

**SMART  
JEWEL  
SAMSUNG**

**Samsung newest wearable technology  
Studio Project  
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## **PROBLEM**

**1 in 3 women on the planet will be raped or beaten in her lifetime**

**1 in 10 women in Singapore experienced physical violence or abuse by a male**

**More than 2 cases a week reach AWARE's Sexual Assault Befrienders Service**

## **PROPOSED SOLUTION**

**Samsung Smart Jewel, a wearable technology in the form of jewellery that ensures the safety of the wearer. While there have been similar ideas and prototypes going around, Samsung Smart Jewel stands out as it has no definite form. The only way of recognizing a smart Jewel would be a tiny engraving on the product (a piece of fashionable jewellery) itself, barely noticeable on the whole unless you are looking for it. By not giving the product a definite form, we are able to achieve safety to a larger audience because one will never know when and where someone has it. It also decreases the chance of being stripped of the device which may just happen should it have a definite recognizable form.**

**Also, unlike others, only the wearer needs to install an app to sync his/her contacts and preferences, allowing it to be pretty much fuss-free. When activated, it also links to social media so as to alert a larger audience that you need immediate help.**

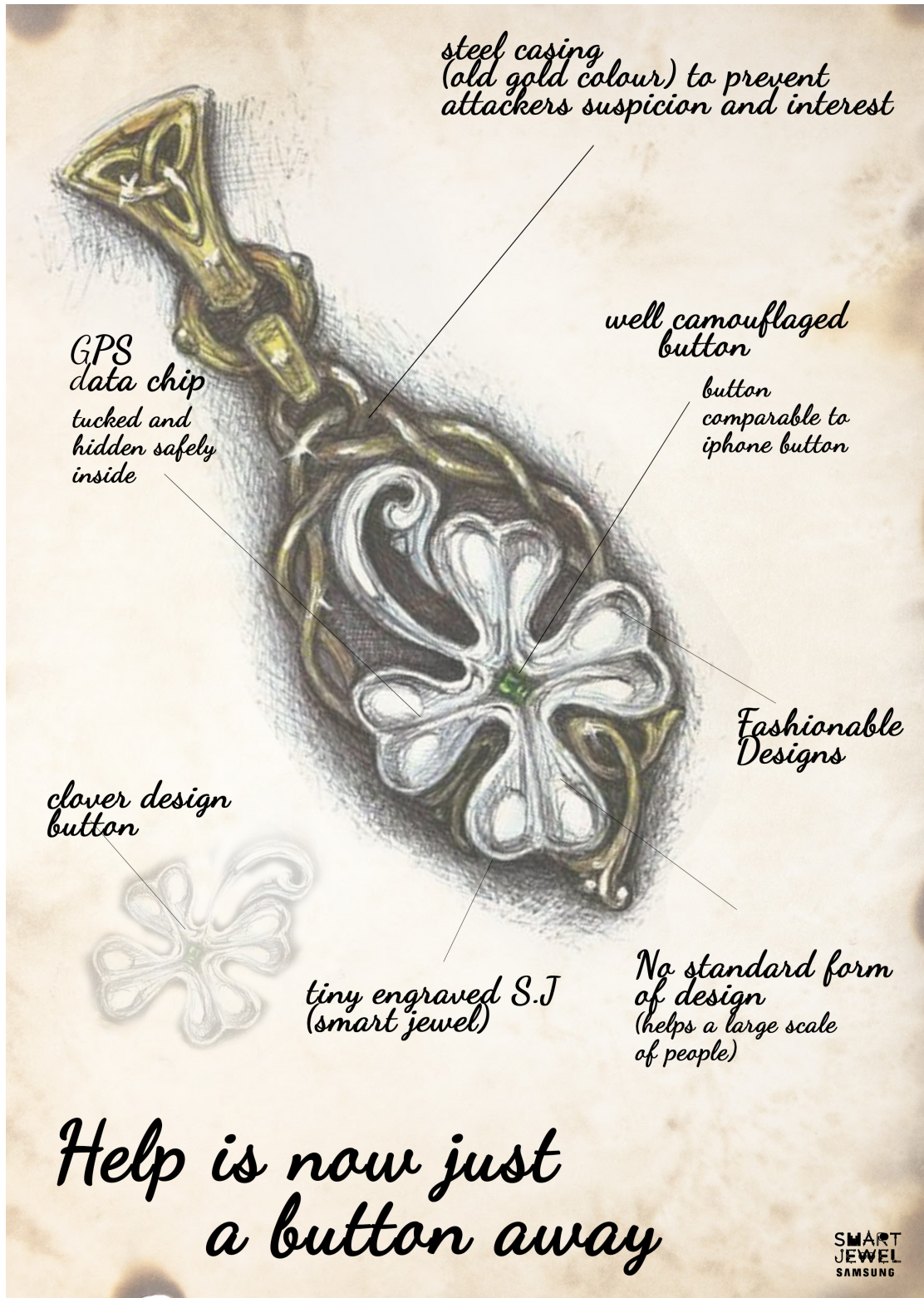
## **About the Product**

### **Accessibility:**

**We research on how one will react when grabbed, or threatened based on real life situations caught on CCTV and martial art clips and found that the most accessible area when endangered is the neck area, the fingers and as well as the wrists. Thus our products come mainly in the form of necklaces, bracelets and rings. We also studied on a suitable pressure and timing needed to press the button on the Smart Jewel and concluded that it should be just like the pressure used to press a iPhone button and it should be held on for three seconds. This will allow users to activate the alert subtly enough as well as prevent alerts going off accidentally.**

### **Functions upon activation:**

**Upon activation, an alert will be sent to wearers' selected contacts as synced personally by the user on an application. A message will also be posted to linked social media and a link of the GPS tracking will be sent out.**



steel casing  
(old gold colour) to prevent  
attackers suspicion and interest

GPS  
data chip  
tucked and  
hidden safely  
inside

well camouflaged  
button

button  
comparable to  
iphone button

Fashionable  
Designs

claver design  
button

tiny engraved S.J  
(smart jewel)

No standard form  
of design  
(helps a large scale  
of people)

Help is now just  
a button away

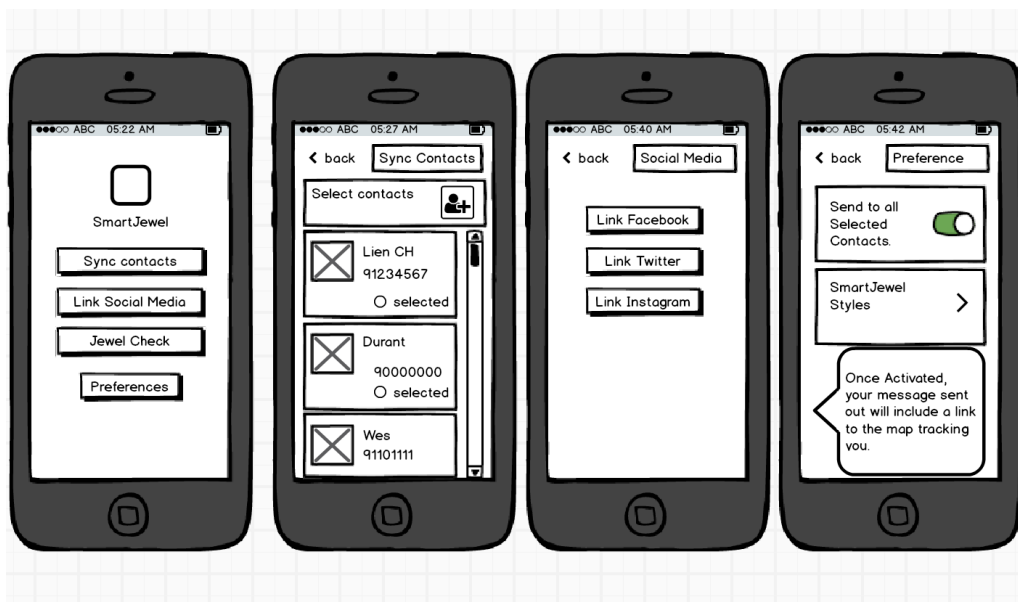
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(Development concept draft showing how product works)

## Development

### App Design:

We wanted an anti-space consuming app that can be kept at the corner of the users phone after setup. Thus, the design of the app is minimalistic and simple.



(Draft of app design)

## **Development**

### **Poster / TDC Design 1:**

**Our designs are based on familiar stories so as to create an impact for our target audience. As most victims are ladies, we chose Snow White, a familiar childhood story, as our main direction. Snow Whites story was that she choked on a poison apple the evil queen persuaded (or rather harassed) her into eating and then 'died', leaving the dwarves devastated. The dwarves then build a coffin for Snow White while she laid there helplessly in some kind of coma for a long, long time until finally a prince came and kiss her releasing her from her deathlike state.**

**And so, we present an alternate scenario. What if Snow White had our Samsung Smart Jewel? With it, she wouldn't have to he wouldn't have to wait for her prince in her coffin, the seven dwarves wouldn't have fallen into a state of depression and her prince wouldn't have to kiss a corpse (aka Snow White in her death like state).**

**Here's the alternate scenario. When the evil queen (as old hag) starts harassing her to eat the apple, Snow White presses the button, the dwarves come running and the evil queen would have been caught. And all it took was a push of a button to prevent such an awful series of event.**

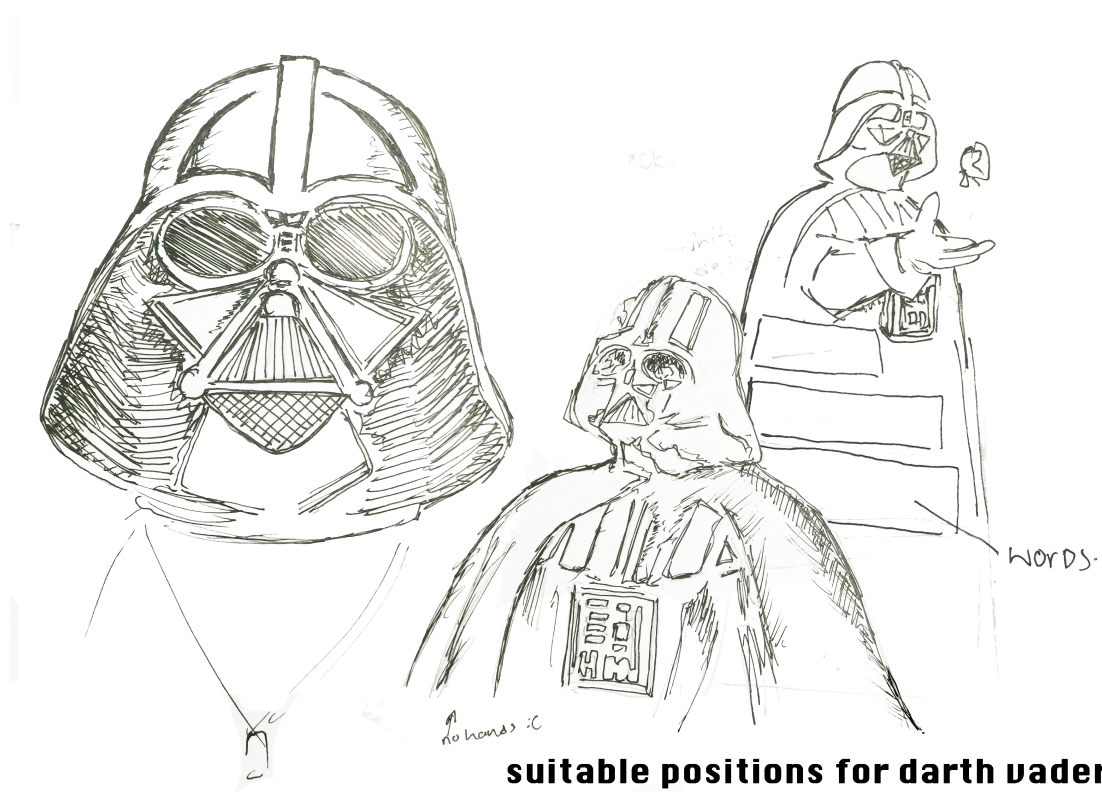
## **Development**

### **Poster Design 2:**

**With the current Star Wars rage, we thought that it would be a good idea to use Star Wars to appeal to a more general audience. Most star wars fans knows that Anakin (Later known as Darth Vader) took his first step into evil when his beloved mother died, after being severely tortured and brutalized for a very long time by the Tusken raiders. Anakin then blamed himself for not being strong enough to save his mother (or bring her back to life) and went on to slaughter all the Tusken Raiders, including the innocent ones like the women and children.**

**Now, what if Anakin's mother had our Samsung Smart Jewel? Anakin would have been contacted in time, and would have been able to save her in time, and not months after, when he finally sensed her distress through the Force. With that said, he wouldn't have taken his first step into evil and subsequently became Darth Vader.**





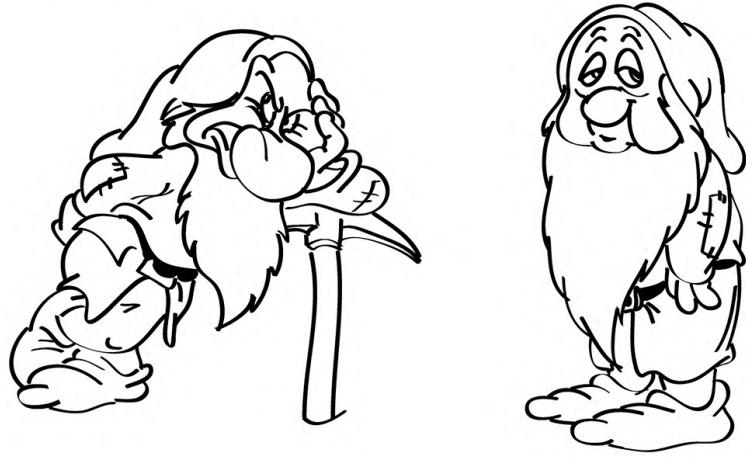
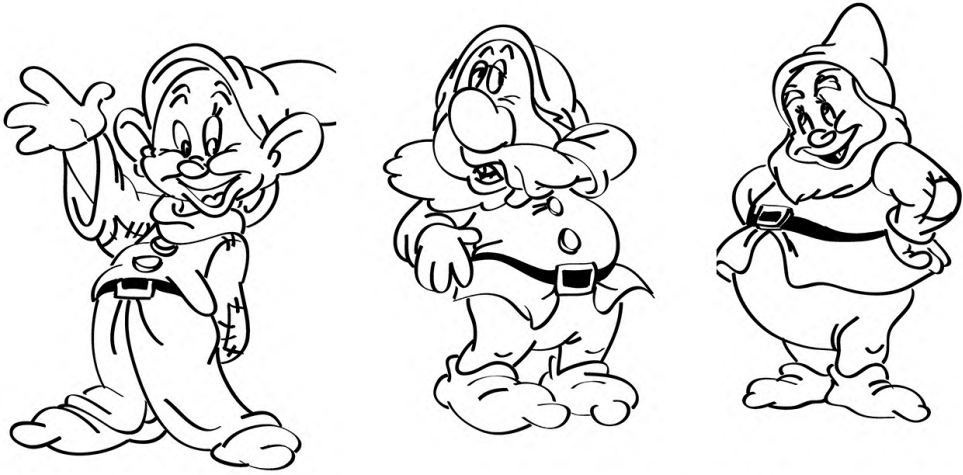
### **suitable positions for darth vader**

**We studied the different ways Darth Vader carried himself and proceeded to work on the best position he should be in. We finally settled on the third drawing concept where his arm is outstretched levitating the Smart Jewel, his face is turned towards it almost in a melancholic manner.**



### **Snow White Poses**

**Snow White has to look and stay original even after we have added the smart jewel on her. The TDC was especially hard to do, as there's a time limit of 15seconds. We also studied on how the original seven dwarves, and other designer's personal version was drawn.**



## **Mockups**

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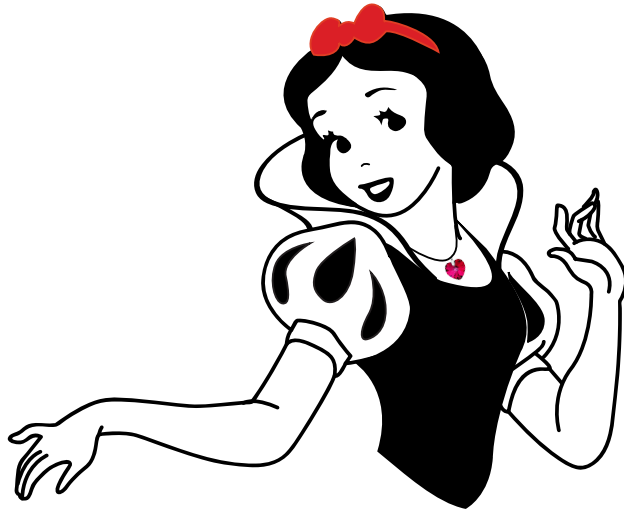


**ANAKIN'S  
MAMA  
WOULDN'T  
BE DEAD  
IF SHE HAD THIS.**

HELP IS ONLY JUST A BUTTON AWAY.

[www.samsungsmartjewel.com](http://www.samsungsmartjewel.com)

SMART  
JEWEL  
SAMSUNG



SNOW  
WHITE  
WOULDN'T  
HAVE TO  
ROT IN HER  
COFFIN  
IF SHE HAD THIS.

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