



SAFETY

AMBASSADORS

Emily, David, P.J.

LOCATION

MAIN STREET

SANTA MONICA



HOW MIGHT WE STATEMENT

How might we help visitors report COVID-19 safety concerns to city ambassadors on Main St. Santa Monica?

PRIMARY RESEARCH - QUOTES

"Stronger mask and social distancing enforcement, safe distance for pedestrians, more room for people with walking aids/difficulty or wheelchairs."

"Crowding; lack of enforcement of laws; lack of protective barriers between pedestrians and outdoor diners; cluttered sidewalks. Hire Mobility Compliance Officers (at a fair wage) to use the sidewalks on a regular basis to ensure the sidewalks are free of obstacles."

"More mask usage from the non-Santa Monica residents who visit."

Liv Young

Sean Flannigan

Liz Victoria

Adrienne Singer

Ashley Trott

"I'd feel safer if they did something about the mental health problems a lot of our main street residents have."

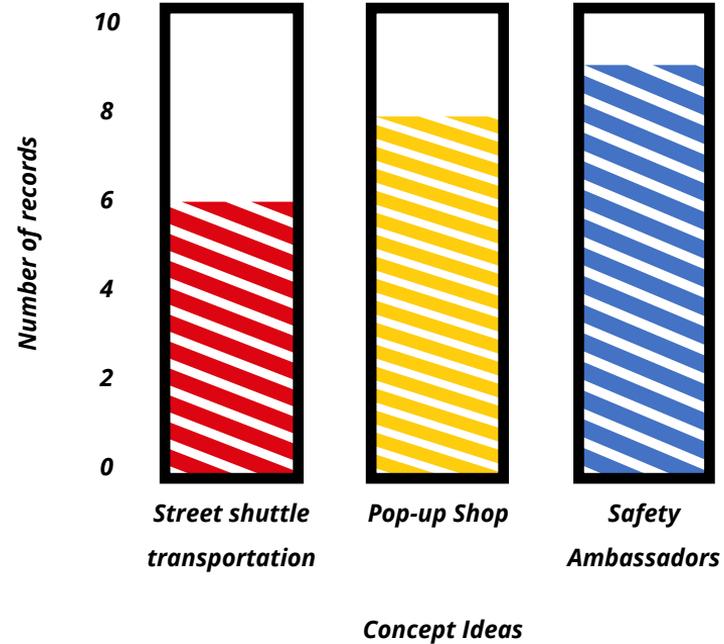
Concerned about "homeless aggression/infection & idiot tourists."

PRIMARY RESEARCH - DATA



Safety Concerns

Most participants feel unsafe on Main Street. Mainly due to people not wearing facemasks in crowds.



VISITOR STORIES

01

Ali

Wants to walk around Main Street with a cane

Because

She needs to run errands

But

It's difficult for her to maneuver since she's immunocompromised and mobility-challenged

02

Samantha

Is concerned about the neighborhood with COVID-19

Because

of the lack of free space and people not wearing face masks in public

But

she has to leave her home at some point to run errands, go on walks, etc..

03

Domo

Wants to walk along Main Street

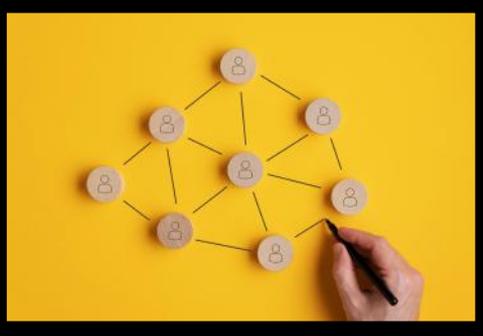
Because

He wants to take his son out for a snack

But

He's worried about homeless aggression and infection

KEY INSIGHTS



INSIGHT #1

Communication

From our research, we discovered that visitors to Main Street Santa Monica want an opportunity to report COVID19 related health concerns. Even more so, they want their concerns heard and responded to.

INSIGHT #2

Strategy

We learned that many visitors to Main Street Santa Monica have differing opinions on how to best address COVID19 health concerns. This leads us to believe there is an opportunity to help visitors organize their COVID19 conversations.

INSIGHT #3

Accountability

Our research discovered that many visitors feel an absence of organized authority when it comes to enforcing COVID19 safety protocols within Main Street Santa Monica.

PERSONA

Adam Madison is 45 years old and works as a sales manager for a beverage company. He lives with his wife, Katherine and dog, Pinto Bean. They live off of Main Street, Santa Monica in a one bedroom apartment.

Adam is community driven. He is energetic and a quick learner. He doesn't like when things are out of control and becomes easily irritated when he sees people breaking rules.

Adam Madison



Age 45

City Santa Monica

Family Lives off of Main Street with wife

Bio

Adam works as a sales manager for a large beverage company. His responsibilities include hiring and firing people, leading a group of salespeople, building sales plans, and mentor sales people below him.

Background

Adam is familiar with technology, before COVID-19 he was used to working from a computer at an office. However, working from home has been a transition for him as he gets distracted easily by the news on his phone, his dog always wanting to go on walks, and his wife who also works from home. He noticed his work performance is not as high as it used to be when in an office setting. He is always checking in on his salespeople to make sure they are also staying on top of their quotas and also not getting distracted.

Personal Traits

He feels passionately about where he lives and likes to be part of the community. Adam is energetic and a quick learner. He likes things neat and orderly, when things feel like they are out of control he gets anxiety. He doesn't like breaking rules or seeing other people break rules. He can become irritated easily, but is trying breath work to help him calm down which was something his wife told him about.

Needs

Since Adam works from home in a one bedroom apartment with his wife and dog he enjoys going out for walks at least once a day for exercise. He always wears a mask when venturing out on his walks and he does not like how many people along Main Street aren't listening to the COVID-19 safety guidelines.

Personality



Situation

He likes walking along Main Street to grab a coffee at Bulletproof and say hello to any neighbors or familiar faces he sees along the way. He doesn't like how many people don't wear facemasks in public especially along Main Street and he doesn't feel comfortable approaching them to tell them that they should be wearing masks.

Scenario

- 1 Adam wants to walk on Main Street because he wants to get a coffee from Bulletproof cafe, but he is concerned about people not wearing face masks.
- 2 Adam rarely walks his dog along Main Street because he's worried his dog will pick up something and get sick due to homeless people leaving their belongings and other things on the street.



01



02

SECONDARY RESEARCH

01

Downtown Long Beach

Safety Ambassadors

Highly trained and distinctly uniformed Safety Ambassadors patrol the streets of the central business district on foot, bike and Segway 12-18 hours a day. They serve as friendly goodwill ambassadors by welcoming residents, workers, and visitors.

02

Downtown Santa Monica & Parks

Hospitality Ambassadors

Santa Monica had Hospitality Ambassadors to patrol the parks to help mitigate the homelessness crisis on public spaces. These ambassadors assisted visitors, cleaned and maintained the bathrooms, and alerted the Santa Monica Police Department of illegal or dangerous activity.

COMPETITIVE ANALYSIS

<input type="checkbox"/>	A Name	Santa Monica city ...	GrupUp	Neighbor	Nextdoor	Promenade Ambassado...	Safe Pass (Citizen)	BOS: 311
1	Create post	NO	YES	YES	YES	NO	YES	NO
2	Communicate to city	YES	NO	NO	NO	YES	NO	YES
3	Location tracker	NO	YES	YES	YES	YES	YES	YES
4	Engage with posts	NO	YES	YES	YES	YES	NO	NO
5	Incident reporting Dashboard	YES	YES	YES	YES	NO	NO	NO
6	Contact Tracing	NO	NO	NO	NO	NO	YES	NO
7	Location Specific	YES	YES	YES	YES	YES	YES	YES
8	Social Via media	YES	NO	NO	NO	NO	NO	NO
9	Emergency alert	YES	YES	NO	NO	NO	YES	YES
10	Signal for help online	NO	YES	NO	NO	NO	NO	YES
11	Hotline Number	YES	NO	NO	NO	YES	NO	YES
12	Covid Reporting	YES	NO	NO	NO	NO	YES	NO
13	User Profiles	NO	YES	YES	YES	NO	YES	NO
14	Anonymous mode	YES	YES	YES	NO	YES	NO	NO
15	Inperson Assistance	NO	NO	NO	NO	YES	NO	YES
16	Chat Online Feature	NO	YES	YES	YES	NO	NO	NO
17	Invite/Add Friends	NO	YES	YES	YES	NO	NO	NO

COMPETITIVE ANALYSIS



SM City
Phone #



GruupUp



Nextdoor



Neighbors



Promenade
Ambassador Phone #



BOS: 311

Benefits

- COVID-19 hotline
- COVID reporting
- Anonymous mode
- Communicate to city

- Online chat
- Alert others of dangerous activity
- Location tracking

- Strong post engagement
- Community driven platform

- Interactive incident dashboard

- Direct contact with an ambassador

- Intuitive incident reporting
- Communicate to city

Disadvantages

- No online platform for reporting

- No COVID-19 reporting
- No direct communication to the city

- Not affiliated with the city
- No in person assistance

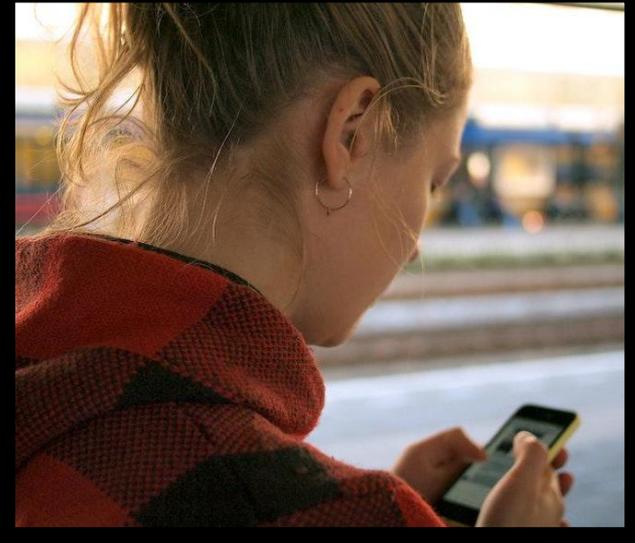
- Not affiliated with the city
- No in person assistance

- No online platform for reporting

- No incident dashboard
- No connection between workers and reporters



OUR OPPORTUNITY

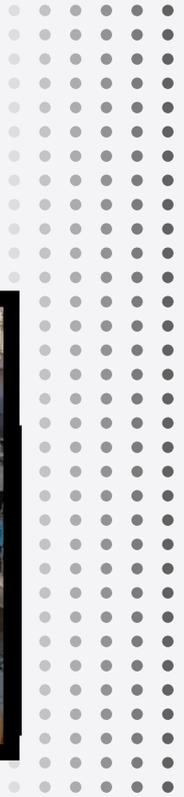
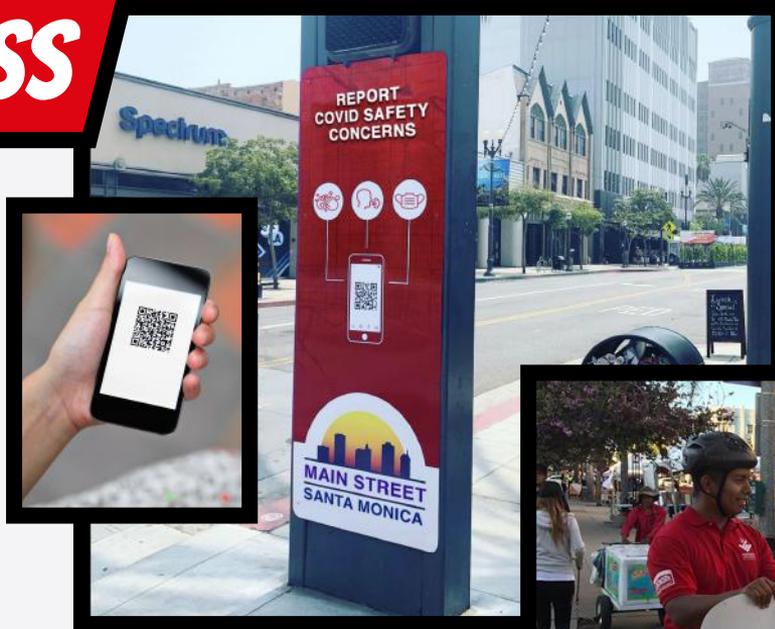


Our concept is to design a mobile app that allows users to report non-emergency incidents & request assistance from Safety Ambassadors along Main Street.

This app will help mitigate non-emergency complaints & forward safety concerns to the proper safety ambassadors.

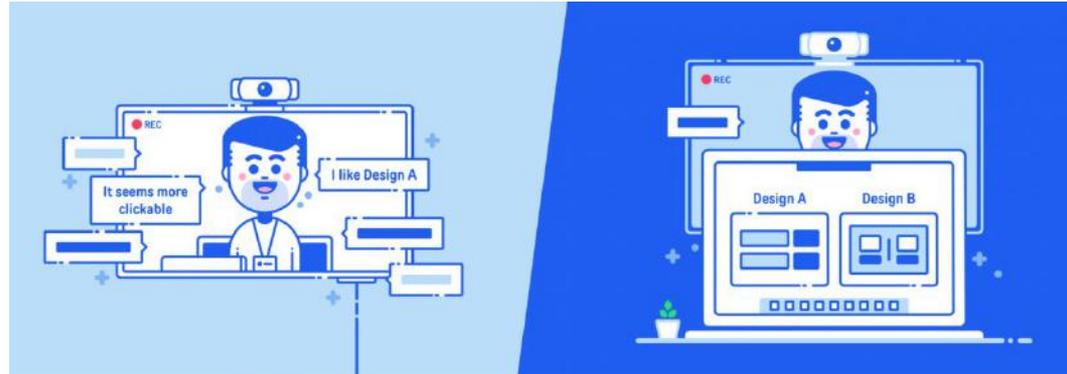
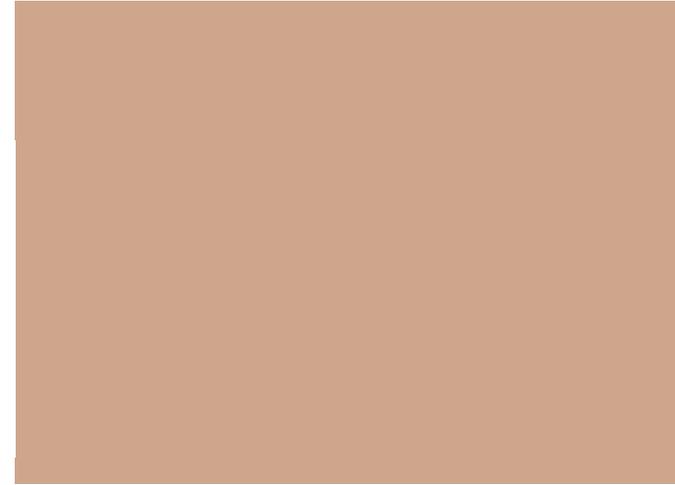
BRING AWARENESS

- ❑ Signage
- ❑ QR codes
- ❑ Safety Ambassadors
- ❑ Designated posts at busy street corners



OUR STRATEGY

- ❑ Card Sorting
- ❑ Collaborative Wireframing (Adobe XD)
- ❑ Lo-Fi user testing (paper prototyping)
- ❑ A/B testing
- ❑ Zoom 'Remote-Access' user testing
- ❑ Hi-Fi prototype (Adobe XD)
- ❑ Remote testing (Userberry)

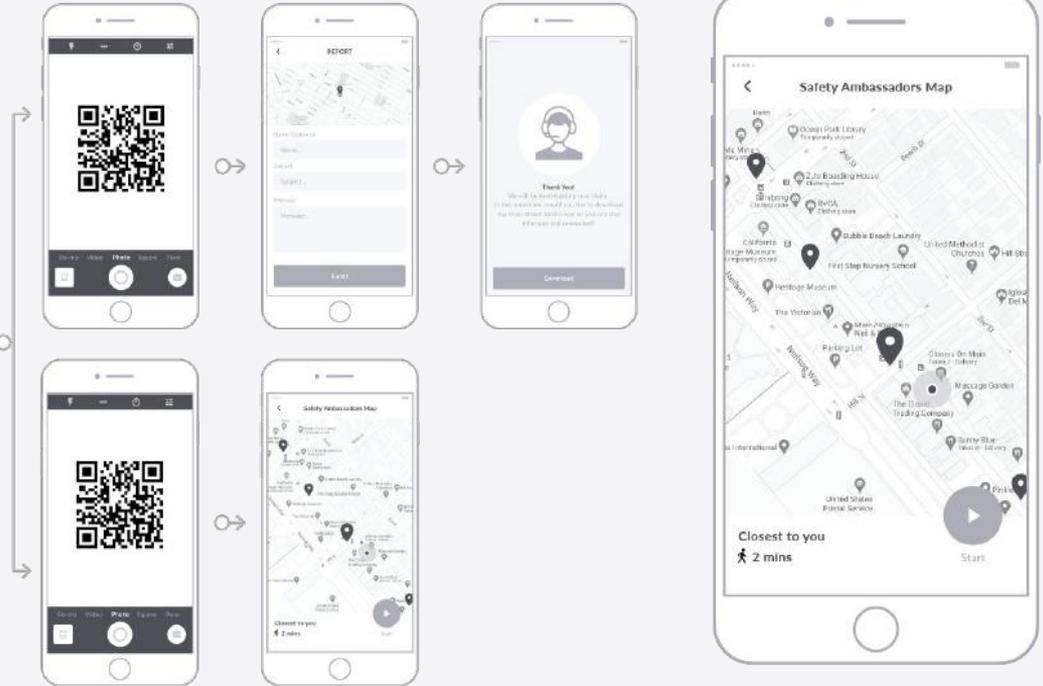


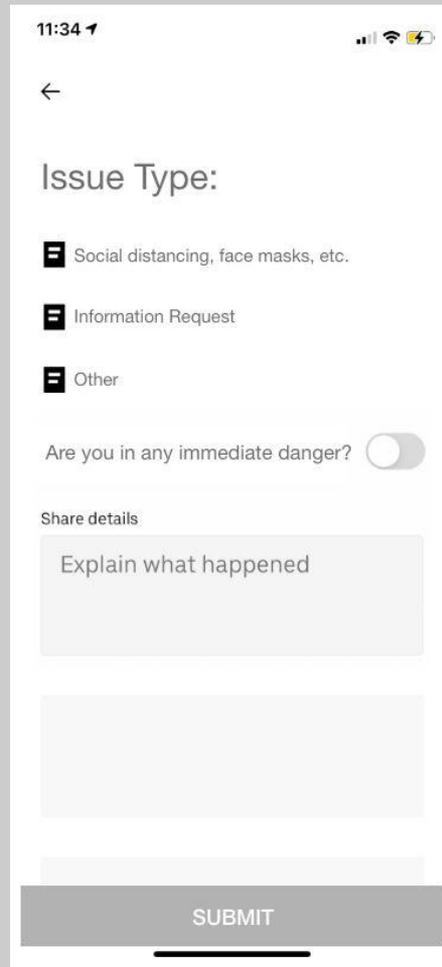
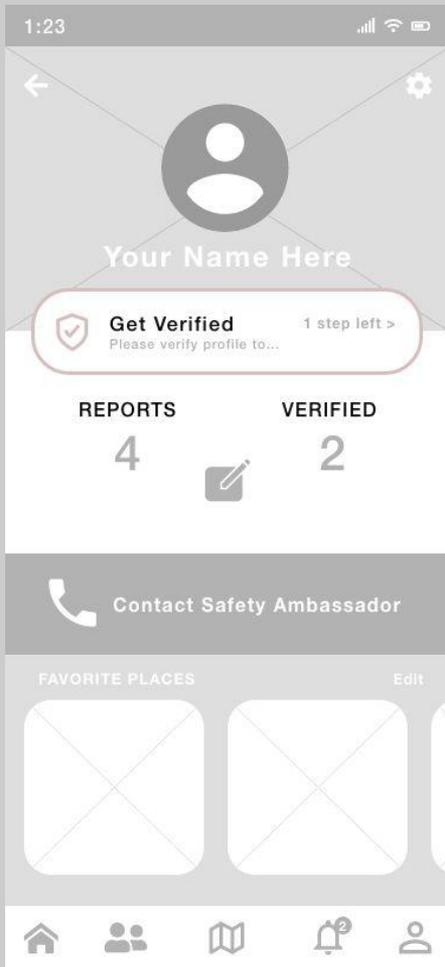
PRE-PROTOTYPE CONCEPTS

Feature Wish List

- ❑ Interactive Map
- ❑ User Authentication
- ❑ Intuitive Reporting
- ❑ Gamification of Data
- ❑ Message Boards
- ❑ COVID Data Forecasting
- ❑ Social Engagement
- ❑ Online Chat
- ❑ Hotline

We would like to interview users to find out what is most urgent to visitors on Main Street.





**THANK
YOU**