

Uplift

By the homeless, for the homeless

Inspiring and connecting people

The Team



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Project Manager, Writer



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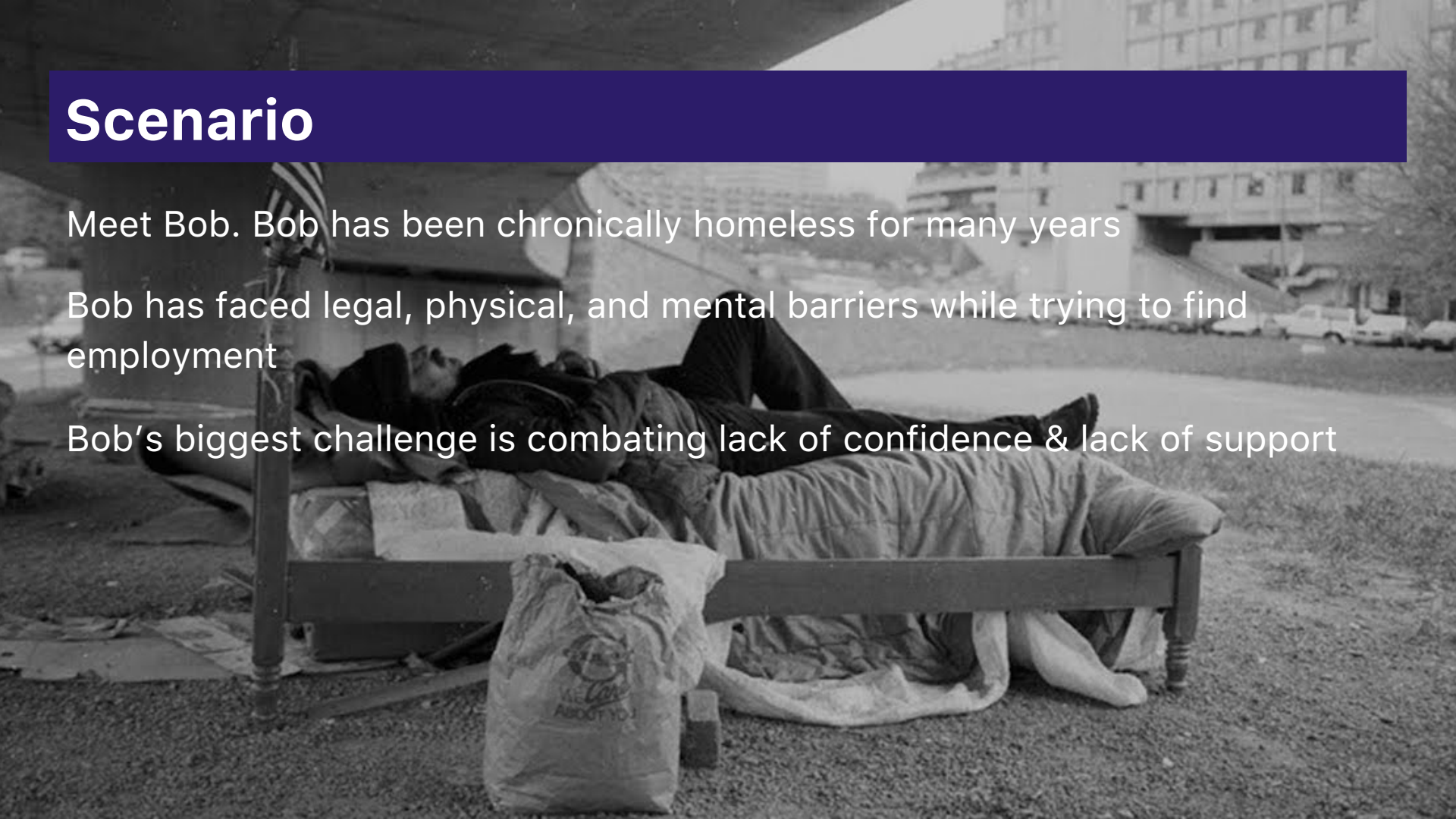
Lead Designer & Writer

Scenario

Meet Bob. Bob has been chronically homeless for many years

Bob has faced legal, physical, and mental barriers while trying to find employment

Bob's biggest challenge is combating lack of confidence & lack of support



Problem Statement

564,708 homeless people on any given night

15% are chronically homeless*

Homelessness affects emotional well-being and motivation

Hinders ability to find employment

*Source: 2015 Annual Homeless Assessment Report to Congress

Opportunities

Participants explained that the burden of keeping their situation a secret was an isolating experience

Our research revealed that homeless people find encouragement by reading inspirational stories

Homeless people seeking employment also desire a support system

Our Solution

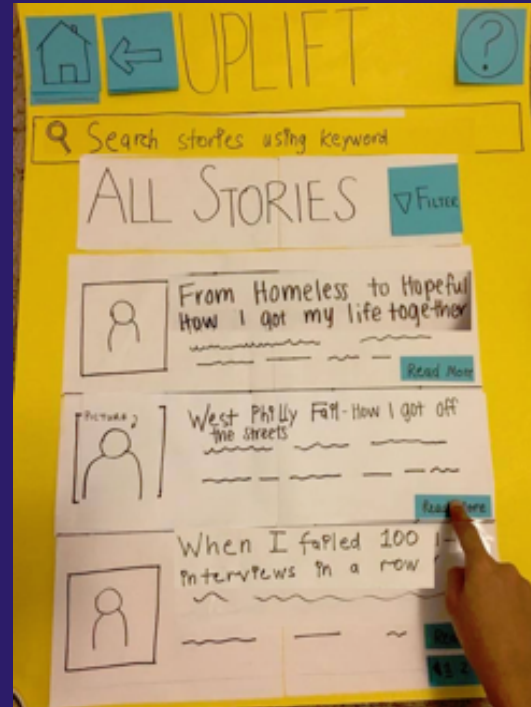
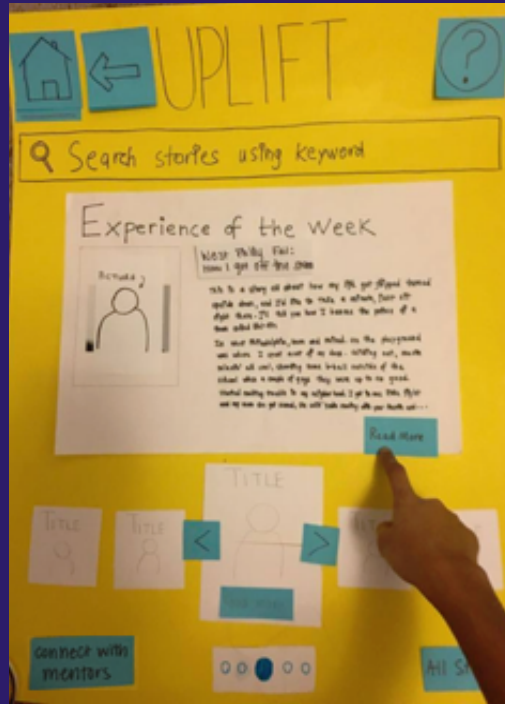
Uplift allows homeless users seeking employment to:

1. Read success stories of other employed homeless people
2. Become connected with mentors with similar experiences of unemployment and homelessness

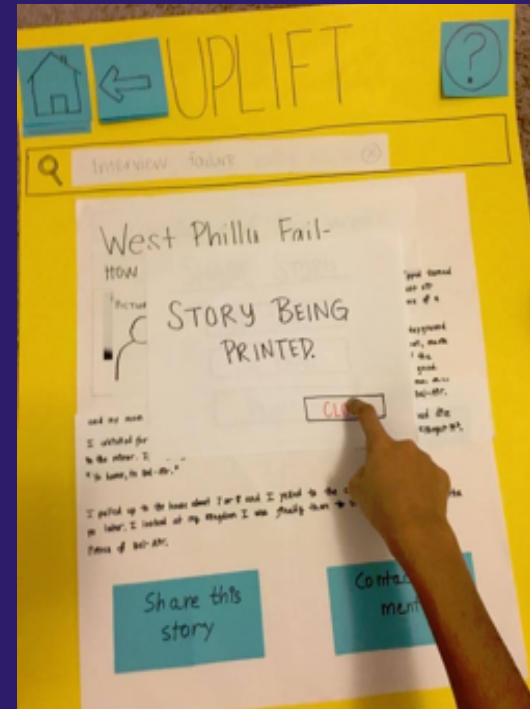
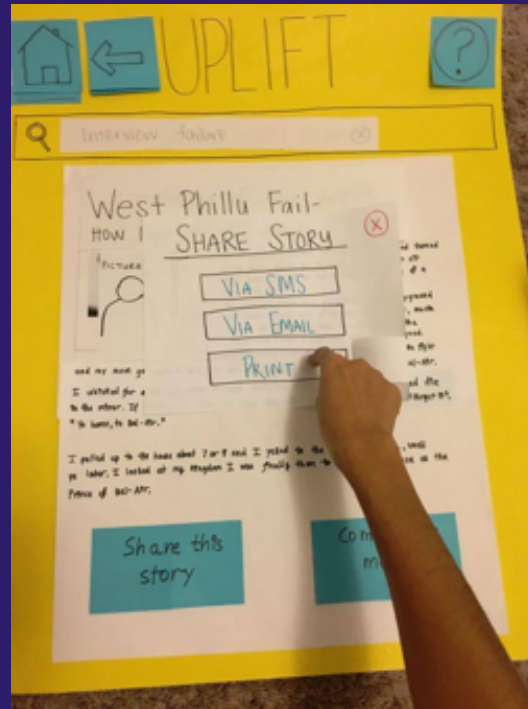
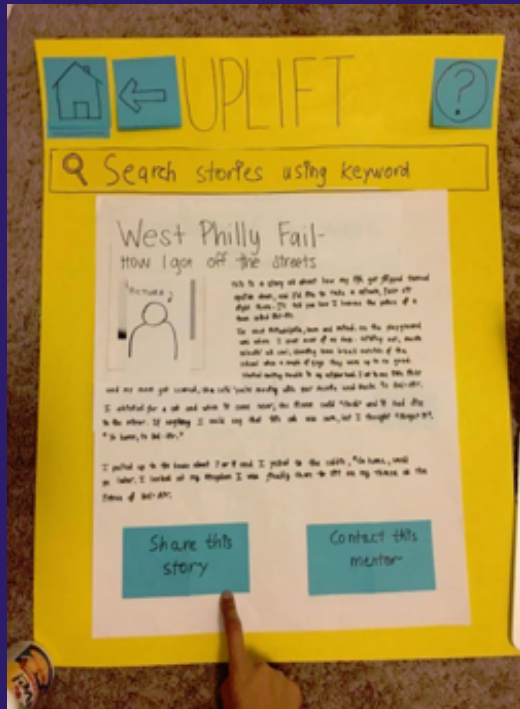
Task 1

Read success stories of other employed homeless people

Task 1: Read success stories of other employed homeless people



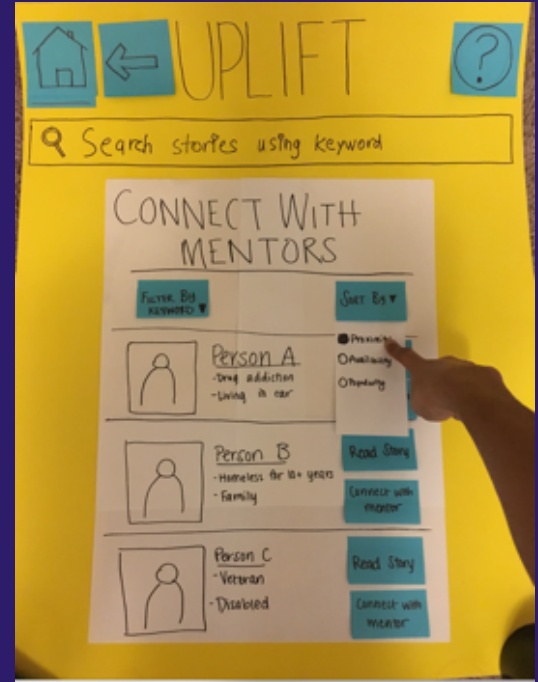
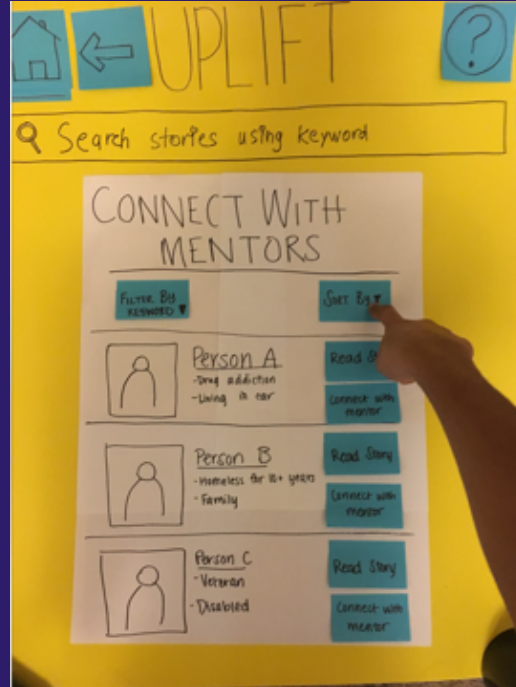
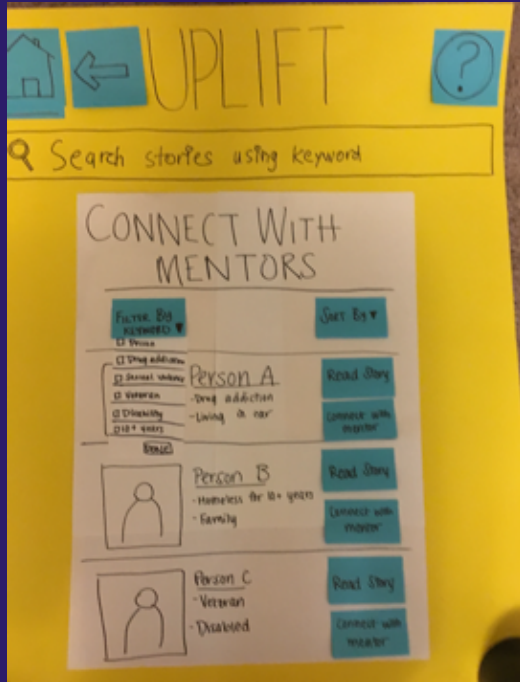
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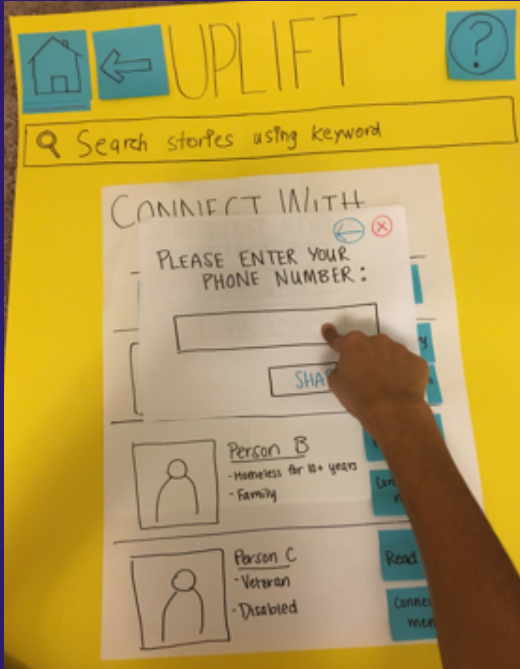
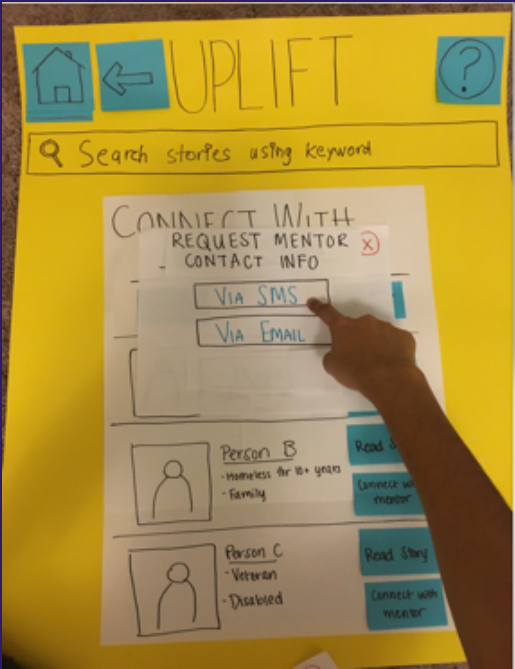
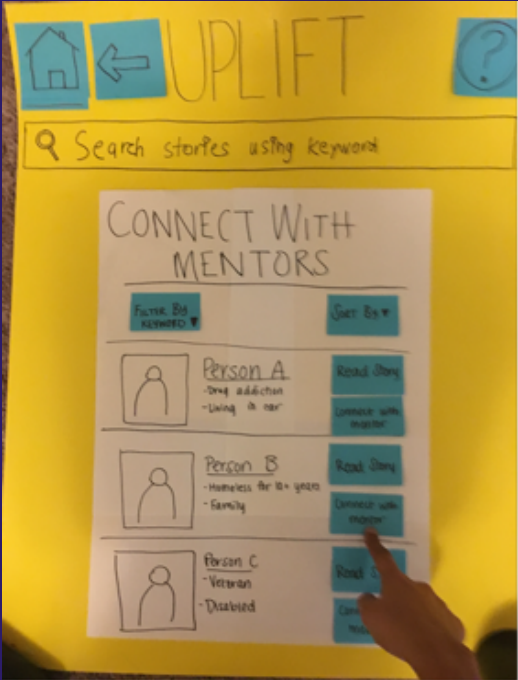
Task 2

Become connected with
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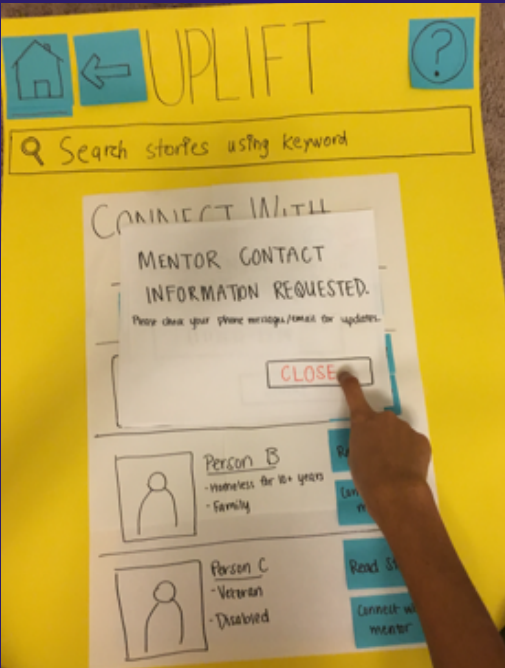
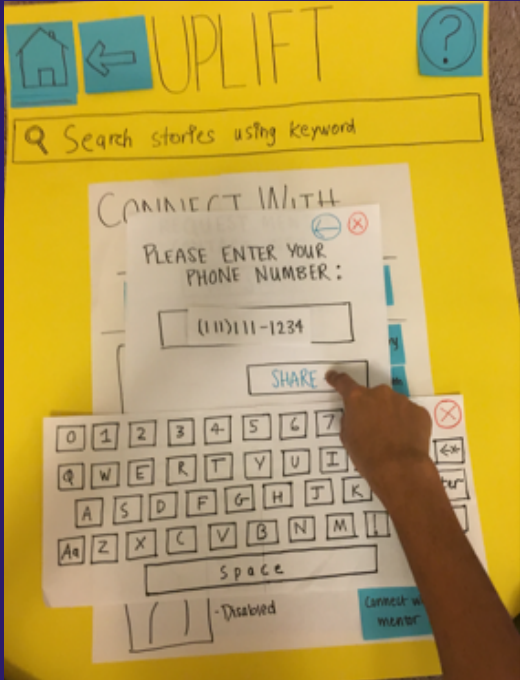
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Testing Overview

Conducted at Bellevue Public Library

Three participants, two homeless people and one librarian



Testing Process

Pre-screening questionnaire to ensure participant is related to target audience

Paper prototype was iterated after each user test.



Testing Process

Task #1 & #2:

Send story to user's cell via SMS

Filter all stories by searching for 'interview' fail, send the story via SMS

Testing Process

Task #3 & #4:

Find all available mentors, then request contact info via email

Find all mentors who have experienced drug addiction, then send story to SMS

User Feedback

Purpose of the app was not clear

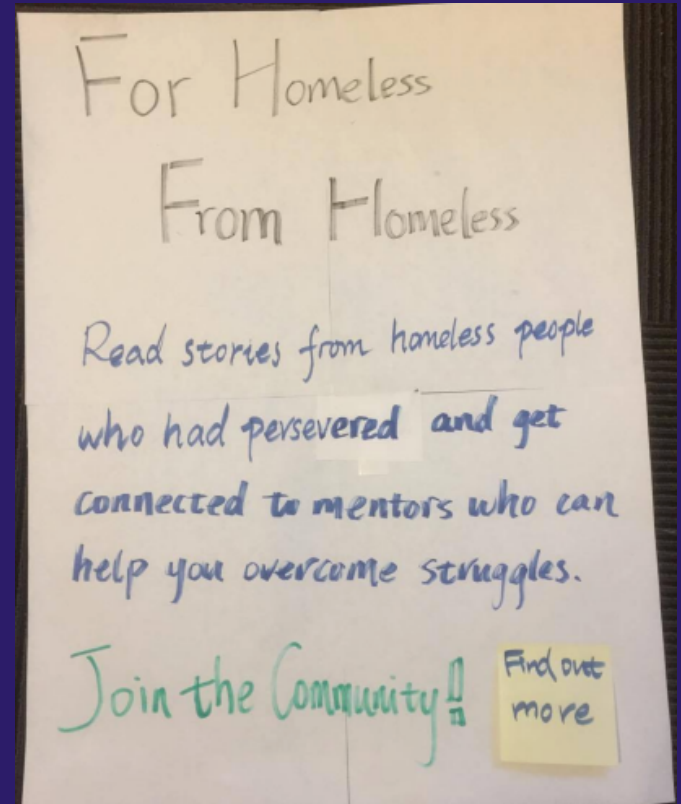
Application functions were unclear

Search needed to be clearer and more inclusive



Testing Results

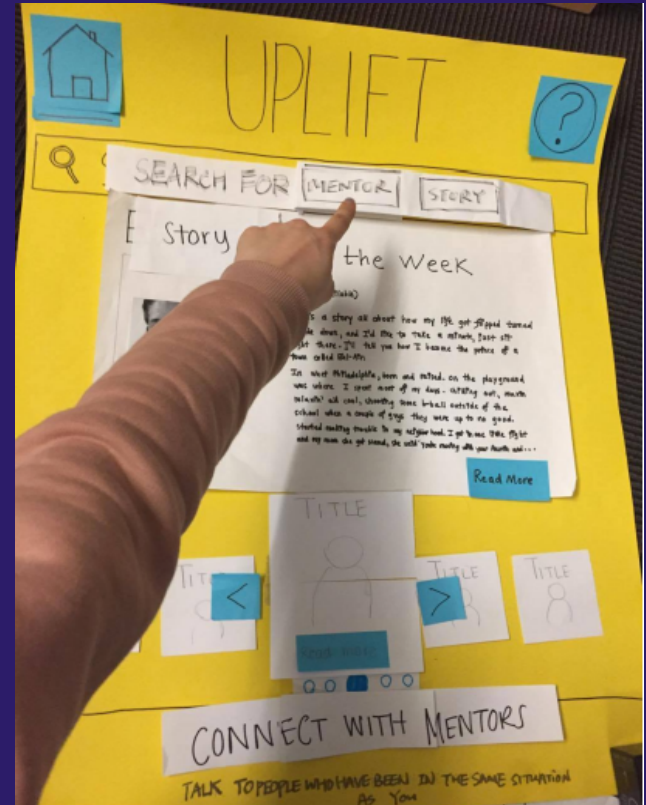
Added an intro screen with a brief synopsis. Users open the design with a 'Find out more' button



Testing Results

Added a tab to search bar that signals to users what results will appear

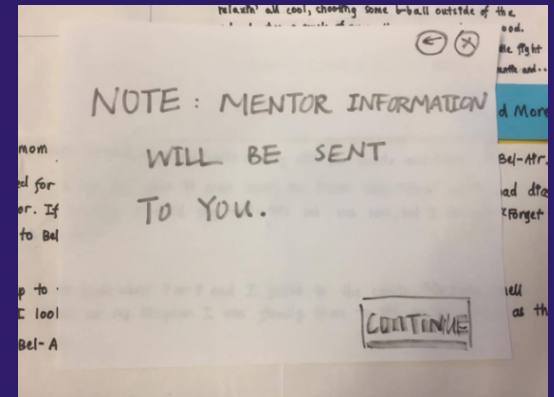
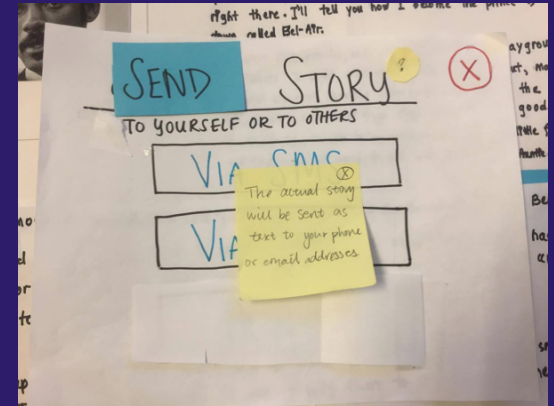
Added mentors to search bar



Testing Results

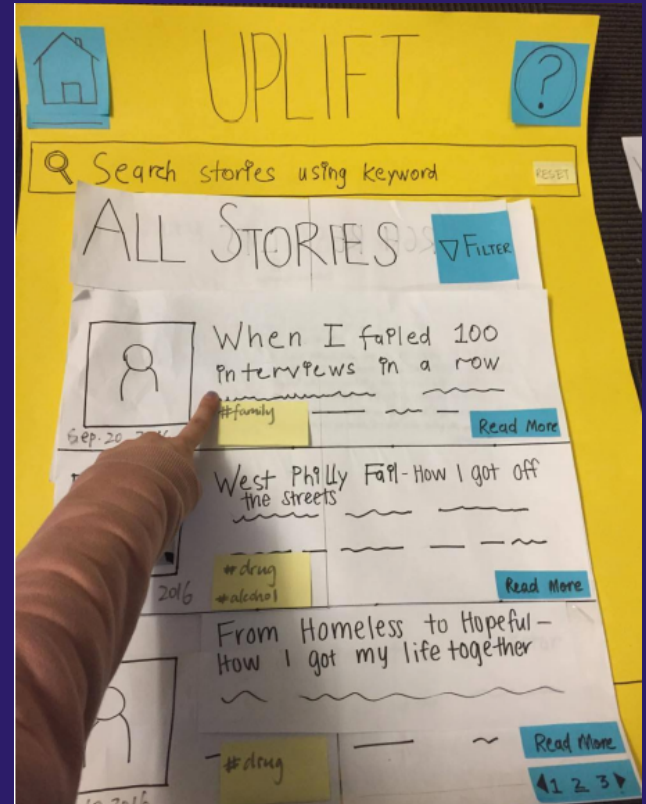
Changed terminology to better match user's mental model

Added more descriptions to everything



Testing Results

Displayed additional story metadata, more obvious filters, breadcrumbs.



Final Paper Prototype

The image displays a collection of hand-drawn paper prototypes for a mentorship application system. The prototypes are arranged on a dark surface, with various sticky notes and a keyboard visible.

Prototypes and Notes:

- Registration Form:** A form titled "PLEASE ENTER YOUR PHONE NUMBER:" with a text input field and a "SEND" button.
- Story Sharing:** A form titled "STORY SHARED" with a "CLOSE" button. A note next to it says "NOTE: MENTOR INFORMATION WILL BE SENT TO YOU." and another says "STORY BEING PRINTED." with a "CLOSE" button.
- Mentor Contact:** A form titled "MENTOR CONTACT INFORMATION REQUESTED" with a "SEND" button. A note below it says "PLEASE ENTER YOUR MAIL ADDRESS:".
- FAQ:** A purple sticky note with the following questions:
 - What can I search for?
 - How can I contact a mentor?
 - What happens if I want to be a mentor for other homeless people?
- Story Examples:** Several sticky notes with story titles and dates:
 - "When I failed 100 Interviews in a row" (Feb 2016)
 - "West Philly Fail - How I got off the streets" (April 2016)
 - "From Homeless to Hopeful - How I got my life together" (April 2016)
- Other Elements:** A keyboard, a pair of scissors, and various other sticky notes and markers are scattered around the prototypes.

Task 1

Read success stories of other employed homeless people

Task 1: Read success stories of other employed homeless people

For Homeless
From Homeless

Read stories from homeless people who had persevered and get connected to mentors who can help you overcome struggles.

Join the Community! Find out more

UPLIFT

SEARCH FOR MENTOR STORY

Story of the week

Read More

CONNECT WITH MENTOR

UPLIFT

Search stories using keyword

ALL STORIES Filter

When I failed 100 interviews in a row

Read More

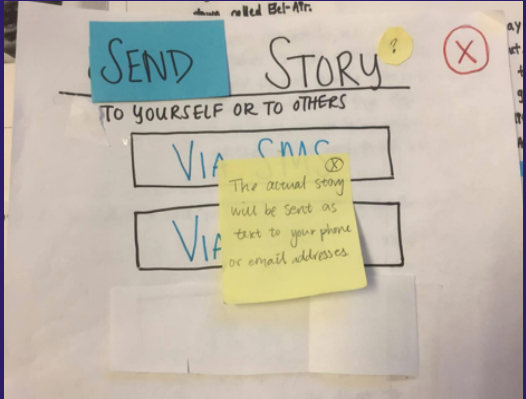
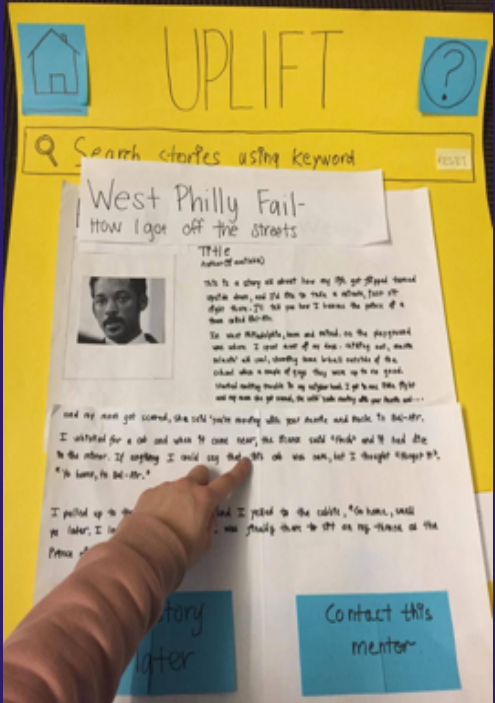
West Philly Fall-How I got off the streets

Read More

From Homeless to Hopeful-How I got my life together

Read More

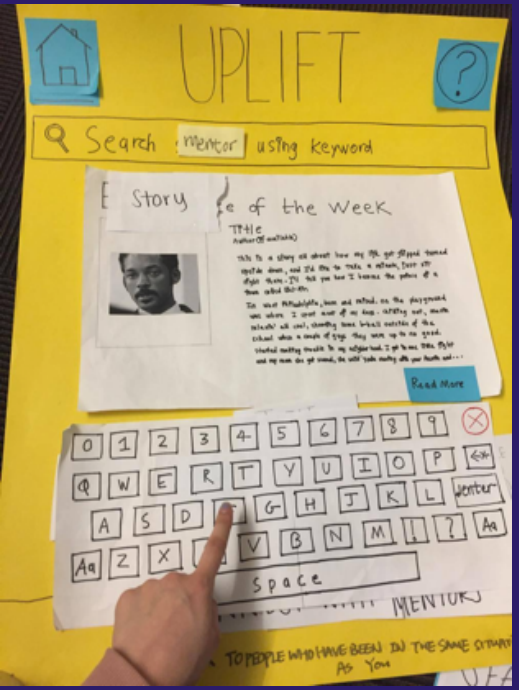
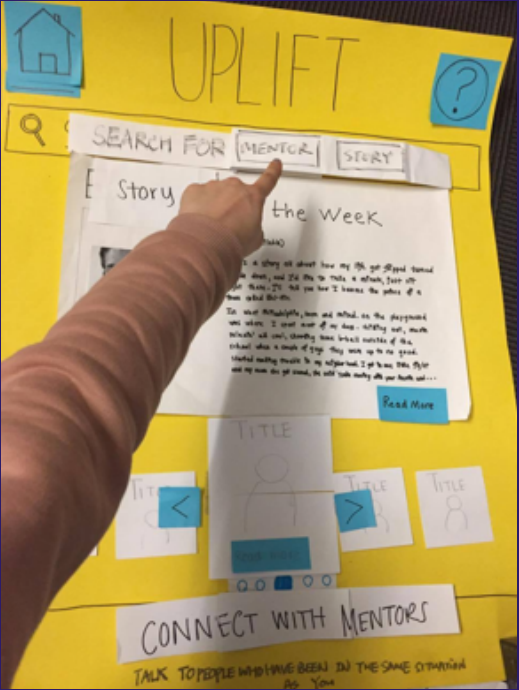
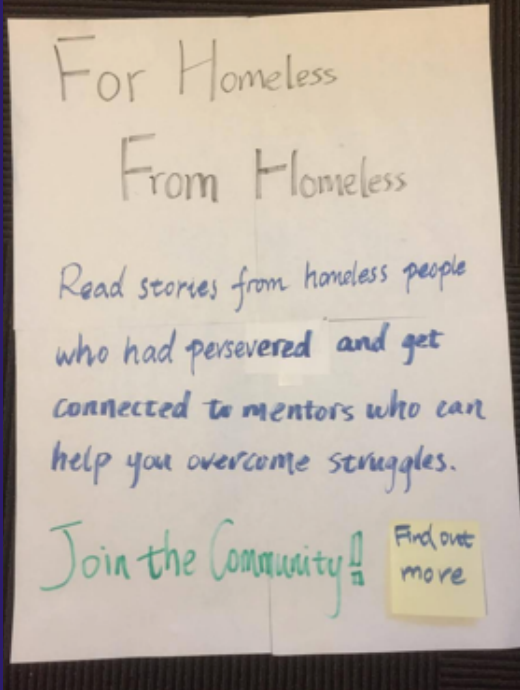
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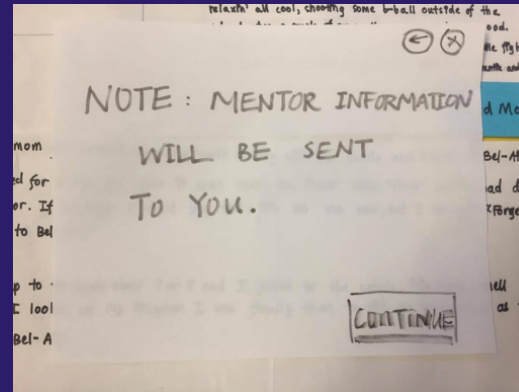
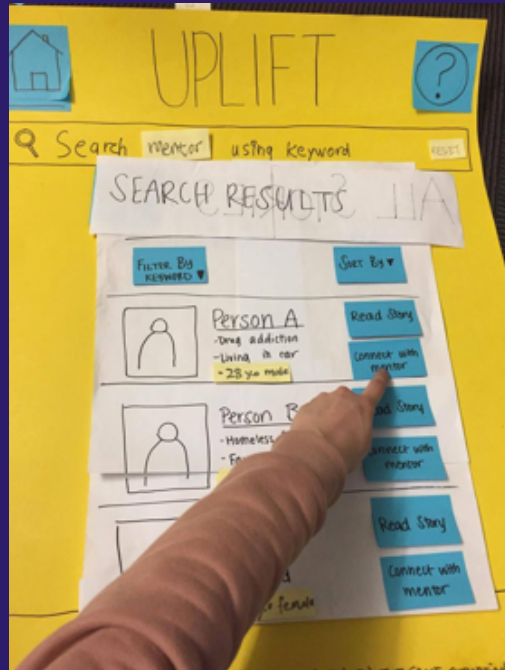
Task 2

Become connected with
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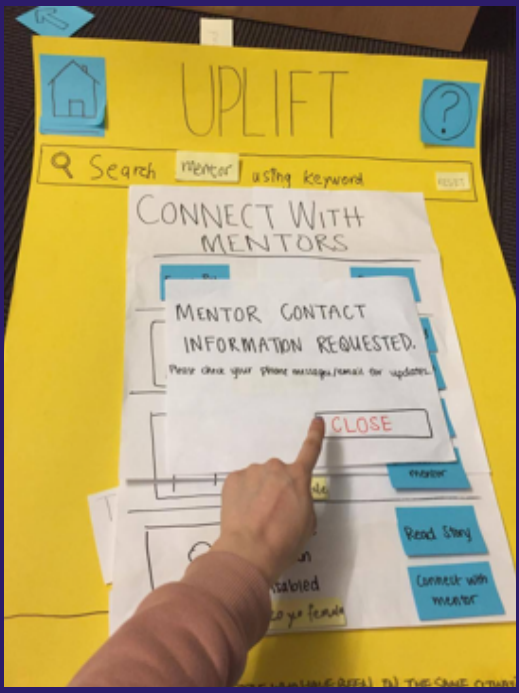
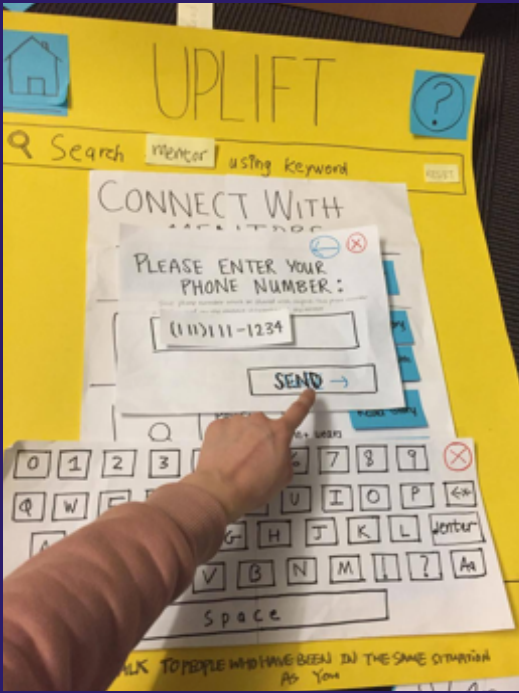
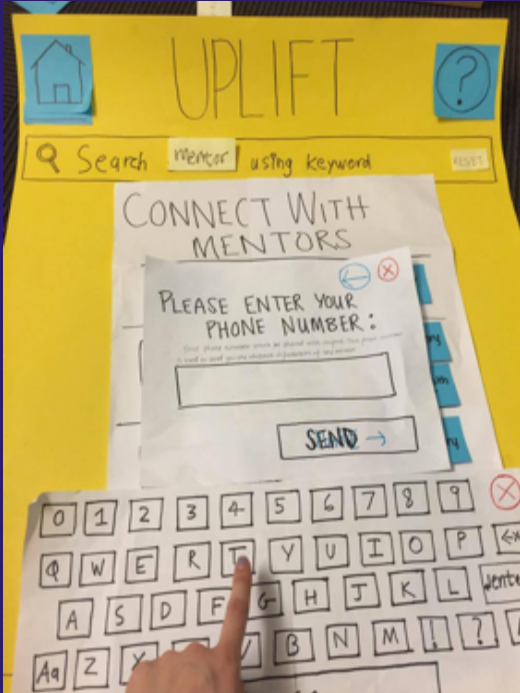
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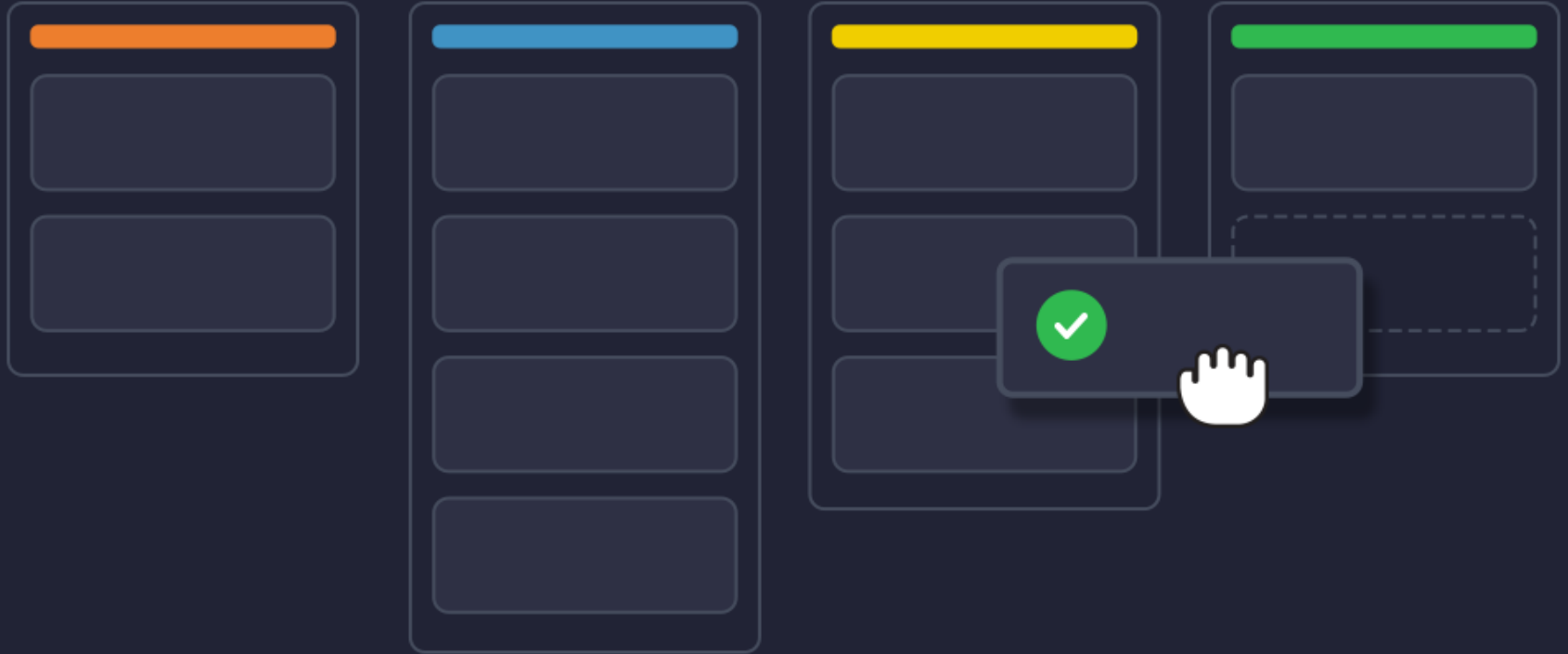
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Digital Mockup



Task 1

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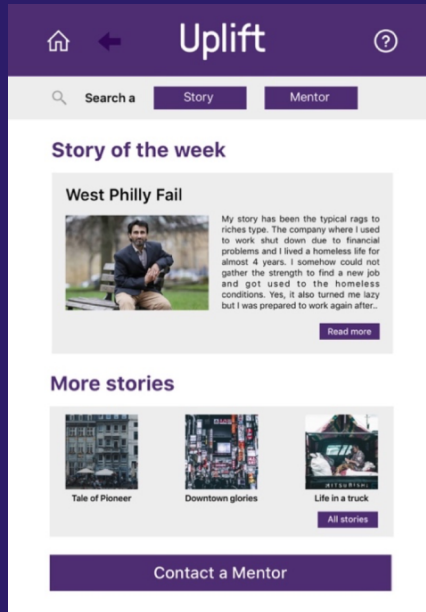
Uplift

By the homeless, for the homeless.

Using Uplift, you can read stories based on the lives of real people who were once homeless and have persevered. You can also choose to get connected to the mentors who can help you overcome struggles.

Welcome to our community.

[Find out more](#)




Uplift

Search a Story Mentor

Story of the week


West Philly Fail




My story has been the typical rags to riches type. The company where I used to work shut down due to financial problems and I lived a homeless life for almost 4 years. I somehow could not gather the strength to find a new job and got used to the homeless conditions. Yes, it also turned me lazy but I was prepared to work again after.

[Read more](#)


More stories



Tale of Pioneer



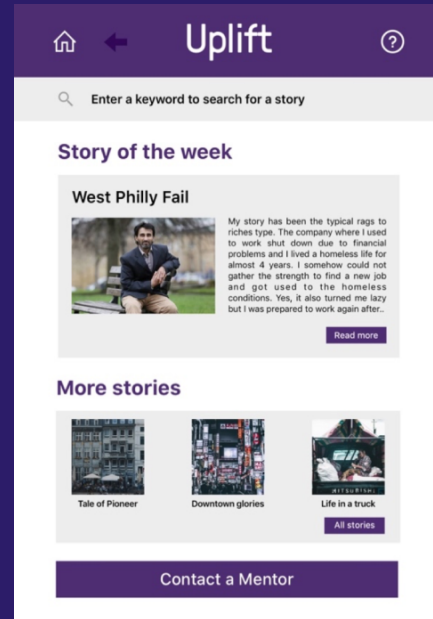
Downtown glories



Life in a truck

[All stories](#)

[Contact a Mentor](#)




Uplift

Enter a keyword to search for a story

Story of the week


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More stories



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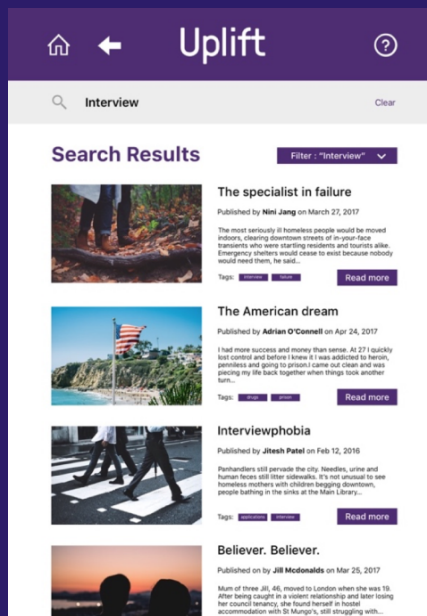
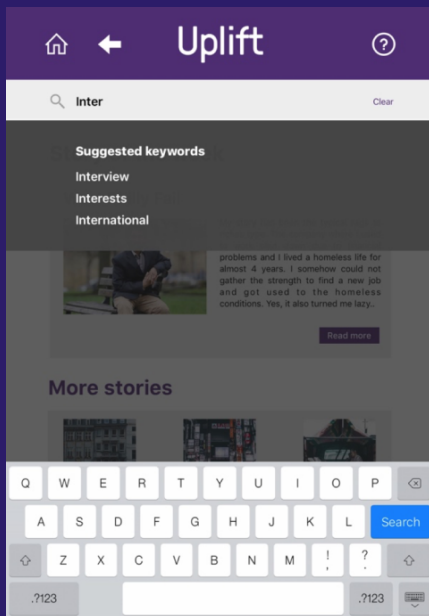


Life in a truck

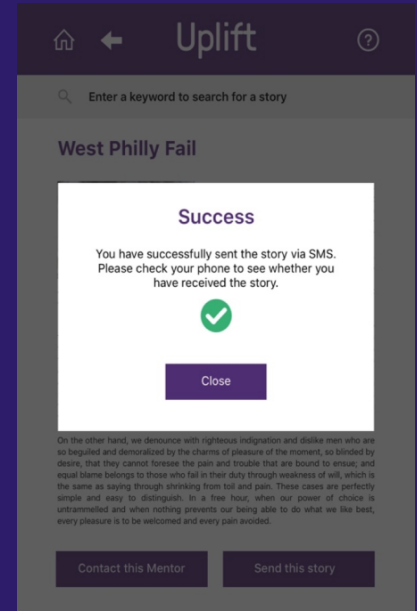
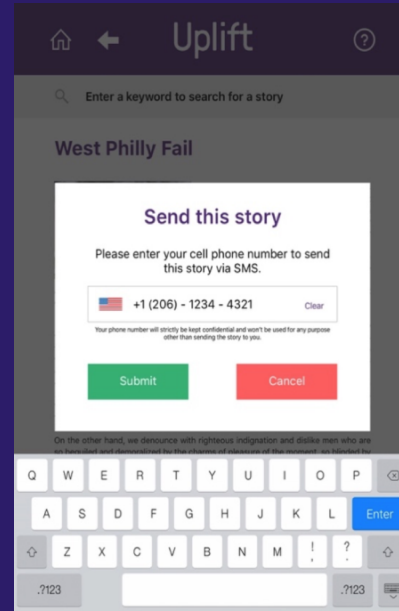
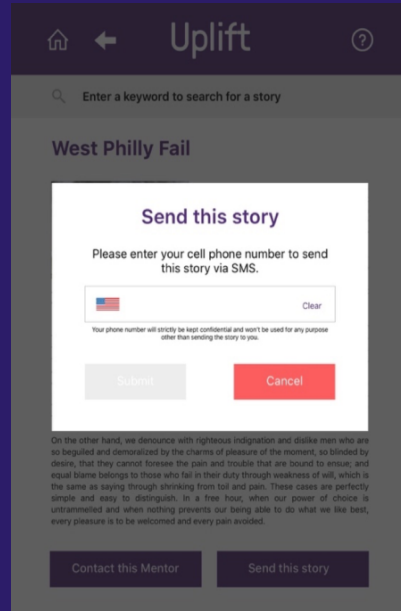
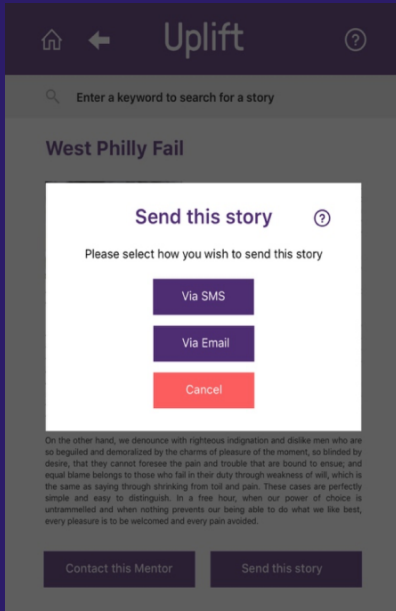
[All stories](#)

[Contact a Mentor](#)

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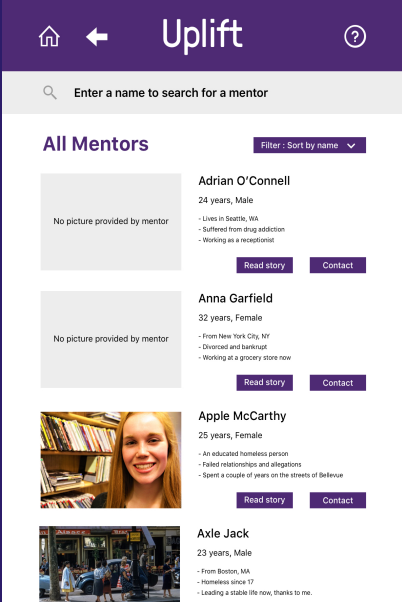
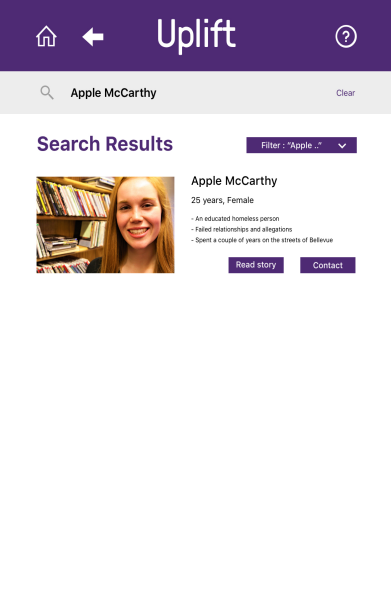
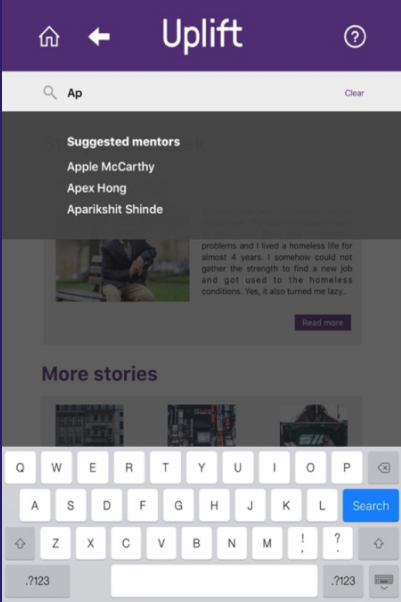
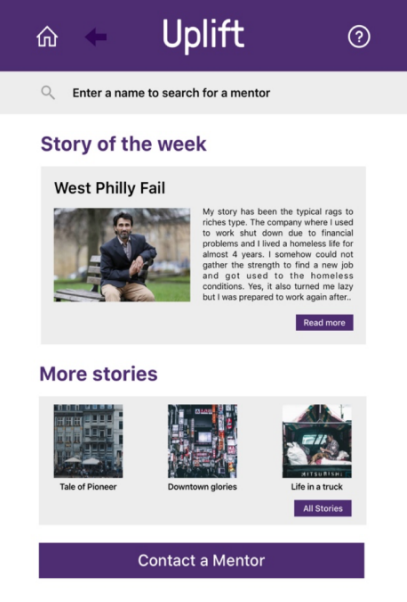
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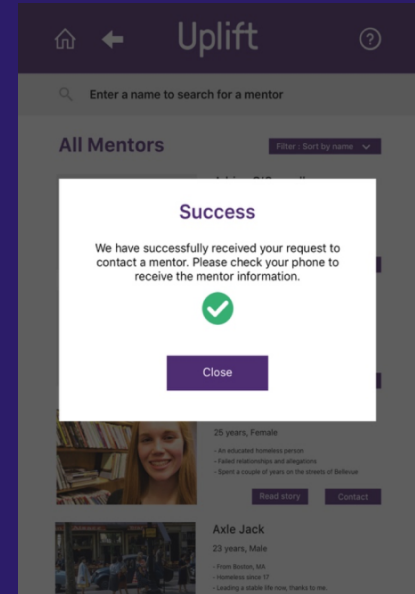
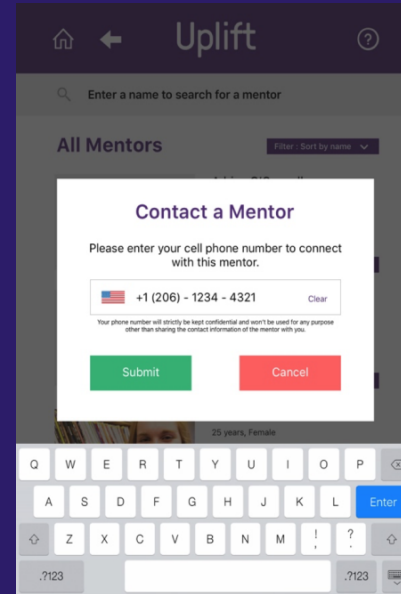
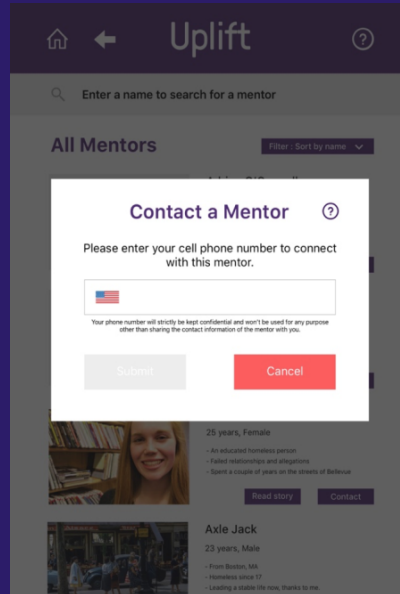
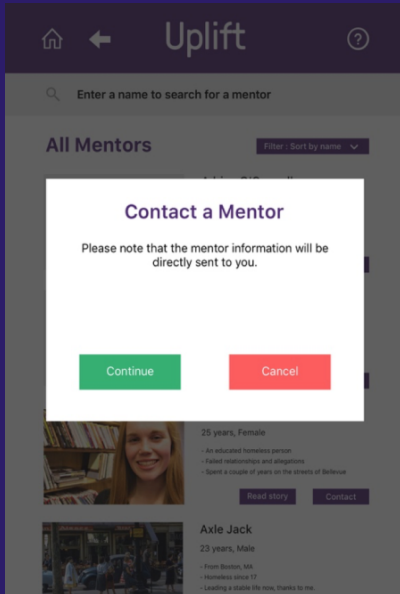
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Summary

User research can be much more than just interviews and surveys

Designing features clearly and briefly is difficult

User testing is critical for a design to be effective

Feedback from users and people related to the users can be insightful

Poverty is not an accident. Like slavery and apartheid, it is man-made and can be removed by the actions of human beings.

- Nelson Mandela