



Ambar

Alejandra Avilés

Final Project UX UI Bootcamp

@ironhack

“Violence”

One of the most affected segments of population are **women**



The general fear goes
beyond sexual harassment

**... they fear for the
integrity of their life**

In 2015, six women was murdered each day
as **femicide** in Mexico nears a pandemic



Newspaper clippings related to the killing of Mariana Lima Buendia are kept by her mother. Alicia Vera for Al Jazeera America

Life keep going on despite this situation,
and women have to be facing **alert states**

*during the night,
when they are alone,
while transporting,
in dangerous zones...*



**What can you do
when you can't do
nothing?**

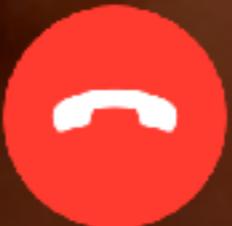
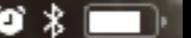


User Interviews

- ◆ Maria del Rosario (60 years)
- ◆ Isa Carrillo (36 years)
- ◆ Chantal Peñalosa (30 years)
- ◆ Laura Meza Orozco (28 years)
- ◆ Paloma Contreras Lomas (28 years)

JAZZTEL

0:11





Hola linda Ale, hay varias iniciativas por ejemplo en la India a las trabajadoras de las maquiladoras ante la ola de violaciones, se juntaban en grupos y pasaban por las mujeres que salían más tarde además de que iban armadas, se les enseña en este grupo además autodefensa, en Argentina hay otra y un tiempo estuve en una con unas amigas y amigas de mis amigas, avisabas si por ejemplo habías ido a tomar fotos al sur y no podías regresar a casa si alguna que viviera en Xochimilco por ejemplo te podía alojar esa noche, como era una comunidad íntima y solo se agregaba a gente que conocieras y confiable funcionó pero perdí mi celular y con eso mis contactos 😞

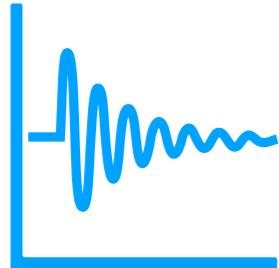
Porque por ejemplo yo te invitaba, y les decía a las chicas ella es mi amiga Alejandra y es chévere, y así, ya luego tú te presentabas, era una red que se tejió entre nosotras y está iniciativa también le escuché a unas amigas argentinas hacerlo obviamente pedíamos que no compartir información con desconocidos, no decir donde vivíamos salvo que una necesitará hospedaje tu le hablabas a esa persona directamente y le decías tú dirección para que llegara a pasar la noche, había reglas y siempre había cuidado con la información que se compartía

Por lo general le digo voy a ir con unos amigos a tomar unas cervezas o me voy a ir a un concierto y ella me dice cuando llegues a casa me avisas y así siempre le hacemos, con mi hermana que vive en Estados Unidos todas las mañanas saluda a mí mamuchi

Hay confianza, estamos siempre mis hermanas y yo en comunicación con ella pero hay espacio para tener nuestra independencia

También luego ella entiende que si no le mandamos mensajes un día no pasa nada pero el trato es no dejar de escribirle una semana por ejemplo, tal vez no le mensajee en dos días pero para el viernes le digo que estoy bien

Ciertamente, conozco varias amigas que vienen del norte del país que en sus ciudades por el calor preferían andar de vestidos o shorts tristemente no falta que a alguna le haya pasado un rato amargo en df por lo mismo, piensas antes si voy andar en el metro/metrobus mejor me voy de jeans algunas amigas luego prefieren por eso usar el Uber pero no es 100 % seguro



Survey

17 questions

244 answers

Alejandra Avilés
9 de octubre a las 14:22 ·

Hola amig@s! Estoy realizando una investigación sobre la sensación de peligro que las mujeres experimentan al andar solas.
<https://goo.gl/forms/Tax2PJViyPZbx3zt1>

Las preguntas están dirigidas a mujeres en Latinoamérica, pero la encuesta también puede ser respondida por cualquier persona que haya estado en una situación de peligro, más allá del género con el que se identifique y del país de origen.

La información será usada para desarrollar un prototipo de aplicación como parte del curso de diseño en UX/UI en Iron Hack. Les agradezco mucho me ayuden a contestar el formulario y que mejor, si me ayudan compartiendo el post.

Alejandra

75

16 comentarios 34 veces compartido

Adriana Del Toro Ya lo conteste b días 1
Me gusta · Responder · 1 sem

Lucia Rodriguez Mota Listo 1
Me gusta · Responder · 1 sem

Fa Nny Felicidades Ale !!! Qué gusto saber que andas en esto 😊 1
Me gusta · Responder · 1 sem

Kelly Key Ya la conteste 1
Me gusta · Responder · 1 sem

Leticia Quiroz Hecho. 1
Me gusta · Responder · 1 sem

Jocy Palafox Listo! Éxito ale 😊 1
Me gusta · Responder · 1 sem

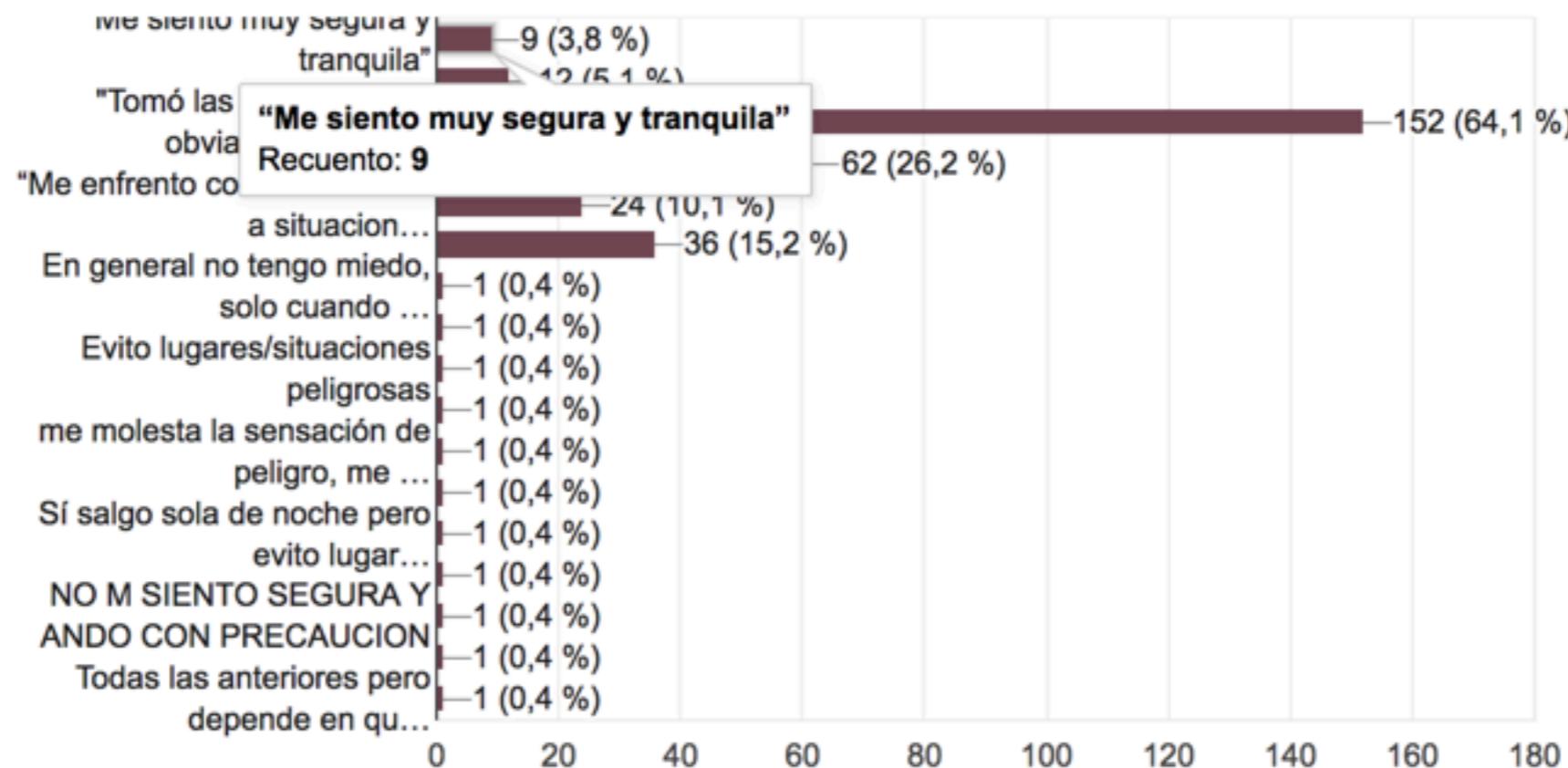
Claudia Moreno Murrieta Éxito Ale! Gran proyecto! Saludos! 1
Me gusta · Responder · 1 sem

Israel Urmeer Agus Leal 1
Me gusta · Responder · 1 sem

Beatriz Elena Selas Listo, si se puede nos comparte los resultados 1
Me gusta · Responder · 1 sem

Being a women...

Only 9 (out of 237) feel **safe** and **calm**



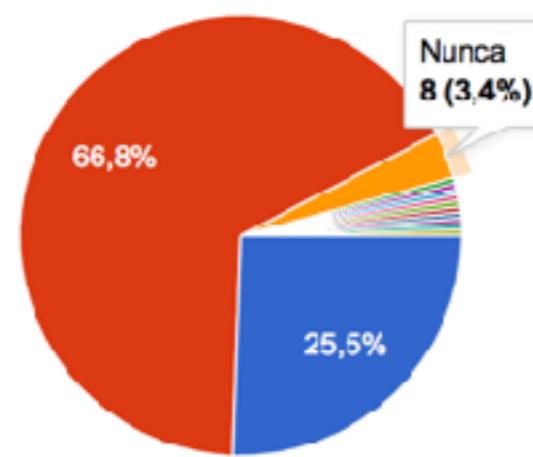
¿How often you feel in danger?

only 8 (out of 235) said
they **never** feel in danger

6. ¿Con qué frecuencia dirías te sientes en peligro?



235 respuestas

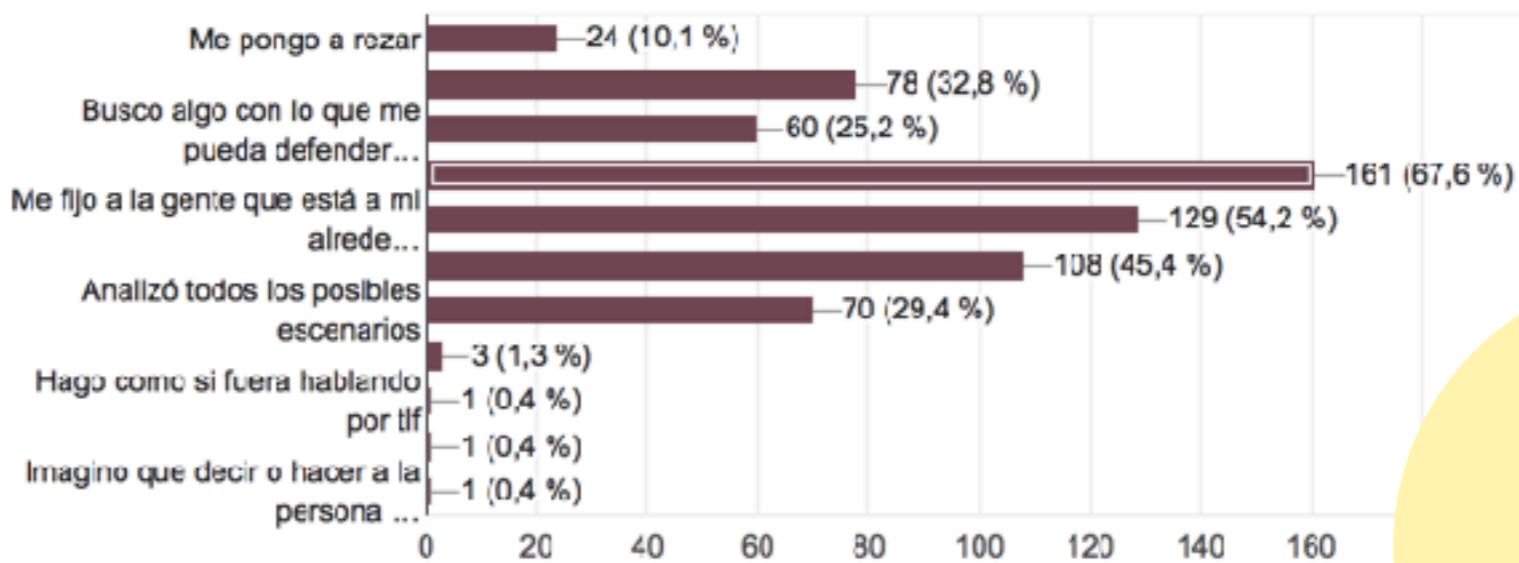


- Constantemente
- En casos muy específicos
- Nunca
- no siempre, pero muchas veces
- No muchas veces, pero suficientes...
- Casi nunca
- Por las noches cuando dejan de pa...
- En alguna ocasión se descompuso...

**“Suficientes para que
sean demasiadas”**

“Enough to be too much”

When feeling in danger...



They look for ***strategic***
(non physical) solutions
to the problem

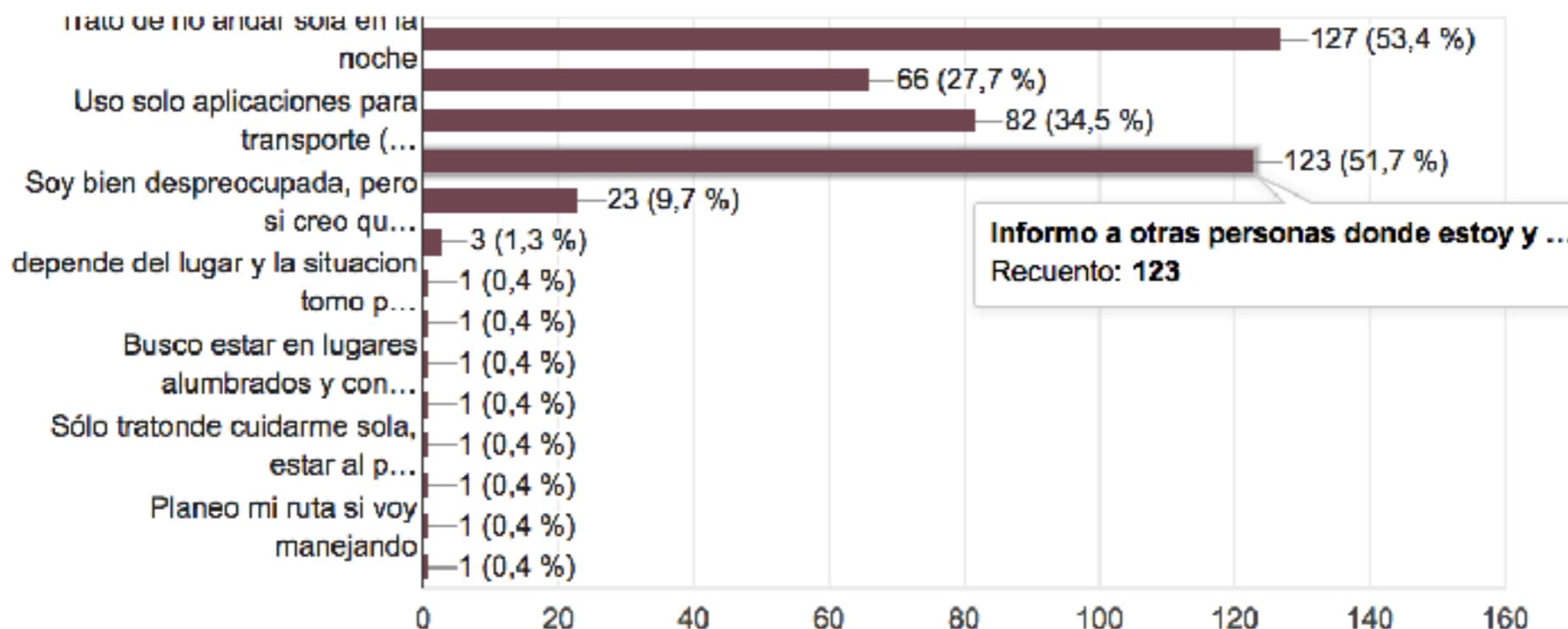
¿What precautions you take?

→ Not going out alone
(being in company)

→ Inform other people
where they are

12. Como mujer, cuando andas sola, ¿qué precauciones tomas?

238 respuestas

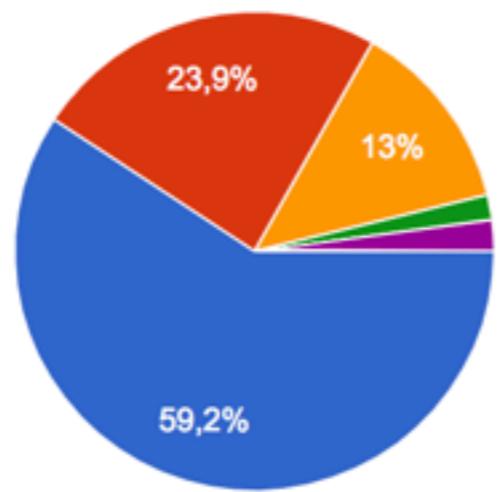


They notify when they arrive to their destination



8. Después de salir de fiesta y regresar a casa, ¿has llegado a contactar a tus amig@s notificando que ya llegaste en tu casa y estás con bien?

238 respuestas



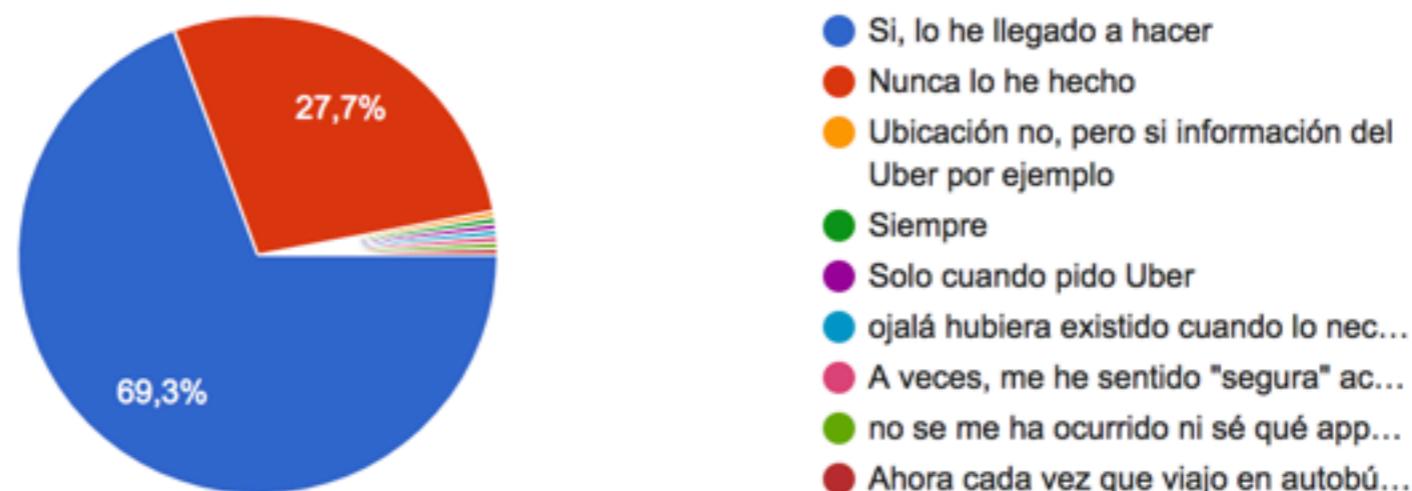
- Si, aviso a mis amigos si me lo piden, les mando un mensaje diciendo que ya llegue a mi casa
- Si, le aviso a mi mama o familiares que se que van a estar con el pend...
- Es rara la ocasión, pero lo he llegado a hacer
- No veo necesario avisarle a nadie que ya regrese a mi casa
- No acostumbro salir de noche

They share their location in case of an incident



7. ¿Alguna vez has llegado a compartir tu ubicación con un amigo o familiar, para que alguien más sepa donde estás en caso de un incidente?

238 respuestas



If you know your daughter, sister or best friend is alone...

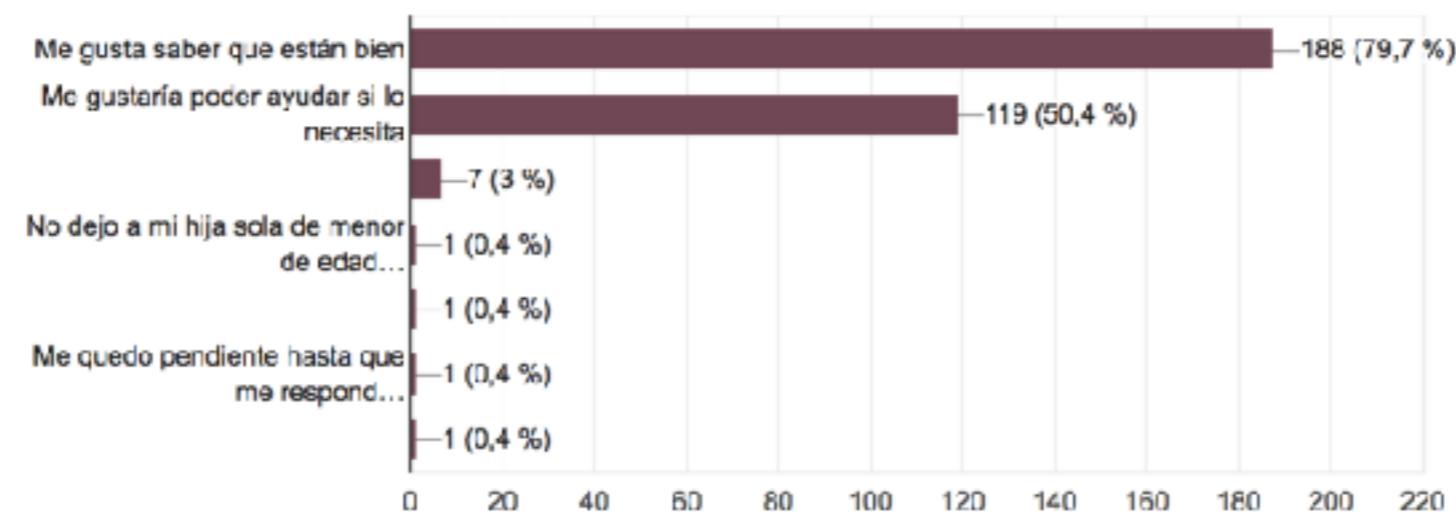
Want to know they are okey
Would like to help if is needed

Only 7 said people know how to take care of themselves

13. Si sabes que tu hija, tu hermana o tu mejor amiga anda sola...



236 respuestas



Infographics

To share survey results



Seguridad subjetiva

242 Mujeres participaron

¿Con que frecuencia te sientes en peligro?

67 % **25 %**

En momentos específicos Constantemente

Solo 8 mujeres de 245 respondieron que **nunca**

"Suficientes para que sean demasiadas"



¿En quién confíarias en caso de un incidente?

En la pareja

En la madre

Otras mujeres

Después de un incidente

80%

Contactaría primeramente a personas de confianza

36%

Contactaría inmediatamente a las autoridades

~~~~~  
En caso de un incidente buscan soluciones estratégicas no físicas

**63 %**

De las mujeres toman precauciones **ovias** para sentirse seguras..

- No ir por áreas peligrosas
- No andar por la noche
- Salir acompañada

Avisar donde estás

La encuesta fue respondida por mujeres Mexicanas principalmente seguido por España.

**67%**

Ha llegado a compartir su ubicación en tiempo real como medida preventiva incidente

**58%**

Manda mensaje a sus amig@s notificando que ya llegó a casa y está con bien

~~~~~  
La sensación de seguridad sucede a un nivel social

Aplicaciones

Usan aplicaciones de transporte para sentirse más seguras

Probarían una aplicación por que confían más en las redes sociales que en las autoridades

Affinity Diagram

To order qualitative and quantitative data



SURVEY RESULTS

"Former
people who
are committed" WED-19
NET FLUDES
REMEMBER
LIVING
COMMUNITY

"AS I JUST TO
KNOW I RECENTLY
COMING HOME
WITH MY PEOPLE
EXPLAIN WHAT
HAPPENED."

Bien connu
pour nous
mais pas
de même

3. *Cannula*
4. *Spitzen*
5. *Abstreifer*
6. *Wundsalbe*

**VIGILANT
CITIES**

You can't
keep your
face
out of water
unless you
want to

Este que se ha visto
muestra 30 m.
de altura. En suces-
ivos tramos de la
cima se observan
señales de desmoronamiento.

RENDLES MTC
FIRE
FEAR WORK
IS UNDERRATED

WALKING ALONE IN STREET	38.6%	39.8%	24.6%
DAY, NIGHT EVERY MOMENT	DAY, NIGHT ONLY IN THE NIGHTS	ONLY IN DANGEROUS AREAS	

FEELING IN DANGER (not strong)	57 %	10.5 / CONSTANT	5 per cent NUMBER
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WHEN YOU FEEL IN DANGER...	Me pregunto (1) solo, no menciono por que no se expresan nada	Me digo en mi (2) que solo se mencionan	Me digo (3) que solo se menciona
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How often you feel in danger	68.2%	24.1%	7.7%
Sometimes or rarely (not at all) Often or always	CONSIDERABLY DANGER	FEELING OF DANGER	NO DANGER

HAVING
SHARED
YOUR
LOVING
WITH FRIENDS
YES 71.7% NO 24.3%

PATRIOT PARTY
KINDRED SPIRITS
SOUTHERN POLITICAL

BEING	6-3-4-28	26-21	10-1
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WOMEN	I TAKE THE OBVIOUS PRECAUTIONS	I'M NOT CONFUSED I HAVE FEAR IN ALONE	I HAVE EXPERIENCED PERSONAL V.
-------	--------------------------------------	---------------------------------------------	--------------------------------------

WISDOM
CATHOLIC
EDUCATION

N. CASE OF BEING VICTIM OF A VIOLENT INCIDENT...	80,9 %	34,1 %	2,5 %
WILL FIRST CONTACT PEOPLE THAT REACT	IMMEDIATELY INVOLVING THE POLICE	ASK FOR PUBLIC HELP?	

WHO WILL TRUST ?	58,6 % EN MI PAÍS	40,8 % MOTHER	32,2 % mucha AMOR 32,8 % EN SUS HIJOS
PORCENTAJE DE RESPONDENTES			

WHAT PRECAUTIONS YOU TAKE?	56.9 %	49.7 %	30.6 %
NOT BEING ALONE IN THE HOME			
INFORM OTHER PERSONS WHERE LAMP			

IF YOU KNOW MORE ABOUT YOUR DISEASE	78.9%	48%
WANTED BUT TO MANAGE		

WHAT APPS
YOU ARE
DOWNLOADING

25.4% BECAUSE I THINK SOON

FROM AN APP TO FRAME YOU FEEL SWEEET	IN MY PHONE	NOTICE TO INTERFACING	ALTERNATIVE SOLUTIONS
16.2.7a IS INTEGRATED IN MY WAY			

WHAT TREATMENT
WOULD MAKE YOU
FEEL SAFER?

AUGUSTINE
FOR TODAY

401CE

PASO D'ANNA
MAYE
MÉTIQUE

PLACE
CALL
ENTRY

WALKING
ALONE
IN STREETS

38.6%
DAY, NIGHT
EVERY MOMENT

39.8%
ONLY IN
THE NIGHTS

24.6%
ONLY IN
DANGEROUS
AREAS

FEELING
IN DANGER
(just feeling)

57 %
SPECIFIC
LOCATIONS

40.5%
CONSTANTLY

5 persons
NEVER

WHEN YOU
FEEL IN
DANGER...

① Me pongo en
alerta, con
atención por
si tengo que
reaccionar
rápido

② Me fijo en gente
que está a
mi alrededor

③ Me fijo en
posibles
salidas del
lugar o situación

I H
AND
FOR

WHAT FEATURES
WOULD MAKE YOU
FEEL SAFER?

ACCESIBLE
FOR TODAS

%
FOR
HELP

2.4%
FOR ARMED
2.8%
OTHER ANSWERS

0.6%
USE TRANSPORT
S

70.1%
GOOGLE
MAPS

16.2%
TO TRY
ALTERNATIVE
SOLUTIONS

WHAT FEATURES
WOULD MAKE YOU
FEEL SAFER?

ACCESSIBLE
FOR TODAY

VOICE
RECORD
FUNCTION

JUST BEING
ABLE TO
SPEAK WITH
SOMEONE

VOICE

RECORD
VOICE

RECORD
SITUATION

PREDETERM-
INATE
MESSAGE
OF HELP

KEY
WORD

FAKE
CALL
ENTRY



SHARE LOCATION

REAL TIME
LOCATION
WITHOUT
INTERNET

GPS LOCALI-
ZATION
IF NOT FOUND

REAL
TIME

LOCALI-
ZATION

SEND
LOCATION
TO AUTOMATES

PREVENT
PHONE CRASHES
OR INTERNET
FAIL

HELP
NETWORK
SO-SAFE

NETWORK
GROUPS

FAST
NOTICE
WHERE TO
DO IN CASE
OF ...

Security
Forums
for women
men and
youth

TRUST
GROUPS

SUPPORT
NET

IN CASE OF EMERGENCY
SOME
CLUE WHERE
I AM, THE
LAST LOCATION
INFO

THAT IS INTE-
GRESSED
WITH WORK
I DON'T EVEN
NEED TO TALK
WITH THEM DRIVERS

LIGHTS OR
NOISE EMISSION
TO HELP ME
SENSE

FAST
ACCESS
TO ALERT
STATE

GESTURAL
ACCESS
IN CASE OF
DRUNK STATE

BUTTONS
FIREWARE

ALARM
ACTIVATION

PANIC
BUTTON

ACCESS
WITHOUT
HAVING
TO UNLOCK
THE PHONE

FAST
UNLOCK

SERIES
OF ACTIONS
FOLOWED
BY TOUCHING
A BUTTON

SERIES
OF NOTIFICATIONS
ACKNOWLEDGED

CALLS

CALL
TO ONLINE
CONTACT
NEARBY

SIMULTANEOUS
CALLS

CALL UP
1 PERSON
FOR EMERGENCY
CONTACT
SEND THEM INFO
ABOUT ANSWER

VISIBILITY

HIDDEN
THAT THE
OTHER
PERSON
DON'T KNOW

WAY OF
SENDING A
MESSAGE
WITHOUT
ME SPEAKING



SHARE LOCATION

REAL TIME
LOCATION
WITHOUT
INTERNET

GEO LOCALIZA-
TION
IF NOT FOUND

REAL
TIME

LOCALIZA-
TION

SEND
LOCATION
TO AUTORITIES

PREPARE
PHONE COMPANY
OR INTERNET
FAIL

IN CASE OF DISAPPEAR
SOME
CLUE WHERE
I AM, THE
LAST LOCATION
INFO

THAT IS INTE-
GRATED
WITH UBER
I DONT EVEN
FEEL SAFE
WITH UBER DRIVERS

LIGHTS OR
NOISE EMISSION
TO HELP ME
SCAPE

LAST
ACCESS
TO ALER-
STATION

E
G
ON

RECORD

BUTTC

Problem Statement

Mexican Women need a way
have a **protection network**
because they cannot rely on
authorities to help them in a
dangerous situation.



THE SMILY

Cynthia

21 years old



Same boyfriend
since she was 16



Aries



Mexican

Frustrations

- Her boyfriend is so jealous that she can only go out with girl friends.
- Violence so ingrained in society and you cannot feel safe anywhere.
- Living under the constant stress that something bad is just about to happen.

Goals

- Feeling safe at night when her boyfriend is not around.
- To not be worried for other friends and to not make her mum worry.
- Being in groups she trusts and can rely on.

Behaviors

- Feminine but doesn't dress provocatively.
- Never use headphones when she is walking on her own.
- Always carries her phone charger in her bag in case she needs battery.

*Loyal, easy going, polite, clever,
appear to be shy but she's very fun to be
around if she opens, have all life
social circles*



THE INSTINCTIVE

Paloma

28 years old

Single

Gemini

Mexican

Frustrations

- Loves having fun but hate nights are so insecure
- Violence is such complex issue
- Being accused "of imagining things" when she feels in danger

Goals

- Feeling in company even if she is not
- Knowing she has an emergency communication tool
- Feeling she can help and being helped

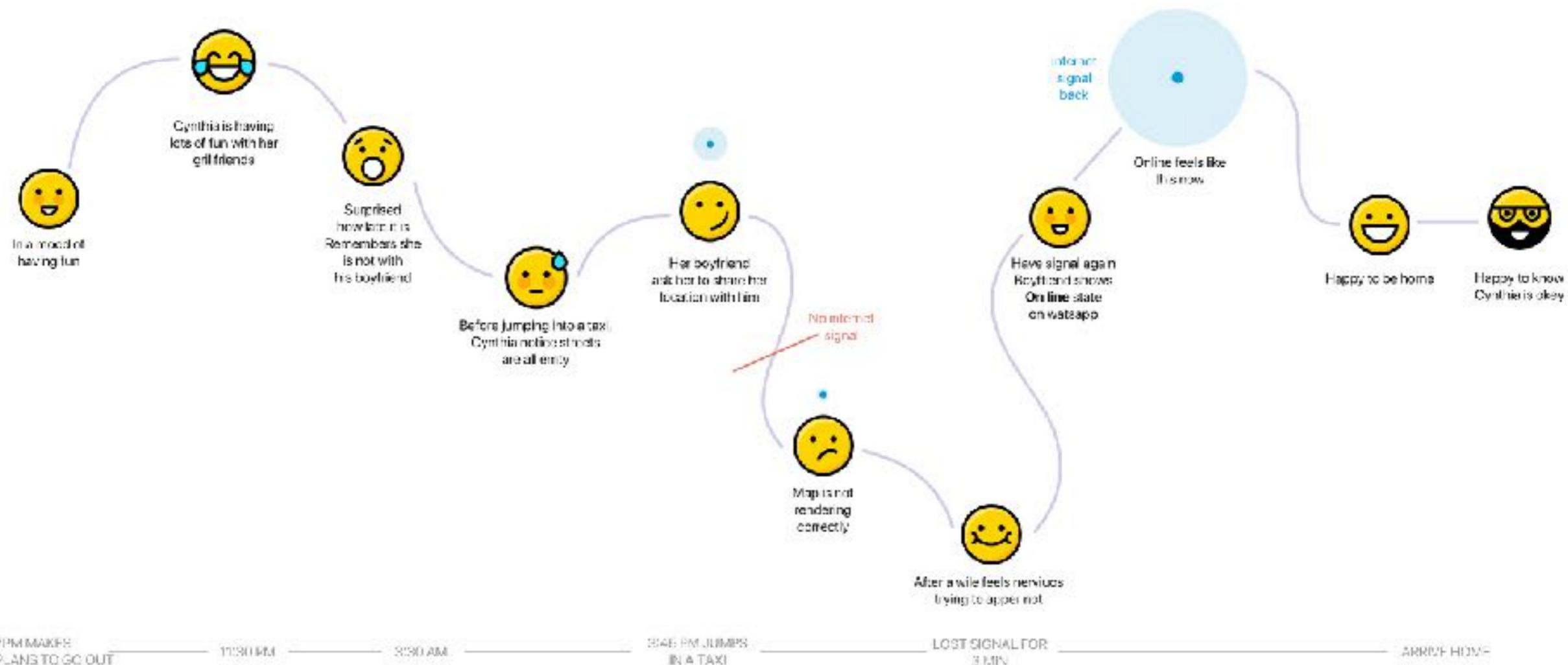
Behaviors

- She has lots of drinks when she goes out
- She shares her location on whatsapp with friends
- She carries a taser in case she feels in physical danger

Very practical to resolve problems, gets crazy if she feels something is unfair, super fun person to be around, haves several social circles.

Cynthia

Cynthia decided to go out this weekend with her girlfriends (her boyfriend is not with her this night). She is having a good time so she stays more late than usual. When coming back to her house she notices streets are alone, and starts sharing her location with her boyfriend, as a precautionary measure.



Communicate where she is going
Tell a direction where she is heading to, Where she is going to be hanging out, so close people can know

Real Time share location
Way of track her regardless the transport medium. Be able to this with anyone, even if is not an app user.

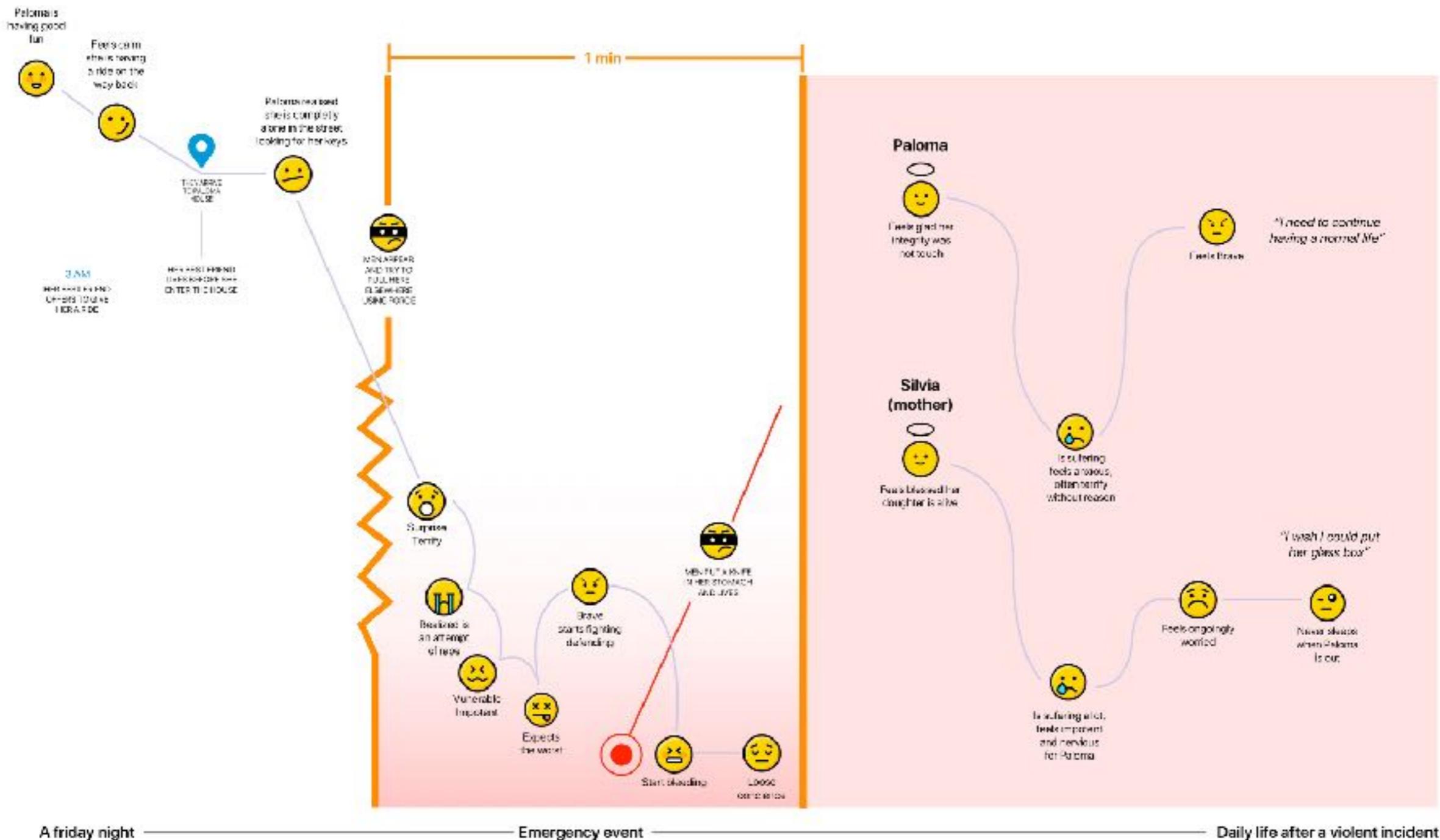
A system that works even if there's no internet
Prevent the case of needing communication without internet. Just knowing this as a feature can give piece of mind.

Visualize who is watching
A more visible way to see who is also present to you

Notify you are at home
An automatic message that appear when you appear in your destination or saved "home" location

Paloma

Paloma is from Guadalajara and moved to Mexico City to study University. She suffer an attempt of rape on her way back home and continue to life after that. Her mum have been suffering with her since the incident. Her mom call her everyday several times a day, particularly on the weekends. Paloma knows her mum is constantly worry, but wouldn't like to share with her everything she does with her mum, just enough information to let her know she is all right.



Alert state
If there's enough time to sense something doggy is happening or going to happen to be able to notify your close people you are starting to feel in danger

A close network of emergency contacts
To have a predesignated emergency contact, and a circle of people you trust and ask for help in case of emergency

An emergency button
That activates a series of actions and
calls to close circles of people.

A tool that help people keeping track of each other
In a context of insecurity, people rely more on each other,
because they don't trust authorities or they believe
social media is faster in case of emergency

Knowing you have a tool to be used in case of an emergency
After a traumatic event, this can help dealing with an ongoing situation of alert and feeling exposed to danger.

Features / Needs Matrix

FEATURES		NEEDS / PAIN-POINTS
16. ¿Qué funciones te podría ofrecer una aplicación para hacerte sentir más segura?		
That is integrated with facebook wastage		They need something integrated into they social media because is how they are use to communicate
That works on UBER, Cabify etc		Some women feels uncomfortable or get in alert state even in safe transport
Real time location without internet	Yellow	People need a way to track each other locations in a highly (incrementally) insecure context
Just be able to speak with someone that knows I'm worry	Yellow	Feeling in company when feeling insecure
Don't use battery mode	Yellow	Need to have a communication tool as long as possible
Having predeterminate message in case I cant speak myself	Red	When they start defending themselves violence increase. Appearing doing something about it, can trigger aggressive behavior.
Hidden behavior so the aggressor don't notice	Red	
Record the aggressor voice	Red	Have evidence and prevent being accused of inventing a situation
Simultaneous calls to trust groups	Red	Knowing I have several people I trust is being contacted
Call to authorities	Red	
Loud sound / Very hight alarm sound	Red	Need emergency help
Panic button	Red	
Fast access no need to unlock	Purple	In case of experiment a phisical limitation (getting dissy, start bleeding, being highly altered)
That it recognize my voice in case I cant do anything	Purple	
Fast way to send fiscal description of the aggressor, descriptions of the place, useful information immediately	Red	Send fast information that can be use later on to create a denounce
Track of my last location shared	Black	To have some clues/tools in the worst case scenario
Geolocalization (in case im not being found)	Black	

MoSCoW

MVP	<p>Must</p> <p>Localization (gps) without internet Have emergency/panic/alert button that enables contacting groups Activate series of actions after hitting the button (automatically record audio, put your phone in saving battery mode..) Be discreet, gestural, (big buttons, not very precise UI elements) Follow the worst case scenario, geo localization if person/body not being found</p>
Road Map	<p>Should</p> <p>Video recording and simultaneous transfer to groups (need internet for that) Create a network / forums / public denounce public space Have a mapping of incidents generated by users Contact people you don't know but is around you and can help (trust, validation)</p>
	<p>Could</p> <p>Guide you and give you advice after / during a violent incident Send you training tips of self defense</p>
	<p>Wont</p> <p>Generate a loud noise Wont be a gun</p>

Competitive Analysis

Safety apps

	B SAFE	LIFE 360	SAFE 24	Apple Security Alert
GPS Localization without internet	✓ Main feature	✓ Main feature	✗ Don't work without internet	✗ Does emergency phone calls
Group Integration	✓ You can create groups	✓ they call them "Circles"	✓ You can create groups	✗ Is a personal tool
Language	English	English	English	Customizable
Target Audience	People waking alone Sex offender	Drivers Family	Couples that want to track each other's life	People with issues that can face health emergencies
Price	3.3 rating in app store	4.6 rating in the app store	8,33 EUR	Free (with an expensive iphone)
Strengths	<ul style="list-style-type: none"> Alarm by voice (not even touch phone) Personal security network SOS activated automatic video record Ask a friend to follow you on the map Fake phone call hierarchy of contact 	<ul style="list-style-type: none"> Is simple, just a GPS tracking app Good for road accidents 	<ul style="list-style-type: none"> Is a delightful design, very clean and balance. Easy to use 	<ul style="list-style-type: none"> Apple is apple, is just very trustable and have a tremendous amount of reliability It is linked to their hardware, click 5 times the on button
Weaknesses	Is not narrowed into a segmented audience	Bad name Is not narrowed into a segmented audience The logo have the histogram color scheme, lack of reliability in case of emergency	Bad name It seems to be based on house, work, school, add a place The design style, can be of any other product, is nice, but is not easy to associate it with reliable product in emergency	The option Add emergency contacts direct you to Health app The feature is design for health emergencies
Opportunities	Is not gender focus, no o	Need more segmentated areas	Is not for real danger, Is just for localizing people	if you have an emergency you are not calling an ambulance
	<ul style="list-style-type: none"> No gender focus apps for women safety No apps for safety developed in real dangerous countries Not so focus of group safety or generating a social community for help Not integrated with social media Not following the worst case scenario 			

Competitive Analysis

Share location feature

Company	Cabify	Google Maps	Uber	Watsapp	Facebook
Feature	Share location once the trip started Add favorite destinations	Share location real time Share point Add favorite destinations	Share Status (copy link, watsaap,) Have emergency contact	Compartir ubicación Inside the whatsapp map Option to open un Maps Option to open in Google Share location on groups	Internal share location Share location on groups
Opportunity	You can only use it if you are in a taxi, not if you are walking or in a bus They all need internet to work Either is specialized for emergency situations No visualization of group interaction (seeing status)	You cannot make groups for sharing	You can only use it if you are in a taxi, not if you are walking or in a bus	Opportunity to integrated Means people use it	Too focus on social

Paper prototype



CREATE AN ACCOUNT

FIRST USER

Para que puedes
usar esta app
emergencia



CREATE

NEXT

PARA TENER UNA EMERGENCIA
AGREGA 1 CONTACTO
DURANTE UN CASO DE EMERGENCIA

Mi nombre

mail

celular

foto

Este personaje sera contactado
sin importar el momento
el funcionamiento de
esta app

TRAINING

Bienvenido
infarto donde nací
nacido

Skip intro

2

Skip intro

3

Skip intro

(cancel cuenta)

DOWNLOADED
APP
SETTING UP
STEPS

(cancel cuenta)

Un botón para
activar cuenta
de emergencia



estimated actions
Low Buttons

(cancel cuenta)

Crea circuitos de
comunicación



a) 711 para circuitos
contactos en
caso de emergencia

(cancel cuenta)

MAIN
SCREEN



Main Nav



- Real time location
- Current location
- Destination

ALERT

HIDE



Secondary Nav

You are now
A notification will be
sent when you reach
your destination

- Start real time location
- Share my current location
- Send a message
- ~~Stop sharing location~~

Sharing destination

¿Qué quieres hacer?

- Ⓐ Ubicación en tiempo real
- Ⓑ Enviar mi ubicación actual
- Avisar hacia donde voy — also

- ▢ Añadir casa
- ▢ Añadir trabajo
- ☒ Favoritos next step →

crear cuenta

Primary Contact Circles of trust

i with who?



Primary
contact



circle
of trust



Rawl

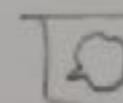


Magdaléne

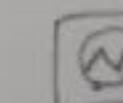


contacts

Send Link



WhatsApp



Messenger



Mail



Training Ambar and SOS function

Empty Share
Downloaded
without
account

Computer Unlocked

Set location
agent

Clear Cuenta

En tiempo
real

Edit pre-determined profiles
SOS
unable SOS function
Edit emergency contacts
button for My phone home screen
primary contact

Allow access to my location
Circle of trust
Allow access to my location

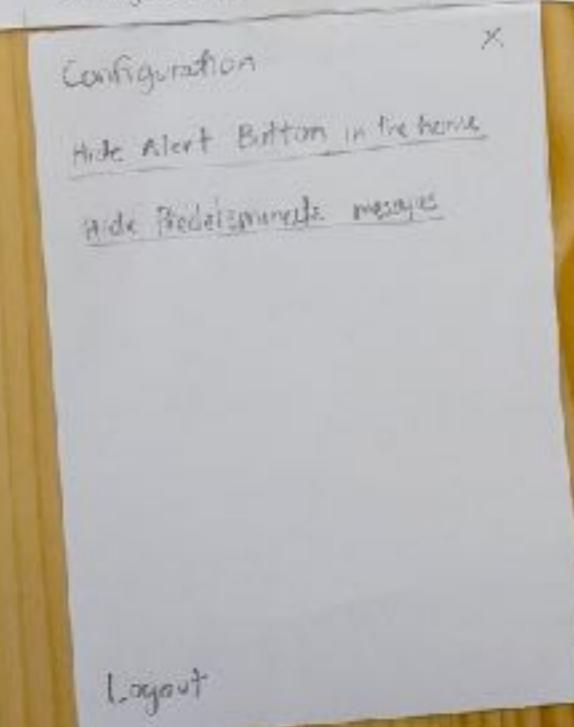
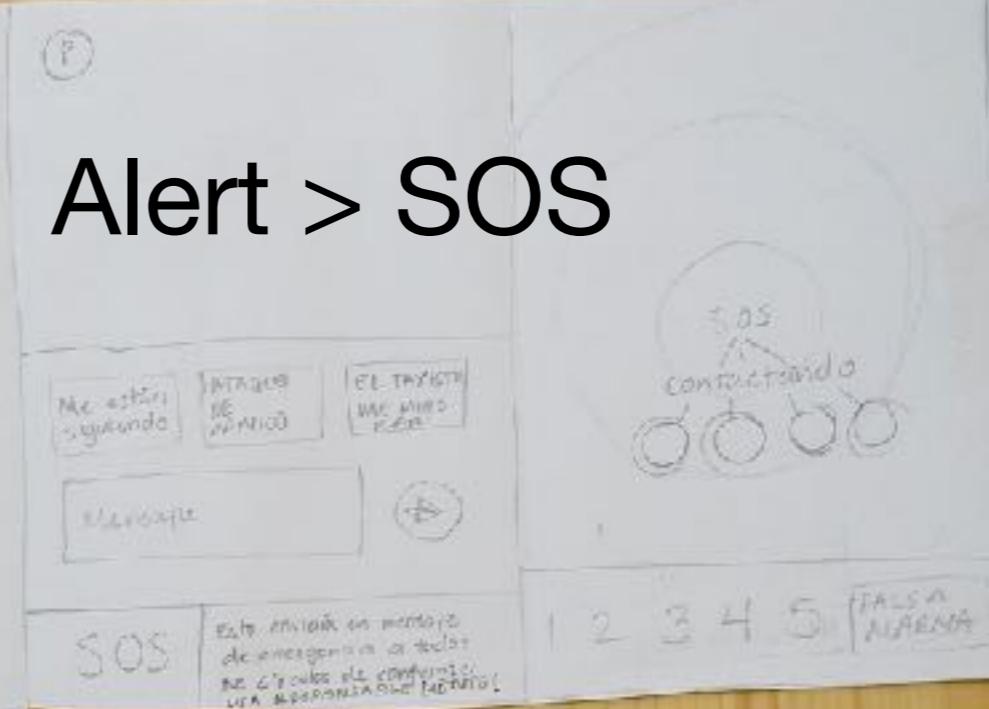
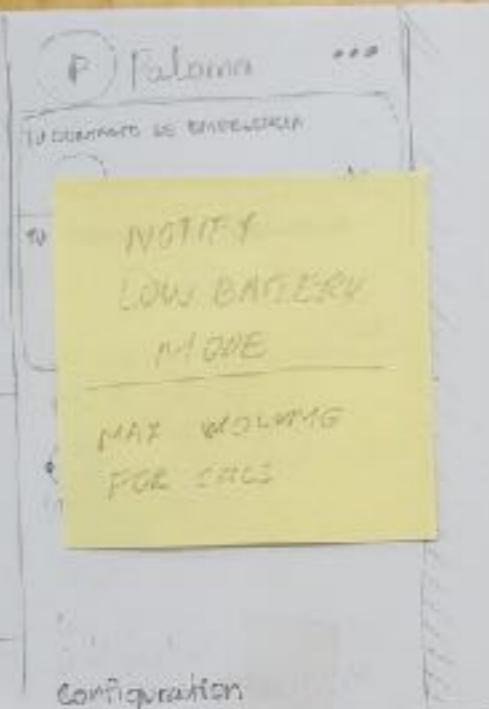
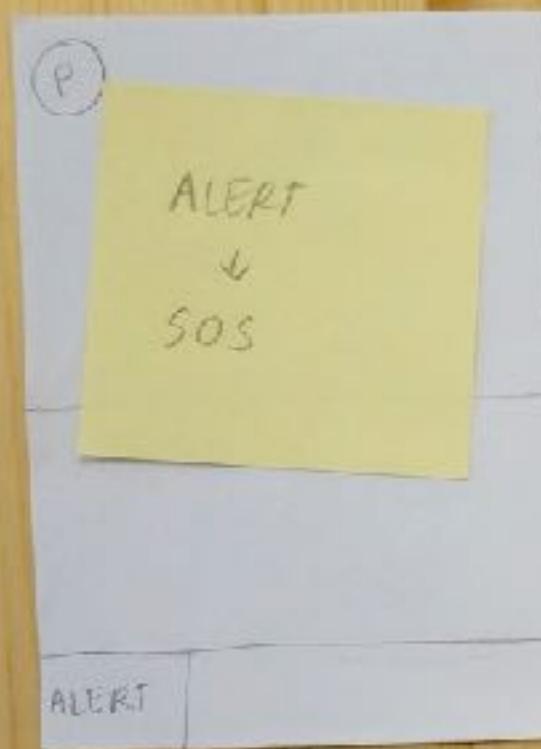
Create account
Primary emergency
contact
Circle of confidence
SOS

Configuración

TONIN
LIPER
STOP sharing location
SOS
① USE
② After create
account
③ invite a algorithm
④ share location

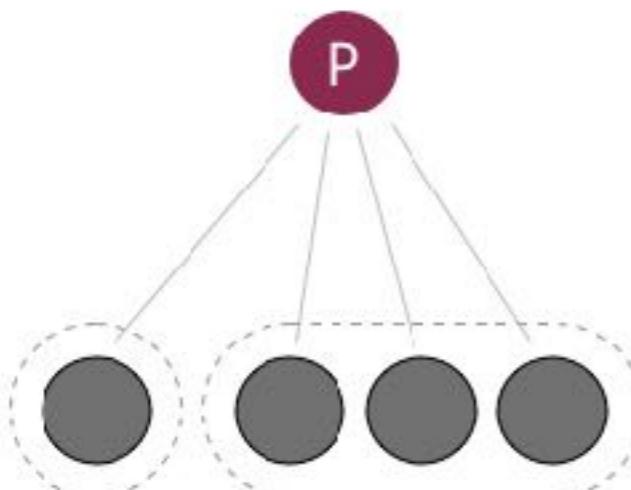


Alert > SOS



Worst case scenario

SOS



Automatic share to primary contact person and circle



Something weird is going on

ALERT



Paloma

C

Choose
who to share
with

Preventive

TRAINING

P

Paloma

Daily life use

SHARE LOCATION

P

Paloma

C

User with account

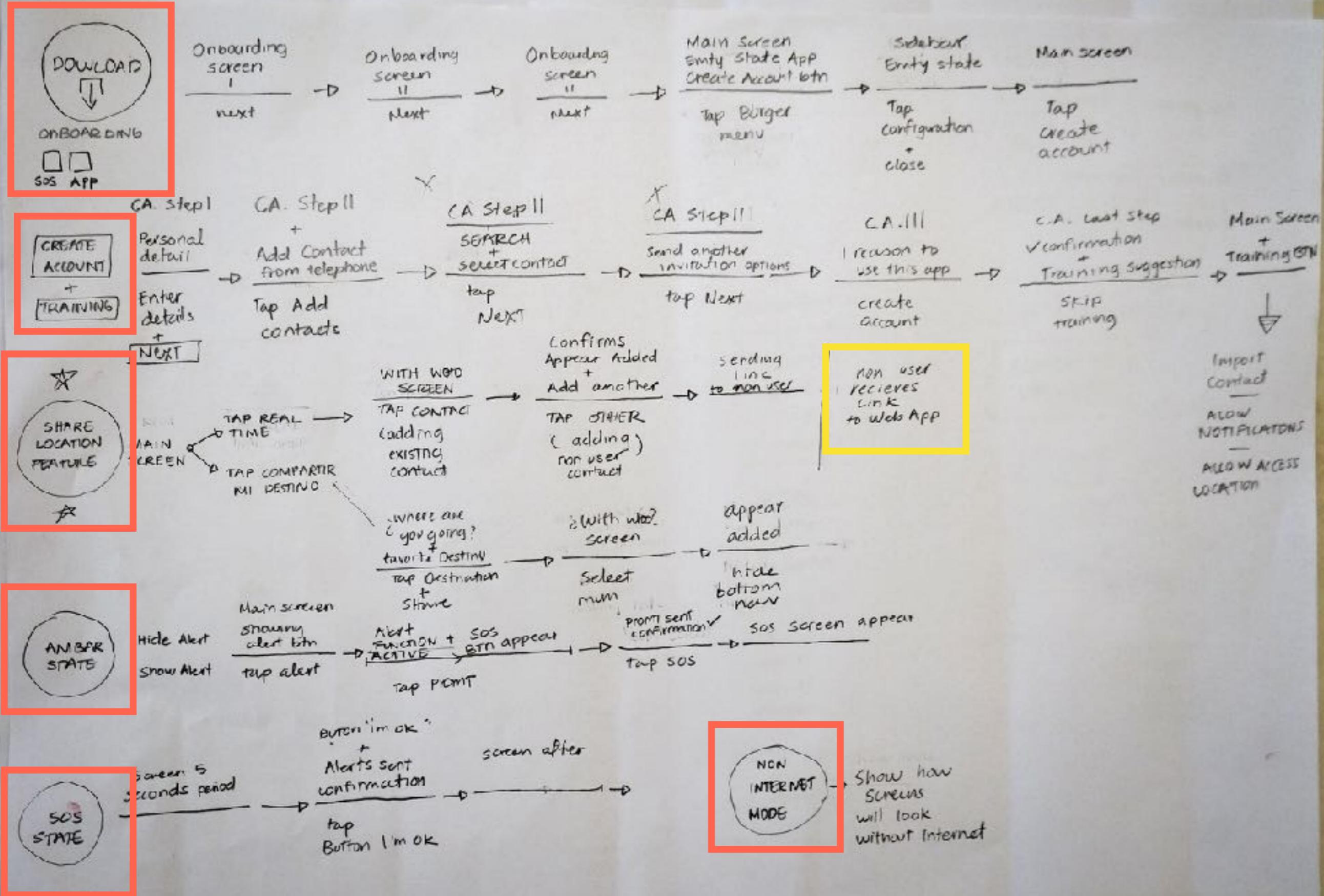
P

Paloma

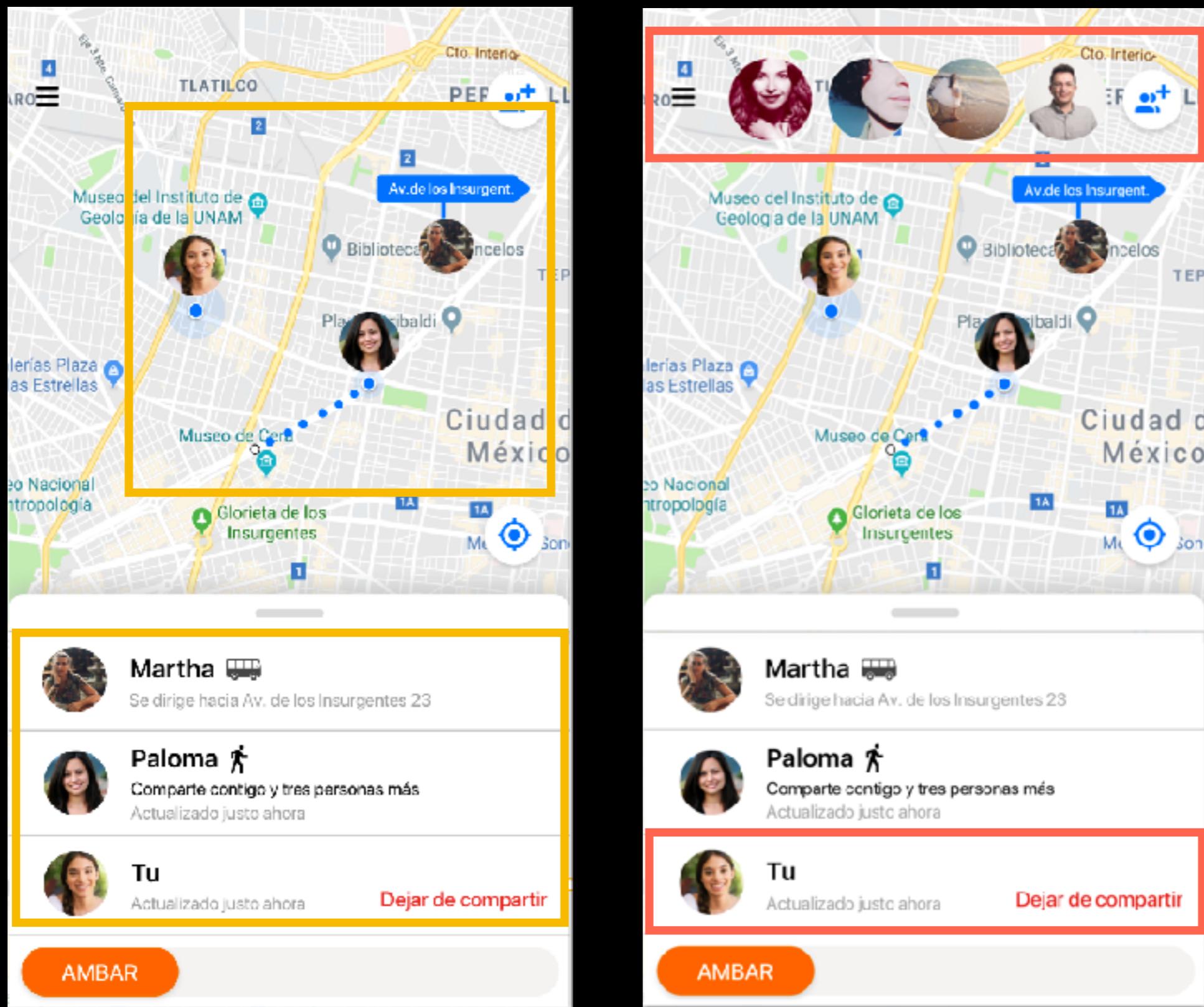
C

User with no account

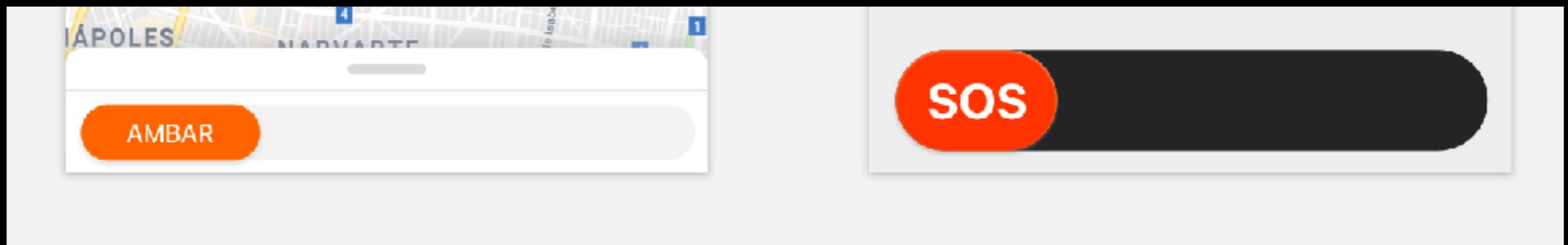




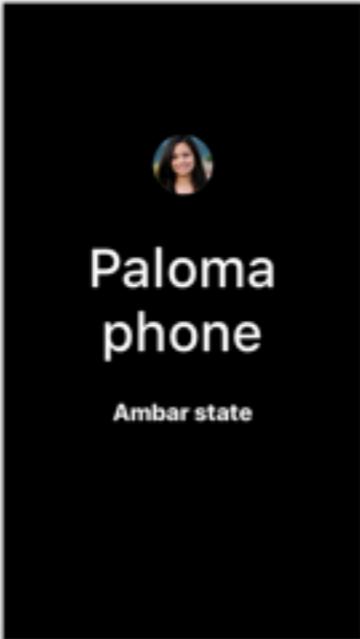
More complex use case



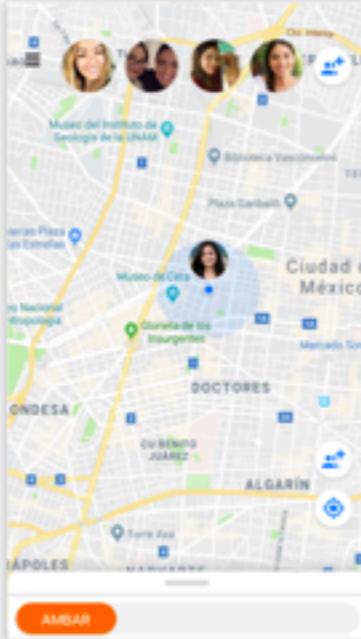
UI becoming bigger
thought states



PALOMA-AMBAR



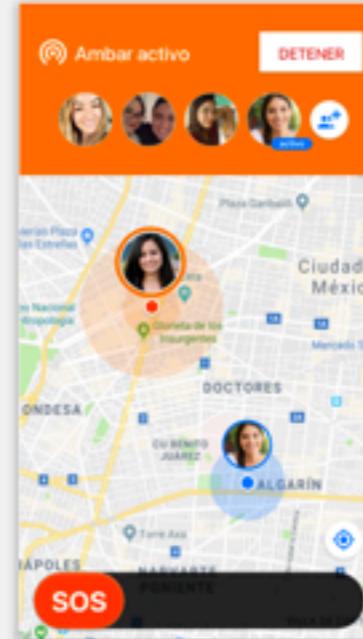
PALOMA-AMBAR-START



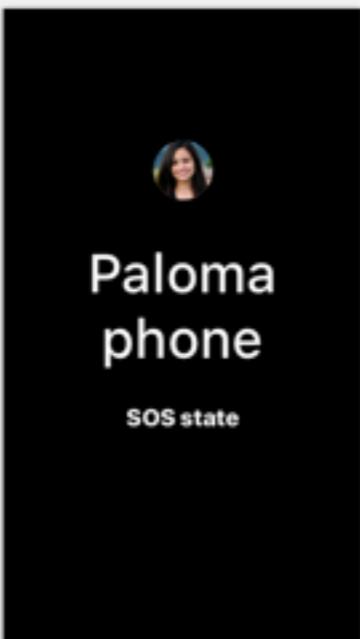
PALOMA-AMBAR-PAGE



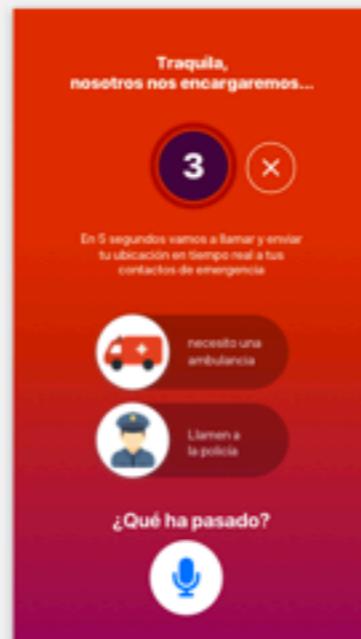
PALOMA-AMBAR-MAP



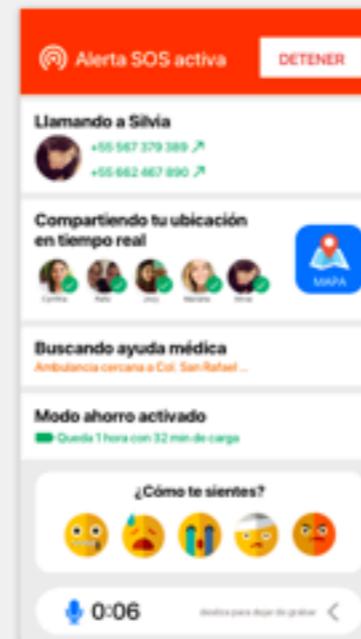
PALOMA-SOS



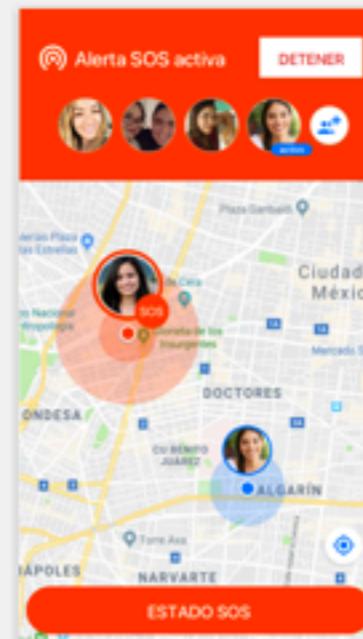
PALOMA-SOS-MAIN



PALOMA-SOS-PAGE



PALOMA-A...R-SOS-MAP



Style tile

The image displays a style tile for a mobile application, featuring a grid of design assets:

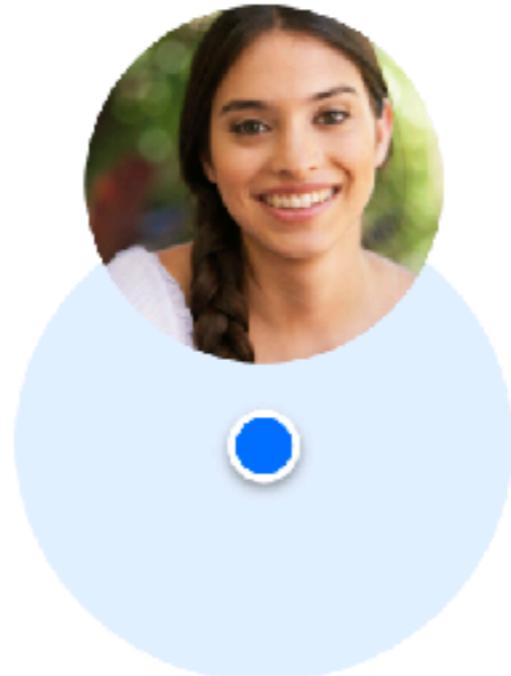
- Top Left:** A map of a city area with several location markers and labels such as "Domino's Pizza", "Parroquia de San Antonio de Padua", "Barbacoa De Santiago", "Motel El Greco", "Superama Indiana", "Estadio Azul", and "Instituto Federal de Telecommunicaciones".
- Top Middle:** Three sets of three-step progress indicators, each with numbered circles (1, 2, 3) and checkmarks.
- Top Right:** A series of buttons and text blocks related to account creation:
 - "Crear cuenta" (Create account) in teal and blue boxes.
 - "Siguiente" (Next) and "Crear cuenta" buttons.
 - "Aceptar" (Accept) and "Descargar" (Download) buttons.
 - A large "Crear cuenta" button.
- Middle Right:** Buttons for cancellation:
 - A red button with a white "X" labeled "CANCELAR".
 - Three teal buttons labeled "CREAR CUENTA" (Create account).
 - Navigation arrows: "< Atrás" (Back), "Siguiente" (Next), "< Atrás" (Back), "Cancelar" (Cancel), and ">" (Forward).
 - A yellow-bordered box containing the text "Practicar función Ambar y SOS".
- Bottom Right:** Icons for transportation and global colors:
 - Icons for "BICICLETA" (Bicycle), "CARRO" (Car), "PIATON" (Pedestrian), "METRO" (Subway), "TAXI" (Taxi), "CAMION" (Truck), "MI COCHE" (My Car), "ANDANDO" (Walking), and "BIKEOUT" (Bike Out).
 - A section titled "▼ Global Colors" with a color palette.
- Bottom Left:** A collection of small, semi-transparent navigation and utility icons.

**Sharing
location**

Ambar State

SOS

PRIMARY STATES



SECONDARY STATES



Off line

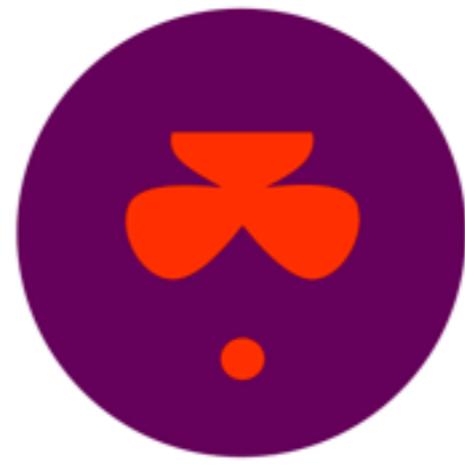
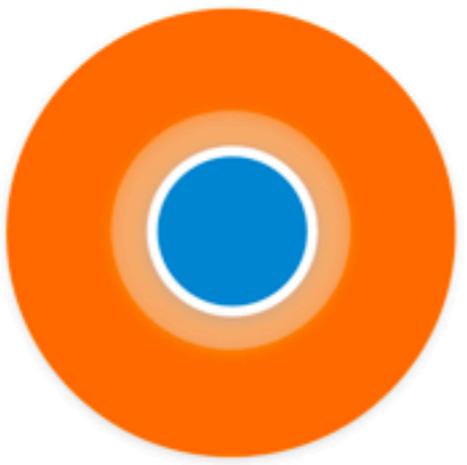
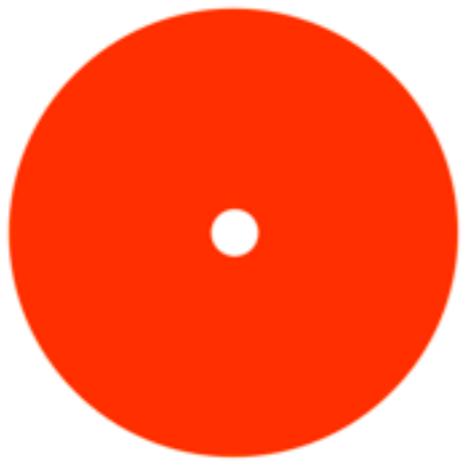
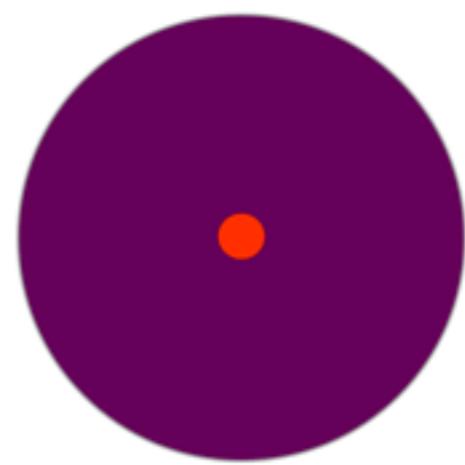
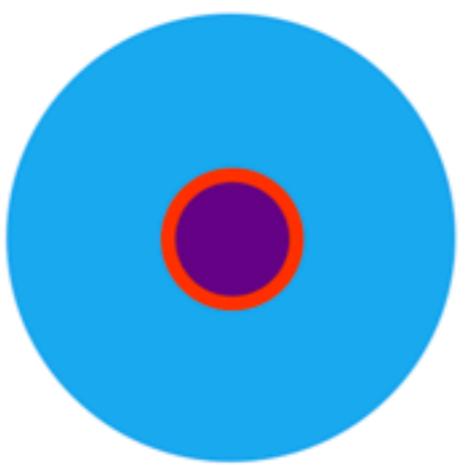


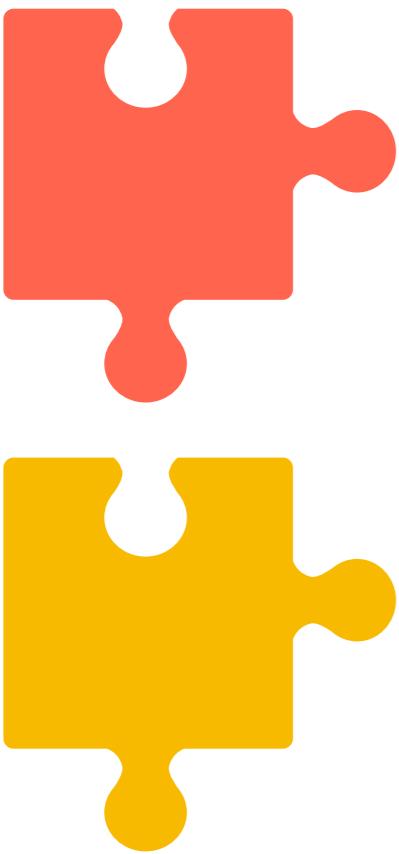
Recieving
location
but not in the app



On line
Recieving location
using the app







Methodologies

- Generative Research
- Users Needs Research
- User Interviews
- Survey
- Infographics
- Competitive Analysis
- Affinity diagram
- Needs - Features matrix
- MoSCoW method
- Personas
- Problem statement
- User Journey
- User Flow
- Design Studio
- Paper prototype <> Testing
- Evaluative Research
- Mid fidelity prototype
- High fidelity prototype

Share location

Ambar

Sos

I'm okay
Sharing location
as prevention

I'm alert
something weird
is going on

I need help
immediately



Paloma's
phone



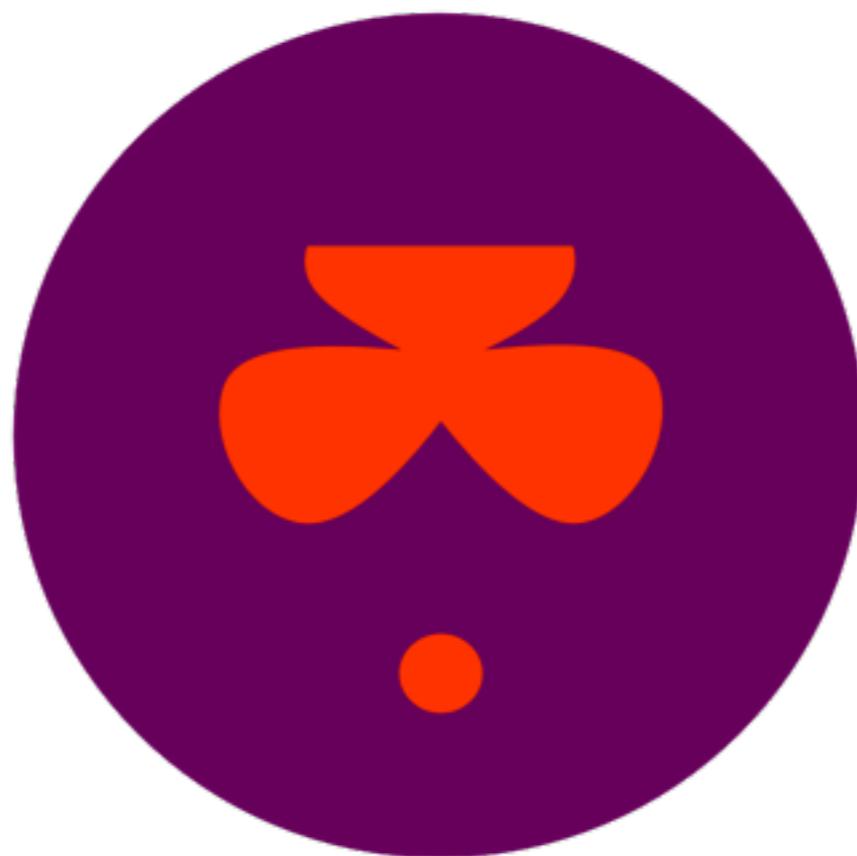
Cynthia's
phone



Silvia
phone



Ambar



Thank you!