About Hey Blue!

Our Mission
The Hey, Blue! initiative facilitates moments of meaningful connection between police officers and members of their community by offering intentional opportunities for individuals to meet and share positive experiences.   #HeyBlue

VISION

Inspired by the extraordinary acts of heroism displayed by both individual community members and first responders during 9/11, EcoSchool co-founder, John Verdi, wanted to build a platform that could bring police officers and communities together with a shared purpose.

Connection-driven projects like Preschool Storytime and Selfies For Change are just the start of a larger movement designed to create an awareness of our shared humanity.

Website: https://heyblue.app/
Verdie School Nonprofit: https://www.verdiecoschool.org/heyblue

If police officers across the United States simply connected with 5 community members per day, the result would be 1.2 BILLION connections in a year.

The Kata

Definitions

Overview

Program Name: HeyBlue App/Platform

Program Summary: The HeyBlue App Project is a sustained effort that facilitates moments of meaningful connection between police officers and members of their community by offering intentional opportunities for individuals to meet and share positive experiences. These positive interactions turn into points that the individual can use to purchase items and the police officer can donate to a non-profit or family in need. #HeyBlue

Problem Statement #1: Connecting civilians and police officers for positive connections.

Problem Statement #2: Turning connections into points and exchanging those points for goods or to pay down municipal penalties (civilians) or donating them to nonprofits (police officers)

Technology Solution Description: Application for connecting police officers and community through interactions and adding value to the connections..

Tagline: Community. Connection. Change.

Users:
  Individuals
  Police Officers
  Charities
  Retail Organization

Requirements:
The Platform must establish a way to incentivize and create connections between police and members of the community through selfies for change; the proof of concept for the mobile platform. However, Selfies are not required for the platform. Instead we simply want community members to approach and say Hello to an officer, while performing a virtual handshake.

- Web and Mobile-Based with back-end processing and reporting and analytics that tracks site activity, connections
- Analytics can take app data and aggregate it with other available public data to build comprehensive reports to show impact of app in community
- The ability for aggregated data to be automatically shared with local media outlets.
- End-Use Ease of Use is a hard requirement
- Location Tracking is a Hard Requirement
- Connecting with other users is a Hard Requirement
- Uploading to social media is a Hard Requirement
- Connectivity to Users Social Media is an option
- Tracking engagement is a hard requirement
- The ability to opt in to and out of push notifications is a hard requirement
- The Platform must provide a way to allow Civilians to find retail establishments where they can redeem their points.
- The Platform must provide a way to allow Officers to find Charities where they can gift their points.
- The App must protect user data and consider what data is stored and what data is transient.
- Allow Businesses/Charities to create a storefront on the app to encourage users to redeem or donate their points.
- Businesses should have a catalog of items that they are offering and the point value assigned to each item available.
- Allow local municipalities to offer points for fines/fees in order to get citizens back on the road (suspended licenses or to pay down any municipal fine)
- Users can only have one connection per officer per 24 hour period. (Hard requirement)
- A connection can only happen if the community member and the police officer are within a 10 ft distance from each other,

- Community members find the officers that are willing to connect, officers cannot find the community members. (Hard Requirement)
- A intrinsic reward system created (Think: confetti falling, bells and whistles happening, trophies awarded) We also uploaded a cool quote about connection to be used for each time a connection is made) (Hard Requirement)
- Community members must link an email address to a particular phone and not be able to register multiple devices to a particular email address. (Hard Requirement)
- A way to track how the points were used for each user (civilian, officer, business, municipality)
- Officers location must automatically shut off after 15 minutes (Hard requirement)
- Officers and community members must have the ability to connect with each other without being found (QR Code)
- Community members to be able to see how many connections each participating officer has made. (Hard requirement)
- Allow Hey, Blue! to track all participation by zip code. (Hard Requirement) (See below)

 Business model: Affiliate marketing.

EX: User gets points for connection. User applies points for product i.e.: new shoes. Shoes before Hey, Blue! Points $100. Shoes after utilizing 10 Hey, Blue! points: $75

User pays $75 of which Hey, Blue! Receives an affiliate marketing fee from retailer of 5% ($3.75)

After admin costs: $1,

$2.75 goes back into the community that participated (zip code) for connection events for more officer/ community connections, resources for the overall safety of the community (hire more officers for that particular zip code, etc. At the end of each month, users are notified via zip code of their participation and amount of money raised with an option for public input as to how the money will be spent. (Hey, Blue! Chooses 4 different ways to participants to vote)

Reminder to think critically about the civilian and officer experience, anticipate these users needs while developing the use case and user stories. Consider what can offer these users maximum value to fulfill the intent of logging on the app and turning on their location finder.

Civilian Process

Step 1 Create User Profile
Step 2 Allow notifications for when an opportunity for an interaction with a police office is nearby
Step 3 Connect with the police officer and have a virtual handshake.
Step 4 Post connection on HeyBlue! Social media
Step 5 Receive points for interactions
Step 6 Allow for civilians to upload the awards programs of other businesses into Hey, Blue!
Step 7 Redeem points at participating businesses for goods.

Police Officer Process

Step 1 Create User Profile   (Must only be able to use work email addresses. We must have the ability to load different department prefixes i.e: .org, .gov, etc.)

Step 2 Allow notifications for when an interaction is nearby

Step 3 Connect with the civilian

Step 4 Post connection on HeyBlue! Social media (must have a timer on the post for officer safety. Options: post immediately, 5 minutes from now or 10 minutes from now.)

Step 5 Receive points for interactions

Step 6 Transfer points to participating non-profits for them to redeem for goods at participating businesses (donation of points should be able to be earmarked for a particular family through the not for profit as well. Ie: a Little in the Bigs with Badges program of Big Brothers Big Sisters)

Step 7 Officers to have the ability to upload upcoming events to find officers willing to connect.

Step 8 Officers Geo-location must shut off every 15 minutes for officer safety.

Charity

Step 1 Create Profile

Step 2 Allow Police Officers to Connect

Step 3 Allow Officer Points to be Donated

Step 4 Redeem Points at Participating Retail Establishments (Identify Participating Retail Establishments?)

Business

Step 1 Create Profile

Step 2 Allow Civilians to opt in to push notifications to alert them that a participating establishment is nearby

Step 3 Allow Civilian points to be redeemed for goods

Step 4 Allow for participants to utilize points for percentages off goods/services (10% off your next meal etc.)

Step 5 Allow for businesses to upload their rewards systems into our app (think: Starbucks rewards, Subway rewards, McDonalds rewards all in a portfolio setting like ROBINHOOD)

Technical Details

Domain areas:

- Non-Profit Community
- Retail Establishments
- Police Precincts