

EMPATHY

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Problem

How can college students and young professionals avoid dangerous streets when walking to a destination late at night in the University District?

Why even bother?

- Watchmen

- Nightide

- Night Walk

- Lots of open stores

- Use the current Mobile Map Applications

SafePath



Investigation

Surveys



Interviews



IDEO Methods (Several Nights in Life)



Personas

Stacy Studios

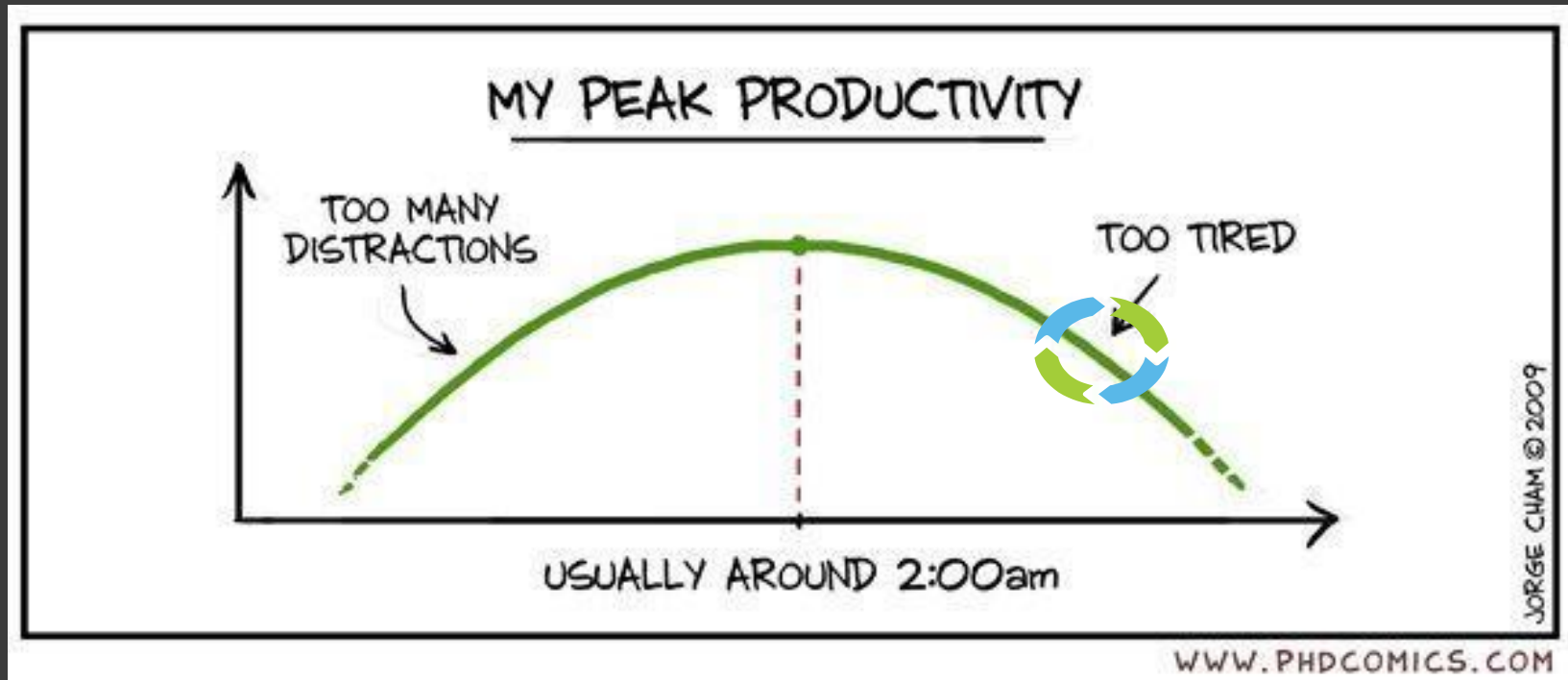


Peter Professional

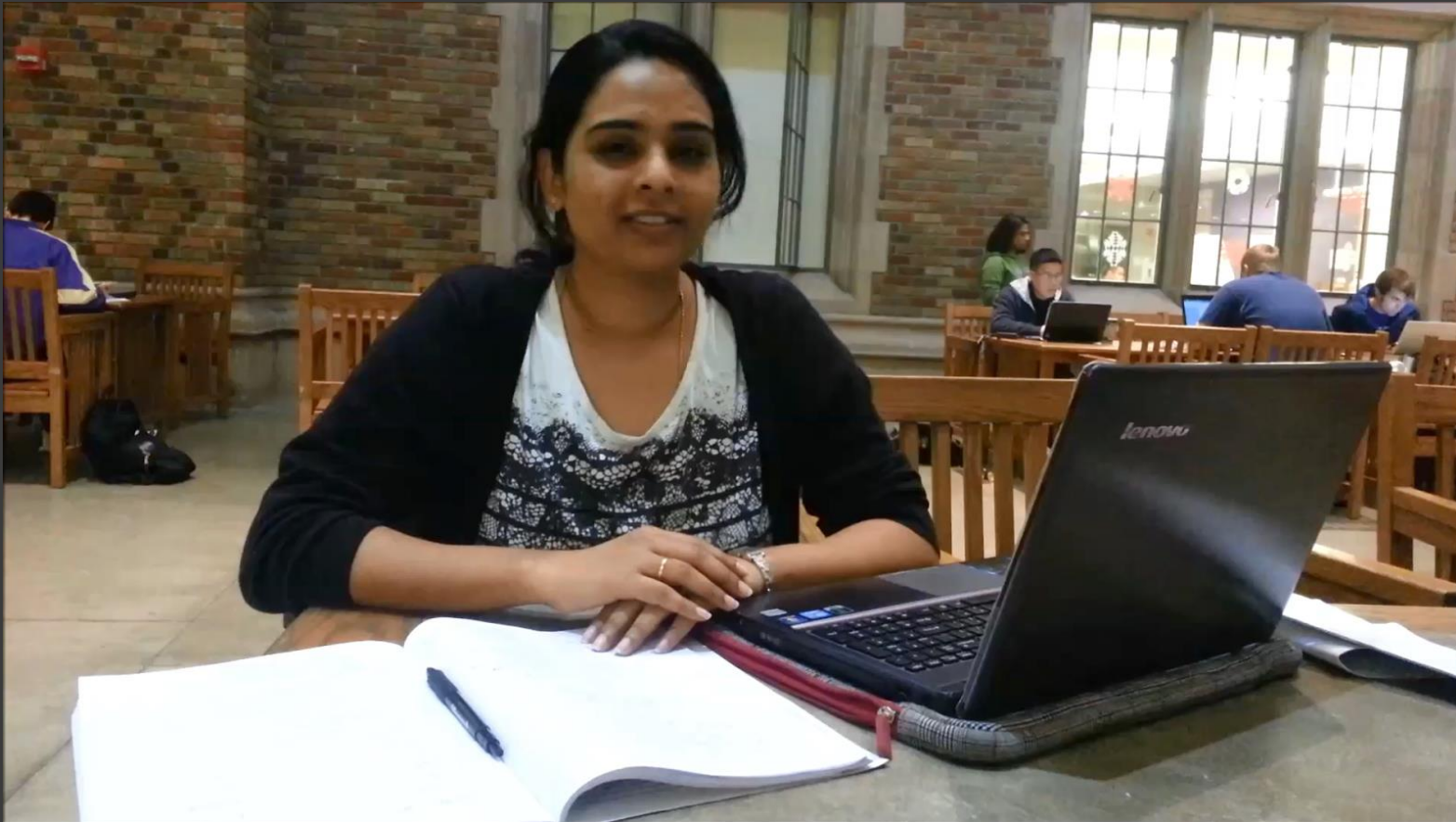


Warren Wild

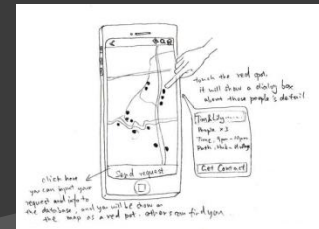
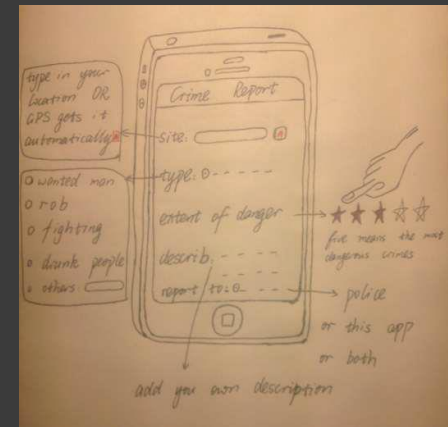
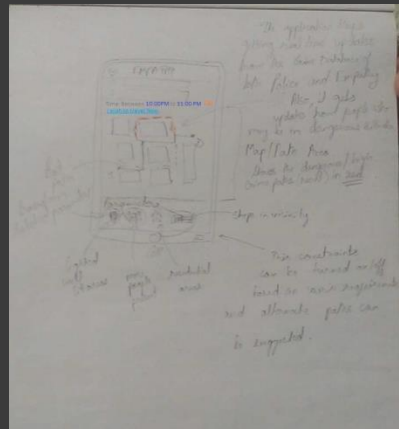
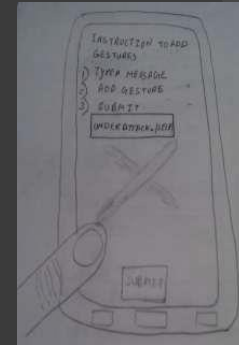
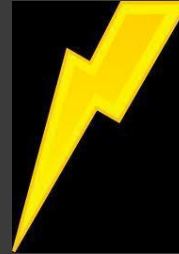
All of these follow this graph :



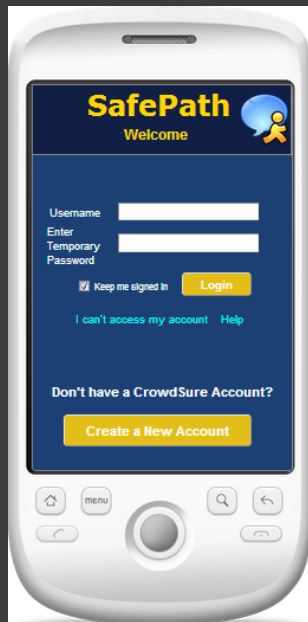
Stacy Studios



Ideation

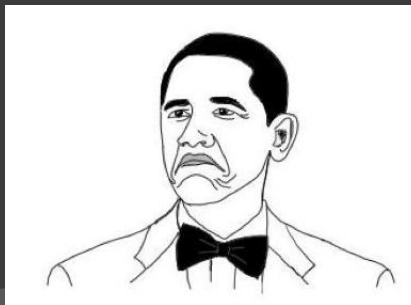


Prototyping and Evaluation



In terms of Importance and Convenience..

1



REVOLUTIONARY FEATURES

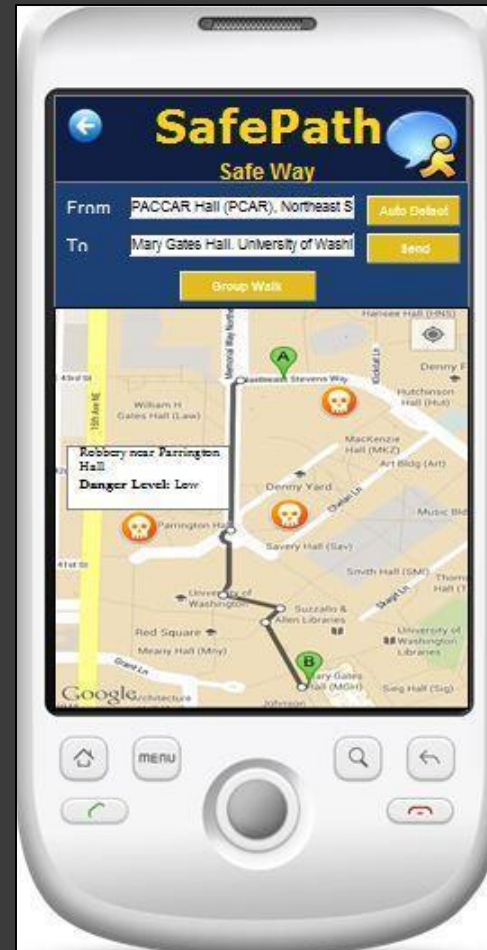
Gesture

- Set a gesture so it is easier for you to call police when you encounter crimes



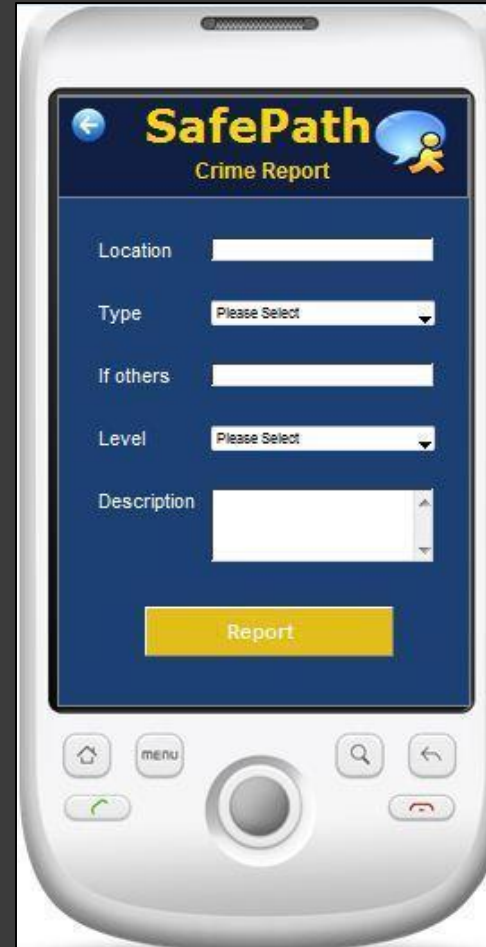
Safe Way

- Find a safe way to home
- See detailed information of the crimes



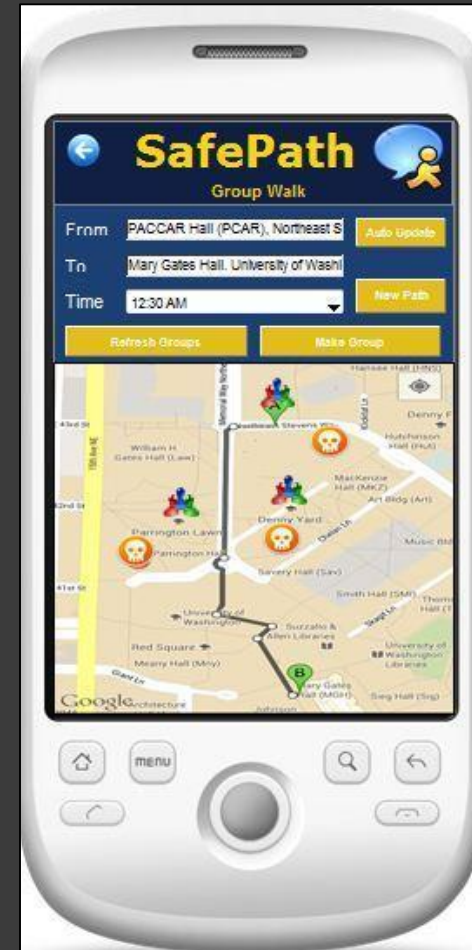
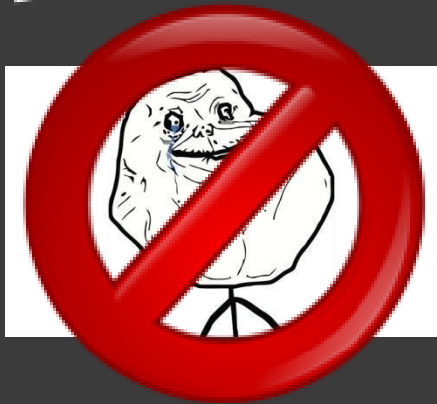
Data Collection

- Report crimes to the application as well as to police



Group Walk

- Create or find a group to go together

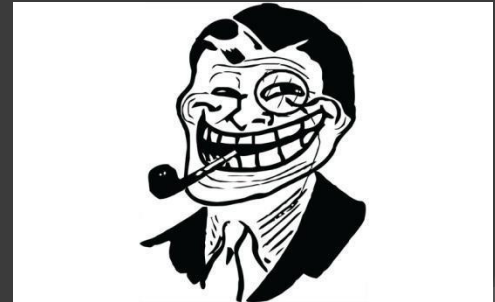
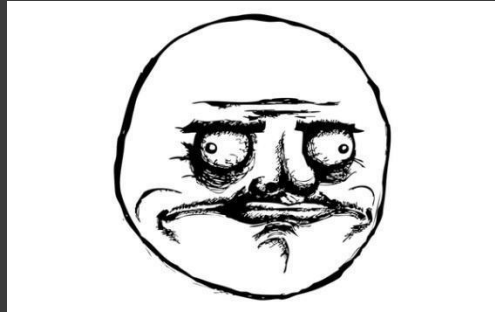


In addition...

- Background check on Registration



So that security isn't compromised because of characters like these...



Sequence

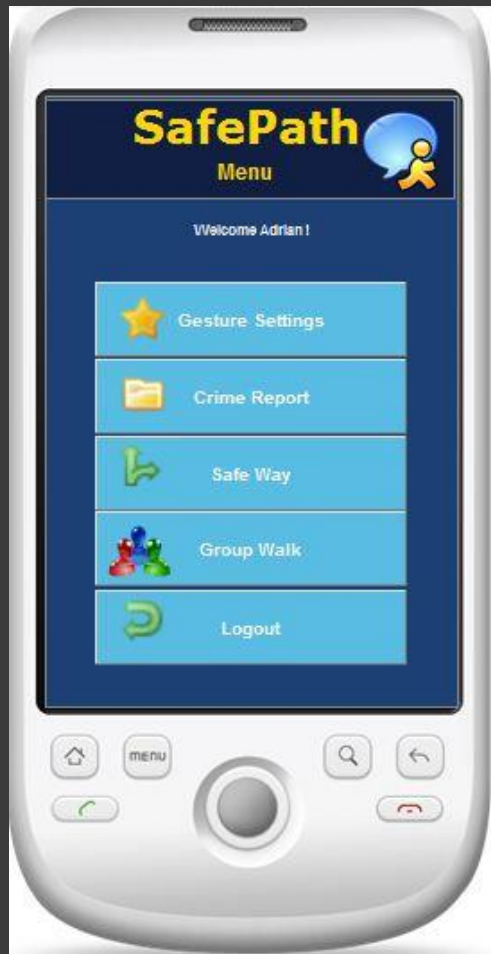
MAKE YOUR GROUP

Make your group



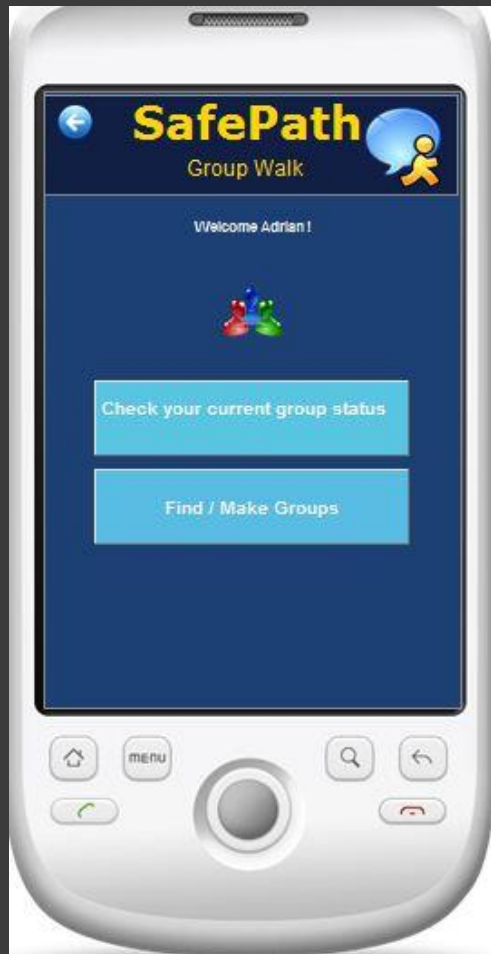
- Login your “SafePath” account

Make your group



- Choose “Group Walk” in the menu

Make your group



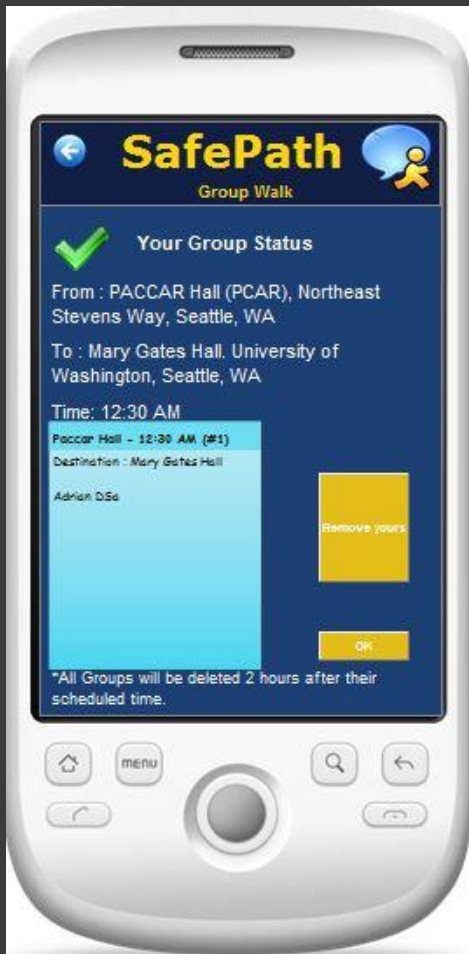
- Choose “Find/Make Groups”

Make your group



- Type in your address, destination and time

Make your group



- Confirm your group information
- Or cancel your group

Sequence

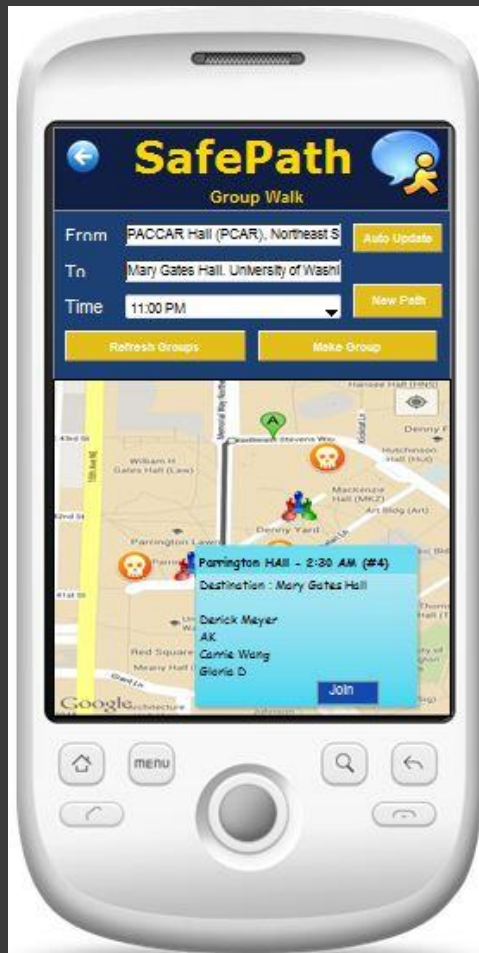
FIND A GROUP

Find a group



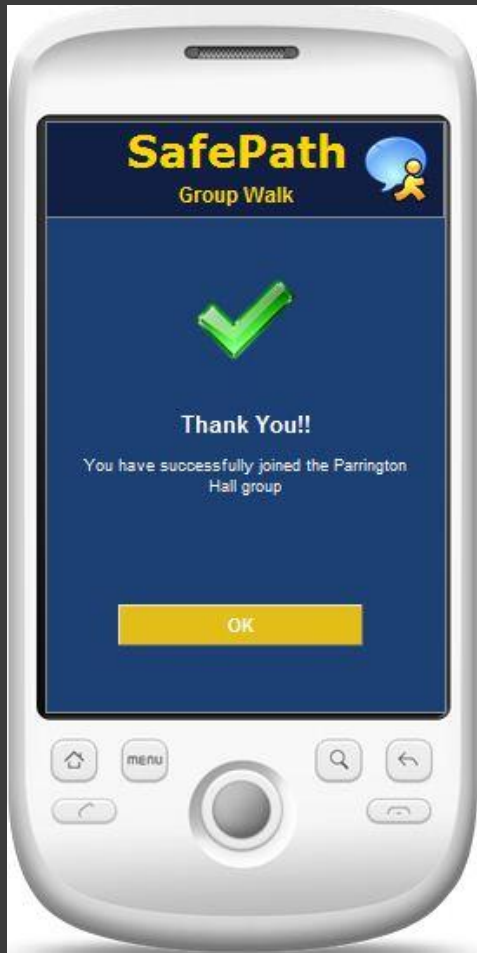
- Type in your address, destination and time
- Check all possible groups

Find a group



- Check existing groups
- Check details about the groups
- Join the one you like

Find a group



- Confirm your group



Gracias