



Home for All Project

Serious Geese

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User Description:

The users for this project will be the day to day people of Peoria IL along with anyone coming through Peoria. This includes anyone living in Peoria or its surrounding communities, or anyone that comes to Peoria for any reason. This creates an expansive demographic of people with a wide range of age, gender, economic backgrounds, and education levels.

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User Goals:

The goals of the users are to stay informed about issues in their communities, ensure the safety of their city, focus on the economic stability of themselves and their community, many may be interested in helping the cause by volunteering or helping out where they can, and finally they want to take pride in their community, and want to see it thrive but cannot without the resolution of the homelessness crisis.

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Interview Questions & Answers:

1. What hardships are most prevalent for people in need?
 - A. One of the biggest issues is funding for the resources necessary to help the issue. Another issue is the difficulties in obtaining identification if one does not have any. Another issue is the guidelines for being recognized as "homeless" by the state or some housing facilities one has to be homeless for a long time.
2. What are big misconceptions about homelessness?
 - A. The idea that people can just "get a job" is easier said than done. People in need find it hard to find jobs due to possible identification issues, not having an address, hygiene issues, and many other problems.
3. What percent of the homeless community are immigrants?
 - A. Hard to tell due multiple reasons like lack of access to resources and possible cultural reasons. The number is lower than what is currently recorded.
4. How do local leaders handle these issues?
 - A. Local leaders handle this issue poorly. Many big parts of the issue is up to the states or counties.

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Interview Questions & Answers Extended:

5. What may be keeping people from resources?

A. Awareness in the community of people in need.

6. How do resources help people that have substance issues?

A. To start helping people with substance issues the people in need have to want to get help. Rehabilitation programs do not last as long as the people need. They may only last for around 30 days which usually is not enough for people that have had substance issues for a long time.

7. Is there anything recently that advocates for spreading awareness for homelessness?

A. A big one is social media. Many resources use social media to spread awareness to others and inform people of possible resources. Fundraisers also advocate and help with awareness.

8. What are some personal challenges the interviewees have faced?

A. Identification was a problem one faced. They did not have identification and that created a huge obstacle in their path.

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Interview Questions & Answers Extended:

9. What are resources that helped personally?

A. Phoenix Community Development Services

10. How are people in the homeless community treated by others in the Peoria community or other areas?

A. Many people in need feel as if they are not seen. They are not seen by people that have not been in their situation. One interviewee says a simple smile, wave, or small talk with others can help out.

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Competitor Analysis:

We Are All Homeless:

What's Unique:

It's an art exhibition that uses "trash"
"Because we are all Homeless"

Advantages:

It has a documentary and has been highlighted on many news channels

Buying the signs helps give money to people in need, while the art brings awareness to the situation.

Disadvantages:

Besides the money for the signs, there isn't very actionable help being given.

It's not something the average person can participate in and it doesn't cater to a specific community

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Competitor Analysis:

KCRHA:

What's Unique:

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

They don't just unify and coordinate, they also are in charge of diversion, shelter, rapid re-housing, etc.

Advantages:

They are working with the entirety of King County and Seattle investments to help with this issue

Their plan is to not start or stop at the county's borders but to make it regional.

Disadvantages:

Though they say that it's not going to start and stop at the border, there is no proof that that will be true

The organization needs evidence based practices to begin improvements and help people in need for the county and city

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Competitor Analysis:

Pheonix Foundation:

Whats Unique:

During the interviews we did, they talked a lot about how the Organization Phoenix helped them get out of being homeless.

It has a holistic approach because it focuses on a comprehensive model for supporting mental health and wellness, combining therapy, community support and educational programs.

They collaborate with various organizations around the community like schools and healthcare providers to enhance resources and expand it's impact.

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Competitor Analysis:

Pheonix Foundation (Cont.):

Advantages:

They have a strong community focus by prioritizing local needs and building relationships, they create a sense of trust and belonging

They have diverse programming with their wide range of services like workshops, support groups, and educational events. These things address various aspects of mental health, making them more accessible

Active engagement in mental health advocacy helps raise awareness and reduce stigmas, positions them as a leader in the community.

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Competitor Analysis:

Pheonix Foundation (Cont.):

Disadvantages:

Accessibility issues where some individuals may face barriers to accessing services, such as transportation challenges or language differences.

High demands for services could lead to longer wait times or limited availability for individuals seeking help.

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Competitor Analysis:

Housing First:

What's Unique:

Does not require people to address their problems

Housing First does not mandate participation in services.

Takes an approach that prioritizes permanent housing to people experiencing homelessness.

Enables access to permanent housing without prerequisites.

Advantages:

Immediate access to housing

Studies have shown that Housing First programs result in greater long-term housing stability compared to traditional models.

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Competitor Analysis:

Housing First (Cont.):

Disadvantages:

Limited availability to affordable housing for the program.

These programs rely on federal, state, and local funding.

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Competitor Analysis:

Sophia's Kitchen:

What's Unique:

"At Sophia'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."

Volunteer's can paint two bowls for \$30. They get to keep one bowl and donate the other for a fundraiser

Advantages:

A fundraiser to get people to help out their neighbors in need

Volunteers regularly help out (including Grade school and High school)

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Competitor Analysis:

Sophia's Kitchen:

Disadvantages:

- People might not want to pay \$30

- People might forget that this is for the homeless program and not just an art activity to do with family

- Just not a lot of info, and this is just part of a church group - so it's not their main focus, as the event is an annual thing.

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Competitor Analysis:

#LookInTheMirror:

What's Unique:

It focuses on people's personal experiences

It is a pop-up mirror with words

Advantages:

It changes people's perspective/challenges new thinking

It is easily installed in many public places

Disadvantages:

People are bound to interpret it differently

It isn't super durable

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Competative Comparison:

Similarities

Different ways of helping

Some of the companies are long-term groups that have multiple events, and some are one-one time campaigns

Some have on the hour staff
Others have/rely on volunteers

Learnings

There are many ways awareness can be spread through art, physical help, programs and more.

No one "right" way to help

Differences

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.



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Competative Comparison:

<p>Similarities</p> <p><i>Similar Capabilities</i> What do all the companies have in common?</p> <ul style="list-style-type: none"> Emphasize partnerships among organizations and stakeholders Emphasize local engagement and resources They all bring uniqueness in their way. 	<p>Differences</p> <p><i>Apparent Differences</i> What are the differences between the companies?</p> <ul style="list-style-type: none"> They all have different ways of helping <ul style="list-style-type: none"> They are all nonprofit They are all helping people in need One is a residential address project One is a food drive Some are well established organizations that have been around for many years <ul style="list-style-type: none"> Some are a part of a larger organization Some focus on their local area <ul style="list-style-type: none"> Others focus on a broader geographic area
<p>Learnings</p> <p><i>Key Learnings</i> What can we learn from this process?</p> <ul style="list-style-type: none"> There are many more resources than we thought through partnerships, programs and more Helping can be done through physical needs, and governmental for helping awareness in the school. Use your way to help the world, however small it seems to be. 	<p>Opportunities</p> <p><i>Opportunities</i> Where can we progress or create value?</p> <ul style="list-style-type: none"> We can create a public school by helping students in need through our programs and resources. We can continue helping the people in need through our programs and resources.

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Competative Comparison Summary:

The competitive analysis highlights various organizations addressing homelessness through different approaches. Some focus on art and awareness, like "We Are All Homeless" and "#LookInTheMirror," while others, like KCRHA and Housing First, provide comprehensive services and immediate housing solutions. The Phoenix Foundation emphasizes mental health and community support, and Sophia's Kitchen engages volunteers through fundraising activities. Each organization has its strengths and challenges, but all contribute to raising awareness and providing support in different ways.

Overall, these organizations showcase the different strategies used to combat homelessness, from artistic expressions and community engagement to direct housing solutions and mental health support. By learning from their unique approaches and combining their strengths, there is potential to create more effective and comprehensive solutions to address homelessness.

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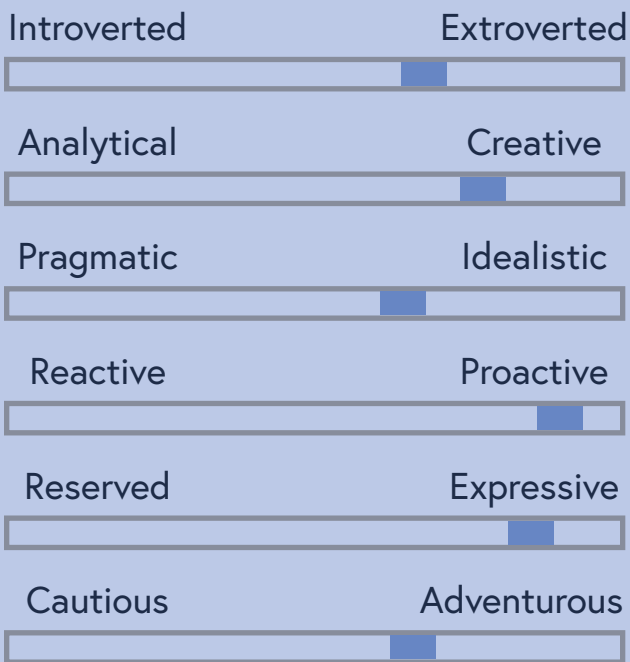
User Persona:



Rick Smith

Bio

- Age: 53
- Occupation: Coffee Shop Owner
- Location: Peoria, IL
- Family: Married to his wife, with three children
- Background: Rick has been running a coffee shop with his wife for 6 years. They are well-known and respected in their community.
- Interests: Enjoys gardening, reading about local history, and playing guitar.
- Personality: Friendly, dependable, and community-oriented. Known for his warm smile and willingness to help others.
- Community Involvement: Actively participates in neighborhood events, volunteers at local shelters, and collaborates with other local businesses.
- Motivations: Driven by a desire to strengthen his community, support local causes, and provide a welcoming space in his coffee shop.
- Challenges: Balancing the demands of running a business while staying actively involved in community initiatives.



Feelings

Determined	Empathy	Caring
Frustrated	Overwhelmed	Happy
Hopeful	Fulfilled	Passionate

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Empathy Map:

See

Homeless individuals in public spaces like parks, streets, and near businesses

News stories highlighting local homelessness issues

Fundraising campaigns and donation drives for shelters

Vacant properties and unused buildings in the community

Shelters struggling to accommodate everyone in need

Feel

Annoyed by the visibility and persistence of homelessness

Frustration with the lack of visible progress

Helpless in the face of such a large issue

Anxious for the future

Guilty for not doing more to help

Think

"How can I make a meaningful impact?"

"I feel bad, but I don't have the time or money to help."

"Why isn't the government doing more?"

"How can my efforts create lasting change?"

"How did the people in need get there?"

Do

Volunteer at local shelters or food banks

Give what they can to people

Avoid areas where homeless individuals congregate

Donate to places and programs working to help people in need

Discuss the issue in passing with friends or family



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Survey Q&A's:

Question 1:

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

Reality

Mental awareness

That anybody can be in that predicament.

Why people become Homeless

Help it can bring

Background on why a person is homeless, what are the barriers behind the homelessness

that there are different types of homelessness .

As long as soon

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.

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.

Barriers to housing and the realities of shelter access and waiting lists

Mental health

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Survey Q&A's:

Question 2:

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

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 .

Funds

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.

Educational events

More open about why this can affect us as a community

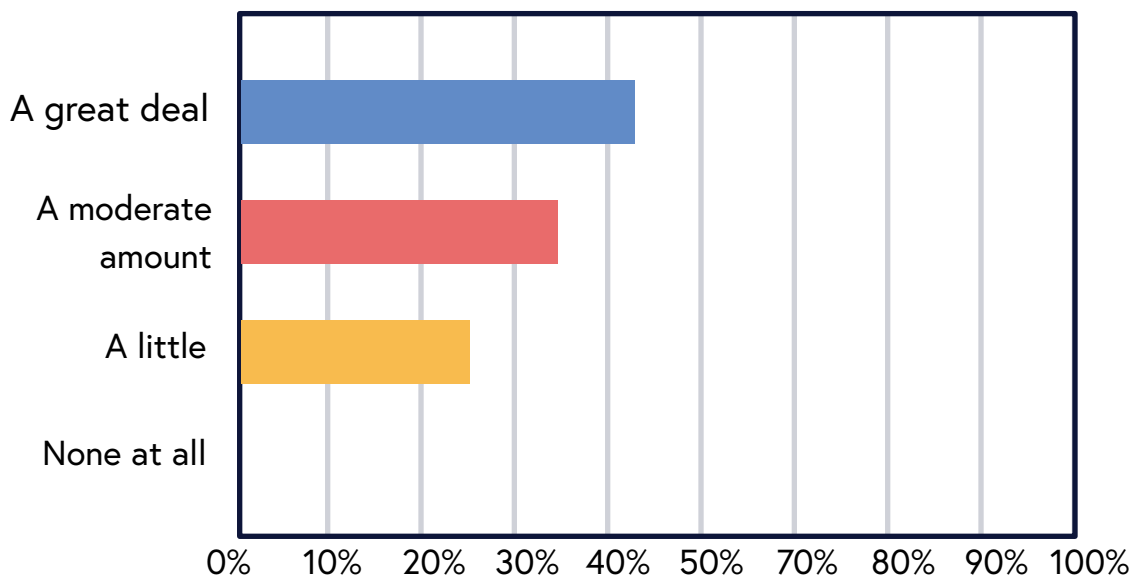
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Survey Q&A's:

Question 3:

How effective do you think art can be to bring awareness?



A great deal	41.67%	5
A moderate amount	33.33%	4
A little	25.00%	3
None at all	0.00%	0

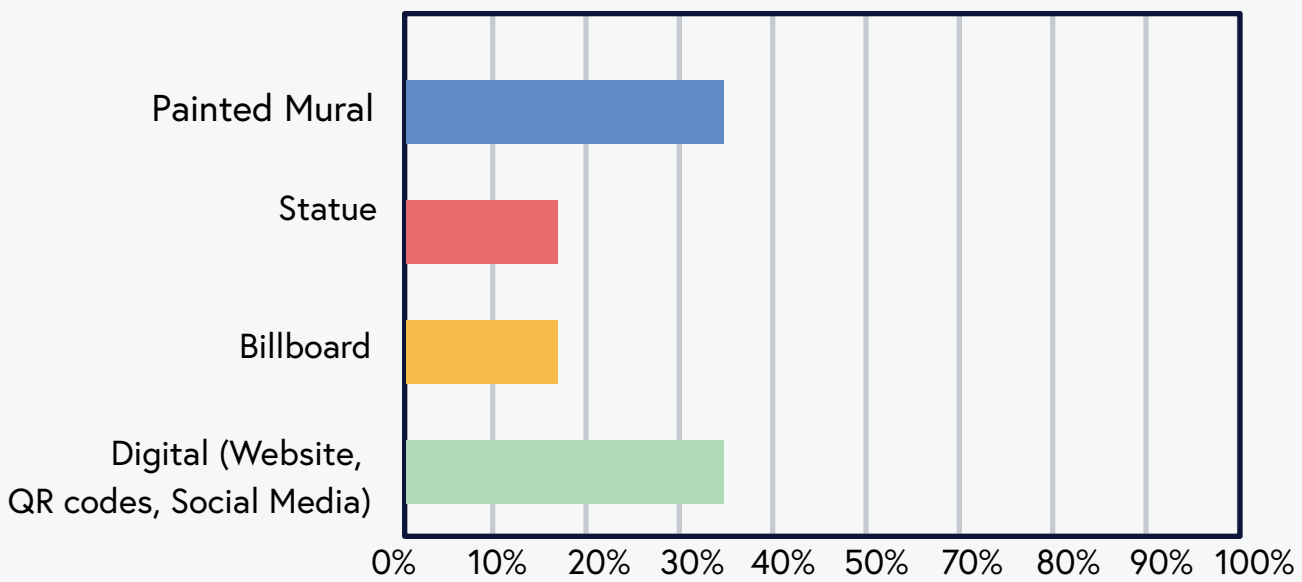
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Survey Q&A's:

Question 4:

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



Painted Mural	33.33%	4
Statue	16.67%	2
Billboard	16.67%	2
Digital	33.33%	4

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Survey Q&A's:

Question 5:

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

More Positive People

Going more public art museums

No

Have them experience it

Make it count

free food and art projects to gather individuals

trying to find more resources that can help

Success story

Pay attention to what you see and if you paint a lost and broken family, there can be increased awareness.

The art of black and white and gray colors. With hope painted in bright colors

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Survey Q&A's:

Question 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

It's kind of overwhelming

It's been hard

Hesitant

It's 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

frustrated, embarrassed

Volunteers are very kind to take pride in their work and support you

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Survey Q&A's:

Question 7:

What are common misconceptions about homelessness that frustrate you?

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 look down on homeless people like all homeless people are not trying their best to not be homeless

That homeless people are dirty and mentally unsafe

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 from it

That homeless people are bad, people make fun of homeless people

That they're just not "trying hard enough"

Negativity

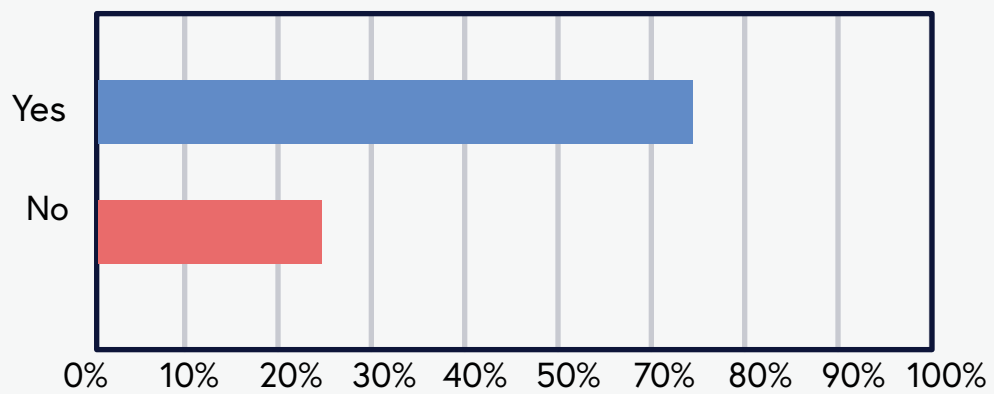
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Survey Q&A's:

Question 8:

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



Yes	75.00%	9
No	25.00%	3

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Survey Q&A's:

Question 9:

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

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

On the scene

Give and show up to where we are so they can do more than just care for us from afar

By going to areas with high homelessness and talking to them about the services

Peoria is second to none with outreach of help

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Survey Q&A's:

Question 10:

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

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 in a shelter for a week

Be kind

Activities, rewards on progress

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

I don't have the answer. I pray we will one day

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Survey Q&A's:

Summary

The survey highlights the critical issues surrounding homelessness, including mental health, barriers to housing, and the way people who have experienced it feel. It emphasizes the public's need to understand the severity of the problem of homelessness.

Through the survey we can find that people that have faced or that are currently facing homelessness believe that community awareness can be raised through direct involvement, support groups, and educational events. The ways that the respondents thought were the best easy to bring awareness in through social media or a mural. Other Ideas respondents came up with were, public art museums, free food and art projects, and sharing success stories.

Experiences in seeking assistance vary, with some finding help from churches and volunteers, while others feel upset or overwhelmed. Majority of the respondents said that getting help did not give them a good feeling with one saying it was humiliating. We also find that there are countless misconceptions about homelessness that hurt the people affect. People feel misjudged, not recognized, the public does not understand what they go through or what they have to deal with.

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Design phase interview

Interview Script

Hello, my name is _____. Thank you for participating today. I really appreciate you taking the time to help us out. Let me tell you a bit about what you will be doing. We will be asking you questions to help improve donation, volunteer, and adopting efforts for Home For All. These questions will help us know where we need to improve and are not an interview about you yourself. Your responses will remain anonymous.

And just so you are aware we will have a couple members of the team listening in to this session as well.

Do you have any questions so far?

Invitation to be part of a research study:
Taking part in this research project is voluntary.

Key information regarding this study:
The interview should take no more than 20 minutes.

What is the purpose of the Study?
The purpose of this study is to see our users' views and beliefs on homelessness and the effect it has on people. We want to see if our designs to bring awareness to homelessness are as effective as it needs to be.

What will happen if you take part in this study?
You will get a thank you.

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Design phase interview

Interview Script

What are the benefits of participating in the study?
Assisting us to achieve our goal to bring awareness to homelessness.

What are the costs?
There are no costs associated with participating in this study.

Your participation in the study is voluntary.

Taking part in this study is voluntary. You may choose not to take part or may leave the study at any time. You do not need to answer any question you do not want to answer. If you choose to withdraw before the study is completed, we kindly ask you to inform the moderator or the research team. Your decision to withdraw will be respected, and your data will be treated confidentially and excluded from further analyses.

Let's begin.

QUESTIONS

You're done!

Thank you so much for taking the time to complete our interview. It is very helpful for our project and goals!

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Design phase interview

Interview Questions and Answers

What would you do if you were walking around downtown and you saw this mural painted on a building?
Scan the QR code

Would you interact with the QR Codes? Would you read the messages on the mural? Why or why not?
Yes

Would you get the message that is being sent immediately, eventually, or never? Why?
Immediately, because stereotypes on outside with real stories on inside seems self explanatory

When you arrive at the homepage of the website, where do you look to understand the purpose of the site?
The top middle

While using the website, what feature or resource would be the most effective in encouraging you to take action or support the cause? Why?
Nothing has made her "take action" for a cause therefore she is not sure.

Do you feel that this represents what we are trying to convey well? Does it send the right message?
The message is pretty clear but the message may be misinterpreted because the negative words.

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Design phase interview

Interview Questions and Answers

Do you think a visual mural or a physical structure draws more attention?
Structure because it is something people can actually interact with it

Who do you assume would interact with our project?
Adults that have access to a cellphone

Would you share information about this project? With who?
No, does not have anyone they would share this project to

What are some comments that you have about this project or the ideas/designs that we have created?
Curious where the final piece would be located. Would it be in a residential, city area, or somewhere else. It needs to be easy to read and easy to understand

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Design phase interview

Interview Questions and Answers

Overall the interviewee is what I believe most of the user base would be. May not notice/care about a poster or mural but if faced with the problems would feel sorry for those affected. Another thing I think that the interviewee and other users would not interact with a poster or mural unless there is something that catches their attention. For example something surprising or maybe something colorful. In my interview the interviewee did say they would most likely scan a QR code on a mural or poster which is more reason to put a QR code somewhere on whatever is created for the project.

What we can change or ensure for this project based of this interview is, make something that catches attention, use a QR code somehow, may want to see if a structure could be made instead of a mural or poster but if not make sure the poster or mural catches attention so that the people seeing it are more likely to scan it.

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Mockups



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Mockups



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Mockups



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Mockups



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Mockup explanation

The poster designs are made to be simple so that they are easily put in multiple places. They are made so that there can be multiple iterations with different people in the picture so that there can be multiple placed around Peoria without them all being the same. The poster is supposed to catch user's attention by being surprising. The face of the person being covered by a qr code is meant to confuse or surprise people that see it. People naturally want to know the identity of a person they see by seeing their face and without seeing the face they cannot know the identity. Humans instinctively want to know if something is a danger or not and that is done by seeing faces in other people. "Can you tell?" is meant to make users ask themselves what it means because the poster does not explain. "Can you tell?" is asking users if they can tell if this person in the picture has experienced or is currently experiencing homelessness. The poster is supposed to show that people in need are not the stereotypes faced against them. It shows that these problems can happen to anyone and it is not fair to judge based on something that may be out of the other person's control. The qr code would bring the users to a website where they can find stories from people in need and ways that they can help.