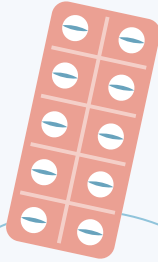# First Aid and Emergency App (F-AID)

Group 5 - Janek Basi, Priyanshu Batra, Jashanpreet Singh

Did You Know?

1 in 3 people panic and forget first aid steps in real emergencies

60% of smartphone users say they would use an app for first aid if it was easy to follow

Over 2 billion people worldwide live in areas with limited or delayed access to emergency services

Defining our Problem

- In emergencies, people panic or don't know what to do.
- First Aid apps currently lack simplicity, accessibility, or real-time guidance.

Competitor Research

911 Help App

- Poor and outdated UI with small buttons and low contrast
- No First Aid Guidance
- No Offline Mode

Red Cross First Aid App

- Some media and features require internet
- Navigation is cluttered and hard to use under stress
- Lacks personalization and emergency contacts

User Research & Persona

User Research Method

We conducted a 6 interviews, 10 surveys, and usability testing.

Research Goal

Understand how users react in emergencies and what they need in the moment.

Tony Stark

Age: 42
Occupation: CEO of Stark Industries
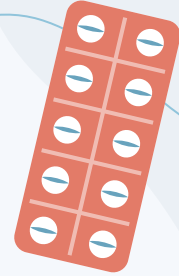**Emergency Experience:** Advanced

Goal

- Works Offline
- Clean, simple interface
- Quick access to first aid steps

Frustration

- Generic Advice
- Info hidden in menus
- No step-by-step help

Solution Pitch

- A simple, easy-to-use mobile app that offers step-by-step emergency guidance
- Features include offline access, one-tap emergency calling, emergency resources, and a first aid kit locator.
- **Our Edge on Competitors:** Simpler UX, more intuitive UI, Offline Capabilities
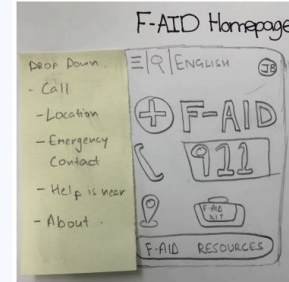
Low-Fidelity Prototype

Sketch of Flow:

iPhone UI when opening iPhone → Press F-Aid App to open it → Once pressed Homepage
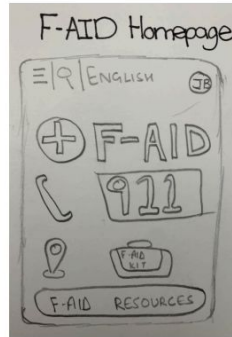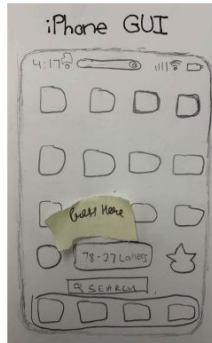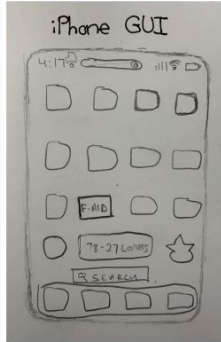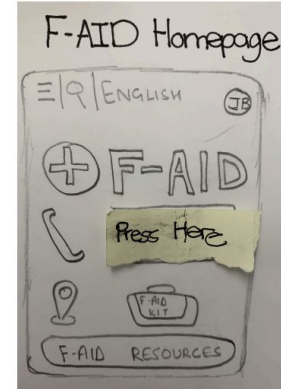

There are 2 states of the Homepage
State 1 (Sidebar Dropdown):
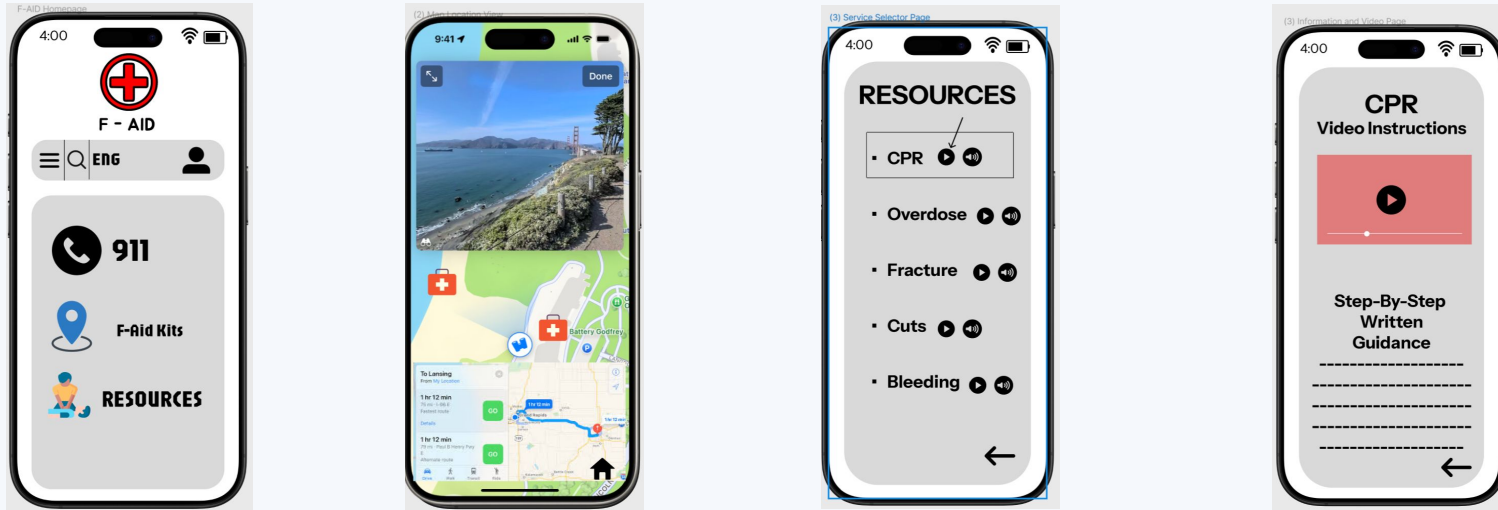
State 2 (Profile Dropdown):

Once on the Homepage, My feature is the "Call 911" button. Here is the press button for that:

Medium-Fidelity Prototype

Medium-Fidelity Figma Prototype:
https://www.figma.com/proto/jPwRUhsd03umyB60Jo5At7/UX---UI--Group-5?node-id=24-1302&p=f&t=5ZtAnCFX3CTegncp-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=24%3A1302

High-Fidelity Prototype

High-Fidelity Figma Prototype:

https://www.figma.com/proto/jPwRUhsd03umyB60Jo5At7/UX---UI--Group-5?node-id=97-423&p=f&t=fFxoV7vI8r62MEH1-1&scaling=scale-down&content-scaling=fixed&page-id=97%3A15&starting-point-node-id=97%3A423

Live Figma Demo

UI Choices

01

Colour Palette

- Red = Urgent
- Black = Neutral
- White = Clean Contrast

02

Typography

- Headings are clear
- Body's are readable

03

Hierarchy

- Big clear buttons
- Easy page scannability

04

Accessibility

- Large touch areas
- High contrast for easy navigation

Heuristic Evaluation

Things we did well:

- Recognition recall (icons and labels)
- Easy simple design with functional features
- Application instructions

Areas to improve:

- Finish About Us and Language pages
- Help and documentation
- Possible confirmation pop ups

Next steps...

- Multilingual support
- Possible smartwatch integration
- Partner with credited first aid organizations
- More usability testing, more specifically with seniors that aren't good with technology

What we Learned:

- Real emergencies need simplicity, speed, and clarity
- Users want offline support and voice guidance
- Personalization builds trust and usability
- Testing revealed how stress affects user flow
- Designing for emergencies is about removing friction
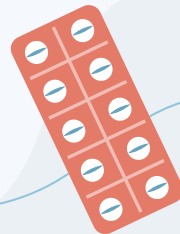
THANK YOU!

Do you have any questions?

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Resources

St. John Ambulance. (2018). *First aid knowledge lacking among Canadians.* https://www.sja.ca/English/media-centre/news-releases/Pages/2018-First-Aid-Awareness.aspx

Red Cross. (2017). *First aid app survey reveals public support for mobile emergency tools*. https://www.redcross.org.uk/about-us/news-and-events/news/first-aid-app-popularity-survey

World Health Organization. (2021). *Emergency care systems for universal health coverage: Ensuring timely care for the acutely ill and injured.* https://www.who.int/publications/i/item/9789240031696

https://www.figma.com/proto/jPwRUhsd03umyB60Jo5At7/UX---UI--Group-5?node-id=97-16&p=f&t=R0QUMSTpEiE0fgzW-1&scaling=scale-down&content-scaling=fixed&page-id=97%3A15&starting-point-node-id=97%3A423