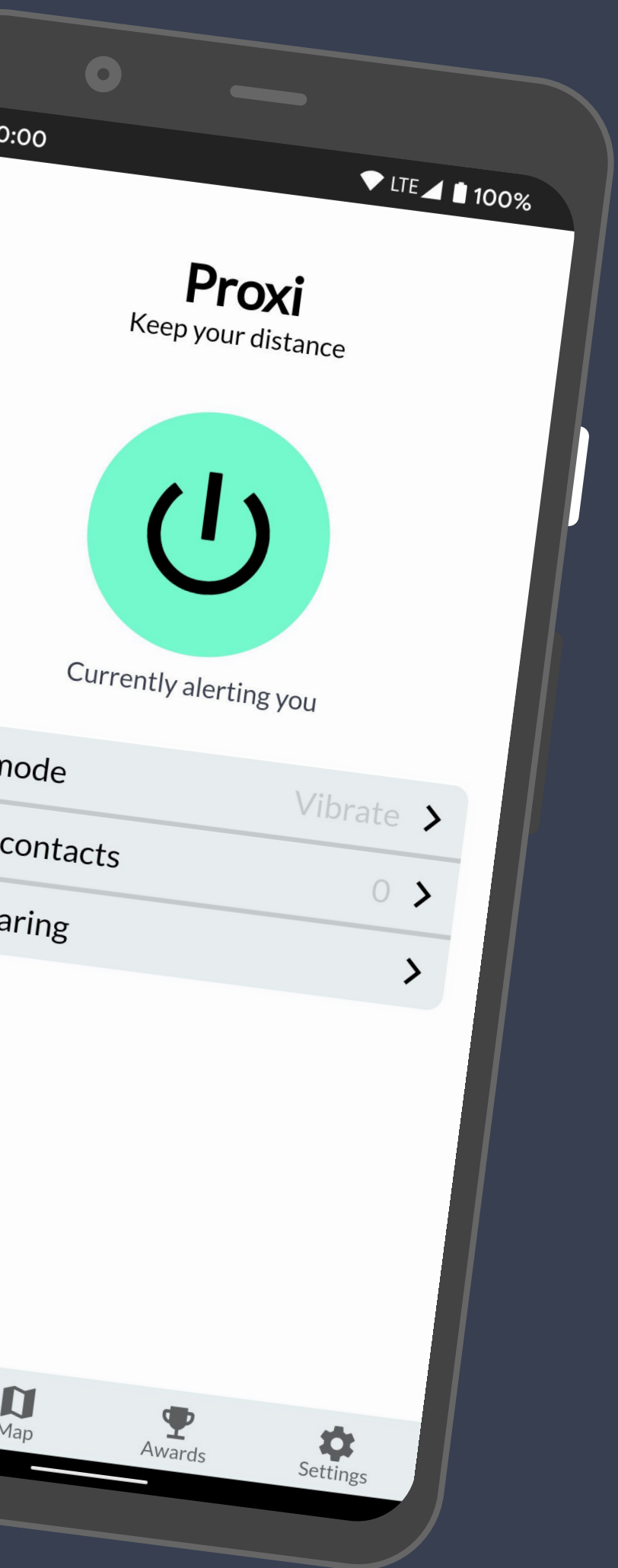
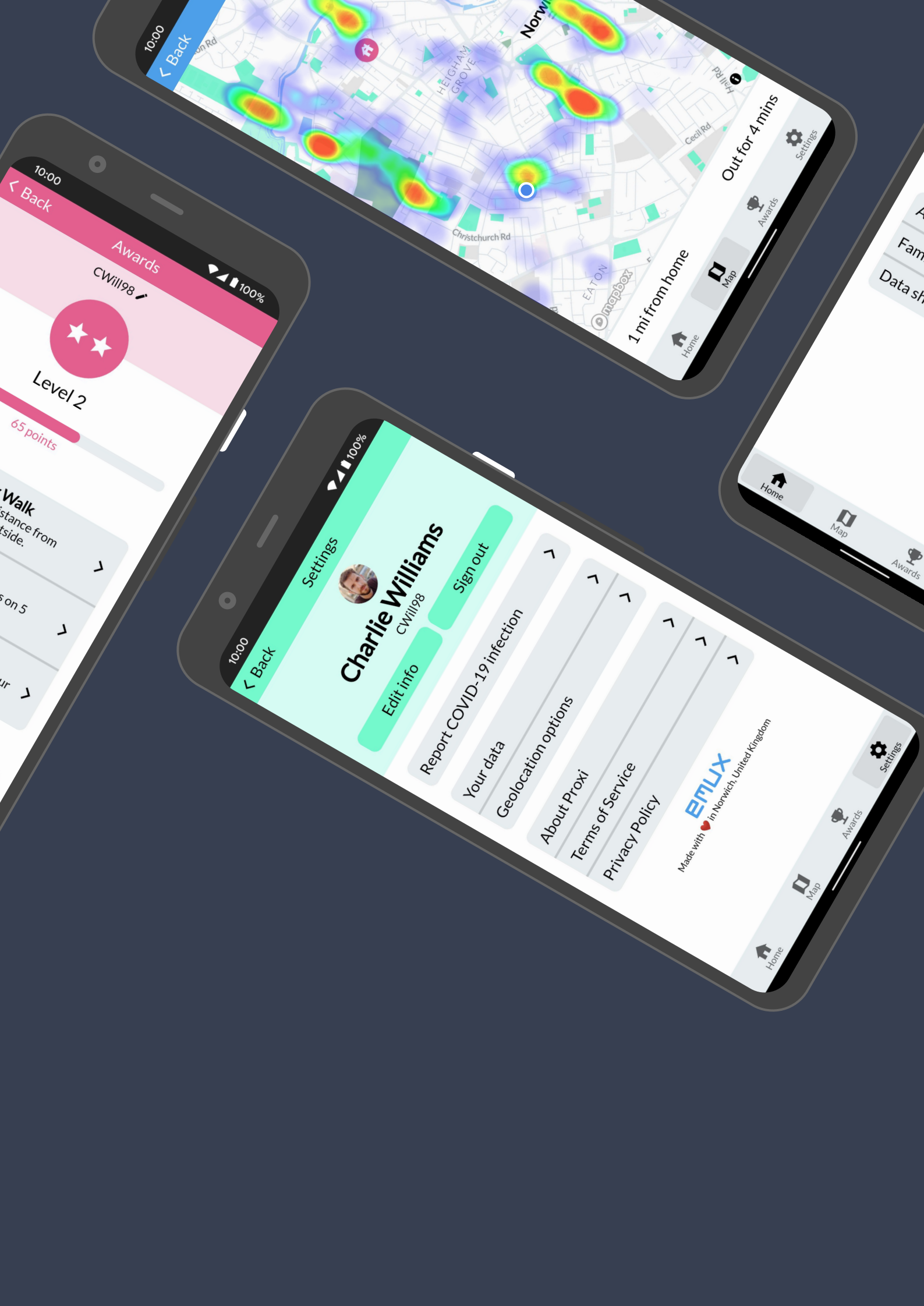


Proxi

Press Kit

emux


10:00
Back
Awards
CWill98
100%
Level 2
65 points
Walk
Settings
Charlie Williams
CWill98
Edit info
Sign out
Report COVID-19 infection
Your data
Geolocation options
About Proxi
Terms of Service
Privacy Policy
Made with in Norwich, United Kingdom
Out for 4 mins
1 mi from home
Home
Map
Awards
Settings
Christchurch Rd
HEIGHAM GROVE
EATON
Cecil Rd

This is Proxi.

Put simply, Proxi is a mobile app which is designed to both alert users who come within 3m of each other, and to track the spread of COVID-19 through Proxi's contract-tracing algorithms.

The development of Proxi had to happen fast — we set ourselves a target of 3 weeks to implement the main functionality of the app. Sure enough, the app was production-ready on the 21st day since its creation.

The core principle of Proxi is to be anonymous — we're proud to be one of the few tracking apps that respects users' privacy, and we believe that the security of our users' data takes precedence over all other aspects of the app.

Proxi is designed to be fun, informative and importantly, accessible. We believe that these three key values make the best apps out there. We pride ourselves on providing a fun yet relaxed user interface, content that is informative yet easy-to-understand, and a user experience that is accessible for both able and disabled users, passing countless guidelines.

1069

users invited to internal Beta testing and feedback phase

29

days in which Proxi was made, start to Beta

40+

hours put into developing the Proxi product

5400+

lines of code written

Delivering Proxi, *Fast*

With the ongoing global coronavirus pandemic, we need to get our app out ASAP. One of the core functions of Proxi is to track the spread of coronavirus around the globe, and the timing of our app in the market is essential.

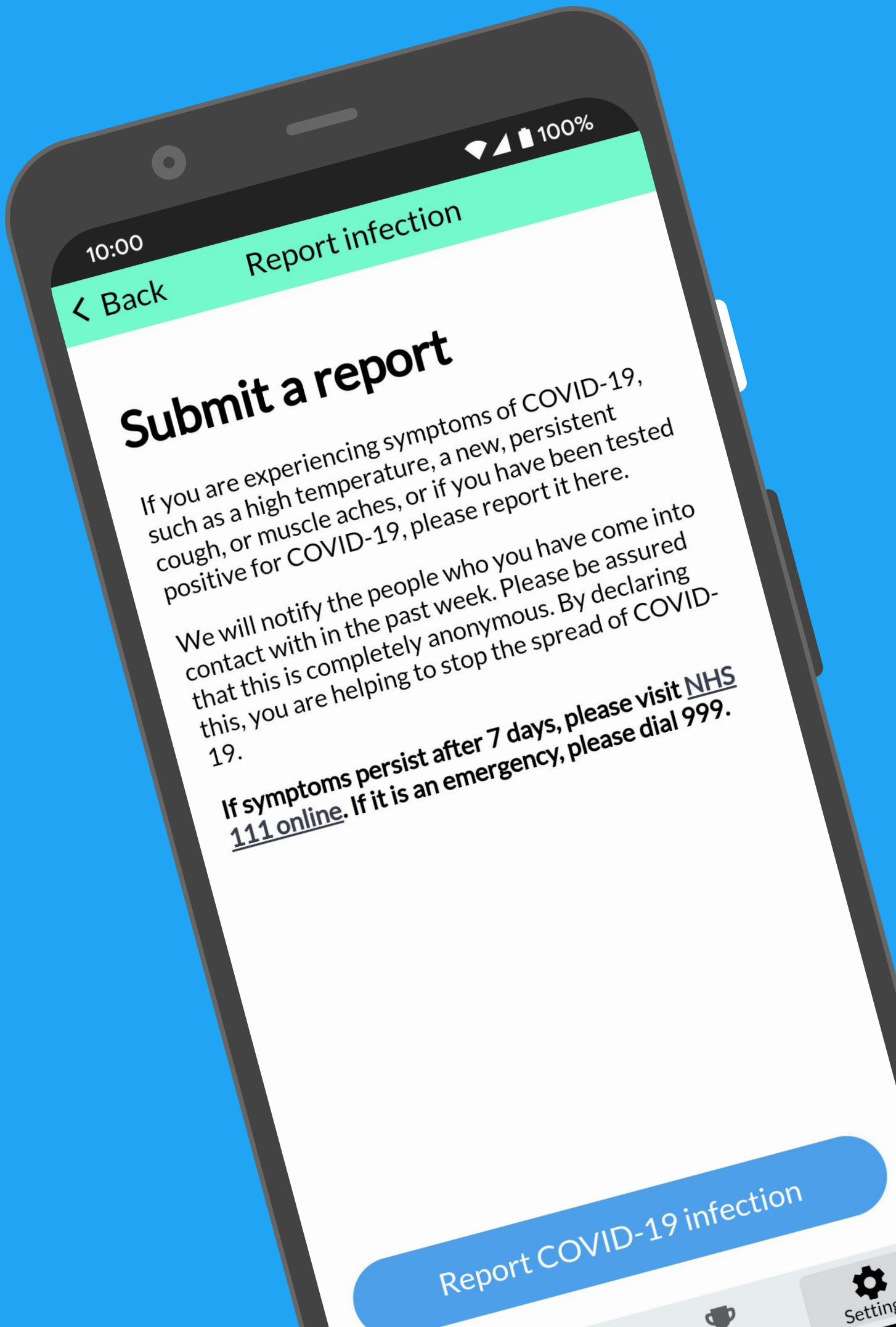
Because of the rapid changes in news stories around coronavirus, our app needed to be done so that it would become as effective as possible. Our target is to get everyone using Proxi when they have come out of lockdown.

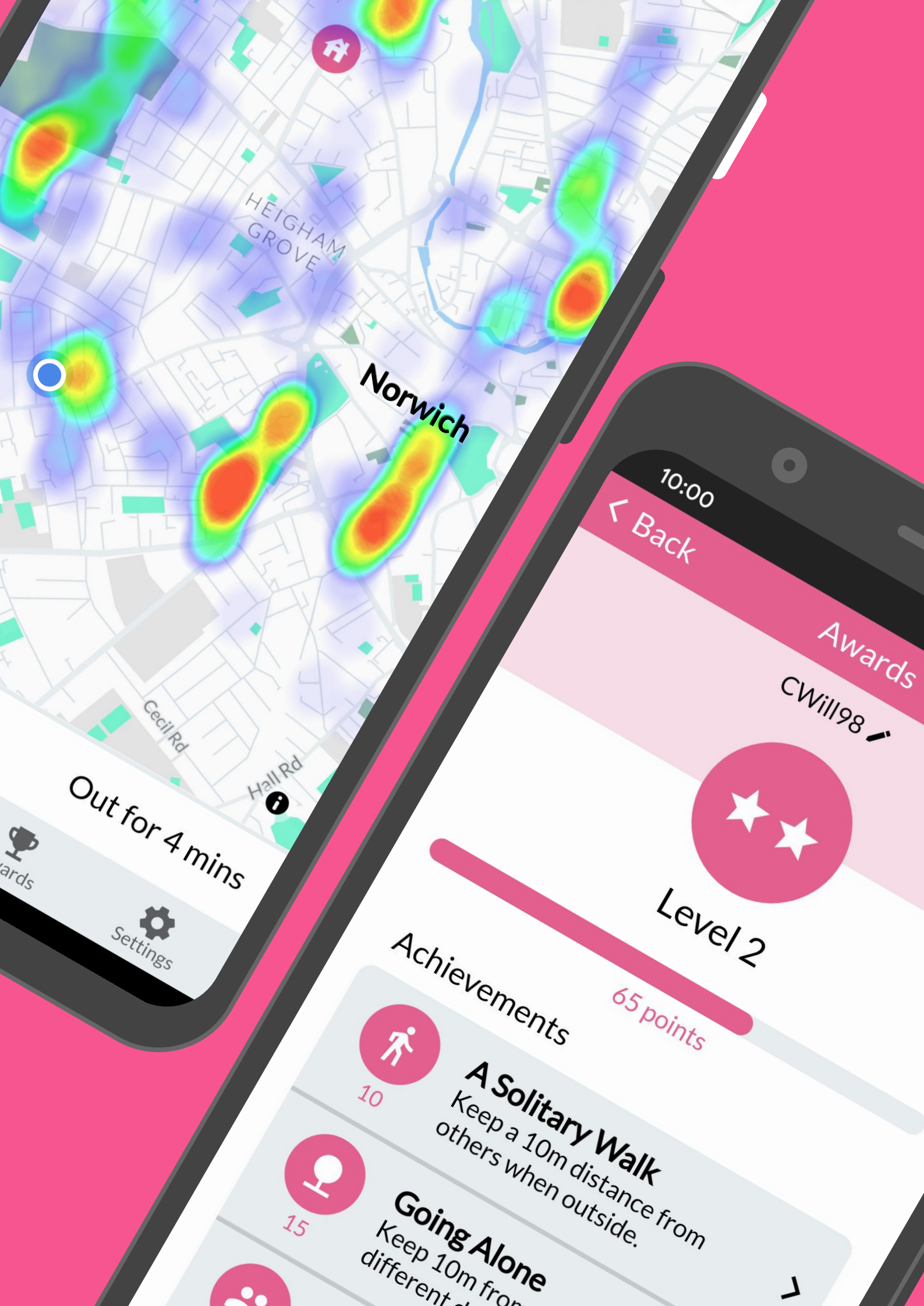
One of the main advantages of Proxi over other tracking apps is that it is not limited in terms of who is allowed to use it — we are allowing anyone from any country to use Proxi, so that there is one unified app that can track the spread of coronavirus *globally*. To do this, we've ensured that our app works in multiple countries around the world, and we have made sure that the app perfectly adapts to different locales — for instance, we have made our in-app advice adapt depending on the user's region or nationality, so that our users can get the most up-to-date information that is specific to the region that they are in.

In normal circumstances, Proxi would have taken months to develop; but because of the urgency of making the app available to everyone, the Proxi was developed in just weeks. We have, however, not made any comprises — everything that we thought up of on day one has made its way into the app.

After working with multiple organisations to gain feedback on Proxi, our app is now perfect for widespread usage. Our app arguably functions better than competitors', but it was developed in just 29 days, compared to the multi-month time spans that have been enforced by the developers of competing apps.

Whilst our app is still subject to iterative feature introduction, we are very pleased with the outcome — the final version of Proxi is literally how we envisioned the app at the start of the development process — from the designs of the app to the functions that the app can provide.


10:00
100%
Back
Report infection
Submit a report
If you are experiencing symptoms of COVID-19, such as a high temperature, a new, persistent cough, or muscle aches, or if you have been tested positive for COVID-19, please report it here.
We will notify the people who you have come into contact with in the past week. Please be assured that this is completely anonymous. By declaring this, you are helping to stop the spread of COVID-19.
If symptoms persist after 7 days, please visit NHS 111 online. If it is an emergency, please dial 999.
Report COVID-19 infection


HEIGHAM GROVE
Norwich
Cecil Rd
Hall Rd
Out for 4 mins
Settings
10:00
Back
Awards
CWill98
Level 2
65 points
Achievements
10
A Solitary Walk
Keep a 10m distance from others when outside.
15
Going Alone
Keep 10m from different

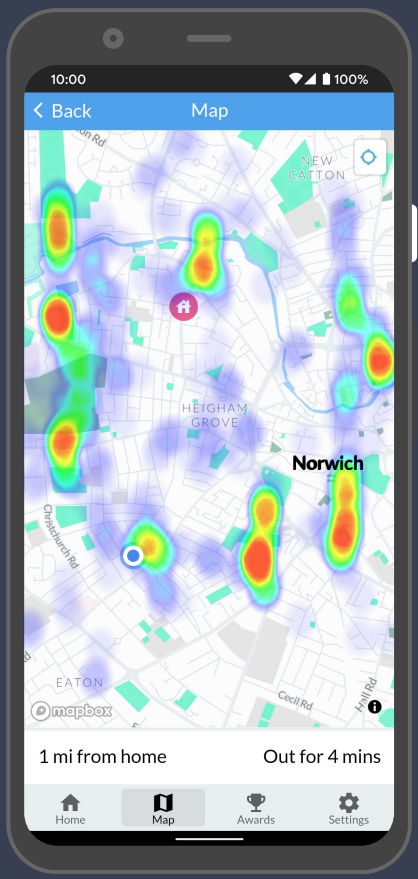
Creating a Unique Experience

We needed ideas that are unique to Proxi — the USPs — so that we could differentiate ourselves from other tracking apps on the market.

We established our ideas collectively, combining our knowledge of the market with new, exciting innovations that have never been integrated into apps before.

We didn't want our app to be boring like our competitors' — we wanted Proxi to both serve as an app that provides the tracking functionality, but also some of the playful and fun functionality too. For example, we have implemented the map — which allows users to see the busyness of areas around them — as well as the awards page — allowing our users to be competitive whilst keeping safe.

More specifically, our awards page invites competitiveness through a points-based system, paired with a leaderboard. In order for users to gain points, we had implemented an achievements system, where users would have to complete certain tasks in order to 'level up' and thus gain a higher position on the leaderboard.



Our map is just one example of the many USPs in Proxi: users can see the busyness of areas in and around their city.

Our Team

Sebastian Gotto
Chief Executive Officer

Seb envisioned Proxi, having seen the weaknesses in competitors' products. As the CEO of Emux Technologies, Seb has been key to the app's development.

James Livesey
Chief Technology Officer

Having coded since he was six, James is in charge of writing the Proxi programming. He has worked to deliver the app within just a few weeks.

Felix Arkle
Data Protection Officer

After reading up on relevant legal documents, Felix has advised us on what actions must be taken to ensure that Emux is compliant with laws.

Matthew Burton
Chief Operating Officer

Matthew has been paramount in making sure that the app becomes successful in the crowded market. He's even recorded a few sounds in the app!

Brand Guidelines

Emux uses a distinct set of colours and styles to differentiate itself from the crowded market of today.

From our logos to our choice of typefaces, Emux Technologies portrays itself as a relaxed and fun company, and an organisation that delivers some of the best products out there. Our team is optimistic about the future that lies ahead of us, and strives to help others first over making money.

If you are creating an article or report on Emux or Proxi, feel free to use our assets and design choices within your publications — we will have provided you asset files which you can use as imagery for your article. We kindly ask you to refrain from editing our assets to make our products be advertised differently than what is seen 'in real life' — we wish to be fair on all of our customers and consumers.

To the right, you will see our typeface, colours and icons. If you are using them, we suggest that you use the file-based versions instead of the versions that you see here as it'll be easier for you to insert them into your publication.

Lato Regular 400
Lato Regular 400 Italic
Lato Bold 700
Lato Bold 700 Italic

The typeface that we use, Lato, designed by Łukasz Dziedzic. This typeface is subject to the Open Font License, and is free to download.

The Emux logo. We strongly suggest that you use this version over the smaller version which features only the letter E.

The Proxi app icon. This icon uses the colours shown below, and should not be recoloured or made greyscale.

The colour scheme we use for our branding, with the associated six-digit hex colour codes that can be used in your publication.

Published by Emux Technologies Limited

Chief Executive Officer: Sebastian Gotto
Publisher: Matthew Burton

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Text set in Lato and Roboto Mono

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