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Campus Safety Watch

Content Strategy for Email Harassment

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INTRODUCTION

Let's explore a user scenario and outline an improved strategy for Campus Safety Watch.

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OVERVIEW

SCENARIO AND METHODOLOGY

KEY FINDINGS

RECOMMENDATIONS

SUMMARY

OVERVIEW

Auditing
Campus Safety Watch

The app is comprehensive, covering an impressive number of topics and situations.

However, there is always room for improvement!

OVERVIEW

Our audit's revelations

- **Content.** Found in unexpected places, under unclear or undescriptive headings, with no contextual navigation.
  → Use simple, user-centric language; and source and/or consult experts

- **Navigation**. Overall difficulty of navigating the app and lack of the most important navigation feature of all: a search bar
  → Recognition rather than recall— make buttons, actions and options visible

- **Redundancy.** Many topic sections and pages are duplicated between sections.
  → Bottom-up approach for the IA (list it down, categorize and make it concise)

SCENARIO &
METHODOLOGY

"My friend is receiving anonymous, harassing emails, and is becoming afraid to attend classes, not knowing where the emails are coming from."
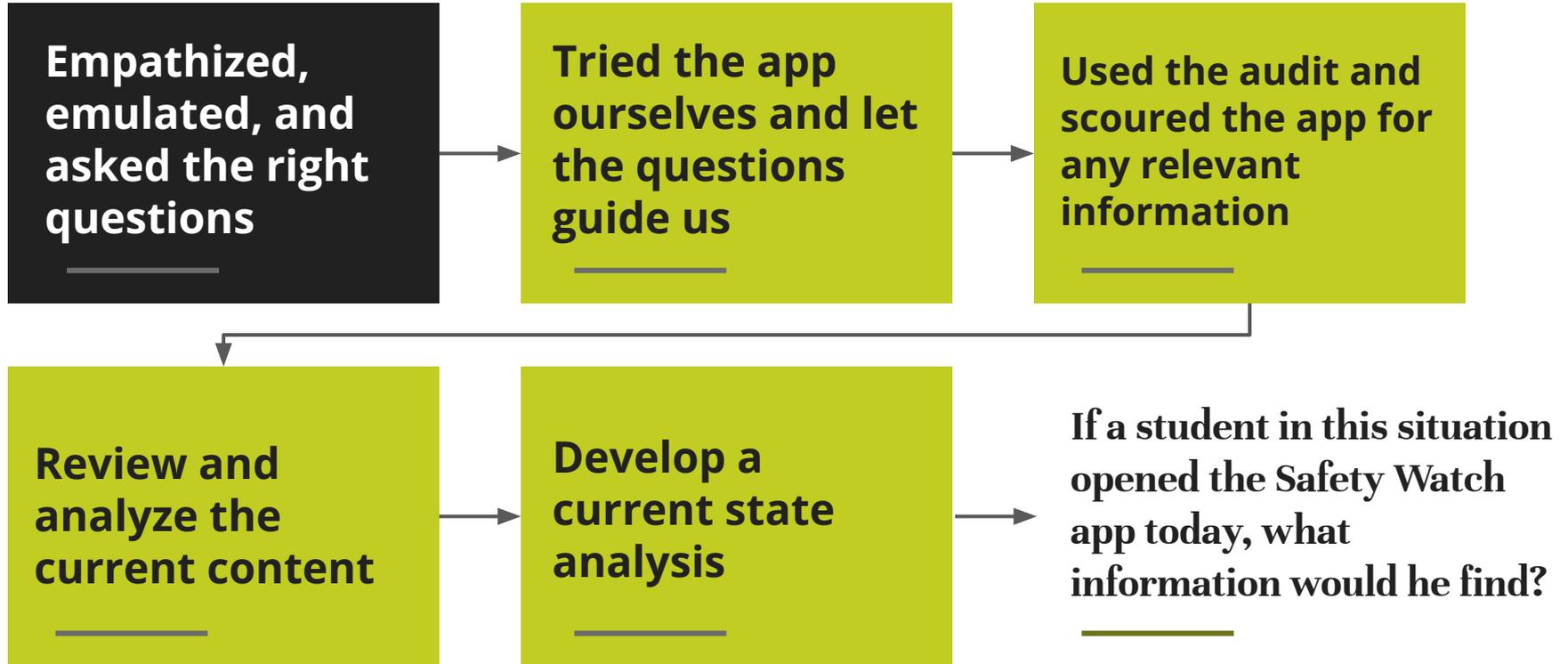
— Scenario

SCENARIO &
METHODOLOGY

Our first step:
Empathizing, emulating and asking the right questions

- What is bullying and harassment?
- When should I reach out for help?
- Whom can I ask for help?
- What do I need to do?
- What will happen next?
- How can I help a friend who is being bullied or harassed?

SCENARIO & METHODOLOGY

Empathized, emulated, and asked the right questions

Tried the app ourselves and let the questions guide us

Used the audit and scoured the app for any relevant information

Review and analyze the current content

Develop a current state analysis

If a student in this situation opened the Safety Watch app today, what information would he find?

KEY FINDINGS

Discoverability &
meeting the content needs

KEY FINDINGS

Discoverability:
General insights upon discovering relevant information

"Stop Bullying Now"
- Section is not easily visible
- Information is not detailed
- No available definition of terms e.g. "bullying"
- Failure to elaborate school jargon e.g. "Anti-Bullying and Personal Harassment Prevention Activities"
- No actionable or empowering statements e.g. when to reach out or what to tell the authorities
- No specific explanation on certain instructions e.g. "document cyber bullying or harassment and report it"

KEY FINDINGS

Main Questions	No. of Sub-questions
What is bullying and harassment?	6
When should I reach out for help?	6
Whom can I ask for help?	5
What do I need to do?	5
What will happen next?	7
How can I help a friend who is being bullied or harassed?	3
Questions answered	**6.5 out of 32**

Meeting the content needs:

Only **20%** of the user's information needs were met by the app

RECOMMENDATIONS

Content, tone, I.T.S.A. & more

KEY RECOMMENDATION

Develop content by consulting subject matter experts with knowledge of the relevant policies.

RECOMMENDATIONS | Content & tone

After reading any part of the app,

the student should feel that he knows better what bullying is, understands that he can get support, and/or knows what actions to take to help himself or a friend.

Pages will differ in their content and tone depending on which of these purposes is primarily served.

Purpose	Recommendations
Information	- Provide comprehensive definitions from reliable sources such as the Criminal Code of Canada, Centennial policies and authoritative anti-bullying organizations. - Make use of examples to concretize what kind of situations meet those definitions.
Reassurance	- Use a tone of compassion and take the user's perspective. Talk about the user, not the school or its activities. - Clearly outline what support resources are available.
Empowerment	- Give detailed instructions broken into lists of small, actionable steps. - Clarify what the student can do on his own, and what requires the authorities. - Make sure the student understands - Don't give a suggestion without explaining how to act on that suggestion.

RECOMMENDATIONS | I.T.S.A.

Informative.T.S.A.

Clearly explain the definition of bullying and harassment, what situations require help, and where help should be sought.

I.Trustworthy.S.A.

Use a tone of trust and authority by carefully proofreading all content, avoiding jargon, and making it accurate and consistent.

I.T.Supportive.A.

Take into account students' context and needs, and use language they will understand.

I.T.S.Actionable.

Outline how to respond to bullying or harassment, how to stay safe online and whether to engage with the harasser.

RECOMMENDATIONS

Other suggestions:

- **Using clear headings**
  → Consider "Who/What/Where/When/Why"

- **Categorize**
  → Do user research as needed to find the right way to sort content

- **Keep it concise**
  → Display only the minimum data required but allow the user to dig deeper and find more information as needed

SUMMARY

The purpose of each piece of content should be considered, and content should always be grouped into relevant categories.

Currently, the content of the app is not informative enough, is difficult to navigate, and is written in an unclear style with jargon and grammatical errors.

For students who are being bullied online, fleshing out the available content with the help of subject matter experts would go far to improve the usability of the Safety Watch app.

Thank you!

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