

Mobile Happiness

We think of an innovative service for the safety and security of the people in Cebu.

We've come up of a solution that notifies concerned people in times of emergency.

- Family
- Police
- Friends
- Other people . . .

We created a set of questions about the top dangerous/emergency situations that a user/person may encounter.

We asked 11 people about the following:

- 1. What do you think is/are the dangerous ation that you can encounter?
- Who are the people that you very you encounter those situations
- 3. Do you have an application concerned people?

If no, would you consider to install app?

- Family
- Police
- Friends
- Other people . . .

We learned that ...

- a. Most of the people are afraid of the following
 - Hold up
 - Motor/car accident
- b. People on danger wants to notified and then the **police.**
- c. People would love to have a mobile a instantly notify their concerned people.

- Family
- Police
- Friends
- Other people . . .

How might we help **working women** find new ways to **notify concerned people** even for a **short limited time.**

- Family
- Police
- Friends
- Other people ...

We created a paper prototype of a dangerous situation wherein our concept application will be used by our target user(s).

We presented it to our target users and they love the concept app. Most of the interviewee said that they will use the app and willing to pay if needed.

We learned that...

- a. The most convenient way for them to notify is:
 - to double tap their home screen
 - through sms/text
- **b.** They want to inform their location, call the police and go to the incident location upon receiving the notification.

Lean Canvas

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTATION
I want to notify other people easily when I encounter a dangerous situation I want to walk with the feeling of being	Create a mobile emergency button Put a lot of security personnel NoTAPier	Feel safe and secure with your family and your mobile phone	Instantly contact/notify family, police, and/or other people	All people with touch screen smartphone All people who is/are always out of their house
secure and safe If ever I will encounter hold up, I want to secretly notify my family, police and other people	KEY METRICS		CHANNELS	
EXISTING ALTERNATIVES Emergency hotline - 117				EARLY ADOPTERS - Working women
COST STRUCTURE			REVENUE STREAMS	

Introducing

noTAPier

- * NoTAPier (Tap & Notify)
 - * A mobile application that notifies Police, your family and other people whenever you trigger/activate it.
 - * It sends messages via text to your selected contacts and/or people around you (if they have the same app installed)

noTAPier

User Video/Demo