HOW TO CREATE AN EMERGENCY BUG-OUT-BAG

BACKGROUND

Why would people do this?

People will use this website to help them figureout the most important items to have in a bug-out-bag, why they are important and what to use them for. This site will also touch on the overall importance of a bug-out-bag plays in an emergency preparedness plan, where to store it and other resources to expand on relevant topics.

This tutorial is useful because...

Natural disaster can be unpredictable, deadly and have last effects. Being prepared for emergency's is the best thing one can do to just incase the that unlikely event actauly happebns. This tutorial is an approachable and easy way to get the basic rundown of what's need and why. There are plenty of great resources out there but they can be overwhelming if one doesn't know where to start. This site will be graphically drive by icons and simple illustrations to work with the information, to make it easier to a user to comprehend.

DESIGN OBJECTIVES & STRATEGY

What is the goal of the design?

The goal of the design is to make it easier for people to understand the information, give them a place to start and ecourage them to create their own bug-out-bag.

SITE AUDIENCE

This tutorial site will help people who

Have little to no formal education or training in emergency preparedness, survival tactics, public health or related fields. This is for people who want start learning about putting an emergency preparedness plan, interest in survival/emergency kits, or are look for an resource to share with others, such as scout leaders, law enforcement and public safety officials.

Visitors include...

Parents, kids, educators, youth and community leaders, members of a community health group, neighborhood watch committee.

COMPETITORS

CDC

https://emergency.cdc.gov/preparedness/

SF72

http://www.sf72.org/home

Red Cross

http://www.redcross.org/get-help/prepare-for-emergencies/be-red-cross-ready

The Bug Out Bag Guide

http://www.thebugoutbagguide.com/

SHTF Plan.com

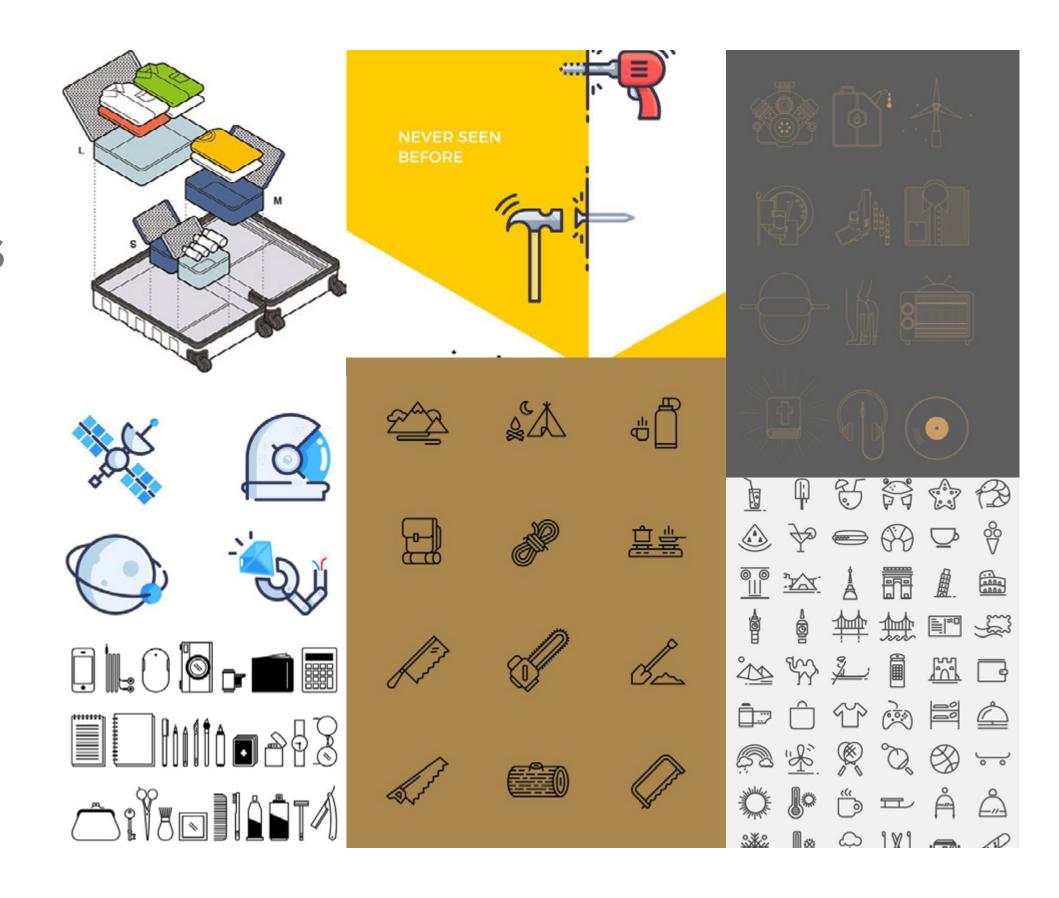
COMPETITORS



ILLUSTRATIONS & COLORS, ICONS



ILLUSTRATIONS & COLORS, ICONS



KEY WORDS

Site should be

Site shouldn't be

Informative Chaotic

Charming Grungy

Educational Doom & Gloom

Insightful Upscale & high-end

Simple Fearful

Considerate Loud & boisterous

Organized Sarcastic

Logical Humorous

Approachable Disconnected

Thoughtful Serious

Effortless Brash

Enjoyable Extreme

Welcoming

JIMMY WONG WEBSITE. PITCH DECK

CONTENT FOR THE SITE

Home

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What's a bug-out-bag and why is it important. What are bug-out-bag

How to create your own

Where to store it

Customize your bag and emergency plan

Bag should weigh 25% of your weight. Pack for emergencies that a high risk for where you live.

Categories of Items to pack

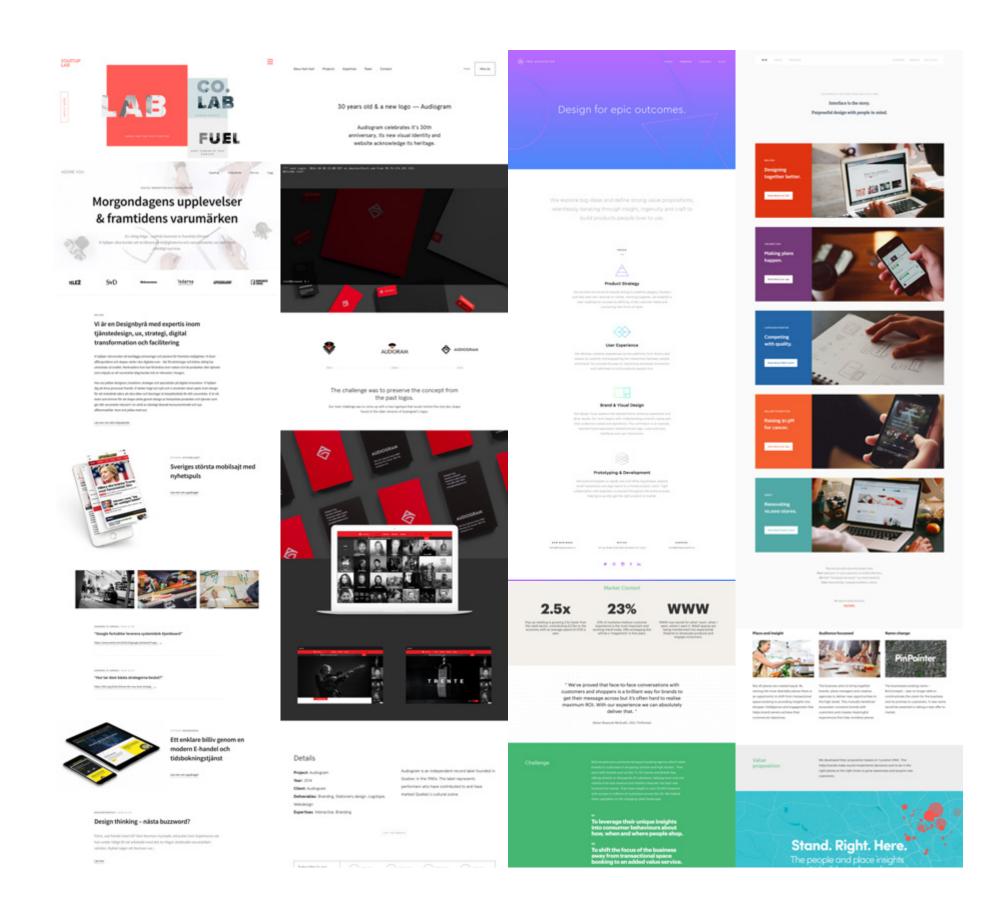
1. Water 2. Food 3. Clothing 4. Shelter 5. First Aid Kit 6. Basic Gear 7. Bag to put it all in

Emergencies to plan for

Earthquake, Fires, Flood, Hurricane, Drought, Tornado, Blizzards, Civil Unrest

Other resources

DESIGN EXAMPLES



INSPIRATION

