



DIGIEDUHACK SOLUTION CANVAS

Title of the solution:	SegurApp: Smart mobile application for citizen emergency response and prevention	Team name:	UPN Innovatech
CHALLENGE ADDRESSED:	Protect your mind and Digital World: Self-Care and Safety Online	Challenge category:	Well - being in digital education
Background of the team:	☒ Higher education students, ☐ teachers ☐ Otrher (specify) ☒ Researchers ☐ Primary School Students ☐ Professionals ☐ Secondary School Students		

SOLUTION DESCRIPTION

SegurApp is an innovative mobile application focused on comprehensive personal protection, combining physical, digital, and emotional security on a single platform. It originated as an applied research project in response to the rise in insecurity and risks in digital environments, seeking to offer an effective and socially responsible technological solution.

The application acts as a smart emergency button, connecting users in real time with police, firefighters, hospitals, and banks, and even automatically blocking bank accounts in case of theft. Furthermore, through interactive geolocation, it allows for alerts and accident prevention, guaranteeing the protection of personal data in accordance with Law No. 29733.

Using artificial intelligence and machine learning, SegurApp analyzes behavioral patterns, personalizes alerts, and offers preventative recommendations tailored to each user. Its objective is to strengthen citizen security, emotional self-care, and responsible digital literacy, promoting a culture of prevention and social well-being based on technological innovation.

CONTEXT

In Peru, 27.1% of the urban population were victims of some type of crime in 2023, reflecting a growing insecurity that affects people's physical and emotional well-being (ComexPerú, 2024). This is compounded by cyberbullying, digital fraud, and technological overexposure, which increase citizens' vulnerability.

In response to this situation, SegurApp emerges as an innovative applied research proposal that combines geolocation, artificial intelligence, and real-time communication to provide physical, digital, and emotional security on a single platform. The application offers immediate assistance, risk prevention, and personalized emotional support, aligning with the theme "Take care of your mind, protect your world: self-care and security in the digital age," and promoting a culture of prevention, well-being, and responsible technology use.

TARGET GROUP

SegurApp's target audience includes young people, adults, and seniors living in urban areas with high levels of insecurity or digital exposure. It also includes students, workers, and families seeking reliable tools to protect their physical, emotional, and digital well-being.

The app offers a comprehensive assistance and prevention platform, with immediate connection to emergency services, secure bank account blocking, and AI-powered support. It also provides personalized alerts that promote safe decisions and strengthen self-care.

Its social impact is reflected in the reduction of citizen vulnerability, the promotion of responsible digital literacy, and trust in technology as a means of collective well-being, solidifying SegurApp as an innovative and research-based initiative that fosters a safer and more emotionally balanced society.

IMPACT

The implementation of SegurApp will generate a significant social impact by strengthening citizen security, self-care, and digital prevention through a tool that integrates emergency assistance, financial protection, and emotional support. Its use promotes a culture of solidarity, trust, and immediate response to risky situations, offering emotional guidance in urban, family, and work contexts.

From an environmental perspective, the application reduces the use of physical resources by digitizing service and communication processes and employs accessible, low-energy technologies, contributing to sustainability.

Overall, SegurApp represents applied research with high social impact, focused on holistic well-being and environmental awareness, positioning itself as an innovative technological tool at the service of the community.

DESCRIBE IT IN A TWEET

👤 SegurApp: Take care of your mind, protect your world. An app that combines physical security, digital protection, and emotional support to face emergencies and prevent risks in the digital age. #Wellbeing #Security #DigitalInnovation

INNOVATIVENESS

SegurApp stands out for its comprehensive approach to personal protection, combining physical, digital, and emotional security on a single platform. Unlike other apps that are limited to isolated functions, SegurApp uses artificial intelligence, geolocation, and digital behavior analysis to offer personalized support, immediate assistance, and risk prevention.

Its innovative and research-oriented nature lies in the fact that it not only reacts to emergencies but also educates and promotes digital self-care, integrating prevention, response, and emotional well-being into a human-centered, accessible experience tailored to the real needs of modern society.

TRANSFERABILITY

SegurApp boasts a high level of transferability, as its focus on comprehensive security and personal well-being can be applied in diverse contexts beyond individual use. In educational settings, it promotes cyberbullying prevention and emotional self-care; while in work, healthcare, and community environments, it strengthens a culture of security, empathy, and well-being.

Thanks to its model based on artificial intelligence and digital behavior analysis, SegurApp transcends its initial scope as a technologically and socially applicable research project, capable of adapting to various disciplines related to technology, psychology, and digital citizenship, thus establishing itself as an innovative and educational tool for human development.

SUSTAINABILITY

SegurApp's sustainability is based on a scalable and adaptable model, supported by modular technologies such as artificial intelligence and geolocation, which facilitate its evolution without altering its core structure. Its economic viability is strengthened through strategic alliances with public, educational, financial, and healthcare entities, which promote its dissemination and funding.

In the long term, SegurApp aims to establish itself as a self-sustaining platform through premium services, training, and institutional partnerships. Its focus on prevention and emotional protection guarantees consistent demand and lasting social impact, reaffirming its value as a technological research project with national and social reach.

TEAM WORK

The SegurApp team is made up of students from the Faculty of Industrial Engineering, committed to creating technological solutions that strengthen the security and overall well-being of Peruvian society. Each member contributes technical, analytical, and interpersonal skills, standing out for their creativity, leadership, and social commitment.

The group combines knowledge in project management, artificial intelligence, data analysis, application design, and continuous improvement, enabling them to develop an interdisciplinary, functional, and human-centered approach. Thanks to their experience in innovation and automation, the team is prepared to successfully implement SegurApp, establishing it as an applied research project with a high social impact.

LINKS:

- Prototipe: https://miro.com/app/board/uXjVJttTaqI=
- Video: <https://www.youtube.com/watch?v=pZ4y1yt0N0U>

