UX CASE STUDY

SeThu

FELIXENT Consulting Services

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UX Emergency app using Figma.
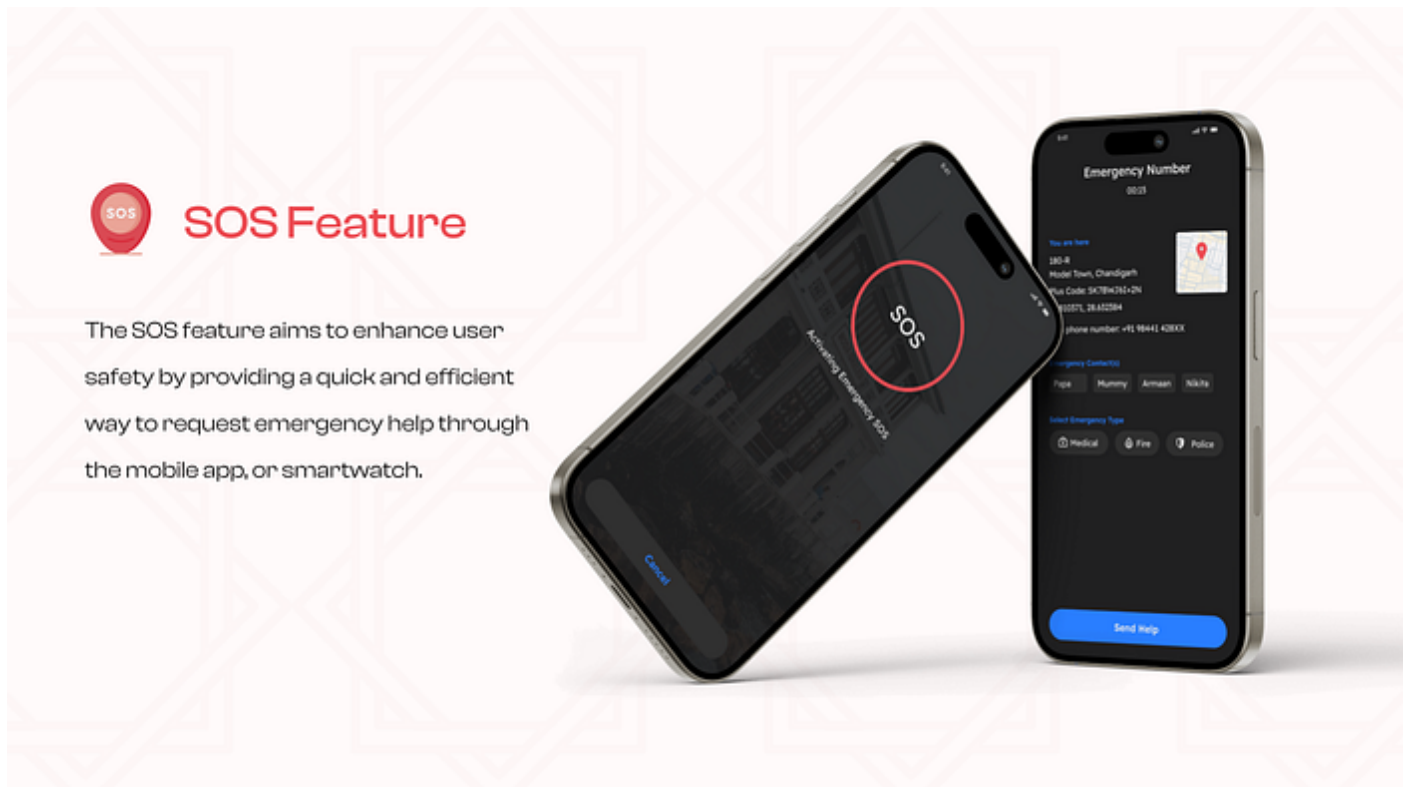
Overview

The SOS (Save Our Souls) feature aims to enhance user safety by providing a quick and efficient way to request emergency help through the mobile app, or smartwatch. To trigger an SOS warning you've to press the power button five times which shares your live location with your five emergency contacts.

Objective

The current SOS flow makes it challenging for users to seek help promptly. So users need a solution that focuses on simplicity, speed, and inclusivity to cater to a wide range of users.

My Role

Role- UX Designer🧑🏻‍💻
Scope- SOS Safety
Timeline: 2 weeks

Identifying the Problem

Presently, when activating the SOS feature, your live location is shared with five designated emergency contacts. Some mobile devices also directly connect with these contacts. However, this approach can lead to a state of panic as the emergency contact, typically a loved one, may immediately call you, potentially alerting any potential assailant. Furthermore, the contact might attempt to handle the situation independently instead of seeking assistance from the relevant authorities, potentially worsening the situation.
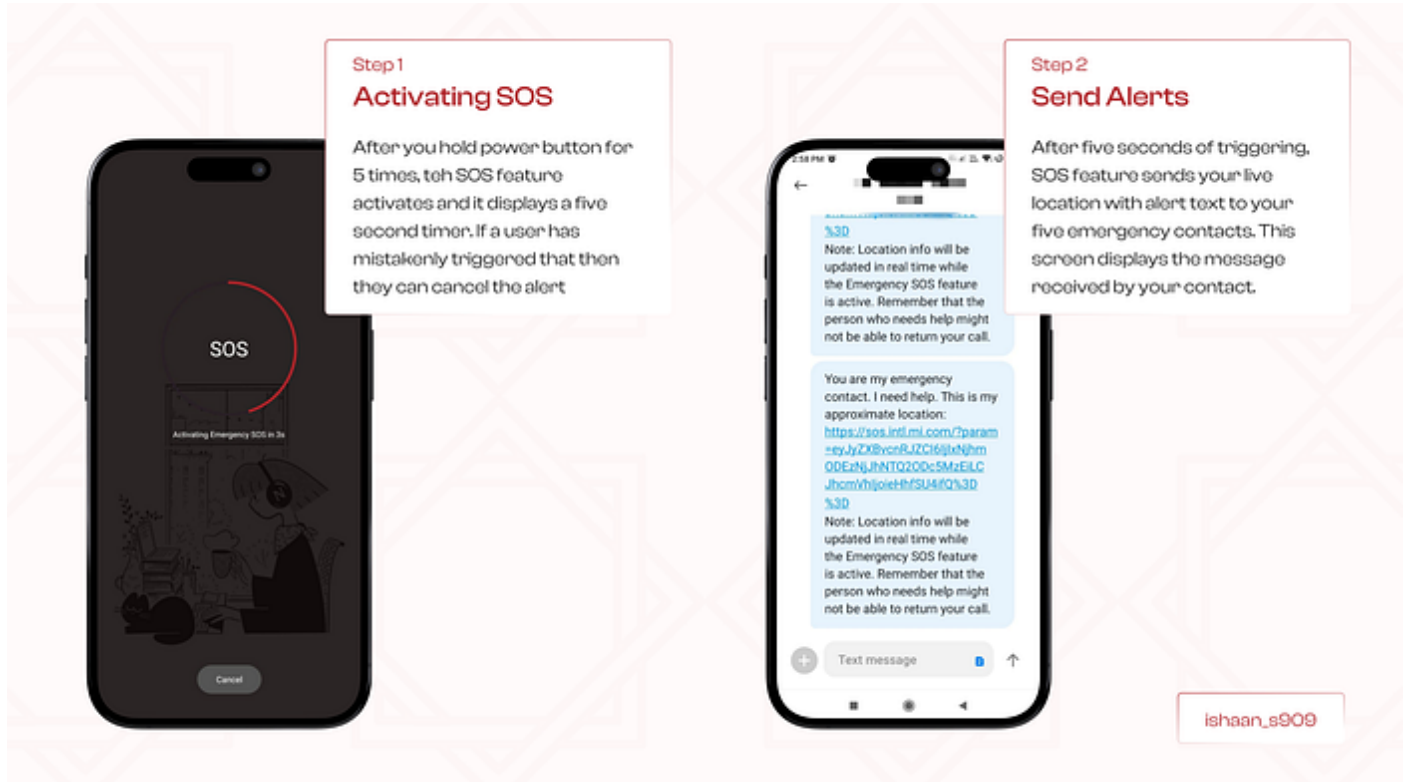
Current SOS Feature Flow

Redefining the Problem Statement

Emergencies demand swift and intuitive action. The current flow makes it challenging for users to seek help promptly. Users need a solution that is accessible, reliable, and tailored to diverse needs.

Target Audience

The target audience for the SOS feature includes all smart device (mobile, smartwatch) users, with specific considerations for:
- Elderly users
- User with disabilities
- Children
- Users with wearables

Research
So I started my research by asking a few questions myself to get a clear picture of where the SOS feature can be triggered. Suppose🤔,
- If you have an accident in a much-crowded location, then what will you do to get help? (SOS system will help)
- If you stand beside a bus stand and someone tries to molest you in public, then what will you do on such an occasion? (SOS system will help)
- If you are a victim of domestic violence and your husband is ready to beat you in a drunken state, then what will you do on such an occasion? (SOS system will help)

These are some problems that are often ignored by society but these are the real problems that we need to address.

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Secondary Research 📝

I began with desk research to compile some online statistics and facts and was able to develop some insights about the usage of SOS emergency. The insights I developed during my secondary research are:

- In India, the cause-wise analysis of deaths revealed that the majority of deaths were due to traffic accidents which accounted for 46.0% (1,94,347 out of 4,22,444 total deaths) of total deaths due to 'Other Causes' during the year 2022 and more than 21% of people lost their life due to weak SOS systems. [Read more](#)
- The NCRB report detailed a substantial escalation in reported crimes against women, soaring from 3,71,503 cases in 2020 to 4,45,256 cases in 2022. Compared to 2021's 4,28,278 cases, the 2022 statistics marked a troubling increase. [Read more](#)
- The report highlighted that a significant proportion of crimes against women under the Indian Penal Code (IPC) involved 'Cruelty by Husband or His Relatives' (31.4%), 'Kidnapping and Abduction of Women' (19.2%), 'Assault on Women with Intent to Outrage her Modesty' (18.7%), and 'Rape' (7.1%). The crime rate per lakh women population rose to 66.4 in 2022 from 64.5 in 2021. [Read more](#)

Brainstorming

After compiling the insights I brainstormed to get tons of ideas, and after filtering them out I tested some features along with a few users. Eventually, they liked them we finalized them. The flow outlines the user journey from initiating the SOS feature to connecting with the appropriate emergency services while ensuring that relevant information (live location, emergency type, audio/video recording) is shared with the user's emergency contacts.
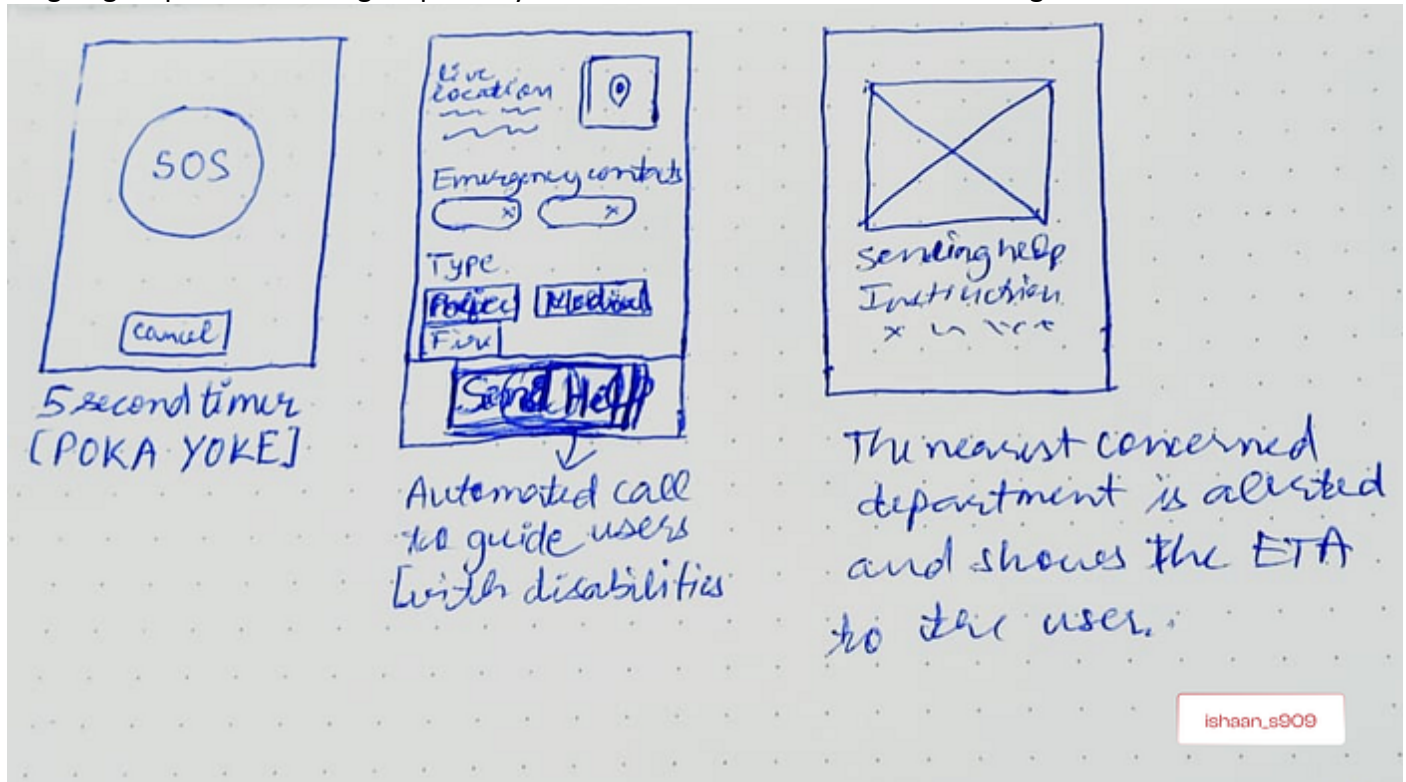
Proposed SOS Flow
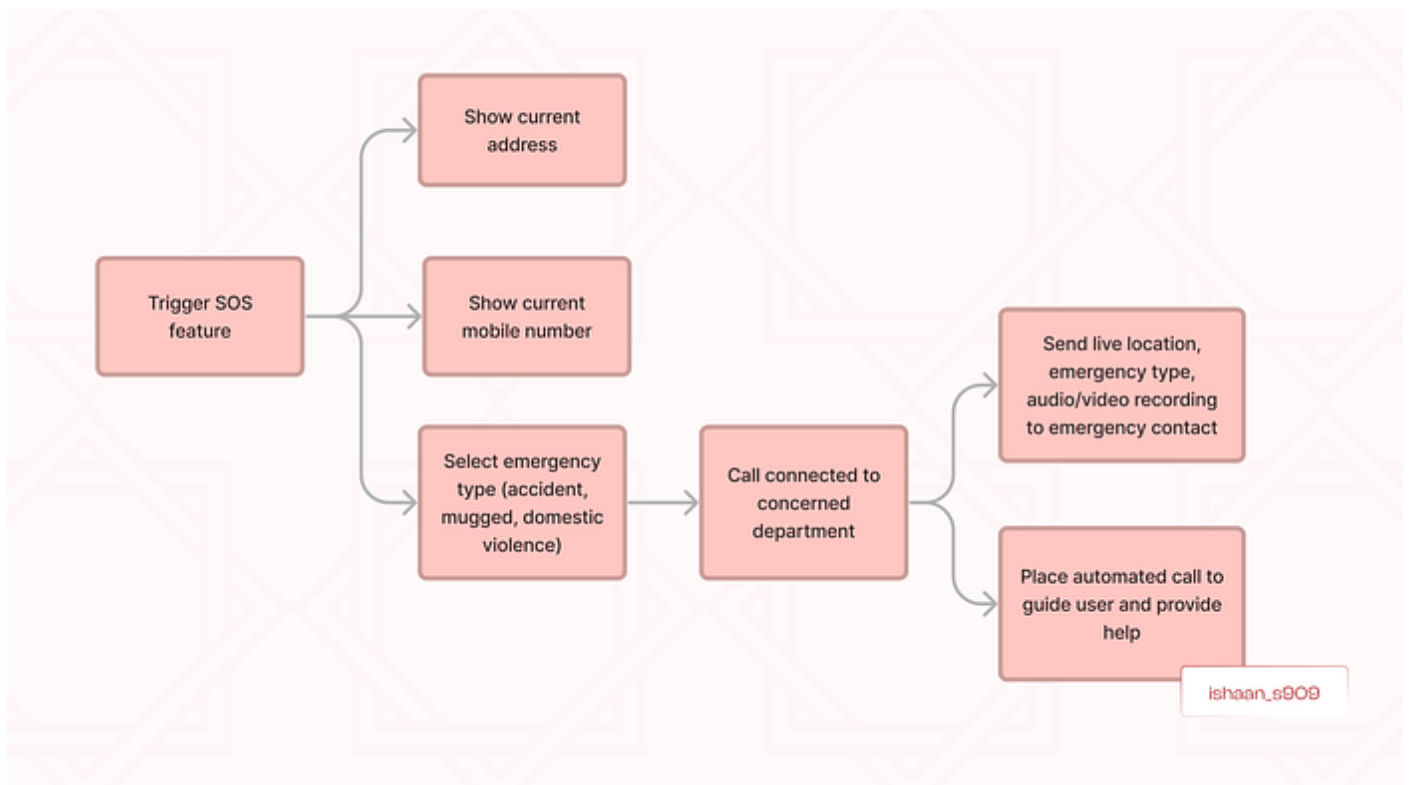
User Flow

Ideation & Sketching

Before I started sketching options, I researched the internet to get a sense of the direction in which I should be going. Paper wireframing helps to lay the foundation of the UI without caring much about aesthetics.

Paper Wireframes

I made a few low-fidelity wireframes for the SOS flow and made some crucial decisions to finalize the above flow.

High Fidelity Wireframes
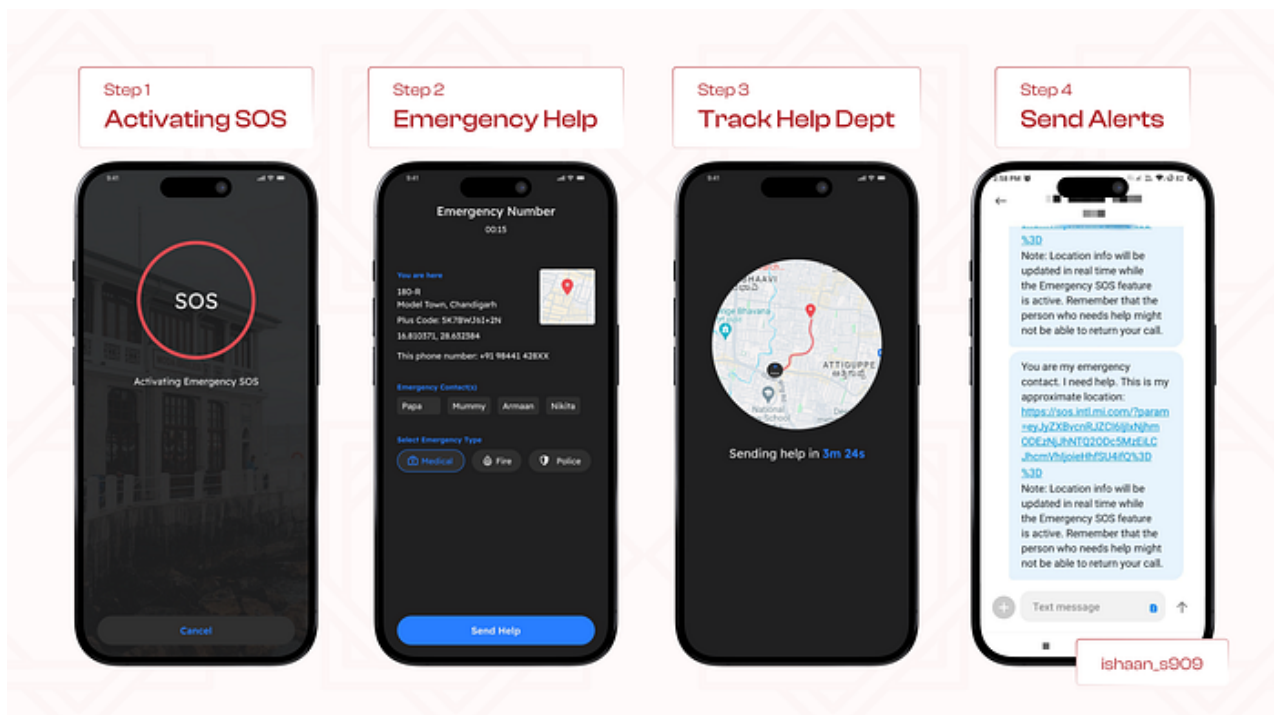
SOS Feature Flow

How does it work?

STEP 1: After you press the power button 5 times, the SOS feature activates and it displays a five-second timer. If a user has mistakenly triggered that then they can cancel the alert.

STEP 2: Confirm your location, mobile details, and emergency contacts. Select the emergency type and press send help. This directly alerts the nearest concerned department so that you can get help at the right time from the right person.

STEP 3: After you click on "send help", the help tracking starts with the map and timer. This reduces your stress a bit because you can see the progress which will rescue you from distress.

STEP 4: After you click on "send help", the SOS feature sends your live location, emergency type, and audio/video recording with alert text to your five emergency contacts. This screen displays the message received by your contact.

Final Prototype of the application is available here: [SOS Help-1] | [SOS Help-2]

https://vimeo.com/900547098

Lessons Learned
- One of the primary issues that is frequently overlooked is now clear to me, and I recognize the potential to address this problem through meaningful solutions.
- Secondly, I've gained an understanding of the distinction between perceived problems and the actual root issues. Addressing significant concerns in India, such as domestic violence, bullying, and public harassment, requires acknowledging and actively working on these problems with a clear perspective.
- The third takeaway is the invaluable role of research in saving both time and resources. Research proves to be a critical component of any project, shedding light on often overlooked details and grounding the work in reality. It fosters a sense of confidence, objectivity, and certainty in decision-making.
- Lastly, I've acquired insights into the power of design thinking and how a creative mindset can unravel seemingly insurmountable problems. This skill set allows for innovative solutions to challenges that may initially appear impossible to overcome.