

WOMEN IN THE STREET

at night



KEY NUMBERS

61%

of women regularly
take precautions to
avoid being
harassed

50%

of women say
always or often feel
unsafe walking
alone at night

73%

of women protect themselves
from harassment
by maintaining awareness
of surroundings

INTERVIEWS

Main points that came out during the interviews

- Disrupted by unexpected events on their journeys
- Take public transport to return home at night
- Feel safer when accompanied home
- Pay attention to their surroundings at night
- Use map applications to get home
- Often use their phones on their journeys at night
- Often feel more comfortable during the day

PERSONA



CLÉMENTINE, 25 Y.O.

SINGLE

LIVES IN PARIS

STUDENT IN FACULTY OF LETTER

SUBWAYS

BIKE/SCOOTER

BY FOOT

She likes to discover new places to settle down with her friends. To get around, she uses CityMapper because she finds the application rich in information.

“

In Paris, you have to walk straight and know where you're going.

EXPECTATIONS

- At night, to make her journeys more serene
- Be respectful of the environment
- Finding places to stay up late with friends
- Pay attention to her budget

FRUSTRATIONS

- Having to take the Uber at night, which is not in its values and budget.
- Taking the bike at night is too risky for her.
- Lack of lights in the neighborhood
- Is too paranoid at night

USER JOURNEY

CLÉMENTINE 25 YEARS OLD STUDENT LIVES IN PARIS

STAGES	MOUVEMENT	ACTION	MOUVEMENT ATTENTE	ACTION	MOUVEMENT ATTENTE
	End of her last cours and goes back home	She is home with her roommates and gets ready	Leaves home (from the nearest subway station) : by walk	Joins friends and have a few drink	Go home (from the nearest night bus station) : by walk
TIMELINE	18h00	21h30	22h00 (25min)	22h25	2h45 (45min)
CONTEXTE OF USE	She just finished her day at her Faculty of Letters and return by bike	She changes her clothes, puts some makeup and perfume on and takes a beer with her roomates	After looking at citymapper, she walks to the nearest station with her roommate.	She order a few drinks during the night and plays drinking games with her friends	She wants to get home earlier than her roommate and leaves the bar alone. She takes the night bus to her train station and walks home avoiding the dark streets. When she gets home, she sends a text message to her friends to let them know she's home and gets ready for bed.
FEELINGS	Relieved & tired	Cheerful	Attentive but feeling secure	Happy / Tipsy	Stressed / On alert
THINKING	"I want to go back home quickly and take some rest"	"I can finally take a moment for myself and empty my mind"	"It's a good thing my friend and I share the journey"	"It's a really nice place!"	"I hope nobody will bother me..."
BENEFITS	Be environmental friendly	Be Relaxed / Feel confident	Feel more confident accompanied	Relax from her week / New bar to discover	Be able to reassure her friends



HOW MIGHT WE

HOW MIGHT WE

review the way women organize their journey at night?

BY

giving more informations about their environment

SO THEY CAN

adapt their journey according to these informations

HYPOTHESIS

How to make the night more serene?

Hypothesis

How to make the streets brighter?

How to not feel alone and vulnerable on the journey?

How to warn those around you to let them know you are safe?



Major challenges

Installations of light (and sound system)

Being accompanied physically or virtually

Reassure your loved ones

COMPETITORS

Applications

Bsafe

Free to Be

Sekura

The sorority

Companion
Safety

Safetipin

Circle of 6

Saff me

Hands
Away

Hollaback

Mon
Chaperon

App Elles

Shape2
Safety

Garde ton
corps

Alerte 3117

Installations

Diamond
project

Lacroix City

Partners (coffees, bar)

Ask for
angela

L'oeil d'Horus

Bus "arrêt à
la demande"

GRID ANALYSIS

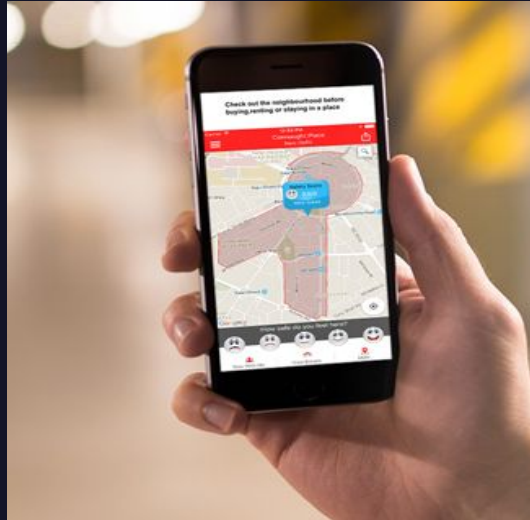
Application



Name_Safetipin

Description

- Collect data using with 3 mobile phone applications and present this to stakeholders to make public spaces safer and more inclusive for women.
- Generates an on-site safety score and includes it in the My Safetipin application.



Similar applications

	Name_ FREE TO BE	
	Name_ Sekura	
	Name_ Garde Ton Corps	
	Name_ Hands Away	



Interactive map



Prevent a relative



Co-walking



Chat with users



Collecting proof



Prevent authority

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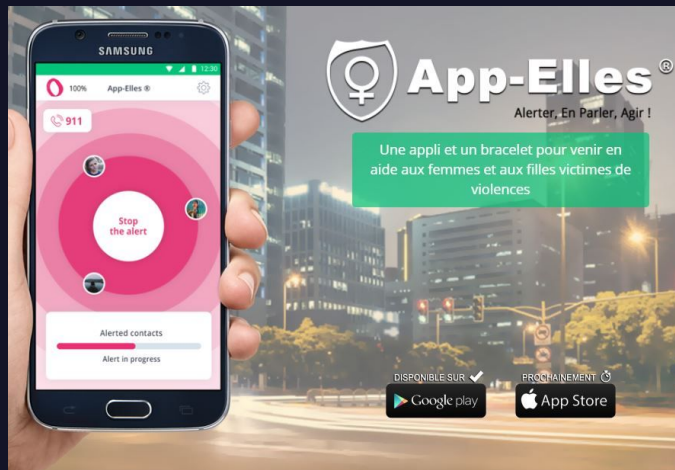
Application



Name_ App-Elles

Description

- Alert and contact relatives, emergency services, associations, etc.. available in your area.
- Present in more than 13 countries, it also relays local information and national devices.



Similar applications

	Name_ Alerte 3117	
	Name_ Garde Ton Corps	
	Name_ Be Safe	



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Installation

Name_ Lacroix City

Description

- Smart equipment dedicated to street lighting.
- Movement detectors are smart and autonomous devices that ensure there is the right lighting and the right signs in the right place at the right time.



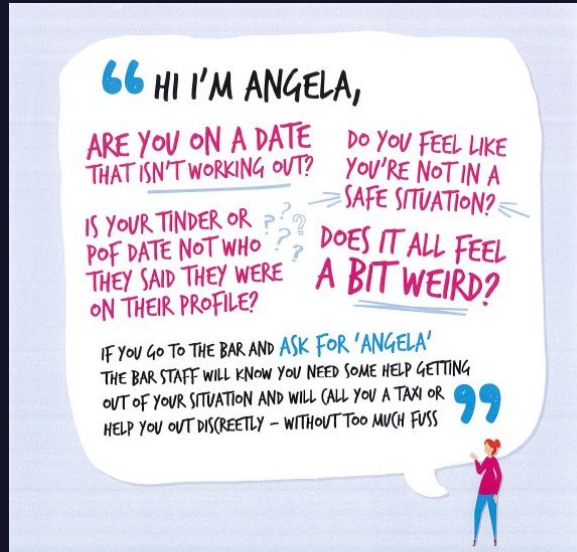
GRID ANALYSIS

Partners

Name_ Ask for Angela

Description

- Campaign used by bars and other venues
- Keep people safe from sexual assault by using a codeword
- A person who believes themselves to be in danger can ask for Angela, a fictitious member of the staff



Similar partners



Name_ L'oeil d'Horus

CHARACTERISTICS OF THE MARKET

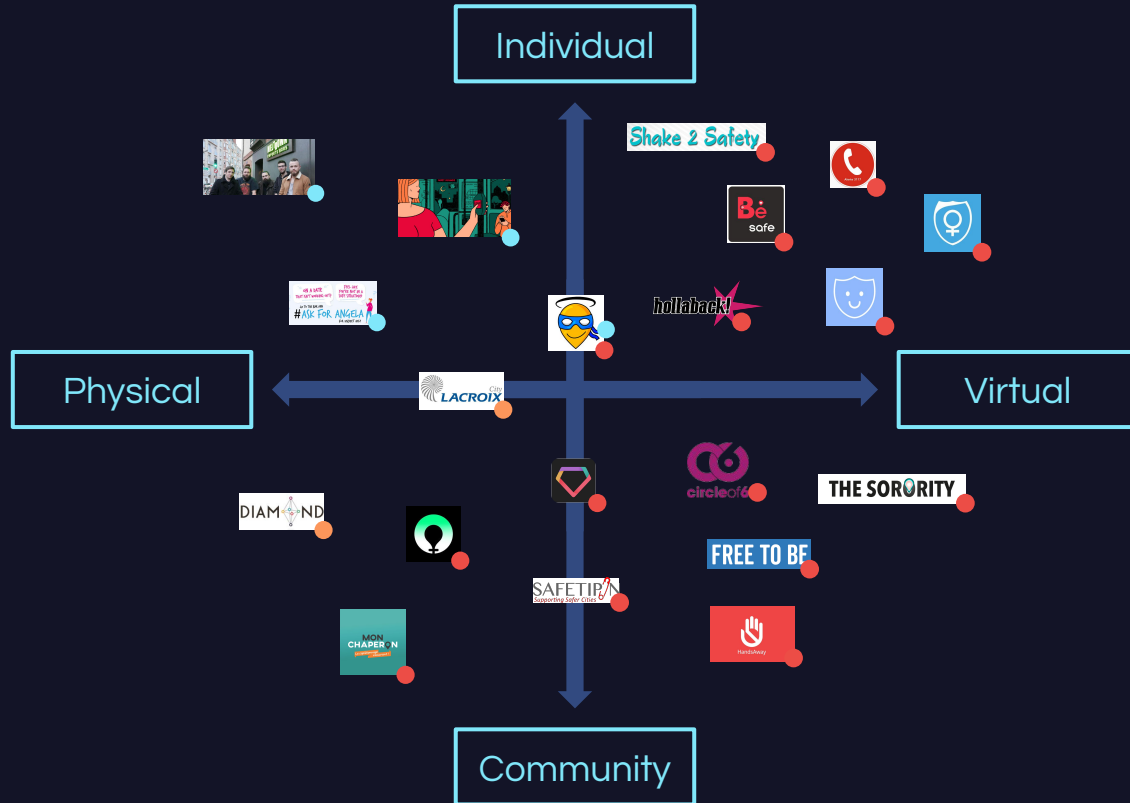
	Offer	Users	Location of use	Participation of the users	Accessibility	Visibility	Notify relatives / authority
Applications	Virtual	Community / Individual	Streets / Phones	Participative	High	Weak	Often possible
Installations	Physical	Community	Streets	Participative	Medium	Medium	None
Partners	Physical	Individual	Indoor (bars, coffee...)	Fixed	Difficult	Weak	Possible

MAPPING

App

Installations

Partners



TRENDS



Community based

A community-based service that allows women to support and help each other, or to have outside help from family and friends to feel support.

Safetipin

The sorority

Free to Be

Mon
Chaperon

Sekura

Hands
Away



Reassuring

A service that allows loved one to know the person is safe.

Circle
of 6

Companion
Safety



Receptive / “à l’écoute”

A service that is based on what women really need thanks to their feedbacks, that has actions taking place immediately.

Bus
“arrêt à la
demande”

Ask

L’œil
d’Horus

Diamond
project

Lacroix City



Alerting

A service that allows to alert an authority or to denounce harassment that you witness

Shake2
Safety

Hollaback

BSafe

App-
Elles



Interactive map



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MAJOR CHALLENGES

Major challenges for devices to make women more serene at night in the streets

1

Enrich the provided service based on the direct expectations of users to make it more effective.

2

Based the provided service on a strong base community, trustfull, broad and safe where each user feels support.

3

Be present virtually and physically to act everywhere.

4

Provide a service that allows for discreet alerting and recording of evidence.

CONCEPT

“

We created an **interactive map application** based on the **informations added and updated** by the users allowing them to plan their **safe journey**; to **alert** in case of problems; and to **communicate** with other users. The application is connected to a **physical and interactive map** displayed in subway stations and bus stops.

”

LOGO



ICONS

Safe place



Bar



Hotel



Restaurant



Night club

Filters



Public transports



Police station



Maps



Troublers

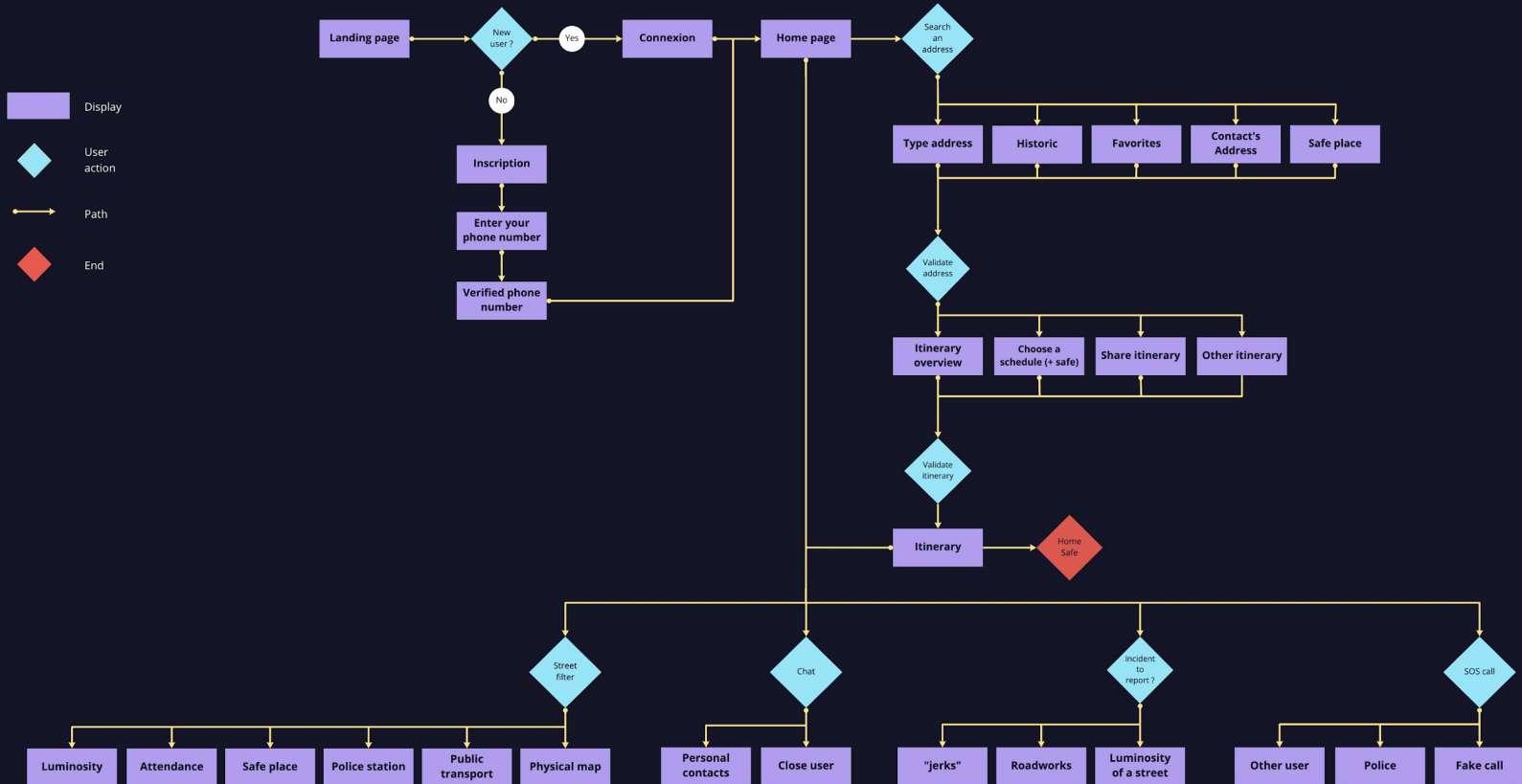


Other



Users

USER FLOW

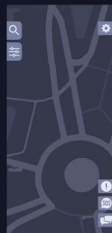


WIREFRAMES

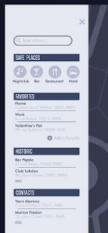
Connexion



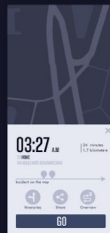
accueil



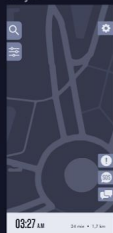
adresse



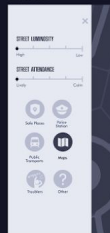
adresse valide



trajet



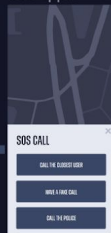
Filtres



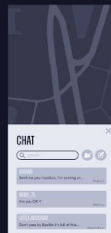
Signalement ...



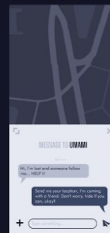
Sos-appel



Chat



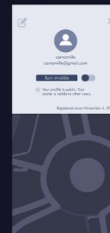
Conversatio...



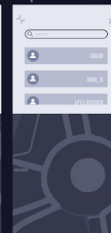
Réglages



Profil



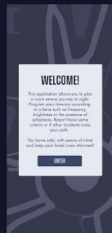
Répertoire



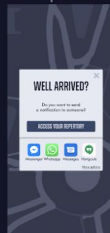
Inscription



Présentation



fin du parco...



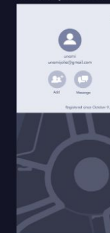
Signalement ...



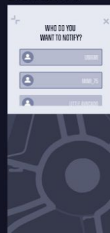
Call the clos...



Profil (other ...



Bien arrivé



PHYSICAL MAP



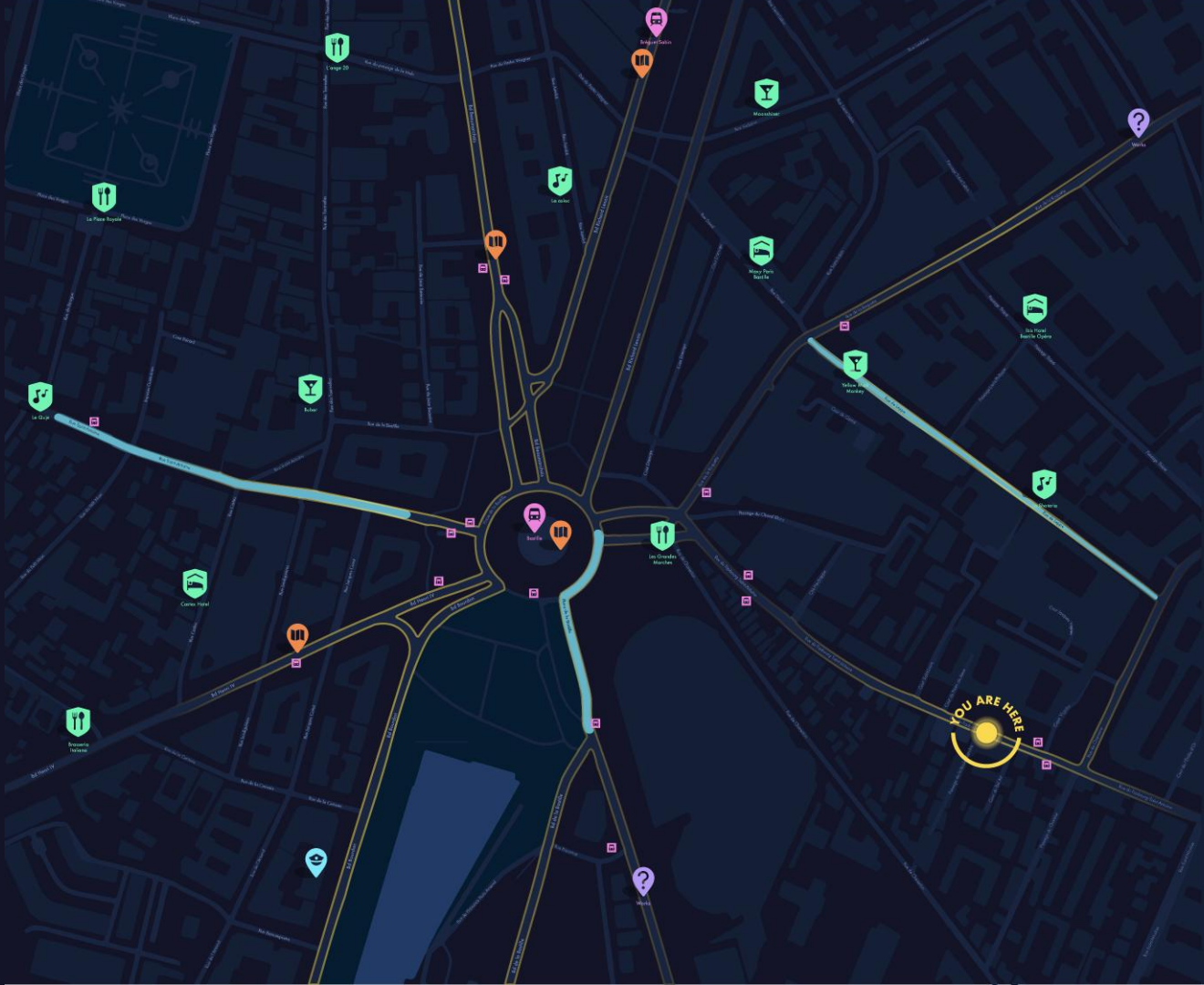
INFORMATIONS

-  PHYSICAL MAPS
-  POLICE STATION
-  PUBLIC TRANSPORTS
-  OTHER
-  ATTENDANCE
-  LUMININOSITY

SAFE PLACES

-  RESTAURANTS
-  HOTELS
-  BARS
-  NIGHTCLUBS

 A safe place is a bar, a nightclub, a restaurant or a hotel partner with the application. They know us and will be able to help you if you have a problem.



BUSINESS PLAN

KEY PARTNERS	KEY ACTIVITIES	VALUES PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> • local authorities • City hall • transport network • mapping data provider • safe places 	<ul style="list-style-type: none"> • platform algo development • marketing <div data-bbox="428 527 780 623" style="background-color: #d8bfd8; text-align: center; padding: 5px;">KEY RESOURCES</div> <ul style="list-style-type: none"> • users-provided datas • NEON platform • NEON team 	<ul style="list-style-type: none"> • real-time information • “safety filters” on maps • supporting user community 	<ul style="list-style-type: none"> • safety • support • reliability • accompaniment <div data-bbox="1147 527 1499 623" style="background-color: #ff6347; text-align: center; padding: 5px;">CHANNELS</div> <ul style="list-style-type: none"> • mobil app • physical maps 	<ul style="list-style-type: none"> • women
<div data-bbox="69 835 421 931" style="background-color: #00ffff; text-align: center; padding: 5px;">COST STRUCTURE</div> <ul style="list-style-type: none"> • physical maps maintenance 	<ul style="list-style-type: none"> • marketing & communication • physical maps development 	<ul style="list-style-type: none"> • platform development • salaries 	<div data-bbox="1147 835 1499 931" style="background-color: #00ffff; text-align: center; padding: 5px;">REVENUE STREAMS</div> <ul style="list-style-type: none"> • promoted “safe place” • City hall 	

THANK YOU!



ANNEXES

GRID ANALYSIS

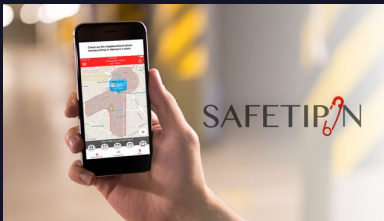
Application



Name_Safetipin

Description

- Collect data using with 3 mobile phone applications and present this to stakeholders to make public spaces safer and more inclusive for women.
- Generates an on-site safety score and includes it in the My Safetipin application.



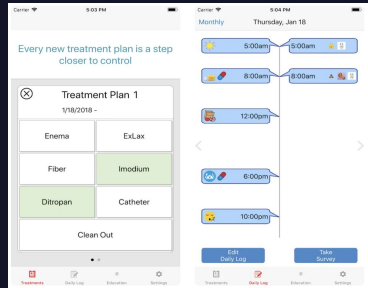
Application



Name_FreeToBe

Description

- Crowd-mapping tool
- Interactive map inviting girls and women to drop pins, happy or sad, on places they love, avoid, feel safe in and those that can be improved



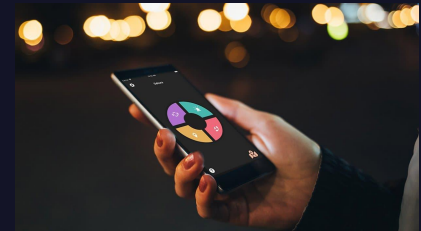
Application



Name_Sekura

Description

- Sekura provides tools to better react in real-time when feeling insecure.
- Mark dark streets, places to be avoided and help create safer public sphere for women and for all.



Interactive map



Prevent a relative



Co-walking



Chat with users



Collecting proof



Prevent authority

GRID ANALYSIS

Application



Name_ Circleof6

Description

- Allows those around you (6 persons) to know that you are safe and secure
- Possibility to message together with your GPS coordinates so that somebody can come pick you up.



Application



Name_ Shake2Safety

Description

- Variety of ways to call for help in subtle ways: tapping the power button four times, for instance, or shaking the phone.
- Both will send emergency messages to a contact, and it can also record audio and video of what's happening.



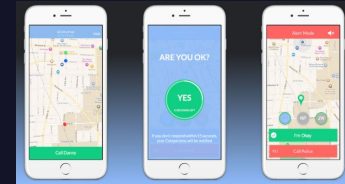
Application



Name_ Companion Safety

Description

- Enter a destination in the GPS, and choose a relative
- The relative can follow the user's movements via a map.
- Different buttons : get in touch with the person, to prevent problems in the neighborhood and to contact the police.



Interactive map



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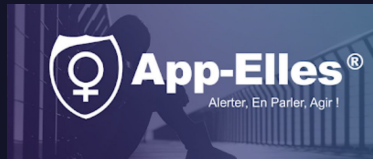
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- Present in more than 13 countries, it also relays local information and national devices.



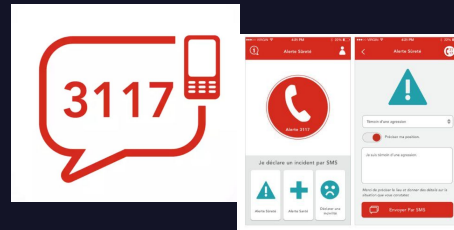
Application



Name_ Alerte 3117

Description

- Service offered by the sncf
- The 31177 (SMS) or 3117 (voice) is the alert number accessible 24/7 throughout the French rail network to report a dangerous situation of which you are a victim or witness.



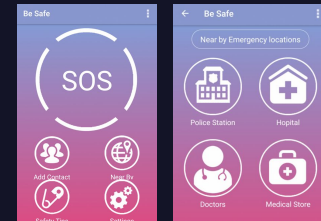
Application



Name_ Be Safe

Description

- Involves an SOS system that can be activated by touch or voice, live-streams and records whatever emergency you're in, sends your location to an alarm center along with the audio and video, and has a timer alarm and a siren built in.



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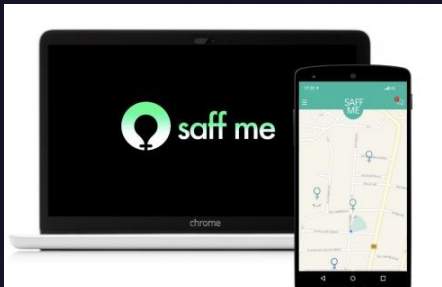
Application



Name_ SaFF me

Description

- Secure, reassure and report
- By connecting to SAFF Me, users can share their journey with other women, when their journey does not reassure them
- "Co-walking"



Application



Name_ Mon chaperon

Description

- Proposes to people walking late in the streets, to be accompanied.
- With the application, a chaperone escorts users to their home or to the place where they are going.



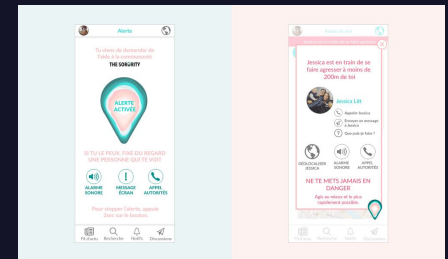
Application



Name_ TheSorority

Description

- If they feel they are in danger, they can press an alert button. The women around them and who receive it can then call the person in danger, communicate with them on the chat, and geolocalize them



Interactive map



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Co-walking



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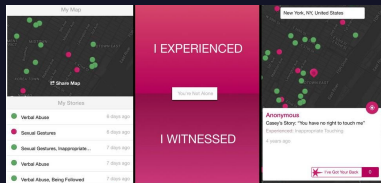
Application



Name_ Hollaback

Description

- Collects evidence of street harassment to provide proof to worldwide authorities about the extent of the problem
- Takes your location and lets you give details about how you were harassed or what you witnessed happening to somebody else.



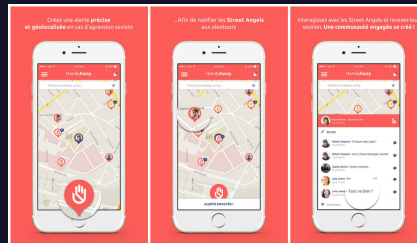
Application



Name_ HandsAway

Description

- Create an accurate and geo-localized alert
- Describe the gender-based assault you experienced or witnessed.
- Provide support to victims or witnesses by creating a dialogue



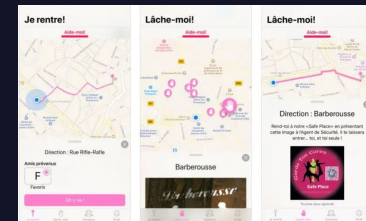
Application



Name_ Garde ton corps

Description

- Fight against street harassment and insecurity
- Travel geolocation service send to a close person
- A city map showing safety places
- Find the events of the bars / restaurants partners of Garde Ton Corps



Interactive map



Prevent a relative



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Installation

Name_ Lacroix City

Description

- Smart equipment dedicated to street lighting.
- Movement detectors are smart and autonomous devices that ensure there is the right lighting and the right signs in the right place at the right time.



Installation

Name_ Diamond project

Description

- DIAMOND project analyses and converts data into knowledge with notions of impartiality to support gender inclusion in current and future transport systems from the perspective of women as transport users and as professionals in the sector.



GRID ANALYSIS

Partners

Name_ "Ask for Angela"

Description

- Campaign used by bars and other venues
- Keep people safe from sexual assault by using a codeword
- A person who believes themselves to be in danger can ask for Angela, a fictitious member of the staff



Partners

Name_ L'oeil d'Horus

Description

- The Meltdown, a video game bar in Rennes, has developed a special cocktail, "l'oeil d'Horus". This is not on the menu, but is a code to alert the bar's staff
- Once the code word has been used, the staff try to go and talk to the person.



Partners

Name_ Bus "arrêt à la demande"

Description

- In Lyon, the transport company Sytral - Kéolis has introduced the bus stop on demand. Starting at 10 p.m., women can ask the driver to drop them off between two station if this gives them less walking time to their home in a neighborhood where they feel uncomfortable



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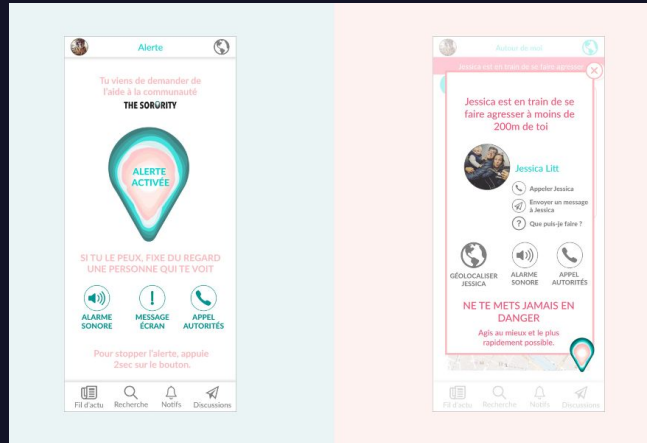
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