



*COVID*CONNECT

COVID-19 TRAVEL MANAGEMENT APP **CASE STUDY**

Helene Atkins, Taylor Bartman, & Jaime Price

MUXD 5203.01 Design Lab: The Industry Challenge



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Overview

- » Currently, there are only a few, exclusive apps where one can house all their COVID data in one place while traveling internationally.
- » Our proposal is a mobile app, named COVIDConnect, that will enable international travelers to keep track of all this information and reference other travelers' experiences at various international destinations.
- » Features planned for this app include an account setup process; ways to monitor requirements and rules changes before and during a trip; reminders to make sure all requirements, documentations, and test results are available; and social media integration.
- » This app is designed to function on iOS and Android, and initial designs focus on iOS.

Challenges

As students at MICA participating in Design Lab, we had 8 weeks to assemble COVIDConnect, from discovery to high-fidelity prototype. All work was conducted fully remotely. Also, we had to consider the many app adjacent to, but not in direct competition with, our concept.

ROLES & RESPONSIBILITIES



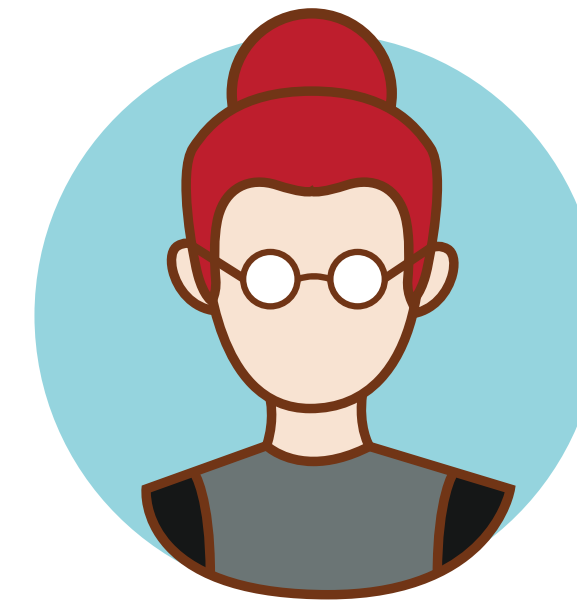
Helene Atkins

Prototyping Lead



Taylor Bartman

Research Lead



Jaime Price

Design Lead

Though we assigned roles here according to who took the lead in different sections, we all worked together on every stage of this project. Our usual process involved beginning in Miro or another shared document/collaboration tool. We'd brainstorm, organize our ideas, and then fine-tune them until they were strong enough to move forward.

After that, we'd divide the work among ourselves depending on what needed to be done for that portion of the project and our individual skillsets and preferences. Then we would split up, complete that work on our own, and meet back up later in the week to review, edit, or iterate our combined artifacts.

PROJECT PLAN

| Problem Statement: An American travelling internationally needs a travel app so that they can plan for COVID/health restrictions in other cities and countries. | Week 1 Mar 15–21 | | | | | | | Week 2 Mar 22–28 | | | | | | | Week 3 Mar 29–Apr 4 | | | | | | | Week 4 Apr 5–Apr 11 | | | | | | | Week 5 Apr 12–Apr 18 | | | | | | | Week 6 Apr 19–Apr 25 | | | | | | | Week 7 Apr 26–May 2 | | | | | | |
|--|---------------------|----|----|----|----|----|----|---------------------|----|----|----|----|----|----|------------------------|----|----|----|----|----|----|------------------------|----|----|----|----|----|----|-------------------------|----|----|----|----|----|----|-------------------------|----|----|----|----|----|----|------------------------|----|----|----|----|----|----|
| | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo |
| DISCOVERY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create project plan | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Define problem statement | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Collect user research, product research, & early design considerations | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create interview guide | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RESEARCH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Screen, recruit, and schedule interview participants | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Conduct moderated interviews | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create personas & journey mapping | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create presentation deck | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DESIGN, PT. 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create user scenarios & storyboards | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create wire flows | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create design flow: wireframes with opportunities, micro-interactions, annotations | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DESIGN, PT. 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Explore & prioritize features | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Implement design best practices | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Create higher-fidelity wireframes (fidelity TBD) | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PROTOTYPE & INTERFACE DESIGN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Collect & integrate design feedback | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Generate clickable prototype | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRESENTING FINDINGS & DESIGN RECOMMENDATIONS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Screen, recruit, and schedule usability test participants | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Conduct usability tests | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Document usability test results & possible solutions | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FINAL PRESENTATION REVIEW & FEEDBACK | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Revise prototype based on usability test findings | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Complete presentation deck | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Complete case study | | | | | | | | | | | | | | | | | | | | | | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Research

We utilized UX tools, such as user interviews and competitive analysis, so that we could understand who we were building for.

PROBLEM STATEMENT

An American traveling internationally needs a travel app so that they can plan for COVID/health restrictions in other cities and countries.



COMPETITIVE ANALYSIS | MATRIX

| App | IATA Travel Pass | VeriFLY | Triplt |
|------------------|---|---|---|
| Unique Feature | Works directly with governments to verify vaccines and testing locations | Encrypts user information and offers strict privacy controls | Forward itinerary emails to app to instantly add to master itinerary |
| Pros | Collaborates with more than 40 countries and several airlines | Connects flights and travel authorization documentation directly to app | Timestamped data on COVID-19 for most destinations with links |
| Cons | Does not support U.S. travelers at this time and displaying out-of-date information | Short onboard and minimal UI doesn't explain app functions well | U.S.-focused travel planning leaves some countries short on information |
| App Store Rating | 1.9 / 5 Stars | 4.6 / 5 Stars | 4.8 / 5 Stars |

Conclusion: Several apps attempt to provide information on COVID-19, health, and travel in a formal context or from the angle of full service, but it's difficult to verify if your individual destinations are open and safe.

(Information current as of April 2022)

Objectives

- » Discover the scenarios that our interviewees went through while traveling during the COVID-19 pandemic.
- » Find out what difficulties these scenarios caused them to face.
- » Ask how they overcame those difficulties and what would have helped if traveling again.

Participants

We sent out a screener and selected five participants—all U.S. citizens who have traveled internationally during the COVID-19 pandemic (after March 2020)—for 25–45 minutes each.

Participant 1

- » Accountant in her mid-30s
- » Born in Columbia
- » Vacations once a year

Participant 2

- » IT Professional in her late-40s to early-50s
- » Born in China
- » Marathon runner

Participant 3

- » Disabled veteran in his early-50s
- » Born in the U.S.

Participant 4

- » Banking VP in her late-40s
- » Vacations twice a year
- » Enjoys mobile phone games

Participant 5

- » Working mother in her early-30s
- » Born in the U.S.

Recent Travel Experience

- » Do you travel regularly? Where do you go? Who do you usually travel with?
- » You mentioned that you most recently traveled to [city / country]. How did you plan for that trip?
- » What kind of COVID research did you do before traveling?
- » Did you have to provide documentation about vaccination?
- » Did you have to take any COVID tests?
- » Did you have to quarantine at any point before, during, or after your trip?

Pains & Gains

- » What was the most difficult part of traveling internationally during COVID?
- » What apps or websites did you use to plan and manage your trip?
- » What general concerns would you have about traveling again?
- » What do you wish you would have known before traveling?
- » What tools or apps do you usually use for schedules or reminders during trips?
- » What kind of COVID-related notifications would you find helpful before or during travel?

“**COVID-19 IS HERE TO STAY.**
WE STILL NEED TO SURVIVE
AND MOVE ON.”

— Participant 1



High-Level Findings

- » Frequent travelers are already familiar with COVID's impact on travel but can't find a consistent way to save documentation, research places to go, and get updates.
- » Infrequent travelers get blindsided by unexpected changes and feel overwhelmed by the possibility of something changing.

Takeaways

- » It's hard to tell who wants what information and when.
- » Guidelines may change at a moment's notice.
- » They are unsure of when, where, or how often to get tested.
- » They want to know what sites and apps have trustworthy information about COVID-19.
- » There's uncertainty and frustration regarding masking and changing regulations.

International travelers understand why there are restrictions, but they still struggle with them.

All participants expressed concern that there was no universal database for vaccines in the US.

The apps described by our participants for storing COVID-19 info are country-, airline-, or travel industry-specific.



Yemmy Abatunde | 28 years old
Nationality: British & American

Persona 1

Frequent Traveler

BACKGROUND

Yemmy is a single, frequent traveler. He travels from his home in the United States to see his family in the United Kingdom. He has been traveling to see them on a yearly basis ever since he came to the United States at the age of 16. Pre-COVID, traveling was very easy. Currently he feels like he's in another universe having to be masked for long durations.

GOALS AND NEEDS

Needs to book tickets for one adult.
Needs to research what is required prior to traveling.
Needs to get COVID tests conducted prior to traveling.

MOTIVATIONS

Wants to see all his vaccination proof, and COVID test results all in one place.
Wants to receive notifications if restrictions or requirements change at any point during or after his trip.

PAIN POINTS

Getting through customs from the USA to the UK and back was difficult due to COVID restrictions.
Not knowing if guidelines will change at a moments notice.
Didn't know where to get tested in the UK to fly back to the USA.

“Literally, they locked down the airport as we were flying out. We were just in the airport and they were locking down right after.”



Jessica Vargas | 32 years old
Nationality: American

Persona 2

Infrequent Traveler

BACKGROUND

Jessica is an infrequent traveler. She is traveling with her husband and their young child to meet his family. They are traveling to Costa Rica. She has never traveled out of the country before, and is an extreme novice who is terrified of messing something up when attempting to travel internationally.

GOALS AND NEEDS

Needs to book tickets for two adults and a child.
Needs to research what is required prior to traveling.
Needs to get COVID tests conducted prior to traveling.

PAIN POINTS

Confusion on how to get their daughter through customs given the COVID situation.
Not knowing if guidelines will change at a moments notice.
Didn't know where to get tested in Costa Rica to fly back to the USA.

MOTIVATIONS

Wants to see all his vaccination proof, and COVID test results all in one place.
Wants up to the minute data on what requirements have to be met and what the COVID guidelines are.

“I had to look up was whether or not we needed to have a COVID test before we went, and then when we needed to come back.”

CUSTOMER JOURNEY MAP | YEMMY



Future Customer Journey | Yemmy Abatunde, the Frequent Traveler

This August, Yemmy plans flying from the U.S. to the U.K. to visit his family. A few weeks before flying, a new COVID variant began to circulate. He's dealt with this situation before, but this time, he wants to be prepared.

| Phase | Discovery | Onboarding | Journey | Sharing |
|----------------------|---|--|---|---|
| Doing | <p>Awareness</p> <ol style="list-style-type: none"> Learns about app from friends <p>Doing Research</p> <ol style="list-style-type: none"> Downloads app Compares to favorite travel apps Searches for country, city, and specific places to go | <p>Registration</p> <ol style="list-style-type: none"> Creates login Fills in profile Adds vaccine info & documentation <p>Planning</p> <ol style="list-style-type: none"> Saves flights Researches and saves key places to go <p>Scheduling</p> <ol style="list-style-type: none"> Previews his journey via the calendar view Adds extra places to go during free time on schedule Shares schedule with family | <p>Leaving the United States</p> <ol style="list-style-type: none"> Gets test 24 hours before flight <p>Arriving in the United Kingdom</p> <ol style="list-style-type: none"> Came prepared for 24h arrival quarantine Finds testing sites Saves test results links/codes <p>Staying in the U.K.</p> <ol style="list-style-type: none"> Receives places to go update notifications Checks map for high risk & quarantine areas <p>Back in the U.S.</p> <ol style="list-style-type: none"> Shows customs the saved COVID test | <p>Sharing Experience</p> <ol style="list-style-type: none"> Tells his friends about it when they meet up Updates a thread on Twitter to mention how much the app helped Posts a review on the app store <p>In-App Rating</p> <ol style="list-style-type: none"> Gives tips on best places to visit in U.K. right now |
| Thinking | <ul style="list-style-type: none"> How can I be better prepared this time? Is it worth downloading another app? What can I see without signing up? | <ul style="list-style-type: none"> What will saving my trip and plans do for me? Can I share my COVID tests/vaccine info quickly? What if something changes at the last minute? | <ul style="list-style-type: none"> How much time do I really have to get a test? What's involved in the quarantine? Can I stay on top of all of these changes? Do I have everything I need to get home fast? | <ul style="list-style-type: none"> How do I suggest this experience to others? |
| Feeling | <ul style="list-style-type: none"> Upset that he has to deal with all of these COVID restrictions again, especially after the problems with the last trip Curious about what the app can do for him | <ul style="list-style-type: none"> Tired of filling out forms Optimistic about destinations with lots of informative, positive comments Determined to minimize COVID's impact and maximize family time | <ul style="list-style-type: none"> Stressed gathering everything he needs to go Glad that he planned around the quarantine Confident in his plans Alert while going through customs | <ul style="list-style-type: none"> Pleased with how prepared he was this time |
| Opportunities | <ul style="list-style-type: none"> Preview flights and destinations Introduce trip plan feature through UI elements | <ul style="list-style-type: none"> Suggest popular destinations in area Add notes to schedule View-only schedule for sharing | <ul style="list-style-type: none"> Generate QR codes as well as display links for tests | <ul style="list-style-type: none"> Get special deals on flights and hotels for referrals |

CUSTOMER JOURNEY MAP | JESSICA



Future Customer Journey | Jessica Vargas, the Infrequent Traveler

Jessica and her husband are going on vacation in Costa Rica with their 7-year-old daughter. A new COVID variant began to circulate about 2 weeks before their trip. Jessica gets info from her airline about it but doesn't know where to begin.

| Phase | Discovery | Onboarding | Journey | Sharing |
|----------------------|---|---|---|--|
| Doing | <p>Awareness</p> <ol style="list-style-type: none"> 1. Finds app on Google <p>Doing Research</p> <ol style="list-style-type: none"> 1. Downloads app 2. Taps through each section randomly | <p>Registration</p> <ol style="list-style-type: none"> 1. Creates login 2. Fills in profile 3. Adds vaccine info & documentation <p>Planning</p> <ol style="list-style-type: none"> 1. Saves flights 2. Picks a few highly rated places to go <p>Scheduling</p> <ol style="list-style-type: none"> 1. Previews her journey via the checklist format 2. Looks for testing sites 3. Shares the schedule with her husband | <p>Leaving the United States</p> <ol style="list-style-type: none"> 1. Gets family tested 48 hours before the flight <p>Arriving in Costa Rica</p> <ol style="list-style-type: none"> 1. Shares test results for self and daughter at checkpoints 2. Sees new notification about masking/testing for hotel 3. Picks up extra masks before leaving airport <p>Staying in Costa Rica</p> <ol style="list-style-type: none"> 1. Receives update notification about a tour closing 2. Finds safe/open places for everyone to eat on the go <p>Back in the U.S.</p> <ol style="list-style-type: none"> 1. Shows customs the saved COVID tests | <p>Sharing Experience</p> <ol style="list-style-type: none"> 1. Shares her family's positive experience with the app on Facebook 2. Tells her friends about the app at the next get-together 3. Helps her mom get set up with it for her mom's next trip <p>In-App Rating</p> <ol style="list-style-type: none"> 1. Adds a review of her overall experience in Costa Rica, describing what cities were easiest to move through with the current restrictions |
| Thinking | <ul style="list-style-type: none"> What do I do in this situation? What does this app do and why do I need it? | <ul style="list-style-type: none"> Can I save all of this stuff somewhere? What's fun for the whole family? Can my husband help me plan, too? | <ul style="list-style-type: none"> Am I missing anything? Masks? Snacks? Medicine? Will we be ready for any other changes? What else can we do with a young child with us? | <ul style="list-style-type: none"> Can I help my friends with kids plan ahead better than I was able to? |
| Feeling | <ul style="list-style-type: none"> Worried this will ruin the experience Overwhelmed by lists of COVID requirements | <ul style="list-style-type: none"> Comfortable with signing up on a new app Nervous because the trip is so soon Calming down after seeing it all laid out | <ul style="list-style-type: none"> Rushed trying to pack for herself and her daughter Panicked about last-minute changes Happy that things are working out as expected now Ready to go home and relax | <ul style="list-style-type: none"> Happy to have had the experience |
| Opportunities | <ul style="list-style-type: none"> Suggest destinations based on COVID and restriction level | <ul style="list-style-type: none"> Add or invite other people to trip plan Add "places to go" in schedule based on location, open/close times | <ul style="list-style-type: none"> Extra reminders on checklist for non-COVID tasks GPS/location based pings for COVID levels | <ul style="list-style-type: none"> Add personal trip photos to social media posts |

User Story 1 – Jessica

As an international traveler, I want to store all of my COVID tests and vaccinations in one place, so I can access and share them on the go.

Story 1 Features

Health wallet; COVID-19 vaccine tracker; COVID-19 test uploading

User Story 2 – Yemmy

As an international traveler, I want to see COVID hotspots and reviews on a map, so I can make informed decisions and adjust accordingly.

Story 2 Features

Map; COVID-19 hotspot tracking; comments/reviews

User Story 3 – Jessica

As an international traveler, I want to store all of my COVID tests and vaccinations in one place, so I can access and share them on the go.

Story 3 Features

Notifications; travel plan; calendar

STORYBOARD | USER STORY 1

Persona: Jessica Vargas

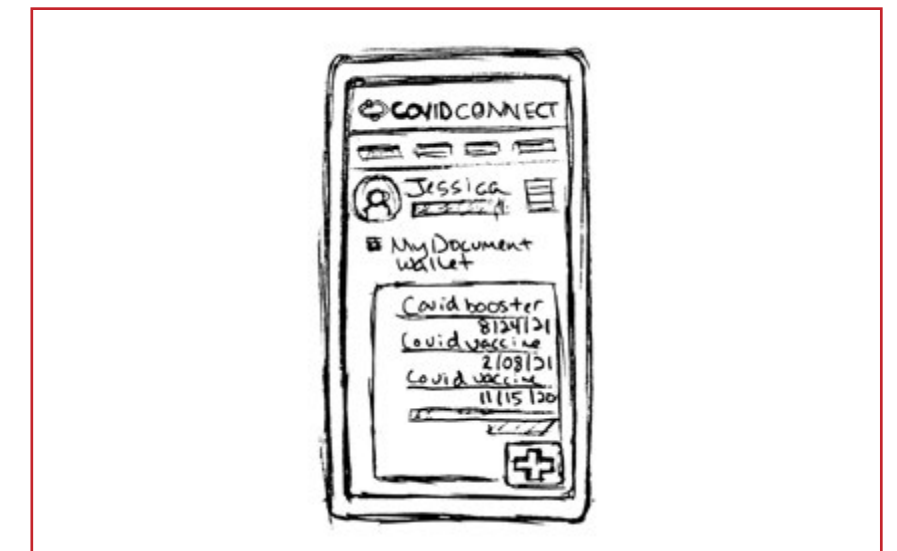
As an international traveler, I want to store all of my COVID tests and vaccinations in one place, so I can access and share them on the go.



1. Jessica sees a notification for a new email on her laptop while she's packing. The doctor finally sent her COVID-19 test results, and it's negative!



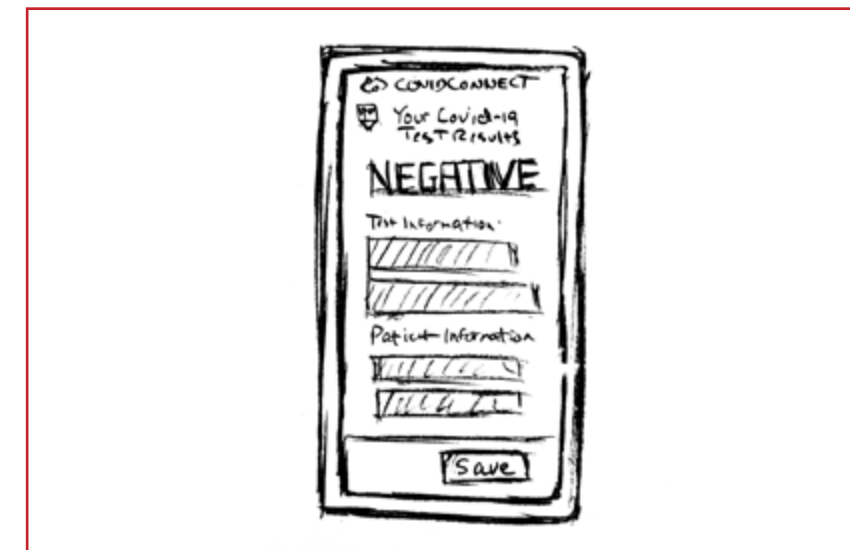
2. She goes from happy to concerned: how will she keep track of these results on the go? She opens the COVIDConnect app to see what she can do.



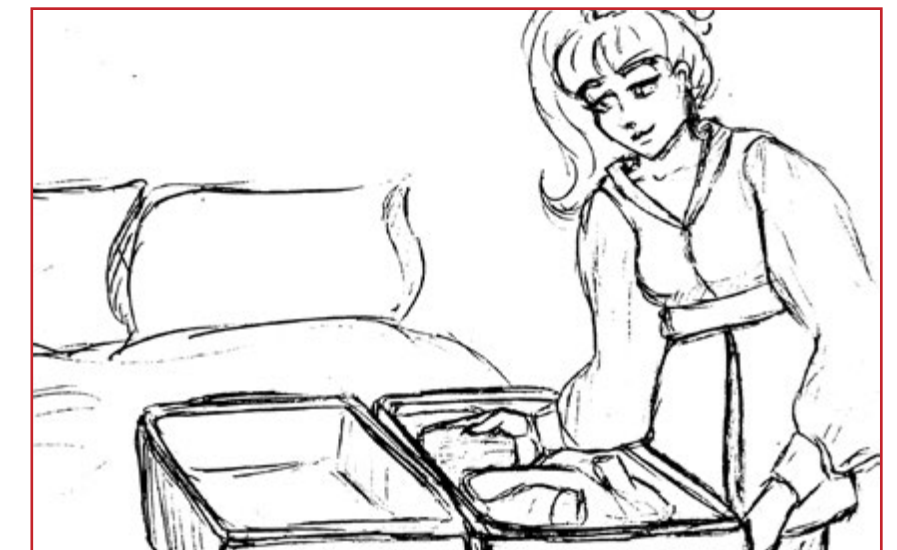
3. She looks at her health wallet, where she's already registered her COVID-19 vaccine record. She notices a section for tests and taps the "add" button.



4. She selects and uploads the PDF she downloaded from the test result website in COVIDConnect. The app confirms the upload was successful!



5. Relieved, she verifies the auto-populated form to make sure the date and negative result registered correctly, then saves the test results.



6. After seeing the test results saved to her health wallet, Jessica continues to pack for her trip.

STORYBOARD | USER STORY 2

Persona: Yemmy Abatunde

As an international traveler, I want to see COVID hotspots and reviews on a map, so I can make informed decisions and adjust accordingly.



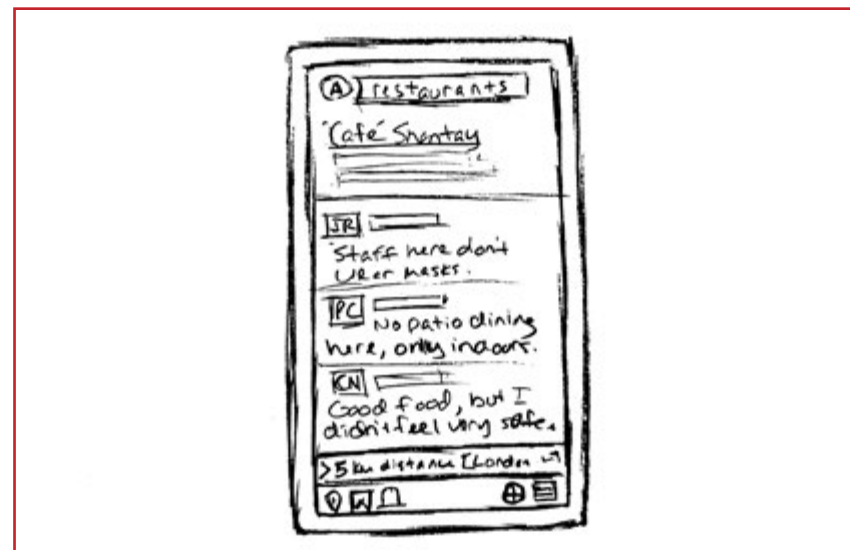
1. Yemmy starts heading to the train station with a plan to visit the City of Caves in Nottingham. He opens COVIDConnect and takes a look at the map.



2. When he views Nottingham, he notices it's highlighted red and has a warning at the top. Apparently, there's been a surge in COVID-19 cases this week, making it high risk... and he doesn't want to take a chance of getting sick.



3. He decides to change his plans and stick to London for the day. He looks for restaurants near him so he can grab a nice breakfast.



4. Since he's avoiding crowds, he starts looking for restaurants with outdoor seating. The first restaurant has two reviews indicating they don't enforce masks and only have indoor dining... That's a no go.



5. He checks another nearby place, and the top review notes that there's a beautiful outdoor patio and the waitstaff wear masks all the time. Perfect!

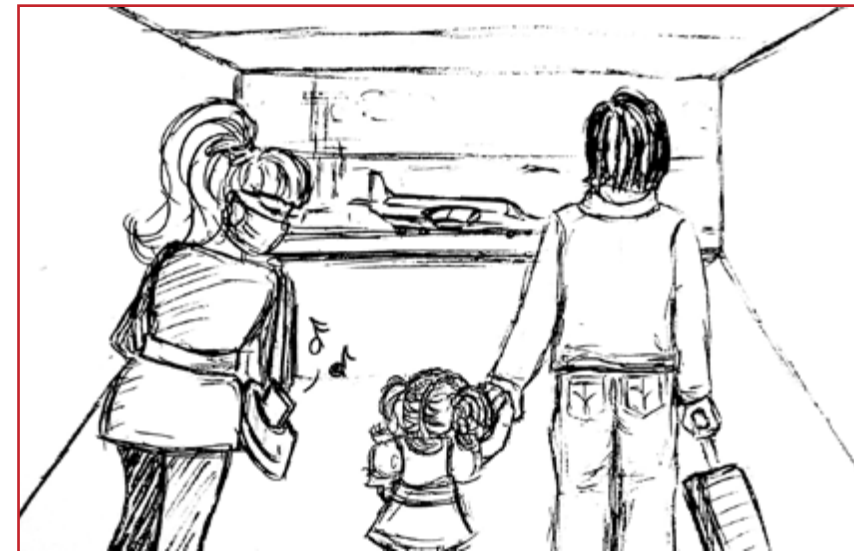


6. Yemmy happily sits at a table outside and places his order.

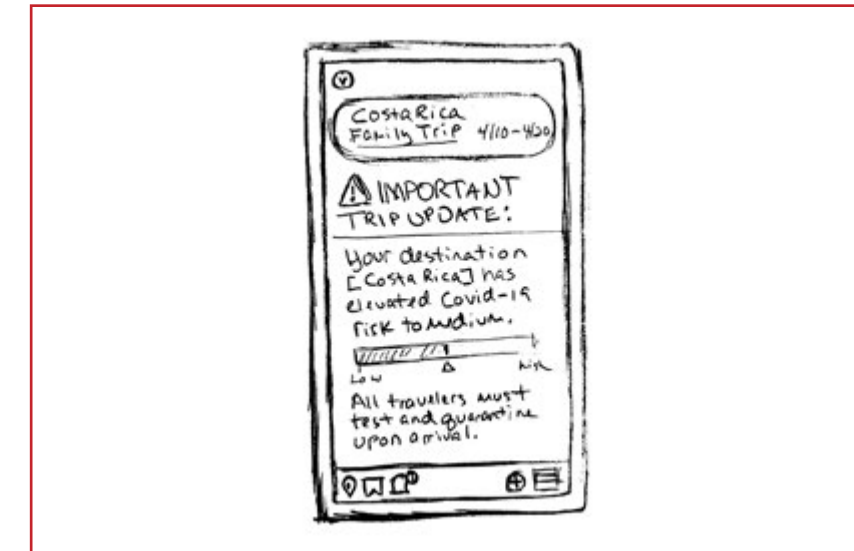
STORYBOARD | USER STORY 3

Persona: Jessica Vargas

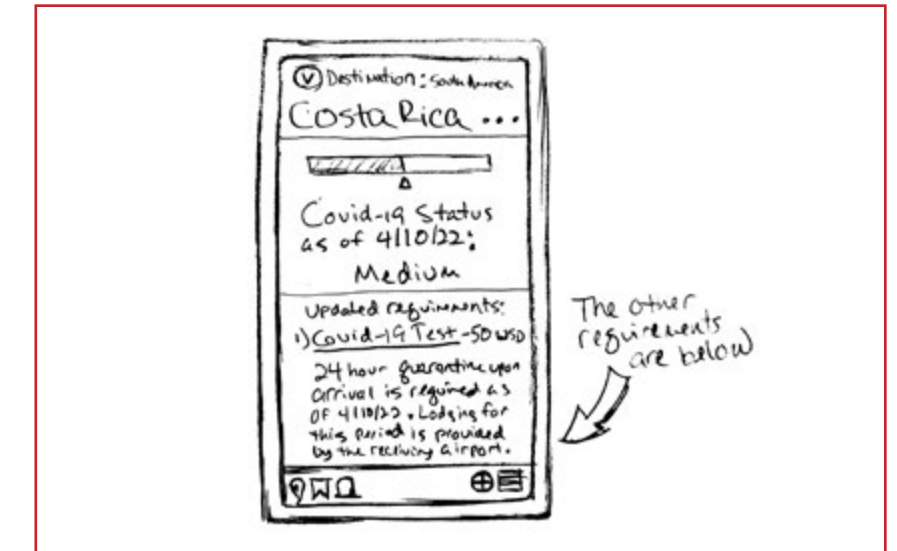
As an international traveler, I want to receive a notification when there's a status change for a destination in my trip plan, so I can adapt to the changes and avoid surprises.



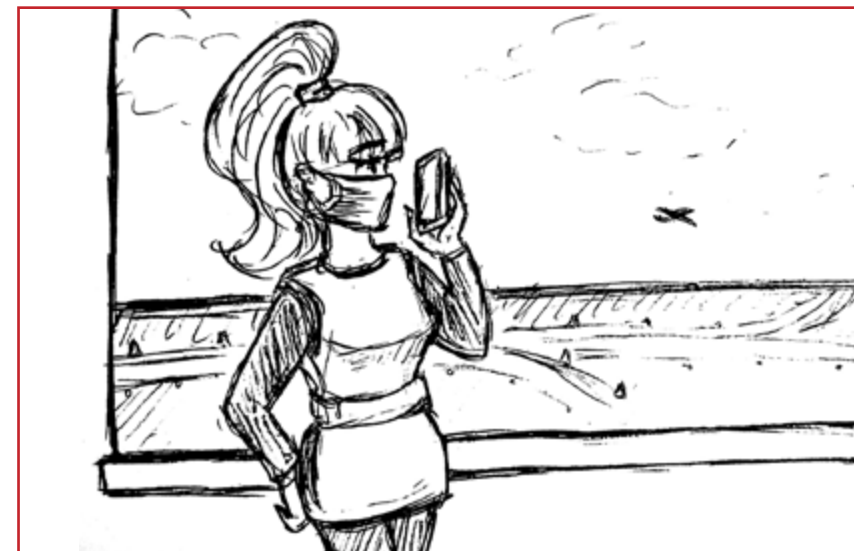
1. Jessica, her husband, and her daughter are walking through the airport terminal, heading to their Costa Rica flight. She hears a notification on her phone and takes it out.



2. Her phone has a brief message stating that Costa Rica now requires all people entering the country to test for COVID-19 and perform a quarantine. Concerned, she taps on the notification to get more details.



3. COVIDConnect displays the app page for Costa Rica which shows the current COVID status. It was low, but now it's medium. Below that, they see the details on the requirements to enter the country.



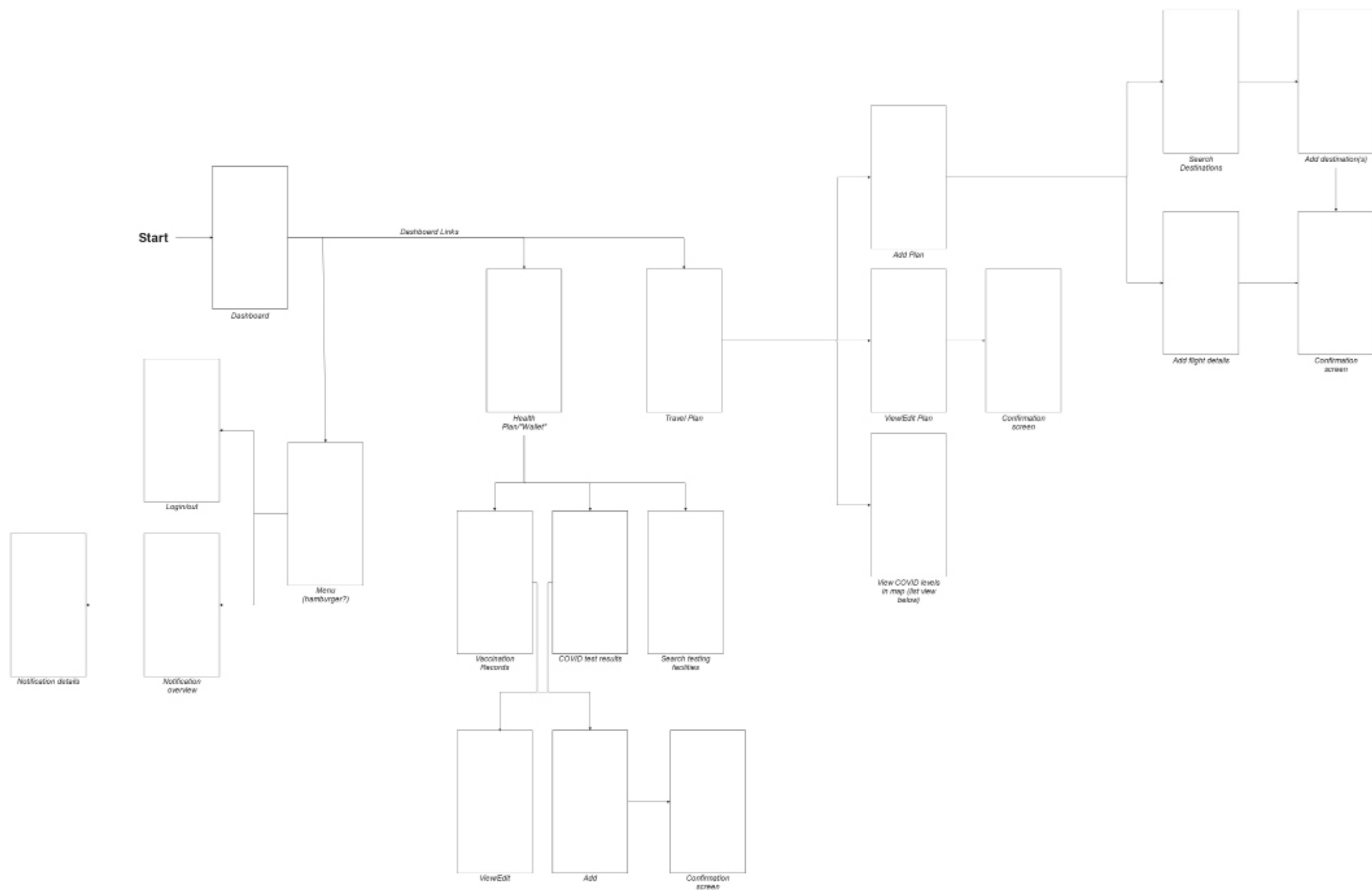
4. Jessica tells her family about the change. She calls the company through which she booked their hotel and takes the first day off of their reservation.



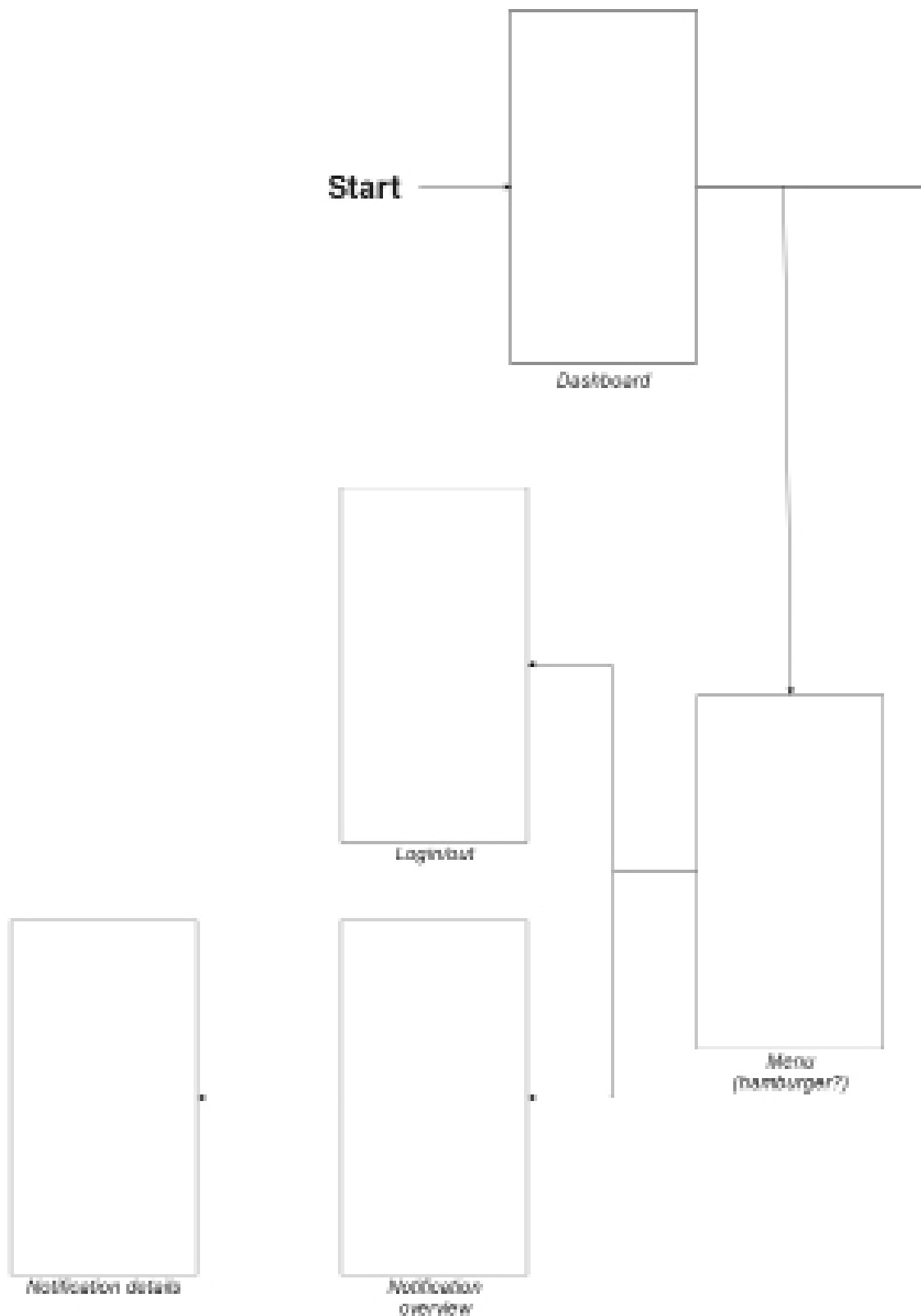
5. The family walks onto their plane, knowing what to expect when they land. They understand the change and are glad to help everyone stay safe.

Lo-Fi Designs

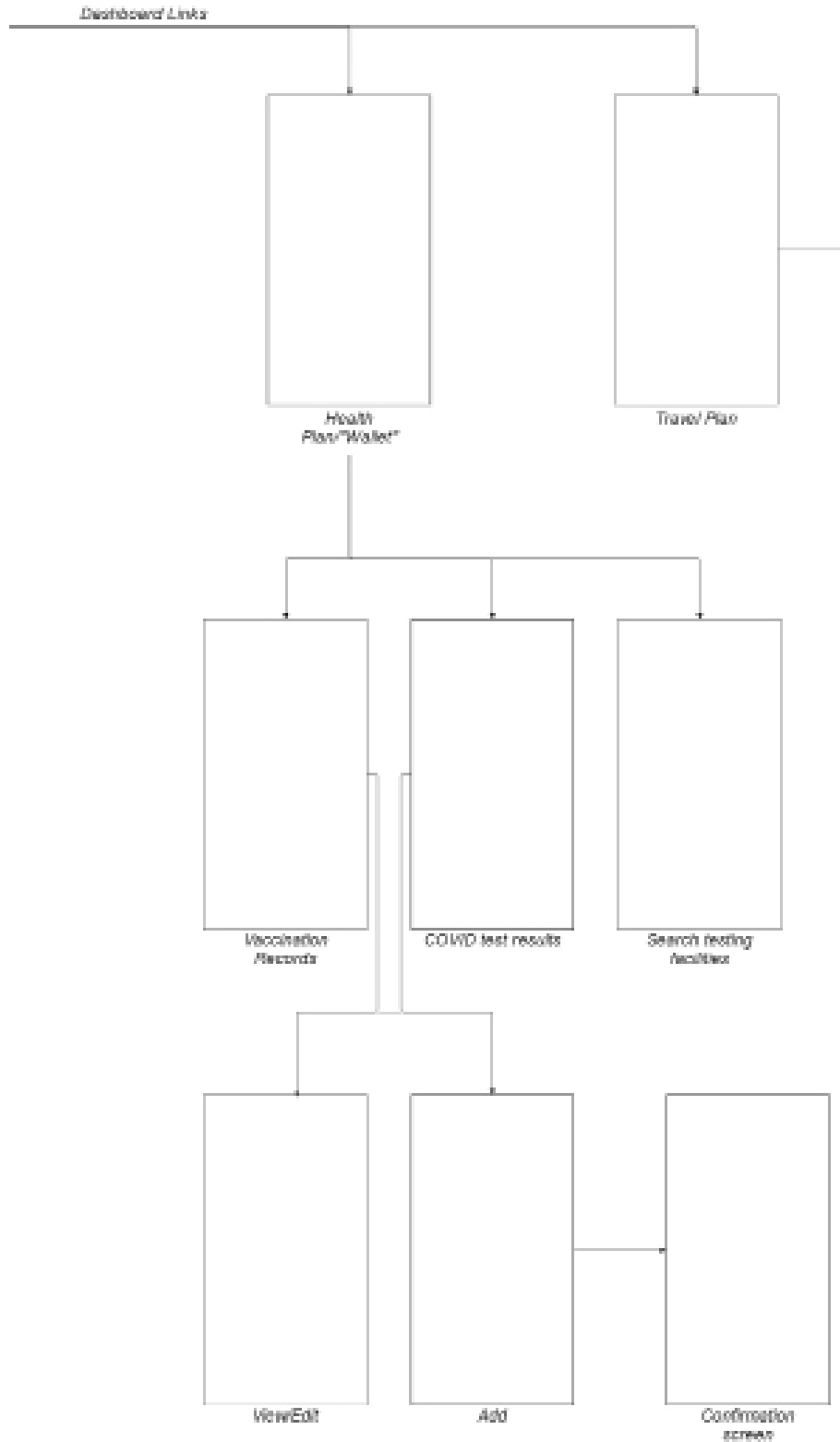
Designs based on our collection of research. The site map and wireflows were created in Miro, and the wireframes were created in Figma.



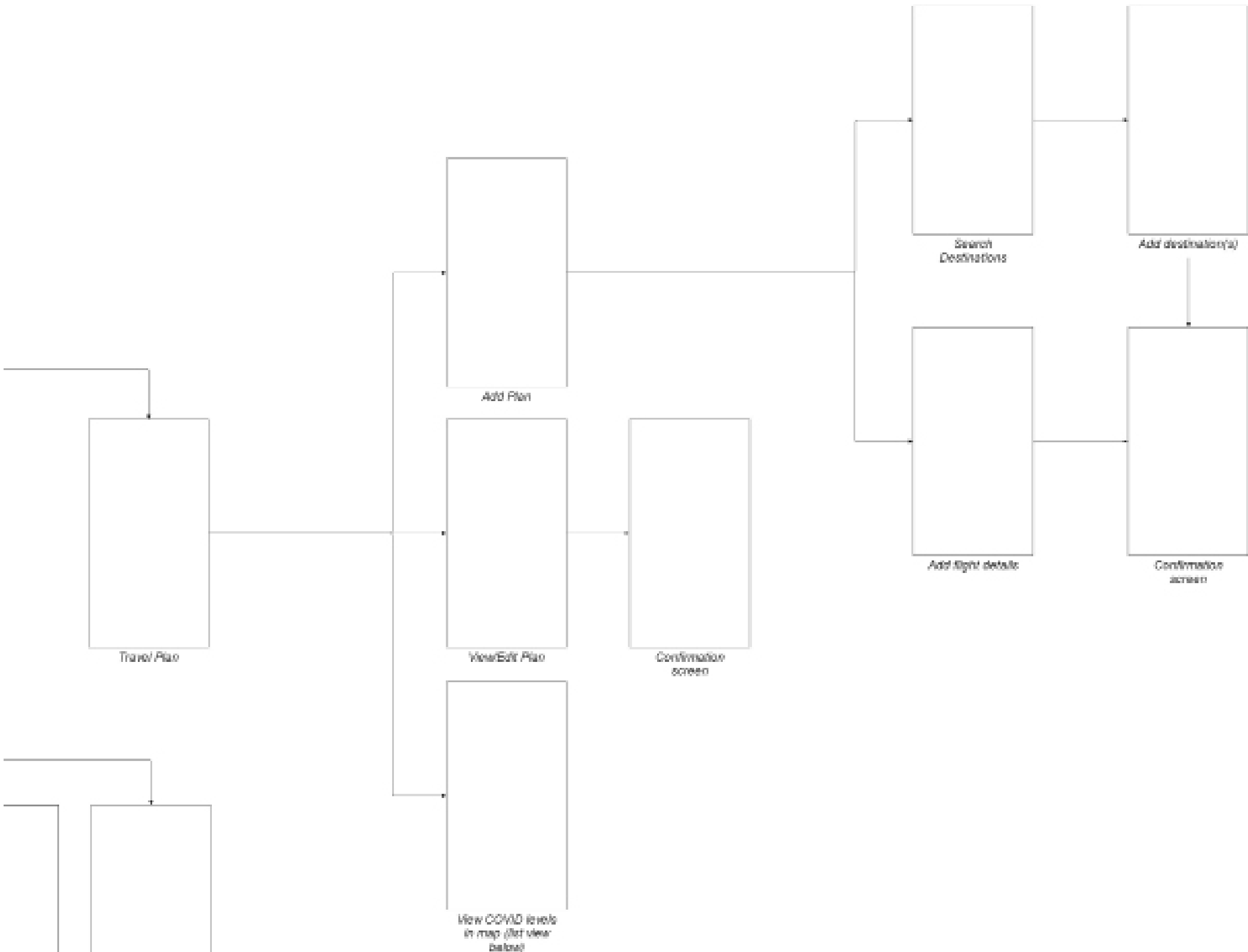
Complete Site Map



Dashboard/Notification Detail View

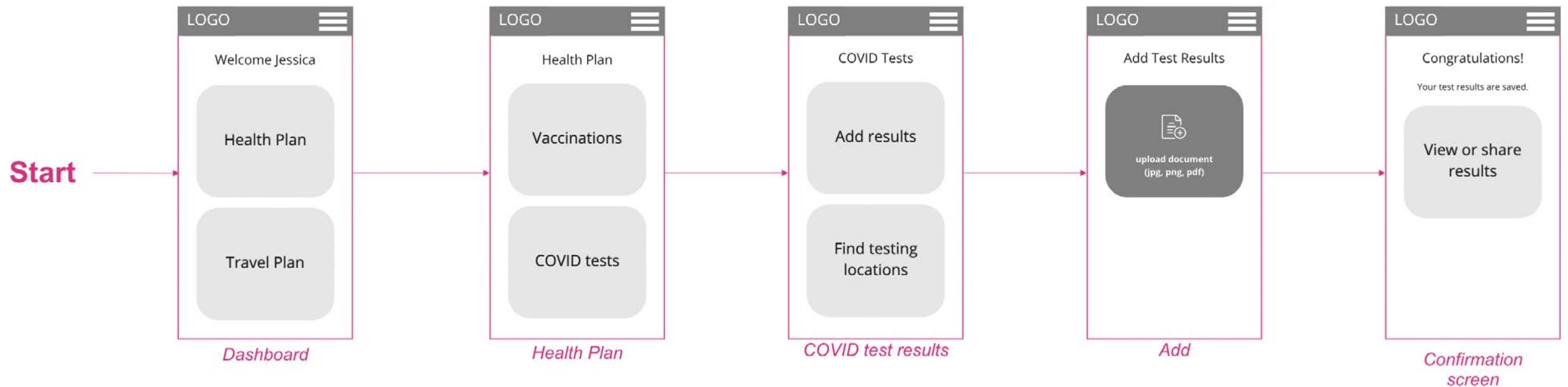


Health Wallet Detail View



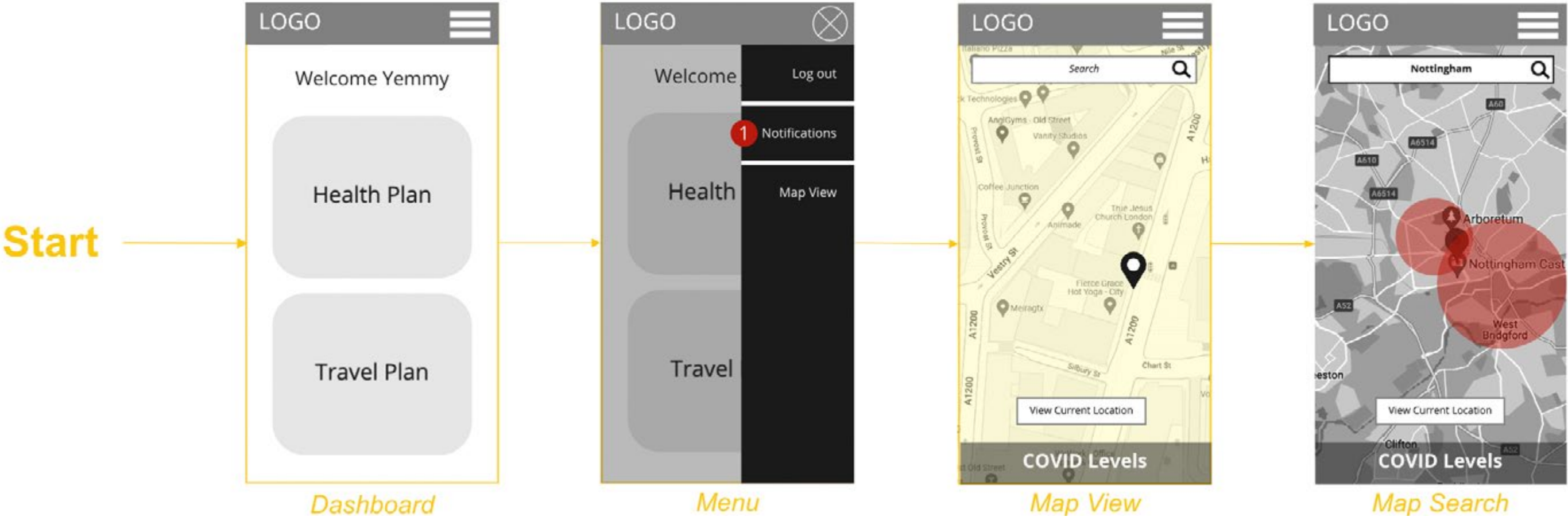
Travel Plan Detail View

As an international traveler, I want to store all of my COVID tests and vaccinations in one place, so I can access and share them on the go.



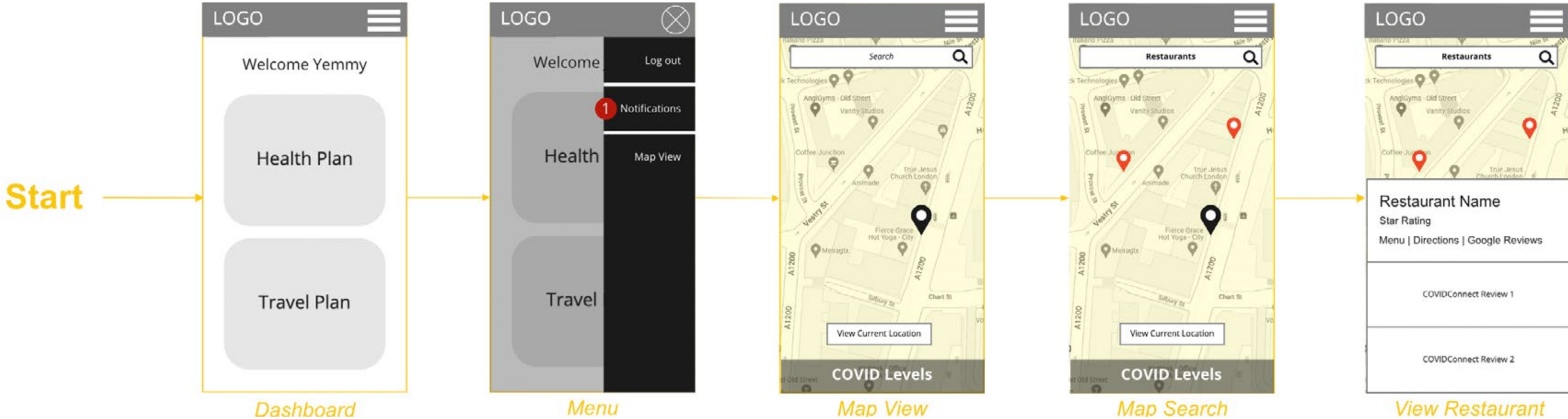
WIREFLOW | USER STORY 2A

As an international traveler, I want to see COVID hotspots and reviews on a map, so I can make informed decisions and adjust accordingly.

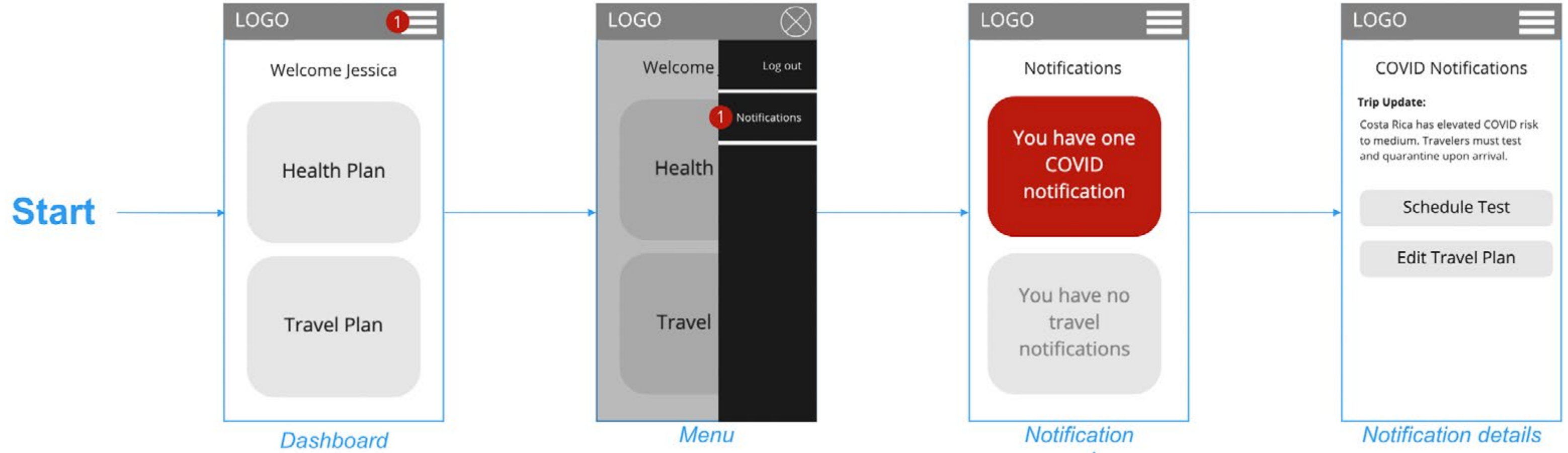


WIREFLOW | USER STORY 2B

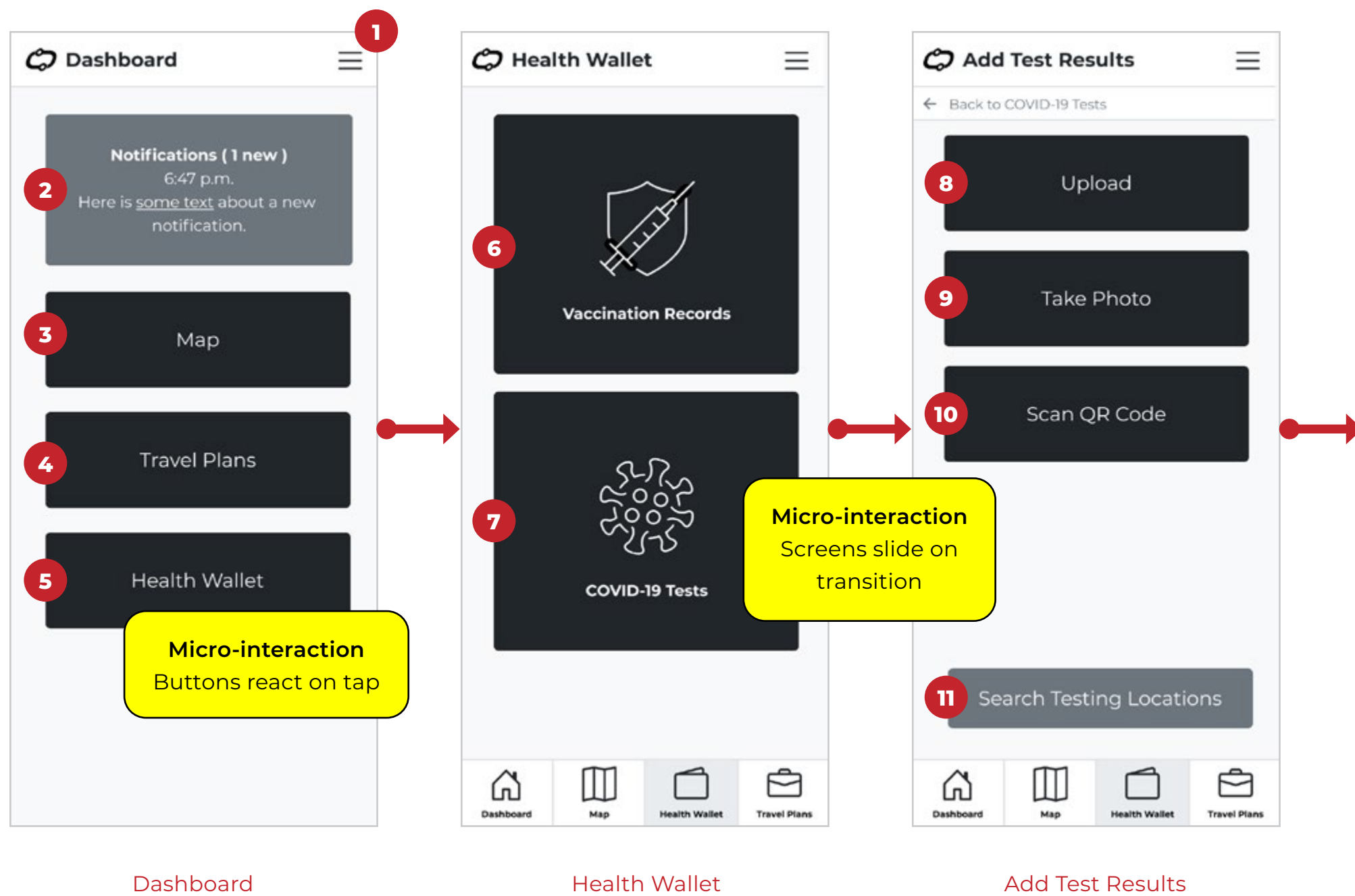
As an international traveler, I want to see COVID hotspots and reviews on a map, so I can make informed decisions and adjust accordingly.



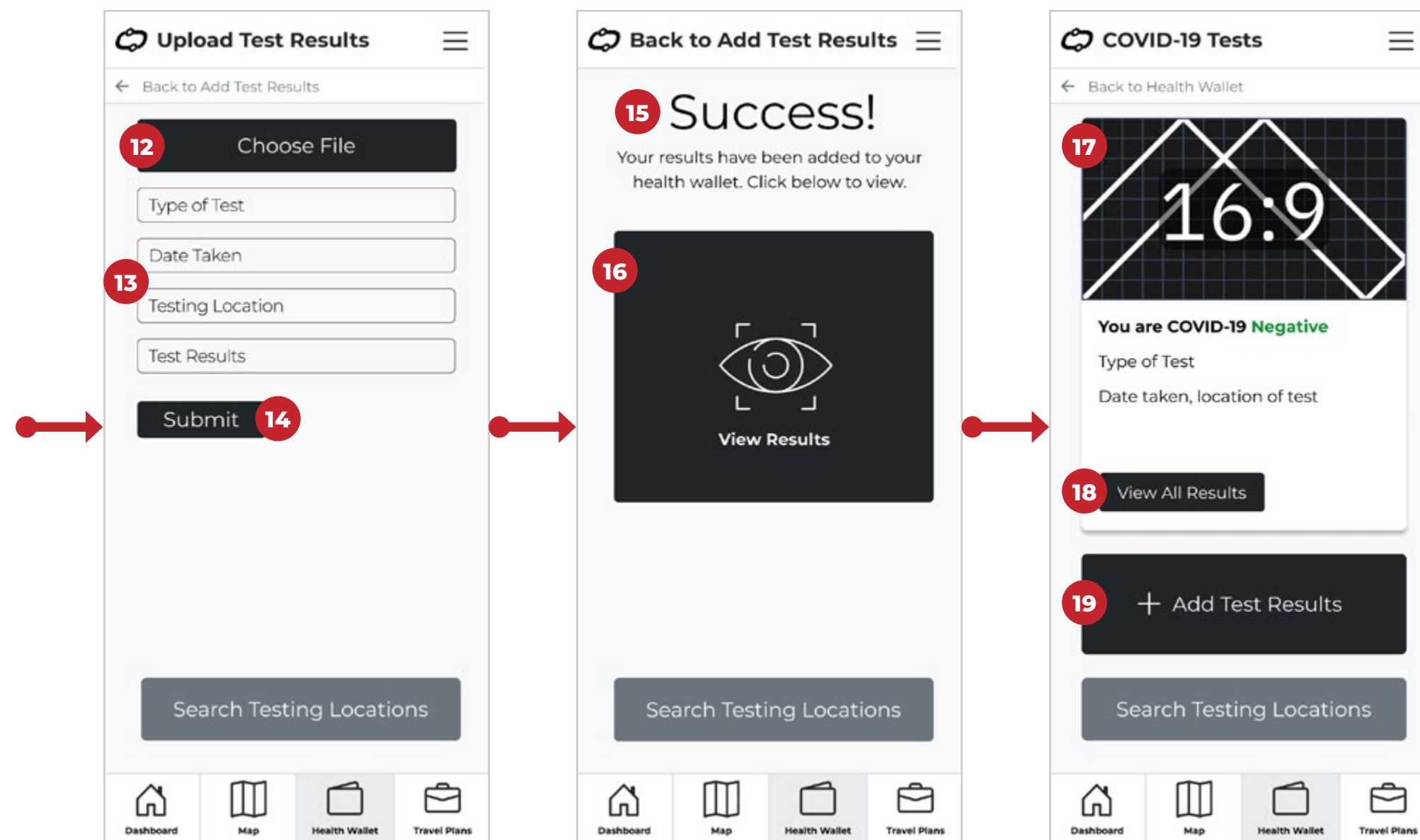
As an international traveler, I want to receive a notification when there's a status change for a destination in my trip plan, so I can adapt to the changes and avoid surprises.



As an international traveler, I want to store all of my COVID tests and vaccinations in one place, so I can access and share them on the go.



As an international traveler, I want to store all of my COVID tests and vaccinations in one place, so I can access and share them on the go.



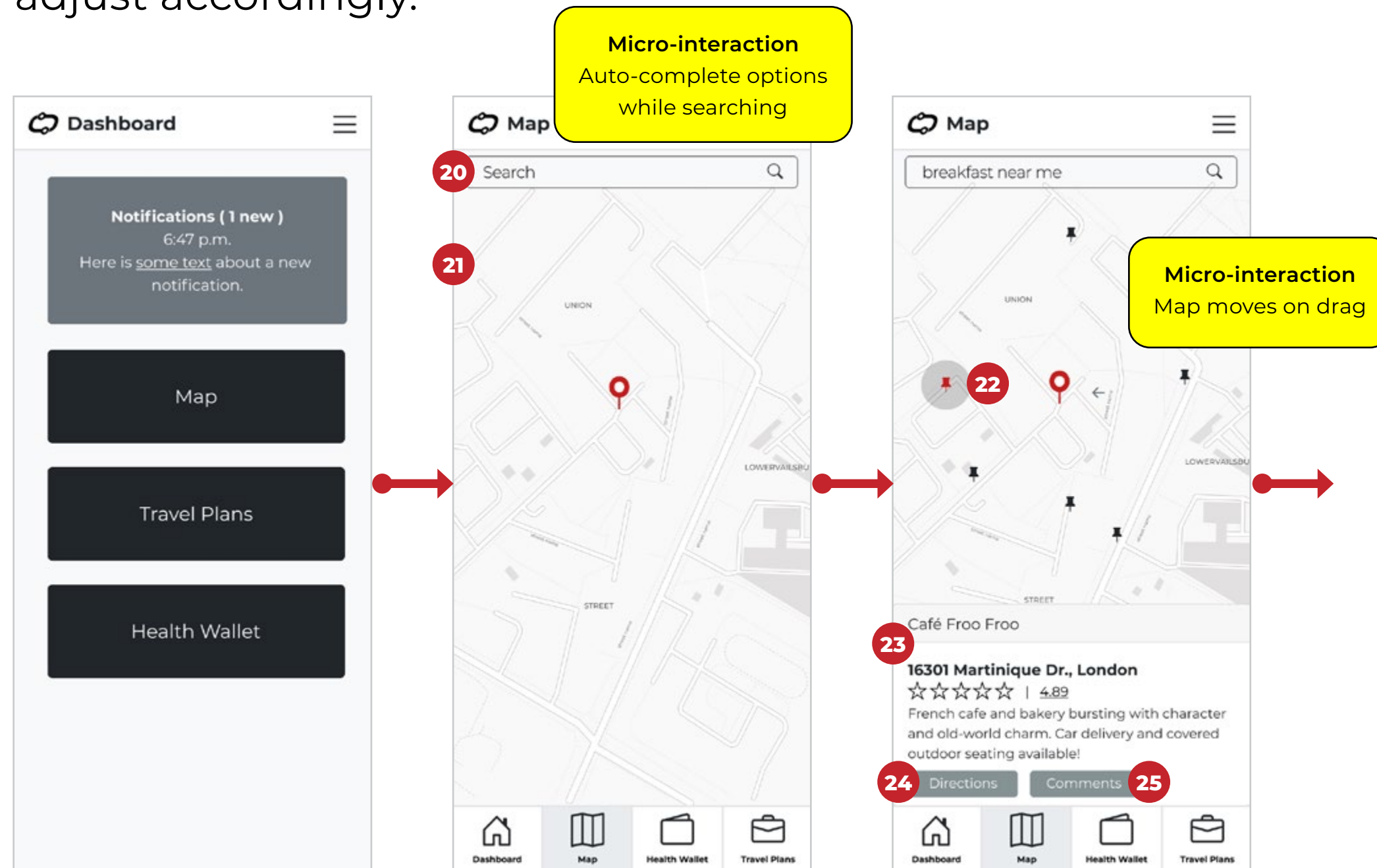
Upload Test Results

Success

View Test Results

- 12 File that's being added to test results.
- 13 Users may manually enter the type of test, date taken, location of test, and the confirmed results.
- 14 Submit the uploaded test results with details.
- 15 Confirmation that results were successfully added to health wallet.
- 16 View the test results page.
- 17 View of their most recent results.
- 18 View all results previously added to the app.
- 19 Add new test results.

As an international traveler, I want to see COVID hotspots and reviews on a map, so I can make informed decisions and adjust accordingly.



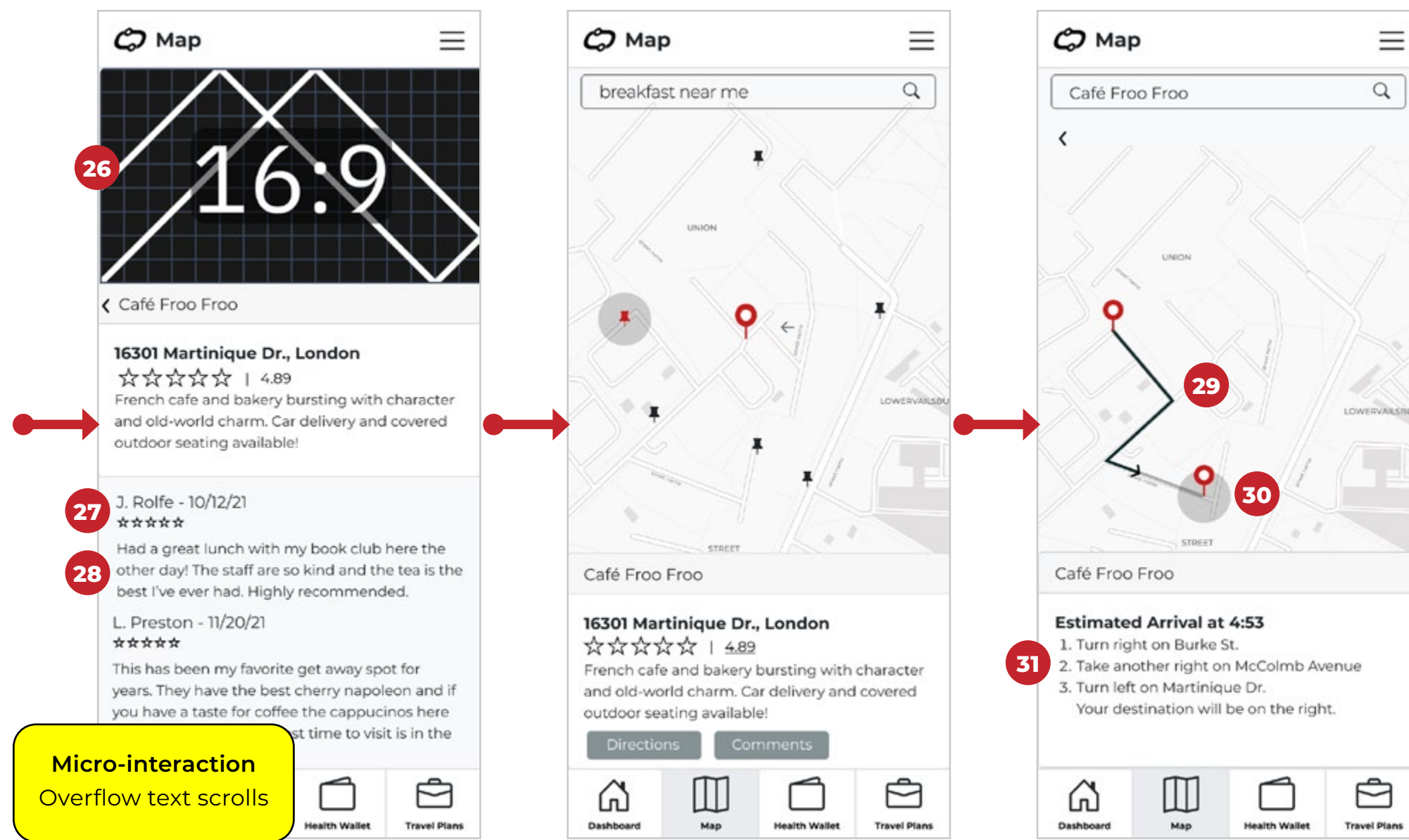
Dashboard

Map

Search for Breakfast

- 20 Search field for map.
- 21 The default map that the user will see upon pushing the Map button will start at the user's current location.
- 22 Different locations on the map will be indicated by a pin icon. The one selected will have a shaded circle around it on the map.
- 23 A summary description of the location that is selected, along with an average rating from their clients.
- 24 View directions to this location.
- 25 View comments about this location.

As an international traveler, I want to see COVID hotspots and reviews on a map, so I can make informed decisions and adjust accordingly.



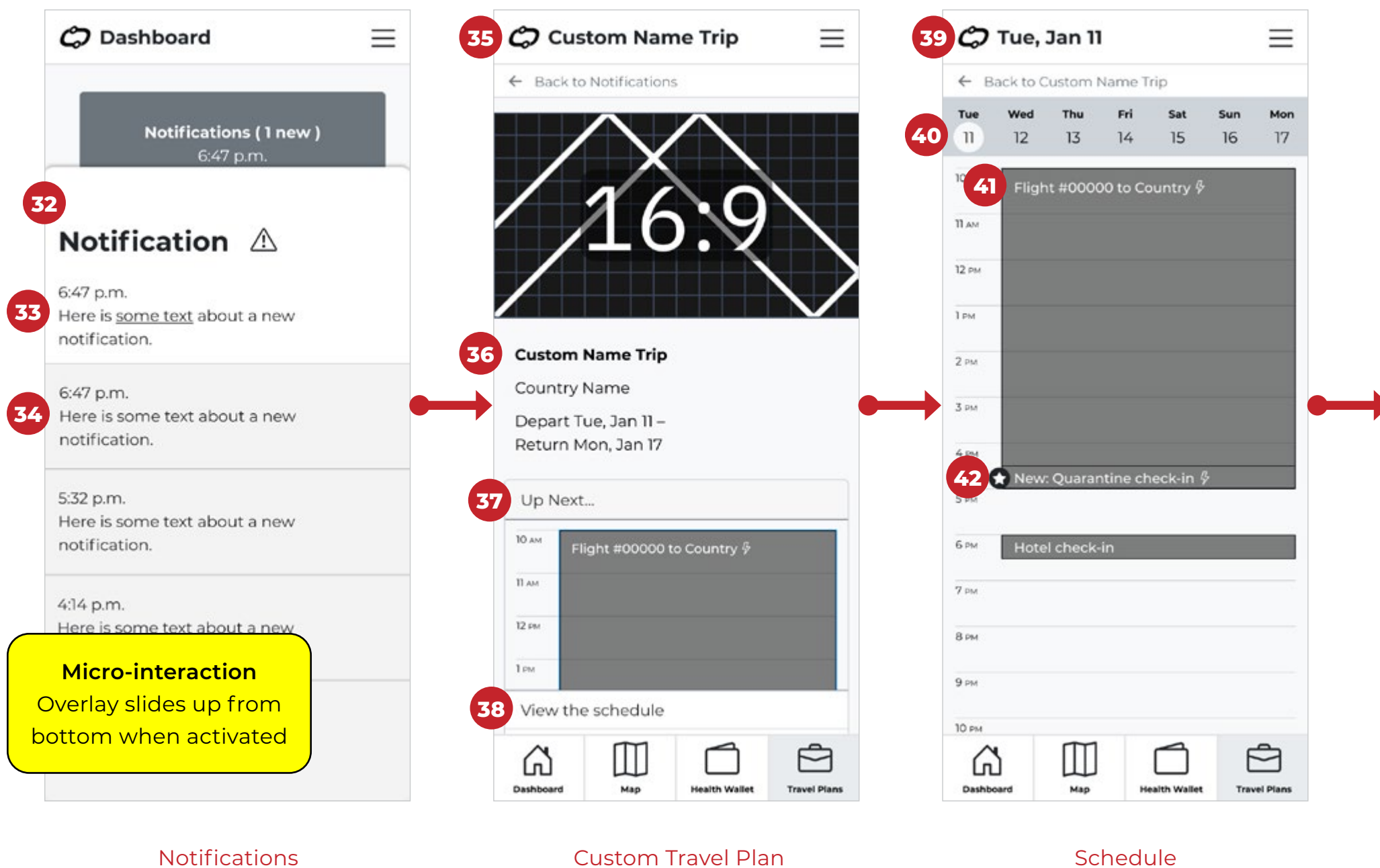
Comments/Reviews

Back to Search

Directions

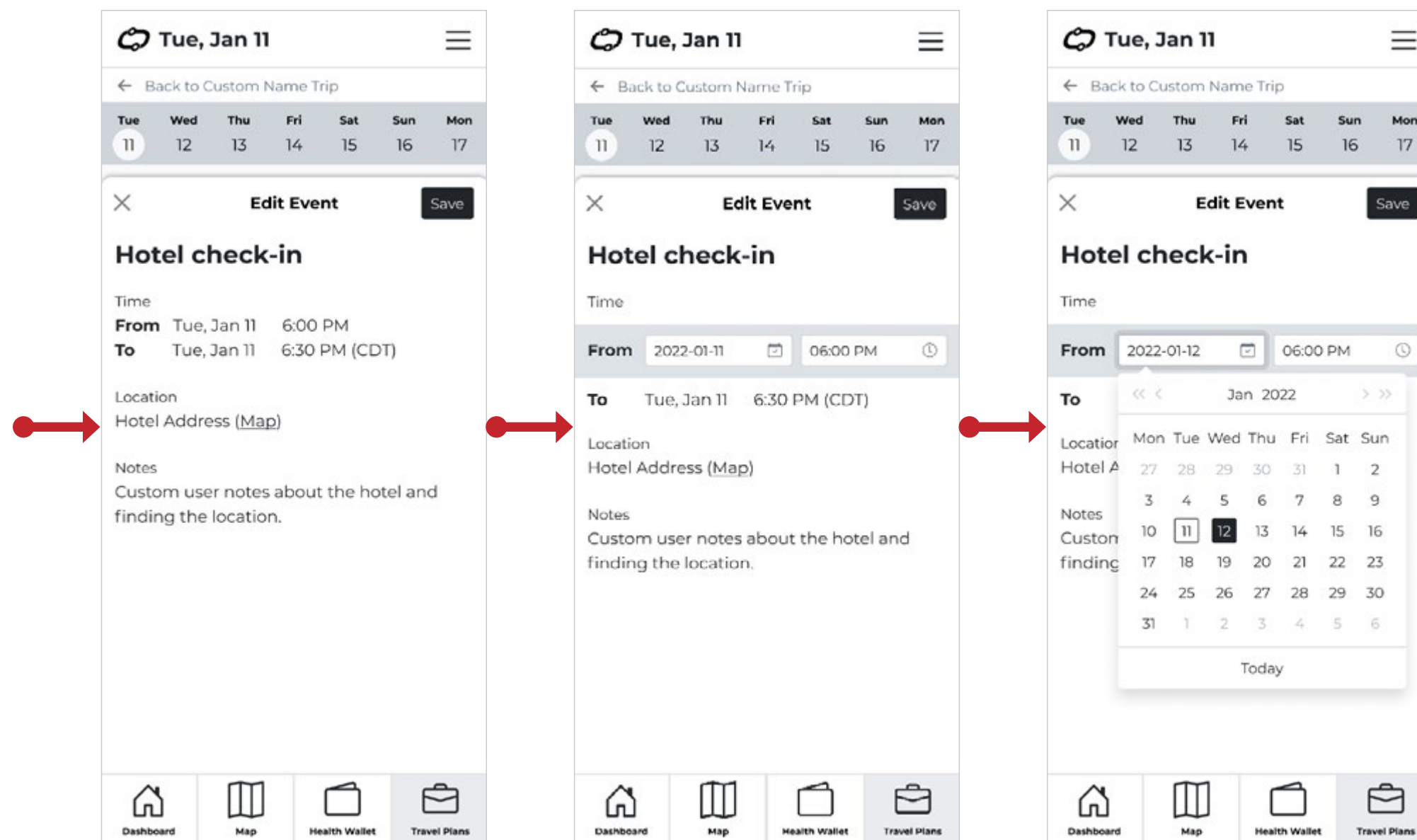
- 26 Available photos to view of that location.
- 27 Name, date, and star rating left by a user.
- 28 Comment about the COVID-19 restrictions and health/safety of the location.
- 29 The route between their current location and their desired destination is marked.
- 30 The destination also has a shaded circle, and the route has an arrow that points towards the ending location of the route.
- 31 Text instructions to supplement visual directions on map.

As an international traveler, I want to receive a notification when there's a status change for a destination in my trip plan, so I can adapt to the changes and avoid surprises.



- 32 The notifications overlay offers a description of the notifications.
- 33 The most recent notifications are highlighted at the top.
- 34 Older notifications are listed and greyed out.
- 35 Viewing a custom travel plan previews the trip duration, location, schedule, and other people on the trip.
- 36 Overview of information based on schedule and flights.
- 37 Up Next... previews the next scheduled event.
- 38 View the schedule navigates to a weekly view of the trip
- 39 Schedule view shows today's date plus the next 6 days.
- 40 Tapping on a date switches the view to that date.
- 41 Each event block shows the name of the event. Events generated automatically by the app have a lightning bolt icon next to the name.
- 42 A star icon indicates a newly added event.

As an international traveler, I want to receive a notification when there's a status change for a destination in my trip plan, so I can adapt to the changes and avoid surprises.



Edit Hotel Check-In

Select Date






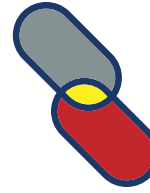

Change Date

- 43 X closes the overlay without changing the event, whereas Save commits the changes to the schedule.
- 44 Users may edit the custom name for the selected event, the date/time ranges for the event, the location, and notes about the event.
- 45 Tapping anywhere on the From or To line replaces them with a date and a time picker.
- 46 Addresses will automatically add a map link, which displays the location in the map view.
- 47 Tapping on the date picker allows the user to select a new date.

Hi-Fi Designs

High-fidelity work built from our original concepts. We went through roughly 4-5 iterations of our original designs through usability testing and the changes we made based on our user findings.

Logo Design Process

| | |
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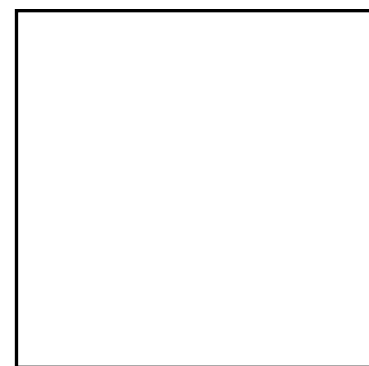
Final Logo Version



Main Colors



#c4242b
CMYK:
16,99,95,6

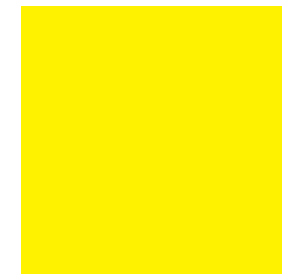


#ffffff
CMYK:
0,0,0,0

Accent Colors



#000000
CMYK:
0,0,0,100



#fff200
CMYK:
0,0,100,0



#859294
CMYK:
51,35,37,2



#A81F24
CMYK:
23,100,98,16



#FF9498
CMYK:
0,53,27,0



#7BCAD7
CMYK:
49,2,15,0

Font - Montserrat

Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SemiBold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Objectives

- » Present our new prototype to users and test their effectiveness.
- » Ask participants what they think/feel about the tasks.
- » Collect data on least effective sections of the flows, then update the final prototype.

Participants

We selected six total participants—four previous, two new—for 30 minute sessions. Each participant completed 3 scenarios, directed by the moderator. Note takers rated task completion on a scale of 1 (failed) to 5 (easily completed).

User Scenario 1 – Health Wallet (Add test results)

Imagine you are an international traveler and you have this app where you have all your COVID information. You have just received a test result from your doctor and you want to add it to your health wallet.

Sample Tasks & Questions

- » You have test results, what do you need to do with them?
- » What are your impressions of this page (the health wallet splash)?
- » In this scenario, you need to include the PDF your doctor sent with your negative results. What do you do?
- » Once that's included, the details aren't automatically parsed, so you will need to enter them manually.
- » After you have added the details, what is the next step?
- » How do you feel about the steps you just performed?

User Scenario 2 – Map (View COVID levels; find a restaurant)

Now imagine you are an international traveler and you have this app where you have all your COVID information. You planned an impromptu trip to Nottingham, but you need to see the COVID levels so you can decide to go or stay in London for the day.

Sample Tasks & Questions

- » You want to see what the COVID levels are like in Nottingham. What do you do?
- » What are your first impressions of this page (the map splash)?
- » Now on to see what the levels are like, what do you need to do to see that data?
- » You are aware of what the levels are like now and you go with the backup plan to stay in London. You decide breakfast is in order, and need to find a café in the area that has outdoor seating, and the employees wear masks. What do you do?

User Scenario 3 – Travel Plan (View notification, change hotel check-in)

In this scenario you are an international traveler and you have this app where you have all your COVID information. You have just received a notification on your phone from the app.

Sample Tasks & Questions

- » What are your first impressions of the notifications screen?
- » How would you read the details of the notification?
- » After being alerted about the status change for the trip to Costa Rica, what would you do?
- » What other information would you like to have that wasn't provided in this situation?
- » How do you feel about the notification process?

User Scenario 1

Top Pain

- » Uploading a PDF for the health wallet confused **3 of 6 users**, because it didn't depict the process of adding the file completely.

Largest Gain

- » **Users appreciated the simplicity of adding their test results**, especially compared to other apps they've used to do the same thing.

Post-Test Changes

- » PDF upload, added overlay for upload, and auto-complete fields.

User Scenario 2

Top Pain

- » **All 6 users** expressed uncertainty about what the red circles on the COVID-19 levels map view meant.

Largest Gain

- » The map view felt familiar enough that users were able to jump in and navigate through most functions smoothly.

Post-Test Changes

- » Common search toggles, key for COVID levels view, updated map visuals, and improved overlay functionality.

User Scenario 3

Top Pain

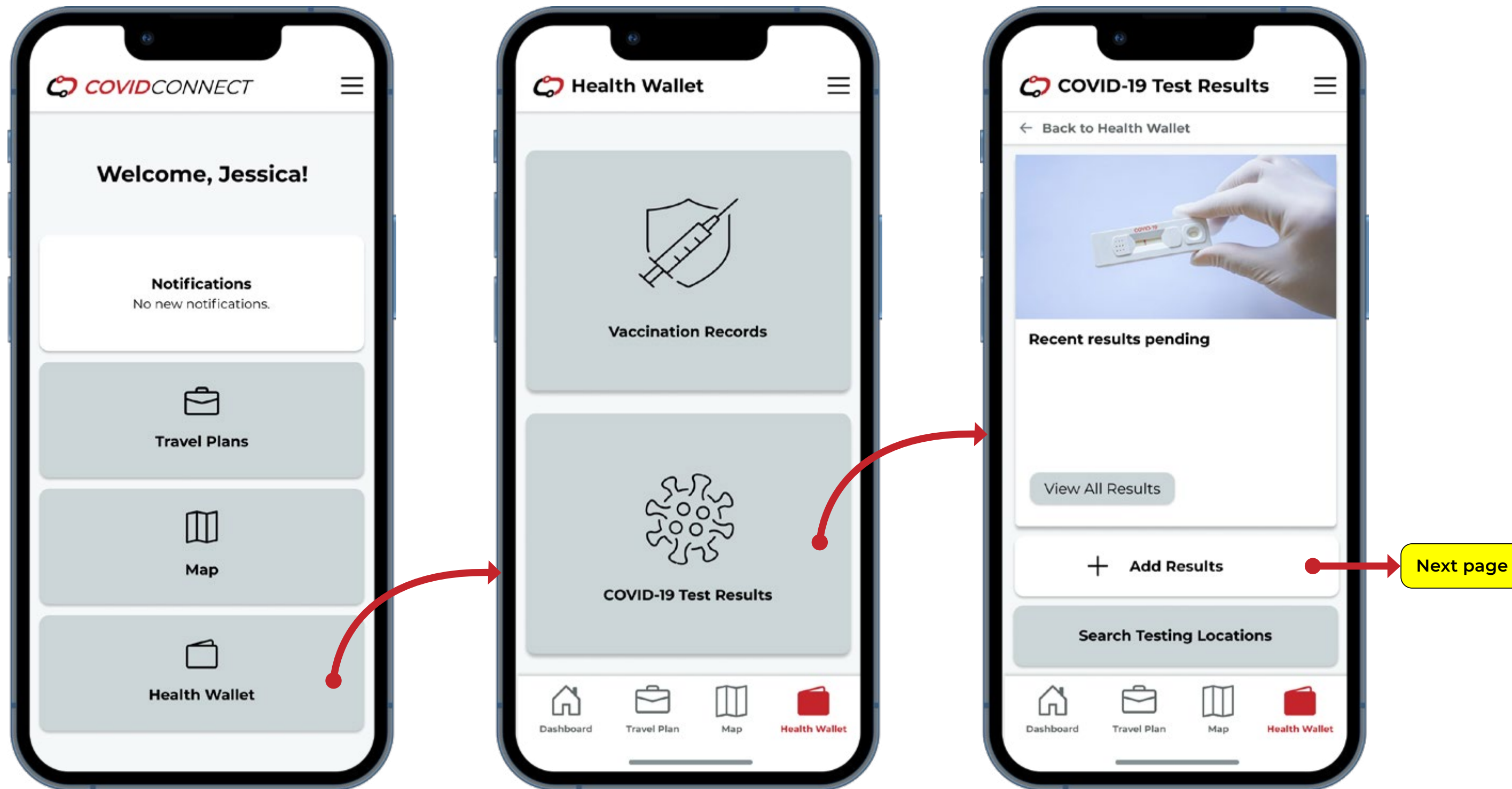
- » **4 of 6 users** tried to navigate the hotel check-in a different way, because the interactable fields weren't clear enough.

Largest Gain

- » All users noted that they liked the idea of having a dedicated app that keeps them informed about COVID-19-related events.

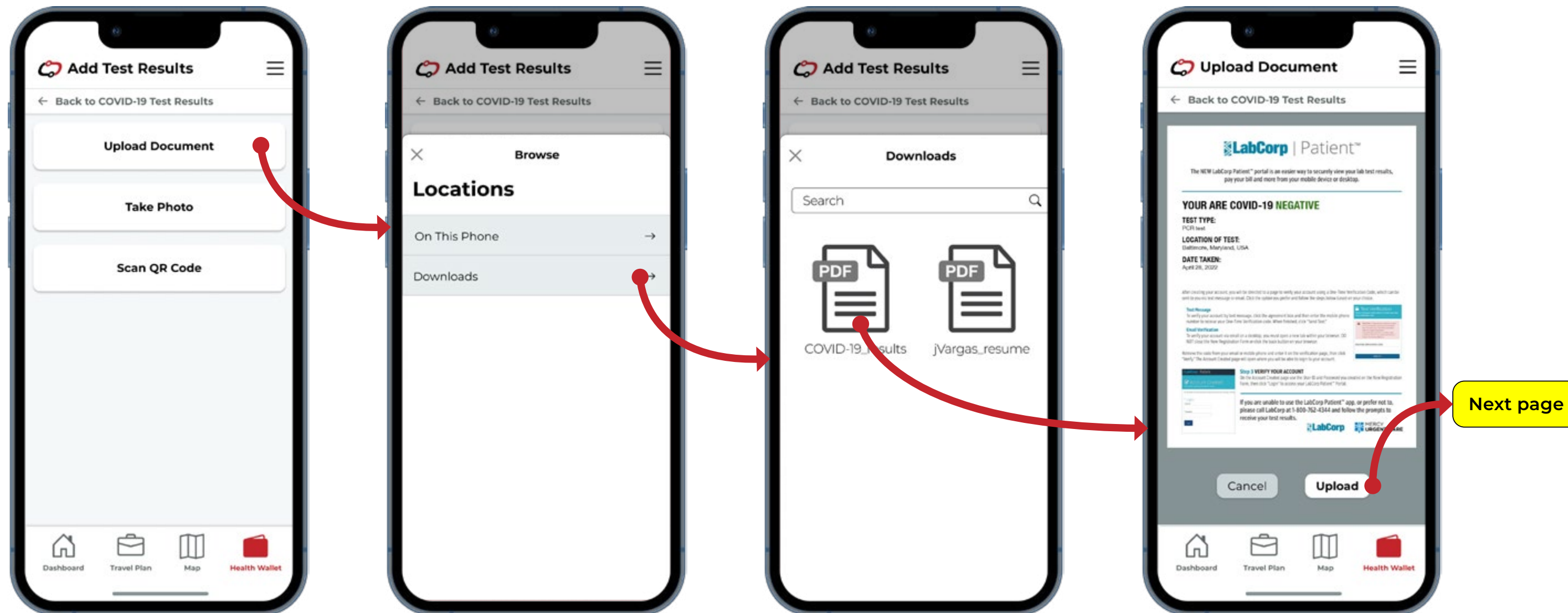
Post-Test Changes

- » Reduced color intensity, collapsed "Next Event" information, revamped event editing, and successful event save notification.



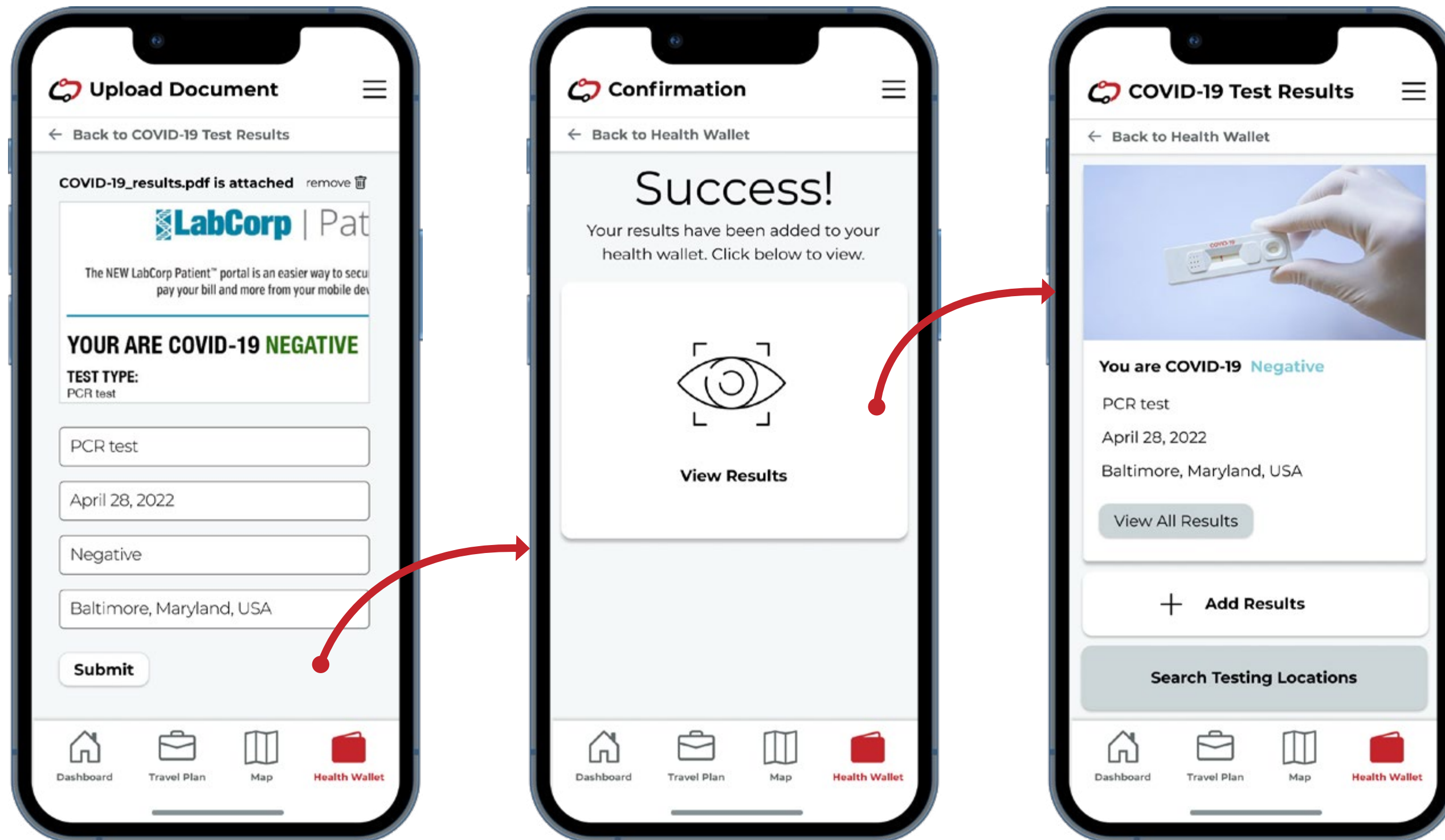
On this flow, we started with our persona Jessica who needed to upload a PDF that was saved on her phone to her Health Wallet, so that she would have her document readily available and in the same place as the rest of her health documentation for use while on her trip to Costa Rica.

First, she selected Health Wallet, then COVID-19 results and then Add Results on the COVID-19 Test Result screen.

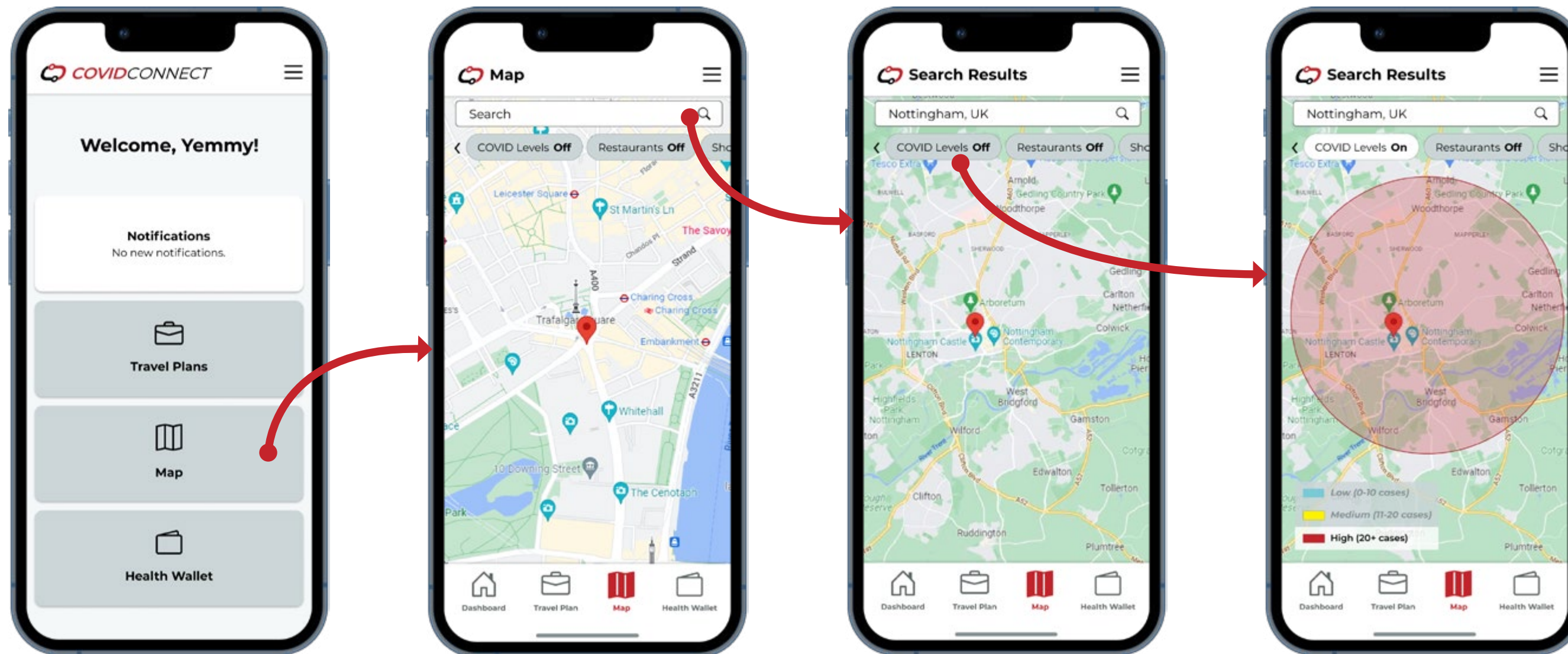


Moving forward, a screen loads with several options for adding her test results. Since the document is located on her phone, she chooses Upload Document. Next, she selects Downloads and then highlights the PDF that she downloaded earlier from her COVID-19 test.

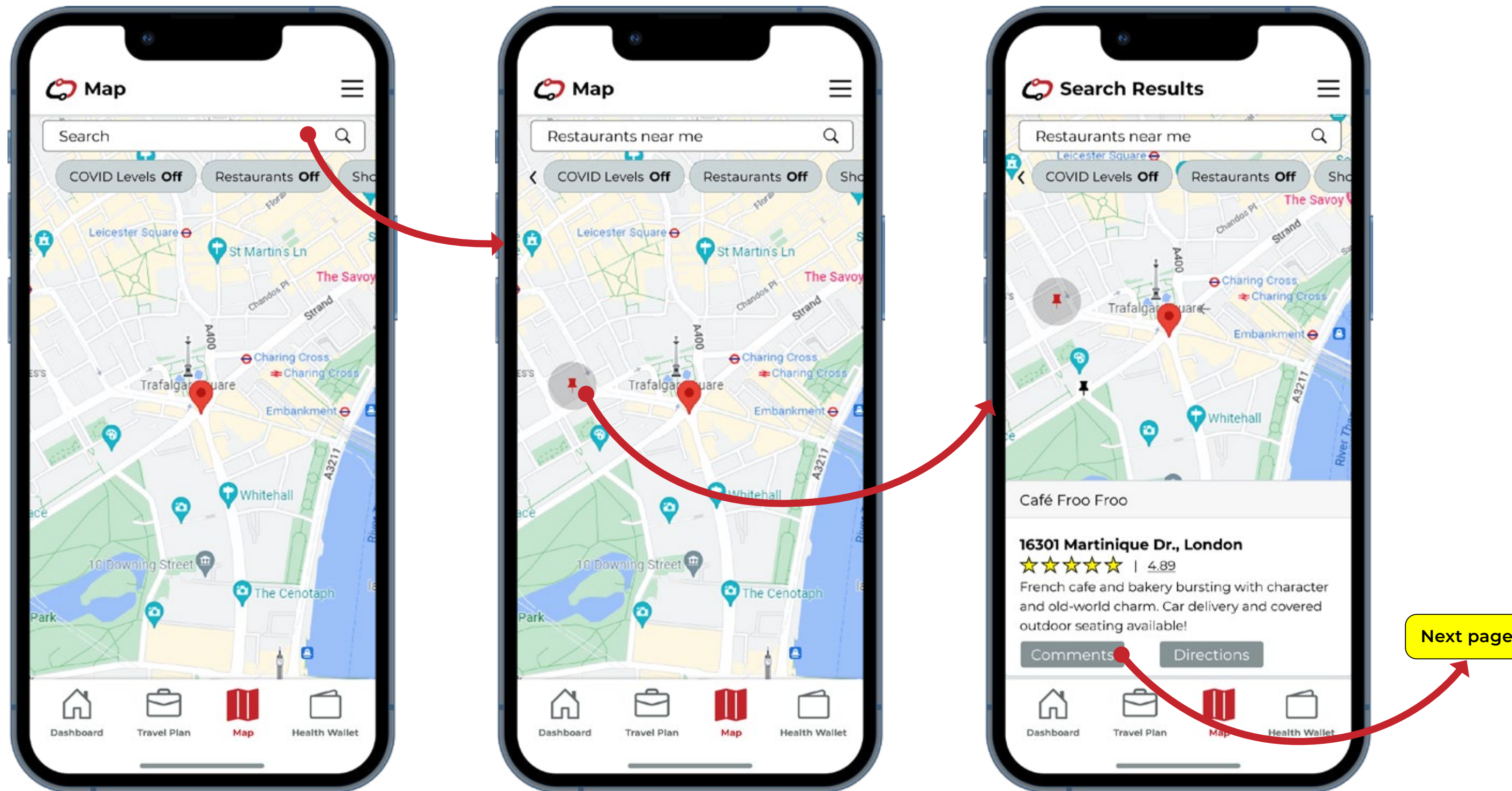
PROTOTYPE | USER STORY 1 (3 OF 3)



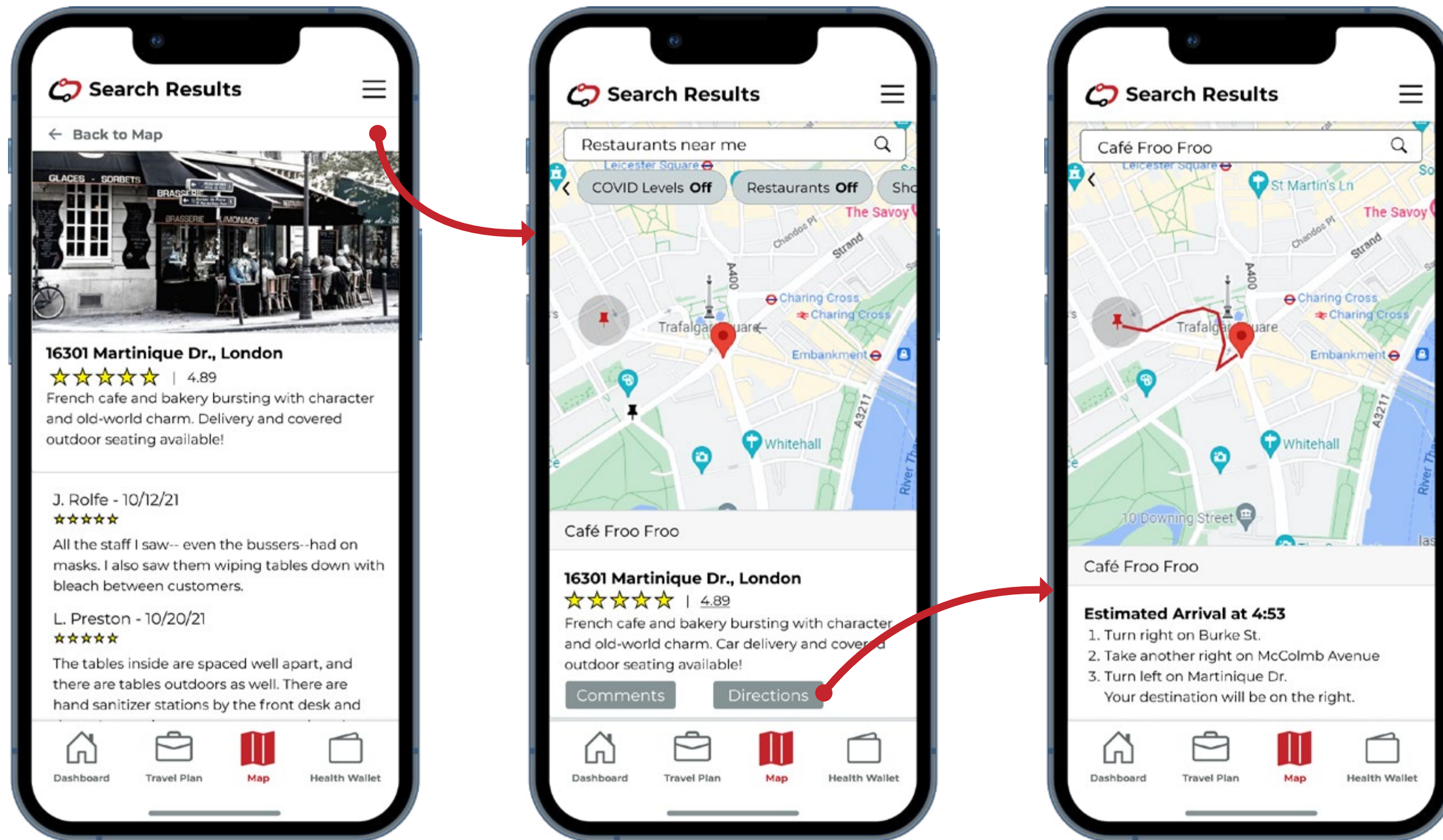
Once she has had the opportunity to check the preview of the document and verify that it is the correct one to upload, Jessica uploads the PDF, and then is offered the opportunity to view the results within the COVIDConnect app.



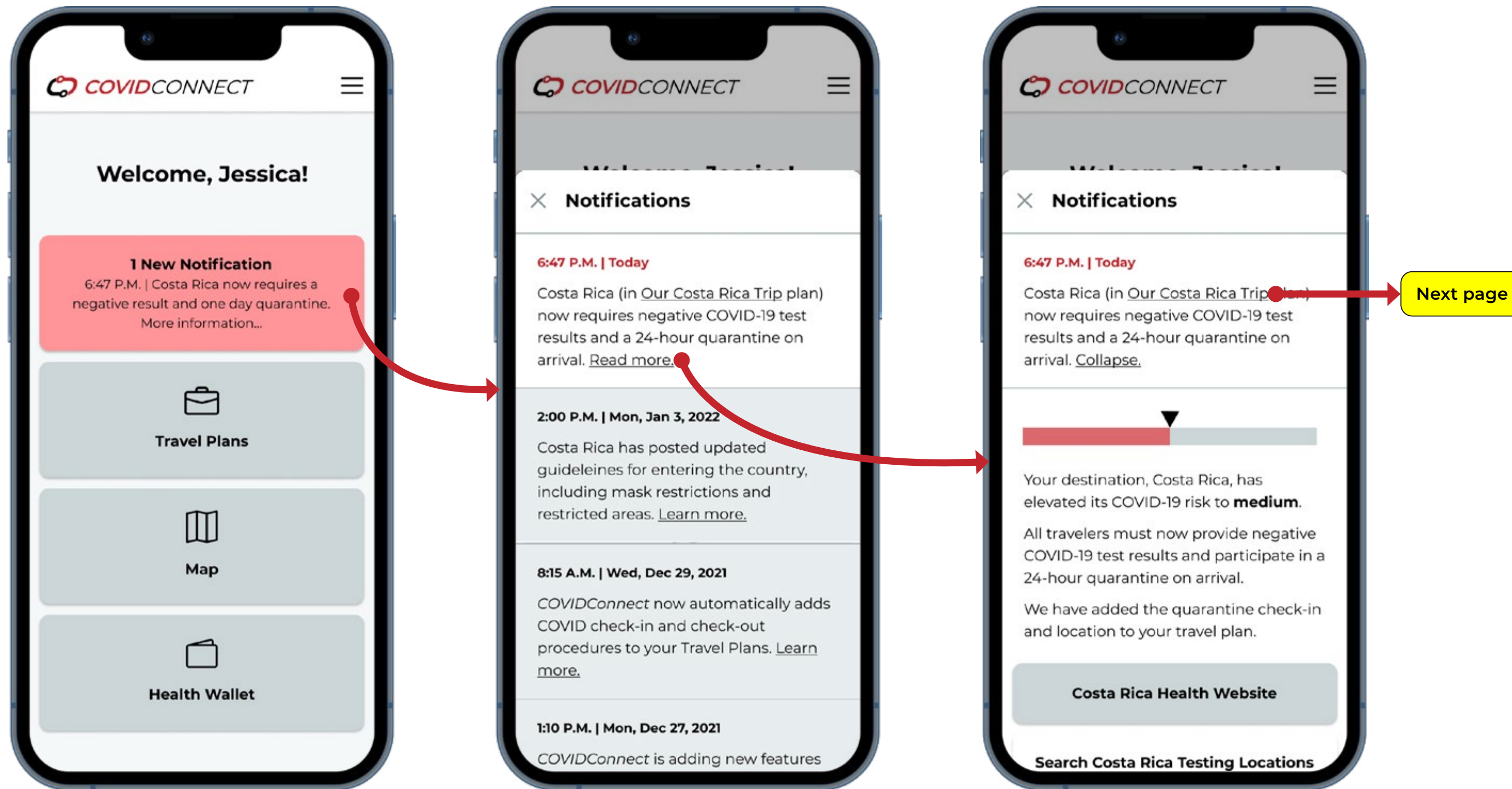
The first part of the next flow features Yemmy, who had casually planned to visit Nottingham today. He decides to check on the COVID status of the area around the train station before he leaves. Clicking on Map first, he searches for Nottingham, and then is informed that the area has a high concentration of cases.



Deciding that he would skip that trip, Yemmy then decides to instead go somewhere local for lunch. Returning to the map search screen, he searches for Restaurants near me. After locating a likely prospect nearby, he decides to check other user comments on the location.

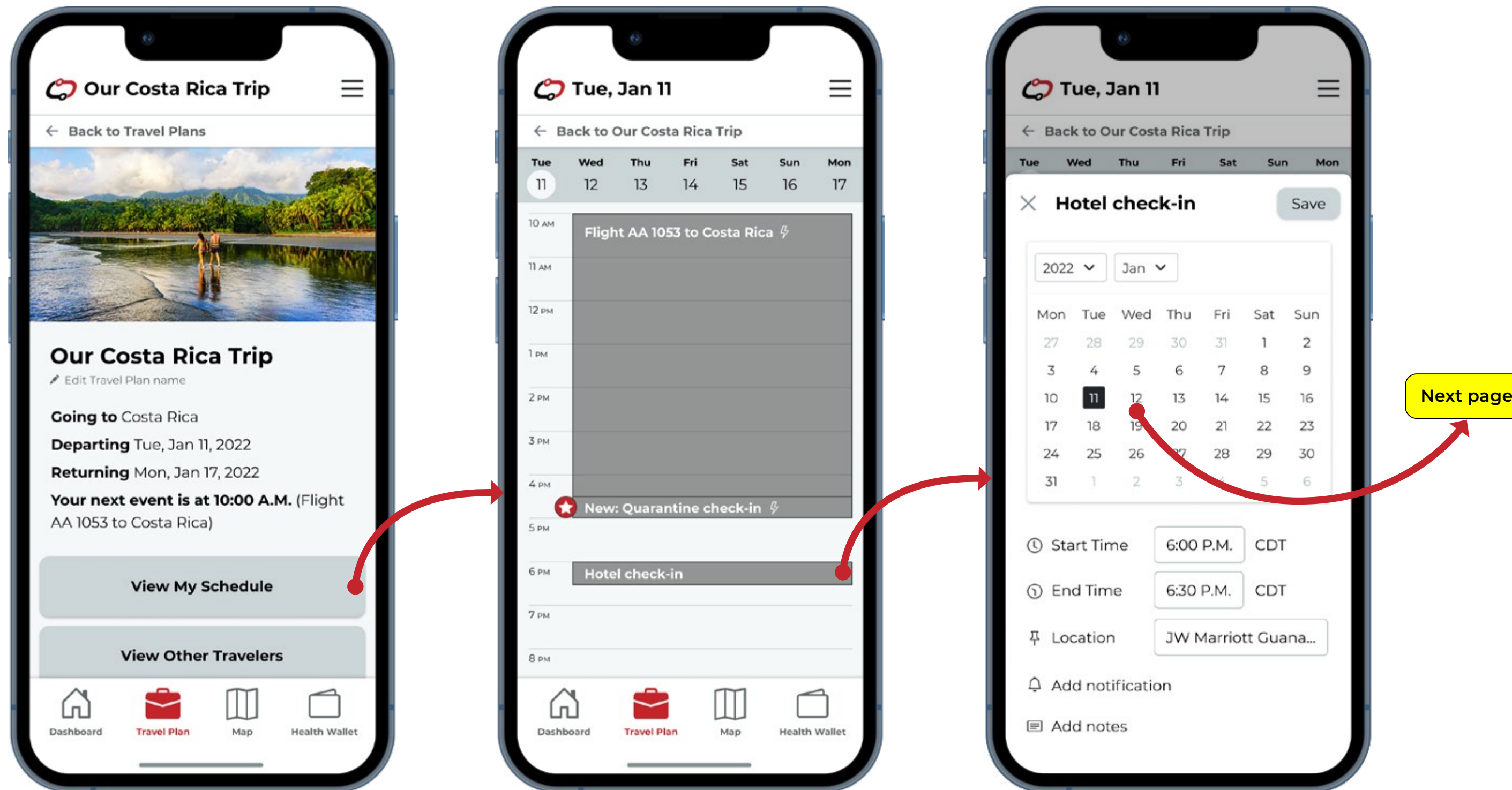


He scrolls through various positive comments for the cleanliness and safety of the café he was browsing, and then he decides to give it a visit. Selecting back to map, Yemmy returns to the Café's screen and selects directions. He is then provided with directions to the establishment.

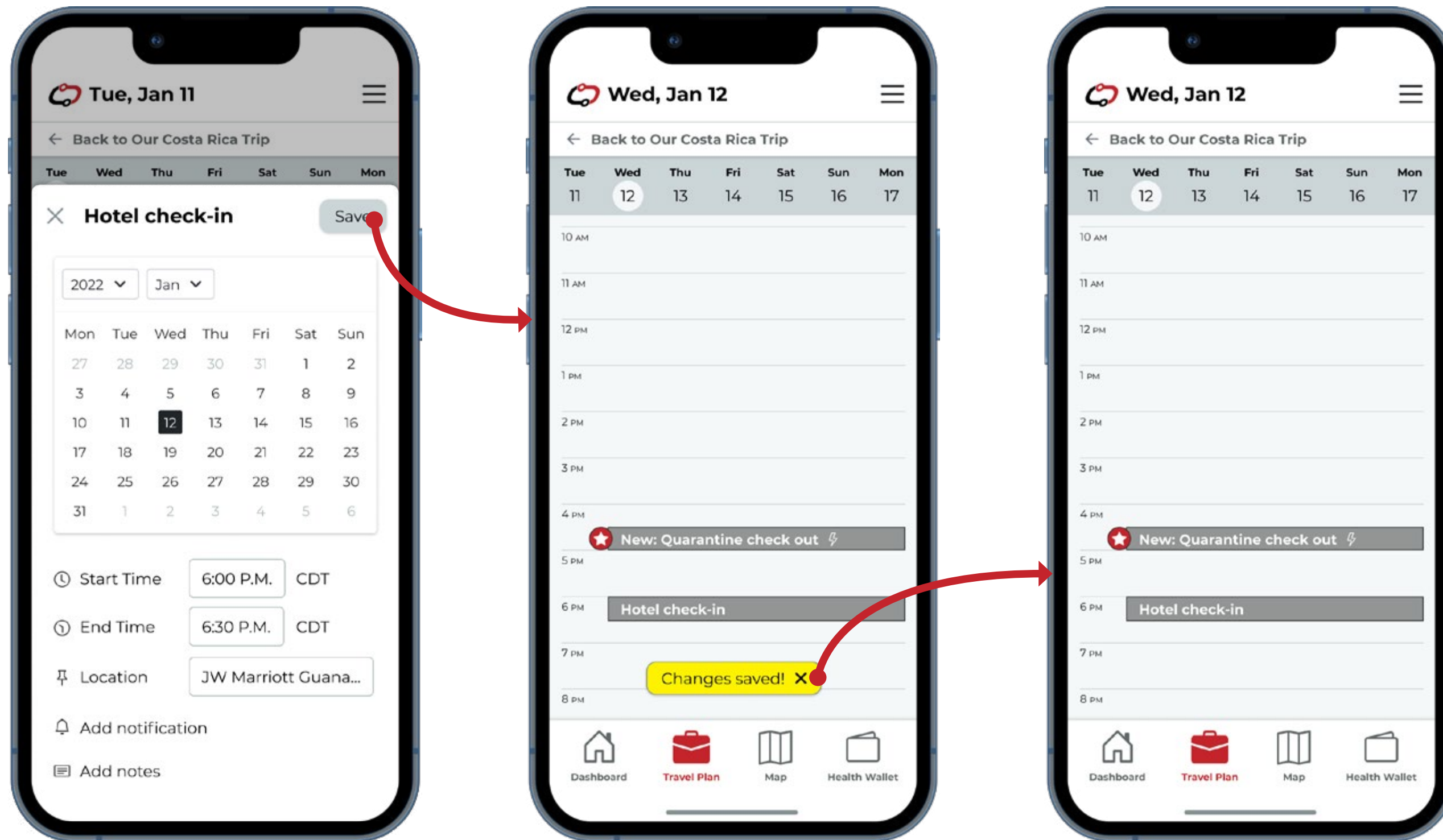


The final flow returns to Jessica, she has arrived at the airport with her family, and as they are approaching their gate, she hears a notification on her phone from the COVIDConnect app. Pulling out her phone to investigate, she sees the notification on the dashboard and selects it. Costa Rica has changed their testing and quarantine policy, and Jessica selects the notification to see additional information on the situation.

PROTOTYPE | USER STORY 3 (2 OF 3)



After calling her booking agent and getting her hotel check-in date pushed forward a day, Jessica selects Our Costa Rica trip from the notification overlay, and then View My Schedule. From there she is able to edit the date on her hotel check-in to the new correct day, clicking Hotel Check-in from the weekly calendar, and then selecting the next day on the monthly calendar overlay.



Jessica then clicks save, and is provided with a notification alerting her that the changes have been saved. She then can view the new date she will be checking into her hotel on the weekly trips calendar.

PROTOTYPE DEMO

See the prototype in action on Figma!

[User Story 1: Health Wallet](#)

[User Story 2A: Map / COVID Levels](#)

[User Story 2B: Map / Restaurant Search](#)

[User Story 3: Travel Plan](#)





Thank you!

Sincerely from Helene Atkins, Taylor Bartman, and Jaime Price. Special thanks to Jason Fisher for his contributions in the first two weeks!

APPENDIX

0.1 [Project plan \(Google Sheets\)](#)

Research

1.1 [User interview guide \(Google Docs\)](#)

1.2 [Interview notes \(Google Sheets\)](#)

1.3 [Personas, full resolution \(PDF\)](#)

1.4 [Customer journey maps, full resolution \(PDF\)](#)

1.5 [Storyboard sketches \(Miro\)](#)

Lo-Fi Designs

2.1 [Site maps \(Miro\)](#)

2.2 [Wireflows \(Miro\)](#)

2.3 [Low fidelity wireframes \(Figma\)](#)

Hi-Fi Designs

3.1 [Usability testing plan \(Google Docs\)](#)

3.2 [Usability testing notes \(Google Sheets\)](#)

