OUTREACH

We took the strategy of performing outreach largely through social media and emails, contacting people and organisations who we believe would most benefit from our application.

The three target types of people we identified as key our campaign were:

- Members of the firefighting community
- Members of the public in areas we believe are at risk of wildfires
- Environmental organisations

We decided to perform outreach using the following forms of communication:

- We produced a survey which we sent out to members of the above groups via Twitter, Facebook and email.
- We were directly in contact with several members of the public in private messages on Twitter.
- We used email to contact environmental organisations and university departments.

The responses we got were overwhelming and we are delighted by the support from the public for our application.

We have received notable interest from a number of large organisations in the wildfire and environment sector. The interest shown has been significant as it shows the real potential our product has to save lives in the future. Below are the largest organisations to have contacted us, and a little bit about our interactions with them.

Greenpeace Russia (http://www.greenpeace.org/russia/en/) - a non-governmental environmental organization defending the natural world and promotes peace by investigating, exposing and confronting environmental abuse, and championing solutions. We received interest from a Wildland Fire Project campaigner who wished to talk to us over Skype about possible future cooperation. The Skype meeting was very productive and we set out some ideas of where we could take the app further, such as taking population density into account.

We also have received an endorsement from them, and have offered to provide us with data and advice to further improve the accuracy of our model by taking into account factors such as population density of an area. Greenpeace Russia aim to use our app within their Wildland Fire department, mainly be their hundreds of volunteer firefighters who hope the app with prevent fires before they occur.

Afis (http://www.afis.co.za/) - Provides a satellite-based fire information tool that reports near real-time fire information to users across the globe. We were contacted by one of their research leaders who was very interested in how our app worked and potential future collaboration with us. They specifically asked us if we could set up our app to work in

southern Oregon so that our app could be added to their dashboard. We did expand our app into Oregon to reach the areas of interest that Afis wanted covered. They have since inquired into a possible Skype meeting, which we hope will occur soon.

We also received a little interest from the Northern Ireland Environment Agency, weADAPT, SEI International, The NW Fire Blog, patrickryanimages, RedZone, Wildfire Viewer, Fire Adapted Network.

Members of the Public

We received a lot of feedback from members of the public via our survey. We had omitted positive feedback as obviously we could not action this. All survey responses were anonymous and thus no names of people or organisations are included in this list.

Feedback Received	Response by Wildfire AWARE
Can I have the ability to have a simplified map layer instead of the satellite (it is clearer)?	This is already available. Our fantastic settings panel allows you to modify the satellite imagery being used - just change it to the Bing Roads layer!
Can I have the ability to post/share a given view on twitter/facebook? (for fire services for example)	Great suggestion! We'd really love to implement this.
Clicking on a spot displays a tab on the right side, but clicking again does not.	**Fantastic usability suggestion - we'll implement this right away!**
Filter by wind speed when you display winds?	**Again, fantastic suggestion - we'll try to implement this as soon as possible!**
I'd love there to be mobile support for the app, this would help me access it on the go!	Great suggestion - but at this stage in the competition, not a task we can easily take on. Stay tuned post-World Challenge!
I want to subscribe for automated alerts.	This is a great idea and one we really want to implement. However, the logistics of setting up the infrastructure for this may be too cumbersome for the competition.
I'd like to export to .xlsx	We already have indicated in the app that this is a feature coming soon. How soon? We're not sure yet - stay tuned!
It'd be great if the day select slider could automatically go through the days, instead of manually selecting them one by one.	This would be a great improvement to showing the energy flow within the app - we'll look into how we could implement this best!
The resolution of my screen is fairly small and some of the app is not being shown - fix this!	**Fixed!**