





Brief

Create a product or service that leverages google's youtube 360 video capabilities to solve a real-world problem for a chosen industry.

Identifying the problems

Quite often it's just not that easy to help during natural disasters, we can't all fly out to the affected areas and there are barriers to donating money and skepticism about how that money is spent. Both of these options to help are extremely important in the disaster recovery efforts, and we think we can work alongside these to help both the professionals and volunteers down on the ground and raise money

During our research we found that there are three key groups of people that are involved in disaster response:

- Public that are affected by the disaster
- People infield (charities, volunteers, government officials, army search & rescue teams)
- Outside world (people like you & me)

We spoke to some professionals and volunteers who frequently went to these disaster areas. There are a number of key objectives that they need to assess before entering the disaster area.

1. Research area before they arrive on site.
2. Identifying risks.
3. Understand the extent of the disaster.
4. Setting up communication links and identifying routes and safe sites.
5. Reduce secondary effects (Aftershocks from earthquakes, spread of diseases and looting).
6. Rapid and full Search and rescue.
7. Informing the global public and media organisations etc.

From speaking to a notable charity organisation SAMU, we understood how the power of 360 live video could really help the people infield and ultimately the public affected.

Finding the solution

We found that there is a time frame that takes place from when a disaster happens to when it gets under control.

And it's not that the information does not get to the people, or that problems are not eventually solved its that too few people are involved in this process and time is their constraint.

What if in those vital first 3 days, 360 live video could enable the general public (you and me) to actively help in the search & rescue effort.

What if we could have 100's, 1000's or millions pairs of eyes all searching in every direction, identifying and tagging positions that the infield search & rescue team can investigate.



Google seek



Helps voluntary citizens support in disaster stricken areas, by collaboratively identifying areas in need of attention from their own device.

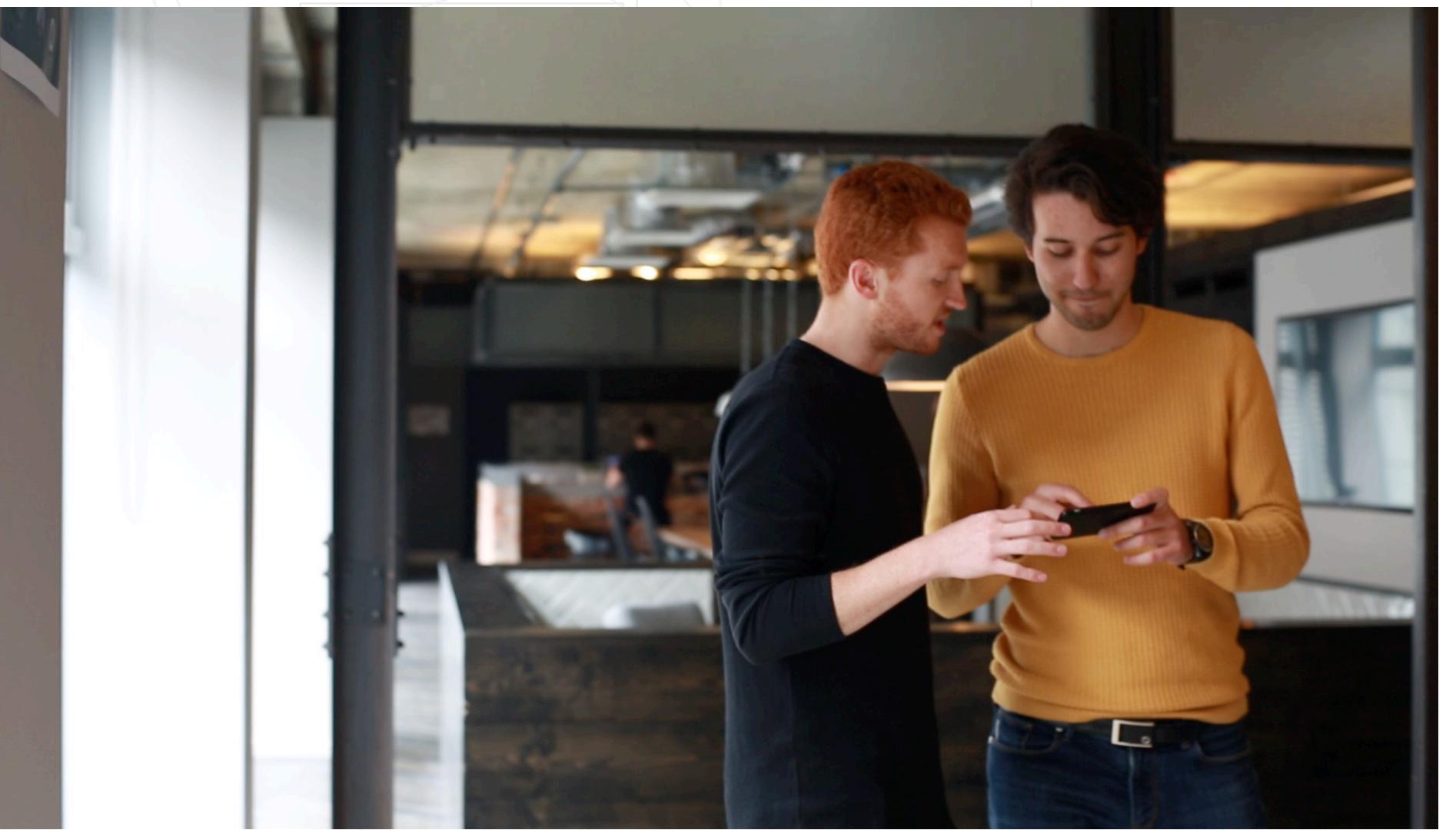
What is Seek

Google seek is a unique way for large-scale crowd-source investigation in distressed areas. It integrates multiple sources of live streaming video data, bringing this into an interactive 360 live stream video player providing actionable analysis of any targeted environment.

Using Crowd sourced interactions ,allows us to turn these into valuable information that's transformed to find patterns and clusters that are resourceful to any disaster efforts.We want to be able to deploy real time infield support as fast as possible.



User **testing**



Palette generated by Material Palette - materialpalette.com/yellow/amber

