***Survival Kit Design Brief***

**Client:** US based sporting goods store chain

**Target Consumer:** Outdoorsmen in general to include: hikers, skiers, bicyclers, hunters and fishermen.

**Problem Statement:** Accidental injuries constitute the fifth leading cause of deaths in Colorado, killing over 1,400 people each year between 1996 and 1998. About 5 percent of those unintentional injury deaths occurred during recreational activities. Among the nine recreational categories, the greatest number of fatalities was recorded in the category of climbing/hiking with 37 deaths; Snow skiing was the next most common category with 36 deaths; followed by bicycling with 30.

**Design Statement:** Design and model a product that increase the odds of survival for a minimum of 72 hours in all terrains, under all climatic conditions.

**Constraints:**

1. Must be compact, no more than 84 cu. in.
2. Must be light, weigh no more than 12 oz.
3. Use common house-hold or off-the-shelf items.
4. Items must be multi-functional.
5. Contents must address 5 survival priorities: shelter, fire, signal, water and food.

Figure1. Survival Kit Design Brief