

CoVID-19 Notifier (Co.No.)

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Date and Place: 17-05-2020; Odisha

Team



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Lockdown Scenario

CAPTURE A SCENARIO

1. How might Rakesh, a mid-aged truck driver travel from Bhubaneswar to Raipur by staying alert and taking necessary precautions and following the updated regulations issued by the government?
2. How might we know the status of our area (which keeps changing based on new cases and recoveries) and follow the necessary guidelines issued by the government?



Problem Identified

PROBLEM STATEMENT

All citizens will get verified Government Guidelines and real time location based updates on COVID-19 at their fingertips, meaning a hassle free experience.

WHY IS IT AN URGENT PROBLEM?

The biggest challenge in the present time is to get the latest verified information regarding the rules and regulations to be followed in each zone and to discover which zone does one reside in. This being the age of social media, there are numerous rumours regarding all this. Hence it becomes an up-hill task to filter out verified information from all the information one comes across. It is therefore imperative to find a hassle-free solution to this problem.



Target User Persona - 1

PROFILE

Job Title: Truck Driver

Gender: Male

Family Setting: Clustered

DEMOGRAPHICS

Income: 15000/month

Education: Didn't finish school

FEELINGS

Values & Goals: To make both ends meet

Worries: Financial situation, Family's Health,
Children's education

Influences: News and Radio channels, fellow truck
drivers

OBJECTIONS

Cost : Wants to pay for necessities only

Value : Values time, every minute of delay can
mean a loss to him.

Fear : Change in government policies, job
security

Target User Persona - 2

PROFILE

Job Title: Corporate Official

Gender: Male

Family Setting: Nuclear

DEMOGRAPHICS

Income: 100000/month

Education: Graduated College
University, MBA

FEELINGS

Values & Goals: To get a promotion and make life more comfortable

Worries: Family and personal health

Influences: News discussion, information from relatives and colleagues

OBJECTIONS

Cost : Paying huge taxes

Value: Values his work and salary. Doesn't want to miss office due to wrong information

Fear : Fears about getting infected and transmitting it to his family.

Target User Persona - 3

PROFILE

Job Title: Retired accountant

Gender: Male

Family Setting: Nuclear

DEMOGRAPHICS

Income: 25000/month

Education: Graduated College
University

FEELINGS

Values & Goals: To lead a healthy and active retired life, to pursue hobbies

Worries: Family and personal health

Influences: News discussion, information from relatives

OBJECTIONS

Cost : Cannot pay more than a certain amount for services

Value: Connecting with peers, Religious practices, pension

Fear : Digitalisation, running out of savings

Explorations

SOLUTIONS & IDEAS

The lack of updated infotainment systems in most vehicles leads to the non usage of mobile phones while driving. Hence most app based solutions prove to be futile, especially in the case of truck and bus drivers who may not be able to charge their phones over long periods of time. Keeping this in mind, we came up with an alternative solution which involved announcements of the latest rules and updates related to COVID at Toll Gates, so that mass communication would be possible without use of mobile phones. This solution conveyed the information at the right time too as mostly people come across toll gates while entering different cities/districts and they are unaware of the status of COVID in that city/district.



Explorations

SOLUTIONS & IDEAS

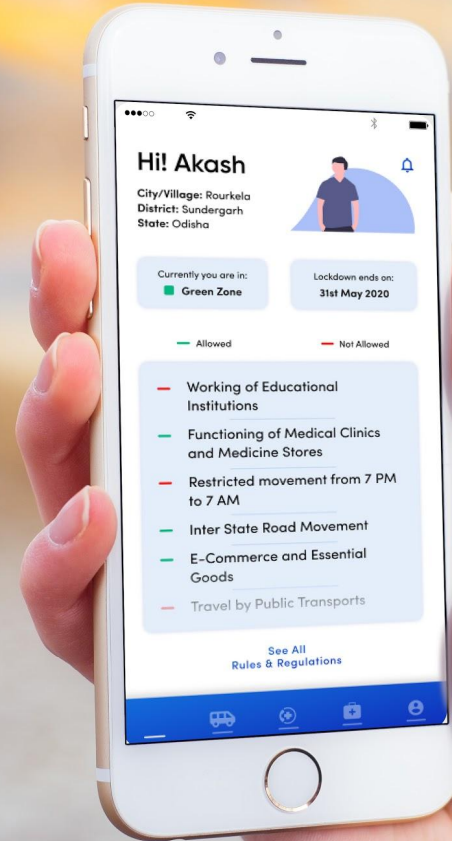
As long as the Corona virus remains in the open spaces there will be risk of infection. Hence, during the brainstorming session we also came up with an idea to build an Artificial Intelligence based robot which would work on the behalf of the government and sanitise all the public spaces at regular intervals. They would be tracked all the time and hence it would be ensured that these robots are present at regular distances all the time. Hence, the sanitisation of the public spaces would be uncompromised and this in turn would drastically reduce the spread of COVID-19.



Solution

We have come up with an app based and a non app based solution.

Be it a truck driver, a senior citizen or a corporate official, everyone wants the right information with the least effort possible, while staying away from rumours. The app based solution would provide people with updated and verified, location based updates and rules relating to COVID-19 at their fingertips, hence doing away with rumours. This solution can be of help when they are driving as well, as it would inform them when they are closing in on a red-zoned area. Now people won't have a hard time discovering the rules to be followed and the present zone-status of their city .



Solution

The stakeholders of the non-app based solution will mainly be people from weak economic backgrounds. These people are highly prone to rumours as their primary source of information is mere conversation with co-workers or friends.

Since they cannot stay connected via app, they'll have to rely on text messages to get all the updates. At first, they'll have to register themselves by calling a toll free number, following which they can set their preferred language in which they would like to receive notifications based on their present location.

In order to earn a living, many of them have to travel to different workplaces (ex:labourers). Since their phones might not be having GPS service, they'll have to manually dial a toll free number to get updates about the status of the new town/city they have arrived at. This way they would receive the latest verified information without having a data pack or a smartphone.

The process will be made very similar to their usual experience of discovering their current pack balance, as they'll have to enter a digit, say '1' to select their state and another digit to select the district and so on. This way, they won't have to step out of their comfort zone by learning something new, but they'll receive the same benefit as any other user.

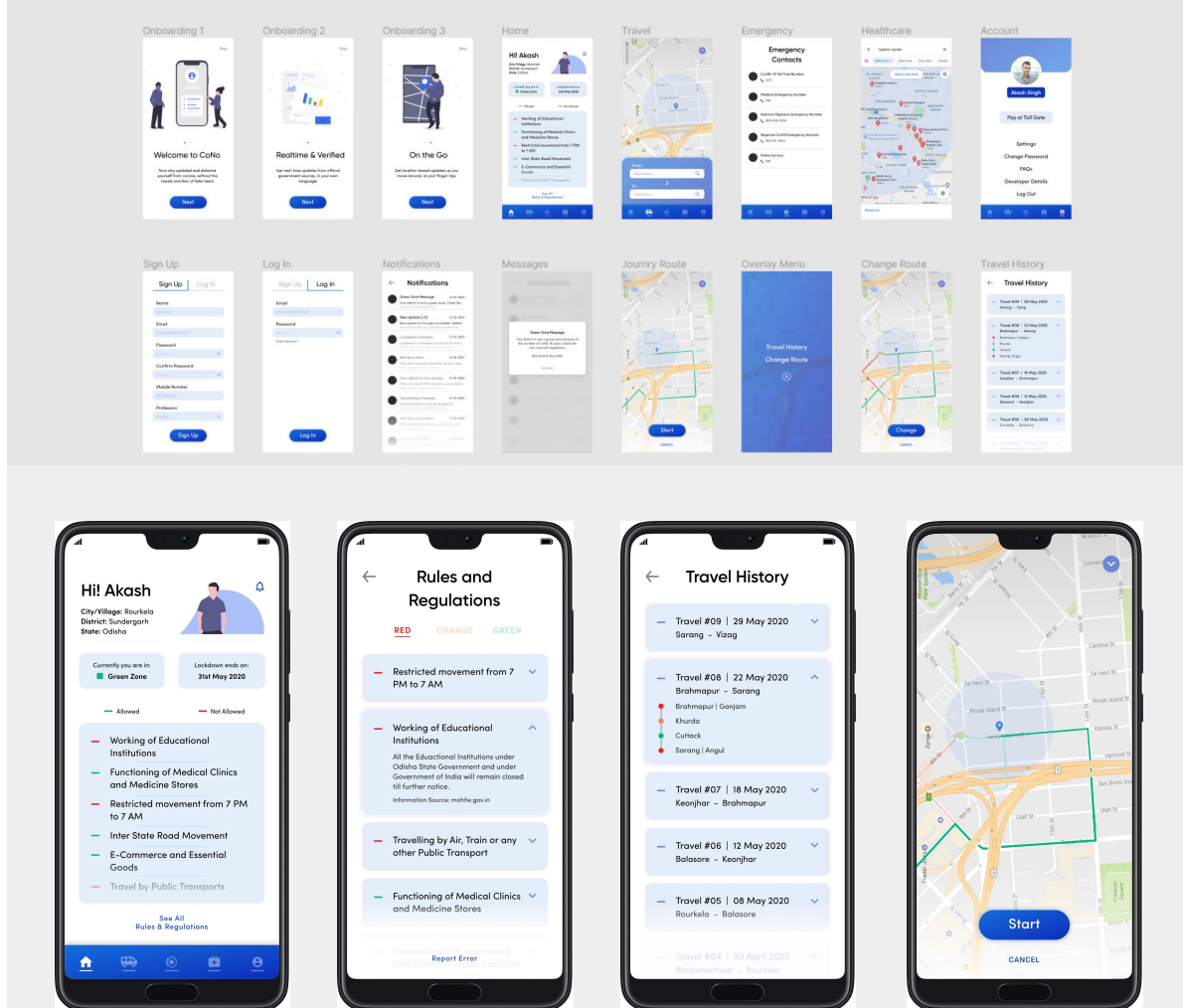


User Experience

The screens on the right form the backbone of Co.No. and showcase all the features it intends to provide. These include status updates- both in-app and via notifications, a journey planner and a healthcare service locator among others. The focus is on users' reliability for which the source of every verified information would be mentioned on the app. In addition to that, the location-based, realtime updates would reassure users of their safety and would help them be alert while travelling.

The non-app component of our project involves communication and updates through regular SMS services for those who neither have access to smartphones nor reliable internet access

[Prototype Video](#) | [Prototype](#).



Process

DESIGN PROCESS

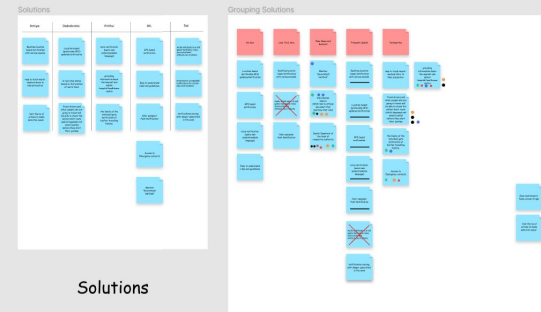
We first began with deciding problems we were interested in solving ,and then refined the problem statement with our mentor's help. This was followed by a user survey to gain insights about the present sources of information and people's reliability on them after which the user personas were finalized.

We then started working on the solution by prioritising our solution ideas through team-voting on Figma. After this, we worked on customer mapping and user journey followed by an Information Architecture.

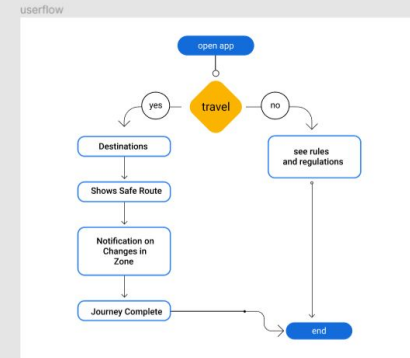
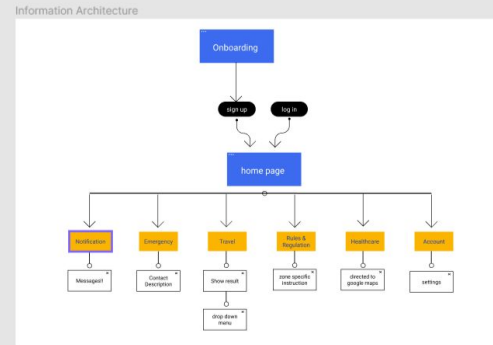
We then began sketching wireframes for certain important screens of our app. After this we worked on making high-fidelity mockups by keeping in mind consistency and Material Design compliance in our UI design process.



Pain Points



Solutions



Impact

IMPACT OF YOUR SOLUTION

Our solution would pave the way for hassle-free communication of guidelines, status updates and Covid-related updates from the government to all the citizens. This project will also prevent spread of fake news among the masses by giving citizens verified information from official sources at their fingertips.

Features like 'Safe Routes' will reduce the chances of getting affected by Covid while features like healthcare will help people locate and contact nearest healthcare facilities. With our non-app features, the user base can be extended to almost every citizen with a phone. (be it smartphone or a feature phone)

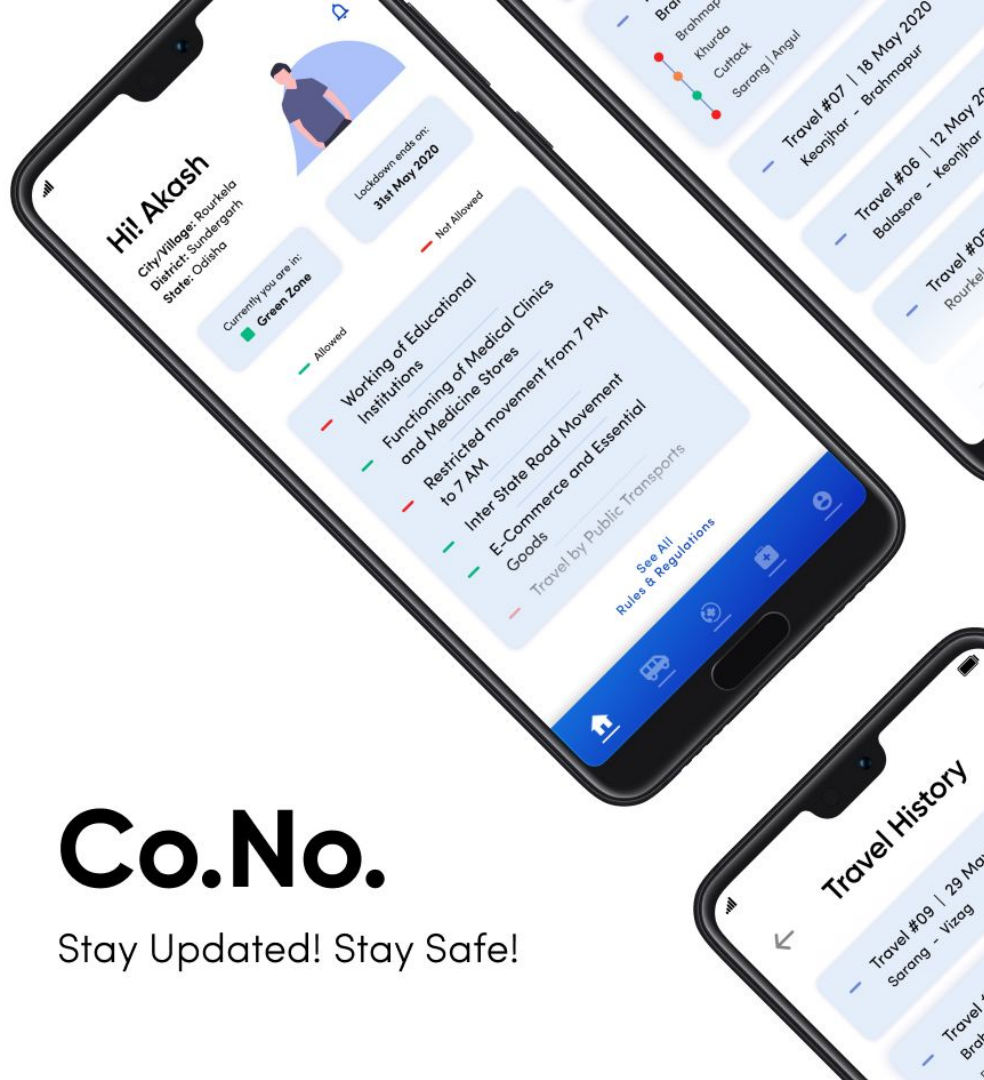


Execution & Viability

The key to the effective execution of the solution is the faith of the users. However for the trust to build up, we would use a legitimate Government Official's digital signature in the app. Besides, a link to the Government's health website would also be provided so that the users can verify the news being served to them at first if they want.

Once they are content, they'll enjoy the hassle free process of receiving relevant and updated news. Once they get the taste of our service, they will act as our source of advertisement as they'll recommend it to the ones they care for.

The closest competitor of our solution is the Aarogya Setu app, which doesn't serve people relevant and verified location based updates. Also we guide people during their journey and give them regular updates, something which isn't available by any other means at the present, and we are performing this task for non app users as well. Hence there is no doubting the viability of this solution.



Co.No.

Stay Updated! Stay Safe!

Thank you!

We would like to thank UMO for a wonderful design opportunity which gave us a chance to solve a major social problem in these tough times. We would also take this opportunity to thank Mr. Aravind Mohan, our mentor for his immense support and guidance that helped us at many stages. Our Covid-19 Notifier (Co.No.) project doesn't stop at this challenge itself. We would try our best to ensure that our project goes live and bring more and more people under the radar of safety that Co.No. intends to provide.