

GET OFF THE (FUCKING) TABLE

SHIFTING FROM A SAFETY TO ENGAGEMENT PARADIGM



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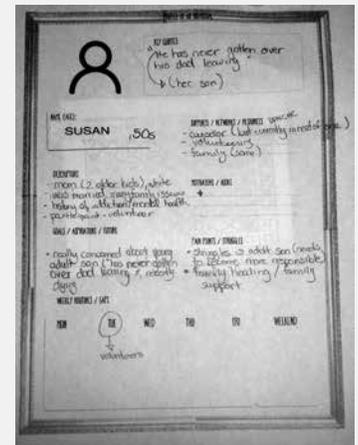
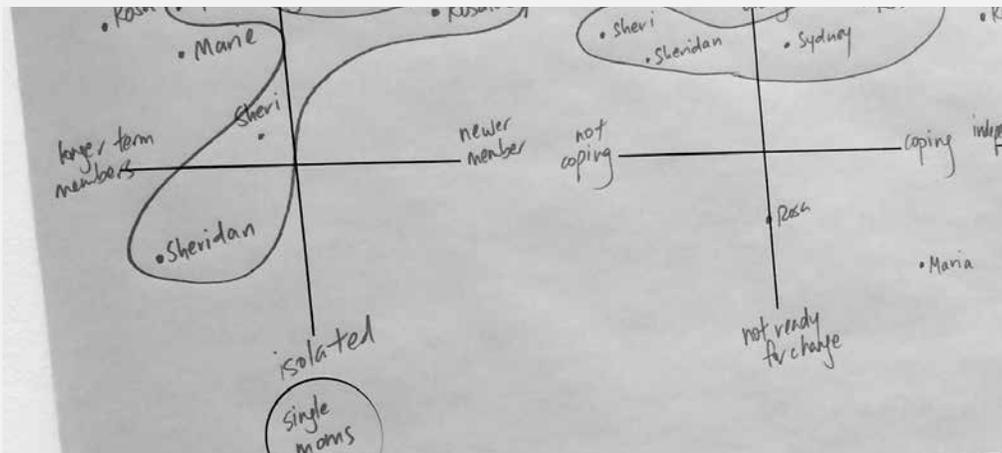
Pain points & Segmentation

Our pain point

We started from this pain point: *there is too much volatility in the drop-in centre. Too many women are unsafe. Both women who use the drop-in centre and staff who work there.*

After conversations with both groups we revised our pain point: *there are not enough satisfying and fulfilling opportunities for mothers who are using the drop-in centre and want more for their families.* We're now focusing on the segment 'Motivated Mamas': moms with a strong aspirational narrative.

Other groups of women we met:



How did we get to know the 'Motivated Mamas'?

We started with observing the drop-in space at different times of days and recorded the noise levels and interactions. We also used conversational tools, like timelines, to map out how women feel about using the space. To learn what women wanted to see more of in their lives we made applied projective prompting tools, with photos (see images above).

Three ideas to support Motivated Mamas

Women know women best groups



A platform of different women's only groups around themes like stress and purposeful employment



Virtual Mother's Den

Linking up moms by text message, facebook, or chat group with prompts for conversation, and idea swapping.



Share-a-ride & chat

Connecting community members with extra space in their car with moms & their families to get out & about and make use of the city as a family.

Prototyping 'Women know women best'

What types of 'Women know women best' groups are most attractive and engaging to women?

To answer this question, we've mocked up three different flyers, with three different offers and value propositions. We've changed the language and look & feel of each flyer to see what resonates to whom. We are now getting feedback and iterating based on what we find out.



What's next?

Tensions we couldn't resolve...

How do we make this reflective, changed focused work more accessible and embedded in our organization and in frontline work - and how do we resource it meaningfully?

Future opportunities

We want to keep on prototyping, taking real ideas, quickly making them 'good enough' to test if they really work.

What are we taking away ourselves?

Small data:

We've learned the value of small, but deep data. You try a line of inquiry out, analyze, and re-try.

Change is a whole other muscle group. And it really requires exercise. We've been using this process to tweak other things at the drop-in centre - like our salad bar and dance group. If it works, great. If not, that's ok, try something else out.

Segmentation:

We've realized that our space and programming may not be the right fit for everyone. There is power in segmenting our offers, and looking at who we are doing things with, and why.