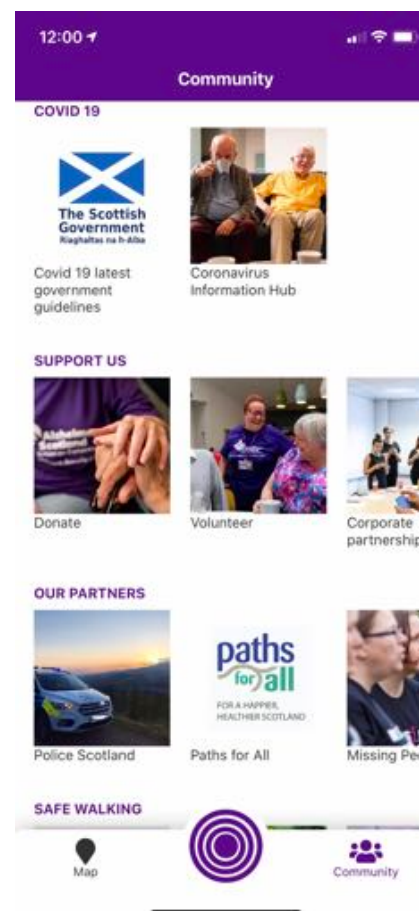


Interactive map

The interactive map is at the heart of the new app. The live alerts are displayed at the top. The filter top right allows users to select the type of resource they want to visualise, and by tapping each 'pin' they can read more about specific resources. Users can see in real time how many users there are in their area.

3 buttons menu

Easy to see, easy to use. Users can easily switch between the map and the community tabs. The Purple Alert button at the centre takes you to the carer's dashboard.

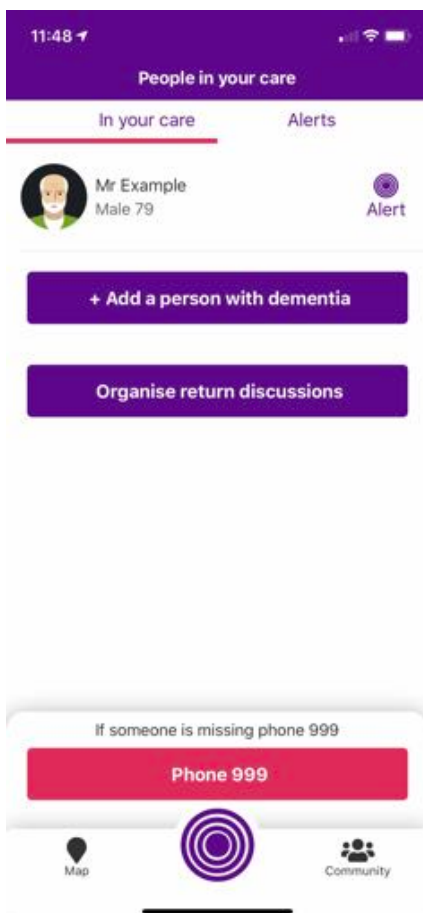


Relevant content, always

Thanks to the intuitive backend, any staff with admin privileges can update the community tab content instantly.

Improved statistics

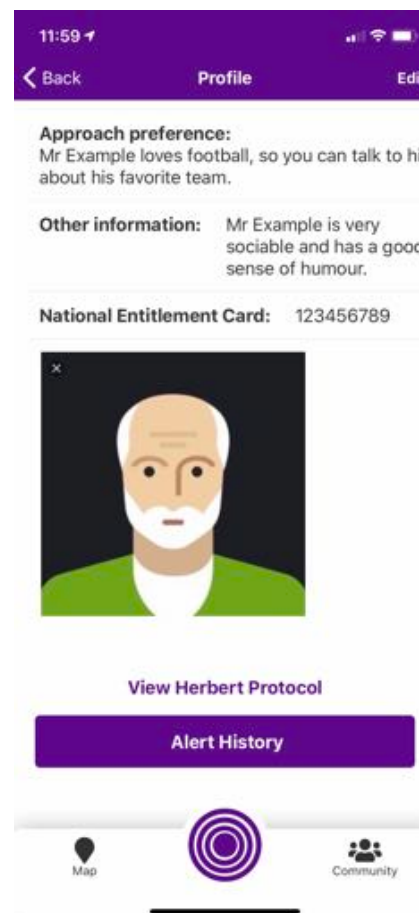
The app backend allows Alzheimer Scotland to use data miningfully. Extracting specific data allows us to understand behavioral trends and users' patterns. With a postcode based panoramic view of where all users are, we can focus marketing campaigns on specific areas of Scotland, making them safer for people living with dementia.



Return Discussions

In allignment with the National Missing Person Framework for Scotland, following up on a missing occurrence is now much easier.

With a tap of a button, a carer can get in touch with their local Dementia Advisor and organise a return discussion. The Dementia Advisor will then email Police Scotland with their insights, which will be entered in the National Missing Person Database, ready to be accessed by officers at the next missing occurrence.



Approach Preference

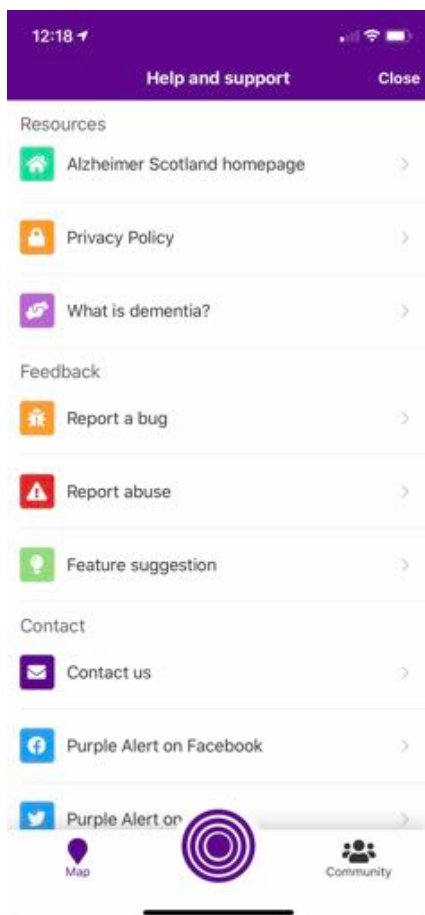
Approaching someone who might be in distress can escalate their anxiety, or on the contrary can make a big difference in making them feel safe.

Herbert Protocol

In the new app users can upload and share the Herbert Protocol with the tap of a button.

Alert History

A carer can monitor the alert history, analyse repeating patterns and adopt eventual preventative measures.

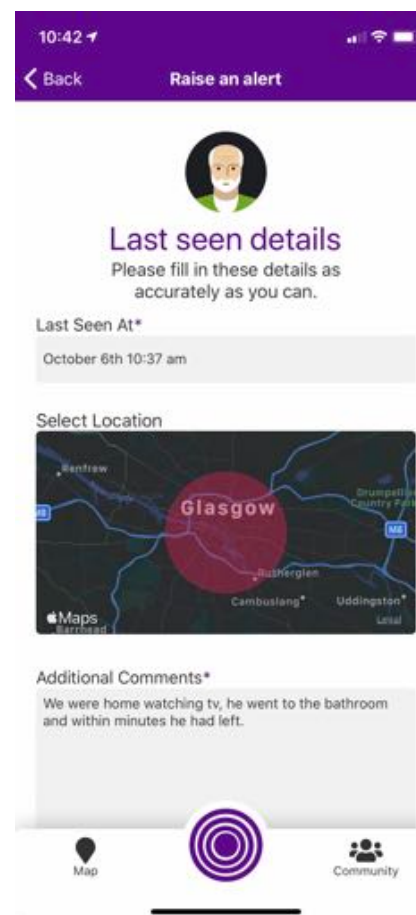


User centred development

In the new app will be easier to keep in touch with our community of users. All bugs, features suggestions and help and support requests are logged into the backend, making it easier to follow up.

Dementia Friendly Walks

Purple Alert partnered up with Paths for All, a Scottish charity who offer a number of health walks. Some of these are dementia friendly and can be accessed throughout Scotland.

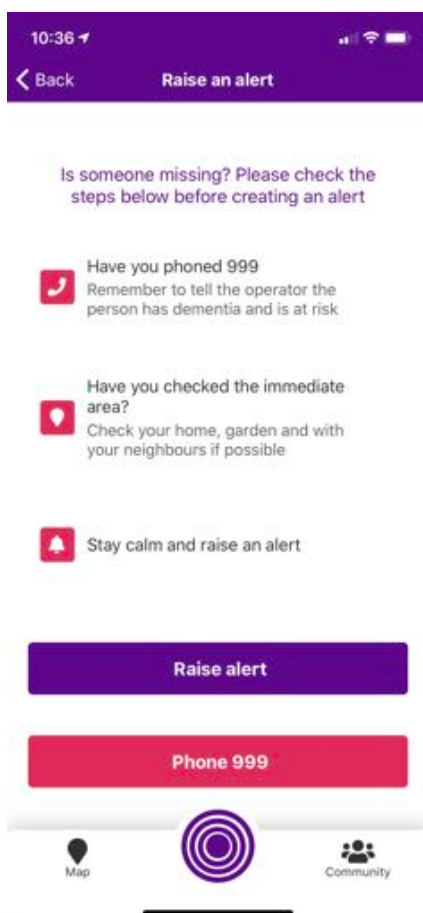


Spread the word

The heart of Purple Alert is the community and now it's much easier to share the app on any preferred channel, throughout the app.

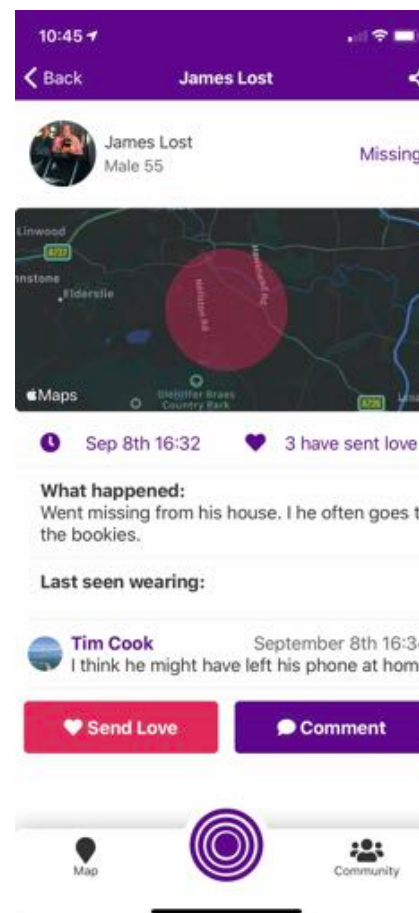
Increased privacy

Each active alert features a map with an 'alert radius', but no longer a precise address. This often being the missing person's address, it was exposing a vulnerable person sensitive information.



999 dial

Users will now be encouraged to call 999 before raising an alert. In more than one occasion over the past years, users raised an alert before contacting the emergency services. In the new app the message is much clearer and much easier to action by tapping one button. The importance of calling 999 is also explained in details in the Toolkits, available both in the app and on the website.



Send love

During a live alert, users are encouraged to send love instead of good willing, but unhelpful comments. This, and other good practice guidelines are included in the Toolkits.

Toolkits

As part of a better integration between Purple Alert and existing services, Alzheimer Scotland developed a Preventative, Emergency and Reflective toolkits. These are step-by-step guides for families designed to help before, during and after someone with dementia is missing.