

An abstract painting featuring thick, expressive brushstrokes in vibrant colors like blue, green, red, yellow, and purple. These strokes are layered and swirling, creating a sense of movement. A prominent black arrow points from the center of the colorful area towards the right edge of the frame. The background is a textured, greyish-white surface.

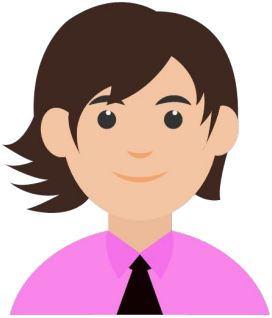
*"Inclusion in the public sphere is the foundation for dynamic and equitable societies"*

*~ Desmond Tutu*

# Problem

- *Public spaces are meant to be open, inclusive and democratic, but today we see **physical, social and cultural barriers**.<sup>[1]</sup> Marginalized communities face barriers like safety concerns, improper infrastructure, discrimination etc.*
- *There is **no information on whether a place is safe and accessible** for a minority group*
- *Decision makers and service providers do have an idea about how different regions are **lacking in terms of inclusivity***
- *The lack of facilities to access, live and enjoy the public space often **isolate communities**, limiting their freedom to engage into the public sphere. Thus the **community suffers**<sup>[2]</sup>*

# Personas



*Rita | Identifies as Male*

- Goes to a restaurant and *faces discrimination*
- *Voices their experiences* to create awareness



*George | Urban Planner*

- Works in Illinois *Urban Planning*
- Wants to *improve public parks'* facilities and safety

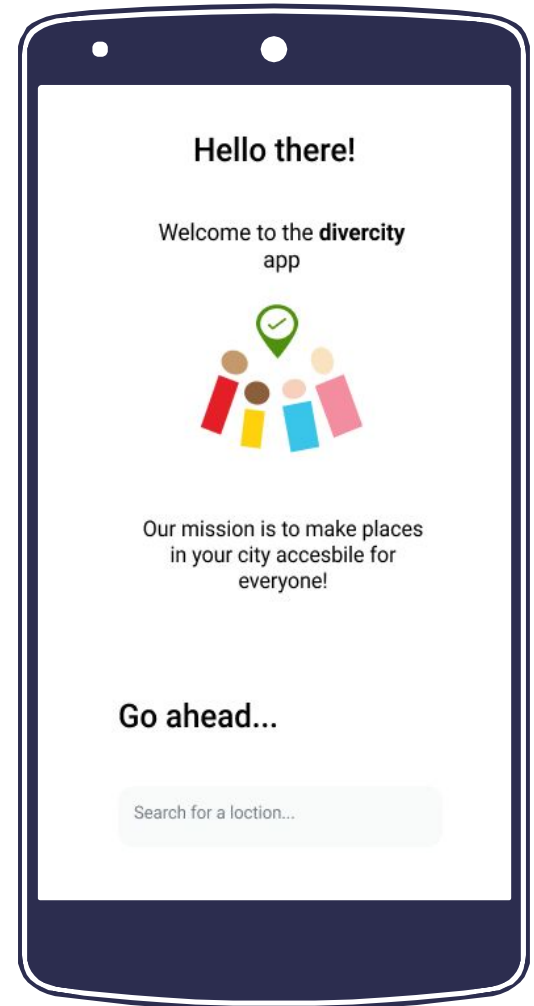


*Jennifer | Restaurant Owner*

- Wants to create an *inclusive environment* in their cafe
- Notices a *decline in African American visitors* at their cafe

# Solution

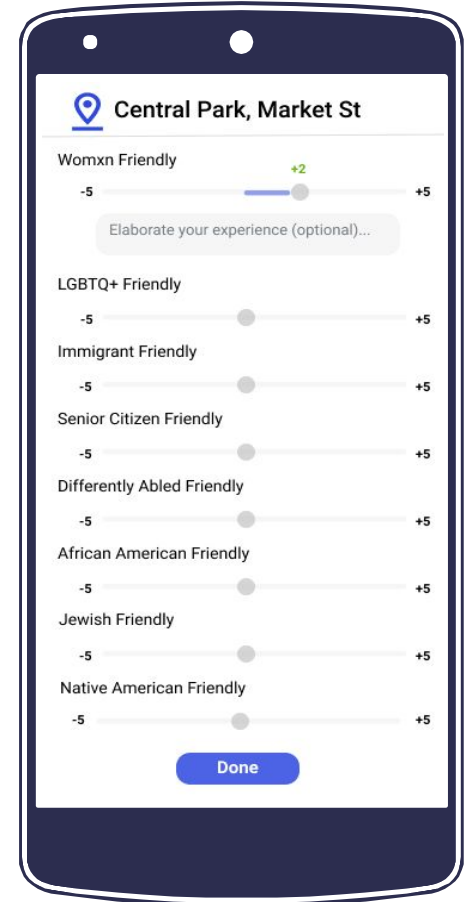
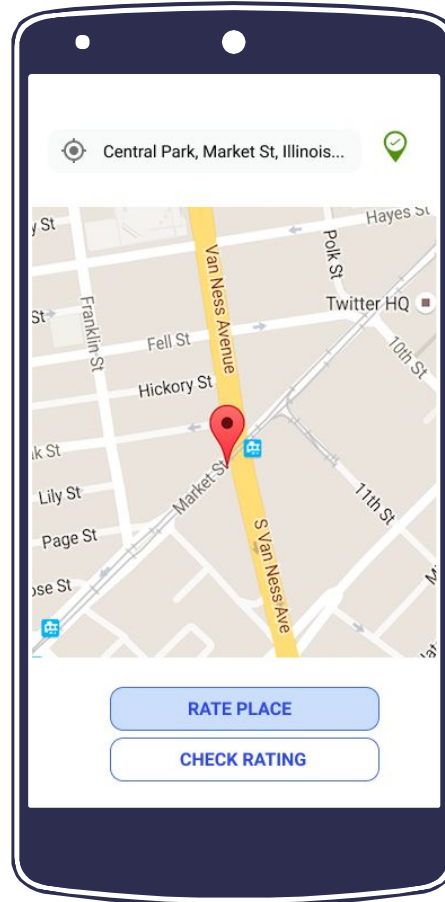
- Through a democratized **rating system** for **urban spaces** (**parks, streets, markets, restaurants, commercial complexes etc.**), we aim to provide a platform to help marginalized groups voice their concerns and share their experiences **anonymously** while at the same time check how safe it is for them to visit a place
- Thus creating a **feedback loop** that brings about a shift in behaviour, alerts the authorities and stakeholders to take **decisive action**



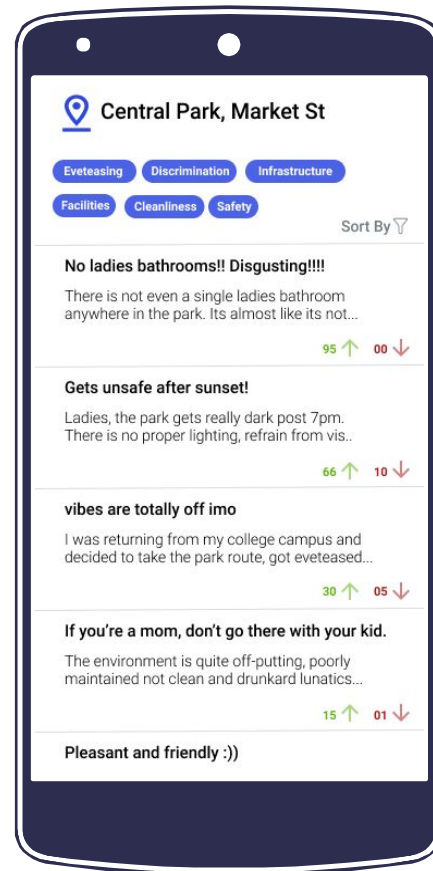
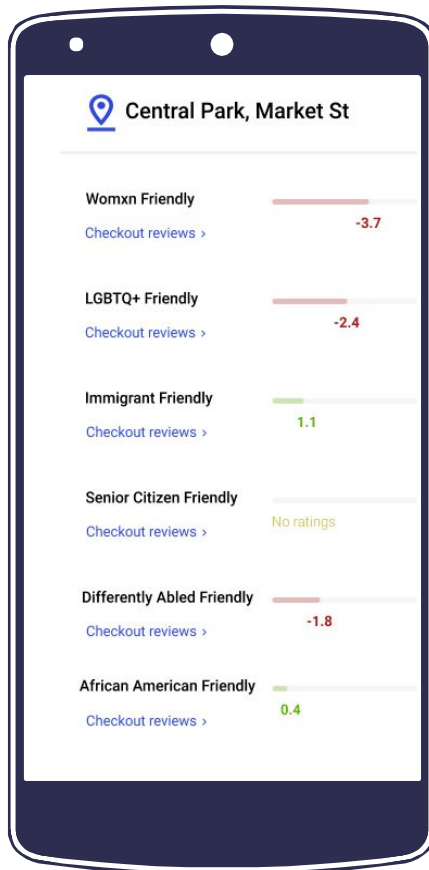
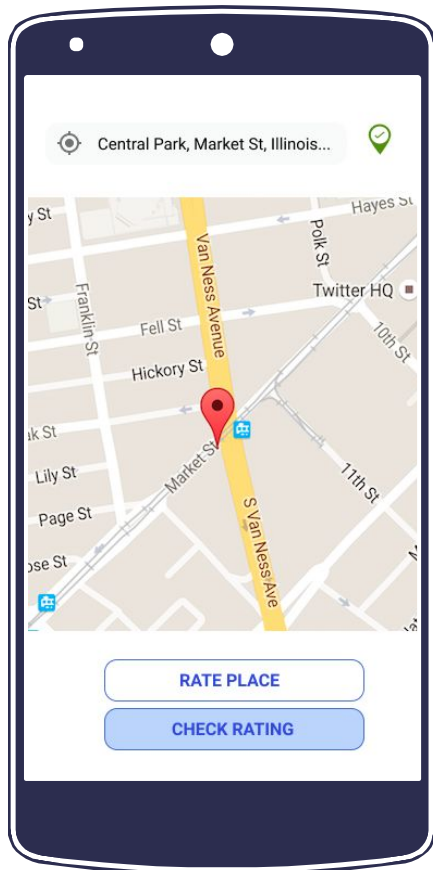


# Key Features

- **Give** ratings and reviews anonymously
- **Check** ratings and reviews for places in the city



# Key Features

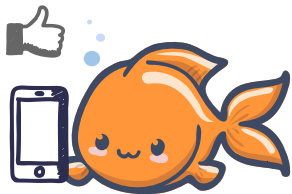




*Product Demo*



# Workflow



Fishy visits their favourite bar and rates it



Ratings are saved in the backend DB indexed by the timestamp & location.

Mousey has to grab dinner at late hours without feeling unsafe, so they check the ratings of nearby restaurants

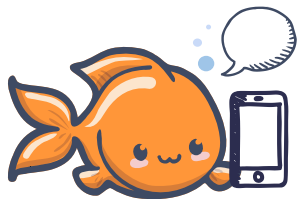


In the backend, all the individual ratings for a location are aggregated





# Workflow



If fishy feels comfortable doing so, they can leave a review in addition to their rating, which is stored with the ratings

On Mousey's end, the app will fetch all reviews under a certain group for a certain location



The filter operation is facilitated by tags that are derived from the reviews themselves by a sophisticated process



Additionally, the data collected over time can be used to present summary visualizations in the dashboard using various analytics tools.

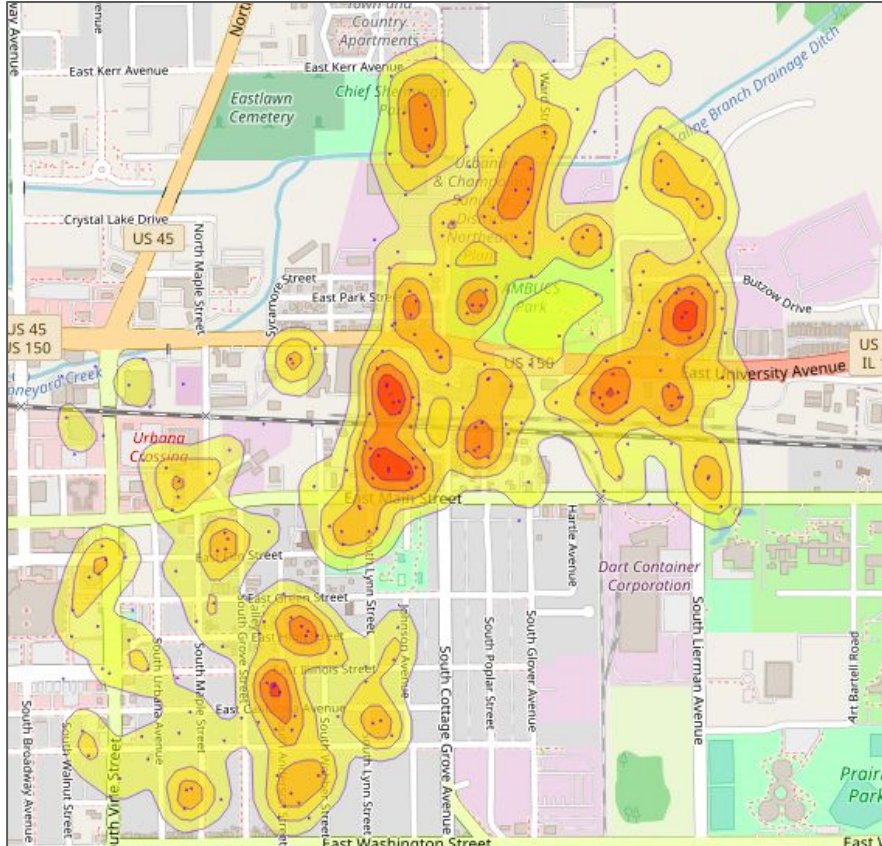
# Data and Privacy

Given that *racial ethnicity and gender identities is highly sensitive information*, we ensure that all citizens enjoy full discretion about their data hence we avoid storing any personal information

- Anonymity (*no sign up required*)
- *No location permission*, geolocation tracking etc
- *No cookies* (in compliance with GDPR)
- *No PII* (personally identifiable information) taken from the user
- Device ID stored in *hash encrypted* form



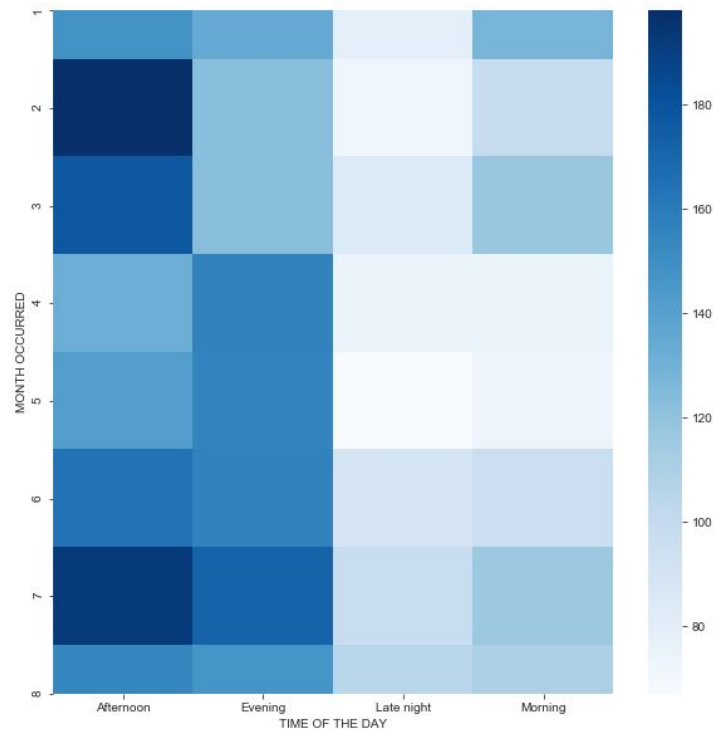
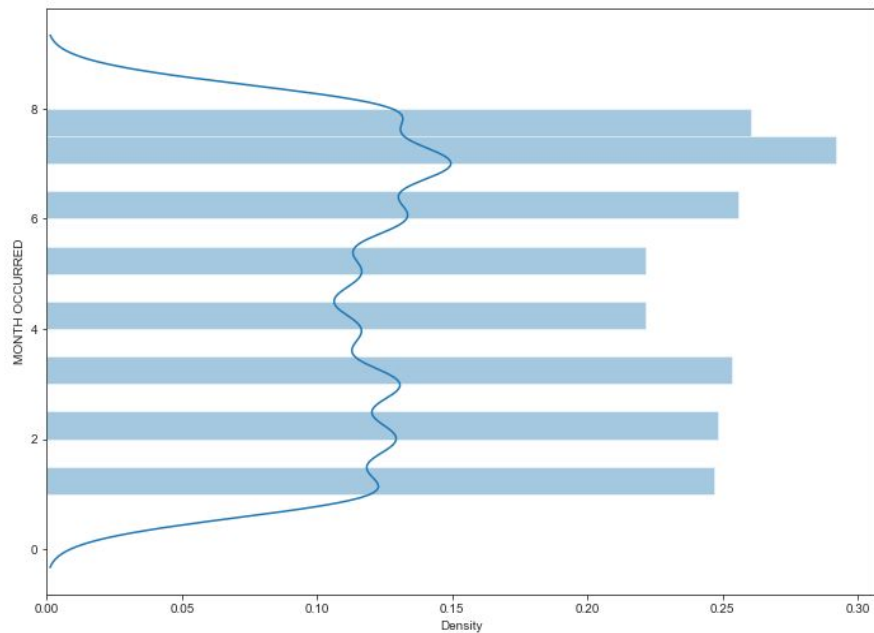
# Geo Mapping



- We combine the data gathered by our application and data of **police incidents** reported by **Urbana Police** to calculate a **safety score**
- Can be used for **determining a safe route of travelling** for citizens when commuting at odd times
- The data of the heat maps can be time dependant and show a **safety score** based on the time of the day

Current heatmap is plotted using random data points from the police incidents dataset by Urbana Police added with a dummy data points generated from the application

# Dashboard and Insights





# *Dashboard and Insights*

- *Analytics to aid **municipal design and management** decisions and implementation of urban agendas*
- ***Location based insights** and NLP models to parse reviews and perform **sentiment analysis***
- *Detailed reporting and analysis of **business ratings and reviews**, providing a birds eye view of performance*

# ***Challenges and Risks***

- ***Quality control of ratings and reviews data (no PII collected poses risk of poor quality reviews)***
- ***Value proposition to two separate groups is dependent on penetration in the other (Chicken and Egg problem)***

# References

**[1] Bravo, L. (2018) “We the public space. Strategies to deal with inequalities in order to achieve inclusive and sustainable urban environments”, *The Journal of Public Space*, 3(1), pp. 163-164. doi: <https://doi.org/10.5204/jps.v3i1.326>.**

**[2] Yasminah Beebeejaun (2017) *Gender, urban space, and the right to everyday life*, *Journal of Urban Affairs*, 39:3, 323-334, DOI: 10.1080/07352166.2016.1255526**

**Dataset used : <https://data.urbanillinois.us> (Police-Incidents-Since-1988)**

# The Team



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