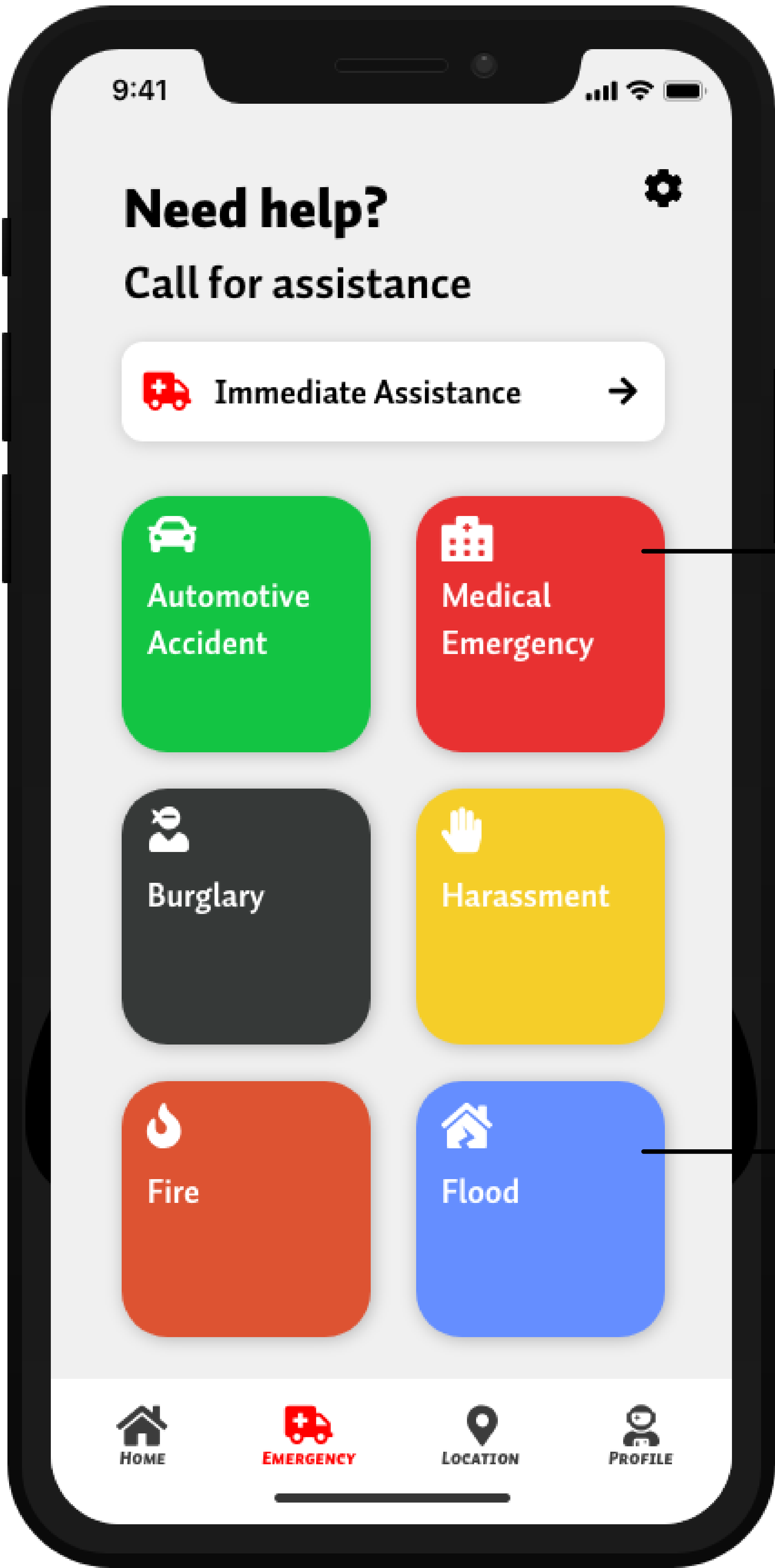


# LOCALE EMERGENCY CONTACT DESIGN



**Best Practice #1:**

*Sizing for easily “tap-able” buttons*

I made sure to create buttons that would be easy for the user to read and click on. Especially given their emergency situation, there should be nothing holding the user back from contacting emergency services.

**Best Practice #2:**

*Use of Color*

I used bright colors for the categories to contrast with the background, leading the user’s eyes directly to where they need to go. I also did my best to match the category color with what a user would think of for a given situation.

**Best Practice #1:**

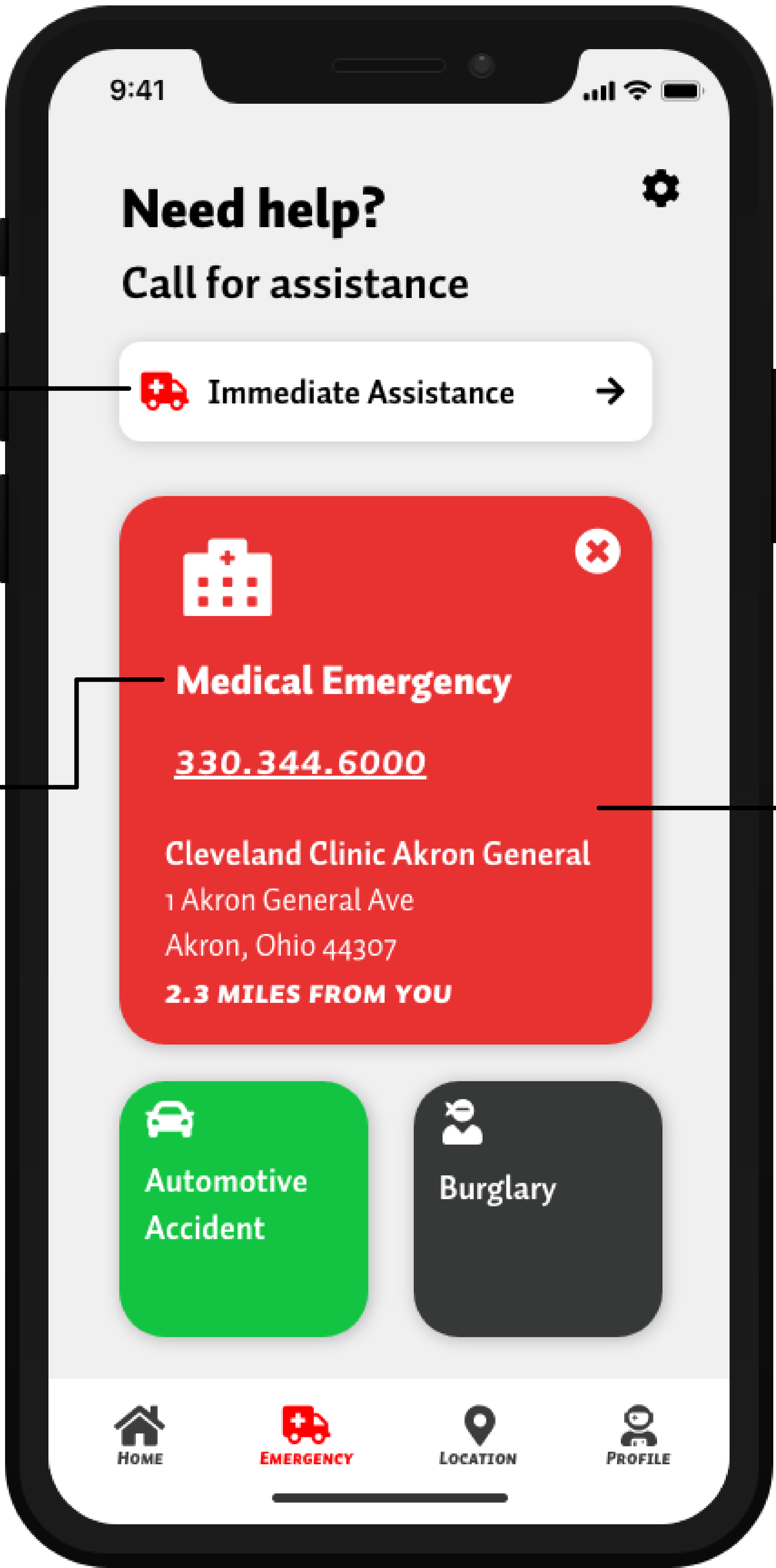
*Call to action*

I created a call to action at the top for a one-click emergency button. This button would call 911. The button’s design is different from the rest so that it grabs the user’s attention.

**Best Practice #2:**

*Visual Hierarchy*

You can see visual hierarchy in multiple places throughout the design. This includes at the top where it says, “Need help?” There is also visual hierarchy in the category cards themselves. As you can see, Medical Emergency is bold and has a larger font than the rest of the text in the card. This is to help the user understand which category’s information they are looking at. The same goes for the location’s title being bolder than the location’s address.



**Functionality:**

The functionality I am designing is the Emergency Contact page for Locale. This page helps the user find phone numbers can call quickly in case of an emergency.

**User Segment:**

The user segment supported here is logistics. For example, a user would use this if they broke their arm and need to quickly locate a hospital.

**Motivations/Influences:**

The user’s motivation is to find contact information for possible emergencies, as well as locations of particular hospitals or other assistive locations.

**Problem Solved:**

This feature of the application helps a user find contact information quickly for emergency situations. It also helps a user find where hospitals, auto shops, or other assistive places are located.