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A Study on Improvement of Mobile App for UNLV: Campus Safety Protocol in User Experience

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Background & Methodology



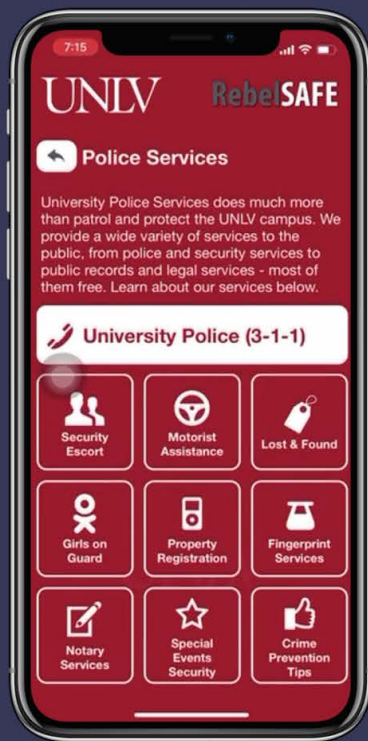
CAMPUS SAFETY



REBELSAFE APP



DESIGN PRINCIPLES & METHODOLOGIES



CONFUSING DESIGN

- Too many icons on the homepage
- Complex information architecture



COLOR USAGE

- Color of red symbolizes danger
- Users feel overwhelmed



BROKEN / UNNECESSARY LINKS

- Embedded links do not stay in-app
- Inconsistent availability for safety services



INEFFECTIVE

- Lack of Organization
- Lack of Marketing / Advertisement



USER EXPERIENCE (UX) & USABILITY

- Goal oriented design



FUNCTIONALITY

- Minimal design



SIMPLICITY

- Intuitive and easy to navigate



ACCESSIBILITY

- Easy access to necessary information