

## Background

*Why does this project matter? What is the need that's not being met currently?*

COVID-19 has affected the life of virtually every single person on the planet. As of this writing, over 1 million people have contracted the virus, and over 60,000 people have died, and this is just the beginning. One of the most harmful parts of coronavirus is misinformation being spread about best practices, and the actual risks.

## Information Problem

*What aspects of the problem that you can solve through an information/technology solution?*

People not being able to easily access the information that they need to be able to make it through this pandemic. Everyone's situation is different, and information that is specific to different situations is hard to find and very spread out amongst many different sources.

## References

*What articles, stats, data etc support your project and problem statement?*

- <https://ncov2019.live/>
- <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>
- <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
- [https://www.apple.com/covid19/?fbclid=IwAR1LcDOguH7HrGic68tYDqzYa49I9JC\\_VEJq2Yj8X1uGBwGQ-XO82I5o\\_-8](https://www.apple.com/covid19/?fbclid=IwAR1LcDOguH7HrGic68tYDqzYa49I9JC_VEJq2Yj8X1uGBwGQ-XO82I5o_-8)
- <https://screencovid.com/?fbclid=IwAR2nRUy6ShMe-debFySIRAoID6uawevHm4sLoNE8WIS0FxpqN8rBTMjtoc>
- [https://findcovidtesting.com/?fbclid=IwAR3LUM8wz9IijhDvnlEj79dv78m9WEuh5w\\_GDLH23BIbcUhKFhQsgoi6KdE](https://findcovidtesting.com/?fbclid=IwAR3LUM8wz9IijhDvnlEj79dv78m9WEuh5w_GDLH23BIbcUhKFhQsgoi6KdE)

How might [citizens of King County, especially those who are a part of disadvantaged communities], gain [more knowledge regarding the COVID-19 crisis] so that they can [mitigate the negative impact of COVID-19 on their everyday lives in the Greater Seattle Area]?

<b>User Research</b> (Personal consumerism practices, personal wardrobe/closet evaluation, awareness on topic)	<b>Research questions</b> <ul style="list-style-type: none"> <li>→ What kinds of questions do people who are in vulnerable groups have about coronavirus?</li> <li>→ How do people who are in vulnerable groups currently getting their information about coronavirus?</li> </ul>	<b>Activities</b> <ul style="list-style-type: none"> <li>→ Keep close contact with Frank's UW Othello Contact</li> <li>→ Brainstorm other ways to get user research from vulnerable communities</li> </ul>	<b>Owner</b>	<b>Date</b>
<b>Market research</b> (Apps and local second-hand Stores)	<b>Research questions</b> <ul style="list-style-type: none"> <li>→ What are the current solutions to eliminate misinformation look like?</li> <li>→ What questions do these solutions answer?</li> <li>→ How can we leverage our focus on the King County area to produce a product that is not currently on the market?</li> </ul>	<b>Activities</b> <ul style="list-style-type: none"> <li>→ Online testing</li> </ul>	<b>Owner</b>	<b>Date</b>
<b>Literature review</b> (On impact, statistics, and common trends)	<b>Research questions</b> <ul style="list-style-type: none"> <li>→ What are the current recommended best practices for people?</li> <li>→ What behaviors are encouraged and discouraged?</li> <li>→ What behaviors are actively banned?</li> </ul>	<b>Activities</b> <ul style="list-style-type: none"> <li>→ Reviewing CDC and WHO guidelines</li> <li>→ Reviewing Washington state and King County local guidelines</li> </ul>	<b>Owner</b>	<b>Date</b>

**PROBLEM**

List top 1-3 problems

1. People are scared of coronavirus
2. There is a lot of misinformation about coronavirus
3. People don't know where to find accurate information about coronavirus

**EXISTING ALTERNATIVES**

List how these problems are solved today

- Apple symptom quiz
- Ncov2019.live with updated stats of coronavirus
- Findcovidtesting.com which helps people find coronavirus testing sites near them

**SOLUTION**

Outline a possible solution for each problem

1. Symptom checker with specialized results page
2. Coronavirus calendar with all current quarantine dates
3. Map for people who need food and other necessities
4. Vulnerable people store times

**KEY METRICS**

List the key numbers that tell you how your business is doing

- # of times symptom tester is taken
- # of people who are fast-track connected to a medical professional

**UNIQUE VALUE PROPOSITION**

Single, clear, compelling message that states why you are different and worth paying attention

Single source of information that is specialized to the King County area

**HIGH-LEVEL CONCEPT**

List your X for Y analogy, e.g. Youtube = Flickr for videos

One stop shop for coronavirus information for people in the King County area

**UNFAIR ADVANTAGE**

Something that cannot be easily bought or copied

- Everyone is scared of coronavirus
- Local specialized market

**CHANNELS**

List your path to customers (inbound or outbound)

- Digital advertisements
- Word of mouth
- Posting to Facebook

**CUSTOMER SEGMENTS**

List your target customers and users

Vulnerable communities in Seattle:  
Low Income  
Low Education  
Immunocompromised  
Senior citizens

**EARLY ADOPTERS**

List the characteristics of your ideal customers

People who are constantly searching for more information about coronavirus in the King County area

**COST STRUCTURE**

List all your fixed and variable costs

- Platform hosting costs
- Marketing costs, Labor costs, Research costs

**REVENUE STREAMS**

List your sources of revenue

- N/A

### Must-have features (MVP)

*What are the key features of the solution?*

- Users can input their symptoms and get a specialized results page that tells them what they should be doing, depending on the information that they inputted
- Translated to several languages that are common in the area

### Nice-to-have features

*What are additional features of the solution?*

- Calendar of the timeline of coronavirus (Ex. How long is the quarantine currently scheduled for?)
- Feature that helps people who are in need of necessities find access to them
- Collected list of special hours for vulnerable people for grocery stores

### Technologies

*What technology will be used?*

- Phone
- Computers

### Deliverables

*What will the final product or deliverables be?*

- Mobile-First React App

### Not in scope

*What is explicitly not in scope?*

- Information about things outside of the King County area
- Replacement for actual medical professional's advice

Full project schedule: <https://app.smartsheet.com/sheets/58HP9cFJXpGxWGHR6XPR3H3vQGQr4gg45rFhpcj1>

Week	Key activities	Milestone / Deliverables
11	Spring Kickoff	<ul style="list-style-type: none"> <li>Updated Project Plan</li> </ul>
12	<ul style="list-style-type: none"> <li>Sprint #1 Week 1</li> <li>Meet and finalize direction for first draft</li> <li>Iterate on designs</li> <li>Continue Back-End Development</li> </ul>	<ul style="list-style-type: none"> <li>Submit Updated Project Plan</li> </ul>
13	<ul style="list-style-type: none"> <li>Sprint #1 Week 2</li> <li>Implement first draft React Site</li> <li>Connect Back End to Front-End</li> <li>Deploy first draft of project (Symptom checker/decision assistant)</li> </ul>	<ul style="list-style-type: none"> <li>Deploy first draft of project</li> </ul>
14	<ul style="list-style-type: none"> <li>Sprint #2 Week 1</li> <li>Begin development of second feature (Calendar or map)</li> <li>Refine features based on feedback and testing</li> </ul>	
15	<ul style="list-style-type: none"> <li>Sprint #2 Week 2</li> <li>Continue development of second feature</li> <li>Continue refining features</li> </ul>	<ul style="list-style-type: none"> <li>Draft iSchool Submission</li> <li>Draft Handoff Documentation</li> <li>Second Feature Completed</li> </ul>

Full project schedule: <https://app.smartsheet.com/sheets/58HP9cFJXpGxWGHR6XPR3H3vQGQr4gg45rFhpcj1>

Week	Key activities	Milestone / Deliverables
16	<ul style="list-style-type: none"><li>• Sprint #3 Week 1</li><li>• Begin development of third feature (Calendar or Map)</li><li>• Continue refining features</li><li>• Create Project info poster</li></ul>	<ul style="list-style-type: none"><li>• Project Info Poster</li><li>• Final Landing Page</li></ul>
17	<ul style="list-style-type: none"><li>• Sprint #3 Week 2</li><li>• Complete development of third feature</li><li>• Begin Product Presentation Video</li></ul>	<ul style="list-style-type: none"><li>• Third Feature Completed</li></ul>
18	<ul style="list-style-type: none"><li>• Final Check-In</li><li>• Final Stability Testing, Final UI Refinement</li><li>• Complete Product Presentation Video</li></ul>	<ul style="list-style-type: none"><li>• Product Presentation (Video)</li><li>• Final Documentation</li></ul>
19	Capstone Night - May 27th	Capstone Night