



# Humans of Chennai!

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Date and Place: *24th may 2020 & Chennai*

# Team



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# Lockdown Scenario - Domestic Violence

## SCENARIO 1

Your Best friend Megha is married to a cop. Your friend calls you to tell you that she called 100 last night because her husband was threatening to kill her. She said her husband even showed her the gun he was going to use, and then he showed her the bullet. Her husband pushed the bullet hard against her forehead and said, *"It's going right through there."* And when she tried to make the call, it obviously gets redirected to the station closer to her residence and her husband gets to know this.

He is furious and goes out for work the next day. She is super scared and doesn't know what to do or how to escape this situation since her husband knows her every move and is constantly keeping her under his vigil.

**How would Megha get out of this situation?**



# Lockdown Scenario - Cyber Bullying

## SCENARIO 2

You find your teenage son crying and sobbing inconsolably in his bedroom. When you finally get your son to talk, he tells you that he has been bullied on the internet constantly. But when you suggest complaining to the cyber crime dept, your son adamantly refuses, and says he doesn't want to talk to anyone. How do you help your son?

**Who can help Roshan?**



# Lockdown Scenario - Child Abuse

## SCENARIO 3

Sachin has lost his job due to covid-19. He was the admin of a small startup and his wife is a homemaker. They have a teenage son who is in grade 9. Sita, is self-centered and is unable to take care of her expenses without anybody earning at home.

Sachin and sita constantly have arguments and quarrel at home and they both show it on their son Raghav. Also since he is a teenager, he doesn't really have an out and because of the lockdown his situation gets worse as every passing day.

**What would poor Raghav do?**





# Problems Identified

## DOMESTIC VIOLENCE

*“Violent or aggressive behaviour within the home, typically involving the violent abuse of a spouse or partner.”*

With the current Covid-19 crisis might worsen the situation of existing domestic abuse victims as well as create new victims. Given fact, given predictions of economic recession, abuse driven by mental stress will likely continue during the lockdown as jobs are lost and businesses fail. People are likely to lose work. This loss of financial independence will cost some of them their sense of empowerment and bargaining power at home. The weakened position may encourage their abusers.

India, infamous for gender-based violence (and ranked the **fourth** worst country for gender equality, according to public perception) showing increasing in DV.



# Problems Identified

## DOMESTIC VIOLENCE

*“Violent or aggressive behaviour within the home, typically involving the violent abuse of a spouse or partner.”*

As per the numbers provided by National Commission of Women (NCW) in mid-April, the cases of domestic violence had doubled during lockdown compared to pre-lockdown days.

**Dates ( in 25 days )      Cases received**

**March 23- April 16      239**

**Feb 27-n Mar 22      123**

Reports say that earlier **900-1000** calls per day of domestic violence, eve teasing, molestation are recorded and ever since the lockdown around **1000-1200** calls per day, mostly of domestic violence are recorded/ received .



# Problems Identified

## CYBER BULLYING

*“The use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature.”*

Spending more time on virtual platforms can leave children vulnerable to online sexual exploitation and grooming, as predators look to exploit the COVID-19 pandemic. A lack of face-to-face contact with friends and partners may lead to heightened risk-taking such as sending sexualised images, while increased and unstructured time online may expose children to potentially harmful and violent content as well as greater risk of cyberbullying

More than 1.5 billion children and young people have been affected by the closing of schools worldwide and many are online now taking classes and socialising .Cyber bullying may not harm somebody physically; instead it may harm them mentally.

About **20 percent** of all teens experience depression due to bullying before they reach adulthood..





# Problems Identified

## CYBER BULLYING

*"The use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature."*

*"We have a recent survey that says one-third of children are spending 28 hours a week online — there's definitely going to be an increase of children being online. this will possibly result in more bullying,"*

With a survey conducted, 22.4% of respondents, aged 13-18 years, Time : 3 hours or longer were vulnerable to cyber bullying,

With children already spending more than 3 hours, obviously during lockdown are more prone to this.

**One in four** adolescents also reported seeing a morphed image or video of themselves.



# Problems Identified

## CHILD ABUSE

*“Physical maltreatment or sexual molestation of a child.”*

Parental abuse is one of the most prevalent forms of assault that children face, both in India and abroad. However, parental training on child development and non-coercive discipline practices improve behaviour and prevent exploitation of children and bad behaviour by parents.

Poor mental health of parents, unavailability of alcohol during lockdown, poor economic conditions, unemployment and frustration over not being able to step out are some of the reasons for the spike in child abuse during the lockdown.

Parents tend to displace their frustrations onto their children through various forms of abuse.



# Problems Identified

## CHILD ABUSE

*“Physical maltreatment or sexual molestation of a child.”*

As per the data available with the department of Women and Child Welfare gathered through Child Line, Karnataka has witnessed **312** child abuse cases, the highest among the southern states. The data shows the abuses include sexual abuse, physical abuse, child marriage, child labour and child trafficking.

**Karnataka - 312**

**Tamilnadu - 224**

**Kerala -181**

**AP- 129**

**Telangana - 10**

**Puducherry - 7**

The Childline India helpline received more than **92,000 SOS calls** in 11 days!



# Why is it an urgent problem?

## Causes for Domestic Violence, Child abuse & Bullying:

- Gender norms
- Controlling decision-making, make them feel superior & powerful
- Isolation and lack of support and parenting skills
- Drug, alcohol or gambling problems
- Personal mental health issues, including low self-confidence and feelings of incompetence or shame
- Sadness, anxiety, or a feeling of hopelessness ( symptoms )
- Social isolation ( symptoms )
- Revenge Motivated, To maintain popularity ( cyber bullying )



# When solved, how will Positively impact Target users?

- Reduction in Adverse Childhood experience related trauma, amongst children.
- Reduction in suicide rates.
- Addressing mental health and depression.
- Eliminate cyber bullying.
- Decrease/stop child abuse.
- Create a safe environment for children
- Create safe spaces for men and women.
- Form a community of trust, help and safety
- Looking out for each other, as a strong community.
- Would empower vulnerable men,women and children to fight the nasty demons of physical, mental and emotional abuse.
- Improve quality of life.

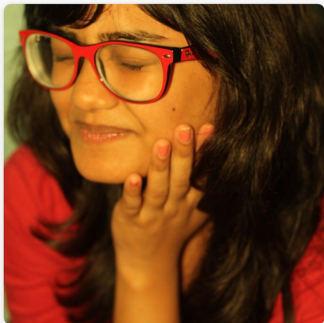




# Target User Persona 1

Megha

Persona 1



"I am average at everything but I like to explore anything that is new to me. Since I did not go to college, I do not have bookish knowledge, but I am pretty street smart. I love watching movies and like reading magazines. I don't talk much or socialise as I like enjoy my company."

**Aloof · Smart · Introvert**

Age: 27

Occupation: Home-maker

Education: Schooling

Income: None

Family: Married

Location: Chennai · India

Area : Tambaram

## Bio

Megha is a home-maker, married to Arun, who is a cop. She is street-smart, introverted much and does not socialise often. She loves to watch movies and read magazines during her free time. Loves to spend alone time.

## Goals · Interest & Feelings

- She likes to be in her comfort zone.
- Wants to start freelancing or wth someday with her architecture skills.
- Feels lonely since she stays alone at home while her husband works.
- Doesn't really like the fact that she has to depend on someone for expenses.
- Feels useless at times since she doesn't earn
- Loves to watch movies
- Has a great skill for being street smart at things
- Submissive

## Pain Points · Objections

- Meets very less people although she stays at home
- Doesn't socialise
- Dependability on her spouse for her requirements is something that bother her constantly.
- Is mostly content because of her nature.
- Dominating husband.

## Scenario

Your Best friend is married to a cop. Your friend calls you to tell you that she called 100 last night because her husband was threatening to kill her. She said her husband even showed her the gun he was going to use, and then he showed her the bullet. Her husband pushed the bullet hard against her forehead and said, "It's going right through there." And when she tried to make the call, it obviously gets redirected to the station closer to her residence and her husband gets to know this. He is furious and goes out for work the next day. She is super scared and doesn't know what to do or how to escape this situation since her husband knows her every move and is constantly keeping her under his vigil. How would she get help and get out of this situation?

## Motivations

Loneliness



Entertainment



Curiosity



Relationship



## Personality

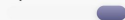
Introvert



Analytical



Loyal



Passive



Extrovert



Creative



Fickle



Active



1

**DOMESTIC  
ABUSE**

# Target User Persona 2

Roshan

Persona 2



"I love to spend time on facebook, tik tok and play games on my pc. I love outdoor games too but I prefer PC Games over the other. I read books from the internet and mostly spend time on social media"

**Kind · Active · Extrovert**

Age: 15

Occupation: Student

Education: Schooling

Income: None

Family: Single

Location: Chennai · India

Area : Anna Nagar

## Bio

Roshan is a 11th grader, who is in the computer science department. He loved to game and spend time on social media and the internet. Most of his learning comes from there. He is an extrovert and is always active and on his toes. Loves making videos on tik tok and has lot of followers.

## Goals · Interest & Feelings

- A total extrovert.
- Loves to game and spend time on social media platforms.
- Has a lot of online friends because of his online presence all the time.
- A very proactive guy who is always up for an outdoor or indoor game
- studies computer science group and is always constantly learning from the internet.

## Pain Points · Objections

- Meets very less people outside of social media platforms.
- learns most of the lessons from the internet.
- Makes friends easily. has a huge online presence.
- constantly plays games and makes videos therefore doesn't really meet many outside the internet.

## Scenario

You find your teenage son crying and sobbing inconsolably in his bedroom. When you finally get your son to talk, he tells you that he has been bullied on the internet constantly. But when you suggest complaining to the cyber crime dept, your son adamantly refuses, and says he doesn't want to talk to anyone. How do you help your son?

## Motivations

Loneliness



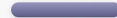
Entertainment



Curiosity



Relationship



## Personality

Introvert

Extrovert



Analytical

Creative



Loyal

Fickle



Passive

Active



2

**CYBER  
BULLYING**

# Target User Persona 3

Raghav

Persona 3



"I enjoy playing cricket and football. I like science since it deals with lot of experiments and I find it fun. I study really well and almost all the time top the class. I do not have many friends, I wish I had though"

Reserved · Shy · Introvert

Age: 13

Occupation: Student

Education: Schooling

Income: None

Family: Single

Location: Chennai · India

Area : Sholingnallur

## Bio

Raghav is a 9th grader, who loves to work in scientific experiments. He tops the class in all subjects and loves to play cricket and football. Although he is good at sports and academics he struggles at making friends.

## Goals · Interest & Feelings

- Loves to play cricket and football.
- Scientific experiments are his favourite passtime. he loves to explore it.
- Multitalented.
- Finds it difficult to talk to friends since he is reserved.
- Loves outdoors.
- Has a great penchant for scientists.
- Aims to be a scientist in future.

## Pain Points · Objections

- Very shy and reserved.
- Has difficulties in making the first movr.
- Constantly feels the need to talk to his peer.
- Introvert in nature but very knowledgeable.

## Motivations

Loneliness



Entertainment



Curiosity



Relationship



## Personality

Introvert



Extrovert

Analytical



Creative

Loyal



Fickle

Passive



Active

## Scenario

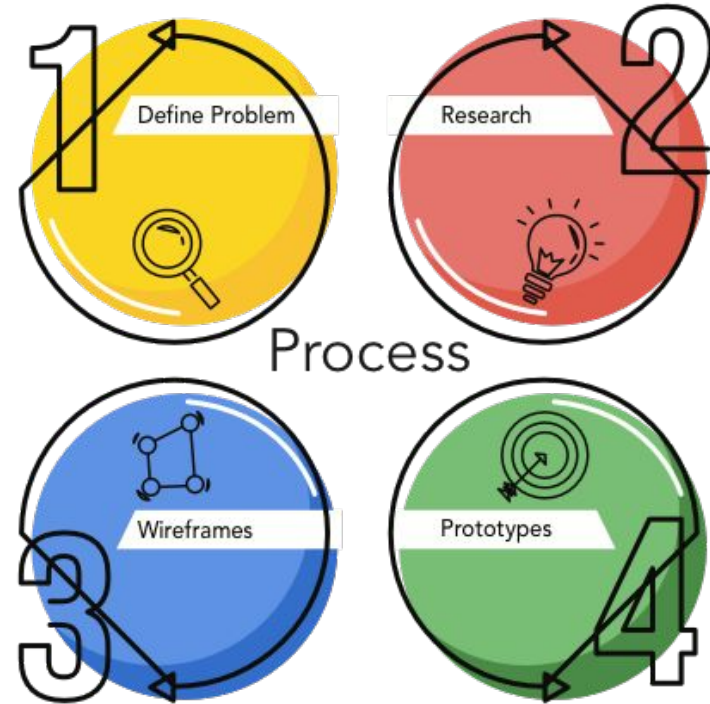
Sachin has lost his job due to covid-19. He was the admin of a small startup and his wife is a homemaker. They have a teenage son Who is in grade 9. Sita, is self-centered and is unable to take care of her expenses without anybody earning at home. Sachin and sita constantly have arguments and quarrel at home and they both show it on their son Raghav. Also since he is a teenager, he doesn't really have an out and because of the lockdown his situation gets worse as every passing day.

3

CHILD  
ABUSE

# Process followed

- Empathize with the users which is everyone of us ( considered the lockdown scenario )
- Define the problem ( Domestic violence, cyber bullying, child abuse )
- Research ( User interviews, User flows, competitor analysis )
- Design ( sketch , visual design )
- Wireframe and prototyping



# User interview

*“For better understanding of the problem and also to get more insights, we conducted user interviews over a phone call among our friends and family who have teenage kids and asked few questions”.*

## Key points from our user interview

After studying the answers given by them, we also identified few problems that can be considered the most significant

- Kids are at higher risk of depression/ mental issues because of constant online exposure that are causes bullying.
- Kids are not opening up to parents, and gets annoyed by them taking control over their online behaviour.
- They also lack awareness about password/ account privacy issues.
- Parents also felt they cannot restrict the online time because they can't go out during this COVID 19 crisis.





# Insights

*"Everyone in the apartment knows about Arun who is unstable because of his profession, he beats his wife when he is frustrated. His wife stays in the relationship because only because of her parents"* - Geetha (Neighbour)



1

## DOMESTIC ABUSE

2

## CYBER BULLYING



*"My son Raghav who is 14 doesn't eat properly these days, I am sure that he is getting bullied for his weight online since he is slightly on the heavier side . He doesn't tell me his problems too"* - Sheela (Raghav's Mom)

3

## CHILD ABUSE

*"Children in my apartment have play time with restricted timings, my daughter was telling about a neighbour kid who comes and plays with them, but does look sad all the time and lacks eye contact"* - Preethi (Neighbour kid)



# Competitor Analysis

Then we moved to competitor analysis phase, where we collected and compared the data about the products available in the market. This method is often used to highlight the strength and weakness of products to make more informed decisions and to carry out detailed analysis. We have taken SWOT analysis.

## Competitors:

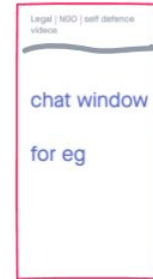
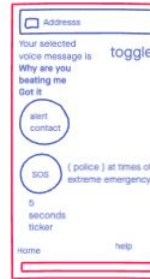
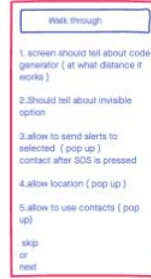
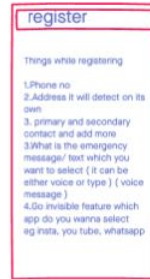
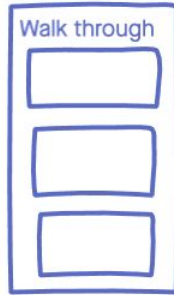
- Kavalan SOS
- Vithu
- I'm Shakthi
- ADA 1990 Child abuse



# Competitor Analysis

Strength	Weakness	Opportunities	Threats
Timely help provided	Few work only on one platform either android or IOS.	Can be made customized according to the user needs.	Time taken to pass the message is longer.
Cops are definitely alerted and informed.	They don't provide chat/ messenger for a quick support.	App must not be internet dependent.	Contacting the respondents is time consuming.
Available on any platform.	Less information about the communities offering help.	App must not be device dependent and must be hands free too.	UI is not intuitive enough During times of emergency.
	Doesn't function without the internet.		

# Sketches / Brainstorming



Without internet?  
Snatched phone criteria?  
Hidden app feature?

Virtual tour of how to use the app from the help section.

1. help option - swipe action ( like games )
2. face unlock or code or voice open
3. Main dashboard view for SOS, cop call, primary , secondary or tertiary complain. Emergency response CTA

## Registration questions

1. Phone no.
2. Address
3. Primary and secondary contact ( add more )
4. emergency code word

## Preferences dashboard

1. Select the items you wish to see eg youtube, insta
3. proceed to finishing up and this will be your camouflage dashboard.

# User Flow

As a next step, we created user flows to gain a complete understanding of how the user completes a path when using a product and also maps out each and every step the user takes from entry point right through to the final interaction.

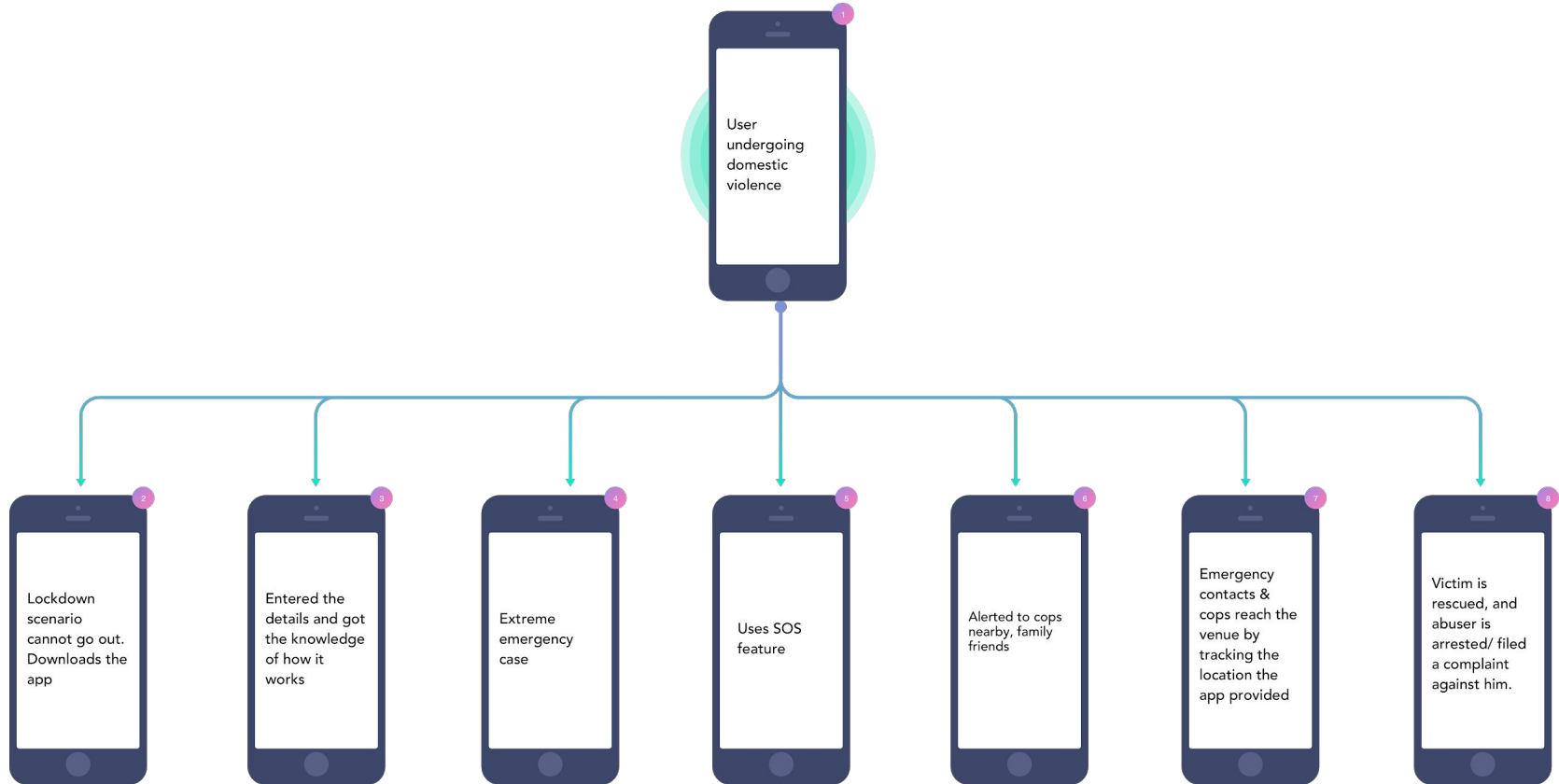
We created multiple scenarios for various users and narrowed down to domestic violence to show one complete flow for a user facing an issue.

Customisable options are a unique feature here in the flows, Because the App is useful to both Adults and children. Therefore content is curated accordingly.

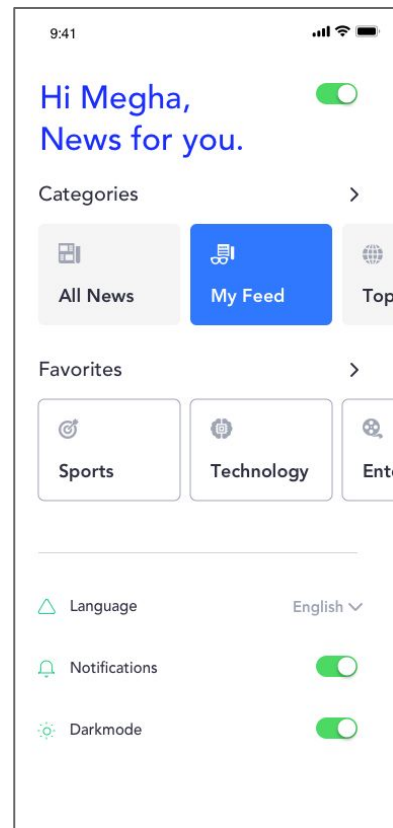
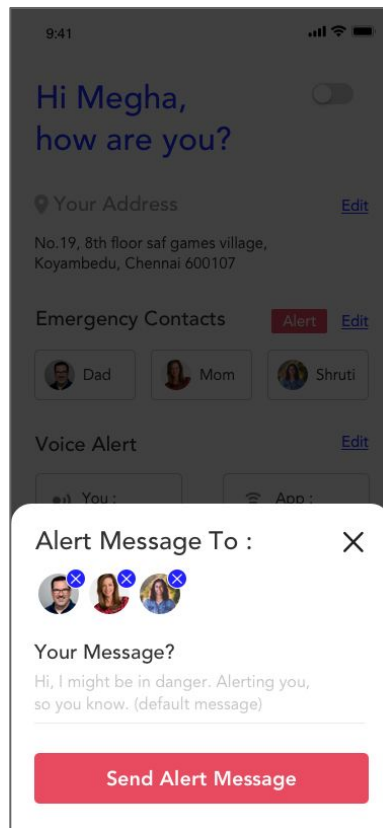
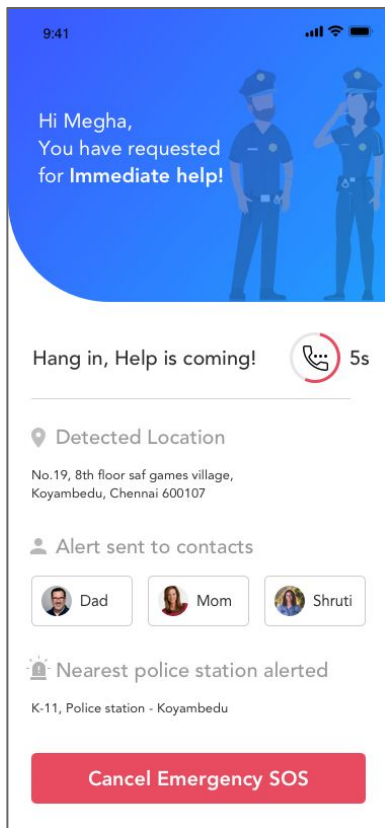
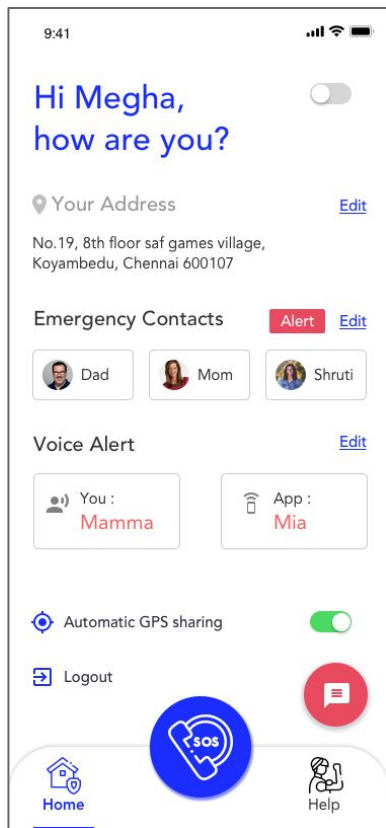




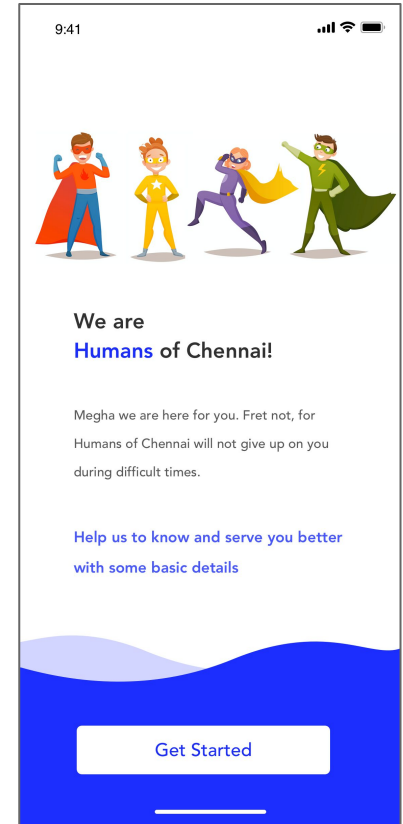
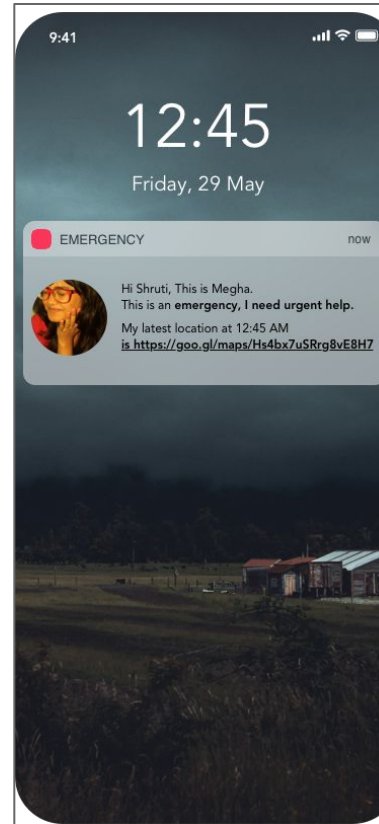
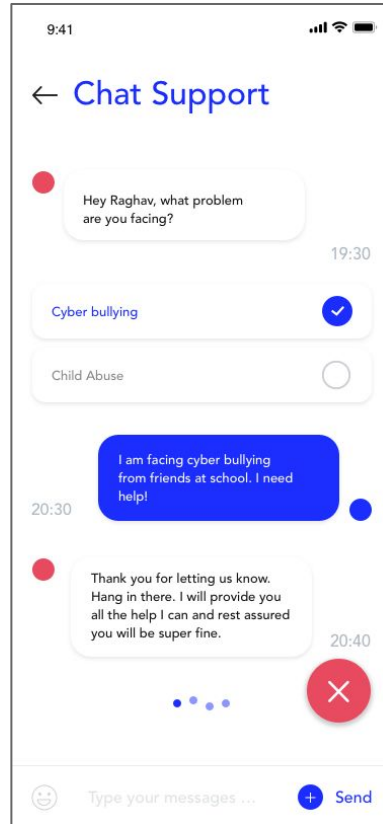
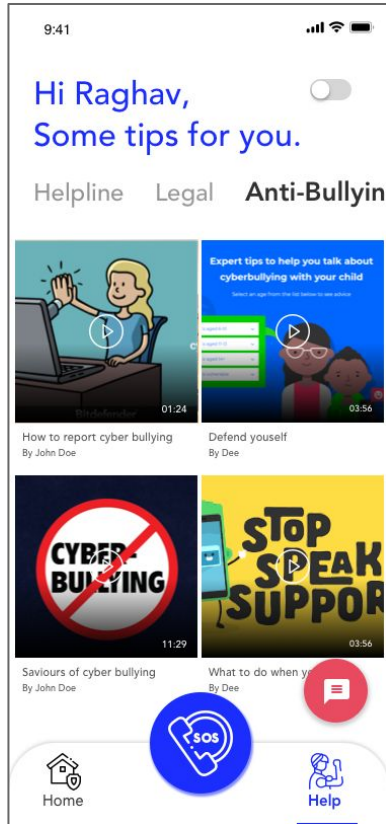
# User Flow



# UI Design - Key Screens

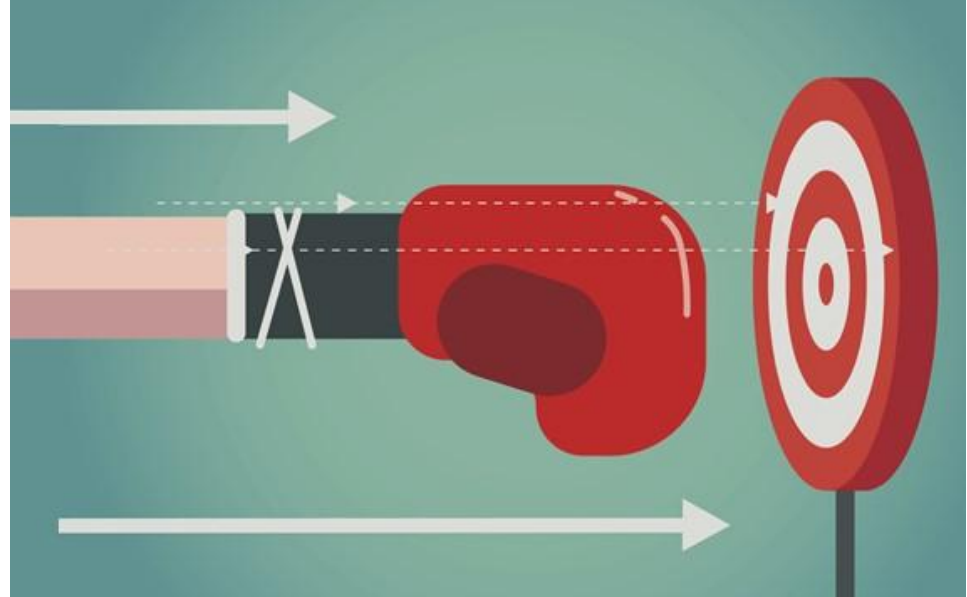


# UI Design - Key Screens



# Impact Of Solution

- A hero is someone we all dream of and imagine to relate to in times of trouble. Someone who will stand up for the ones who are not strong enough. This app has the ability to connect with the target audience in that sense and will personify the hero we all wish will come to our rescue when in trouble.
- This app gives the target users a sense of security, assurance and hope by just the shout of their secret voice message that will be available to them.
- It is real and accessible to the victims and also cannot be detected easily by the perpetrators.
- With the chat and support options, the victims are reassured that there is someone out there who cares for them, and is on the lookout for their well being, someone who is available and listens to them without any bias or prejudice or holding them responsible and accountable for the atrocity that is happening to them.



# Execution & Viability

## Sustainable

- The ease of installing and compatibility of devices. It doesn't need any internet or manual intervention to be triggered.
- It also can work in a radius of 0.5 km.
- Whether lockdown is imposed or not, domestic violence, child abuse and cyberbullying is a venom which will persist in the society for longer than we can imagine. This app will make sure that no one is left alone and they can always look forward to get help.

## Successful

- It has user friendly, incognito, and intuitive interfaces.
- It also has other additional features of support which aims at being more long term and holistic rather than just rescue.





# Ideas or alternatives - 1. Certification Program

- Providing **anti-violence education** to everyone irrespective of whether they are undergoing or not, can have a significant reduction in the number of these incidents from happening.
- Certification programs providing courses that can be modified according to the age of the person who has enrolled in . Courses can likely have, preventive measures, laws supporting it, helplines available, importance of financial independence and more. Every citizen have to undergo this training and get certificate. This certificate when completed will look similar to **aadhar card** which can be made mandatory everywhere in schools, colleges, corporates, and for common citizens too.

***“Knowledge is power”***



# Ideas or alternatives - 1. Certification Program

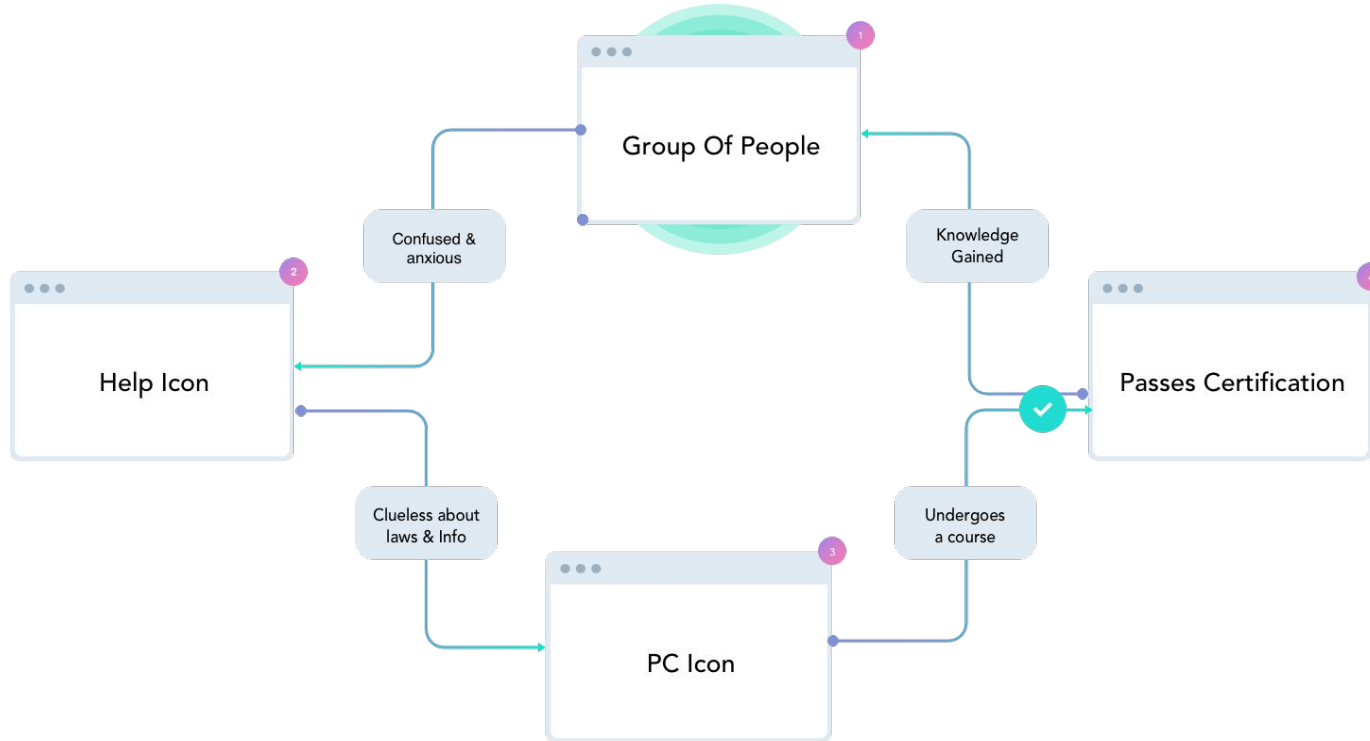
- Once it becomes mandatory for everyone, a lot of people will talk and stand up for themselves, during emergencies .
- Victims are the ones who can stop these horrible incidents from happening to them.

***“Prevention is always better than cure”***



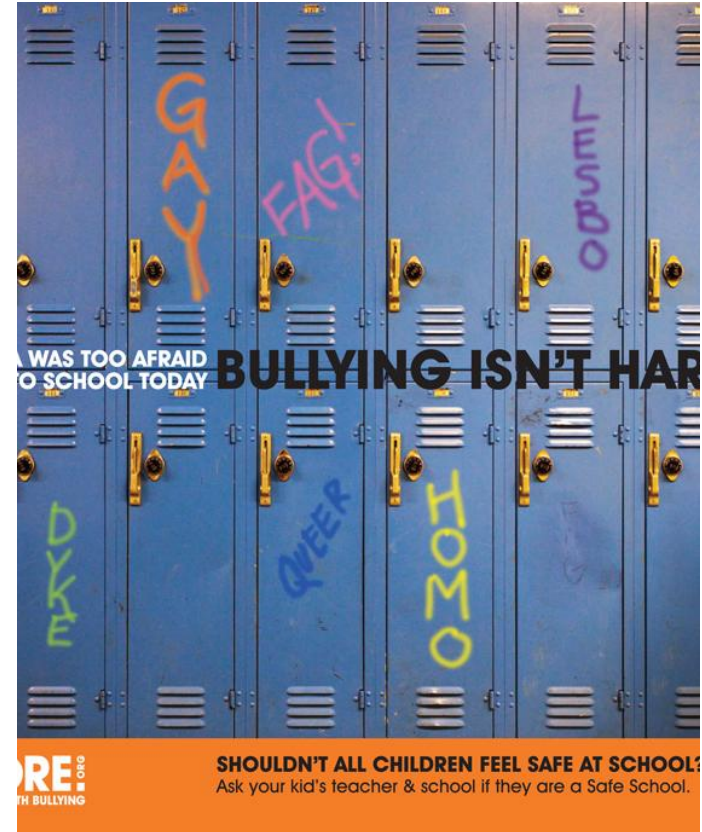
# Ideas or alternatives -

## 1. Certification Program - Flows



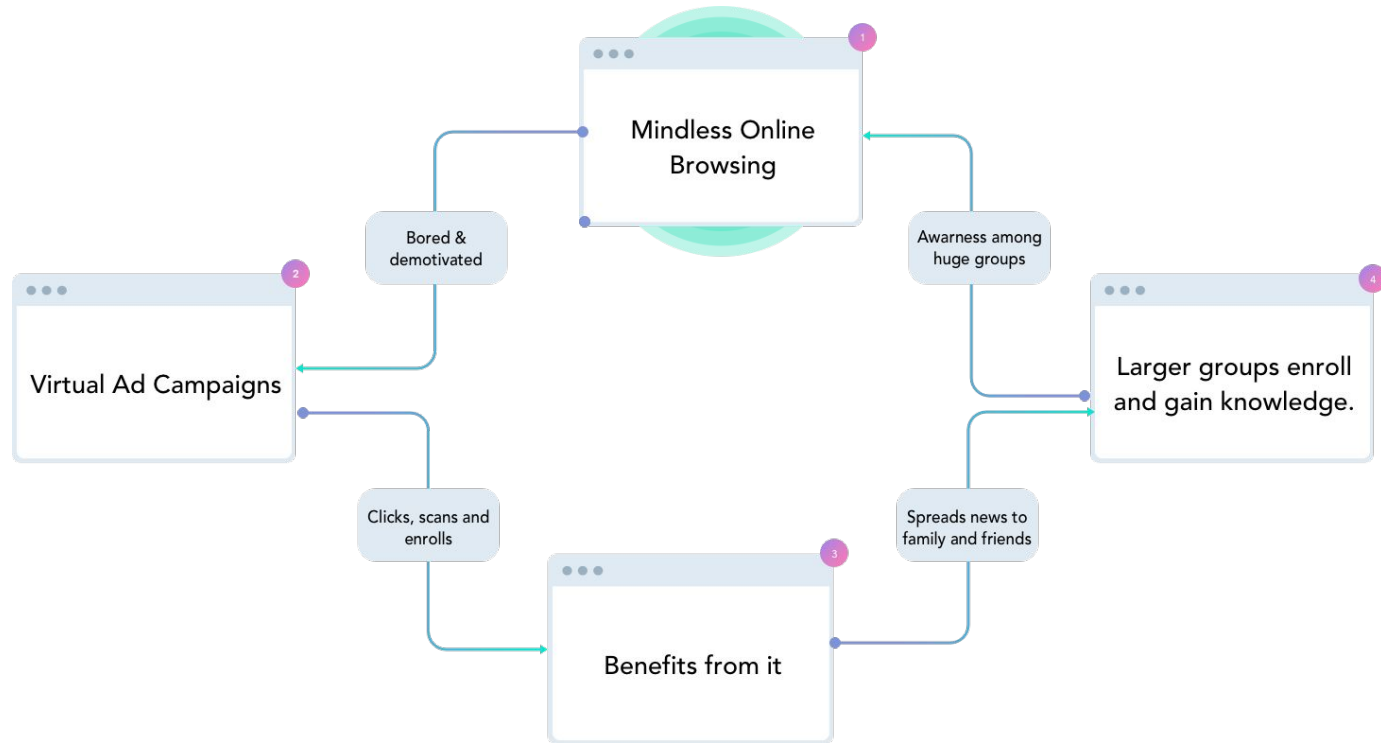
## Ideas or alternatives - 2. Virtual Campaign

- By running virtual campaigns often to create awareness on social media platforms like twitter, instagram, facebook, youtube, we can extend the reach around the globe which significantly widens the target audience.
- These campaigns can also include self defense practices taught by professional trainers.
- They also can have programs about the laws and helplines available in the particular region, awareness to keep people's photos online private and secure their accounts and passwords .
- Government can extend the funding to **NGOs /communities** which supports these campaigns.
- Campaigns can also have emotional and mental well being for adults and kids that can have motivation and support **“That Mental health matters”**



# Ideas or alternatives -

## 2. Virtual Campaign - Flows



**That's All folks!**  
Thank you!