SafeSolo

Your solo travel companion

UX CASE STUDY

Project Overview

Imagine you're a woman traveling solo in a new city. The excitement of exploring unfamiliar streets, eager to explore, meet new people, and have fun, but there's always that lingering thought: is this place safe? Will I be safe on my own? That's the reality many solo travelers face.

SafeSolo was born out of this exact need—a smart travel companion that empowers solo adventurers, especially women, with verified safety insights, connections, and real-time updates.

Main goal: To provide a sense of safety, awareness, and community for solo travelers.

Problem Statement

We conducted informal interviews with solo travelers and ran a small online survey in traveler forums and communities. A consistent pattern emerged:

- Anxiety about the safety of unfamiliar places
- Difficulty finding trustworthy local recommendations
- Feeling alone or unprepared in unfamiliar situations
- Fear of problem (surprises). Solo travelers often lack real-time safety information and verified travel resources, leading to anxiety and unpreparedness.

Design Approach

Tools used: Figma, Miro, Google Forms

Competitive analysis of existing travel and safety apps

Wireframes and high-fidelity screens designed in Figma

Designed with safety first UX principles and accessibility in mind

Incorporated community feedback to refine features like the update system and verified listings.

Understand

User Research
Competitor Analysis
Conducted Interviews

Define

User Personas
Empathy Map
Data Sorting

Ideate

User Flow
Information Architecture

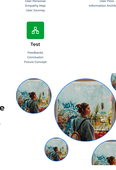
Design

Wireframes
Hi-Fi Designs
Prototype

Test

Feedback
Conclusion
Future Concept

Target Audience

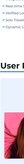


- Solo travelers, particularly women
- Adventure seekers who value safety and community
- Travelers looking for verified local recommendations and real-time updates

Unique Features

- Integrated SOS System: Instant emergency alert with a one-tap trigger for quick help.
- Real-time Safety Score: Location-based score using live open datasets and crowdsourced feedback.
- Verified Local Listings: Curated activities, events, and eateries with a double-check process for reliability.
- Solo Traveler Network: Connect and share experiences with fellow solo travelers on the go.
- Dynamic Update Alerts: Receive immediate notifications for any regional changes or closures

User Persona



Bio

Name: Priya Sharma
Age: 28
Occupation: Freelance graphic designer
Hobbies: Travel, Learn spinning new cultures and has been to 15 countries in the last 3 years, balancing work with adventure.

Personality

Independent and curious, always eager to try new experiences and meet people. Cautious when her safety is at stake, but still embracing spontaneity.
Values safety while enjoying connecting with locals and other travelers.

Pain points

Safety concerns: Fears encounters where navigating unfamiliar places without reliable safety information.
Unverified information: Struggles with finding trustworthy local recommendations that complicate planning.
Limited connectivity issues: Worries about being lost or isolated during her travels.

Goals

To explore different destinations while staying safe.
To find verified local recommendations for hidden gems and eateries.
To connect with fellow solo travelers and build a community on the go.

Empathy Map

High Fidelity Screens

High Fidelity Screens

High Fidelity Screens

Other Screens

Why this works:

- Combines safety, discovery, and community in one place
- Directly tackles solo travel anxiety by providing reassurance and real-time help
- Encourages exploration with peace of mind

Next Steps

- Add AI-generated travel suggestions based on user preferences & safety profile
- Collaborate with local governments and police for better data
- Expand to cover more regions globally
- Include language translation tools for better accessibility
- Launch a web dashboard version for pre-trip planning

Thank You