

IMMT712



# CENTENNIAL SAFETY WATCH IMPROVEMENT

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# SCENARIO

## ABUSIVE BOYFRIEND

*I've recently separated from an abusive relationship, and my ex is threatening to show up on campus to 'get back at me'.*

*If my purpose is to find out if there's anything I can do if my ex does show up, what can I do with Safety Watch?*

# CORE ISSUES

**The student being threatened needs to know what to do and how the app can assist her in the process.....**



# CONTENT SUGGESTIONS:

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## PART 1

### Emergency

1. Campus security and 911 call more accessible
2. Emergency tools
3. "My Emergency" Button

## PART 2

### Prevention

1. A simple and clear "report a case" tutorial
2. Company users while they are working on campus or going home
3. Prevention - workshop/counselling/self-defence class schedule and registration

# CURRENT APP CONTENT

Current Content	Gap	Recommendation
Emergency Contacts	No available hours	Rename and add campus security availability
FriendWalk	Logo has no clear message and the connection instructions is not simple and user-friendly	Change the button design and rewrite the instructions
Work Alone	Logo has no clear message and the connection instructions is not simple and user-friendly	Change the button design and rewrite the instructions

# CURRENT APP CONTENT(CONT)

Current Content	Gap	Recommendation
<b>Request a WalkSafe Escort</b>	<b>Hide into "Safety and Security" section that not easy to notice by users</b>	<b>Create an individual button for it under Prevention section</b>
<b>Support Resources</b>	<b>NO immediate mediation for the user in specific situations.</b>	<b>Keep it for the information support</b>

# COMMENT

## OF CURRENT STATE OF APP

- Unfriendly user flow
- Unclear organization





# NEW CONTENT STRATEGY

Main Section	Subsection	Content
Emergency	Emergency contacts	<ol style="list-style-type: none"><li>1. 24/7 campus security</li><li>2. 911</li></ol>
	Emergency Tool Alarm + flash + whistle	Button of alarm loud whistling noise, and blinking flashlight.
Prevention	FriendWalk	GPS tracking by friends or families while the users are going home



# NEW CONTENT STRATEGY(CONT)

Main Section	Subsection	Content
Prevention	Work Alone and Request a Walk Escort	Connect campus security to company with the users while they are on campus or going home
	Report your problem	Method that user can report the problem
	Emergency situation tutorials	A simple and clear "report a case" tutorial
	Prevention workshop, counselling, self-defence class	Schedule and Registration

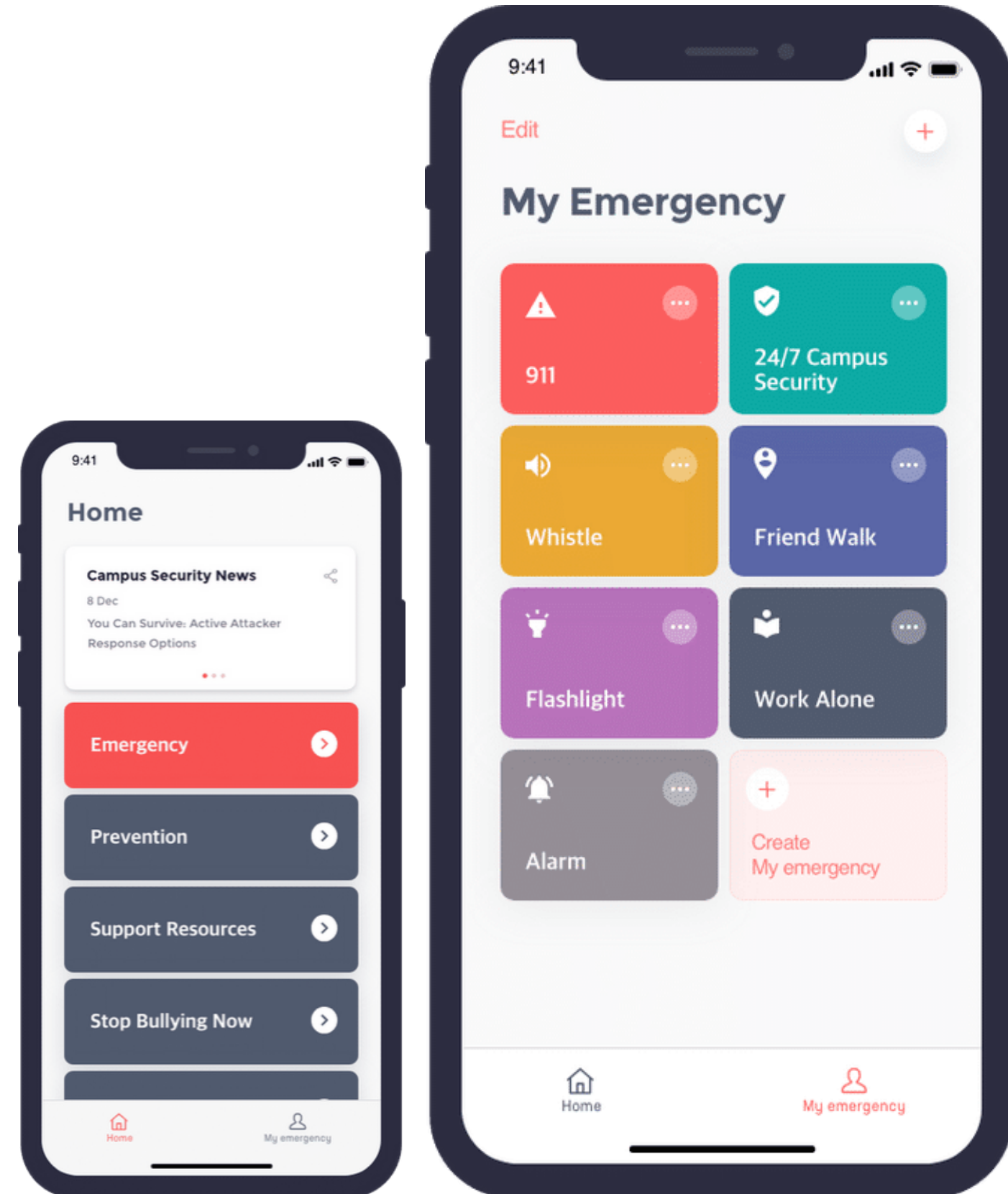
# NEW CONTENT STRATEGY (CONT)

Main Section	Subsection	Content
Support resources	Women's Safety	Behavior of stalking, sexual assault, violence in relationships, and tips that users should know about.
<b>My Emergency</b> (footer tab)	Customized function	Customized emergency functions for individual

# SUMMARY

## & RECOMMENDATIONS

- Shortcut section at the bottom
- Combination of some sections
- Deliver "actual" function



**SAFETY WATCH  
IMPROVEMENT**

**THANK YOU!**

