



SafeForDU

An app aiming to increase feelings of safety on
the Drake campus.

Ahana Yelagar, Blythe Kelly, Sabrina Ibrahim, and Huy Nguyen

NEED FINDING

Determining Stakeholders

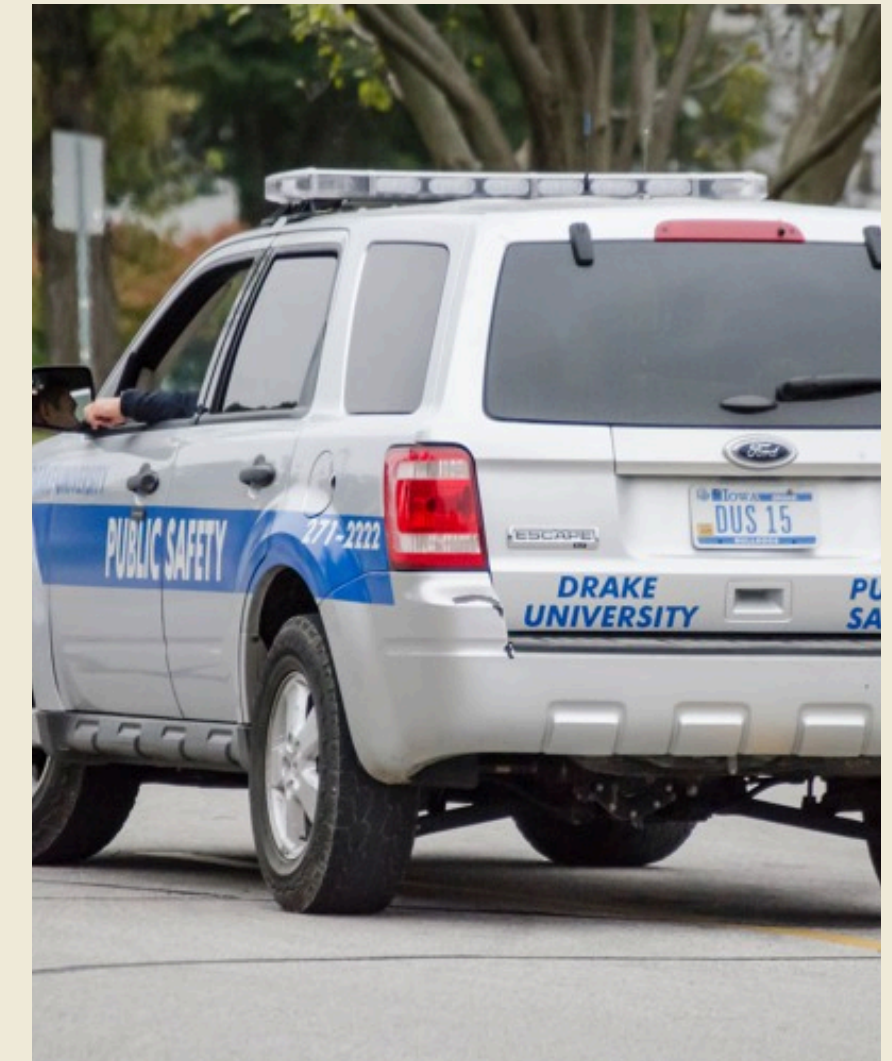
The primary stakeholders for this project are Drake students and faculty, especially those who work or study on campus at night.

Interviewing Process

Our discussion guide for the interviews included six questions to prompt feedback and suggestions about improving campus safety.

Interview Analysis

The interview analysis suggested features to alert public safety quickly and make walking on campus at night safer.





IDEATION

01**SAFETY MAP**

Map of public safety features on campus

02**EMERGENCY BUTTON**

A button to alert public safety of an emergency

03**SAFE WALK FEATURE**

Feature that tracks your walk to ensure you arrive safely.

04**SAFETY ESCORT**

Request to receive a campus escort for safety

05**CONTACT INFO**

Contact for security, medical, or support services

06**RECENT CRIME**

Visualization or map of recent crime on or near campus

07**FORUMS**

Forums or discussion board about student safety

08**ANONYMOUS TIPS**

Form to submit anonymous tips about safety concerns

09**EMERGENCY CONTACT**

Customized emergency contacts built into the app

10**UPDATE REQUESTS**

Feature to report security resources in need of repair

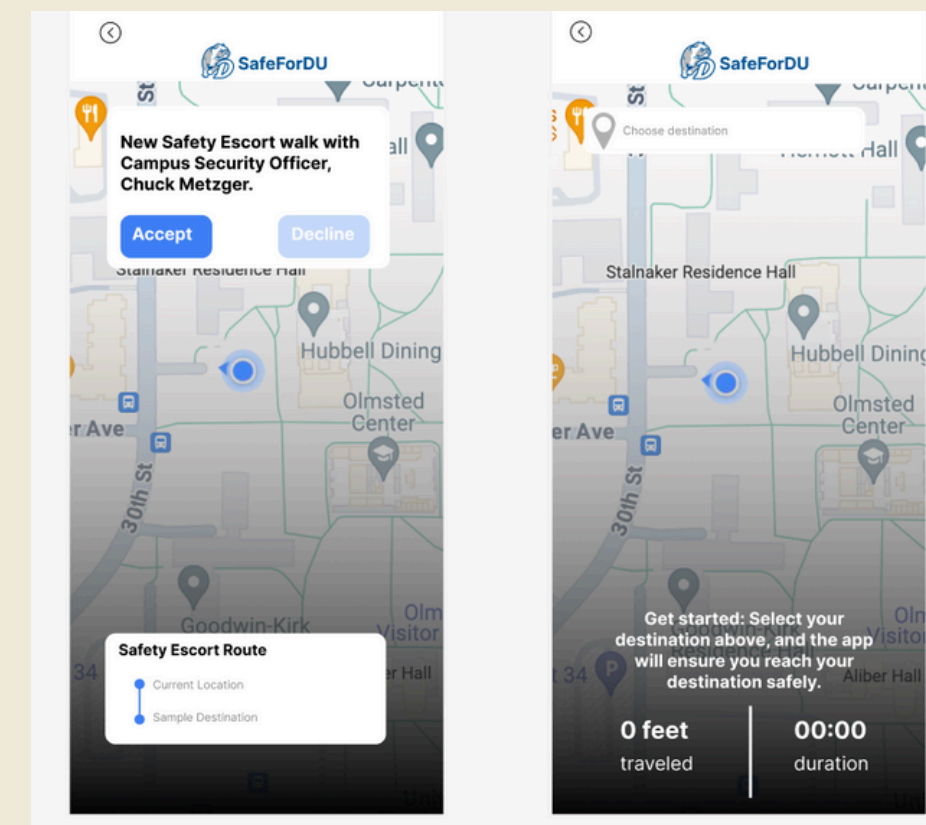
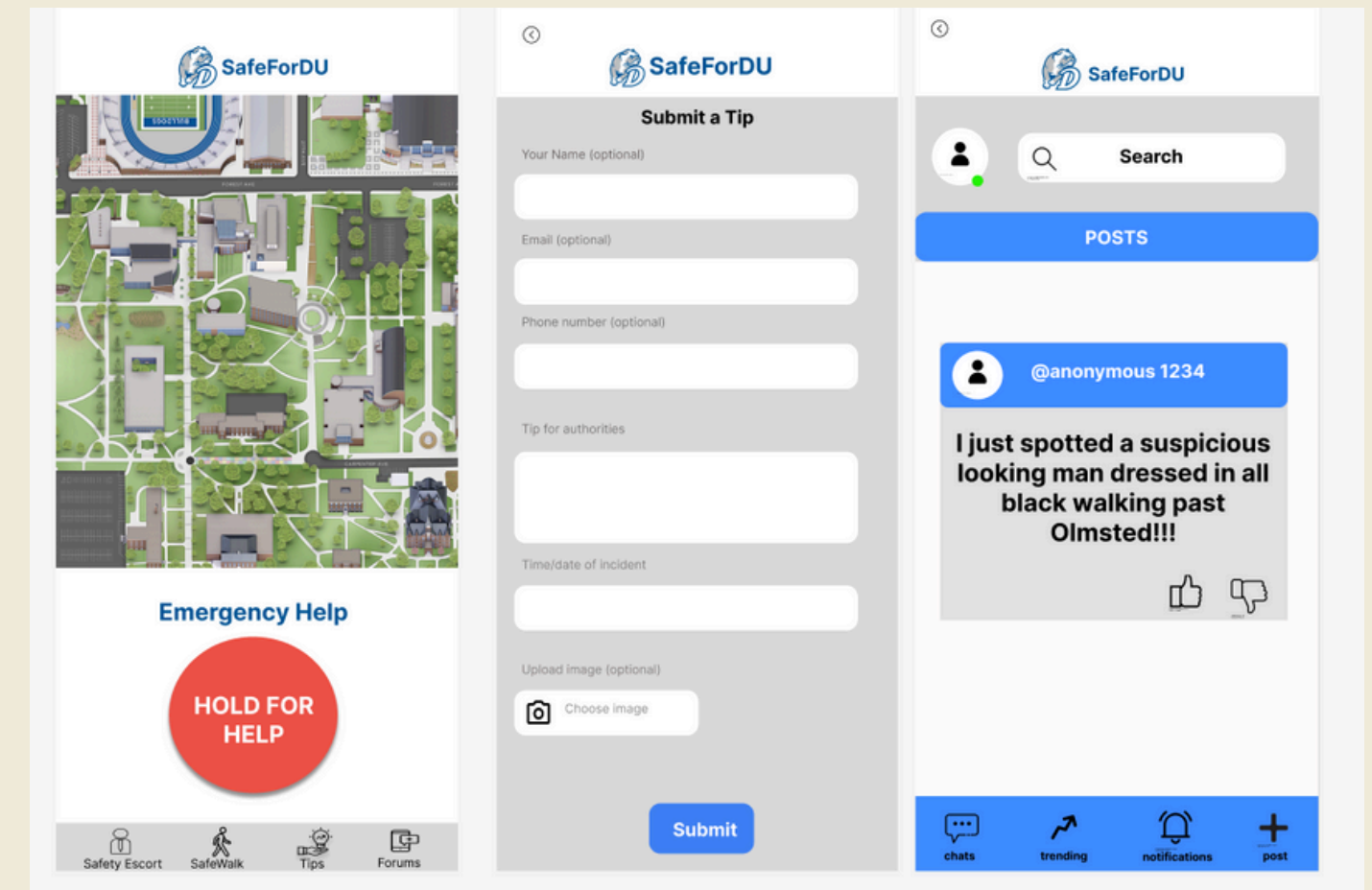
LO-FI PROTOTYPE

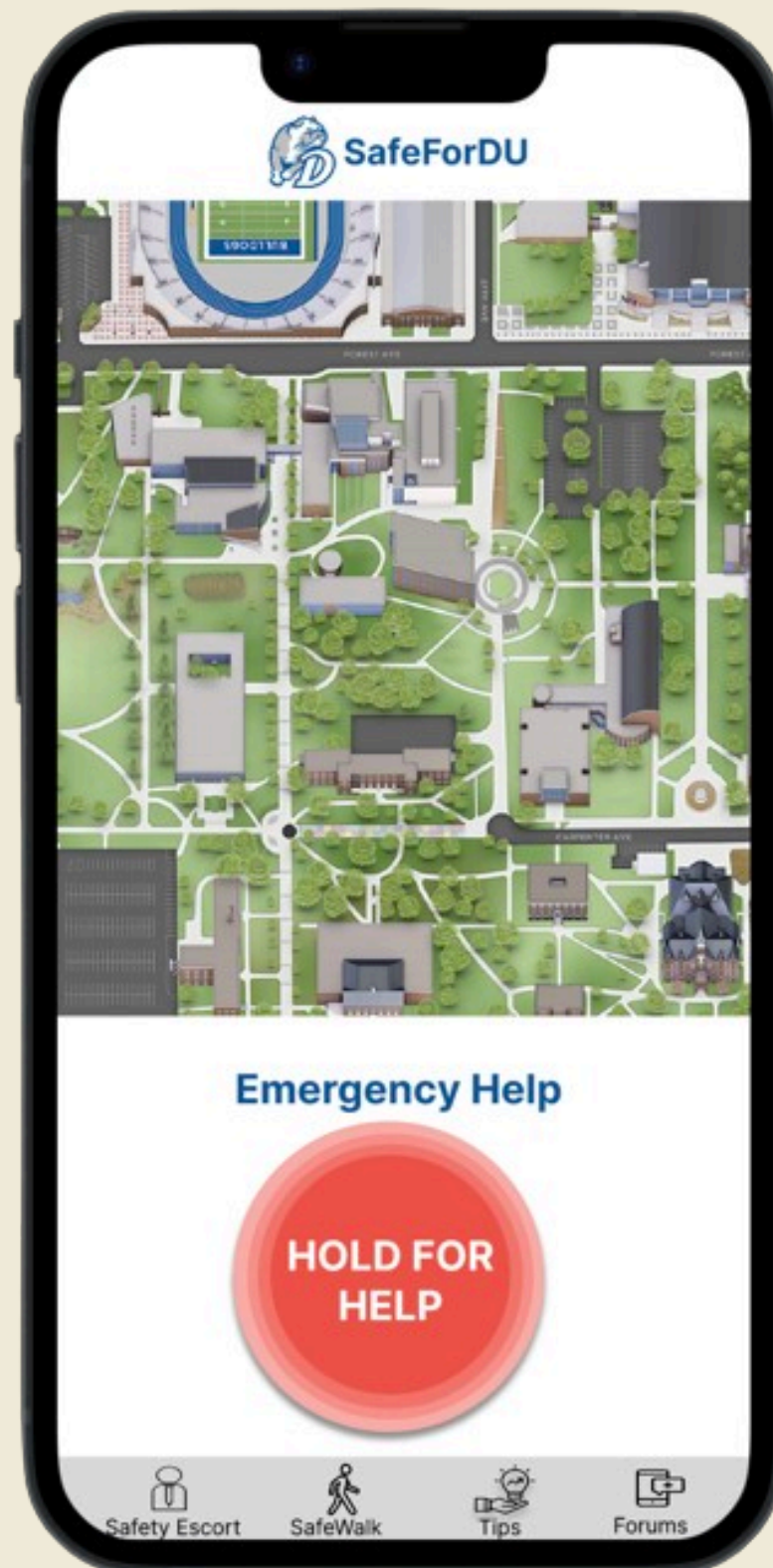
OVERVIEW

After choosing five features from the ideation phase, we developed a lo-fi prototype. We also conducted thinkalouds on this product.

FEATURES

The home screen has an emergency help button. There is also a safe walk page, campus escort request, and social forums.





HI-FI PROTOTYPE

FEEDBACK

Each group member performed an expert evaluation, which resulted in four revisions for functionality.

REVISIONS

Back buttons, updated time box, submission button on search bars, and aesthetic revisions.

FINAL EVALUATION

Functionality and Usability

- High user satisfaction
- User friendly interface

Visual Appeal and Formatting

- Colours and formatting are visually appealing
- Informative and straight-to-the point design

Map Background Interaction

- Expectation: Ability to click and drag around the map
- Observation: Map is non-interactive

Feedback

- App provides accurate feedback for all tasks

Button Instruction Clarity

- Confusion: "Hold for help" vs. expected "Press for help"
- Revision: Change button instruction for clarity

Input Functionality

- Inability to do text entry is disappointing
- e.g: Safewalk feature, Tips feature