

# **Hazardous Weather Outlook Briefing (HWOB)**

## **Product Description Document (PDD)**

### **National Weather Service, Central Region**

**Type: Enhancement to Official Product**

**Date: January 6 , 2014**

Enhanced Product – Hazardous Weather Outlooks modified to include graphics, links and other relevant information.

Feedback Period: Jan 1, 2014 – Jan 1, 2015 |

#### **Part 1 – Mission Connection**

##### **1) Product Description**

The Hazardous Weather Outlook (HWO) is designed to be a “Heads Up” to expected hazardous weather and its potential impact for the entire seven-day forecast period. The HWO provides a “first-stop” for customers to find information on potential hazardous weather, its timing, its location and its impact. Weather Forecast Offices (WFOs) in Central Region issue a HWO a minimum of once each day, between the hours of 4 a.m. and 7 a.m. local time. Other releases are based on changes in hazardous weather or customer needs. The experimental HWOB will build upon the traditional HWO by adding graphics, web links and other relevant dynamic content.

##### **2) Purpose**

This product enhancement attempts to make progress in improving communication of hazardous weather with our partners and the general public. It builds on the popularity and positive feedback of improved graphics developed by the WFOs and disseminated via the daily weather story and social media channels. The goal of this experiment is to enhance the communication of hazardous weather through the inclusion of easily understood relevant graphics, web links, and other dynamic content within an easily accessible briefing package. The routine issuance of the daily HWO will continue with two possibilities of content within the text:

a) No hazardous weather is expected at this time - This will trigger no additional action.

b) Hazardous weather is expected - This action will place a link to the url of the experimental HWOB which will be produced and uploaded ahead of the official HWO issuance. The link to the url will be triggered by an automated script.

### **3) Audience**

The target audience for the product included: national, state, and local emergency management; media partners; the private weather enterprise; government and military agencies; and the general public.

### **4) Presentation format**

The proposed content will be packaged within a .pdf document to allow accessibility on both desktop and mobile platforms as well easy distribution by partners to other interested entities.

The experimental HWOB will be available at the following url:

<http://www.crh.noaa.gov/images/fxc/eax/em1/EAX-EMBriefing1.pdf>

### **5) Feedback Method**

As a means of soliciting feedback regarding the quality, value and utility of this product, a formal customer survey can be accessed through the following url:

<http://www.nws.noaa.gov/survey/nws-survey.php?code=HWOB>

The participating office agrees to an evaluation period of one (1) year, at which time feedback regarding this service enhancement will be reviewed for the purpose of determining whether to make the service a permanent part of the official product, to make additional refinements and extend the experiment, or to discontinue it.

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## **Part II – Technical Description**

**Format** - The traditional HWO is produced through the Graphical Forecast Editor (GFE) or text window via the Advanced Weather Interactive Processing System (AWIPS). When hazardous weather is expected and normally included in the traditional HWO, an experimental HWOB will be created and uploaded to the web server in .pdf format. “Hazardous weather is expected” will be included in the routine text version of the HWO which will trigger a script to include the url to the experimental HWOB. Creating the briefing package in .pdf format will allow for cross platform compatibility of both desktop and mobile operating system. In addition, it will allow for easy distribution to other interested entities.

**Availability** – The routine HWO will continue to be available through the traditional dissemination channels. The experimental HWOB will available through a link contained in the routine HWO as well as through the WFO webpage.