

# HelpingHands

Natural disasters are quite natural, but, technology and connections can play a crucial role in mitigating the impacts and help those affected.

... Shall we see how?



**HelpingHands**

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# Problem Statement & Goal

While one cannot do much to alter a natural calamity, humanity usually wins over any disaster. People go out of the way to help each other, organizations take up rescue and rebuilding work, doctors provide free help, so on and so forth. In situations like this, on one side there are several people who face life-threatening challenges like shortage of food, medical emergencies, hygiene issues; on the other side there are groups of volunteers ready to help the people in need.

Every year our country suffers from natural calamities – earthquakes, floods, landslides, and we want to come up with a way to connect the needy with a volunteer for any natural disaster emergencies.

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## Task Duration

**3 Days**

(Research, Design & Documentation)

## Design Tools

**Figma, Adobe Illustrator** (For Logo Creation)

## Research Sources

**Xtensio, Google, Play Store & Creative Work Portals**





# Objectives



## What are the user's behaviors when using the product?

- Panicked.
- Less focus to do tasks.
- Lots of thinking activity.
- Urgency.



## What Age group are we designing for? Why?

- Focusing for a person who has a smartphone and stuck in a natural disaster, so it ranges from a 16 year kid to old people.
- People who need help.
- First responders and support teams.
- Relief organizations and other groups dedicated to long-term rebuilding activities



## What are their goals?

- To know about the disaster beforehand for safety.
- To know the route for evacuating the city.
- To alert officials that they need help.
- To get basic needs like water, food and medicines.
- To know nearby temporary shelters.
- To inform and know about the safety of their family members.



## What success criteria are we using to solve the problem?

- Number of people got food, water and medicines on time.
- Number of people found temporary shelter.
- Number of missing persons found on request of their loved ones.



## How well we will be able to solve the problem?

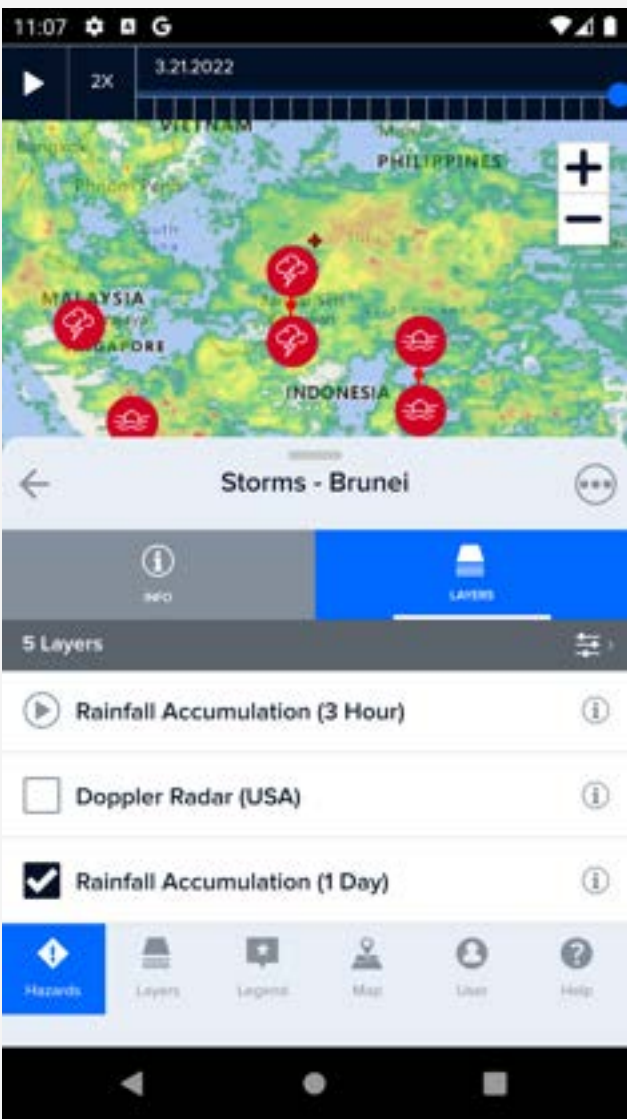
- Identify easily at day & night - Color scheme should be bright. Provide Light & Dark modes.
- Minimize scanning time spent on processing words - Conveying ideas through icons & images.
- Clear Instant Indication - Buttons were designed to be easy to click while in a rush.
- Less Cognitive load - Using Progressive Disclosure and focusing one main task at a time.
- Urgency - Need to request help with minimum number of taps.

# Competitor Analysis



## Disaster Alert

<https://play.google.com/store/apps/details?id=disasterAlert.PDC&hl=en>



### Strength

- Many users appreciate the real-time alerts and notifications provided by these apps.
- App is very simple and easy to navigate, making it easy for people to access information in times of emergency.
- Ability to customise alerts based on location and type of disaster, which is helpful for those living in areas prone to specific types of disasters.

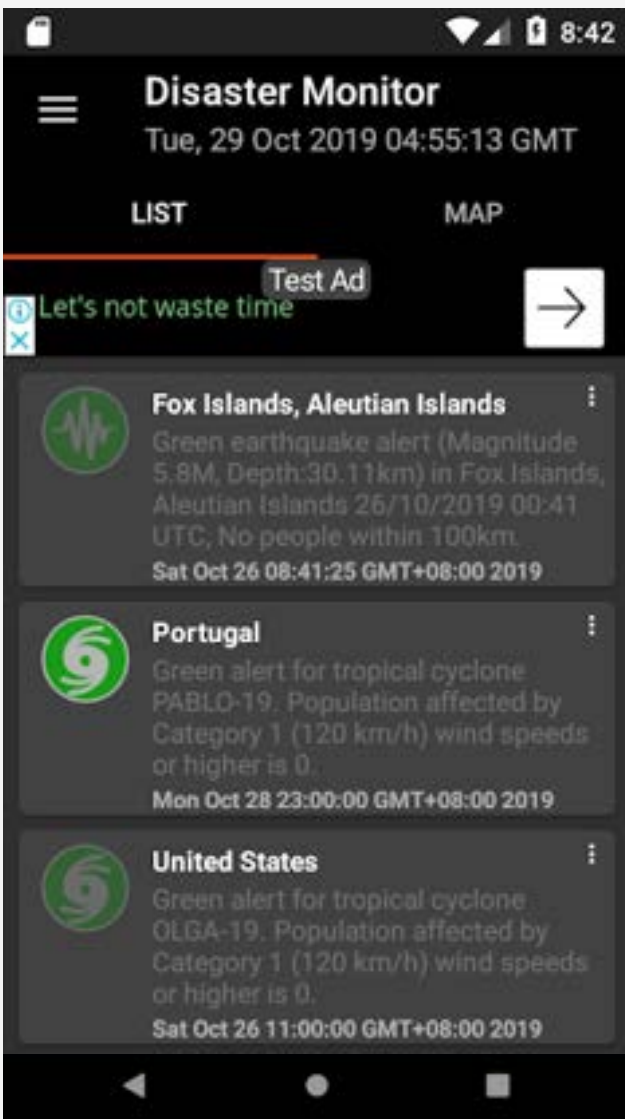
### Weakness

- App is not always accurate or up-to-date with information, which can be dangerous in emergency situations.
- Reliant on social media and user-generated content, which can be 100% unreliable and potentially misleading.
- Limited coverage areas, leaving people that live outside of those areas without access to necessary information.



## Natural Disaster Monitor

<https://play.google.com/store/apps/details?id=com.dom925.disastermon&hl=en>



### Strength

- The app shows the latest natural disasters like earthquake, cyclones, tsunamis and floods as color codes icons in a list as well as a google maps Backdrop
- UTM or geographic grids can optionally be displayed on the map

### Weakness

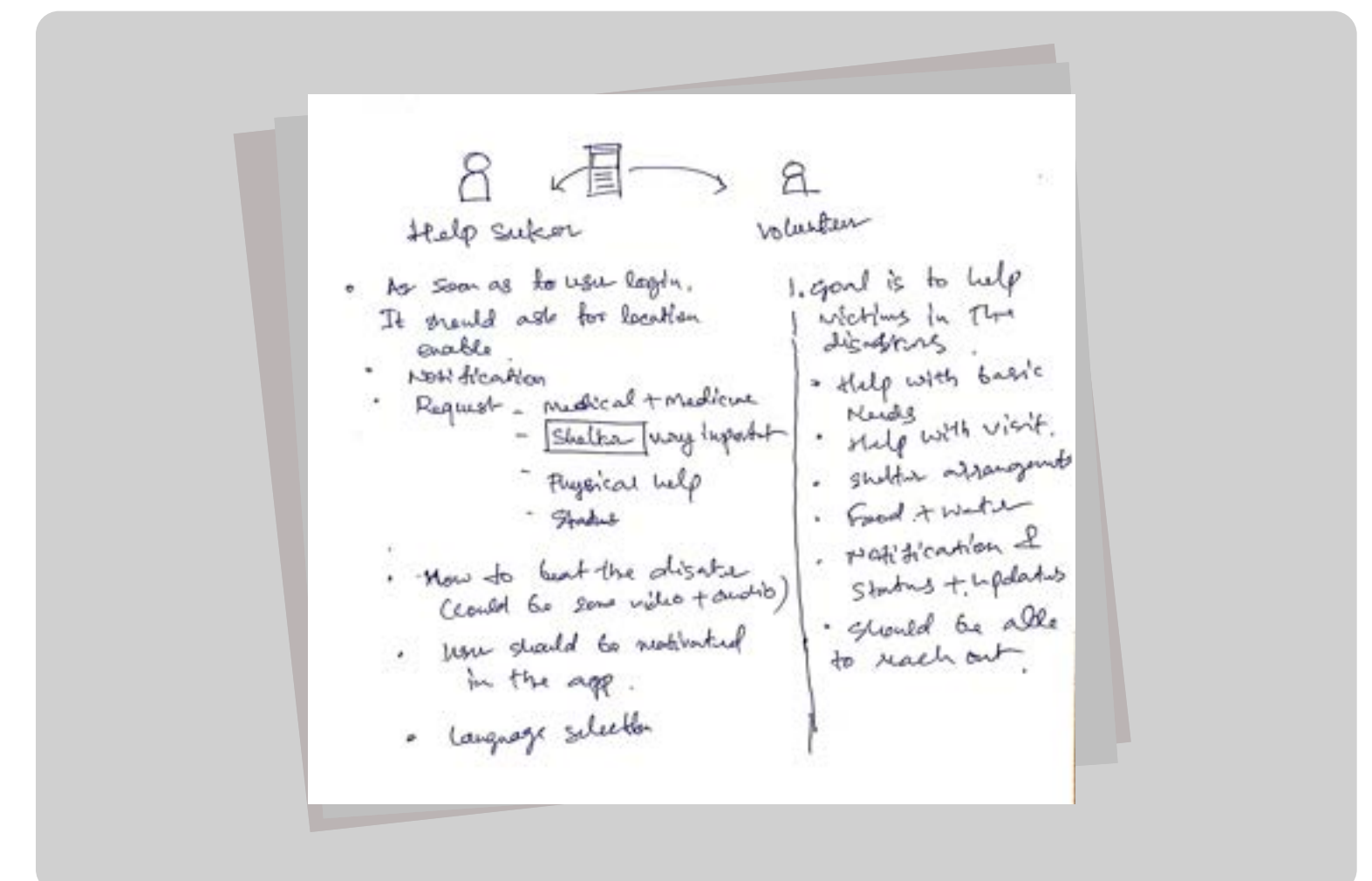
- No Alarm System
- Updates are few
- No volcano
- Updates are not live
- Finding open Shelters
- Locating Family persons
- Data Mismatch
- No Fire disaster alerts
- No Settings to control the alerts



# Brainstorming & Ideation

I began by brainstorming and jotting down my ideas for enhancing our product through innovative uses of modern technology, with a focus on identifying the most impactful areas to differentiate ourselves in the market. After careful consideration, I compiled a list of essential features that will be instrumental in improving the product for our users.

- Get notified when an earthquake occurs, prepare your family and home, find help and let others know you are safe even if the power is out
- While onboarding ask user if they are blind, deaf etc. and provide voice assistant integration
- When you plan to travel somewhere, pop up or notify if there is a weather concern.
- Easy to use language toggle to switch translation directly inside the app
- Light and Dark modes
- Donate fund relief
- In immediate need of assistance press, 4 times the On/Off button of your phone and the app will send alerts including your location to your emergency contacts, the local authorities and people around you
- Show courage quotes in the process to feel them motivated
- Whoever clicks on I'm safe will act as a volunteer to help others
- Add bed sheets, sweaters along with basic needs.
- Find missing persons and pets (Reporting missing feature)
- Step-by-step instructions let you know what to do even before/during/after an earthquake, even if no data connectivity.
- Let family and friends know you are okay with the customisable "I'm Safe" alert for Facebook, Twitter, email and text.
- Monitor conditions in your area through status tracking system
- Simple step-by-step instructions to help you know what-to-do even if the cell towers and TVs are down. Prioritised actions for before, during, and after requires no mobile connectivity.
- Integrate with Google Assistant / Siri or any other voice assistant platforms for accessibility purpose.
- Need medicines and pills for patients.



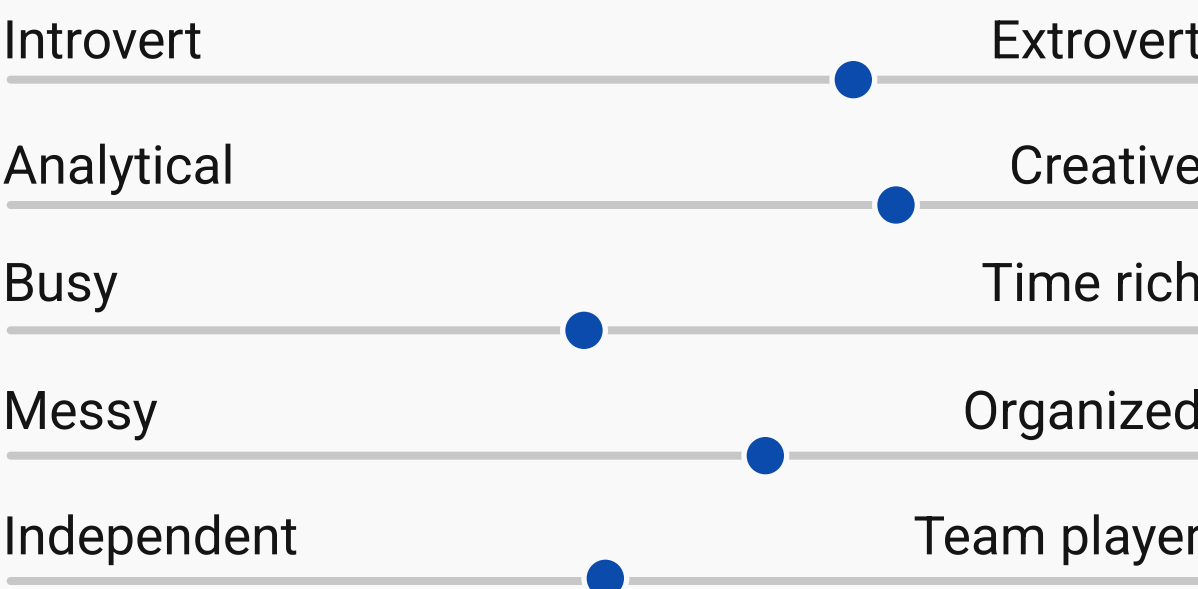
# Persona 1 (Volunteer)



**Philip Thomas**

*Keep calm and stay cool.  
Help people.*

## PERSONALITY



AGE:	24	FAMILY:	Single
JOB TITLE:	Sr. Software Engineer	LOCATION:	Bangalore - India
NATURE:	Young & Energetic		

- Educated
- Geek
- Cool
- Energetic

## BIO

Philip is employed as a software engineer in Bangalore at a prestigious multinational corporation. In addition to his professional work, he actively engages with several NGOs and enjoys providing assistance to those in need. Among his charitable contributions, Philip regularly donates to pet care organizations and other NGOs.

## Goals

- Help people in need
- Donate for people who are in disasters
- Try finding out shelters for victims in disasters
- Get notification when disaster happens
- Visit & help people in the location

## Frustrations

- Difficult to find people who are actually in need
- Problems in reaching out to first responders
- Not able to figure out what are the needs of victims in disasters

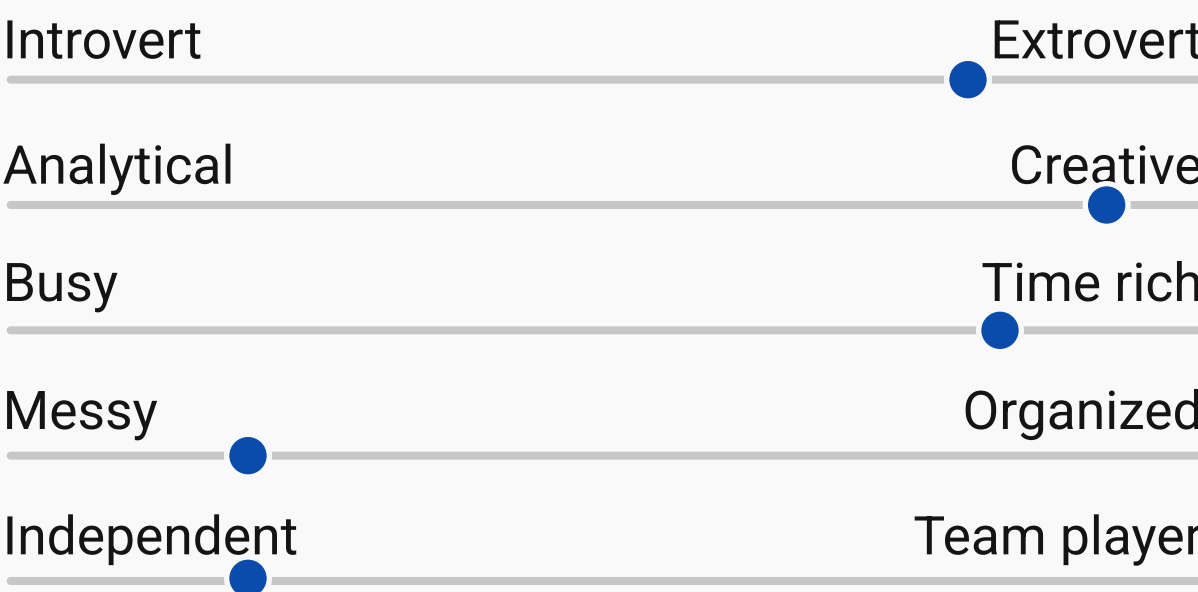
# Persona 2 (Help Seeker in Disaster)



Sahana Yadav

Do what you love & love what you do!

## PERSONALITY



AGE:	17	FAMILY:	Single
JOB TITLE:	College	LOCATION:	Bangalore - India
NATURE:	Enthusiastic		

- Creative
- Lazy
- Carefree

## BIO

Sahana is a young girl who wants to do what she loves. She spends most of her time with friends. She loves to go out and have fun. Sahana often calls her parents to update her daily activities.

## Goals

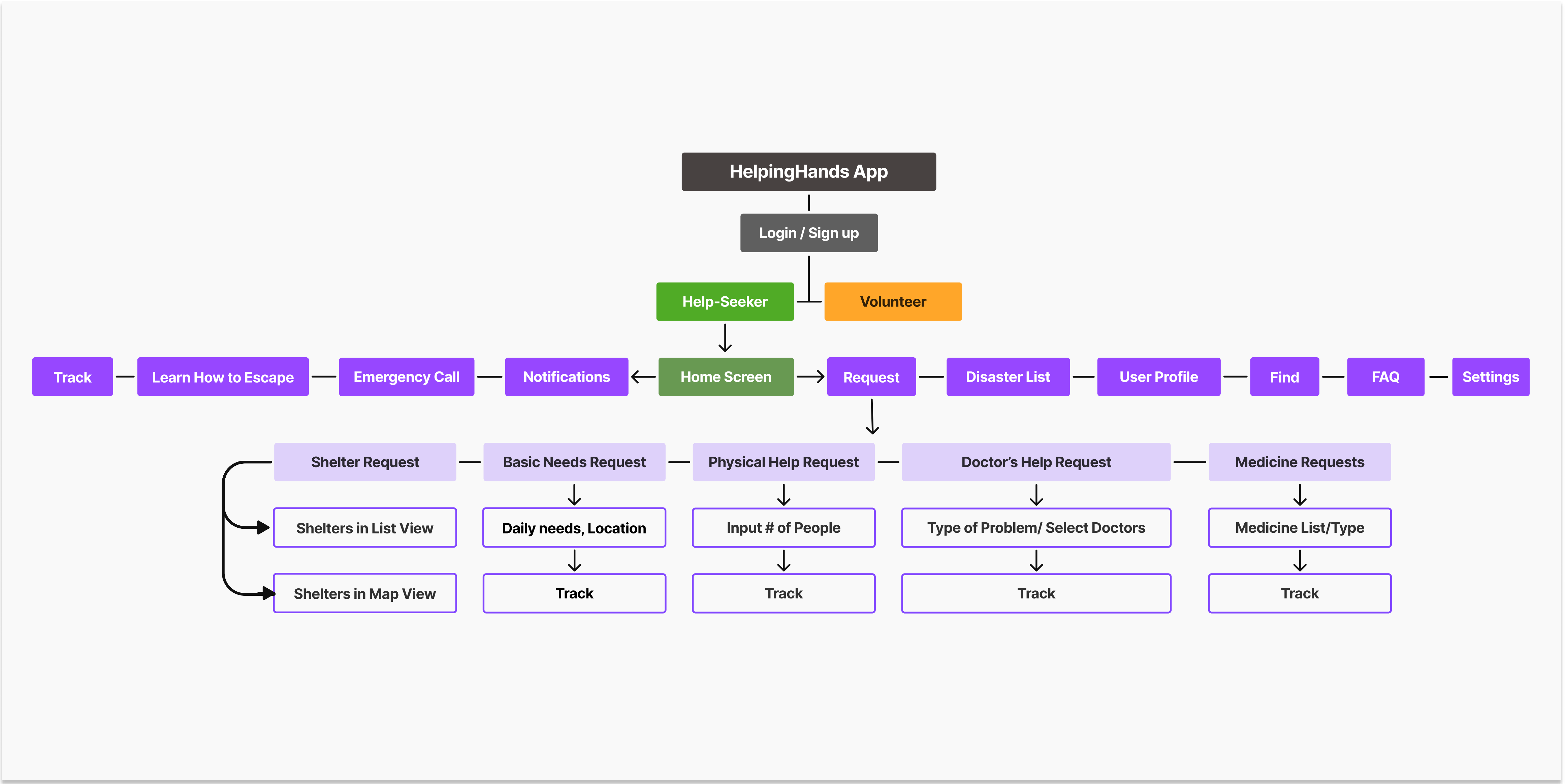
- Want to reach safe place
- Inform that she is safe to her family.
- Interested to learn, how to escape if the disaster occurs.

## Frustrations

- Not able to find any shelters nearby.
  - Find basic needs
  - Need medicines on time.
- Need physical help during this situation
  - Not owning a vehicle
  - Connectivity issues in the location

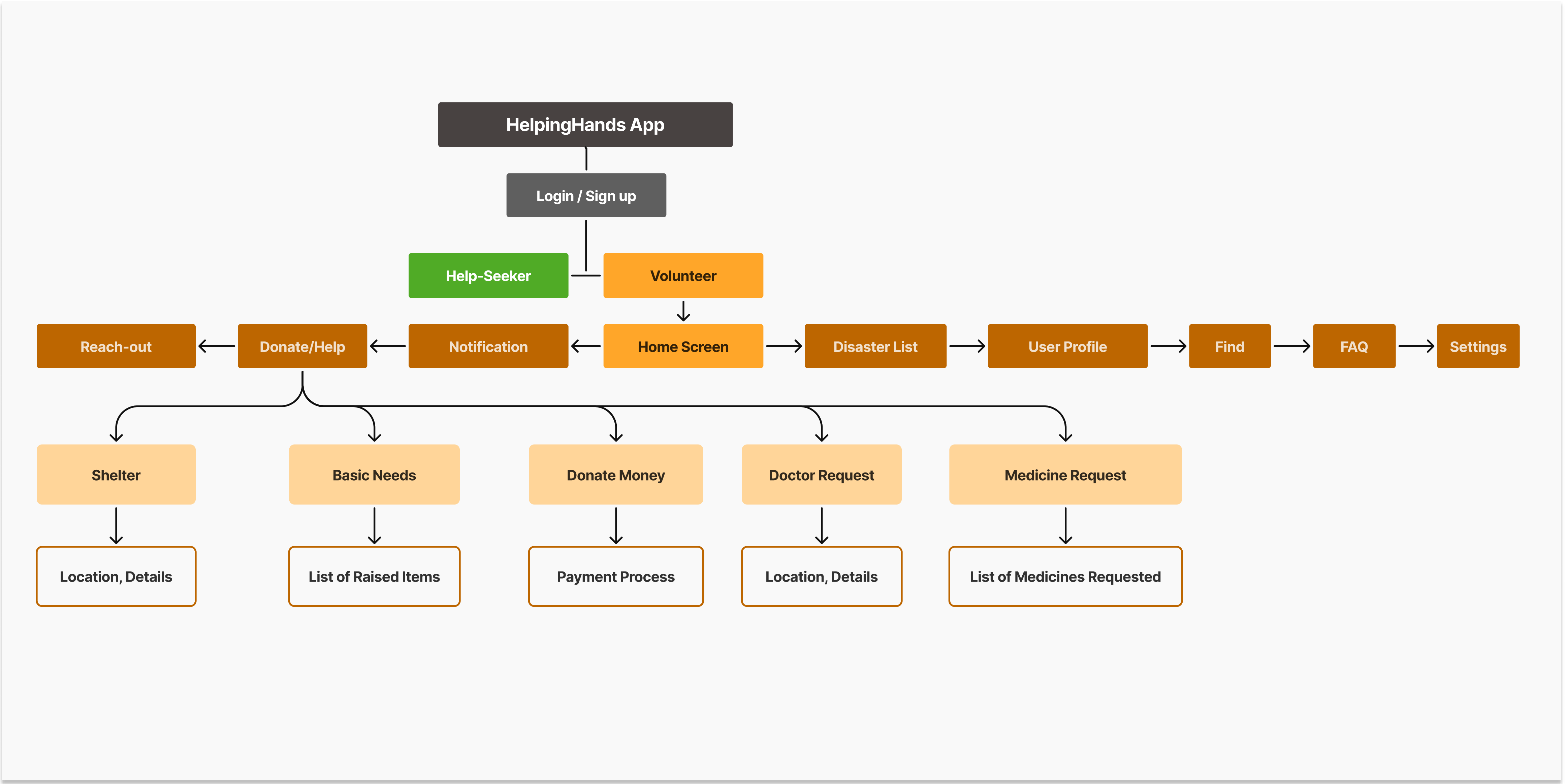


# Information Architecture (Help Seeker's Flow)





# Information Architecture (Volunteer's Flow)

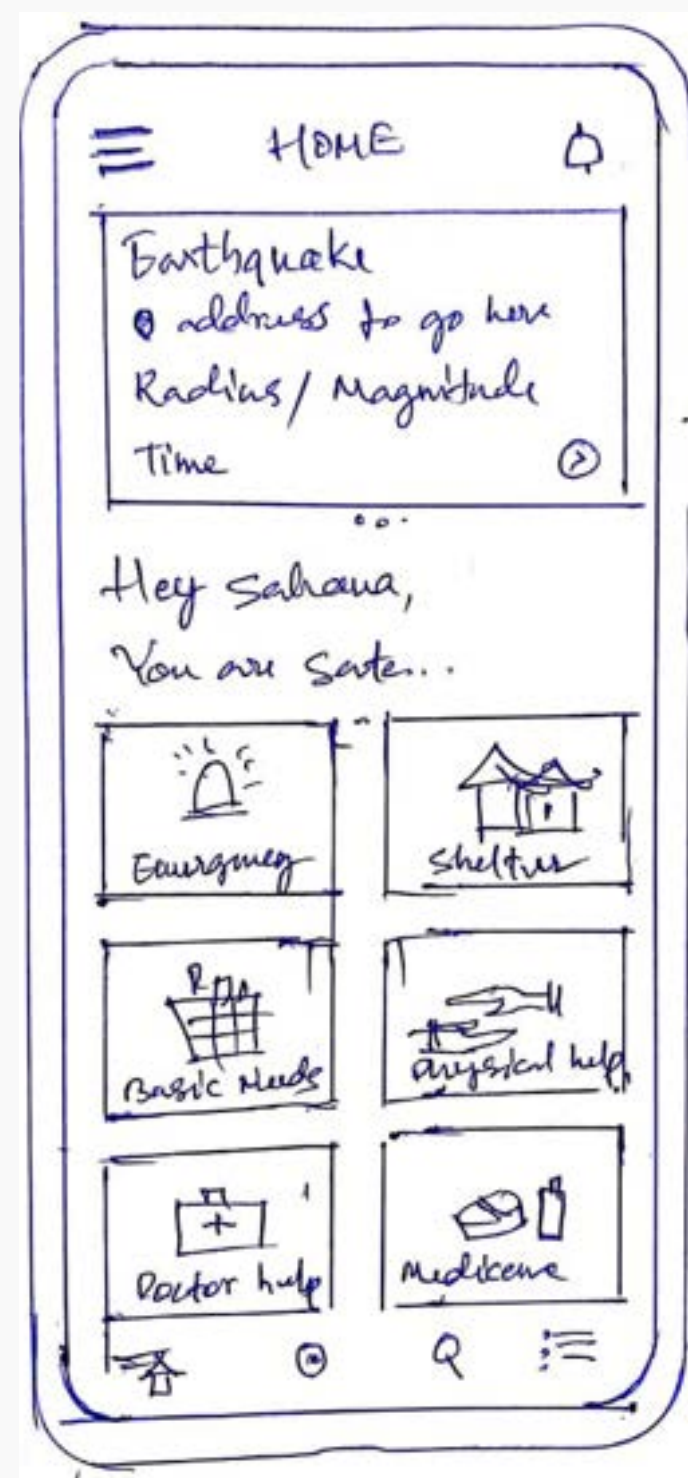


# Functional Thoughts & Visual Snippets

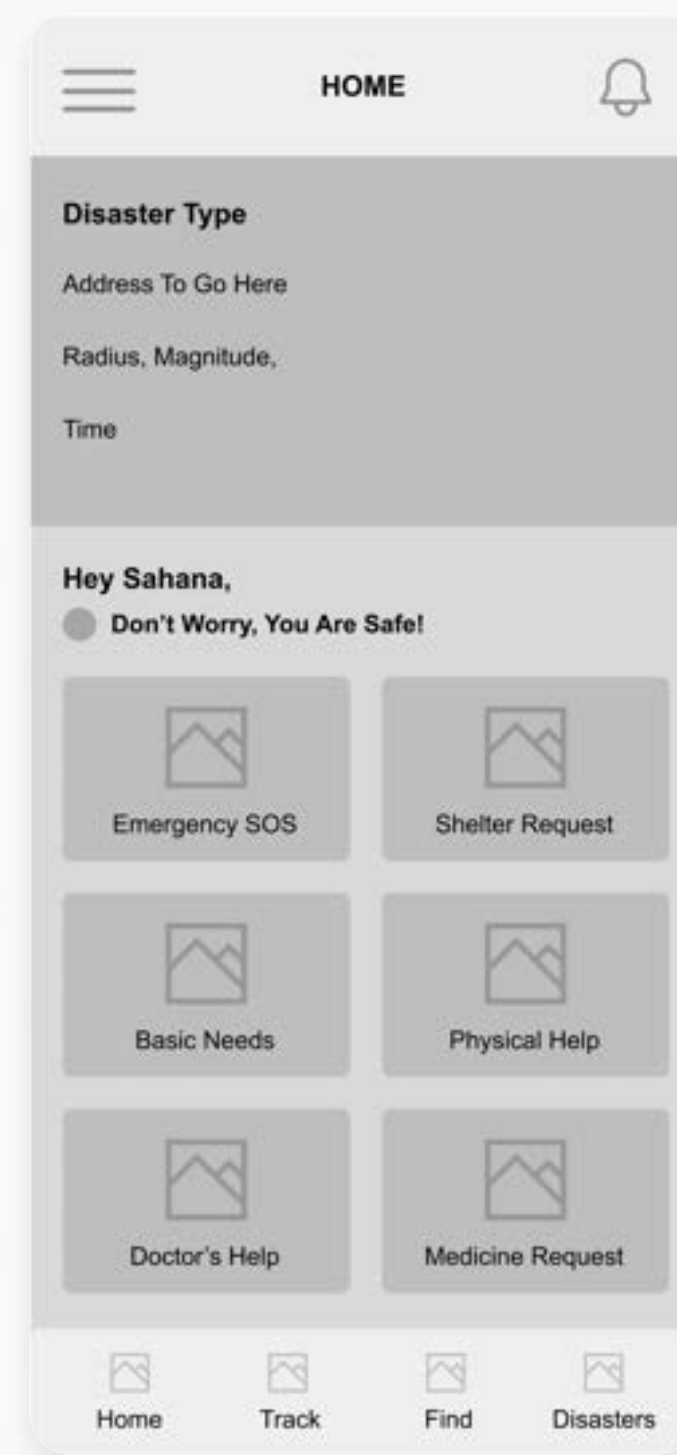
Conducted research was brief and limited. Of course, developing a solid application will require significant effort and time. Due to time constraints, I'm going to refine my thoughts on specific functions and visual design elements. The functional and visual ideas presented are preliminary and require further exploration and iteration for the best final product.



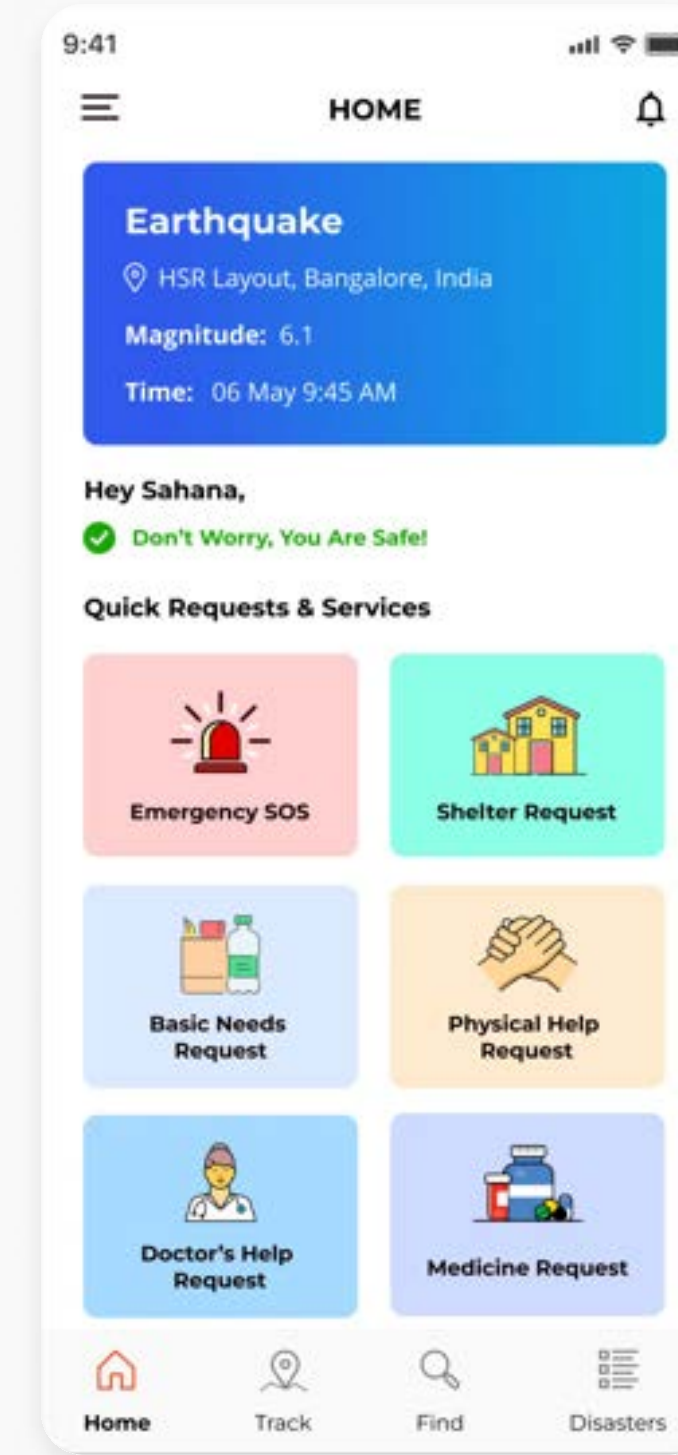
# Visual Design Steps



STEP 1



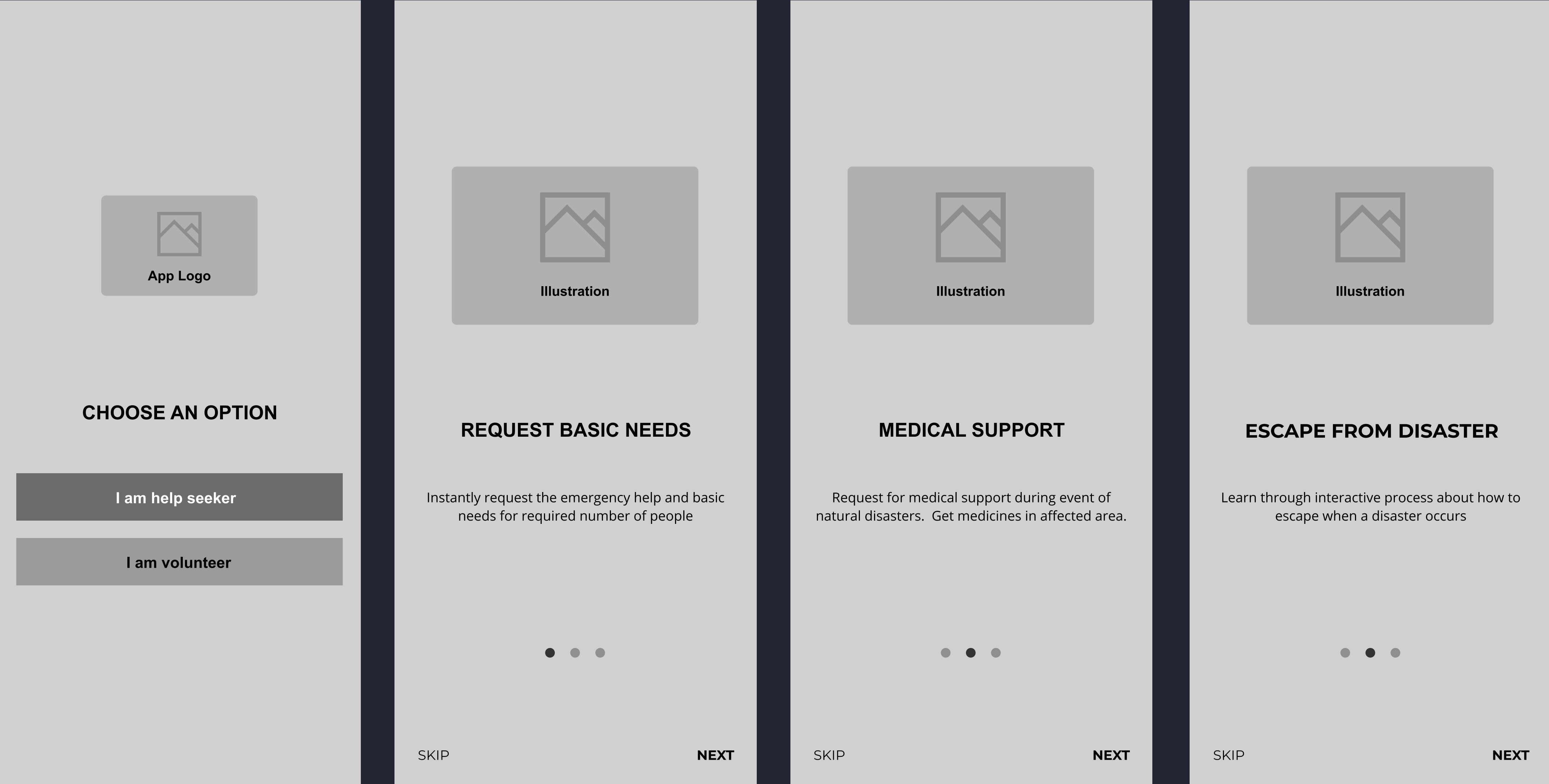
STEP 2



STEP 3

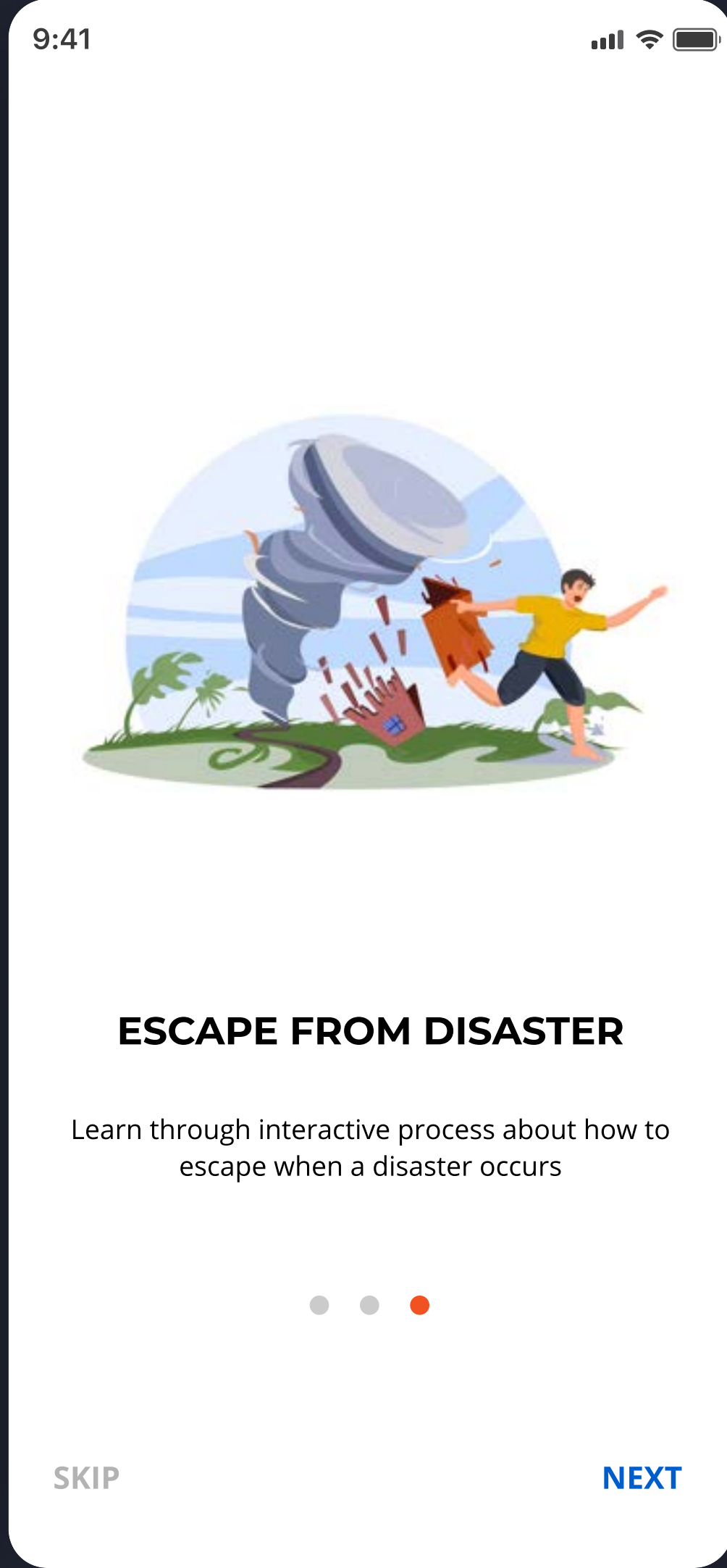
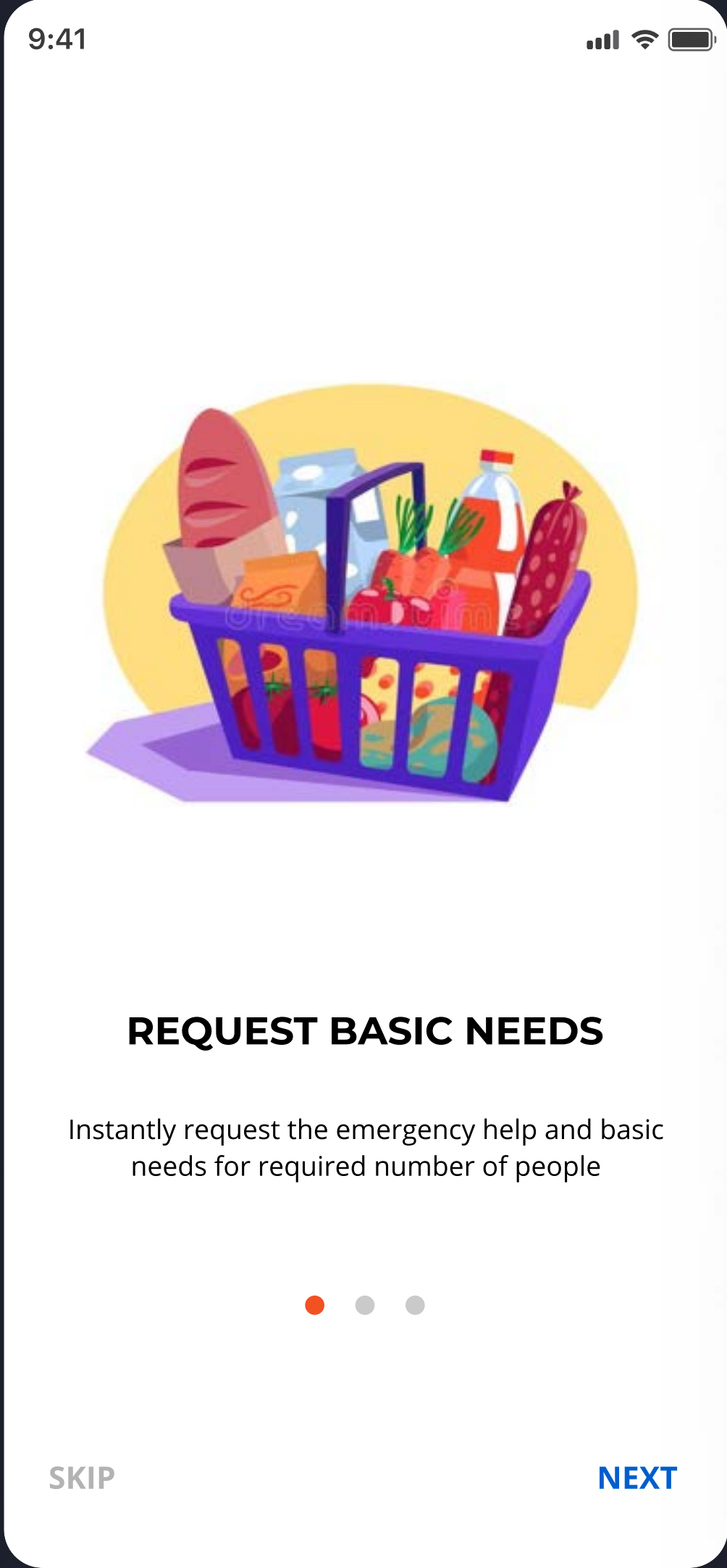
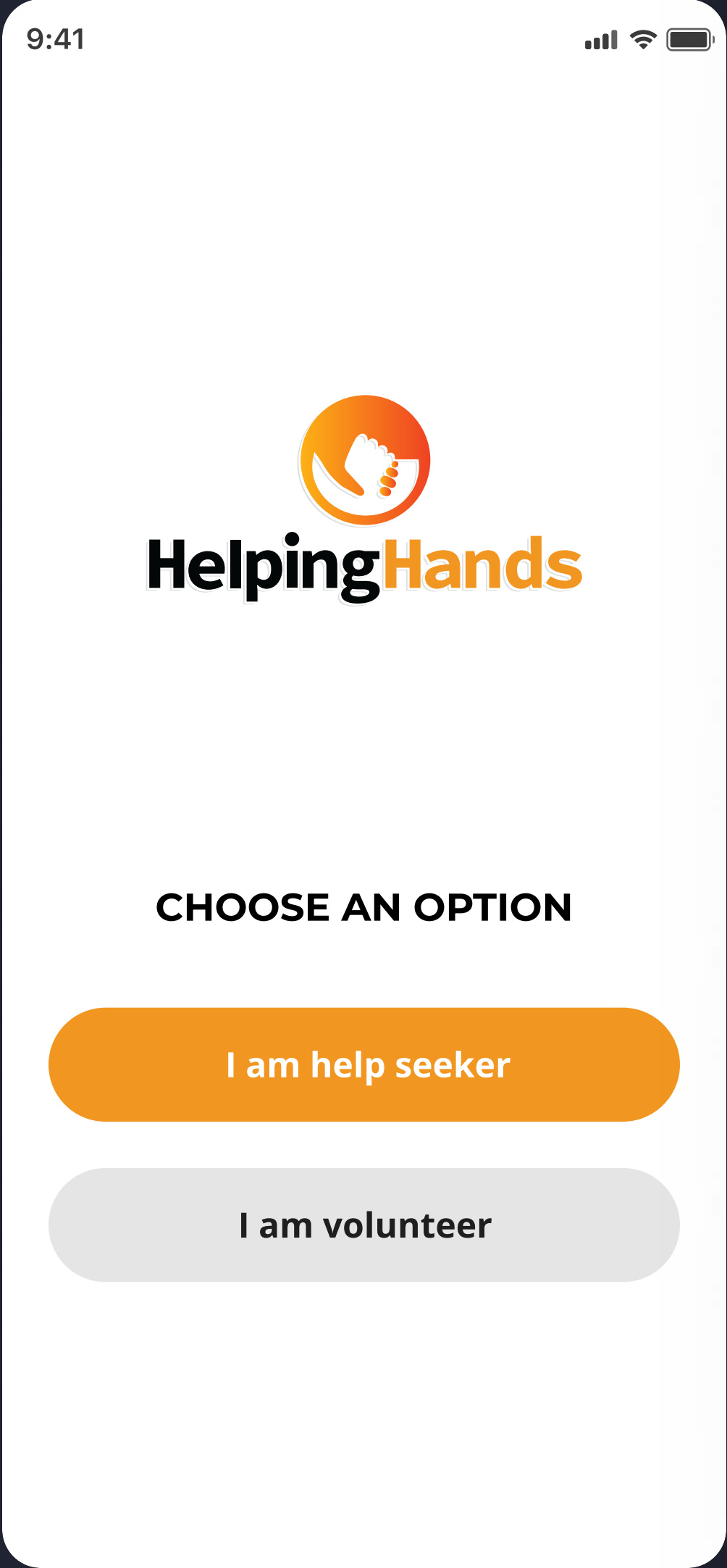
Every screen created here has gone through the proper process, starting with sketching it on paper, then creating low-fidelity wireframes, and finally moving on to visual design.

# Wireframe (Home & Shelter Booking flow)

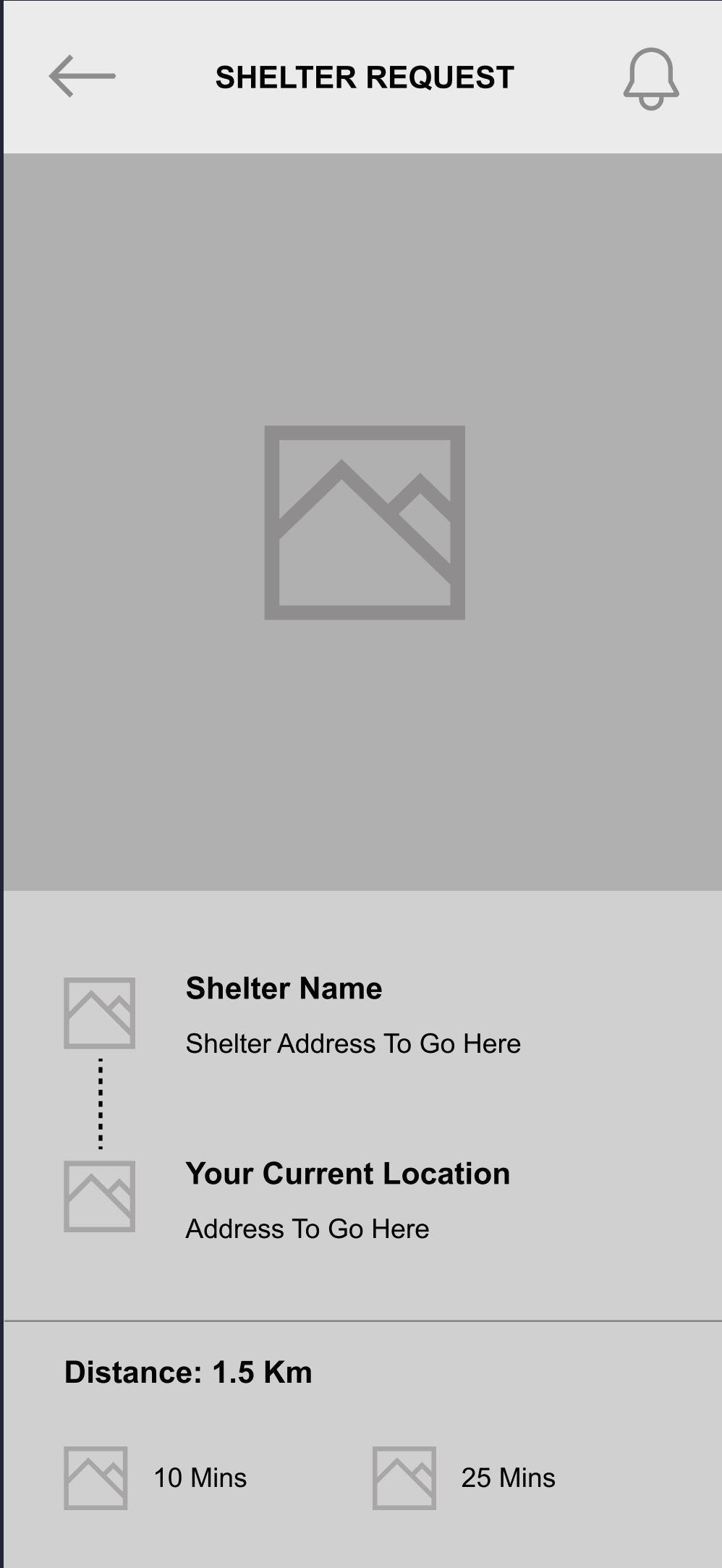
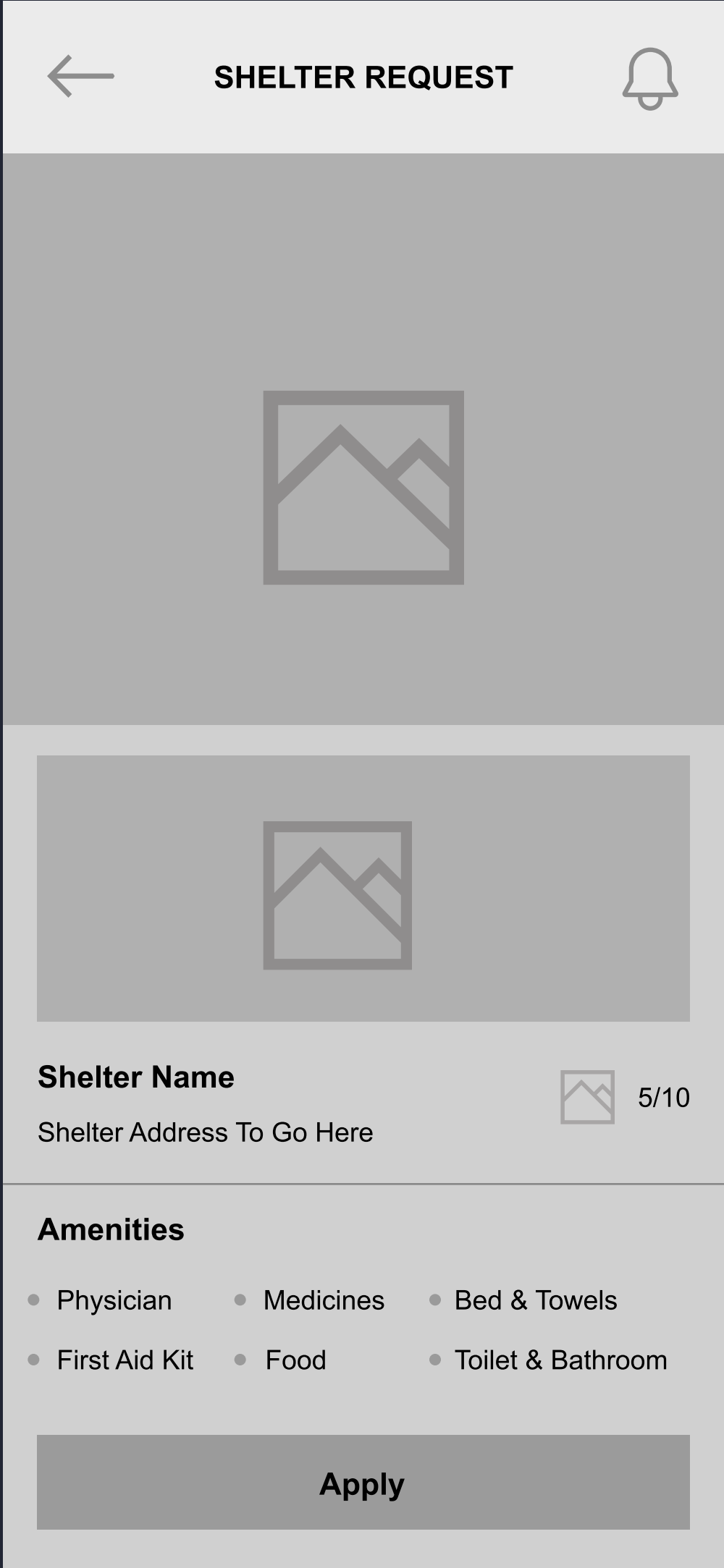
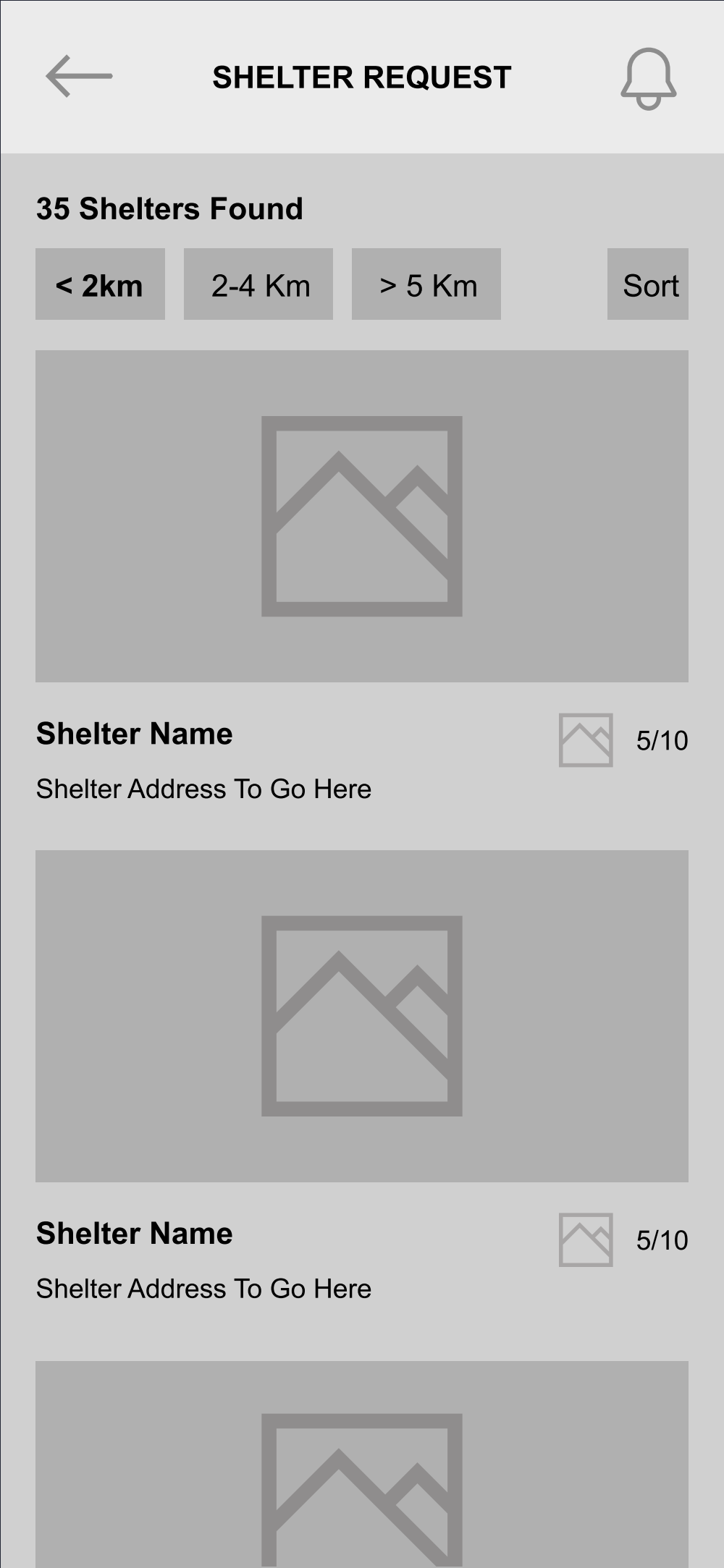
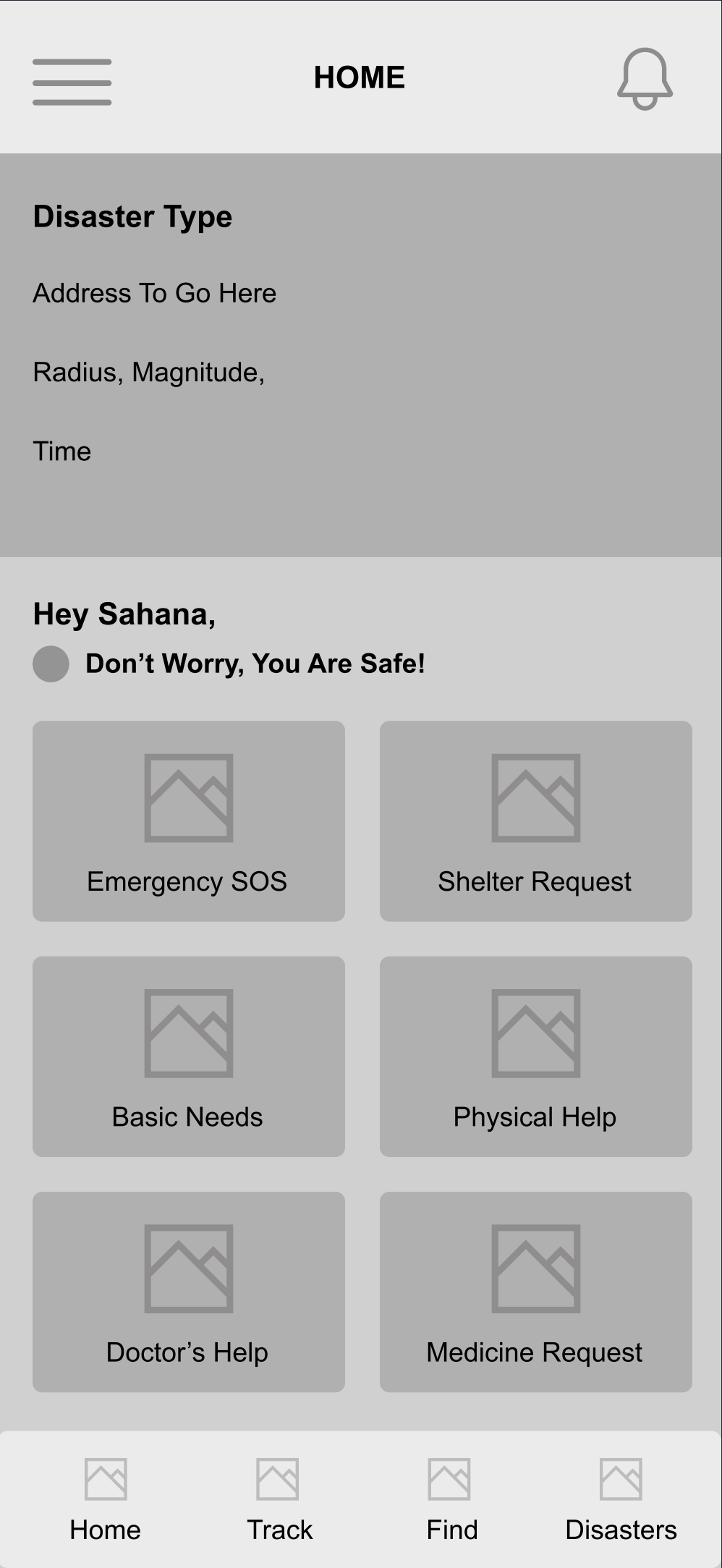




# Visual Design (Onboarding)

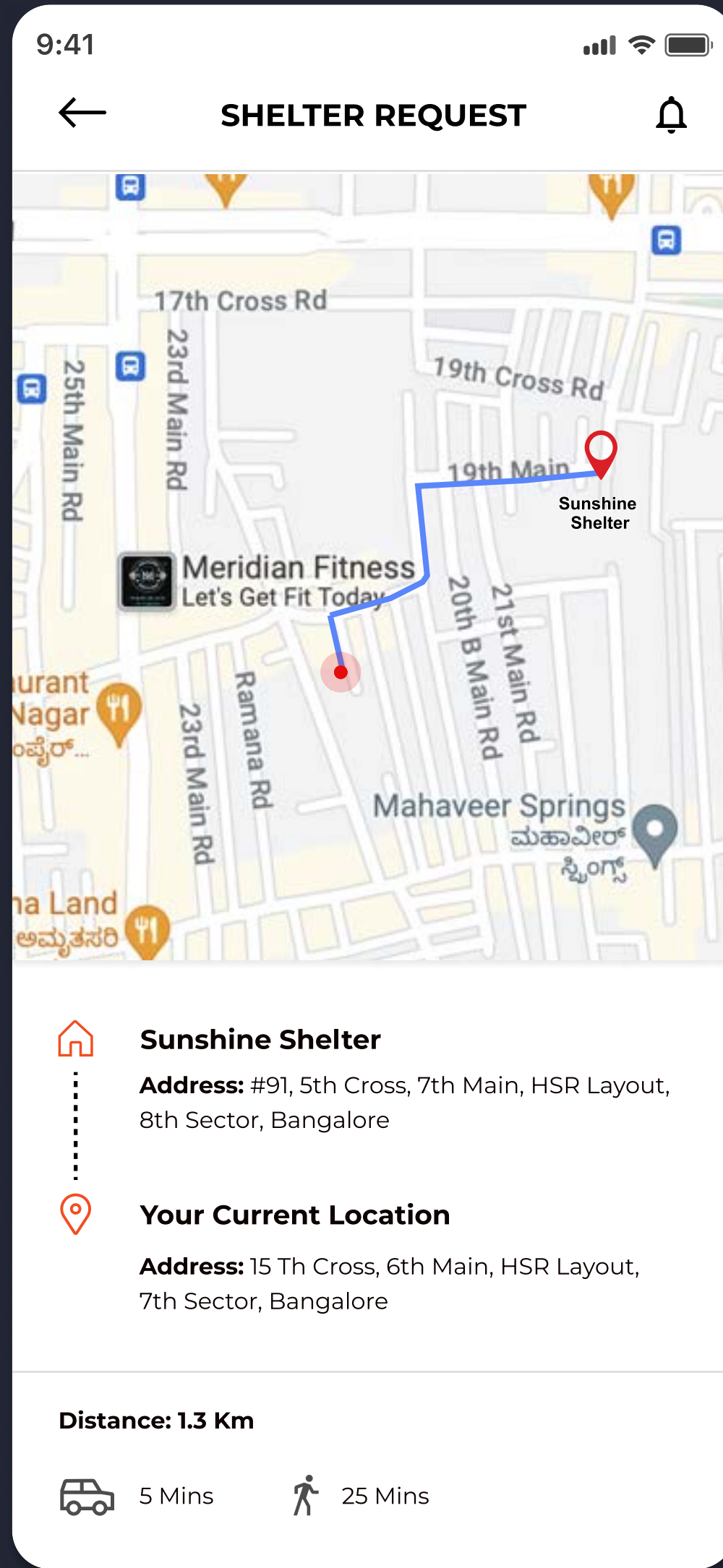
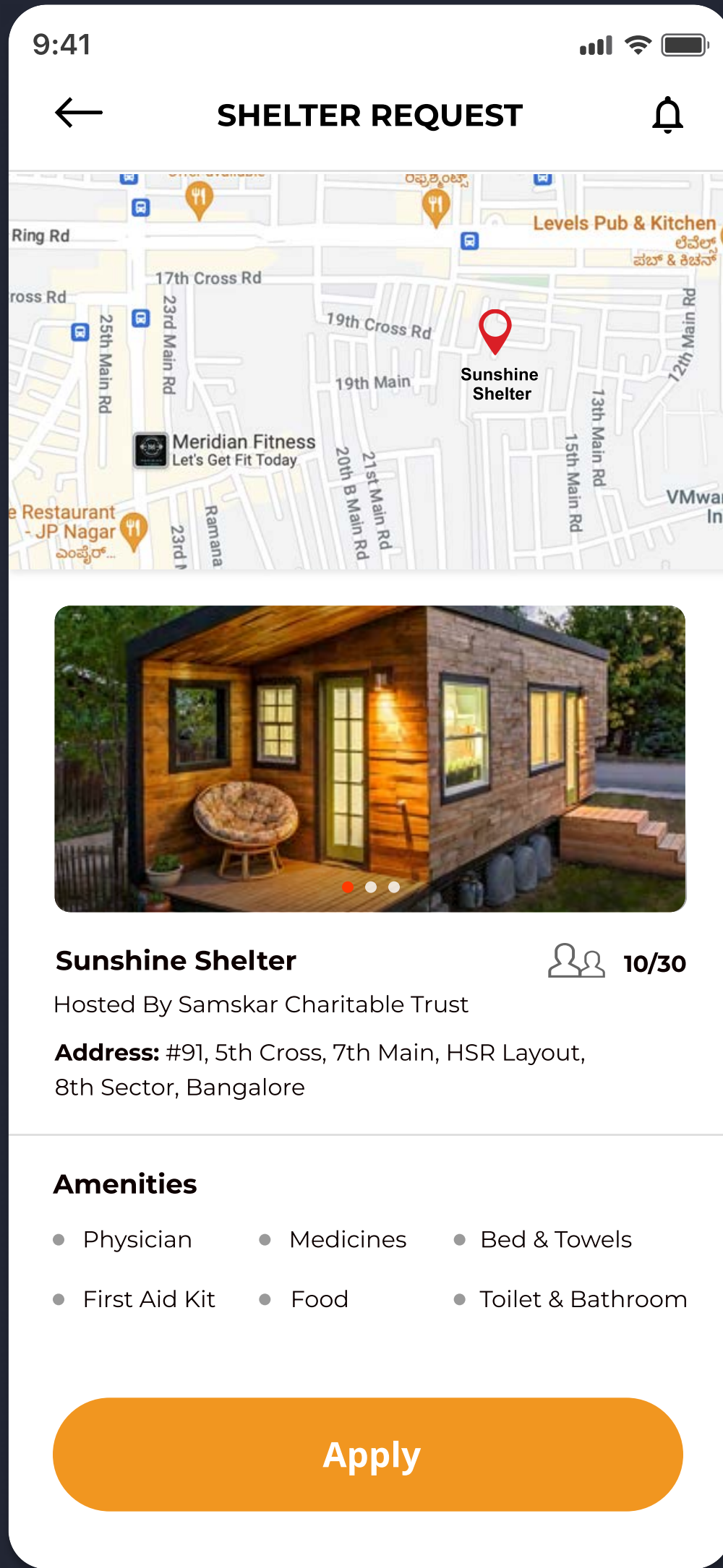
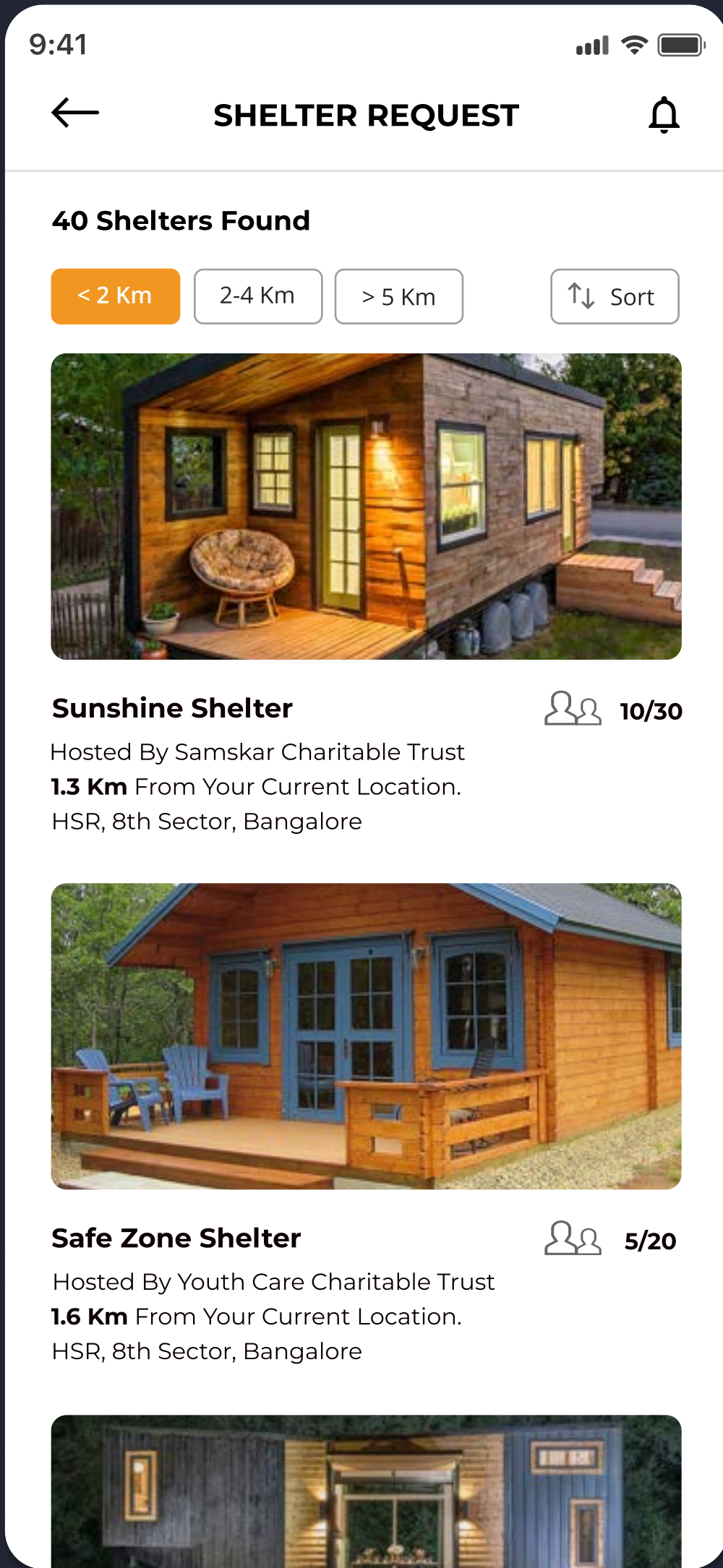
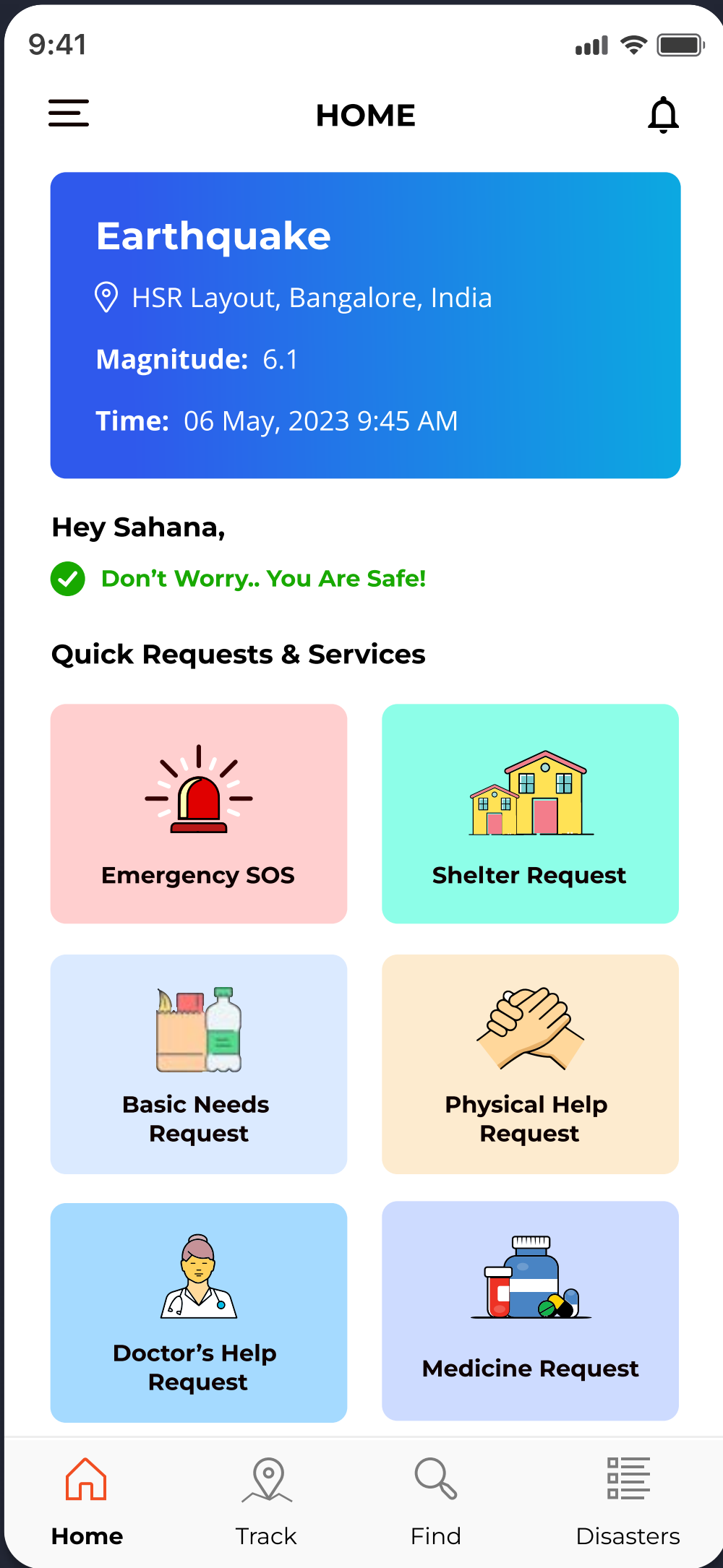


# Wireframe (Home & Shelter Booking flow)





# Visual Design (Home & Shelter Booking flow)



**Thank You!**