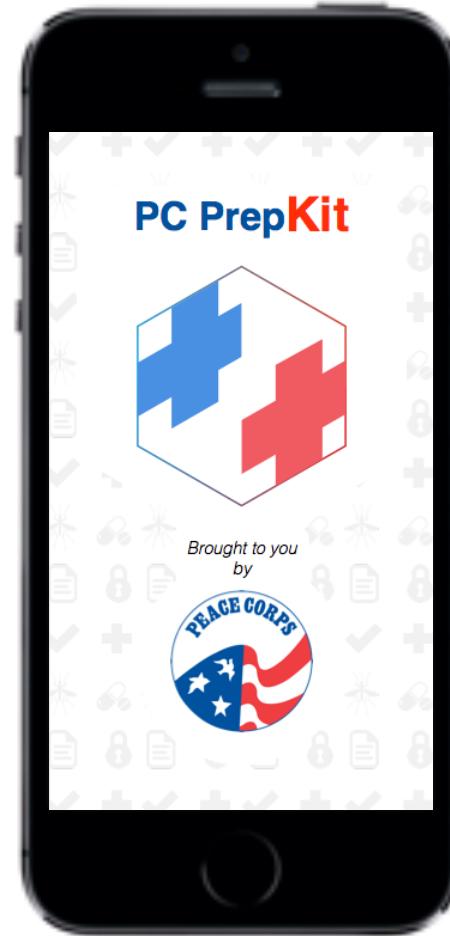




PC Prep Kit

Eliza, Chris, Alex

Game Thinking Strategies to Improve Trust and
Anti-Malarial Behaviors Among Peace Corps
Volunteers





Problem: Vs
in - re
trust

Understand severity of malaria risk
in or surrounding areas, esp. while
traveling



Malaria in the Peace Corps

Severe mosquito-borne illness

- Affects over 100 Peace Corps Volunteers (PCVs) each year in Africa alone
- 1 PCV death in 2013



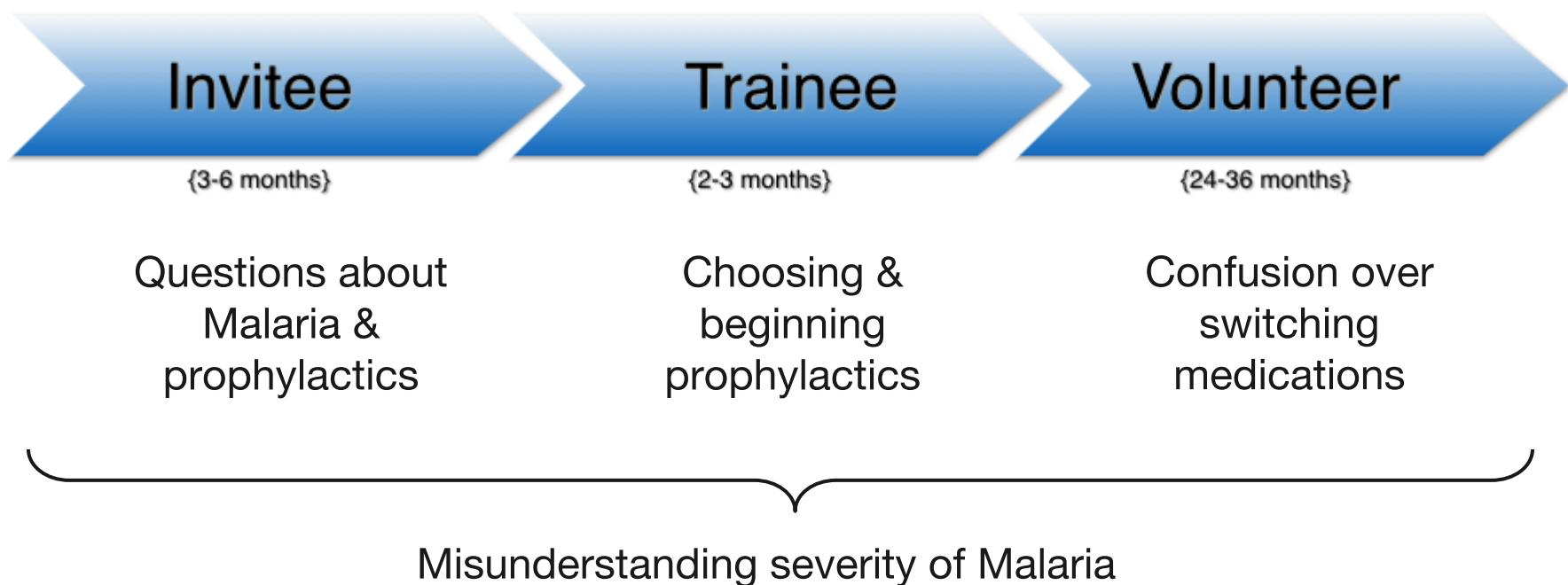
Task

Prototype a mobile application MVP that:

- Helps reduce the threat of malaria through prevention
- Leads to improved health of all PCVs



Volunteer Journey- Pain Points

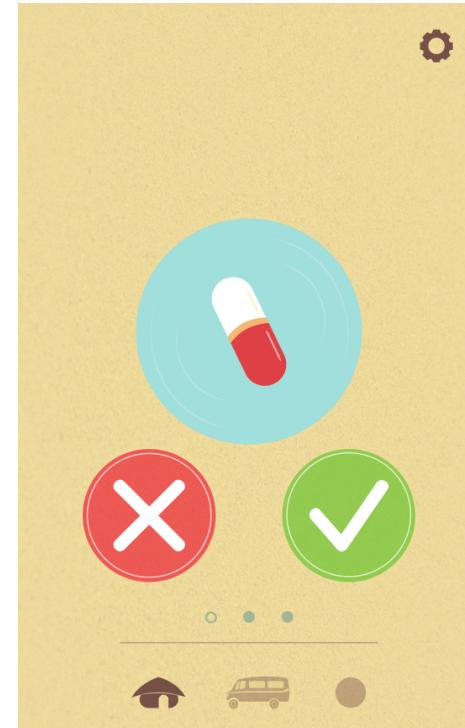


Volunteer Journey - Opportunities



Previous Iterations

- Problem misdiagnosed
- Require active inputs
- Timing considerations
- Visual Design “semantics”



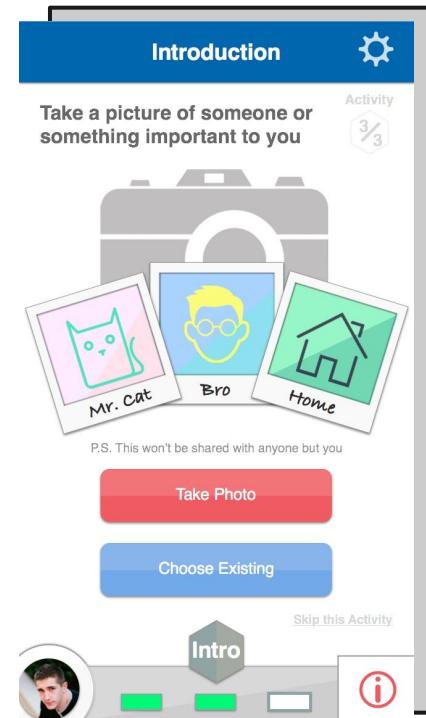
Different Approach

Primary Barriers: Trust & Severity

- Provide transparent, uniform information
- Encourage preventative strategies and emphasize the severity of malaria
- Timing and touch points
- Design for Volunteers by Volunteers

Behavior Change Research

- Nudges
- Timing
- Point of motivation
- Actionable steps



UX Design Process

Ideation

Distillation

Design

#Social FAQ

Geolocation

SMS Dashboard

Reminders

Hashtags



Symptom Tracker

V2V communication

PCV Social Media Feed Aggregator



Game Thinking

- Interactive
- Mastery/Ownership
- Tying duty to responsibility
- Review
- Fun/resource balance



Touchpoints

Invitee

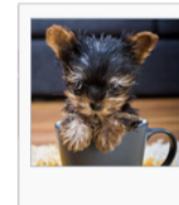
{3-6 months}

Trainee

{2-3 months}

Volunteer

{24-36 months}



Usability Testing



Game Mechanics and Components

- Progress Indicators
- Positive Reinforcement
- Info Kit
- Stage Selector
- Profile



Demo

Invitee

Trainee

Volunteer

Potential Additional Activities

Call your loved ones

Questions

Maps

Make a meme

Step Counter

Digital malaria self test

Set future notifications

Complete the infographic

Download studies, official
documents

Information Sharing with
Guardians

Write a note to future self

Social Sharing

Screenshot Drug Labels

Risk Identifier

Highlight key documents

Two truths and a lie

Follow Up One-Sheet

Invitee

Trainee

Volunteer

Prior to Departure

Upon Completion

Congratulations on Completing your PC Med Kit!

Here's a handy one-sheet with all you've done

Malaria

The sight of the tumblers restored Bob Sawyer to a degree of equanimity which he had not possessed since his interview with his family. His face brightened up, and he began to feel quite convivial.

The sight of the tumblers restored Bob Sawyer to a degree of equanimity which he had not possessed since his interview with his family. His face brightened up, and he began to feel quite convivial.

Prophylaxis

Not everyone gets his jabs, and some people get upset stomach, dizziness and rarely, neuroleptic-like effects. He [click here for more details](#)

She's agh, pretty and has expensive taste. She commands you come with her every day, and while you want to hate her and her wife,

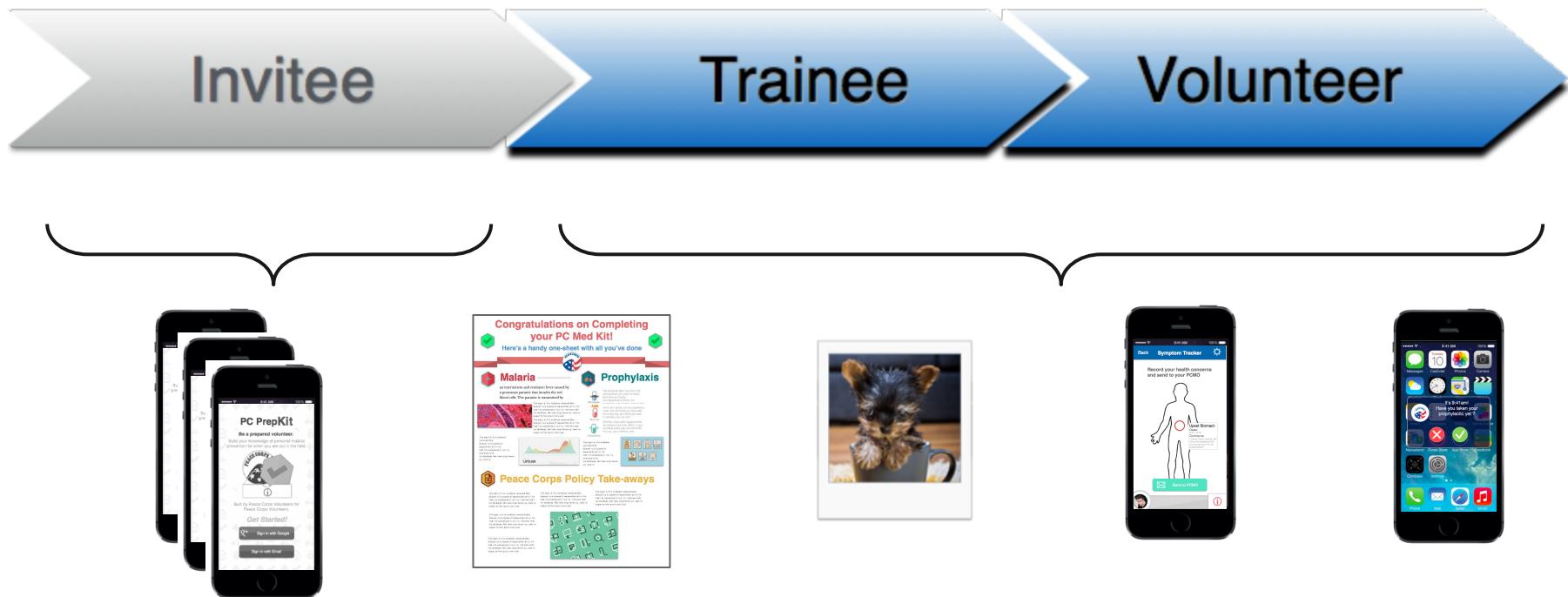
Momma Doss is the nagging mom who follows you around. She's in your business every day, she demands that you eat sunburnt and

Doxycycline

The sight of the tumblers restored Bob Sawyer to a degree of equanimity which he had not possessed since his interview with his family. His face brightened up, and he began to feel quite convivial.

1,878,358

In Country Engagement



Next Steps

- Test MVP & Content
- Integration
- Incentives
- Construct Roll-Out Plan

Thanks



@elizadoton

@cmlynars

@alexbritcliffe