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|  | **Q4: Action** | **Q6: Further Info** | **Q8: Missing info** | **Q9: Follow-up** |
| **Participant Number:** |  |  |  |  |
| 101 |  |  |  |  |
| 102 | been in similar situation in 2007 - no warning or info when purchased house - go online and get more information - the message says clearly it’s going to happen. would do this |  |  |  |
| 103 |  |  |  |  |
| 104 | if not at home go home to protect property move stuff | I would click on the link then read the floodline - postcodes | Danger to life I always struggle with its hard to appreciate where the immediate danger to life is - I would assume EA was over-exaggerating the danger. When 2007 we got flooded the levels slowly upped. Danger to life overused these days |  |
| 105 |  |  |  |  |
| 106 |  |  |  |  |
| 107 |  |  |  |  |
| 108 | see if in house to see if got message and see if neighbours got the message | would need a landmark to help identify where the risk is or a link to postcodes not a map | if something that I knew was an emergency that it was an emergency I would read it or click it if not I would ignore it |  |
| 109 | don't know what I would do - if this is happening now don't know are be aware in this area there is danger - just make sure family know of message | have etc a link that goes to google maps highlight this area is at immediate risk further away less risk | having something flashing useful for hard of hearing have the option to control the settings - parents hard of hearing - the demo. Maybe set the flashlight on the mobile phone Somet10hing to show that this isn’t normal | as long as it’s needed then its good but you don’t want to get a message every 5minutes as many as necessary as long as they are needed. opt out of further messages would be desirable |
| 110 | click the link to see what to do then google to find out more | click on URL |  |  |
| 111 | if at home property check everyone else got the message live on coast but wouldn’t know what to do grab food etc seek more information assume it would be on the radio or government website | if resident of an area it would be really helpful to have prioritised postcodes. if visitors’ postcodes |  |  |
| 112 |  |  |  |  |
| 113 | consider the location of the house and location of where I am if house in danger area then I would go there go there | postcode and colour codes map link postcodes to colour coded area - as EA know where we are |  |  |

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| 114 | click the link to see what to do then google to find out more but concerns that there is interruption to internet services | some kind of visual representation showing gradation of risk - some kind of curser on map showing epicentre - also a way to locate home some kind of interactive map so can check lots of different locations. Pinpoint locations as don’t want to be putting yourself in danger if you are mucking around with map |  |  |
| 115 |  |  |  |  |
| 116 | conflicted as it says its immediate - seek high ground may be at higher danger if I left more information needed and steps I could take step 1 call wife to make sure she got message and then look for more info to see what to do next | agree with better location better description |  |  |
| 117 |  |  |  |  |
| 118 |  |  |  |  |
| 119 |  |  |  |  |
| 120 | attempt to call friends family worried that they would get the message as afraid | lots in info needed so can see why we are doing this - need things colour coded and emboldened - be good if could integrate with apps be understand it needs to go across lots of devices. link into OS app with emergency info | everyone wants specific info it should be expressed in the message we will update you with more information with the situation |  |
| 121 |  |  |  |  |
| 122 |  |  |  |  |
| 123 |  |  |  |  |
| 124 |  |  |  |  |
| 125 | got to high ground if at home get food as on 4th floor | if in city centre x miles from this river up to this point so don’t look at map use description in message | something saying minimum distance more specific | if message isn’t useful its going to impede and annoy so ignore the messages |
| 126 |  |  |  |  |
| 127 | make sure friends and family looked after - look if refuge centre meeting point would be nice to see whether you'd have to travel into flooded area to get safe | Emergency app would be good but going back to message - it needs to be there in the message in BP format in case signal or internet knocked out. if info is in message its safer in an emergency situation - even if in the message the image is presented. Messages may be displayed if visiting so map could be particularly helpful. digital image embedded into message. could be issues with file size and downloading data |  |  |

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| 128 |  |  |  |  |
| 129 | highlight key words and something on the link - most important thing - stop reading if the message not clear e.g. bp |  |  |  |
| 130 |  |  |  |  |
| 131 |  |  |  |  |