



We-Help

24 x 7



DISCOVER

- ✓ Problem areas
- ✓ Business Goals
- ✓ Competitive analysis
- ✓ User Base and Segmentation

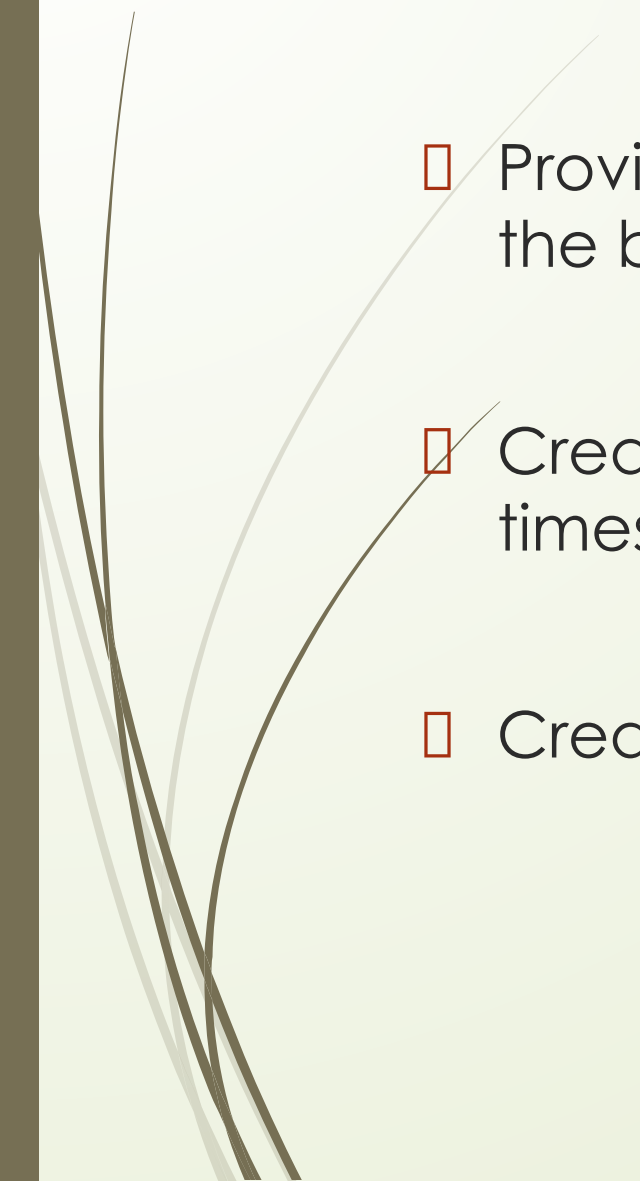


Problem Area

- Today, uncertainties are increasing and so are the chances of users **facing untoward incidents**
- Users **do not know the specific point of contact** which causes delay in communication
- People are **scared to assist** in matters that involve police



Business Goal & Objective

- ❑ Provide an app to help users **tackle emergency situations** in the best possible way
 - ❑ Create a **community of users** who can help each other in times of need
 - ❑ Create **user base of 2,00,000** in India by 2018
- 



Business Model

- ❑ Users who have downloaded the app becomes a part of the **We-Helper community**
- ❑ We-Helpers can **seek** help and **provide** help
- ❑ The Primary/ secondary contacts also need to download the app for **effective communication**
- ❑ **Paid service:**
 - Connection to other network in low connectivity areas
 - Phone calls
 - Service charge
 - We-Helpers

Competitive Analysis

Product	Key Functionality	Problem Solved	Key Problem	User Rating
bSafe	Family networking app	Immediate and hassle free info sharing with chosen group of people	Does not work if there is no internet	4.1/ 5
Himmat	Connects with police	Mitigates delays in communication with police resulting in faster response time	Limited to Delhi	4.7/ 5
Smart 24 x 7	Send alert to police, fire, ambulance	Connects with help even if no internet is available	Technical issues cause delays	4.3/ 5

User base and Segmentation

USER BASE

Mobile phone/ tablet users who need assistance when faced with emergency situations.
People staying alone/ who travel alone often/ may need immediate medical assistance

Primary Users

- Females living away from family
- Elderly needing medical support

Secondary Users

- School/ College Students
- Homemakers
- Frequent travelers




DEFINE

- ✓ Personas
- ✓ User needs, Pain points & Expectations
- ✓ Use case scenarios
- ✓ Task flow
- ✓ Features List



User Study

Interview was conducted with different user segments which gave an insight on **different user expectations** and **reactions** in times of emergency



Questionnaire

No.	Questions
1	What is your name, age and education?
2	Are you a student or a professional? Please give a brief description.
3	Which technological devices do you use regularly?
4	How much time do you spend browsing the internet everyday?
5	How often do you use/ download apps in your phone/ tablet?
6	Do you often have to live/ travel alone?
7	Have you ever faced any emergency situation? Please describe in short.
8	What is the first thing you did in that situation?
9	Did you know who you should contact in order to receive immediate help?
10	Did you contact your family first? Or the concerned authority who can provide immediate assistance?



Questionnaire



No.	Questions
11	How long did it take to contact the concerned authority?
12	How long did it take to get help? Were you aware of their estimated time of arrival?
13	How long did it take you to inform your family about this situation?
14	Did you try to seek help from nearby people? Did you receive help readily?
15	Name one thing that you needed most desperately before the first responders could arrive.
16	What was the most challenging thing you faced during that situation?
17	What would you have done if your mobile service was down in that situation?
18	If someone nearby is facing an emergency, will you be ready to help?
19	Are you willing to pay a nominal amount for the support you receive?

User Interview Samples

- ① Megha . 20 yrs old . B-Tech in Computer Science
- ② Currently studying B-Tech from Pune.
- ③ Cell Phone (Android) , Laptop
- ④ 2-3 hours . Reading news, Social Media
- ⑤ Once a month . Uber, Ola, HDFC. Utility apps
- ⑥ Yes I travel alone to my hometown
- ⑦ I was stalked by a person when I was returning home one night.
- ⑧ I thought of calling my friend but did not have time to do that . I needed to act immediately . So I entered the first house that came to my view.
- ⑨ Contact my family / friend for assistance
- ⑩ I contacted my friend . It took 1-2 mins . Had to enter access code .
- ⑪ 1-2 mins to connect to him.
- ⑫ I waited for rickshaw . It took 20-25 mins.
- ⑬ 2 mins .
- ⑭ I asked help from people in served quarters . They were not very keen to help.
- ⑮ Contact police to get immediate help
- ⑯ To contact someone who can come for immediate help . in such a panicky situation
- ⑰ I would have found someone for help
- ⑱ Yes
- ⑲ Absolutely.

- ① Deepti Aggarwal . 24, Bachelor degree in Computer
- ② Engineer . Working in Ates since Nov, 2014
- ③ Moto X play , Laptop (Windows)
- ④ 12 to 15 hours - including office & home
- ⑤ Once a week . Depends on requirement
- ⑥ Yes . Travel to work alone.
- ⑦ Yes . While travelling to office, her vehicle broke down & stopped at the signal . People were in hurry & would not stop to help her.
- ⑧ Dragged her vehicle on the side & contacted friend for help.
- ⑨ No . I did not know who to contact . So, I contacted my friend
- ⑩ No . I'm staying away from my family so thought of calling my roommate . I did not know any authority or SPOC who could have helped me .
- ⑪ 10-15 mins before someone came for help.
- ⑫ Informed family when I reached home.
- ⑬ Yes , the auto/rickshaw drivers . They helped readily
- ⑭ Someone close to me
- ⑮ Not having anything or anyone to help I guide would have looked help from nearby people
- ⑯ Yes
- ⑰ Yes I would love to , if I get help in such a situation .



Findings from User Interview

▣ Needs

- A **reliable 24 x 7 emergency support** service which can monitor the whole situation and provide assistance throughout the process

▣ Pain Points

- Difficult to find **contact of first responders** for different emergency situations
- People are **unwilling to help** for the fear of getting involved
- In **low connectivity areas**, people can't communicate to seek help

▣ Expectations

- First responders to be notified **without delay** to get help on time
- Get **immediate assistance** from nearby people
- Ability to notify family/ friends with **least interaction**
- Ability to communicate in **low connectivity**



Personas

Megha the Student



Admirable

Independent

Age: 20 years

Occupation: Student

Location: Pune

Technology

IT and Internet



Mobile Apps



Social Networking



Goals

- Be prepared to handle emergency situations
- Travel/ stay alone without apprehensions

Pain Points

- Gets nervous in testing situations
- No relatives/ friends live nearby for assistance
- Don't know who to contact for immediate help

Expectations

- 24 x 7 emergency support
- First responders to be notified without delay
- Someone to assist for moral support

Saurabh the Traveler



Adventurous

Confident

Age: 32 years

Occupation: Tech Consultant

Location: Pune

Technology

IT and Internet



Mobile Apps



Social Networking



Goals

- Hassle free travel
- Be adventurous yet responsible

Pain Points

- Low network connectivity limits communication
- Not comfortable in seeking help from unknown people

Expectations

- Adventure doesn't land me in trouble
- Connect with nearby travelers
- Communicate in low connectivity areas

Anita the Artist



Responsible

Practical

Age: 60 years

Occupation: Homemaker

Location: Bangalore

Technology

IT and Internet



Mobile Apps



Social Networking



Goals

- Get constant help during emergency situations
- Connect with family anytime whenever needed

Pain Points

- Ailing health requires immediate attention
- Children stay in another city, so can't help during emergency
- Not very proficient with technology to use it for self benefit

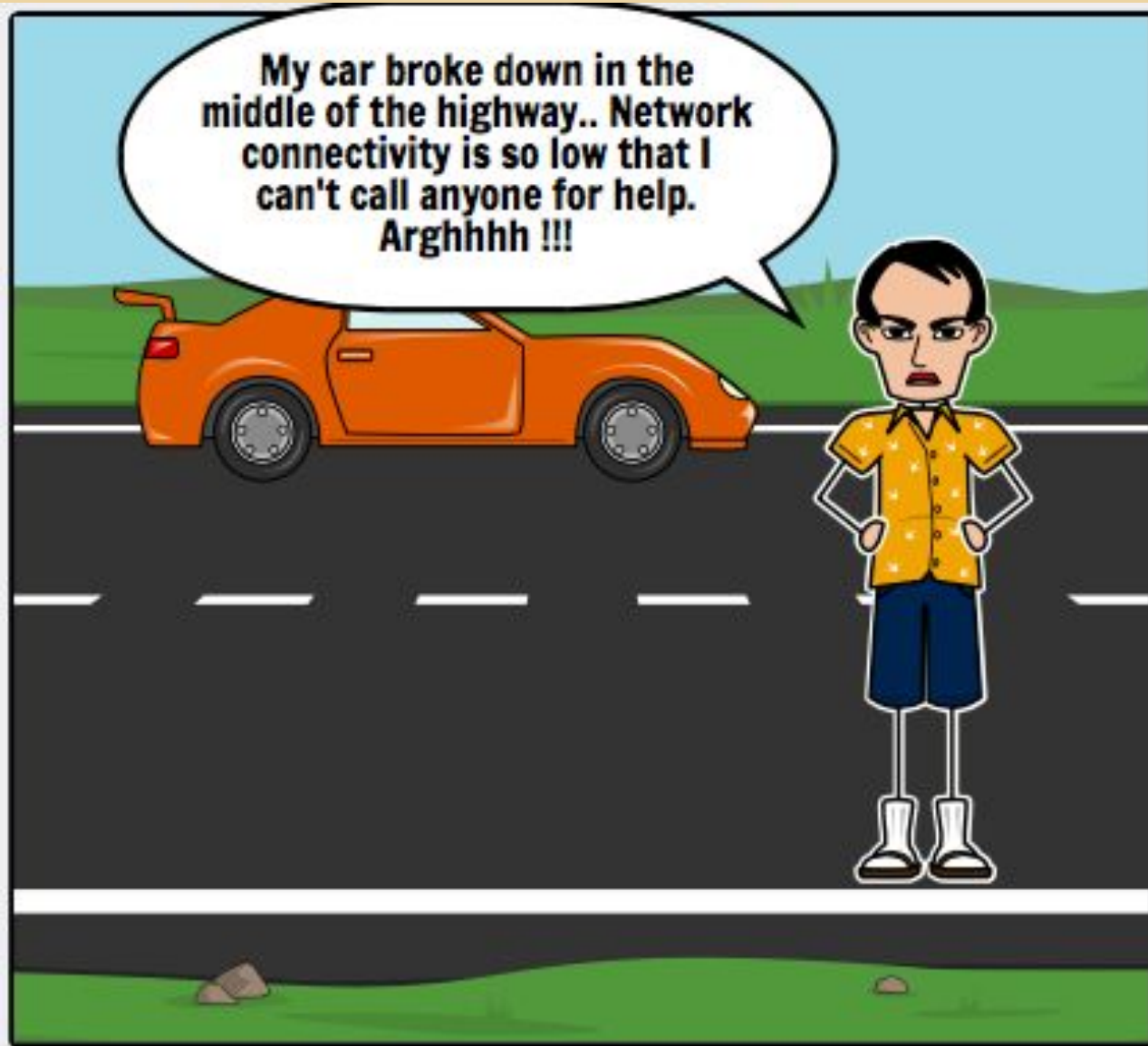
Expectations

- Reliable emergency support service which responds immediately
- App that is easy to use and understand

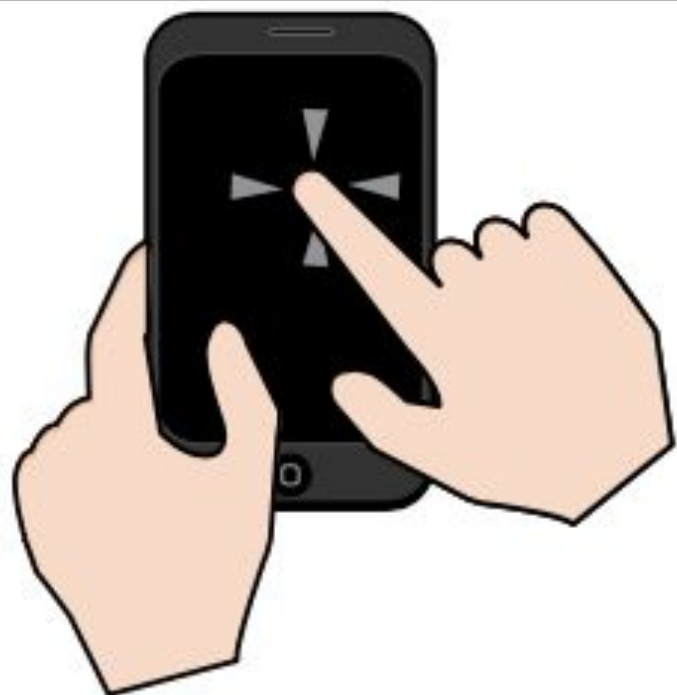


Use Case Scenarios

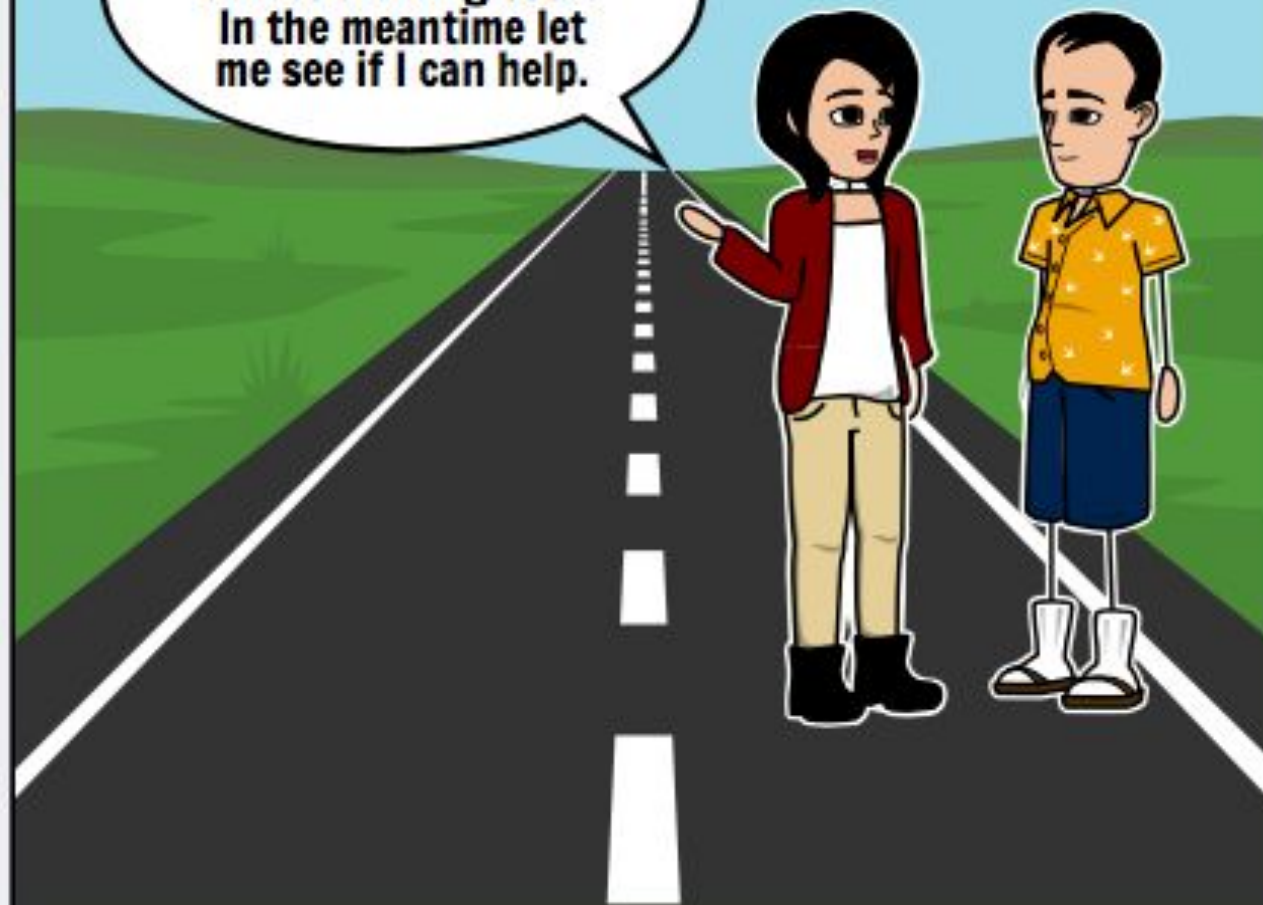
Scenario 1 - The Perfect Journey



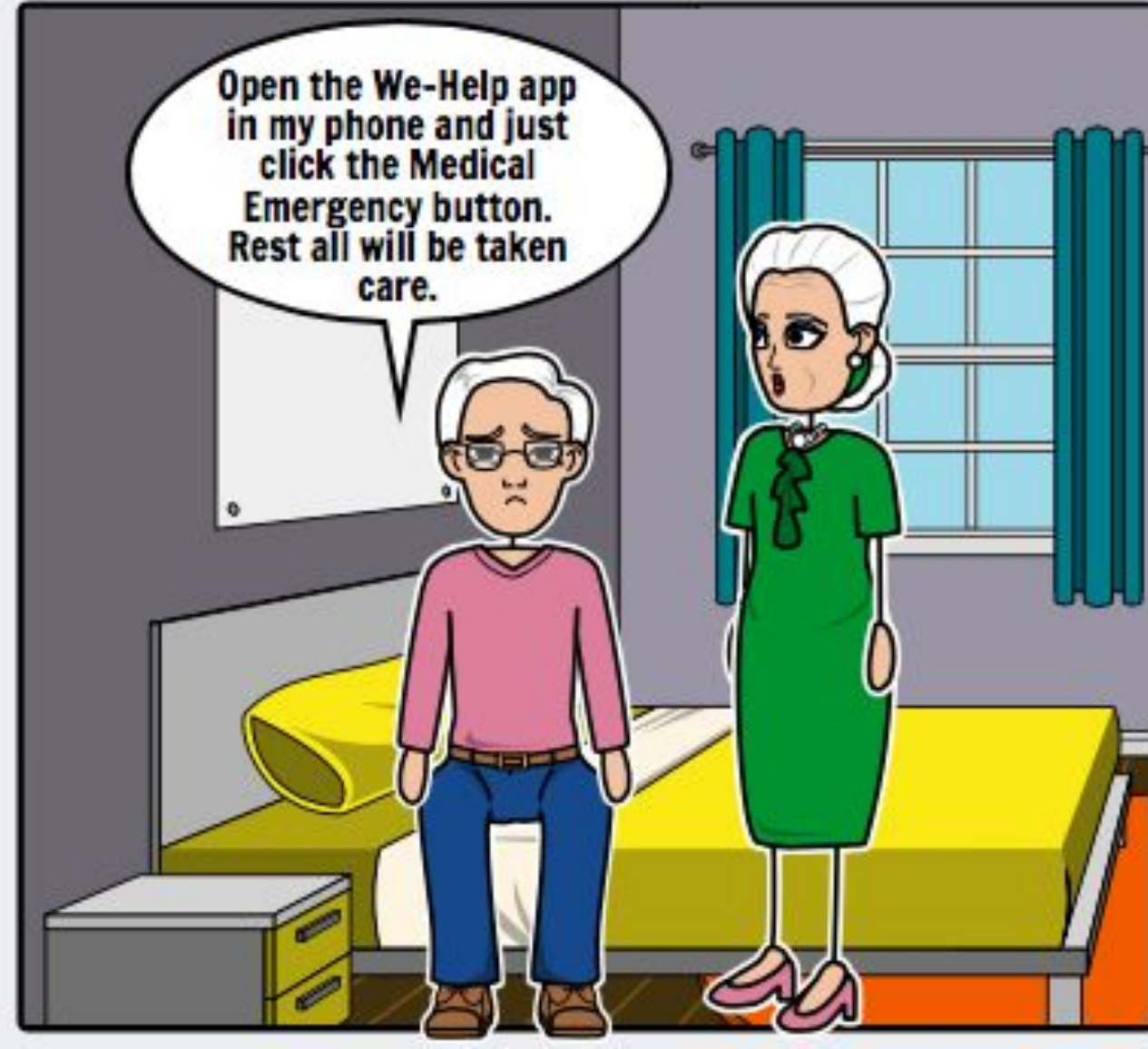
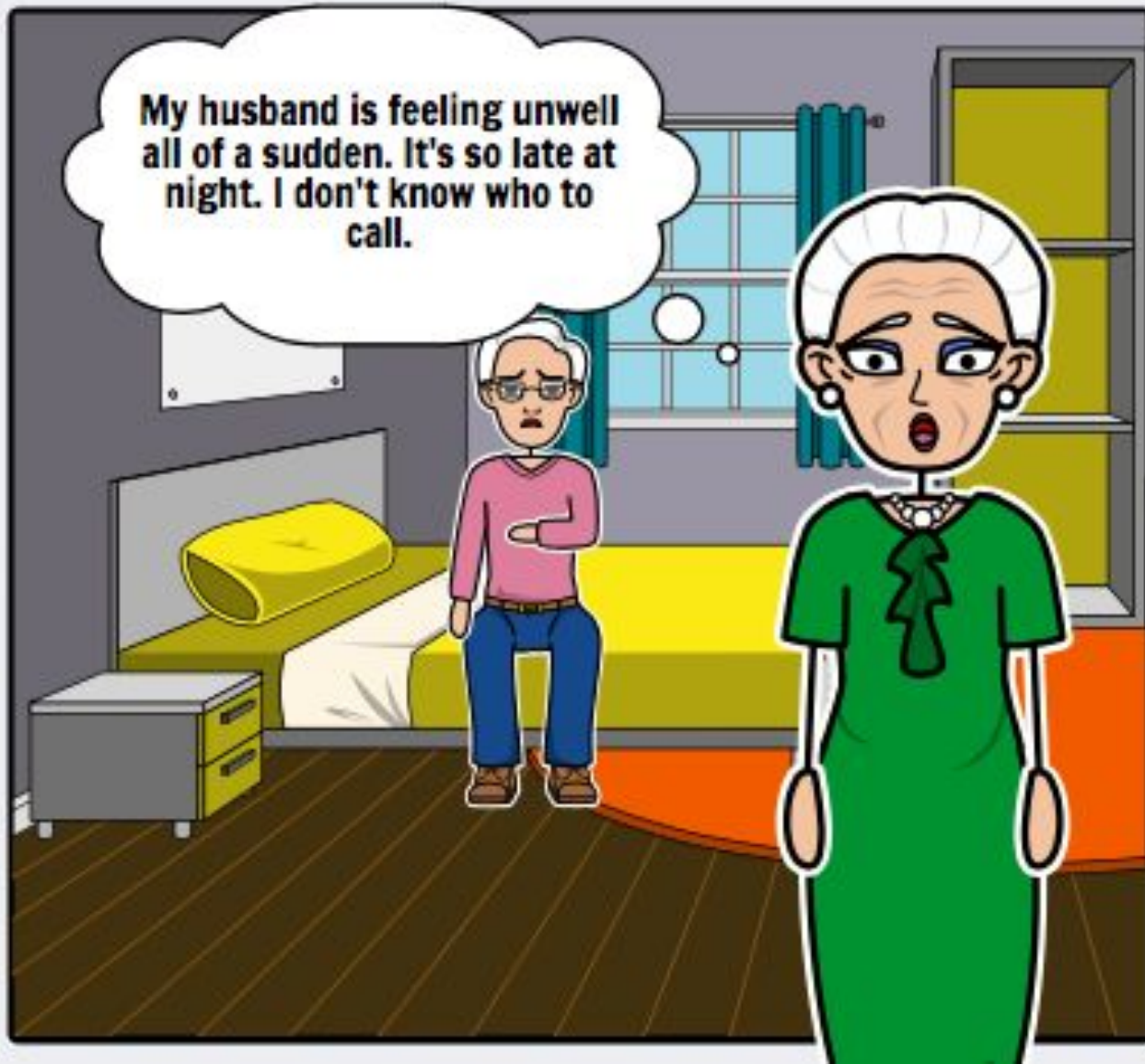
We-Help immediately notifies the nearest car mechanic and also contacts nearby 'We-helpers' to assist Saurabh in any way they can



I am travelling in the same direction. Help will be arriving soon. In the meantime let me see if I can help.



Scenario 2 - A Friend in Need



**We-Help immediately notifies the nearest ambulance service.
It also contacts Anita's son and informs him about the situation.**



**Hello Mom.
Everything's going to
be fine. I am booking
the next flight to
Delhi. See you soon.**



Task Analysis - Before

Megha contacts the police to get help

She dials 100

Describes problem to police

Shares address with police

In the meantime, she looks for help nearby

Checks if someone nearby can help

Calls to check if any friends are present nearby

She contacts family to seek advice and for moral support

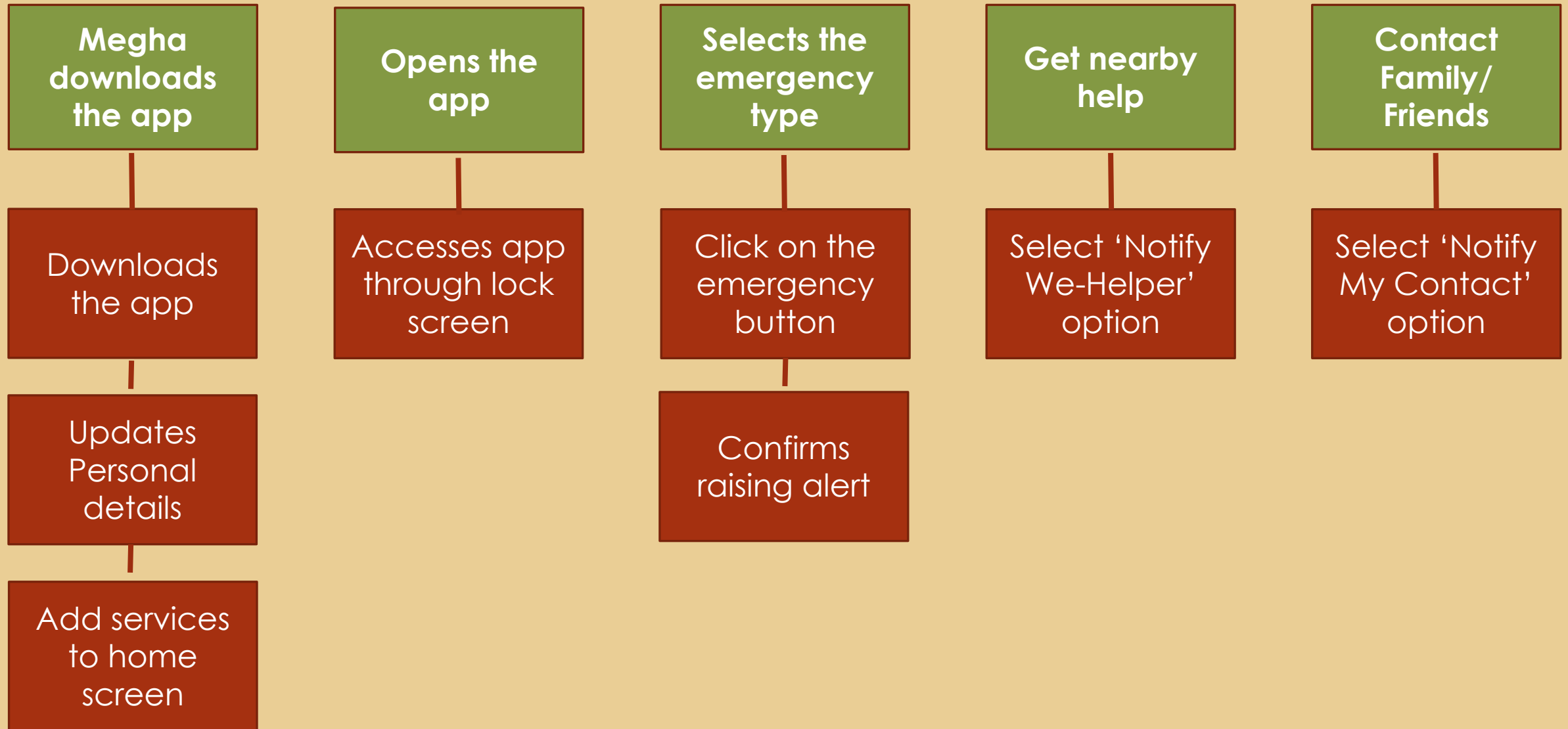
Calls family and describes the situation

Share Updates with friend/ family

Shares her location to keep them aware of her whereabouts

Tries to share picture of the stalker

Task Analysis - After





Features List

❑ **Contact first responders**

Just by clicking a button, We-Help immediately contacts the concerned authority

❑ **Share location**

Shares user location with first responders. If location services are disabled, it automatically enables it.

❑ **Assigns a helper to monitor the situation and assist**

The helper contacts the user immediately to provide assistance and update them regularly of the progress

❑ **Works in low connectivity areas**

If network connectivity is low, it closes all background apps. It even tries to search for other network operators and connects automatically if available.



Features List

- ❑ **Offline support**

It downloads your location when connected to the internet.

- ❑ **Look for nearby We-Helpers**

It tracks location of nearby We-Helpers and contacts them for assistance

- ❑ **Lock-screen access**

Users can access We-Help from lock screen. Editing disabled in lock screen.

- ❑ **Easy learning**

Tutorial to show the app features for easy understanding

- ❑ **SOS alert**

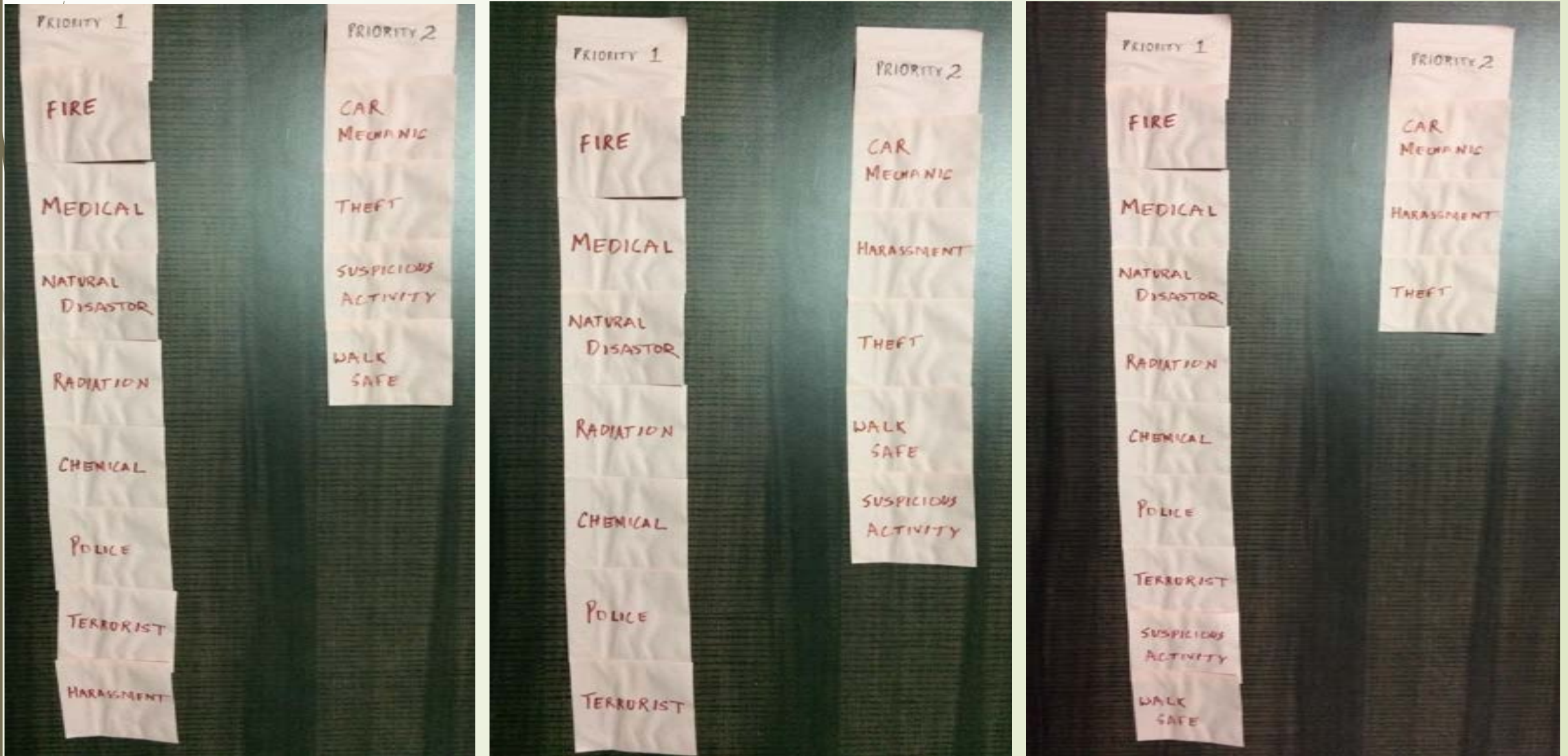
SOS alert can be raised without opening the app. Eg: Volume button



D R E A M

- ✓ Information Architecture
- ✓ Design Differentiators

Information Architecture





Card Sorting Findings

❑ Walk Safe

- P1 - 75%
- P2 – 25%

❑ Suspicious Activity

- P1 - 25%
- P2 – 75%

❑ Harassment

- P1 - 25%
- P2 – 75%

Information Architecture

Priority 1

- Fire
- Medical
- Natural Disaster
- Radiation Emergency
- Chemical Emergency
- Terrorism
- Police
- Walk safe

Priority 2

- Car Repair
- Harassment
- Theft
- Suspicious Activity



Design Differentiators

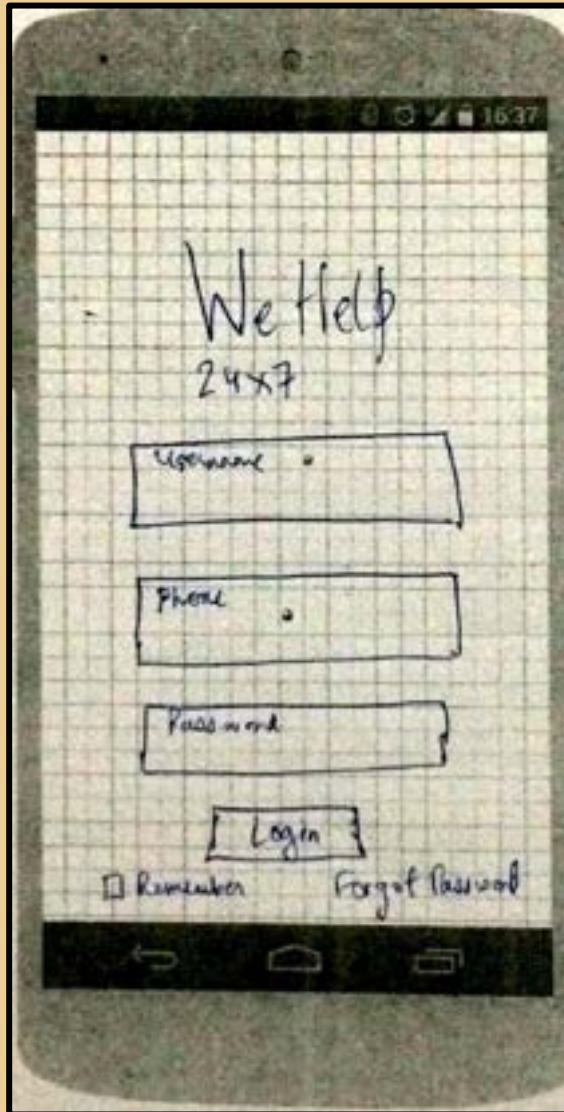
- Idea of building a community of **We-Helpers**, to assist each other in times of need
- Works in **low connectivity** by closing background apps and connecting to other available networks
- Ability to perform a number of steps, **with minimal user interaction**



DESIGN

- ✓ Wireframes
- ✓ Digital Prototypes

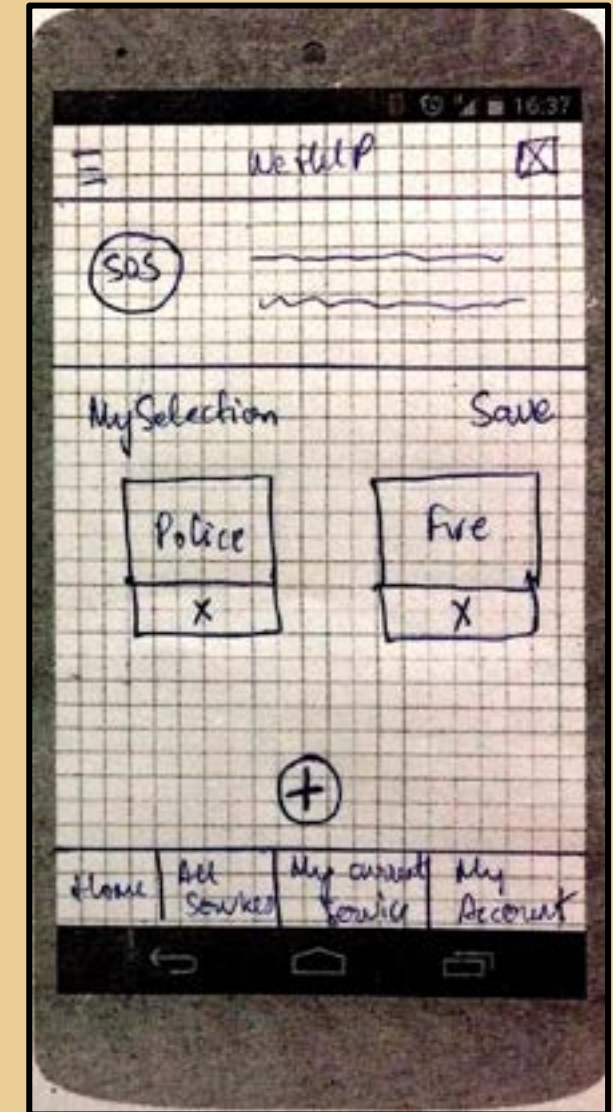
Low Fidelity Wireframing – Paper Prototyping



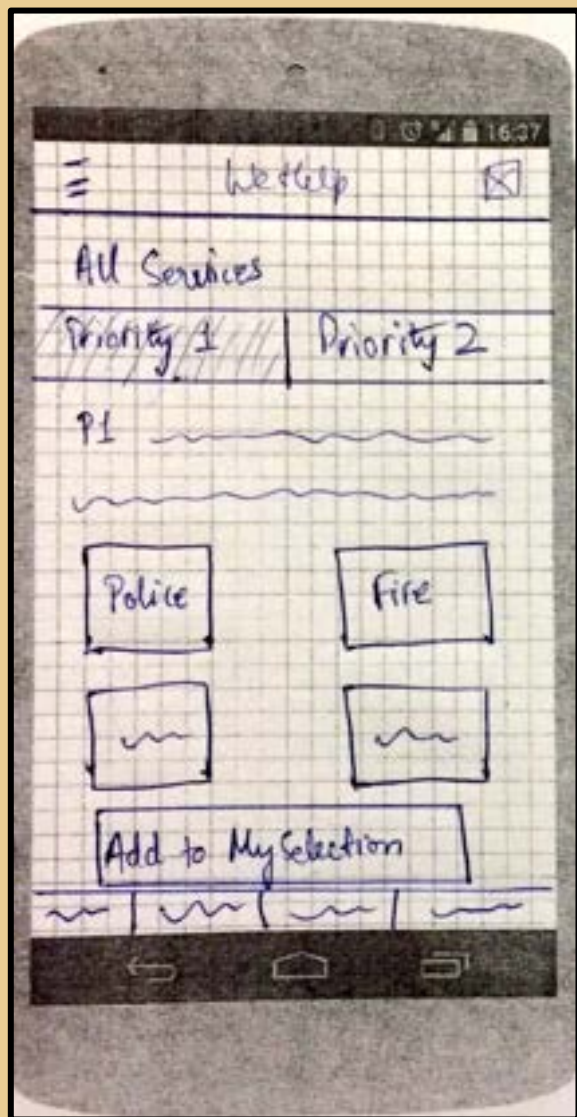
Login Page



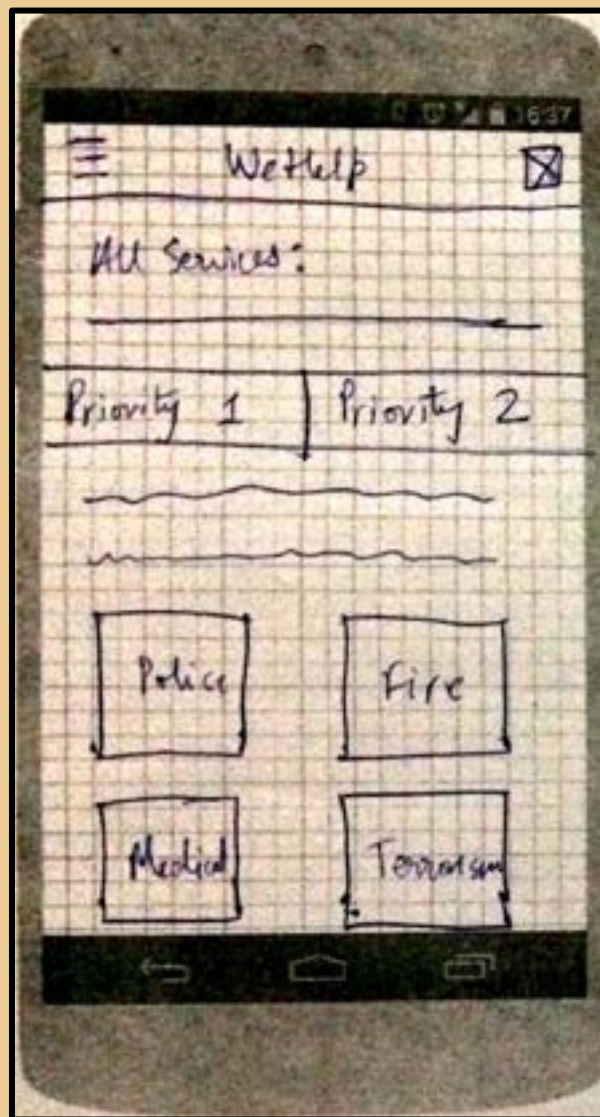
Home Page



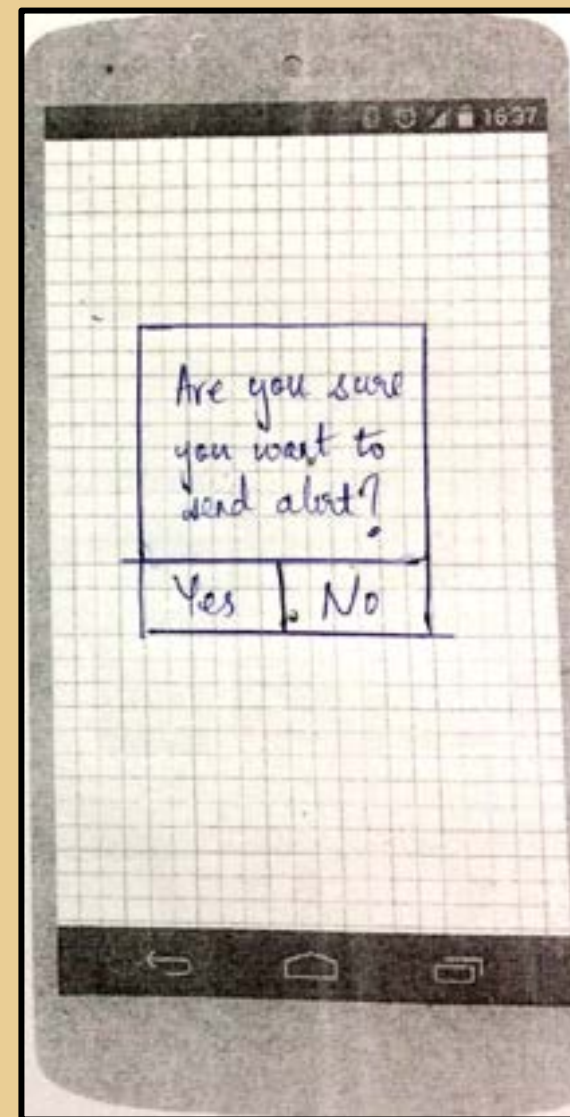
Edit Page



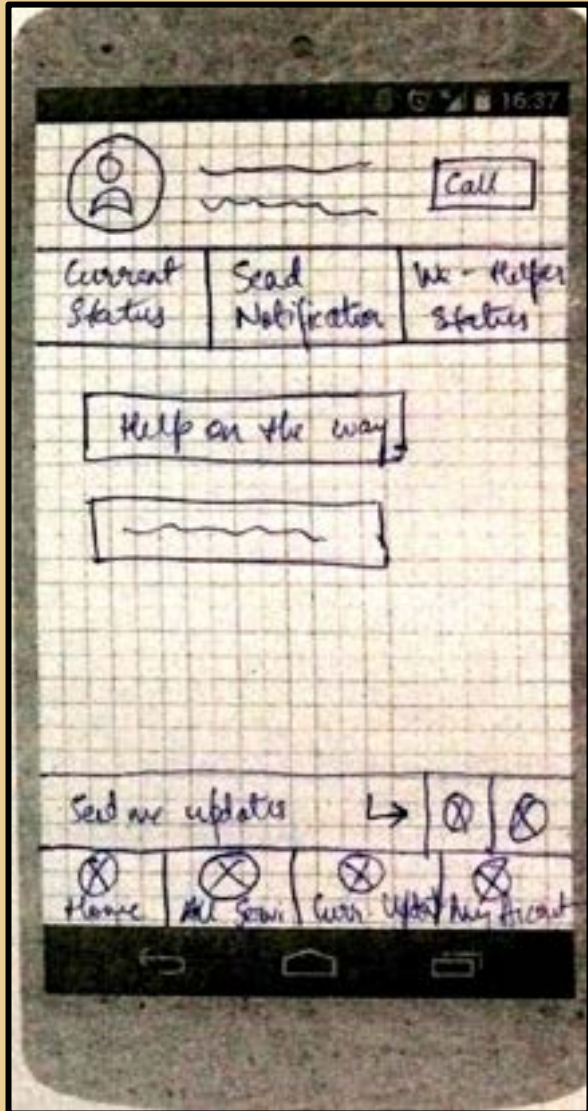
Add Services



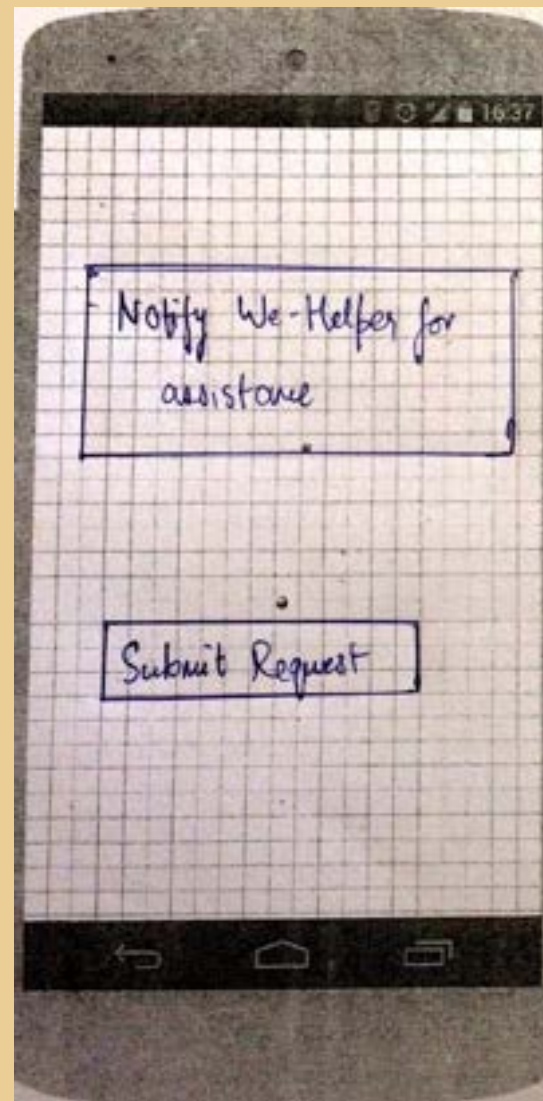
All Services



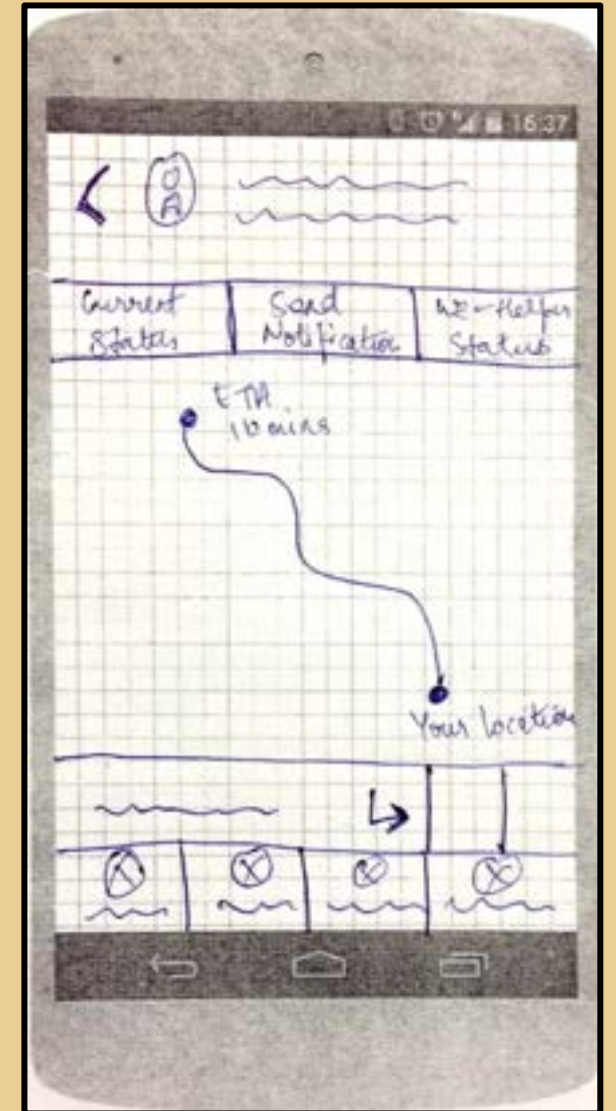
Confirmation box



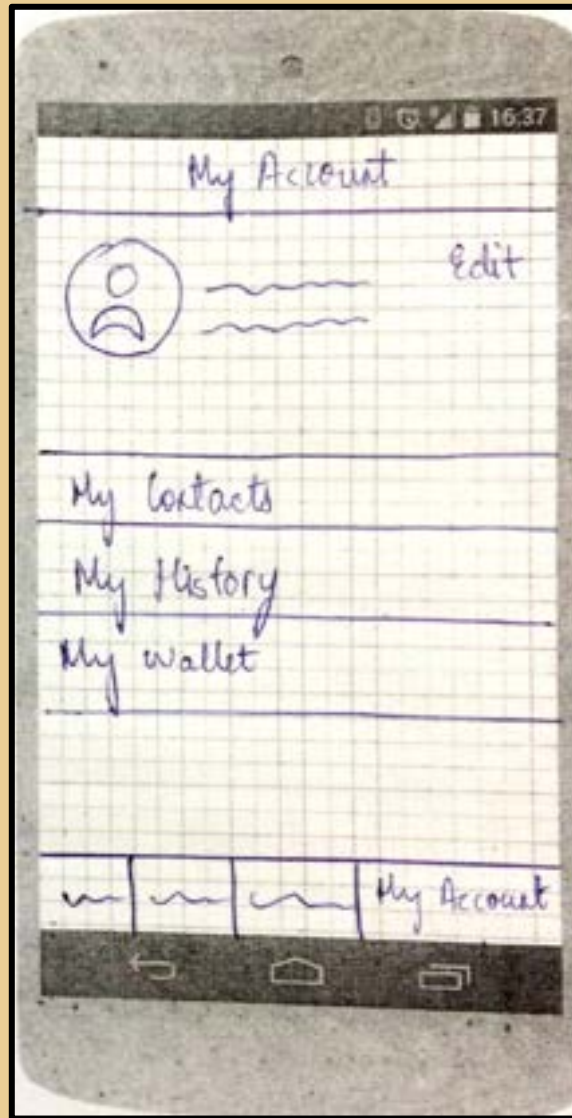
Current Updates



Send Notification



We-Helper Status



My Account



My Profile



High Fidelity Wireframing – Digital Prototyping

- Tool used – Axure RP 8
 - <http://1bpi3m.axshare.com>
- 



D
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V
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P

✓ Visual Design

WeHelp

24 x 7

USERNAME

Raina

PHONE

9876543210

PASSWORD

Login

[Forgot Password ?](#)



We Help



Search for emergency services

Immediately notify nearby We-Helpers
and the Police

SOS

My Selection:

Edit



Police



Fire



Medical



Walk Safe



Home



All Services



Updates



My Account

We Help

Are you sure you want to
raise an alert?

YES

NO



Home



All Services



Updates



My Account



Hi! I am Ashish. I am here to help you.

CALL

Current Status

Notify We Helper

Notify My Contact

Help should reach you in 10 mins

You can send me updates

Send me updates



Home



All Services



Updates



My Account



Hi! I am Ashish. I am here to help you.

CALL

Current Status

Notify We Helper

Notify My Contact

Notify We Helper for assistance

Submit Request

Send me updates



Home



All Services



Updates



My Account



Hi! I am Priti. I am about to reach.

CALL

Current Status

We Helper Status

My Contact Status



Check Update

Send me updates



Home



All Services



Updates



My Account



Visual Design Prototyping

- Tool used – Invision
- <https://invis.io/J8BK0AV6G#/231973127> WeHelperUpdate
Page

Thank You