



ItzLit



Team IN

Problem

- People do not feel safe commuting late at night
- **75%** do not feel safe commuting at night
- **80%** of the the people who did not feel safe at night stated that they didn't mind commuting during the day
- **90%** of the people said that they would feel safer if it was brighter outside

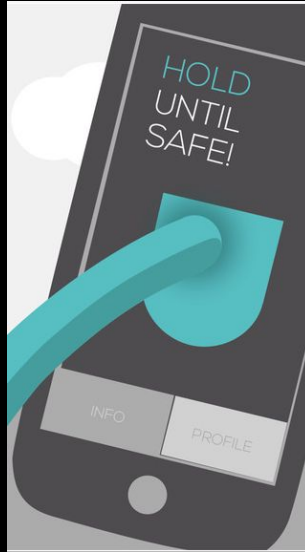


Current Solutions

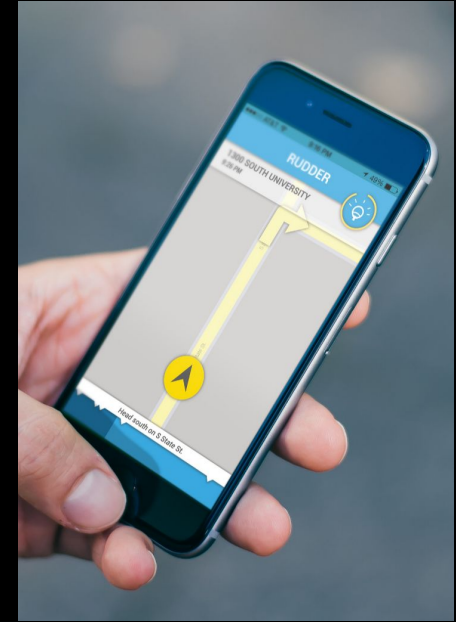
Companion



Safe Trek



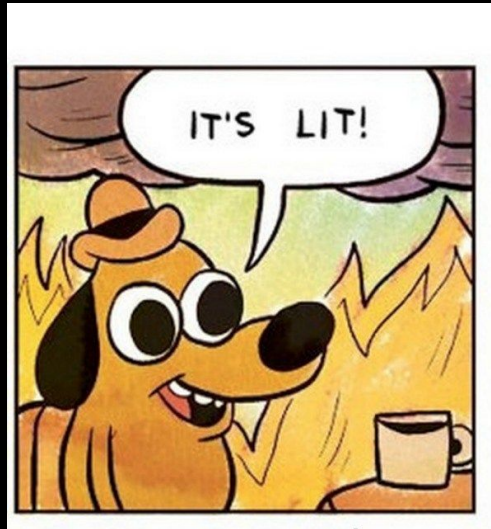
Rudder



Our Solution - ItzLit

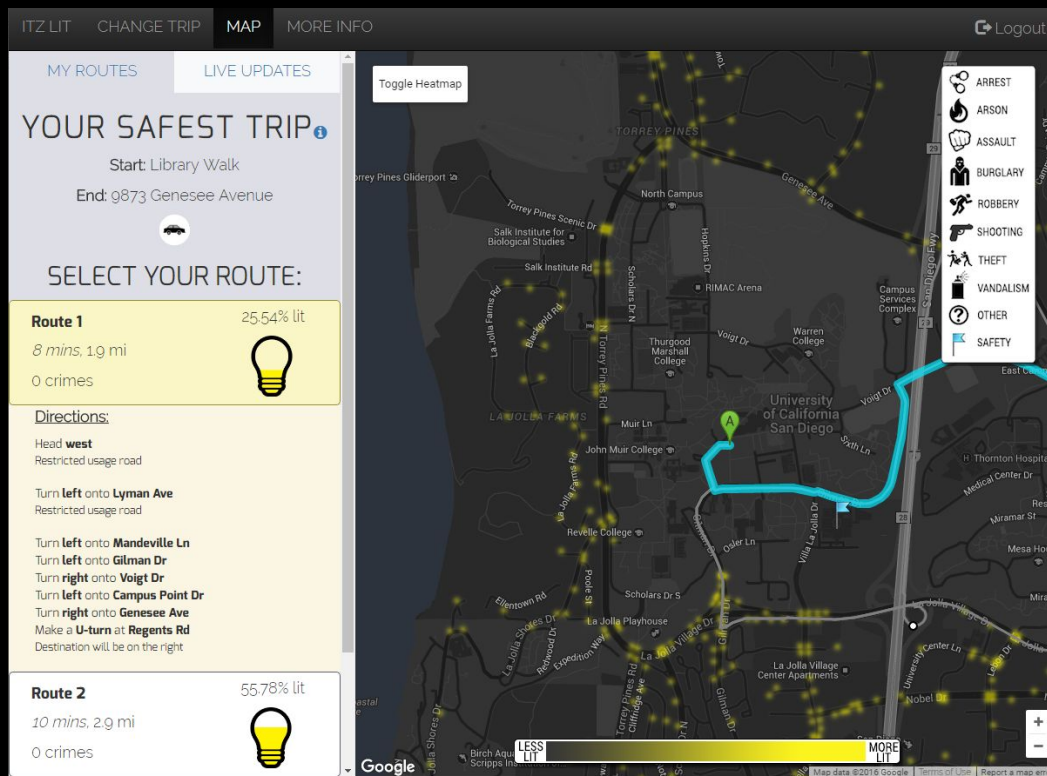


“Minimize your worries by maximizing your safety
on your commutes after dark”



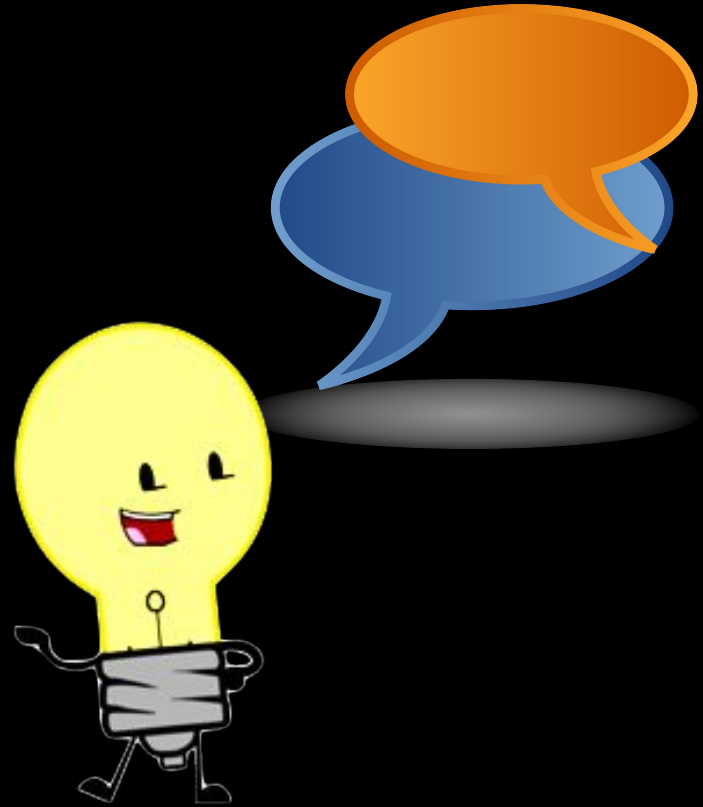
What is ItzLit?

- Provides users with helpful visualizations of their commutes
- Ultimately to heighten a person's sense of safety and awareness
- Perfect for many types of people



Layout of Talk

- Problem
- Current Solutions
- Our Solution
- Target Audience
- Technical and Product Risk
- Design Process
- Software Architecture
- Demo
- Hindsight



Target Audience

- Commuters
- Drivers with strained/poor night vision
- Those who like to be out at night
- Those who want a sense of security and safety



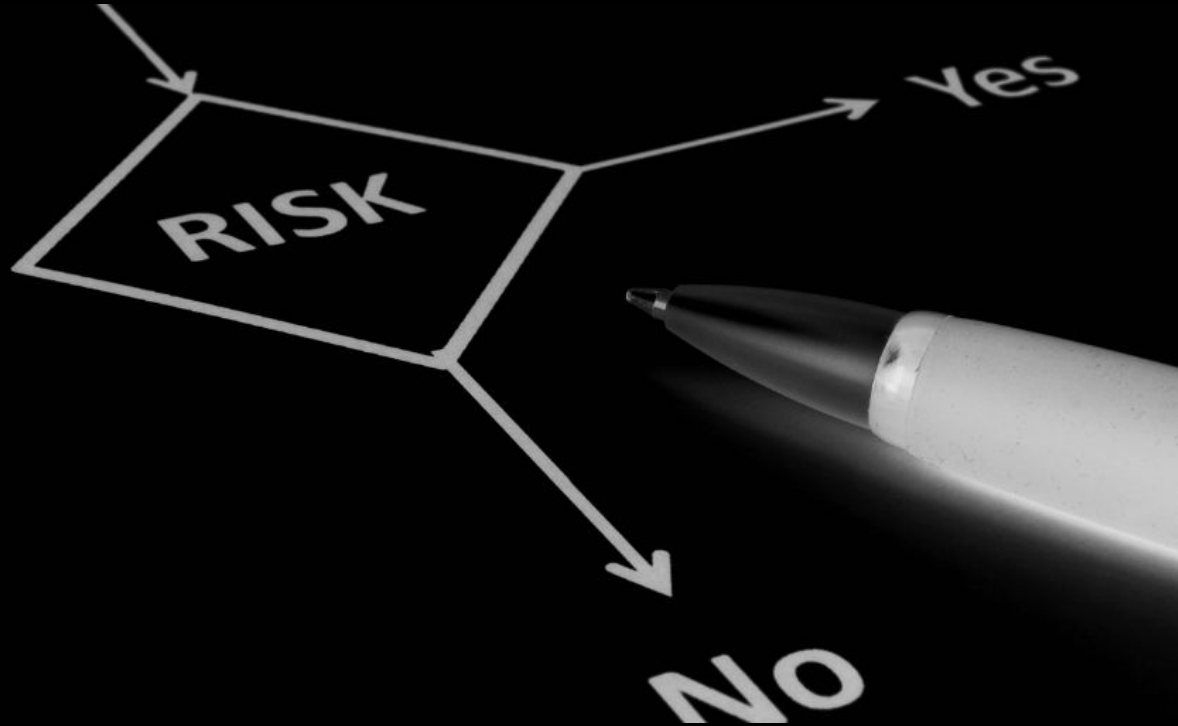
User Scenarios

- Scenario 1: Missed last bus
- Scenario 2: Late night Jog
- Scenario 3: Impaired Vision



Technical & Product Risk

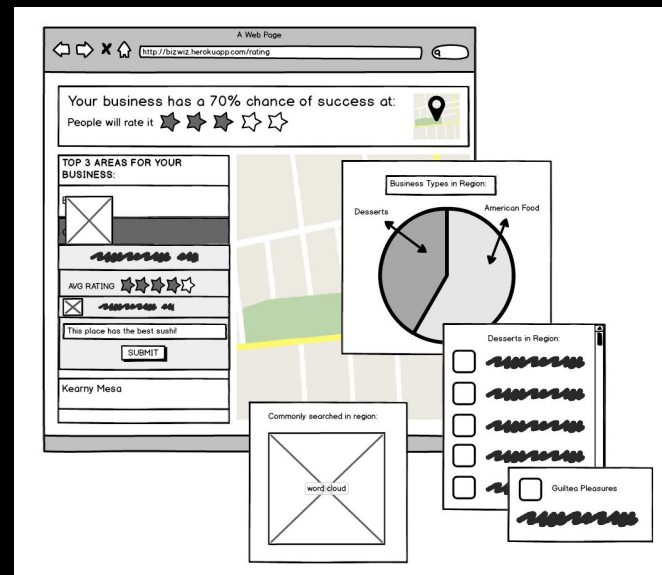
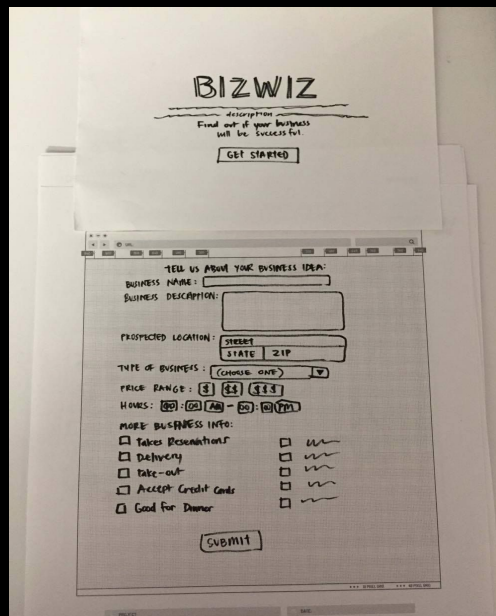
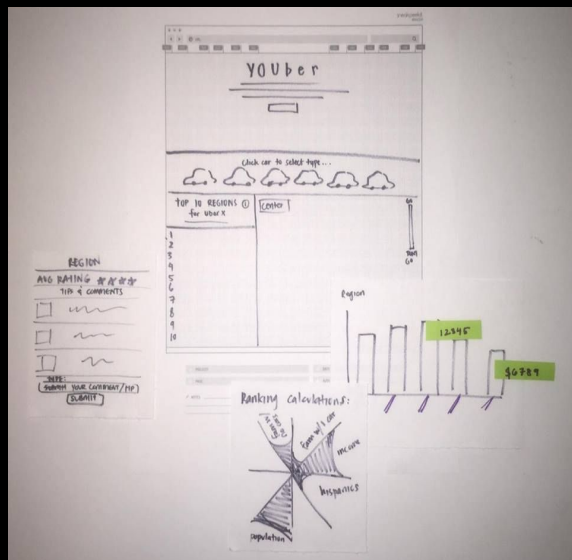
- Gathering data on current crimes
- Social Media
- Speed of application



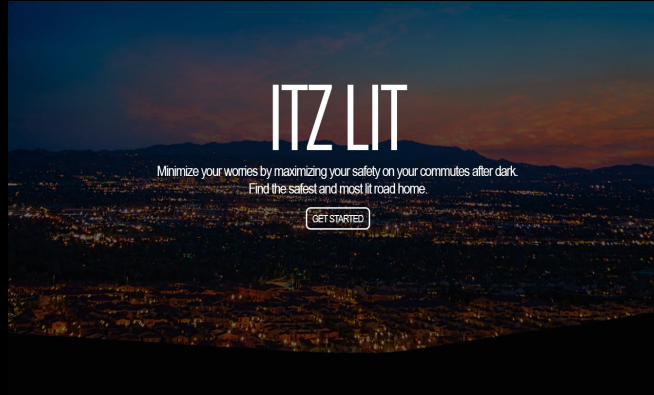


Design Process

Old Ideas



High-Fidelity Prototype



Enter your final destination:

GO

◀ Page 2 of 2

This is a high-fidelity prototype of a form for entering a final destination. It features a white text input field on a dark blue background. Above the field is the label 'Enter your final destination:'. To the right of the field is a white button with the text 'GO'. At the bottom left, there is a navigation link '◀ Page 2 of 2'.

Enter your starting destination:

GO

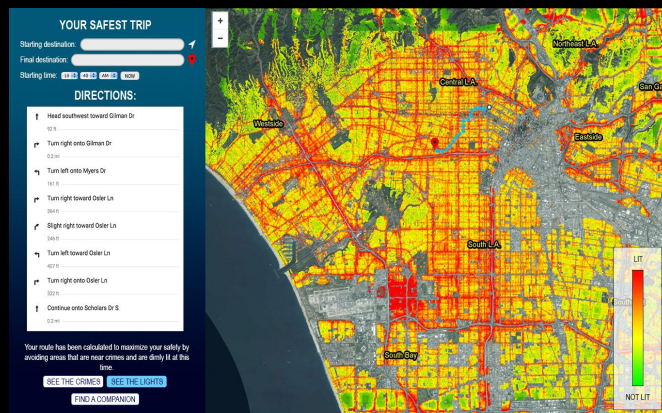
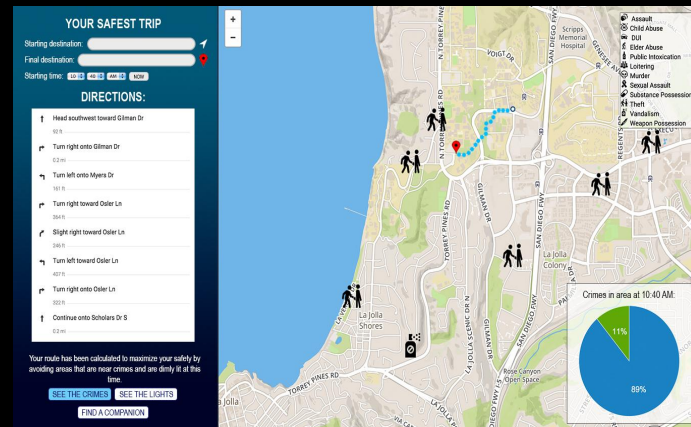
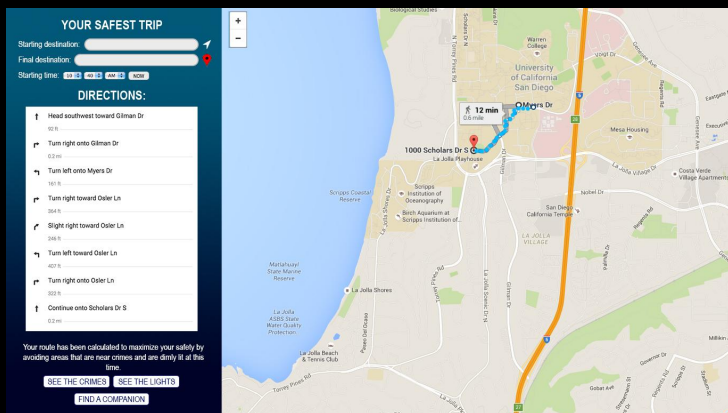
Or

Use your current location

Page 1 of 2 ▶

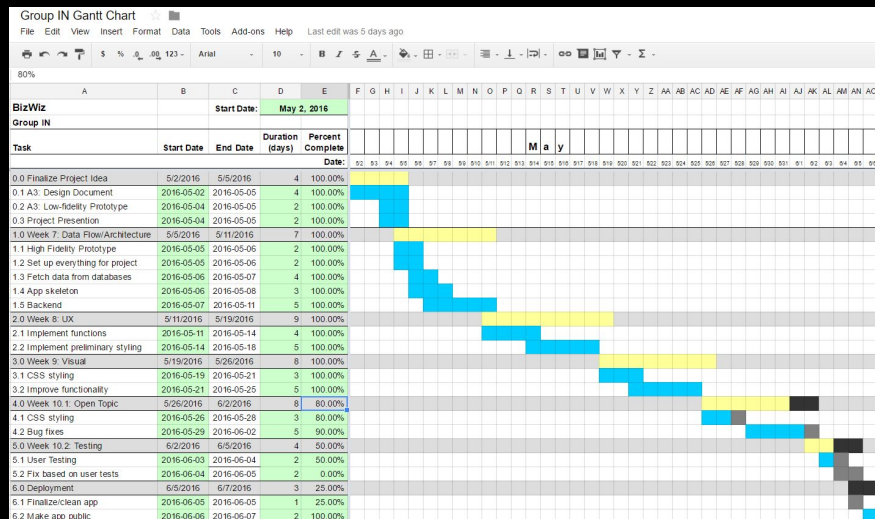
This is a high-fidelity prototype of a form for entering a starting destination. It features a white text input field on a dark blue background. Above the field is the label 'Enter your starting destination:'. To the right of the field is a white button with the text 'GO'. Below the input field is the text 'Or' followed by a white button with the text 'Use your current location'. At the bottom right, there is a navigation link 'Page 1 of 2 ▶'.

High-Fidelity Prototype (con't)

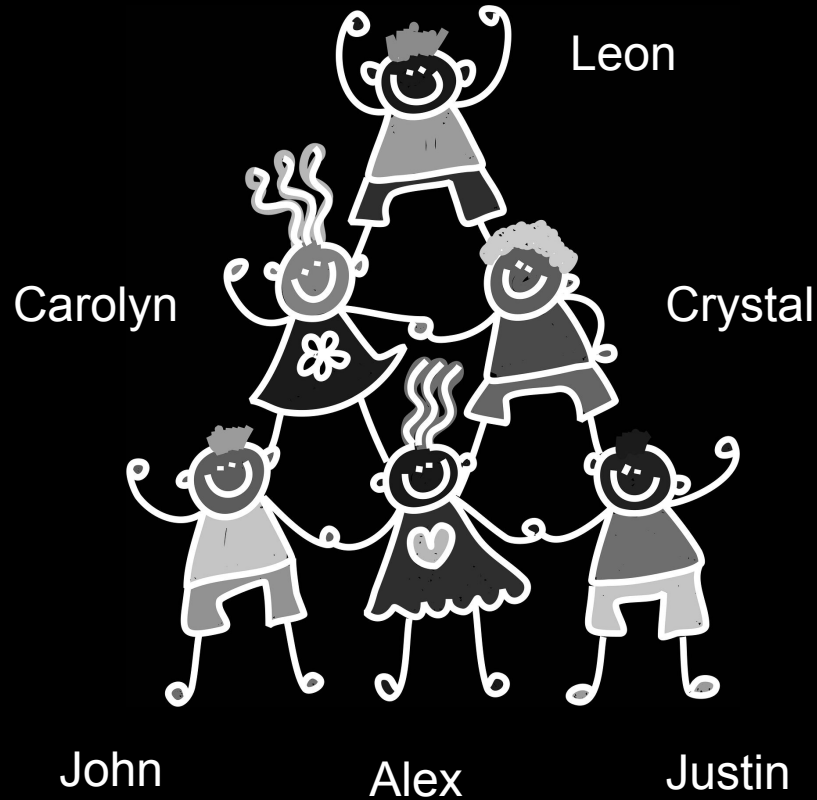


Software Process

- Agile methodology
- Trello
- Gantt Chart
- Slack for communication



Team Structure





System

System Quality & Completeness

- Facebook Login integration/authentication
- Location autocomplete
- San Diego locations
- Pulling data derived from live datasets
- Crowdsourcing updates/tips via the newsfeed chatbox



Use of Technology

- Bootstrap
- Spot Crime API
- Google Maps API
- Delphi database + D3
- OAuth + Facebook API
- MongoDB



DELPHI

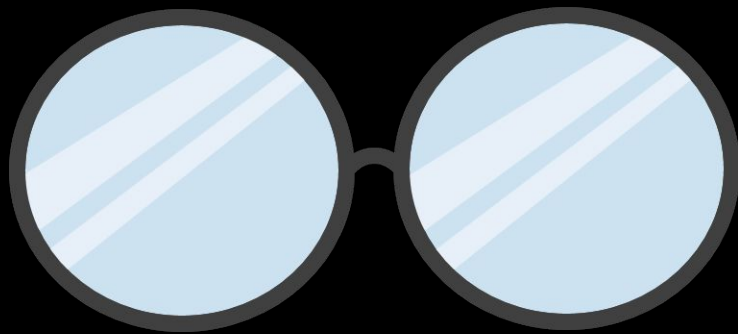


Software Architecture





DEMO



“Hindsight is always twenty-
twenty”

Lessons Learned

- Speed of the application is important
- Not all functionalities are necessary
- Styling matters



Questions?

<https://itzlit.herokuapp.com/>