

User Profile #1: Nina Jones



Occupation: Hotel front desk worker

Age: Adult (likely 18+)

Gender: Either male or female

Education: Most likely college-educated or above

Computing and Web Experience: Should have some experience, since they need to use computers to manage the hotel's database

Personal Web Behavior Patterns: Likely uses the web to research other cultures and travel tips, since they primarily work with people from around the world.

How They Will Use the App: They will use the app to report suspicious activity.

User Profile #1: Nina Jones



Nina Jones works at the front desk of a Hilton hotel in New York City. She speaks three languages: Spanish, French and English. She meets a wide array of people, and her job is very busy because she works in a popular hotel. Sometimes she will see suspicious people, but does not report them because she is so busy that she does not have time to do anything else. She feels morally obligated to do something about her suspicions, but she wishes that there were a fast and efficient way of reporting these activities.

Nina Jones Interview



1. What kind of suspicious activities do you see?
2. Do you and other hotel workers know how to spot a possible sex trafficking situation?
3. Do you trust your boss to send reports to law enforcement?
4. Do you trust law enforcement will do something about the reports in your area?
5. On a scale of 1-10, how prevalent do you think that child sex trafficking is in your area?

Nina Jones User Scenario



Nina Jones is working at the front desk of a popular Hilton Hotel in New York City. She is busy answering questions, phone calls, and checking in and out guests. One guest in particular has caught her suspicion: a middle-aged man with a young girl who pays in cash one day at a time, and always appears either disoriented, intoxicated or paranoid. One day, he sees the man with the young girl, who appears physically hurt. She wants to do something, but she is constantly blindsided by other guests and co-workers who need her help. She also knows that her boss will not do anything about it because he wants to preserve the hotel's good reputation. If she called the police using the hotel's telephone number, her boss would know.

User Profile #2: Daniel Mandela



Occupation: Law Enforcement

Age: Adult (likely 18+)

Gender: Either male or female

Education: Most likely has a high-school degree or above.

Computing and Web Experience: Should have some experience with computers, because their job requires working with a database and computerized communications system.

Personal Web Behavior Patterns: Likely uses the internet to research criminals.

How They Will Use the App: They will use the app to receive reports of suspicious activity, and use the information from these reports to locate the suspects.

User Profile #2: Daniel Mandela



Daniel Mandela is a head police officer in Cape Town, South Africa. He experiences a lot of danger on his job and often works with high tech security and communications devices. Because there are a lot of murders in Cape Town, child sexual exploitation often takes a backseat in his precinct. He thinks it would be useful to collect data from digital reports so that he can analyze patterns and act on them later.

Daniel Mandela Interview



1. How much experience does your precinct have with dealing with sex traffickers?
2. What information do you need to look into a sex trafficking report?
3. How long does it usually take to respond to a sex trafficking incident?
4. What kind of equipment is needed to respond to a sex trafficking incident?
5. On a scale of 1-10, how prevalent do you think that child sex trafficking is in your area?

Daniel Mandela User Scenario



Daniel Mandela is a head police officer in Cape Town, South Africa. He has received a report about an alleged sex trafficking situation at a hotel a few miles away from his precinct. However, he also received several reports about ongoing domestic violence disputes, robberies and shootings. He does not have the time or resources to prioritize the sex trafficking report, and tells one of his secretaries to make a note of it after he handles the more serious problems.

User Profile #3: Jose Garcia



Occupation: Taxi/Limo driver

Age: Adult (likely 18+)

Gender: Mainly male, but could be female

Education: Most likely has a high-school degree or below.

Computing and Web Experience: Probably does not have much experience with computers.

Personal Web Behavior Patterns: Probably does not use the internet for anything more than basic things, such as online shopping or social networking.

How They Will Use the App: They will use the app to report suspicious activity. They will most likely drop the suspect off at a hotel first before reporting the location of the hotel.

User Profile #3: Jose Garcia



Jose Garcia is a cab driver who drives customers to hotels around his hometown in Brazil. Sometimes he picks up suspicious customers who he suspect may be engaging in child sex trafficking. He does his job and drops them off at their desired locations, but is afraid to report his suspicions because he feels he does not have enough evidence to back up his claims. He is unaware of any resources he could turn to, and therefore does not do anything when he sees a suspicious customer in his car. He owns a smartphone, and knows how to use its basic functions (make phone calls, texts, use the GPS and search the internet). He has had a bad relationship with law enforcement, and is reluctant to call them. He wishes there were a way of reporting suspicious activity without having to directly confront law enforcement.

Jose Garcia Interview



1. What kind of suspicious activities do you see?
2. Do you feel safe making a report while you are in a car with the suspects?
3. Do you trust your boss to send reports to law enforcement?
4. Do you trust law enforcement will do something about the reports in your area?
5. On a scale of 1-10, how prevalent do you think that child sex trafficking is in your area?

Jose Garcia User Scenario



Jose Garcia is picking up customers at Sao Paulo's Gaurulhos International Airport. He picks up two middle-aged men and a young woman, who ask him to take him to a nearby Marriott Hotel. As he drives there, he overhears the two men talking and immediately recognizes that some of the terms they use relate to sex trafficking. He has a smartphone with him, but he is not allowed to use it while driving. He waits until he drops off the customers at the hotel, but hesitates to call law enforcement because he is afraid of being unable to back up his claims with evidence. In the past, he has been in trouble with law enforcement because he made several reports that they thought were a "waste of time."