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Assignment 2

Deadline: Check the calendar of your course shell

Learning Objectives

The learning objectives of this assignment are:

- Learning the procedure of Comparative Analysis
- Creating the high fidelity prototype for your application

Assignment Steps

P1) Procedure of Competitive Analysis (50%)

- Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats. Profiling combines all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy formulation, implementation, monitoring and adjustment [1].

In the first assignment, you provided similar applications to what you are going to develop. Regardless what you are developing, it is always possible to find the applications with similar themes. In this part, you need to compare your application with competitors in a matrix.

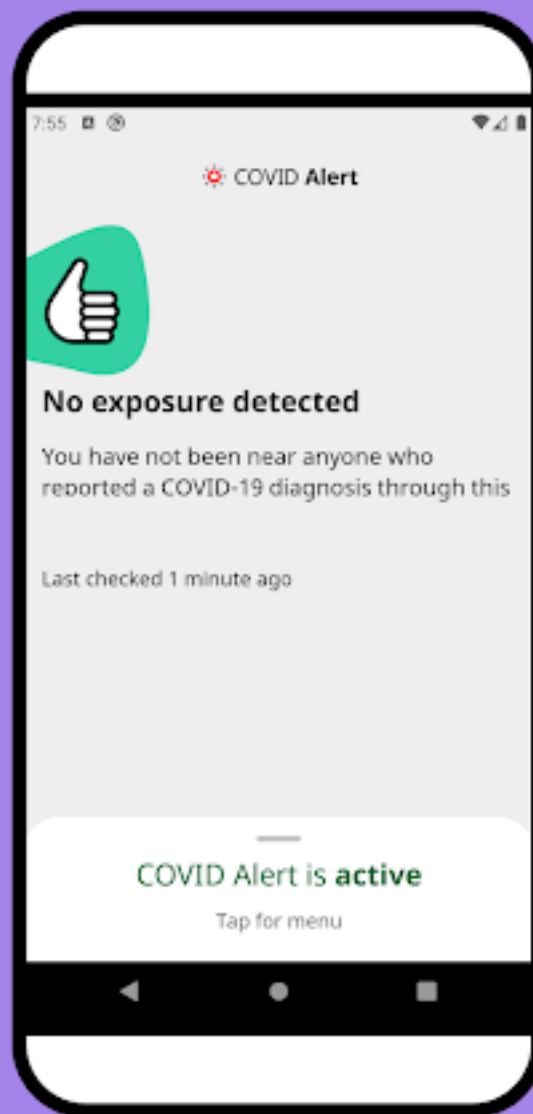
Please write the name top five competitor apps.

-
- COVID Alert
 - Canada COVID-19
 - COVID Alert NY
 - COVID Alert NJ
 - COVID Alert PA

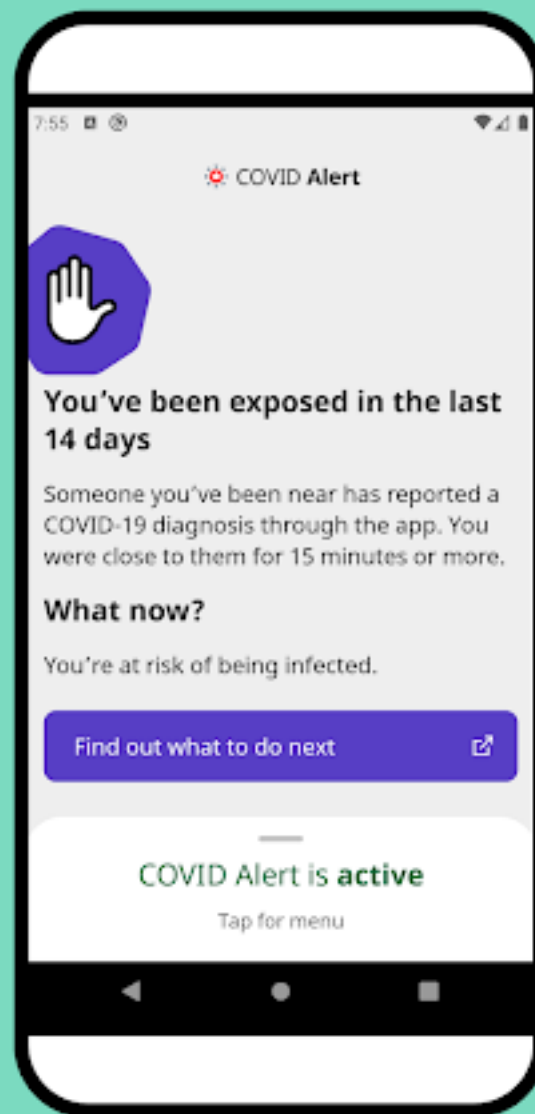
Use their products/services to understand how their business is structured.

- COVID Alert

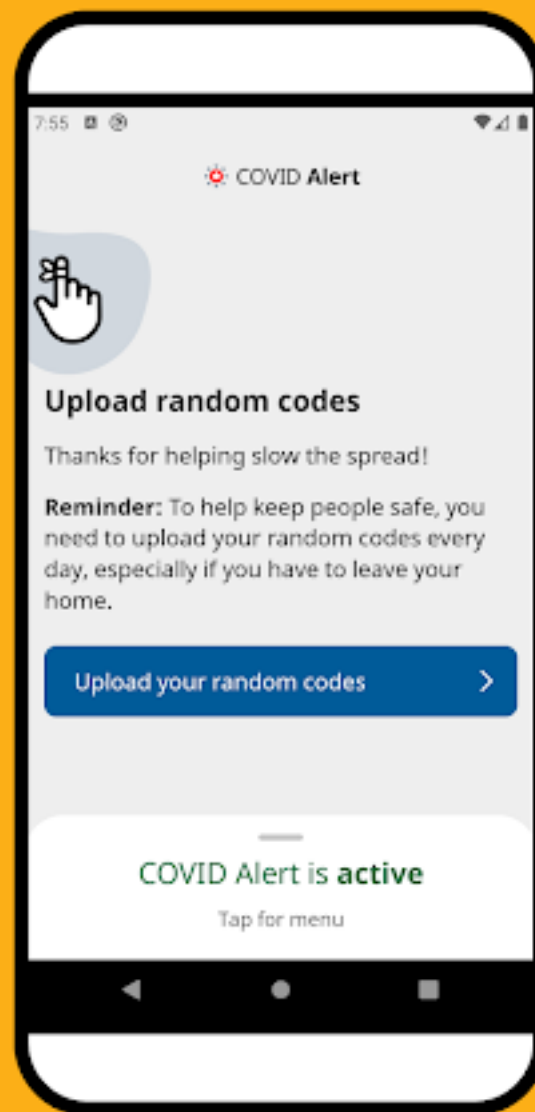
Looking for exposures.



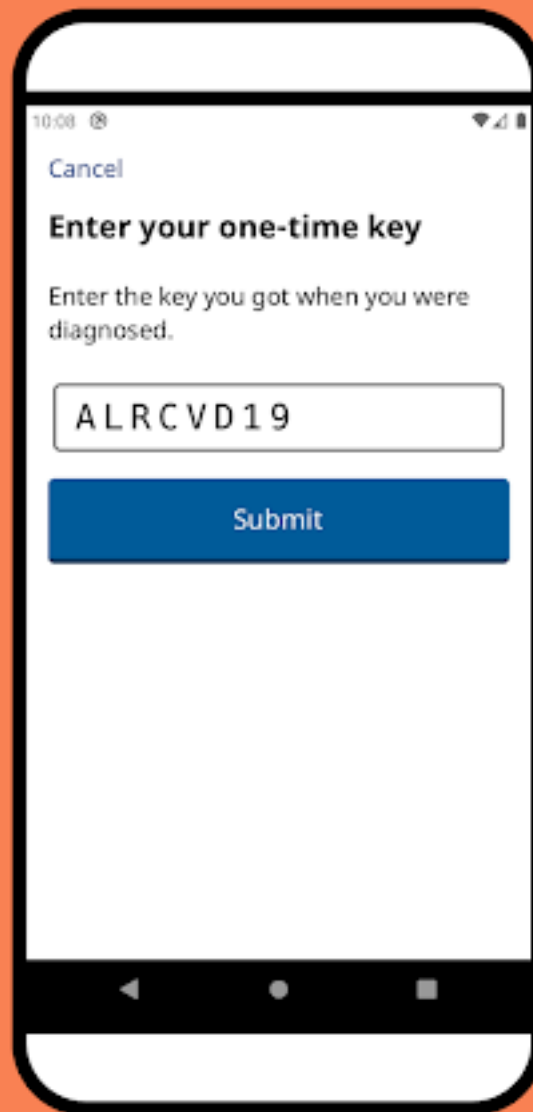
Looking for exposures.



Join the effort to slow the spread.



Your privacy is protected.



10:08

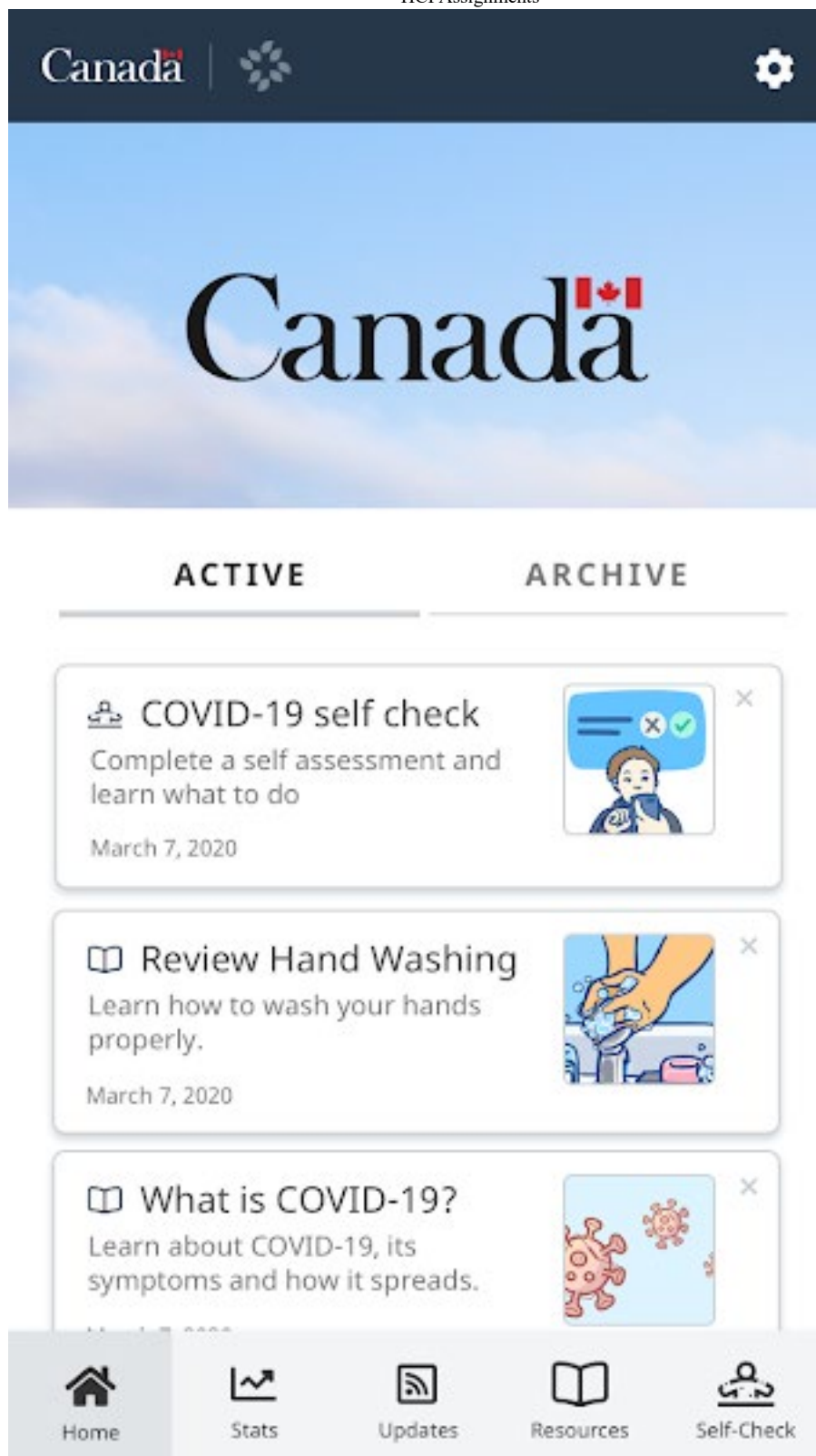
Cancel

Enter your one-time key

Enter the key you got when you were diagnosed.

Submit

-
- Canada COVID-19



Updates

TODAY'S UPDATES



BC Gov News

Mar 21, 2020 10:50 AM

Government acting to protect province's most vulnerable during COVID-19 crisis

As British Columbias work to reduce the spread of the coronavirus, the Province is taking swift action to protect vulnerable...

PREVIOUS UPDATES



Health Canada

Mar 20, 2020 12:06 PM

No scientific evidence that ibuprofen worsens COVID-19 symptoms

OTTAWA - Health Canada is aware of reports, including on social media, that reference safety issues with the use of...



BC Gov News

Mar 21, 2020 10:50 AM



Home



Stats



Updates



Resources



Self-Check

-
- **COVID Alert NY**

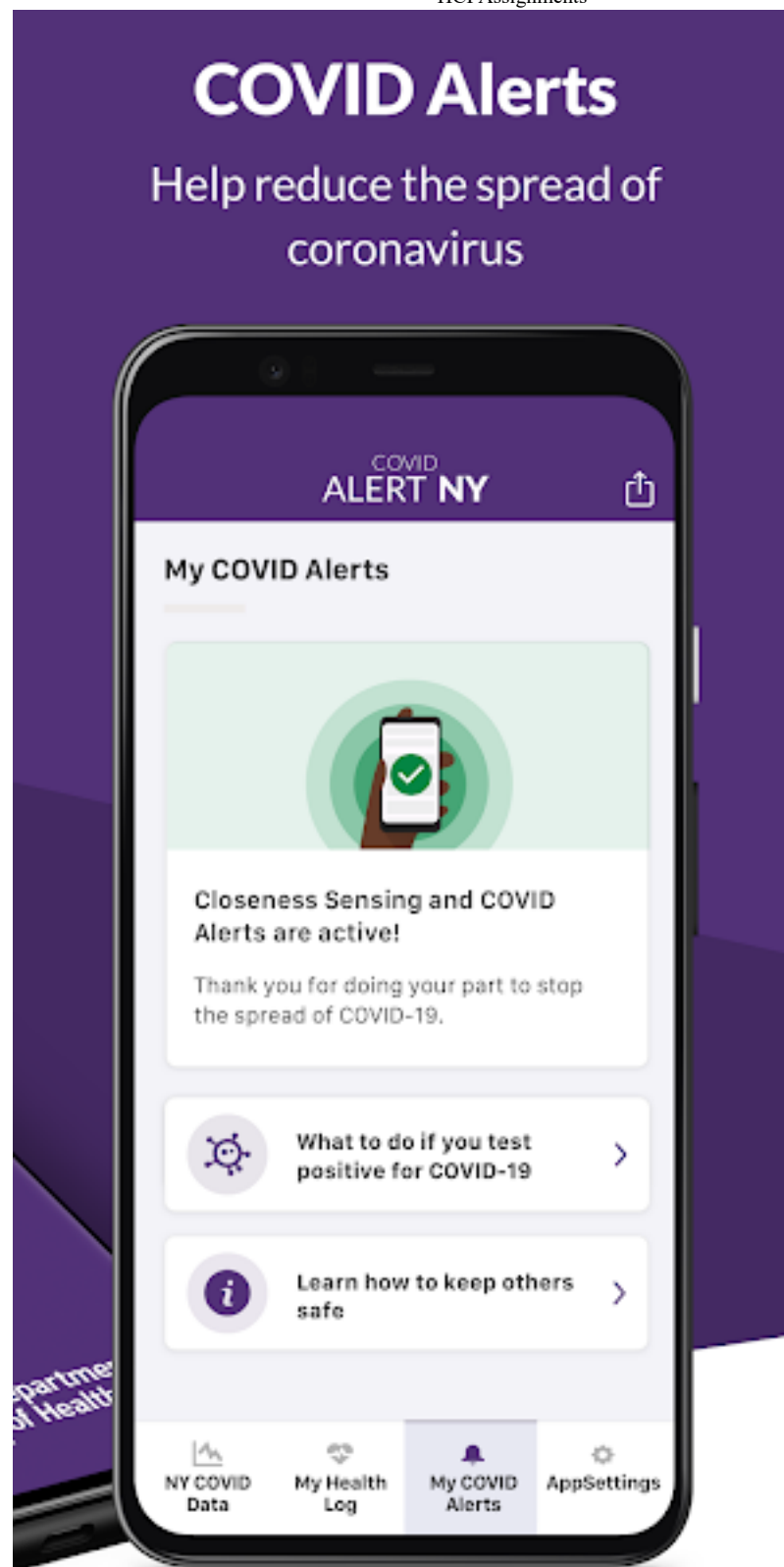


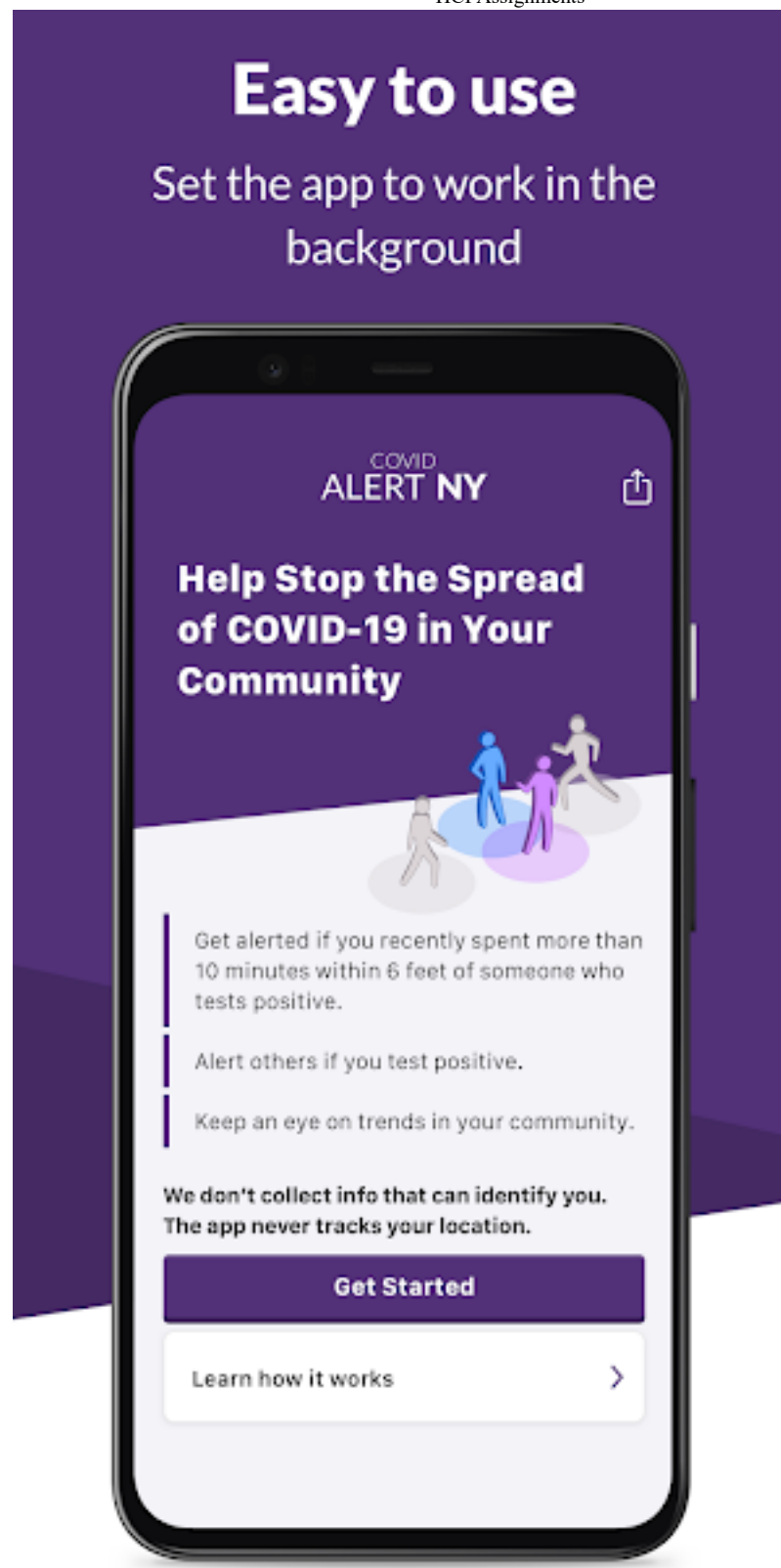
Department
of Health

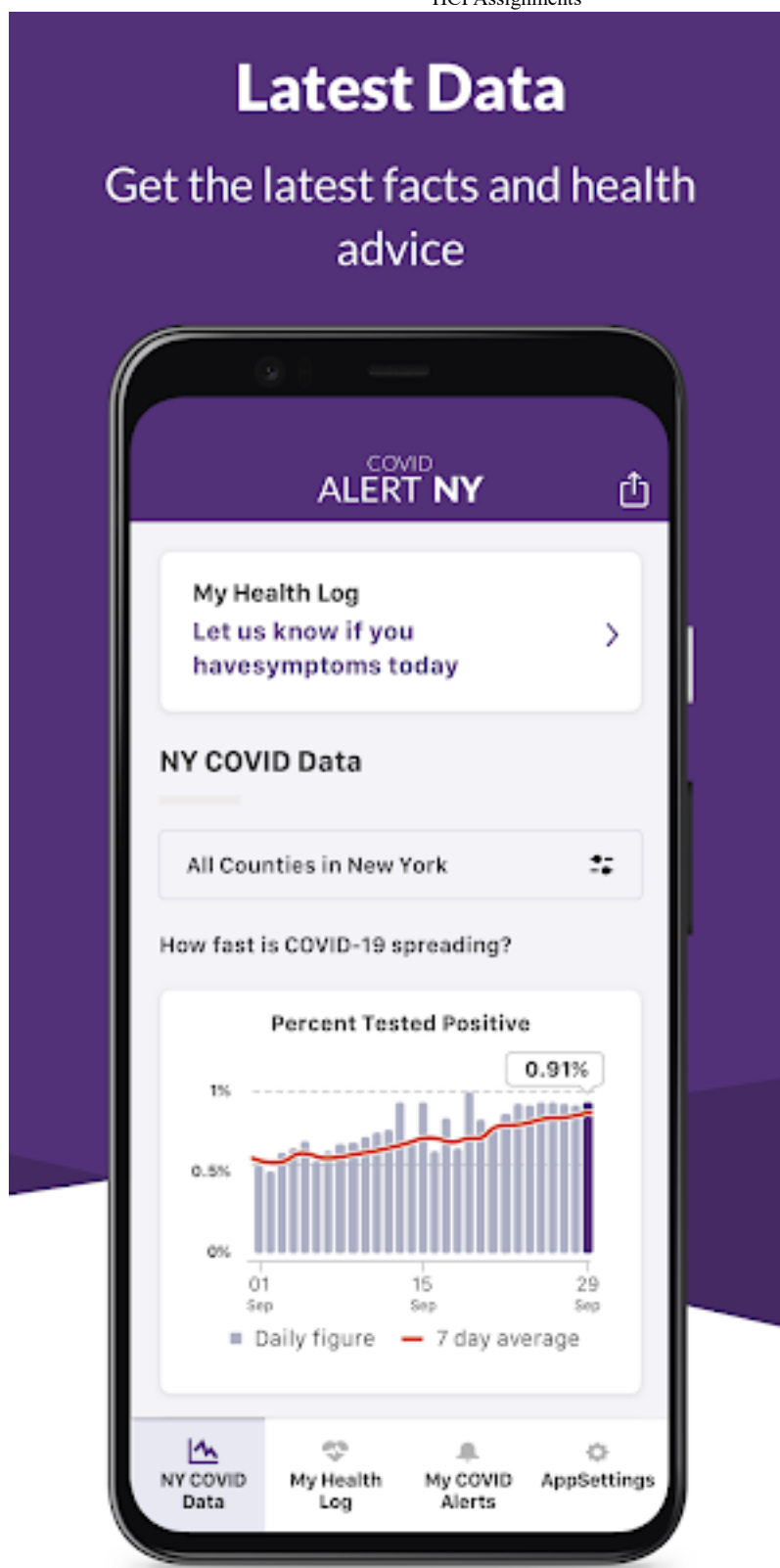
Stay Safe

Protect yourself, your
family, friends and
community from
COVID-19









Check Your symptoms

Track how you are feeling each day

The screenshot shows the 'COVID ALERT NY' app interface. At the top, there's a 'Back' button and a share icon. The main title is 'My Health Log'. Below it, a question asks 'Do you have any of the following 11 symptoms today?'. There's a button labeled 'I'm feeling well'. Below this, a list of 11 symptoms is shown, each with a checkbox:

- ☐ Fatigue
- ☐ Muscle aches or body aches
- ☐ Headache
- ☐ Sore throat
- ☐ Congestion or runny nose
- ☐ Nausea or vomiting
- ☐ Diarrhea

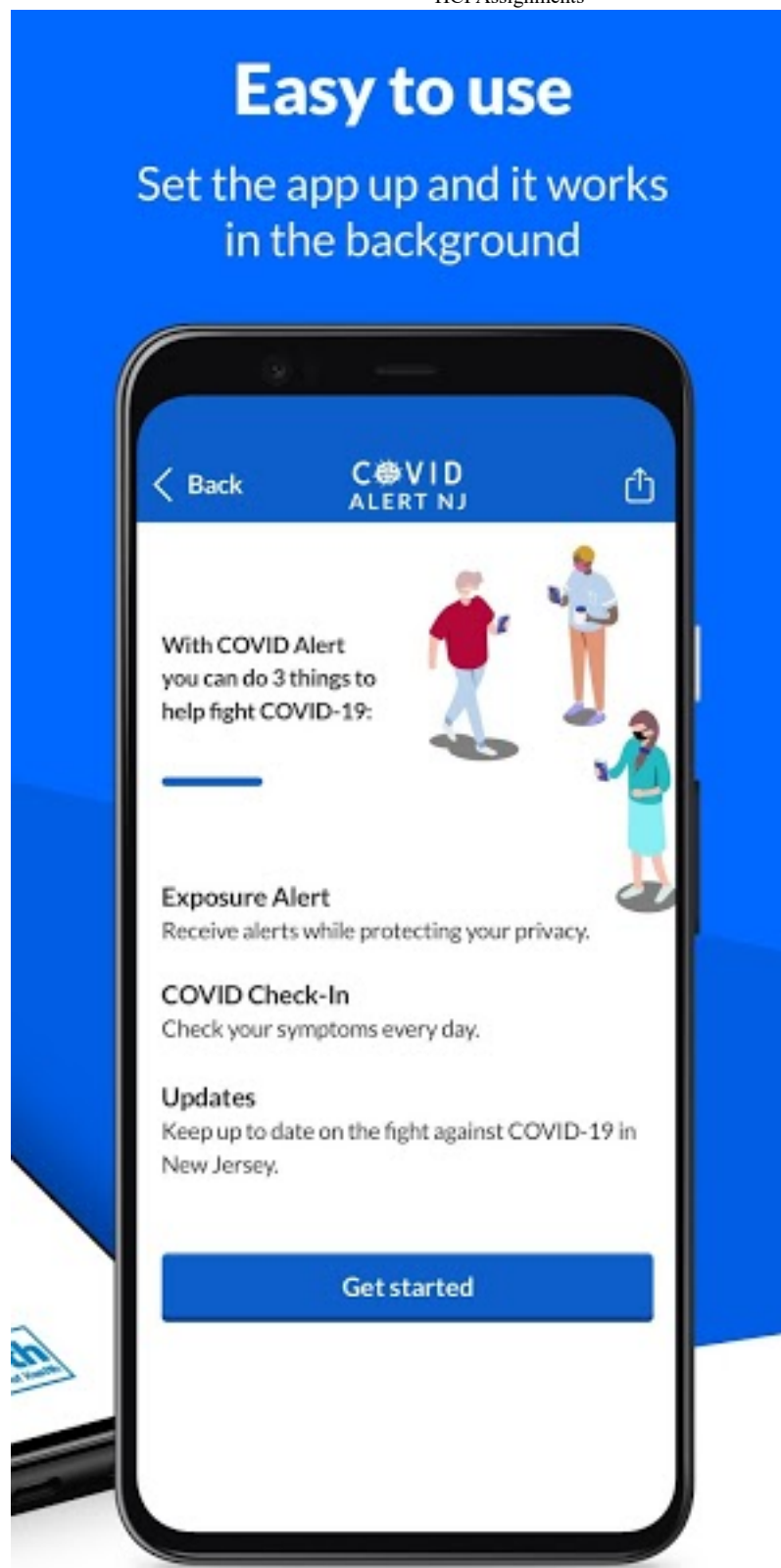
At the bottom, there's a navigation bar with four icons and labels: 'NY COVID Data', 'My Health Log' (which is highlighted), 'My COVID Alerts', and 'AppSettings'.

- COVID Alert NJ

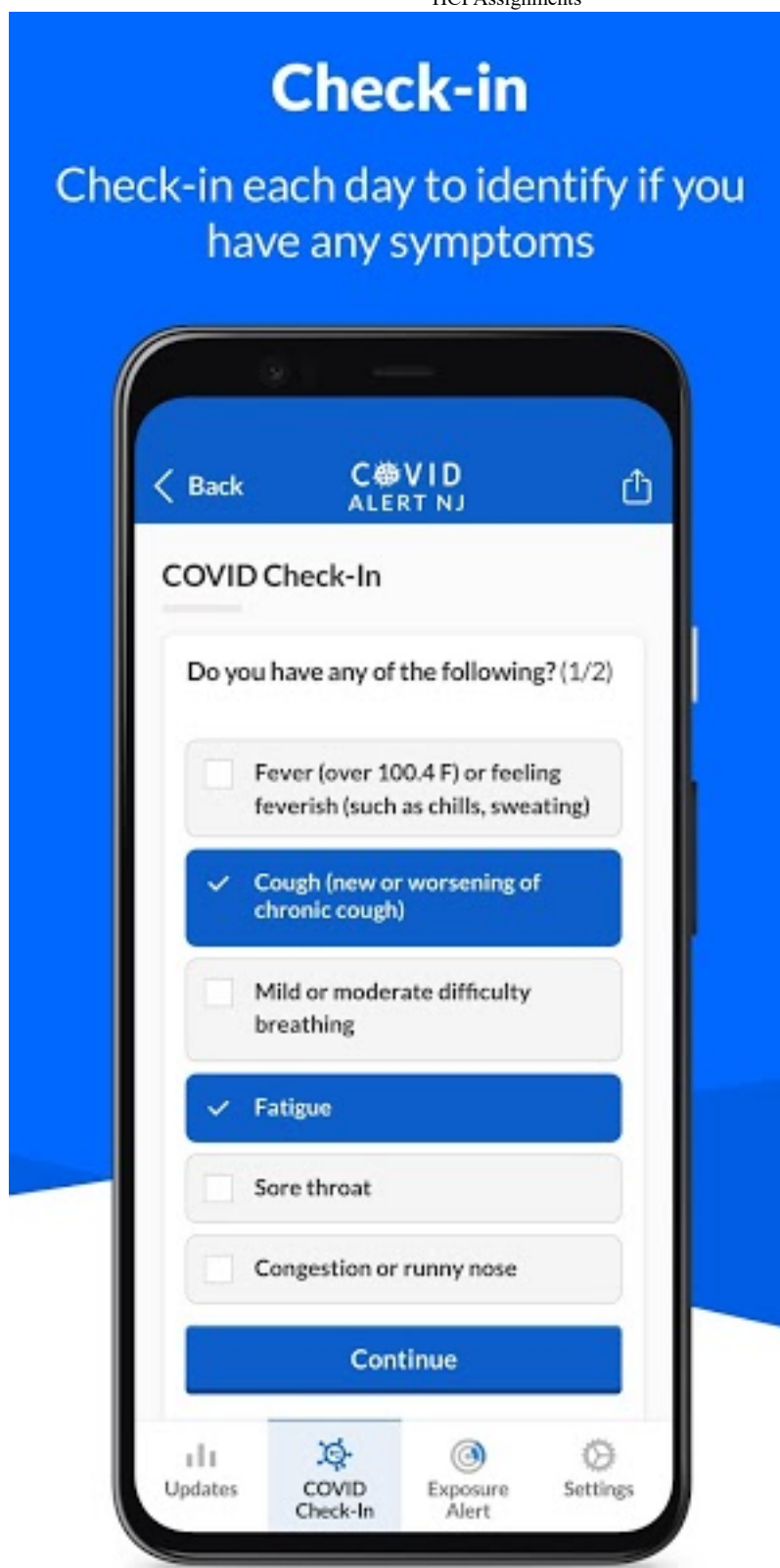
Stay Safe

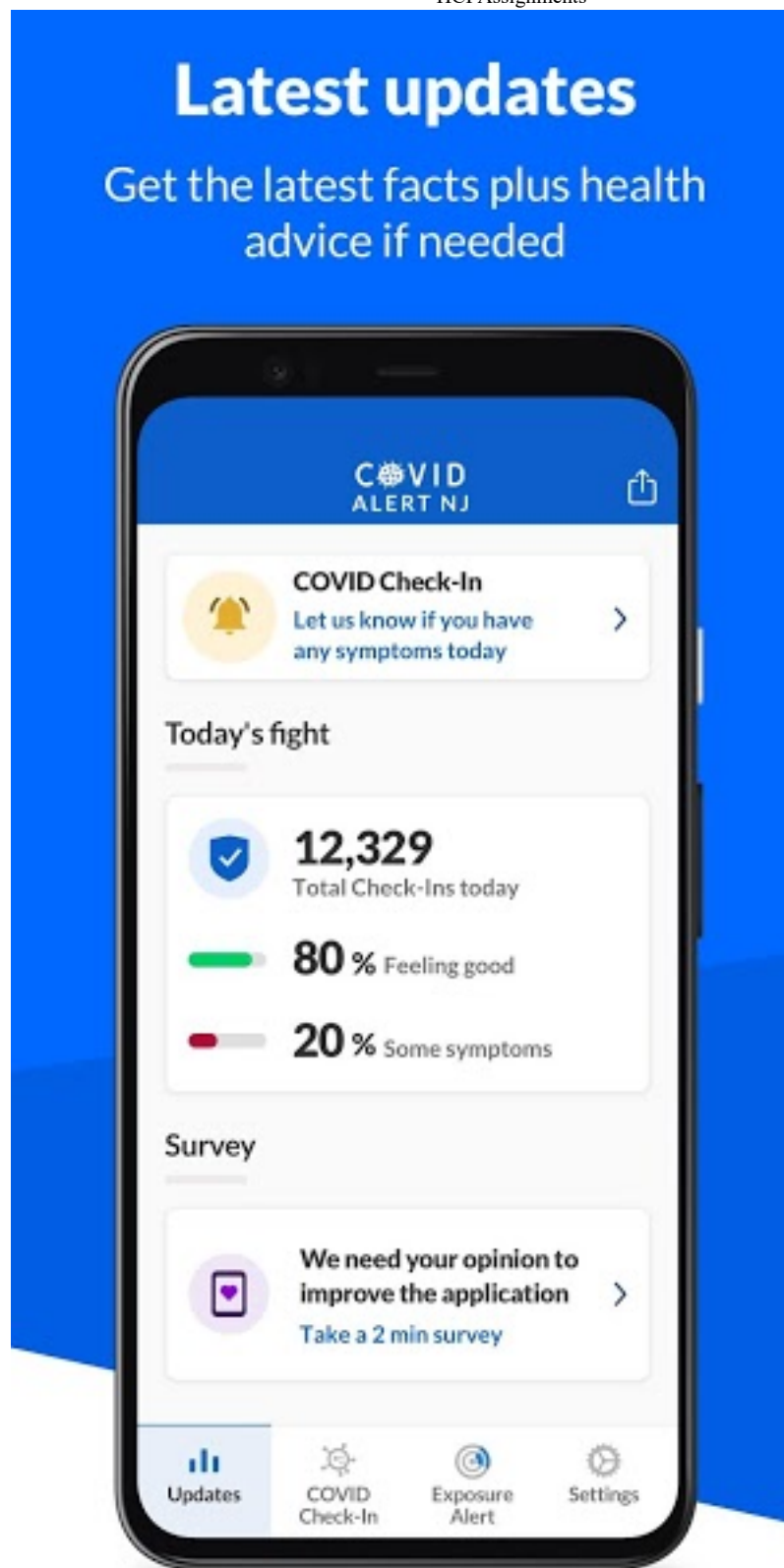
Protect each other
from coronavirus
(COVID-19)











- COVID Alert PA



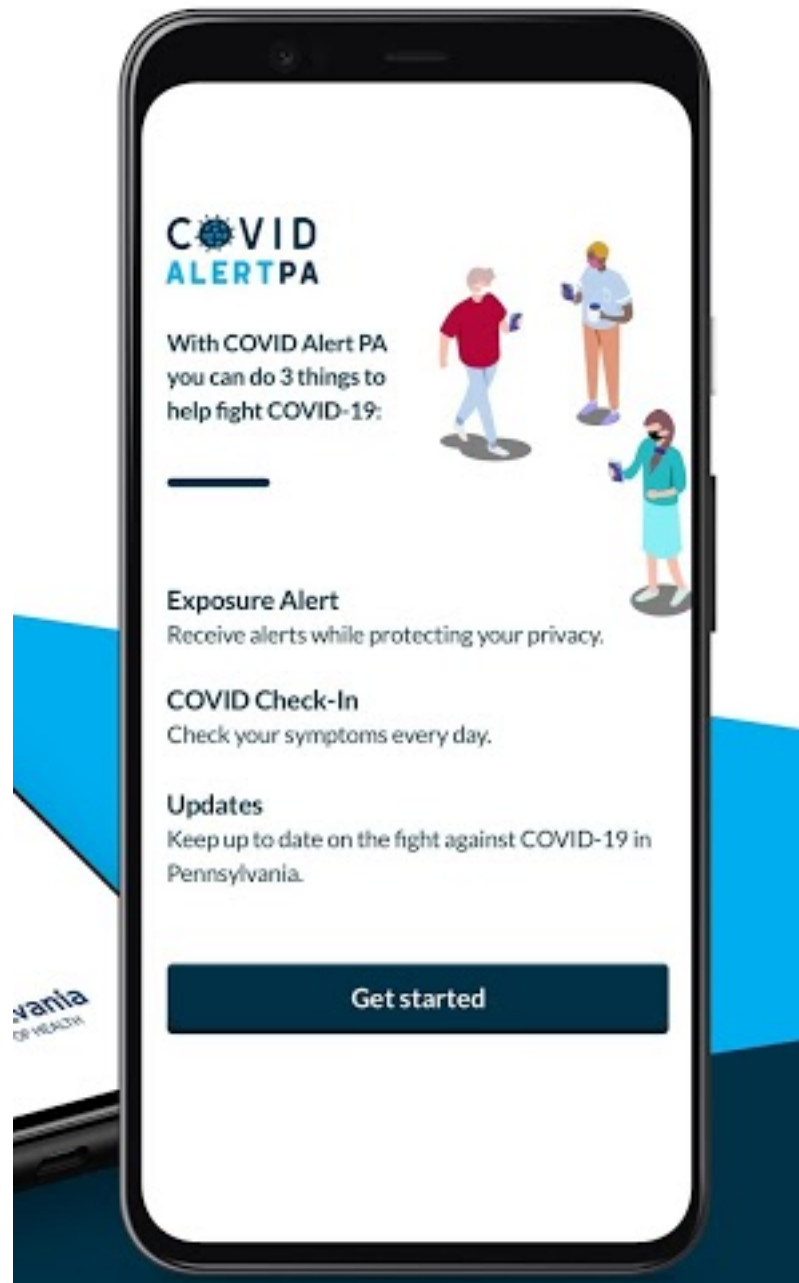
PA Unites Against COVID

Stop the spread and protect
each other from COVID-19



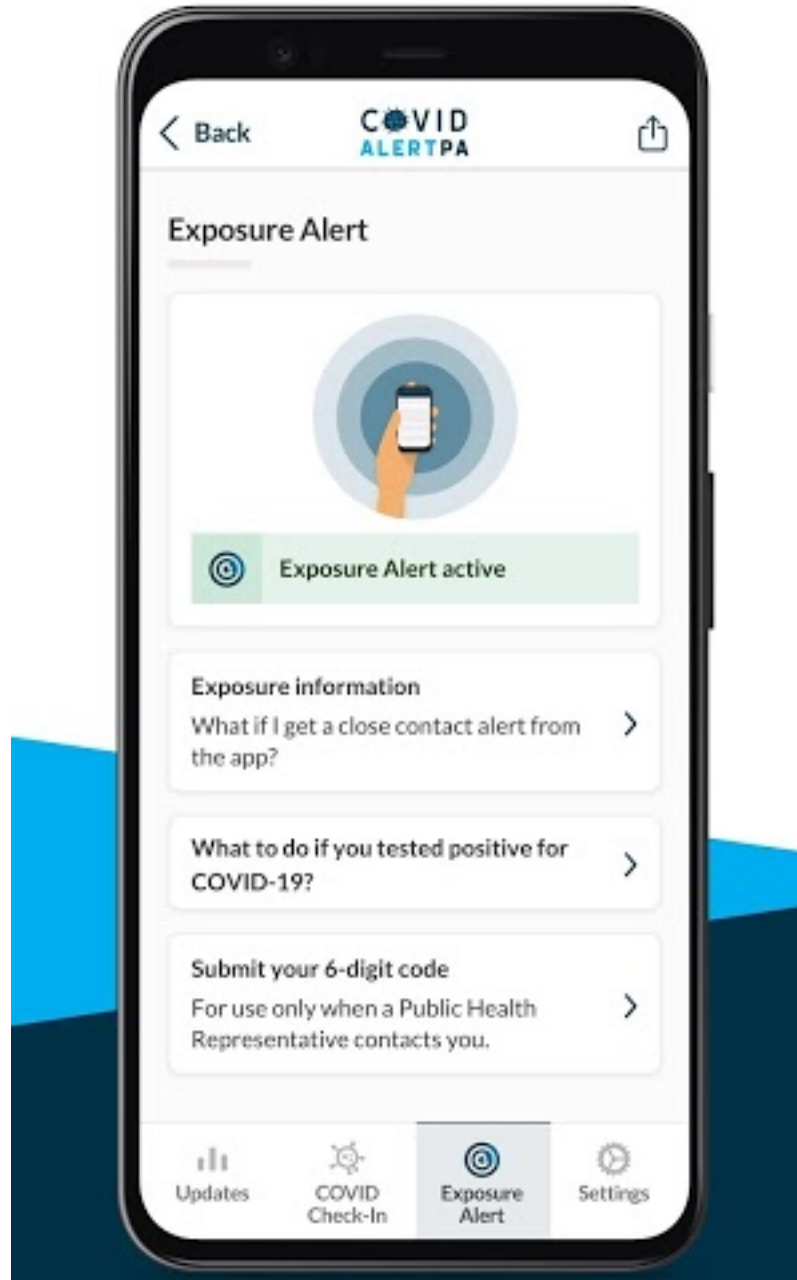
Easy to use

Protects your privacy



Exposure Alert

Helps break the transmission chain



COVID-19 Symptom Check-In

Check how you're feeling each day

COVID Check-In

Do you have any of the following? (1/2)

☐ Fever or feeling feverish (such as chills, sweating)

☒ Cough

☐ Mild or moderate difficulty breathing

☒ Fatigue

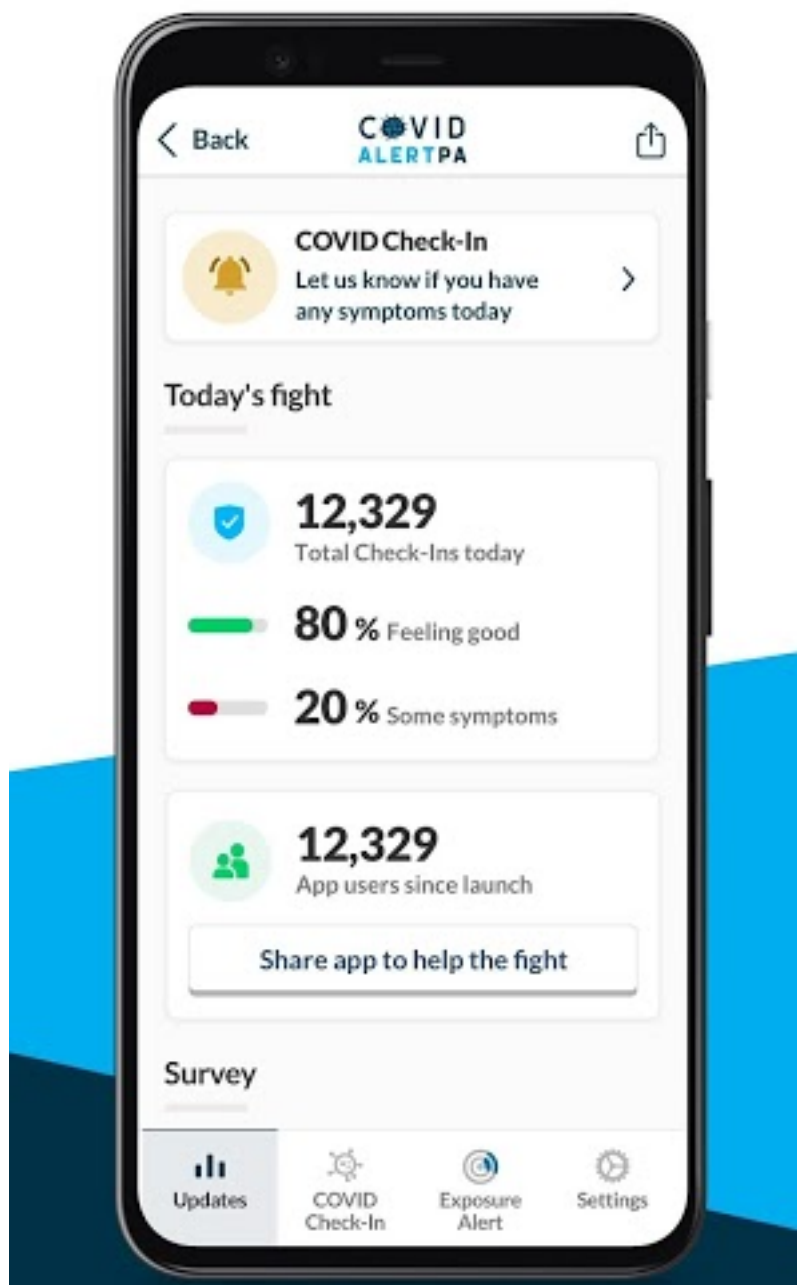
☐ Sore throat

☐ Congestion or runny nose

Continue

Latest updates

Get the latest Pennsylvania numbers



- Study ["A Product Designer's Guide to Competitive Analysis"](#) article and based on the given guidelines **draw the Competitor Analysis Matrix** while one of the columns is dedicated to your product. A typical competitor analysis matrix contains the following (yours should at least contain them as well):
 1. Features/solutions of the platform you are building.
 2. Confirmation that the competitors have/don't have the same feature/solution.
 3. Score — you can assign a certain number of points to each of the features based on their importance. For example, in the sample above, chat may carry 10 points and stories may carry 5 points. Add all the points together and divide by the number of features = competitor score in percentage. The visual design, overall

user experience, and performance of each of the platforms you analyzed may also be included.

Competitor Analysis Matrix drawn in attached Excel spreadsheet.

Identify any UX/HCI issues with a competitor's product and **create a comprehensive list of UX/HCI issues of your competitors here**. This list will help you learn from other people's mistakes. After identifying UX issues, look for any visual design shortcomings. For example, how well are the calls to action designed and what kind of color palette are they using? This will help you design a better visual experience for

your product.

Hint: To find common UX/HCI issues, more than the main article, search for them. For example, you can find articles such as [9 Usability Issues that Plague Today's Mobile Apps](#) or [19 common UX problems and how to fix them](#).

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- Too many taps
 - Disregarding landscape mode
 - Turning a blind eye on OS versions
 - No auto-filled customer data (only Canada COVID-19 has this feature)
 - Deep navigation (only COVID alert does not seem to have this issue)

Identify any UX issues with **your initial prototype you created** in the first assignment and create a list of UX/HCI issues of your prototype here

- Too many taps
 - Disregarding landscape mode
 - Turning a blind eye on OS versions
 - No auto-filled customer data
 - Deep navigation
-

P2) Your second prototype using Figma(25%)

- Study [Perfect Your UX Design Process – A Guide to Prototype Design](#) to learn about steps of creating a better prototype. Choose the best ideas of your first design and remove the issues you made in first design.

1. Provide screenshots of your final design which contains all the features of the app you are designing.

Screenshots provided on attached PDF.

2. Provide a public URL of your Figma design. The prototype should be workable (clicking on the menus, icons, etc should show the interface or move to the next screen)

<https://www.figma.com/file/1FPC4Za4zYbykC6suuh1Bm/My-COVID-19-App-Copy?node-id=0%3A1>

3. Create a video of interactions with audio narration, and upload to YouTube (Or upload on Slate/OneDrive if you have privacy concerns). Go through all the screens and talk about what app is capable of. You can watch [this video](#) to see how to record it or simply use [OBS](#). Provide the URL of video in the document.

Video uploaded to SLATE Dropbox and Google Drive

(<https://drive.google.com/file/d/1LiljXjRd5dBfm2cgdZenVbF5x3pH-Aa6/view?usp=sharing>).

P3) GitHub and new features (25%)

- Create a GitHub repository and upload your figma file there and write a short description with some screenshots, public URL of your figma design, and your video URL (if uploaded on YouTube) in README. Share the URL of GitHub in the document you submit for the assignment. Good GitHub repository and documentation and video preparations will receive **bonus marks**.

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- <https://github.com/marcohcanda/My-COVID-19-App.git>

Based on the process of Need Finding and Competitive Analysis, write top five **new** desirable functionalities (such as having the ability of helping people in need such as elderly people) in the COVID-19 app that you have not seen before in any other apps. Please add these to your README on GitHub.

1. **COVID-19 Case-Based Surveillance:** Enrolling and tracking suspected cases
 2. **Contact Registration:** Strengthening active COVID-19 case detection through contact tracing activities such as identification
 3. **Ports of Entry Screening:** Enrolling travellers who have visited COVID-19-high-risk locations for 14-day monitoring and followup
 4. **COVID-19 Surveillance Event:** A simplified list that captures minimum necessary data points for daily or weekly reporting
 5. **COVID-19 Aggregate Surveillance:** A reporting dataset that captures minimum necessary data points for daily or weekly reporting
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- ♦ **Optional** (but recommended): Share your GitHub URL in [this page](#). This helps everyone in this course look at your design and we collaborate together to discuss about the prototypes
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Submission

- ♦ This is an individual assignment
- ♦ The deadline is based on what you see on the course shell.
- ♦ You should submit a single PDF containing all three parts and a **fig file** of your prototype
- ♦ Late submission will receive 10% deductions per 24 hours up to 72 hours. After 72 hours, 0 will be assigned.

