

Steven Lawver

PROFILE

Spouse of Emergency Responder

GENDER

Male

AGE

58

LOCATION

Sacramento

NUMBER OF CHILDREN

3

LOCATION OF CHILDREN

In home and Out of Town

Technology

- Work Desktop
- iPhone



BIO

Steve is the husband of a long time member of the California Fire Department and a father of three. With two kids at home, one away at school, and a wife regularly called away on emergencies, Steve's life has a lot of moving parts. Although schedules can be demanding, Steve likes to know the people he cares about most are safe which can be challenging at times.

NEEDS

- Fast, accurate, location specific emergency alerts
- Ability to adjust locations quickly for alerts
- Ability to set up specific locations I would like to know about
- Desktop accessibility

GOALS

- To have all emergency information effecting my family on one page
- To receive reliable information I can act on
- A system that reaches out to me for what I need to know through email or text

FRUSTRATIONS

- Lack of reliability with existing alerts
- I have to go out to find the information I need rather than it coming directly to me
- Inconsistent information across outlets



"Emergencies are a part of our everyday life."

Robyn Lasater

PROFILE

Hospital Administrator

GENDER

Female

AGE

41

LOCATION

Lakeport

NUMBER OF CHILDREN

3

LOCATION OF CHILDREN

In home

Technology

- Android



BIO

Robyn is an administrator for a regional hospital in Northern California. She spends most of her day ensuring her staff are as prepared as possible to handle emergencies. Keeping up to date on situations that could impact the safety of patients, guests, staff in the hospital, like the Clayton fire in Clearlake, is one of the most critical parts of her job. Robyn is also a mother of three children who all attend school nearby. She currently relies on news apps, television, and school updates to stay informed, but can get a little overwhelmed trying to navigate through the various outlets.

NEEDS

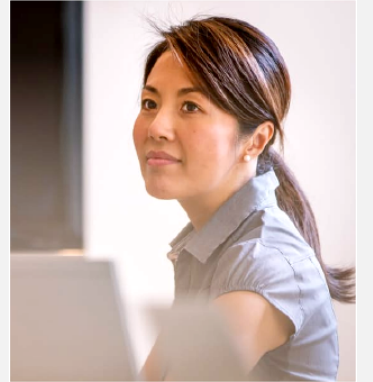
- Immediate alerts impacting not only the hospital but also impacting her children
- Concise, accurate alerts
- Ability to receive alerts in proximity to locations that I have identified

GOALS

- Ability to get all the alerts I need from one source – School, local, emergency
- System I can access if I want, but not one I have to login to use every time

FRUSTRATIONS

- Need to go to various platforms to get my information
- Need to access information via browser



“Being prepared for anything means being informed.”

Rhonda Howe

PROFILE

Store Owner

GENDER

Female

AGE

55

LOCATION

Yuba City

NUMBER OF CHILDREN

2

LOCATION OF CHILDREN

Out of Town

Technology

- iPhone
- iPad



BIO

Rhonda plays an important role in emergency situations as the owner/operator of multiple convenience stores in Northern California. When emergencies strike, like the recent Oroville Dam situation, Rhonda's store locations serve as the one stop shop for Californians fueling up for evacuation. In order to ensure people have what they need Rhonda stays behind until the last minute. When she is not servicing customers Rhonda travels, and spends time with her family outdoors, so knowing the weather is always essential.

NEEDS

- Mobile access to website
- Ability to receive alerts without logging in
- Link within alert making further information available if desired

GOALS

- Have a system that is able to send notifications to my phone so I can make decisions and respond quickly
- To have access to more detailed information so I can ensure my kids are safe
- Only receive alerts based on the areas I determine are most important

FRUSTRATIONS

- Difficulty of understanding current alerts
- Inconsistent or vague information provided within alerts
- Alerts not continuously updated with timestamp so that I can know which one I need to pay most attention to



"Safety means knowing what to expect so I can help my family and community."

Maria Ramos

PROFILE

Bilingual Student

GENDER

Female

AGE

20

LOCATION

San Francisco

NUMBER OF CHILDREN

0

Technology

- iPhone
- Apple Watch



BIO

Maria is a single college student who loves the outdoors. She speaks Spanish in her household and with her family who are spread throughout California. Maria likes to travel and doesn't spend a lot of time at home. She stays current with local news through social media. Although she is in school she works hard so she can spend her free time visiting her family, or traveling.

NEEDS

- Information that comes to me
- Ability to change the places I want to receive alerts for
- Ability to access alerts on my phone based on where I currently am located
- Ability to receive information in Spanish or English

GOALS

- To easily understand any alerts so I can adjust my plans to match
- To receive location specific information
- To be able to access a system via my phone

FRUSTRATIONS

- I don't know where to get information
- Information I can get today is not direct enough or specific to the places I want to see



"Being prepared for anything means being informed."

Laura Conrad

PROFILE

School District Administrator

GENDER

Female

AGE

38

LOCATION

Fresno

NUMBER OF CHILDREN

0

Technology

- Desktop
- Android



BIO

Laura has worked hard to build a strong career with her district. She took her passion for education and parlayed that into a mission to better the education system she was a part of. Her primary concern is always the children of her district, and her staff. Of course with children come worried parents, so a big part of Laura's life as an administrator is ensuring she is able to first maintain a constant knowledge of potential threats and second communicate them to parents in a timely, accurate way.

NEEDS

- Dependable sources for alerts
- Access to a system through her desktop computer and phone
- Ability to receive timely alerts regardless of where she is

GOALS

- Use a system she can trust to provide necessary information
- Easy to use and understand
- Translations available for the system for my bilingual parents

FRUSTRATIONS

- Delays in information from inconsistent sources
- False alarms as a result of various outlets for information



"Being able to deliver accurate information to parents is essential for my job."

Daniel Phillips

PROFILE

State Administrator

GENDER

Male

AGE

45

LOCATION

SACRAMENTO

NUMBER OF CHILDREN

0

Technology

- Desktop



BIO

Daniel enjoys being a long time contributor to the State of California. He has spent his career with the State, and believes his role and those of his team members is an essential part in keeping the great engine of California moving forward. Daniel takes great pride in contributing to the place he calls home and looks forward to keeping California's apprised of non-emergency information. When Daniel is not at work, he is an avid hiker, he loves being outdoors and enjoying the various places California has to offer.

NEEDS

- Ability to send concise, direct messages to persons electing such alerts
- Access to the system via desktop computer
- Tracking of system data

GOALS

- Have a system that maintains data I can use to view reports in order to make assessments necessary for our department.
- Easy to use system that supports my desire to reach California residents with essential information beyond emergency alerts

FRUSTRATIONS

- Delays in information from inconsistent sources
- False alarms as a result of various outlets for information



"I pride myself on serving the people of California."