

DESIGN BRIEF: REDiPlan visual identity and online planning tool

Table of Contents

Project goal.....	2
Background and context.....	2
Activities/deliverables.....	4
Project approach.....	6
Documentation and training.....	7
Proposed solution.....	7
Competitor summary	7
Project resources	8
Schedule.....	8
Appendix 1: Visual references for visual identity refresh	9
Appendix 2: Online tool feature suggestions.....	12

1. Project goal

Following a review based on recommendations made by stakeholders, Australian Red Cross is redeveloping its preparedness suite of resources known as REDiPlan. Consequently, Australian Red Cross requires a visual refresh of the program identity to be used across all REDiPlan resources.

As part of the broader redevelopment project of the REDiPlan resources, Australian Red Cross requires the development of an online assessment and planning tool that will support people to identify their risks, capacities and needs, as well as document an emergency plan. The tool will guide users through the process of self-assessment and planning for an emergency in an innovative and accessible way.

The tool will integrate closely with the new REDiZone App currently in production, will incorporate the refreshed visual approach for REDiPlan and will reference content from revised REDiPlan print resources and the App.

The major outputs of the project as specified in this brief will be:

1. A refreshed visual identity for the emergency preparedness REDiPlan program (referencing the design of the REDiZone App where appropriate)
2. An online assessment and planning tool with a web-facing implementation as a microsite. It will utilise the CMS functionality developed for the Prepare section of the REDiZone project where appropriate.

2. Background and context

2.1 Description of the program

Red Cross in emergency services

Known internationally as a trusted provider of disaster relief and for its compassionate response to humanitarian crises across the globe, Red Cross plays a leadership role in all aspects of emergency management in Australia.

As an auxiliary to government, using its wide network of trained and skilled volunteers, Red Cross Emergency Services work to support communities, families and individuals throughout Australia to better prepare for, respond to and recover from disasters and emergencies.

There are four types of activities that contribute to the reduction or elimination of hazards or their impacts: Prevention; Preparedness, Response, Recovery. Red Cross has programs that support and assist people in preparedness, response and recovery.

Emergency REDiPlan

Emergency REDiPlan is Red Cross's national, non-hazard-specific community information program developed and delivered by Australian Red Cross. It was established in 2007 with the aim of building the resilience of households and neighbourhoods to manage the health, financial and material consequences of emergencies before they occur.

The work of Red Cross in preparedness is not determined by emergency management arrangements. Depending on the type of event and the location, Red Cross will work with a range of community and emergency services agencies to deliver its services. These may include:

- Local government departments
- Local mental health services
- Community Recovery Committees
- Community groups e.g. art, music groups etc.
- Aged care
- Disability Services
- Migrant Resource Centres
- Schools – early childhood, primary and secondary
- Local emergency services
- Police, Fire Services in relevant state
- Local volunteer emergency services

- State Emergency Service, relevant fire service (e.g. Country Fire Authority (VIC), Rural Fire Service (NSW), Marine Rescue etc.)
- State government emergency services e.g. Emergency Management Qld, Dept of Fire & Emergency Services (WA) etc.

Red Cross aims to support individuals and communities to take action to prepare for an emergency via the delivery of practical education and training packages, the distribution of information resources, and contribution to policy, planning and practice at the local, state and national levels through the provision of advocacy and advice. Program activities currently include:

Education and training

- Face-to-face education sessions conducted year round in partnership with local government, emergency service agencies or local community groups. Sessions encourage individual planning and community connection and collaboration. Sessions are conducted by trained Red Cross staff and volunteers for members of the public or clients of partner services.
- Training of community services staff to work through REDiPlan with their clients (usually on a one-to-one basis).
- Community outreach involving home visits to people identified as 'vulnerable' by local and state authorities. Visits are undertaken by trained Red Cross staff/volunteers (note: this service is offered in some states/territories only).

Advocacy & advice

- Each year Red Cross runs a national integrated awareness campaign with messaging delivered across a variety of the organisation's marketing, fundraising and communications channels and through emergency and community services activities and partner networks. The aim of this advocacy activity is to:
 - create or strengthen the association between Red Cross and disaster preparedness advice
 - inform people about why they need to prepare for the longer-term, psychosocial impacts of an emergency and what they can do to better prepare
 - create a desire to take action
 - generate action-taking behaviour.

A five-year strategy is currently being finalised for this campaign, with a goal that by 2020, one million Australians will have taken steps to prepare themselves for an emergency as a result of Red Cross.

Resources

- Written materials including booklets, electronic files of the booklets and summary information available on the Red Cross website. These are available at <http://redcross.org.au/emergency---resources.aspx>. To date, all content for education, training and advocacy activities is informed by the REDiPlan printed resources. These resources will be replaced with updated resources in September 2015. The intention of the original REDiPlan resource *Emergency REDiPlan: Four steps to prepare your household* was to provide information and advice about preparing for the psychosocial impacts or consequences of emergencies to the general public. The information contained in the resource was adapted over the years, resulting in a suite of resources developed to meet the needs of specific audiences such as seniors, people with a disability, people from culturally and linguistically diverse (CALD) backgrounds and children.

2.2 Rationale for the project

Red Cross undertook a national review of its suite of Emergency REDiPlan resources between January and June 2014. The primary purpose of the review was to capture feedback from stakeholders on both the content and format of REDiPlan resources in terms of how effective, appropriate and relevant the resources are at addressing the needs of audiences.

This brief is one part of a project now underway to develop new REDiPlan products, both print and digital, to replace the existing range of books. Recommendations identified through the REDiPlan Resources Review are being used to inform this project.

The wider project includes the development of:

- a refreshed visual identity for the REDiPlan program (including assets, photography and graphical devices)
- revised REDiPlan content
- an online personal assessment and planning tool
- an A5 REDiPlan book (to replace the general household, seniors, disability and bushfire ready resources)
- a REDiPlan pictorial book
- a 4-8 page simplified REDiPlan guide
- updated digital stories.

This brief refers only to the development of a refreshed visual identity and the online personal assessment and planning tool.

2.3 Stakeholders

Stakeholders for the REDiPlan re-fresh project have been broken into two distinct categories, internal and external, and within these categories into two groups, primary and secondary. Primary stakeholders are considered key content experts and detailed feedback will be sought from these stakeholders. Secondary stakeholders are considered affiliates of the REDiPlan project and will be notified of changes to resources and updates regarding the development of resources as they occur, however detailed feedback will not be sought from these stakeholders. A detailed list of stakeholders will be provided to the vendor upon project commencement.

2.4 Target Audience

REDiPlan is targeted nationally at households, with a particular focus through our engagement activities on people considered more at risk to the impacts of emergencies and their support networks.

Audiences for REDiPlan can be split into three broad categories in terms of their motivation to prepare.

1. Risk averse – people who have acknowledged that there are risks that might have an impact on their lives. These are often people who live in hazard-prone areas or who have or know someone who has experienced an emergency.
2. Socially responsible – people who have a responsibility to someone who they think might be more at risk to the impacts of an emergency. These are often the carers in our community, paid carers like teachers and aged care workers, as well as unpaid carers such as parents, religious leaders, sports coaches etc.
3. At risk – Red Cross identifies at risk on the basis of four disaster resilience capacities; wellbeing, knowledge, security and connection. These capacities translate to literacy level or ability to access information (established migrant populations, newly arrived migrants, people with a cognitive disability), financial and physical security (long-term unemployed, low income earners, the uninsured, individuals living in poor housing or homeless), mental and physical health (mobility concerns, age, illness), and connection to and support from one's community (people living in isolation, transient populations, new residents to an area).

The principal target audience for the online personal assessment and planning tool is people with computer literacy who understand the need to prepare and are looking for a tool to help them through the process. These people may be time poor, most likely live in, work in or travel to areas prone to hazard events or have friends, family living in hazard-prone areas. Some people within the target audience will have been impacted by a disaster in the past. While this tool is not designed specifically for Red Cross's most at risk clientele, it may be used by people with special needs or their carers. People using the tool may have mild cognitive or physical disabilities, may be blind or deaf, and/or may have low levels of literacy.

3. Activities/deliverables

3.1 Deliverables

- An effective, well-referenced and comprehensive visual identity refresh for the REDiPlan program able to be implemented across all resources in the REDiPlan suite. This may include:
 - Revised style guide covering colour palette and typography usage
 - Updated imagery
 - Friendly, easily-identifiable iconography
 - Overarching visual strategy encompassing all of the above

- An online assessment and planning tool to support people to self-assess and create a plan on the basis of their self-assessment. The microsite within which the tool is housed should be sensitive to mobile responsiveness in order to be optimised for the device it is viewed on, but mobile users should be prompted and encouraged to download the REDiZone App in order to get the best user experience.
- A plan for the ongoing maintenance of a microsite to house the tool, including effective collection and use of feedback and analytics.
- A media and marketing launch of the tool as part of a broader preparedness campaign (Red Cross with support from vendor)

3.2 Assumptions

- The visual identity refresh will reference Red Cross visual guidelines
- The visual identity refresh will utilise the brand personality/tone of voice referenced in section 3.5
- All designed elements of the visual refresh will be developed and readily available to partnering agencies
- The tool will be used by the public
- The tool will be used by people wanting to develop their own plan, as well as people wanting to develop the plan of a third party
- The tool has a point of difference to those currently on the market

3.3 Interdependencies

Internal

- The tool must utilise the refreshed visual identity of the REDiPlan suite of resources
- The tool must fully complement the preparedness functions and content of other REDiPlan resources, both digital and print.
- The tool must include references to Red Cross response and recovery information.

External

- The visual identity refresh and associated designed elements and guidance documentation must be made available to additional agencies in the spirit of partnership, with the agency responsible for the visual identity refresh acting as **design lead** to any additional agencies.
- The tool must include links to national and state-based ES agency websites, media, psychological support resources etc identified from reference list provided for the REDiZone App project. Links to external sources should be placed alongside relevant information, or in areas of the tool that are relevant to their subject matter. External links should not be linked together in their own section.

3.4 Integration

- The tool should be integrated with the REDiZone App to allow 'handover' functionality for the completion of a user's plan. A user should be able to begin their plan in one location (REDiZone App or online tool) and complete it on another. This should be achieved through tight CMS integration between the REDiZone App and the online assessment and planning tool, and by storing both incomplete or completed plans within a user's account accessible via either the REDiZone App or the online tool.

3.5 Brand personality and tone of voice

The 'tone of voice' for the REDiPlan visual identity refresh will encompass the Australian Red Cross consumer tone of voice and be:

Direct – we get straight to the point

Active – we are always participating in areas where we have expertise, a mandate or capabilities.

Real – we are honest and truthful, not staged or clichéd

Culturally relevant – we are always inclusive and never elitist.

The look and feel of the visual identity and online preparedness tool must comply with Australian Red Cross style requirements. The copy should be informal and conversational and the tone should reflect the brand personality and be courageous, responsive and effective. The tool must be accessible to people with special needs and all content must be in plain English. The concept behind the online preparedness tool is to provide an alternative, digital version of a REDiPlan engagement session for people who understand the need to prepare and are looking for a tool to help them put a plan together, or as a practical follow-up to a session.

During REDiPlan face-to-face sessions, participants are prompted by a facilitator to think about their own situation and experience through questions and discussion. Content for these sessions are based very heavily on the content within REDiPlan print resources. Participants are invited to share their experiences and stories with other members of the group and they are given the opportunity to hear what others have done to prepare themselves. The sessions generally end with participants receiving some advice and a reminder about filling in their plan and putting a kit together. It is then anticipated that action will be taken once they are home.

Ideally the tool will mimic this process by taking users on a journey that initially prompts them to think about their own situation through questions and little snippets of case studies (video and text), provides them with some information to help them better inform themselves about who they could talk to and what they can do to prepare, and most importantly gives them an online opportunity to complete a plan.

For those who have attended a session, the tool should reiterate what they have learned and for those who haven't attended a session, the tool should provide them with similar information to what they would have received in a session. Most importantly though, it will provide them with a convenient and easy way to put their learning into practice by populating their own plan and identifying additional actions that they need to take to prepare themselves.

4. Project approach

4.1 Visual identity

The visual identity refresh of the REDiPlan program, intended to be used by the updated suite of print and digital collateral, should aim to be:

- Approachable, friendly and conversational in tone
- Calming and mood enhancing
- Empowering for the target audience
- Sensitive to those with low-literacy levels or English comprehension difficulties

4.2 Usability and accessibility

As per the App project, accessible UX is a priority, including:

- Well-informed choices of images and other non-textual elements aligned with the psychosocial tone of the tool, taking into account CALD and low-literacy needs.
- Visual cues (e.g. header images/icons, colour coding) for users to easily distinguish between different areas within the online tool. These should be accompanied by supporting non-colour dependent cues (e.g. iconography) for people with colour blindness.
- Integrate accessibility features for use by people who are visually impaired.

4.3 Security and Privacy

Red Cross has a duty to protect the sensitive information entered by users in the expected use of the tool, as well as any data (including metadata) collected automatically. Breaches in security may also disrupt normal functionality to users and impact brand experience and perception.

The security management strategy identified as part of the REDiZone App project will be applicable here. As per the App, the tool must comply with current privacy legislation and include a privacy statement detailing the usage of collected information.

4.4 Change management

As per process implemented for the App project.

4.5 Testing

To be defined in consultation with vendor.

4.6 Measurement

Measurement capability to reflect that of App. Important measurement functions will include:

- percentage of REDiPlan completed
- number of completed plans
- number and type of preparedness actions undertaken
- stats re external resources downloaded
- stats re activity relating to external sites – which sites visited from the tool
- information relating to how plan/info is shared.

5. Documentation and training

As the agency responsible for the REDiPlan visual identity refresh will assume the role of design lead for partner agencies, it is expected that a comprehensive visual style guide be produced. This document should be accompanied by usage guidelines for both print and digital applications of visual assets.

Documentation and training regarding the site/tool and CMS must be provided to project manager and administrators.

Project documentation including scope of work, solution design, technical design, etc (full list to be defined in consultation with vendor).

6. Proposed solution

6.1 Visual identity refresh

- A comprehensive style guide covering font usage, colour palette and visual assets
- A suite of visual assets to be used in associated collateral:
 - Photography
 - Iconography
 - Graphical devices
- Accompanying guidance documentation covering intended use of assets within both print and digital collateral

6.2 Online preparedness tool

End user

- Complete an online self-assessment – capacities and needs
- Create, manage and export an emergency plan, including medical plan
- Identify future actions with links to calendars.
- Allow for attachments such as scanned information and before photos of damaged property for inclusion in plan
- Watch demo videos of emergency preparedness best practices (meeting places, packing a kit etc)
- Access resources of other agencies
- Send plan to other devices/notify others of plan.

Administrator

- Edit content including text, images, video, audio, links as per the REDiZone App CMS solution.

7. Competitor summary

7.1 Other sites/tools

Good sites/concepts

- NSW SES – home emergency plan
<http://www.seshomeemergencyplan.com.au/index.php>
- Emergency volunteering – Disaster Readiness Index

<http://www.emergencyvolunteering.com.au/home/disaster-ready/menu/readiness-index?reset=reset>

Some good features in the following:

- Queensland Fire and Rescue Service – Your fire escape planner
https://www.fire.qld.gov.au/communitysafety/home/documents/QFRS_EvacPlan.html
- Reaching Resilience – Care International
<http://www.sphereproject.org/blog/game-report-reaching-resilience/>
- NRMA Help house – NRMA/SES
- <http://www.helphouse.com.au/>

7.2 Strengths identified

- Simplicity of design (minimalist)
- Bite-size chunks of information
- Use of iconography
- Visual design, minimal content
- Interactivity to make content more fun and engaging – game concepts

7.3 Weaknesses identified in evaluated tools

- Outdated imagery
- Too simplistic in terms of functionality – plans not comprehensive
- Too much text in some cases
- Limited interactivity

8. Project resources

Stakeholder	Organisation	Role	Key contributions
John Richardson	Red Cross	Program Coordinator – Emergency Preparedness	Project sponsor
Jacqui Pringle	Red Cross	Senior Project Officer	Project Manager
Adam Corcoran	Red Cross	Digital Media Producer	TBC

9. Schedule

The project schedule is to be finalised after scope is confirmed, in consultation with the vendor. It is a requirement that this project is launched no later than September 2015, however a soft internal launch will be required prior to this.

Appendix 1: Visual references for visual identity refresh

1. Source: Volunteering QLD Disaster Ready Communities

<http://www.emergencyvolunteering.com.au/home/disaster-ready/menu/disaster-ready-communities>

Like:

- A visually engaging environment/journey
- Fun
- Simple imagery and text
- Great use of colour
- Clean design with good use of white space
- Modern fonts
- Accessible
- Limited text

2. Source: IFRC Framework for Community Resilience



How to apply the FCR?

1. Explore the three key elements of the FCR



2. Review the information provided in Annex



3. Consider the specific context in which programmes/services are being developed



4. Reflect this analysis in their programme design tools, e.g. Logframe



5. Discuss with your peers:




Resilience at multiple levels




Like

- Simple icons
- Limited text
- Clean
- Good use of white space
- Consistent imagery across resource

3. Source: Australian Red Cross Preferred Sheltering Practices information poster





Australian Red Cross
THE POWER OF HUMANITY

Preferred Sheltering Practices

Sanitation

INSIDE TOILETS

IMMEDIATE SHELTERING PHASE

1 toilet PER 50 PEOPLE

TEMPORARY SHELTERING PHASE

1 toilet PER 20 PEOPLE

OUTSIDE TOILETS

WITHIN **50m** from the building

AT LEAST **20m** away from the kitchen

HAND WASHING

One hand wash facility with soap for every 30 people, or 4-5 metres of washing bench for every 100 people, within close proximity to the toilets.

Water supply

SHOWERS

HOT CLIMATE

1 for every **30** people

TEMPERATE CLIMATE

1 for every **50** people

INSIDE SHELTER

Drinking
4 litres per day

Hygiene
11 litres per day

OUTSIDE OF SHELTER

Access
Public water points are to be sufficiently close to enable use of the minimum water requirement.

Storage
2 x containers per family (5 people)

15 QUEUE TIME

10-20 LITRES

10-20 LITRES

Shelter and space management

IMMEDIATE SHELTERING

1.2m² PER PERSON

TEMPORARY SHELTERING

5m² PER PERSON

TEMPERATURE

20-25°C

VENTILATION
20-30 cubic metres per person per hour.

SLEEPING

30-40cm

Double row of beds head to head

Aisle 1.5m

Waste management

SERVICES

At least 1 lined wheelie bin (240L) is allocated per 40 people per day. Industrial waste skips could also be used.

1x Bin per 40 people per day

DISPOSAL

Arrangements are in place for regular internal and external waste disposal services.

Immediate Sheltering includes up to 18 hours.
Temporary Sheltering is beyond 18 hours.
For more information contact emergencysheltering@redcross.org.au

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Design Brief: REDiPlan visual identity and online planning tool v1.0
Page 10 of 12

Like:

- Good use of imagery instead of chunks of text
- Good use of colour
- Simple images
- Clean design

4. Source: Leading in disaster recovery: A companion through the chaos

http://preparecenter.org/sites/default/files/leading_in_disaster_recovery_a_companion_through_the_chaos.pdf

Like:

- Unique and attractive imagery
- Good use of white space
- Very simple
- Like the idea of a map key – icons for regular sections such as toolkit, ask yourself etc.
- Good use of colour

Appendix 2: Online tool feature suggestions

The following feature suggestions are not an exhaustive list, and are not necessarily requirements. It is expected that the vendor will design a creative solution incorporating a selection of these features (and possibly new features not yet considered) in a way that best meets project objectives.

It is expected that the vendor will advise Red Cross of the technical requirements for implementing various features in order to ascertain feasibility.

The following features have been taken from the list proposed as part of the prepare section of the REDiZone App. The features marked with an asterisk have been added for the purposes of the tool.

Feature suggestion: password lock

- Ability to lock certain sections of app containing personal information
- Ability to choose which sections to lock or not
- Ability to retrieve password lock

Feature suggestion: Interactive diagrams

- Ability to include pictorial diagrams that you can click/touch on to explore detail further

*Feature suggestion: survey/assessment**

- Ability to include self-assessment (includes general information about person, the risks they face, capacities and needs)
- Ability to collate data on basis of self-assessment (collated as part of plan)
- Ability to track progress
- Suggest a positive action for users to complete for any questions answered incorrectly
- Ability to send limited data back to Red Cross (optional for privacy reasons)

Feature suggestion: Enter and export data

- Ability to enter in telephone numbers, data entry content for lists, account numbers, etc
- Ability to enter personal medical information
- Ability for interactive mapping – i.e. placing important items in locations within a dwelling*
- Ability to collate information above and as part of self-assessment into a preparedness plan for export and sharing*

*Feature suggestion: Reminders**

- Ability to set reminders and link to calendar
- Ability to generate email alerts at set time intervals

*Feature suggestion: Interactive checklists**

- Ability to provide tick-box to do lists linked to calendar (optional) or tick box kit lists

*Feature suggestion: Videos**

- Ability to watch short videos embedded into tool – digital stories, cartoons, etc.

*Feature suggestion: Attach documents**

- Ability to import attachments (scanned copies of important docs etc) for collation as part of plan

Feature suggestion: Share

- Ability to send a message to selected channels re plan (email/SMS/FB/Twitter)

Feature suggestion: link to external resources

- Ability to link to hazard specific websites, media sites, and other EM sites (see interdependencies)
- User should be able to view links to external resources by provider and by topic
- Clarify that this info is external