MIA

The focus is to create a product that will use wearable tech to the best of its advantage. Trackers in wearables can be used to help people in times of need.

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RESEARCH

SUMMARY

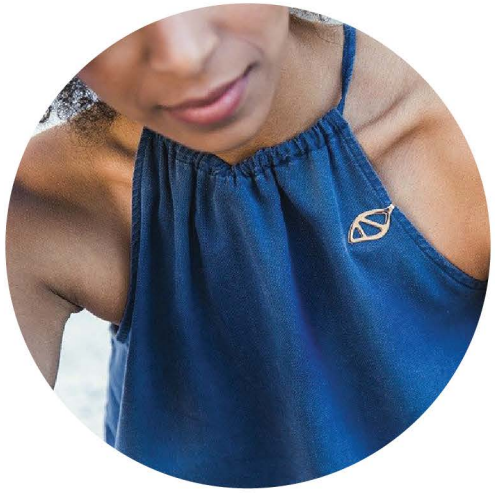
Human trafficking has become a more recognizable form of illegal activity now to date. In cases involving the missing Washington DC girls and stories of young women becoming mysteriously missing, coming out with wearable tech to help decrease the rate has come to our attention. 80% of human trafficking victims are female and half of that percentage is children. That is approximately 600,000 to 800,000 abductions per year. Human trafficking generates $150.2 billion in illegal profits.

Integrating tracking and wearable tech may help keep women from becoming missing person cases. Designing stylish wearable jewelry and/or any other forms of subtle wearables that will be hard to detect.

COMPETITORS

CUFF

hidden tracker in a bracelet or necklace, send alerts to family members, vibrates when an alert is sent



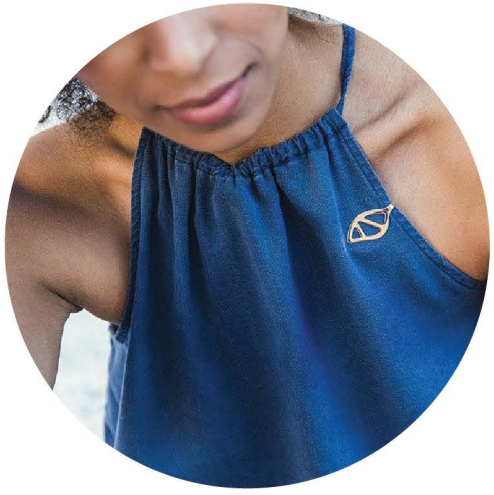
BELLABEAT

hidden wearable tracks breathing patterns and track body changes

EVALUATION

CUFF

The device does not connect to app or work in general. Went out of business due to scamming customers into purchasing a non-existing product



BELLABEAT

Syncing is a pain, a bit heavy when clipped, the app needs more work

AUDIENCE

PRIMARY

Females, ages 15-older who are common victims of human trafficking or abduction

SECONDARY

Family and friends who are close to the primary user and who the primary wants to notify about their whereabouts

TERTIARY

Police who are involved with the current trafficking cases going on in the area

PERSONAS

Emily Age 25 Married

Location: Walnut Creek, CA

Occupation: Graphic Designer

Emily is a graphic designer who consistently travels to the city for work. Sometimes Emily is given large projects that cause her to stay in the office late. The city leaves an unsettling feeling for Emily at night and she doesn't want her husband to worry about her whereabouts. MIA will help give her husband ease knowing where she is and she is a button click away to alert there is danger.

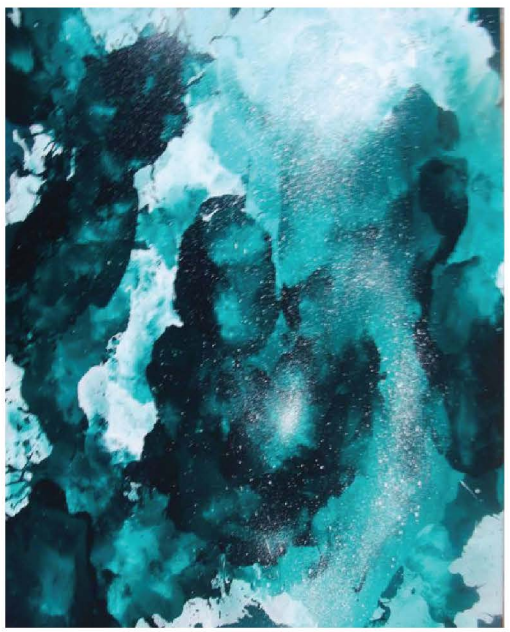
Jenna Age 17 Single

Location: Richmond, VA

Occupation: Student

Jenna is getting ready to graduate high school soon. Her family is not ready to have her move out and go to another state for college. Luckily, Jenna's mother found MIA and learned about its features. Jenna's mother will use this to keep tabs on her daughter.

MOOD BOARD



FRAMEWORK

TYPE *Avenir*

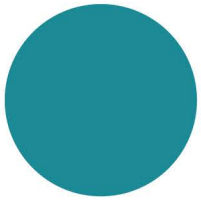
BOLD
ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ

SEMI-BOLD
ABCDEFGH
IJKLMNOP
QRSTUVWX
YZ

REGULAR
ABCDEFGH
IJKLMNOP
QRSTUVWX
YZ

LIGHT
ABCDEFG
HIJKLMNO
PQRSTUVW
XYZ

COLORS



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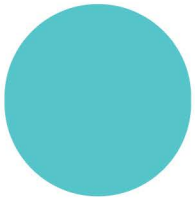
M=30
Y=37
K=3



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Y=23
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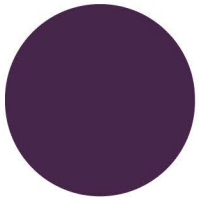
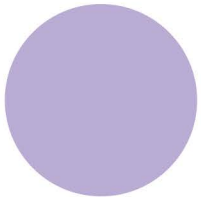


C=72
M=90
Y=41
K=40



C=25
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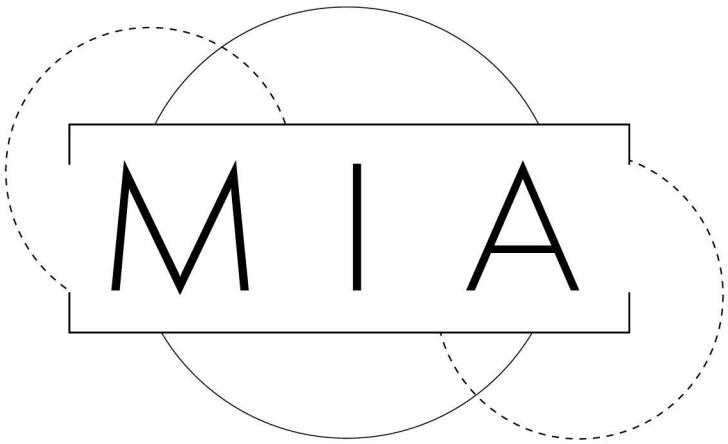
Y=0
K=0

LOGO



TYPE

Semplicita Pro

REGULAR
ABCDEFGHIJKLMNOPQR
STUVWXYZ

COLORS

C=72
M=90
Y=41
K=40

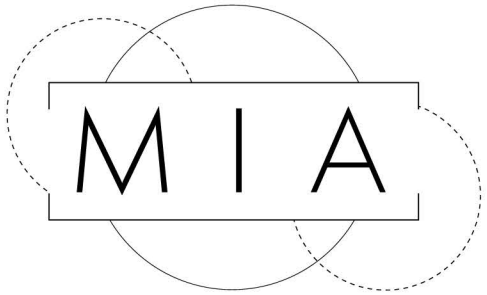
C=0
M=0
Y=0
K=100

STYLE GUIDE

Main Logo

With White Text

Color Inverted

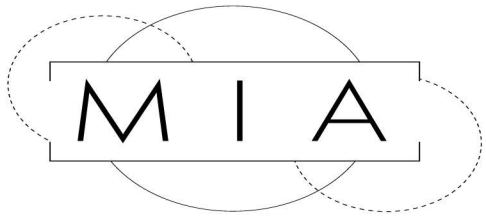


Black On White

White On Black

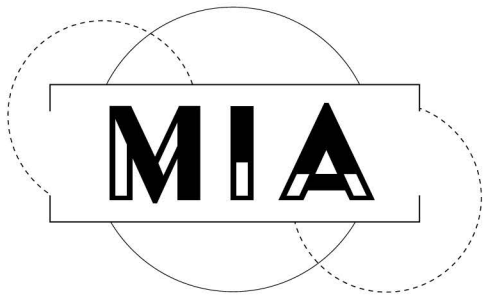
STYLE GUIDE

Do not alter any colors



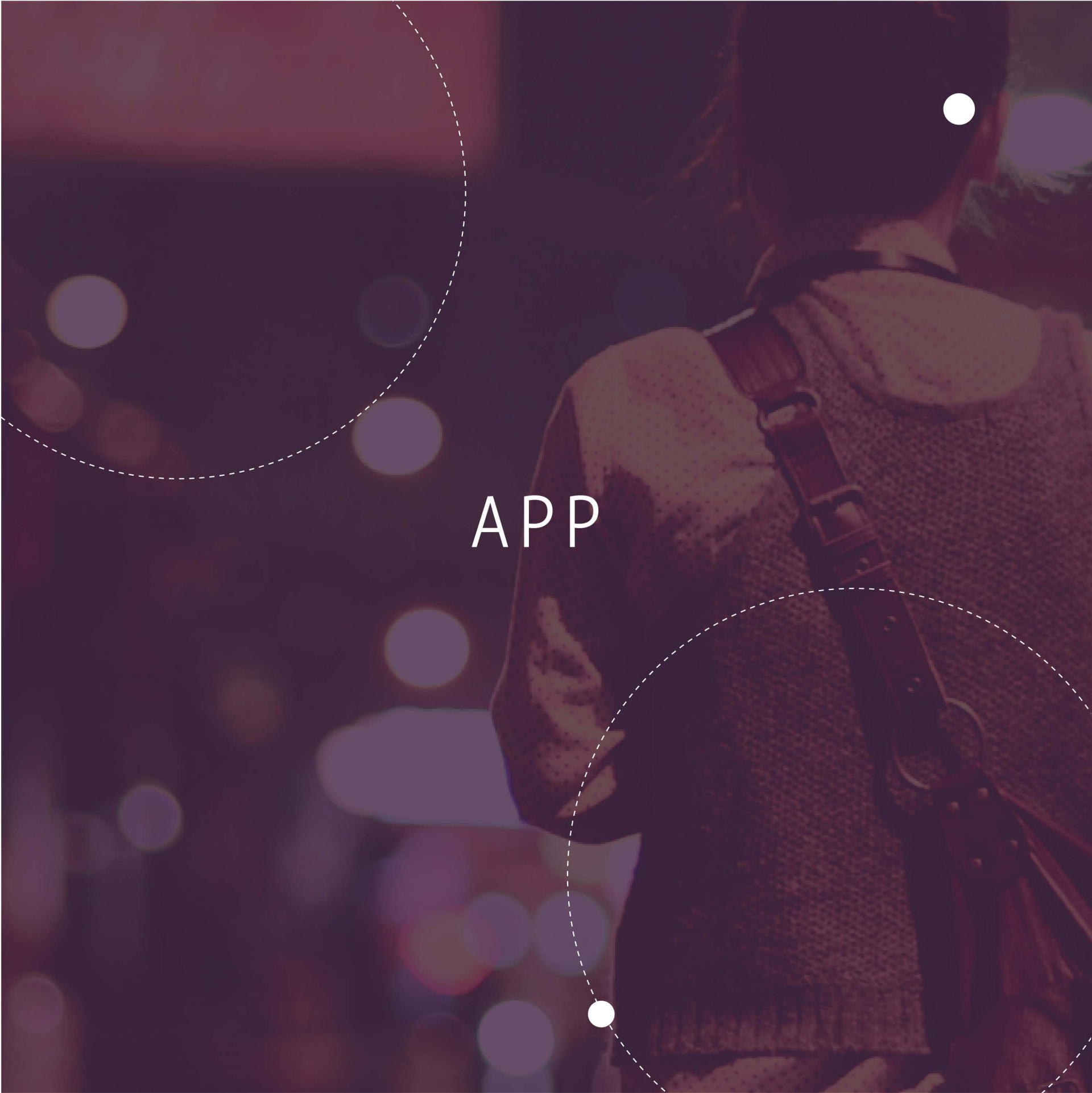
Do not distort any parts

Do not reduce the size to
point of being not legible

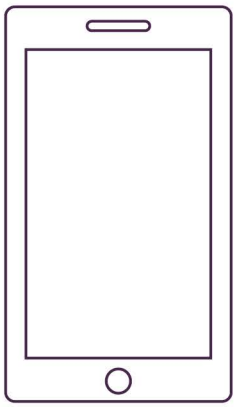


Do not change font

Do not place in front of
photo or solid background
that is difficult to read


APP

FEATURES



the wearable will keep track of wear's movement/locations

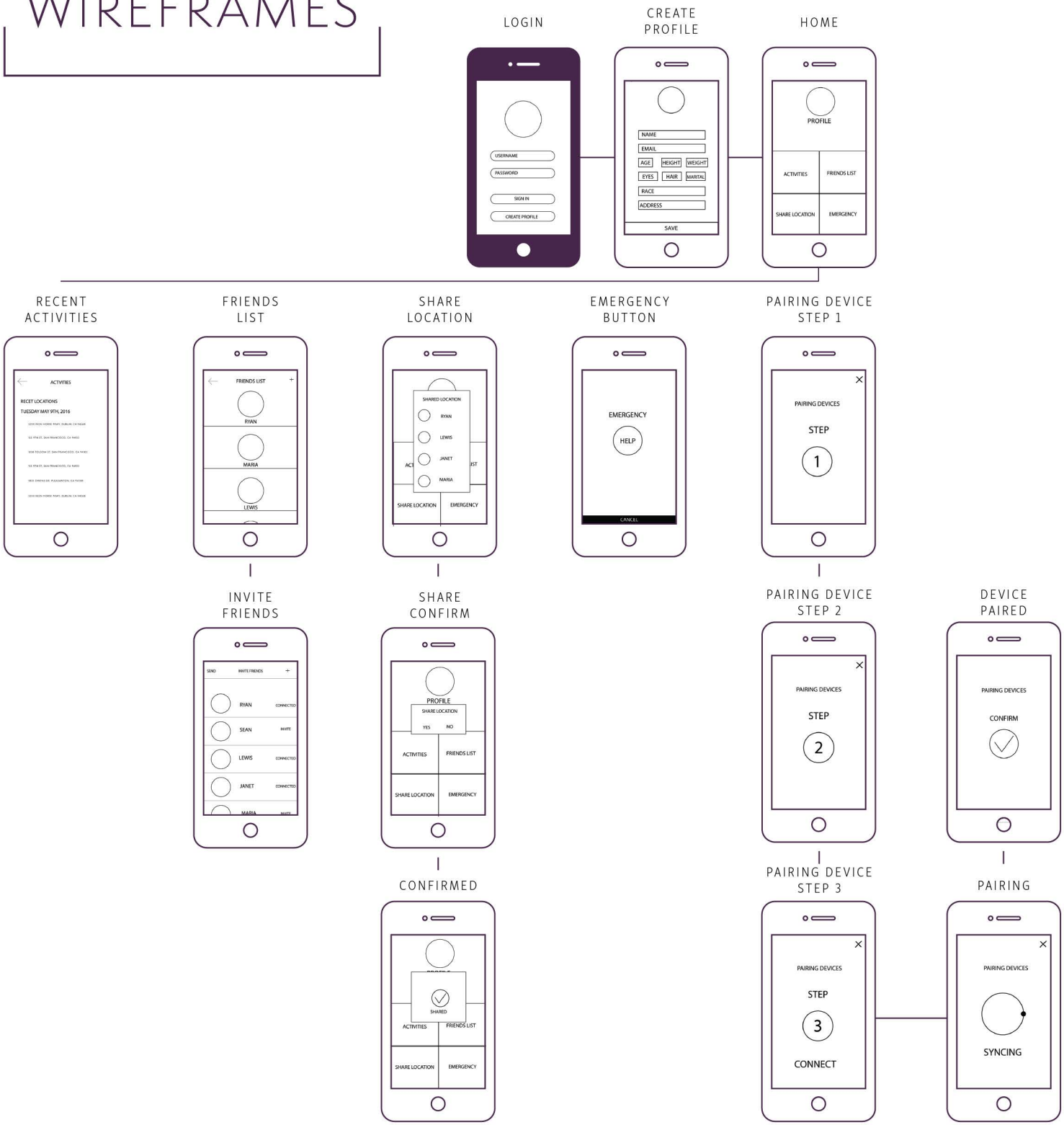
Small vibration on the wearable will notify the wearer of any activity going on in the app

Parents & the wear will be able to keep track of real-time updates on the apps

Notify when wearable becomes missing

Instantly notifies police when the emergency call is pressed on the app.

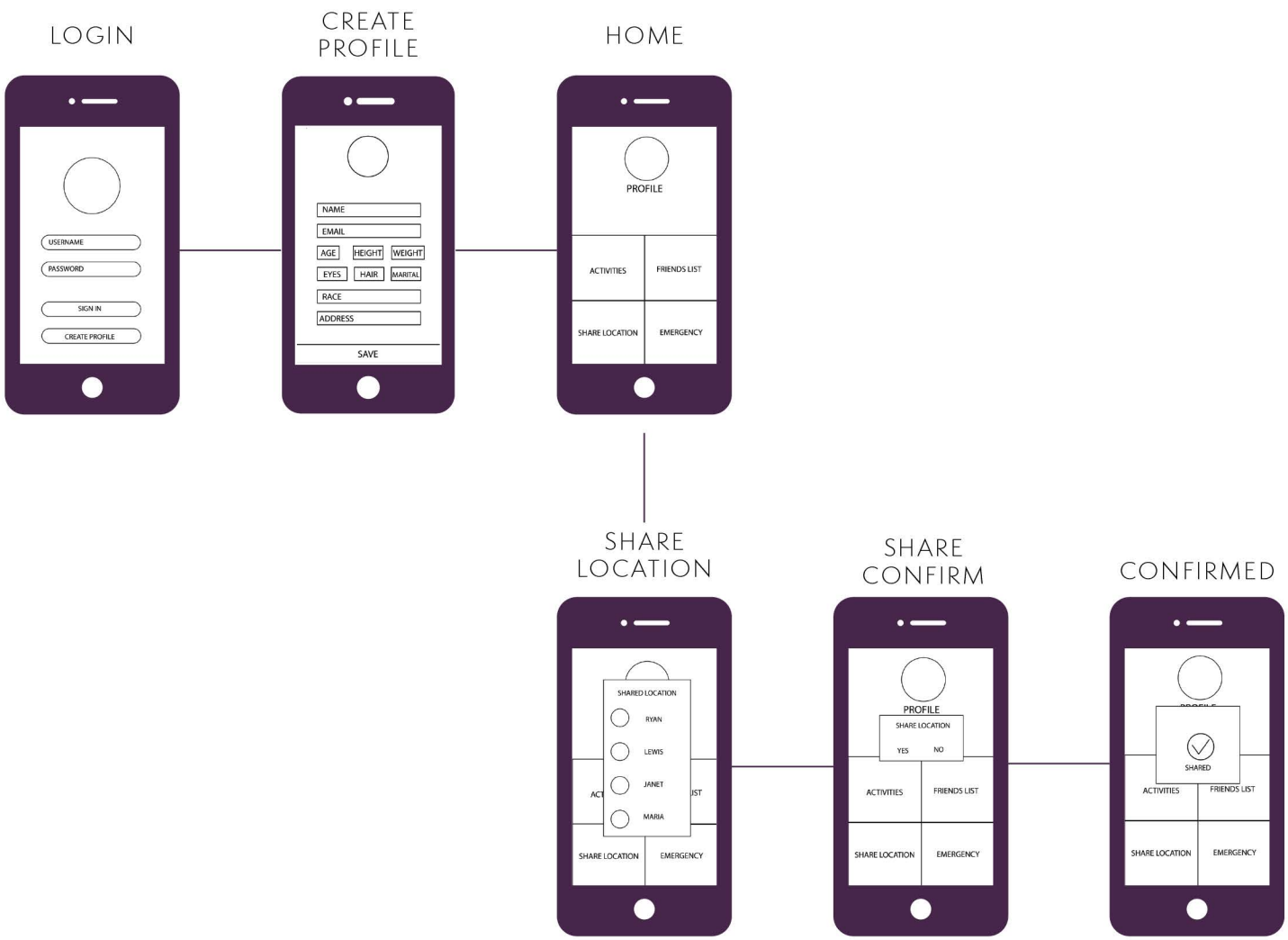
WIREFRAMES


LOGIN
CREATE PROFILE
HOME
USERNAME
PASSWORD
SIGN IN
CREATE PROFILE
NAME
EMAIL
AGE
HEIGHT
WEIGHT
EYES
HAIR
MARITAL
RACE
ADDRESS
SAVE
PROFILE
ACTIVITIES
FRIENDS LIST
SHARE LOCATION
EMERGENCY
RECENT ACTIVITIES
FRIENDS LIST
SHARE LOCATION
EMERGENCY BUTTON
PAIRING DEVICE STEP 1
ACTIVITIES
RECET LOCATIONS
TUESDAY MAY 9TH, 2016
FRIENDS LIST
RYAN
MARIA
LEWIS
SHARED LOCATION
RYAN
LEWIS
JANET
MARIA
SHARE LOCATION
EMERGENCY
EMERGENCY
HELP
CANCEL
PAIRING DEVICES
STEP
1
INVITE FRIENDS
SHARE CONFIRM
PAIRING DEVICE STEP 2
DEVICE PAIRED
SEND
INVITE FRIENDS
RYAN
CONNECTED
SEAN
INVITE
LEWIS
CONNECTED
JANET
CONNECTED
MARIA
INVITE
PROFILE
SHARE LOCATION
YES
NO
ACTIVITIES
FRIENDS LIST
SHARE LOCATION
EMERGENCY
PAIRING DEVICES
STEP
2
PAIRING DEVICES
CONFIRM
CONFIRMED
PAIRING DEVICE STEP 3
PAIRING
SHARED
ACTIVITIES
FRIENDS LIST
SHARE LOCATION
EMERGENCY
PAIRING DEVICES
STEP
3
CONNECT
PAIRING DEVICES
SYNCING

WIREFRAMES

Emily

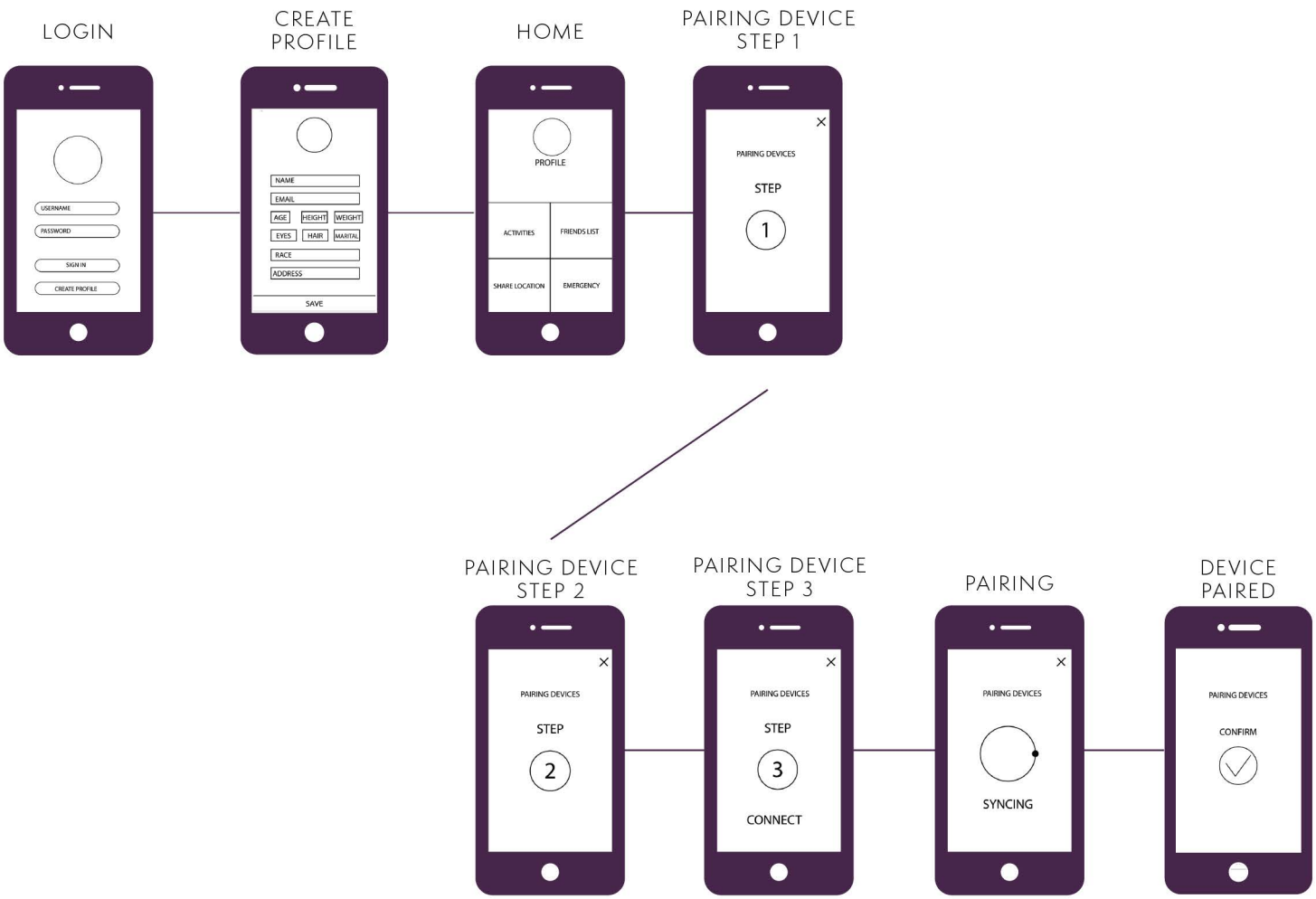
WANTS TO SHARE HER LOCATION WITH HER HUSBAND



WIREFRAMES

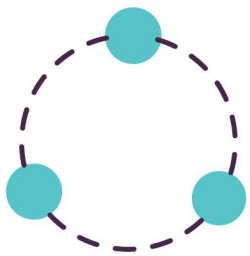
Jenna

JUST RECEIVED HER DEVICE AND NEEDS TO CONNECT IT TO HER IPHONE

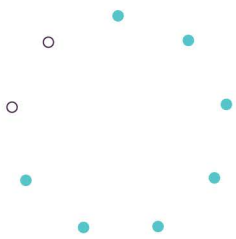


ELEMENTS

DEVICE CONNECTION



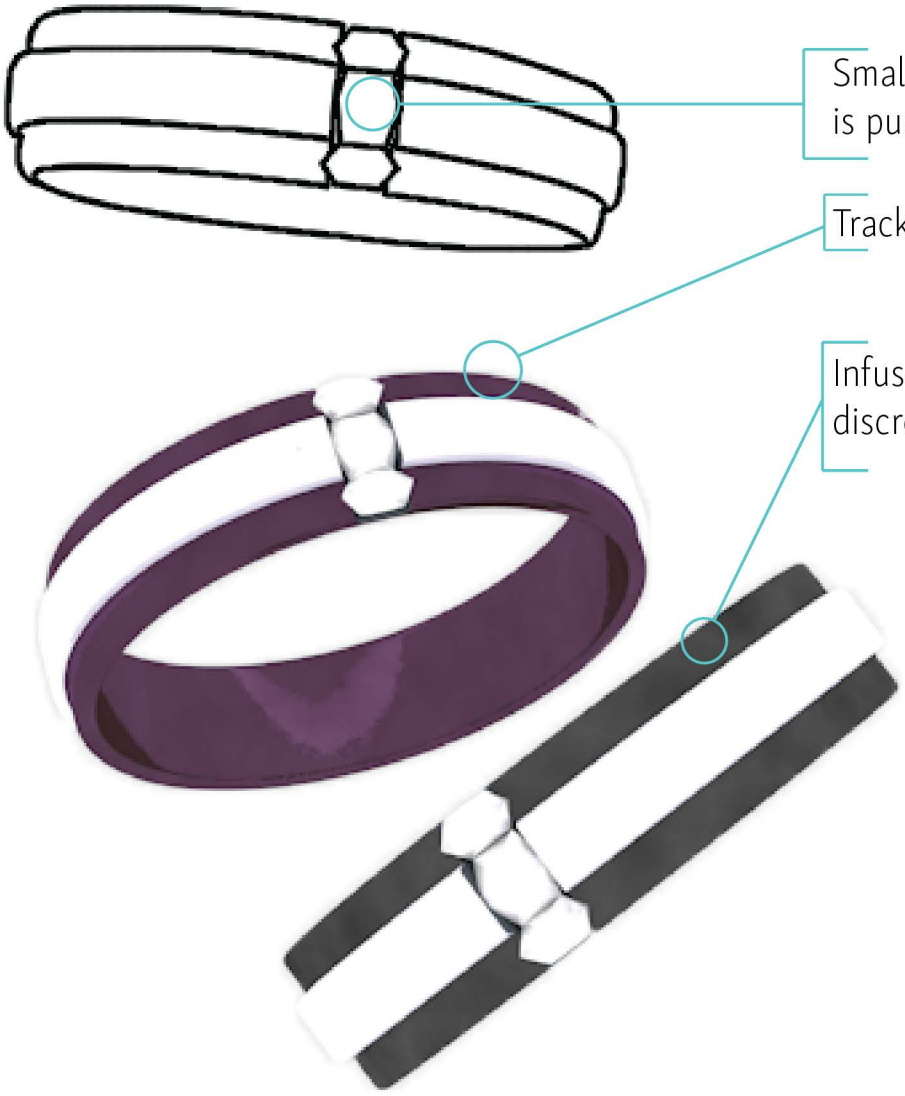
FRIEND'S LIST



TIMER

DEVICE

A simple ring band that wraps around the user's finger and is discrete enough to not be noticed by attackers.



Small alert button that tucks under the finger that is pushed with the thumb

Tracker and wireless chargeable battery

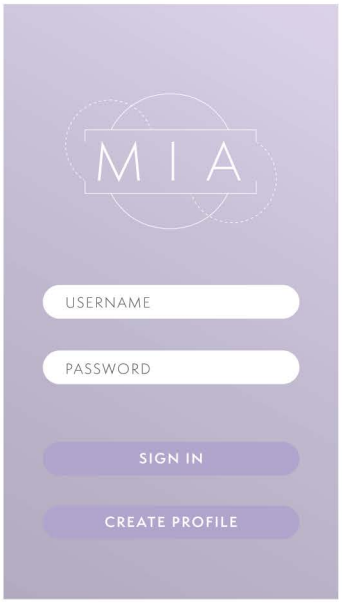
Infused copper silicone that creates a durable, discrete ring

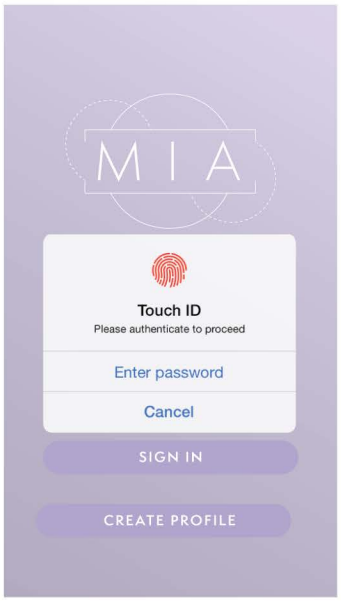
DEVICE

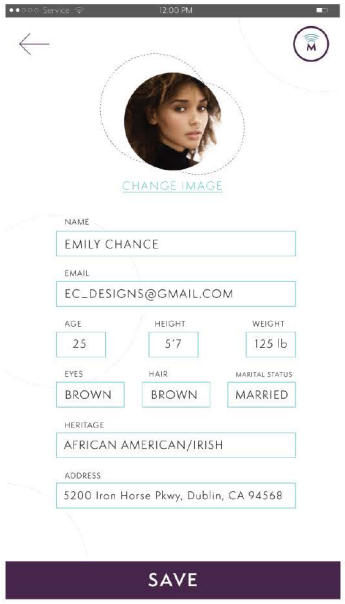
With a ring, the user can discretely hide the device under. Through many tests, the conclusion that a ring will be better used as a tracker compare a smartwatch or bracelet. If a possible attack happens, the attacker will usually go for the wrists, arms, or pin from behind. Studying self-defense demonstrations, few attackers go for the hands. This is a perfect opportunity for the user to alert their circle and local authorities of danger.

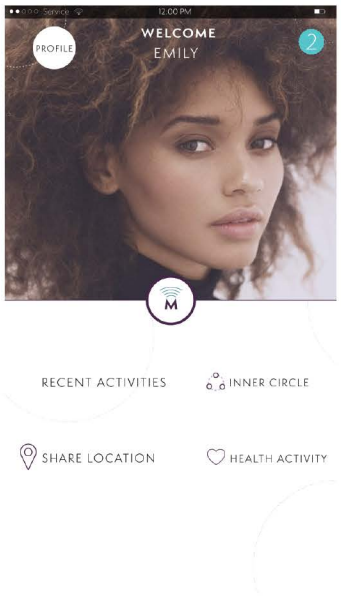
APP

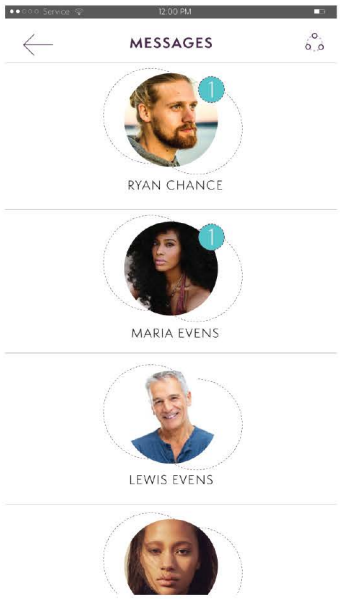
FIRST ROUND

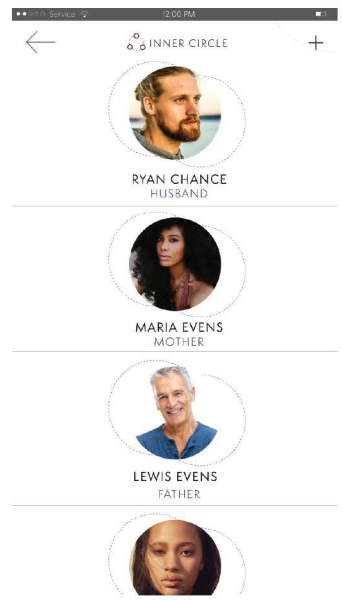






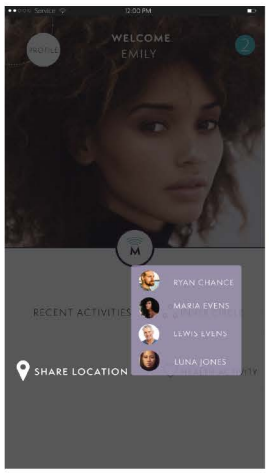


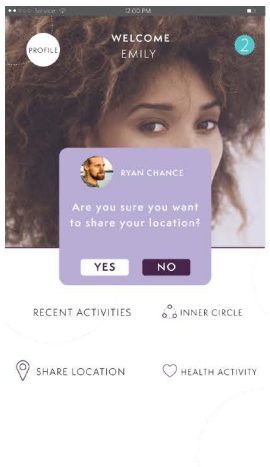


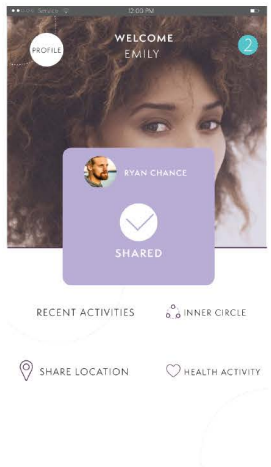


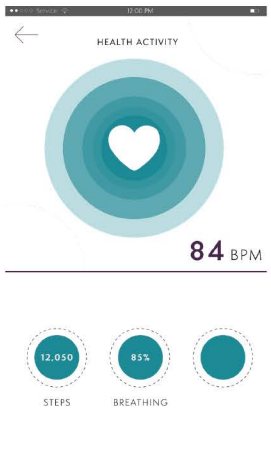
APP

FIRST ROUND









USER TESTING

TESTERS

KELSEY STEVENSON

AGE: 27 MOTHER & COLLEGE STUDENT

Kelsey will be testing this product since she is interested in using this product. With two daughters of her own, she wants to make sure this app will be easy and secure to use for her girls too.

JAMILLAH CRINER

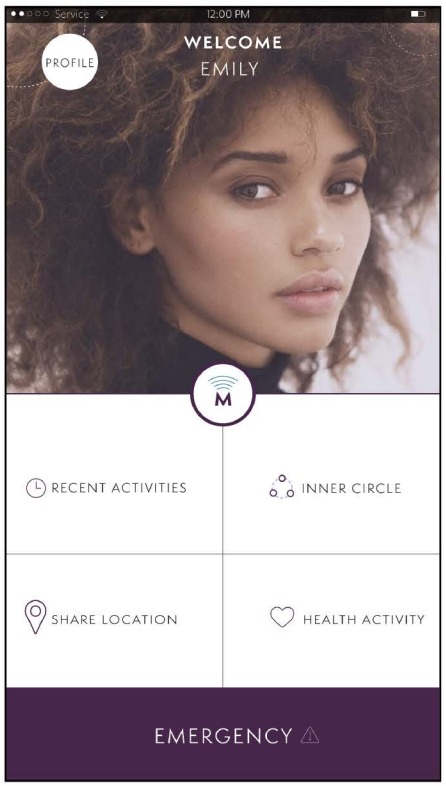
AGE: 23 COLLEGE GRADUATE

Jamillah will be testing this product since she likes the idea of a secret panic button that will notify her close ones and the local police. She wants this app to be easy to navigate and wants to know what other features it has to offer.

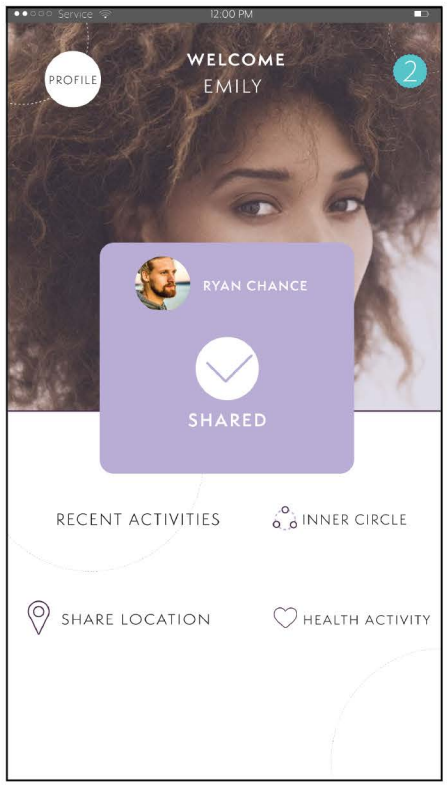
FEEDBACK

KELSEY STEVENSON

InVision Prototype/iPhone



Messages seem pointless since these friends will be already calling or texting on the phone.



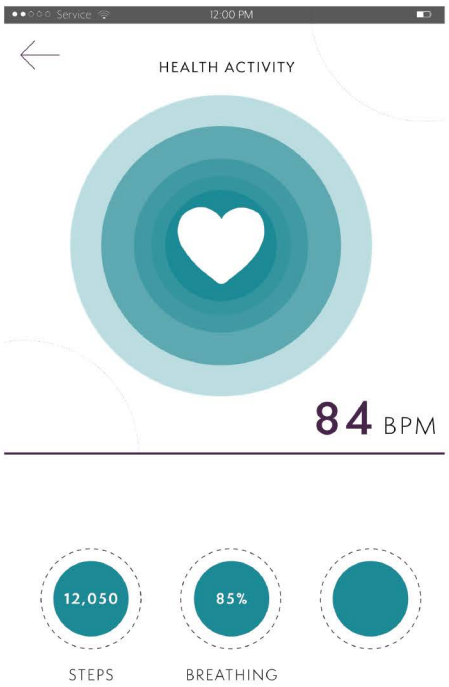
The purple is a little harsh. It was difficult to read with the white text on light purple.

The recent activity feels like there too much text to read.

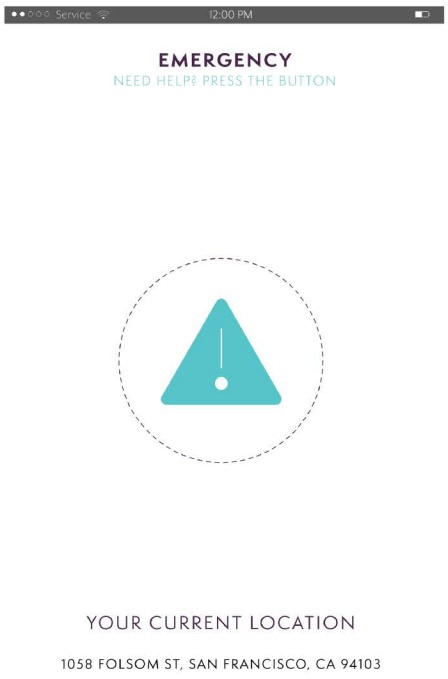
FEEDBACK

JAMILLAH CRINER

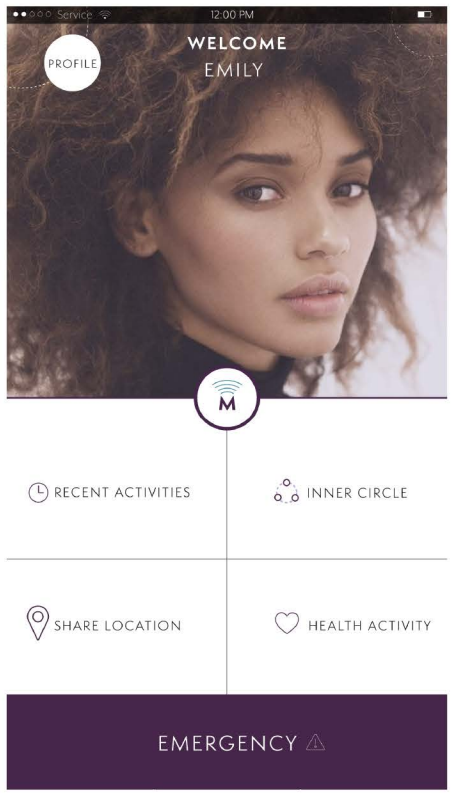
InVision Prototype/iPhone



This is a nice feature but maybe add a feature that shows how active we are. I would like to see how active I've been.

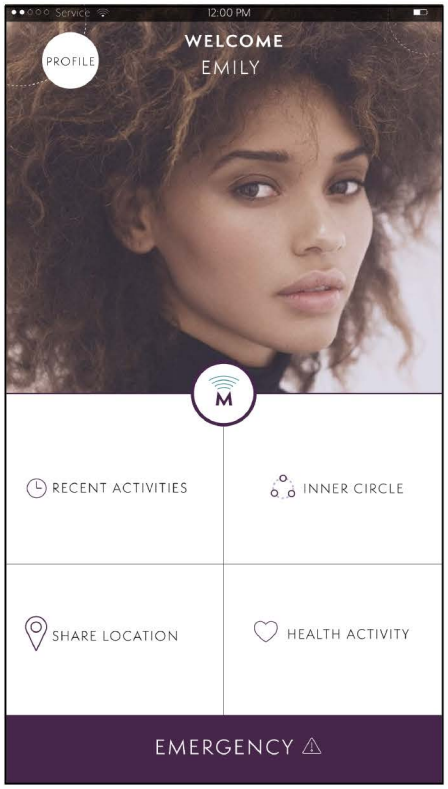


Add a cancel button if the user accidentally taps emergency. Add a timer too for when the user is not by phone.

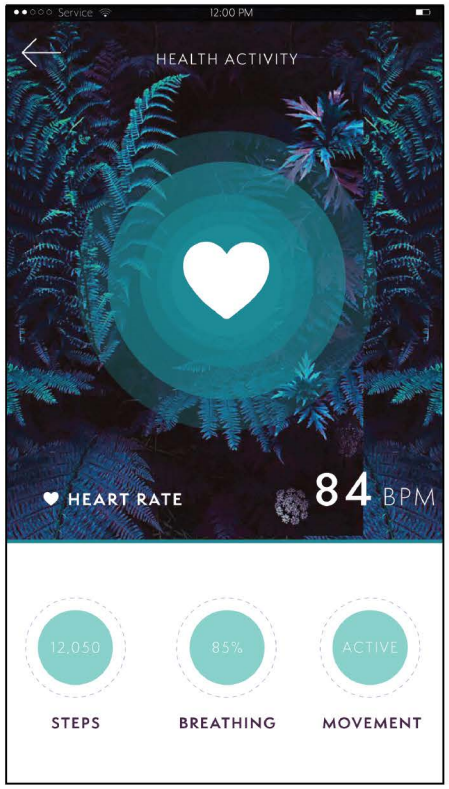


Make emergency button smaller. It is taking up too much space at the bottom. I accidentally tapped it whenever I tried to tap health or share.

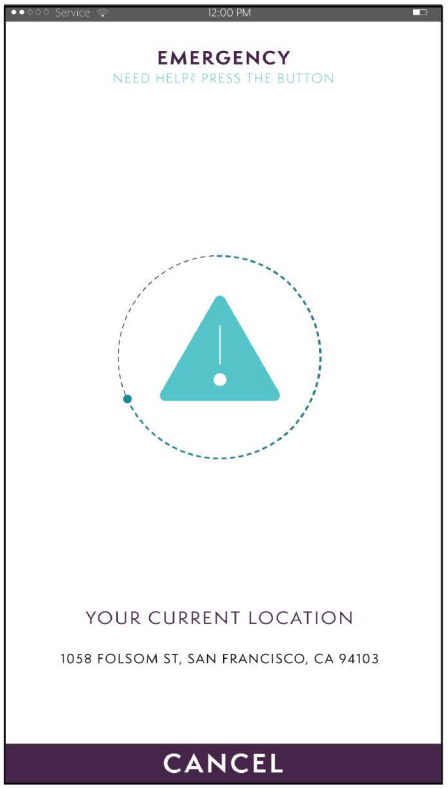
REVISION



Changed the emergency button to be smaller. Got rid f the messenger. When the user shares location or any other information, it'll send a text to the friend



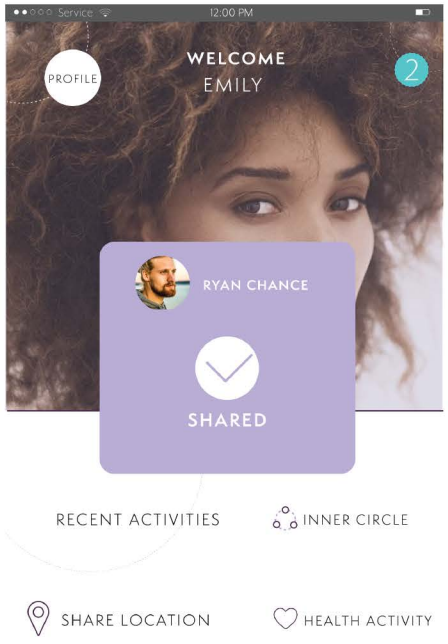
Made the health activity more appealing and readable. Also add activity reader.



Added a cancel option and timer to the emergency page.

REVISION

Made recent activity look visually more pleasing and easier to read.



The purple turned into white to go with the theme better.

TESTERS

MICHELLE CUNNINGHAM

AGE: 36 MOTHER & COLLEGE GRADUATE

Michelle will be testing the second round of screens to find out if this app will be easier to use and if it is visually pleasing.

CRYSTAL MORENO

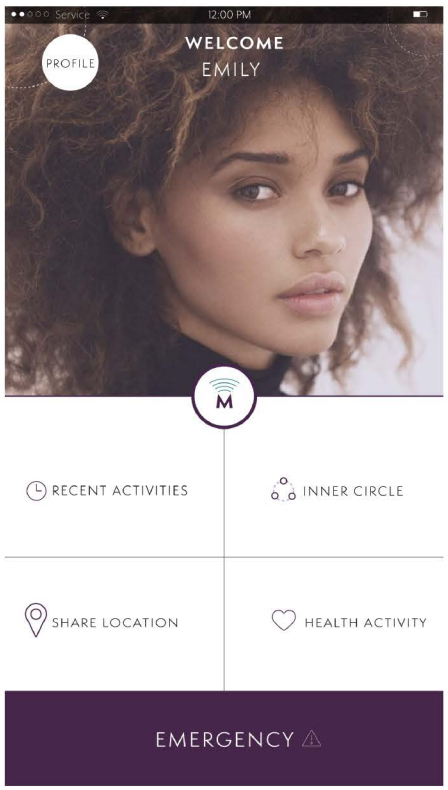
AGE: 24 COLLEGE GRADUATE

Crystal will be testing the second round of screens to test if the screens are helpful and if any visuals need to be changed.

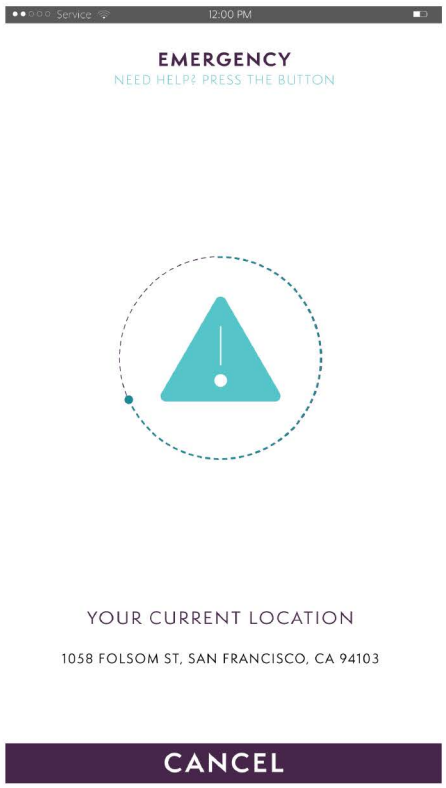
FEEDBACK

MICHELLE CUNNINGHAM

InVision Prototype/iPhone



Profile seems useless since I kept tapping the profile image. The image was more inviting and looked like the placed you will tap for profile.

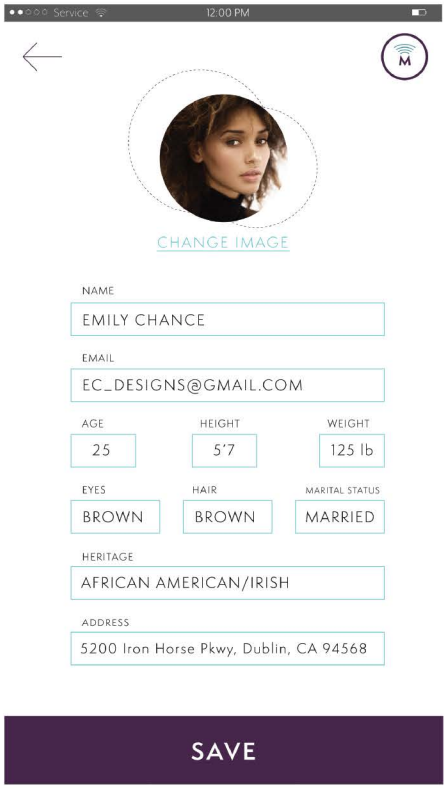


I think "stay in place" should be "find a safe place". If the user is in the middle of the danger, they shouldn't stay in place. They should hide.

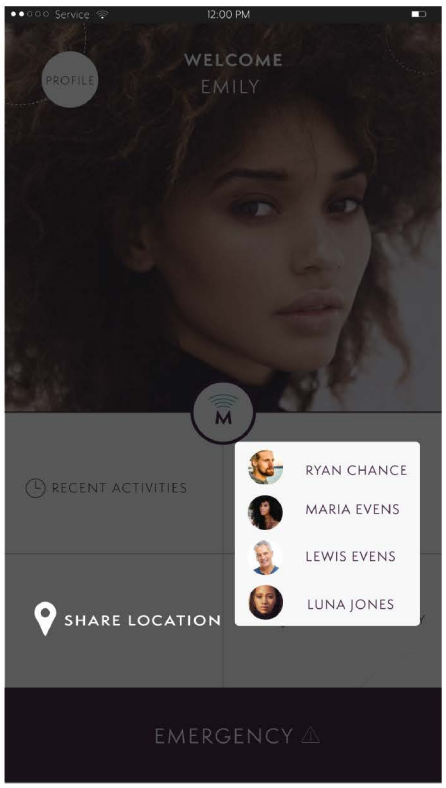
FEEDBACK

CRYSTAL MORENO

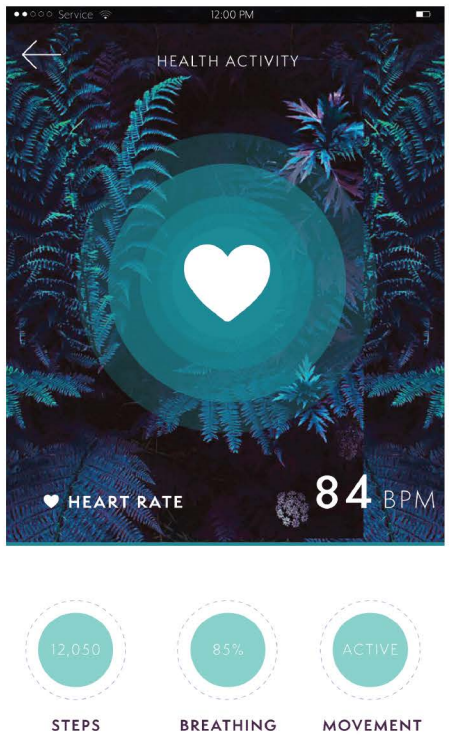
InVision Prototype/iPhone



I would like a text box for the spouse. If this is going to be for the police to keep as a record, then they should be able to identify the spouse.

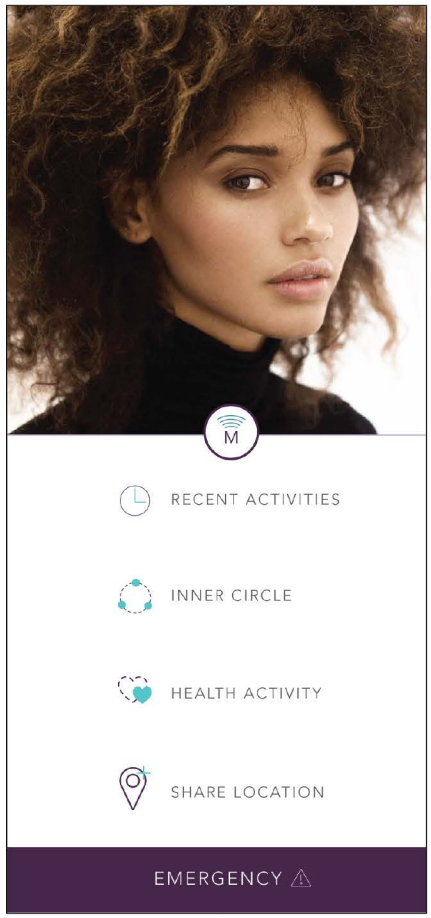


Can we tone down the black in the background? It is a strong contrast to the "Share Location".

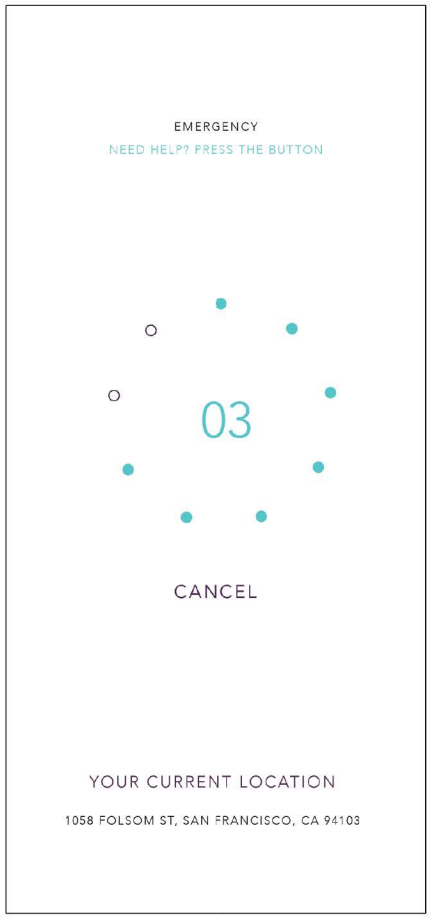


I recommend either enlarging the text or make it thicker. It is hard to read.

REVISION

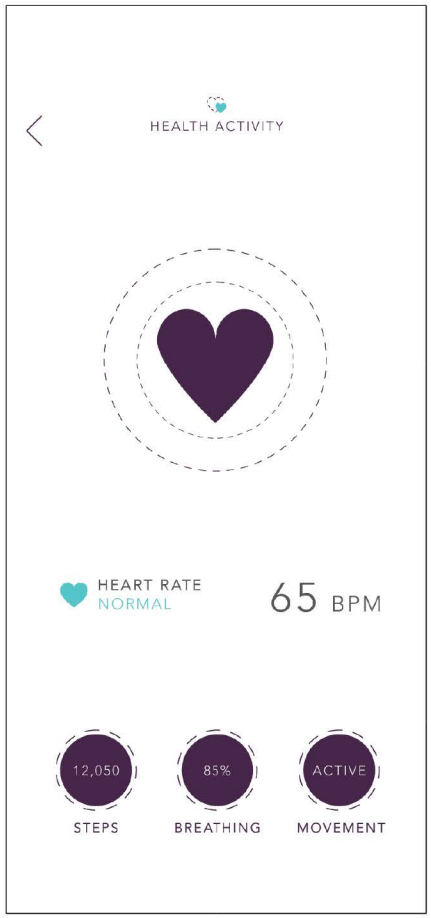


We removed the circles and got rid of the borders in the navigation. This allows the navigation to be open and have a better flow. Also, we removed the profile button and made the large image become the link to the profile.

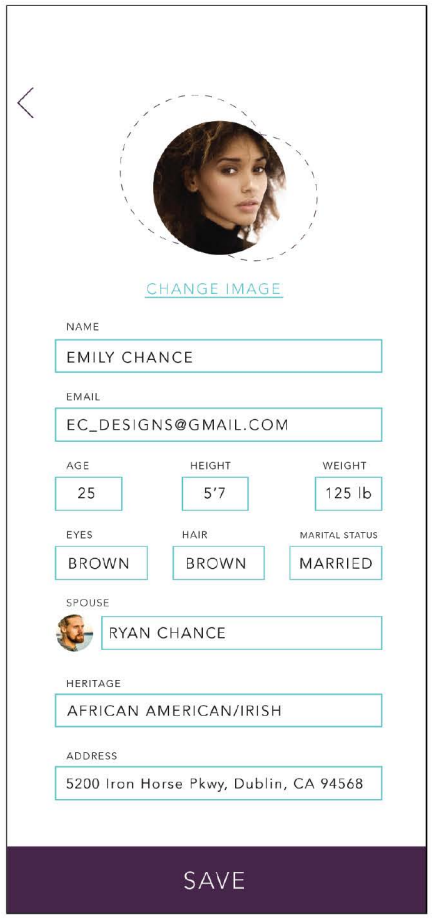


We lighten up the interface by using more negative space and a simpler design. Instead of the caution sign, there is a countdown till alert is sent just in case to was sent by accident.

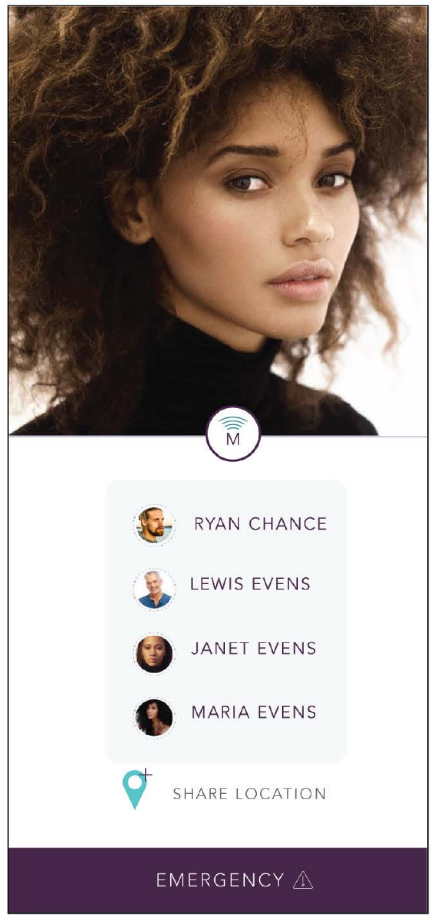
REVISION



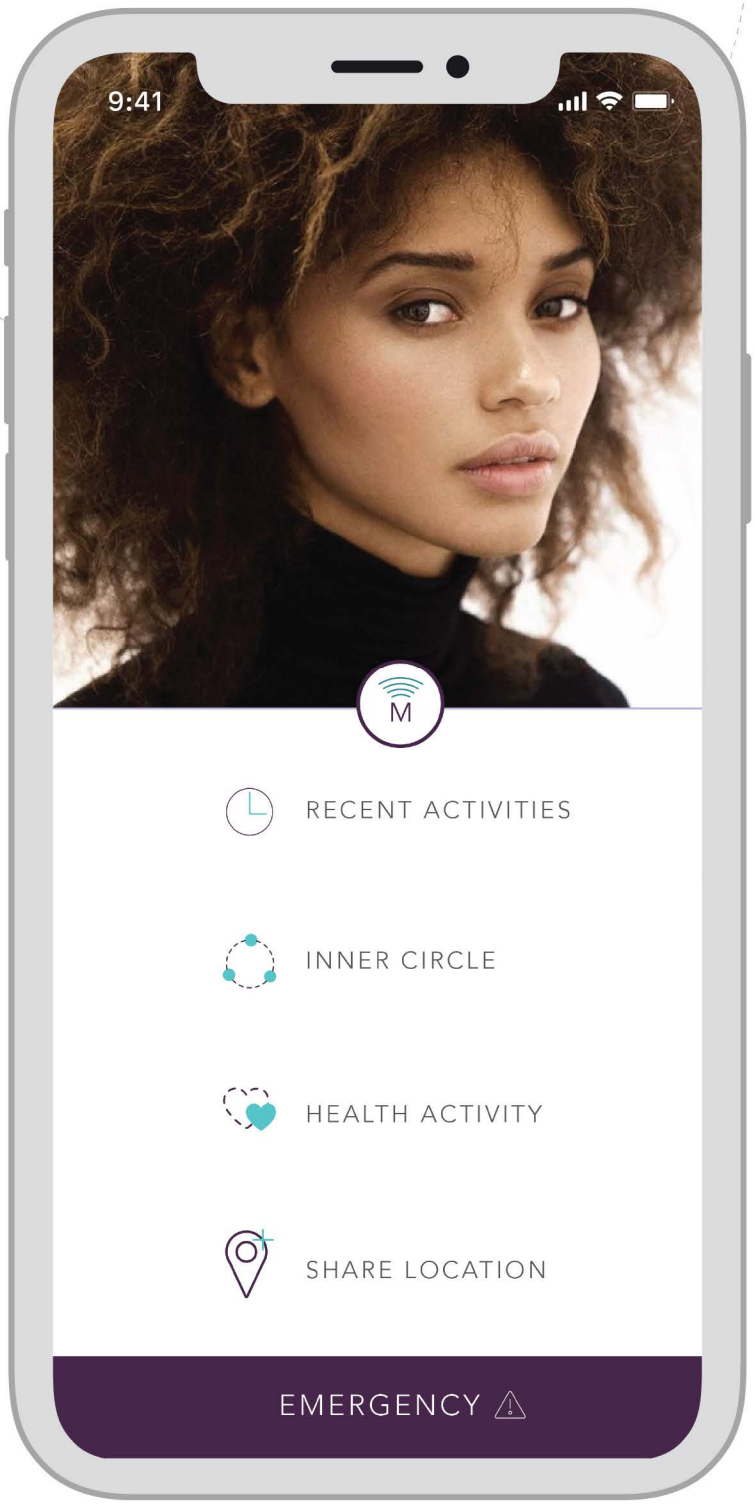
We removed the background image to use the negative space to our advantage. We also thicken the text a tad.



We placed an option to put your spouse's image and name in your profile.



The harsh black background is removed.



LAUNCH PROTOTYPE

VIEW IT IN ACTION

THANK YOU