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# QUAKE BOX: IDEA DESCRIPTION

## Theme
The theme of our project is emergency preparedness. Specifically, we would like to address the problem of a lack of understanding around preparing proper resources for earthquake survival.

## Target Audience
Our key users are the general public, who are unaware of which resources would help them survive in the event of an earthquake.

## Rationale
We wanted to focus on creating resources for earthquake preparedness because a common observation that our team collected from our previous Cultural Study assignment is that people are not equipped for possible earthquakes. By engaging the public to create their own designs, the participants can make the resources specific to their needs, but at the same time be able to share their ideas to others through a web platform. The voting feature creates competition and provides an incentive for participants. We also integrated the gifting model similar to TOMS Shoes since our design is web-based and we realize that the population groups most vulnerable to earthquakes might not be able to participate.

## Design Description
The design is essentially an online crowdsource subscription service where users would submit designs for resources that would help them survive in the event of an earthquake based on 5 categories; home, personal, vehicle, work, and community. The community would then vote for their favorite designs and the top voted designs from each category will be produced and delivered to subscribers monthly in a box. To extend its reach and effectiveness, there will be partnership with NGO's to aid vulnerable population groups by sending a box to those in need for every box sent to a subscriber. The end goals of the design are to create awareness about earthquakes, encourage creativity in designing solutions, and to aid the vulnerable population groups. The tasks that people will do are to create designs that tackles earthquake problems, voting for designs, and educating and preparing themselves when they receive the box.

## Benefits
Since this design is crowdsourced, one benefit of this design is that the general public will be directly engaged and feel self-accomplished. They will feel like they are making a difference or impact to prepare for surviving an earthquake. Although only 5 winners' designs are chosen, the general public will still have a low level knowledge of earthquake preparedness by participating in design creation and thinking about different ways resources can be used to survive an earthquake.

## Questions
Has there ever been an attempt to crowdsource designs?
Is there funding to send people earthquake kits?
How do we encourage users to participate in contributing designs?