

WoGuard

Purpose

We developed a mobile application aiming to ensure women's safety in our country and contribute to a more free and secure environment, in which every individual can walk freely and without any doubt on their minds. The application is designed to not only combine the key features of all similar applications in the market but along with brand new features, also to present a sufficiently useful women safety network to Turkey, which seems to be missing in a technological manner.

Problem

Today, women, especially in Turkey, feel the need to be continually on guard and are constantly on tenterhooks that something terrible might happen to them at any time. Especially during travels, they feel unsafe.

Create Travel

Help Me Button

Fake Call

Noise Emission

Improvement

We have gotten in touch with several women's solidarity associations, being **Kaisder** and **Mor Çatı**. We have presented our application to them and got their ideas. Being the representative of our target user group, their feedback held a major role in improving our application.



Field Work

To fully understand the requests of our target audience from a women's safety application and empathize with their needs, we prepared a survey.

In order to reach these women, we contacted the some of the most active and important women's solidarity societies in Turkey one by one, namely **Mor Çatı**, **Kadav**, **Kaisder** and **Kadın Cinayetlerini Durduracağız**. We have reached **309** women candidates.

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