allCRIME

Mobile app allowing citizens to report a theft or a crime from a mobile device.

allCRIME

Today

Law Violations: **248**
Crime Rate: **+13%** ▲

CALL
999

REPORT
CRIME

View My Reports

Report Crime

PEDESTRIAN   VEHICLE   PROPERTY

FELONY

LOCATION

TIME

THE SUSPECT
Details & Evidence

SUBMIT REPORT   ANONYMOUS TIP

CHALLENGE

The current process for reporting a felony/crime in UK is time consuming for the **citizens** and involves too much bureaucracy for the Law Enforcements.

It also takes a lot of time and work for the **Police** to manually gather all the details and statements from all witnesses in case of a law violation.

SOLUTION

Building a mobile app that digitally allows citizens to file a report for crime/felony they experienced as a victim or a witness, along with all the relevant details/evidence they can provide regarding that crime.

The UK Police can view the Reports and act accordingly.

WHAT I DID

~ Branding
~ Setting goals and objectives
~ Establishing key audiences
~ Building personas
~ Creating Scenarios
~ Conducting UX Research
~ Detailed Solution
~ User Journey & Experience Map
~ Low-fidelity Prototypes
~ Wireframes
~ High-fidelity Detailed Design & Guidelines
~ In-Depth View of the finished product
~ Explore Further Applications and Development
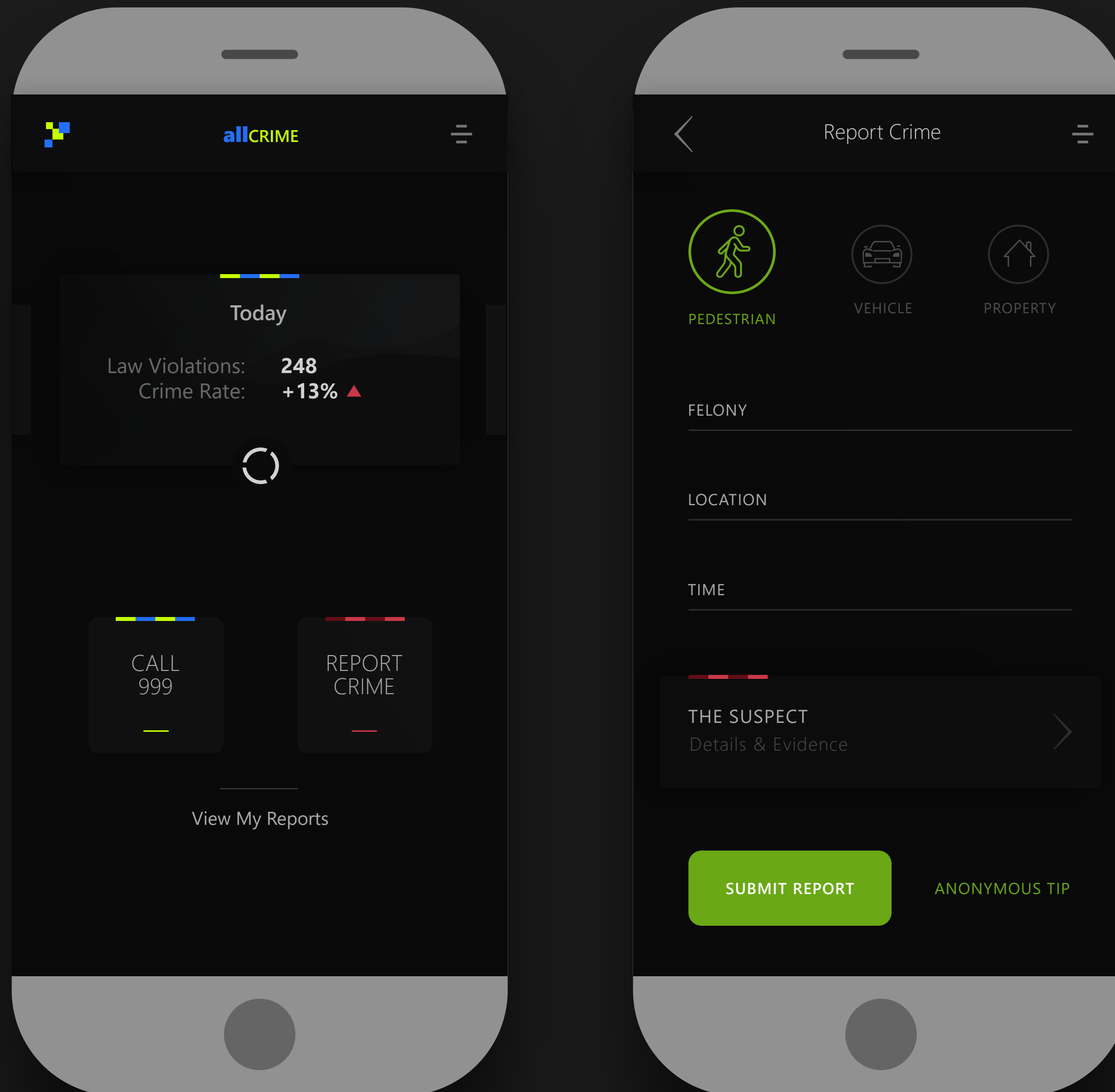
APP NAME: allCRIME
APP OWNER: UK Police

WHAT IS THE APP ABOUT?

The app is all about allowing users to file a report regarding a felony/crime they witnessed in order for law enforcements to quick and easily identify the suspects.

WHAT ARE THE GOALS OF THE APP

The Goal of the app is to simplify the process of submitting a Crime Report.

WHO ARE THE USERS OF THE APP

Primary audience: All citizens

*NOTE: A UX strategy includes the why, what, how, who, and when of the project, the details that will provide its structure and demonstrate its progress and evolution.
First, I identify business goals; then I identify usability goals that allows me to develop the UX vision and strategy.
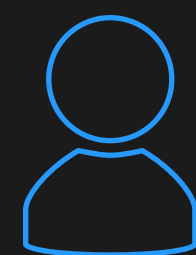
Citizens

Common users, citizens who are victims of a crime or witnessed a felony.

Drivers

Vehicle drivers who witnessed a traffic violation or were a victim of bad driving conduit.

Dedicated Concerned Citizens

Users that search on purpose for law violations and report them.

*NOTE: There are many different methods we can use to think about our audience segments, focusing on differences can help us prioritize and design the features that best meet the needs of each.

WHO ARE THEY?

Age: 6 - 70
Gender: Male, Female
Family: Single & Married
Social Class: All

HOW DO THEY FIND INFORMATION?

On desktop/laptops - smartphones, mobile phone and
email communication. Social platforms and search engines.

MAIN GOALS / WHAT DO THEY WANT?

~ To easily report a crime they were a victim of or witnessed.
~ Be able to remain anonymous.
~ To check the status of their reports.

PAIN POINTS

~ Time consuming to report a crime/felony or send video/photo footage to police.
~ Staying anonymous after submitting the Crime Report inside a police station.
~ Staying anonymous after visited by the police regarding a reported crime.
~ Keep track and verify if the Police viewed the Report you filed.

MOTIVATION

~ Quick and easily file a Crime Report and send video/photo footage to police.
~ The crime suspect will not know the witness.
~ Keep track and verify all of your reports Status.

AUDIENCE NEEDS:

~ Can I Report a Crime ?
~ Can I send video/photo evidence to the Police ?
~ Can I stay anonymous after reporting a Crime ?
~ How long will take to fill a Crime Report ?
~ Do I have to know "law enforcement language" ?
~ Is there a quick way to submit the Report with just key Information? (without having to fill all the Details)
~ Can I get updates on my Report ?
~ How can I find all the Reports I submitted ?
~ Will I be able to see Crime Rate and statistics of my area?

SOLUTION (CONTENT & FUNCTIONALITY)

~ Interactive app design
~ Accessibility, UX, IA – improvements
~ Crime Rates / Statistics charts
~ Fast dial Emergency number
~ Notifications regarding submitted Reports.

*NOTE: I use a persona to represents a cluster of users who exhibit similar behavioral patterns in their purchasing decisions, use of technology or products, customer service preferences, lifestyle choices, and the like.
After figuring out who the projects audience is I normally build the personas. By doing this I'm creating a clear image of who the user in our audience is.

Citizen walking down the street.

Street thief jumps on him and steals his belongings.

Citizen opens allCRIME app to report the theft and the suspect details.

He submits the Report using his credentials in case Police will need his statement or further details.

Citizen constantly checks the Report status using allCRIME app.

Citizen walking down the street.

He witnesses an ongoing armed robbery at the local store across the street.

Citizen opens allCRIME app to report the robbery and to submit photo or video footage of the crime.

He submits the Report as Anonymous Tip concerned about his safety.

Citizen at home.

He hears glass breaking on his neighbor house.
He knows his neighbor is not home.

Citizen opens allCRIME app to report the robbery and to record a video of the suspect.

He submits the Report as Anonymous Tip concerned about his safety.

Citizen driving his car. He has a passenger with him in the car.

They witness an illegal driving activity on traffic.

Passenger opens allCRIME app to report the law violation and suspect vehicle details.

Citizen walking down the street.

Citizen witnesses a speeding car running a red light.

Citizen opens allCRIME app to report the law violation and the vehicle details.

He submits the Report using his credentials in case Police will need his statement or further details.

Citizen walking down the street searching for law violation.

Citizen witnesses an illegally parked car on the sidewalk.

Citizen opens allCRIME app to report the law violation and submits photo evidence of the suspect vehicle.

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*NOTE: The easiest way to understand behavior is through scenarios, identifying a users goals and needs and his following action steps will lead you to truly understanding why and how a user is using your product.
That represent the building-block for the project development

USER EMOTIONS

Witnessing or being a victim of a crime can be a traumatic experience. It may produce physical, emotional and psychological responses that people do not understand immediately. Everyone experiences the effects of crime differently and that every reaction is normal.

When people encounter a high stress situation, they may experience a wide range of emotions.
Everyone responds differently. Some feelings may include:

Shock
Fear
Stress or anxiety
Sadness or depression
Anger
Frustration
Problems in communication

Due to the expressed feelings and emotional state of the users when witnessing or being a victim of a crime, the app requires:

User-centered Design approach
Highly interactive
Modern user experience
Ease of use

*NOTE: UX research serves many purposes throughout the design process. It helps us identify and prove or disprove our assumptions, find commonalities across our target audience members, and recognize their needs, goals, and mental models, and emotional state. This means understanding the exact feelings and emotions.
Conducting interviews is essential in gathering information. Throughout the years I've learned that the better you get at this the more useful the information will be. Knowing the user is the key.
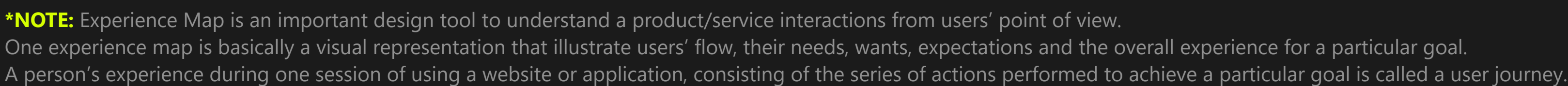This often involves psychology understanding the user.

REQUIREMENTS:

~ Quick Access to the Crime Report section.
~ Keep the typing areas to a minimum amount.
~ Use pre-established options for filling the Report without loosing vital information.
~ Possibility of creating and submitting the key details on the report within 8-10 taps.
~ Benefit from the user's experience and interactions with the most used apps.
~ Allowing witnesses to keep a low profile while gathering Details and Evidence for an on-going law violation.

SOLUTIONS:

~ Report Crime button on the Main Page.
~ Keyboard type optional only for Additional Information.
~ Use a menu selection for a quick completion of the vital information **(FELONY, LOCATION, TIME).**
~ Identify user's familiar aps and mind set in similar situations.
~ Enable the option to quick pin-point the location of a crime on a map using device's GPS/Location service.
~ Design the App using a **Dark Theme** to protect the witnesses while reporting an ongoing felony. This will also help them when using the app during **night hours**. Most law violations takes time during night time.

*NOTE: After figuring out who the projects audience is and the user's mind set, I normally go and make a list of the key features and in-depth user experience requirements and solutions. These guidelines will be the main focus when building the central piece of the app.

STEP 1

Crime Type

Case 1
Pedestrian

Additional Info
People Responsible

| Name | Age | How they Look | Where they live |

Firearms Involved (YES/NO)   Other Details

Case 2
Vehicle

Additional Info
Vehicle Details

| Type | Color | Brand | Driver/Suspect Details |

How many Passengers   Firearms Involved (YES/NO)   Other Details

Case 3
Property

Additional Info
People Responsible

| Name | Age | How they Look | Accomplices |

Firearms Involved (YES/NO)   Other Details

STEP 2

Committed Felony

Depending on the chosen option from STEP 1, some of the following options will be hidden: ● Pedestrian related   ● Vehicle related   ● Property related

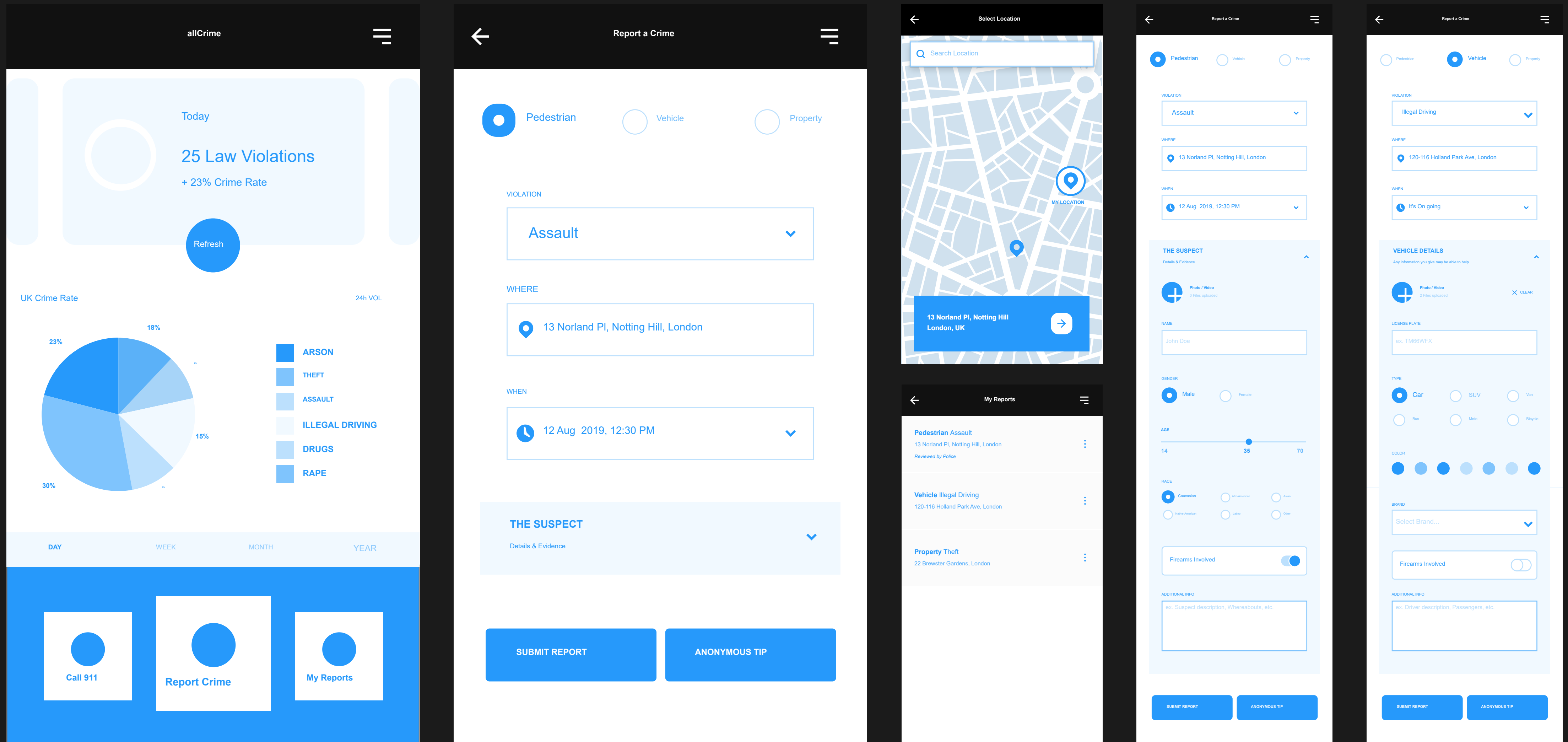| ● Arson | ● Assault | ● Bank/Credit Card | ● Burglary | Child Abuse | ● Computer Misuse | ● Counterfeiting Piracy | ● Domestic Abuse | ● Homicide | ● Drink/Drug Driving (DUI) | ● Drugs |
| ● Environmental Crime | ● Fraud | ● Harassment | Immigration | ● Rape | ● Robbery | ● Road Rage | ● Terrorism | ● Theft | ● Vandalism | ● Illegal Driving |
| ● Wanted Person | Weapons | ● Wildlife Crime | | | | | | | | |

STEP 3

Where It Happened

Full screen map with search field.
"Pinpoint My Location" button if citizen is at the crime location.
Citizen will be able to pin point on map or type the crime address in the text field.

STEP 4

When It Happened

| It's on going (default option) | Today | Yesterday | It Hasn't Happened yet |

Choose Date mandatory and Time is optional

STEP 5

Additional Info (optional)

Additional details that citizen might have regarding the Crime Report.

STEP 6

Submit

Case 1
Submit Report

App will send the report to the Police Database along with the citizen's contact details (email, phone number).
Report will be saved in "**My Reports**" section within the app. Citizen will be able to Edit or Delete the Reports he created.

Case 2
Anonymous Tip

Using this method, the Report will be submitted as an anonymous tip -> citizen cant be tracked.
Report will be saved in "**My Reports**" section within the app. Citizen will be able to Edit or Delete the Reports he created.

*NOTE: Experience Map is an important design tool to understand a product/service interactions from users' point of view.
One experience map is basically a visual representation that illustrate users' flow, their needs, wants, expectations and the overall experience for a particular goal.
A person's experience during one session of using a website or application, consisting of the series of actions performed to achieve a particular goal is called a user journey.

allCRIME

Screen 1 (Home): LOGO · NAME · SWIPE · statistics · TOP 5 OF CRIME RATE · CALL 999 · REPORT CRIME · MY REPORT

Screen 2 (Report Crime): PEDESTRIAN · VEHICLE · PROPERTY · WHAT FELONY · WHERE (LOCATION) · WHEN (TIME) · MORE DETAILS (OPTIONAL)

Screen 3 (Report Crime): THE SUSPECT (Pedestrian) · Photo/Video · NAME · GENDER · AGE · RACE · FIREARMS · INFO — Pedestrian details = SUSPECT

Screen 4 (Report Crime): DETAILS (vehicle) · Photo/Video · LICENSE Plate · TYPE (CAR, BUS, MOTO) · Color · CAR MANUFACTURER · FIREARMS · INFO

Screen 5 (Report Crime): DETAILS (PROPERTY) · Photo/Video Evidence · DAMAGED GOODS · SUSPECT DETAILS · SUBMIT Report · ANONYMOUS TIP

Screen 6 (MY REPORTS): (REVIEWED POLICE) · CRIME FELONY LOCATION TYPE · CRIME FELONY LOCATION TYPE — Every Report Info: Creation Date · Edit · Delete · & Status

*NOTE: I use low-fidelity prototypes in order to have an early validation of the product saving time and making sure I'm not producing wasteful design work. I can easily and efficiently make changes while including users feedback based on their reactions.

allCrime

Today

25 Law Violations

+ 23% Crime Rate

Refresh

UK Crime Rate

24h VOL

18%

23%

ARSON
THEFT
ASSAULT
ILLEGAL DRIVING
DRUGS
RAPE

15%

30%

DAY   WEEK   MONTH   YEAR

Call 911

Report Crime

My Reports

Report a Crime

Pedestrian   Vehicle   Property

VIOLATION

Assault

WHERE

13 Norland Pl, Notting Hill, London

WHEN

12 Aug 2019, 12:30 PM

THE SUSPECT

Details & Evidence

SUBMIT REPORT   ANONYMOUS TIP

Select Location

Search Location

MY LOCATION

13 Norland Pl, Notting Hill
London, UK

My Reports

Pedestrian Assault
13 Norland Pl, Notting Hill, London
Reviewed by Police

Vehicle Illegal Driving
120-116 Holland Park Ave, London

Property Theft
22 Brewster Gardens, London

Report a Crime

Pedestrian   Vehicle   Property

VIOLATION

Assault

WHERE

13 Norland Pl, Notting Hill, London

WHEN

12 Aug 2019, 12:30 PM

THE SUSPECT
Details & Evidence

Photo / Video

NAME

John Doe

GENDER

Male   Female

AGE

14   35   70

RACE

Caucasian

Firearms Involved

ADDITIONAL INFO

ex. Suspect description, Whereabouts, etc.

SUBMIT REPORT   ANONYMOUS TIP

Report a Crime

Pedestrian   Vehicle   Property

VIOLATION

Illegal Driving

WHERE

120-116 Holland Park Ave, London

WHEN

It's On going

VEHICLE DETAILS
Any information you give may be able to help

Photo / Video
X CLEAR

LICENSE PLATE

ex. TM660VFX

TYPE

Car   SUV   Van
Bus   Moto   Bicycle

COLOR

BRAND

Select Brand...

Firearms Involved

ADDITIONAL INFO

ex. Driver description, Passengers, etc.

SUBMIT REPORT   ANONYMOUS TIP

*NOTE: I build high fidelity wireframes and fully annotated diagrams, having a basis to begin creating screens; I also use them for user testing and as a reference point for functional specifications and communicating the functionality I am going to build with stakeholders.

The app is required to work as an extension of the UK Police, simplifying the **process of people - police interaction.**
While reporting crimes, the users will have to be responsible, confident and know the law protects them.
In that light, I tried to insert the **UK Police colors** in key sections of the app.

allCRIME

Today

Law Violations: **248**
Crime Rate: **+13%** ▲

•UK Crime Rate   TOP 5   24h VOL ►

Assault   18%
Domestic Abuse   20%
Illegal Driving   18%
Harassment   8%
Theft   15%

CALL   REPORT
999   CRIME

View My Reports

Call 999

Report Crime

My Reports

Obedient Citizen
obedientcitizen@yahoo.com

Typography

Colors

Tools

Xd   Ps   Ai
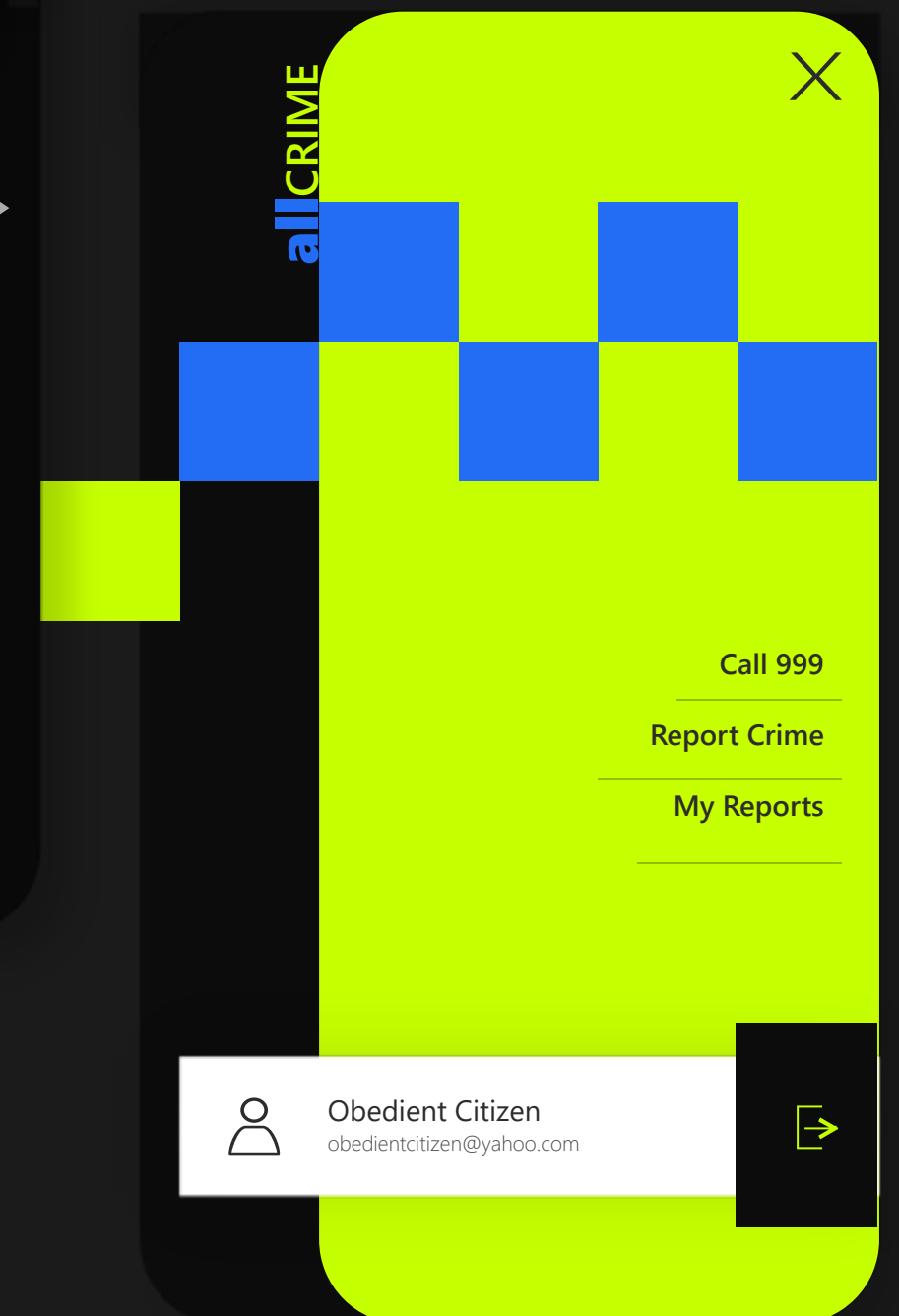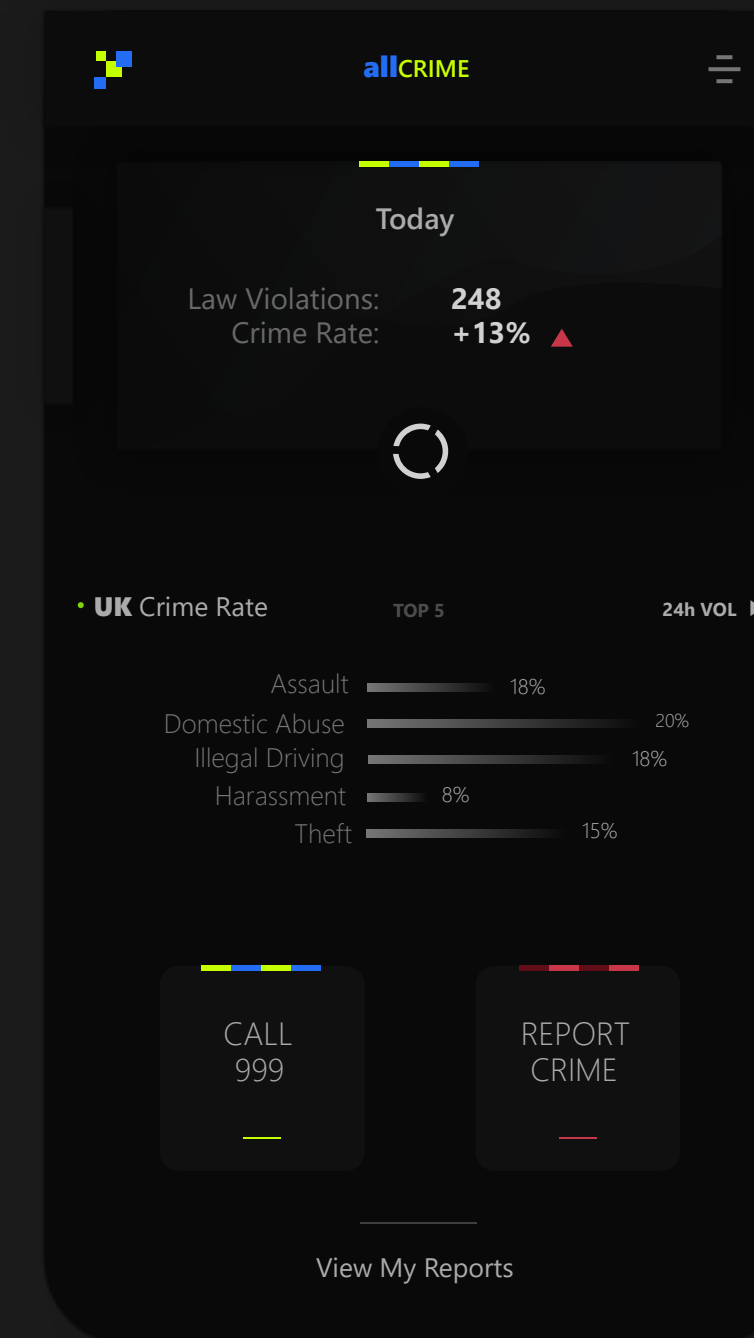
*****NOTE:** Having a background in design I love getting my hands dirty and producing the final high quality visual designs as well as the guidelines and specification. I'm always up-to-date with the latest industry trends and I also have a passion for design innovation.

allCRIME

allCRIME

Today

Law Violations: **248**
Crime Rate: **+13%** ▲

CALL 999

REPORT CRIME

View My Reports

Report Crime

PEDESTRIAN   VEHICLE   PROPERTY

Assault

13 Norland Pl, Notting Hill, London

It Hasn't Happened yet

THE SUSPECT
Details & Evidence

SUBMIT REPORT   ANONYMOUS TIP

Report Crime

THE SUSPECT
Details & Evidence

Photo / Video
2 Files uploaded   ✕ CLEAR

NAME

GENDER

MALE   FEMALE

AGE **25**

SUBMIT REPORT   ANONYMOUS TIP

Search Location...

Fowey House 34A
Kennings Way, London SE11 4...
51.488976, -0.108902   SELECT

My Reports

● Reviewed by Police

ASSAULT
13 Norland Pl, Notting Hill, London

● Reviewed by Police

ILLEGAL DRIVING
120-116 Holland Park Ave, London

VANDALISM
22 Brewster Gardens, London

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*NOTE: Visual design maximizes the aesthetic, information-conveying capabilities of graphics and text. It's actually a subdiscipline within the UX process, contributing to UI Design, information design, and graphic design.

PROBLEMS:

During high stress situations users showed a lack of ability to concentrate.

In a classical definition of fear and stress, we think of threatening stimuli activating a species-specific defensive threat reaction.
This defensive reaction triggers physiological stress responses including adrenal hormone release.

In many situations crime witnesses stated they could not even remember the emergency number or suffered a temporary loss of voice.

SOLUTIONS:

Always keeping the **important content** on sight along with the shortcut for the **Emergency Call** number.

Typing on phone's keyboard **is optional**. All the important details use **pre-established options**.

CALL
999
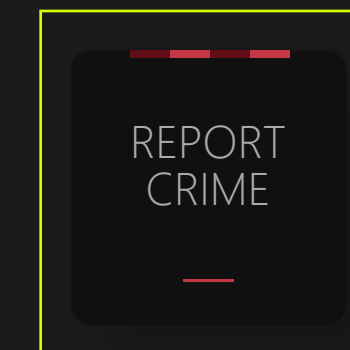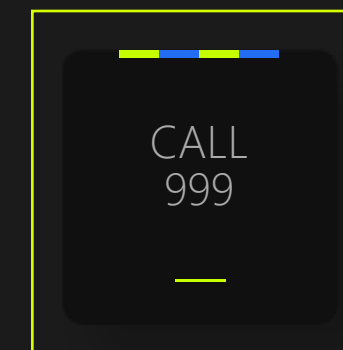
REPORT
CRIME

Quick Access to the Emergency Call and Report Crime buttons.
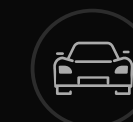
PEDESTRIAN   VEHICLE   PROPERTY

FELONY

13 Norland Pl, Notting Hill, London

It's On going

Able to submit a Report in under 5 taps (5-7 seconds).
The app uses the current phone location and dates the crime as "On going" as default values when creating a Report.

Today

Law Violations: **248**
Crime Rate: **+13%** ▲

UK Crime Rate   TOP 5   24h VOL ▶

Assault   ▬▬▬▬▬ 18%
Domestic Abuse   ▬▬▬▬▬▬ 20%
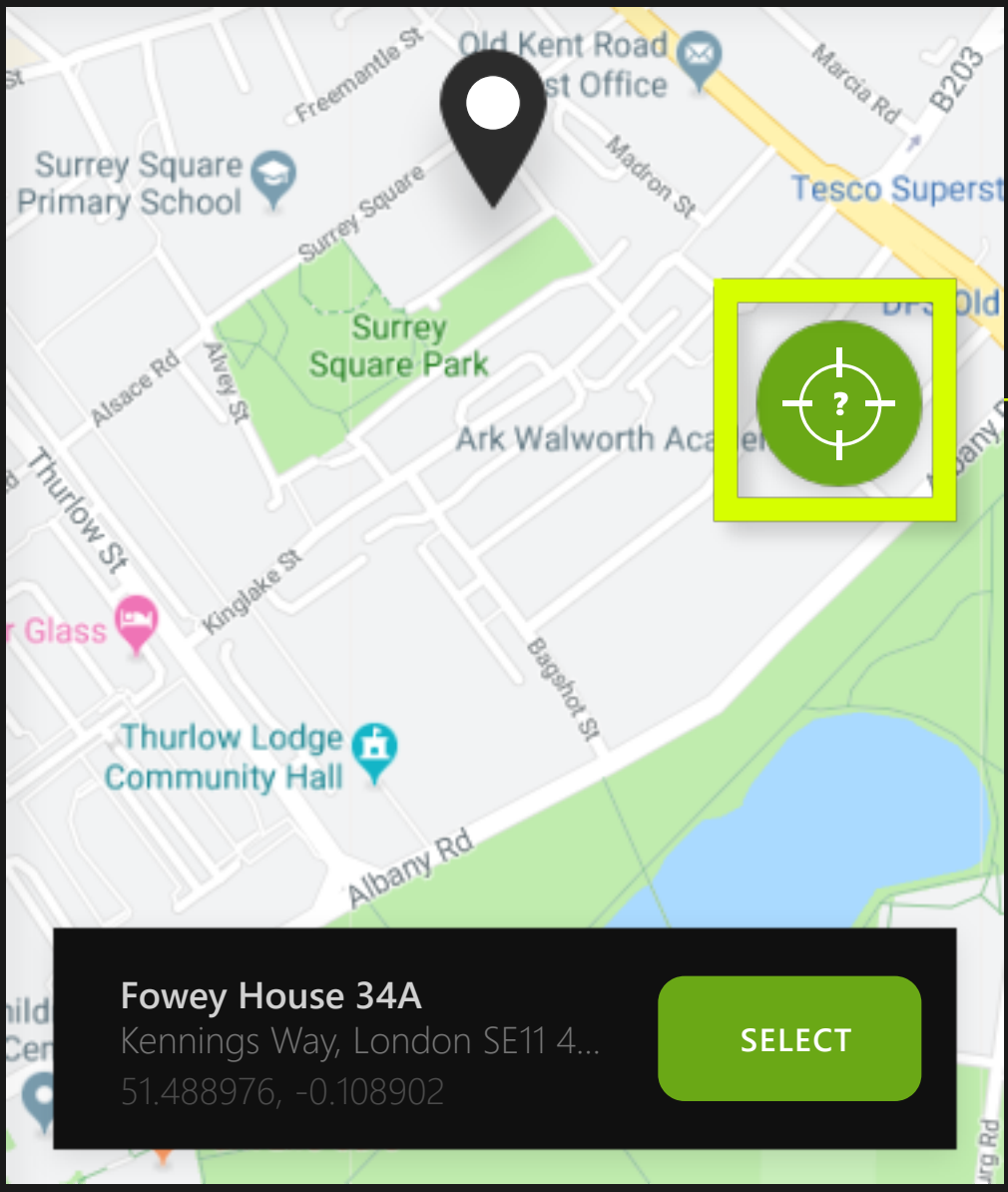Illegal Driving ▬▬▬▬▬ 18%
Harassment   ▬▬ 8%
Theft   ▬▬▬▬ 15%

Real-time Crime Rate Statistics and charts for pre-set areas and locations

Search Felony...

Arson

Assault

Bank/Credit Card

Burglary

Child Abuse

Computer Misuse

Counterfeiting / Piracy

Domestic Abuse

Drugs

Using dropdown menu instead of the regular input filed keyboard typing

Set Date / Time

It's On going

Today

Yesterday

In the Past

Current Location option when selecting crime location.

Fowey House 34A
Kennings Way, London SE11 4...
51.488976, -0.108902

SELECT

Fast Location service using Google Maps and build-in GPS.
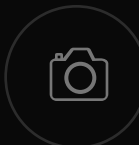
Photo / Video
0 Files uploaded

Uploading photos or video footage of the reported crime

ASSAULT
13 Norland Pl, Notting Hill, London
• Reviewed by Police

Check the Status of the reports, Edit, and Delete them.

GENDER

MALE   FEMALE

Fast, easy to use features for completing a more detailed Report (suspect and vehicle description).

ILLEGAL DRIVING
120-116 Holland Park Ave, London
• Reviewed by Police

AGE **25**

VEHICLE TYPE

Car   SUV   Van

Bus   Moto   Bicycle

RACE

Caucasian   Afro-American

VANDALISM
22 Brewster Gardens, London

Latino   Native-American

VEHICLE COLOR

FIREARMS INVOLVED **NO**

SUBMIT REPORT   ANONYMOUS TIP

Ability to keep a low profile after submitting a Report.

VEHICLE BRAND

allCRIME

AUTOMOTIVE INTEGRATION

The entire automotive industry is moving towards developing innovative technologies to enable better connectivity solutions, improve vehicle safety, and enhance in-vehicle user-experience.

I came up with the idea of integrating **allCrime** into modern **vehicles OS** and make use of their latest technology.

The **proximity sensors and cameras** will constantly scan the surrounding traffic **collecting data**.
Using **real-time algorithms** to process the data, the app will analyze the surrounding vehicles movement and patterns and **detect** any **traffic rules violation**.

TM66WFX

Illegal Driving

REPORT

60 km

T 10   30

REPORT
Illegal Driving

TM 66 WFX

allCrime
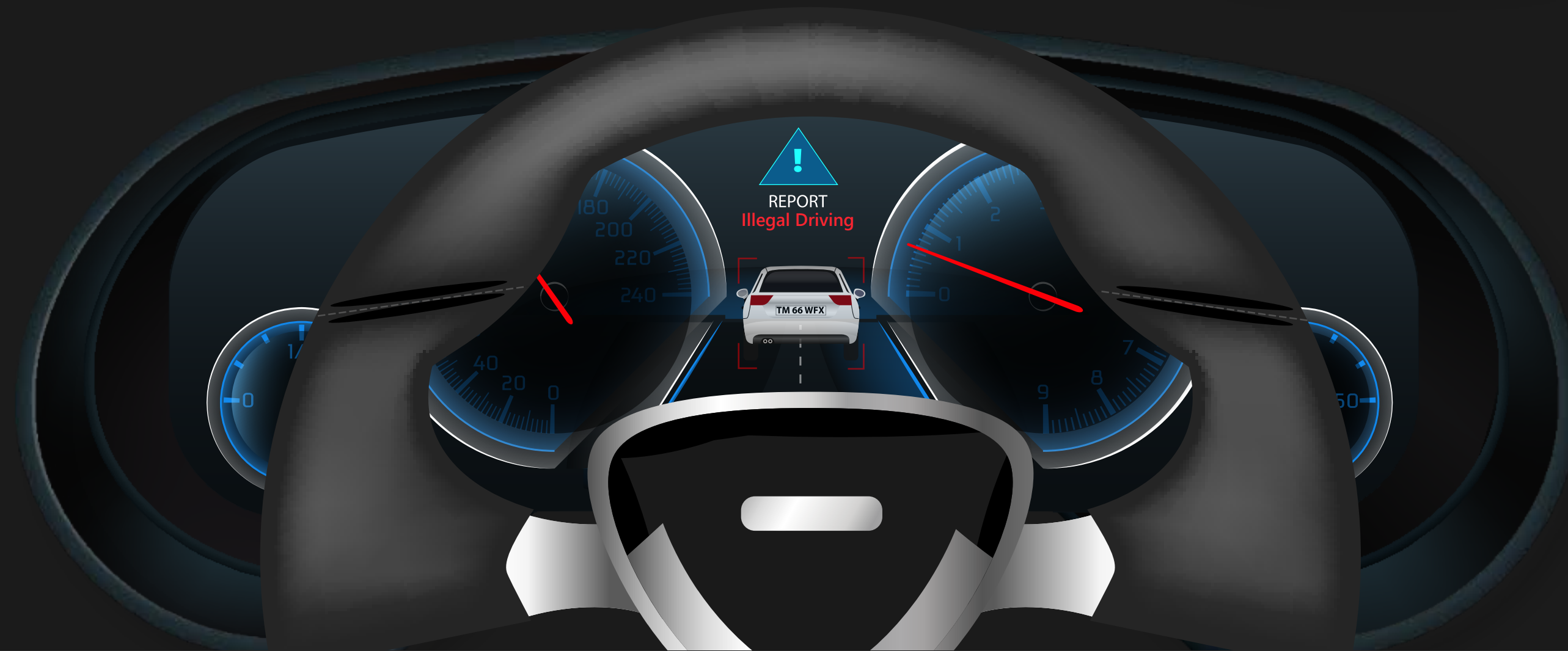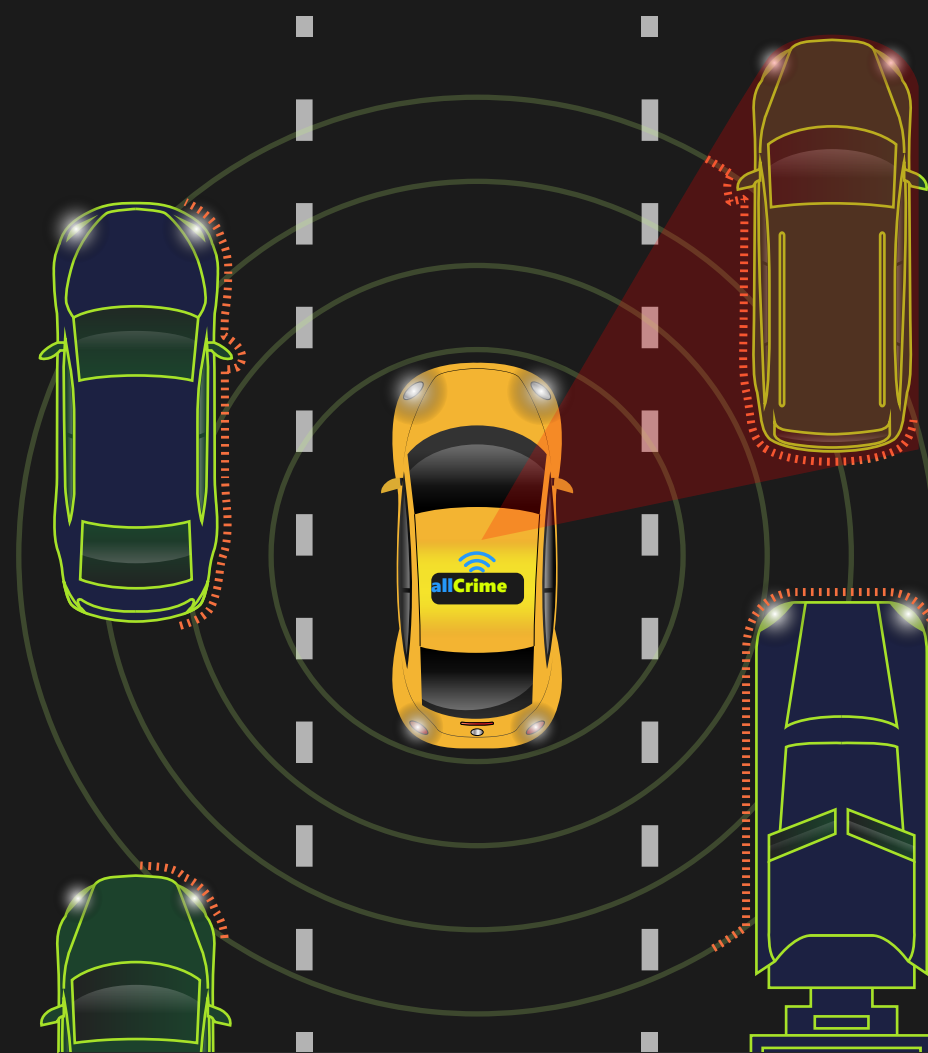
***NOTE:** Initiative and creativity move the world. They foster the realization of innovative ideas in various industries and contribute to constant development. I always try to bring new ideas to the table.

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