SafeHer

YOUR SAFETY. OUR PRIORITY

School Of Computing - Computing For Business

Students:

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Development Phase Process

Task ID	Task Name	Start Date	End Date	Progress	Predecessor	Resources
1	Partner Selection & Idea Development	2024-09-17	2024-09-23	100%		Sammy Joe, Devi
2	Repository Creation & Role Division	2024-09-24	2024-09-30	100%	1	Sammy Joe, Devi
3	Supervisor Selection & Business Model Development	2024-10-01	2024-10-07	100%	2	Sammy Joe, Devi
4	Ethics and Compliance	2024-10-08	2024-10-14	100%	3	Sammy Joe, Devi
5	Proposal Development	2024-10-15	2024-10-21	100%	4	Sammy Joe, Devi
6	Presentation Preparation & Code Development	2024-10-22	2024-10-28	100%	5	Sammy Joe, Devi
7	Stakeholder Presentation & Feedback	2024-10-29	2024-11-04	100%	6	Sammy Joe, Devi
8	Research, Planning, and Design	2024-11-05	2024-11-25	100%	7	Sammy Joe, Devi
9	Web Development - Core Features	2024-11-26	2025-01-20	100%	8	Sammy Joe
10	Web Testing and Refinement	2025-01-21	2025-02-17	100%	9	Sammy Joe
11	Web Integration & Finalization	2025-02-18	2025-03-10	100%	10	Sammy Joe
12	Mobile App Development - Setup & Design	2024-11-26	2024-12-23	100%	9	Sammy Joe, Devi
13	Mobile App Development - Core Features	2024-12-24	2025-02-17	100%	12	Sammy Joe, Devi
14	Mobile Testing and Refinement	2025-02-18	2025-03-17	100%	13	Sammy Joe, Devi
15	Mobile Integration & Finalization	2025-03-18	2025-04-07	80%	14	Sammy Joe, Devi
16	Integration & API Development	2025-02-18	2025-03-17	100%	13	Sammy Joe, Devi
17	Testing & QA	2025-03-18	2025-04-18	60%	14	Sammy Joe, Devi
18	Project Report Delivery	2025-04-18	2025-04-18	60%	17	Sammy Joe, Devi
19	Launch Preparation & Deployment	2025-04-20	2025-05-05	0%	18	Sammy Joe, Devi
20	Project Presentation	2025-05-06	2025-05-06	0%	19	Sammy Joe, Devi
21	Project Expo	2025-05-07	2025-05-07	0%	20	Sammy Joe, Devi

December 2024

Initial Prototype Development

Project began with django a django only prototype to establish the foundational functionalities before integrating advanced features.

March 2025

Frontend Transition to React

Significant Transition to react for frontend was made to enhance user interface dynamics and performance.
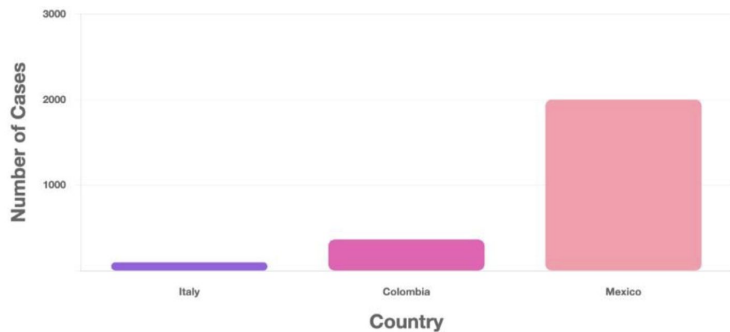
April 2025

Testing Phase

Testing was conducted across a phone and laptop to ensure security, usability and reliability throughout development.

May 2025

Documentation - Expo

The Problem

Reported Femicide Cases by Country (2024)

COUNTRY	REPORTED FEMICIDE CASES
Italy	100
Colombia	365
Mexico	2,000

Data Source: Government and NGO Reports, 2024

Growing Safety Concerns
Addressing the increasing issues of personal safety, particularly for women.

Similar Apps
Lack real-time support, predictive intelligence, and discreet emergency tools.

Innovative approach to personal security
Focuses on prevention and preparedness, using advanced technology to enhance safety.

Who is SafeHer For?

Primary Users:

Women (18–45)

Nightshift & Gig Workers

Elderly Individuals

Students

Secondary Users:

Parents tracking teens or children.

Nonprofits & Advocacy Groups

Corporates & Universities

SafeHer Features

Comprehensive Safety Toolkit for users

Safeher includes tools like real time tracking, alerts and a hazard reporting system, tailored for user safety in various Scenarios.

User centric Design principles

Focuses on intuitive usability and discreet functionality to cater for diverse safety needs.

Adaptive Feature for personalisation

Customisable setting allows users from varied backgrounds to tailor features according to personal priorities and environments.

Community driven Updates

Contribute via hazard reporting,catering to unique personal situations.

More About Features

1 **Proactive Alert Systems and Emergency Response Features**

Provide essential tools like live location sharing and periodic check ins to ensure safety during travels.

2 **Self-Defense Tutorials & Emergency Guidelines**

Quick tips and videos to help users stay safe and react confidently.

3 **Hazard Reporting Mechanism**

Allows real time updates on potential dangers, enhancing public awareness.

4 **Stealth Mode for Risky Situations**

Disguises the app to let users access safety tools without drawing attention.

Privacy, Ethics & Safety

"Trust is our foundation — SafeHer is built to protect you, not profit from your data."

1 **End-to-End Encryption**
All communication and location data is encrypted, ensuring confidentiality and tamper protection.

2 **GDPR Compliance**
Fully aligned with global privacy laws. Users can request data deletion or opt out of tracking anytime.

3 **User-Centric Data Control**
Users choose what is shared, when, and with whom.

4 **Anonymous Hazard Reporting**
Users can submit safety incidents without revealing personal details

Potential Risks and Mitigation Strategies

1 **Data privacy & misuse**
Data encryption, user-controlled permissions

2 **Legal non-compliance (GDPR/CCPA)**
Regular audits, consent-first architecture

3 **Low user adoption**
Incentives, partnerships with NGOs and universities

4 **Battery & GPS drain**
Adaptive update frequency, power-saving features

Market Strategy

Phase 1 - Pilot and Validation

- ❖ Partner with **universities** and **women's shelters** for beta testing.
- ❖ Gather real-time feedback via Surveys and refine based on real usage.

Phase 2 - Urban and Institutional Launch

- ❖ Target **cities with high rates of harassment/femicide**.
- ❖ Collaborate with **NGOs**, student unions, and **corporate HR teams**.

Phase 3 - Scale and Global Rollout

- ❖ Localize for international regions (language + legal safety norms).
- ❖ Integrate with **smartwatches and city alert systems**.
- ❖ Expand through **B2B licensing and grants**.

Financial Projections

Revenue Model Structure

SafeHer's financial growth is driven by scalable subscription plans, safety-focused enterprise solutions, and ethical brand partnerships.

- ❖ **Freemium:** Basic safety alerts, hazard map (Free)
- ❖ **Basic (€9.99/mo):** Live tracking, check-ins, emergency alerts
- ❖ **Premium (€19.99/mo):** AI alerts, fake call, stealth mode
- ❖ **Enterprise:** Bulk licensing for schools, workplaces, NGOs

Cost Analysis and Resource Allocation

SafeHer's funding focuses on secure development, user acquisition, and legal compliance to support public trust and scalability.

- ❖ **30%** Development (AI features, wearable integration)
- ❖ **25%** Marketing (targeted user growth)
- ❖ **15%** Security & Compliance (GDPR, testing)
- ❖ **10%** Customer Support (real-time help)
- ❖ **10%** Partnerships (institution onboarding)
- ❖ **10%** Operations (hosting, admin tools)

Three Year Financial Forecast

SafeHer's financial outlook shows steady, scalable growth. With tiered subscriptions and enterprise deals, the app shifts from early losses to profitability by Year 2—driven by growing global demand for safety tech.

- **Freemium model fuels early adoption**, upsell to premium
- **Enterprise partnerships** drive recurring institutional revenue
- Market for safety apps projected to hit **€2.4B by 2032**

Three-Year Financial Projection

Category	Year 1	Year 2	Year 3
Basic Plan Revenue	$59,940	$239,760	$599,400
Premium Plan Revenue	$47,976	$239,880	$719,640
Enterprise Licensing	$25,000	$75,000	$150,000
Total Revenue	**$132,916**	**$554,640**	**$1,469,040**
App Development	$80,000	$100,000	$130,000
Marketing & Outreach	$40,000	$70,000	$120,000
Cybersecurity & Compliance	$25,000	$40,000	$60,000
Customer Support	$15,000	$30,000	$55,000
Legal & Institutional Partnerships	$10,000	$20,000	$45,000
Operational Costs	$8,000	$15,000	$15,000
Total Expenses	**$178,000**	**$275,000**	**$425,000**
Net Profit	**- $45,084**	**$279,640**	**$1,044,040**

Why Safeher Wins?

Competitor	Pricing	Key Differences
bSafe	$9.99/mo	Lacks user-based alerts & stealth mode
Noonlight	$10/mo	Only offers emergency alerts, lacks hazard reporting
Life360	$14.99/mo	Designed for family tracking, not personal safety
SafeHer	**$9.99 - $19.99/mo**	**Crime hazard alerts, stealth distress signals**

Feature	SafeHer	bSafe	Noonlight	Life360
User-Based Crime Alerts	Yes	No	No	No
Stealth Distress Signals	Yes	No	No	No
Real-Time Hazard Alerts	Yes	No	No	No
Live Location Sharing	Yes	Yes	Yes	Yes
24/7 Emergency Dispatch	Yes	Yes	Yes	Yes
Family & Friend Alerts	Yes	Yes	Yes	Yes
Safety Check-Ins	Yes	Yes	Yes	Yes
Panic Button	Yes	Yes	Yes	Yes
Geofencing for Safety Zones	Yes	No	No	Yes
Anonymous Reporting of Unsafe Areas	Yes	No	No	No

Technical Architecture and Security Measures

Client server Model

- React frontend ensures quick, intuitive access to safety tools
- Django + Django REST backend securely manages data and user workflows

API Integrations

- Google Maps API for **real-time tracking**, safe zones, and hazard alerts
- OpenAI API powers **AI-driven safety tips** and user support chatbot

Real-time Communication

- Emergency Alerts triggered and delivered instantly

Data Protection Strategies

- GDPR Compliance
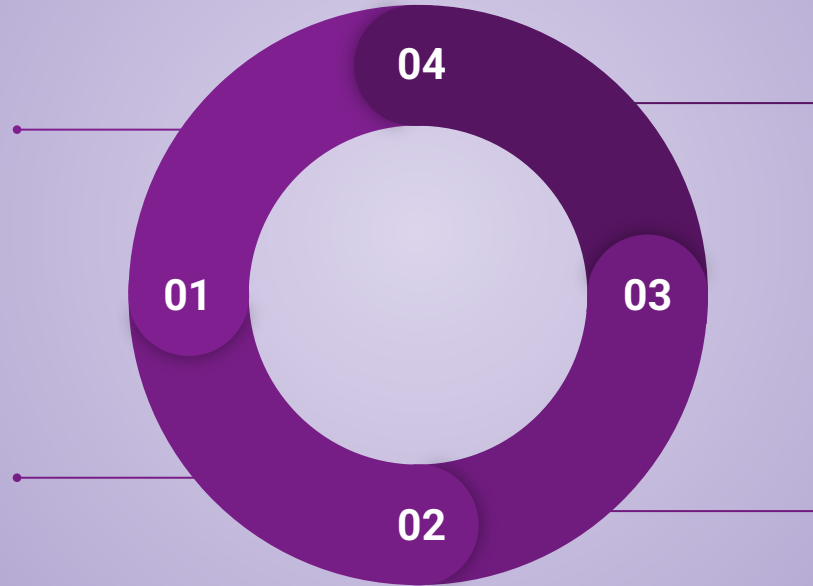- Location data and auto delete after 7 days

Performance and Scalability Requirements

System Responsiveness

SOS alerts and location updates are delivered within **2–5 seconds**, ensuring fast emergency communication.

Iterative Improvement

Core features have achieved a **98% success rate** through continuous testing and real-world user feedback.

Scalability Enhancement

The platform is engineered to support up to **10,000 users concurrently**, with a roadmap toward cloud auto-scaling as adoption grows.

Cross Platform Compatibility

SafeHer is fully optimized for **iOS and Android**, offering a seamless experience across all major mobile devices.

04

01

03

02

What Our Users Say

Real Voices from Our Community

It makes me feel like I'm not walking alone anymore."
- Survey participant, F, Dublin

"The fake call is a great tool. I'd pay for this no problem."
- Beta tester, F, Italy

"Community hazard reporting is a great idea for big cities."
- Beta tester, F, Italy

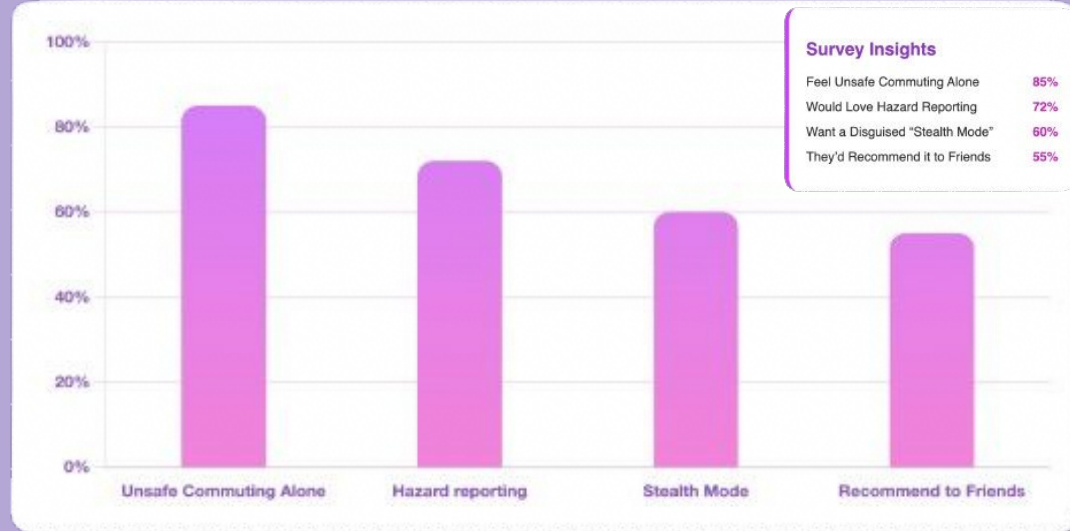"This would be invaluable for my daughters, especially the check-in feature."
- Survey participant, M, Ireland

"I want my granddaughters to have this. It's intuitive and reassuring."
- Survey participant, M, Italy

"The disguised interface makes me feel safer using it in public."
- Beta tester, F, Spain

Survey Insights

Feel Unsafe Commuting Alone	85%
Would Love Hazard Reporting	72%
Want a Disguised "Stealth Mode"	60%
They'd Recommend it to Friends	55%

Bar chart axis: 100%, 80%, 60%, 40%, 20%, 0%

Categories: Unsafe Commuting Alone, Hazard reporting, Stealth Mode, Recommend to Friends

SafeHer's Vision and Future Goals

Achievement Overview

SafeHer empowers users with **discreet, intelligent safety tools**, bridging real-time tech with real-world protection.

Global Safety Innovation

Builds a **user-powered safety network** where individuals report hazards and share updates, creating safer communities through shared awareness.

Development and Expansion steps

Scale globally with multilingual support and wearable integration.

Dockerization for scalability and easier deployments.

Cloud Migration AWS planned to support a larger user base.

PostgreSQL Implementation to enhance performance.

Reflection and Team Experience

Management

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- ❖ GitLab/Google Drive
- ❖ Dividing the Work
- ❖ Communication
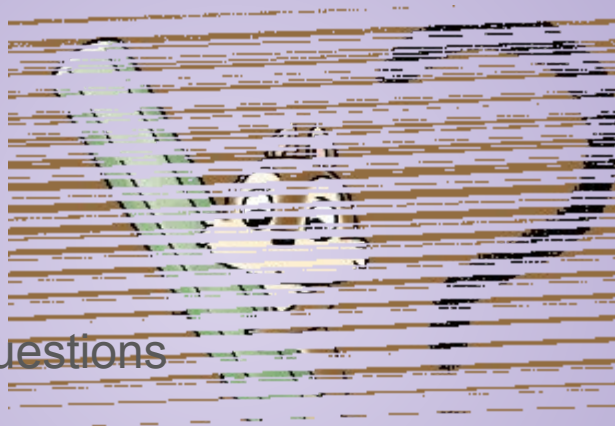- ❖ Helpful Discussion with an Industry Professional

Problems and Learning

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- ❖ Tools hard to use at first
- ❖ It was tricky to combine work
- ❖ Time management was tough
- ❖ Coding
- ❖ Communication with Supervisor
- ❖ Ethic Form

Reflection

→

- ❖ More time planning the app
- ❖ Set mini-deadlines to stay on track
- ❖ Time to learn about the tools
- ❖ Test things more often

Any Questions