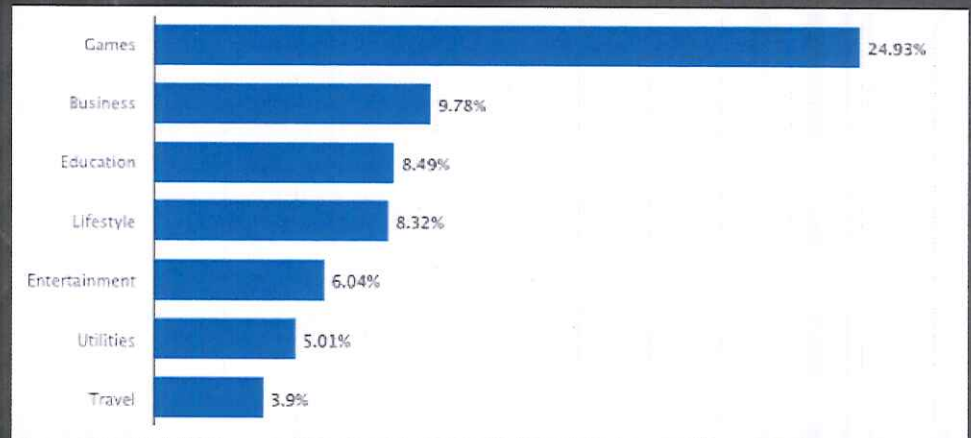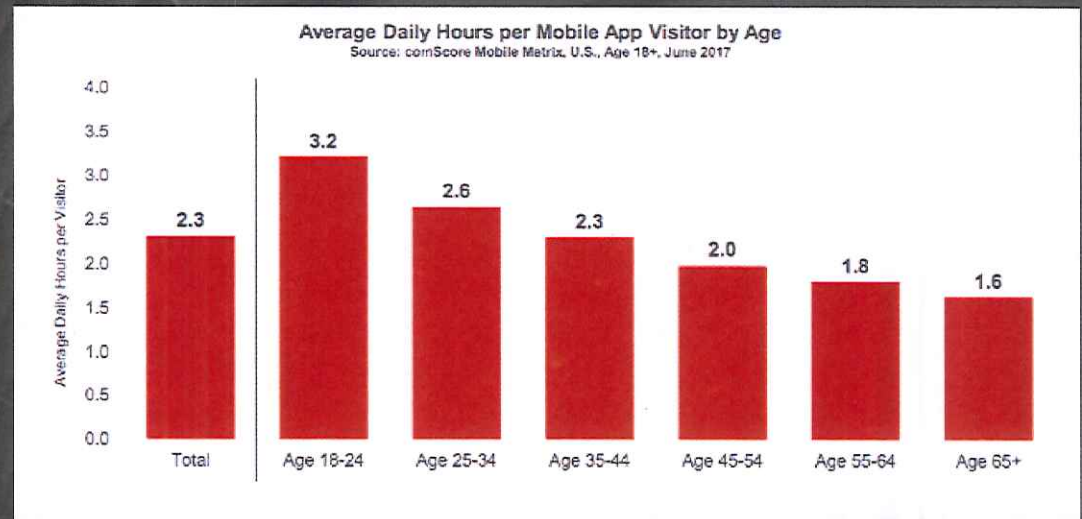# ANTI-BULLYING APP FOR YOUTH

SafeZo anti-bullying app

NEARLY 25 PERCENT OF ALL MOBILE APPS ARE GAME APPS—2.5 TIMES THE NUMBER OF BUSINESS APPS (STATISTA)

Of all the mobile apps in the Apple App Store, the most popular category for developers is gaming apps. Nearly 25 percent of all mobile apps fall into the games category. That's 2.5 times more apps than the second-highest category (business) and 4 times more than entertainment, the fifth highest.

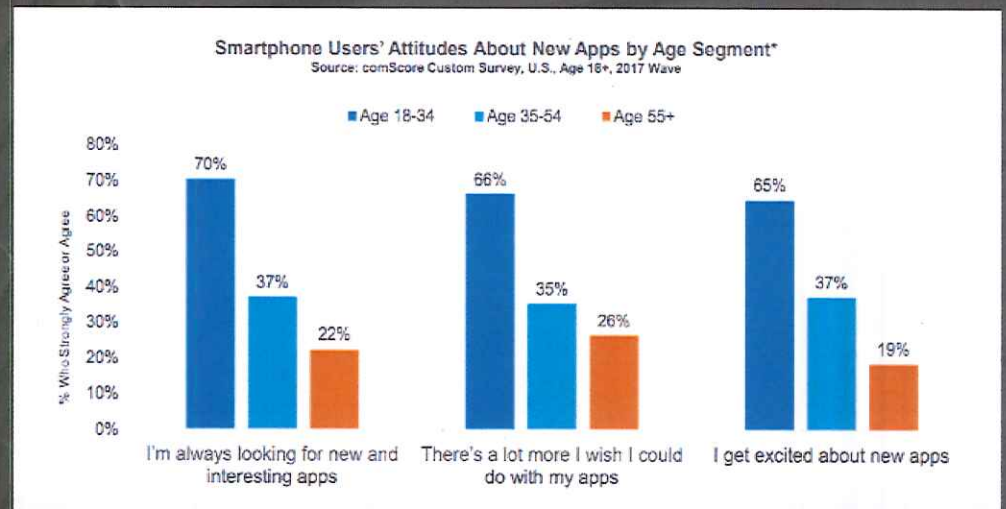| Category	Percent
Games	24.93%
Business	9.78%
Education	8.49%
Lifestyle	8.32%
Entertainment	6.04%
Utilities	5.01%
Travel	3.9%

YOUNGER SMARTPHONE USERS SPEND THE MOST TIME ON MOBILE APPS. (COMSCORE)

The younger demographics are spending more hours using mobile apps than the older demos. The average 18- to 24-year-old spends more than three hours a day using the mobile apps on their phone while people 55 and older spend less than two hours.

Average Daily Hours per Mobile App Visitor by Age
Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

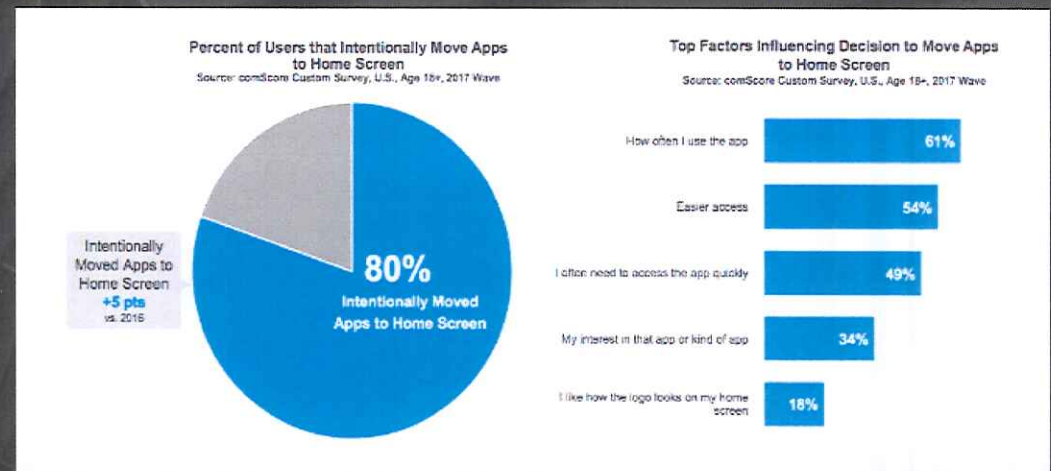| Category	Hours
Total	2.3
Age 18-24	3.2
Age 25-34	2.6
Age 35-44	2.3
Age 45-54	2.0
Age 55-64	1.8
Age 65+	1.6

MILLENNIALS ARE THREE TIMES MORE LIKELY TO BE EXCITED ABOUT NEW MOBILE APPS AND FEATURES THAN OLDER USERS. (COMSCORE)

More than 2 out of 3 millennials say they're always looking for new apps and wish they could do more with the apps they already have. In contrast, roughly 3/4 of mobile users 55 and older are not looking for new apps and seem to be satisfied with the functionality of the apps they have.

Smartphone Users' Attitudes About New Apps by Age Segment*
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

■ Age 18-34   ■ Age 35-54   ■ Age 55+

% Who Strongly Agree or Agree

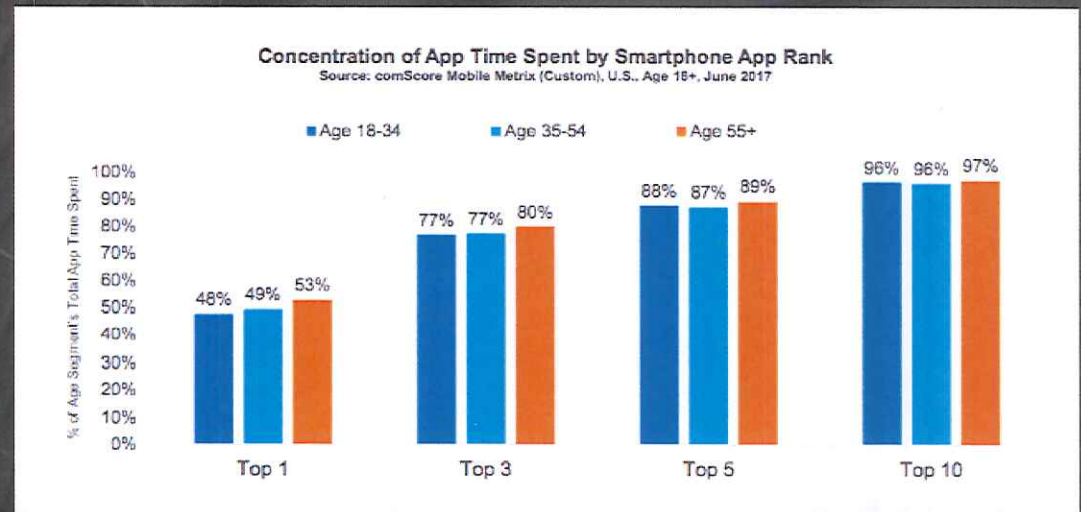|	I'm always looking for new and interesting apps	There's a lot more I wish I could do with my apps	I get excited about new apps
Age 18-34	70%	66%	65%
Age 35-54	37%	35%	37%
Age 55+	22%	26%	19%

MORE THAN 50 PERCENT OF ALL SMARTPHONE USERS MOVE MOBILE APPS TO THE HOME SCREEN FOR EASY ACCESS. (COMSCORE)

In 2017, 80 percent of smartphone users said they had intentionally moved mobile apps to the home screen of their device. When asked why, 61 percent said it was because they use the app a lot, 54 percent said it was for easier access, and 49 percent said they often need to access the app quickly and don't want to swipe through pages and folders. On top of the answers about easy access, 18 percent of users said they moved an app to their home screen purely because of how the logo looked—further demonstrating the importance of color theory in mobile app icon design.

Percent of Users that Intentionally Move Apps to Home Screen
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

Intentionally Moved Apps to Home Screen
+5 pts
vs. 2016

80%
Intentionally Moved Apps to Home Screen

Top Factors Influencing Decision to Move Apps to Home Screen
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

Factor	Percent
How often I use the app	61%
Easier access	54%
I often need to access the app quickly	49%
My interest in that app or kind of app	34%
I like how the logo looks on my home screen	18%

SMARTPHONE USERS SPEND 50 PERCENT OF THEIR TIME IN ONE APP & 97 PERCENT IN THEIR TOP 10 APPS. (COMSCORE)

As the time spent in mobile apps is increasing, the number of apps that smartphone users are actually opening and using is holding steady. In 2017, smartphone users were spending roughly 50 percent of their app usage time in a single app, and virtually all their app usage time in their top 10 apps.

Concentration of App Time Spent by Smartphone App Rank
Source: comScore Mobile Metrix (Custom), U.S., Age 18+, June 2017

Legend: ■ Age 18-34 ■ Age 35-54 ■ Age 55+

% of Age Segment's Total App Time Spent

	Age 18-34	Age 35-54	Age 55+
Top 1	48%	49%	53%
Top 3	77%	77%	80%
Top 5	88%	87%	89%
Top 10	96%	96%	97%

NEARLY 40 PERCENT OF ALL SMARTPHONE USERS SAY SOCIAL MEDIA APPS ARE THEIR MOST FREQUENTLY USED. (THE MANIFEST)

According to research from The Manifest, 39 percent of all smartphone users listed social media apps as their most frequently used, followed by communication apps and gaming apps at 10 percent apiece. In other words, roughly 50 percent of smartphone owners use their mobile devices first and foremost to connect with friends and family.

MOBILE APPS USED MOST FREQUENTLY

Social media apps
39%

Gaming apps
10%

Communication/messaging apps
10%

Retail apps
7%

Not all answer choices shown
Percent of total respondents, N=511 smartphone owners who use at least 3 apps daily
Source: The Manifest 2018 Consumer App Survey

THE MANIFEST

76 PERCENT OF MILLENNIALS SAY THEIR PHONE IS USELESS WITHOUT MOBILE APPS & 74 PERCENT OPEN AN APP WHEN BORED. (COMSCORE)

Millennials have become reliant not just on their mobile phones generally, but on the apps they've downloaded to their phones: 76 percent of millennials said their smartphones would be useless to them without mobile apps, and 74 percent said the instant they feel bored, they open an app on their phone. In addition, 63 percent of millennials say they click on new notifications right away.

Smartphone Users' Attitudes About the Importance of Apps by Age Segment*
Source: Custom Survey, U.S., Age 18+, 2017 Wave

■ Age 18-34   ■ Age 35-54   ■ Age 55+

% Who Strongly Agree or Agree

	Age 18-34	Age 35-54	Age 55+
My smartphone would be useless to me without apps	76%	51%	39%
The instant I feel bored, I get an urge to pull out my phone and open an app	74%	49%	26%
When I see a notification for one of my apps, I have to check it immediately	63%	36%	26%

INTRODUCING

SafeZo

SAFEZO

SafeZo, is designed to provide its users a wide variety of fast access to safety and entertainment. A youth friendly app to provide security options for its users.

SAFEZO

Hotline button feature:
- ❖ One touch dialing
- ❖ Designated call number

SAFEZO

Home screen features:
- Hotline
- Active Shooter Hotline
- My Location
- No Bullying Zone
- The Watch Dog
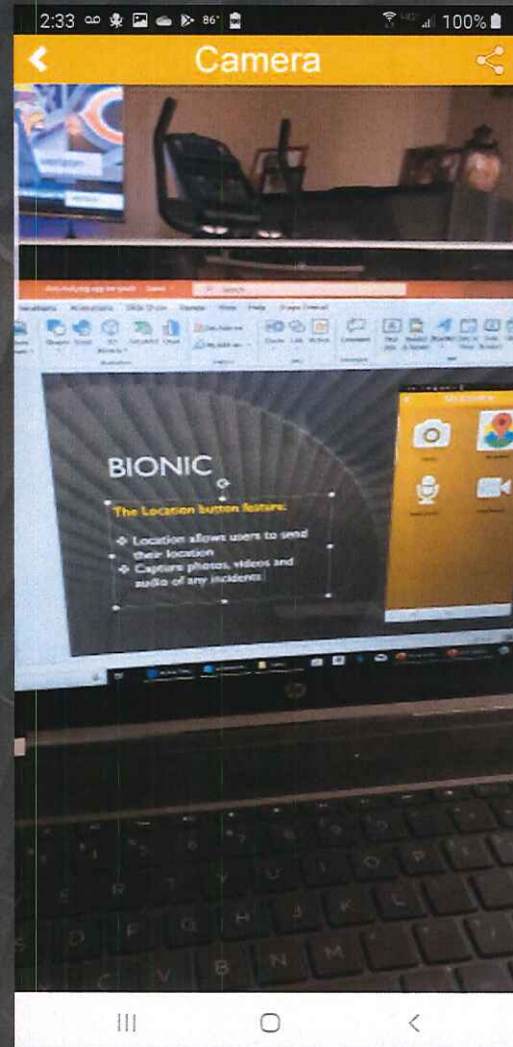- Human Trafficking Hotline

SAFEZO

In App Social Network:

❖ SafeZo has its own Social Network. Login is required to protect users. Users can be blocked, and a moderator can be assigned to the network
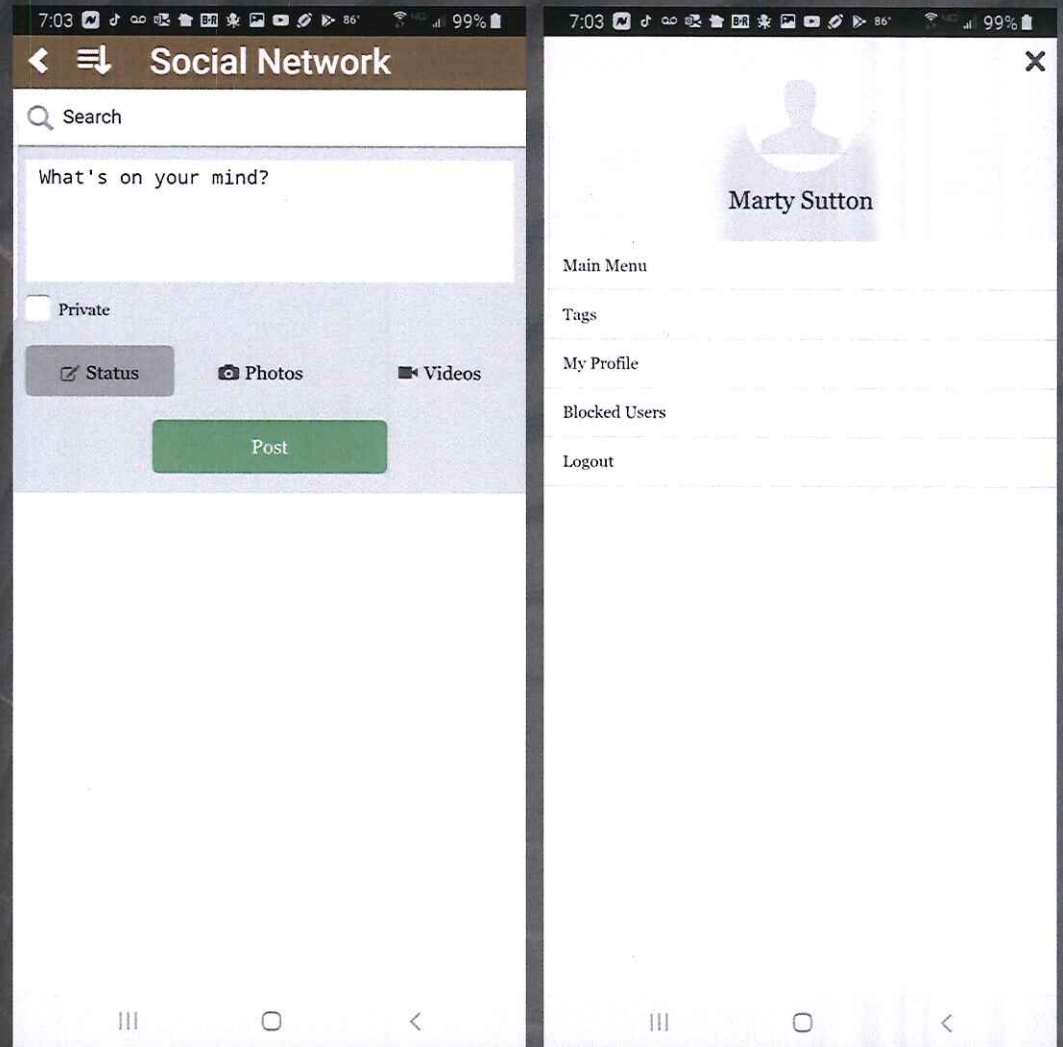
SAFEZO

The Social feature:

❖ The media functions in the location feature allow users to share images, video or audio in the event of an emergency situation

Complete action using

Outlook	Messages	Add to Maps	Facebook
Set As Profile Pict...	Your Story	ProtonMail	Nextdoor

Just once   Always
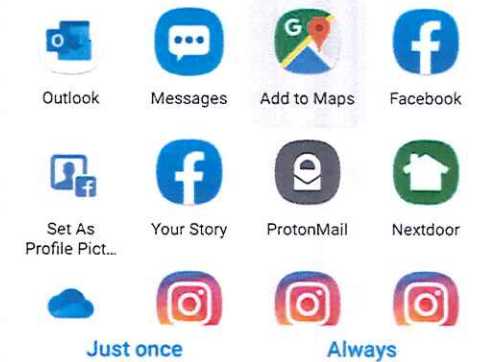
SAFEZO

In App SpotCrime:

❖ SpotCrime allows users to search up to date crime in surrounding areas. This function can increase awareness to and from school
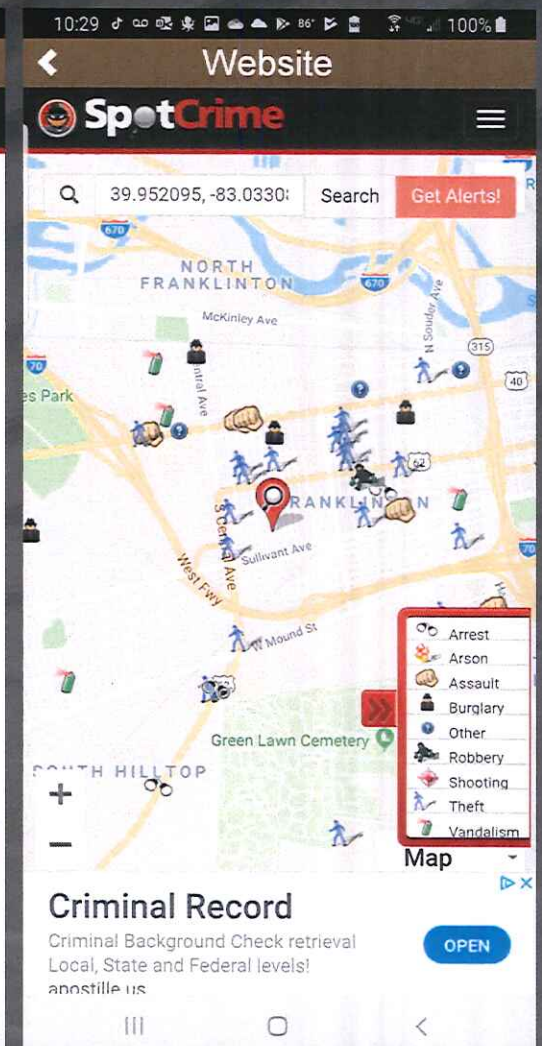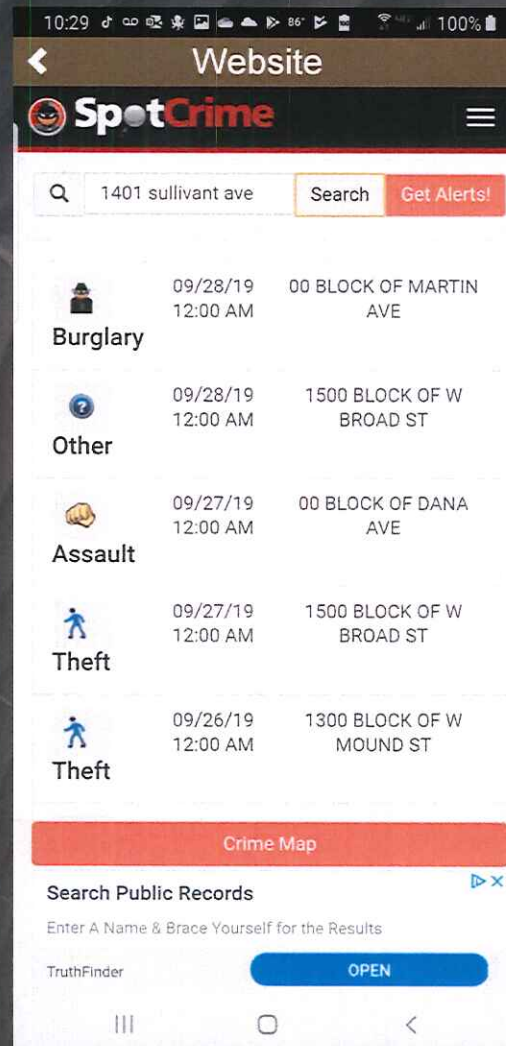
SAFEZO

The Addition safety hotlines:

❖ All of the hotlines are one touch for direct and immediate connection
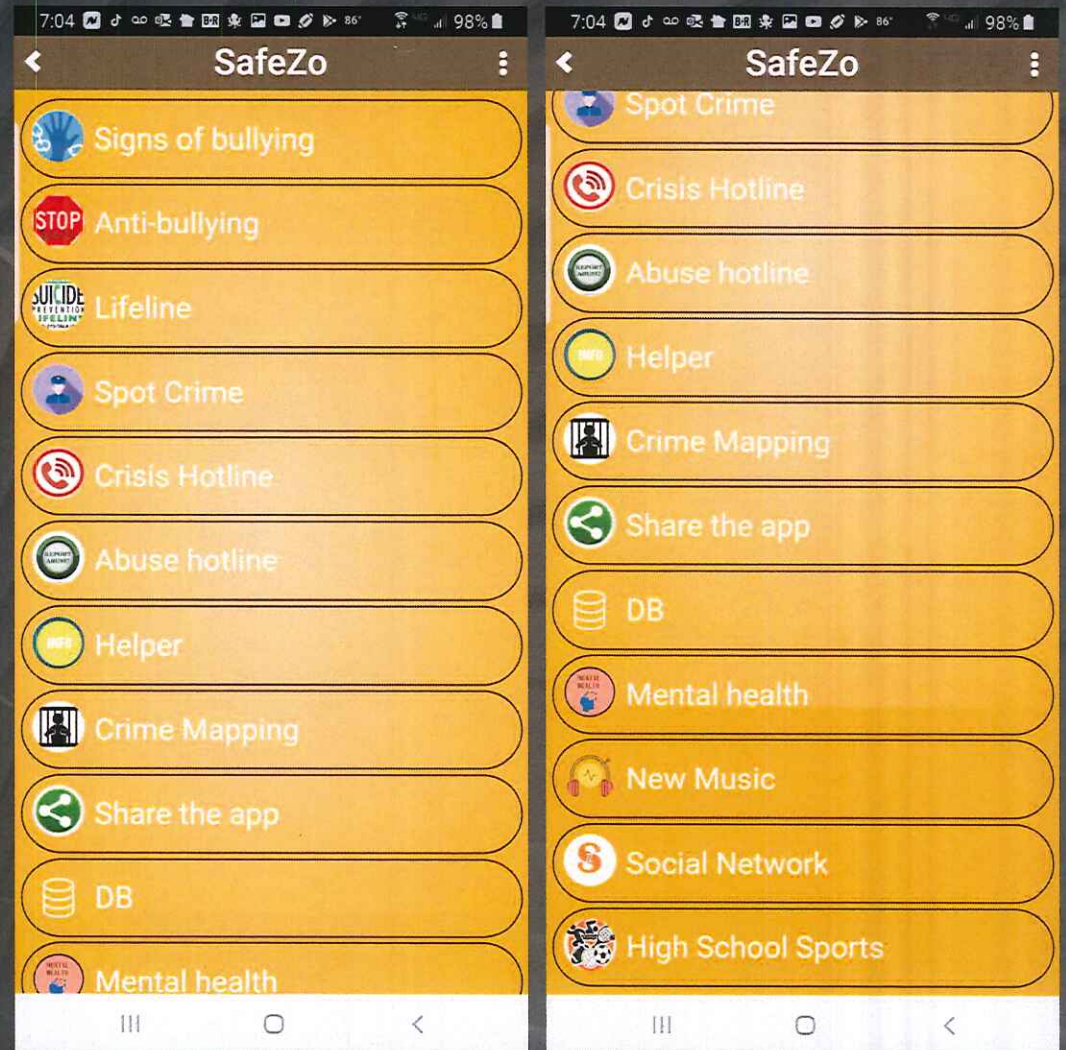
SAFEZO

No bully button feature:

❖ Sends email notification to designated administrators or moderator of bullying incidents
❖ Allows sender to include photo
❖ Automatically sends location and phone number

SAFEZO

Active threat button feature:

❖ One touch dialing
❖ Trotwood Police Department Active Threat Hotline

SAFEZO

The Watch Dog button feature:

❖ Allows users to search for Sex Offenders near their location
❖ Feature requires login which can be monitored by a moderator

SAFEZO

Human Trafficking button feature:

❖ One touch call to the national human trafficking hotline

SAFEZO

The Addition safety hotlines:

SafeZo has a audio recorder to record audio an emergency may require a user to do so

SAFEZO

The Location button feature:

❖ Location allows users to send their location
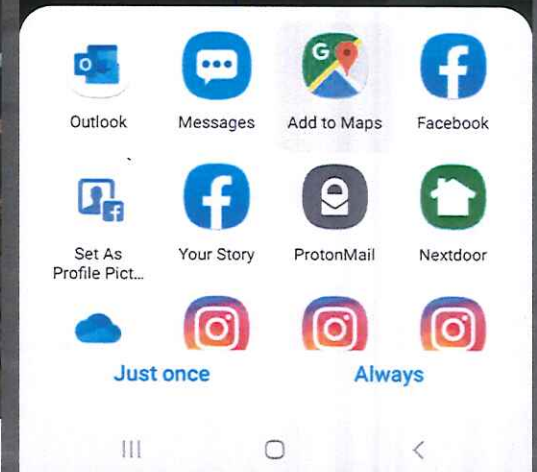❖ Capture photos, videos and audio of any incidents
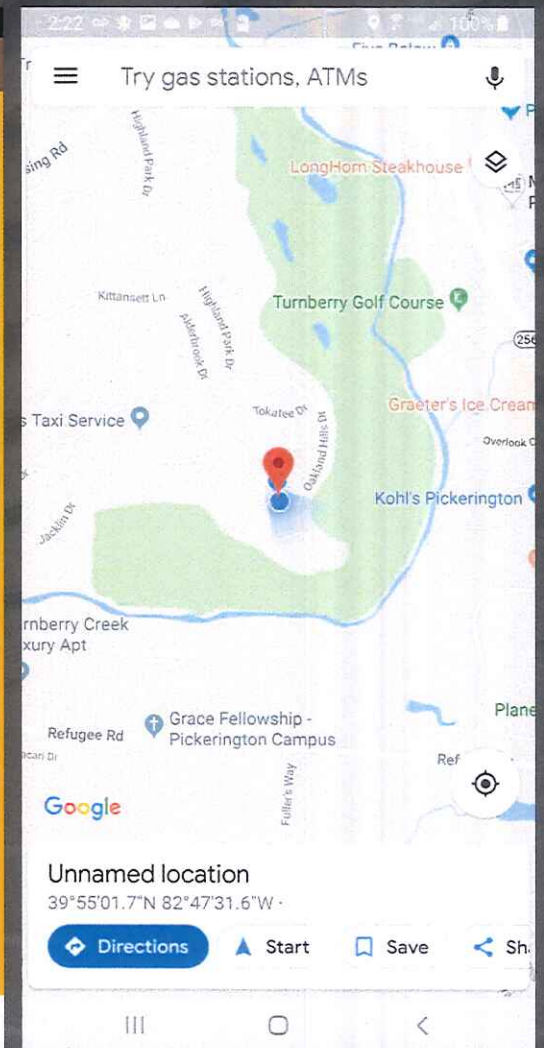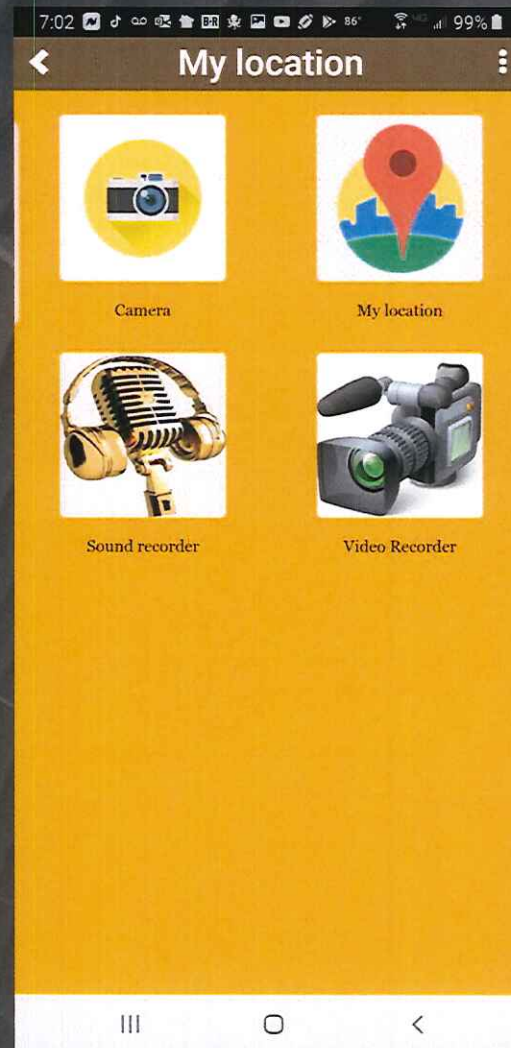
SAFEZO

The Location button feature:

❖ The media functions in the location feature allow users to share images, video or audio in the event of emergency situations
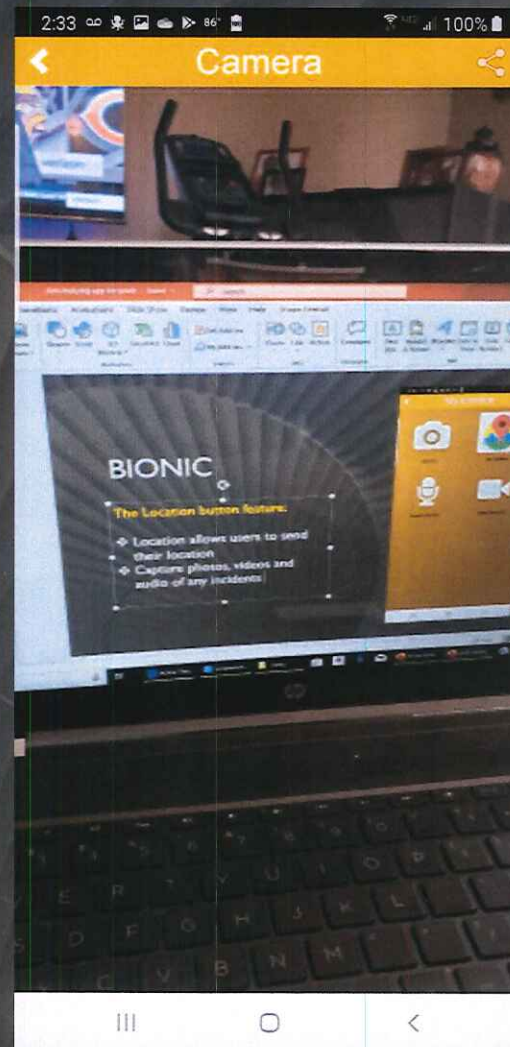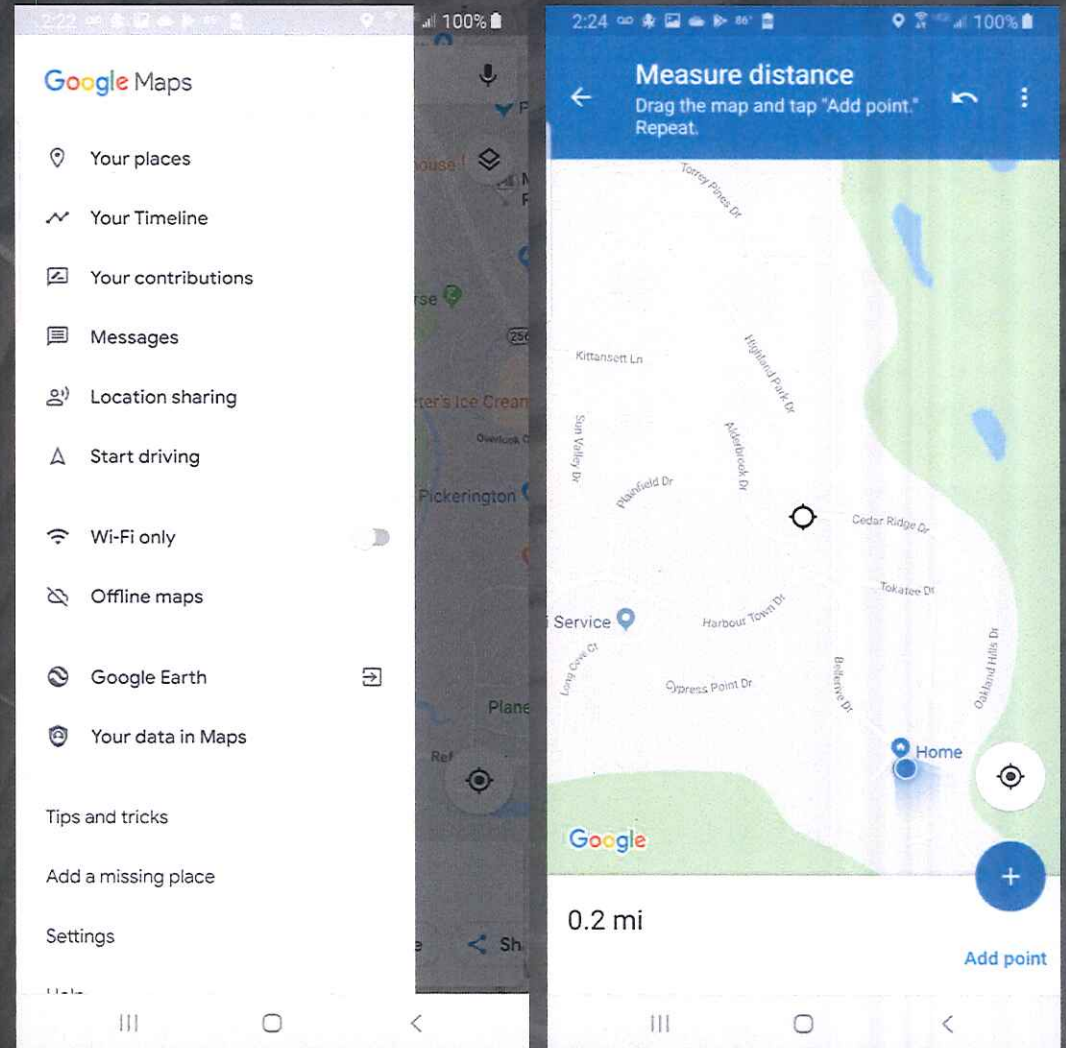
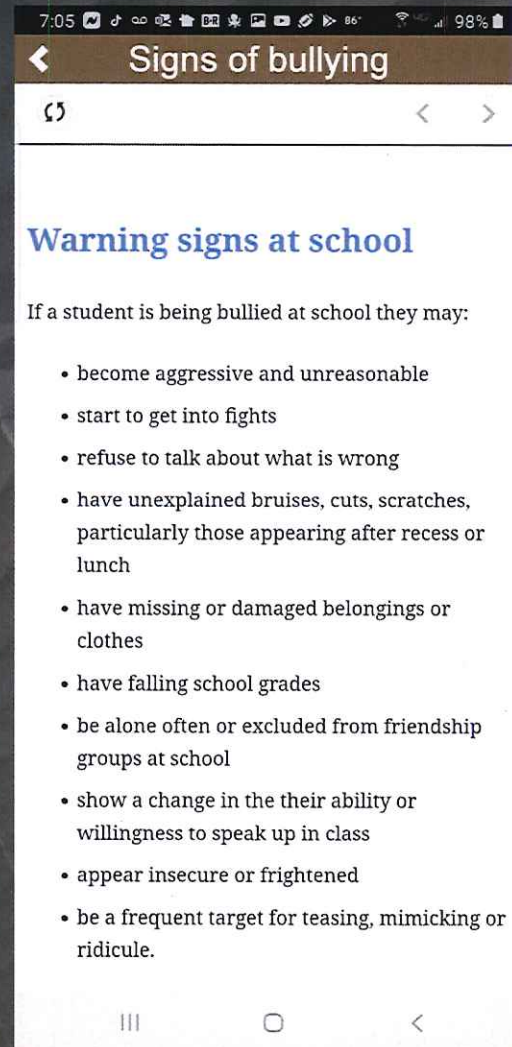# SAFEZO

The Location button feature:

- ❖ Location allows users to send their location
- ❖ Users can measure the distance in steps as well as via automobile

SAFEZO

Signs of bullying:

❖ This function provides users with warning signs of bullying at school as well as at home

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Signs of bullying

Warning signs at school

If a student is being bullied at school they may:

- become aggressive and unreasonable
- start to get into fights
- refuse to talk about what is wrong
- have unexplained bruises, cuts, scratches, particularly those appearing after recess or lunch
- have missing or damaged belongings or clothes
- have falling school grades
- be alone often or excluded from friendship groups at school
- show a change in the their ability or willingness to speak up in class
- appear insecure or frightened
- be a frequent target for teasing, mimicking or ridicule.

SAFEZO

❖ "We were meant to rescue each other, not cut down the forest to rescue one."