

Community Safety

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Project overview



The product:

Community safety is an app and a website, where it provides ways of protection for a community. In the app, there can be alarm systems, lights and security doors connected to the app, letting the users access it anytime and anywhere. It also has procedures to keep yourself, your home and your community safe.



Project duration:

December 2022 - December 2022



Let's Keep Our Communities Safe!

10,000 Of Communities
We Helped Around The World



join us make a better place

Learn About Safety



keep yourself
safe



keep your home
safe



keep your
community safe

Donate To Help Keep
Families And Communities Safe

Help Now



Project overview



The problem:

Individuals who live in unsafe environments gets frightened and wants to protect themselves and their home.



The goal:

Our goal is to create something for users so they can access their home updates from anywhere and anytime, as well as give them ways to protect themselves.

Project overview



My role:

UX designer designing an app and a website for Community Safety



Responsibilities:

Conducting interviews, paper and digital layouts and wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and continuously iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who have family or individuals who work from home.

This user group confirmed initial assumptions about Community Safety customers, but research also revealed that time was not the only factor limiting users.

Other user problems included obligations, interests, or challenges that make it difficult to be aware of safety in the house.

Persona 1: Jason

Problem statement:

Jason is a busy worker who needs to protect his family because of all the crime that has been going on.



Jason

Age: 33

Education: Accounting grad

Hometown: Toronto

Family: Live with family

Occupation: Accountant

“I want to be able to make sure my family and I are safe.”

Goals

- Go to work without the worry of families safety
- To not stress at work over security at the house

Frustrations

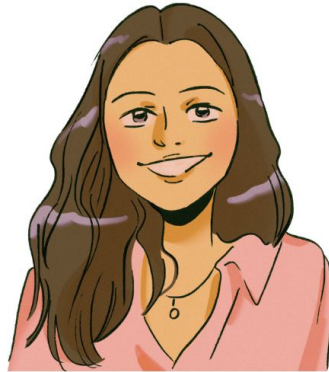
- He fears for the safety of his family and himself due to the break ins
- He is scared that during theft, his precious things may get stolen

Jason has a heavy work schedule and lives in a busy city where there has been thefts a lot recently, he is worried about his family's safety due to the break ins. Usually there is always someone home, but the thought of any of his family members getting hurt really worries him.

Persona 2: Name

Problem statement:

Julia is a individual who works from home who needs home security because she is getting mean letters at her doorstep and feels unsafe in her home.



Julia

Age: 25

Education: Arts graduate

Hometown: Toronto

Family: Lives alone

Occupation: Graphic Designer

"I'm always in constant fear."

Goals

- To not worry about her safety.

Frustrations

- She fears for her safety due to harassment and mean comments

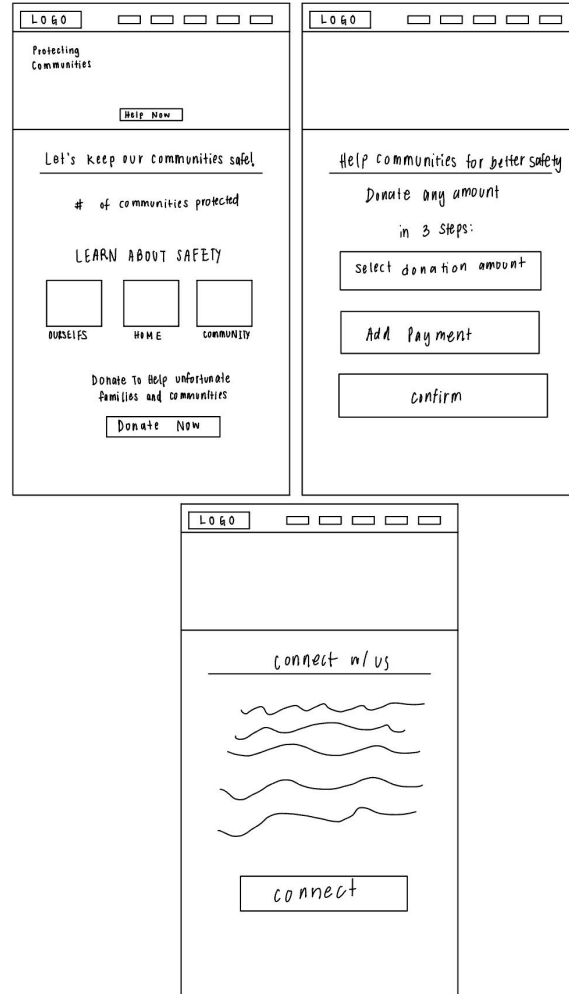
Julia is a full time graphic designer who works remotely at her house. She lives alone and is in constant fear of a person that keeps harassing her and leaving mean letters at her doorstep. She wishes there was someone to guide her on how to keep herself safe from such incidents.

Competitive audit

Competitive audit									First impressions	
Competitive audit goal: To compare the sites									Desktop website experience	App or mobile website experience
General information									Good + Simple and easy to get through - It can be improved to look better overall	Good + Simple and easy to get through, similar to desktop - It can be improved to look better overall
Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	Good + good layout overall of the first page - A little confusing at first	Okay + good layout overall of the first page - A little confusing at first and could do better on the page	
DC Safe	Direct	Online	Donations	\$\$	DC Safe	Small	People who want to donate - Donation, community services	Good + Simple and easy to get through - It can be improved to look better overall	Good + Simple and easy to get through, similar to desktop - It can be improved to look better overall	
MHS	Indirect	Online	Innovative scientific assessments	\$\$\$	MHS	Small	People who want to improve quality of life through scientific assessments - innovative scientific assessments, books	Good + Simple and easy to get through - It can be improved to look better overall	Good + Simple and easy to get through - It can be improved such as a smaller font	
Trek Medics	Indirect	Online	Making Life-Saving Technology Accessible to All		Trek Medics	Small	For People who value Life-Saving Technology - Donations, help for organizations, technology	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	
Interaction							Visual design		Content	
Features	Accessibility	User flow	Navigation	Brand identity		Tone	Descriptiveness			
Good + Good quantity of feature - Could be spaced out better	Needs Work - No accessibility features	Good + Good flow - Can be made better with some improvements	Good + good navigation - Too many categories	Outstanding + Great brand identity, with consistent themes		Friendly and easygoing	Outstanding + great descriptiveness			
Good + Good quantity of feature - Sizes of layout could be bigger	Needs Work - No accessibility features	Good + Good flow - Can be made better with increasing the button sizes	Outstanding + good navigation	Outstanding + Good brand identity, with consistent themes		more sciency type, serious	Good + good descriptions - placement could be better			
Good + Good quantity of feature - layout can be a bit more symmetrical	Needs Work - No accessibility features	Outstanding + Good flow	Outstanding + good navigation	Outstanding + Great brand identity, with consistent themes		in between serious and friendly	Good + good descriptions - placement could be better			
RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks		Brief description	RATING + Successes - Drawbacks			

Ideation

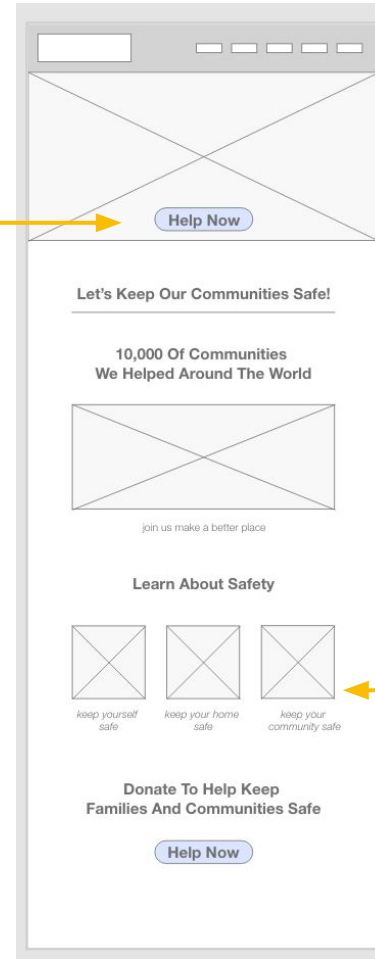
My focus on the ideation was to include features that the competitors didn't have such as the "connect with us" feature which would allow users to connect their doors, lights and windows with the app to ensure if they are armed/turned on or not



Digital wireframes

After creating some paper wireframes, I created digital wireframes. On the homepage, I included what was thought to be the most important factors of this app, such as the donate option and learn about safety procedures.

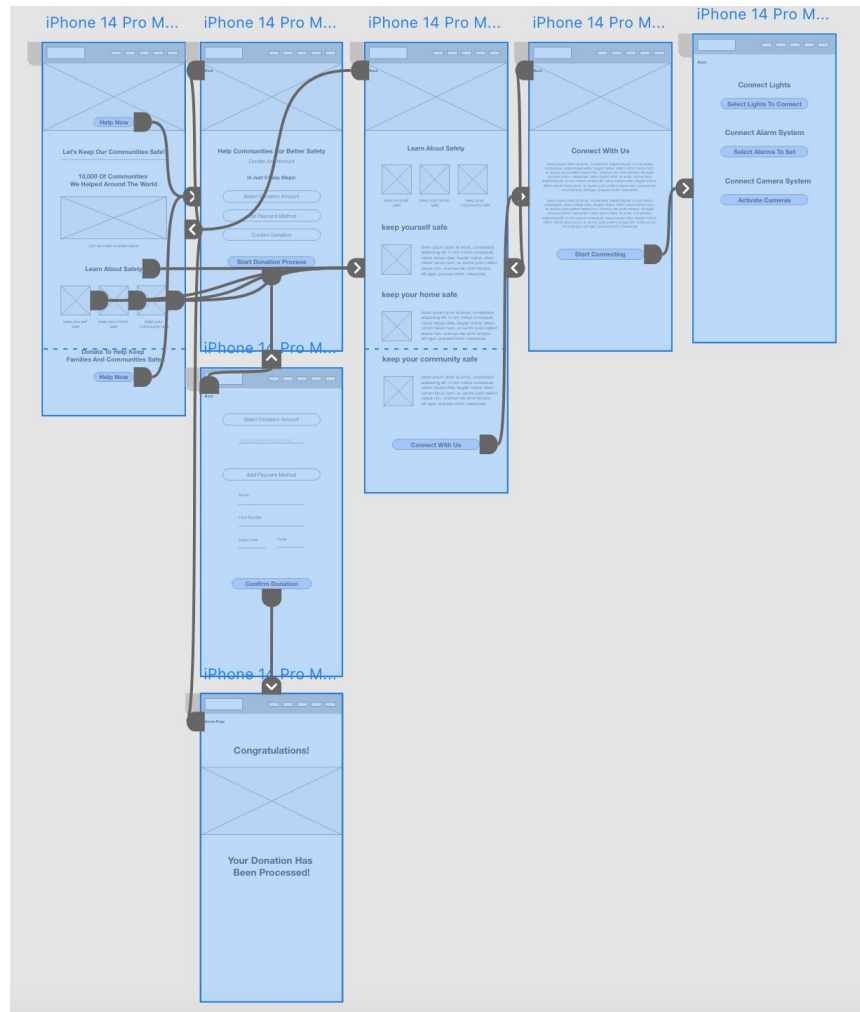
Donate option
at the start and
end of the page



Users can learn
about safety on
the home page

Low-fidelity prototype

I tried to keep it simple so that users did not have a hard time flowing through the app.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

People wanted a step by step procedure for learn how to be safe

2

Finding

People wanted to modify the connect with us pages

3

Finding

People wanted a confirmation of the donation

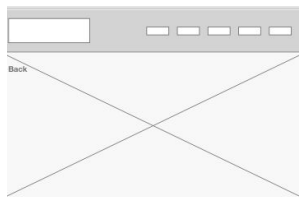
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I added numbers steps in the second one so that it's easier for users to follow through

Before usability study



Learn About Safety



keep yourself safe keep your home safe keep your community safe

keep yourself safe



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keep your home safe



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keep your community safe



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Connect With Us

After usability study



Learn About Safety



keep yourself safe keep your home safe keep your community safe

keep yourself safe



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keep your home safe



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keep your community safe



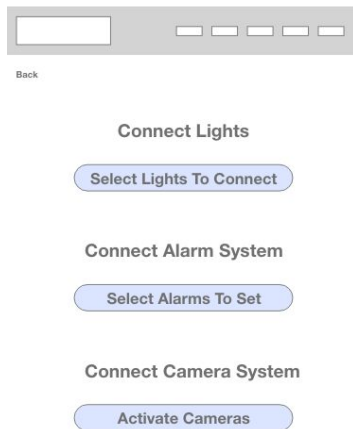
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Connect With Us

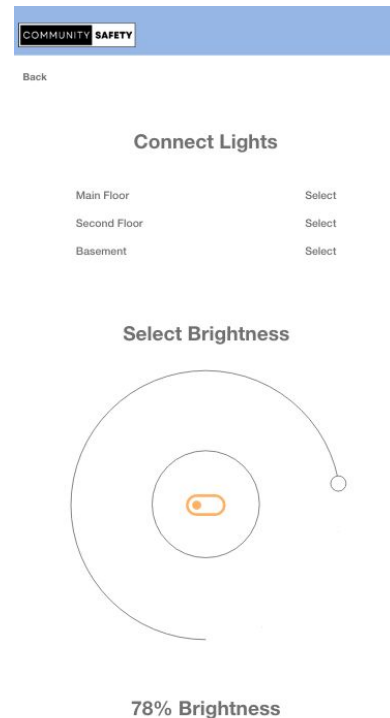
Mockups

Before it didn't have the option to select which light and adjust the brightness and such, so I added that feature so it's easier for the users to get what they prefer.

Before usability study



After usability study



Mockups



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10,000 Of Communities
We Helped Around The World



join us make a better place

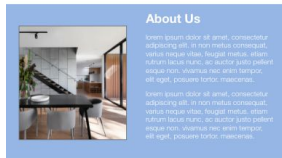
Learn About Safety



keep yourself safe keep your home safe keep your community safe

Donate To Help Keep
Families And Communities Safe

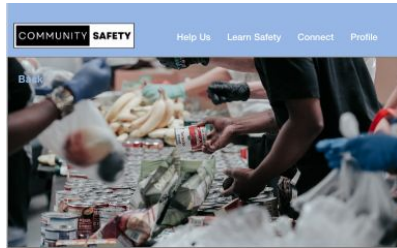
Help Now



About Us

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Help Communities For Better Safety

Donate Any Amount

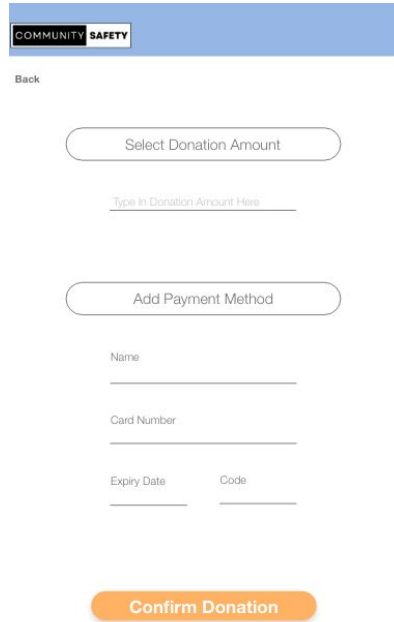
In Just 3 Easy Steps:

Select Donation Amount

Add Payment Method

Confirm Donation

Start Donation Process



Back

Select Donation Amount

Type In Donation Amount Here

Add Payment Method

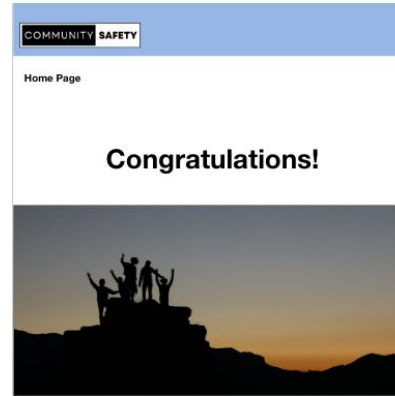
Name

Card Number

Expiry Date

Code

Confirm Donation



Home Page

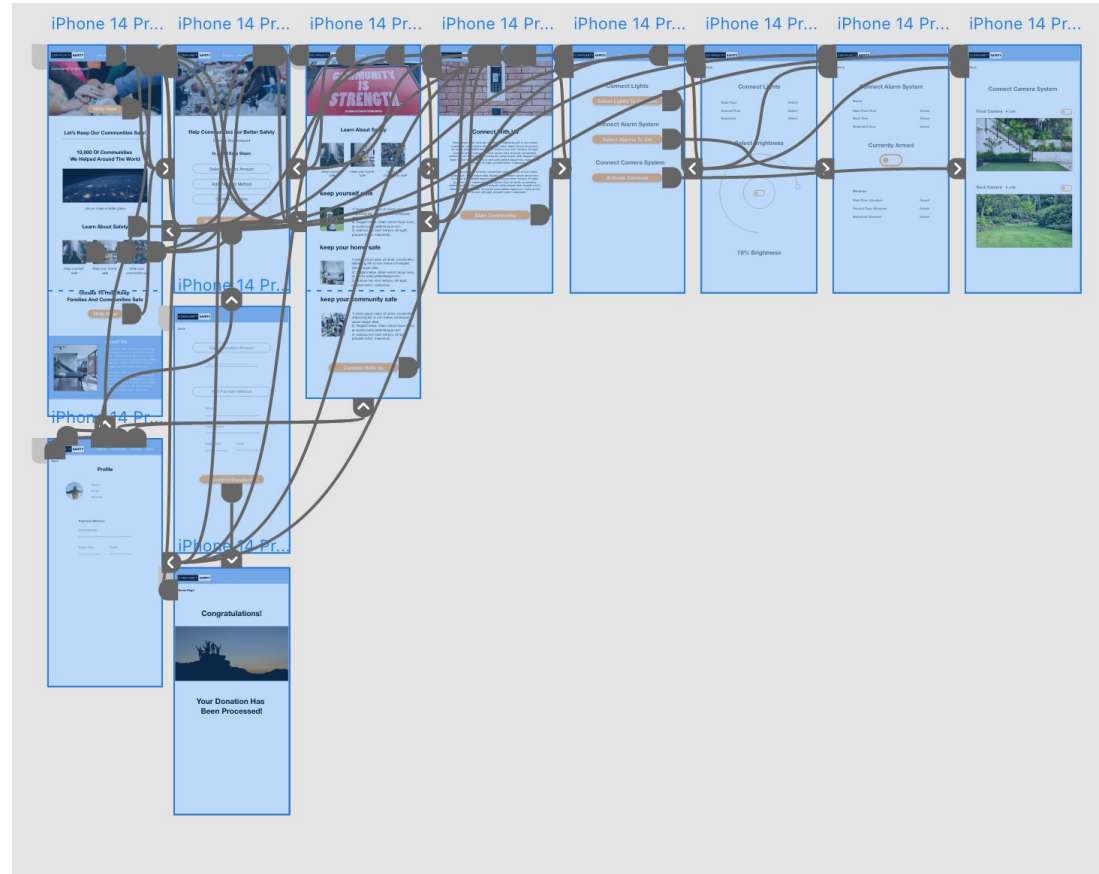
Congratulations!

Your Donation Has
Been Processed!

High-fidelity prototype

After layout out the designs,
I connected all the pages
and create a high fidelity
prototype

[Link to prototype](#)



Accessibility considerations

1

A translator option is available under the profile option so that people with different language backgrounds can use this app as well.

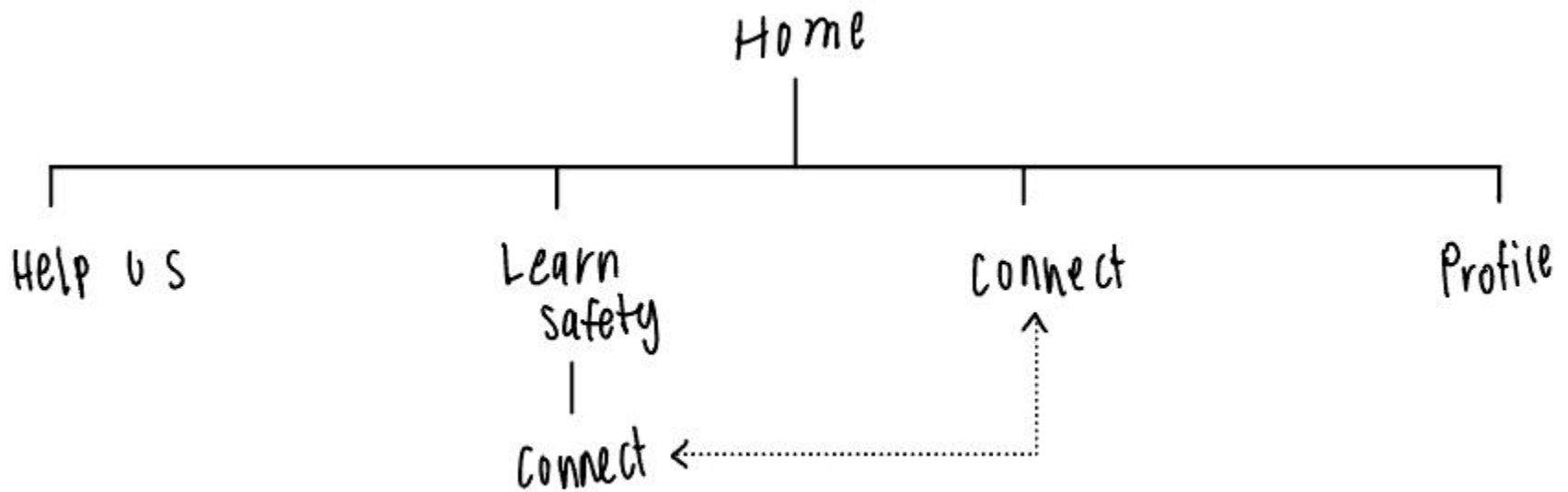
2

A speaker option is available under the profile option so those with accessibility needs can use this feature to get through this app easily.

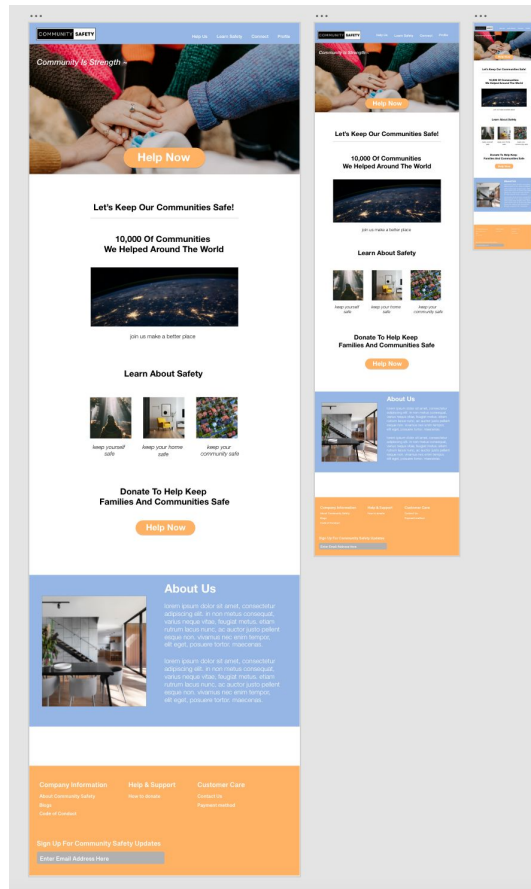
Responsive Design

- Information architecture
- Responsive design

Sitemap



Responsive designs (website desktop, website tablet, website phone)



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app can help users to have a security guard and safety around their home and themselves as they follow safety procedures. This will help them in difficult and intense situations.



What I learned:

The initial app concepts are merely the beginning of the process. Each version of the app's design was informed by usability research and peer input.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



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