



Safe Route NYC

THE SAFEST WAY TO GET FROM A TO B.



OVERVIEW

PLATFORM

NYC Safe Route is a smart phone app that shows users the safest walking route to their destination based on crime locations and statistics.

My target user set would be people walking alone at night, primarily women. Safety in New York City is a big concern for new residents and tourists as well. Anyone who does not particularly know which streets or neighborhoods are safe and which they need to avoid. Neighborhoods are also so close here that you may turn a corner and all of a sudden be in a rough area. SafeRoute NYC will hopefully guide many people out of harms way.

I will describe a target persona to better explain the apps functionality. The user is a young woman who recently moved to the city for work. Since she has arrived, one of her favorite pastimes is going out and exploring different neighborhoods. She loves to get on the subway and get off at different exits and just explore. One evening she decides to take the L and gets off at the Morgan stop. She walks around for about an hour and starts to head towards the same station to return home only to find that it's closed and she must walk to the M. This is a 15 minute walk through a neighborhood she feels more unsafe in as it gets darker, so she opens the SafeRoute app. The app already knows her location and shows her where the closest train stations are. She selects the Central Ave M station. SafeRoute shows her the calculated route. It leads her down the mostly major avenues, but directs her away from walking underneath the elevated train line where muggings happen often. She safely reaches her destination and takes the train back into the city.

SOCIAL

The user could engage other citizens as a result of the app. Through the incident reports feature. Here users who have been victims of crime could report their incident and share their experience with other SafeRoute users in the hopes that they could offer some knowledge that would help others from becoming victims of crimes.

This can be a powerful tool for story telling. By sharing their stories with other new yorkers, victims might feel empowered by their situation. This can hopefully create a community where users exchange messages to create support. Also by chronicling crimes ourselves, the user generated content can populate the app and over time be a robust document that may be used to for other purposes.

TANGIBLE

There will be an augmented reality section called AreaScan that will allow you to hold up your phone and see in the real time, markers for where crimes have happened. That way if you would like to see at a glance and in a hurry if the street your are on is prone to SafeRoute incident reports.

UBIQUITOUS

The users location comes into play at most times during use of the app. Through GPS location the user will be able to calculate the safe route. We cross-reference that with the cities datasets and our incident reports. All of the incidents will be specified to an exact location. The AreaScan will also use gps as well as image recognition through the camera to place markers exactly where incidents have happened.

DATA MINE

Neighborhood Names GIS

Department of City Planning (DCP)

GIS data: neighborhood labels as depicted in New York City: A City of Neighborhoods

School, Health, Fire & Police GIS: Police Precincts

Department of City Planning (DCP)

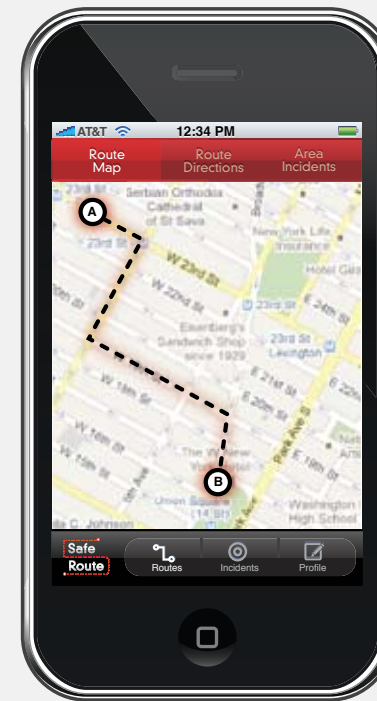
GIS data: Boundaries of Police Precincts

NYPD Public Indicators

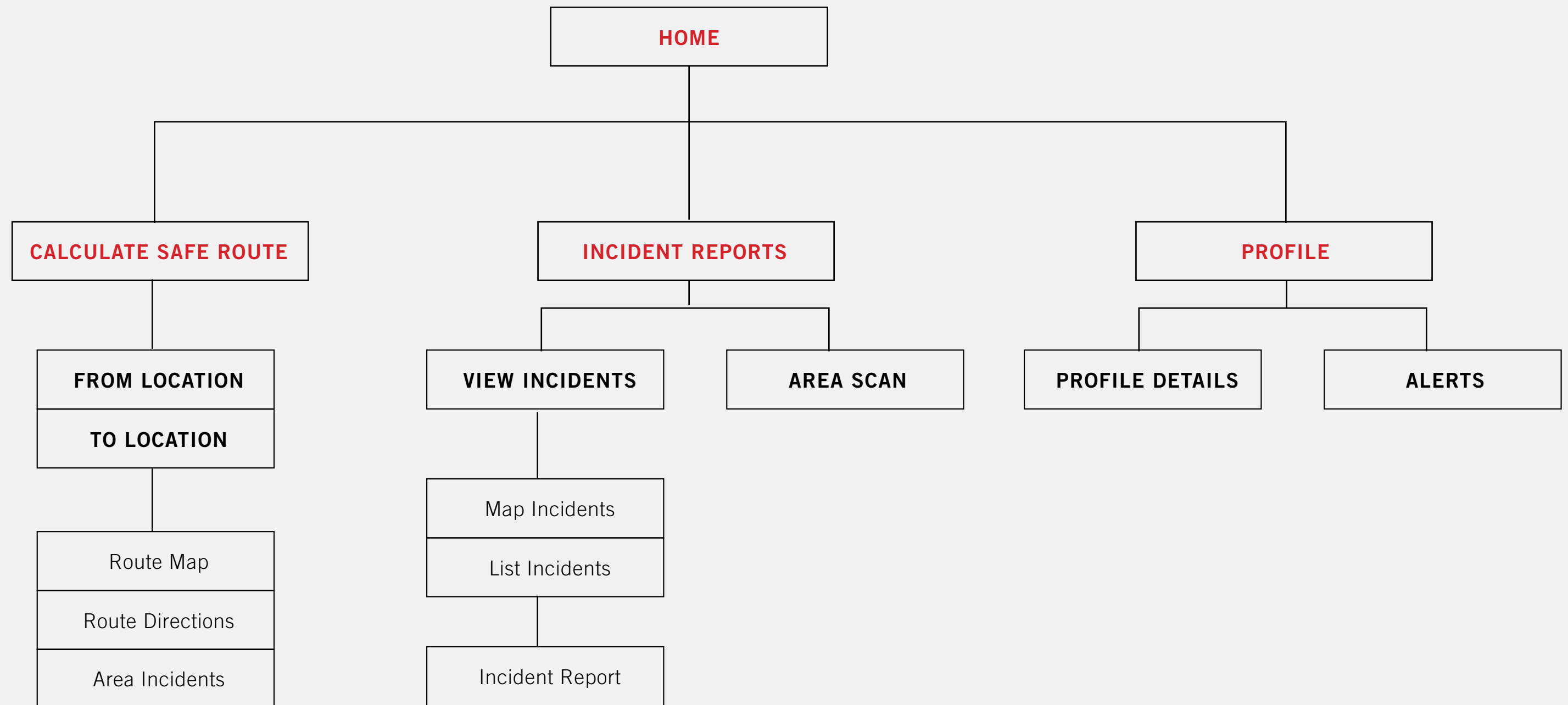
Mayor's Office of Operations (Ops)

NYPD crime statistics by precinct (CPR)

How do we Calculate your Safest Route?

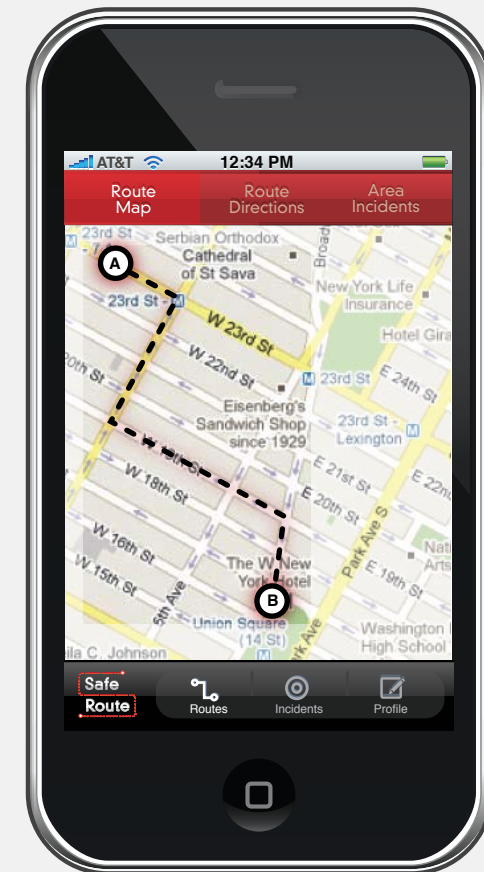
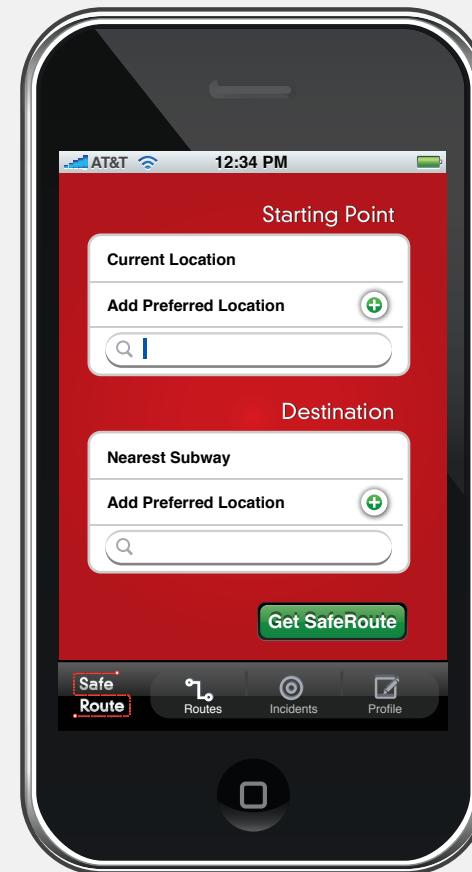
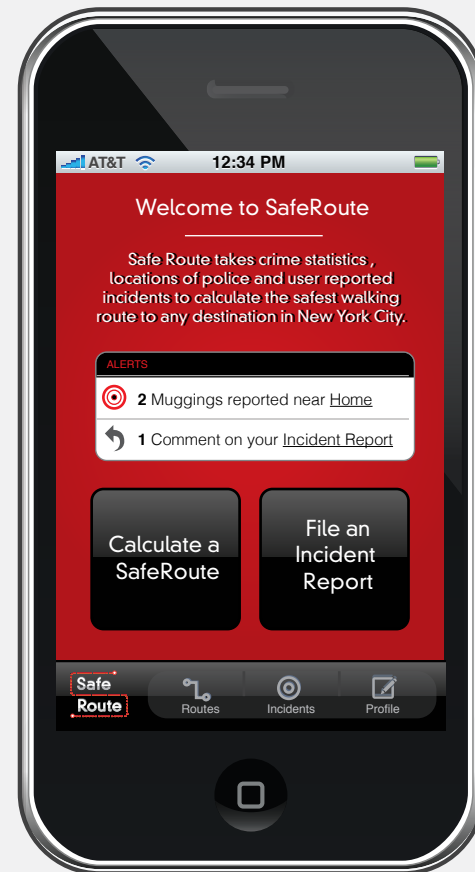


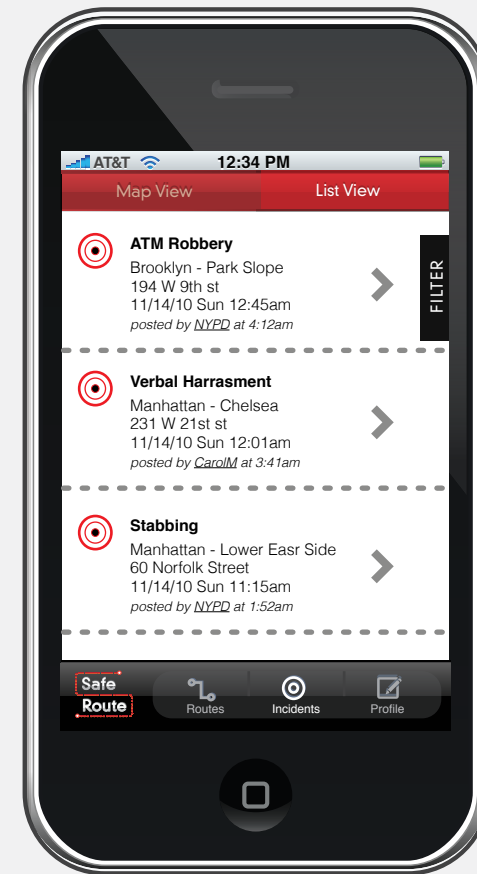
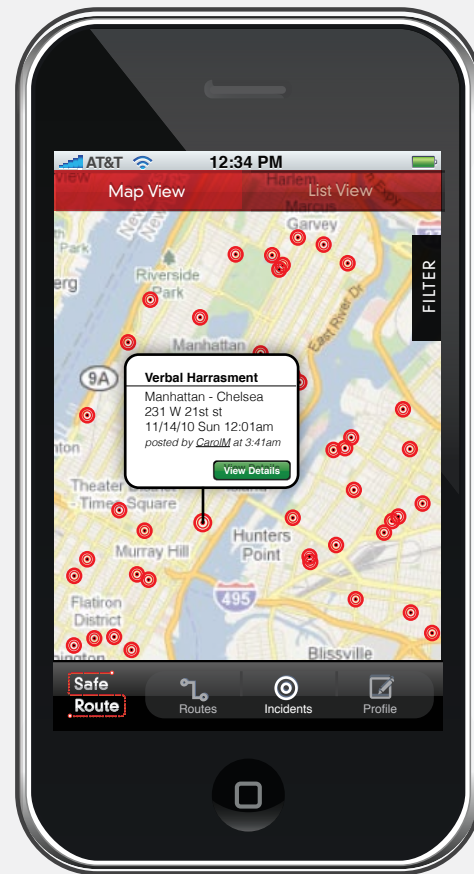
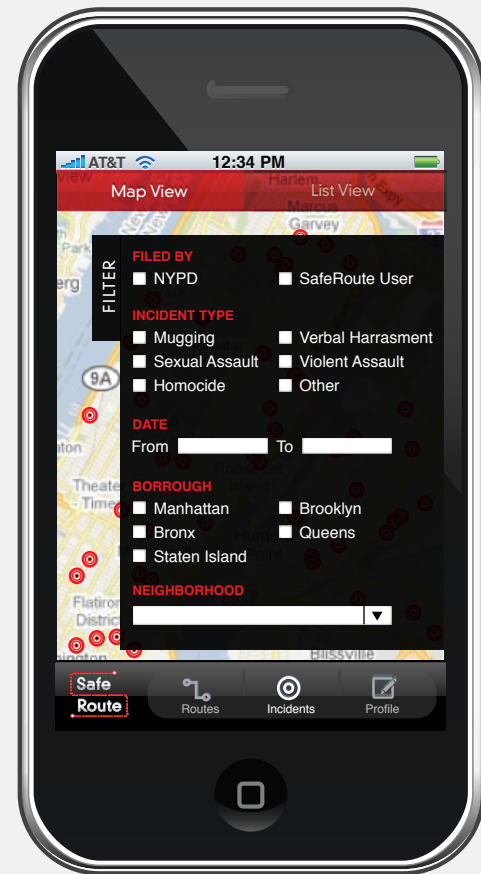
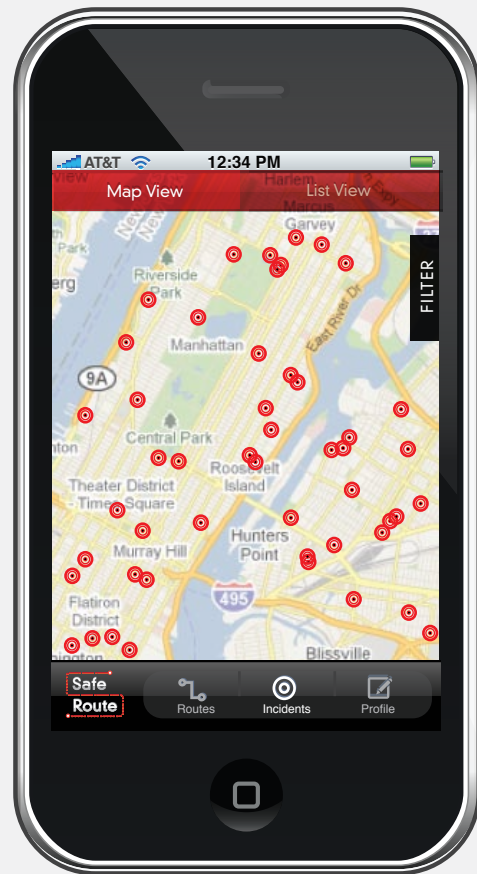
SafeRoute takes NYC crime statistics and the locations of NYPD police reports and user reported incidents to calculate the safest walking route to any destination in New York City. A simple solution to big problem.





APP TOUR get a safe route







CONCLUSIONS

ADDENDUM

When I first sat down to come up with an idea for BigApps I looked at almost every entry and dataset I could find. First to see what has already been done and also hoping I would find inspiration. Unfortunately it didn't quite work out that way. I just became inundated from the information and it clouded my natural creative intuition I think. The idea for the app ultimately came to me out of the blue when I was contemplating the assignment on the train.

The first thing my mind automatically went to when it was time to begin this second part of the assignment was user personas. It came naturally to imagine the features this app would need by seeing things through the eyes of the user. This may have been particularly natural for this project because the target user is someone much like myself. A person who feels unsure when walking around at night in New York City. Though I am not a stranger to big cities (I was born and raised in Chicago) but things feel a bit different here. I am not on my own turf.

The ideas simply started out as finding out the quickest and safest way to get from point A to B and as I developed the assignment I started thinking about my classmate Erin. Last week she shared with us that she had been mugged while she was walking the night before. I have had this story in the back of my mind while creating the app.

I decided I was ready to do wireframes after I had written up the platform and after I had a rough sketch of the sitemap. It was clear in my head at that point what the screens should look like and how they should be organized.

REVISIONS

I was a severe victim of feature creep. This app has a very simple idea, but as I started thinking about the problem and all the different ways I could try to solve the problem, the app got bigger and bigger, until finding the safest way home was one of many features. When I presented my site map to Erin and JoJo I had it folded in thirds. I said the only 1/3 of it is completely necessary. Needless to say they agreed and they gave me some helpful suggestions on how to deflate it.

I think I have kept it pretty deflated, but there are some extra features, mostly the ability for the users to add their stories. I felt this added a very valuable interaction and a way to crowd source. Overtime I think this feature of the app would prove very useful and could maybe even be used by the NYPD for reports and statistics.