

# Women's Safety App

Usability Testing, April 2020

# Executive Summary

## Background

There is a continuing need to help women not only feel safe but be safe. Of course this is a concern for women of all ages; however, for this study we chose to focus on college campuses due to the overwhelming issue of sexual violence from unwanted attention to sexual assault (i.e. groping) to rape. RAINN (Rape and Incest National Network) reports that 1 in 6 women are raped. Virtually every single woman has been the target of sexual misconduct in their lives.

As our society becomes increasingly aware of the shocking ubiquity of sexual misconduct post-#MeToo, it's as important as ever to keep the topic on the forefront of cultural dialogue. It is a serious issue—especially so in high school and on college campuses, where there are so many parties and people are experimenting with drugs and alcohol. It's essential to utilize technology to address these issue and assist women (and people across the gender spectrum) to have more tools at their disposal to call for interference or help.

# Goal

The goal of this study was to gain feedback on the design and test the basic usability of the safety app with target users who would find a safety app beneficial. My goal in the overall design of the app was for it to be very simple to use, as well as to be used surreptitiously so as not to alert their aggressor.

# Task Given

1. Sign in on the app
2. Comment on traffic light design / simplicity
3. Click on Settings
4. Comment on ability to edit texts
5. Comment on the concept/naming of “Champions
6. Return to main screen via “Home”

# Participants

Recruited 10 users through Facebook to test app on Lookback.

# Key insights

## Frustration

- 1/10 thought there should be more colors / customization.
- Felt the app was too narrow in focus and could be expanded to incorporate more users / scenarios

## Pain Point

- Settings gear on Settings page went nowhere. Confused users to click “Home” to go back to the main page.

## Delight

- The traffic light theme was excellent, internationally recognized
- Concept and simplicity of app is perfect for added safety

## Feature Request

- Remove Settings Gear on Settings page, replace with house icon to return to the main page
- Make app more inclusive to include senior safety as well as other scenarios, perhaps with templates during setup
- Add “Test Mode” to ensure the app is working before relying on it.