



Wildfires Hub + Spoke | Research Report Q4' 2021

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1. Summary

While the 10 participants from California we spoke with understood Wildfires top card and information hub were meant to provide helpful information to keep them safe. The amount of information provided to them "*lack context*". They felt frustrated having to figure out what these "*vague*" information meant based on the following reasons:

- 100% of users were concerned about the wildfires burning at their local area. They were not interested in checking wildfires in other states.
- 100% of users found "+35 *wildfires*" on Wildfires Top Card lacks context and were left frustrated figuring out the "+" sign beside the wildfire count
- 50% of users found the wildfires info hub provides the right amount of resources and information they need.
- 40% of users expect air quality index (AQI) to "*go hand-in-hand*" with wildfire map
- 40% of users found local resources helped them to plan ahead for emergency preparedness
- 30% of users expect tweets to come from trusted sources
- 20% of users expect to see time-stamp on articles to identify relevant urgent disaster news updates

1.3. Show Reel

Showreel is a compilation of selected video clips to provide direct exposure to the participants' feedback. Best viewed alongside with the full report.

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/e5de180e-1aff-4b94-a75f-8165e151fcce/showreel_TP5_Wildfires_Hub.mp4

2. Actionable insights

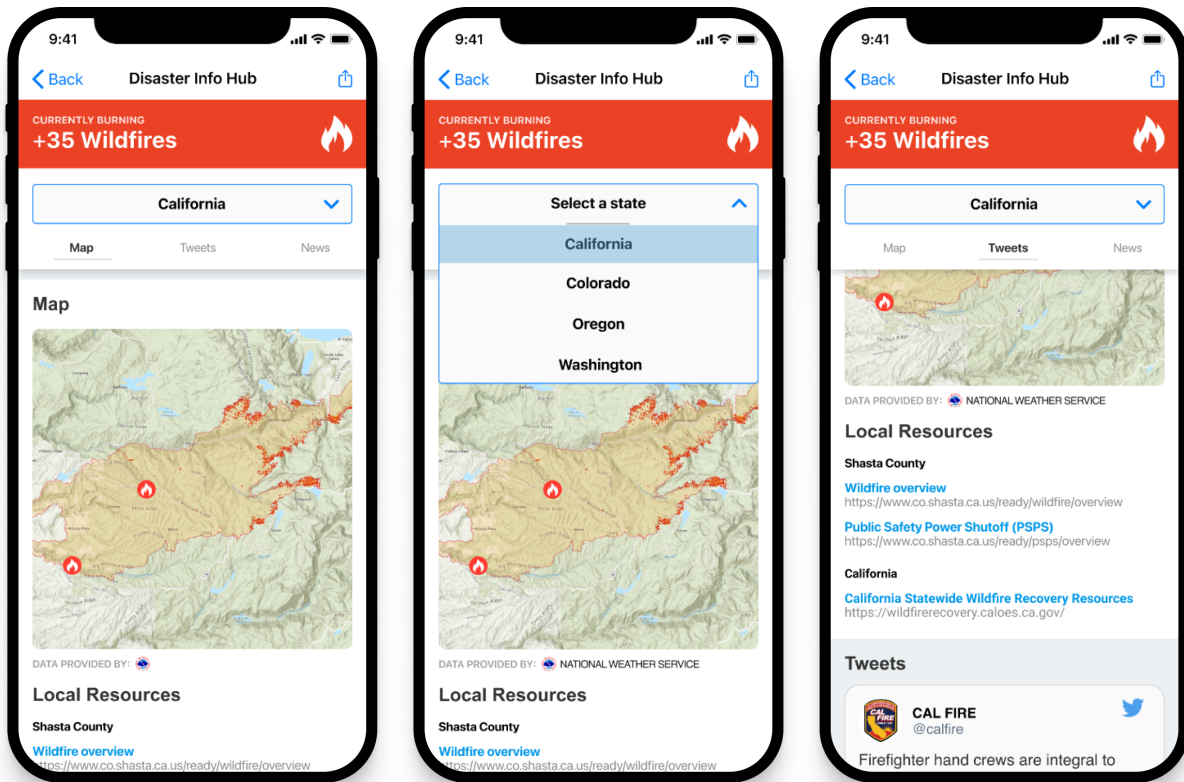
Based on the summary, we have identified the following insights to address. We plan to prioritize with product manager and engineering for continuous improvement.

List of actionable insights

<u>Aa</u> No.	Insights	Recommendations	Prioritization (PM + Engineering)	Slack thread
<u>3.1</u>	100% of users were concerned about the wildfires burning at their local area. They were not interested in checking wildfires in other states.	Enable users to tap on individual wildfires to receive detailed updates. On native disaster map integration, this recommendation is added as a Phase 0 requirement. Refer to Notion link.	On track	
<u>3.2</u>	100% of users found "+35 wildfires" on Wildfires Top Card lacks context and left frustrated figuring out the "+" sign beside the wildfire count	Remove "+" sign beside wildfires count to minimize user frustration.	Launched	https://smartnews.slack.com/archives/CP1B14LBS/p1638399198416100
<u>3.4</u>	40% of users expect air quality index (AQI) to "go hand-in-hand" with wildfire map	Add air quality index (AQI) as a map layer which allows user to turn on/off.	On track	
<u>Untitled</u>		Add smoke forecast as a map layer which allows user to turn on/off.	TBD	

Aa No.	☰ Insights	☰ Recommendations	🔴 Prioritization (PM + Engineering)	☰ Slack thread
3.5	40% of users found local resources helped them to plan ahead for emergency preparedness	Work with @Afra Wang to identify how to develop local resources e.g. county vs city level. Applicable for all disasters (Wildfires/Hurricanes/Winter Storms)	TBD	
3.6	30% of users expect tweets to come from official sources	Limit tweets to official sources from government agency e.g. CALFIRE	TBD	
3.7	20% of users expect to see time-stamp on articles to identify relevant urgent disaster news updates	Time-stamp is a feature schedule to release by #squad-news-features. POC: @K Iwasaki	On track	https://smartnews.slack.com/archives/CDTKBH3AA/p1638225758225100

3. Detailed findings



3.1. 100% of users were concerned about the wildfires burning at their local area. They were not interested in checking wildfires in other states.

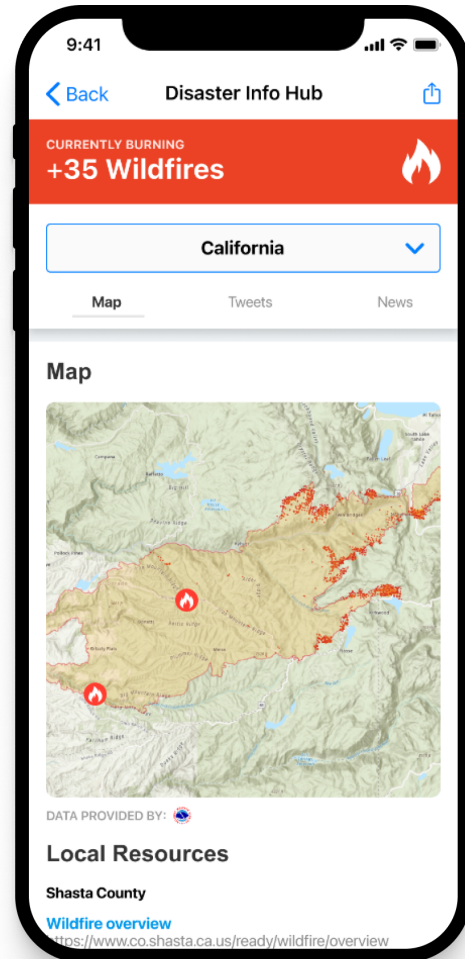
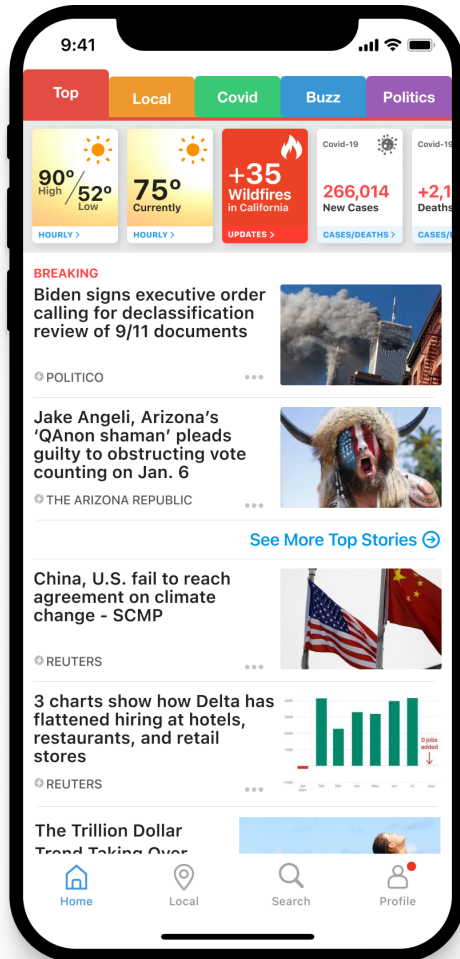
When tapping on the Wildfires top card to view the number of wildfires on the map, they expect the map to display the nearest wildfires in their local nearby area. They do not find displaying the total number of wildfires at state level e.g. California is as helpful to them. What matters to them most is to know how close the wildfire(s) will be to where they stay. 1 user mentioned he prefers to enter his zip code to get specific location on the map.

"I think the map, I want to be able to see how close is compared to where I live or like maybe my for friends and family live. Um, so I think if it's a map where I can interact and like zoom in and zoom out and enter a zip code and see how far it is from you. I think that would be more helpful." - P1 (Female, 28yo)

"That's the thing is I don't see myself using this information. It's like, unless it's within a 100 miles of my proximity. It's very unlikely to affect me in any way and worrying about or thinking about fires and other states is like just act excessive information that I can't apply or do anything with. And so I don't know maybe told me how many fires that are in the total right now in the United States that be like an interesting piece of trivia information, but I still couldn't apply that."

- P7 (Male, 31yo)

"I would just put a "key" or some type of description as to what the fire icons on the map represent." - P8 (Male, 25yo)



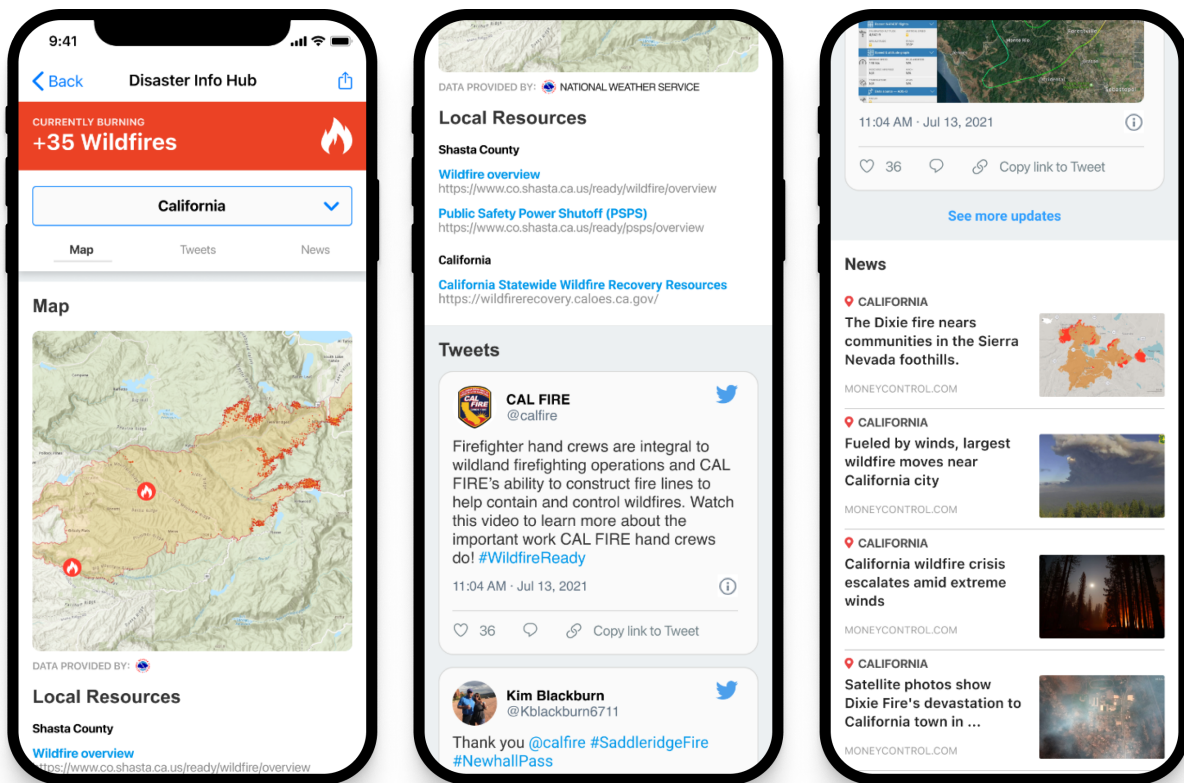
3.2. 100% of users found "+35 wildfires" on Wildfires Top Card lacks context and were left frustrated figuring out the "+" sign beside the wildfire count

Users spent a lot of time wondering about "context" behind the "+" sign beside the wildfire count. They were left frustrated not knowing whether the additional 35 wildfires were added today, yesterday or a week ago. They expect to see "additional information" as a "point of reference" to help them understand how the "+" sign works.

"I don't know +35, like today? This month? That's a little weird, but uh for the most part it's fine." - P2 (Male, 22yo)

"Um I guess um, I mean, I think it's all reasonably helpful. Um again I if anything like I mentioned before, it's not that it's I would just maybe like more information on terms of the like the currently burning to be able to put that into context. Like if it was 35 yesterday and 35 today. You know, is it 35 today, but they're smaller or not? So like it's kind of I don't think any of it is not is least helpful. But I think that this in particular can be made more helpful by adding some additional information to it." - P4 (Female, 36yo)

"This right here currently burning +35 like I that just really does nothing for me. I don't know what that means. +35 is more than yesterday? +35 more than an hour ago? +35 in the world? +35 in United States? It just doesn't give me a point of reference. So I don't know what it's comparing itself to." - P7 (M 31 yo)



3.3. 50% of users found the wildfires info hub provides the right amount of resources and information they need.

They liked how the information is being organized in order of importance starting with the map, real-time tweets and news from various sources. They liked that the map is the first thing they will see when they go and find out more about the wildfires. They expect to pinch zoom in or out of the map to have a closer look at the wildfires.

"Um, I like the breakdown of the map. It gives a visual representation. What's going on in the pictures and integrates with twitter. So it looks like we know receive information coming from CALFIRE. Overall, i think it's pretty nice and user friendly." - P3 (Male, 27yo)

"I like the fact that overall, this looks neatly organized and professional, with things being where I would expect them to be. I also like that the "News" section for the wildfires is comprehensive and draws from many sources." - P6 (Male, 19yo)

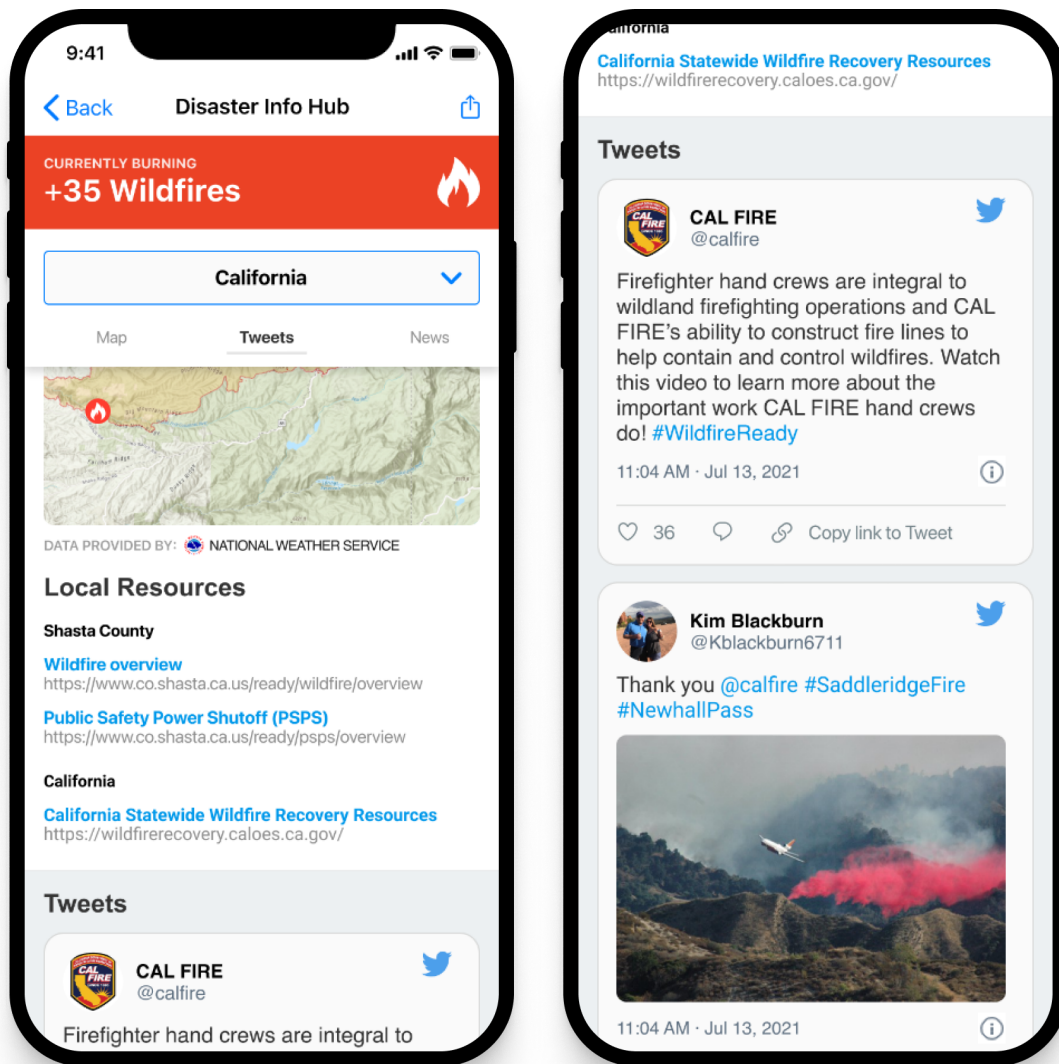
"In the wildfires section, I love the 4 different components. It definitely paints a full picture and provides all the resources and thorough information one might need." - P8 (Male, 25yo)

3.4. 40% of users expect air quality index (AQI) to "go hand-in-hand" with wildfire

They perceived AQI to be an important information because it provides vital information about the conditions of the air in their location and how the quality of the air in their city can impact their health. They would expect if AQI reaches a hazardous level, it may prompt emergency condition alerts e.g. to inform them how to reduce physical exertion and try to stay indoors with the windows closed.

"And it would be helpful maybe to include an air quality indicator on a page like this about wildfires. Simply because you know, in a situation like mine where my oldest daughter is really, you know, sensitive to it. And you know, it's not good for any of us to spend, you know, prolonged period of time outside when the air quality is bad during wildfires. That could be really helpful." - P5 (Male, 50yo)

"Air quality, actually air quality stuff, well, far as an air quality go hand in hand like to know if there is an air quality stuff that should be worry about where I am." - P10 (Male, 25yo)



3.5. 40% of users found local resources helped them to plan ahead for emergency preparedness

Users were delighted to see local resources targeted at their county level. They found having access to a list of nearby evacuation zones is important during state of emergency. They mentioned having guides and checklist to assist them during wildfires season is helpful and essential. 1 user expect to see emergency phone numbers listed to offer assistance. 1 user wondered if the local resources is mapped to his local area or to the map location.

"I like their local resources. So let's just say there is a fire nearby. I can tap on those things or call certain line or phone number to make sure that I have all the research I need to know what to do in the case of fire." - P1 (Female, 28yo)

"Um, I would want to know the local resources actually um uses my location or in the is a just for the um, for local portion of which wherever the map is focusing on. Um." - P6 (Male, 19yo)

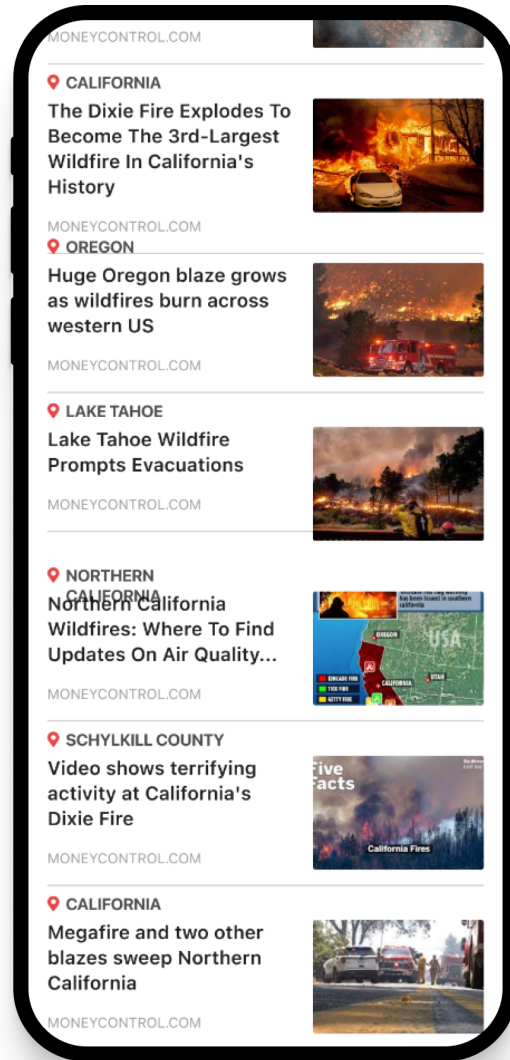
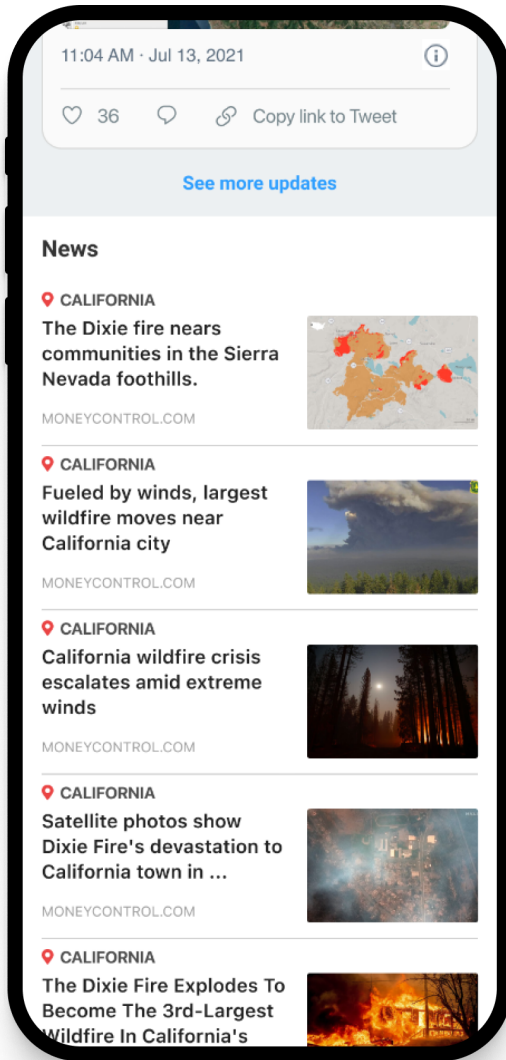
3.6. 30% of users expect tweets to come from trusted sources

Users perceived tweets from CALFIRE (California Department of Forestry and Fire Protection) as reliable because it is a government agency. They reckoned the tweets from "official sources" an accurate reporting of the wildfires status.

"I trust the fire Department, the most, you know, the media (News section), the these sites could exaggerate something or miss out something and make something." - P2 (Male, 22yo)

"The tweets are helpful here as well, just because I usually look at CALFIRE tweets as well to, you know, get official information, like where they are, or if there's any updates, you know, or if there's any precaution that needs to be taken" - P3 (Male, 27yo)

"I would make it such that the "tweets" section only contains information from official sources." - P6 (Male, 19yo)



3.7. 20% of users expect to see time-stamp on articles to identify relevant urgent disaster news updates

Users found the news section is a useful resource to "educate" themselves about the wildfires. They expect to see a time-stamp associated with each article as an information scent to help them quickly discern what, why where and how to manage the most recent wildfire(s) happening nearby.

"That could be it at the very 1st thing that I noticed by the way, is that there isn't any date and time stamp on the news segments here. And that's something that I definitely want from any new application that I use that I want, that I want that I use, I want there to be a date and time stamp so that I can see how recent that tidbit or that news piece has been created." - P5 (Male, 50yo)

"One thing I would say that is that I would want to have like a time and date for these news on these news pieces. Because um being because thinking about the fact that this is, this is a constantly evolving situation. So I definitely would want to have um, I don't want to know like, and be able to make sure that, um, this is the most recent news. Now I trust not this one feed me information from like 3 months ago or anything, but I still think it would be a good thing just to keep like a perspective of this is the time and date that this was posted. Um, just so I know that um click in case I find like maybe slightly conflict in information. I might see that Oh, this piece is actually older. Um so I think I can trust a new piece more. I think that would be a good thing to have." - P6 (Male, 19yo)

5. Appendix

5.1. Overview

On September 2021, using a [Figma prototype](#) we conducted an evaluative research study with **10** users (or 100% of users) in the age range of 21yo-44yo on [usertesting.com](#) to understand the perceived value of Wildfires Disaster Top Cards and Info Hub brings. This document describes insights as well as “users” frustrations identified through direct observation of interacting with Top Cards and Info Hubs. They provided us with greater understanding of SmartNews user, as well as identify opportunities to continuously improve the user experience.

5.2. Research goals

- Understand users' perceived value of Wildfires Top Card + Disaster Info Hub
- Identify the type of map information which adds value to users
- Describe users' insights and frustrations
- Identify areas of the design that are not intuitively discoverable or may slow down the effectiveness of users in completing their task(s)
- Provide directional feedback to address usability issues and pain points with cross functional team

5.3. Primary research questions

5.3.1. Wildfires Top Card (aka TC)

- How do users feel about the severe weather alerts display on TC e.g. +35 Wildfires?
- How do users find out more information about the TC?
- What do users expect after they tap on the TC?
- What are the points of frustration?

5.3.2. Disaster Info Hub

- How do user browse the hub?
- How do user feel about using the navigation tabs?
- What information is the most helpful to them?
- What information is the least helpful to them?
- What other information is do they expect to see?
- What are the points of frustration?

5.3.3. Map

- How do user feel about using the map?
- What is user's perceived value of the map?
- What information is the most helpful to them?
- What information is the least helpful to them?
- What other information is do they expect to see?
- What are the points of frustration?

5.4. Study Methodology

A remote research study was held using [usertesting.com](#). We test with 10 customers. Each customer's session lasted 20mins and requested them to interact with a prototype through a browser on their laptop using touchpad or mouse.

First, each participant will answer a set of questions, which aim to evaluate their understanding and/or experiences with browsing news sites and/or apps.

Next, we asked participants to complete a series of tasks by interacting with the test prototype which we observe their behavior and capture feedback on the experience.

5.5. Participants' Profiles

10 participants

<u>Aa</u> Criteria	☰ P1	☰ P2	☰ P3	☰ P4	☰ P5	☰ P6	☰ P7	☰ P8	☰ P9	☰ P10
<u>Gender</u>	Female	Male	Male	Female	Male	Male	Male	Male	Male	Male
<u>Age</u>	28	22	27	36	40	19	31	25	33	25
<u>Income</u>	\$60,000 - \$79,999	-	\$150,000 - \$174,999	\$80,000 - \$99,999	\$175,000 - \$199,999	-	\$200,000 +	\$40,000 - \$59,999	\$60,000 - \$79,999	-
<u>Employment status</u>	Employed full-time	Full time student	Employed full-time	Employed full-time	Employed full-time	Full time student	Self-employed	Employed full-time	Self-employed	Unempl
<u>Job function</u>	Healthcare services	-	Information technology	Product management	Information technology	-	Entrepreneur	Marketing	Entrepreneur	-
<u>Industry</u>	Hospital & Health Care	-	Information Technology and Services	Internet	Machinery	-	-	Marketing and Advertising	Retail	-
<u>State</u>	CA	CA	CA	CA	CA	CA	CA	CA	CA	CA
<u>Social networks</u>	Facebook, Twitter, LinkedIn	-	Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn	Facebook, Twitter, LinkedIn, Pinterest	Facebook, Twitter, LinkedIn, Pinterest	Facebook, Twitter, LinkedIn, Pinterest	Facebook, Twitter, LinkedIn	Facebook, LinkedIn, Pinterest	Facebo Twitter
<u>Web browsers</u>	Chrome	Chrome	Chrome, Safari, Edge	Chrome, Safari	Chrome, Firefox, Internet explorer, Safari, Opera, Edge	Chrome, Firefox, Safari, Edge	Chrome, Firefox, Safari, Opera, Edge	Chrome, Safari, Opera	Chrome	Chrome
<u>Devices</u>	Windows, iPhone, Windows Tablet	Windows, iPhone, Handheld Game Console, Home Game Console	Windows, Android Phone, Home Game Console, Smart TV (with built-in apps), Streaming TV box (Roku, Apple TV, etc.)	Mac, iPhone, iPad, Streaming TV box (Roku, Apple TV, etc.)	Android Phone, Android Tablet, Windows Tablet, Handheld Game Console, Home Game Console, Windows, iPhone, iPad, Smart TV (with built-in apps), Streaming TV box (Roku, Apple TV, etc.)	Mac, Windows, iPhone, iPad, Windows Tablet, Handheld Game Console, Home Game Console, Streaming TV box (Roku, Apple TV, etc.)	Windows, Android Phone, Android Tablet, Handheld Game Console, Home Game Console, Smart TV (with built-in apps), Streaming TV box (Roku, Apple TV, etc.)	Mac, iPhone, Home Game Console, Streaming TV box (Roku, Apple TV, etc.)	Windows, Android Phone, Android Tablet, Smart TV (with built-in apps)	Window Android Tablet, Home Game Console Smart T (with bu apps)

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