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Urban Survival Line

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Design Brief

DSID 125

Description:

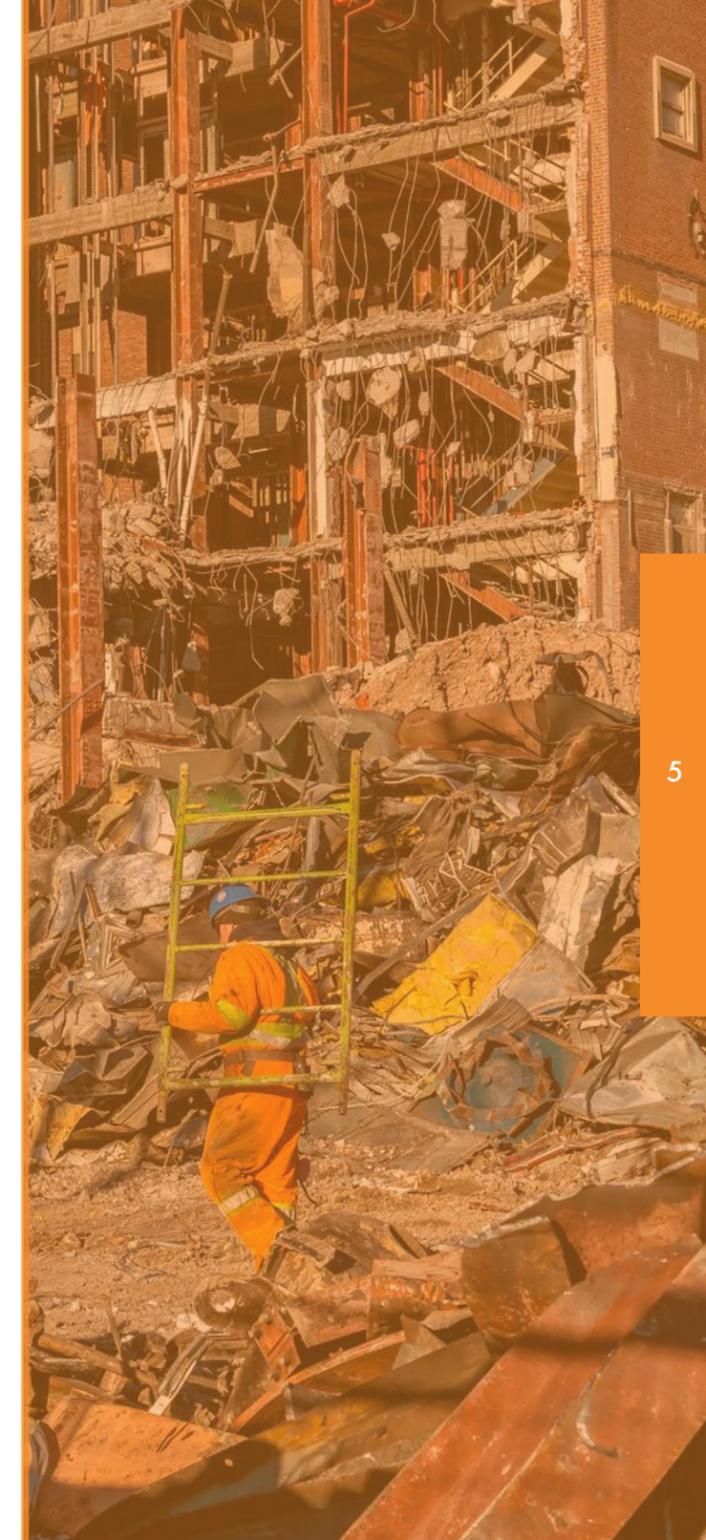
Exploring the world of emergency survival solutions to empower the user to take responsibility for their own safety.

Brief:

Focusing on UST brands business goal to create more technical based products that anticipate emergency events, while expanding UST into markets that it is not currently competing in.

Challenges:

Creating a project that currently does not exist in any way that can either lead or be competitive in the market.



UST

History, Products, Aesthetics, and Market



History:

The company was founded in 1936 and is based in Jacksonville, Florida. As of November 21, 2016, Ultimate Survival Technologies, Inc. operates as a subsidiary of Battenfeld Acquisition Company Inc. For 80 years UST Brands has dedicated itself to providing affordable problem solving gear worldwide. They develop products to make outdoor adventures safer and more enjoyable.

Products:

Heritage Line (survival gear with the vintage aesthetics), Ultimate Survival Line (LED lights, fire starters, signal mirrors, cutting tools, signal whistles, first aid kits), Tool A Longs (Pocket-sized stainless steel multi-tools), ParaPRO Series (utility cord, signal whistle, fire starter, and sheath)

Aesthetics:

Design focus on shapes and materials perfecting existing designs to make them lighter and more durable. Most used colors in products: orange, black and gray. (For logo: black, white or gray)

Market:

It sells its line of survival and camping products Online; and through a variety of outdoor, sporting goods, and mass-market retailers, as well as Online merchandisers. Its customer base is made up of Average Campers, Outdoor Adventurer, and Survivalists.



URBAN SURVIVAL

Statistics, Market, Persona, Scenario



98

Every 98 seconds a person becomes a victim of sexual assault

60

Every 60 seconds 1 robbery occurs in the United States

1102

1,102 people have been killed so far by mass shootings

Urban Dangers:

Sexual Assault:

Only 6 out of 1000 Rapists end up in prison. This is due to the victims being unwilling to come forward. 90% of assaults are perpetrated by one offender. In only 11% of cases did the offender use a weapon.

Robbery:

44.5% of robberies occur in the streets with most lastly less than a minute. Robbers like to use surprise and extreme shows of force to get their victims to comply. Only 25% of robbers were caught due to their victims being unable to identify their attackers.

Mass Shootings:

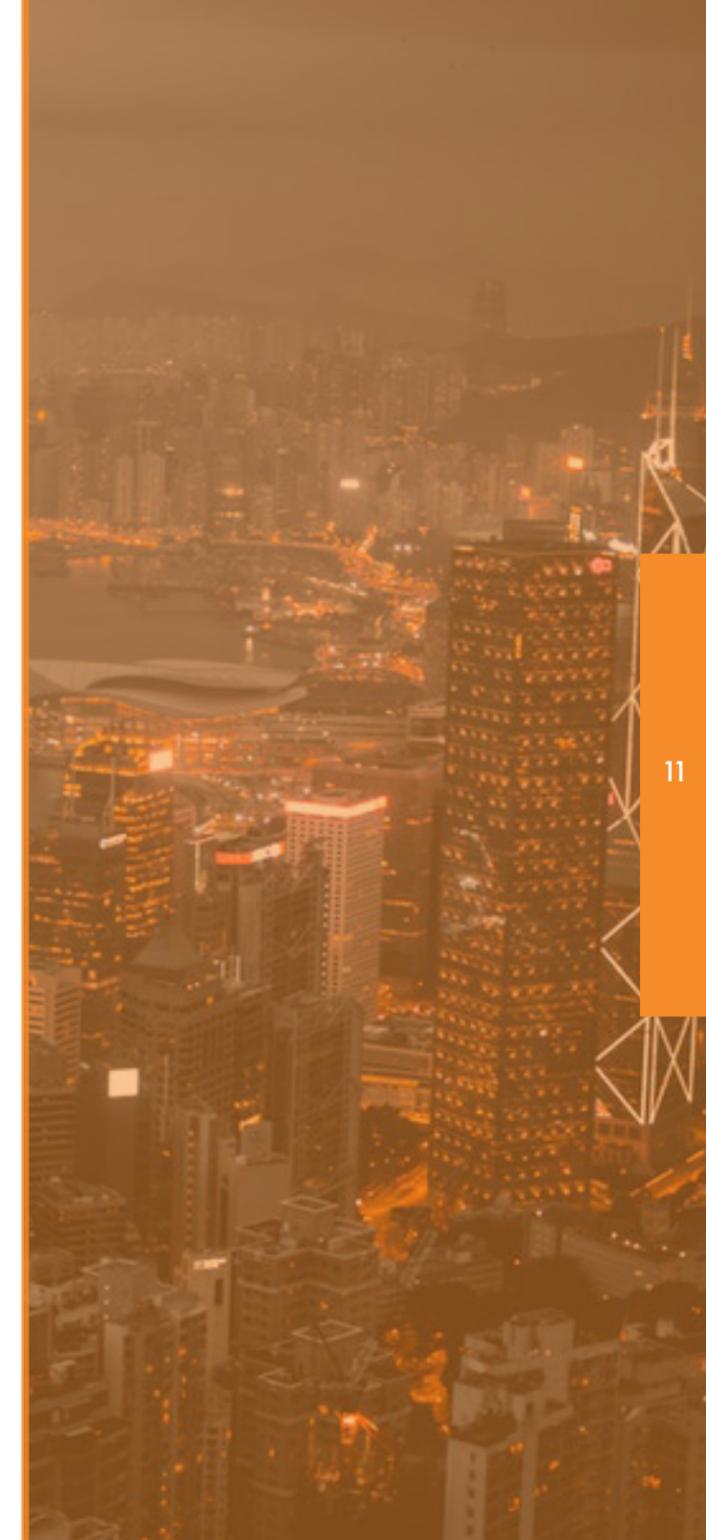
Out of 159 shooters only three were female. In almost every instance multiple guns were used with a majority of them being obtained legally. 89 shooters died at the crime scene often killing themselves.

Observations:

Most victims of sexual assault are young women between the ages of 12 and 34.

Most Robberies take place in the months of August and October. This could be due to the number of people going back to school and the increase of people being out late for Halloween.

Most Mass Shootings occur in stores and offices.



Current Market Solutions

Urban Survival



Self Defense Key-chain

Increased the effectiveness of punches. Requires close combat. Is not instant and would take multiple hits to deter the attacker.



Personal Alarms

Emits a loud noise to startle an attacker and alert people of your location. Relies on other people for help. Does nothing to immobilize attacker.



Taser

Gives the attacker a strong charge of electricity immobilizing them. Can be taken used against you.



Bullet Proof Plates

Capable of blocking bullets. Fits in bags and clothing to be used as a shield. Only covers a small area.



Pepper Spray

Sprays an inflammatory agent into the perpetrators face and eyes. Prevents there ability to see. Bulky design can only be carried in a purse or bag.



Tactical Pens

Used to hit the pressure points on the attackers body. Renders attacker immobile. Requires training to use properly.



Persona

Urban Survival

Lisa:

Young woman working her way through college. Works nights at a local bar as a way to pay for her tuition.

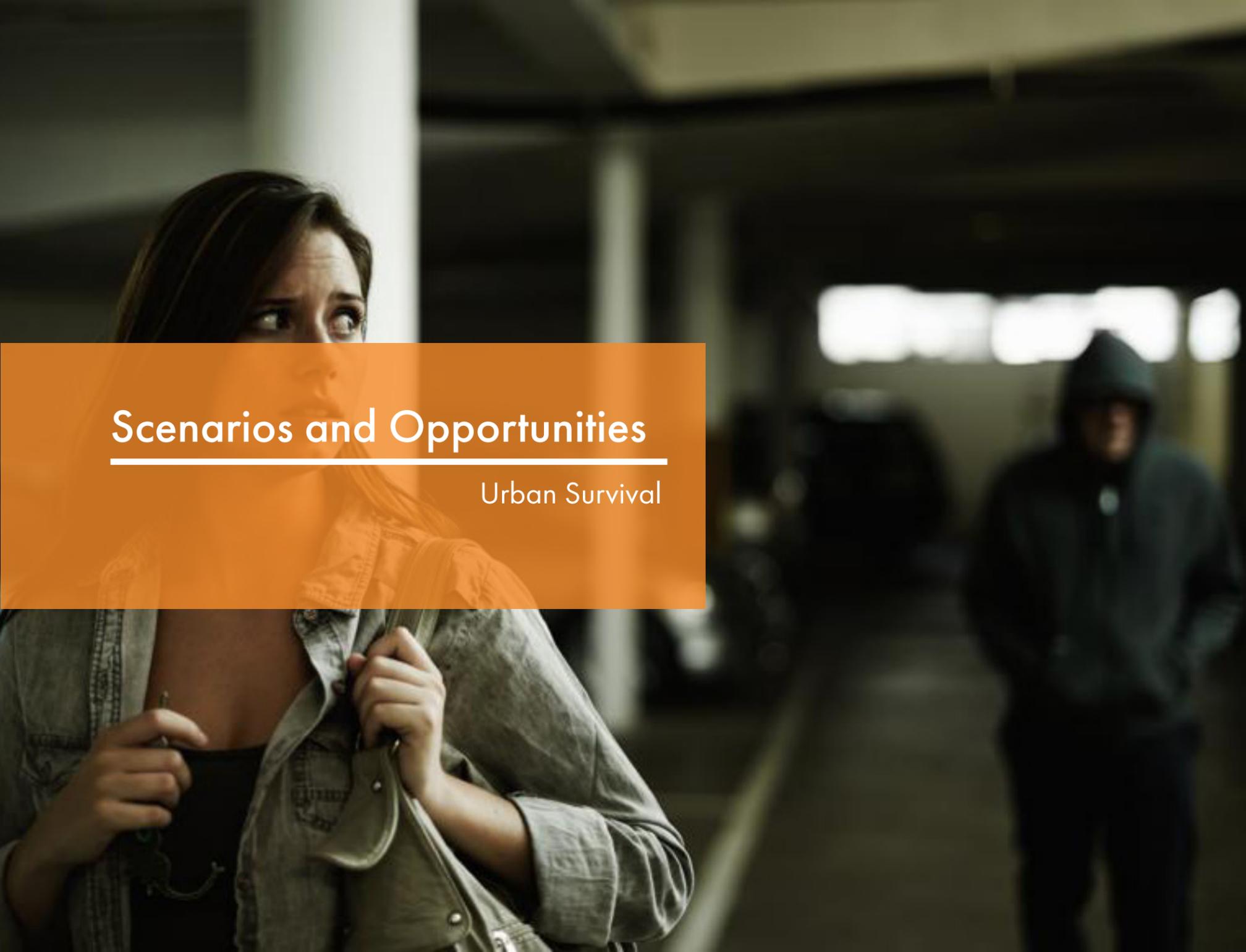
Since she has no access to a car she is concerned with her safety during her walks home. She has had some self defense training but is looking for a device that would make her feel more safe.



B

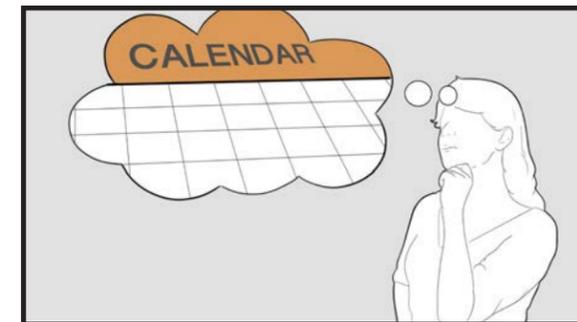
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Scenarios and Opportunities

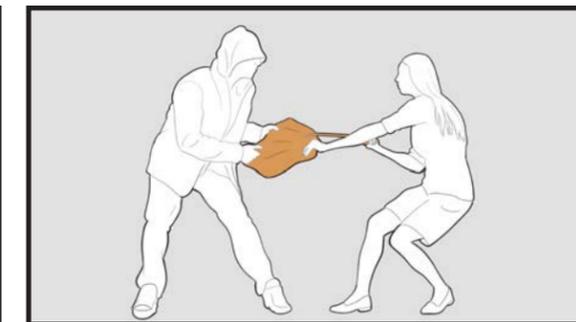
Urban Survival



Lisa decides to take a trip to LA



In LA She is approached by a mugger while trying to find her car in a parking garage.



The mugger attempts a strong arm robbery using a show of force to take her purse.



The mugger flees the scene after the altercation

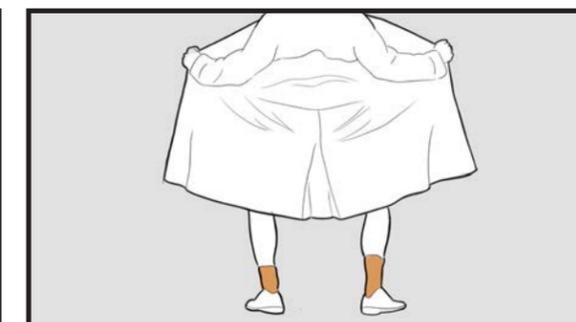
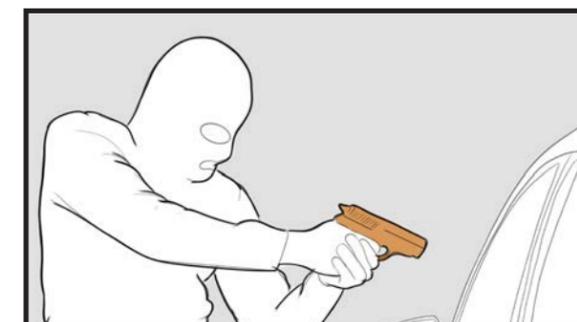
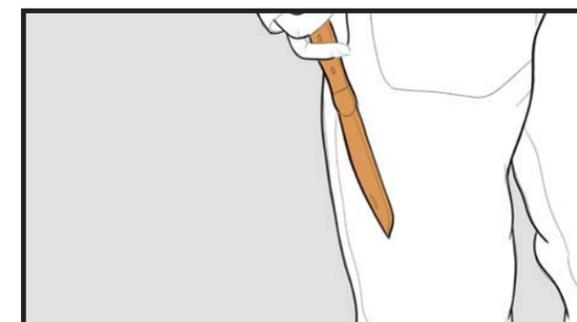


Lisa reports what happened to the police using her safety device as evidence.



Thanks to this evidence the police were able to apprehend the mugger and Lisa got her stuff back.

Variations



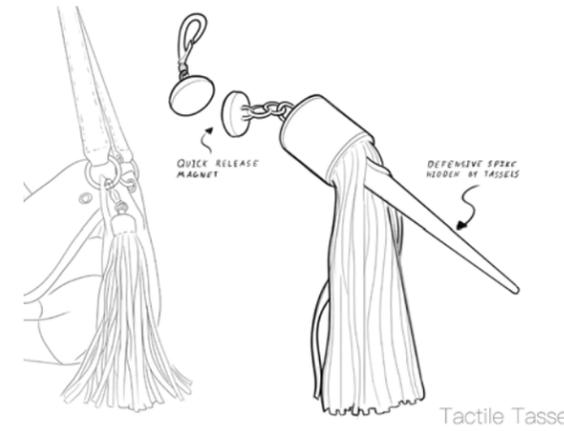
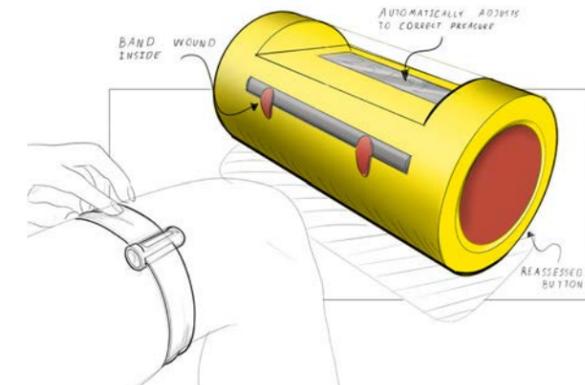
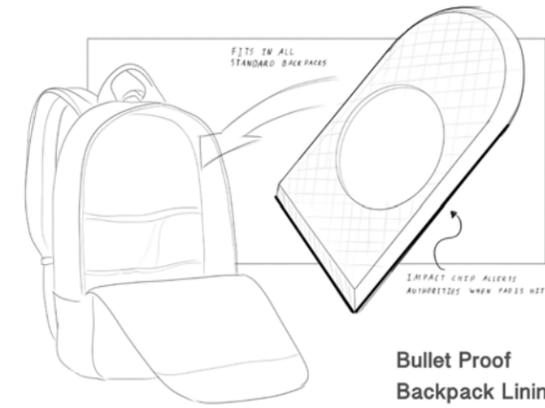
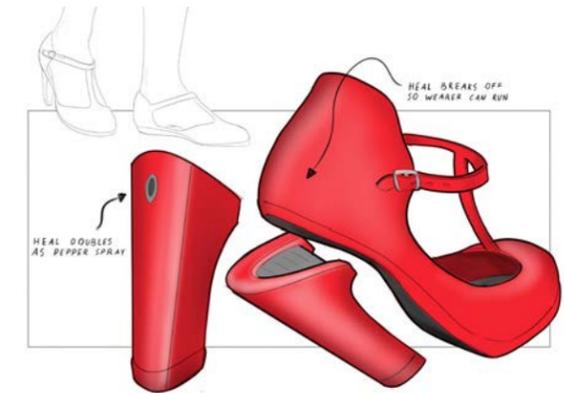
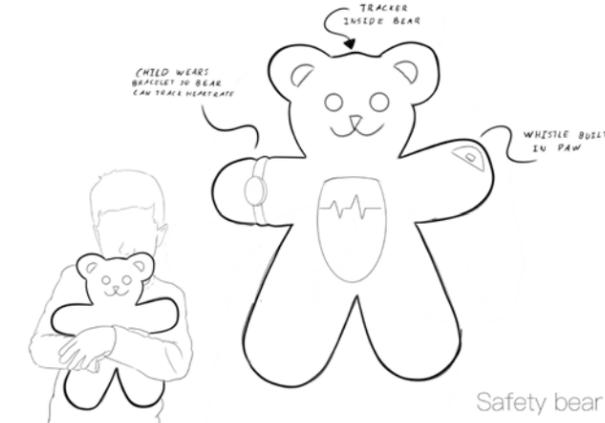
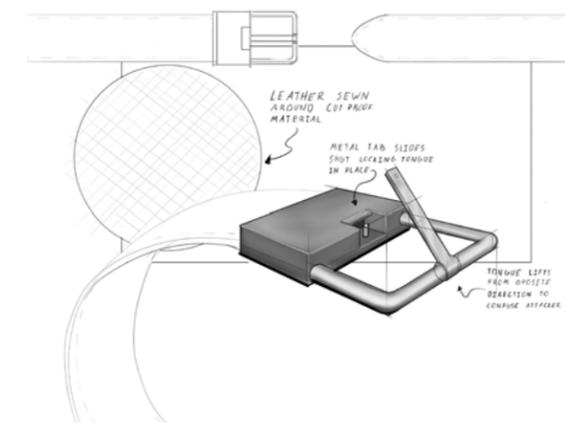


Design Process

Ideation, Refinement, Testing, Final

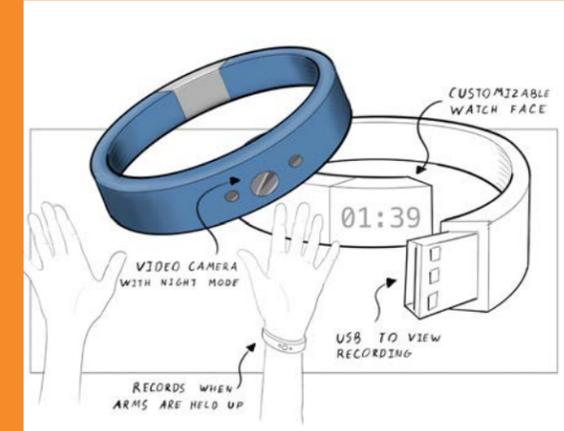
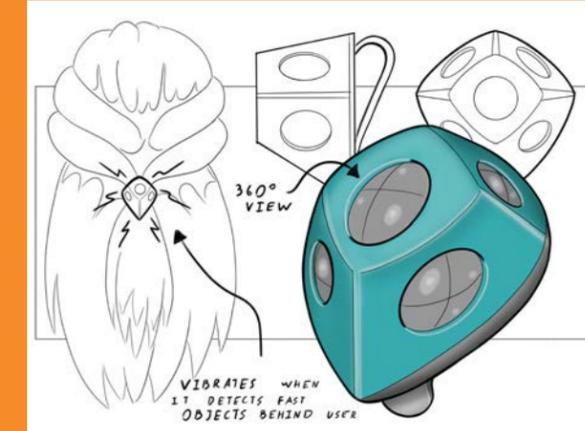
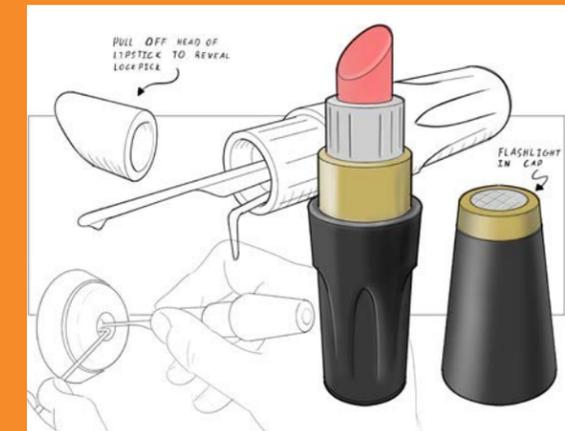
Concept Ideation

Design Process



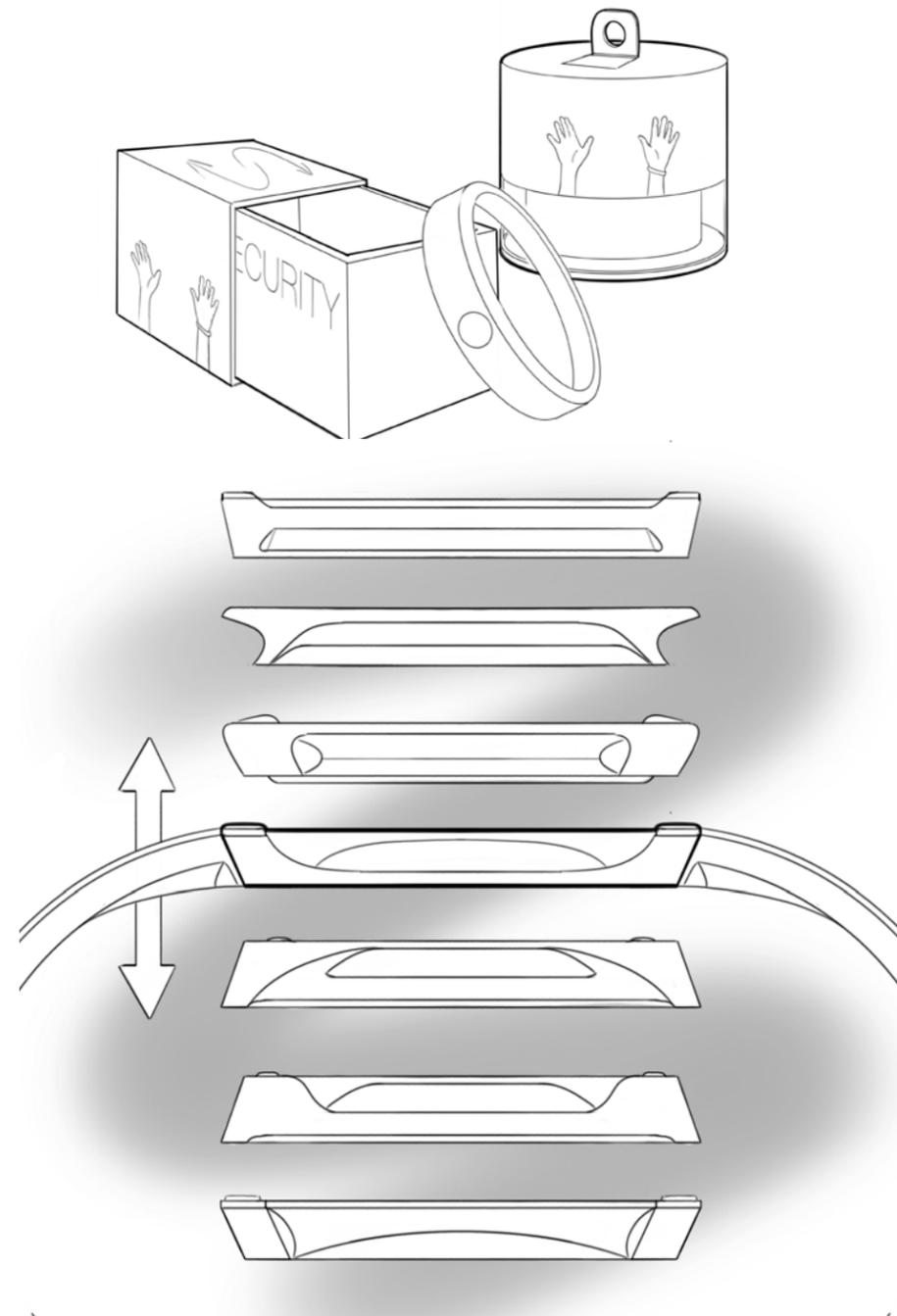
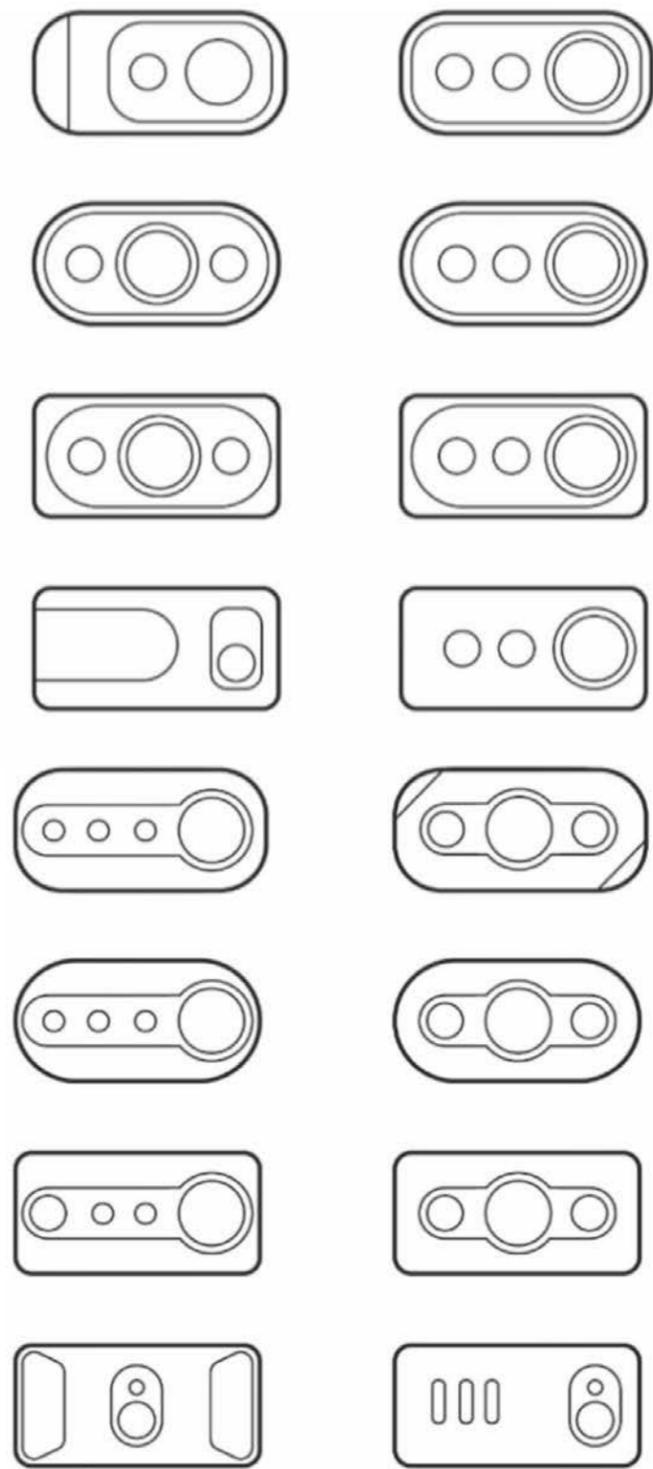
Bullet Proof Backpack Lining

Tactile Tassel



Design Refinement

Design Process



Prototypes and Testing

Design Process



Material Feedback:

Leather

Soft and comfortable, grips the skin, but can dry out over time and shrink when wet.

Nylon

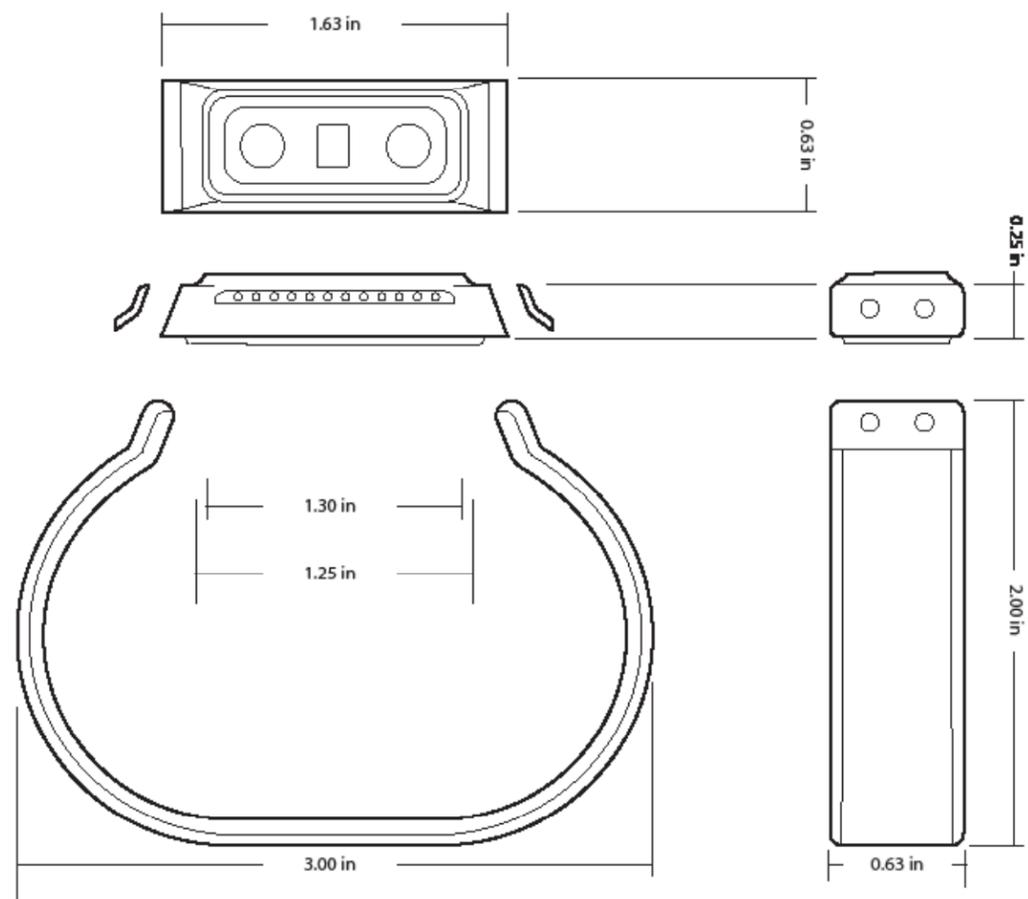
Outdoorsy look, durable, but slides on the skin.

Rubber

Sporty look, weather proof, grips the skin, but can be cut.

Final Design

Design Process



Features:

- 360 Degree Camera
- Night Vision Camera
- Audio Recorder
- Emergency Call Button
- Directional Activation
- Wireless charging
- Encrypted Video Files
- Durable Rubber Strap
- Water Resistant Enclosure



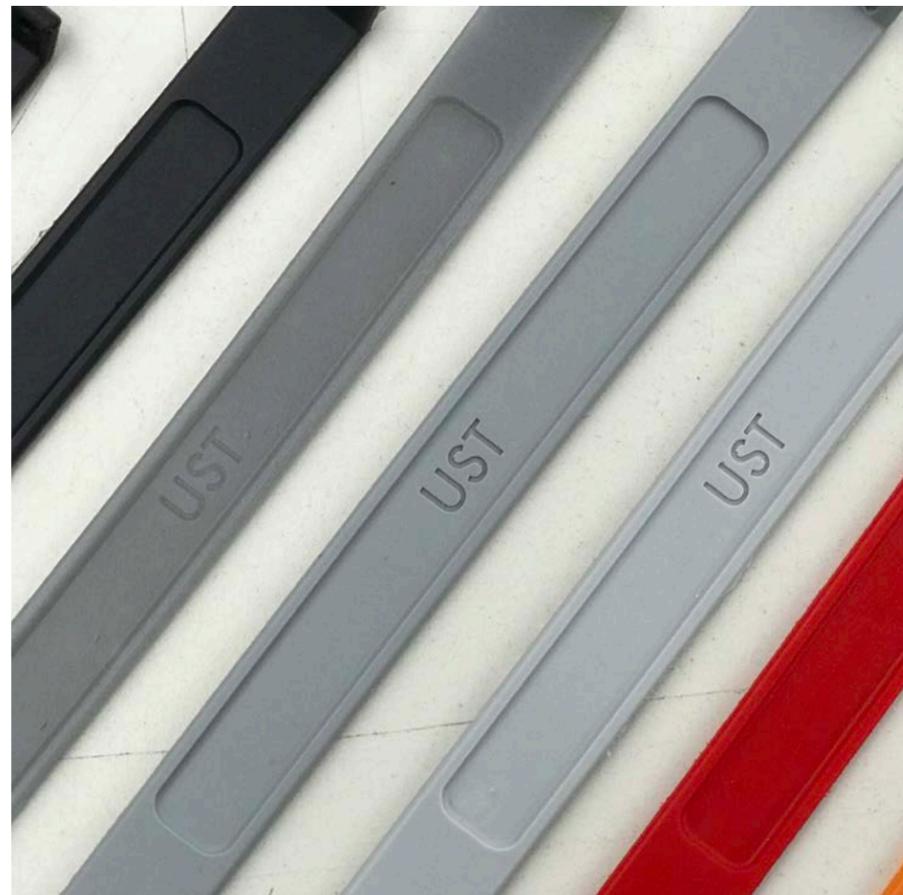
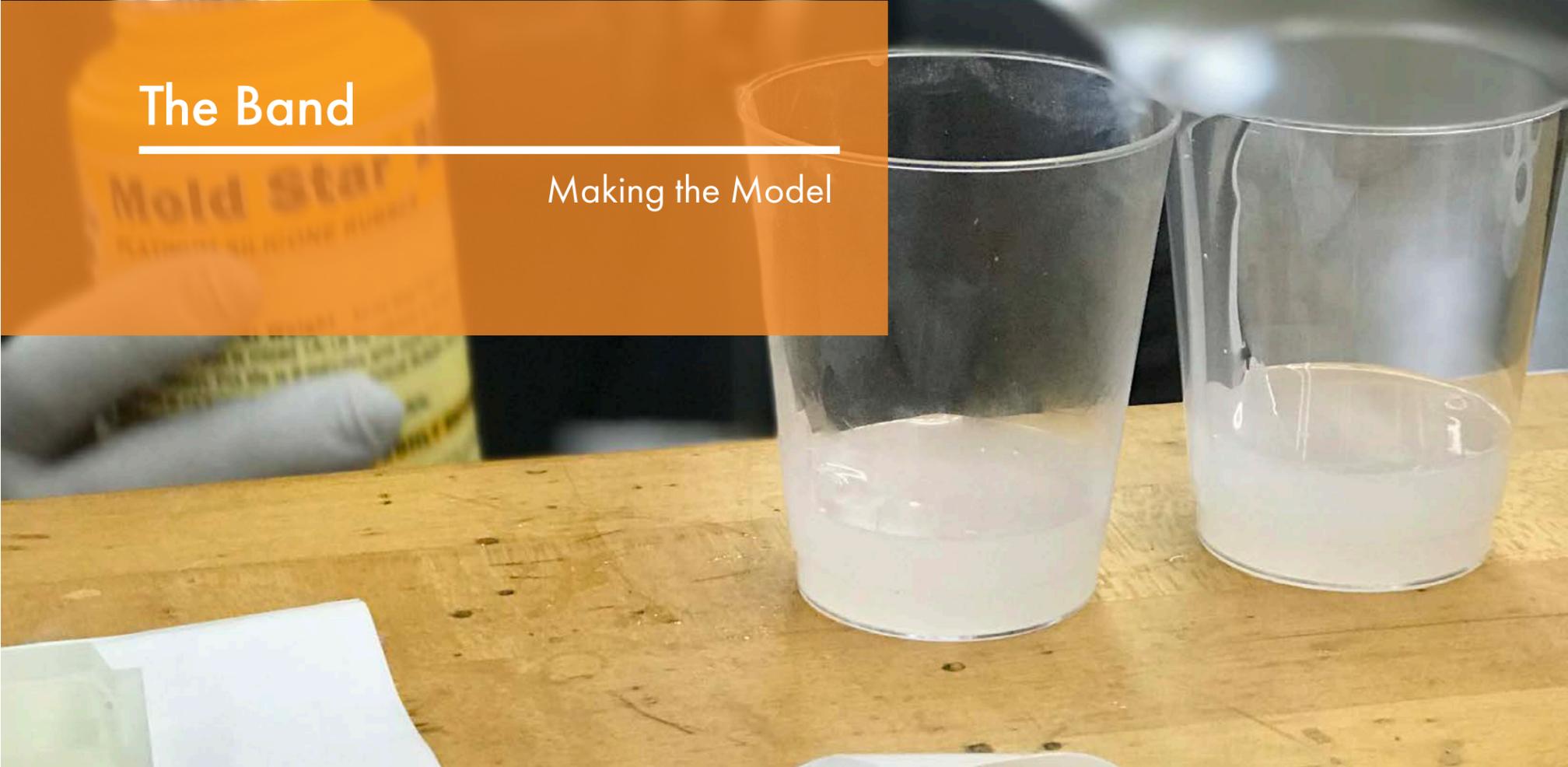
Making The model

Band , Camera



The Band

Making the Model





The Camera

Making the Model





In Use

Statistics, Market, Scenario, Sketches

On the Streets

In Use





Business Plan

Goals, Advantage, Future, Vision

Urban Survival Line



Goals:

Open UST to the urban environment that it has yet to enter.

Business Advantage:

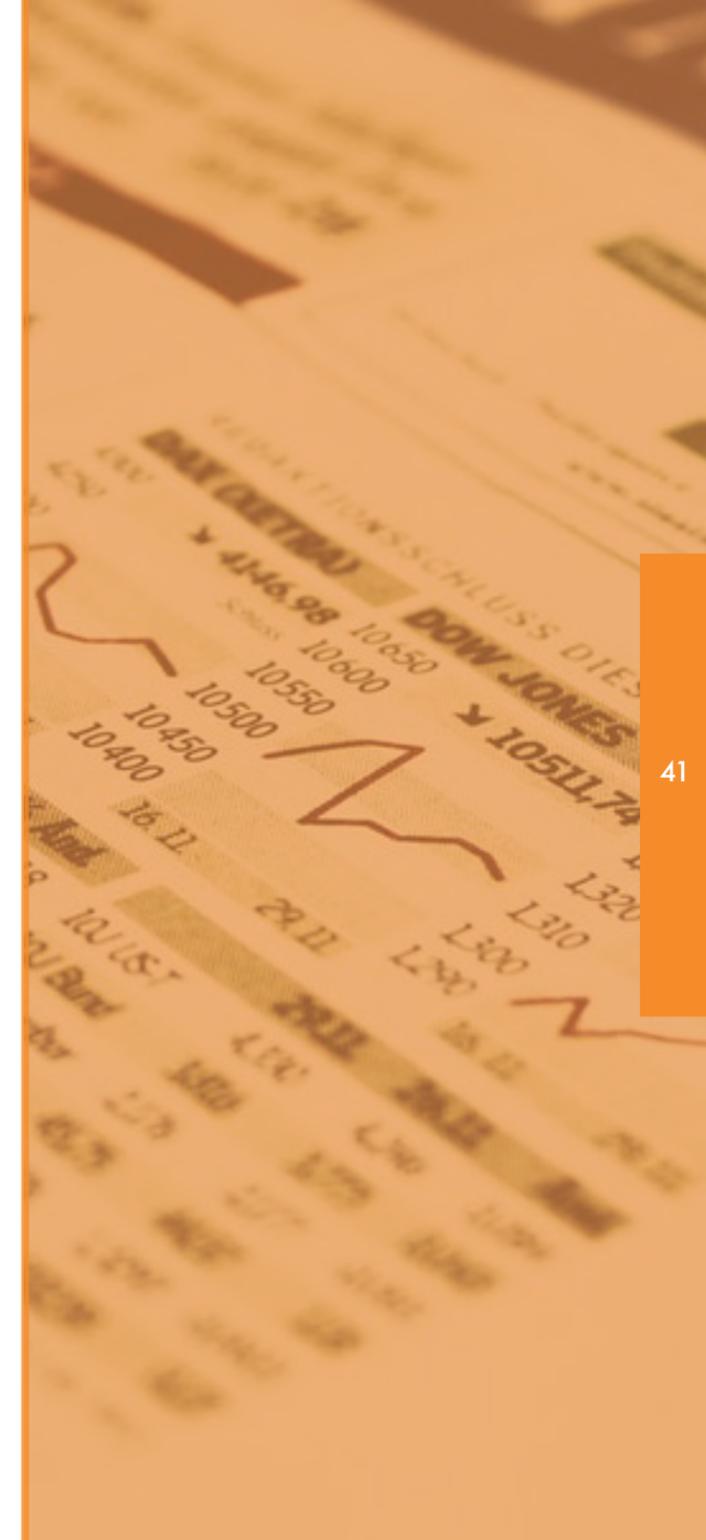
Unlike current products on the market for self defense, the security band needs no training because it utilizes the wearers instincts to raise hands in self defense. It also encourages the safety of the user keeping them out of harms way and getting the police to them faster.

Product Future:

In the next five years as AI is refined, the Security Band will take advantage the technology, being able to identify dangerous situations as they happen even alerting you to dangers you may not notice. The Security Band will also increase its accessibility by coming out with new shapes and styles that are compatible with existing watch faces including the apple watch.

Vision Statement:

Survival born, adventure ready.



Thank you
