

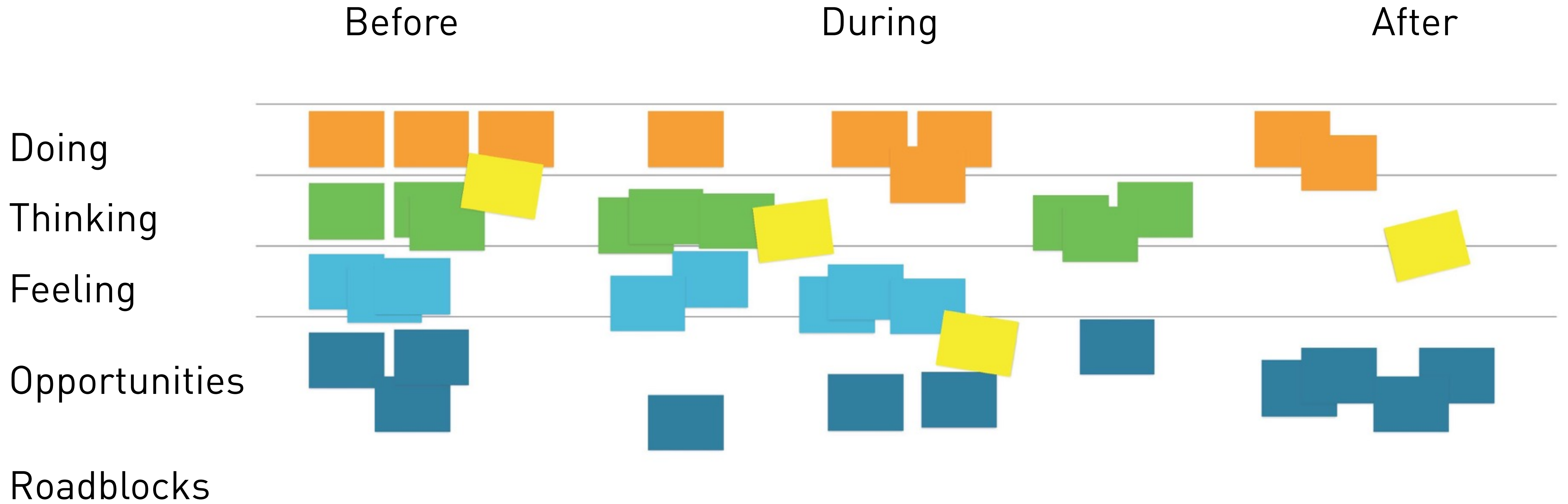
**HOWDY
Y'ALL**

LET'S DO SOME MAPPING

How does your organization educate, train, plan and execute its response before, during and after an earthquake event?

How does/can Earthquake Early Warning support this response?

How to Build the Map



How to Build the Map



Doing

BEHAVIORS

I drop, cover, and hold on.



Thinking

FRAMING

How bad is this going to be?



Feeling

MOTIVATIONS

Is my family safe?

Why Journey Mapping?

- reveals the **common versus unique uses, needs, opportunities and roadblocks** in developing and implementing EEW
- creates a **shared data set** focused on EEW needs that inform future development of ShakeAlert
- An opportunity for **members of the ShakeAlert community to provide input and direction** in its future development
- Identifies **specific areas of opportunity** to drive ideation and innovation
- **provides a tool to gather information and build consensus** around uses of EEW

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