

Apple Development Program 2022-23

Product Design Candidate Assignment

NHS Covid-19 Widget

By Victoria Griffiths

Personas & Insights

Research was done in order to produce some insights. These were then used to create personas to add context. They also identified key attributes and their fundamental needs which widgets can help solve.

An important insight is that not all features of the app need to be present (e.g., symptoms, testing, or entering results) because they are used less frequently. Individuals tend to use LAT flows (QR code) instead of PCR so entering results is not a high priority; testing information is directed to the webpage regardless. Therefore when considering widget sizes, a large size may not be necessary.



ROBERT (He/ His)

About

Robert is a front line NHS healthcare worker who lives alone in Leeds. He is worried about his health because he is exposed to COVID and other illnesses on a daily basis. Robert works long hours. He also likes to go on jogs in his spare time and does mindfulness frequently and always before sleeping.

Goals

- Cares about his physical and mental health.
- Needs to easily turn off contact tracing due to daily exposure.
- Wants to know the latest news.
- Daily testing and fast results.

Challenges/ Worries

- Worried about his health.
- Less support because he lives alone. More mental health pressure.
- Getting infected and no support for essentials.



Occupation
NHS Healthcare worker



Housing Status
Lives alone



Mode of transport
Car - drives to work



LAUREN (She/ Her)

About

Lauren is a recent graduate from University of Exeter, who currently resides in London. She has very mild asthma. She is currently doing a graduate scheme with Goldman Sachs. It is a hybrid working environment. She enjoys going out with friends and socialising on the weekends. Also, loves to travel when she can.

Goals

- Still wants to be able to go out and enjoy life.
- Protect friends and work colleagues.
- Wants to be updated with the latest news.
- Track her health easily.

Challenges/ Worries

- Not too sure about the rules and regulations.
- Worried about infecting other people and getting infected herself.



Occupation
Graduate Job



Housing Status
Lives with 4 housemates



Mode of transport
Relies on public transport

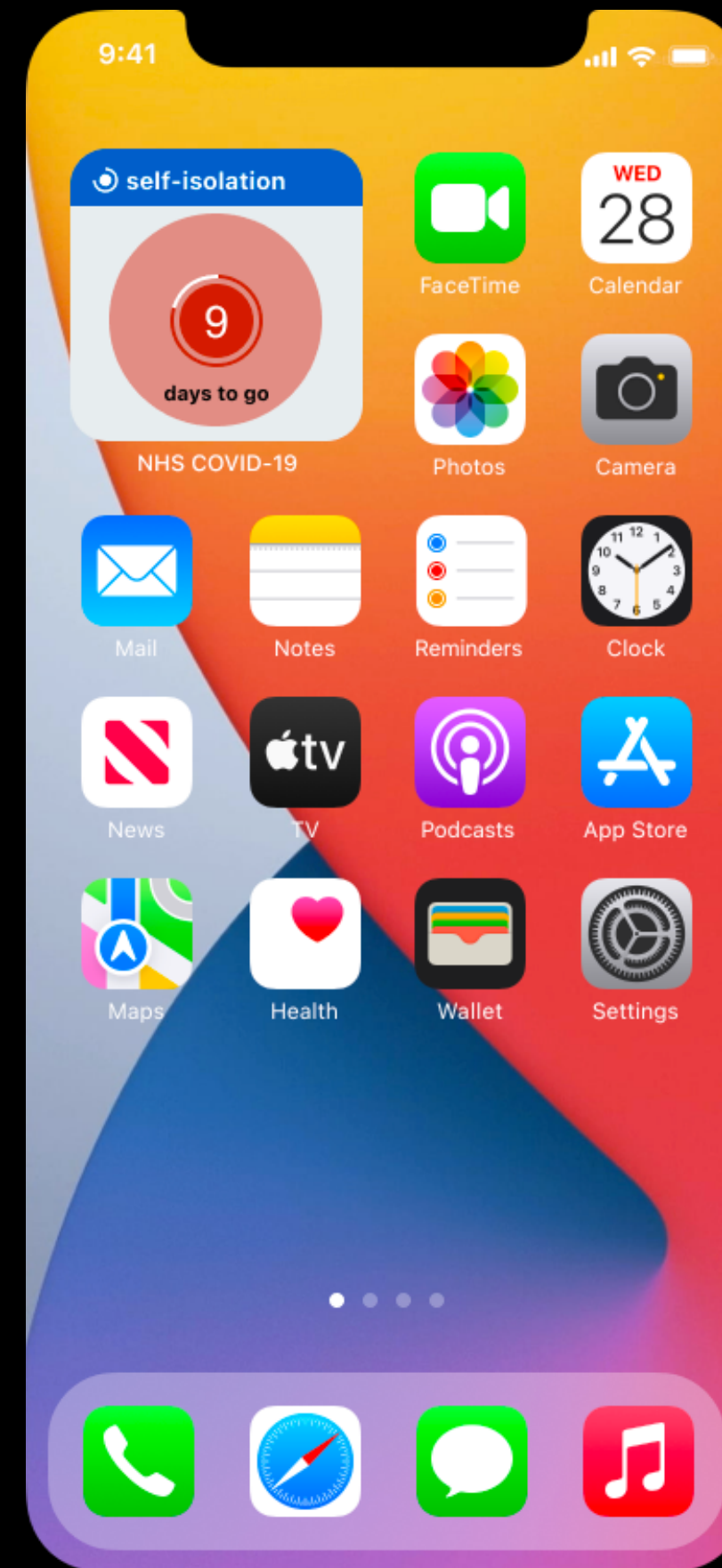
- * assume that Robert and Lauren both possess iPhone and Apple Watch
- * they are both located in the UK

Final Solution 01

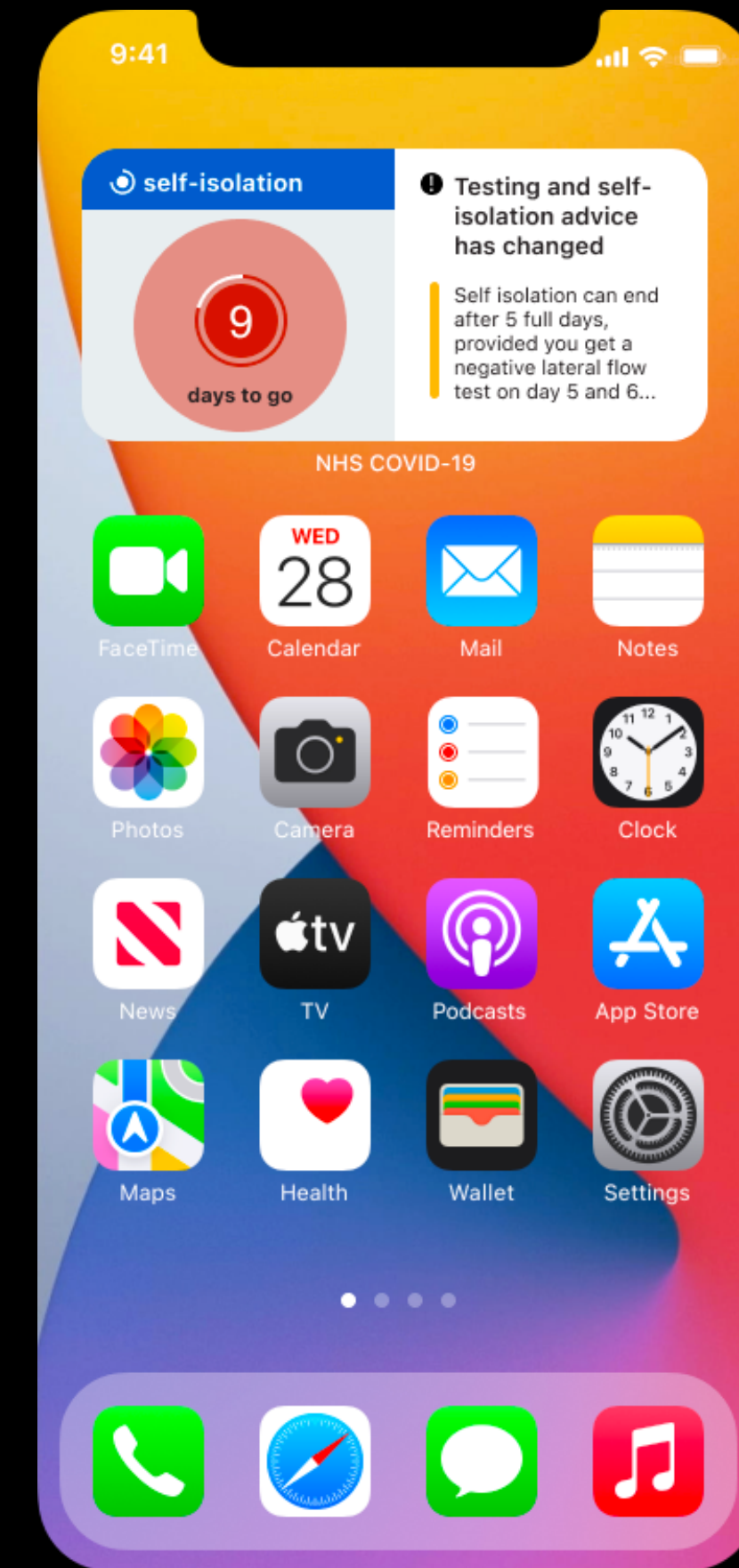
The NHS Covid-19 widget when an individual has tested positive for Covid-19.

Individuals have the option to choose between small or medium widgets. Other widgets can be used to create a smart stack, or can simply be placed adjacently. It was not considered necessary to make some widgets bigger.

Furthermore, the main widget is a countdown which is also present when opening the app. Although the widget directs users to the app homepage, individuals might not have the app on their Home Screen. This acts as a reminder and a time saver for individuals who have Covid as these are the most likely to go onto the app for this reason.

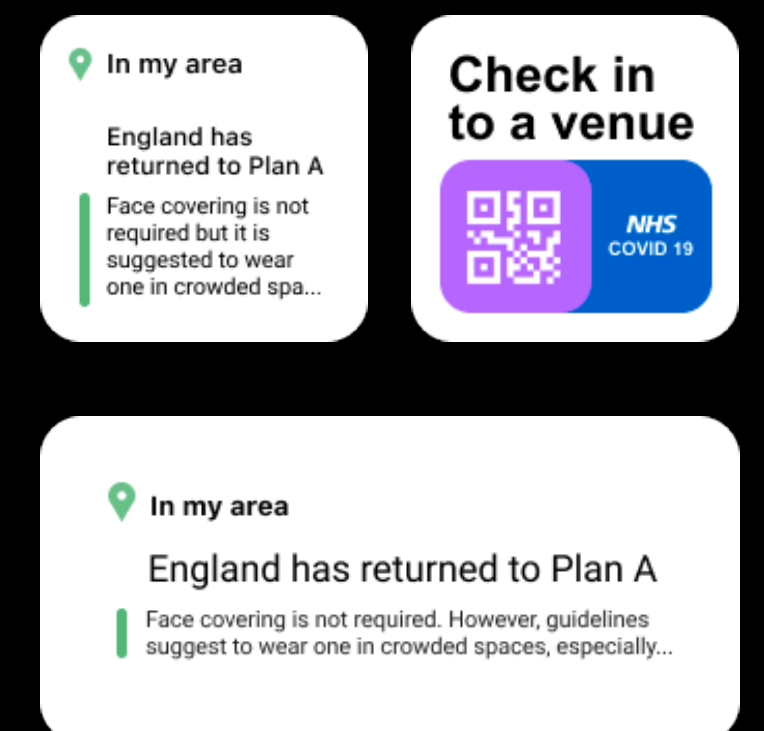


Small Widget



Medium Widget

Colours and design elements in the app are used in the widget for brand recognition. SF Pro was also used for smaller text so it relates to other iOS widgets.



Other Widgets

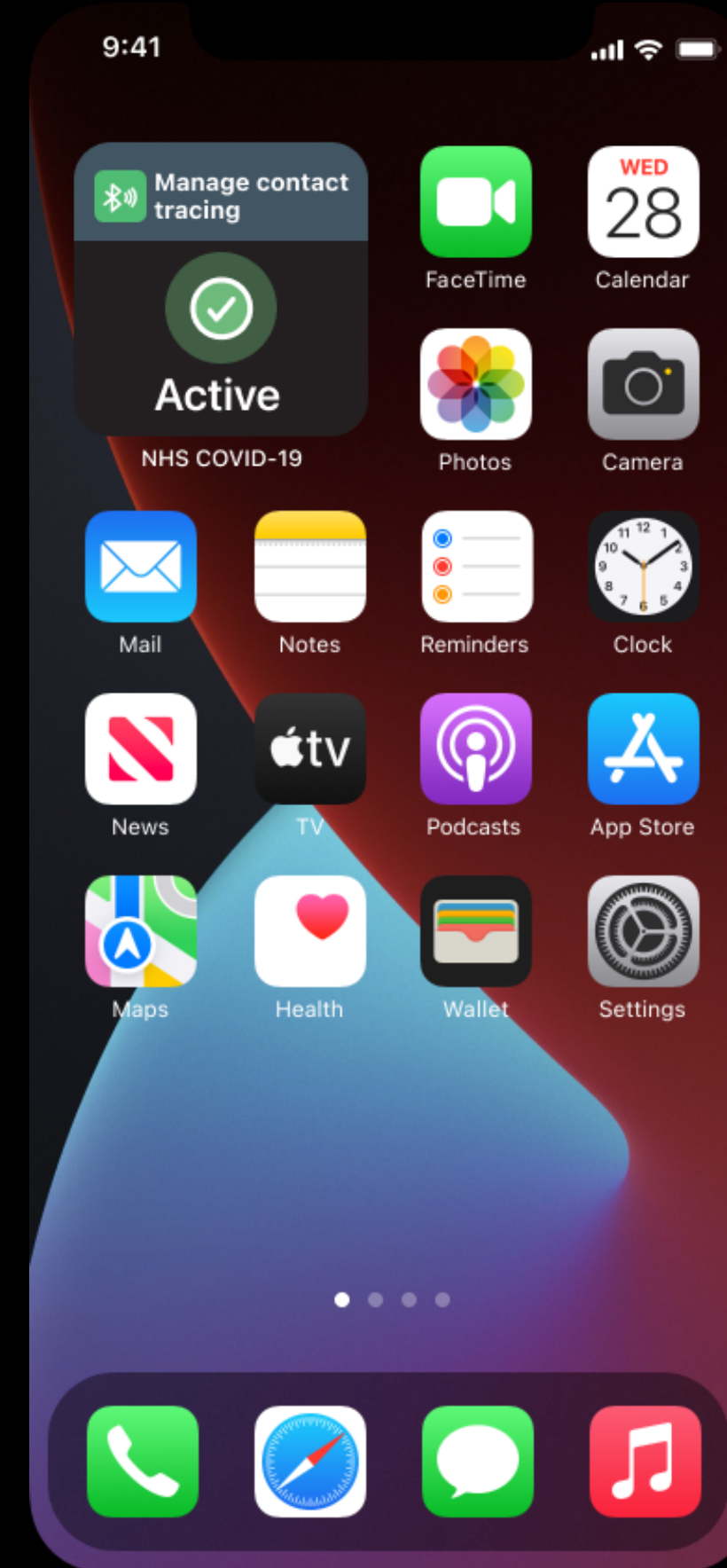
Final Solution 02

The NHS Covid-19 widget when an individual has not contracted Covid-19.

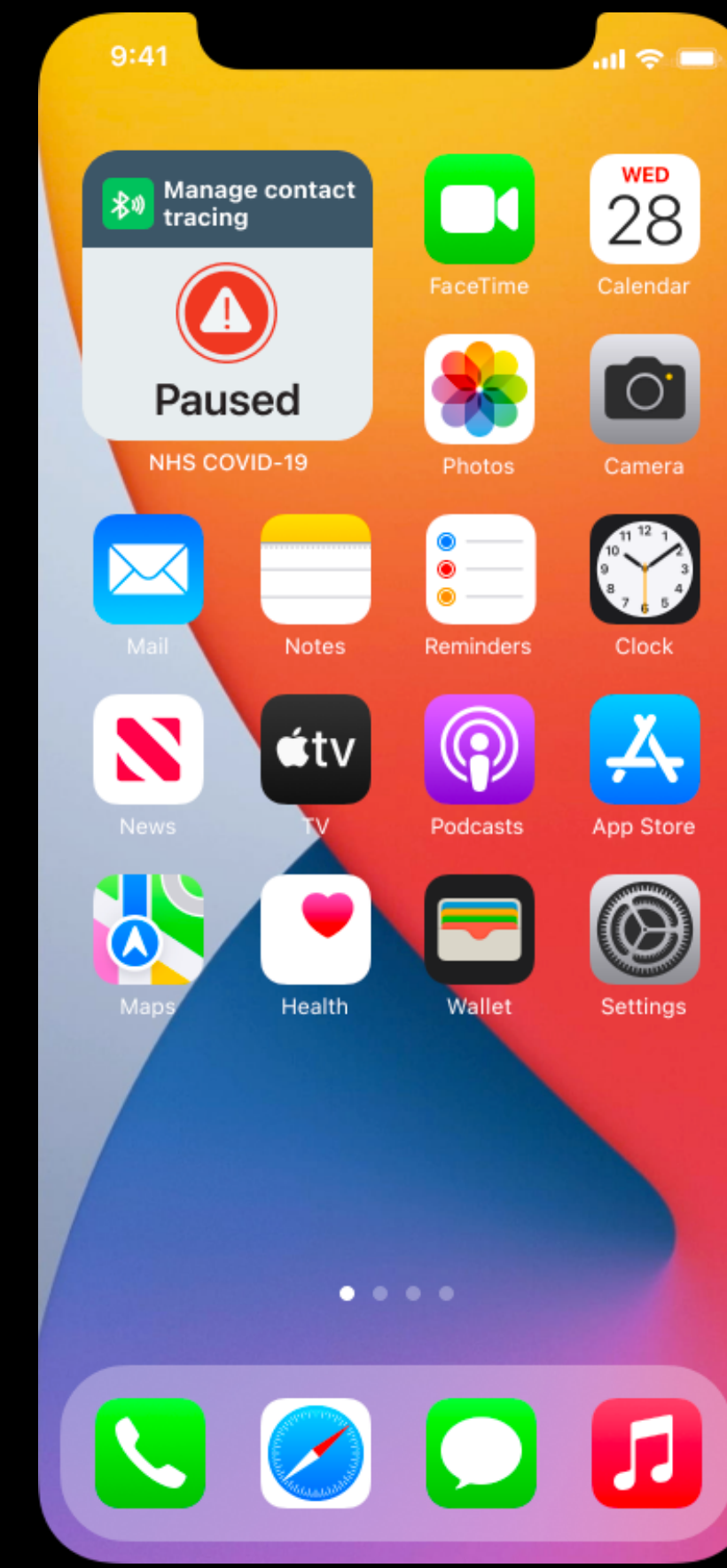
Individuals are able to use this as a shortcut to turn on or pause contact tracing. This is important for those who are exposed to Covid-19 on a daily basis (e.g., NHS Healthcare workers).

An insight is being up to date with the current rules and regulations; the medium widget provides easy access in order to achieve this.

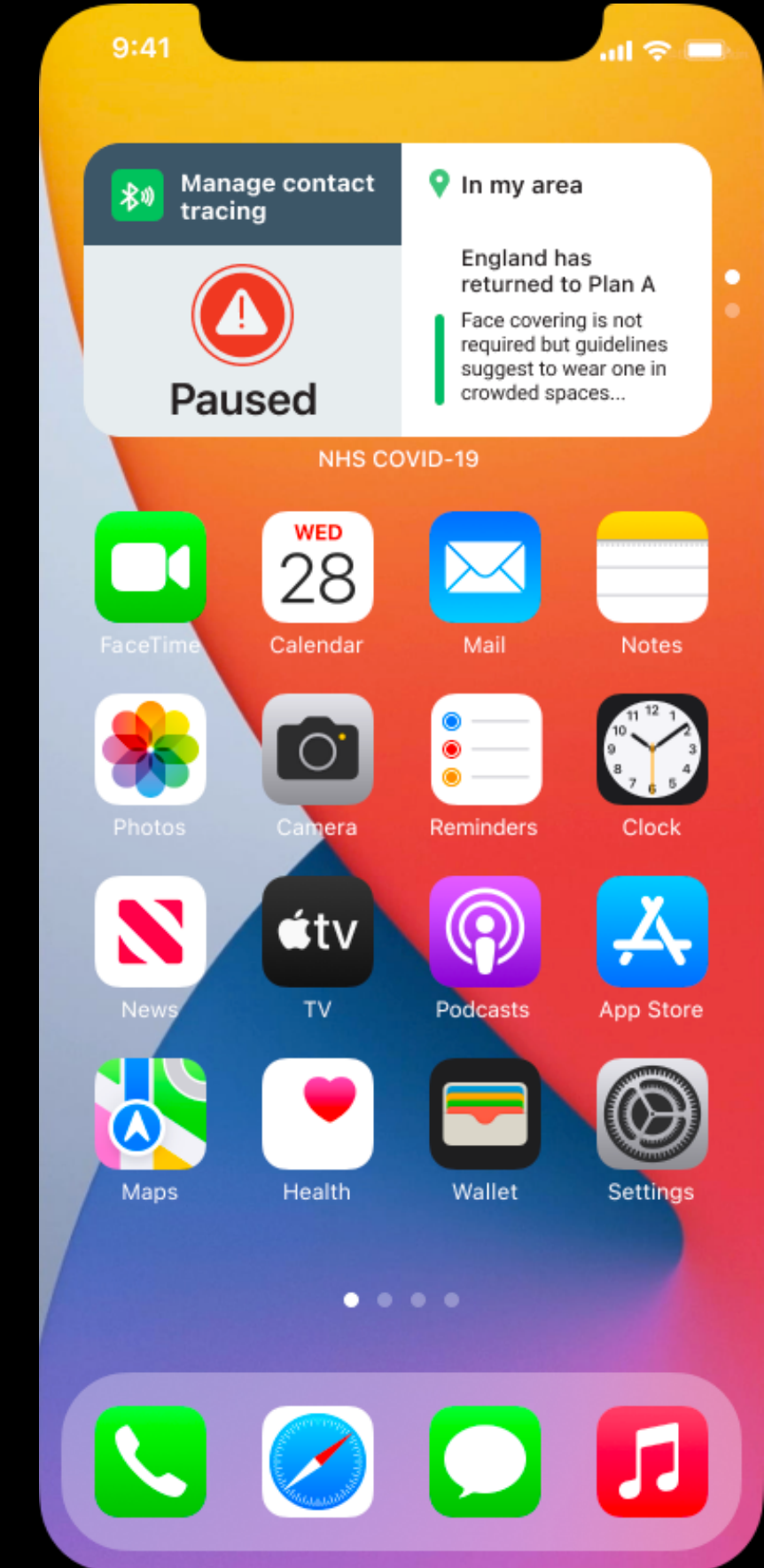
‘Active - Medium Widget’ has the same layout as ‘Paused - Medium Widget’. Light and dark versions available in the Figma file.



Active
Small Widget (Dark)



Paused
Small Widget (Light)



Paused
Medium Widget

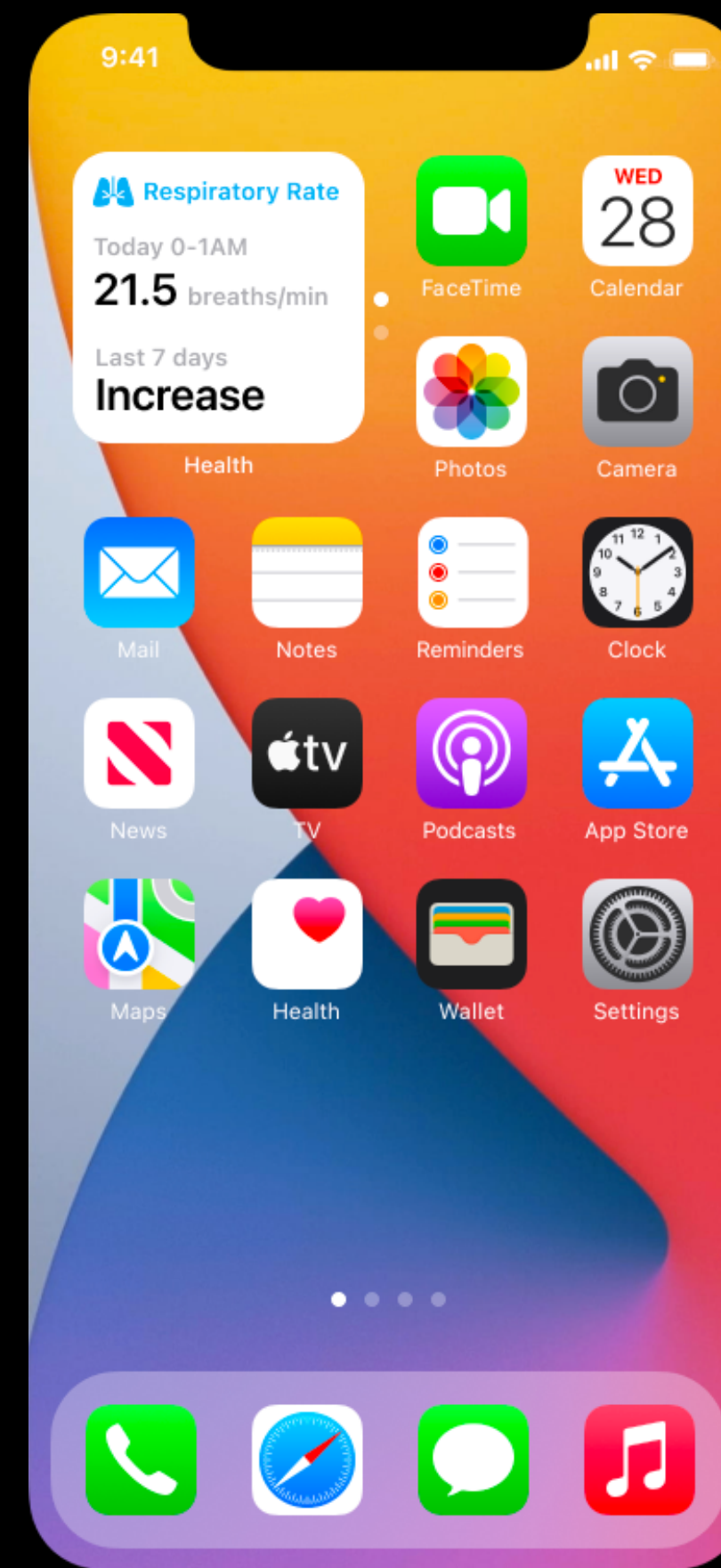
Final Solution 03

Research has indicated that respiratory rates can identify early signs of Covid-19 and suggest the need for LAT or PCR testing. Also, there is “*value in knowing your baselines in a time of a pandemic*”, but can also aid in other lung related problems (e.g., asthma).

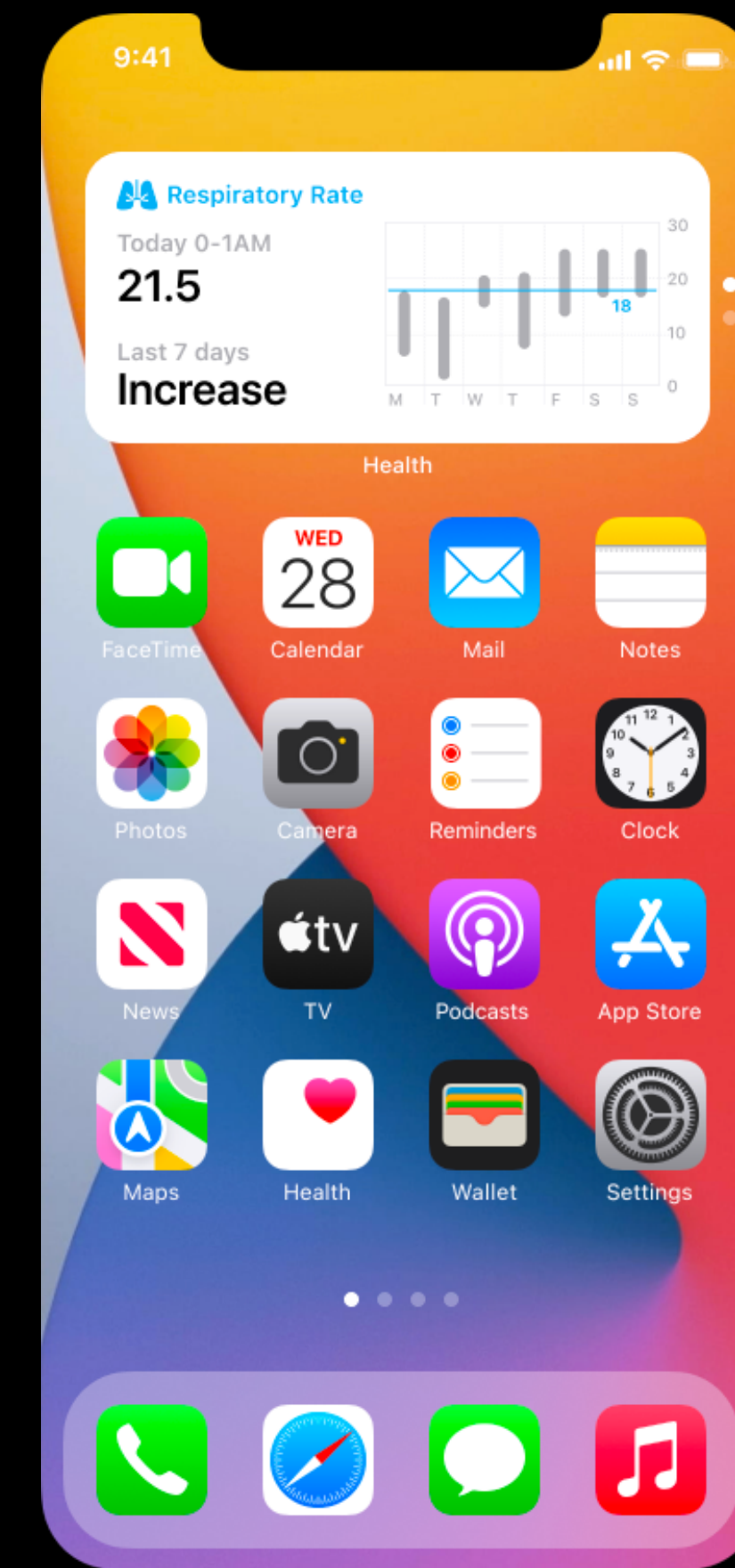
In this example, the NHS Covid-19 widget is paired with the Health app (using smart stack) for a person who has **not contracted** Covid-19.

Depending on the time of day and the individual, the order of the stack may change.

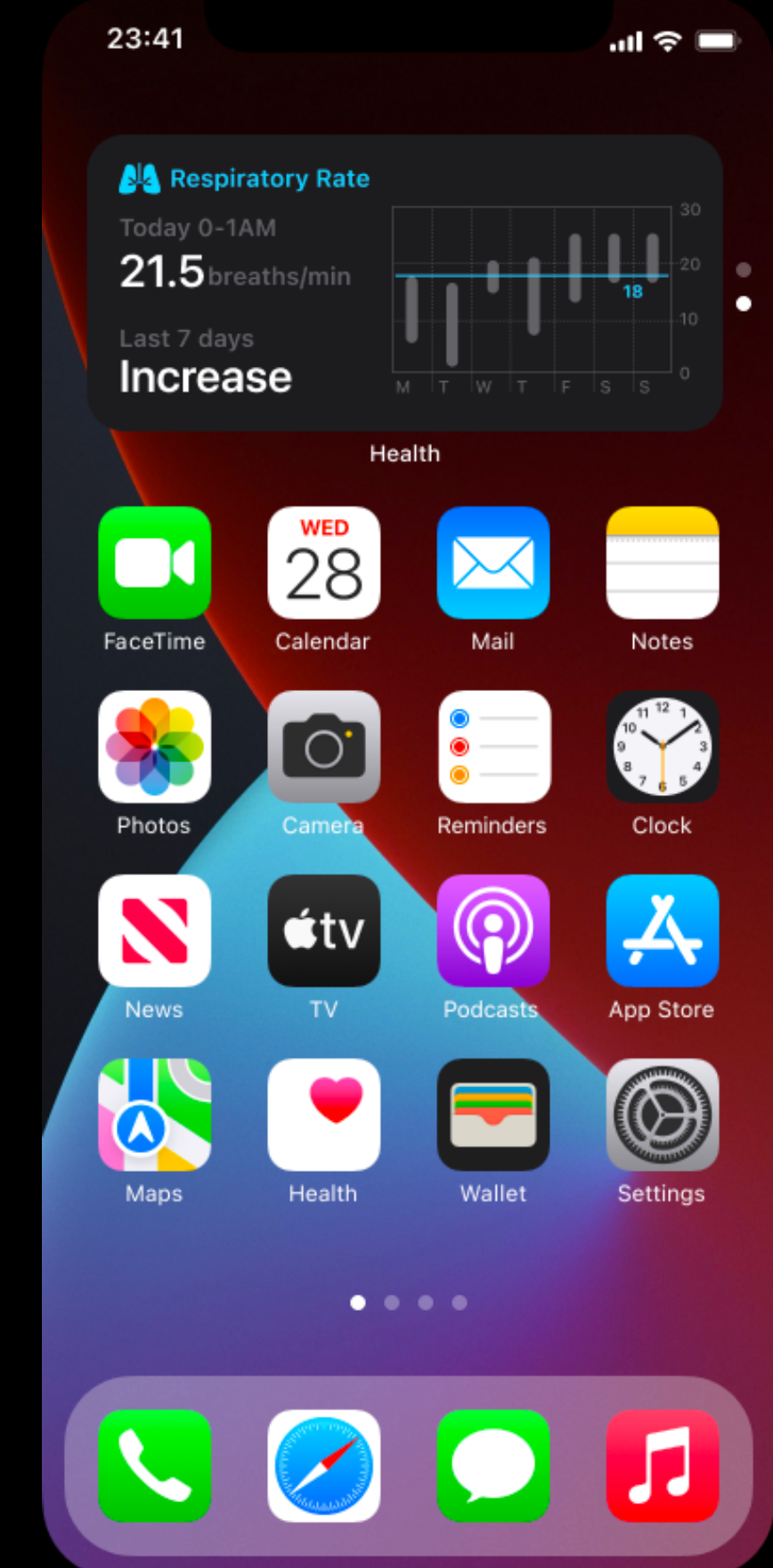
Moreover, the small widget describes the trend whilst the medium widget also displays the trend visually. It uses design elements from the Health app and is compatible in dark mode.



Respiratory Rate
Small Widget (Light)



Respiratory Rate
Medium Widget (Light)



Respiratory Rate
Medium Widget (Dark)

Persona Examples

This demonstrates how the widgets change; how they are paired; and a solution for the challenges/ worries that individuals may have.

Robert

Lauren



Morning (7:25AM)

Morning (8:30AM)

Evening

Evening (23:55PM)

Evening (23:56PM)

Figma

Insights, Developments and Solutions