

## INF352 Group 4 Ideation Assignment

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### **Needs Statements**

1. Benjamin Chen needs a way to find out COVID-19 guidelines so that he can be safe
2. Benjamin Chen needs a way to easily get resources so that he can make an informed decision
3. Benjamin Chen needs a way to compare sources so that he knows which sources are reliable and best to follow
4. Benjamin Chen needs a way to know where the latest hotspots are so that he can avoid them and be safe
5. Benjamin Chen needs a way to learn about his community so that he can follow proper guidelines

These ideas were generated based on the needs of our user, Benjamin Chen. Our persona desires accurate and reliable information to ensure his and his family's health and safety. The ideas focus on solutions to accessing reliable COVID-19 related community and international regulations. They range from maps that identify community hotspots to avoid, email notifications of any restriction updates, and live chats with experts to answer any concerns or inquiries. It is easy to put ourselves in the shoes of our user, since COVID-19 has affected all our lives. It is exhausting trying to

obtain information about COVID-19, from community to travel restrictions, especially with the dynamic nature of this novel virus. We inquired about what we would want as users affected, and based on that we generated ideas that fit our user's needs. For the absurd ideas, we took inspiration from some of the more colourful misinformation stories from our surveys and interviews. For example, our crystal ball idea came from a few users claiming to hear that divination is what was used to inform people where the safest places were. The ideas were then clustered based on similarity to make it easier to identify which type of feature is most important. This means that voting was still done based on each individual idea. The final five clusters were as followed:

1. Hotspots: Ideas that focus on identifying where COVID-19 hotspots are located
2. Credibility: Ideas that focus providing users with credible sources of information
3. Resources: Ideas that focus on providing users with COVID-19 resources
4. Functionality: Ideas that focus on providing users with tools to stay better connected with news
5. Personal Assistance: Ideas that provide users with personal service regarding their COVID-19 needs

After voting occurred, each of the five clusters was moved to the prioritisation grid where they could be visualised in terms of impact and feasibility. The least implementable cluster was the personal assistance category which received no votes. These automatically go into the further exploration section for later. Also, in this section is the hotspots category, which had one feasibility vote and a few impact votes. It should be of note that all three absurd ideas fell into this "save for later" region as expected. In the "tough choices" region, falls the remaining three clusters. In the big bets area is our

credibility cluster which our group determined had the highest impact of all clusters but scored in the middle for feasibility. On the other end, in the quick wins section is our functionality cluster which was opposite to the credibility cluster in that it scored maximum for feasibility but sat middle of the park for impact. The last cluster, resources, falls in between the two, though leaning slightly closer to the quick wins area as it scored quite high in feasibility as well. Based on our scaling, there was no cluster that was an out-and-out no brainer. However, there could be an argument that either the resource cluster or functionality cluster can fall into the no brainer section as each had achieved at least four votes in both categories, which is significant as the group consists of five people. Moving forward, those will be the two clusters that the next steps will focus on.



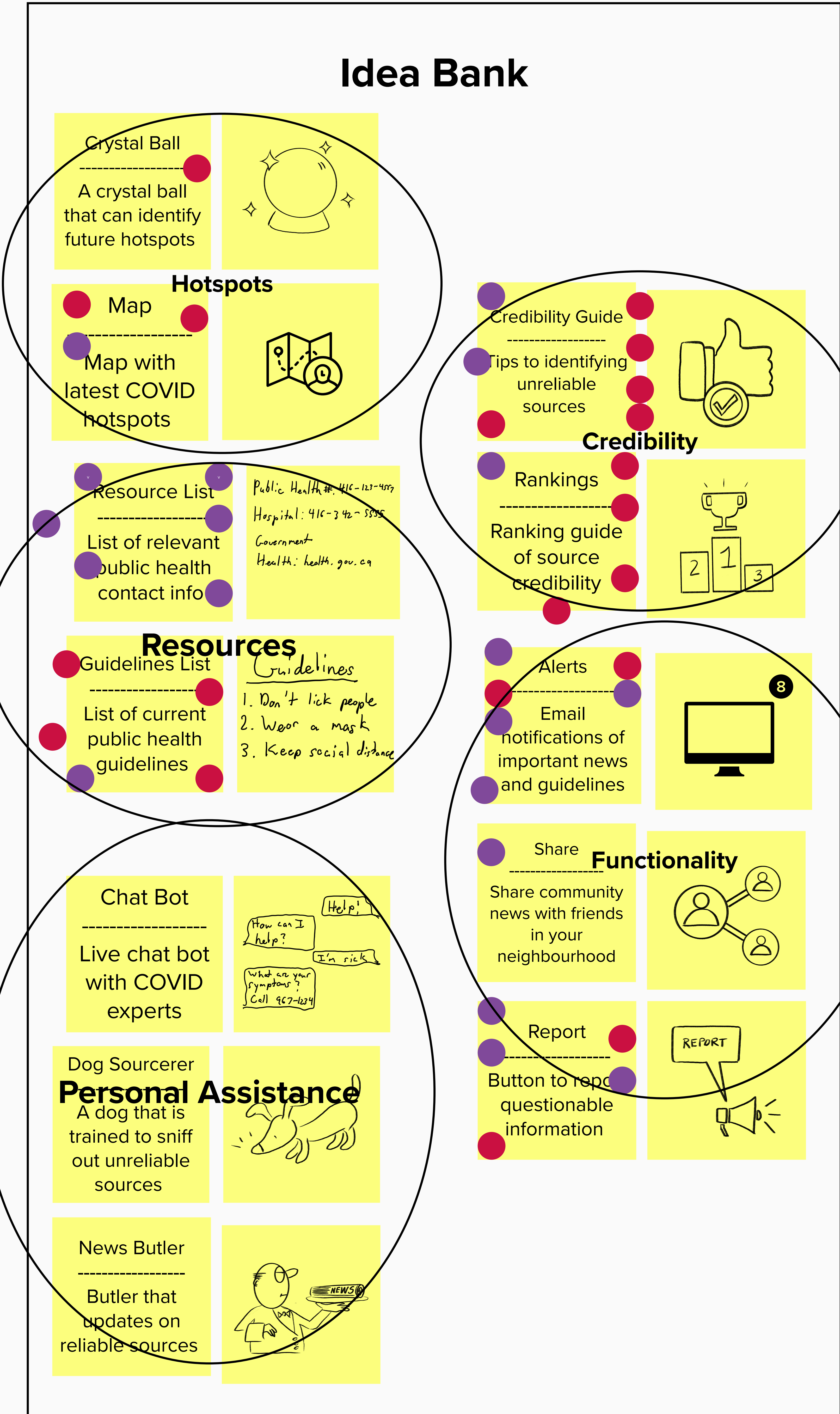
# Idea Prioritization

Use this template to visualize and align on which ideas you should pursue first.

- Impact to the user
- Feasibility for us

1

Collect your ideas in one place



2

Find clear next steps

