



Interviews:

Three individuals, educated professionals

The interviews provided information about times of crisis and what the interviewee was experiencing during this time. The persons interviewed spoke about the crisis, as if it was happening right then, though years may have passed since the event occurred. In all three of the persons interviewed, there was an extreme feeling of helplessness and urgency when speaking about the event. All three interviews felt an app would help them navigate the crisis. Two of the three interviewed had experienced an accident and knew the procedure for dealing with an automobile accident.

All three had casual plans, but nothing formal in case of a disaster or a crisis emergency. All had some kind of training in Cpr or First Aid emergency procedures, but were unsure if they could remember them enough to use them in emergency situations. All felt the features of emergency routes, weather updates and impending danger notifications, resources for food, water and medical resources were important features to include in app.

The Survey:

Participants: a random sampling of 17 facebook users participated in a survey.

The survey was created in Survey Monkey.

88.24% of the respondents felt they would use an app during times of crisis.

82.35% of respondents had been in an auto accident and knew the proper procedures to take after an accident occurs (unless incapacitated).

Only 24% had experienced a natural disaster.

100% of those surveyed felt they would use app features of emergency routes, weather updates and impending danger notifications, resources for food, water and medical resources.

Those surveyed were split about if they would want community member to have access to their medical records.

58.82% were in favor of it.

The Competitive Analysis:

In looking at the three sites:

Michigan Prepares / michigan.gov/michiganprepares

The Weather Channel / weather.com

Michigan State Police / michigan.gov/msp

I found there were gaps in the information I was seeking. I feel one site that could be accessed with an app could provide more clear and direct information to a user in times of crisis. The simple and straightforward approaches of the government sites provide a clarity that would be important during times of crisis, but that the content would have to be presented in a more logical and efficient way.

Time is important to the potential users of SAFEBASE. Info needs to be accessible and easy to understand. The user will be under duress while using this, so it has to be mistake proof as much as possible and focused expressly on the user. The weather channel provided maps that could be accessed but more detailed information needs to be provided.

Conclusion:

There was enthusiasm for an app to be developed. There were concerns about charging stations brought up in the interviews and the survey, so this will have to be considered as well. I noticed that most people know the procedure for dealing with an accident but in larger scale events like a disaster, most folks are unprepared. Maybe the scale of the event makes it more unmanageable. By breaking down a catastrophic event into more manageable pieces, it can become less stressful and life altering for the folks who are affected. The goal of the app SAFEBASE is to make crisis manageable through better communication between resources of help and information and the person affected by the event.