URBAN MOBILITY

>_
young university student, woman, sitting
on a chair on a terrasse with a drink in
her hand and wearing sunglasses, smiling

Attributes
- Age - 23
- Gender - Female
- Mobility Type - Walking
- Reason - Public transport has
  stopped as it is late at night

Our target journey is a common
experience for many young people in
Lausanne, especially university
students. They often enjoy lively nights
out with friends at bars or clubs.

However, as the night progresses and
it's time to head home, the atmosphere
changes. The once vibrant environment
becomes quieter, colder, and darker,
making the walk home, often through
deserted areas, unnerving and anxiety-
inducing.
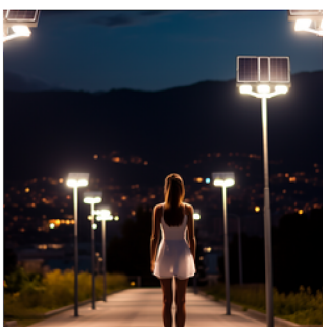
But once they reach home, a sense of
ease returns.

SAFESTEP

SAFESTEP is a navigation concept focused on late-night walking safety in urban areas. It prioritizes pedestrian security by guiding users along the safest routes, emphasizing well-lit and populated paths. Key features include 'Safest Route' selections and 'Alert Zones' that flag higher-risk areas. The app also integrates real-time updates and community feedback for up-to-date safety information. SAFESTEP design fosters a sense of security and community, aiming to make late-night walks more reassuring.