**ENSE 471**

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**The JRS**

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**Summarized Customer Notes**

* Matching technology with reality
  + We need to use the same type of technology in school demonstrations as the kids would at home.
  + Involve smartphones in demonstrations.
* Home-school connection
  + Provide the same functionality as the 911 demonstration at school to parents at home.
  + Kids can practice going through the 911 dialogue and parents can ask the questions.
  + Hopefully, bring some fire safety education to the parents as well.
* Candace’s main priority is the 911 simulation app for demos
  + Clarified with Candace that connectivity between devices to simulate a real phone call is not required.
  + Thus, the app could be made with two sections to it:
    - First, being an interactive screen where kids can practice entering the sequential number (911). Once 911 is dialed successfully, return a positive reinforcement.
    - Second, a script section where the parents/firefighters know the key questions that emergency responders asked, so they can practice the simulation with their kids in the comfort of their own home.
* The app needs to be easy to use and realistic so it can be used by the firefighters, the kids, and the parents. A simple and intuitive interface is the goal
* The app should be easy to download and use for busy parents.
* The app should provide some instant positive feedback for the child who successfully calls 911. This could be a nice animation or sound effect. This would hopefully encourage the child to keep practicing.
* Firefighters/children are North Star customer, and parents/children are a carryover customer
* Get information from Candace about the updated 911 script followed.
* Include updated operator questions in-app for firefighters/parents to use.

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| **Needs** | **Insights** |
| 911 Simulation App | Candace says this is the priority for her, so our attention will be focused on that. |
| Clean, Simple App | The app should be low ceiling and low threshold for the public ed officers, parents and kids. |
| Cross-Platform App | So the app can be easily used by Android and IOS users. |
| Connectivity is not an issue | The connectivity between phones is not required and thus will simplify at home and on-field use of the app. |
| Positive Affirmation | To reward kids on successfully entering the sequential 911 and answering questions correctly. |