

# California Notifications

EMERGENCY & NON-EMERGENCY



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*Note: formatting in this document will be slightly different to accommodate for printing, but content matches the version posted on the GitHub wiki.*





# IBM Bluemix Garage

## Introduction

*During a four-week period, the IBM Bluemix Garage team used an agile approach to create a California Alert prototype for emergency and non-emergency events applying the U.S. Digital Services Playbook to support a user-centric solution.*

*The team used a rapid development process to quickly stand up working code, test and iterate through the stories that comprise the user experience for California residents and the Alert administrator.*

*Please join our journey, laid out here through videos, images, and artifacts. We hope you feel the energy and excitement of our team.*

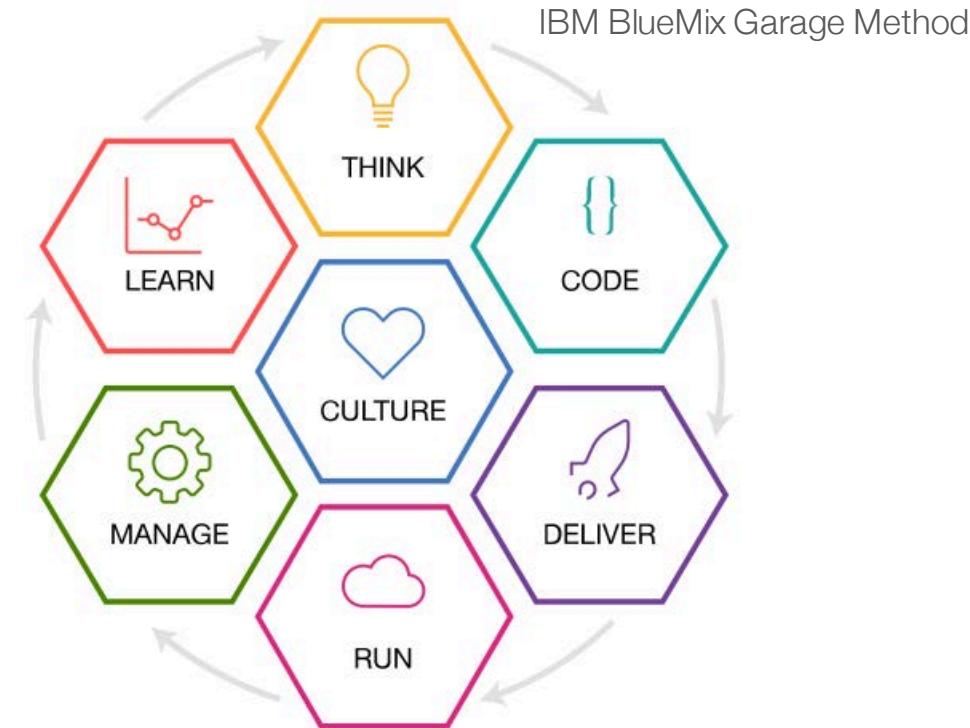


# It starts with culture!

We deliver innovative new applications faster and cheaper with just the right features. Our adopted DevOps practice creates a culture of **innovation**

and **agility**, so we can iterate and pivot in response to the State of California's environment.

Our foundation is The Bluemix Garage method, which combines industry best practices bring together Design Thinking, Lean Startup, Agile Development, Extreme Programming, and DevOps.



Product Manager	Technical Architect	Interaction Designer, User Researcher & Usability Tester	Writer, Content Designer & Content Strategist	Visual Designer
Marquis Cabrera	Kirk Garner	Adam Williams	Rebekah Olsen	Lisa Nemecek
Savannah Worth	Alex Emrie	Andy Nguyen	HT Vaught	Mary-Sara Jones
Front End + Back End Web Developers Dev Ops Security Engineers			Delivery Manager	Agile Coach
Business & Digital Performance Analyst			Writer	

# Journey Week 1

A team of experts gathered together to review the RFI from the State of California. Focusing on CULTURE and THINK, they aligned around understanding the RFI requirements, decided on prototype A or B, defined and scoped problem, participated in IBM Design Thinking workshops, reached out to potential resident and admin users, prioritized prototype work, and validated data sources.



Alex

Adam

Kirk

HT

Andrew



Savannah

Mary-Sara

Marquis

Andy

☆ | 8 16 | ♀ 8 | ILC:CSJAD317



## Pre-Qualified Vendor Pool for Digital Services – Agile Development (IBM's code name is shiny-fawn)

edyer created this channel on January 16th. This is the very beginning of the [#shiny-fawn](#) channel. Purpose: *state of california rfp*

[+ Add an app or custom integration](#)    [🔗 Invite others to this channel](#)

Anticipating release of the RFI, a collaboration channel was created in SLACK to capture the teams ongoing dialogue



[ca-cwds/CA-ADPQ](#)

CA-ADPQ - Archive of prototype repositories from the CHHS ADPQ RFI



Pinned by savannah



savannah 5:12 PM ⭐

hi all--here are some key links: trello: <https://trello.com/b/KsrJs3QF/shiny-fawn>

github: <https://github.com/ibmbluemixgarage/shiny-fawn>

box: <https://ibm.ent.box.com/folder/16983757291>



[ibmbluemixgarage/shiny-fawn](#)

Contribute to shiny-fawn development by creating an account on GitHub.

(edited)



A Web Developer  
created team tools



Track Tasks (stories)



Documents



RFI Delivery

## Journey Week 1

Review

Workshop

Schedule

Journey Week 2

February 7th

Journey Week 3

Journey Week 4



**marysara** 9:38 AM

The RFI has been released by the State



Pinned by edyer



**marysara** 9:39 AM

box shared this file ▾



[RFI\\_CDT-ADPQ-0117\\_-\\_PQVP\\_DS-AD\\_-\\_Final\\_02.06.17.pdf](#)

570KB PDF from Box



**edyer** 9:57 AM

FYI I scheduled a call for the core team to meet @ 10am PST

The team reviewed the RFI requirements and made team assignments. We agreed to meet the next morning at the CA Garage with our notes about the RFI, prototype pros and cons and to begin to capturing questions.



The content strategist posted an alert about the RFI release, and a meeting was immediately scheduled for the core team.

The team compared Prototype A and Prototype B based on complexity and interest and decided to proceed with Prototype B.

Box@IBM

All Files > Shiny Fawn > RFI - OFFICIAL > Prototype A vs B - Pros & Cons

Prototype / Actor	Pros
A - State Employee	<ul style="list-style-type: none"><li>• Straight forward</li><li>• Data? Can visualize existing State office support</li></ul>
B - CA Resident	<ul style="list-style-type: none"><li>• more interesting</li><li>• Easy to see</li><li>• Plenty of data we have this</li></ul>

A  
Data +  
Visualize?

B  
Data?  
Visualize?

Some APIs ok  
earthquakes  
• Discrepant  
• 6 API's  
MAPS Dynamic? static or Stagnant?  
tsunami - backlog  
Variable time

Several team members posted in Slack – capturing information, suggestions, and ideas for the initial meetings.

#shiny-fawn

8 16 | 8 ILC:CSJAD317

February 8th

**marysara** 10:44 AM  
I added examples for Prototype B to Box - <https://ibm.box.com/s/nfukvvev680t1sro48lpqqtvtz162zlx>

**andynguyen** 6:52 PM  
thanks i see docs

**andynguyen** 7:16 PM  
<http://earthquake.usgs.gov/earthquakes/feed/v1.0/geojson.php>

earthquake.usgs.gov  
**GeoJSON Summary Format**  
USGS Earthquake Hazards Program, responsible for monitoring, reporting, and researching earthquakes and earthquake hazards



@savannah

February 9th



**htvaught** 11:32 AM

Message thread - to brain storm questions would ask people on the street regarding Prototype B.



1 reply 16 days ago



**lisa.nemecek** 12:34 PM

Some links the team may already have CALFIRE <http://calfire.ca.gov/index>,  
CAE California Earthquake <http://www2.earthquakeauthority.com/Pages/default.aspx>, and  
<http://www.dot.ca.gov/> There is a map of current road closures outages.



calfire.ca.gov

**CAL FIRE - Home**



Message #shiny-fawn



Adam presented the Prototype Workshop agenda:

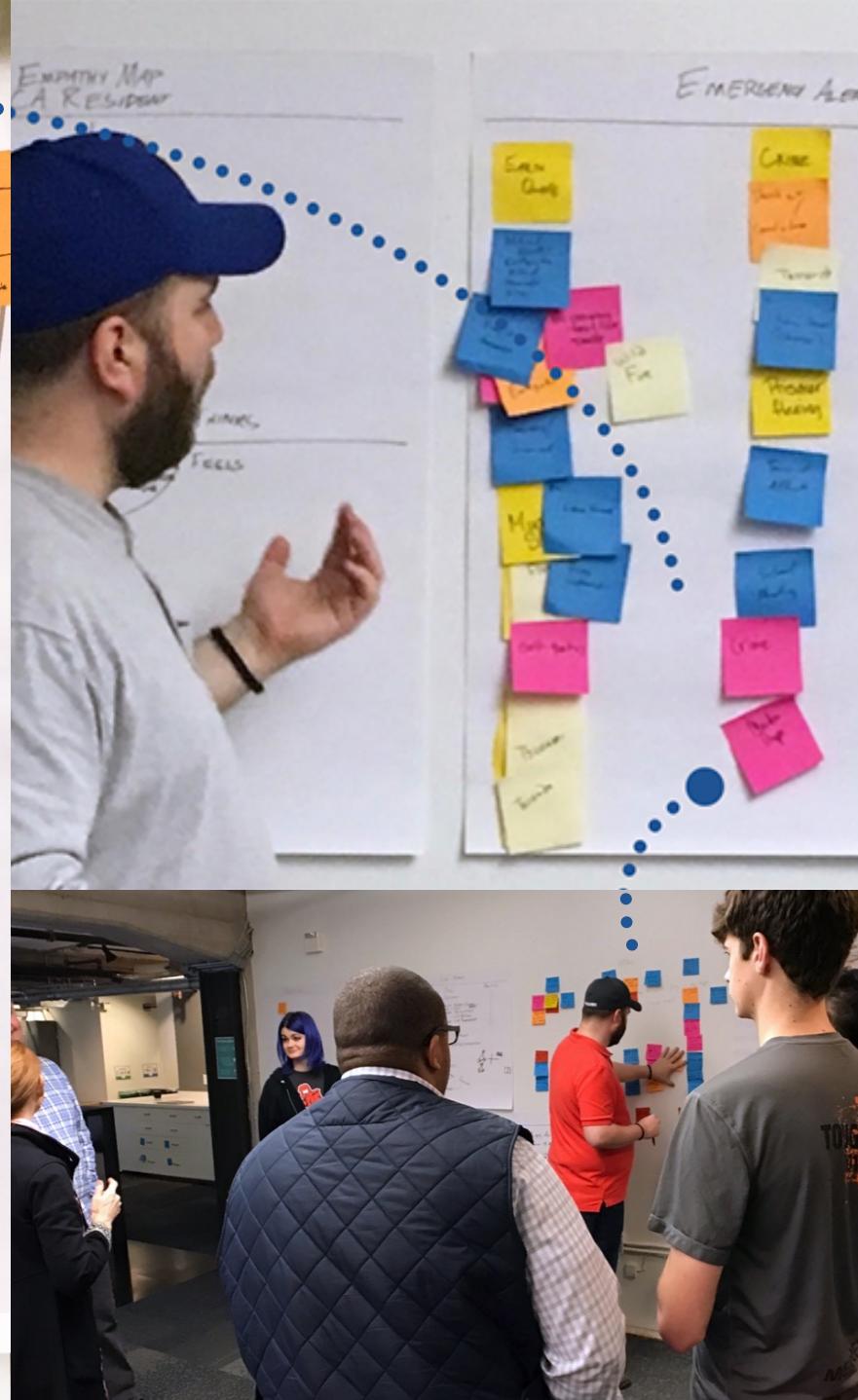
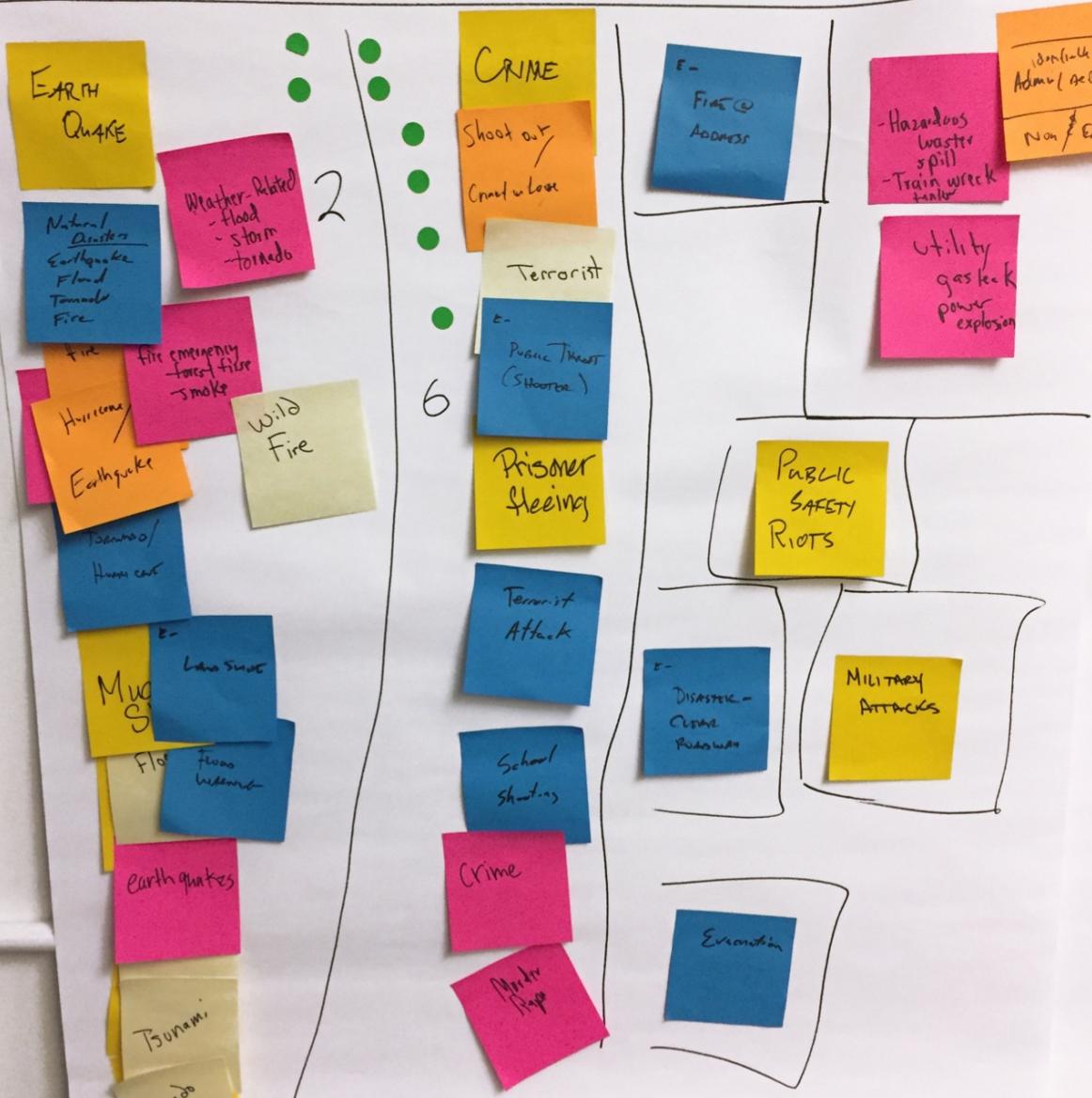
- Ideation of alert types
- Personas + empathy maps
- Pain point identification
- To-Be Storyboards
- Vision statement/hills
- Assumptions + risks
- Hypothesis
- MVP definition
- Goals
- Method
- CoDesign
- Epics
- Story break down
- Point + prioritize

*Schedule*



... and he started working with the team to outline what they wanted to achieve with Prototype B.

# EMERGENCY ALERTS



Adam, led the team to define the Emergency Alert types using an ideation method. The team brainstormed different emergency alerts, placed their stickies on the board, and then grouped them by types of alerts.

The team brainstormed on non-emergency alerts following the same ideation steps used for emergency alerts.

*HT relocated an idea to one of the newly identified groups.*



The team captured the user's pain points, needs, and opportunities using Empathy Maps and Vision Statements based on the resident (persona for Brenda, CA Resident ) and the administrator (persona for Alan, Admin).

The Vision Statements depict their high priority/critical needs.



# Brenda - CA Resident

A local school teacher  
Single in her mid 50's  
Resides in a  
rural community  
2 children  
away from  
home in college

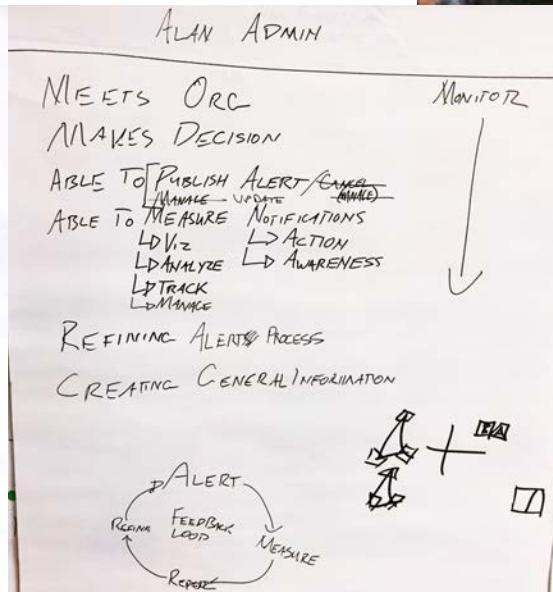


VISION STATEMENT

BRENDA, A CALIFORNIA RESIDENT, WILL  
SUBSCRIBE TO RECEIVE ALERTS FROM THE STATE BASED  
ON HER LOCATION → THE LOCATIONS OF  
THOSE THAT SHE CARES ABOUT AND APPROPRIATELY ACT ON THE ALERTS.

VISION STATEMENT

DR ALAN, AN AUTHORIZED ADMIN,  
WILL BE ABLE TO PUBLISH  
CONCISE, EVENT BASED ALERTS  
~~ENGAGE~~  
TO CA RESIDENTS, AND ANALYZE  
ACTIONS EN ALERTS TO EVOKE  
~~THE STATE'S PROCESS~~  
<sup>1. HERES</sup>  
CONTINUOUSLY IMPROVE SAFETY AWARENESS  
AND EVOKE COMMUNICATION.  
~~WITH THEM~~



Alan – Authorized Admin

Administrator with a background in IT

Married in his mid-30's

Lives and works in  
the same California  
County



## HYPOTHESIS

IF WE CAN CONNECT RESIDENTS + AUTHORIZED ADMINS THROUGH INTERACTIVE ALERTS, WE WILL SEE:

- IMPROVEMENT OF RESIDENT SAFETY
- IMPROVEMENT OF CIVIC ENFORCEMENT AWARENESS
- CITIZENS EMPOWERED + ACTIVE IN COMMUNITY

The team started a series of exercises focused on what to include in the prototype.

Alex and the rest of the team presented their storyboards.



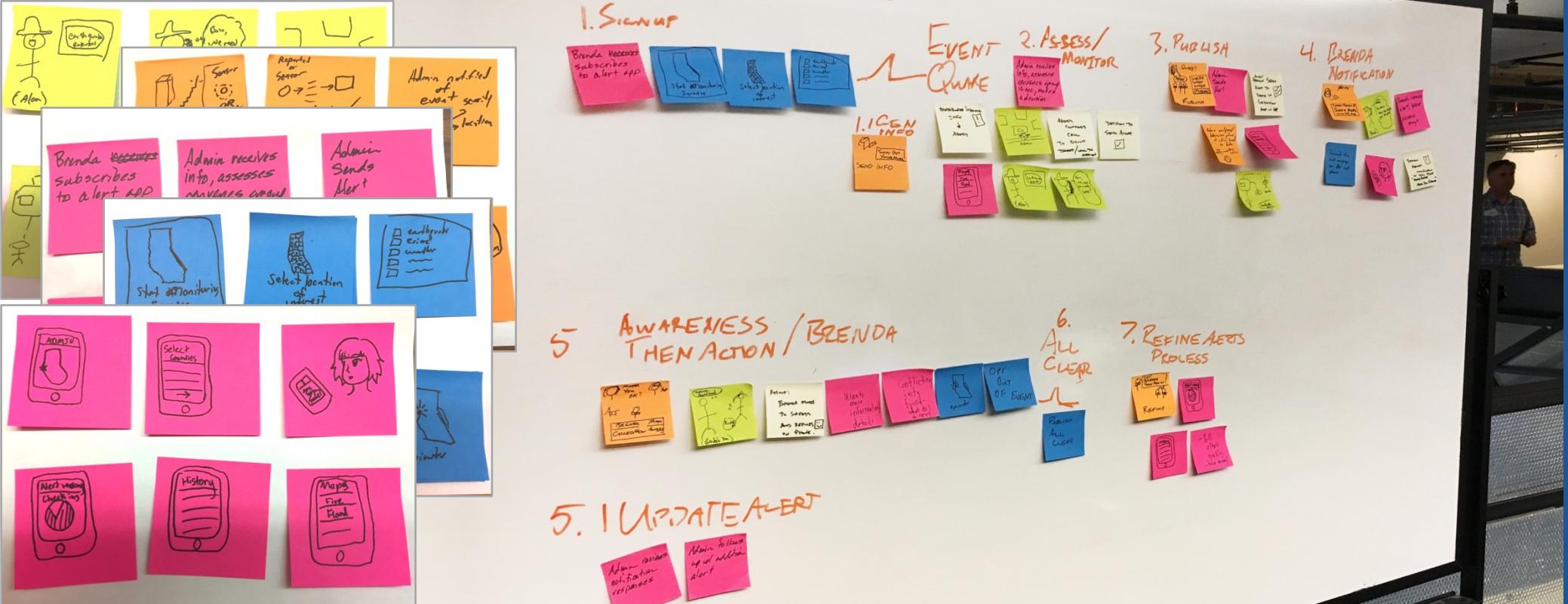
The team reviewed the exercises they had completed earlier in the morning and brainstormed creating a hypothesis for the project and a statement for the “minimum viable product” (MVP).

## MVP

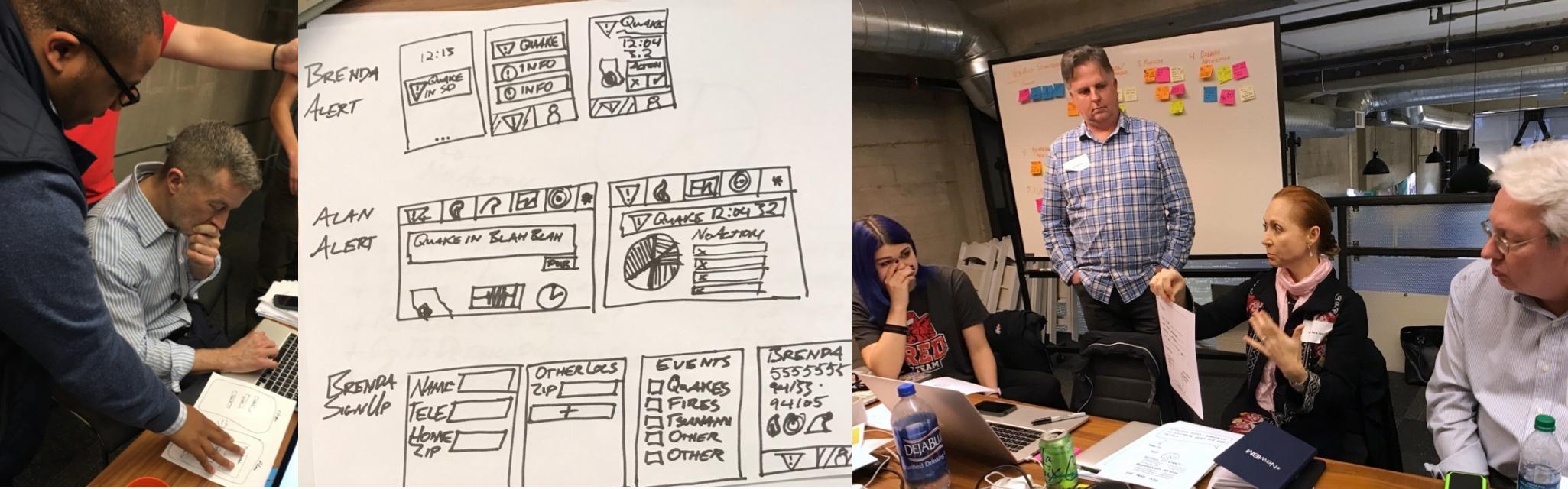
BRENDA WILL BE ABLE TO ESTABLISH & MANAGE A PROFILE ENABLING HER TO RECEIVE INTERACTIVE ALERTS PUBLISHED & MANAGED BY ALAN TO IMPROVE CIVIC AWARENESS & SAFETY FOR THE RESIDENT



Then Adam combined the individual storyboards into a larger group storyboard to gain a complete picture of the desired user experience.

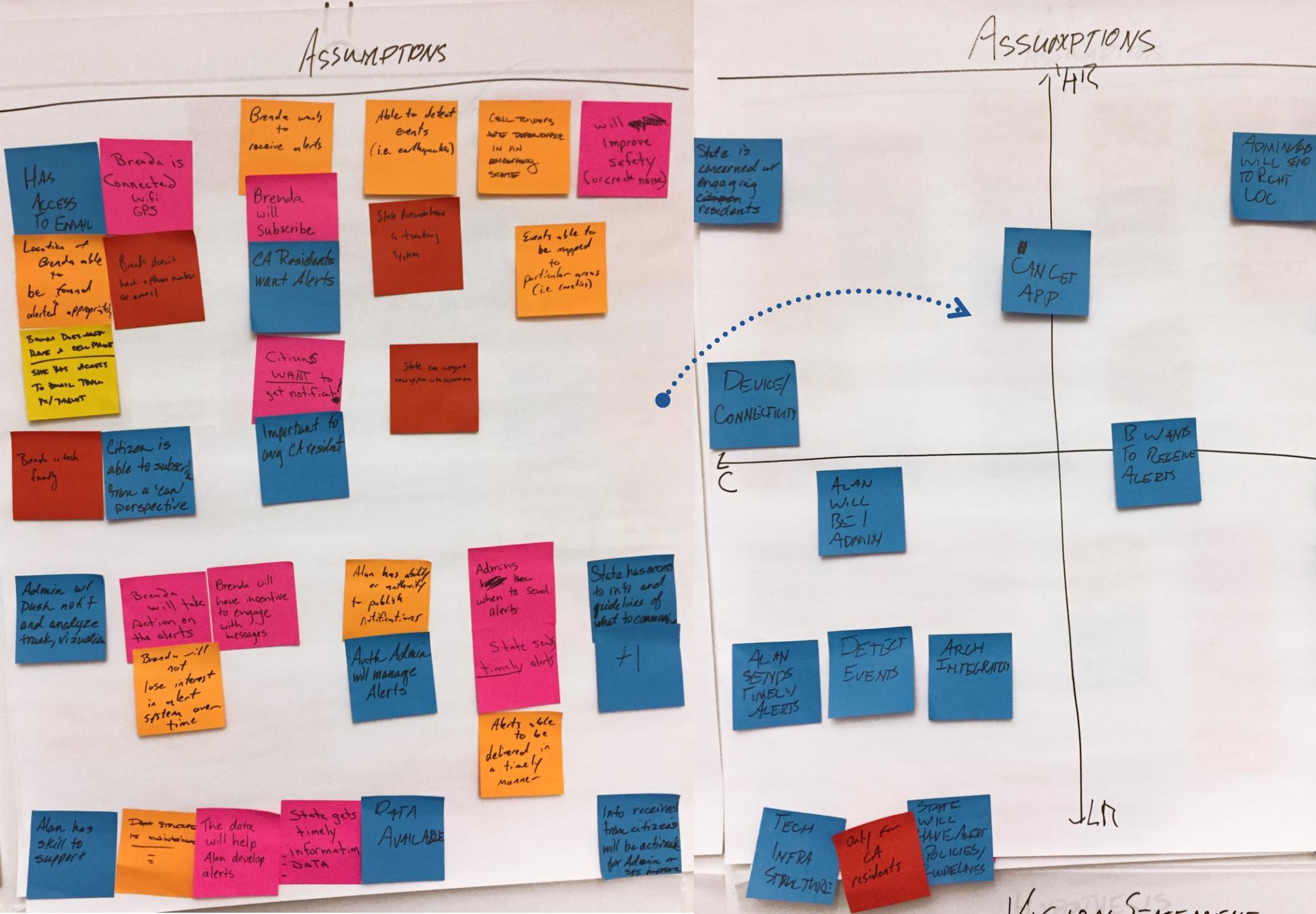


We divided into teams of two. The teams co-designed and presented sketches that could become wireframes for the prototype.

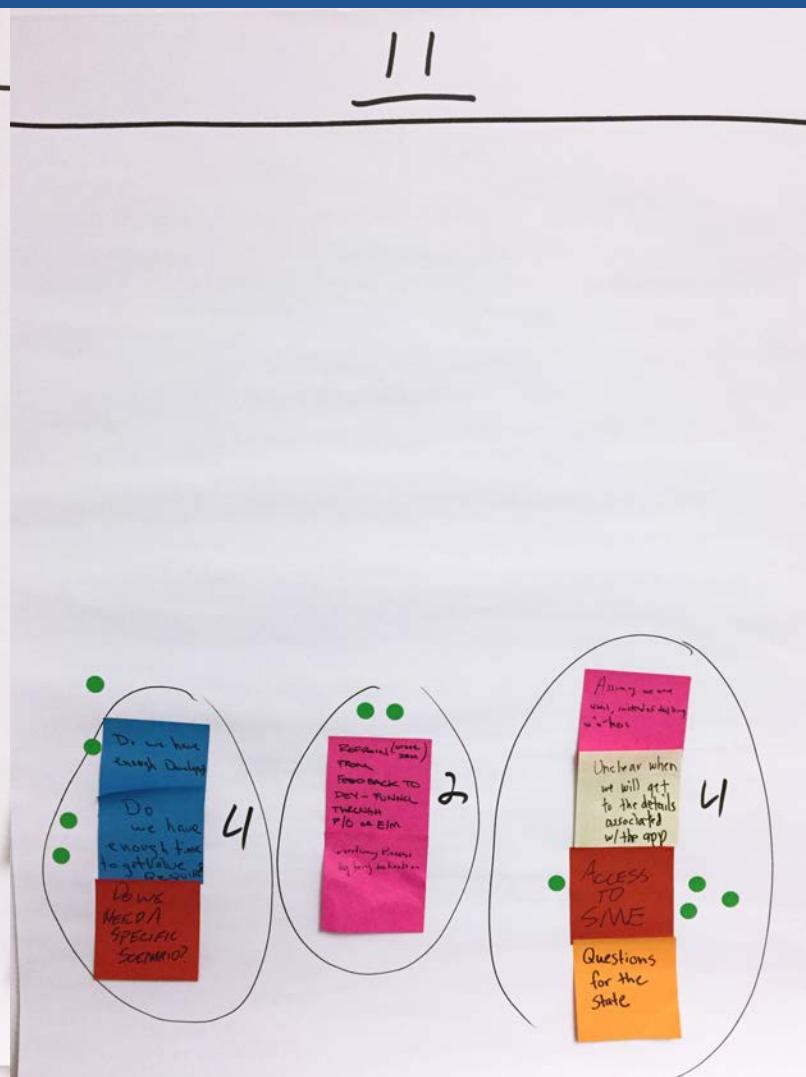
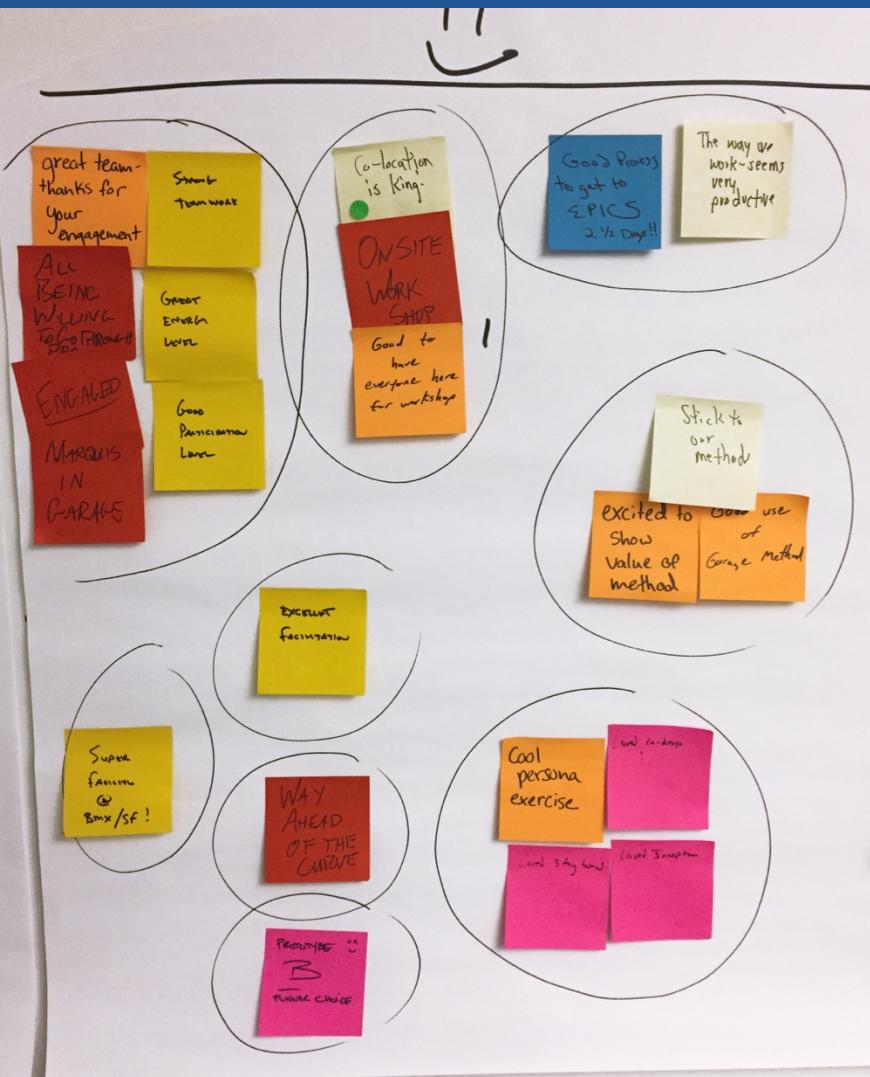


In order to understand the potential risks in the design, the team identified a number of assumptions and ranked them by likelihood and impact.

The assumptions helped frame the scope of our overall efforts.



After determining the risks were acceptable, the team proceeded with development.



## Journey Week 1

Review

Workshop

Schedule

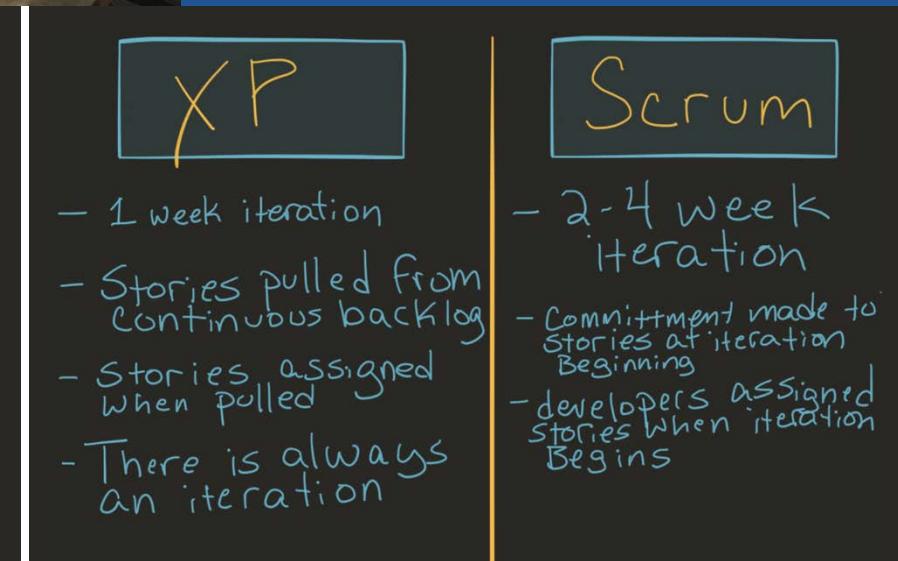
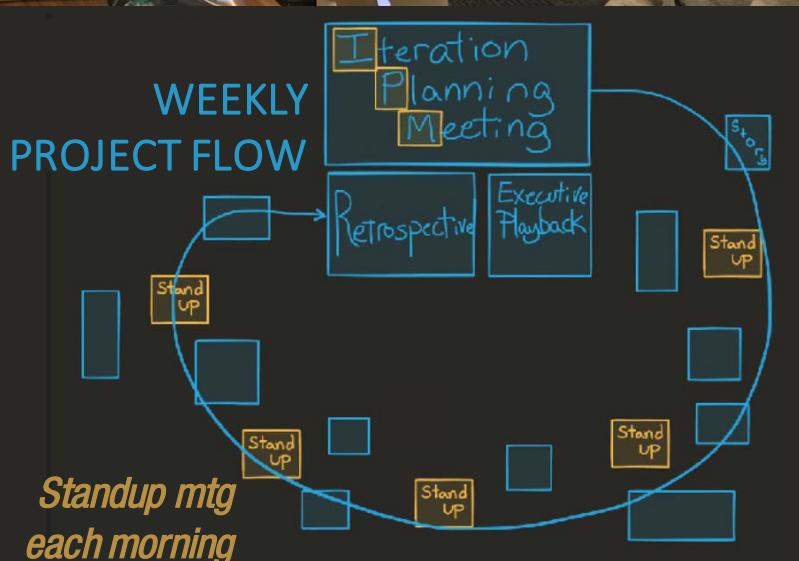
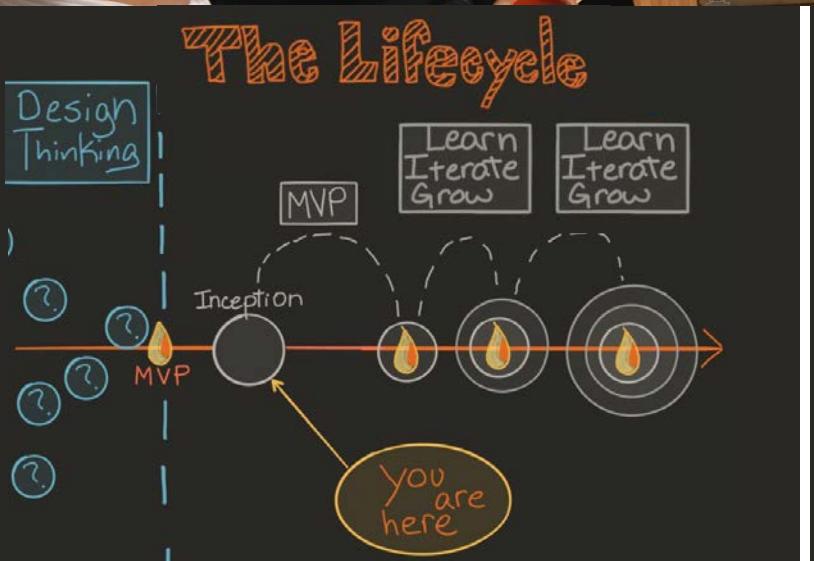
Journey Week 2

Journey Week 3

Journey Week 4



Savannah, the lead Web Developer kicked-off Friday morning with a brief overview of how the Garage team collaborates and the toolkit they use for prototype creation.



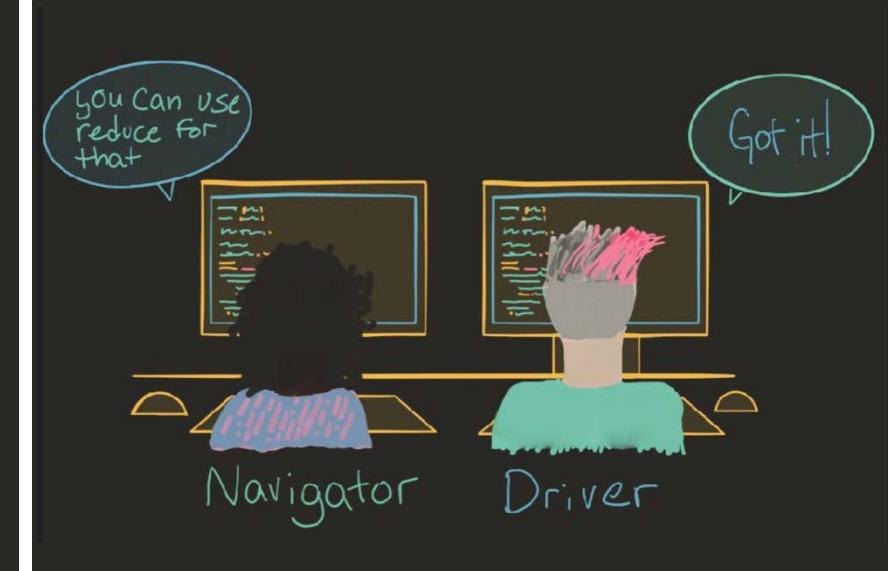
Savannah explained the garage team toolkit which includes: an agile lifecycle approach with iteration planning, weekly iteration, continuous integration/continuous delivery ...

# Empowerment



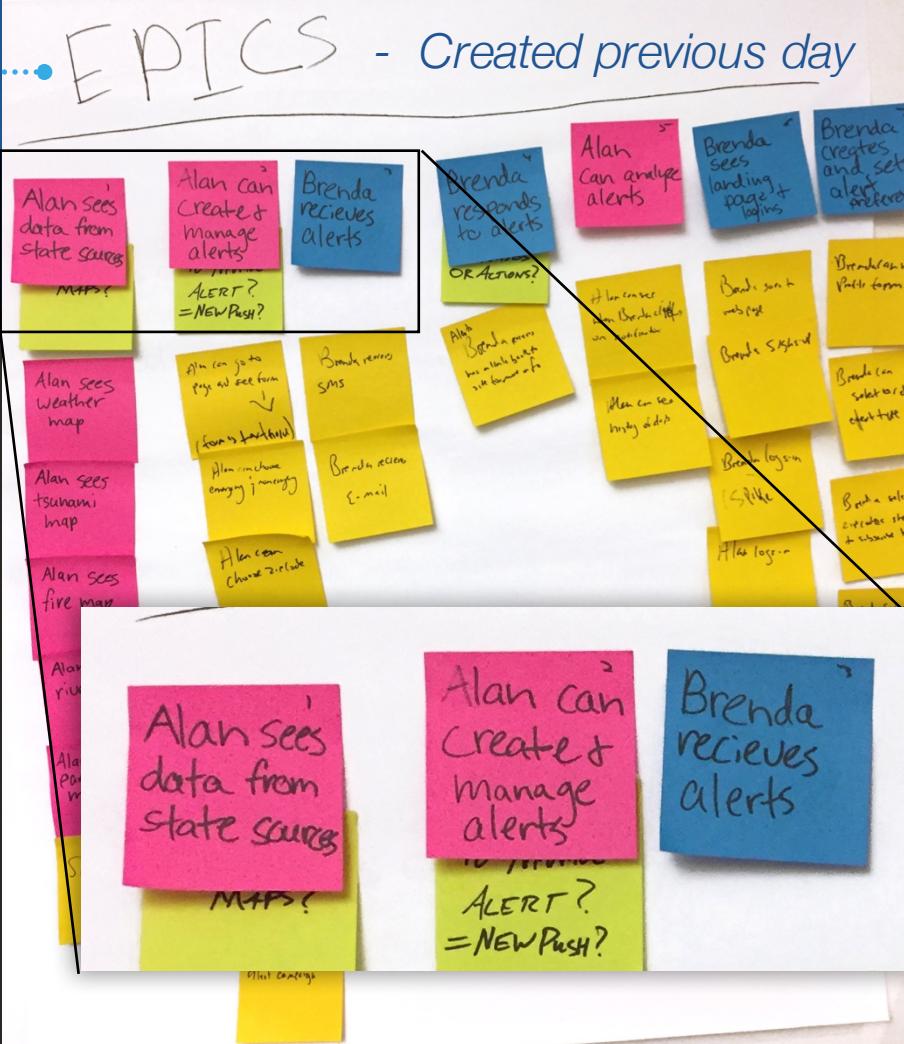
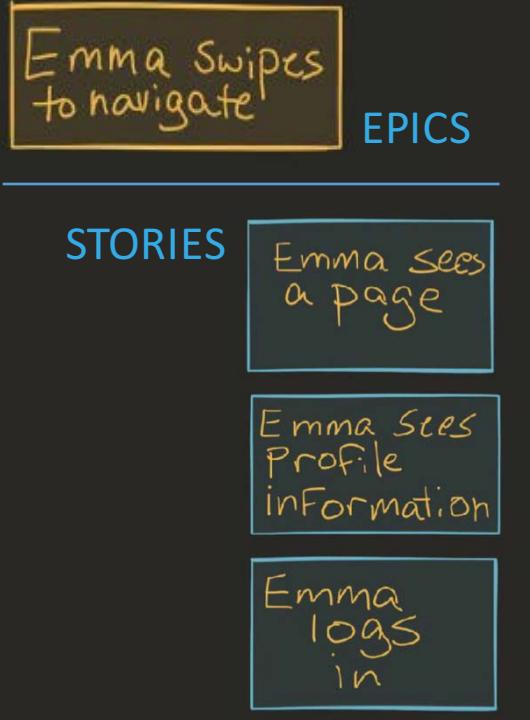
# Trust

# Transparency

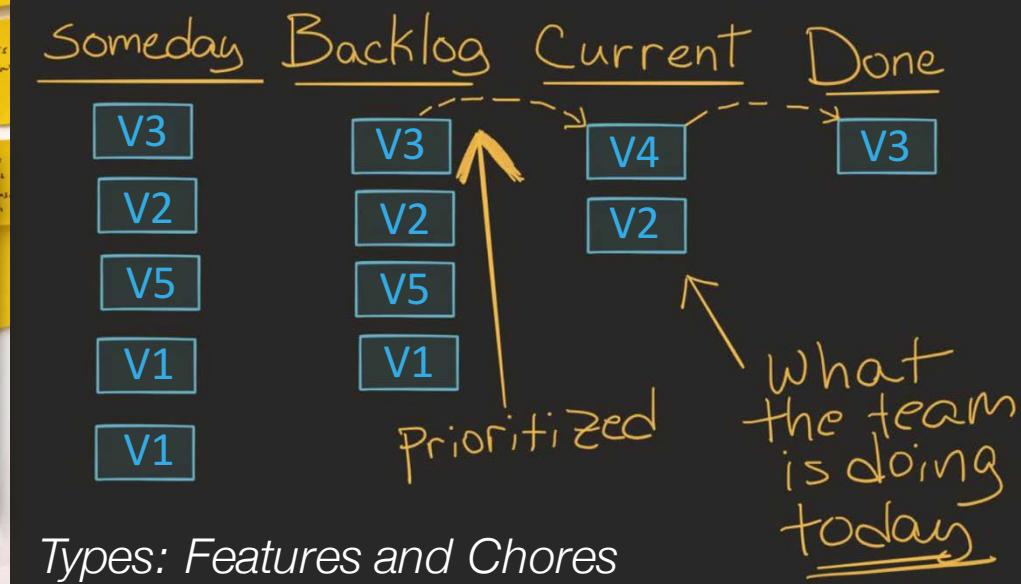


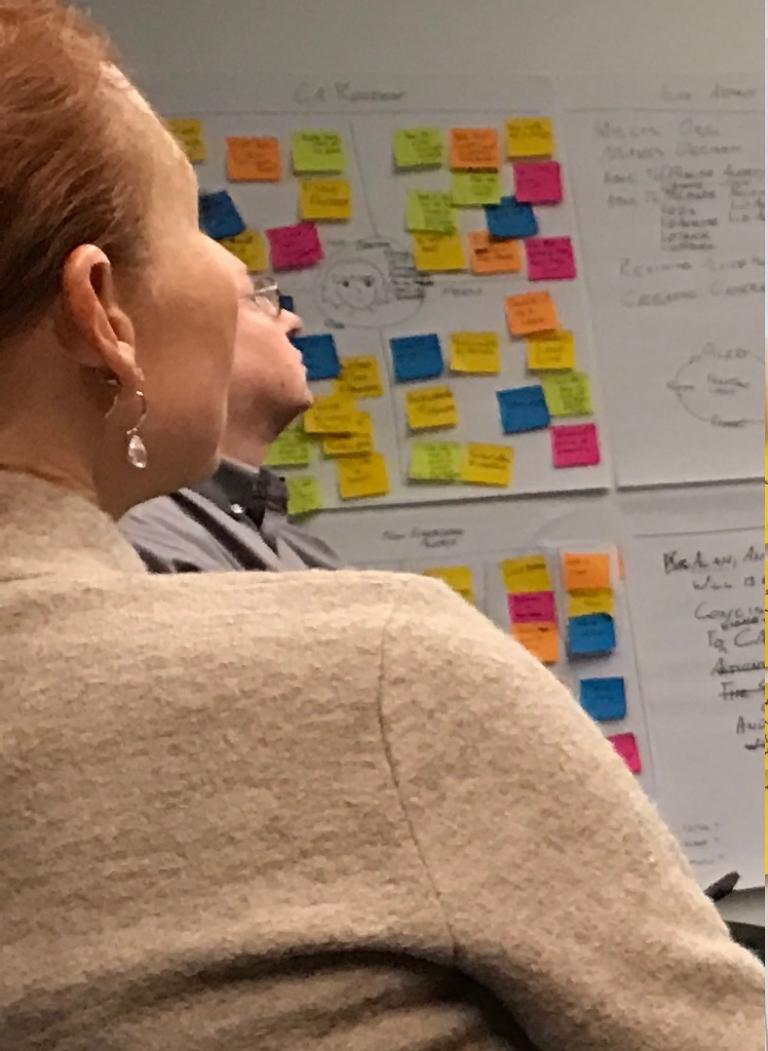
...their values, test driven development, co-location, pair programming, and of course LET'S DO THIS!

Epics are a higher level category of stories.  
They allow for streams of work with multiple pairs.

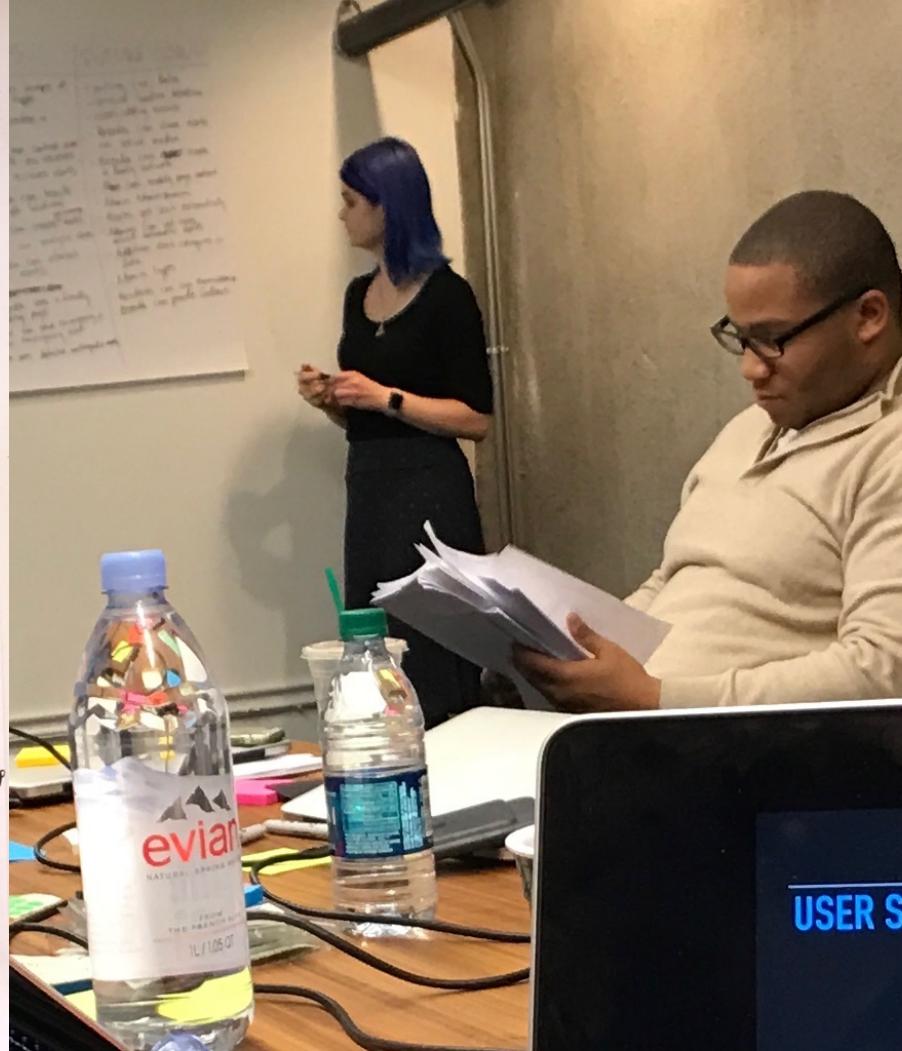


Stories are small, build on each other under each epic and are assigned a velocity number.  
As a garage team created their user stories for each epic they were placed in Trello and prioritized.





GOALS	FUTURE GOALS
<ul style="list-style-type: none"> <li>- Alan sees maps of all data types</li> <li>- Brenda creates a profile</li> <li>- Brenda has control over the alerts she receives</li> <li>- Brenda receives alerts</li> <li>- Brenda can track multiple locations</li> <li>- Alan can create and manage alerts</li> <li>- Alan can analyze alerts</li> <li>- Brenda can interact with alerts <small>↳ List of</small></li> <li><del>Brenda can share</del></li> <li>- Brenda sees a friendly landing page?</li> <li>- Alan can send emergency &amp; non emergency alert</li> <li>- Alan sees detailed earthquake alerts <small>↳ What details?</small></li> </ul>	<ul style="list-style-type: none"> <li>- pulling live data</li> <li>- passive location detection</li> <li>- users adding events</li> <li>- Brenda can share alerts on social media</li> <li>- Brenda can <del>not</del> create a family network</li> <li>- Alan can modify page content</li> <li>- Admin Administration</li> <li>- Alerts get sent automatically</li> <li>- Admins can set rules around automatic alerts</li> <li>- Addition alert categories &amp; data</li> <li>- Admin types</li> <li>- Residents can sign themselves up</li> <li>- Brenda can provide feedback</li> </ul>



After answering questions about the Garage process, Savannah reviewed the Goals and Future Goals pulled from the epics identified during the previous day's activities.



# Journey Week 2

Week 2 started with the garage teams first daily standup meeting.

Code, Deliver, Run, Manage and Learn from the Garage Method will be added in week 2.

They use a cycle of continuous integration / continuous delivery while designing, writing and deploying.

The focus this week is spiking out maps, data provided by state, visualization, developing CA resident wireframes, code for initial admin features, and learn from potential residents and admin users.



# Journey Week 1

Review

Workshop

Schedule

# Journey Week 2

# Journey Week 3

# Journey Week 4



The Product Manager adds to the backlog on a daily basis, either by accepting or creating new stories.

This week the web developers focused on the Admin's back end while the designers created the CA Resident wireframes.

Icebox	Backlog	In Progress	Awaiting Acceptance	Complete
sauce labs	Alan sees an earthquake events map			implement docker ✓ 0/3
implement redis	Alan sees a tsunami events map			set up new relic
research elasticsearch	Alan sees a river levels map			set up github
research sproutwrap	Alan sees a weather patterns map			set up delivery pipeline
blue-green deploys	Alan sees a fire boundaries map			As a user, I can navigate to https://shiny-fawn.mybluemix.net and see "hello world"
run final security test (do this at the end)	Spike USGS earthquake api			research accessibility compliance
Add a card...	Alan can go to a page and see a text field to create an alert			set up security tests
	setup swagger api	3		Setup Travis CI
	Alan can choose whether an alert is an emergency or non-emergency			set up bourbon and neat
	Alan can choose the zipcodes to apply an alert to			Add a card...

*First daily standup.*  
Our Web Developers and Designers were excited to dig in and work through the week's stories on Trello.



While the developers started on the wireframes Marquis and a few team members researched existing data sources that could be utilized for several of the prototypes functions.

### #shiny-fawn

☆ | & 16 | ⚡ 8 | ILC:CSJAD317  
those are the codes uses

 **cabreram** 4:11 PM  
those are examples, references my notes to see it.  
it = all

[http://www2.census.gov/geo/docs/reference/codes/files/st06\\_ca\\_cou.txt](http://www2.census.gov/geo/docs/reference/codes/files/st06_ca_cou.txt)

We could use that for location codes here in California

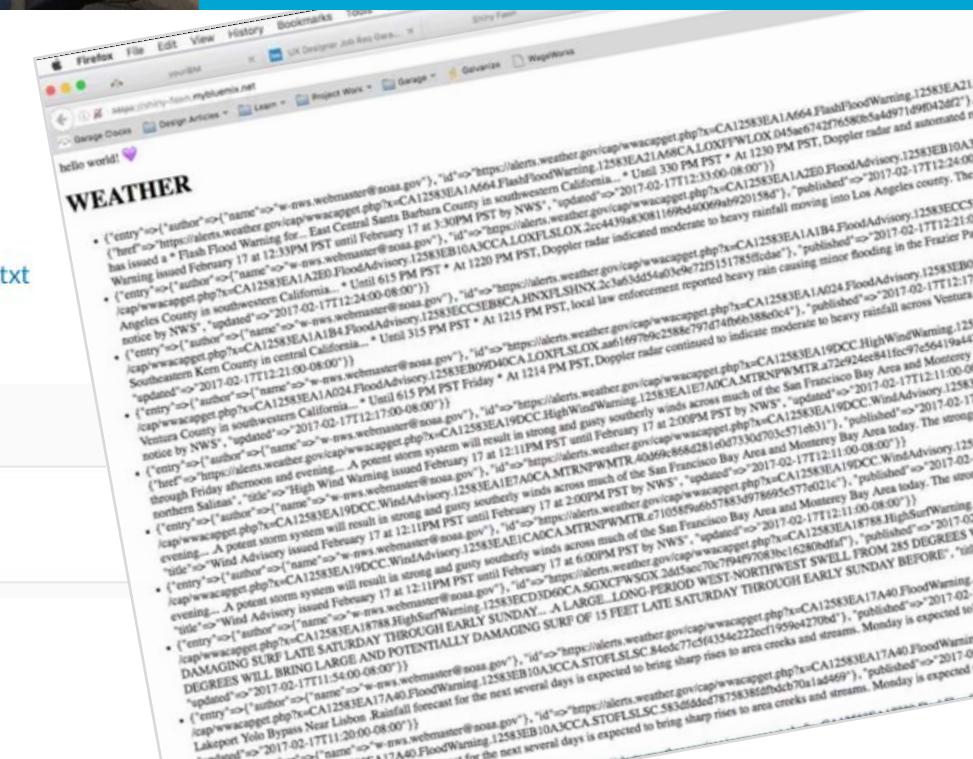
And here's the national weather service guide to issuing warnings

 **cabreram** 4:13 PM ☆  
uploaded this file ▾

 **NWS Warning Criteria Reference Chart.pdf**  
454KB PDF

 **cabreram** 4:16 PM  
here's some XML style sheet that could be used

 **cabreram** 4:16 PM  
added this Plain Text snippet: [capatomproduct.xlsx](#)



As shown in this photo, Garage Developers work in programming pairs. Ours started working on the backend code for the Admin and performed code reviews during paired programming sessions.



HT and Mary-Sara hit the streets in California's capital to capture the sentiment of actual California residents, their current experience with alert systems, and their interest in receiving additional information.

As residents of California, we would like your input to help us develop the best prototype application for emergency and non-emergency alerts for the State. IBM is assisting by developing a prototype and we want your input!

### 1. How do you currently access emergency information (online or offline)?

- Emergency Notification App
- Radio or TV
- Public Warning System
- Not currently receiving emergency information

Other (please specify)

### 2. Are you satisfied / dissatisfied with the information you receive?

- Satisfied
- Dissatisfied
- N/A (not receiving information)

### 3. Would you use an application to help you get more information? Why or Why Not?

- Yes
- No

Why? Who not?

Later in the week  
Mary-Sara sent  
a link to the CA  
Emergency Alert  
System survey  
results and asked  
the team to  
review.

### 4. What emergency notifications do you want to receive?

- Earthquake
- Fire
- Flood
- Traffic

Other (please specify)

### 5. What non-emergency notifications do you want to receive?

- Civic actions (e.g., voting, elections)
- Traffic updates
- Weather warnings
- Community events (e.g., parades, rallies)

Other (please specify)

### 6. If given the ability to monitor other locations, would you? Why or Why not?

- Yes
- No

Why? Why not?

### 7. What is your gender?

- Female
- Male

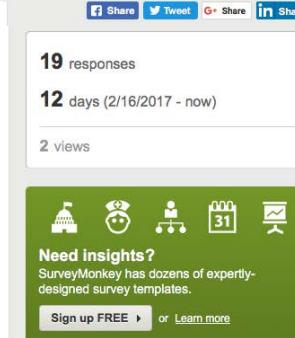
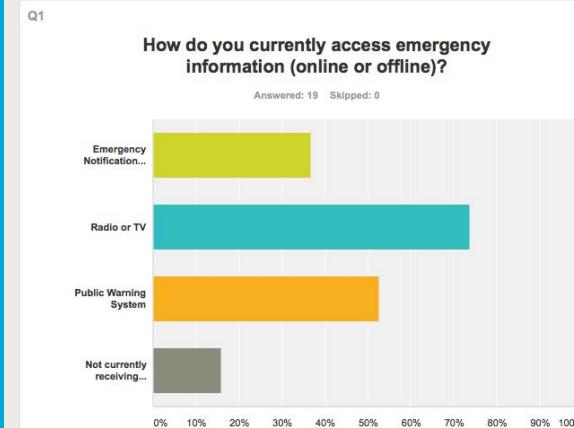
### 8. What generation do you belong to?

- Baby Boomer
- Generation X
- Generation Y
- Millennial

### 9. Select the county in which you reside.



## CA Emergency Alert System



Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9

### Select the county in which you reside.

Answered: 19 Skipped: 0



To capture additional user input, Mary-Sara created a customer survey. Before distribution she asked a few teammates to review the questions.

We also interviewed users from an administrative and resident perspective to solicit their understanding of what constitutes notifications, emergency & non-emergency, as well as their pain points and opportunities.

Our key findings include:

CA Resident: would like to be educated more on California's alert system. Residents would also like to be able to see alerts for their loved ones who live in other parts of California

Admin: would like to be able to send alerts based on proximity of the user's addresses and maintain historical data of the alerts. In addition, users would like to be able to see the penetration rate of the alerts for analysis (e.g., confirmation rates and invalid phone numbers)

## Playback for Week 2

Our team held their 1<sup>st</sup> playback on February 17th.

The weekly playbacks review the garage team accomplishments during the week and determines what they will focus on next. It also gives team members who are not developers or designers a chance to ask questions and critique.



# WEATHER

- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "A Flash Flood Warning issued February 17 at 10:45 AM PT.", "warning": "Warning issued February 17 at 10:45 AM PT."}
- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "An Earthquake warning issued by NWS.", "warning": "Earthquake warning issued by NWS."}
- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "A Fire warning issued by NWS.", "warning": "Fire warning issued by NWS."}
- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "An Earthquake warning issued by NWS.", "warning": "Earthquake warning issued by NWS."}
- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "A Weather warning issued by NWS.", "warning": "Weather warning issued by NWS."}
- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "A River gauge warning issued by NWS.", "warning": "River gauge warning issued by NWS."}
- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "An Earthquake warning issued by NWS.", "warning": "Earthquake warning issued by NWS."}
- {"entry":>{"author":>{"name": "Shiny Fawn"}, "href":>"https://alerts.weather.gov/pub/alerts/wwacapget.php?x=CA123"}, "has\_issued": "An Earthquake warning issued by NWS.", "warning": "Earthquake warning issued by NWS."}

The screenshots illustrate the workflow for creating and managing alerts:

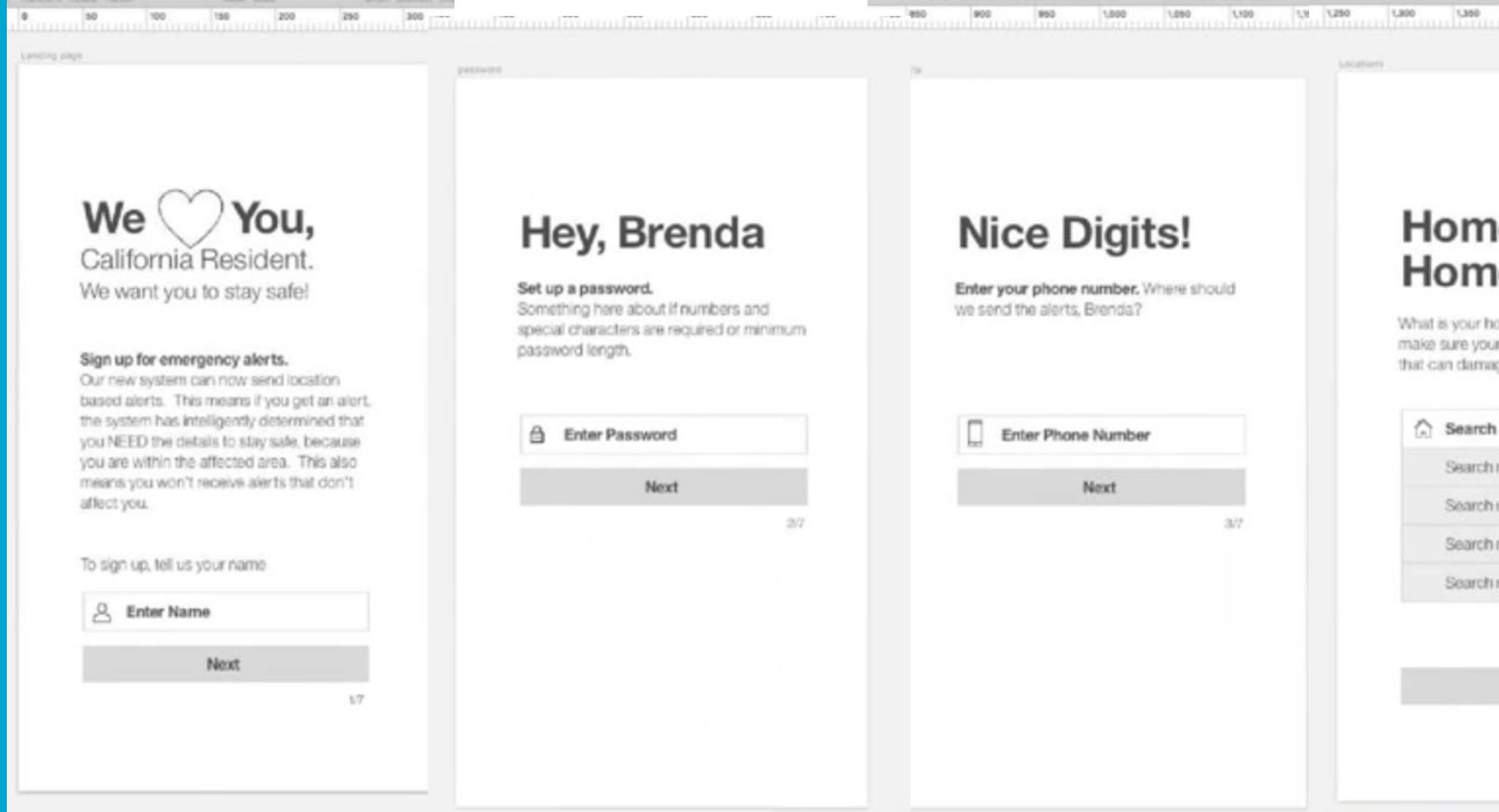
- Campaign Created:** A modal window titled "Campaign Created" shows a dropdown menu with options like "earthquake", "fire", "river\_gauge", and "tsunami". Below the dropdown, a list of recent events is displayed.
- Search Results:** A search bar containing "earthquake warning comin" is shown, with a "create alert" button next to it.
- Real-time Alert Feed:** A main page displays the date "Friday, 17 Feb 2017 21:11 PM" and a section titled "Alerts:". It lists an incoming earthquake warning: "Earthquake warning coming your way".

Our Product Owner opened the Playback and gave a review of the team's progress.

First item of the week was reviewing the data sources available from the state and determining if further sources were needed. The data discussion encompassed the work started on the back end for the Admin user.

To close out the meeting, Rebecca, one of our Visual Designers, showcased the wireframe and story they had developed over the week.

They developed a narrative app instead of a traditional fill-in. The team was excited and a lively discussion took place.



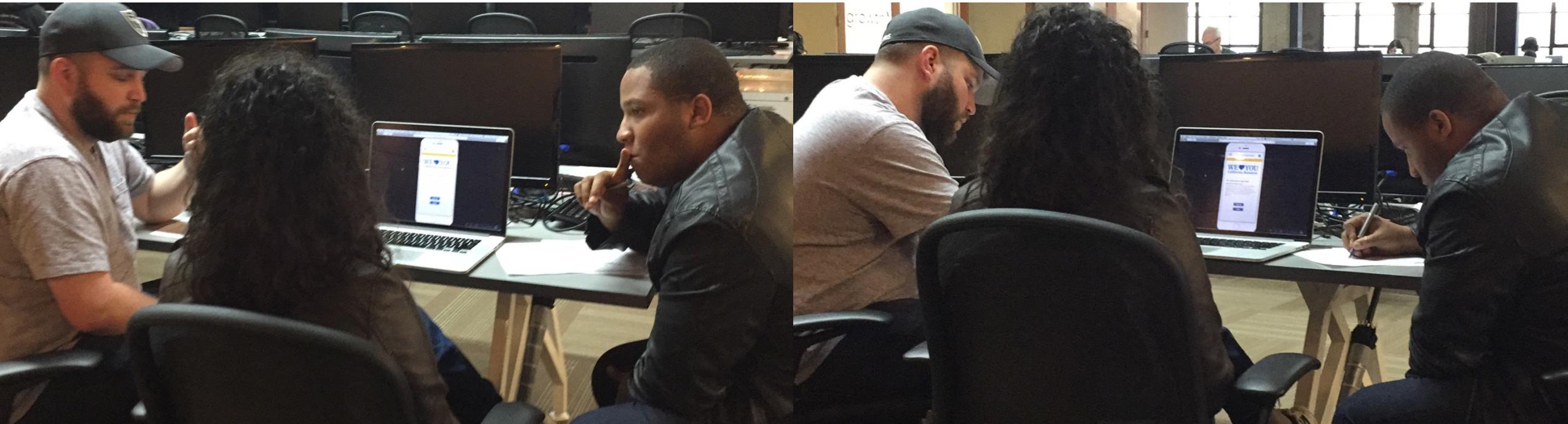
*During the wireframe review we also conducted our first User Test with Podge, a CA IBMer. He recommended the team change the language for the CA Resident account, build in help desk, and allow for account creation for the Admin user.*

# Journey Week 3

This weeks goals were to finalize the Admin functionality, develop Admin wireframes, assemble Twilio + Swagger + Devise integrations, develop a sign-up page for CA Resident and complete 50+ percent of documentation.

The team will also user tested wireframes and prototypes with residents and admin users.





On February 23, Adam and Marquis held a live usability session for the prototype with a number of people.

**User Test Results** – *Street users from Galvanize office, we tested three users and each provided new insights:*

*Person 1 - Commented on the need for one screen, even though she enjoyed the conversational UI and thought it was pretty standard. She also said she didn't like long amounts of text and didn't understand how many steps she would have to go through.*

*Person 2 - Made comments about social media integration. Said she would sign-up family members and other loved ones.*

*Person 3 - Text boxes. Didn't understand what types of notifications she would receive and the frequency of those notifications.*

**User Test**  
**Ventura County Admin**

Person 1 - change language for alert types, no need to include event types, simplify the UI, ensure there are some visualizations.

## Admin (Alan Persona) Stakeholders

**Interview:** Every city and county is using the same alerting tools. They're reserved tools for just emergency. We also have tools to alert the public for things that don't rise to level of emergencies. Alert the public for things that don't rise to level of emergencies. Alert must be a threat to life. Threat to life, property, or an environment. Alert and warning –

The Sheriff is the #1 person in charge of the county. In some cases, you might fall under a different county jurisdiction. Alert and warning.

In Ventura County, the Sheriff is the #1 person in charge of the emergency. In other counties, you might fall under a different county. Preparedness, Response, Alert and Warning.

Local Government Sends Non-emergency notifications. Law Enforcement: Burglaries, road closures, press releases, community groups. Communicating with public.

Public Information Officers, and they're the ones communicating with the public. Mission space is alert and warning channels for non-emergency

Local Government Sends Non-emergency Enforcement: Burglaries, road closures, press conferences. Communicating with public. Public Information Officers, and they're the ones the public. Mission space is alert and warning by a mechanism: notification channels, routine non-emergency channels for non-



While the development team finalized Admin's functionality they performed daily "build and deploy". The XP Agile methodology presumes bugs will be fixed immediately when tested, therefore we only need features in product backlog tool Trello.

Pier maintained a daily tracking log and updated the team about the status and their assignments.

On Friday's call the team found out they surpassed the weeks 50% RFI documentation goal.

Completed 88%!

A	B	C					
Day	ID	Checklist	Not started	0	0%		
			In progress	0	0%		
			Completed	88	100%		
			TOTAL	88	100%		
			Ready for Lisa		Answer for the Checklist (to be posted in GitHub)		
			Completed		We conducted usability testing on the prototypes with a number of people including .....		
					Photos and videos from usability testing: <a href="https://ibm.box.com/s/xr2dx6772aq62x3hv38emkgknqcvfoqg">https://ibm.box.com/s/xr2dx6772aq62x3hv38emkgknqcvfoqg</a>		
					We posted our findings about user goals, needs, behaviors nad preferences on the Github project repository.		
					Assets posted by Adam (on the workshops and key findings): <a href="https://ibm.box.com/s/ykrhgbn8gvpsb4us4sgs7gv3waxa8f1w">https://ibm.box.com/s/ykrhgbn8gvpsb4us4sgs7gv3waxa8f1w</a>		
					Usability testing template: <a href="https://ibm.box.com/s/isuu8mwkgc0uh37g4i93l9ordtdcrcza">https://ibm.box.com/s/isuu8mwkgc0uh37g4i93l9ordtdcrcza</a>		
					User testing notes: <a href="https://ibm.box.com/s/4fimvfkv58ys1538579ih033lp16m5sk">https://ibm.box.com/s/4fimvfkv58ys1538579ih033lp16m5sk</a>		
					Photos and videos from usability testing: <a href="https://ibm.box.com/s/xr2dx6772aq62x3hv38emkgknqcvfoqg">https://ibm.box.com/s/xr2dx6772aq62x3hv38emkgknqcvfoqg</a>		
					Notes based on conversation with Ventura County admin: <a href="https://ibm.box.com/s/a09k1h95kuc8iw8qsbaznqj077rcjsp">https://ibm.box.com/s/a09k1h95kuc8iw8qsbaznqj077rcjsp</a>		
					Video on conversation with Ventura County Admin		
					Retrospectives were conducted periodically throughout the prototype. We learned what worked and what can be improved.		
					We had weekly playbacks to share with the larger team how the working prototype was being developed. In addition, we used Slack and SameTime (our online collaboration tools) to share		
9		C 05 Share findings with the team and agency leadership	Completed				
					Labor Categories	Design	Timeline
					US Digital PlayBook		+
					Administrative	Product	
					Ready		

**Notification Campaigns**[Active Campaigns](#)[New Campaign](#)[Archived Campaign](#)**Event Maps and Data****Active Campaigns**[Create New Campaign](#)

Title	Category	Recipients	# of Msgs in Campaign	Time Stamp
Jerry Lewis Brushfire	Advisory	130,000	1	2.17.17   3:45 pm
Jerry Lane Brushfire	Alert	300	1	2.17.17   3:45 pm
Lincoln Brushfire	Alert	13,000	2	2.17.17   3:45 pm
Blackberry Brushfire	Advisory	130,000	2	2.17.17   3:45 pm
Hurricane Adam	Alert	1,345,284	25	2.17.17   3:45 pm
Boston Creme Brushfire	Alert	15	1	2.17.17   3:45 pm

# Playback for Week 3

We conducted usability tests on new wireframes and walked users through the prototype during today's playback to get feedback from the larger team and user testers who are California residents and work for different IBM businesses.

Usability Testing : Brenda's Sign Up

**Lessons Learned: Education**

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

Usability Testing : Alan's Admin View

**UI Change Log**

1. Move colors and alert type together on 'active campaign'
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 with dropdown)
5. Location: change order to street, zip, city
6. Make recipient count bigger

Usability Testing : Brenda's Sign Up

**Lessons Learned: Conversational UI**

1. The three users tested all felt that the number of steps required were not too many. One user expressed that she was used to this and wasn't sure how long the process would take, but she didn't know how long it took at the end.
2. The users handled reading all the text separately: one ignored it, one skimmed, one took a long time reading. This means the blue text needs to be more prominent so that the user can see it quickly.

Adam presented some of the lessons learned from the weeks user testing.

The team reviewed final screens for CA Resident.

They determined the styles were 90% set and based on the State of California's style.

The screenshot shows a web browser window with three tabs: "Shiny Fawn", "shiny-fawn | Trello", and "Meetings: 1950-1380". The main content area displays the "Emergency Alert System" landing page. At the top is a banner featuring a photograph of four people (three adults in dark uniforms and one child in a red shirt) sitting in front of a fire truck. Below the banner, the page has a white header with the text "WE ♥ YOU, California Resident." in blue. The main body of the page contains text about emergency alerts and two blue buttons: "Sign Up" and "Login". A thin grey line points from the bottom left of the slide content towards the "Login" button on the page.

Emergency Alert System

WE ♥ YOU, California Resident.

We want you to stay safe!

Sign up for emergency alerts!

Our new system can now send location based alerts. This means if you get an alert, the system has intelligently determined that you NEED the details to stay safe, because you are within the affected area. This also means you won't receive alerts that don't affect you.

[Sign Up](#)

[Login](#)

Emergency Alert System

WE ♥ YOU, California Resident.

We want you to stay safe!

Sign up for emergency alerts!

Our new system can now send location based alerts. This means if you get an alert, the system has intelligently determined that you NEED the details to stay safe, because you are within the affected area. This also means you won't receive alerts that don't affect you.

[Sign Up](#)

[Login](#)

## Notification Campaigns

Active Campaigns

New Campaign

Archived Campaign

## Event Maps and Data

## Active Campaigns

Create New Campaign

Title	Category	Recipients
Coppel Brushfire	Advisory	4,000
Jerry Lane Brushfire	Alert	300
Lincoln Brushfire	Alert	11,000
Dewey Brushfire	Advisory	150,000
Hurricane Adam	Alert	1,345
Boston-Creme Brushfire	Alert	15

EA GOV Emergency Alert System

Notification Campaigns

Active Campaigns

New Campaign

Archived Campaign

Event Maps and Data

New Campaign

Title

You are starting a new Campaign. You must name the campaign first.

Title

Notification Message

This will be your first message.

Message Text

Characters: 0

Mandatory Evac. Voluntary Evac. Advisory Alert

Location

Setting a location at the street, city, or zip level will add all recipients registered in that area.

Street Level Or City Level Or Zip Level

The meeting closed with a critique of the new wireframes and a roll-call of all the deliverables to be finished the next week.

Adam walked the team through a series of updated Admin wireframes and asked if there was any further work needed on the back end.

[Notification Campaigns](#)[Active Campaigns](#)[New Campaigns](#)[Archived Campaigns](#)[Event Maps and Data](#)[Fire](#)[Earthquake](#)[River Gauge](#)[Weather Hazards](#)[Tsunami](#)[Active Campaigns](#)

# Journey Week 4

[Create New Campaign](#)

During the final week the objective finalize the prototype and 100 percent of documentation by mid-week.

Category	Campaign Name	Recipients	# of notifications sent in Campaign	Time Stamp	Create	Show	Delete
Advisory	Howard street brush fire		0	Thursday, 02 Mar 2017 21:33 PM	<a href="#">create alert</a>	<a href="#">show</a>	<a href="#">end campaign</a>
Advisory	Rebekah test campaign		0	Thursday, 02 Mar 2017 21:35 PM	<a href="#">create alert</a>	<a href="#">show</a>	<a href="#">end campaign</a>

H9    fx Which people will have the most difficulty with t

A	B	C	D
		Not started	0 0%
		In progress	0 0%
		Completed	88 100%
		TOTAL	88 100%
Play	ID	Checklist	Ready for Lisa Answer for the Checklist (to be posted in GitHub)
	C 03	Test prototypes of solutions with real people, in the field if possible	Completed We conducted usability tes Photos and videos from u <a href="https://ibm.box.com/s/xr">https://ibm.box.com/s/xr</a>
	C 04	Document the findings about user goals, needs, behaviors, and preferences	Completed We posted our findings ab repository.  Assets posted by Adam (o <a href="https://ibm.box.com/s/yk">https://ibm.box.com/s/yk</a>
	C 05	Share findings with the team and agency leadership	Completed Retrospectives were cond and what can be improved  We had weekly playbacks developed. In addition, we

Administrative Product US Digital PlayBook Labor Catego Ready

# USDS Playbook Usage

pдинан edited this page 5 minutes ago · 43 revisions

## Play 1: Understand What People Need

### CHECKLIST

#### 1. Early in the project, spend time with current and prospective users.

We started interviewing with prospective users early in the project. We interviewed users from various backgrounds and with various user groups in California. Group 1 - The Agency was our starting point. After we discussed the application with them, we moved on to other users and groups who had contacted other users.

Group 2 - We interviewed an IBM employee who moved within the last five years. This person (Podge) works in a business unit in IBM, so he does not have an association with the agency. He has developed a prototype.

Group 3 - We interviewed people on the street in downtown San Francisco. These users are not associated with the agency or the company.

Early in the week the team started to finalize the 12% of the playbook still in progress.

Thursday Pier worked on the Playbook and updating the last few outstanding items. During the playback Marquis asked the team for one last review of content and links.

# Playback for Week 4

Marquis kicked off the final Playback for the ADPQ Prototype project. He was excited use the prototype in real time. He used Mary-Sara and our one of our Testers Podge to sign up and receive and alert.

The screenshot shows the 'New Campaign' section of the California Connects Alert System. On the left, there's a sidebar with 'Notification Campaigns' (Active Campaigns, New Campaigns, Archived Campaigns) and 'Event Maps and Data' (Fire, Earthquake, River Gauge, Weather Hazards, Tsunami). The main area has a title 'New Campaign' and a 'Title' input field containing 'N'. Below it, a tooltip says 'North Central Brush Fire'. Under 'Notification Type', there are two options: 'Advisory' (selected) and 'Voluntary Evacuation'.

The screenshot shows the 'Active Campaigns' section. On the left, there's a sidebar with 'Notification Campaigns' (Active Campaigns, New Campaigns, Archived Campaigns) and 'Event Maps and Data' (Fire, Earthquake, River Gauge). The main area has a 'Create New Campaign' button. A table lists active campaigns:

Category	Campaign Name	Recipients	# of notifications sent in Campaign	Time Stamp	Create	Show	Delete
Advisory	Howard street brush fire			Thursday, 02 Mar 2017 21:33 PM	<a href="#">create alert</a>	<a href="#">show</a>	<a href="#">end campaign</a>

Marquis demonstrated an Admin creating a new campaign and sending out an alert. Mary-Sara was the test subject and soon received the alert on her mobile phone.

## Notification Message

This will be your first message.

### Message Text

Please, shelter in place as the fire department is surveying  
your area.

Incorrect spacing 

CORRECT WITH GRAMMAR

X IGNORE

Street Level

Zip Level

City Level

### Street

North Central Avenue

### Street city

Phoenix  
San Francisco  
redwood city  
Sacramento

## Location Designation

Setting a location at the street, city, or zip level will include all recipients.

After Demonstrating a few more steps the notification process team.