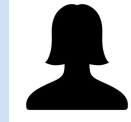


## Says

- I hope the app is easy to use and explain.
- Fire incidents are avoidable, the kids should understand this fact.

## Thinks

- Are these kids understanding me?
- Why is this a hard point to get across?
- How can we encourage kids to remember their address?
- I hope they take this info back to their parents.



Public Ed.

## Does

- Educate kids at school on different escape plans.
- “Learn Not To Burn” activity guide
- Teach people about preventing fire.

## Feels

- Confused about how to get point across to kids.
- Unsure about how to translate to newer technologies.