UXE 21-22

Designing Information and Services

GROUP 1F

Anna Roche
Federico Angeloni
Natalia Mitina
Nishi Banka
Omkar Sarode
Sai Chava

ENDUE

Wellbeing services for Long-COVID

Project Portfolio

PARTICIPANT DATA

N=5

1

Name: Augusta Wills
Age: 25
Gender: Female
Occupation: Lawyer

Average day to day activities pre covid

- Reading books and work emails
- Traveling to work and working in an office
- Working long hours due to being a lawyer
- Cooking, drinking and socialising with friends
- Exercising such as running and swimming

Symptoms from long covid

- Increased fatigue and brain fog
- Forgetfulness
- Muscle aches and dizziness
- Anxiety from not being able to work or socialise

Challenges from symptoms

- Not currently able to work a full day and take in information from reading or writing
- Feel like she is losing some of her connections with friends
- Feels like she is missing out on core experiences in her life
- Feels like some people don't believe her and that she is overreacting
- Cannot get out of bed some days and can't walk far

Coping mechanisms (if tech specify examples)

- Notes in the mobile
- Yoga and meditation and uses the calm and headspace apps
- Accupuncture
- Has connected online with other young females she knows who have had long covid
- Listens to podcasts instead of reading and audiobooks

2

Name: Ewen Brennan
Age: 29
Gender: Male
Occupation: Long covid doctor

Average day to day activities of your patients

- Most patients work full time
- Traveling to and from work
- Some patients are more elderly so live a sendentary lifestyle
- Exercising at least a few times a week

Main symptoms of your patients from long covid

- Brain fog
- Shortness of breath
- Anxiety from not being believed
- Forgetting short term memories

Challenges noticed from symptoms

- Being excluded from certain activities
- Loss of jobs
- Loss of friends / family support
- Lack of motivation in completing tasks

Coping mechanisms suggested (if tech specify examples)

- Visual charts to help patients rank their activities they have to perform to see how much energy mentally one takes over the other e.g brushing teeth takes 3 units and reading a book takes 7 units
- Provide a guide and list of activities to gradually build up their energy levels e.g. walk for 5 more minutes than you did yesterday, read 10 more pages of a book

3

Name: Kate Pivasi
Age: 32
Gender: Female
Occupation: bank employee, product owner

Average day to day activities

- Office activities: meeting in person and online
- Outlook routine: responding emails
- Interuptions from co-workers during a day

Symptoms from long covid

- Getting nervous/ anxiety
- Periods with lack of concentrat ion
- Taste/smells change and intolerance

Challenges from symptoms

- Cannot follow strict daily ToDo list
- Working day increases

Coping mechanisms (if tech specify examples)

- Try to push herself to write and follow ToDo list
- Trying to have a longer sleep to cope with emotions

4

Name: Nuria
Age: 34
Gender: Female
Occupation: Technician

Average day to day activities

-On Site Job
-Involves physical activities and traveling from one place to another
-Very active and motivated at the job

Entertainment
-Watching Television
-Going for Cinemas

Symptoms from long covid

-Lost sense of taste and smell
-Runny nose and bad cough
-Blood test showed Low vitamin D

-Mental and physical Fatigue
-Slower movements
-Bruises recovery slowed down

-Brain Fog
-Forgetting words or sentences in the middle of a coversation
-Forgets sequence of work
-Forgets what she had planned to do

-Faint Speech
-Low Voice
-Saying random words in a conversation

Challenges from symptoms

-Due to low energy levels cannot perform properly at her job
-No energy left for exercise

-Trying hard to keep herself motivated but cannot due to tiredness

-One of the top performing employee
Lost her promotion at work as performance is going down

-Being a non-native English speaker people assume her conversation is poor which is actually due to the reasons mentioned above [due to covid].

Coping mechanisms (if tech specify examples)

Exercise but very low energy so cannot do that much

Anti depressants
Vitamin tablets

Crying

5

Name: Joanne
Age: 29-54
Gender: Female
Occupation: School co-ordinator

Average day to day activities

- On site job
- Lots of social communication
- 9-5, 4 day work week
- Lives alone

- Gets visits from her daughter ocassionally
- Catching up with friends
-

Symptoms from long covid

- Disturbed sleep cycles
- Disturbed energy levels
- Anxiety
- Unable to find a pattern of reoccurence

- Brain Fog
- Fatigue
- Depression
- Fluctuating Moods
- Headaches
- Altered taste and smell

Challenges from symptoms

- Unable to plan activities
- Guilt
- Self doubt
- Anxiety
- Unable to work like before :performance

- Financial concerns
- Age related social concerns : lives alone and hardly sees anyone
- Finding the same energy levels as before for tasks such as meeting friends.

- Acceptance of her conditions
- hard to show self-empathy

Coping mechanisms (if tech specify examples)

- Support Groups
- Medtation apps : Mindfulness. TO take a step back and relax and come to an acceptance with what's happening

- understanding that it's something that will pass.

Detailed User Journeys

5

Name: Joanne
Age: 29-54
Gender: Female
Occupation: School co-ordinator

One day in view

Sleep Time	Awake Time					
Quality	**Chores**	**Transport**	**Socializing**	**Professional Work**	**Hobbies/Activities**	**Reflection**
Mood						
Personas						
SP Type: Deep Length: Uncertain 6-7 am usual time Feeling: Uncertain sometimes tired, sometimes rested, sometimes insufficient. Afternoon: uncertain depending on energy levels.	SP Breakfast, washing, etc. Usually no problem getting through this part. Activities are done on time.	SP Doesn't feel safe driving due to the sudden drops in her energy levels. Avoids driving, and hence going out.	SP Makes her anxious Not confident as she can't commit to any activities	SP On an extended sick leave, but doesn't like how she has to explain to her co-workers of her condition without sounding lazy. Understanding co-workers	SP Has had to cancel many activities due to sudden lack of energy, and doesn't understand how to reschedule them. Has tired drumming, yoga, etc.	SP Tries understanding the days ups and lows, and makes a pattern, but gets more frustrated over not finding one. Uses the mindfulness app for meditation.

3

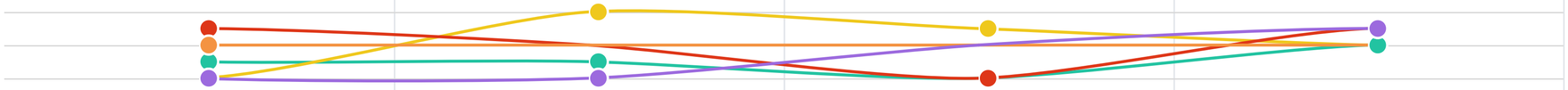
Name: Kate Pivasi
Age: 32
Gender: Female
Occupation: bank employee, product owner

5 day dairy study

- D1 Day 1
- D2 Day 2
- D3 Day 3
- D4 Day 4
- D5 Day 5

Daily Observation

Morning	Middle	Afternoon	Evening
Mood&COVID symptoms			



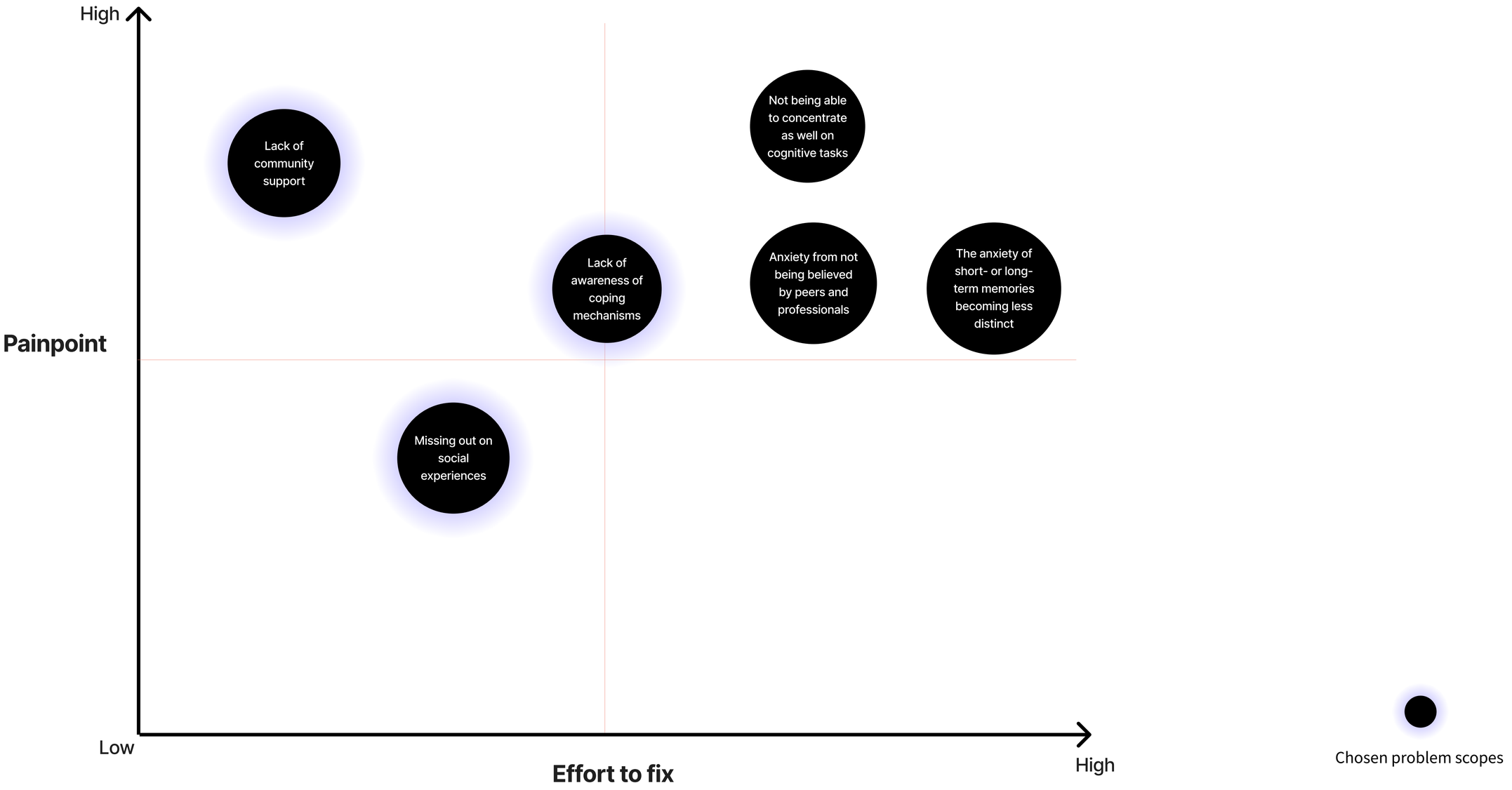
Personas

Morning	Middle	Afternoon	Evening
D1 20-04 Lack fatigue during get up	D1 20-04 Episodic lack of concentration during in person meetings	D1 20-04 Significant getting nervous due to chicken sandwich lunch (feel disgusting for the taste) Amplitude in mood from loyalty to anger due to conversation	D1 20-04 Totally run out of energy
D2 21-04 Getting sick after using a favorite perfume	D2 21-04 Range of meetings with a good concentration, good mood	D2 21-04 Staying till deep evening in an office finishing work, good mood and concentration, however, some kind of interrupts	D2
D3 22-04 Productive morning despite little time for sleep, relaxed	D3	D3 22-04 A lot of different, but small tasks - emails, questions, small talks till 16-00. From 16-00 felling strong nervous, hard to communicate. Sudden irritation.	D3 22-04 Feeling relaxed after participating in cooking workshop (explain it as "doing something by hands is always relaxed)
D4 23-04 Lazy morning after working week, desire to stay at home and do only household chores (no description of emotions)	D4		D4
D5 24-04 No taste differences for easter cake, happy because of it.	D5 24-04 sudden irritation due to boiled egg opening, after that need 20 mins to become calm		D5 24-04 find out the begging of improving garlic perception in dishes, good mood because of it

EVALUATION & ANALYSIS

Problem Evaluation Matrix • Business Value Proposition
Stakeholder Map

Problem Evaluation Matrix



Business Value Proposition

KEY PARTNERS

Cloud service providers

Self-care kit products suppliers

Delivery providers

Rental spaces for meet-ups

Counsellors for hosting meet-ups

KEY ACTIVITIES

Building and maintaing the platform

Hosting face-to-face community meet-ups

Self-care packages order management and delivery

Customer support

KEY RESOURCES

Technology/Platform

Skilled in-house IT team

Inventory for self-care packages

VALUE PROPOSITIONS

Free one stop solution to help patients suffering from mental fatigue due to long covid

Track mental wellbeing

Exclusive guided activities to cope up with mental fatigue

Online chat and meet with Long Covid Community

Face-to-face meet-ups for Group Talking Therapy

Find your nearby GP/Counsellors

CUSTOMER RELATIONSHIPS

Online

Customer Support

Community engagement

Community meet-ups

CHANNELS

Mobile App

Website

Social Media

Outdoor events (meet-ups)

Personal Referrals

CUSTOMER SEGMENTS

People suffering from Long Covid

Free Users
With low to medium income

Paid Users
With medium to high income

Common Characteristics
- Working professionals with 9 to 5 jobs
- Busy lifestyles
- Limited family and recreational time
- Hobbyst

Demographics
- Males and Females
- Age group 24 to 54years

Psychographics
- Looking for solutions to improve their condition
- Prefer talking and sharing their problems with others

COST STRUCTURE

Advertisements

Platform development and design (running cost)

Community management for hosts

First free self-care package

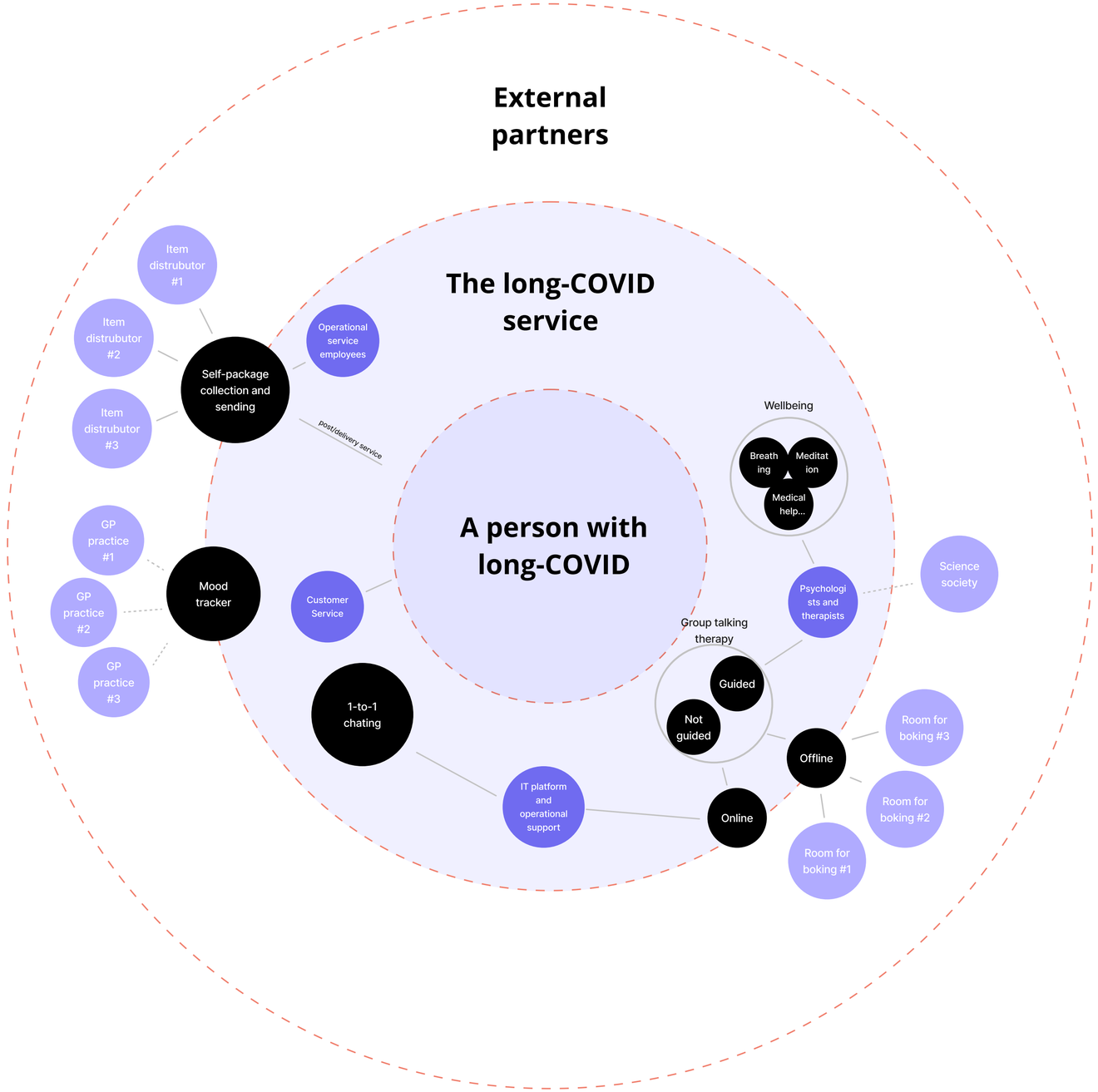
Delivery partners commision

REVENUE STREAMS

Paid community meet-ups (Hosted by professional counsellors)

Subscription purchases (self-care packages)

Stakeholder Map



Service feature

In house employees

External partners

CONCEPT VISUALIZATION

Root Cause Analysis • Service Blueprint
Information Architecture • User Flow • Screen Preview

Root Cause Analysis

ROOT CAUSES

Lack of community social platform to connect patients of long-covid

Missing out on social experiences due to lack of others around them with similar issues, and due to the social distancing nature of the illness

Lack of awareness and platform to host and suggest differing coping mechanisms to address a decline in cognitive tasks

Inefficient or lack of tracking symptom solution that shows insights and progress

Anxiety driven by short or long term memory loss symptom of the illness

Social stigma and intolerance from society regarding the legitmacy of illness

DERIVATIONS

An online accessible social community engagement platform with the ability to connect one on one, or via group discussions where connections are formed around location and symptom based similarities.

Suggested coping activities, accessibility to group sessions, professionals, emergency contact services and care packages sent out tailored to needs and challenges.

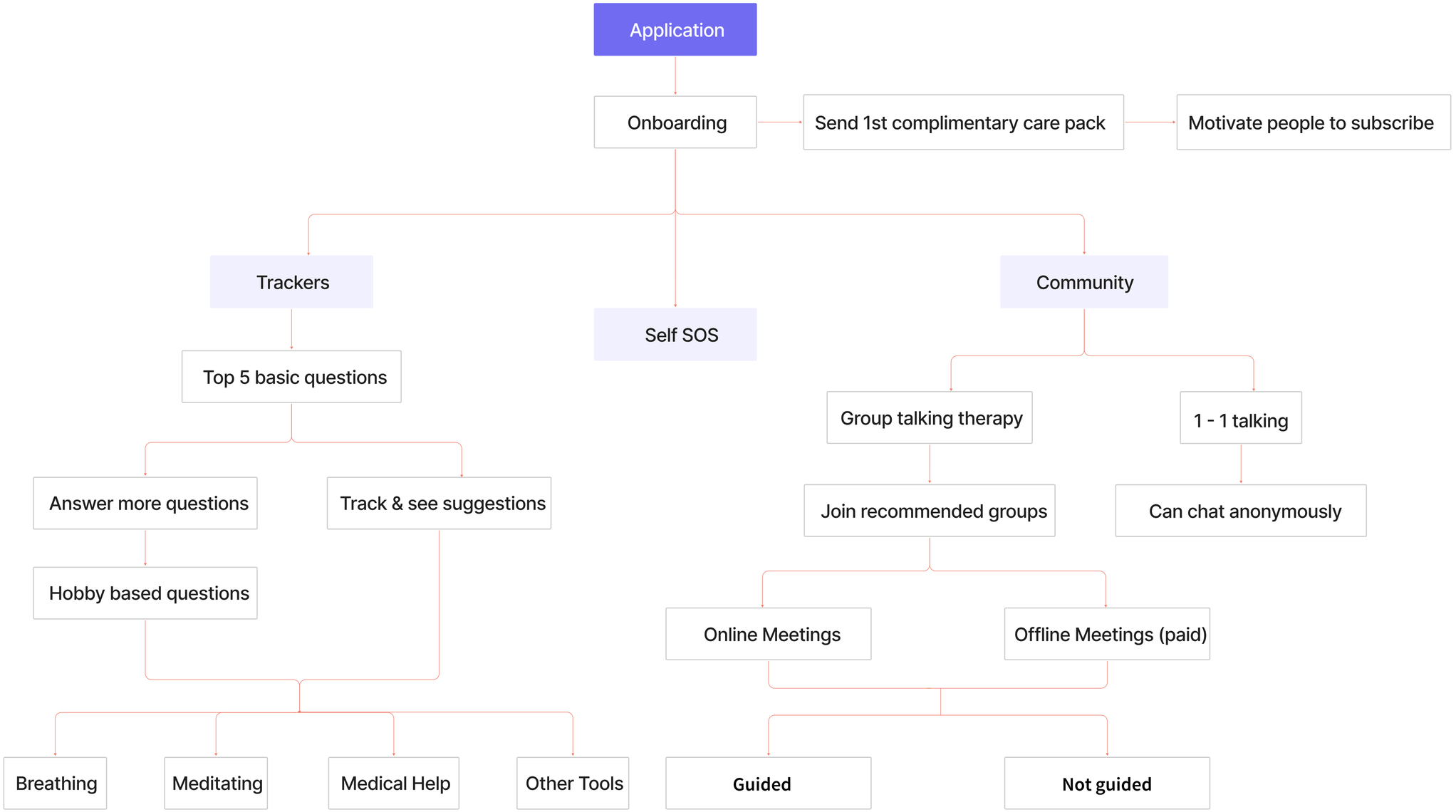
Symptom tracker diary / record to review and compare symptoms and feelings to help predict when symptoms may arise and to see progress of recovery will alleviate anxiety and provide useful insights and memorable data they can refer back to if brain fog occurs.

Service Blueprint

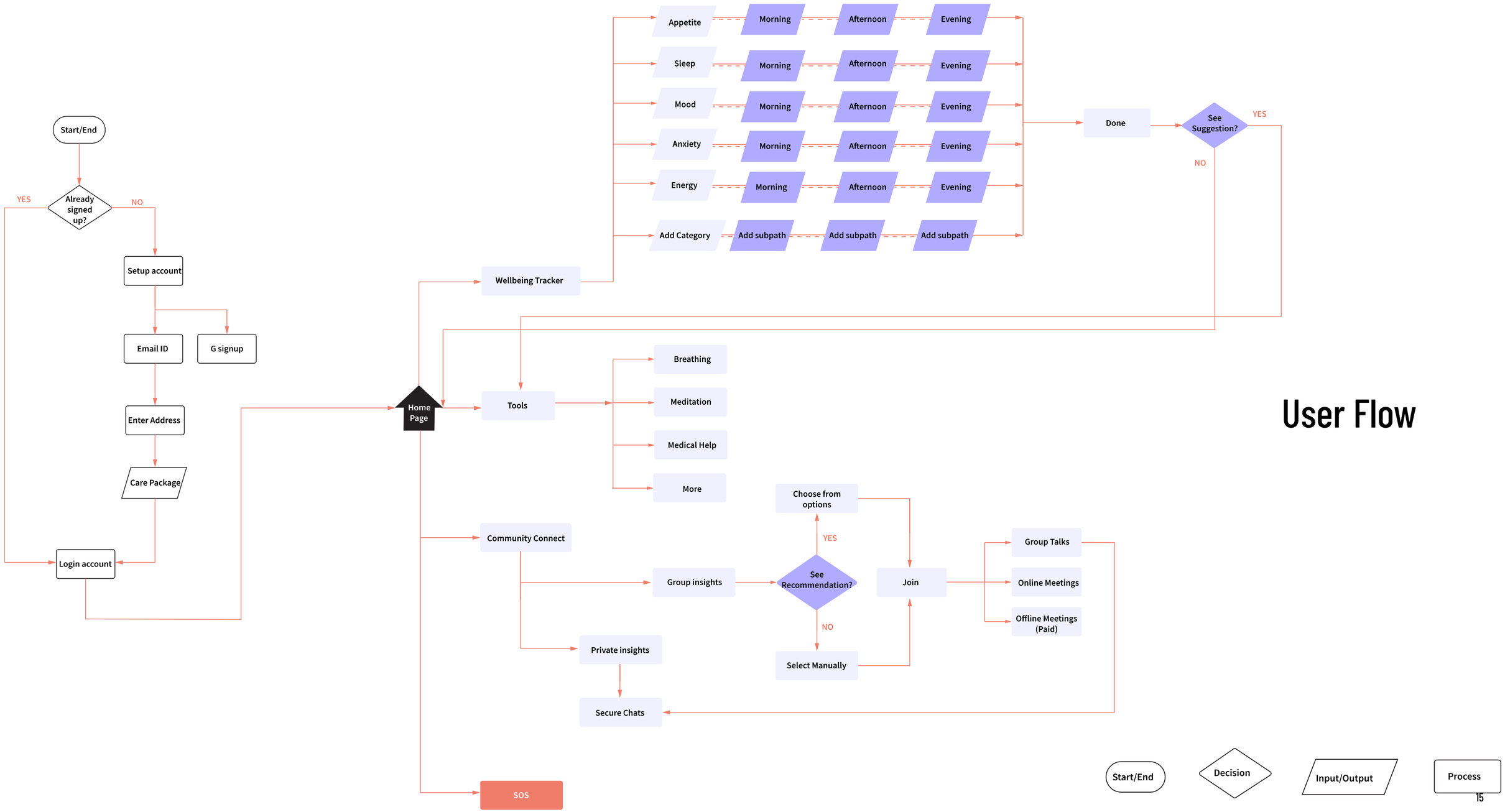
Service Feature	Care package		Group talking therapy		Tracker and wellbeing			1-to-1 anonymous chat	
Journey Phase	**Request**	**Receive**	**Book an appointment**	**Join an appointment**	**Open a tracker to make a daily check-up**	**Choose the activity to do**	**Activity page**	**Make a request for a chat**	**Chat with other user**
Customer Goal	Get a care package or get the first complimentary care package	Receive a parcel from delivery service	Book an appointment from the list of online/offline proposals	Join an appoitment via online using service platform or in person on site	Input the daily status to track the long-COVID symptoms	Look at wellbeing page and pick one or several activivties	Start, processing and successfully finish the activity	Feeling anxious and want to find someone to share, open the 1-to-1 feature page	One-to-one sharing
Customer Actions Actions that customers perform while interacting with a service to reach their goal.	Place the request Fill in shipping information and delivery time Provide payment for repetative orders	Receive a parcel with a care package Use products from a care package	Check avaliable slots for an appoitment Check place for in person meeting Book an appoitment and proceed payment (if necessary)	Apply for online meeting OR Reach offline place	Answer top-5 basic questions Answer hobby questions and additional questions See suggestion about well-being activities	Pick up at least one service: breathing, meditating or request a medical help	Start the activity with a button Follow the instructions	Agree the rules of community for supporting communication between participants Make a request for algoritm to find a companion	
Front Stage Actions Front stage actions can be performed by employees or technology and assist the end-user actions.	Send a confirmation for the care package request Send a shipping confirmation	Send a confirmation about receiving a parcel Answer prospect questions by chat bot or phone	Send a confirmation for an appoitment with date, time and place Remind about an appoitment	Navigate to the place for offline meeting			Answer prospect questions by chat bot		
Back Stage Actions Actions that the user doesn't see, but that are required to support their experience.	Packing a request in parcel by operational service Transfer a parcel to delivery service	Write call center scripts and train service team	Keeping a list of attendees for a meeting Providing a psychologist for group therapy			Before: creating a range of possible activities by psychologists and therapists Before: creating a contact list of possible GP practices and private clinics with adsress, contacts and opening time		Based on user's data find the least probable companion online to maintain anonymity	Moderation users' behaviour to avoid breaking the community rules
Supporting Systems Anything that must exist to support the actions and experiences above.	Delivery service: royal mail, post, private delivery Before: order and receive items for care packages from retails/ distributors Payment services via Apple/Google pay, Card		Payment services via Apple/Google pay, Card Before: scheduling and finding space for offline appoitments			API with Google to update information about GPs and other places Cooperation with scientists for research and evaluation new methods coping with long-COVID symptoms			

Channels: Email Phone Web In Person Physical Location

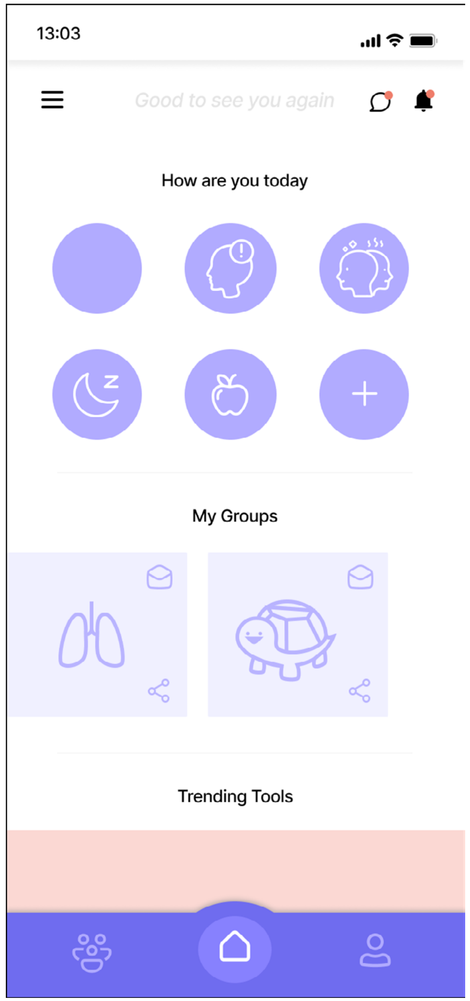
Information Architecture

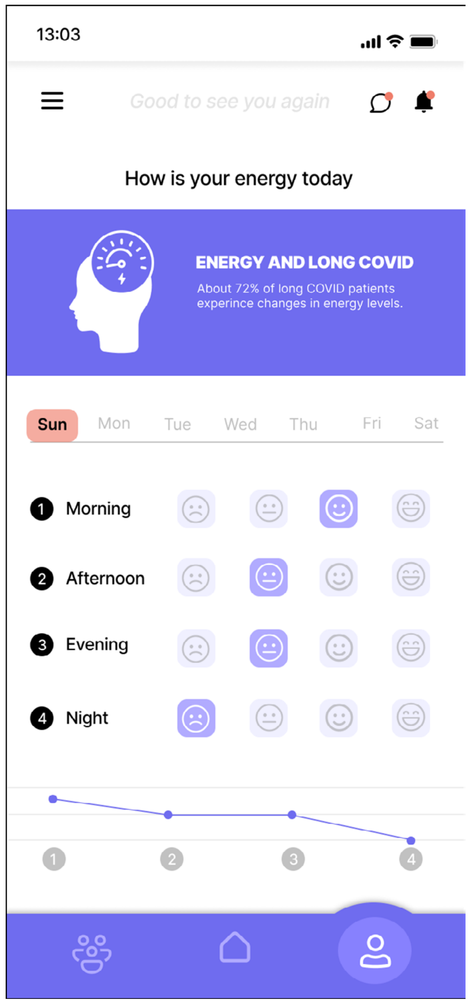


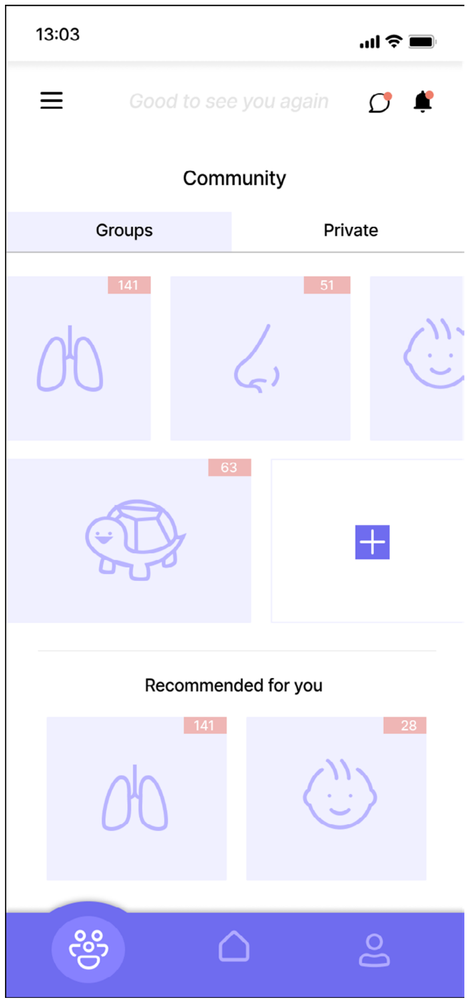
User Flow

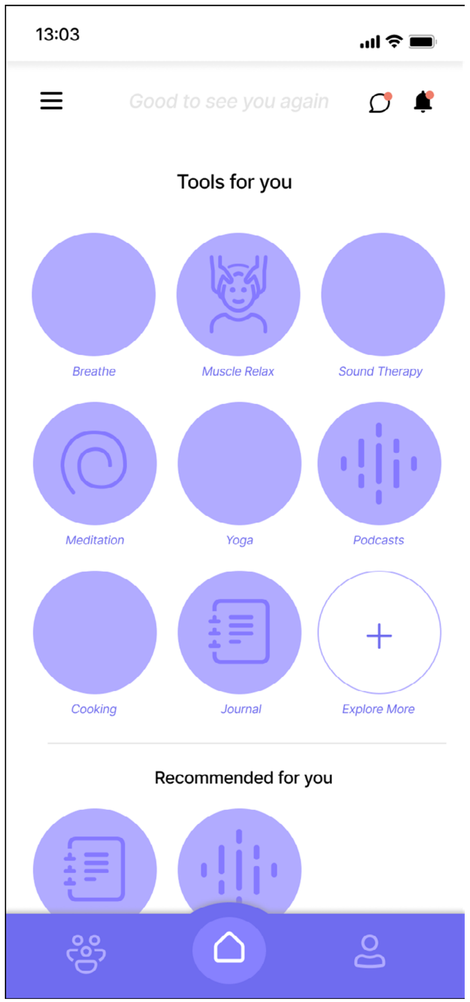

Start/End
Already signed up?
YES
NO
Setup account
Email ID
G signup
Enter Address
Care Package
Login account
Home Page
Wellbeing Tracker
Appetite
Sleep
Mood
Anxiety
Energy
Add Category
Morning
Afternoon
Evening
Add subpath
Done
See Suggestion?
YES
NO
Tools
Breathing
Meditation
Medical Help
More
Community Connect
Group insights
Private insights
Secure Chats
See Recommendation?
YES
NO
Choose from options
Select Manually
Join
Group Talks
Online Meetings
Offline Meetings (Paid)
SOS
Start/End
Decision
Input/Output
Process

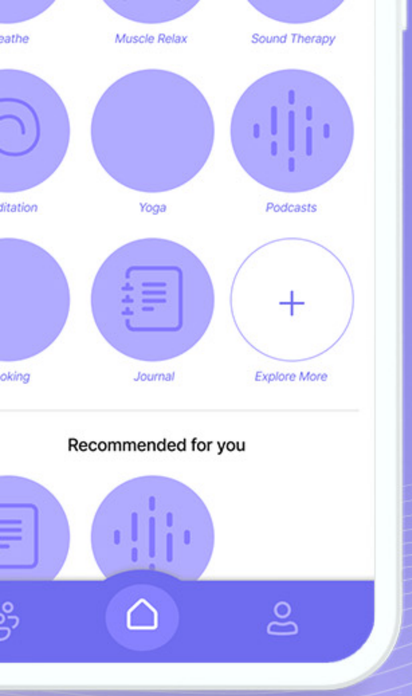
Screen Preview

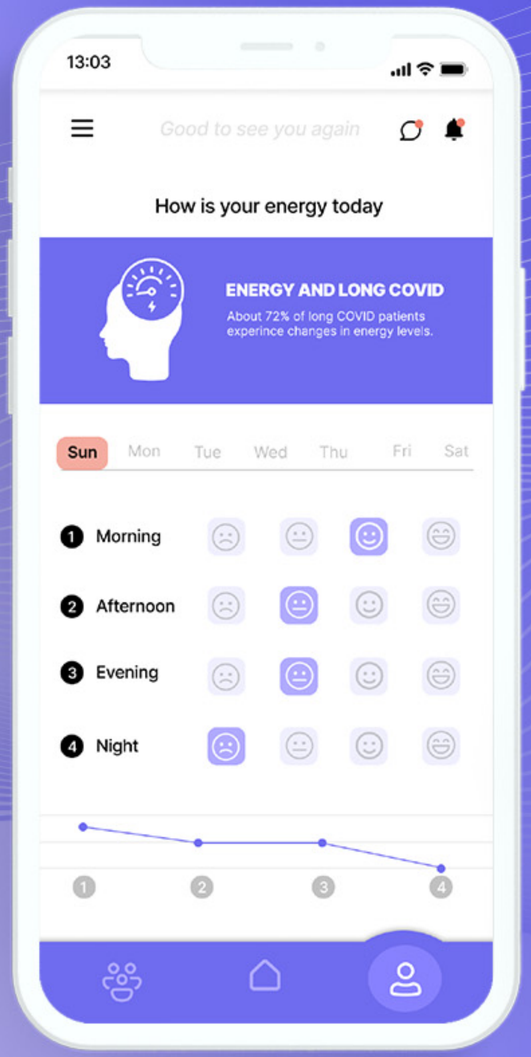


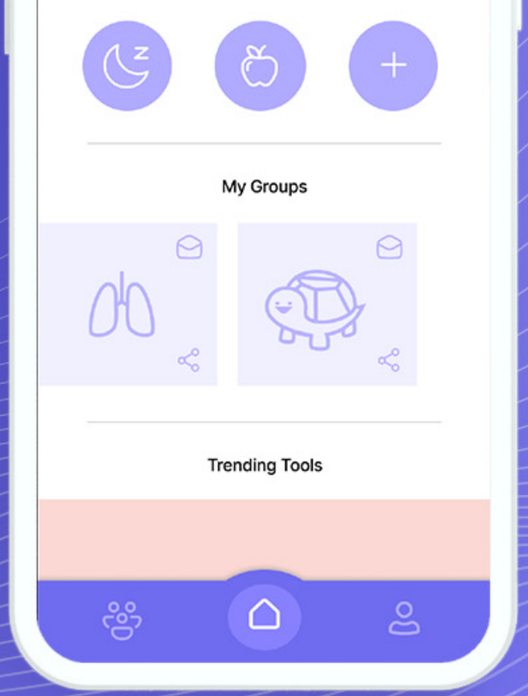


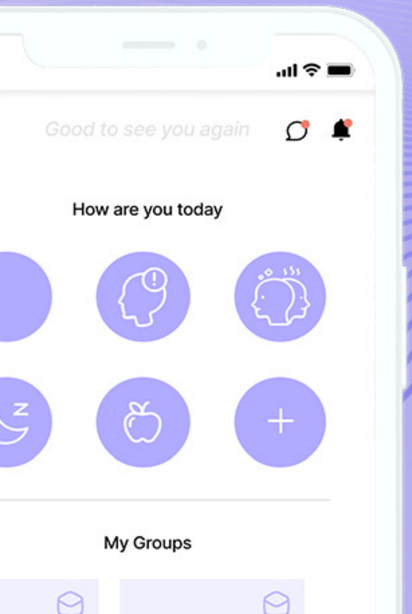


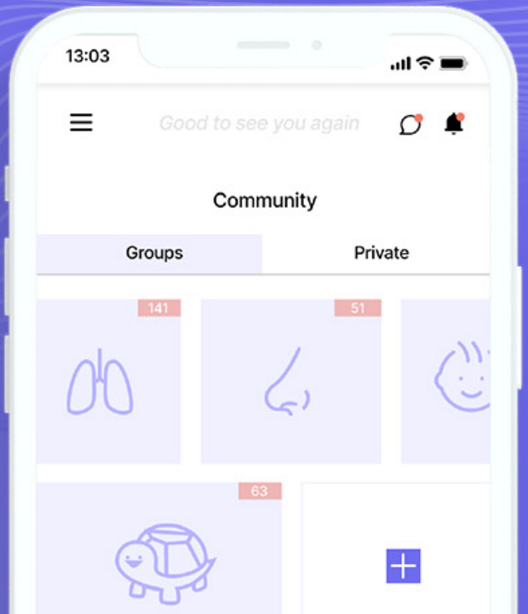












ENDUE

Wellbeing services for Long-COVID

PROTOTYPE VISUALIZATION

Hypothesis/Phase Timeline • Function/Parameter Matrix
Detailed Action Timeline

Hypothesis/Phase Timeline

HYPOTHESIS/PHASES	STAGE 1 PHASE 1				STAGE 2 PHASE 1				PHASE 2				LAUNCH	
SYMPTOM TRACKER	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14
Prototype Design														
Recruitment & screening														
Test														
Evaluate														
TOOLS PROTOTYPE														
Prototype Design														
Test														
Evaluate														
GROUP PLATFORM														
Prototype Design														
Recruitment & screening														
Test														
Evaluate														
MVP PROTOTYPE														
Design, Test & evaluate														
UX/UI PROTOTYPE														
Design, Test & evaluate														
MVP														
Launch														

Function/Parameter Matrix

Function/ Parameter	Features	Hypotheses	Prototype methods	Rationales	KPIs
Symptom Tracker	Self-tracking tool to assest the impact of covid on the daily life	**Self tracking helps against anxiety and stigma**	**Mixed**: Interactive Wireframe + Diary Study	**Inexpensive mockup** can make the game if used daily throughout the testing	• Overall satisfaction level on using the tracker • Overall feeling of overwhelmedness from long covid before/after • Overall perception on being stigmatised during the illness
Tools	Tools and suggestions to help relieve the effects of covid tailored on the tracker's trend	**Mixed with tracking, suggesting tools help relieve against covid effects**	**Mixed**: Mechanical Turk + Roleplaying	Certain parts of the feature can be **easily faked by the team**	• Overall feeling of betterment before/ after using the tools provided
Community Platform	A platform that gathers knowledge and strategies by the community on how to cope with covid and helps connecting	**Sharing coping strategies with a community of peers helps against covid effects and stigma**	**Mixed**: Mechanical Turk + Roleplaying	Certain parts of the feature can be **easily faked by the team**	• Overall satisfaction level on using the groups feature • Overall feeling of overwhelmedness from long covid before/after • Overall perception on being stigmatised during the illness • % of users that would proceed offline

Detailed Action Timeline

Tracker and Tools

Week 1
- Recruting participants & screening
- Azure running prototype

Week 2
- Starting survey
- Test 1 part 1

Week 3
- Test 1 part 2
- Data analysis
- Definition of toollng to be used by participants
- Meetup with participants

Week 4
- Test 2 - tooling
- Final survey
- Evaluation

Community Platform

Week 1
- Recruting participants & screening
- First online meetup for content definition

Week 2
- Content gathering
- Definition of users groups
- Starting survey
- Group meetup 1

Week 3
- Group meetup 2
- Group meetup 3
- Meetup feedback

Week 4
- Evaluation
- Final Survey
- Optional offline meetup

THE END

Group IF

Anna Roche
Federico Angeloni
Natalia Mitina
Nishi Banka
Omkar Sarode
Sai Chava