



Out Without Doubt

# Elevator Pitch

Out Without Doubt (OWD) is a native application to safely guide users throughout select cities by method of foot travel. OWD will alert the user of potential hazards and caution them to take appropriate steps to avoid the situations. Data can be accessed in the application, which is updated daily based on the local police's criminal activity records.

# The Problem

## Increase of Population

- Job Growth
- Wealth
- Tourism



## Increase of Misdemeanors

- Petty Theft
- Vandalism
- Disorderly Conduct
- Reckless Driving

# The Solution

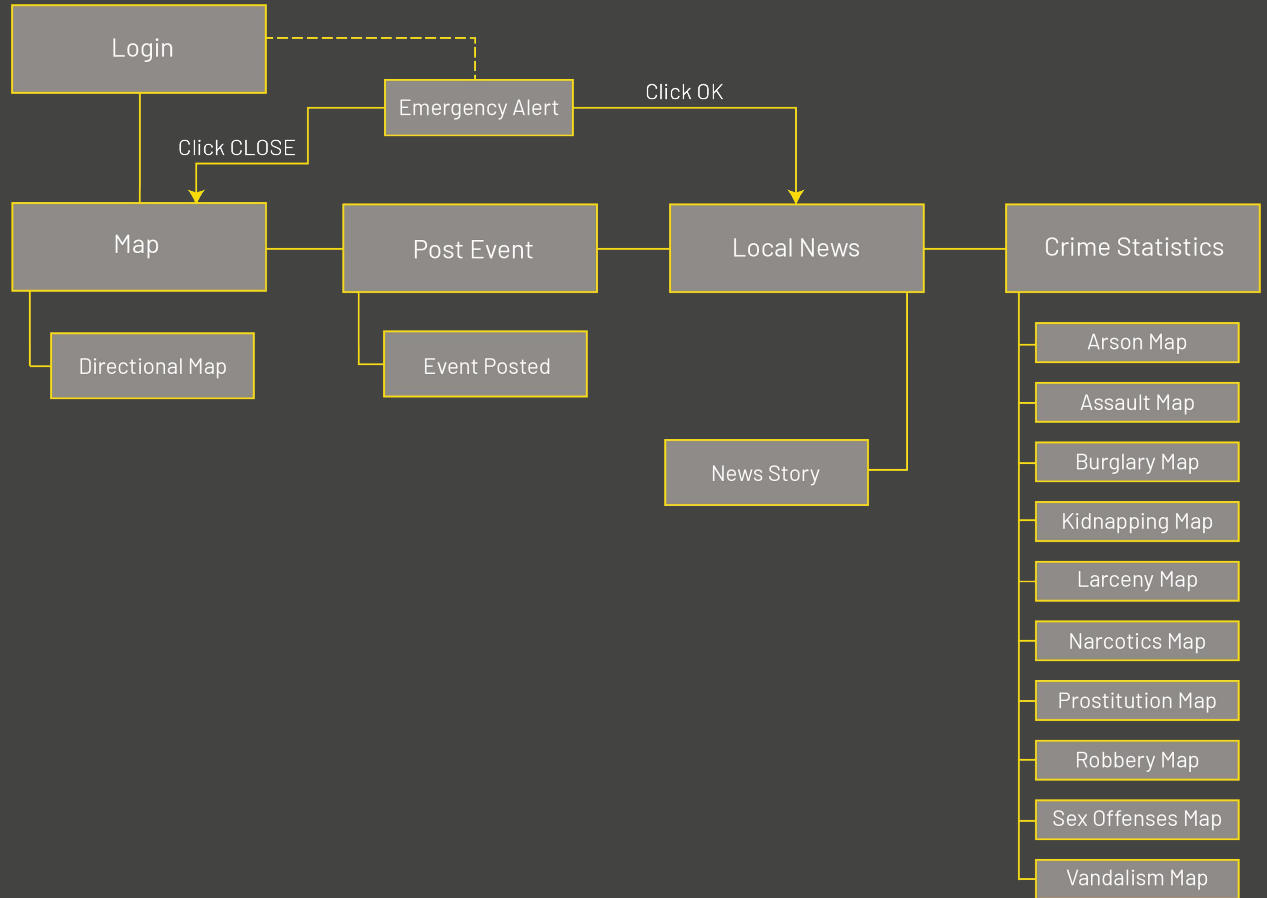
Out Without Doubt (OWD) is:

- Relatively real-time, updated daily
- Informative
- Data shows daily hotspots
- User involved for most current events

# Target Audience

- Foot Travelers (anyone able to walk)
- Bicyclists
- Ages 10-75

# Information Architecture



# Moodboard

The moodboard includes several key elements:

- Top Left:** A blue graphic with a laptop labeled 'ACCESSIBILITY' and various icons representing different types of disabilities.
- Top Right:** A circular color wheel with a black center labeled 'HIGH CONTRAST' and the text 'ACCESSIBLE DESIGN A BEGINNER'S GUIDE'.
- Middle Left:** A grid of 24 white icons on a dark background, representing various accessibility needs.
- Middle Right:** A saturation color scale and a table of contrast ratios.
- Bottom Left:** A 2x3 grid of colored icons representing accessibility: eye, wheelchair, hearing aid, magnifying glass, CC logo, and mobile devices.
- Bottom Right:** A graphic showing a person icon on a laptop with various accessibility icons around it.

Contrast Ratio	Result
1.27:1	Low contrast ✖
1.45:1	Low contrast ✖
6.41:1	High contrast ✔
8.66:1	High contrast ✔

**Accessible Header**  
Font: Barlow Bold, #FEDA00, 24pt

**Accessible Subhead**  
Font: Oswald Book, #0ABDD5, 24pt

**Accessible example sample link**  
Font: Barlow SemiBold, #EF462C, 16pt

Font: Barlow Light, #414042, 15pt

# Logo Concepts

with <sup>d</sup>OUT<sub>b</sub>

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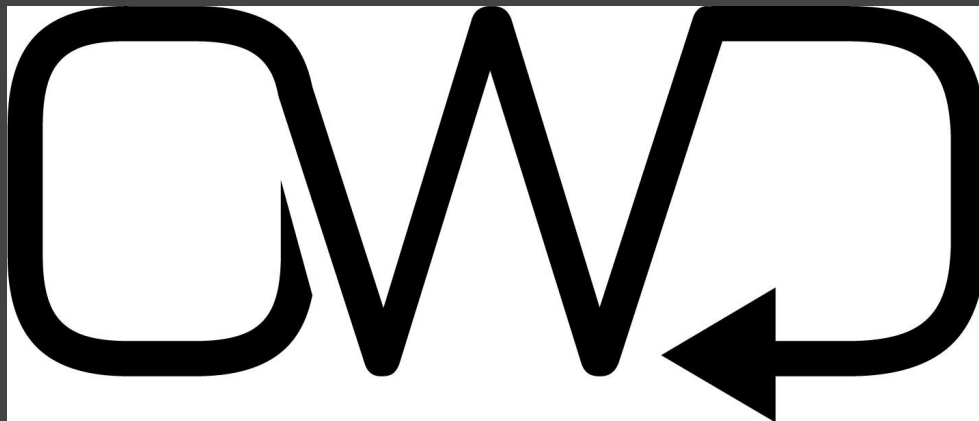
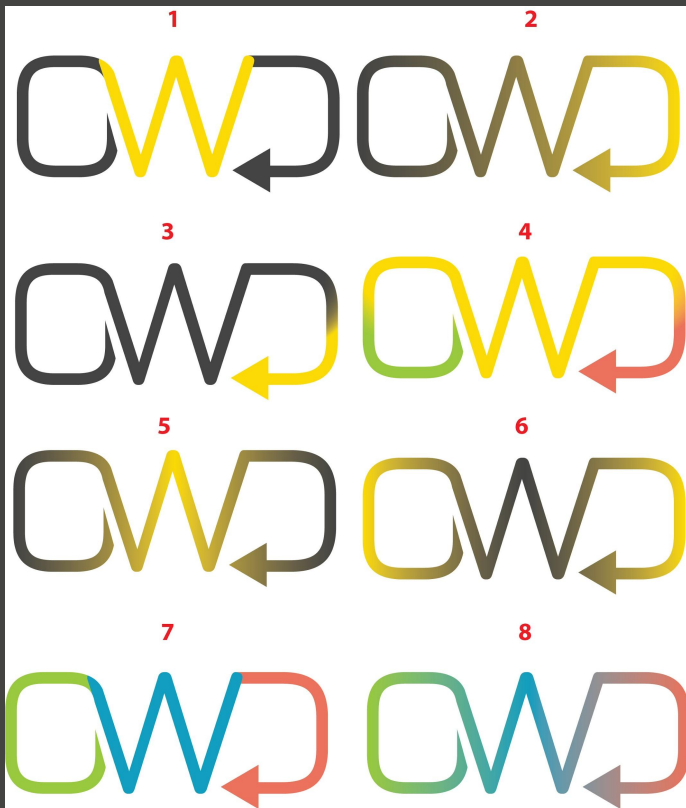
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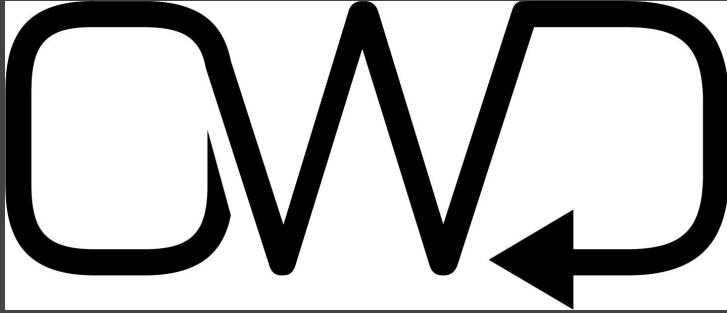
5.3



# Logo Concepts



# Logo Design - Final Design



# UI Style Guide



## UI Style Guide

### Typography .....

## Barlow

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,?:;!@#%&\*()

Header **Bold 900**  
Subheader **Semibold 600**  
Body Regular 400  
Link **Medium 500**

### Typography Example .....

## Header

### Subhead

Toreptati totas excescil int volecat expe comnis sit  
apist quodi reniendi dolumquis ut quas.  
Nem deliquis andenimus >>

### Logo .....

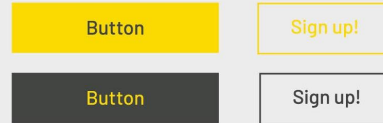


### Color Palette .....



**Red** #E9715C 233 | 113 | 92  
**Yellow** #FDD900 253 | 217 | 0  
**Gray** #434442 67 | 68 | 66  
**Green** #9ACA3D 154 | 202 | 61

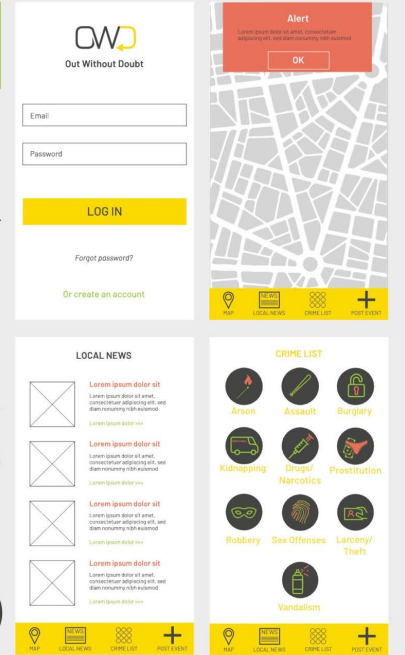
### Buttons .....



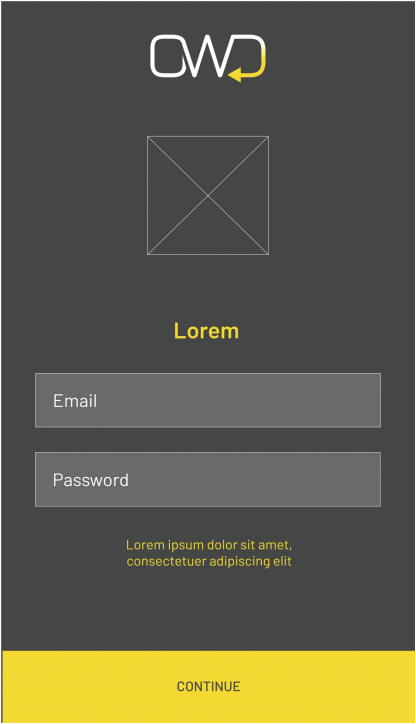
### Category Icons .....



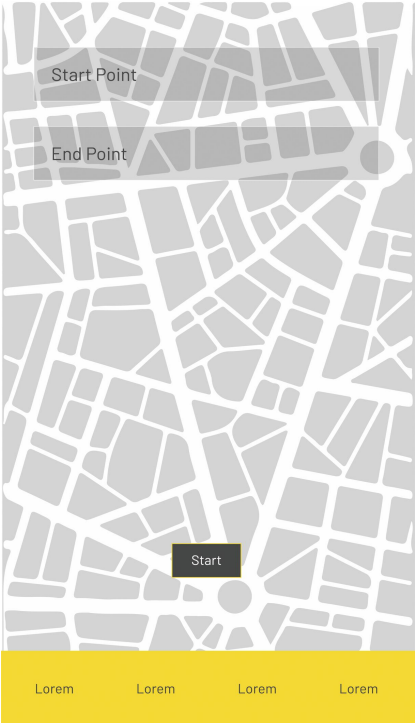
### Screens .....



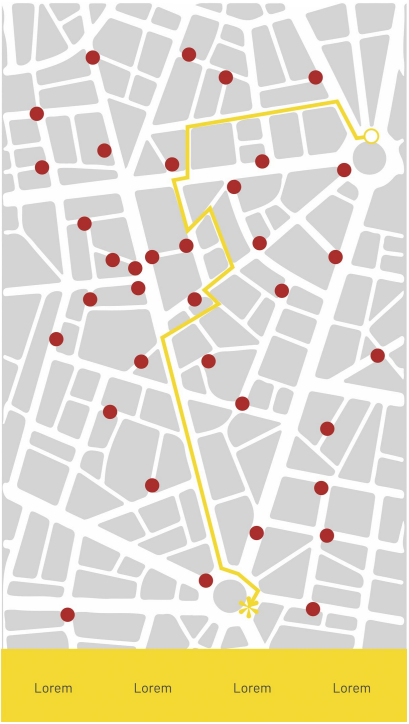
# Low Fidelity Wireframes



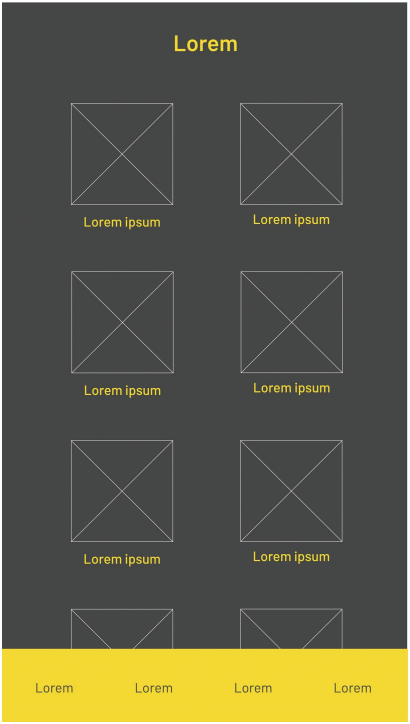
**Login Page**



**Map Page (Home)**

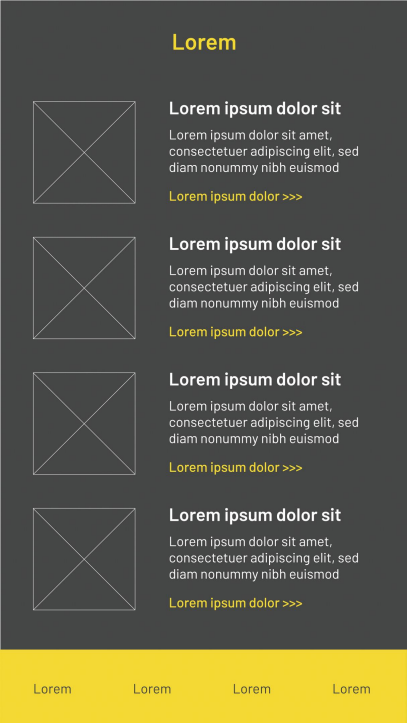


**Directional Map**



**Crime Statistics**

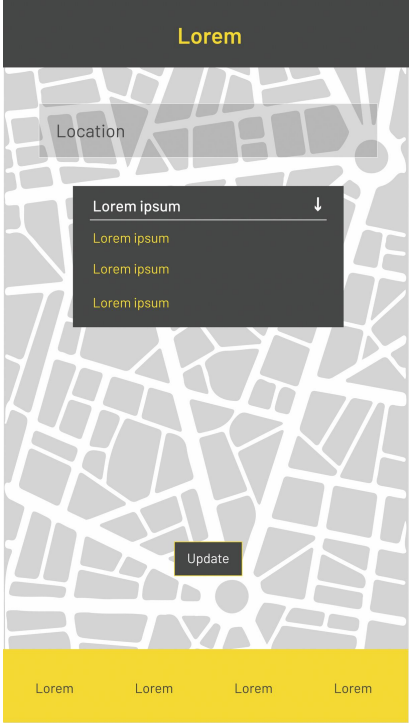
# Low Fidelity Wireframes



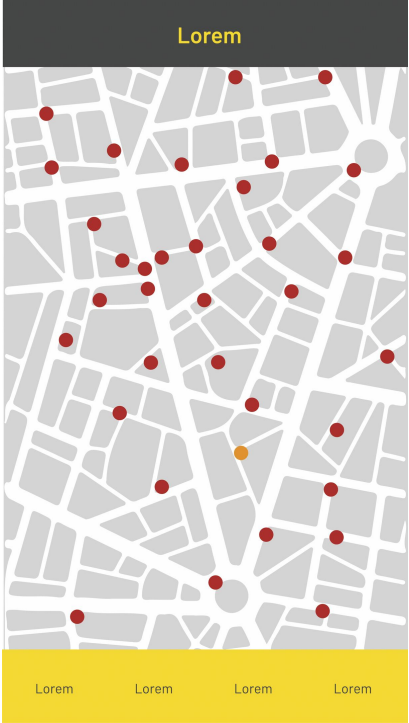
Local News



Individual News Page



Post Event



Event Posted

# Use Case 1 Diagram

## Safely Going Home at a Certain Time

As a teacher working in an area known for gang vandalism, I want to keep my students safe as well as myself when travelling to and from work.

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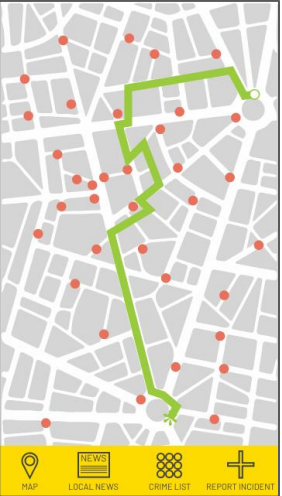
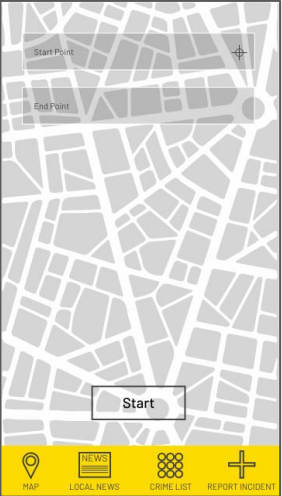
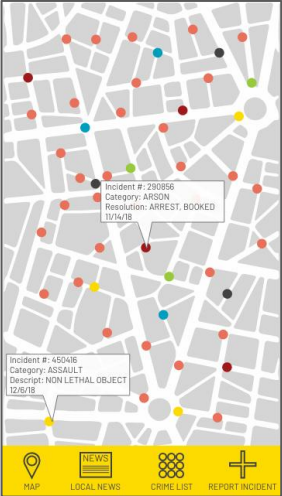
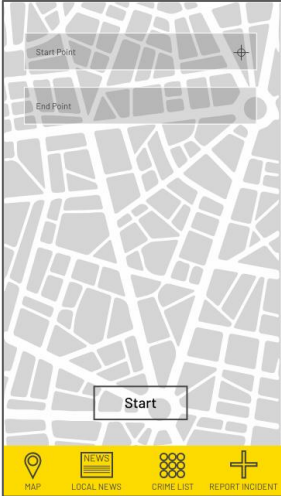
Email

Password

LOG IN

Forgot password?

Or create an account



# Use Case 2 Diagram

## Go Home During an Active Shooter Situation

My school just got taken off of lockdown because an active shooter was at a neighboring building. Even though my school is off lockdown, I am still shaken up and I want to avoid the situation near me.

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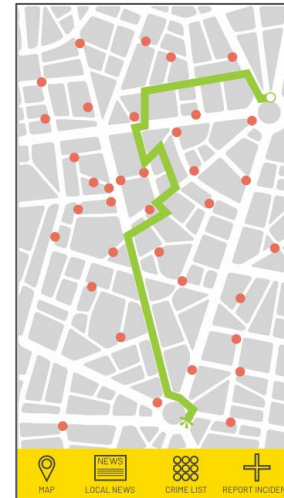
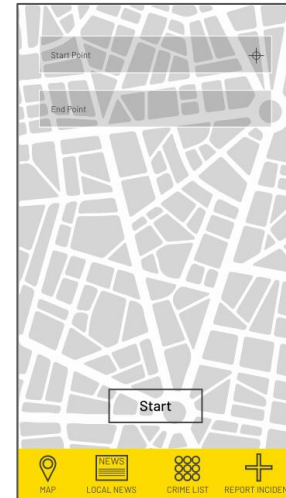
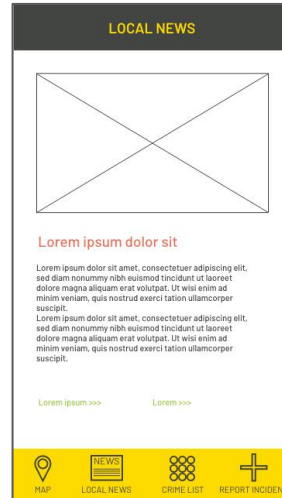
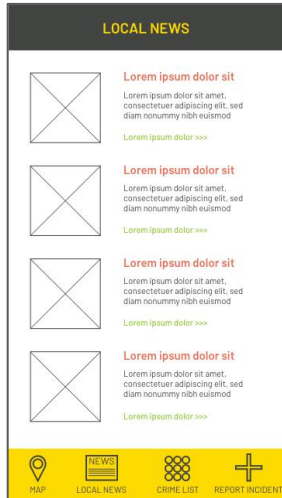
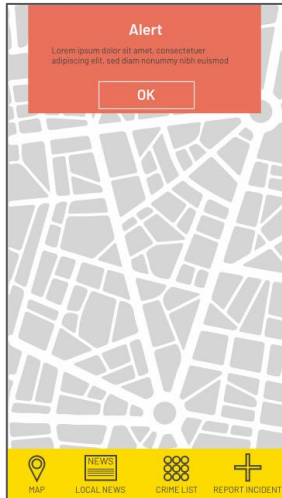
Email

Password

LOG IN

Forgot password?

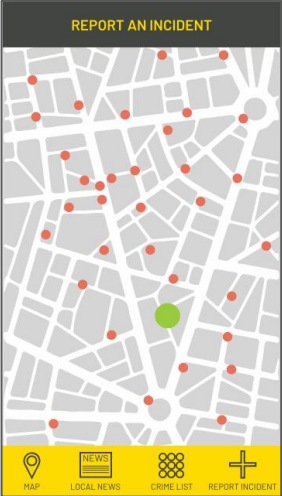
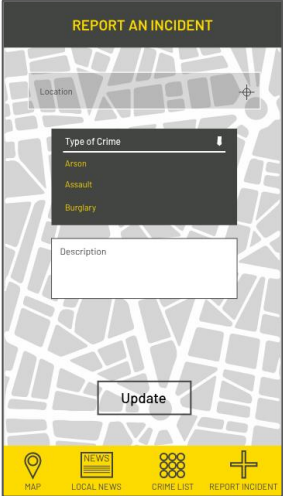
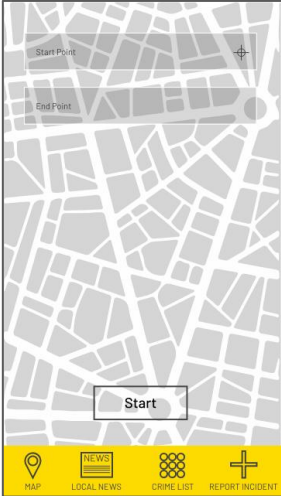
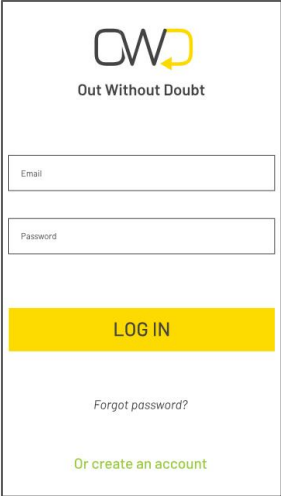
Or create an account



# Use Case 3 Diagram

## Post an Event After Hours

As a college student stuck in the library studying into the late hours, I need to alert any other students about the homeless encampment outside.





# Use Case 4 Diagram

## Being a Tourist on Vacation

It's the first day visiting this major city. I don't have a car and I don't know the transportation system so I will need to walk. Some locals informed me which neighborhoods to avoid, but I don't know where they are located.

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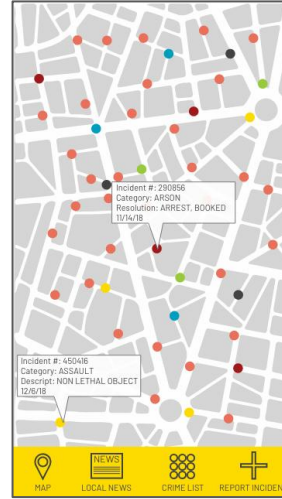
Email

Password

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# Use Case 5 Diagram

## Patrolling the Streets

As a rookie police officer, my first task given to me is to patrol the heaviest minor felony, crime-ridden streets. I have the data, but a visual guide would benefit me much more.

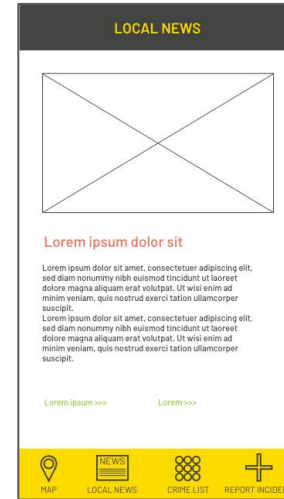
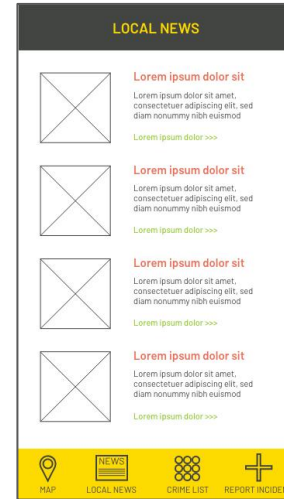
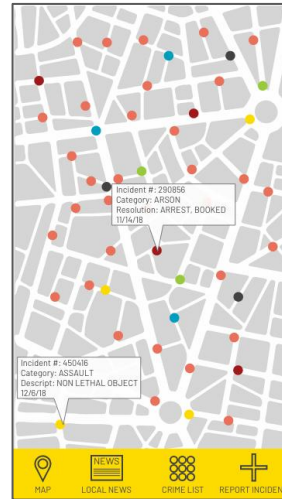


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# Timeline until Final Review

## Spring '19 Semester

- WNM 810: User Experience
  - Finalize target audience
  - User personas
- Finalize main coding of project
  - Switching back to OpenStreetMap
  - Geojson instead of Google Fusion Tables (discontinued in Aug. 2019)

## Fall '19 Semester

- Preparing for Final Review and whatever else needs to be worked on

# Links

[Project built with Ionic](#)

[Proof of Concept](#)

[Clickable Prototype](#)

[Clickable Prototype with Alert  
feature](#)

[WNM 820\\_2 Journal](#)