2014-02-25

DAVID HUER
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WEBSITE USER EXPERIENCE NOTES:

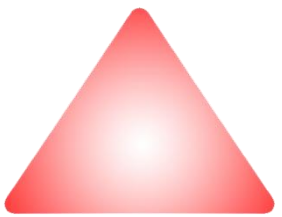
USER GROUP: PROFESSIONAL RESCUE TECHS

BACKGROUND: OFTEN COME FROM MILITARY, OR HAVE CONSTANT MILITARY/POLICE CONTACT

CORP ICON:

REFERENCES:

(A) GOV CANADA – SYMBOL FOR 'EMERGENCY OPERATIONS STAGING AREA'



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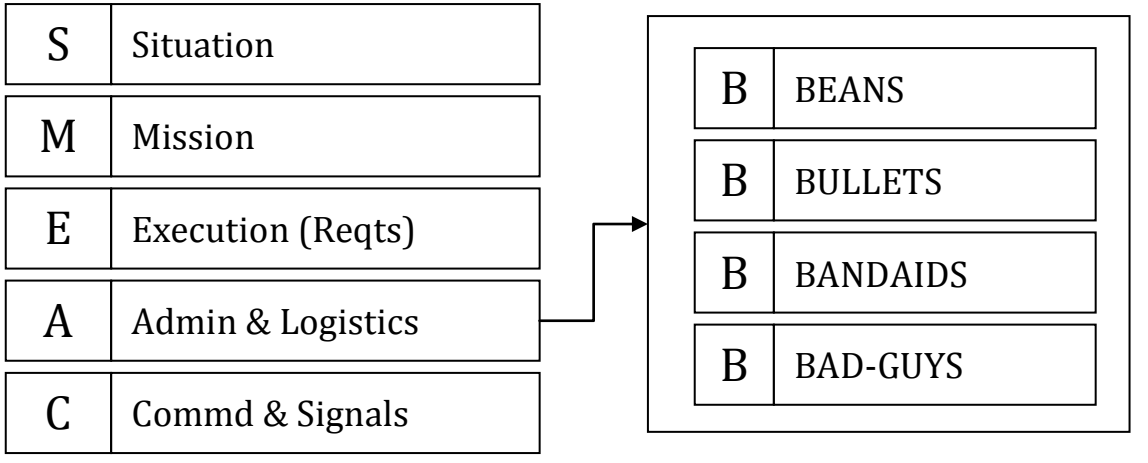
(B) "4-B'S" – "ADMINISTRATIVE & LOGISTICS SUBJECT" AREA, FROM CANADIAN FORCES & US MILITARY "SMEAC" 5 PARAGRAPH ORDER, WHICH IS A METHOD TO SPECIFY OPERATIONAL ORDERS.

SELECTED BECAUSE THE TARGET USER GROUP (ORDER MISSION PROCUREMENT SPECIALISTS WILL COMPREHEND THE MEANING OF:

(i) REFERENCES
(ii) ICONS
(iii) SYMBOLS



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SYMBOLS: GOV CANADA – SYMBOLS LIST, SEE BELOW FOR SOURCE

INSIGNIA: CANADIAN FORCES USED AS REFERENCE.

MARKET: EMERGENCY RESCUE CACHES
"URGENCY OF ORDER-FILLING" REQUIREMENTS DRIVE THE MISSION

FONTS: GOV CANADA – CANADIAN FORCES GRAPHIC STANDARDS MANUAL

3.2.1 Typography: The fonts used on the logo for the organization's name is Futura Light, chosen for its legibility, solid shape and simple design.

IMPORTANT
: It is strictly forbidden to change the typography of the logo or to try to reproduce it.

3.2.2 Official Font: For its legibility, purity and elegance, **Arial font** has been chosen for all station ery, forms and official documents of the organization.

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COLOURS :

COLOURS:

CANADA FLAG RED: CMYK C8,98 M12,11 Y77 K0

MAPLE LEAVES RED: CMYK C17,04 M100 K100 B7,88

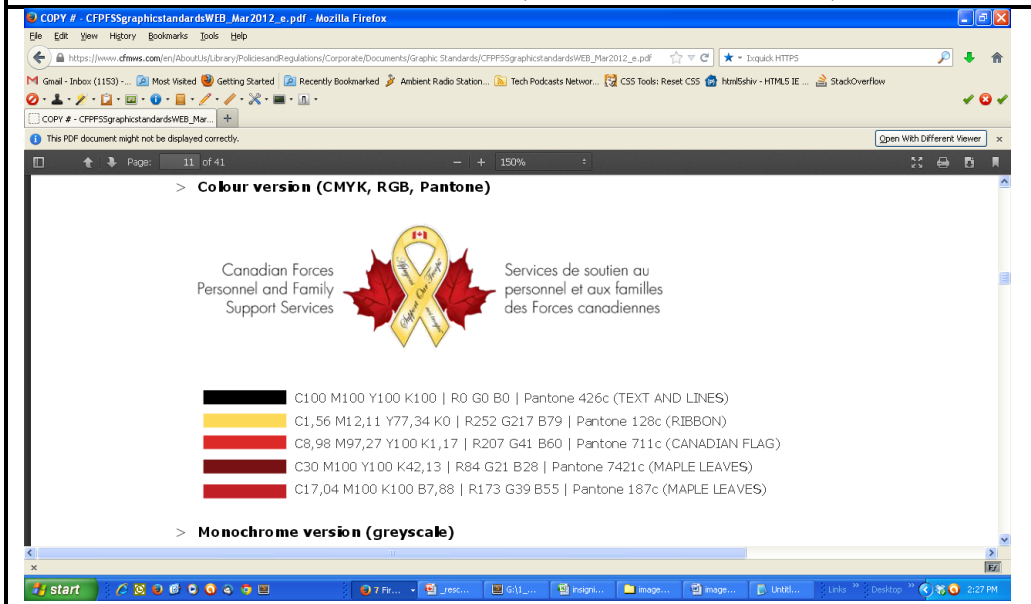

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IMAGE:

> BEANS: "Picture of Red Kidney Beans" (stock photo by Sanjay Acharya)
: Usage: Royalty Free,
http://commons.wikimedia.org/wiki/File:Kidney_beans.jpg

> BULLETS: "Bullets 2" (stock photo by Hatebox)
: Usage: Royalty Free,
http://www.sxc.hu/browse.phtml?f=download&id=1144457

> BANDAIDS: "Wire to Wire" (stock photo by German Girl)
: Usage: Royalty Free,
http://www.sxc.hu/browse.phtml?f=download&id=1208084

> BAD0GUYS: "Hand Cuffs" (stock photo by Ickidwell)
: Usage: Royalty Free,
http://www.sxc.hu/browse.phtml?f=download&id=12754

* * * * *

> Author: Rayzlens,
HMCS Saskatoon.
: Usage: Royalty Free,
http://commons.wikimedia.org/wiki/File:HMCS_Saskatoon.jpg

> Author: jasonbain from Canada, Ice Recue Training.
: Usage: Royalty Free,
http://en.wikipedia.org/wiki/File:IceRescueTraining.jpg

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> Author: René Kieselmann rmk (Bergwacht Schwarzwald e.V., BWS)
: Usage: Royalty Free,
http://commons.wikimedia.org/wiki/File:Gebirgstrage02_Patient_Seilsicherung.jpg

> Author: Frmatt,
: Usage: Royalty Free,
http://en.wikipedia.org/wiki/File:Firstrespondersexercisetbayontarionov08.JPG

> Author: US Navy (Public Domain)
: Usage: Royalty Free,http://en.wikipedia.org/wiki/File:Flickr_-_Official_U.S._Navy_Imagery_-_A_Sailor_attach_distress_marker_lights_to_flotation_devices..jpg

> Author: US Air Force (Public Domain)
: Usage: Royalty Free,
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> Author: US Air Force (Public Domain)
: Usage: Royalty Free,
http://en.wikipedia.org/wiki/File:Pararescue_in_Haiti_2010.jpg

> Author: US Air Force (Public Domain)
: Usage: Royalty Free,http://en.wikipedia.org/wiki/File:US_Navy_080730-N-5277R-003_A_Commander,_Naval_Forces_Japan_firefighter_douses_a_fire_on_a_dummy_aircraft_during_the_annual_off-station_mishap_drill_at_Naval_Support_Facility_Kamiseya.jpg

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* * * * *

> Emergency Symbols

: Usage: Royalty Free, with conditions: "legal agreement between you ("Licensee") and Her Majesty the Queen in Right of Canada ("Canada"), as represented by the Minister of Natural Resources Canada" viz: 3.0 PROTECTION AND ACKNOWLEDGEMENT OF SOURCE 1. Use of the Data shall not be construed as an endorsement by Canada of any Derivative Products. The Licensee shall identify the source of the Data, in the following manner, where any of the Data are redistributed, or contained within Derivative Products: "© Department of Natural Resources Canada. All rights reserved." http://emsymbology.org/EMS/docs/EMS_Symbology_v1.0.pdf

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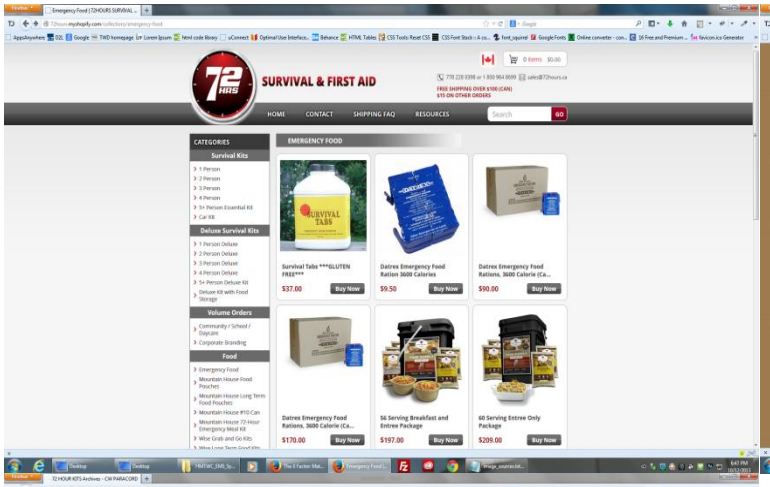
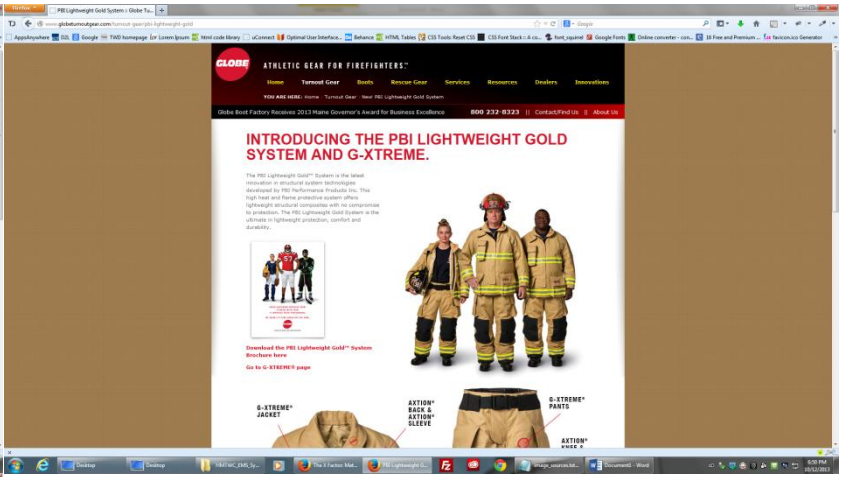
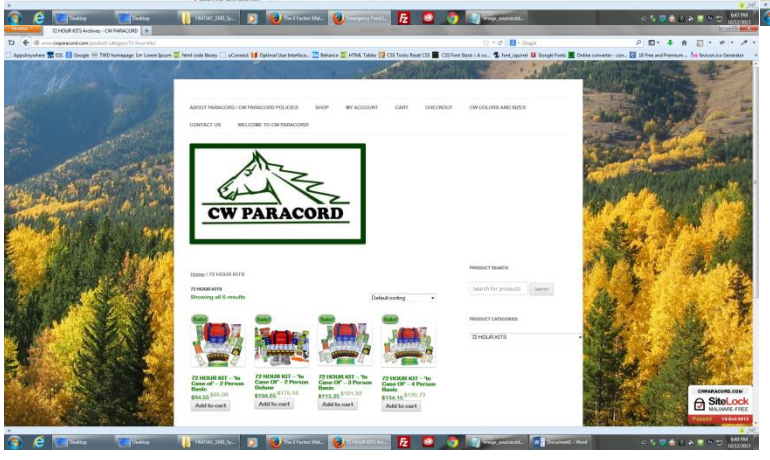
COMPETITION SITE REVIEW – EXAMPLES







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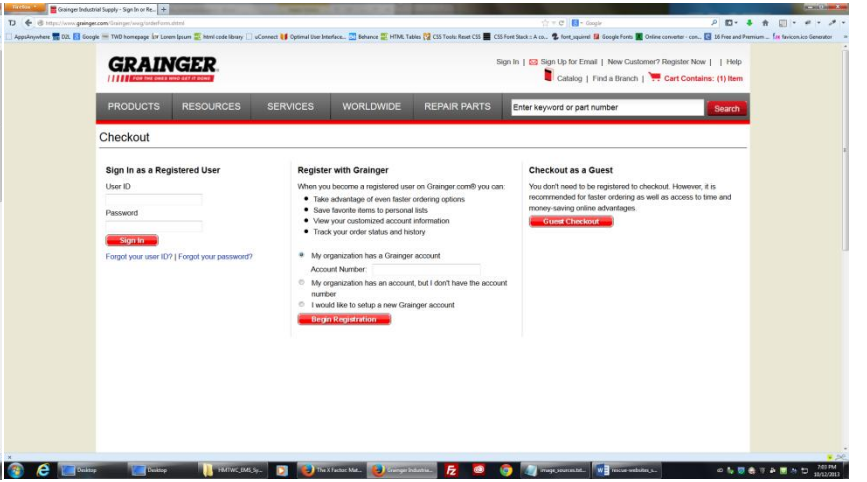

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WIREFRAMES FOR 5-PAGE BUSINESS BROCHURE

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TECHNICAL WEB DESIGN
FALL 2013

DESKTOP:
- SMEAC (LANDING/HOME PAGE)
- EMERG ORDER
- NON-EMERG ORDER
- INSPECT PRODUCTS
- CHECKOUT

NOTE:
Business Name:
"4B
Emergency Rescue Caches"

Proposed website: 4b-erc.com

MOBILE:
- EMERG ORDER
- AUTHORITY CODE
- PRODUCT INSPECTION
- CONTACT US

UX ASSIGNMENT – WIREFRAMES FOR RESCUE CACHE CO

ACTIVITIES

User Investigation:

- Reviewed: Canadian Forces QO&R OPORD: http://kilby.sac.on.ca/activitiesclubs/cadets/Misc/
- Reviewed: Canadian Forces insignia:
- http://en.wikipedia.org/wiki/Canadian_Forces_ranks_and_insignia
- Reviewed: US Marine Corp 5 Paragraph Order: http://en.wikipedia.org/wiki/Five_paragraph_order
- Reviewed: AB/BC Cave Rescue provincial emerg call-out notes (member)
- DNR Emergency Symbols Standards: http://emsymbology.org/EMS/docs/EMS_Symbology_v1.0.pdf
- Reviewed: Canadian Forces Graphic Standards Manual:
- websiteshttps://www.cfmws.com/en/AboutUs/Library/PoliciesandRegulations/Corporate/Documents/Graphic%20Standards/CFPFSSgraphicstandardsWEB_Mar2012_e.pdf
- Reviewed: 4 competing organization
- Defined: Goals, Targets, & Tasks
- Defined: Work-back to PC from User's Mobile Requirements

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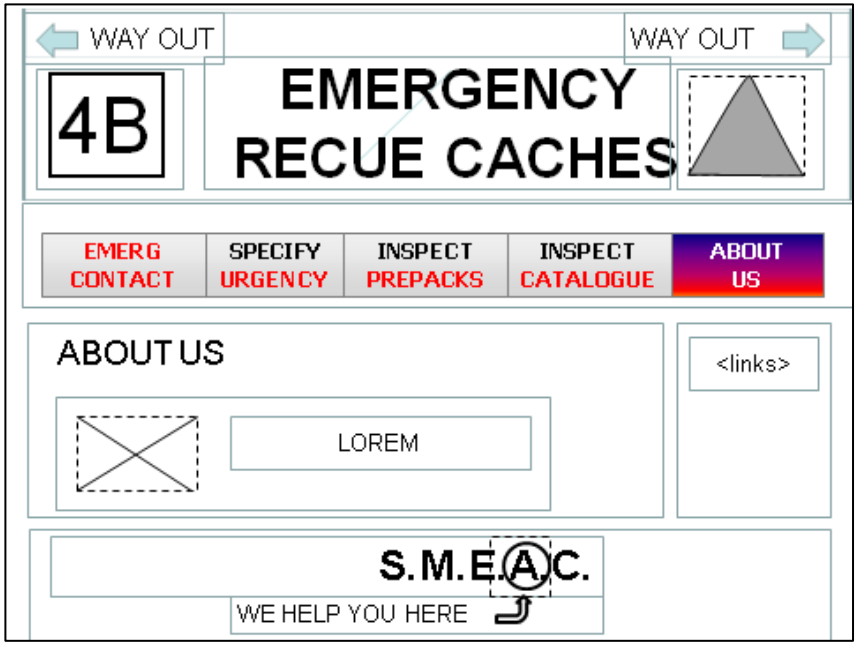

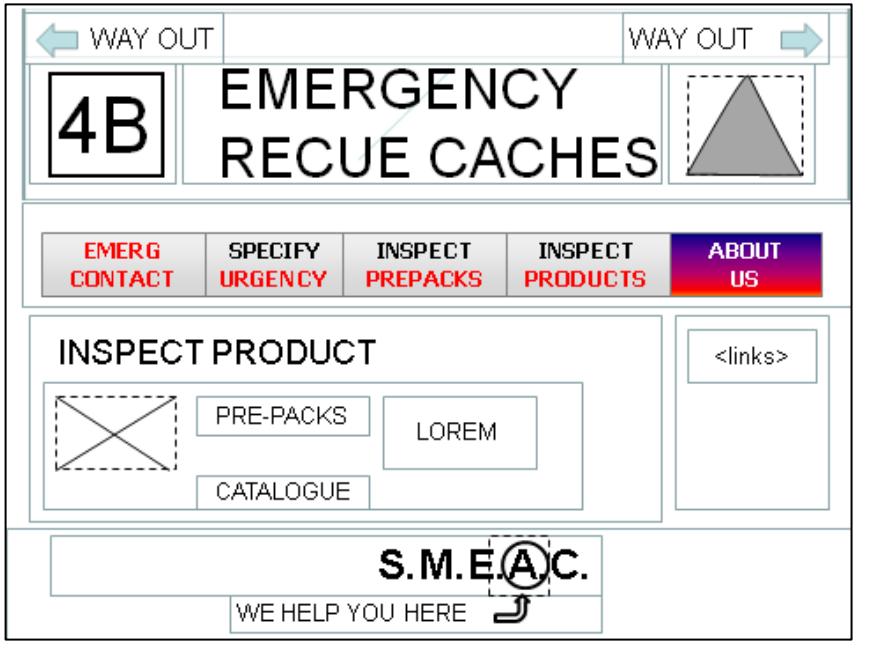

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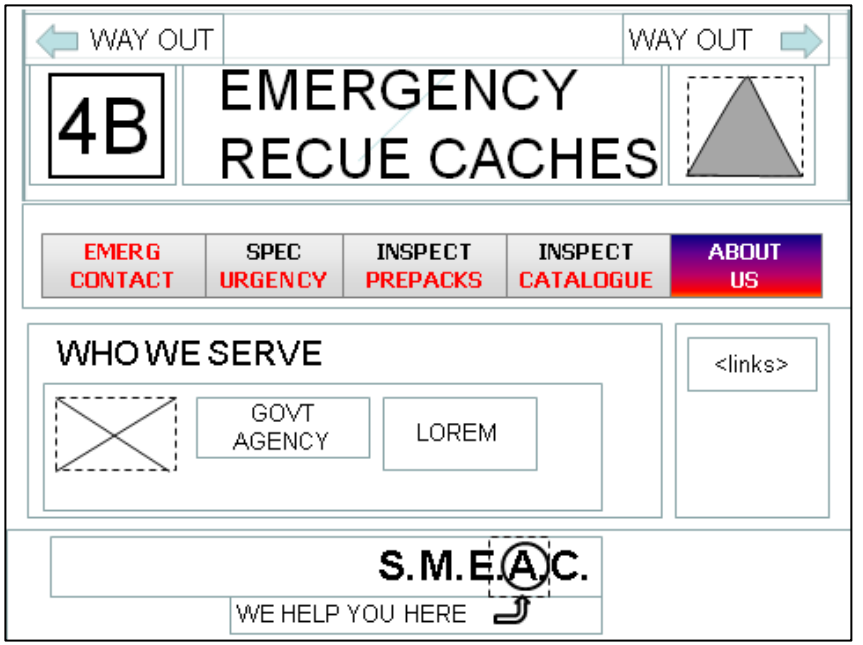

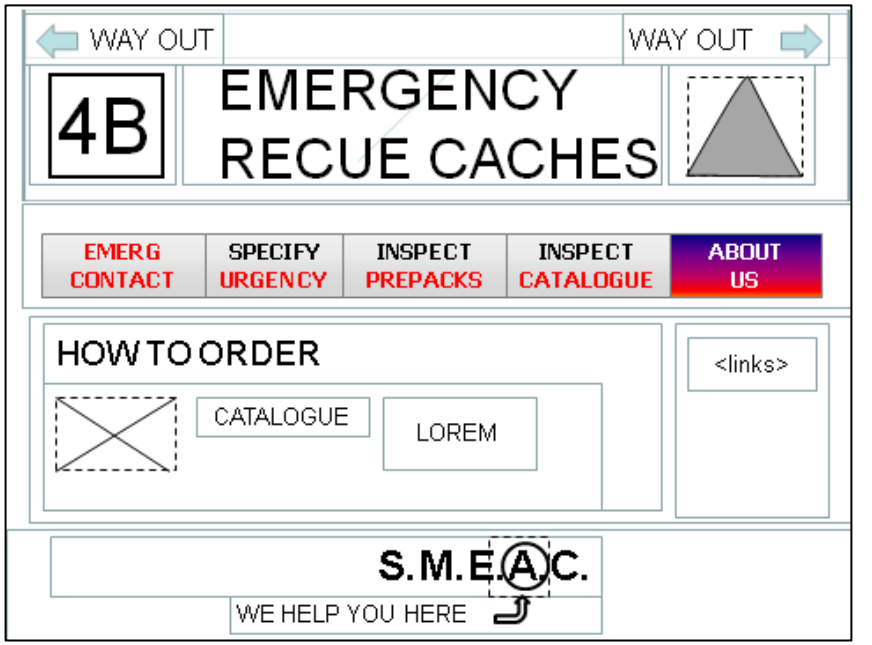

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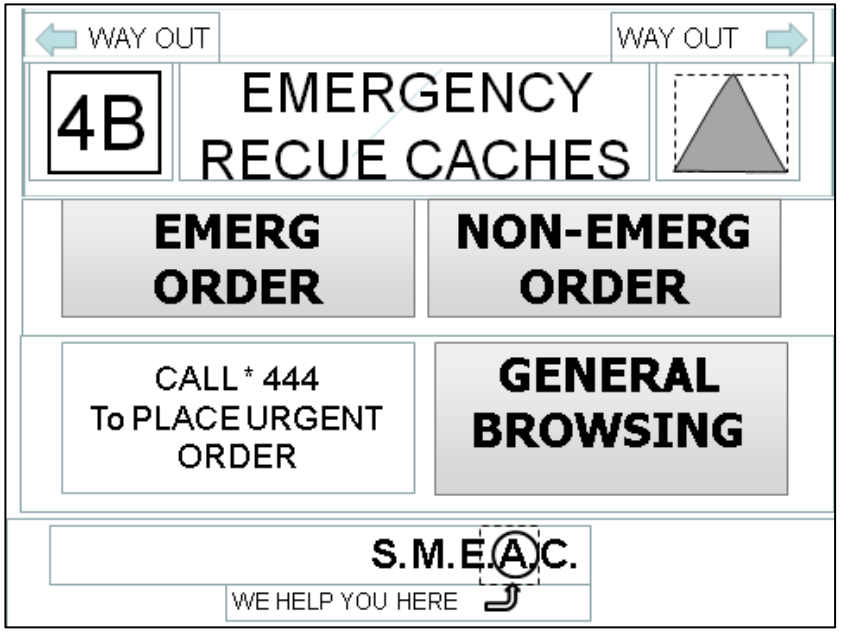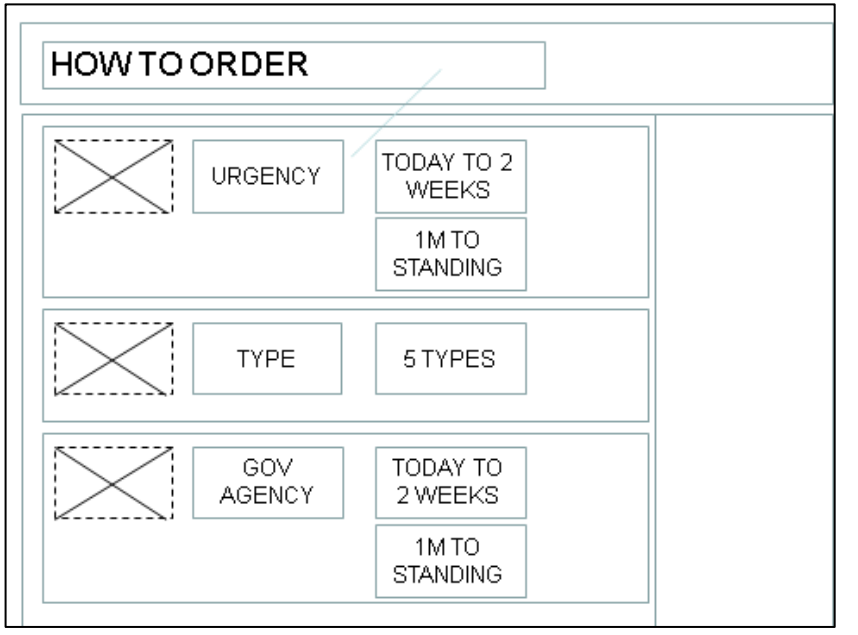
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