

CovidCrush App and Responsive Website

Abby Benjamin

Project overview



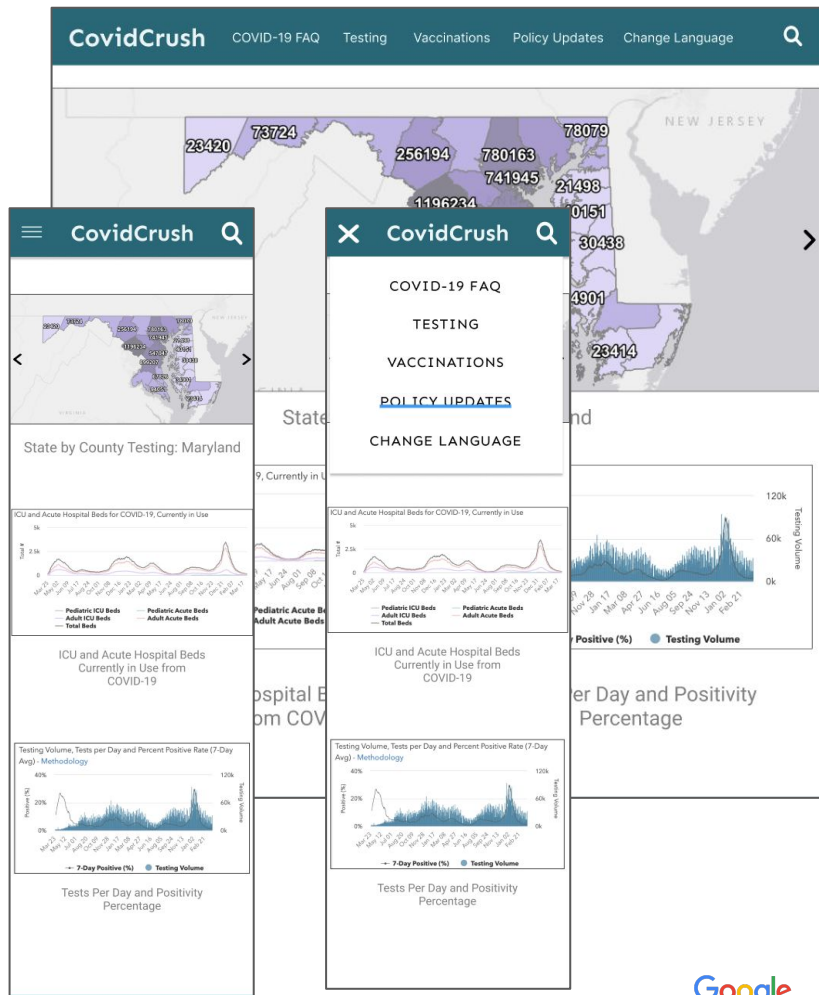
The product:

CovidCrush is a nationwide organization focused on providing access to COVID-19 resources to first-generation immigrants in their preferred languages. CovidCrush's primary target users include



Project duration:

February 2022 - March 2022



Project overview



The problem:

Misinformation on COVID-19 has been rampant. With contradicting news sources, it has been hard for anyone to get the facts based on the research and data that's out there. After hearing many first-generation immigrants believe facts from untrustworthy social medias, I saw a need to give them research-based data in their preferred language.



The goal:

Design an app that will improve the public health education for first-generation immigrants, who might prefer the data in another language.

Project overview



My role:

UX designer, leading the app and responsive website design from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I used known COVID-19 statistics and personal experience with first-generation immigrants to develop interview questions, which were then used to conduct user interviews. The feedback made it very clear that users just did not understand who or what they should trust, getting most of their information from family and friends through social media and apps, such as WhatsApp.

Persona 1: Celina

Problem statement:

Celina is a first-generation immigrant who needs COVID-19 information on testing and vaccinations in her preferred language, Spanish.



Celina

Age: 55
Education: Some college
Hometown: Elizabeth, NJ (Originally Ecuador)
Family: Husband and three kids.
Occupation: Account Manager

"There is so much information, and it's all conflicting. I'm so confused."

Goals

- Find research-based information and statistics on COVID-19.
- Find information in preferred language, Spanish.
- Find testing sites near her.
- Find vaccination sites near her, if she decides.

Frustrations

- There is so much conflicting information out there.
- Rules/policies are hard to keep track of as they change so often.
- Hard to understand when and where she should be wearing a mask.

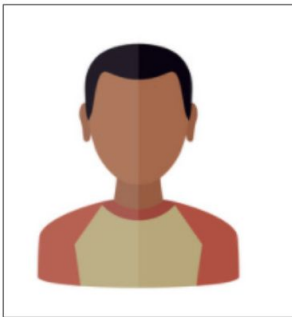
Celina is a 55-year-old account manager who lives with her husband and three children. She is also a first-generation immigrant from Ecuador, as is her husband.

She is frustrated by conflicting information surrounding COVID-19 and the pandemic and the vaccine. Her extended family fights over whether or not one should trust the vaccine, while most medical professionals and the CDC insist on it. Celina has a heart condition and wants to get the best information she can for herself and her family in her preferred language.

Persona 2: Frances

Problem statement:

Frances is a first-generation immigrant who needs COVID-19 information on testing and vaccinations in his preferred language, Tagalog.



Frances

Age: 64
Education: High school
Hometown: Accident, MD
(Originally the Philippines)
Family: Wife and one adult child
Occupation: Retired UPS driver

"I'm a little afraid to take the vaccine due to my health issues."

Goals

- Find research-based information and statistics on COVID-19.
- Find information in his preferred language, Tagalog.
- Ability to talk to a medical professional or at least someone to answer questions in Tagalog.

Frustrations

- There is so much conflicting information out there.
- Rules/policies are hard to keep track of as they change so often.

Frances is a 64-year-old retired UPS driver who lives with his wife, while his only daughter is an adult, living in NYC. He is also a first-generation immigrant from the Philippines, as is his wife.

Although Frances is open to the vaccine, he hasn't been to the doctor since he had his heart attack 10 years ago, which was a traumatic healthcare experience. Part of it included the inability to receive care in his preferred language, Tagalog, as he lives in a very rural area in Maryland. Frances wants to get COVID-19 information in his preferred language so he can make an informed decision for himself.

Competitive audit

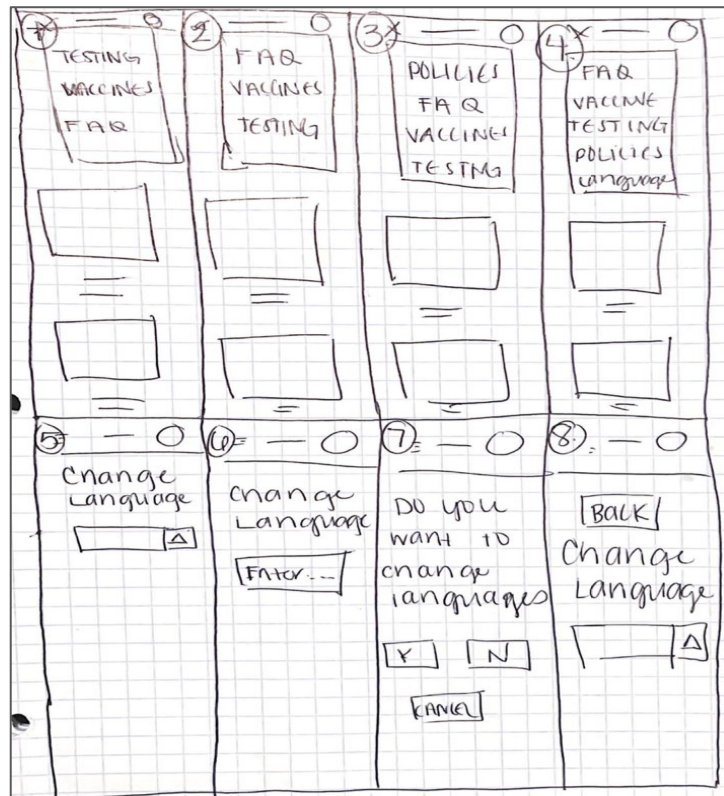
Competitive audit	Goal: Compare the experience of gathering COVID-19 information on other apps									
	General information									
									First impressions	
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Website experience	Dedicated mobile app experience
Coronavirus State Government Sites	Direct	N/A	COVID-19 Information	N/A	https://coronavirus.maryland.gov/	N/A	Everyone in US that can read	N/A	Good + Simple to navigate - Minimal features and visuals	Needs Work - No dedicated mobile app that I could find.
CDC	Direct	N/A	COVID-19 Information	N/A	https://www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html?cid=10496:cdc%20covid%20vaccine:sem.gap:RG:GM:gen:PTN:FY21	N/A	Everyone in the US that can read	N/A	Good + Visually appealing - Almost too many options - Navigation is complicated	Outstanding + Very similar to website - Still pretty busy

An audit of a few competitor's "products" provided direction on gaps and opportunities to address with the CovidCrush app. One of them did not have a mobile app available.

UX (rated: needs work, okay, good, or outstanding)						
Mobile app interaction				Mobile app visual design		Mobile app content
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Needs Work - No dedicated mobile app that I could find.	Needs Work - No dedicated mobile app that I could find.	Needs Work - No dedicated mobile app that I could find.	Needs Work - No dedicated mobile app that I could find.	Good + Great use of colors, very much on brand for M - Nothing sets it apart	Friendly and informative	Outstanding + Short and to the point + Focused on info relevant to target audience
Outstanding + Has everything you could want + Has different languages	Outstanding + Available in multiple languages + Audio available for entire menu + Has whole section on accessibility	Good + A little more simple than the website with all the import information - Difficult to find certain things	Good + Easy to switch languages - It is huge because there are so many options	Outstanding + Clear brand identity, including colors, font, style, motion, imagery, and photography	Friendly and formal	Okay + Focused on info relevant to target audience - So much information

Ideation

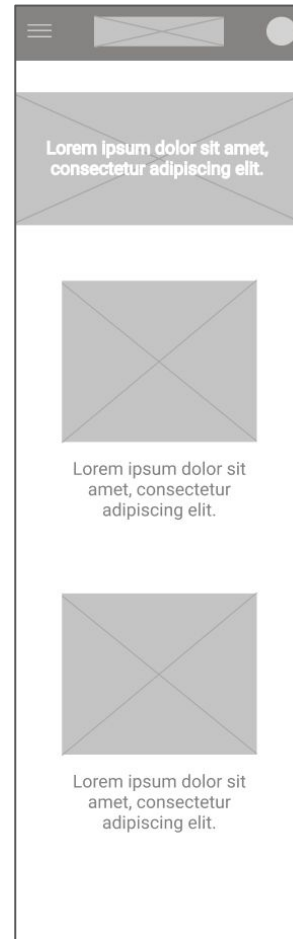
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **simplicity for navigation.**



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the CovidCrush app.

Quick and simple navigation bar.

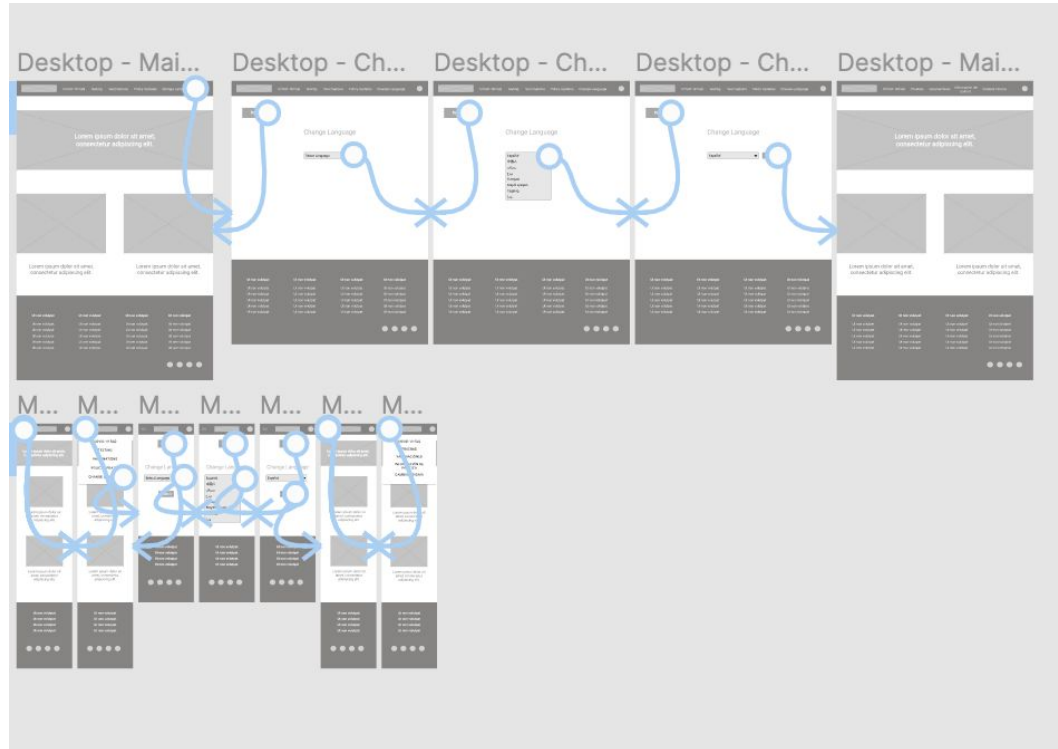


I use graphs of COVID-19 prevalence, vaccines received, and tests given.

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of changing the language on the site.

View [CovidCrush's low-fidelity prototype](#).



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote.



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Navigation

Users believed that areas in the navigation be the most important sections of the site, not hidden in heavy navbars.

2

Accessibility

Users wanted the option for changing languages visible as soon ASAP when you land on the homepage.

3

Simplicity over Aesthetic

Users appreciated the sleekness, but did not want fancy transitions or animations if it slowed down the site/app.

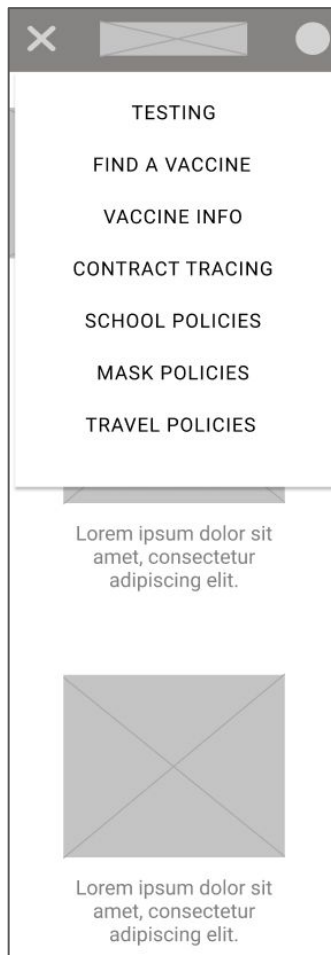
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

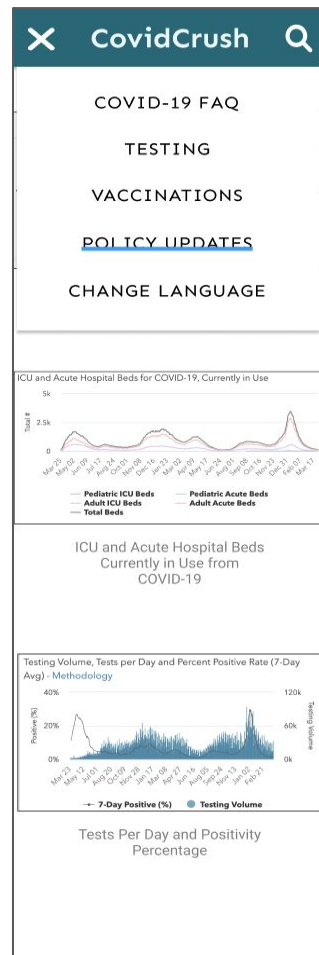
Mockups

Based on the insights from the usability studies, I applied design changes like adding a “Change Languages” section on the main navigation.

Before usability study



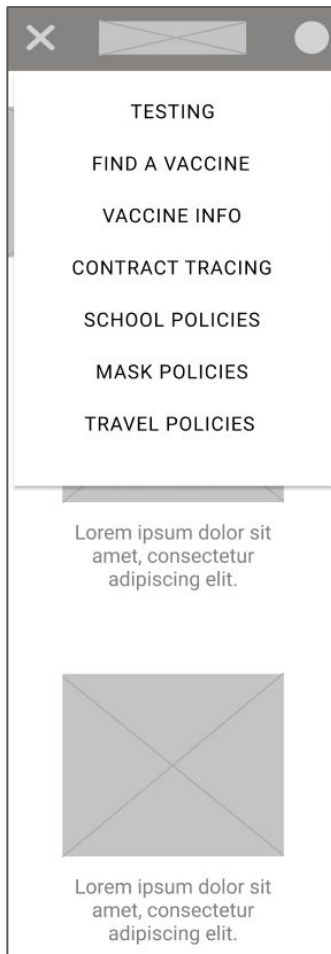
After usability study



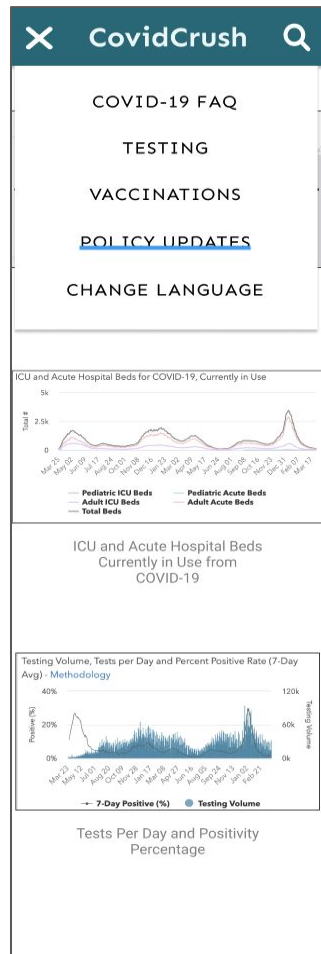
Mockups

Additional design changes included simplifying the navbar, and adding Vaccinations and Testing as main sections on the navbar.

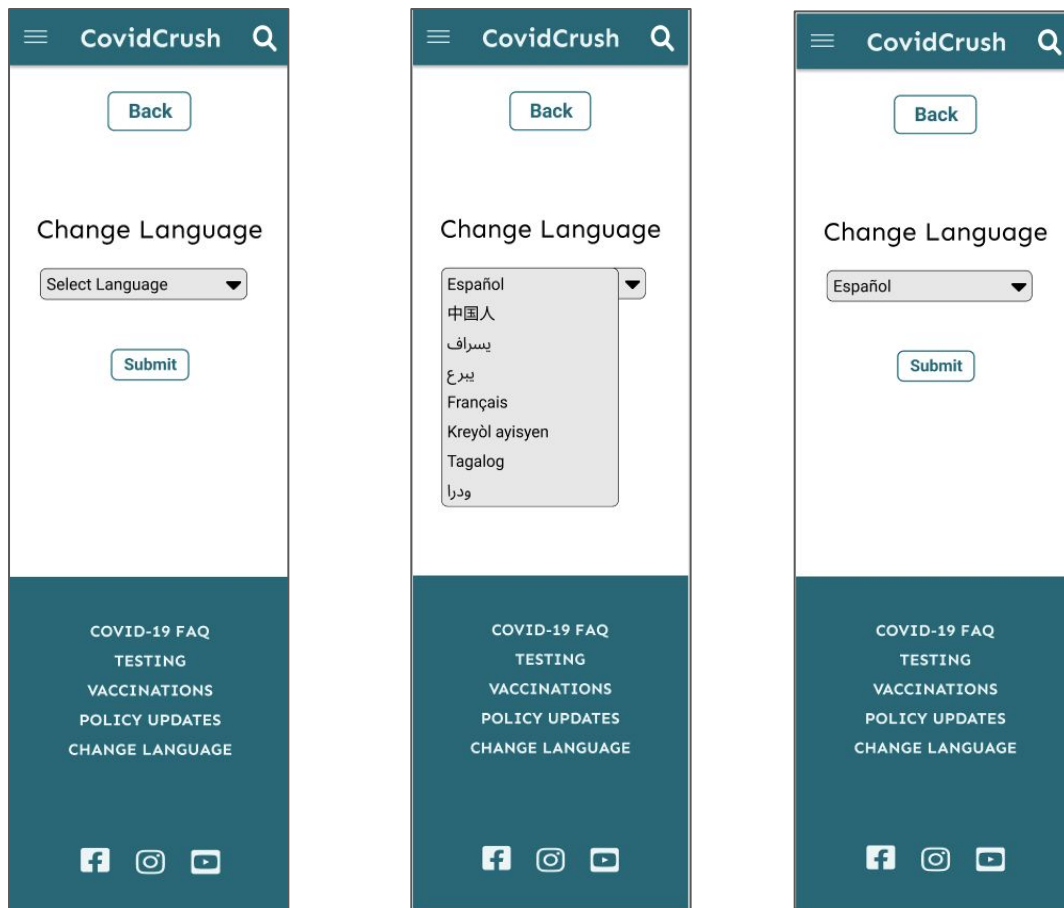
Before usability study



After usability study



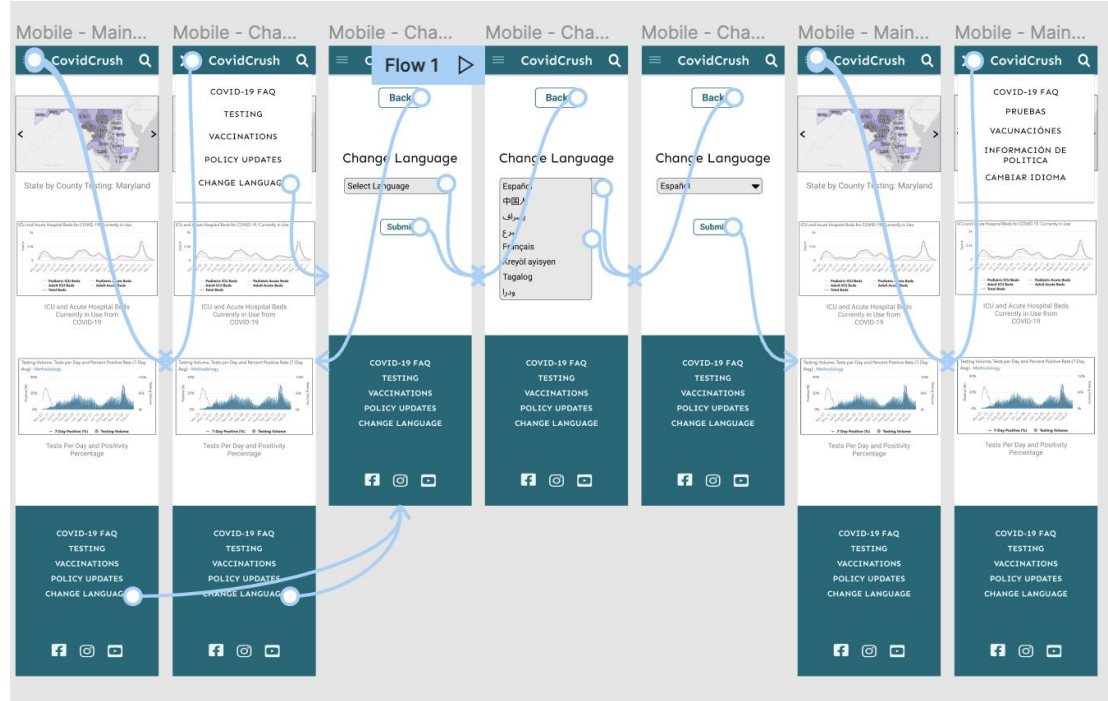
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the [CovidCrush high-fidelity prototype](#).



Accessibility considerations

1

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

2

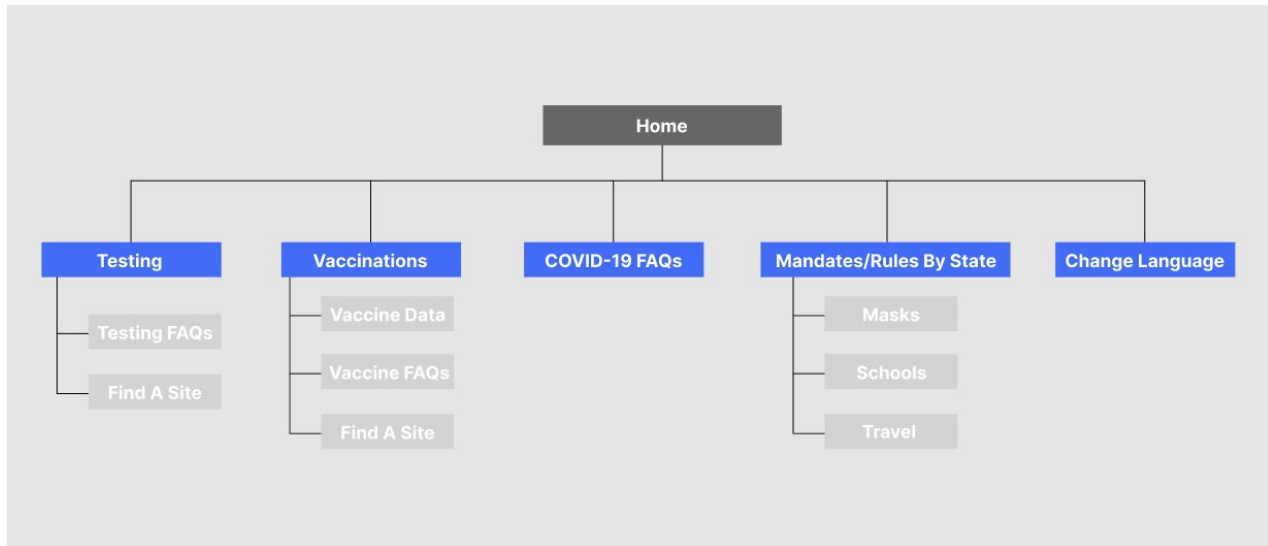
All the different languages provided that the site and its resources can be translated into.

Responsive Design

- Information architecture
- Responsive design

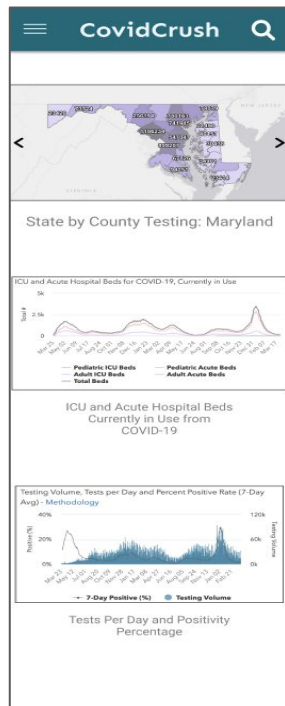
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the CovidCrush sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

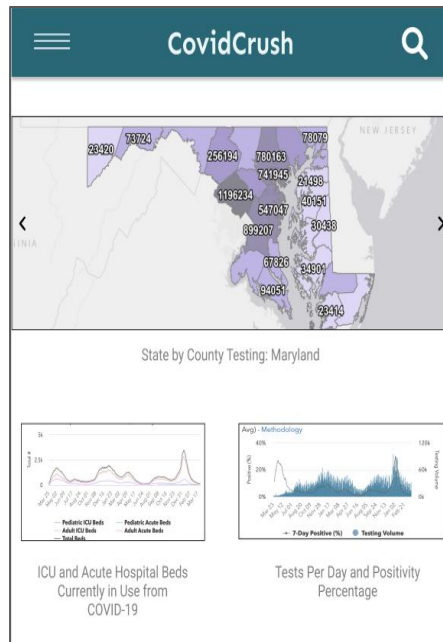


Responsive designs

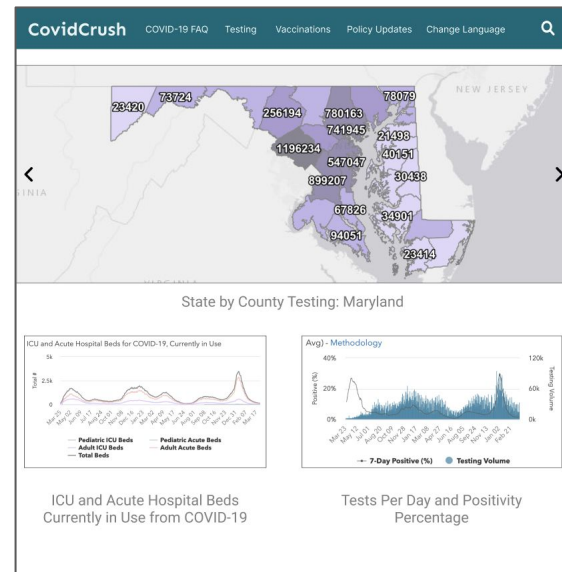
The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



Mobile



Tablet



Desktop

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app was just the thing that they were looking for that gave them simple information or pointed them towards resources in their preferred language. One quote was that it made them feel “finally independent and in charge” of their healthcare decisions.



What I learned:

I learned that the topic of the site/app that you are building can really change the purpose of design. For example, in this instance, I got feedback that although aesthetics were nice, it was more important to users for me to make the website fast and simple. It made me think that design not only serves to act as something that makes something “prettier.”

Next steps

1

Conduct research on whether or not the app increases or decreases the amount of people being vaccinated.

2

Add more resources, such as journal articles in different languages.

3

Look into any missing languages and add it to the site/app.

Let's connect!



Thank you for your time reviewing my work on the CovidCrush app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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