Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Meteorologie und Klimatologie MeteoSchweiz

Developing a Beta Community in the Weather App

Use Case «Flash Polls»

Building a Beta Community

Early user involvement is key to improving weather alerts. By building a dedicated beta community directly within the app, we create a valuable feedback loop that hopefully strengthens both the quality of our alerts and user trust.

Goal

Involve users early to continuously improve weather alerts and increase their effectiveness.

Approach

Build an in-app beta community that serves as a direct channel to our most active users.

Tools

Utilize short in-app surveys and continuous feedback loops for quick and targeted data collection.

Added Value

Real user insights lead to better alerts and greater confidence in our predictions.

What we measure?

To optimize the effectiveness of our weather warnings, we try to capture both the **perception** and **behavior** of our users through targeted measurements and analyses.

We evaluate how users perceive our warnings: whether they were noticed, if their severity level was appropriate, and if they were found useful. This also involves comparing feedback across various subgroups based on interests, gender, age and regions

We analyze the actions users take in response to warnings, including specific measures enacted, the timing and nature of their reactions, and differences in their willingness to act. This helps us understand real-world impact.

Additional benefits

The implementation of our beta community strategy offers benefits beyond direct user interaction, fostering both international collaboration and operational efficiency.

- **International Comparison**

Sharing insights with weather services to globally improve warning strategies.

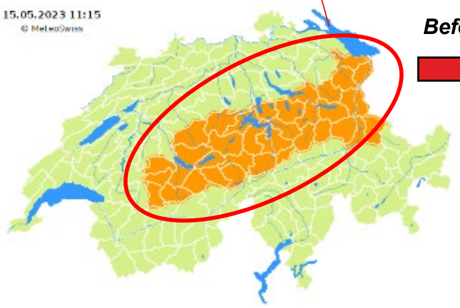
- **Cost Efficient**

In-app data collection eliminates the need for additional infrastructure and significantly reduces operational costs. Rapid implementation without external resources or complex system integration.

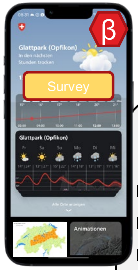
- **Outcomes**
  - Smarter Warnings through data-driven optimization
  - Stronger Credibility through user-centered development
  - Safer Users through more effective warnings

Implementation – «Pre-Post-Event»

*Based on favourite locations**



Before event*



Pre-Survey:

- ☐ Received?
- ☐ Understood?
- ☐ Clear what to do?
- ☐ Useful?
- ☐ Helpful for assessing the risk?
- ☐ Plan to take action / change plans?
  - ☐ Why not?
- ☐ *MeteoInterest & trust in weather forecast*
- ☐ *Metorological knowledge*
- ☐ *Demographic factors*

After event*

Post-Survey:

- ☐ Warning Useful?
- ☐ Helpful for assessing the risk?
- ☐ Action taken?
- ☐ Would have done the same again?
- ☐ Damaged or affected by the event?
- ☐ *Interest & trust in weather forecast*
- ☐ *Meteorological knowledge*
- ☐ *Demographic factors*

As standardized and flexible as possible

MeteoSchweiz
Operation Center 1
CH-8058 Zürich-Flughafen
T +41 58 460 91 11
www.meteoschweiz.ch

MeteoSvizzera
Via ai Monti 146
CH-6605 Locarno-Monti
T +41 58 460 92 22
www.meteosvizzera.ch

MétéoSuisse
7bis, av. de la Paix
CH-1211 Genève 2
T +41 58 460 98 88
www.meteosuisse.ch

MétéoSuisse
Chemin de l'Aérologie
CH-1530 Payerne
T +41 58 460 94 44
www.meteosuisse.ch