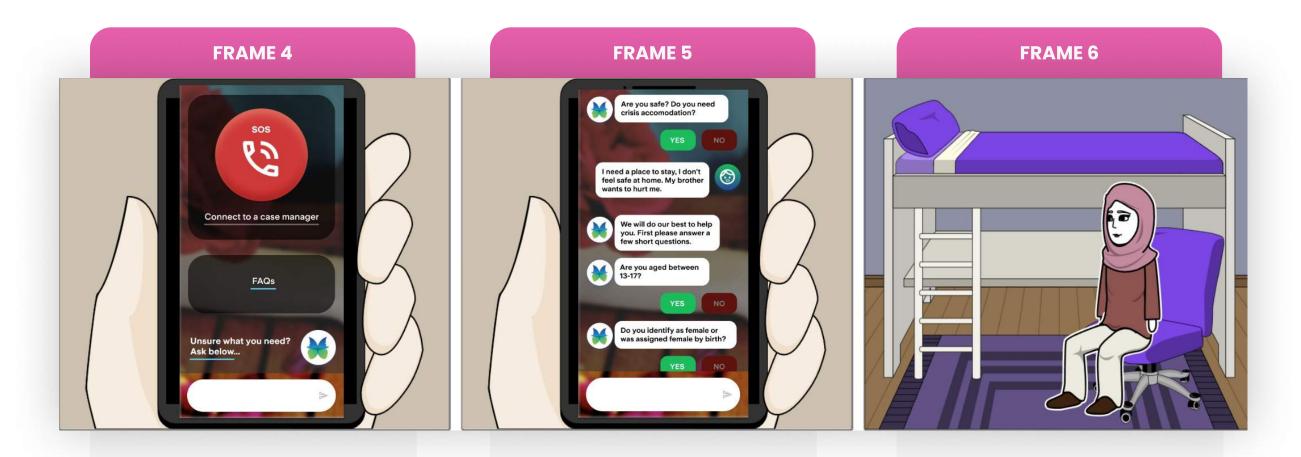
EASY TO APPLY & HIGH IN VALUE

- **Emoticons** to express emotional state
- **Download** & upload files
- **SOS** emergency button
- Ask for a **call-back**
- **Search** within the live chat
- See case manager **profile images** and firstname - and **online status**
- Start a **video call**
- Send **voice messages**

Story Board

THE GIRLS REFUGE

FRAME 1

Zarah getting exposed

FRAME 2

Zarah being confronted

FRAME 3

Zarah being isolated

Story Board

FRAME 4

Zarah making contact

FRAME 5

Zarah interacting with TGR

FRAME 6

Feeling safe and supported
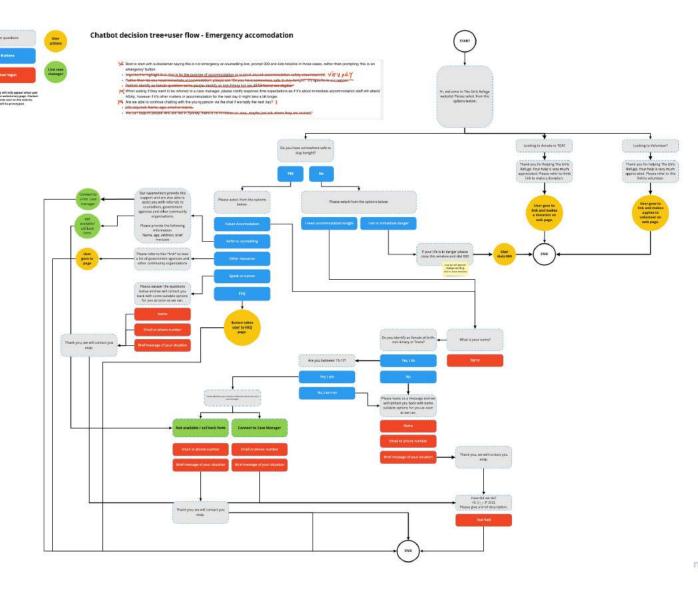
The Girls Refuge

Presented by team T2

- Peachy
- Sam
- Patty
- Hamish
- Nes
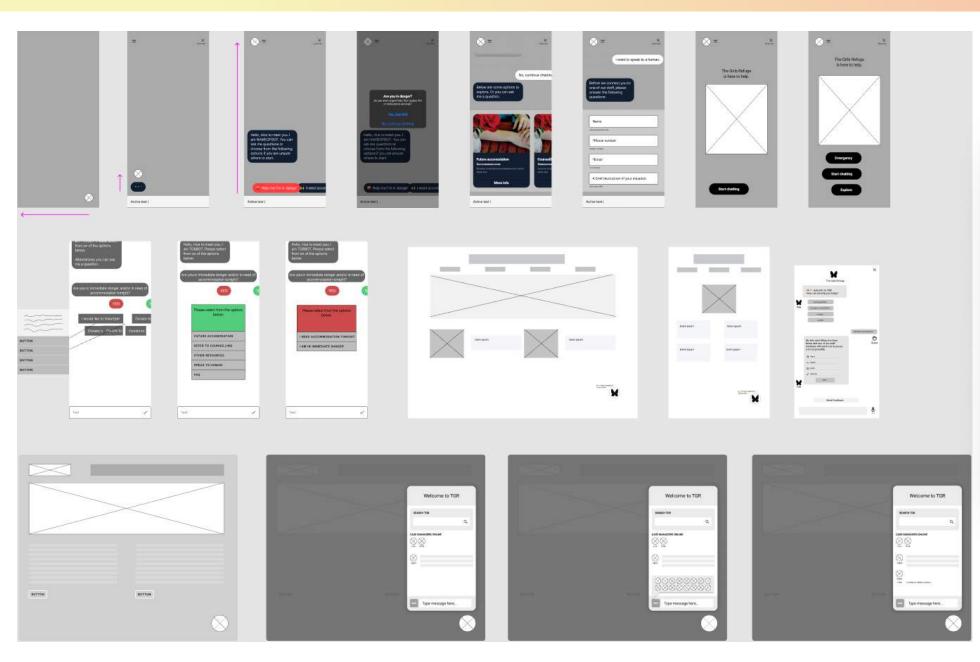
PROJECT PRESENTATION

PHASE 2

User flow

Chatbot decision tree+user flow - Emergency accomodation

- **Our focus** was on gaining necessary user information, AI language/tone as well as refering the user to a case manager in at least steps as possible.

- In **collaboration with team 1** we integrated referrals to web pages such as 'Donate' and 'FAQs'.

- The user flow went through **several iterations** based on research insights as well as feedback from the client.

Wireframe sketches

From the data gathered, we collaborated, designed and voted on what the initial static wireframes for the chatbot may look like.
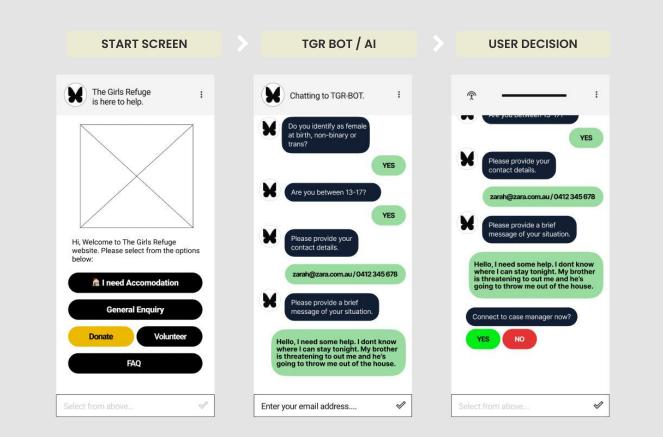
From here we enhanced the wireframes to more sofisticated Lo-Fi prototypes.

Deliver

We build and test our solutions

Wireframes / Lo-Fi Prototype

- Based on the user-flow **we progressed in creating wireframes** visualising the user interacting with the chatbot, getting referred to a case manager and leaving feedback.

- Through an iterative process we also applied **interactions, animations and delays** to enhance the simulation converting the wireframes to a **Lo-Fi prototype**.

- At this stage we also took the opportunity to **reach out to the client** to receive important **feedback** we applied to the next stage - Hi-Fi prototyping.

Hi-Fi Prototype / User testing

The Girls Refuge is here to help.

I am looking for....

The Girls Refuge
Caring for girls in need

Please select from the options below:

- 🏠 I NEED ACCOMMODATION
- GENERAL ENQUIRY
- DONATE
- VOLUNTEER
- FAQ

Ask a question ✓
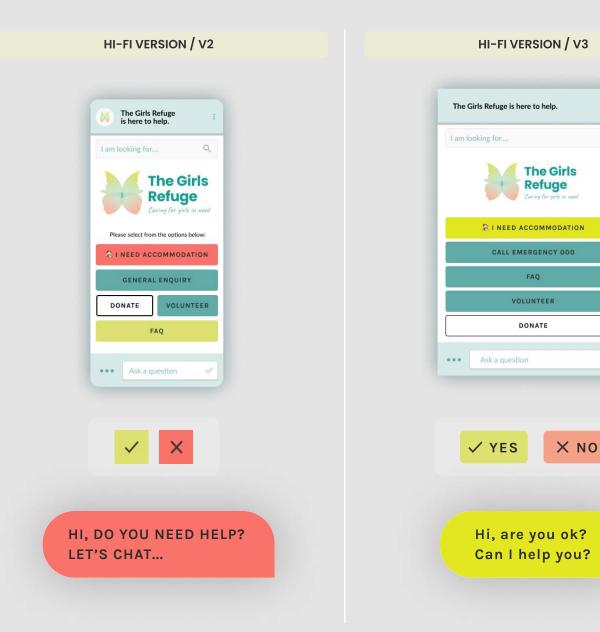
USER FEEDBACK

STATE	FROM WHERE	ACTIONS
⊘	User Testing	Change ticks and crosses to yes and no
⊘	User Testing	Adjust with of chatbot / too narrow
⊘	User Testing	Change copy at beginning of flow make empathic: "Please rest asured the information you provide is kept confidential. where possible we encourage you to provide the full name and contact details. There will be an option for the transcript to be sent to an email address. At TGR your safety is our utmost priority."
⊘	User Testing	Bring back emergency option at beginning of start page.
⊘	User Testing	Reword question from - Please provide a brief message of your situation - to - Please provide a brief message of your situation. If you don't want to disclose anything please write skip and a case manager will be available soon.

- In a **collaborative effort** we were able to gain access to team 1's website style guide and design direction and develop a High Fidelity Protoype.

- The version prior user testing consisted of roughly **50 frames**.

- We **asked feedback** to our mentor prior user testing who pointed out some usability improvement suggestions.
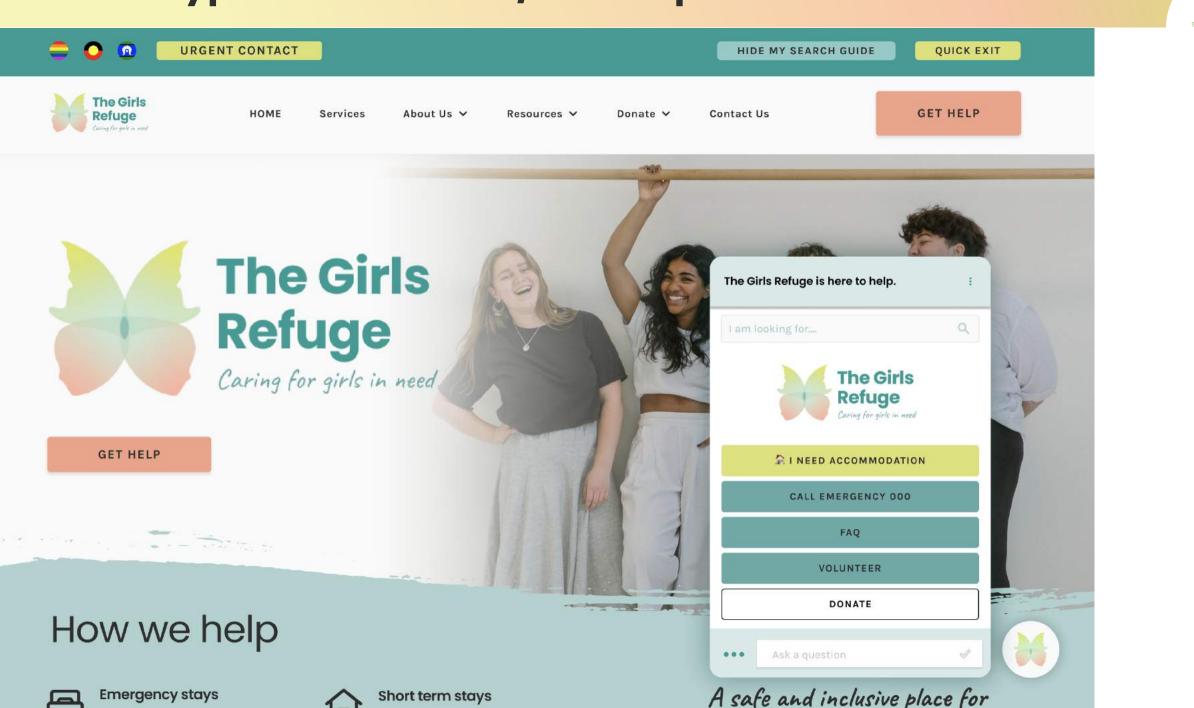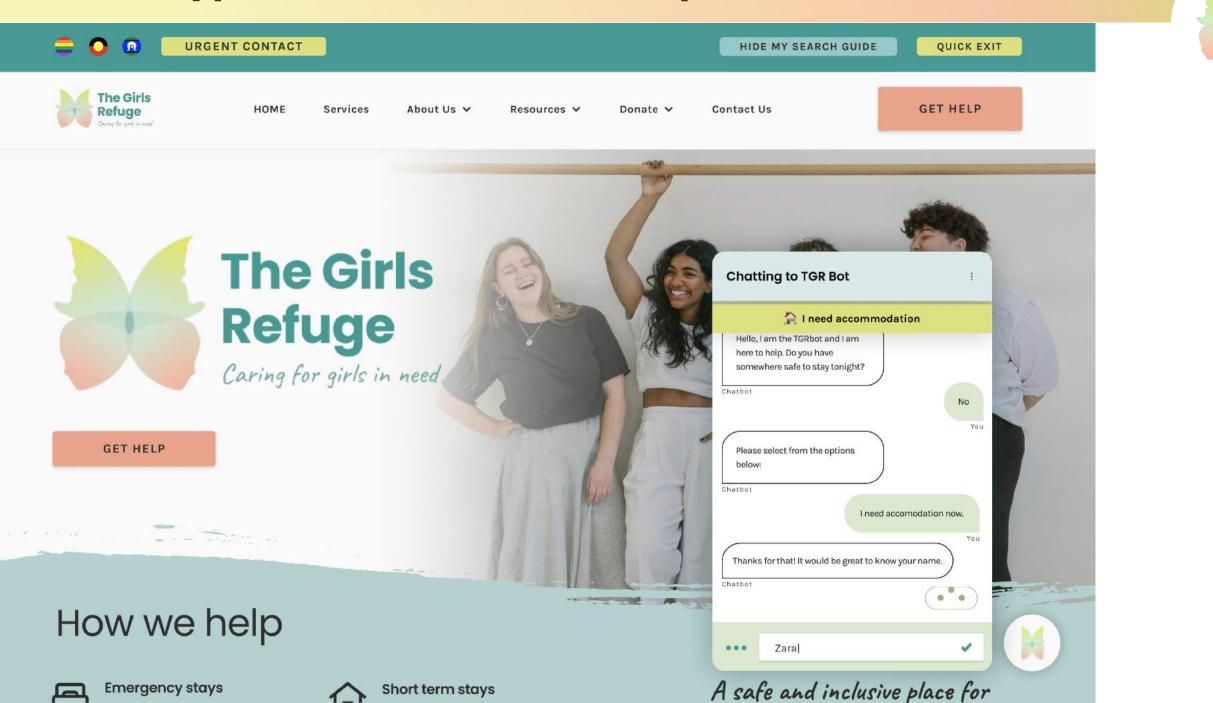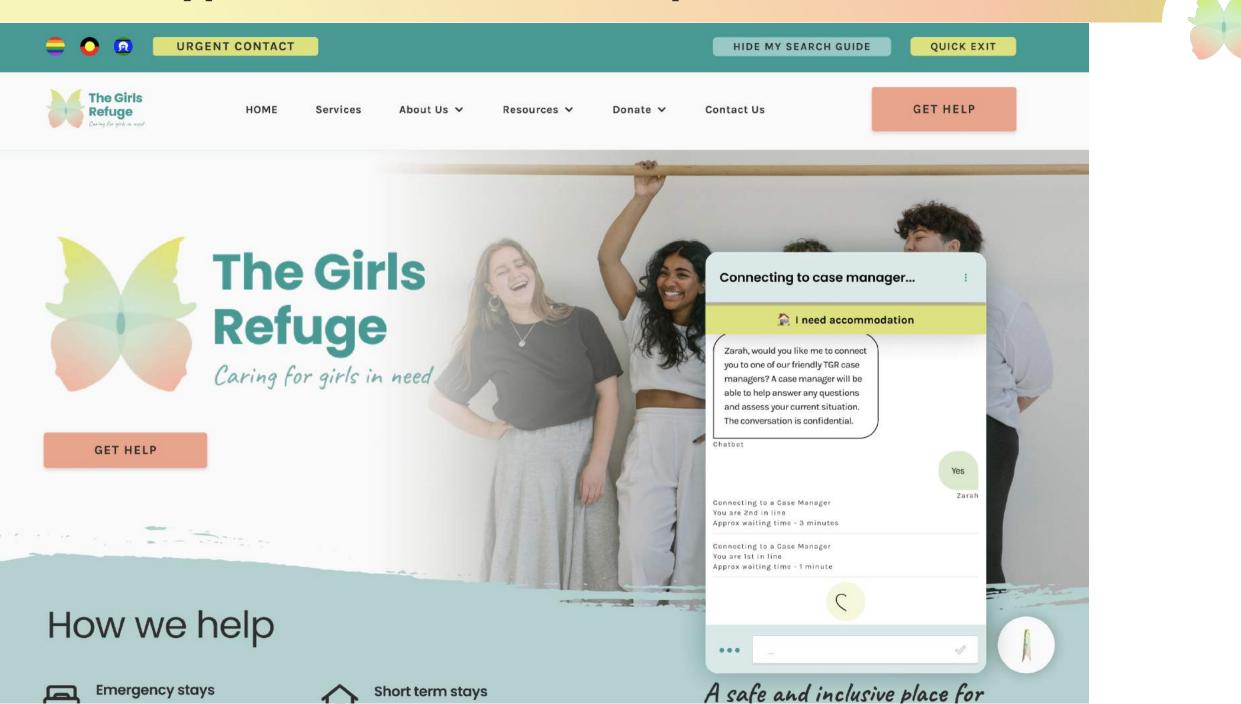
Hi-Fi Iterations

The Girls Refuge is here to help.

I am looking for....

The Girls Refuge
Caring for girls in need

Please select from the options below:

👧 I NEED ACCOMMODATION

GENERAL ENQUIRY

DONATE   VOLUNTEER

FAQ

Ask a question

✓   ✗

HI, DO YOU NEED HELP? LET'S CHAT...

The Girls Refuge is here to help.

I am looking for....

The Girls Refuge
Caring for girls in need

👧 I NEED ACCOMMODATION

CALL EMERGENCY 000

FAQ

VOLUNTEER

DONATE

Ask a question

✓ YES   ✗ NO

Hi, are you ok?
Can I help you?

SOME KEY FINDINGS

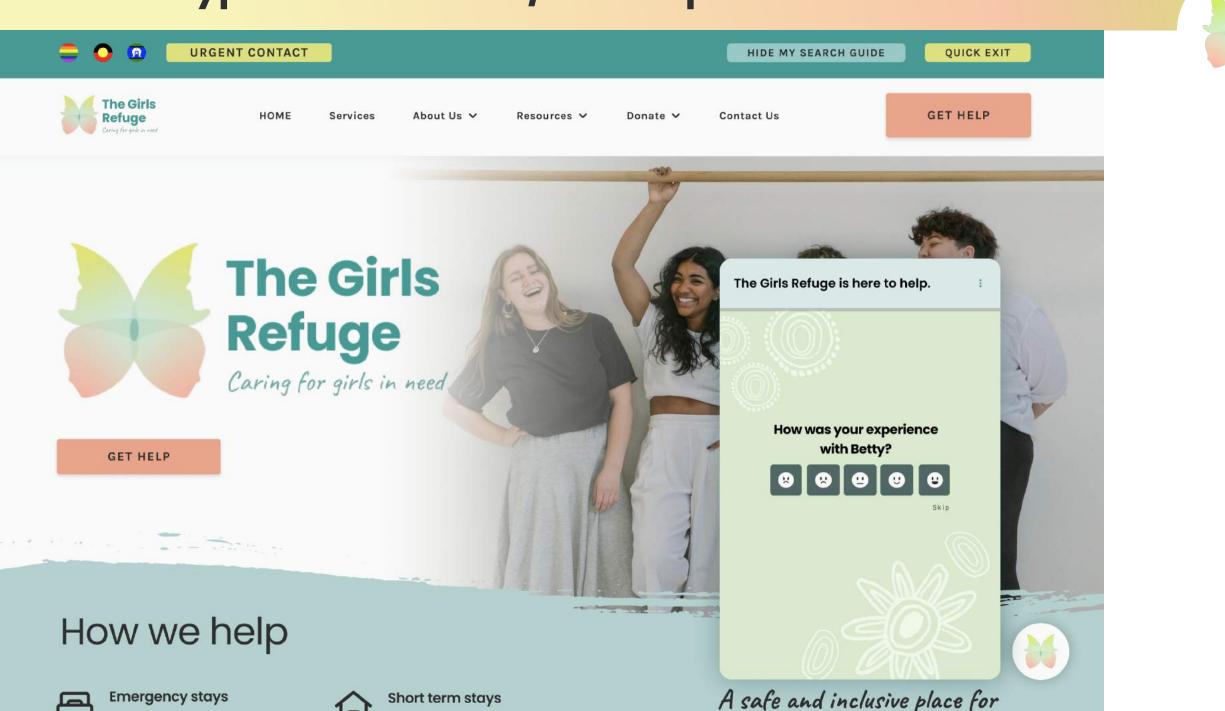- the 000 / **emergency button** brought back to the start screen

- **changed wording** to sound more empathic

- updated **width of the chatbot** to allow for more space

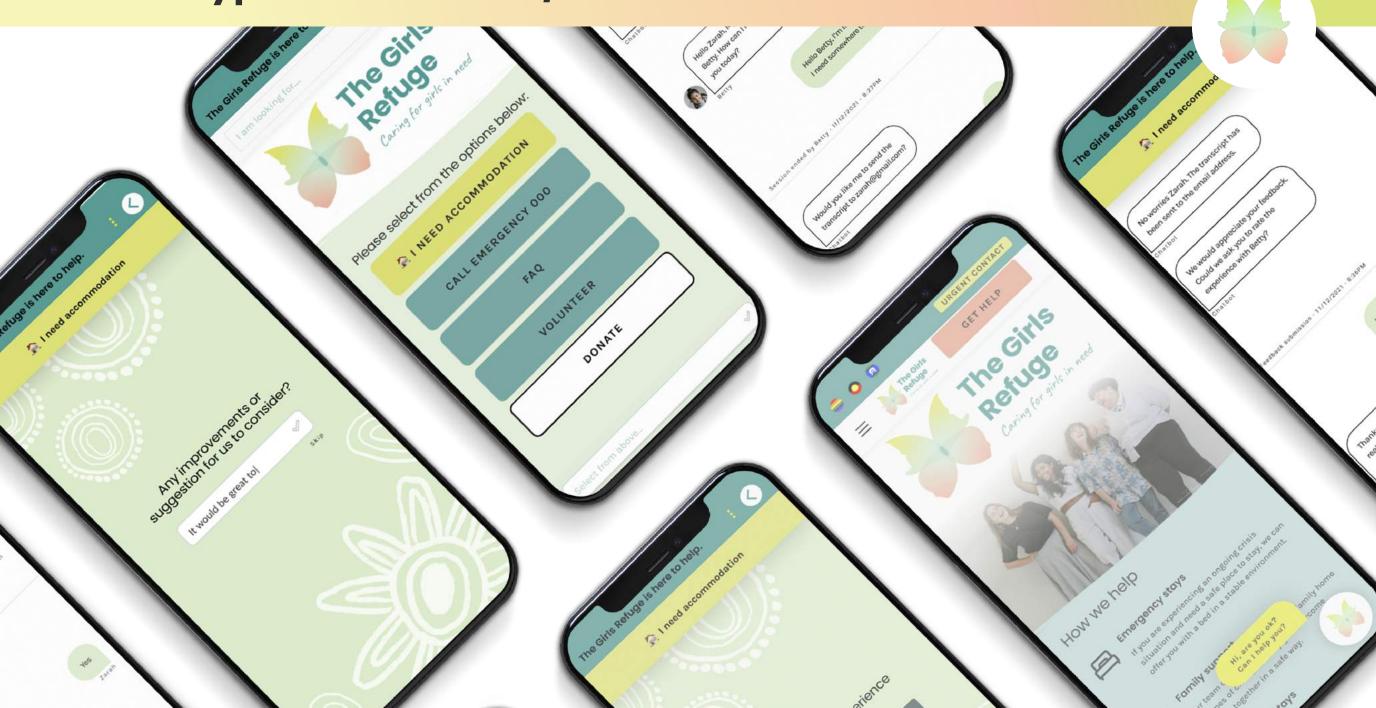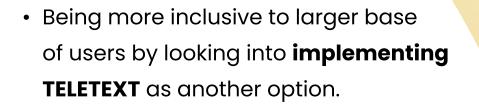- review **usability interactive elements** such as yes / no buttons / add labels

Prototype Presentation / Desktop

What's next?

NEXT STEPS

CONSIDERATIONS

- Being more inclusive to larger base of users by looking into **implementing TELETEXT** as another option.

- Implementing an **API** to let chatbot **translate** to other languages

- Grow ecosystem by allowing users to **login and sign up**.

- Migrate this platform to a mobile **app**