INTRODUCTION
WHAT IS COMMUNITY BASED DESIGN?
POWER OF MOBILE

OAKLAND COP SHOOTING BLACK MAN INNOCENT RODNEY KING ESQUE CALIFORNIA

COP SHOOT BLACK MAN NOT RESISTING

Uploaded on Jan 6, 2009

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Suggestions

Prelim Probe of Fatal Oakland Shooting Complete

Cops shoot unarmed man in the head

Oakland CA Cop Shooting - Best

POLICE FATALLY SHOOT UNARMED MAN - Laying

COPS Gone Wild

Chicago police murder innocent man
GIVING BACK.
PARTNERS

MacArthur
The John D. and Catherine T. MacArthur Foundation

NSF

Youth Radio

CPB
PROJECT GOALS

1. Teach User-Centered Design Process & Build Curriculum

2. Co-Create a Mobile Application improving the relationship between Youth and Police in Oakland
USER-CENTERED DESIGN.
KICKOFF MEETING

Thursday, May 12, 2011
COMPETITIVE ANALYSIS
USER RESEARCH

Keywords
- education
- building trust
- community
- alleviating tension
- respect/disrespect
- cellphone legality grey area
Tuere
Erik
Maeven
Robyn
Nishat
Belia

8+ young people including input from mobile action lab team

Ethan Zuckerman
commissioner
deputy sheriff

Thursday, May 12, 2011
USE CASE DEVELOPMENT

Young Person- Intimidated, frustrated or scared of police.

Police Officer- Suspicious of young person; expects worst case situation.

Ally- Parent, guardian, teacher, etc. Not around but wants to help.
PROTOTYPING

- Lock & Learn
  - Before
  - During
  - After

- Lock your phone
- Stay calm

- Report abuse or problems to local police and share your experiences with your friends.
CONTACT

- user generated groups
- large central contact button, states who is being contacted
- simple main navigation
GROUPS

alerts to number of contacts, and ways you would contact them

option to add more groups
novel ability to broadcast, along with record
WHAT’S NEXT?
MISSION ACCOMPLISHED...

1. Taught User-Centered Design Process & Built Curriculum (10 lessons)

2. Co-Created and Prototyped a Mobile Application giving youth greater power in rough situations

Thursday, May 12, 2011
CAN THIS BE SOLVED?
TESTING
REFINEMENT
DEVELOPMENT
COMMUNITY SUPPORT.