Initial Proposal
PiggyBack

"A mobile, on-demand security escort request app that ensures your safety and bright future."

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Executive summary

This project is an SFSU escort service that would cater, primarily, to students who study late or need help getting around the SFSU campus and/or surrounding areas (Stonestown, Bart etc.) safely. It can also be extended to **anyone** who needs/wants said escort service.

College campuses lack adequate security to protect their students, faculty, and residents. Not only will this application enhance the safety of students, but could also serve as a therapeutic experience for them as well. We expect our approved escorts to be friendly, social, and able to provide an enjoyable experience.

Recently, various crimes have occurred on or near SFSU campus and many other schools throughout the country. Our service will reduce the possibility of students experiencing unwarranted verbal, physical, and/or sexual harassment. Most student housing residents rely on campus police for their safety. With our service, we can rely on each other while building a stronger student community at the same time.

At the moment, the competition does not exist and our main focus is to make our application as intuitive and secure as possible.

Personas

Ashley

Bio:

    Ashley is attending her first year at SFSU and joined a sorority to make friends. She goes out with her sorority sisters to parties every weekend. It is assumed that she is intoxicated after the party and her group of friends have already left or are busy at the party. She doesn't like to walk alone or intoxicated at night and needs assistance with no friends around to help.

About:

- Age: 18
- Education: Freshman at SFSU
- Work: Starbucks Barista
- Family: Single
- Location: Lives in sorority house near campus

Characteristics:

- Very busy schedule
- Likes planning ahead
- Organized
- Medium-high tech proficiency
- Uses phone for all planning

Mary

Bio:

   Mary is a Graduate Student at SFSU. She works full-time during the day and also attends night classes at SFSU to finish her degree. She usually stays at the library until it closes to stay on top of her homework. She takes the bus home, having to walk and wait at the bus stop alone after dark.

About:

- Age: 25
- Education: Graduate student at SFSU
- Work: Sales associate
- Family: Has 1 child
- Location: Lives off-campus

Characteristics:

- Very busy schedule
- Easily stressed
- Organized
- Low tech proficiency
- Uses phone for basic app features

Mike

Bio:

Mike is in a fraternity at SFSU but does not live there. He is a very sociable guy and enjoys hanging out with friends whenever he has time off from work. He parties with his fraternity brothers every weekend and tends to drink past his limit quite often. He has to make it back to his apartment after the party which is several blocks away but is incapable of doing so by himself. His fraternity brothers all stay at the fraternity leaving him to make the trip alone.

About:
- Age: 21
- Education: Junior at SFSU
- Work: Construction
- Family: Single
- Location: Live at a fraternity on campus

Characteristics:
- Careless
- Very sociable
- Unorganized
- Medium tech proficiency
- Uses phone mainly for social media

Deborah

Bio:

Deborah is a professor at San Francisco State University. She teaches mostly night classes so that she can stay home with her children during the day while her husband works his 9-5 job. Sometimes she has to park far away from her building and has to walk back well after dark.

About:
- Age: 32
- Education: PhD
- Work: Astrophysics professor at SFSU
- Family: Married w/ 2 children
- Location: Lives in an *upper-class* residential area

Characteristics:
- Works late
- Very pleasant
- Well-organized
- Medium tech proficiency
- Researcher outside of classes

Use Cases

SECURITY ESCORT REQUEST

Use Case	Description	User/Actor
Choose pickup location	- User can enter desired address to meet at. - User can drop marker on map at desired meet location. - User can use location service to select *current location*. - User can select nearest suggested *safe meet zone*.	Registered user
Choose the destination	- User can enter desired address to be escorted to. - User can drop marker on map at desired meet location.	Registered user
Request escort	User can request a qualified, approved escort after entering pickup location and destination.	Registered user
Confirm pickup	User can confirm successful meetup when escort arrives.	Registered user
Confirm dropoff	User can confirm successful arrival at destination.	Registered user
Review escort	User can leave comments, concerns, complaints, and rate assigned escort.	Registered user

LOGIN

Use Case	Description	User/Actor
Login	● User can log into account via google. ● User can log into account via facebook.	● Registered user ● Administrator
Sign up	● User can create a new account with full name, address, email address, phone number and photo ID. ● User can register with google account. ● User can register with facebook account.	● Unregistered user
Log out	● User can log out of account.	● Registered user ● Administrator

ADMIN

Use Case	Description	User/Actor
Search users	● User can search for other users by name, phone number, or email address.	Administrator
Delete users	● User can delete other users.	Administrator
Review application	● User can view new user profile.	Administrator
Review background check	● User can view background check of escort applicants.	Administrator
Approve users	● User can approve	Administrator

	escorts.	
Archive users	● User can deactivate another user account.	Administrator

ESCORT

Use Case	Description	User/Actor
Clock in/out	● User can clock in and out.	Escort
Accept request	● User can choose to accept escort request.	Escort
Deny request	● User can choose to not accept escort request.	Escort
Confirm pickup	● User can confirm that they have met the escortee.	Escort
Confirm dropoff	● User can confirm that they finished escorting user.	Escort
Review escortee	● User can leave comments, concerns, and rate escortee.	Escort

Functionality

<u>List of major functions</u>

- ○ Emergency?
    - ■ User can directly contact emergency services should any type of emergency come up. User must confirm that they in fact intended to dial 911. (maybe something like iphone where it counts down from 5 before it actually dials to give the user a chance to cancel)
- ○ Request escort -
    - ■ User can request services from a list of available escorts at that given time. User will be given the contact info: Name, Phone number, and rating of every escort available (Must be logged in)
- ○ Registration for user
    - ■ Users can glance at our services without registration. Should the user wish to use our escort service, they will be prompted to enter their Full name, email, date of birth, address, billing info?
- ○ Registration for escort
    - ■ In order to sign up to be an escort, you have to agree to undergo a thorough background check. This will include an official state ID for verification, Social Security Number, and birth certificate. User can take a picture of the required documents directly from their mobile devices. An application will be required like any other job.
- ○ Login
    - ■ Users can see a list of available escorts but must login/register to request services.
- ○ Choose pickup location
    - ■ Once the user has selected an escort, they have to decide on a meeting point. The user has the option of sharing their location, personally contacting the escort directly or choosing from a predertimed list of "Safe Zones" (Must be logged in)
- ○ Choose the destination
    - ■ User has the ability to enter the destination they wish. (Must be logged in)

- ○ Rate your Escort / Rate your User
    - ■ Both the escorts and users have the ability to leave a review of their experience. The experience will be based on a 5 star scale. (Must be logged in)

Competitive landscape

There is no competition as far as we know.

Tools and frameworks

- React Native
- Bootstrap
- Figma
- Adobe Illustrator