

## Group 4 Research Dossier

1. The age groups that face the highest rate of sexual assault in Canada are individuals from 15-24 (103 per 1000) and 25-34 (50 per 1000)  
(*Statistics: Sexual Violence in Canada - OCRCC*. Ontario Coalition of Rape Crisis Centres.  
<https://sexualassaultsupport.ca/statistics-sexual-violence-in-canada/>)
2. SexAssault.ca reports that 80% of sexual assault survivors are women, as well as 80% of assailants in these crimes are friends and family members of the survivors  
(SexualAssault.ca. (2019). *Sexual Assault and Rape Statistics, Canada*. Sexassault.ca.  
<https://www.sexassault.ca/statistics.htm>)
3. Individuals in smaller communities do not have accessible SACs, as in Ontario, there are 52 cities but only 34 support centres (i.e. SACs, women's shelters).  
(*Case Study | Izzy*. izzy. <https://www.izzyplatform.com/case-studies/>)
4. The technology used by the SASC staff ranges between new PCs, desktops, and laptops that are used for remote work. (K. Doucette, personal communication, October 3, 2023)
5. The average SAC employee is an individual who is female-identified (16.7% staff are male at the SASC Waterloo Region, and 14.3% at the SAC Edmonton) and the age of staff ranges between 20 to 60.  
(*We Support Survivors*. Sexual Assault Support Centre Waterloo Region.  
<https://www.sascwr.org/our-staff.html>) (*Land Acknowledgement - Sexual Assault Centre Of Edmonton*. <https://www.sace.ca/report/2023/land-acknowledgement/>)
6. According to the public education manager, Karley, at the SASC, typical staff members at the centre are university students who eventually seek higher-paying jobs after graduating  
(K. Doucette, personal communication, September 27, 2023)
7. The OCRCC's website causes staff to struggle finding relevant resources in a timely manner or any useful information at all for survivors and other staff members at different locations.  
(K. Doucette & P. Houston, personal communication, November 1, 2023)
8. According to SAC staff, Brittany, Karley, and Peggy, the OCRCC website lacks accurate and up-to-date information regarding the locations of other SACs, their services, and catchment areas. Through interviews, it is obvious that this tool is used by SAC staff but not as much as it could be.  
(B. McMillan, personal communication, November 7, 2023)
9. An idea from SAC staff, Karley D. and Peggy H. is to have an Ontario-wide website where each SAC has a login for the purpose of changing/updating their information (e.g., phone number, website link, services, service area, etc.)  
(K. Doucette & P. Houston, personal communication, November 1, 2023)
10. In our interview with Brittany from the Kawartha SAC, she explained that many people who access the SAC services don't access the information through the website as navigating the website can be challenging for users.  
(B. McMillan, personal communication, November 7, 2023)
11. Ontario.ca states that SAC services are only applicable to individuals 16+, however, the SASC receives a large sum of calls asking for youth resources which contributes to the long caller waitlist.

(Services delivered: Sexual Assault Centres. Government of Ontario.

<https://www.ontario.ca/document/mccss-service-objectives-community-services/services-delivered-sexual-assault-centres-sac>) (B. McMillan, personal communication, November 7, 2023)

12. According to Brittany from the Kawartha SAC, individuals frequently contact the centre inquiring about specific information that is posted online when they are unable to locate what they are searching for. She clarifies that some content has been hidden away on the website for too long, so when users search for it, they eventually give up and give up calling.  
(B. McMillan, personal communication, November 7, 2023)
13. According to our survey, which included participants ages 18 to 57, Apple Maps is the most popular navigation tool (40%), followed by Google Maps (35%).\*
14. 95% of those polled said they have previously used Google Maps. \*
15. When questioned, the most frequently mentioned issues were confusing visuals (20%) and inaccurate directions/locations (30%). \*
16. For our participants, the option for multiple routes seemed to be the best choice. Of the participants, 55% think it's useful to be able to view multiple routes. \*
17. Our survey's results indicate that the most significant and frequently raised concern regarding navigational systems is their usability and accessibility. \*
18. 20% of our participants use a paper map as a backup in case their navigation technology fails
19. 63% of calls received by the SAC staff were for the purpose of navigation to treatment centres. ((2022). *Ontario Network of Sexual Assault and Domestic Violence Treatment Centres*.  
<https://www.sadvtreatmentcentres.ca/Annual%20Report%202021-2022Updated.pdf>)
20. 26% of callers found the SAC number through a ONSA/DVTC website ((2022). *Ontario Network of Sexual Assault and Domestic Violence Treatment Centres*.  
<https://www.sadvtreatmentcentres.ca/Annual%20Report%202021-2022Updated.pdf>)
21. 31% of SAC callers in Ontario were from Toronto ((2022). *Ontario Network of Sexual Assault and Domestic Violence Treatment Centres*.  
<https://www.sadvtreatmentcentres.ca/Annual%20Report%202021-2022Updated.pdf>)
22. With a 67% market cap, comprising of more than 1 billion people using google maps every month and 5 million active apps and websites using the platform weekly, it is far and away the most used navigational tool in the world  
(<https://cloud.google.com/blog/products/maps-platform/9-things-know-about-googles-maps-data-beyond-map>)
23. After a negative user experience, 88% of users are less inclined to visit a website again.  
<https://www.linkedin.com/pulse/15-essential-web-design-statistics-every-business-owner/>
24. If a website's layout is unattractive, 38% of users are likely to stop interacting with it.  
<https://www.linkedin.com/pulse/15-essential-web-design-statistics-every-business-owner/>
25. 88,468 hours of individual counselling were provided by SAC staff in Ontario between 2011 and 2013. The number of clients receiving individual counselling in Ontario during that time was 14,693. (Secretariat, T. B. of C., & Secretariat, T. B. of C. *Sexual Assault Centres statistical reporting - Open Government Portal*. Government of Canada.  
<https://open.canada.ca/data/en/dataset/12e12e56-5281-49a3-ba49-7dd275e62c83>)
26. Public education events across Ontario from 2011 to 2013 took place 7,574 times. (Secretariat, T. B. of C., & Secretariat, T. B. of C. *Sexual Assault Centres statistical reporting - Open*

*Government Portal*. Government of Canada.

<https://open.canada.ca/data/en/dataset/12e12e56-5281-49a3-ba49-7dd275e62c83>)

27. 75% of consumers admit they judge the credibility of a business/organisation based on the website design and layout (*Research Shows Having A Bad Website Can Hurt Your Business*. (2017, January 23). MarkBrinker and associates. <https://www.markbrinker.com/a-bad-website-can-hurt-your-business#:~:text=75%25%20of%20consumers%20admit%20that>)
28. 61% say that if they don't find what they're looking for within about five seconds, they'll go to another site (Haan, K. (2023, February 14). *Top Website Statistics for 2023*. Forbes Advisor. <https://www.forbes.com/advisor/business/software/website-statistics/>)
29. Including videos on a website can increase time spent on page by 88% (An average of six minutes is spent on pages that feature videos) (Haan, K. (2023, February 14). *Top Website Statistics for 2023*. Forbes Advisor. <https://www.forbes.com/advisor/business/software/website-statistics/>)
30. 38% of users will stop engaging with a website if the layout is unattractive. (*15 Essential Web Design Statistics Every Business Owner Should Know*. LinkedIn. <https://www.linkedin.com/pulse/15-essential-web-design-statistics-every-business-owner/>)

**\* from our Google Form survey.**

# UX100 TEAM CONTRACT

Team Name: Group 4

Team Members:

Jess Yasny

Alex Capolongo

Laura Peters

Luca Neil

Goals and Objectives:

- I. Define and understand the project scope and objectives.
- II. Collaborate effectively and efficiently as a team through the design/writing stages of the assignment
- III. Write 30 facts that hone our research.

Communication Tools:

- I. Face-to-face.
- II. FaceTime.
- III. Text Message.
- IV. Online collaborative project software (Google docs)

Roles and Responsibilities:

- I. Each group member is responsible for writing out facts and searching our research for information.
- II. Each group member is responsible for contributing to rewriting and perfecting each fact.
- III. Luca is responsible for the preliminary work on the document to facilitate shorter work time.
- IV. Jess and Laura are responsible for formatting the document properly and efficiently.

- V. Jess is responsible for leading the navigational tool survey and analyzing the data
- VI. Laura is responsible for citing each fact in APA7.
- VII. Alex is responsible for submitting the assignment on time.
- VIII. Each group member is responsible for drafting the contract outline.
- IX. Each group member is responsible for editing the document.
- X. Everyone is responsible for looking over the finished contract and signing it.

Signatures:

By signing, each team member acknowledges that they have read, understood, and agreed to abide by the terms and conditions outlined in this contract.

Alex Capolongo

Date: 21/11/23

Laura Peters

Date: 21/11/23

Jessica Yasny

Date :21/11/23

Luca Neil

Date: 21/11/23