

# COVID WATCH

## Covid Attitudes - User Interviews July-August 2020

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December 2020

[www.covidwatch.org](http://www.covidwatch.org)

# Covid Attitudes - Background

## Overview

User Experience Researchers at Covid Watch were interested in the attitudes and behaviors associated with COVID-19 and how those behaviors relate to the adoption of the app. To do this, researchers recruited 8 participants and conducted video-call interviews.

## Goals

- To understand participant attitudes and behaviors related to COVID-19
- Understand and explore whether people would be transparent if they were to receive a positive test

## Project Timeframe

July and August 2020 - over the course of 5 weeks relatively early in the pandemic

# Demographics & Methodology

## Methodology

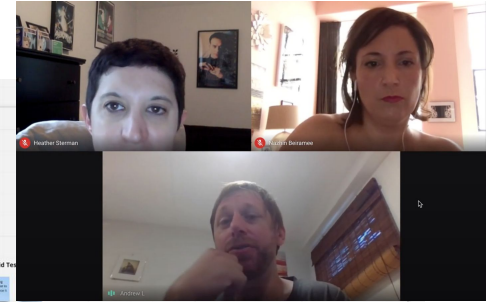
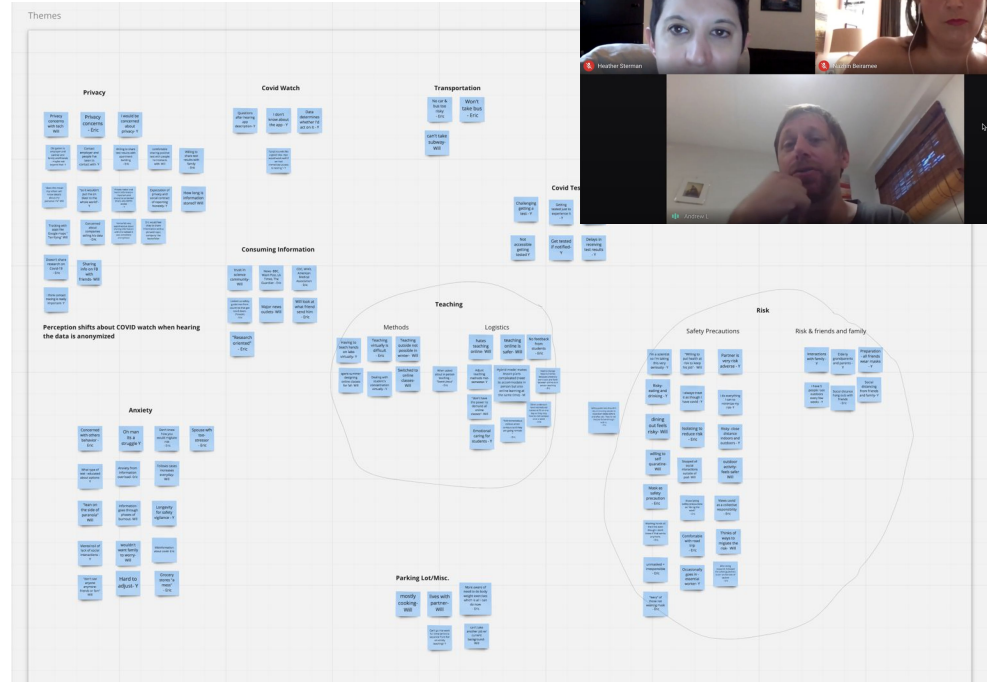
- Participants were recruited via email and social media and asked to complete a survey screener
- Airtable was utilized for organizing participants' data
- Google Meet, YouTube

## Demographics

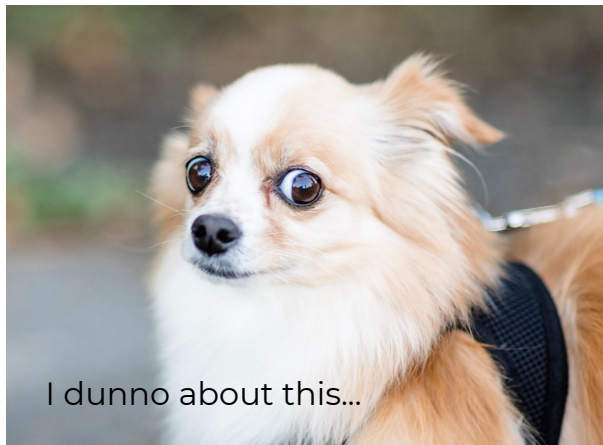
- 8 people were interviewed over a three-week span

## Analysis

- Affinity mapping in Miro to establish key themes



# Low Confidence In Others To Comply



*"Safety guidelines shouldn't rely on trusting people to wipe down desk before and after. They're not likely to follow through with it."*

*"This is like a group project, and it just takes one person to fail."*

*- C.S., faculty*

## Takeaways

1. Show how many people are using the app after a certain number has been reached
2. Be transparent about how many users shared a positive diagnosis
3. Having a sense of community may help with compliance

# Concerns Around Privacy Varies by Generation

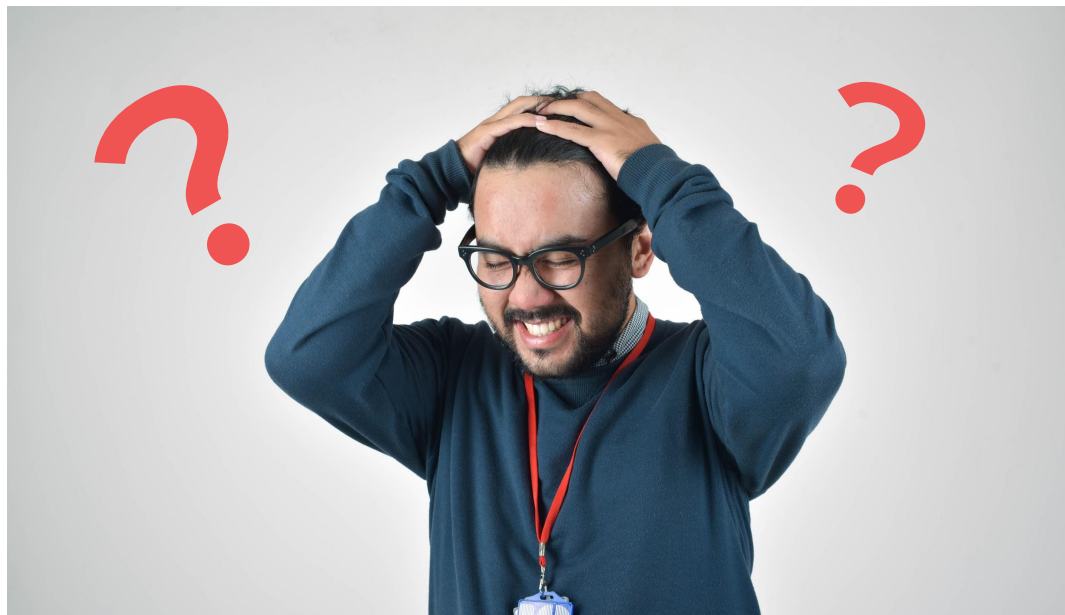


- Students feel more relaxed about protecting their privacy
- Faculty and staff tend to be more cautious

## Takeaways

1. Communicate clearly and often about privacy concerns
2. Be specific (what data is being shared, how, to whom)

# Unanswered Questions



- Anxiety & Frustration
- University/Learning Setting

## Takeaways

1. Make it **very easy** for people to get their questions answered (clear, visible path, minimum number of step)
2. Pushing communications via official channels

# Disruption of day-to-day life



## Takeaways

1. Everyone has been affected (to various degrees)
2. We're all in this together!

*"I'm f\*cking miserable and so is everyone I know."*

*- J.G., Faculty*

# Summary of Findings

1. Low confidence in others to comply
2. Wariness around privacy varies by generation
3. Unanswered Questions
4. Disruption to day-to-day life

Next Steps      → More interviews (various segments)  
                         → **Develop Personas**



# Thank You