

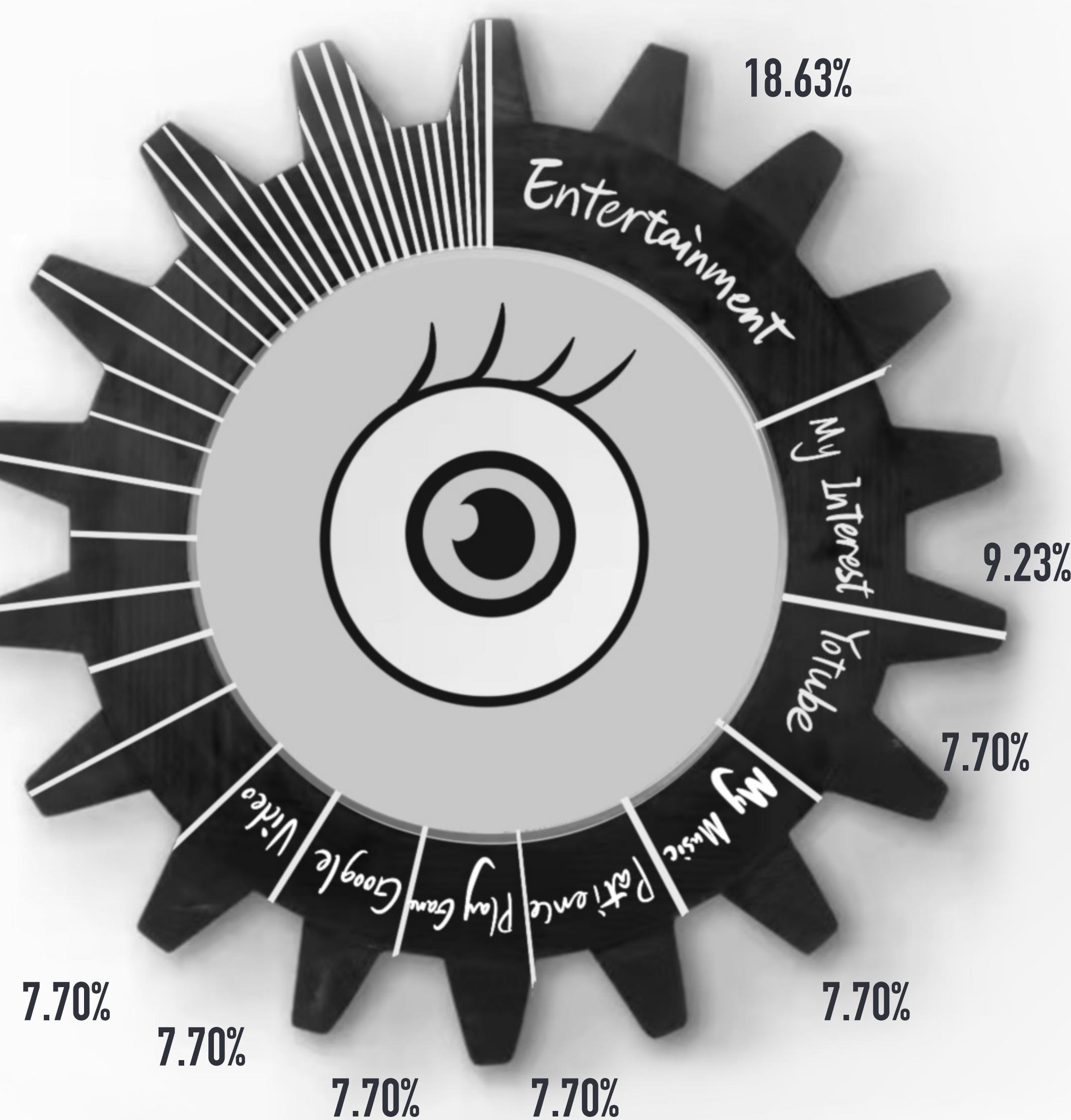
Phase 0: Before Lockdown

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



TOP TARGET: 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

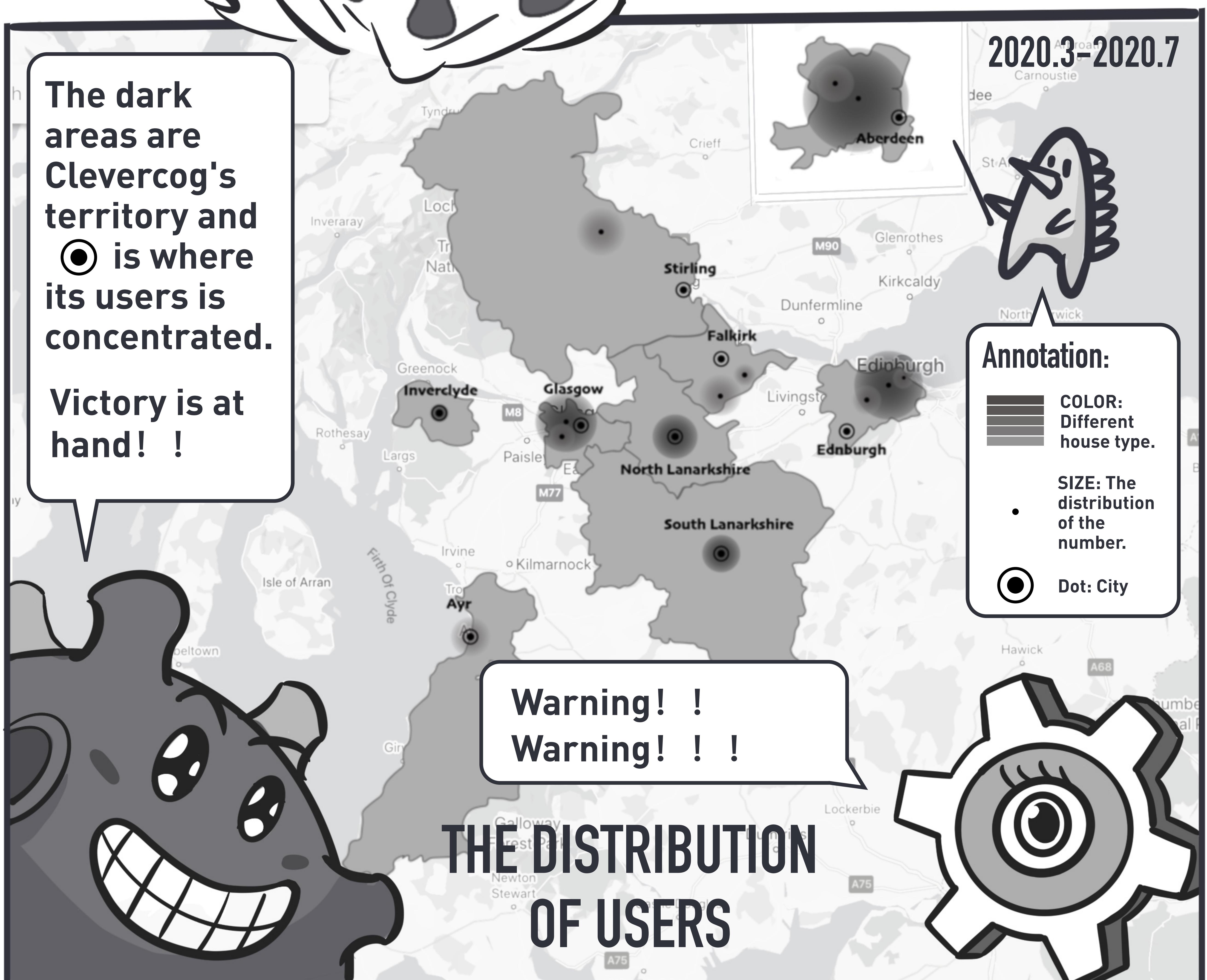
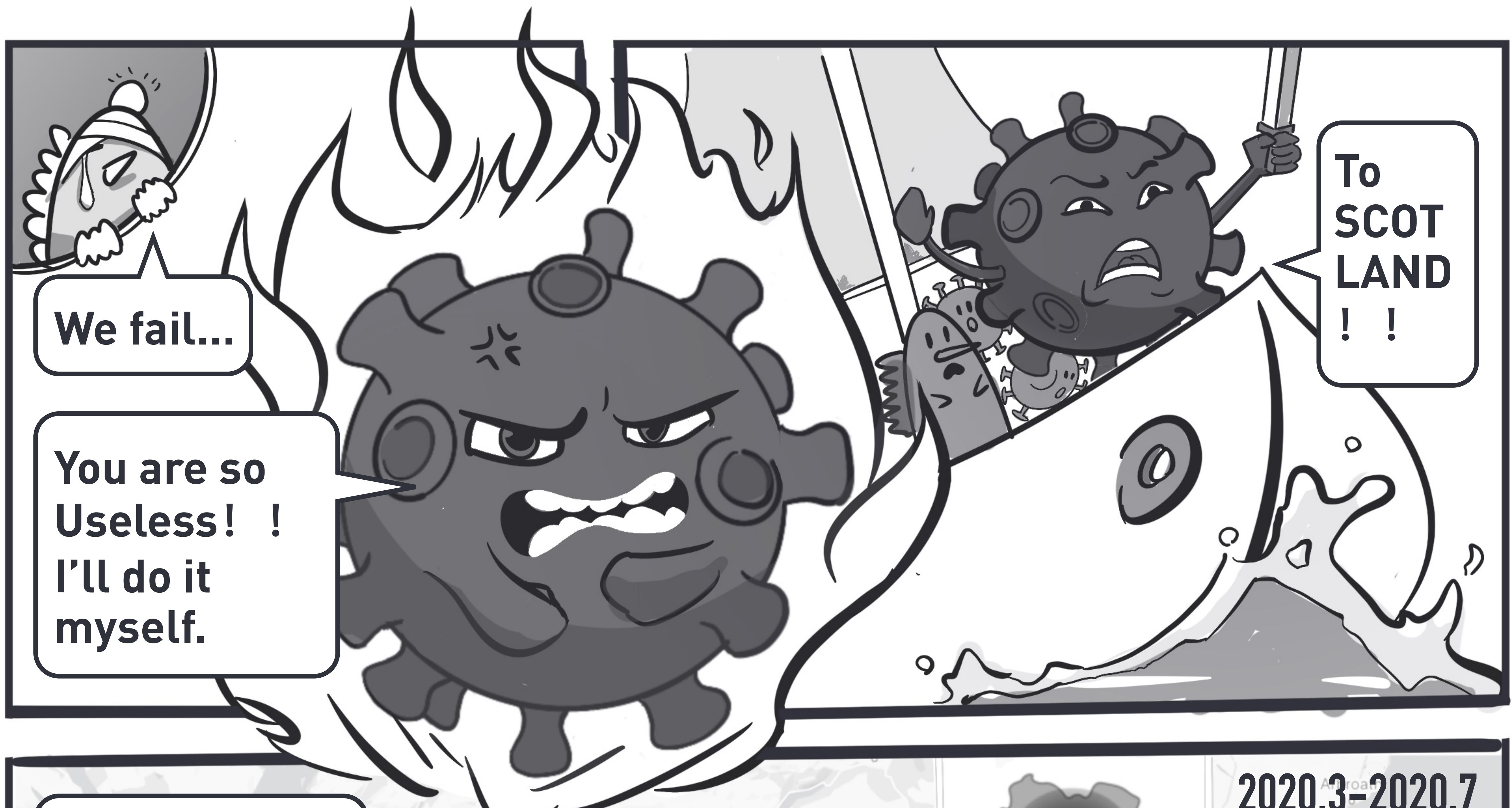
CLICK VOLUME

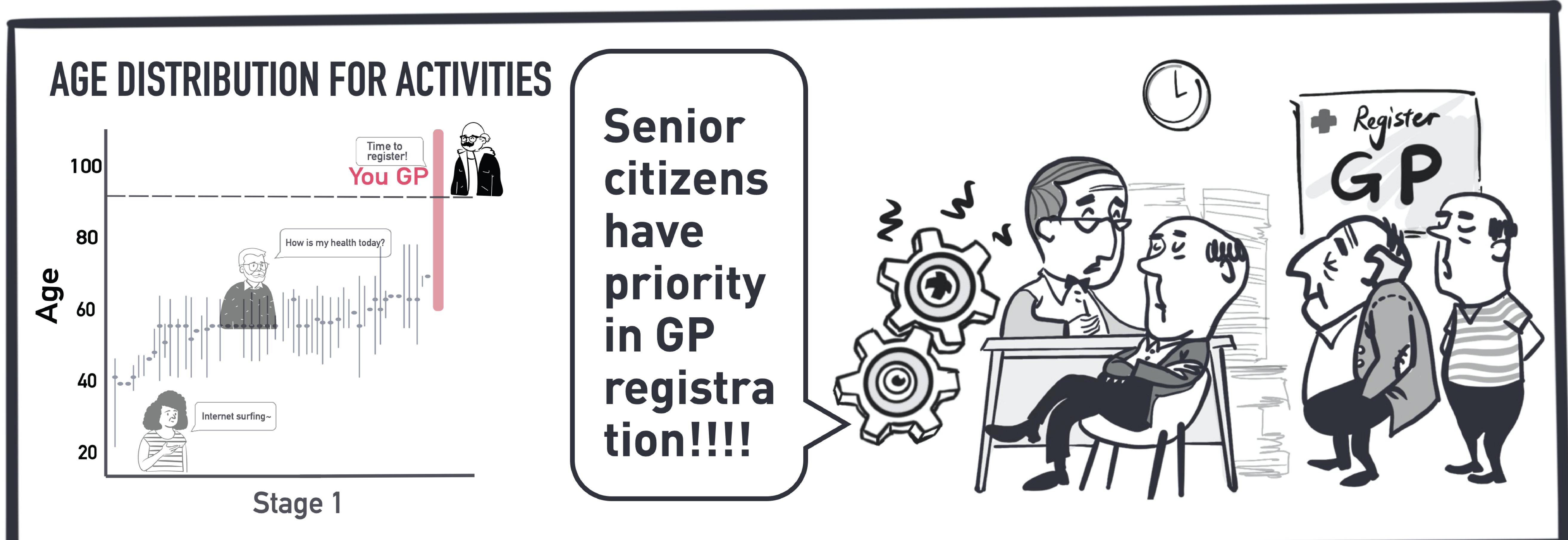
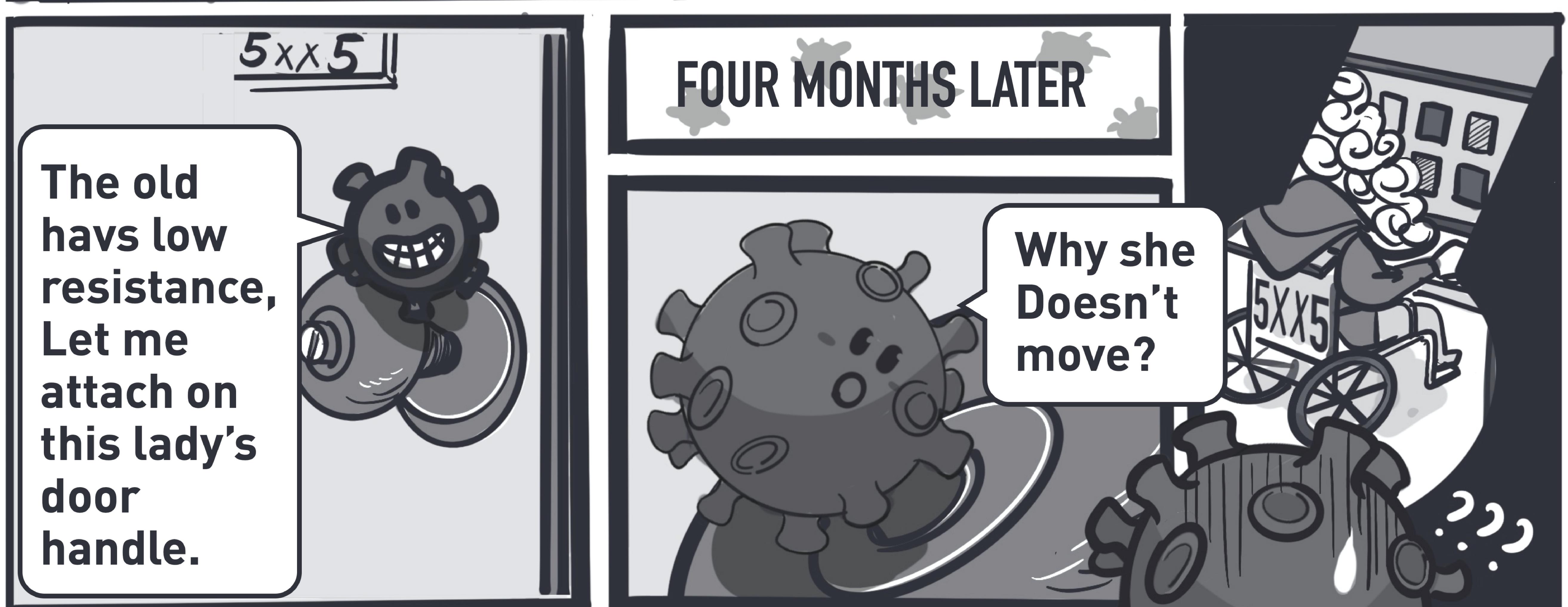
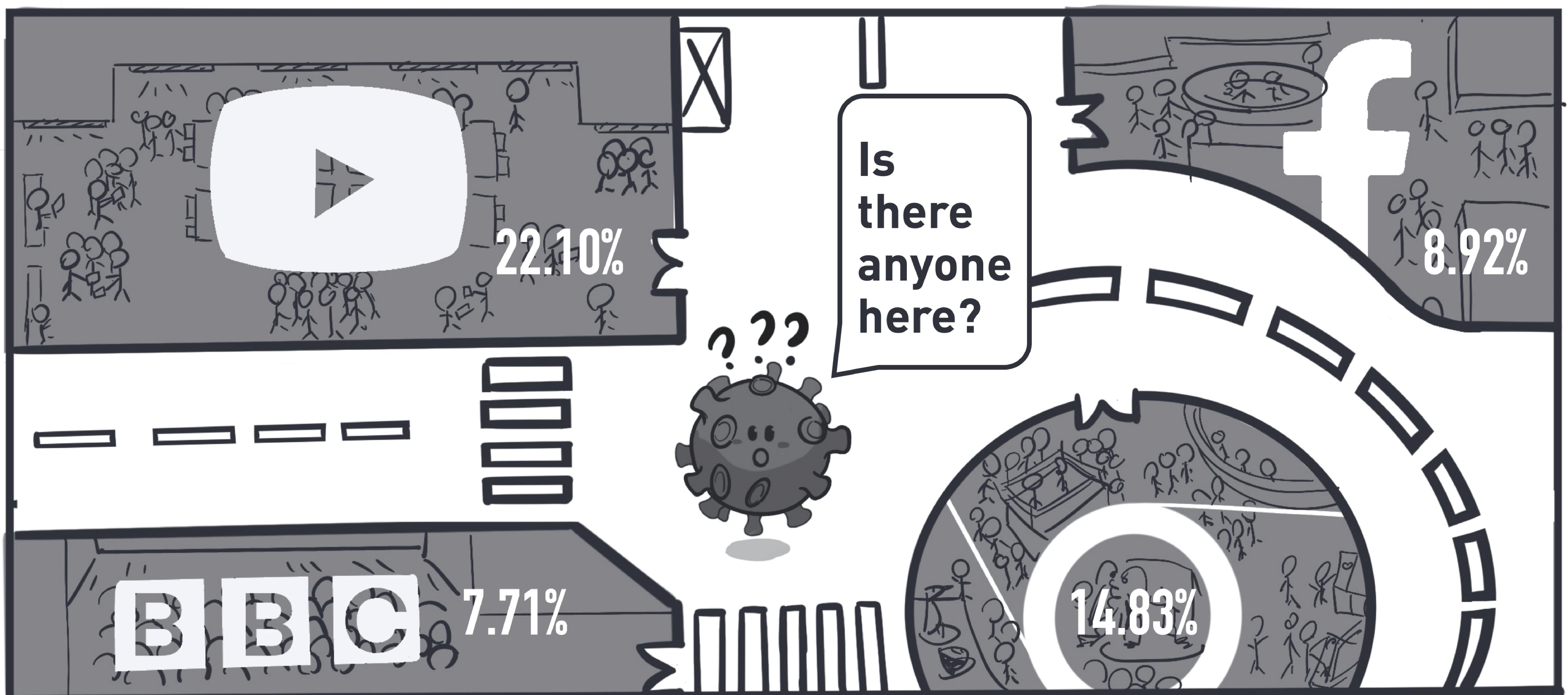
22.4%	CEREBRAL PALSY
10.04%	ELDERLY CARE/SUPPORT
7.65%	EPILEPSY
6.69%	MULTIPLE SCLEROSIS
53.22%	OTHER

Total Number: 180962

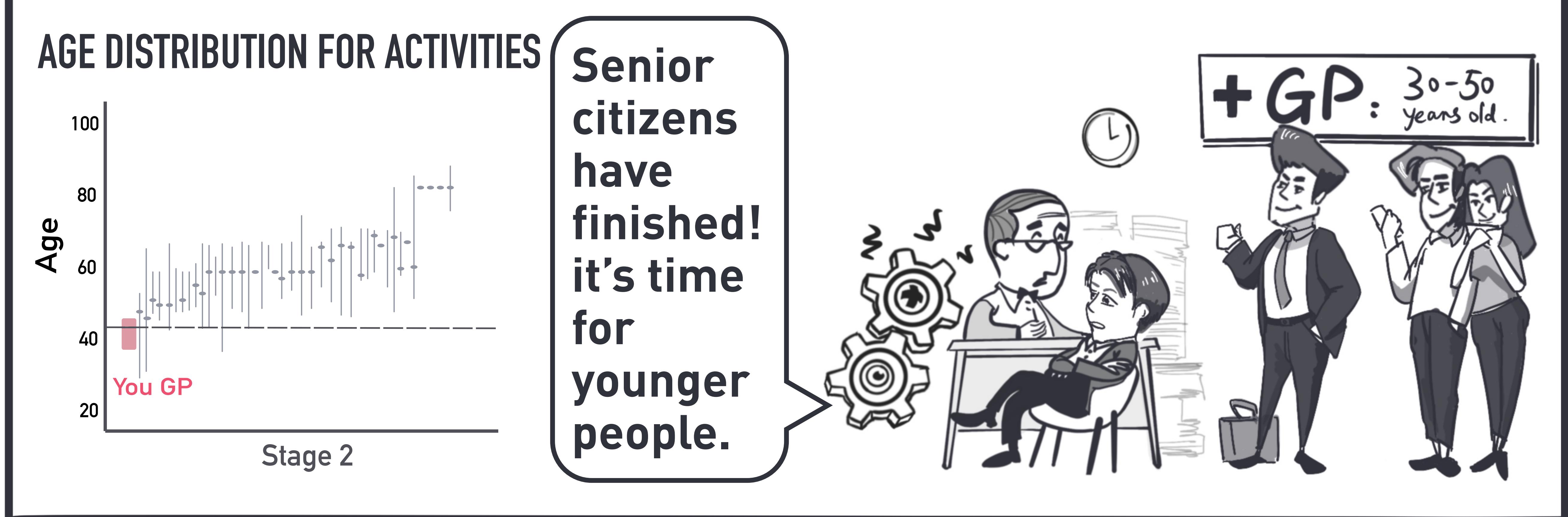
The distribution & percentages of users and clicks.

Phase 1: First National Lockdown

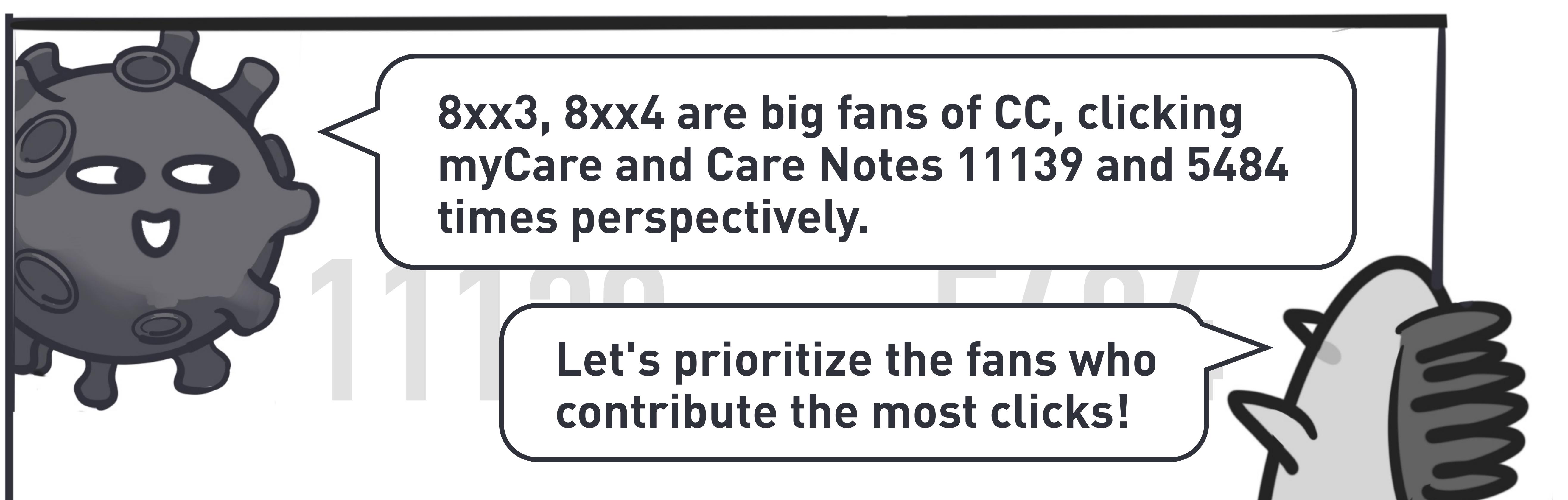
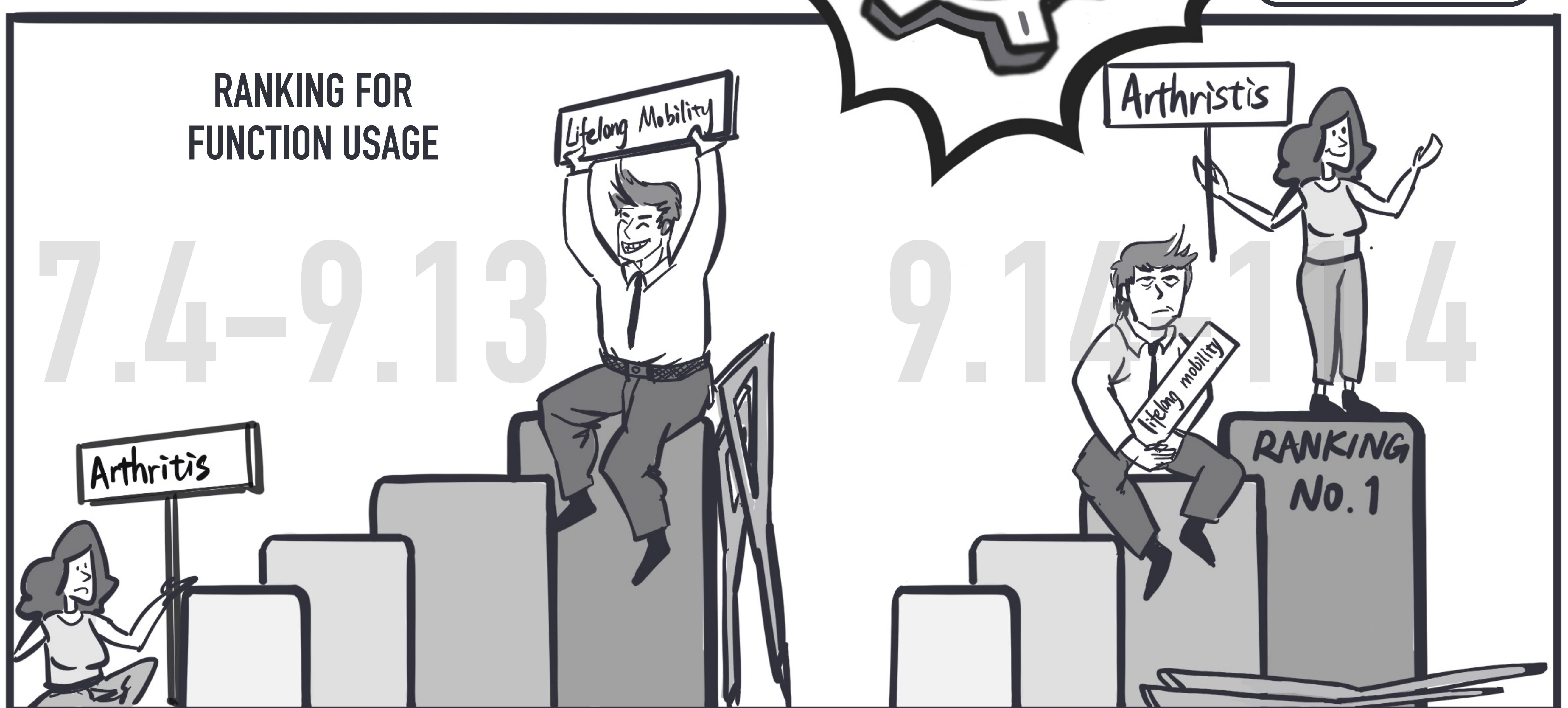
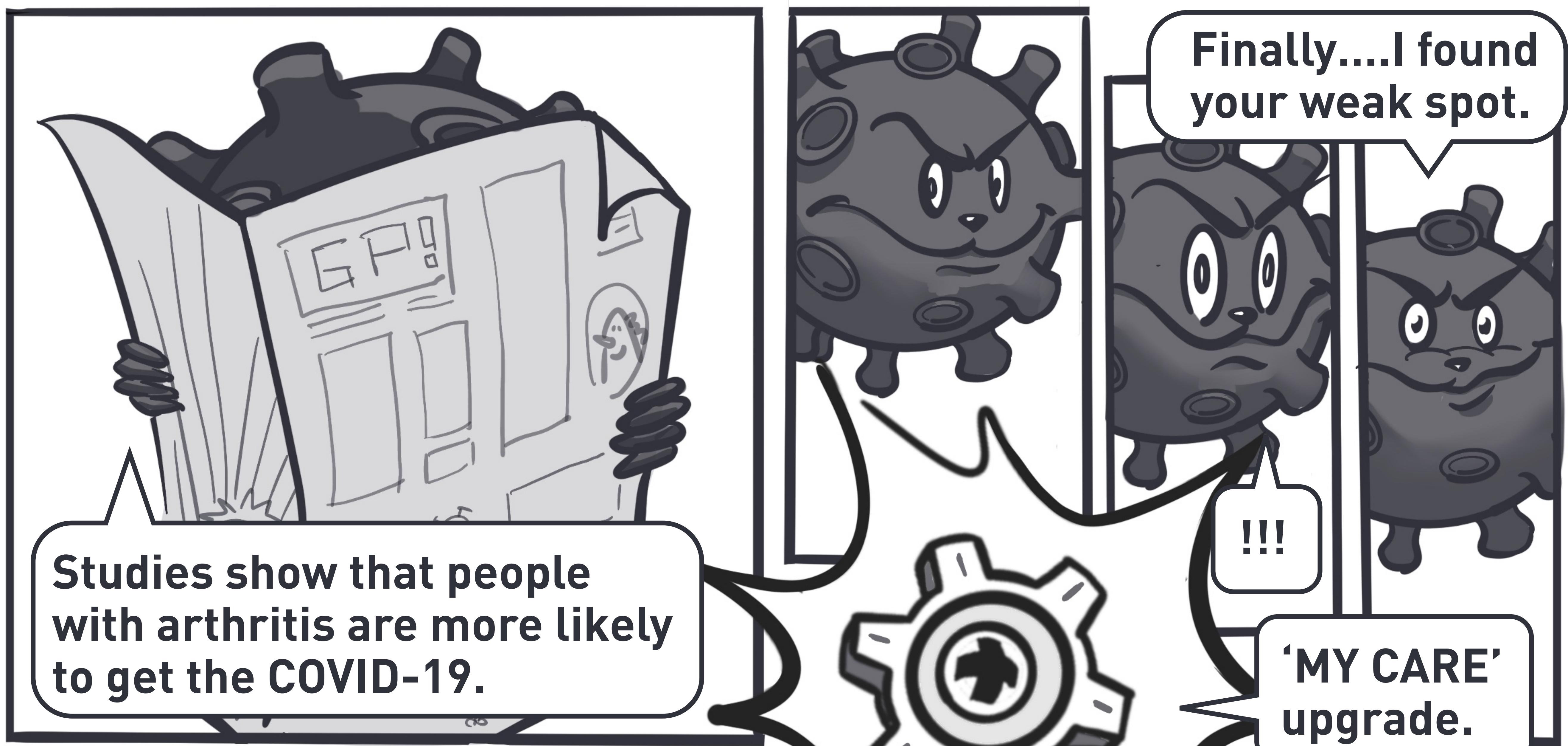




Phase 2: Minimal Lockdown

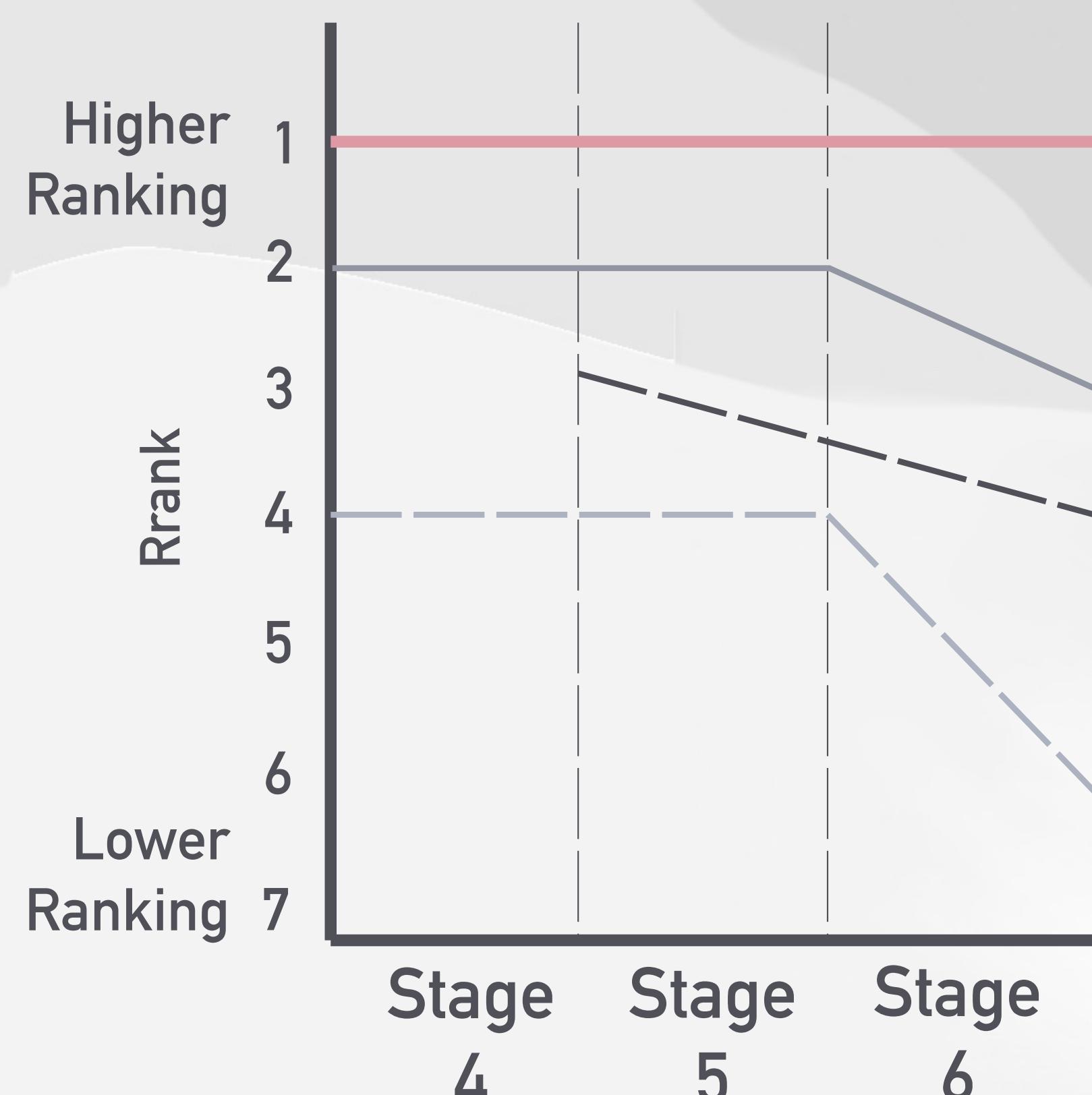


Phase 3: Reimposing Restrictions



Phase 4: Second National Lockdown

DIFFERENT GROUPS USE
CONTRIBUTION RANKING



'Cerebral Palsy' is the new TOP1.

CEREBRAL PALSY

LEARNING DIFFICULTIES

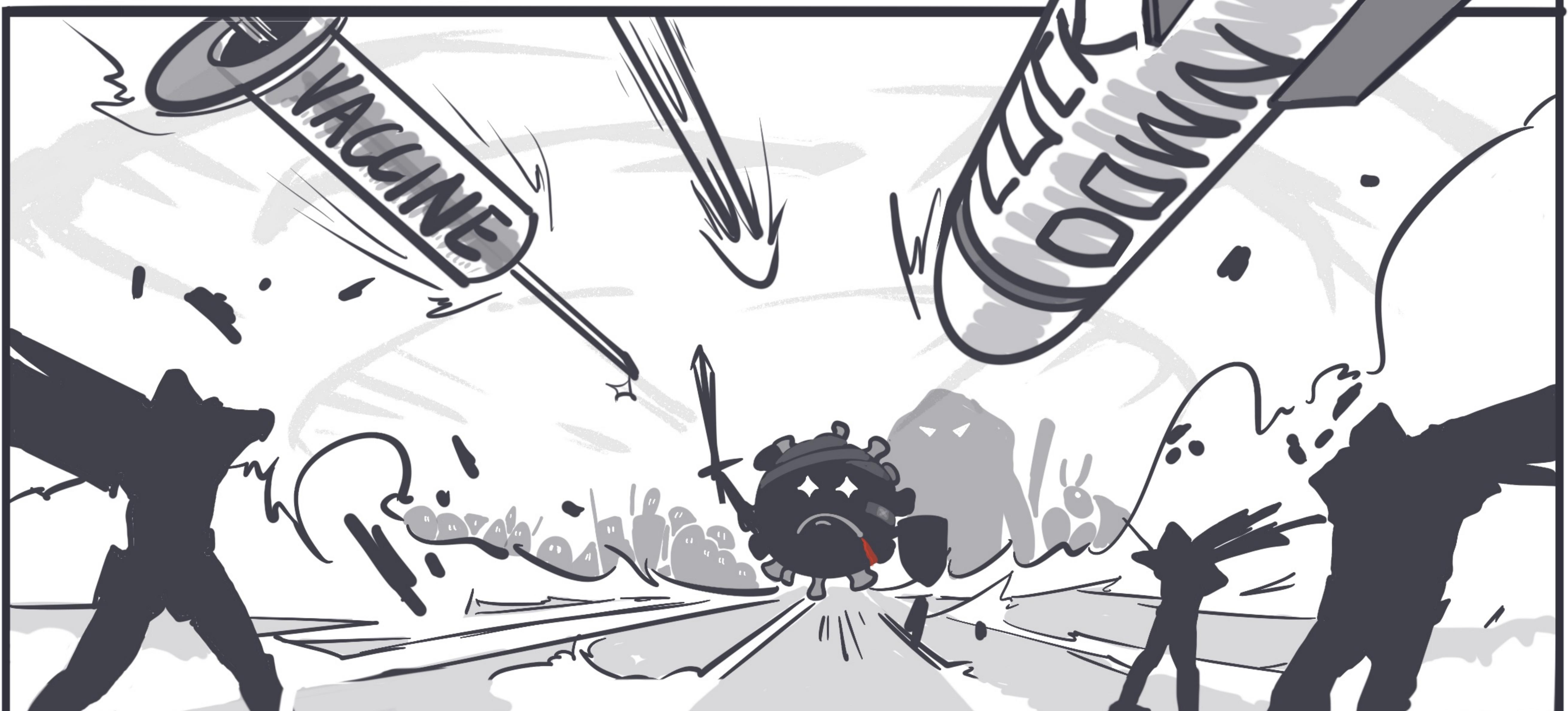
MENTAL HEALTH ISSUES

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.

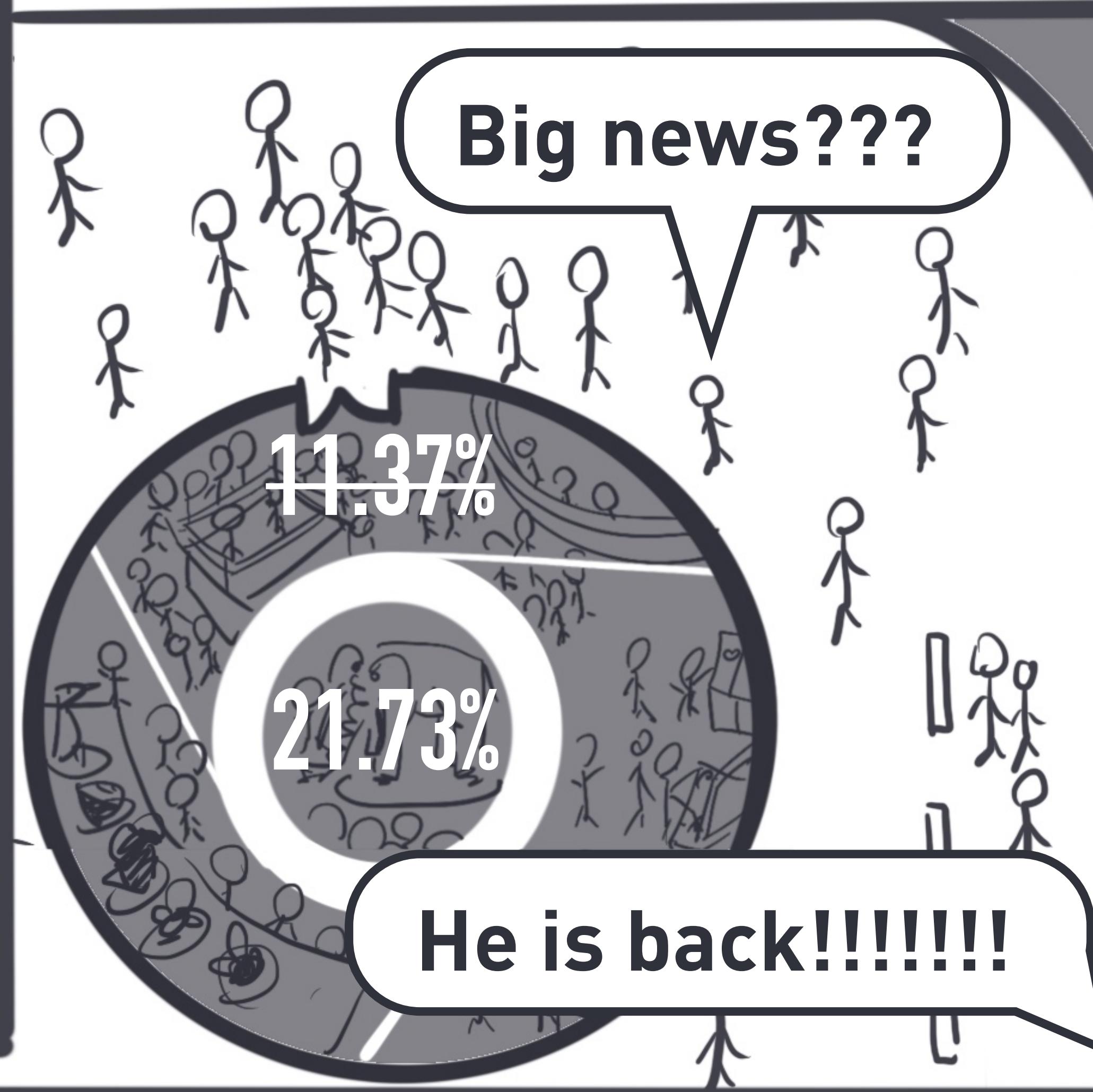
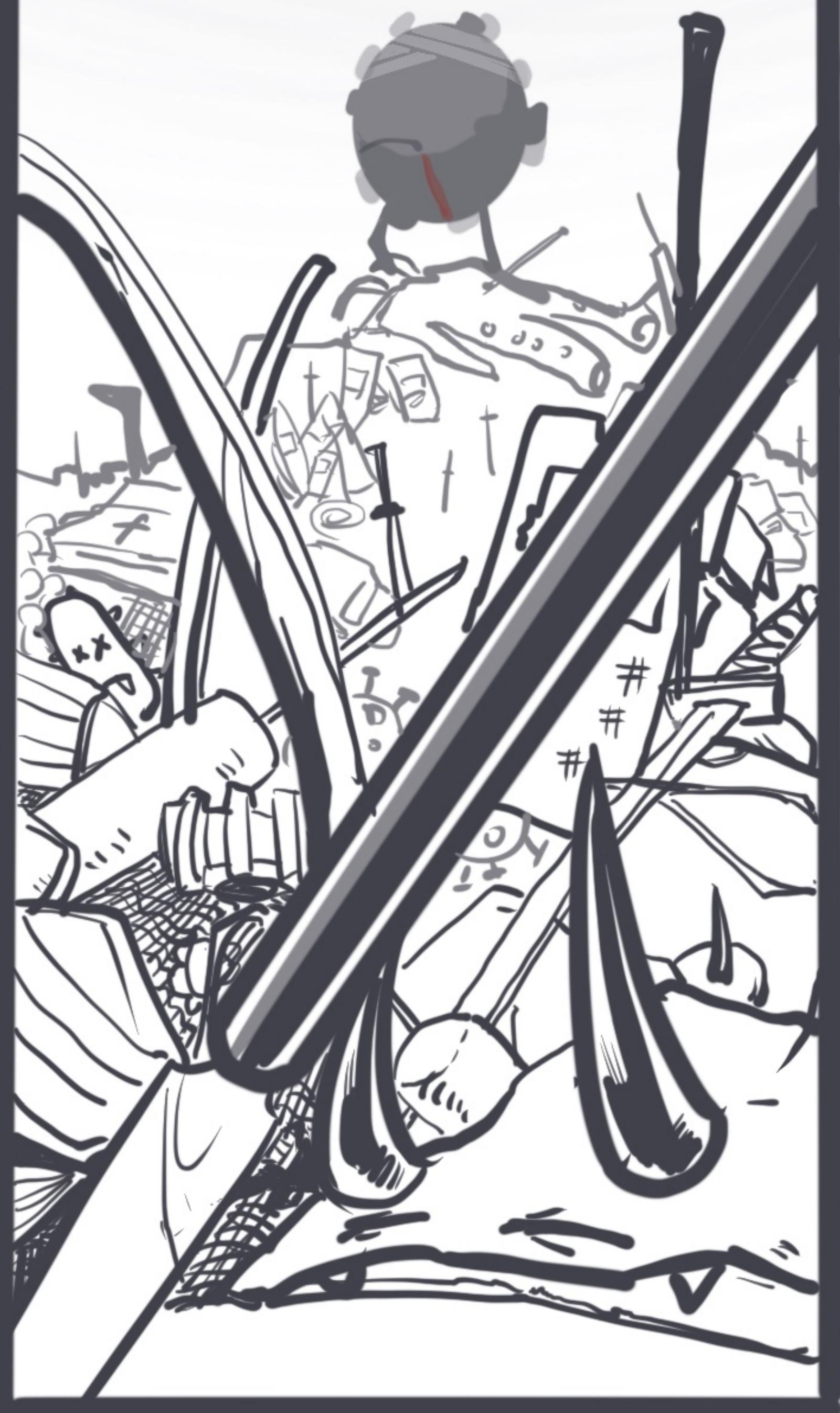


GOO

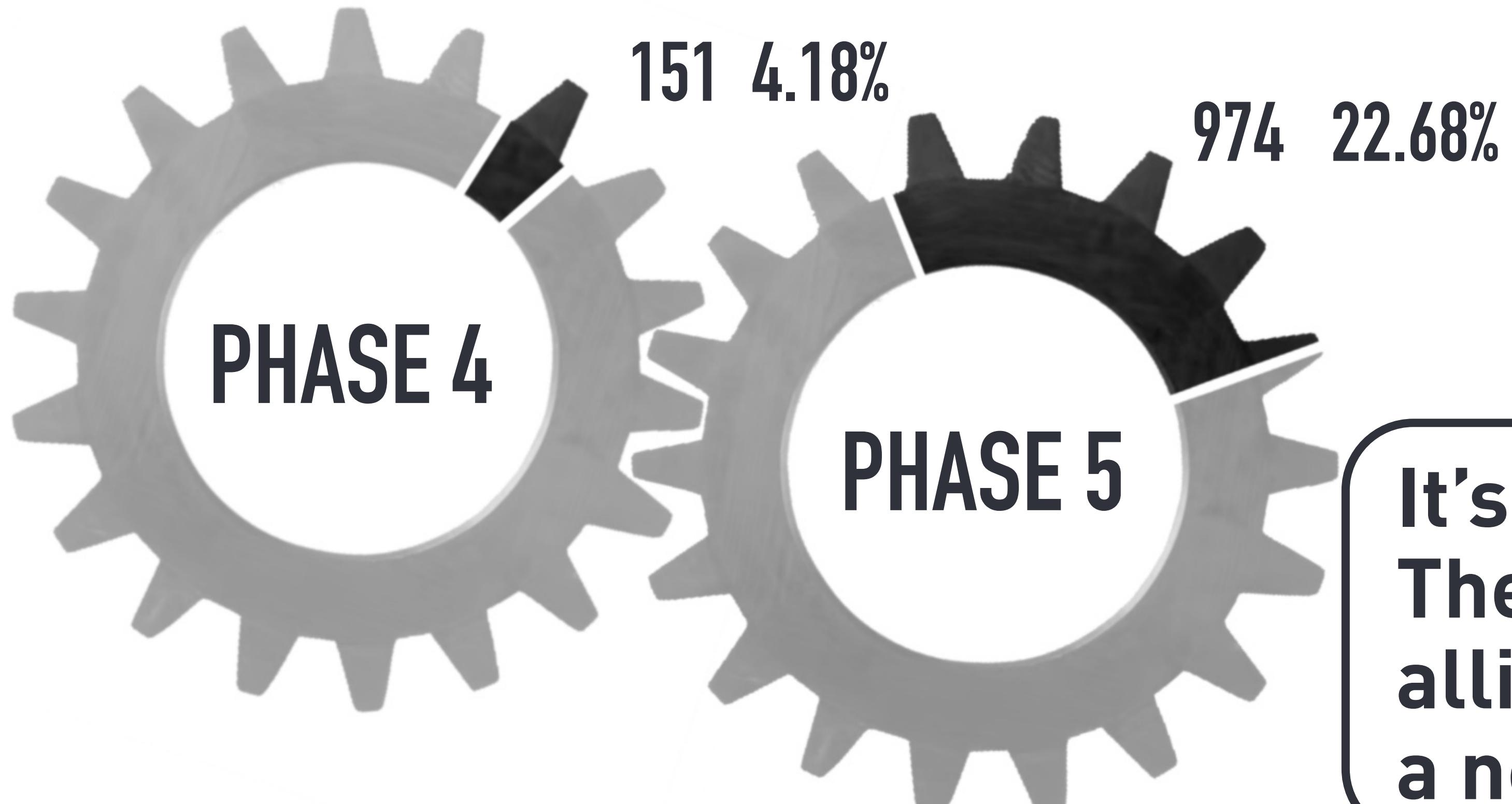
DELTA VIRUS

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!

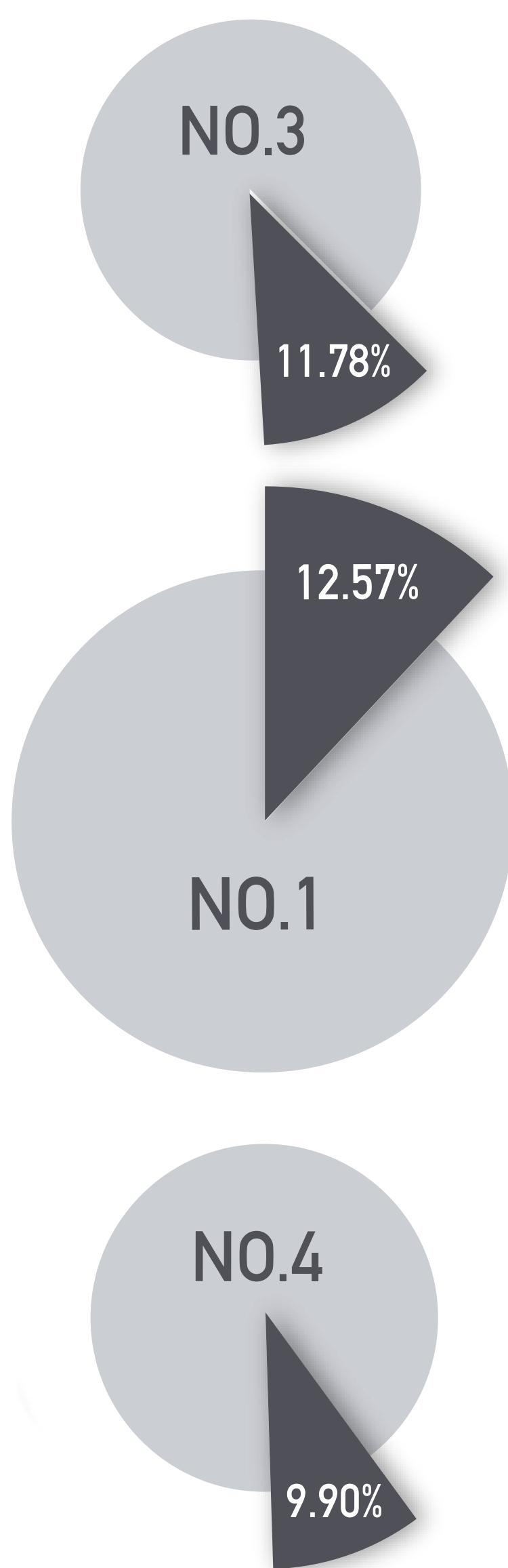
NON-ESSENTIAL SHOPS WILL BE CLOSED
INDOOR GYMS, POOLS, AND LEISURE FACILITIES WILL BE CLOSED.
HOSPITALITY VENUES ARE CLOSED
ESSENTIAL PUBLIC SERVICES CAN REMAIN OPEN.



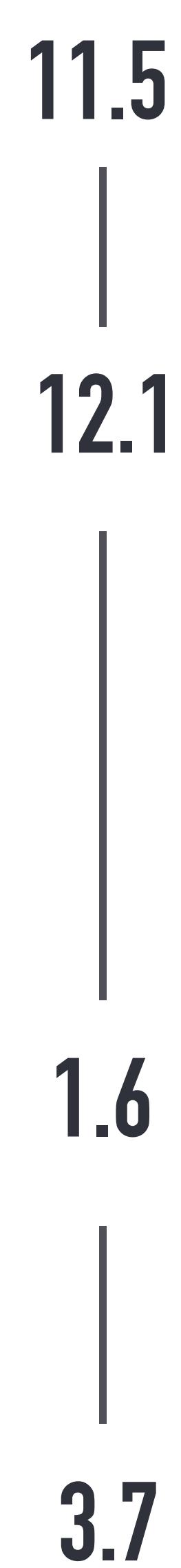
RESPONDER SERVICE



USAGE RATIO



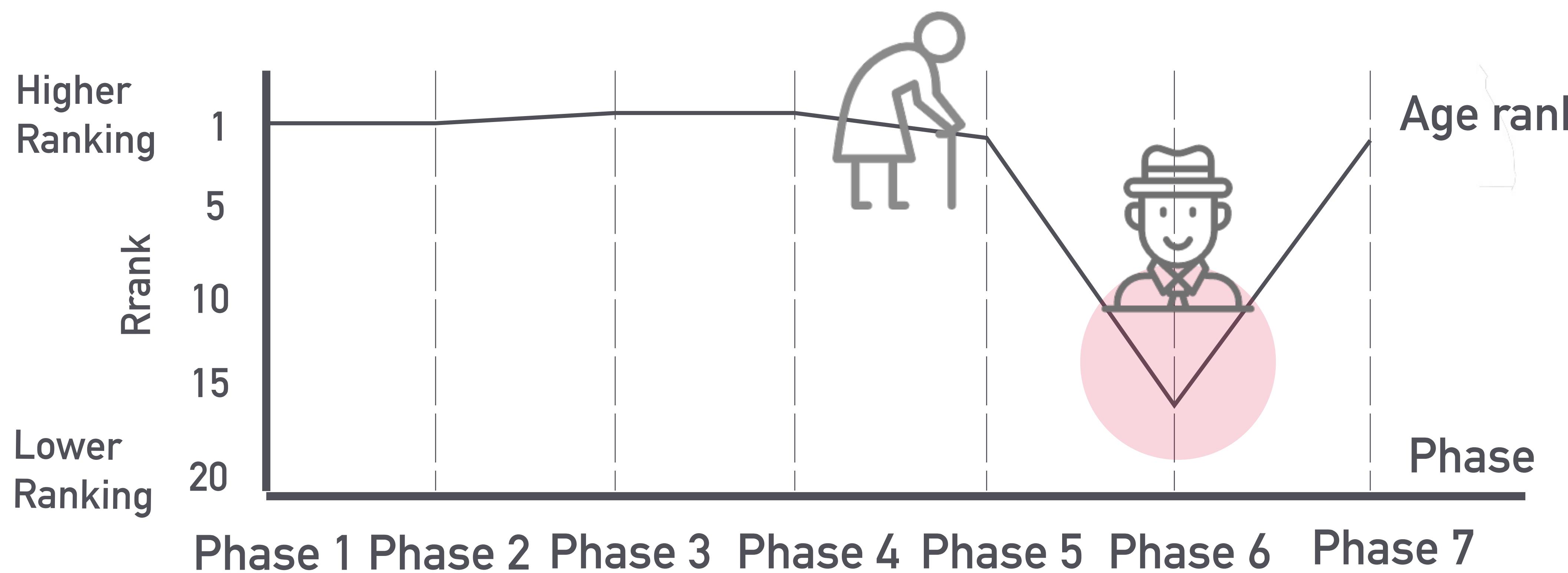
TIME



Phase 6: Third National Lockdown



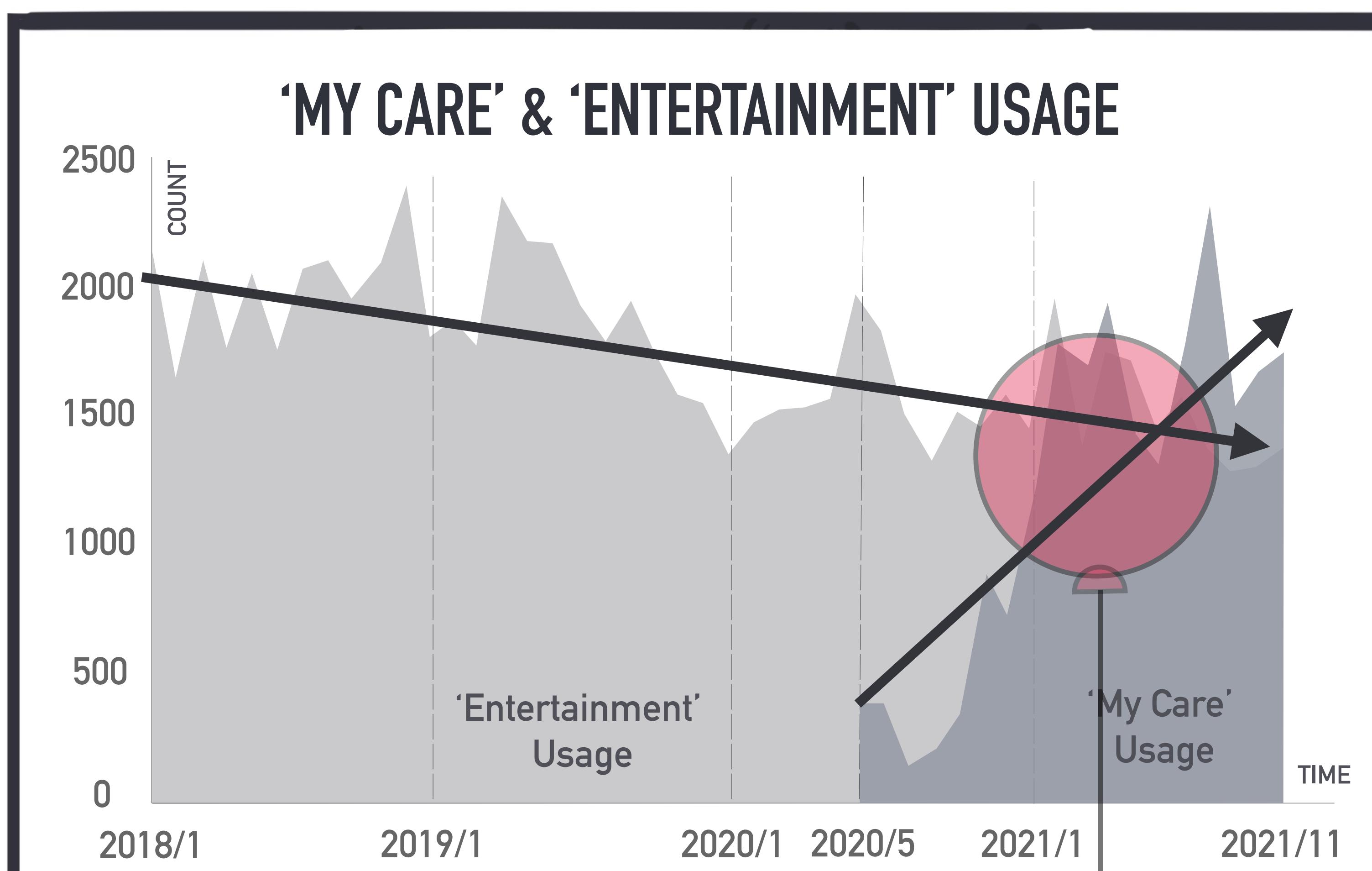
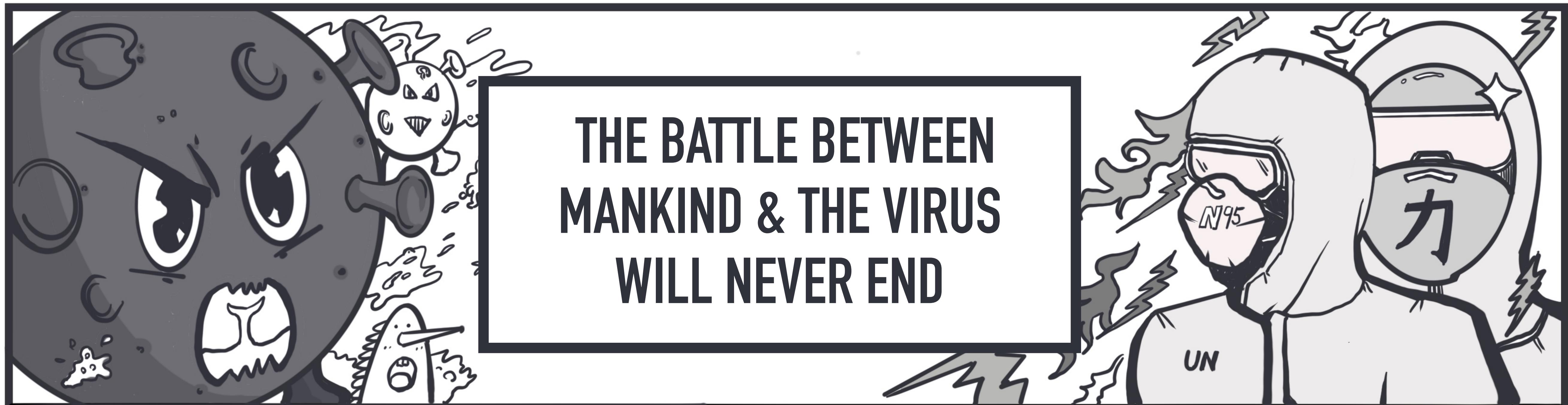
THE MEDIAN AGE RANKING OF COVID-RALATED USAGE



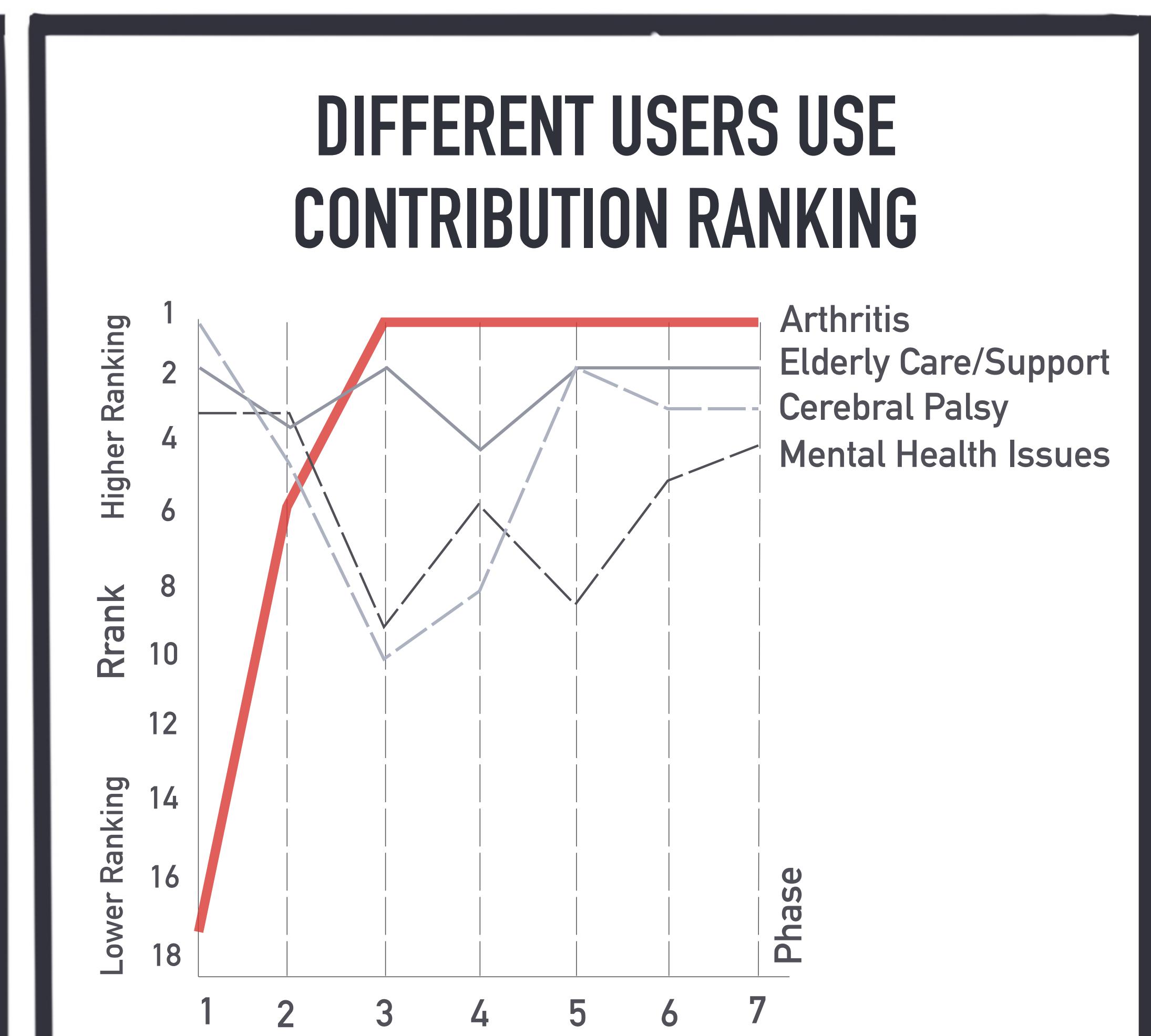
Not only the oldest group, but also younger people were becoming more aware of news related to the covid-19 for the first time, they click more on Covid-related features.



Phase 7: The Step Out of Lockdown



'Entertainment' decreased and 'My Care' increased over 3 years. 'My Care' overtook 'Entertainment' and becomes the first since phase 5.



Arthritis users stay first from phase 3.

