30 Days 30 Ways Game

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+ Problem Space

- According to a poll by the Adelphi University Center for Health Innovation:

    - *44 percent of U.S. adults don't have first-aid kits.*

    - *48 percent lack emergency supplies for use in the event of catastrophes.*

    - *80 percent of parents say they are well prepared for such an event, yet 52 percent of them have not designated a family meeting place in an emergency.*

- Not enough people are prepared for potential disasters

+ Project Description

- 30 Days 30 Ways Game
  - A game that encourages disaster preparedness
  - Tasks are assigned each day throughout the month of September to complete for points

- Our task:
  - Redesign the 30 Days 30 Ways Game
  - Move to a mobile platform
    - 1st priority: Create a website
    - 2nd priority: Create a mobile app
  - Make game more collaborative and social

- Stakeholder: Cheryl Bledsoe
  - Certified Emergency Manager
  - Clark Regional Emergency Services Agency (CRESA)

Cheryl Bledsoe

+ Related Work

- Red Panic Button
  - One-touch emergency button
  - Alert sent to the user's emergency contacts via email, text message, and Twitter
  - Alert contains the user's GPS coordinates

- Disaster Alert
  - Provides the user information about active hazards around the world
  - Hazards include hurricanes, tsunamis, and man-made disasters

- Disaster Readiness
  - Provides the users thousands of references on how to respond to disaster situations
  - Can be accessed offline so the user can use it without a dedicated internet connection

35. Chemical Emergencies

How You May Be Exposed to a Chemical:

You may be exposed to a chemical in **three** ways:

DANGER TOXIC CHEMICALS

1 **Breathing** the chemical.

2 **Swallowing** contaminated food, water, or medication.

3 **Touching** the chemical, or coming into contact with clothing or things that have touched the chemical.

Remember, you may be exposed to chemicals even though you may not be able to see or smell anything unusual.

Major Chemical Emergencies:

- A major chemical emergency is an accident that releases a hazardous amount of a chemical into the environment.

- Accidents can happen underground, on railroad tracks or highways, and at manufacturing plants.

- These accidents sometimes result in a fire or explosion, but many times you cannot

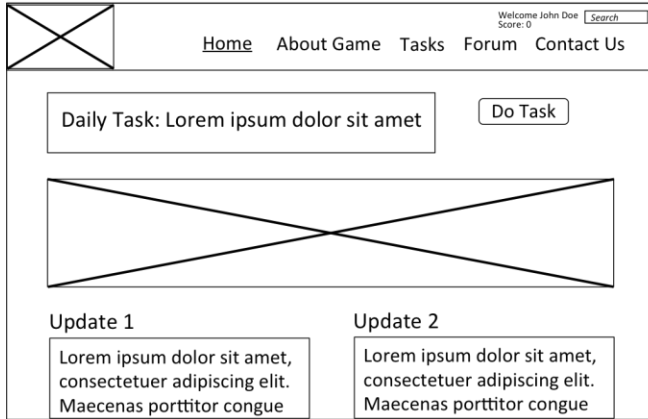Example Screen of Disaster Readiness App

+ Findings So Far

- ■ User Research Overview
  - ■ Conducted three interviews via phone or Skype

- ■ Participant Characteristics
  - ■ Previous participants of 30 Days 30 Ways Game
  - ■ From the United States and Malta Europe

- ■ Takeaways:
  - ■ Include a scoreboard as the game progresses to see how participants stand against each other
  - ■ Create more team-based tasks
  - ■ Create more localized tasks
  - ■ Create a centralized location where participants can share their experiences with disasters they've encountered
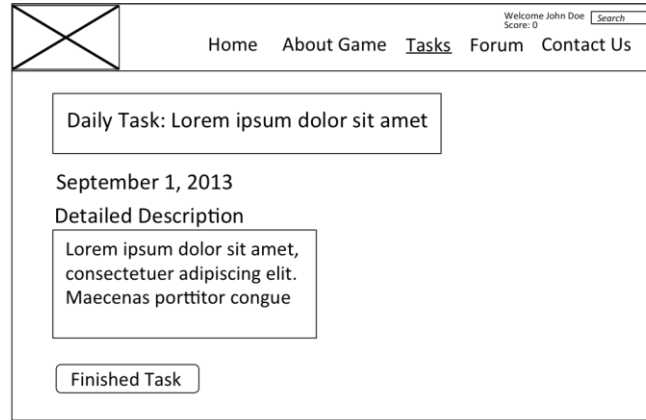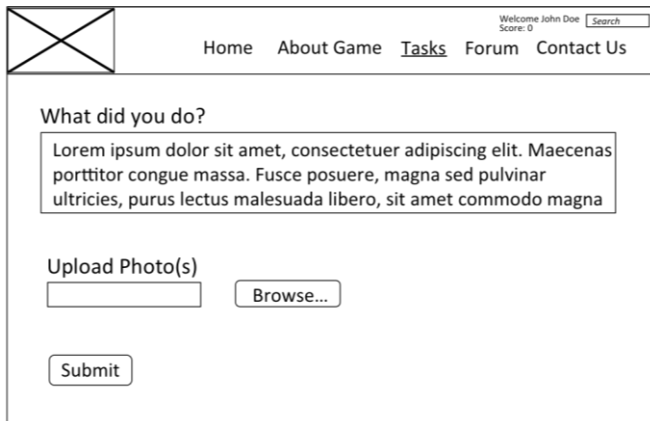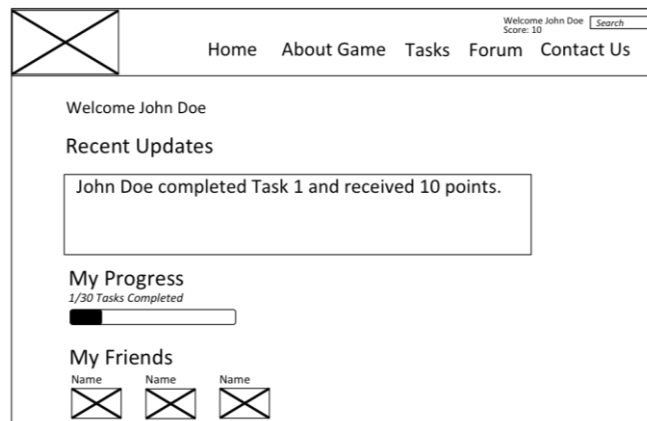
+ Basic Scenario: Completing a Task

Welcome John Doe
Score: 0   *Search*

Home   About Game   <u>Tasks</u>   Forum   Contact Us

Daily Task: Lorem ipsum dolor sit amet   [Do Task]

Update 1
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue

Update 2
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue

1. User is on Home page. User clicks on Do Task.

Welcome John Doe
Score: 0   *Search*

Home   About Game   <u>Tasks</u>   Forum   Contact Us

Daily Task: Lorem ipsum dolor sit amet

September 1, 2013
Detailed Description
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue

[Finished Task]

2. User reads about Task 1 and completes it. User clicks Finished Task.

Welcome John Doe
Score: 0   *Search*

Home   About Game   <u>Tasks</u>   Forum   Contact Us

What did you do?
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna
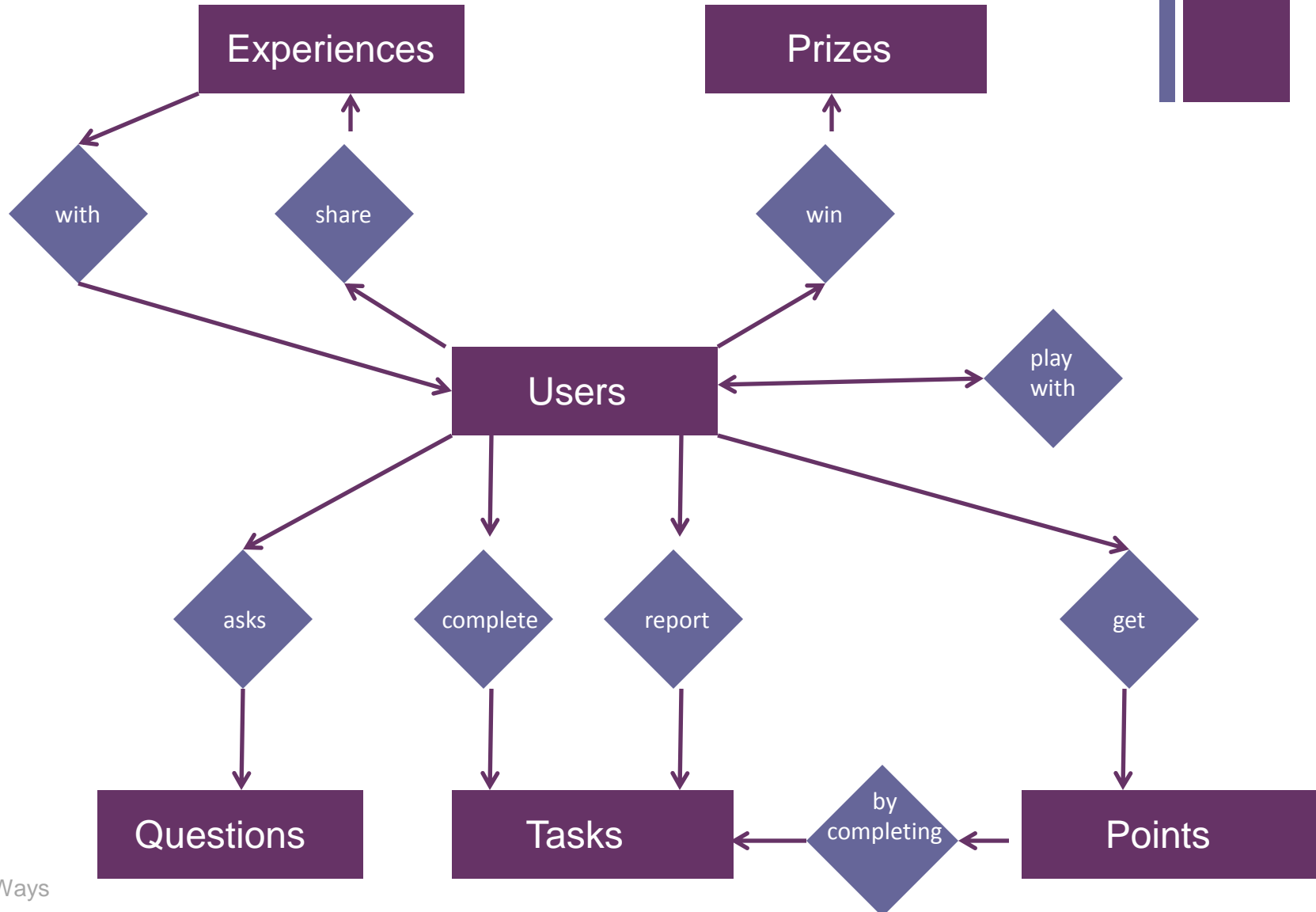
Upload Photo(s)
[   ]   [Browse...]

[Submit]

3. User writes summary of what he/she did to complete task. User uploads photo(s) as proof for completing task.

Welcome John Doe
Score: 10   *Search*

Home   About Game   Tasks   Forum   Contact Us

Welcome John Doe

Recent Updates
John Doe completed Task 1 and received 10 points.

My Progress
1/30 Tasks Completed

My Friends
Name   Name   Name

4. User receives 10 points for completing task 1.

Game Architecture

+ Design and Evaluation

- Initial Design Phase (weeks 1 to 5)
  - Conduct simple and quick paper prototype tests of UI
  - Iterate on design based on paper prototype feedback

- Final Design Phase (weeks 5 to 10)
  - Conduct usability studies with higher fidelity prototype
  - Usability Study Logistics
    - Conduct in HCDE's Usability Lab
    - Use Morae to record session (voice and screen recording)
    - Use Tobi Eye Tracking Technology
  - Iterate on design based on usability study findings

Plan for Next Quarter

Week	Date of Completion	Milestone	Description	Team Member Responsible
1	4/5/13	Team Formation	Establish team name, assign roles, assign tasks, exchange contacts, introduce project to new teammates	All
2	4/12/13	User Research	Conduct more interviews with previous participants of 30 Days 30 Ways	HCDE
		Back-end Work	Build database	CSE
3	4/19/13	Wireframes	Create wireframes for web platform	HCDE
		Back-end Work	Continue to build database	CSE
4	4/26/13	Paper Prototype Testing	Conduct simple and quick paper prototype tests on wireframes	HCDE
5	5/3/13	Iteration of Wireframes	Iterate on wireframes based on paper prototype tests	HCDE/CSE
6	5/10/13	High Fidelity Prototype	Create a high fidelity prototype from wireframes	CSE
7	5/17/13	Usability Testing	Conduct usability tests on high fidelity prototype	HCDE
8	5/24/13	Iteration of High Fidelity Prototype	Iterate on high fidelity prototype based on usability testing	CSE
9	5/31/13	Final Usability Testing and Finalization of Prototype	Conduct final usability tests and make any necessary changes to prototype	HCDE/CSE
10	6/7/13	Presentation	Present project to stakeholders	All

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Thank you! Questions?