

# Danger Ranger



WNM 810  
Midterm Presentation  
March 25, 2018  
Matthew Tominaga

# About Danger Ranger

Danger Ranger will be a native app

Currently it is a hybrid app for testing purposes

It is a safety walking guide for any major city

# Persona 1

Name: Mary Jane

Job: Wildlife Photographer

Age: 70

Location: San Francisco



Mary Jane, head of public relations of the National Marine Sanctuaries, is in charge of documenting recent marine life activity in the San Francisco Bay.

# User Story - Persona 1

Mary Jane is the head of public relations who documents marine life activity in the San Francisco Bay.

She needs to be able to travel short distances while carrying expensive camera gear without the risk of losing the gear. She knows the distance between her location and the next photoshoot area is short enough that she doesn't need a car or municipal transportation.

Mary Jane searches on her phone for the (Name TBD) app, opens it, and follows the app's directions.

# Persona 2

Name: Kristine

Job: Financial Analyst

Age: 25

Location: San Francisco



Kristine is a financial data analyst for Capital One located in the financial district in San Francisco.

# User Story - Persona 2

Kristine is traveling to work by bus early in the morning into the financial district. She sits on the window seat. As she looks out the window, she sees a man run and grab a person's phone out of their hands. She wants to alert others about this crime that could potentially happen to them.

Kristine already downloaded the app so she just needs to open it and publish the recent event.

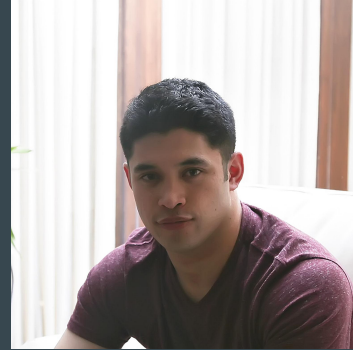
# Persona 3

Name: Jericko

Job: Occupational Therapist

Age: 28

Location: San Francisco



Jericko has just started his new job as an occupational therapist. He moved to San Francisco less than a month ago and would like to learn more about what kind of neighborhood he is living in.

# User Story - Persona 3

Jericko has just started his new job as an occupational therapist. He moved to San Francisco less than a month ago and would like to learn more about what kind of neighborhood he is living in. One of his buddies suggested looking into the Danger Ranger app so he could better understand his surroundings.

Jericko downloaded the app and started looking for information about what goes down in his neighborhood.



# Interviews



Leti Cottrell

Age: 40

Occupation: Scholarship Program  
Manager

Origin: San Francisco

Location of Interview:

Mission District, San Francisco



Hendrik Schmitt

Age: 33

Occupation: Filmmaker

Origin: Frankfurt, Germany

Location of Interview:

Fort Mason Center, San Francisco



Derek Wetzel

Age: 31

Occupation: English Teacher

Origin: Burlington, MA

Location of Interview:

Mission District, San Francisco

# Interview Questions

How often do you walk distances that require directions?

What time of day do you most frequently walk?

What goes through your mind when/if you are walking alone?

Are you looking at a mobile device when you are walking?

If yes, are you aware of your surroundings?

How do you get your most up-to-date news information?

Do you ever follow a map when you walk?

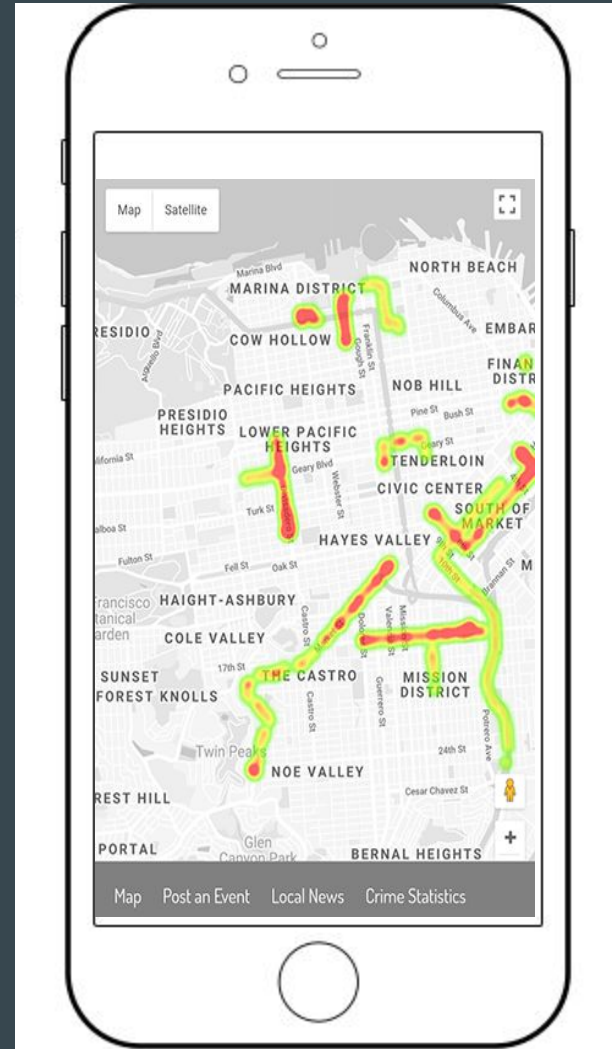
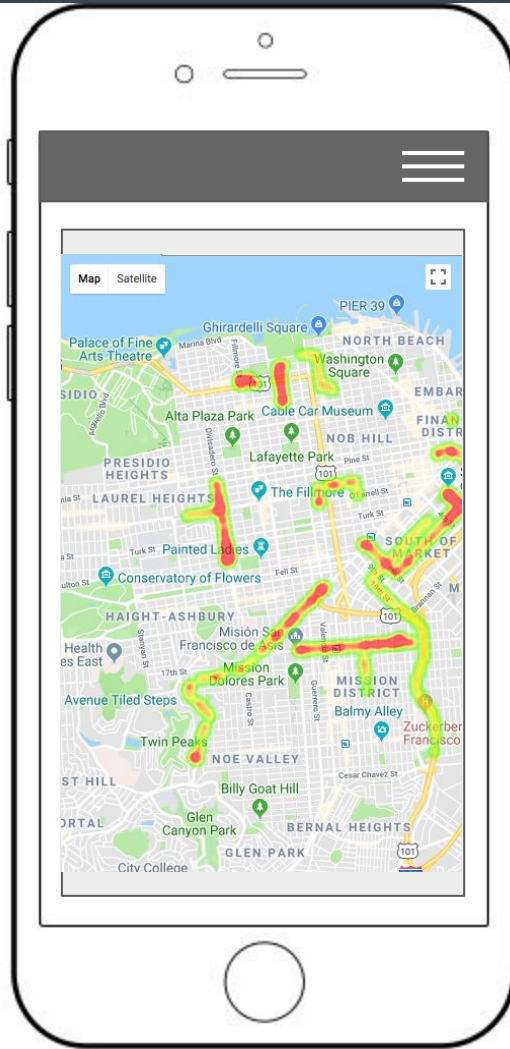
What challenges do you face when traveling on foot?

# Before & After

## Task 1 - 2/2

Changed map style to grayscale so it is easier to see the areas highlighted.

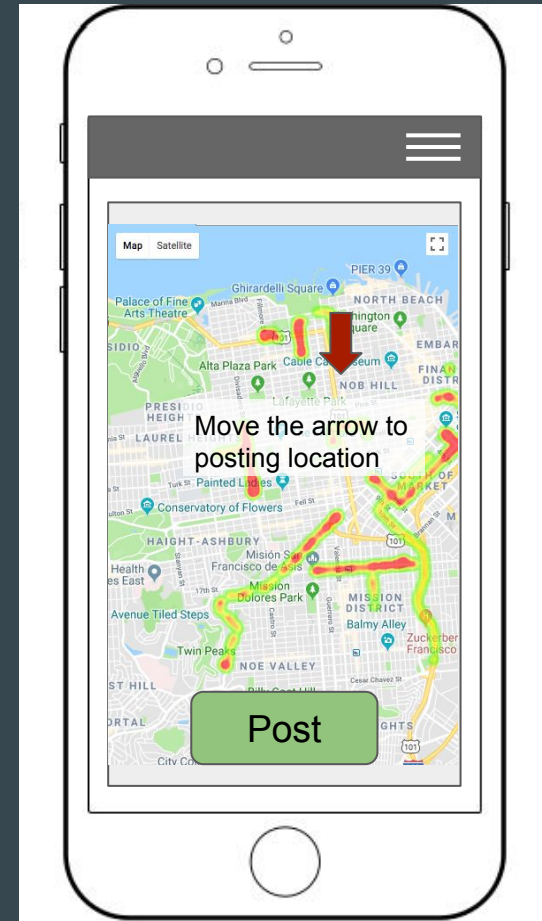
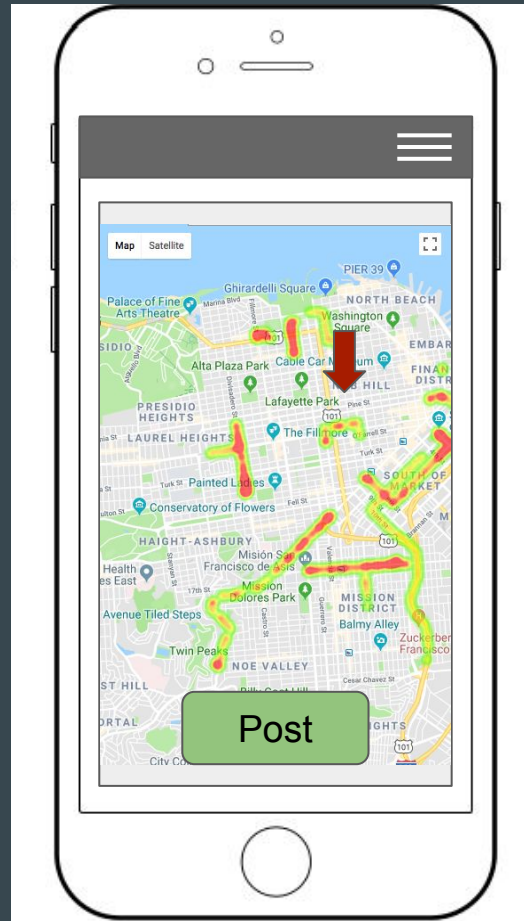
Navigation is now on the bottom



# Before & After

## Task 2 - 3/4

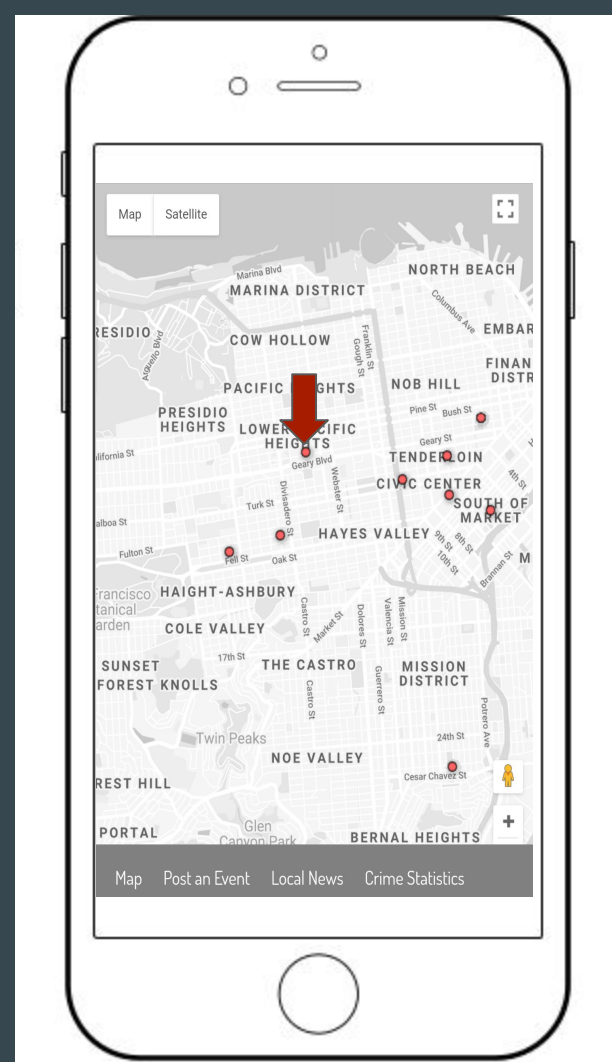
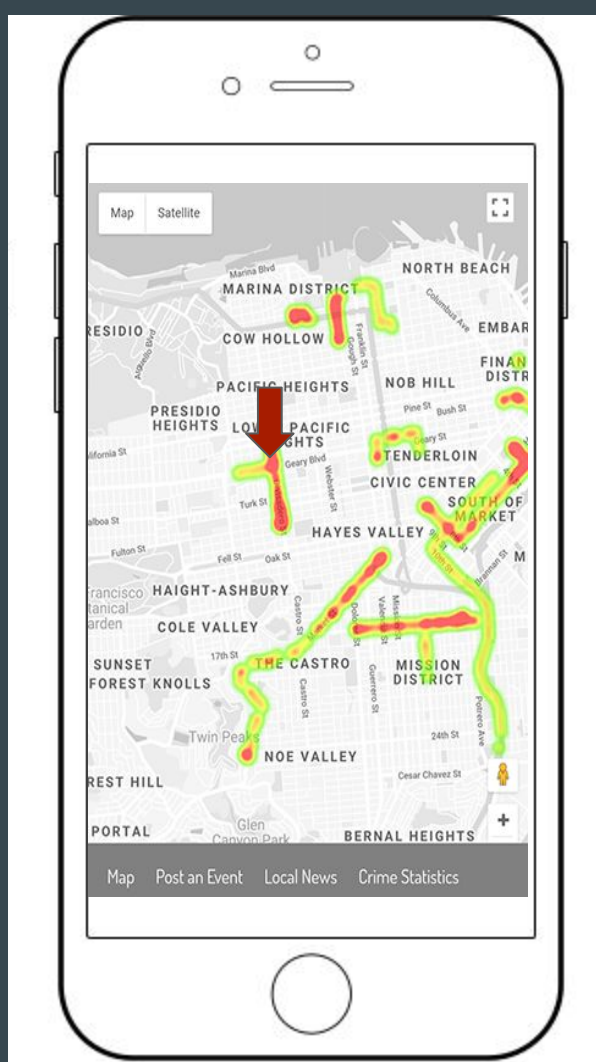
Added an informational textbox for what to do with the arrow that will disappear after moving it.



# Before & After

## Task 2 - 4/4

Changed heatmap to markers so that it is clickable to see descriptions.



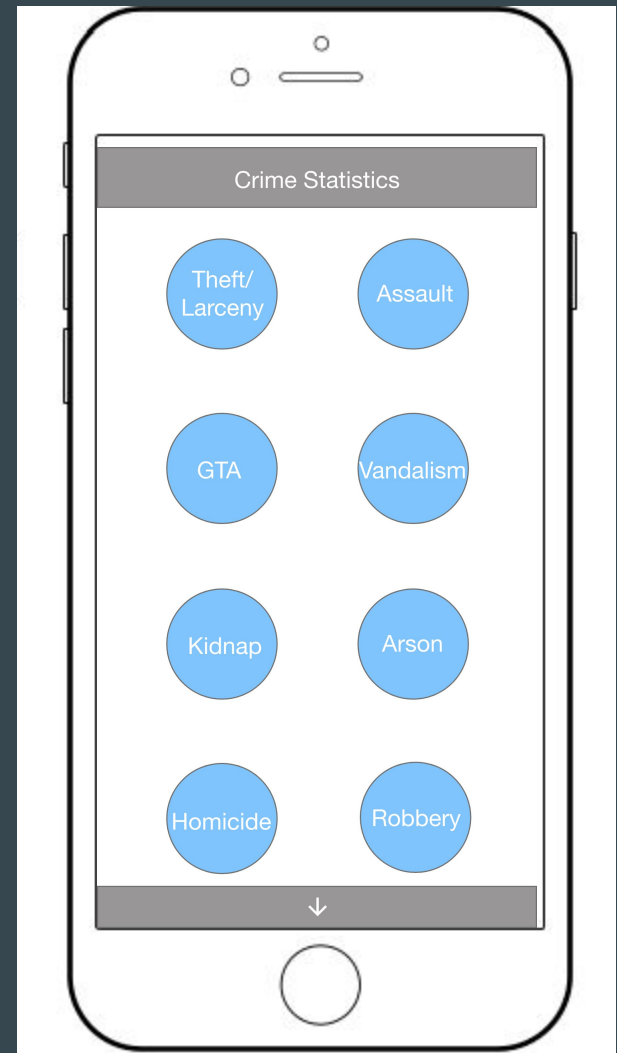
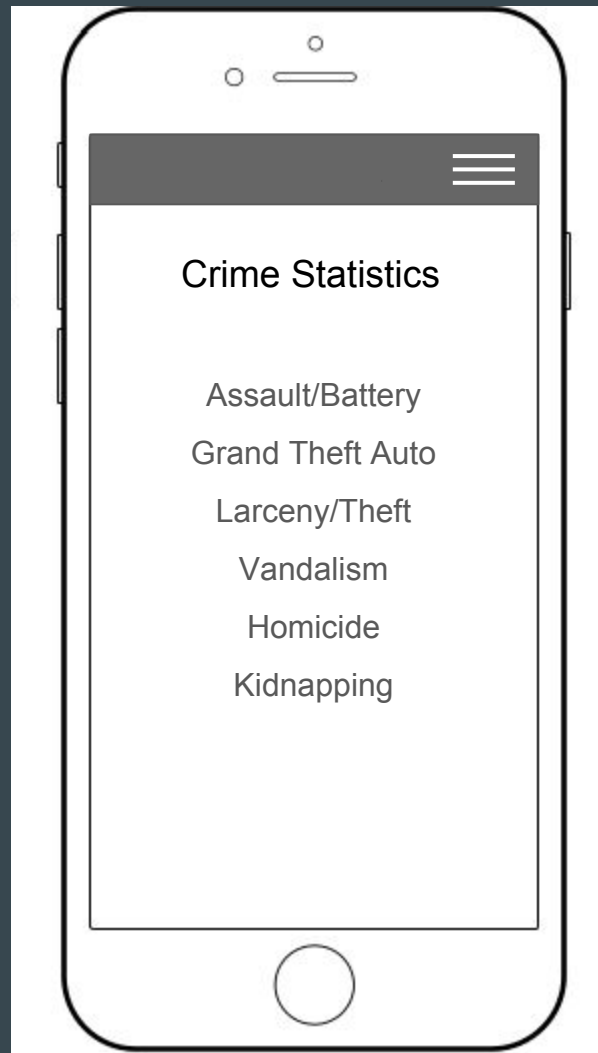
# Before & After

## Task 3 - 2/5

Changed layout to a grid format.

Replaced list of categories with icons.

Navigation now at bottom.



# Links

[Proof of Concept/Paper Prototype](#)

[Task Sheet for Prototype Testing](#)

[Target Audience Interviews & Results](#)

[Testing Results](#)

[Journal](#)