



## The development objectives of the LastQuake app

Due to a high diversity in its users' nationality, culture and interest, LastQuake must be developed with cultural neutrality so that it can be adopted and used in all areas. For instance, cartoons, instead of textual contents, are used to determine the intensity of the earthquake, overcoming potential language barriers (Figure 2.5 - as shown in source document). They were developed to be understood all over the world, and have proven to be effectively used (Bossu et al. 2014; Bossu et al. 2016).

Note: See source document for full reference.

### Applicable to:

Stakeholders: [Communication](#), [Languages](#), [Ethnicity](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [Non-active citizens](#), [Active citizens](#)

Hazards: [Natural hazards](#)

### Recommendations:

- [The use of new technologies \(e.g. Bluetooth\) can improve communication strategies in disaster management situations](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

### Source

[Deliverable D3.3a "Initial report on the impact of best practices prototype implementation" \(page 18\)](#)

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<https://culturalmap.carismand.eu/a/3-3-7-the-development-objectives-of-the-lastquake-app>