




MIA

A decorative graphic consisting of two dashed purple lines that curve upwards from the left and right edges of the page. A solid purple dot is placed on the left dashed line, and another solid purple dot is placed in the center between the two dashed lines. A third solid purple dot is located in the bottom right corner of the page.

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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A decorative graphic consisting of three dashed, light purple circular paths. The largest path is centered in the lower half of the image. Two smaller paths are positioned in the upper left and upper right corners. Three solid purple dots are placed on the dashed lines: one on the top-left path, one on the top-right path, and one on the bottom-right path of the largest circle.

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.

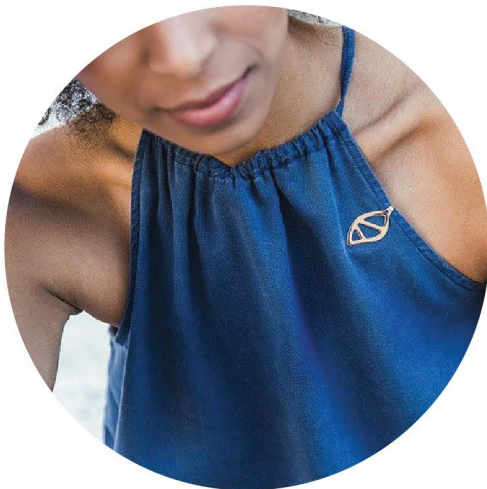
Integrating tracking and wearable tech may help keep women from becoming missing person cases. Designing stylish wearable jewelry and/or any other forms of subtle wearables that will be hard to detect.

COMPETITORS



CUFF

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



BELLABEAT

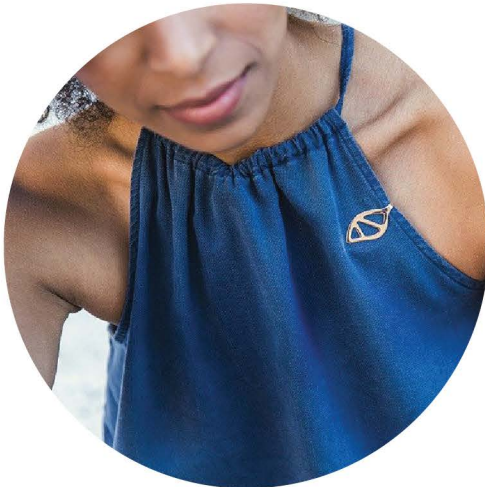
hidden wearable tracks breathing patterns and track body changes

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



The image features a minimalist design with two large, overlapping dashed circles. One circle is positioned in the upper-left quadrant, and the other is in the lower-right quadrant. Two solid, dark purple dots are placed on the page: one in the upper-right area and another on the lower-left edge of the bottom dashed circle. The word "FRAMEWORK" is centered in a bold, black, sans-serif font.

FRAMEWORK

TYPE *Avenir*

BOLD

**ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ**

SEMI-BOLD

ABCDEFGH
IJKLMNOP
QRSTUVWX
YZ

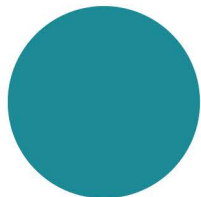
REGULAR

ABCDEFGH
IJKLMNOP
QRSTUVWX
YZ

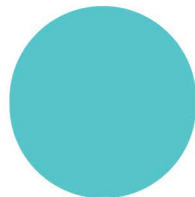
LIGHT

ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ

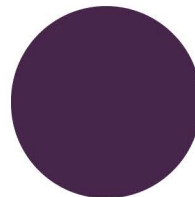
COLORS



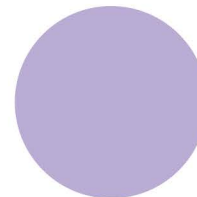
C=81
M=30
Y=37
K=3



C=60
M=0
Y=23
K=0



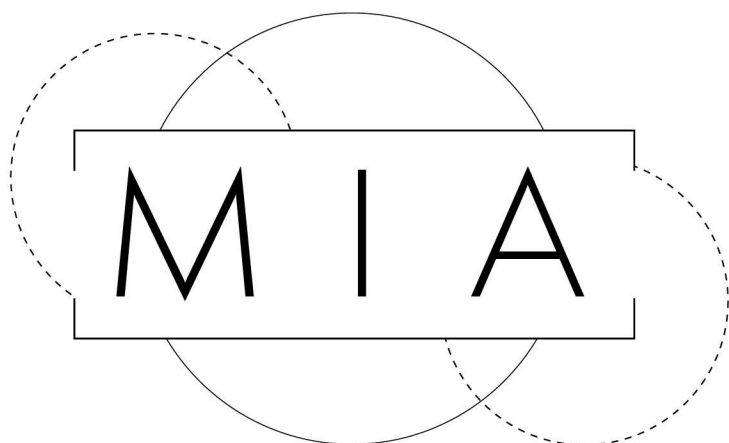
C=72
M=90
Y=41
K=40



C=25
M=31
Y=0
K=0

The image features three decorative elements: a large dashed circle on the left with a purple dot on its lower-right edge; a smaller dashed circle in the top right with a purple dot on its lower-left edge; and a large dashed circle in the bottom right with a purple dot on its upper-right edge. The word "LOGO" is centered in the middle of the page.

LOGO



TYPE

Semplicita Pro

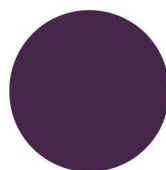
REGULAR

ABCDEFGHIJKLMNOPQR

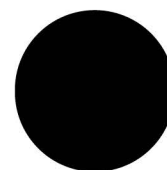
STUVWXYZ



COLORS



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



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

STYLE GUIDE



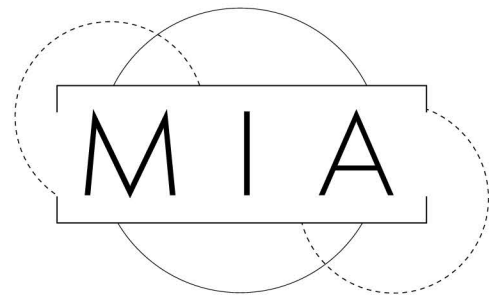
Main Logo



With White Text



Color Inverted



Black On White

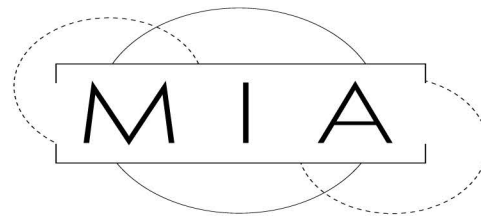


White On Black

STYLE GUIDE



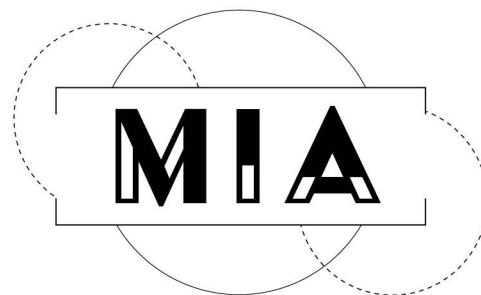
Do not alter any colors



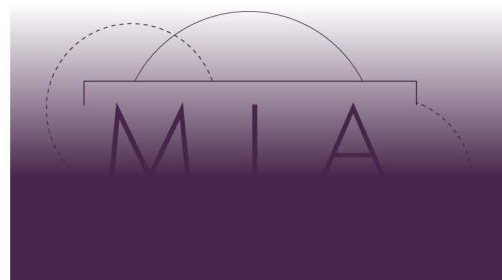
Do not distort any parts



Do not reduce the size to point of being not legible



Do not change font

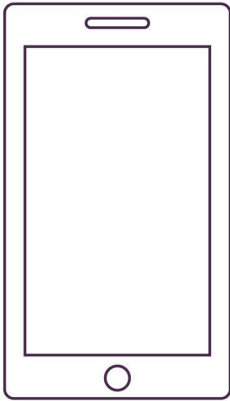


Do not place in front of photo or solid background that is difficult to read



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

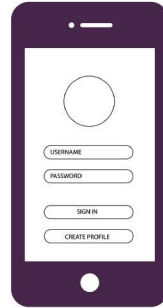
Parents & the wear will be able to keep track of real-time updates on the apps

Notify when wearable becomes missing

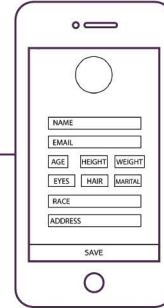
Instantly notifies police when the emergency call is pressed on the app.

WIREFRAMES

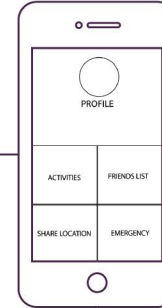
LOGIN



CREATE PROFILE



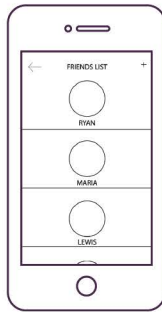
HOME



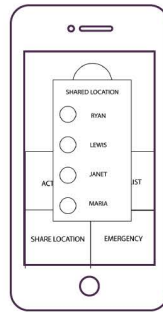
RECENT ACTIVITIES



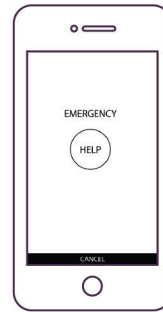
FRIENDS LIST



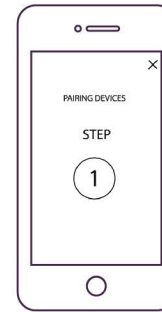
SHARE LOCATION



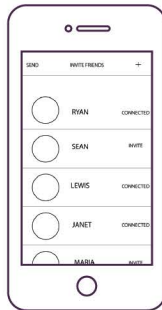
EMERGENCY BUTTON



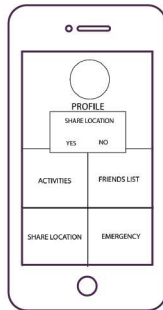
PAIRING DEVICE STEP 1



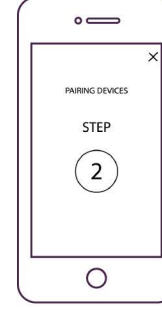
INVITE FRIENDS



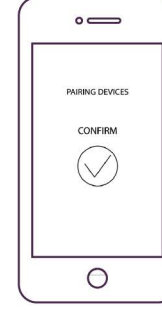
SHARE CONFIRM



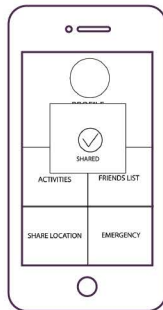
PAIRING DEVICE STEP 2



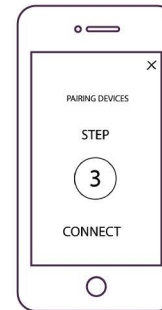
DEVICE PAIRED



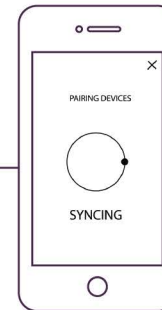
CONFIRMED



PAIRING DEVICE STEP 3



PAIRING



WIREFRAMES



Emily

WANTS TO SHARE HER LOCATION WITH HER HUSBAND

LOGIN

A mobile phone wireframe showing a login screen. It features a circular profile picture placeholder at the top. Below it are four input fields: 'USERNAME', 'PASSWORD', 'SIGN IN', and 'CREATE PROFILE'.

CREATE PROFILE

A mobile phone wireframe showing a 'CREATE PROFILE' screen. It has a circular profile picture placeholder at the top. Below it are several input fields: 'NAME', 'EMAIL', 'AGE', 'HEIGHT', 'WEIGHT', 'EYES', 'HAIR', 'MARITAL', 'RACE', and 'ADDRESS'. A 'SAVE' button is at the bottom.

HOME

A mobile phone wireframe showing a 'HOME' screen. It features a circular profile picture placeholder at the top with the word 'PROFILE' below it. The main content area is divided into four quadrants: 'ACTIVITIES', 'FRIENDS LIST', 'SHARE LOCATION', and 'EMERGENCY'.

SHARE LOCATION

A mobile phone wireframe showing a 'SHARE LOCATION' screen. It features a circular profile picture placeholder at the top. Below it is a 'SHARED LOCATION' section with a list of names: RYAN, LEWIS, JANET, and MARIA, each with a radio button. Below the list are 'ACT' and 'LIST' labels. At the bottom are 'SHARE LOCATION' and 'EMERGENCY' buttons.

SHARE CONFIRM

A mobile phone wireframe showing a 'SHARE CONFIRM' screen. It features a circular profile picture placeholder at the top. Below it is a 'PROFILE' section with a 'SHARE LOCATION' label and two radio buttons: 'YES' and 'NO'. Below this are 'ACTIVITIES' and 'FRIENDS LIST' labels. At the bottom are 'SHARE LOCATION' and 'EMERGENCY' buttons.

CONFIRMED

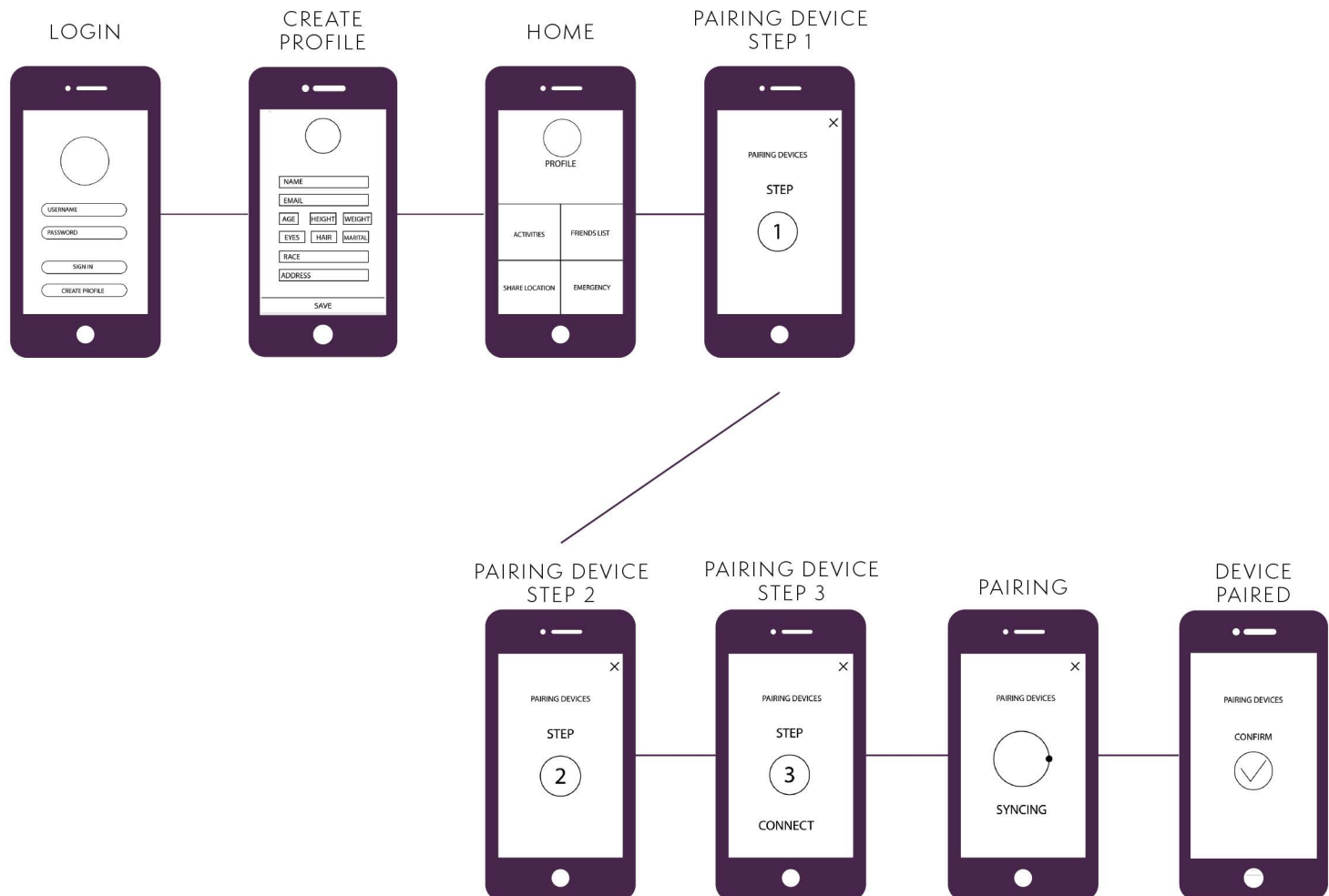
A mobile phone wireframe showing a 'CONFIRMED' screen. It features a circular profile picture placeholder at the top. Below it is a 'PROFILE' section with a 'SHARED' label and a checkmark icon. Below this are 'ACTIVITIES' and 'FRIENDS LIST' labels. At the bottom are 'SHARE LOCATION' and 'EMERGENCY' buttons.

WIREFRAMES



Jenna

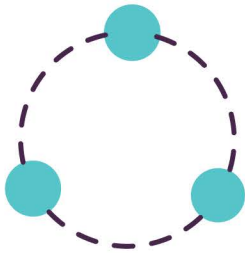
JUST RECEIVED HER DEVICE AND NEEDS TO CONNECT IT TO HER IPHONE



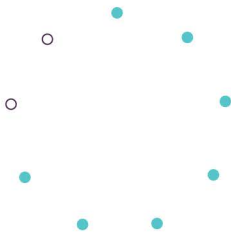
ELEMENTS



DEVICE CONNECTION



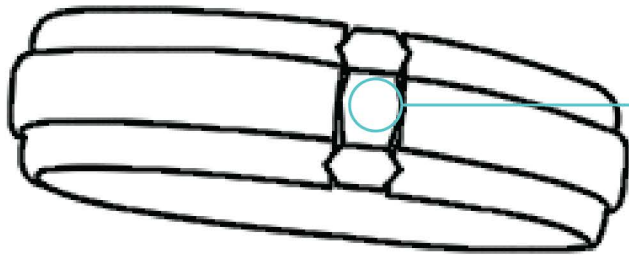
FRIEND'S LIST



TIMER

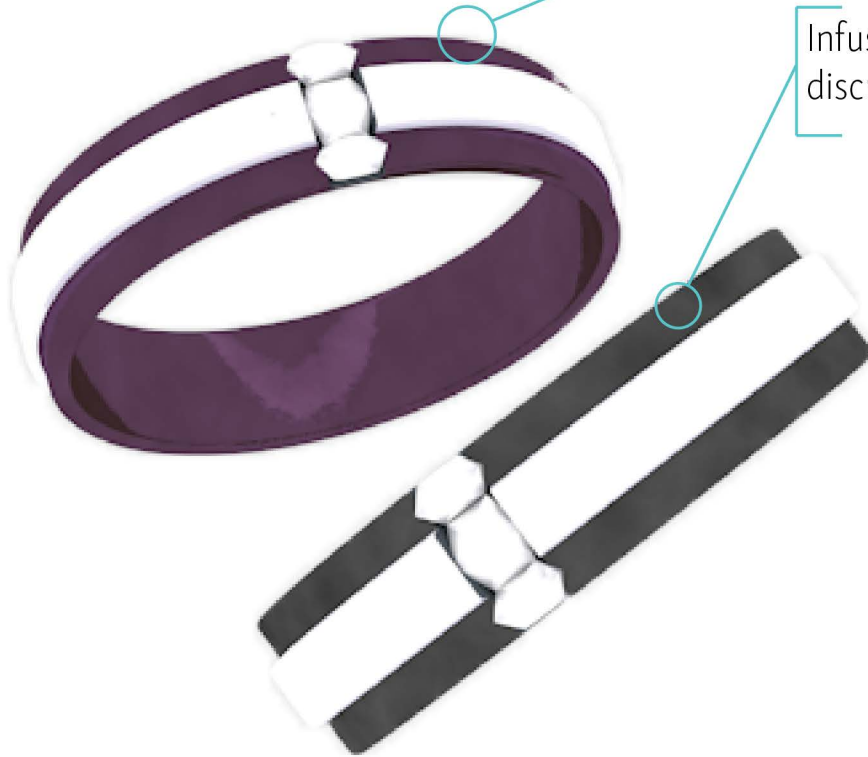
DEVICE

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



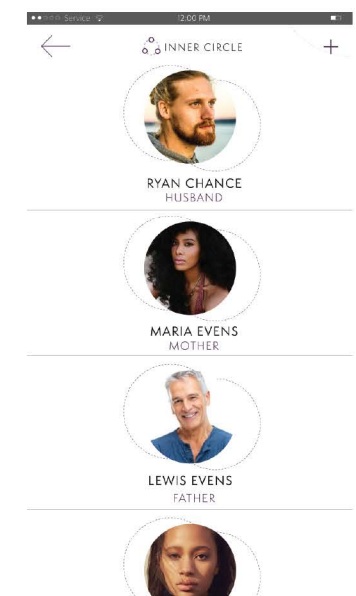
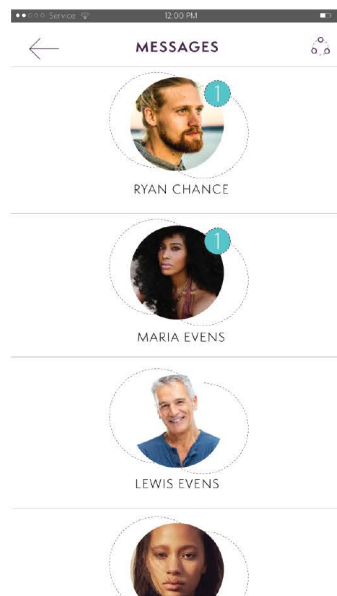
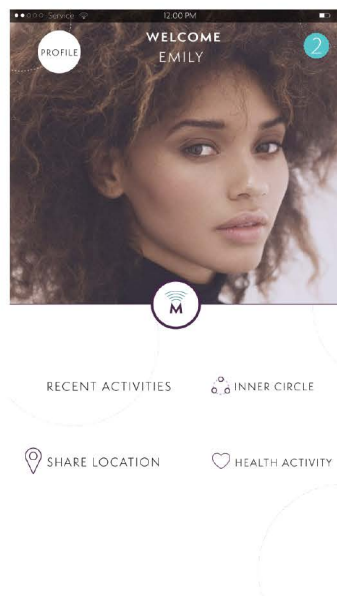
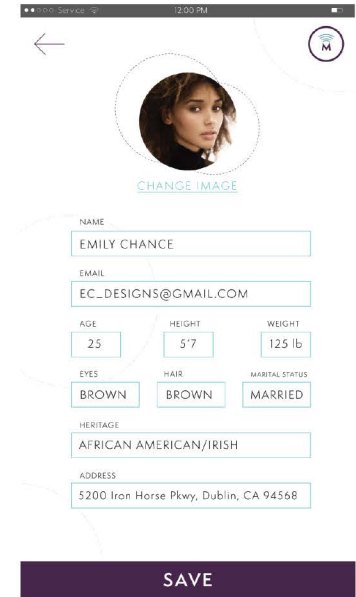
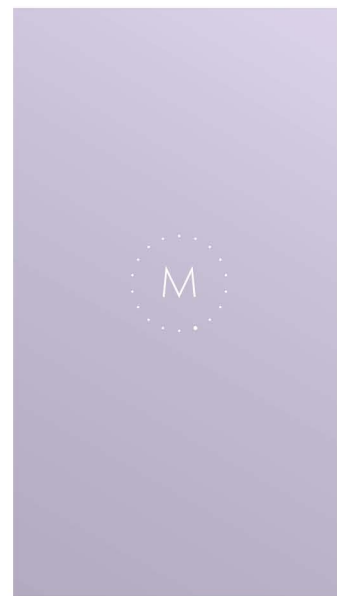
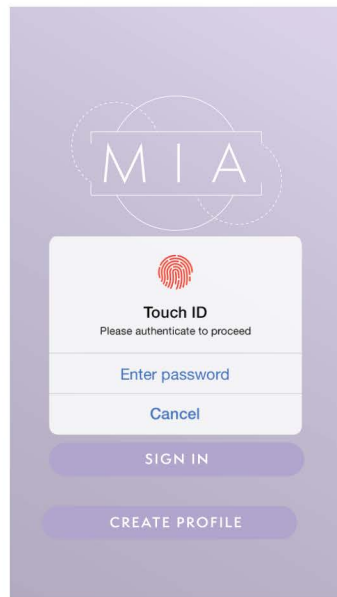
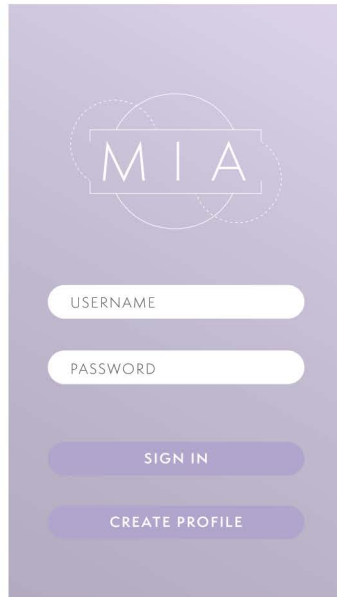
Infused copper silicone that creates a durable, discrete ring

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.

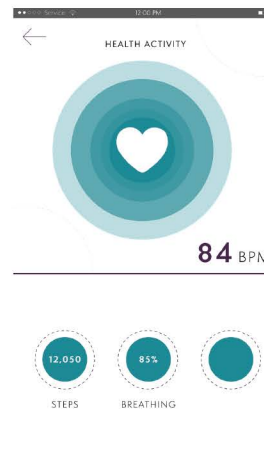
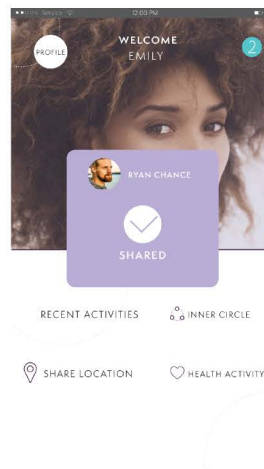
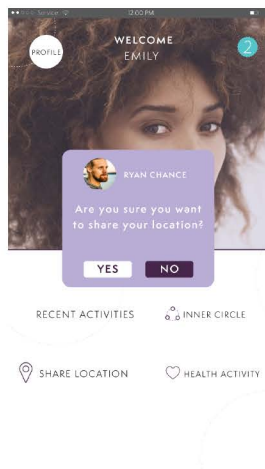
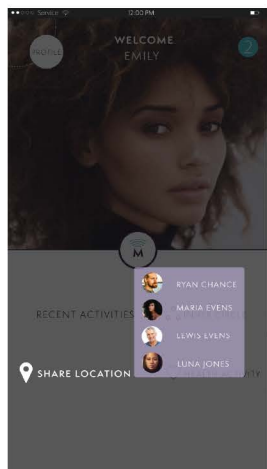
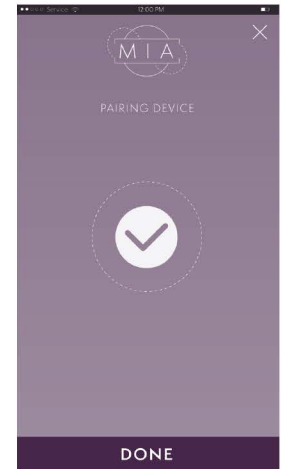
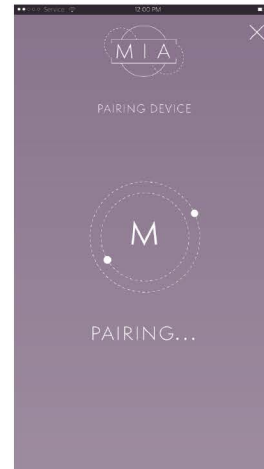
APP

FIRST ROUND



APP

FIRST ROUND



The image features a minimalist design with the text 'USER TESTING' centered. It is surrounded by decorative elements: a dashed line arc in the top-left, a dashed line arc with a solid purple dot in the top-right, a dashed line arc with a solid purple dot in the bottom-right, and a dashed line arc in the bottom-left.

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

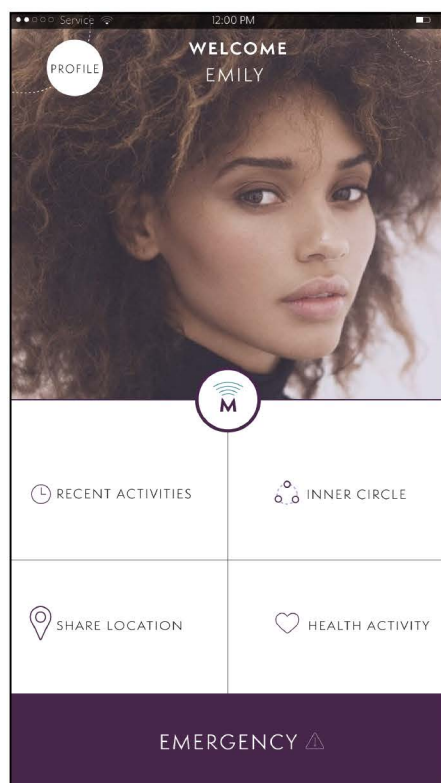
Jamillah will be testing this product since she likes the idea of a secret panic button that will notify her close ones and the local police. She wants this app to be easy to navigate and wants to know what other features it has to offer.

FEEDBACK

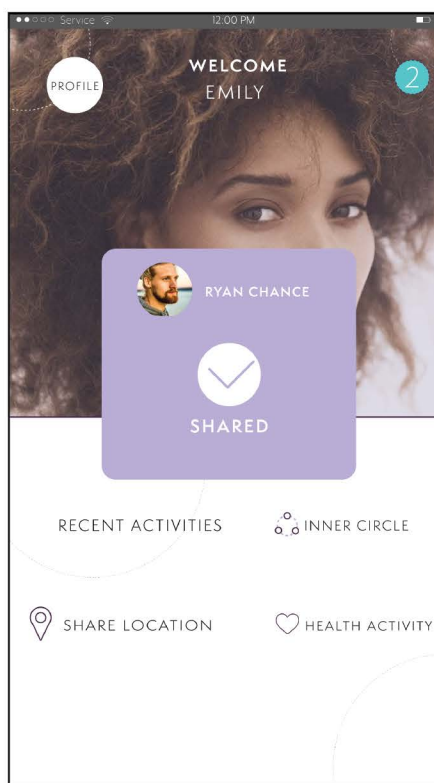


KELSEY STEVENSON

InVision Prototype/iPhone



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

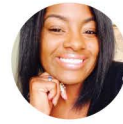


The purple is a little harsh. It was difficult to read with the white text on light purple.



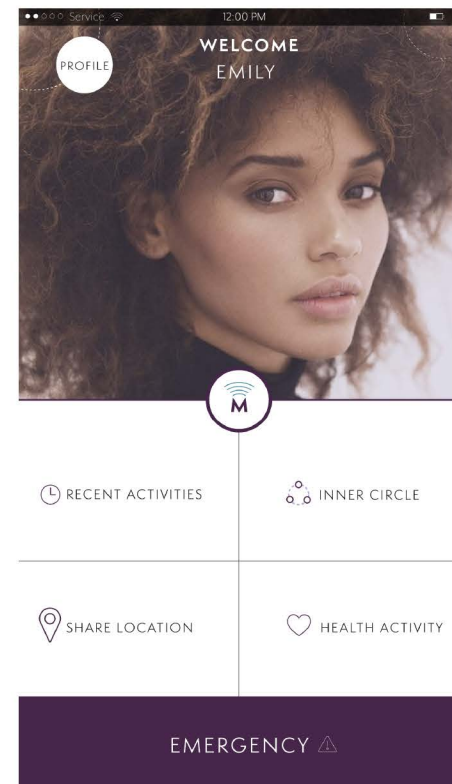
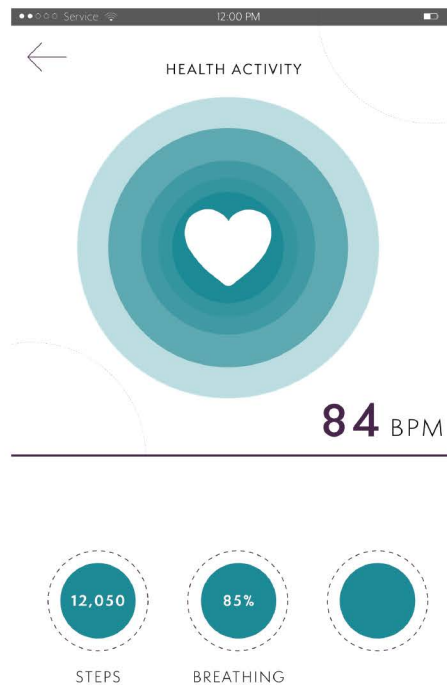
The recent activity feels like there too much text to read.

FEEDBACK



JAMILLAH CRINER

InVision Prototype/iPhone

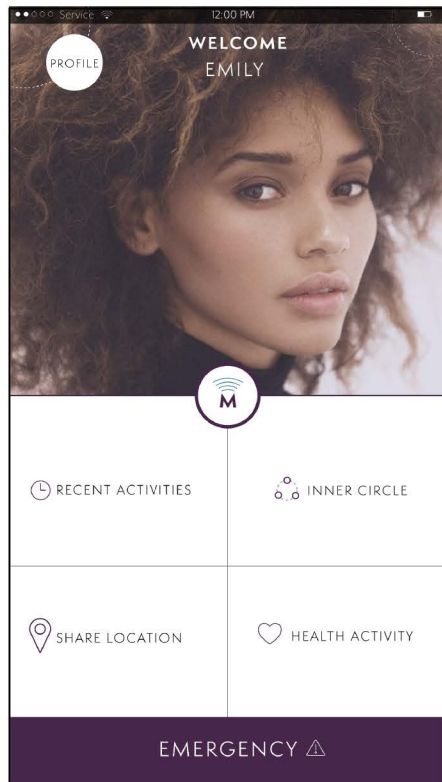


This is a nice feature but maybe add a feature that shows how active we are. I would like to see how active I've been.

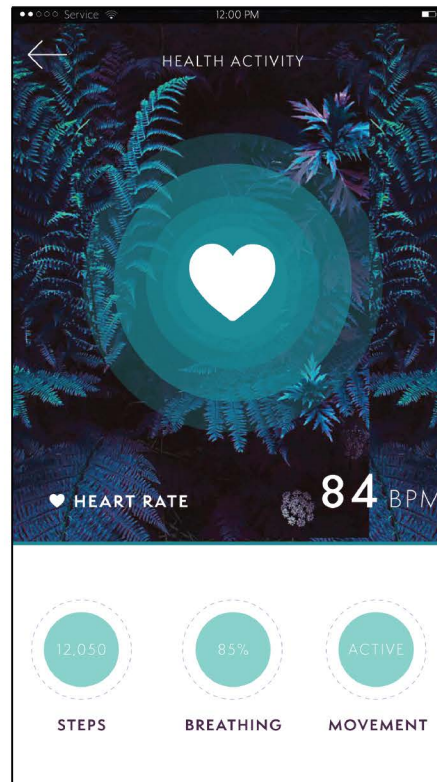
Add a cancel button if the user accidentally taps emergency. Add a timer too for when the user is not by phone.

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.

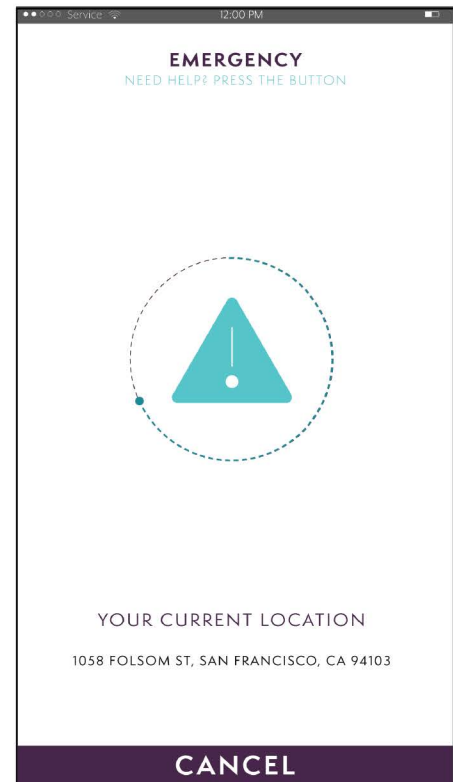
REVISION



Changed the emergency button to be smaller. Got rid of 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.

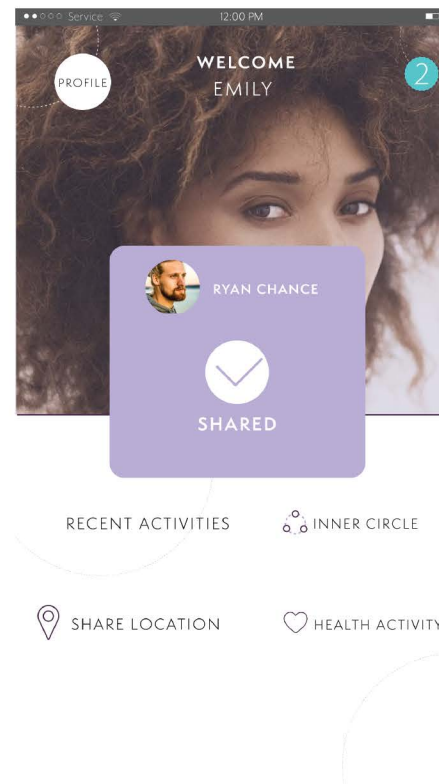


Added a cancel option and timer to the emergency page.

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

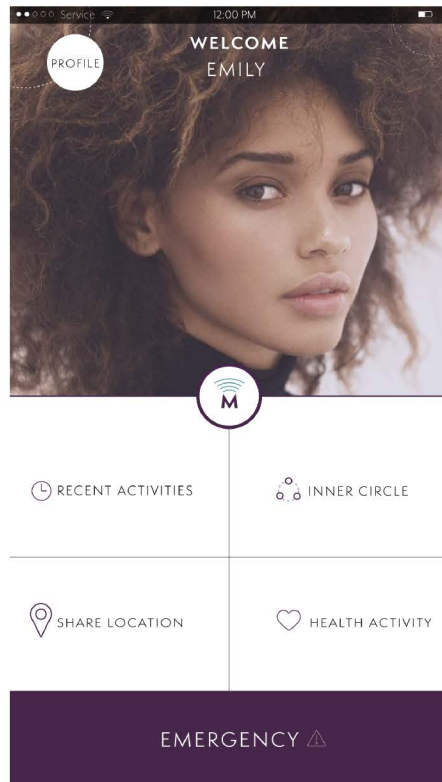
Crystal will be testing the second round of screens to test if the screens are helpful and if any visuals need to be changed.

FEEDBACK

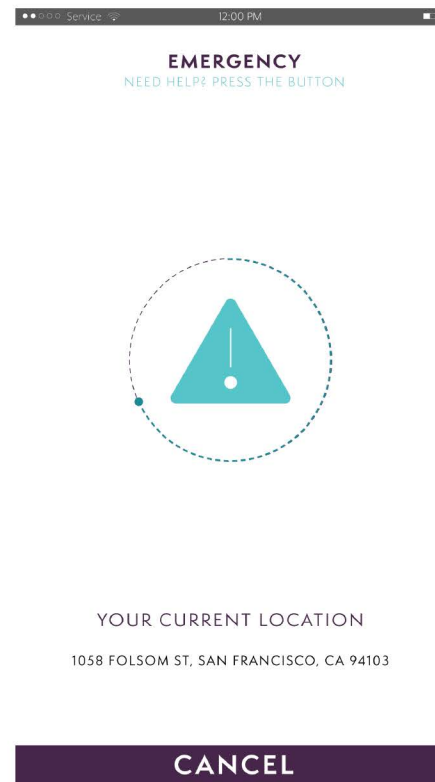


MICHELLE CUNNINGHAM

InVision Prototype/iPhone



Profile seems useless since I kept tapping the profile image. The image was more inviting and looked like the place 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

12:00 PM

←

CHANGE IMAGE

NAME
EMILY CHANCE

EMAIL
EC_DESIGNS@GMAIL.COM

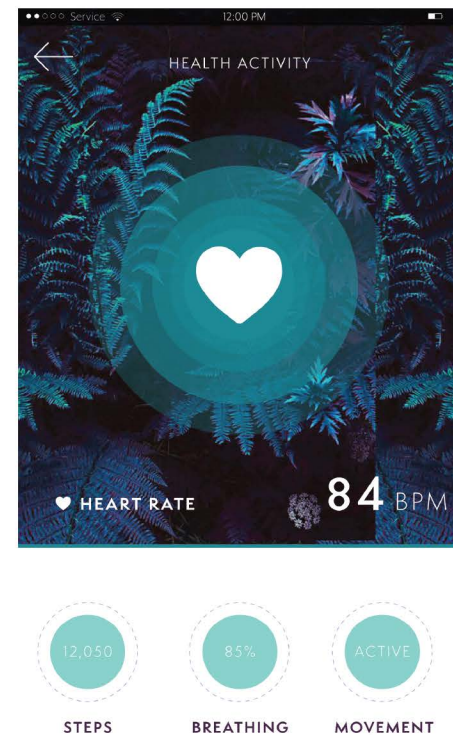
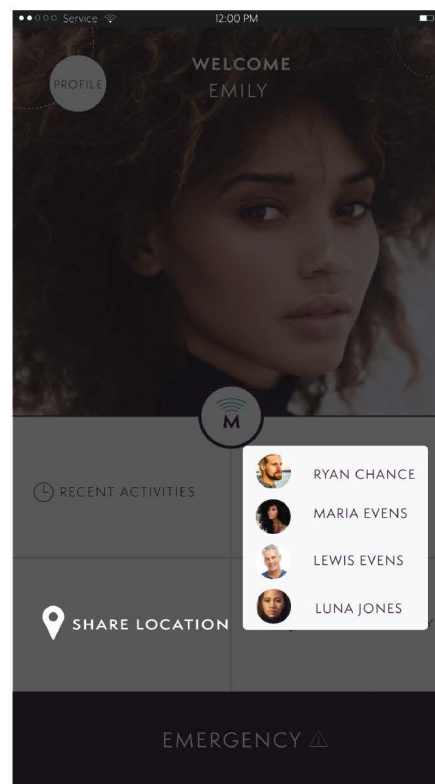
AGE 25 HEIGHT 5'7 WEIGHT 125 lb

EYES BROWN HAIR BROWN MARITAL STATUS MARRIED

HERITAGE
AFRICAN AMERICAN/IRISH

ADDRESS
5200 Iron Horse Pkwy, Dublin, CA 94568

SAVE

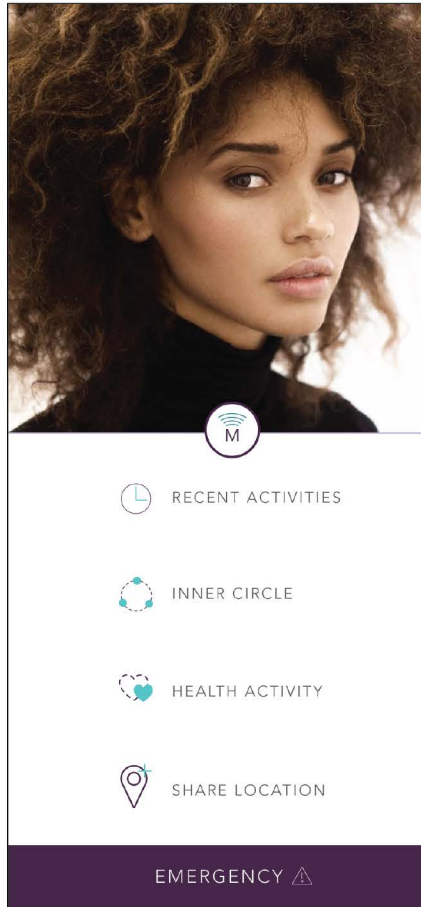


I would like a text box for the spouse. If this is going to be for the police to keep as a record, then they should be able to identify the spouse.

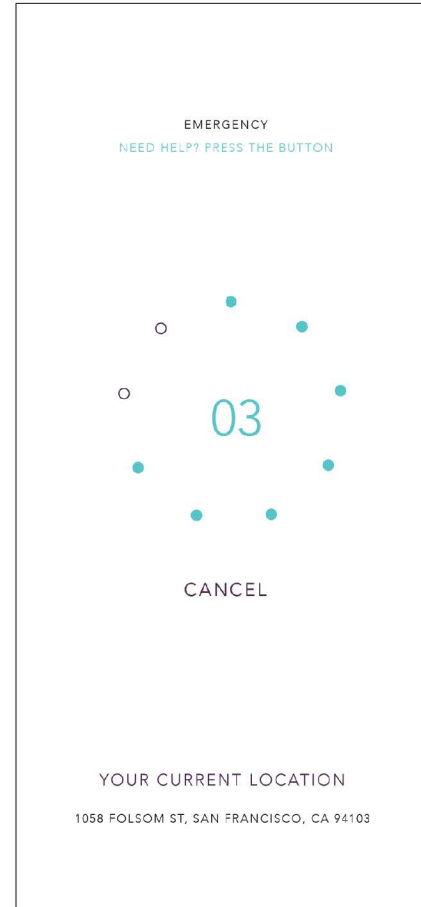
Can we tone down the black in the background? It is a strong contrast to the "Share Location".

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

REVISION

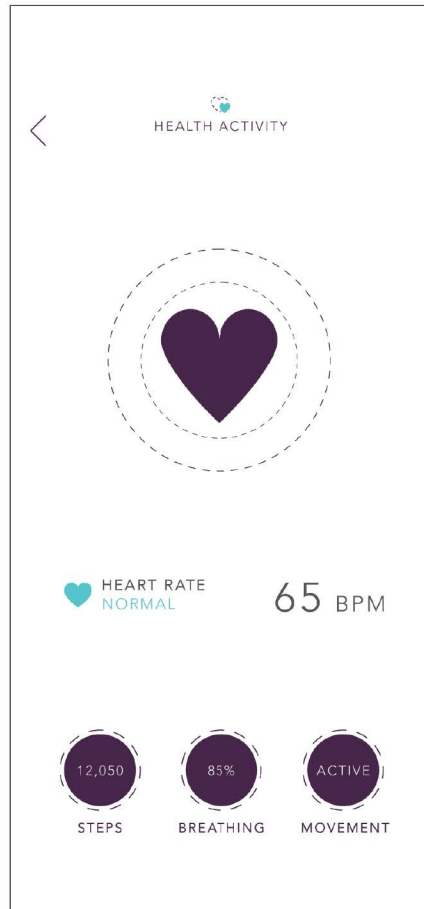


We removed the circles and got rid of the borders in the navigation. This allows the navigation to be open and have a better flow. Also, we removed the profile button and made the large image become the link to the profile.

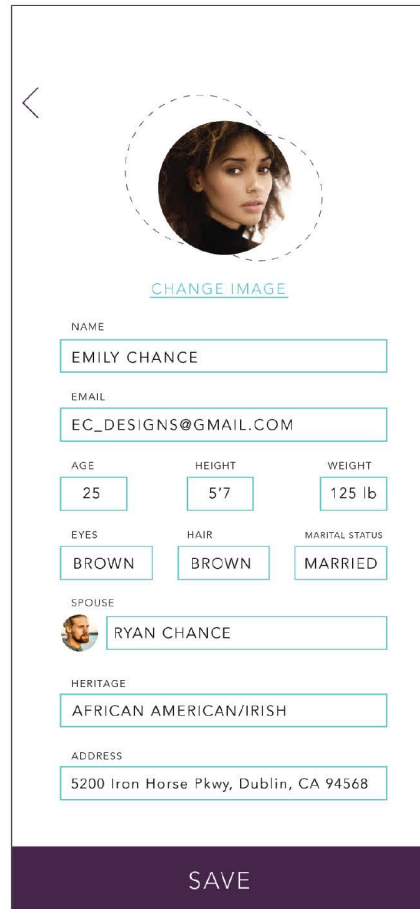


We lighten up the interface by using more negative space and a simpler design. Instead of the caution sign, there is a countdown till alert is sent just in case to was sent by accident.

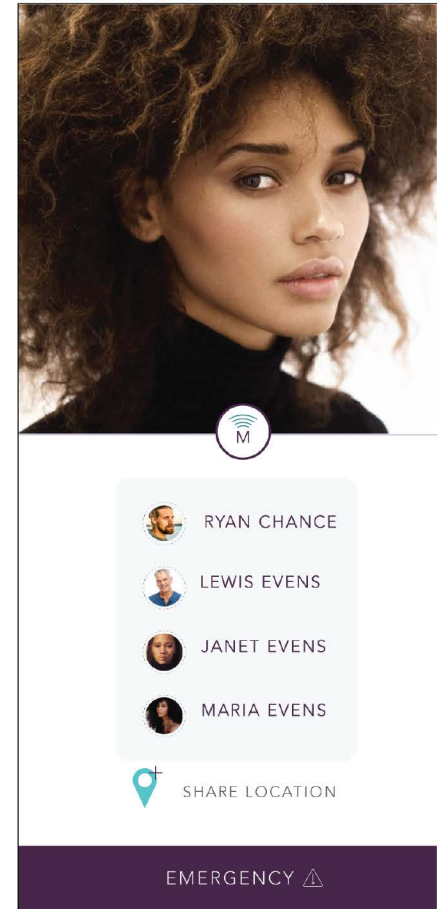
REVISION



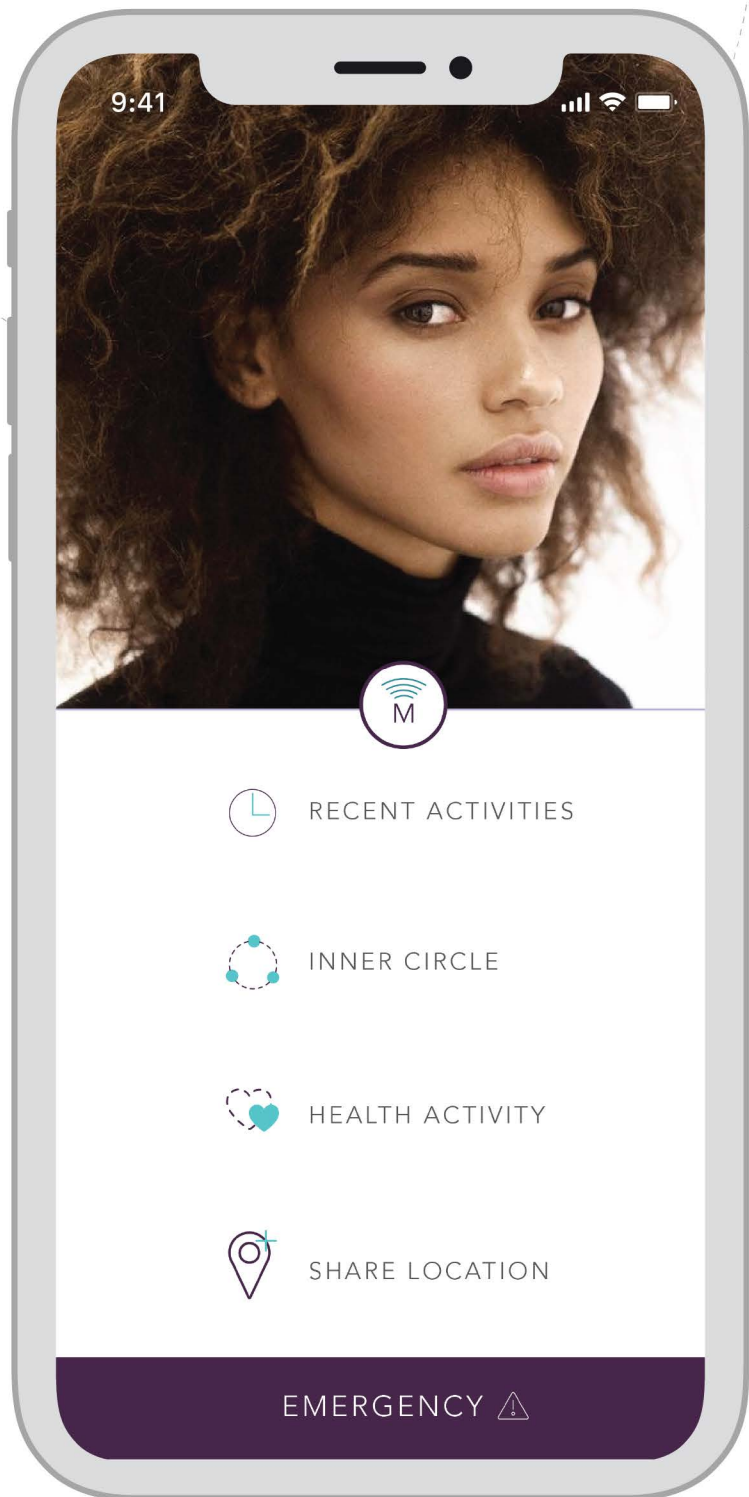
We removed the background image to use the negative space to our advantage. We also thicken the text a tad.



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

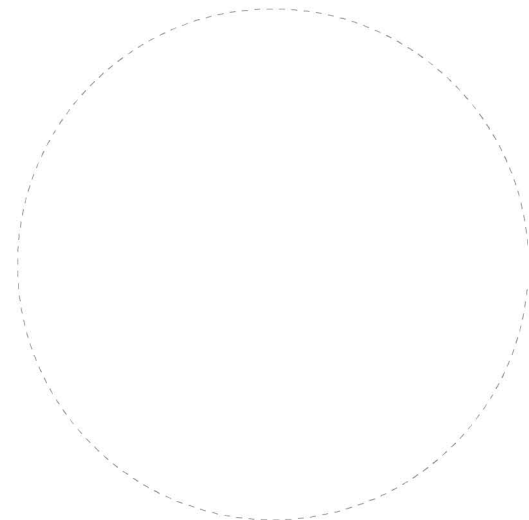


The harsh black background is removed.



LAUNCH PROTOTYPE 

VIEW IT IN ACTION 





THANK YOU