

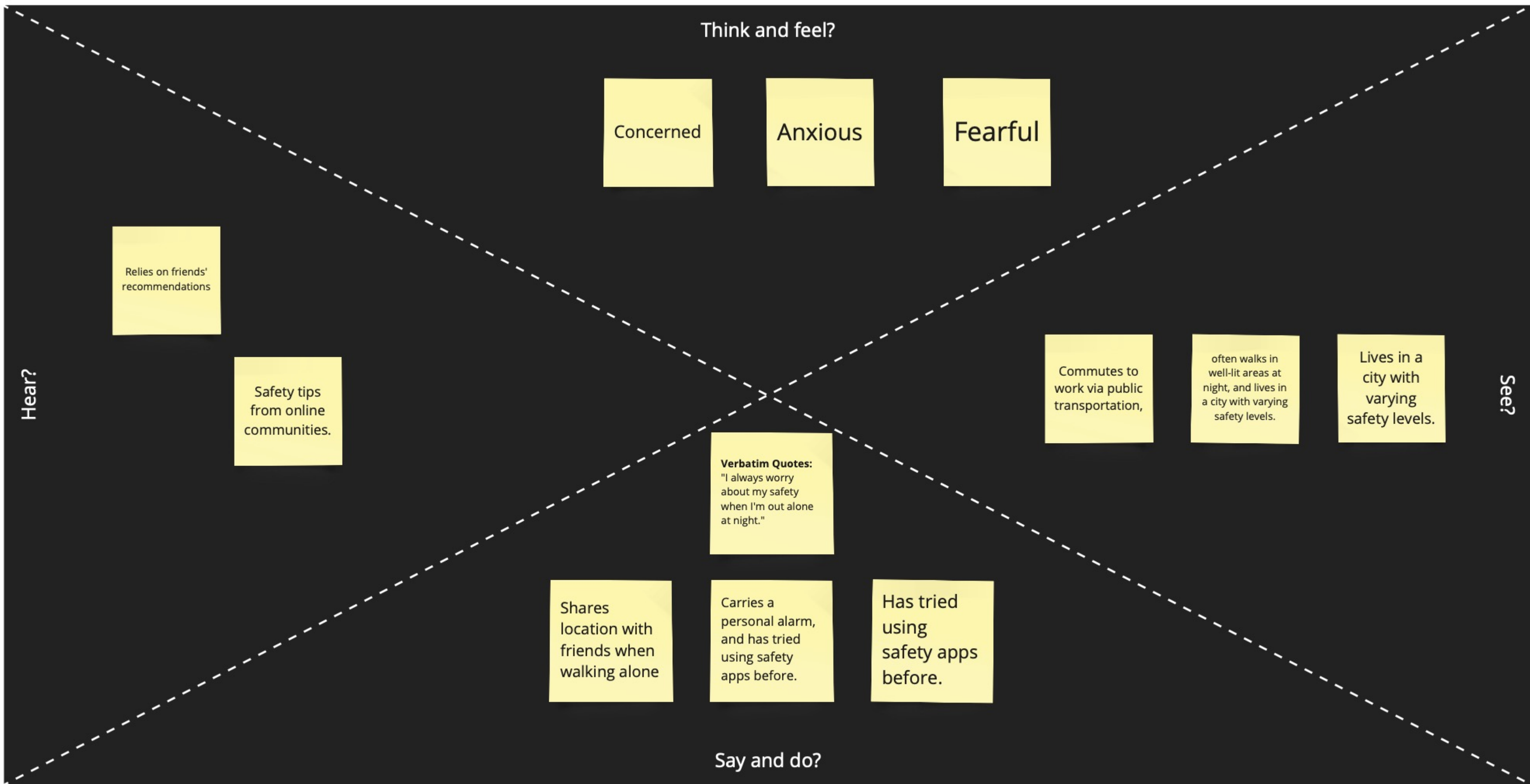
# Empathy map for SecureMe

## User Persona:

**Name:** Sarah

**Age:** 28

**Key Goal:** Sarah wants to feel safe when walking alone at night or using public transportation.



## Pain

### Frustrations

Some safety apps too complicated to use.

Encountered false alarms, and is concerned about privacy issues with location sharing.

Concerned about privacy issues with location sharing.

## Gain

### Desires and Aspirations

Easy to use safety app, provides accurate information, and respects privacy.