

Danger Zones

Attila T.

Project overview



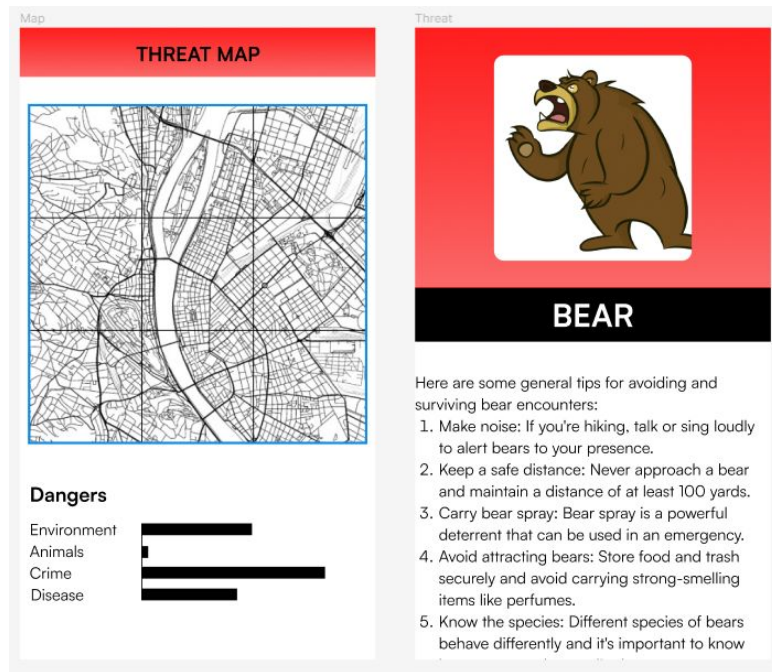
The product:

Danger Zones app is able to display threats based on the user's position.



Project duration:

2-3 weeks



Project overview



The problem:

Many people are afraid of things when going into new places, such as pickpockets, animals, flu outbreaks or seismic activity.



The goal:

Make an app that is able to warn the user.

Project overview



My role:

UX designer, possibly programmer in the future.



Responsibilities:

User research, wireframing, prototyping.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I used the low fidelity prototype to test the idea. I supervised the interviews.

Persona: **Julia**

Problem statement:

Julia is a french
middle-class woman
who needs data on crime
and covid
because France has
problems with crime.



Age: 25
Education: University
Family: A dog
Occupation: Finances

“Paris is getting dangerous!”

Goals

- check crime statistics
- real-time data on crime
- covid outbreaks

Frustrations

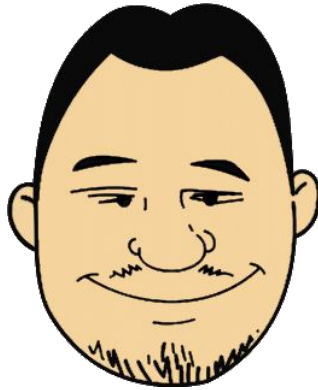
- no single app that
manages all dangers

Julia needs to check regularly for
unsafe areas in large cities.

Persona: Akira

Problem statement:

Akira is a Japanese pensionist who needs warnings about wildlife and seismic activities because he wants to survive Japan.



“Is Fukushima safe?”

Goals

- data about radiation levels
- data about earthquakes
- data about wildlife

Frustrations

- apps are hard to use these days

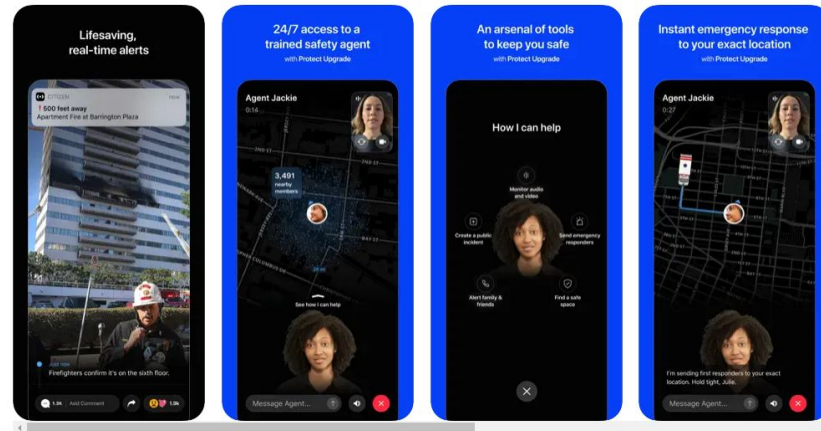
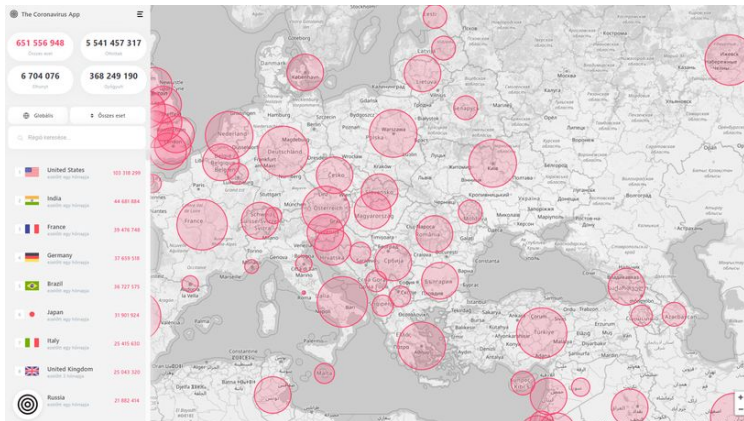
Age: 60
Education: Trade School
Family: None
Occupation: Construction

Darius wants to survive Japan, especially after seeing Godzilla.

Competitive audit

Citizen: Local Safety Alerts

Indirect competition, an app that let's local citizen see nearby threats. There is also a personal subscription included, called "Protect Personal".



The Coronavirus App

Indirect competition. Provides real-time data about the coronavirus. Very detailed but might be too complicated for the average user.

Ideation

I immediately created some wireframes in Figma. My idea was to create a map and a detailed list, which shows the nearest threats, then later test which page is used more.



Digital wireframes

There should be a simple screen about each threat with advices on how to prevent it.

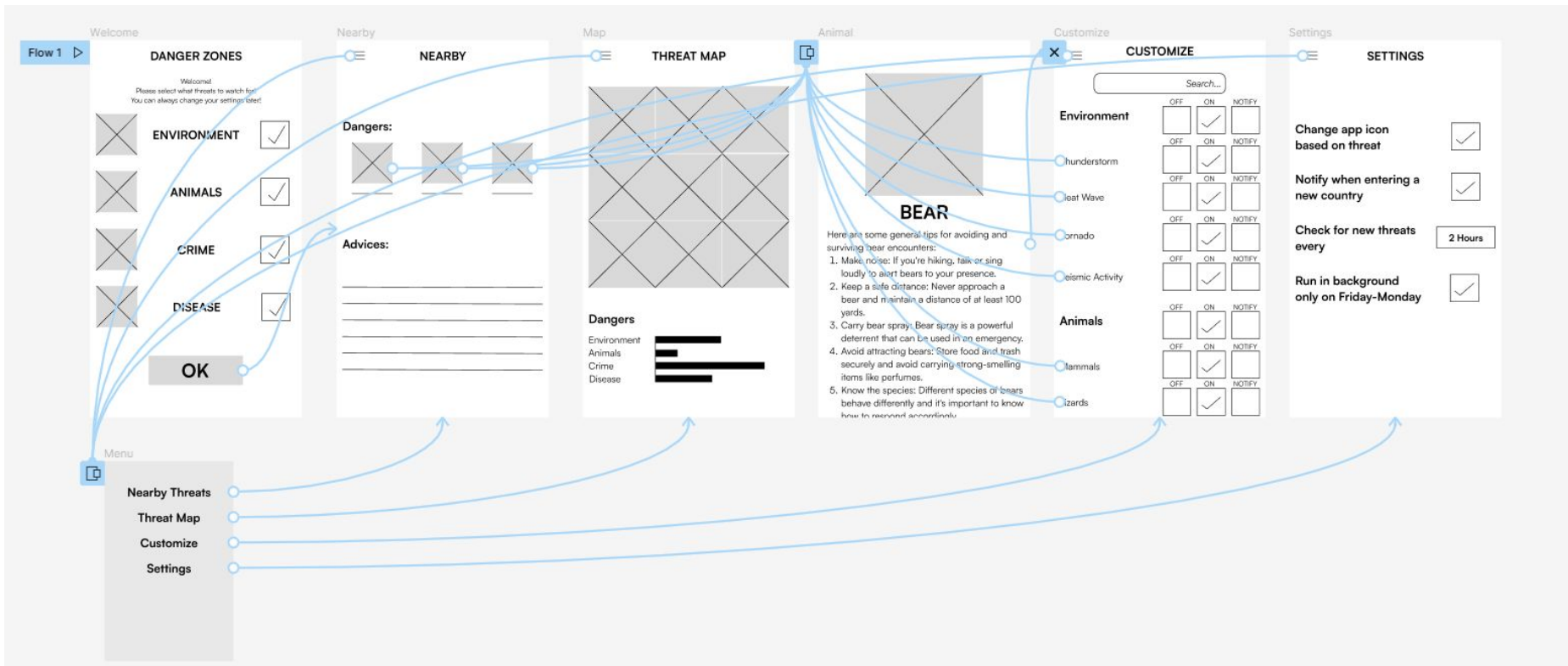
Threat image

Threat name

Advices



Low-fidelity prototype



Usability study: parameters



Study type:

Moderated usability study



Location:

Budapest, Hungary



Participants:

3 participants



Length:

10 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Map screen should be redesigned.

2

Finding

Search bar should be added.

3

Finding

App is easy to use and a good idea.

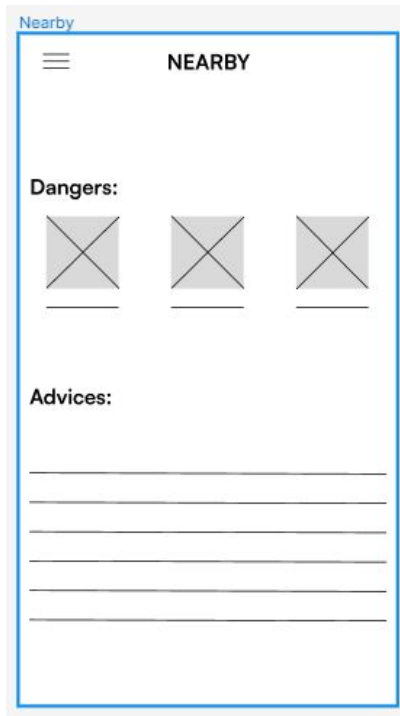
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

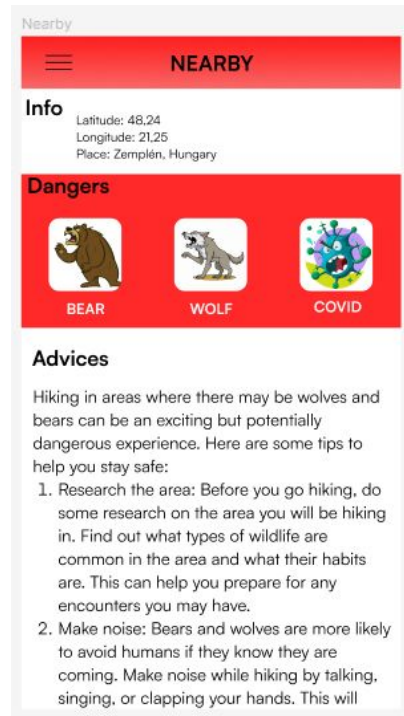
Mockups

I added the info tab for clarification.

Before usability study



After usability study



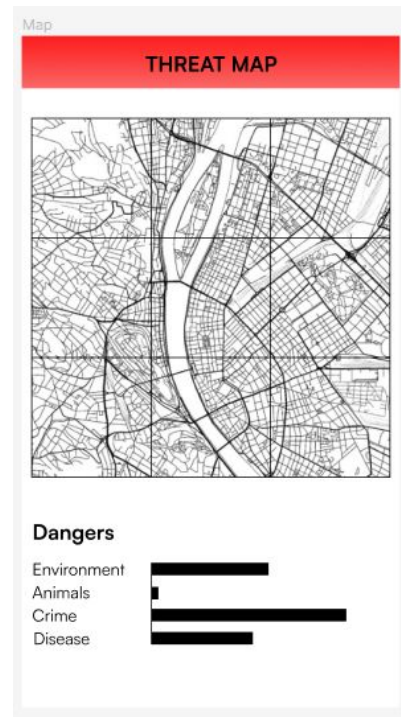
Mockups

This was redesigned, so users can better understand their and other areas they plan to visit.

Before usability study



After usability study



Mockups

Nearby



NEARBY

Info
Latitude: 48,24
Longitude: 21,25
Place: Zemplen, Hungary

Dangers


BEAR


WOLF


COVID


Advices

Hiking in areas where there may be wolves and bears can be an exciting but potentially dangerous experience. Here are some tips to help you stay safe:

1. Research the area: Before you go hiking, do some research on the area you will be hiking in. Find out what types of wildlife are common in the area and what their habits are. This can help you prepare for any encounters you may have.
2. Make noise: Bears and wolves are more likely to avoid humans if they know they are coming. Make noise while hiking by talking, singing, or clapping your hands. This will

Map

THREAT MAP



Dangers

Environment	
Animals	
Crime	
Disease	

Threat




BEAR

Here are some general tips for avoiding and surviving bear encounters:

1. Make noise: If you're hiking, talk or sing loudly to alert bears to your presence.
2. Keep a safe distance: Never approach a bear and maintain a distance of at least 100 yards.
3. Carry bear spray: Bear spray is a powerful deterrent that can be used in an emergency.
4. Avoid attracting bears: Store food and trash securely and avoid carrying strong-smelling items like perfumes.
5. Know the species: Different species of bears behave differently and it's important to know

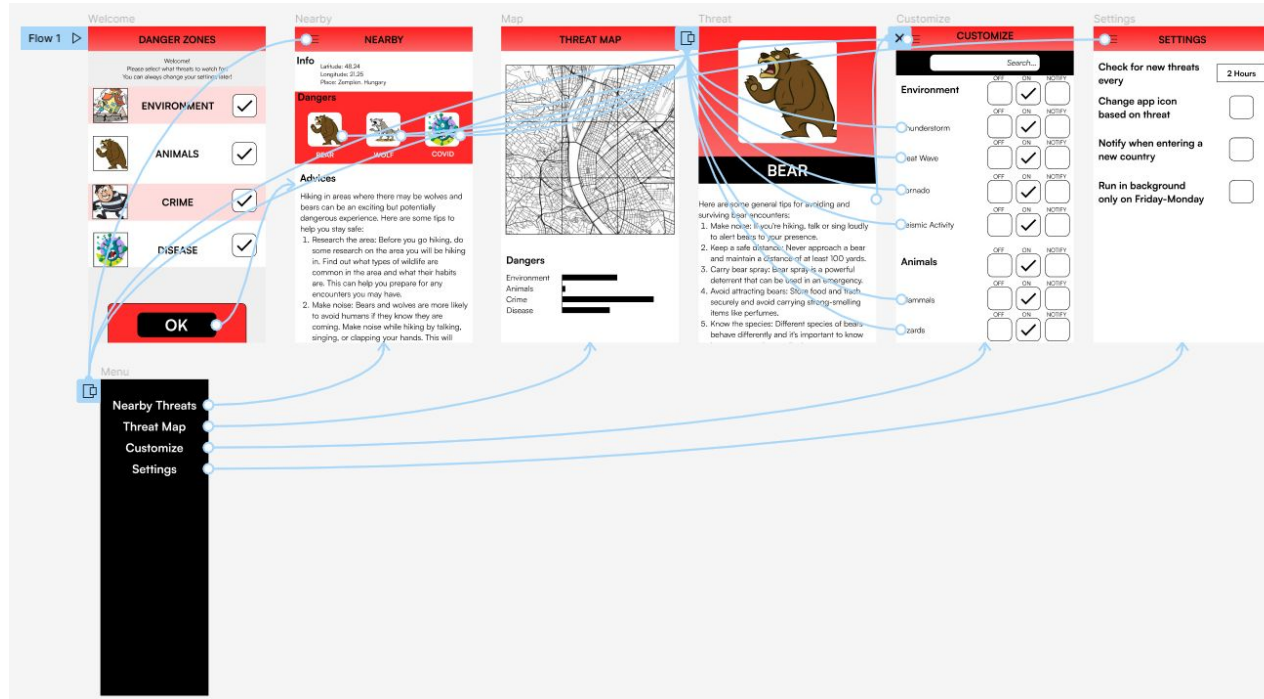
Customize



CUSTOMIZE

	OFF	ON	NOTIFY
Environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	OFF	ON	NOTIFY
Thunderstorm	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	OFF	ON	NOTIFY
Heat Wave	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	OFF	ON	NOTIFY
Tornado	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	OFF	ON	NOTIFY
Seismic Activity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	OFF	ON	NOTIFY
Animals	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	OFF	ON	NOTIFY
Mammals	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	OFF	ON	NOTIFY
Lizards	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

High-fidelity prototype



Accessibility considerations

1

Colorblind friendly design.

2

There should be several language options.

3

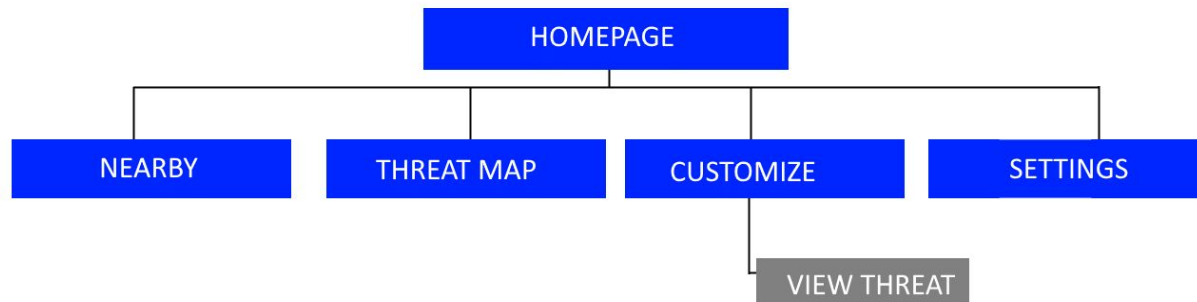
Big letters, when possible.

Responsive Design

- Information architecture
- Responsive design

Sitemap

Simple, yet efficient.



Responsive designs

Desktop



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iPad Pro 11" - 2



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Threat



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Hopefully, this will be a real app soon!



What I learned:

I started to experiment with darker design schemes and gradient colours.

Next steps

1

Develop the app.

2

Collect data and analyze
performance in real life.

3

Make a database based
on feedback.

Let's connect!



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