

The background of the slide is a light blue gradient. It is decorated with several realistic water droplets of various sizes, some with highlights and shadows, scattered across the top and bottom edges.

INTEGRATION OF GLOBAL FLOOD INFORMATION USER PERSPECTIVE

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WHAT USERS NEED

Reliability	Will this product be available any time of the year? Frequent outages discourage the user and cause them to go to a different product.
Clear Description of Biases	Every product has strengths and weaknesses. It is most important to share weaknesses so user can adjust for biases, and use product more confidently. Otherwise errors may seem random which discourage user from using product.
Ideas on How to Apply Your Product	Help users brainstorm how data could be applied for different scenarios. I.e. identifying flooded roads during a response etc. Do you have any examples from other users? Maybe have a few examples on file. Users may not always know all possible applications or what could be available.
Format Appropriate for users	At least some users have low bandwidth, especially during emergencies. Data access clear and easy? GIS friendly or jpeg friendly? Easily inserted into a report during emergency?

EFFECTIVE PARTNERSHIPS

	Benefit	Actions
Include User in Evaluation Process – help users drive innovation	User can provide critical feedback, and sometimes find new errors. Identify user misunderstanding of product	-Evaluate product based on specific user needs / researcher needs. - Survey forms often too vague to evaluate source of problems or identify user misunderstandings.
Consistent communication	-Reliable communication means problems addressed right away before next event - Communication becomes easier and shorter awhile after partnership established.	Informal emails, Test cases ahead or during Event, to maximize user understanding and application of product
Determine Customer Needs	- Clear understanding of where new developments may be needed, and new ideas for innovation	When beginning a new partnership, discuss user concerns, responsibilities and goals. Continue to re-evaluate yearly.