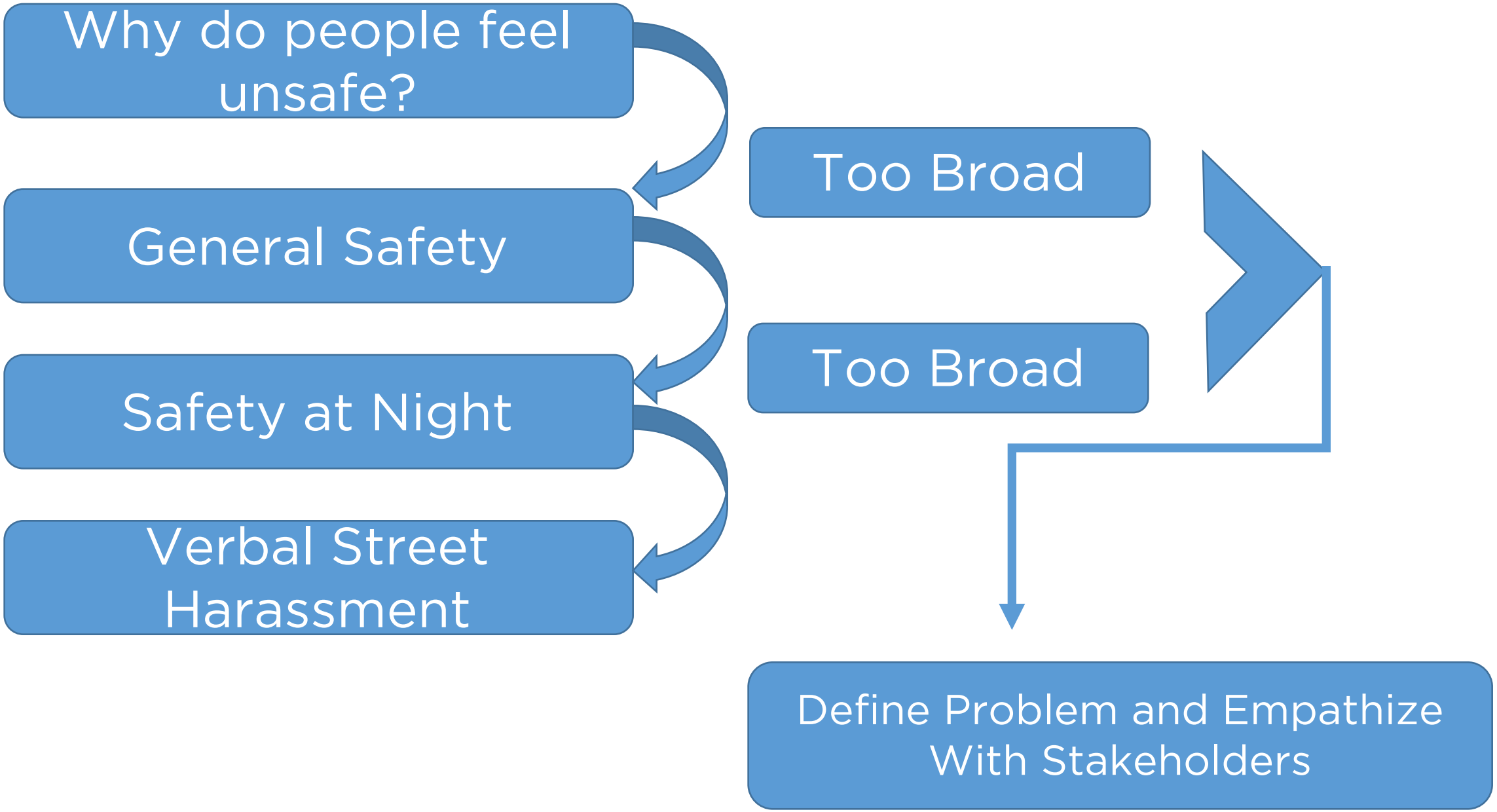
Our Design Leadership process began with finding a need.

What is Personal Safety?

Who feels safe/unsafe in public?

How do we understand their story

Irene Kuo Brainstorms


Why do people feel unsafe?
General Safety
Safety at Night
Verbal Street Harassment
Too Broad
Too Broad
Define Problem and Empathize With Stakeholders

Primary Stakeholders

How do we connect the dots?

Stakeholder Disparities

“Our patrol area is safe”
“No incidences.”

“I would see things if they were happening”
“I can’t think of any specific instances.”

“I don’t go outside unless I have someone with me.”
"I've never been scared ever, like, EVER. But I was scared when I came to Baltimore."

"I was walking home from work right on Cathedral Street and this guy started yelling from his car,
"Hey, bitch! Come back here. Let me see what you have under you clothes. I was scared he'd follow me in his car."

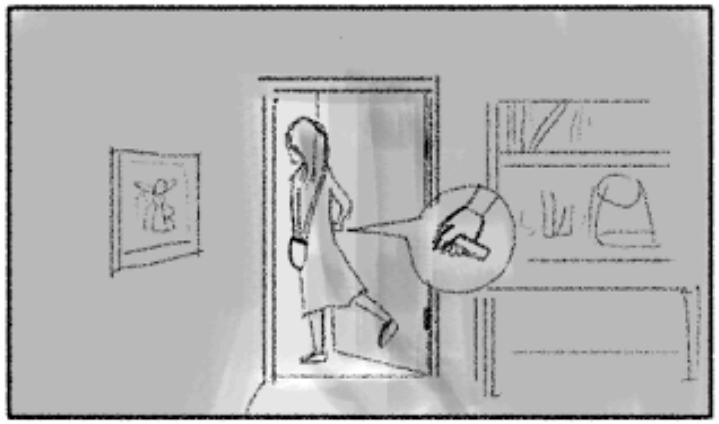
Understanding the Experience of Street Harassment

What is the Story?

1. Penny gets a text to come out

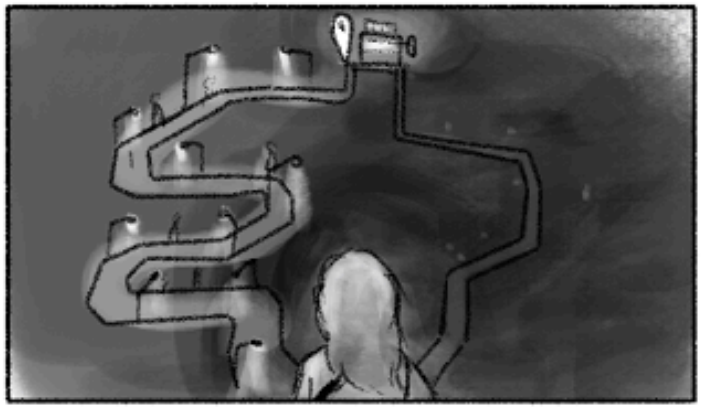
2. Penny ways her choice to go based on how she will get there

3. Penny gets ready to go out



4. Penny walks out the door. MACE in hand.

Penny's Experiences



5. Any chooses a longer well lit past over short journeys with less visibility.

6. While walking in well lit Street a man yells his sexual slurs at Penny from a SUV driving by.

7. Penny grips her mace and quickens her pace to arrive ASAP (She feels harassed)

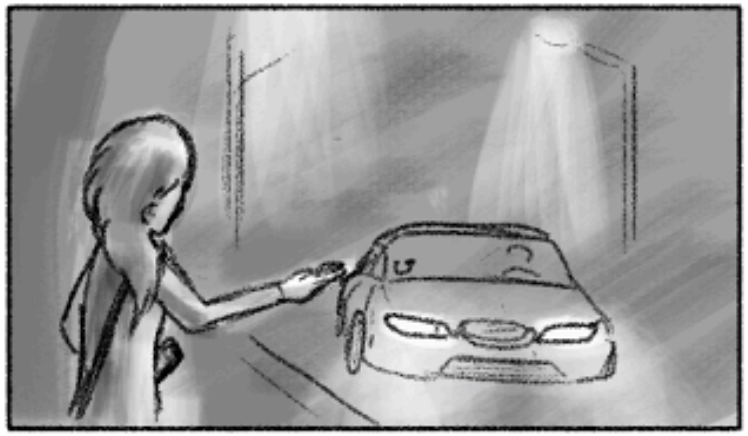
8. A man asks Penny to smile for him

What is the Cost to Penny?

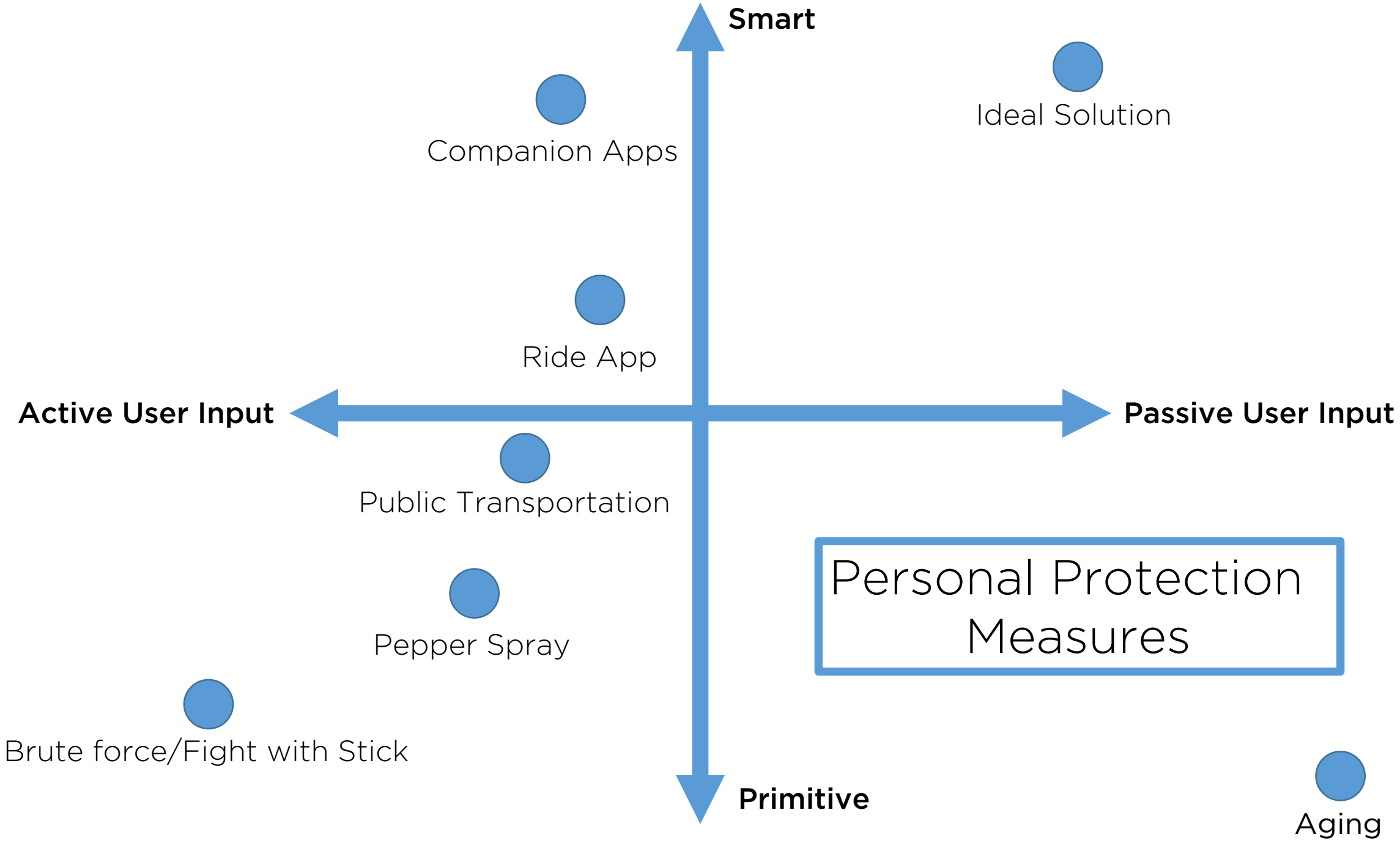
9. Penny feels like she shouldn't have left her safe home

10. Penny arrives at destination but is flusters

11. Penny cannot focus on having fun because she is worried about getting home.



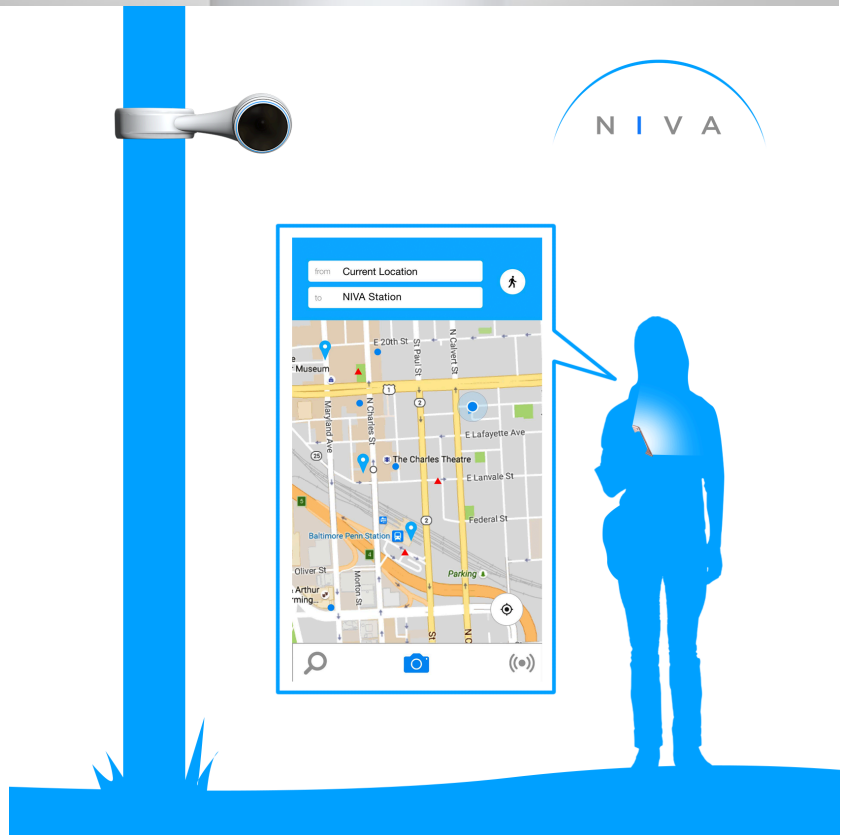
12. Penny spends personal funds for a ride home


Smart
Ideal Solution
Companion Apps
Ride App
Active User Input
Passive User Input
Public Transportation
Personal Protection Measures
Pepper Spray
Brute force/Fight with Stick
Primitive
Aging

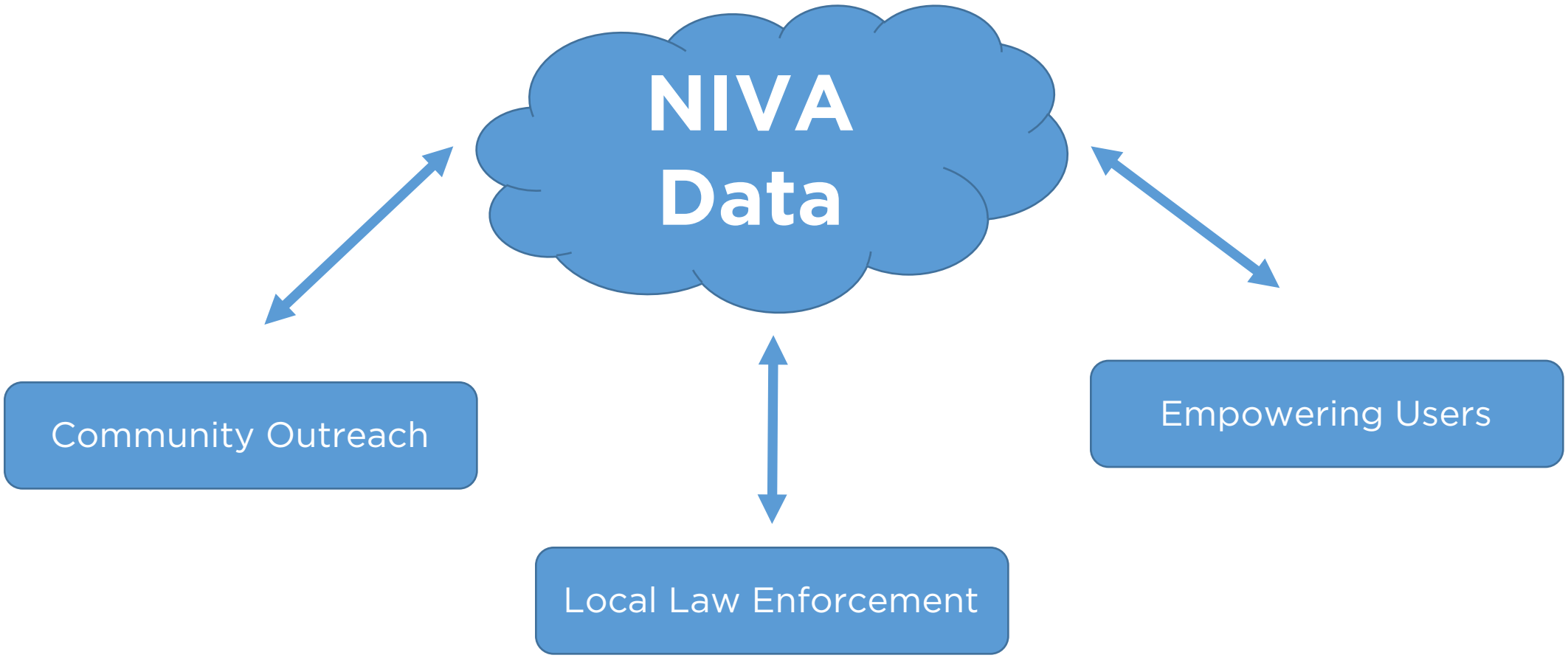
Project Appendix:

[Watch NIVA Product Overview video]

[Interactive App Demo]



An Invaluable Public Resource



“We want to go beyond training and public awareness, and develop new solutions offered by information and mobile technologies for women’s safety. The applications are so multi-faceted: these mobile apps, for example, can be used to improve city planning, integrate women’s safety issues in advocacy for infrastructure investment, aid in local governance, and increase citizen participation through real time incident reporting.”

- UN Women Safe Cities National Project Officer, Katherine Belen