

Framing the challenge

Questions	Iteration 1	Iteration 2	Iteration 3	Iteration 4	Iteration 5
What is the problem we are trying to solve?	Getting people notified about important things happening in their region	Notify California residents about emergencies and other relevant events	The state of California wants to improve the ability to communicate with residents and businesses.	Alert the californian citizens of urgent messages, that include weather warnings and state wide alerts	Streamline communication between gov and citizens
Try to frame it as a design question	How can we get people notified about important things happening in their region	How can we notify California residents in a quick intuitive way?	How can California State communicate more efficiently with their residents?	How do we alert californians of urgent messages?	How do we communicate 1-1 with citizen?
What is the impact you are trying to have	Informing people in real time about important things in their region	Alert California residents as fast as possible for them to take action right away	Increment the informed residents of California. Reduce the time involved in the process of communication. Create methods that assure that the information provided to the residents is always updated. Create resources of statistics to monitor the efficiency of communication	To broaden the citizenship that may receive such messages so the whole state may be covered	To empower citizens
What are some possible solutions for your problem	Making an app, pamphlets, meetings, TV broadcast, web platform, radio, newspaper, telephone, email, SMS, letters	Mobile app, TV, social media, bots, SMS	Increment the efficiency of current communication systems by evaluating bottlenecks. Create a new system customized to the requirements of the residents and government with the use of media news (TV, radio, online) and direct communication methods (sms, phone, chats).	Send SMS, Use of integrated systems	Create a communication system between citizens and their #1 medium or device of communication
Finally write some of the context and constraints that you are facing	I don't know my users. I don't know how procedures are in California	I don't know which media would the residents of California prefer or use the most	I'm not familiar with the current methods of communication and their efficiency data. I don't know what pains in the process of communication for our users (government and residents). We could do research but we have limited time to perform it.	What is the probability that a Californian will be motivated to install an add-on to receive messages.	We are overcommunicated in all senses, one more could be redundant
Does your original question need a tweak?			How can we provide the California Government an efficient, up-to-date and relevant system of communication for their residents?	What incentives may the californian government may create so people is aware of the alerts?	How do we make government information important enough for someone to see