Initial Project Concept Description

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Project Description:

For our project, we want to build a user-friendly website that provides concise, readable information concerning COVID-19 vaccination scheduling details to a target audience of elderly users. While COVID-19 affects all of us, a recurring issue our group has noticed is that elderly patients struggle to schedule their vaccination appointments online when navigating an unfamiliar digital interface. To tackle this problem, we hope to build a website that simplifies this process by constructing an interface with elements that are more accessible to elderly users. For example, text and buttons displayed on the page will be large to compensate for visual impairment. By placing emphasis on usability and simplicity, our goal is to make a website that feels intuitive to an audience that is less familiar with technology.

“Not-you” Elements:

Our project team consists of four GenZ males currently working in the technology space. For the entirety of our lives the internet has played a crucial role in our day to day activities. The COVID-19 pandemic has only furthered the importance of the internet in our lives. In this way, our generation has perhaps been the most fortunate as we have been required to be tech-savvy far before the onset of the pandemic. However, those most gravely affected by this disease and those who require the vaccine at the most urgent rate have not had the benefit of a lifetime of technology exposure. Many individuals in the most vulnerable over 65 age range have struggled to navigate the technology of accessing COVID health resources as well as vaccine appointments[1]. Our goal through this process is to help rethink the way certain digital health resources are used by this “65+” age population to ensure that equitable digital infrastructure is in place both for this crisis as well as future pandemics to come. Through easy and clear UIs as well as the use of voice dictation, we hope to ensure that this is a tool that reduces healthcare barriers for the 65+ age group.

User Interface:

[1]https://www.bloomberg.com/news/articles/2021-01-30/computer-shy-elderly-are-shouldered-aside-in-vaccination-race

The user interface will comprise a web-based dashboard. The webpage will comprise overall of structural elements that are both easy to understand and easy to see (ex. the title will be large, centered, easy to read and very clear to understand on the page). Page colors will be tuned to the target audience. In addition, we would love to add auditory options for each of the text displays on the website for those with visual impairments. Users will be greeted with a singular sentence specifying that this website is to aid users 65+ in age with obtaining specific information regarding getting their Vaccine.

The welcome sentence will be followed by no more than 5 easy to read question boxes for the user to fill out. These question boxes will be large selection boxes (no need for the user to type their answers) in which we ask their demographic data [age, state location, gender, occupation, immunocompromised status, etc.] These questions will be fine tuned and tested such that we can capture the most relevant information in the easiest way possible for the elderly users.

Once the data is collected, the website dashboard will generate a visualization of relevant information needed for vaccination scheduling for the specific user at hand. We will spend ample time designing the visualization of the information such that it is easy to read and understand for the individual user at hand. Our information visualization will include the added functionality of being able to print out the information as well as contact information for each step if there are any more specific questions.