



Siren

By: Hipolito, Amir, Victor

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Domain of interest

- Emergency Response
- Emergency preparation



Corozal
Town
Council



Problem

The current emergency system lacks the proper response time. Belizeans have Developed a mistrust in it.

Many Belizeans are uneducated on what to do in the event of an emergency situation. CPR, Event of an earthquake and more.

Interviewees

Extreme User-
Counselor from
Corozal Town
Council

Hilberto Clarke

User -
Business
Owner

Zane
Moreno

Non-User
UB
Student

Levi Coc

Questions

Questions:

1. How old are you?
2. Do you think there is a need for more ways to report emergencies besides 911?
3. How likely are you to report an emergency via a mobile app?
4. Would you utilize your phone during an emergency?
5. Tell me about how you may have felt during an emergency you were in.
6. The last time you learned of a natural disaster, what was your reaction?
7. How do you believe the general public should be informed about an emergency?
8. What kind of information should be shared with the general public during an emergency?
9. What are your priorities during any type of emergency? ---
10. Do you respond to all emergencies in the same manner?
11. How could an emergency app keep you safe during emergencies?
12. On a scale of 1-10, how good are you with technology?
13. Do you believe you're capable of downloading and utilizing an application on your phone?
14. During an emergency how likely are you to record/ take pictures of your surroundings
 - a. I don't take Pictures/ videos during an emergency
 - b. least likely
 - c. kinda
 - d. most likely
 - e. I always take pictures/videos during an emergency.
15. During a National Emergency Exp.(flood/ hurricane/forest fire) Do you think that the relevant Authorities(Police, Nemo, Firefighters and EMT(BERT..ect)) get to those locations in a timely manner. Yes/ No?
16. If you select No please explain Why you feel the relevant authorities don't reach their destinations on time.
17. During an emergency how likely are you(as a member of the general public) will call Nemo to report a natural disaster in your area ? -
18. During floods after a natural disaster do you wait for the authorities to escort you to the nearest hurricane shelter or does family friend help you to evacuate your home in an emergency?
19. As a member of the general public do you feel that rescue efforts to help those in need are enough as is and condone in a timely manner? Yes or No?
20. If No please share details on why you think these services don't respond quickly enough.---
21. If there was a way to send exact location and details about your area(location and damages done to it) that will be viewed by Authorities(Nemo, Police ECT) would you send that type of information for help ?
22. Do you feel relieved that someone might help you when NEMO/other organizations(police and so-on) report about damages and peopled that are stranded caused by *Insert natural disaster here*.
23. Who all are involved in assisting during an emergency?
24. In the event of an emergency are you responsible for anyone?

Strategy

4 Main Categories of questions

- What demographic do they belong to?
- Using tech during an emergency?
- Priorities/reactions during emergencies.
- Confidence in current emergency system.

Why? We want to see if:

- There is a problem to solve
- Human reaction in specific conditions
- Limitations of users
- How to reach our market

Summary of Results



Would use app for
information and to report



Capable of using apps



Cooperate with
community during disaster



Lack of trust in authorities

Reactions

We had no one show extreme reactions such as shock or anger . All interviewees seemed to be extremely comfortable in the situation

Counselor - Paused to think of who he gets assistance from (Question 23). Relaxed posture after question 15.

UB Student- Slight laugh when asked if authorities escort him or his family to shelters during an emergency (Question 18). Was eager to finish after question 12.

Business owner showed no phased reaction. Completed quickly and discussed the answers easily.

Reactions Part 2

Other reactions we saw was slight confusion and kindness

In one interview we observe when a person was answering some of our question that they were slightly confused and puzzled as to why certain thing where done in the country are done or condoned that way.

We have observed that when they were answering some of our questions that some people were kind and showed a level of concerned when thrown into that scenario.

Mind Maps

SAY: Some Quotes From Victors interview was that they were surprised that not more people knows first aid when they were answering question 19.

DO:The actions and behaviours I noticed from some of our interviewees where genuine concern when it came down to the questions on what will they do when they are in emergency.

THINK: Positive reactions to using the app. How to use an app for the safety of loved ones and themselves.

FEEL:The interviewees felt comfortable during the Interviews. Felt like the users were open to implementation of a new emergency system.

Mind Maps(Cont.)

Needs:

We observed that users improved responses to emergencies. The lack of trust observed was concerning.

Quick Navigation to emergency services

Guides on what to do during a certain situation

Real time updates

Mind Maps(Cont.)

Insight:

One valuable insight that we as a group found out is that people may not know what to do during certain situations. The natural reaction varies from bravery to people freezing up and not know what to do.

The need is there for a better emergency response system.

THANK YOU

