

WHO are we empathizing with?

Accurate and timely flood prediction information

Easy-to-use tools for flood preparation and evacuation

Support from community and government agencies

Education about flood risks and mitigation strategies

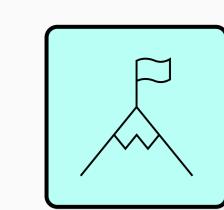


GOAL

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What do they THINK and FEEL?





Downloads the Rising Waters app Registers for flood alerts Creates a flood evacuation plan Assembles an emergency kit Follows flood safety guidelines



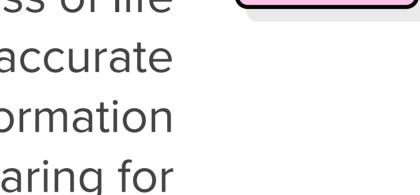
What do they HEAR?

Fear Difficulty Inaccessibility Lack Support



Fear of property damage Fear of loss of life Difficulty finding accurate information Difficulty preparing for floods Difficulty evacuating during

Difficulty recovering from



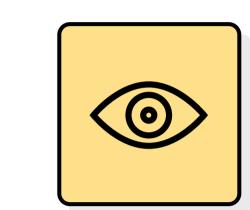
PAINS

floods

floods

GAINS

Peace of mind Safety Security Knowledge Empowerment



What do they SEE?

Floods can damage vital infrastructure Overwhelm emergency services Destroy ecosystems Lead to a loss of human life



What do they SAY?

"I'm worried about flooding in my community." "I want to know when and where

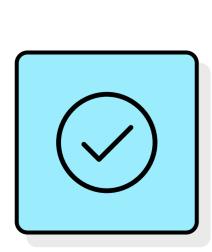
floods are likely to occur."

"I want to be able to protect my family and property from flood

"I don't understand how flood

prediction works." "I'm not sure how to use the Rising

Waters app."



What do they DO?

Gathers information about floods Prepares for floods Evacuates during floods Recovers from floods









