



Life360

Tracking, monitoring and alerting all in one place

Sequence

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Overview

This prototype showcases how this app shows alert in the following scenarios using device's location and Bluetooth technology.

1. When someone user interacted with has been tested COVID-19 positive.
2. When a user is in proximity to an area where maximum cases of COVID-19 were reported.

For the purpose of this demo, some personas, the backend COVID-19 api - tells if a patient is positive or not and the daily visits of a user have been mocked.



Understanding the problems

01

COVID-19's tracking is difficult because we can't possibly remember all the people we came in contact with.

02

No way to track passive effect - where a user gets infected by someone close to them.

03

Data of all the affected individuals not being shared with the healthcare providers or the government officials.



Project objective



To track an individual's location, gather information of all those he meets or comes in contact with and share this information with health care providers in case of a positive COVID-19 case.



Target audience

According to Statista, the current number of smartphone users in the world today is 3.5 billion.

This app targets all these users who have access to a handheld device capable of sharing information using bluetooth and GPS.

Source: <https://www.bankmycell.com/blog/how-many-phones-are-in-the-world>





Persona 01

John Wayne

John lives in India is depicted as the user who is currently viewing this app in his web browser.





Persona 02

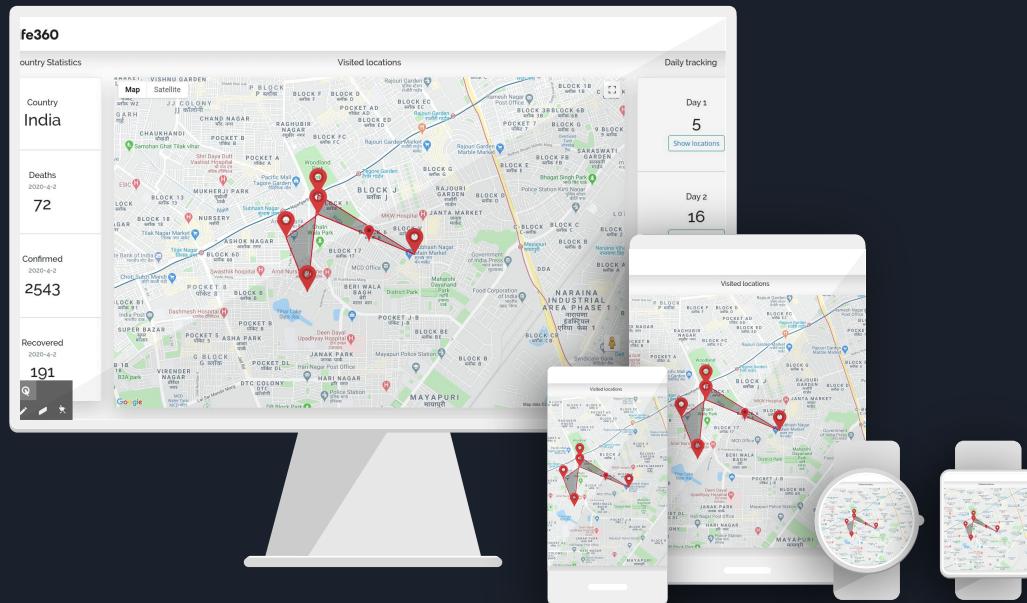
Maria Austin

Maria is a friend of John Wayne and they happened to see each other a few days ago.



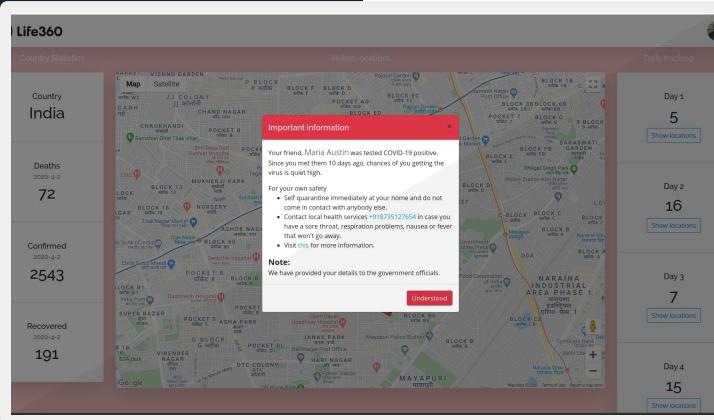
Introducing: Life360

An app to track your daily visits, COVID-19 statistics, monitoring and receiving alerts for the outbreak.



Use case

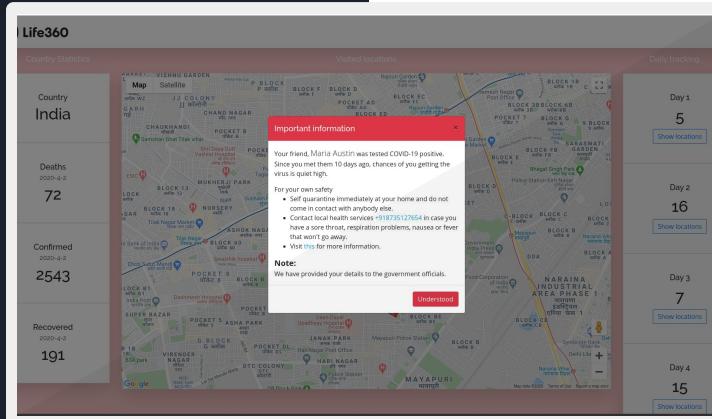
Receiving alerts when a friend is tested COVID-19 positive.



Maria Austin met John Wayne a few days ago but soon after the meet the government api updated her status to COVID-19 positive. Life360 monitors that api and soon updates all her friends about this through a web alert and sms. Information of all those people whom she met in the last 15 days is also shared with the government to contact those who might also be infected.

Extended use case 1

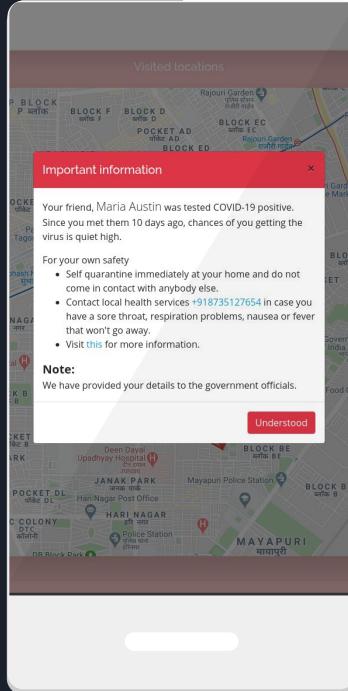
Receiving alerts
when a user is
near an area with
many COVID-19
cases.



Life360 can use Geofencing api to trigger an alert if the app user is entering an area with large number of COVID-19 cases.

Extended use case 2

Receiving alerts
when someone in
the bluetooth
range is tested
COVID-19 positive.



The app can use the pre authorized bluetooth and location permissions to track if someone near the app user is infected with Coronavirus and alerts the user.



Value addition for Ericsson

- 01 We are still considered a telecommunication company, this app can be our cue to enter the software service provider domain.
- 02 Another stream of cash flow for the company through in-app ads, purchases, add-ons etc.
- 03 A worldwide impact and would help us gain credibility.



Scalability - creating the ecosystem

- 01 This can be delivered as a service to masses via the Google App Store by creating a mobile app for it.
- 02 Google fit data can also be integrated to tell if the user is entering any COVID-19 prone area.
- 03 Live chat support for queries of the patients. We can also integrate online video platforms like Practo, lybrate to help patients connect to doctors from our app.
- 04 Daily safety tips, news and hashtags based news can also be delivered within this app.



Thank you!

In case of any questions, please write
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