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A3 Theme: Disaster Relief Mobile Application

PROBLEM STATEMENT What problem do we need to solve for customers and users (either internal or external)?

- Providing:
 - **supplies,**
 - **emotional/psychological assistance,**
 - **medical assistance,** and/or
 - **assistance in the form of manual labor**
- to individuals who are in need of them in a post-disaster situation.

CONSTRAINTS What existing user workflows and technical constraints should we consider to design a solution?

- Relies on the person/s in need having access to a, or someone with a, smart phone connected to the internet.
- Relies on volunteers, or groups of them if need be, being available to assist the person/s in need.

TARGET USERS Which personas (and editions) are feeling pain now? What job are they hiring us to do?

- The personas feeling pain currently are those in need of **supplies, emotional/psychological assistance, medical assistance, and/or property damage assistance** after the many recent earthquakes.

- The second group of target users are community members or volunteer groups who are eager to help those less fortunate who are undergoing the aforementioned necessities.
 - They are hiring us to create a hub where they can properly publish or view the requests for assistance of most (or all) individuals currently in need.

NEW USER EXPERIENCE How will the interface (web, mobile, API) and user workflow change?

- Individuals in need will no longer need to rely on the limited (and sometimes unreliable) scope of how far the reach is of their calls for help within their community or in social media posts.
- Individuals in need will no longer need to rely on waiting for limited, slow, and unreliable government-provided assistance.
- Community members or volunteer groups who are eager to help those in their community or other communities will no longer rely on word of mouth or social media posts reaching them to find out **who is in need** and **what their needs are**.
- The new user experience will be simple and organized in a mobile application in such a way that individuals in need can **post their needs and keep volunteers updated** on whether they received them or still are in need of them in which case volunteers can then heed their call.
 - If they only received a part of what their needs were, updating their post will let volunteers know which of them are still in need.
 - Volunteers will offer their assistance under the individual in need's post and then plan a meeting with them upon their response.

COST OF DELAY What is the opportunity cost if we don't solve this problem? How can we measure success?

- Delay in the context of releasing this application implies that the people in need will either not receive the help they need or that the help needed will arrive much slower than it would if the app was released.
- Success, while the app is released, is measured by
 - the total amount of individuals who receive assistance through the use of the application,
 - the chance of this happening,
 - and time it generally takes for them to receive help after they make their post.

VALIDATION & MEASUREMENT PLAN How do we make sure that we solved the problem?

- We make sure that the problem is solved if people asking for help are **consistently** assisted in a **timely manner**. For the context of this application, we will consider it “timely” if the person receives their requested help within 24-48 hours.