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Creation, Element 2b: Reflective Commentary

Introduction

The final project for the MA Entertainment Design course required us to undertake a practice-based research project that would culminate in the creation of a significant body of commercial work of our own choosing.

In this reflective summary, I will outline the idea behind my project, the development of the concept from a branding and visual design perspective as well as from a product design point of view. I will also look into the project management, analysing what worked and what went wrong, as well as turning a critical eye to the budget.

This reflective piece will also expand on both the soft and hard skills that I have further developed while working on such project, as well as look closely at my Personal Development Plan and objectives and compare my initial timeline and forecast to the actual time frame taken up by the project.

Finally, I will critically analyse my milestones and how I have reached them and share any learning outcomes that I have gathered both through this process of self-reflection as well as through the development phase of the project.

Project Background

For my final project, I have decided to delve into the wearable market and work on a proposition that I am hoping to present for real-life investment opportunities at the beginning of 2022.

My idea is to create a smart jewellery line called Nox. Originally the line will focus exclusively on rings. These rings aim to add a layer of protection and security to vulnerable people within the entertainment sector by enabling their users to send an alert notification and their live location to selected contacts and trigger a fake phone call to their own number, inconspicuously at the touch of a finger.

Collins Dictionary defines the entertainment industry as “the businesses connected with music, films, TV etc.” (2021), however for the purpose of this reflective piece, the use of this term will include any sort of social activity that has the aim to provide amusement or enjoyment; it will therefore refer to activities such as live music events, theatre, movie screenings, festivals, going to bars/going on dates etc.

When I started this MA programme, like most students, I had no idea what my final project would entail. I just knew that this was probably going to be the closing chapter of my formal education, so I wanted to relish this time by deep-diving into something that would push me out of my comfort zone and also require me to rely more on a “hands-on” approach rather than a strictly digital effort.

Back in May, during our first lesson of the Design Hack module, our tutor Kevin Palmer, made us do a couple of creative thinking exercises, one of which was to come up with a smart wearable idea in 10 minutes, sketch it and present it and then keep developing it for another 5 minutes and then again for just another minute. My idea was about an armour ring (a ring that nearly covers the full finger) that had three touch-activated sensors that would trigger different features all with the aim to protect its user from assault or harassment. After the class finished, I kept thinking about it as I felt it had commercial potential and I was really surprised about how it just came to my mind.

Although I knew I wanted to pursue this idea further at some point and then look for investment, I was not sure I wanted to work on this for my final project as I was planning on working with a much more light-hearted and fun topic. However, after being personally assaulted on the street during summer and hearing some of my friends experiencing similar unpleasant events shortly after too, I decided that despite the time restraints pertinent to the academic nature of this course, developing this idea as my final project was probably going to be the best drive and motivation to achieve a basic prototype and presentation in order to look for investments later down the line.

Branding

While the leading aspect of this project is the product, so the ring itself, I was also required to create the brand that would showcase such product as well as hopefully sell this idea to investors and convey the key ethics and value behind it. So, I was required to work on the branding aspect as well as the product development at the same time.

When talking about branding, it is very important to establish what branding actually means to have a clear view of the objectives that we are aiming to achieve.

A very well known quote from the iconic graphic designer Marty Neumeier states that a brand is *“a person's gut feeling about a product, service, or organization”* (2003); such reaction cannot be fully orchestrated and controlled, but it can be directed by implementing a strategic and detailed branding strategy. The branding process is divided into 5 distinctive phases:

- Research (market research, usability testing);
- Strategy (positioning, brand brief, naming);
- Identity Design (look and feel, colour palette, complete identity system);
- Touchpoints Creation (website, content strategy, stationery, product design, packaging, advertising);
- Assets Management (branding guidelines, launch).

The transition from the research phase onto the strategy phase requires close attention to the brand ethos and values in order to build a coherent identity (Wheeler, 2018); for me, this was a particularly exciting process to undertake as I have never had the opportunity to create a full strategy and guidelines from scratch in my professional career thus far. It was also equally intimidating because, while I had the opportunity to use everything that I have learned during my work experience at The Design Laboratory and put their branding workshop methodology to

test, I was doing this as a solo project as opposed to a team of 7 designers, so I felt that I could easily get overwhelmed or steer off the path too much without having anybody to keep me accountable. To mitigate that, I set myself the goal of creating three initial visual direction concepts that should have been completely different from each other, as normally done by industry standards (Do, 2019), but also to ensure that my thinking didn't fall into tunnel-vision and I was exploring as many different angles as possible.



These were the initial concepts that I created.

Since I had never forced myself to explore more than one direction for a self-initiated project, but rather just follow my initial inspiration/idea, I found this very valuable. In fact, for the first time ever I put myself in the client's shoes and I realised some mistakes that I have made with previous projects. When presenting initial concepts, Do stresses many times how it is important that the concepts are drastically different from each other and not just variations of the same concept (2019) in order to facilitate the client's decision and also ensure that you have exhausted every possible interpretation. When looking at my concepts, I had an instant gut reaction as to what would be better for the brand, keeping in mind the values, tone of voice and key audience, and what would be just my personal aesthetic preference, so the decision was fairly easy. However, in the past, I was guilty of interpreting the same concept in slightly different ways and I have now understood why that lead to such a lengthy back-and-forth with my clients as well as numerous tweaks and re-iterations. I can confidently say that this has changed my methodology when working both on self-initiated projects as well as clients work.

1. Research

While it is both common sense and common practice to start a design project with research, this assessment required the most diverse amount of research that I had have experienced while designing. In fact, when building a brand, the first step is to undertake a research exercise to establish the brands' vision, mission statement, values, its place in the current market as well as its strength and weaknesses (Wheeler, 2018). At the same time, I am not just creating a brand, what I am designing is something that will hopefully have a social impact and thus requires an effect-driven approach, where the product's functionality far outweighs its aesthetic and it's the first point of reference in the decision-making process (Tromp at al, 2019).

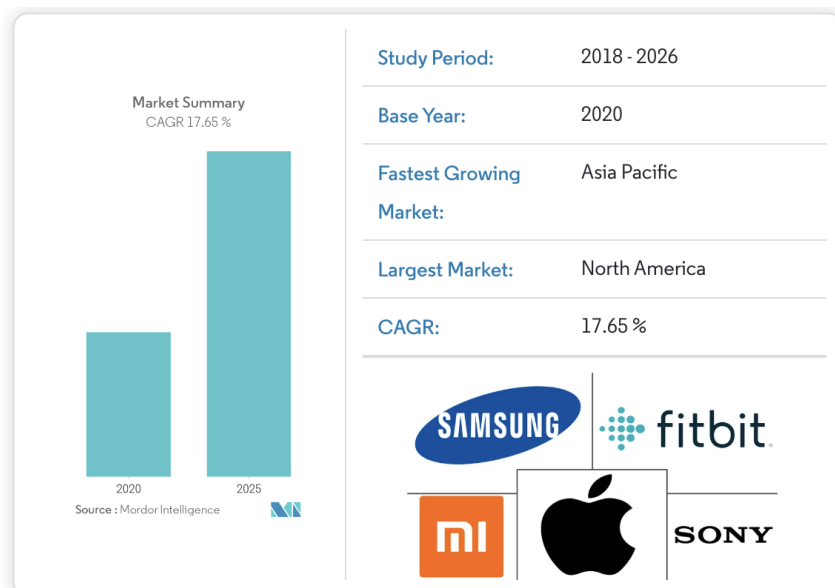
For these reasons, my research had to include both secondary research through evaluating the

wearable market as well as primary research, in the form of an anonymous questionnaire, to both validate the demand and necessity of the product and examine its critical features.

Firstly, it's important to clarify what can be defined as a smart wearable. According to Newstex Trade & Industry Blogs (2021), any accessory with multiple sensors, which facilitate the wearer with health & fitness monitoring, GPS navigation and a range of other benefits is part of the wearable market.

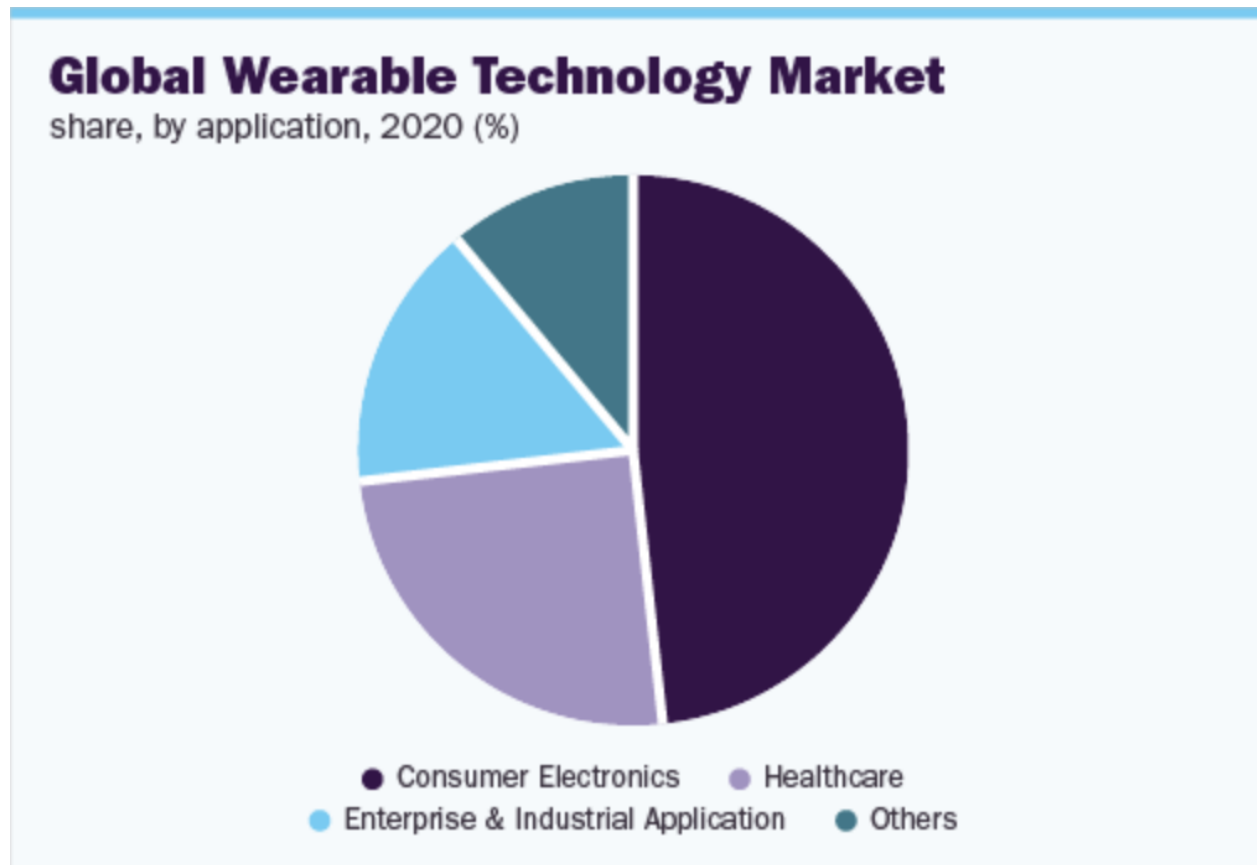
The use of wearables in everyday life has been noticed as a rising trend since 2018, mostly due to the emergence of MEMS sensors that have enabled these smart accessories to track fitness activity while being worn on any part of the body (Mordor Intelligence, 2020).

In the same study, Mordor Intelligence analysed that the market was valued at USD 27.91 billion in 2020 and forecasted to reach USD 74.03 billion by 2026, as highlighted from this visual below next to the key players:



Despite a slowing down in production due to the COVID-19 pandemic in 2020, the wearable market actually ended up growing even stronger because of the current health awareness and concern of individuals, thus placing its value at USD 40.65 billion (Grand View Research, 2021).

The chart below shows the market divided by the product application, with consumer electronics (meaning fitness, sports, sleep/health tracking) occupying the largest share and then being followed by healthcare applications:



When I went to look into the healthcare applications, I mostly found products aimed at monitoring the health and safety of elder people or children; their designs are bulkier and less stylish than the regular Fitbit or Oura ring, but arguably their use is far more important.

This, coupled with answers from my questionnaire, revealed a clear gap in the market.

The full results from my own primary research are attached in the appendix, but what is worth noting at this stage is that I was first trying to establish whether people felt safe walking alone at night after attending live music, or any other form of entertainment, and then whether they would be interested in a smart ring that would allow them to at least share their location and send out an alert with selected contacts in order to feel safer. 80% of the questionnaire answers were in favour of this product, even including the people that stated they felt safe when walking on their own.

2. Naming

Aside from fun, self-initiated design projects, this was the first time that I had to come up with a name for a business. In those previous occasions, I was never too concerned or precious with the chosen name as I was not looking to establish a potential commercial venture, however this time I was fully aware that it is commonly believed that the right name can make or break a brand from the beginning (Beirut, 2021), which made the whole process a lot more daunting. Admittedly, there are a lot of guides and tips on how to find the perfect name online, however, as I noticed that this particular step was biting into way more time than I had originally accounted for, I remembered a lesson from my Music Management module back in my bachelor's degree. My former tutor, Milan Todorovic, was talking about how sometimes bands get so precious and hang up on the "perfect band name" that then they forget all way more important things that they should focus on. Particularly, I remember Mr Todorovic saying that the band Red Hot Chili Peppers had a long, non-genre specific, non-catchy name, yet that never held them back from becoming successful, and while this is probably going against the design industry's modus operandi, I decided to follow my instincts and go with what spoke to me personally.

From the beginning, I knew I wanted the name to convey a sense of empowerment, but I didn't want the name to be too transparent as to what the ring features are for safety reasons (which I will discuss later on), so I turned to mythology for inspiration I stumbled across the myth of the Goddess NYX, literally translated as the goddess of night, who was a primordial figure who emerged at the beginning of time, said to be so powerful that even Zeus never dared questioning her (Theoi Project, 2000). To avoid confusion with the already well-known make-up brand called "NYX Cosmetics" and to make it more pertinent with my own heritage, I opted for the Roman name "Nox".

I found that this name was short and memorable, thus still ticking off some of the basic naming principles (Wheeler, 2018), and also gender-neutral, which was a pivotal criterion for me in order to convey inclusiveness as part of the branding strategy.

3. Strategy & Brand Values

Building a brand strategy without an existing business strategy to use a general guideline was something entirely new for me and made me discover that the two are not completely different from each other, the main point of difference is who is going to use the strategy once it's been defined.

According to Heubert, a business strategy provides an organisation with a specific plan of action to achieve its vision and goals as well as guides the decision-making processes to ensure the company's financial stability in the market (2021). When looking at the main pillars that constitute the backbone of a brand strategy, Mumaw (2018) divides them as follows:

- Value Proposition (what does a brand do)
- Customer Definition (who does it do it for)

- Competitive Landscape (USP to stand out against competition)
- Values Guide (tone of voice, personality).

In both cases, I could see that the first step was to identify the brand's vision in order to establish its values and ethos.

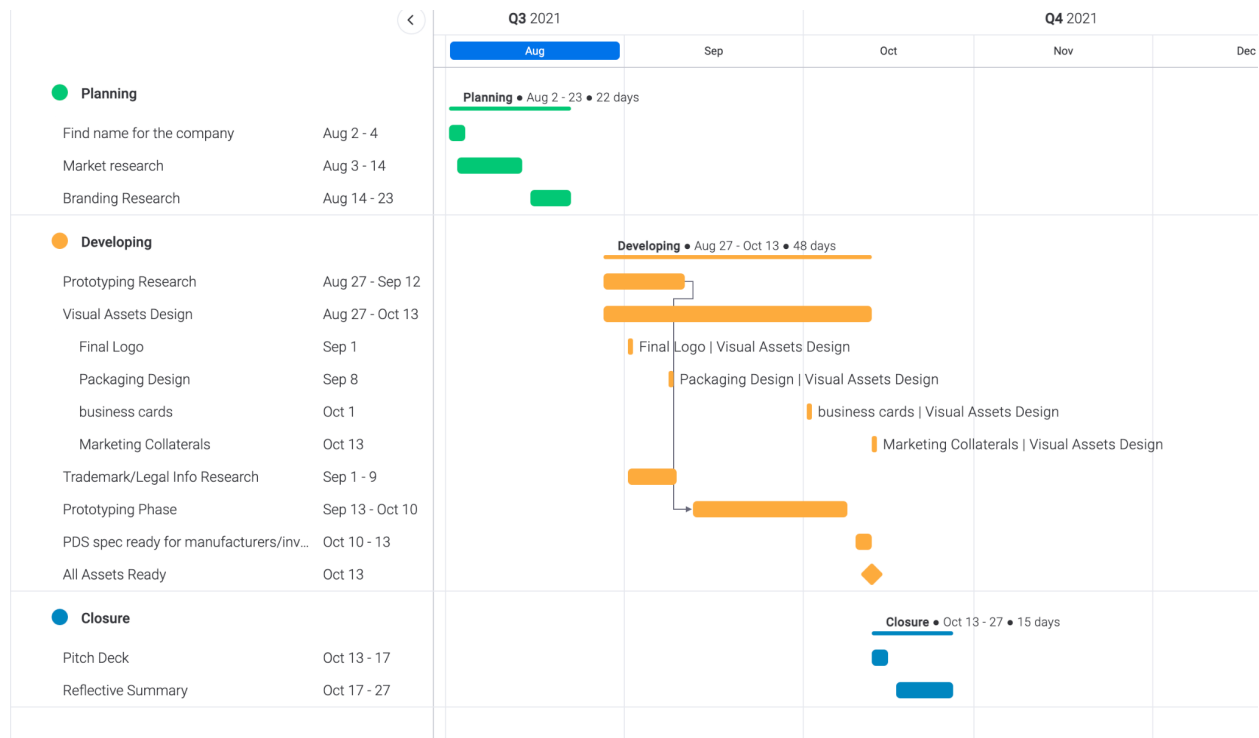
Project Planning and Budget

I started this project with a clear view of how I was going to manage the workload and create a realistic timeline. I decided to trial the online service Monday.com to try and automate as much as possible of the project admin and because of the easiness with which I could create dependency links between tasks, as well as establish a tasks hierarchy, so following this the same principle of the Critical Path Analysis (Cohen, 2019), while also being able to switch to different views such as Gantt Chart, Timeline, Project Status etc, without having to input the data in again, thus making it easier to keep track of my selected milestones and overall progress. Regardless of the chosen visualisation method, the best way to adhere to a project's estimated timeline is to set milestones (Clarizen, 2017). When it came to identifying the key milestones related to this project, I initially found it hard to select the completion of a specific task over another as a milestone, because in my head they were all equally important if I were to finish this project by the standard that I was envisioning for myself. As I set to do some more research just about understanding how to identify milestones, I came across an article from Westland explaining how milestones highlight critical steps that need to be achieved before being able to move to the next phase of the project (2021). Seeing it from this angle, I used my project subdivisions view, which highlights the CPA to identify crucial dependable links between the project's phases, and then set my milestones according to the existing subdivisions.

On the grounds that each project is different from another in scope and workload volume, I could not find any guidelines suggesting how many milestones I should aim to set for any given assignment. However, a general rule is that it is better to refrain from setting too many milestones and just focus on the pivotal moments, as well as ensuring that these milestones are set for a specific date, rather than a range of dates (Andersen, 2006). So I selected three key milestones for this project:

- 1) Branding Brief Creation - I deemed this important as it would allow me to follow a clear path and narrow my research scope;
- 2) Creating a Working Prototype - essential to really push me out of my comfort zone in terms of learning objectives, but also crucial when selling the idea to potential investors;
- 3) Completing Element 2a, 2b and 3 by the 25th of October - necessary in order to finish my creative project.

This is an overview of my estimated timeline at the start:



Whilst, at the time I felt genuinely confident that I would have no problems meeting my milestones on time and staying on track, I am now able to see how this timeline was overly optimistic and where I went wrong when creating it.

Back in August, before creating the timeline, I drafted a risk analysis as part of the initial project management. In the analysis, I've identified the potential risks that would hinder my progress and assessed their impact on the project (Bridges, 2021). To do so, I have used a risk matrix as it is one of the most common and efficient ways to instantly visualise both the likelihood of something happening and the magnitude of its potential impact. Being able to easily see these two factors at once, will thus enable you to direct your attention accordingly in order to minimise the risk (Lavanya and Malarvizhi, 2008). By using this matrix, I successfully identified that my main areas of concern would have been health-related problems, such as an adverse reaction from my second vaccine and stress. To mitigate these issues, I had allocated some extra "padding time" in my project timeline as well as decided to print my Gantt Chart and have it on the wall above my desk, so that I could be reminded of where I was with my project and what needed to happen next on a daily basis. Looking back at this now, I feel that I could have put more thought into identifying what could have gone wrong, but also in finding more solutions on how to manage stress. I have realised that I hadn't fully created a contingency plan for every risk that I had identified, rather I had just focused on the ones that were deemed to be more likely to happen and had a bigger impact. For my next project, I will make sure to work on contingency plans based on the impact that those issues might have, rather than focusing only on their probability to happen.

Furthermore, taking all of this into consideration, if I were to do this again I would change my approach to milestones too. First off, I believe that I should have selected more milestones, probably 4 or 5. I realised that my second milestone was the most daunting because I was not actually sure that I was going to be able to achieve what I set out for myself. While I believe that it was a great strategy to trick me into not taking the easy and comfortable way out, I also feel that I should have added another milestone between the first and the second one, perhaps one that did not feel as menacing as creating a working prototype, but rather something like “completing the first 3 initial branding concepts”. I think that doing so could have helped me feel more motivated and also accomplished by my own progression, which in turn, would have probably helped me with mitigating some of the stress due to external factors.

Unfortunately, my optimistic approach to time management seems to have bled into my approach to budgeting as well. I had correctly identified the prototyping phase as the lengthier and more costly one and I thought I would spend roughly £44 for the simpler, less compelling prototype option or £50 for the more compelling one. Given that the price difference was not substantial enough, I had decided early on to challenge myself and opt for the second option, which required coding and hardware set up, so using skills that were not in my toolbox, in order to learn something new and also have a more interesting artefact for my presentation.

What I did not realise at the time was that my Arduino Sensor Kit was not the right tool for this route, so I had to buy a much more powerful kit, which because of the quality and because of Brexit was way more expensive than a basic one, as well as buttons and cables.

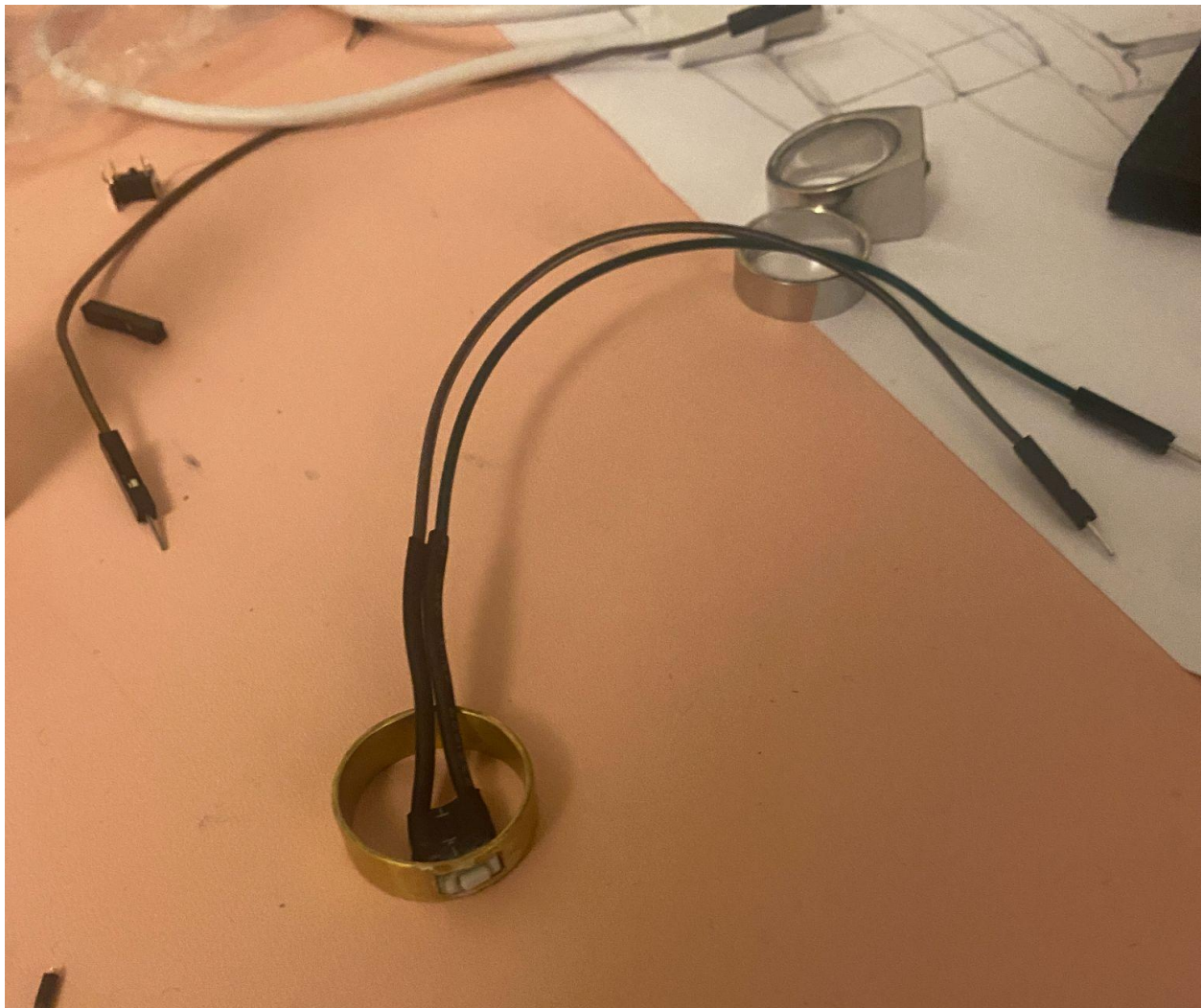
In total, I ended up spending £118, so more than double the estimated amount. While I am happy with my prototype and with this choice, I still flagged this as an area that needs attention and improvement. On this occasion, it worked out because this is a personal project and I was financing this myself, however, I am aware that if I were to quote a client for a certain figure and then end up spending double that amount, I would either make no profit or have a very unhappy client. In order to avoid that in the future, I have decided to pay closer attention to my budgeting, especially when I might be buying some tools or equipment internationally.

Prototyping

As I had previously envisioned, prototyping was the most difficult task of this assignment and it ended up taking the biggest share of my time. Generally, prototyping is a practice used to generate new ideas, break down complex interactions in order to understand and learn more about the processes, document the design intent, or study and test how users interact with the product (Elliott, 2016). In my case, I wanted to create a working prototype to showcase one of the main features of the ring: the phone alert notification triggered by a button. When talking to my peers about it, they raised the concern that perhaps I was creating an unnecessary complication for myself as I could easily just explain the idea verbally or perhaps just showcase a small GPS tracking device, such as the AirTag created by Apple, and use that to demonstrate that there is a similar technology already out there and thus the project can be executed in real life. While I shared the same concerns, especially because I was not confident in my own skills,

I decided to still go ahead and really immerse myself in this project to try and absorb as much information as possible.

There are a few important things to keep in mind in regards to prototyping. First of all, a prototype should not be built in the same way as the final manufactured product, especially not the first one, as its use is to learn more about the product itself and, for this reason, it should be relatively cheap and fast, to begin with. Following this thought, normally prototypes are divided into “looks-like” and “works-like” categories, depending on the need that they have to satisfy (Hallgrimsson, 2020). My prototype, as shown below, was a bit of a hybrid between the two as it showed how the ring should look-like externally and it showed the main function, but neither the material nor the technology I used for it are the same as what the finished product should be.



To realise this prototype, I have used an Arduino board. Arduino is an open-source electronics platform, consisting of both softwares and boards with sensors and outputs, that is often used by design students to create prototypes.

I was introduced to Arduino during the Design Hack module in term two and, despite being completely new to coding, I found that the process was relatively straightforward and that the community behind Arduino was so supportive and helpful. For these reasons, I decided to use it for my prototype and as an excuse to get a bit more acquainted with the coding world.

The first problem that I encountered was the realisation that the board that I owned, The Arduino Sensor Kit, was not compatible with my project. Because of my lack of knowledge in anything electronic and hardware related, which far outweighs my lack of coding know-how, I did not realise this until much later in my project. While the Sensor Kit is a great starting point, it doesn't allow for data transmission and so could not be programmed to send messages to my phone. This meant that I had to buy a new board, something that I had not accounted for in my budget, nor my timeline and, thanks to Brexit, both the shipping price and the delivery time set me back a fair amount. When my Arduino MKR GSM 1400 arrived, I soon realised that it was way more powerful, but also way more complicated than my Arduino Sensor Kit. I spent roughly 5 days just trying to learn about the board by looking for similar projects that I could take apart on the internet as well as by trying to ask the community for help. Unfortunately, I did not find the community as helpful as I thought it would be. However, after a total of 10 days spent focusing solely on this, I managed to write the code that I needed and my prototype was finally working. This was by far the most stressful part of the project, but it was also the most rewarding. If I could do anything differently, it would be to check the compatibility of my board right at the start, for the rest, I wouldn't change a thing. Experiencing this feeling of inadequacy towards the task, coupled with the lack of help from external resources, spurred me to dig deeper until I solved the problem myself. This showed me a new level of grit that I didn't know I had, it also boosted my confidence in my own abilities, which will undoubtedly help me when tackling future problems in my career.

Nonetheless, the unaccounted for time and resources that I spent learning how to use and code this new board, meant that I could not present my prototype to the visual standard that I originally set for myself. While I don't see this as taking anything away from reaching my milestone, I still wanted to reflect on it because if this were a client job, I would have presented something slightly below the quality that I had originally promised, just because I wasn't as thorough as I should have been when researching my tools. So, as well as gaining a new level of confidence in my skills and my own learning speed, I have also realised that I need to pay greater attention to all the variables that a project depends on.

Conclusion

The final project for this MA course was the most difficult and time-consuming, as I had expected initially. As with everything that requires such a breadth of work, I find it hard to deem it wholly successful or unsuccessful, so I decided to refer back to my Personal Development Plan to identify where I met my expectation and where I have fallen short. My first two goals were to grow my portfolio and create a prototype to show to investors, and I feel like I have achieved both of them in a satisfactory manner. I also looked at both soft and hard skills that I

wanted to improve on by the end of this project. A big area that I wanted to focus on was to improve my presentation/public speaking skills, particularly in managing my own nerves before presenting as well as trying to figure out what my style of presenting is in order to appear as engaging as possible. I watched several videos and read articles on how to get more confident with public speaking and I found the same advice and techniques that I had heard and tried before. So, I decided to do the complete opposite. I didn't write a script, I didn't have any prompts and I only allowed myself to practice the full presentation twice on the day. I found that this worked for me as I had never felt calmer and more "in the moment" before, which naturally allowed me to engage more with the audience. The other soft skill that I wanted to work on was my ability to embrace things out of my comfort zone. Particularly because I often struggle with imposter syndrome, I felt that proving to myself that I could create a working prototype was an important step in being more confident and embracing more challenges. In terms of hard skills, I wanted to work on my 3D modelling, so that I could add basic 3D sketching to my portfolio. I felt like I have achieved this way beyond my initial expectation. The part that surprisingly let me down was my time management. Albeit affected by a series of extremely unfortunate external factors, which happened in close proximity, I have always prided myself in meeting all of my deadlines, so despite the unforeseen challenges that lead me to not complete this project by its original due date, I still see this side as the unsuccessful part of the task.

Overall, this project pushed me to use every single technical skill that we have learned throughout the year, from video editing and animation to 3D modelling and coding as well as incorporate methodologies and practices from the design philosophy module and the business one. I feel that if I were to approach this exactly a year ago, before starting this course, I would not be able to even know where to start, so it feels like a satisfactory finalisation of this academic journey.

APPENDIX A

Which gender do you identify most with?	What's your age group?	Generally speaking, do you feel safe?	If you answered no/somewhat safe - what measures do you use to make you feel safer?(Call a friend, share location, get Uber instead of public transport etc.) List all below	Let your friends/family/authorities know that you might be in danger and your location	Scare your potential attacker.	Create a distraction.	If you could buy cool looking jewellery that could also help you if you're in danger, would you?	If yes, what's the most you'd spend on it?	How would you want the device to help?	Is it important to you that this piece of jewellery comes with interchangeable parts so that it can easily match what you are wearing?
Female	18-24	No	Message or call a friend, share location		5	0	4 Yes	£150-£250	Send alert to the authorities	No
Female	35-44	No	Uber		5	3	3 Yes	£50-£150	Send alert to the authorities	No
Female	25-34	No	Walk fast		5	5	5 Yes	£50-£150	Send alert to the authorities	Yes
Female	35-44	No	Take cab but ideally don't walk alone at night in London		5	2	2 Yes	£50-£150	Alert authorities and alarm sound	Not sure
Female	25-34	No	Taxis, share location, WalkSafe app, carry a personal alarm and carry keys in hand with it		5	5	5 Yes	£150-£250	Self defence	No
Female	35-44	No	Uber		5	3	4 Yes	£150-£250	Make a really loud sound	No
Female	25-34	No	Use headphones, have a friend available to call, stay in well populated zones		5	3	5 Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	No	Call a friend, share location		5	3	1 Yes	£150-£250	Send alert to selected emergency contacts	No
Female	25-34	No	It depends where I am, if it's well lit I feel safer, if not I do		5	0	3 Yes	£50-£150	All of the above	Yes
Female	25-34	No	Let my friends/partner know I'm heading back. Call an Uber		5	3	2 Yes	£50-£150	Send alert to the authorities	No
Female	35-44	Somewhat safe	Call a friend		1	3	4 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Female	25-34	Somewhat safe	Uber, share location, avoid certain areas		4	4	4 Yes	£50-£150	Make a really loud sound	Yes
Female	35-44	Somewhat safe	I tend to drive places		5	3	3 Yes	£50-£150	Send alert to the authorities	Yes
Female	18-24	Somewhat safe	Uber and other ride hailing apps, share my location with friends		5	1	4 Yes	£50-£150	Both alert authorities & make a really loud sound	Yes
Female	25-34	Somewhat safe	Call a friend/family member		5	1	3 Yes	£150-£250	Send alert to selected emergency contacts	No
Female	45-54	Somewhat safe	Hold keys in my hand, keep valuables out of sight, no headphones		4	5	4 Yes	£50-£150	Send alert to the authorities	Not sure
Female	25-34	Yes	NA		3	4	4 No	£50-£150	Make a really loud sound	Not sure
Female	25-34	Yes	-		5	3	3 Yes	£50-£150	Send alert to the authorities	No
Female	25-34	Yes	I usually feel safe but if I needed the take some measures		5	2	2 Yes	£50-£150	Send alert to the authorities	No
Female	35-44	Somewhat safe	Share location		5	4	4 Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	Somewhat safe	Tell friends where I am		4	1	3 Yes	£50-£150	Make a really loud sound	Yes
Female	25-34	Somewhat safe	hold my keys in my hand, not using earphones		1	1	1 No			Not sure
Female	45-54	No	Put valuables in a pocket instead of my handbag, hold my phone		5	5	5 No			
Female	35-44	Yes	N/a		3	5	4 Yes	£50-£150	Send alert to the authorities	Not sure
Female	25-34	No	I let my mum know I'm on route home		5	1	2 Yes	£50-£150	Send alert to the authorities	No
Female	25-34	No	Call a friend, share location, carry keys in hand, keep to the side of the road		5	3	2 Yes	£50-£150	Stabby sharp bits	Not sure
Female	35-44	Somewhat safe	Get Uber		5	3	5 Yes	£50-£150	Make a really loud sound	Not sure
Female	18-24	Somewhat safe	Stay walking in the light, always texting my parents about my location		5	3	3 Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	Somewhat safe	Uber		4	2	4 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Female	18-24	No	All of the above		5	0	4 Yes	£50-£150	Send alert to the authorities	No
Female	25-34	Somewhat safe	Call a friend		5	3	4 Yes	£50-£150	Send alert to selected emergency contacts	Not sure
Female	25-34	Yes	Take a detour via a safer road		4	1	2 No		Make a really loud sound	Not sure
Female	18-24	No	Get an Uber home, call a friend		4	5	5 Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	No	Call or text a friend		5	4	5 Yes	£50-£150	Send alert to the authorities	Yes
Female	25-34	No	I call my friends, dad, brother or boyfriend							
Female	25-34	Somewhat safe	Always tell someone where I AM be what time the gig is		5	1	1 Yes	£50-£150	Send alert to the authorities	Yes
Female	25-34	Somewhat safe	Try to get a taxi		4	5	5 Yes	£50-£150	Send alert to the authorities	Not sure
Female	25-34	Somewhat safe	I always text my wife to let her know I'm leaving somewhere							
Female	25-34	Somewhat safe	I do favour Uber but not always for safety sometimes for convenience							
Female	35-44	Somewhat safe	I'm scared if the sat nav only take well lit routes anyway take a friend		5	0	5 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Female	25-34	No	Uber and share location		4	4	4 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Female	25-34	No	Uber and share location		4	4	4 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Female	25-34	No	Travel in groups. Use public roads		5	1	2 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Female	25-34	No	Take a Uber or call a friend		5	4	5 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Male	25-34	Somewhat safe	Get an Uber, walk fast and listen to music, call a friend		4	2	4 No	-	Make a really loud sound	Yes
Male	18-24	Somewhat safe	Uber, or stay with friends as long as possible		5	5	4 Yes	£300+	Send alert to the authorities	Not sure
Male	25-34	Somewhat safe	Walk fast		0	0	0 Yes	£50-£150	Kill attacker	Yes
Male	35-44	Somewhat safe	Be more aware of my surroundings, choose bigger than me		5	0	3 No	-		
Male	25-34	Somewhat safe	Call a friend or take a Lyft/Uber.		5	3	3 Yes	£50-£150	Send alert to selected emergency contacts	No
Male	35-44	Yes	Carry a knife		0	0	0 Yes	£50-£150	Make a really loud sound	No
Male	25-34	Yes	City mapper share location.		5	0	3 No	-	Make a really loud sound	Yes
Male	18-24	Yes	Get Uber as it's late		4	1	1 No	-	Make a really loud sound	Yes
Male	45-54	Yes, Somewhat safe	Loud noise		4	1	4 Yes	£150-£250	GPS live tracker	Not sure
Male	25-34	No	Aware of what's going on around me		3	1	1 Yes	£50-£150	Send alert to the authorities	No
Male	35-44	Yes	N/A		5	4	3 Yes	£50-£150	Send alert to the authorities	Not sure
Male	25-34	Somewhat safe	Call a friend		5	3	3 Yes	£50-£150	Send alert to selected emergency contacts	Yes
Male	45-54	Somewhat safe	Park car close to gig, take friend		4	3	3 Yes	£50-£150	Make a really loud sound	Not sure
Male	35-44	Somewhat safe	Headphones and make eye contact with nobody.		1	4	2 Yes	£50-£150	Something I can defend myself with	No
Male	25-34	Yes	Share location		5	3	2 No		Send alert to selected emergency contacts	Not sure
Male	25-34	Yes	Share location		5	3	2 No		Send alert to selected emergency contacts	Not sure
Male	35-44	Somewhat safe	Viable roads.		3	5	0 No			Not sure
Male	45-54	Somewhat safe	Uber		3	2	5 No			
Female	25-34	Somewhat safe	I will use an uber. I have also adopted a method of pace		5	4	0 Yes	£50-£150	Send alert to the authorities	Yes
Female	25-34	Somewhat safe	Call a friend or family, get an Uber		5	0	0 Yes	£50-£150	Make a really loud sound	No
Male	25-34	Yes	No		4	3	0 No		Make a really loud sound	No
Male	25-34	Yes	None		5	5	5 Yes	£300+	Make a really loud sound	Yes
Male	45-54	Somewhat safe	Stay in public areas and be aware		3	3	4 Yes	£50-£150	Flash a light that can turn on	No
Female	25-34	Somewhat safe	Letting someone know that I have left or calling someone		5	0	2 Yes	£50-£150	Send alert to the authorities	Yes
Female	25-34	Somewhat safe	Avoid walking through park		2	1	2 Yes	£50-£150	Make a really loud sound	Not sure
Non-binary	18-24	Somewhat safe	Usually feel safe on public transport but will uber if I don't		4	0	4 Yes	£50-£150	Make a really loud sound	Yes
Female	25-34	Somewhat safe	Call someone and share location with a friend		5	1	3 Yes	£50-£150	Send alert to selected emergency contacts	Not sure
Male	25-34	Yes	N/A		5	5	5 Yes	£50-£150	Make a really loud sound	Not sure
Female	25-34	Somewhat safe	uber / share location		5	2	3 Yes	£50-£150	Make a really loud sound	Yes
Male	25-34	Somewhat safe	I don't really do anything. I simply try to keep my wits about me		5	1	3 Yes	£150-£250	Send alert to the authorities	Not sure
Female	25-34	Somewhat safe	Cycle, call my partner if I don't feel safe		5	0	3 No			No

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