# Co-Creating Wildfire Resilience Tools: The Compass & Strategy Studio Chatbots

*Designing Modular, Equity-Centered AI Tools to Strengthen Wildfire Innovation Ecosystems*

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Hybrid Case Study

*(A blend of narrative overview, design logic, and strategic highlights)*

**Summary:**

This case study shares the design journey of two AI-powered support tools, The Wildfire Compass and Wildfire Strategy Studio, created for the Catastrophic Wildfire Prevention Consortium. Built for wildfire innovators, funders, and community leaders, these chatbots offer strategic and equitable guidance for pilot design, outreach, and coordination. Together, they reflect a new model for responsible, human-AI collaboration in high-risk environments.

## I. Executive Summary

*Co-Creating Wildfire Resilience Tools: The Compass & Studio Chatbots*

Wildfire risk is growing faster than the systems designed to prevent it. Innovators, funders, and community leaders working to advance wildfire resilience often face fragmented partnerships, unclear alignment pathways, and resource gaps that stall impact.

To support this urgent innovation ecosystem, we co-created two strategic chatbot tools for the **Catastrophic Wildfire Prevention Consortium (CWPC)**:

- **The Wildfire Innovation Compass**: A reflective guide that helps users shape ideas, align with regional and equity priorities, and co-design fundable pilots grounded in lived experience and local context.
- **The Wildfire Strategy Studio**: A dual-mode strategist that blends narrative framing with outreach logic to help users assess readiness, match with aligned sponsors, and position their innovation for scaled impact.

Together, these tools form a lightweight but powerful system for supporting wildfire innovation from spark to sponsorship. Designed for accessibility, emotional intelligence, and real-world use, they offer stakeholders a principled way to accelerate progress, even in uncertainty.

These tools are **lightweight and ready to deploy**, designed to meet partners where they are and evolve alongside growing needs. Their **modular logic** and **user-centered pathways** make them adaptable across contexts anywhere from regional pilots to national partnerships.

Each tool was built around core values of equity-first design, community-informed decision-making, and readiness for real-world deployment. Whether used independently or together, they reflect a new model of how human-centered AI can help close gaps in one of today's most urgent climate challenges.

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## II. Design Philosophy & Responsible Innovation Roots

Both tools were developed under the guiding philosophy that wildfire resilience is not only a technical problem, but also a **relational, systemic, and equity-rooted challenge**. From the beginning, we aligned our design approach with CWPC's mission: to make wildfire prevention more effective, inclusive, and scalable through tools that center both **human insight** and **strategic action**.

We chose conversational AI not to automate answers, but to foster strategic reflection and dialogue at scale. Later in the process, we recognized that custom GPTs could serve as lightweight, adaptable companions for innovators and resilience leaders navigating complex wildfire ecosystems compared to building static toolkits. We saw the potential to simulate human-like support by meeting users in motion, simplifying complexity, and offering guidance without prescribing decisions. In user testing, both tools demonstrated the ability to hold space for clarity, emotional grounding, and community voice, helping users move forward with confidence and care.

By embedding principles of **responsible innovation**, **principled partnership**, and **human-centered strategy**, we were able to create tools that:

- Translate complex systems into actionable choices
- Encourage reflection without pressure
- Adapt to a range of user needs, tones, and roles
- Stay rooted in lived realities and local trust

The Compass and Studio were intentionally designed as **complementary**:

- The Compass focuses on upstream clarity, stakeholder logic, and co-designed fit.
- The Studio supports downstream readiness, sponsor alignment, and narrative strategy.

While their tones differ—one is reflective and warm, the other strategic and motivating—they share a common DNA: tools that guide, rather than gatekeep.

In an innovation space where urgency often overshadows inclusivity, these tools quietly model a different approach: one that honors both vision and voice, structure and softness, and the

relational integrity of innovation itself.
From the beginning, the tools were scoped not only for use, but for learning as well. That meant building in a companion feedback system designed to track qualitative insight, user sentiment, and stakeholder alignment over time, forming a loop between use and refinement.

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## III. Tools Overview – The Compass & Studio Chatbots

In designing tools for wildfire resilience, we quickly realized that **no single chatbot could meet the full spectrum of needs** that stakeholders face—from ideation and stakeholder mapping to sponsorship outreach and readiness scoring. That's why we built two distinct yet deeply connected tools: the **Wildfire Innovation Compass** and the **Wildfire Strategy Studio**.

Whether used on their own or together, both tools are designed to **meet users where they are and help them take purposeful next steps**:

- The **Compass** guides upstream clarity, helping shape, align, and position ideas with equity and local relevance.
- The **Studio** supports downstream action, helping users assess readiness, craft narrative framing, and explore aligned sponsorship pathways.

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**Wildfire Innovation Compass**

The Compass is a **reflective guide** for wildfire innovators, funders, and community-based leaders. It's designed to hold space for idea exploration, coalition logic, and regional-fit planning without overwhelming the user.

Ideal for early-stage innovators or coalition leaders clarifying their pilot fit, stakeholder value, or regional strategy.

**Key capabilities include:**

- Clarifying an initiative's purpose and stakeholder value

- Mapping logic for partnerships, pilots, and community engagement
- Assessing readiness through ethics-aligned framing
- Supporting trust-building and storytelling for funders and coalitions

**Interactive features:**

- **Stakeholder Mapping Prompts** – define who matters and why
- **Simulation Pathways** – imagine how a pilot might unfold in context
- **Ethical Readiness Scorecard** – reflect on sovereignty, safety, and scale
- **Storytelling Frameworks** – cohere impact into compelling narratives

The Compass's tone is warm, gentle, and curiosity-led. It was designed not to prescribe answers, but to help users ask better questions.

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**Wildfire Strategy Studio**

The Studio is a **dual-mode strategist** that blends Compass-style insight with bold, actionable sponsor scouting. It features two pathways:

- **Compass Mode** (Reflective): For idea shaping, stakeholder logic, and narrative clarity
- **Sponsor Scout Mode** (Strategic): For outreach planning, message hooks, and funder matching

This duality allows users to **move fluidly between reflection and action**, matching the rhythms of real-world innovation.

Best suited for innovation teams preparing for funding rounds, outreach campaigns, or cross-sector partnerships.

**Key capabilities include:**

- Co-designing pilots and narrative briefs

- Crafting tailored outreach messages for funders, partners, and sponsors
- Scoring funder alignment across values, priorities, and regional focus
- Helping users choose tone, pacing, and output formats

**Interactive features:**

- **Mode Selection Logic** – choose your flow (reflective, strategic, or hybrid)
- **Sponsor Alignment Matrix** – map fit across sectors and motivators
- **Funder Pitch Toolkit** – generate messages by appeal type and format
- **Momentum Paths** – spotlight next steps based on user readiness and vision

The Studio helps users not only **frame their ideas** but also **mobilize them**, from pilot briefs to partner conversations to scalable strategies.

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**Distinct Roles, Shared DNA**

While the Compass and Studio serve different purposes, they share a common design philosophy:

- Tools should **guide, not gatekeep**
- Systems must be **relational before they are scalable**
- Equity is not a checkbox; it's a design logic

**Together**, these chatbots offer users a clear path from spark to scale:

- The **Compass** helps users understand their value and fit
- The **Studio** helps them communicate that value and secure support

This upstream-to-downstream bridge is what makes the system whole.

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**Access & Adaptability**

Both tools are delivered as **lightweight, GPT-powered chatbots**, ready for immediate pilot testing or integration into broader resilience efforts. They run independently in chat-based environments (e.g., ChatGPT custom GPTs) and can be adapted over time based on:

- User testing feedback
- Regional shifts in wildfire risk
- Partnership and funding expansion

Each tool offers save/export capabilities, and users can choose how outputs are formatted—from visual slides to strategic memos.

Beyond in-conversation outputs, the Studio includes a suite of launch-ready assets such as email templates, 1-pagers, and pitch slides, that can support immediate piloting or partner outreach. These companion tools extend the chatbot's value into real-world communications, enhancing visibility, traction, and ease of activation.

Whether for quiet clarity or bold activation, these tools deliver what wildfire innovation needs most: meaningful movement.

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## IV. Outputs & Use Cases

Across both the Wildfire Innovation Compass and the Wildfire Strategy Studio, users don't just receive advice; they co-create actionable outputs that support real-world wildfire innovation. From reflection-based readiness planning to tailored sponsor messaging, the tools are designed to move ideas forward with clarity, care, and strategic momentum.

Each chatbot acts as a co-creator, turning abstract ideas into shareable documents, prompts, and strategic messages. These outputs are fully exportable, adaptable to a variety of user formats (slides, memos, checklists, narratives), and designed to integrate seamlessly into planning, partnership, or funding conversations.

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**Outputs from the Wildfire Innovation Compass**

The Compass focuses on early-stage clarity, ethical grounding, and partnership logic. Its outputs help innovators, funders, and coalition leaders make sense of where they are and where they could go.

**Key output types include:**

- **Reflection Tools** – prompts to help clarify purpose, values, and fit
- **Stakeholder & Partnership Maps** – co-generated logic models of value exchange
- **Readiness Scorecards** – aligned with ethical innovation, trust, and timing
- **Regional Simulation Briefs** – narrative walkthroughs of a potential pilot
- **Pilot Pitch Drafts** – concise briefs highlighting purpose, regional need, and equity anchoring
- **Narrative Development Tools** – guided prompts for sharing innovation stories with clarity and heart

“The Compass is where vision becomes coherent direction.”

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**Outputs from the Wildfire Strategy Studio**

The Studio produces strategic, forward-facing materials, particularly for innovators preparing for outreach, coalition building, or sponsor alignment. By switching between its Compass and Sponsor Scout modes, users can shape ideas and frame them for traction in real-world contexts.

**Key output types include:**

- **Co-Designed Pilot Briefs** – structured, adaptable 1-pagers ready for sharing
- **Sponsor Messaging** – pitch language by sector, appeal type, and regional relevance
- **Funder Scoring Matrices** – visualized alignment with user values, goals, and priorities

- **Outreach Strategy Drafts** – sponsor invite messages with strategic framing and tone options
- **Hybrid Tools** – dual-mode outputs combining reflection and strategy

“The Studio is where readiness turns into traction.”

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**Use Case Snapshots**

From internal testing, the tools proved valuable across diverse user types:

- **Regional Resilience Program Manager:** Used the Studio’s hybrid mode to quickly sketch outreach messages for three different sponsor types, supporting a cross-regional pilot.
- **Grassroots Innovator:** Used the Compass to map their stakeholder value and generate a compelling narrative brief to share with potential partners.
- **Coalition Builder:** Simulated three regional wildfire scenarios to uncover readiness gaps before convening community partners, then exported a shared logic map for alignment.

These outputs weren’t hypothetical, but were tested across numerous detailed persona simulations and refined through more than 40 tracked action flows. Each use case reinforced the tools’ ability to support clarity, confidence, and coordination.

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**Modular Integration in the Field**

Whether accessed individually, in coalition planning sessions, or as part of a larger innovation support program, the Compass and Studio are designed for modular use. Outputs can directly support:

- **Pilot cohort planning**
- **Innovation incubator advising**
- **Grant proposal development**

- **Cross-sector partnership conversations**
- **Public sector or community stakeholder onboarding**

Whether for quiet clarity or bold activation, these tools deliver what wildfire innovation needs most: **meaningful movement.**

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## V. Field Deployment & Insights

The Compass and Studio are now fully refined and ready for deployment, but their release has been deliberately paced to match CWPC's capacity and reflect a commitment to responsible growth. Rather than a singular launch moment, these tools are entering the world through a quiet, relationship-first strategy rooted in care, flexibility, and long-term alignment.

**Deployment Readiness**

Both tools were completed with modular instruction sets, exportable outputs, and embedded onboarding and closing cues tailored to real-world use. Behind the scenes, each chatbot's logic was carefully engineered within strict platform character limits, condensing complex system flows into deployable, emotionally intelligent conversations. This invisible constraint shaped how warmth, clarity, and strategic utility could coexist in live interactions. Conversations conclude with adaptive options such as generating a message draft, mapping a simulation, or sketching a next step. Most notably, each tool now includes a gentle feedback invitation linked to a shared Google Form, with responses funneled into a Notion dashboard for internal tracking of themes, tags, and emerging signals. These elements ensure that even in early, limited use, the Studio and Compass generate insight and learning alongside the people they serve.

Prior to this deployment phase, both tools were tested through a series of simulated flows featuring diverse, fictional personas. These internal walkthroughs helped ensure the Compass and Studio could meet a wide range of users across various regions where they are—whether community organizers, strategic coordinators, or resilience researchers—while maintaining warmth, flexibility, and practical momentum. The testing process, situational and also

specifically including behavior and stress testing, surfaced small but meaningful refinements that strengthened the tools' emotional tone, pacing logic, and adaptability under different use scenarios.

**Testing Journey & Iterative Refinement**

Over nine structured test cycles, each chatbot was refined based on internal simulation, prompt rewrites, and persona-based stress-testing. Key moments like condensing logic under character limits or embedding new ethical frames were logged and integrated. This milestone-based method allowed the tools to evolve transparently and align with CWPC's goals for deployability and trust.

**Soft Launch Strategy**

Rather than initiating a full public-facing rollout, a soft launch is anticipated that's focused on early signal gathering and measured alignment with CWPC's internal capacity. While exact rollout timing and scale remain open to CWPC's discretion, the infrastructure for lightweight deployment is already in place. Feedback has been gently embedded into each tool's closing sequence: "Have 2 minutes? Share your experience here." This preserves user agency while supporting early learning.

To support this, a First Week Check-In Plan was created to help CWPC capture initial impressions, deployment rhythms, and potential areas of tension or opportunity. The chatbots were always designed to grow in relationship with their context, so setting the stage for reflection from day one was a key design value.

**First Insights & Internal Signals**

Internal test submissions and simulated user flows confirmed pipeline functionality and surfaced first reflections. The feedback dashboard now captures sentiment, intent, purpose of use, and meaningful language that could later become part of public storytelling. This system prioritizes ethical data use, built to support learning and not just performance tracking.

A lightweight “Feedback Summary Template” was also developed to support cyclical synthesis. Future volunteers or CWPC staff can easily transform what’s learned into small chatbot updates or partner-ready insights.

**Future Testing Pathways**

The Compass and Studio are now positioned to support wildfire resilience programs, regional coalitions, and funder discovery efforts. Their modularity allows them to meet users at many points in their journey whether during idea development, pilot design, partnership alignment, or outreach planning.

Future testing opportunities may include biweekly reflection windows, lightweight synthesis of insights, and continued iterative refinement. While CWPC will determine how and when to scale next-phase testing, one volunteer contributor has formally committed to supporting this work, including early post-deployment feedback synthesis and potential case study development. This continuity offers a valuable bridge between development and deployment as the tools begin their next chapter and models what long-term stewardship can look like when innovation teams remain involved beyond delivery.

**Strategic Visibility Opportunities**

Even as direct deployment unfolds slowly, the tools are being positioned for broader visibility and learning. Current opportunities include:

- Submissions to AI for Good, MIT Solve, and ethics-in-tech platforms
- Wildfire and climate resilience showcases
- Innovation challenges focused on community-centered AI

A full suite of showcase materials is already available, including launch-ready PDFs, pitch templates, and scenario examples.

**Reflections on Deployment**

For both the Compass and the Studio, “deployment” was never the final step, but instead the next chapter. These chatbots were built to live beyond the project cycle, with systems for stewardship, feedback, and adaptive growth already embedded.

Rather than handoff, we’ve pursued continuity. Rather than performance, we’ve prioritized presence. That may be their most important innovation of all.

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## VI. Modular Tools & Outputs

The Wildfire Innovation Compass and Wildfire Strategy Studio were intentionally built as modular systems designed to offer just-in-time strategic outputs without requiring users to navigate complex interfaces or prescriptive workflows. Instead of forcing users into a linear journey, each tool meets people exactly where they are: in the middle of uncertainty, momentum, or emergence.

This flexibility isn’t a side feature; it’s essential in wildfire resilience work, where timelines, partner needs, and situational risks shift rapidly. These tools were shaped to meet users in moments of complexity, urgency, or change.

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**Compass Outputs**

The Compass generates warm, reflective outputs that support innovators and partners in clarifying their vision, mapping their ecosystem, and shaping early-stage strategies. Outputs include:

- **Pilot Briefs** – one-page summaries that align innovations to regional fit and partnership logic
- **Partnership Logic Maps** – visual or narrative frames that link user goals with partner incentives

- **Simulation Pathways** – scenario-based outlines of how an innovation might unfold in practice
- **Coalition Snapshots** – lightweight maps of stakeholder roles, gaps, and next steps
- **Readiness Checklists** – prompts that assess pilot preparedness and ethical alignment
- **Story-to-Ask Framing** – narrative tools that turn community stories into strategic messaging

These outputs are rooted in 8 internal knowledge files (KF1–KF8), which draw on real-world market insights, stakeholder motivations, and tested field strategies.

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**Studio Outputs**

The Strategy Studio delivers clear, strategic outputs that help users identify sponsor leads, craft aligned messaging, and scale partnerships effectively. Outputs include:

- **Sponsor Lead Tables** – segmented lists with fields like region, sector, appeal type, and outreach method
- **Partnership Invites** – messages that align community stories with funder psychology
- **Outreach Hooks** – quick-start lines to draw attention to pilot value across multiple sectors
- **Funder Alignment Scorecards** – lightweight scoring tools to compare potential funder fit
- **Readiness Diagnostics** – checks that suggest next steps in visibility, partnership, or messaging
- **Evaluation Sketch Templates** – outlines users can include in funder asks or pilot proposals

Each of these outputs can be adjusted for tone (strategic, conversational, or story-first) and format (1-pager, message draft, checklist, or simulation). Together, they enable fund-seeking users to move quickly—but strategically—toward aligned engagement.

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**Switching Between Tools**

While both tools can operate independently, they're most powerful when used together. Users can start in The Compass to clarify and shape a compelling innovation, then move into The Studio to scale that vision, identify aligned sponsors, and craft sector-specific appeals.

For example, a coalition leader might begin with a stakeholder logic map to align local partners, then generate an aligned outreach message through the Studio to engage restoration funders.

This seamless switching is supported by internal logic that recognizes user intent. For instance:

"Sounds like we're exploring funder fit—want to activate Sponsor Scout mode?"

This flexibility is especially useful for regional leaders or resilience coordinators juggling multiple stakeholders or adapting to shifting timelines.

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**Modular Use Case Snapshot**

Here's how modularity shows up in practice:

**Use Case: Mid-Stage Innovator in a High-Risk Region**

- Begins with **The Compass** to generate a pilot brief tailored to their region's fire profile
- Uses **simulation mapping** to test coalition fit and align with local trust factors
- Switches to **The Studio** to create a tailored sponsor message for an ecosystem restoration funder
- Generates an **evaluation outline** to include with their pilot proposal

At each step, the tools respond not with generic templates, but with scaffolded outputs tied to real wildfire dynamics, stakeholder psychology, and design maturity.

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**Action Type Comparison Table**

| Action Type | Compass | Studio |
|---|---|---|
| Strategic Briefs | Pilot briefs, partnership summaries | Funder messages, pitch support |
| Mapping | Ecosystem maps, simulation scenarios | Lead tables, sector appeals |
| Evaluation Tools | Readiness checklists, ethical prompts | Scorecards, evaluation templates |
| Narrative Support | Story-to-Ask toolkit | Shared-value framing, message hooks |
| Partner Design | Coalition logic, co-design guidance | Sponsor alignment + co-branding |

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**Why It Matters**

In crisis-prone contexts like wildfire, users don't need another overly complex platform; they need **responsive, accessible tools** that help them take the next strategic step. The Compass and Studio were built to honor that urgency and fluidity. Whether used for five minutes or five weeks, they offer value in motion: giving users just enough structure, at just the right moment, to move forward with clarity—even amid uncertainty.

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## VII. Future Vision & Adaptation Pathways

The Compass and Studio were never designed to be static products, but envisioned as living systems, capable of evolving alongside the needs of communities, funders, and innovators navigating a fast-shifting wildfire landscape.

Together, they now stand as **launchpads** for deeper ecosystem transformation, especially when supported by community insight, institutional partnerships, and a feedback loop of real-world use.

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**Immediate Next Steps**

The systems are ready for lightweight piloting and early field testing. Early post-deployment priorities include a focus on clarity, usefulness, and relationship-building:

- **Soft launch** with internal champions and CWPC partners
- **Tracking usage** via optional feedback forms embedded in each chatbot
- **Evaluating pathways** for community-centered adaptations (e.g., tailoring outputs to tribal resilience planning, health-aligned messaging, or regional language needs)
- **Establishing maintenance workflows**, including volunteer support and refinement cycles

A lightweight feedback dashboard in Notion has been set up, paired with a Google Form for continuous input from users and stakeholders.

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**Long-Term Possibilities**

Looking further ahead, the Compass and Studio could evolve into a full **Strategic Resilience Support Suite**, adapted not only for wildfire contexts but also for:

- **Climate-linked hazard ecosystems** (floods, heat, drought, smoke)
- **Rural innovation hubs** working on place-based resilience
- **Cross-sector coalitions** aligning health, housing, and fire adaptation
- **University-community partnerships** guiding innovation capacity building

Each evolution would preserve the systems' core principles: modularity, responsiveness, strategic storytelling, and community-first design.

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**Design Opportunities on the Horizon**

Future enhancements will center around making the systems more **visual**, **regionally grounded**, and **accessible**:

- **Localized Knowledge File Variants** — to reflect regional wildfire patterns, cultural context, and infrastructure capacity
- **Interactive Visual Outputs** — including lightweight diagrams or pilot maps to support onboarding and storytelling
- **Integrated Training Modules** — micro-exercises and prompts to deepen resilience learning
- **Multi-lingual Output Support** — to ensure equity in linguistically diverse regions

Each of these enhancements is deliberately scoped for scalability, acknowledging that partners may adopt only what's most relevant to their context and bandwidth.

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**Partnership Pathways**

As deployment begins, CWPC and collaborators may consider engaging:

- **Regional resilience networks** and fire-safe councils
- **Innovation accelerators** seeking wildfire-aligned ventures
- **Public health departments** working on climate co-benefits
- **Environmental funders** seeking narrative-aligned impact tools
- **Academic institutions** exploring design-based evaluation methods

Many of these partnerships could also support a **future case study or publication** on ethical AI in crisis contexts, particularly one that examines how modular, co-created tools shape long-term impact when thoughtfully stewarded.

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**Closing Note**

The Compass and Studio reflect a broader belief: that resilience isn't something we build once and hand off, rather it's something we shape together, iteratively, across tools, roles, and timelines.

As climate risks deepen, systems like these can help us anchor hope in structure, turn intention into action, and transform complexity into opportunity, one grounded, values-driven conversation at a time.

## AI Transparency Statement

This case study and the development of the Wildfire Innovation Compass and Strategy Studio chatbots were co-created with the assistance of artificial intelligence (AI), specifically using OpenAI's ChatGPT-4.

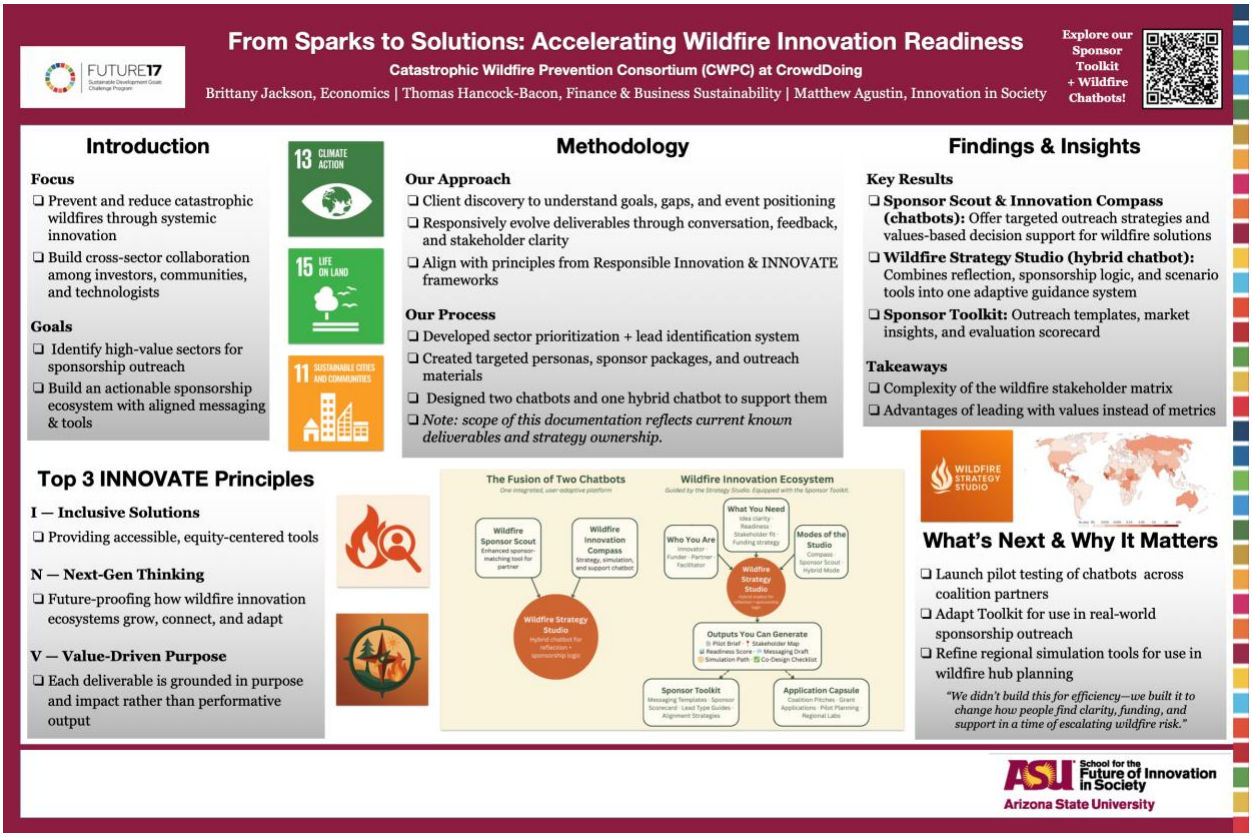
Throughout this project, AI was used to:

- Support iterative writing, synthesis, and refinement across documents and knowledge files
- Generate structured logic and conversational flows for both chatbots
- Surface edge cases, potential blind spots, and personas for testing
- Collaboratively shape system language, prompts, and user tone
- Assist with formatting, feedback systems, and case study development

All content was thoughtfully reviewed, edited, and finalized by a human author. AI was treated not as a substitute for design responsibility, but as a thinking partner—amplifying strategic clarity, narrative precision, and care for stakeholder voice.

This collaborative process reflects our broader commitment to ethical AI use, transparency, and values-aligned design. If you'd like to learn more about how AI was integrated into this project, feel free to reach out directly.

## Project Snapshots & Visual Highlights



## Future17 SDG Challenge Program and Team 16 Collaboration

Future17 is a global innovation and collaboration program led by QS Quacquarelli Symonds designed to equip students with the skills to co-create solutions aligned with the UN Sustainable Development Goals (SDGs). Through interdisciplinary teamwork and real-world projects, participants help tackle pressing global challenges in partnership with organizations around the world.

This chatbot system was developed as part of Team 16's participation in the Future17 program as part of the Spring 2025 cohort, a collaboration that brought together students from Arizona State University, Stellenbosch University, and the University of Exeter to support the Catastrophic Wildfire Prevention Consortium (CWPC). The team's diverse academic backgrounds and perspectives contributed to a combination of final deliverables ranging from market research to stakeholder engagement strategies, and systems innovation through the co-creation of AI-supported strategic tools for wildfire resilience. This project directly aligned with SDG 13 (Climate Action), SDG 15 (Life on Land), and SDG 11 (Sustainable Cities and Communities). The following photo captures the team whose collaboration made this project possible.