

PILLOW · ITERATION THREE

Designing against the top-rated harms

The prototype for Lesley's pitch: each screen answers a harm survivors rated most serious

WHERE PILLOW IS

Two milestones, one service

MILESTONE 1 · SEP–DEC 2025

The fellowship

- Co–imagine workshop with 11 survivors
- Two concepts: a storyboard and a private journal
- 5 participants tested them in 7 sessions

MILESTONE 2 · FEB–OCT 2026

We are here

Volunteering

- Harms–mapping workshop, March 2026
- Review of three products in the same space
- Iteration three, the prototype for Lesley’s pitch

Responsible Design for Change Fellowship · UX for Change

Prepared for Lesley Sackey, founder of Pillow

Milestone 1 · Fellowship · Sep–Dec 2025

Now: Milestone 2 · Volunteering · Feb–Oct 2026

Every top-rated harm has a screen that answers it

Harm survivors rated most serious

Where the design answers it

Betrayal of trust or privacy

Home: Quick Exit and a crisis note · Save for later without an account

Anxiety about data

Your story: a private space, nothing saved or shared

Being sent to the wrong service

Select categories: resources match where you are

Overwhelm and hopelessness

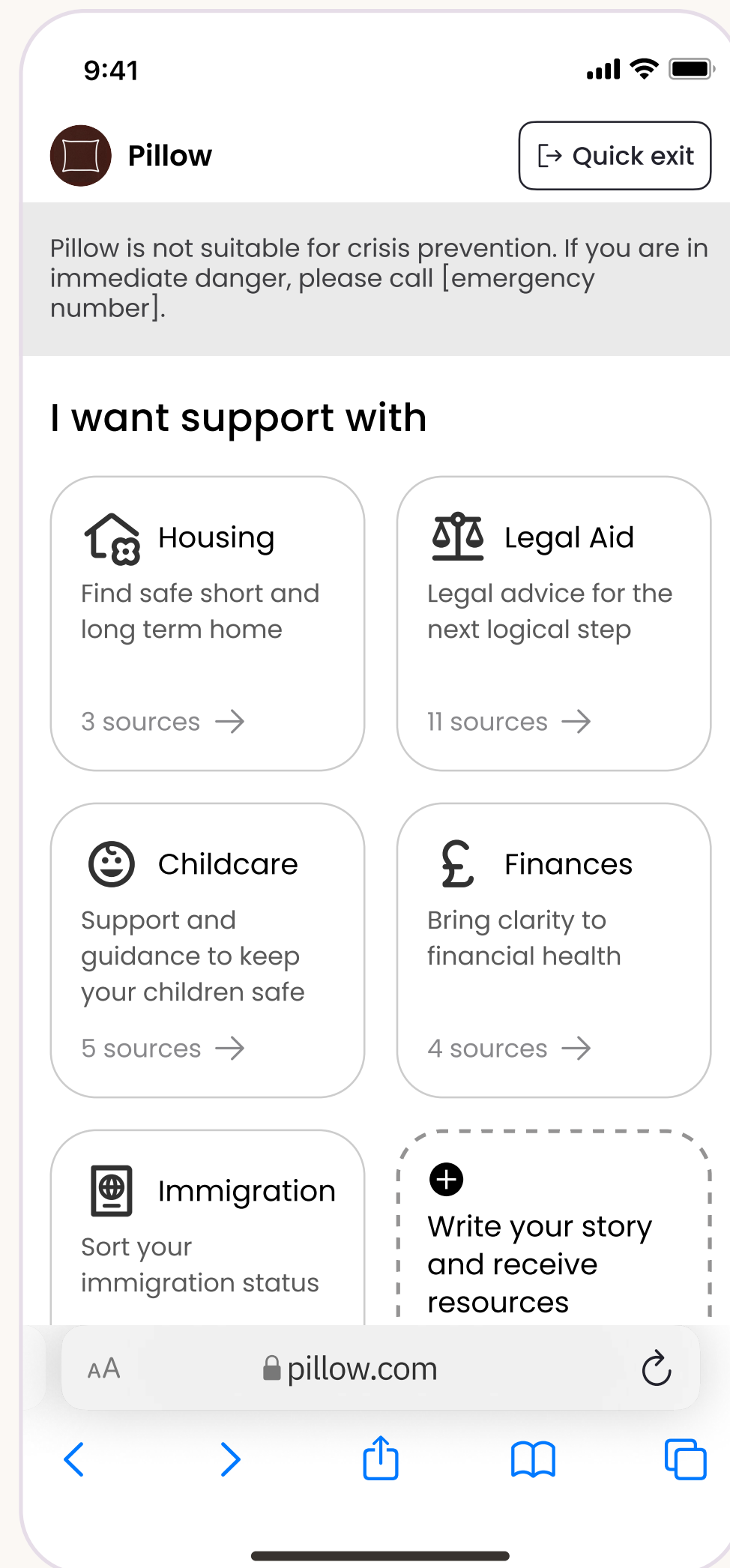
Your shortlist: three vetted resources, then a check

Unequal quality of service

Resources: community-verified, with a last-checked date

Depression

Wellbeing: small practices at your own pace



SCREEN 1 OF 7 · HOME

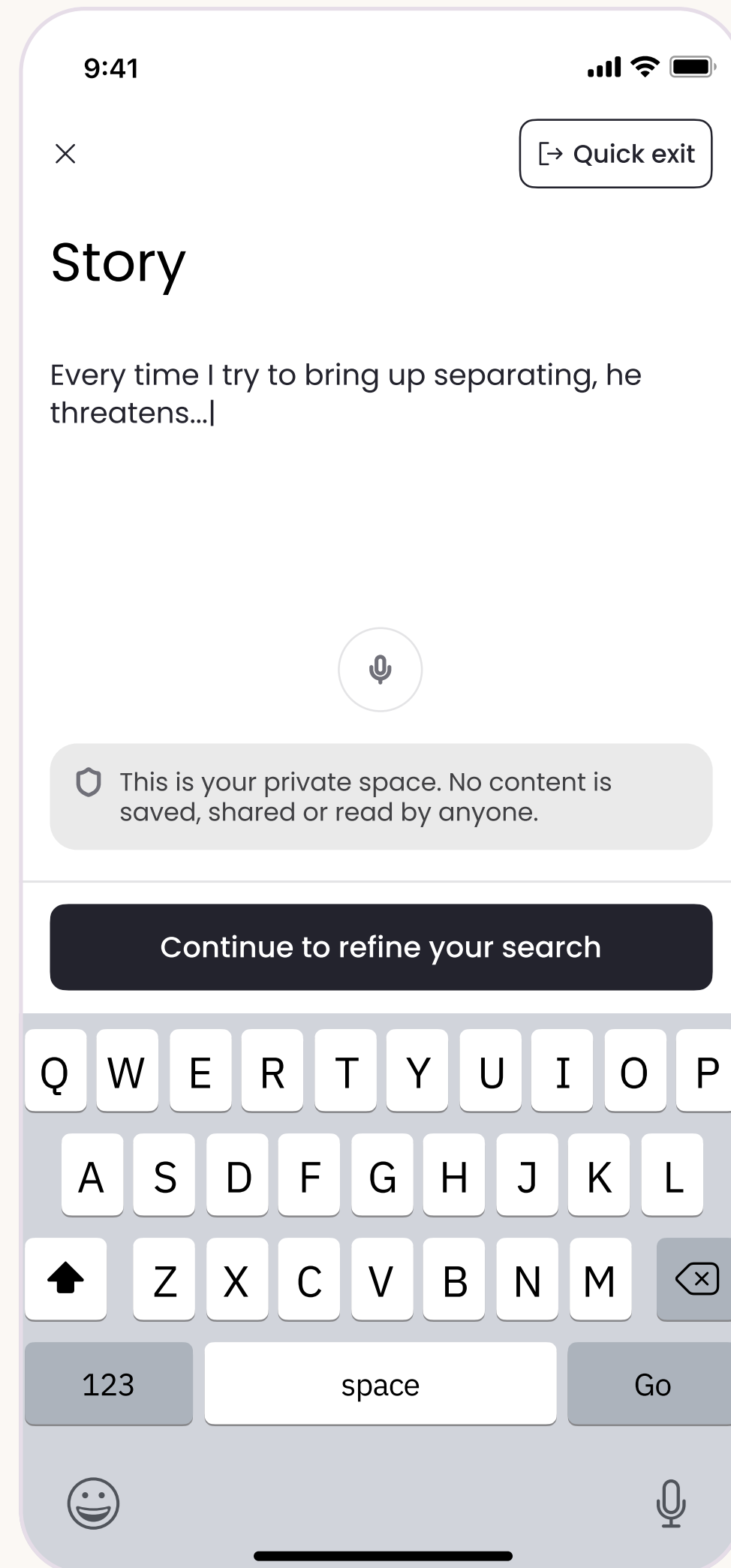
HARM

Betrayal of trust or privacy

Someone else sees the screen, or Pillow is mistaken for a crisis service.

How the design answers it

- Quick Exit sits in the same place on every screen
- A note at the top: Pillow is not for crisis prevention, with who to call
- “Private: nothing here is stored or shared”



SCREEN 2 OF 7 · YOUR STORY

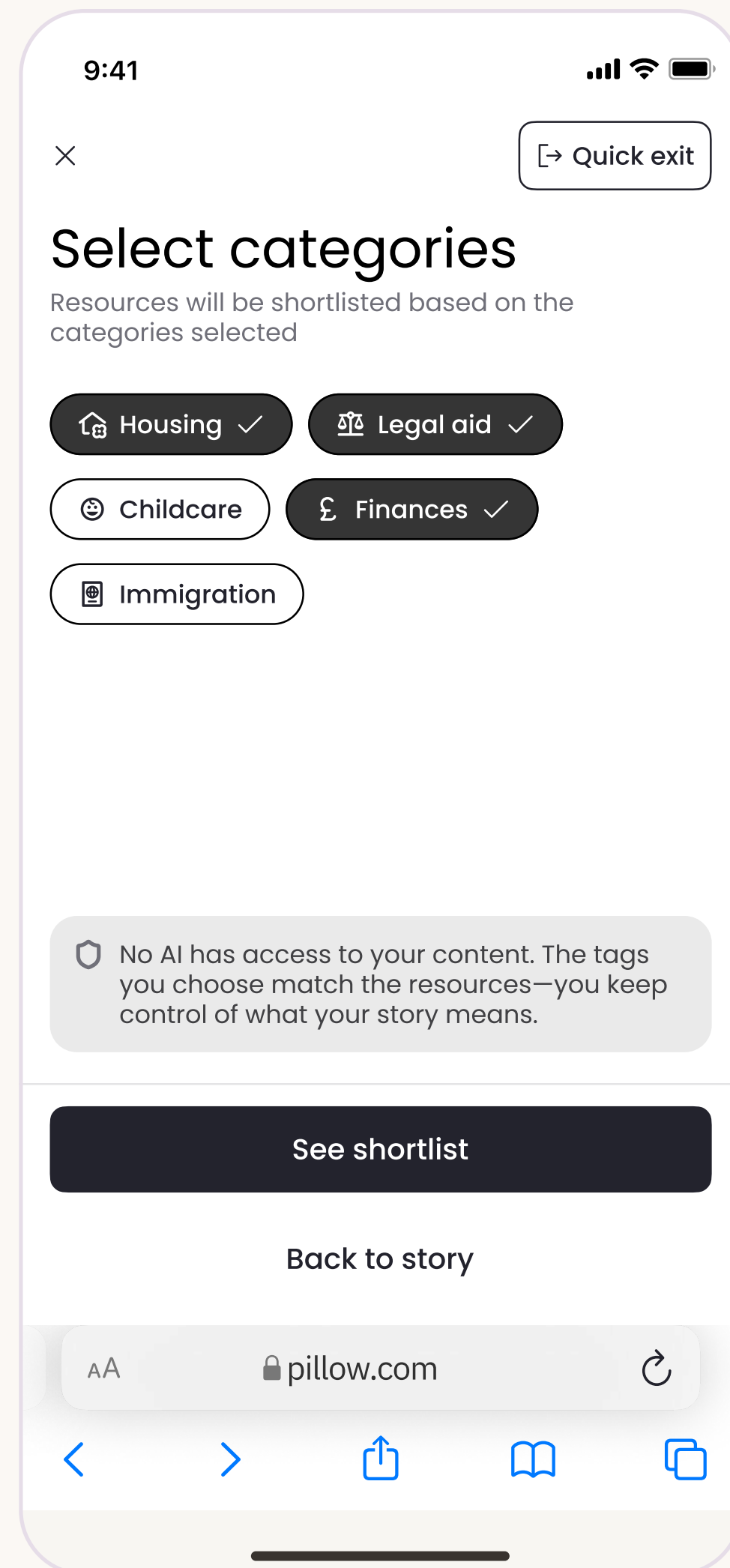
HARM

Anxiety about data

Not knowing what happens to what you write stops you writing at all.

How the design answers it

- “This is your private space. No content is saved, shared or read by anyone.”
- The notice sits right beside the writing space
- Speak or type, whichever feels safer



SCREEN 3 OF 7 · SELECT CATEGORIES

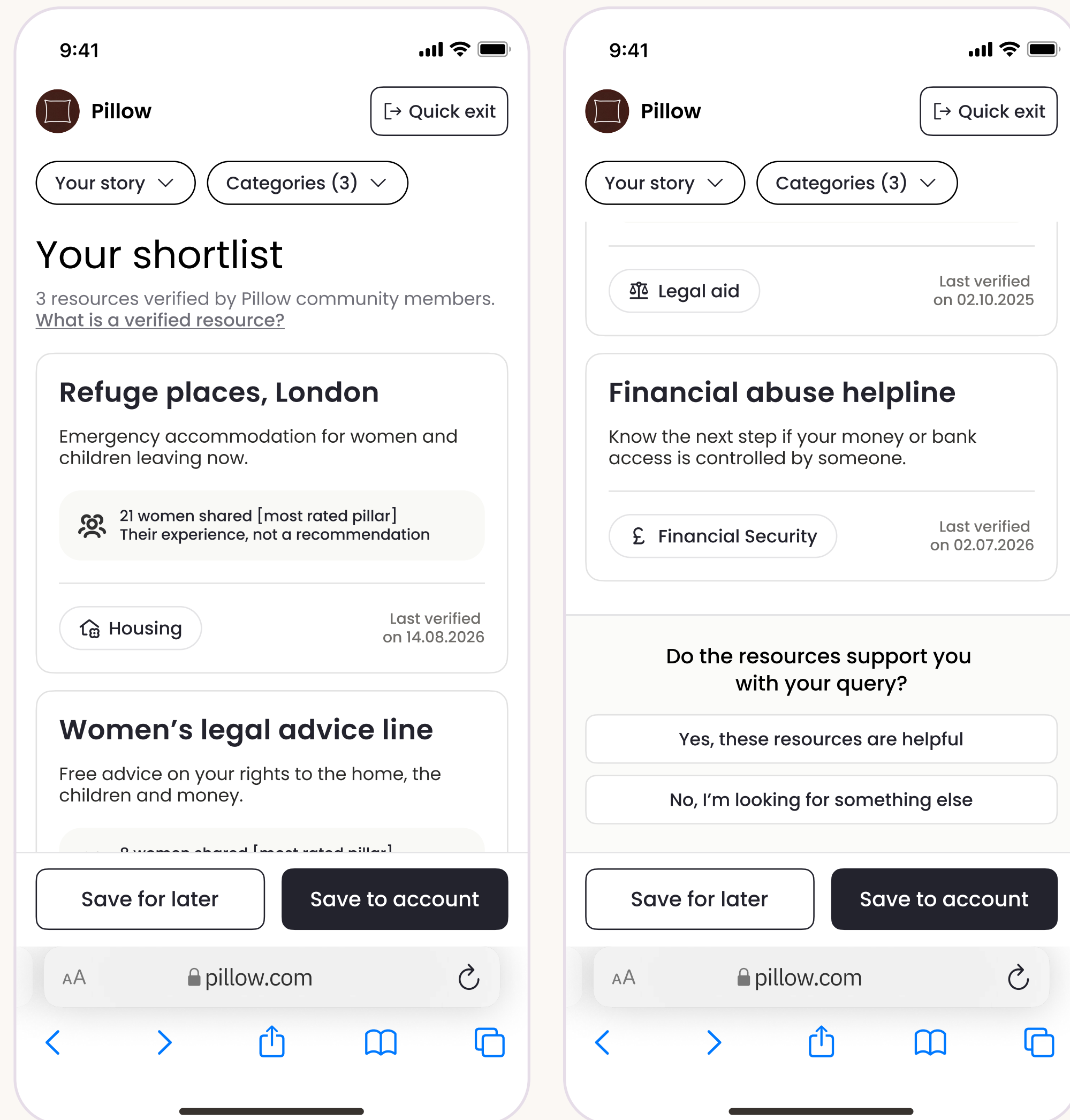
HARM

Being sent to the wrong service

Support that doesn't match where someone is in their journey.

How the design answers it

- The survivor chooses the categories, not the system
- “No AI has access to your content”
- The tags you choose match the resources, so you keep control of what your story means



SCREEN 4 OF 7 · YOUR SHORTLIST

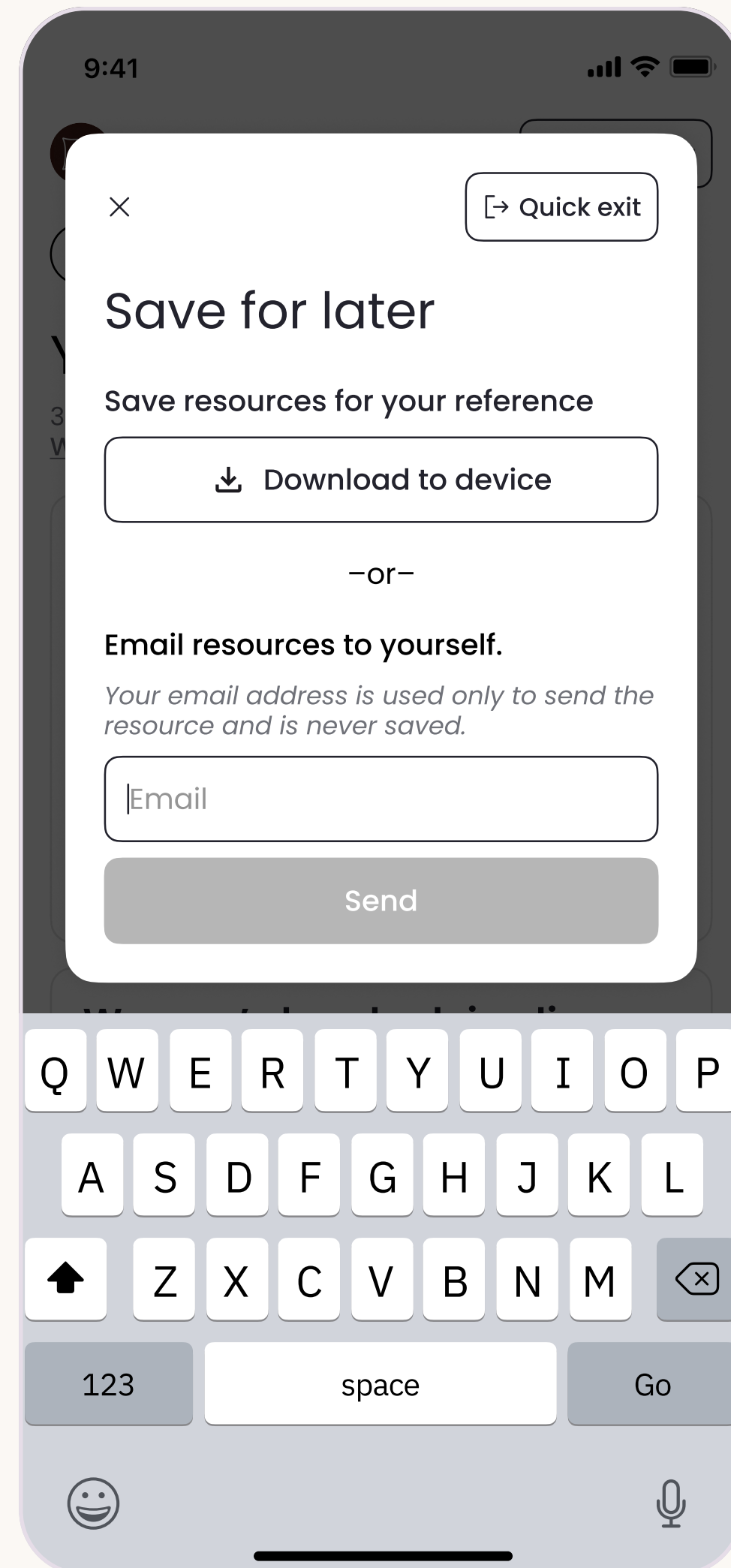
HARM

Overwhelm and hopelessness

Too much information at once, at a moment when energy is low.

How the design answers it

- Three vetted resources, not a long list
- Peer signal: how many women shared it, “their experience, not a recommendation”
- A quick check, “Do the resources support you?”, to refresh the list



SCREEN 5 OF 7 · SAVE FOR LATER

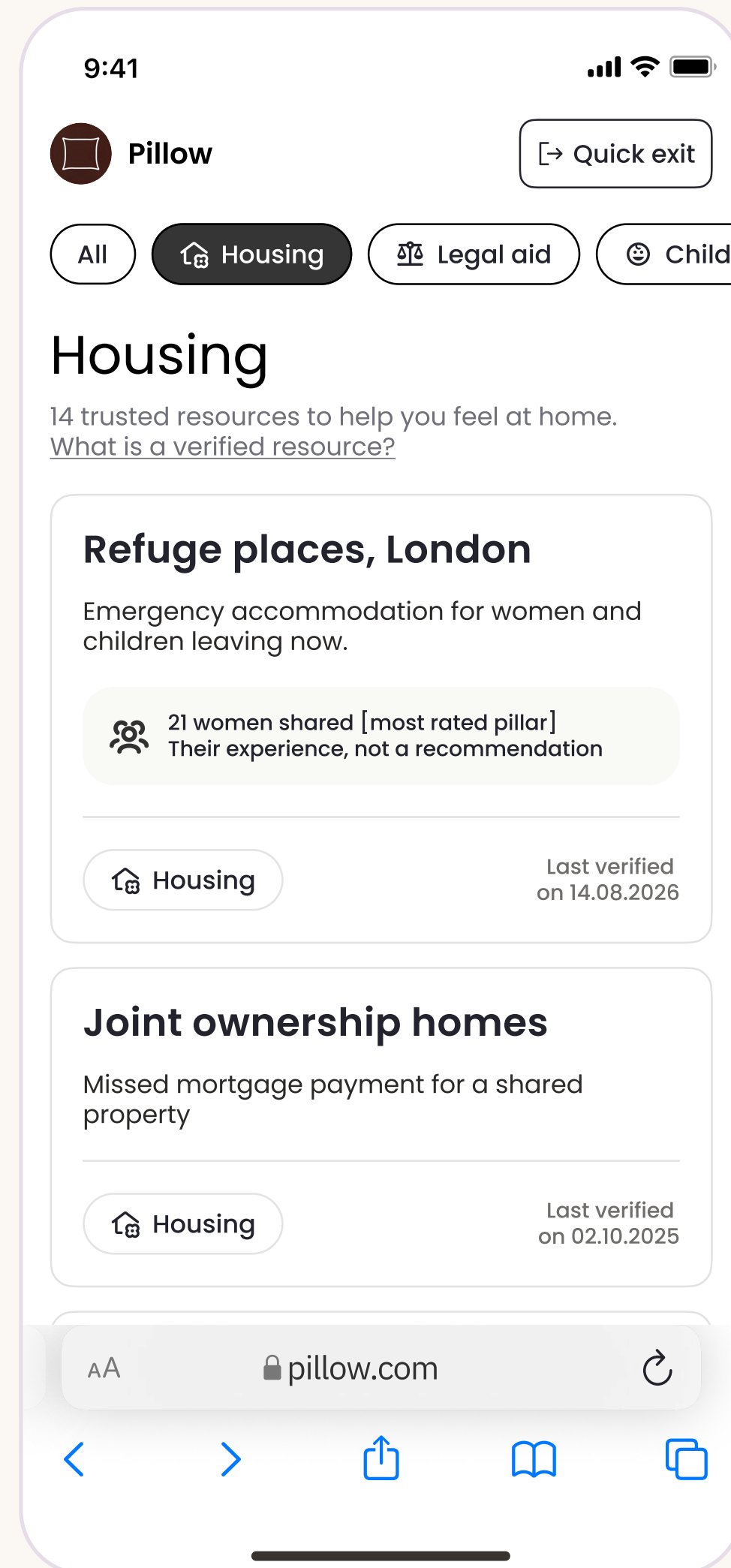
HARM

Betrayal of trust or privacy

An account can identify someone, or be found by the wrong person.

How the design answers it

- Pillow is logged out by default
- Save without an account: download, or email it to yourself
- The email address is used only to send, and never saved



SCREEN 6 OF 7 · RESOURCES

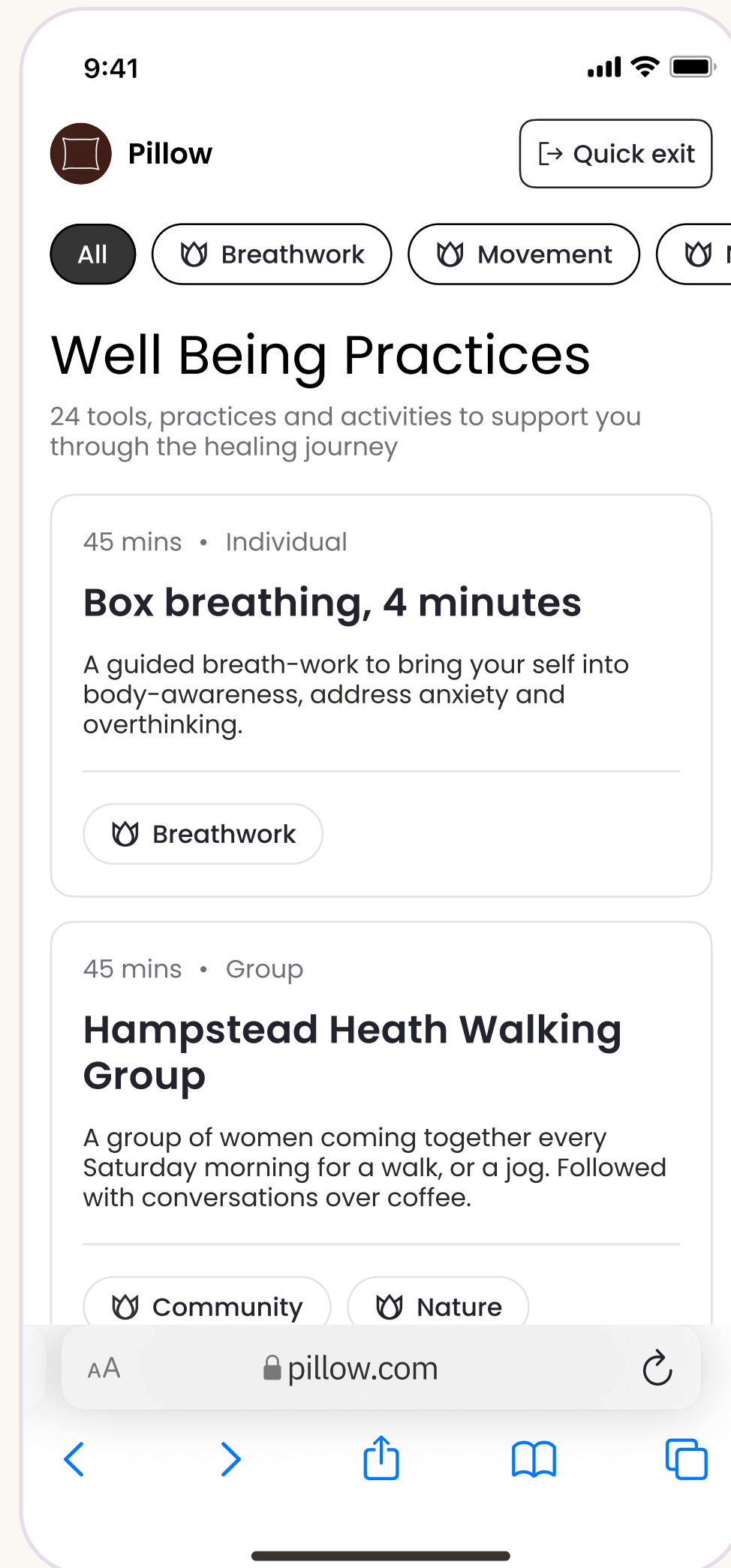
HARM

Unequal quality of service

Not every service listed elsewhere is safe or right for survivors.

How the design answers it

- Every resource is verified by Pillow community members
- Tagged by need, with a last-verified date
- “What is a verified resource?” explains how



SCREEN 7 OF 7 · WELLBEING

HARM

Depression

Healing can feel out of reach.

How the design answers it

- Small practices, each with its time and format
- Individual or group, at your own pace
- Built to promote hope and small wins

Applying the harms more deeply

Hope and small wins

Screens felt straightforward but lacked emotional connection. Celebrate each step: getting here is not easy.

Copy and accessibility

One voice across the flow, clearer labels like “Back to story”, and an accessible close button.

The “Do these help?” check

An early check that the results match, which also refreshes the list. We agreed a visual cue to show it.

Saving without an account

Pillow stays logged out by default. Saving is the survivor’s choice: download, or email to yourself.

Account creation

No screens yet: documented instead, using what the competitor review taught us about safe sign-up.

Resource detail

Tapping a resource would open its detail page. Out of scope for the pitch, so noted for later.

Sorting what matters for the pitch

With Julia and Khushbu, we sorted every change into three groups, and I took a more hands-on role to meet the deadline.

Critical need

- Onboarding before the home screen
- Home: voice-based or traditional
- Promoting hope and small wins

Strategic win

- Account creation concept note
- Detailed view of a resource
- UI design

Quick win

- Clear visual cues for resource feedback
- General copy updates and refinements

Closing milestone two

16 Oct

Internal review with the cohort team

25 Oct

Files to Therese for the pitch deck

28 Oct

Review meeting with Lesley

November

Lesley pitches the prototype

Iteration three and the pitch deck close the volunteering milestone.