**Software Projects Research Document**

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| **Assignment Tasks:** | **Assigned to:** | **Deadline** | **Progress** |
| 1. Group Report: Project Proposal | **All** | 15/10/2017 |  |
| 1. Group Presentation | **All** | 09/03/2018 |  |
| 1. Group Final Report and Implementation | **All** | 23/03/2018 |  |

**Weekly Tasks:**

***(Please see the weekly tasks and insert your research below the table, please can you include any references you use as we will need to make a bibliography for the report VIP)***

Week 2: The User Journey and User Involvement in the Project

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| **To Research:** | **Requirements:** | **Date due** |
| 1. Introduction | A short synopsis outlining the business, who we are targeting and why we are targeting those consumers. | 17 October 2017 |
| 1. Market Research / Competition | Market research on knife crime figures and the consequence of knife crime on communities and individuals. | 17 October 2017 |
| 1. Technical Requirements | What are the technical requirements needed in order to implement the idea. | 17 October 2017 |
| 1. Investment /Sustainability | How will the project be financed (charitable status, sponsorship from supermarkets etc.) | 17 October 2017 |
| 1. Pros / Cons | What are the pros and cons | 17 October 2017 |

**INTRODUCTION**

Since 2009 surveys have been conducted by the CSEW with children aged 10-15 in England and Wales gathering information on their experiences of crime in the previous 12 months. In the year ending March 2016. Their findings showed that 6.2% of 10-15 year olds knew of someone that carried a knife for their own protection. 4.2% of 16-29 years knew of someone that carried a knife for personal protection.[[1]](#footnote-1) The World Health Organisation (2017) states:

“interpersonal violence as the third leading cause of death and a leading cause of disability among people aged 10-29 years in the 53 countries of the WHO European region…Irrespective of country income, interpersonal violence disproportionately affects young people from deprive sections of society and males, who comprise of 4 to 5 homicide deaths. Numerous biological, social, cultural, economic and environmental factors interact to increase young people’s risk of being involved in violence and knife-related crime”.

The business proposal aims to help address the rising problem of knife crime by giving a young person access to a safety and prevention tool.

The safety alarm will be used by any young person that could and will be affected by knife crime (this list is not exhaustive), or as a prevention tool for young people that are in fear of gang involvement or reprisal. The app can be used by any person that has access to a mobile phone with GPS services enabled. The success of the app will only be possible if members of the young persons’ community (authorities such as police, teachers, parents etc.) can help influence and shape the mindset of the young person to make use of the prevention tool as and when is required.

**PERSONAS**

**Persona**:

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| **Persona** | Secondary school student |
| **Photo** |  |
| **Fictional name** | Jack Scott |
| **Job title /major responsibilities:** | Secondary school student |
| **Demographics:** | * 15 years old * Lives at home with his parents * Has a younger sibling * Studying for GCSE’s – grade A student |
| **Goals and tasks:** | A teenager studying for his GCSE’s, loves music, Xbox and football. Very popular at school but has had some altercations with students within his year group who are known to cause trouble. There has recently been a rise in knife related crimes amongst Jack’s age group in the local area which is of a concern to Jack, and he is considering not attending football practice on a Thursday evening for fear of being confronted by the group that are involved in the knife crime. |
| **Environment** | Jack is a competent user of mobile phone devices and carries his mobile phone everywhere he goes. He has access to WIFI and has apps that use GPS location services. |
| **Quote:** | “What will I do if I am approached by someone who threatens me with a knife?” |

**MARKET RESEARCH / COMPETITION**

There is currently a few apps on the market that can be used as a panic alarm as follows:

| **Type** | **Use** |
| --- | --- |
| [Red Panic Button](http://redpanicbutton.com/) | The app is used to send an SMS and email with the users GPS coordinates as per Google Maps which links you to your emergency contacts by using one button on your screensaver. |
| [bSafe](https://getbsafe.com/) | The app can alert your contacts when you have arrived at your destination safely. It can also be used as a safety alarm which when used will active video broadcasting using your GPS location and the information can be used by the police if necessary. |
| [SafeTrek](https://www.safetrekapp.com/) | SafeTrek is an app that enables you to alert the police if you are in an unsafe situation. When the app is launched there is a launch button that you activate with your thumb, if you release the button you have to enter a 4 digit code, if the code is not entered the police will be informed. |

**TECHNICAL REQUIREMENTS**

The app will need the following technical requirements:

* GPS location via google maps (tbc)
* Mobile platforms: Apple/Android
* Personal data.
* Data encryption software.

**INVESTMENT/SUSTAINABILITY**

In terms of financing, we would seek to secure funding by approaching government bodies to apply for monetary assistance in developing the product. We would also seek to applying for charitable status and ensure that all users can gain free access to the app so that no group is excluded from using it.

**PROS/CONS**

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| **Pros** | **Cons** | **Solutions** |
| Young people may feel they have a safety place to go to when they are in vulnerable situations | The young person may not want to use the app in fear that their friends may know that they have the app installed. | Make the app so that it is discreet, there could be an icon set by the user. |
| Parents can have peace of mind that their child has some sort of back up when they are out. | The app may use sensitive data so parents may have some concerns on exposure of their child’s sensitive data. | Ensure that only the appropriate authorities can access sensitive data. |

**BIBLIOGRAPHY**

World Health Organisation Europe. 2017. European Report on preventing violence and knife crime among young people. [ONLINE] Available at: http://www.cph.org.uk. [Accessed 15 October 2017].

<https://www.usability.gov/how-to-and-tools/methods/personas.html> [Accessed 15 October 2017].

<https://www.techlicious.com/tip/free-personal-safety-apps/> [Accessed 15 October 2017].

<https://www.google.co.uk/search?biw=1280&bih=608&tbm=isch&sa=1&q=teenager+using+mobile+phone&oq=teenager+using+mobile+phone&gs_l=psy-ab.3..0i30k1.122535.122535.0.122720.1.1.0.0.0.0.104.104.0j1.1.0....0...1.1.64.psy-ab..0.1.103....0.g-q1HYxZkek#imgrc=UMQyKtjfFZyurM>: [Accessed 15 October 2017].

Week 3: The Project Concept

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Week 4: Researching the Market & State of the Art

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Week 5: Conceptual Prototype

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1. ONS, Crime and Justice Offences involving the use of weapons, February 2017 [↑](#footnote-ref-1)