

PAN!CAPP



BRIEF

Overview

Mobile phone app
Pre-set contacts
Pre-set messages
Auto GPS tracking
Three levels of alert

Problem

You are alone, lost and scared.
You have become separated from your friends at a festival, nightclub, concert.
Your being harassed by strangers on the street whilst waiting for friends.
You are feeling drugged and about to lose consciousness in a club.

Outline of Features

Three touch launch, home button, app, Red or Amber or Green symbols.
Pre-set contact list variable by event and panic level.
Pre-set range of contacts.
Auto GPS tracker to contacts which stays on until cancelled by both parties.

Audience

Target Audience, Parents
Target users, people aged 12-25, 60-85, Females all ages, at risk members of

SOLUTION

MVP

3 buttons, Green for arrived safely. Amber for I feel uneasy. Red for I am in immediate danger.
Users can assign contacts to each button.
Users can edit the messages for each button. Users can send Pindrops that open a link in Google maps.
Buttons send the predetermined message as a text to the chosen contacts.

Scope

App to app notifications.

Monetize

Premium subscription - users can live track when a button is activated and see maps in app.

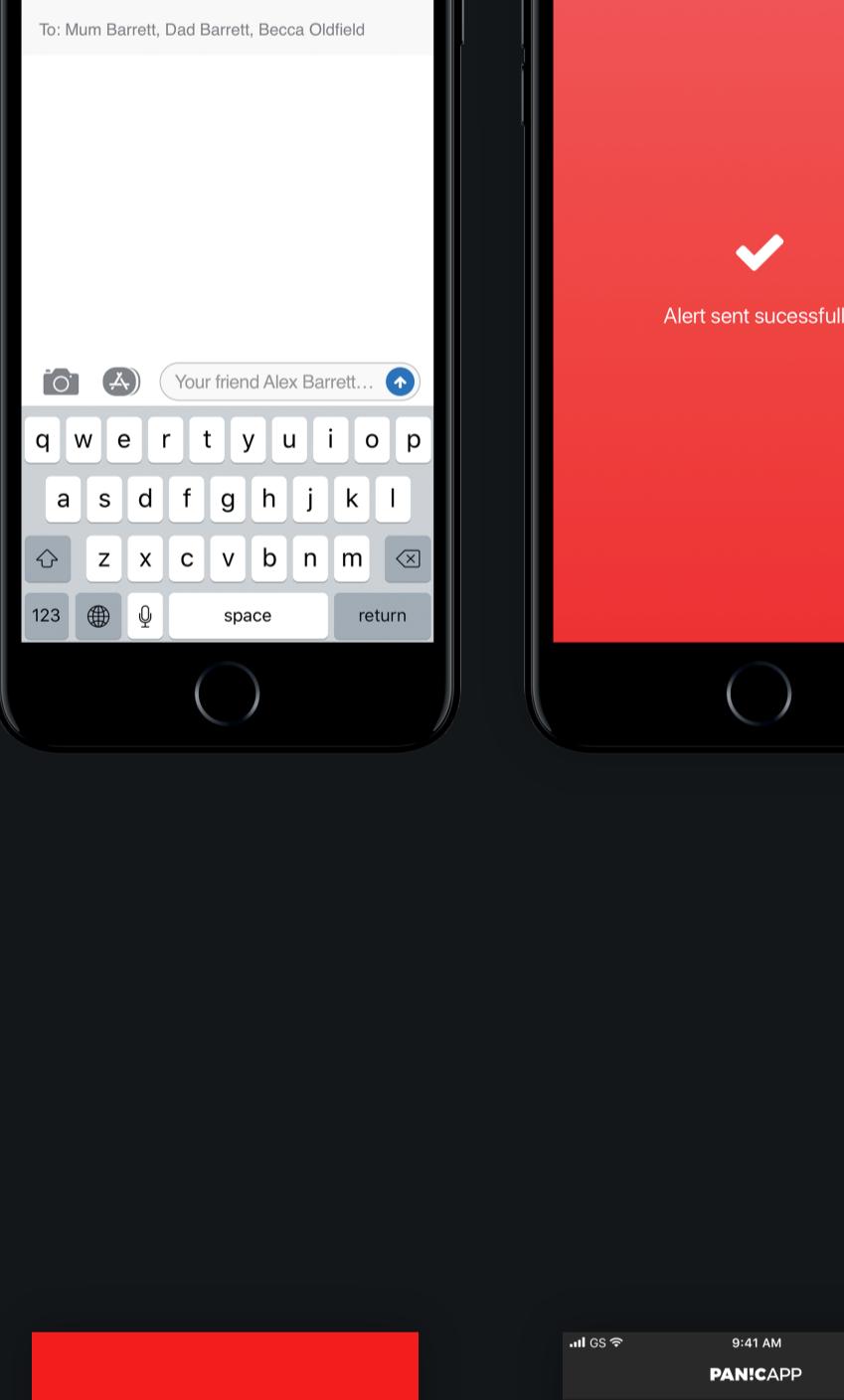
USER RESEARCH

Personas

Young Person

Age: 8-21
Gender: Male/female
Location:
Surrey/London

School/University
Anxious
Outgoing
Parents 1-2
Submissive

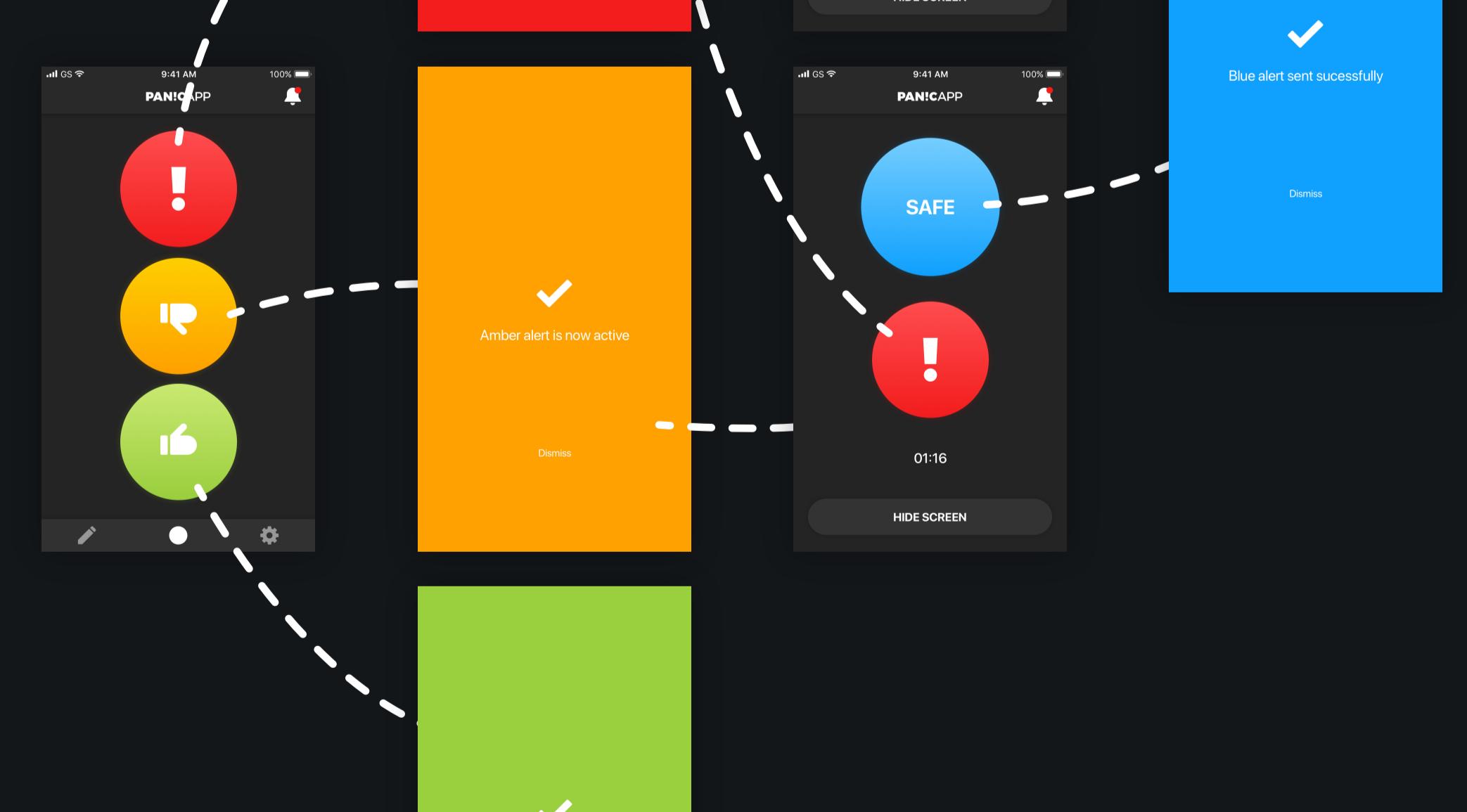


Parents

Age: 30-50
Gender: Male/female
Location:
Surrey/London

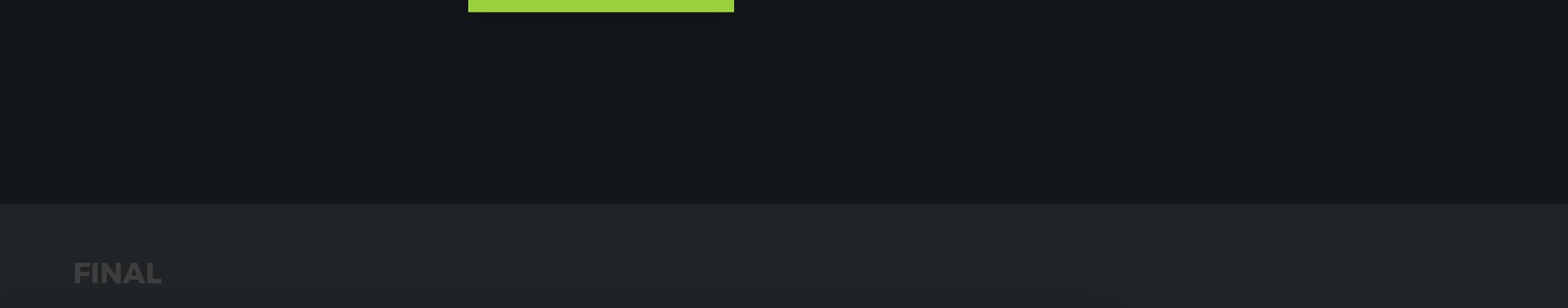
Tech savvy
Organized
Anxious
1< children
Trust their children
Consumed about children

COMPETITOR RESEARCH



BRANDING

Colours



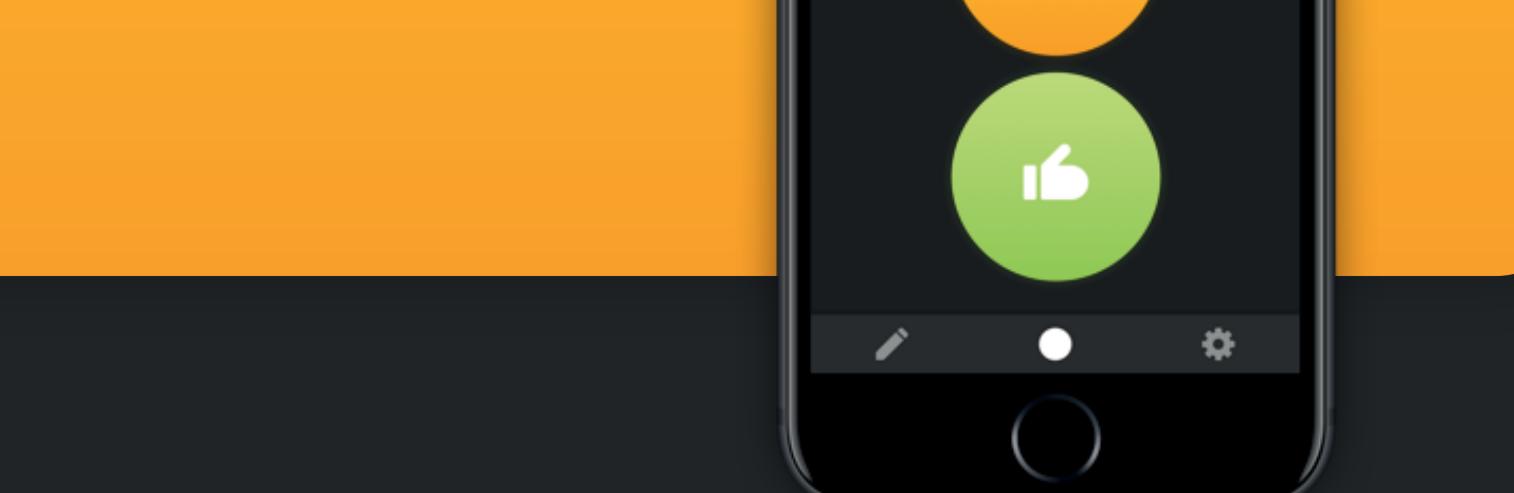
Fonts

MONTserrat Bold

Montserrat SemiBold

Montserrat Light

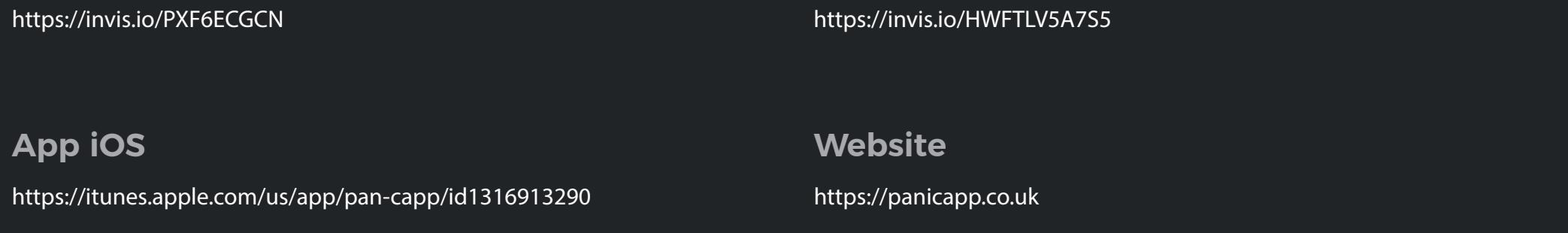
MVP



User Testing

The purposes of the MVP was to test the concept internally. This allowed us to get valuable feedback on the app. It also pointed out some of the technical feasibility flaws. Upon every release we did user testing using Agile methodologies.

USER FLOWS



FINAL

App Prototype

<https://invis.io/PXF6ECGN>

App iOS

<https://itunes.apple.com/us/app/pan-capp/id1316913290>

Website Prototype

<https://invis.io/HWFTLV5A755>

Website

<https://panicapp.co.uk>