







# *Secure* **BY MACE** **WEARABLE DEVICE + APP**

**BEST OF DESIGN SHOW 2016**  
**"BEST OF INDUSTRIAL DESIGN" 1ST PLACE**

**INTERFACE DESIGN- FALL 2016**  
**UNIVERSITY OF WISCONSIN STOUT - MENOMONIE, WI**





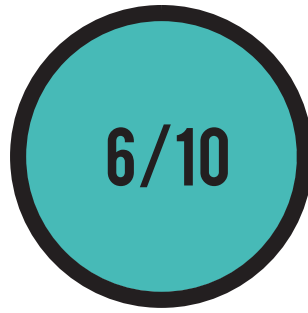
TOTAL PEOPLE  
SURVEYED



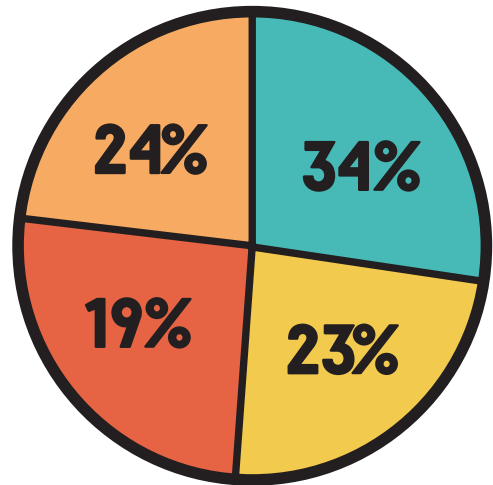
ARE  
FEMALE



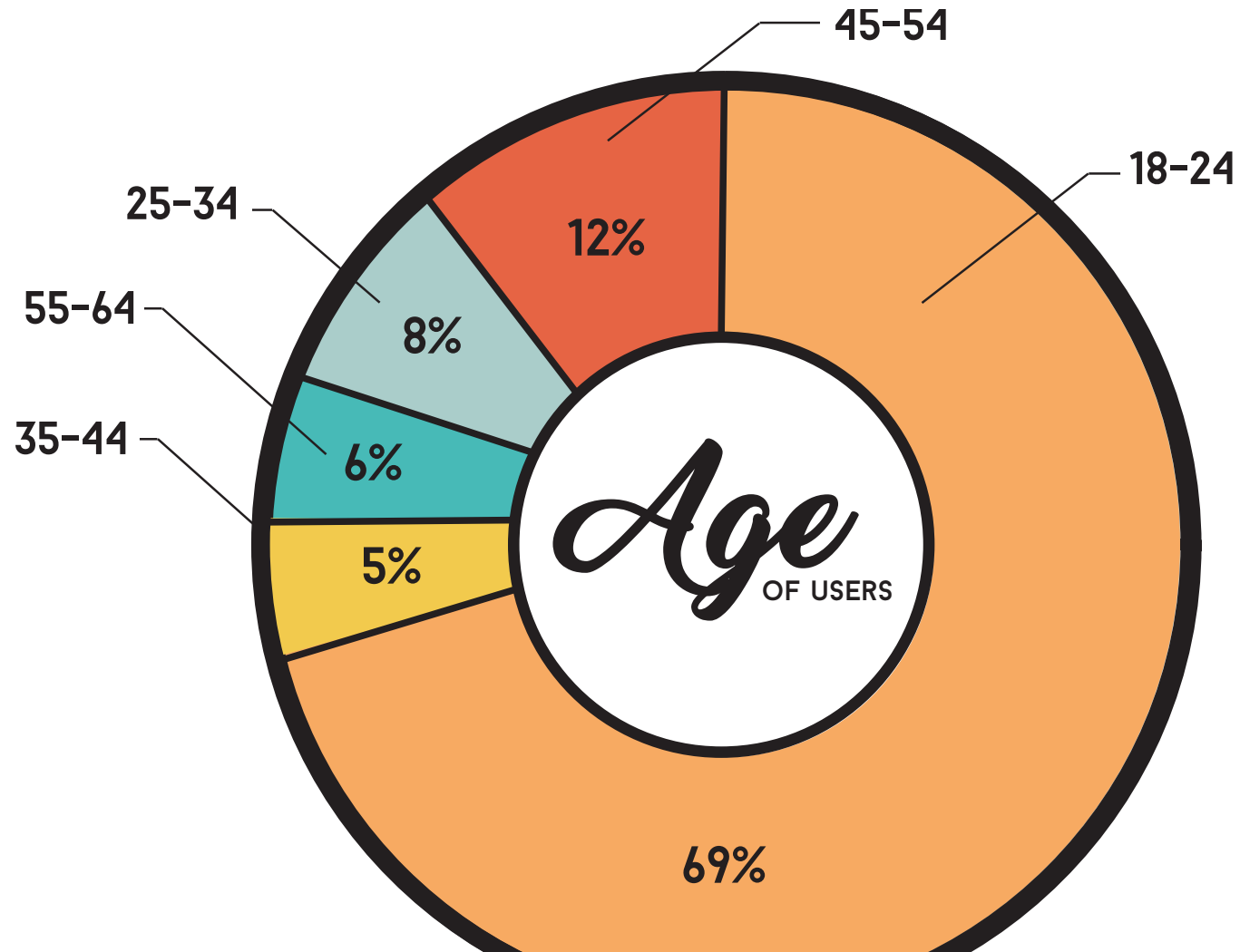
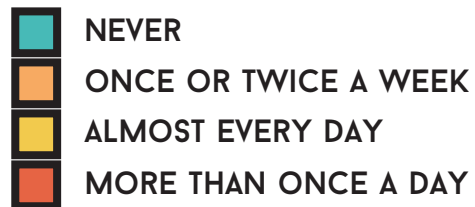
FEEL UNSAFE WALKING  
HOME ALONE



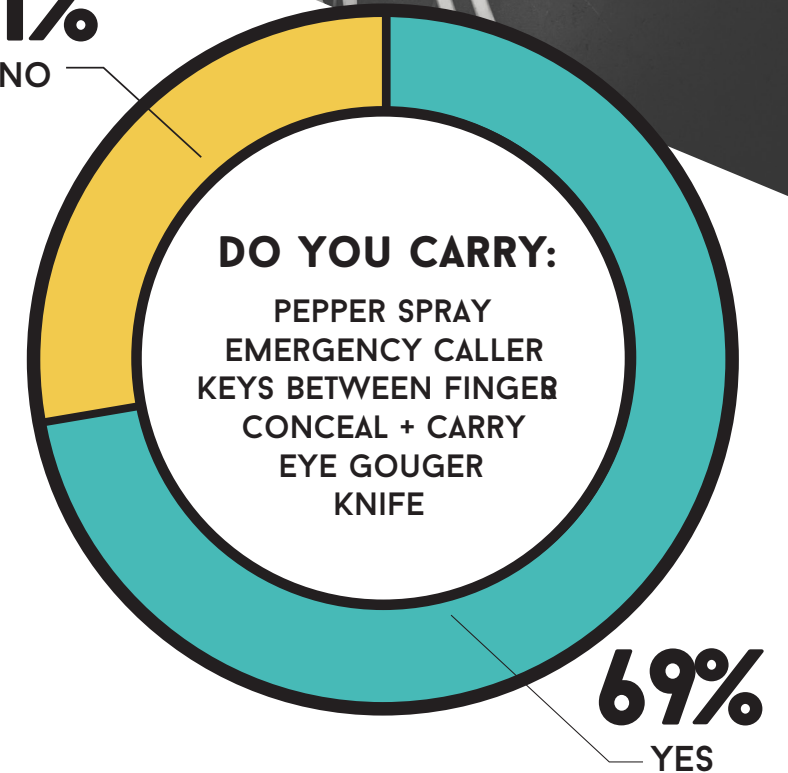
WOULD FEEL SAFER WITH  
A DEVICE / WEAPON



DO YOU EVER WALK HOME ALONE



31%  
NO





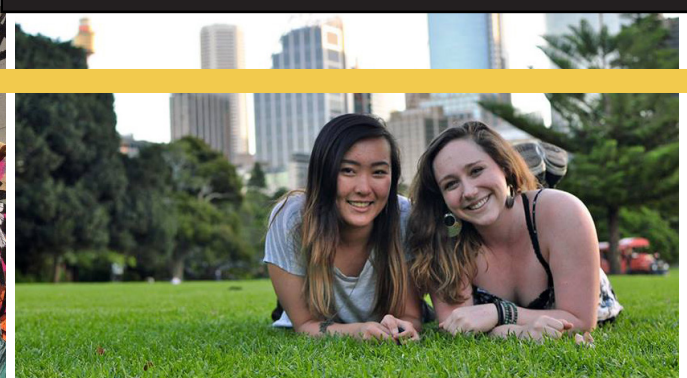
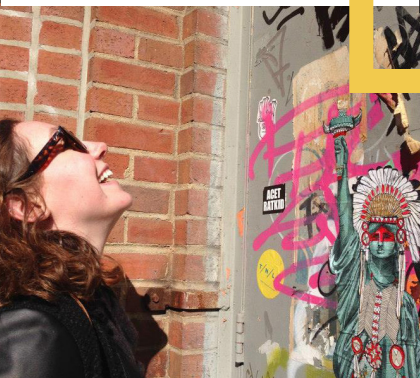


**22**

***NYC, NEW YORK***

**OCCUPATION**..... *SENIOR AT NEW YORK UNIVERSITY*  
**HOBBIES**..... *READING, WRITING, TRAVEL, GUITAR*  
**LIKES**..... *HANGING OUT WITH FRIENDS, ART MUSEUMS*  
**DISLIKES**..... *WALKING HOME ALONE, GETTING LOST*  
**COMMENTS:**

*"GROWING UP IN A SMALL TOWN IT WAS EASY TO BE CONFIDENT AND FEEL SAFE. LIVING IN A LARGER CITY AND HAVING TO LEARN TO ADAPT TO NEW DANGERS AND FEARS HAS BEEN A HARD TRANSITION FOR ME."*





# The Goal

**DESIGN AND CREATE A MULTI-PURPOSE,  
PERSONAL DEFENSE WEARABLE DEVICE  
WITH APP + BLUETOOTH CONNECTIVITY.**

**DESIGN A SMALL, DISCRETE  
DEVICE THAT IS ATTRACTIVE.**

**CREATE A SAFER WALK HOME  
FOR WOMEN OF ALL AGES.**







Emergency  
Contact Button

Flexible Multi-Use Clip

App Connection  
by Bluetooth

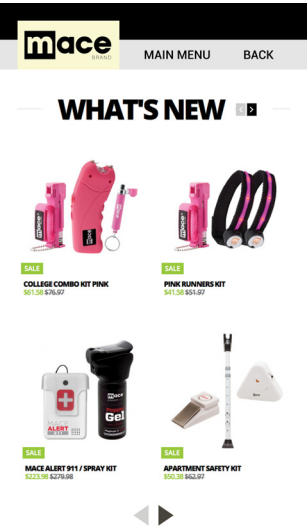
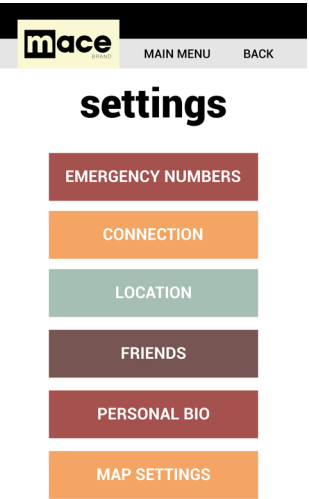
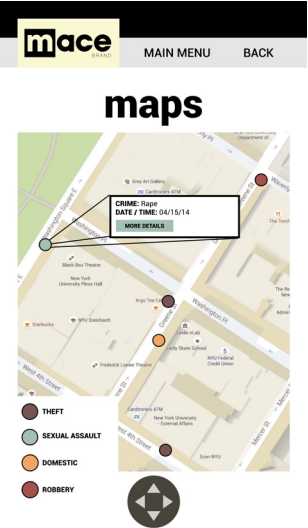
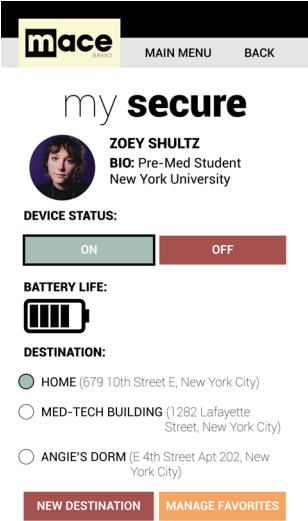
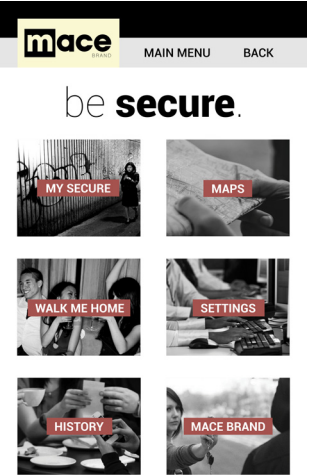
On / Off Switch

**mace**



# get secure

WITH YOUR MOBILE DEVICE







COMFORTABLE

VERSATILE

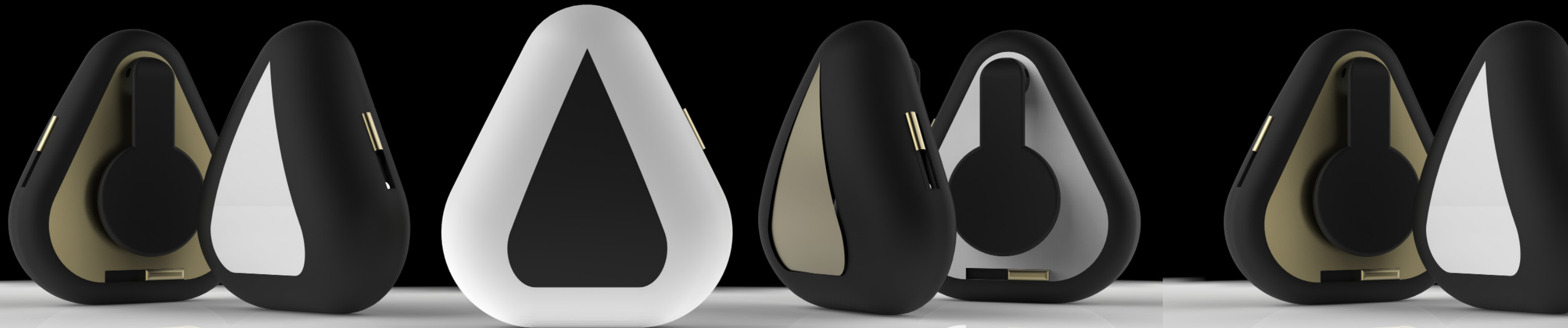


SECURE





be protected, be safe, be sure...



be secure.