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
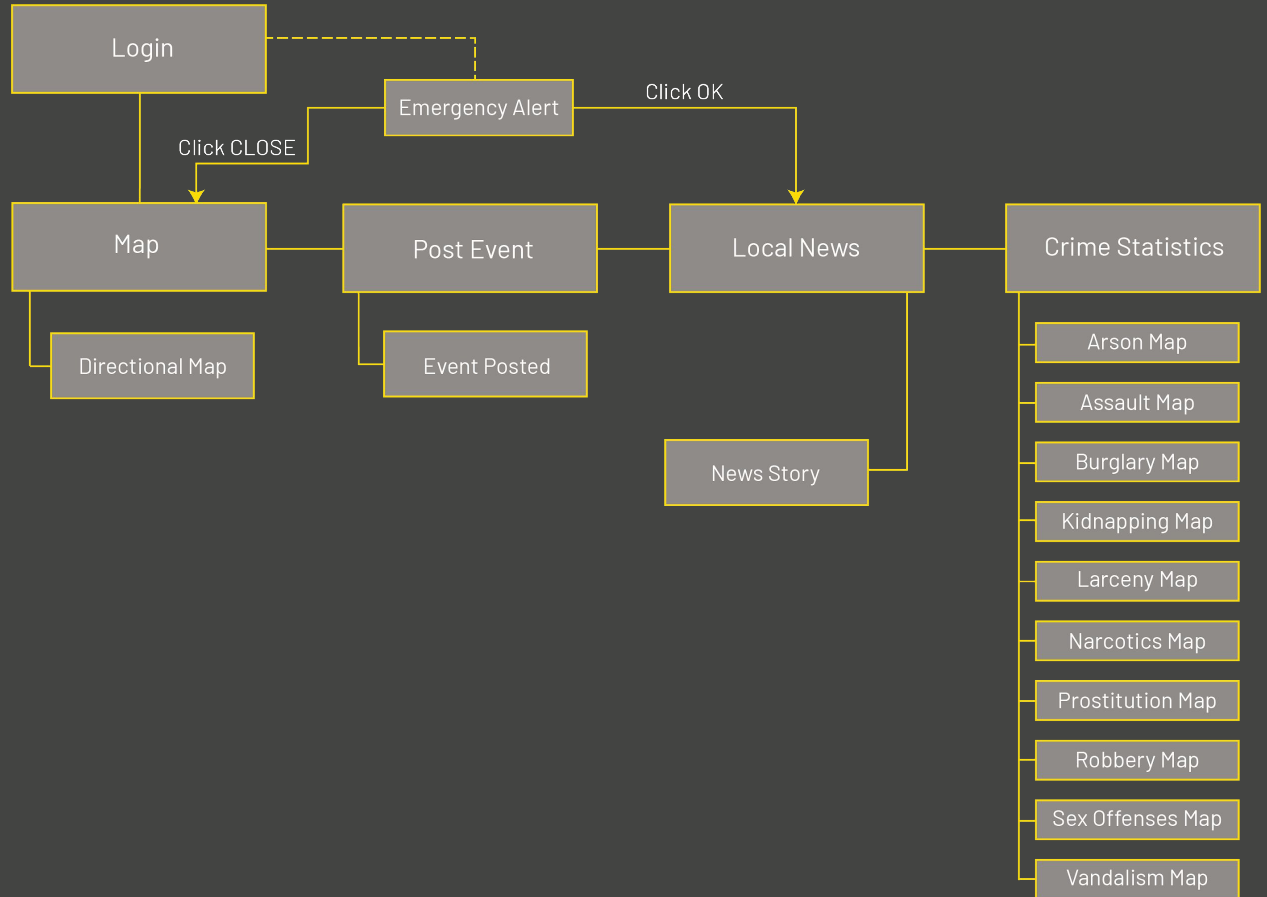- Reckless Driving

The Solution

Out Without Doubt (OWD) is:

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

Target Audience

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

Information Architecture

Login

Emergency Alert

Click CLOSE

Click OK

Map

Post Event

Local News

Crime Statistics

Directional Map

Event Posted

News Story

Arson Map

Assault Map

Burglary Map

Kidnapping Map

Larceny Map

Narcotics Map

Prostitution Map

Robbery Map

Sex Offenses Map

Vandalism Map

Moodboard

Logo Design - 1st Drafts

Logo Design - Final Design
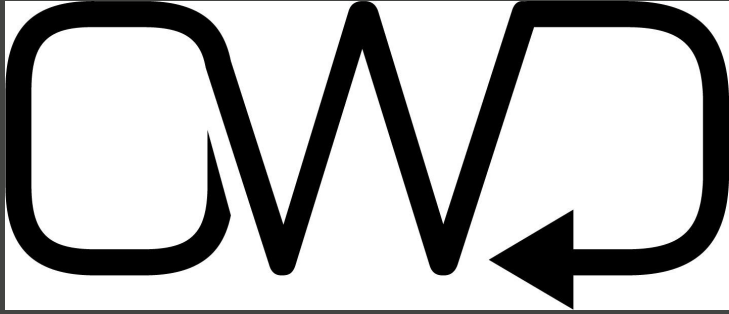
UI Style Guide

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.
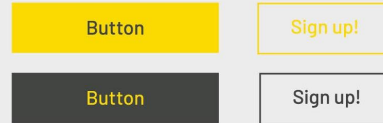Nem deliquis andenimus >>

Logo

A Step in the Right Direction

Color Palette

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

Buttons

Button

Sign up!

Button

Sign up!

Category Icons

Arson Assault Burglary Kidnapping Drugs/ Narcotics

Prostitution Robbery Sex Offenses Larceny/ Theft Vandalism

Screens

OWD
Out Without Doubt

Email

Password

LOG IN

Forgot password?

Or create an account

MAP LOCAL NEWS CRIME LIST POST EVENT

Alert
OK

MAP LOCAL NEWS CRIME LIST POST EVENT

LOCAL NEWS

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CRIME LIST

Arson Assault Burglary

Kidnapping Drugs/ Narcotics Prostitution

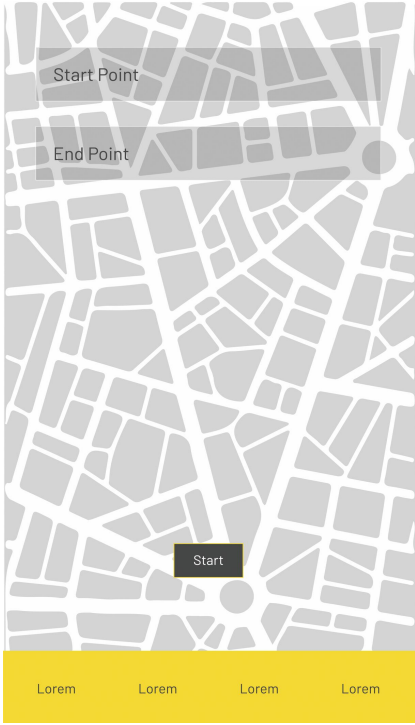Robbery Sex Offenses Larceny/ Theft

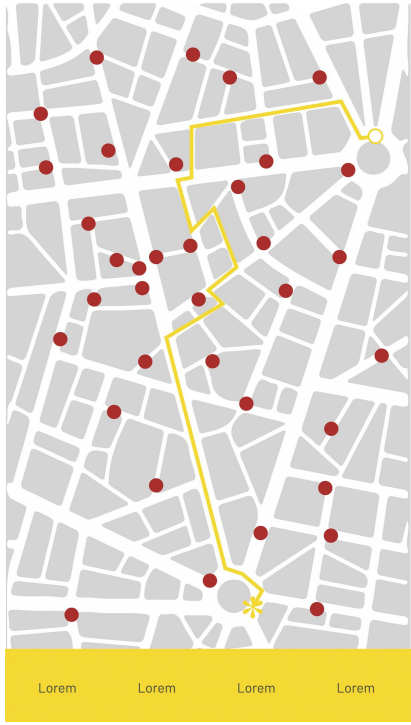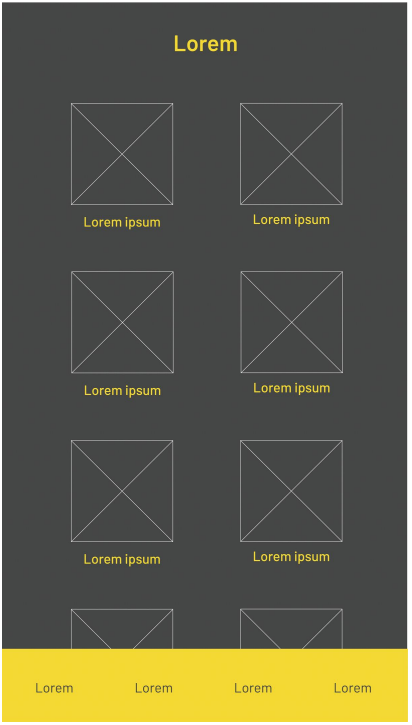Vandalism

MAP LOCAL NEWS CRIME LIST POST EVENT

Low Fidelity Wireframes

Login Page

Map Page (Home)

Directional Map

Crime Statistics

Start Point

End Point

Start

Lorem

Email

Password

Lorem ipsum dolor sit amet, consectetuer adipiscing elit

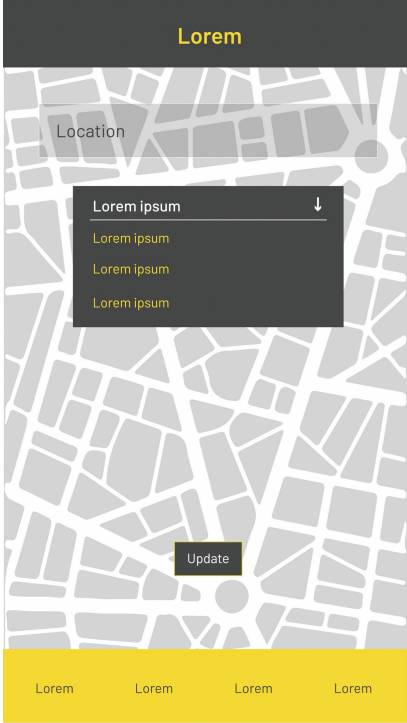CONTINUE

Lorem

Lorem ipsum
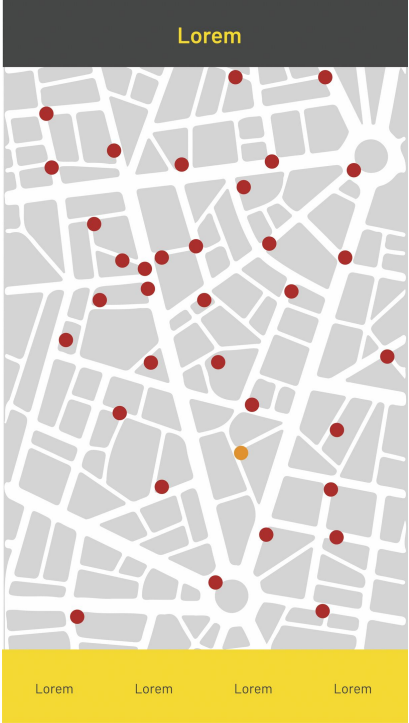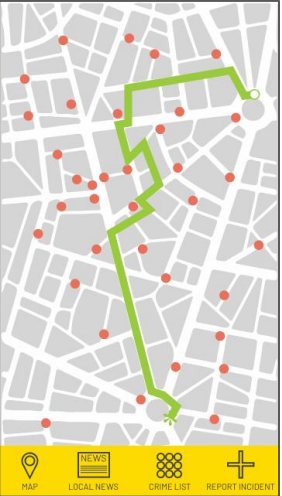
Low Fidelity Wireframes
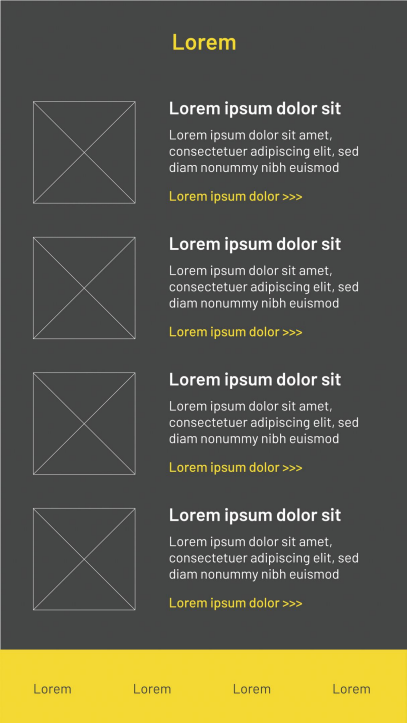
Local News

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.
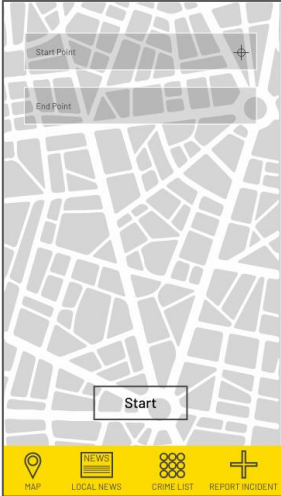
Use Case 2 Diagram

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.
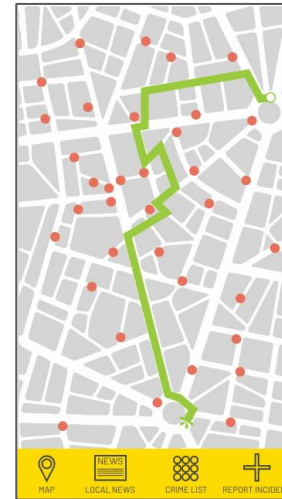
Use Case 3 Diagram
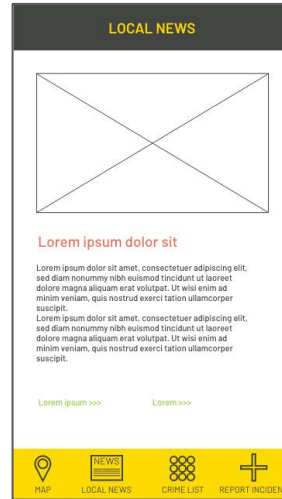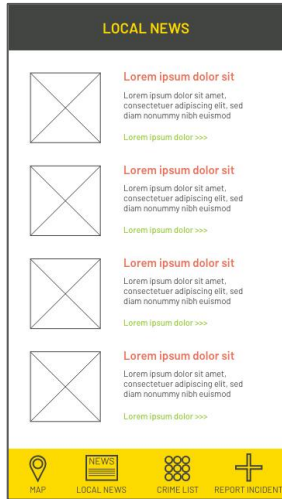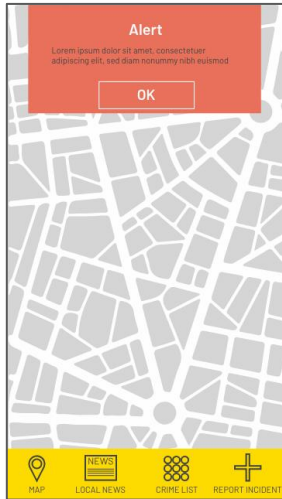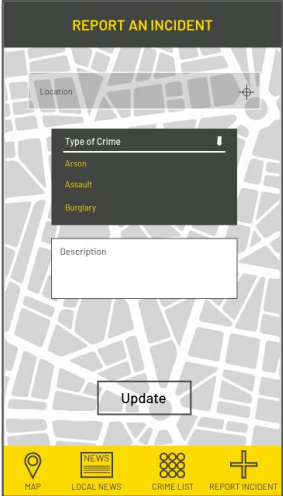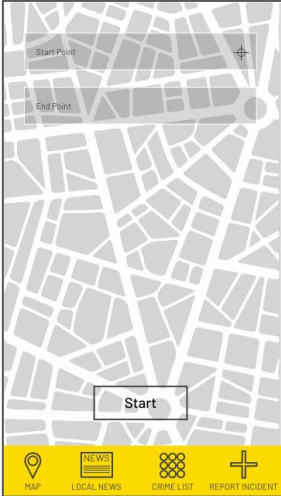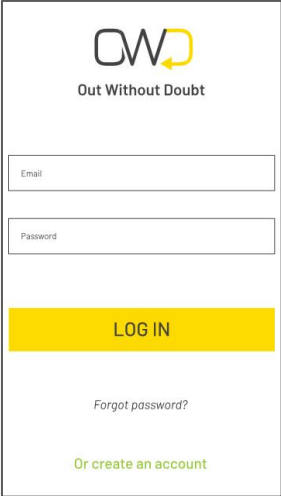
Post an Event After Hours

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.
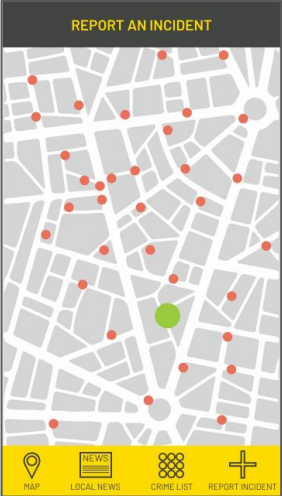
Use Case 4 Diagram

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.
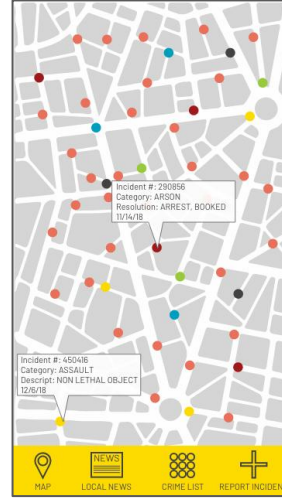
Use Case 5 Diagram A

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.
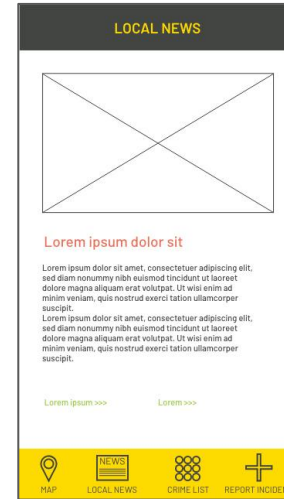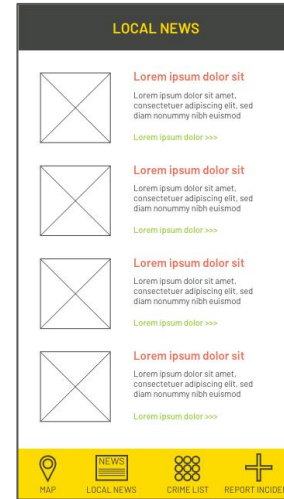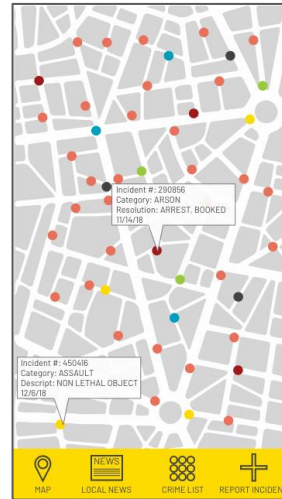
Proof of Concept

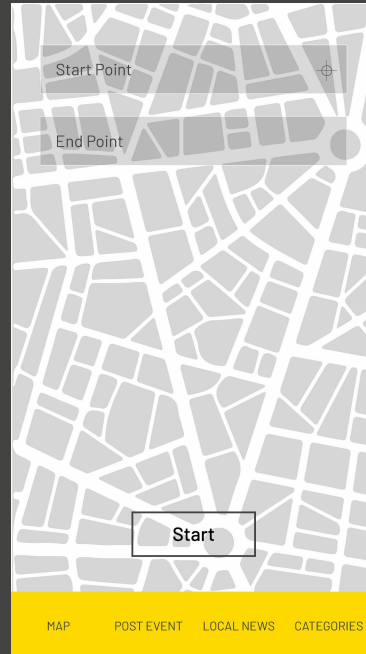[Link to Proof of Concept](#)

Clickable Prototype

[Clickable Prototype](#)

[Clickable Prototype with Alert feature](#)

User Testing Results: Navigation

Before

After

- Icons instead of text navigation
- Rename Post Event to Report Incident
- Rename Categories to Crime List

User Testing Results: Map Legend

Before

After

- Change marker color by crime committed
- When marker is tapped, a description box will pop up explaining the event that occurred.

MAP   POST EVENT   LOCAL NEWS   CATEGORIES

Incident #: 290856
Category: ARSON
Resolution: ARREST, BOOKED
11/14/18

Incident #: 450416
Category: ASSAULT
Descript: NON LETHAL OBJECT
12/6/18

MAP   LOCAL NEWS   CRIME LIST   REPORT INCIDENT

User Testing Results: Crime List

Before

After

- Paper prototype was in a list format; Clickable prototype was in a 3-column grid
- Icons are now more cohesive
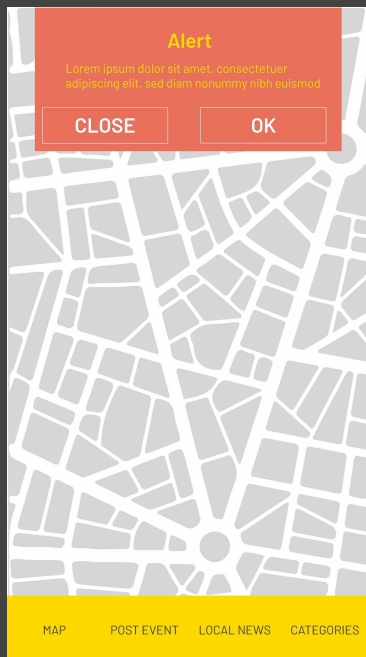- Removal of yellow text as it was hard to read
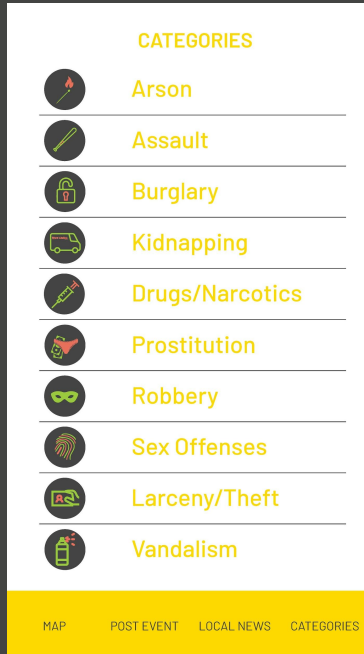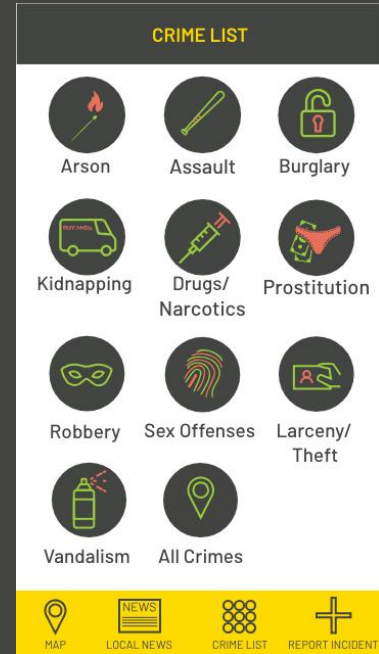
User Testing Results: Alert Box
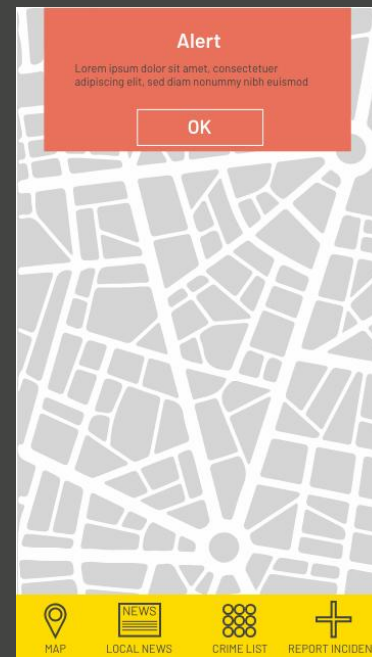
Before

After

- Removal of Close button as it meant the same as OK

- Changed Alert text from yellow to white
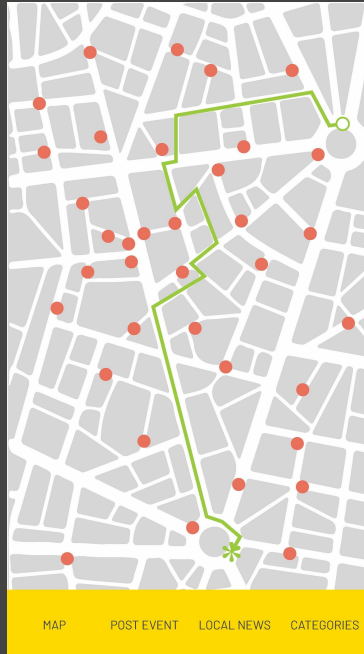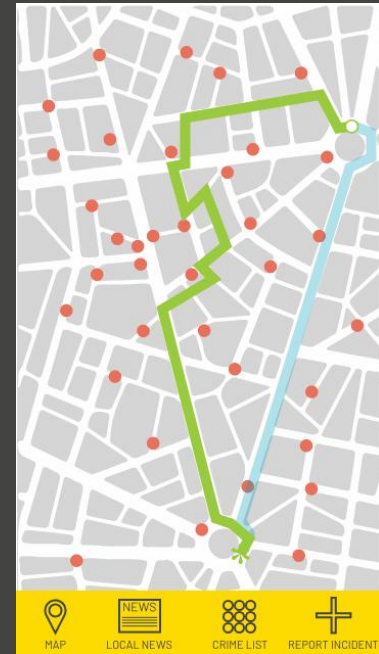
- Changed description text from yellow to gray

User Testing Results: Directional Service

Before

After

- Additional routes for a user to choose
  - Need to add distance and time information

Conclusion

I want my MFA thesis to help improve the quality of traveling without needing a watchful eye around your surroundings. Out Without Doubt could hopefully provide that sense of security. At the end of the semester, I have found that my visual design for my project is better represented now than what it was in the beginning of the term.