

# The COVID Tracker project

Delivering a COVID response app for Ireland in 100 days

Kevin  
Devine

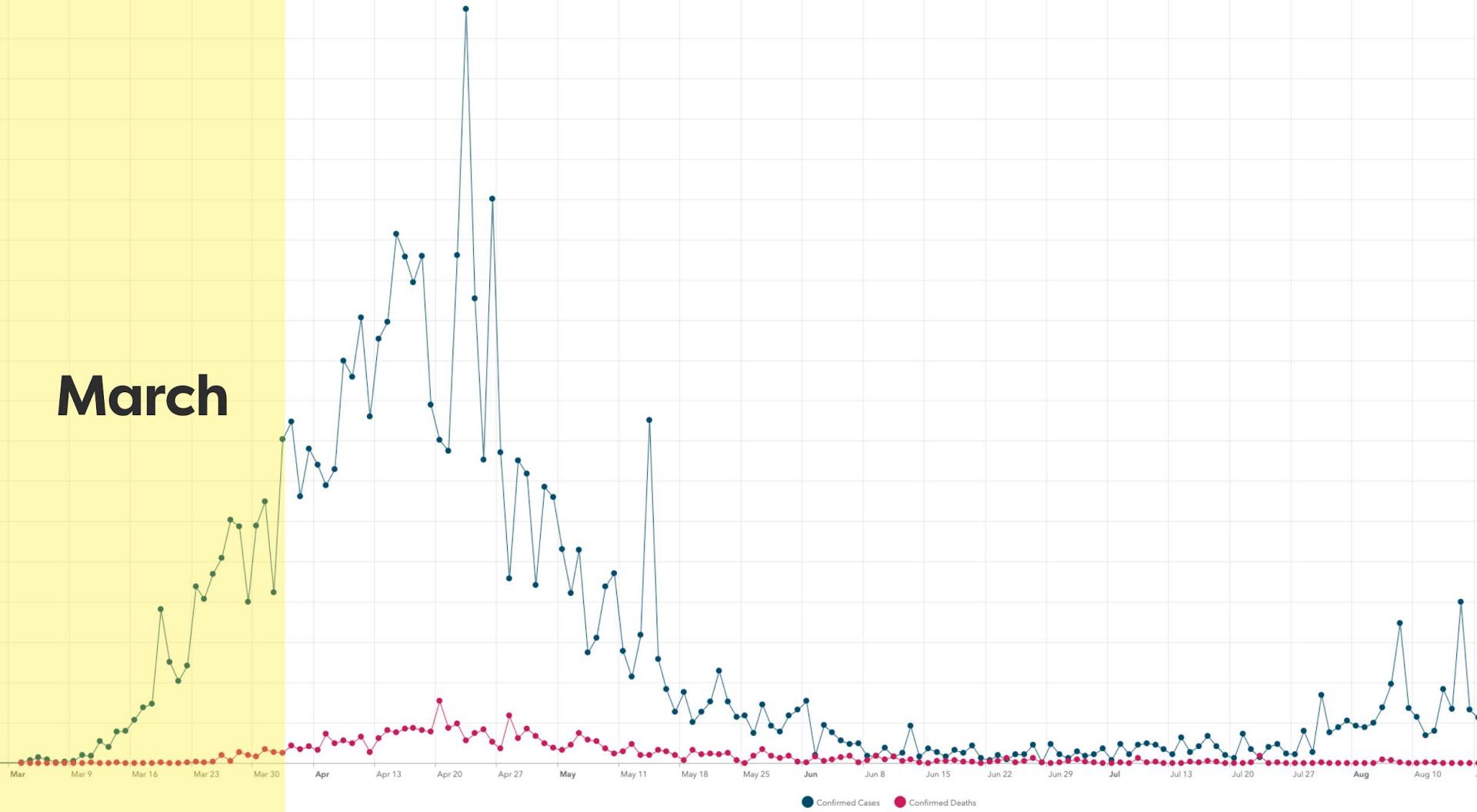
World Interaction Day  
2020



# Background



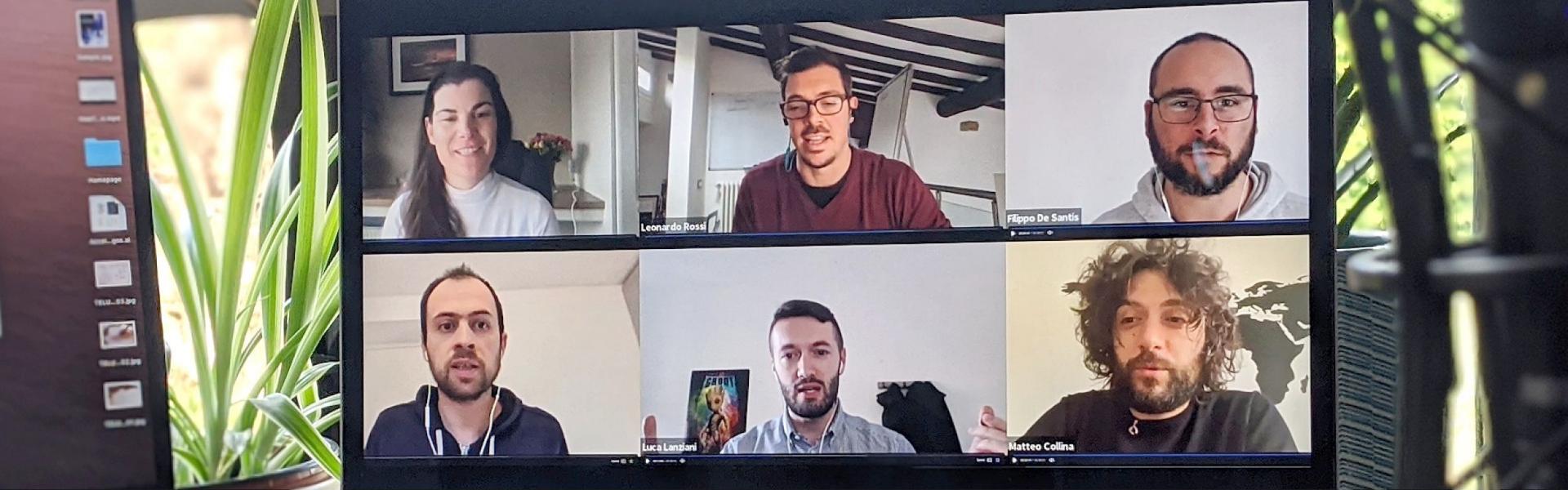
# March





**Coronavirus Ireland:  
All schools, colleges  
and **childcare facilities**  
to close until March 29**

**12th March**



# Italian colleagues

13th March

**'St Patrick's Day like no other' will  
forever be remembered for Leo's  
landmark speech**

Philip Ryan



**Lá Fhéile Pádraig  
shona daoibh!  
This is a Saint Patrick's  
Day like no other.  
A day that none of us  
will ever forget.**

**17th March**



# Singapore launches Trace Together

20th March

**Day one**



**helenehaughney** 3:48 PM

Hi Design team

anyone free to do some work today?

We have an ask from the Health Service Executive around an app to help with Covid-19

and we need an invision board done up

can one of you ping me if you are available to work today on it please.



**jeffsimons** 3:50 PM

Hi Helene



**Kevin** 3:50 PM

Yeah I could take a look



**jeffsimons** 3:50 PM

+1 ^



**helenehaughney** 3:50 PM

thanks guys

going to add you both into a channel

## 22nd March

**Too close for too long**

**Bluetooth solution**

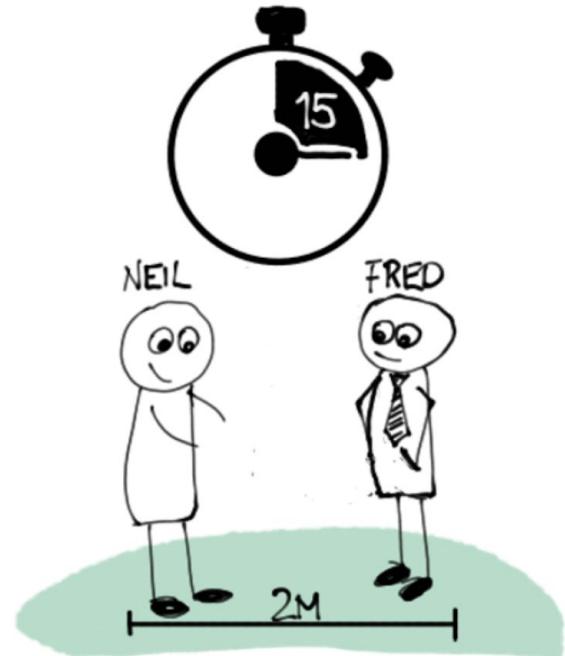
**Augment Contact Tracing**

**Symptom checker**

**Response information**

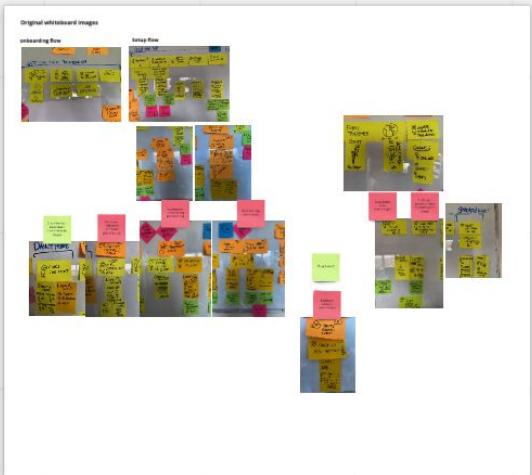
**Privacy first**

**The Challenge**



@aspiringarc

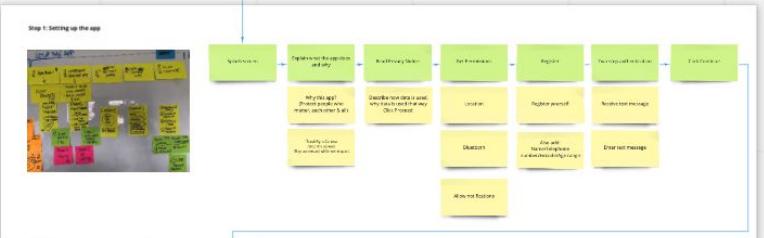
Original whiteboard images



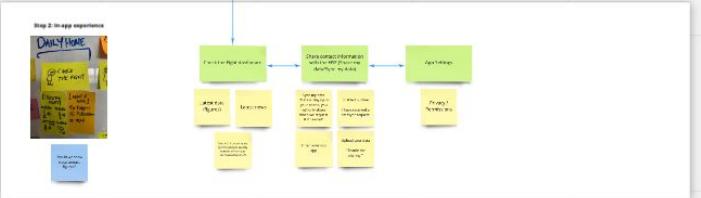
Step 1: Getting the app



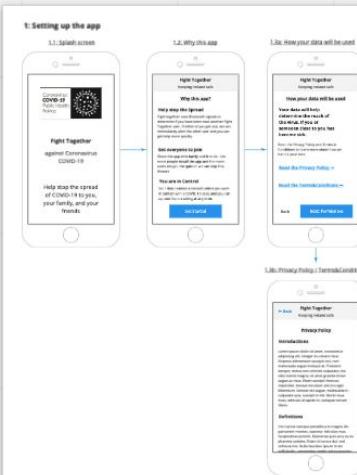
Step 2: Installing the app



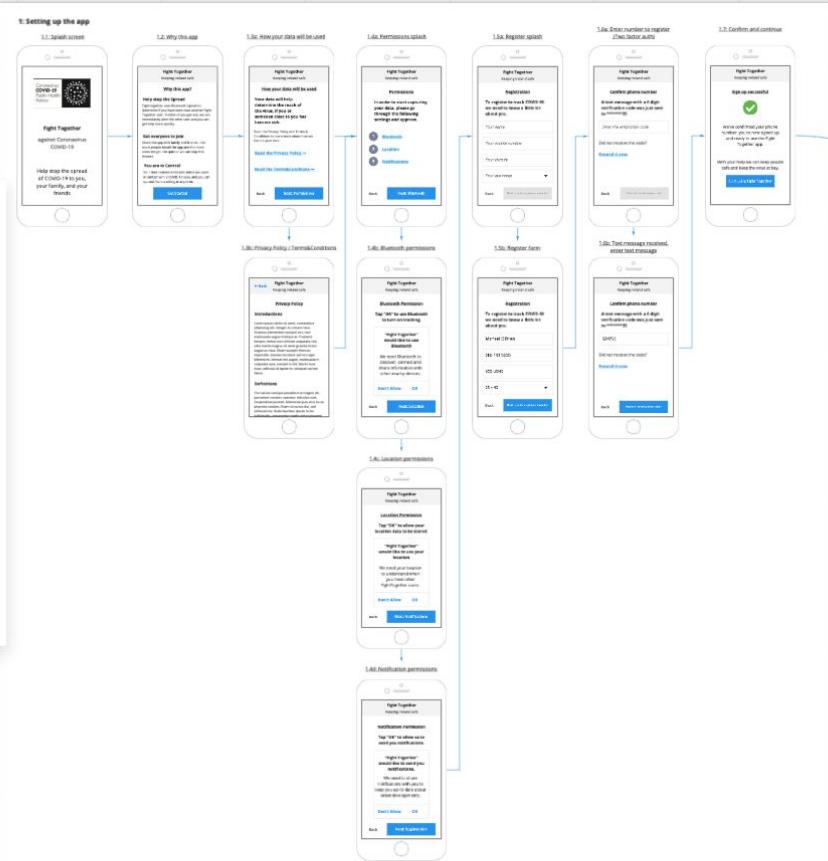
Step 3: In-app experience



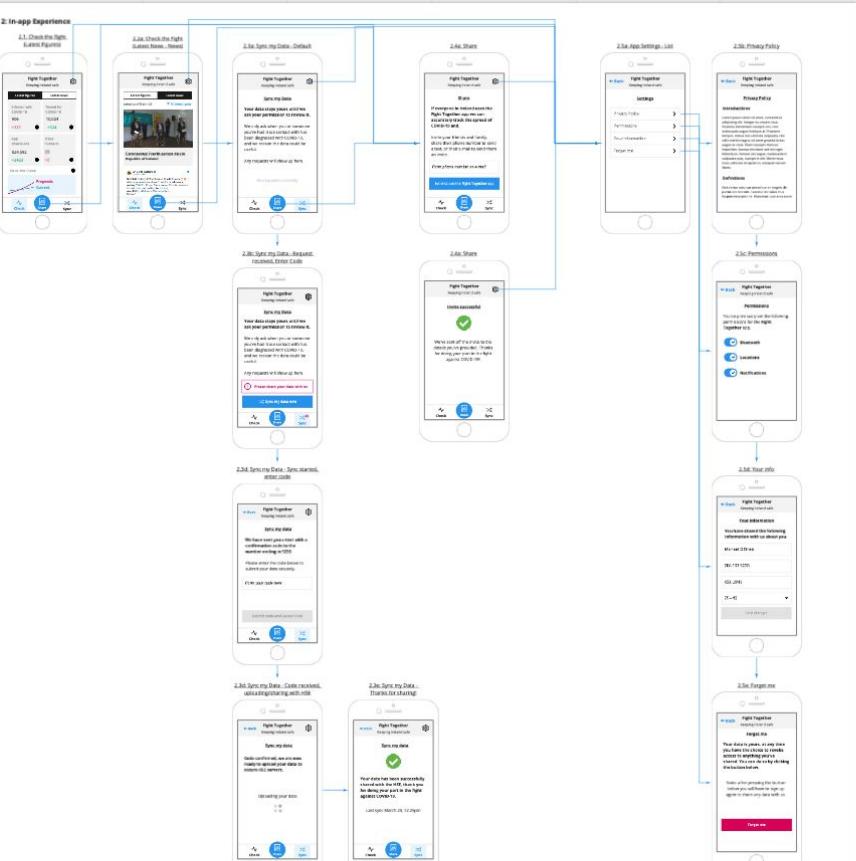
Wireframes: 1. Setting up the app



## Wireframes: 1. Setting up the app



## Wireframes: 2. In-app Experience



# Coronavirus COVID-19



## Help prevent coronavirus



Wash your hands



Cover mouth if coughing or sneezing



Avoid touching your face



Keep surfaces clean



Stop shaking hands and hugging



Keep a safe distance

The virus spreads in sneeze and cough droplets, so regularly taking the above measures helps reduce the chance of it spreading.

Visit [HSE.ie](https://www.hse.ie)

For updated factual information  
Or call 1850 24 1850

Protect Dom coronavirus.  
It's in our hands.



Rialtas na hÉireann  
Government of Ireland

### Coronavirus: Stay at home

Health information and advice to stop the spread of [coronavirus](#).



Health Service Executive  
Feidhmeannacht na Seirbhise Sláinte

Health Services

Health A-Z

Staff & Careers

About Us

How can we help you?



Find Services Near Me

View and [search for health services on a map](#) or see [all health services](#) available through the HSE



Do It Online

Patients awaiting admission (TrolleyGAR)

- [European Health Insurance Card](#)
- [Apply for a Medical Card](#)
- [Make a Comment or Complaint](#)
- [Births, Deaths and Marriages](#)
- [Apply for GP Visit Card](#)
- [Compare Drugs and Medicine Prices](#)



Conditions & Treatments

[Explore 600+ health conditions](#) and how to treat them.



**Latest Articles**

Read the latest articles from the HSE. You can also visit our [Latest News](#)

Feidhmeannacht na Seirbhise Sláinte  
Health Service Executive



**View title**

**Title with Icon**

**Subtitle heading**

**This is bold paragraph text.**  
Primarily used to introduce a view.  
Used on the first paragraph as  
emphasis.

This is paragraph text

Inline link

**Title with Icon**



Your Name

**Input before entry**

Focused input

|

Input with an error

**C15w26789**

Your eircode should have 7 characters

Input after entry

**Inputted text**

Your Name

**Dropdown**



Multi field

**Prefix**

**Number**

**Button**

**Disabled button**

**Button**

**Full width Button**

**Button Selected**

**Major CTA**



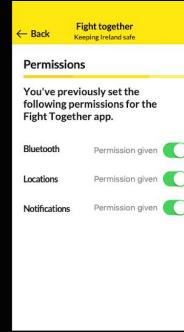
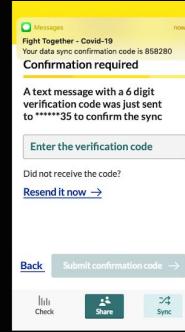
**Notice this**

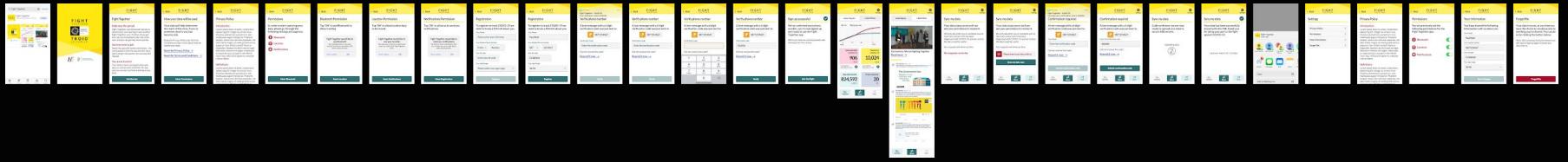
**Notice this**

**Wow, you've  
been busy!!**

**First standup**  
**Prototype ready**  
**Challenge accepted**

**Week 1**









**2 dev teams**

**Working apk**

**Design iterations**

**User research**

**Relationships & Trust**

**End of week 1**

# Department of Health; Qualitative Research Debrief Technology Development

Department of Health | 31.03.2020

**Balance required to give older cohorts a sense of confidence and control whilst ensure the tech savvy are not frustrated**

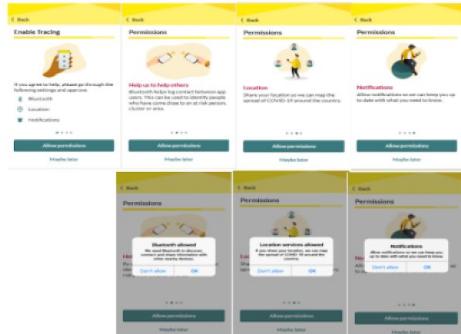
#### What's working?

- ✓ Simplicity and pace of the request to enable permissions works well for the older cohort – not confident and fearful of making a mistake so the simplicity and pace gives a sense of control

#### For consideration?

- Younger tech comfortable cohorts would prefer to see this friction removed and have an 'enable all' or similar option inserted

The younger cohort did not report that they would drop out should the 'enable all' not be included however we know the importance of seamless frictionless digital experiences and must be mindful of the potential for drop out amongst some.



**Spontaneous positive response however we must reinforce trust and confidence from the outset by reassuring this an official initiative**

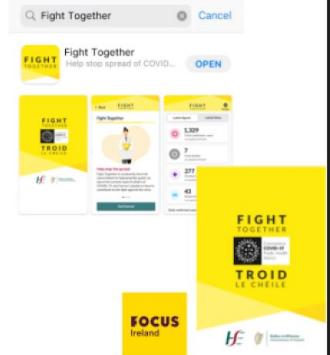
#### What's working?

- Overall look and feel is simple and clear
- Majority believe Yellow has become the distinctive brand asset of our national fight against Covid-19
  - For some not just a reference for Covid-19 but also a colour of hope and springtime
- Majority feel the name is appropriate – We are in a fight, it is collective, our politicians and leaders have used language like this, individually we say we fight infections and colds even outside of Covid-19
  - Alternative name 'Prevent Together' deemed too passive – Citizens want to play an active and determined role in the effort to prevent the spread and Covid-19

**For consideration?** We must remove any doubt or ambiguity and make it as easily as possible to recognise and select (part of this is ensuring surround sound from the communications so that we win pre-App store)

- HSE and Government of Ireland Logos should be more prominent to provide reassurance and confidence -
- Preference amongst some to make the name more explicit by including 'Covid-19' and / or Ireland in the title – potential for lack of clarity when searching in the app store
- One call out of the similarity to the Focus Ireland logo – limited concern (Focus Ireland do not have an app in the app store)

8



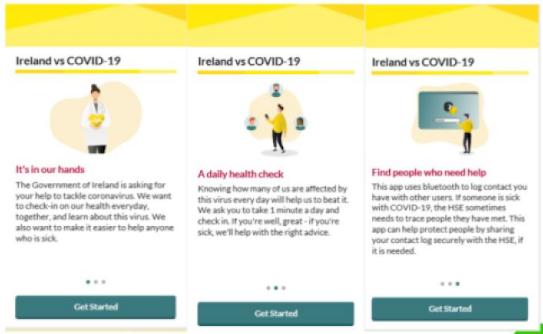
**Style and tone hitting the right notes; Our leaders must communicate simply and explicitly what we are being asked to do and why**

#### What's working?

- ✓ **Ireland vs Covid-19** – active, determined, inspiring the collective responsibility
- ✓ **Tone** – clear, direct, plain language but not condescending

#### For consideration?

- Communications plan for the launch of this app is absolutely crucial. Older cohorts do not understand terms such as 'Bluetooth' and what they are really being asked to do (lack confidence in technology, fearful of being tracked by brands and having unwanted intrusion in their lives). Younger cohorts are actively turning off location & other personal data settings when requested from brands / services when they feel there is no benefit to them in sharing this information. Our political and medical leaders must lead this communication strategy and explain simply WHY we are being asked to share location and other data.



access to it I'll need Tuesday, March 31st and then I can send you on db connectivity details



**Kevin** 9:57 PM

 **Changes to invision tonight**

[Symptom History](#) - Row height and border

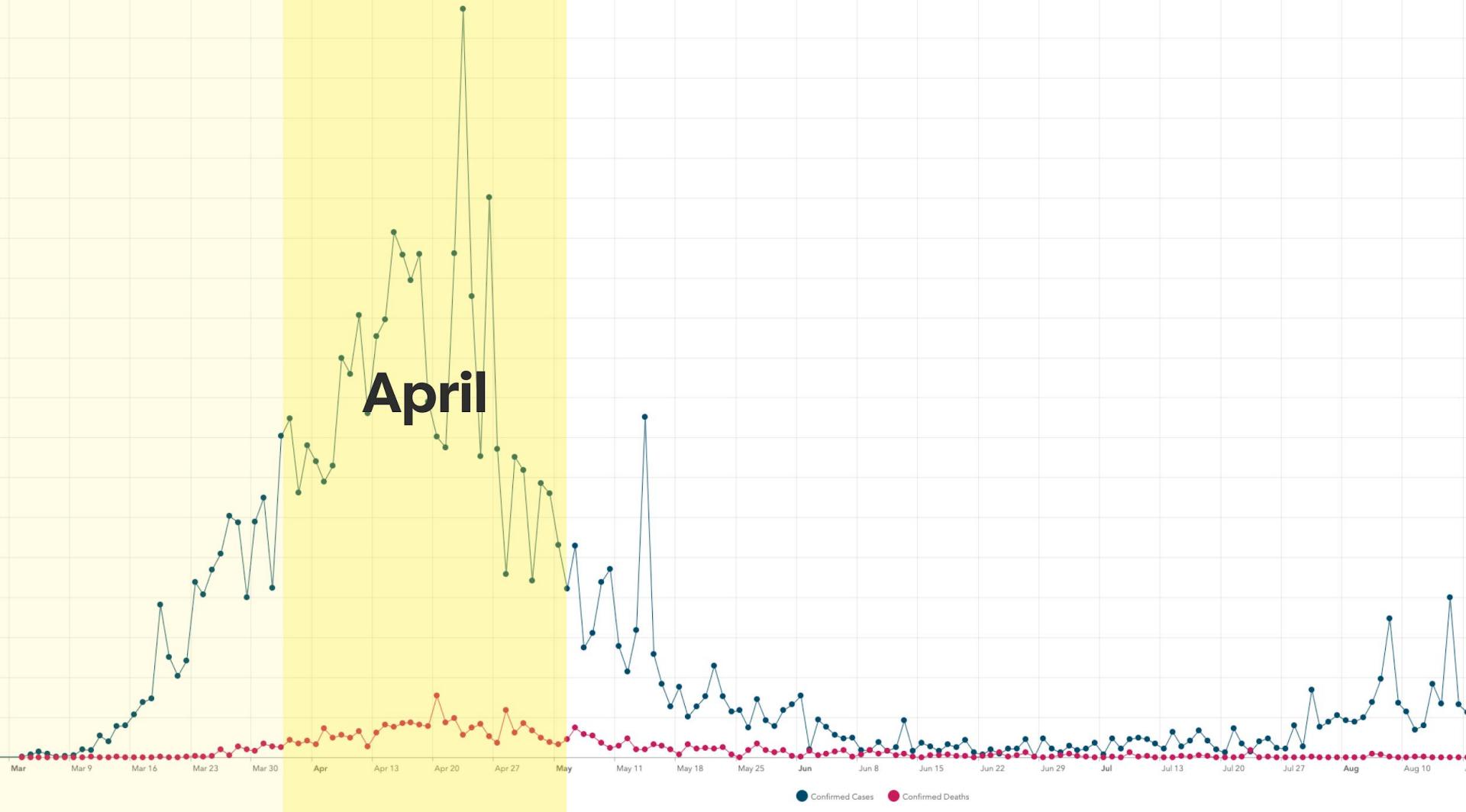
[The National Picture](#) - New view

[Dashboard home](#) - Footnote text about community transmission, chart title on How Covid is spreading

[Symptom Responses](#) - Button label change now "View my history"

[Permissions](#) - Removed radio, added HSE approval and then added HSE logos to make it feel more secure (edited)

Wednesday, April 1st





The logo consists of the word "COVID" in large, bold, black capital letters. The letter "O" is replaced by a stylized graphic of a coronavirus particle, featuring a circular center with two dots and a crown-like outer edge with small spikes. Below "COVID" is the word "TRACKER" in a smaller, bold, black sans-serif font.



**Kevin** Apr 14th at 12:01 PM

Design tasks after call with Gar and general updates

- Age year on selects - from 2004 - with a prefer not to say option
- Screen for an under 16
- Change the message notification to a push on the contact tracing screen
- ~~Add a status option in settings page~~
- Investigate showing that tracing is working/not working
- Offline screen for registration (Shaun in Trello)
- Android image refactor (Shaun request)
- Share updated card with comms team for review
- Additional symptom response screen for no covid
- Updated screens to DEPT agency for appstore
- Antoine recommendations and improvements
- Build QA



Also sent to the channel · Pinned by you



**Kevin** 5 months ago

1.  Detecting if offline
2.  Run through Contact Tracing screens with Paul
3.  Responsive review with Paul
4.  Reward permissions for Android
5.  If no stats - error handling
6. Get Privacy text
7. Consider Email address
8. App store Prep
9.  iOS imagery for Shaun
10.  app registration chart
11.  contact trace text 14 days

A central yellow circle is surrounded by four smaller yellow circles, representing a central authority or hub-and-spoke network structure.

**Centralised**

A large yellow circle is positioned near the top center, with several smaller yellow circles scattered around it on a yellow background, representing a distributed network where no single point of control exists.

**Decentralised**



Google



| Google

**Decision made**

Thursday, April 30th ▾



**dberesford** 9:22 AM

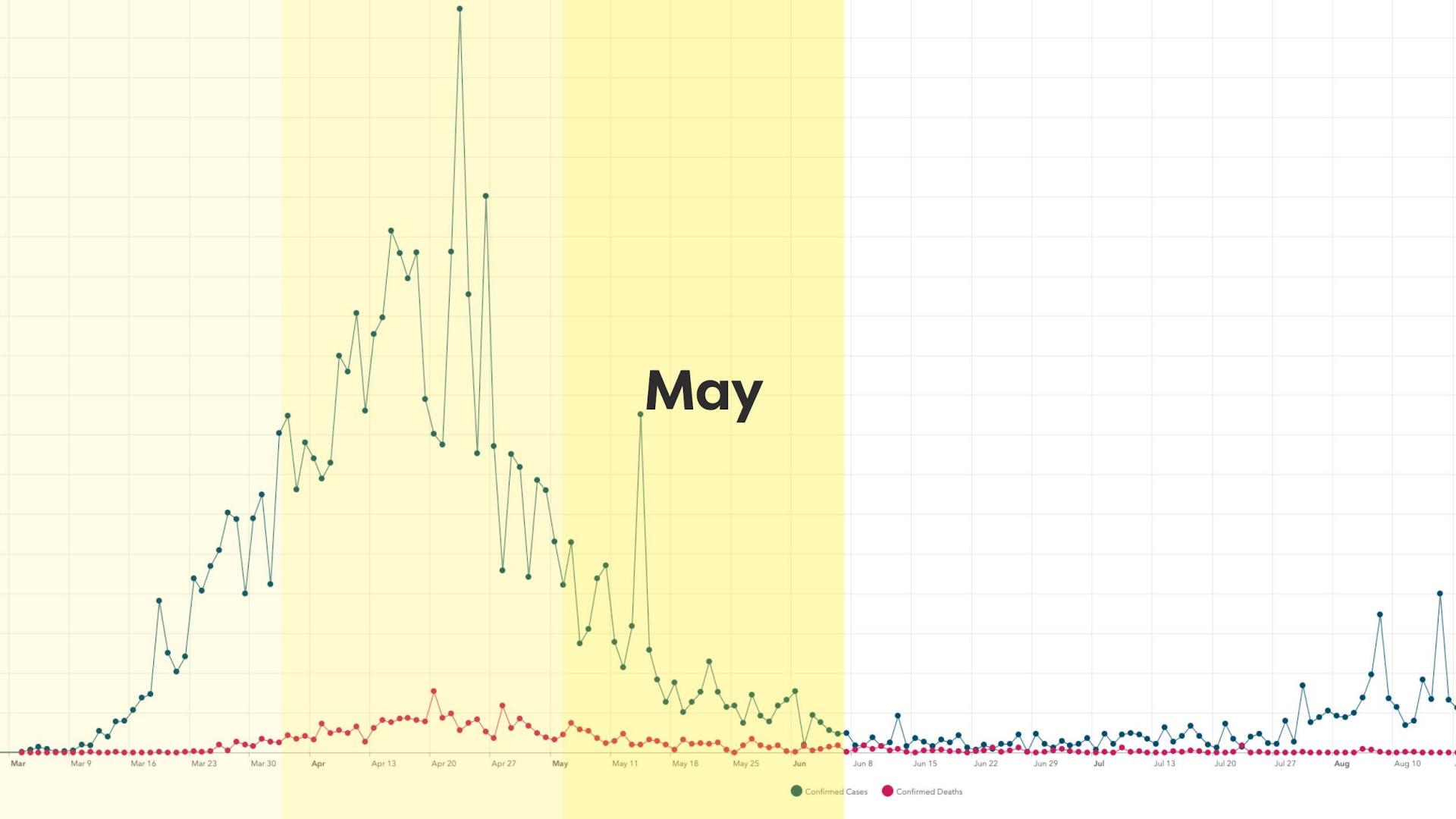
Huge congrats @Kevin & family - new baby girl Aoibh born last night!



+9

16 replies Last reply 5 months ago





## **Testing of tracing app for virus pushed out to end of month**

Possible delay in rollout of contact tracing for Covid-19 over concerns about accuracy of technology

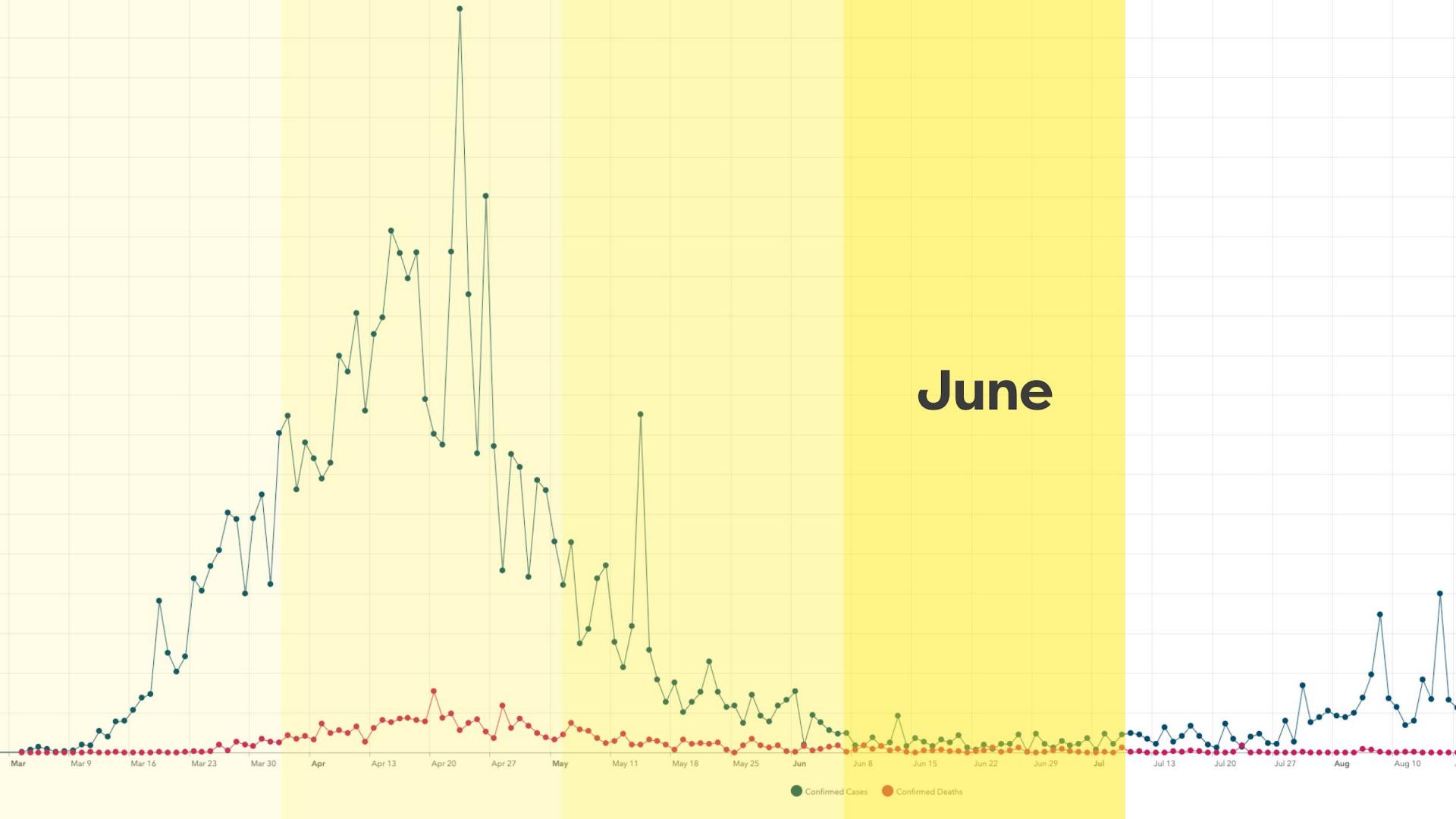


**Aaron Rogan**  
News Correspondent  
[@aarrogan](#)

**New approach needed to be built which pushed out testing to June**

**10th May**

# June



Videos

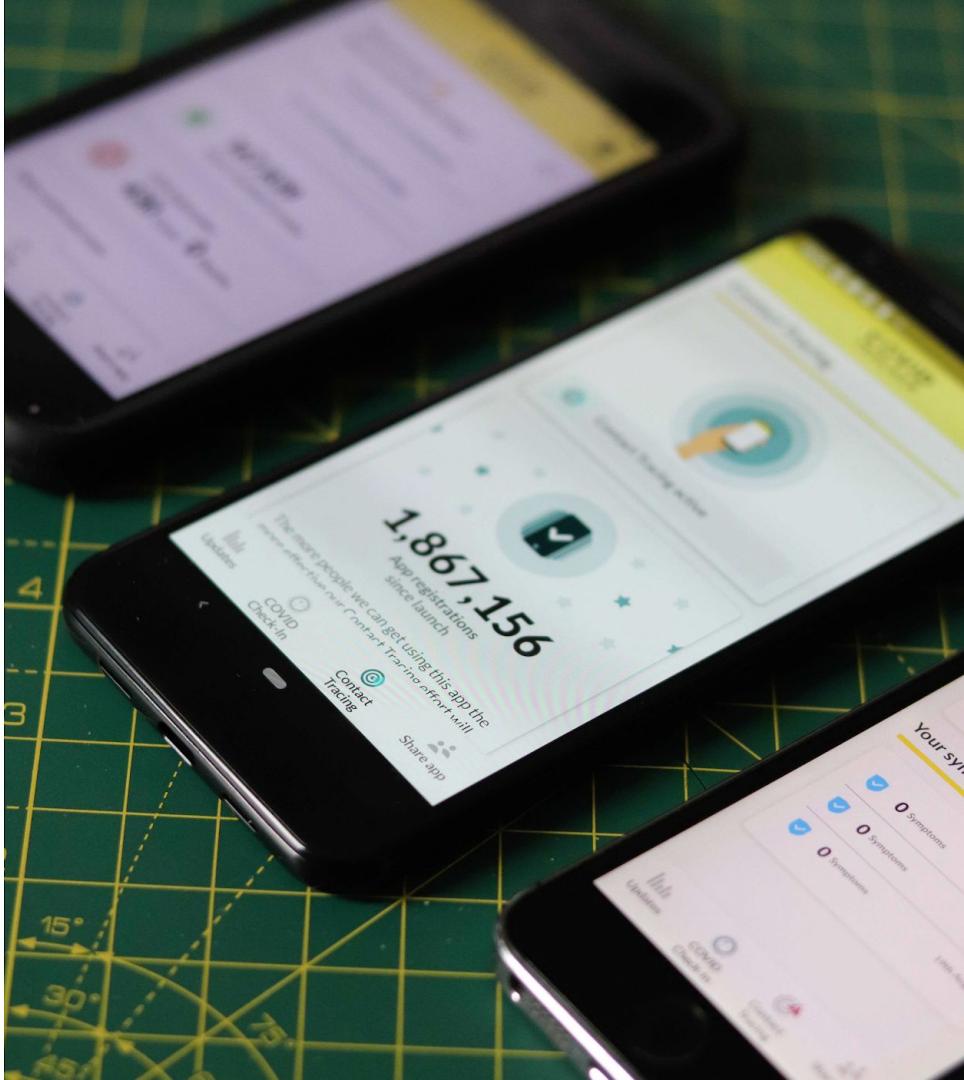
Appstore

Translations

Testing

Feedback

The Background



# **In major U-turn, UK agrees to adopt Apple-Google contact-tracing API**

18th Jun

## **Survey: 82pc of Irish adults willing to download Covid-19 contact-tracing app**

Science Foundation Ireland

## **HSE confirms Ireland's Covid-19 contact-tracing app set for launch**

24th Jun



Repositories 7 Packages People 18 Teams 2 Projects

Find a repository...

Type: All ▾

Language: All ▾

### covid-tracker-backend-api

COVID Tracker backend API

JavaScript MIT 18 ⭐ 73 0 5 Updated 9 days ago

### covidtracker-documentation

COVIDTracker Ireland documentation

MIT 11 ⭐ 26 0 1 Updated on 31 Jul

### react-native-exposure-notification-service

COVID Tracker react native exposure notification service

Swift MIT 16 ⭐ 18 0 1 Updated on 30 Jul

### covid-tracker-app

COVID Tracker App Repository

TypeScript MIT 64 ⭐ 391 1 3 Updated on 28 Jul

**Source code, Data Protection Impact Assessment and documentation released.**

**26th June**

# ‘Civil War politics ends today’: Micheal Martin becomes Ireland’s Taoiseach as new coalition is formed

Historic deal between Fianna Fail, Fine Gael and Greens ratified in Dublin



Ireland's new Taoiseach Micheal Martin (L) attends a meeting with Irish President Michael D. Higgins to be formally appointed to his post at the Aras an Uachtarain presidential residence in Dublin, Ireland (EPA)

## New Cabinet

28th June





An Roinn Sláinte  
Department of Health



Óglaigh  
na hÉireann  
DEFENCE FORCES IRELAND



An  
Phríomh-Oifig  
Stáidrimh

Central  
Statistics  
Office



An Garda Síochána



Working for People with Sight Loss

( expleo )

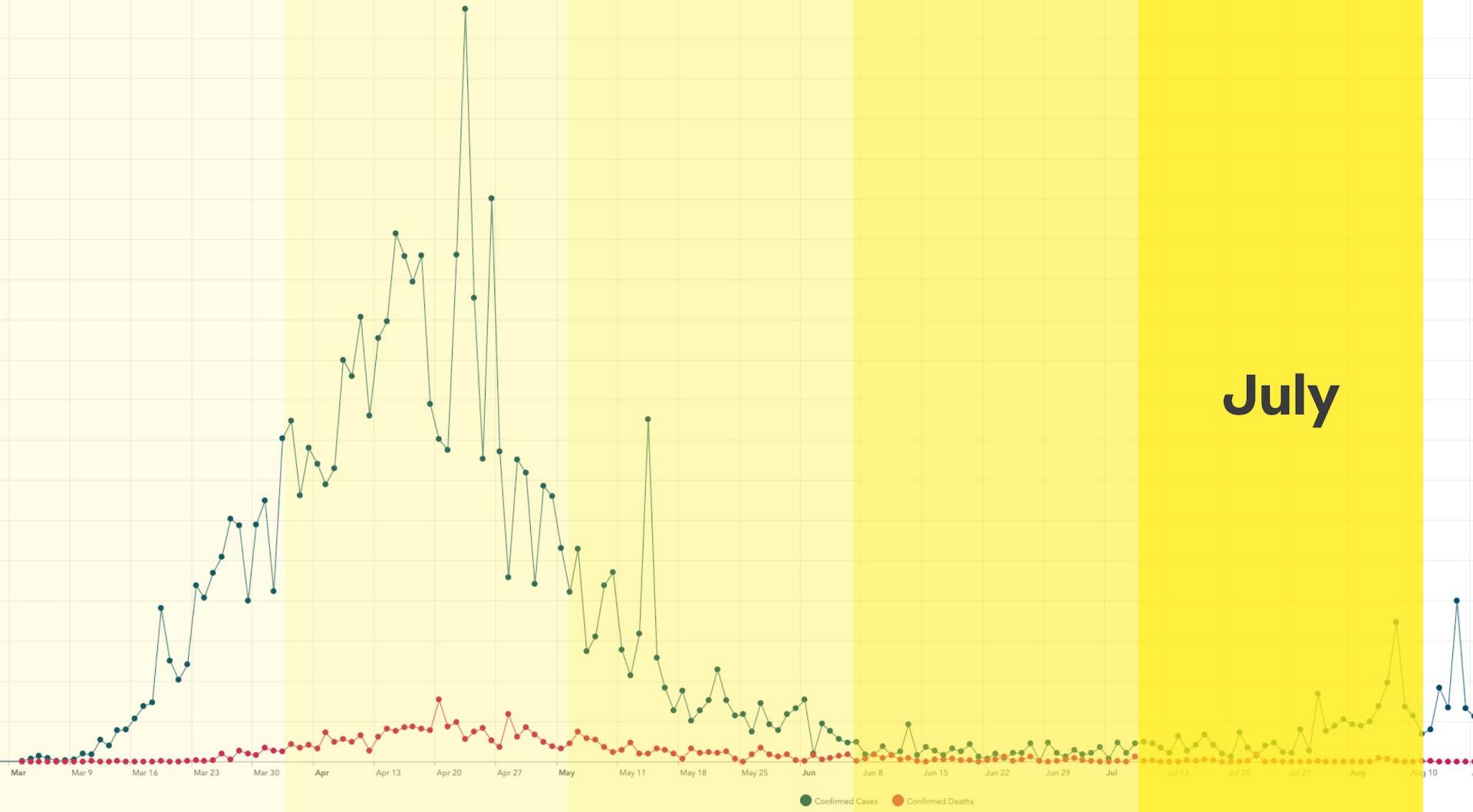
edgescan™

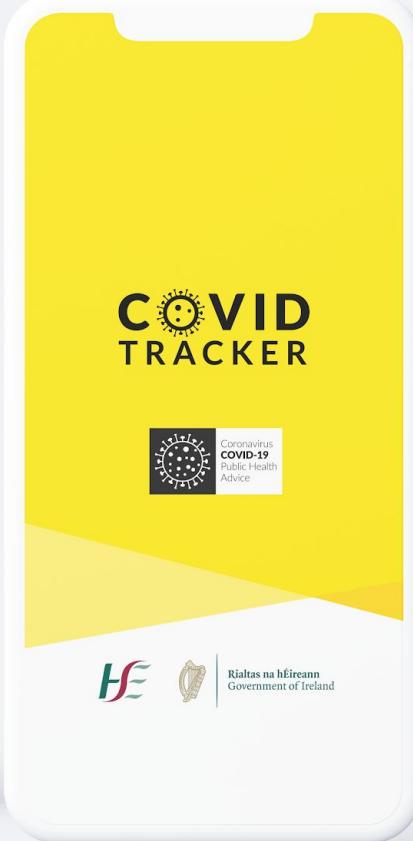
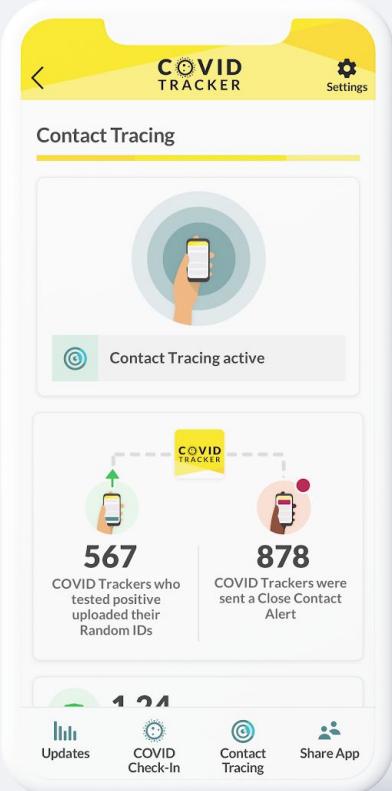
Science Foundation Ireland For what's next

ESRI ECONOMIC & SOCIAL RESEARCH INSTITUTE

ISAS

# July







HNGR  
@hamngr

Táim an-tóghtha le an Covid app as Gaeilge. Ní minic a  
fheiceann tú apps as Gaeilge 😍

#CovidTrackerApp #gaeilge



1:42 PM · Jul 8, 2020 · Twitter Web App



HSE Ireland ✅  
@HSELive

We are at 1,071,581 downloads of the [#CovidTrackerApp](#). That's 29% of the adult population over 16 in Ireland. With your help, we will get over 30% today. Let's keep it going. Download the app here ➡ [bit.ly/38Hcky4](https://bit.ly/38Hcky4)



5:00 PM · Jul 9, 2020 · Twitter Web App



Gerry McGovern @gerrymcgovern · Jul 9

Downloaded the Irish COVID-19 tracker. Really well designed. The symptom tracker part, where you enter your symptoms, could be really useful.

**Sir, – I commend the HSE and everyone who participated in the design and release of the Covid-19 tracking mobile app for Ireland. Whether it is the use of plain language, simple navigation, the clear analytics display, the friendly emojis, or the empathy of a daily greeting and acknowledgement of how you are feeling, this app is an example of a great user experience. –**

**Yours, etc,**

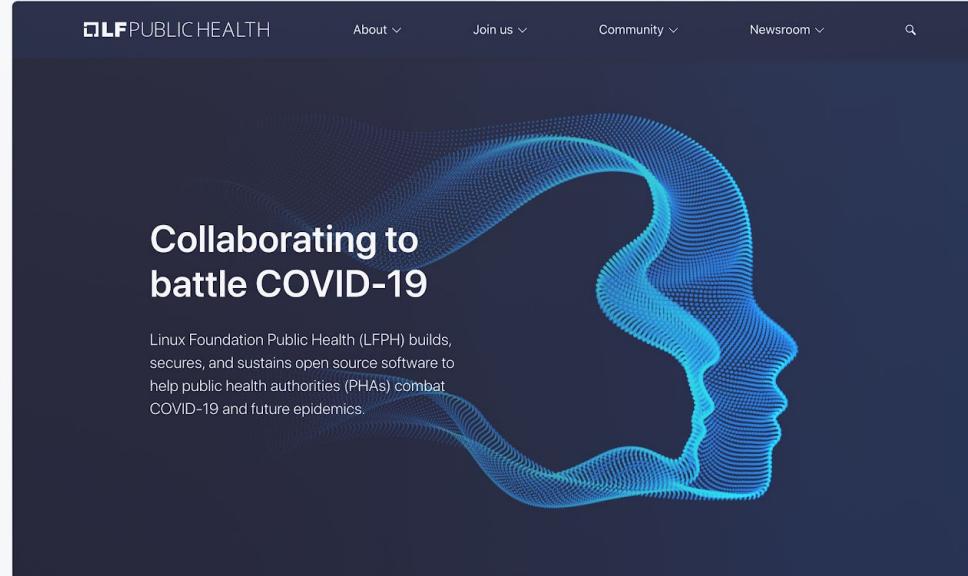


**Sir, – I downloaded the new Covid-19 app but received a notification to say that contact tracing will not work as my phone does not support this. My phone is an iPhone 6! There must be lots of others in the same boat so there may be large numbers of people downloading the app but many fewer with functioning contact tracing. –**

**Yours, etc,**



**Bigger picture**





## COVID Green

Open Source COVID-19 GAEN app

✉ info@lfph.io

Repositories 10 Packages People 1 Projects

### Pinned repositories

covid-green-app

TypeScript ⭐ 266 📈 48

covid-green-backend-api

JavaScript ⭐ 36 📈 11

Find a repository...

Type: All ▾

Language: All ▾

react-native-exposure-notification-service

Swift Apache-2.0 📈 9 ⭐ 32 ⓘ 0 🏷 1 Updated yesterday



covid-green-infra

HCL Apache-2.0 📈 5 ⭐ 6 ⓘ 0 🏷 1 Updated 2 days ago

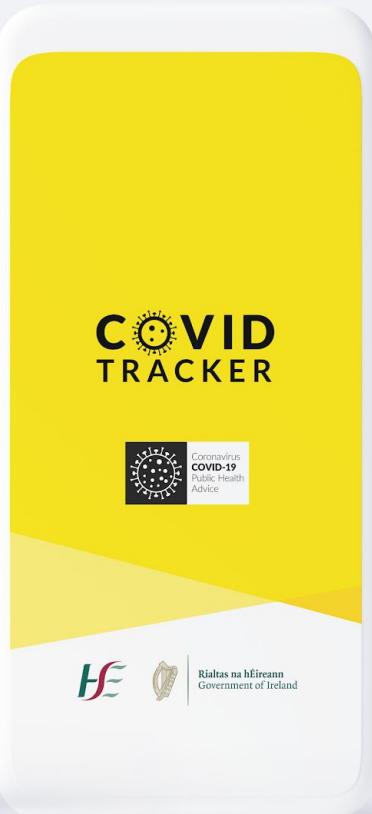
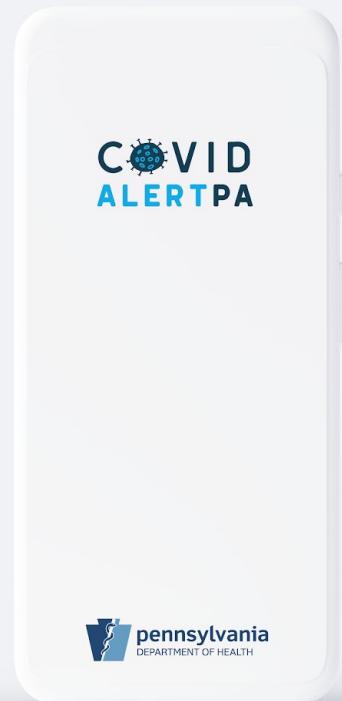


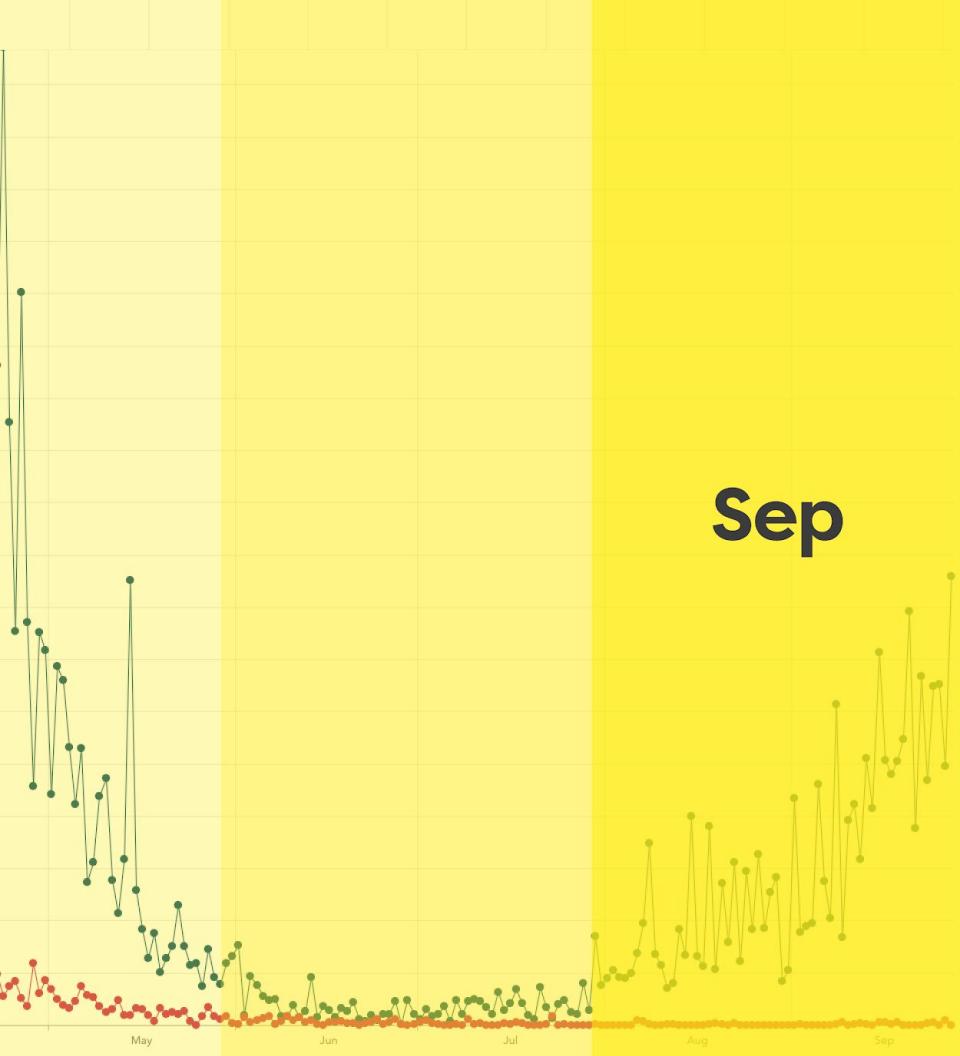
covid-green-backend-api

JavaScript Apache-2.0 📈 11 ⭐ 36 ⓘ 6 (1 issue needs help) 🏷 5 Updated 5 days ago



COVID  
GREEN





**Surge in past month  
2,400 people have  
received an alert  
informing them a  
close contact has  
Covid-19. 1,600 of  
those alerts were  
sent in September.**

**September 27th**



**What's next?**

**Interoperability**  
**Languages**  
**Accessibility**  
**Information**  
**Efficacy**

**Day 100 (+92)**

# Go raibh maith agaibh

@kevindevine  
[kevin.devine@nearform.com](mailto:kevin.devine@nearform.com)

Kevin  
Devine

World Interaction Day  
2020

IXDD