

Assignment 2

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Part 1: Competitive Analysis

/ APP / CATEGORY	COVID Central	COVID Alert	TraceTogether	ABTraceTog ether	COVID Symptom	Kwarantana Dommowa (Home Quarantine)
Owner	Me	Health Canada	Government Technology Agency	Government of the Province of Alberta	New Jersey Technology Council Inc.	Ministerstwo Cyfryzacji
Users/Downloads (estimated)	N/A	4,051,648	2.4+ million users by 4 Sept. 2020	~1000+ by September 30th 2020	Unknown	~500,000+ by October 9th 2020
Age of Product	N/A	2+ Months	7+ Months	5+ Months	Unknown	8+ months
Key Features	Statistics Tracking, COVID News, Alerts with Map showing location of possible outbreak location, Data Sharing, Volunteer/ Elder support program with GPS tracking and map data for volunteer tasks	Contact Tracing, Alerts, Integration with healthcare system, Available to many provinces in Canada, COVID News History	Support for Physical TraceTogether Token for better performance, Alerts	Support for Physical TraceTogether Token for better performance, Alerts	User-friendly symptom quiz, History of previous self- assessments, Date symptoms by the day, Track previous COVID tests at testing facilities, Cloud sync your data across web and mobile, Share your health data for research, Clean UI Design	Tips to remind you how to stay safe when leaving home
Cost (\$CAD)	0	0	0	0	0	0
Overall App Rating on the App Store	N/A	4.5/5 (3.6k)	3.5/5 (2)	2.6/5 (529)	4.5/5 (18)	1/5 (3)

All data is estimated based on reported information in blogs/articles. App specific information pertains to the iOS platform only in this data

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UI/UX Investigation

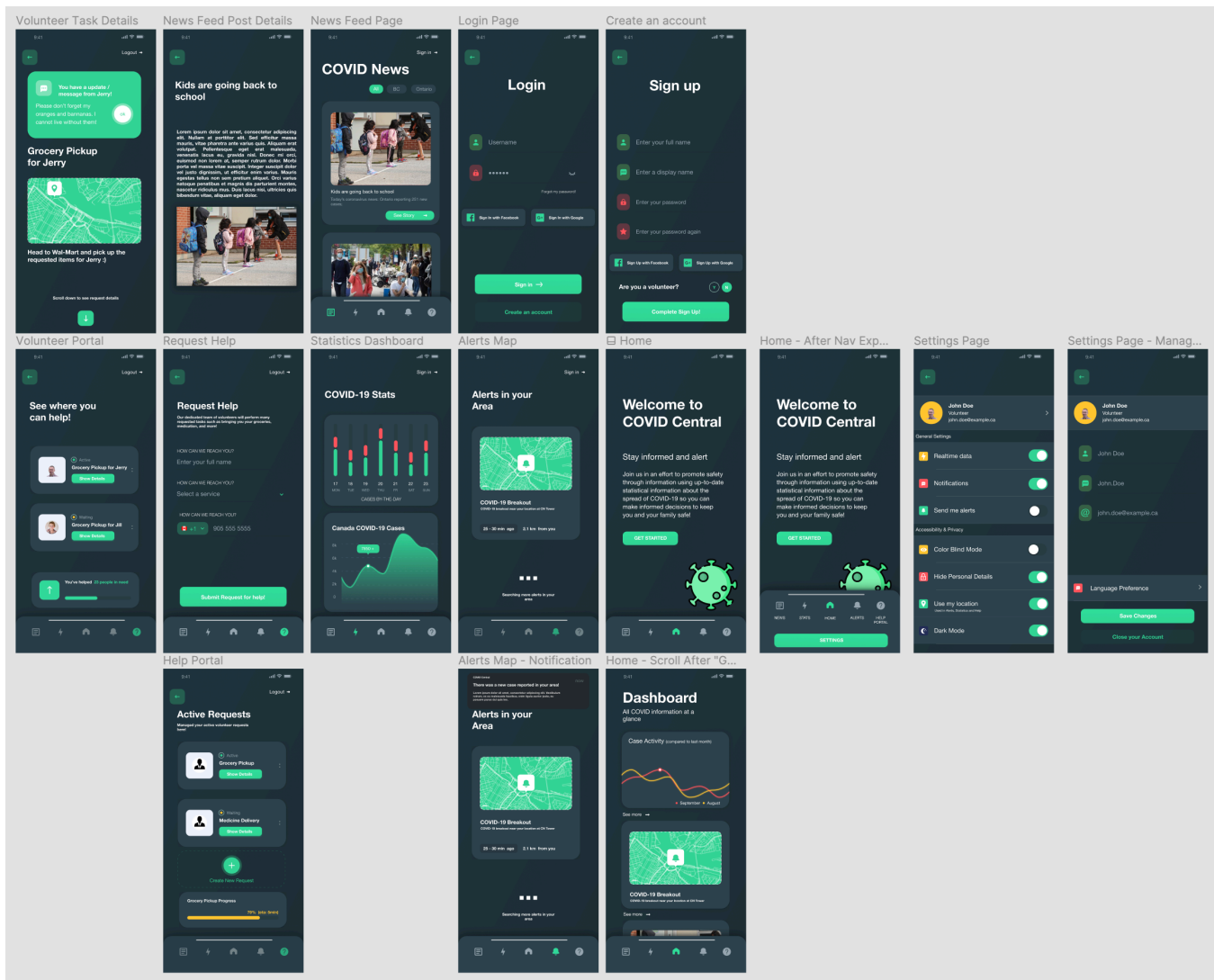
Competitor	UI/UX Issues / Notes
Covid Alert	Not many UX issues since the design teams main focus was accessibility based on my research. They have included contrast options for colour blind, voice control and navigation for blind. They included responsive design in cooperation with Mozilla's Mobile Accessibility Checklist. One of the key disadvantages in terms of User Experience and accessibility from my perspective is the fact they do not support anything but the newest OS versions making the app only accessible to the fraction of the population that has the newest OS version currently. In terms of design choices, I think the app is made simple and easy to follow and use but with this it comes with a very bland, uninteresting, dry visual experience. Nothing particularly pops out and the color scheme is boring. The calls to action are highlighted in a primary or accent color which helps bring the eyes to meet those elements, however. COVID Alert's focus on data privacy did win the app some points when comparing to other similar apps on the market.
TraceTogether	TraceTogether supports 8 languages and has a very simple, clean and modern interface design that is welcomed with warm colours to draw the user in. The data use is very transparent making the app trustworthy and feel uninvasive. The navigation can be a little bit confusing at times and the wizard you must complete at the registration is longer than I would prefer, but this is done to ensure process completion. Overall the user interface design is easy on the eyes and makes you want to use the app, although when compared to Covid Alert, the app loses some points for accessibility since supporting 8 languages is kind of where the accessibility features stopped.
ABTraceTogether	Similar to TraceTogether (by the name you can expect this), but this app has some much more informative pages although the use of white space needs to be reconsidered since it does, at times, feel very cluttered. The functionality and accessibility suffers from the same problems as TraceTogether costing it some UX points, although the UI is actually very clean and modern as well. Different color scheme but the sharp edges and use of color to highlight important items as well as the cute illustrations make the app joyful to use. There are reports that the app suffers from stability issues however, which hinders its UX score greatly.
COVID Symptom	Since the COVID Symptom app does not have the exact same purpose as the other app on this list, it's audience will also be different. For this reason the need for accessibility is not as urgent beyond the standard accessibility practices (language locals, text-to-speech, etc...). The app has done a great job at embracing a simplistic old-school look for most of their interfaces which in terms of user experience is welcomed. The experience right from the get go when you are asked "how you are feeling" is made so straight forward thanks to the use of familiar images enforcing recognition instead of real so people who may not even be too familiar with the text would understand which is bad and which is good. After this you get to select your symptoms in a question answer format which makes the app feel very conversational and all of this is done with a clean, mostly uncluttered interface. Some downsides however would be the plethora of information on the home page since this can be very overwhelming for the user and may cause them to stop use of the app right from the get go. Splitting this information into multiple hidden tabs or separate pages would be one way of reducing this clutter.

Competitor	UI/UX Issues / Notes
Kwarantana Dommawa (Home Quarantine)	This app is one of the worse apps we have seen so far in this investigation. While the app has a nice modern interface design, the app feels unstable and reportedly filled with bugs that have not gone un-noticed. The app also fails to serve its purpose on any front from an accessibility perspective. The navigation for the app feels clunky and for this reason it is hard to find information you are actually looking for. The feature set seems very lacklustre when compared to competitors in the space which also helps to explain its inability to continue to compete with more popular solutions. Also because of the astonishing number of bugs in the system and interface alone, it seems hard to trust the handling of data privacy within the app which, for an app of this nature, is incredibly important.

UX Issues in Covid Central (my app)

- Icons chosen for navigation may not be the most clear way of describing to the user where they will end up (solution: Expand nav menu for names under icons)
- There is no indication of color blind, blind, or language support for accessibility purposes (solution: options in settings page)
- The Home page of the app is almost entirely useless since it does not provide realtime information or any actions other than to go to the recent news (solution: make home page more of a overview of other pages like a dashboard)
- Simpler sign in and sign up options with their added convenience and security using SSO like Google would be much better than only offering a specific account for the service as shown in the prototype. (Solution: Added SSO options)
 - Should use Google or Facebook SSO sign in/up options
- No indication that alerts will be available as notifications outside of the app meaning that alerts may be noticed too late (partially defeating the purpose) (solution: add iOS notification example)
- No open requests section for elderly to track their request status (solution: Open requests page)
- No Settings page for customizing anything about the app such as notification preferences or color settings. (Solution: settings page)
- No way to manage profile (solution: account management page)
- No indication besides app name on app store (potentially) that the name of the app is Covid Central

Second Prototype of Covid Central



Links

Github Repository: <https://github.com/SystemFiles/HCI-COVID-Central-Prototype>

Figma Public Link: <https://www.figma.com/file/Ez5vnOBcNL3QjFA9gca3Mh/COVID-Stat-App?node-id=0%3A1>