Account Management Reveive Alerts Current Alerts Registration Discovery Research

Learn about Cal-Notify

Validate sources or service

Register account Validate subscription

Receive alert on mobile or email Confirm emergency

Change subscription options Change location

Change password

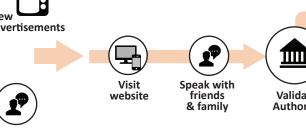
Viewing website alerts

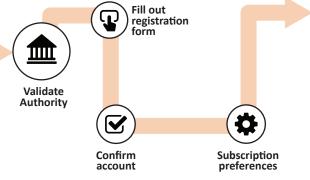




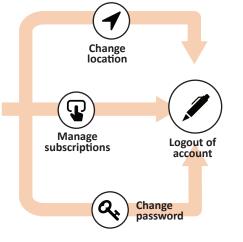


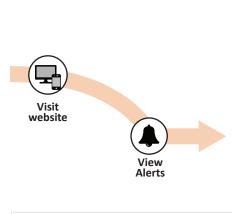
Friends & Family











Why havent I heard of this before?

I want to keep my family safe What do I need to do?

Do my friends use this service? Is this service legit?

I have things to do, how long is this going to take?

Can I do this from my prefered device?

So glad I signed up, now I can make an informed decission

Is this information accurate?

How do I change my password?

Can I change my subscriptions via email or text?

Whats going on in my area?

What happened near mothers house?

Is this information up to date?

Excited to be informed Happy service exists

- Confused about services Concerned Am I going to get spammed?
- Distrust in Government
- Empowered by public services
- Confused about how this service is different from my county/city service
- Frustrated by limited source information
- It was easy to register I like that it asked only relevent information
- Concerned about spam
- Distrust in Government

- Empowered by knowledge of situation
- Confused if receiving conflicting information
- Upset by to frequent alerts that are not priority

Upset that the information was inaccurate

- Happy to have choices
- I don't want to login to another site
- Happy to be informed
- Concerned for saftey of friends & family
- Distrust from inacurate reporting

Annoved by too many alerts for non-emergencies or events not impacting my location

Approchable trustworthy website Social media outreach

Proven Authority Approchable website content and graphics

Clear explanation

Give user choice in subscriptions

Make it clear what they are registering for

Keep it simple

Authortive acurate reporting Limit frequency of alerts

Multiple paths to manage subscriptions

Not everyone wants to use the website

Communicate accurate information

Limit alerts to impact areas

Limit frequency of alerts

Create pleasurable viewing experience