SCENARIO

Using a COVID Containment Zone App



How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?

Trying out an app

Visit website or app navigates to the main portal of our app.

After installing our app, the customer creates an ID for him/her to use.

Get Aware of Covid

Writing & submitting review



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

Able to check if the user is in affected area.

Some Recommended precautions are also shown to the user to protect them from Covid

Get to know the current Covid Stats from the stats section of the app.

Star rating from other users will promote our app

Thereby providing sense of awareness to public

User feels safe and



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Help me to find Covid Stats

If other users interact with this person, they will see these completed tours also



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

stats section

We've heard from several people that the alerts were essential

People generally feel safe and secure



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Authentication issues might arise

Latency in fetching data from the Cloud

Covid Stats obtained from the internet can't always be relied on

User might feel annoyed by the prompt for review



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

How might we reduce the latency in updating the user details?

Failure of Location

How might we update the app to track other pandemics