



**PARENT PATROL**

# ANTI-BULLYING APP PROPOSAL



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# INTRODUCTION



## PARENT PATROL APP

Parent Patrol is a simple tool that allows parents to effortlessly monitor their child's online activity through the app's automatic filtering and alert features. The app offers seamless integration of popular social media platforms for parents to link to, children can feel at ease because Parent Patrol will only send an alert if negative keywords are found. With this convenient app, parents will no longer have to spend time scouring posts and profiles to monitor activity. The application's immediate alerts will allow parents to stay updated if any alarming content is found, alerts can then be flagged based on their importance.

## THE BRAND

The Parent Patrol wordmark was created from a custom typeface, the bolded letters convey a strong presence but still produce a fun appeal. The italicized letterforms give a sense of advancement in a forward motion, linking to the app's swiftness when it comes to immediate filtering and alert capabilities. The Parent Patrol brand is comprised of a bright flame orange and black.

### BRAND COLOR PALETTE



**FLAME**  
R 255, G 153, B 51  
C 0, M 58, Y 88, K 0  
HEX #ff9933



**BLACK**  
R 0, G 0, B 0  
C 0, M 0, Y 0, K 100  
HEX #000000



# RESEARCH

## AUDIENCE

The audience of the application's services would be middle aged to elderly adults, ranging in ages from 30's to 60's. These adults would have children, grandchildren, or a close relative that is between the ages of 10-18 and uses social media to engage in conversations. The app would appeal to any gender, race, education level, income level or religion due to its broad appeal. Any parent that is concerned for their child's safety while using the online social media accounts would take interest in the Parent Patrol app.

## TARGET MARKETS

The target markets are comprised of three main segments, the largest target market would be the parents, guardians or grandparents looking to watch over their child's social media interactions. The second market are mental health professionals, therapists or counselors who are researching the environment children are subjected to online. Lastly, the third market would be for authority figures, principal at a school, teachers, or the police who are looking into the way that children in the community are interacting with another.

## INTERVIEWS

**BLAKE J.** has three teenage children, his eldest child, a 17-year-old daughter who is the only child of the three who is active on social media. The seventeen-year-old focuses her online activity to platforms like Snapchat, Instagram and Facebook. Blake says that the communication level between himself and his daughter is good, and he feels that his daughter would share with him if she was being bullied. If Blake found out that his children were being bullied, he would take action by contacting the other parents. He does occasionally check his daughters' social media posts and is interested in continuing to monitor those profiles as a measure to help stop cyber bullying.

**ALAYNA P.** is the guardian of her 12-year-old nephew. He has accounts with Instagram and Snapchat, however he is not very active online. Between them, there is a very open line of communication, even on personal topics like drugs, fighting or sexual contact. Alayna's nephew at one time had been involved in a bullying situation where he was a victim of physical violence, and is sure that if he was bullied again he would share the situation with her. Alayna stated that if she was made aware that her nephew was being bullied she would first give tips on how to handle it himself, and if necessary involve the principal. She occasionally checks on her nephew's social media profiles and has open access to his login information, but does not feel the need to search in depth on his accounts regularly. Alayna is interested in continuing to monitor her nephew's social media profiles as a measure to help stop cyber bullying.



## SIMILAR APPLICATIONS

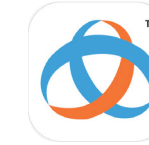
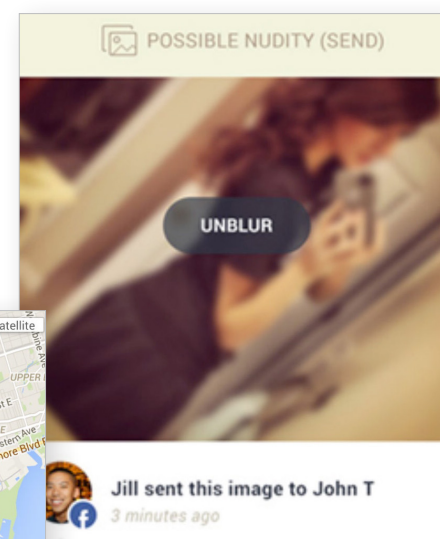
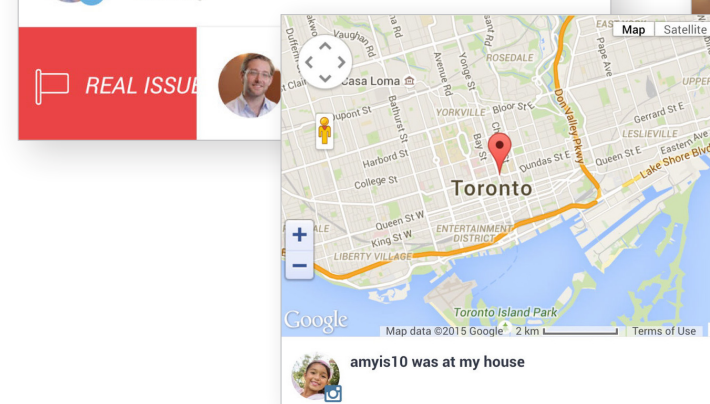
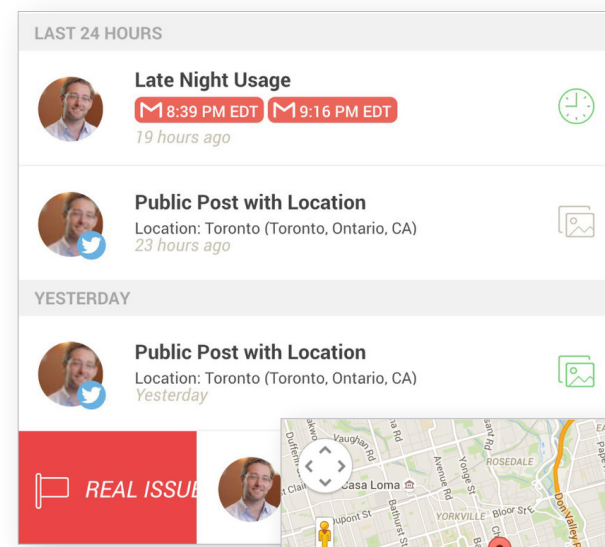
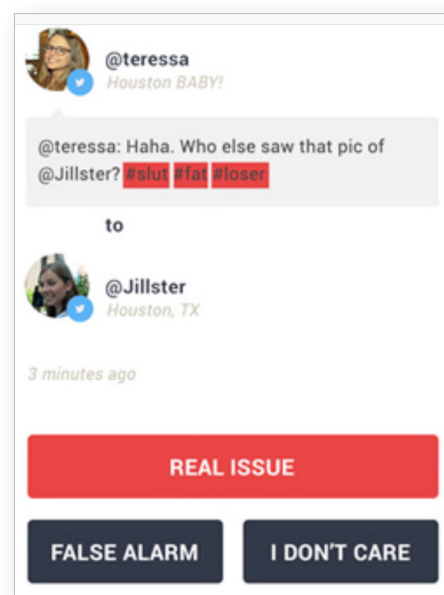
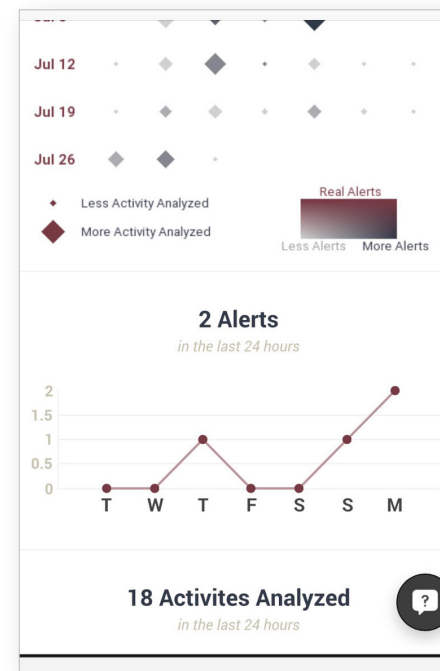


### VISR

A social media monitoring application that alerts parents of their child's online activity.

**Features:**

- 23 filtering categories - bullying, inappropriate content, sexting, or mental health concerns
- Immediate alerts to activity and Location alerts
- Photo filtering
- Search supported through apps like Gmail, Instagram, Facebook, Twitter, YouTube, and Pinterest

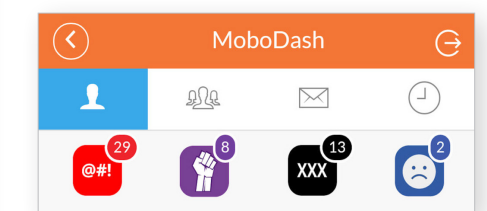
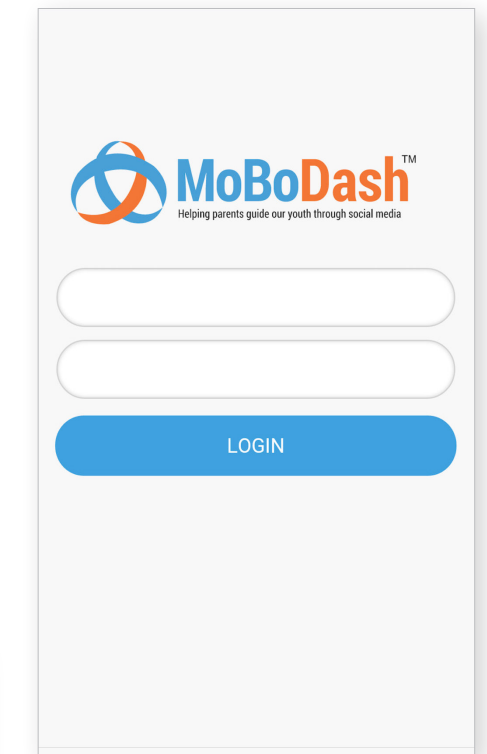
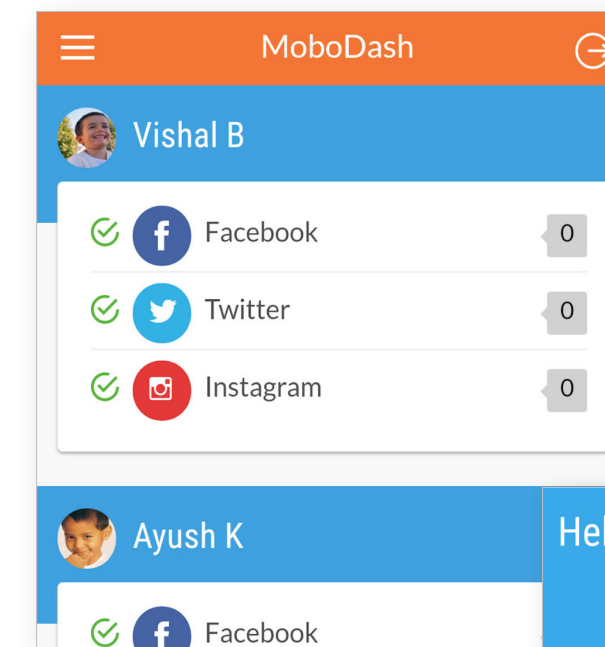
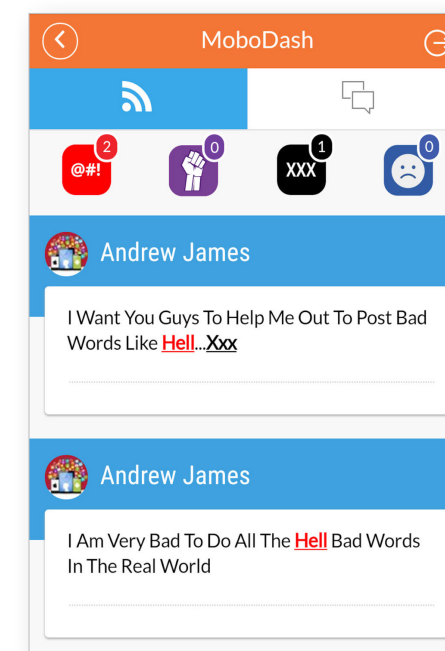


### MOBODASH

A social media monitoring application that alerts parents of their child's online activity.

**Features:**

- Monitor child's accounts from own phone
- View all communications from one app
- Link multiple children's profiles
- Filter content across multiple social media platforms





## SIMILAR APPLICATIONS

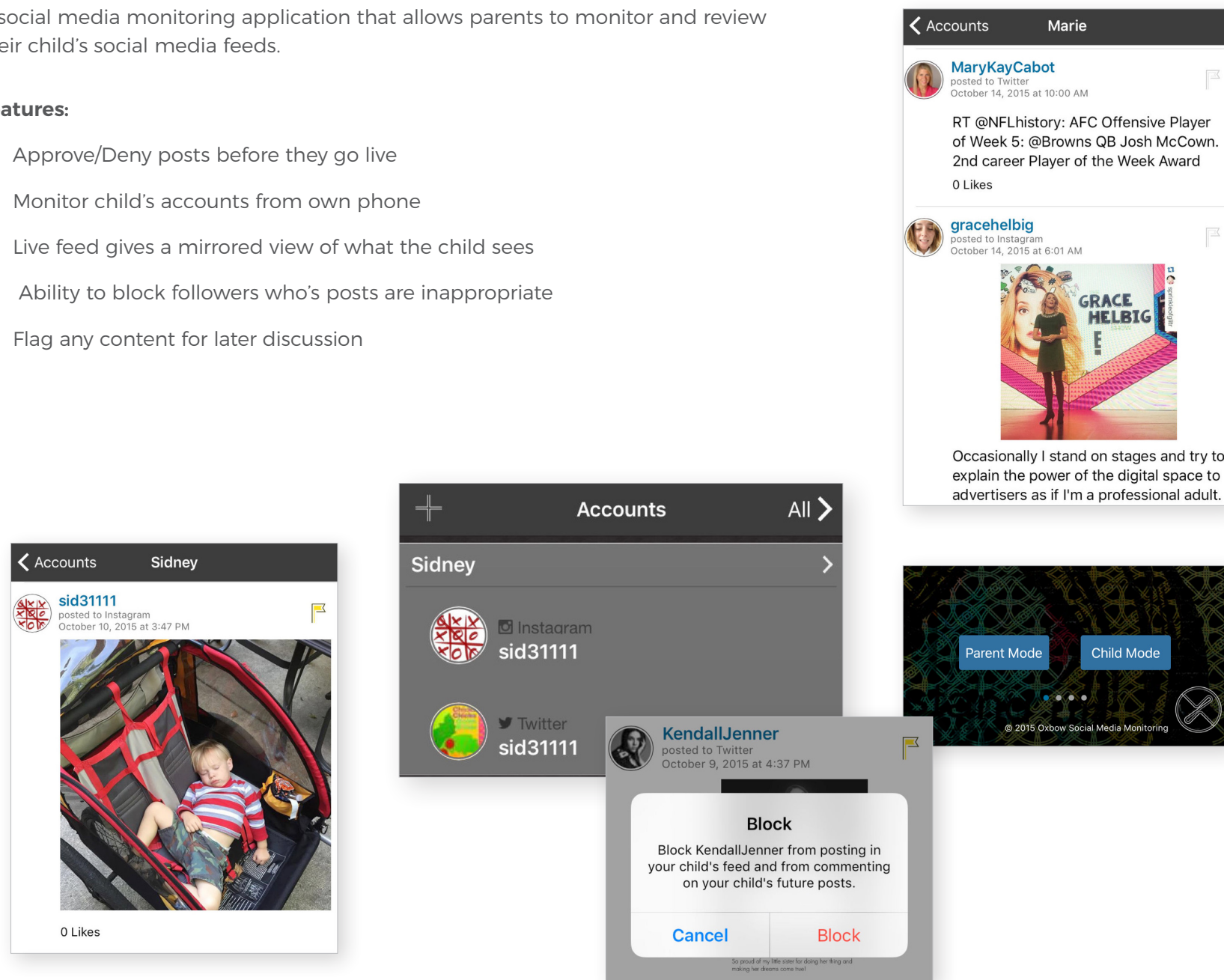


### OXBOW

A social media monitoring application that allows parents to monitor and review their child's social media feeds.

**Features:**

- Approve/Deny posts before they go live
- Monitor child's accounts from own phone
- Live feed gives a mirrored view of what the child sees
- Ability to block followers who's posts are inappropriate
- Flag any content for later discussion

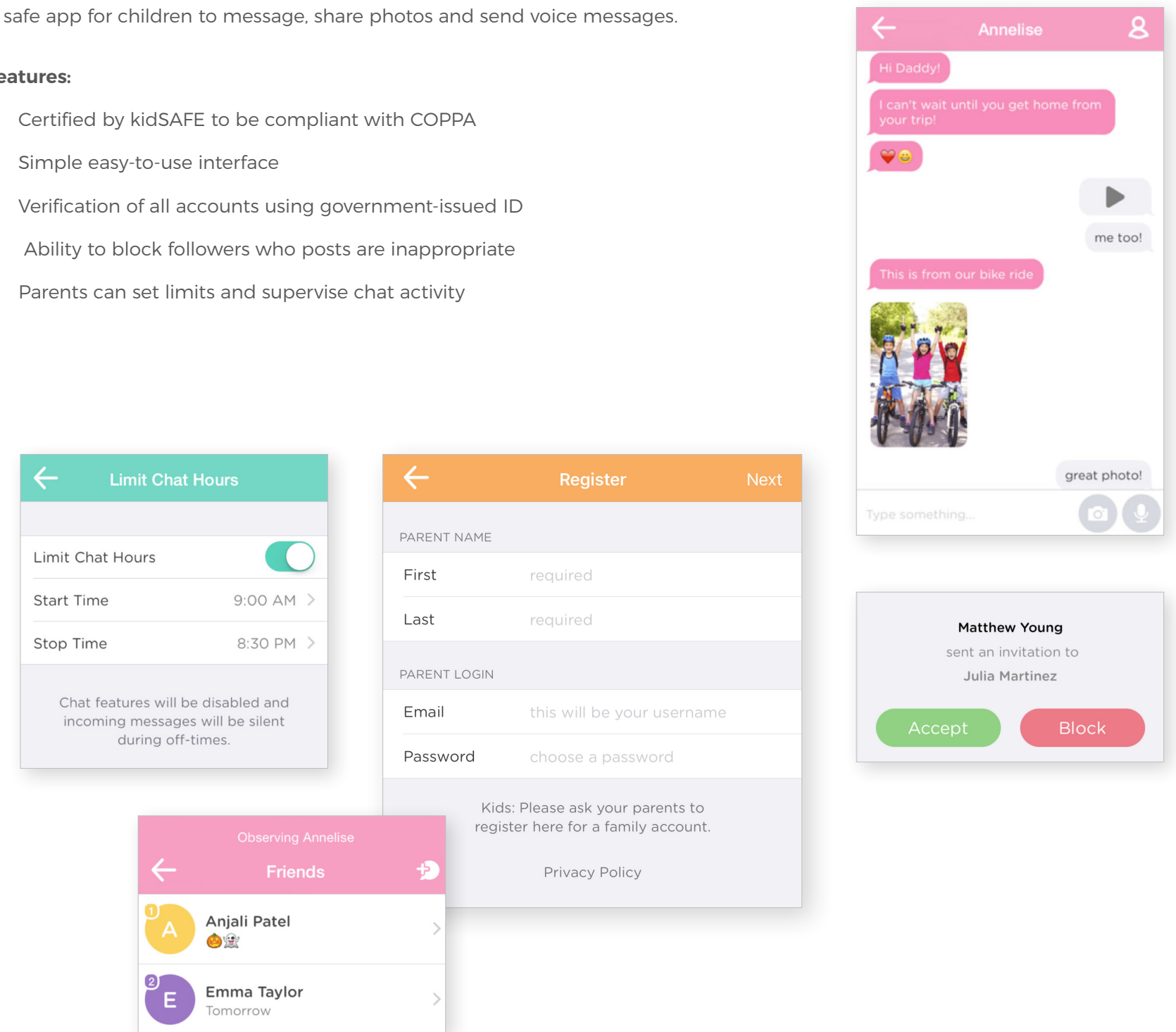


### MARIMBA CHAT

A safe app for children to message, share photos and send voice messages.

**Features:**

- Certified by kidSAFE to be compliant with COPPA
- Simple easy-to-use interface
- Verification of all accounts using government-issued ID
- Ability to block followers who posts are inappropriate
- Parents can set limits and supervise chat activity





## APP'S FEATURES

The Parent Patrol app takes the guessing out of what kind of experiences their children are having on social media. The app filters interactions and alerts parents of any inappropriate activity.

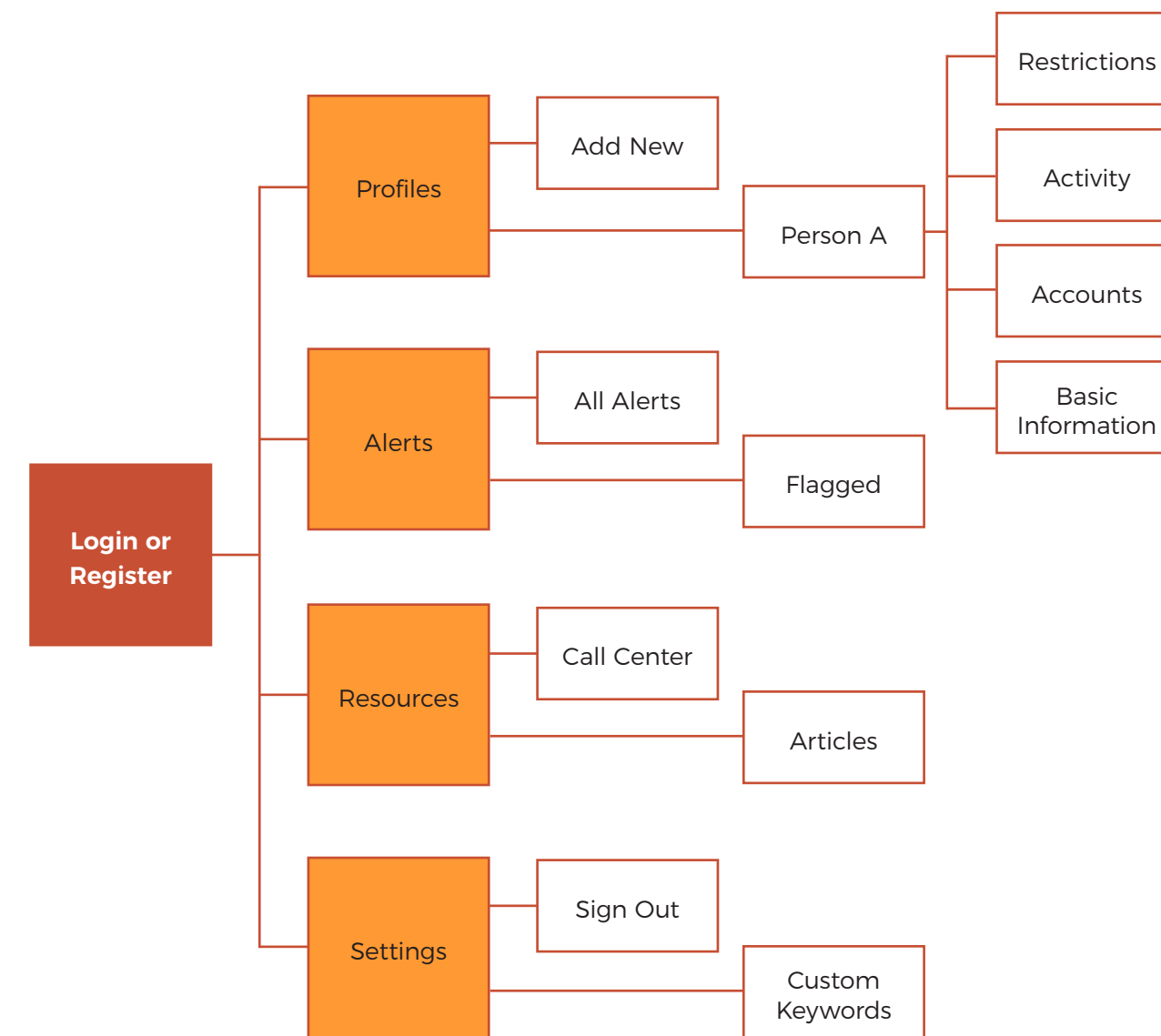
- Monitor social media accounts & email
- Filtering posts and interactions on social media
- Immediate activity alerts
- Location tracking and activity analysis
- Ability to set usage time restrictions
- Flag alerts to refer back to them later
- Resources to guide parents

## USER'S PROCESS

User's will typically be parents who are interested in their children's online activity. Cyber bullying is at a high among children due to the rise in access to the internet across more devices. The average age of an online user is has also changed, children are now becoming acquainted with the many social platforms internet. Many parents aren't knowledgeable in multiple platforms and find it difficult to navigate and filter through interactions. The Parent Patrol app does all the leg work and allows the parent to filter activity easily through a single and simple app interface.

## FLOWCHART

The flow of screens provides users easy access to the app's most sought after features. New users are able to quickly add a child's profile to start filtering that profile's interactions. From there, the parent can access alerts, flag those that are important and save them for review in a customized list later.





# DEVELOPMENT



## SKETCHES

The app began with a very simple sitemap, but eventually expanded due to meet the needs of the target market. The focus was to create an interface that was straightforward enough for parents who might not be as savvy as their children are when it comes to technology.

## WIREFRAME

After a rough outline of the pages as sketches were developed, a wireframe design was created in Illustrator. The wireframe was used to build a functioning prototype to test and perform the usability of the app. The simplified design allowed the app's prototype to communicate a clearer direction.

# USABILITY TESTING

After completing usability testing, some areas were expanded upon and other pages were simplified. User's found the application's interface very straightforward and felt that the colors and styling was very energetic and engaging.





# DESIGN

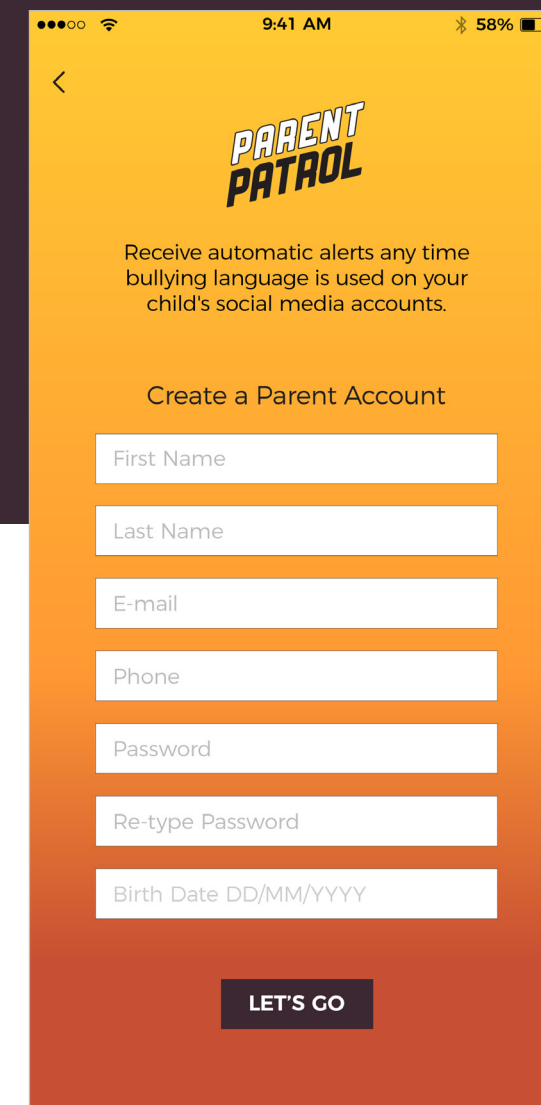
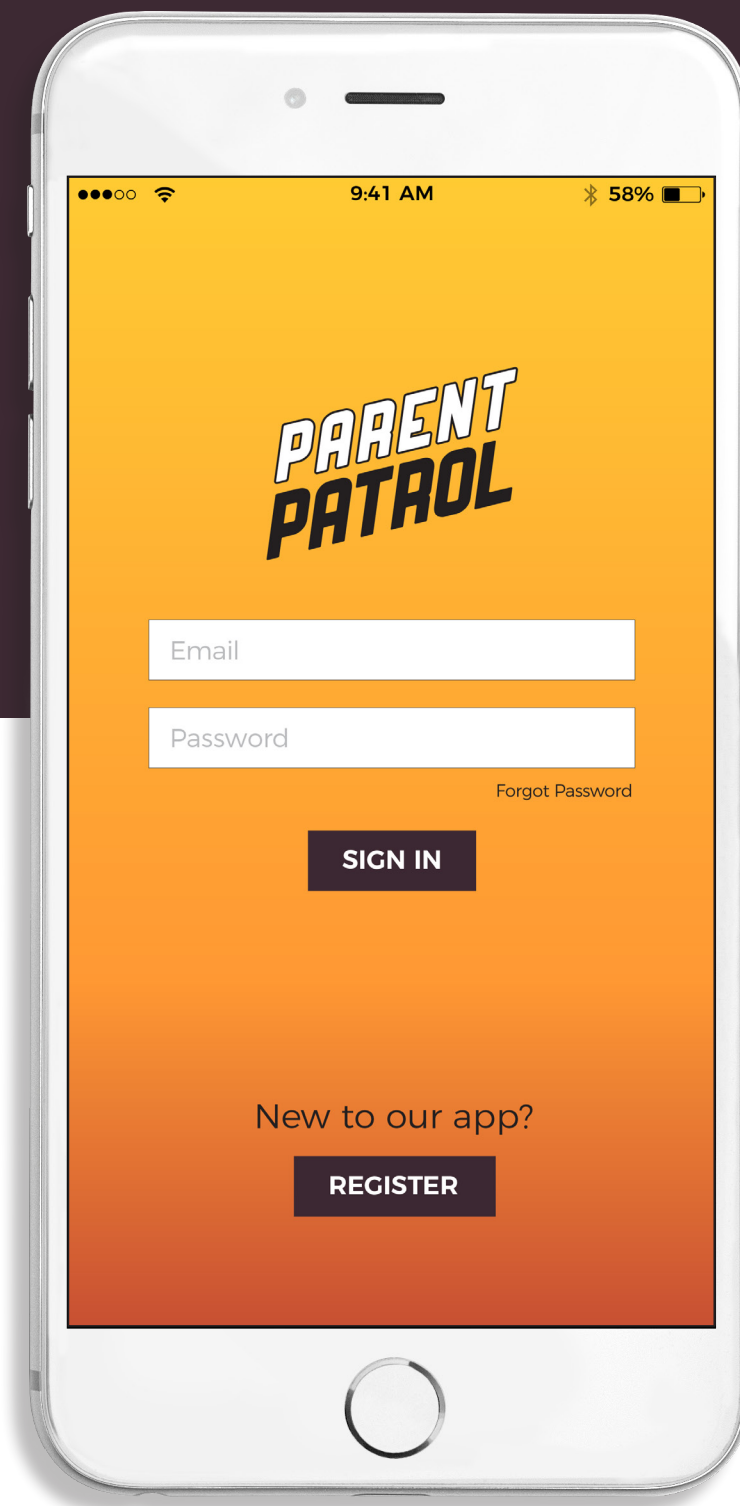
## SCREEN FLOW

The app was designed to have a sleek and simple interface. Pictured here are the screens that depict a step by step flow of the users experience when first entering the Parent Patrol Application. The interface was designed with a focus on the importance of straightforward understandable for users who may not be very tech saavy, profile and using the app's features.

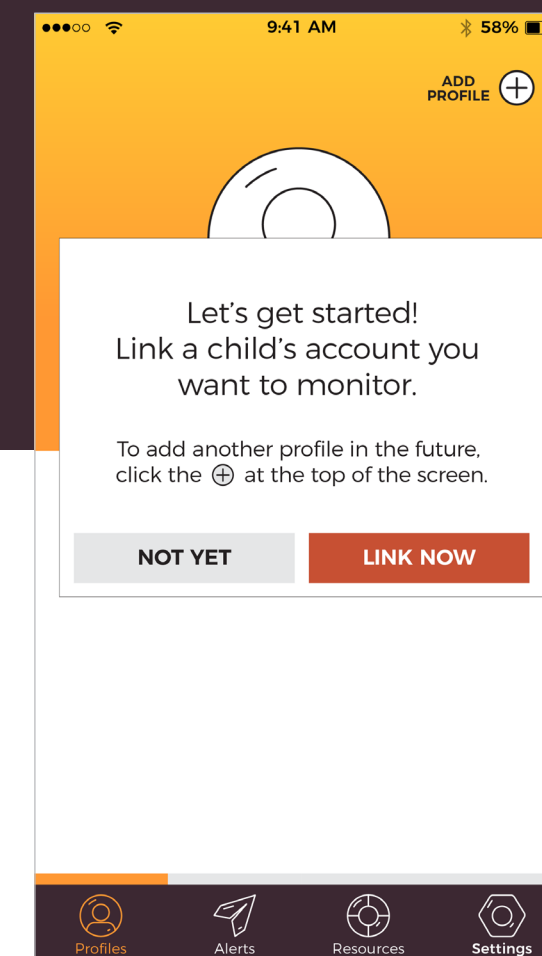


## APP ICON

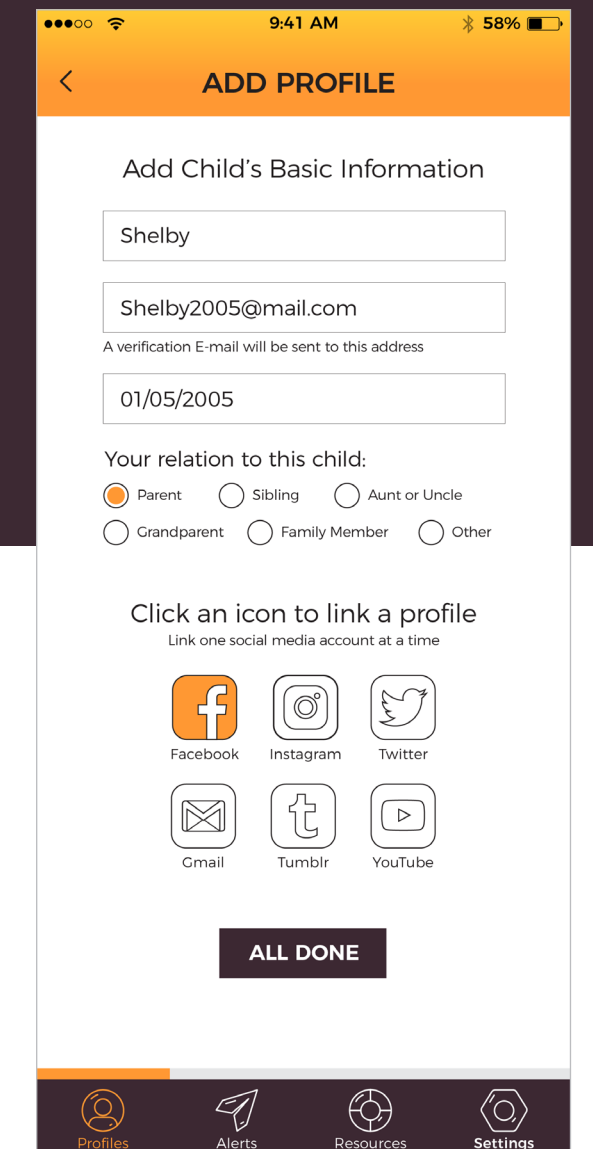
For the application icon I chose to take the letter p's out of the logo for Parent Patrol. I laid them on top of each other to create a shadow effect, this effect alludes to the way that the parent is able to 'shadow' or follow their child's online activities.



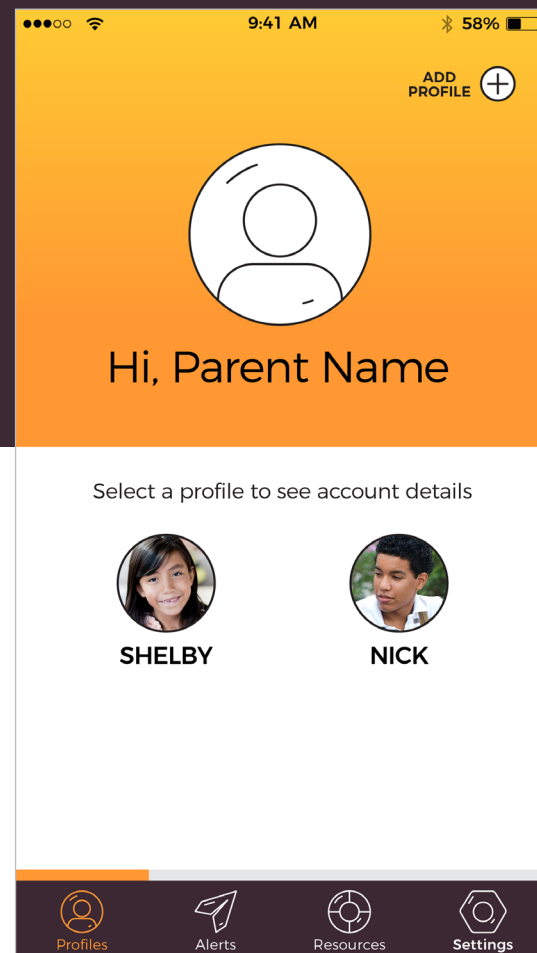
Register New User



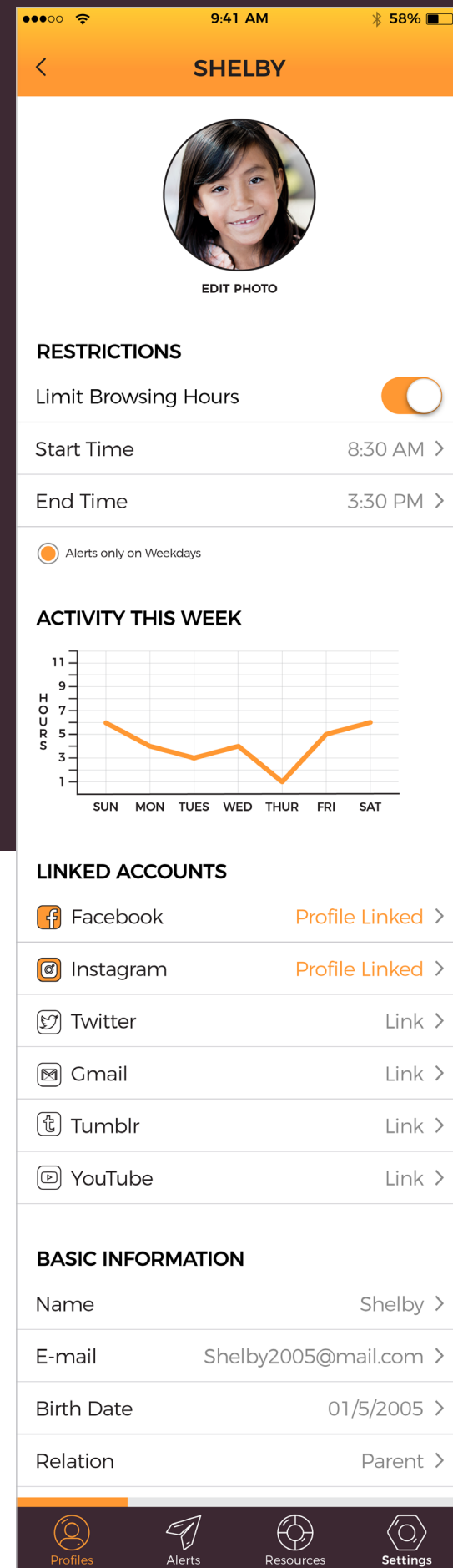
New User Alert



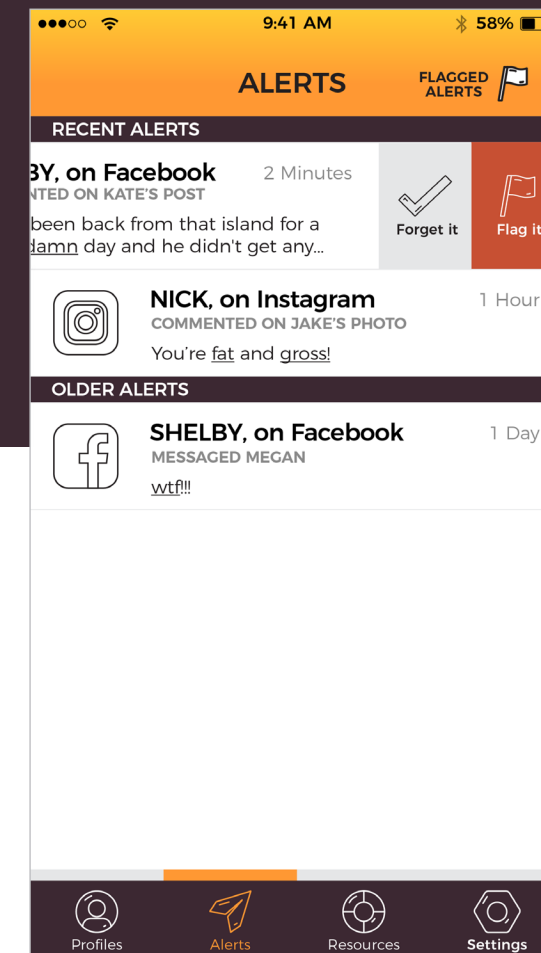
Adding a profile



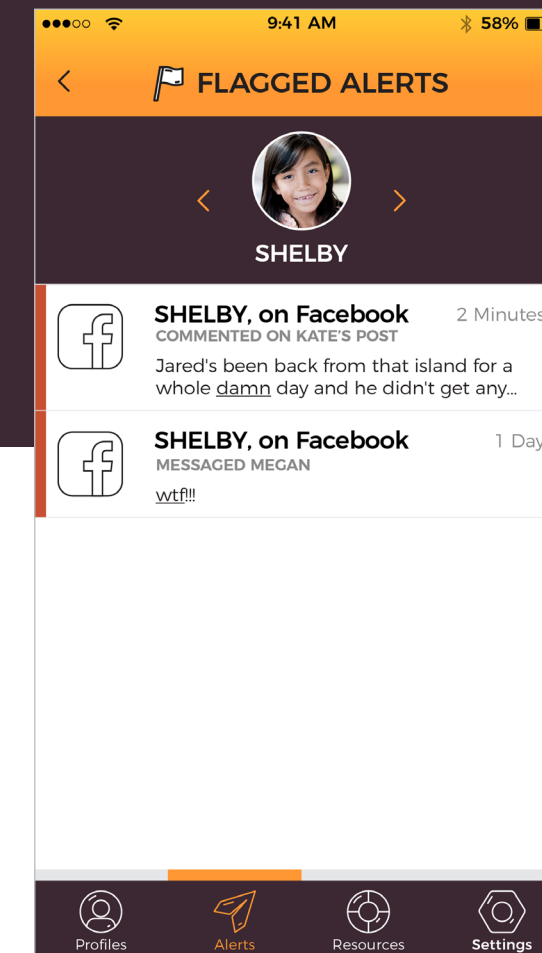
Profiles



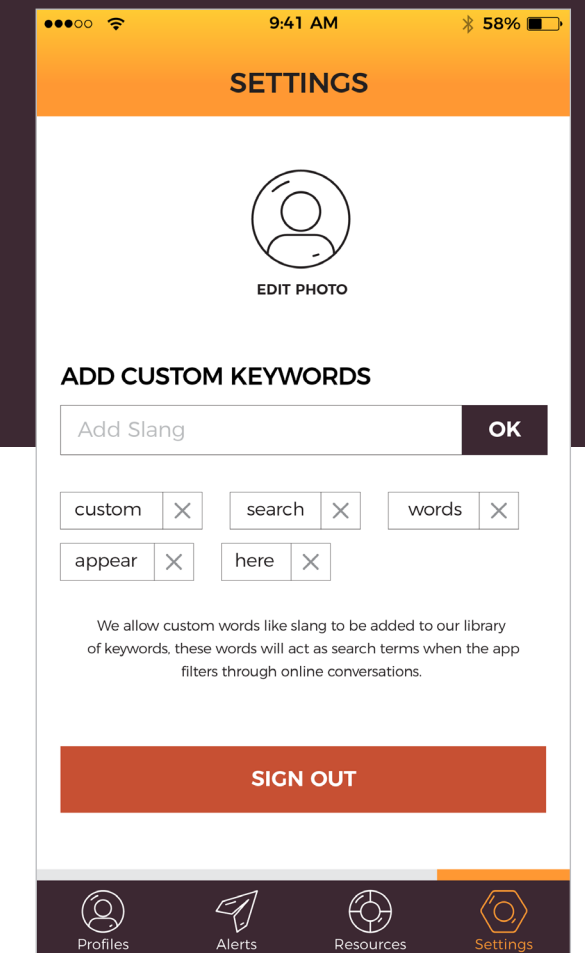
Profile Account Details



Alerts > Flag a post



Alerts > Flagged Alerts

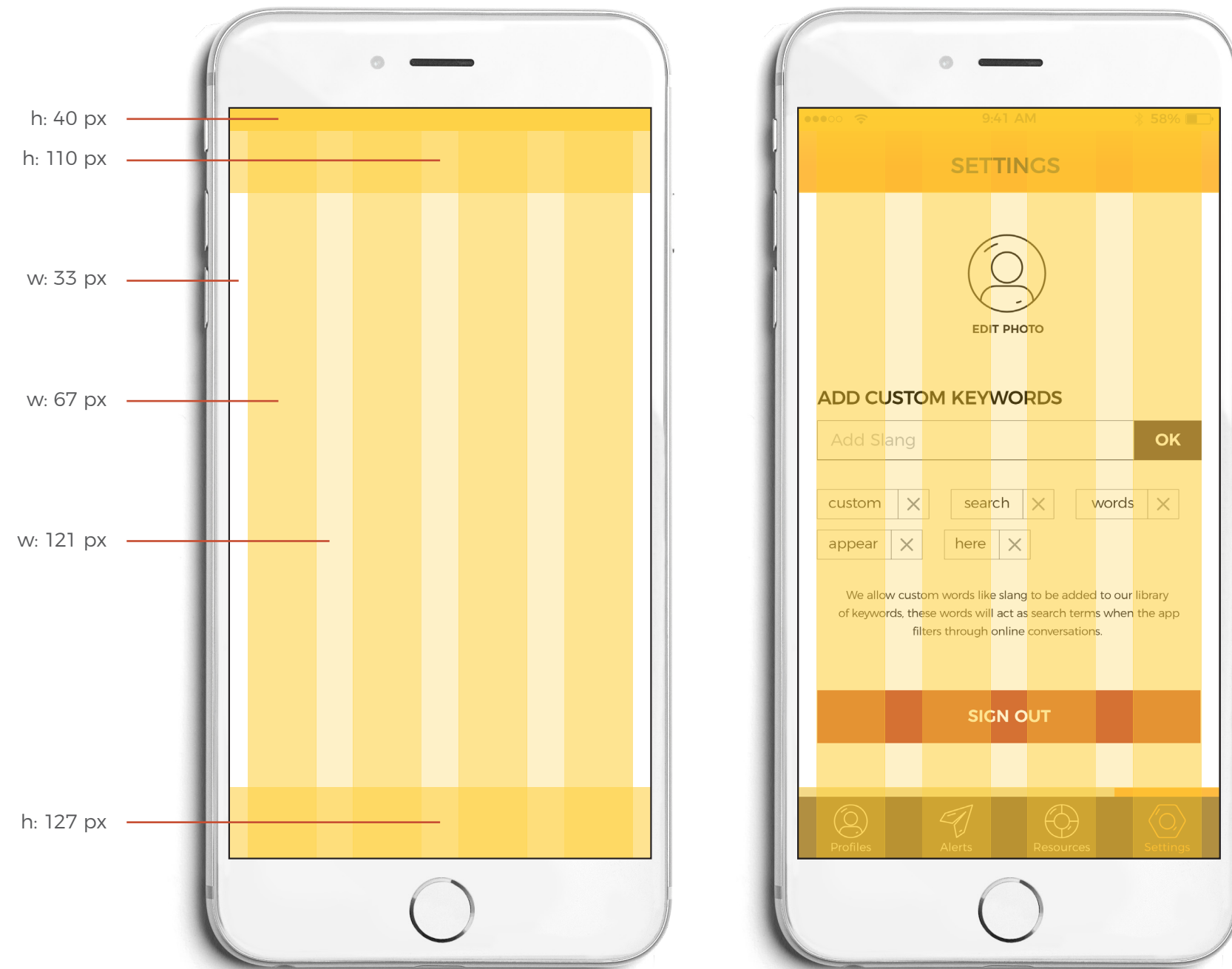


Settings









## THE MOBILE GRID

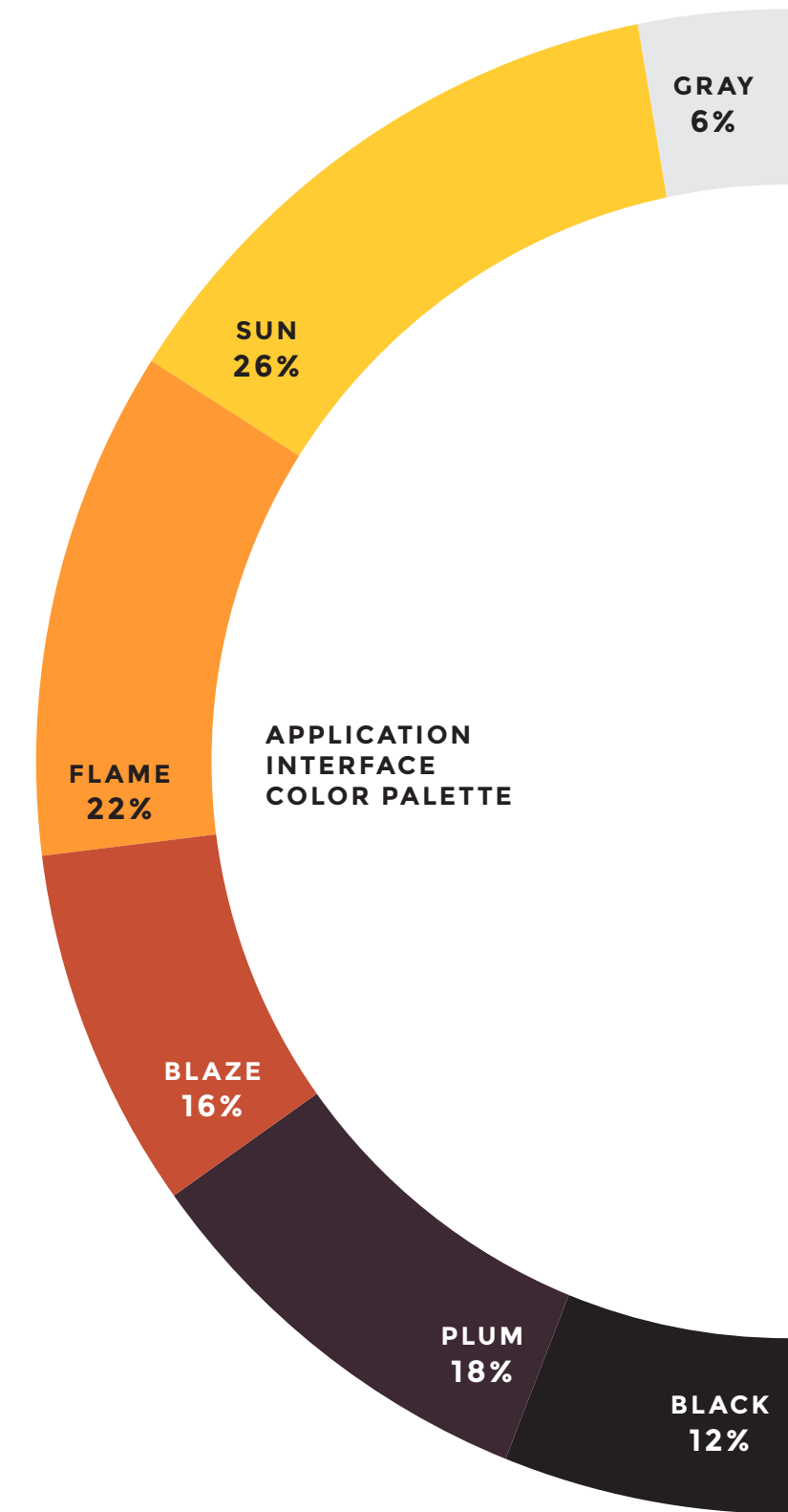
To ensure clarity and harmony designs are mapped out using a grid system. The grid allows elements and margins to consistently appear in the same place and size across many screens. This application design is divided up into four columns, which falls in line with the placement of the tab bar's icons.



## COLOR PALETTE

The Parent Patrol brand uses the colors, black, tangerine and white. When creating the app's interface, I chose to expand on that palette by adding additional colors to compliment it. The primary colors of the app's interface are orange and yellow, with secondary options of plum and lighter shades of gray. Together, these colors have a bright and exciting appeal, while also promoting a sense of safety through the use of orange.

 <p><b>BLACK</b> R 0, G 0, B 0 C 0, M 0, Y 0, K 100 HEX #000000</p>	 <p><b>PLUM</b> R 60, G 40, B 50 C 63, M 75, Y 56, K 60 HEX #3c2832</p>	 <p><b>BLAZE</b> R 200, G 80, B 51 C 16, M 82, Y 91, K 5 HEX #c85033</p>
 <p><b>FLAME</b> R 255, G 153, B 51 C 0, M 58, Y 88, K 0 HEX #ff9933</p>	 <p><b>SUN</b> R 255, G 204, B 51 C 0, M 19, Y 89, K 0 HEX #ffcc33</p>	 <p><b>GRAY</b> R 230, G 231, B 232 C 0, M 0, Y 0, K 10 HEX #e6e7e8</p>



## TYPOGRAPHY

The typeface used for the application is Montserrat, this font is used in different weights throughout. This font was chosen for its clean, legible and modern style.

**PAGE NAME** - Montserrat Bold

Headline - Montserrat Light

**SUBHEAD** - Montserrat Bold

Description - Montserrat Light

Body - Montserrat Light

## NAVIGATION MODEL

The navigational model used here is the tab bar system.



## INTERFACE ICONS

The navigational icons used in the interface were designed as a light weight outline, their modern style features a minimal aesthetic and playful imagery. There is a clear correlation between the icon and the attributed task. Both the main interface icons and the secondary icons follow the same style.



# CONCLUSION

The Parent Patrol application provides productivity through its features and allows parents to have peace of mind while their child is interacting on social media platforms. Its features save time by prioritizing and alerting parents about information that could be affecting their child.

Children still have a sense of privacy knowing that their parents won't be searching through every conversation that they have, and be at ease knowing that their parents will only be alerted if they are misbehaving online.