

User Research Report and Personas

INFO 200 AB

Group TZ-3

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Project Name: Go out safely during a pandemic

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# Problem Brief

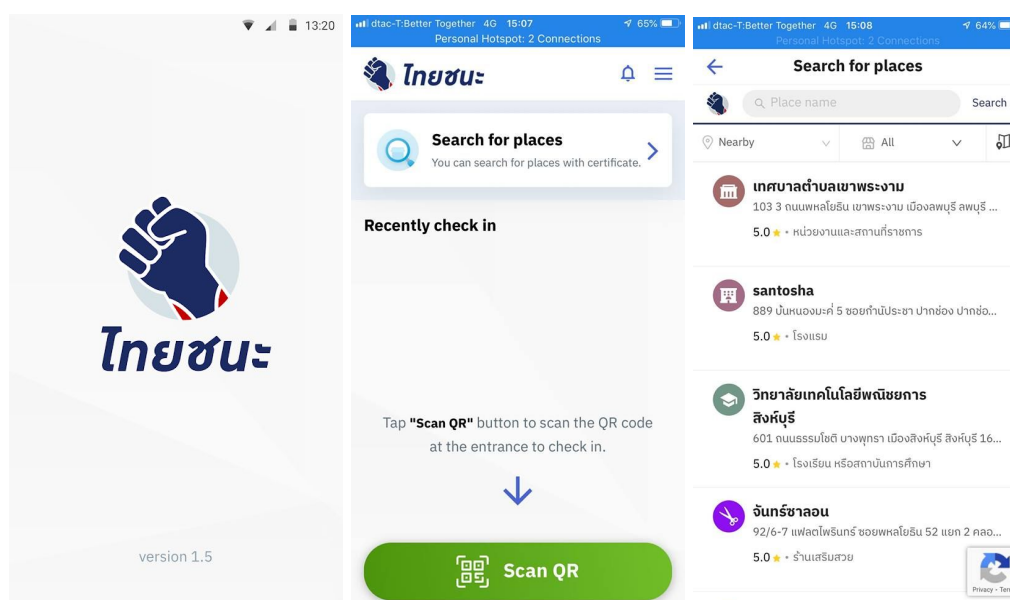
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We have decided to focus on going outside safely during a pandemic. As governments lift the lockdown restrictions, businesses have reopened under the public health guidelines. However, even with control measures to minimize the spread, the concern still exists for those who go back to work and participate in the economy.

## Existing Solutions

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### Existing Solution 1 Thai-Chana virus tracing app



As the spread of Covid-19 virus in Thailand has been successfully minimized, Thai government developed a virus tracing application called Thai-Chana to help track Covid-19 patients. In Thailand, many public places such as shopping malls require visitors to check in and check out every time visiting. This app has been added as an option to process more quickly by scanning QR codes instead of signing names to check in and out. While its major function is QR scans, it also allows users to rate how good the place handles Covid-19 measures, but there is only one simple rating question and no written reviews allowed for the users to know in detail. However, according to reviews on Google Play and IOS App Store, this app has frustrating glitches. For instance, when a user checks in at a shopping mall and then checks in again at a shop inside that shopping mall, they will automatically lose the check-in status at the shopping mall as a whole causing them not being able to check out the shopping mall. Many reviews said

that the app should record also check-in and check-out history for users to know if they have been in the same places with Covid-19 patients.

**Link to the Google Play page of this app:**

<https://play.google.com/store/apps/details?id=com.ktb.thaichana.prod&hl=th>

## Existing Solution 2 China Color Code Health System



The image shows the user holds green code.

In order to provide freedom of movement and reduce risks of the spread of COVID-19, Chinese government developed apps to track citizens' health status and their movements history. In different cities, the government utilizes different apps but they were built based on the color health code system. To enter any public places in China, people are required to hold a green health code that contains their personal information and travel history. If people hold yellow code, they are required to quarantine at home for 14 days. If somebody has a red code it means the person either is infected or had close connection with infected people. Also the apps record your movement history. When you scan the code of a restaurant or shopping mall, the apps automatically record it. While this system keeps track of people's movement and reduces the risk of the spread of Covid-19, there are some technical issues and privacy concerns. For example, for the user who doesn't have internet data outside, they can't scan the QR code and they can't get into the public place. Also, these apps are installed in Wechat and Alipay which

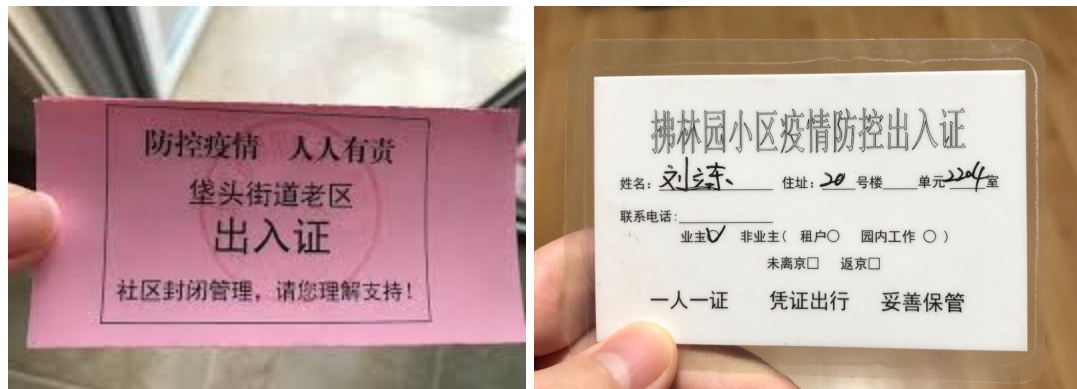
are not fully controlled by the government. So the data of users' information might be leaked out.

**Link to the an article about this service:**

<https://www.theguardian.com/world/2020/apr/01/chinas-coronavirus-health-code-apps-raise-concerns-over-privacy>

## Existing Solution 3 Entry Pass for Neighborhood

Another solution of Chinese government is the entry pass for neighborhoods. To enter a neighborhood, people are expected to have the pass that is issued by the management office of your neighborhood. The neighborhood will close all the other entrances and only leave one or two opened for checking on people. Only people who live here can get the pass and each household can only have several passes. So that people who don't live in the neighborhood can't get in. It prevents the spread of coronavirus in this particular area and protects the safety of people who live in this neighborhood. But if the pass was lost, people would not be able to enter. If someone picks it up, someone anonymous can enter the neighborhood and there is no way to check it. It is also a pain for both the officers and residents when there is a long line at the entrance and not everybody in the family can go out at a time.



## Comparison Table

	Existing Solution 1	Existing Solution 2	Existing Solution 3
<b>What does the existing solution do well?</b>	Tracking patients.	Clear classification of people  Tracking movements	Strictly managing people movements
<b>Where does the existing solution fall short?</b>	Checking in and out have glitches.  No records shown to users.	Only works for government  One code doesn't work for everywhere	Redundant manual process
<b>How are they similar?</b>	They all involve managing movement of people.		

# Stakeholder Groups

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## Stakeholder 1 – tourism

Tourism has been affected largely by the pandemic since people are afraid to go out. However, with the success in minimizing the spread of Covid-19 in some countries, the governments are easing the lockdown. Although tourism can start running again, the pandemic has raised a lot of health concerns and people are afraid to travel like before. Tourism businesses such as hotels and tour operators that usually involve large groups of people now need to adapt toward this new normal with strict social distancing rules and hygiene standards.

## Stakeholder 2 – shop / restaurant owners

During the earlier phases of the lockdown, small businesses such as shops and especially restaurants were forced to close and faced huge financial loss. Even though the spread of covid-19 has been minimized that these businesses can reopen again. These businesses need to adapt toward social distancing rules and hygiene. Not only that people tend to eat out less, restaurants and shops are receiving significantly less people and need to invest more to offer better hygiene standards and social distancing.

## Stakeholder 3 – local citizens / customers

Local people or customers of these businesses are an important variable in our concern. Businesses can not run properly if people tend to keep social distancing and are afraid to go out during the pandemic. This causes a downturn to the economy. Our team is interested to see what are people's concerns when going out in detail. We want to introduce an information structure that could help people feel more comfortable travelling and getting services.

# User Research

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## Surveys

This survey aims to investigate how COVID-19 has impacted the activities and behaviours of customers and businesses in Thailand. The survey was distributed mainly using Facebook as we can have a large audience seeing the survey at once by putting it in already established Facebook groups. The survey mostly asked questions about outdoor-related activities during COVID-19 situation including getting services from shops and restaurants and hanging out in general. The survey asked if the government app Thai-Chana is useful and how often people use it. We also included an open-ended question that let the respondents tell any impacts they have from this situation. The survey has a separate section asking business owners specifically about how useful Thai-Chana is to their businesses and how the businesses are going during this crisis.

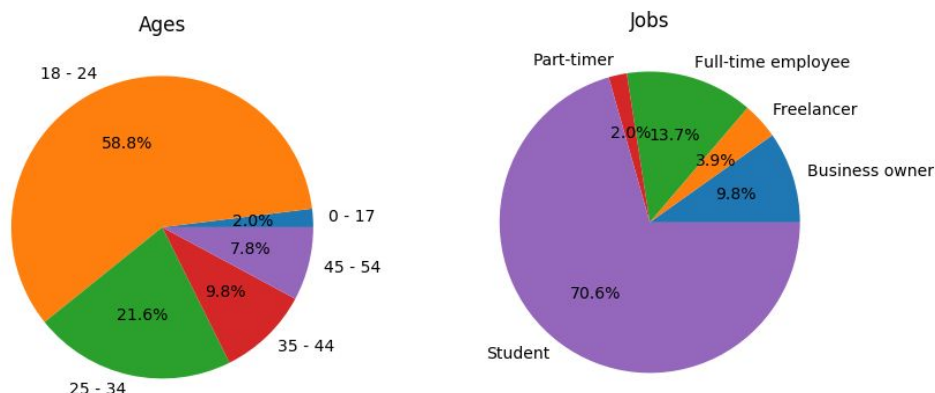
At the end, we received 51 responses in total. The charts below show the demographics and response statistics for each question in the survey. Most of them were students between the ages of 18 and 24. Overall, the respondents who are not business owners are moderately confident with being outdoors and with shops' and restaurants' Covid-19 measures. However, being in places with high population density is still an exception. Majority of them do not feel the government app Thai-Chana helps make any difference to the situation at all. One of them expressed their concern about a community market where the retailers did not take the measures seriously. For instance, they did not wear masks properly and mixed up the tasting spoon with the serving spoon.

All the business owners responded that their businesses have been heavily affected by Covid-19. How they think social distancing is necessary to their businesses is varied, but most of them strongly agree with the necessity of social distancing. As opposed to non-business owners, they many of them feel that the app Thai-Chana is useful to their businesses

**Link to the survey form: A survey about Covid-19 impacts on individuals and businesses.**

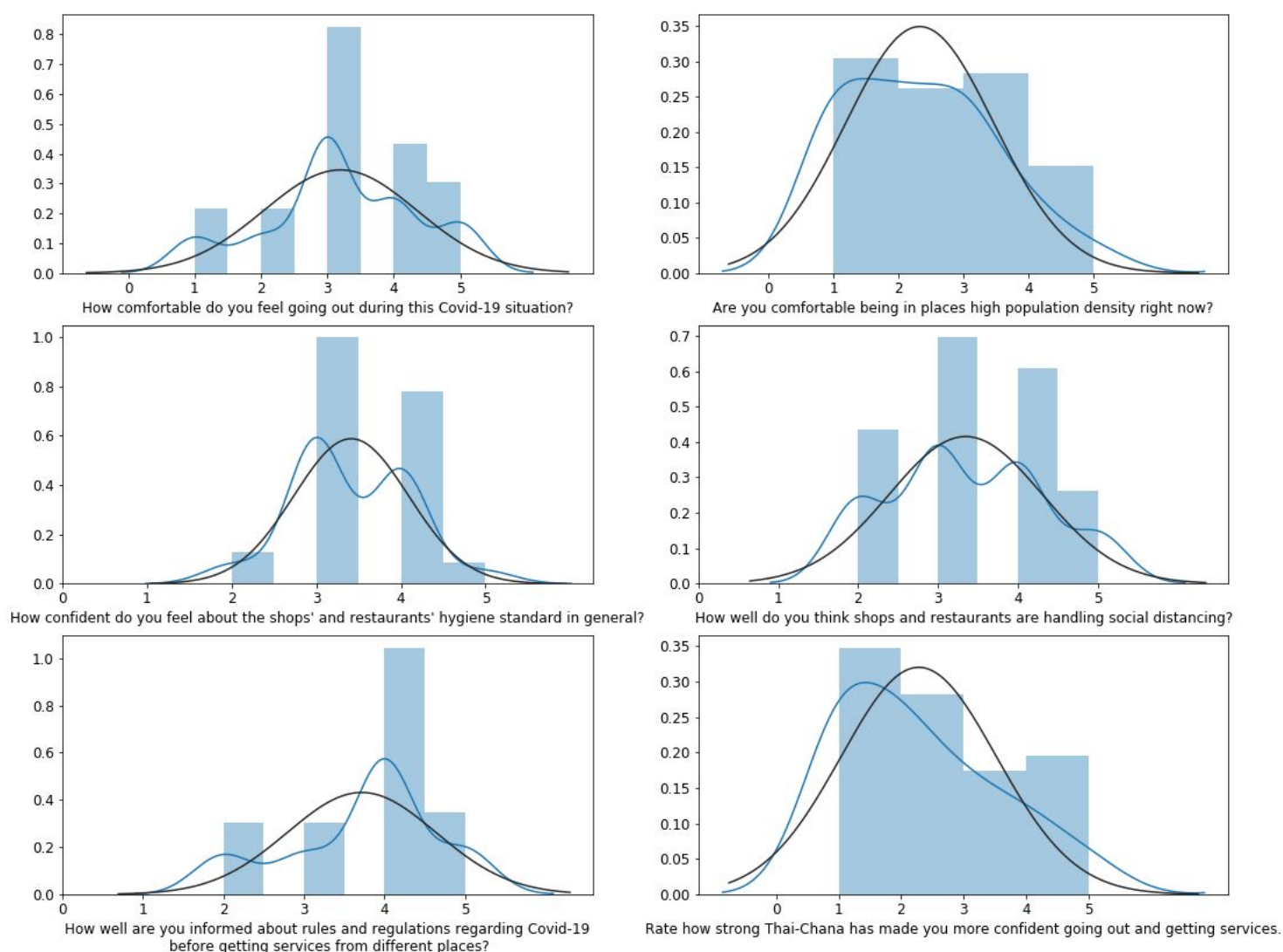
[https://docs.google.com/forms/d/e/1FAIpQLScyWuAOUD-qmexTcAABog0V179dJgC141-i1AiMy mUGwWT4BQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScyWuAOUD-qmexTcAABog0V179dJgC141-i1AiMy mUGwWT4BQ/viewform?usp=sf_link)

## Overall Demographics of the respondents



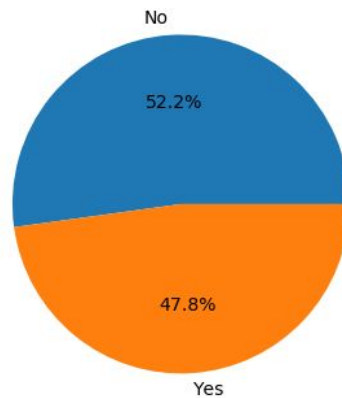
## Non-business owners' responses distribution by question

The scales on the x-axis indicate response positivity to each question (1=least, 5=most).





Do you use the government app Thai-Chana?



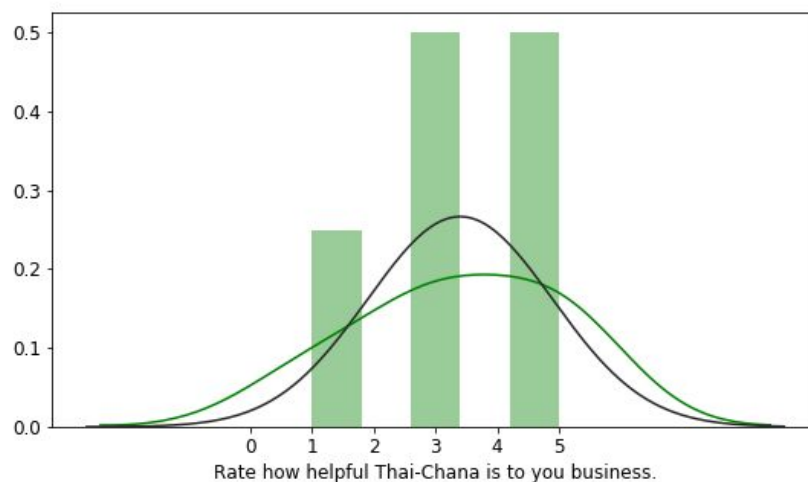
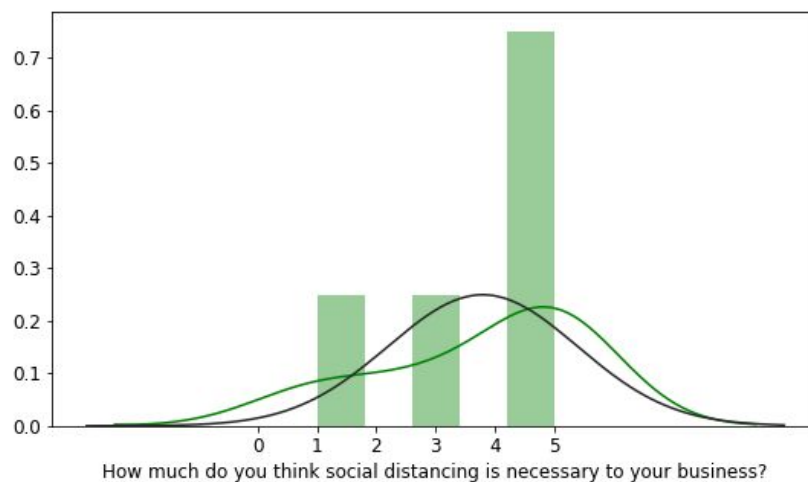
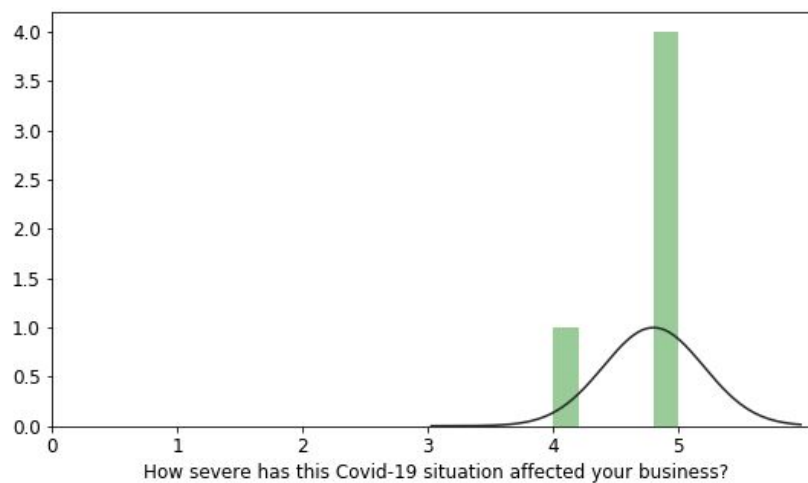
**Tell us about any impacts you have from this Covid-19 situation?**

**Answers:**

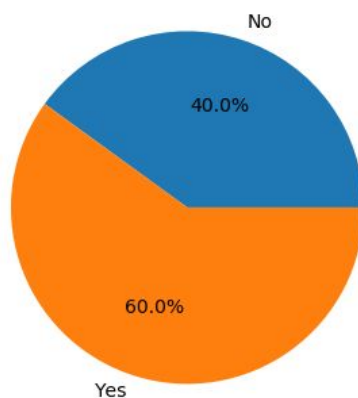
- Stress resulted from isolation and the Covid-19 crisis in general.
- Delays in travelling and travel document processing
- A number of people in a community market did not wear masks and did not take the measures seriously. Some of the food retailers mixed up a tasting spoon with a serving spoon. Some coughed and sneezed without protection.
- Stockpiling products, feeling insecure when other people cough or sneeze even though it is a common cold.
- Not being able to travel like usual / feeling bored.
- Indefinite work hiatus without reimbursement.

## Business owners' responses distribution by question

The scales on the x-axis indicate response positivity to each question (1=least, 5=most).



Do you use the government app Thai-Chana?



**Tell us about any impacts you have from this Covid-19 situation?**

**Answers:**

- Temporary store shutdown and no income.
- Lower food sale while the costs of ingredients are higher.
- Income and customers lost

## Interviews

Our interviews prioritized business owners as it has a smaller portion in our survey. In order to design an effective information platform that serves both customers and businesses, we need to gain detailed insights from both entities. We have interviewed a few restaurant owners, and also decided to pick a tourist business in particular as it is a vital part of Thai economy. Key questions asked were about the impact of Covid-19 to the business in general, the measures they have used to prevent Covid-19 and the digital platforms they used to help with their businesses.

### User Interview 1

Name: Mr. Witsanu Suwanrit

Job: a restaurant owner

Mr. Witsanu is currently owning a noodle restaurant in Bangkok and planning to establish a franchise in the future. He responded that he has been losing 30% to 35% of customers since the pandemic started. His restaurant has not been using any application to deal with covid-19 related issues. His restaurant barely uses social media. Most of the communication with customers is through phone call and in-person chatting. By talking to the customers, he realized that many customers did not know whether his restaurant was still opening and whether it offered take-away food only. Some customers were also on job hiatus making them need to economize. His restaurant changed the table layout to serve only half of the normal capacity to comply with the social distancing rules. Employees are now required to wear masks and regularly clean tables and appliances with alcohol. His restaurant also offers food delivery services both by his own delivery men and through Line Man. He reported that the proportion of delivery orders to the total sales has increased from 30% to 40% since the pandemic.

### User Interview 2

Name: Ms. Nuengruethai Nuyimsai

Job: a tour manager

Ms. Nuengruethai is a manager of her family tourist business in Koh Chang – an island in Trad, Thailand which is a famous tourist attraction. Her family business covers managing tour guides and transportation. Normally, the customers are almost half-to-half locals and foreigners. She responded that her family business has been extremely affected by the pandemic. Recently, she began to have people coming for tours again, but the number is still significantly less. Although she has been having less customers, foreigners surprisingly still account for around half of the total customers. However, foreigners tend to spend money buying local goods

much less than local tourists. The tour operation also needed to change in several ways. The tour buses now service a smaller number of passengers with more expensive tickets due to the social distancing rules. Some diving tools are now one-time used. Every tourist needs to register their name and comply with the new rules regarding covid-19 such as wearing masks and consistently checking-in with the tour operator. It happened to the tour sometimes that the foreign tourists were not informed of new regulations against covid-19 and refused to follow. She said that the recent government application called Thai-Chana has been pretty helpful to her business. It helps keep track of tourists and notify when a potential patient appears in the area.

### **User Interview 3**

Name: Mr. Chumpon Buachan

Job: a restaurant franchise owner and music practice room renter

Mr. Chumpon is a co-owner of a Japanese restaurant franchise with over 30 units in operation located in Bangkok and nearby provinces. Earlier, he was running a shabu-shabu restaurant. With the impact of the pandemic, customers significantly decreased that he needed to retire employees and reduce salaries. Consequently, he shifted to be a co-owner of a restaurant franchise with a cheap Japanese food concept. He had no idea yet how this new business is going to return him. His franchise has not been using any application to deal with covid-19 issues. His franchise uses a facebook page to reach customers. Recently, a lot of customers have been asking whether the restaurants require customers on separated tables regarding the social distancing rules. He said, unfortunately, his restaurants could not invest more into social distancing right now due to the financial situation. Beside the restaurant franchise, he is also renting music practice rooms. However, there barely have been musicians renting the rooms since many concerts were cancelled and restaurants stopped hiring musicians to play.

From these interviews, we have obtained the details of how these business owners are being impacted by this situation including losing customers and the need to readjust the businesses. We have found from the survey that although most of the customers find the existing government app not useful to them, one of our interviewees who is a tour manager found it useful to her tour business in tracking and notifying patients. The interviewees also pointed out some information issues where customers are not informed about important things.

# User Personas

## User Persona 1

### Thanadol Kulawanit

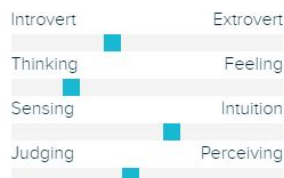


**Age:** 20

**Work:** College student /  
Family restaurant

**Location:** Bangkok, Thailand

#### Personality



#### Bio

Thanadol is a 20 year-old college student at Chulalongkorn university in Bangkok, Thailand. Aside from studying, he is also responsible for advertising and customer relations on a Facebook page for his family Thai-fusion restaurant. Recently Covid-19 has impacted both his college life and his family business. Not only was his school closed and he could not hang out like normal, his family restaurant also had been losing customers. His family together is coming up with new measures for the restaurant such as offering distanced table layout and regular cleaning. Now him and his family are trying their best reviving the business back to normal.

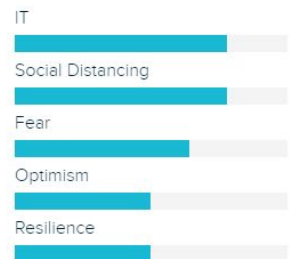
#### Goals

- Getting the restaurant's food sales back as much as possible.
- Finding ways to adapt to this extremely fluid situation.
- Having the business resilient to the Covid-19 situation.
- Returning back to campus and being able to hangout with friends again.

#### Frustrations

- Offering social distancing is necessary but also expensive at the same time.
- The situation is full with uncertainty.
- Not being able to socialize like usual.

#### Outdoor & Business



## User Persona 2

### Anchali Ekaluck

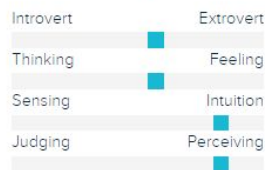


Age: 74

Work: Retired teacher

Location: Rayong, Thailand

#### Personality



#### Bio

Anchali is a 74 year-old woman who used to work in a public school in her hometown Rayong, Thailand. Now, she is residing in the sub-urban area of Rayong. Her husband has passed away and she is mostly living on her own as her two children usually travel around for their jobs. She is closely involved with the people in the farmer market community. In the morning, she would walk out to the market to buy food and interact with the people. Covid-19 virus hit the community very hard a few months ago. Although the situation has alleviated, it is consistently shaking. Being on her own as an elder, this market is the place that supports her and she feel related to.

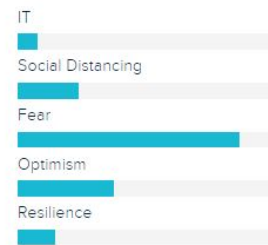
#### Goals

- Being independent living in a reliable and peaceful community.
- Being healthy and happy for the rest of her life.
- Wishing the best to her children.

#### Frustrations

- With the situation consistently shaking a lot and the market is closed more frequently, it is an obstacle for her to do grocery and live on her own like usual.
- As an elder, she is barely able to change her daily routines.
- She is a old-fashioned person who is not comfortable with technology. It is difficult for her to adapt to the situation.
- Her children are worried about her a lot.

#### Outdoor & Business



# Conclusion

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The existing solutions we have found have helped managing, contact tracing, and even tracking the citizens' movement. However, certain things are not accessible to the consumers. Most of the existing solutions have weak information management causing glitches that can be very frustrating to the users, and some of them raise a privacy concern as well.

So in the next steps, we will need to develop an accessible information system that serves both business owners and customers as well as connecting them together to benefit the economy. We want this information platform to make people feel more confident and safe going outside as well as to rebuild our economy.

# Bibliography

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# Appendix

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## Survey Results

Link to cleaned datasets and data visualization

[https://github.com/laphon/info200\\_final\\_project](https://github.com/laphon/info200_final_project)