

Lessons Learned: “Campaign”

1. The use of “Campaigns” was not understood at first, but after exploration and realizing what it was, the user appreciated all notifications for an incident being grouped together in one place.
2. Similarly the notion of “Archiving a Campaign” was unclear, but once the user understood how a campaign worked, it made sense

Changes to design:

Change the word “campaign”

Tutorial or education
information tool tips

Lessons Learned: **Additional Users**

1. There are additional users that need access to the details of the notification messages and analytics on it. The current display is intended for the Admin but not quite understandable, for example, a dispatcher. Our user said he does a lot of screen capture and sending to other people. The UI should make that understandable from that snapshot

Changes to design:

Additional labels to the message details (post send)

UI Change Log

1. Move colors and alert type together on 'active campaign page'
2. Change label to "# of notification in campaign"
3. Character counter count down rather than up
4. Make better way to select notice type (replace weird buttons)
5. Location: change order to street, zip, city
6. Make recipient count bigger
7. Give labels on campaign details page
8. "end campaign"
9. Label change for green- "Non-Emergency Alert"

Lessons Learned: Conversational UI

1. The three users tested all felt that the number of steps required to sign up were not too many. One user expressed that she was used to one screen and wasn't sure how long the process would take, but she was ok with how long it took at the end.
2. The users handled reading all the text separately: one ignored, one skimmed, one took a long time reading. This means the blue text was usually enough to get the task done but the grey text can be more concise.
3. Users did not understand fully where they were in the process.

Changes to design:

All text needs to be reworked

Show progress along with the icons

Lessons Learned: Education

1. By the end of the sign up, it was unclear to all users what types of messages they would be receiving.
2. Users were unclear if they would click the link on a future message due to lack of context even though they all understood why they would need to click.

Changes to design:

Better communicate the type of messages that users may receive.

UI Change Log

1. Edit all text to make more concise.
2. Include progress meter with icons.
3. Change language from emergency to include emergency and non-emergency.
4. Include a pop-up to allow users to learn more about alert types.
5. Change flow of email versus phone and include opt-in capability.