



CRIMECOVER

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Design 454

App Design

Defining the Project

Working Project Titles:

Safetynet, Securenet, CrimeCover, CrimeTracker, Guardian

Project Overview:

Safetynet is a multipurpose mobile application that helps the user protect their assets and avoid becoming a victim of criminal activity.

Proposed Features:

Silent 911 dialer

Digital lock surveillance and notification system

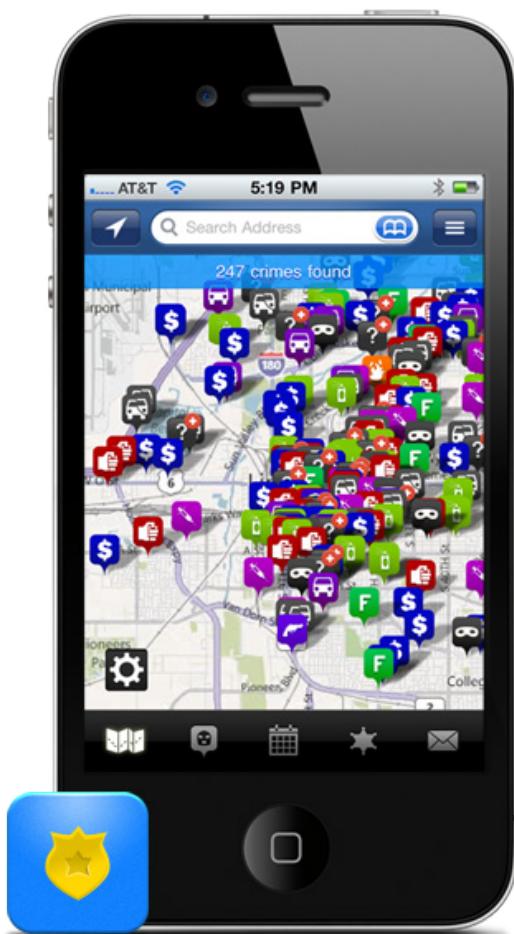
Personal security camera notification and observation system

Map of criminal activity in the user area

Safe path generator for traveling on foot at night.

Competition

[CrimeMapping.com:](http://CrimeMapping.com)



- Map out crime activity near your current location
- Investigate crimes occurring near your home, work or school address
- Identify any crime by type, time or date of occurrence
- Filter your search for specific crime types such as burglary or assault

Competition



CrimeReports:

Location – Choose from your current location, any address in your Address Book, or simply type in a specific address

Date – choose from preset date ranges or create your own

Incident type – Choose to see any or all of the 14 incident types on the map, based on the FBI's uniform crime reporting categories

View recent neighborhood level crimes on the map, or in a list

View national sex offender data along-side crime in your neighborhood

Sign-up for free, automated email crime alerts

Request the participation of your local law enforcement agency

Competition

Advanced 911:

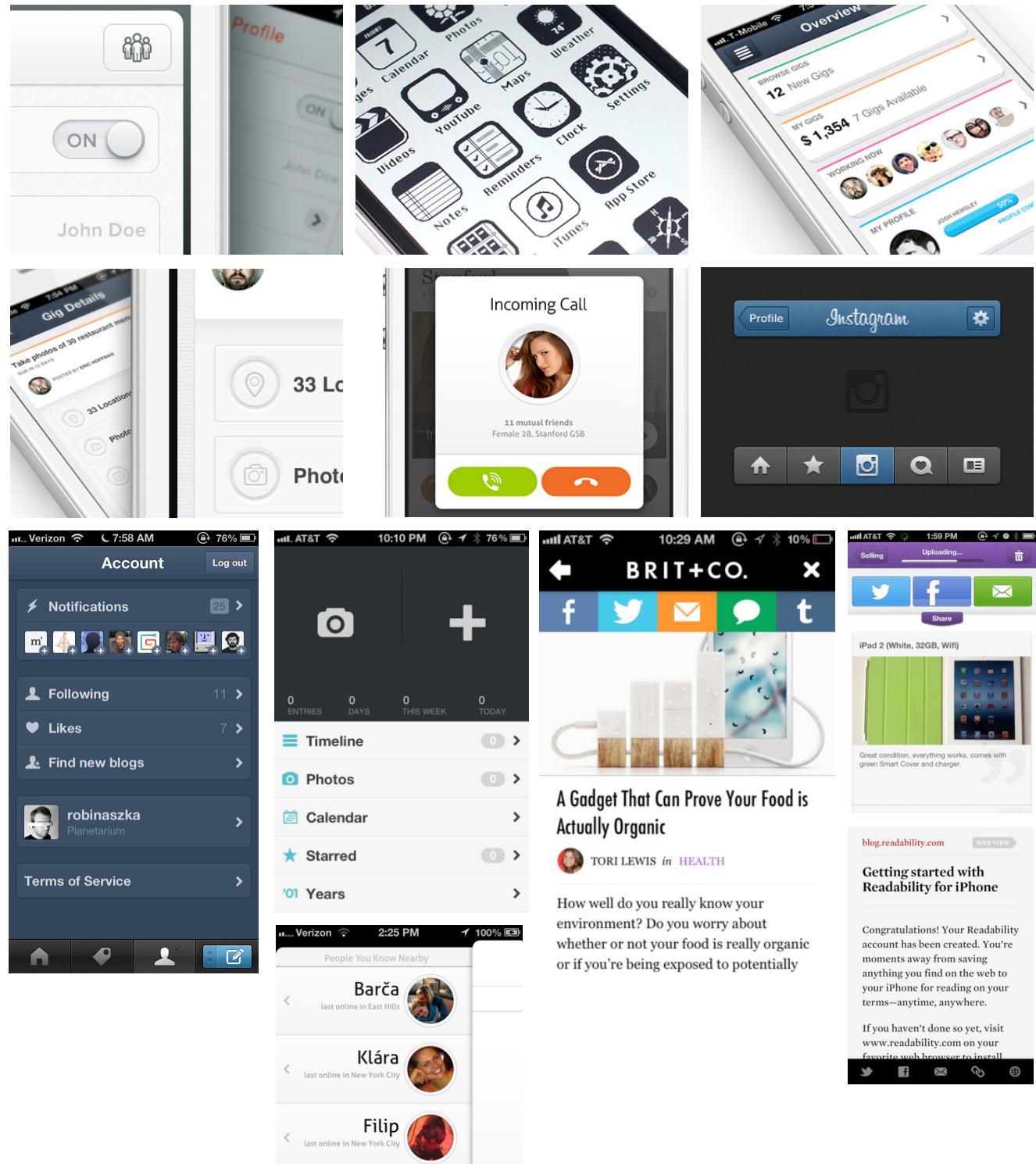


- Text 9-1-1, we'll include your location
- Send SMS messages with your location
- Send GPS updates
- Send existing photos or ones taken with your camera
- Uses your location to determine which 9 11 center to contact
- Dial 911
- Next Generation 9-1-1 (NG9-1-1 / NG911) ready

Inspiration

I wanted my look to be clean and subtle. I usually use vibrant pop colors in my work, but crime is a more serious topic and requires a more official professional look.

I was particularly interested in the way different types of information are visually separated from one another.



Defining the Project

Manifesto:

The Design Council understands that we as a society need to put the power in the hands of the people to protect themselves from becoming a crime victim. Hand-held digital devices are joining the ranks of keys and wallets that we carry around 24/7, so it would seem silly not to harness its technological possibilities to help improve the lives of ordinary people. We believe we can design out crime with smart innovative approaches that extend in a different direction than penalties for criminals after crimes have already been committed.

Audience

All Ages:

Some features such as the security camera notification system cater to a wealthier audience who can afford camera installation in their homes. Other app features such as the crime tracker are useful to all income levels. Children can make use of the silent 911 dialer.

Discovery:

Advertisements will be placed in and outside of fire stations, police stations, hospitals, public schools, and government/community facilities.

Audience

Betty White:

Gender: Female

Age: 26

Marital Status: Single

Kids: none

Occupation: Waitress

Personal Information:

Betty just moved to a new town and works the evening shift as a waitress at a fancy restaurant downtown. She doesn't own a car and often stays late after the buses have stopped running and has to take a 30 minute walk home. Downtown is confusing and has many unconventional paths and many of the streets are not light. It doesn't help that she is unfamiliar with the area.

Goals:

Betty wants to know what parts of town are relatively safe to walk through alone and pick a path that is well lit. She wants to receive notifications of crimes that have happened within the past week so she can be vigilant.

Audience

Stuart Larkin:

Gender: male

Age: 9

Occupation: student

Personal Information:

Stuart walks to the bus stop everyday by himself because his mother has to go to work early.

Goals:

His mother Doreene is very protective of him and wants there to be a way he can easily get a hold of the police if someone tries to hurt or kidnap him while he is waiting for the bus. She wants it to be quicker than calling the authorities and wishes there was a way to send his GPS location since he hasn't figured out street signs. She also wants to receive notifications herself when he is having an emergency.

Audience

Montague Money:

Gender: male

Age: 54

Marital Status: Divorced

Kids: none

Occupation: CEO of an insurance company

Personal Information:

Monty has an expensive home filled with expensive things. He has security cameras installed in every room. He can access these cameras online, but the interface is clunky and does not show the whole image on a mobile phone.

Goals:

He wants to monitor his home while he is on the go and be notified if someone like his ex-wife is breaking into the house to steal things.

Mobile Technologies

Voice Recognition:

Digital Lock System: When the digital lock system notifies a user that their car is being unlocked, there needs to be a way to distinguish when the user is unlocking the device and when a stranger is unlocking or breaking in.

This will be accomplished by syncing the digital lock with the app and allowing the user to use voice activation to unlock the device. Other methods of unlocking will be available in the absence of the phone, but you will still receive a notification of those instances. You can add multiple people to the voice activation and share devices with multiple accounts.

Mobile Technologies

Notification and Alerts:

Crime Tracker: When a new crime has been committed in the area, a notification will be sent to your phone. You can filter this by type of crime, and area/radius relative to your home or work.

Lock monitoring system: When a stranger unlocks or breaks into a device (car, home, lock-box, etc) you will be notified and have the option to report to the authorities.

Security camera monitoring: When your motion cameras detect movement, a notification will be sent to you with a feed or recording of the movement that took place as well as an option to report to the authorities. To prevent unnecessary notifications if say, your family is home, you can turn off the feature or set a schedule of when everyone is likely to be out of the house. If you own animals such as cats or dogs that stay inside, the technology will be able to distinguish between a human and an animal and filter out those notifications.

Silent 911 Dialer: When contacting the authorities of your emergency, you also have the option to send a mass text to people you inputted into the system earlier, letting them know you are in trouble.

Mobile Technologies

Location Detection:

Silent 911 dialer: When you contact the authorities your GPS location is sent to them so they can get to you in less time.

Path finder: The path finder will take your current location and devise the safest route to your destination based on crime stats and light streets.

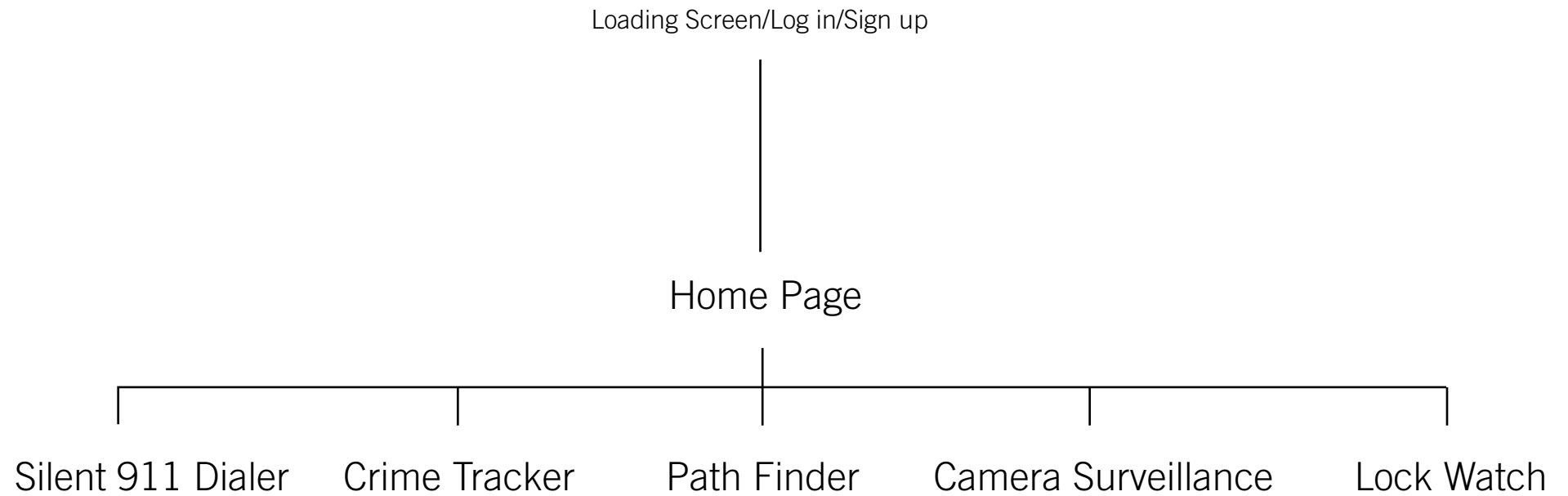
Mobile Technologies

Social Media:

Path finder: In the path finder there will be a discussion area where you can tell others about areas in town and ask questions.

CrimeTracker: Crime tracker will have a section on ongoing investigations that users can discuss, let the community know of something that has been stolen from you such as a bike, or let authorities know of information they have on a crime.

Site Map



Silent 911 Dialer

Add emergency contacts
Are you sure you want to contact 911?

Select authorities
Fire Department
Police
Red Cross

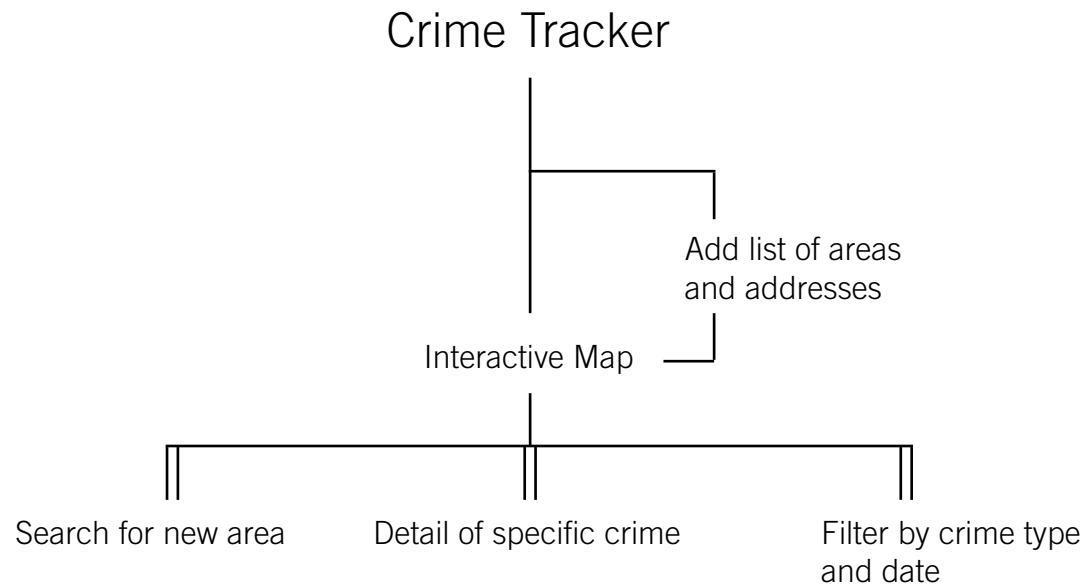
Dispatcher has received your GPS location.
Authorities are on their way.

Provide more information

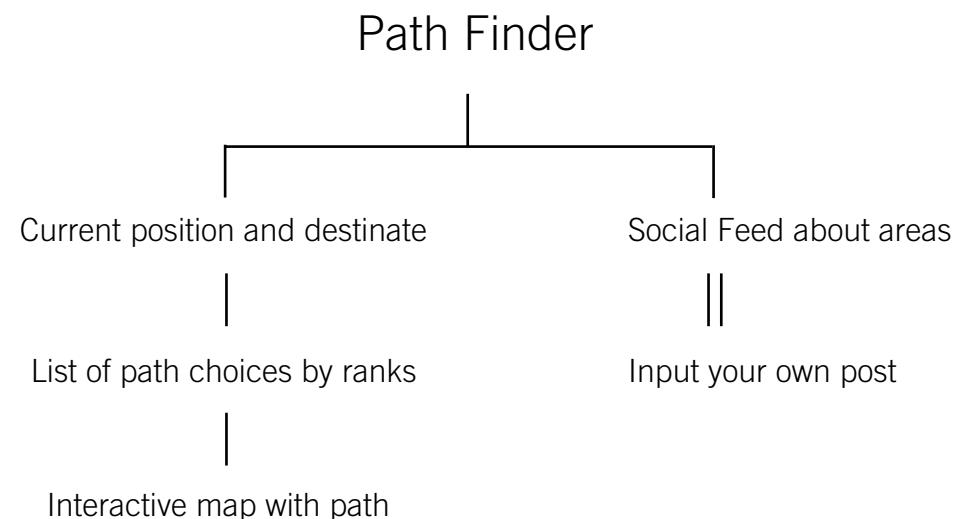
Type of emergency
People involved
Cautions
Injuries
Fatalities
Durations

Send picture/video

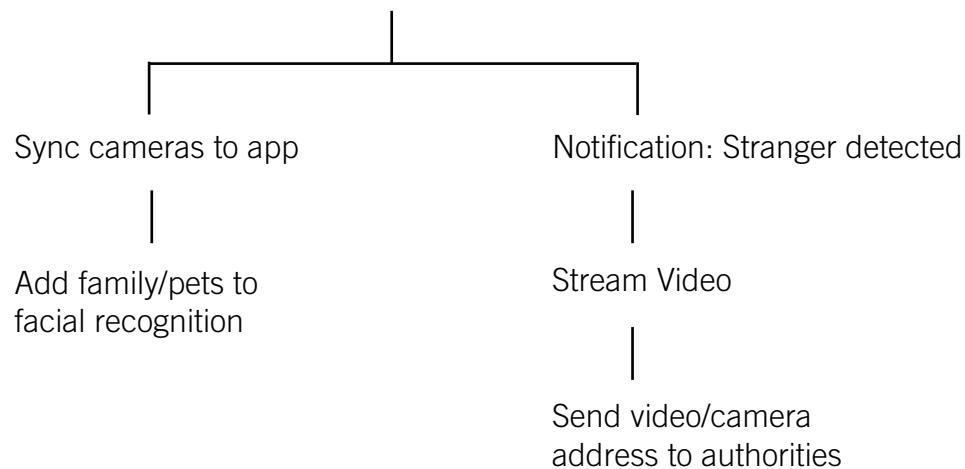
Site Map



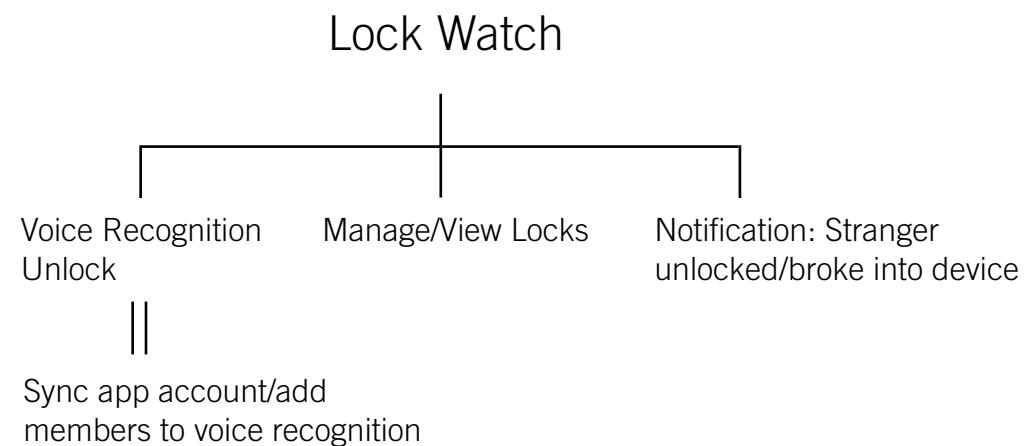
Site Map



Camera Surveillance



Site Map



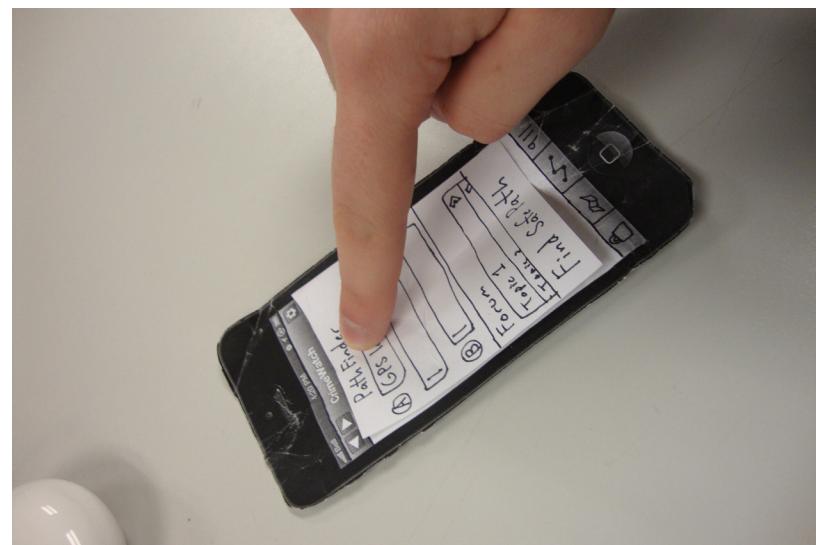
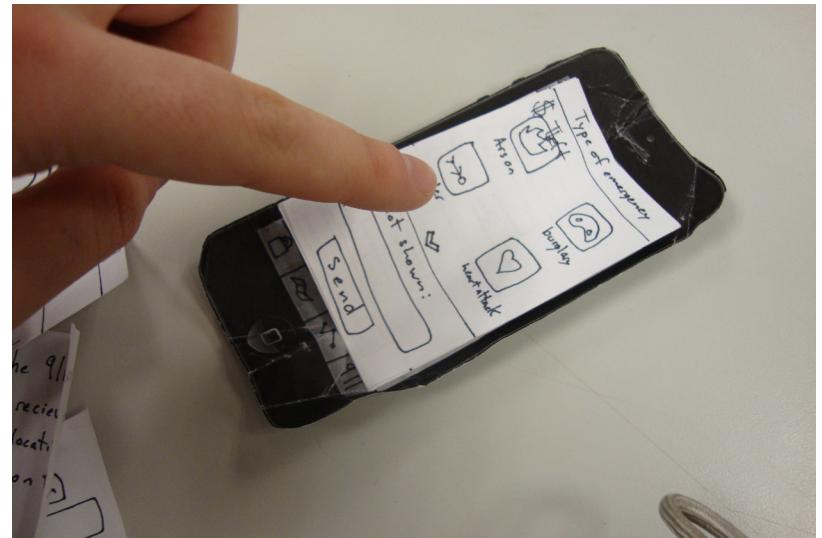
Wireframes

With my wireframes I tried to use minimal information to make sure the structure itself alludes to what actions the user needs to perform. That in combination with the actual text will make everything very clear to the user.



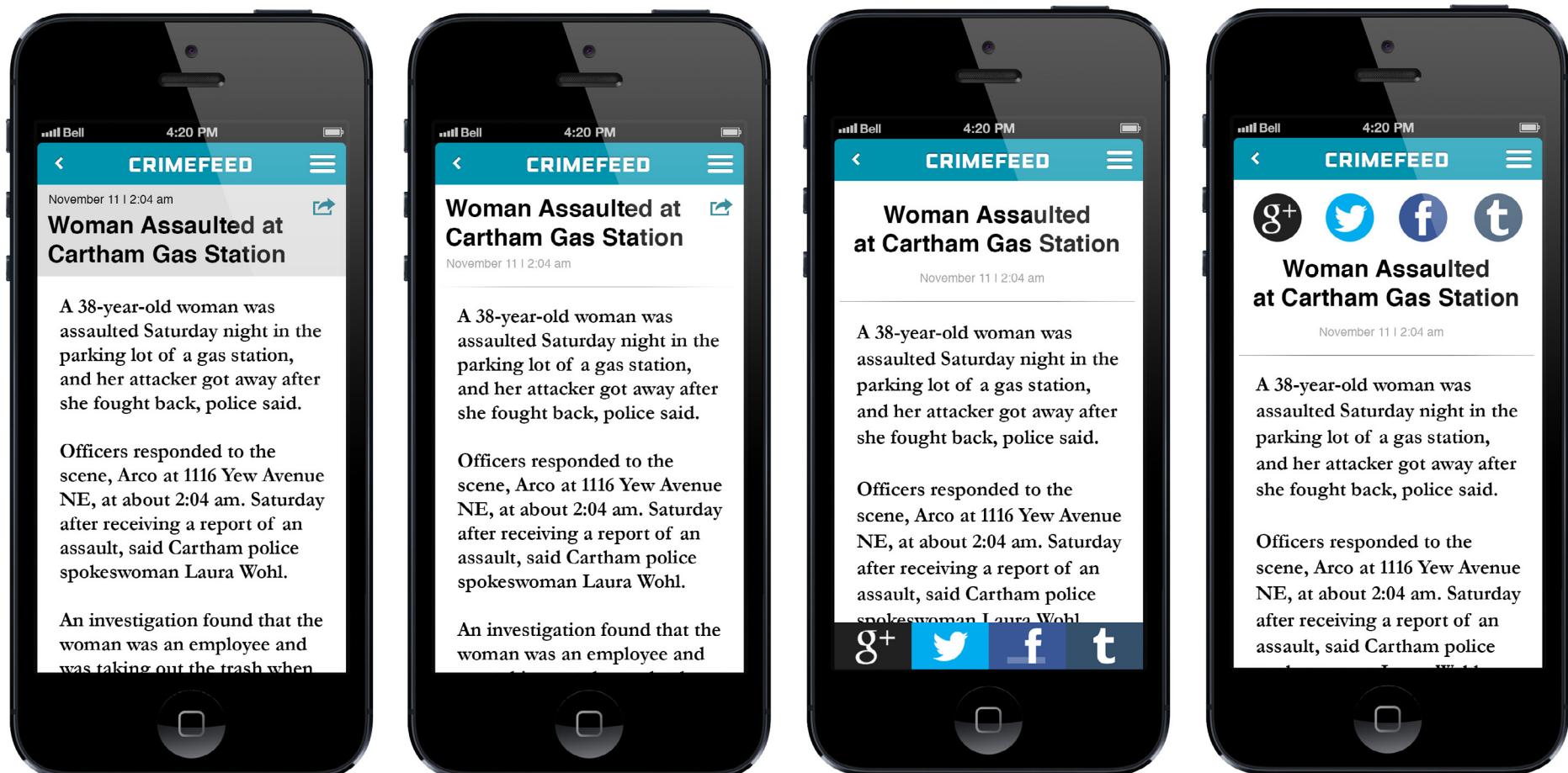
Paper Prototypes

Everyone seemed to understand what actions they were supposed to perfrom with the app, but they wanted a bit more of an idea of the functions of each feature overall.



Design Approach

1.0



Design Approach

1.1



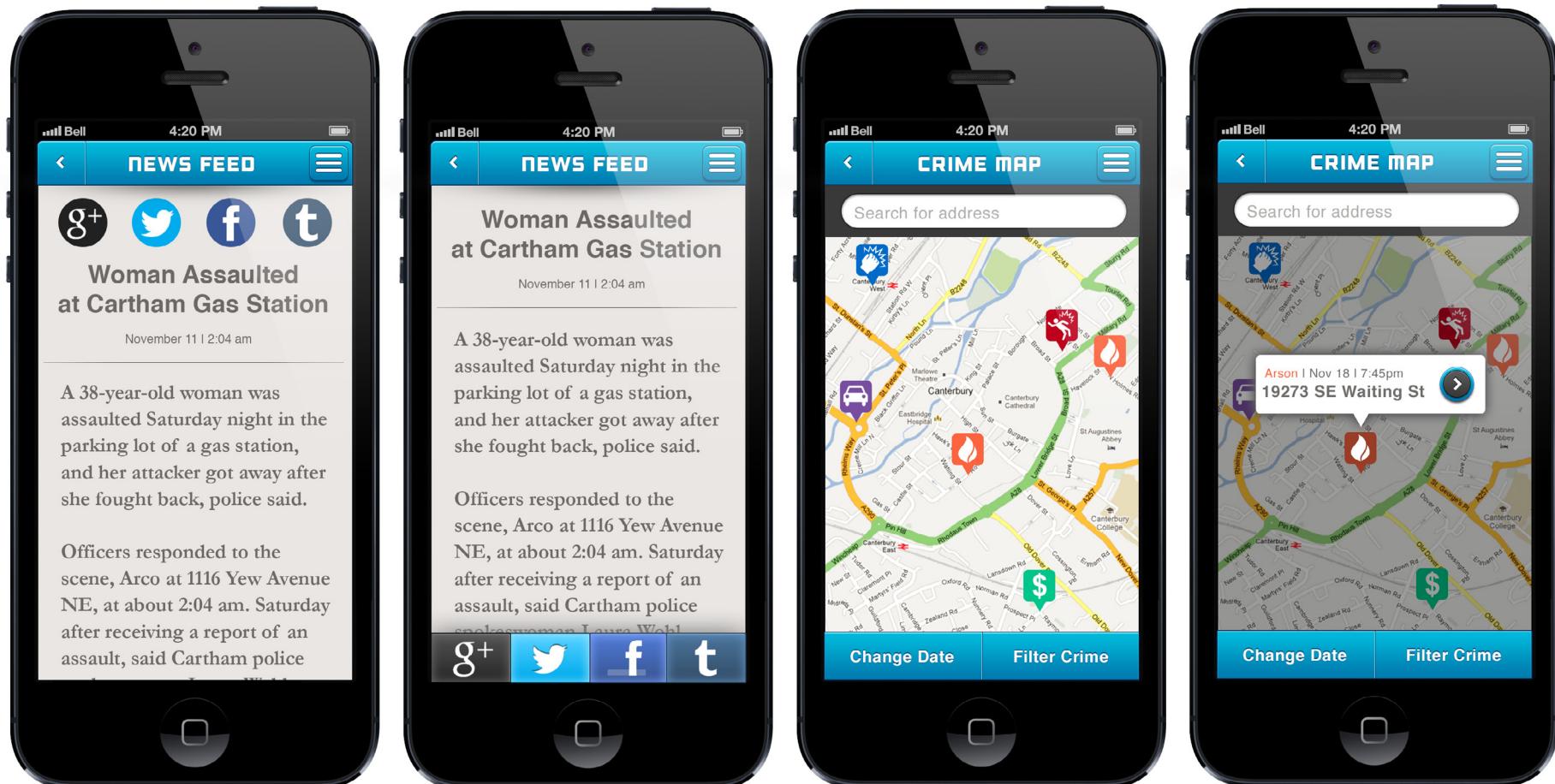
Design Approach

2.0



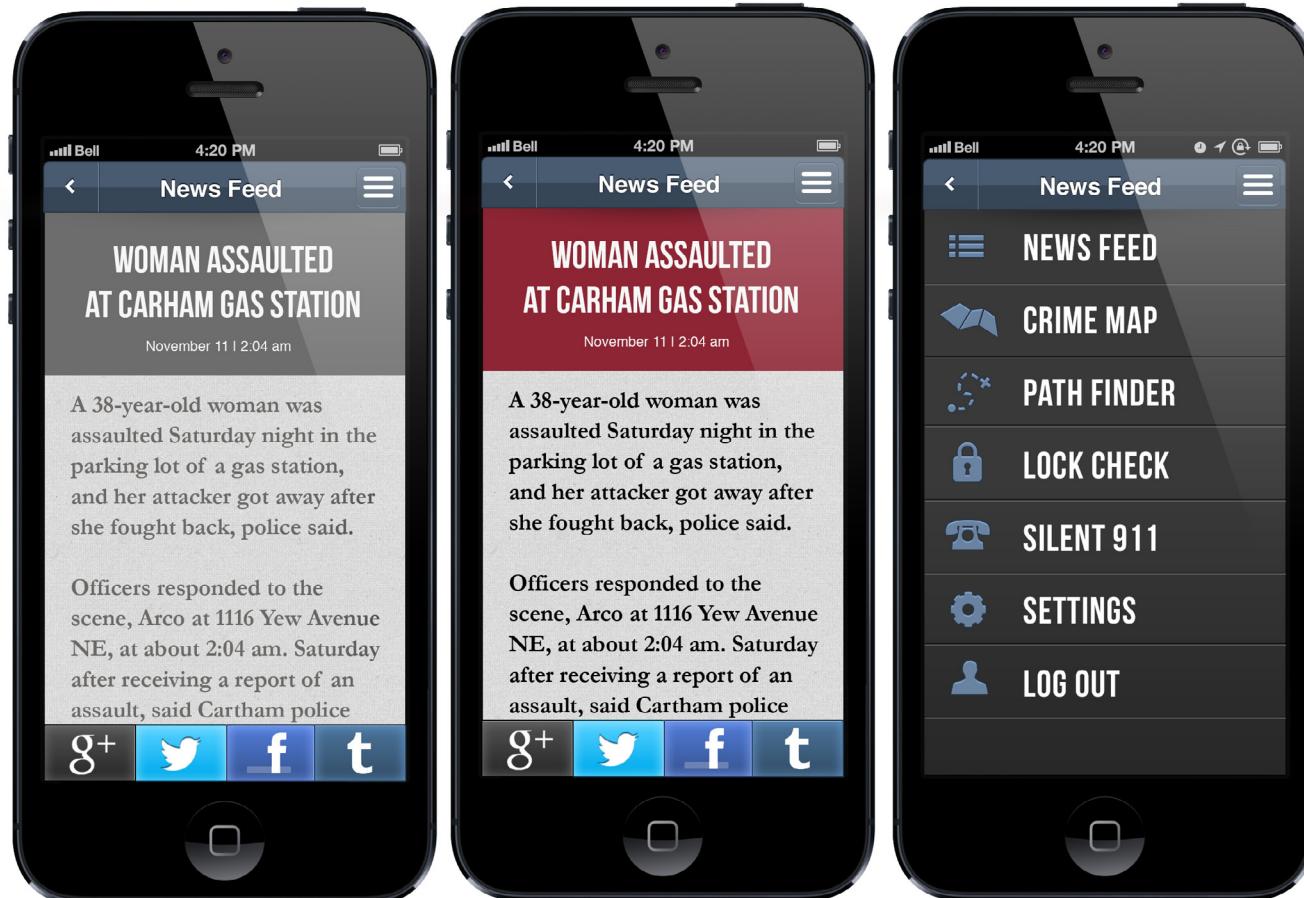
Design Approach

2.0



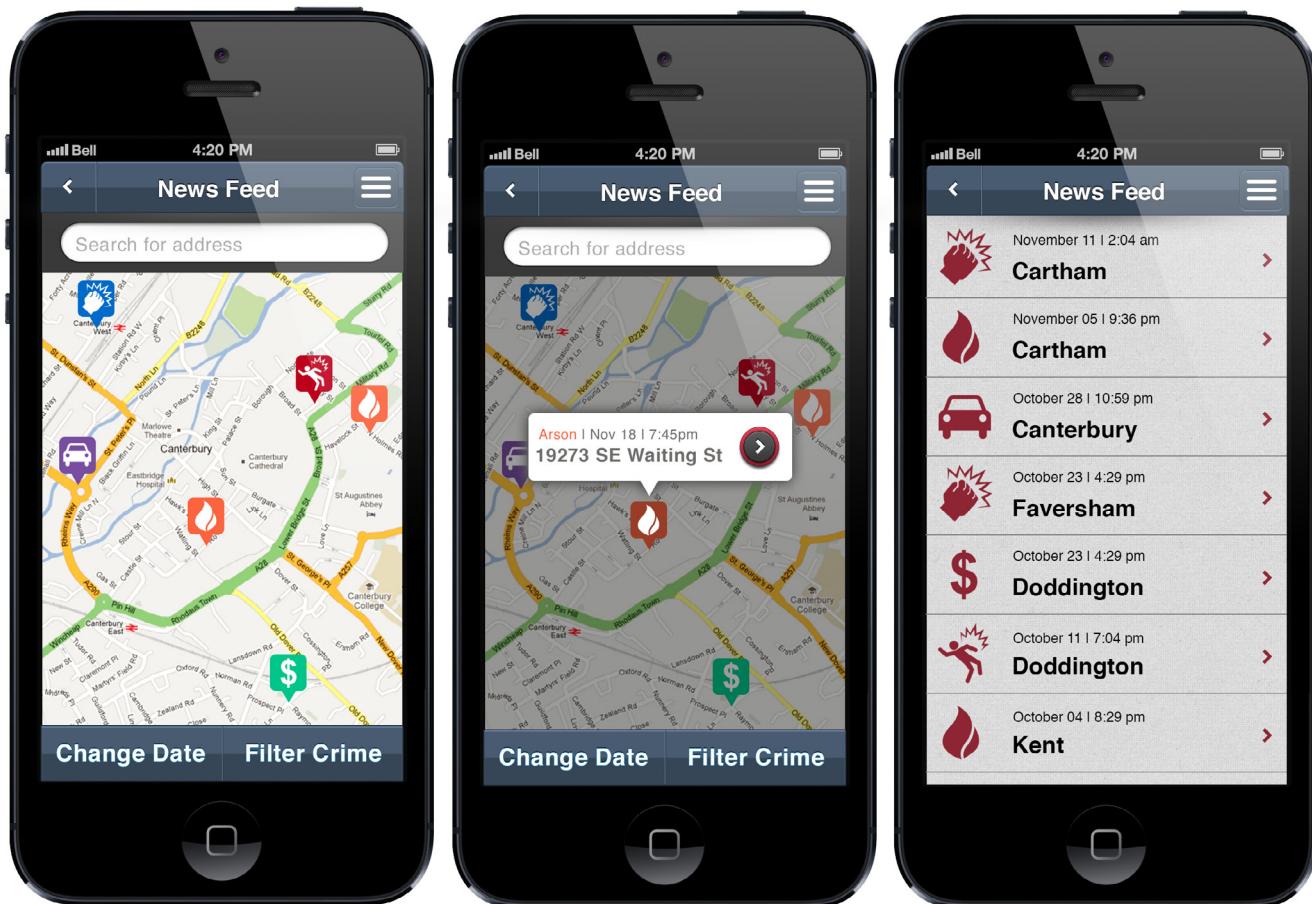
Design Approach

3.0

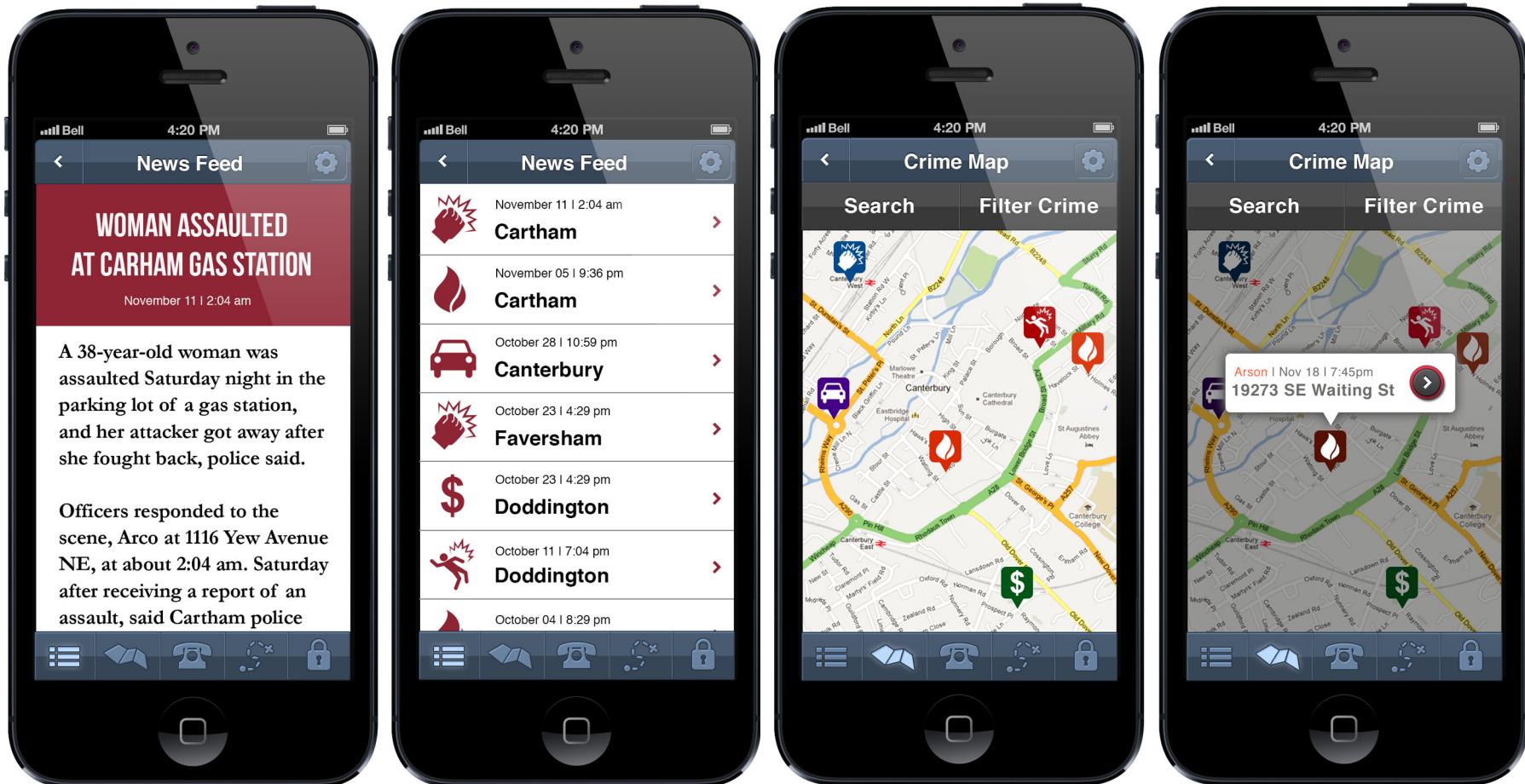


Design Approach

3.0



Design Refinements



Design Refinements

My final refinements involved a subtly reflective grey-blue navigation, Helvetica type, and a deep red for buttons and accents.

In my research I noticed that Helvetica was used frequently in apps because of it's readability and as a font licensed on Apple devices. I chose it because I felt it made my app seem more believable and official looking. I chose the subtle colors to give the app a more serious look, something sturdy and secure a user could trust.

Since the app could be used by almost anyone, I stuck with simplicity and neutral design decisions to appeal and be familiar to a wide audience.



Final Product Examples

