Containment Zone Alerting Application

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Feel safer and warned

Am I risking my private info?

Is my location kept secured?

Whether it will give the proper alert?

What do they HEAR?
what friends say
what boss say
what influencers say

Maybe this isn't the best?

Provide proper information

Speed and convenience

CONTAINMENT ZONE ALERTING APP USER

Easy User Interface

Remainder to be precautious

Better protection from infections

What do they SEE?
environment
friends
what the market offers

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

What is the accuracy rate of the app?

Get notifications even when the app is not running in background

Show the distance between user & containment zone

PAIN
fears
frustrations
obstacles

How do I know if the app is right?

Is the app really working?

Can I trust it?

GAIN
"wants" / needs
measures of success
obstacles

Preventing infection

Get alerts about containment zones

Makes feel safer