

**HUGE**

*November 14-18 2016*  
*Combatting Sex Trafficking*

**IMPACT**

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# Hello.

**Huge IMPACT is an initiative created to support vulnerable communities with solutions found at the intersection of the design, technology and social sectors.**

Huge IMPACT is a weeklong design sprint that allows organizations and impassioned people to come together to support vulnerable communities with solutions found at the intersection of technology and design.

By creating this platform, Huge provided the opportunity to experiment with innovative ideas and reach creative outcomes while also establishing ourselves as thought leaders within our community focused on positive social change.

In turn, we can offer the organizations that we work with the opportunity for knowledge sharing and exposure to emerging tech and design.

To ensure deep engagement and tangible outcomes, the program is focused on building the right relationships and ensuring the right stakeholders are in the room. We invite a diverse group of

thinkers to come together for systemic thinking to narrow our focus and tackle complex challenges.

The event itself morphed into multiple events surrounding one social issue rather than a stand alone event. Our partners responded well to this approach, reflecting that while stand alone events often brought about excitement around a cause, it rarely resulted in action.

## **Our Objectives and Criteria for IMPACT**

In order to create meaningful and effective change, we have guiding principles and criteria, that while we know we won't solve all the world's problems, can help us to have the most positive impact to create powerful solutions.

The goal of the five-day sprint format was not to have a complete product, but to make rapid progress within a short amount of time that could be vetted and tested by our partners and evolve into something much bigger. Here are some of the core criteria and principles for our outcomes:

### *Impact*

Impact is the success in addressing an important problem or critical barrier to progress while demonstrating strong, effective results and outcomes. Impact can be measured by various criteria but includes the number of people served and potential for scale.

### *Solving an unmet need*

The team will look to define a challenge that fills an unmet need. This can range depending on the social issue and it could vary from providing access to healthcare, to raising public awareness or education.

### *Innovation using technology and design*

Ability to leverage innovative or interesting approaches to meet the unmet or community needs with unique solutions to solving the problem.

### *Accessible and appropriate technology and design*

These innovative solutions should have the lowest barrier to entry and allow the unmet need to determine the appropriate technology or design first, rather than the reverse.

# The Sprint.

**The Huge IMPACT sprint process is a highly concentrated, rapid method used to test our ideas and generate a solution for a complex social problem.**

## Our Methodology

The program leveraged the Huge IMPACT process, which seeks to concentrate discovery, exploration, ideation, design, and prototyping into five to ten working days. The result of the sprint is meant to be a starting point for development — which can evolve into a scalable solution and working product — as well as open lines of communication between various stakeholders (i.e., nonprofit organizations, survivors of sex trafficking, and agencies).

The goal of the five-day sprint format was not to have a complete product, but to make rapid progress within a short amount of time that could be vetted and tested by our partners and evolve into something much bigger.

On day one, the design sprint team, together with external subject matter experts, will spend a full day together defining the challenge through design-thinking activities. This challenge is the critical focus that will determine the solution throughout the week. On day two, the design sprint team will ideate multiple solutions and present the subject matter experts with up to three options for feedback. On day three, the design sprint team will have narrowed their focus and selected a single solution and on day four the team will actively build and produce it through a functional or conceptual prototype, depending on the teams skillsets, timeframe and capabilities.

At Huge we understand the importance of generating creativity and providing the right tools and space for teamwork and shared understanding. The dedicated design sprint team will spend the majority of their time in a dedicated "war room" together to share in whiteboard exercises, research insights, documentation and work together to generate the final outcome.

Throughout the week the team will work together across disciplines to collaborate with subject matter experts to create the solution. With feedback and direction throughout the week from nonprofit, governmental and public sector subject matter experts, the teams direction will be greatly influenced by the subject matter experts knowledge and guidance. They are encouraged to bring in external and internal resources as needed for added expertise.

On the final day, organizations and subject matter experts are invited back to view a presentation of the final design outcomes, provide feedback and discuss ways they see the outcome being used to benefit their own organizations and address the problem at large.

**Mon.**



**EXPLORE**

Define the Problem

**Tue.**



**IDEATE**

Ideate Solutions

**Wed.**



**SOLUTION**

Select one Solution

**Thurs.**



**BUILD**

Produce

**Fri.**



**TEST & PRESENT**

Present Solution



# The Problem.

**Sex trafficking is the fastest-growing business of organized crime and the third-largest criminal enterprise in the world<sup>1</sup>. It is a serious problem that affects every community across age, gender, ethnicity and socioeconomic backgrounds. Even worse, traffickers use common technology to trap and exploit their victims. From November 14th -18th Huge IMPACT week will focus on combatting sex trafficking using technology and design.**

Sex trafficking is one of the most pressing human rights issues of our time. While most people assume sex trafficking happens across international borders, it is a serious problem that also happens here in the USA. Atlanta's illegal sex industry alone brings in nearly \$290 million dollars each year making it one of the largest hubs for sex trafficking in the USA. <sup>2</sup>

Sex trafficking is when a commercial sex act is induced by force, fraud or coercion or when the person induced to perform the act is under 18 years old. A commercial sex act means any item of value (money, food, shelter, etc.) is traded for

any sexual service. Domestic minor sex trafficking (child sex trafficking) is the commercial sexual exploitation of American children within U.S. borders for monetary or other compensation. This is synonymous with child sex slavery, sex slavery, child sex trafficking, prostitution of children, and commercial sexual exploitation of children (CSEC).

Under the Trafficking Victims Protection Act (TVPA) sex trafficking requires force, fraud or coercion unless the victim is a minor. Any minor used in a commercial sex act (the exchange of any item of value for a sex act) is a victim of trafficking, regardless of their willingness or desire to engage in the sex act.<sup>3</sup> While victim identification is complex, the majority of these victims are vulnerable youth who may be runaways, homeless, foster care children or those who have been abused or from families who have abandoned them.

## *Key Statistics:*

- Globally profits obtained from commercial sexual exploitation are \$99 billion dollars annually, of which 9.5 billion are generated by the US alone<sup>5</sup>
- Average age of entry is 12-14 years of age <sup>6</sup>
- An estimated 293,000 American youths currently are at risk of becoming victims of commercial sexual exploitation <sup>7</sup>
- A large part of trafficking victims that are reported were female adult and girls
- Sex trafficking happens to boys and LGBTQ children too. <sup>8</sup>
- The US department of State reports that 70% of trafficked persons are female and half are children.

1 FBI, 2011 <https://leb.fbi.gov/2011/march/human-sex-trafficking>

2 Sex Trafficking: The New American Slavery, 2015 CNN Report

3 Shared Hope International, 2016 <http://sharedhope.org/>

4 United Nations

5 Polaris

7 UNODC Global Trafficking persons Report, 2012

6 FBI, 2011 <https://leb.fbi.gov/2011/march/human-sex-trafficking>

8 Urban Institute Report, See "And Boys too" report, ECPAT-US, 2015

# Keynote speakers.



**Keisha Head.**

Activist, Advocate, Motivational  
Speaker, Survivor of Domestic  
Child Sex Trafficking



**Amanda Gulli.**

FBI Victims Specialist,  
FBI MATCH Task Force & CHOA  
Multidisciplinary Team Member

# Involvement.



**Unsilenced ATL**



Day 1

# Explore.

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### **Setting the Stage with Key Note Speakers**

*Employees heard from FBI Victims Specialist Amanda Gulli and Keisha Head, advocate and survivor, who kicked off our event. The educated us about the issue of sex trafficking in Atlanta, the USA and worldwide and where technology and design can play a role in helping to solve for it.*



# Defining the challenge.

**High-level task for day one included getting our design sprint team and subject matter experts from various organizations into a room to work together in a workshop format to formulate and define a challenge for the rest of the week.**

## Challenge Framing

To begin the workshop, we warmed up with introductions so that everyone could get a clear picture of who was in the room, why they chose to participate, their role within their organization and their thoughts on what they hoped would be accomplished within a week.

After understanding who was in the room, we set off to understand the issue of sex trafficking from a broad perspective. We asked the attendees to identify problems on the spectrum from prevention, intervention, and recovery from their unique perspective. To do this, we first gave the room a chance to record their answers on sticky notes, then facilitated a discussion around their answers while searching for themes within their answers. We followed this by also asking what is currently out there to combat these issues.

The image on the next page ([ref image](#)) shows the result of this brainstorming session. After the conclusion of the exercise we had each participant vote for what they wanted the sprint team to focus on for the week, allowing them to cast their vote by placing a red dot. Voting resulted in a near tie between the themes of awareness and rebuilding, with the two themes being carried to the next exercise.

## Challenge Defining

After lunch the team regrouped to define challenges with the spaces of Awareness and Rebuilding. They were asked the following questions:

*How might we raise awareness around sex trafficking?*

*How might we facilitate the recovery transition of a survivor?*

Teams were broken out into small groups, and they were asked to use what they learned in the morning session to brainstorm and define several different challenges. They had to identify the target audience, problem and the solution or end goal.

By the end of this exercise, we had three different scenarios to choose from:

*Target Audience:* Peers

*Problem:* Lack education on sex trafficking

*Solution or End Goal:* An educational tool and empathetic technology to learn more.

*Target Audience:* Volunteers

*Problem:* Lack access to help trafficking organizations and how-to knowledge

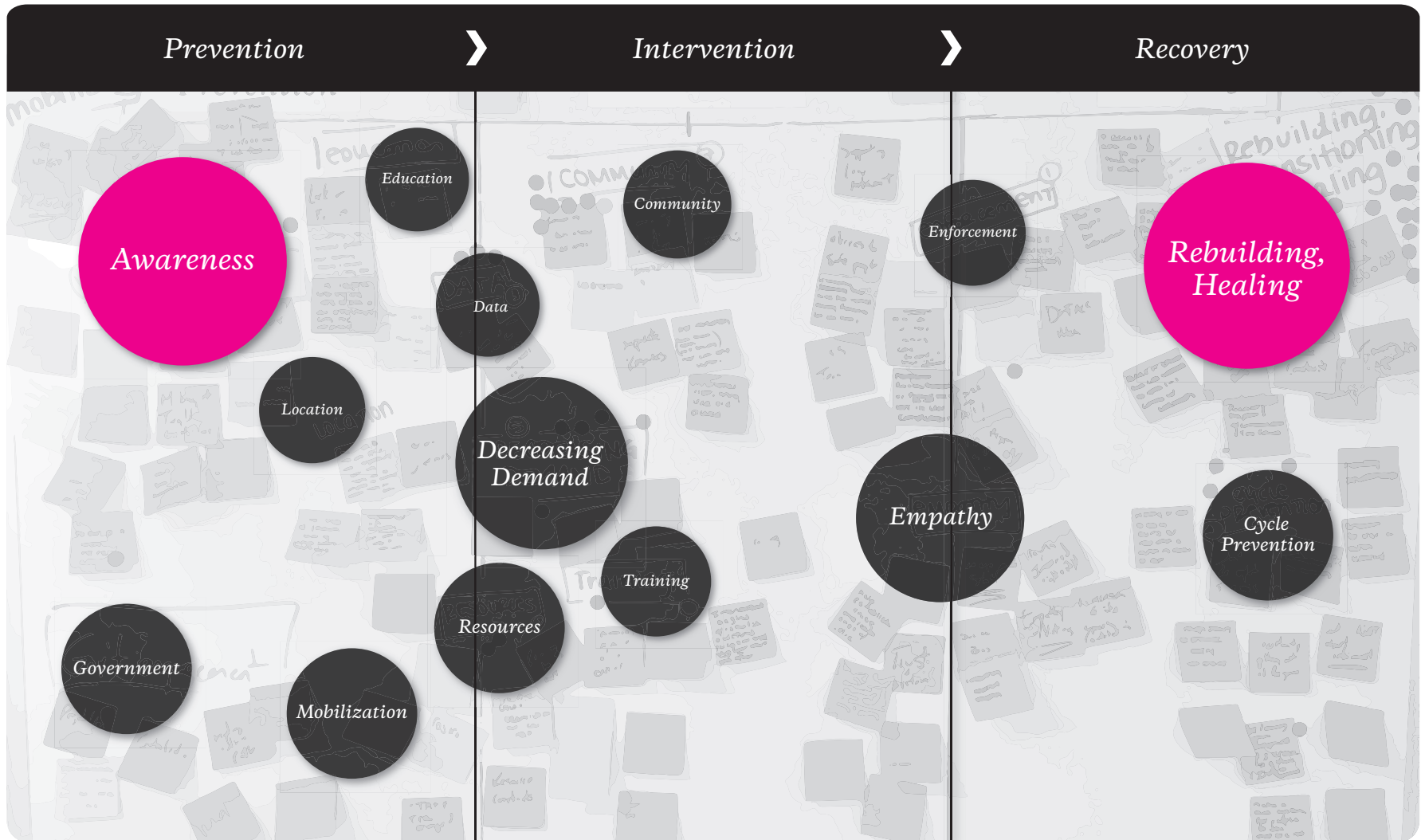
*Solution:* A focused platform to bring them together and help them understand each organizations mandate, mission and volunteer opportunities.

*Target Audience:* Survivors

*Problem:* Lack support and resources during transition and access to unique services

*Solution:* Recovery and survivor kit.

Finally, at the end the group discussed which could be appropriate to tackle within this one-week sprint format, measuring the solutions on an axis of feasibility verses reachability.



### Challenge Framing

All participants were asked to capture the issues within sex trafficking on a scale from prevention, intervention and recovery. Our end goal was to pick a piece of the problem we could solve in one week. These words indicated themes that arose during brainstorming sessions, and the size of the circles reflect amount of votes received relative to other themes for the challenge focus.



## Challenge Framing: Breakout Sessions

*In small groups teams worked to define who the target audience is, their need, and the end goal for the following questions: How might we raise awareness around sex trafficking? How might we facilitate the recovery transition of a survivor?*



Day 2

# Ideate.

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*The Challenge*

**How might we facilitate  
the recovery transition of  
a survivor?**

# Solutioning from multiple angles.

**To start day two, the sprint team had to make a decision to choose which question to tackle. The team almost unanimously agreed to tackle the question:**

*How might we best provide resources to facilitate the recovery and transition of survivors?*

The sprint team spent day two deep diving into research, including reading stories of survivors, reports on trafficking and exploring data and resources available to provide survivors with services they need. They started with an idea brainstorm, allowing themselves to go broad and wild to flush out any initial ideas from their head and get it on the board. They referenced materials provided by the experts that defined the typical timeline of the recovery process, and also came up with solutions that were both analog and digital.

*Activities of the Day Included:*

## **Idea Brainstorm:**

The team explored ideas without many design constraints with the aim to generate many wild ideas on a diagram that outlines digital vs analog ideas.

## **Deep Dive Research:**

What is our users' needs? What resources and databases currently exist to provide survivors with resources they need? What organizations are assisting survivors in recovery? What are the key tenets to recovery and transition? What other forms of successful programs or mentorship can we model?

The team also spent time reading stories of various users who have escaped that life and diving into data sets and available resources built for survivors.

## **Journey Map and User Needs:**

We created a journey map of a survivor on the path of recovery by outlining the major milestones, stages, phases and needs this person may encounter. Our team listed needs and services ranging from a person who just exited the life within 24 hrs of being trafficked to someone who has almost fully recovered seven years later and may be in a leadership position.

## **Key Takeaways :**

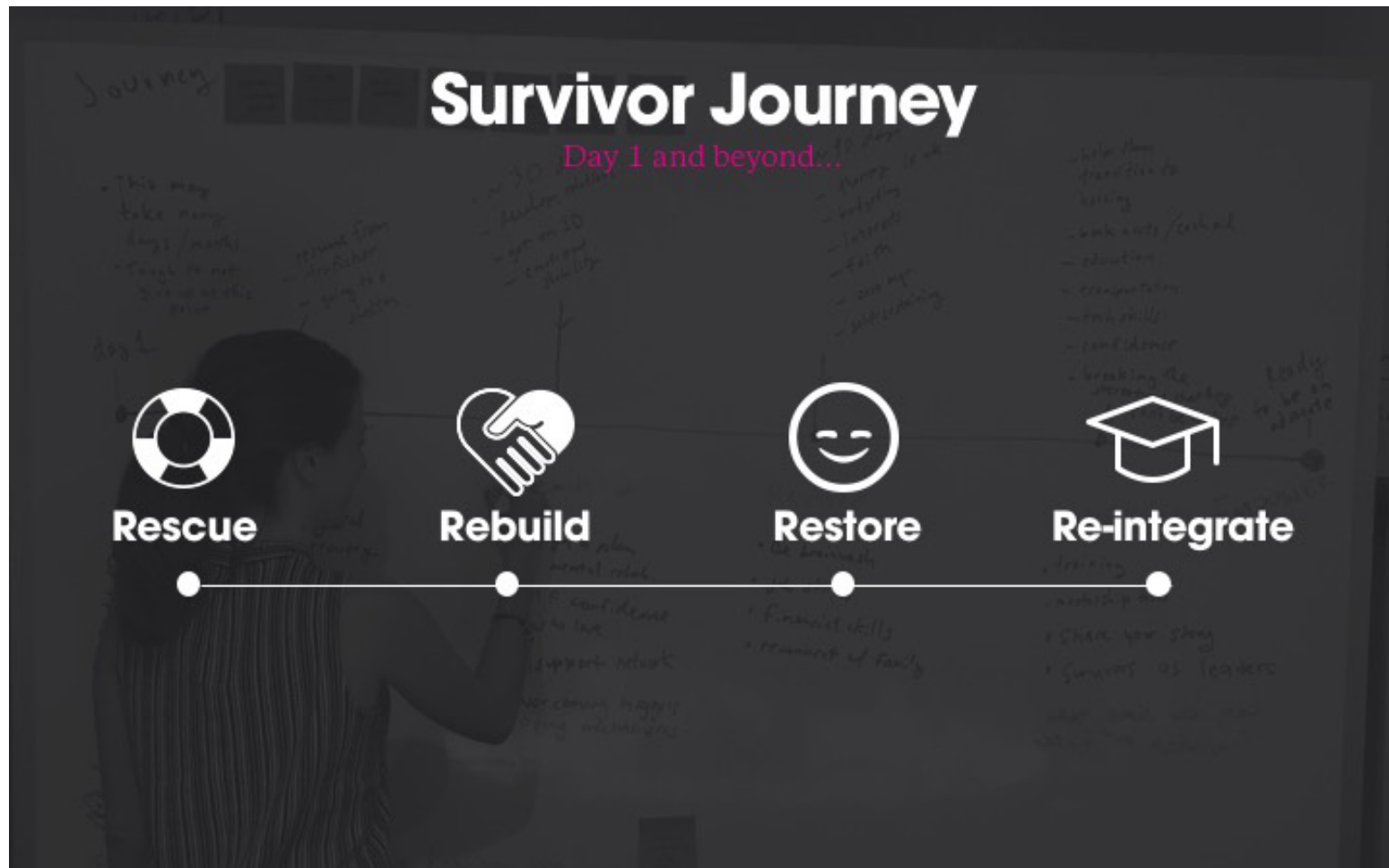
- 1) Survivors are experts of their own experience and keys to prevention.
- 2) Survivors on a path to recovery range from urgent care to long-term support and services, starting with basic needs first.
- 3) Sex trafficked survivors have unique trauma and unique needs. Every survivor path is individual. It is not a linear process of healing and could take up to seven years.
- 4) Survivors who are in a position of leadership are helping those in earlier stages of exiting the life.





### **The importance of a Sprint Design Team.**

*Design Sprint Teams are most successful with a diverse group of skill-sets and people. The dedicated team spent the majority of their time in a dedicated "war room" to share in whiteboard exercises, research insights, documentation and work together to generate the final outcome. With five members on the Design Sprint Team and condensed timeline, it's critical for speed, process and success to be together for a shared understanding.*



### The Survivor Journey.

We created a journey map of a survivor on the path of recovery. We learned about various milestones, stages, phases and needs of a survivor encounter from the first 24hrs or exiting the life to seven years of post-recovery. We listed all the needs and services across these milestones that could support recovery and transition ranging from shelter to mental health counselling and employment support.



A group of people are gathered in a meeting room. In the center, a woman with long dark hair, wearing a white sleeveless top, is seated at a round table and looking towards the camera. To her left, a man in a dark suit is seated, looking towards her. To her right, a man in a light-colored shirt is seated, looking away from the camera. Further right, another man in a dark shirt is seated, and a man in a red shirt is standing, leaning on a chair. The background features a large whiteboard on a stand. The entire scene is dimly lit, with a dark overlay.

*Day 3*

**Solution.**

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# Finalizing a solid product.

**Day three was dedicated to rallying the team around a single solution that could be designed and built for testing. We presented three major ideas to the organizations and refined them into a single solution throughout the day.**

To get to that solution, the team summarized their key learnings from the previous research around the recovery journey of a trafficked victim. Key learnings included:

- Mentorship is critical to success
- Concrete skill building
- Community and support
- Small goals that lead to bigger success
- Holistic mental and physical well-being, serving basic needs first.

The team also created five metrics in which they could weigh their success: Reach & Speed, Sustainability, Data Collection and Appeal to the demographic.

The team presented three major ideas and a strategy to the organizations:

**Idea 1:** A survivor-to-survivor mentorship program that helps you to earn credit and training.

**Idea 2:** Survivor kits that can be deployed at relevant shelters and organizations and include self-care products such as health and beauty care, coupons to restaurants, rehabilitation booklets and a wearable device with tailored applications.

**Idea 3:** An emotionally and intellectually intelligent chatbot that serves mentors and valuable content any where, any time. The survivor can have seamless and soothing interactions with the chatbot without the threat of being reported to law enforcement, while accessing 24/7 support and resources.

Organizations agreed that survivors are experts and can help offer the best resources for victims and establish a level of trust. They also agreed they need access to services quickly. Based on feedback, we blended idea one and two together to create a more powerful and robust mentorship program. The solution could be released in phases, with the first phase being a chat bot that provides 24/7 access to support and resources, followed by an app that connects survivors to various mentors as a "Virtual Village".

## Key takeaways:

- 1) Mentorship and peer accountability is key to success
- 2) Concrete skill building for successful societal reintegration (i.e financing, how to build a resume etc..)
- 3) Its important for survivors to have the right opportunities to build their self esteem and regain confidence
- 4) Branding exploration and product naming

## Key Product Strategy:

- 1) **Aspirational and Positive Goal Setting** through tools like gamification and earning badges
- 2) **Human Interaction** and an empathetic voice to ensure the technology has a human touch and feel
- 3) **Seamless Connection** to ensure the technology is appropriate and integrates into survivors' lives with ease
- 4) **Glamorization of Recovery** to curate a sense of value and feeling of being special in the recovery process
- 5) **Safe & Secure** to protect the identity and ensure only vetted individuals

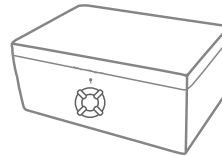
# The Ideas.



## Idea One: Mentorship Program

*A survivor-to-survivor mentorship program that can provide:*

- Access to one on one support from survivors
- Set goals (i.e., find housing, build a resume, overcome trauma etc.)
- Incentive to earn badges and rewards along the way by pairing goals with opportunities (i.e subscriptions to Spotify, Uber rides, clothing, etc.)



## Idea Two: Survivor Kit

*Survivor kits that can be deployed at relevant shelters and organizations and include products such as health and beauty care, coupons to restaurants, rehabilitation booklets and a wearable device with tailored applications.*



## Idea Three: 24/7 Resource Hub

*An emotionally and intellectually intelligent chatbot that serves mentors and valuable content any where, any time. The survivor can have seamless and soothing interactions with the chatbot without the threat of being reported to law enforcement while accessing 24/7 support and resources.*



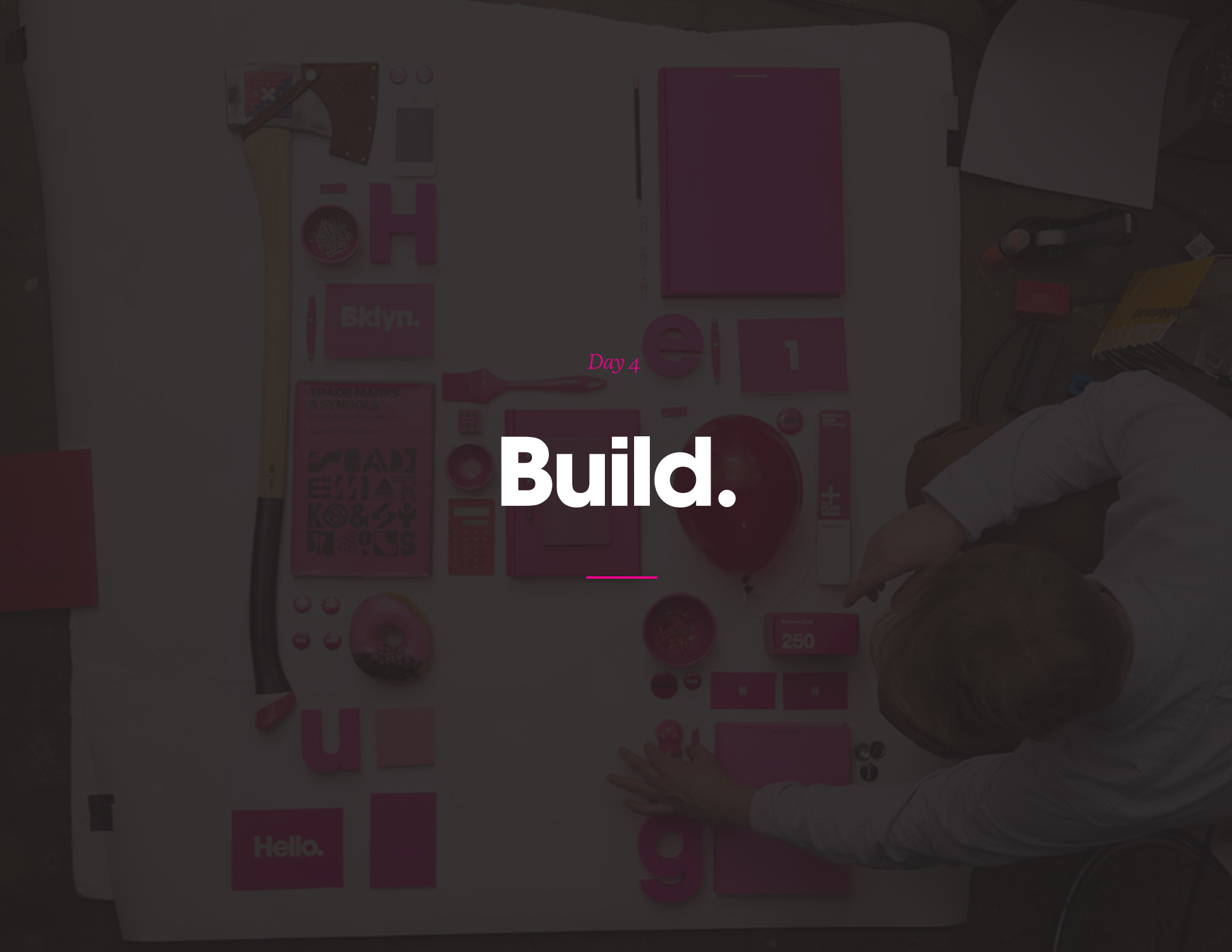
## Mentee - Mentor Cycle.

Survivors who have gone along the path of recovery are in the best position to support survivors in earlier stages of recovery by becoming leaders, advocates and mentors. Mentors can be encouraged as they walk the path of recovery with tools such as positive incentives, and gamification. This key insight drove our product development and its features.



Day 4

**Build.**



# Design & Build.

**To start day four, the sprint team worked to blend two ideas into one great solution. We presented some initial branding and design concepts in the morning and spent the remainder of the day intensively building the prototype and refining the ultimate solution.**

Our team was challenged to refine a single solution and build a prototype. We created our core solution: A survivor-to-survivor mentorship program that supports recovery and transition. The team agreed it should live on responsive web but demonstrate how the chatbot platform can scale across devices. Our highest priority was to find a workflow that enabled us to be the most productive. To do this, we first created the main story for our users and presentation before dividing into two teams to conquer tasks: One team focused on showcasing a chatbot text based conversation while the other focused on designing and concepting a prototype for the future state application.

We refined our story and prototype to best define how mentors could be best supported by the chatbot as a 24/7 resource in addition to human interaction support. Survivors may use it any time to surface

information quickly and get help they need like data for nearby shelter services, clinics or legal help.

For survivors in leadership positions, they can support those who are at early stages of rescue and recovery, while those in earlier stages of recovery can gain the support, accountability and resources they need quickly and reliably; each independently gaining skills they want or need, like applying to colleges, budgeting or free courses. They will each earn badges and credit along the way by pairing goals with opportunities. (E.g. The goal is to get a job interview, the reward may be a free uber ride to the job location on the first week). Together they can set independent goals and earn badges to unlock rewards that work towards their independent goals.

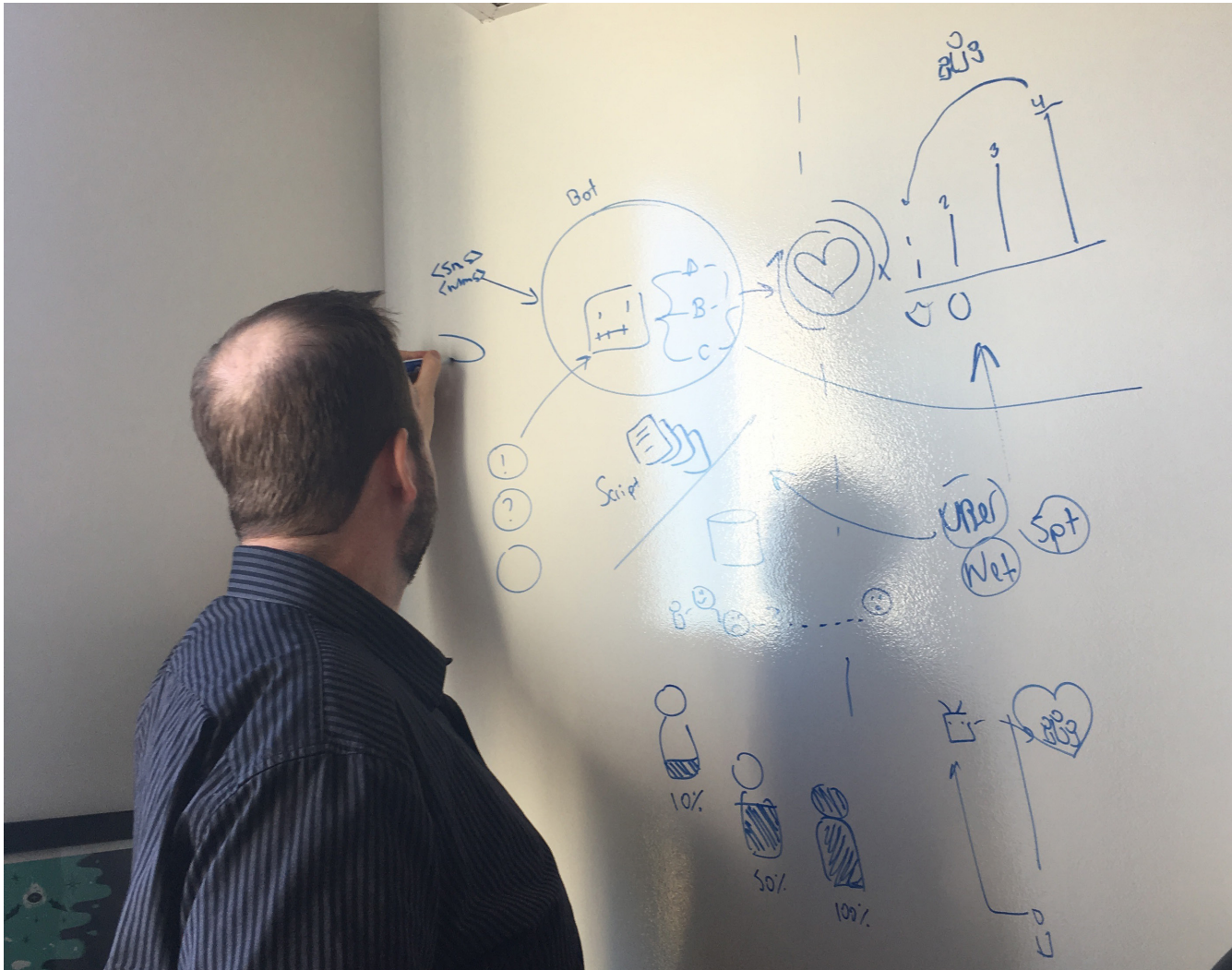
We used api.ai's platform to implement the chatbot platform. It provides a GUI (Graphical User Interface) that lets non-developers provide sample prompts and replies to the bot. The goal was to reduce user speech to well-defined user intents (words and sentences that would trigger the chatbot to respond in specific ways) that the bot can interpret. This enables us to retain information about the user and best personalize their experience.

## Key Activities:

- 1) Sketching and whiteboarding key features, screens and ideas for presentation
- 2) Creating a presentation outline and story
- 3) Prototyping a. chatbot. Ensuring the right intents and natural language for the api and using principle to demonstrate the app vision
- 3) Refining the brand and design look and feel

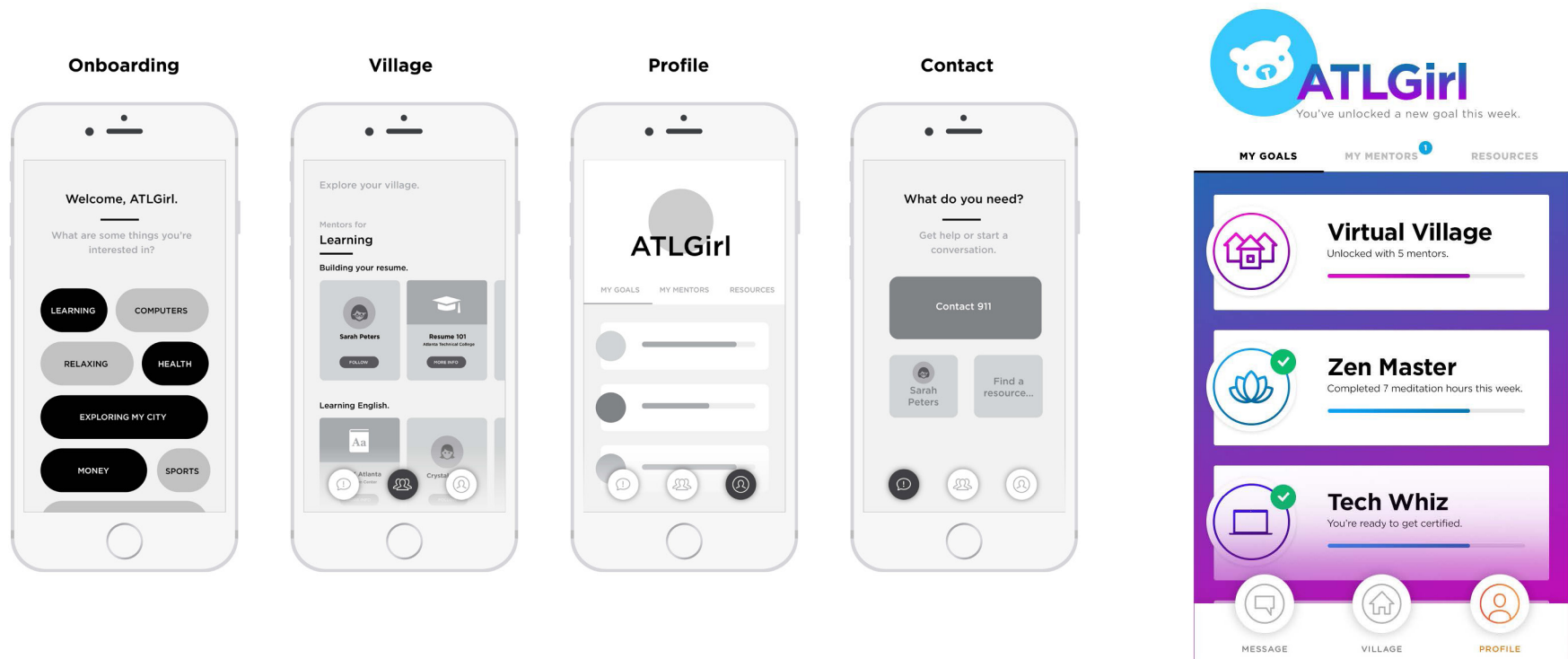
## Branding Strategy:

- 1) The brand system focus was to be light, friendly, easy to use, approachable and quick to understand.
- 2) The brand mark should be simple, distinctive, iconic and easy to see from a distance
- 3) The main visual and ux focus is to emphasize the chat interface quickly and putting emphasis on their progress and goals.
- 4) Ensure the name and style is gender neutral with light tone and feel.



### Creating a Survivor Mentorship Bot

Our team was challenged to take two great ideas and blend them into one. We leveraged the chatbot platform to create a more powerful mentorship program that would aim to pull relevant and tailored database sets and apis to provide useful knowledge, resources and rewards for survivors in times of need while still supporting real human interaction by helping to serve the mentors and mentees with what they need.



## Refining Key Product Features and Interactions

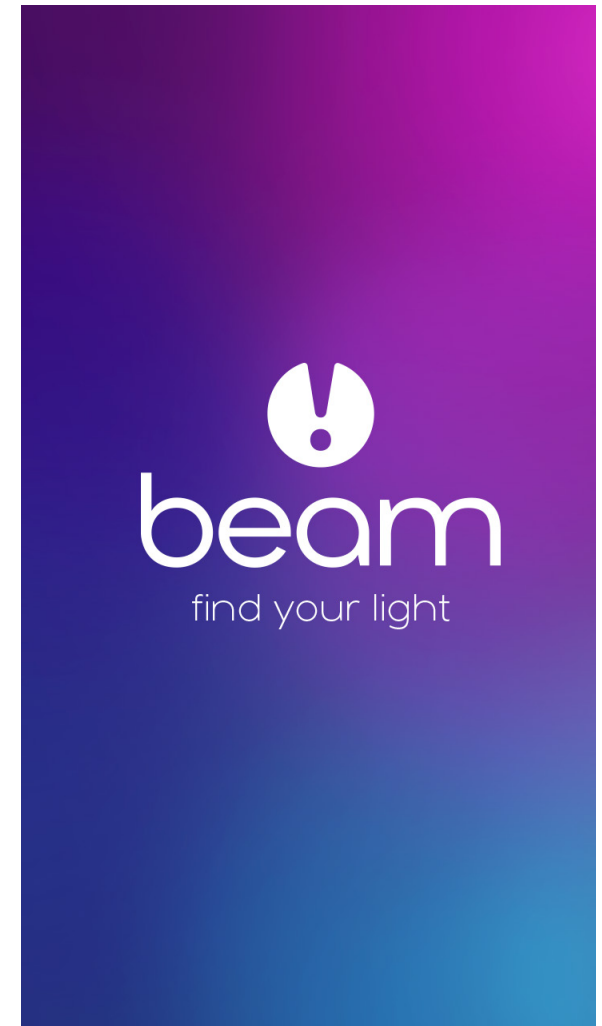
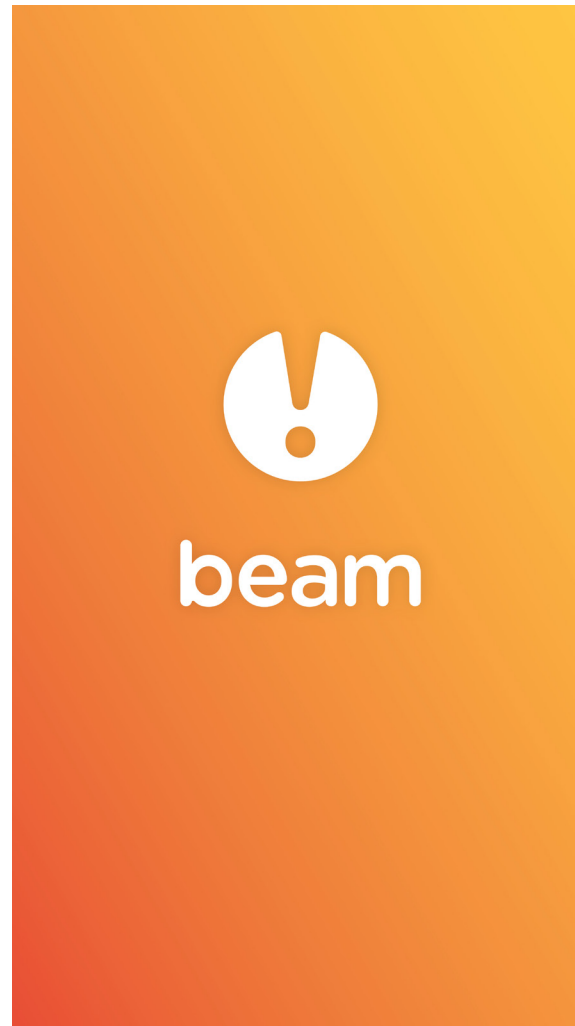
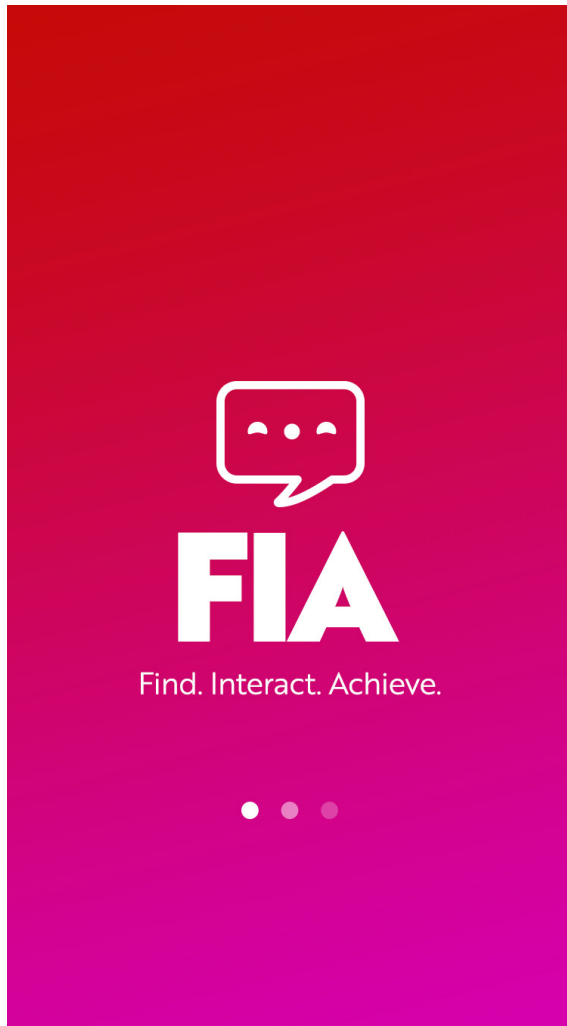
*After many sketching and brainstorming sessions, the team explored wireframes and designs to help illustrate the key features in the mentorship program. The team focused on creating a "virtual village" where a user would set their profile by selecting their key interests, set goals to earn badges and choose a mentor to be matched with.*





## Product Development and Storytelling

In preparation for our final presentation, it was essential to identify the right story to communicate our idea and its potential for impact. We identified key users and moments in time that the mentor, mentee and chatbot intersect to interact, support one another and gain or provide the right resources to show how a user might set goals, gain mentors, get reliable resources and get encouragement by earning rewards matched with their goals over time.



### Choosing the Right Brand: From FIA to Beam

*The team transitioned from FIA, meaning “flame” in Latin but also acting as an acronym for Find (Resources), Interact (w/ mentors) and Achieve (your goals/dream/freedom) to creating Beam a guiding light to its users. The Beam brand mark was ultimately selected for its softer and more distinctive look. Its metaphor that acts as both a flashlight to shine light on resources and provide guidance as well as a exclamation mark that can serve as a universal help symbol.*

A woman in a white shirt is standing at the front of a room, presenting to an audience. The audience is seated at round tables, many with laptops open. The room has a modern, open-plan feel with large windows in the background. The text 'Amanda Gulli.' is visible on the screen behind the presenter.

Amanda Gulli.

*Day 5*

# Present.

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# The final solution.

**Day five was dedicated to presenting back to all of the organizations with a single solution and vision. Everyone was invited back for an hour long presentation to see the final results, review what was accomplished, give feedback and talk about the next steps of development with hopes all organizations could benefit from the outcome.**

The team worked all morning to complete their designs and prepared to present a final solution to participating organizations. The presentation was a review of all the team accomplished throughout the week, the key insights that led our team to create our final solution and the results of what we did. We focused on the overall goal to build meaningful relationships and ensure our product and survivor program tenets included:

- Ensuring Basic Needs Come First
- Ensuring Discretion and Trust
- Encouraging Mentorship and Accountability
- Encouraging Flexible Accessible Skill Building and rehabilitation
- Building a Sense of Companionship

What we learned was that exiting the life and successfully reintegrating into society and healing requires an access to an array of unique services, development of new skills and restoring self esteem. Survivors are really experts of their own experience and key to prevention and awareness. For this reason we created Beam, a vision for a text-based chatbot and an application that can support survivors at all stages of recovery to gain skills they need, when they need it. Through mentorship that is accountable, safe, secure and reliable, survivors can gain pertinent knowledge and support for an easier transition. The platform also has an opportunity for brands like Spotify, Uber to help support survivors.

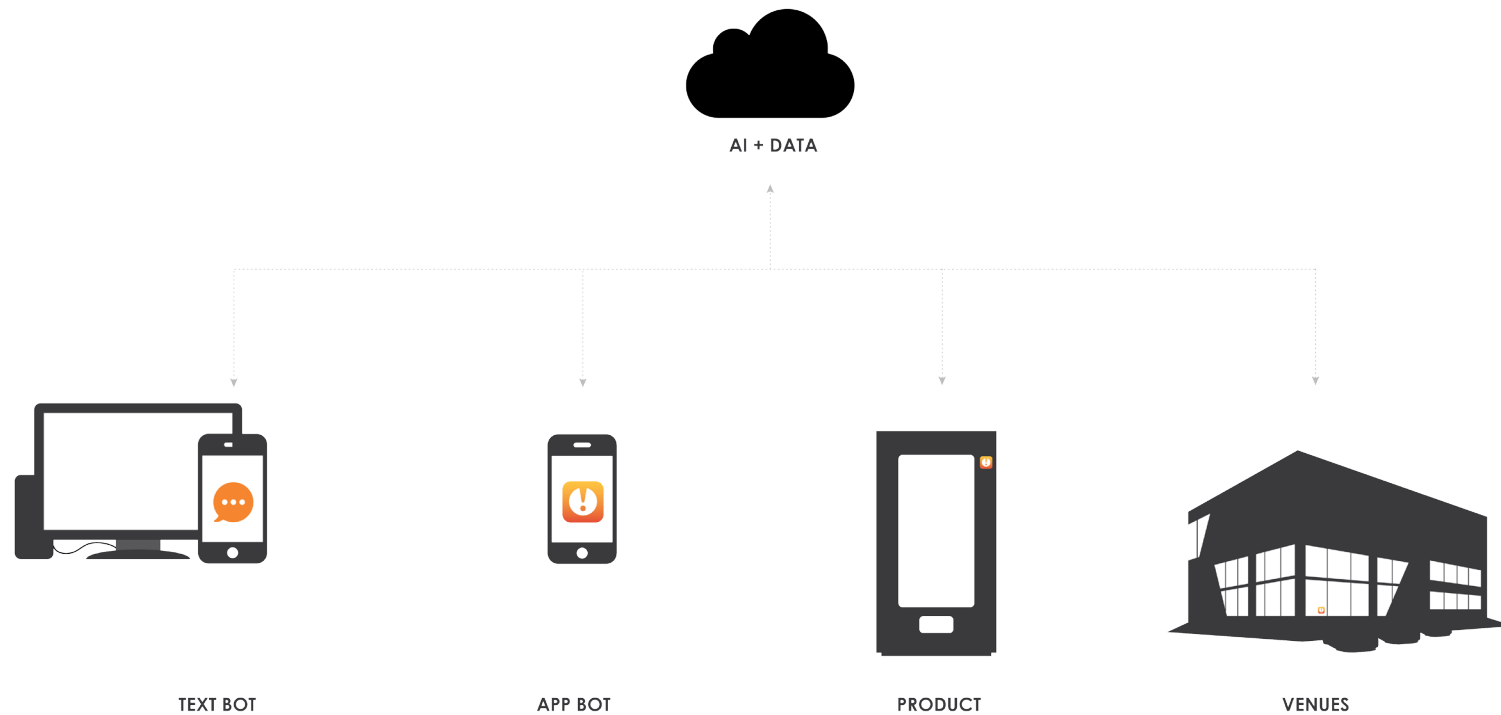
After the presentation, we opened up the conversation to hear organizations feedback. Those in attendance were highly enthusiastic about the potential to test and build the product and believed its future potential for impact was high - not just for survivors but for other organizations and purposes too. As a next step, organizations were asked to think about ways the product could be integrated into the work they do, and consider other avenues the product might be used. Our team celebrated the very first Huge IMPACT initiative, a week of intensive work and a successful presentation.

## **Key Opportunities and Learnings:**

- 1) The application has the high potential for impact and could be used for survivors, or beyond.
- 2) Opportunity for brand Sponsorship and future partnerships and funding opportunities.



# Scalability.

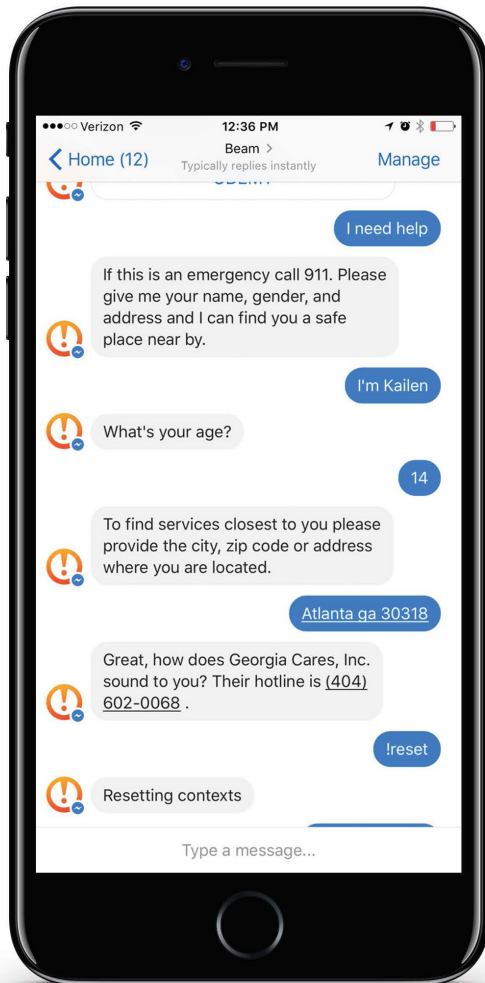


## Beam Potential for Growth & Scalability

*The Beam Chatbot was built with the intention to be scaled across devices and platforms over time. Depending on the strategy implemented, our team focused on responsive web first and mobile access first because of the intended audience and accessibility. However there is opportunity to roll Beam out onto an array of devices such as strategically placed kiosks in the urban landscape, on a wearable device or objects that are placed in visible or hidden locations for survivors to access with the aim to handle increased demand.*

**1.0 TextBot.**

# Text BEAM.



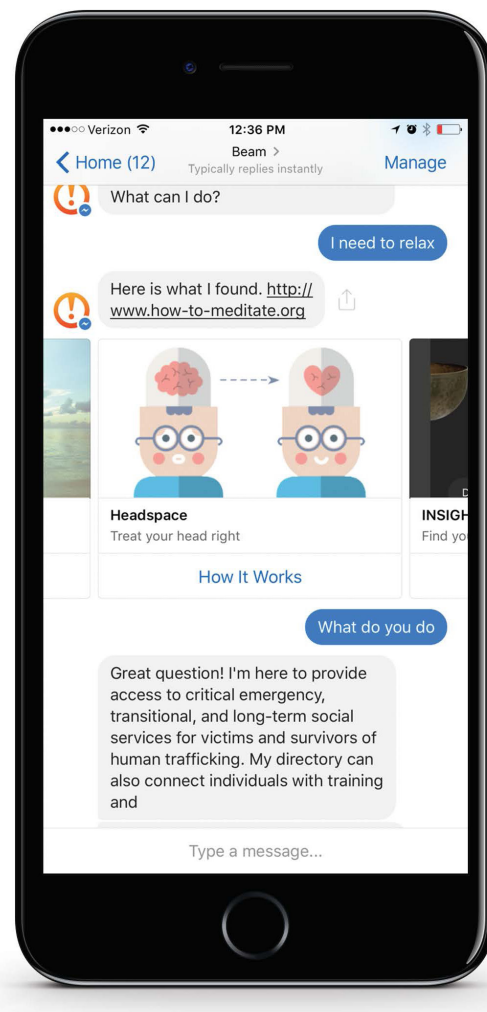
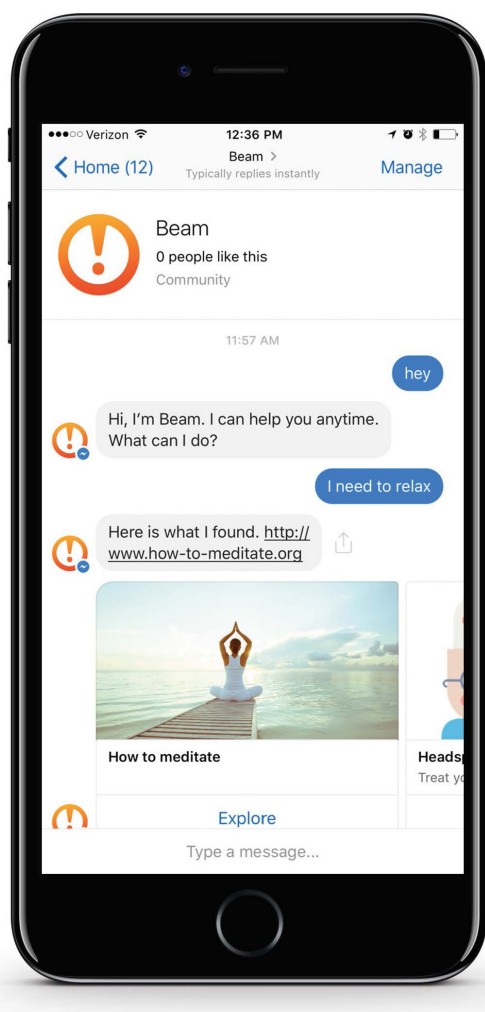
Beam text-based chatbot is the most beta version of this product. The empathetic and intelligent chatbot acts as a mentor for survivors and provide survivors with resources they need, when they need them. Users gain access to a powerful data, service contacts and knowledge. It gets smarter as experts provide more information and survivors ask questions.

While Beam is shown here as a text-based SMS bot, it can be scaled to live on other platforms such as Facebook Messenger or responsive web.

## Key Features:

- Powerful data and relevant access to information of services such as safe shelter
- Access to skill-based tools such as meditation techniques or courses
- Serving up key contacts of survivor mentors, and relevant organizations
- Safe and secure interaction free from human error or risk
- Unlocking rewards and earning badges or opportunities based on relevant goals and actions

# Access to support & services.



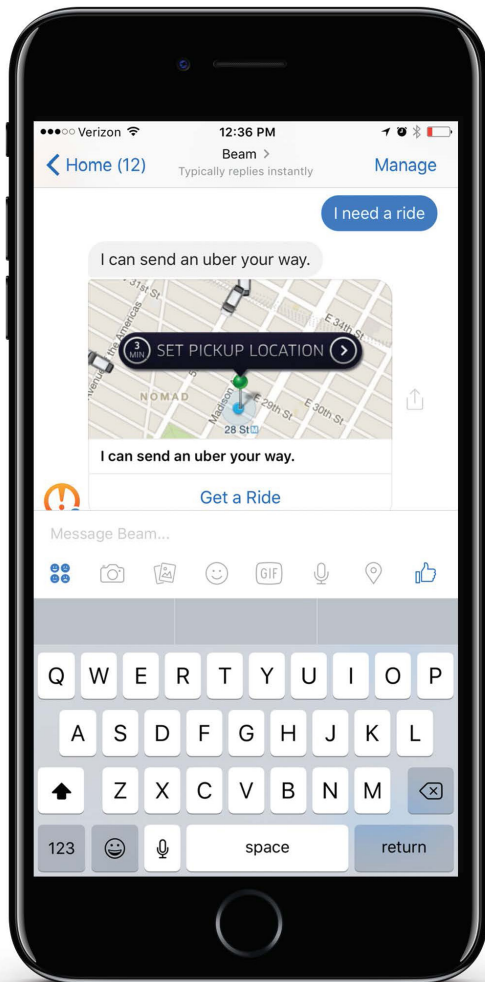
We learned it may take up to seven years of recovery for survivors to truly heal and transition out of trafficking and the resulting trauma. It is also critical to help find ways to best cope with emotional triggers that result from past negative experiences.

In addition to tailored and key trafficking resources, contacts and informative support such as shelter services or survivor specific counselling or mentorship contacts, Beams can share relevant data from unexpected places such as Spotify or Headspace that could encourage healing, relaxation, support and positive associations in other more human ways and through easy and natural conversations. As the user gets to know Beam more too, he or she can also turn to Beam to request different activities and resources.

These features have the opportunity to encourage brand sponsors and partnerships with organizations to provide added support.



# Rewards & Opportunities.



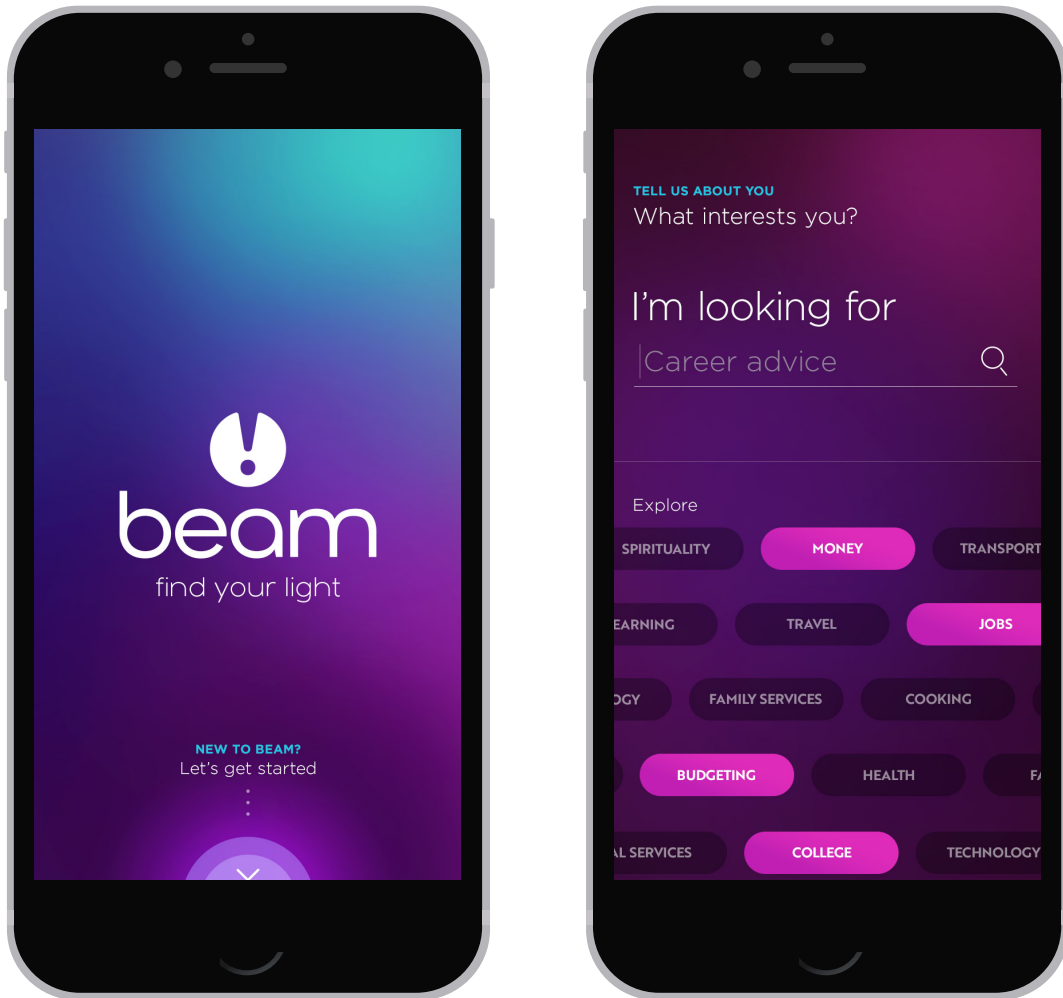
We learned that companionship, accountability and concrete skill building is critical to the success of a survivor on the path to recovery. In order to best encourage and increase motivation, Beam pairs opportunities and rewards with every goal that the mentee or mentor sets out to achieve. It can also offer opportunities for times of need and urgency or in times of celebration.

By recognizing patterns of success such as "I've gained a job interview" or "I've completed a meditation exercise" and patterns of need such as "I need help now", can be used to offer survivors products and services; such as a free Uber ride the first week of a new job or a free course on something like meditation or budgeting.

While Beam learns more about the user and their goals, it can serve up reminders to achieve them and further unlock rewards and opportunities.

**2.0 App.**

# Onboarding.

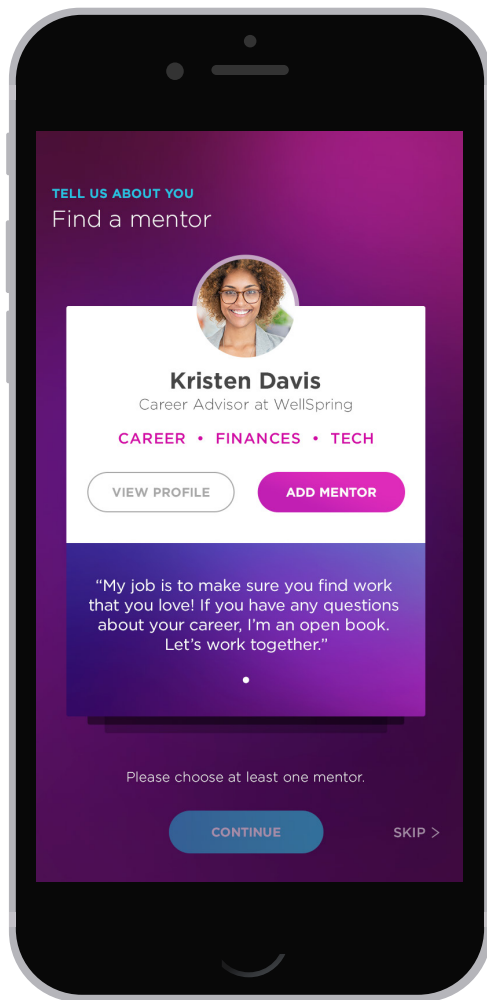


Beam's onboarding is friendly, easy and welcoming. As survivors who are mentees or mentors enter the program, they are onboarded to select from the following key actions:

## Key Features:

- Select key interests and set goals (i.e College, medical services, exploring the city, learning etc.)
- Indicate your age and the city you live in
- Select a mentor/view mentor profiles

# My Mentors.



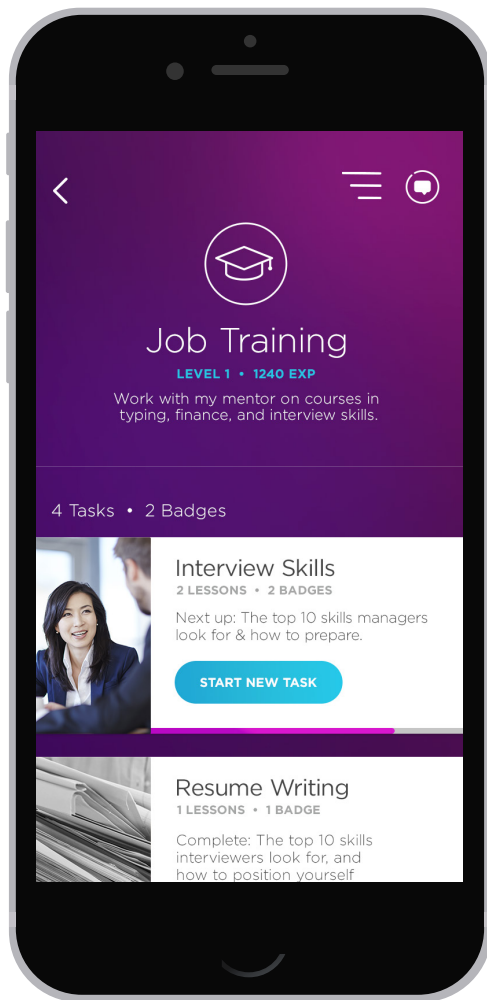
Beam provides the ability for mentees to browse and select from a collection of available mentors and resources. The main profile will contain a collection of certified mentors in the system that are tailored and based on geo-location and interests.

## Key Features:

- Browse and select up to five mentors
- Browse available resources as tailored to selected interests or goals (i.e., free online courses etc.)



# Profile & Progress.



As a mentor or mentee selects their interests, sets their goals and earns badges or rewards, these will be reflected actions in the Profile section. They can also star their favorite mentors or remove mentors to keep them pinned on their profile for easy access. Mentees can track their selected goals and see the progress they are making.

## Key Interactions:

- Message your mentor(s)
- Track your tasks and goals
- Collect multiple badges based on completed "small wins" and tasks that lead to bigger goals
- Unlock rewards from brand sponsors such as 'Free Uber ride for one week to your new job' or 'X% off of clothing from Target for your first job interview'.
- Share goals and completed tasks with your mentor

# Goals & Badges.



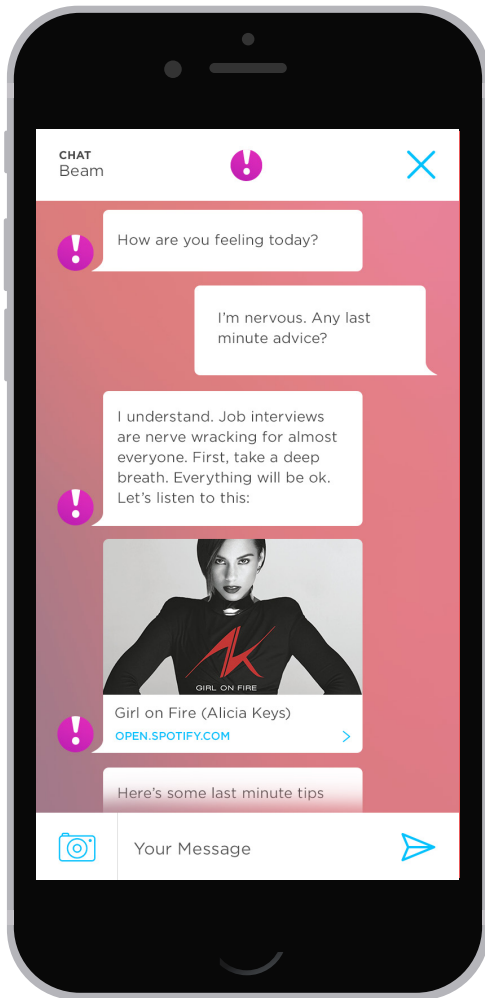
Mentees or mentors can set individual goals they hope to achieve that range from small to large. As they successfully reach each goal, they will unlock badges and rewards. Each goal has smaller badges that lead to bigger rewards.

For example, if my goal is to get a job, I might first have to write a cover letter, create a resume, apply for a job, get a job interview. The goals are broken out by smaller tasks and wins. Brand sponsorships can be used to offer survivors products and services that match their goals with opportunities - such as a free ride the first week of a new job or a free course on a skill-set they want more of like meditation or budgeting.

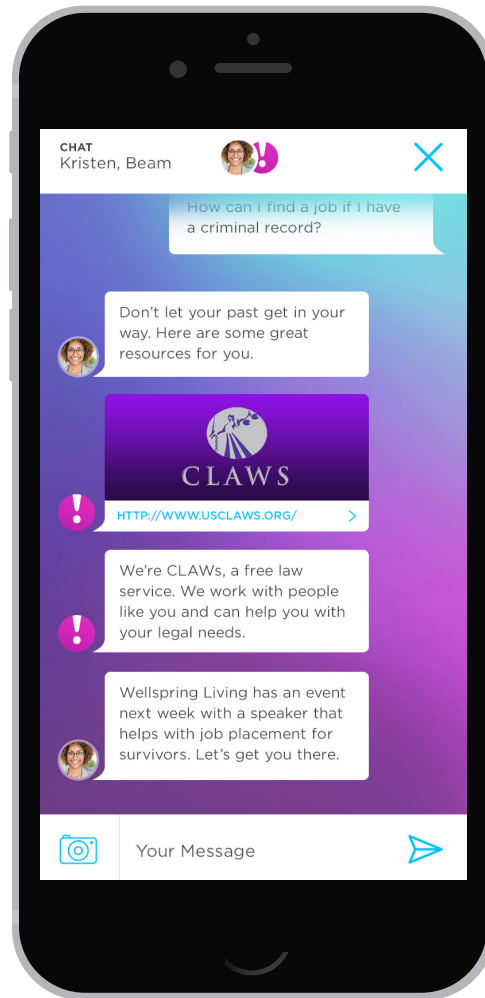
## Key Interactions:

- Collect multiple badges based on completed "small wins" and tasks that lead to bigger goals
- Unlock rewards from brand sponsors such as 'Free Uber ride for one week to your new job' or 'X% off of clothing from Target for your first job interview'.
- Share goals and completed tasks with your mentor

# Beam & Mentor Support.



A- Conversation with Beam



B- Conversation with a mentor, supported by Beam

When a mentee is looking for advice, resources or someone to talk to, they can "Ask Beam" or call on the main mentor that they would have selected during profile creation.

## Ask Beam or Call Your Mentor

Beam is the advanced version of the chatbot that acts to support both the mentor to provide resources to the mentees or the mentees can interact with independently for resources.

## Conversations with Beam & Mentors

A - Conversations with Beam will pull reliable data from tailored databases to answer questions such as where is the nearest shelter or provide relevant, fun or relaxing resources (like a Spotify song) or opportunities (like a free Uber ride).

B - On click to "call now" or "message" my mentor a survivor can directly talk with his/her mentor. This can also be supported by Beam to provide additional resources or contacts to enhance the mentors' knowledge.

*Next Step*

# Future Road Map

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# Key Learnings.

**Huge IMPACT was the first initiative of its kind across Huge and within Atlanta. We held a team retrospective to celebrate our success and to capture the learnings: What worked well? What could we improve? What would we like to see happen next? We also sent out a post-event survey to all participants to better understand how we could use this product moving forward.**

## **Successes.**

Securing the right subject matter experts for our event was key to its success. We were fortunate to have Amanda Gulli from the FBI Victims Specialist Department as well as Keisha Head, a survivor of human trafficking and advocate as our keynote speakers and participants throughout the week. We had eight subject matter experts total from a range of organizations who were committed throughout the week to tackle this problem. The subject matter experts are really the drivers of the conversation, while the Huge team acted as facilitators, sponges of knowledge and experts in design and technology.

The internal Huge Sprint Team did an incredible job digesting a very complex issue and creating a tangible output for all organizations to benefit from. We were successful in narrowing the scope of the challenge within sex trafficking and selecting an issue we could scale, supporting the transition and recovery of trafficked survivors. The final textbot product is one that is simple enough to implement and scale right away and its advanced appbot is complex enough to support more complex features and interactions over time. It is also a product that could be white labeled and used for other types of organizations, not just organizations focused on sex trafficking.

*"[You all] did a great job addressing the need. Not one person or entity will be able to solve [this] problem so it was nice to work with an agency that wanted to provide a tool to help. [...] I think you focused in on a very important piece that is going to be helpful for many people in different stages of their recovery."  
- Huge IMPACT participant*

## **Limitations.**

### *Setting Internal Roles & Expectations*

While the internal Huge Team was well prepped for the week, typically when we work with clients we generally know what technologies we are building, the problem and why. This new approach is one where we looked to define the challenge together and allowed the problem to define what technology should (or should not) be used in a very condensed period of time. Everyone on the Sprint team was asked to go beyond their typical expertise and role to contribute. For example, someone in a tech position was asked to bring creative ideas forward. Ensuring to set expectations at the onset could help to avoid any internal frustrations and emphasize participation.



# Key Learnings Cont.

## *Time, Technological and Design Constraints*

The five-day intensive process has its pros and cons. The biggest pro is being able to rapidly test an idea in a short amount of time with less resources than a typical project would take, saving cost and increasing efficiency.

The cons of such a rapid process is there is a limited amount of time to thoroughly research, test and validate our idea in full capacity. For our chatbot concept, ensuring the language and content is right is critical to test and simply requires more time and partnerships. This would be a great next step to include in our project or future to ensure time during the week for a more immersive testing scenario.

The product itself still requires more time and thought to execute. Building a complex interaction with API.ai is something we are still figuring out. There is more work to be done to understand what is the best UX of a conversation and ensure thorough testing and validation that the context and language is right. For example, let's say this

is your first time speak to it. How does it serve up different conversations? What language will our users most respond to, feel welcomed and listened by? For less common interactions, we need to provide sample data that can take a lot of time to train and scope.

We also need to further consider what is the right context for this application to live on (FB messenger vs responsive web), who will own and operate the platform (Huge or other organizations) and how will these survivors hear about it? These are all great post-internal reflections and ones we can have with organizations who are interested to continue building the idea and working with us.

For this particular product development, it was not intended that mentors are only survivors. However based on feedback we decided it's best to begin there and know in the future the program may develop to support non-survivors with the proper training and vetting.

The participation of organizations and subject matter experts is limited to their time and resource availability. Ensuring an up front commitment

prior to the event to provide feedback throughout the week on designs is critical to its success. It may be worth revisiting a more specific challenge tailored directly to an individual organization rather than many as more incentive to participate. We will need to find the right strategies to ease the tension and ensure all organizations will truly benefit from the process, ideas and outcomes. There may also be a case to consider more in-person immersion or the opportunity for our team to visit partners in their place of work for testing and validation.

## **Next Steps and Strategy**

We hope to test, validate and further build Beam to develop the product strategy behind it and leverage our participants' knowledge and networks. We will continue to reflect on what happened during our first initiative in order to improve and build more in the future. We also hope to create a larger vision and strategy for Huge IMPACT events overall.





# Done.

**Huge Inc**

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