

Zoteria

A digital solution that raise awareness of LGBTQ+ hate crime



Zoteria

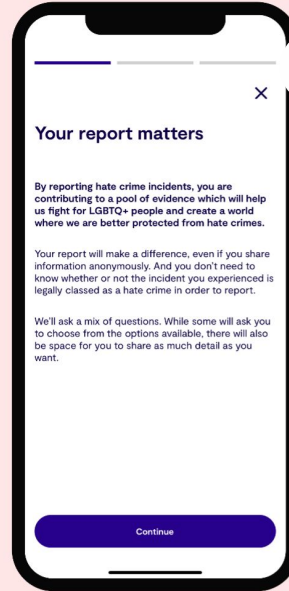
Motivated by the fact that most LGBTQ+ hate crime goes unreported, Vodafone Foundation, along with Stonewall and Galop, wanted to develop an app to help people from the community and its allies raise awareness of LGBTQ+ motivated hate crime, provide them with a way to report abusive incidents and access support when they need it most.

Potato worked with Vodafone Foundation to shape and bring to life their vision, leveraging our expertise in product strategy, research, branding and design to create Zoteria, a new mobile app that enables people to report hate crime incidents, either against themselves or on behalf of someone else, and access support from LGBTQ+ charities.

Through extensive research, co-creation workshops, and user feedback, Potato tailored the app's design and features to meet the specific needs of the LGBTQ+ community. The app addresses common barriers to reporting, such as concerns about authorities' response or the complexity of the reporting process. It also aims to improve the reporting of trends relating to LGBTQ+ hate crime, and so build a more accurate picture of the issue across the UK.



Report LGBTQ+ hate crime incidents in minutes



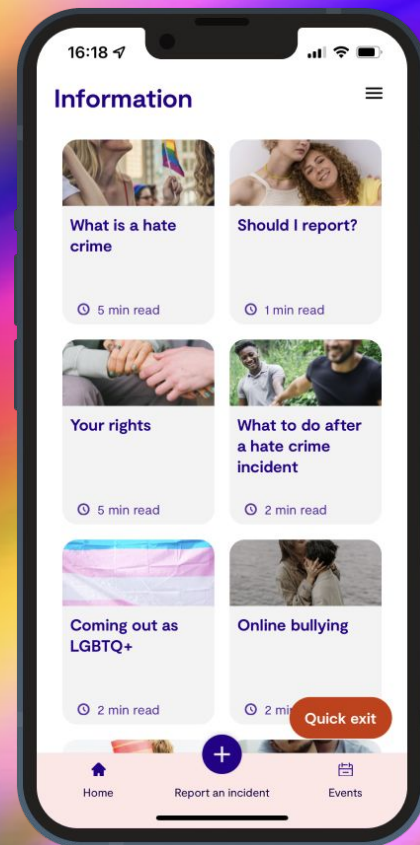
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Challenge

New research from Vodafone found that more than two-thirds (68%) of LGBTQ+ respondents had been victims of hate crime in the last year, and more than a quarter (27%) had been physically injured by an attack. But three quarters (75%) of respondents say they haven't reported the incident because they felt it was too minor (53%) or didn't trust the authorities to take it seriously or do anything about it (42%). An overwhelming 87% of LGBTQ+ said they would welcome a simple method, like an app, to access help and advice and report such incidents.

Too often, incidents go unreported due to victims not realising what constitutes a hate crime or because the journey to reporting is typically difficult; victims may need to relive the incident, and reporting may involve the police.

Vodafone Foundation, in partnership with Stonewall and Galop, wanted to create an app that helped members of the LGBTQ+ community report incidents of hate crime. Vodafone Foundation entrusted our team with the task of designing a reporting journey that was fast, reassuring and instantly connected victims to the best support available. Together, we've created the first user-friendly, one-stop-shop for reporting hate crime, gaining access to support services and connecting with the wider LGBTQ+ community.



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Vision

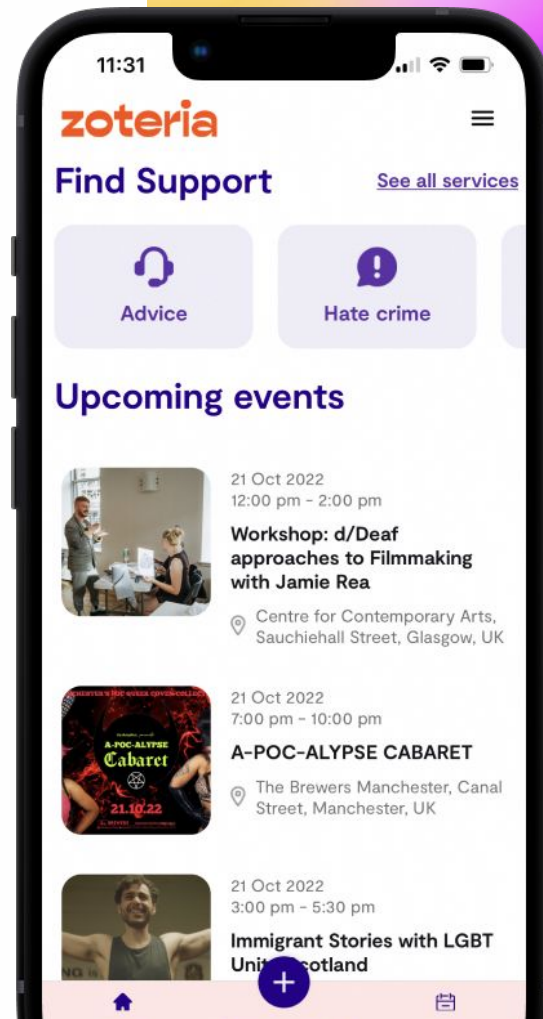
Before any building could take place, a deeper understanding of what would really help and bring value to future users was required – research that would allow us to create the right app, and not the wrong solution, while also validating it with real users before launch.

We set out to leverage our research expertise, conducting workshops with Vodafone Foundation and Stonewall to shape their vision and establish goals for the app, as well as co-creation workshops to understand the positive experience users could expect from using the service.

Our team validated the outputs of our workshops by speaking with the LGBTQ+ community directly through interviews, providing visual prototypes that allowed users to explore and provide valuable feedback. This iterative process ensured the app's development aligned with the LGBTQ+ community needs.

With insights gained from the research phase, we finally provided Vodafone Foundation with the structure and product strategy to define and develop a clear value proposition that would resonate with the target audience and its needs.

The resulting app, Zoteria, aims to empower the LGBTQ+ community and allies, to tackle the issue of LGBTQ+ hate incidents together.



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Change

After defining the problem space, our team incorporated their user experience and interface design expertise to create the actual app.

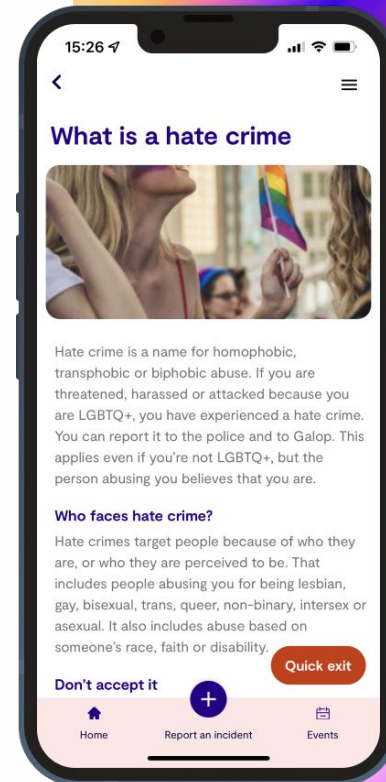
Our team employed a process called Protobranding – a lean and fast way to create a new brand identity by focusing effort on what is needed to design the experience. We ran co-creation workshops with Vodafone Foundation, Stonewall and the

LGBTQ+ community to identify a name for the app, its personality, principles and tone of voice. We then built a lean brand toolkit, including logo, typography, colours and imagery to enable us to design an interface that would effectively communicate the app's purpose and resonate with its users.

We conducted competitor, best in class and landscape analysis to review any other similar services and see where there was space for a new visual identity in the market, before exploring various creative routes with the community. Finally, we created a prototype for a segment of the experience to take through proposition testing, to see where improvements could be made to the concept, offering and visual identity before moving into full build.

Zoteria will provide a far more accurate view on the extent of hate crimes across the UK. Anonymised regional and city data will be available to local authorities so they can better understand the issue within their region. Data will also help highlight the issues faced by LGBTQ+ people from ethnic minorities, with recent UK studies suggesting specific barriers to support and wellbeing from the impact of racism and homophobia.

Zoteria also provides access to other vital support services, including LGBTQ+ advice, mental health and sexual health services, and information on local LGBTQ+ events to help people stay connected with their local communities.



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Outcome

As Vodafone Foundation continues to introduce Zoteria into new markets, the overarching objective remains the same: to foster an increasingly safer world for the LGBTQ+ community and its allies.

With each new incident reported through the app, and with every support service offered to those in need, the empowering connection within a community is strengthened. And, an often unheard voice becomes louder and prouder.

Vodafone press release



Team Involved



Bruno Belcastro Pinto
Senior Product Manager

Bruno defined a clear vision for the product and actively engaged key stakeholders in the process. Bruno also ensured that Potato's work remained focused, prioritised, and aligned with the vision.



Kevinjohn Gallagher
Delivery Lead

As the Delivery Lead, Kevinjohn created a safe space for the team, ensuring clear focus and goals. He also played a key role in keeping clients and partners engaged and aligned with the process, goals, and tasks.



Iael Esther Brener
Brand Designer

Esther designed the new brand for Zoteria, from its name to practical applications.



Gabriela Franke
Design Principal

Being responsible for UX Design & Research, Gabriela led the research efforts with users and contributed to the creation of user flows and wireframes for Zoteria.



Lavinia Alexoiu
Product Design Lead

Lavinia created user flows, led workshops, and oversaw visual design. Lavinia was responsible for the end-to-end design of the "Reporting" and "Events" features and the creation of Zoteria's design system.



Tamara Lau
Product Designer

Tamara led the design of the "Discreet mode" feature and the "Information" and "News" sections. Additionally, she made valuable contributions to Zoteria's design system.



Calvin Bowen
Product Designer

Calvin led the design of the "Find support" feature, together with the standardisation of components and design tokens, contributing to Zoteria's design system.



Mark Kitney
Head of Design

As Head of Design, Mark oversaw the project and provided support to the team.



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