

Problem

4 in 10 Americans Fear Walking Alone at Night

No easy way exists for walkers to get real-time information about their surroundings.

Pedestrians are often an afterthought in current navigation apps, and information about the area are often centered towards the needs of drivers.

Solution

Nitelite, a mobile application for walkers to feel safe and informed wherever they go.



**Emergency
contact** calling
in-app and **safe
spot markers**

Step by step
directions with a
safety score of
the area

Information about
street **lighting**,
busyness, nearby
crimes, and
construction sites



Angela Anderson

hardworking, independent, realistic

Angela often has to find street parking for her job; her car can be up a half mile away from the her office. She often works late at Morgan Stanley, and is worried about walking to her car in DTLA alone at night after work.

Demographics

- Age: 26
- Location: Los Angeles
- Education: Finance at USC
- Job: Financial Advisor at Morgan Stanley
- Family: None in the area
- Living: Lives in a 1 bedroom apartment alone

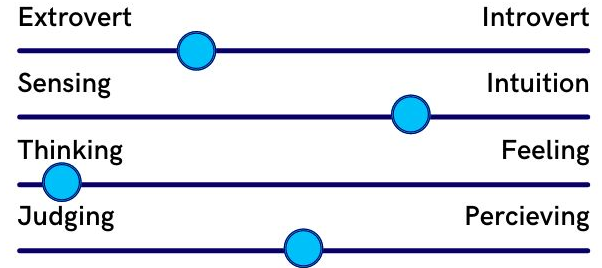
Daily Habits

- Wakes up before 7am everyday
- Drives in traffic to get to work
- Often struggles to find parking in DTLA
- Attends many meetings and conference calls during the work day
- Works late hours; tired when she leaves the office

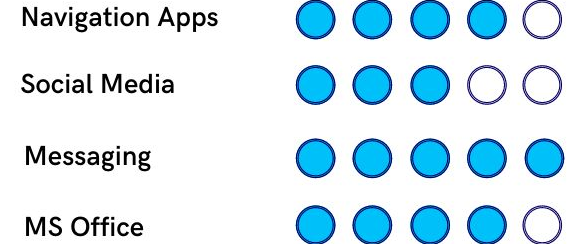
Frustrations

- Getting cat-called by construction workers when walking from the office to her car after work
- Parking on a seemingly safe street, only to find out when she returns to her car at night that the street has no streetlights
- Not knowing what streets are well-populated

Personality



Tech



Favorite Apps



Talia

Design Lead & Front-End

Skills we have: background in React, graphic design, front-end, API integration

Skills learned last semester: Firebase, strengthened React Native + Expo skills

Maya

Front End Lead

Skills we have: front-end and cross-platform background in React, React Native, Redux, API Integration

Skills learned last semester: backend, MongoDB

Shanaya

Product Manager

Skills we have: mobile app development, API Integration, Google Maps API

Skills learned last semester: React Native, Redux, MongoDB

Lauren

Scrum Master & Back-End

Skills we have: back-end development, APIs, mobile development, agile development

Skills learned last semester: React Native, Firebase, MongoDB