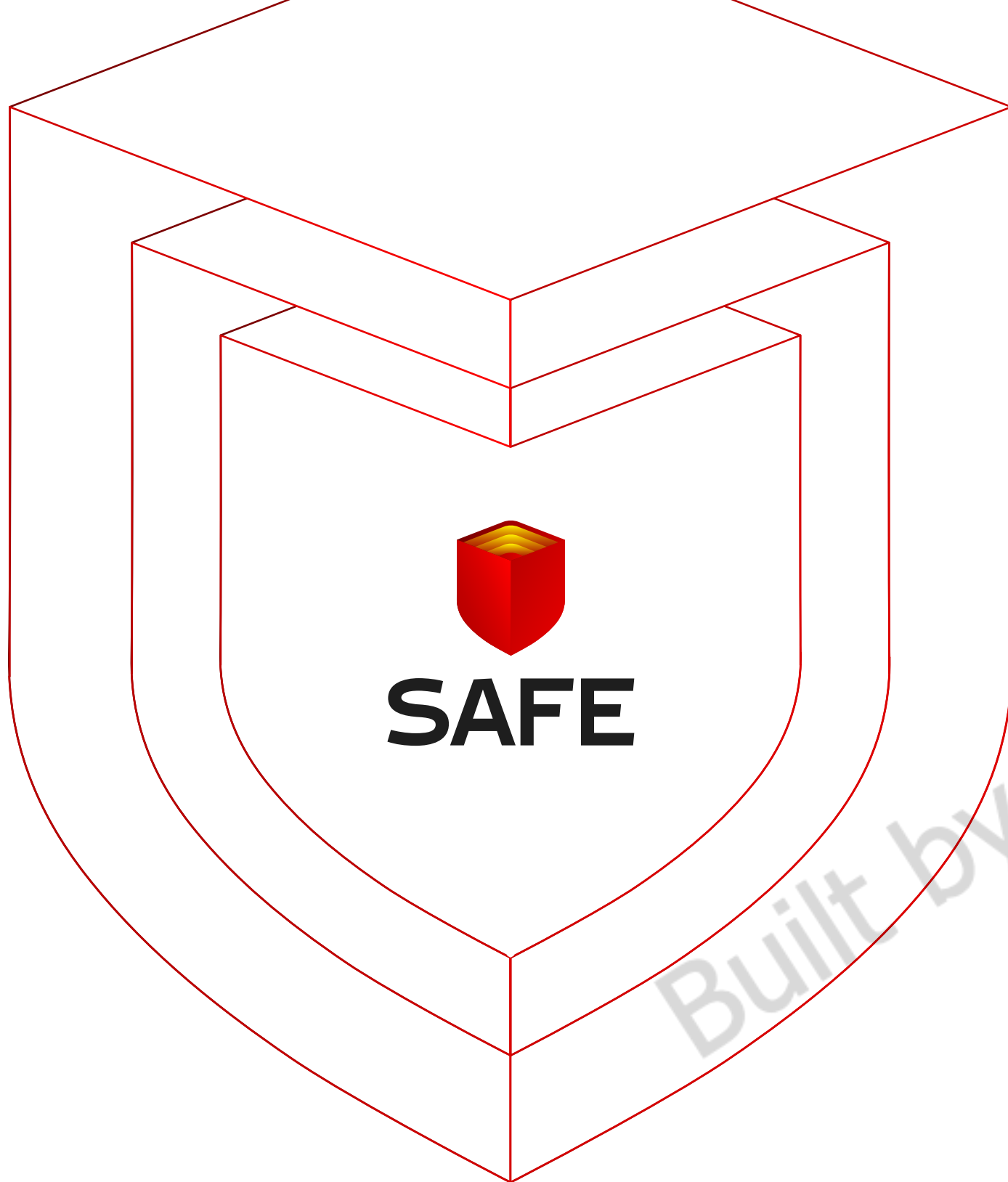




Securing Sites, Protecting Lives.

safesitealert.com



safesitealert.com

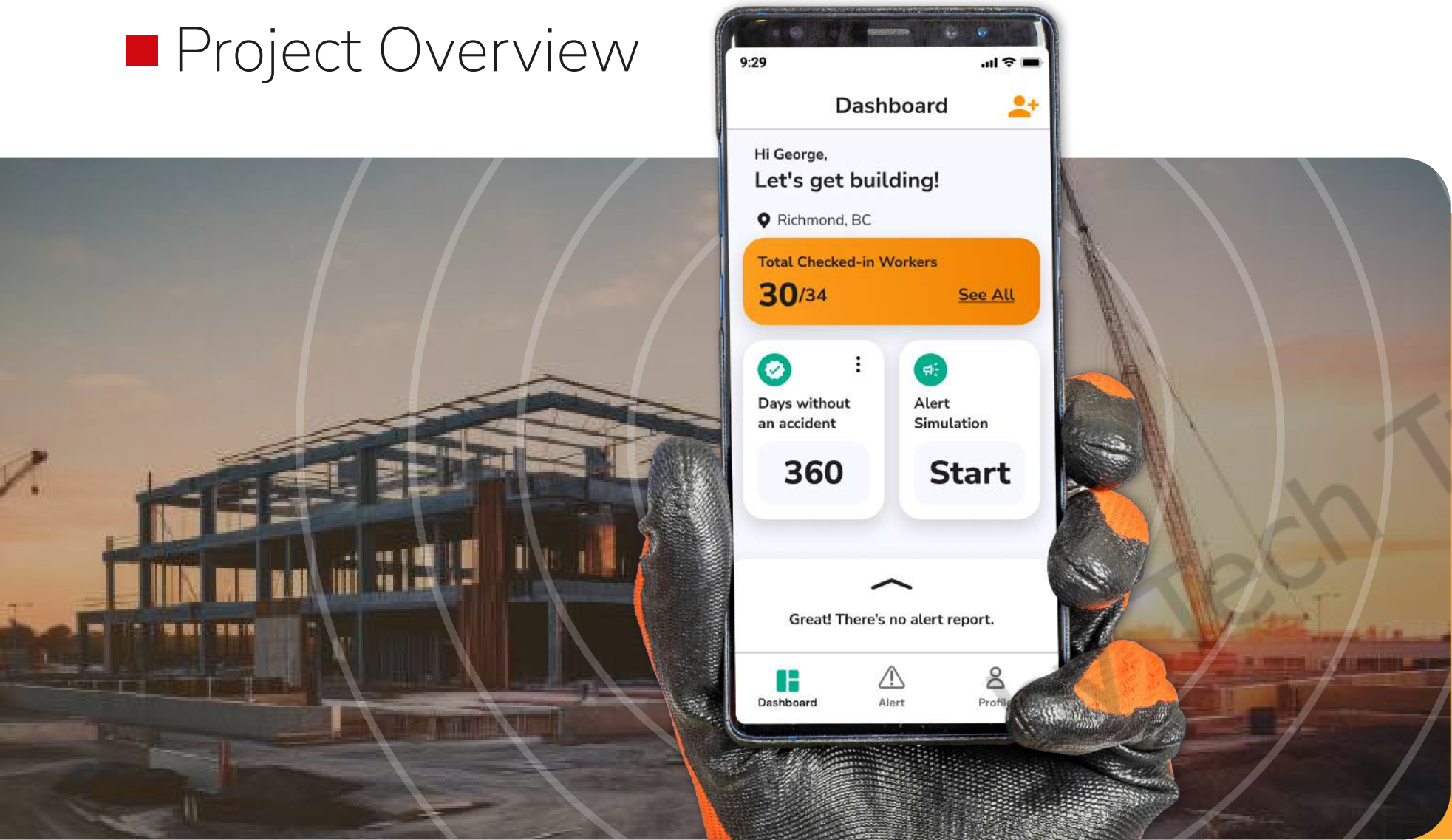




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■ Project Overview



Introducing SAFE Site Alert For Emergency

A dedicated safety solution tailored for construction sites, embodying the essence of our slogan, "Securing Sites, Protecting Lives." Recognizing the inefficiencies of traditional emergency reporting methods in the construction sector, we've endeavored to modernize the approach to emergency response.

Our mission is straightforward: to introduce an intuitive mobile app that empowers workers to swiftly and efficiently report emergencies. By leveraging technology, we aim to streamline safety protocols, reduce response times, and ultimately enhance safety standards on construction sites.

SAFE is a mobile app that helps construction companies prioritize worker safety, enhance emergency response, and proactively address on-site hazards.

At SAFE, our mission is to modernize safety practices in construction. We aim to simplify incident reporting, empowering workers with efficient tools for their safety. Our goal extends beyond reporting, as we strive to redefine on-site safety standards. Through features like SMS notifications and one-touch SOS, we envision safer construction environments, where accidents are minimized, and lives are protected.

■ Main Features

Incident Reporting

Workers can report incidents with just a few taps on their device. The supervisor receives instant alerts, ensuring swift response. On-site workers are alerted with a distinct sound notification for immediate attention.



GPS Check-In/Check-Out

Workers use GPS technology to check in and out, ensuring precise tracking of their presence on the construction site. This feature offers supervisors immediate insights into the current number of workers on-site, facilitating efficient workforce management.

SMS Notifications

Stakeholders and emergency services receive SMS notifications, enabling streamlined communication. Workers and emergency responders stay informed in real-time, enhancing overall coordination during critical situations.



One-Touch SOS

Workers can instantly alert a supervisor when facing danger with a single touch. The supervisor receives the distress signal along with the worker's live location, enabling swift assistance and ensuring worker safety.

■ Competitor Analysis

				
Instant emergency notifications.	✓	✓	✓	✓
On-site workers geolocation.	✓	✓	✓	✓
Real-time SMS communication channel.	✓	✗	✓	✓
SOS button for immediate assistance request.	✓	✗	✗	✓
Safety zone confirmation after evacuation	✓	✗	✗	✗

■ Business Strategy

Opportunities

SAFE presents numerous opportunities for growth and impact: Market Diversification, Data-Driven Insights, Training and Certification, Regulatory Compliance Features, Partnerships with Insurers, and Global Expansion.

Target Market

Construction companies, supervisors, and workers in Vancouver, Canada seeking enhanced on-site safety through improved communication and real-time hazard awareness.

Strategy

Direct sales, online marketing, and partnerships with industry associations and events.



Business Plan

Goal

Acquire 3 construction company subscribers within the first three months, increasing by 20% each subsequent quarter.

Strategy

Implement targeted marketing campaigns, engage in direct outreach to potential clients, and leverage partnerships in the construction industry.

Pricing Model

Subscription-based pricing with tiered plans catering to the varying needs of construction companies.

Additional Revenue Streams

Offer premium features such as advanced reporting analytics and customization options for an additional fee.

■ User Persona **Supervisor**

■ User Persona **Worker**



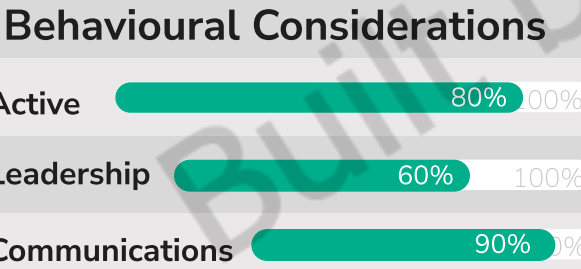
Hello! I am the supervisor of a construction site with over 50 workers.

User persona: Supervisor
George Brown Age: 40

Bio
George is a construction site supervisor with over ten years of experience managing projects of all sizes. His career in the construction industry began from the bottom up, working his way through various roles to gain an extensive knowledge of the field. George is a respected figure on the construction site because of his commitment to safety and leadership abilities.

- Goals**
- George's primary goal is to provide a safe and secure workplace for his team.
 - To avoid accidents and injuries, he works to identify and mitigate potential hazards ahead of time.

- Frustrations**
- George gets frustrated when there are barriers to effective communication on the construction site.
 - George is frustrated by limited resources, which can interfere with communication with workers when there is a hazard on the job site.



Tasks
George has been tasked with finding a **more efficient tool for identifying potential hazards or safety concerns** on the construction site and promptly informing all on-site workers, with a focus on quick and accurate actions or evacuations. **He wants to find an app that can replace the actual human process.**



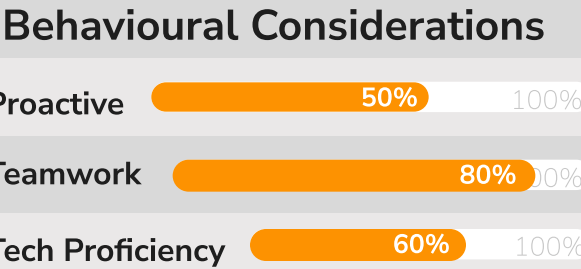
Hey, there! I've been working in construction for 10 years now.

User persona: Construction Worker
Sam Smith Age: 36

Bio
Sam is a dedicated construction worker with seven years of experience on a variety of construction projects. Sam is a devoted family man who values the time he spends with his loved ones when he is not working.

- Goals**
- He prioritizes safety above all else, working to stay informed about potential hazards and take immediate action to ensure the safety of himself and his coworkers.

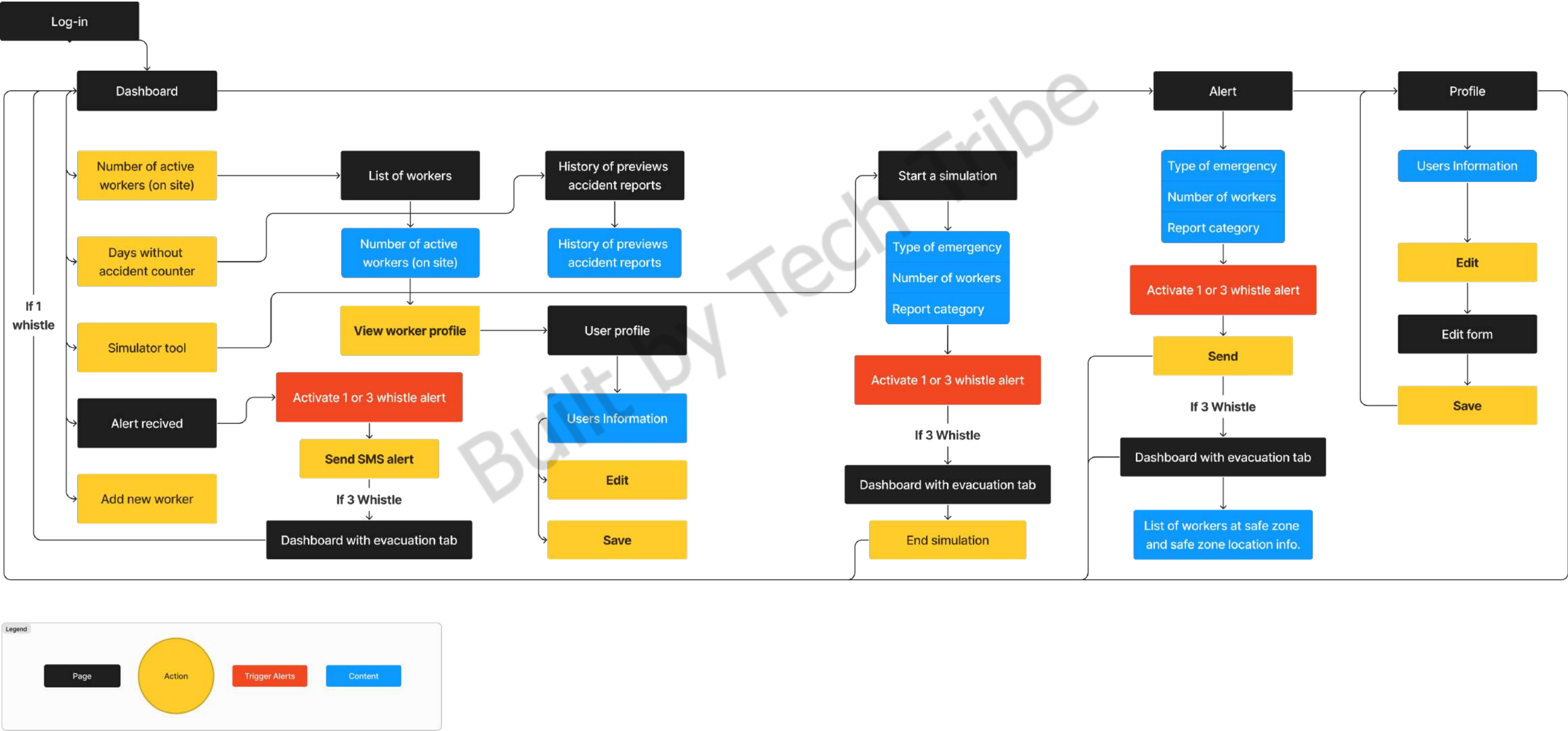
- Frustrations**
- Sam becomes frustrated when safety protocols are not communicated effectively to workers.
 - He is concerned about cases of safety mistakes or failure, as these represent risks to everyone working on the construction site.



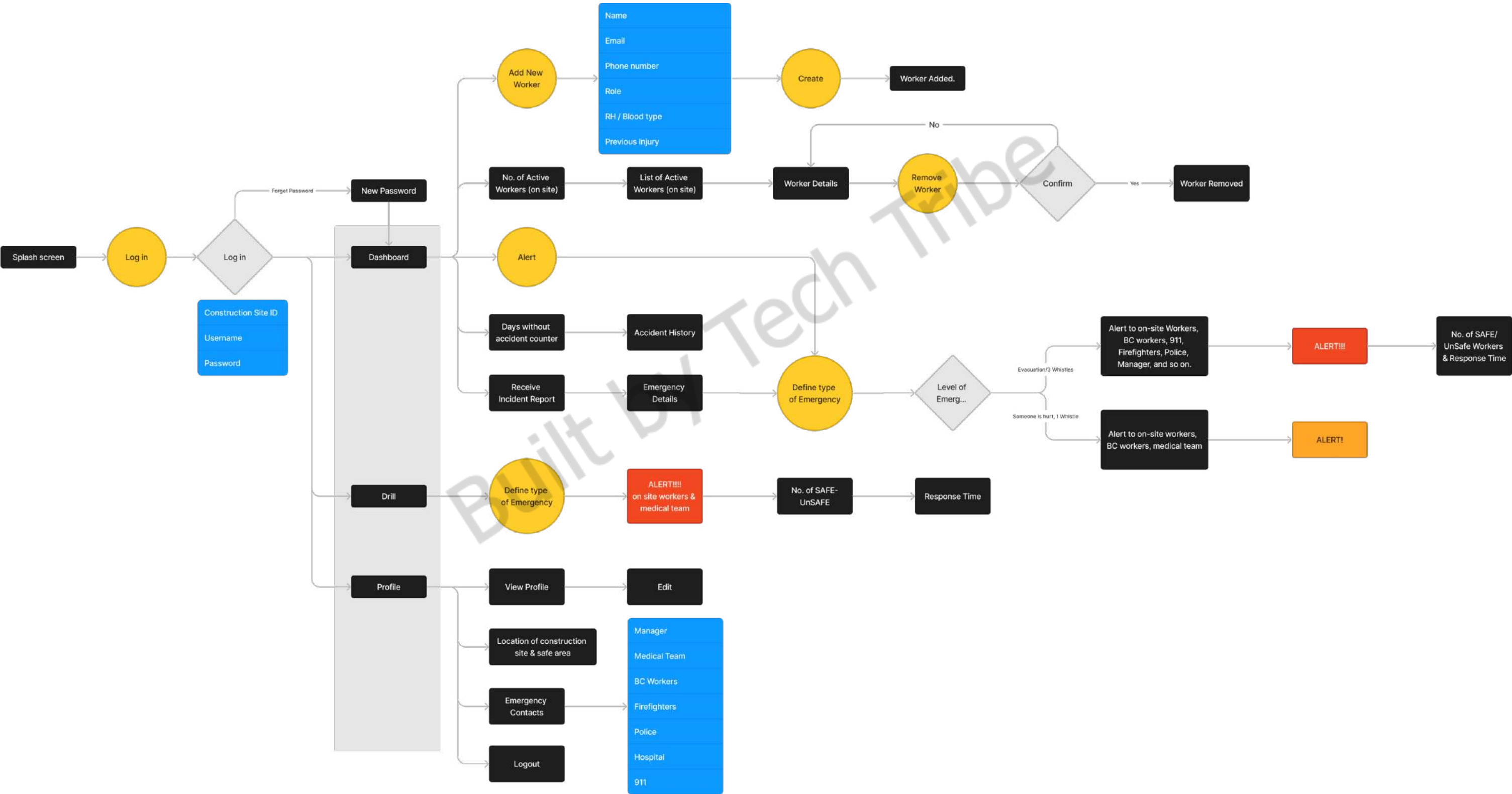
Tasks
Sam wants **clear alerts about potential hazards** or safety concerns on the construction site so that he can take appropriate action and ensure his safety. He desires **easy-to-understand safety resources**, guidelines, and emergency procedures for him to properly deal with potential risks.

■ Information Architecture

Supervisor

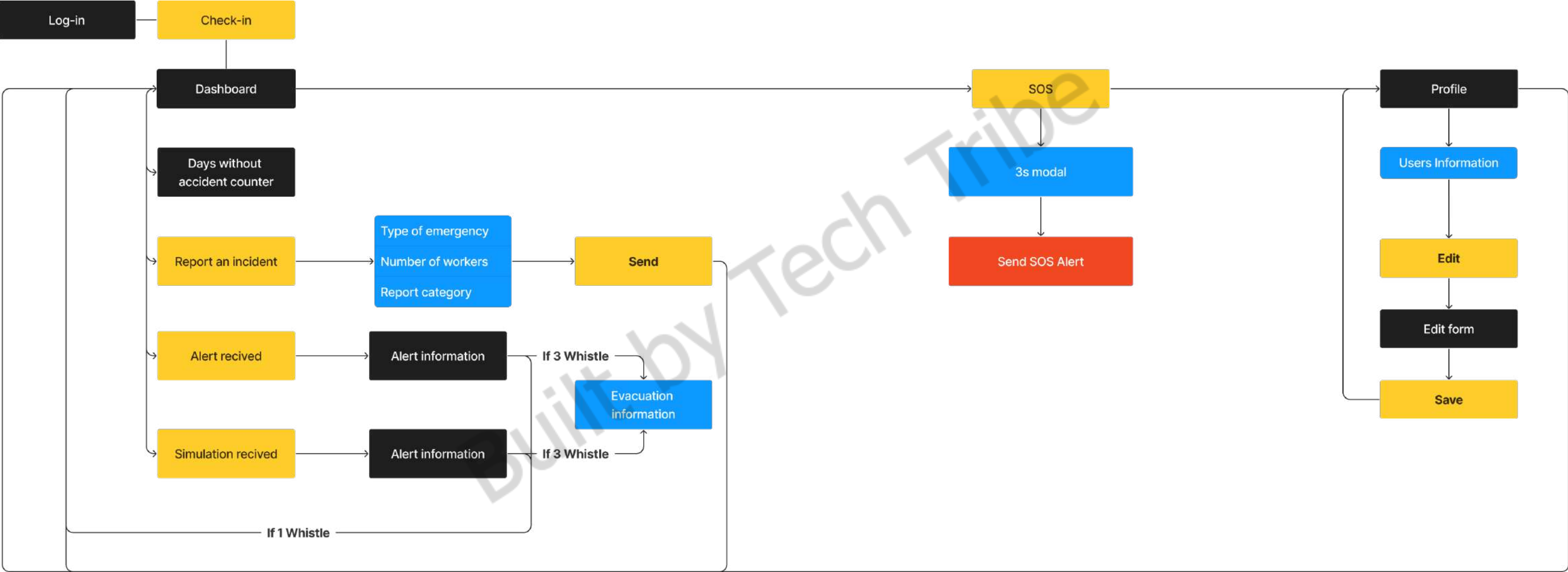


■ User Flow Supervisor

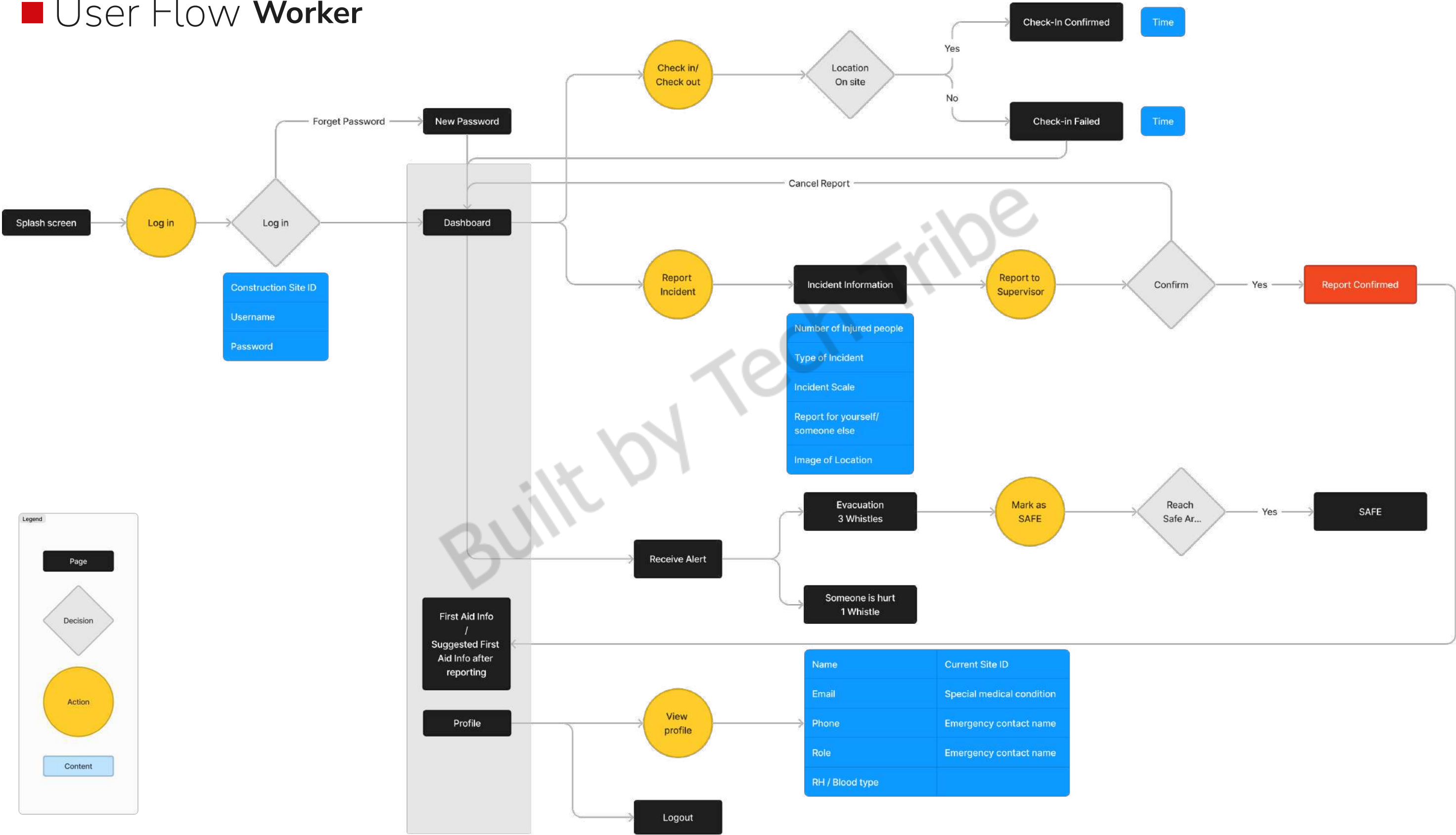


■ Information Architecture

Worker

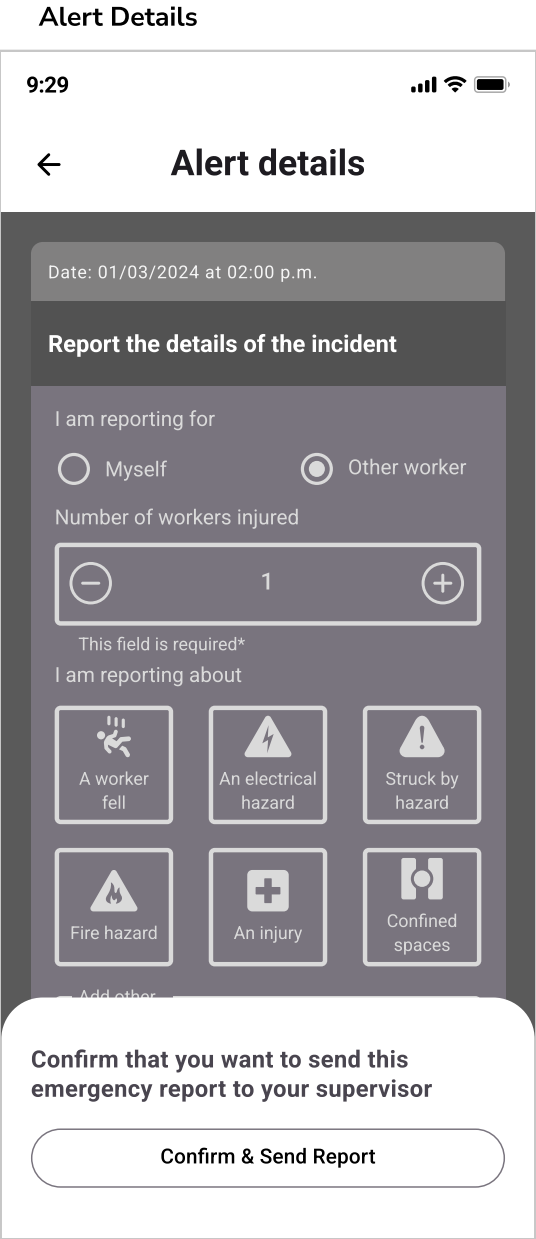
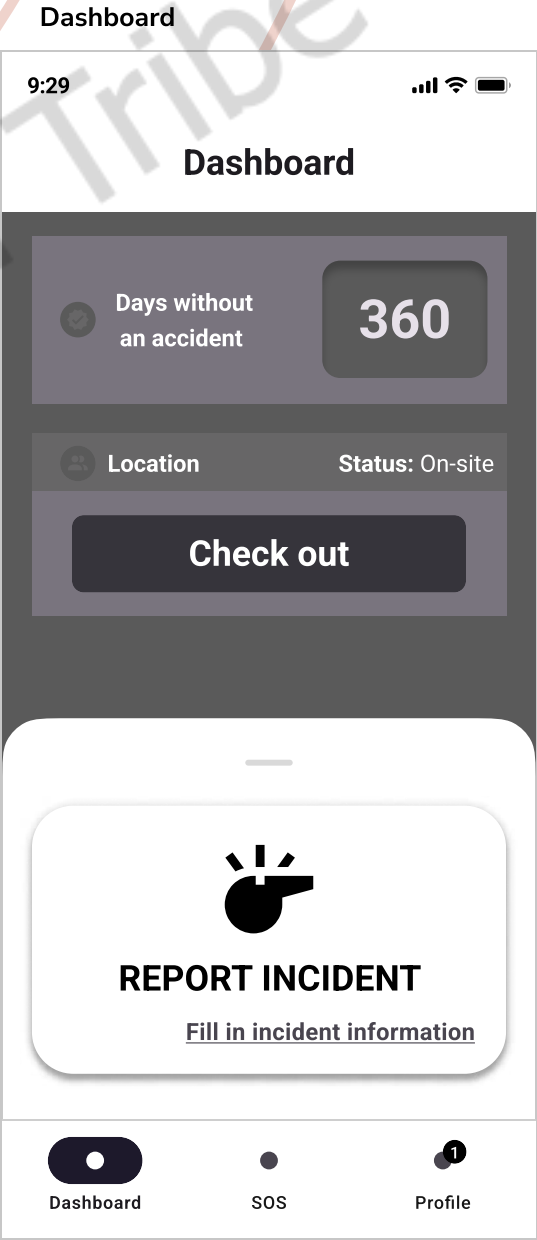
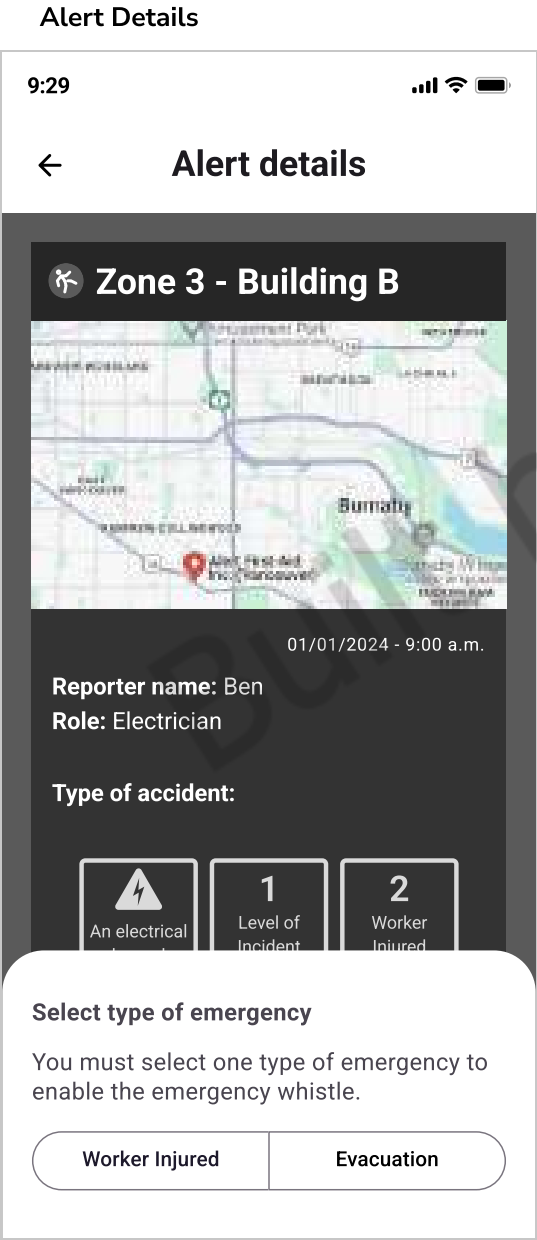
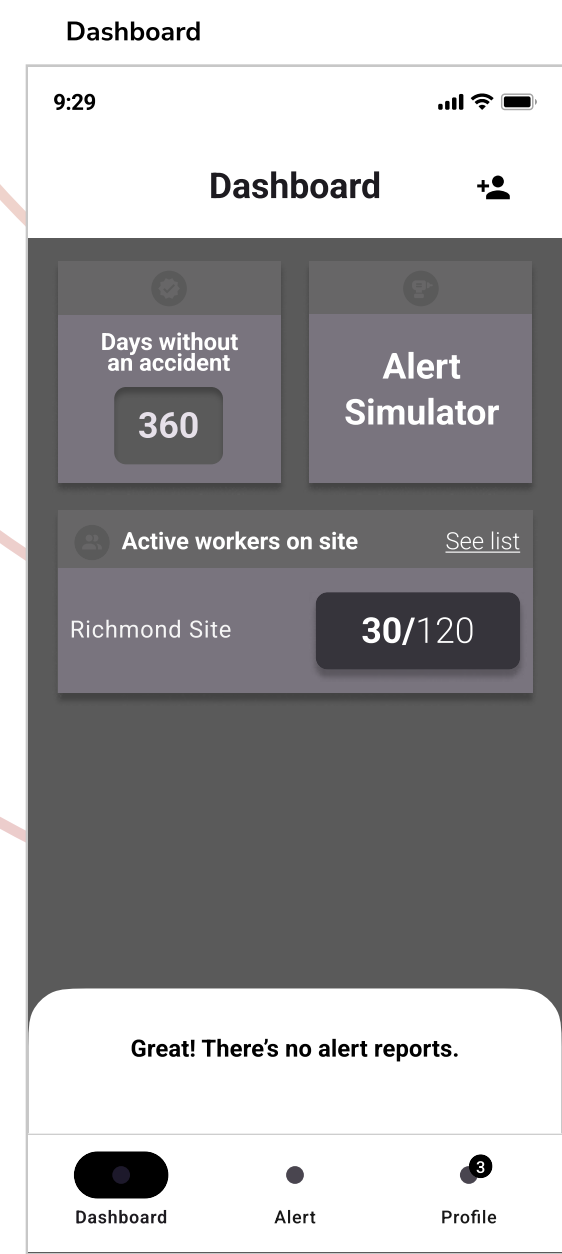


■ User Flow Worker



■ Wireframes **Supervisor**

■ Wireframes **Worker**



■ Branding

Primary Logo



Logo Lockup



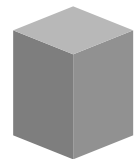
App Logo



Favicon



Logo Concept



Construction Block



Shield



3 Levels of Emergency

Safe Zone



■ Colors & Typography

Primary Colors

Alert Red

#B20006

#C80007

#D0080F

#E7181F

#F8272E

Alert Orange

#D17406

#F18200

#FD9201

#FFA020

#FFC24B

Safe Green

#1E7777

#059180

#00AE8C

#0CCDA7

#3EE1C1

Neutral Colors

#1E1E1E

#F8F8FF

#FFFFFF

Typography

Nunito Sans ExtraBold

Aa Bb Cc Dd Ee Ff Gg

Nunito Sans Bold

Hh Ii Jj Kk Ll Mm Nn

Nunito Sans Regular

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

UI Kit

Dashboard

Alert/SOS

Profile

Default

Visited

Fire

Space

Hazard

Weather

Electrical

Fall

Safety

Tap

Breathe

Bleeding

Medical

Supervisor

Worker

Default

Visited

Check-in

Safe

Yes

Not Yet

(L) Level 3
Alert received

(R) Level 1
Alert received

(L) Level 3
Alert initiated

(R) Level 1
Alert received

(L) Received SOS

(R) Report Incident

Active

Clicked

Disabled

Go to dashboard

Go to dashboard

Go to dashboard

Accident

Evacuation

Worker Injured

Evacuation

Worker Injured

Evacuation

Worker Injured

Evacuation

3 Whistles

1 Whistle

SOS

Components

Worker Check in/Check out

Richmond, BC

Status: Off-site

Check in

Richmond, BC

Status: Checked-in 8:55 am

Check out

Checked in Workers

Richmond, BC

Total Checked-in Workers

30/34

See All

Days without Accident

Days without an accident

360

Workers at Safe Zone

Workers at Safe Zone

32/34

See All

The list will be active for 1 hour.

Average Response Time

2:03

The list will be active for 1 hour.

Success SMS

Success SMS Message

The SMS alerts messages to on-site Workers, BC workers, 911, Firefighters, Police and Manager have being sent.

Check workers at safe zone

Reporting Alert

I am reporting about

A worker fell

Fire hazard

An electrical hazard

An injury occurred

Confined spaces

Struck by hazard

Alert Info

Fire hazard

3 Level

1 Worker injured

Select Site

Site

Select site name

Site

Select site name

Site name 1

Site name 2

Site name 3

Site

Site name 2

Level of Emergency

Select degree of urgency

1

2

3

Reporting For

I am reporting for*

Myself

Other worker

I am reporting for*

Myself

Other worker

I am reporting for*

Myself

Other worker

Reporting Info

Reported for

Other

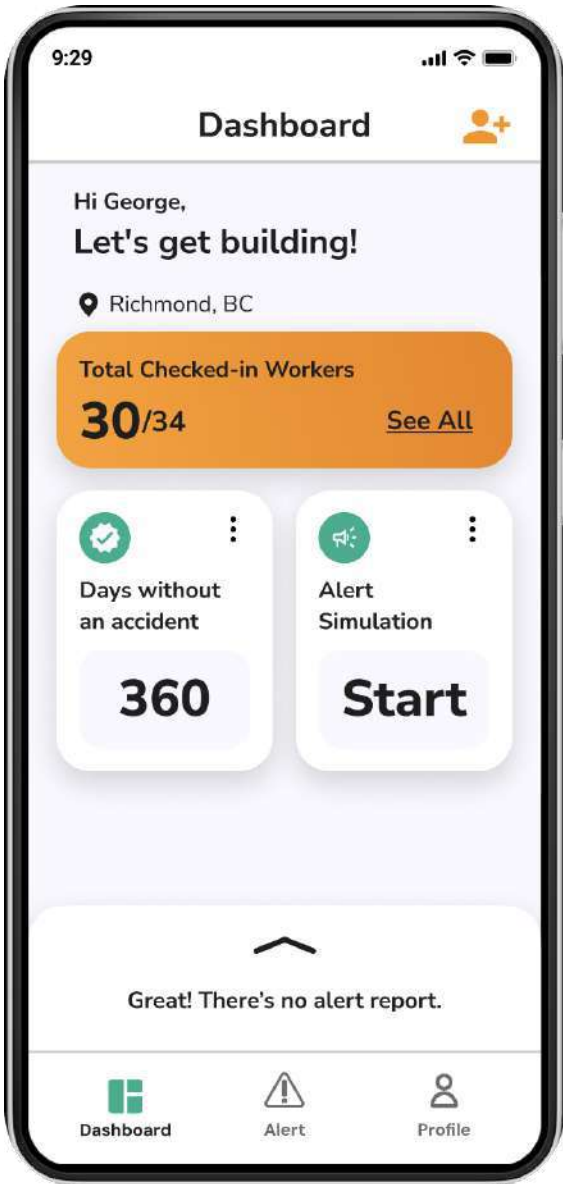
Need Assistance?

Yes

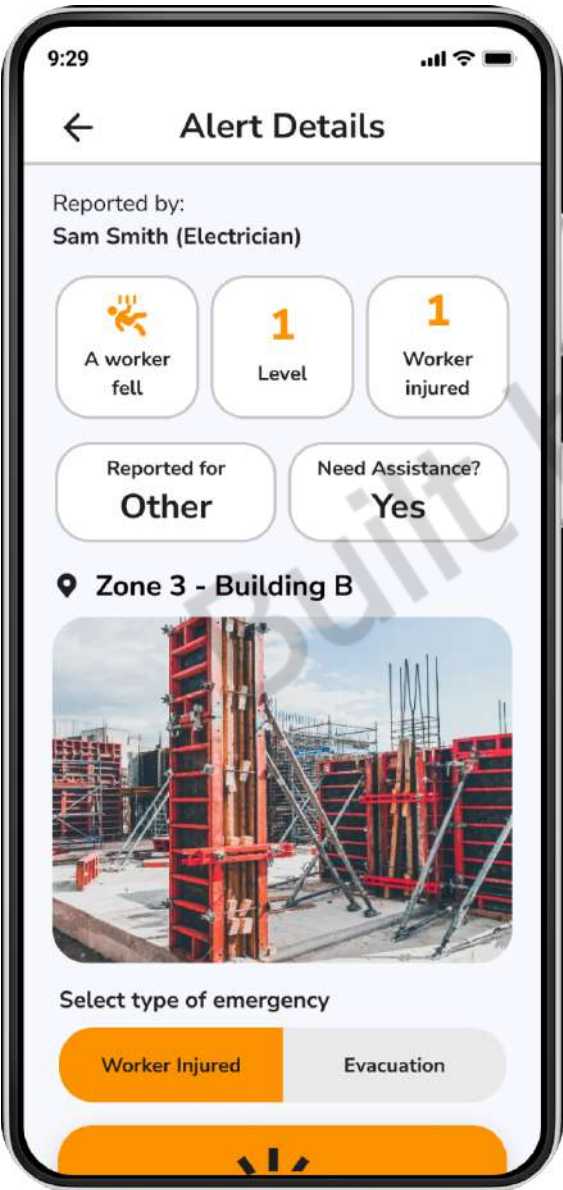
■ High-fidelity Mockup **Supervisor**

■ High-fidelity Mockup **Worker**

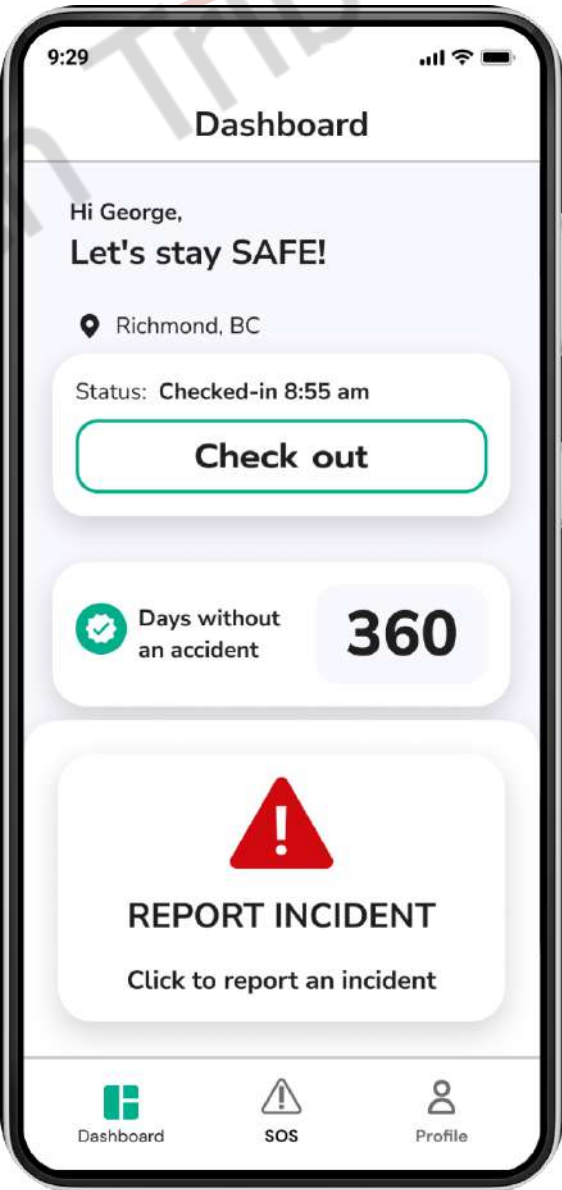
Dashboard



Alert Details



Dashboard



Report Details

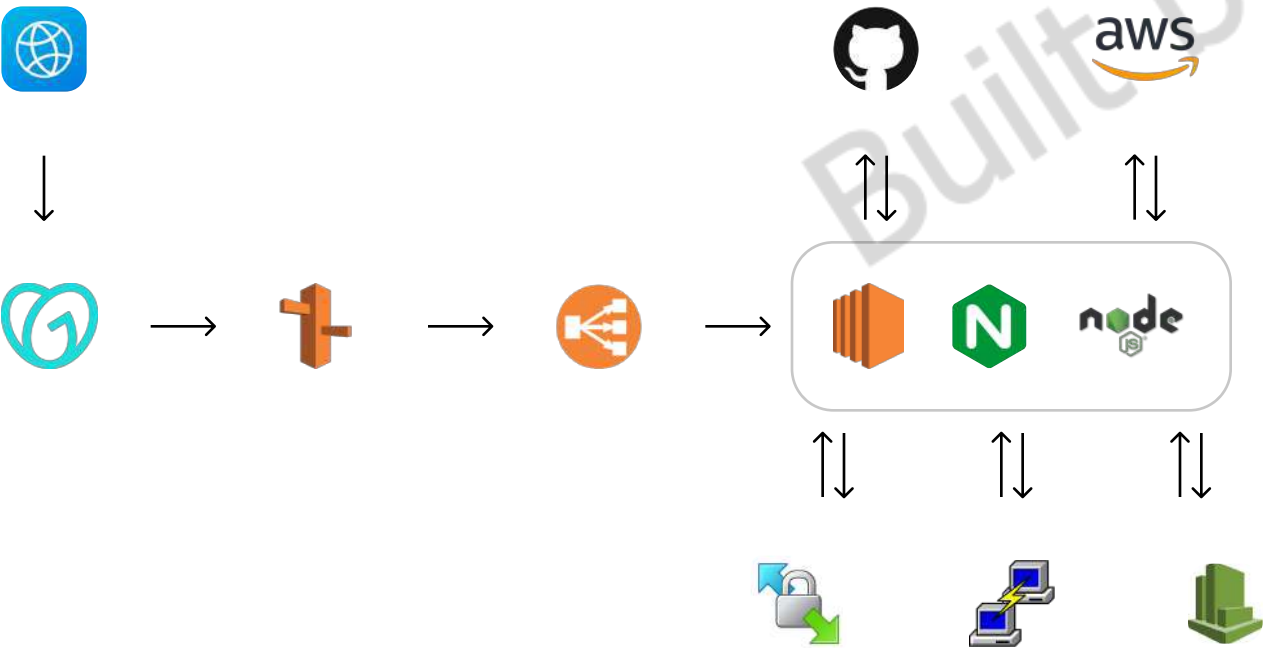


■ System Design

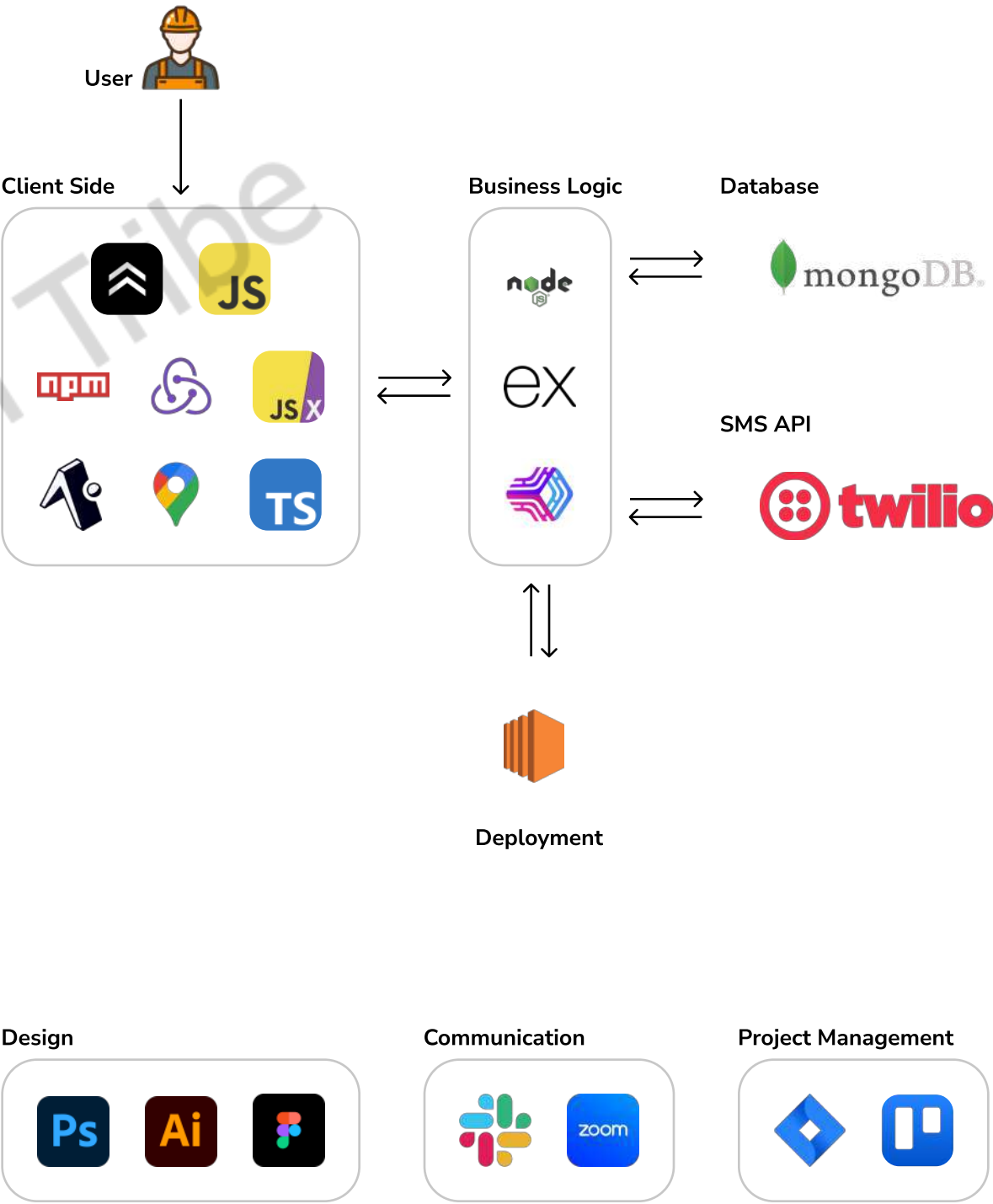
Front-End



Back-End



■ System Architecture



■ Meet the team “Tech Tribe”



Team Tech Tribe is a dynamic group of tech enthusiasts committed to pushing boundaries and embracing innovation. Fueled by a shared passion for cutting-edge technologies, we thrive on collaborative problem-solving and learning.

From inception to execution, we cultivate an environment where each member's distinct skills and perspectives contribute to our collective success.

Our designers, skilled in branding, UX/UI, product, and visual design, work closely with our experienced developers. Our development team is divided into front-end and back-end divisions, ensuring a unified approach to projects.

Despite different expertise levels, our team consistently delivers impactful solutions and remains committed to creating innovative solutions using the latest technology.



Cindy Charvet
Front End Developer & Project Manager
[in in/cindy-charvet/](#)

Web designer and developer with experience in HTML, CSS, JavaScript, React JS, WordPress and project management. Proficient in crafting visually appealing web solutions, she excels in ensuring efficient project delivery and communication.



Rajat Chauhan
Full Stack Developer
[in in/rajat-chauhan1323/](#)

Full-stack developer with 4+ years of experience using Redux, HTML, CSS, React, and Express.js. Currently using React JS for front-end development and NodeJs for backend development. Loves to dive into logical troubles to pave a path for scalable solutions. Possesses a never-ending thirst for knowledge.



Kyaw Shane
Product Designer
[in /in/kyawshane/](#)

A product designer with over 12 years of experience in advertising and graphic design. Passionate about applying user-centered design (UCD) and accessibility to bring the better user experience (UX) to create impactful solutions that solve real-world problems.



Rahasadat Emami
Full Stack Developer
[in in/raha-emami/](#)

Transitioned from chemical engineering to full-stack development, skilled in JavaScript, databases, React, and Express.js; a passionate learner, always exploring new methods to solve complex challenges, thrives in collaborative environments.



Stephany Becerra
UX / UI Designer
[in in/stephanyxjade/](#)

An innovative UX/UI designer adept at crafting digital products through awesome design and fast problem-solving. High skills in User-Centric Design, Wireframing and Prototyping, Interaction Design, Usability Testing and Front-End Development.



Salman Shahzad
Visual & Product Designer
[in in/shahzadsalman/](#)

A skilled designer in UI/UX, animation, graphic design, and product design, having six years of experience in advertising and marketing. I am dedicated to enhancing user experiences through accessibility and a user-centered approach.



Priscilla Morales Garcia
Full Stack Developer
[in /in/priscilla-moga/](#)

Visual Information Designer with 3+ years of experience in the design field. Knowledge of UX and recent interest and approach to web development (HTML/CSS/JS).



Jannet Magdeline
Full Stack Developer
[in in/magdeline-jannet/](#)

Software Developer with experience in HTML, CSS, Javascript, Java & PHP. Curious to learn and work with new technologies.

■ Credits

Front End

- Gluestack UI Library - [Themed Library | gluestack-ui](#)
- Gluestack Icons - [Icon | gluestack-ui | Installation, Usage, and API](#)
- Gluestack (Front-End) - [gluestack: React & React Native UI library for Web & Mobile](#)
- Expo Location for Live location - [npm: expo-location](#)
- React Native Maps - [npm: react-native-maps](#)
- Expo Vector Icons - [@expo/vector-icons directory](#)
- Expo MapView - [MapView](#)
- Expo Google Fonts - [Fonts](#)
- Expo Linear Gradient - [LinearGradient](#)
- React Navigation - [Getting started | React Navigation](#)
- Amazon S3 Buckets

Back End

- SMS Services [Communication APIs for SMS, Voice, Video & Authentication | Twilio](#)

User Interface

- User persona supervisor picture: [Foto de Valerie V en Unsplash](#)
- User persona worker picture: [Foto de Ricardo Gomez Angel en Unsplash](#)
- Figma plugins: [Iconify](#) - [Hermosas imágenes y fotos gratuitas | Unsplash](#)
- Android Material design: [Material 3 Design Kit | Figma Community](#)
- Incident icons: <https://thenormproject.com/>

Built by Tech Tribe