

The Carpenter Ants

Assignment 4

SafetyNet

Value Proposition:

The support you need, guilt-free.

Solution Overview:

Disabilities often lead to a sense of guilt in asking for help on a daily basis. In order to eliminate this feeling of a burden from the lives of those who need assistance, we introduce **Safety Net**, a help-request platform that leverages one's personal, trusted network to decentralize the asking process. Add friends, family, and trusted individuals to your entourage so that next time you need to ask the inevitable, you are supported by the ones you love. Your crew will be notified and see how helpful they've been to successfully distribute the deeds for you, leaving you to simply select helpers from your crew.

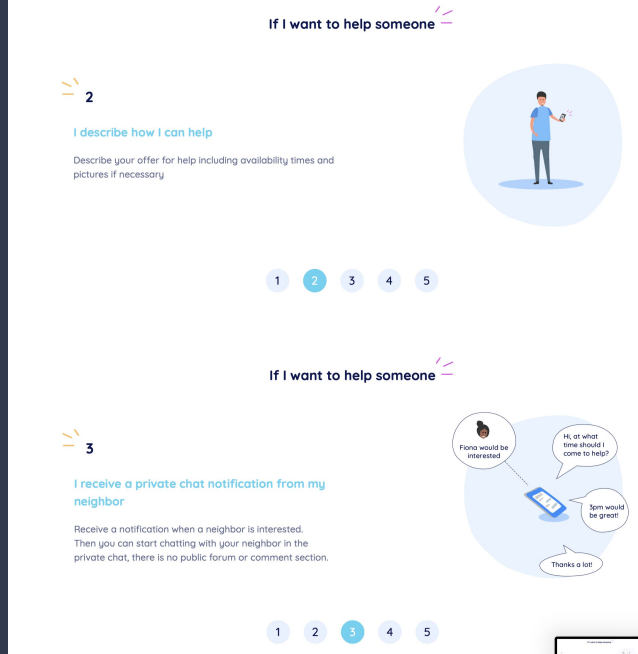
Market Research: *My Nabes*

Differences:

- My Nabes focuses on community building by **location** (street, neighborhood, nearby neighborhood) while Safety Net focuses on **trusted relationships** (family, close friends, etc.)
- Allowing neighbors to offer help and requiring the individual to message them directly

Has/has not worked:

- **Has:** Partnering with government officials so that neighbors can contact their city hall easily (we could do the same for medical professionals and other resources like hot-lines)
- **Has not:** Doesn't have a large community on the app yet, so the people on the app don't have many neighbors to reach out to



We are unique:

We are focused on the **guilt** aspect of asking trusted friends for help. My Nabes misses our goal by offering spaces where the individual asking for help needs to private message people individually (as seen above). There are **unique needs** that people living with disabilities have—needing to ask trusted friends for help because their situations can be sensitive, feeling like a burden for always asking the same people, etc.—that My Nabes does not address, but Safety Net does.

Sport Partner

Need a Hand / DIY

Groceries

Loan of tools or objects

Playdates

Connect to My City Hall

Daily Help/work around the house

See all categories

Tasks



Simple: sending a need out to the user's community



Moderate: community viewing the need, assessing if they can help, and accepting or denying



Complex: Finding a community for users without a strong local community or people to reach out to

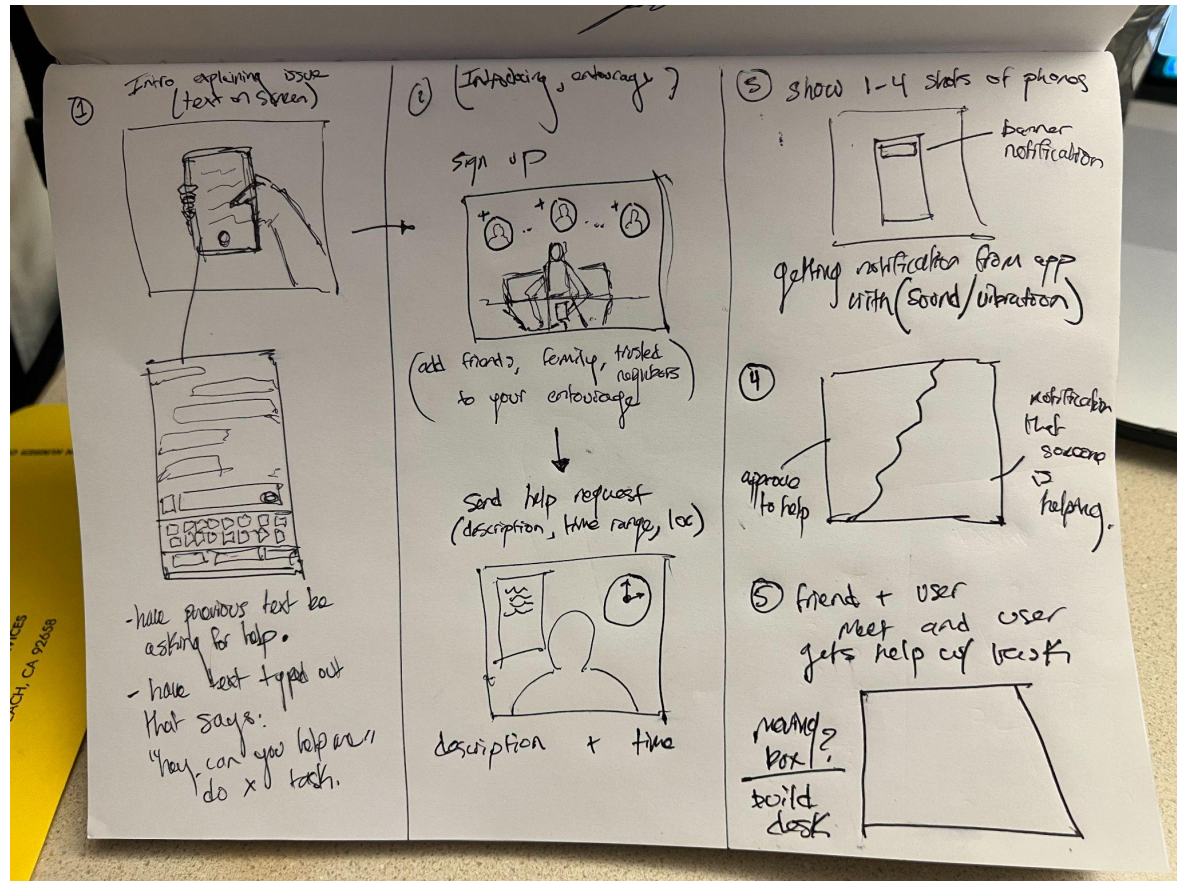
Complex: Caretakers for users with more specialized needs being able to create needs for that user and send them out to the user's community

Values in Design

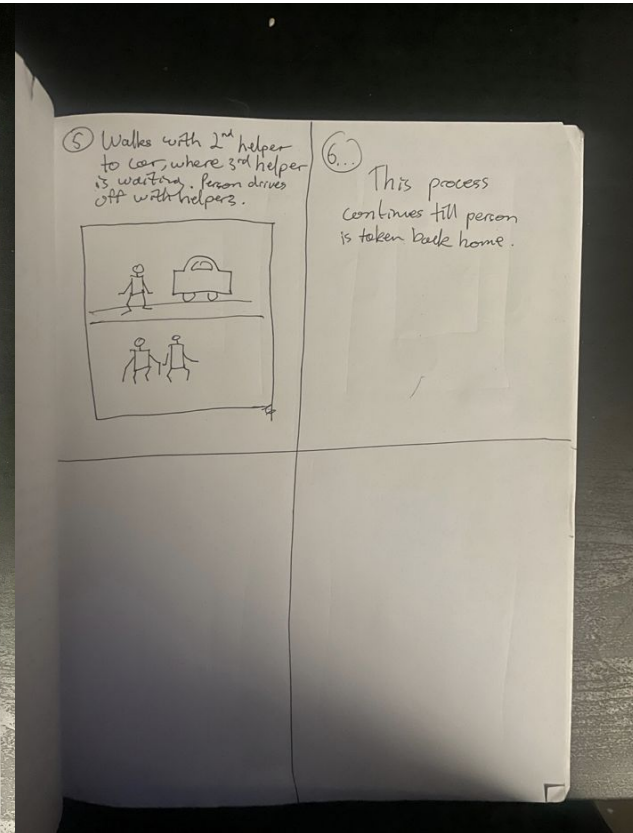
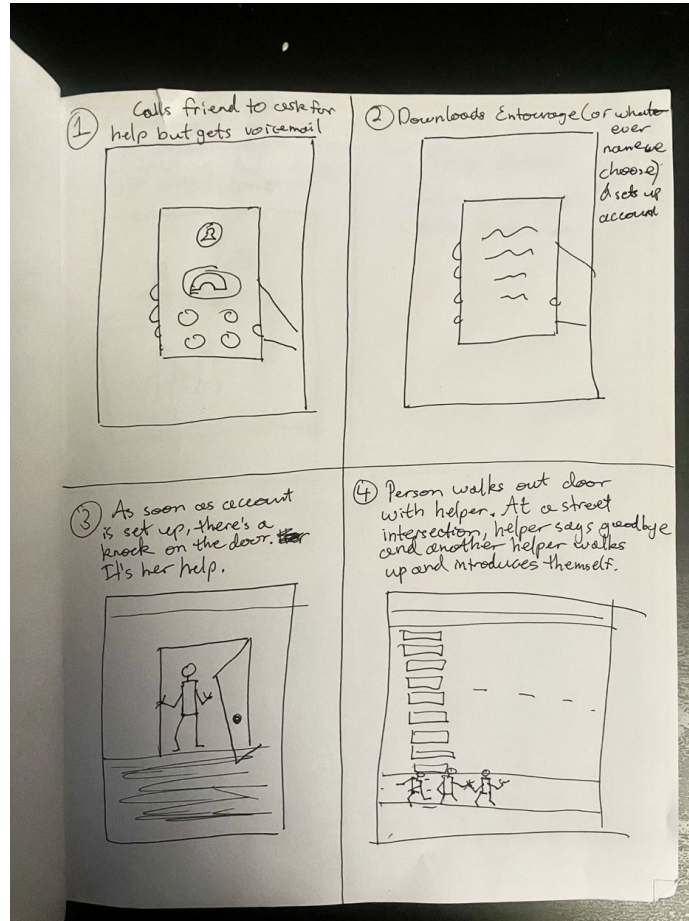
The four main values embedded in this project are **Safety, Security, Ease of Mind**, and **Community Building**. In order for us to be able to properly integrate these values in our app, we are going to provide a safe and secure method for our end users to ask for the help they need, directly from their immediately community (if they have one), to keep our users as safe as possible. For end users without a close community, we will put them in contact with local organizations to be able to still get the help they need. To us, providing our end users with **Ease of Mind** is giving them the ability to reach out for assistance when they need to, without feeling burdened by the guilt that often accompanies making frequent requests of your close community. Our network feature will largely contribute to our core value of **Community Building**, as community members collaborate to fulfill help requests, they will also enrich their local community, providing stronger bonds for everyone involved.

The only conflict in values that has presented itself to us at the moment is trying to balance building a robust community for our end-users, while also ensuring that they are safe and secure. Having users self-select their network allows us to build community among our users without risking their safety, but there is some factor, however small, of unavoidable risk for the users without a local community to be matched. We can mitigate this risk by thoroughly background checking any organization onboarded on the platform, to ensure that all of our users have the same safe and secure experience.

Storyboard 1



Storyboard 2



Storyboard 3

#1



walking somewhere at night
and starts to feel anxious

#2



needs help with something in
their house but sees that
they've already asked their friend
for help many times

#3



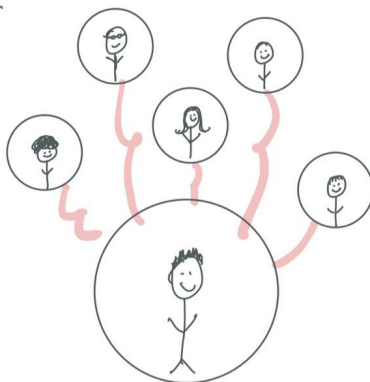
gets discouraged and
feels like a burden
so doesn't reach out

#4



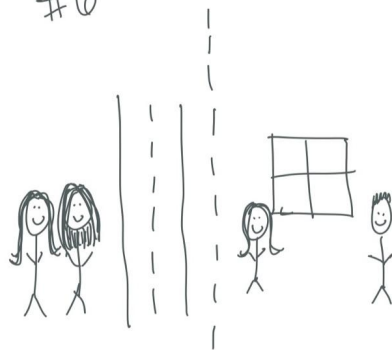
sign onto our app and put out
a need request to their community

#5



need is presented to
everyone in the community

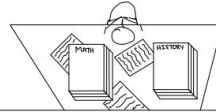
#6



a community member offers
their help and arrives

Storyboard 4

- Student At sleep on desk Fall or work



- Student wakes up in a panic, exhausted, looking at all the work they have to do and begins to panic

- Maybe overlay like a packed schedule in the background
- User pulls out phone, cut to next scene



- Close-up of phone, list received texts are all about how easy design was

- Sequence of texts asking for help with no response

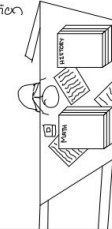


- User faceplants on desk in frustration

- Phone face-up on desk

- Suddenly gets a notification of app, looks at app in confusion

- Voiceover with tagline



- User picks up phone off of desk, shrugs, and signs up



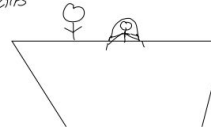
- Door swings open, helper walks in with backpack

- Person looks shocked maybe they jump, but then relieved and excited



- Cut to clean desk, helper and student high five

- Credits



Video Link

<https://youtu.be/-Z4Gzg2le-U>

Thank You