

THE BROTHERHOOD...

The Context.

# 1 in 4

Women in college campuses experience some kind of **sexual harassment**, often at the hands of men in fraternities. This is because of frat's "bro culture", a culture that places importance on brotherhood within the frat house, and protects and forgives frat brothers, with little thought put into their victims.

**Sources:**

<https://www.cdc.gov/sexual-violence/> <https://ballardbrief.byu.edu/issue-briefs/>  
<https://www.ourwave.org/post/lets-get-greek-sexual-assault-trends-within-college-greek-life>

The Audience.



# User Persona

## Emily Carter

Senior

She feels safe attending nightlife events but is very cautious, especially off campus. When she goes out, it's with a trusted group.

She always advises students to practice safety during parties and looks out for friends and never walks home alone.

## Joey Smith

Freshman

He's outgoing, but often the quietest of his friends, who are notoriously rowdy.

His friends often get into questionable behaviors or let themselves lose control when drunk, and that frustrates Joey.

## Cassidy Jones

Junior

She doesn't go out often, but when she does, she takes the necessary precautions.

Nothing has ever happened to her specifically, but she knows 3 different woman who were assaulted on campus.

# User Journey Map

-Emily Carter

## 1. Awareness

Emily and her friends decide to attend an event downtown after seeing a post on Instagram. She's excited about the event, but a little concerned about their safety.

## 2. Planning

Emily coordinates plans with her friends, including meeting times and transportation arrangements, though she's still quite worried.

## 3. Event Attendance

Emily enters the bar with friends and is aware of her surroundings. She carries drinks with her at all times and checks in with her group regularly. The party is fun, but the space is too crowded and it's difficult to stay together.

## 4. Going Home

Emily and her friends call a car or take the campus shuttle home. She texts her friends to make sure everyone got home safely. It's a relief to hear they're safe.



The Research.

23.855\* incidents

per

1000 students

sexual assault crimes make up

43%

of university incidents, majority against

Women

\*Average of incidents per 1000 students, the national recommended benchmark is 10 per 1000.

Sources:

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# University Response

Ohio University

**RAD Training**

(Comprehensive defense training)

University of Georgia  
Arizona State University

**Safety Apps**



Stanford University  
**Emergency Ride Shares**

Rice University  
**Crime Logs**



Michigan State University  
**Blue/Green Light Systems**

The Problem.

# is the commonality.

Most institutional solutions and protocols are forced and followed on the victim (most commonly, female). Solutions required the victims to take charge in their justice. Institutional solutions that focuses on the attacker are frequently scarce and oftentimes unreliable and corrupted.

How do you inspire change through the  
**perpetrators**, not the victims?



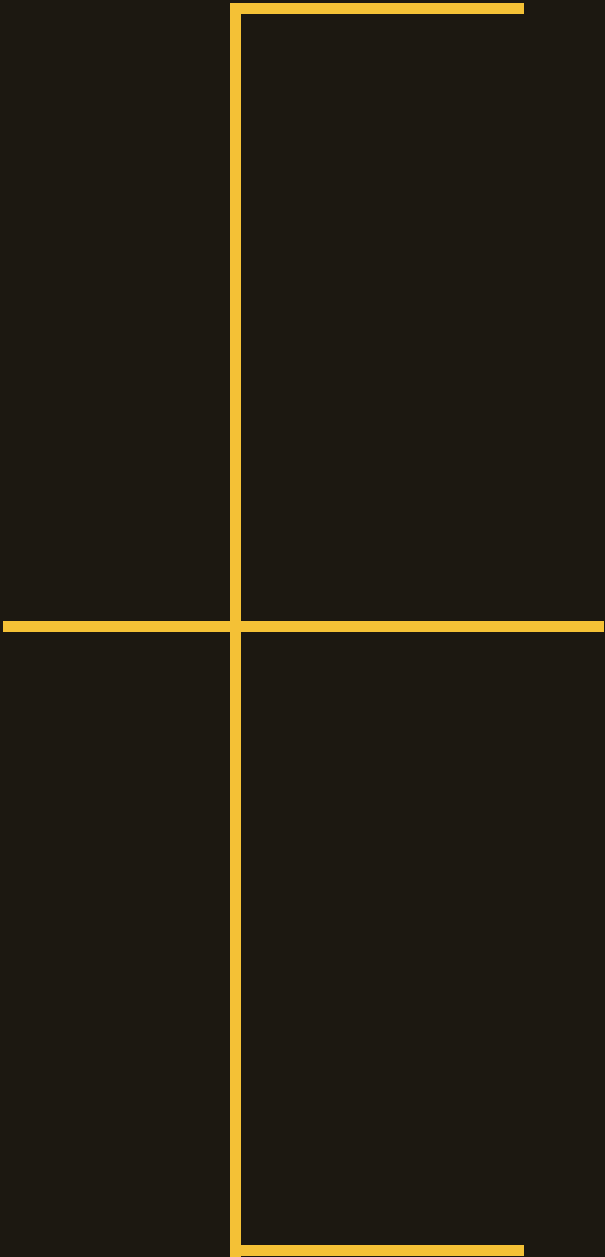
Hold them to the **high standard**  
they build their values around.

# The Approach.

# Approach

3

Focused Values



Brotherhood

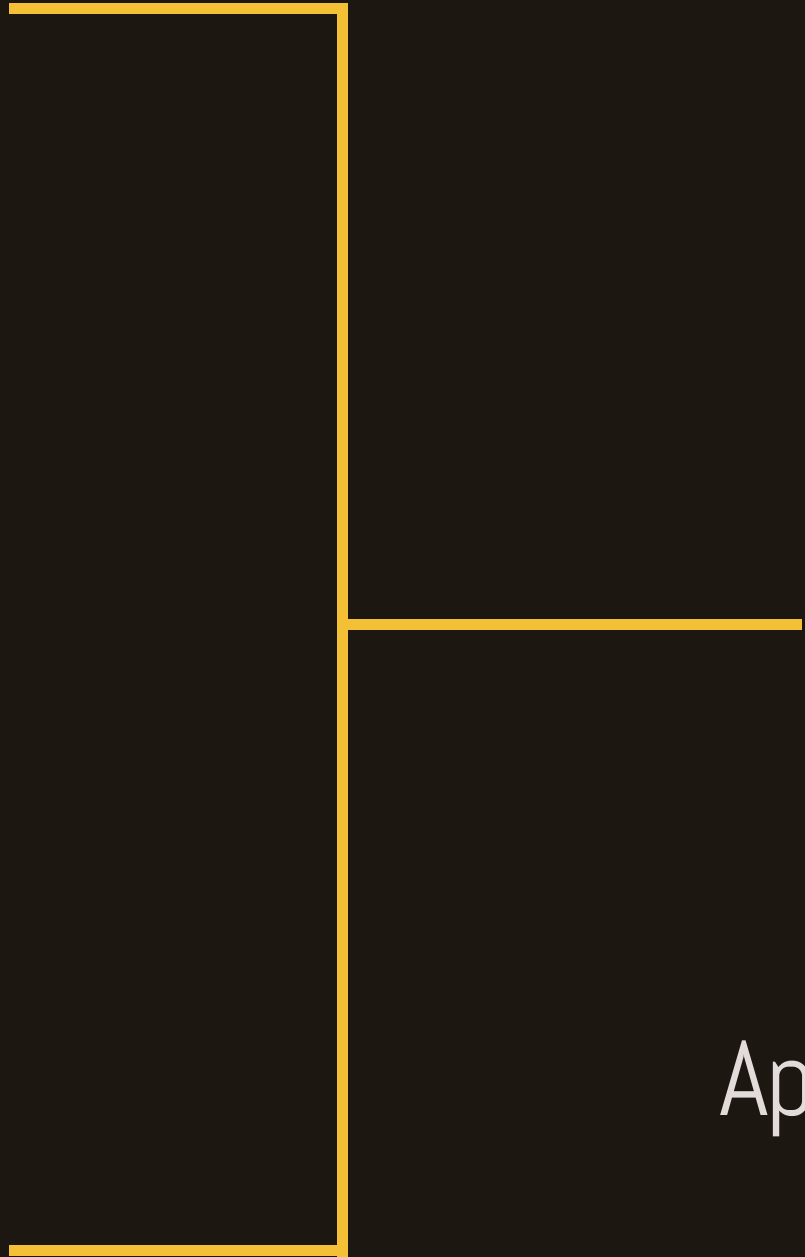
Status

Leadership

Approach

Accountability

Awareness



2

Approaches to the  
Problem

# Accountability.

Focus on fraternity brothers holding each other accountable for their actions. Solutions will include a **social** aspect, where users are interacting with one another and holding each other accountable. Make them **want** to reach a higher standard and avoid letting their fraternity down.

# Accountability in Solutions

An accountability app featuring a buddy system where frat brothers can hold each other accountable and track good vs. bad behavior to earn a better standing for their fraternity.

Reporting system where if there is bad behavior, brothers can report sexual assaults or other crimes quickly. Make users want to **avoid letting their brothers down.**

Alcohol/Sexual behavior questionnaire that assigns “characters” to each user by analyzing their behavior- will help brothers understand each other better in order to work towards a better standing.

# Awareness.

Make the social aspect of this solution expand to not only awareness within a fraternity, but to those **outside** as well. Positive statuses will make people feel **safer** at certain fraternities, gathering more people and attention for the fraternity. Fraternities with more crimes and assaults get marked with a **negative status** and would be avoided more often.

# Awareness in Solutions

Interactive poster and card series that focuses on the animal personas

Drink holders help people see brothers' status if they have a good standing for the current time period

Social Media showing the cards in a natural environment and promoting the values of each persona to encourage brothers to interact, also showing periodic fraternity rankings



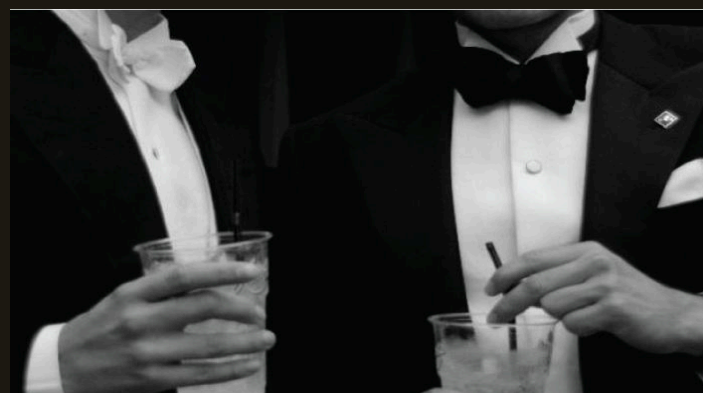
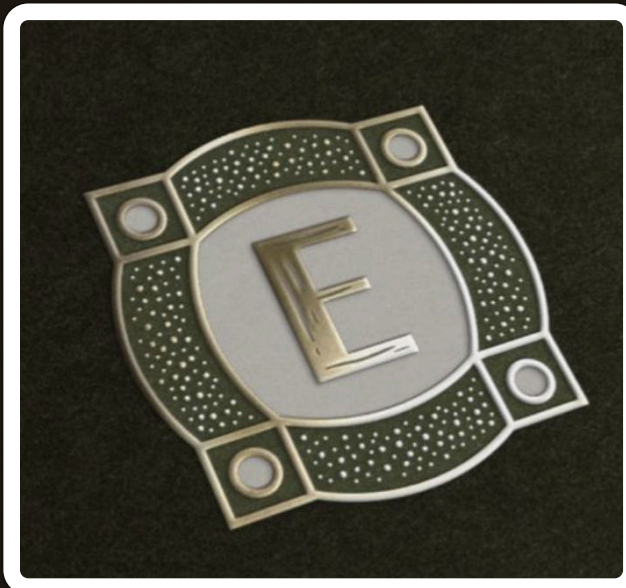
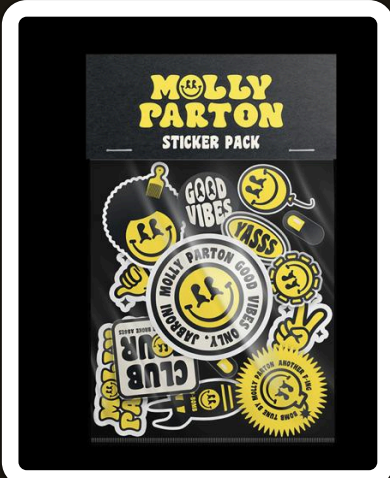
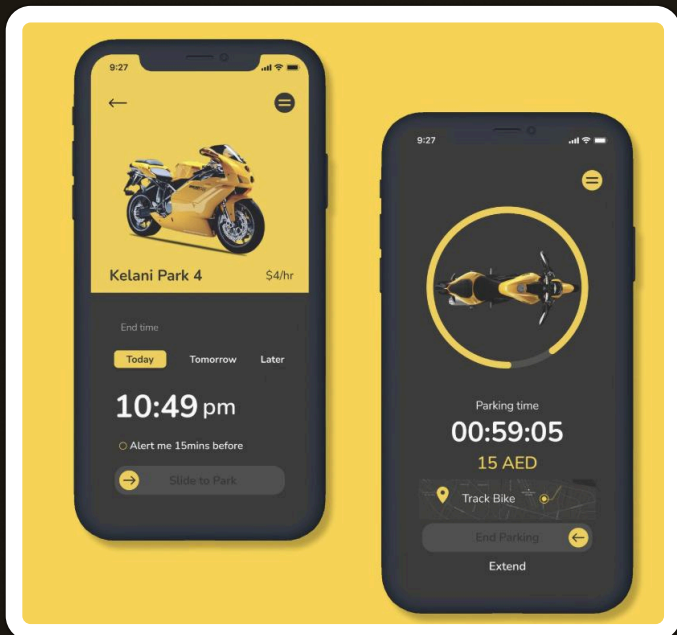
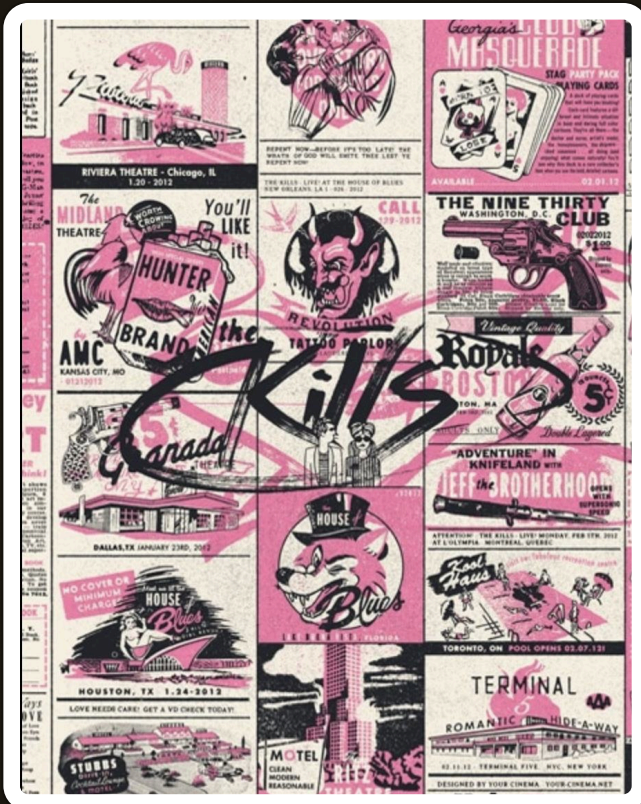
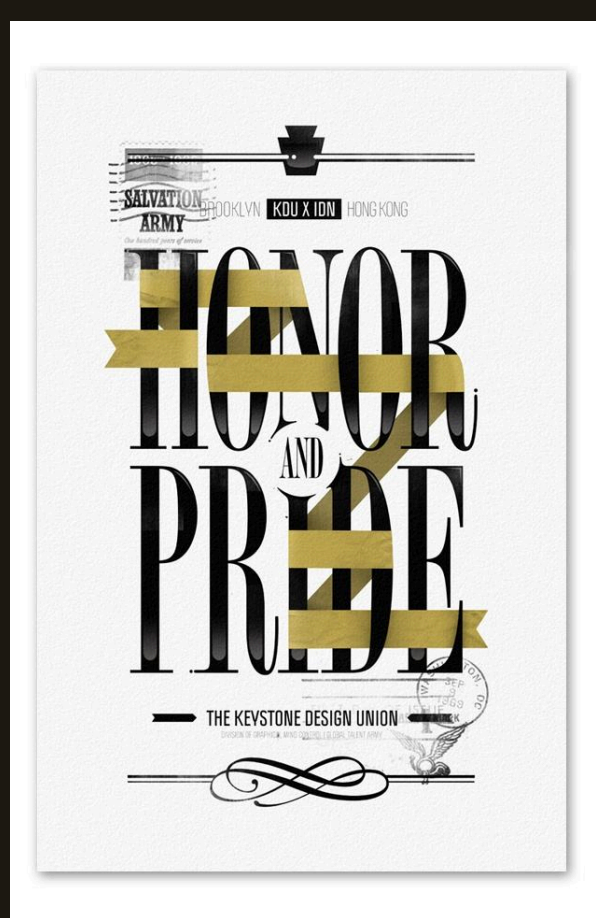
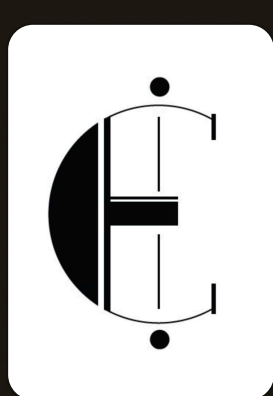
# Approach

Accountability + Awareness = Prevention.

The Branding.



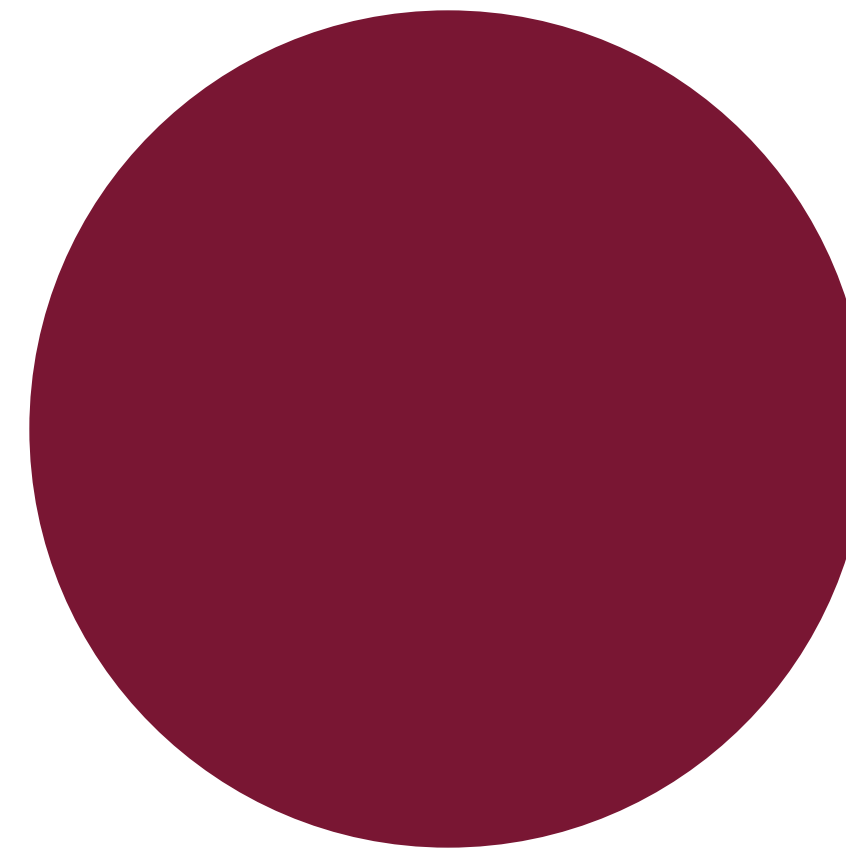
# Moodboard



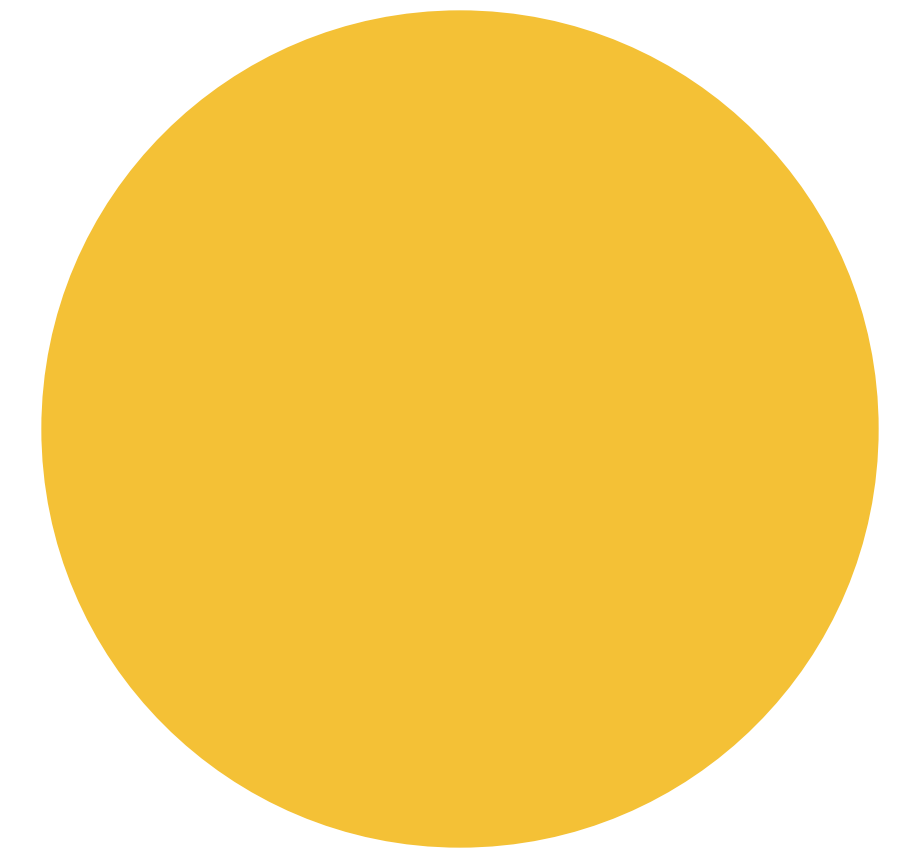


# Color Palettes

This color palette is inspired by red wine, gold, and the black and white of suits.

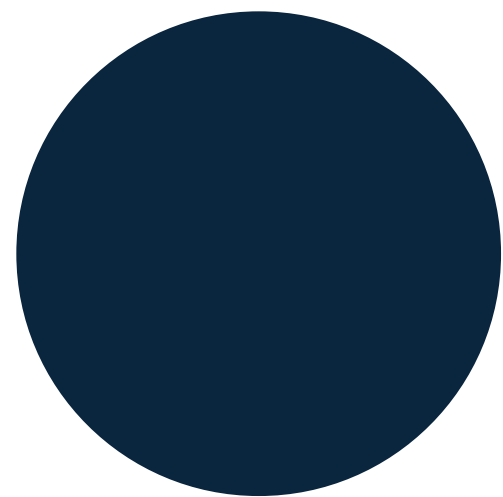


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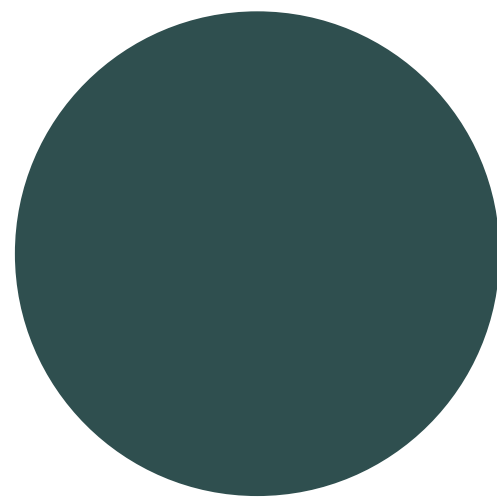


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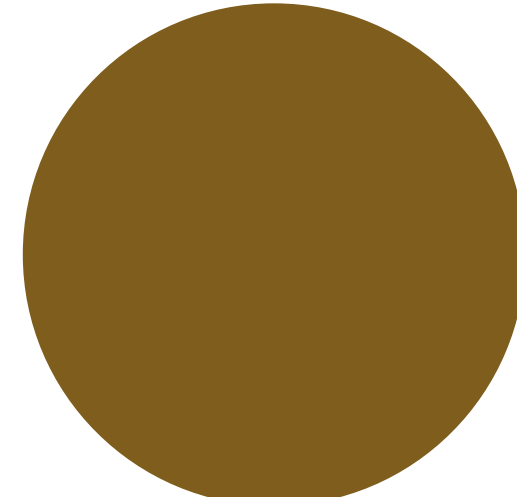
## SECONDARY



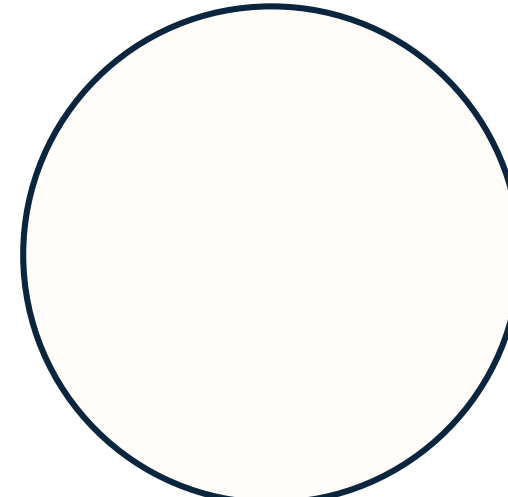
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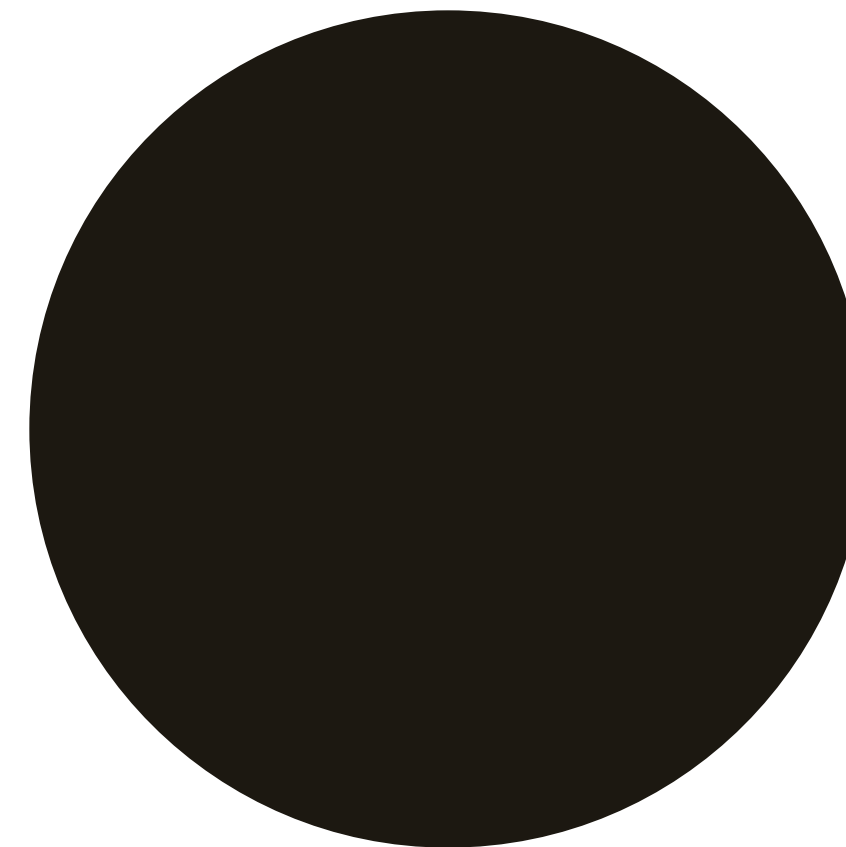
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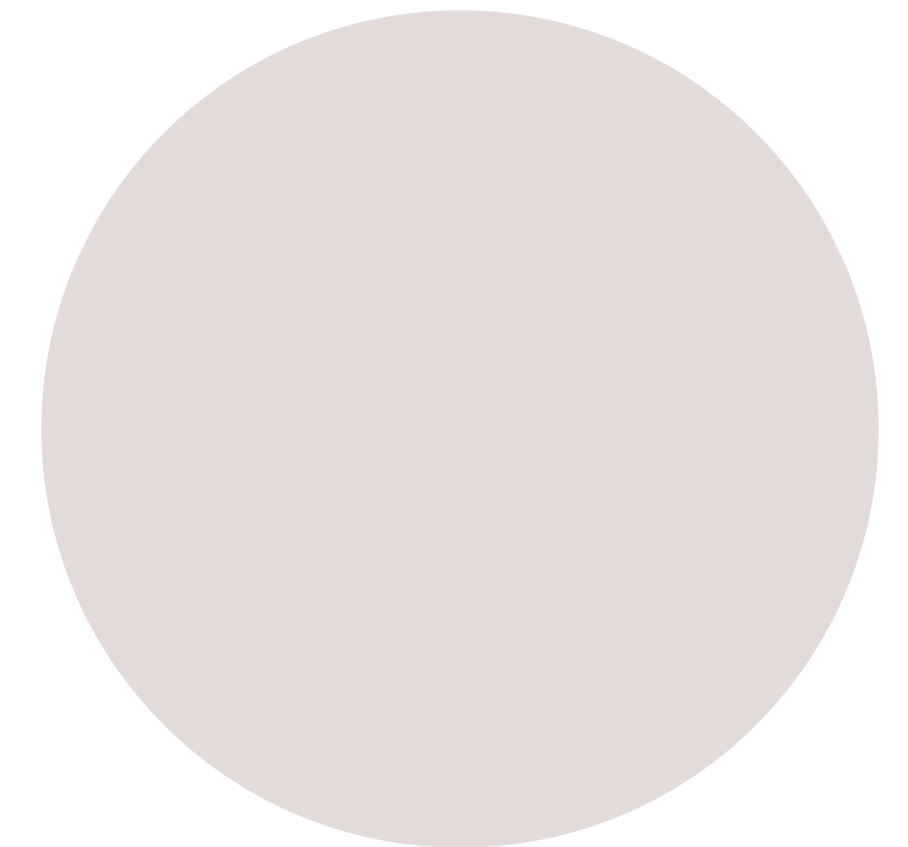
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#E3DBDA







# Poster Series

<p>A FOX WILL ALWAYS BE SNEAKY. A CUNNING AND LURID PREDATOR WITHHOLDS THE INSTINCTS OF A SILENT KILLER AND THE COUNTRY TOWARD. WILL YOU BE A FOX? SHOW THE WORLD THAT YOU ARE NOTHING BUT AN ILLUSION OF GRANDUR. OR YOU USE THOSE INSTINCTS WITH INTELLIGENCE TO DO BETTER. BE THE KIND OF FOX THAT RISES IN THE WORLD. THAT LEAVES A MARK ON THE WORLD. UP THE WORLD. WILL YOU BE A FOX THAT CAN RISE UP? WEIGHT? OR WILL YOU CRUMBLE OR A FOX THAT CAN ONLY RUN AWAY? UNDER ITS RESPONSIBILITY? WILL</p> 	<p>AA DOG IS A KIND BEING. ONE WHO HOLDS THE MIND OF THE WORLD INSIDE THEIR HEADS WHO HOLDS THE RESPONSIBILITY FOR EVERY SINGLE SITUATION THAT HAPPEN TO COME THEIR WAY. A DOG WILL BE CARING. A DOG WILL MAKE THE RIGHT CHOICE. BECAUSE THE RIGHT CHOICE IS ALL A DOG CAN MAKE. ARE YOU A DOG? ARE YOU RESPONSIBLE? YOU TO HOLD UP THE WORLD. YOU BEAR IT'S WEIGHT? OR WILL YOU CRUMBLE UNDER ITS RESPONSIBILITY? WILL</p> 	<p>A PANTHER IS STRONG. A POWERFUL HUNTER THAT EATS THE WILL OF EVEN THE SHREWS OF PREY. DOES A PANTHER RISK? NO. A PANTHER IS A WARRIOR IS TAKING RISKS. A TRUTHFUL GENUINE IN CALCULATING RISKS AND PAYOFF. A PANTHER ALWAYS TAKES RISKS. A PANTHER ALWAYS UNDERSTANDS CAN YOU HUNT IF YOU DON'T UNDERSTAND? CAN YOU TRULY CLAIM YOU ARE STRONG IF YOU DON'T THINK? CAN YOU REALLY CLAIM TO KNOW THE RISKS? TO UNDERSTAND THEM? DO YOU THINK</p> 	<p>A ROOSTER KNOWS HOW TO HAVE FUN. DRIVEN BY THE INSTINCTUAL URGE TO PARTY, ANY ROOSTER CAN TURN ANY GATHERING TO A PARTY. ANY CHUCKLE INTO A CHORTLE. AS A ROOSTER WHAT YOU ARE? ALWAYS HERE AND ALWAYS NEEDED? THE TYPE TO GO IN STRAIGHT INTO TRAFFIC? WHEN YOUR TIME IS ON THE OTHER SIDE? WOULD YOU CROSS THE ROAD? WOULD YOU TURN DOWN A CHANCE AT A GOOD TIME? WOULD YOU REGRET IT? WOULD YOU EVEN CARE? ARE YOU A ROOSTER? ARE YOU HERE FOR A LONG TIME OR A GOOD TIME?</p> 
<p>WILL YOU BE A FOX?</p> 	<p>WILL YOU BE A DOG?</p> 	<p>WILL YOU BE A PANTHER?</p> 	<p>WILL YOU BE A ROOSTER?</p> 

Uses our characters to advertise the questionnaire and encourage frequent party goers to better learn about themselves and how to keep themselves safe.



# Supplemental Posters



Poster used to hand out the cards after taking the questionnaire.



Poster used to advertise  
and make accessible the  
social media.



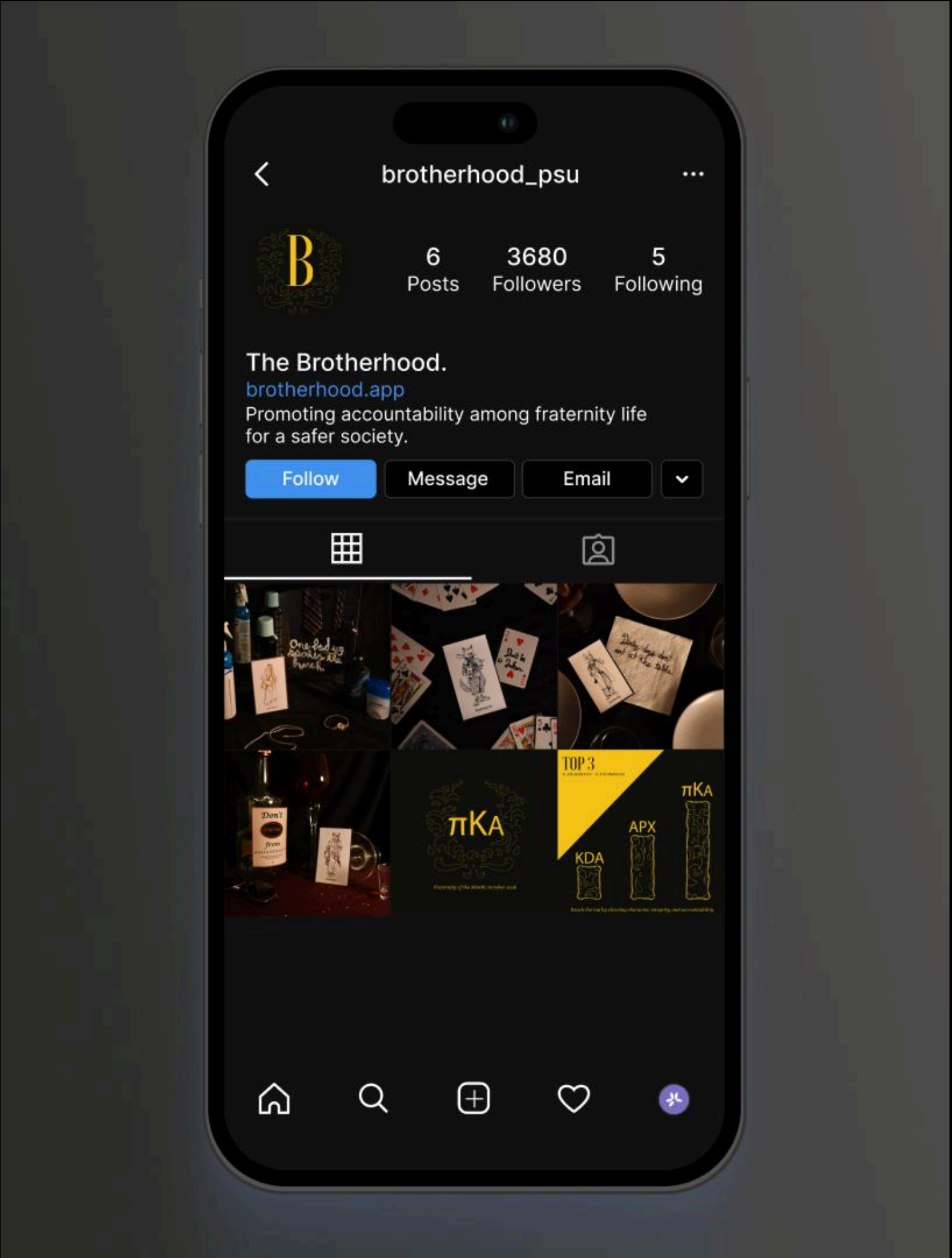
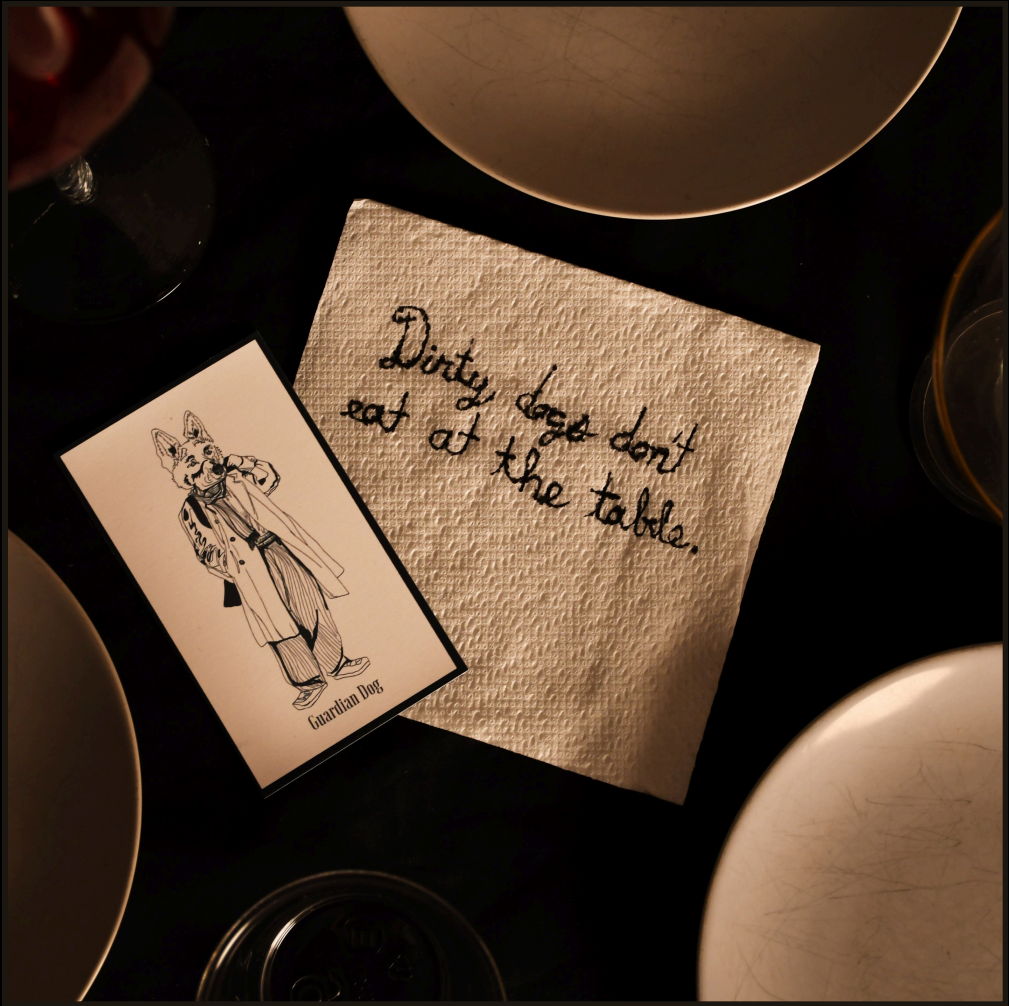
# Four Animal Archetype Cards



Physical, collectible cards based  
on the characters that spread  
the message of the campaign

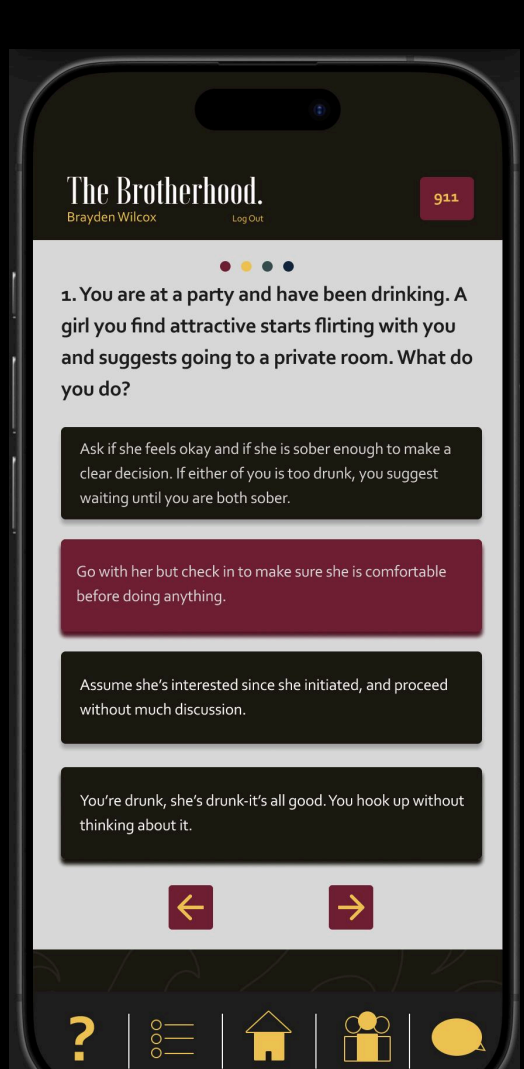
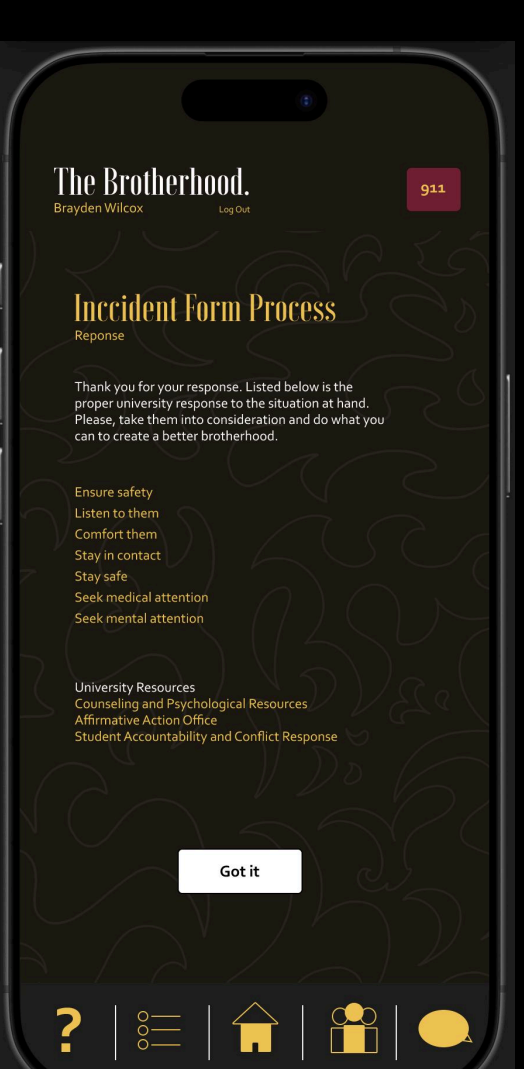
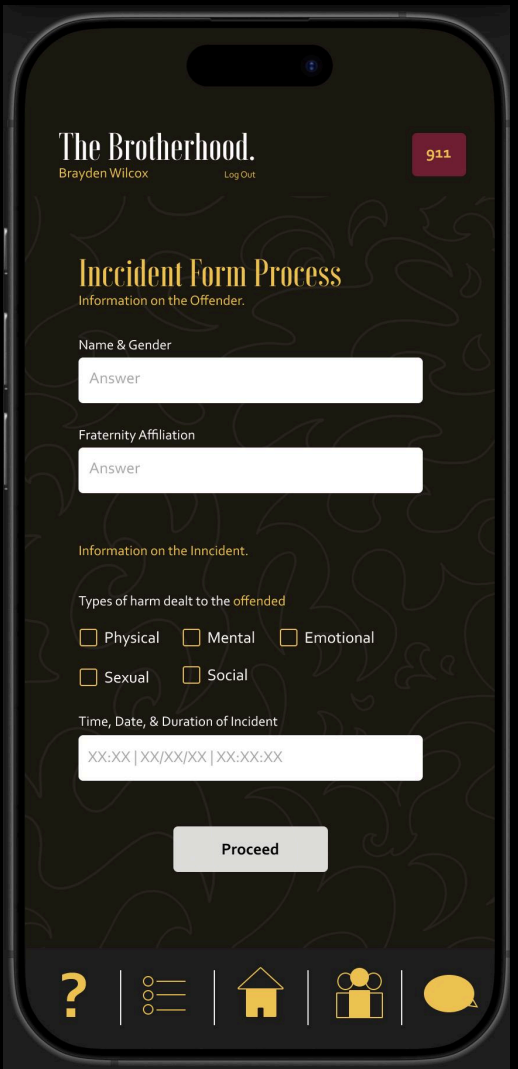
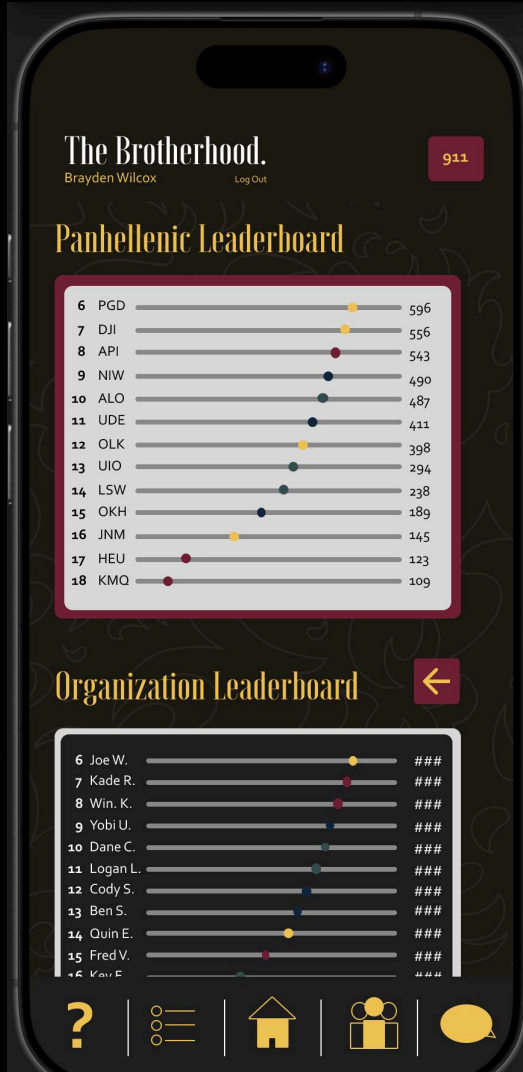
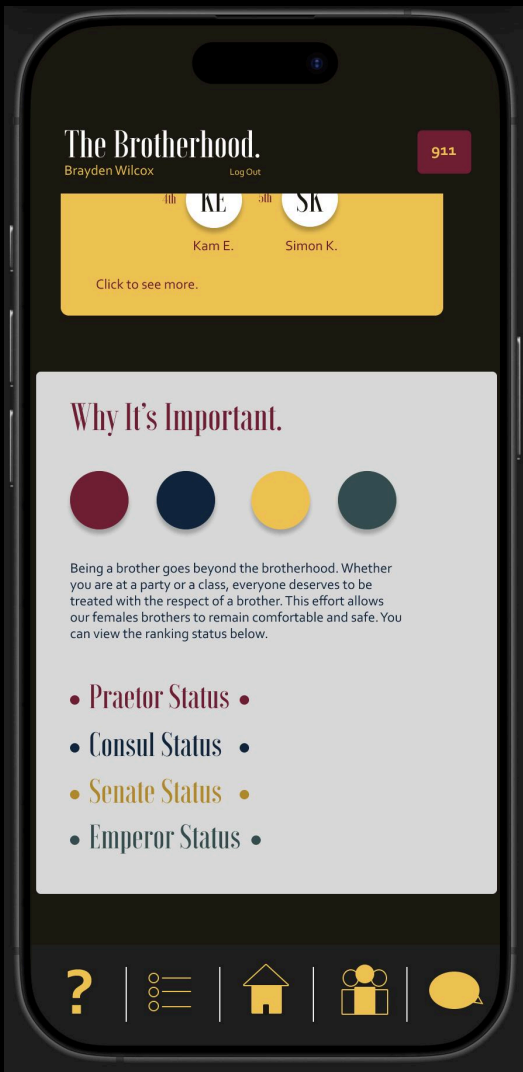
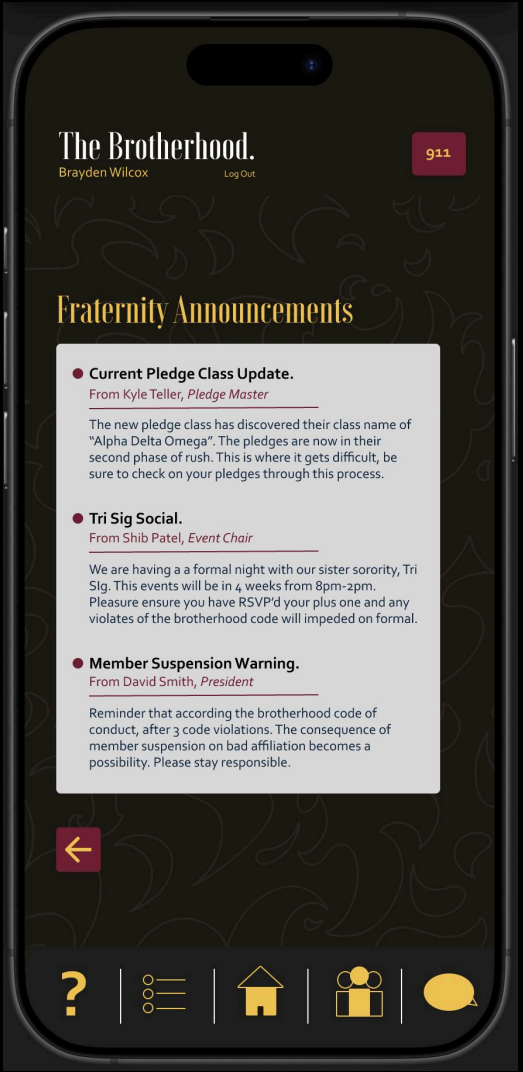


# Social Media Campaign



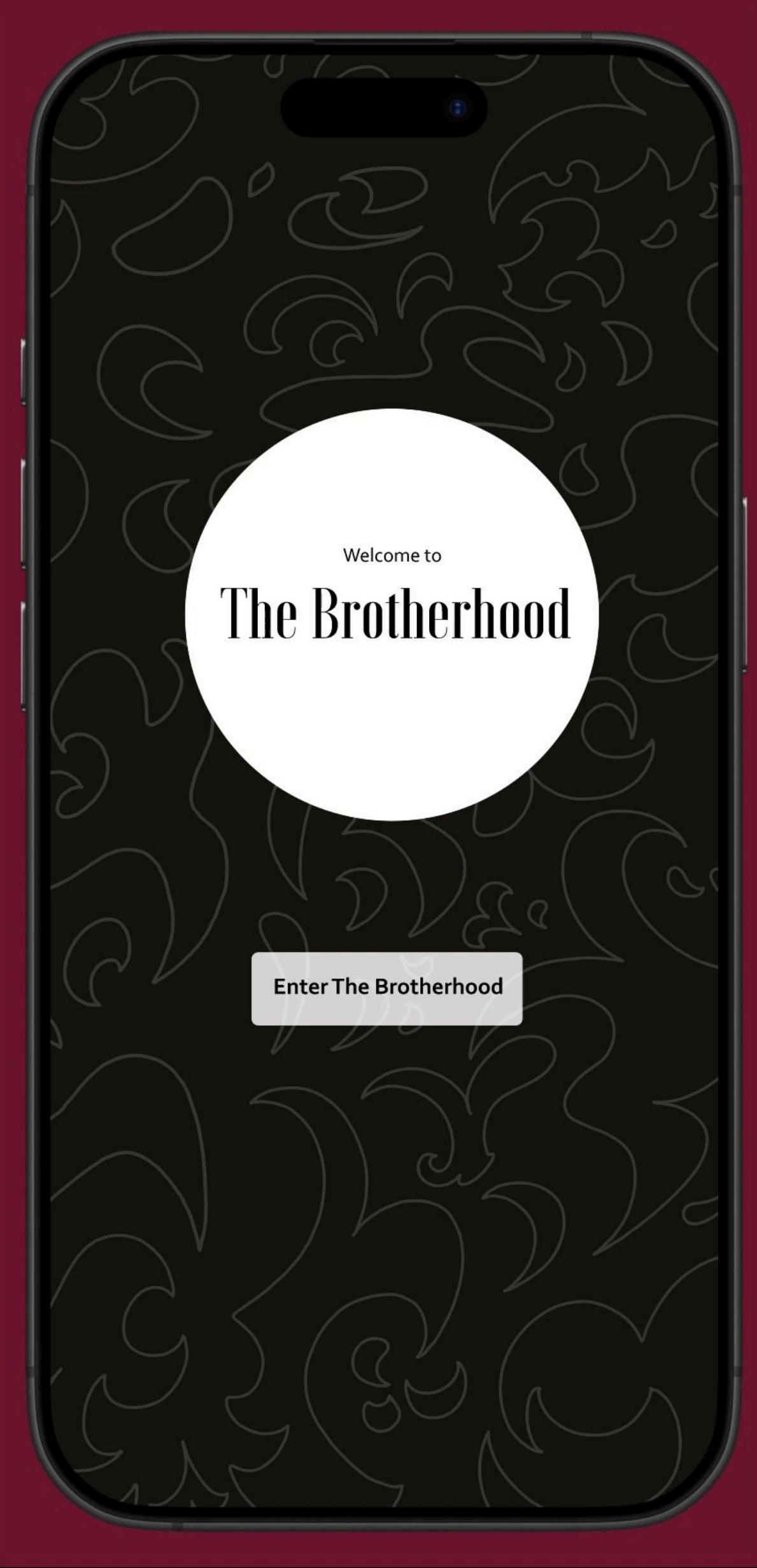


# Accountability App



Figma Link:  
<https://www.figma.com/design/k6VgLFvwpgZUfgpYA5va14/Accountability?node-id=161-161&t=16mf2lNyKIYV1njG-1>

Password: Brotherhood






# Alcohol/Sexual Behavior Questionnaire

Assigns “characters” to each user by analyzing their behavior style and personality traits, help brothers understand each other better in order to work towards a better standing self.

GUARDIAN DOG




**Personality Traits:** Calm, responsible, with a thoughtful approach to personal boundaries.

**Behavioral Style:** Always prioritizes the well-being of himself and those around him, staying mindful in social settings, especially when alcohol is involved. He respects personal space and offers support when needed. If a situation seems uncertain.

**Symbolism:** Guardian dogs symbolize loyalty and care, always looking out for those around them. In social settings, they offer quiet support and reassurance, creating a sense of security for others.

WANDERING FOX




**Personality Traits:** Clever, outgoing, and adaptable, with a strong sense of responsibility. While generally guided by good judgment, there are moments when spontaneity or social energy takes the lead.

**Behavioral Style:** Occasionally, excitement or peer influence may lead to choices that, in hindsight, call for more caution.

**Symbolism:** Foxes, known for their intelligence and quick thinking, sometimes follow their curiosity or instincts in the moment. They symbolize those who embrace adventure and occasional risks, yet always take time to reflect and grow from their experiences.

WILD PANTHER




**Personality Traits:** Quick and decisive, full of vitality, strong independence, willingness to take risks

**Behavioral Style:** Represent individuals who take calculated risks, pushing boundaries while being mindful of the impact on themselves.

**Symbolism:** Panthers are quick, decisive, and confident, with the ability to make bold moves when needed. While they embrace risks and thrive in dynamic situations, their strength lies in their ability to adapt and exercise control when necessary.

THE ROOSTER



**Personality Traits:** Spontaneous, adventurous, and driven by the excitement of the moment, though sometimes lacking foresight.

**Behavioral Style:** Often follows impulses and seeks enjoyment, occasionally prioritizing fun over caution. In social settings, particularly when alcohol is involved, decisions may be made without fully considering the consequences.

**Symbolism:** Roosters are bold and full of energy, but without balance, their confidence can turn into recklessness. They represent those who embrace risk and spontaneity, sometimes overlooking the long-term consequences of their actions.



# Drink Koozies



Drink holders given to the only the safest of the frats, based on their standing  
iin the app. Serves as further **advertisement and incentive** to practice safety.



Thank You. *Any* Questions?