Trust and Credibility
- Frequent false alarms reduce attention and trust
- Some alerts are perceived as unnecessary
- Students start ignoring messages
- Lack of transparency about alert sources

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Communication Issues
- Delayed emergency alerts reaching students and staff
- Alerts use confusing or inconsistent wording
- Overuse of generic messages (e.g., "Avoid area")
- No clear follow-up or "all clear" notifications

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Targeting and Relevance
- Alerts not localized to affected areas or buildings
- Irrelevant notifications sent to uninvolved groups
- No customization by role (student, faculty, staff)
- Limited integration with location-based services

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Technology and Infrastructure
- Outdated mass notification systems
- Poor integration with mobile and email alerts
- Wi-Fi or signal issues delay notifications
- Lack of redundancy if one system fails

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Potential Solutions
- Implement geofenced/localized alert systems
- Create clear templates for each emergency type
- Add credibility indicators ("verified by USC PD")
- Conduct awareness campaigns to rebuild trust

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