Racial Violence Archive
When people rely on *surface appearances* and *false racial stereotypes*, rather than in-depth knowledge of others at the level of the heart, mind and spirit, their ability to assess and understand people accurately is *compromised*.

James A. Forbes
Hello!

We are Team 1A

Johara Alomair, Zach Anderson, Lauren Dimailig,
Huda Herwees, Michael Nguyen
Project Description

To produce an archive website that gathers information on occurrences of racial violence in the U.S.

The website our team is developing incorporates an interactive map of racial violence data found in the archive and current news and research selected by our client. Our team’s goals were to produce all aspects of the new website except the interactive map. We spent time creating a website that would be deemed engaging (to encourage users to visit the website again) and authentic (our users have to trust the presentation of information to be accurate).
Project Description

- **Map page:**
  Our team developed a page to place the map with a submission form to allow users to submit incidents of racial violence.

- **Project page:**
  The project page consists of details on our client’s project and purpose for developing the website.

- **Research page:**
  The research page consists of different and brief descriptions of research articles selected by our client related to racial violence.

- **Contact page:**
  The contact page was developed to allow users to ask questions or concerns to the client.
1.1 The HCI Problem

What are we trying to do? What are we trying to fix?
The current **problems**

**Usability**
We want to create a site that is easy to use and easy to navigate
We want to create a site that people enjoy using

**Information Coherence**
We’re combining the content of two existing sites and we want to ensure the final product feels like one coherent unified source

**Engagement**
We want to create a site that engages users and encourages participation in remedial efforts
1.2 Our Methods

The methods we are using to fix the HCI Problems
Methods and the problems they address

Surveys
What do people want from the website?
How useful is the current state of the website?

Usability Testing
Navigation, basic layout--is it organized and understandable?

User Studies
Will form the basis of information we use to create the informed redesign
2. What we’ve done so far

Surveys, mockups, redesign, preliminary user studies
Project timeline

**Weeks 1–5**
- Team exercises
- User surveys
- Initial design work
  - Personas
  - Mockups

**Weeks 6–8**
- Analysis of our user surveys
- Implementation of Design work
  - Website
- Preliminary user tests

**Weeks 9–10**
- Full, formal user tests
- Informed redesign
- Final hand off to client (with walkthrough)
Survey and data analysis

- Reached out to 6 users (4 responded) to evaluate the old website.
- SurveyMonkey
- Results:
  - Overall experience: 50% great, 50% close to poor.
  - Interest in the website: 75% interested but the users wished for more content.
  - 25% wished for more sources to make the website more trustworthy.
Survey and data analysis

User suggestion to consider adding:

- Why the incidents affects us to this day.
- Current news
- The ability to extract data from the map
- Include images
Personas/Mockups

- Form of brainstorming
- Ideas of what would intrigue potential users
- Design evaluations & redesigns
Goals
- Navigate the archive for content to refer to in her speech
- Share the information with her Tumblr followers in order to reach a wider audience
- Highlight and raise awareness regarding racial injustices
- Maintain GPA
- Destroy the patriarchy

Frustrations
- False information or sources.
- Lack of visually pleasing aesthetics.
- Content that isn’t presented in an engaging fashion for her followers.
- Overcomplicated visualizations that take away from the content.

Preferred Channels
- Traditional Ads
- Online & Social Media
- Referral
- Guerilla Efforts & PR

Bio
Freni is a first year Comparative Literature major at UCI. In her free time she manages her Tumblr blog, learning and sharing information regarding social justice issues with her friends and followers. She has quite a large social media following as she speaks her mind and writes about film.
Interactive Map

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit.
Vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus,
ae blandit elit tincidunt id. Sed rhonous, tortor sed elit.

Submit:
Type: Options
Date: Options

Please Describe:

Add a picture: *
Attach
Submit
Initial Redesign

Results of our first redesign
The prototype:
The **problems** with the prototype

**Functionality**
The incident submission is not functional - this was something we wanted to fix with our redesign

**Usability**
The map has a learning curve for users - this was something we attempted to mitigate with our redesign

**Maintainability**
Our client simply cannot maintain a site that uses solely HTML and javascript to run, we targeted maintainability as a core aspect of our redesign
Racial Violence Archive (v 0.5):

Interactive Map

This map provides incidents of racial violence in the south in the United States from the 1870s to the late 1970s. Data is presented in the form of a heatmap with states split into counties where the intensity of the color represents the number of occurrences of racial violence in that specific county.
### Racial Violence Archive (v 0.5):

**Submit an Incident**

<table>
<thead>
<tr>
<th>TIMEFRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Incident</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VICTIM INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Age:</td>
</tr>
<tr>
<td>Sex:</td>
</tr>
<tr>
<td>Race:</td>
</tr>
</tbody>
</table>

**INCIDENT DESCRIPTION**

<table>
<thead>
<tr>
<th>Incident Type</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Location</th>
</tr>
</thead>
</table>
Racial Violence Archive (v 0.5):

Research

Racial Violence Research

There is growing public, research, and policy interest in the legacy of historical racial violence, and the related challenges of transitional racial justice in the United States.

This series of studies and initiatives aims to assist in documenting, analyzing, and engaging this living history of racial violence, to promote a greater understanding and its effective remedy.

Learn More

Youth Justice Research

A series of studies examining the idea and practice of juvenile justice, a system imagined as a "manufactory of citizens," where wayward youth might be remade as "normal" and productive members of society. Geoff's work focuses on racial politics of...
Our remedies to the problems

**Functionality**
Incident submission is now fully functional and easy for our client to use.
Search is a stretch goal for us.

**Usability**
The map has been updated to a Google Map displaying FusionTable data (thanks team 1B!)
This helps the interface feel familiar to a wider audience than the previous map.

**Maintainability**
We used Weebly to build the site with our client in mind.
Drag-and-drop editing ensures that our client will be able to maintain the site easily once we hand off the project.
Preliminary user studies

- Asked users to complete tasks as a means to test usability
- Asked users for their general impression of the website
- Asked users what would cause them to revisit the site (engaging)

Based off of what we already knew, it was interesting to see our users agree with what we had planned--an “About” page and moving the submission form to a separate page.

We do plan on having formalized user studies over the course of this week.
The questions

What is your initial impression of the website?
What do you think the purpose of the website is?
Who do you think the intended audience is?
How did you find the layout?
Was there something missing that you were expecting to see?
Could you tell me what this page is about?

What would encourage you to revisit the site in the future?
Name your two favorite things about the website and two least favorite things.
If you could change one change (big or small) to the website, what would be on top of your list?
How intuitive was the navigation?

The website was easy to navigate (agree/disagree)
The website made it easy to find information (agree/disagree)
The website is easy to read (agree/disagree)
The layout of the website is organized (agree/disagree)

Tasks
Can you head to where the heatmap is?
Can you submit an incident?
Provide faux information to put in
If you wanted to send the author of the website an email, where could you find that on the website?
<table>
<thead>
<tr>
<th>Question</th>
<th>User A</th>
<th>User B</th>
<th>User C</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you think the purpose of the website is?</td>
<td>“Documenting racial violence? I just would prefer an about [page], because I don’t really know.”</td>
<td>“Racial violence I assumed from “archive” its stories, research and general data...”</td>
<td>“It’s a place for resources particular to historical accounts and documentation.”</td>
</tr>
<tr>
<td>Who do think the intended audience is?</td>
<td>“Anybody who experiences racial violence or anyone interested in racial violence. I don’t think there is a specific age group.”</td>
<td>“People that are doing research or people that have been in a situations of racial violence.”</td>
<td>“Many activists, advocates for social justice, anyone in law enforcement, academics and students. and social movements particular to racial injustice like maybe politicians and people in public office.”</td>
</tr>
<tr>
<td>What would encourage you to revisit the site in the future?</td>
<td>“I guess like what you were saying, having an updated blog. [The website] being on top of current events.”</td>
<td>“‘That it actually works.’ Videos and blog updates. New content.”</td>
<td>“If there’s actual content I could use for research. More info about who the person that curated the website it. like credentials, etc.”</td>
</tr>
<tr>
<td>If you could change one change (big or small) to the website, what would be on top of your list?</td>
<td>“I guess the about page that I’m constantly talking about, because, you know, it’s the bare minimum for me [for a website] so I’d know exactly what’s going on.”</td>
<td>“Changing where to submit an incident is located, don’t leave it on the map page.”</td>
<td>“Including, like, a mission and vision statement.”</td>
</tr>
</tbody>
</table>
Results of the preliminary study

- Add an about page
- Add information about the author of the project/website
- Change where the “Submit an Incident” is located (move it off the “Map” page)

From the results, it shows that our users agree with the decisions we were planning on making for the initial redesign. After one more user study, we’re going to have our final informed redesign.
3. Insights

As related to the aforementioned problems
Both our client and previous users of the archive want to see a connection between the violent events of the past to the ongoing remedial efforts.

In our user studies we’ve learned to ask open ended questions and rephrased them so that we wouldn’t lose any potential valuable insight.
4. Difficulties

Difficult situations we’ve encountered
Difficulties we’ve encountered

Incentivizing
It was extremely difficult to get individuals to respond to our surveys. As a result, we had to send follow-up emails. We had trouble incentivizing users to lend their time so a lot of the time it felt like we were begging.

Gathering Data
When surveying current users, we had difficulties gathering data when the users had little to no feedback in some areas. For our free response questions the users tended to avoid them or gave little insight to them.
Communication with Team 1b
We found it a bit difficult to communicate with team 1b because of the dynamic--we’re working on the same project but different parts.

Communication with Client
Towards the beginning of the quarter, we had difficulty getting in contact with our client due to scheduling issues (Geoff was out of state).
5. Decisions

Decisions that still need to be made
Decisions that still need to be made

- Weebly -- Free or Premium?
- Analyze data from upcoming user studies
  - Affects what decisions need to be made in regards to the informed redesign

Our upcoming decisions focus on how we can better the user experience for the archive.
6. Timeline

Updated timeline that includes remaining project duration
Project timeline

**Week 8**
- Conduct full, formal user tests (5/18)
- Analysis of formal user tests (5/20)

**Week 9**
- Identify design solutions (5/23)
- Informed redesign (5/27)

**Week 10**
- Final hand off to client (with walkthrough) (6/3)
Thanks!

Any questions?