

**K N I G H T**

EVERY GIRL DESERVES A KNIGHT

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01

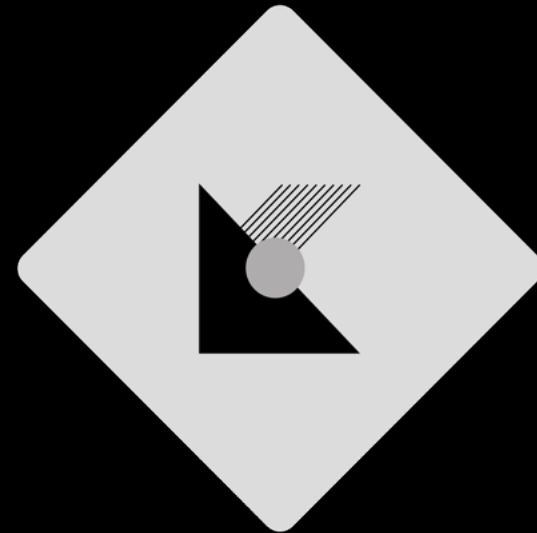
**B R I E F**

# KNIGHT

**Type**                **Driverless Car service**

**User**                **Female, 17-35ysd**

Provide women a safe and cozy travel environment;  
Reduce sexual harassment from drivers



## Purpose

Knight is a driverless taxi service. The core of the product design is to solve the safety problems of women in the current society and avoid potential threats from driver to female users (such as harassment, kidnapping, robbery, rape).

## Scope

Knight is a driverless taxi service which aim to provide a safe, joyful and humanized taxi experience for women. "Knight" syncs with app. The app can be embedded in different kinds of devices like smart watches, tablets, computers or phones. Users can activate the service using voice control.

## Not In Scope

- 1.Our main target users would be women, especially age between 17- 35. Not focus on other audiences like children and elderly people.
- 2.The detailed technology of driverless car would not be included in our product.
- 3.The appearance of the car would not be included in this project.

## Function

Apply latest technology in driverless car services to provide women a safe , joyful traveling experience. Reduce sexual harassment from taxi driver.

- 1.Voice recognition is the most vital technological advancement applied in the entire journey. The knight app can be embedded in various kinds of devices like smart watches, tablets, computers or phones. Users can use voice to activate the app and call the car service.
- 2.There were large smart screens in the both side of the seats. The smart car windows provide passengers a joyful journey through a powerful entertainment system which include various kinds of movies, musics and games. Another major feature of the smart window is the display of real-time car location. The windows screen also deliver interactive, geolocated information of nearby facilities like supermarkets, restaurants, shops etc.
- 3.Users can pre-select up to 5 contacts as emergency contacts in knight setting menu. Passengers are able to share the journey info to their families and friends. People who share the trip with will see the real-time trip route, trip status, and trip details such as when and where the passengers get on/off the car.
- 4."Knight" concerns about the safety of passengers in the entire journey. It provides users the option of a special safety function in the settings. If users activate this function. After they get off the car, "Knight" gps system will estimate the distance between the get-off point and final destination. "Knight" will send notification to tell users the rest distance. Message would also be sent to make sure whether passenger arrives their destination safely. If passengers didn't reply in a certain time. "Knight" will automatically contact their emergency contacts.

## Format

"Knight" is a driverless taxi service. Its platforms can be accessed via different devices like smartwatches, computers, tablets and phones.

In this project, the concept outcome would be a 1080p video (include user experience, app interface, smart car window interfaces).

## Measures of Success

In order to ensure the design is appropriate for our objectives. Before we launch our product. surveys and interviews will be conducted in our potential users.

In the future product, qualitative success criteria like satisfaction scores or review ratings would be considered in the system. Open feedback will also be included to help us improve user experiences.

We would measure our success according to:

- 1.The reduce of sexual harassment statistics on women.
- 2.The enhancement of social security.

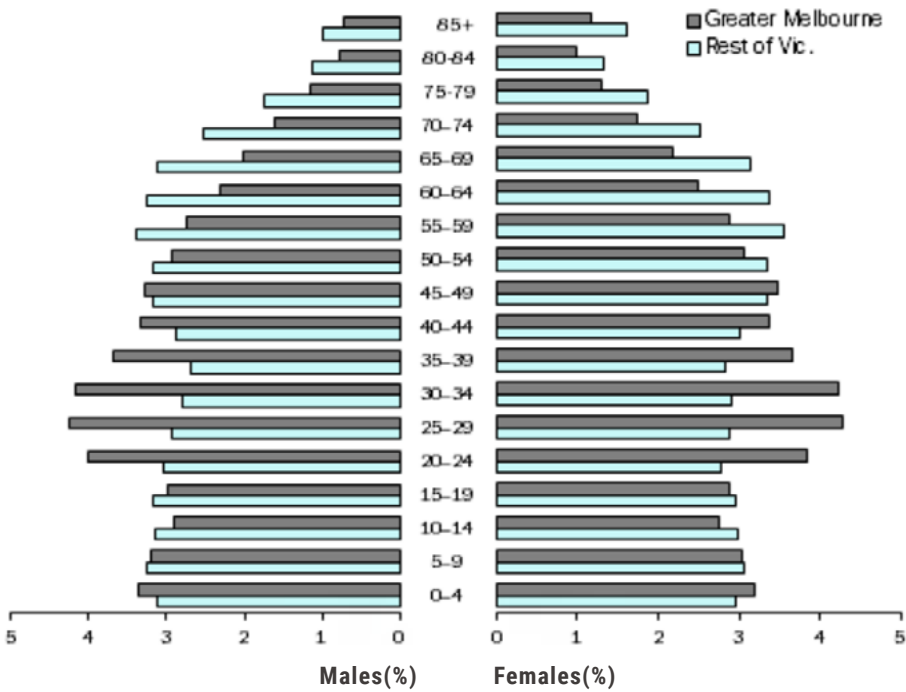
02

**T A R G E T   U S E R**

# USER DEMOGRAPHIC

Age 17-35 ysd  
Gender Female  
Location Australia

AGE AND SEX DISTRIBUTION (%), Victoria - 30 June 2017



Women who use car services alone, especially at night. Such as women who work late into night, who hangout for social activities, who travel to remote area alone

Greater Melbourne had a higher proportion of its population aged 20 to 44 years (39%) at June 2017 than the rest of Victoria (29%), and a lower proportion aged 50 years and over (30% compared with 40% in the rest of Victoria). The higher proportion of younger adults in Greater Melbourne is consistent with their tendency to migrate out of regional areas to pursue work, education and other opportunities in the capital city.

# PERSONA



## Iris

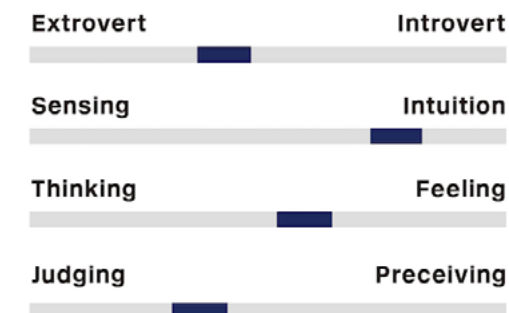
"I always need to be out alone, I need to feel safe and be safe."

Age	23 ysd
Status	Single
Occupation	Student
Location	Melbourne, Australia

## About Iris

Iris is a master student born in Melbourne, Australia; she started at Monash University to study her master's degree in business last year. And she lives in Clayton, as the location is close to school library. She's a simple type girl, leading a simple life between home and school. She's started her internship this year, in Melbourne CBD. Sometimes she has to work till 8pm, or attend group discussion or a dinner party with her friends in Caulfield. She's much fond of watching movies, eating food and hanging out with girls, but her friends are mostly living in Caulfield and CBD. She's been having a hard time returning home from Caulfield and CBD at night; she has a subtle sense of insecurity because she's read some international news about the girl's being murdered by taxi driver. Although Melbourne is a safety city to a great extent, she still feels unsafe if she always has to travel around between different locations alone, especially staying with a male driver. She would be appreciated if her concerns could be solved.

## Personality



## Frustrations

Always has to be outside alone; Do not feel safe when sitting in a taxi; Always has to go home late at night; Feel afraid and indifferent when taking taxi at night; Feel embarrassed when asking others to pick her up; Worried about the safety after getting off the taxi...

## User Experience Goals

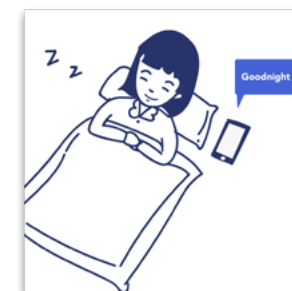
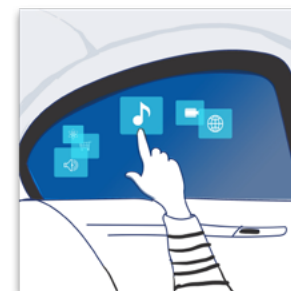
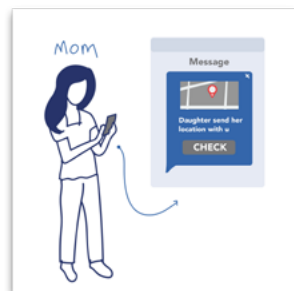
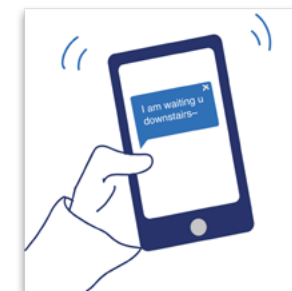
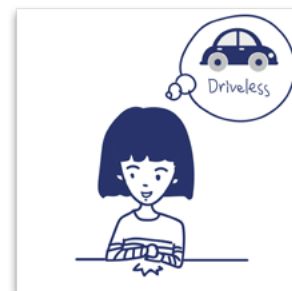
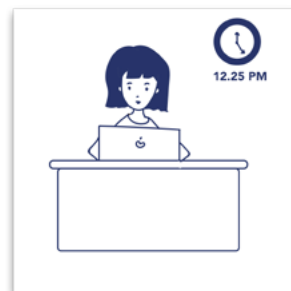
Increase the safe the warm feeling of taxi experience; Applying the unmanned taxi; Increase the security installation of taxi; Increase the conveniency when there's no driver; Increase the security after getting off the taxi...



03

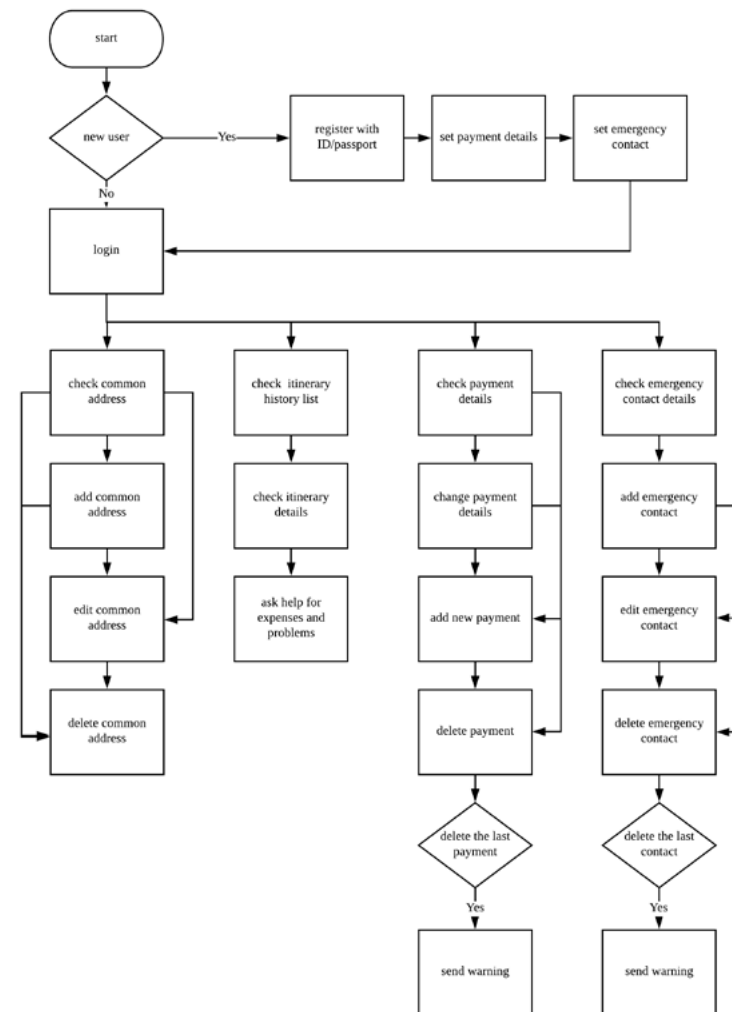
**UX RESEARCH**

# STORY BOARD



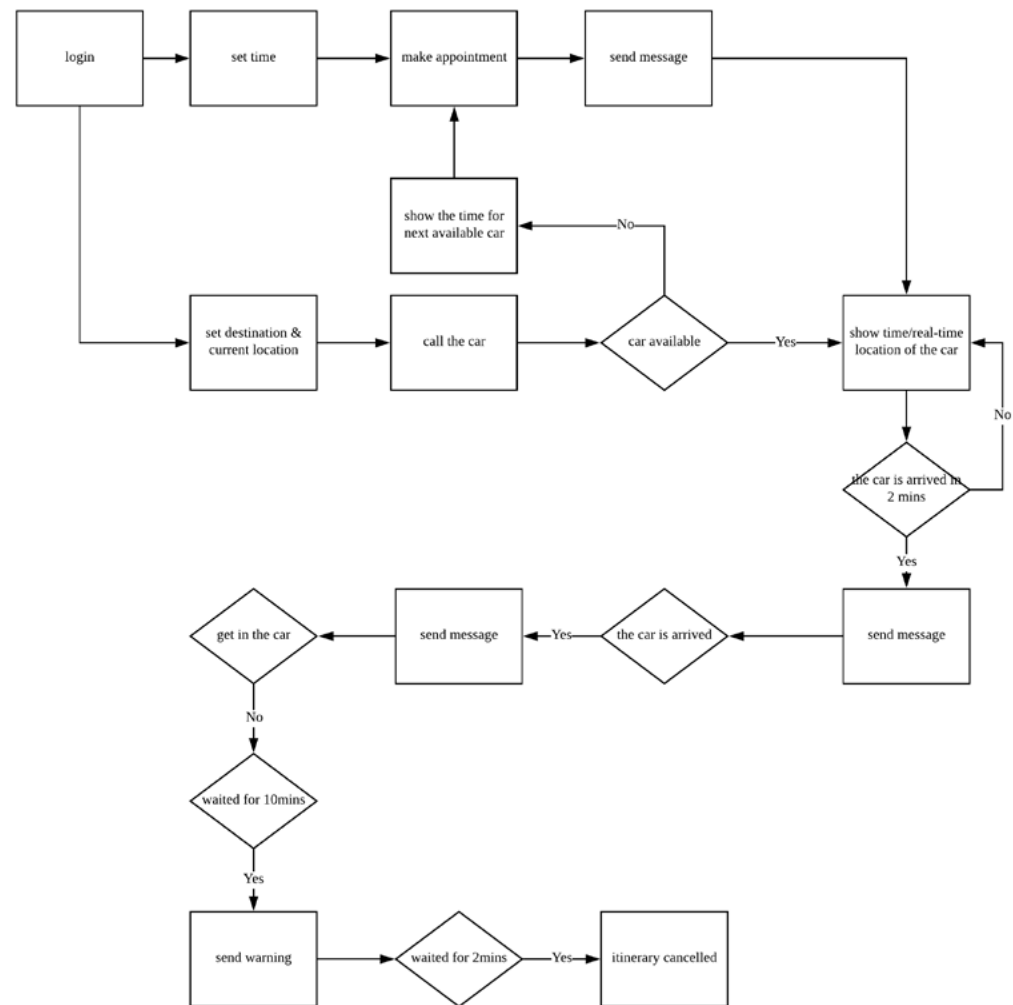
# WORK FLOW

## BASIC USE



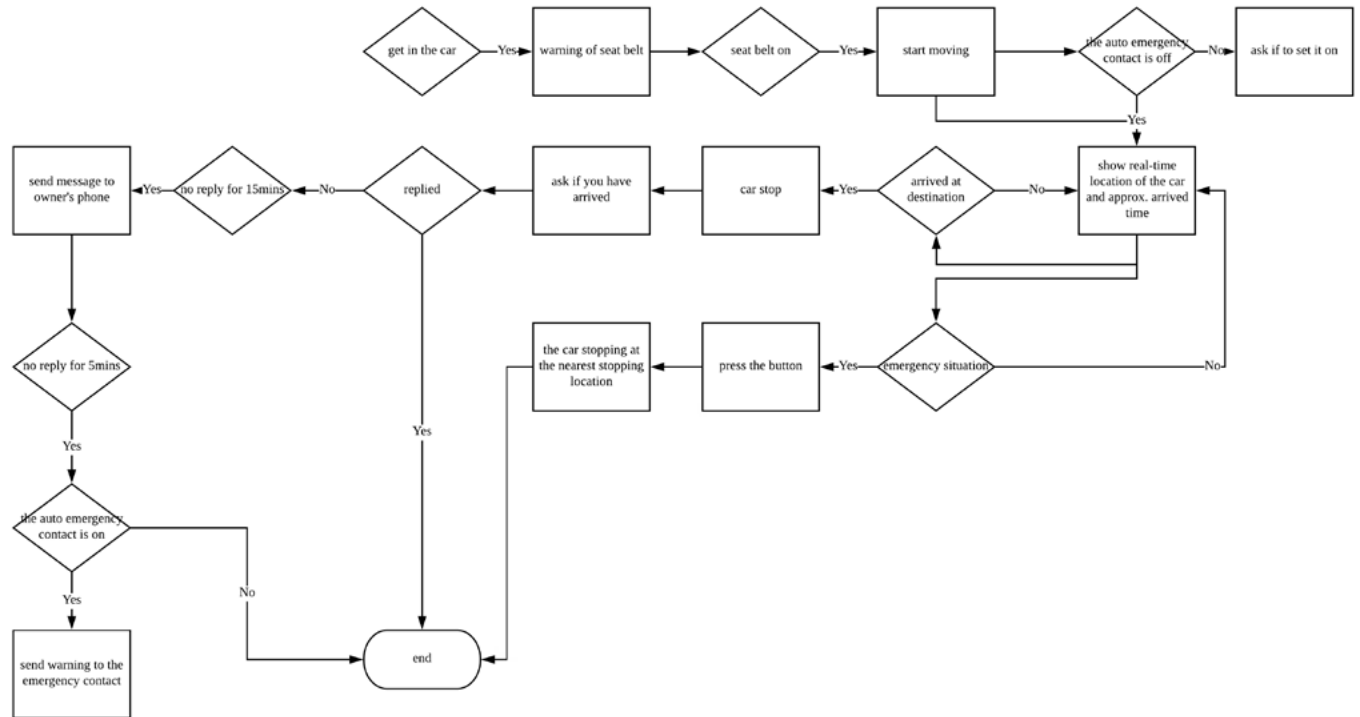
# WORK FLOW

## CALLING A CAR



# WORK FLOW

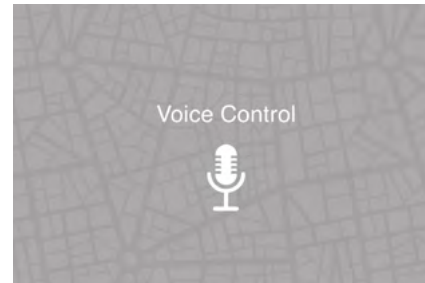
## U S I N G   A   C A R



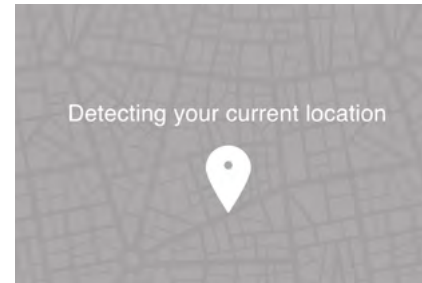
# WIREFRAME #1

In the future, the previous finger touching feature might be replaced by voice recognition. And the screen fixed on the smart phone would be replaced by the floating screen triggered by voice call.

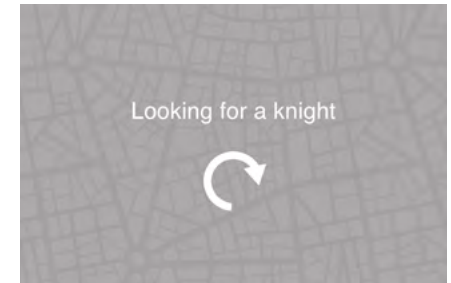
voice control



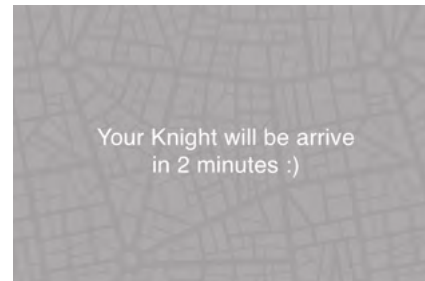
detect location



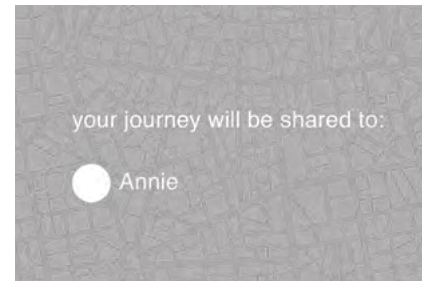
searching knight



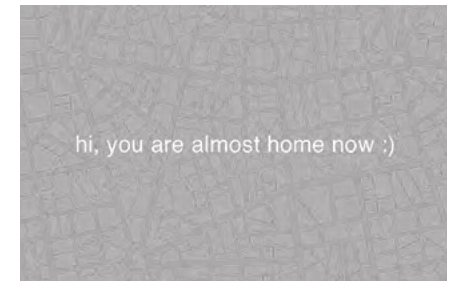
message



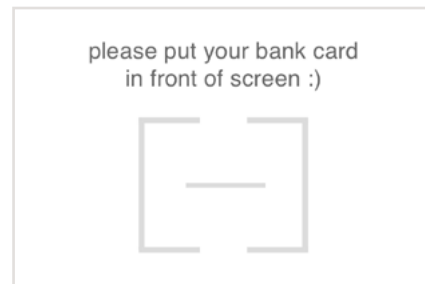
share links



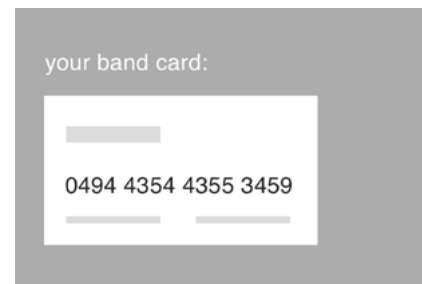
message on the way home



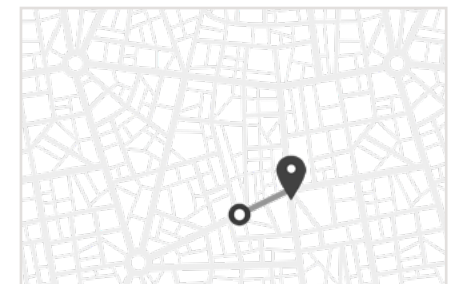
setting bank card



setting bank card

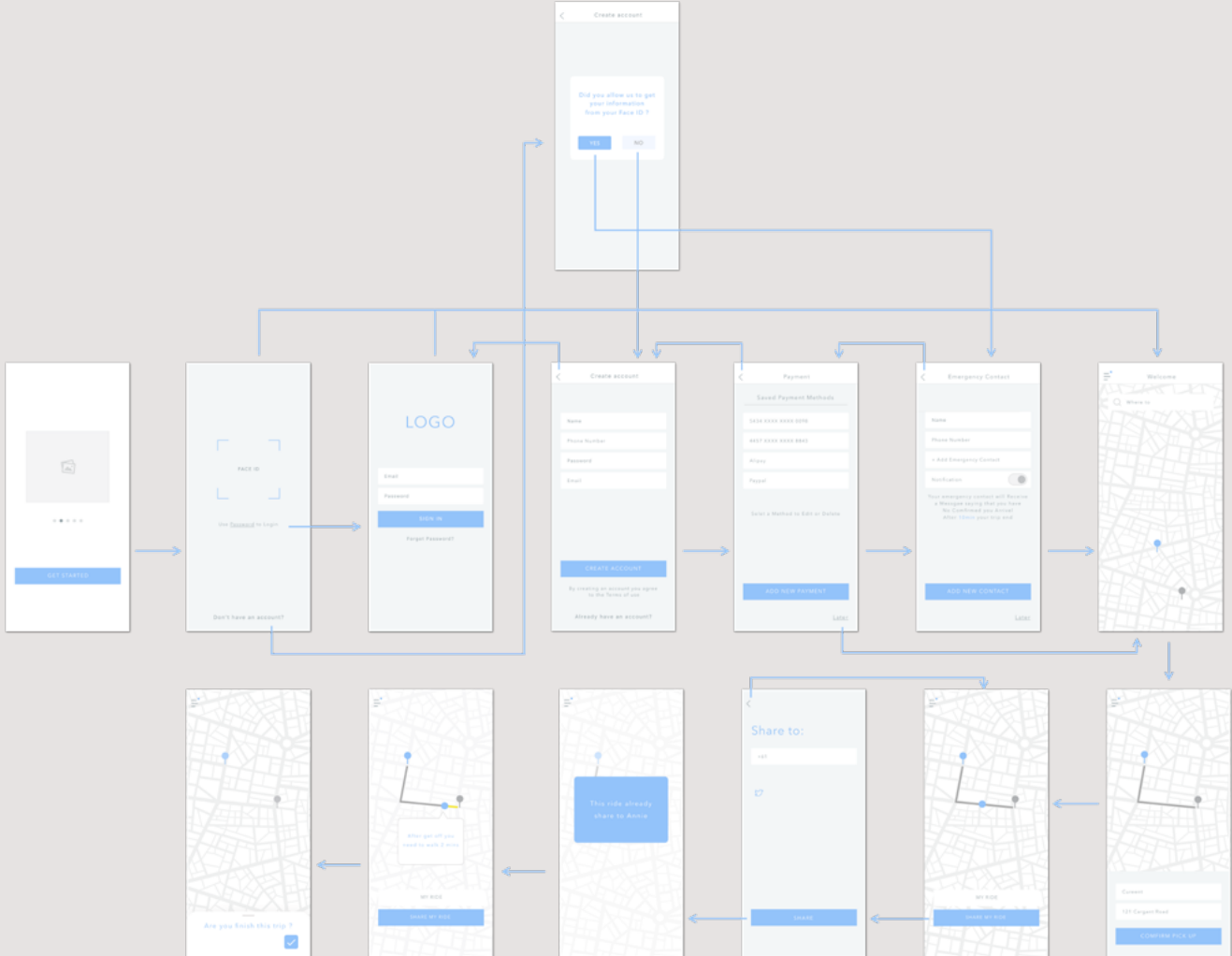


map on the way home



## WIREFRAME #2

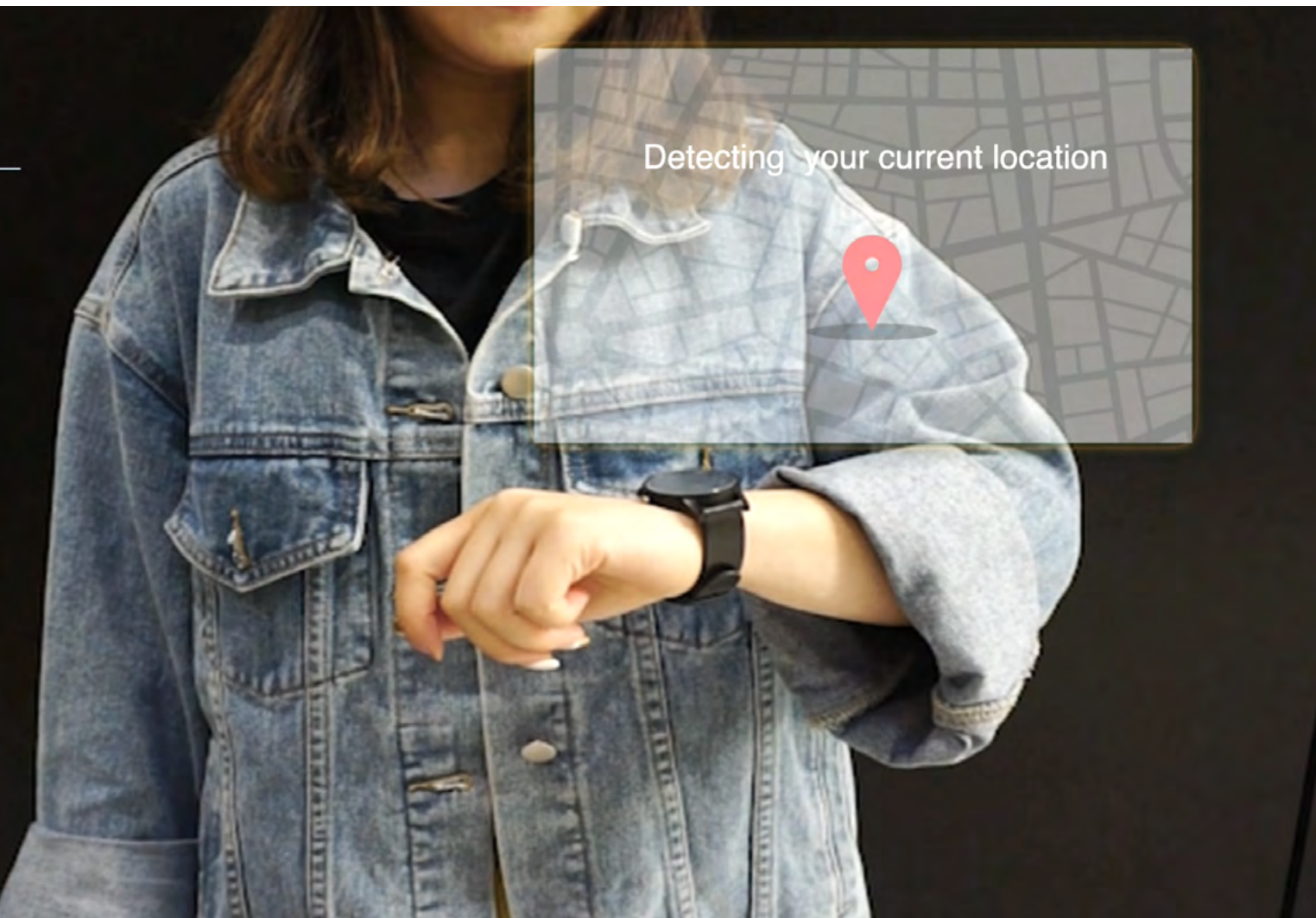
In the future, there's still a part of users using the old version of technology. And thus this is the wireframe for the phones we are using now in 21st century. Users can still use the product if they don't change the phone into the new one.



04

**P R O T O T Y P E**





### **Voice Calling**

Calling the car by voice, and the screen appears beyond the iWatch



## Live Locations

The locations of the car and the surroundings are demonstrated on the car window, including the restaurants, police stations and supermarkets nearby.

## Entertainment On the Road

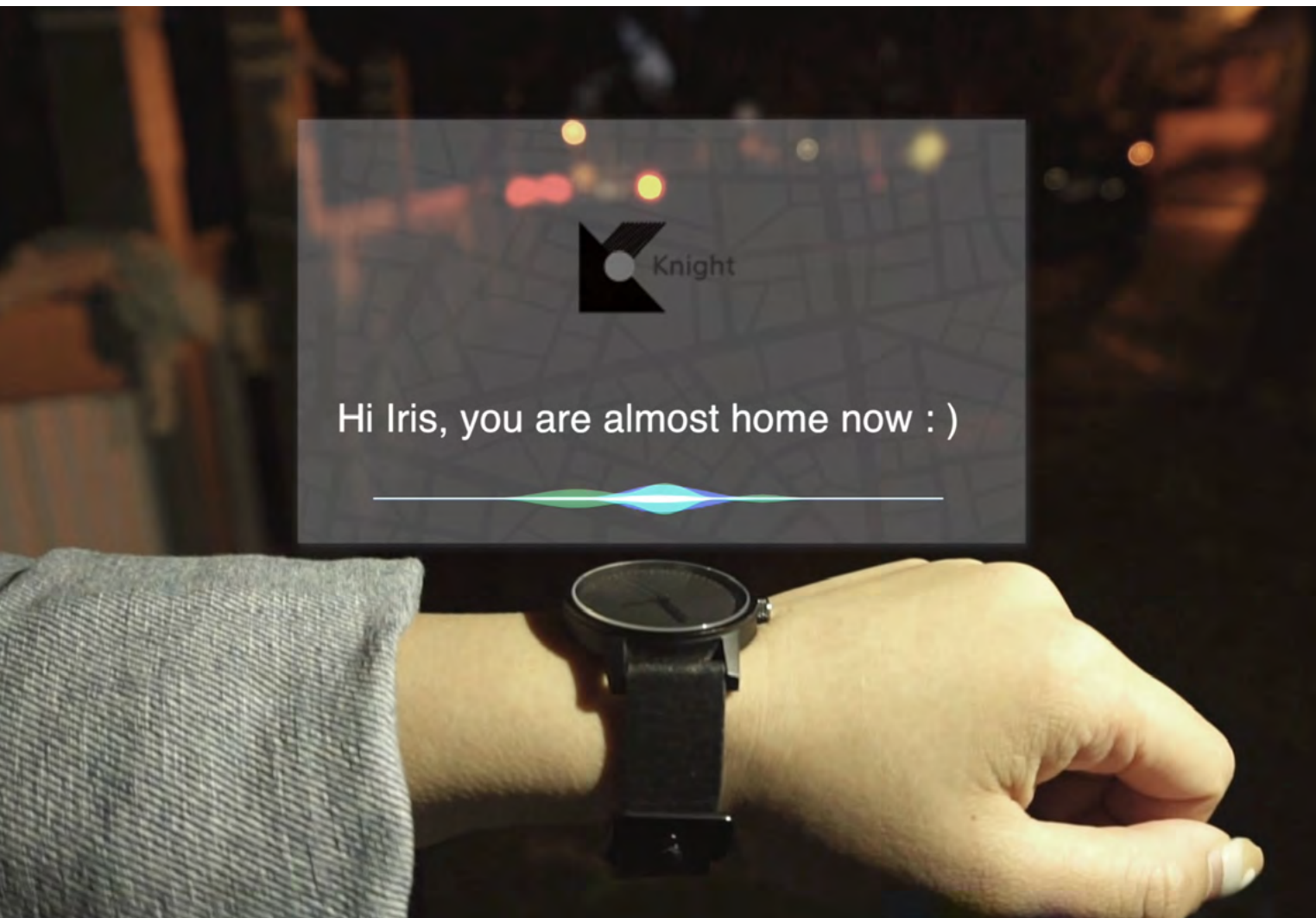
The functions in the car includes movie, live locations and music. The functions can be accessed by voice.





## Music Interface





### **Safety Guard**

Knight will send you message after you get off the car.

# 05

## **A P P E N D I X**

# PROJECT PLAN

**1. WRITE THE SIMPLE DESIGN BRIEF  
INCLUDES: BACKGROUND, PROBLEM,  
SOLUTION, OBJECTIVE, OUTCOME**

Yingchen Zhang, Cong Li, Yanxin Zhang

**2. PERSONA**

Cong Li

**3. FIRST VERSION STORYBOARD**

Yingchen Zhang

**4. PRODUCT WORKFLOW**

Cong Li

**5. WIREFRAME DESIGN**

Yingchen Zhang, Cong Li, Yanxin Zhang

**6. ADD FUNCTIONS, MODIFY THE  
STORYBOARD, WORKFLOW AND  
WIREFRAME**

Yingchen Zhang, Cong Li, Yanxin Zhang

**7. VIDEO SHOTTING**

Yingchen Zhang, Cong Li, Yanxin Zhang

**8. VIDEO PRODUCTION**

Yingchen Zhang, Cong Li, Yanxin Zhang

**9. PRESENTATION SLIDE**

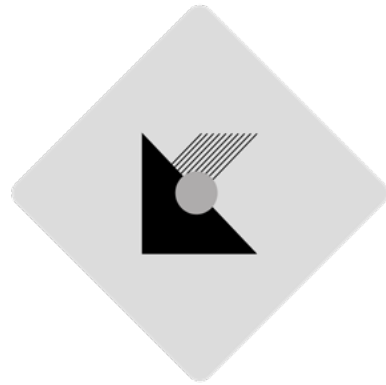
Yanxin Zhang

**10. UPDATED DESIGN BRIEF**

Yingchen Zhang

**11. DESIGN DOCUMENTATION**

Cong Li



**K N I G H T**