

HOW TO CREATE AN EMERGENCY BUG-OUT-BAG

BACKGROUND

Why would people do this?

People will use this website to help them figure out 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 in case the that unlikely event actually happens. 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 encourage 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

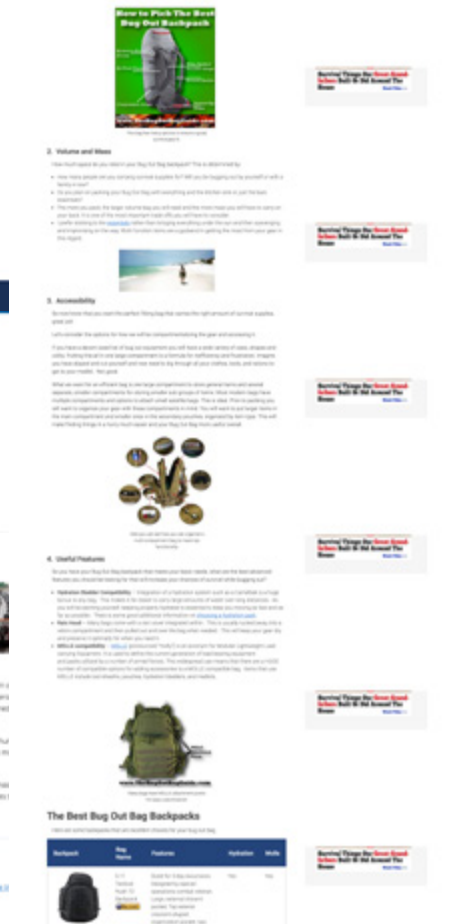
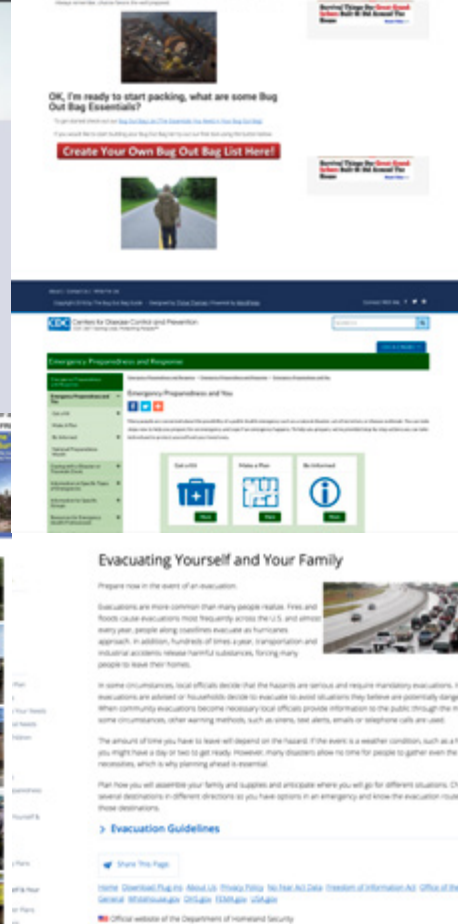
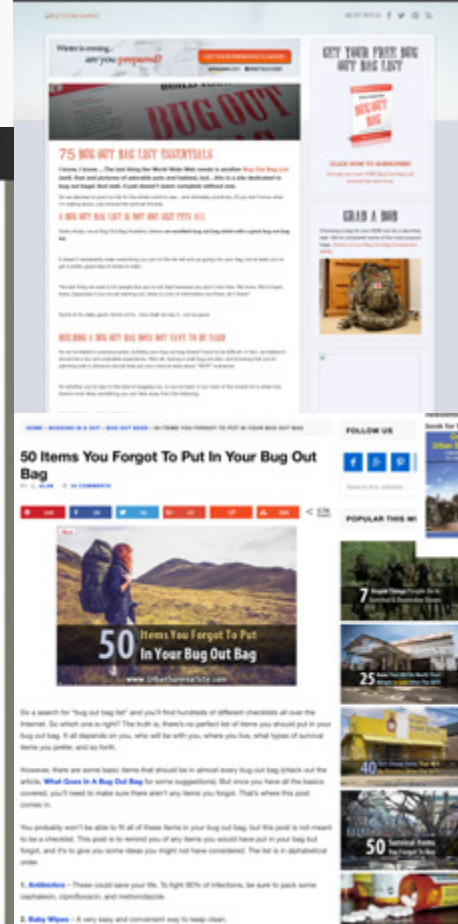
<http://www.redcross.org/get-help/prepare-for-emergencies/be-red-cross-ready>

The Bug Out Bag Guide

<http://www.thebugoutbagguide.com/>

SHTF Plan.com

COMPETITORS



KEY WORDS

Site should be

Informative
Charming
Educational
Insightful
Simple
Considerate
Organized
Logical
Approachable
Thoughtful
Effortless
Enjoyable
Welcoming

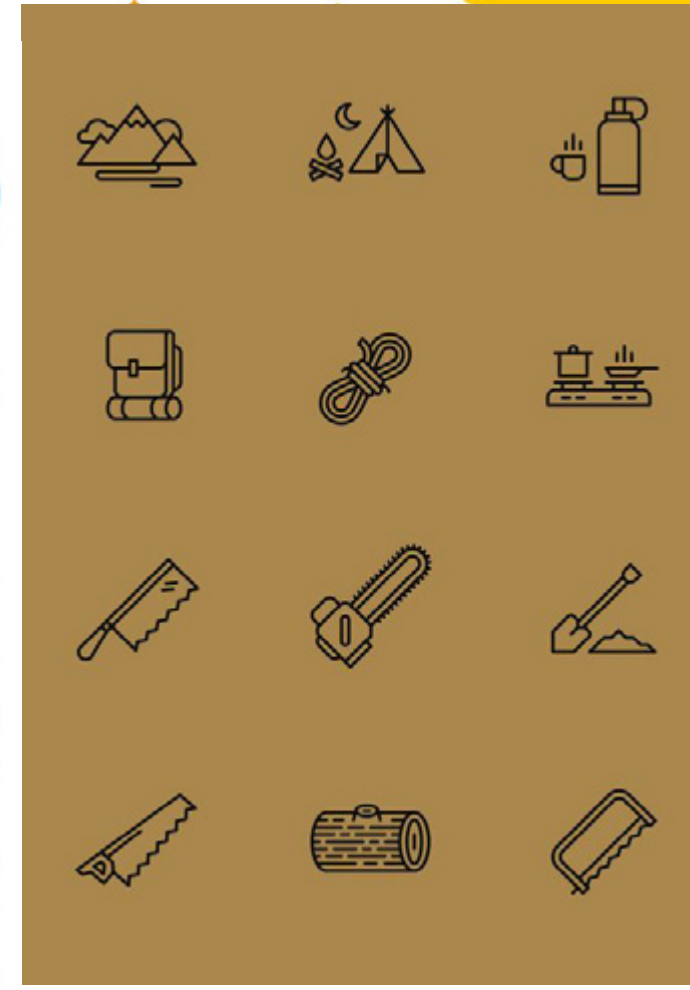
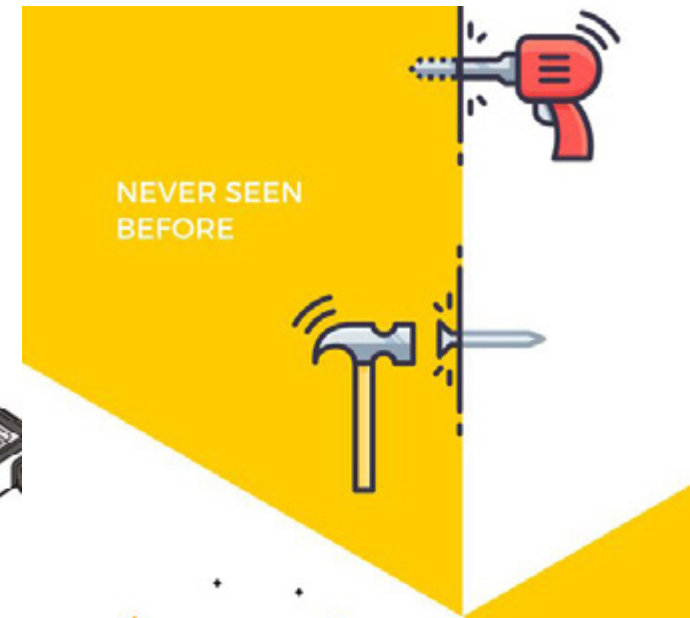
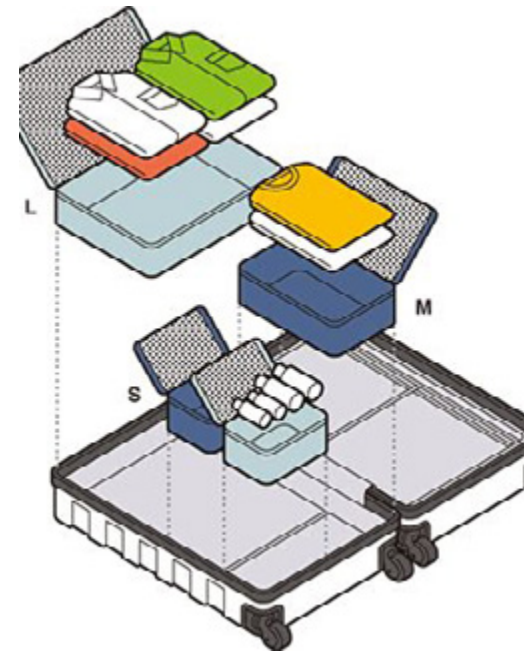
Site shouldn't be

Chaotic
Grungy
Doom & Gloom
Upscale & high-end
Fearful
Loud & boisterous
Sarcastic
Humorous
Disconnected
Serious
Brash
Extreme

ILLUSTRATIONS & COLORS, ICONS



ILLUSTRATIONS & COLORS, ICONS



INSPIRATION

Packing by zones

A. Tent
B. Heavier items, as close to your back as possible
C. Medium weight items
D. Lightweight - sleeping bag

Keep it light

How you pack your backpack will make or break your trip. In general, carry no more than 30 percent of your body weight. For an overnight trip on a Florida trail, a 25-pound pack should suffice. Your heaviest item will be water, so keep it in the top compartment, close to your back. It will help maintain your natural center of gravity.

Backpacker's checklist

What you carry into the woods is a personal decision. But here are a few items you won't want to be without.

<input type="checkbox"/> 1. Rain cover	<input type="checkbox"/> 21. Fork / spoon
<input type="checkbox"/> 2. Tent	<input type="checkbox"/> 22. Water tablets
<input type="checkbox"/> 3. Poncho	<input type="checkbox"/> 23. Dried food
<input type="checkbox"/> 4. Towel	<input type="checkbox"/> 24. Foam pad
<input type="checkbox"/> 5. Food	<input type="checkbox"/> 25. Plastic tarp
<input type="checkbox"/> 6. Stove fuel	<input type="checkbox"/> 26. Clothing
<input type="checkbox"/> 7. Water	<input type="checkbox"/> 27. Nylon cord
<input type="checkbox"/> 8. Trash bag	<input type="checkbox"/> 28. Flashlight
<input type="checkbox"/> 9. Stove	<input type="checkbox"/> 29. Compass
<input type="checkbox"/> 10. Cooking kit	<input type="checkbox"/> 30. Whistle
<input type="checkbox"/> 11. Sunglasses	<input type="checkbox"/> 31. Map
<input type="checkbox"/> 12. Toilet tissue	<input type="checkbox"/> 32. Sleeping bag
<input type="checkbox"/> 13. Sunscreen	
<input type="checkbox"/> 14. Repellent	
<input type="checkbox"/> 15. Trowel	OPTIONAL ITEMS
<input type="checkbox"/> 16. Matches	<input type="checkbox"/> Camera
<input type="checkbox"/> 17. First aid kit	<input type="checkbox"/> Binoculars
<input type="checkbox"/> 18. Toiletries	<input type="checkbox"/> Notebook / pen
<input type="checkbox"/> 19. Pocket knife	<input type="checkbox"/> Field guides
<input type="checkbox"/> 20. Plastic cup	

72 Hour BUG OUT BAG

Keep cash and a good first aid kit. Any needed prescriptions.

Water: you need at least 1 gallon per person per day, so carry a water filter also.

Shelter, tent, and ponchos & sleeping bag.

Important documents: passport, hunting/driving/weapons licenses, etc.

Communications: radio, hand CBs, extra batteries.

Flashlight, batteries, glow sticks, candles.

Don't forget your pets!

Food: 3 days worth. MREs, protein bars and freeze dried. Also good to have some comfort food.

Clothing: carry extra clothing to make sure to pack for your climate. Update your pack as needed.

Fire: fire starter, matches, lighter, etc.

It's better to have and not need than to need and not have.

WWW.FACEBOOK.COM/PREPARING4SHTF

ULTIMATE EDC SURVIVAL KIT

INSIDE LEFT COMPARTMENT

BAG ZIPPER COMPARTMENT

FOR MORE COMPARTMENTS ETC.

© BUGOUT CHANNEL

DISASTER PREP

KEEP COPIES OF IMPORTANT PAPERS

HAVE A GRAB-AND-GO KIT

CLEAR YOUR YARD

STOCKPILE MATERIALS

BAG THE ESSENTIALS

ALL THE ITEMS LISTED BELOW PERFECTLY INTO LIGHTWEIGHT BAG - AND EVEN LEAVE SOME ROOM TO SPARE! START PREPARING NOW!

SAVE YOUR OWN SKIN
SUNSCREEN, MOSQUITO NET, AFTERBITE

HARD TO LIVE WITHOUT TOOLS

TOOLS FOR BASICS

HANDY TO HAVE

MOST OFTEN OVERLOOKED

MAKE LIFE BENEVOLENT

FOOD CLOTHING

SHELTER & OBSERVE

LIGHT CAMP ESSENCE

BAIT-DON'T

SIGNAL & NAVIGATION

A GOOD BLADE

DESIGN EXAMPLES

The collage features several design examples:

- Top Left:** A website pitch deck for 'LAB CO. LAB FUEL' with a red and white color scheme.
- Top Middle:** A website pitch deck for Audiomgram celebrating its 30th anniversary, featuring a dark background with red accents.
- Top Right:** A website pitch deck with a purple and blue gradient background, titled 'Design for epic outcomes.' It lists services like Product Strategy, User Experience, Brand & Visual Design, and Prototyping & Development.
- Middle Left:** A website pitch deck for 'Morgondagens upplevelser & framtidens varumärken' (Tomorrow's experiences & future brands) with a white background and images of hands.
- Middle Right:** A website pitch deck for 'Sveriges största mobilsajt med nyhetspuls' (Sweden's largest mobile site with news pulse) showing a mobile app interface.
- Bottom Left:** A website pitch deck for 'Ett enklare biljett genom en modern E-handel och tidsbokningstjänst' (A simpler ticket through a modern e-commerce and booking service) showing a mobile app interface.
- Bottom Middle:** A website pitch deck for 'Design förbättrar leveranssystemets tjänst' (Design improves the service of the delivery system) and 'Hur tar den bästa strategien beslut?' (How does the best strategy make decisions?).
- Bottom Right:** A website pitch deck for 'Design thinking - nästa buzzword?' (Design thinking - the next buzzword?) with a white background.
- Center:** A large image showing branding materials for Audiomgram, including business cards and a laptop displaying a website.
- Right Side:** A vertical strip of images showing various mobile app designs and user interface elements.
- Bottom Right Section:** A 'Market Context' section with statistics: '2.5x' (25% of mobile users have customer experience in the most important and highly valued), '23%' (23% of mobile users have customer experience in the most important and highly valued), and 'WWW' (WWW now stands for what's next, what's new, where to go, what's going on, what's happening, what's important, and what's trending). It includes a quote: "We've proved that face-to-face conversations with customers and shoppers is a brilliant way for brands to get their message across but it's often hard to realise maximum ROI. With our experience we can absolutely deliver that." attributed to Alan Rowland MURPHY, CEO, PinPointer.
- Bottom Right Section:** A 'Value proposition' section with the text: "We developed their proposition based on Location Data. This helps brands make crucial marketing decisions and to be in the right places at the right times to give attention and acquire new customers." Below this is a blue box with the text: "Stand. Right. Here. The people and place insights".

CONTENT FOR THE SITE: HOMEPAGE

IMAGE - Illustration of open bag

H1. What is a bug-out-bag

<p> explain what a BOB is.

btn - link to build your bag page

IMAGE - Illustration floor plan of house

H1. Grab'n Go.

<p> purpose is to be ready quickly

H1. Keep it where you can find it.

<p> suggestions of where to keep it.

H1. Teaser to have a plan page.

<p> support body copy

btn - link to have a plan page

H1. Make it fit for you.

<p> keep in mind weight of bag and who will be using it

H1. What to do after.

<p> After creating a bag learn how to use the items in it.

CONTENT FOR THE SITE: BUILD YOUR BAG

IMAGE - Illustration of open bag

H1. Assembly is required. But it's simpler than it seems

<p> Intro about packing for high-risk disasters in your area.

H1. Water.

<p> description

 items needed

IMAGE - Illustration of items

H1. Food & Cooking.

<p> description

 items needed

IMAGE - Illustration of items

H1. Clothing.

<p> description

 items needed

IMAGE - Illustration of items

H1. Shelter.

<p> description

 items needed

IMAGE - Illustration of items

H1. First Aid Kit.

<p> description

 items needed

IMAGE - Illustration of items

H1. Basic Gear

<p> description

 items needed

IMAGE - Illustration of items

H1. Tools

<p> description

 items needed

IMAGE - Illustration of items

H1. Tools

<p> description

 items needed

IMAGE - Illustration of items

H1. Important Papers

<p> description

 items needed

IMAGE - Illustration of items

CONTENT FOR THE SITE: HAVE A PLAN

H1. Eskimos don't wear bathing suits.

H2. Just like an emergency plans, BOB should be customize for where you live.

H1. Emergencies to plan for.

<p> Intro about packing for high-risk disasters in your area.

ICON - Disaster type

H2. Earthquake

<p> Disaster description

ICON - Disaster type

H2. Fires

<p> Disaster description

ICON - Disaster type

H2. Floods

<p> Disaster description

ICON - Disaster type

H2. Hurricanes

<p> Disaster description

ICON - Disaster type

H2. Drought

<p> Disaster description

ICON - Disaster type

H2. Tornadoes

<p> Disaster description

ICON - Disaster type

H2. Blizzards

<p> Disaster description

ICON - Disaster type

H2. Civil Unrest

<p> Disaster description