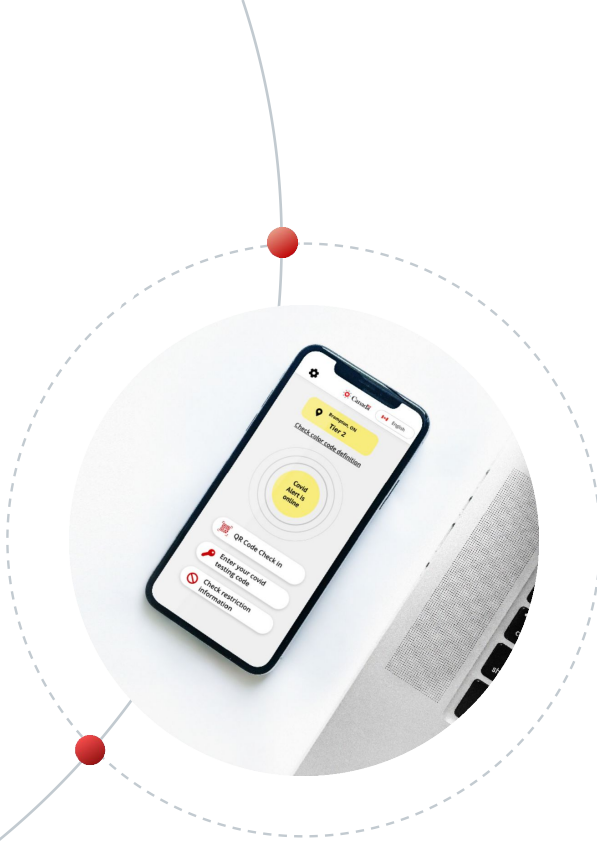*University of Toronto x Health Canada*

COVID ALERT APP REDESIGN

Presented by:

**Donovan
Tapunha
Denis
Leyzerukov
Yanni Lu**

CASE
OVERVIEW

Covid-19 is a great challenge for all Canadians, and citizens want to feel safe and prepared to protect themselves and their loved ones. Therefore, it is extremely important that they have quick and easy access to a platform that provides detailed, accurate and up-to-date information from a trusted authority.

HYPOTHESIS

We believe that there is a need to provide more information and feedback within the app related to Covid-19 that users can easily access. This will increase user engagement and user retention.

CURRENT APP
PROBLEMS

- Users don't find Covid Alert sufficiently useful

- Users stop using it shortly after installation and choose other comprehensive resources

- Results in no user activity over time and defeats the purpose

THE MAIN
GOALS

Engaged

Keep users remain engaged with the app

Updated

Provide accurate and up-to-date data and information

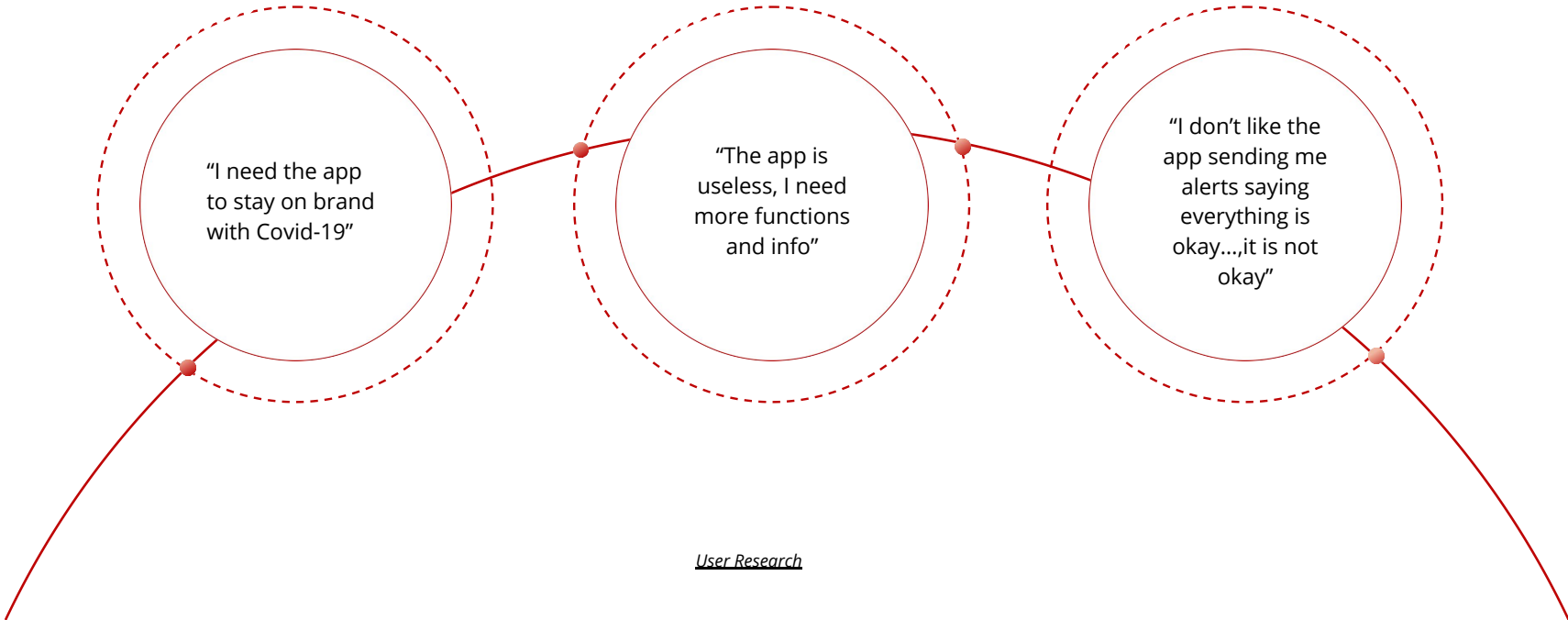## Practical

Add functions related to medical help

USER RESEARCH: USER INTERVIEWS

- The main purpose for the interview is to find out what people think about the Covid Alert app.

- 5 Face to face Zoom interviews between 15 ~ 30 mins and 30 surveys

- Focus on how people get information on Covid-19, current Covid situation, and how important it is to them.

Some data results:

80%
Had downloaded the app

80%
Want up-to-date information

100%
Lack of functions
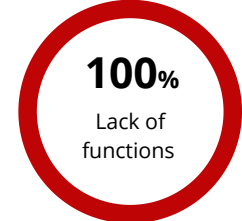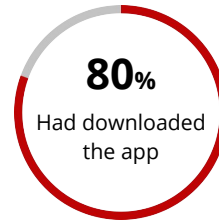
SELECTED QUOTES

"I need the app to stay on brand with Covid-19"

"The app is useless, I need more functions and info"

"I don't like the app sending me alerts saying everything is okay...,it is not okay"

User Research

USER RESEARCH: PROTO PERSONA

Name:

Jodi Summers

Behavioral Demographics:

- 39 years old
- Mother of one working from home during Covid
- Brampton, Ontario
- Very health conscious since the Covid-19 outbreak
- Works as a Business development specialist
- Has an iPhone

Goals and Needs:

- Stay informed on covid devlopments
- Wants to recieve latest updates for covid data
- Feel confident that her family is safe
- Access to local vaccine information/ be able to book appointments
- Wants to be able to self diagnose
- Wants information on when it is safe to travel locally and internationally
- Wants to know current hotspots for covid
- Wants to know procedures when in contact or diagnosed with covid

Pain Points and Potential Solutions:

- Information is not live/up to date
- Unable to reach the ontario covid hotline, long time to wait (1-2 hours)
- Complicated process to get your getting a one-time key
- Doesnt have a source for all needed information
- Had the app for a long time and never received any notification (Lack of feedback)
- Need online appointment with doctors

Proto Persona

AFFINITY
DIAGRAM

Results are categorized into **10** groups.

USER RESEARCH: USER PERSONA

USER PERSONA
Jodi Summers

ABOUT

Jodi is a successfull Real Estate Developer in Brampton Ontario. Since the pandemic started she has had to transition to working from home like many others. As a mother of a young child she aims to get accurate information about the current state of the pandemic. She is constantly vetting out sources in order to carry out the right decision. She would like to spend less time worrying and researching and more time with her family.

INTERESTS

- Books
- Enjoys spending time with family and friends
- Enjoys volunteering
- Loves to dance
- Self-learning on economy and stock market
- Krav Maga workouts

GOALS

- get all updates, data, & information from one trusted source with no effort
- Know where and when she can get vaccinated
- Have the latest public health & covid-related info
- To help advocate for those who cannot help themselves

PAIN POINTS

- not able to travel freely and frequently (for her job)
- Media and news sources telling different & conflicting information
- Struggles to feel safe due to global pandemic
- Staying up-to-date with public health & covid information

Age: 39
Job Title: Real Estate Developer
Status: Single
Location: Brampton

" Transparency is everything. Getting accurate information shouldn't be hard, it should be easily accessible for the each and every one of us." ---------- Jodi Summers
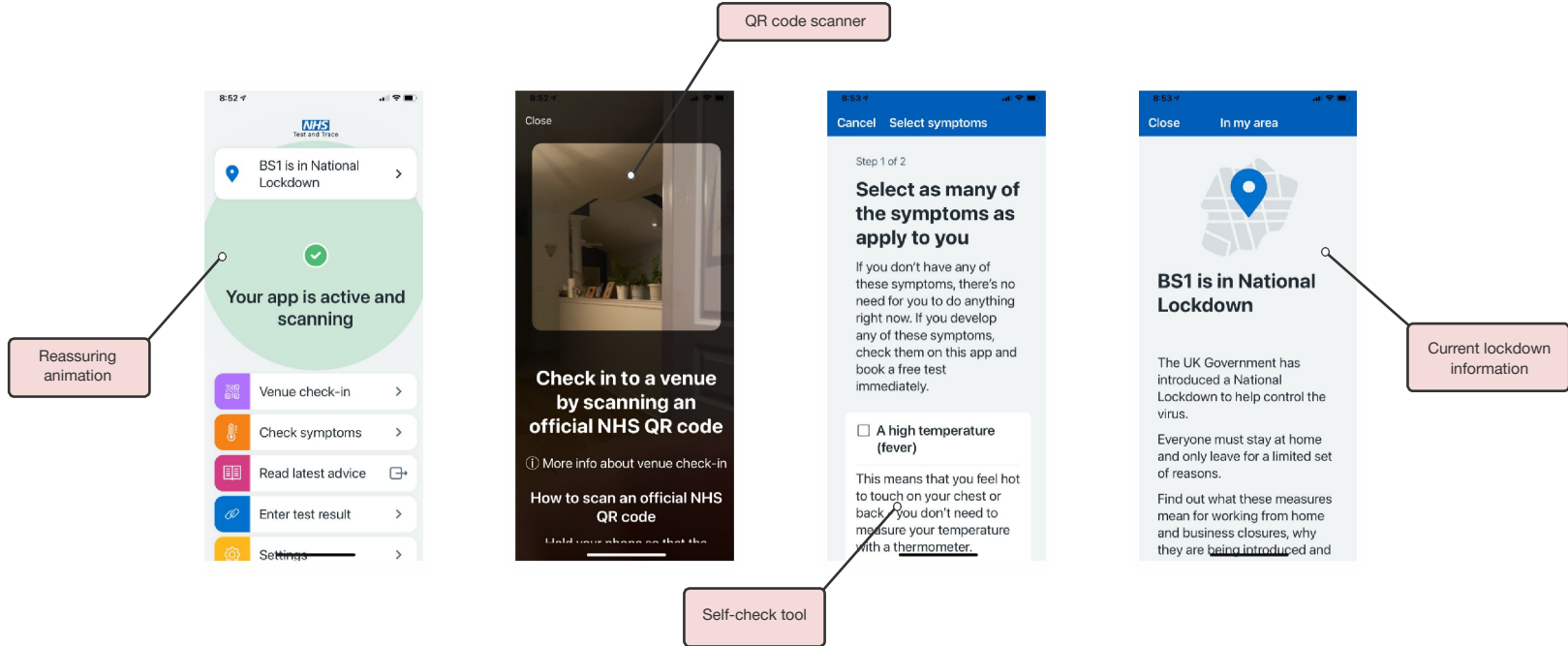
User Persona

USER INSIGHT STATEMENT

Health conscious, canadian citizen who wants to protect themself and their loved ones needs to have quick, easy access to detailed, accurate, up-to-date information from a trusted authority because having this information makes themself feel safe and prepared.

Covid App Presentation by: Denis Leyzerukov, Yanni Lu and Donovan Tapunha

MARKET RESEARCH: COMPETITIVE ANALYSIS

From competitive analysis, we are able to study many great platform for helping people during Covid-19, and we choose the following 5 apps to dig deeper.

Aarogya Setu	NHS Covid-19	COVIDSafe	Covid-Help by Alipay	Covid-19!
Created for Indian citizens, this app offers features such as contact tracing, symptom mapping, appointment booking, live chat and self-assessment.	An app created in the UK focused on exposure tracking, venue check-in, self-assessment, latest advice, book covid test, and local restriction information.	A digital contact tracing app for Australian citizens utilizing the BlueTrace protocol. It comes with nice UI and external link to latest covid-related advice	This Chinese app is a super platform that is linked to you bank account and provides information related to personal health, shopping etc. Its features for stopping the spread include a QR code for various tasks and a 3 tier restriction system composed of three colours: red, yellow and green.	A Czech Republic app that is focused on statistics of global and local cases. Its features include up to date numbers, percentages, and graphics. Users feel the design is very straightforward and simple to use

Competitive Analysis

Covid App Presentation by: Denis Leyzerukov, Yanni Lu and Donovan Tapunha

FEATURE ANALYSIS: NHS

QR code scanner

Reassuring animation

Self-check tool

Current lockdown information

Feature Analysis

MARKET RESEARCH: COMPETITIVE ANALYSIS

A lot of Services and medical help options

Global Data & Statistics

Unique QR code for Individual and business

Three colour QR Code system.

Only individuals with green colour can travel in public
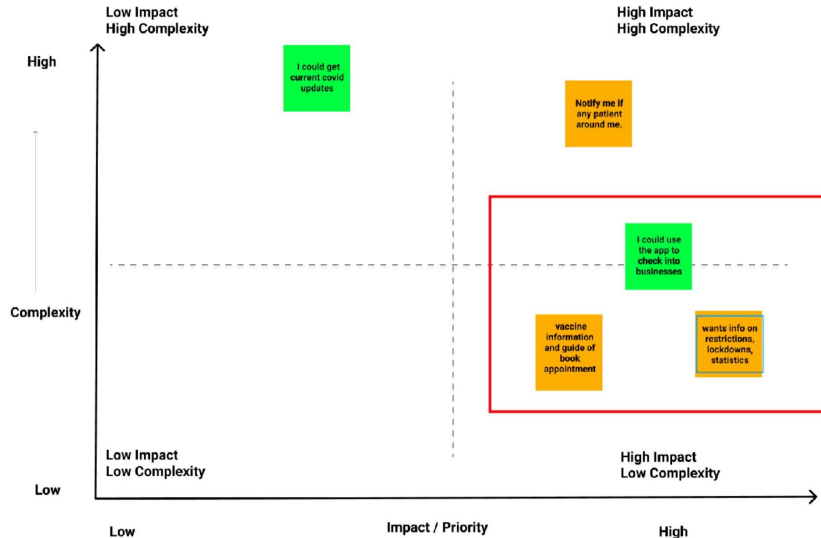
Feature Analysis

PROBLEM STATEMENT

How might we rebuild Covid Alert so that our users remain engaged with it.

Covid Alert was designed to inform Canadians about Covid-19, and Covid exposure to keep them safe. We have observed that users do not find the app sufficiently useful, and stop using it shortly after installation in favour of other, more comprehensive resources. This results in no user activity over time and defeats the purpose of the app.

IDEATION: IDEA PRIORITIZATION

Low Impact
High Complexity

High Impact
High Complexity

High

I could get current covid updates

Notify me if any patient around me.

I could use the app to check into businesses

Complexity

vaccine information and guide of book appointment

wants info on restrictions, lockdowns, statistics

Low Impact
Low Complexity

High Impact
Low Complexity

Low

Low   Impact / Priority   High

Main Functions:

Checking in
Ability to check into local businesses

Vaccination
Vaccine info and guide on how to book appointments

Restrictions and Statistics
Information on restrictions, lockdowns, and statistics

Covid App Presentation by: Denis Leyzerukov, Yanni Lu and Donovan Tapunha

USER RESEARCH:
STORYBOARD

Research Initiation

Jodi is catching up with the lockdown news with the evening news when she learns the city of Brampton has just entered its second phase of lockdown. There are very little details on the restrictions however the news report mentions students will now be going back to class.
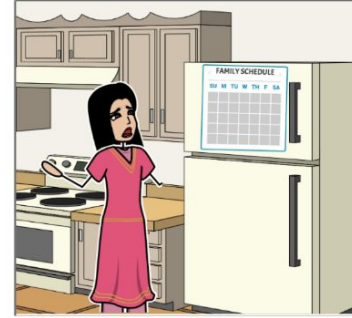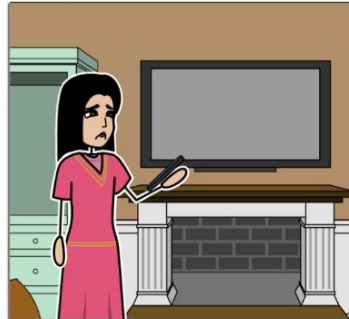
Problem Experienced

She now panics in a rush to change her schedule to include dropping off her kids in the morning however she in unable to know

Solution Discovery

While watching the news she learns about the app update to Covid Alert that includes details information on restrictions and lockdowns and statistics.

Product Experienced

Jodi opens the app and sees a feature showcasing information related to the current lockdown. She notes an interactive map of her immediate area and shows current covid hotspots.
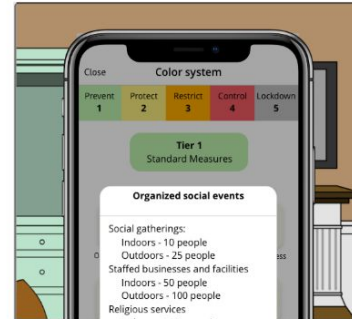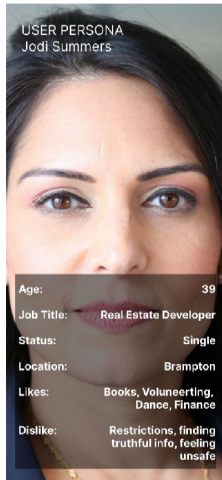
Product Experienced

As she explores destinations she needs in her plan she realizes business now allow users to check in and get information about the business prior to showing up
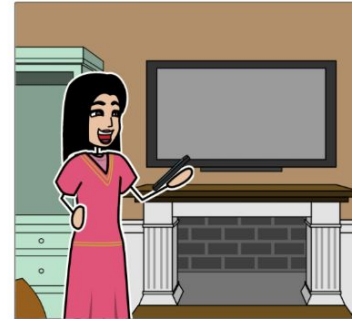
Problem Solved

Jodi no longer has to second guess her plan allowing her to be more efficient and feel safe to travel in the second phase of lockdown

Storyboard

USER RESEARCH: JOURNEY MAP

USER PERSONA
Jodi Summers

Age:	39
Job Title:	Real Estate Developer
Status:	Single
Location:	Brampton
Likes:	Books, Voluneerting, Dance, Finance
Dislike:	Restrictions, finding truthful info, feeling unsafe

UX Scenario

Jodie's daily routine is interuppted by news that report change of lockdown restrictions in her area without giving any specifics. As a monther she needs to know if she has to drop off her kids to school tomorrow. She goes online to learn more but get quickly overwhelmed by an abundance of unclear, inaccurate, or outdated info. Luckily, she finds an add for Coviv Alert app by government of Canada and decides to get it.

Goals
1. To keep herself and her son safe
2. To stay informed and up-to-date about the current Covid situation in her area and Canada
3. To have a quick and easy way of recieving such information

Experience

① Problem discovery
1. Jodie hears some news on restrictions in Brampton being lifted.
2. The news arent detailed enough. It is a problem for her because she needs know if she should change her schedule and drop off kids to school.

② Solution Search
3. Jodie goes online to find more information on what is being lifted, but gets overwhelmed from having to identify trustworthy, up-to-date information.
4. She comes across an ad for Covid Alert app by the Government of Canada, that contains detailed info on all Covid-related matters.

③ Product Discovery
5. Jodie downloads the app, accepts all the terms and conditions, and starts exploring the app features.

④ Problem Solution
6. Jodie finds a feature with an interactive map that shows latest covid hotspots and latest local lockdown restrictions, which she uses to answer her questions.
7. Jodie changes her schedule accodingly, as well as tells her child to download the app prior to going to school to be safe.

Opportunities
1. Covid Alert ads should emphasie backing of the Government of Canada - a trusted source
2. Quick onboarding to showcase all of the features while asking permissions.
3. UI should make it easy to see locally-relevant content first, but equally easy to see the status of neighbouring territories.

Journey
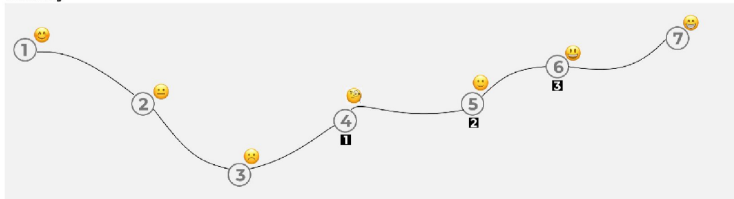
**Main Takeaways:**

Goals
To stay informed about the Covid-19 situation in order to keep her family safe

Opportunities
Covid Alert should emphasize data is backed up by a trusted source (Government of Canada). It should also offer quick and easy onboarding that showcases all the features while also asking for permissions. Its UI should also make it easy to see locally-relevant content first.
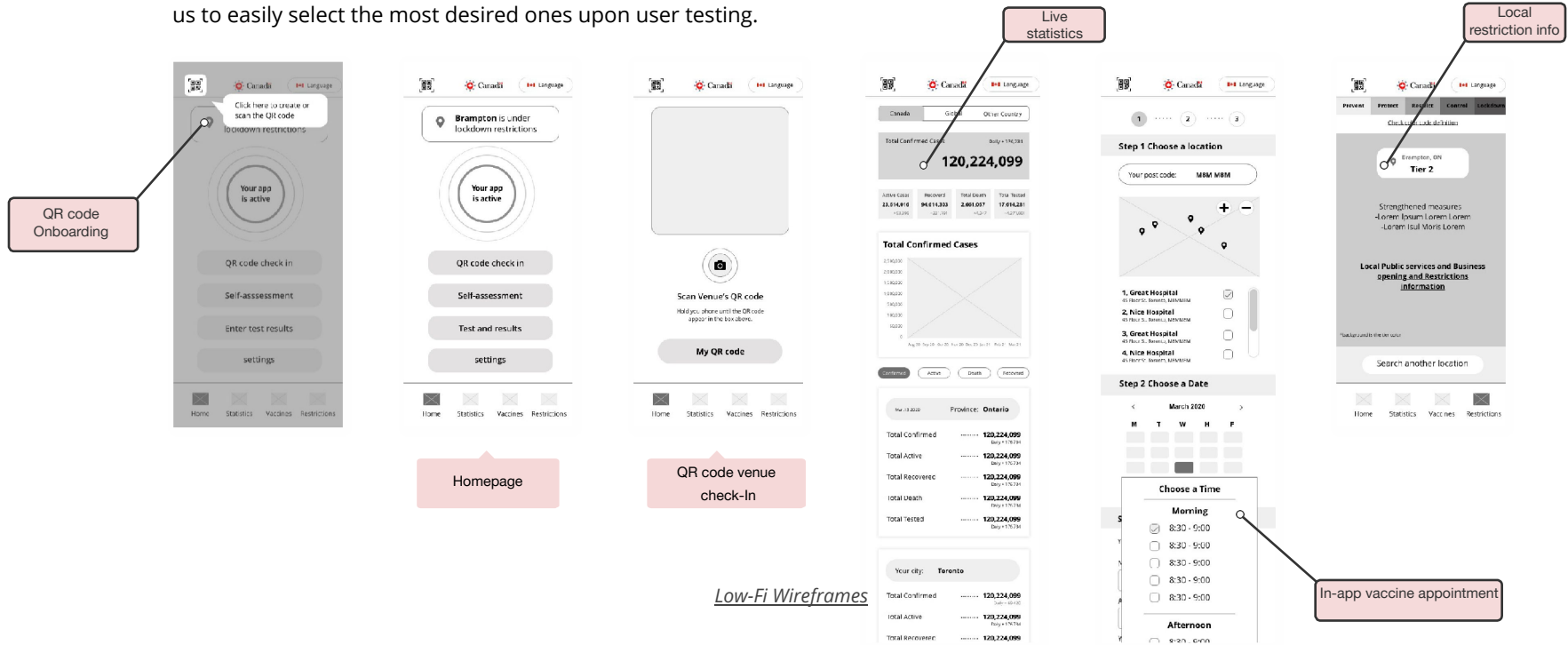
Journey Map

USER FLOWS

Our main goal for user flows was to make every function streamlined and easily accessible from the Home Screen
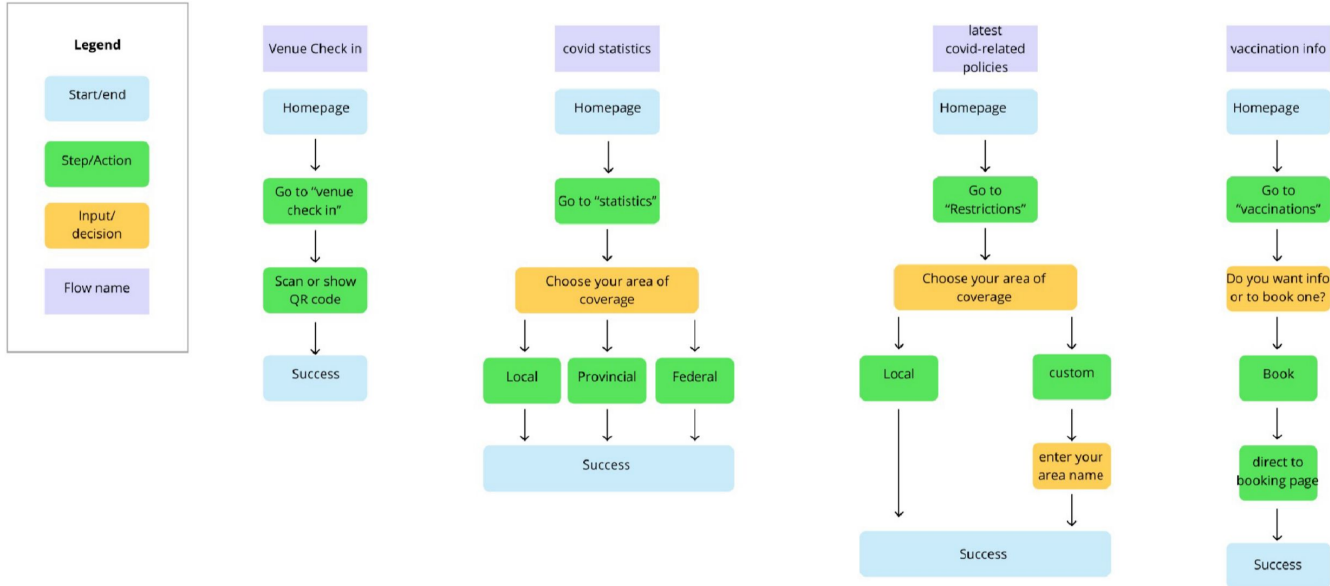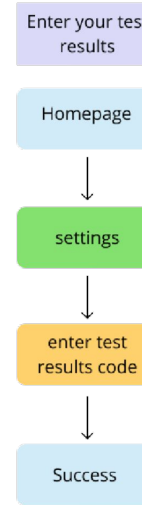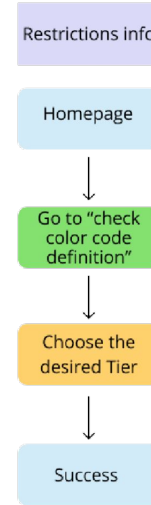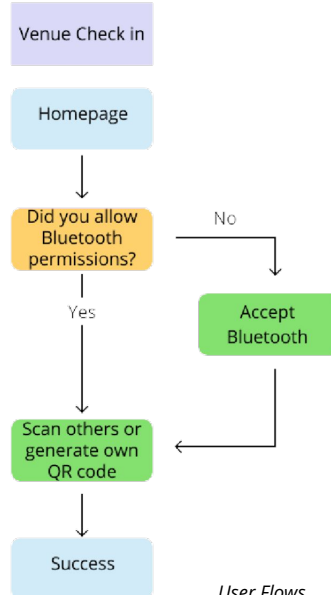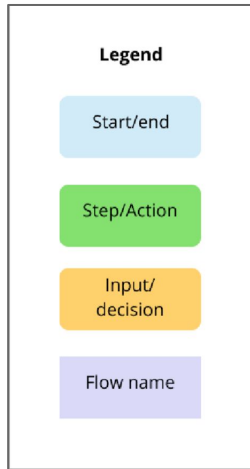

User Flows

LOW-FIDELITY WIREFRAMES

The First version of the wireframes had the most functions, which allowed us to easily select the most desired ones upon user testing.

QR code Onboarding

Homepage

QR code venue check-In

Live statistics

In-app vaccine appointment

Local restriction info

Low-Fi Wireframes

USER FLOWS: REVISION

no extra steps!

User Flows

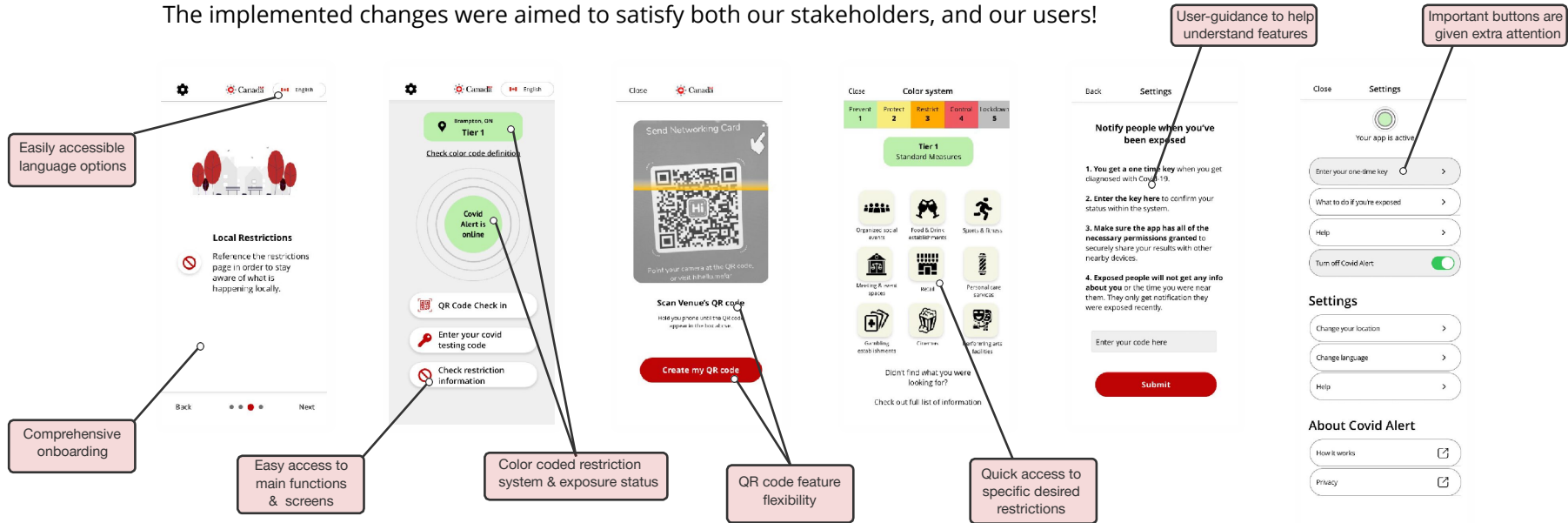# **STAKEHOLDER** MEETING AND FEEDBACK

We met up with the app development team on **March 15th**, and shared our ideas. We wish to be part of the team in the future and build up real cases.

We received some valuable feedback and will keep in touch with them.

Stakeholder Recording.m4a

24:34

Stakeholder Meeting

USER TESTING

Round 1 - We asked 6 users to finish 7 tasks, and we are able to observe the changes

Main Goals:

1. Do the flows and the UI make sense to the user?

2. Examine each features flow in detail.

3. Find out the most and least desired features.

Main Findings:

1. The task flows make sense and are rated positively by the user.

2. Some features require minor changes.

3. Most Desired: QR code & Restrictions Info

4. Least Desired: Self-Assessment, Vaccinations, & Statistics

Covid App Presentation by: Denis Leyzerukov, Yanni Lu and Donovan Tapunha

SECOND ROUND ITERATION

We spent a long time iterating our designs & flows based on the data from usability tests.

The implemented changes were aimed to satisfy both our stakeholders, and our users!

User-guidance to help understand features

Important buttons are given extra attention

Easily accessible language options

Comprehensive onboarding

Easy access to main functions & screens

Color coded restriction system & exposure status

QR code feature flexibility

Quick access to specific desired restrictions

User Testing Round 2

HIGH-FIDELITY PROTOTYPE

The prototype will be show
in the sharing screen

FINAL THOUGHTS & NEXT STEPS

Exposure meter

4.6/10
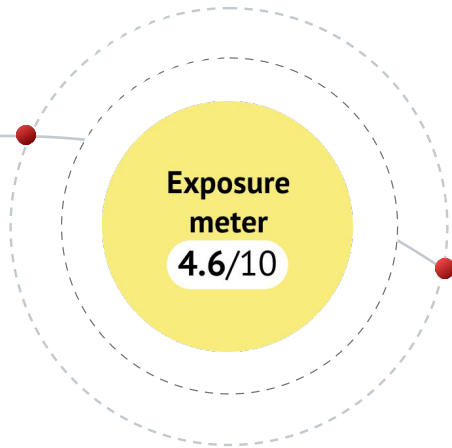
Our team really enjoyed working on this project. We worked well together and managed produce something that is coherent, meaningful, and nice to look at.

The exposure tracing feature can produce much more impact than it does now. It can be developed to continuously evaluate and report one's exposure risk based on other phones the app comes in contact with.

THANK YOU

Please contact us for
further discussion!