



# Safetrack

Personal Safety App

## ABOUT

Safetrack is making it faster, easier and safer to call for help in an emergency, as well as and share your medical information with first responders. The emergency sharing allows to you share your exact location with your emergency contacts. The safety check is a timer you can set up for your phone to confirm you are safe. If you don't respond, emergency sharing automatically starts.

This app can be used in a situation where you feel unsafe, as well as a moment when you need immediate help. Safetrack also allows the users to share the necessary medical information and their emergency contacts with first responders. Feel safe and secure with the Safetrack app 24/7 protection.

## UPGRADE YOUR SECURITY

Individuals of all ages and gender need a simple way to feel safe while completing certain tasks, like walking alone or going on a first date. Safetrack is an app that encompasses these needs by having an easy-to-navigate app that will connect you to emergency service. With advanced technology, Safetrack will send your exact location to emergency services as well as your safety network. By doing this it can protect you and lower your risk of encountering dangerous situations.

MAIN LOGO



**Safetrack**

ALTERNATIVE LOGO



APP ICON



SLOGAN

**“Your safety means everything to us”**

**Safetrack**

Personal Safety App



# Ashely Smith

22, College Student & Barista

## ABOUT

Ashley is in her junior year of college at the University of Michigan - Flint, studying physical therapy. She works at the local coffee shop on the weekend and in-between classes. Ashley is looking for a app the she can use to keep her safe when walking alone.

## DEMOGRAPHICS

**Gender:** Female

**Age:** 22

**Location:** Flint, Michigan

**Education:** College Student

**Job:** Barista

**Transportation:** Walking

**Status:** Single

## PERSONALITY

Introvert ● ● ● ● Extrovert

Intuition ● ● ● ● Sensing

Feeling ● ● ● ● Thinking

Perceiving ● ● ● ● Judging

Flight ● ● ● ● Fight

## MOTIVATIONS

Price ● ● ● ● ● ● ● ● ● ● ● ●

Comfort ● ● ● ● ● ● ● ● ● ● ● ●

Convenience ● ● ● ● ● ● ● ● ● ● ● ●

Speed ● ● ● ● ● ● ● ● ● ● ● ●

Loyalty ● ● ● ● ● ● ● ● ● ● ● ●

## BRAND





**Anna Walter**

34, Creative Director

## ABOUT

Anna is a creative director at the Unformal Agency in Utica Michigan. In her free time Anna like to go for runs since she works during the day she has to run at night. Anna is looking for an easier way to notify emergency services in a fast and easy way.

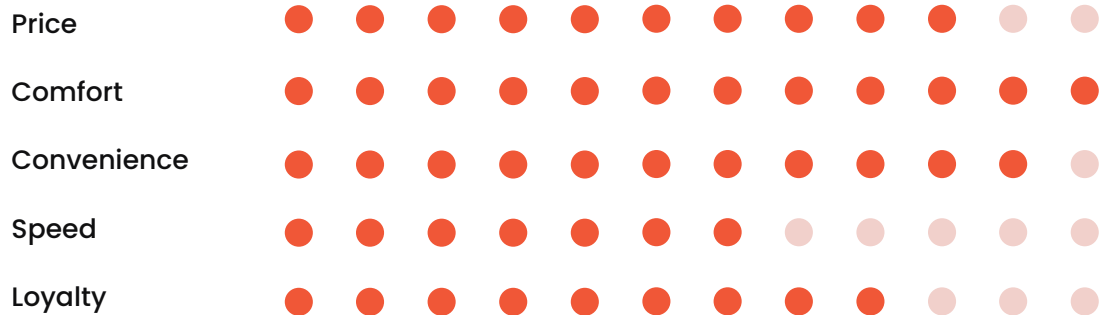
## DEMOGRAPHICS

**Gender:** Female  
**Age:** 34  
**Location:** Utica, Michigan  
**Education:** College Graduate  
**Job:** Creative Director  
**Transportation:** Car  
**Status:** Married

## PERSONALITY



## MOTIVATIONS



## BRAND





**BSafe**

3.5 star rating

## ABOUT

BSafe is a highly versatile app designed for anyone who wants to feel safe and protected while going about their daily outdoor routine. The emergency notification and alerts to immediate friends and family in your trust circle work extremely well making it an all-around safety application.

### PROS

- ✓ Free to use
- ✓ Comprehensive safety
- ✓ Easy to navigate interface

### CONS

- ✗ Limited features for free users
- ✗ Open access to personal information
- ✗ Confusing to manage invites

## KEY FEATURES

Free basic version | Voice activation for alerts | Easy access SOS button | Fake calling | Loud siren for the alarm

## REVIEWS



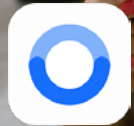
**Pedro Loperena**

"I needed a app where my wife can know my current location since I have heart problems. This app is very good and had good features. I only have it 4 stars instead of 5 because when the follow me feature is on, the map doesn't move. I have to refresh the screen every time just to see where they are at."



**Tonia Simbari**

"Useless because it doesn't send GPS coordinates in the SMS alert text. The link it sends is useless for cell phones that aren't smart phones. PLUS the link URL is invalid so smart phones can't retrieve your location unless they have the app. The app isn't available for all types of smart phones."



# Noonlight

4.8 star rating

## ABOUT

Noonlight uses advanced technology to get emergency help to your exact location with just the release of a button. It can be used in moments where you simply feel unsafe, as well as moments where you need immediate emergency help.

## PROS

- ✓ One-month free trial
- ✓ No false alarm charges
- ✓ Free to download

## CONS

- ✗ No paid plans for Android
- ✗ No direct personal emergency contacts
- ✗ No video recording component

## KEY FEATURES

Compatible with major smart devices | Integration with core apps & systems (Tinder) | Hassle-free account creation | Easy use with a single button

## REVIEWS



**Courtney Schultz**

"Fast and Discrete! I recently had to use it for the first time. I held the button when a man repeatedly tried to enter my apartment and as soon as I released it I received a text and a call from Noonlight . Police responded promptly when Noonlight contacted them. I 100% recommend this app!"



**Miriam Cotter**

"I really wanted to like this app, but I soon discovered that, as a Android user, I have received no added features other than the main button - I was extremely disappointed! My husband and I use androids, but my 5 adult children use iPhone's - their app is TOTALLY different! Please correct this!! Such a shame..



# Anna Walter

Potential User

## SUMMARY

Anna is an avid runner, unfortunately, the only time she is available to run is at night. She is a very cautious person and takes all the precautions she needs to while running. Anna is looking for an easier way to notify emergency services in a fast and easy way.

### ON-BOARDING

- Joins a women's run group on Facebook  
*User is looking to connect with other women and learn some helpful tips*
- A group member post about using Safetrack while running  
*User feels hopeful that their might be an app to help her feel safe while running*
- Uses a search engine to learn more about Safetrack and the benefits  
*User is interested in all the benefits Safetrack offers*
- Downloads app
- Creates account  
*User is excited to explore the app*

### EXPLORING

- Uses app tutorial to learn more, it directs her to set up a pin for disarming  
*User is nervous she wont remember the pin*
- Tutorial directs her to set up emergency information and contacts  
*User is unsure about sharing this information to a app she doesn't know*
- Tutorial uses button and timer features to show her how to use these features  
*User is comfortable with features and ready to try out the app*

### UTILIZING

- Gets ready for a run after work  
*User is pumped to start her run*
- Sets up timer through app and goes for her nightly run  
*User is anxious that the app is a hoax*
- Disarms Safetrack with pin when home safe  
*User starts to trust the app, after they make sure she is safe*
- Uses the app when ever she goes on a run  
*User trust this app after falling and using it to get help on a trail*



# Ashley Smith

Potential User

## SUMMARY

Ashley recently started taking a night class at college. She is very nervous about walking in a parking lot by herself after class. She has tried alternatives to feeling safe but, she is looking for an app that will help her to feel safe and help her in an emergency..

### ○ ON-BOARDING

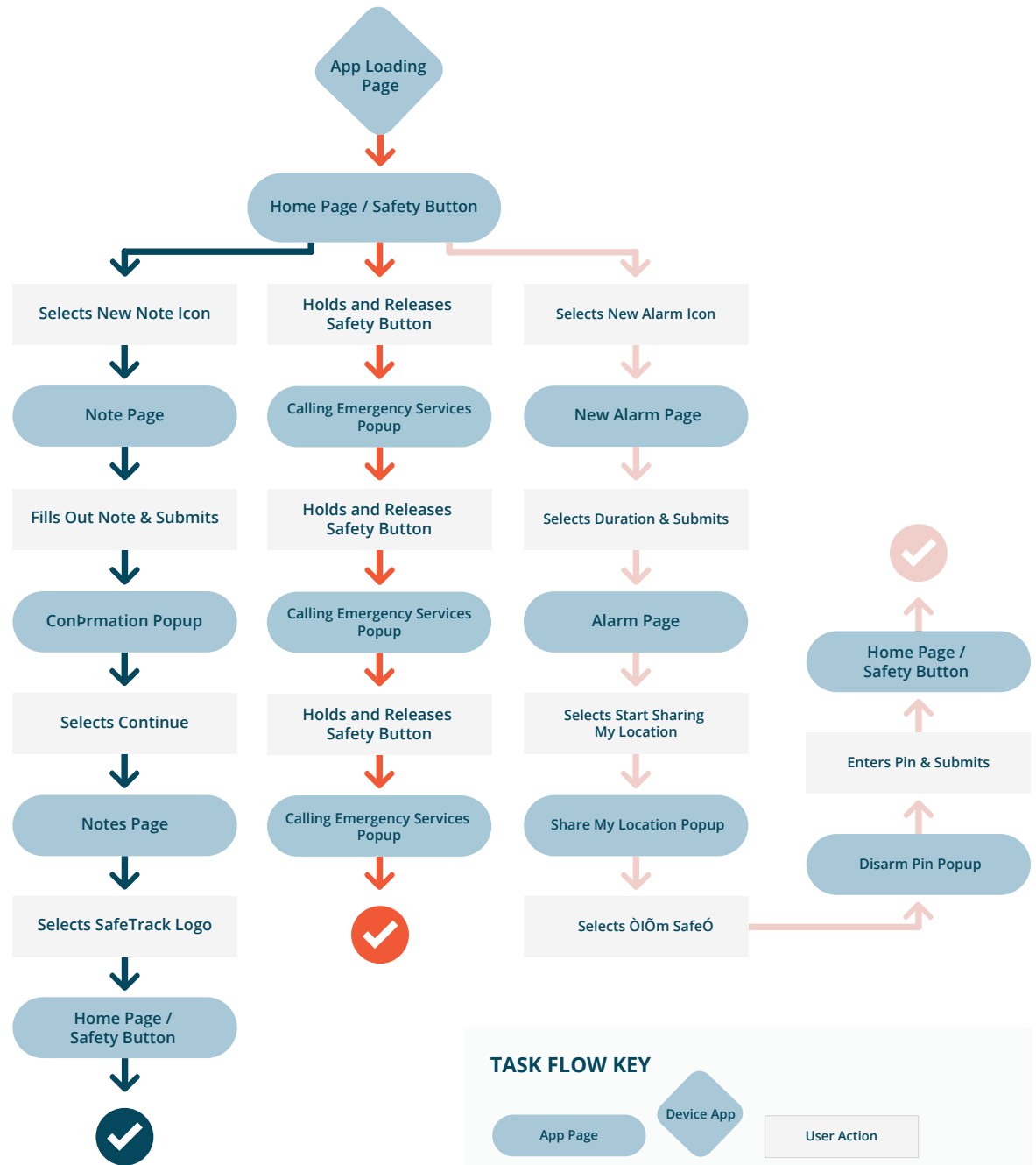
- Starts taking a night class through college  
*User is nervous about taking a night class but it is required*
- Walks through dark parking lot to car and feels unsafe  
*User is scared of walking alone with nothing but her pepper spray*
- Uses a search engine to find a emergency safety app  
*User is interested in finding a easy way to call for help*
- Downloads app
- Creates account  
*User is hoping that this app will ease her mind*

### ○ EXPLORING

- Skips through app tutorial  
*User believe the app is self explanatory and doesn't need a tutorial*
- Explores app adding in her contact information and pin  
*User thinks the pin is a great idea for disarming*
- Chooses not to add in her medical information  
*User is does not believe her medical information is needed in this app*

### ○ UTILIZING

- Leaves night class  
*User is nervous using the app for the first time*
- Uses button feature on Safetrack while walking to car  
*User worries she might let go with the button feature*
- Holds button until safely in car  
*User struggles to open the car and hold the button on the app*
- Disarms Safetrack with pin  
*User starts to trust the app, after they make sure she is safe*



**TASK FLOW KEY**

- App Page Device App
- User Action

➔ **Task 1**  
 Wants to use the 'Hold Until Safe' button to call emergency services

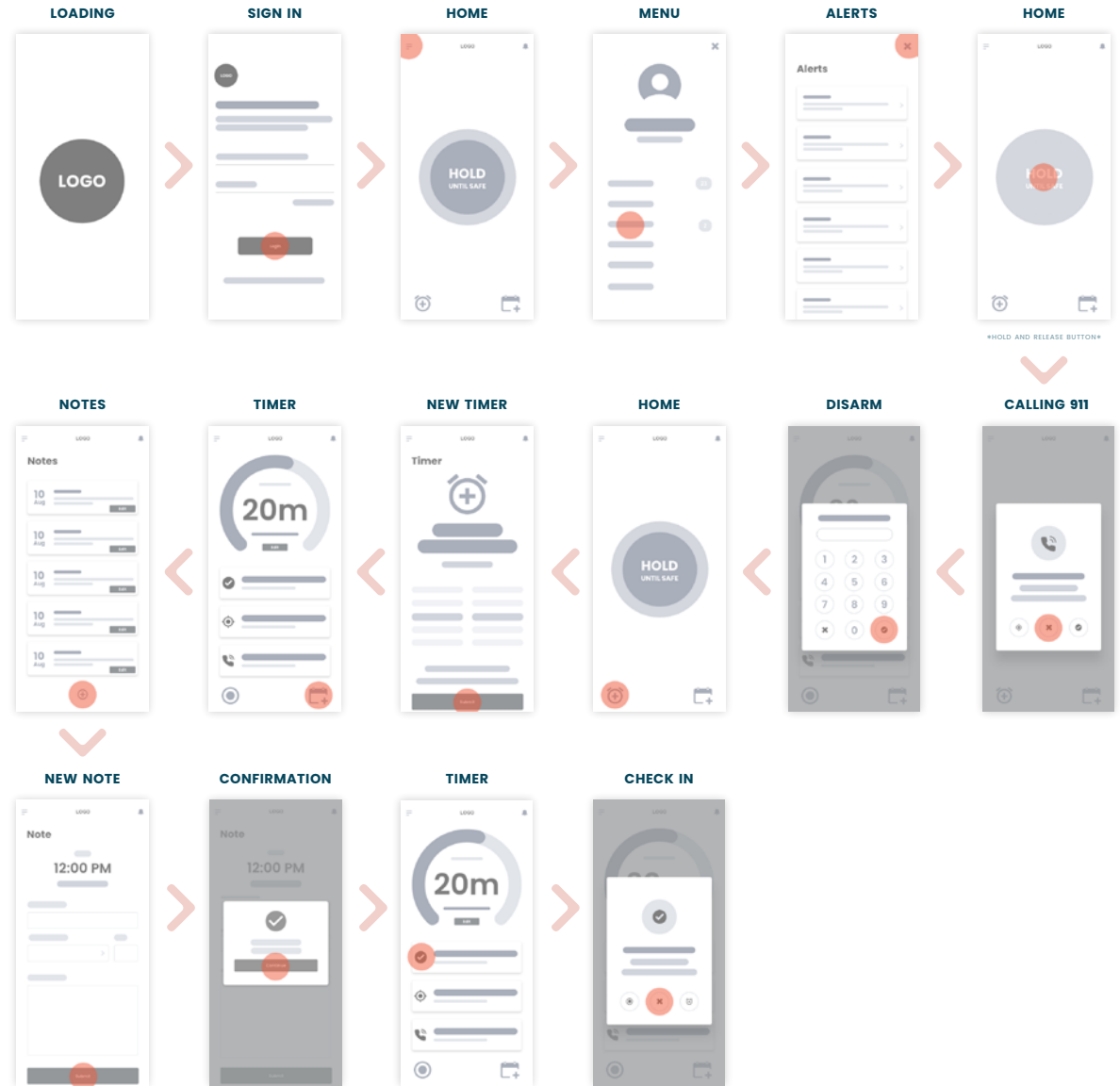
➔ **Task 2**  
 Wants to use the alarm feature, to share location with their safety network

➔ **Task 3**  
 Wants add a new note to the Timeline

# Task Flow

Potential User Flow Chart

WIREFRAME



# LoFi Wireframe

Safetrack App



# HiFi Prototype

Safetrack App



MOCK-UP

