Experimental Situation Report
Product Description Document (PDD)
National Weather Service, Central Region

Type: Enhancement to Official Product
Date: April 22 , 2015

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

Feedback Period: Apr 22, 2015 – Apr 22, 2016|

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 Situation Report 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 understood relevant graphics, web links, and other dynamic content within an easily accessible briefing package.

3) Audience

The target audience for the product includes: 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 Situation Report will be available at the following urls:

 WFO Kansas City/Pleasant Hill, MO: http://www.weather.gov/eax/sitrep

 WFO Topeka, KS: http://www.weather.gov/top/sitrep

 WFO St Louis, MO: http://www.weather.gov/lsx/sitrep

 WFO Springfield, MO: http://www.weather.gov/sgf/sitrep

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 offices agree 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 - When hazardous weather is expected and normally included in the traditional HWO, an experimental Situation Report will be created and uploaded to the web server in .pdf format. 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 experimental Situation Report will available through a link contained in the routine HWO as well as through the WFO webpage.