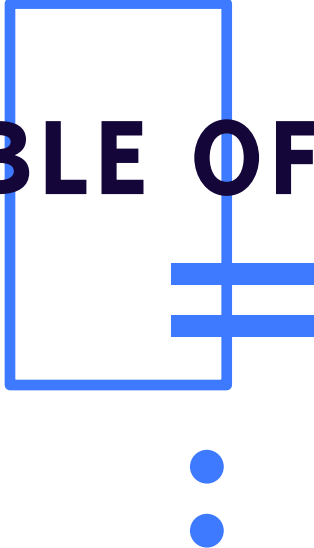




BeSafe

FINAL THESIS BOOK	BY	Arie YuChen Huang	ID	#03535589	12/4 2015 FINAL
	WEB DESIGN & NEW MEDIA • ACADEMY OF ART UNIVERSITY				



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# OVERVIEW

## AUTOBIOGRAPHY

### ABOUT ME

My name is Arie, I was born and raised in Taipei, Taiwan. When I graduated from College, I found a job as a package designer and had worked for three years before I pursued my MFA degree in the U.S.

Being a package designer, I learned how to help clients meet marketing needs by creating attractive and cost-effective packaging for products using creative software and sketches. My job included researching the competitors, branding the product, visualizing ideas, testing prototype on materials and making custom die cut. I enjoyed drawing my custom die cut and exploring a new or more economic way to make a package. The thinking activity has trained me looking for a better solution that doesn't exist. My passion for solving the problems has been build since then.

When I shift my path to Web Design & New Media three years ago, I fell in love with UX/UI design immediately. I love the User Experience being the essential core of the product that define the purpose it serve and I love how UI support User Experience to make the visual clue clear and making a product stand out from others. In the past three years studying in AAU, I immersed myself with UI & UX skills and also juggling between coding and motion to support my projects. In my spare time, I went Meetups and conferences to get know more about the industry.

With all the skills and technologies learned from AAU in the past three years, I am excited and proud to present my final thesis and I hope it would inspire other people and make some waves in the future.

# RESUME

## ARIE YUCHEN HUANG

---

### PERSONAL INFO

// var-arie.com  
@ arie.ychuang@gmail.com  
# 415.539.8180

### SKILLS

Adobe CC Suite    C4D  
Sketch + Zeplin    HTML5  
Keynote / PPT      CSS3  
Flinto                Javascript

### LANGUAGES

English / Working Proficiency  
Japanese / JLPT N2  
Mandarin / Native

### EDUCATION

**MFA, WEB DESIGN & NEW MEDIA**  
Academy of Art University, San Francisco

**BFA, GRAPHIC DESIGN**  
Fu Jen Catholic University, Taipei, Taiwan

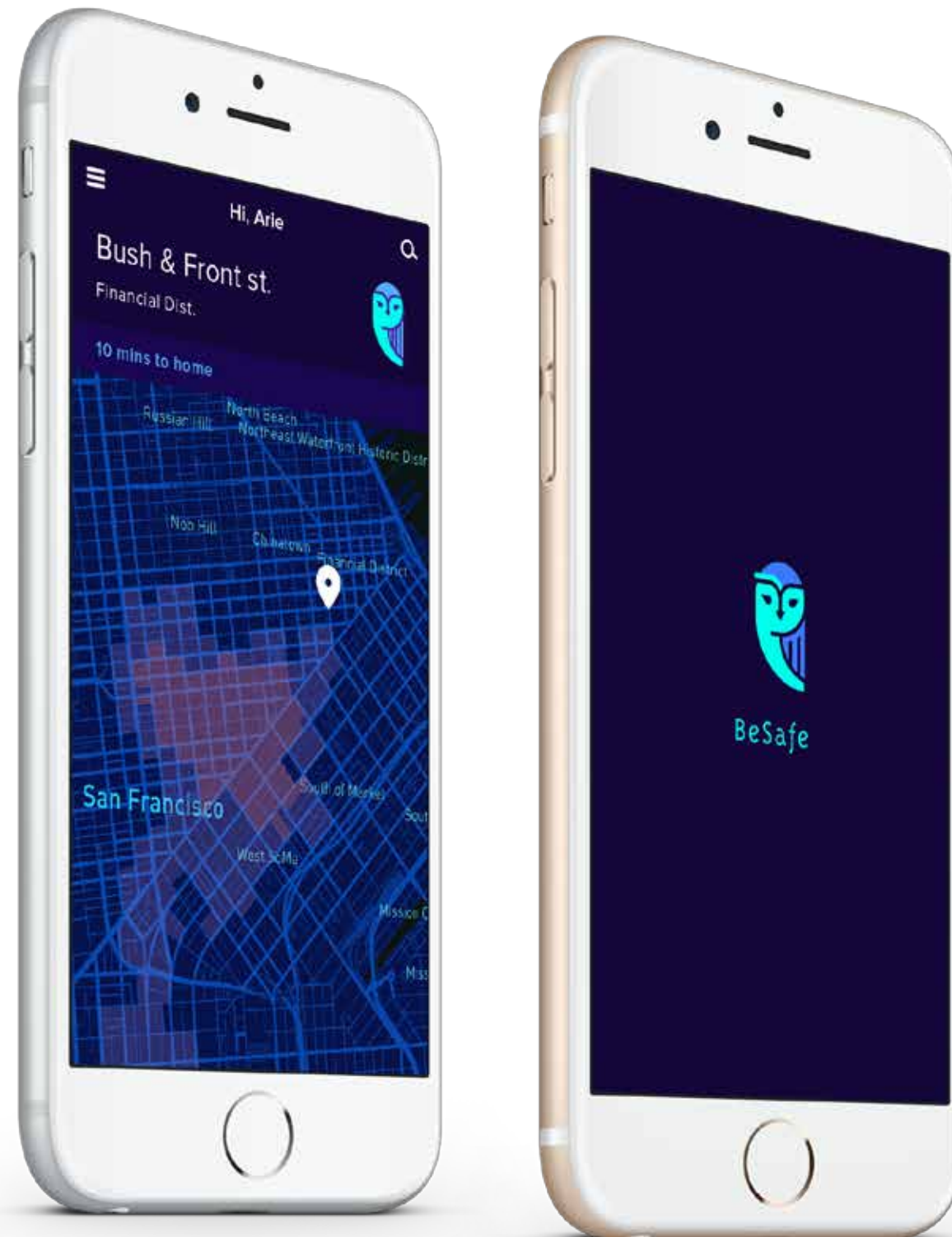
### EXPERIENCES

SEP, 2015 – NOV, 2015  
**Adobe Systems    Experience Designer Intern**  
Working closely with project manager & engineer within Adobe XD team.  
Improved user experience on Prototyping tool of Project Comet.  
Helped the team to prepare for Adobe MAX 2015 at Los Angeles.

JUN, 2015 – AUG, 2015  
**EventBrite    Product Design Intern**  
Integrated blog posts on consumer app to drive higher retention.  
Updated new components on internal ios style guide.

JUN, 2014 – DEC, 2014  
**ROI DNA, San Francisco    Visual Design Intern**  
Designed user interface for desktop, tablet and mobile devices.  
Worked closely with Creative Director, UX Designer and Content Manager.  
Redesigned company business card and Branding Guideline.  
Designed newsletter, holiday icons and internal collateral for company activities.

MAY, 2011 – FEB, 2012  
**Duo-Image Associates, Taiwan    Senior Graphic Designer**  
Designed food packaging on bottles, boxes, paper bags and plastic bags.  
Designed annual promotion brochure and TV commercial storyboards for cosmetics clients.  
Redesigned the package for a traditional wedding cookie company in Taiwan.  
Served clients including HP, Maserati, IPSA, Riven, Palmart and King Car Industrial Co.



#### ELEVATOR PITCH

## WHAT IS BESAFE

BeSafe is a real world application that generates safety routes in San Francisco based on government crime reports and user review. It also protects users from danger with their own social network by escorting each other online. The safety information can be instantly shared in this application and notify users what just happened and at where. Therefore, it is a safety net for people in San Francisco.

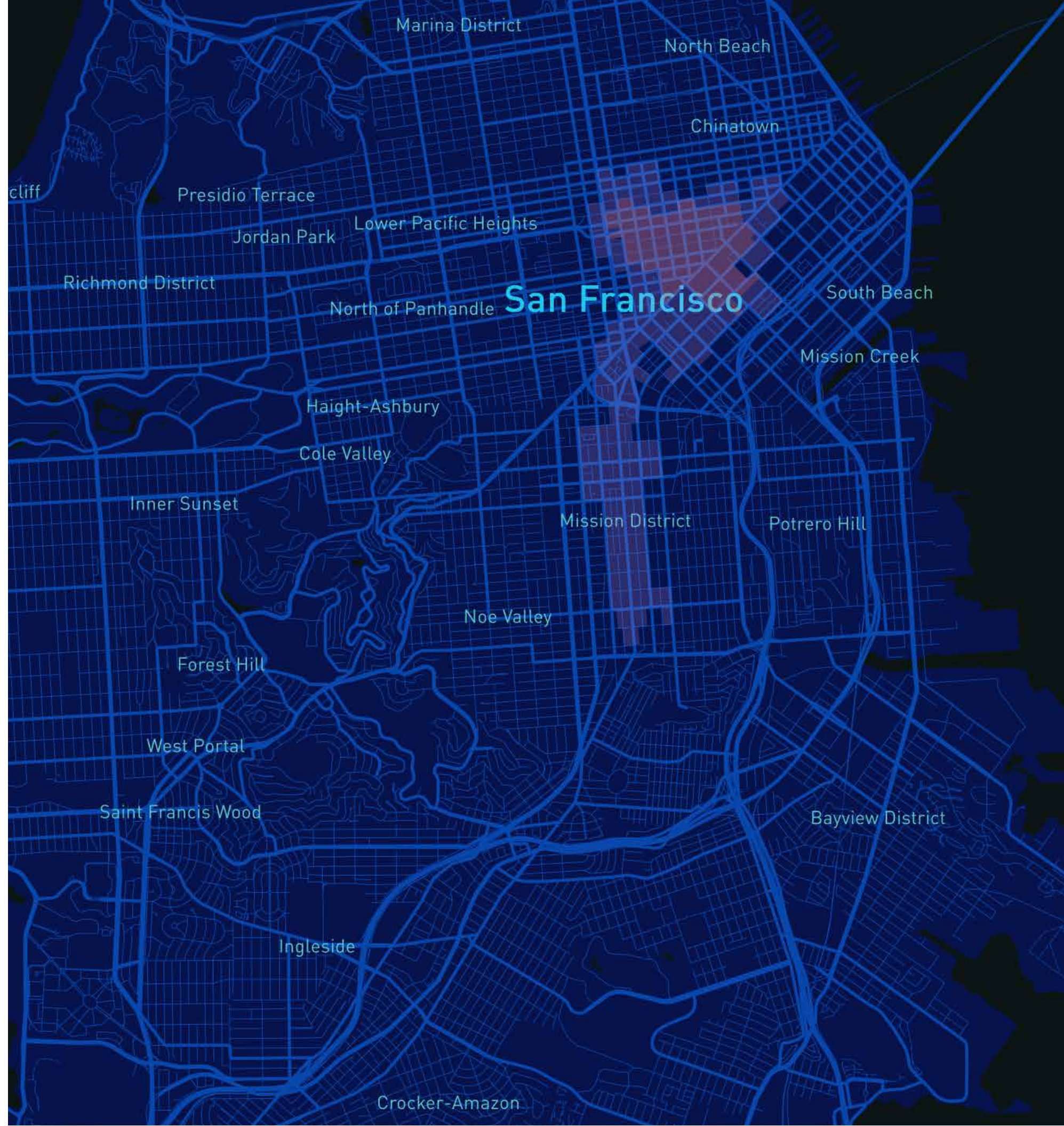
THESIS ABSTRACT

## THE PROBLEMS

San Francisco is a beautiful city with amazing views and delicious food. The diversity of culture and unique ambiance attracts 16.5 million visitors per year. However, too many homeless people and panhandlers has become a well-known defect and was mentioned as the least liked part by one in four survey respondents (25.4%). It makes a bad impression and also poses a safety problem.

For example, the part of the city with the highest crime rate are the Tenderloin and Civic Center (as well as some areas of Western Addition and the Mission), which are right in the middle of the city. Market Street and Union Square, which are areas filled with startups and great shops, is unfortunately on the border of those areas. Due to this, going to work or going shopping you're likely to have multiple people hit you up for money and you will probably meet a crackhead or two.

**THE GOAL OF BESAFE IS TO GUIDE USERS A SAFE WAY HOME BY USING TECHNOLOGY AND SOCIAL NETWORKING.**



THESIS ABSTRACT

## THE SOLUTIONS

Function

### Safety Route Generator

BeSafe generates the routes based on SFPD crime statistics and user reports. Therefore, the guiding system is reliable and up to date. It will guide users to avoid dangerous area and be aware of the possibility of encountering a crime on the road.

My Data come from official crime report website:

[www.crimemapping.com](http://www.crimemapping.com)

Function

### Safety Circle In San Francisco

By building a social network within Besafe, friends and families become the strongest, immediate support when bad things happened. Users share their routes details and estimated time of arrival to other users in their safety circle. They escort each other online or do it physically.

Function

### Emergency S.O.S Signal

Send out your location and personal information to police officers with one click. The emergency signal will also sent to your friends and the people near by you who have this application.

## STATEMENT OF INTEREST

# EMPOWER THE USERS

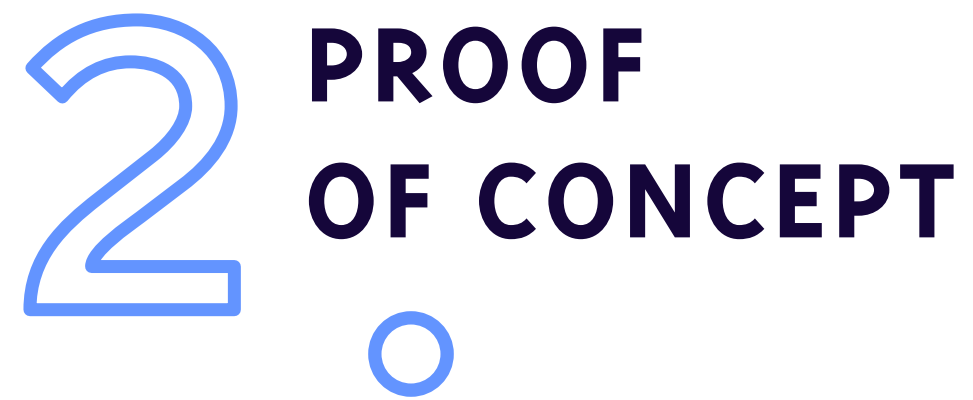
I have always wanted to build digital application that would be useful to people trying to function in their daily lives. The problem that I am going to solve is based on my personal experience in my first year in San Francisco. It happened on a normal Sunday when I was on my way home and checking the time on my iPhone. All of a sudden, a man riding on a bike took my phone and ran into the Tenderloin. It was the first time I had ever encountered a crime. When I shared my story with friends, I found a lot of people had a similar experience with me. Therefore, I want to use this opportunity to benefit the people who need this application.

For my thesis project, I want to create an application that lets users find a safe route and avoid dangerous areas in San Francisco. The application generates a walking route and guide users based on the statistics of government crime reports and user reviews. There are three types of protection beside the safety routes. The first one is police. The application is integrated with police office systems and will send an emergency signal with your name and location. This function can be manually or automatically activated when the application senses the user is running, which means

something bad is happening. The second protection is friends and family. Users build a social network and send an on-watch request to friends or family when it's needed. When users set off to another place, they send a message to inform another person about how long and what route they will take. If users' friends/families don't get a response from the user in the right time, they know where to find them. The third protection is calling a taxi and the taxi's information is also in the record. Overall, it's a guide and a safety net that can optimize the life experience in San Francisco.

My goal is to use this project to show my skills of design and UX and hopefully this project will lead me to a career as a user experience designer with emphasis in visual design.

# 2 PROOF OF CONCEPT



CONCEPT VIDEO LINK

safety net

your

BeSafe



in

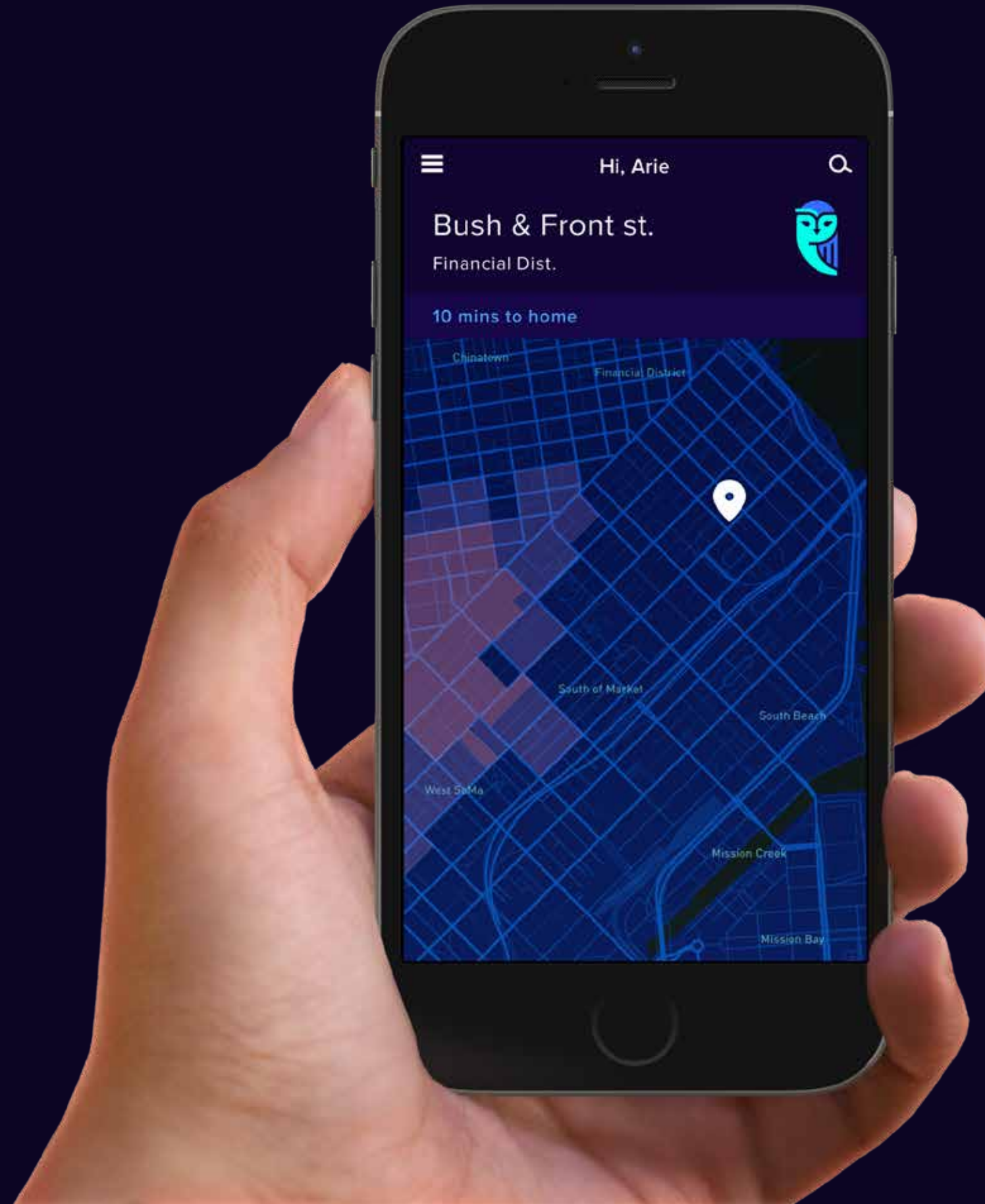
San Francisco



<https://vimeo.com/147795270>

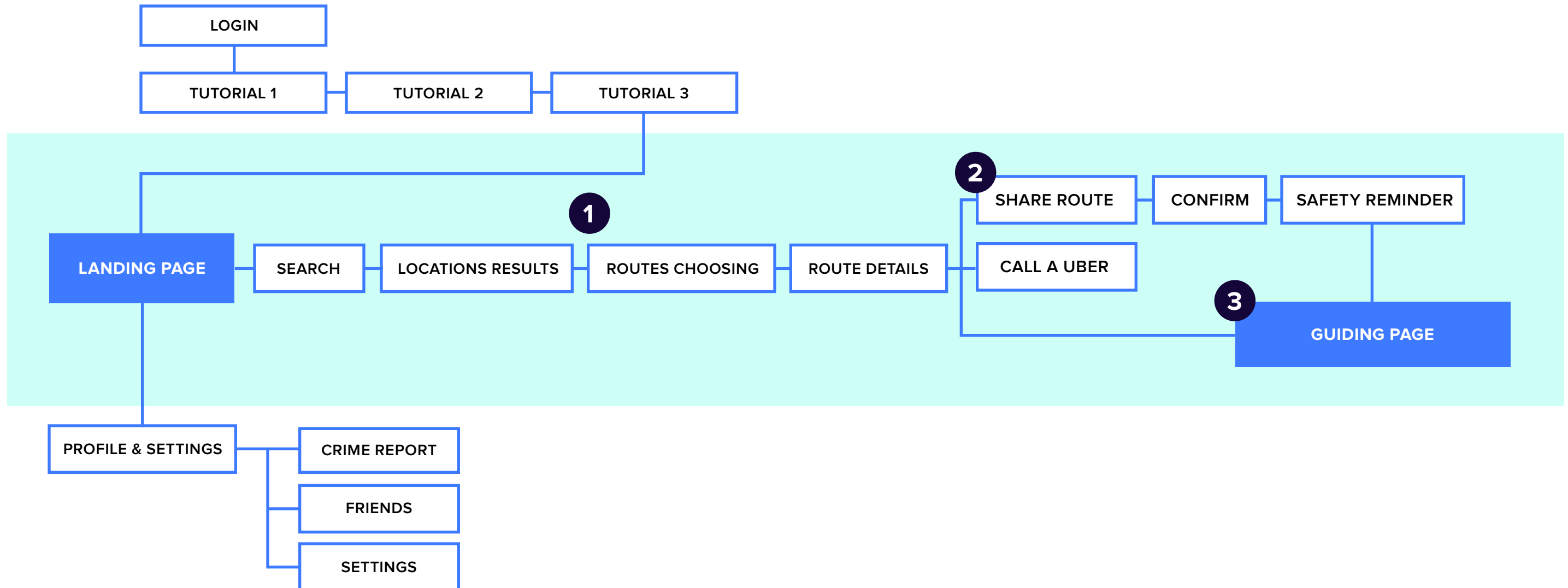
## PROTOTYPE LINK

<https://invis.io/C656NZL7P>

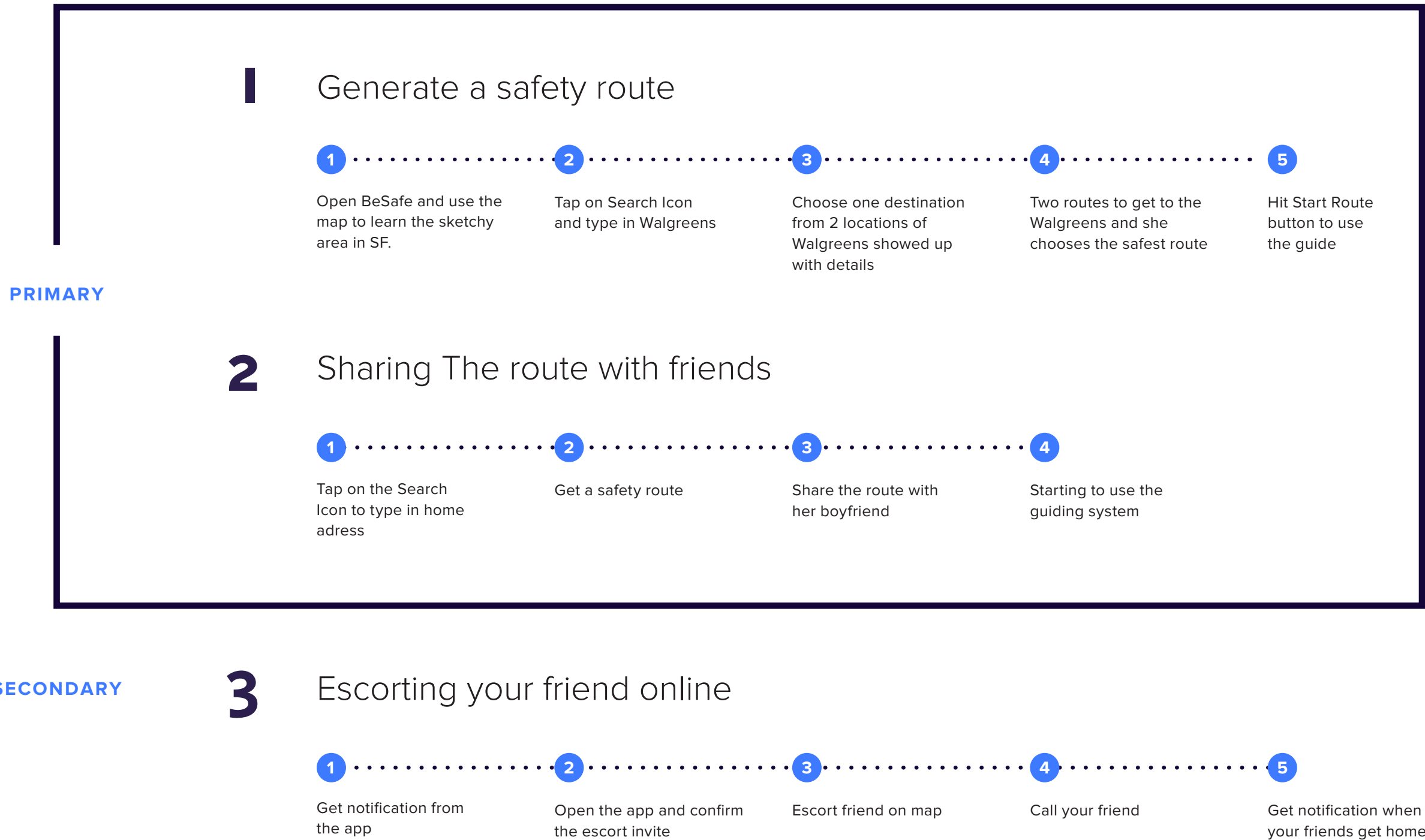


# INFORMATION ARCHITECTURE

- Final Coding Deliverables
- 1 Safety Route Generator
- 2 Safety Circle In San Francisco
- 3 Emergency S.O.S Signal



## USER TASK FLOW





**STRATEGIC  
PROCESS**



## MARKET RESEARCH



**27.2%**  
First-time visitors

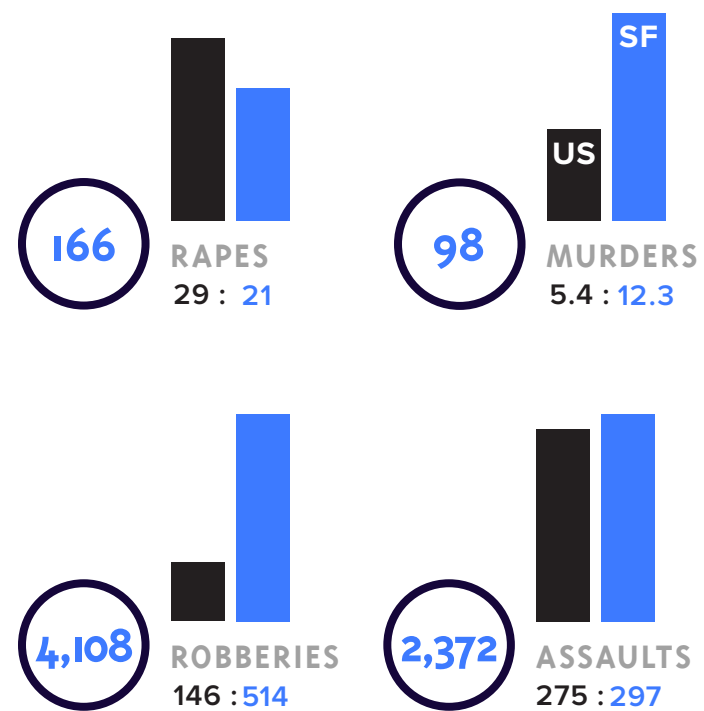
**25%**  
of the visitors complained about  
too many homeless people &  
panhandlers in San Francisco

**Union Square**  
Leading neighborhoods visited

**8,000**  
restaurants and 700 bars within  
15 miles of Downtown SF

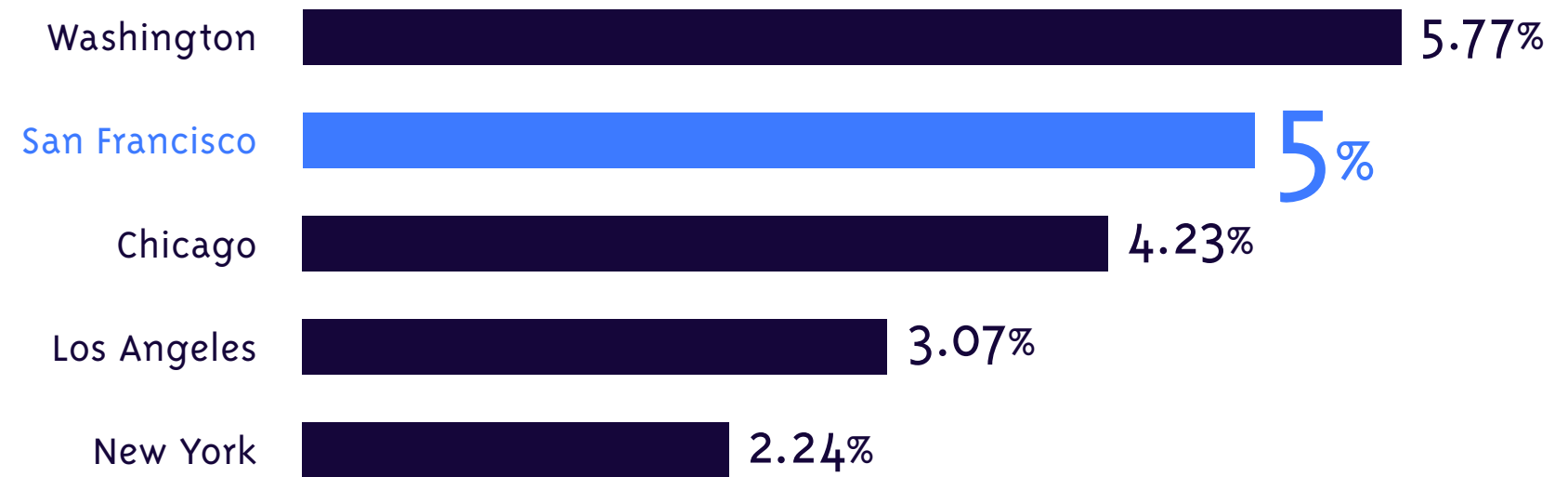
## MARKET RESEARCH

### US VS. SF CRIME COMPARISON



### 5 MAJOR CITIES CRIME RATE COMPARISON

“ In San Francisco, CA as compared to New York, NY you are: **57.4% more likely to get robbed**, 2.1% less likely to get murdered, 346.0% more likely to get your car stolen.”





“ The chances of becoming a victim of a violent crime in San Francisco is 1 in 149 ”

## COMPETITOR

# Google Map

## FEATURES

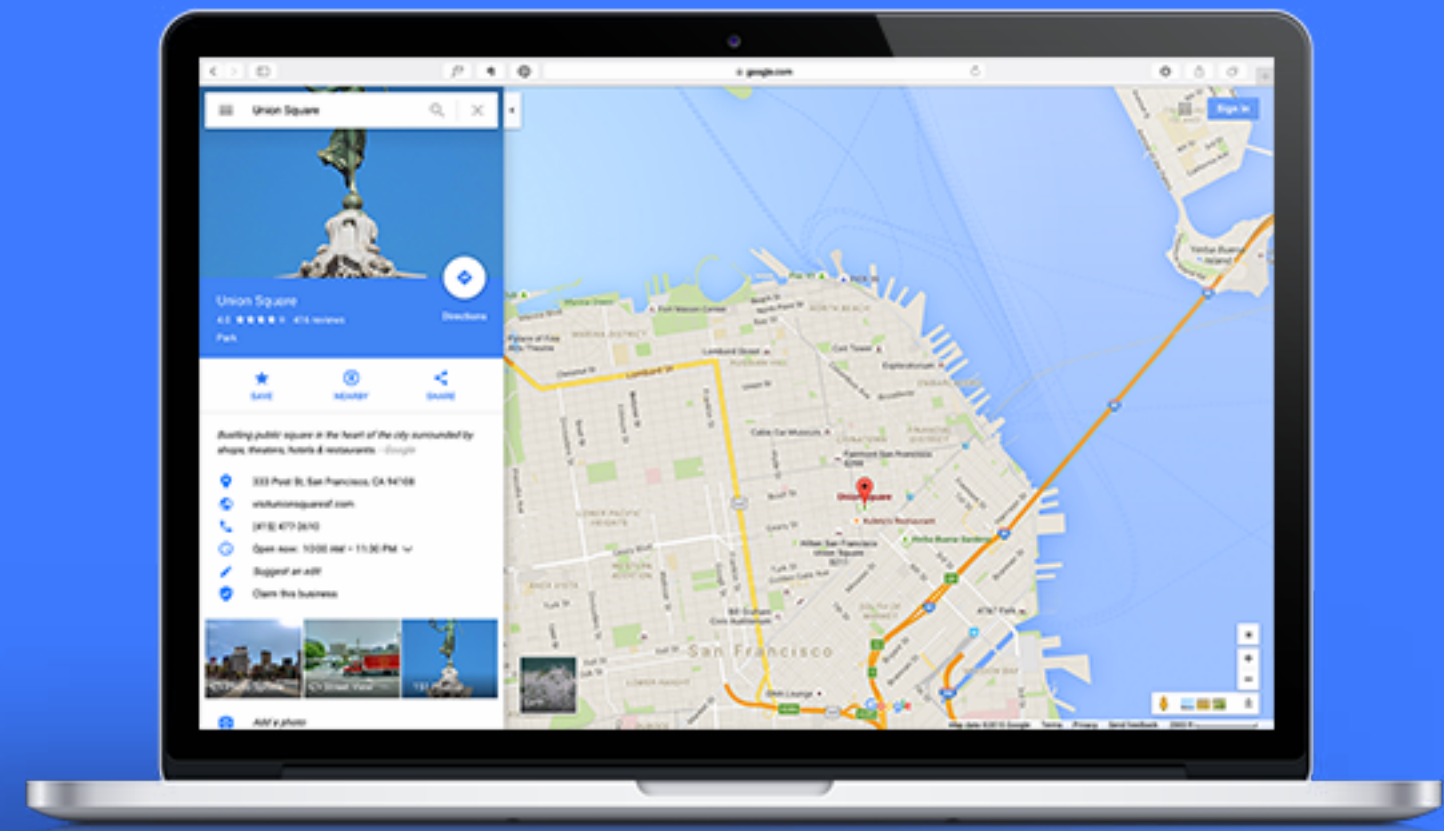
- Users are able choose different transportation method and get suggestions based on time and distance
- Provide the businesses information that user need
- Show the picture of tourist places for user to discover
- Create your own map and share it with your friend
- Live traffic and event reports
- View the inside of buildings (provided Maps has the submitted floor plans) and plan your trip accordingly
- Voice navigation free the users from watching screen constantly

## STRENGTH

- Google Street view and the voice navigation enhance the guides
- Google map updates every two weeks
- The most accurate online map and hold the biggest data

## WEAKNESS

- Doesn't include the crime rates as a part of the incident that could change the route.





## COMPETITOR

# SpotCrime

## FEATURES

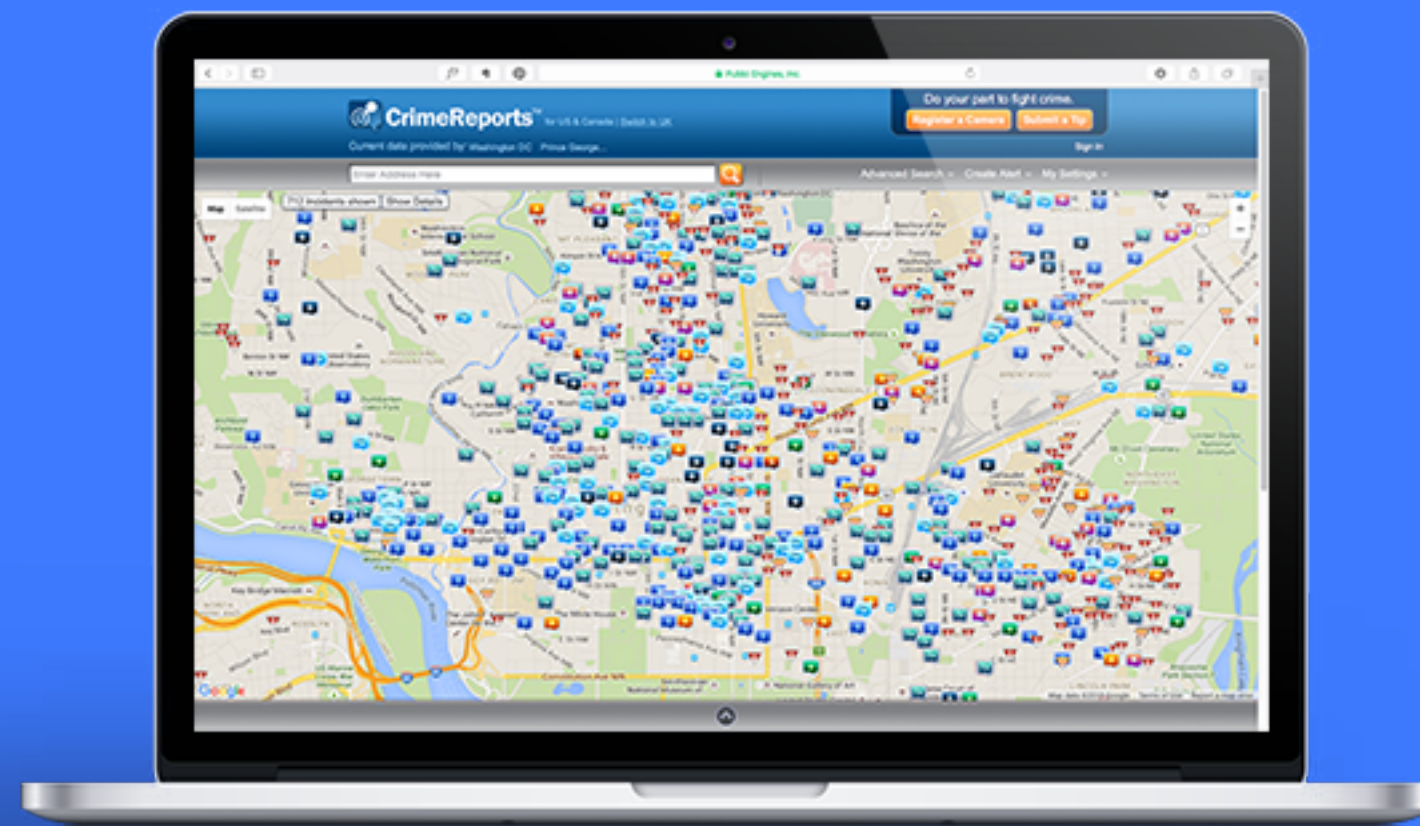
- View crimes on a map or in Augmented Reality view
- Get detailed descriptions of the crimes listed
- Share crime incidents with others via email
- Provide an "accuracy" score that will give you a sense of how accurate the safety and security scores are
- Crime data updated daily

## STRENGTH

- Crimes are categorized and shown by icons
- The system shows the most recently crime data
- Be able to setup alert notification for your email
- Using Google Map

## WEAKNESS

- The augmented reality would cause higher risk due to the unawareness of surroundings when using it.
- The icons design is a visual clutter when seeing too much data.



## COMPETITOR

# CrimeReports

## FEATURES

- Gives you real-time access to neighborhood level crime and sex offender information.
- Filter crime data by location, date, and crime type
- View recent crime down to the neighborhood level
- View US sex offender data right along side crime data
- Sign up for free, automated email crime updates

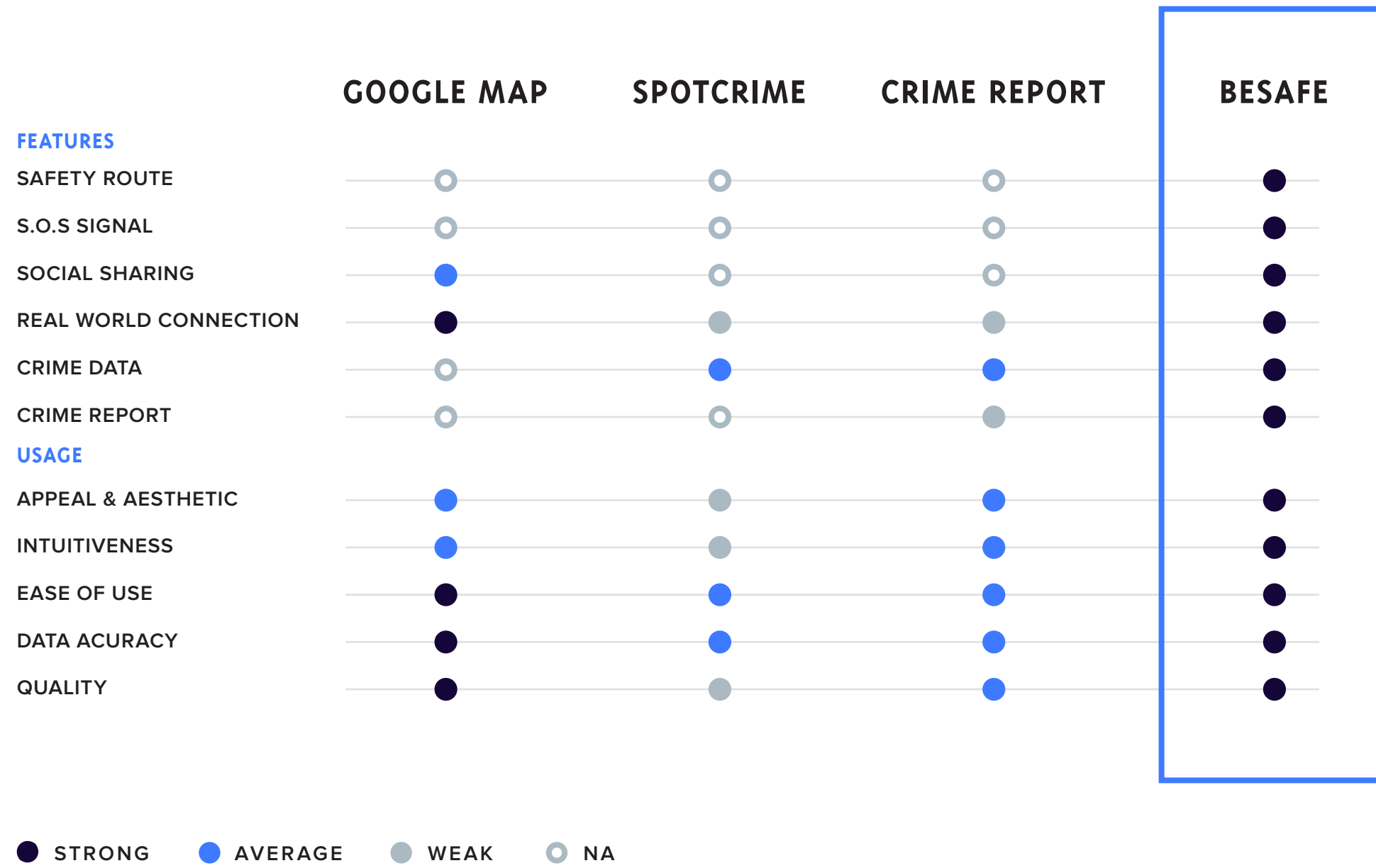
## STRENGTH

- Filtering crime data by location date and type can provide a useful information for users.
- Shows the detail of the crime on the map by clicking pinpoint.
- It's easy and intuitive and make people want to know more.


## WEAKNESS

- The pinpoint design is based on the initial which is not clear at the first sight.

## COMPETITOR ANALYSIS MATRIX



## UNIQUE POSITIONING



**A tool that guides you safely and a  
community that look out for each other  
in the City.**

## INSPIRATION

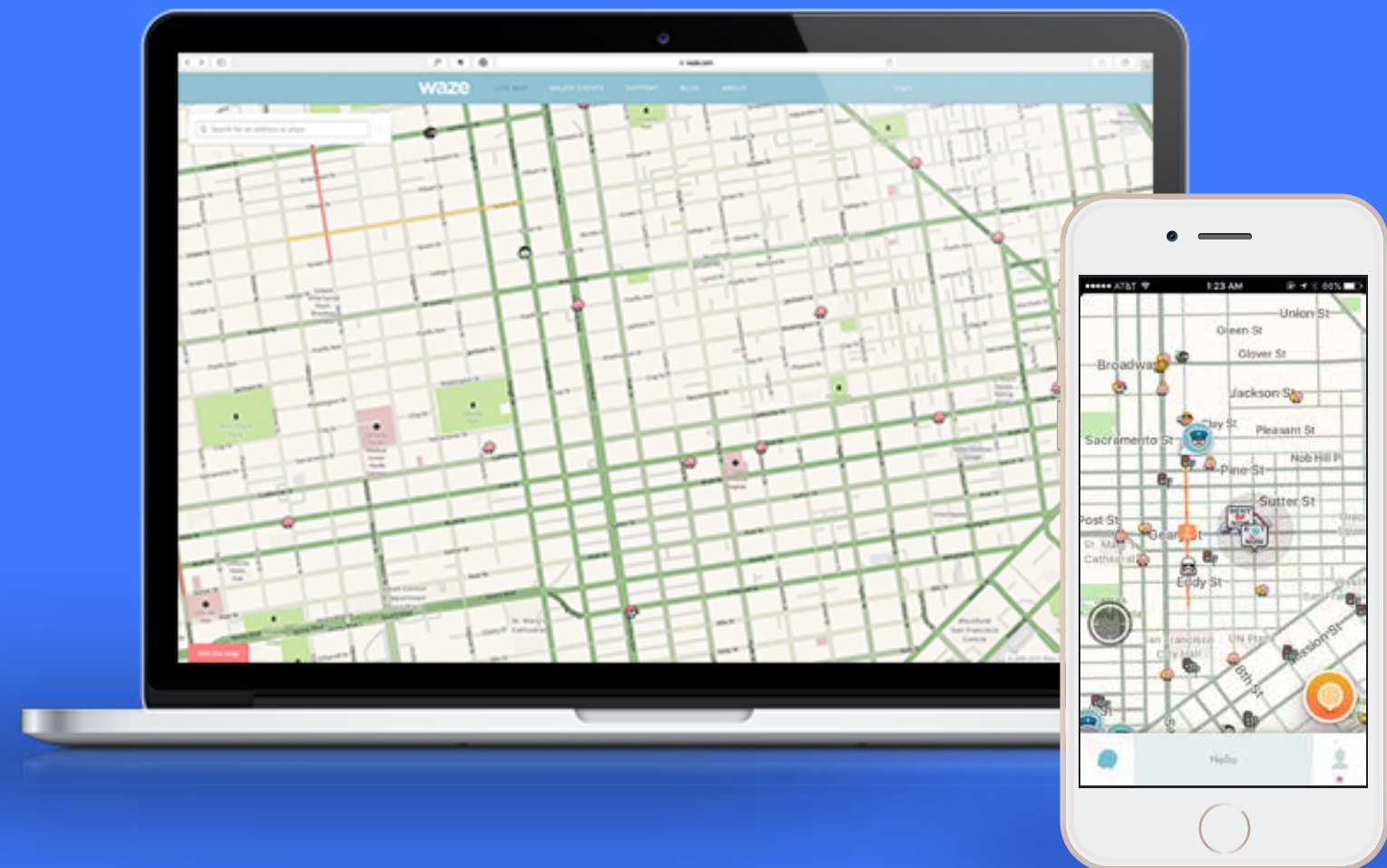
# WAZE

By connecting drivers to one another, Waze help people create local driving communities that work together to improve the quality of everyone's daily driving. That might mean helping them avoid the frustration of sitting in traffic, cluing them in to a police trap or shaving five minutes off of their regular commute by showing them new routes they never even knew about.

After typing in their destination address, users just drive with the app open on their phone to passively contribute traffic and other road data, but they can also take a more active role by sharing road reports on accidents, police traps, or any other hazards along the way, helping to give other users in the area a 'heads-up' about what's to come.

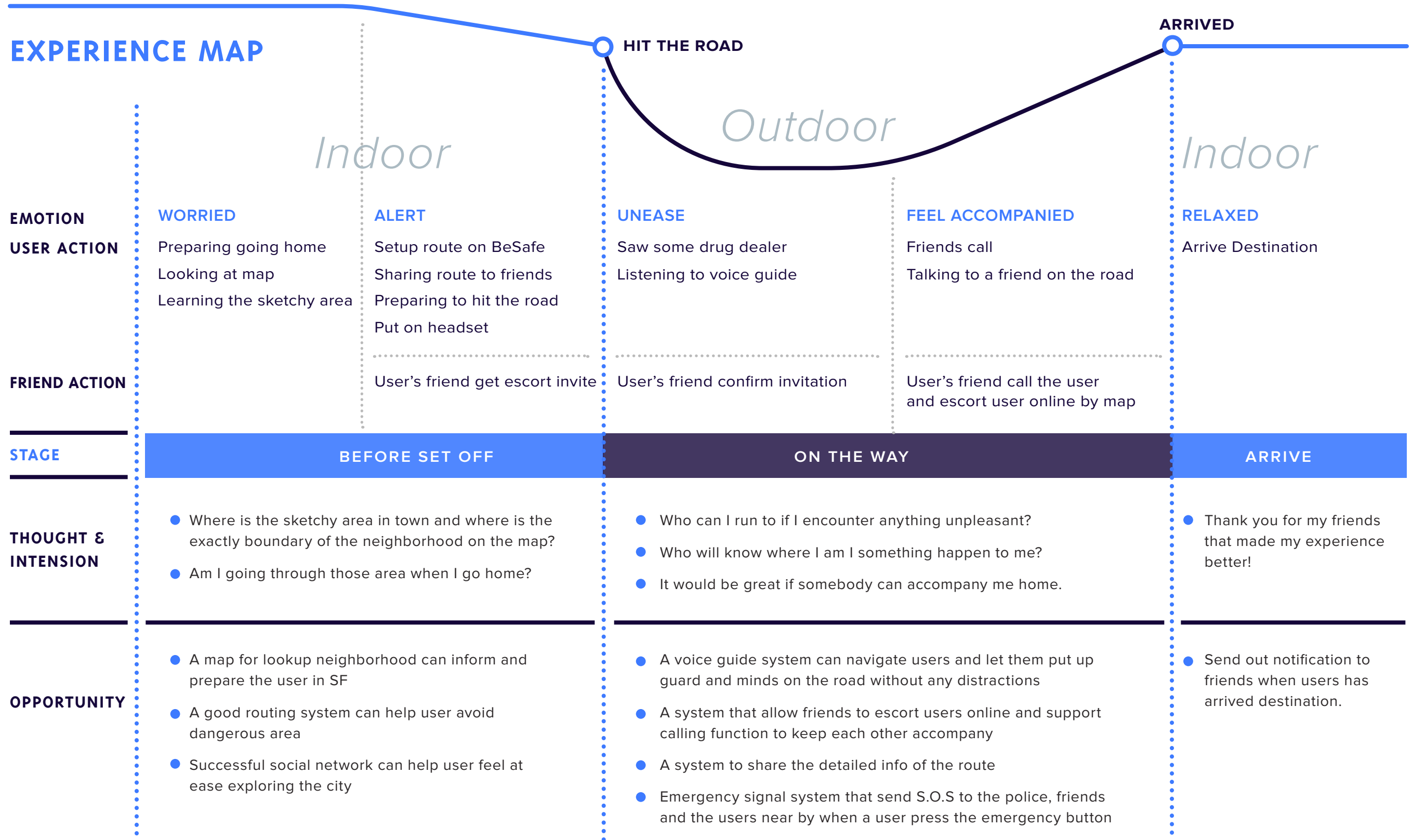
## FEATURES

- choose from multiple voices for spoken turn-by-turn directions
- Integrated destination search: Google, Foursquare, Bing
- Gaming elements for fun and integrated social networking
- Real time traffic reports
- Real time Gas Prices



## THE KEY USER NEEDS





## TARGET AUDIENCES

### Newly Relocated & Sf Tourists

AGE **17 - 40**

- Tech Savvy
- Get around in SF by walking, muni and Bart



## PERSONA

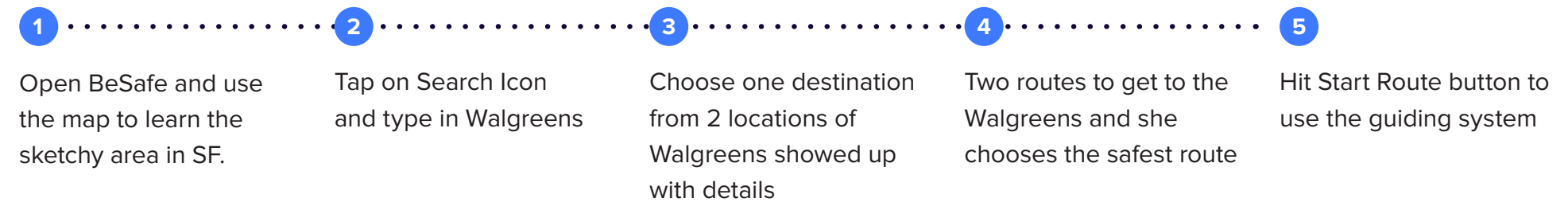


**JESSICA** NEWLY RELOCATED TO SF

### Generate a safety route

Jessica just relocated to SF for work today. She is staying at friend's place for few weeks before she finds her own apartment. She wants to learn the neighborhood in SF and how to get to a Walgreens.

“ I always find it hard to learn the neighborhood when you go to a new city. I wish there is an app tell me where am I and where to go. ”



## PERSONA

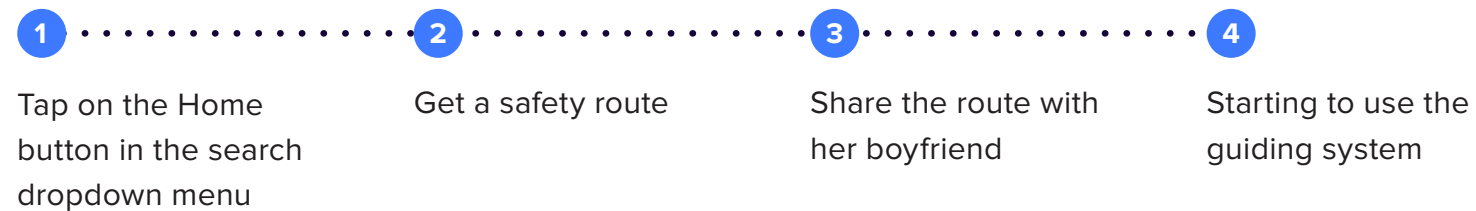


**ASHLEY SF RESIDENT**

### Sharing The route with friends

Ashley is hanging out with friends late at night and she would like to use Besafe app to generate a safety route when she goes home and share the route with her boyfriend.

“ When going home alone at night, if there’s a person know where I am and what road I take, it will make me feel safer and secure. ”



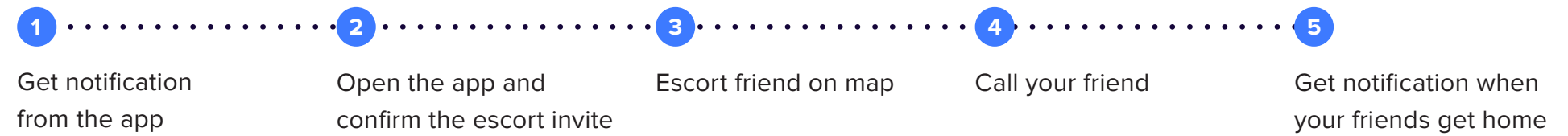
## PERSONA



**DAN SF RESIDENT**

### Escorting your friend online

Dan is having a friend coming over this weekend. His friend is not familiar with SF neighborhood so add his friend on BeSafe and put him in a group to share current location for couple days.



# 4 UX PROCESS

## UX PROCESS

# THE EVOLUTION of SAFETY LEVEL SYSTEM

In my Mid point proposal, I was using numbers as the matrix of Safety level. But a lot of users got confused by the number and user can't understand it right away. It's not a quick judgment to tell what number is safer than the other. So I decided to use icons. Icons are more direct, fun and communicative.

But when I moved to icons, the statistics suddenly are not so important anymore. How safe it is doesn't mean anything and we cannot guarantee users' safety in anywhere. So I decided to use just two icons for my final. One is the blue owl, the regular state. The other one is the red owl that warn the users they are in high crime area.



**Numbers**  
Mid Point Proposal

85%  
65%  
25%

**3 faces icons**  
GDS\_801\_UX

60 - 100 = 😊  
40 - 60 = 😐  
0 - 40 = 😞

**Logo icons**  
GDS\_801\_visual Design

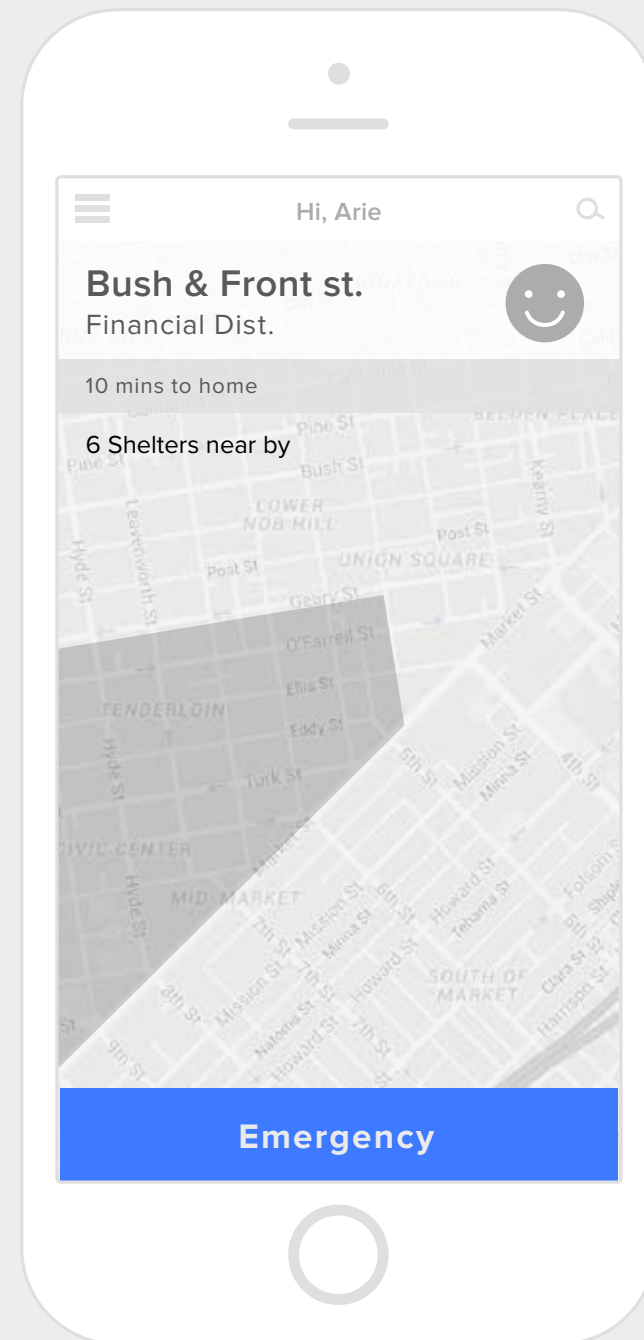


## UX PROCESS

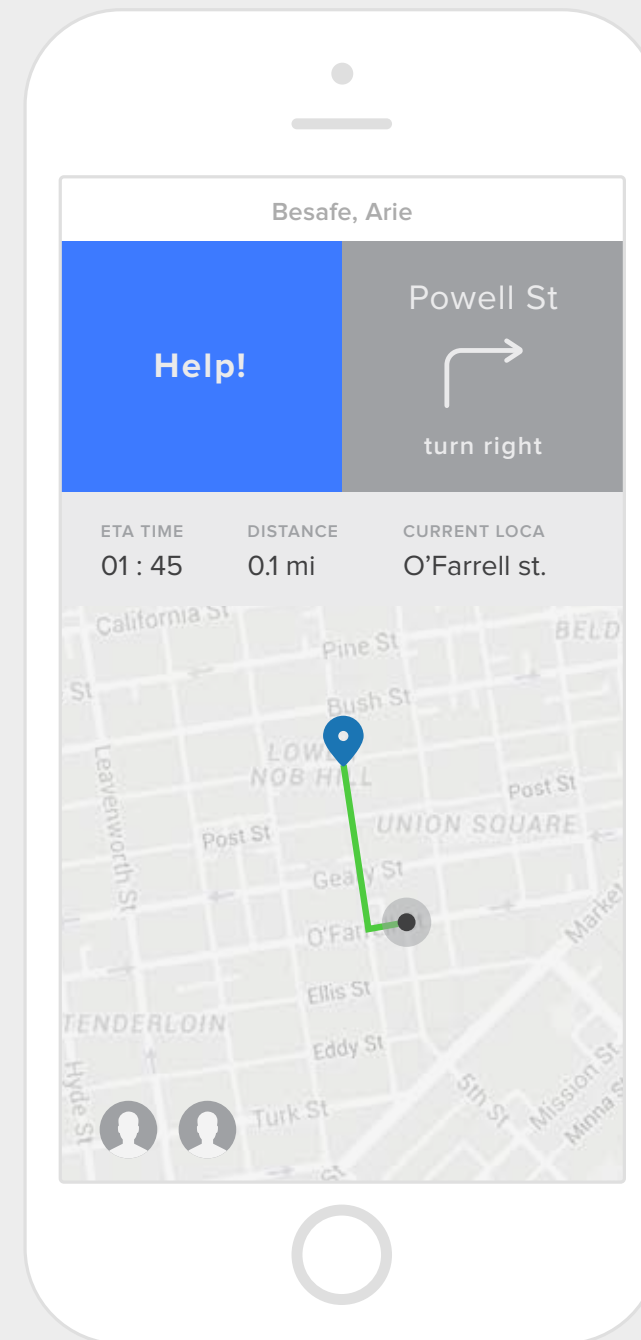
# THE PLACEMENT of EMERGENCY BUTTON

The Emergency button is an instant S.O.S signal trigger. It will send out your signal to your circle as well as the users nearby. So when users encounter a situation that need immediate help, they can use the button to reach out to the people.

In my midpoint proposal, users have access to the button in every step of the app. But then it occur to me that when they are setting up the route or looking at the map, they are indoor in a bar or restaurant. And that means they are free from the danger on the road. So I moved the button to the last step of the app - the guiding page. Only when they are using the guide, the users are outdoor and have a chance to use it.

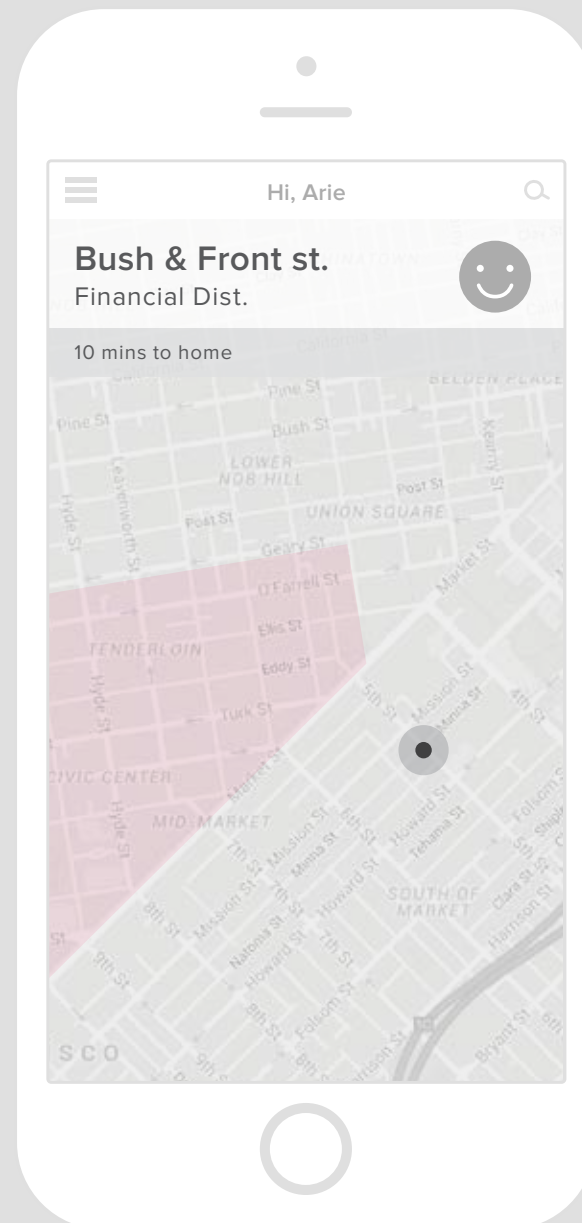


before



after

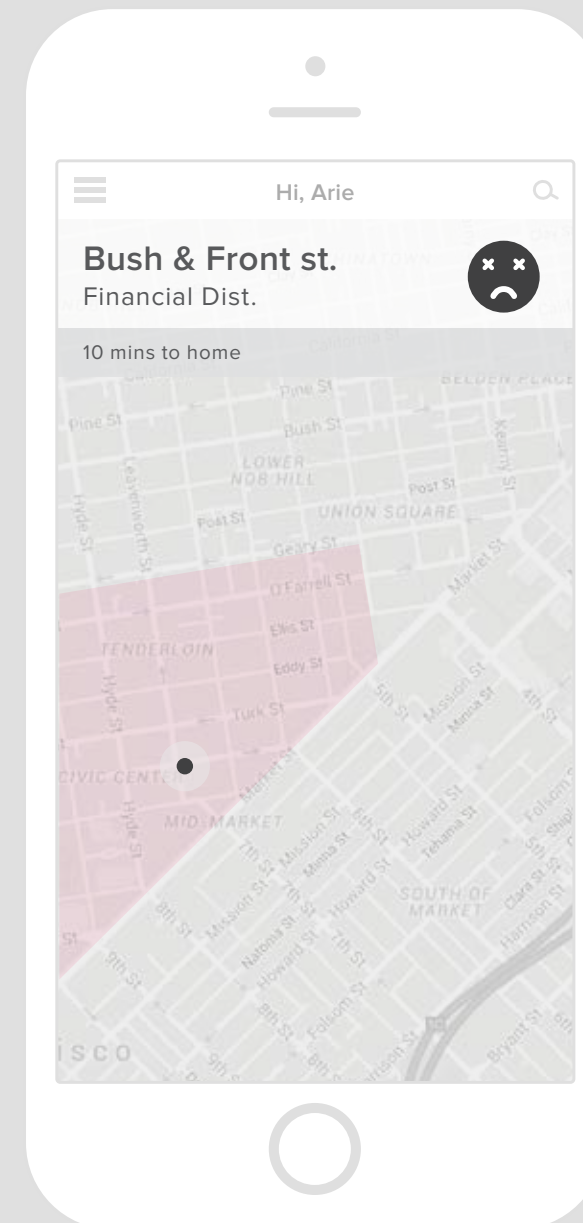
## HIGH FIDELITY WIREFRAMES



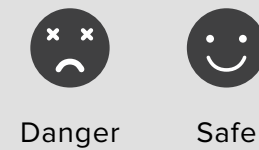
- Menu & Search button
- Display the current location, current district and safety level
- The text that shows how far the user is from home

### 1.1 Map ( regular mode )

The initial landing page tells user's current location and also show the dangerous area on the map.



- Safety level icons.

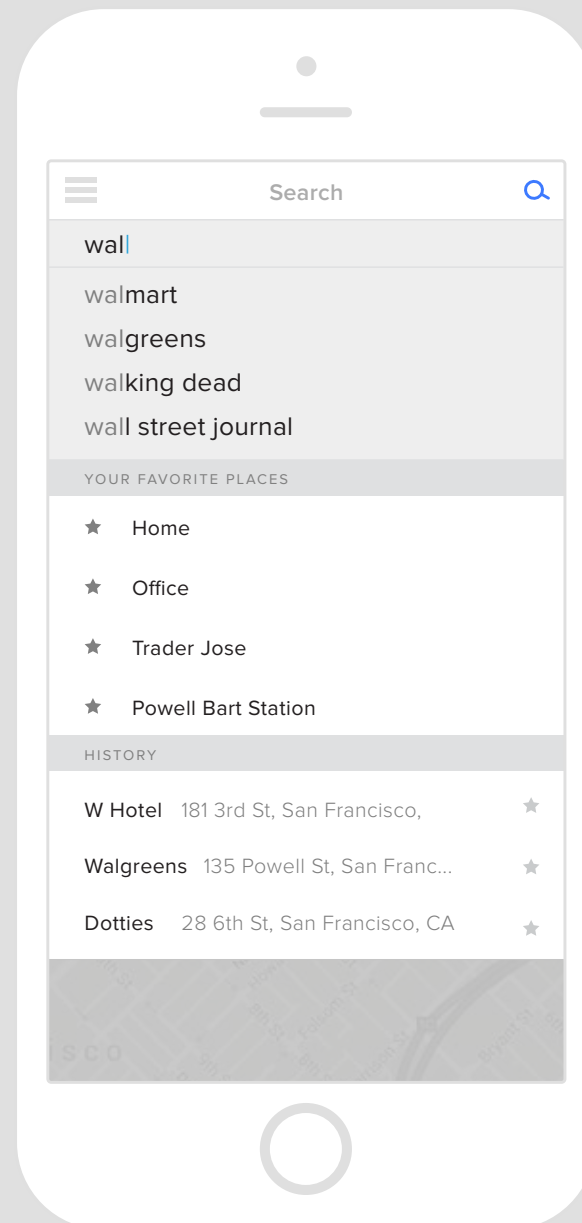


- The map show the safety level in colors of blocks.

### 1.2 Map ( alert mode )

When users tap on the mode button, the map can shift between user mode and crime mode.

## HIGH FIDELITY WIREFRAMES



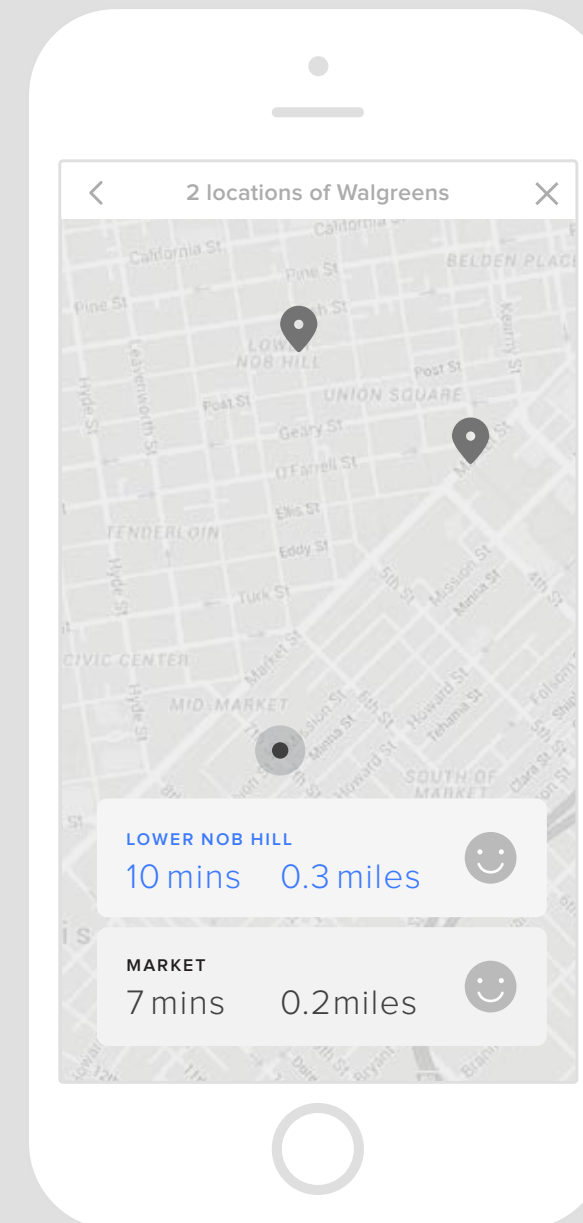
■ Search bar  
Type in the name of the place or address

■ Favorite spot list

■ Search history  
The search history will automatically saved in the app and user can add a place to favorite from the list.

### 2.0 Search dropdown menu

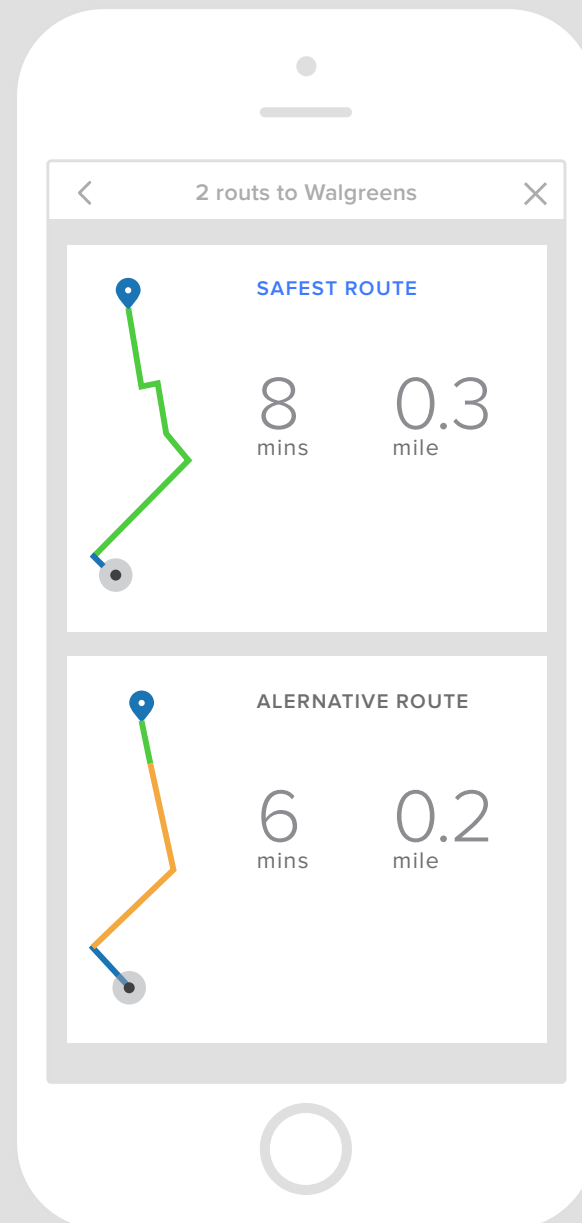
Type in the place you are going by clicking the search button. To exit the dropdown menu just tap on the map or swipe up to close it.



### 3.0 Show search results

When users open the app, this is the initial landing page. This screen tells user location with a number indicate the safety level based on SFPD crime report.

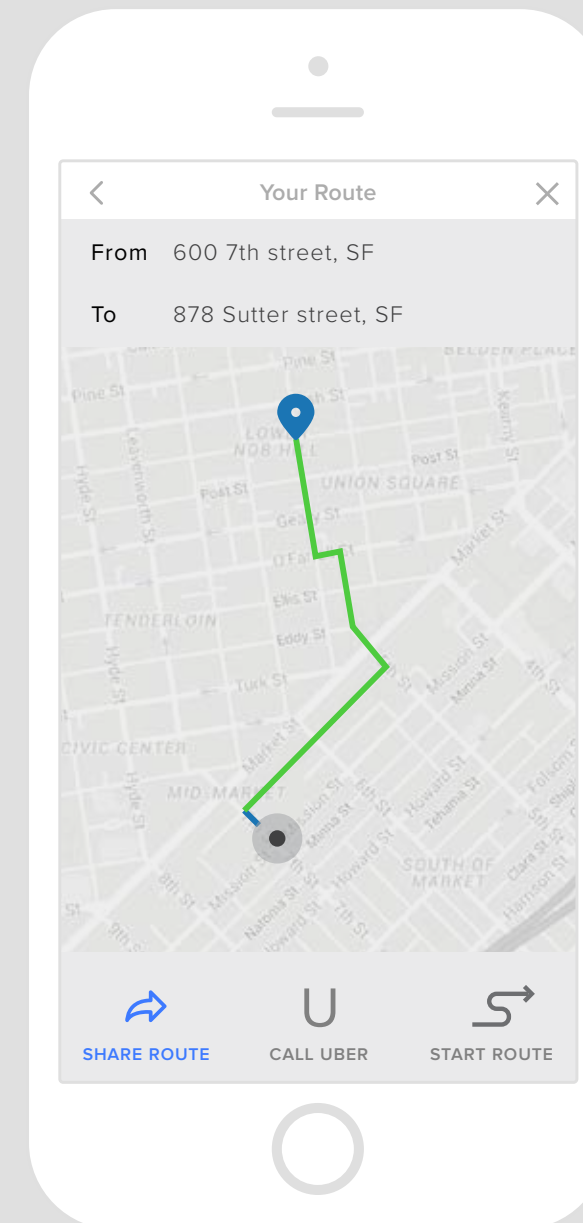
## HIGH FIDELITY WIREFRAMES



— Details of the route.

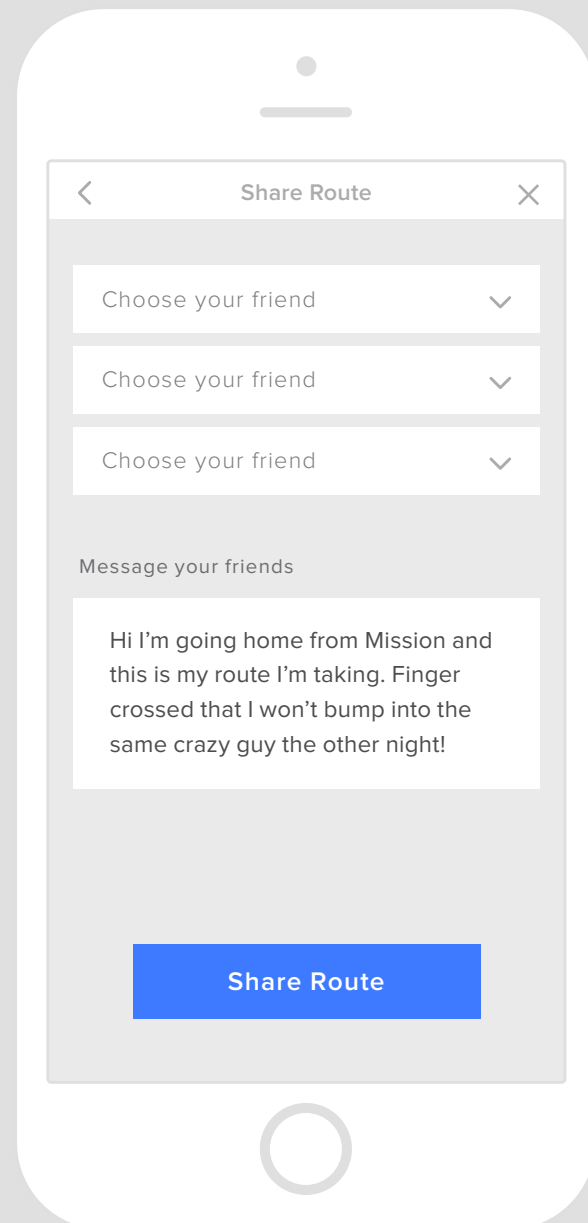
### 4.0 Choices of Routes page

The page provided two choices of routes: safest and alternative route. Each one of them has the route map, estimated time and distance.



### 4.1 Route shows on map

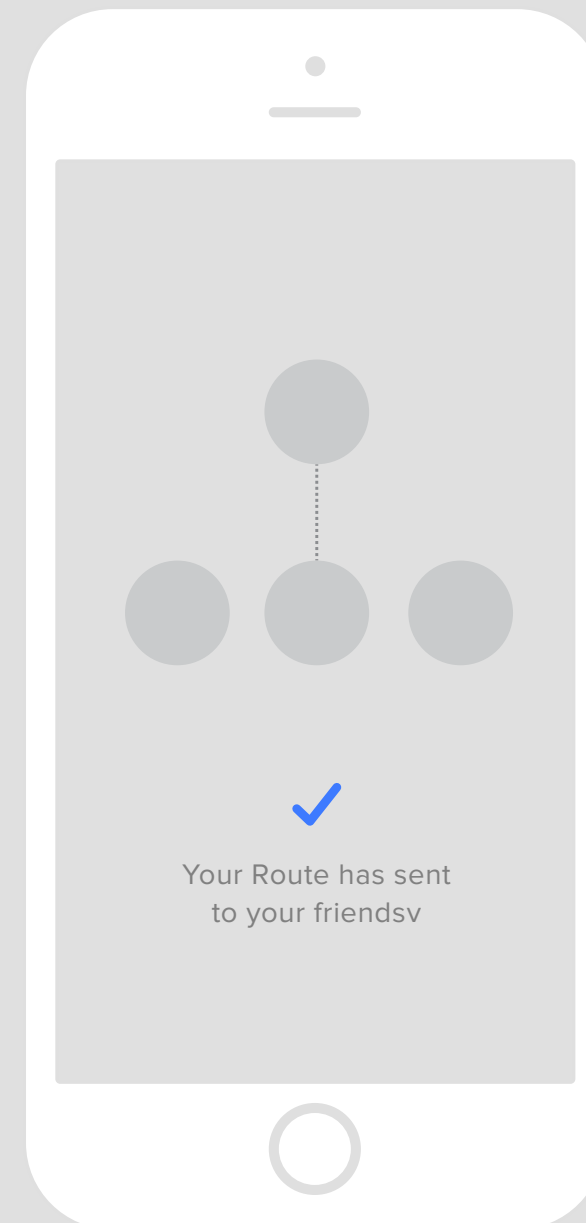
## HIGH FIDELITY WIREFRAMES



■ Select your friend

■ Message for friends

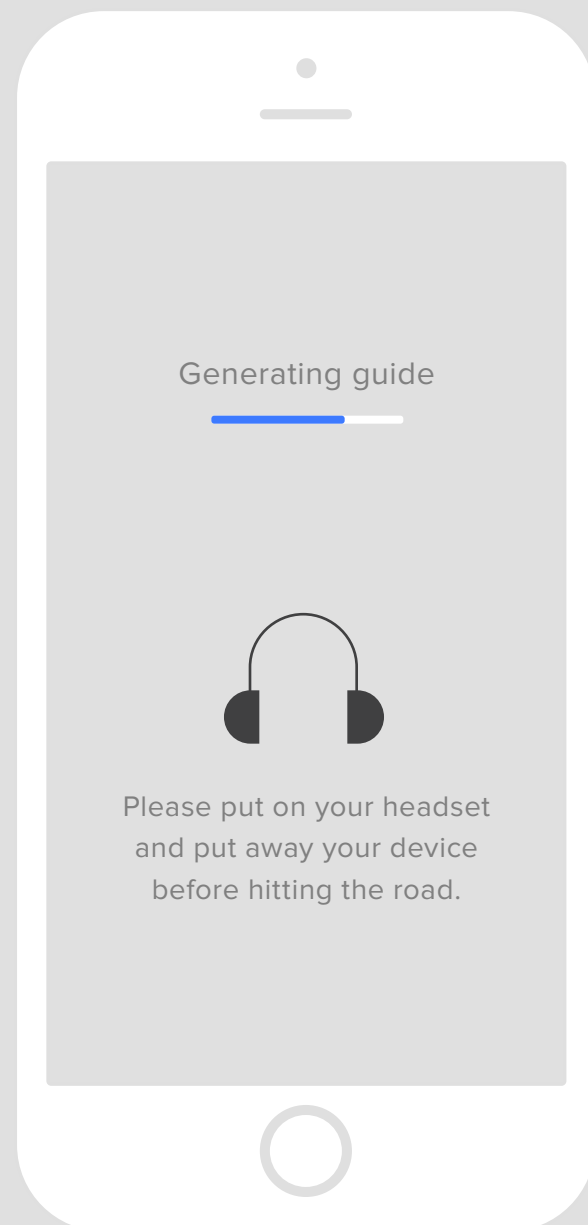
**5.0** Sharing Route page



■ Diagram of user connected with his friend by sharing route and message.

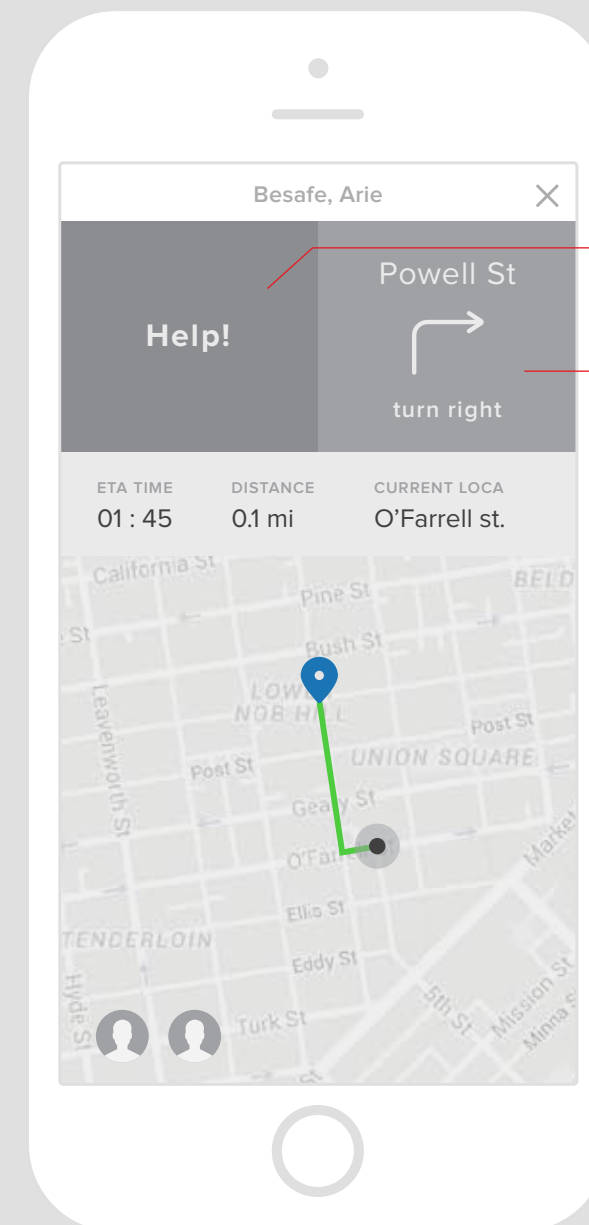
**6.0** Sharing confirmed page

## HIGH FIDELITY WIREFRAMES



■ Diagram of reminding user to keep their devices in pocket and use a headphone.

7.0 Reminding page

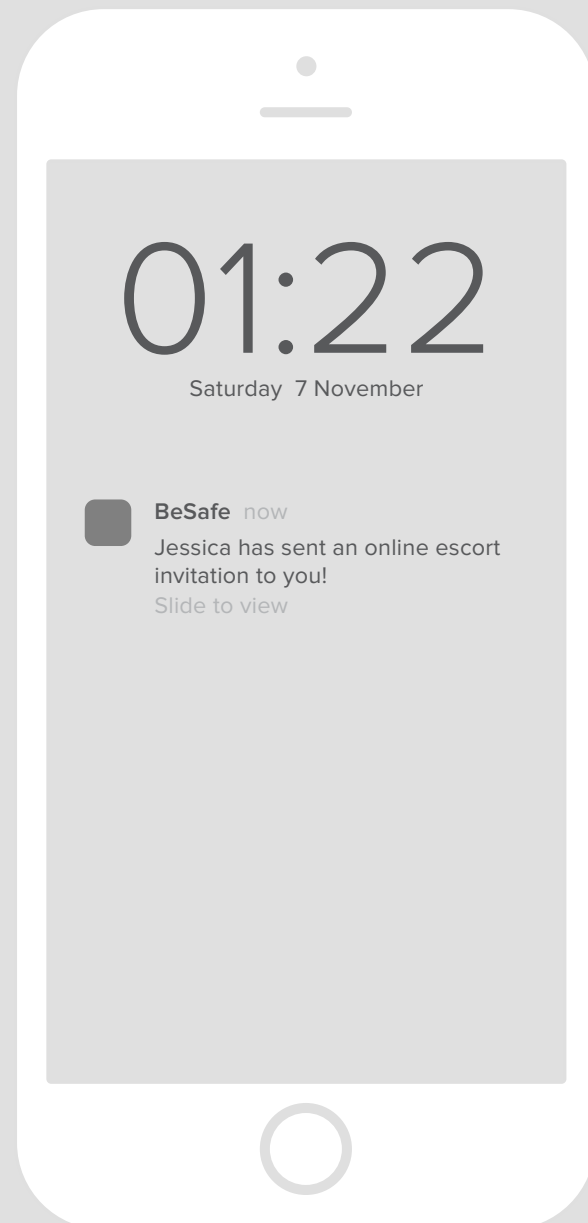


■ Emergency signal will send out to users near by and the friends and families

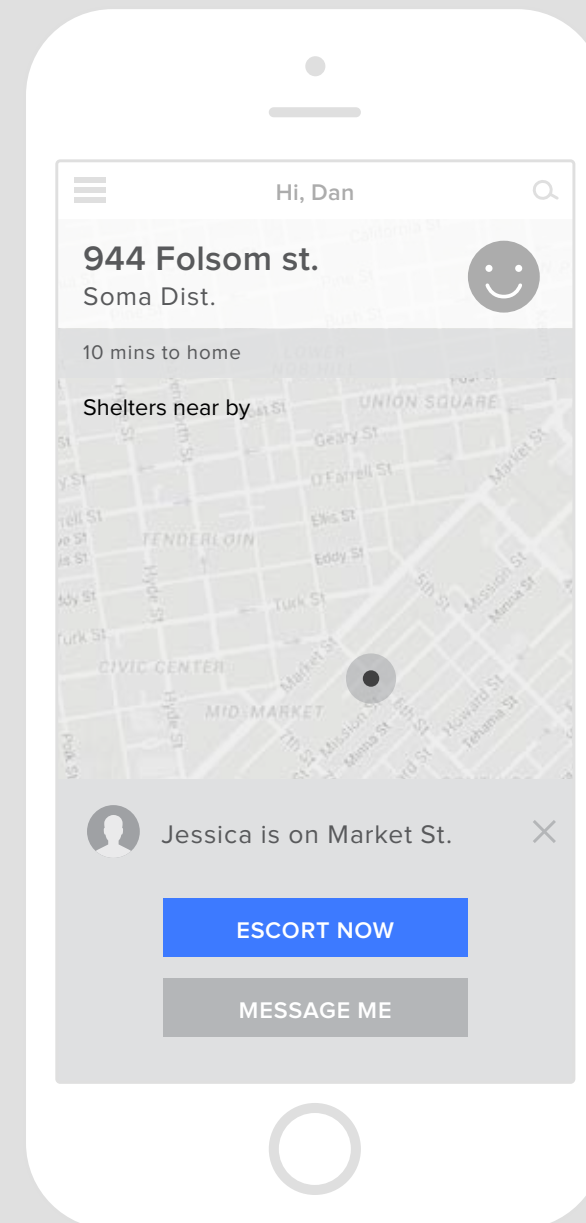
■ Guiding Screen

8.0 Guiding page

## HIGH FIDELITY WIREFRAMES



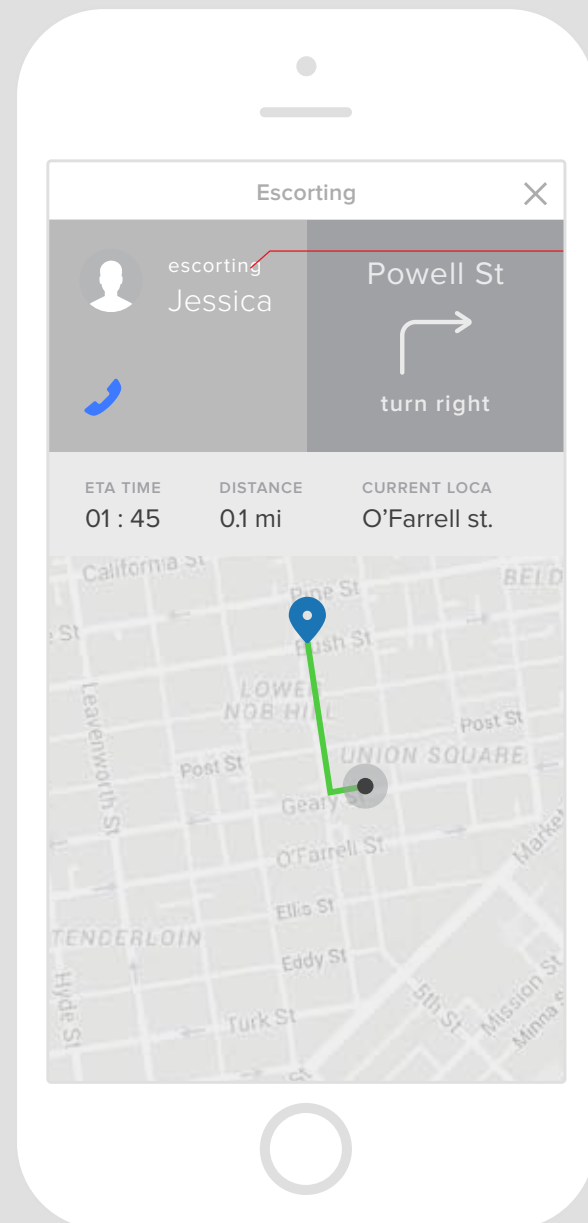
9.0 Push notification



■ When user tap on notification and the app open, this popup screen will ask user to accept or decline the invitation.

10.0 Escort your friend online

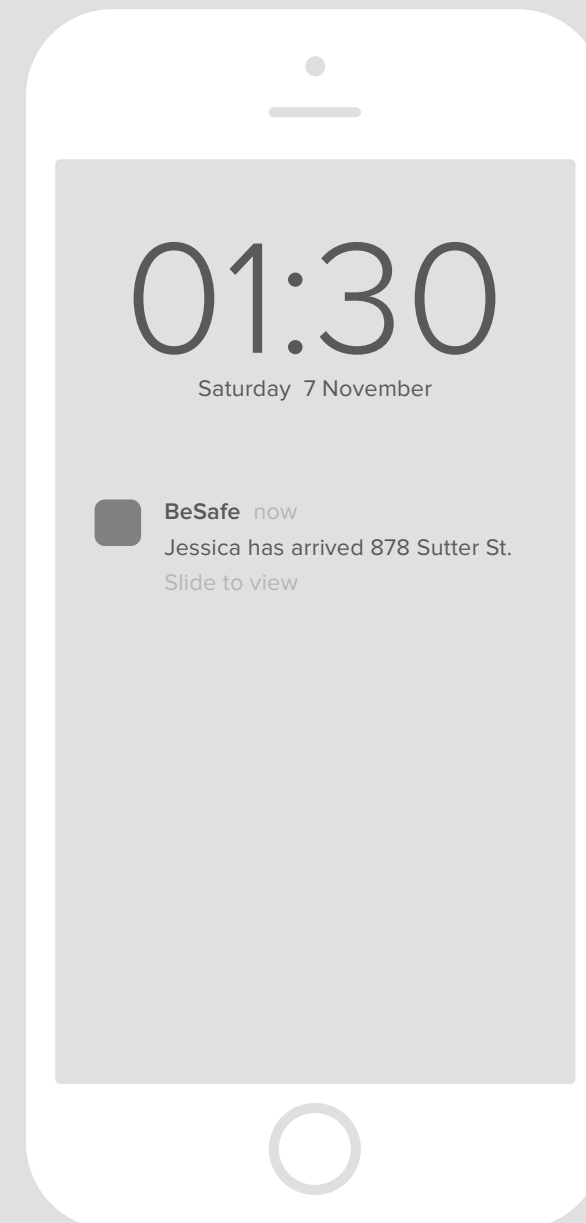
## HIGH FIDELITY WIREFRAMES



■ The person user is escorting online.  
User can make a phone call just to keep accompany.


■ Watch your friends on live map

**11.0** Escort Friend online

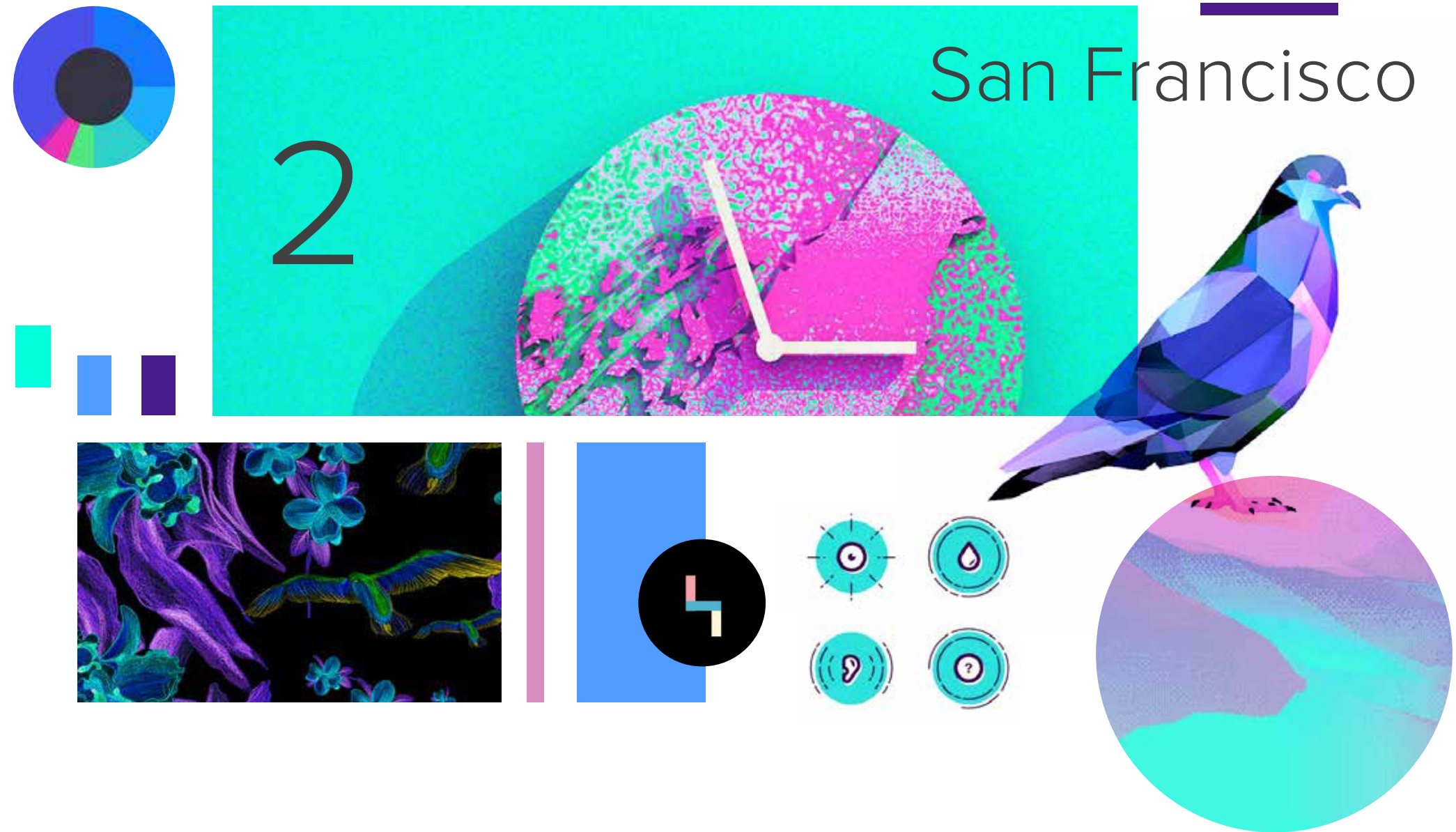


**12.0** Arrival notification

# 5 VISUAL PROCESS



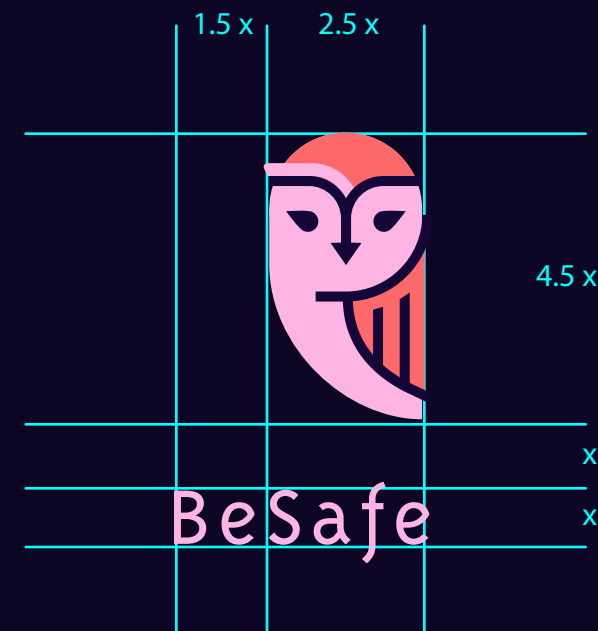
## MOODBOARD



# LOGO



REGULAR STATE



ALERT STATE

## FONT CHOICE

# Triplex

### LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + =

### BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + =

# Proxima Nova

### LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + =

### SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + =

## COLORS

R 21

G 6

B 58

#15063A

R 255

G 105

B 105

R 61

G 122

B 255

#3D7AFF

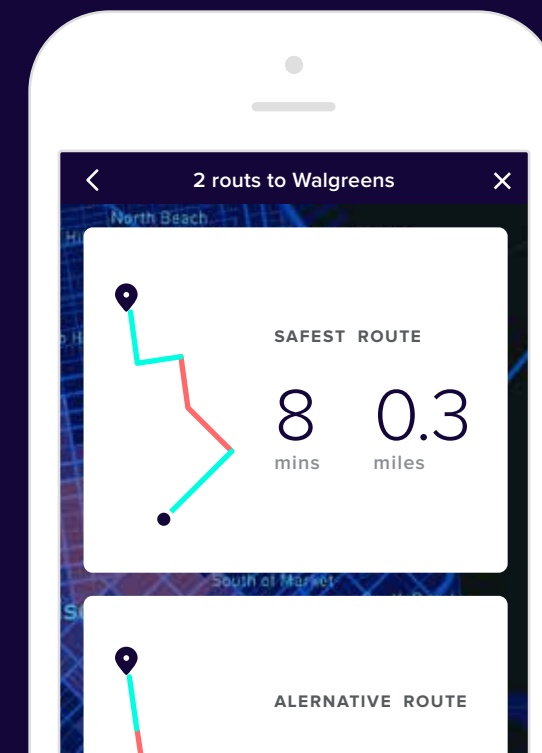
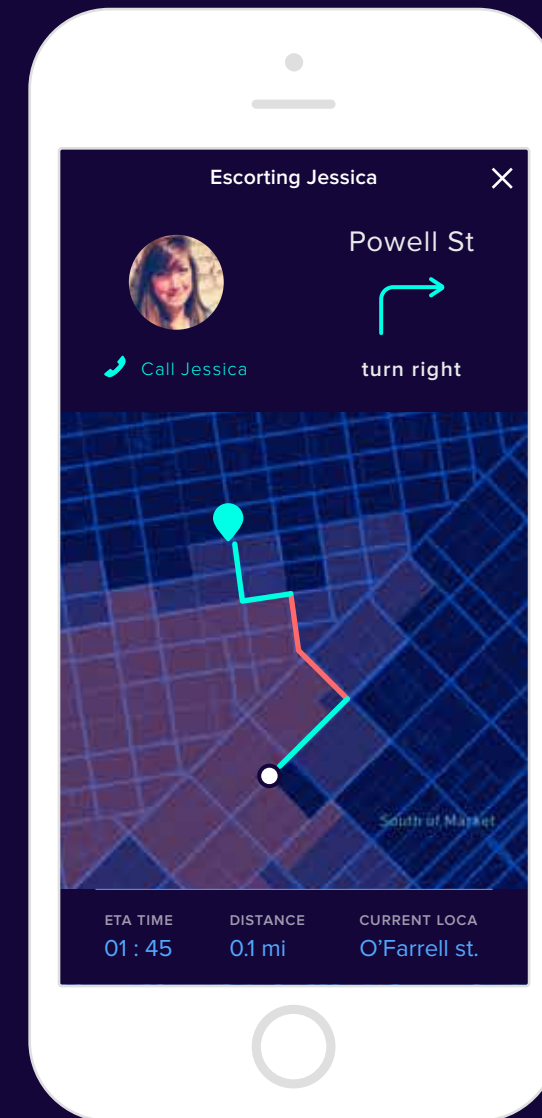
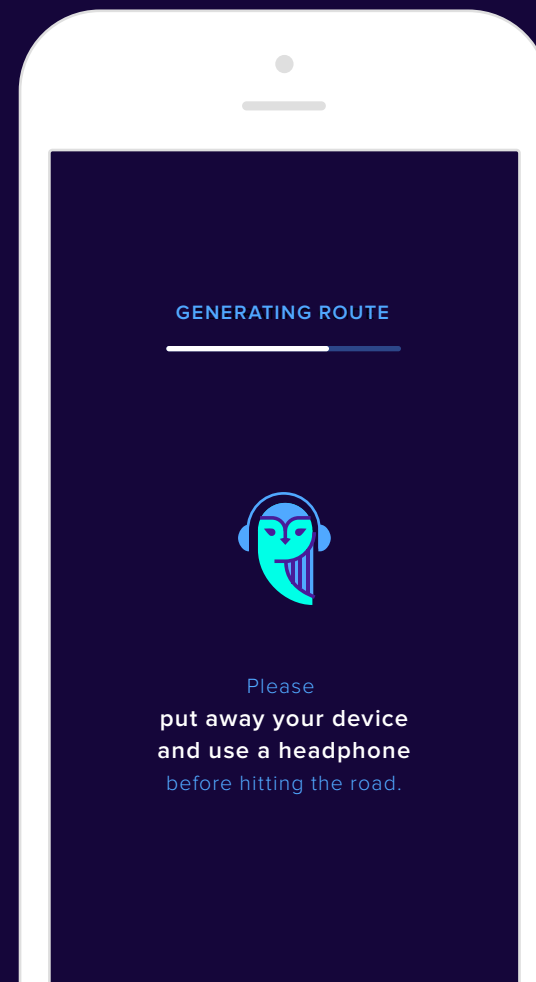
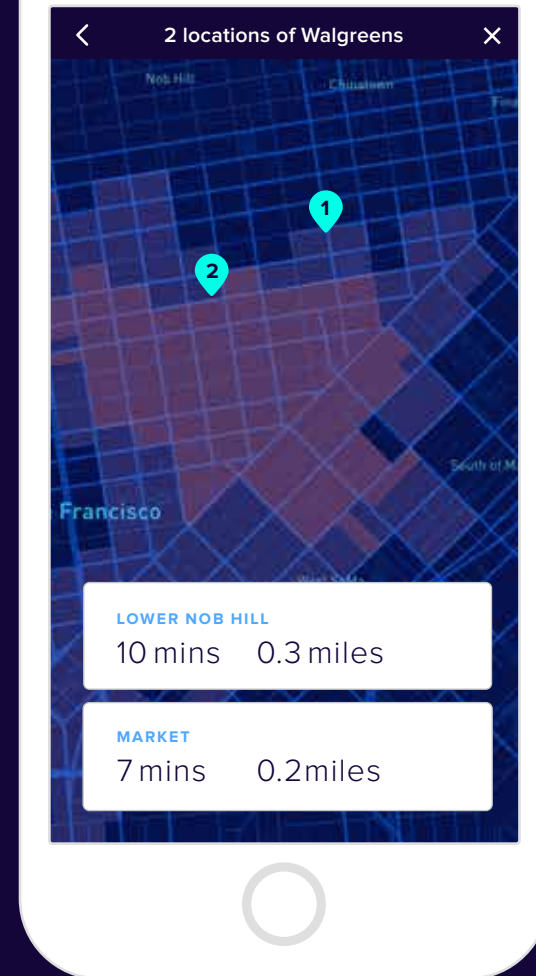
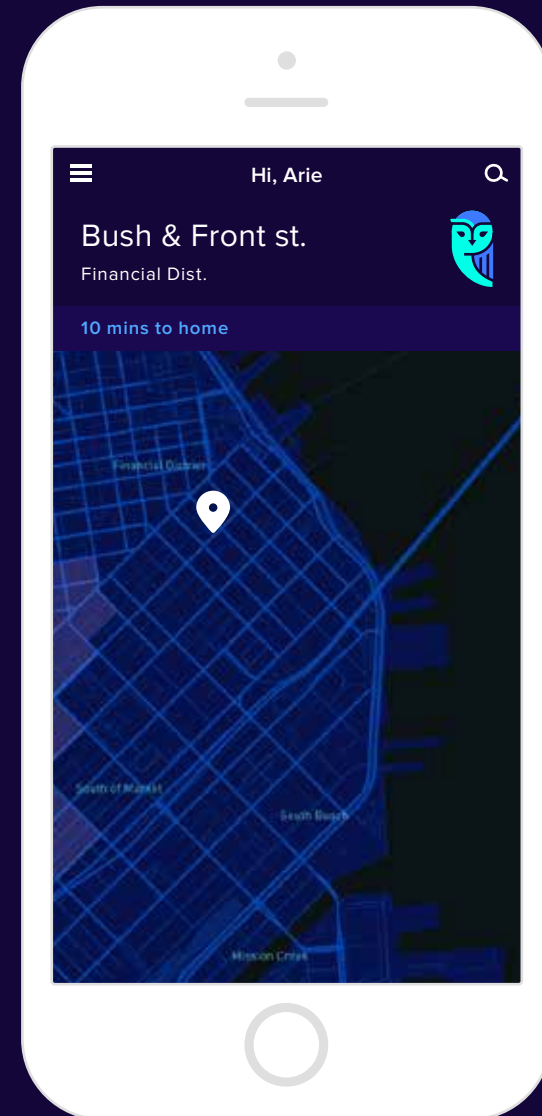
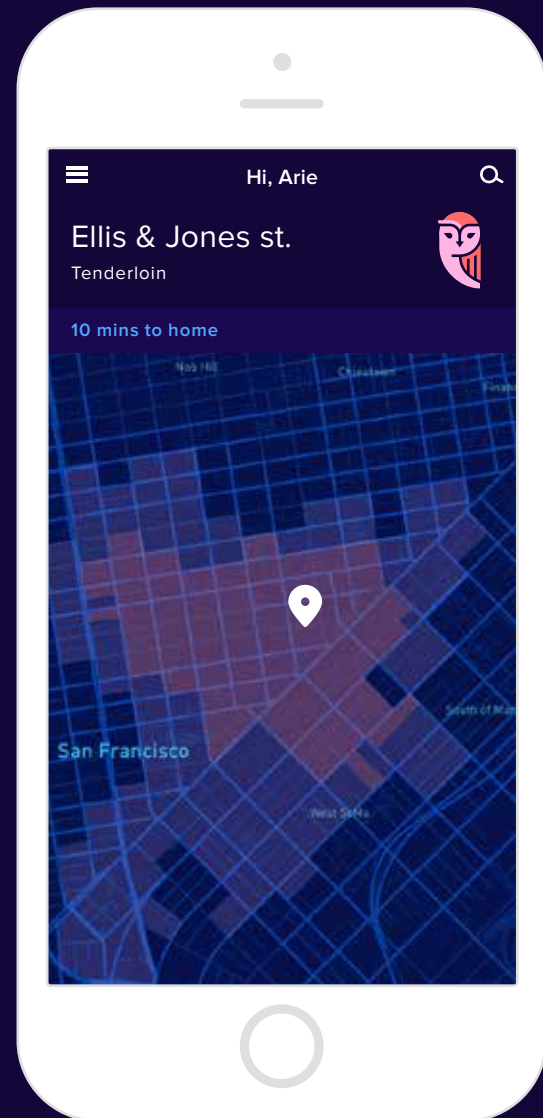
R 0

G 255

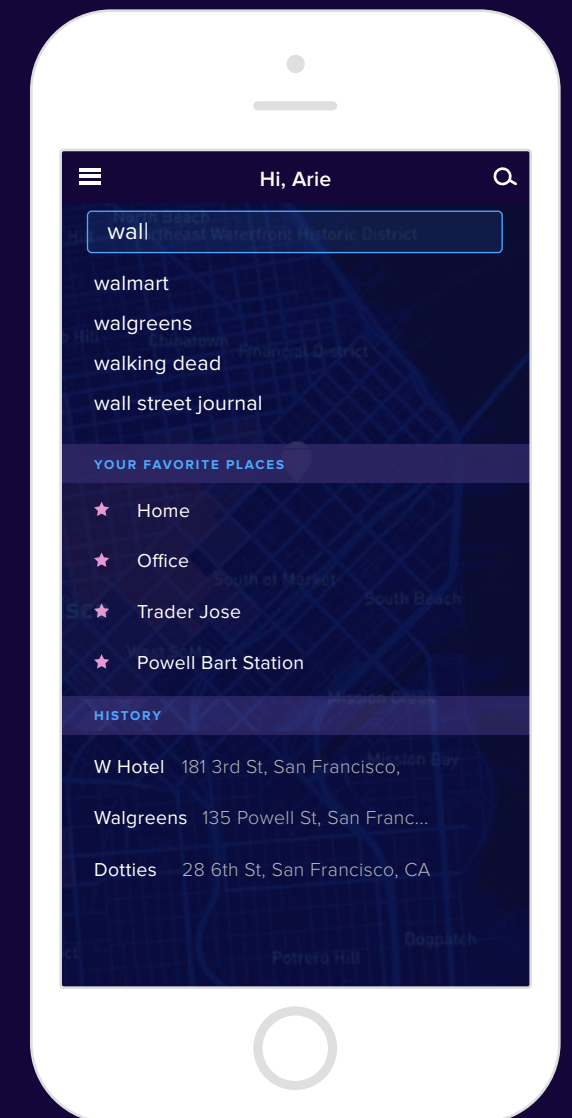
B 225

#00FE1

# FINAL VISUAL



## 5. VISUAL PROCESS





**TECHNICAL  
PROCESS**



## TECHINICAL SPECIFICATION

### VISUAL DEVELOPMENT



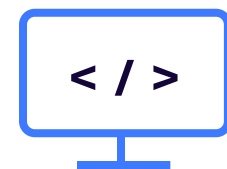
#### VISUAL

Adobe Illustrator  
Adobe Photoshop  
Sketch 3

#### VIDEO

Adobe After Effect

### TECHNICAL TOOLS



#### HTML • CSS

Semantic UI

#### JAVASCRIPT

Vanilla Javascript  
Semantic UI  
Jquery

#### MAP

Mapbox Studio  
Mapbox Studio Classic

### UX DEVELOPMENT



#### PROTOTYPE

InVision  
Paper Prototype

#### MAPBOX [mapbox.com](https://mapbox.com)

Mapbox is a mapping platform for developers. The BeSafe map was styled in Mapbox Studio Classic and the polygon shapes and lines were drawn in Mapbox Edit.

# SEMANTIC UI

semantic-ui.com  
github.com/Semantic-Org/Semantic-UI

**Using Themes**

**Sitewide Defaults**

Semantic UI includes twelve named colors. Components with color variations inherit these global variables when defining how colors should appear.

Each level of inheritance includes a special file `site.variables` which defines them defaults that each component can extend.

Global variables use higher level abstractions, to avoid tedium in having to modify multiple files to change the appearance of an element.

Other button shades like those used in `hover`, `active` and `focus` states are created by modifying the saturation and lightness of color variables, these derived variables will adjust to your new color palette.

```
site/globals/site.variables
@primaryColor : @pink;
@secondaryColor : @grey;
@red : #B03060;
@orange : #FE9A76;
@yellow : #FFD700;
@olive : #32CD32;
@green : #016936;
@teal : #008080;
@blue : #0E6EB8;
@violet : #EE82EE;
@purple : #B413EC;
@pink : #FF1493;
@brown : #A52A2A;
@grey : #A0A0A0;
@black : #000000;
```

**Buttons**

Default Primary Secondary Basic Compact

Horizontal Vertical Fade In

Disabled

1 2 3 1 of 2

One Two

One Two

**Theming**

Preface

Lead By Example

Using Themes

Sitewide Defaults

**Buttons**

Default Primary Secondary Basic Compact

Horizontal Vertical Fade In

Disabled

1 2 3 1 of 2

One Two

One Two

**ALL COLORS**

Red Orange Yellow Olive Green Teal Blue Violet Purple Pink Brown

Grey Black

# MAPBOX

www.mapbox.com

The screenshot displays the Mapbox Studio interface. On the left, a sidebar contains navigation options: Saved, Settings, Layers, Fonts, and Docs. The 'Docs' section is active, showing a list of documentation links such as 'Save', 'Export image', 'Refresh map', and 'View map'. Below this is a 'Map' section with a list of map style properties like 'background-color', 'background-image', 'srs', 'buffer-size', 'font-directory', 'marker-file', etc. The main area shows a map of San Francisco with various districts labeled, including Marina District, Chinatown, Mission District, and Potrero Hill. On the right, a style editor window is open, displaying a JSON-style code for the map's styling. The code includes comments for language support, font settings, a color palette, and rules for political boundaries and land features.

```
1 // Languages: name (local), name_en, name_fr, name_es, name_de
2 @name: '[name_en]';
3
4 // Fonts //
5 @fallback: 'Open Sans Regular';
6 @sans: 'Open Sans Regular', 'Arial Unicode MS Regular';
7 @sans_md: 'Open Sans Semibold', 'Arial Unicode MS Regular';
8 @sans_bd: 'Open Sans Bold', 'Arial Unicode MS Bold';
9 @sans_it: 'Open Sans Italic', 'Arial Unicode MS Regular';
10 @sans_bdit: 'Open Sans Bold Italic', 'Arial Unicode MS Bold';
11
12 /*
13 This style is designed to be easily recolored by adjusting the color
14 variables below. For predicatable feature relationships,
15 maintain or invert existing value (light to dark) scale.
16 */
17
18 // Color palette //
19 @road: #2442d3;
20 @land: #0e103d; //land overlay
21
22 @fill1: #1023a2; // text outline
23 @fill2: #082e71; // building overlay color
24 @fill3: #24e1ac; // District text color
25 @fill4: #24253c; // Ocean color overlay
26 @fill5: #fa55e7;
27
28 @text: #fdfdf7;
29
30 Map { background-color: @land; }
31
32 // Political boundaries //
33 #admin[admin_level=2][maritime=0] {
34   line-join: round;
35   line-color: @fill5;
36   line-width: 1;
37   [zoom]>=5 { line-width: 1.4; }
38   [zoom]>=6 { line-width: 1.8; }
39   [zoom]>=8 { line-width: 2; }
40   [zoom]>=10 { line-width: 3; }
41   [disputed=1] { line-dasharray: 4,4; }
42 }
43
44 #admin[admin_level>2][maritime=0] {
45   line-join: round;
46   line-color: @fill5;
47   line-width: 1;
48   line-dasharray: 3,2;
49   [zoom]>=6 { line-width: 1.5; }
50   [zoom]>=8 { line-width: 1.8; }
51 }
52
53 // Land Features //
54 #landuse[class='cemetery'],
55 #landuse[class='park'],
```

```
index.html x index.js x overwrite.js x overwrite.css x panel.css x results.html x
24 // This var will hold a reference to the current view
25 var currentView;
26
27 $(".page").detach();
28
29 // Define some transitions
30 var offLeft = {left: "-100%"};
31 var onHorizontal = {left: 0};
32 var offRight = {left: "100%"};
33 var offDown = {top: "100%"};
34 var offUp = {top: "-100%"};
35 var onVertical = {top: 0};
36 var animation = 0;
37
38 // These combinations create transitions in four directions
39 // Slide right: offRight, offLeft, onHorizontal
40 // Slide left: offLeft, offRight, onHorizontal
41 // Slide down: offDown, offUp, onVertical
42 // Slide up: offUp, offDown, onVertical
43
44 // Some helper functions to create transitions in four directions
45 function pushRight(newView) {
46   showView(newView, offRight, offLeft, onHorizontal)
47 }
48
49 function pushLeft(newView) {
50   showView(newView, offLeft, offRight, onHorizontal)
51 }
52
53 function pushDown(newView) {
54   showView(newView, offDown, offUp, onVertical);
55 }
56
57 function pushUp(newView) {
58   showView(newView, offUp, offDown, onVertical);
59 }
60
61 function showView(newView, exit, start, enter) {
62   // Hide Current View
63   if (currentView) {
64     currentView.animate(exit, 400, function() {
65       $(this).detach();
UNREGISTERED
index.html x index.js x overwrite.js x overwrite.css x panel.css x results.html x
16
17 <script src="https://ajax.googleapis.com/ajax/libs/jquery/2.1.4/jquery.min.js"></script>
18 </head>
19 <body>
20
21 <div id="container"></div>
22
23 <!-- home page -->
24 <div id="index" class="page">
25
26 <div id = "header" >
27 <!-- next to panel -->
28 <a class="burger-bar" href="#panel">
29 <button class="ui icon button left floated " id="profileIcon">
30 <i class="sidebar icon "></i>
31 </button>
32 </a>
33 <a >
34 <button class="ui icon button right floated dropdown">
35 <i class="search icon"></i>
36 </button>
37 </a>
38
39 <h3 class="ui center aligned header">Hello, Jessica</h3>
40 </div> <!-- header end -->
41
42 <!-- search dropdown -->
43 <div class="search-container is-invisible">
44 <form>
45 <input type="text" class="search-bar"><br>
46 </form>
47 <div id="result" class="result"></div>
48 <!--<div id="history" class="history"></div-->
49 </div>
50
51 <div class="bar">
52 <div class = "currentStreet">
53 <h2>952 Mission St. </h2>
54 <h5>SoMa District</h5>
55 
56 </div>
57 <div class = "homeTime">
```

# 7 CONCLUSION

## CONCLUSION

BeSafe is a route generating tool and a platform that holds a safety community for you and for the people in San Francisco. It is so useful and serve multiple purposes in different level of safety.

You can look up the safety map just to learn the neighborhood of the City or check what area you are in. You can use the route generating system to guide you anywhere safely. For more support, the companion lets you reach out to family, friends, or your public safety department to have them keep an eye on you as you travel late at night. When you are in danger, use Emergency button to ask for help from your friends or the users nearby. If you do not wish to bother your friend to escort you online, no worries, they have the option to choose to get the notification when you arrived. And next time you can return the favor for them.

For more crime information, you can go to crime report and learn other users' experience. You can also write a

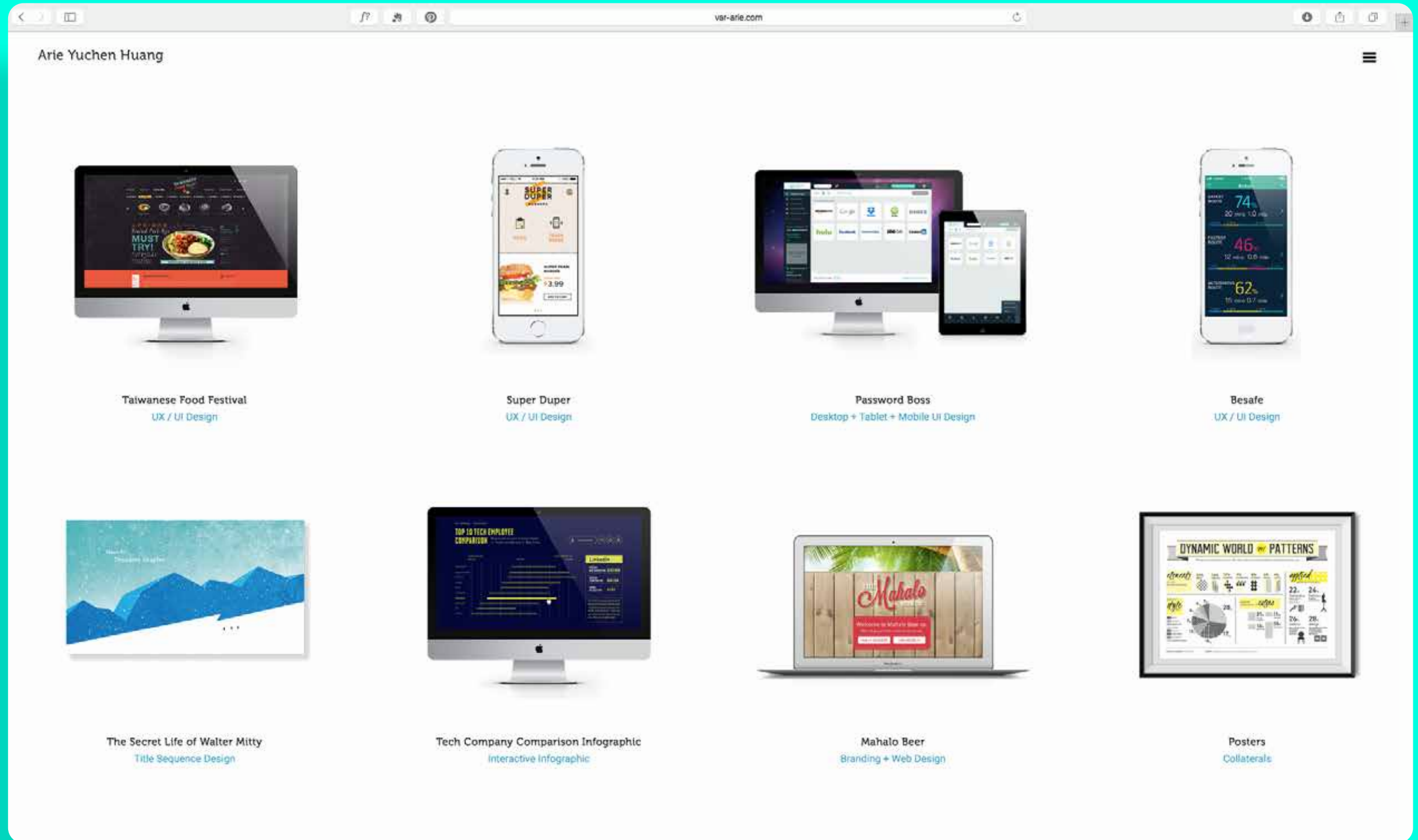
report to help others to avoid the same situation.

BeSafe is a friendly, real-world application that helps users find their way around San Francisco. Therefore, it doesn't have the overwhelming crime lists to scare users for unnecessary panic. So the goal of the app will be only focus on finding the safest way, make the user be aware of their surroundings, and help the user to avoid or solve the unpleasant situation on the road.

For the future, it can support and integrate with Apple Watch so that users can be free from their phone and keep eyes on the road.

# PORTFOLIO

var-arie.com



## BIBLIOGRAPHY

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[www.trulia.com/crime/#!san-francisco-ca/13/37.77106,-122.42546/San\\_Francisco,CA/sanfrancisco.crimespotting.org](http://www.trulia.com/crime/#!san-francisco-ca/13/37.77106,-122.42546/San_Francisco,CA/sanfrancisco.crimespotting.org)  
[github.com/glenrobertson/glenrobertson.github.com/blob/master/projects/\\_posts/2013-02-11-trulia-crime-map.md](https://github.com/glenrobertson/glenrobertson.github.com/blob/master/projects/_posts/2013-02-11-trulia-crime-map.md)  
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### CRIME DATA

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### INSPIRATION

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BeSafe

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DECEMBER 2015