



# HOUSING HOMIES

Learning how to help our unhoused neighbors.



Isabelle Wagenvoord



Clair Davis



Erik Aguirre



Diana Romero



Melizza Ochoa

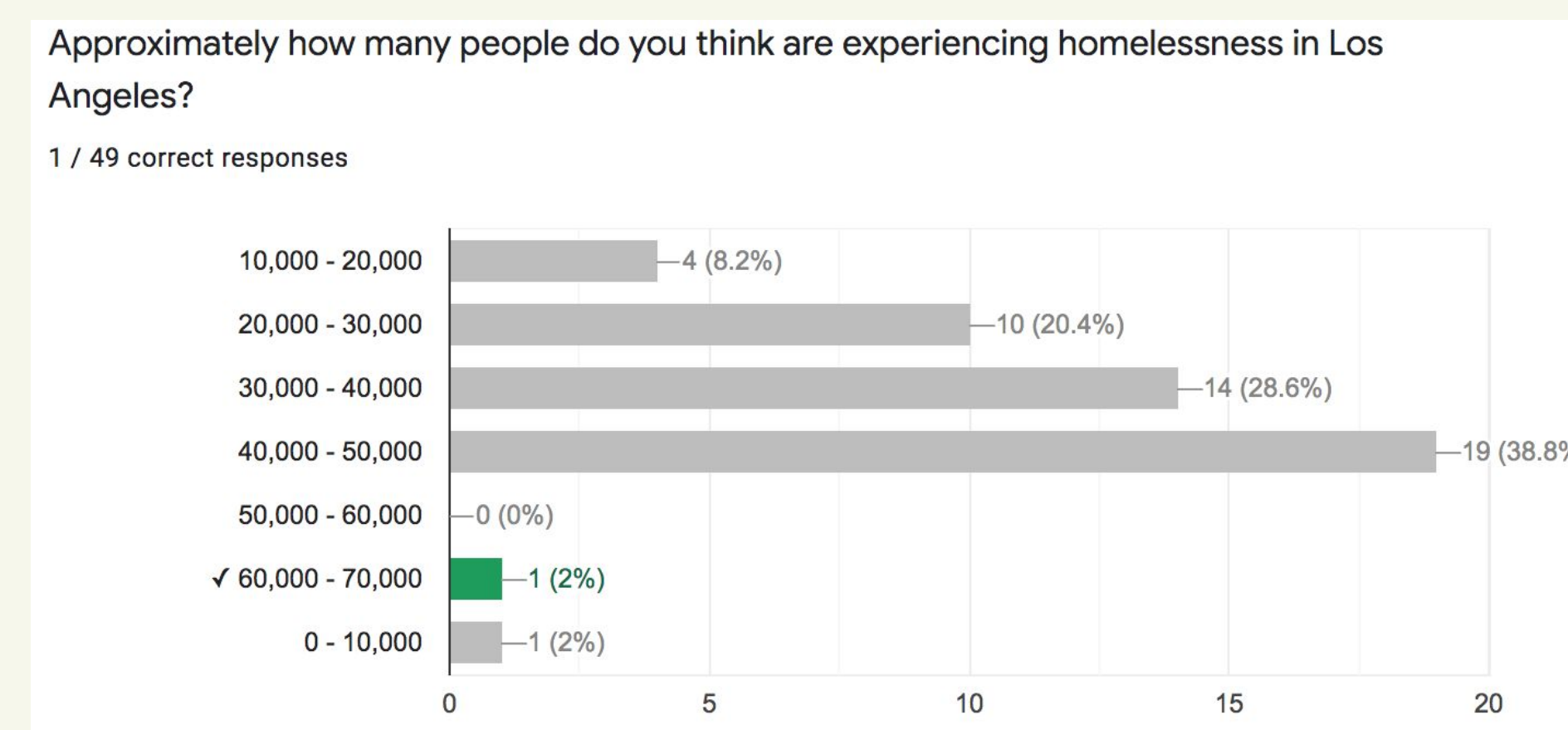
## The Problem

### Problem Statement



Though homelessness is a well-known and targeted issue in Los Angeles, there still are approximately 66,436 homeless people. In light of COVID, this problem is only compounded. The biggest impediment to building new housing and homeless shelters isn't legislation or funding-- it's overwhelming opposition from housed people who might be affected by the proposed solution.

### Initial Survey



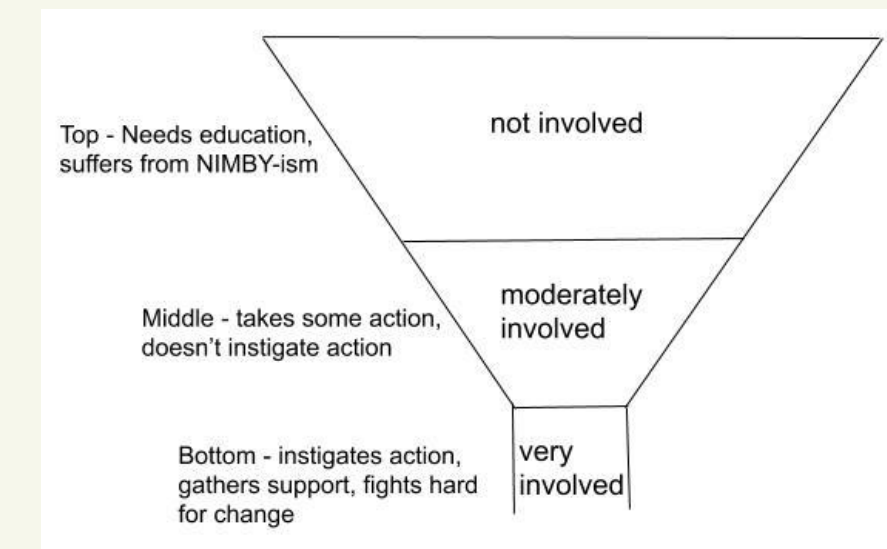
### Mentor Feedback



Throughout the process of this project, our mentor, Dr. Stephanie Moon, provided us with resources, knowledge, and suggestions. Early on, she suggested we narrow down our focus for the topic, and provided us with various articles on the current housing situation. As we finalized our topic and moved into solutions, she discussed the benefits and flaws of existing solutions. Once we decided what our solution would be, she provided feedback on our content, format, and website structure.

Originally when deciding what to focus on we came up with two topics, homelessness and mental illness. Then we decided to merge the two but realized that the topic was too broad. After some research we came across NIMBYism (not in my back yard-ism) and decided to focus on this because of the many stereotypes that came with homelessness. Since then we have focused on trying to figure out how we can inform our community about housing for homelessness and how they can help. We decided on building a website to help people learn about homelessness, combat NIMBYism, and find resources to aid their community.

### Initial Design Concept



Our plan was a type of "funnel", where the top, the most broad section, will be community education to diminish the NIMBYism that many people exhibit through social media and other platforms. The middle of the funnel will be people who are willing to take some action, like donating food/money/clothes to help the cause. At the bottom of the funnel will be those who take the most action: people asking for donations, petitioning counsels, going out onto the streets, etc.

### Testing Criteria

#### Test Criteria

Criteria/Benchmark	Description of data needed	Quantitative or qualitative	Degree of accuracy	Link Source
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Some examples of the criteria needed for our website to be considered successful was: a majority of the responses from our surveys show an improvement in support for housing, a majority of the responses agree that the information was objective, diagnostic tests must prove that it is accessible, fast, responsive, and that we score at least a 90 on SEO.

### Technologies

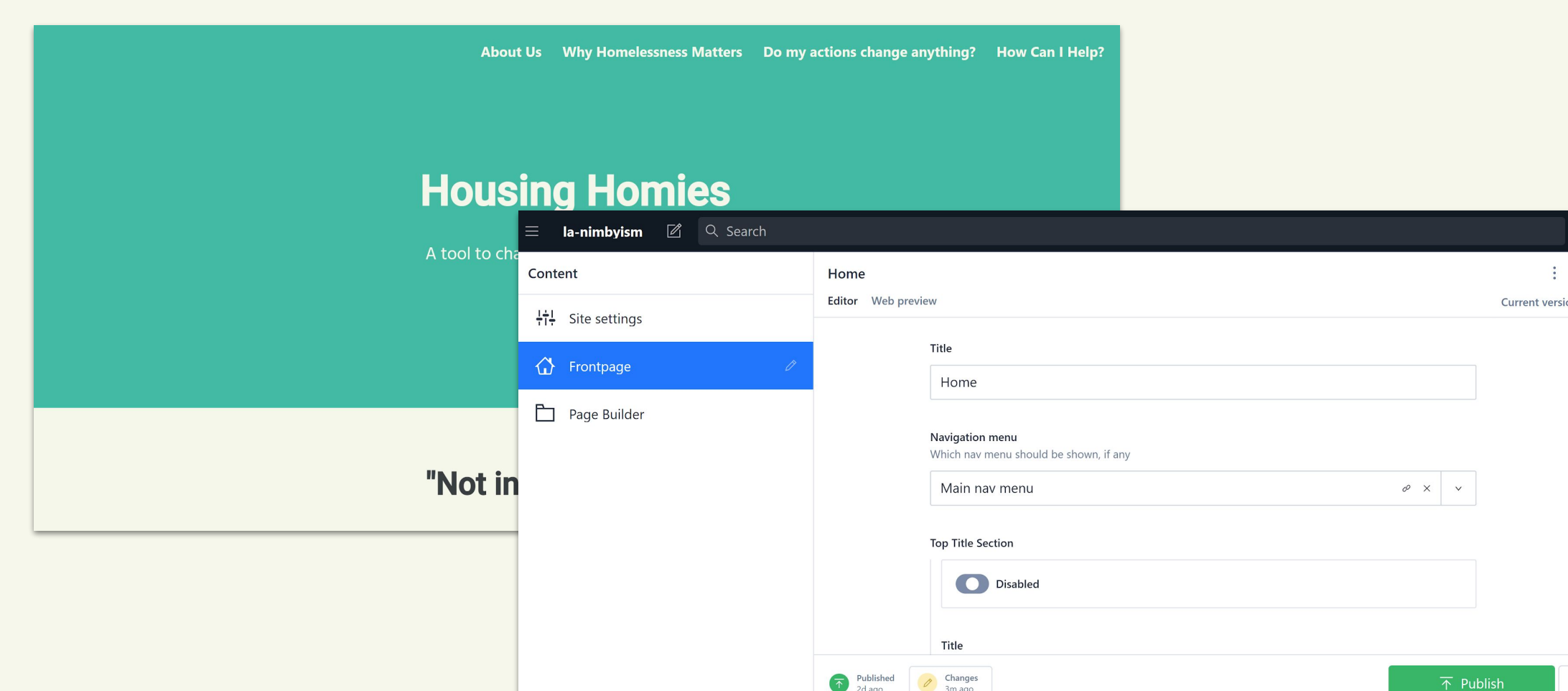


## Design Process

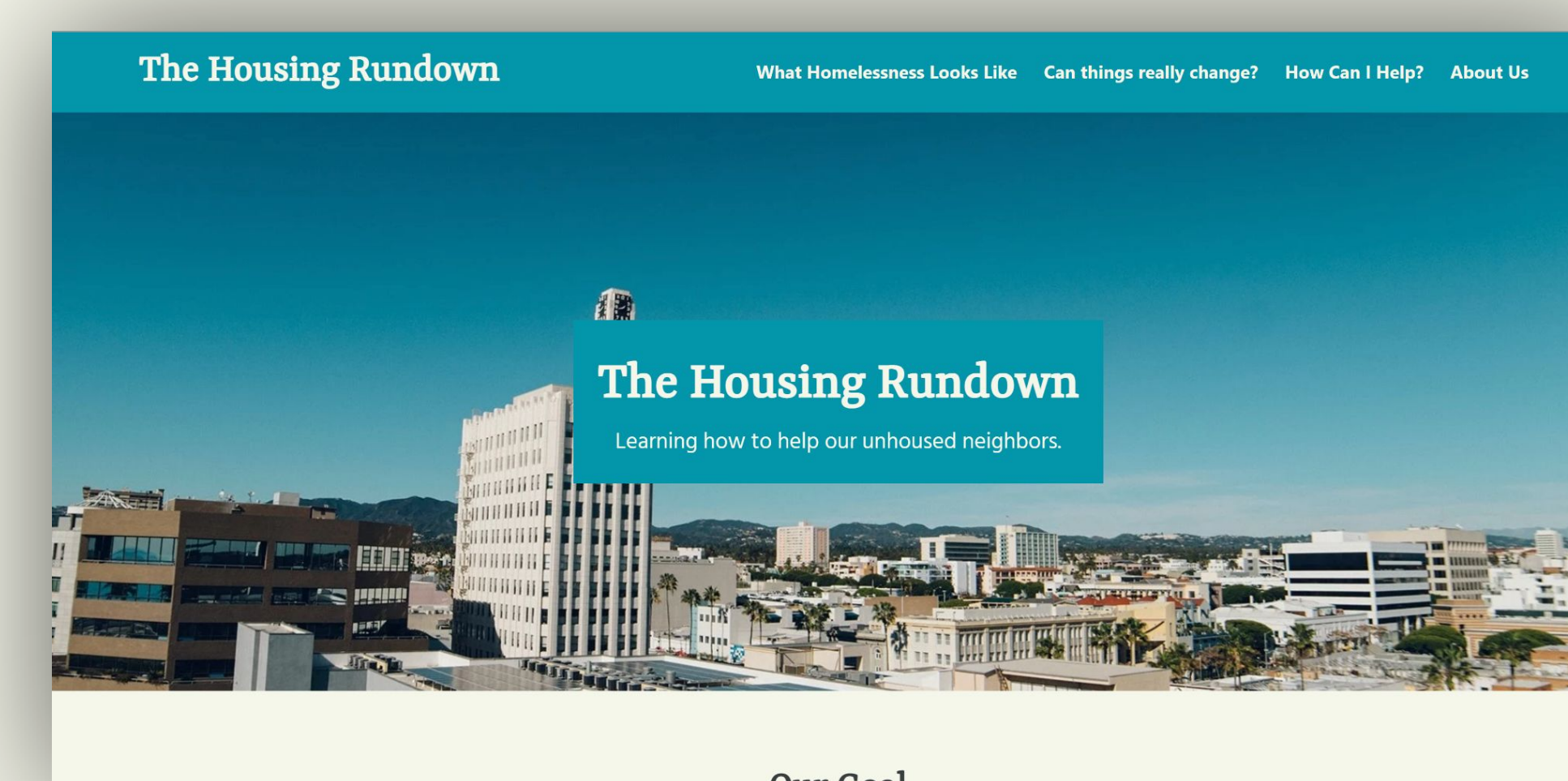
## Prototype

For our solution to be successful, we had to address the root causes of opposition to homelessness. This was how we framed the different pages in our website and the content in them. By focusing our information around the main concerns and misconceptions about homelessness, we increased the effectiveness of our solution. We did research to find out what those main roots of opposition were, and put our plan through several incarnations in order to find the best way to address them.

### First Design



### Final Design



### Visit Our Website





# Housing Homies

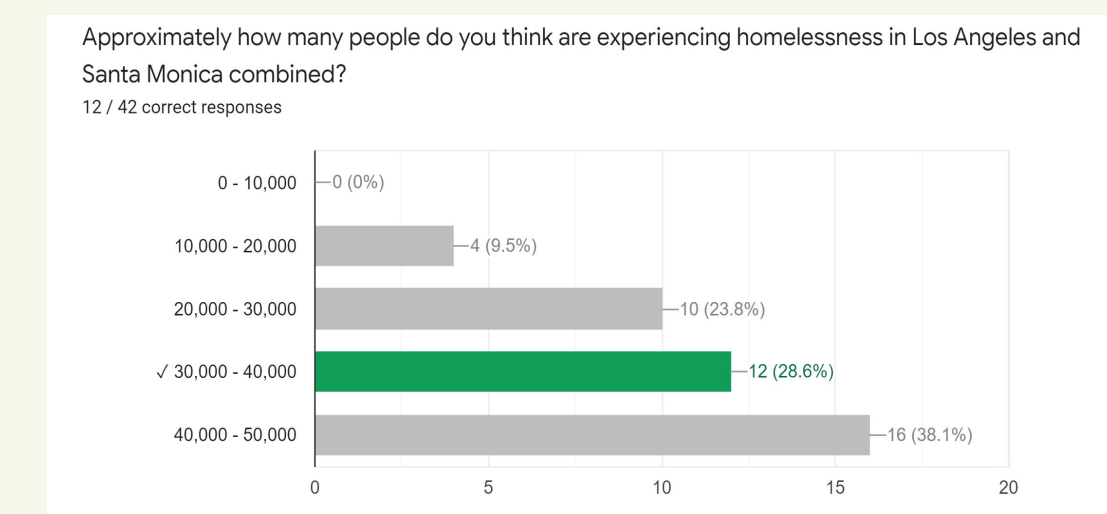
*Erik Aguirre, Clair Davis, Diana Romero, Melizza Ochoa, Isabelle Wagenvoord*  
*Santa Monica High School*

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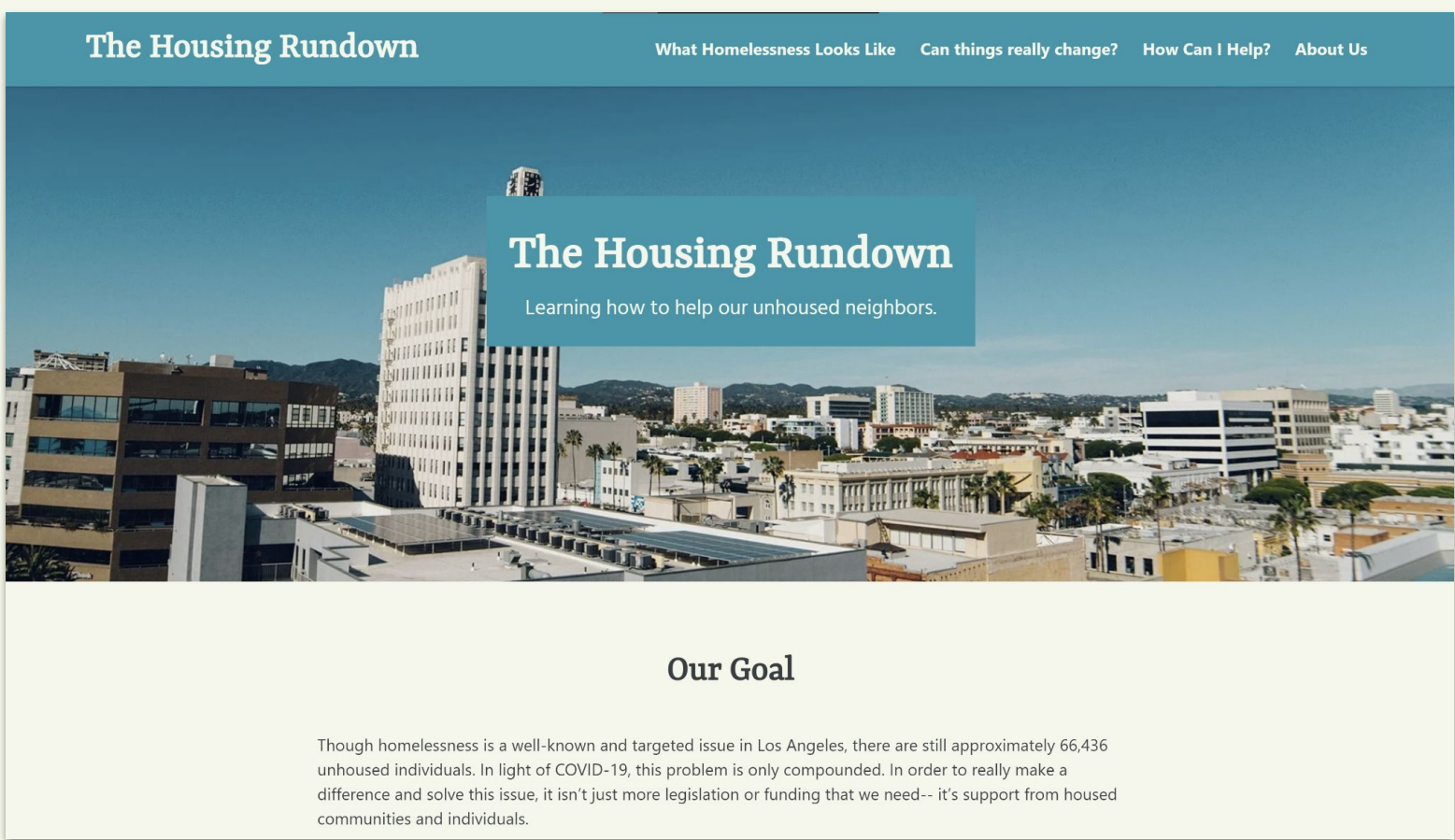
[put survey data from first survey here]



## Justification

## Solution

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## Testing Criteria

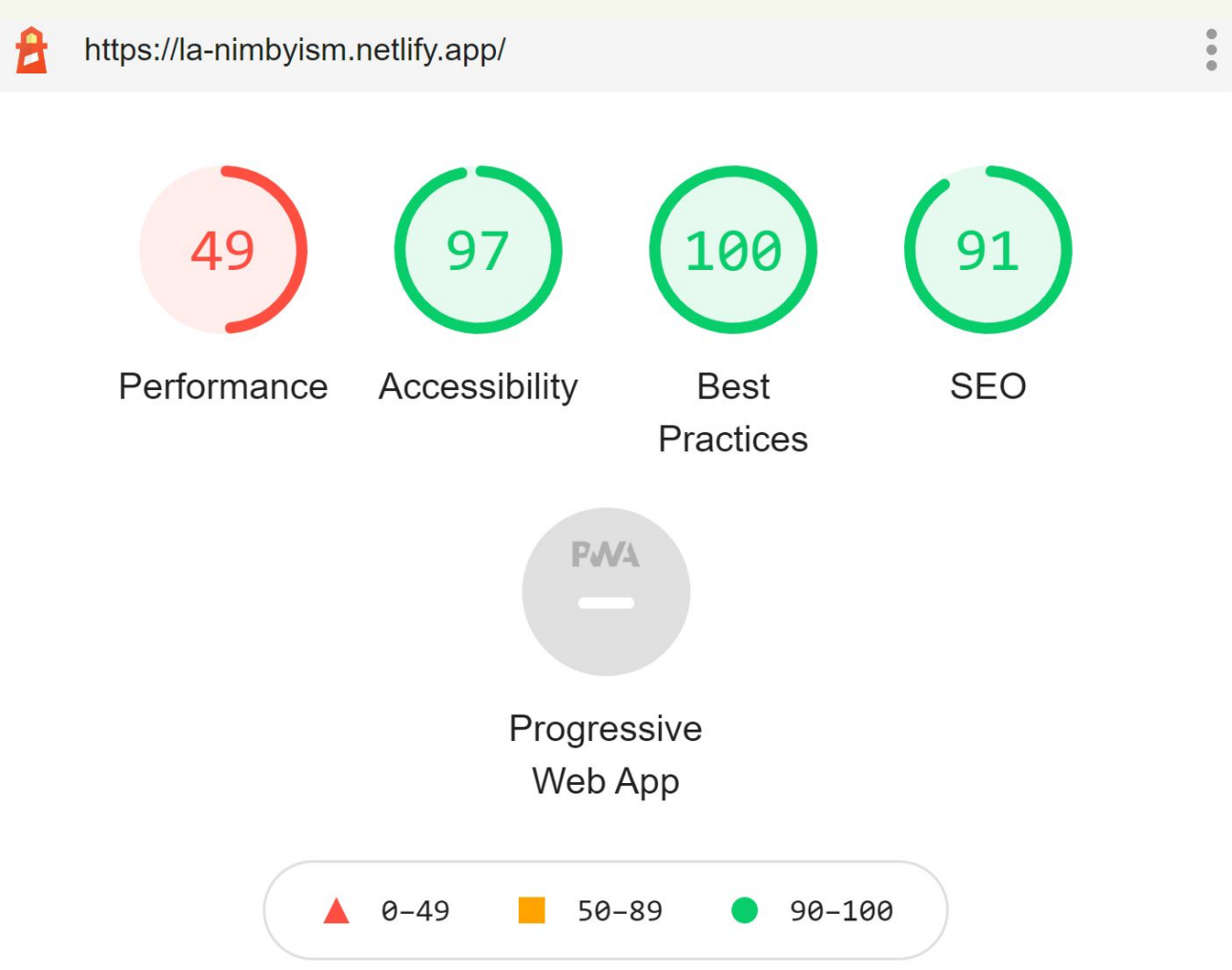
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## Testing Procedure

In order to test our product, we needed to test how it functioned in relation to it's programmed function as well as its ability to achieve its intended function of bringing awareness to the realities of homelessness. To do this, we ran diagnostics on the performance, accessibility, best practices, and SEO. Additionally, we sent out surveys asking unbiased individuals to record their stance on homelessness before and after reading our website



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## Conclusion

Over the course of this year, the five of us have learned a lot about the reality of homelessness and why others in our communities don't feel a need to address it. Though our website could definitely be improved with more time and research, our data shows that it does make a difference in bringing awareness and changing the minds of people who could potentially aid in solutions to the housing crisis.