

[Photo by Mark Pan4ratte on Unsplash](#)

# Stay Safe

## Case Study

**How female citizens  
use digital tools  
to travel their city safely**

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**UX research and design:** Diana Vilé

**Project duration:** 12 weeks

**Tools:** Miro, Figma, G Suite, Lookback, Mobbin

# **Executive summary:**

**Product summary, Research, Key insights**

# Background

## Problem definition

Technology is [changing the way we perceive the world](#), but is it really helping the entire world to prosper equally? Our market research shows that **technology is male dominated, as it is mostly designed for, and by, men**. Although women and girls make up half of the world's population and so half of prosperity, their voices are often left out. This gender bias does not only impact women's comfort, but might also decrease their safety worldwide.

I am interested in creating a **digital application (mobile & web) to guarantee safe travel for women in the city they live in, with the help of technology**. Since women are often overlooked in tech, this application aims to include a women inclusive tech design perspective to improve their safety first and optimize their prosperity in the long term.

# Research

## Research goal

The goal of this study is to **understand how technology can help women to travel safely in their city**.

I wanted to explore if women use digital tools (website or app) to move around their city? If so, how do they use them? And if these technologic tools help them feel more safe when travelling?

I also wanted to determine if my basic assumption "female citizens might feel unsafe while travelling in their city" is correct.

# **Methods & Participants:**

**research methods, recruitment plan, participants**

# Research Questions

## **Research Questions- semi-structured interview**

- Do female participants travel in the city they live in?

### **[Needs]**

- What is essential for females to travel safely in their city?
- What do they think about using technology to increase their safety while travelling their city?
- Do female users really need a safe travel digital product?
- What are female users' current pain points?

### **[Behaviors]**

- How do female citizens currently travel in their city?
- How do they use digital applications to record travel safety?
- How do they interact with existing digital products? (if at all?)
- How do female travellers feel about existing safe travel products?
- How motivated are they to use technology to increase safe travelling?

This helps me to understand **if and WHY** women use Technology to move around in their city and if technology helps them feel more safe.

# Recruitment plan

## Recruitment plan

I plan to target the following participants for this particular project, because this is the desired user persona demographic I want to investigate:

- 5 female participants for a **semi-structured interview**, 5 female participants for a screening and follow-up survey.
- who live in a city
- who regularly travel in their city (at least 1 a week)
- Who (might) feel unsafe.
- Who use technology (digital travel products (app and/or websites) to move around in their city at least once a week
- Who have been using digital products for at least 1 month

## To recruit Participants

- I will first send a short **screening form** to 10-15 target participants and let them opt in for participating in a 30-minute **semi-structured interview**.
- Secondly, I will send an email with a link to **Calendly** to interested female citizens of different cities around the world, that gave their permission to interview so they can schedule the interview with me.
- I will select 5 participants for the interview.
- Thirdly, after the interview, i will send these 5 interviewees a short **follow-up survey**, to verify my research findings.

# Participants-1

**Participants are family & co-students recruited from the Udacity UX Experience nanodegree.**

	Travel regularly	Use digital tools	Feel unsafe	Safety Features
<u>Participant 1 (P1)</u>	no daily travel needs. work from home.	I use digital tools, do not know specific safe Travel Apps	I do not feel unsafe in the Netherlands, but I did in several other cities and places.	recommendations , GPS reads location, notification about place, when entering dangerous zone. More info dangerous zone with link.
<u>Participant 2 (P2)</u>	Depending on the project	Google Maps, Scoop carpooling	I do not feel unsafe, but know which public places to avoid.	Crime report (last 2 years), info about place, place with less people. Emergency number.
<u>Participant 3 (P3)</u>	My job requires me to commute/ travel 4 days a week.	Several: Google Maps, 9292 OV vervoer, NS App, ANWB Parkereren APP	In general I do not feel unsafe in the Netherlands. Yet, sometimes in a parking garage at night, or while biking or walking alone in the dark, I am not secure.	Detailed info about unsafe areas and a panic button to inform local police, in case of emergency

# Participants-2

**Participants are family & co-students recruited from the Udacity UX Experience nanodegree.**

	<b>Travel regularly</b>	<b>Use digital tools</b>	<b>Feel unsafe</b>	<b>Safety Features</b>
<a href="#"><b>Participant 4 (P4)</b></a>	[routine]: I have daily travel needs to commute to work for about 1 hour a day.	I use digital tools to travel in my city, both website and apps: Metro-North website & MTA eTix app.	I feel unsafe, when people nearby seem dangerous. When they are drunk, or loud and are bothering others.	A realistic up-to-the-minute data-driven APP with information about the safety of streets, neighborhoods, places., recommendations from locals, insight information and a panic button.
<a href="#"><b>Participant 5 (P5)</b></a>	[routine]: I regularly travel to work by car. About 1 hour a day. have daily travel needs.	I often use digital tools to travel my city, but no specific safety travel tools.	I've felt unsafe walking and driving in the city, especially with kids.	Protocol to travel safely, detailed information about unsafe streets, zones and neighborhoods, send a picture evidence, panic button.

# **Key findings:**

**key findings for Stay Safe**

# Key finding 1

The significant **user needs** found within this study are:

- Women travel frequently in their city, with mixed transport times to commute from home to work.

## [Needs]

- Women want to be informed about unsafe streets, zones and neighborhoods, especially related to parking lots.
- In general, female travellers think it is a good idea to use technology, like a safety app, while travelling.
- Up to 90% of the women that participated in the research have felt unsafe, while travelling.
- They sometimes avoid places to not get in trouble and are especially concerned with young kids and teens. In their city they know their way, it is more for parts of the city they do not often visit or new, unknown places, that they find it handy to have an app to mostly inform them about unsafe parts.

## [Quotes] Be informed!

**P1:** "To feel more safe travelling, It would help a lot to read some recommendations about a specific place."

**P2:** "I would use an APP, where I can check "if an area is safe, when I travel at night". And which parts are "more unsafe", because the are "deserted places with less people".

**P3:** "I use digital travel apps mostly for public transport, to investigate and check time schedules and have a good overview. Mostly to predict which places are better to be avoided and which are safe."

**P4:** "A realistic sense of data-driven APP of how safe the neighborhood is, that would be my ideal safe travel app. While searching for a place to stay, it would be great to find some relevant information about what places to avoid."

**P5:** "Knowing which areas (highway bridges) have crimes or homeless areas and where the nearest police station is."

# Key finding 2

The significant **user behaviors** found within this study are:

## [Behaviors]

- Females mostly travel by car or train, often use a mix of travel transports.
- Women sometimes avoid places to not get in trouble and are especially concerned with young kids and teens.
- In their city they know their way, it is more for parts of the city they do not often visit or new, unknown places, that they find it handy to have an app to mostly inform them about unsafe parts.
- In several cities around the world there are serious safety issues.
- A personal safety app for outside, for women, would come in handy.

## [Quotes] Stay safe!

**P1:** "My husband and I used to jog in the park in Bratislava in the evening. There were sometimes boy bands, between 15 -20 years. We felt very insecure about them. They were loud and had weird behavior"

**P2:** "I feel unsafe, when people nearby seem dangerous. When they are drunk, or loud and are bothering others."

**P3:** "In general I do not feel unsafe in the Netherlands. Yet, sometimes in a parking garage at night, or while biking or walking alone in the dark, I am not secure."

**P4:** "I feel unsafe, when people nearby seem dangerous. When they are drunk, or loud and are bothering others."

**P5:** "In LA there is a huge homeless population. Mostly bridges are homeless areas. The local government doesn't have a solution for that, but it is a big safety issue here. I can defend myself, but with kids I am aware of possible dangers."

# Key finding 3

The significant **digital tools** found within this study are:

## [Digital tools usage]

- Women use travel apps, but don't know any specific safety travel app.
- Women prefer using Google Maps alike apps and specific travel apps for concrete tasks.
- They mostly record GPS tracking.
- Current travel app use is practical. They do not know specific safety apps.
- Female city travellers find it a good idea to have such an app. Not only for themselves, also for their kids, for elderly, even for men.
- They like to keep connected with their trusted contacts and be able to make an emergency call quickly.

## [Quotes] keep connected!

**P1:** "In case of emergency, the police and my family/close friends should be informed."

**P2:** "An emergency number would definitely help to feel more safe travelling."

**P3:** "An Emergency Button, that sent your GPS coordinates immediately to the police. Normally, it takes a long time to be able to talk to the police. And you need lots of details, describing what happens. If you are alone, it is great to let others know where you are, that increases safety. Sending a message to a trusted contact."

**P4:** "A **Panic button**, is easier than calling for help. Just press 1 button! No need to look up the emergency number first."

**P5:** "In case of emergency, the following entities need to be informed: Husband, In-Laws, 911 for emergencies."

# **Recommendations:**

**Improvements, product strategy & next steps**

# Recommendation

These findings helped me re-shape the direction of developing the travel app product for female citizens, **Stay Safe**:

- Validate findings with a follow-up survey on a larger scale
- Run a design sprint for brainstorming
- Prepare first clickable prototypes



Photo by [Toa Heftiba](#) on [Unsplash](#)

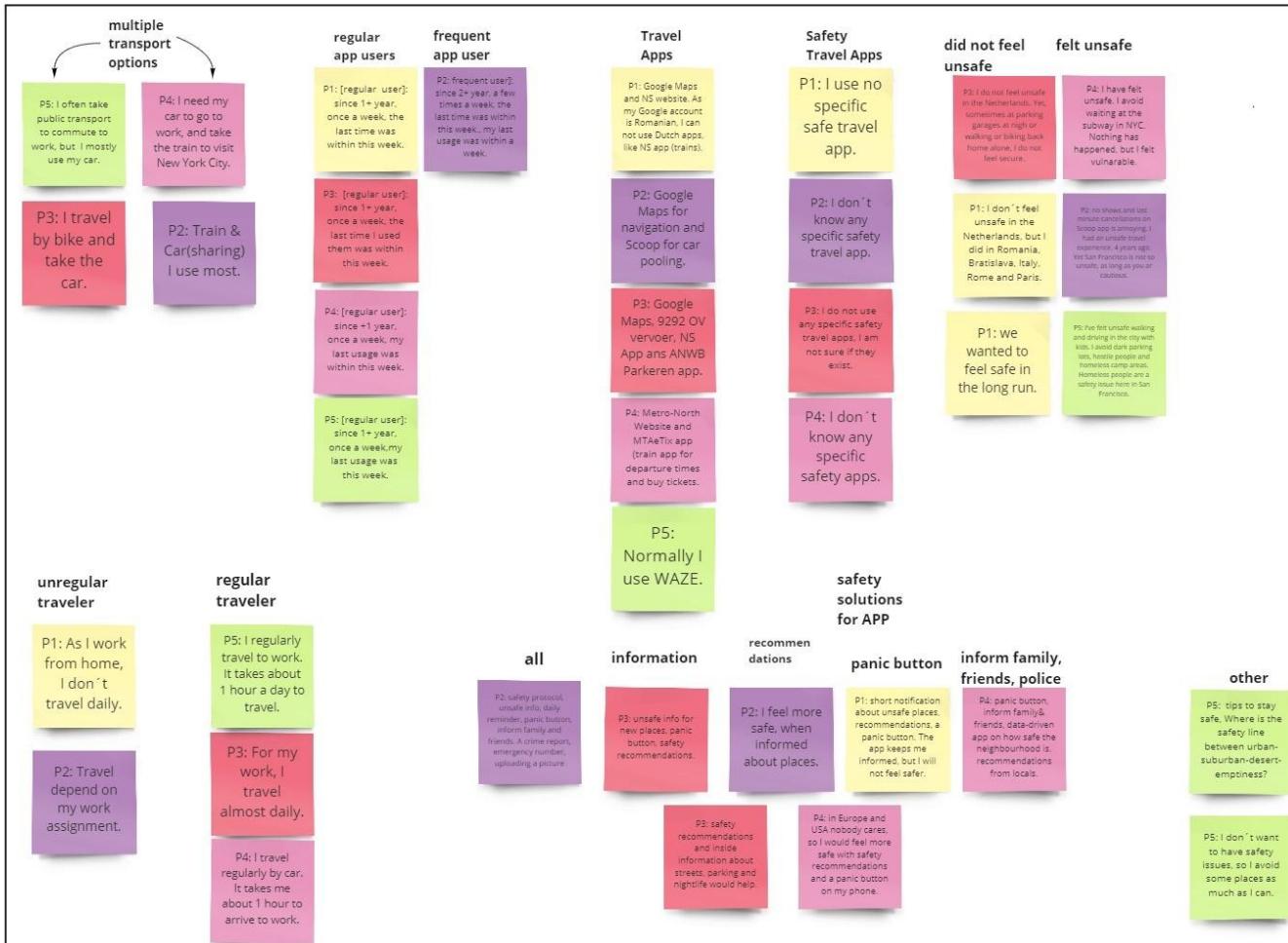
# **Appendices:**

**Data collection & Analysis, Affinity Diagram, surveys**

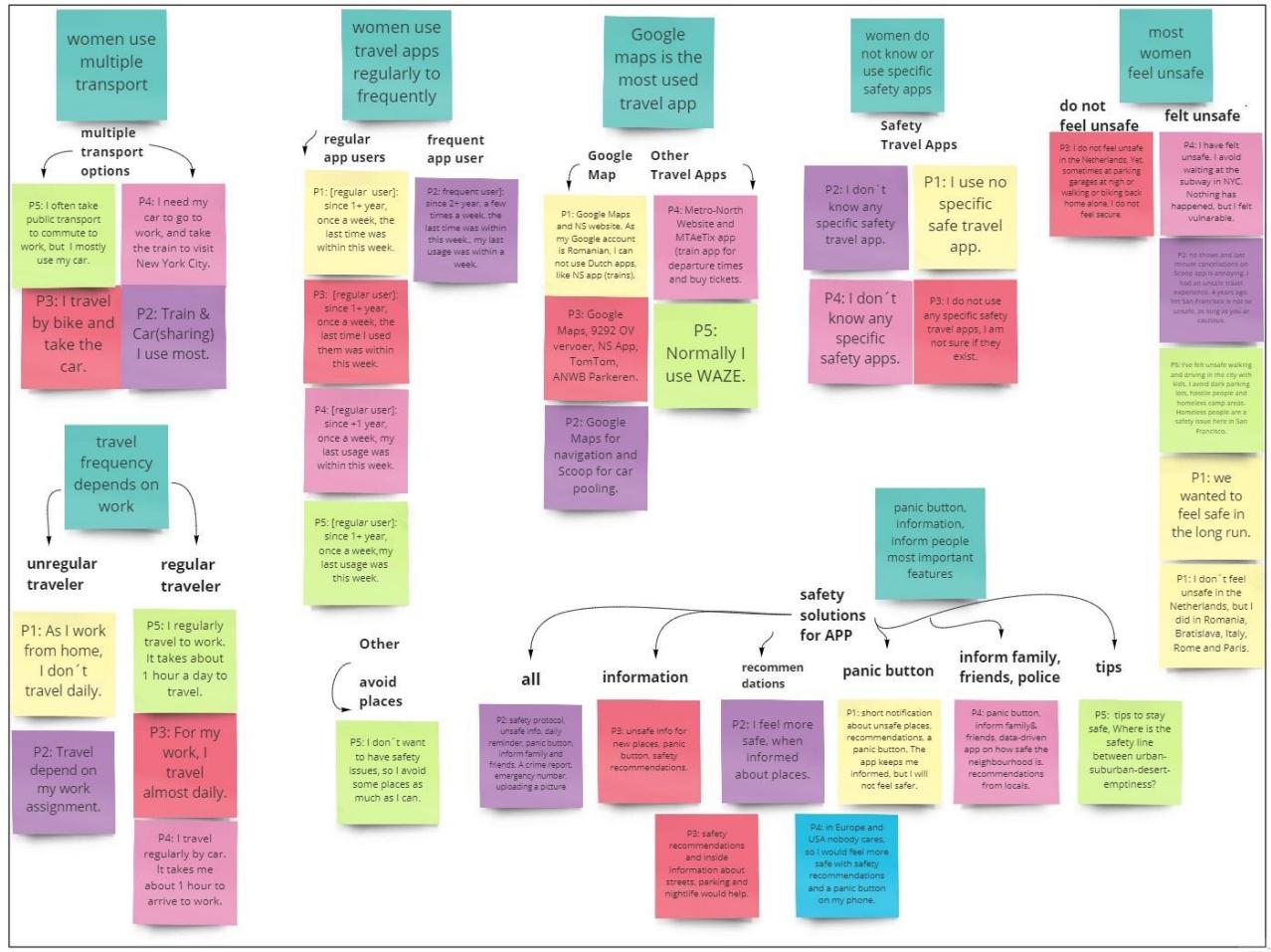
# Appendix 1:

**Data collection and analysis in [Miro](#)**

# Affinity Mapping



# Interview Synthesis



# **Appendix 2:**

**Data collection and analysis  
of 18 screening surveys &  
5 follow-up surveys**

# 18 Screening Surveys

Charts and data collection of 18 survey responses

Demographics

Travel Needs

Digital Behavior

Unsafe Travel Behavior

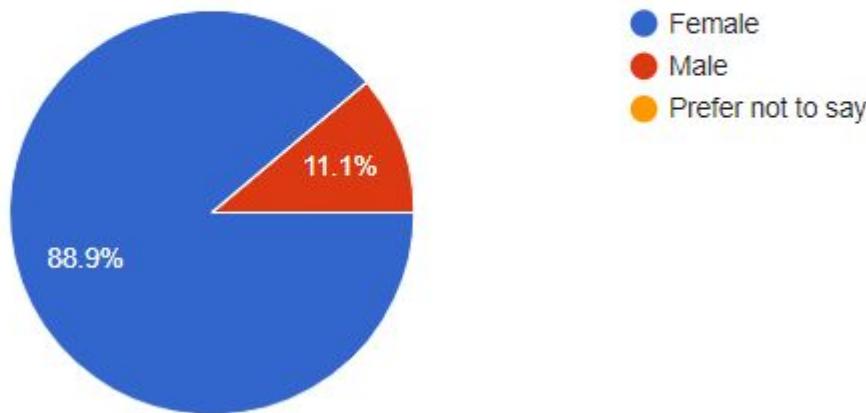
Safe App Features

# Screening Surveys- demographics

88,9% of the participants were female

What is your gender?

18 responses

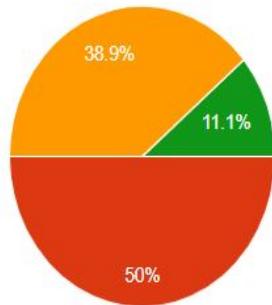


# Screening Surveys-demographics

50% of the female participants were in the age range of 18-34 years, 38,9% of 35-50 years

What is your age?

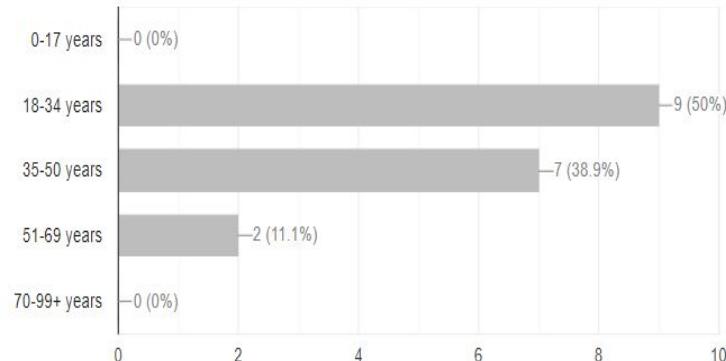
18 responses



- 0-17 years
- 18-34 years
- 35-50 years
- 51-69 years
- 70-99+ years

What is your age?

16 / 18 correct responses



# Screening Surveys-demographics

The female participants live in different cities scattered around the world.

What city do you currently live in?

18 responses

Almere

New York

Canada

Toronto

Curitiba - Brazil

Orange County, California USA

San Jose, California

Kyiv, Ukraine

Melbourne

What city do you currently live in?

18 responses

Buenos Aires

College Park, Maryland

Seoul

Los Angeles

Indianapolis

Madrid

London

San Bruno

Molenhoek, Nederland

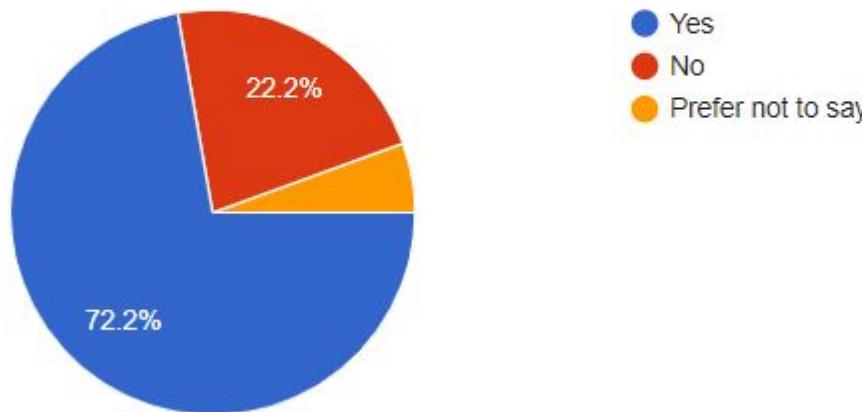
# Screening Surveys-travel needs

For 72,2% of the participants travel within their city is required.

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1. Does your job/ school or daily routine require you to travel within your city?

18 responses

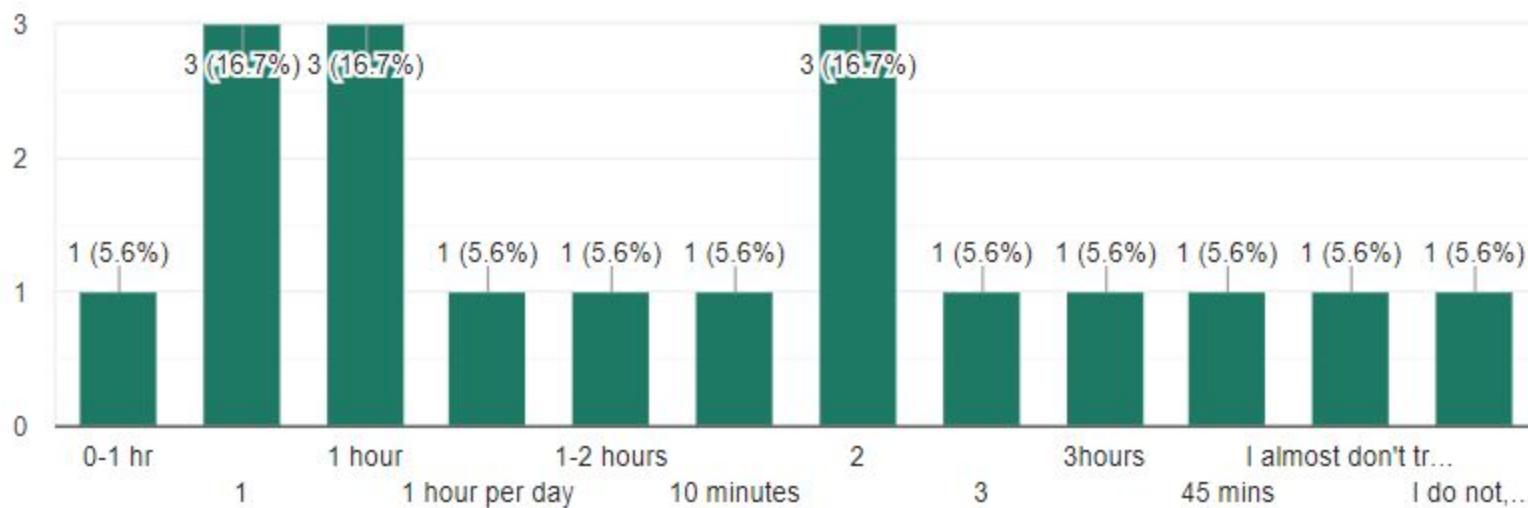


# Screening Surveys-travel needs

On average, participants travel/commute **52 min per day**.

2. On average, how many hours per day do you travel within your city?

18 responses



# Follow-up Surveys-safe travel app features

Their ideal safety travel app, include location specific, crime areas, unsafety info, safety tips, a panic button and GPS coordinates.

9. What would your ideal safe travel app be like? What special features would it have?

5 responses

easy to use and very location specific

Highlight areas with higher crimes than normal and/or more recent crimes.

(inside) informatie over (on)veiligheid, op straat, parkeren, uitgaansgelegenheden etc.

Previous crime report in the area, tips to navigate safely, SOS button that immediately calls the police with my current GPS coordinates

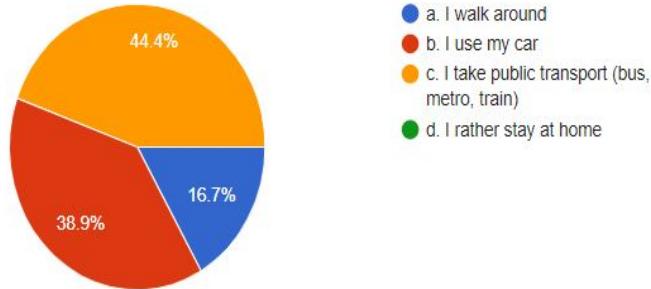
I think the one that notifies me when entering an unsafe zone. It's also important to provide more information about a possible dangerous zone.

# Screening Surveys-travel needs

Women prefer to travel their city by **public transport (44,4%) or car (38,9%)**

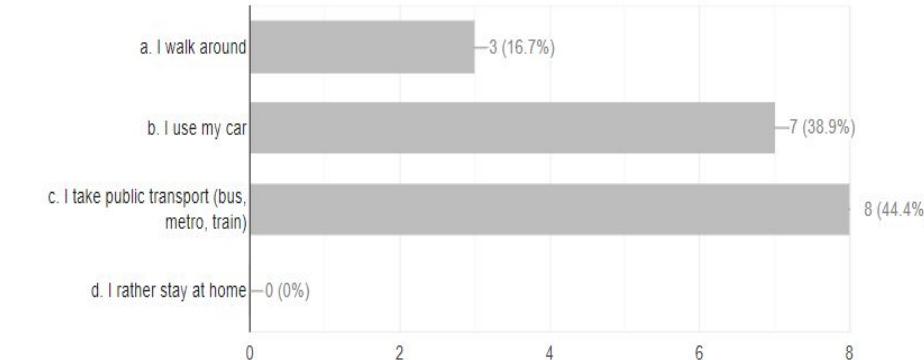
3. What is your primary way to travel in your city?

18 responses



3. What is your primary way to travel in your city?

13 / 18 correct responses

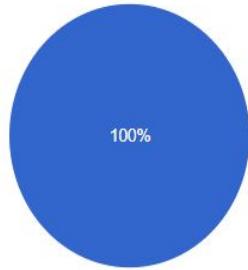


# Screening Surveys-digital behavior

All Participants **use digital tools** to travel their city

5. Do you use any digital tool (website, application) to travel your city?

18 responses

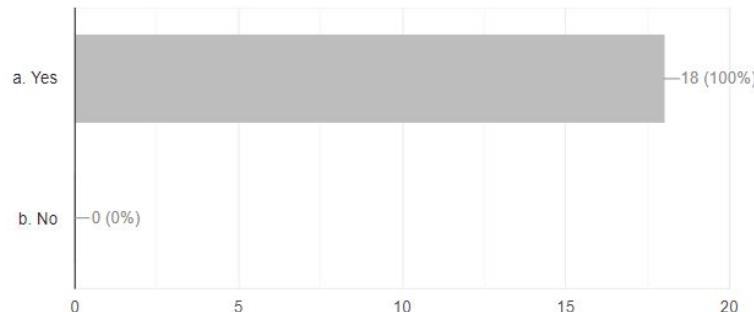


- a. Yes
- b. No

## Digital Tools

5. Do you use any digital tool (website, application) to travel your city?

16 / 18 correct responses



# Screening Surveys-digital behavior

## Participants prefer Google Maps & local travel apps.

6. If so, which digital tool (website, app) do you use to travel your city?

18 responses

google maps

Uber

Google maps. If I go visiting, I use Visit a City. In Bratislava, they had an app for traveling with public transport.

Metro-North website and MTAeTix app

Tesla Maps

Goggle maps for navigation, Scoop for carpooling

Google maps, Uber app

Cómo viajo

Google Map

Naver map, Kakao map

Waze

Bus schedule

city mapper, tfl.gov.uk

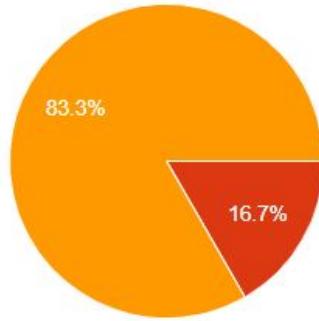
google maps, 9292, ns app, anwb parkeren app

# Screening Surveys-digital behavior

**83,3% of the Participants use digital tools for 1+ year.**

7. How long have you been using digital products to travel around in your city?

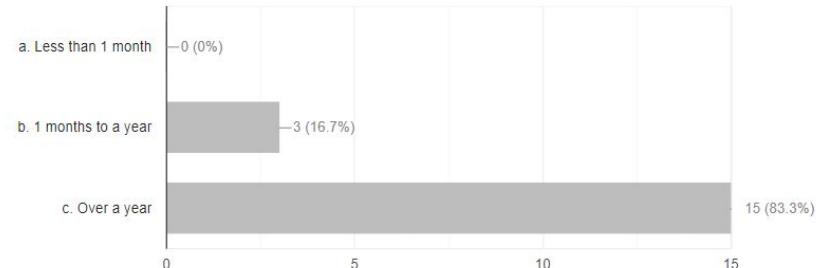
18 responses



- a. Less than 1 month
- b. 1 months to a year
- c. Over a year

7. How long have you been using digital products to travel around in your city?

16 / 18 correct responses

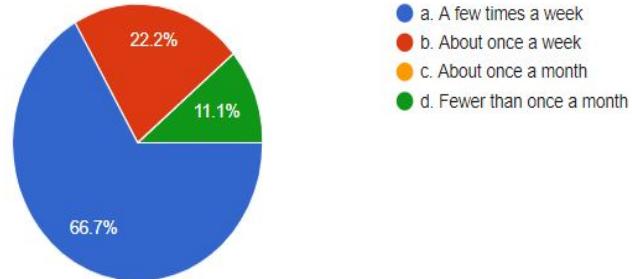


# Screening Surveys-digital behavior

Most Participants **use digital tools** weekly: a few times (66,7%) or once a week (22%).

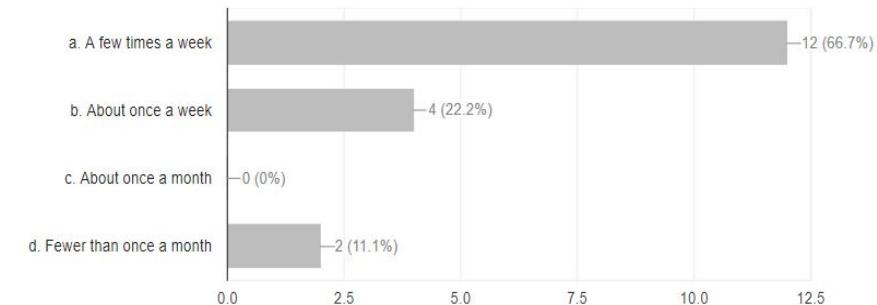
8. How often do you use these digital travel products?

18 responses



8. How often do you use these digital travel products?

15 / 18 correct responses

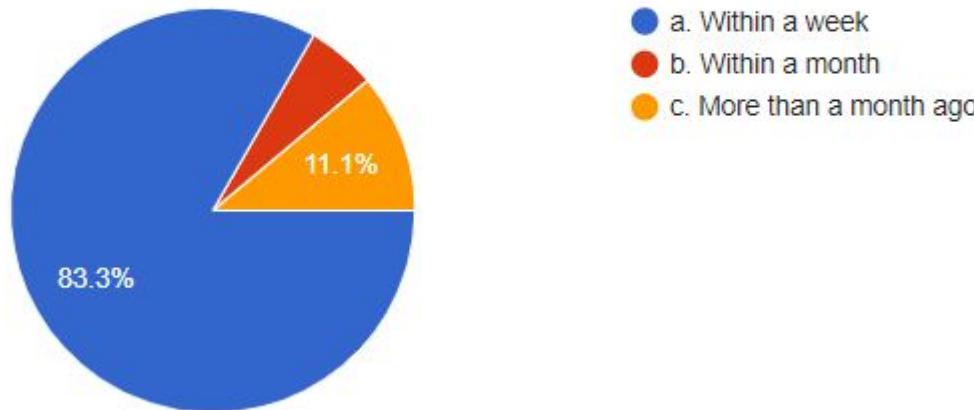


# Screening Surveys-digital behavior

**83,3% of the Participants used a digital tool within this week.**

9. When was the most recent time you have used these digital products?

18 responses



# Screening Surveys-travel behavior-unsafe

**Almost 90% of the Participants (16/18) felt unsafe while travelling for several reasons.**

4. Have you ever felt unsafe while travelling? Can you describe the situation shortly?

18 responses

I didn't feel unsafe in the Netherlands. A little bit in Bratislava. I and my husband used to go jogging in the park and many times was evening and the sun was down. There were sometimes boy bands, between 15 -20 years old I think, and we felt very unsecured about them. They were loud and had a weird behavior. In Rome we been robbed in the metro. In Paris, there are some people nearby the big touristic sights that what to sell or give you something and they grab your hand. We felt were unsafe near Montmartre. And Romania could be unsafe also for tourists, especially the southern and eastern parts.

I have felt unsafe if there is a person nearby who seems dangerous

Yes, at night there are some sketchy places that I avoid. Those are have high crime rates.

I feel unsafe at night at places where there aren't a lot of people around. I try to do most of my tasks during day light

Yes, I have been robbed at gunpoint when going to the grocery store (it was around 4pm in a sunday). I also have taken a few ubers that were speeding (200km/h in a 60km/h road).

Yes, there are some bad places in Los Angles.

4. Have you ever felt unsafe while travelling? Can you describe the situation shortly?

18 responses

Yes, while waiting for public transport at night

Yes. When drunk men were behaving inappropriately towards me (

I ride my bike everyday, yes sometimes when some cars approach me to close.

Yes

No

Seoul is very safe city so no but I recently moved from NYC and I actually felt danger many many times there - a guy following me around car to car on subways, taking pictures without permissions or talking to me out loud and harassing with sexual comments.

Yes, I've felt unsafe walking and driving in the city, especially with kids. 1) dark parking lots. 2)Byrd scooters zooming by illegally on the sidewalk. 3)Hostile people - Once, I told a man not to touch my daughter's face at a grocery store. He got angry with me but then walked out. Pretty terrifying. I told the store manager and they knew who I was talking about. This guy is a regular in the store.

# Screening Surveys-travel behavior-unsafe

Almost all Participants **felt unsafe while travelling** for several reasons.

no

Not recently, when I was younger and used to go out at night alone

yes, late at night

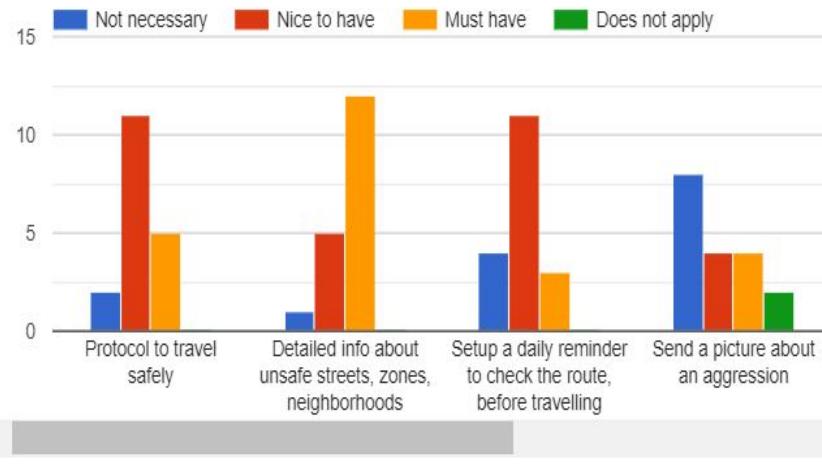
Yes specially while walking, some part of city is unsafe

Sometimes, in a parking garage at night, biking or walking alone in the dark,

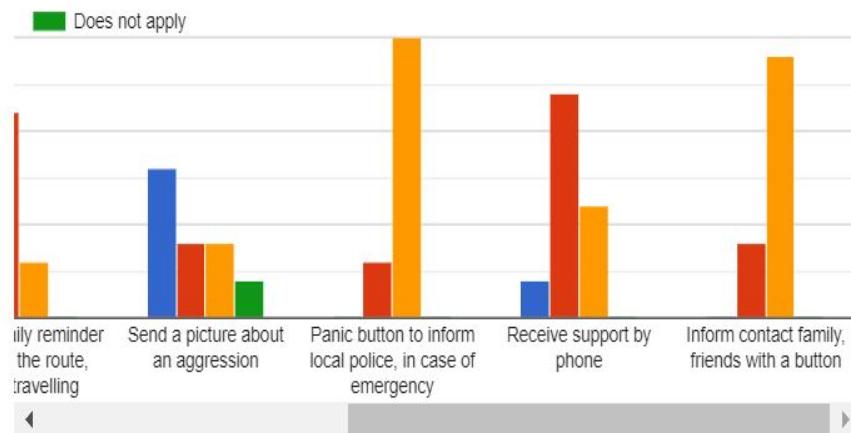
# Screening Surveys-Safe App Features

The most wanted features are **Panic Button, Inform Contacts & Detailed unsafe info.**

10. Based on your experience with travel apps, how essential would these features be for the SafeCityTravel app to let female citizens travel more safely throughout their city?



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# **5 Follow-up Surveys**

**Travel Frequency**

**Travel Behavior**

**Unsafe Travel Behavior**

**Digital Behavior**

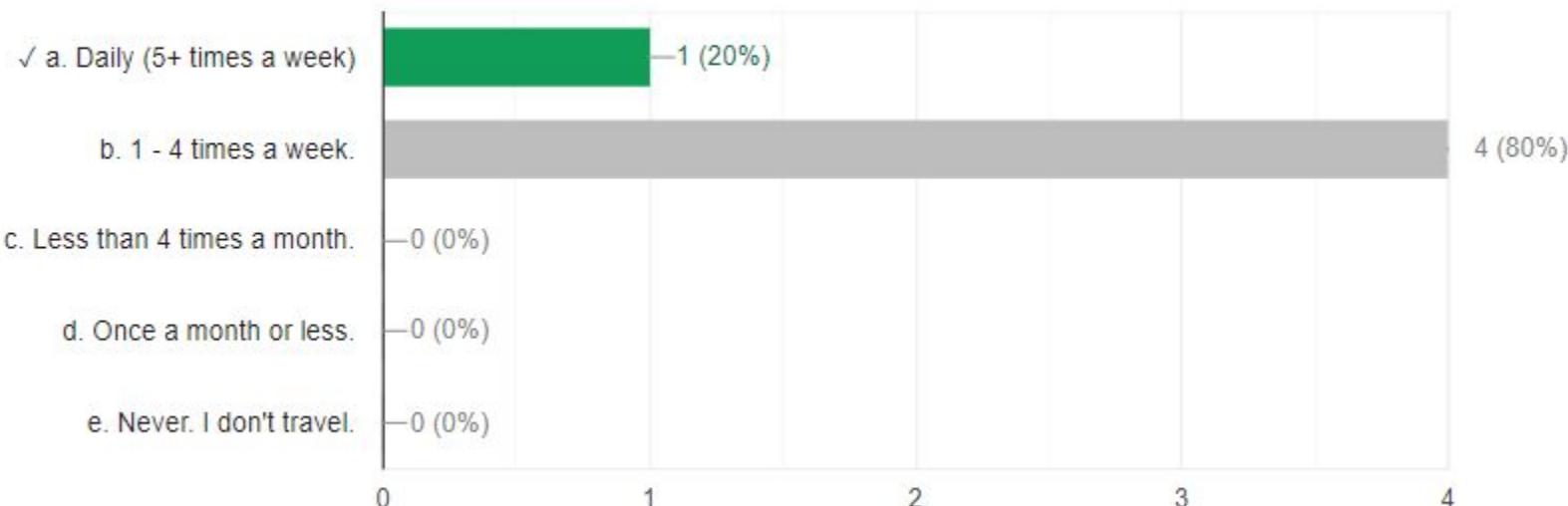
**Safe App Features**

# Follow-up Surveys-Travel frequency

Women travel frequently: 1-4 times a week (80%) up till daily (5+ times a week (20%))

1. How often do you travel around in your city?

5 / 5 correct responses

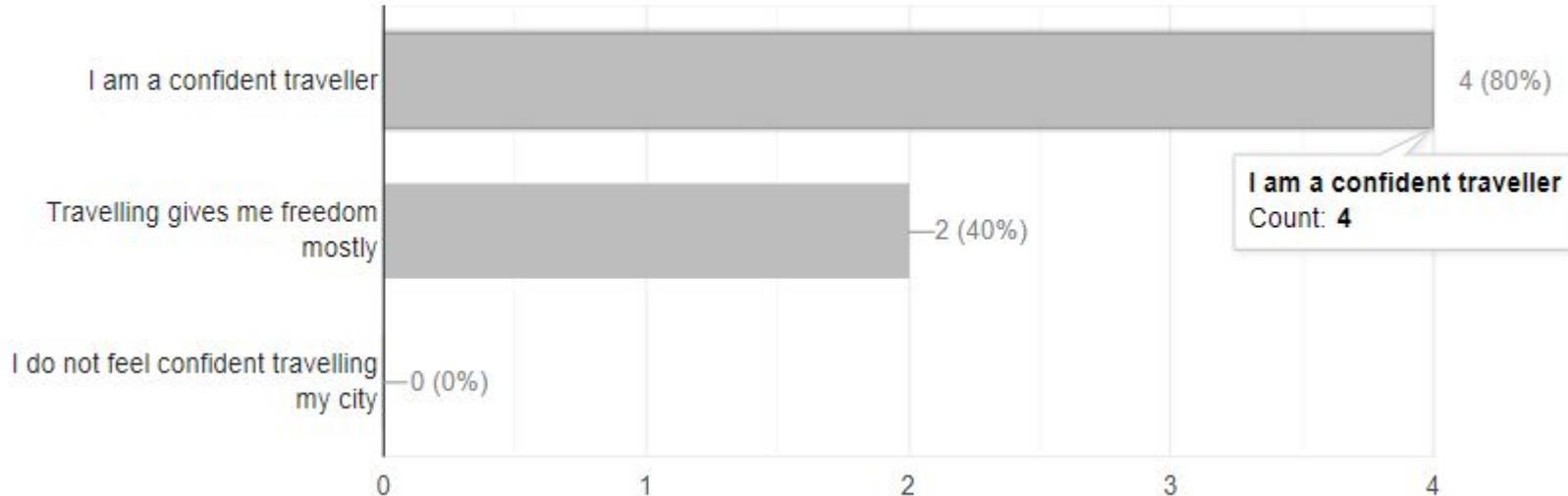


# Follow-up Surveys- travel behavior

Most Women **feel confident when travelling:** (80%)

2. What kind of citizen traveler are you? (Select what fits you most)

4 / 5 correct responses

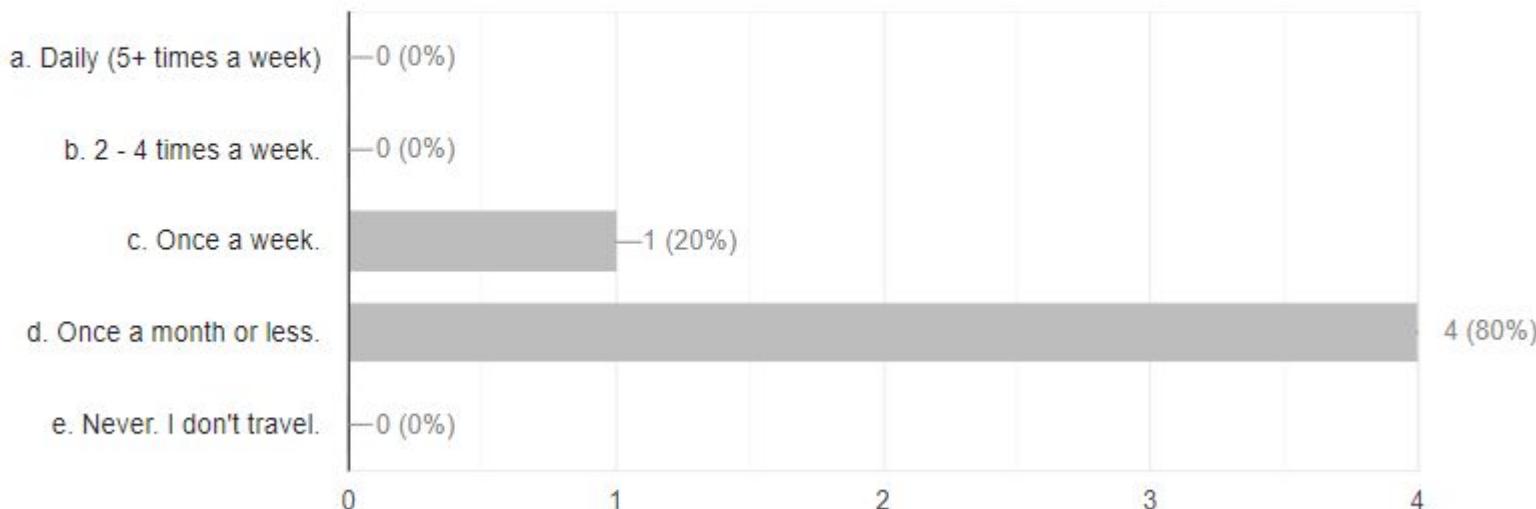


# Follow-up Surveys-unsafe travel behavior

Most Women feel only once a month or less (80%) unsafe when travelling, some more(20%)

3. How often do you feel unsafe travelling around in your city?

4 / 5 correct responses



# Follow-up Surveys-causes unsafety

Weird behavior, lack of lightning or people and unknown places causes unsafety

4. What causes you to feel unsafe travelling?

5 responses

people engaging in conduct that seems dangerous; bad weather (if I have to drive)

Beach area where the homeless encampment are concentrated. I walk around there a lot with my kids. I wouldn't recommend early morning or sunset if I'm by myself or just with kids.

donker, weinig overzicht, weinig mensen, (groepjes) ongure types

Unknown place which are also deserted areas

Some people makes me fell unsafe, but in Romania there are still some issues with stray dogs unfortunately. So that's still an issue in some places because they can be very aggressive sometimes. I am afraid of dogs. After the incident from Rome, I became a little bit paranoia with my personal things when travelling.

# Follow-up Surveys-safety solutions

**Knowing crime statistics, police stations, travel info and recommendations causes safety.**

5. What would help you to feel more safe travelling?

5 responses

crime statistics; reports from people who travel in the area

Knowing which areas or bridges have crimes or homeless areas (usually under highway bridges). Nearest police station HIGHLIGHTED.

weten waar het veilig is

Knowledge about the place

It would help a lot to read some recommendations about a specific place. For example, in the city center of Amsterdam, near Madame Tussaud's, it's a sign to make tourists aware of the pickpockets and after I saw that I'm more attentive there. Also, I think would be nice, when walking, the app to read your location and to give you a short notification about the place. Like a green dot for safe places or red dot for unsafe ones with a link to read more. And my last idea is that together with somebody it's always safer.

# Follow-up Surveys- emergency entities

In case of emergency, women prefer to inform the Police & their direct contacts.

6. Which entities need to be informed in case of emergency?

5 responses

911 (in America)

Husband, In-Laws, 911 for emergencies.

afhankelijk van de situatie: vertrouwd contactpersoon, misschien politie/ambulance

Police

police and family/close friends

# Follow-up Surveys-specific safe travel apps

Although they say they don't know, they all mention one safety travel apps.

10. Which of the following Safety Travel Apps do you know or use?

5 responses



# Follow-up Surveys-safe travel app features

Their ideal safety travel app, include location specific, crime areas, unsafety info, safety tips, a panic button and GPS coordinates.

9. What would your ideal safe travel app be like? What special features would it have?

5 responses

easy to use and very location specific

Highlight areas with higher crimes than normal and/or more recent crimes.

(inside) informatie over (on)veiligheid, op straat, parkeren, uitgaansgelegenheden etc.

Previous crime report in the area, tips to navigate safely, SOS button that immediately calls the police with my current GPS coordinates

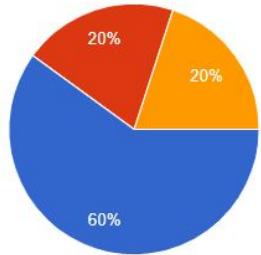
I think the one that notifies me when entering an unsafe zone. It's also important to provide more information about a possible dangerous zone.

# Follow-up Surveys- record travel activity

60% of the women record their travel activity regularly: mostly GPS tracks (80%).

7. Do you record your travel activities, GPS tracks and store data online ? How often?

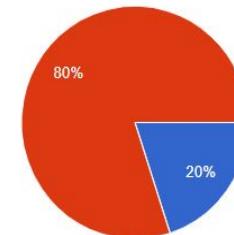
5 responses



- a. Yes, regularly. Every travel activity [Routine]
- b. Sometimes, not regularly.
- c. No, I don't use activity trackers

8. What do you record most often?

5 responses



- a. Travel activities (pictures, share text with family/friends)
- b. GPS tracks (routes, distance)
- c. store online data for city travels

# Ideation:

**Interview marks, Affinity Map,  
Problems & Opportunities, Recomendaciones**

# Ideation

## Feature Ideation

### Feature ideation

According to the user research, the following features are the most important to implement:

- PANIC CALL
- GOOGLE MAPS
- INFORM ABOUT SAFETY

#### Combinatorics Prompt

**It is like** google maps, waze +call 911  
**Without** the need to wait and switch between several apps.  
**Plus** "Safe-in-1-click" & GPS travel & safety information.

Feature Ideas for the Stay Safe Travel App



#### Collaborative Ideation: Dot Voting

● = good idea

● = bad idea

# Ideation

## Feature Prioritization

- **PANIC CALL**

The main feature users ask for is to have a 1-click-Panic button that directly calls the local police, in case of emergency.

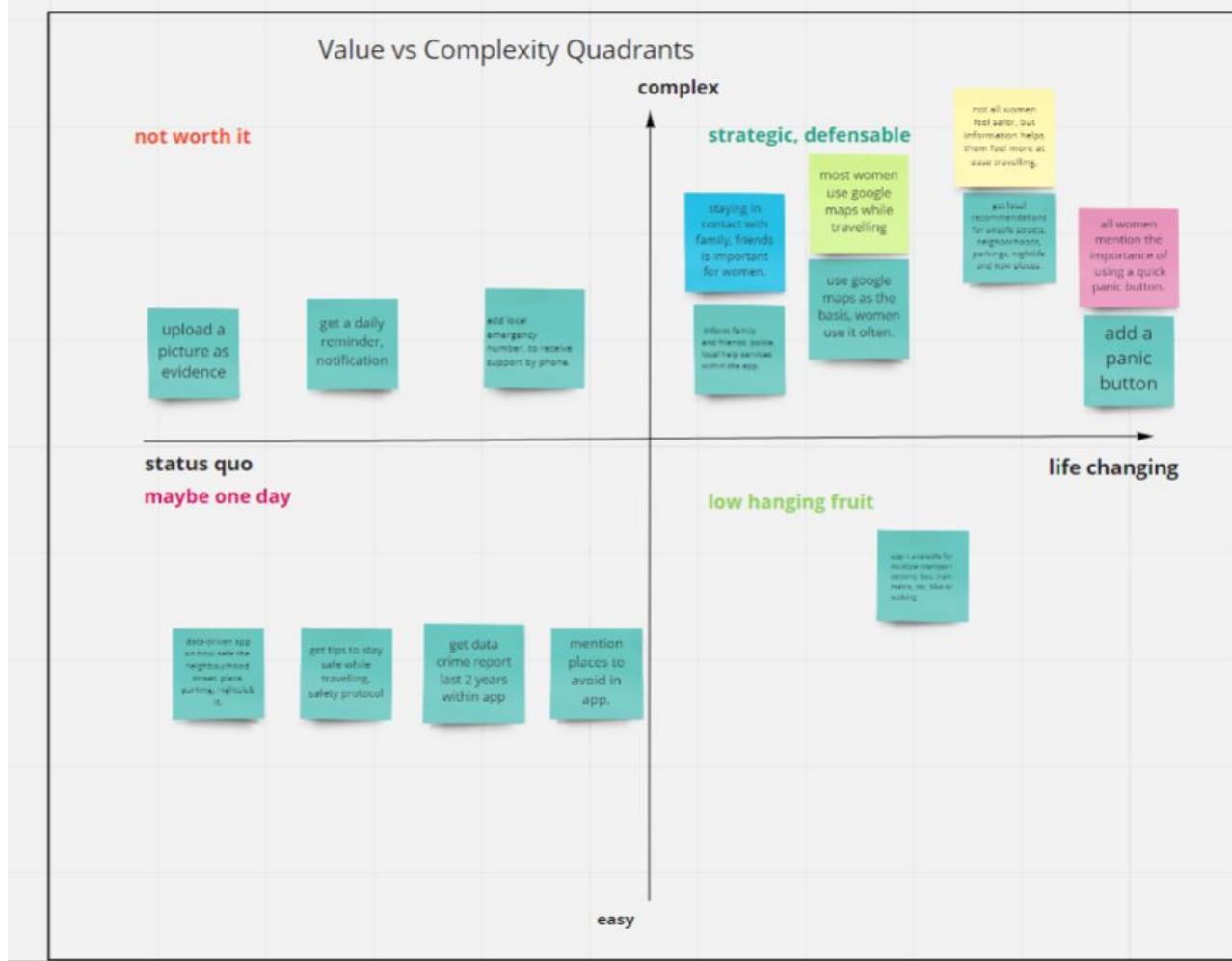
- **GOOGLE MAPS**

As many Female citizens use Google Maps to travel, this map needs to be implemented in the app as default.

- **INFORM ABOUT SAFETY**

Users want to be informed about the safety of their neighborhood or street beforehand. [Provide popup info screen with safety information, when clicking on Google Maps]

## Feature Prioritization



# Wireframing:

## TAGS, wireframing

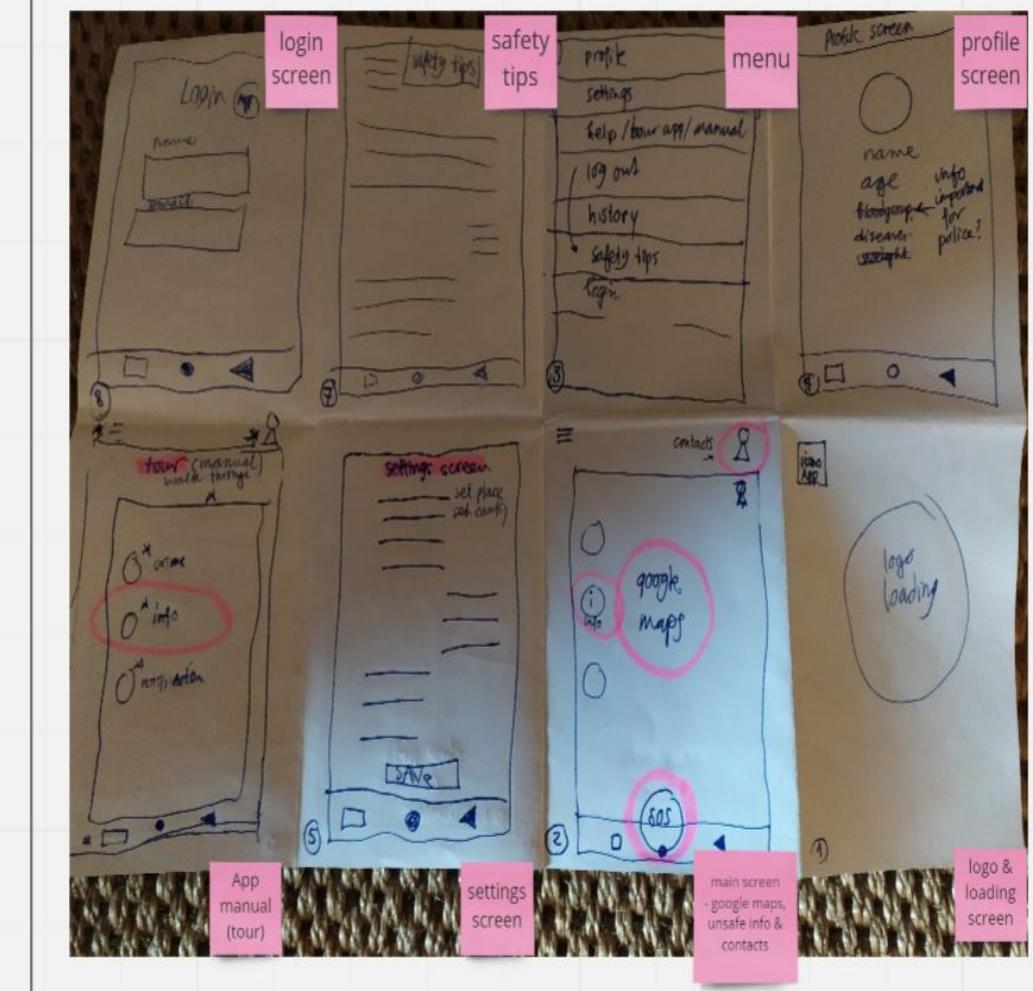
# Wireframing

This screen shows a several options for the safety app to implement, according to the crazy-8 method, with taking the three main features, as stated in ideation phase into account.

After the users login (onboarding), they will go to the setup part. (profile view and notification view).

After setup, the user will see the main screen with the Google Map, in which they can search for a street or neighborhood.

Paper Sketches- Iteration 1 (crazy-8 technique)



# **Prototyping & Testing:**

**Clickable Prototype view, User Testing,  
Pain points & Gains**

# Prototyping: Iteration 1

## Clickable Prototype 1

In consideration with:

### Pain points

- Inlog credentials do not work.
- Contact icon confused with Profile.
- Many parts are not yet clickable.
- Return to main screen is missing.

### Participants suggestions

"Check safety information is desirable"

Digital Prototype- Iteration 1

Figma Clickable Prototype Link: [https://www.figma.com/file/WPP5BYcm01PYqMlvBFaLy/Prototype-Stay-Safe-App?node\\_id=21268%3A4396](https://www.figma.com/file/WPP5BYcm01PYqMlvBFaLy/Prototype-Stay-Safe-App?node_id=21268%3A4396)

The digital prototype consists of four screens:

- Login View:** Shows fields for Email and Password, and buttons for Sign Up and Login.
- Main Screen:** Displays a map with a red dot indicating a location. Text on the screen says "Hi [NAME], your travel looks safe".
- app/Contacts/Contact View:** A list of contacts with "Full Name" repeated multiple times. Each contact entry includes a profile picture, a red SOS button, and three small circular icons for location, info, and more.
- contact view:** Shows a specific contact's details: "Full Name", a profile picture, and three interaction buttons: "Send text message", "Share location", and "Make a call".

Annotations below each screen provide additional context:

- login view to signup/login to the safety app.**
- main screen: menu, contact, google maps, info, sos button**
- Safety contacts view: pic icon, full name. Click on picture or Full Name to see specific contact page.**
- contact view: Specific contact, Make phone call, send message, share location, or share safety information.**

# User testing

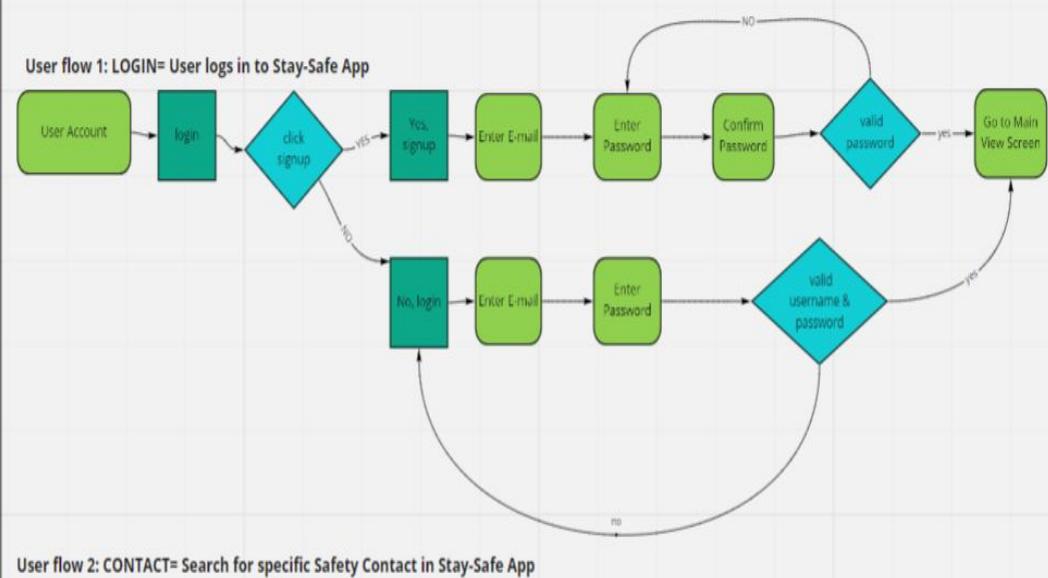
## Customer Journey Map Prototype 1

### LOGIN VIEW, CONTACT VIEW & MAIN VIEW

The second stage of wireframing is to a clickable digital prototype. The prototype is tested with 3 participants to discover pain points and gains throughout tasks of the main users flow.

#### Usability Study- Iteration 1

##### Customer Journey Map (Login & Contact)



# User testing

## Pain points & Gains

The user flow for the app:

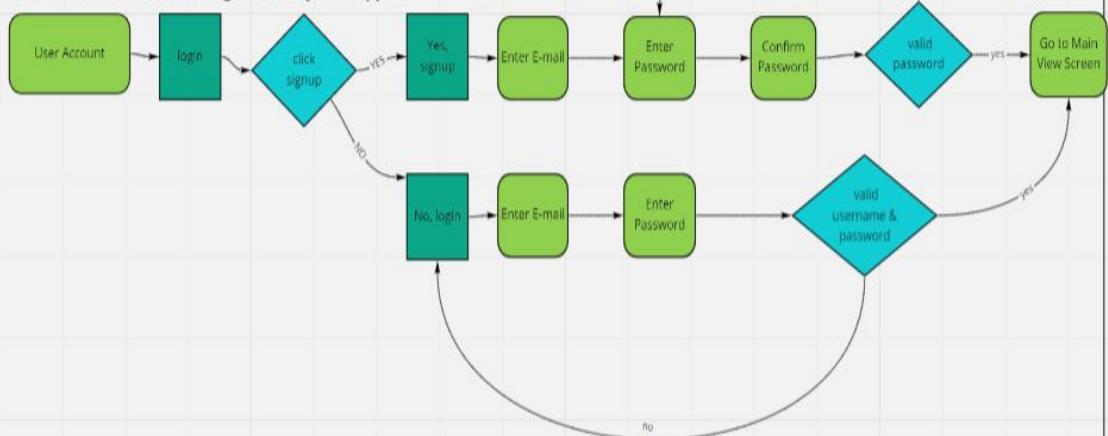
- Onboarding (login)
- Setup
- view context
- choose a safety contact
- understand view context
- view location info on the map
- make a SOS call
- return to the previous screen.

### Customer Journey Map (Login & Contact)

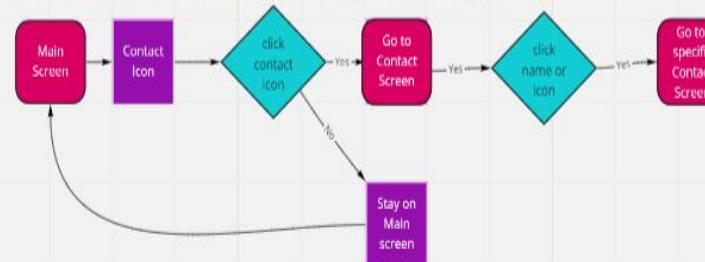
Usability Script: [https://docs.google.com/document/d/1yYAMICw6\\_pkptPj9\\_9QD327MKloukIhWq5\\_GquQf/edit?usp=sharing](https://docs.google.com/document/d/1yYAMICw6_pkptPj9_9QD327MKloukIhWq5_GquQf/edit?usp=sharing)

User Testing Example-UserTest 2: [https://docs.google.com/document/d/1I1\\_rfIF\\_VB\\_g7gFGbG5ubPz0uh4\\_ACh4UvC77A/edit?usp=sharing](https://docs.google.com/document/d/1I1_rfIF_VB_g7gFGbG5ubPz0uh4_ACh4UvC77A/edit?usp=sharing)

#### User flow 1: LOGIN= User logs in to Stay-Safe App



#### User flow 2: CONTACT= Search for specific Safety Contact in Stay-Safe App



# Prototyping: Iteration2

Results from usability test

In consideration with:

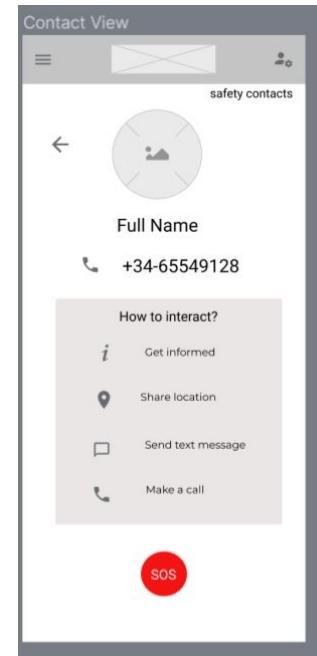
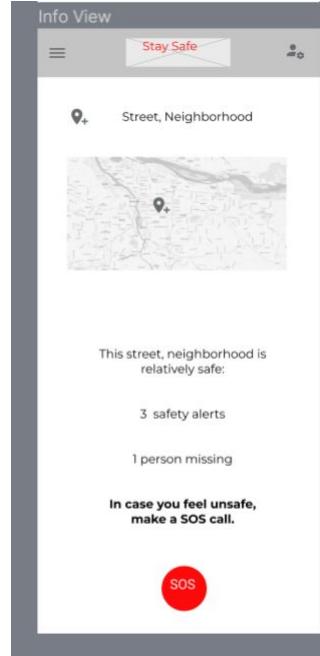
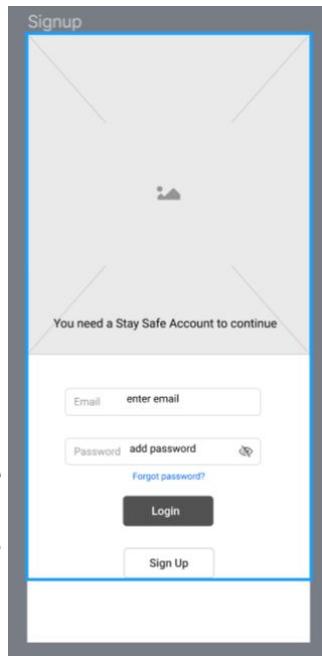
## Pain points

Login is not working correctly.

Safety Contact screen is confusing

## Participants suggestions

It is important to direct the SOS Call to the local police, in case of emergency and send the location based on GPS. To let police be able to help quicker.



# **Design system:**

**Style Guide, UI Kit, Design UI**

# Design System: Style guide UI kit

## Typography

### Typography

Sizes, Weight & Style

Created by Diana Vile

#### Montserrat

Type	Weight	Font size	Line height	Letter spacing
H1	Light	52	64	0.2 px
H2	Medium	44	54	0 px
H3	Semibold	32	40	0.1 px
H4	Medium	26	32	0.2 px
H5	Semibold	20	26	0.2 px
H6	Medium	18	24	0.2 px
Subtitle 1	Medium	16	24	0.1 px
Subtitle 2	Medium	14	18	0.1 px
Body 1	Regular	16	24	0.1 px
Small 1	Regular	12	16	0.2 px
Small 2	Regular	12	16	0.2 px
Small 3	Regular	11	14	0.2 px
Buttons	Semibold	14	18	0.2 px
Icons	Semibold	13	16	0.2 px

## Colors

### Colors

Created by Diana Vile

#### Color Palette

##### Primary Colors



##### Background Colors



# Style guide UI kit

## UI Elements

### UI Elements & Styles

Created by Diana Vilà

**List**

Allow Notifications  
Inform you safety Contacts when you travel your city.

Hi DIANA,  
your travel looks safe.

**Contact**

Stay Safe  
Travel Safe, stay connected  
All Digital Agency

**Card**

Allow Notifications  
Inform your safety Contacts when you travel your city.

Stay Safe  
Travel Safe, stay connected  
Category/Travel

**Components**

#### Buttons

ALLOW  
NOT NOW

#### Navigation

Default  
Menu Item  
Open dropdown

Open dropdown

Drop-down menu option  
Drop-down menu option  
Drop-down menu option

#### Fields

Email: enter email  
Password: add password  
Phone: enter phone

Edit Account

Components

## Imagery/Illustrations

Created by Diana Vilà

### Image Dimensions

Logo

Stay Safe

Logo dimensions: 87 x 21 px, 40 x 40 px, 114 x 119 px, 164 x 172 px

### Illustrations

Location-Map

Background

Profile Images

Photos from Unsplash

## Icons

### general

Back, Search, Refresh, Settings, Delete, Minimize, Maximize, Fullscreen, Wi-Fi, Bluetooth, Headphones, Power, Like, Dislike, Grid, List, Filter, X.

### specific

Loading, Search, Message box, Info, Zoom, Help, Arrows, Location, Phone, Email, Contacts, Edit Profile, Name, Privacy & Security.

# Design System:

**UI Kit**  
Based on Atomic Design: <https://atomicdesign.readost.com/chapter/2>

Created by Diana Vile

## UI KIT: Components/Pattern Library & DO & DONT

**UI Kit - Do's & Dont's**  
Based on Atomic Design: <https://atomicdesign.readost.com/chapter/2>

**DO**

- Only use green (#00C48C) & dark blue (#131540) for navigation & button components
- Use white (#ffffff) for INFORMATION CARDS
- Header
- Buttons

**DONT**

- Don't use colors that are NOT stated in the Color Style Guide sheet
- Do NOT use DARK backgrounds for Icons.
- Images in full color. Do NOT use Black & White.

Created by Diana Vile

# **Design: Hi-Fi Layouts**

**Hi-Fi Layouts, Usability Testing**

# Design: UI Hi-Fi layouts

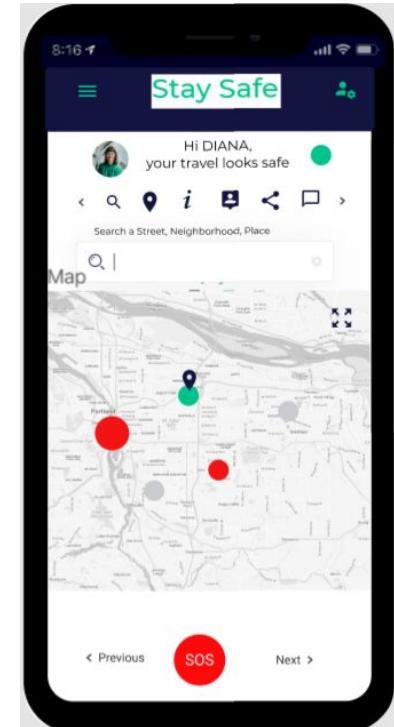
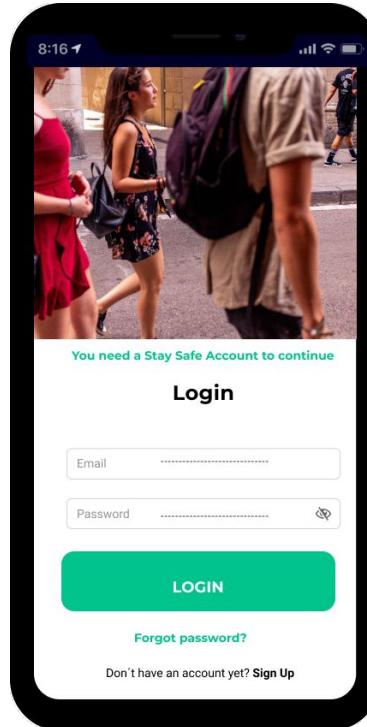
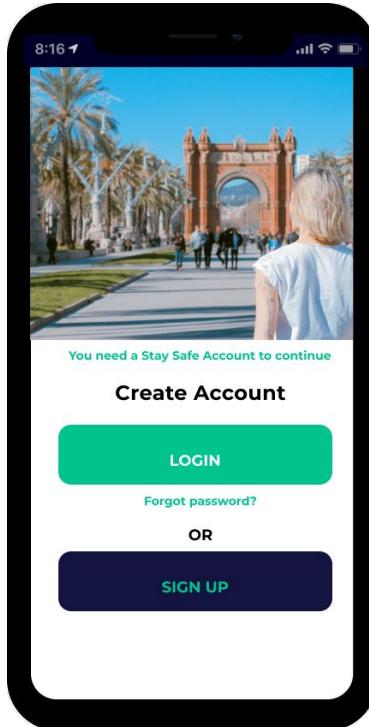


Stay Safe

Travel Safe, stay connected

© All Digital Agency

Category/ Travel

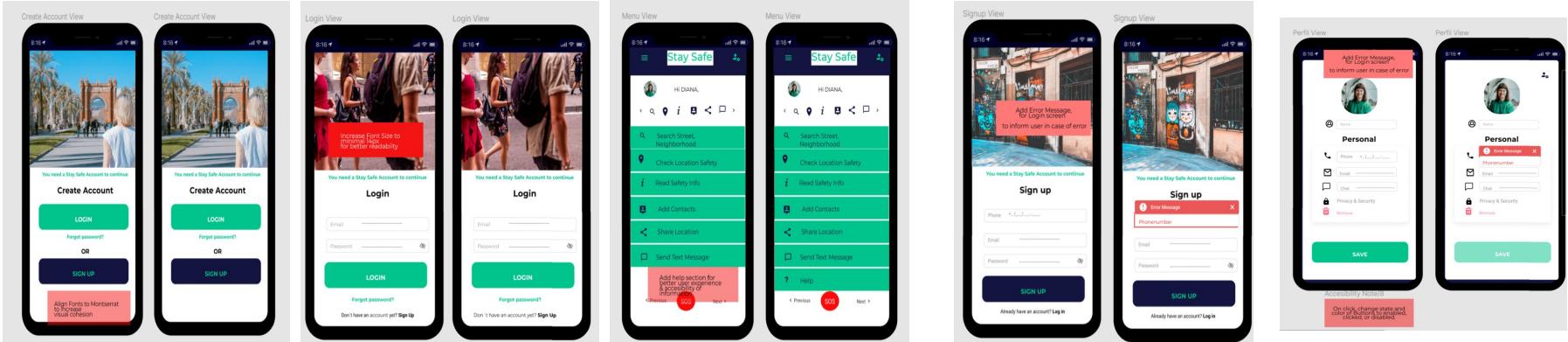


# Design: Accessibility

Lo-Fi wireframes are finalized with high Fidelity Layouts and iterated with accessibility adjustments.

## Accessibility improvements of Stay Safe design app:

- Align all **Font Sources** to **Montserrat** to increase visual cohesion.
- Increase **Font Size** to minimal **14 points** for better readability on mobile phones.
- Add **Help section** in setup or menu for better user experience and accessibility of information.
- Add an **error message** for the login screen to inform the user in case of error.
- On click **change state and colors of buttons**, into “(in)active or disabled”



## Accessibility

According to the [Color Contrast Checker](#), color contrast meets expectations. .

### Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#00C48C

Lightness

Background Color

#131540

Lightness

Contrast Ratio

7.67:1

[permalink](#)

#### Normal Text

WCAG AA: Pass

WCAG AAA: Pass

The five boxing wizards jump quickly.

#### Large Text

WCAG AA: Pass

WCAG AAA: Pass

The five boxing wizards jump quickly.

#### Graphical Objects and User Interface Components

WCAG AA: Pass

✓

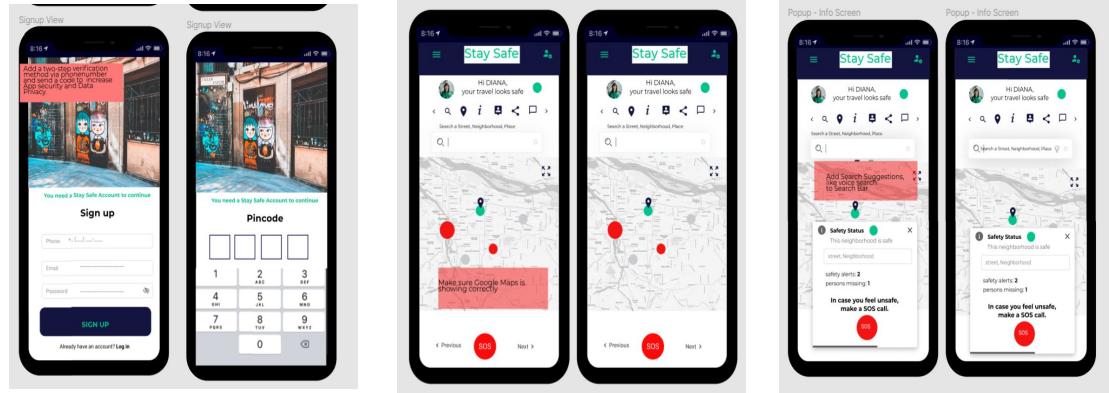
Text Input

# Design: Accessibility

Lo-Fi wireframes are finalized with high Fidelity Layouts and iterated with accessibility adjustments.

## Accessibility improvements of Stay Safe design app:

- 1) **Add a two-step-verification method** via phone number and set a code to increase App security and Data Privacy.
- 2) **Make sure Google Maps is showing correctly** on the Main Screen.
- 3) **Add search suggestions** or voice search



## Accessibility

### Extra recommendations:

- 9) Add text message screen example
- 10) In the code: create semantic HTML5.

This helps screen readers (for visual impaired) to understand the code more easily.

## Usability Testing User flow

User flow:

	Launch Screen	Sign up Screen	Login Screen	Forgot Password Screen	Fill in User Profile	Accept Notifications	Setup Screen
P1	FAIL	FAIL	FAIL	FAIL	FAIL	FAIL	FAIL
P2	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS
P3	SUCCESS	SUCCESS	SUCCESS	FAIL	SUCCESS	SUCCESS	SUCCESS
P4	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS
P5	SUCCESS	SUCCESS	SUCCESS	FAIL	SUCCESS	SUCCESS	SUCCESS
P6	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS	SUCCESS
P7	SUCCESS	SUCCESS	SUCCESS	FAIL/ SUCCESS	SUCCESS	SUCCESS	SUCCESS
P8	SUCCESS	SUCCESS	FAIL	FAIL	SUCCESS	SUCCESS	SUCCESS
P9	SUCCESS	SUCCESS	SUCCESS	FAIL	SUCCESS	SUCCESS	SUCCESS
P10	SUCCESS	SUCCESS	SUCCESS	FAIL	FAIL	FAIL	FAIL

# Design: Usability Testing

## Usability testing

**Insight 1: It can take some time to load the Figma URL into Lookback.** It took P4 4:48 min to load for example. Most do not have these issues.

**Insight 2: At the end of the iteration a white frame is showing up. Not sure why.**

Users get stuck, for there is not a way to go back to the beginner screen, except for the restart button.

**Insight 3: For participants with slow connection, photos are not showing.**

**Insight 4: Forget Password is not easy to find for users**

Most test users can find it, some however get stuck at the white screen and are not able to find the forgot password page.

## Usability Testing

**KPI:** "Increase Task success rate"

**DATA:** "60% drop off rate at Forgot Password flow"

**Insight 5: Logo at Setup Screen (success message) does not go back to the beginner screen.** At the end, the user clicks on the logo and nothing happens.

The user is not redirected to the beginner screen.

**Insight 6: Due to white screen and missing backlink, sometimes several test attempts are needed to complete the user flow.** User needed to do several attempts to check signup, login and forgot password.

**Insight 7: Same color for different buttons is confusing and some more space is needed** "Forgot Password". Button has the same color as Login Button. Use a different color and a bit more space between the buttons.

**Insight 8: User flow might be unclear**

Not all participants go through the entire user flow to sign up, login and forget password.

**Insight 9: User awaits for the loading screen to be loaded.**

Some participants wait for the loading screen to be loaded. Yet this is not interactive. But logic that they think it would be this way, for normally it is like this.

# Diana Vilé



## Information

As a child, growing up in a analogue time, I dreamed about an age dominated by computers. Nobody understood me. Yet I was convinced it would come, and it did. I always had this unstoppable hunger of knowledge, of understanding why things are they way they are.

## Communication

As a young adult, I studied Communication Science. Spend 8 months in Jakarta (Indonesia) to conduct research for my thesis about interests in TV news and finished university with 6 month of Erasmus in Barcelona (Spain). In 2006, graduated with distinction and started to work as a freelance journalist in the Netherlands. Two years later, I migrated to Spain.

## Technology

Fast forward 12 years, I have been working as a freelance journalist, web editor, camera women, video editor, blogger, content manager, book author, copywriter and, marketeer. End of 2018, I discovered coding and have been learning and working as a freelance Frontend Web Developer ever since.

Passionate about technology, I love to create, build and optimize digital products to help people, businesses and institutions succeed online. Always improving my skills, I consider myself a longlife learner and feel fortunate to live in the world, I dreamed off as a child. My goal is to become a great Front-end Web Designer with UX Experience Design skills to solve current society problems with tech.

## Skills

### Toolset:

Figma

Miro

Mobbin

Zeplin

Lookback

HTML5

CSS3

JavaScript

Responsive Design

### Other skills:

UX research

UX design

Human-centered approach

In-person Interview

Survey

Usability testing

Wireframing

Accessibility

