User 1 Name: Ali

Occupation: Program Manager GrowthX
Smartphone: iPhone
Apps/ Sites: Map, Instagram, Facebook, Yelp, Banking App, Pandora, News.

Invision Prototype Walk Through

Landing Page:

What is this page telling you? (Adam)

- Get emergency alerts (weather – earthquakes). Large groups of people receive Amber alerts. I am not sure what types of alerts I am signing up to receive. Is it any kind of emergency alerts?

Name Page:
- Can we call you, but it's a name, not a number.

Password:
- Pretty Standard

Phone:
Email:
- What if I don't prefer email? Don't if I want to provide my email? Want to skip email step. Would rather just get a text in cases of emergencies.

Home:
- Would be interested in receiving emergency alerts, especially if fire on my street or some type of emergency. That why I know I am safe. I still don't understand if I am going to receive notifications re: burglaries or home invasions yet though.

Home / Address pop-down:
- Pretty straightforward.

More Locations:
- Anywhere your request: work, but in family address.
- What does nearby mean?
- Counties nearby/ Kid in college. What if you said counties in California? And maybe the kids in the UC College System.

Link:
Why are you clicking on link? (Adam)

Messaging: Think Aloud. We're not testing, but the app experience!

- Details of event/ more information. If you're a transplant you want to get more information.
- Click link to get more information f the content made sense.

Confirmation:
- Very straightforward / Clear.

Help:
- Click I – expected FAQ. In an emergency, I would not send an email, for I would be expecting a slow response. In a non-emergency situation, I might respond.

Follow-up:
- Hard to say she would sign up for a notification system, if it was not related to receiving emergency alerts because she receives too many emails and noise.
- What is an emergency?
- Preferred methods to be contacted in managed profile: email versus SMS
- Picture to click you were safe that would integrate with social media
- Explain better what types of alerts I would be receiving.
- Don't know where the alerts she receives currently come from.
- Why, how, when?
- For the most part, I would expect Chron or some local news channel to tell me about the app or a facebook ad.

User 2 Name: Jovannah

Occupation: Tech XP and Machine Learning @ Galvanize
Smartphone: Android
Apps/ Sites: Google Suite of Apps (practical apps, not an internet peruser)

Invision Prototype Walk Through

Landing Page:
What is this page telling you to do?
- Sign up to receive alerts about emergencies in my area.
- Wouldn't have read all of the text, unless we asked.
- Has never had an emergency since she's been in California.

Name Page:
- Doesn't understand how many steps it's going to take to get to the end. Wish she had one page, or a way to know how many steps she's going to take.
- Can you call me by name is weirdly informal.

Password:
- Straight forward.

Email: Can only give one email!

Messaging: Think Aloud. We're not testing, but the app experience!

Phone:
- Makes Sense!
-

Home:
- Wish she could click a location button, press share my location.
-

Home / Address pop-down:
- Straightforward.
- If not home, would type it in.
-

More Locations:
- Maybe work address. Didn't understand what types of address she would want to input. Maybe boyfriends work.

Link:
- It's absurd to practice click a link. Why do I need to click link? Didn't know if she would actually click link until she received some education as to why.

Confirmation:
- State wants to be track if I have seen it.
- I understand it from a system perspective.

Help:
- Click on I for help
- Was expecting an FAQ before contacting them.

Follow-up:
- A lot of text.
- Initially thought it was too many screens, but enjoyed the conversational UI.
- A bit informal, but to each his own liking.

User 3 Name: Lizzie
Occupation: Galvanize Membership Manager
Smartphone (Y/N): iPhone
Apps/ Sites: Instagram, Waze, Lyft, Uber, WhatsApp, HypeMachine

Invision Prototype Walk Through

Landing Page:
What do you think this page is asking you to do?
- Sign up for emergency alerts; Amber, shooting, weather, and human disaster

Name Page: Straightforward.

Messaging: Think Aloud. We're not testing, but the app experience!

Notes: Brenda (Citizen) Usability Testing, #ADPQRefresh

Password:
- Why choose password / Why no special characters?

Email:
- Why no social media integration (always log-in to new apps via social media integration)?

Phone:
- Straightforward

Home:
- Emergency Neighborhood // Be space for you to personalize.

Home / Address pop-down:
- Fill in blank – most common. Select address (city, state, zip) // Prepopulates Address

More Locations:
- Would add my boyfriend, his family, my parents. My parents live in Point Reyes and it's always flooding. Anyways, I would add about five addresses.

Link:
Why are you clicking on the link? (Adam)
- They know you know, so they can track you.

Confirmation: (Fix typo)
- What if you're underground on a train.

Help:
- Click I, which is pretty standard. It feels like natural helping.
-

Follow-up:
- Receives Amber alerts, but doesn't know how they get to phone.
- Feels more educated. Geo-locating it for you.

Do you already receive notifications?
- Already receives alerts

How do you receive them?
- Push notifications.

How frequently would you like to receive alerts?
- One a week, not a lot per week.

General recommendations:
- Social Media Integration
- Let me know when I get on my phone
- Content of Text Received – What types of alerts will I receive?
- Where am I at in the process?

Messaging: Think Aloud. We're not testing, but the app experience!

Notes: Brenda (Citizen) Usability Testing, #ADPQRefresh

Messaging: Think Aloud. We're not testing, but the app experience!