



Designing a missing persons website for outdoor cases (hikers, campers, climbers, etc.) requires clarity, speed, and actionable information. The goal is to help visitors quickly understand who is missing, where, and how they can help.

## CORE PAGES AND CONTENT

### 1. HOMEPAGE A focused landing page that immediately shows urgency and purpose.

Hero section with latest or high priority missing person

Search bar (by name, location, date)

Quick filters (region, activity, date missing)

Map preview showing last known locations

Call-to-action buttons

Report a Sighting”

Submit a Missing Person Case

Recent cases grid with photos and brief info

### 2. MISSING PERSON CASE - PAGE Each case should be detailed and standardized.

To be included:

Clear photo(s) with multiple angles if possible

Full name, age, gender

Last seen date/time

Last known location (with map)

Activity (hiking, kayaking, etc.)

Physical description:

Height, weight, clothing, gear

Circumstances (what happened before disappearance)

Search status updates

Contact information (authorities, rescue teams)

Downloadable PDF flyer

Share buttons for social media

### 3. INTERACTIVE MAP - PAGE

A key feature for outdoor cases.

Pins for:

Last seen locations

Search areas

Sightings

Filter by:

Status (active, found)

Terrain (forest, mountain, water)

Optional overlays:

Trails, weather, elevation



#### **4. REPORT A SIGHTING - PAGE**

Make this fast and simple.

Form fields:

Location (map pin + text)

Date/time

Description

Optional photo upload

Option for anonymous submission

Clear disclaimer about false reports

#### **5. SUBMIT A MISSING PERSON - PAGE**

For families or authorities.

Structured form:

Personal details

Last seen info

Upload photos

Emergency contact verification

Moderation/approval workflow before publishing

#### **6. RESOURCES & SAFETY - PAGE**

Provide educational and preventive content.

Outdoor safety tips

What to do if someone goes missing

How search and rescue works

Gear checklists

Survival basics

#### **7. NEWS & UPDATES - PAGE**

Keep the site active and credible.

Case updates

Found persons (with closure notes)

Search efforts summaries

Press releases

#### **8. ABOUT & PARTNERSHIPS - PAGE**

Build trust and legitimacy.

Mission statement

Who runs the site

Partnerships (SAR teams, NGOs (non-governmental organizations), authorities)

Contact information



## TECHNICAL & DESIGN RECOMMENDATIONS

- Usability
- Mobile-first design (many users will be on phones)
- Fast loading (optimize images)
- Clear typography and high contrast

## TRUST & ACCURACY

- Verify submissions before publishing
- Timestamp all updates
- Clearly mark:
  - Active
  - Resolved
  - Archived

## PRIVACY & ETHICS

- Avoid overly sensitive personal data
- Get consent from families or authorities
- Provide a way to request removal or updates

## OPTIONAL ADVANCED FEATURES

- Alert system (email/SMS notifications by region)
- Volunteer coordination tools
- Weather integration for last seen areas
- AI-assisted search suggestions (terrain analysis, probability zones)
- Multilingual support for wider reach

## SUGGESTED STRUCTURE OVERVIEW

- Home
- Missing Persons (browse/search)
- Map
- Report a Sighting
- Submit a Case
- Resources
- News
- About / Contact

## BOTTOM LINE

Focus on speed, clarity, and credibility. Every page should help users either identify a missing person, provide useful information, or take action quickly. The simpler and more structured your data, the more effective the site will be in real-world search situations.