Assignment 2

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Course Code: INFO31179
Due: March 16th, 2021

Part 1:

1. Who are the end users (audience) of the app you designed prototype for?

The end users (audience) for the application I designed is targeted towards the disabled/elderly people for quick easy readable/recognizable words and images to help the flow of the application use fluid.

2. What should you consider for each group of audience for your app?

One should consider what each group struggles with, and what interests each group. For elderly, many lose focus on their eyes, they need bolder text bigger text in order to read, reading too many words can also be too much for them especially in a time of need. Have pre-set responses for people to choose from, it is hard to be typing the right response as an elder in a formable time. Also need to ensure it is appealing, so I have to consider an interactive design with big objects.

3. Find similar successful apps to your application, and investigate what users liked or disliked about the application. Mention top five apps almost similar to yours.

Top 5 Apps:
- **COVID Alert** *by Health Canada / Santé Canada*
- **Maple - 24/7 Online Doctors** *by Maple Corporation*
- **COVID Symptom** *by The University of Michigan*
- **COVID-19** *by Electronic Health Administration, Ministry of Health of Vietnam*
- **COVID-19!** *by Nemocnice Milosrdných bratří, p.o.*

COVID Alert

Liked:
- Simple and Safe
- "I appreciate it's simplicity, ease-of-use, and thoughtful anonymity aspects baked in."
- Easy to install
- Easy to put in swab result code into application and be able to anonymously let people nearby know

Disliked:
- Not supported past IOS 13.5
- Too many user errors
- Not enough availability in all provinces
- Battery draining
- New Privacy Rule making it not so anonymous

Maple - 24/7 Online Doctors

Liked:

- Not limited to Covid
- 24/7 doctors perfect for not waiting on walk-ins
- Wide Variety of Doctors
- Almost any medical issue can be talked about with a professional doctor all virtual
- Super Easy to use
- Very Polite Service

Disliked:

- Paid Service
- Sometimes not getting the outcome you hope for (Doctor telling you to go to actual walk-in)
- Not a complete replacement for walk-in clinics.
- Doctors cancelling appointments stating that you must go somewhere more specialized.
- Certain forms not updated properly rendering requisition's useless for some people.

COVID Symptom

Liked:

- Simple App
- Very Easy to use
- Easy big text and objects with images to interact with

Disliked:

- Gender option does not stay saved
- No public health information on app
- Only used as a feelings log
- No way to ask for help
- Does not provide Medical Advice

COVID-19

Liked:

- Simple App
- Very Easy to use
- Bubble button with images to help recognize the functionality of each button.
- Information is accurate
- Design is cute
- Emergency calling in app

Disliked:

- Targeted towards Vietnam people mostly
- No notifications/glitched

COVID-19!

Liked:
- Great app I like comparing countries statuses
- Told us how serious the virus is getting every minute
- Great info and presentation

Disliked:
- Sometimes wrong data given
- Not always accurate
- Ads, paying for ad-free still doesn't make it 100% adfree
- Not enough languages
- Map giving errors

1. What examples of latent needs can you think of?
- Plastic utentisls
- Recyclable plates/glasses
- Warning systems (Low gas warning)
- Auto breaking systems in cars
- Auto heating
- Auto Brightness on screens based on light in environment
- Auto lightswitches
- Etc…

2. What are good ways of finding latent needs?

From what is understood by me, the key to finding a latent need is something that is not really required but will help simplify one's life. For example, one may wake up at 6:00am every day and turn on their lights on, but with a latent solution you could have a set time for your lights to turn on for 1 hour at 6:00am for you to get ready for work and be out.

One must think what the simplest doable process is. Where a human will need to interact with a product the least for it to do what you need of it to do.

Steps of Needfinding

1. List three combinations of user group + activities. Keep the scope appropriate.
   - IT Contractors needing to use Multiple Computers + Plug and Use setup
   - Childern who need visual learning + TV entertainment
   - Teenagers needing to save up + Financials keeping

2. Gather data, through desk and field research, about the chosen activity.

Issue: IT Contractors own too many company owned laptops hard without a universal use setup

Desk Studies
- Monitors own usb ports that work on any screen being displayed on it at the time.
- Newer ultrawide starting to support Side-by-Side Picture display (allowing 2 hdmi inputed devices to show on screen at 4:3 ratio each)
- Wireless keyboard has multiple Bluetooth connection option
- The possibilities of thunderbolt-3 allow huge modularity

Field Studies
After interviewing two IT Contractors I have discussed the following
- Working under IT Consulting you get put into multiple tasks in the week, some being multiple different clients which they require you to use their own encrypted devices for.
- On average a user has to plug in the following cables to their laptop to use in their setup
  - Mouse
  - Keyboard
  - Monitor
  - Power Supply

It becomes a bit bothersome having to plug in/out these multiple times a day as tasks switch
- They are given a keyboard/mouse each time a company gives them a laptop to use at home, it is not much useful as a table space usually has enough for 1-2 keyboards max before becoming a mess
- People are wishing for a simplistic decluttered desk, no one likes seeing wires while working, improves overall productivity.

Solution:
- the use of thunderbolt 3 can allow only one cable solution (Plug and use)
- Keyboard/mouse being able to detect which computer it is being used at
- Allowing some sort of copy/pasting between computers

3. Identify needs/product opportunities

The opportunity I see is a wireless Bluetooth mouse/keyboard with a pre installed dongle that allows the use of using your mouse/keyboard on the the desired screen by either
- Eye recognition
- Installed software in usb-dongles allowing mouse to be dragged out to different computer screens as if it was just an extended display.
- Button on keyboard/mouse allowing user to choose the computer you would like to control with it.

The use of this dongle can also allow copy/pasting small files under 10MB and aswell as text/images between computers.

That is the solution for universal mouse/keyboard use, the other issue is to tackle the power supply and monitor plug issue. Many monitors are starting to offer PD/TB3 supported usb-c plugs allowing users to plug their TB3 supported laptops into it and allowing both power and display being used from just one plug. With this one can also plug anything they wish into the monitor as a usb hub. The issue that stands here is that there is not enough ports in monitors that support usb-c today, creating a compatible splitter would help with universal use.

The opportunity to create a monitor/keyboard/mouse all in one with one cable plug solutions. This is a latent solution, instead of a user unplugging/plugging 4 cables each time, they are now only needing to plug 1 in instead for the same functionality.

The issue is that for this solution to work, newer Thunderbolt 3/USB4 are the only devices that would be necessary, the use for latent solutions with this new technology is absurd at the same time and is defiantly the future all companies with contractor laptops should be providing in todays age.

Part 2:

1. Please write the name top five competitor apps.

Top 5 Apps:
- **COVID Alert** *by Health Canada / Santé Canada*
- **Maple - 24/7 Online Doctors** *by Maple Corporation*
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2. Draw the Competitor Analysis Matrix

#	Features/Parameters	Assignment 1	COVID Alert	COVID Symptom	COVID-19	COVID-19!	Maple - 24/7 Online Doctors
2	Text Chat (2)	✓			✓		✓
3	Video Calling (4)						✓
4	Audio Calling (2)	✓			✓		✓
5	Photo Sharing (3)						✓
6	Document Sharing (2)		✓				✓
7	Updated Statisitics (4)	✓	✓		✓	✓	
8	Covid Articles (5)	✓	✓	✓	✓	✓	
9	Logging (5)	✓	✓		✓		
10	Easy to Use (3)	✓	✓	✓	✓	✓	✓
11	Paid Service (1)						✓
12	SCORE (31)	67.70%	61.30%	25.80%	67.70%	38.70%	54.80%

3. Create a comprehensive list of UX/HCI issues of your competitors here.

Dump List Collected from all *(these issues are issues that at least 1 of the 4 competitors owns)*
- No form of contact to local or even volunteer helpers
- Person's name is not sticking onto text placeholders
- No report a problem (most issues are being reported through reviews rather than in app due to this reason)
- Don't have the option to allow users to choose their own symptoms not listed in the preset list.
- Buttons are too close to each other looking really similar and small, leaving unessasary whitespace within the screen
  - o Not complete screen use
- Many help buttons are just leading to public articles rather than a helpline of any sort.
- Data is not showing when last update to their statistics was, could be from yesterday or a week ago
  - o Cant tell if data is accurate to current time
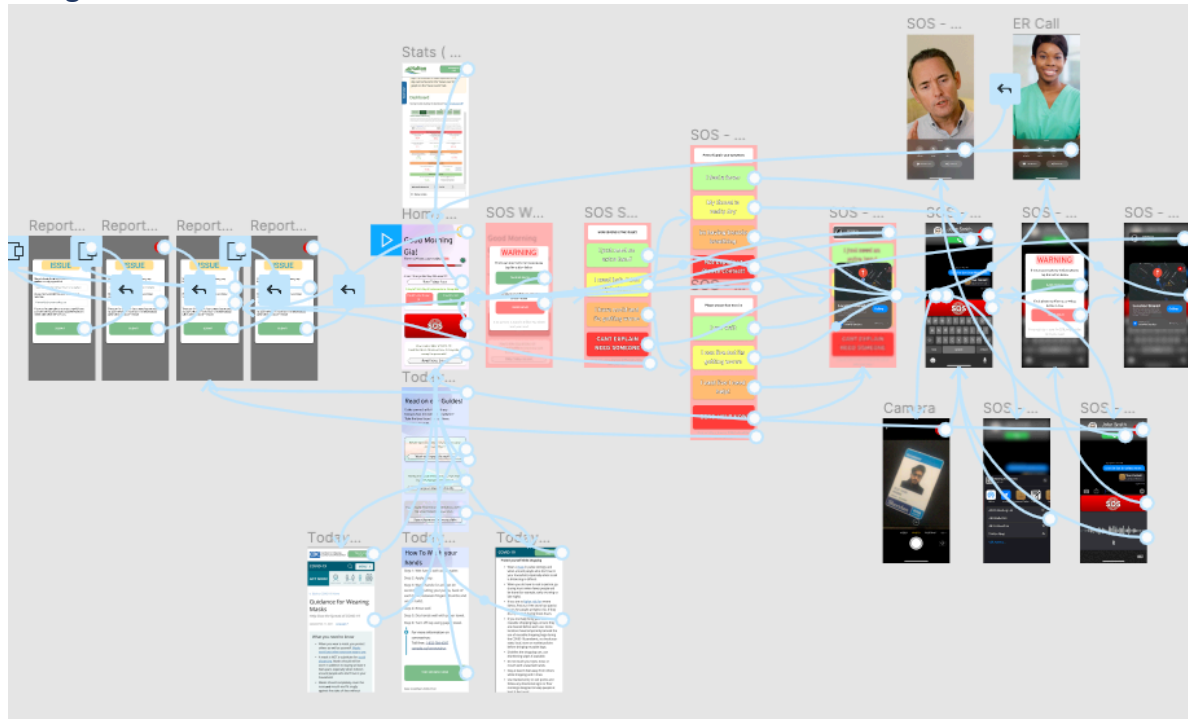- Back buttons are left out and must click on menu button to go back

4. Issues with the initial prototype you created.

- No Video calling
- No Audio Calling
- No Photo Sharing
- No Document Sharing
- No Donation/Paid Service
- Some buttons are leading to non-phone friendly website links
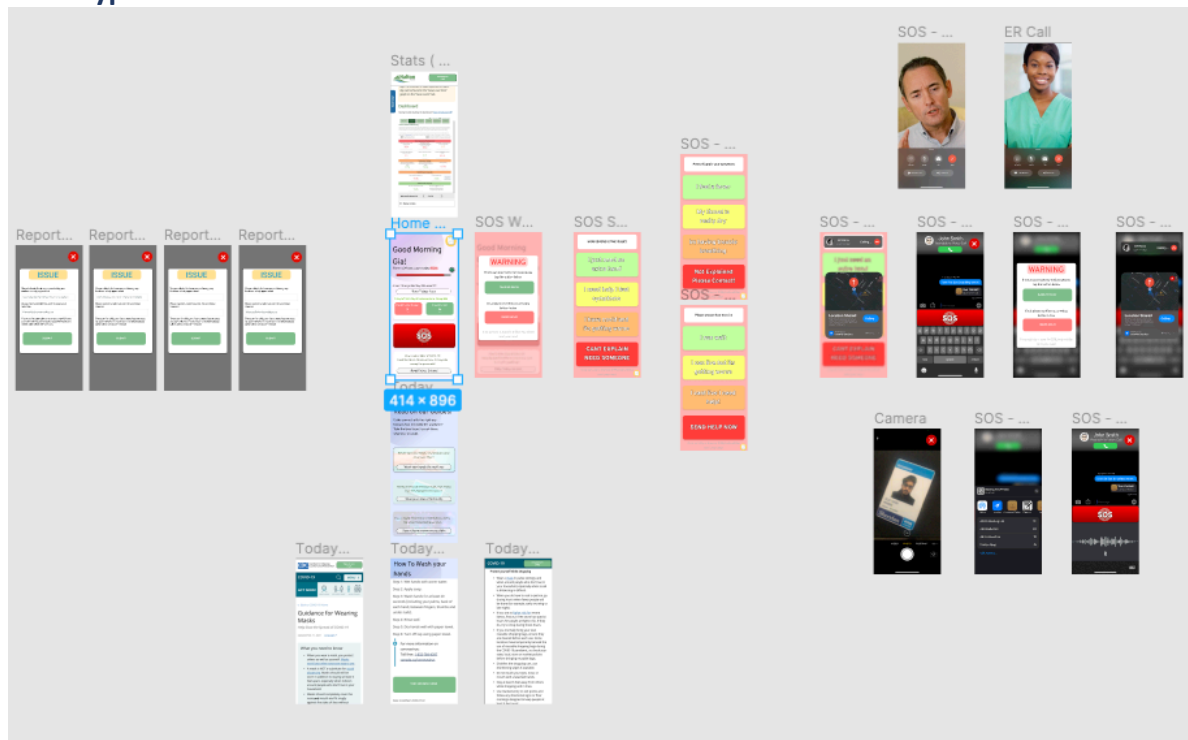- No Reporting

Screenshots
Consumer:
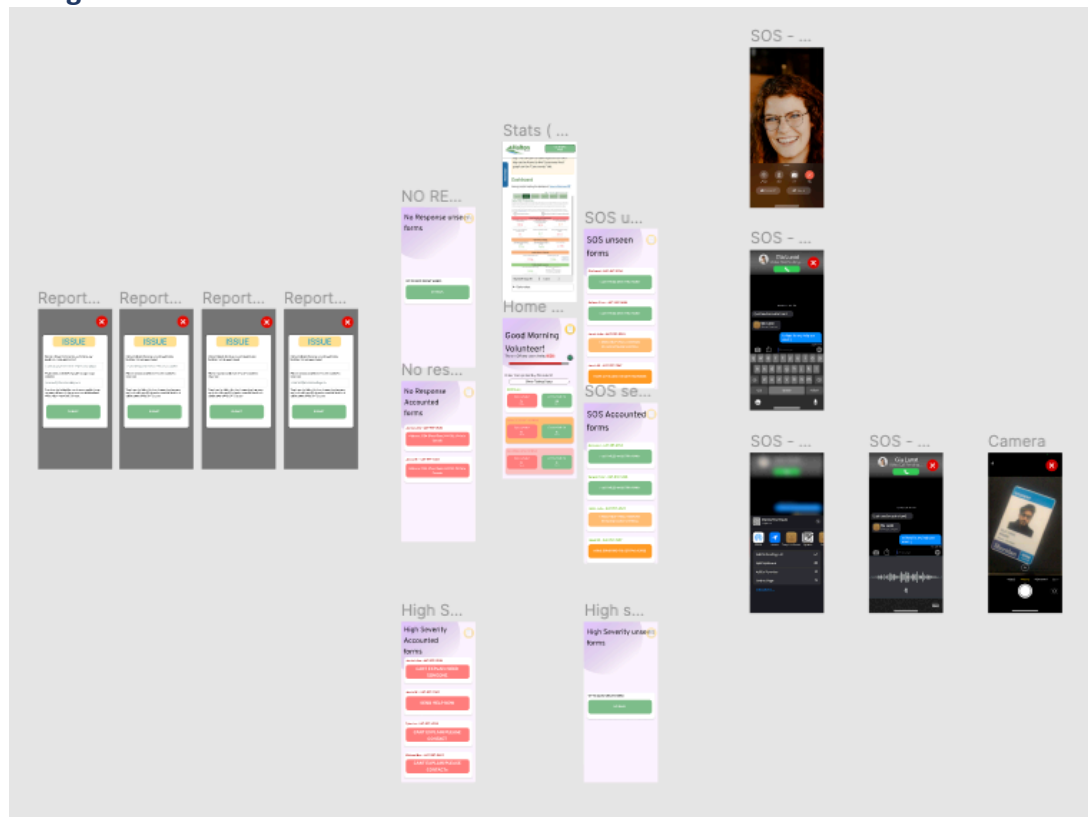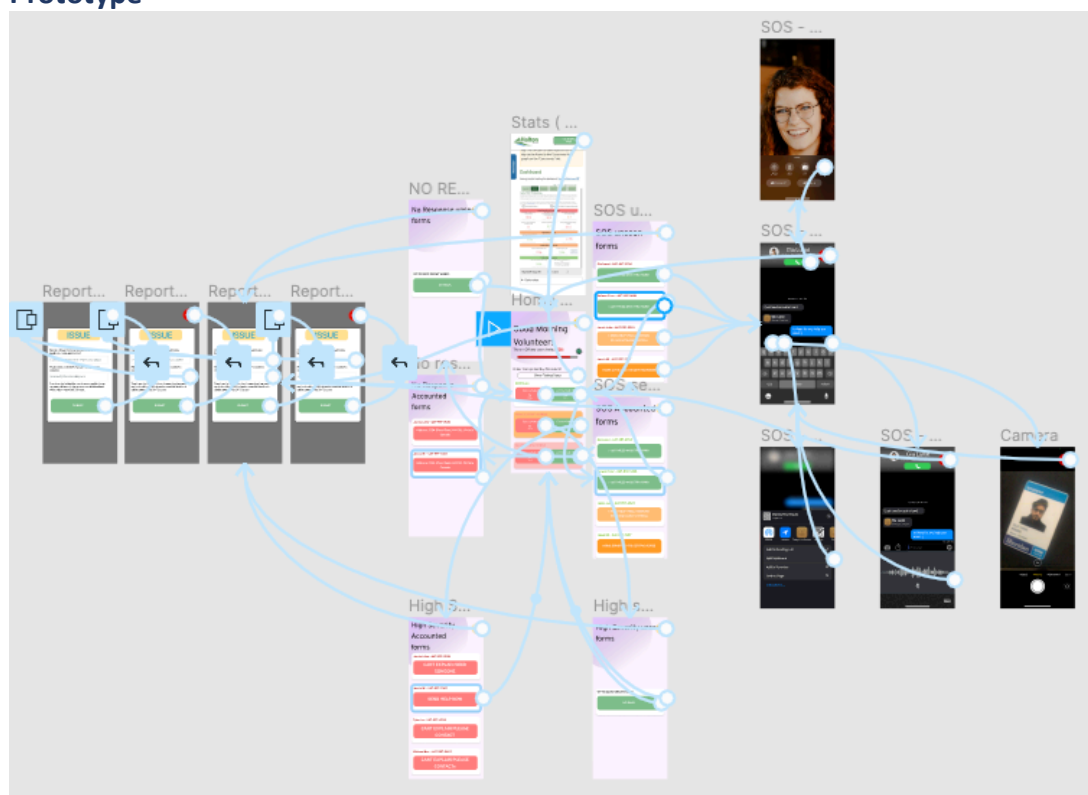### Design

Prototype

Volunteer:
Design

Prototype

Public URL: *https://www.figma.com/file/JQhdhjbSnW8UnMQ1pqaPsM/khansufAssignment-2?node-id=20%3A2*

Video URL: *https://drive.google.com/file/d/1_uSi7acQ_YgBXs9gGo1l-fWUOkNSaQ9Y/view?usp=sharing*