

IAT 431 - Final Project Concept

Team WeCare: Lillian Chow | Stephanie Wan | Maurice Yu

WhereIWouldBe.ca *"We're so caught up in our busy lives, sometimes we forget the bigger picture"*

Theme: Our approach is to indirectly encourage the word of earthquake preparedness in Vancouver by our online platform as citizens naturally refrain from discussing about catastrophic occurrences. The name, WhereIWouldBe.ca, was decided upon to intrigue our audiences as there are various ways that to interpret it. It is only after the process of the survey when the user will discover the real meaning and purpose behind WhereIWouldBe.ca. The purpose is to raise awareness and reduce stigma/fear about earthquakes to encourage people get prepared for an earthquake. The problem we are tackling is that people avoid conversation of earthquakes because they don't believe they will be affected by one.

Target Audience: Young adults from age 18 to 35. It will have more meaning for this age group because they are the ones who spend the most time on the internet and have the greatest influence on spreading earthquake awareness to elderlies and kids. They are the future who will have the biggest influence in helping people pull through during an earthquake.

Rationale & Benefits: Our society tends to avoid reflecting upon tragic experiences as it causes emotional discomfort and distress. We are used to planning for the future in terms of career goals and life long decisions, influenced to live in the moment but often forget about preparing for inevitable earthquakes. Seven of the 56 action items from the City of Vancouver's Earthquake Preparedness Strategy are related towards public education programs, communications plans, and engaging the public to take action, so we WhereIWouldBe.ca will help citizens get the resources/strategies needed to be prepared.

- 23. Enhance public education program to train residents and businesses how to cope with outages
- 26. Update the City emergency communications plan • include social media & explore additional methods of communicating with public (e.g. cell text message broadcast, smart phone apps)
- 29. Exercise city-wide and key partner emergency communications as part of annual earthquake drill
- 47. Expand public education program with new material and methods of outreach targeting vulnerable populations
- 48. Develop an earthquake preparedness video to engage and motivate the public to take action
- 53. Continue to develop business preparedness program to raise awareness and support preparedness in small and medium-sized businesses
- 54. Incorporate emergency preparedness and business continuity resources on the City's website to facilitate access

The benefits of this design is that it provides a straightforward and easy to understand strategy that gives users with a solid first step towards earthquake preparedness.

Design Description: The design is a website where users answer basic questions such as "What is your age?", "What is your location?", "Do you live alone?", and "How many family members do you have currently residing in Vancouver?" After filling out each question, the user will be provided with a result detailing what their future situation would be like at the event of an earthquake. For example, a user who answered that they don't have family in Vancouver would be told that they should consider keeping close connections with friends to ensure they have someone to contact and during an earthquake. The goal for this is to allow critical reflection on the possible outcomes that can result during a destructive earthquake in one's lifetime.

Questions: Do you have data on all the earthquakes that happen in BC? How effective is this method for earthquake preparedness? Is there a dedicated team for promoting earthquake preparedness?