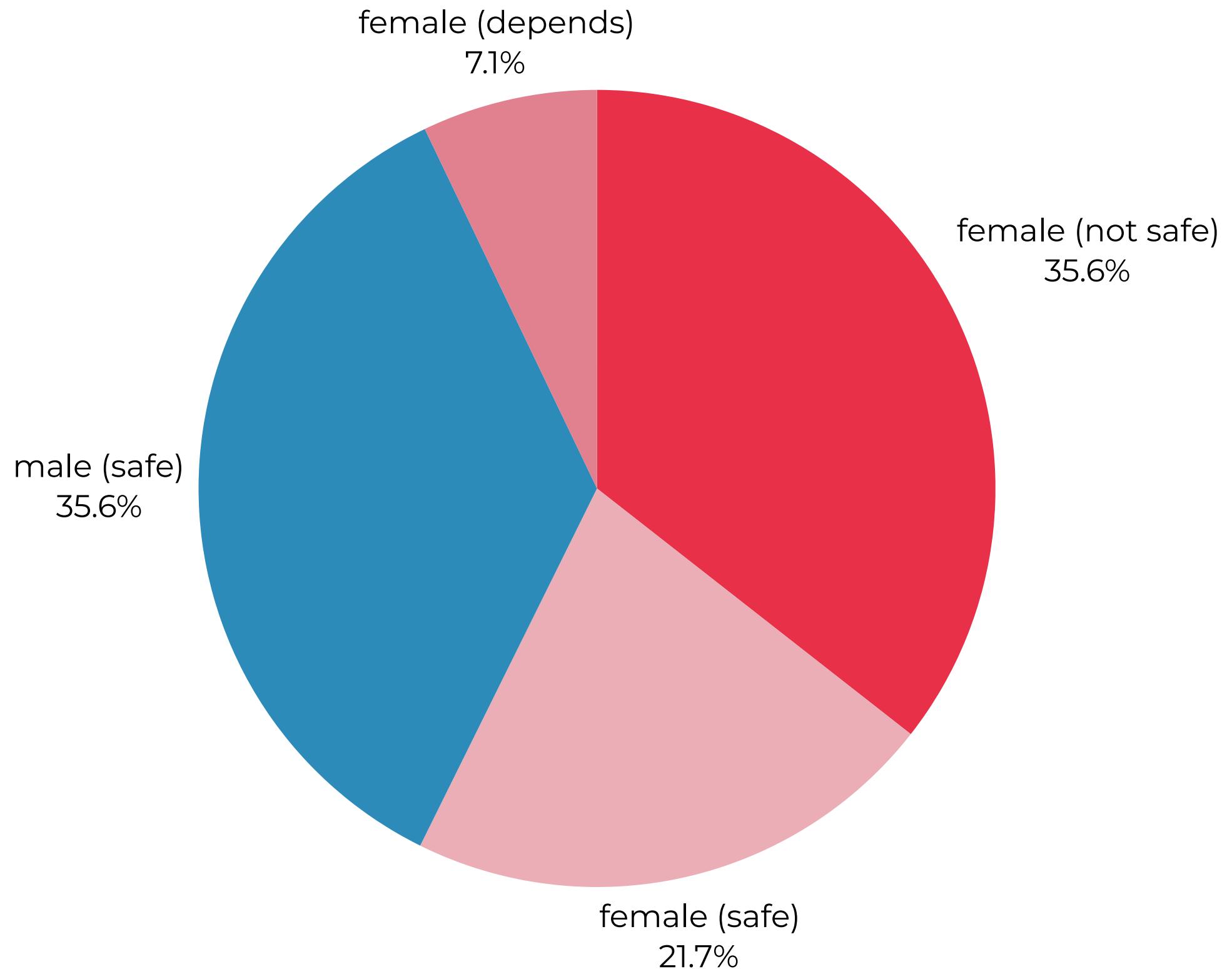


OUR FOCUS: SAFETY OUTSIDE / AT NIGHT

INTERVIEW RESULTS

Number of participants	14
Age range	20–69 years
Observation	Female participants who felt safe tended to be slightly older
Overall feeling of being unsafe	42% felt unsafe (including about 7% who said “it depends”)
Feeling of being unsafe among females	Approximately 66% of female participants feel unsafe
Target group	Female



43%

of women feel safe in
public spaces
(men: 64%)

52%

of women avoid public
transport at night

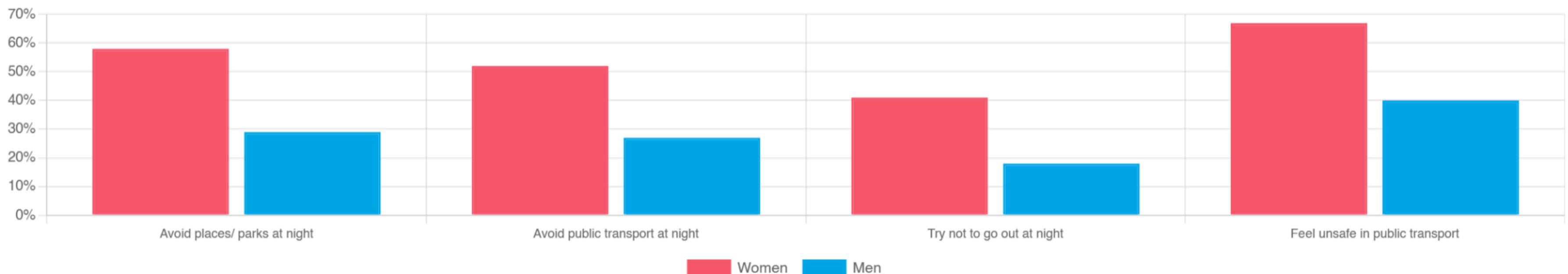
58%

avoid certain places,
streets or parks at night

67%

feel unsafe in public
transport at night

Women Restrict Their Lives Twice as Much as Men



Sources:

ARD-DeutschlandTREND September 2024 – Sense of security in public spaces

BKA Dark Field Study "Safety and Crime in Germany 2020" (SKiD 2020) – 46,915 respondents

Civey Survey October 2024 – 5,000 respondents on feelings of insecurity

Quote from Federal Interior Minister Nancy Faeser (2022): "We cannot accept that women have to restrict themselves."

Personas



Maja Brandt (24)



Laim, Munich in a studio apartment



After graduating from High School, Maja completed her apprenticeship as a nurse. She works in shifts in the emergency room at the LMU University hospital.



Maja's hobbies include jogging, partying and crafts.



Personality

Maja is a positive and joyful person. She likes her job and is a encouraging and supportive person for her family, her friends and patients. Sometimes she is a bit stubborn as well as naive



Goals

- Getting advanced training in intensive care
- Working more nightshifts for extra payment
- Move in together with her boyfriend into a bigger flat



Frustation

- An approximately 40 minute ride with public transportation (bus, tube, by foot) from home to work which can cause a feeling of unease, especially during the night and early morning
- Cancellation of public transport when going home from work or after partying => this happens occasionally and then Maja sometimes walks home
- Maja tends to call her boyfriend when she walks home during the night and feels anxious but she does not like to do that as she reckons it is rather disruptive



Needs

- Something that makes her feel safer during the nights when she is out on the streets and gives her a little more autonomy

Personas



Emil (8) and Jonathan (45) Brunner



Wilmersdorf, Berlin in a single family house



Emil goes to an elementary school in his neighbourhood by foot (25 minutes).
Jonathan works as a tax advisor.



Jonathan likes spending his free time with his son. They often go to playgrounds or visit museums and Emil's grandparents, which live in the Mitte district of Berlin, by public transport.



Personalities

Emil is a shy and quiet only child and enjoys visiting his friends for play dates. Jonathan plays tennis in his free time, likes reading and cooking. He tries to be more relaxed regarding parenting.



Goals

- Emil would like to visit his friends who live near his neighbourhood by foot and grandparents by bus on his own
- Jonathan wants to support this new found autonomy and courage of Emil as he thinks this would be good for his son to become more confident and lose a bit of his shyness



Frustation

- Emil would like to go to school on his own with two friends
- Emil is not afraid to go to school without an adult and does not really understand why his parents are hesitant to allow that
- Jonathan is aware that Emil is only 8 years old and is a little afraid to let his son roam around without supervision in the city



Needs

- A tool that can track if Emil arrives at his destination safely and gives him the opportunity to call for help without needing a phone