

Tenacity Art

Bobbianna Elizabeth

Project overview

Project duration:

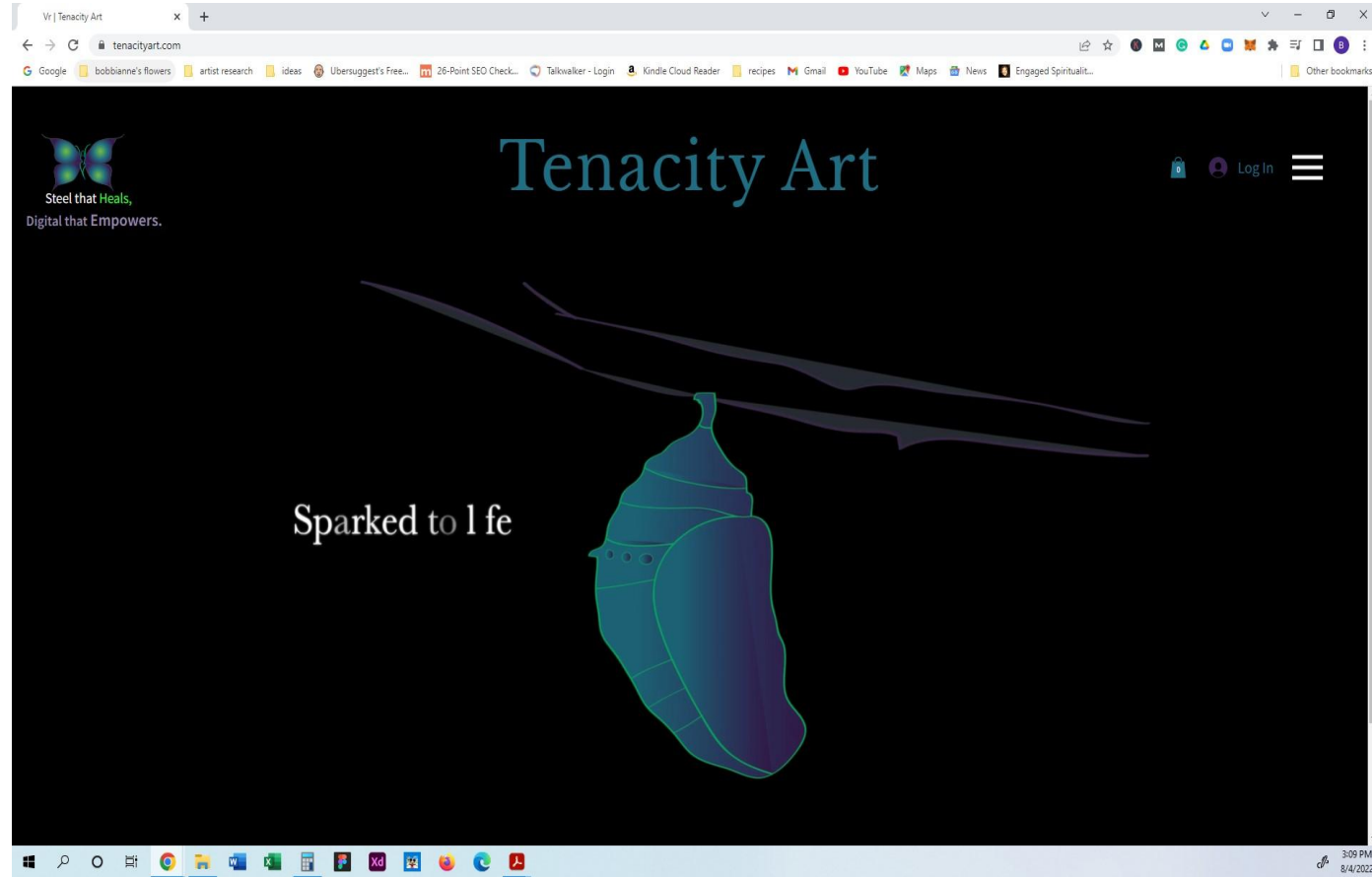


Spring of 2022

The product:



Domestic Violence survivors are looking for products that understand their healing process. Survivors are looking for ongoing emotional support and products that honor their past and while giving hope to the future.



Project overview



The problem:

Domestic Violence survivors, no matter their level of treatment, need products, services, and resources that provide emotional support as they continue through the healing process.



The goal:

Our emotionally supportive products will let users find additional emotional support which will affect DV survivors, independent of treatment level find new paths of healing by providing a items that support DV survivors in being seen, heard, and validated. We will measure effectiveness by the website being more utilized, and sales increasing. This will allow Tenacity Art to donate more to help other DV survivors in crisis.

PROBLEM STATEMENT

Sarah

user name

is a/an Early Recovery DV survivor

user characteristics

who needs

DV specific products that provide emotional support

user need

because

She needs to continue the healing process even after the initial crisis has ended.

insight

PROBLEM STATEMENT

Harriet

user name

is a/an Advanced Recovery DV survivor

user characteristics

who needs

DV specific products that provide emotional support

user need

because

She needs to continue the healing process even years later.

insight

Project overview

The final problem statement:

Domestic Violence survivors, no matter their level of treatment, need products, services, and resources that provide emotional support as they continue through the healing process.

Project overview



My role:

Lead UX Designer, Website Developer



Responsibilities:

User Research, Ideate, Coding in Javascript,
Design and Creation of Website

Understanding the user

- Empathy Maps
- User research
- Personas
- Problem statements
- User journey maps

User research: summary



By conducting a series of interviews, surveys and reading available research papers, I discovered how much domestic violence survivors need at the beginning of treatment and how that need continues even after years of treatment. Working with trauma survivors as an artist and being a trauma warrior myself, I was aware of the need for continued support. However, I was not aware how prevalent the problem was or that support was still needed 20 years after the initial trauma. This was reported by one interviewee. According to the research study *Meeting Survivors' Needs: A Multi-State Study of Domestic Violence Shelter Experiences, Final Report*, 73% of respondents wanted emotional support. By conducting competitive audit of the top 4 apps in Apple App Store, people wanted better apps. Many apps were free and crashed constantly, tracked users without permission, and charged without permission for higher end content.

Empathy Map: Sarah



Empathy Map: Harriet



User research: Early Recovery DV Pain Points

1

Pain point

97% Early Recovery DV survivors reported wanted help, "Paying attention to my own needs" (Lyon et al., 2008)

2

Pain point

95% Early Recovery DV survivors reported wanted to "connections to other people" (Lyon et al., 2008)

3

Pain point

93% Early Recovery DV survivors wanted emotional support. (Lyon et al., 2008)

4

Pain point

92% Early Recovery DV survivors reported wanted help with "dealing with feelings that upset me" and "dealing with stress" (Lyon et al., 2008)

User research: Advanced Recovery DV Pain Points

1

Pain point

Once out of crisis, emotional support is still need. Hence, supportive healing and self-care practices and products are still sought after; however, are often not DV specific or easy to find.

2

Pain point

Advanced Recovery DV survivors still struggle with triggers, PTSD, and other mental health issues.

3

Pain point

DV survivors need a time and place to share their stories. It is empowering and helps the healing process.

Persona: Sarah (Early Recovery DV Survivor)

Problem statement:

Courtney is a domestic violence survivor that is still in the first year of recovery, coming out of the crisis phase. She is seeking products (and support) that will help her start her healing journey.



Sarah

Age: 37

Education: Bachelor's Degree

Hometown: Middletown, CT

Family: Single with teenager

Occupation: Administrative Assistant

"I wish I had a guide for getting through this. Or even a journal with prompts made just for domestic violence survivors."

Goals

- Get out of crisis and have a "more normal" life
- Find healing and self-love

Frustrations

- Not being heard by the market
- Needing specific products to meet healing needs
- Not having information conveniently provided

Sarah is a domestic violence survivor that has left an abusive relationship within the last year. She has a stable job with adequate pay, however, leaving the relationship has been a financial struggle. In addition, she is getting treatment for herself and her son. She is also seeking legal assistance and assistance from domestic violence organization and government organizations. She is seeking additional support as she heals from her trauma.

Persona: Harriet (Advanced Recovery DV Survivor)

Problem statement:

Harriet is a domestic violence survivor from her first marriage that was over 20 years ago. Even after all this time, she is still healing. She supports younger survivors through volunteering and other means. However, she still seeks emotional support and healing. She works on self-care, self-love, forgiveness and acceptance in her healing practice.



Harriet

Age: 55

Education: Bachelor's Degree

Hometown: Groton, CT

Family: Married Empty Nester

Occupation: Supervisor

"How does one move along and accept that their experience will always be a part of who they are, although it will change and evolve over time."

Goals

- Still wants to heal and needs emotional support for this years later.

Frustrations

- Market and people think healing journey is over
- Has a hard time accepting the earlier trauma and still working on forgiving herself

Survived domestic violence during her first marriage during late 20's. Later went on to marry and have kids with her second husband. Has a supervisory role in her dream job and has volunteer and helped many domestic violence survivors get help. Kids are all starting to go to college (would be out of the house if the pandemic had not happened). Still is healing herself from all the trauma years later. Still needs to heard and loved to fill the void the domestic violence left.

User journey map

Persona: Sarah

Goal: Find the website and purchase emotional support products to assist in healing

ACTION	Find Website	Sign-up for Emails	Views Resources	Look at Products	Purchase
TASK LIST	Tasks A. Google DV/emotional support products B. Or click on social media ads/posts	Tasks A. Go to site B. Email sign-up Pops-up C. signs up	Tasks A. Explores site B. Clicks on resources page C. Views resources	Tasks A. Explores site B. Finds products' page C. Finds product to purchase	Tasks A. Choose product B. Product goes to cart C. Adds more products & personalizes products D. Finalizes order & get total w/tax, enter payment info E. Order confirmed & shipped
FEELING ADJECTIVE	Anxious to find products that meet needs	Focused	Curious	Excite but could be easily overwhelmed	Excite but could be easily overwhelmed
IMPROVEMENT OPPORTUNITIES	Make website findable	Keep info needed simple	Make website navigation intuitive	Make product listings organized, personalization process easy	Keep process simple and provide navigation to make changes

User journey map

Persona: Harriet

Goal: Find the website and purchase emotional support products to assist in healing

ACTION	Find Website	Sign-up for Emails	View Video	Look at Products	Purchase
TASK LIST	Tasks A. Google DV/emotional support products B. Or click on social media ads/posts	Tasks A. Go to site B. Email sign-up C. signs up	Tasks A. Explores site B. Clicks on videos page C. Views videos	Tasks A. Explores site B. Finds products' page C. Finds product to purchase	Tasks A. Choose product B. Product goes to cart C. Adds more products & personalizes products D. Finalizes order & get total w/tax, enter payment info E. Order confirmed & shipped
FEELING ADJECTIVE	Anxious to find products that meet needs	Focused	Curious	Excite but could be easily overwhelmed	Excite but could be easily overwhelmed
IMPROVEMENT OPPORTUNITIES	Make website findable	Keep info needed simple	Make website navigation intuitive	Make product listings organized, personalization process easy	Keep process simple and provide navigation to make changes

USER STORY

Sarah

As a/an Early recovery DV survivor

type of user

I want to To be able to buy products and find resources that are made for a DV survivor

action

so that So that I can continue receiving emotional support to aid in my healing process.

benefit

USER STORY

Harriet

As a/an Advanced recovery DV survivor

type of user

I want to To be able to buy products that are made for a DV survivor

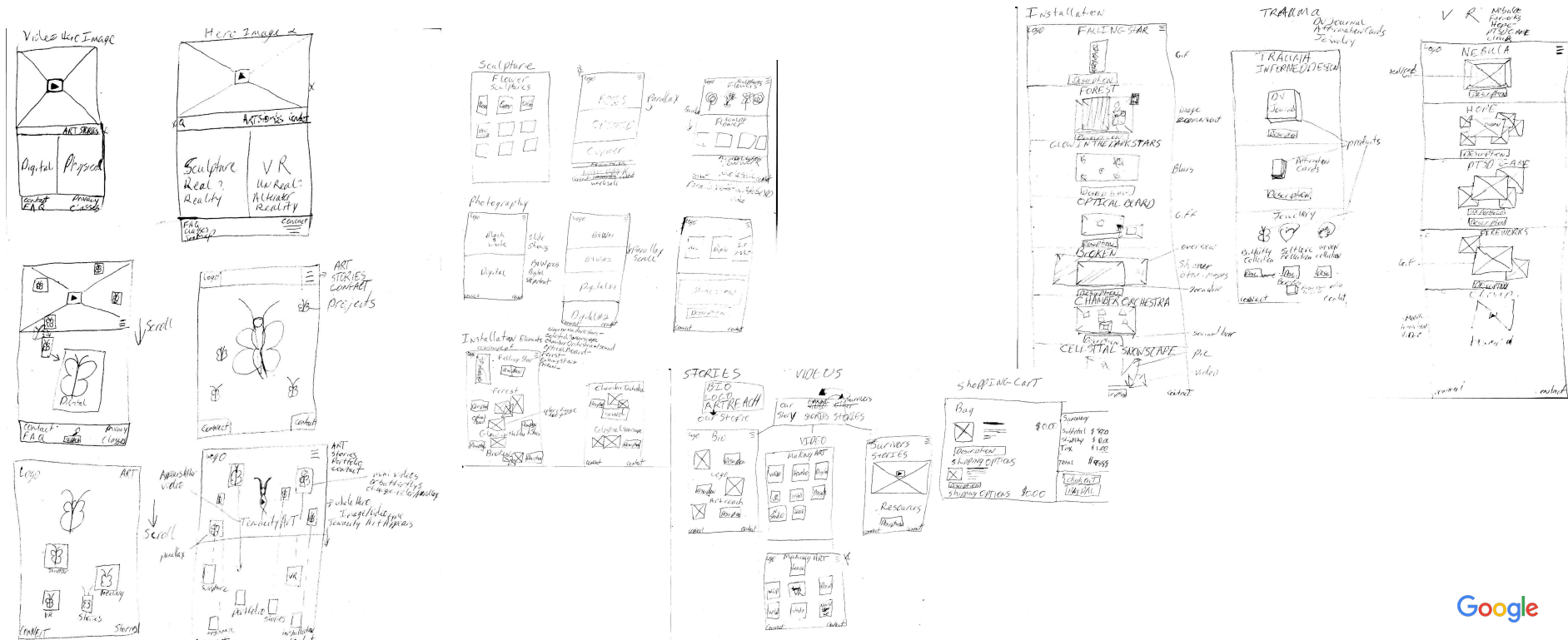
action

so that So that I can continue receiving emotional support to aid in my healing process.

benefit

Paper wireframes

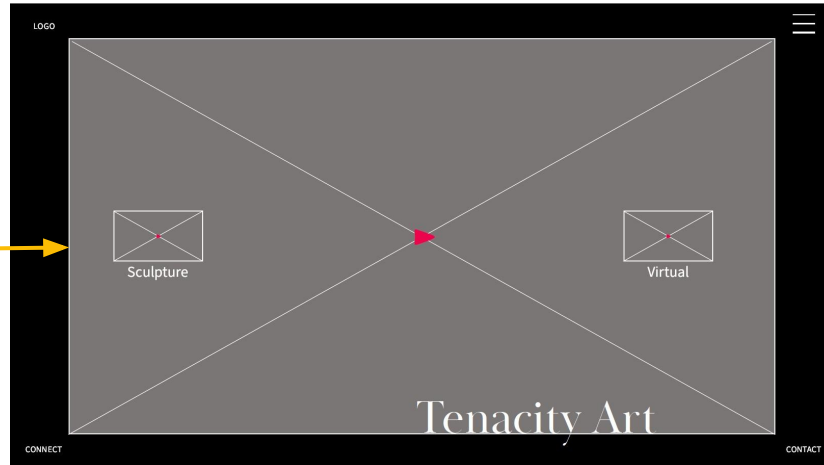
My goal was to make a website that was focused on helping trauma and domestic violence survivors (Tenacity Art's target market) while innovatively featuring Tenacity Art's artworks



Digital wireframes

Users want to interact with the art, not the website's icons. Hence, the website is simple and quick to navigate. However, in later designs, participants in design studies wanted to see more artwork sections on the home page.

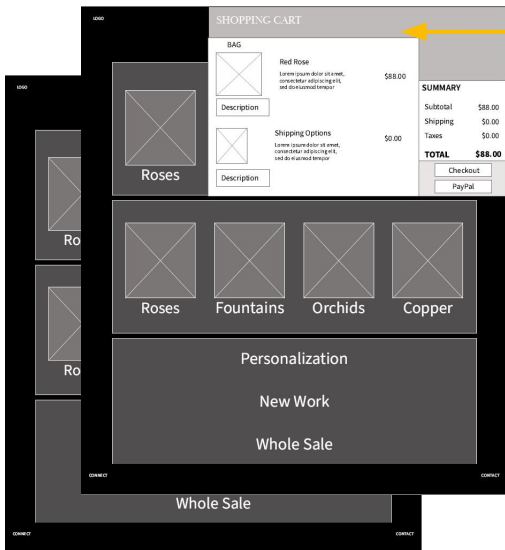
Splits the artwork into two sections, "Sculpture" and "Virtual"



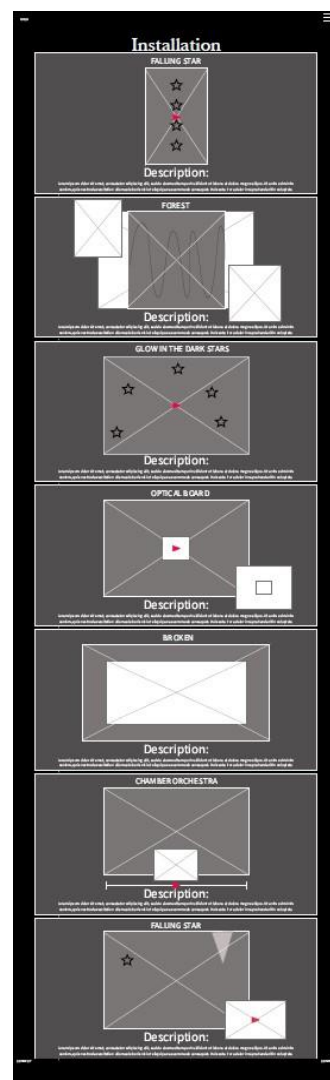
Basic navigation icons are simplified so the artwork can be the focus

Digital wireframes

Users needed a guide as they navigated the checkout process. Also a sample of digital wireframe of the “Installation” page.



Users needed a way to track where they were in the checkout process which was changed in later iteration.



Sample of artwork page for a specific type of artwork

Low-fidelity prototype

Prototype Link:

<https://xd.adobe.com/view/52d5c902-b60d-4aac-aae0-5cb986d0a9e1-0786/>



Usability study: findings

After conducting a unmoderated usability study with 5 participants, the findings are given below:

Round 1 findings

- 1 Describe app, tours, and events in more detail on homepage.
- 2 Create a “waiting room” and in that space allow participants to invite other users to the app there.
- 3 Provide a quick, simple tutorial of how to move and interact in a VR space.

Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

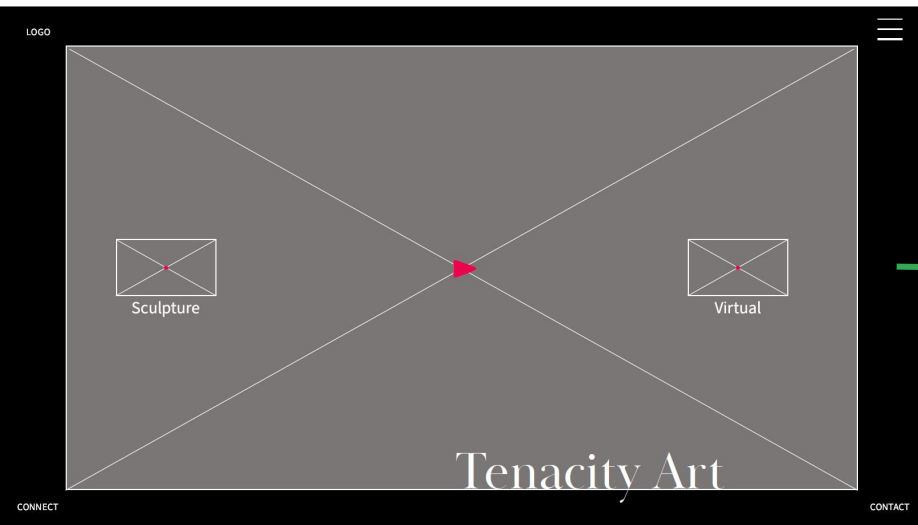
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Video that was added in after the usability study, I created for the project. Images were hand draw in Illustrator and then animated in Final Cut Pro.

Before usability study



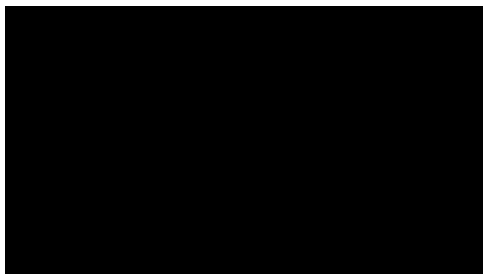
After usability study



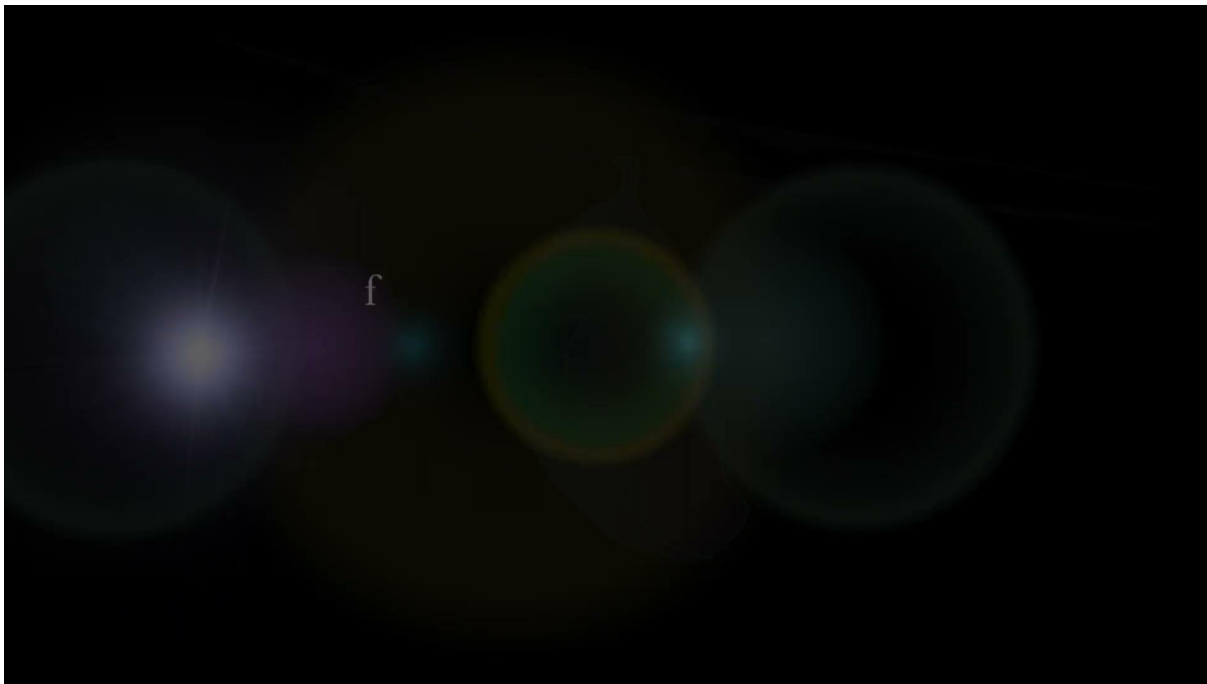
Mockups

Video I created from hand drawings. I also created and animated the logo for the mockups.

Logo Video



Introduction Video for
Domestic Violence Survivors





Mockups - After Usability Study - Checkout Navigation Added

Step 1 - Shopping Cart

SHOPPING CART

1 - Shopping Cart 2 - Address 3 Payment 4 Review

BAG		
	Red Rose Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor	\$88.00
Description		
	Shipping Options	\$0.00
Description		

SUMMARY	
Subtotal	\$88.00
Shipping	\$0.00
Taxes	\$0.00
TOTAL	\$88.00

Checkout
PayPal

Step 2 - Address

CHECKOUT

1 - Shopping Cart 2 - Address 3 Payment 4 Review

ADDRESS		
First name	Last name	
<input type="text"/>	<input type="text"/>	
Address		
<input type="text"/>		
City	State	Zip Code
<input type="text"/>	<input type="text"/>	<input type="text"/>
Email	Phone	
<input type="text"/>	<input type="text"/>	

SUMMARY	
Subtotal	\$88.00
Shipping	\$0.00
Taxes	\$0.00
TOTAL	\$88.00

Continue

Step 3 - Payment

CHECKOUT

1 - Shopping Cart 2 - Address 3 Payment 4 Review

PAYMENT INFORMATION		
Card Number	Expiration Date	
<input type="text"/>	<input type="text"/>	
CW	<input type="text"/>	


SUMMARY	
Subtotal	\$88.00
Shipping	\$0.00
Taxes	\$0.00
TOTAL	\$88.00

Continue

Step 4 - Review

CHECKOUT

1 - Shopping Cart 2 - Address 3 Payment 4 Review

REVIEW	
Shipping Address	Payment Information
First, Last Name 123 Street Avenue City, State, Zip Code Country 123.456.7890	First, Last Name XXXXXXXXXXXX-1234 02/2026
Shipping Standard Shipping	
Product	
	Red Rose Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
	\$88.00

SUMMARY	
Subtotal	\$88.00
Shipping	\$0.00
Taxes	\$0.00
TOTAL	\$88.00

Place Order Now

Step 5 - Confirmation

ORDER COMPLETE

Thanks For Your Purchase!

Your order number is #12345678
You'll receive an email confirming our order details.

SUMMARY	
Subtotal	\$88.00
Shipping	\$0.00
Taxes	\$0.00
TOTAL	\$88.00

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Accessibility considerations

1

All the colors were tested for all levels of color blindness and contrast issues.

2

Navigation was simplified that way even inexperienced users could successfully use the website.

3

Navigation was added to the checkout process to allow customers to know where they were in the process effectively and easily.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Tenacity Art's website allows the trauma and domestic violence community to interact and find artwork/products that speak directly to their treatment needs.

One quote from peer feedback:

"I love the video in the beginning. It speaks to what it is like to be a domestic violence survivor yet is empowering. They "get me" here."



What I learned:

While designing the Tenacity Art website, I learned that creating an innovative, unique website takes research and multiple iterations. Hence, usability research is invaluable to the creation of something new.

Next steps

1

Build the website.

2

Conduct a usability study to start iterating on the process of how people will interact with the website.

3

Based on usability results, redesign the website to increase website interaction and sales of Tenacity Art's artworks.

Let's connect!



Thank you for your time! Also, thank you for reviewing my Tenacity Art Website and Presentation!

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