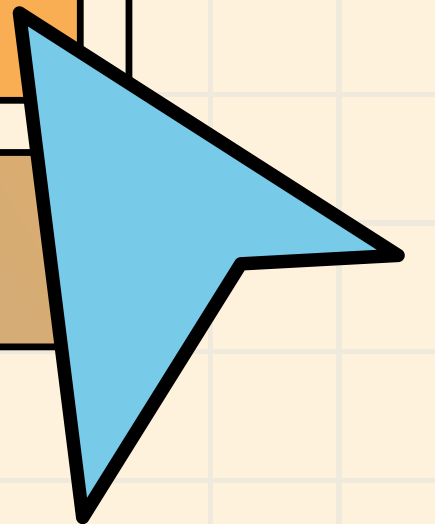


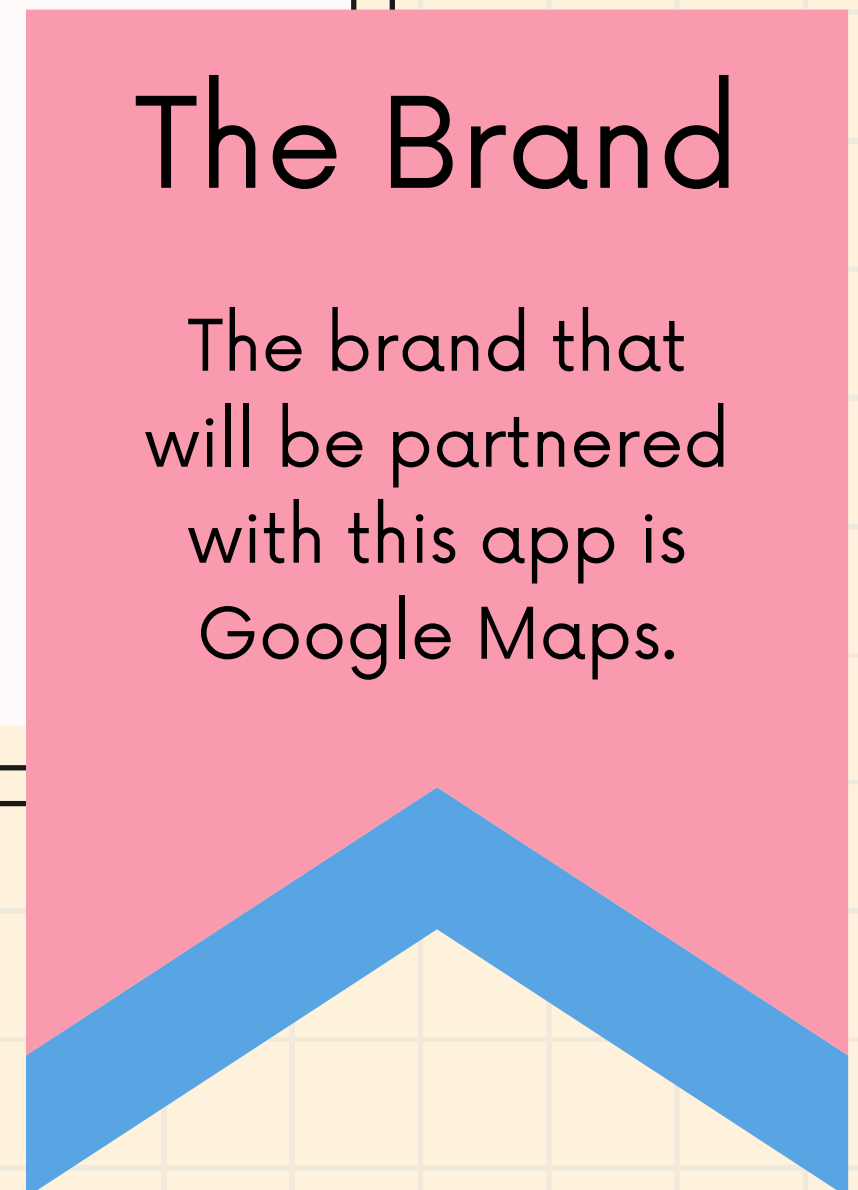
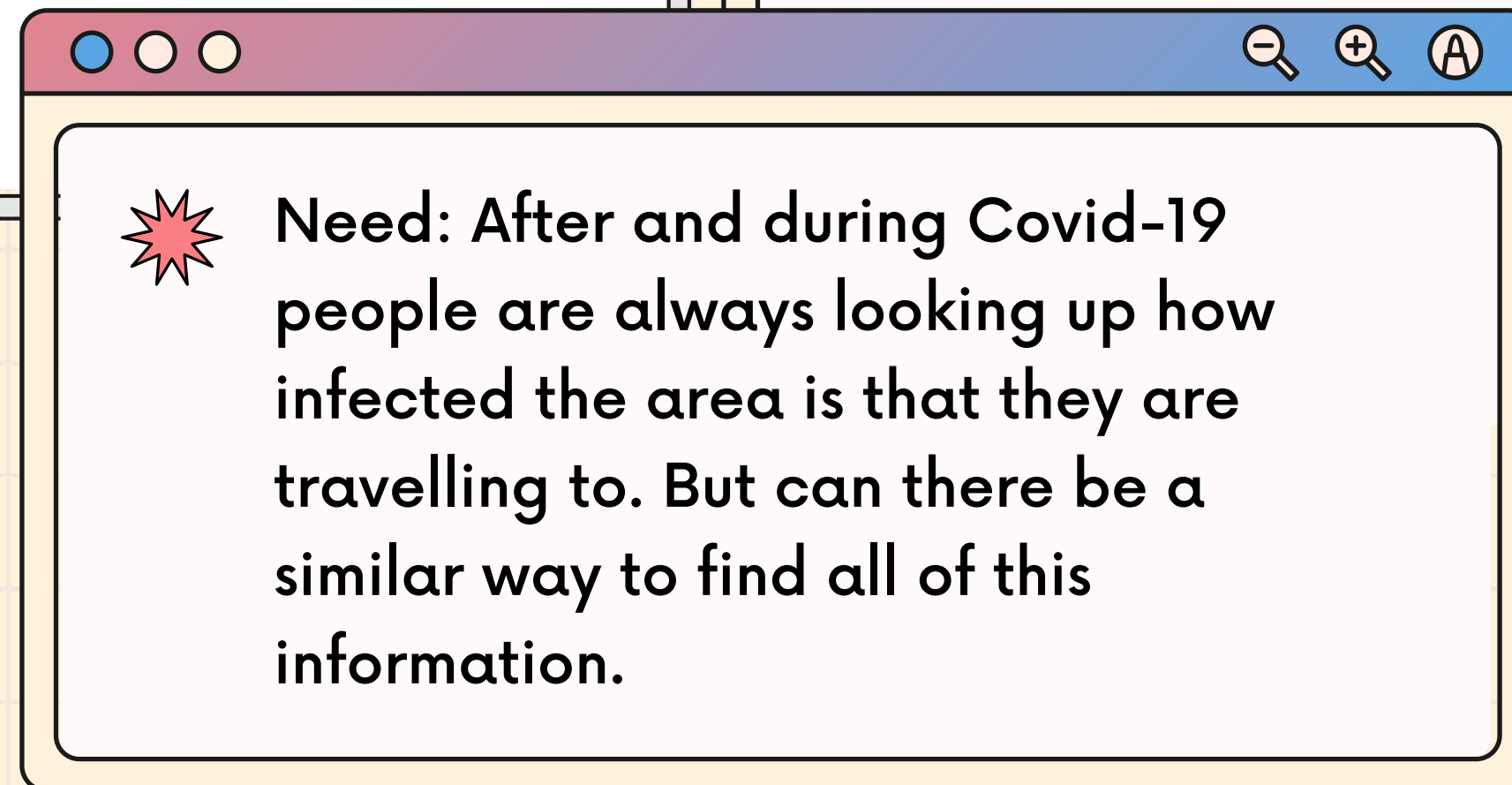
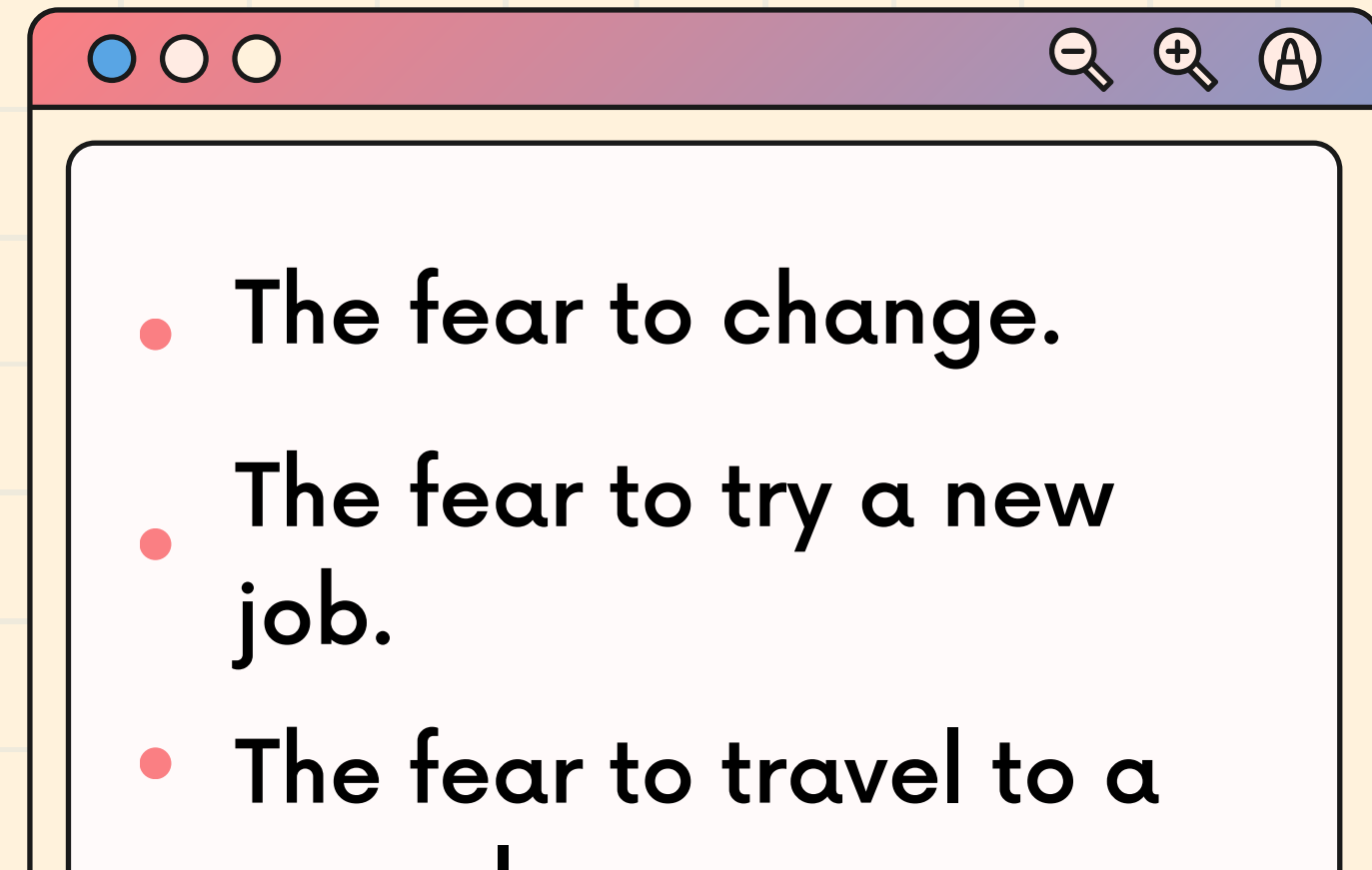
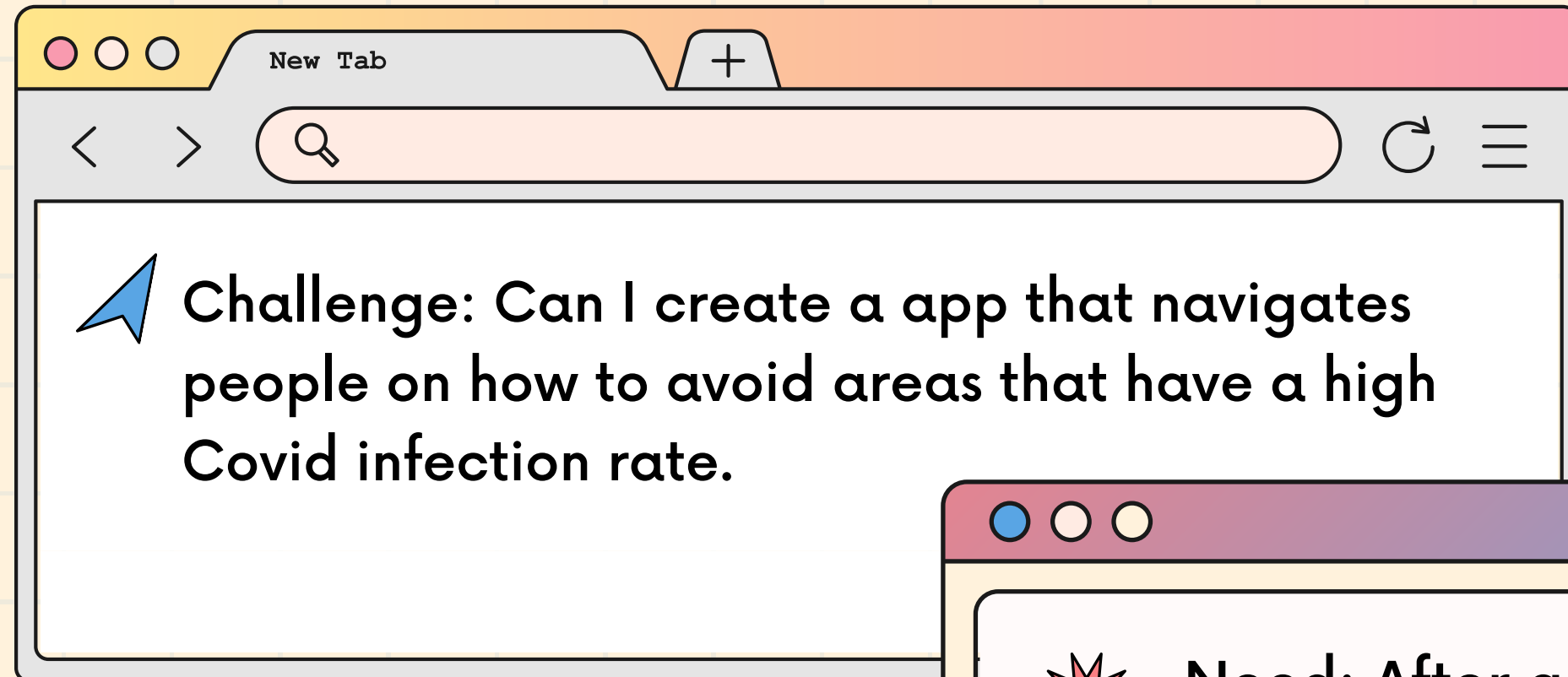
Area 19

Mobile App

By, Mackenzie Snider



Post Covid Problem



User Scenarios



Scenario N1:

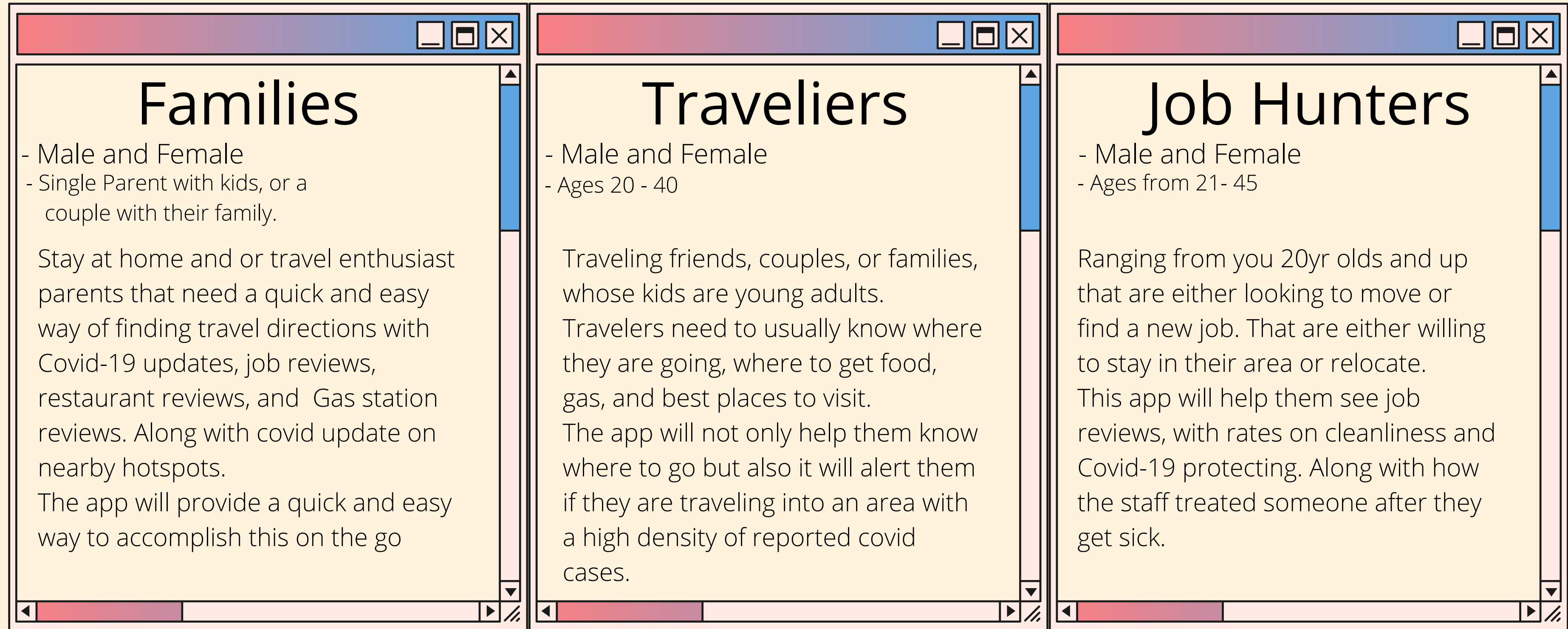
A Family is trying to choose where to go for their family trip. Trying to be responsible and safe they decide to travel using Area-19 so they don't travel into areas with a high amount of Covid-19 cases.

Scenario N2: Mandy wants to move to a new agency because the current one she works for has failed to train new employees the current Covid-19 safety protocols and everyone started getting sick. To find a job that is staying safe and clean from Covid, she uses Area-19 to find a job with a Green Pin that shows they have a high safety rating.

User

For this app I have narrowed it down to three groups.

Groups



PERSONA #1

User Group: Families

Courtney Key

Courtney is a busy working mom. She spends most of her days working as an accountant while her husband works in the ER. Being a stay at home mom can be very challenging, especially when you are trying to focus on computing numbers, while being a stay at home mom with a 2yr and a 6yr.

When she can Courtney loves to either take time away for herself or to start planning family trips away to new places. She does this to help create a change of scenery for everyone in her family. Although traveling with young kids can be a hassle. Especially when you have a husband that works in the ER and doesn't want anyone in the family getting sick.

KEY OBJECTIVES:

Map

Covid-19 updates

Peace of mind

Cleanliness

CHALLENGES:

By only using google maps Courtney doesn't receive any updates and can't see the reviews of gas stations that she is stopping at to let her kids go to the bathroom. .



PERSONA #1

User Group: Traveliers

Megan Green and Anthony Green

Megan and Anthony Green first met when they were both hiking the Appalachian Trail. It is where they fell in love with each other and hiking. Megan used to work in an advertising agency before she became a Travel Blogger. Whereas, Anthony was / still is a fitness instructor. He started hiking to just escape the city life and to try something new. With both of them starting a new chapter in their lives, they decided that they should create a travel challenge. By the end of the year the couple hope to hike every great trail in the USA.

To do this and keep an eye on their health and their safety, they need a resource that will not only give them Covid-19 updates but also alert them if they are traveling into a dense Covid-19 case area.

KEY OBJECTIVES:

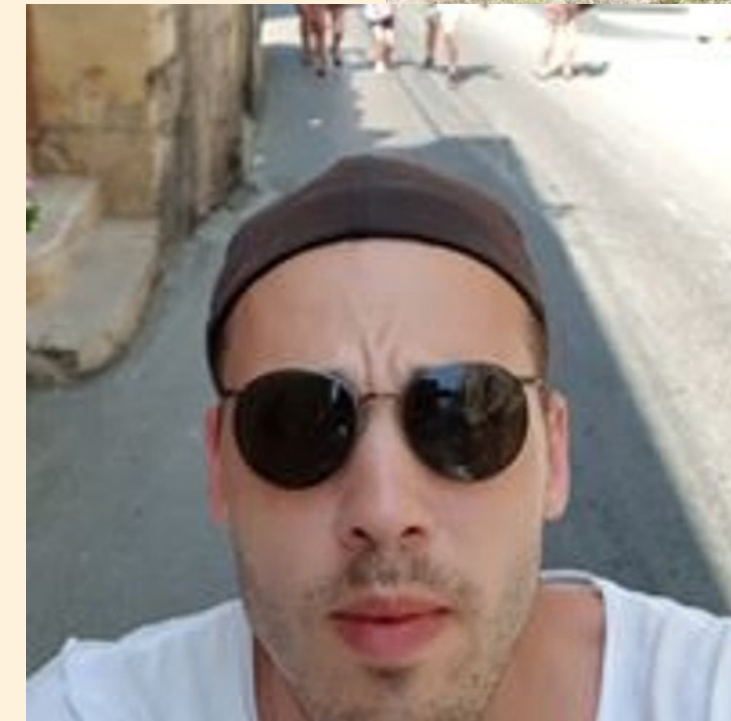
Map

Covid-19 updates

Reviews

CHALLENGES:

By only using google maps Megan cannot see the top rated trails, nor receive any warnings if she is in a high density area.



PERSONA #1

User Group: Job Hunters

Sarah Raymond

Sarah has been a busy bee her entire life. Whenever she would get bored she would either move onto another job or create a new project for herself to keep busy. Although she does have a bit of a germ freak side. Sarah hates getting sick, because it keeps her away from her work. Ever since the Covid-19 outbreak she has been stuck inside and has been afraid to work. All she wants is to move out of the stressful life of living in NYC and move out to the country side with a new job surrounded with a lower number of Covid cases.

If only it was that easy. Sarah is able to find how many Covid cases there are in the area but not from the job she is applying for. She wants to feel safe and secure while applying for her new job.

KEY OBJECTIVES:

Job Search

Covid-19 updates

Reviews

Cleanliness

CHALLENGES:

If Sarah could have an app where she can read real reviews and apply to a job while receiving Covid updates. It would give her some feeling of security.



User Scenarios

GROUP

Families

PERSON

Courtney Key

1 Map Route

Before the App:

Go to Google maps ~ enter address ~ no covid updates ~ traveling with uncertainty ~ calling parents to ask for advice ~ feeling more uncertain not knowing the real number of Covid case rates in the area. .

Using Area-19:

Go to the app ~ go to live map ~ Enter address ~ receive live updates on Covid case rates in the area ~ see pin colors/banner colors ~ feel confident in the security of the updates, by chatting with our live agent to confirm everything.

2 Find places to stop on the way.

Before the App:

Go to Google ~ Search for gas stations/restaurants in area ~ read reviews ~ (Still wondering if the reviews are real people or robots.) ~ Then search on another site rates of Covid-19 in the area.

Using Area-19:

Go to App ~ track location ~ See covid rates on the color of the businesses banner ~ read reviews ~ feel safe knowing reviews are verified ~ ask a live agent for tips and advice on where to eat ~ leave reviews.



It's Thursday morning and Courtney has been planning a surprise trip for her family this weekend. She's planning on taking her family to her parents beach house in Maples, FL. Although she is worried about traveling safely not knowing for certain what areas have a high density of Covid-19 case rates.

User Scenarios

GROUP

Traveliers

PERSON

Megan and Anthony Green

1 Track Route

Before the App:

Go to Google Maps ~ Enter desired address ~ see nearby shops ~ separate search for reviews ~ no Covid-19 updates.

Using Area-19:

Go to Area-19 ~ go to maps ~ Type in desired location ~ receive Covid-19 updates ~ Track area Covid density with the different color of pins on route map.

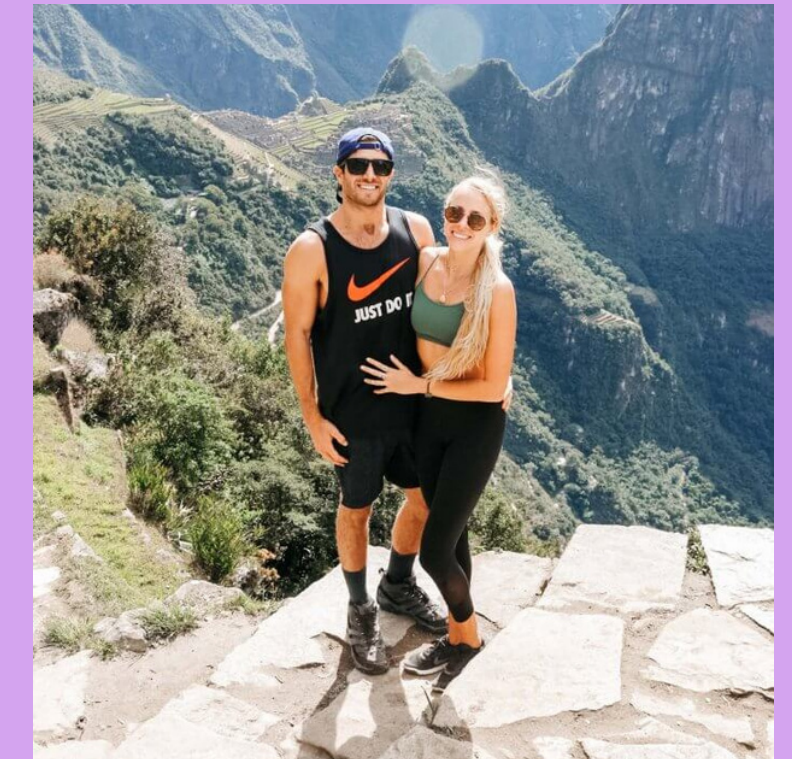
2 Find Safe Stops

Before the App:

Go to Google ~ Search for gas stations/stores in area ~ read reviews ~ (Still wondering if the reviews are real people or robots.) ~ Then search rates of Covid-19 in the area.

Using Area-19:

Go to Area-19 ~ go to maps ~ Search for gas stations/stores in area ~ read reviews ~ Know reviews are verified ~ Then see the Covid-19 status rating.



It's 8am on a Thursday, Megan and Anthony Green woke up in their van and are preparing to go on their next hike. They need to map out their route to the trail. See what trails are top rated in their area, and find gas/groceries for their trip.

User Scenarios

GROUP

Job Hunters

PERSON

Sarah Raymond

1 Search for jobs

Before the App:

Searching for jobs online ~ Doing the research ~ Going to Covid-19 update websites ~ insecure about the reviews ~ apply with uncertainty for job.

Using Area-19::

Open the app ~ go to profile ~ clicking Job search ~ selecting the area ~ Seeing the status of Covid-19 rating ~ see reviews from verified people ~ applying for job.

2 Read Reviews

Before the App:

Go to Indeed ~ Find jobs in desired area ~ Read reviews ~ (Still wondering if the reviews are real people or robots.)

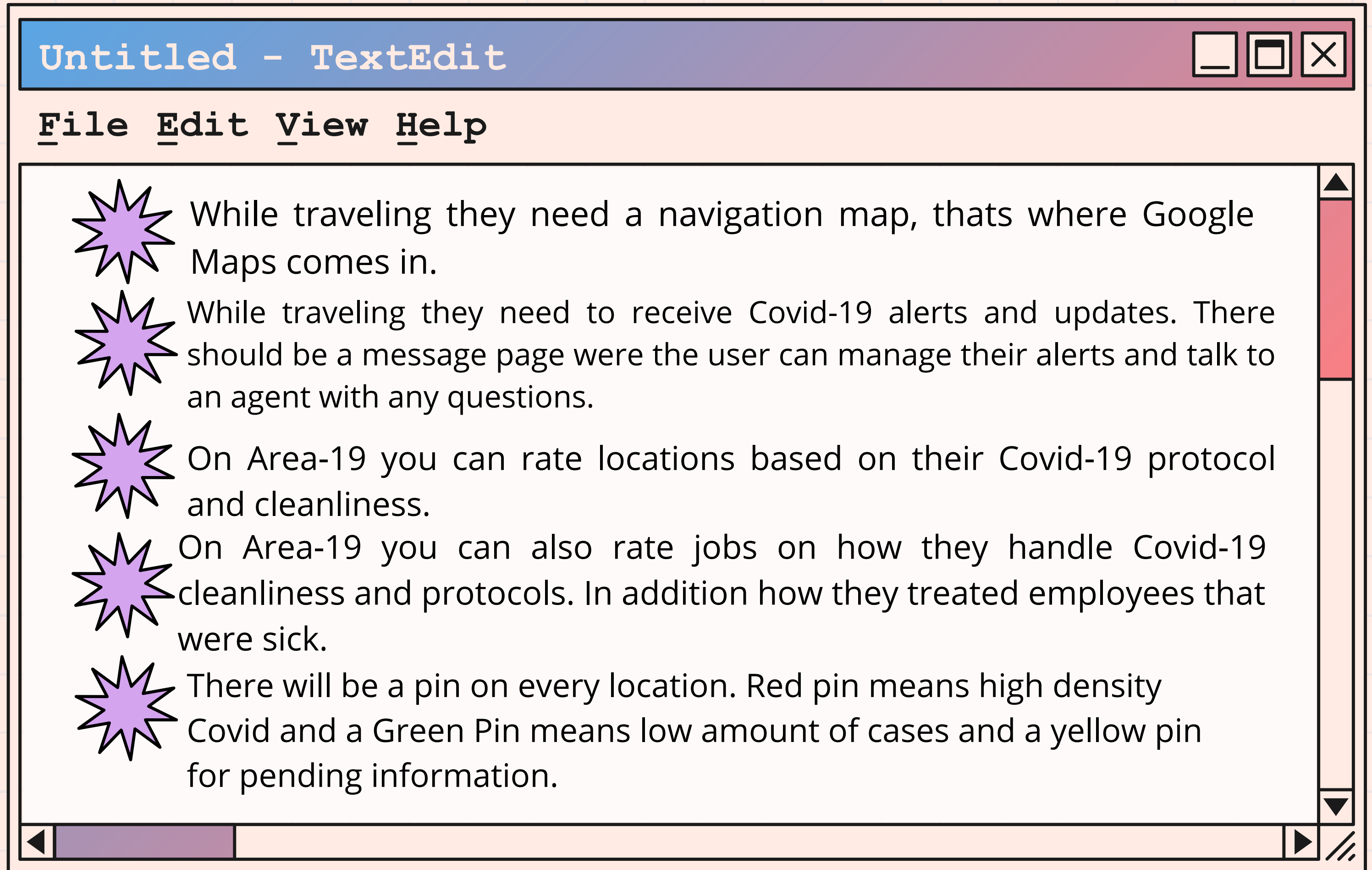
Using Area-19:

Open the app ~ go to profile ~ clicking Job search ~ selecting the area ~ Seeing the status of Covid-19 rating ~ see reviews from verified people ~ comment on reviews and ask questions.

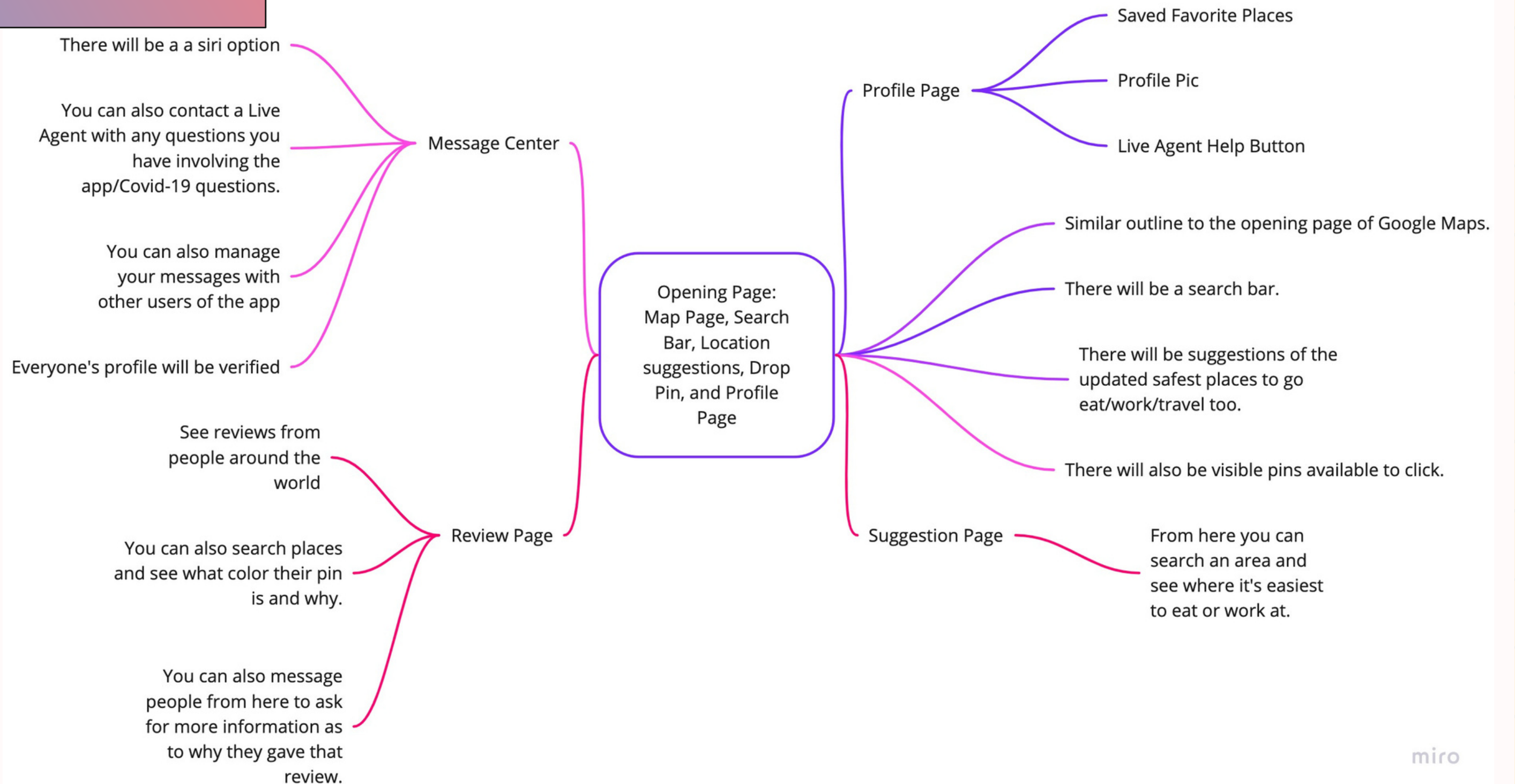


It's a regular Saturday afternoon and again Sarah is suffering a severe amount of boredom. She has been searching for a new job for weeks now. But she is struggling to trust the job reviews and reviews of the businesses Covid-19 protocols.

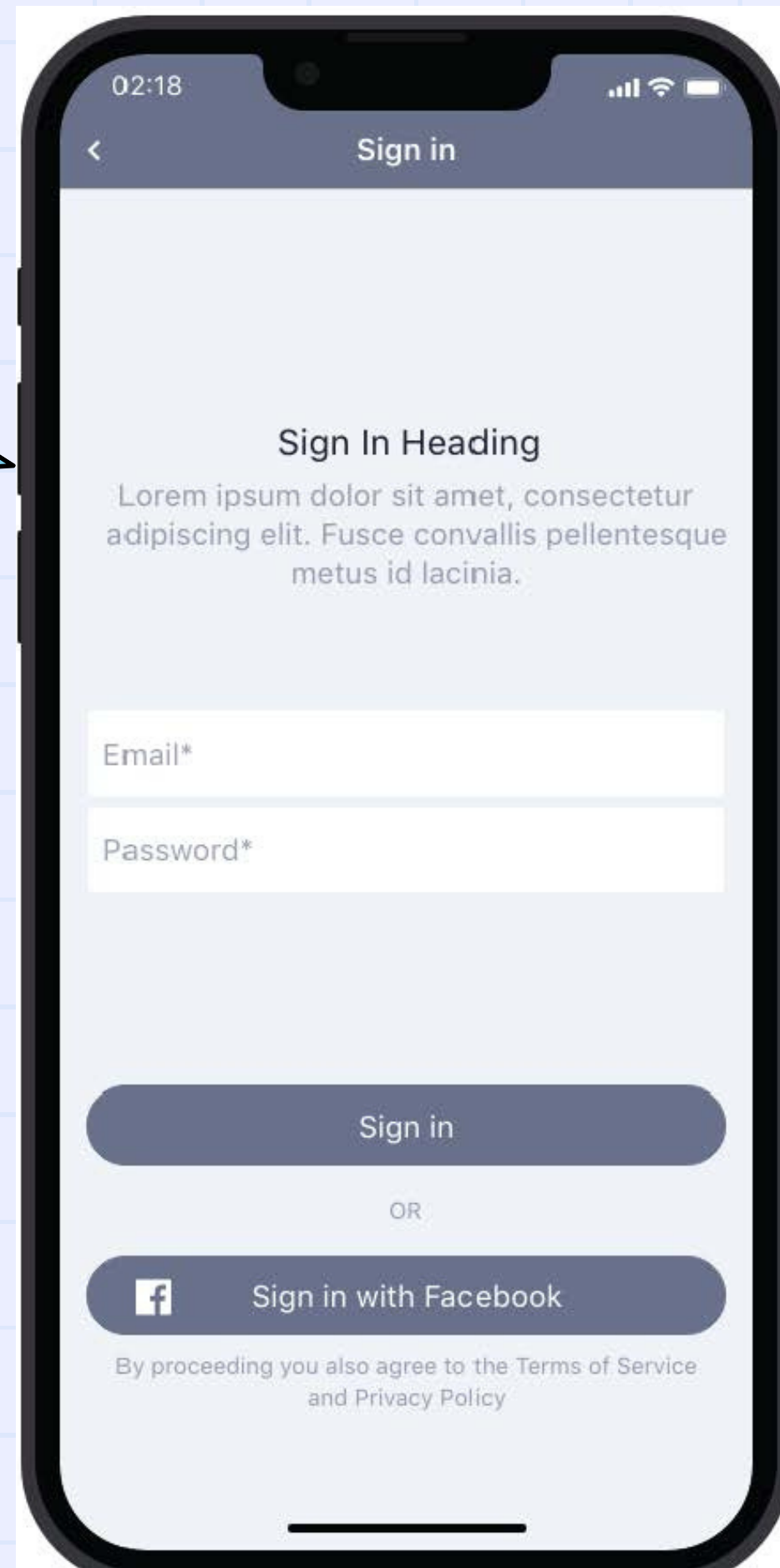
SCOPE



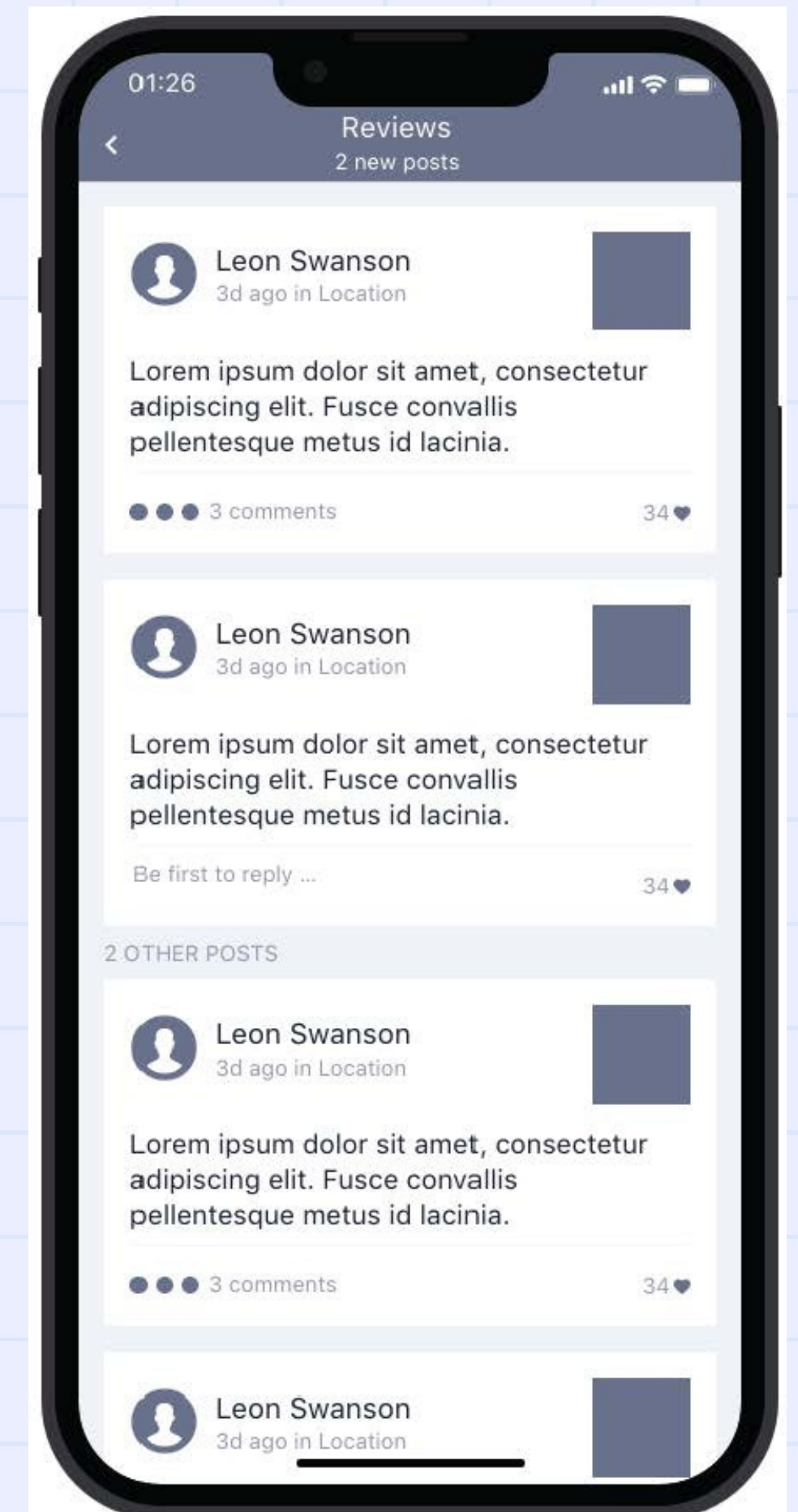
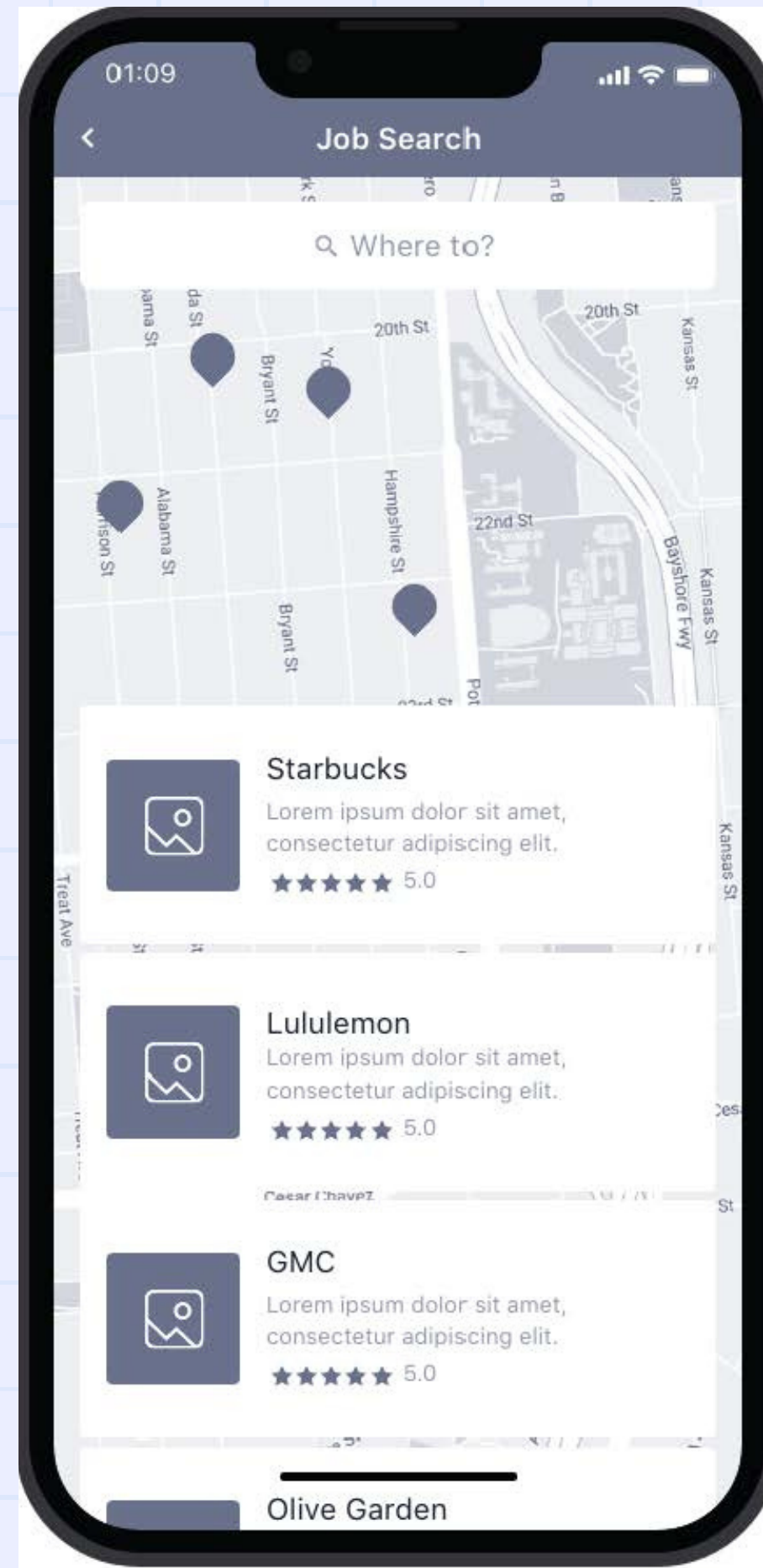
Navigation Tree



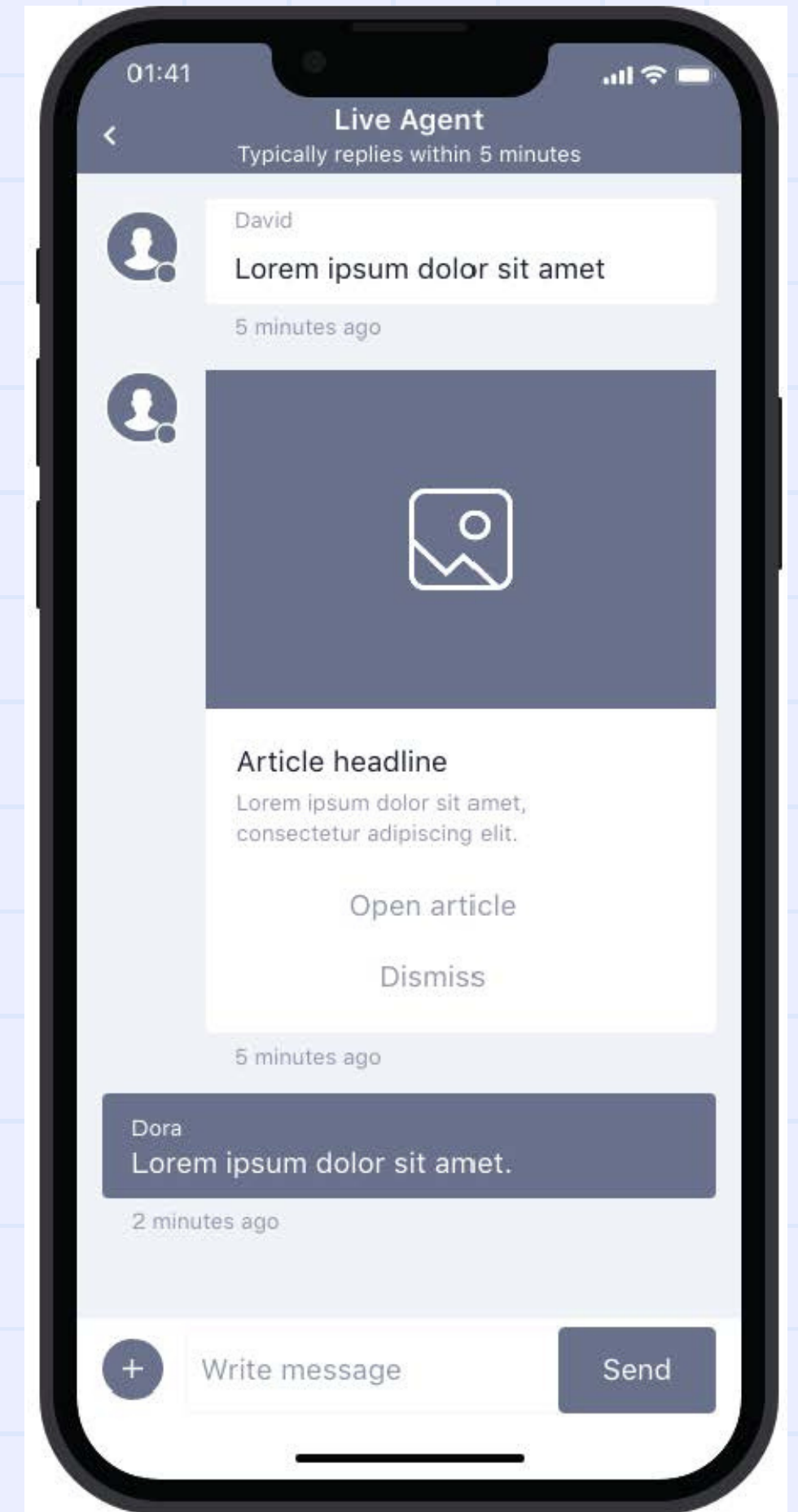
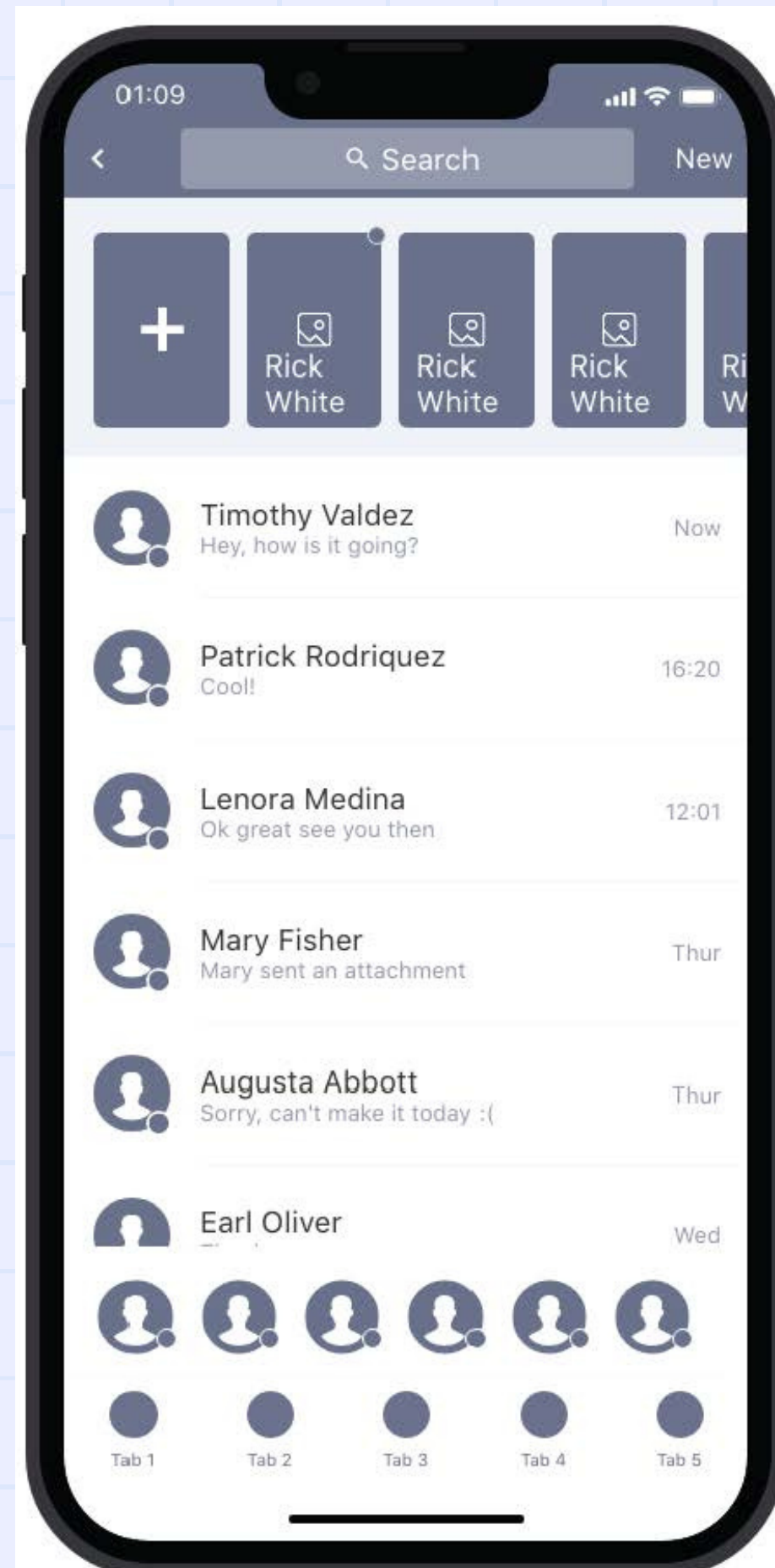
Skeleton: Low-fidelity Wireframes



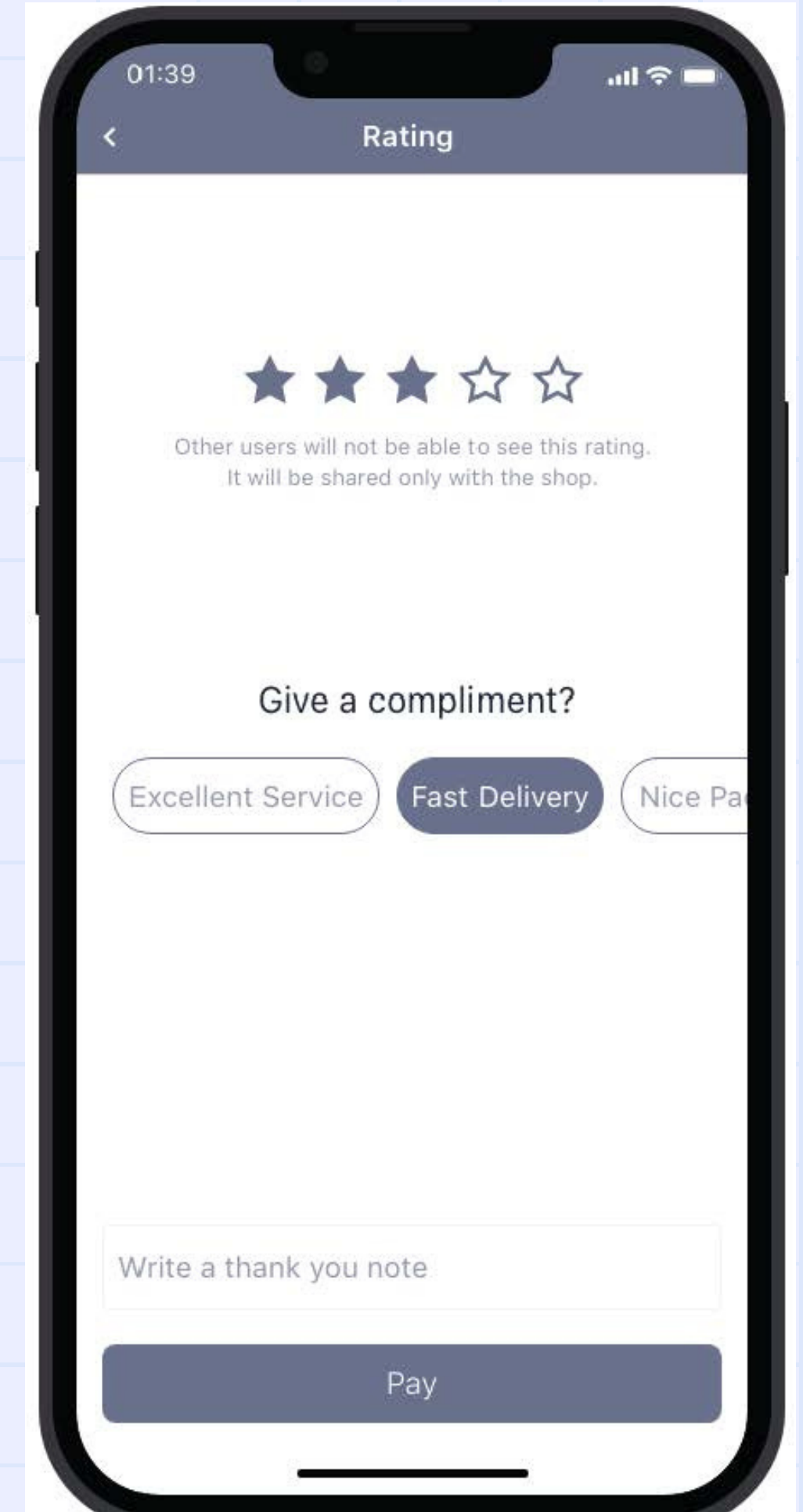
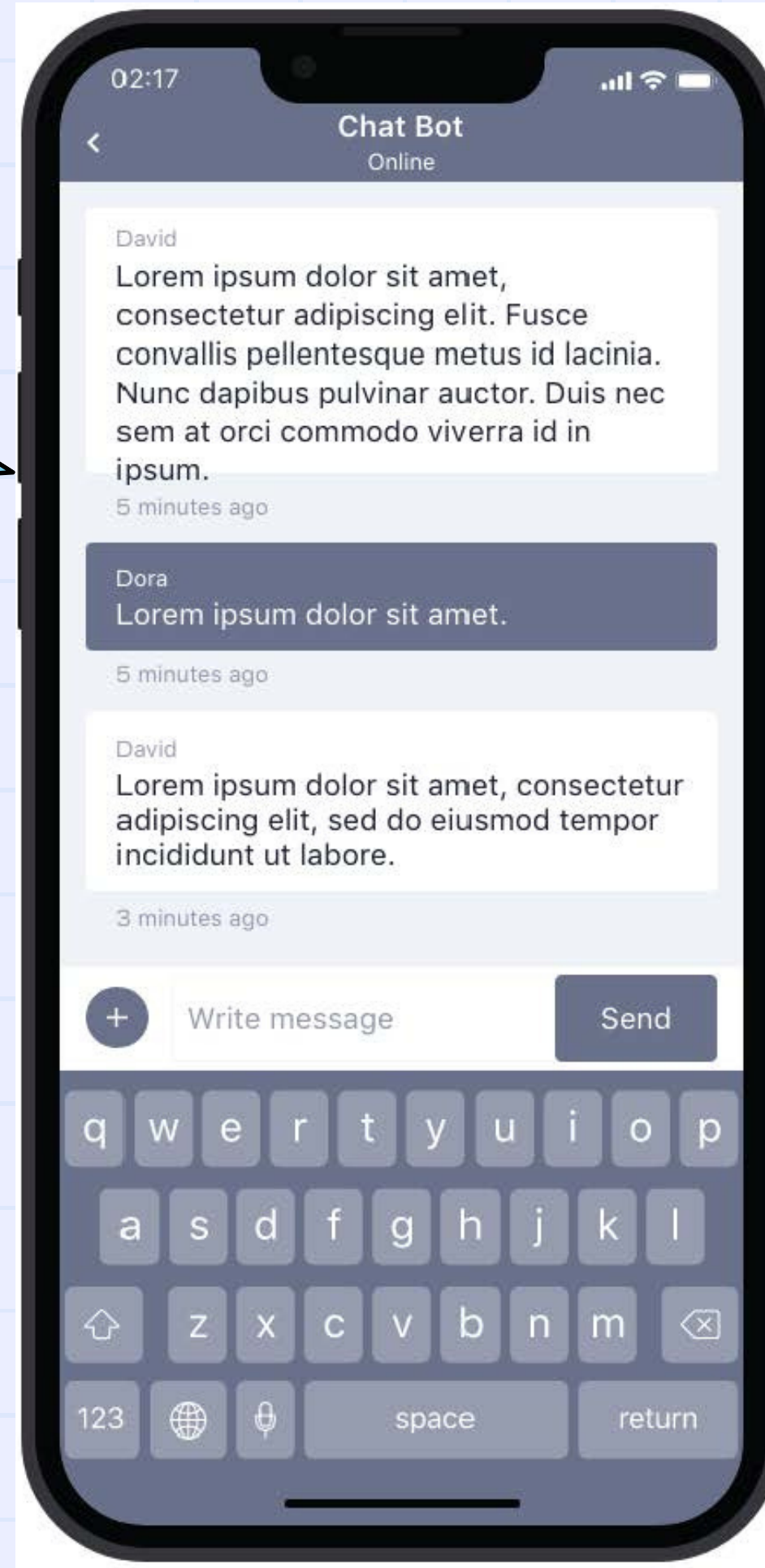
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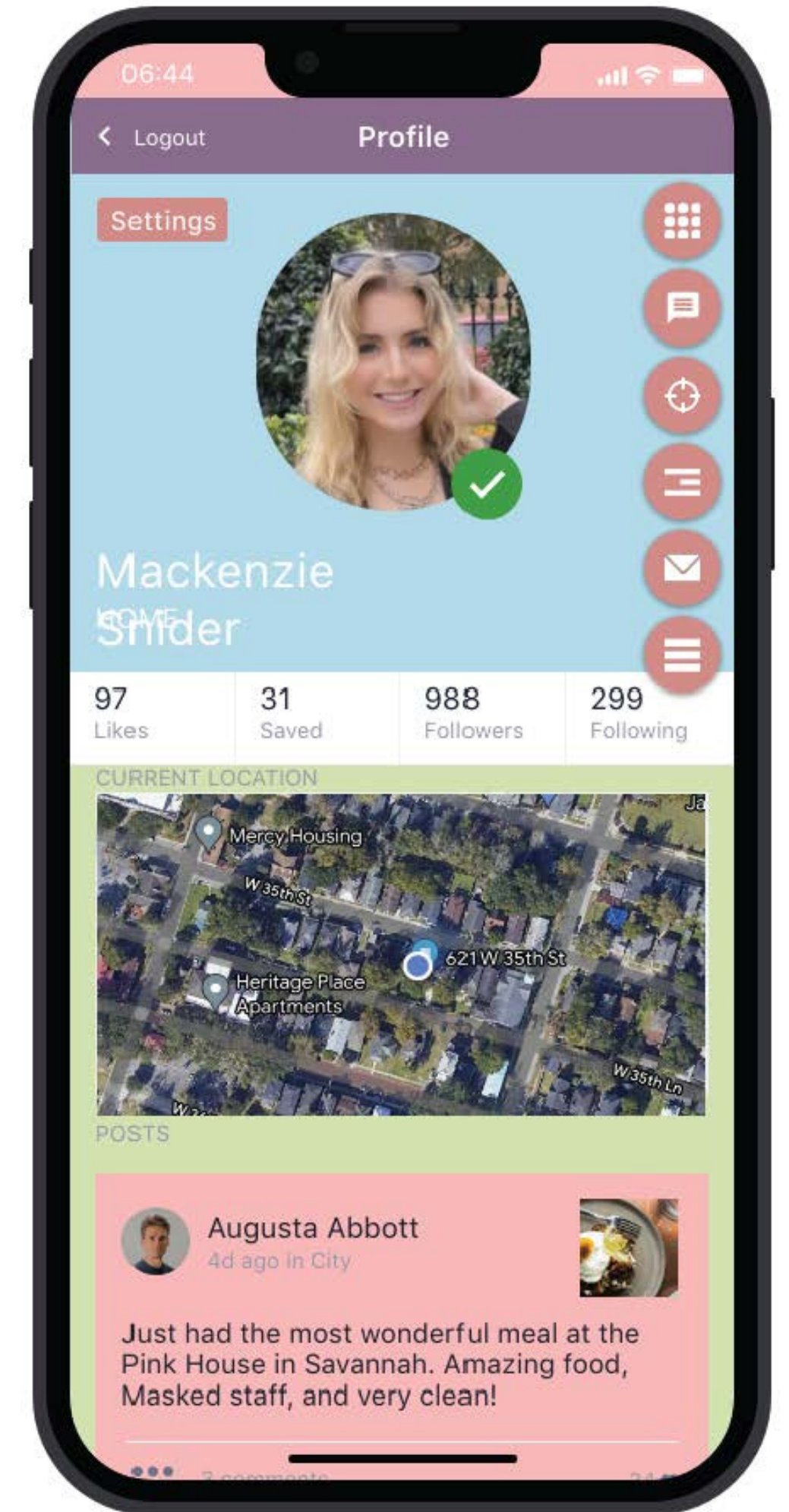
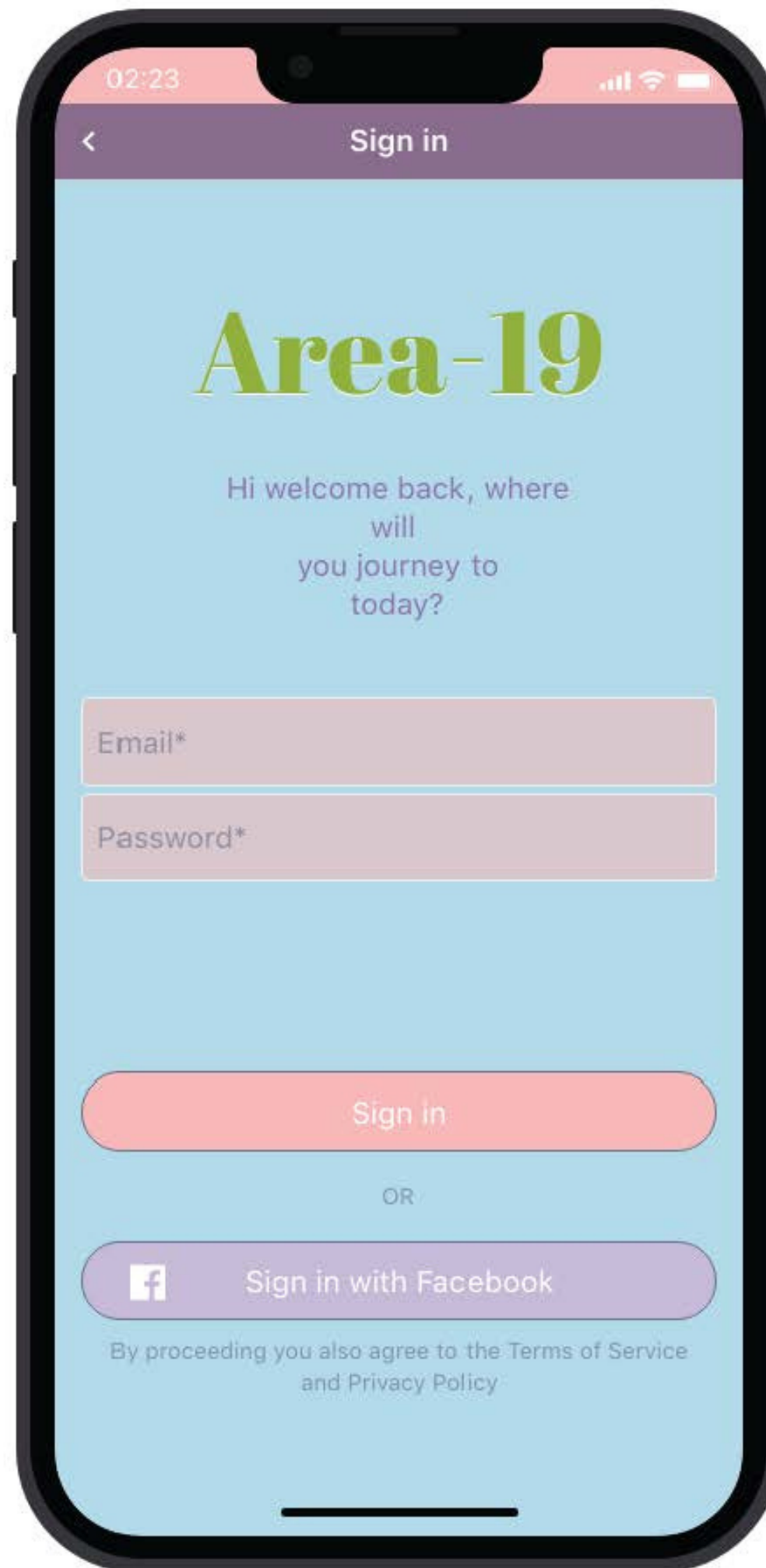
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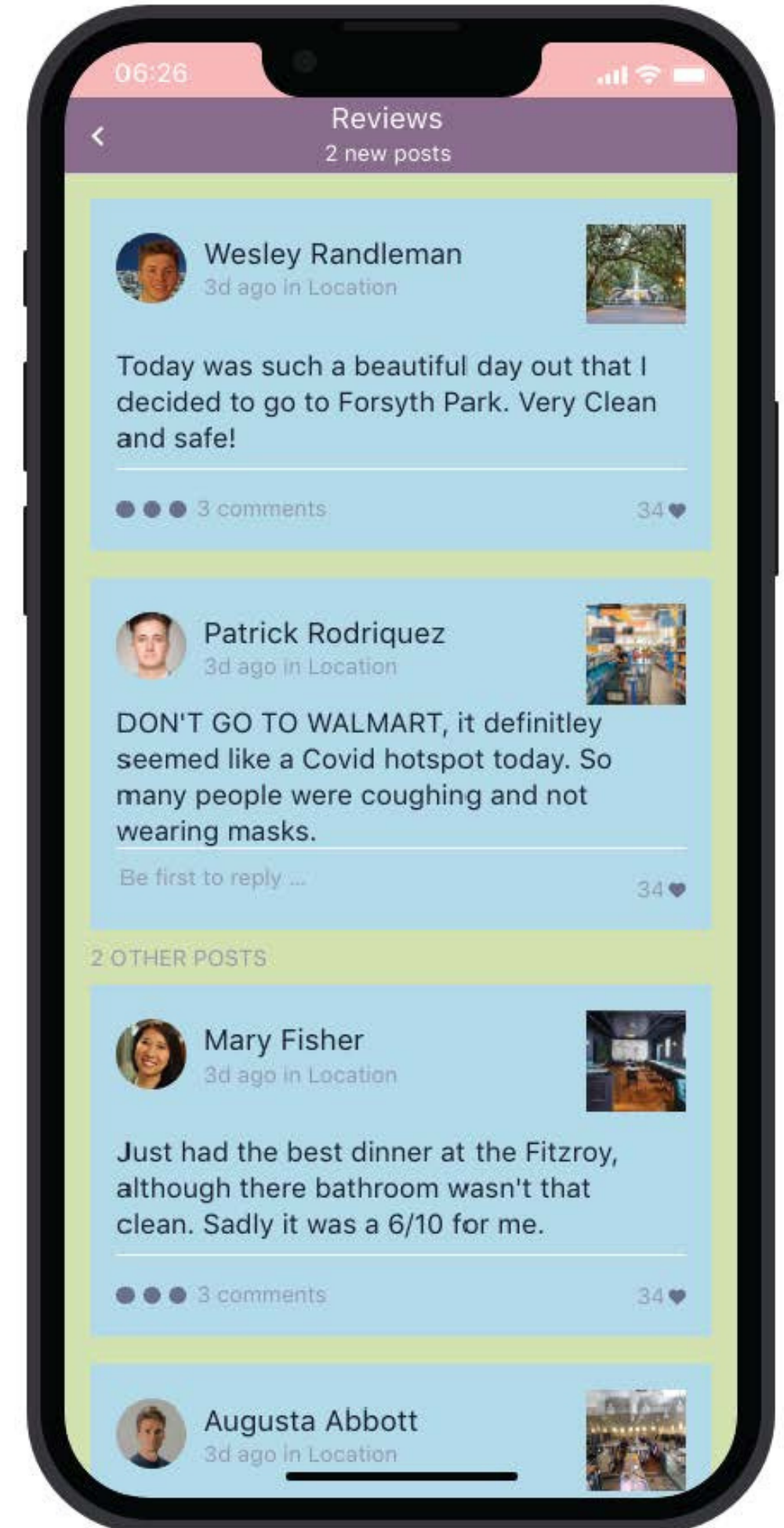
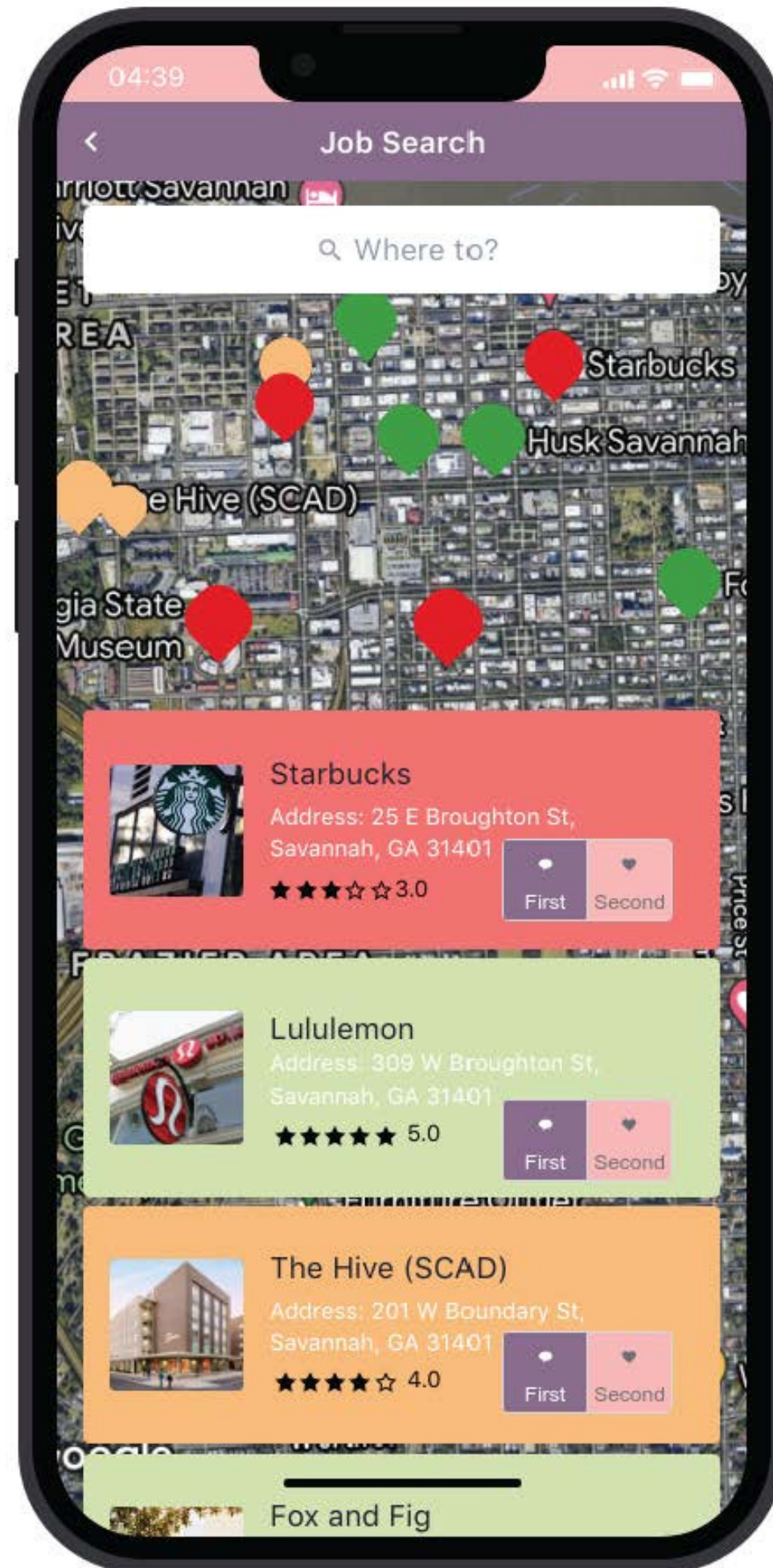
Skeleton: Low-fidelity Wireframes



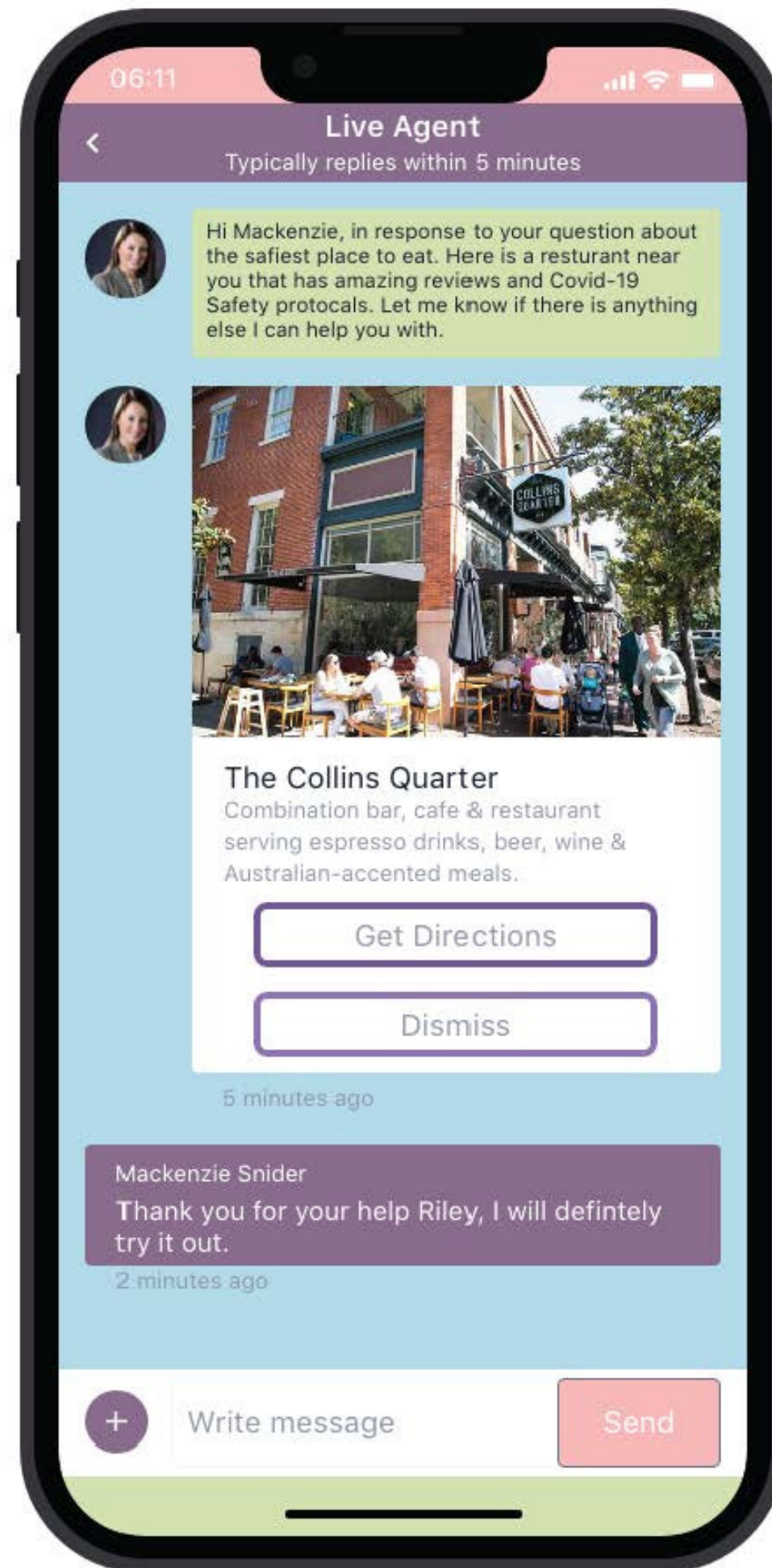
Final Wireframes



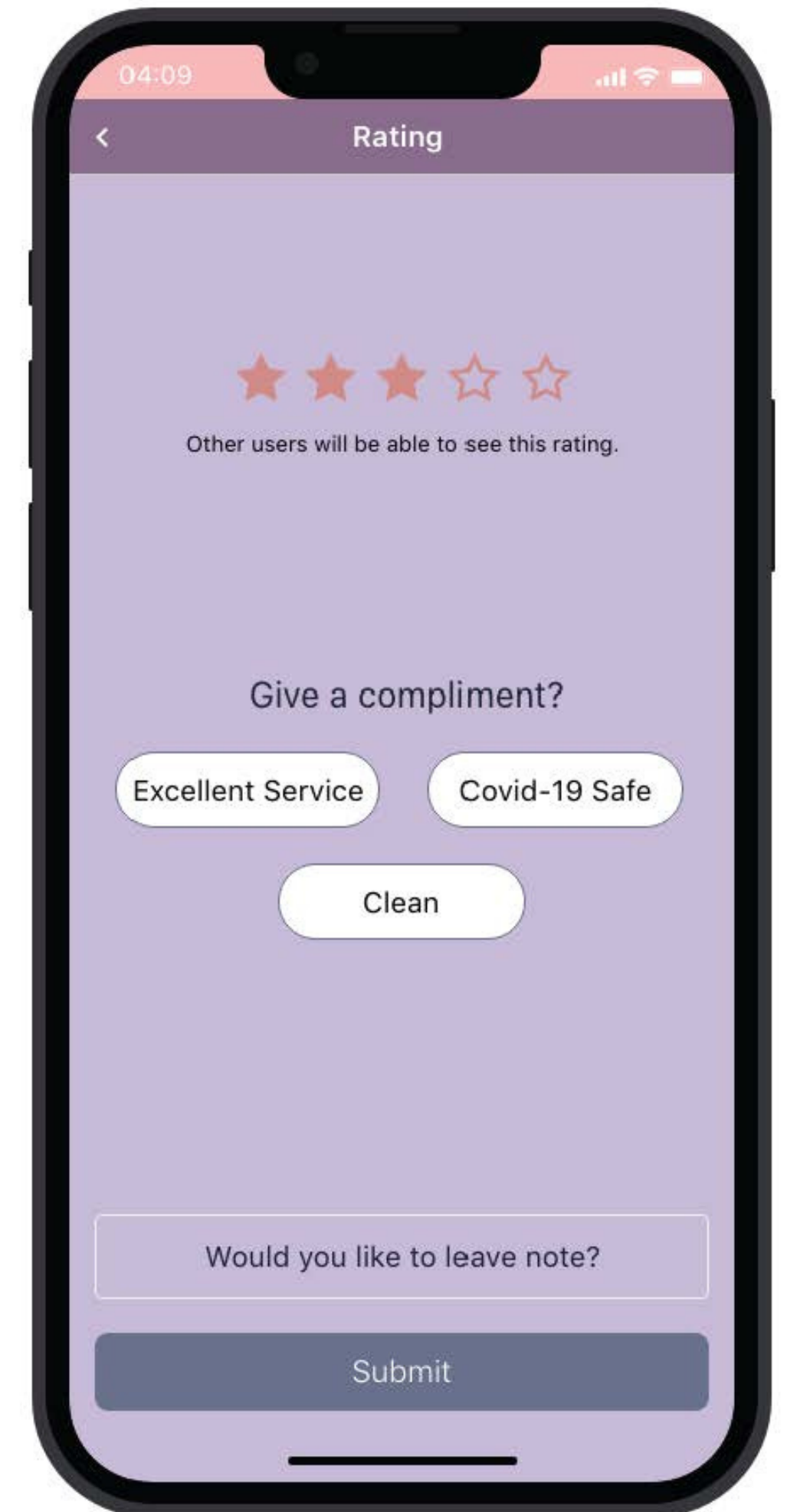
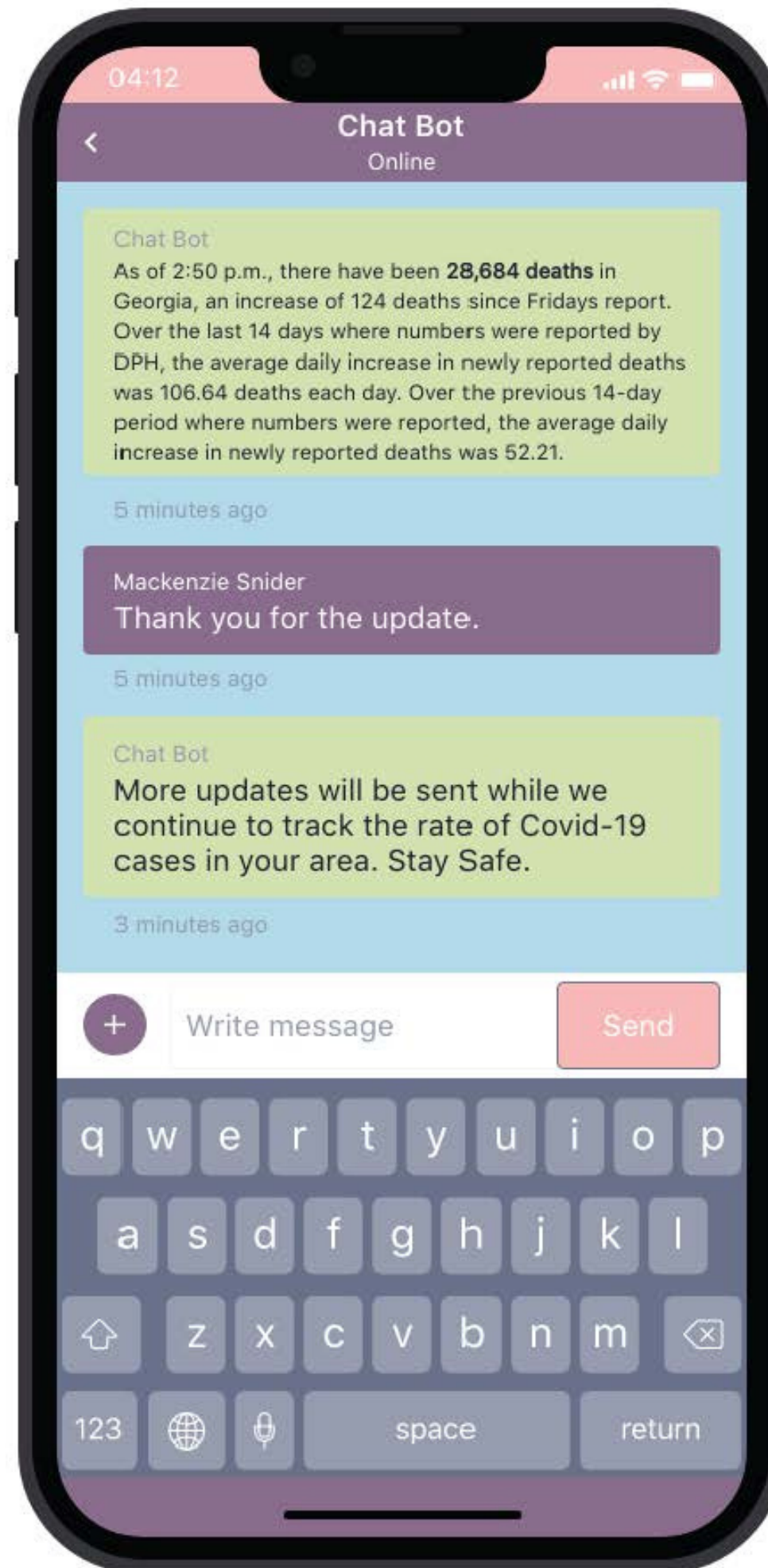
Final Wireframes



Final Wireframes



Final Wireframes



Final Wireframes

