Covid Watch User Research 2020 - Reports Bundle (Read Me)

The reports in this folder are the culmination of many hours of work done by the Covidwatch.org user research team's volunteers, from April to December 2020.

Operating part-time, and on a $0 budget, the team (20+ volunteers throughout the year) - also thanks to the generosity of various technology solutions which provided their tools free of charge or at a discount - conducted various user research projects, from surveys, to interviews, to usability tests.

The team's goals were ambitious. To better understand:

- The general population and specific communities regarding their attitudes towards the pandemic, privacy, contact tracing, and apps like CW

- The Public Health workers involved in fighting against pandemics, such as contact tracers, case investigators, and the public health department heads, so that we can provide an offering which makes them more successful

- The Covid Watch app users, so that we can be more effective in getting them to use and recommend the app

- The CW portal users, so that we can make them more successful

- The key barriers to adoption for the CW app and portal

And of course, to inform the Covidwatch.org organization of our research finding, and help the Product and UX Design team create a more successful offering, by identifying issues and providing recommendations.

The team also conducted more market-oriented research to help the Covid Watch Marketing team - and ultimately its pilot partners - better understand and message their target audience.

In this folder are the reports for the most significant projects undertaken by the team:

File Name	Project Type	Description
CovidWatch-GeneralSurvey-April2020-RespondentComments.pdf	Survey	Synthesis of the comments from a 400+ respondent survey launched in April 2020
CovidWatchApp-UserResearchReport-April-May-2020-pub.pdf	Concept / Usability Testing	Testing early concepts and designs of the Covid Watch mobile Application
CovidWatchApp-UsabilityTestReport-June-July-2020-pub.pdf	Usability Testing	Testing and validating design changes in the Covid Watch mobile Application
Bermuda-FieldResearch-Report-July-2020-pub.pdf	Informational Interviews	Field research interviews or the general population in Bermuda, to better understand attitudes towards apps like Covid Watch
CovidAttitudes-UserInterviews-Report-July-August-2020-pub.pdf	Informational Interviews	Foundational research on the general attitudes of people towards the pandemic, including interviews with public health workers (contact tracers, case investigators)
CovidWatchApp-FirstTimeUX-ModeratedUsabilityTesting-Report-Fall-2020-pub.pdf	Usability Testing	Testing the first-time user experience of the real Covid Watch mobile application, within the context of Northern Arizona University.
CovidWatchAppDesignv4v5-UnmoderatedUsabilityTestReport-Fall-2020-pub.pdf	Usability Testing	Comparing the performance of the v4 vs v5 design of the Covid Watch mobile application
ChinaMiniApps-CaseStudy-Nov2020.pdf	Case Study	Overview of China's exposure notification / contact tracing mini apps

Thank you to all of the volunteers who contributed to these projects, including the operation of the team, its communication with the rest of the organization, facilitation of meetings, etc..:

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Notion.so	Airtable.com	Clockify.com
Google.com	Maze.design	
Zoom.us	Miro.com	