

Safely

Ensuring pedestrian safety

BDO x HAD Aggregation | Product | 7 weeks

Project Definition
52

Research & Design
56

The Prototype
63

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here

Crime Index Ranking

📍 City of Berkeley

“We always get these police reports about criminal activity around campus. The city is known to be dangerous, so I feel unsafe walking back at night after study sessions.”

◎ Bring HERE APIs to street safety

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a Problem

c Solutions

b Competitive Study

here

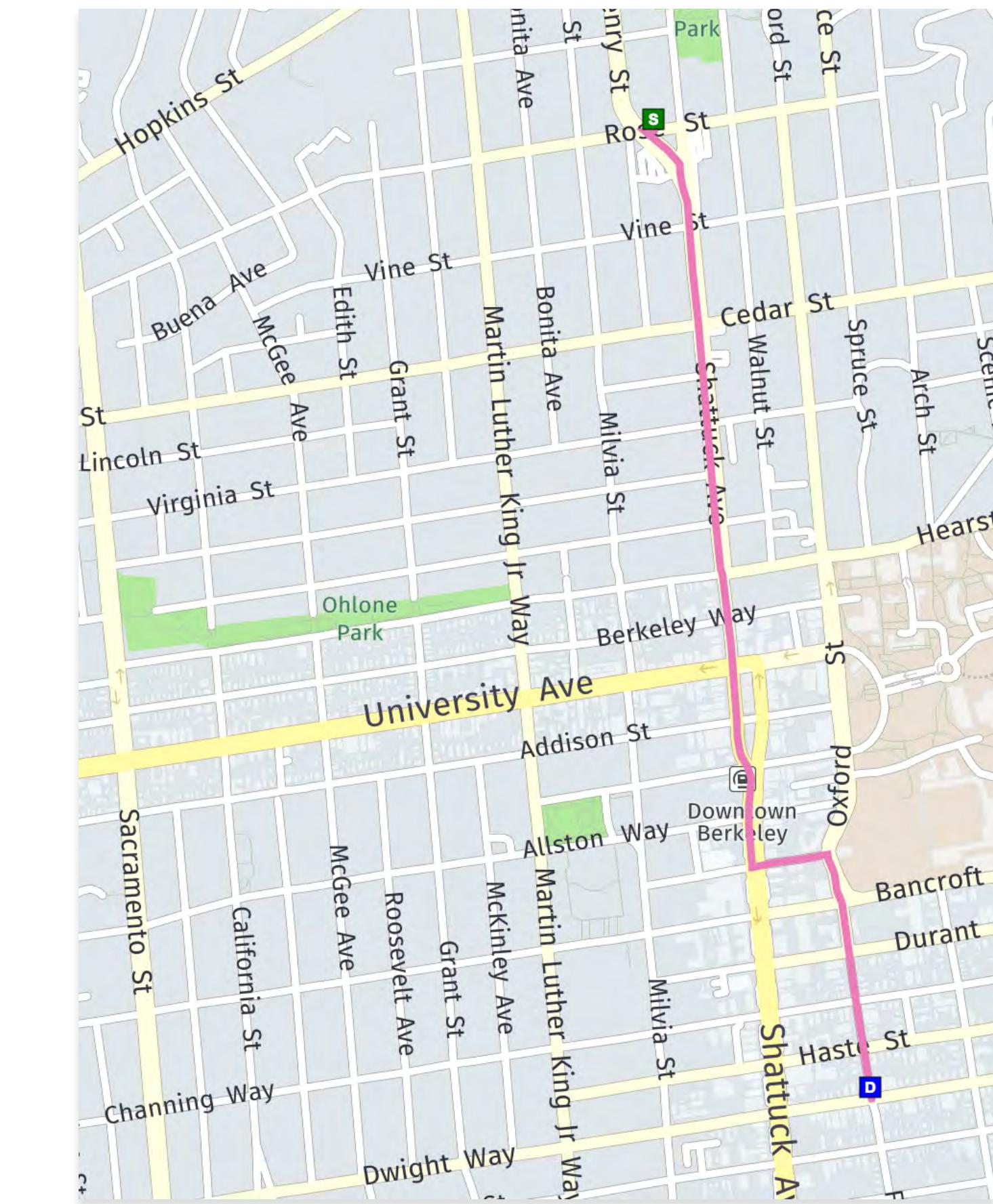
HERE vs Open Data



Crime Heatmap

Problem

source: [cityofberkeley](#)

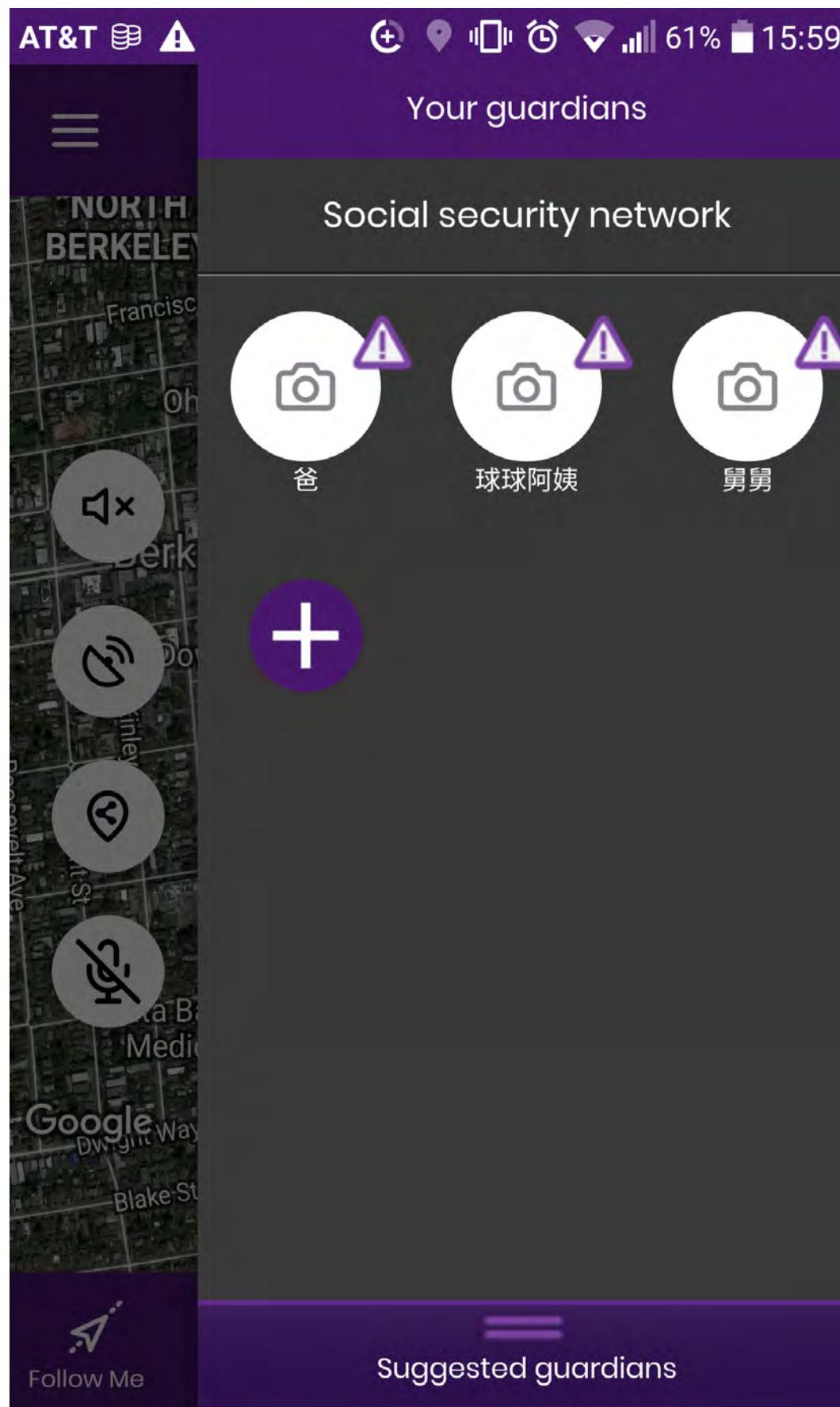


Pedestrian Navigation

Competitive Study

● Familiar message networks

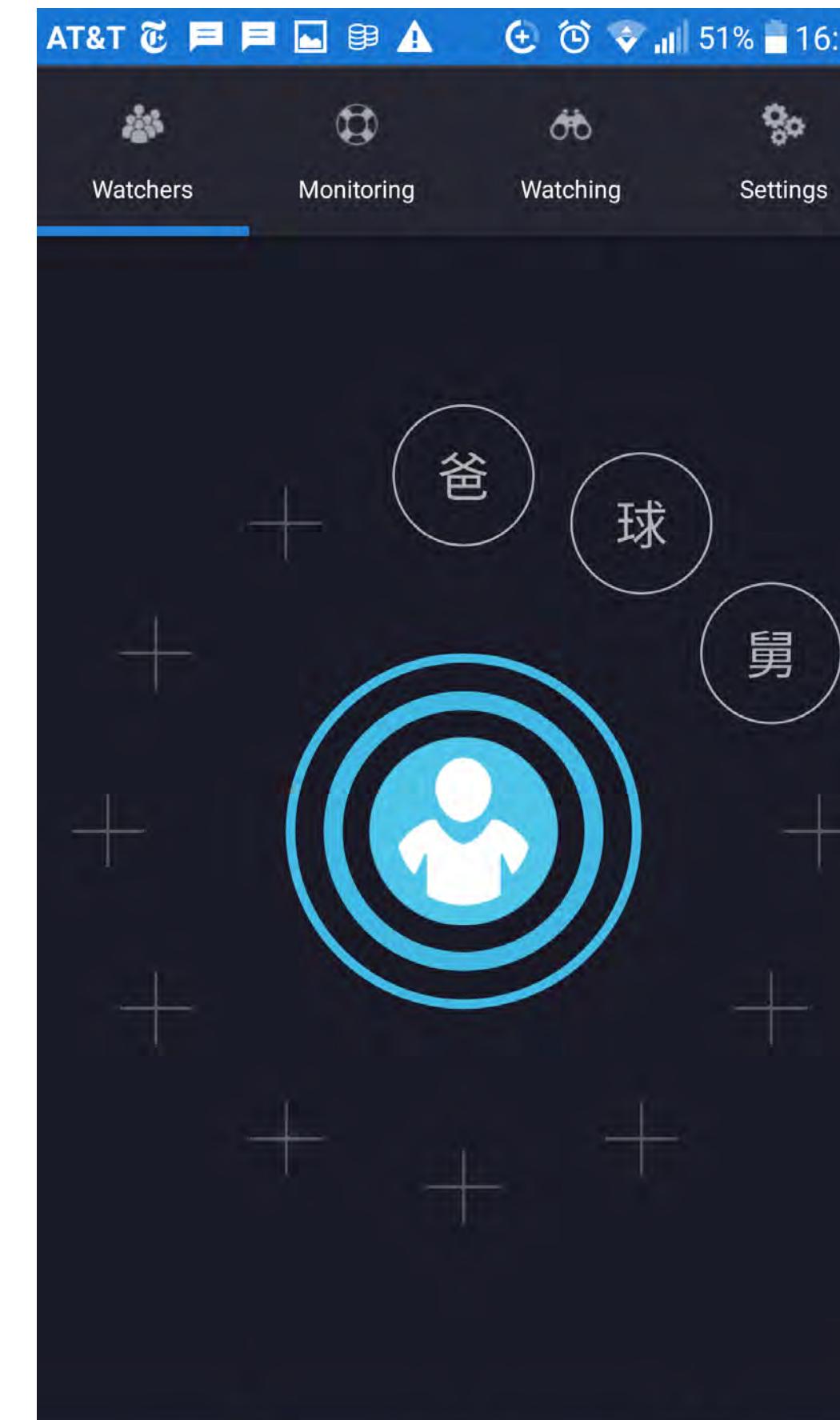
bSafe



Strengths

Private set of reliable relationships

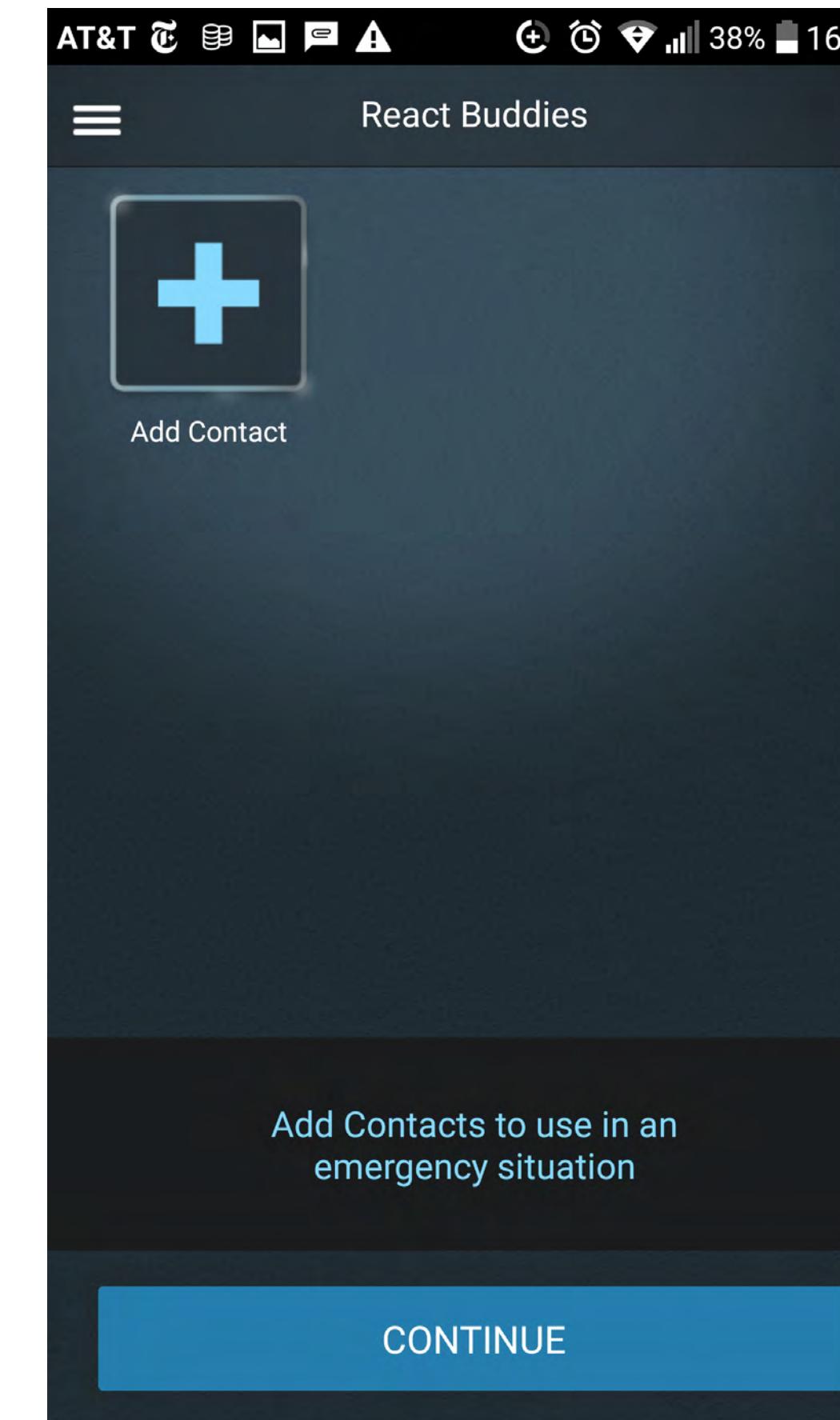
Circle of 6



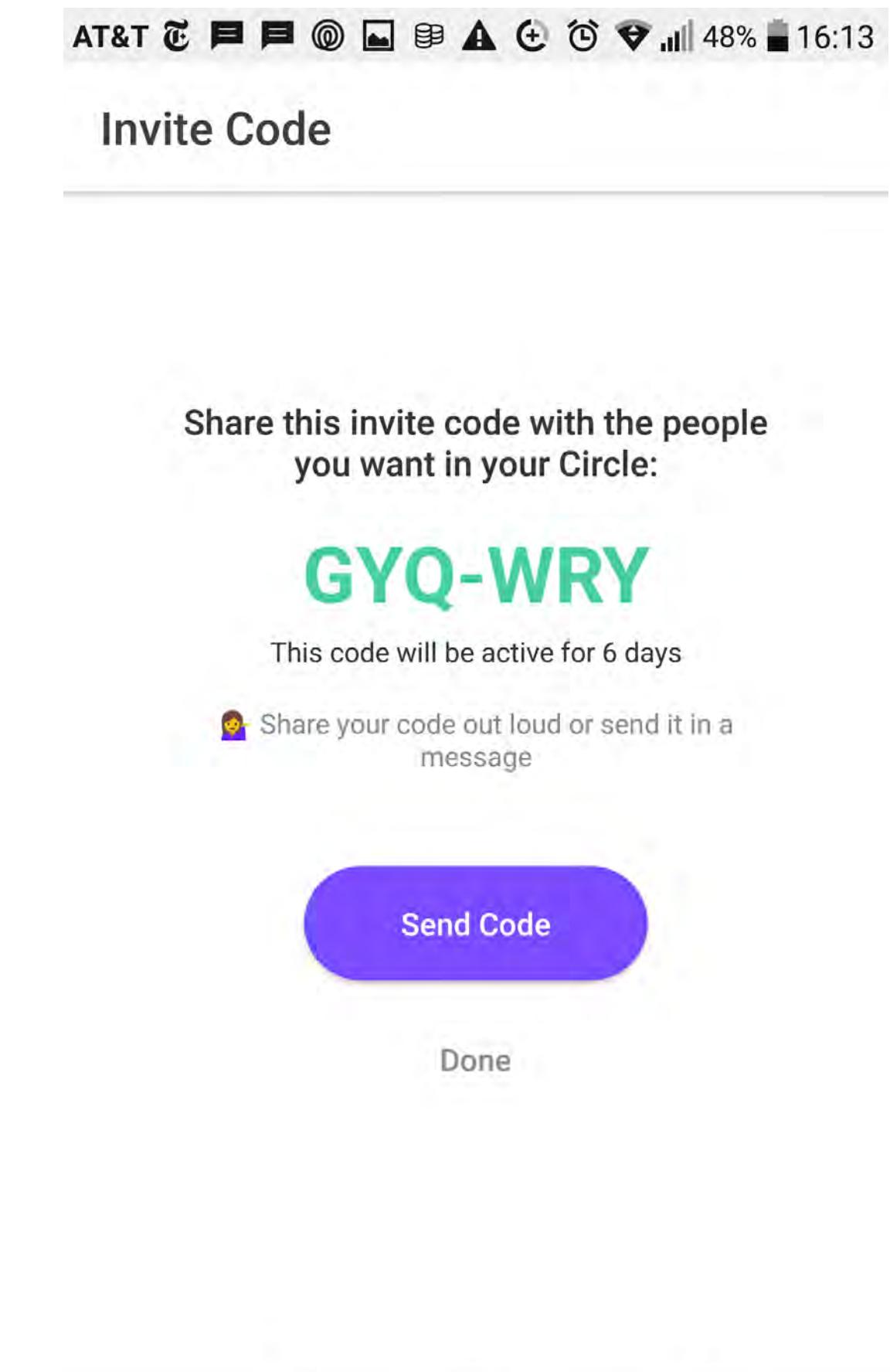
Opportunities

Questionable degrees of effective aid in serious situations

React Mobile



Life360



Solutions



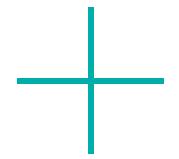
Before

Preventative routing via database integration



During

Open-late locations routed via places data



After

Optional transportation methods to destination

Map viz

Quick and digestable surrounding awareness

Geofences

Notifications of recent activity in background

Reporting

Future route alteration and civic improvement

Design

Establishing a visual direction, creating the user experience, defining features and capabilities, ensuring the clarity of processes in corresponding situations

- ◎ Bring concepts into existence

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- a Case Stories
 - b Visuals

- c High Fidelities

here

Case Stories

Defining relatable use cases with general personas

Anna 21, University Student

Anna moves into a new apartment this semester. She works late hours to pay for living expenses.

After shifts, she needs the safest route back home

Todd 28, Marketing Agent

Todd works in a heavily urbanized area. He takes the bus regularly and walks some distance home.

One night, he feels he's being followed

Sharon 43, On Vacation

Sharon is on vacation in Chicago with her family. Excited, they explore the unfamiliar area

Upon one corner, she receives a notification

Visuals

Establishing a visual direction and appropriate tone

Mood Guide



Professional
Assuring
Modern
Tranquil

Style Guide



Cabin, Regular 32px

Header Text

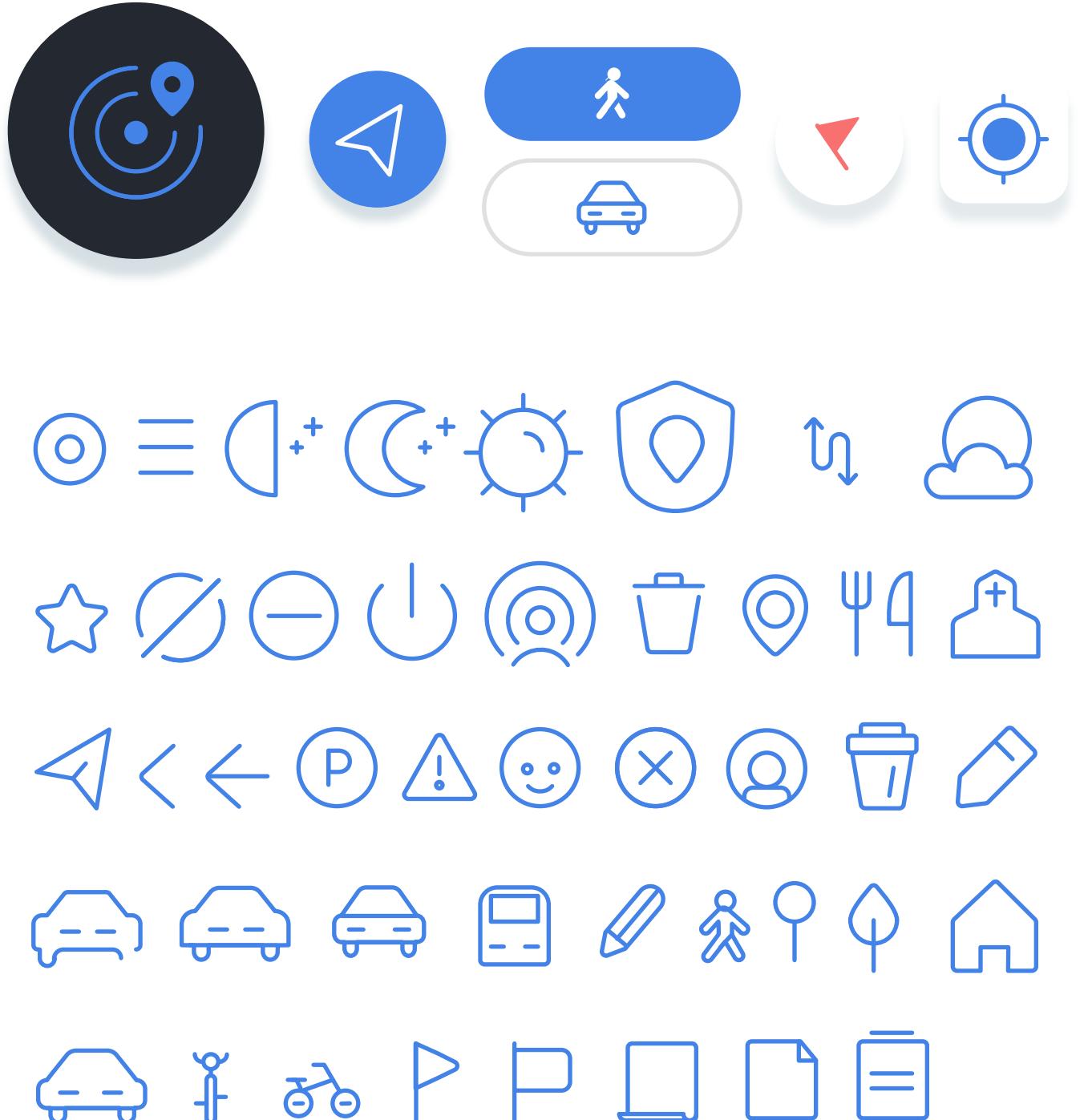
Cabin, Bold 40px

Subtitle text

Cabin, Regular 32px

Lorem ipsum dolor sit amet, consecue
adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat

Fira sans, Light 28px

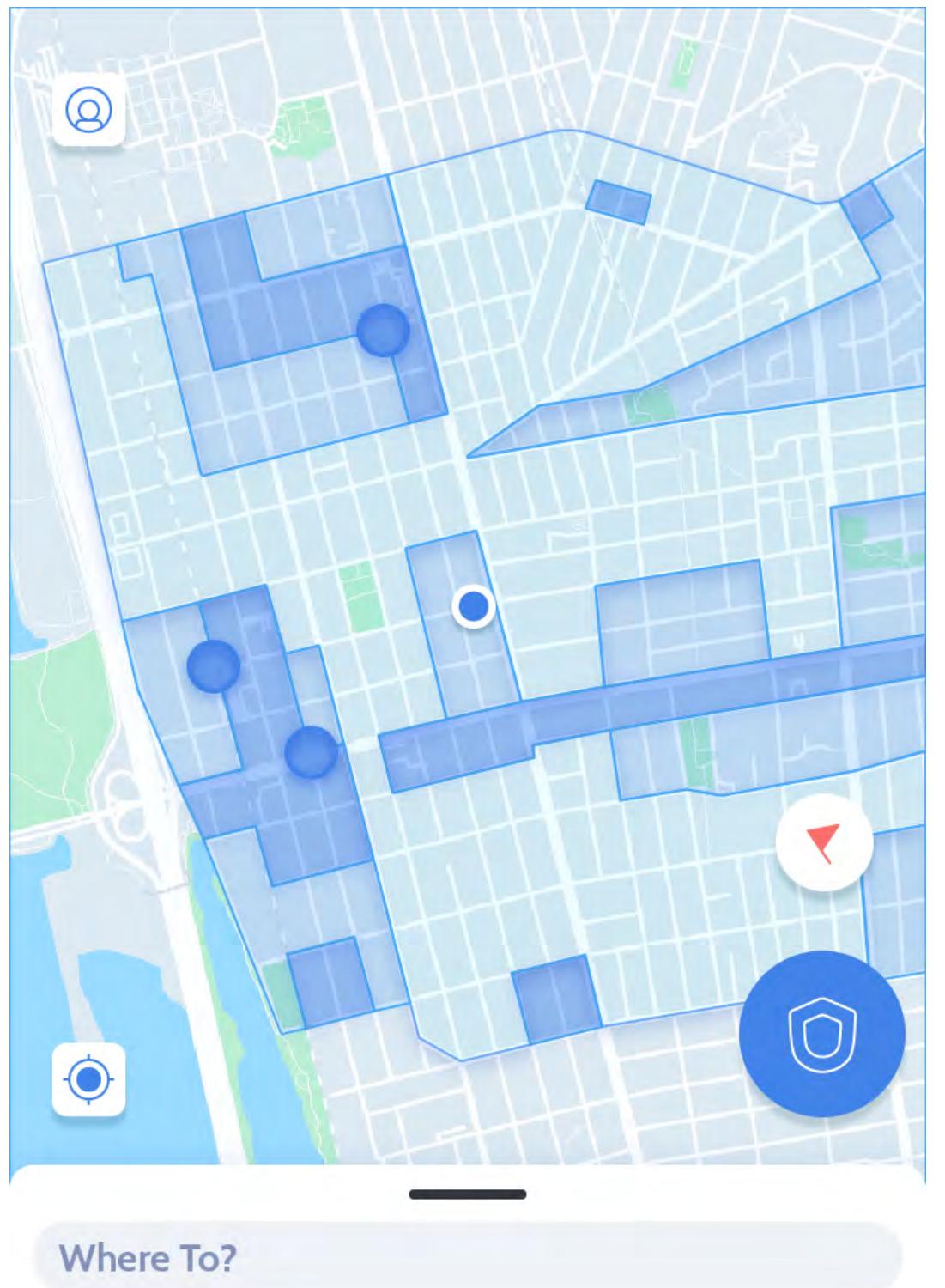


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Navigation

Anna, 21 | Student



Where To?

Crime Index



Current



Day



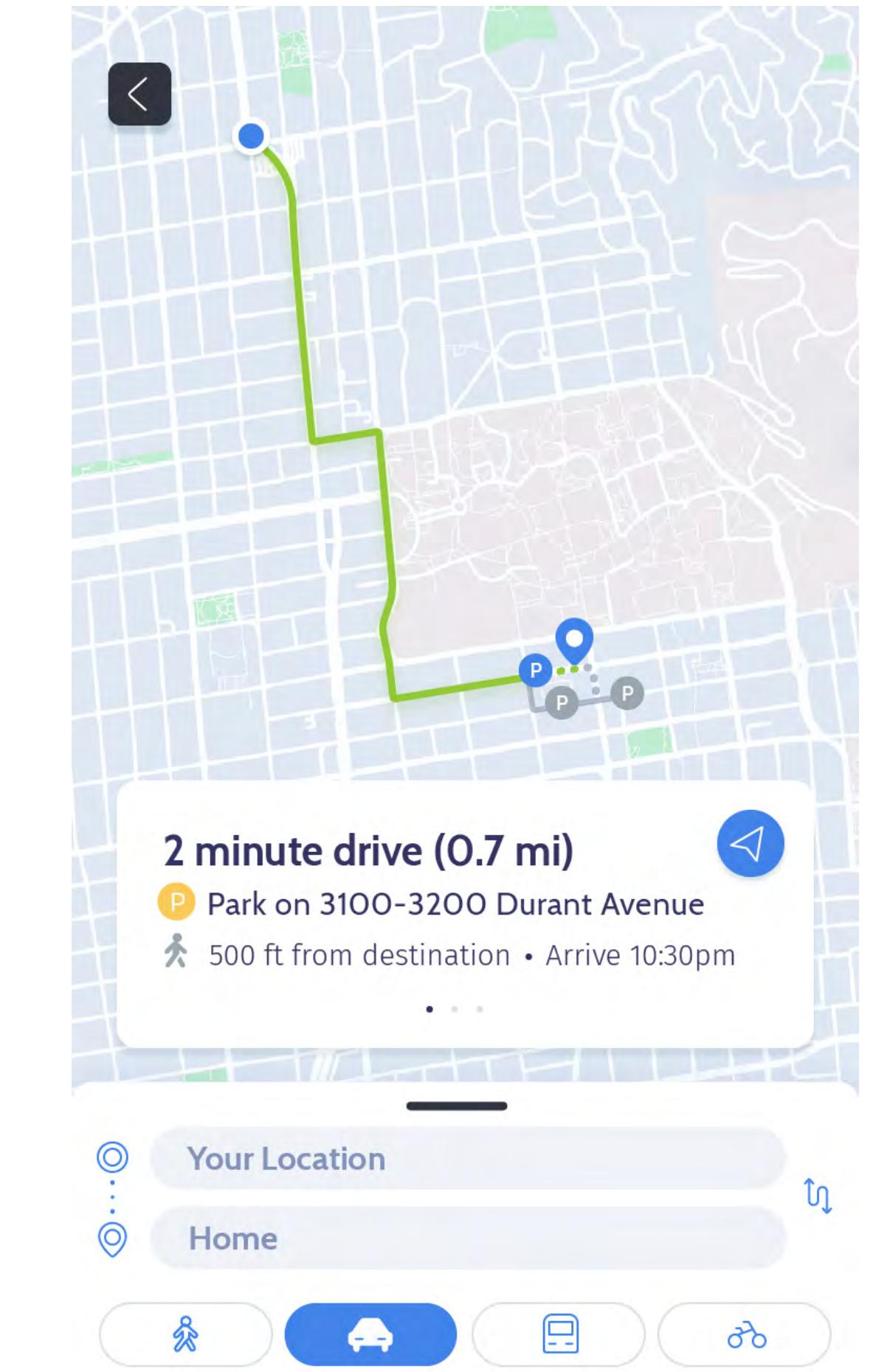
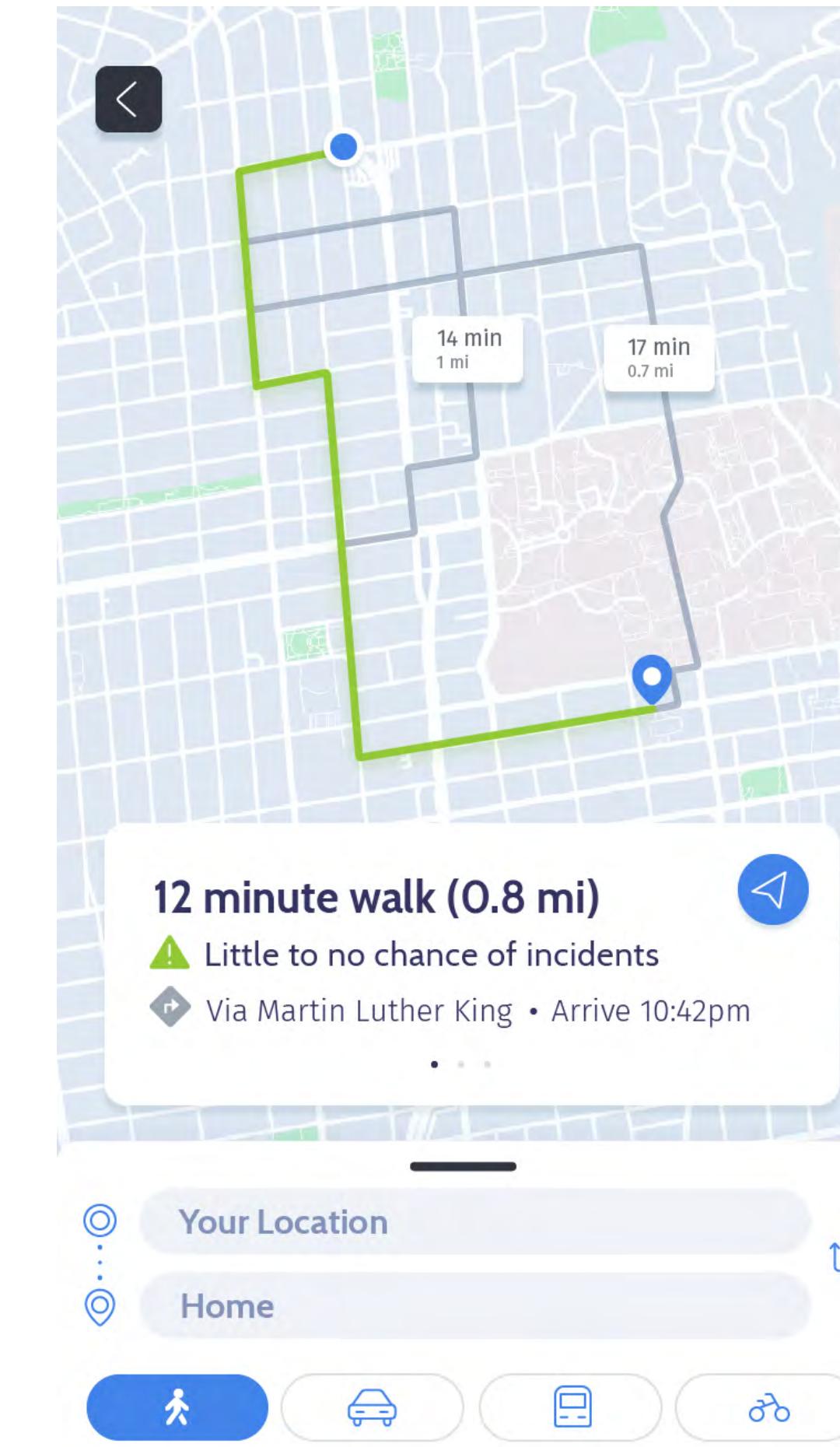
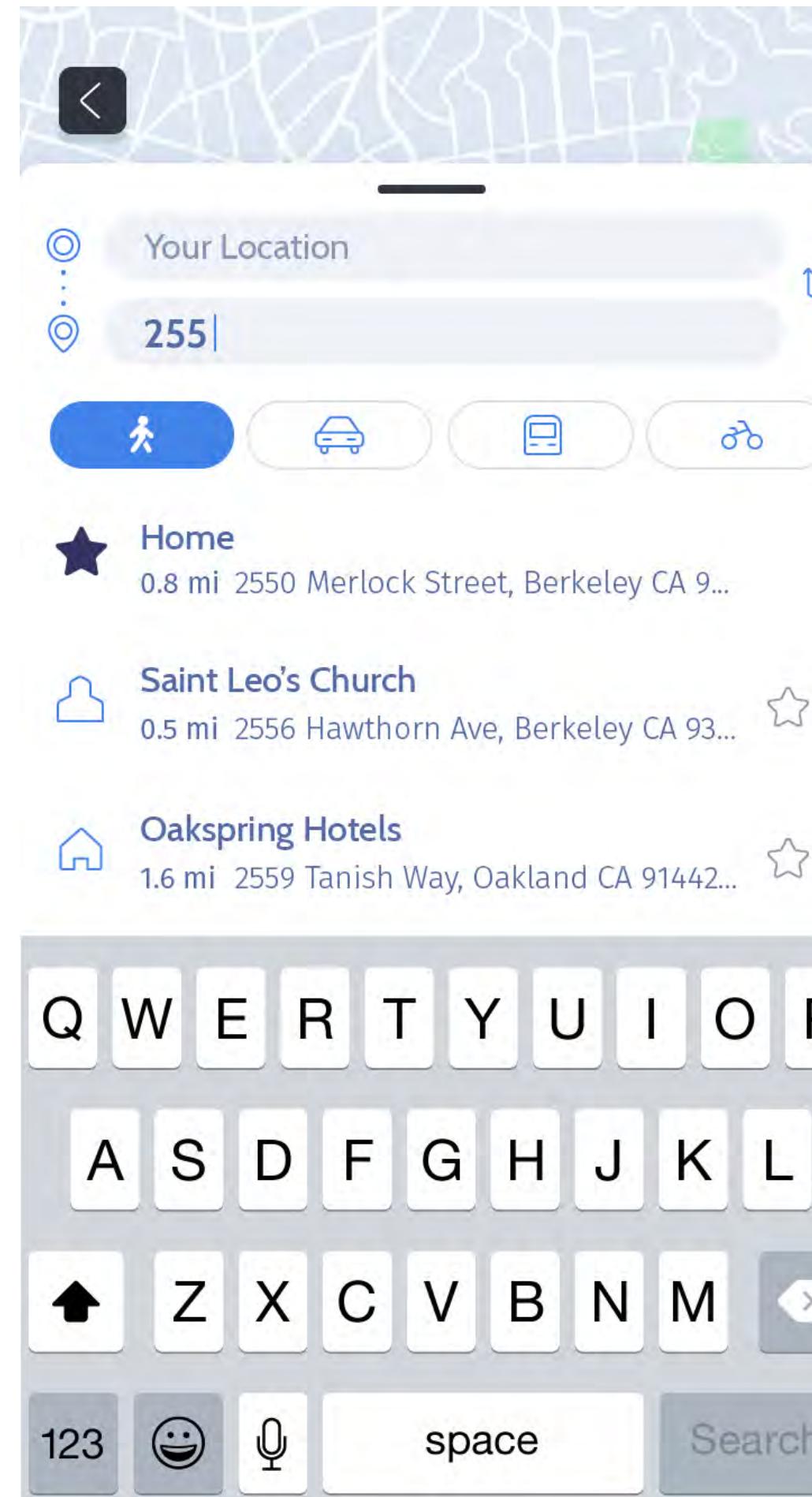
Night



None

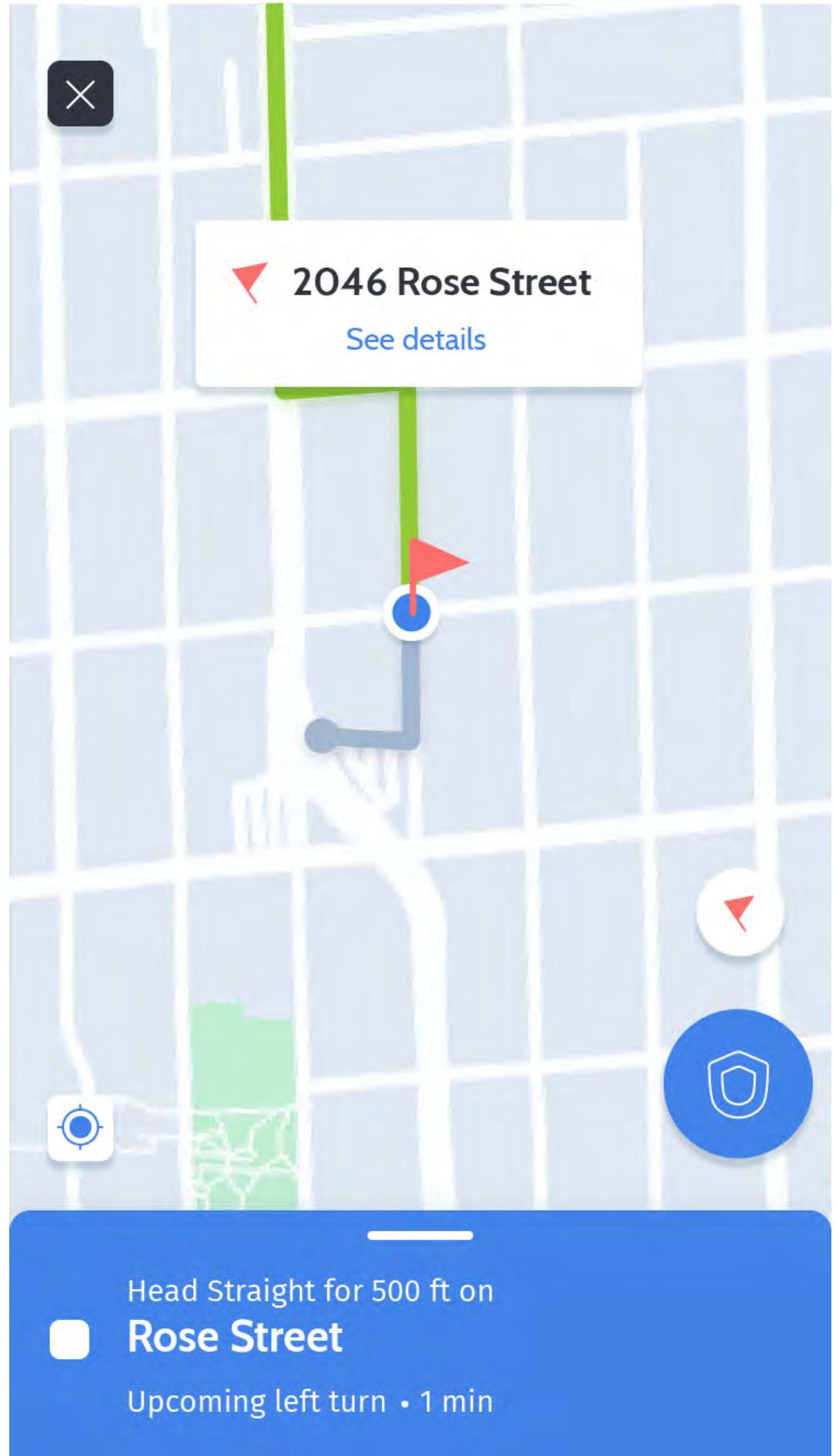
Features

Database routing & map visualization



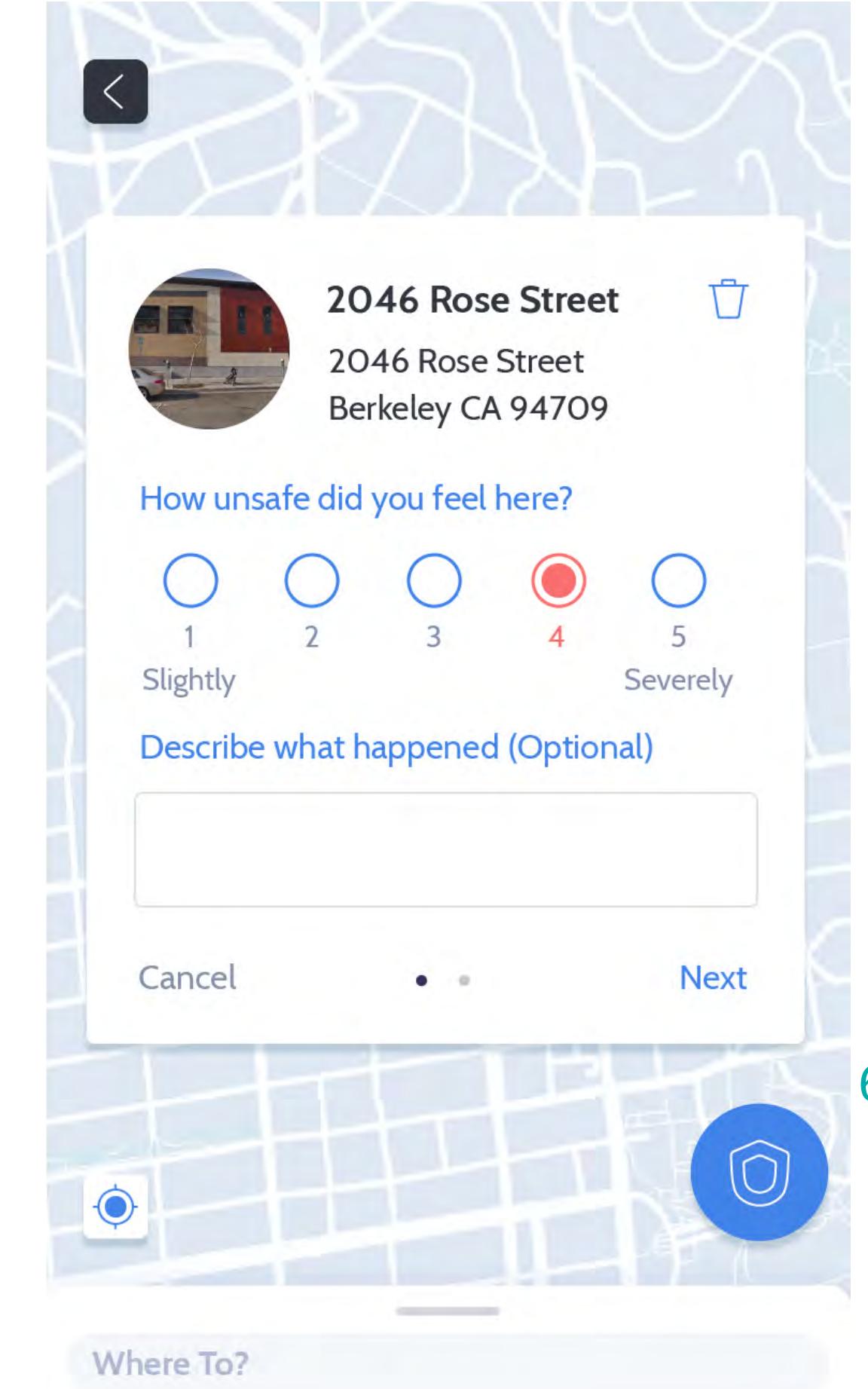
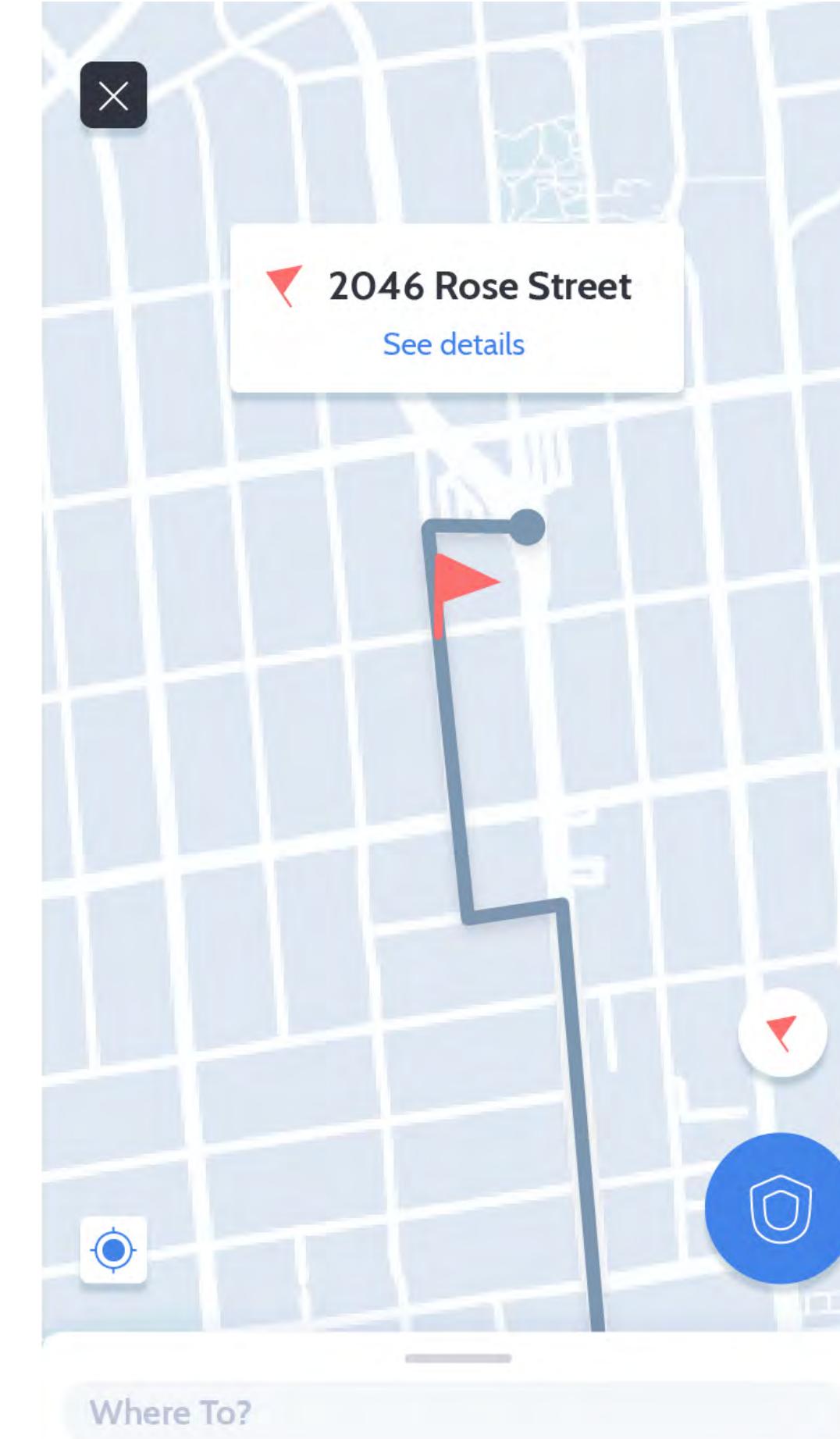
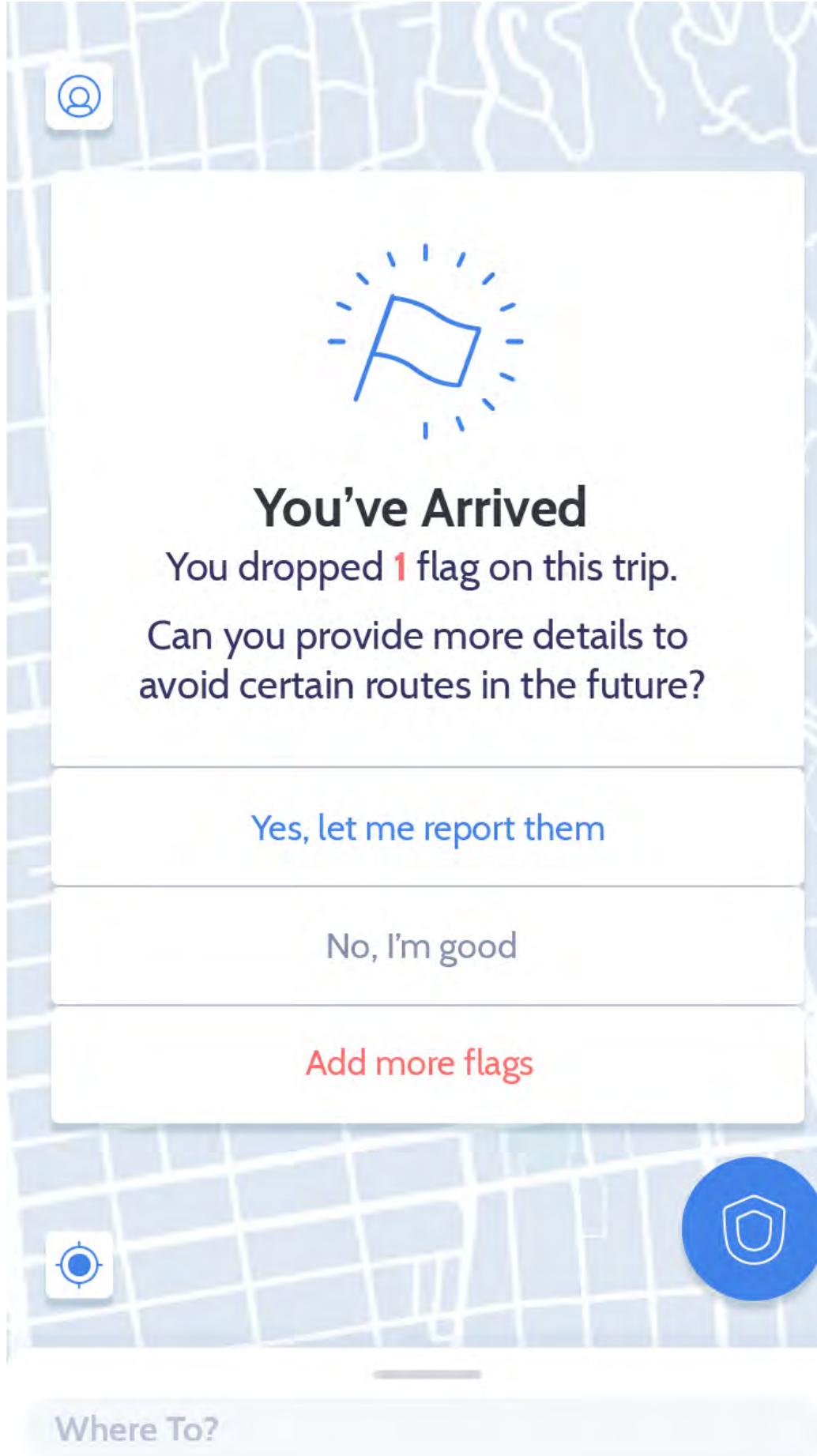
Reporting

Anna, 21 | Student



Features

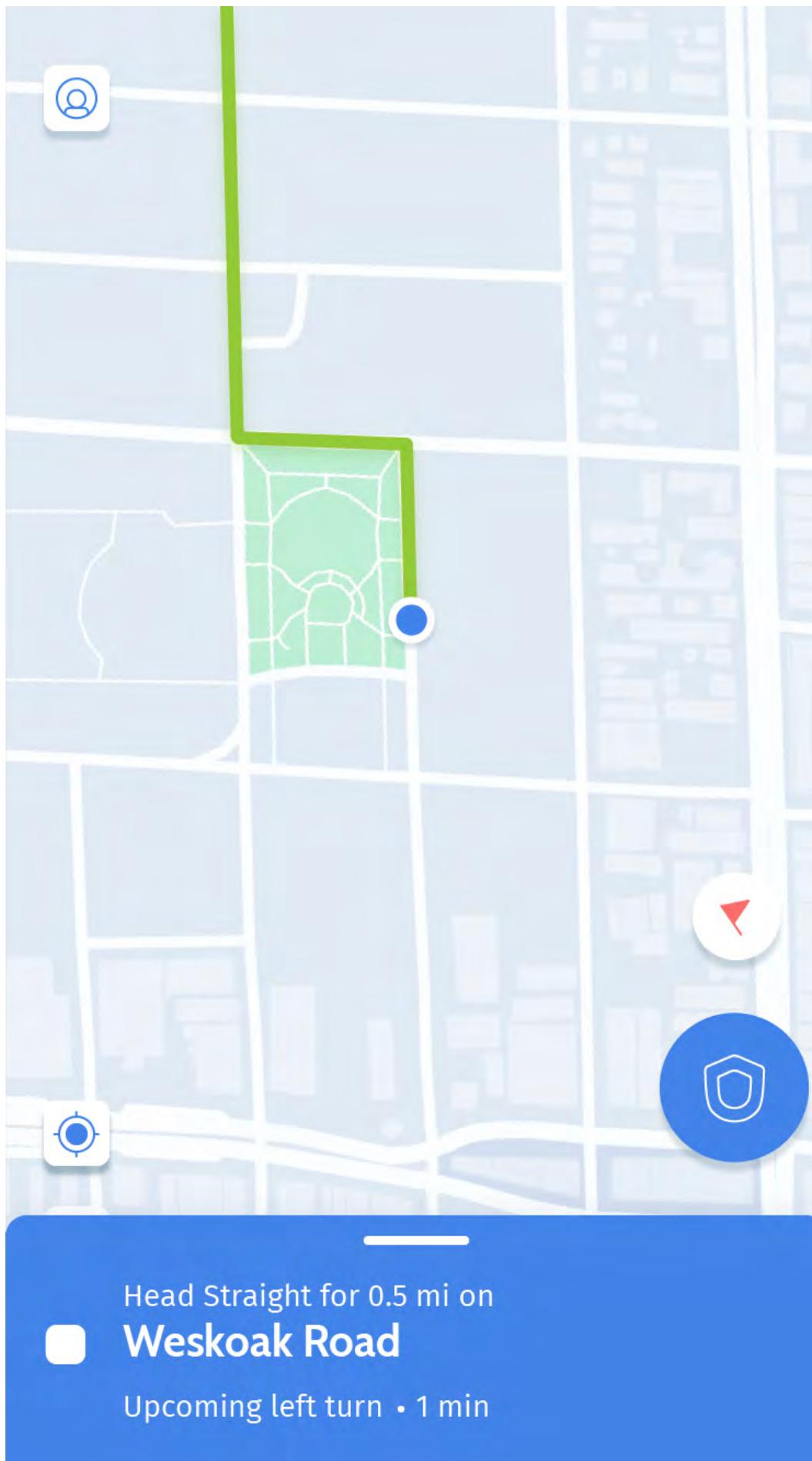
Future routes & civic improvement reporting



here

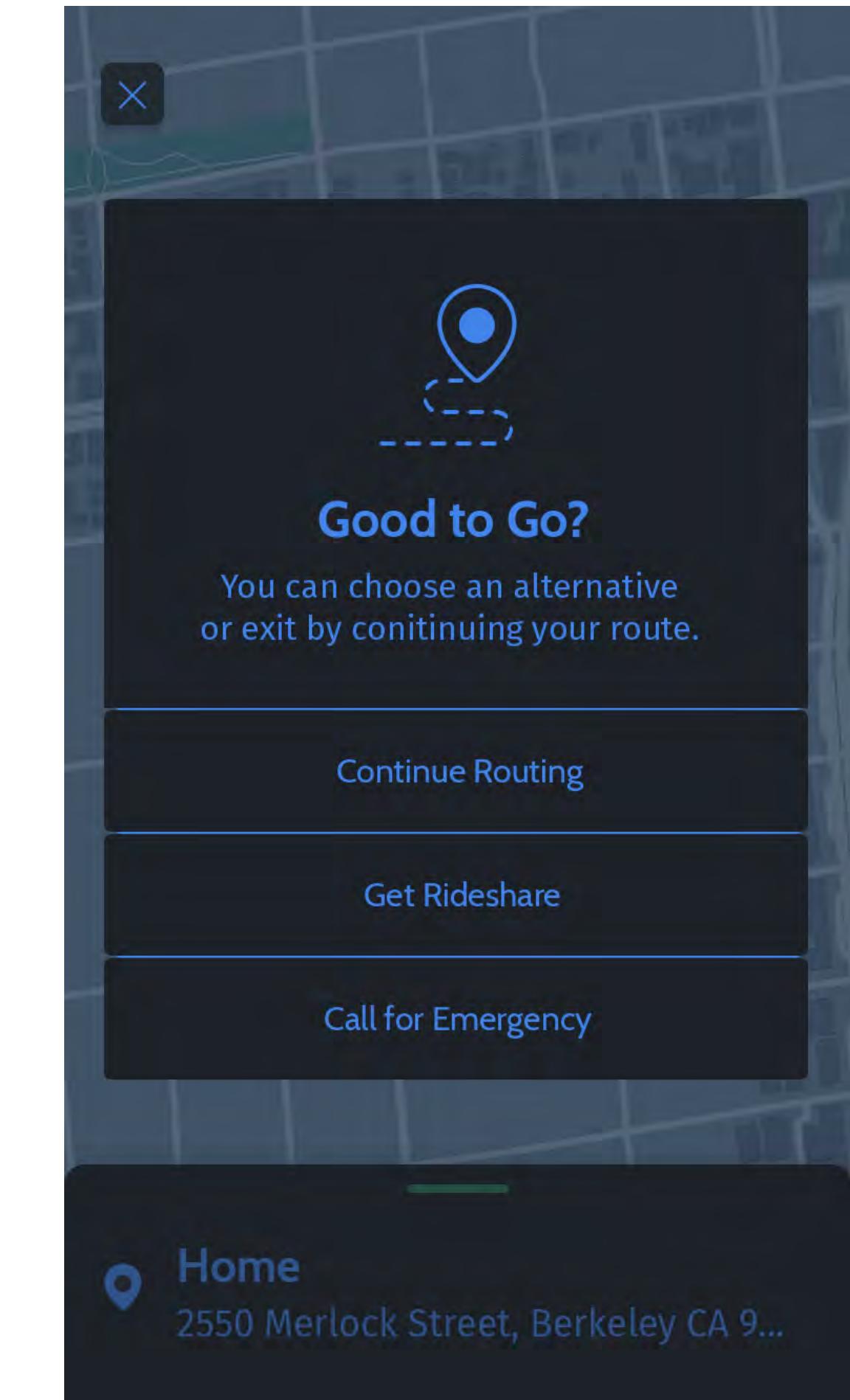
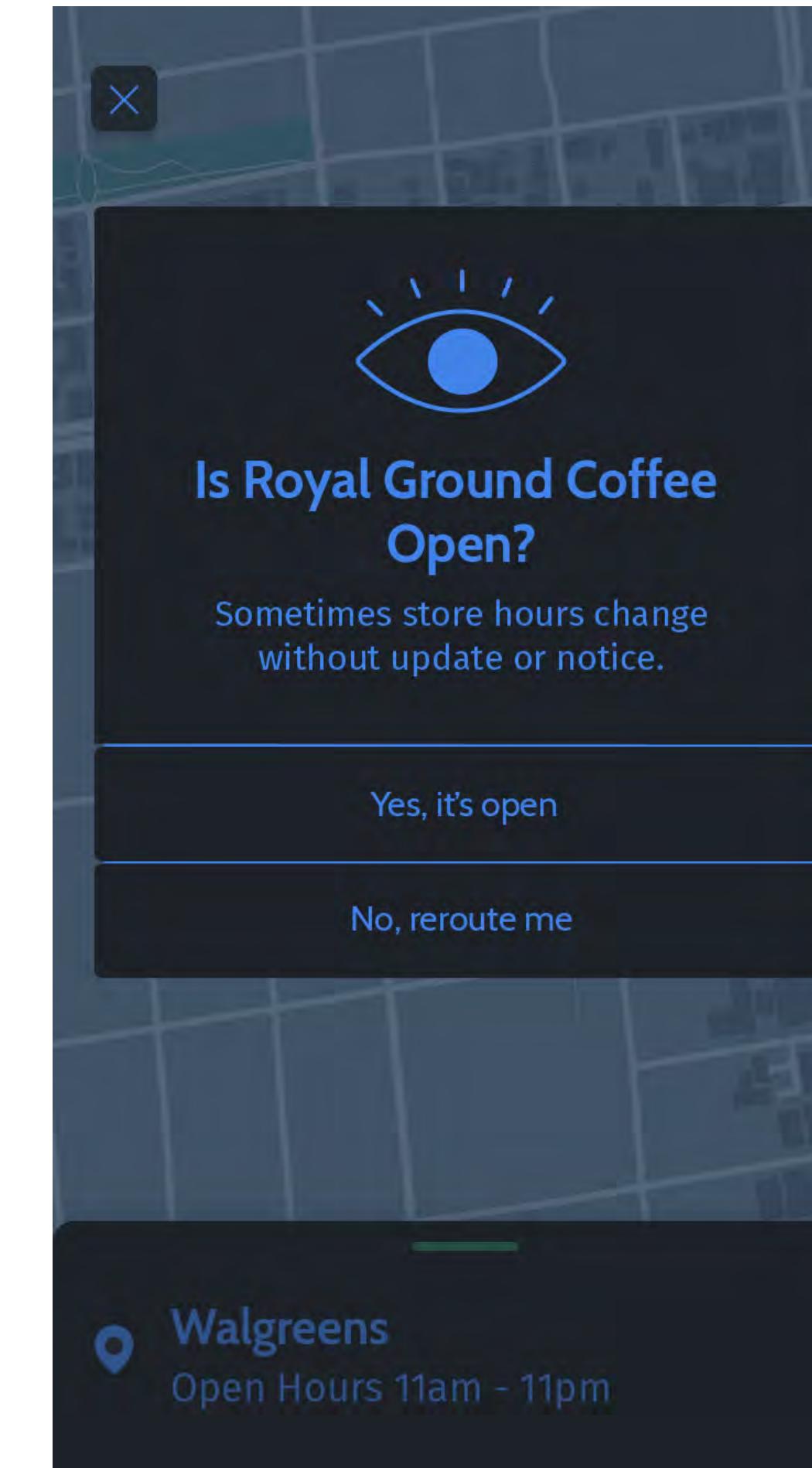
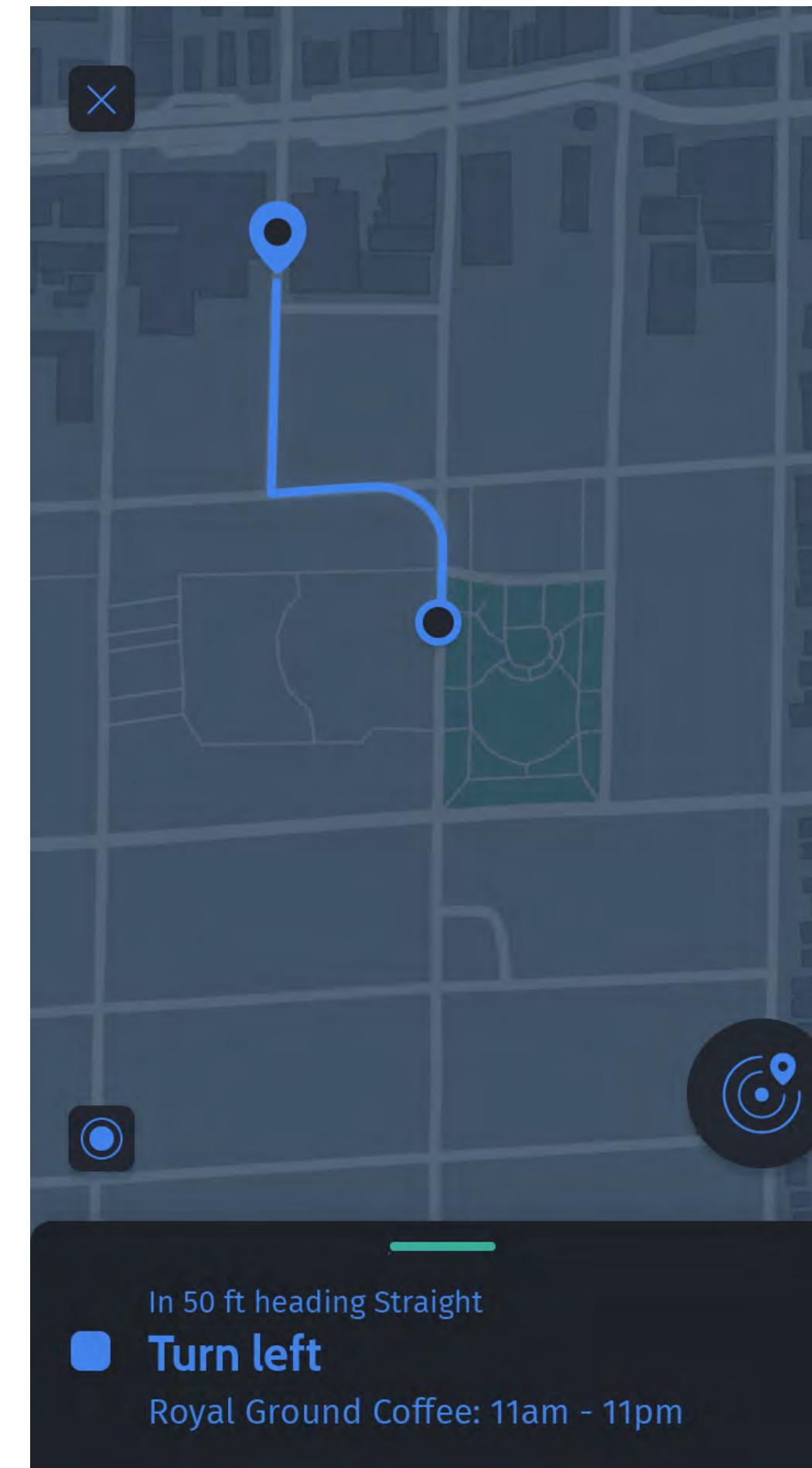
Encounter

Todd, 28 | Employed



Features

Open-late routing & alternative transportation

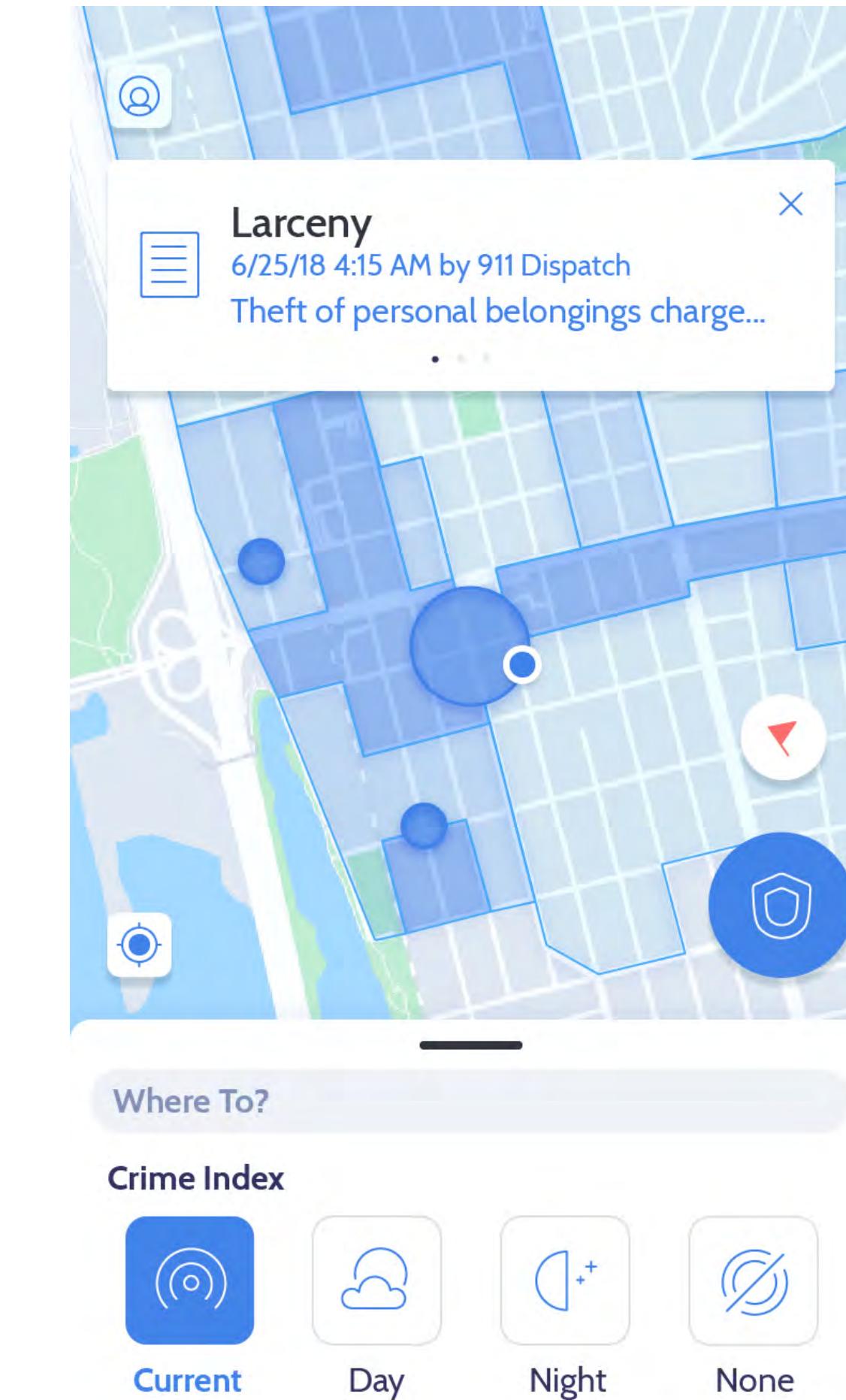
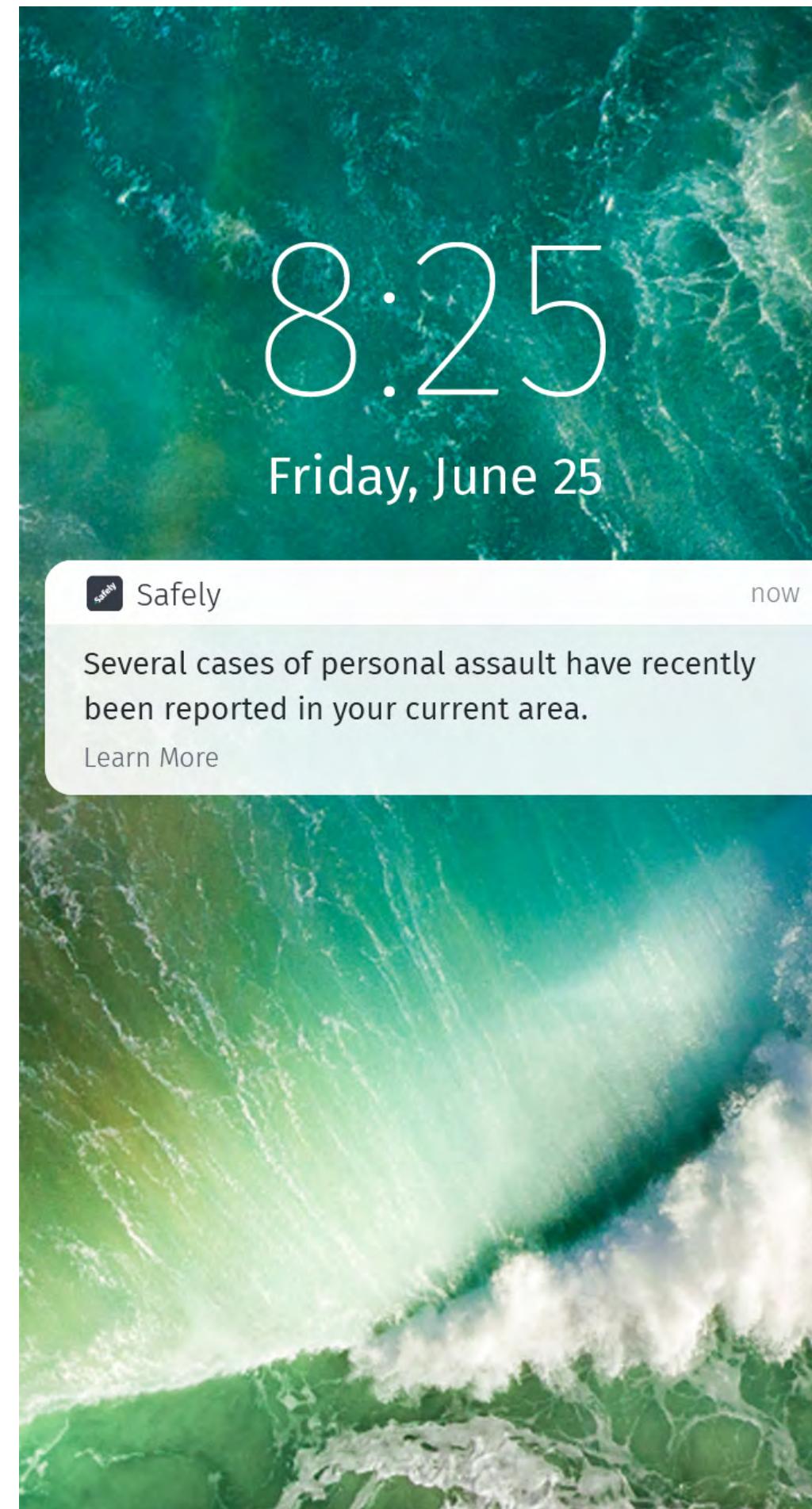


Geofencing

Sharon, 43 | Mother

Motivations

Recent incident geofences



The Demo

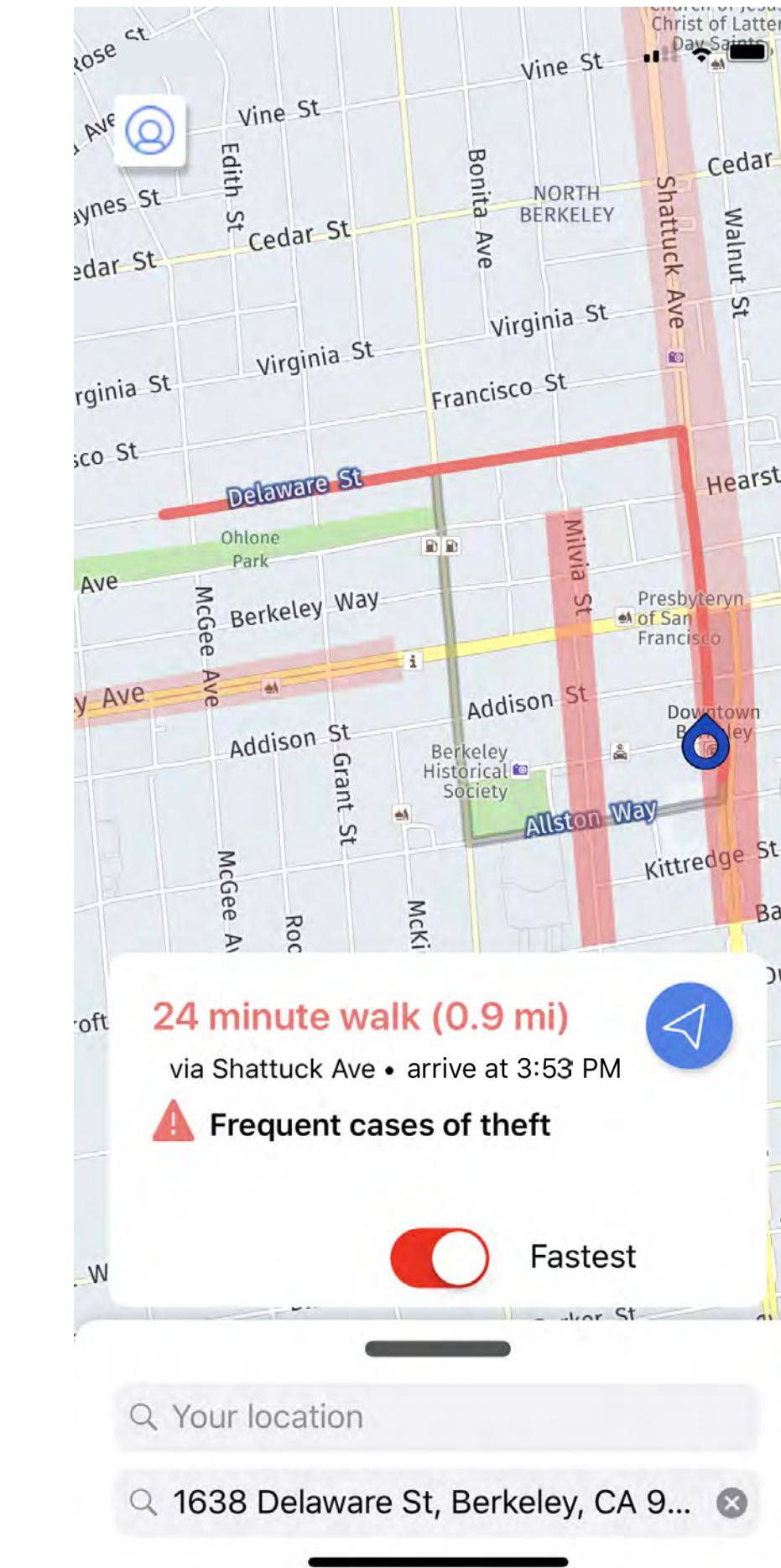
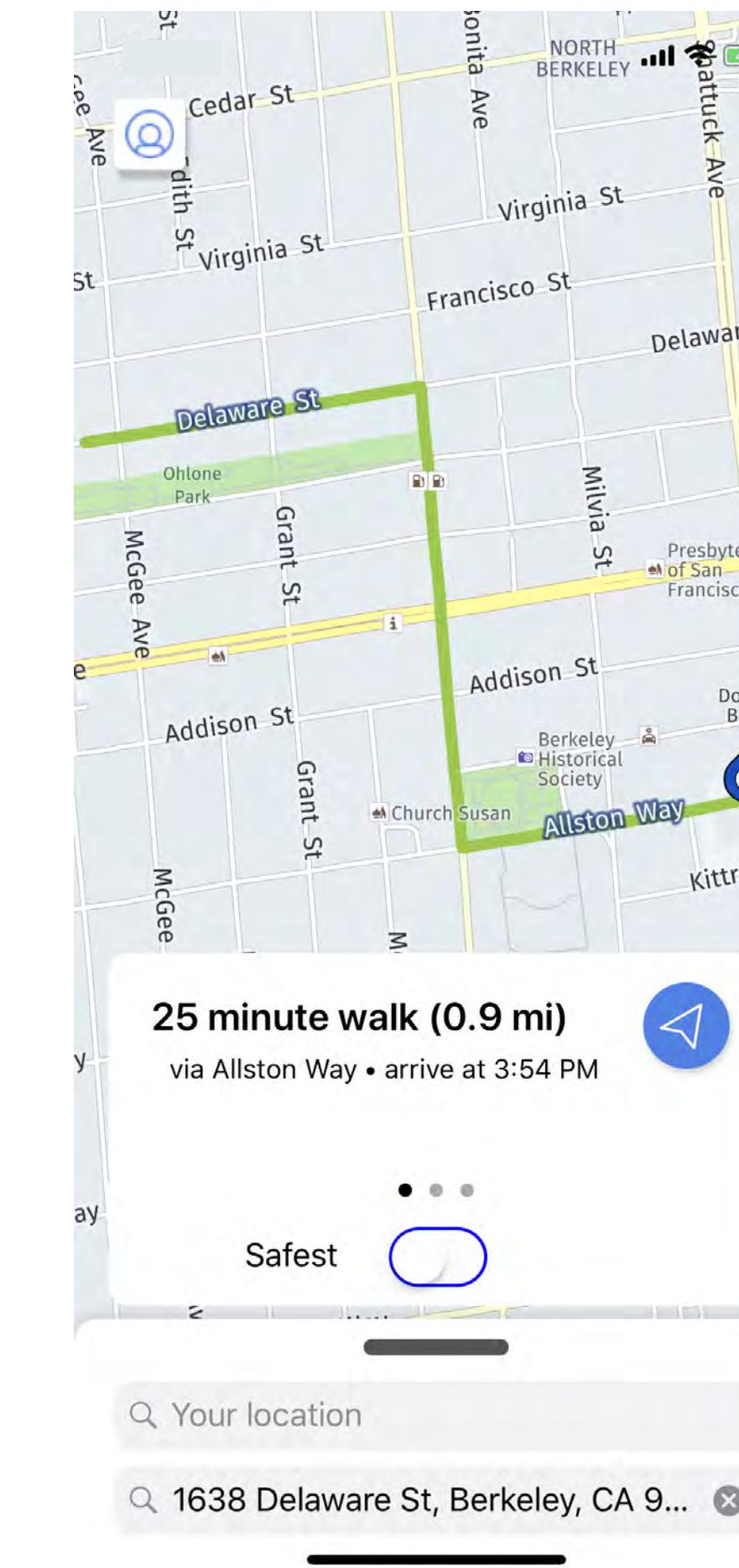
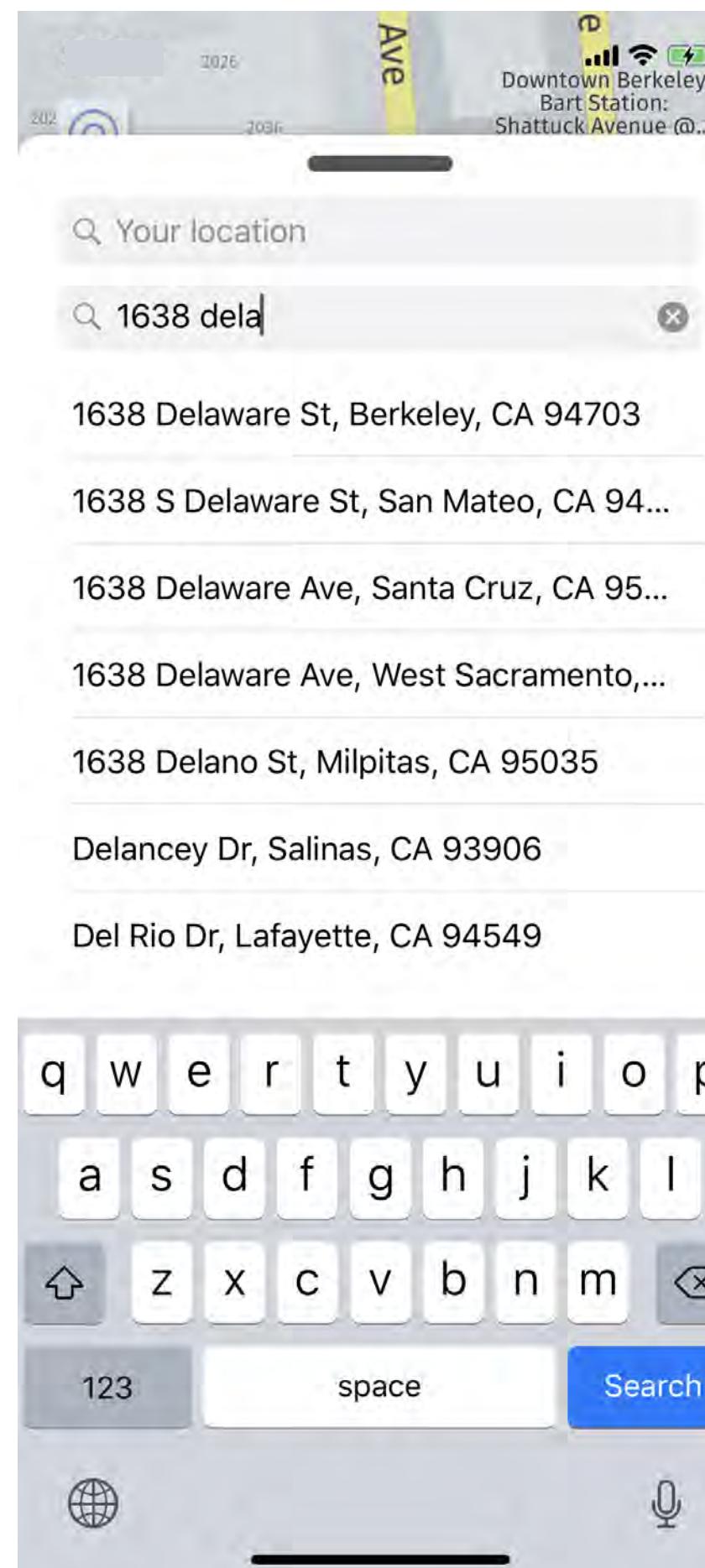
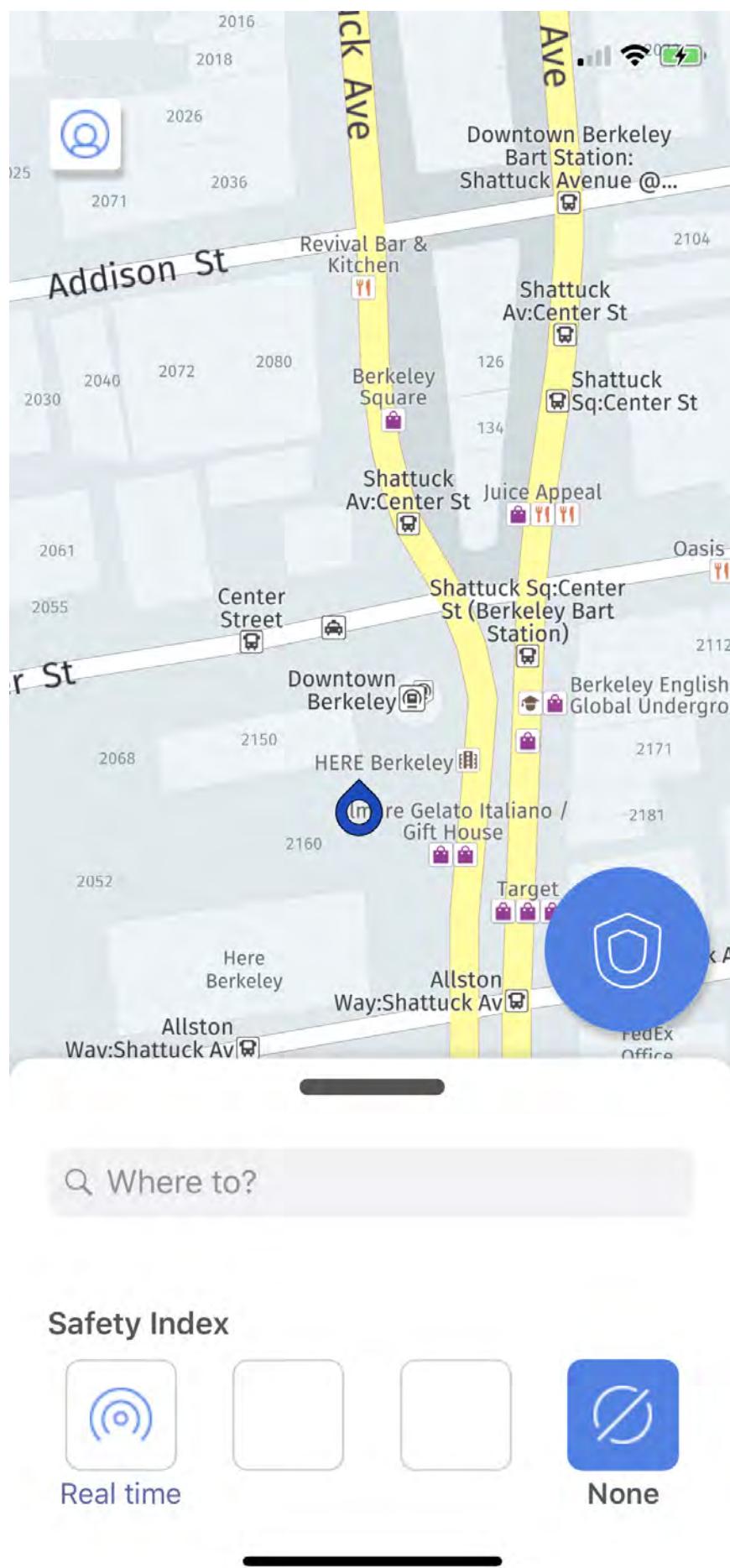
An in-progress working demo highlighting routing with
the integration of Berkeley's criminal activity database

⌚ It's alive!

a Key screens

here

Keyscreens



Prototype



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here