

Usability Study: WA Notify Self Declaration



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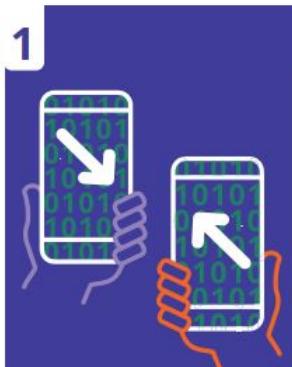
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01. Overview



WA Notify (Washington Exposure Notifications app)



When two people using WA Notify on their smartphones are near each other, their phones exchange random codes using Bluetooth. **The code is completely anonymous, with no location tracking or exchange of personal information.**



No news is good news. If someone tests positive for COVID-19, public health will contact them via call or text, and provide them with a **WA Notify verification link**.



The person who tests positive **clicks the link to confirm their result in WA Notify** – a voluntary, yet essential step in the process.



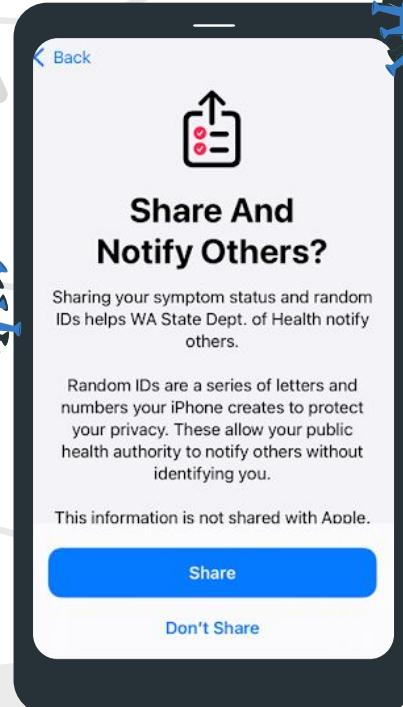
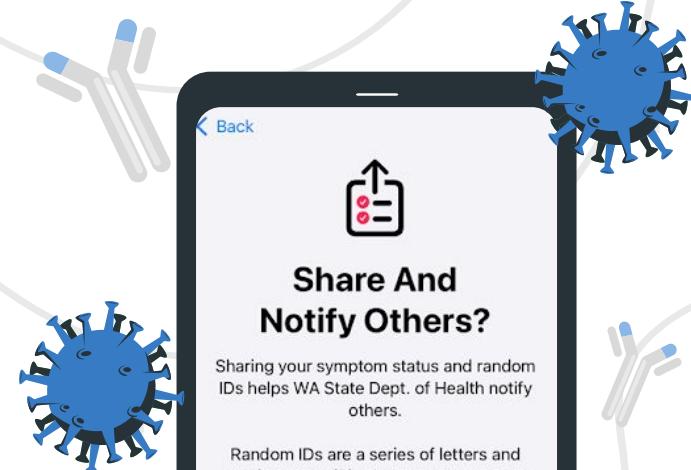
WA Notify users receive a notification that they may have been exposed to COVID-19 if they spent 15 minutes or more near an **anonymous WA Notify user who tested positive in the last 14 days**.



Notifications have a link to information about what to do next to protect yourself and others. They do not contain any information about who tested positive or where the exposure may have happened.

Self Declaration

WA Notify's self declaration feature enables users to self-report positive COVID-19 test results.



Research Question

What are the **barriers** preventing
people from **reporting positive**
COVID-19 test results in WA Notify?



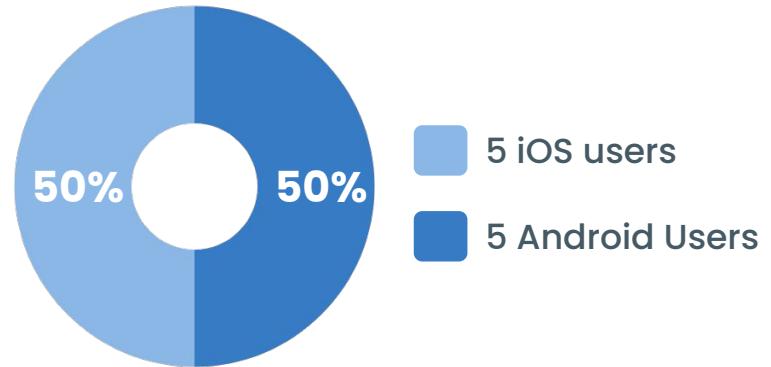
02. Methods & Procedures

Timeline and Work Flow



Ten Participants

iPhone or
Android users
that live in
Washington
state during the
COVID-19
pandemic.



Procedure



Recorded Zoom Interviews

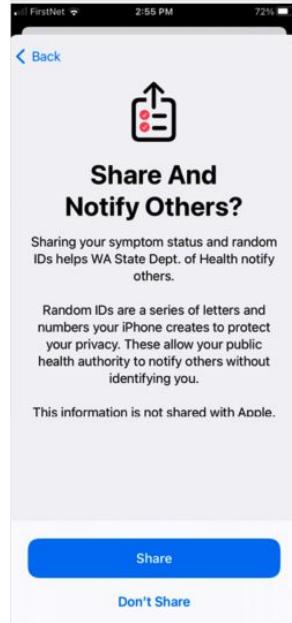
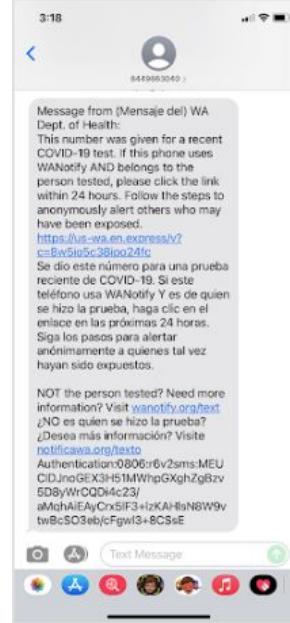
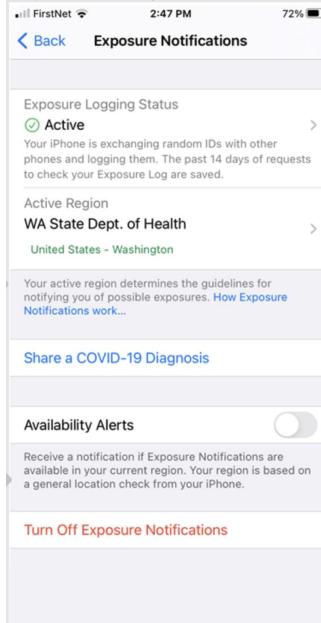
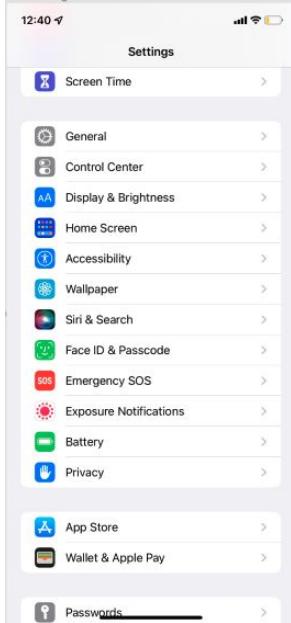
- Pre-test verbal questionnaire
- Two tasks with Figma prototype
- Post-test verbal questionnaire
- Post-interview documentation and analysis



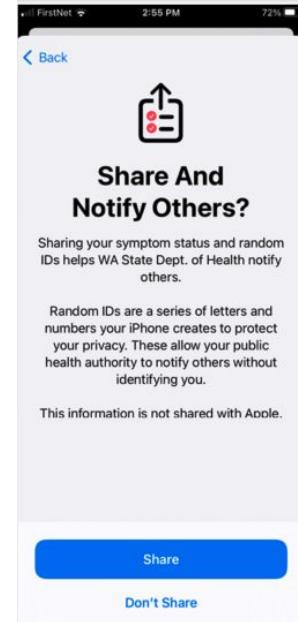
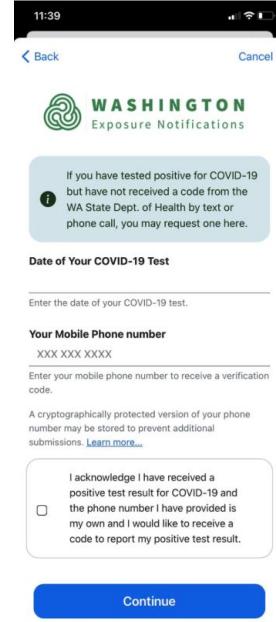
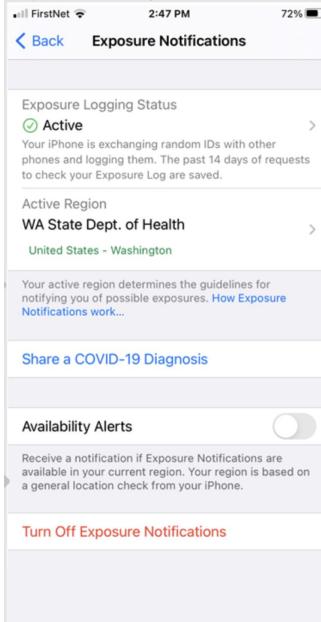
Analysis

- Data Collection
- Affinity Mapping
- Identifying and prioritizing findings

User Task #1: User initiates declaration



User Task #2: Prompted to self declare



03. Findings

Major Findings (Positive)

- The interface itself is straightforward and easy to follow
- (iOS only) Users feel comfortable using iOS's familiar embedded functions and UI
- WA Notify's association with DoH builds trust and confidence about sharing test status to the government
- Users are motivated by believing they're doing an altruistic thing



Positive Finding #1

The interface itself is straightforward and easy to follow

80%

Of iOS users

80%

Of Android users

found the interface **intuitive** and **easy to use**

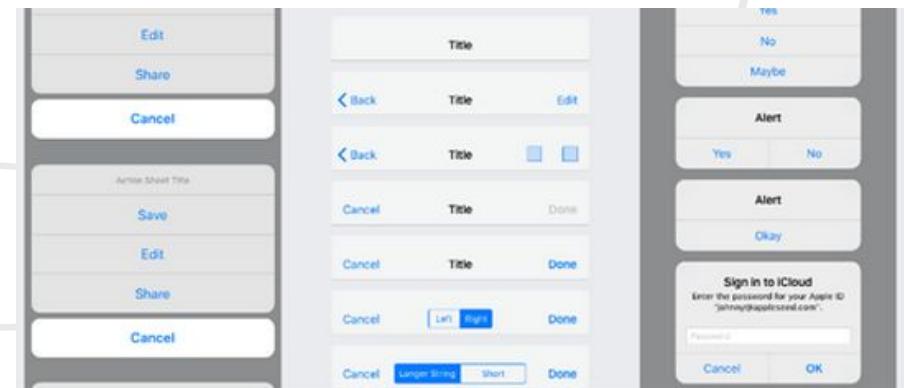


Positive Finding #2

(iOS only) Users feel comfortable using iOS's familiar embedded functions and UI

80%

Of iOS users



Positive Finding #3

WA Notify's association with DoH builds trust for the user



30%

Of all users

Positive Finding #4

**Users are motivated by believing
they're doing an altruistic thing**

30%

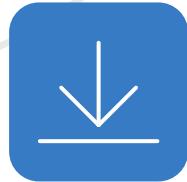
Of all users



Additional Positive Findings



Learning about
data policy built
confidence



(iOS only)
Appreciation for
not needing to
download app



Appreciation for
low barrier of
data entry

Major Findings (Negative)

- Wording and terminology lead to confusion about the functionality (verification code, random ID, etc)
- (iOS only): Users who know about Exposure Notifications don't know where the feature is located in their phone
- Users are confused and concerned about WA-Notify's privacy policy and use of data
- Non-users are doubtful about whether the app is worthwhile (effective and worth their time)
- Navigating away from WA Notify caused confusion (separate instructions for code request, context switching)



Negative Finding #1

Wording and terminology lead to confusion about the functionality (verification code, random ID, etc)

80%

Of iOS users

100%

Of Android users



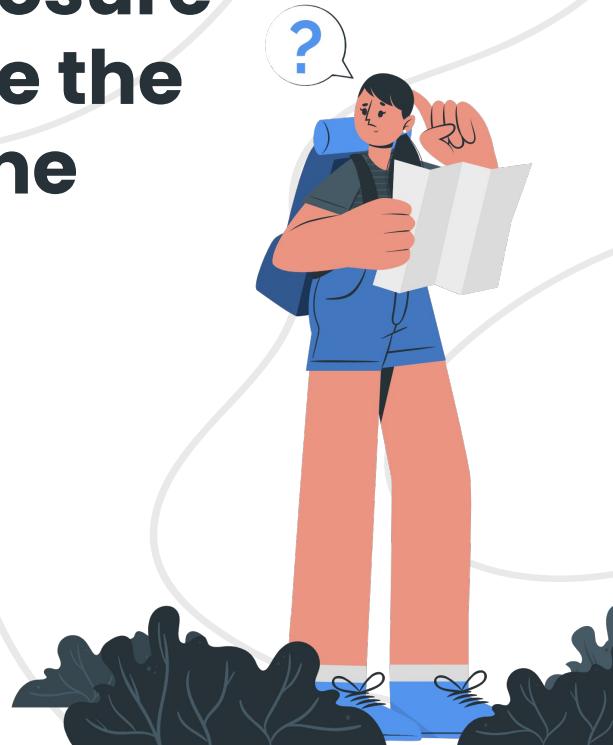
Negative Finding #2

(iOS only): Users aware of Exposure Notifications are unsure where the feature is located in their phone

100%

Of iOS users

Unsure where feature is **located**



Negative Finding #3

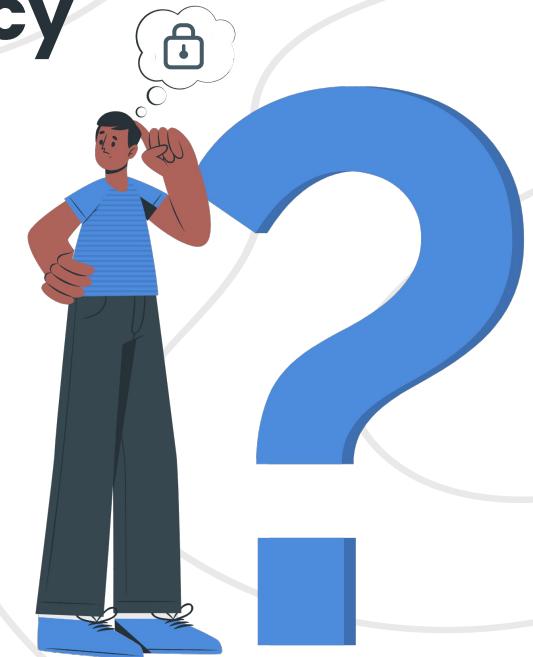
Users are confused and concerned about WA Notify's privacy policy

40%

Of iOS users

80%

Of Android users



Negative Finding #4

Non-users are doubtful about whether the app is worthwhile (effective and worth their time)

40%

Of iOS users

40%

Of Android users



Negative Finding #5

Navigating away from WA Notify caused confusion

40%

Of iOS users

20%

Of Android users

Additional Negative Findings



Users don't use WA Notify due to **privacy assumptions**



Text message looks like **spam**



Users wanted **fewer notifications**



Users fail to **associate** "WA Notify" with their "Exposure Notifications"



Users tend to **skip long description** – **information overload**



Users want to **avoid downloading a separate app**

Users want to **track their progress in the flow**

04. Suggestions & Reflection

Suggestions (1/2)



Clarify Terminology



Reduce Information Overload



Clarification on Personal Data Collection

Use visual assistant
(e.g. illustrations/
videos/ icons)

Clean up wording
& hyperlinking

Redesign the layout of
the privacy policy and
add it to the homepage

Suggestions (2/2)



Reduce confusion on
the feature location



Clarify association
with DoH



Communicate results
and impact

Clarify understanding
between WA Notify and
Exposure Notifications

Clean up and clarify
wording & share the
expected result

Use quick data visuals or
descriptions of statistics

Reflection



Enlarge Sample
Outside UW students



More Pilot Testing
Check test kits before
start user testing



Offline Usability Test
Provide full interactive
test experience

Thank You

WA Notify team

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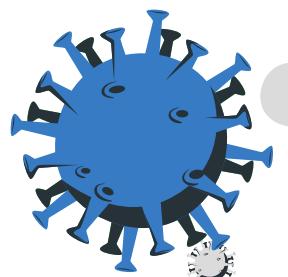
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Questions?

