



A wearable system that strengthens your sense of safety, personal freedom, and quiet confidence in public spaces.

LUNA senses discomfort, responds gently, activates protective actions, and reminds you: you're never alone simple to carry, simple to be.

User and environmental research

I identified the key reasons why many women avoid using existing self-defense tools. The findings were classified into five areas: gender, social perception, physical challenges, cognitive demands, and environmental limitations. LUNA was developed as a direct response to these barriers, offering a complete, sensitive, and everyday solution.

LUNA is an integrated system combining a physical object with a smart application. The app monitors discomfort, triggers protective actions, encourages daily carrying, and promotes regular practice and validation checks. The physical device is designed for everyday use, reinforcing self confidence and supporting assertive action both in daily life and in moments of threat.

Carrying experience and self-image

For many women, carrying a gas spray is perceived as an aggressive act that exposes vulnerability — a feeling they would rather avoid.

LUNA reshapes this narrative by being designed as a sympathetic, everyday object rather than a threatening tool, enabling women to carry a security tool naturally, without projecting fear.

Gender Intention

Women face a lack of legitimacy to respond assertively, from gender intention processes that code a determined female response as hysterical or excessive. LUNA was developed as a projection object: it responds on behalf of the user and allows them to act boldly, without having to justify or explain themselves.



End-user adjustments

LUNA accompanies the user throughout her daily routine, sensing rising stress indicators through a smart watch.

If no manual cancellation occurs, the system escalates alerts progressively.

This creates a gradual response that warns of danger, interrupts the dynamic of escalating harassment, and allows the user to choose - to stop the process or to strengthen her resistance

01

Gradual and controlled escalation

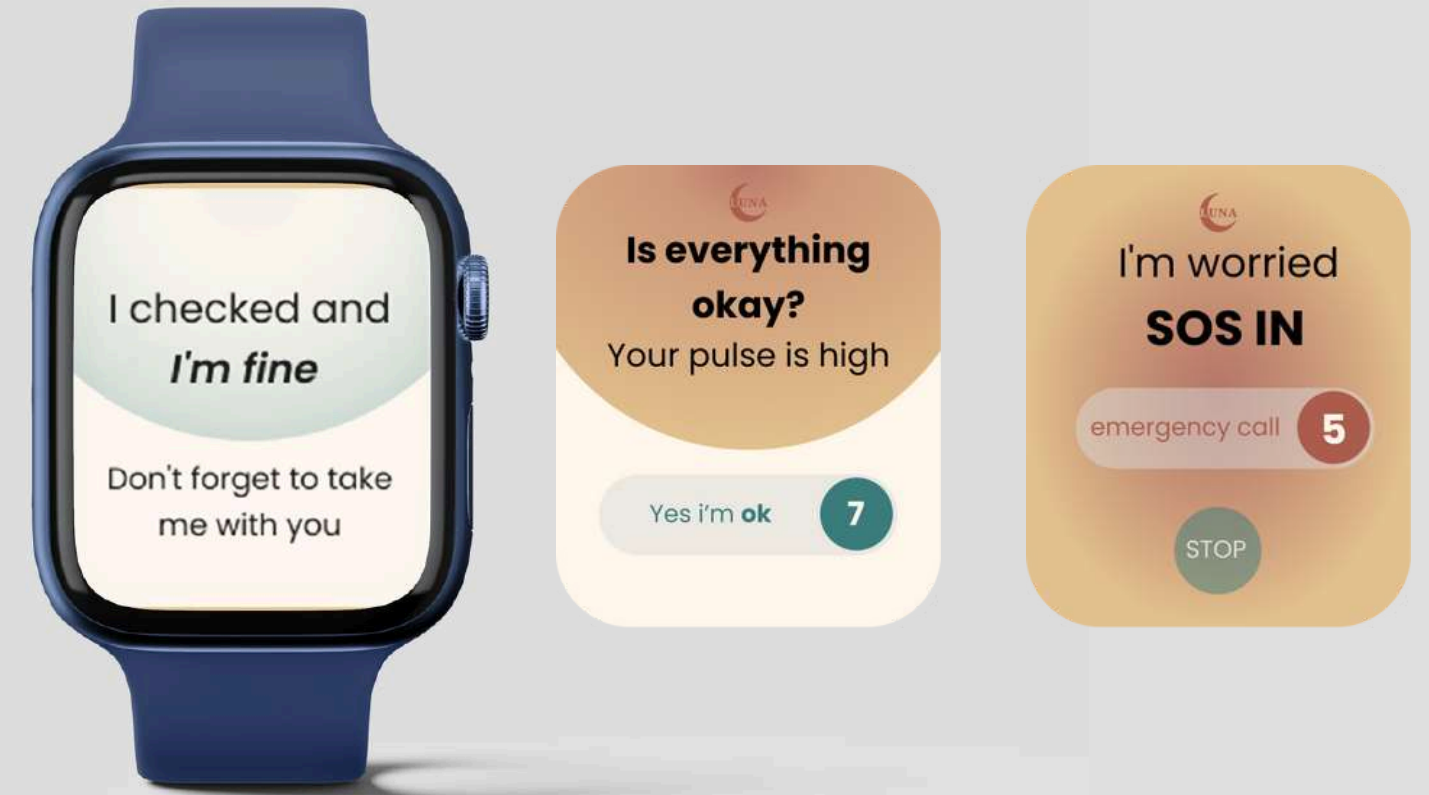
Many users express fear of an immediate and uncontrollable reaction, while most tools allow for a single response without a graduated choice.

Luna creates escalation in stages: vibration-light-alarm-SOS message-and spray activation, allowing the user to stop or continue according to her feelings - without letting the situation escalate uncontrollably.

02

Intuitive operation under pressure

Many women are afraid to deal with complex operations in moments of danger, but most existing tools require quick planning and precise motor skills. Luna is adapted to an inexperienced user: the grip itself activates the system, and the automations drive the response forward without requiring deliberate actions or prior training.



03

A sense of availability and control

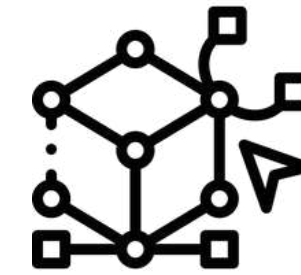
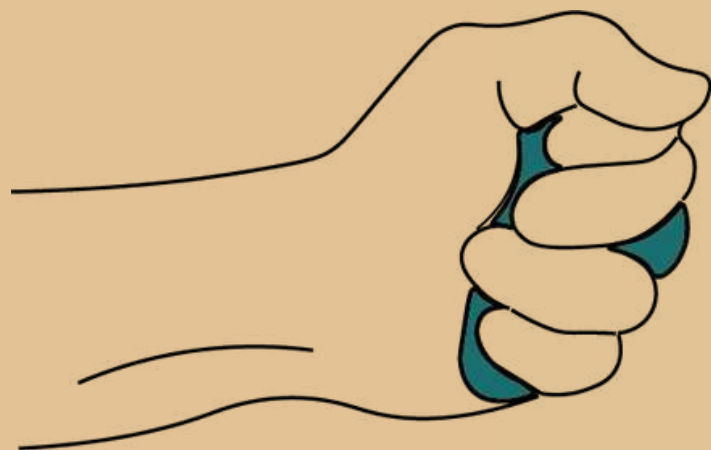
Self-defense and UX experts emphasize that the importance of protection should be maintained in the mind even outside of extreme situations, and provide a sense of control over what is about to happen.

Existing tools "disappear" until the critical moment, while LUNA maintains daily availability through soft reminders and automatic validation checks, and creates a clear sense of control over the escalation path that informs the user in advance what will happen at each stage.

Combining automations with activation conditions only when held correctly, and using vibration and light to also make it easier to find the protective tool in times of stress contribute to the sense of control and trust in the tool.

Increasing the user's trust by adjusting the structural design

- 01 **Full symmetry:** allows for natural multi-grip in stressful situations
- 02 **Spray nozzle protection:** A defined structure and unique guard ensure proper grip to prevent the spray nozzle from being covered.
- 03 **Clear directionality and tactile accessibility:** Allows operation even in secret and without the need to look
- 04 **No motor skills required:** Intuitive, natural and fast activation conditioning with a fist press



30+ 3D models



7 expert
advisors



55 user
interviews

Vision And Mission

LUNA restores women's sense of personal freedom and control in public spaces.

The system normalizes the daily carrying of protective equipment, and allows social legitimization of fear without giving up freedom of movement and choice.

The product development was based on in-depth dialogue with users, trauma experts, Krav Maga trainers, ergonomics, user experience experts and women's communities.

It can positively impact women, sensitive populations and urban communities as part of a modern personal security concept.