RED ALERT

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Concept Statement

Red Alert is an app using voice recognition so people can call for help. The app is similar to "Hey Siri" present in iPhones and the Cortana feature in Androids. When a person uses his or her first pre-set keyword, the phone's voice recognition software accesses the app, which starts an audio recording, and when the second keyword is used, the app alerts the police. The primary consumer for Red Alert is high school to middle-aged women, with a secondary focus on those who live in urban areas. The technology exists, so the only needed recourse is programming. The risks associated with Red Alert include a possible failure to recognize a person's voice and the high competition from other security apps.
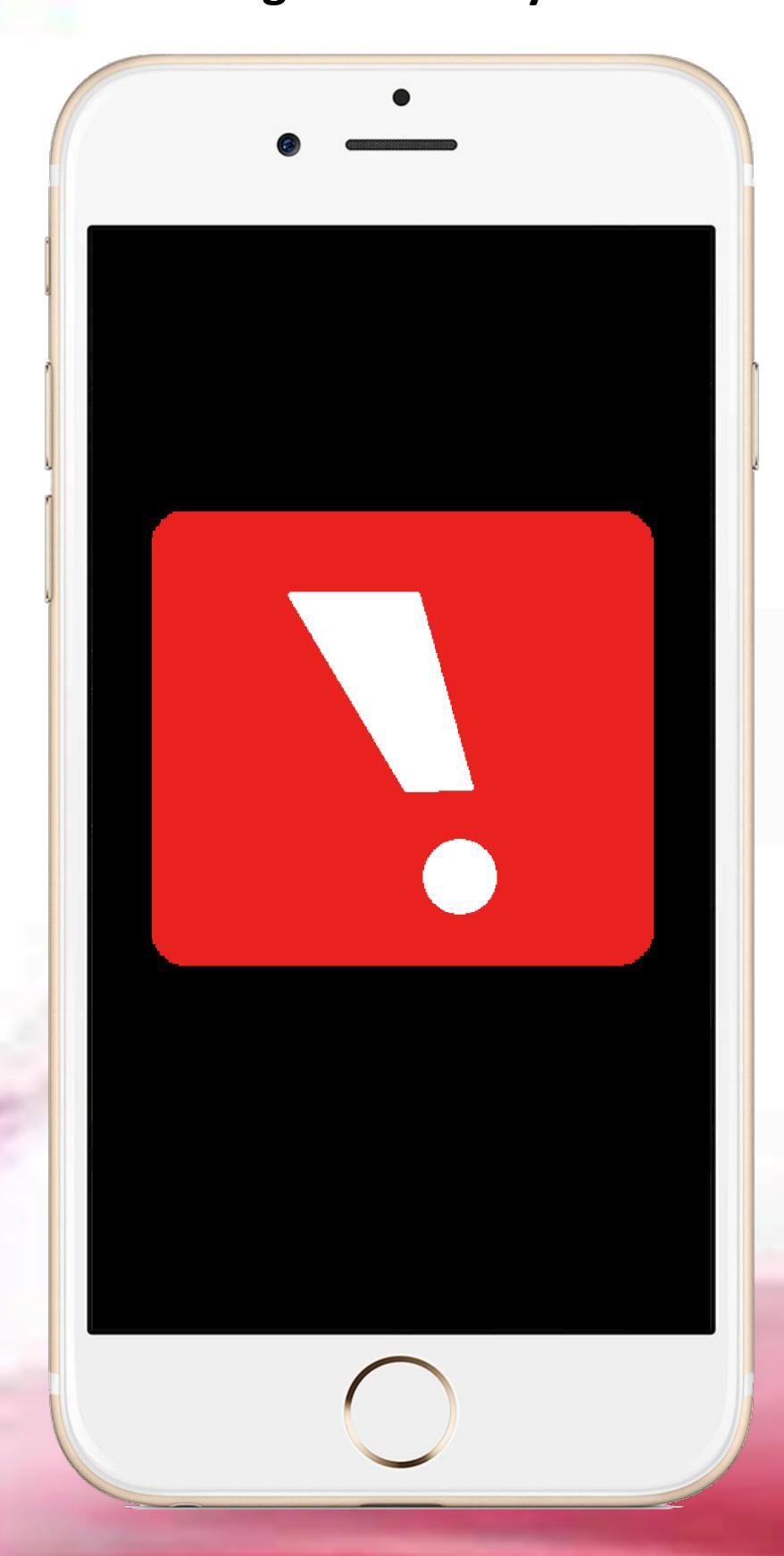
Research

Every year, around 300,000 Americans are sexually assaulted. 63% of sexual assault cases are not reported to the police out of fear of the perpetrator. Many apps have been designed to combat this problem by providing victims with a way to contact police. The problem with these apps is that they require the user physically to open the app by pressing it. This can be a challenge. Red Alert eliminates these challenges by being the first security app to use voice recognition technologies to access the app to more discreetly and immediately call for help.

Description

Every 98 seconds, an American is sexually assaulted. Often, people are unable to reach out for help. In these circumstances, the Red Alert application can act as the first line of defense. Through voice recognition technology, the victim can contact the police, send their location to their emergency contacts, and audio record their situation by saying two keywords. Red Alert intends to partner with the Blue Light Alarm System, available on most college campuses, to provide a more immediate response for the students. If a college student feels threatened on campus, our application would allow the student to contact the campus police instead of risking exposure of themselves to reach the Blue Light.

Target Audience

According to polls taken by Gallup, 37% of adults in the U.S. feel unsafe when walking at night. 45% of women feel unsafe. For people ages 18-29, 48% are afraid. These alarming numbers gave way to Red Alert's mission, which is to decrease the cases of assault and ease the fears of people travelling alone. Since this application is easily accessible in the App Store and Google Play, users would have a hands-free, convenient way to contact emergency personnel and ensure their personal safety.

Conclusion

By following this plan, Red Alert would meet its financial goals as well as its goal to assist those in need. Red Alert is a user-friendly app that would provide people the comfort and security to live life without fear. Unlike other security apps, Red Alert's innovative voice recognition technology allows people to call for help immediately without risking exposure. Because most technological features used in this app are currently available, the cost of production is minimal, but the benefits are colossal.

Resources

There are currently no applications that use voice recognition to contact police. To coordinate the voice recognition features with our app, we need to work with Apple and Android. Because developing this app requires no physical materials, the capital funds necessary to create it would be small. Members of our team would develop the app with prior technological skills to reduce cost of production.

Marketing

Many talk shows promote useful security applications. We hope to be featured on one of these in order to advertise. We also plan to use social media platforms to promote our app. Eventually, we intend to sell merchandise and apparel with our logo to generate more revenue, which, in turn, will allow us to make advancements to our app for higher security.

Possible Risks

Many other security apps have already been made, creating competition. However, our app would have all of their features and more, such as hands-free contact--a unique feature that makes our app unprecedented. Many apps require passwords to enable their safety features. Red Alert has the advantage of a more immediate response.

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