Location-Specific and Timely Information

Most apps lack disease-specific guidance and have irrelevant alerts

lack of customizable, relevant alerts in current apps.

The critical importance of location-specific data for disease vector control and public health interventions

Many health alert apps focus on broad disease surveillance but lack location-specificity and actionable interventions

Key desired features are location-based alerts when traveling, symptoms info

20% of target users are not concerned about Zika risks at all

78% of target users want customizable risk levels and alert settings

The surveys revealed a wider range of customization needs than the other research suggested.
The app may need to account for factors like age, pregnancy status, and specific locations visited

There is a strong desire for reliable, customized information about Zika virus. Users want to know the risks for their location and planned activities.

The literature review and competitive analysis both highlighted the importance of localized, customized data.

Ease of use and simplicity are valued in the app interface and information delivery

Interface & Content

A simple, easy to understand interface is key.

prevention steps, and partnering with public health agencies for trusted information

ere's a requirement

There's a requirement for content and a tone that provide reassurance and support

Make risks personally relevant by focusing on emotional drivers

Opportunities to differentiate

by tailoring content to local risks,

The literature points to some opportunities around data visualization to communicate risks that competitors have not leveraged and received little mention in the surveys. Charts, maps, and diagrams may be an area for differentiation

Some apps have alarmist tones not aligned with best practices for risk communication

Users want actionable information to protect themselves from Zika e.g. steps to avoid mosquitoes and insect-borne disease prevention measures

Increasing Awareness and Prevention

Need for reassuring and supportive content and tone

The need for actionable information and resources to empower individual disease prevention behaviors

Information about symptoms, prevention and treatment options are in demand. The surveys and literature review both pointed to users wanting to understand how to interpret symptoms, and how to protect themselves. Competitors are also providing this type of information.

The value of risk communication best practices - transparent, consistent, and accessible messaging from trusted sources

Critical awareness
gaps are present
during pivotal moments,
such as pregnancy or
when planning travel

Emotional motivation of protecting baby's health drives the need for timely, trustworthy Zika info

Increase awareness and make Zika risks personally relevant

Legend



Survey conducted with Pregnant women, couples planning pregnancy and travelers in zika-prone areas



Literature review and Academics



Competitive analysis on existing Zika Apps