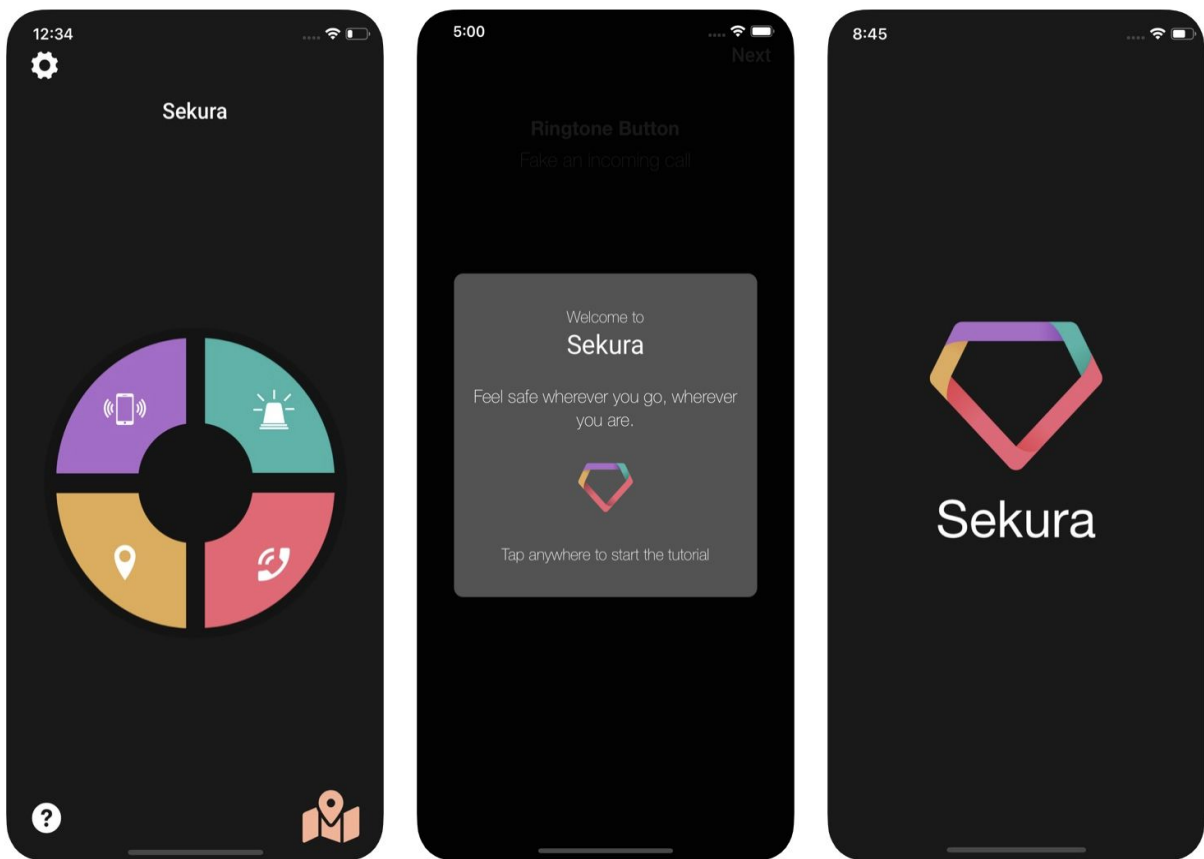# COMPETITIVE ANALYSIS: SEKURA
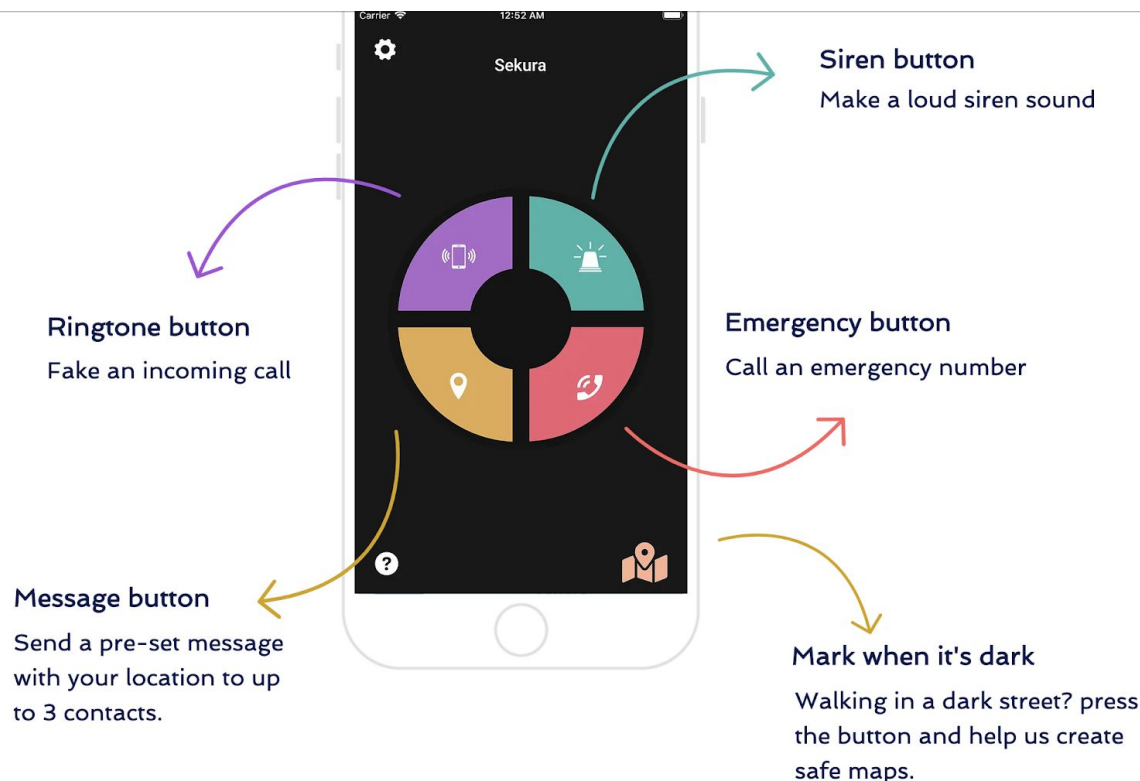
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App Goals

Similar to our team's goals, the Sekura app focuses on the safety of women at night. The team of sekura recognizes the danger and threat that women face alone in the dark and has developed an app to combat the problem. According to the app's website, "Studies show that many women do not feel safe doing so [walking alone at night]" [1]. With the app, the team at Sekura hope to increase empowerment of women walking alone at night and thus creating a safer environment for women.
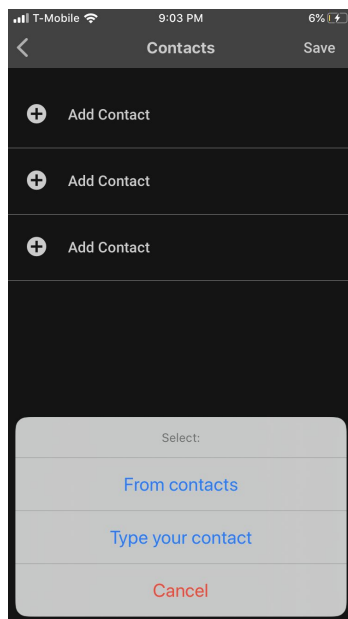
Important Functions

Siren button
Make a loud siren sound

Ringtone button
Fake an incoming call

Emergency button
Call an emergency number

Message button
Send a pre-set message with your location to up to 3 contacts.

Mark when it's dark
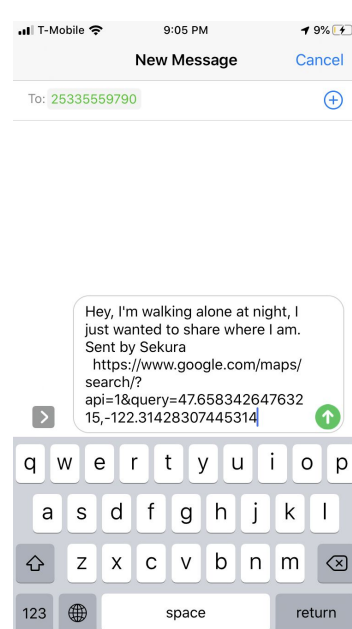Walking in a dark street? press the button and help us create safe maps.

The app itself is very simple and intuitive as it displays all of its main contents on one screen. The most important features are marked with vibrant background colors and centered at the screen for users to have quick and easy access. Before logging on, users are met with a tutorial screen that introduces and goes over what each button does, similar to the picture attached above.

1. **The first main feature** is the Ringtone button which produces the sound of a ringtone. It is important to note that changing the ringtone on your device does not change the sound of the app.

2. **The second main feature** is the siren sound where it plays a loud noise to alert your surrounding area. This feature also incorporates your cameras flashlight, therefore producing intervals of light with the alarm sound.

3. **The third main** feature is the Message button. Users of the app can pre-set a customized message in the settings option of the app which will send the message and your location to up to three contacts of your choice.

Users can import or type in contacts   Brings you to this screen after pressing button

4. **The fourth main feature** is the emergency number which automatically calls to whoever's number you had entered. This feature is similar to that of the messages button but performs a call to your safety person instead.

5. **The last important feature** of the map is the map icon on the bottom right of the screen. This allows users to mark a street that they are currently at as "dark", notifying other users that this part of the area is deemed as dangerous and should be avoided if possible.

PROS

The app has many benefits as it is simple to use and intuitive when first opening it. All of the main features are marked with contrasting colors and are placed in the center. This is important because it is necessary to perform some of these actions quickly and efficiently when out at night.

Each function of the app also has a clear purpose and help with the overall goal of keeping and notifying others about your safety. The fake call and alarm feature acts as a self defense mechanism while walking alone in order to provide users with a sense of empowerment and extra security [1]. The text message and call feature allows users to notify their safety community to let them know what kind of situation users are always in. The map feature is great in order to tell other users of this app to avoid specific places where it might be dangerous.

CONS

The downside to the app is that there is no visual map for people using the app to see the areas marked as "dark" or dangerous. The map only allows you to place a pin on your location but there is not a function inside the app to figure out where these pins are located. Therefore making the feature pointless since users will never know where these dangerous streets are ever marked.

Another downside is the messaging button. If users are ever in an emergency or serious threat, the button should be a one click send to your safety community. Instead, after pressing the message button on the sekura app, it takes you to the iphone's messege landing page and users have to click another button for the message to send. This process is longer than it should be and can cause problems if a message needs to be relayed quickly when in a dangerous situation

Reviews

From the 3 ratings on the Apple app store[3] and 27 reviews on the Google play store [2], the feedback has been overwhelmingly positive. As one reviewer states, "Thank you for this app. This is a scary world for women, unfortunately. This app makes me feel safe. :)" [2]. The general mood of both websites were overwhelmingly supportive of the app and its content that it provides. The only downside that people have commented on was the fact that there were reasons for ever creating an app like this. A news site featuring the creator of the app promotes it as a very important piece of technology for women to feel safer on the streets not only in Israel but also around the world [4].

Overall the app has garnered a lot of support for the features it provides. Though there is no evidence or hard data that support if these features actually work, but it is an important first step in bringing safety to women.

References

1. (2019). Retrieved 31 October 2019, from https://www.sekurapp.com/
2. (2019). Retrieved 31 October 2019, from https://play.google.com/store/apps/details?id=com.tifi.sekura&showAllReviews=true
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