confía

Process Book

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IACT 701 Theory of Interaction Design

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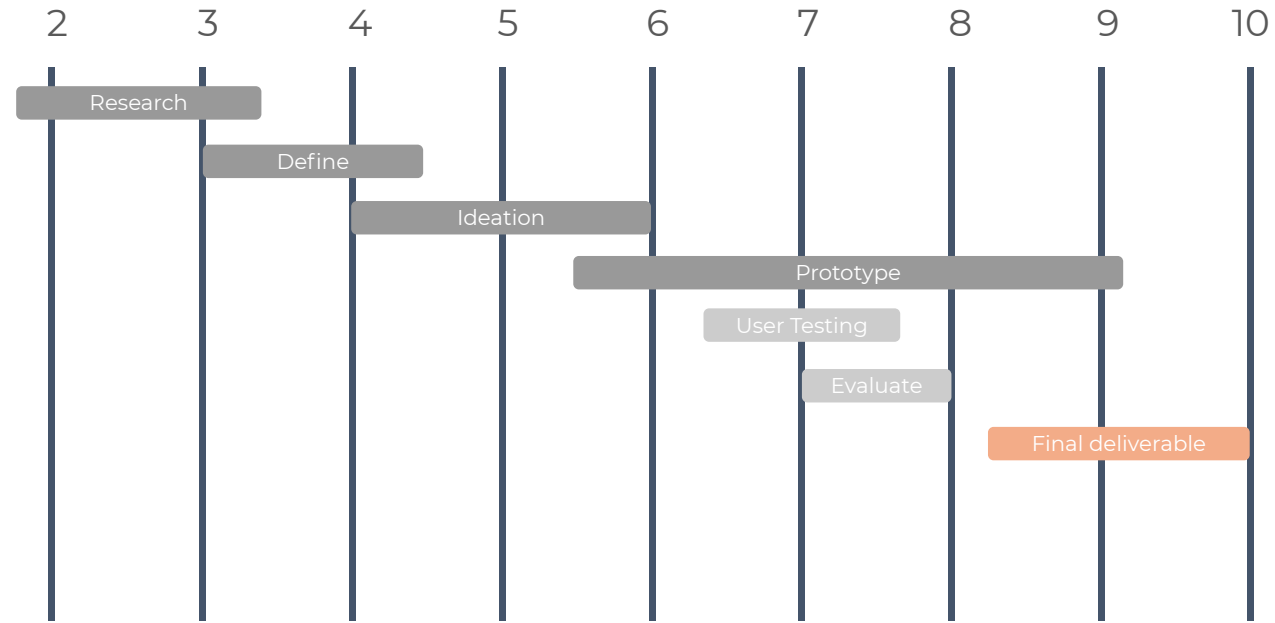
PROJECT PLAN



INDEX.

01
THE PROBLEM

LET'S MEET STEVE

This is Steve. He has been diligently following pandemic protocols for the past year because he has asthma. He wants to make sure all spaces that he enters are safe for him.

Steve wants to go out into public spaces again so he can get food at the grocery store and meet friends for dinner.

Steve isn't sure if he can go back to public spaces since they might be crowded. How can he be sure that it is safe for him to go there?

WHAT ARE HIS OPTIONS?

OPTION A

Steve goes out and hopes for the best. He tests his luck that the establishments he goes to have also followed proper protocols and are screening all people who come for the virus.

Steve spends the rest of week worrying if someone with the virus was actually at the same places he was. He is unsure if he came into contact with someone unless he gets tested or starts to feel sick. He becomes worried about returning to the places.

OPTION B

Steve goes out and is able to check for himself the air quality and how many people have been around the areas he went to.

After confirming in real time that the spaces are safe for him, he is able to enjoy himself and feel at confident that everything is fine and does not need to worry.

Area of Opportunity

THE PROBLEM

People lack tools that help them feel safe in public spaces. They can only be held responsible for their actions following security protocols, not for others' behavior or the public space management.

OUR GOAL

We intend to design a user experience product to help people feel safer and confident about Covid-19 when entering a crowded place.

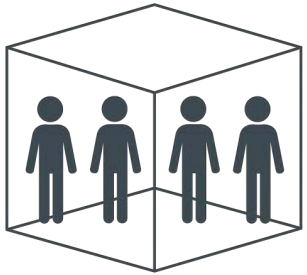
02
SECONDARY RESEARCH

139,501,934 CONFIRMED CASES WORLDWIDE

2,992,193 Deaths

The presence of an infectious person in enclosed spaces for an extended time results in the infection of people who are more than 6 feet away.

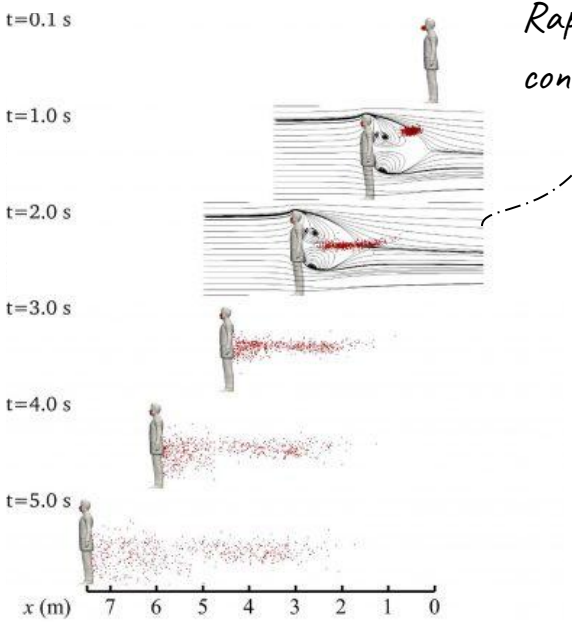
ENCLOSED SPACES RETAIN HIGHER COVID-19 CONCENTRATION



Twice the concentration of
open spaces

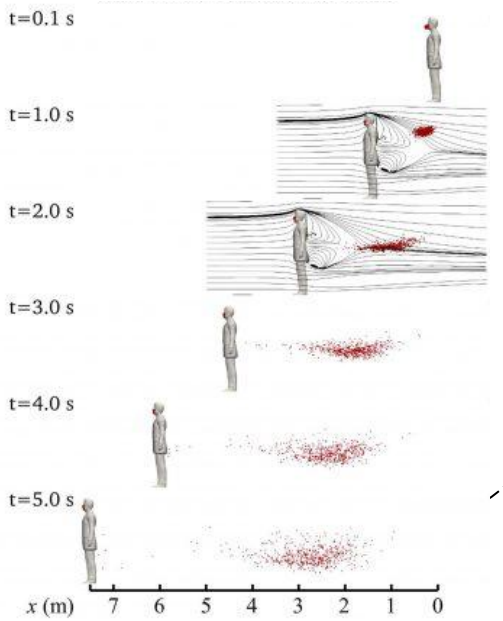
SARS-CoV-2 STUDIES

Open space



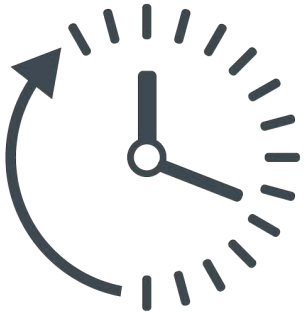
Rapid decay of virus concentration

Narrow corridor



Higher concentrations

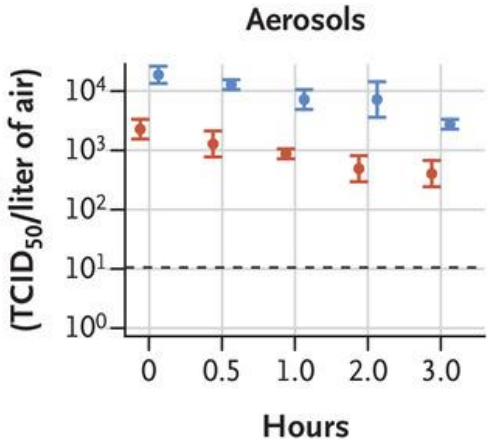
COVID-19 REMAINS INFECTIOUS IN THE AIR



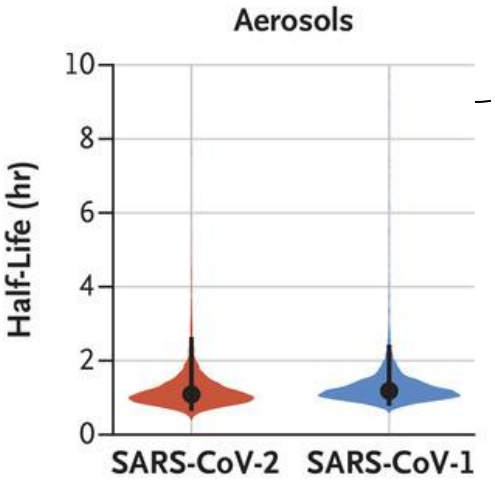
For 1 to 2 hours

SARS-CoV-2 STATISTICS

Titers of Viable Virus

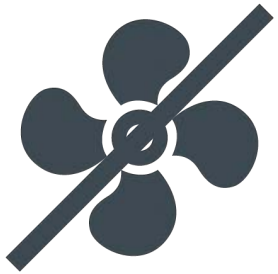


Half-Life of Viable Virus



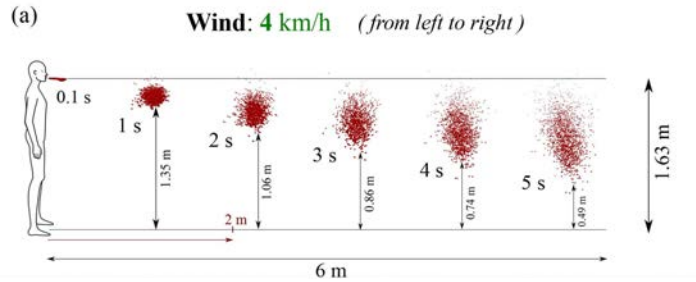
Infectious in aerosol for 1 to 2 hours

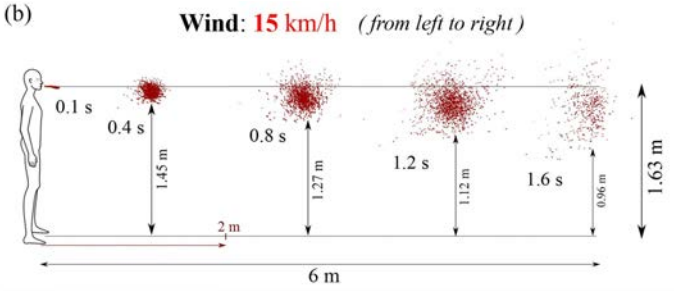
POOR VENTILATION KEEPS VIRAL CONCENTRATION



3 times longer than ventilated places

SARS-CoV-2 STATISTICS





Proper ventilation reduces viral concentration

UX PROBLEM

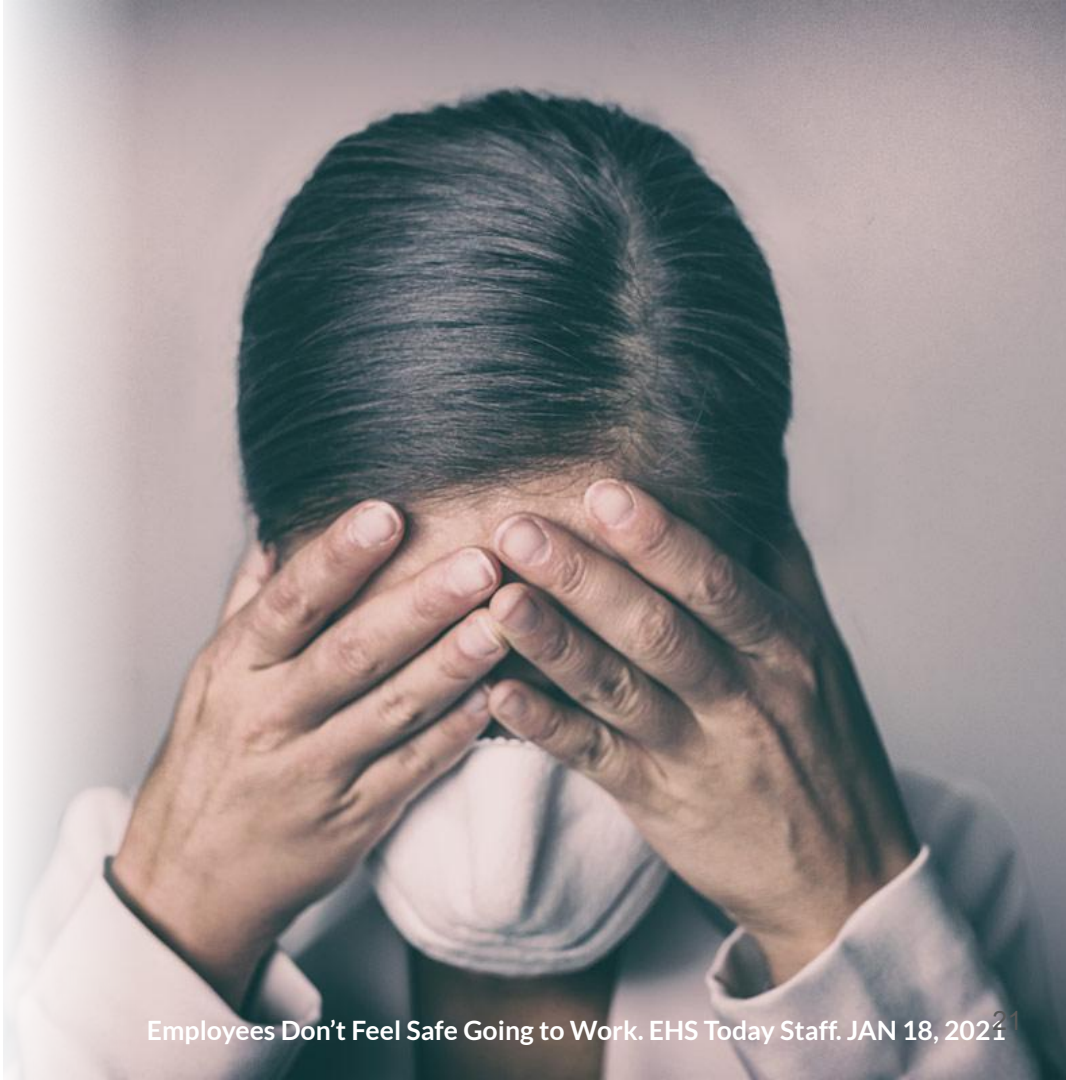
People need to feel **safe**

59% Employees said they are worried about co-workers not following rules

56% Employees are worried about airborne transmission

30% Employees are worried companies will not invest in new technologies

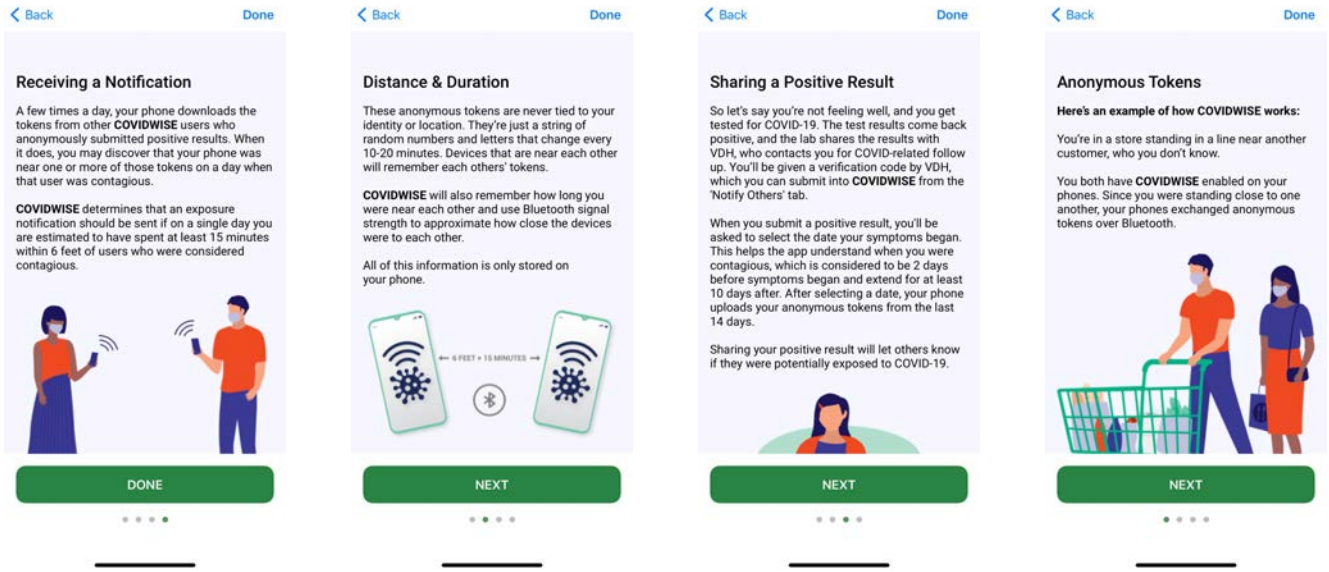
20% Employees are concerned companies will not disclose health risks



Employees Don't Feel Safe Going to Work. EHS Today Staff. JAN 18, 2021

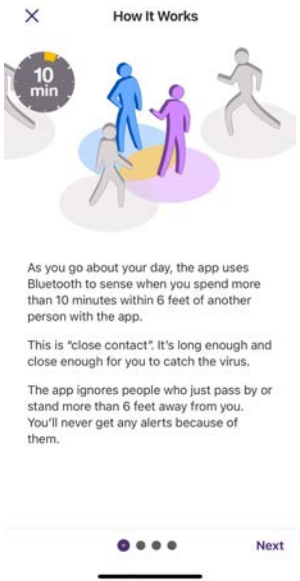
COMPETITION REVIEW

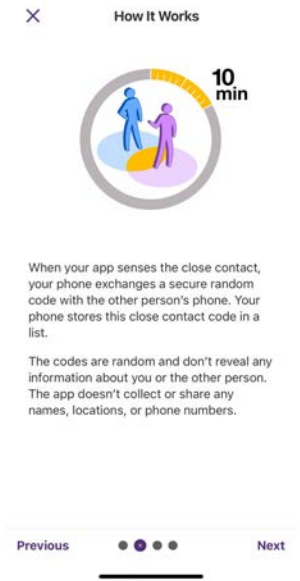
COMPETITION REVIEW

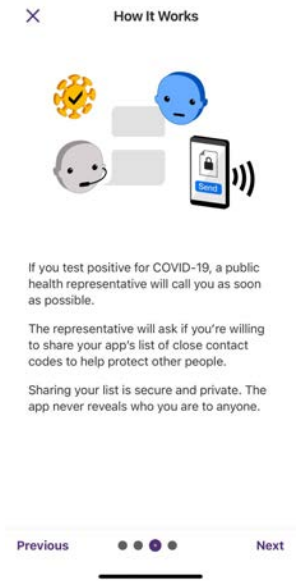


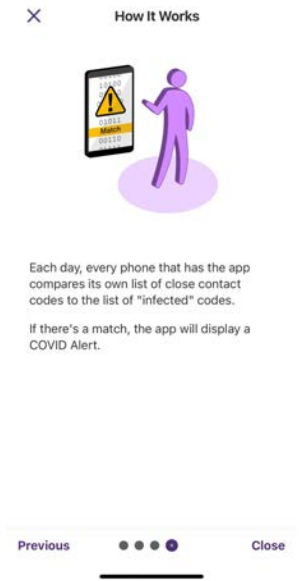
COVIDWISE (Virginia)

COMPETITION REVIEW



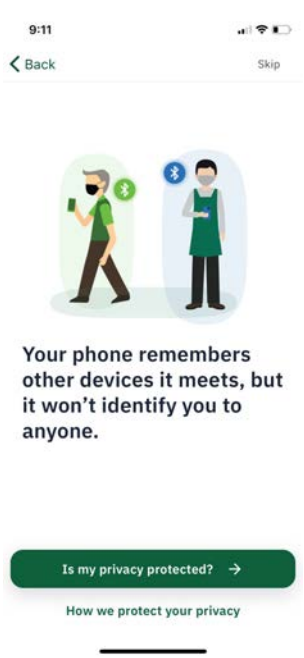


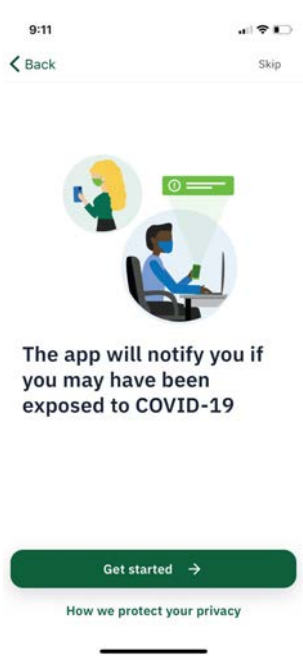


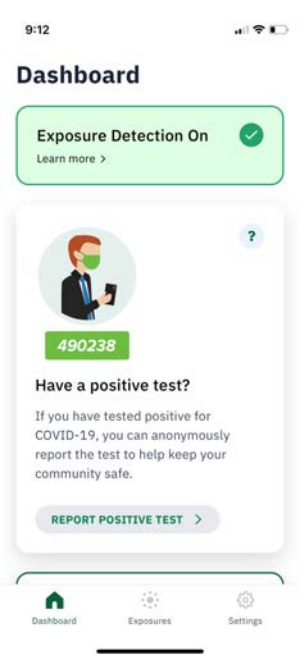


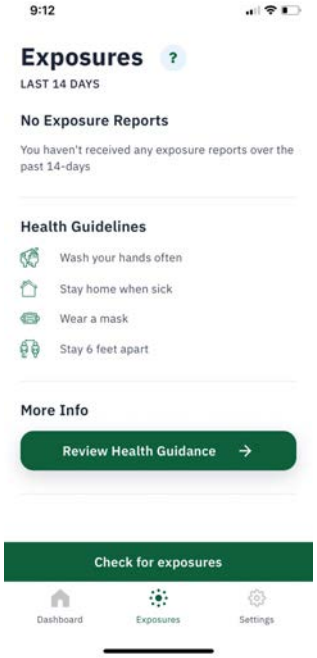
COVID Alert NY (New York)

COMPETITION REVIEW









Guidesafe (Alabama)

COMPETITION REVIEW

Positives:

- Helpful information for tracking those who might have Covid
- Design and layouts are really easy to use
- Privacy concerns are addressed and users do not need to worry about this

Negatives:

- Heavily relying on honesty of other people
- Information comes too late
- Only works well if a lot of people use it
- They are only useful in certain states

03
PRIMARY RESEARCH

Chosen Methodologies

Based on our research direction and integrated learning from class, we decided to use four methodologies to gather the information

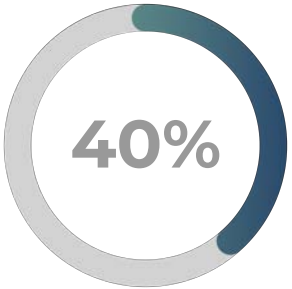
- Survey
- Town Watching
- Grocery Shadowing
- Interview

102

individual participated in our survey

36+ SAFENESS FEELING + SAFETY PROTOCOLS

Follow safety protocols

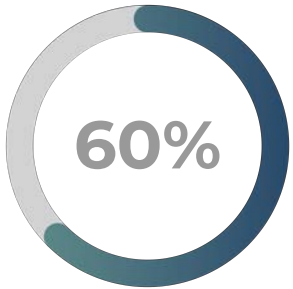


Safeness feeling

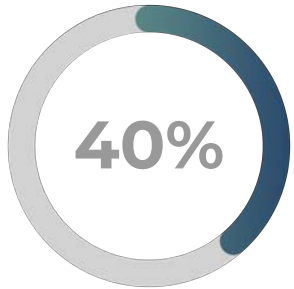
95% confidence

WHY ?

TRUST IN PROTOCOLS + TRUST IN OTHERS



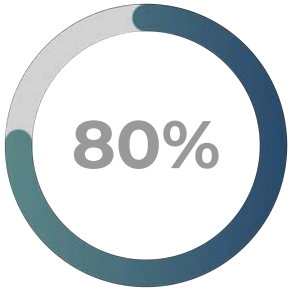
Trust in safety protocols



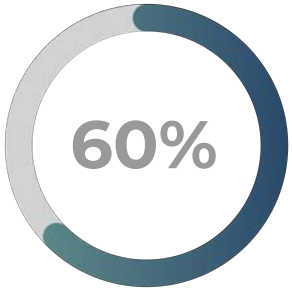
Trust in others

95% confidence

AWARENESS OF DANGER FACTORS



Are aware of the number of people

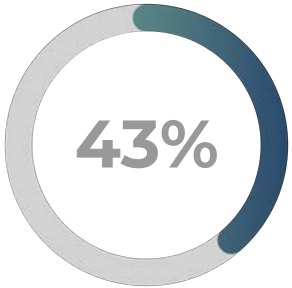


Are aware of ventilation

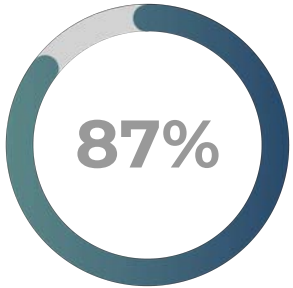
95% confidence

WHAT ARE THE CONSEQUENCES?

RETURN TO PUBLIC SPACES



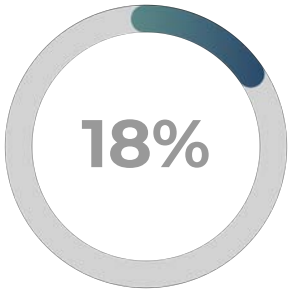
Will never feel safe returning to public spaces



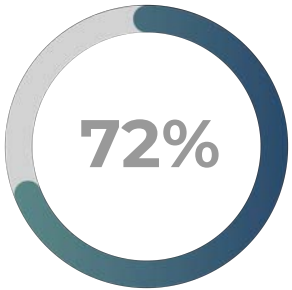
Avoid crowded spaces

95% confidence

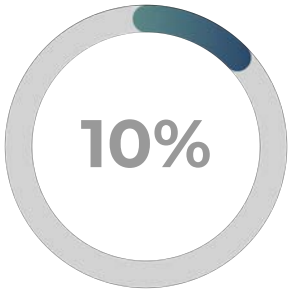
PUBLIC SPACES VISITATION



Few times per day

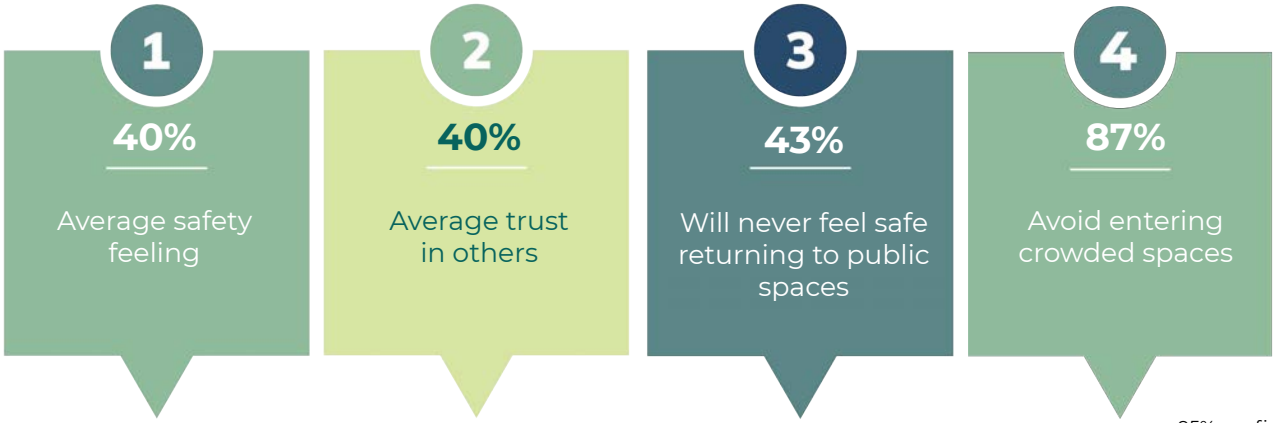


Few times per week



Never

95% confidence



95% confidence

INTERVIEWS

INTERVIEWS QUESTIONS

1. What has your experience been with COVID-19 for the past year?	Basic Information
2. What are your thoughts on the current CDC guidelines? 3.Are there any guidelines that you do not feel are being followed well enough?	Thoughts on CDC Guidelines
4.Do you trust others to follow the guidelines? Why or why not?	Thoughts on other People
5. What would you do if you came across a crowded public space? 6. How aware are you of ventilation when in confined public spaces? 7.. What are some things that you notice when entering a confined public space?	Experience in Public Space
8. What would make you feel safer in confined public spaces?	Response to Public Space

INTERVIEWS INSIGHTS

Thoughts on the current CDC guidelines?

"I **trust** CDC guidelines because the rules are from experts "

"I feel lots of people **follow the rules because they don't want to cause troubles** but they don't believe it"

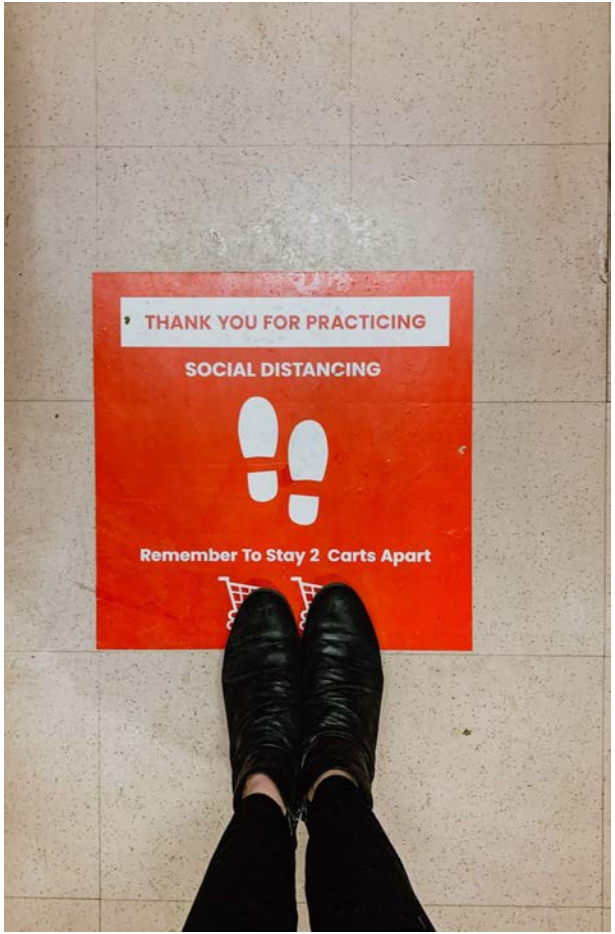
"I **trust** them, but I wish more people followed them."

INTERVIEWS INSIGHTS

Are there any guidelines that you do not feel are being followed well enough?

"People are **not keeping 6 feet**. I would avoid crowded people. "

"People do **not wear masks properly.** They have them around their chin."



INTERVIEWS INSIGHTS

What would make you feel safer in confined public spaces?

If I have to touch the thing in public area, I would **touch the part which rarely people would touch it.** For example, if I need to pull/push the door, I would touch the bottom of the door handle.

"I would feel better if there were **wipes available for everyone.**"

INTERVIEWS INSIGHTS

What would make you feel safer in confined public spaces?

The guest scans a QR code on his / her mobile, sees the menu and places the order via the mobile without downloading any app and touching the menu.

“It makes me feel safer”

TOWN WATCHING

TOWN WATCHING INSIGHTS

Participants Observed
Pedestrian

Point for Observation
- Proper use of the mask
- Hand sanitizer
- Social distancing
- Avoid crowded spaces
- Is people alone or in a group
- Are they careful in the group

Proper use of the mask?

- Many people were wearing masks, but there were a few people who were **not covering their noses.**
- Almost all **children** (under ~12 years old) were **not wearing** masks at all.

Hand sanitizer available?

- Does not seem to be found in many places.
- It was available in certain places, such as restaurants and entrances to a few stores in the mall.
- It could be **difficult to find hand sanitizer** that can be used by the public.

Social distancing?

- **Social distance guidelines did not seem to be followed very closely.** In places such as the mall or grocery store, people did not seem to care about maintaining a six feet distance from others.

- In places such as the SCAD library, people tended to be seated at a proper distance. This was helped by markings and tables being set at a distance.

Avoid crowded spaces?

- In all places observed, **there did not seem to be anyone avoiding these spaces** due to it being crowded.
- Perhaps **people who were concerned** about crowded spaces **did not leave home** in the first place, or maybe people are less concerned now.

Are people alone or in groups?

- In places like the mall or restaurants, people tended to stay **in groups** of friends or family.
- In other places like the MARTA or library, people were usually alone.

Are people careful in groups?

- Groups seemed to empower people to **not wear their masks properly**.
- In restaurants, **people would remove masks due to the social aspect** of eating out.
- In the mall, **people grouped** together would **lower their masks** to help ease their ability of speaking to one another.

GROCERY SHADOWING

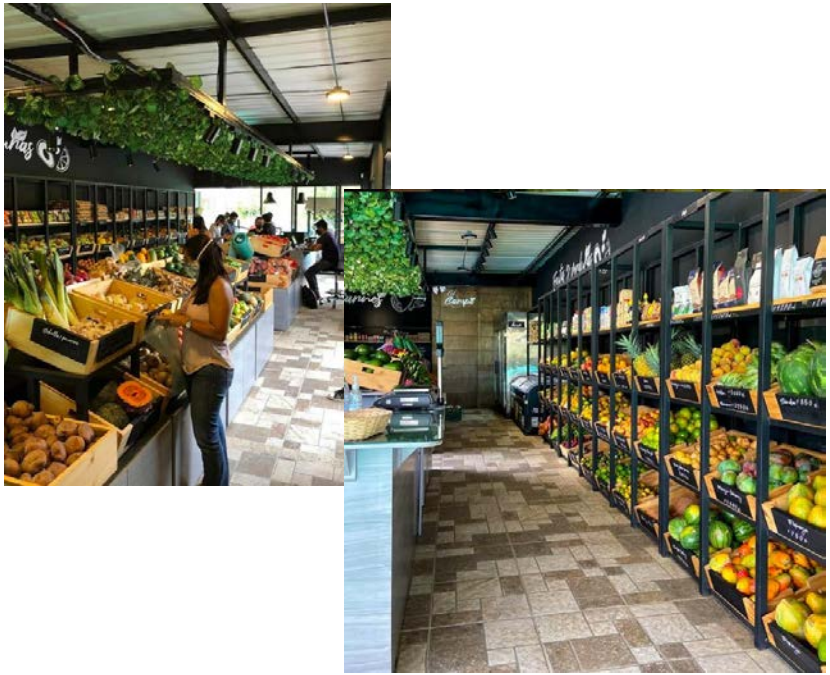
Grocery Shadowing

Participants Observed
Family and Friends

Observation Place
Grocery stores

Observation Time
20 minutes

Point for Observation
-What things they would do to feel safe
-What things they see other people do to feel safe
-What things they care about
-What things they pay attention to



What things they pay attention to

- **Wipe the cart**
- She feels safe to see other **wearing a mask**
- No one eats or drink in the store
- No one is following the arrow on the ground
- Do self-checkout so she could have less interaction with other people

What things they would do to feel safe?

- **Use hand sanitizer** before touching own body
- Not touch the item unless trying to see the ingredients on the package
- Disinfect items with alcohol
- **Use hand sanitizer** once she is back to her car
- Take a shower once back to house

Moving from

Survey, Town Watching, and Grocery Shadowing

People said...		People acted...
60% trust in CDC guidelines and most of them follow the guidelines.	**CDC Guidelines**	Social distance guidelines did not seem to be followed by public areas.
People are scared to return to public space.	**Public Space**	It did not seem that anyone is avoiding these crowded spaces.
People tend to do extra work to protect themselves.	**Protection**	People are not wearing a mask properly, and they go with a group.

04
AFFINITIZATION

AFFINITY DIAGRAMMING

74
viable data

8
themes

full view

AFFINITY DIAGRAMMING

? HOW MIGHT WE

Ensure all people are properly wearing safety protocols?

Educate people on the use of safety protocols?

Make people confident with ventilation in an enclosed space?

Make people feel fine about the number of people in an enclosed space?

Create a trusted environment in enclosed spaces?

Ensure there is no virus in the elements people touch?

Ensure there are no sick people inside?

Ensure there are no contagious levels of virus in the air?

How might we ... alter the public confined spaces visitation experience to help people feel safe?

? 5 WHYS

Problem: Why do people not feel safe in public confined spaces ?

Why? People are afraid they might get the virus.

Why? People don't know if the virus is in the air or the things they touch.

Why? The inefficiency of safety protocols.

Why? Inappropriate use of safety protocols by some people.

Why? Lack of awareness and citizen responsibility.

Countermeasure: Find a way for people to be aware of the threat posed by the virus in closed public spaces

05
USER PERSONA

TARGET USER

Age: 30+

Follows protocols / Doesn't trust other /Scared to return to public confined space / Avoids crowds

"It's all about quality of life and finding a happy balance between work and friends and family"




Primary
Susan Smith

Age	38
Occupation	Interior Designer
Status	Married
Location	Atlanta, GA
Tier	Professional
Archetype	Family person

Goals

- To have a meaningful job.
- To make the most of her work in the office so work doesn't follow her home.
- To have a happy and united family.
- To take care of her loved ones.

Frustrations

- Has anxiety when away from her loved ones
- Not knowing the health condition of her mom
- Has anxiety when home is not totally clean

Tech

Internet
Social networks
Delivery apps
Online shopping
Time scheduling app
Health app

Personality

Introvert — Extrovert

Analytical — Creative

Loyal — Fickle

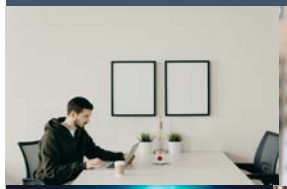
Passive — Active

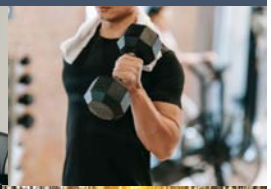
Biography

Family: **one sister, mother, husband, daughter.**

Susan is an interior designer at a big company in Atlanta, Georgia. She is passionate about her work and loves going out with her colleagues and friends. **She has a beautiful family and constantly visits her mom.** She is the loving mother of a five-year-old daughter and wife to an architect who also works in a big company.

"Be curious about life, and cautious with it."





Secondary
Drew Martin

Age	30
Occupation	Software Developer
Status	Dating
Location	Chicago, IL
Tier	Entry level
Archetype	Extroverted single man

Goals

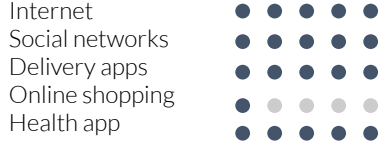
- Earn money for his lifestyle
- Go on lots of dates
- Go to big music festival with all his friends this year
- Continue his workout plan

Frustrations

- Really bummed about not being with friends
- Missing out on fun events
- Has asthma, a Covid-19 comorbidity so he worries about the virus

Tech

Internet
Social networks
Delivery apps
Online shopping
Health app



Personality

Introvert — Extrovert

Analytical — Creative

Loyal — Fickle

Passive — Active

Biography

Family: **mom, dad, younger sister**

Drew recently got his first real job as a software developer in Chicago and enjoying single life before COVID. He was active on social media for everyone to stay home and follow protocols. **Drew has asthma, which can be life threatening if he were to contract COVID.** He really wants to go out with friends, but realizes that being uncareful could end up really badly for him.

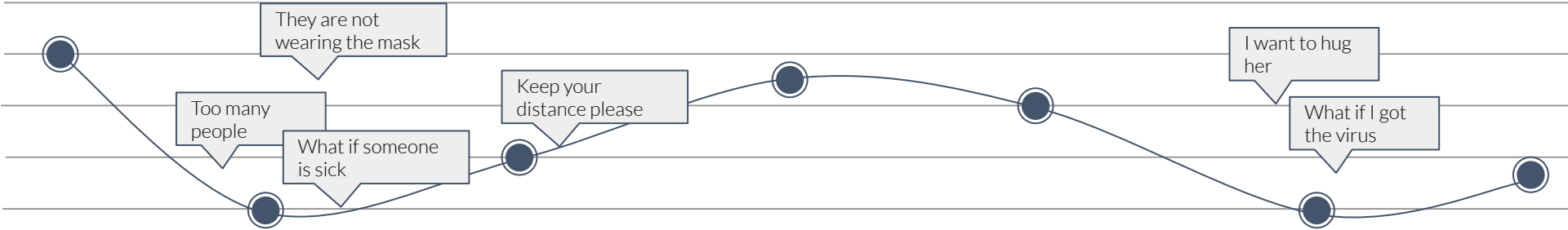
06
USER JOURNEY MAPS

Susans' Sunday Journey

Scenario

During Covid-19 pandemic, Susan needs to do grocery shopping for her mother.

Take the car	Arrive at the grocery store	Pick her groceries	Self-checkout	Dive to her moms	Arrive at her moms' house	Go away
1. Put on a mask	4. Check if it is too crowded 5. Enter the establishment 6. Disinfect the cart	7. Open the fridge with her foot 8. Wait until the person in the hallway goes away	9. Disinfect the self-checkout machine 10. Put the products in a bag	11. Load her car 12. Disinfect her hands after putting groceries in the car	13. Say hi in the distance 14. Disinfect all products 15. Talk to her for a while 16. Say bye distantly	



OPPORTUNITIES	Help her feel safe Show her that there is no risk Enforce safety protocols	Control the distance between people	Calming down Ensure products are not contaminated
INTERNAL OWNERSHIP	Grocery store management and other people	Grocery store management	COVID-19 Pandemic

Drew's Friday Night Journey

Scenario

Drew is going to meet up with some friends for dinner at restaurant

Leaves apartment

1. Put on a mask

Arrive at the restaurant

2. Greets friends
3. Wait for table
4. Makes sure it's not too crowded

Sits down at table

5. Removes mask at table
6. Talks with friends

Orders food

7. Puts on mask when speaking to waiter
8. Removes mask once done

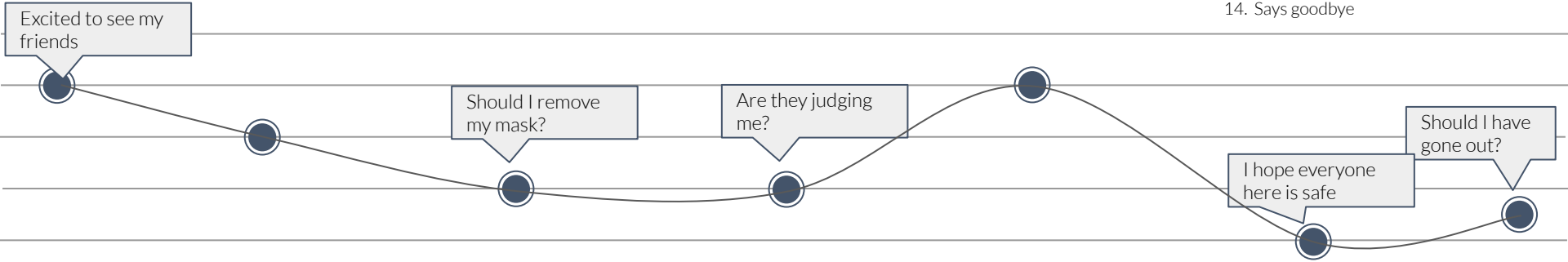
Eats food

9. Enjoys meal without mask
10. Continues speaking with friends

Leaves restaurant

11. Puts mask back on
12. Walks through restaurant to the exit
13. Talks with friends outside
14. Says goodbye

Goes home



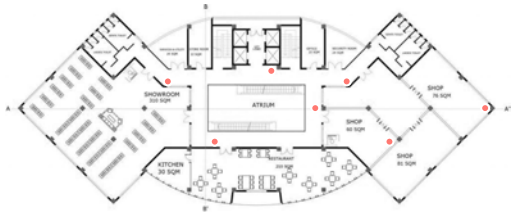
OPPORTUNITIES	Help him feel better Reduce judgement of others Enforce safety protocols	Make sure everyone in restaurant is following protocols	Calming down Ensure products are not contaminated
INTERNAL OWNERSHIP	Restaurant staff and customers	Restaurant owner	COVID-19 Pandemic

07
IDEATION

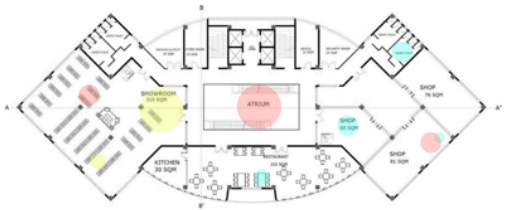
THEMES

Transparency	Awareness	Trust
Accuracy	Convenience	Accessibility
Safe	Sanitation	Rules

Concept A

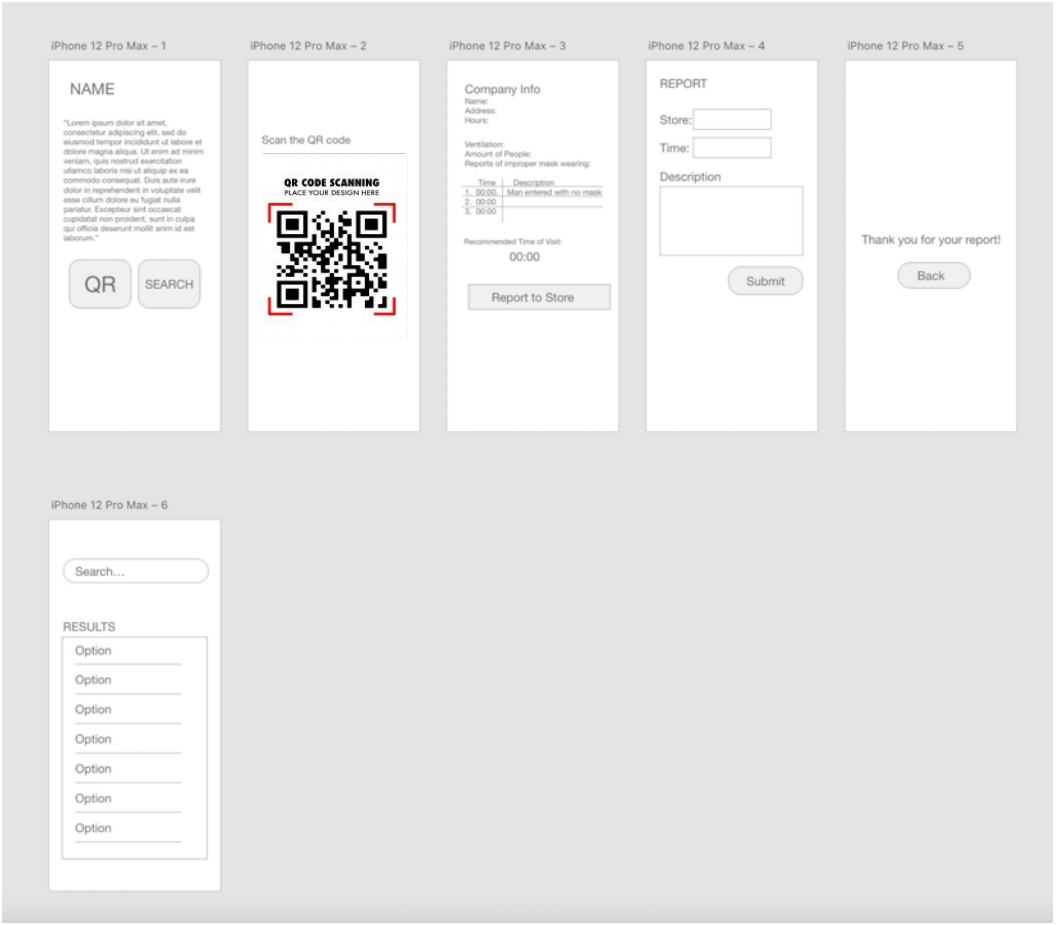


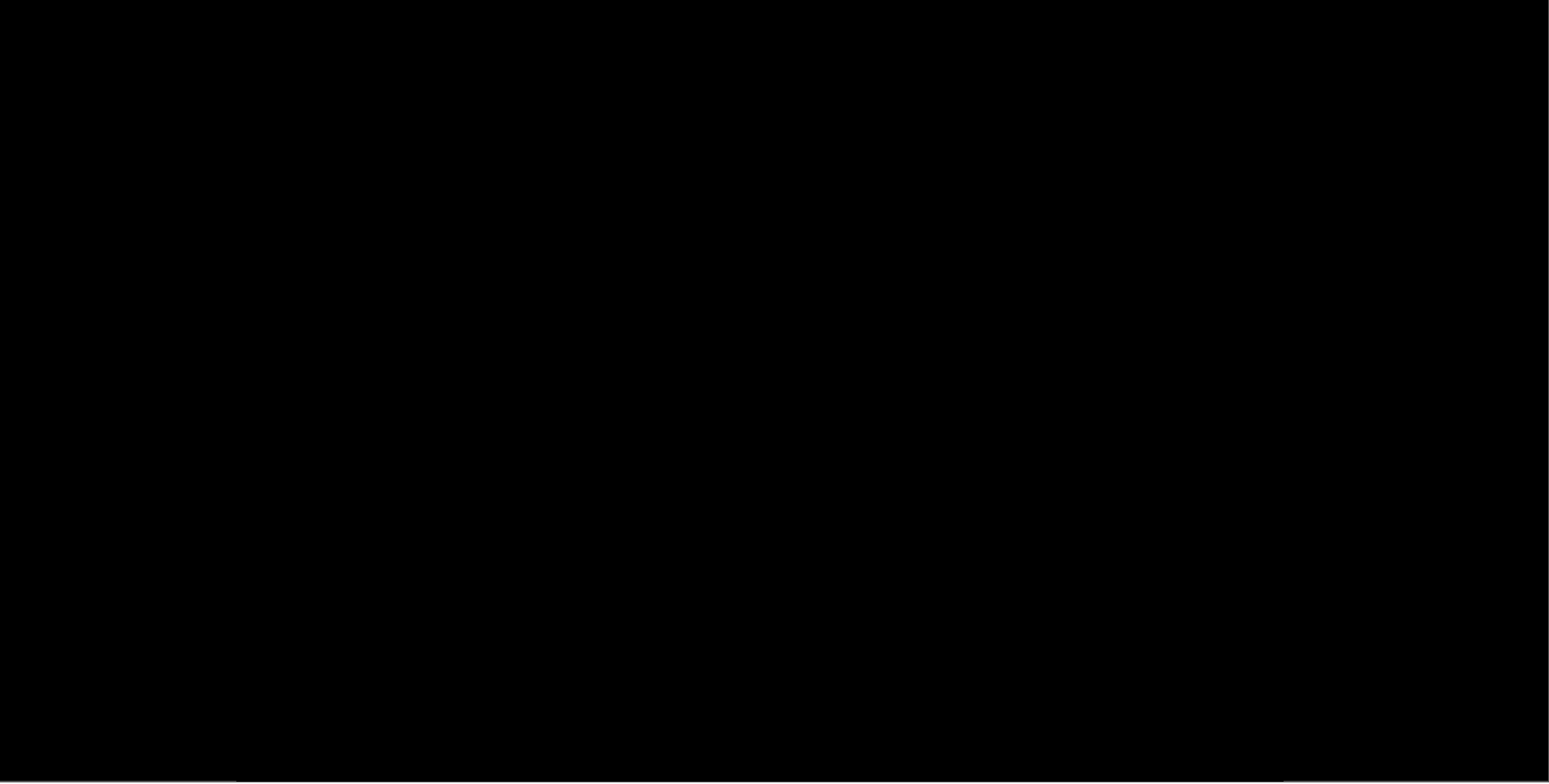
Where is the sanitizer?



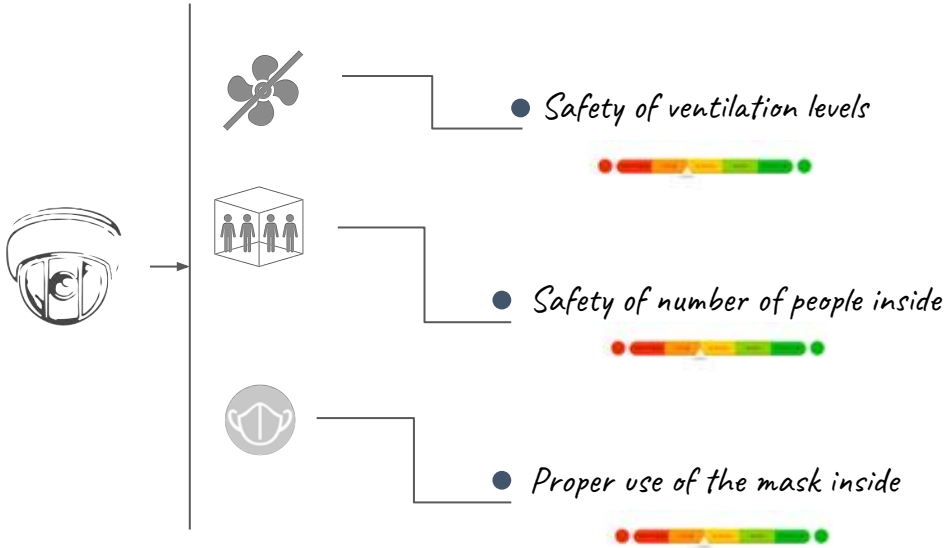
Population density

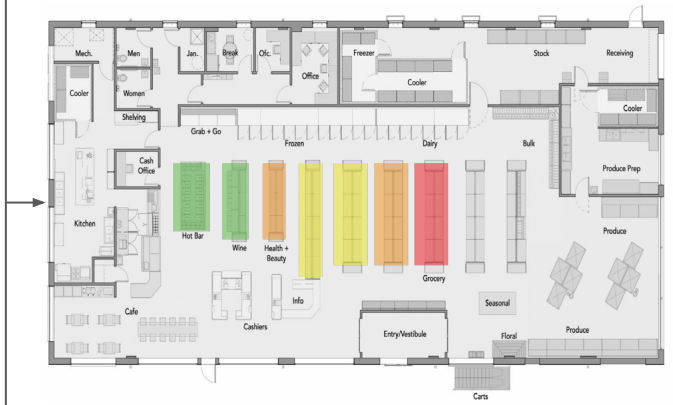
0-3 feet
3-6 feet
6-8 feet





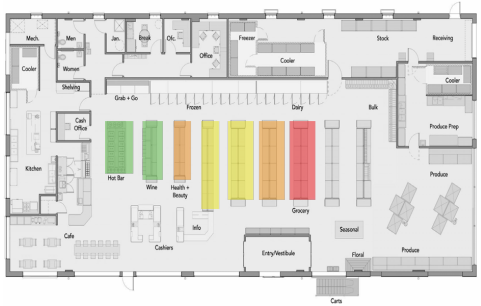
Concept B


Safety of ventilation levels
Safety of number of people inside
Proper use of the mask inside


Mech.
Men
Women
Jan.
Break
Ofc.
Office
Freezer
Cooler
Stock
Receiving
Cooler
Shelving
Grab + Go
Frozen
Dairy
Bulk
Cash Office
Produce Prep
Kitchen
Hot Bar
Wine
Health + Beauty
Produce
Grocery
Cafe
Info
Seasonal
Cashiers
Entry/Vestibule
Floral
Produce
Carts

Concept A

Concept B



08
DESIGN CONCEPT

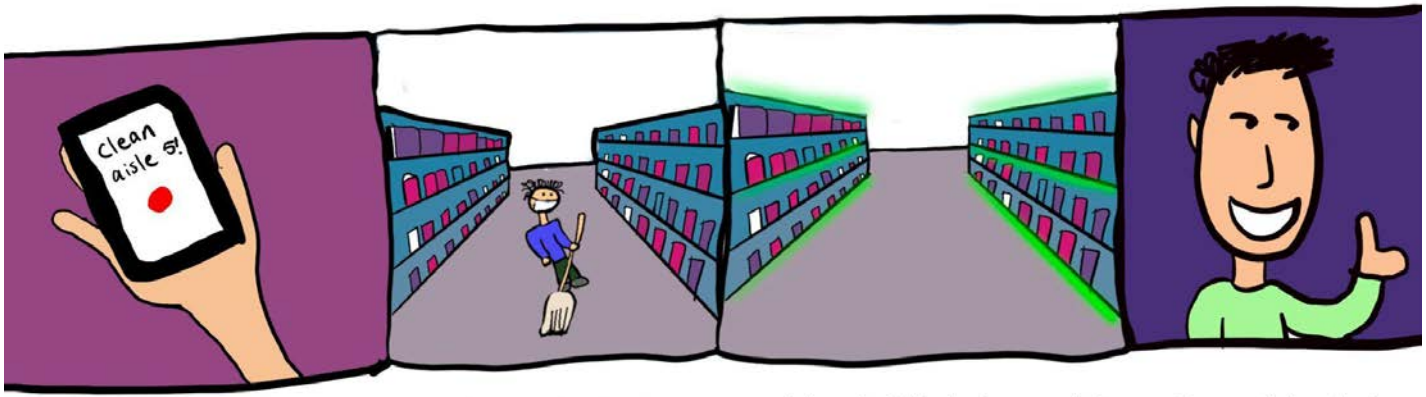
STORYBOARD

Steve really wants to go to the grocery store

When he gets there, he sees the color code to inform him about how clean or dirty an aisle is.

This aisle has a red light, which means that it is dirty and could potentially have the Coronavirus

The special cameras have been analyzing the store to see how many people have frequented certain parts of the store and can assess the sanitation level.



The workers of the store are notified that an aisle needs to be cleaned

So they can go clean the aisle

And now the aisle is showing a green light which means that it is safe for patrons to walk down.

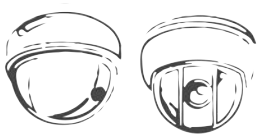
Steve now feels much safer to shop in the store now that he can see the green light.

CONCEPT

Concept B

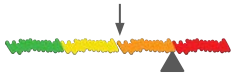
Survillance system

Sensor device

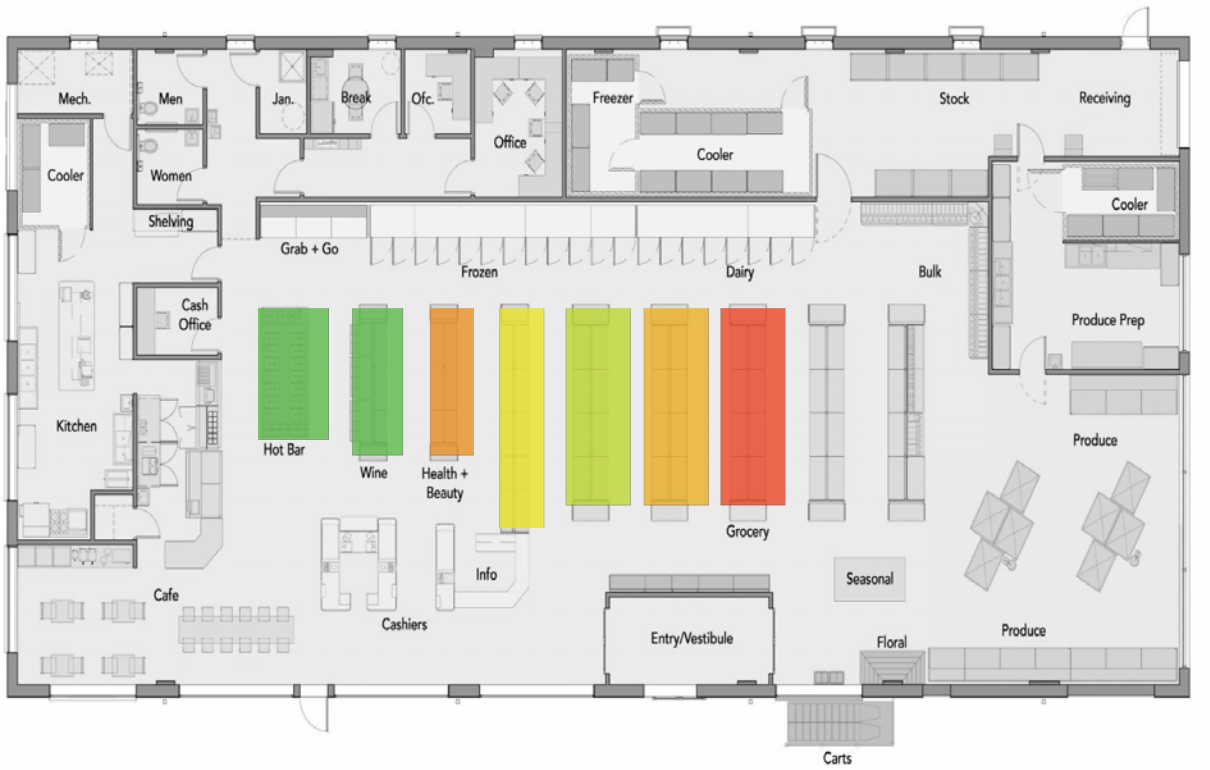


Data

1. Number of people
2. Time spent



Increase risk level

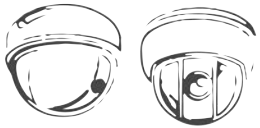


Concept B

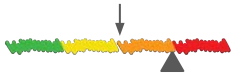
Costumer environment

Sensor device

Data



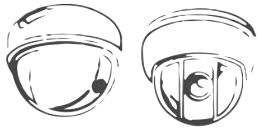
1. Number of people
2. Time spent



Increase risk level

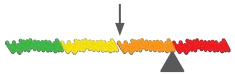
Concept B

Sensor device



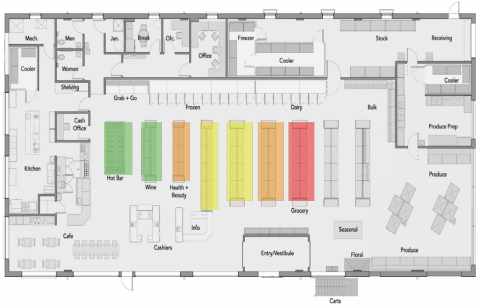
1. Number of people
2. Time spent

Data

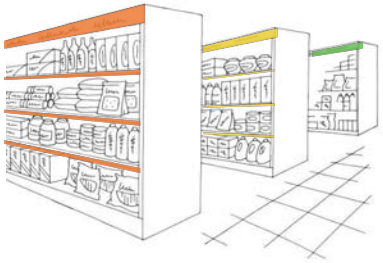


Increase risk level

Survillance system



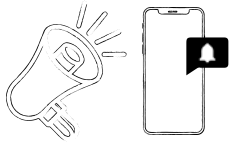
Costumer environment



System automatic actions

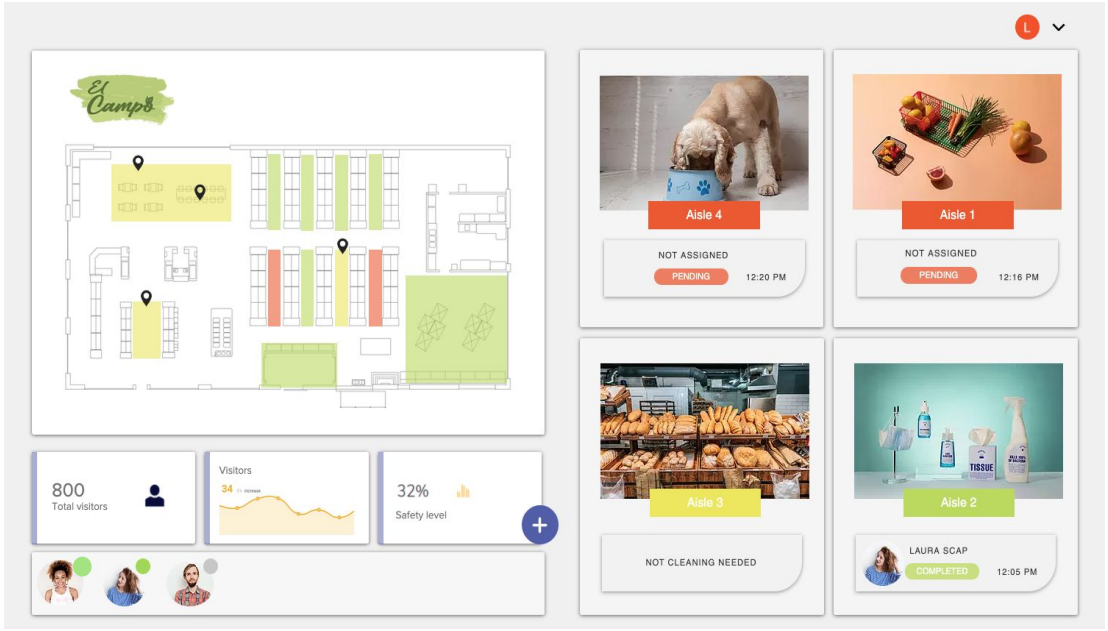
1. Update ligths status
2. Restrict peoples acces
3. Request cleaning

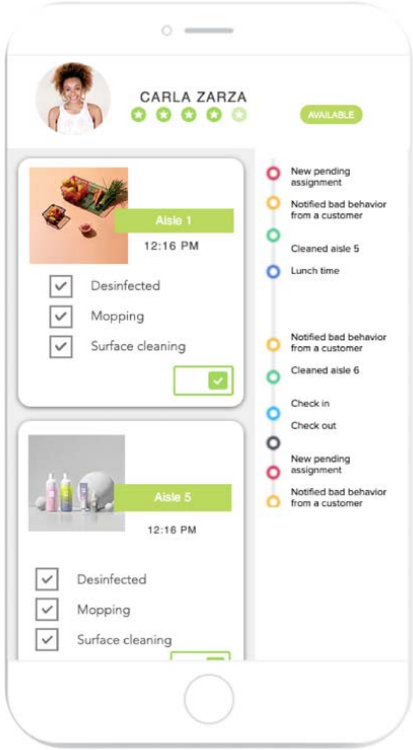
Cleaning staff actions

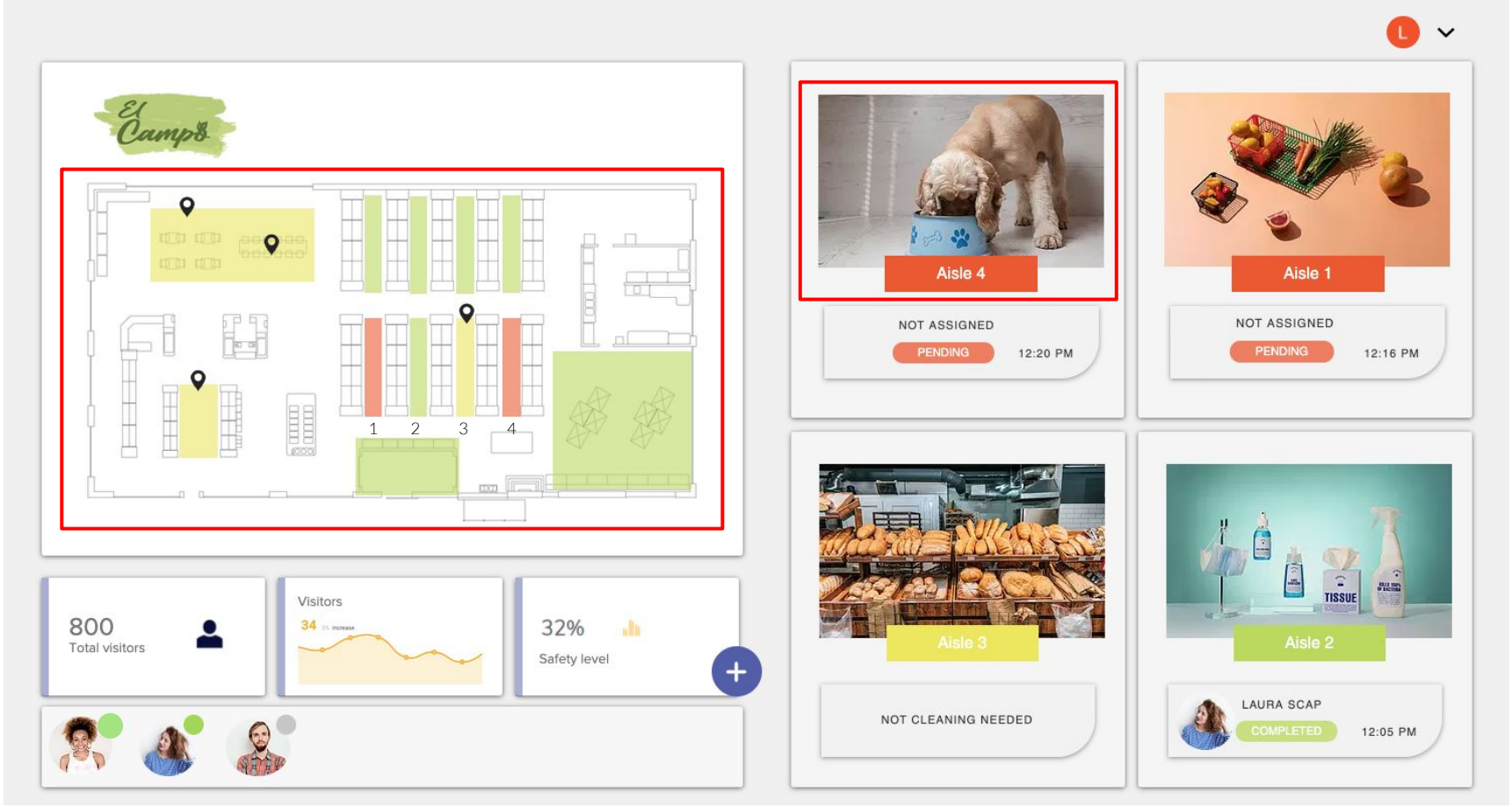


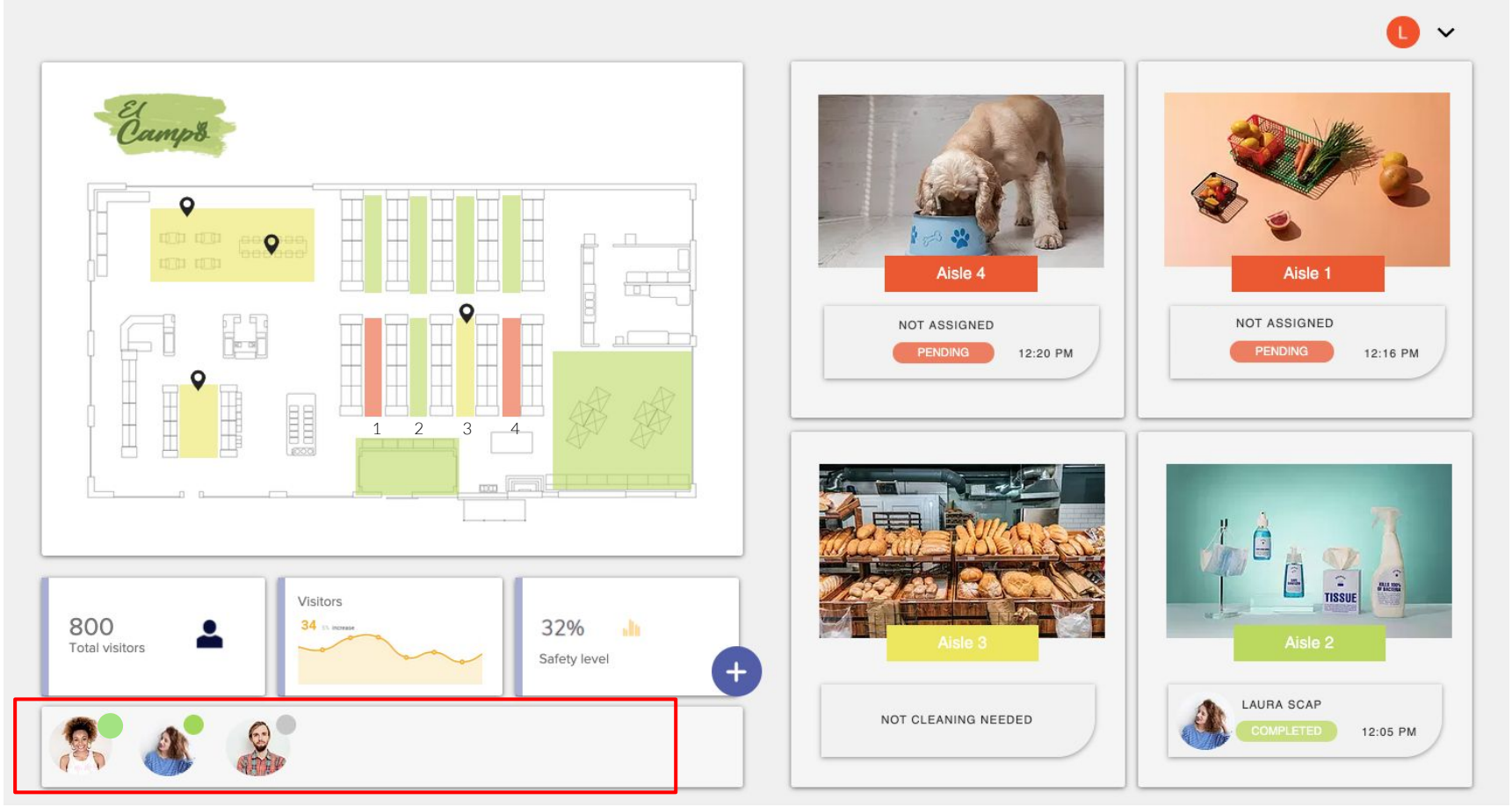
1. Receive notification
2. Complete the action
3. Notify the system

WIREFRAME


El Campo
800
Total visitors
Visitors
34
32%
Safety level
Aisle 4
NOT ASSIGNED
PENDING
12:20 PM
Aisle 1
NOT ASSIGNED
PENDING
12:16 PM
Aisle 3
NOT CLEANING NEEDED
Aisle 2
LAURA SCAP
COMPLETED
12:05 PM


CARLA ZARZA
AVAILABLE
Aisle 1
12:16 PM
Desinfected
Mopping
Surface cleaning
New pending assignment
Notified bad behavior from a customer
Cleaned aisle 5
Lunch time
Notified bad behavior from a customer
Cleaned aisle 6
Check in
Check out
New pending assignment
Notified bad behavior from a customer
Aisle 5
12:16 PM
Desinfected
Mopping
Surface cleaning


L
El Campo
1
2
3
4
Aisle 4
NOT ASSIGNED
PENDING
12:20 PM
Aisle 1
NOT ASSIGNED
PENDING
12:16 PM
800
Total visitors
Visitors
34
32%
Safety level
Aisle 3
NOT CLEANING NEEDED
TISSUE
Aisle 2
LAURA SCAP
COMPLETED
12:05 PM

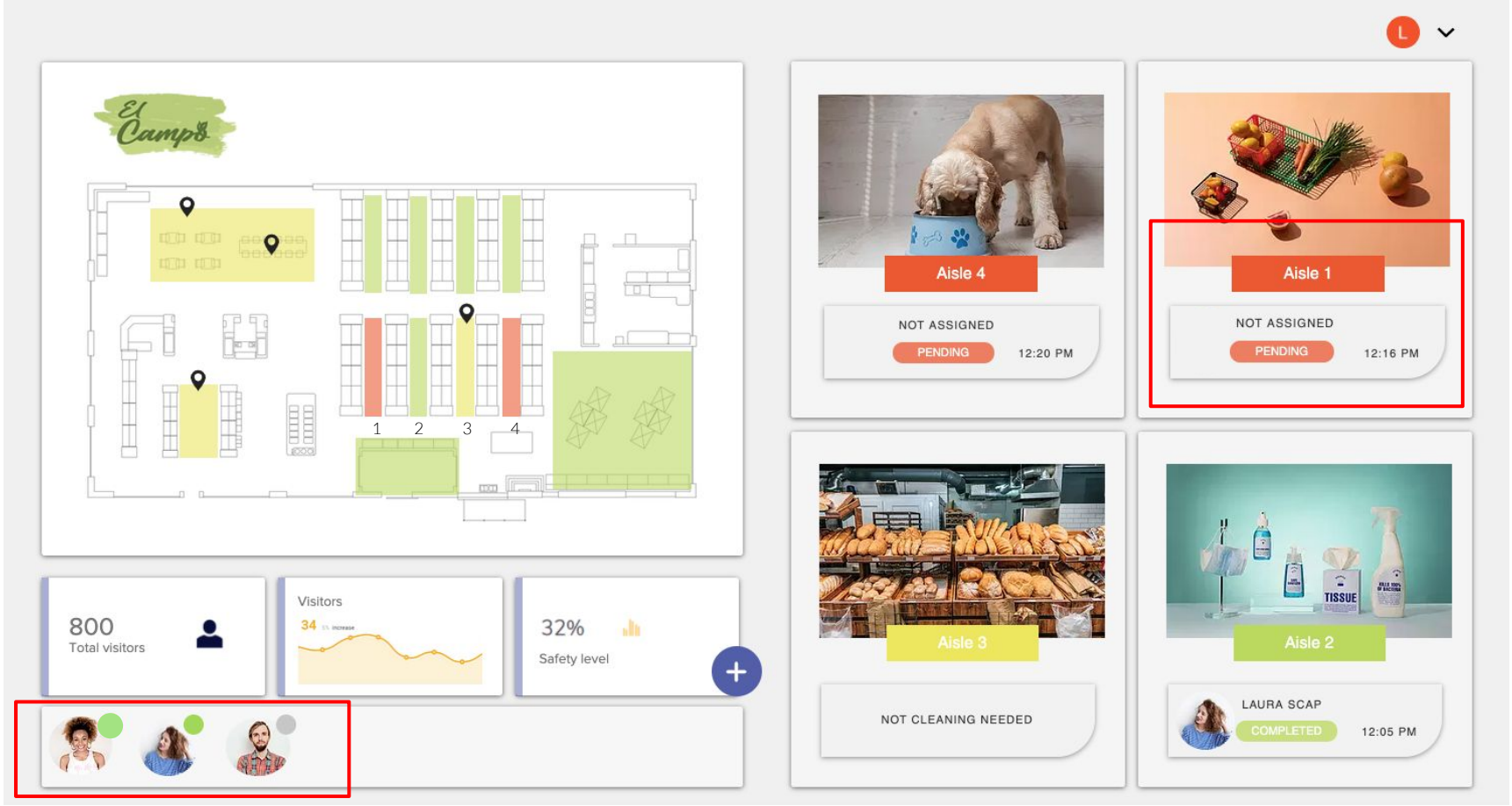

L
El Campo
1
2
3
4
800
Total visitors
Visitors
34
32%
Safety level
Aisle 4
NOT ASSIGNED
PENDING
12:20 PM
Aisle 1
NOT ASSIGNED
PENDING
12:16 PM
Aisle 3
NOT CLEANING NEEDED
Aisle 2
TISSUE
LAURA SCAP
COMPLETED
12:05 PM

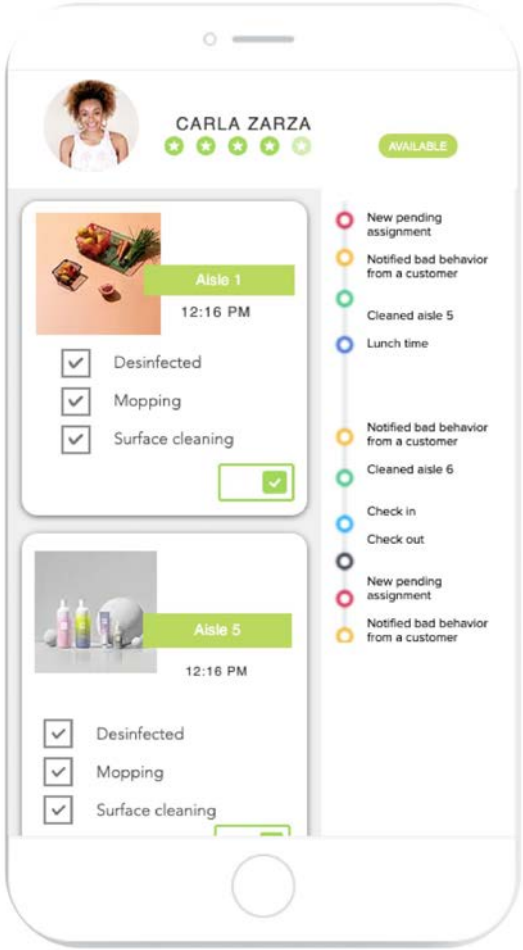
CLEANING STAFF AVAILABILITY

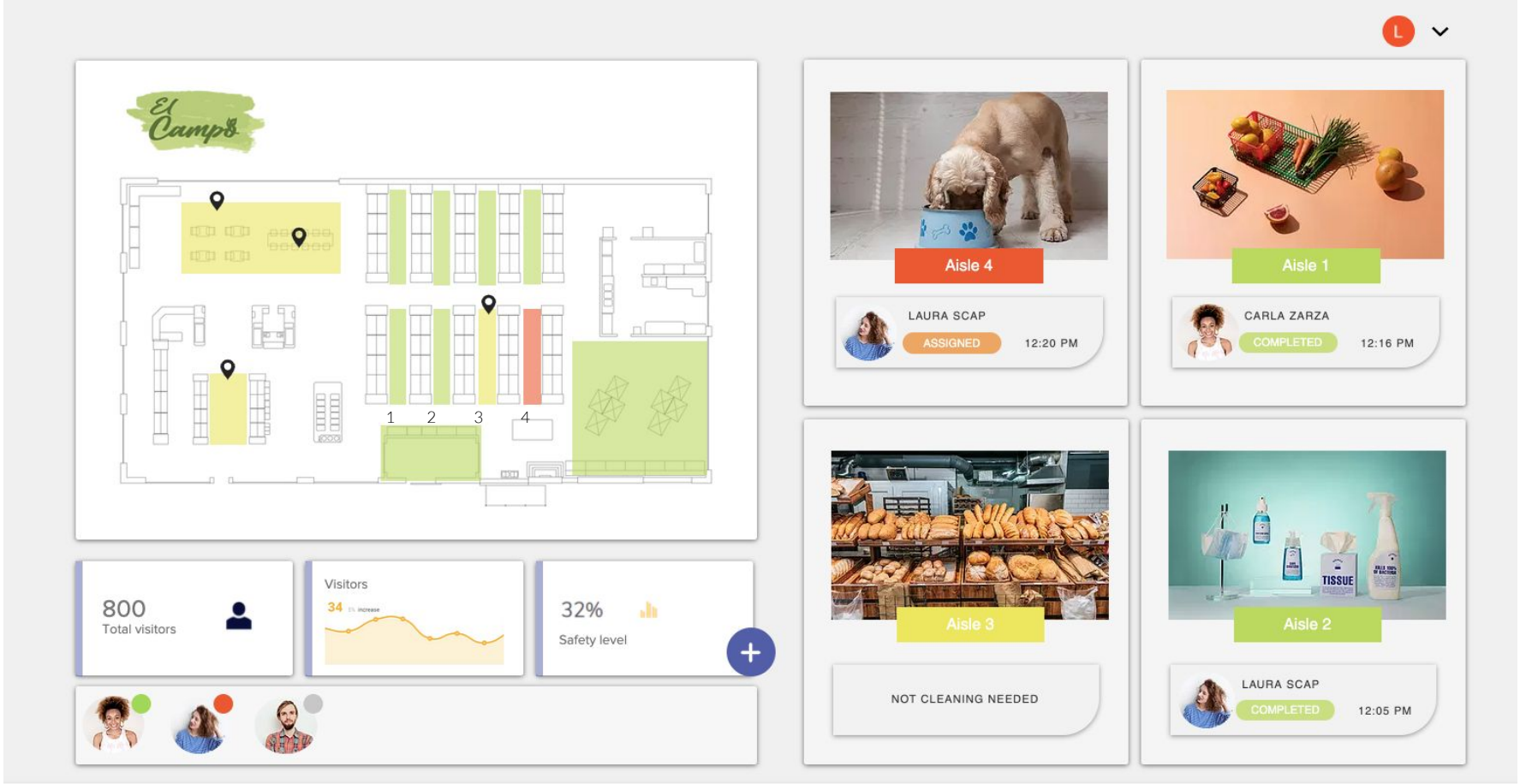
AVAILABLE

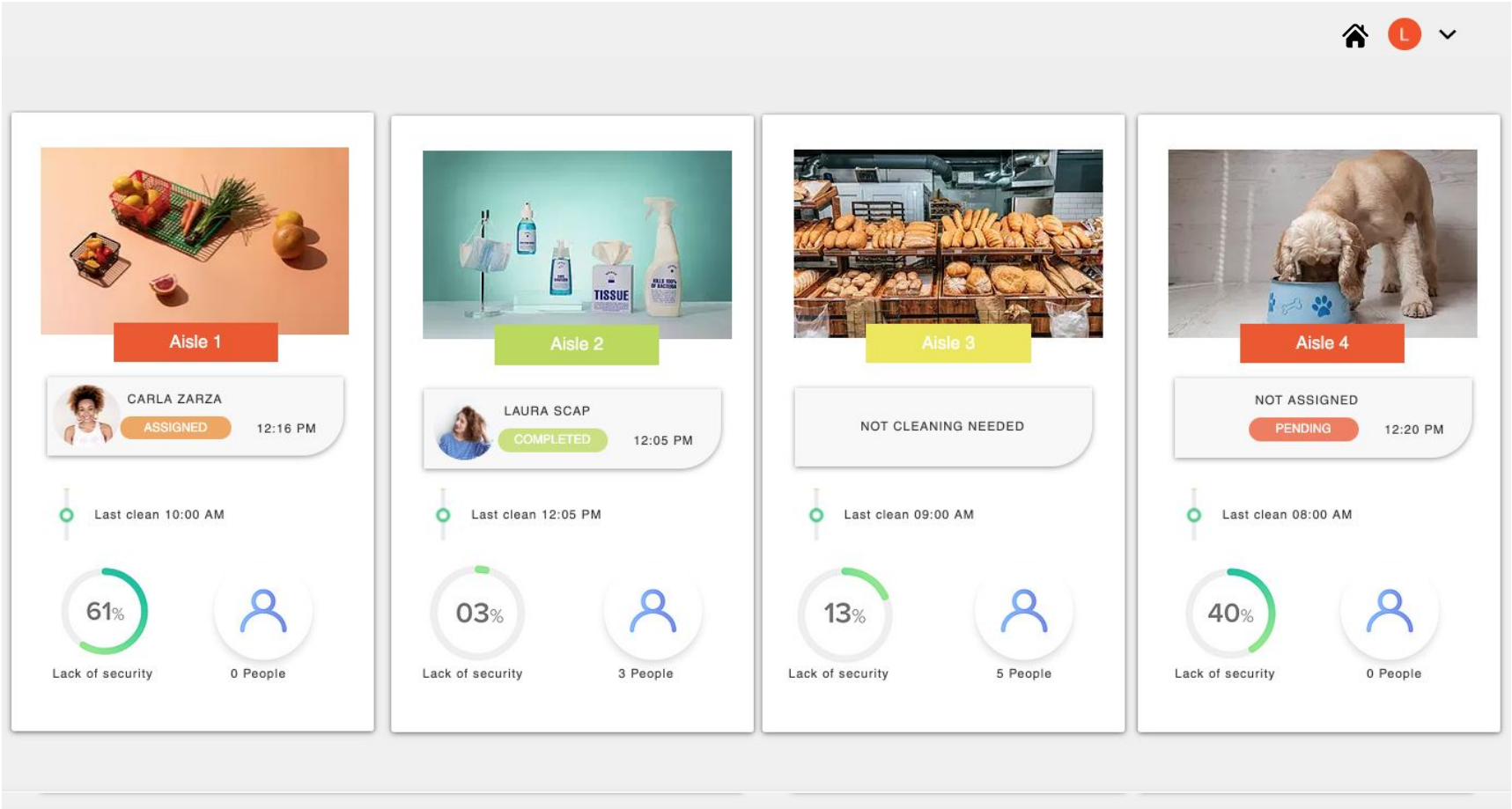
BUSY

TIME OFF


L
El Campo
1
2
3
4
Aisle 4
NOT ASSIGNED
PENDING
12:20 PM
Aisle 1
NOT ASSIGNED
PENDING
12:16 PM
800
Total visitors
Visitors
34
32%
Safety level
Aisle 3
NOT CLEANING NEEDED
TISSUE
Aisle 2
LAURA SCAP
COMPLETED
12:05 PM


CARLA ZARZA
AVAILABLE
Aisle 1
12:16 PM
Desinfected
Mopping
Surface cleaning
Aisle 5
12:16 PM
Desinfected
Mopping
Surface cleaning
New pending assignment
Notified bad behavior from a customer
Cleaned aisle 5
Lunch time
Notified bad behavior from a customer
Cleaned aisle 6
Check in
Check out
New pending assignment
Notified bad behavior from a customer


L
El Campo
1
2
3
4
800
Total visitors
Visitors
34
32%
Safety level
Aisle 4
LAURA SCAP
ASSIGNED
12:20 PM
Aisle 1
CARLA ZARZA
COMPLETED
12:16 PM
Aisle 3
NOT CLEANING NEEDED
Aisle 2
TISSUE
LAURA SCAP
COMPLETED
12:05 PM


Aisle 1
CARLA ZARZA
ASSIGNED
12:16 PM
Last clean 10:00 AM
61%
Lack of security
0 People
Aisle 2
TISSUE
LAURA SCAP
COMPLETED
12:05 PM
Last clean 12:05 PM
03%
Lack of security
3 People
Aisle 3
NOT CLEANING NEEDED
Last clean 09:00 AM
13%
Lack of security
5 People
Aisle 4
NOT ASSIGNED
PENDING
12:20 PM
Last clean 08:00 AM
40%
Lack of security
0 People

LOGO


CONFÍA
CONFÍA
confía
confía
confía
confía
confía
confía
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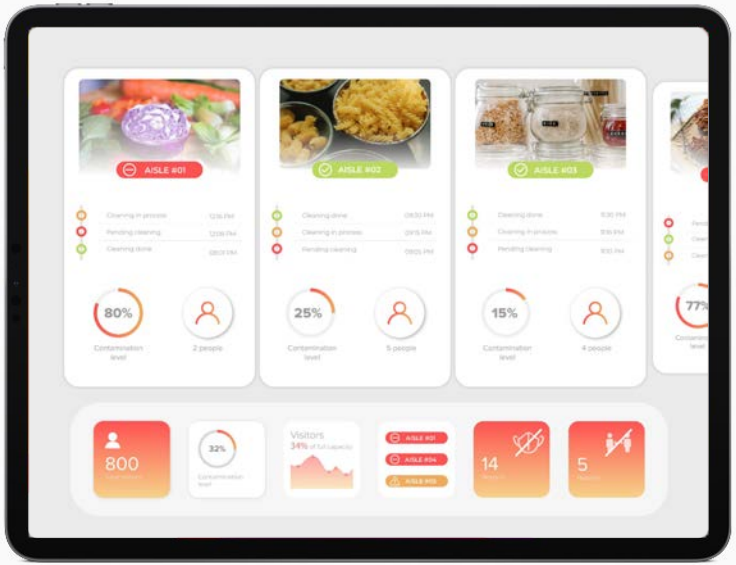
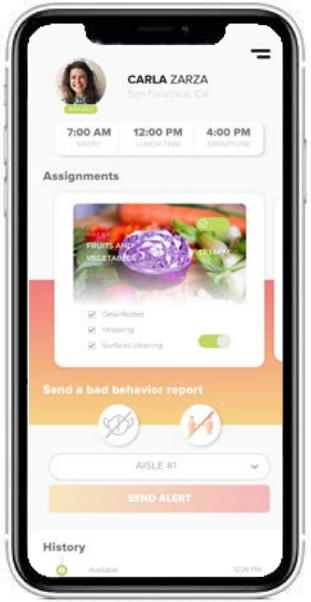
confía

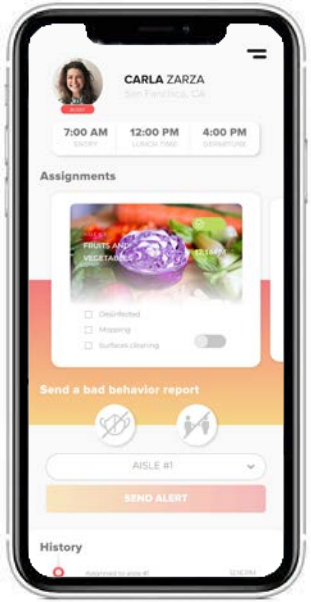
09
PROTOTYPE

Prototype #01



Prototype #01





Prototype #02

10
USER TESTING AND EVALUATION

Professor's Feedback

SCREEN 1

- If on top left corner is an overview of which staff member is on a task, I would revise for the following:

Add staff member name and role (just the picture, especially that small, might not be enough to recognize someone)
I would make it a list with individual reports, which might have an icon referring to the type of report, without aggregating them (try to look at it as if you were a supervisor, what would you need to know, why?)

- The list of locations on the left looks unnecessary: it would take less space, and be more easy to read if the reports about contamination level were directly on the map.

SCREEN 2

- What does the staff viz on the top left mean? Red dots, green dots, grey dots.
- I don't think pictures are enough to discriminate who is who: think about the potentially high turnover of staff members, a supervisor might need extra help recognizing people, plus: seeing staff names repeatedly on the UI might help memorize those names.

Settings button is huge, does it need to take all that space?

- On the map, I don't understand the difference between the warning symbol and the "forbidden" symbol. I'd imagine two levels of warning, for which color discrimination may be enough, but "forbidden" symbol seems out of place.
- The overview of task activity on aisles is very dense/heavy, I would try to boil it down to what is the information needed to support decision making for the viewer of the screen: any other thing should be dropped. For example regarding activity status, a history may be overkill here, just current status may be enough (leave history for a detailed view in another screen).

SCREEN 3

- The list view looks so much more credible than the widget view: it has far less data. In this particular case showing just the avatar of the employees assigned might be enough (I feel the most important piece of information is how many staff members are actively responding, especially "nobody" vs. "someone on task").
- I am confused by the status of the last 3 items… if cleaning is done, why is there still a warning?

SCREEN 4

- What is the meaning of the large green box with the tick?
- In general, what is the meaning of all the boxes in screen settings? Are the ones greyed out meant to be NOT shown on displays? You might want to add a header and/or description to teach/remind operator.
- Same thing for audio settings on bottom left: it's unclear what the list, and the ticks, mean.
- Same thing for the big list on the right: what is the meaning of green, red, grey, light grey dots? Do they have different meaning from those for staff members? In that case you might want to make them different (different shape, different set of colors), to avoid confusion.

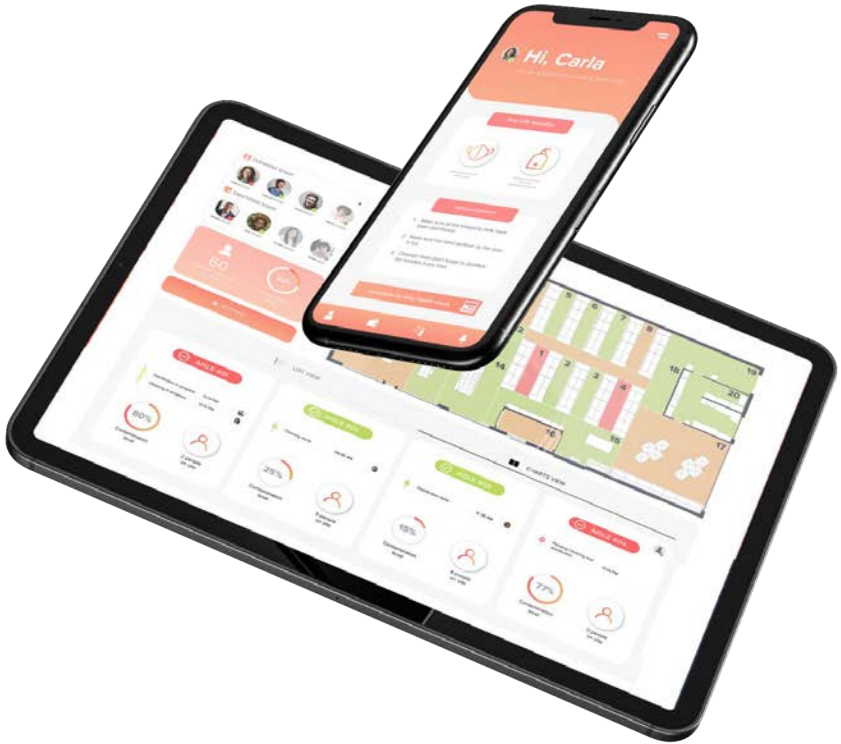
SCREEN 5

- If showing day schedule is meant to support staff with different shift schedules, you might want to add variety in the schedules on the screen: this way you will make it self-explanatory
- Be mindful of basic conventions with color coding:
- Light grey: unavailable/disabled. Green: OK/good. Yellow or orange: attention/warning/anomaly.Red: big problem
- Especially for the status of assigned (but not started job yet): I would replace red with an arbitrary color you decide (e.g. purple)
- I would try to make the color coding in the history more seamless and less obtrusive (for example by making smaller filled circles instead of outlines), as they are they are grabbing maybe too much attention instead of the text labels next to them.
- You could think about dynamic horizontal sizing for the individual cards (as you open the page all cards are very narrow - only showing avatar, name, current status and colors/time of history, so you can view 8-12 of them at once, then if you tap on one, it widens to show the full information).
- I would also add visual cues for the affordances in the screen (I imagine that if more than 2 roles are available, the viewer would be able to scroll horizontally in each role list, and scroll vertically in the page across all roles).

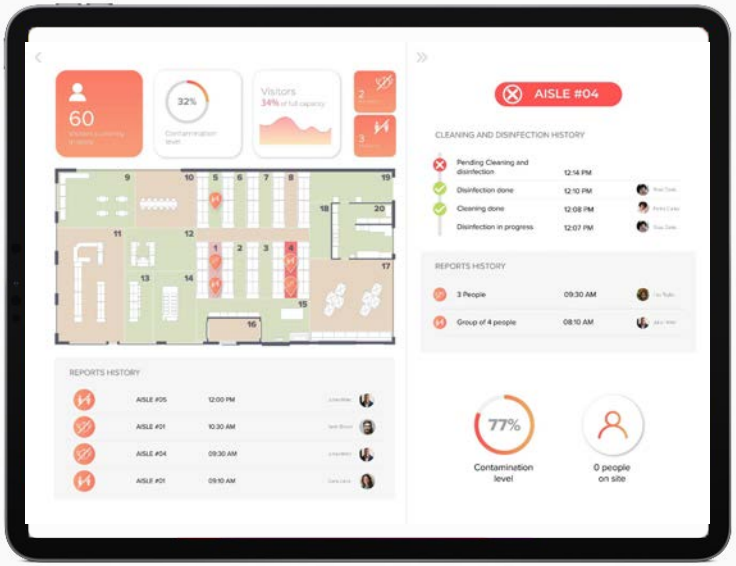
11
FINAL PRODUCT

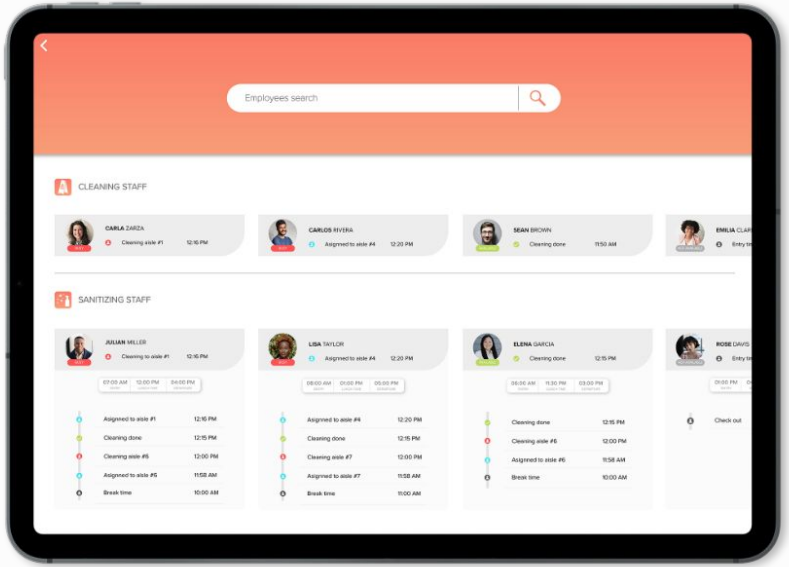
LookBook

Prototype

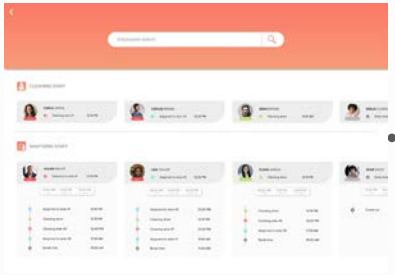


Prototype iPad

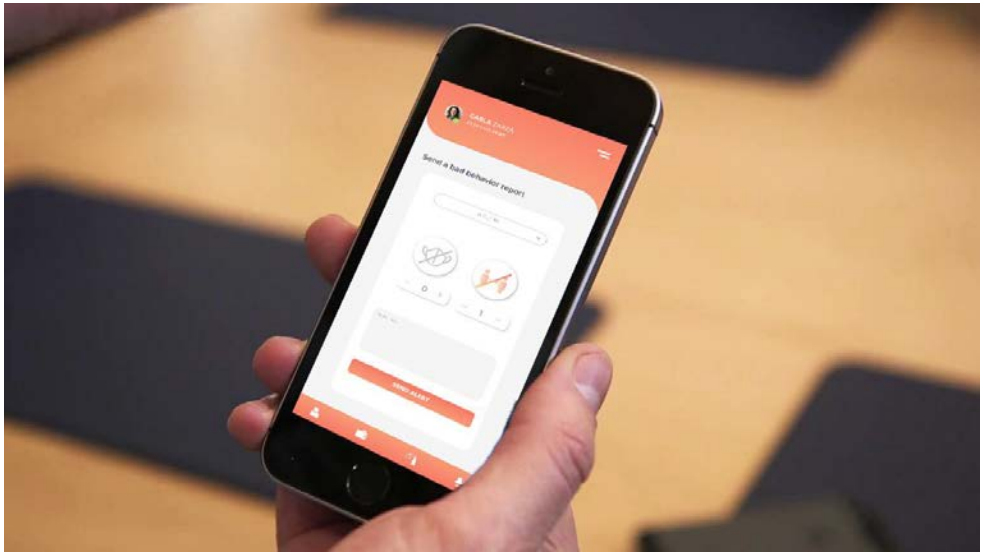




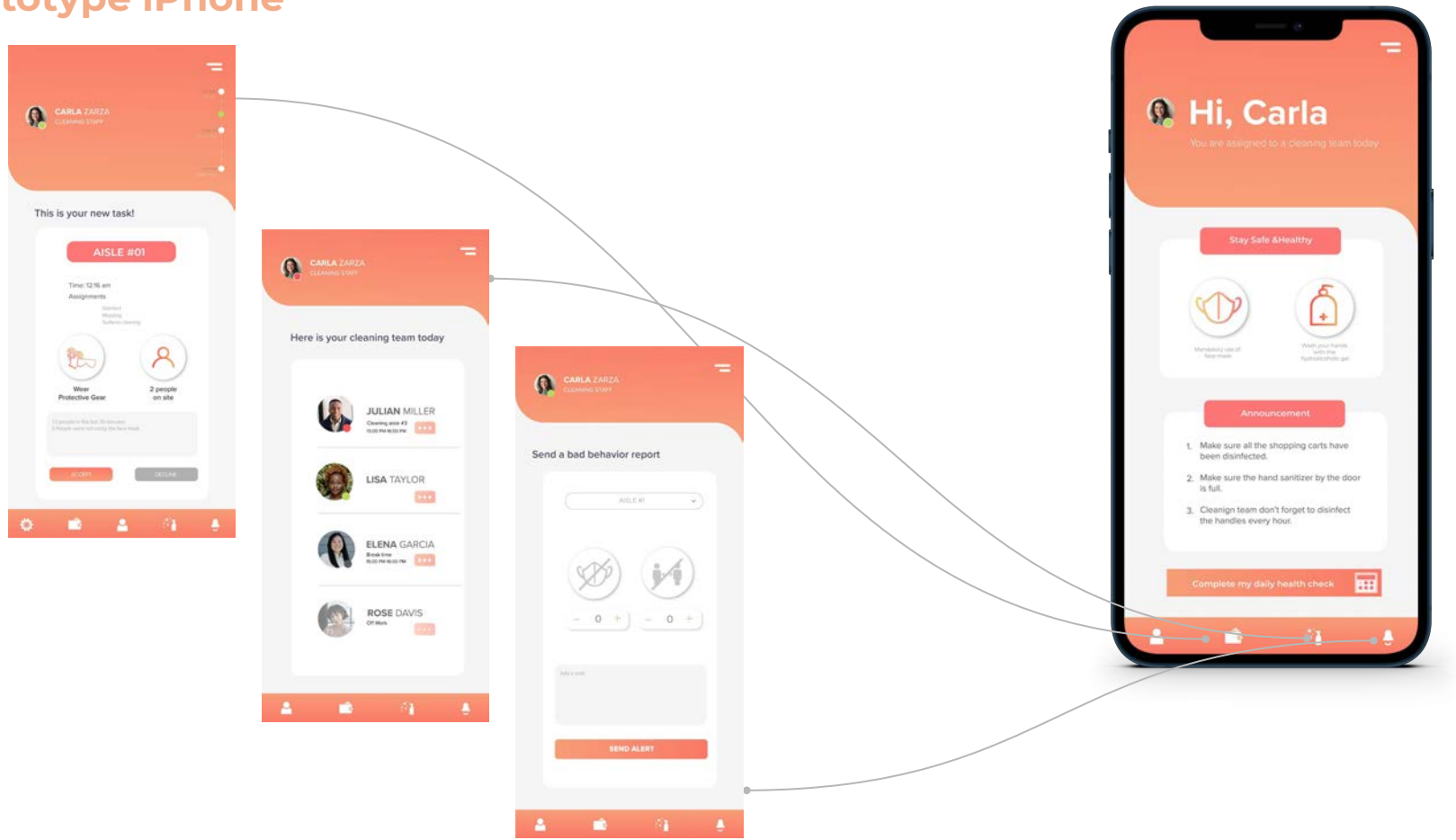
Prototype iPad



Prototype iPhone



Prototype iPhone



Poster

The Problem

People lack tools that help them feel safe in public spaces. They can only be held responsible for their actions following security protocols, not for others' behavior or the public space management.

Our Solution

We intend to design a user experience product to help people feel safer and confident about Covid-19 when entering a crowded place.

confía
keeps you safe

Analysis

We use real-time data to analyze spaces to ensure they are kept at a safe and sanitary level.

Transparency

Using a system of lights, customers are made instantly aware of the cleanliness of every space they enter into.

Community

By working together to keep every space safe, we can promise a better future for everyone.

Sanitation

During COVID-19, the world learned the importance of keeping every space clean. With Confia, it is easier to detect and make sure sanitation levels are kept at a safe

Business Model

Key Partners

Business Owners who will want to include our system in their places of business.

Store Managers who will be relying on our system to manage their employees.

Manufacturer companies who will build the materials needed for our system.

Cleaning and disinfection agencies

Key Activities

Research and development of system

Installation process of system into the stores

Education process so managers and staff learn how it works.

Key Resources

Human resources, managers and staffs

Physical resources, camera in the store
Ipad and cell phones

Value Proposition

To create a system that people can trust and know that if they shop at Confia certified location, they will be safe and want to shop at your store over those who do not have it.

When customers see the Confia certification, they will instantly know that this store is looking out for the best interests of the customer and cares about their safety.

Customer Relationship

Customers at stores see in real-time the sanitation levels and can feel safe instantly.

Channels

Paid advertisements

Word of mouth from store owners

Customer Segment

Various spaces such as grocery stores, restaurants, car dealerships, and malls.

Any owner of a space who is looking to ensure the safety of their customers.

Cost Structure

Research and Development costs to ensure system is working efficiently

Secondary costs from marketing and promotion

Source materials that are already being used in stores (cameras, monitors) to lower costs for customer

Revenue Streams

Stores will pay to have system placed into their store (lights, sensors). They can pay upfront or finance the costs.

Once store has equipment in place, they will need to pay monthly dues to ensure they keep their certified status.

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Executive Summary

The Problem

People lack tools that help them feel safe in public spaces. They can only be held responsible for their actions following security protocols, not for others' behavior or the public space management.

Our Goal

We intend to design a user experience product to help people feel safer and confident about Covid-19 when entering a crowded place.

Target Audience

Family Focused

- Anxiety when away from her loved ones
- Worried for her mom
- Needs everything to be clean

Business Owner

- Wants to keep store safe
- Maximize profits during pandemic
- Ensure his staff feels safe and healthy during this time

The Research

Survey	102 Participants	18-62 years old
Interviews	6 Participants	24-32 years old
Town watching	6 Locations	

How might we ?

- ...create a way for people to feel safer in public?
- ..improve lack of awareness about the virus?
- ...make protocols more efficient?

Summary

We have created a system that can detect in real-time if a space is unsanitary and ways to address these concerns quickly and efficiently. By giving managers the tools to analyze their store and connect more efficiently with their staff, we are creating a safer space for everyone.

The Solution

By using sensors that can analyze the store and detect changes, business owners can monitor their store and assign staff to clean certain sections of the store as needed. A system of lights notifies customers quickly if a space they are entering is clean or not. When the lights are green, it is safe to enter. If the lights are red, the store staff will quickly come by to clean and ensure the space is safe for everyone.

Analysis

Transparency

Community

Sanitation

Key Functions

Detection
Confía identifies highly contaminated areas

Assignment
Automatic or manual assignment of cleaning tasks

Follow up
Vigilance of cleaning tasks and areas status

Reports
No mask or bad social distancing reports

Color lights
In each area indicating its status

Information
Costume data on the establishment screens

Voice memos
Notify clients of an alert or bad behavior in store

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THANK YOU!