

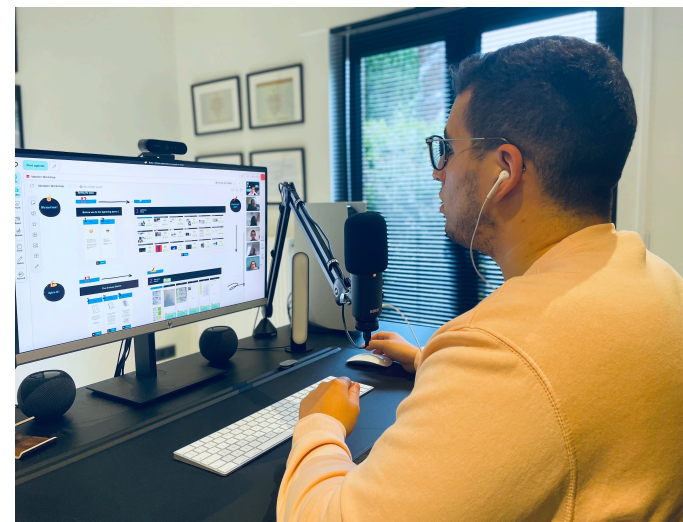
Enhancing *Freedom* for abused women.

Design Sprint - May 2022



# What did we do ?

## Discovery



### Problem Framing

- ✓ Define the right challenge
- ✓ Stakeholder's buy-in
- ✓ Pick the right team
- ✓ Understand users

## Day 1



### Align & Ideate

- ✓ Align on the challenge
- ✓ Define the ambition & risks
- ✓ Concrete concepts
- ✓ Working smartly together

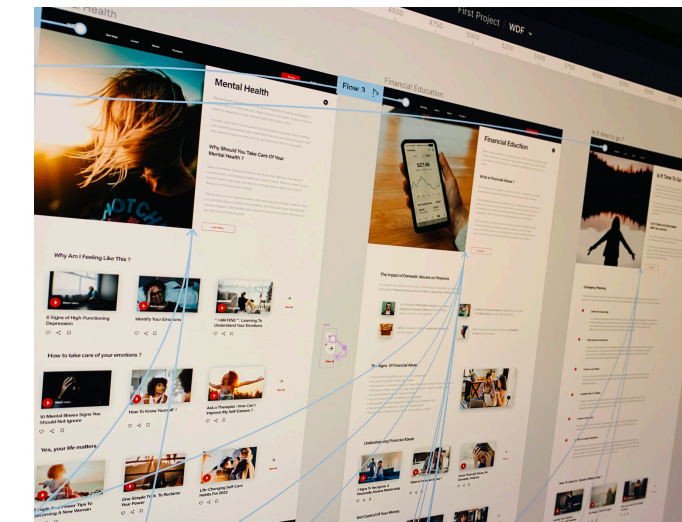
## Day 2



### Vote & Decide

- ✓ Inclusive way of working
- ✓ Respecting team politics
- ✓ Clear direction for the prototype

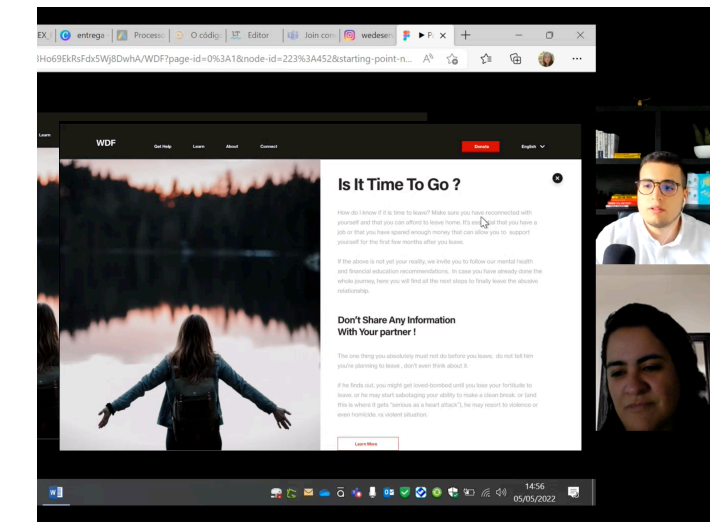
## Day 3&4



### Prototype

- ✓ Make it concrete
- ✓ Low investment before going all-in

## Day 5



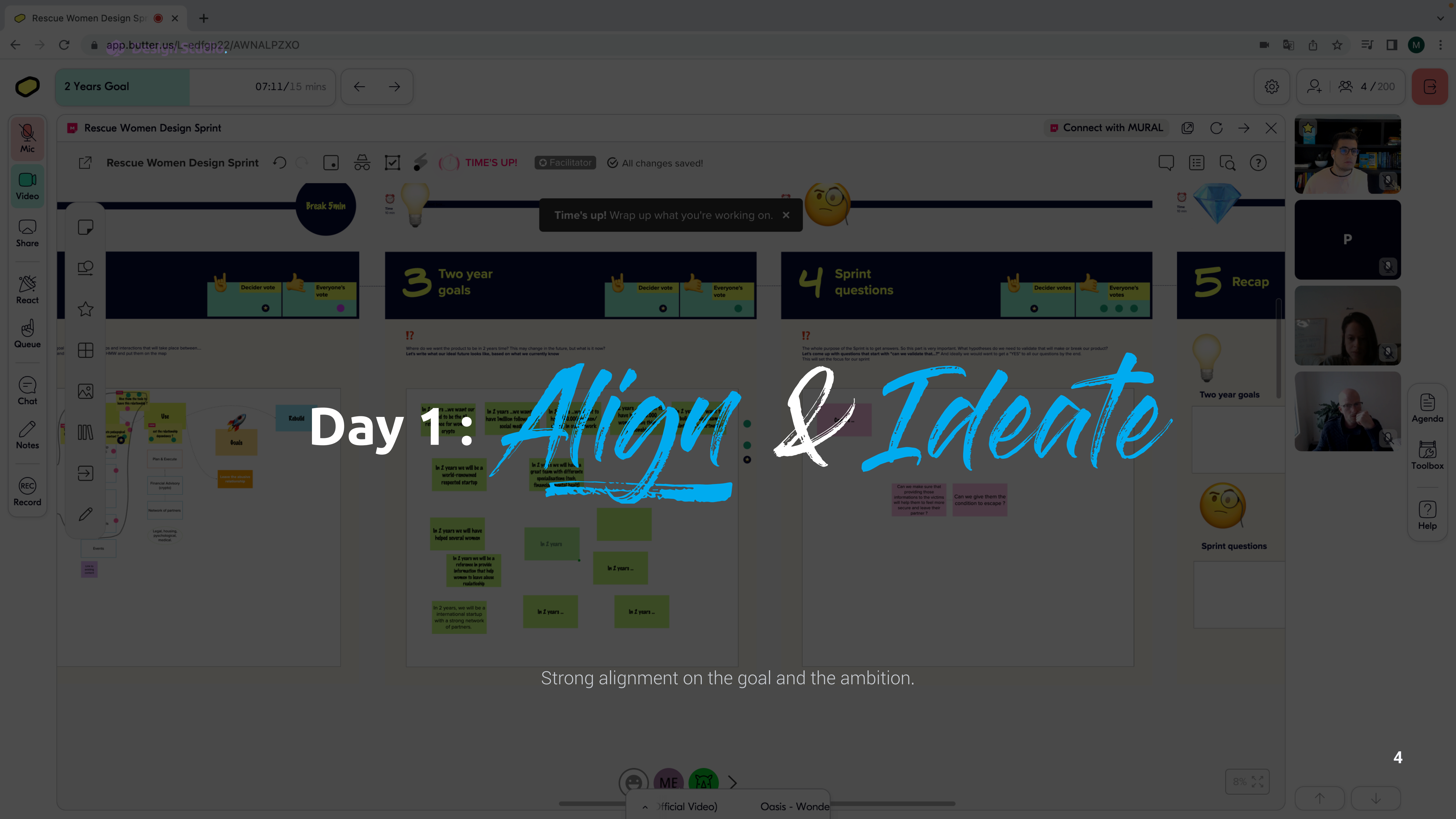
### Learn

- ✓ Confront your solution with real users.
- ✓ Validate if your service bring value to them

Help women *leave* abusive relationship.

The Sprint Challenge





Day 1:

Align & Ideate

Strong alignment on the goal and the ambition.



## The focus on the sprint 🎯

How women will learn about the solution

## The ambition 😎

In 2 years, we want to have helped 10.000 women leave their abusive relationship

## Challenges to keep in mind 🧐

**HMW**  
Create pedagogical content ?

**HMW**  
Cut the relationship dependency ?

**HMW**  
Give them the tools to leave this relationship ?

## The questions we want to answer 🤔

Can we make sure that providing those informations to the victims will help them to feel more secure and leave their partner ?

Can we ensure that these women need & are willing to use such a brand/network to discover/learn/use?

Are these women open to trusting our brand/network?

The Mural board contains several design sketches and sticky notes:

- Website Homepage:** A sketch of a mobile app interface with a 'TAKE THE TEST' button and a 'LEARN MORE' link.
- Diagnostic of the nature of customer's relations:** A sketch with a 'YES/NO' choice and a list of steps: '1. What the video', '2. Read a magazine', '3. Check on your phone'.
- Facebook group:** A sketch of a social media post with a 'Name / Join' field.
- Sticky Notes:**
  - 'Easy to use diagnostic app'
  - 'Does your partner prevent you from getting a job?'
  - 'In fact, I'm a victim of domestic abuse.'
  - 'What other channels can be used for this purpose?'
  - 'Discord Community'
  - 'Series of "Journey" videos to guide women on the path to independence and freedom'
  - 'Is it the result of the survey impact the list of videos?'
  - 'I feel empowered and ready to leave'
  - 'How can I get out of this situation?'
  - 'These videos will help me too!'
  - 'Mary: I'm so happy to have found you.'
  - '...and I'm not alone. There are many women like me!'
  - 'I feel empowered and ready to leave'
  - 'Is it possible to be free!!!'
  - 'Do there already need to be a trust... for this?'
  - 'Isn't it taboo to talk about money? May I exchange information with people who have gone through the same thing as me?'
  - '...and it seems that the people behind this information understand me!'
  - 'Do you prefer learning your way?'
  - 'You are an abusive relationship'
  - 'What should I do?'
  - '1. What the video', '2. Read a magazine', '3. Check on your phone'
  - 'Connect with the women'
  - 'Facebook group where a community can chat, share their stories, tips...'

At the bottom of the board, there are four 'Heatmap vote' sections, each with a 2x5 grid of green dots. The third section has a mouse cursor over the top-right dot, and a label 'sa (Visiting Shark)' is positioned above it. A large blue brushstroke text 'Vote & Decide' is overlaid across the center of the board.

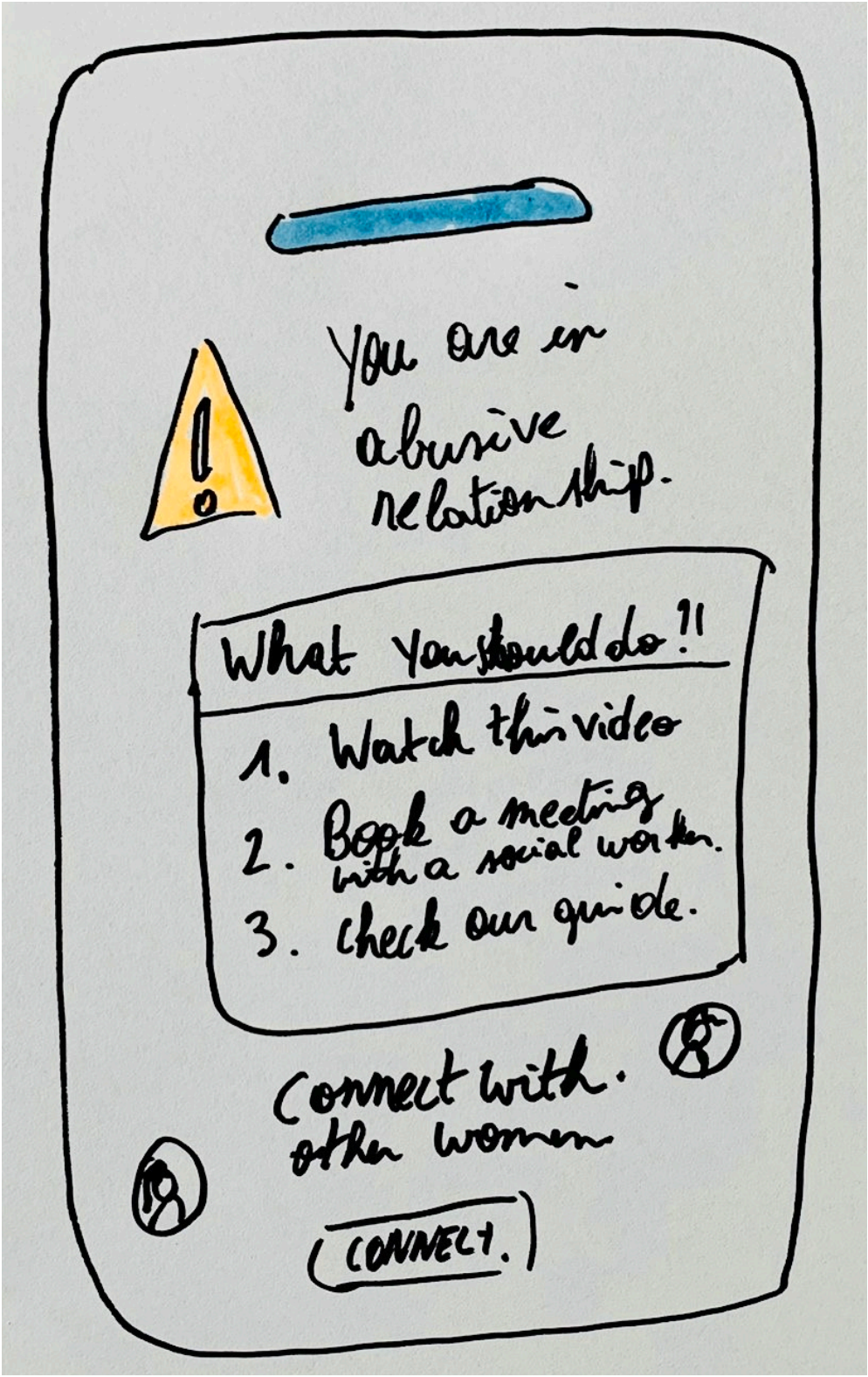
# Day 2: Vote & Decide

The chosen concept won the unanimity support.

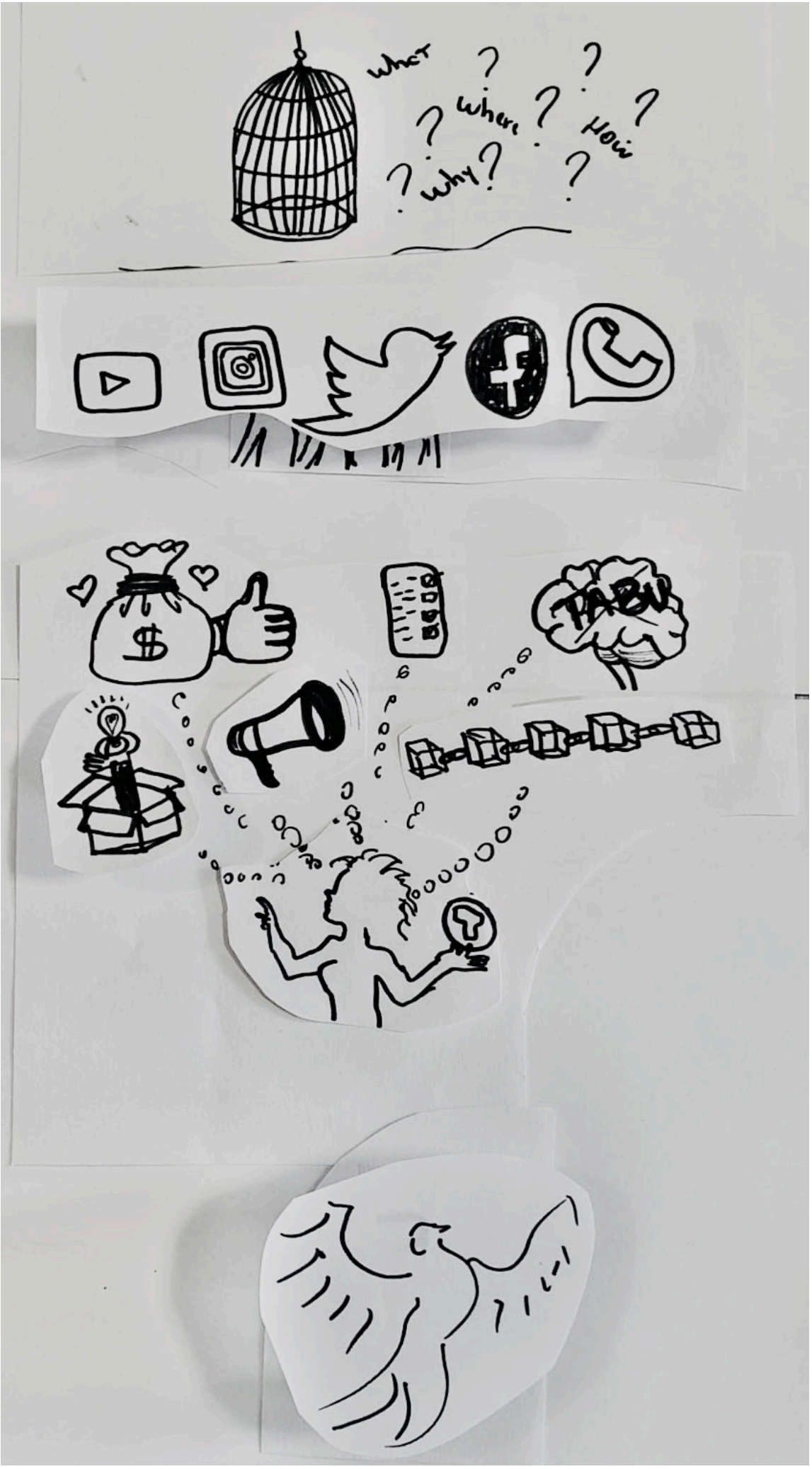




# 3 concepts & 13 ideas to solve your challenge.



The winning idea 🏆



The winning concept 🏆



# Mental Health

Flow 3

# Financial Education

## Why Should You Take Care Of Your Mental Health ?

Self-care means taking the time to do things that help you live well and improve both your physical health and mental health. When it comes to your stress, self-care can help you manage stress, lower your risk of stress, and increase your energy.

Taking care of your mental health is the essential part of your freedom, here you will find videos, articles, the possibility to write about your feelings and receive support. Remember how important you are and above all that you are not alone in this process.

Learn More



# Financial Education

## What is Financial Abuse ?

Financial abuse is an aspect of domestic violence. It involves controlling and restricting the resources that someone has access to.

Financial abuse includes preventing someone from working, stopping someone from going to school, or stopping someone from seeing their family and friends.

Financial abuse can lead to serious problems in your relationship and your life. It can cause you to lose your job, your home, and your ability to take care of yourself and your family.

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## Is it time to go ?



## Is it Time To Go ?

Domestic violence is a serious problem that affects millions of people every year. It can be difficult to recognize the signs of domestic violence, but there are several common indicators that you should be aware of.

Domestic violence can take many forms, including physical, emotional, and financial abuse. It can also be a combination of these different types of abuse.

If you are experiencing any of the following signs, it is important to seek help immediately. You are not alone, and there are people who can help you.

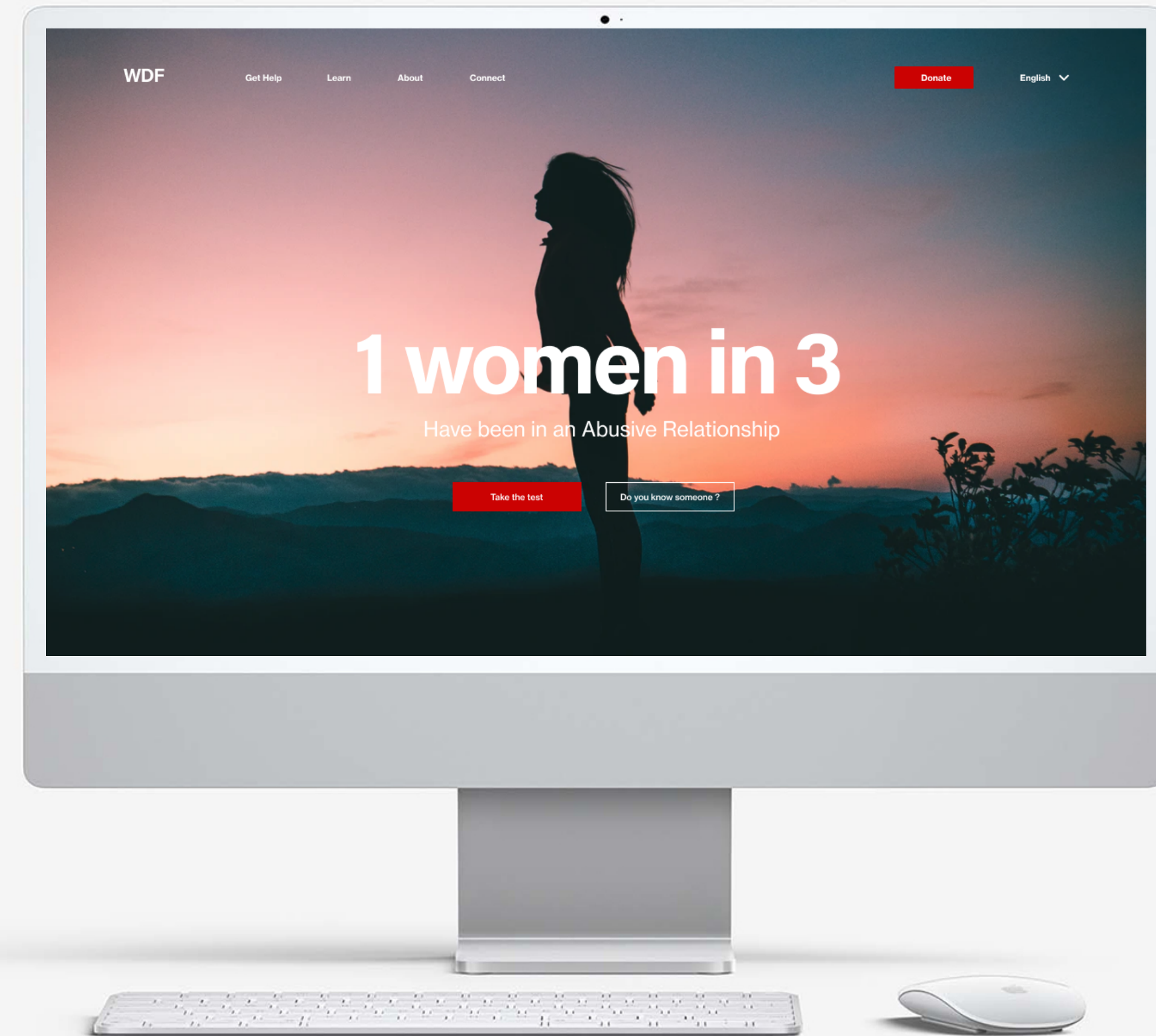
# Day 3 & 4 :

# Prototype

From a difficult and exhausting storyboard to a prototype



# Play the *video.*





## Financial Education

When most people think of domestic abuse, the first thing that comes to mind is likely verbal abuse and physical assault. But research shows that financial abuse occurs just as frequently in unhealthy relationships as other forms of abuse.

### What is Financial Abuse ?

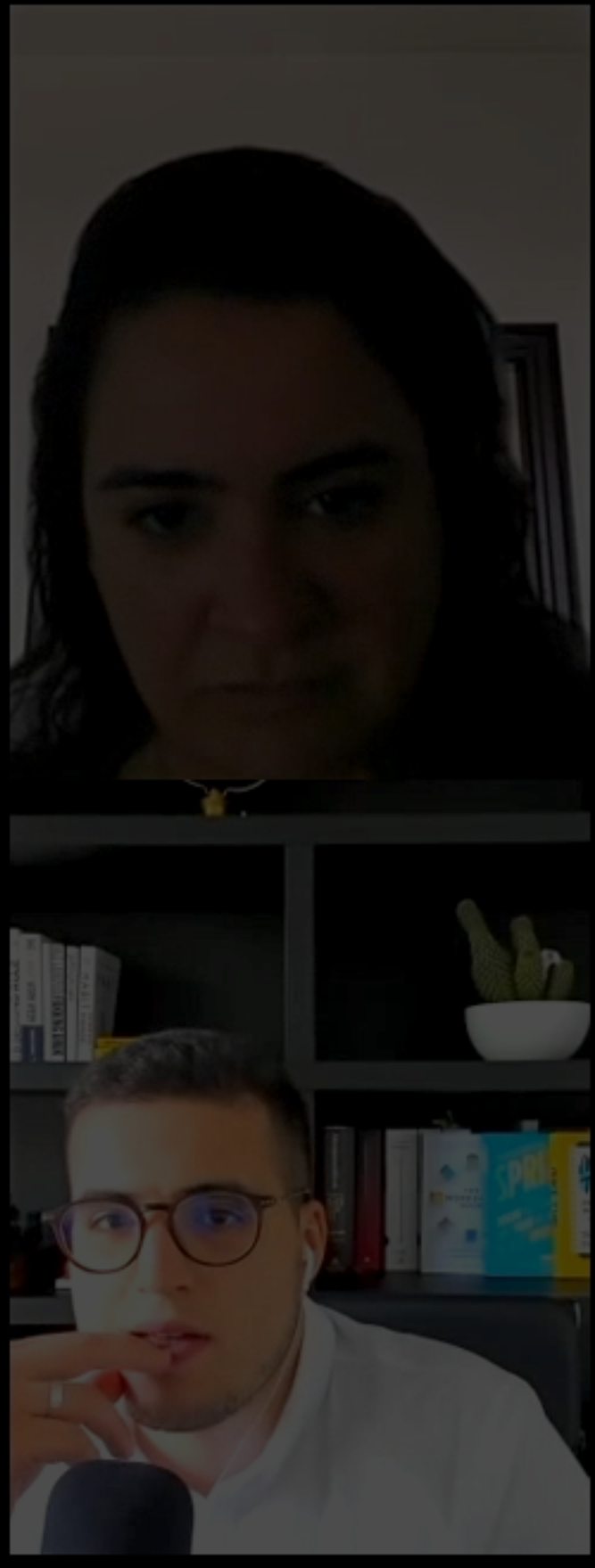
Financial abuse is an aspect of 'coercive control' – a pattern of controlling, threatening and degrading behaviour that restricts a victims' freedom.

Financial abuse involves you or your partner using financial means to control you. This can include using credit cards without your permission, using your name to take on financial obligations in their partner's name, and gambling with family assets.

Financial abuse can leave you with no money for food and clothing. It can leave you without access to your own bank accounts, with no access to any independent income and with debts that have been built up by your abusive partners set against your names.

[View More](#)

Day 5: *Learn*





# What works.

## 1 **The Content is useful.** (93% of yes)

*"This content is perfect, it would have been super useful to identify my situation. It took me two books, two therapist, to understand that I was in an abusive relationship. "*

## 2 **The Solution is helpful.** (83% of yes)

*« Your website would have totally helped me : I just learned something today about my relationship that happened 10 years ago »*

## 3 **The Survey is a great tool.** (100% of yes)

*I have taken many test like this before. It's very helpful, I think all women should take such questionnaire, just sometimes to check on ourselves if we are not in abusive relationship.*

## 4 **Finance Education is the game changer.** (100% of yes)

*« All the resources you provide is very good and complete. Again, the financial aspect of your solution is something very positive because it's in the DNA of the gender based violence, this is not something that is very highlighted by others in the field »*

## 5 **The structure makes the content easy to get.**

*« It's very helpful and I think it's very well structured, I like the fact that you start with how I am feeling now and how I will feel after leaving my abusive partner."*

## 6 **The warning is a must have.**

*« That's great that the warning about not sharing information is there ! »*



# What we need to improve.

## 1 How the organization is presented.

⊖ « We have the feeling it's a company, would be more impactful to see the faces of the women behind the organizations and testimonials »

⊖ Make it more obvious that the org has no ambition to make **money**

## 4 Missing some abusive relationship types.

⊖ « The website seems to not talk about **domestic violence** »

⊖ **Admin abuse** « What about migrants women ? »

## 2 More real & diverse pictures.

⊖ **Fake** - « Girls on video are too pretty, when you are in this kind of relationship, you feel like shit, so you can not relate... »

⊖ **Diversity** « I don't see diversity on the pictures, it's only white women. I'm a black woman, so it doesn't talk to me. »

⊖ **Pictures' emotion** « images highlighting bad emotions could trigger negatives vibes, especially when you are depressed. »

## 5 Straight to the point (video).

« It's too fluffy, it's too much, too much information, too many metaphors. You need to go straight to the thing. It's almost like you have to dig, it's confusing, it needs to be easy and straight forward for those women to understand" »

## 3 Homepage = summary of your solution.

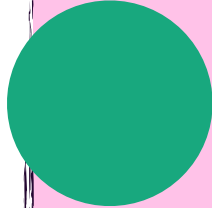

« When you are a victim, you are suffering, you just want easy information. You won't have the energy to go through all the website, so the homepage content needs to be more compact and need to represent all you can do right away. »

## 6 Children play a big role in the decision process.


⊖ « It's almost like it only concerns women without children and most of the cases, they have kids and their abusive partner are playing on that... so not mentioning kids can prevent them to act »


⊖ « It's shocking to have children or pets on the same line »




 **Can we make sure that providing those informations to the victims will help them to feel more secure and leave their partner ?** 

76% 


 « It's very helpful and I think it's very well structured, I like the fact that you start with how I am feeling now and how I will feel after leaving my abusive partner. »


 " This page would have allowed me to realize that I'm not the only one, the organization understand my situation and they gave me the tools to take action ... »


 If I would have seen this video in the time, I would have escape faster.




**Can we ensure that these women need & are willing to use such a brand/network to discover/learn/use ?**

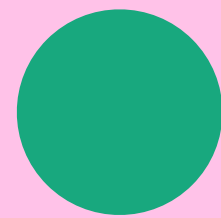
97% 

 « Watching others can give us the hope and the strength we need to leave and be free again »

 « Women will always try to protect their partner but if they have a list of objective facts, they can not hide from the truth anymore. It's a good eye opener and this is super helpful »

 Yes the content would have helped. It was fitting with my needs, the drawings of the video illustrate it well. I was asking myself a lot of questions ...

Are these women open to  
trusting our brand/network?



100% 👍

✅ « The videos help me to trust the organization »

✅ « The way the website is build up »

✅ « The content and the way it's organized «

❌ « Pictures seem to be fake, too pretty, glowing ...»

❌ « We have the feeling it's a company, would be more impactful to see the faces of the women behind the organizations »

❌ « Having testimonials from a women who did it could help the victims trust your recommendations »

❌ The Name



# What about crypto ?

If you could have hidden your money, would you think that you would have been able to leave earlier ?

20% 👍

✅ " If I could have hidden my money, I think I would have been able to hire a good attorney and leave this relationship earlier"

❌ « In my opinion, the real problem is to have money instead of hiding it »

We show you a safe way to hide your money through crypto, do you feel it would have helped you ? If yes, how ?

40% 👍

✅ " That's excellent, I think Crypto can be a great tool if we educate well people on the topic. If this website is about educating people and creating the tools for alternatives, this is something super because the person would have access to a tool explaining them how cryptocurrency works. It's really interesting and this is something that you don't hear very much in this sector..."

❌ Hiding money with crypto seems like a good idea but most of those women don't have access to the technology ( laptop, internet connection) or they have access but it's controlled by the partner

⚠️ Not one of the women interviewed faced financial abused.

# Warnings.



**Multiple factors and actions lead to leaving abusive relationship.**

*« Domestic abuse is a cycle. It's a process. It's not about one action, but the multiple actions that lead to a decision. It's not one action that will make me think« today, I'm going to leave, I'm packing everything and I'm leaving. » No, it doesn't work like that but step by step it will help you to become ready to leave »*



**Your solution will create expectations. Partner-up !**

*"It's good to create awareness as long you have appropriate service that can fit with the needs of victims. And what happens today in the systems in different countries across Europe is that by creating awareness you increase the level of hope and expectations. But in the real life, when you have to create immediate and concrete actions, there is 0 support, there is nothing."*



**The need to hold their hands to act.**

*"When you are victim of domestic abuse, you are so vulnerable. You're so fragile that this proactiveness is something that you lack. So even if you understand the whole situation, the fact that's not your fault and the different steps you need to take to be free again, you won't move because you are frozen. It's only possible if someone helps you to do it. "*



# My recommendations.

## 1 Your solution is all about content.

- 👉 Creating quality content takes time
- 👉 You have a clear direction with what we used so far
- 👉 Remember, it needs to be simple .

## 2 You can't solve every problems. Should you choose a focus ?

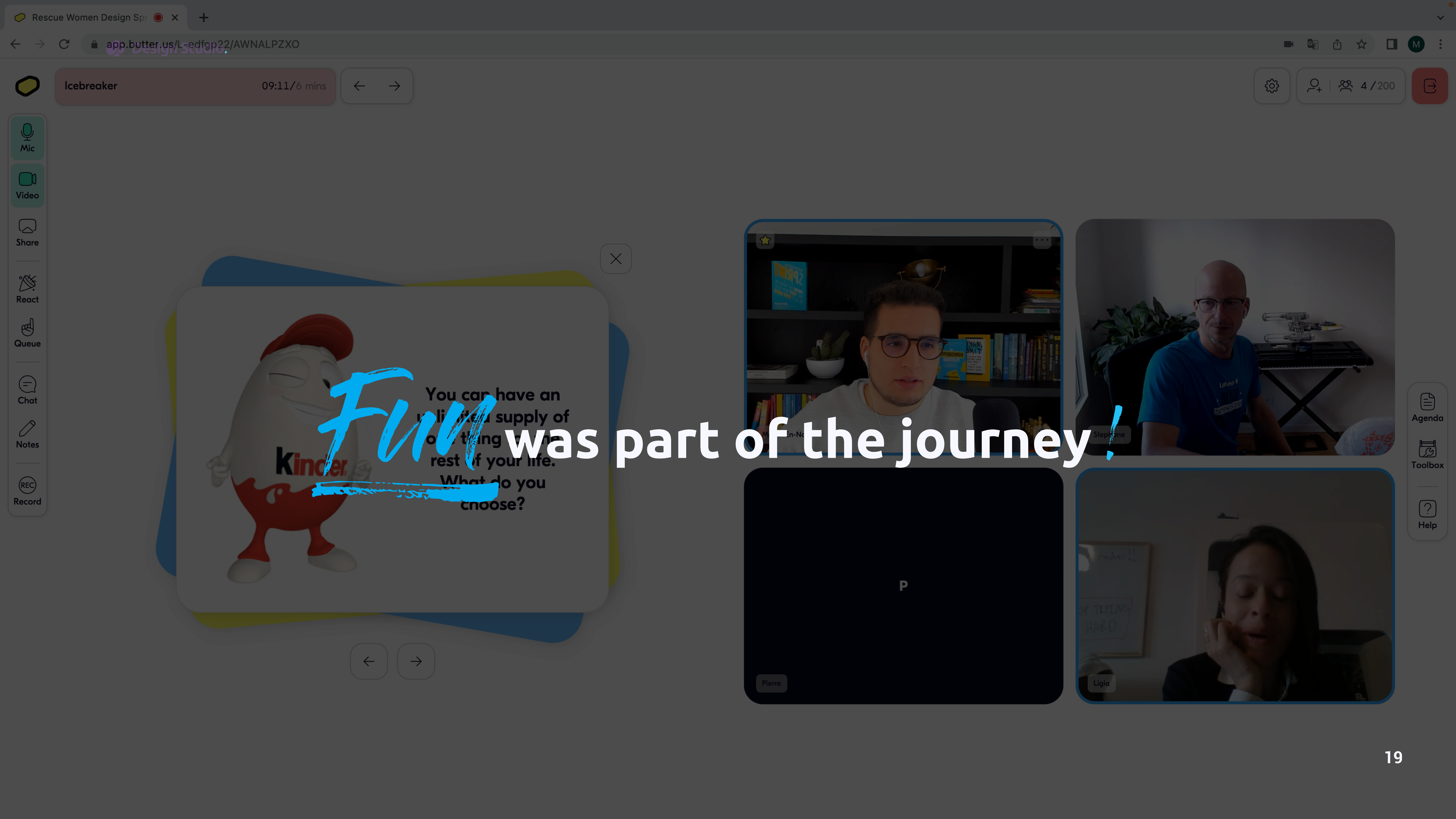
- 👉 **Financial Abuse** « DNA of your solution »
- 👉 Domestic violence ? Administrative Abuse ?
- 👉 *Does it makes sense to focus ?*

## 3 You need to make the time to work on this project.

- 👉 Risk : time availability
- 👉 Awareness creates expectations : the need to partner-up
- 👉 Project management

## 4 You need to validate the crypto concept.

- 👉 The women I met didn't suffer from **financial abuse** or really slightly
- 👉 « **Ouaw** » **effect** when it's trendy
- 👉 Feels like the **real problem** is having money instead of hiding it
- 👉 Access the technology could be challenging



**Fun** You can have an unlimited supply of fun for the rest of your life. What do you choose?

Fun was part of the journey!



1

**We won't eat at  
Dunkin' Donuts  
anymore 🤔**

2

**You shouldn't build  
crazy Lego  
masterpiece when  
you have a cat 😂**

3

**People can get fire  
from stealing  
Kinderbueno at work  
😭**

Thank *you*

