Conclusions of the LastQuake app case study

Results presented in this deliverable are based on EMSC (European-Mediterranean Seismological Centre) empirical experience and implementation of best practice. However, some general conclusions can be drawn from LastQuake case study and used by other actors in crisis management and SMEs (Small and Medium-size Enterprises). First, when it comes to taking culture into account when designing technological tools related to disasters, it is of prior importance to assess the users' needs. While at first EMSC thought that improvements would be wanted in information speed or app usability, it turned out that users were more interested in safety. Based on this, users must be given the opportunity to express their expectations, especially after a crisis which generated large concernment. Disaster related technological tools should be co-designed with citizens to ensure that the tool meets public's expectations and a high level of user-friendliness. This further demonstrates that every tool should be adaptable in order to stay in tune with the user's needs. Technologies along with uses evolve at a very fast pace and constant monitoring is required. Mobile apps that play a role in disaster risk reduction should take culture into account and design tools that are both as culturally neutral as possible and flexible so that users can use it differently depending on their own culture, as is the case with the SMS message sent via the EMSC safety check. This require to research potential cultural variations in use beforehand. Finally, as demonstrated in D3.2, social media platforms and main tech companies' role in disaster response has been ever growing during the last decades. In order to ensure a high level of efficiency in all phases of the crisis management, SME should not necessarily develop similar and competing tools. Indeed, they may not reach a critical number of users and during crisis people tend to turn to technologies they are already culturally used to (D3.1). However, the example of LastQuake safety checks clearly shows there is room for complementary tools.

Note: See source document for full reference.

Applicable to:

Stakeholders: Norms/values, Worldviews, Customs/traditions/rituals, Local knowledge, Languages, Communication, Attitudes toward the media, Gender roles, Age-related roles, Ethnicity, Social networks, Socio-economic status, Access and use of infrastructure/services

Disaster Phases: Prevention, Preparedness, Response, Recovery, All disaster phases

Types of Actors Concerned: Entrepreneurs, NGOs, Non-active citizens

Hazards: Natural hazards

Source

Deliverable D3.3b "Final report on the impact of best practices prototype implementation" (page 42)

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https://culturalmap.carismand.eu/a/3-3b-19-conclusions-of-the-lastquake-app-case-study

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