

Super Admin - Government Manager



DETAILS

- Role is to make sure the content manager has the ability to share when and how he wants
- Important to minimize uncertainty among residents
- Communicates with a variety of audiences through numerous mediums

PAIN POINTS

- Communicating that alerts that are time-bound
- Current system is unreliable
- Current system has difficult UI for users

QUOTES

- "I would want to be able to share the history of the alerts, perhaps with decision makers"
- "We have a plain language standard. We try hard to make sure that everything they publish is at or around the eighth grade reading level."

California Resident with smart phone alerts - satisfied



DETAILS

- Has a smart phone
- Alert on phone is best - the current ones “cut through the other clutter” and have prominence compared to notifications about other messages or tweets
- Where: home, work, where I am

PAIN POINTS

- Unclear how to integrate another alerts service he already receives on his smartphone.
- Receives a lot of alerts and notifications already on his phone.

QUOTES

- Wants messages if “something in my life is affected by it”
- "I keep up with news enough"

California Resident with smart phone alerts - dissatisfied



DETAILS

- Owns a smart phone that already provides emergency alerts/AMBER alerts
- Wants easy ability to click to get more info or check in to say I'm okay
- No preference among app, text message, or notification - as long as is that it can get my attention.
- Important locations: where I am, my home, my work.
- Want notifications for where loved ones are, and maybe where they live.

PAIN POINTS

- Trying to go back and look at alert on phone
- Finding out more information about emergency

QUOTES

- *"Just the facts. No theories, editorializing."*
- *"Phone alert woke up my friend in Texas and helped her save her car from flooding"*

California Resident without smart phone alerts



DETAILS

- Phone cannot accommodate existing emergency alert functionality
- Wants to receive alerts about emergencies that may affect them

PAIN POINTS

- May not have easy access to email and/or phone
- May not have easy access to internet