



Helping Child Gun Violence Survivors with PTSD

Theme: **Design for Crisis**
Rebuild and heal the world with design



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Problem Identified

How might Stella, a 12-year old studying in Uvalde School, cope up from PTSD due to mass gun shooting in her school?



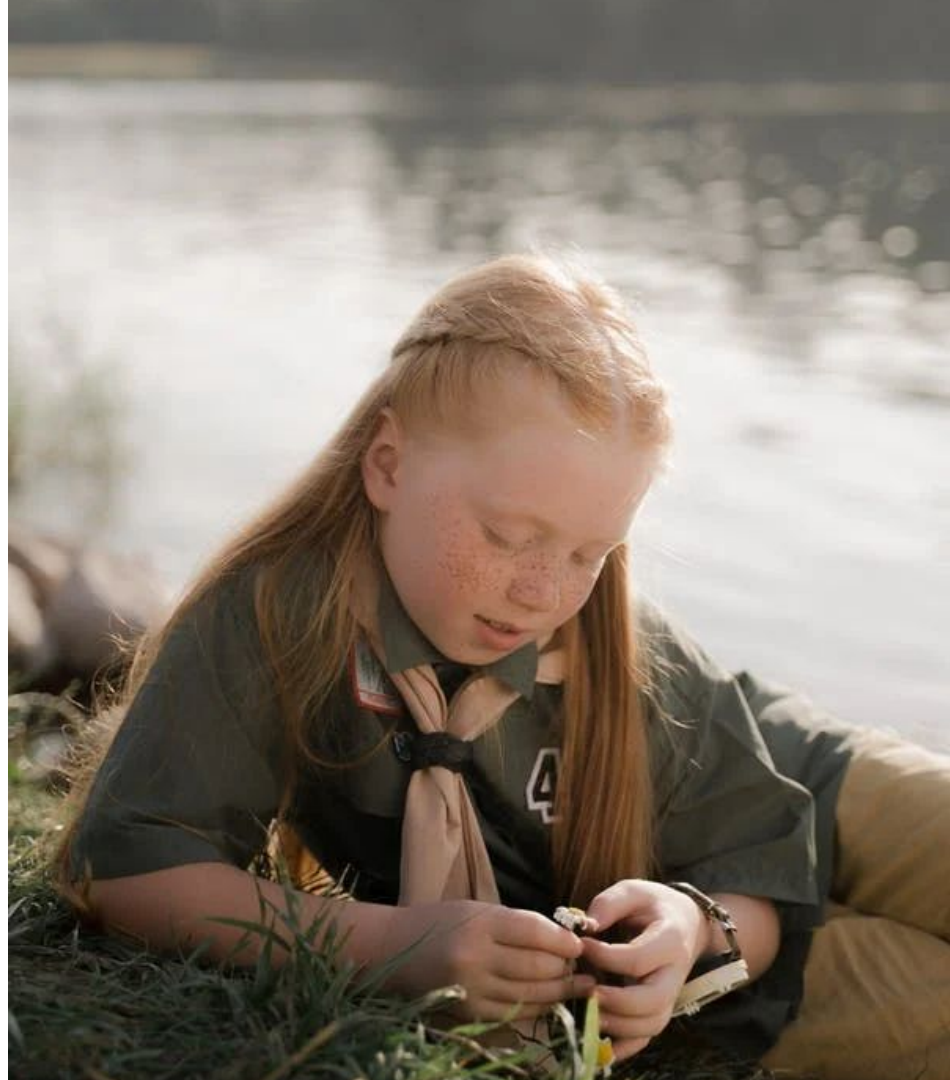
Urgency/Importance

Gun violence is the most common cause of death for American children. Due to their still developing brain, a school shooting trauma attacks their sense of security at a place where they should feel the safest. It strikes a horrific fear in them, giving rise to PTSD and forces us to act urgently.



Stella Parker

Stella is a 12 year old girl studying in Uvalde School. She lives in Texas with her father, she loves watching TV and using social media. She mostly spends time at her school. Massive gun shooting has recently taken place at her school making a big impact on her. Hearing a guy she knew from the class next door, shot dead has made her a victim of PTSD. She doesn't want to go school anymore. She sees nightmares and flashbacks everyday. She gets frustrated easily as she does not know what is wrong with her. Earlier, she used to spend a lot of time playing with her friends but now she quietly does her work.



Target User Persona (Stella Parker)



PROFILE & DEMOGRAPHICS

Job Title: Student

Gender: Female

Family and Social Setting: Child

Income: Not earning yet

Education: didn't finished school yet

FEELINGS

Worries: Being left alone, changing schools, not being prepared for a gun attack

Influences: Children story books, social media and school's horrific environment

GOALS & VALUES

Goals: Be ready and aware of gun attack and cope up with stressful conditions in school.

Values: She values friends and family time

Motivations: Getting to learn new things and being together with family and friends.

PAIN POINTS

Fears: Watching a loved one getting shot

Frustrations: Feeling guilty for not able to protect a friend from being shot

Challenges: Suffering from PTSD and don't know how to overcome or talk about it

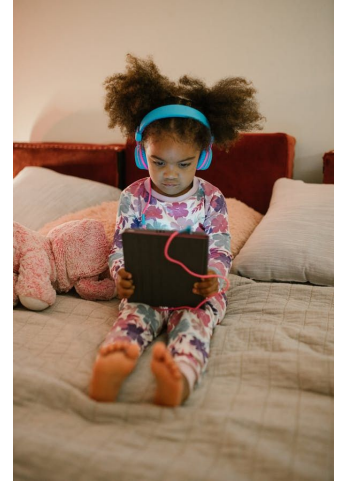
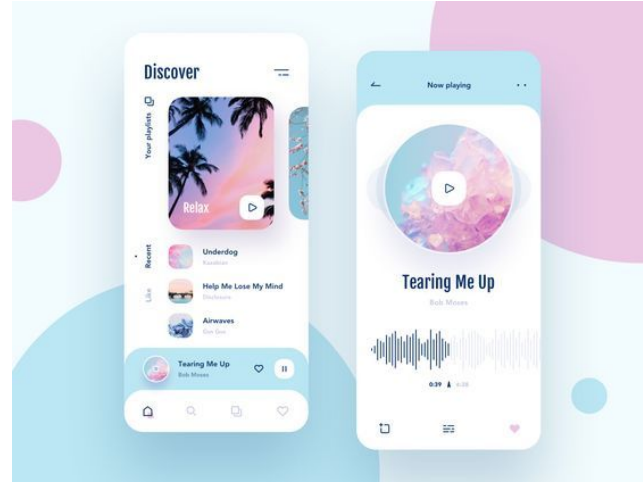
Explorations

The Musical Stories

Children with PTSD try to escape from reality through music. The musical stories have a collection of songs that talk about the symptoms and challenges of PTSD. This will make children feel relatable to the lyrics and reach out to people for help.

Gift for Smile

Sometimes children with PTSD cannot afford to pay for their therapies, psychologists, and other medical stuff, especially if they are orphans. At Gift for Smile, one can buy mental health supplies for an anonymous child as a gift.



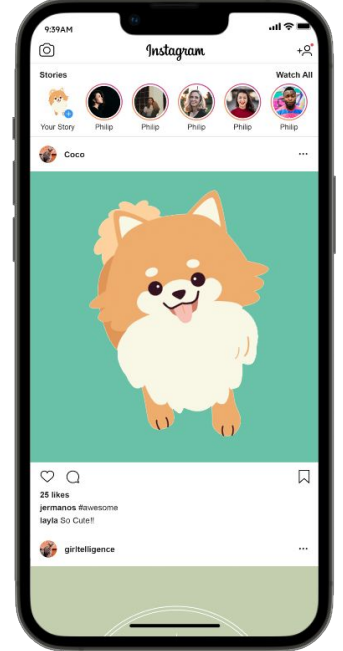
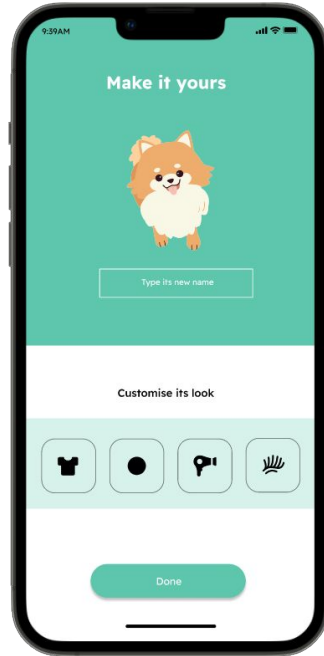
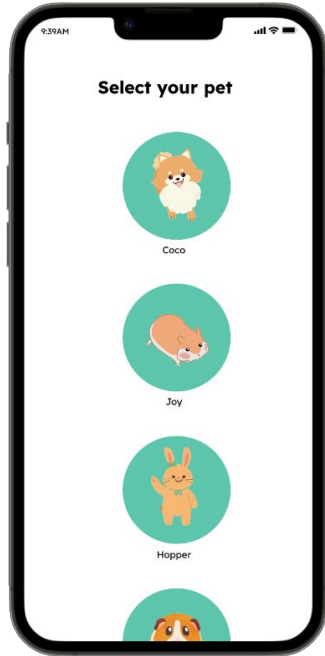
Final Solution & Innovation

One year of dog-training programme alleviated PTSD symptoms, defined as a change in CAPS-CA-5 diagnostic status, underlined by physiologically measured attention and emotional regulation. But everyone cannot have a pet.

So, here come the Paw Buddies, the children's partner in PTSD. Select your pet from Coco, Joy, Hopper, Buttercup and Pully. You can play mini-games with it, go on various adventures with it, and listen to its brave stories about how it overcame its fears. Not only this, you can even connect with it on WhatsApp, Instagram, and Snapchat to read its feed, and you can also do a timepass together.



User Experience

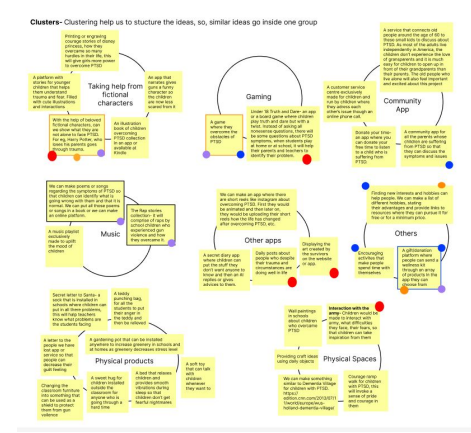
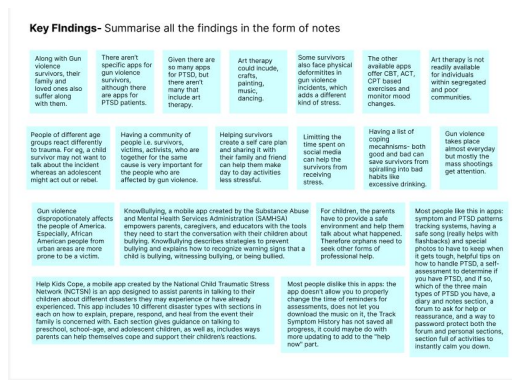


Design Process

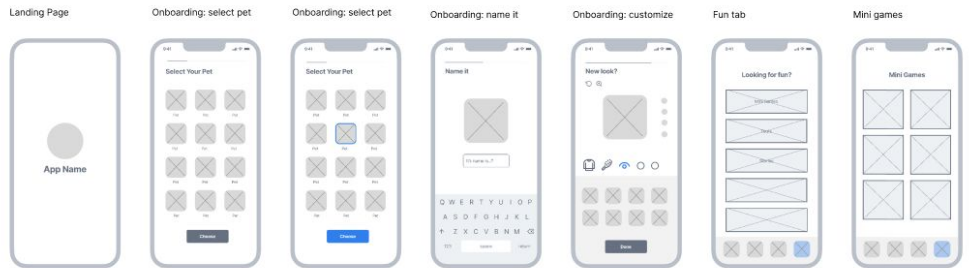
We all started by putting down all the problems on a page, voted for the unique ones, and then used the SWOT analysis to figure out our final problem statement and target audience. It was followed by research of surveys and articles to dive deep into our target audience.

We then started with brainstorming ideas, clustering them and identifying their future possibilities. Further, we developed and made mood boards for our top 3 ideas.

Based on analysis, we selected Paw Buddies and started making the user flow and wireframes for the app.



Based on userflow



Impact on the Society

In the US 34.8 million children (0-17 years)- nearly half American children are exposed to adverse childhood experiences (ACEs) that can severely harm their future health and well-being.

Paw Buddies provide children with the secret company and love that they need. It will aid them in dealing with their trauma and realizing that it's okay not to be okay. It will help them in becoming social again by joining the community section in the app. Little by little, they will become mentally stronger.



Sustainability

As the years go by, they will grow old with their dog and pass on their dog's child to their child to make them stronger. And then the cycle will go on, with Paw Buddies becoming a VR pet in the near future.

After years, gun violence may be gone, but PTSD will always be there, especially in children. Living in a world of uncertainties, Paw Buddies will be a rescuer for all these innocent children by making them mentally stronger.



Practicality & Business Viability

Paw Buddies will be launched on 14th November as a gift to all the children. It will be promoted in schools, colleges and social media. Paw Buddies accounts on social media will further help in reaching more children and their parents.

After all, only smile suits on these little faces :)



Credits

Illustrations:

Freepik

Lottie Files

Thank you!



Credits

Images:

Pexels

Pixabay

Unsplash