



# NOW WHAT

Survival App | Becca Zimmerman

## Pain Point

---

The idea for my app stems from my friends telling me I would not be the first person they'd pick to try and survive with, if there was a zombie apocalypse. That got me thinking about how little I actually know about camping and the outdoors. I decided to make a simple and practical survival app for the camping challenged and those "well crap...now what?" moments.



## User Stories

---

**1.** Jimmy is on a camping trip and none of his friends know how to start a campfire. The sun is starting to go down, the temperature is dropping, and they have a bunch of cold hotdogs that need to be cooked. Jimmy needs specific instructions on how to start/maintain a safe fire.

**As a User I want :** To make a fire and not look like a fool in front of my friends.

**Can You Show Me :** Step-by-step instructions on building fires, maybe a how-to video, also some way to bring up the instructions even if I don;t have Internet.

**2.** I'm lost in the woods and I have no service. I lost most of my supplies and I need a way to get back to my campsite and survive the night if it comes to that.

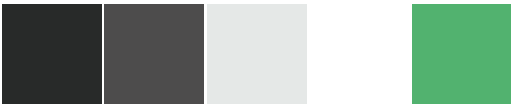
**As a User I Want :** As a user I want: A map and/or compass, suggestions for where to find shelter, and my friends and family to know where I am.

**Can You Show Me:** A feature that sends out my location to loved ones if I don't check in, A compass, detailed instruction on where to find shelter.

**3.** I'm hiking and I come across a new plant I've never seen before. It has these awesome and bright berries on it, but I'm not a complete idiot; I know you should never eat a strange berry. I wish there was a way to check if this fruit is safe to eat or not.

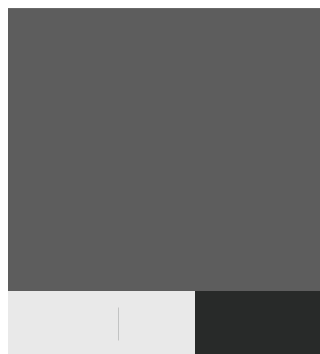
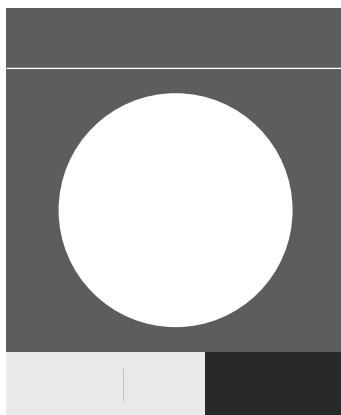
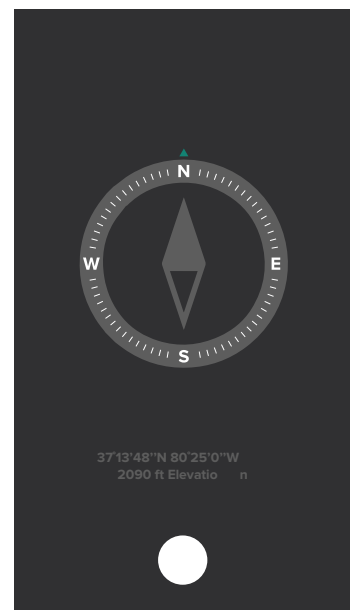
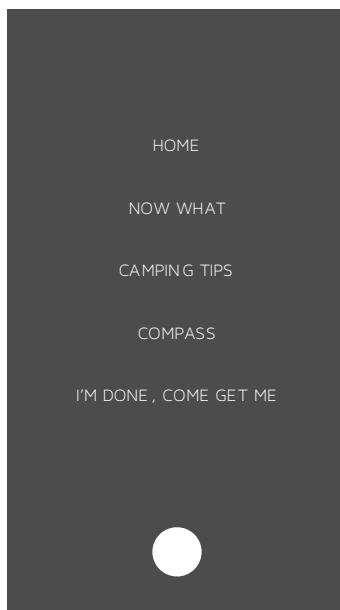
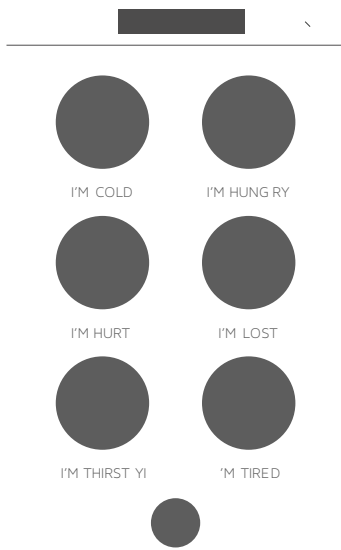
**As a User I want :** To not die, in depth information on the plant, I want to know if the berry I found is edible.

**Can You Show Me :** An app feature where I can use the camera to recognize the type of plant it is, a way to narrow down the search by region.



## Wire Framing

---



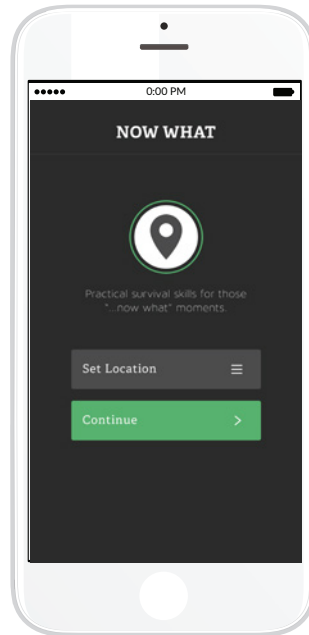
My app changed a lot as I started designing and running into problems. The circle menu at the bottom had to go, as well as how the icons were laid out.



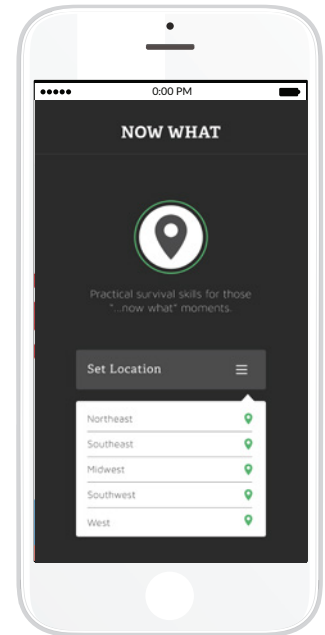
## Now What Screens

The app is customized by your location. One of the problems I ran into was how to make sure the app gave you the right advice for your surroundings. Therefore by choosing the general region of the country you are in, the app will customize the information it gives you. There are 6 “Now What” options on what to do if you are hungry, thirsty, hurt, tired, lost, and cold. I chose to put a very subtle topographic pattern in the background.

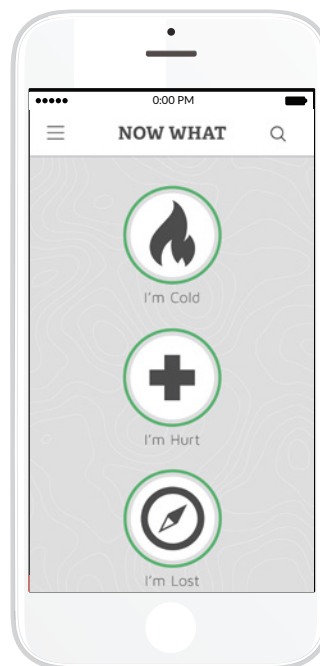
### Home Screen



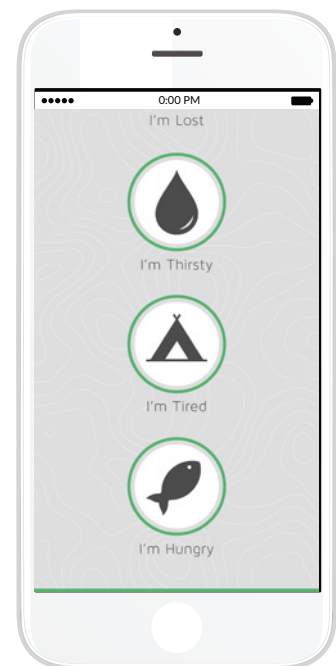
### Choose Region



### Now What Options



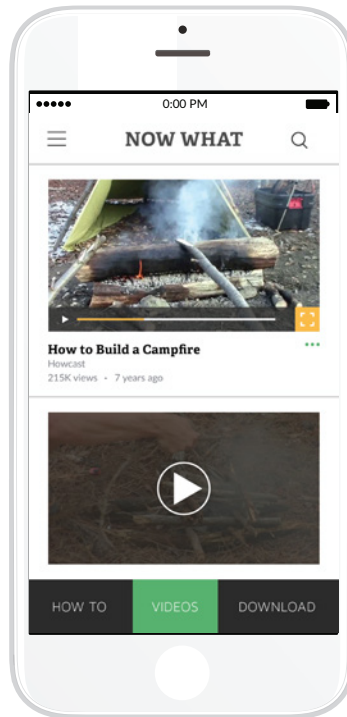
### Now What Options



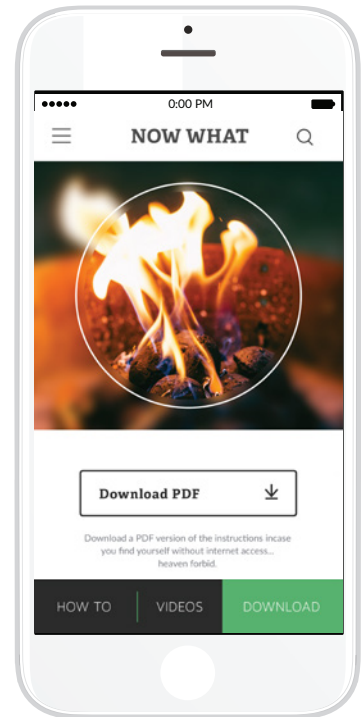
### How To



### Videos



### Downloads



## Menu and Extras

---

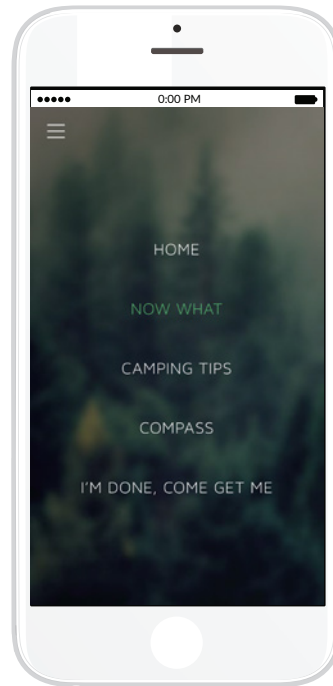
Here is what would come up after choosing the "I'm Cold" option. You can easily go between written instructions, as well as video tutorials. There is also a download PDF option, incase you are going where there is no service.

## Menu and Extras

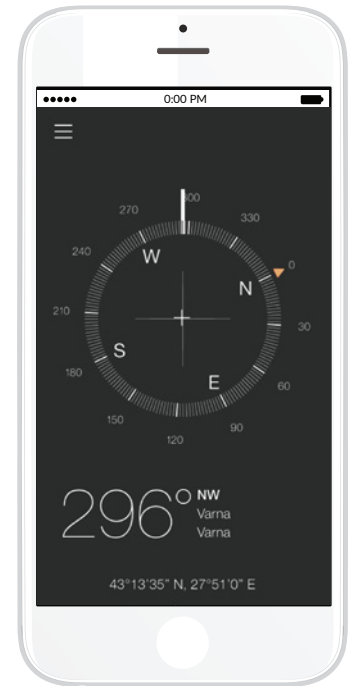
---

The menu keeps the blurred background consistent with the other parts of the map. The compass option opens the iOS7 compass, but with altered colors. The “I’m done, come get me” option lets you send your location to a loved one or the authorities. The bottom right shows you what another “Now What” button would lead to. In this case I showed the “I’m Thirsty” option.

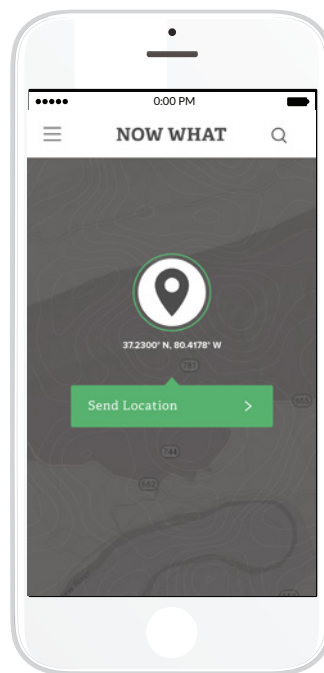
### Isolated Deal



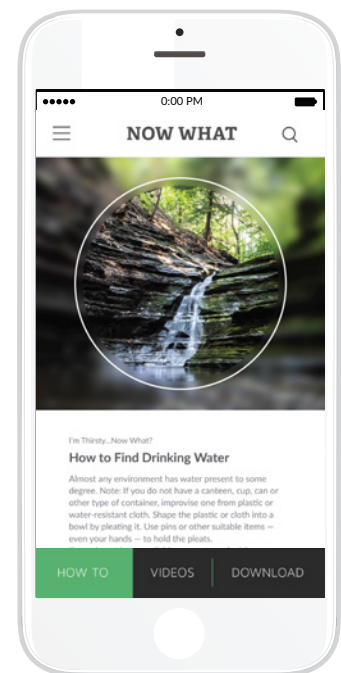
### Saved Deals



### Favorited Deals



### Daily Deal







**Thank You**

<https://invis.io/AJ4QFW3CT>