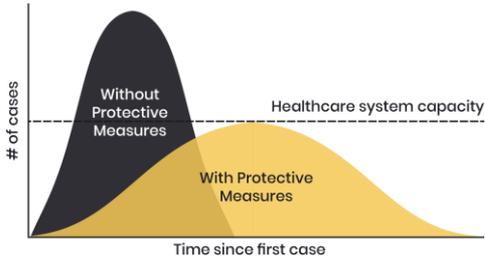# COVIDless

A behavioral Change app
To reduce the risk of contagion specifically for people who are yet to self-isolate

BeChange

The COVID-19 epidemic demonstrates that the first critical response to the crisis is a behavioral one

Covid-19 Response Goal

ADAPTED FROM CDC / THE ECONOMIST

Most countries are facing rapidly increasing community transmission of the virus. The immediate response to Covid-19 requires measures to reduce the spread and "flatten the curve".

Barriers and Problems

Many people are showing inertia to adopt the required measures and steps

Many essential emergency workers remain at high risk without self-isolation

Lack of centralized, accessible and authoritative source of information, alerts and positive stories

Traditional information dissemination methods (direct contact, face-to-face) have high risk of contagion

Required Measures

Spread Reduction:

- Social Distancing
- Reduce Travel
- Frequent handwashing
- Heightened Awareness
- Learning correct hygiene techniques
- Avoiding large crowds

Panic Reduction:

- Frequent updates
- Access to information
- Advisory against panic behaviour
- Positive updates
- Community Support Updates
- Updates on cures and vaccines

BeChange proposes COVIDless - **a mobile platform**, designed to deliver **the right information to the right user at the right time.** Covid-less aims to:

- Influence <u>behavior change</u>, specifically for <u>people who are yet to self-isolate</u>

- Provide Covid-19 related <u>alerts, updates and information</u>, <u>tailored to each user</u>

- Disseminate positive information and news updates to <u>reduce panic</u>

We understand that users respond better to behavioral nudges and absorb more information, when the dissemination modes are specifically customized for them. As such, Covid-less utilizes various customization parameters such as:

- User Location

- Time of Day

- User demographic profile

Covidless Feature Examples

Covidless will be positioned for users as a go-to information platform for all Covid related updates. It will provide users with information and alerts that are most useful and relevant to them.
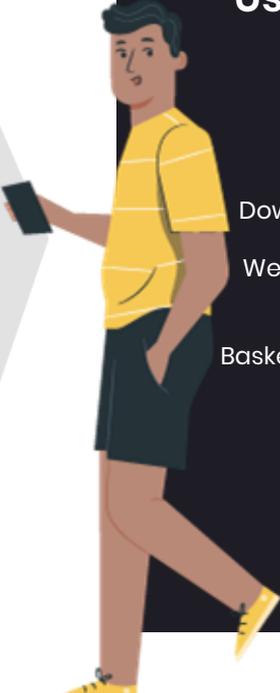
User Profile:

- Female
- 70 years
- La Salle Resident
- Mostly stays indoors (GPS)
- Cooking enthusiast

19:56

Information - 6PM:
"Mythbusters: Does everyone die? - No...."

Notification - 8 PM:
"Wash your hands frequently and thoroughly. Avoid touching your face."

News Alert - 4 PM:
"Star Chef, Gordon Ramsay, donates XYZ for Covid effort in Australia"

Alert - every 2 days:
"The La Salle hospital is fully occupied with patients now. If you need medical attention, go to ABC hospital instead."

Information - 5PM:
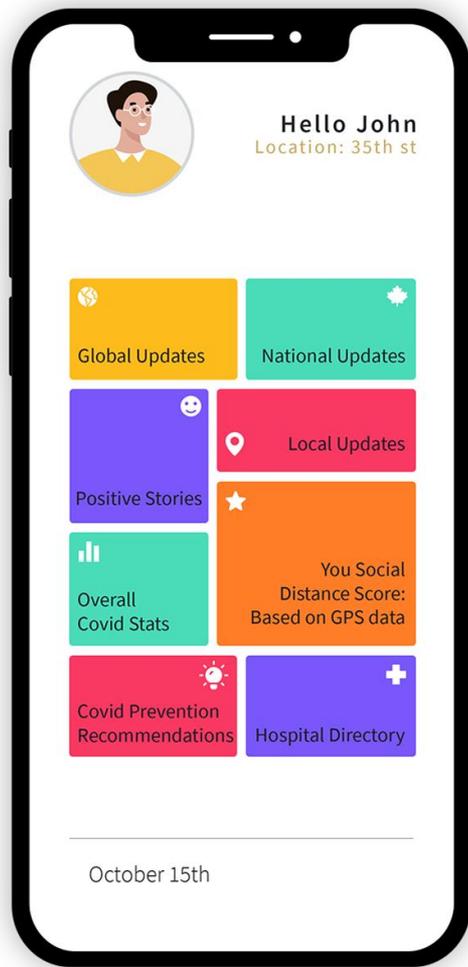"Here are some tips to stay active while you are at home..."

19:56

Notification - user is moving (GPS):
"If you step out, minimize touching any surfaces. Avoid crowded areas."

Notification - 7:30PM:
"Even if you don't have symptoms, you can still transmit to others! Stay at home unless absolutely essential."

News Alert - 9:00 AM:
"NBA superstar XXX diagnosed with Covid. Asks all to practice social distancing."

Covid Update - 2:30 PM:
"New cases found in downtown area. Infectected persons travelled on green line on March 25th...."

Notification - user returns home (GPS):
"Remember to wash your hands (for at least 20 seconds) and change out of your outside clothes."

User Profile:

- Male
- 21 years
- Downtown Resident
- Went out every day last week (GPS)
- Basketball enthusiast

App Layout

19:56
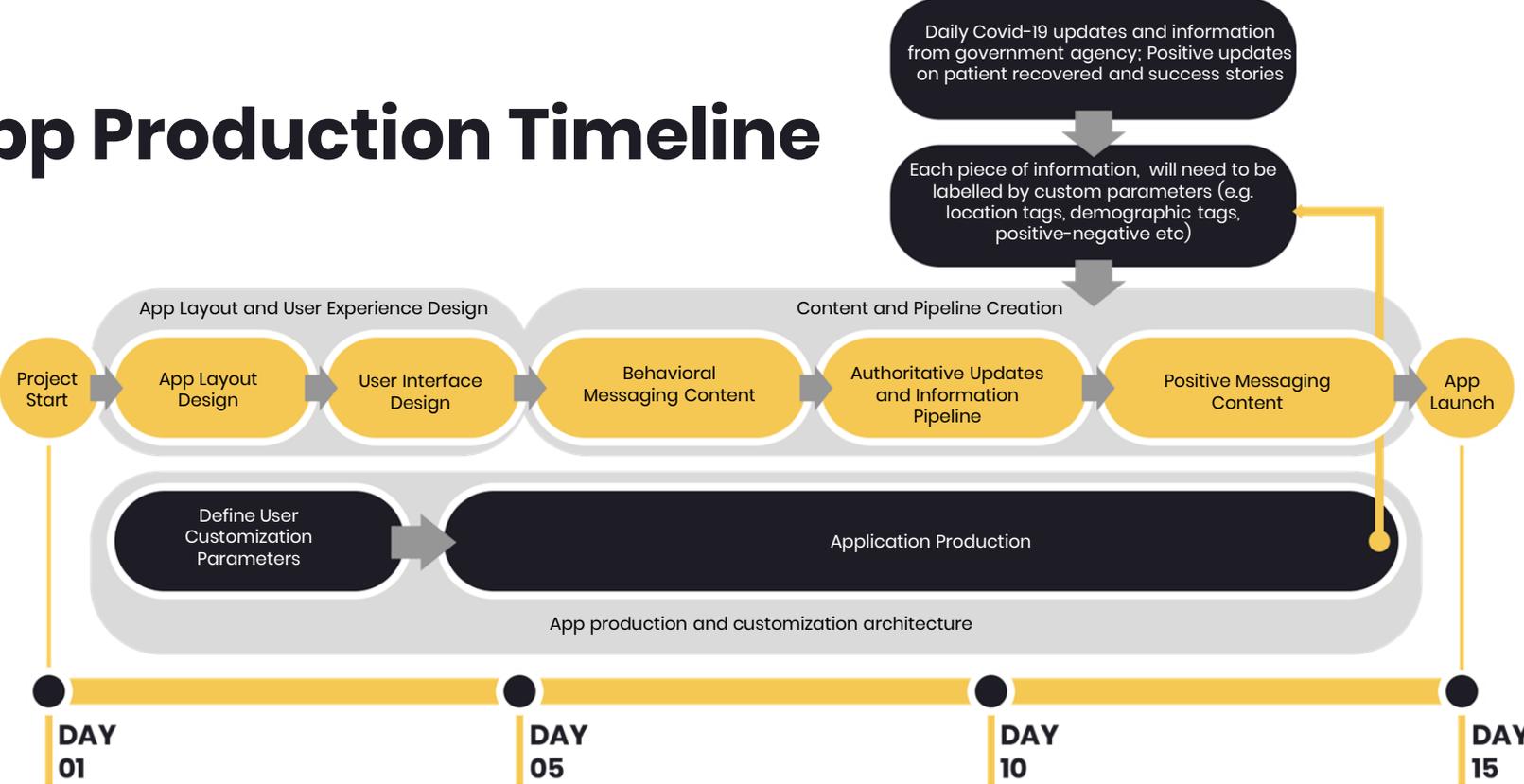Wednesday, 15 October

Covidless   now
Remember to wash your hands thoroughly as soon
as you reach home!

Got it

Remind me later

Hello John
Location: 35th st

Global Updates

National Updates

Positive Stories

Local Updates

Overall
Covid Stats

You Social
Distance Score:
Based on GPS data

Covid Prevention
Recommendations

Hospital Directory

October 15th

In a time of when the pandemic is spreading faster and faster everyday, any response to tackle the fallout also needs to be swift. BeChange can commit to deliver the completed platform within a project timeline of 15 days. The basic timeline for app production is below:

App Production Timeline

Daily Covid-19 updates and information from government agency; Positive updates on patient recovered and success stories

Each piece of information, will need to be labelled by custom parameters (e.g. location tags, demographic tags, positive-negative etc)

App Layout and User Experience Design

Content and Pipeline Creation

Project Start

App Layout Design

User Interface Design

Behavioral Messaging Content

Authoritative Updates and Information Pipeline

Positive Messaging Content

App Launch

Define User Customization Parameters

Application Production

App production and customization architecture

DAY 01

DAY 05

DAY 10

DAY 15

Spreading awareness of a contagious disease in conjunction with a reduction in susceptibility does not only lower the incidence of that disease but in some cases can even prevent that disease from growing into an epidemic. (Source)

Contact us: **Hello@BeChange.ca**

**Behavioral Change
Solutions**