

BePrepared – A First Aid App for Adults

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Project overview



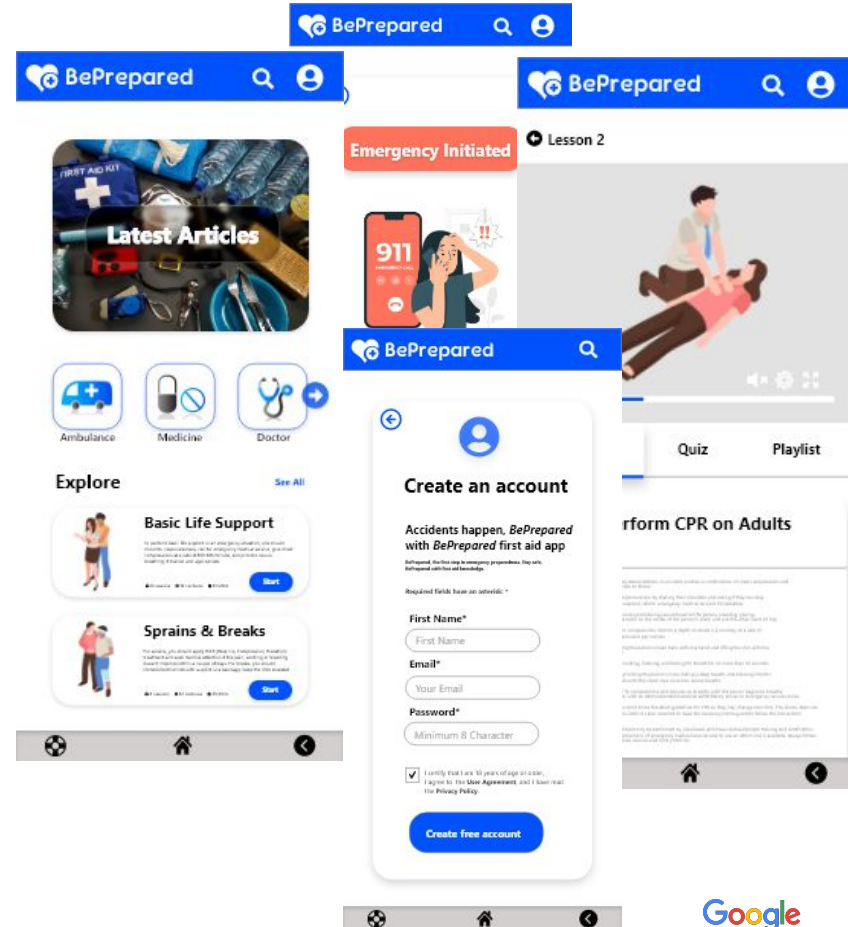
The product:

BePrepared is a first aid organization that focuses on emergency preparedness. The organization needs a tool that helps people learn about and manage emergency situations. BePrepared's primary target users include adults who are concerned with the lack of knowledge about first aid and would like to learn more about what they can do to handle emergency situations. This app will provide information about first aid procedures, emergency contact information, and training resources.



Project duration:

Dec 2022 to Jan 2023



Project overview



The problem:

Thousands of people lose their lives yearly due to a lack of first aid knowledge. The strategy team at BePrepared has identified a need for more general knowledge about emergency preparedness and a limited understanding of personal impact as crucial drivers for continued unpreparedness. BePrepared aims to empower people with knowledge and skills to handle emergency situations and raise awareness about the importance of being prepared.



The goal:

Design an app that will improve education on the topic of emergency preparedness and help people manage emergencies. The app will empower people with knowledge and skills to handle emergencies and raise awareness about the importance of being prepared.

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, 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 data on emergency preparedness to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling concerned about being unprepared for emergency situations, but they didn't actively try to improve their knowledge and skills. The feedback received through research made it very clear that users would be open and willing to work towards being prepared if they had access to an easy-to-use tool to help guide them.

Persona 1: Sarah

Problem statement:

Sarah wants a user-friendly and easy-to-use first aid app that can guide her through emergency situations and improve her knowledge of first aid.



"I need a reliable guide to handle emergency situations and ensure the safety of my family."

Goals

- To be prepared for any emergency situations that may arise in her household.
- To improve her knowledge of first aid
- To have a user-friendly and easy-to-use app that can guide her through emergency situations
- To ensure the safety of her family

Frustrations

- Limited knowledge of first aid
- Overwhelming amount of information available online
- Difficulty in finding a reliable and user-friendly first aid app
- Difficulty in finding time to attend first aid training
- Difficulty in understanding technical, medical terms
- Difficulty in finding relevant information quickly during emergency situations.

Name

Age: Sarah

Education: College Degree

Hometown: Seattle, Washington

Family: Married with 2 young children

Occupation: Stay-at-home mother

Sarah is a stay-at-home mother of two young children. She is concerned about her family's safety and wants to be prepared for any emergency situations that may arise. She needs to gain more knowledge of first aid and feels overwhelmed by the amount of information available online. She wants a user-friendly and easy-to-use app to guide her through emergencies.

Persona 2: Tom

Problem statement:

Tom wants a user-friendly and easy-to-use first aid app that can guide him through emergency situations, improve his knowledge of first aid, and provide training resources so that he can be prepared for any emergency situations that may arise in the workplace.



Name

Age: Tom

Education: BBA

Hometown: Chicago, Illinois

Family: Divorced with no children

Occupation: Small business owner

"I need a reliable guide to handle emergency situations at work and ensure the safety of my employees."

Goals

- To be prepared for any emergency situations that may arise in the workplace
- To improve his knowledge of first aid
- To have a user-friendly and easy-to-use app that can guide him through emergency situations
- To ensure the safety of his employees
- To have access to training resources for his employees

Frustrations

- Limited knowledge of first aid
- Overwhelming amount of information available online
- Difficulty in finding a reliable and user-friendly first aid app
- Difficulty in finding time to attend first aid training
- Difficulty in understanding technical medical terms
- Difficulty in finding the relevant information quickly during emergency situations
- Difficulty in providing first aid training to his employees
- Difficulty in ensuring his employees are prepared for emergency situations.

Tom is a small business owner who is always busy with work. He is concerned about the safety of his employees and wants to be prepared for any emergency situations that may arise in the workplace. He has limited knowledge of first aid and does not have the time to attend first aid training. He wants a user-friendly and easy-to-use app that can guide him through emergency situations.

Competitive audit

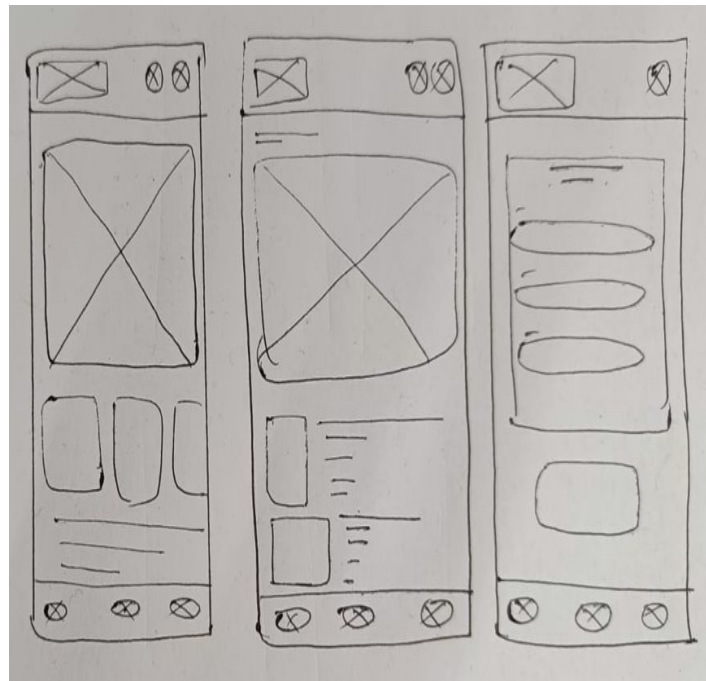
An audit of a few competitors' products provided direction on gaps and opportunities to address with the First Aid app.

General information										First impressions	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience		
FirstAidPro	Direct	San Francisco, United States	A comprehensive first aid app with detailed instructions on how to handle different emergency situations, including CPR, choking, and serious injuries. The app also includes a feature for creating personalized emergency plans and a directory of nearby hospitals and emergency services.	\$	www.firstaidpro.co	Medium	Target audience includes individuals of all ages and backgrounds who want to be prepared for emergency situations and have access to detailed first aid instructions.	"Be prepared for any emergency, anytime, anywhere."	Good Strong, consistent branding for FirstAidPro Intuitive navigation for LifeSaver Complicated features for SurvivalAid	Outstanding Easy to navigate Strong, consistent branding and visual design All features are useful and intuitive, including personalized emergency plans and directory of nearby hospitals and emergency services	
LifeSaver	Direct	Sydney, Australia	A first aid app that uses augmented reality technology to provide step-by-step instructions on how to handle different emergency situations. The app also includes a feature for connecting users with nearby first responders and a directory of nearby hospitals and emergency services.	\$	www.lifesaver.com	Small	Target audience includes individuals of all ages and backgrounds who want to be prepared for emergency situations and have access to detailed first aid instructions using augmented reality technology.	"Quick and easy access to critical first aid information, right at your fingertips."	Needs work User-friendly interface for FirstAidPro Limited features for LifeSaver Overly complex User-friendly interface for FirstAidPro Limited features for LifeSaver Overly complex design for SurvivalAid	Good Vigorous use of augmented reality technology for step-by-step instructions Connects users with nearby first responders and hospitals Could have more detailed instructions for some emergency situations	
SurvivalAid	Indirect	Toronto, Canada	A first aid and emergency preparedness app that provides detailed instructions on how to handle different emergency situations, including natural disasters and wilderness survival. It also includes a feature for creating personalized emergency plans and a directory of nearby hospitals and emergency services.	\$\$\$	www.survivalaid.co	Large	Target audience includes individuals and families who want to be prepared for natural disasters and wilderness survival situations.	"Stay safe and informed with real-time alerts and emergency preparedness information."	Outstanding Personalized emergency plans feature for FirstAidPro Augmented reality technology for LifeSaver Detailed instructions for wilderness survival for SurvivalAid	Okay Detailed instructions for emergency situations and natural disasters Personalized emergency plans and detailed instructions for emergency situations and natural disasters Personalized emergency plans and directory of nearby hospitals and emergency services Could have a more user-friendly interface for navigation	

UX (rated: needs work, okay, good, or outstanding)					Visual design		Content	
Features	Accessibility	Interaction User flow	Navigation	Brand identity	Tone	Descriptiveness		
Okay Personalized emergency plan feature Lack of detailed instructions for emergency situations	Good The app has a clear layout and uses visuals effectively, but it is not fully accessible for screen readers.	Good + Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time	Outstanding + Straightforward navigation - Clear indication of clickable elements	Outstanding + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Witty, conversational tone that aligns well with branding.	Outstanding + Conveys information clearly + Descriptions are succinct and to-the-point		
Outstanding Augmented reality instructions feature Connect with first responders feature Nearby hospital directory feature	Outstanding The app has a visually pleasing design and is fully accessible for both screen readers and users with different visual needs.	Good + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs	Needs work - Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear	Okay + Brand identity reflected throughout design + Good use of high-quality images - Simple visual design - Inconsistent font usage	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.	Okay + Descriptions are succinct and to-the-point - Information is not always easy to understand		
Good Simplified interface for quick emergency access Emergency contact list feature Limited information on emergency preparedness	Needs work The app has some accessibility issues, such as a lack of compatibility with screen readers and inconsistent use of visuals.	Outstanding + Primary checkout user flow is clear + Quick and easy to use ordering process	Good + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times	Good + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images - Inconsistent font usage	Formal but friendly. Doesn't feel "stiff". Works with brand identity.	Good + Conveys information clearly - Overly descriptive at times		

Ideation

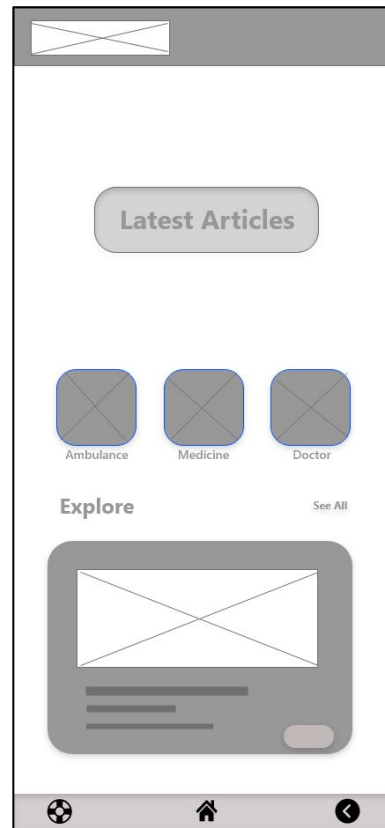
I did a quick ideation exercise to develop ideas for addressing gaps identified in the competitive audit. My focus was explicitly on emergency preparedness and helping people manage emergencies.



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the First Aid app. These designs focused on delivering personalized guidance to users to help manage their preparedness.

The top half of the home screen acts like a coach by providing personalized recommendations for users.



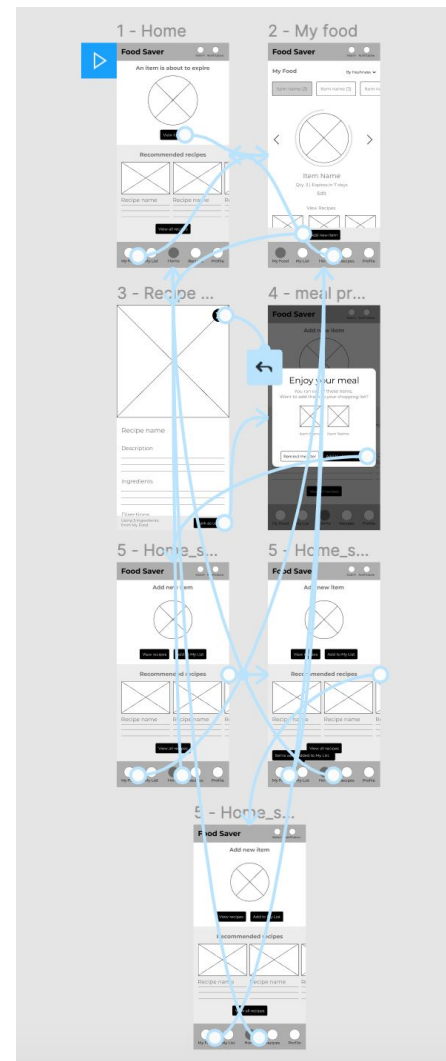
Easy access to app features from global navigation



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

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



Usability study: parameters



Study type:

Unmoderated usability study



Location:

BD, remote



Participants:

5 participants



Length:

25-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Navigation

Participants found the navigation of the app to be clear and easy to understand, with all of the key features and sections easily accessible from the main menu.

2

Instructional content

Participants praised the app for its clear and concise instructional content, with many noting that the step-by-step instructions were easy to follow and understand.

3

Customization

Participants appreciated the ability to customize the app to their specific needs, including the ability to create personalized emergency plans and the option to filter content based on their location and medical history.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups



Explore

See All

Basic Life Support

Learn how to perform basic life support (BLS) techniques, including CPR and first aid, to help save lives in emergency situations.

10 min 15 min 20 min

Start

Sprains & Breaks

Learn how to recognize and treat sprains and breaks, including first aid techniques and when to seek medical attention.

10 min 15 min 20 min

Start



Create an account

Accidents happen, BePrepared with BePrepared first aid app

BePrepared first aid app is an emergency preparedness app with BePrepared first aid and knowledge.

Required fields have an asterisk *

First Name*

First Name

Email*

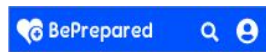
Your Email

Password*

Minimum 8 Character

☒ I certify that I am 18 years of age or older, I agree to the [User Agreement](#) and I have read the [Privacy Policy](#)

Create free account

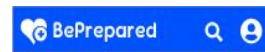


Emergency Initiated



Confirming will send an SOS text to the added emergency list after every 30 sec. If no response is found in 1 min will automatically initiate call to 911.

Confirm



Lesson 2



Transcript

Quiz

Playlist

How to Perform CPR on Adults

5 min 10 min

Performing CPR can help save lives in emergency situations. This lesson covers the steps to perform CPR on adults, including checking for responsiveness, calling for help, and performing chest compressions and rescue breaths.

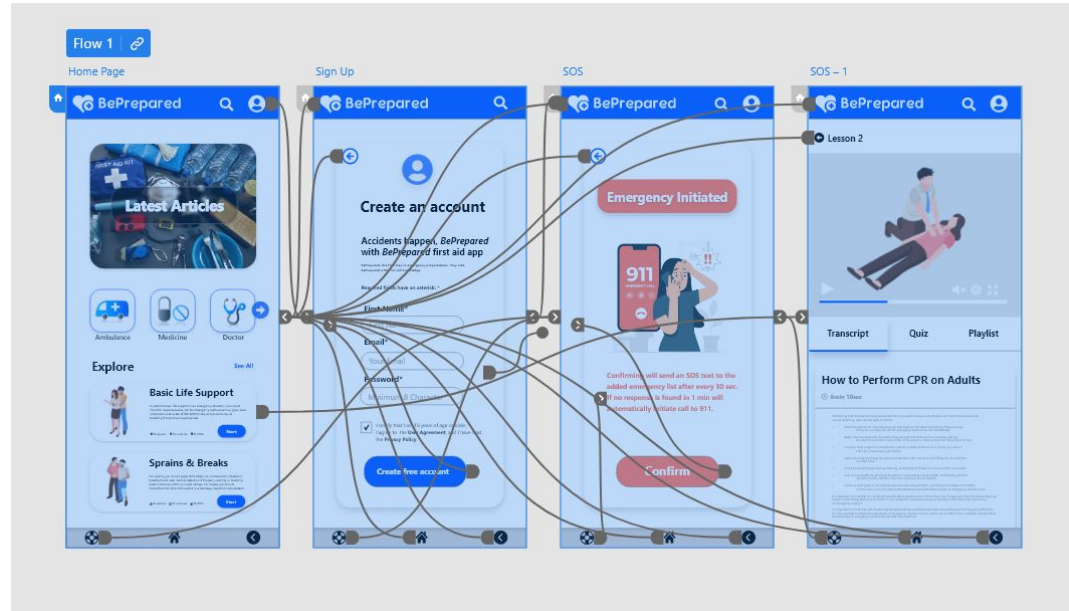
- Check for responsiveness: Tap the person's shoulder and shout, "Are you okay?"
- Call for help: If the person is unresponsive, call 911 or the local emergency number.
- Check for breathing: Look for chest movement and listen for breaths.
- Perform chest compressions: Place the heel of your hand on the center of the chest and push hard and fast.
- Perform rescue breaths: Tilt the person's head back and pinch their nose, then give two breaths.

For more information, visit [www.beprepared.com](#).

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 Food Saver high-fidelity prototype



Accessibility considerations

1

There should be text labels for all clickable items so that those who use screen readers may access the information.

2

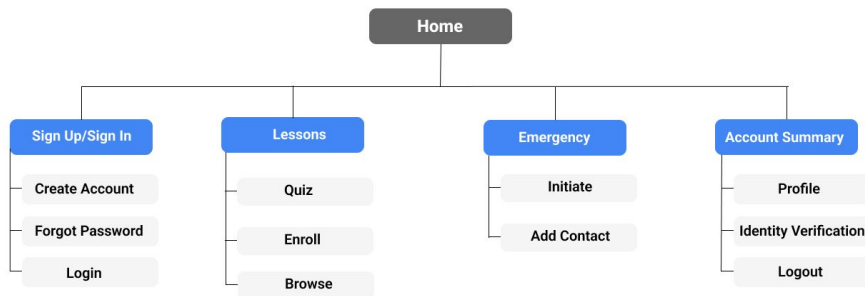
The home screen's major emphasis on suggested content aids in identifying the user's principal goal or objective.

Responsive Design

- Information architecture
- Responsive design

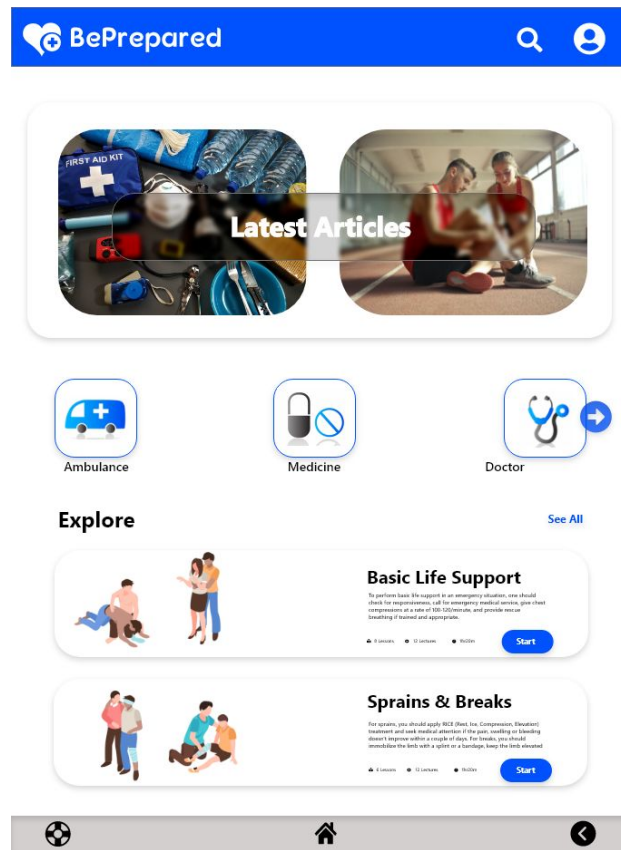
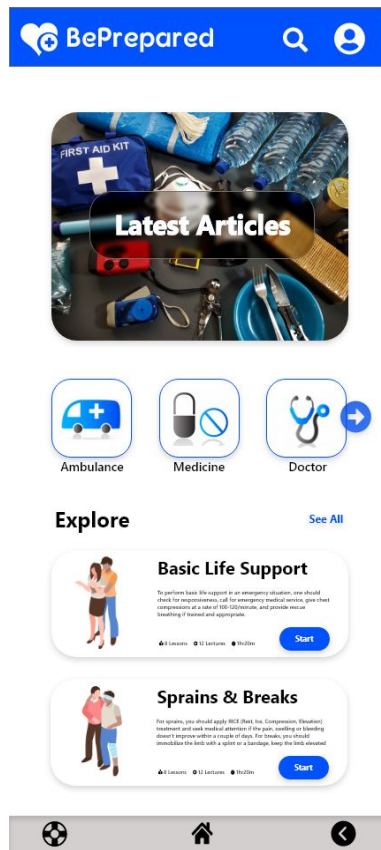
Sitemap

After finishing the app's design, I moved to the responsive website. To guarantee a unified and consistent experience across devices, I used the First Aid sitemap to direct the structure and strategy of each screen.



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.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made them feel more confident and prepared to handle emergency situations. One quote from peer feedback was that “the BePrepared app empowers me with knowledge and skills to handle emergencies and raises awareness about the importance of being prepared.



What I learned:

I learned that by thoroughly understanding the needs and goals of my target users, I could design a comprehensive and user-friendly first-aid app that empowers individuals with the knowledge and skills to handle emergencies. The feedback from user testing confirmed that the app effectively raises awareness about the importance of being prepared for emergencies.

Next steps

1

Conduct research on how successful the app is in reaching the goal of improving emergency preparedness.

2

Add more educational resources for users to learn about emergency preparedness

3

Provide incentives and rewards to users for successfully preparing for emergencies

Let's connect!



Thank you for your time reviewing my work on the First Aid 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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