

Home For All

2024 UX Research Project

By: Jessica Taylor



Goals and User Description

Users: People in the community who need to be informed on the issue of homelessness.

User Goals:

- Understand how homelessness effects them
- Have access to specific and realistic ways to help.
- Finish their plans with minimal interruption to their day

Organization Goals:

- Bring awareness to the issue of homelessness.
- Challenge users in their perspective.
- Inform those in need of the resources available for them.

Stakeholder Interview

What are the biggest obstacles to helping people in need?

- Funding!
- ID & Guidelines, some places only take people who have been homeless for over a year.

What changes would you like to see in policy?

- Emergency Housing for those who aren't sober but can keep themselves accountable.
- More availability to help more people.

What is a positive experience you had when struggling?

- Staff helped me get placed into housing.
- Someone told me I was worth saving.

What are some popular misconceptions?

- People can just “go out and get a job”

What is currently out there to communicate services available?

- 211 phone number and website.

Stakeholder Interview

How have local leaders treated the issue?

- Not well, they criminalize homelessness.
- Police have ruined shelters.

How do we help people from falling back down into the rabbit hole of being homeless again?

- Ongoing support.
- Getting those around them to understand what they are going through.

What are examples of awareness done well?

- Facebook pages sharing resources.
- Pheonix Fundraiser
- Events that let people experience not having a home.

What do you feel would be a good way to bring awareness?

- Optical illusion art.
- Open ended questions.

How are homeless people treated?

- Ignored.
- Unseen.

Comparative Companies

KCRHA:



- Independent organization who's goal is to unify and coordinate homelessness response

Phoenix Foundation:

- Focuses on a comprehensive model for supporting mental health and wellness, combining therapy, community support and educational programs.

The Dignity Project



- It focuses on people's personal experiences
- It is a pop-up mirror with words

We are All Homeless:

- An art exhibition that uses "trash"
- "Because we are all Homeless"

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Comparative Companies

Housing First:

- Takes an approach that prioritizes permanent housing to people experiencing homelessness
- Enables access to permanent housing without prerequisites..

Sofia's Kitchen:

- “...our mission is to serve the hungry, homeless, underemployed, unemployed, veterans, the elderly, and the broken. We do this by offering a daily menu that varies as we rely on the grace of God to provide.”

Comparative Findings

Differences:

- They all have different ways of helping.
- Two are art-based help, two are housing related help, one is rehabilitation/wellness support, and one is a food drive
- Some are well establish organizations (having some media covered on them) Others are part of a bigger organizations
- Some of the companies are long-term groups that have multiple events, and some are one-time campaigns
- Some have on the hour staff. Others have/rely on volunteers

Comparative Findings

Similarities:

- Involve partnerships among organizations and stakeholders
- Emphasize local engagement and resources
- They all bring awareness in some way

Opportunities:

- We can create a better solution to help bring awareness to homelessness using these companies as an example
- We can consolidate existing resources and make them easier to understand/use.

Comparative Findings

Learning:

- There are many ways awareness can be spread through art, physical help, programs and more.
- Help can be given directly through assistance with physical needs, and generally/abstractly by bringing awareness to the need.
- No one way to help
 - But what do the people taking the survey want?

Empathy Map

Sees:

- Places or services offering to help people in need
- People on the streets holding cardboard signs
- Run down houses

Hears:

- Others' experiences with helping those in need
- Stories of people in need
- Statistics about people in need

Pain:

- Fear of being unhoused
- Empathy for those in need
- Feeling like making a true difference is impossible

Empathy Map

Says & Does:

- Volunteers or offers donations
- Tells their own stories of interacting with those in need
- Spreads misconceptions

Thinks & Feels:

- Empathy for those in need
- Worried about the amount of people in need and what they may experience
- Wonder about people's backstory

Gain:

- Their own wellbeing and sense of safety
- Good feelings from helping people
- More knowledge and education about important topics

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Persona

Joe Moeder | Age: 26 | Peoria, IL | Accountant

Bio: Joe Moeder is middle class that doesn't have a lot of knowledge about homelessness. Is quite sympathetic towards the homeless, but has no idea how dire the situation those people face. Not sure what ways will be effective to help, besides giving money (somedays, it might be too much to donate). Because of not knowing, will be hesitate to help in the first place.



Field Survey

1 - What about homelessness does the public most need to be educated about?

- | | |
|--|---|
| • Save your money | • Reality |
| • Mental awareness | • That anybody can be in that |
| • Why people become homeless | predicament |
| • Help it can bring | • Background on why a person is |
| • that there are different types of homelessness | homeless, what are the barriers behind the homelessness |
| • We need help. We need all the assistance that we can get through grants and other sources to survive and to hopefully some day get off the streets | • As long as soon |
| • Barriers to housing and the realities of shelter access and waiting lists | • The public needs to know how bad the homeless population is and how often people get robbed and beat up for their money and stuff |
| | • Mental health |

Field Survey

2 - What ways do you think the community could bring awareness to homelessness?

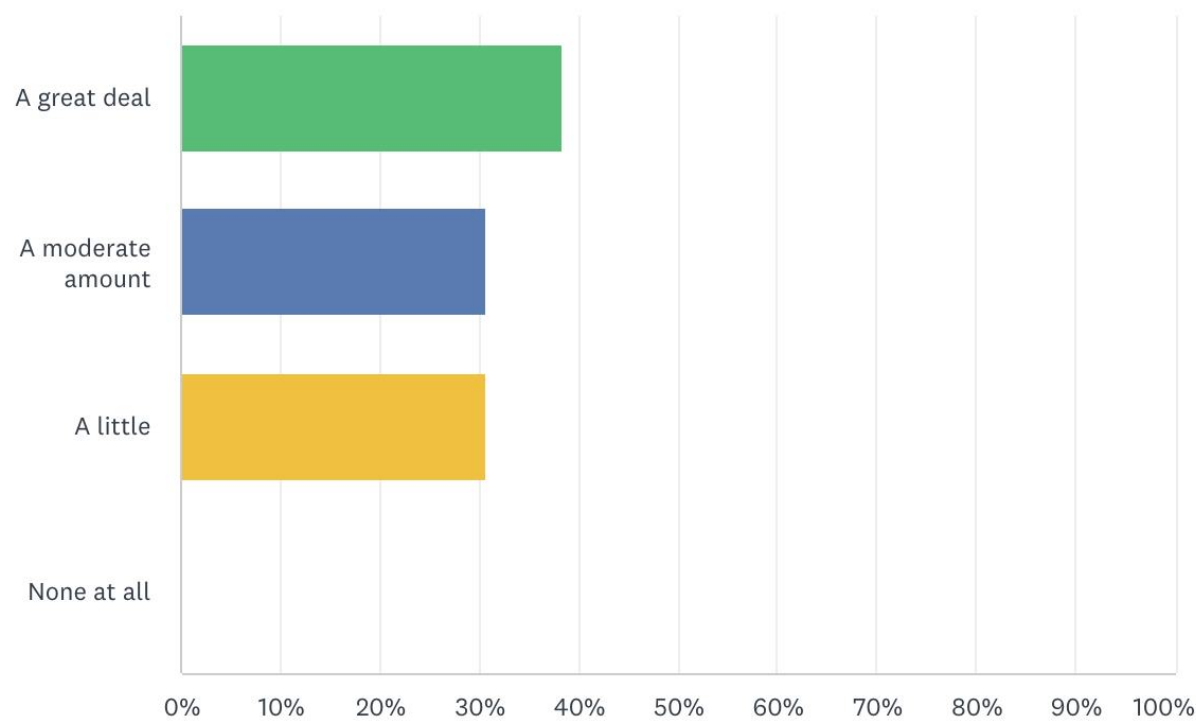
- More classes
- Let Them Come And Work Where We Live
- By looking out and being more helpful
- I don't know
- Visit affected areas
- Help with needs
- Support groups helping out homeless individuals
- By coming together and speaking about it
- Educational events
- More open about why this can effect us as a community
- Fundes
- Being a voice. Participating in the success and the future of all shelters and making sure all individuals are cared for properly and respectfully in effort to get jobs and housing. Care about those in the shelters and attend community meetings to raise awareness.
- By talking to the homeless population, having someone from the city that can communicate with them.

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Field Survey

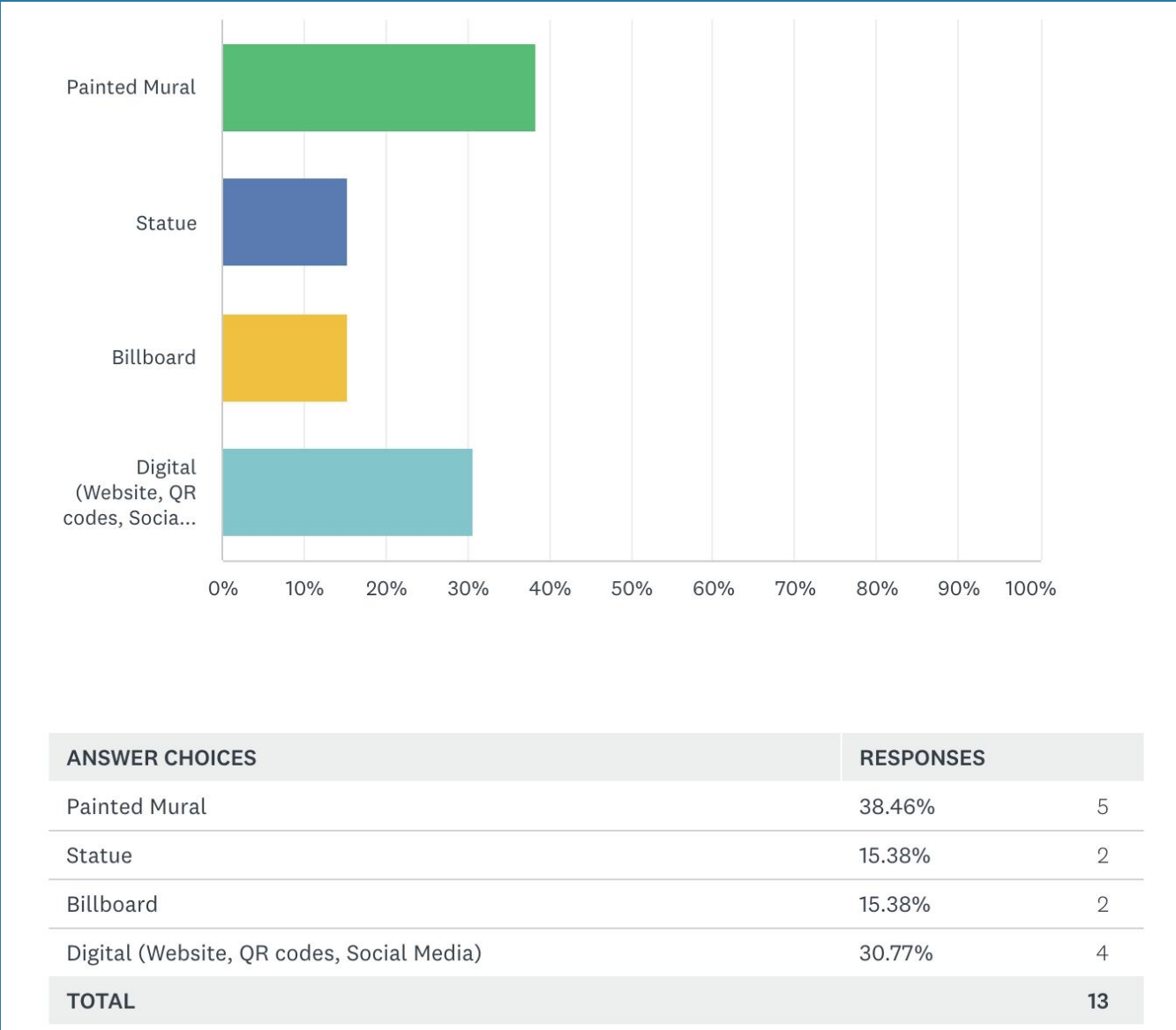
3 - How effectively do you think art can be to bring awareness?



ANSWER CHOICES	RESPONSES	
A great deal	38.46%	5
A moderate amount	30.77%	4
A little	30.77%	4
None at all	0.00%	0
TOTAL		13

Field Survey

4 - What format of public art do you think would be the most impactful in the community to raise awareness on homelessness?



Field Survey

5 - Are there any ideas you have that would help encourage people towards raising awareness through art?

- That pictures of the homeless so they have to see the problem at hand
- More Positive People
- Going more public art museums
- No
- Have them experience it
- Make it count
- free food and art projects to gather individuals
- the art of black and white and gray colors. With hope painted in bright colors
- Success story
- Pay attention to what you see and if you paint a lost and broken family, there can be increased awareness.
- Talk to me - I'm a full-time working artist/muralist, formerly homeless, who's also the co-founder of a non-profit that works specifically with Peoria's unhoused population (Jessica McGhee - Hey Lola Art Co./LULA NFP)
- trying to find more recourses that can help

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Field Survey

6 - How have you felt in seeking assistance for items like food and clothing when in need?

- Upset
- Very hard to try to get
- It's been pretty rough so far
- Kind of overwhelming
- It's been hard
- hesitant
- its been ok
- Humiliated
- It feels bad
- I go to churches to ask for assistance and generally always get a good response from them and it is easy
- Volunteers are very kind to take pride in their work and support you
- I feel good I go to salvage Army or food food banks and Peoria. Feel sad sometimes but it's okay
- frustrated, embarrassed

Field Survey

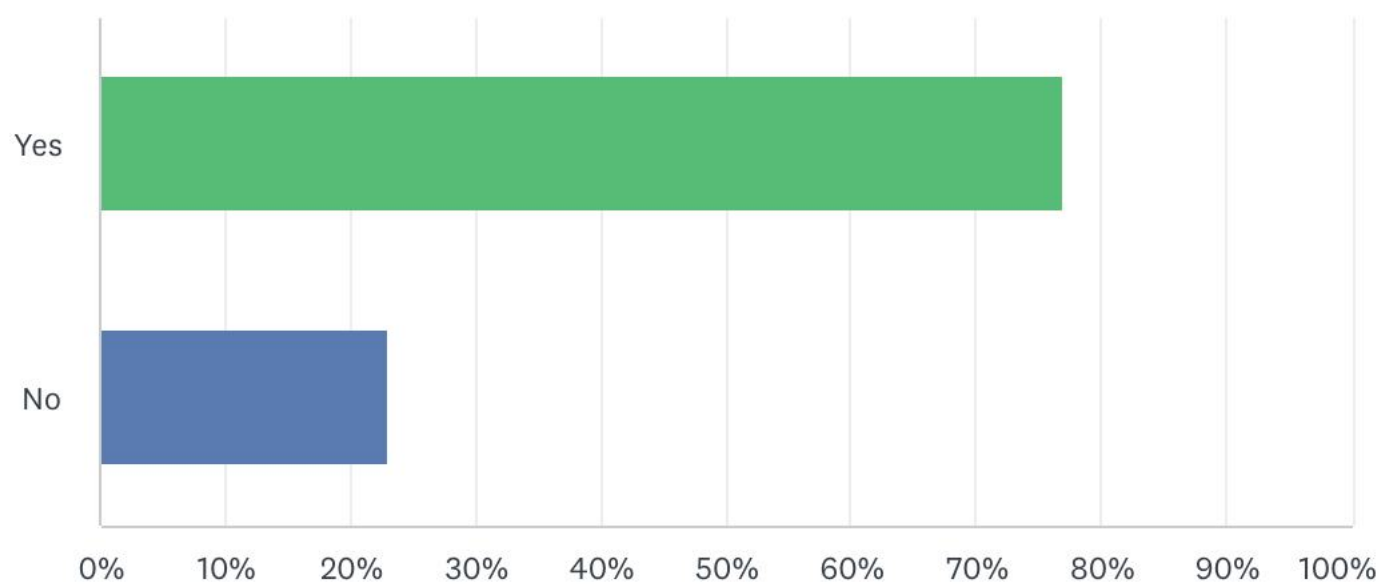
7 - What are common misconceptions about homelessness that frustrate you?

- That you know good you trash stuff up you alcoholic or your drug addict or you just no good
- Everything
- That they're on drugs and that's the reason why they're homeless instead of just knowing people come through hard times
- People looks down on homeless people like all homeless people is not trying their best to not be homeless.
- Homeless people are dirty and mentally unsafe
- That homeless people are bad, people make fun of homeless people.
- That they're just not "trying hard enough"
- That not everyone needs help
- people are misjudged
- people sometimes treat you horribly because of your situation , you might not be able to always get the help you need
- Lack of resources or the time frame of
- How some take full advantage of homelessness and are not planning to get out of it and it makes resources more difficult for those who could really benefit it.
- Negativity

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Field Survey

8 - Are you willing to share your story with the community through a form of public art?



ANSWER CHOICES	RESPONSES	
Yes	76.92%	10
No	23.08%	3
TOTAL		13

Field Survey

9 - How can organizations that help those in need make themselves more available to you?

- Open more hours maybe on weekends
- A lot Needs To Be Done
- By passing out food
- Food pantries could be open more often
- More help
- Through media
- asking homeless shelters if there's anybody they can help
- By going to areas with high homelessness and talking to them about the services
- Peoria is second to none with outreach of help
- Give and show up to where we are so they can do more than just care for us from afar
- On the scene

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Field Survey

10 - How can we motivate people to participate in ongoing support efforts instead of simply raising awareness?

- Talk to him be nice give them other ideals on homeless
- I Am So Upset I Really Don't Know
- By giving him involved with coming in doing community service with the homeless
- Don't know
- Have them stay at a shelter for a week
- Be kind
- activities, rewards on progress
- I don't have the answer. I pray we will one day
- making them feel comfortable
- Incentives for a homeless people and the relatively sea of seeing the success behind the contributing
- God put the burden on me, and whatever I do needs to be to better the place I am. Provide dignified environments that show people care for us
- I don't know
- storytelling, education

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Survey Analysis

Question 1:

Anyone can become homeless, and people's backstories are important.

Question 2:

Help people truly understand what homelessness is and the best ways to help.

Question 3:

Everyone thinks that art can be effective, but they are varied on how effective it can be.

Question 4:

People think that a painting/mural or online source could be the most helpful.

Question 5:

Show art that puts the viewer in the shoes of a someone in need.

Survey Analysis

Question 6:

Asking for help is complicated, difficult and can feel embarrassing.

Question 7:

People don't understand why someone may be in need and don't keep an open.

Question 8:

Around three fourths of people who answered the survey are willing to share their stories.

Question 9:

Current resources need to offer more hours and sources to be effective forms of help.

Question 10:

Really help them understand the people they could help.

User Testing

Pam Taylor - tasks

- You see this by the sidewalk, do you walk through it? Quickly, or with interest?
 - Depends what the sign says, if I had time, I would be interested.
- What do you assume this is?
 - Wouldn't know until I walked through, I would think it some sort of message or information.
- Assume you walk through the structure, what do you notice about the walls? Do you do anything with them (take pictures, scan, touch, etc.)?
 - Maybe touch, scan the qr code
- When you arrive at the homepage of the website, where do you look to understand the purpose of the site?
 - Top corner, looking for an about section, I would want it to catch my eye
- While using the website, what feature or resource would be the most effective in encouraging you to take action or support the cause? Why?
 - Statistics or a personal and relatable story/experience.

User Testing

Pam Taylor - question answers

- Do you feel that this represents what we are trying to convey well? Does it send the right message?
 - Yes, I think there should be different things to engage different audiences
- Do you think a visual mural or a physical structure draws more attention?
 - Both. Something physical would catch my attention first.
- Who do you assume would interact with our project?
 - People that aren't distracted or have an interest in learning more.
- Would you share information about this project? With who?
 - Yeah, especially if it was a website i would pass it onto friends.
- What are some comments that you have about this project or the ideas/designs that we have created?
 - We need more things like this to bring awareness to problems and help people understand that not everyone lives like them and they need to look outside their blinders.

User Testing

Pam Taylor - summary of findings/iterations

- The people most likely to engage with the product are probably people who feel some sort of empathy for those in need.
- Whatever the project is should pop out and be focused on catching attention.
- There should be something external to indicate what the project is about.
- A mix of appealing to pathos and logos would be beneficial.
 - Draw people in with strong pathos to make them feel something and hit them with good logistical facts to drive home a need for change.
- We should have many types of stories, information, and elements to appeal to people with different passions.

User Tests									
Tr	Interviewed By	Tr	Name (First and Last)	Email	Tr	Phone	When	Tr	Notes
	Jessie		Pamela Taylor	phe123@sbcglobal.net		630-853-5740	11/4/2024 8:00:00		Notes
	Bradley		Taylor Stomberg	Name		Phone	11/3/2024 7:00:00		Notes
	Audrey		Sherill Lyn Garcia	Name		Phone	11/3/2024 6:30:00		Notes
	Grace		Lisa Raatz	lisarats@gmail.com		(630)-968-5931	11/2/2024 12:00:00		Passed