Improving Wireless Emergency Alerts
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Understanding the Problem

Current WEA limitations
• Imprecise and course-grained geographical targeting
• Low adoption rate by alert originators
• High opt-out and dismissal rate by public
• 90-character message length limitation

Project Goal: To Improve Relevance and Adoption of WEA

Proposed Solution

Our Approach
• Alert Originator Requirement Study (AORS) via interviews & survey
• Prototype next-gen WEA+ testbed leveraging server-side filtering (CROSSMobile) and client-side filtering (smartphone capabilities) to determine recipient’s context based on
  • Location
  • Time
  • Preferences and interests
• Public Usability Trial with instrumented smartphone app and evaluation of feedback including message arrival and response statistics

Test-Bed & Initial Results

Current Status:
• AORS hypotheses and assumptions validated so far
• Test-bed emulates complete lifecycle of WEA+ message with a backchannel used for evaluation purposes
• WEA+ enhancement options ongoing