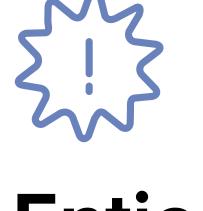


**Using a COVID Containment Zone App** 



How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what

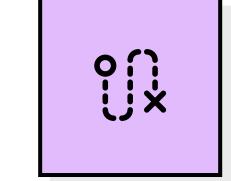


What do people typically experience as the process finishes?

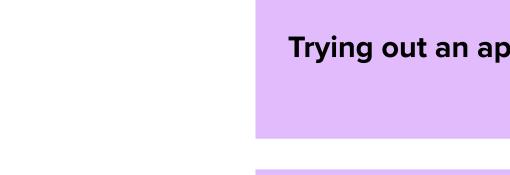


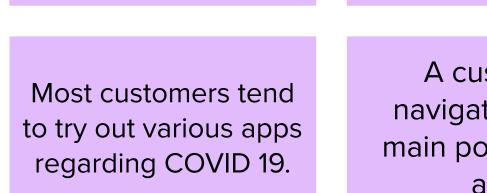
# Extend

What happens after the experience is over?

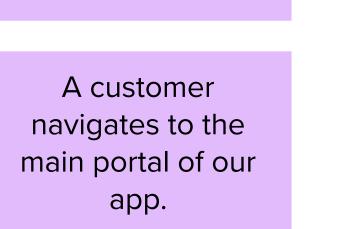


What does the person (or group) typically experience?





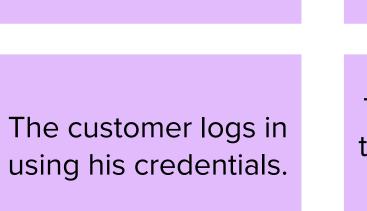


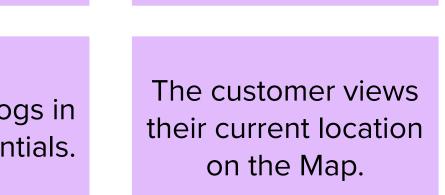


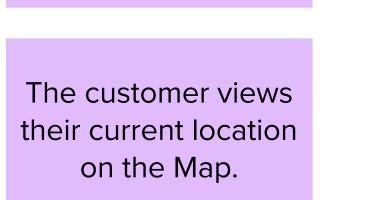
Visit website



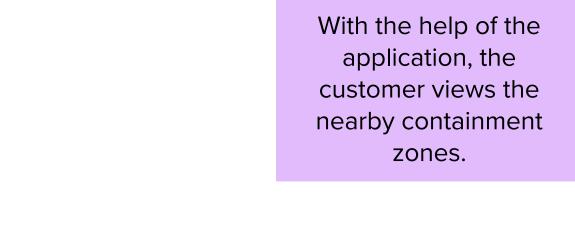


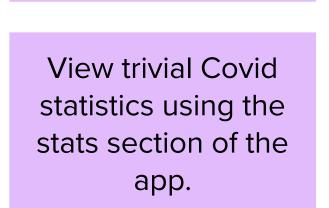


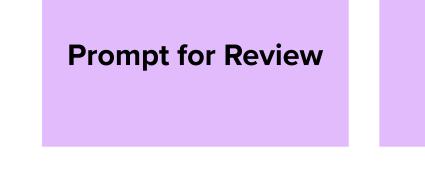




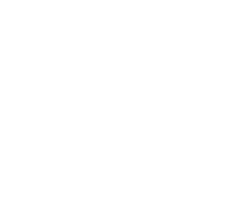




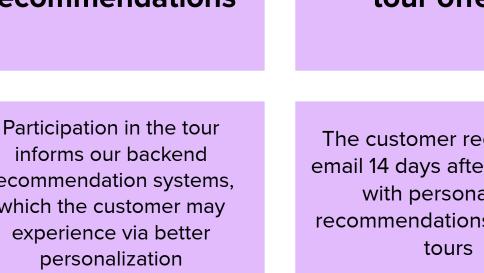














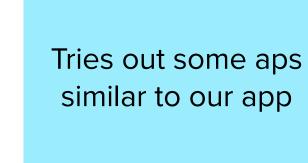


arrival city.



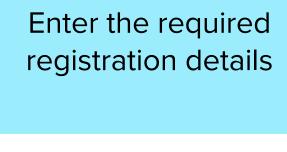
What interactions do they have at each step along the way?

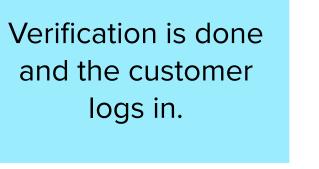
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

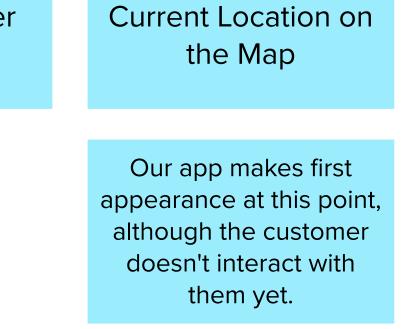




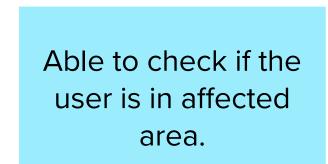


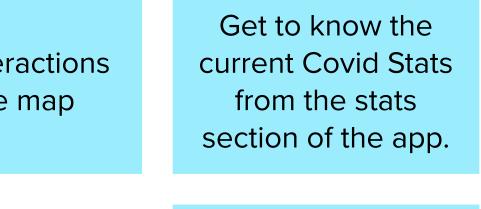


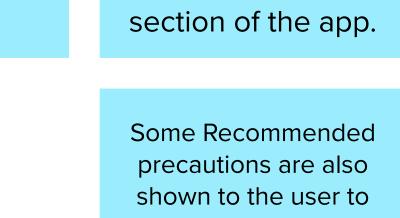






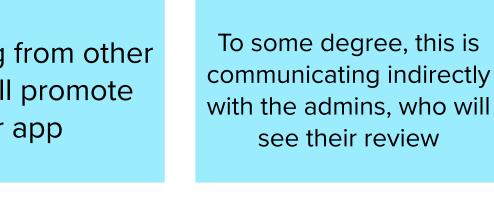


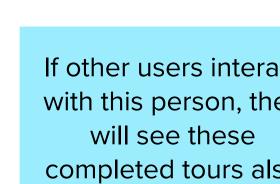


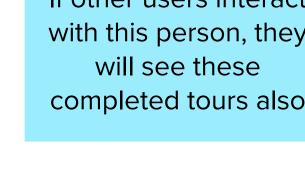


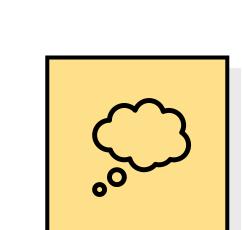
protect them from Covid









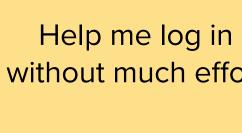


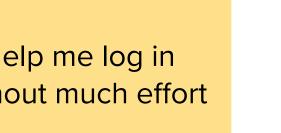
## **Goals & motivations**

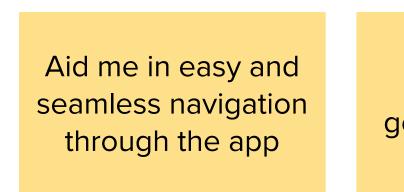
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

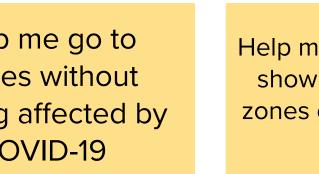


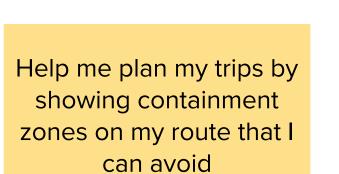


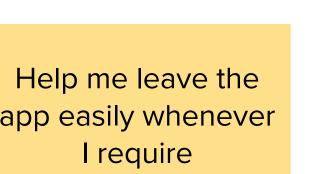


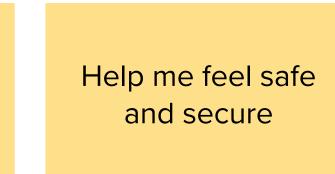


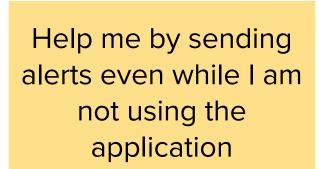


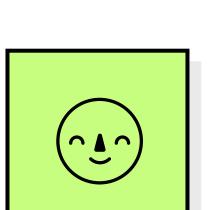






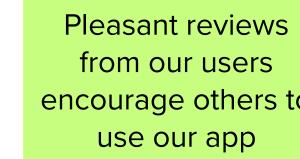


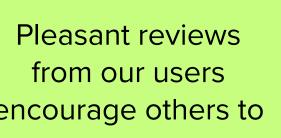




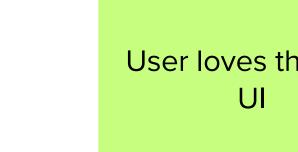
### **Positive moments**

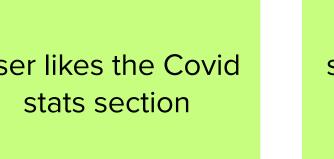
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

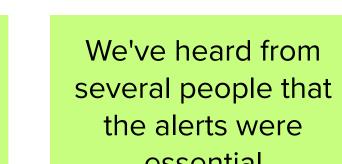




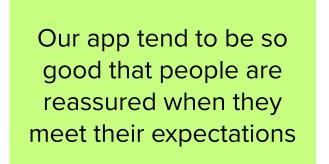


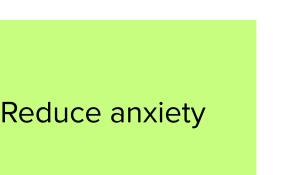


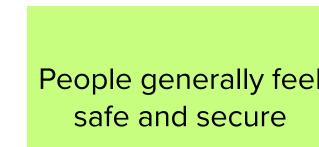


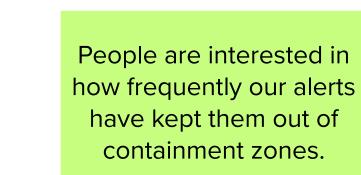


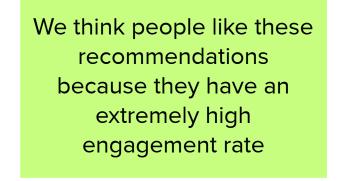








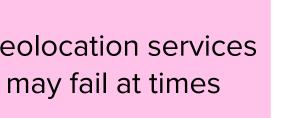


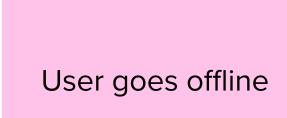




### **Negative moments**

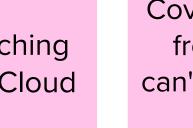
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

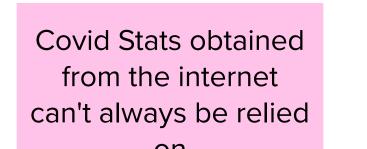




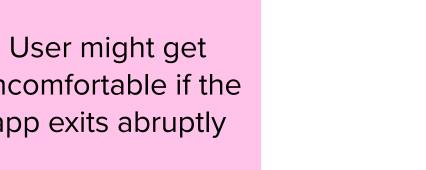
Authentication issues might arise

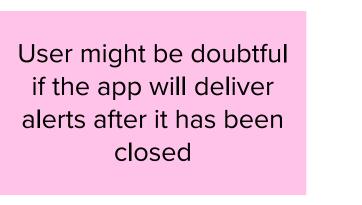


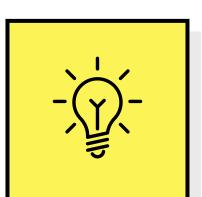












### Areas of opportunity

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

