

ThoughtWorks®

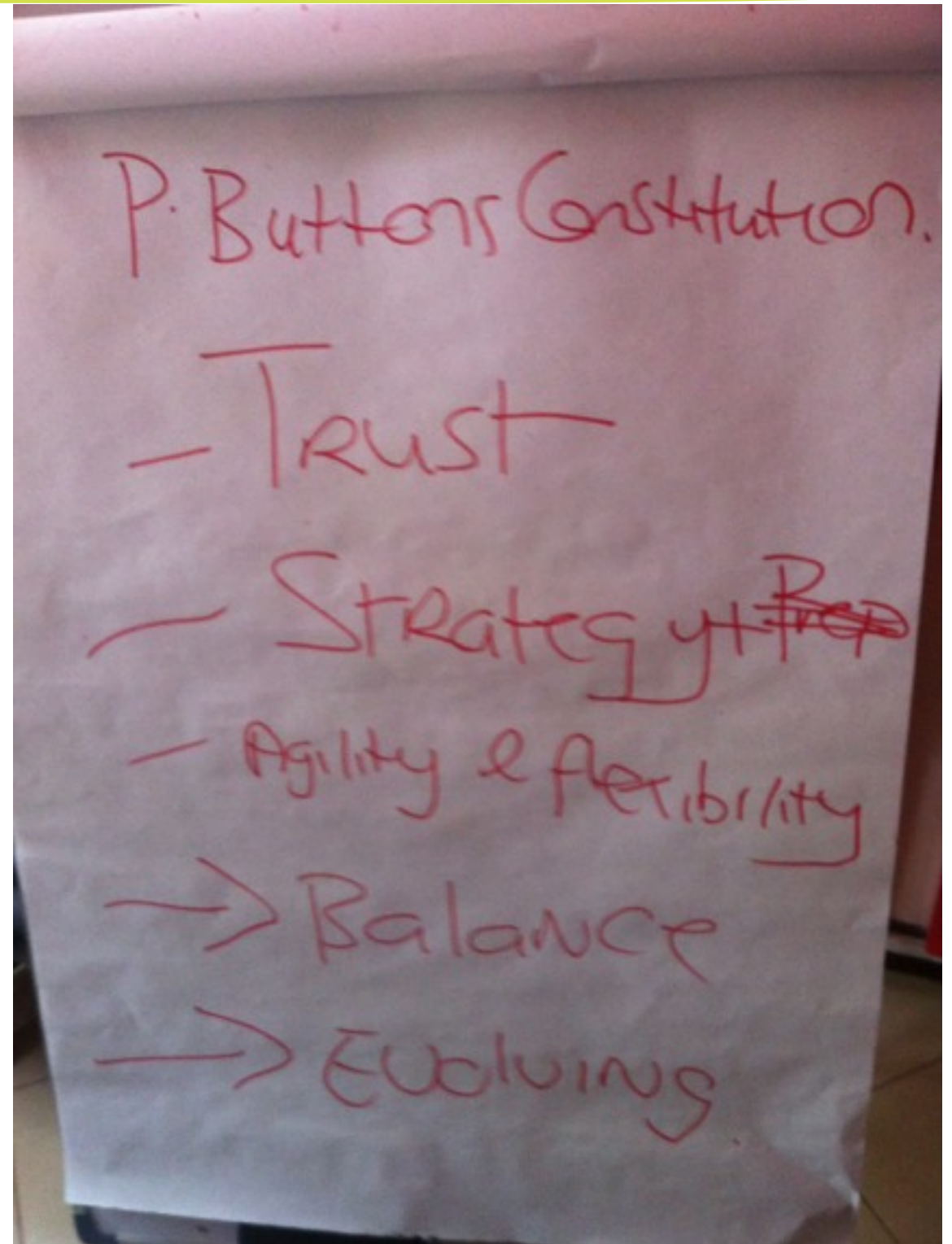
Panic Button

User Research Insights

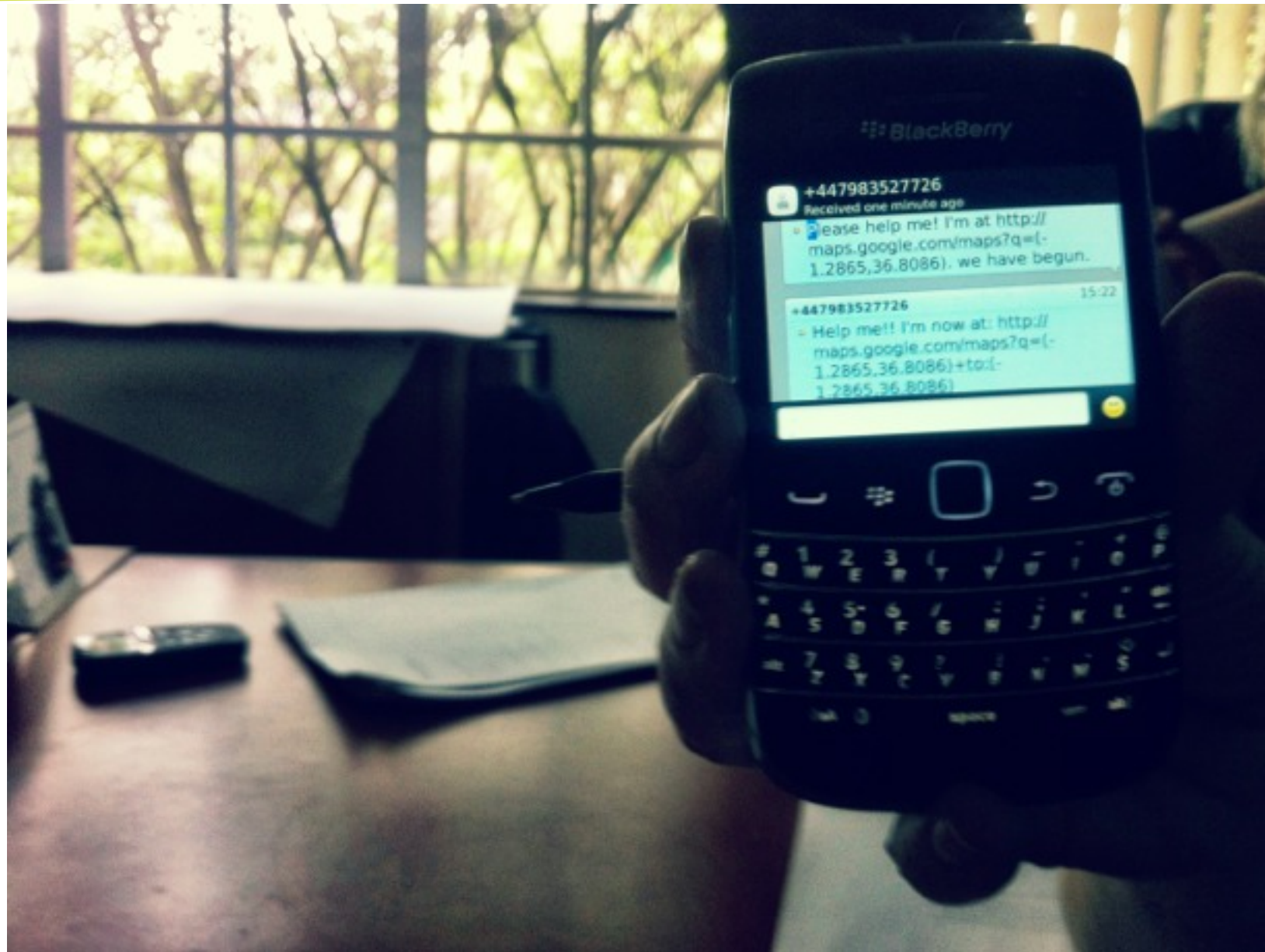


Overview

- * We were asked to build a disguised and encrypted “Panic Button” that allows all forms of activists to send a message with geolocation to a set of recipients
- * We collected ideas from activists and built relevant features. Focus was on working software.
- * App succeeds in sending messages along a map via Android.

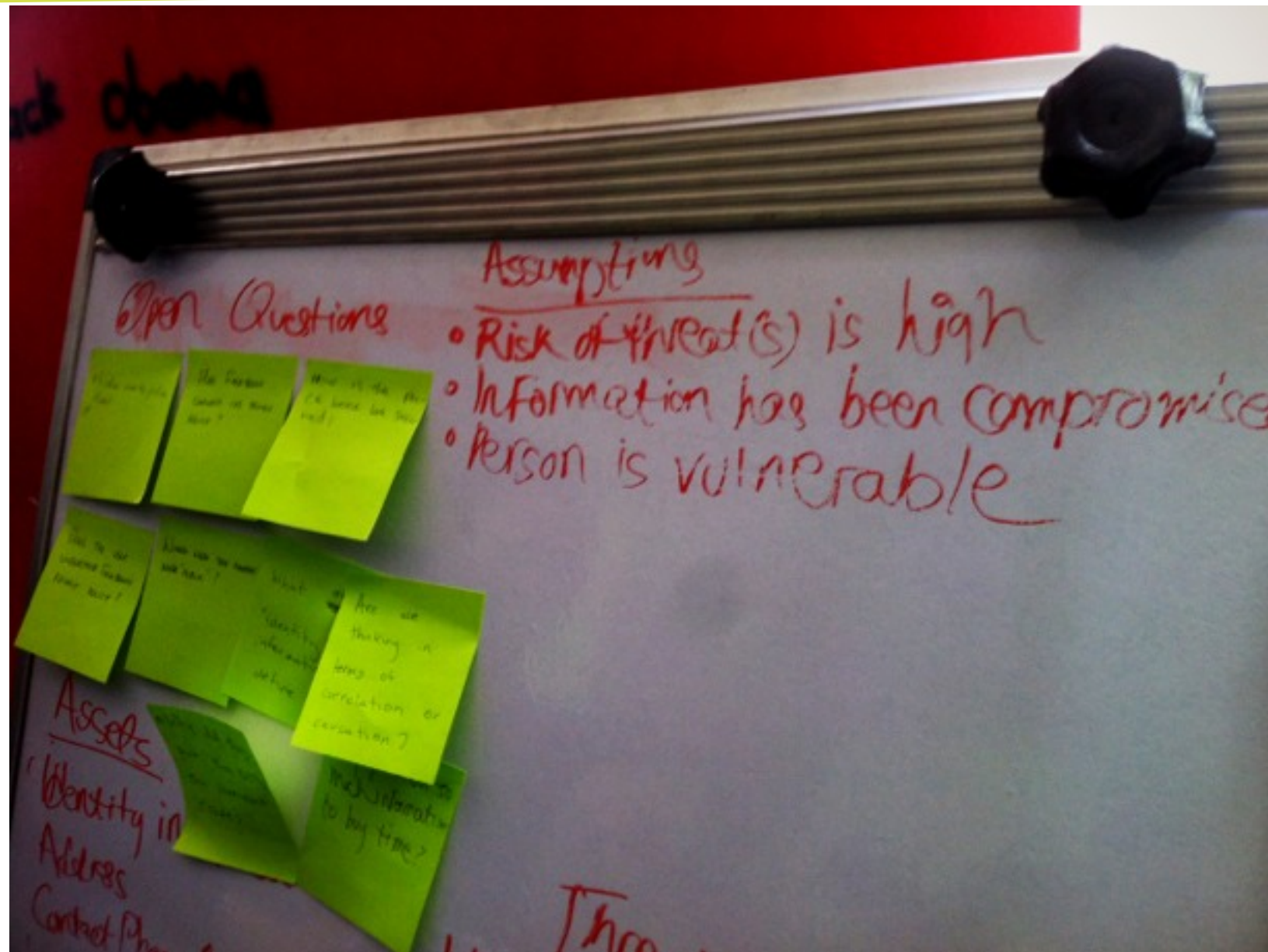


What's the current success?



Functioning Android prototype that tracks user on map.

What's the assumption?



Risk threat is high for all human rights defenders.

What tools do they utilize?



A mobile phone and a guardian network. Often one source, like a trusted lawyer or a legal support committee.

What did we learn?



Behavioural segmentation, functioning elements of app, way forward.

#1 Mobile is key



Mobile phones are on all activists at all times. They hide them in different places and have quick access.

#2 Smartphone usage varies.



Level of comfort with smartphone is on polar spectrum

#3 Concept works, but...



People knew how to program the application with relative ease but would need training on when & how to use.

#4 Use case may not currently fulfill needs



People already have a network and non-technical tools set up in place. Many users speak in code, e.g. “we have begun” so may not need super protection. It depends on the user.

#5 There should be one user per app.



field defender



media defender

Two very different types of users. What role does an application have for both?

What does a field defender need?



Training on mobile and best practices for digital security.

What does a human rights technologist need?



A button that could “wipe” a smartphone, make it seem as if the phone is dead in one click or connect them to a larger network like Twitter.

What don't we still know?



How activists in Middle East may use map tracking during kidnap situations or middle of the night raids.

ThoughtWorks®

Key recommendation



People before technology. Discover key use scenario and wrap functionality around that one persona's usage. There is no catch-all Panic Button.

Takeaways

- * Proceeding with current prototype means pairing down app to one “killer” functionality. We need to pivot.
- * Actual usage in field would allow us to learn and build more features.
- * Method of distribution will inform design decisions.
- * In current disguised form...
 - * app would need user guide.
 - * Back-end needs work on cancel.
- * If left be, the “success” would be workshops informing digital security training, i.e. illustrating how activists can use Panic Button even if they don’t have smartphone.

How can we help?

ThoughtWorks is a global custom software solutions consultancy trusted by many of the world's leading businesses with their most complex and critical systems. We deliver consulting grounded in delivery expertise, build custom applications and help organisations across all market sectors to drive IT efficiency – working to an exceptionally high standard.

Contact us

<Presenter Name>

<contact number>

<email>@thoughtworks.com

www.thoughtworks.com

