

# KNOWLEDGE PARTNERSHIP PROGRAMME



## Safetipin – An Overview

### Active Learning Solutions

Submitted to



Department for International Development (DFID)



Expanding Horizons. Enriching Lives.

IPE Global (P) Ltd.

# Safetipin – An Overview

## What is Safetipin

Safetipin is a **complete** map-based mobile phone application which works to make our communities and cities safer by providing safety-related information collected by users and by trained auditors. It has been developed to encourage more people to be involved in safety of women and communities. It is a free app and will always remain so for users.

Safetipin was developed with the premise that engaging citizens and the community will help make our cities safer for everyone. Further we also believe that being able to define safety more clearly and putting a score based on a safety audit, will encourage people to work towards improvements. The information collected will be shared with key service providers to encourage quick response. We believe that if large numbers of people begin to be involved in safety, this will serve as an incentive for relevant authorities to respond.

At the core of the app is the Safety Audit. It consists of a set of 9 parameters that together contribute to the perception of safety. Each audit results in a pin on the specific location where the audit was performed and also records the time and date.

*The safety audit is a methodology that has been used in many countries around the world to measure certain parameters that have been in some correlated with feelings of safety. For the Safetipin rubric, safety checklists from across many countries were reviewed and the final product went through the perusal of an International advisory committee.*

Safetipin aims to address safety in many ways

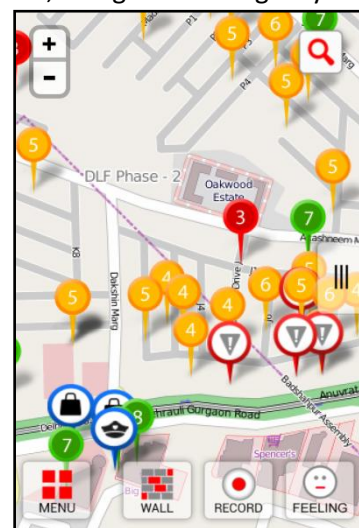
- ❖ By providing safety scores through audits for people to get a sense of which places are more safe or less safe
- ❖ Through the Tracking and Emergency features that allow people to be connected with friends and family
- ❖ By providing regular updates on audits done and information about neighborhoods for people to know the situation and changes that are taking place
- ❖ By giving locations for police, transport, and directions to get there, along with emergency contact numbers
- ❖ By providing information and analytics to stakeholders such as the police and civic authorities on safety concerns and possible actions to improve

Safetipin was launched in Delhi and later in Bangalore. It will soon be launched in other cities in India. Currently available in English and Hindi, other languages are planned. The app is available on the app store and google play for anyone to download and use.

## Using Safetipin

### Viewing Safe Locations

At the highest level, all pins for a city are clustered showing a colour to indicate the level of safety (Green for Safe, Amber for Less Safe, and Red for Unsafe), and the number of pins that are available.



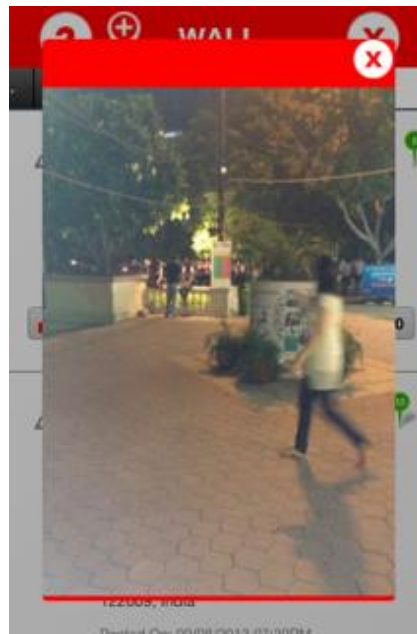
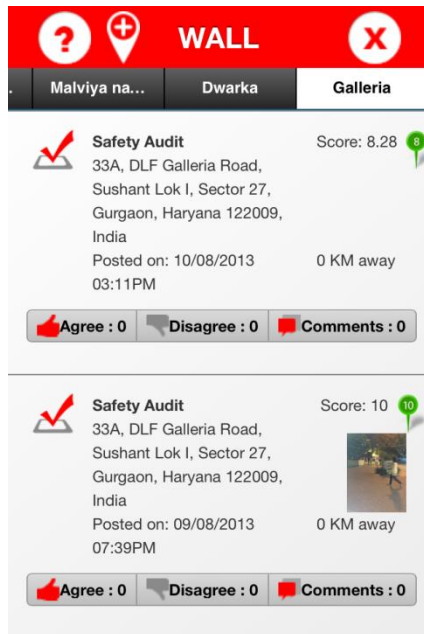
Pins with numbers are audits

## The Complete Safety App

At the lowest level of zoom, all pins become visible, and selecting a pin shows its contents

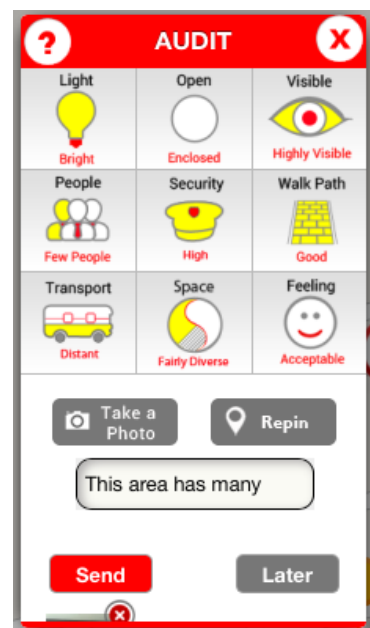
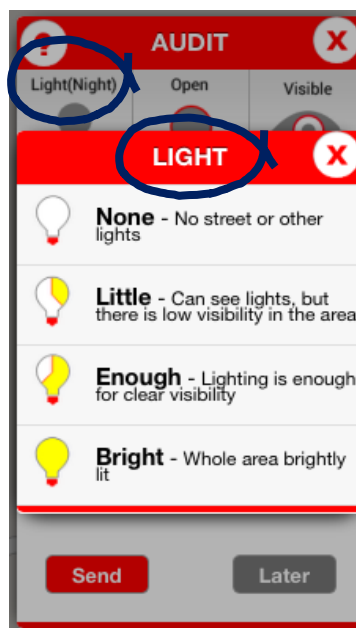
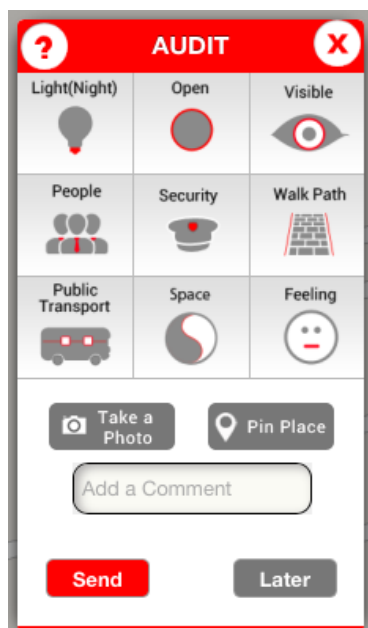
### Interacting with neighbourhoods

Another way to view posts are through the Wall feature, where selecting an option shows the contents of a post. It is possible to agree / disagree or comment on posts. Items on the Wall are posted based on user defined **Circles of Interest**, with the latest posts coming on top. Touching thumbnails will display photographs



### Recording an Audit

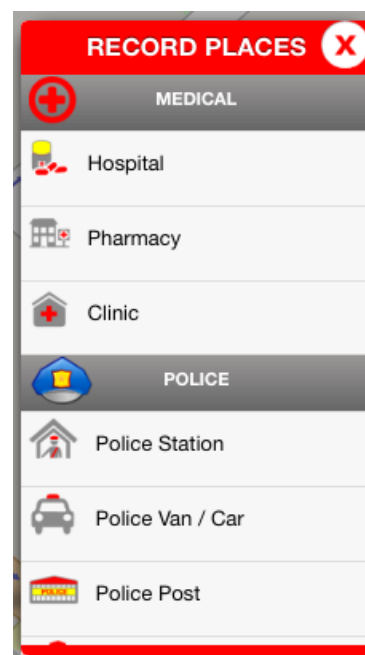
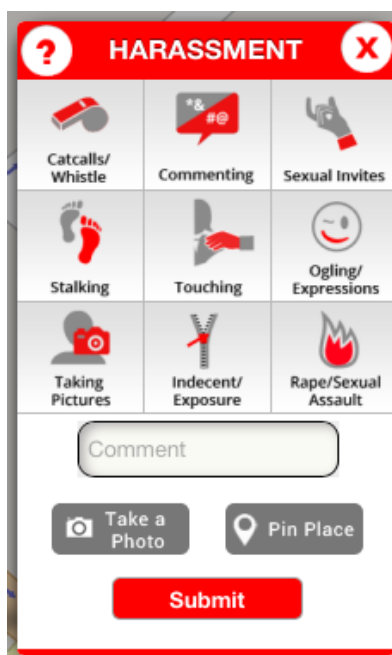
The process of conducting an audit is simple. Launch the Audit screen from the app. Each of the nine parameters shows four options to choose from. . Once all parameters have a selection, the Audit screen has a different look, where the extent of yellow indicates a higher score within an option. After pinning the location and adding photographs and comments (optional), this can be uploaded.



## Other Record Elements

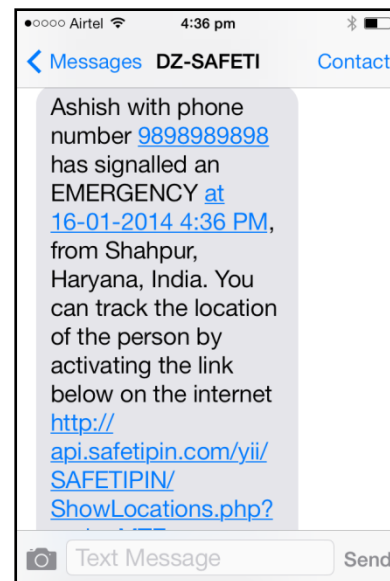
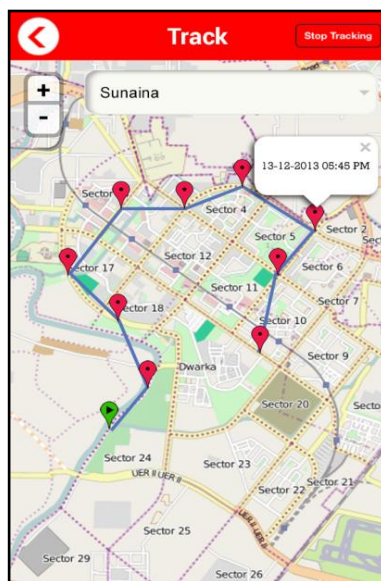
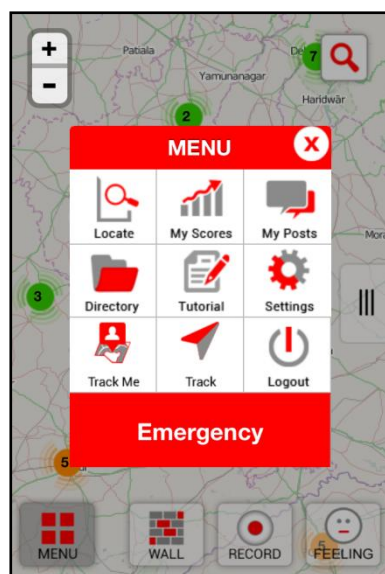
In addition to audits, Safetipin presently allows three other types of information to be recorded and displayed in much the same way.

- ❖ Harassment. To record, view and comment on any occurrence of Harassment. Recording of Harassment can also be done later through an online interface, since recording of Harassment on the spot may not always be feasible.
- ❖ Hazards. To record, view and comments on problems with Infrastructure.
- ❖ Places. There are four categories of places being recorded. Transport, Medical, Police and Shops, since all of these contribute to safety.



## Tracking and Emergency

Safetipin provides for tracking and Emergency response as well



## The Complete Safety App

The Tracking feature can be used by a person who wants others to be able to see where they are.

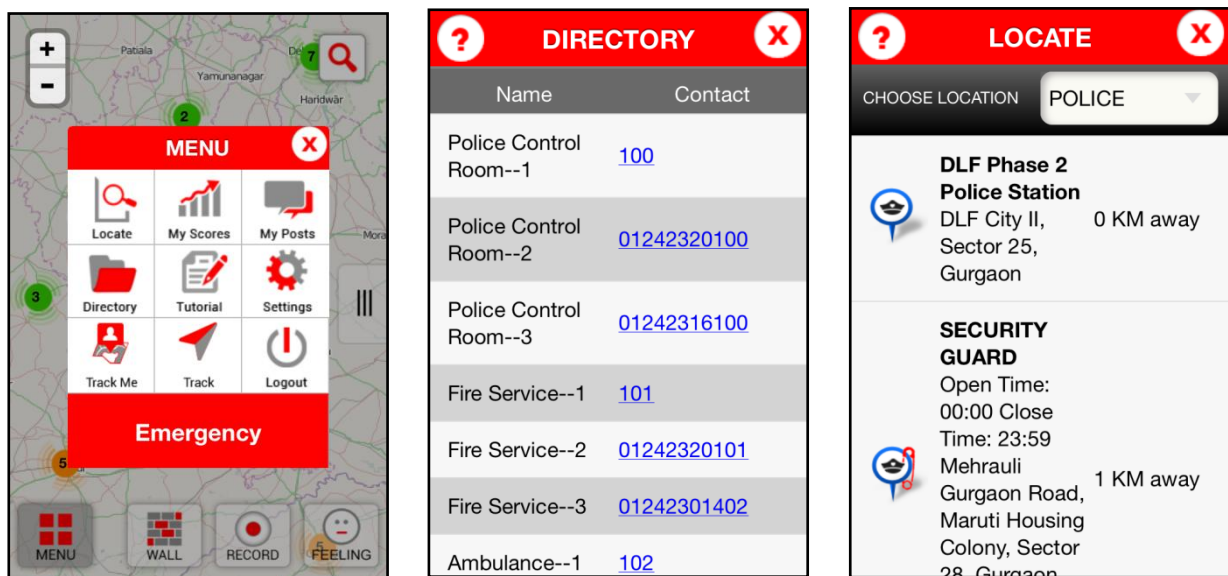
Anyone wishing to use this can set up a list of people who they would like to be tracked by in Settings. When they turn on the Track Me button, the people in their list can track them. To do this they need to turn on the Track button and choose the appropriate name.

The Emergency feature is there to be used in case of a major emergency when others have to be urgently informed.

It is a prominent red button in the Menu. Selecting it shows a 5 second countdown (in case of error). On completion of the countdown, sms alerts and emails are sent to all people who have been set to receive this information. They can then track the person on any web enabled device. The app now waits for the user to enter their 'safe code', which also sends a 'the emergency is over' message to all recipients

### Other Menu Features

There are other features that can be accessed from the Menu



- ❖ A Locate feature that shows places (both recorded by users and those available in the public domain) based on proximity to present location. Places will include Medical, Transport, Police and Shops. Selecting an option displays the exact route to the option
- ❖ A directory with important numbers in the city
- ❖ A MyScore feature which gives the user a score based on their activities on Safetipin
- ❖ A Tutorial to provide a guide to the usage of the app