

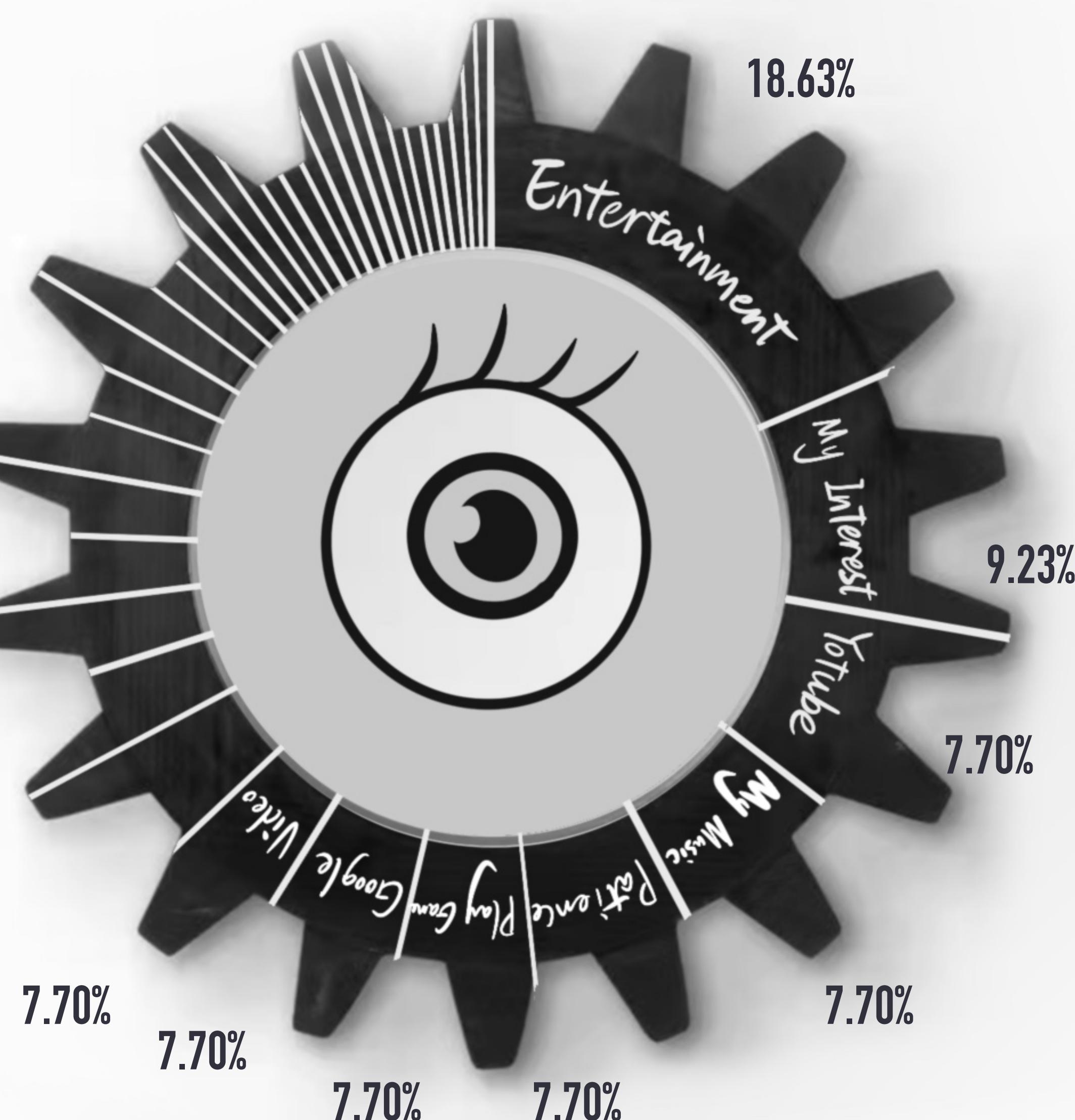
Phase 0: Background

THE LEAGUE OF VIRUS

My name is COVID-19, the boss of the League of Virus.

The purpose of the league is to conquer the earth, but these successive bosses have failed.

THE MAIN FUNCTIONS OF CLEVERCOGS



USER NUMBER

26.37%	ELDERLY CARE/SUPPORT
20.62%	CEREBRAL PALSY
11.36%	MENTAL HEALTH ISSUES
6.27%	DEMENIA
35.38%	OTHER

Total Number: 180962

CLICK VOLUME

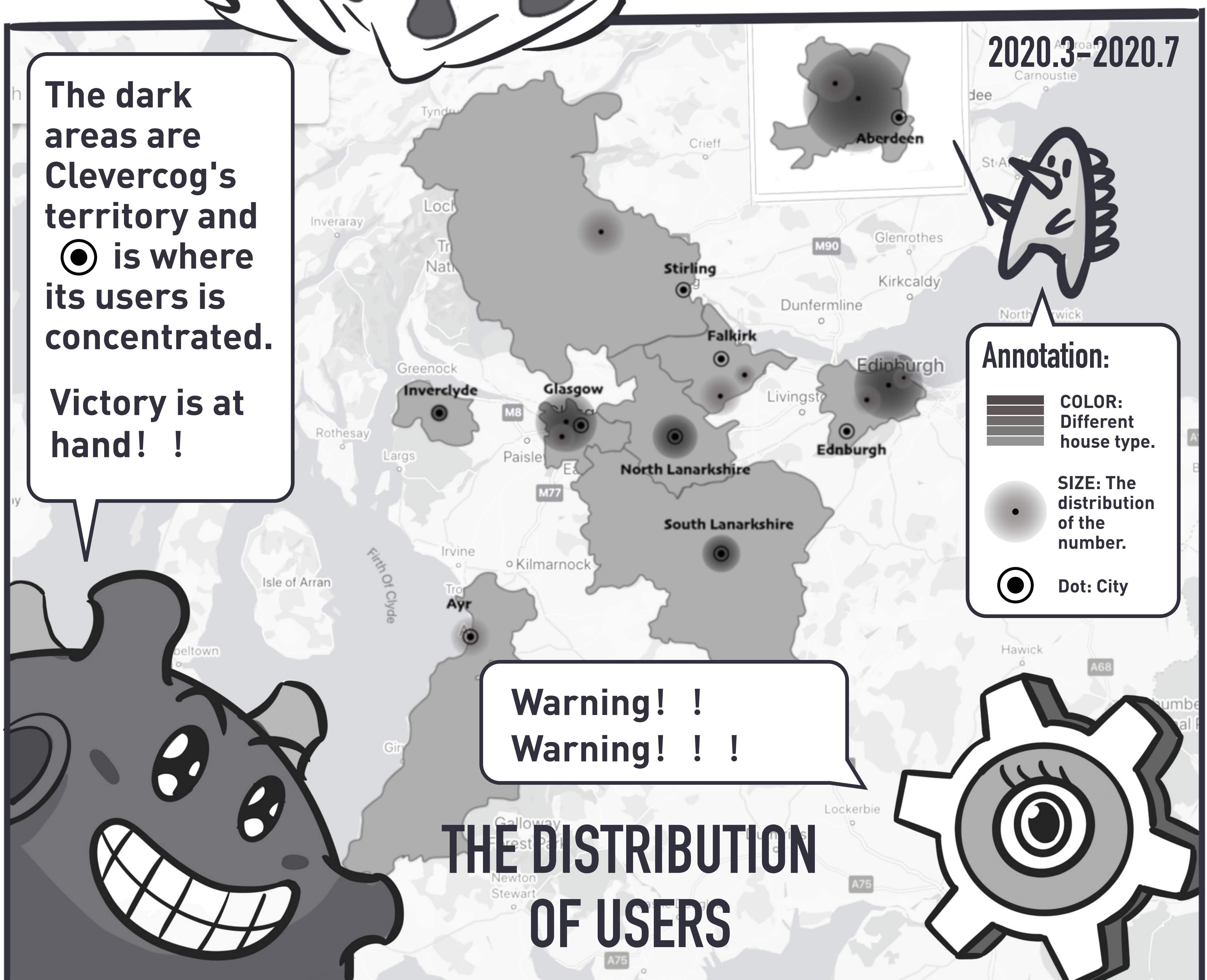
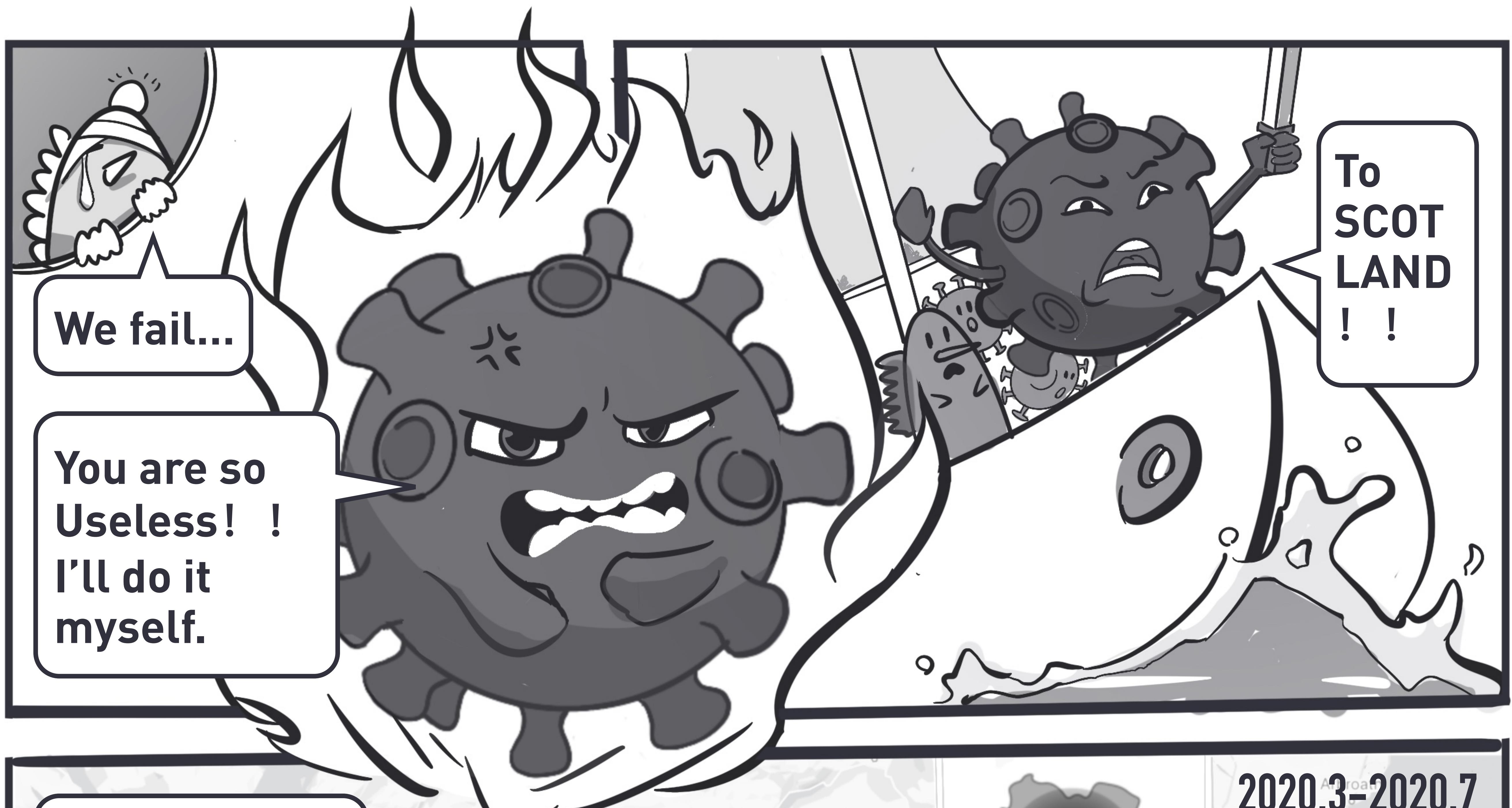
22.4%	CEREBRAL PALSY
10.04%	ELDERLY CARE/SUPPORT
7.65%	EPILEPSY
6.69%	MULTIPLE SCLEROSIS
53.22%	OTHER

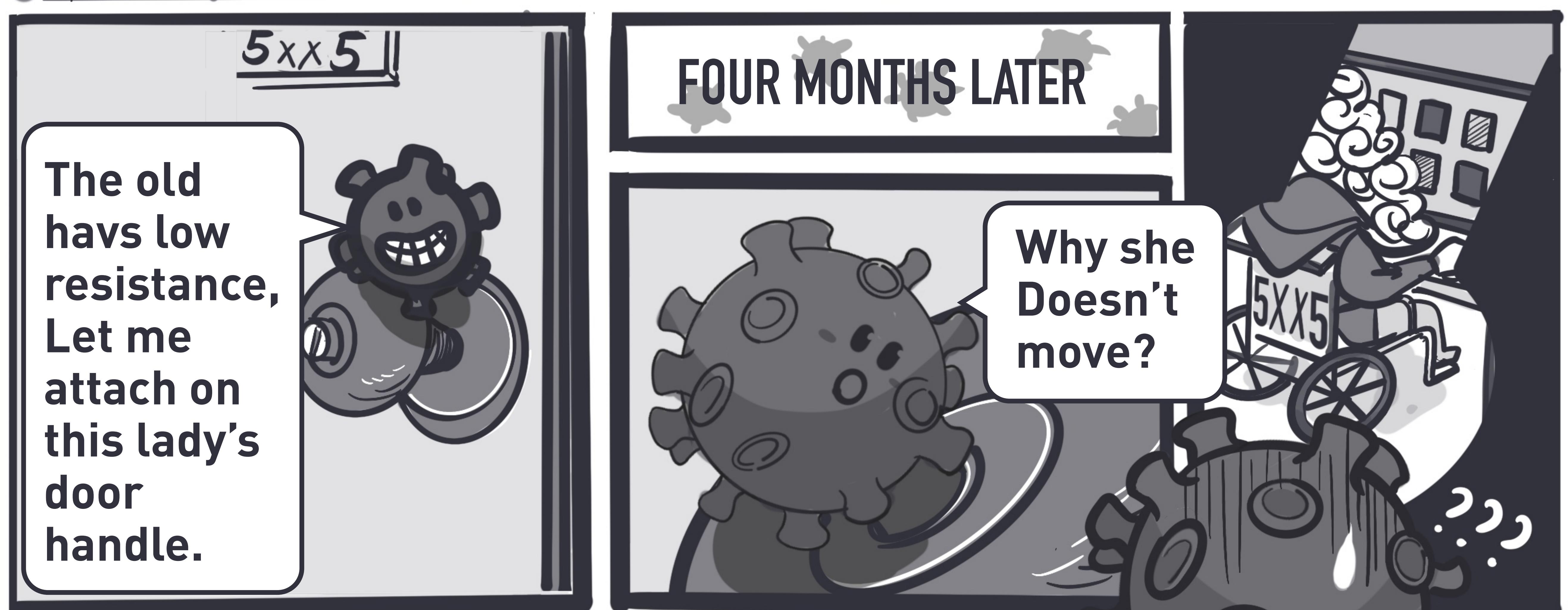
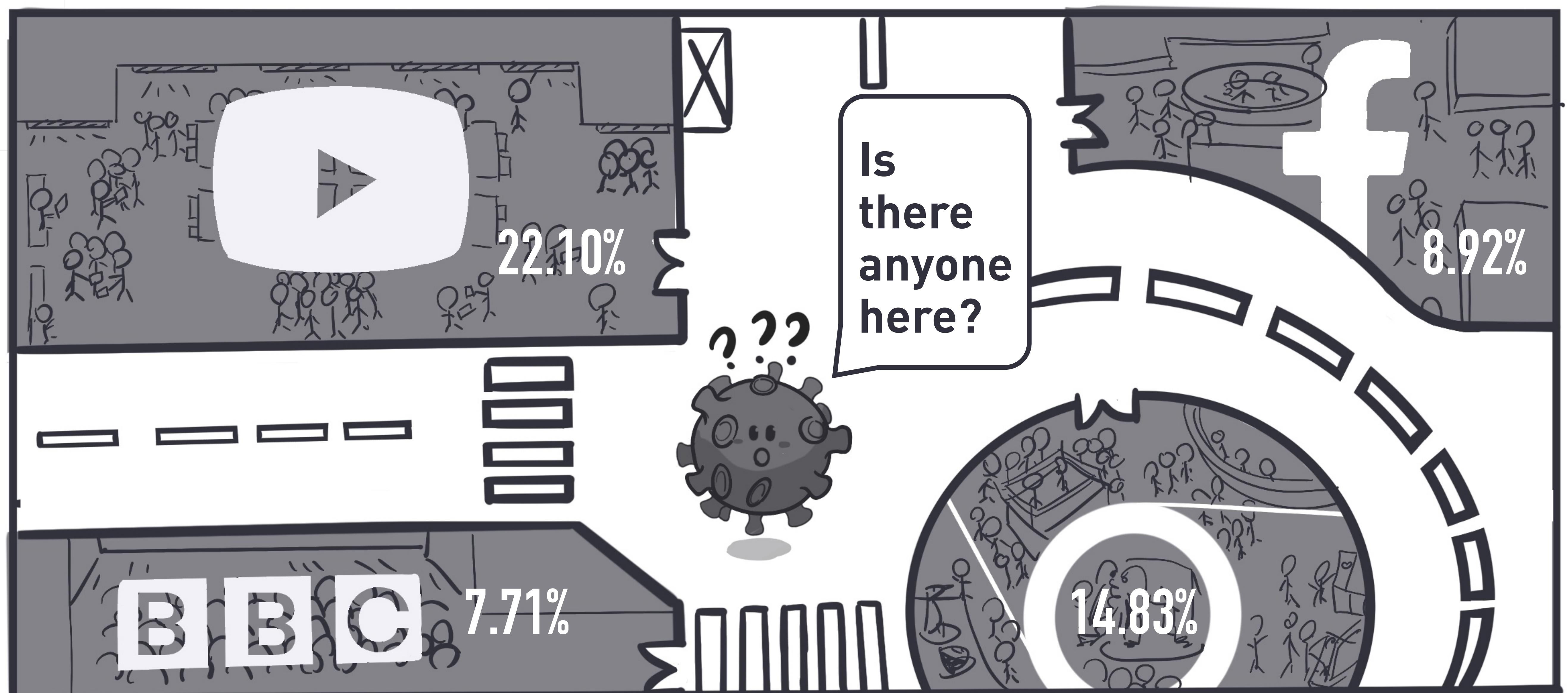
Total Number: 180962

The distribution & percentages of users and clicks.

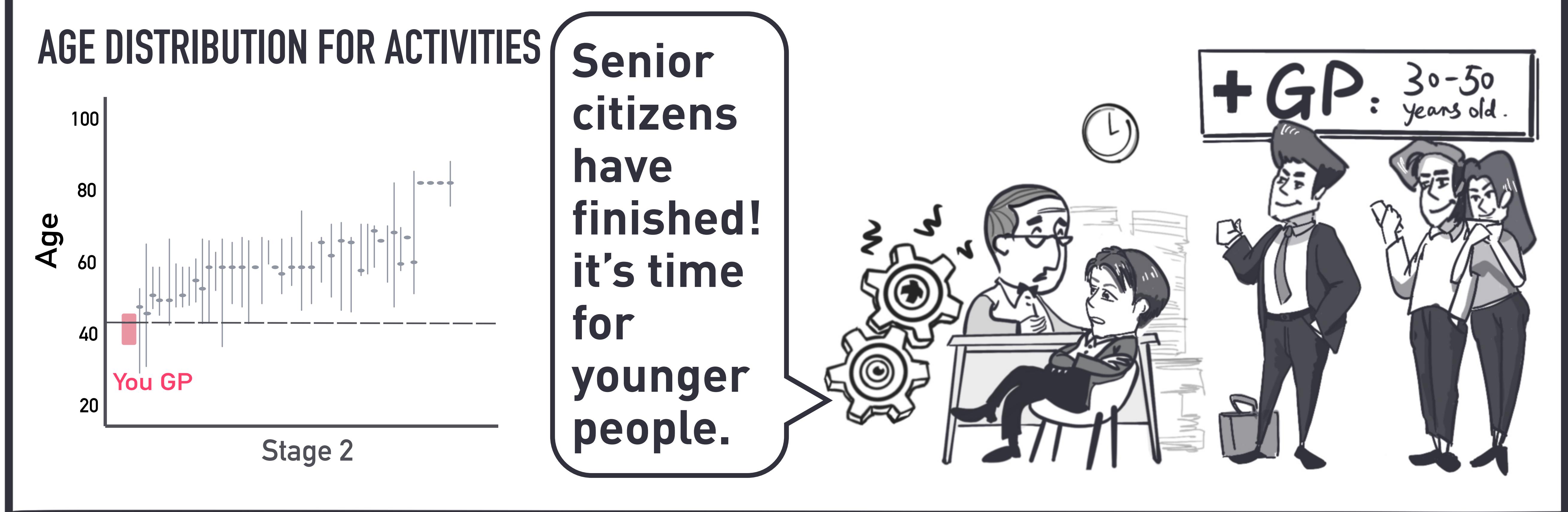
TOP TARGET: CLEVERCOGS

Phase 1: First National Lockdown

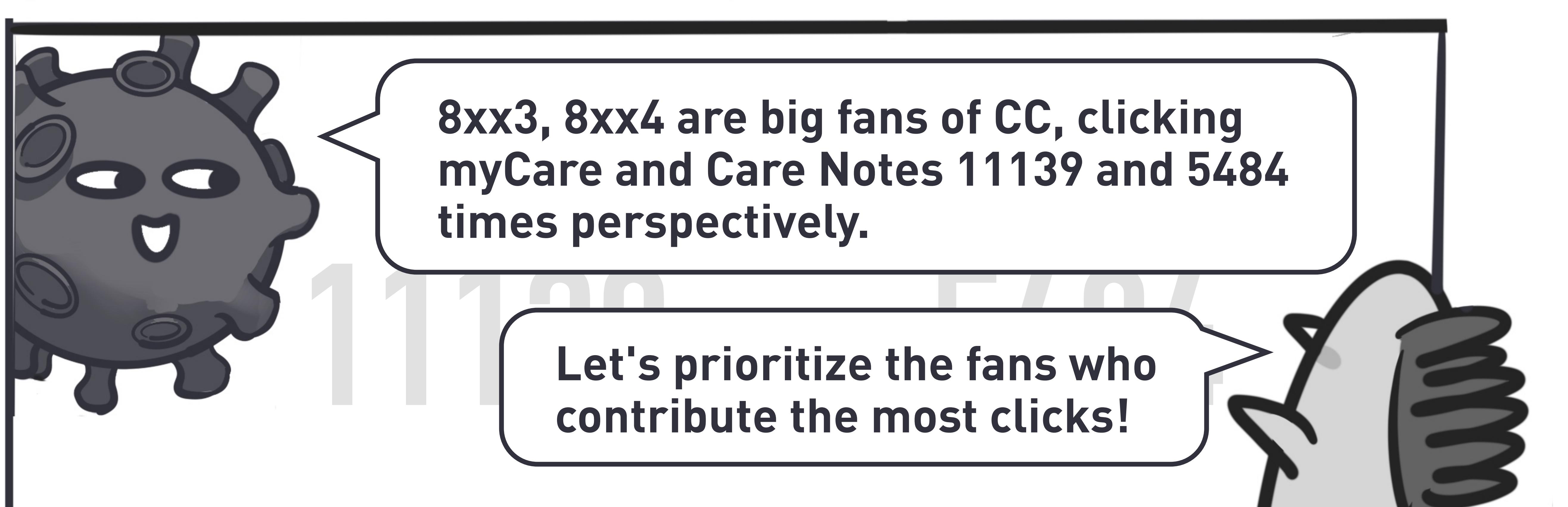
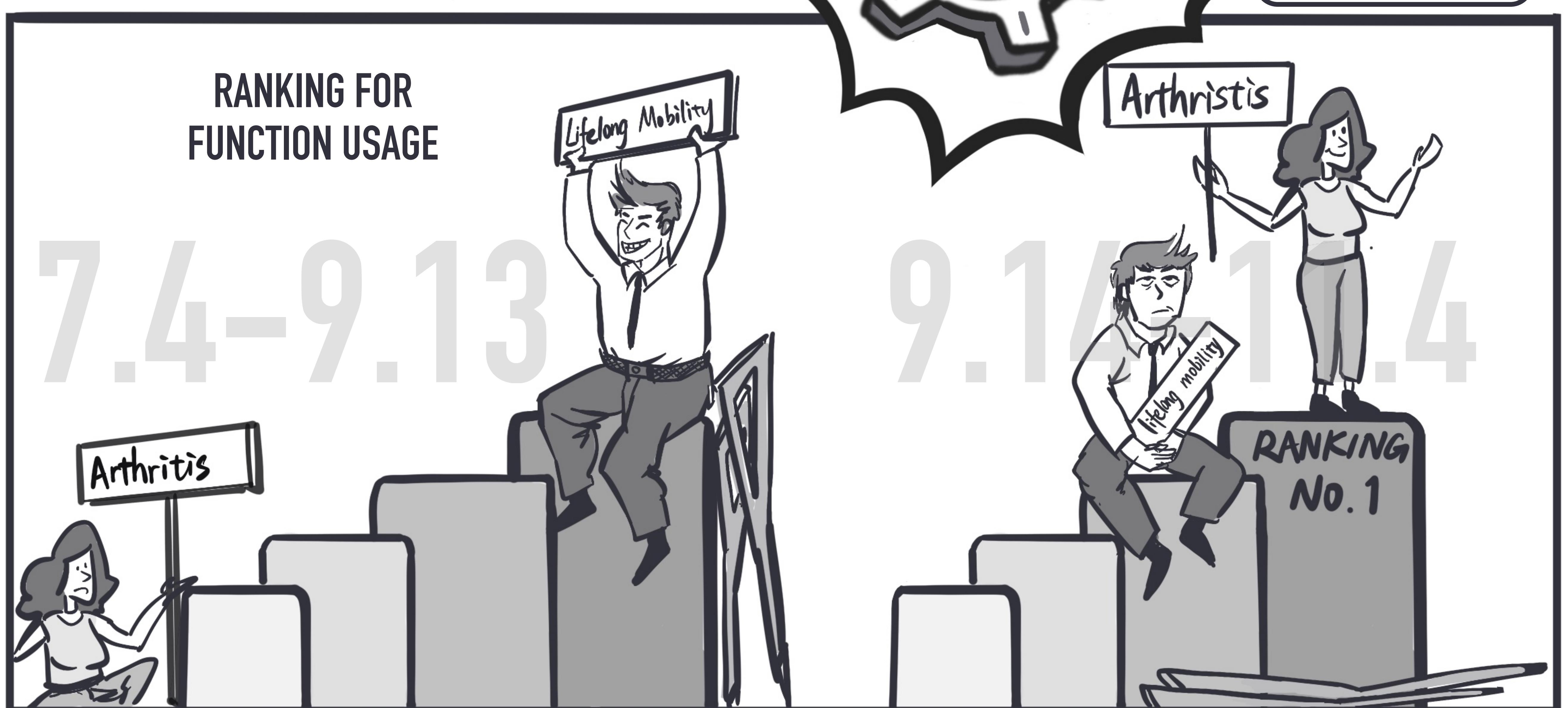
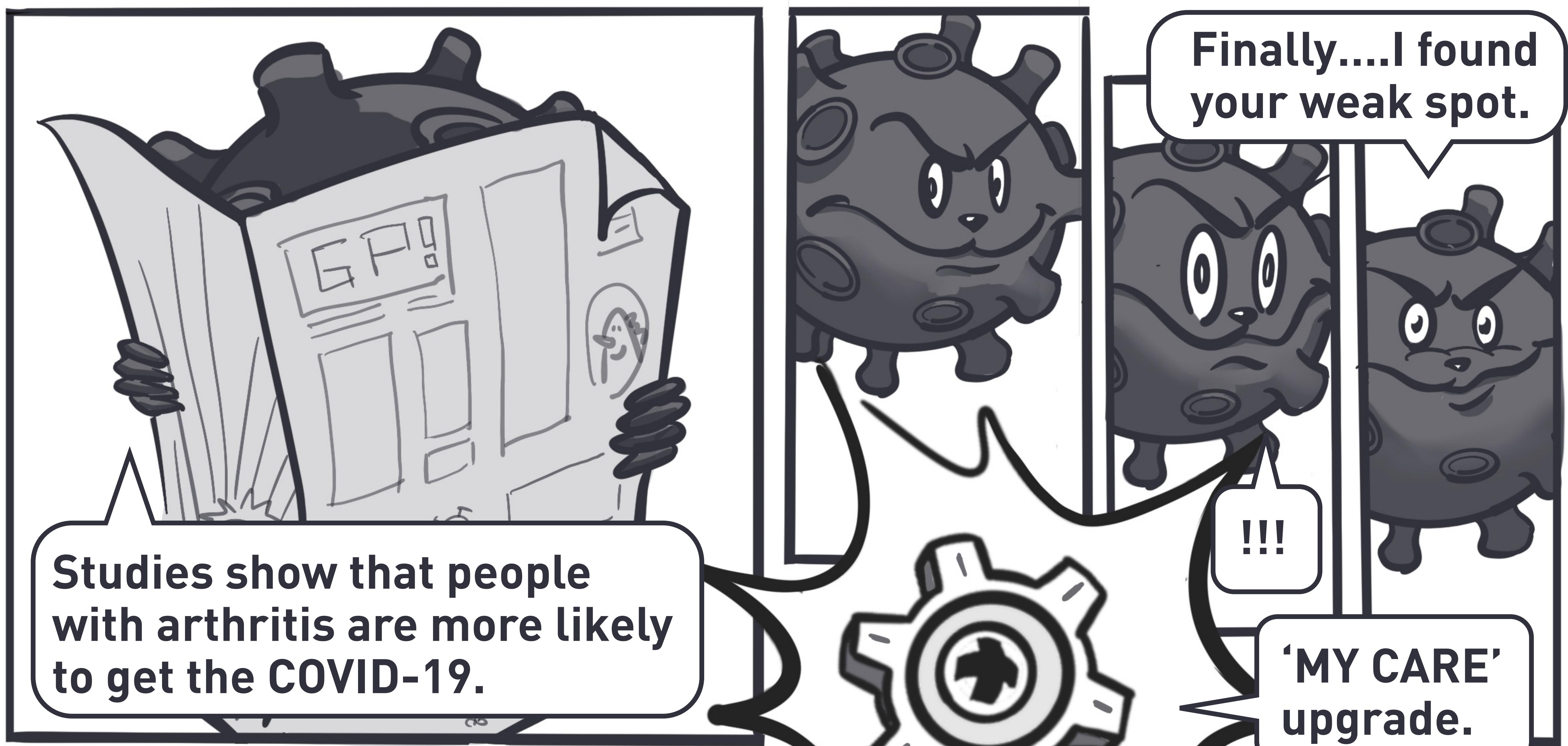




Phase 2: Minimal Lockdown

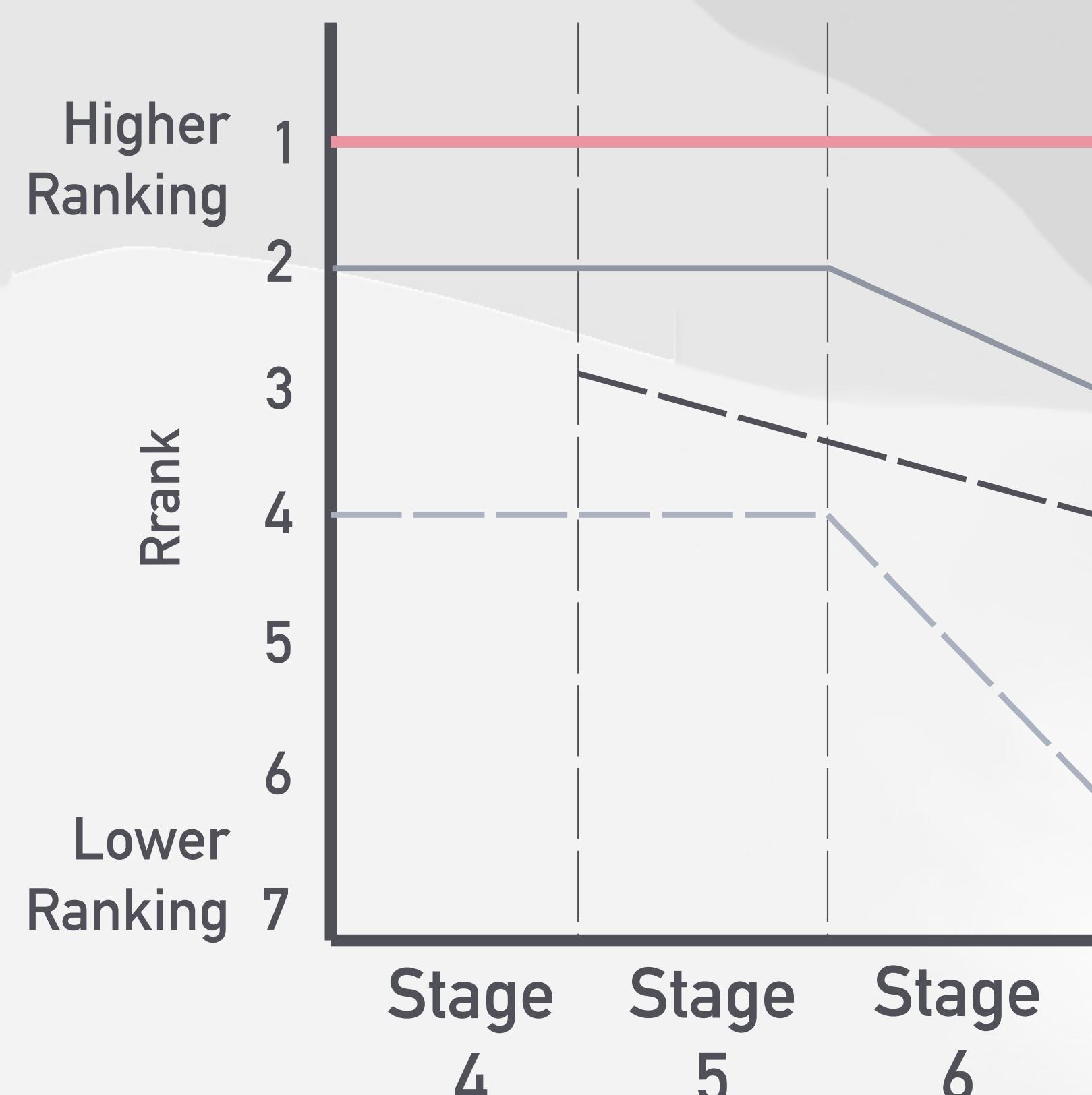


Phase 3: Reimposing Restrictions



Phase 4: Second National Lockdown

DIFFERENT GROUPS USE
CONTRIBUTION RANKING



'Cerebral Palsy' is the new TOP1.

CEREBRAL PALSY

LEARNING DIFFICULTIES

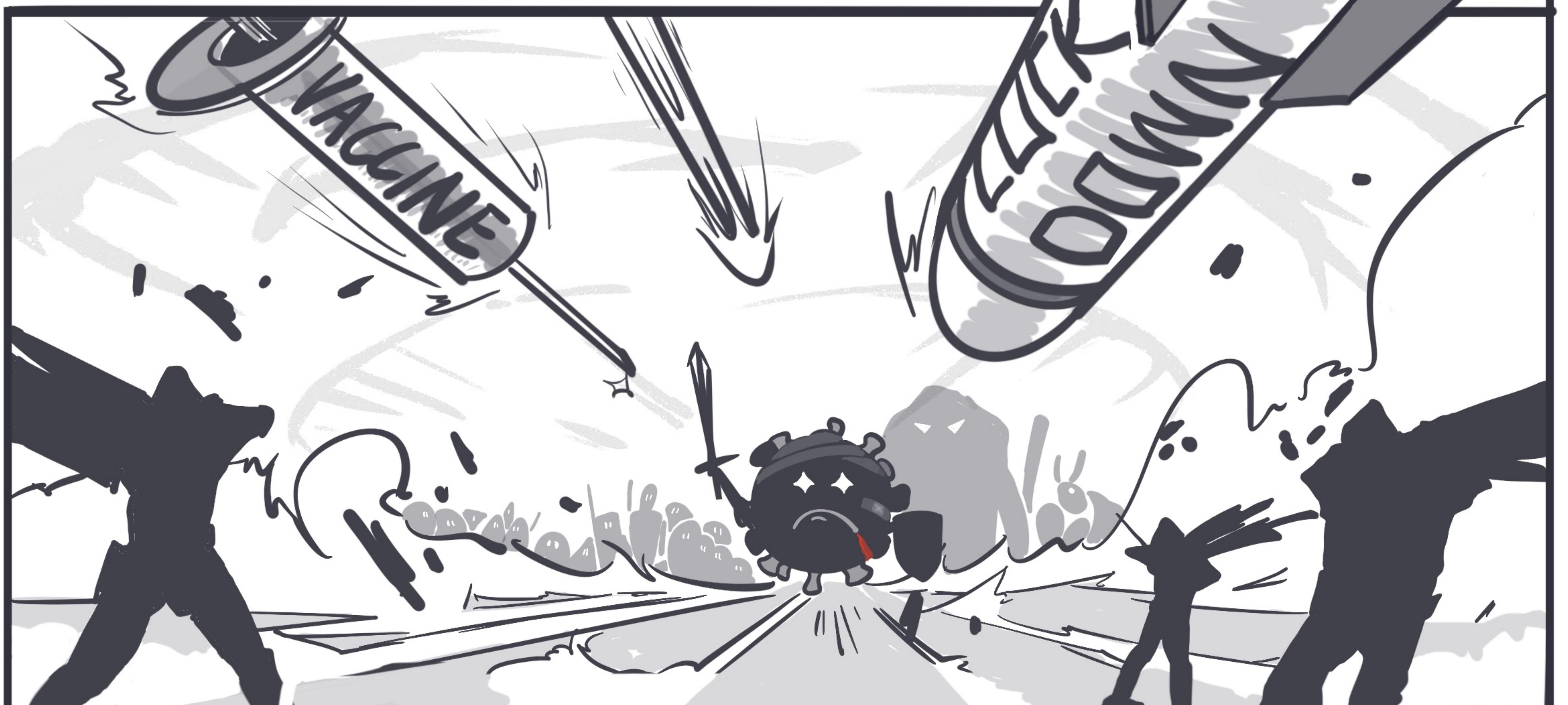
MENTAL HEALTH ISSUES

ARTHRITIS



It's time for
a general
assault!
Assemble
all hands!

Activate the
secret weapon!



Phase 5: Reintroducing A Tier System

A FEW MONTHS BEFORE

No one can
beat me!
I'll be back
soon.

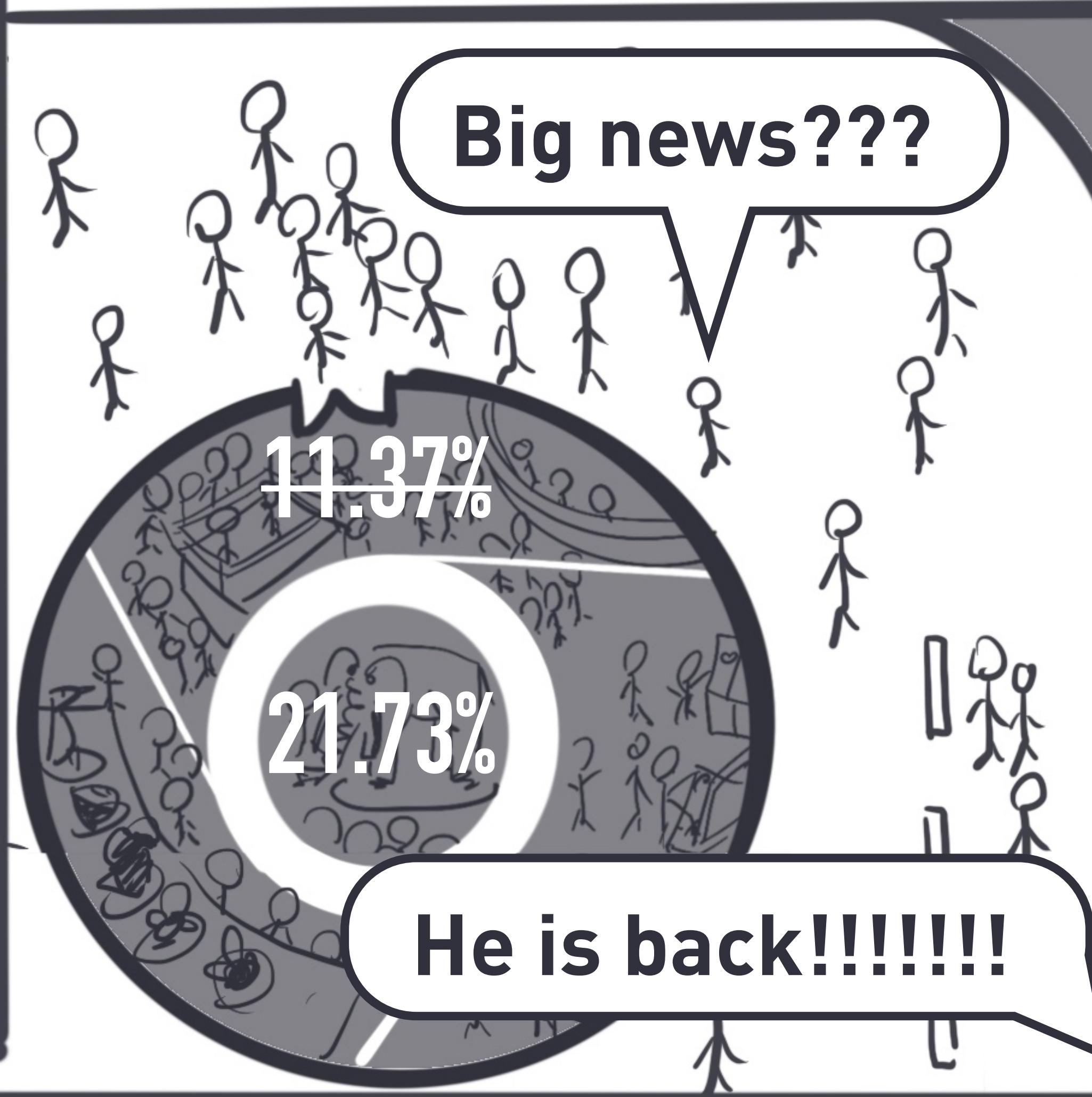
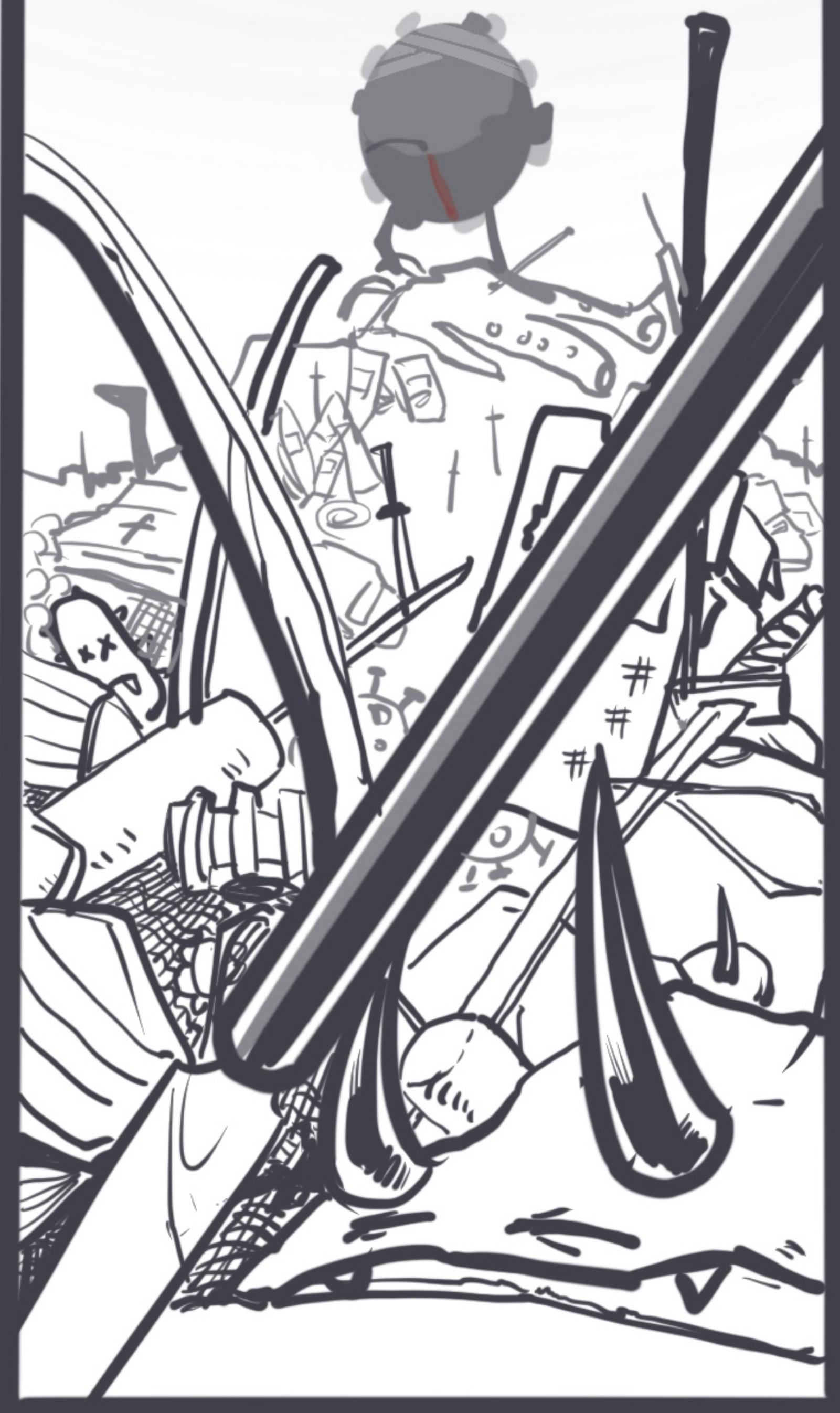


GOO

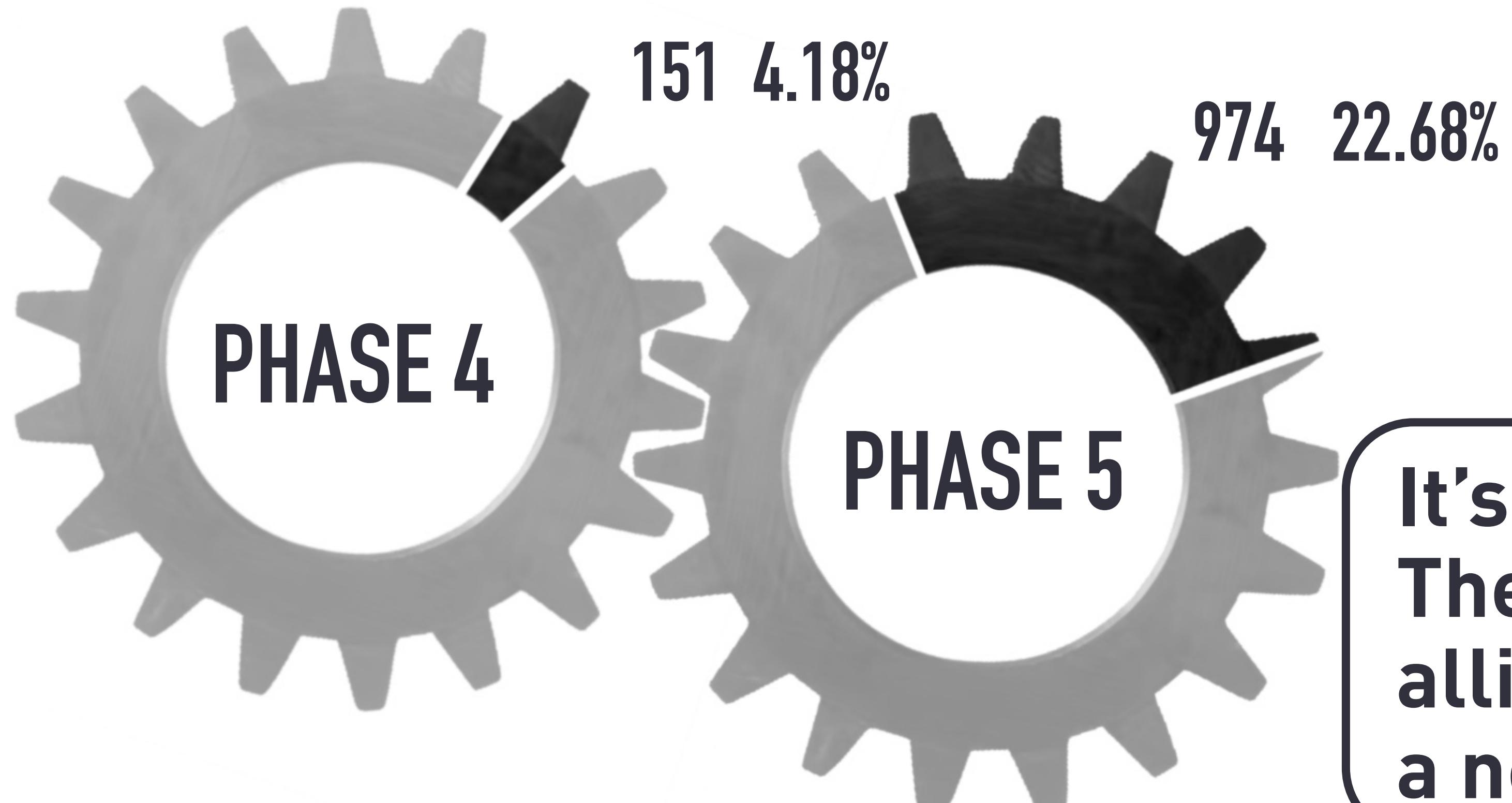
DELTA VIRUS

GP

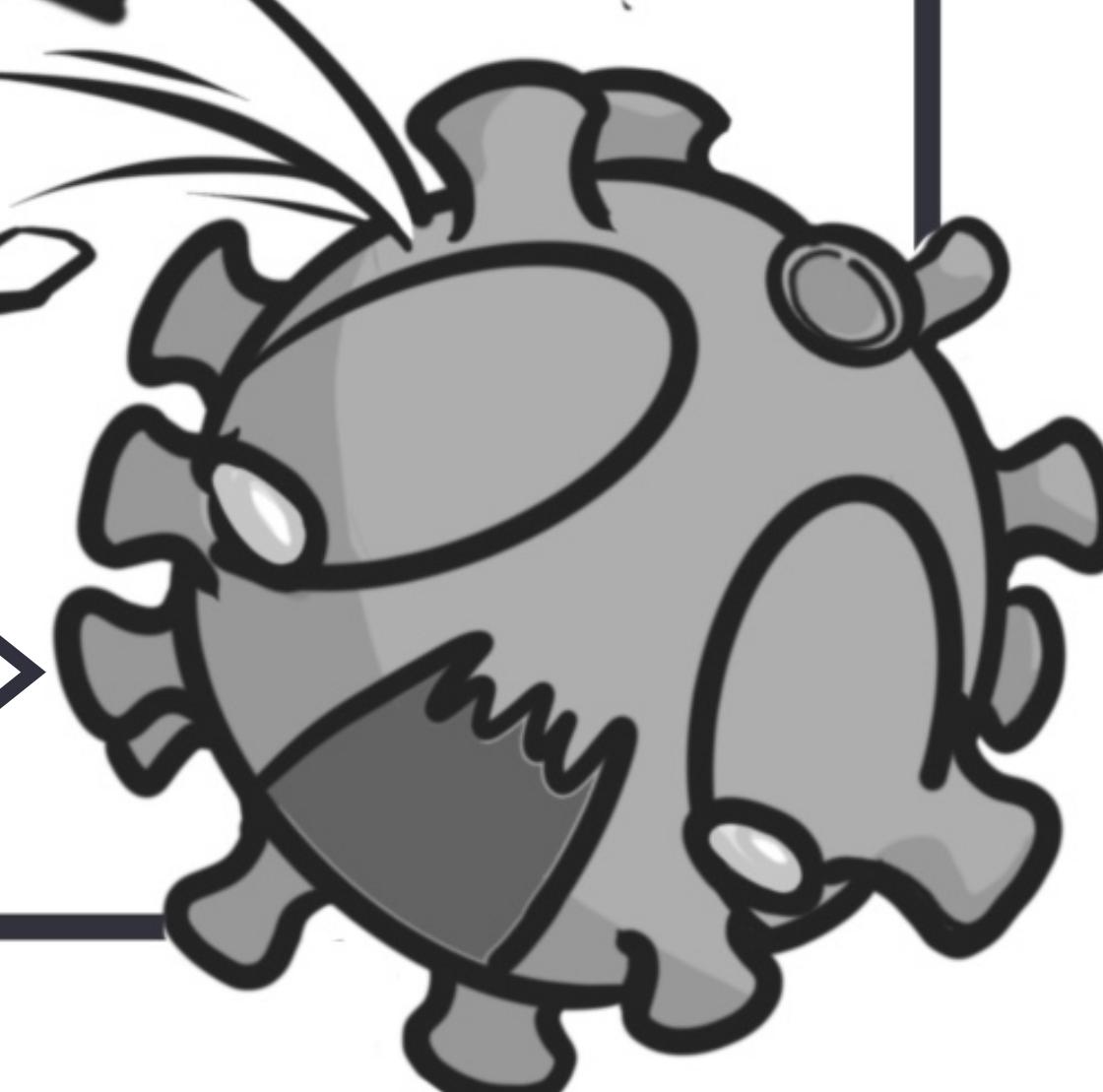
CC



CHANGE IN THE CLICK VOLUME &
PROPORTION OF CARE NOTE



It's unfair!!!
The health
alliance had made
a new feature.



((TIER FOUR))

STAY AT HOME!
MAINTAIN SOCIAL DISTANCING FROM ANYONE!
ONLY TRAVEL IF IT'S ESSENTIAL!
CAN'T STAY OVERNIGHT OUTSIDE YOUR LOCAL AREA!

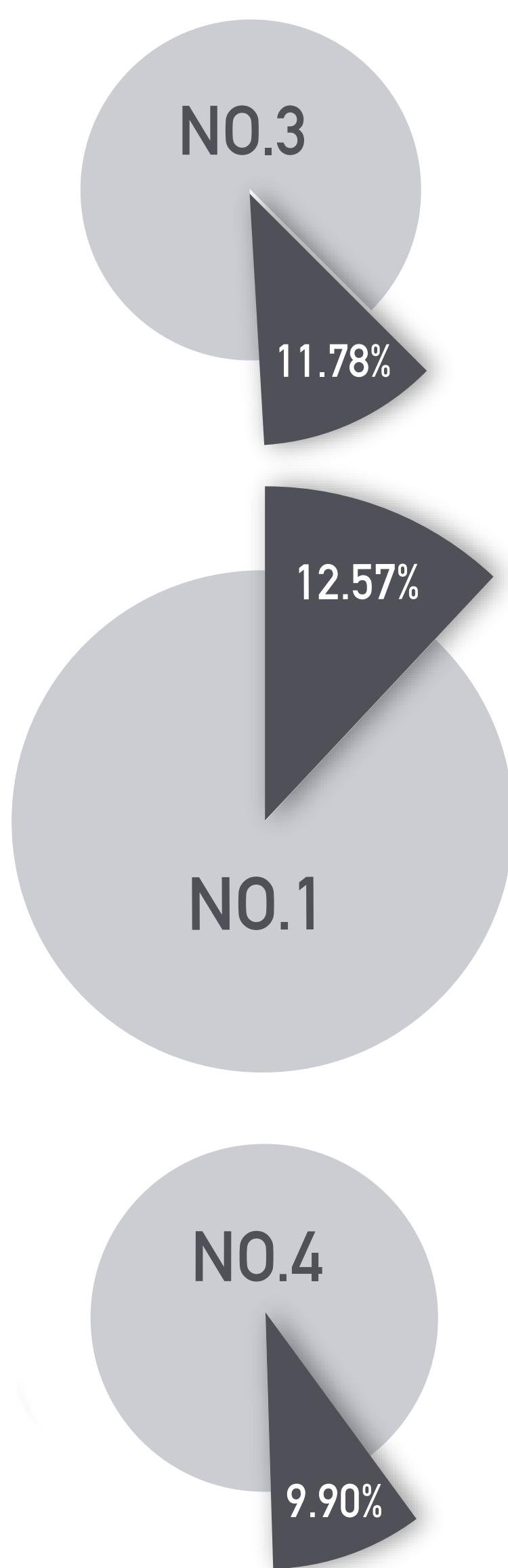
NON-ESSENTIAL SHOPS WILL BE CLOSED
INDOOR GYMS, POOLS, AND LEISURE FACILITIES WILL BE CLOSED.
HOSPITALITY VENUES ARE CLOSED
ESSENTIAL PUBLIC SERVICES CAN REMAIN OPEN.



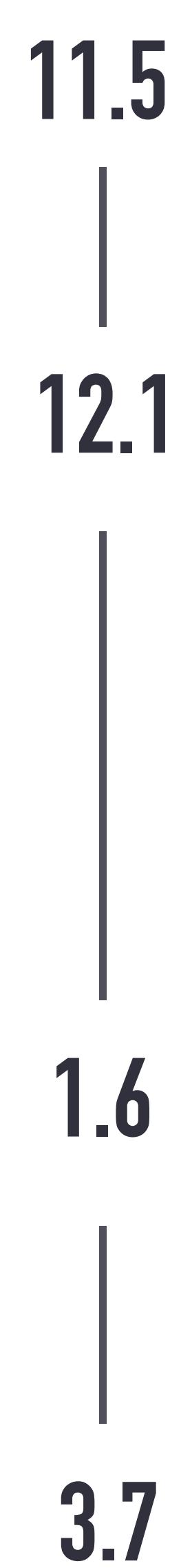
RESPONDER SERVICE



USAGE RATIO



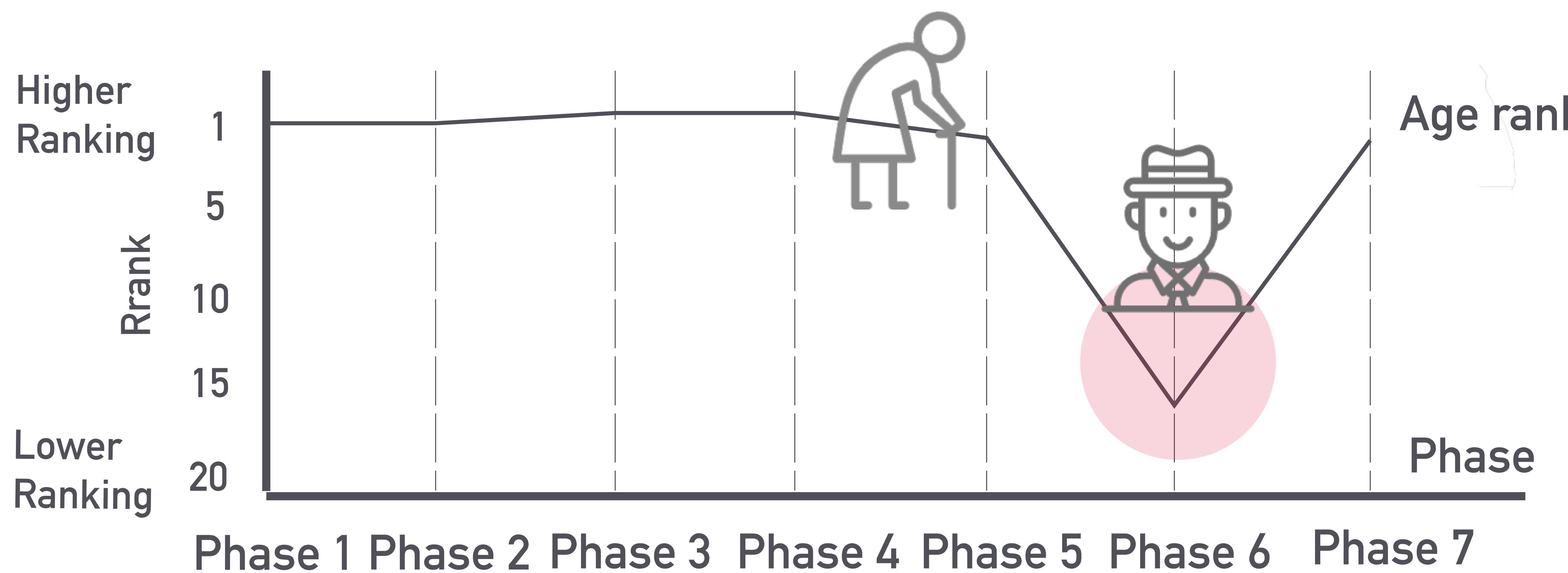
TIME



Phase 6: Third National Lockdown



THE MEDIAN AGE RANKING OF COVID-RALATED USAGE



Not only the oldest group, but also younger people were becoming more aware of news related to the covid-19 for the first time, they click more on Covid-related features.



Why all of them wear face covering?

