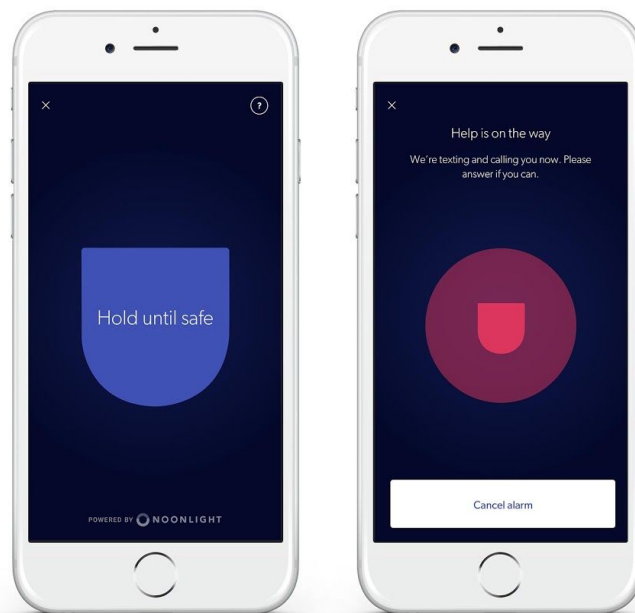


## A Look at Noonlight

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### Overview

Noonlight, formerly known as SafeTrek, was designed to work as a 911 middle man. When users are in “uncomfortable situations”, they can hold down the button on the app until they feel safe again. When their finger is taken off of the button, they have 10 seconds to enter their pin otherwise, a silent alarm is triggered that sends their information to dispatchers [1]. Users can also use the app as a panic button; where the alarm is triggered by simply tapping the button on the app [1]. Users can also integrate their own home security devices such as smoke and carbon monoxide detectors to use the Noonlight platform for home surveillance [3].



**Figure 1: The user interface for the Noonlight app**

<https://images.app.goo.gl/yV5yS9ixBBKNJdG7A>

### Successes

People are very fond of the Noonlight application, and many users hold down the safety button when they use Uber or Lyft [1]. In the Uber app, Users can set Noonlight as their emergency contact [4]. In a Lyft, and a user

trigger the Noonlight alarm, the application also shares their Lyft ride information with dispatchers [2]. Noonlight has also added a feature that places a panic button in a phone's widgets so one doesn't even have to unlock their phone to trigger an alarm [1]. This service enhances outdated emergency service technology, by allowing quick and easy communication with police departments. With this app, dispatchers are given all the information about the location of an emergency with the press of a button, instead of making the user go through the hassle of finding a blue box or calling 911 and verbally describing the situation [1]. This decreases the risk of language barriers in emergency situations and saves users from the pain of trying to describe their location to dispatchers, especially if they aren't familiar with the area [1]. Noonlight also has success in streamlining home security by allowing the integration of devices like smoke alarms and carbon monoxide detectors into their platform without the need for any external hardware [3]. Noonlight's sleek design and simplistic UI makes this safety experience a win for most users.

## **Deficiencies**

Although this app is well loved, it's execution has some minor flaws; especially from the perspective of both campus and local police departments. Because Noonlight uses a third-party call center, it can lengthen police response times [4]. Noonlight also hasn't been very good about reaching out to police departments to talk about how their service affects the flow of modern police work, both on a campus and city level [4]. Although Noonlight offers a new approach to safety and reporting an emergency, it is critical that this application works in coordination with current police proceedings to uphold a quasi-social agreement between app users and police departments. Although the simplistic UI of the app makes it easy to use, it can also lead to potential false alarms, for example when a user doesn't enter their pin correctly, which clogs up the police response system [4]. Similarly, users wish that the app could have a panic code as most security systems do, where one could enter a panic code if they were being held under duress rather than being forced to cancel their call for help [1]. Some users have also expressed that it is difficult to reset their safety pin [1]. Having a clear way to reset this pin would hopefully decrease the number of false alarms that Noonlight's dispatchers encounter.

## Resources

[1] Westrope, Andrew. "Noonlight Brings Caller Information to 911 Dispatch for Free." *Government Technology State & Local Articles - E.Republic*, [www.govtech.com/biz/Noonlight-Brings-Caller-Information-to-911-Dispatch-for-Free.html](http://www.govtech.com/biz/Noonlight-Brings-Caller-Information-to-911-Dispatch-for-Free.html).

[2] Noonlight. "5 Essential Rideshare Safety Tips." *Medium*, Noonlight, 17 Apr. 2019, [medium.com/noonlight/5-essential-rideshare-safety-tips-1aa0f21cfee5](https://medium.com/noonlight/5-essential-rideshare-safety-tips-1aa0f21cfee5).

[3] Vigderman, Aliza. "Noonlight Offers Affordable Professional Monitoring." *Security Baron*, 31 Dec. 2018, [securitybaron.com/news/noonlight/](http://securitybaron.com/news/noonlight/).

[4] Winberg, Michaela. "Why Philly Police Are Skeptical of This Safety App That Alerts 911." *Billy Penn*, Billy Penn, 29 June 2017, [billypenn.com/2017/06/30/why-philly-police-are-skeptical-of-this-safety-app-that-alerts-911/](http://billypenn.com/2017/06/30/why-philly-police-are-skeptical-of-this-safety-app-that-alerts-911/).