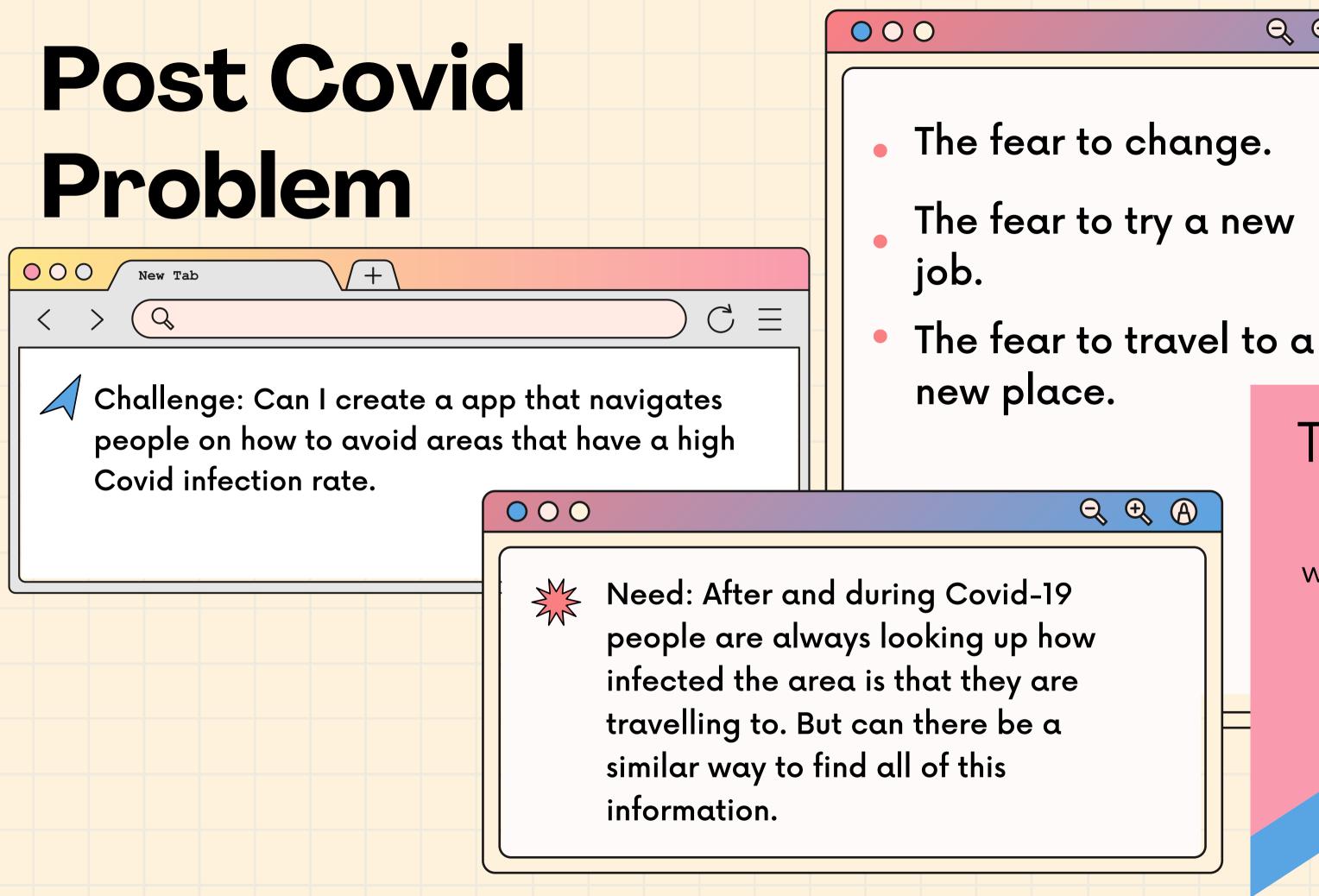


N



The Brand

The brand that will be partnered with this app is Google Maps.

User Scenarios

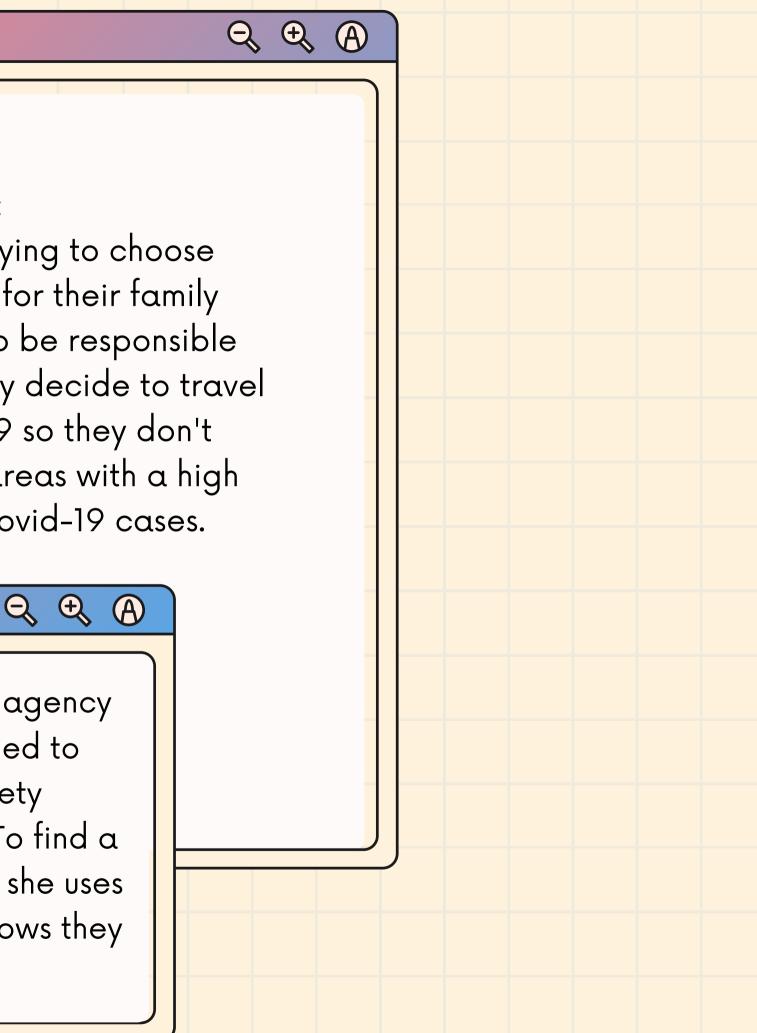
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Scenario N1: A Family is trying to choose where to go for their family trip. Trying to be responsible and safe they decide to travel using Area-19 so they don't travel into areas with a high amount of Covid-19 cases.

\mathbf{O}

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.





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

Groups

Families

- Male and Female
- Single Parent with kids, or a couple with their family.

Stay at home and or travel enthusiast parents that need a quick and easy way of finding travel directions with Covid-19 updates, job reviews, restaurant reviews, and Gas station reviews. Along with covid update on nearby hotspots.

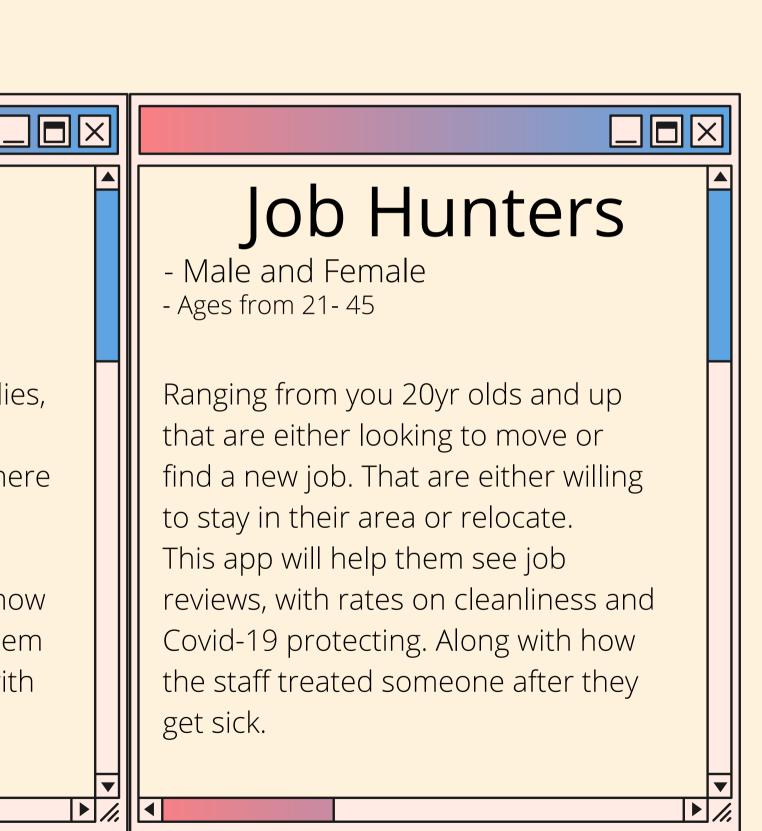
The app will provide a quick and easy way to accomplish this on the go

Traveliers

- Male and Female - Ages 20 - 40

Traveling friends, couples, or families, whose kids are young adults. Travelers need to usually know where they are going, where to get food, gas, and best places to visit. The app will not only help them know where to go but also it will alert them if they are traveling into an area with a high density of reported covid cases.

◀



User Group: Families

Courtney Key

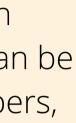
Courtney is a busy working mom. She spends most of her days working as an accountant while her husband works in the ER. Being a stay at home mom can be very challenging, especially when you are trying to focus on computing numbers, while being a stay at home mom with a 2yr and a 6yr.

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:

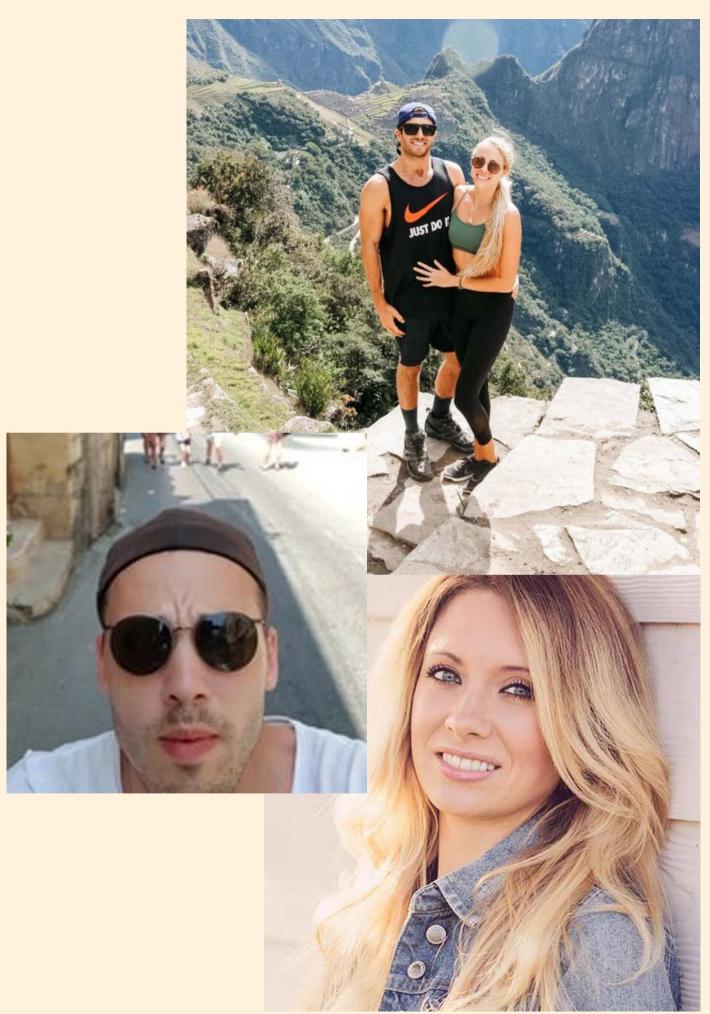
Мар

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 board 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 if 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

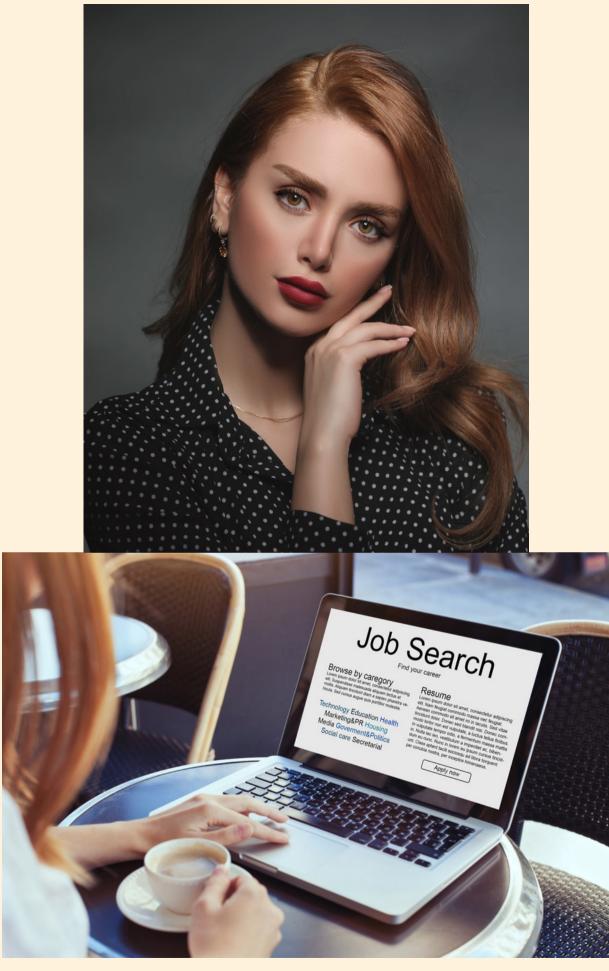
Covid-19 updates

Reviwes

Cleanliness

CHALLENGES:

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



Alser Scenarias

GROUP PERSON Families

Courtney Key

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 comfirm everything. 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.



GROUP PERSON

Traveliers

Megan and Anthony Green

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 ~ recieve Covid-19 updates ~ Track area Covid density with the different color of pins on route map.



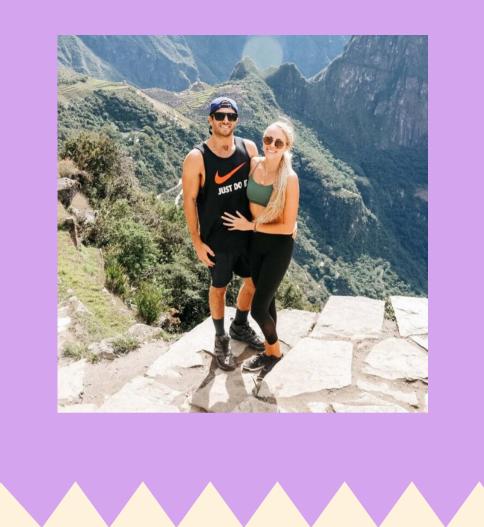
Find Safe Stops

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 our their route to the trail. See what trails are top rated in their area, and find gas/groceries for their trip.



GROUP PERSON

Job Hunters

Sarah Raymond

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.

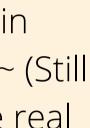
Read Reviews

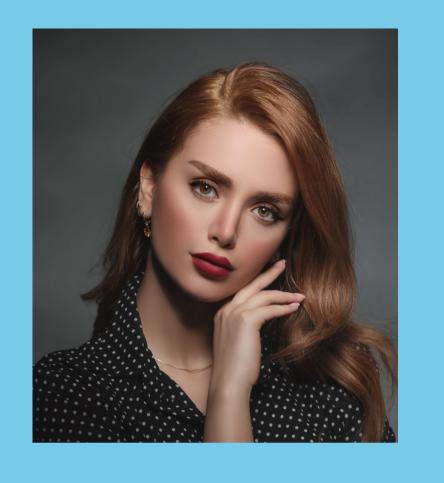
Before the App:

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.





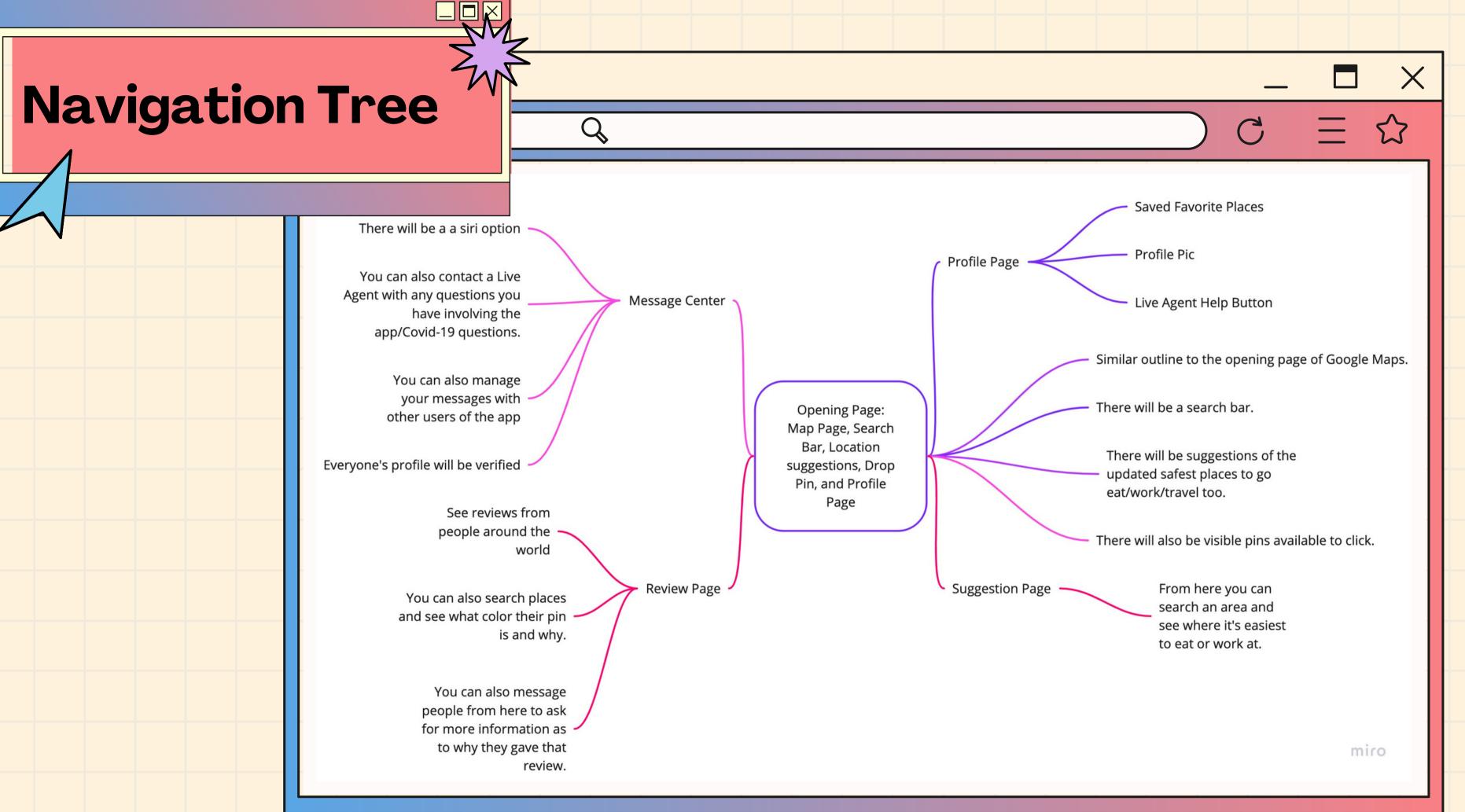
It's a regular Saturday afternoon and again Sarah is suffering a severe amount of boredom. She has been searching for a new job for weeks now. But she is struggling to trust the job reviews and reviews of the businesses Covid-19 protocals.

SCOPE

Untitled - TextEdit

File Edit View Help

- While traveling they need a navigation map, thats where Google \checkmark Maps comes in.
- - While traveling they need to receive Covid-19 alerts and updates. There should be a message page were the user can manage their alerts and talk to an agent with any questions.
 - Con Area-19 you can rate locations based on their Covid-19 protocol and cleanliness.
- $\mathcal{M}_{\mathcal{O}}$ On Area-19 you can also rate jobs on how they handle Covid-19 cleanliness and protocols. In addition how they treated employees that were sick.
- - There will be a pin on every location. Red pin means high density Covid and a Green Pin means low amount of cases and a yellow pin for pending information.



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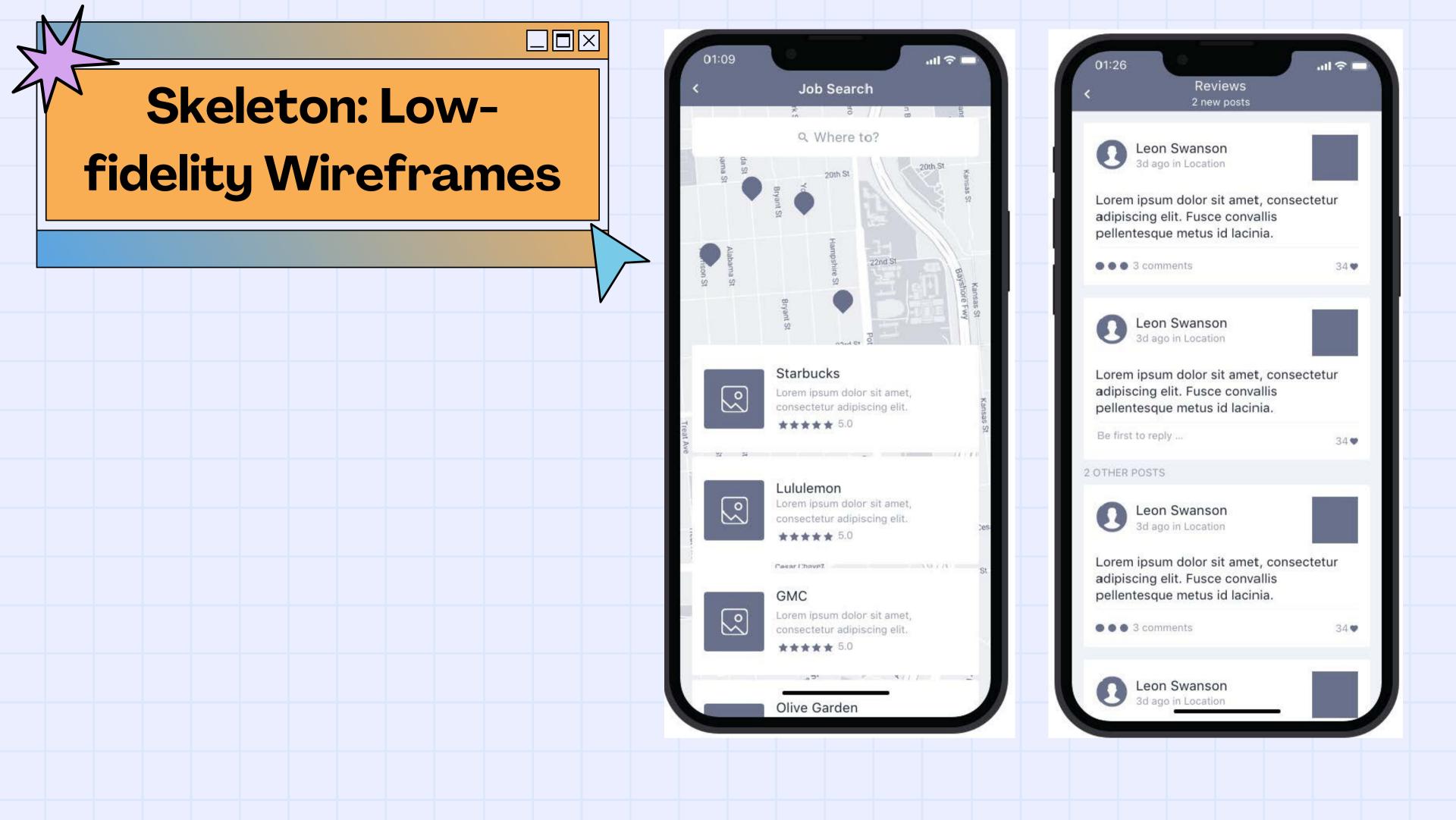
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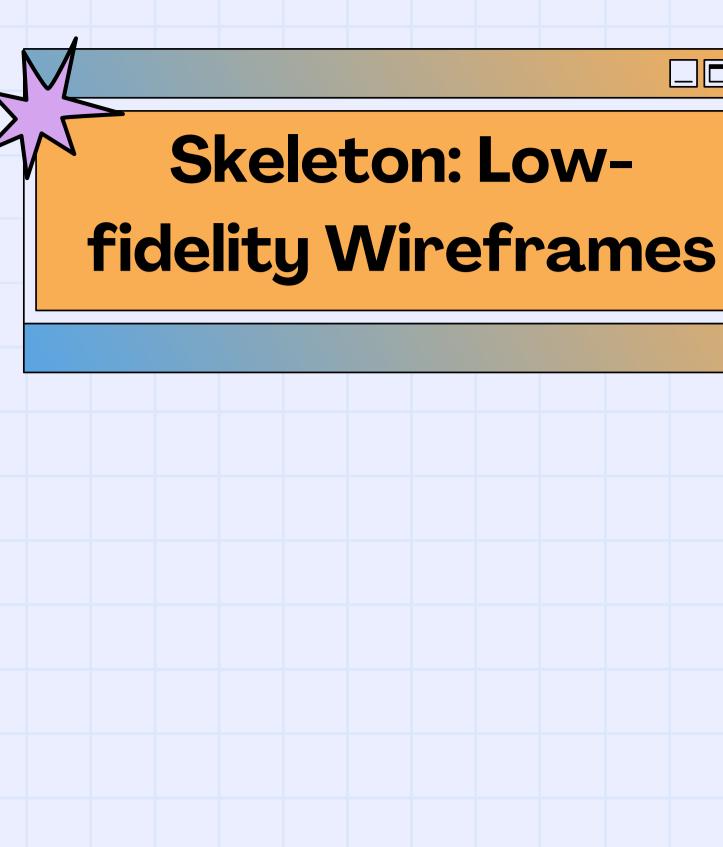
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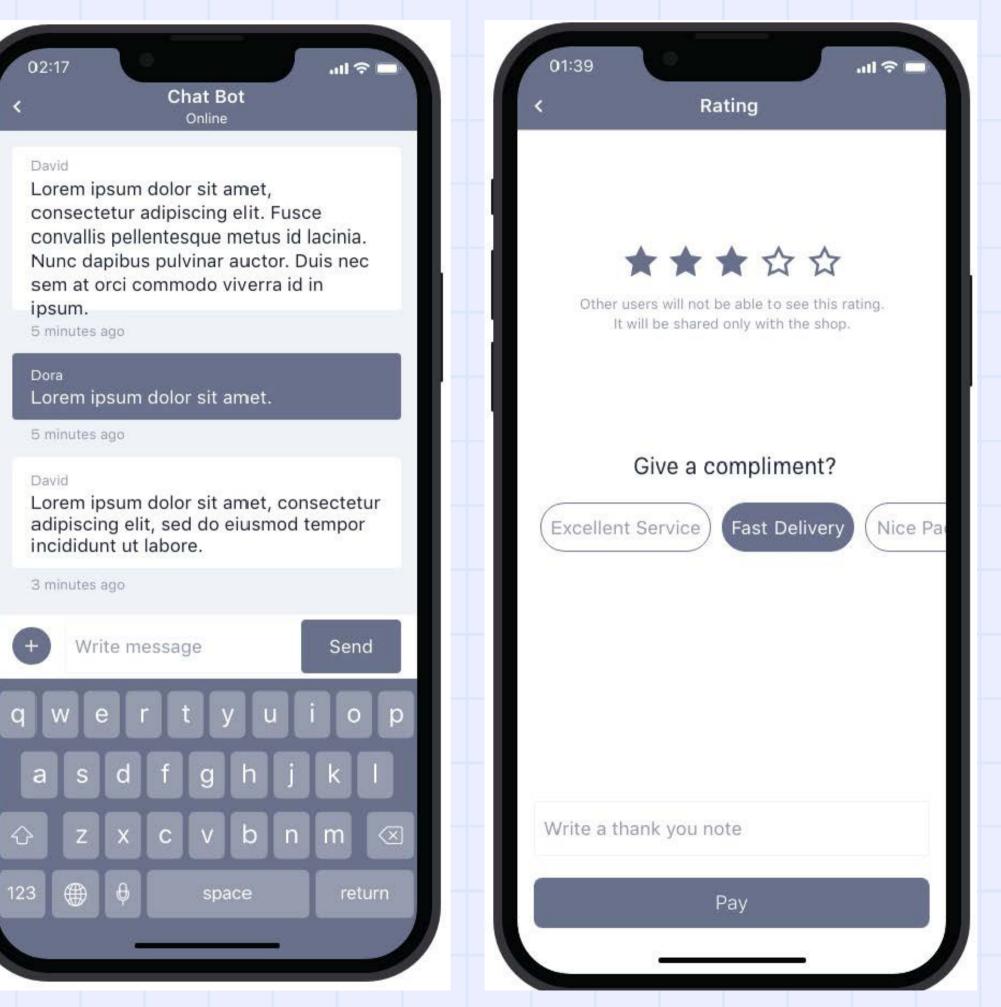
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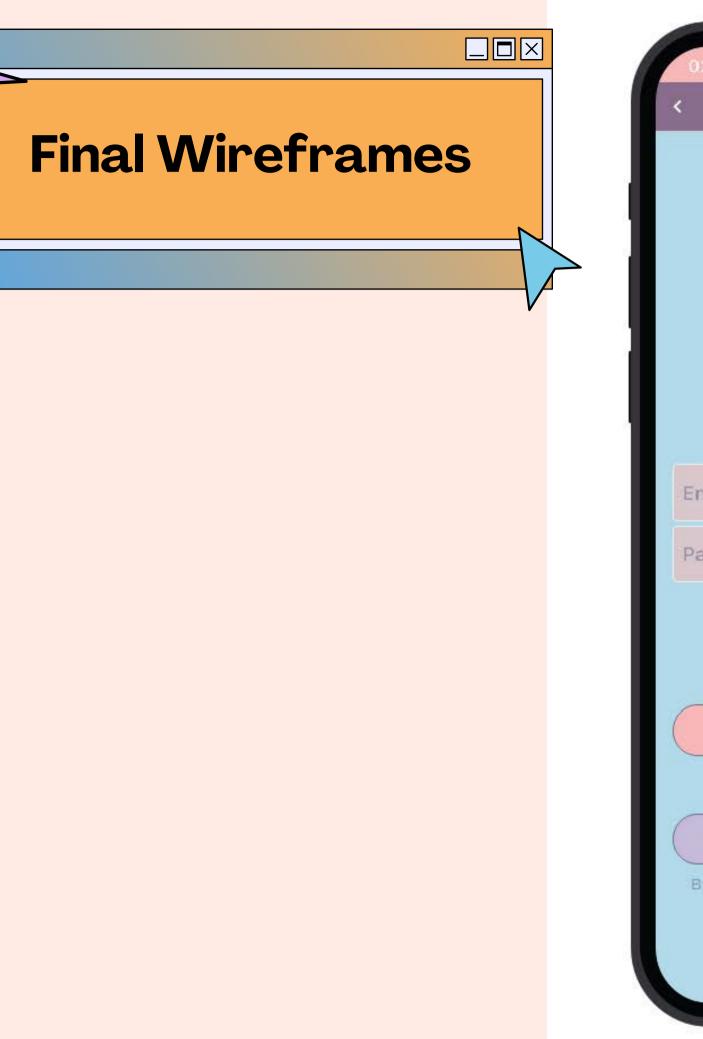




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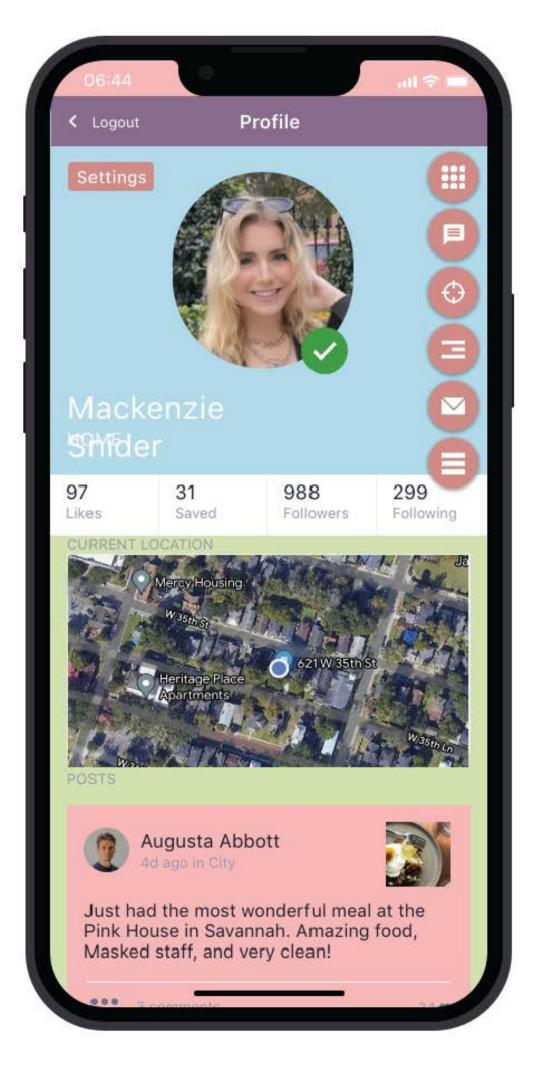
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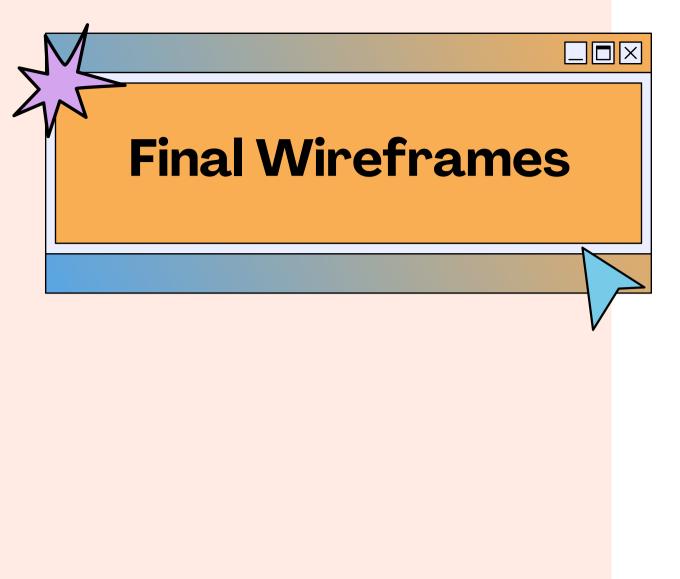


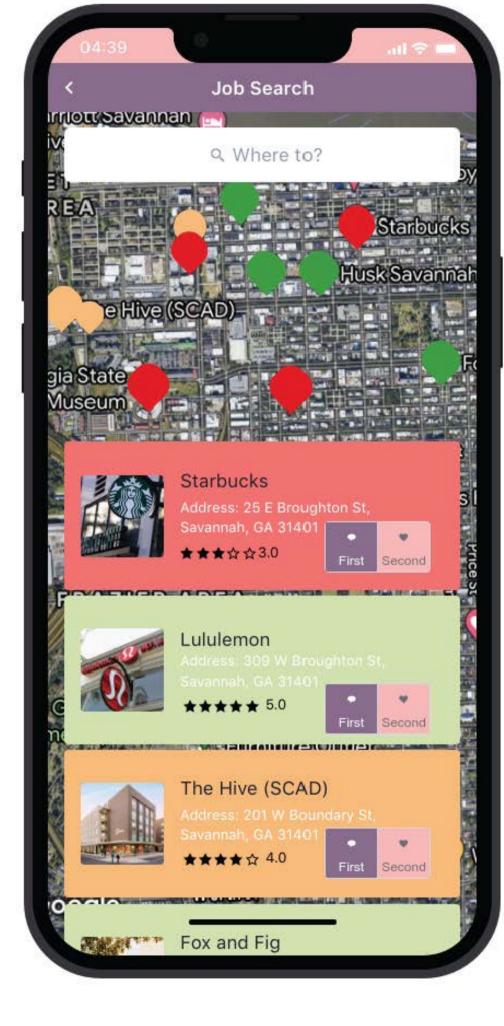


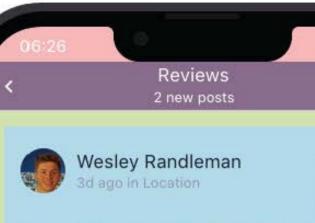
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02:23	
<	Sign in
	Area-19 Hi welcome back, where will
	you journey to today?
Email*	
Passwo	ord*
	Sign in
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f	Sign in with Facebook
By proc	eeding you also agree to the Terms of Service and Privacy Policy









Today was such a beautiful day out that I decided to go to Forsyth Park. Very Clean and safe!

• • • 3 comments



Patrick Rodriquez 3d ago in Location



34.9

DON'T GO TO WALMART, it definitley seemed like a Covid hotspot today. So many people were coughing and not wearing masks.

Be first to reply ...

2 OTHER POSTS



Mary Fisher 3d ago in Location



34 9

34 9

Just had the best dinner at the Fitzroy, although there bathroom wasn't that clean. Sadly it was a 6/10 for me.

• • • 3 comments

Augusta Abbott 3d ago in Location



Live Agent Typically replies within 5 minutes

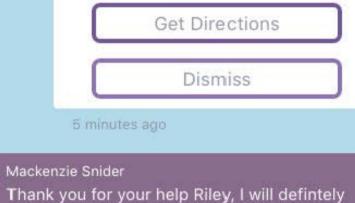


Hi Mackenzie, in response to your question about the safiest place to eat. Here is a resturant near you that has amazing reviews and Covid-19 Safety protocals. Let me know if there is anything else I can help you with.

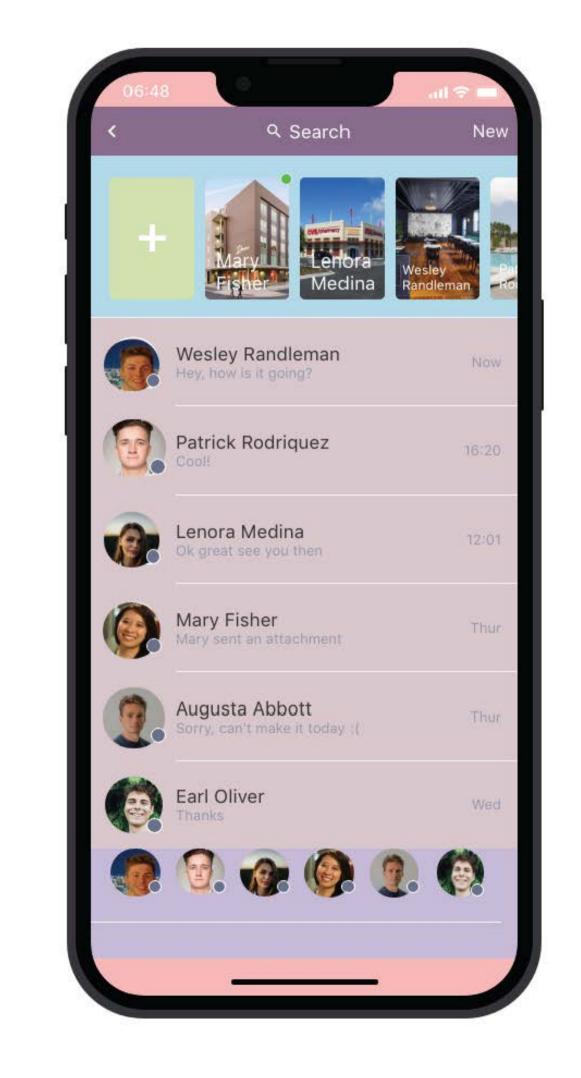


The Collins Quarter

Combination bar, cafe & restaurant serving espresso drinks, beer, wine & Australian-accented meals.



 Thank you for your help Riley, I will definitely try it out.
Z minutes ago
Write message Send





Final Wireframes

Chat Bot Online

Chat Bot

As of 2:50 p.m., there have been **28,684 deaths** in Georgia, an increase of 124 deaths since Fridays report. Over the last 14 days where numbers were reported by DPH, the average daily increase in newly reported deaths was 106.64 deaths each day. Over the previous 14-day period where numbers were reported, the average daily increase in newly reported deaths was 52.21.

5 minutes ago

Mackenzie Snider Thank you for the update.

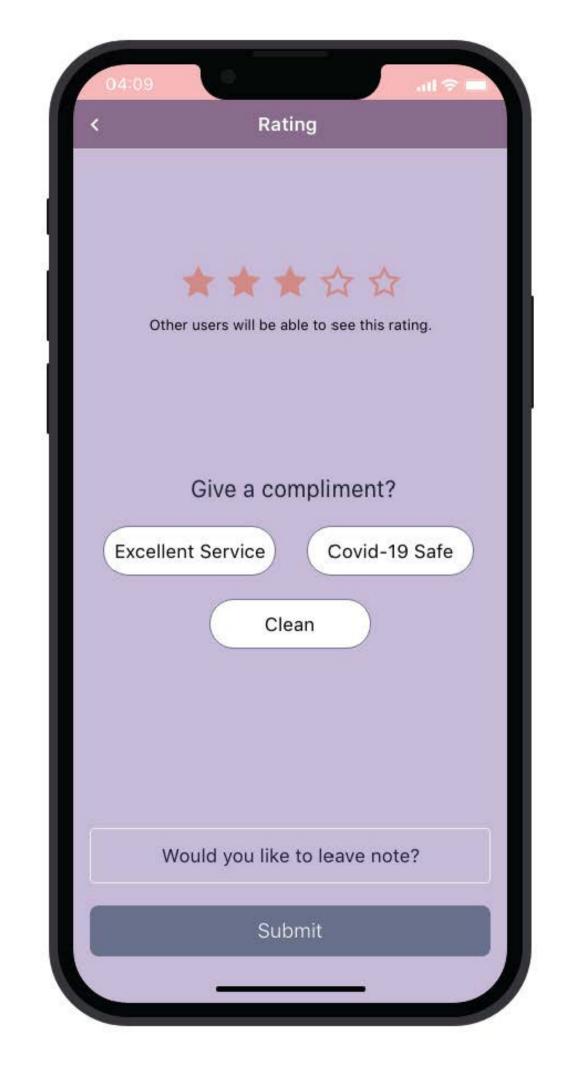
5 minutes ago

Chat Bot

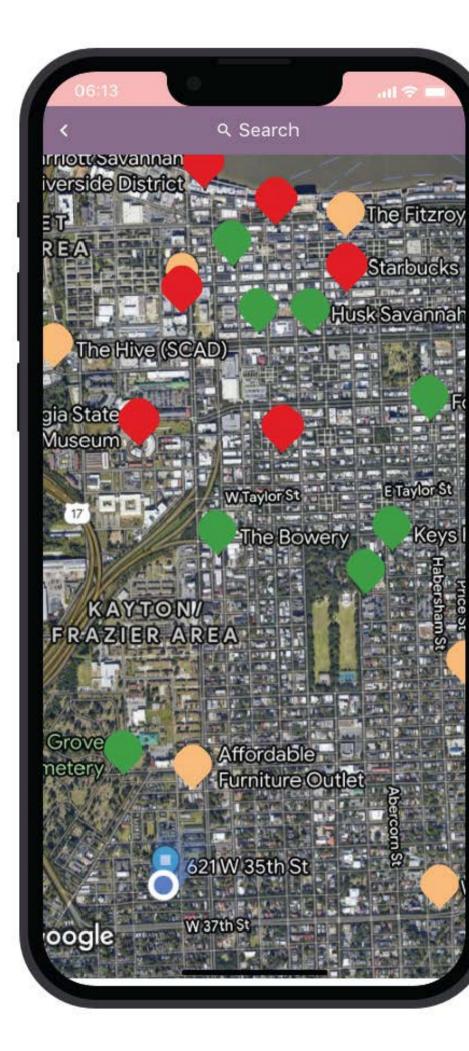
More updates will be sent while we continue to track the rate of Covid-19 cases in your area. Stay Safe.

3 minutes ago









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Help	
About Application	
Send Feedback	
Support	
Sign Out	

Thank you for Viewing

