

Living inside the Problem

Discovering what is so

- Access
 - A way of getting to something
 - Freedom to obtain or make use
 - An increase by addition
- Metro Parks – Area around a City
- Parks
 - A piece of land used for pleasure & exercise
 - A piece of land used as a way to protect plants & animals

Pain Points

PERCEIVED OBSTACLES

- TRANSPORTATION
- INFORMATION @ LOCATION
- SAFETY.



unspoken fears
blocks my access.
which means I'm not
free to choose from
all that MetroPark's
has to offer.

It's Just Water

- Visualize goldfish in a bowl

My Experience

- Visualize hanging out with Budda

Bucking the status quo

- It's just the way it is, but you know what?

I'm tired of that because....

I want to be in the moment

- Visualize a woman jogging (with clothes on)

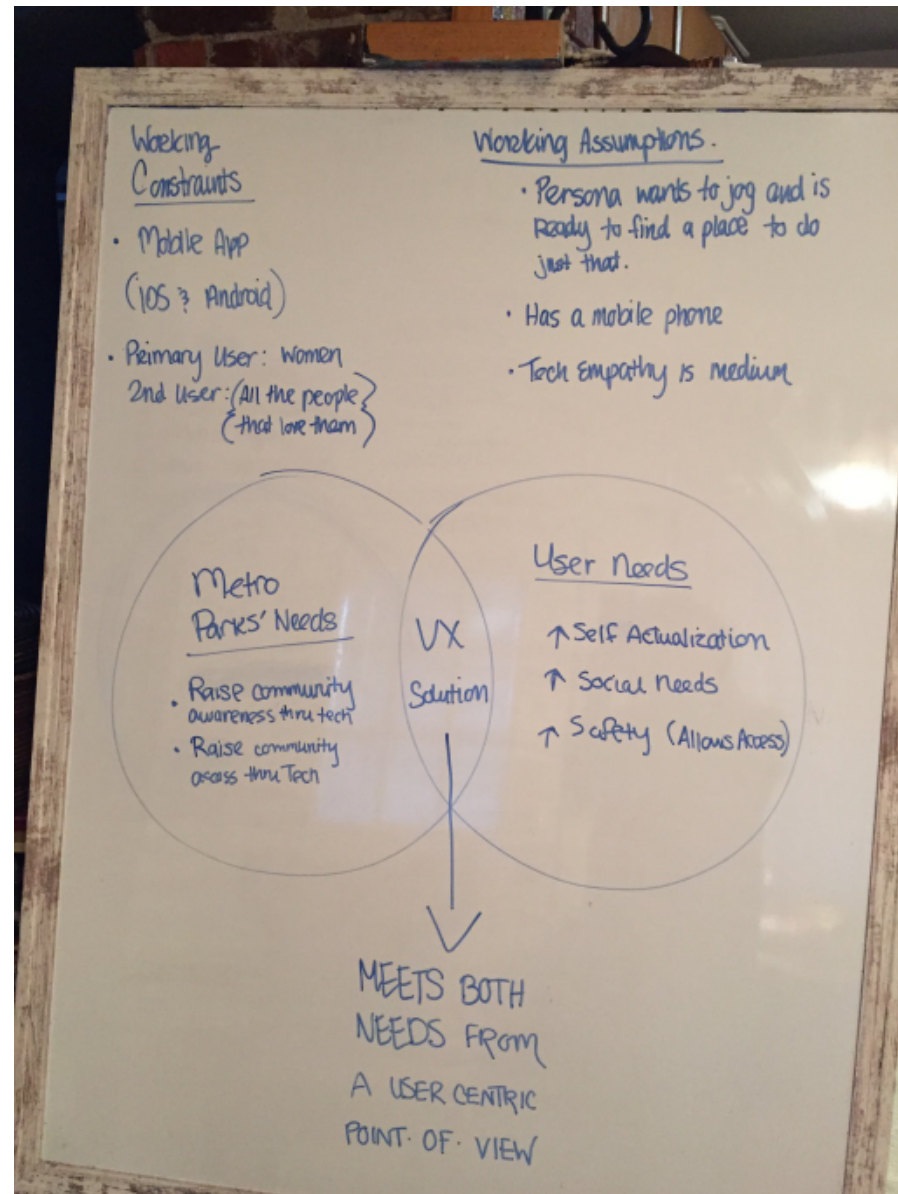
The main obstacle

- The main obstacle to my access of Metro Parks trails is SAFETY.

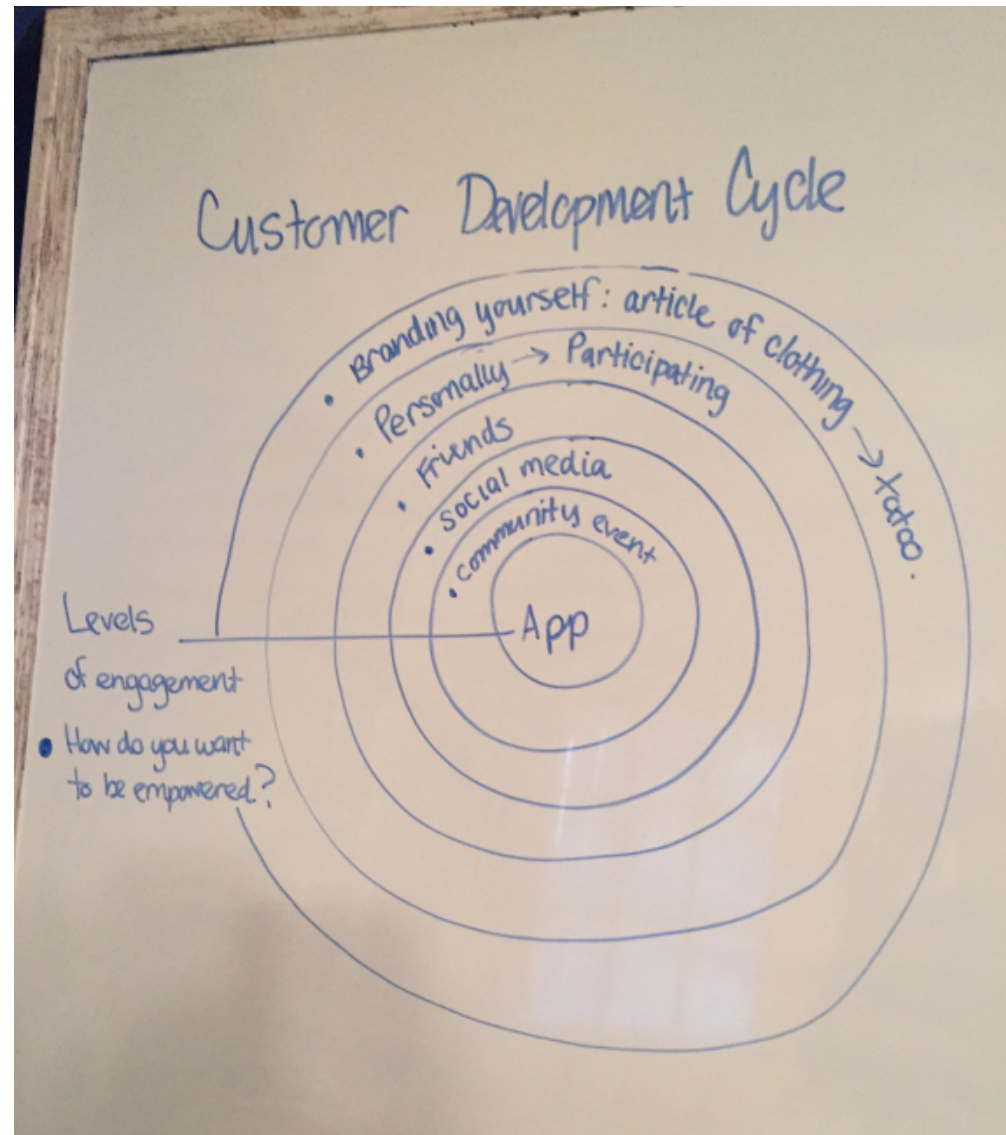
An App is born

- FLOC - An App that creates safety in numbers that creates safety through real time information about other Flockers (people) on the trail.

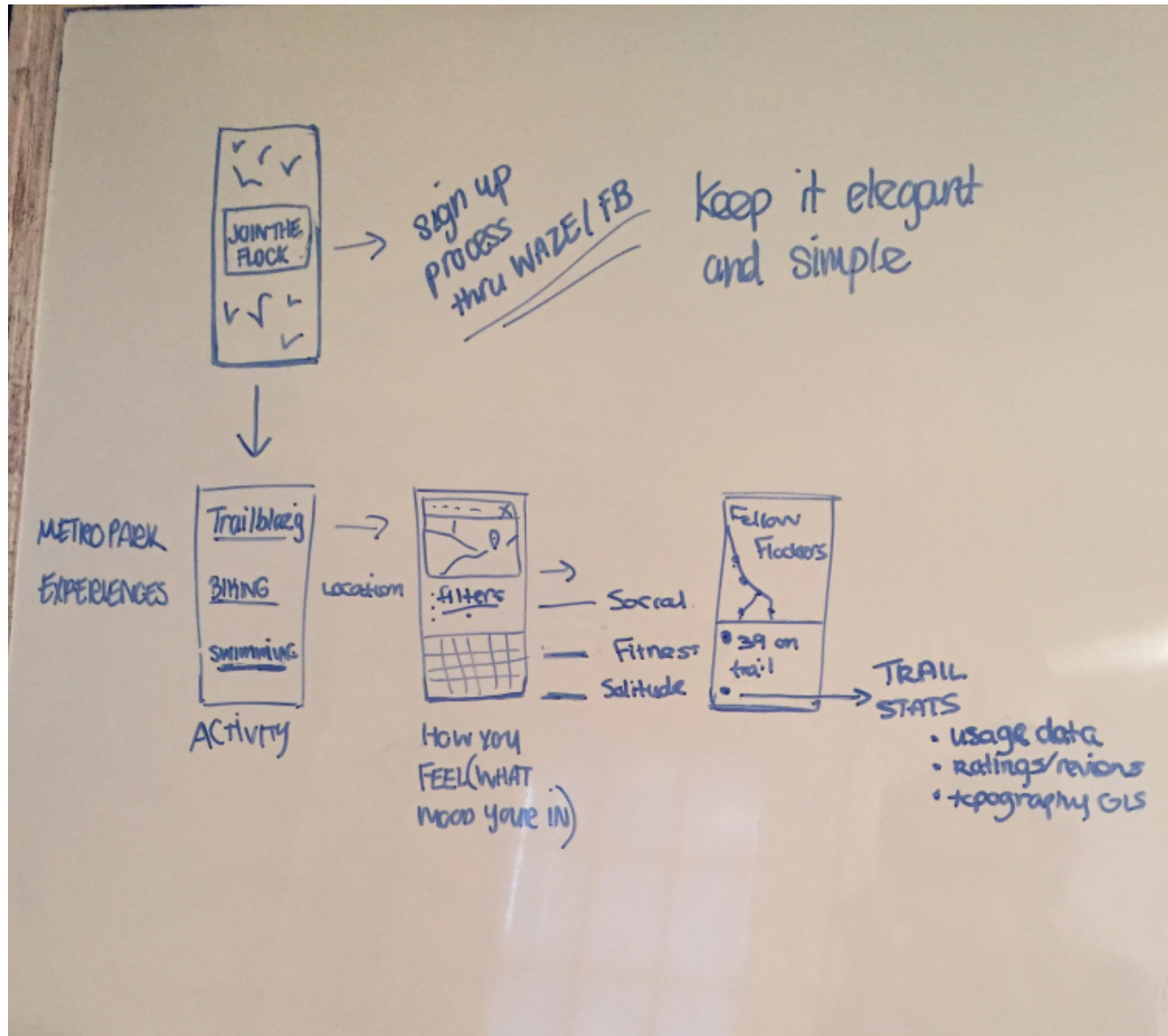
UX Solution



Engagement



The Model



Next Steps

- Research
- Analysis
- Creation of artifacts
- Prototype
- Development

Next Steps – Long Haul

- Values based – Respect/Integrity
- Scalable – 20/80
- Builds community awareness
- Demonstrates Leadership
 - A way to act out empowerment
- Changes the narrative of how women interact with their environment