

# Guardian

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# Mission

Improve personal security for people outdoors

Understand:

- Shortcomings of existing approaches
- Behaviors in all outdoor environments
- Factors that influence locations visited
- Precautions taken
- Signs for perceived danger
- Perceptions of safety



# Methods

Data collection and analysis:

- Surveys
- Focus interviews
- Situational simulations + observations
- Post simulation
- Product testing
  - Iterations
  - Feedback loop



# Users

Anyone that feels at risk outdoors

- Night owls
- Runners
- Campers
- Pedestrians
- Professionals
- Students



# User Characteristics

- Rural and urban environments
- Alone or in groups
- Varying age, occupation, sexual preference, educational background and socioeconomic status
- Perceive a lack of security
- On campus: runners mainly



# Tasks

- Comprehend the range of actions users will be able to perform while on the move or under duress.
- Consider mobility, complexity of actions that can be performed, limited senses
- Study possible environments the users is in



# Existing Systems

- Blue panic buttons
  - Distance
- 911
  - Response times
  - Calling while moving
  - Cannot call others at the same time.
- Personal alert products
- Personal defense products
  - Pepper spray
  - Taser



# Literature

- “Perceptions of safety at night in different lighting conditions”.
- “Female pedestrian safety” versus “male pedestrian safety”
- Experiences during running





# Evaluation Criteria

- How much time do you need to access the service?
- How secure do you feel when you use the service?
- Is the service functionality intuitive?



Questions?