- **App should use simple, easy-to-understand language and visuals for broad accessibility**

- **Alerts and mapping of Zika cases should be updated at least weekly to be timely**

- **Location-based alerts must have accuracy within 2 miles to be relevant and actionable**

- **Educational modules and FAQs should be comprehensive yet scannable for quick reference**

- **App should have an intuitive, user-friendly interface for all user personas**

- **Performance should allow for real-time mapping and alerts without lags or crashes**

- **App data and recommendations should come from authoritative health organizations like <u>WHO</u> and <u>CDC</u>**