Integrating See Say® SDK into another mobile app

Congratulations on your organization's decision to enable passengers and employees to report safety and security concerns by integrating <u>ELERTS</u>' industry-leading solution into your app. Transit agency dispatchers will receive early warning about problems when passengers and employees use See Say to report their concerns. With this situation awareness, a dispatcher can mitigated problems before they escalate into something more serious.

The **Report a Problem** form is proven interface that gets people to report concerns, when the form is easily accessible. Over 500,000 safety hazards and incidents have been reported using the See Say user interface. People witnessing a safety concern are under duress and their motor skills decline. They cannot process a lot of clicks to submit a report. It is important that the reporting mechanism be accessible and easy to use. If the form is not easily accessible, the number of reports submitted will be lower.

The #1 goal in implementing the See Say SDK is to allow a safety concern to be submitted quickly by an app user in a state of duress. The **Report a Problem** button must be highly visible and accessible.

If the **Report a Problem** button is buried deep in the app interface (requiring multiple clicks to open the report form) the person witnessing a safety problem will be unable to find it and will not submit a report. Button location is critically linked to report yield.

Ideally, the Report a Problem button should be placed on the main screen in the hosting app.



