

Free Columbus Project

1) Topic:

After working with a non-profit geared toward ending human trafficking, I noticed that the majority of people are shocked to discover that human trafficking not only happens on a large scale in the United States, but it also happens in our city of Columbus, Ohio. This lack of knowledge leaves many to fall prey to traffickers' technological gimmicks, such as posting false job ads on classified websites and social media websites such as Craigslist and Facebook.

This has caused me to ponder in what ways we can reverse the technological benefit that these traffickers have. I believe that the development of a mobile application that both preps citizens on what they need to know and also alerts them of suspicious activity going on near them is a way to do this.

2) What:

Overall Learning Experience

The processes of this project have been very enlightening. I have learned that the development of a city project or technology takes the cooperation and the participation of many people in order for it to be as successful as it can be. I have learned much about modern technology; something I have always utilized in my day-to-day, but have never looked into the details of development and the hard work it takes to initiate it. Also, I have learned how to translate global and national technological applications into an application that may be used locally or regionally; and in that, I have realized the importance of attention to detail when it comes to data collection and analysis and the application of analyses. Overall, the duration of this project has taught me how much it takes to even begin the development of a local technology.

3) Where:

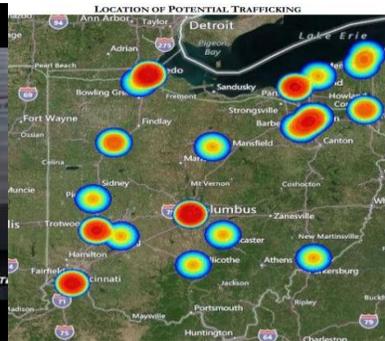
Columbus, Ohio



(Image obtained from strengthsinternational.com)



(Image obtained from article.wn.com)



(Image obtained from National Human Trafficking Resource Center)

4) Who

Engagement Focus	Engagement Method	Engagement Goal	Engagement Results
Public of Columbus	Online Survey (https://www.surveymonkey.com/s/3CTVSVS) Posted to my Facebook wall and shared by my friends	Gauging awareness of Human Trafficking in Columbus	Link to all results: https://docs.google.com/document/d/1H006i-4Cpyye9ENZcV6tiAYlaKxAAKhTJz7ODw-lLeY/edit?usp=sharing
The Salvation Army	Training Seminar: 5 hours in Human Trafficking 101 Class to obtain information that I utilize in the mobile app. Interview with Instructor: Around 30 mins, explaining my project and obtaining advice/opinion of the project.	Attend Human Trafficking 101 class to obtain useful information Gauging opinion of proposed	-I obtained useful introductory information and data on Human Trafficking for users of my proposed mobile app. -14-17 thousand people are trafficked into the US each year. 1000 children are trafficked into Ohio each year. The average age of a sex trafficked minor is 13 years old, and the average age is progressively decreasing each year. -Traffickers can range from complete strangers to close family members.

app and its goals with an authority on Human Trafficking

- Instructor informed me that social media and classifieds technology is one of the main ways that traffickers lure in victims.
- Other tactics of traffickers could be emotional grooming, coercion, and promoting the victim's dependence on the trafficker.
- Signs that one is being trafficked
- The development of the mobile app will be beneficial for our community but gaining full public support/interest/participation will take a long time.
- Eliminating the demand for sex trafficking is the only way to completely stop it. If people are still willing to purchase sex/labor from minors/unwilling participants, there will always be someone to fill that want.
- Polaris Project is another organization that could provide me useful information and refer to in the mobile app.

The image shows two side-by-side screenshots of Facebook posts. The left screenshot shows a post by Josh Id Ashley Forero, dated 27 March, sharing a link to a survey. The post text says: "Hi all, this is Ashley. I am hoping that you will take a few seconds to answer a few questions for a survey that I'm taking for a school project. It is only seven questions long and 6 of those are multiple choice! 😊 Thanks a bunch! https://www.surveymonkey.com/s/3CTVSVS". Below the text is a preview of the survey titled "Human Trafficking Awareness Survey" with the URL www.surveymonkey.com. The right screenshot shows the same post but with more details. It includes the profile picture of Nor'west Prophetic, the date 27 March at 23:28, and the text: "Do you want to help out a friend? Take a quick survey. 'Hi all, this is Ashley. I am hoping that you will take a few seconds to answer a few questions for a survey that I'm taking for a school project. It is only seven questions long! Thanks a bunch!' https://www.surveymonkey.com/s/3CTVSVS". Below this is another preview of the survey. At the bottom of the right screenshot, there is a list of users who liked the post: Sue Beckman Done (27 March at 23:31), Melanie Dake Patton (27 March at 23:32), Ginger Pennington (27 March at 23:34), Jacqui Albano (27 March at 23:42), and Jacqui Albano (27 March at 23:43). Comments from Naomi Wilson and Josh Id Ashley Forero are also visible on the left screenshot.

Screen shots of survey postings on Facebook.

(Apart from the participants listed above, I also obtained useful information from advocacy and statistics websites such as polarisproject.org and ohioattorneygeneral.gov)

5) How:

a. Data Analysis:

Source of Data	Data Analysis
Online survey	<p>Out of 100 respondents... 91% of respondents have received enough information on Human/Sex Trafficking to answer that they know a little or a lot about it. 92% express interest in learning more about the issue. 84% of respondents have not received formal education on the issue. 77% express interest in the development of the proposed mobile app.</p>
Current mobile apps that combat human trafficking	<p>Out of 4 mobile apps... (Free2Work, TIP Awareness App, Truckers against Trafficking, SlaveryMap) 0 work on a local level ½ work on a national level (the US) ½ work on a global level ¼ map trafficking incidents While these applications are useful to obtain general education and a global idea of human trafficking, I have not found an application that addresses human trafficking in a focused, local level so that the users are empowered to take action and participate in combatting human trafficking themselves in their city.</p>

b. **Design:** Describe the key design elements of your project.

I derived the following key points from my engage and analysis phases:

-Although the majority of people (91%) in Columbus are informed of the issue of Human Trafficking, the majority also desires to learn more (92%). A portion of the app that is dedicated to education through statistics and warning signs will be beneficial.

-Although other apps focus on education in a national and global sense, there is yet to be an app that targets Columbus directly in a way that allows the citizens of our city to participate in combatting Human Trafficking. Hence, a portion of the app that allows the users to engage (report suspicious activity, view suspicious/confirmed Human Trafficking activity near you, local ongoing and upcoming Human Trafficking events) will be beneficial.

Design Responses:

-Making an app that makes it easy and quick to participate will be beneficial.

-Simplicity is key to the design of this app.

Therefore, my design goal for this app is to design an app that educates to public of Columbus, OH on both the general information of Human Trafficking and the local issues of Human Trafficking in our city, while also allowing users to participate in combatting Human Trafficking by reporting suspicious activity that will be reviewed and added to the occurrences map. The app will also be very useful for law enforcement and activism organizations in our community, such as the Salvation Army and Central Ohio Rescue and Restore Coalition.

6) Final Product:

The final product of this project is a mobile application that educates, provides awareness, and allows citizens of Columbus, OH to participate in combatting Human Trafficking directly. Thus, the app will be demonstrated in these three ways:

1. Obtaining general information and education on Human Trafficking
2. View suspicious/confirmed activity going on locally
3. Participate directly in stopping Human Trafficking through the reporting feature.

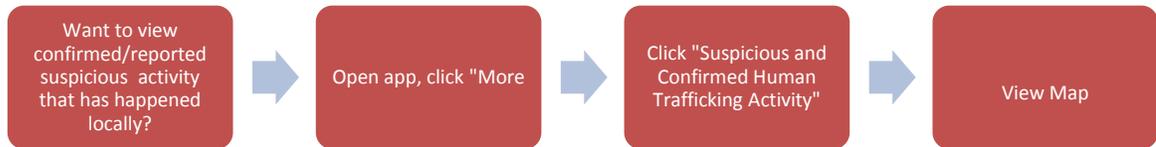
Obtaining general information and education on Human Trafficking:



Demonstrated on the mobile app:



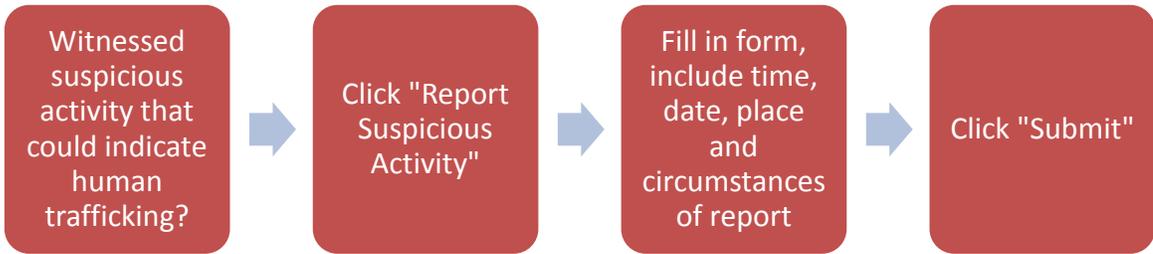
View suspicious/confirmed activity going on locally:



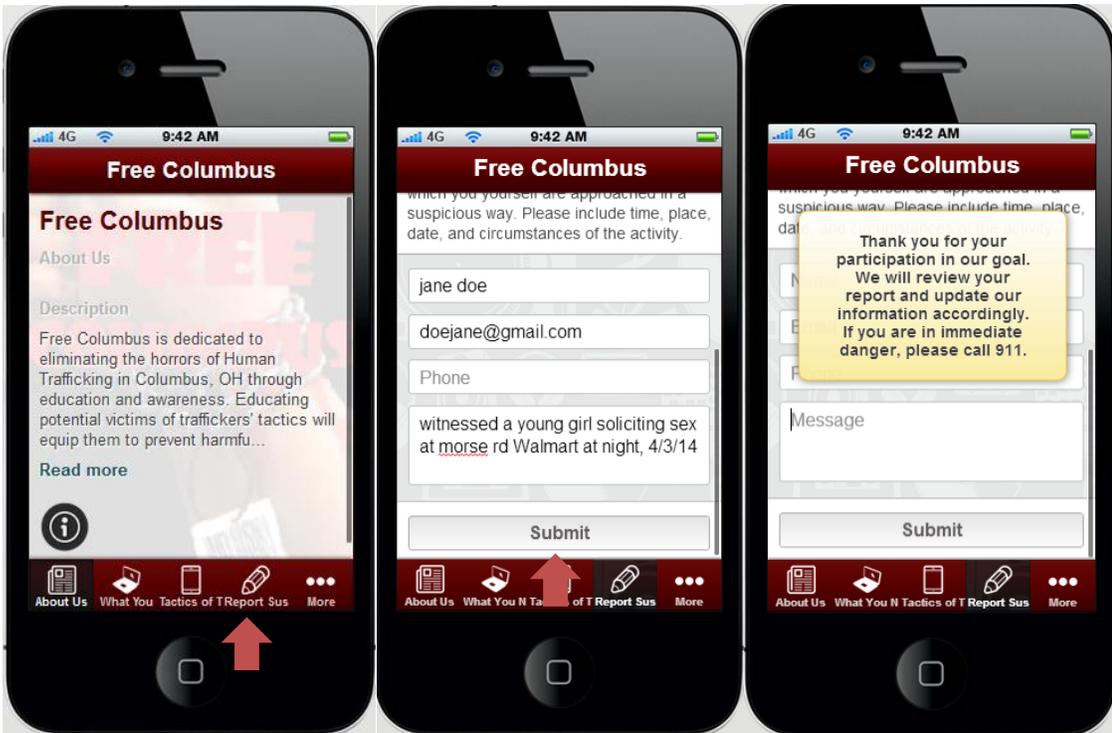
Demonstrated on the mobile app:



Participate directly in stopping Human Trafficking through the reporting feature



Demonstrated on the mobile app:



The mobile app will successfully help eliminate Human Trafficking in Columbus, OH by: Using the reporting and map feature for an online database that helps the public, law enforcement, and activist organizations.

For the Public: The public may access the data to take precaution and keep their eyes open when in areas that have reported and confirmed Human Trafficking activity

For Law Enforcement: Law enforcement may use the data to increase security and patrol in these areas as well as locating traffickers and missing persons.

For Activist Organizations: Activist organizations may use the data to promote awareness and urgency for action

All of the above should work toward achieving a “Free Columbus”, a Columbus free from the shackles of modern day slavery.