

UMENDI

PROCESS BOOK – Sarah Dilts

CONCEPT

This app aims to be something that can eventually address different hygiene and sanitation problems within the international community and not just people who have possession of smart phones. While a sister software is being developed for “flip phones” which are more popular in developing countries, this app will primarily focus on content that is possible with IOS and Android apps. This app is both an interactive encyclopedia and a discussion board that displays content relevant to the region of the app owner. People can post questions or requests to publish their own solutions (like using baking soda and water as makeshift shampoo) and these solutions can be endorsed and approved for use by Red Cross leaders, medical advisors, etc. Organizations like Red Cross, CDC, and Unicef can also post vaccination and medical related updates within the app so owners can plan to save up/visit shelters for vaccines. Users will be able to view any medical documents that are needed for community medical events. In the settings, users can adjust language, region, and they can enable text messages that alert the user of reminders and notifications for checkups or popular topics for the region.

CONTEXTUAL RESEARCH

According to [NPR](#):

“10% of Americans don't have internet but possess smartphones”

“Older people, people with less education and poorer people tend to adopt technology more slowly than others and rural areas tend to have a higher concentration of those people. Smart phone use is particularly tied to age.”

Exerpts from [Mashable Article](#):

“It could be really exciting to have those health worker- and patient-focused apps developed so you can run them on \$10 Nokia phones,” Nesbit says. “On iPads and iPhones, the killer app is the cool app — but in public health, the cool app is the one that everyone can use.”

“In Africa, one hospital might cover 1,800 kilometers — for a health care worker on a motorcycle, that's a lot of terrain to cover and a lot of patients to treat. But MMS-diagnosis will improve health care in remote locations and circumvent having to physically go to hospitals, and yet hospitals will have far more of an impact on the lives of its patients by implementing mobile technology that can diagnose and treat at any distance.”

Exerpts from [MobiMedia Article](#):

“Educational mobile tools are already making a difference in developing countries, where women use handsets to navigate health and financial issues, delivering information right to their fingertips. Should these tools develop into games, they may one day create an even more positive impact on women's health and education.”

“In Kenya, health workers text medication reminders to women, helping them improve long-term recovery rates. And for Kenyan businesswomen, phones are essential tools for ordering supplies and contacting customers without male help.”

“Doctors in Africa and Asia now use the Pesinet program to send out mobile alerts to mothers of children who show signs of illness at weekly checkups.”

CONTEXTUAL RESEARCH – PEW Research Internet Project

Broadband and smartphone adoption by community type

Among all American adults ages 18 and older, the % in each group who...

	% with home broadband (total)	% who have a smartphone (total)	% who have broadband or smartphone	% who have smartphone only
a Urban (n=763)	70 ^c	59 ^c	80 ^c	10
b Suburban (n=1037)	73 ^c	59 ^c	83 ^c	10
c Rural (n=450)	62	40	70	8

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^{a,b}) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Demographic differences in iPhone and Android ownership

% of cell owners in each group who own an iPhone or Android

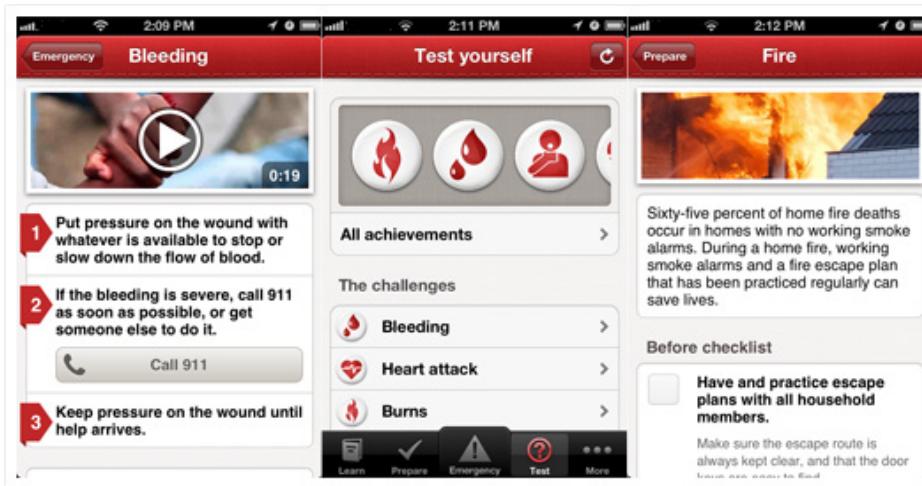
	% who say their phone is an iPhone	% who say their phone is an Android
All cell owners (n=2,076)	25%	28%
Gender		
a Men (n=967)	24	31 ^b
b Women (n=1,109)	26	26
Age		
a 18-24 (n=238)	31 ^{ef}	43 ^{cdef}
b 25-34 (n=279)	34 ^{def}	40 ^{def}
c 35-44 (n=283)	29 ^{ef}	33 ^{ef}
d 45-54 (n=354)	25 ^f	27 ^{ef}
e 55-64 (n=392)	19 ^f	17 ^f
f 65+ (n=478)	11	7
Race/ethnicity		
a White, Non-Hispanic (n=1,440)	27 ^b	26
b Black, Non-Hispanic (n=238)	16	42 ^{ac}
c Hispanic (n=235)	26 ^b	27
Education attainment		
a Less than high school (n=144)	11	25
b High school grad (n=565)	17 ^a	27
c Some College (n=545)	27 ^{ab}	31
d College + (n=799)	38 ^{abc}	29
Household income		
a Less than \$30,000/yr (n=504)	13	28
b \$30,000-\$49,999 (n=345)	23 ^a	27
c \$50,000-\$74,999 (n=289)	25 ^a	31
d \$75,000+ (n=570)	40 ^{abc}	31

Source: Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.4 percentage points based on cell phone owners (n=2,076).

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

MEDIC MOBILE

RED CROSS FIRST AID APP



simple, logical navigation flow

highly interactive – people can call 911, watch videos, access diagrams, test themselves

use of red is alright for the Red Cross, but not for this app



works on flip phones (which are provided with software to those in need)

sends medical information directly to local hospital database, which rural hospitals will find extremely helpful

RED CROSS SOS APP



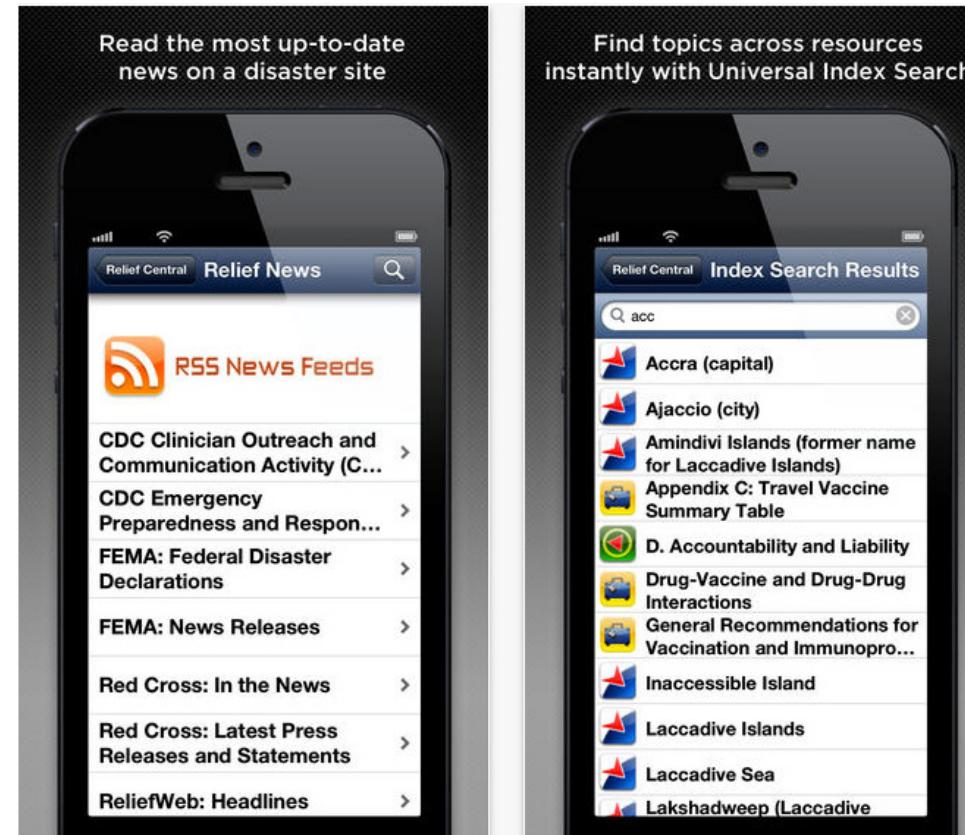
Logical information and flow

User reviews suggest that app should have more daily occurrences than cardiac arrests and jellyfish stings

good use of diagrams

content is free and doesn't have to be "unlocked" in order to access it

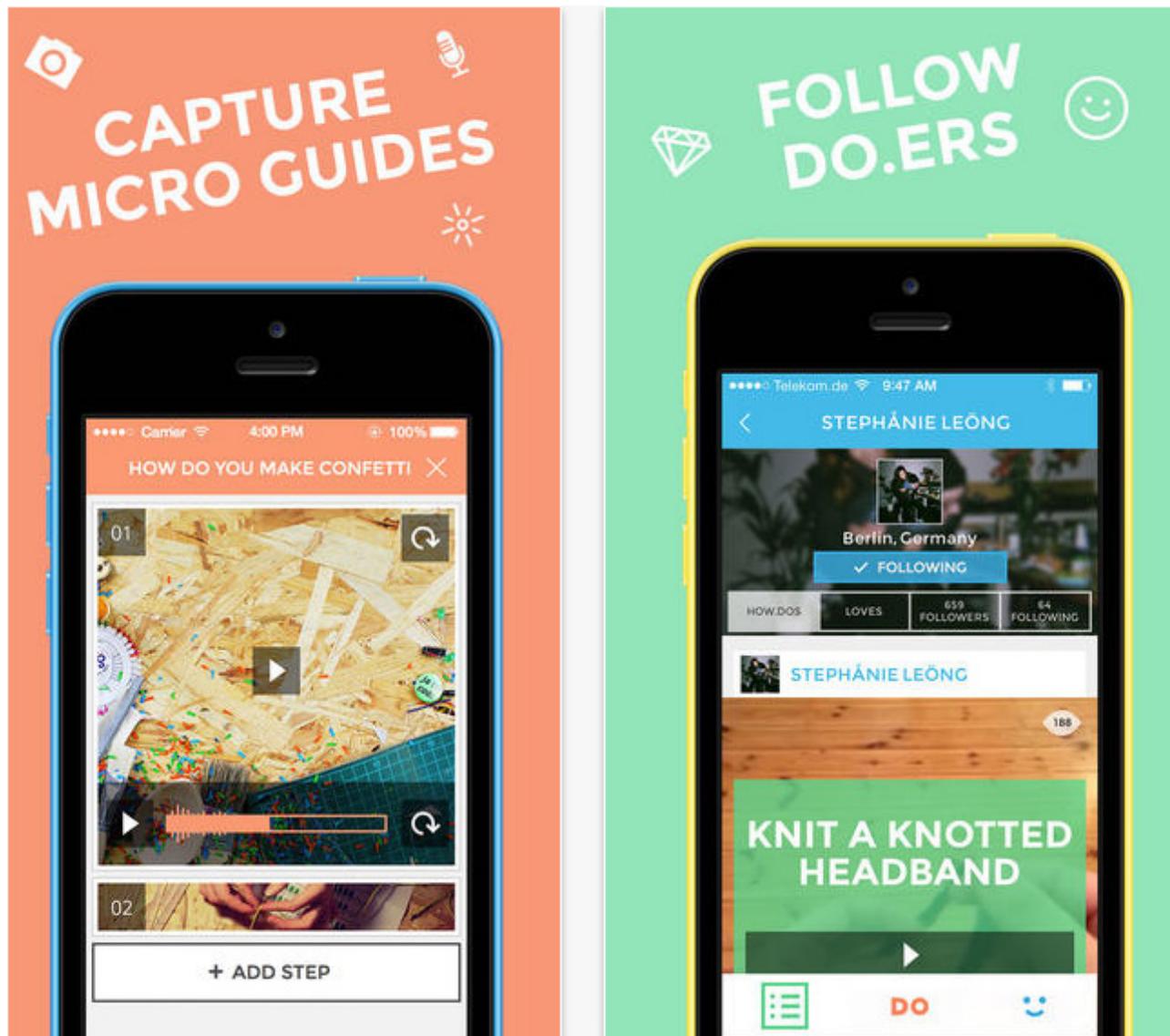
RELIEF CENTRAL APP



questionable content and navigation flow

overwhelming organization of content

HOW DO APP



the design (although not the direction of my app) is cohesive

I would like similar social features to be accessible for DIY solutions in my app

members can post their own solutions and processes

JASON



Age: 21 years old

Jason is a medical student studying in London on full scholarship from organizations like Gates Foundation and YBPoA. He hopes to eventually practice in Niger, Africa as medical doctor. This summer he plans on working with humanitarian organizations like PeaceCorps and Doctors Without Borders in the medical field. His education has exposed him to different softwares/technologies and learning to use them has come easily to him. Though he is still in possession of a flip phone, he's aware of software trends and engages in social media on desktop platforms.



TECH SAVVY



SOCIAL



BUSY

MAHILA



Age: 28 years old

Mahila lives in Kenya, Africa. Though she doesn't have direct access to necessary resources like sanitized water and electricity, she walks four miles to the local community center to receive lessons sponsored by the organization, Half the Sky. Half the Sky has provided a few tablets that can be used by educators and students, which Mahila uses for research and educational applications downloaded on the apps. She is currently learning English (with help from one of the apps), which is expanding her technology use.



TECH SAVVY



SOCIAL



BUSY

INDIA AUBIN



Age: 19 years old

India is a fashion design student attending San Francisco College of the Arts in California. She lives in her parents' beachhouse in Pacifica and enjoys HBO and white chocolate lattes from Starbucks. She prefers apple products over android and windows as she thinks they are more aesthetically pleasing. She believes life is a balance of work and play and lives to this philosophy by enjoying the nightlife California has to offer.



TECH SAVVY



SOCIAL



BUSY

USER GOALS

Experience Goals:

- Users should be interested in the content and comfortable learning new information.
- Users shouldn't feel intimidated, preached to, or offended to use this app. Though it is created to solve an issue mainly relevant to lower-income people, people of all classes will find use in this app and that's the reputation it should hold.
- Users should feel comfortable contributing their solutions and suggestions to the community board.

End Goals:

- Users should be able to access information that can provide them with frugal and safe options to incorporate in their lifestyle or to share with other's lifestyles.
- Users should be able to access and be alerted of information on vaccines and medical events that will be available near them.

Life Goals:

- Users will be able to further prevent fatal diseases by finding ways to incorporate sanitary practices in their life that are accessible and realistic.

SCENARIOS

1. Jason is now entering his abroad medical career. He has made a stop in India and has ran out of sanitation pills for the water he gets for himself. He uses Upendi to find instructions for sanitizing water during the day, at night, and the nearest destinations that have sanitation products for sale.
2. Jason is now working for the PeaceCorps in Nairobi, Africa. He's staying in a community where a family is enduring a scalp rash from a bug that likes to nest in hair. Jason can refer to Upendi to find an inexpensive recipe for shampoo that would keep hair an uninviting habitat for these bugs. Jason can also find CDC approved recipes for lotions that have aided others with this rash.
3. Jason has been working in different parts of Africa for four years now. In his experience, he's been able to cultivate practices, recipes, and knowledge of local resources to contribute content that is medically approved and hygenic to the app. Because he's been approved by one of the partner organizations in making this app, he has 'admin' ability to post hygenic solutions to Upendi.

LOGIN/
SIGN UP

USER NAME (PROFILE)

FAVORITES
MOST RECENT
MOST POPULAR
EXPLORE

SEARCH

HOME BODY
BEDROOM DIAGRAM
KITCHEN
BATHROOM

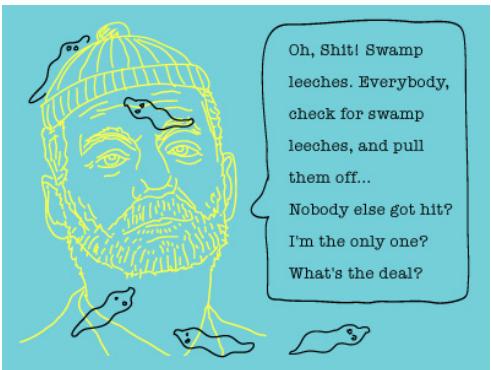
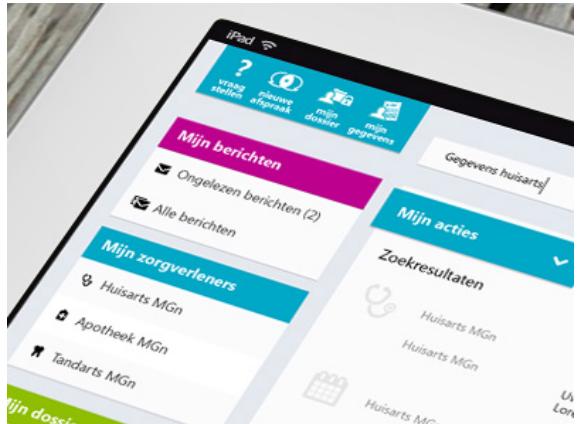
GENERATED POSTS

EVENTS

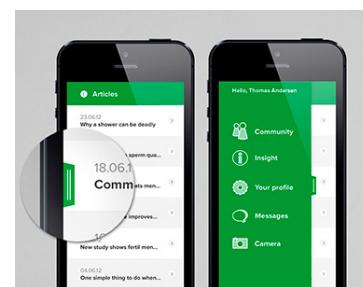
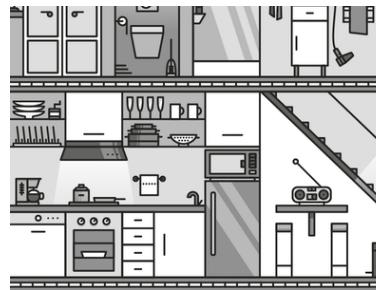
MENU
SEARCH
EVENTS
ME
SETTINGS
UPENDI

POST QUESTION

MOODBOARD



DECODE GLOBAL



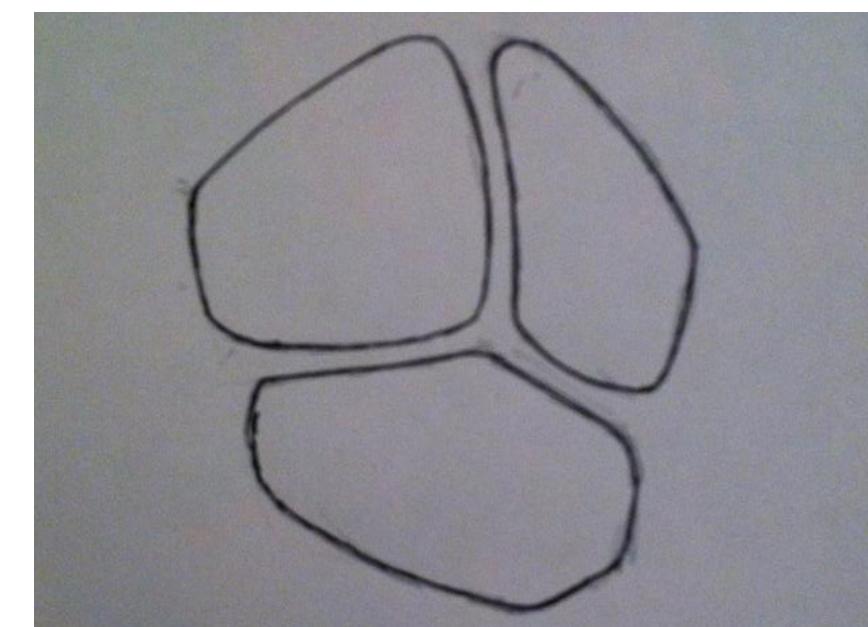
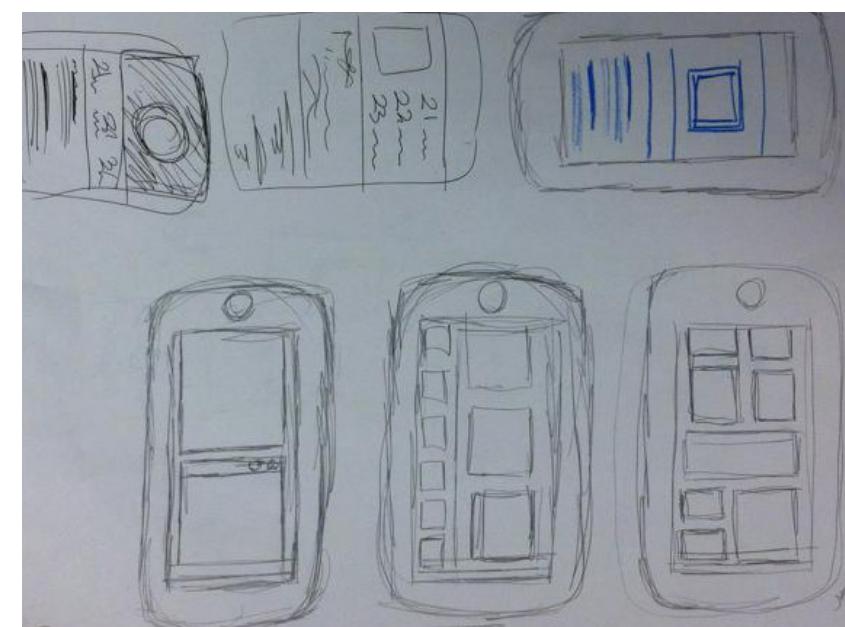
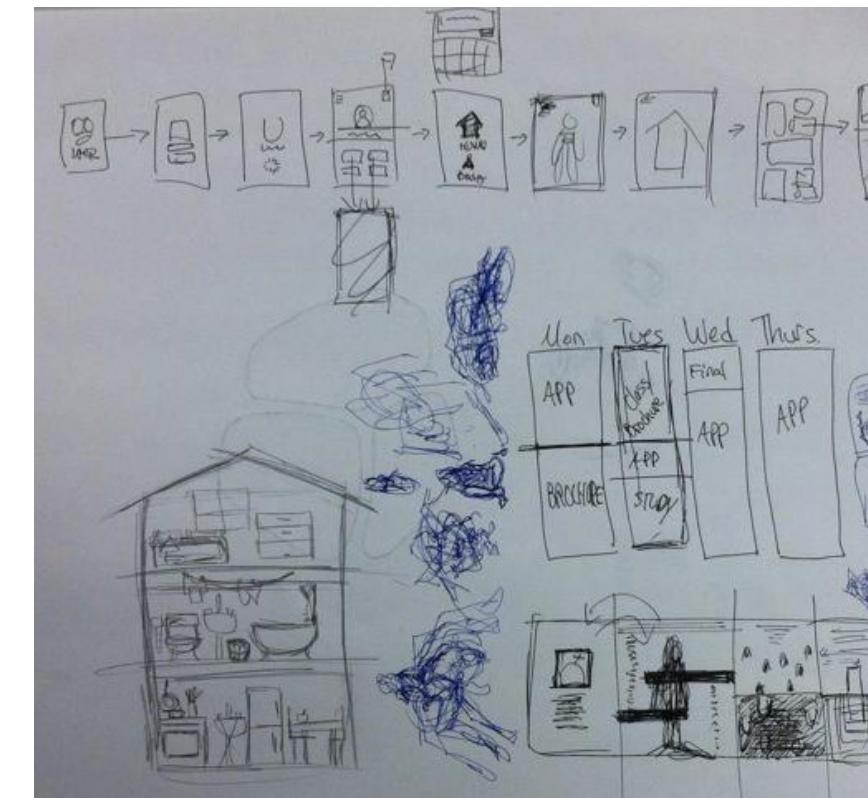
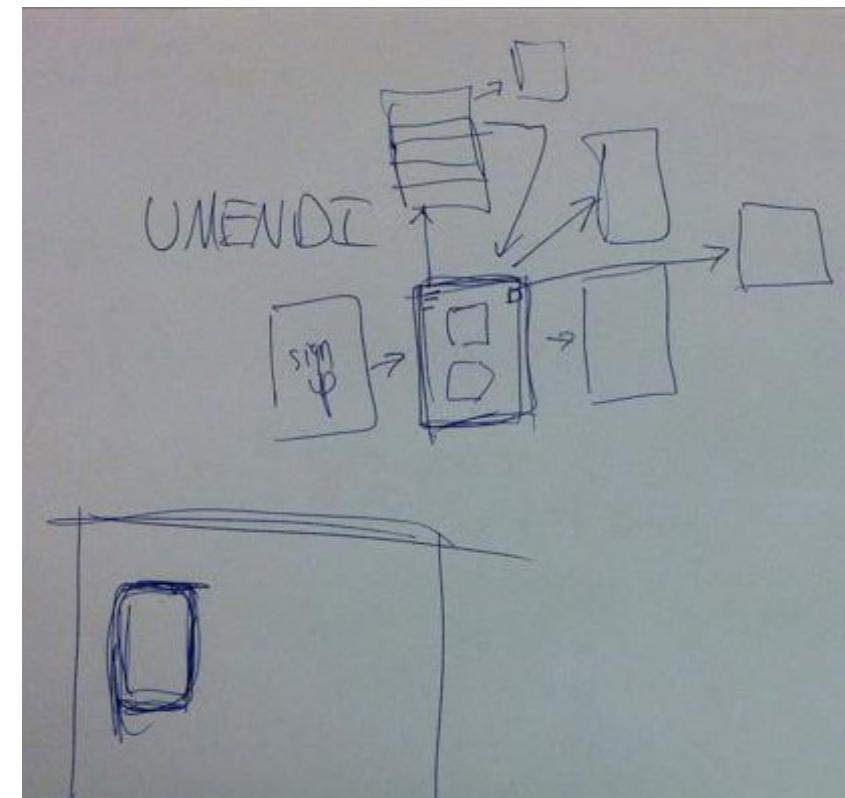
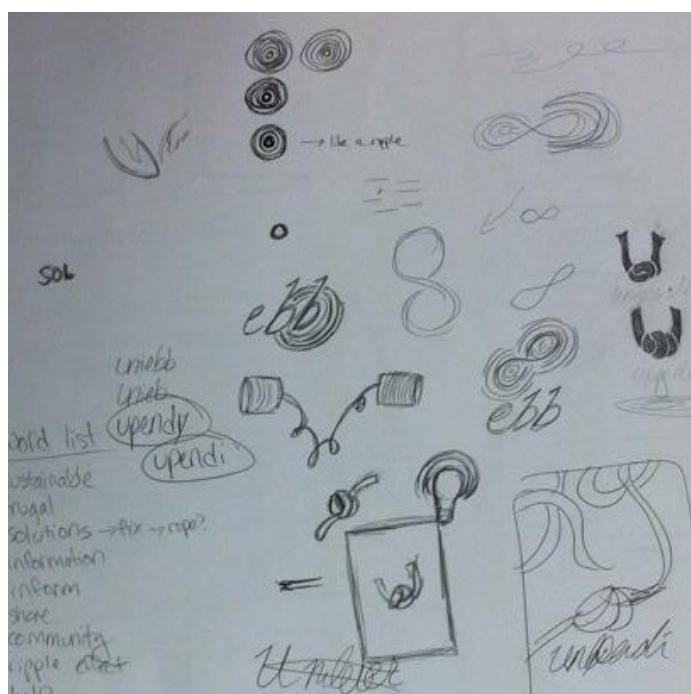
IDENTITY



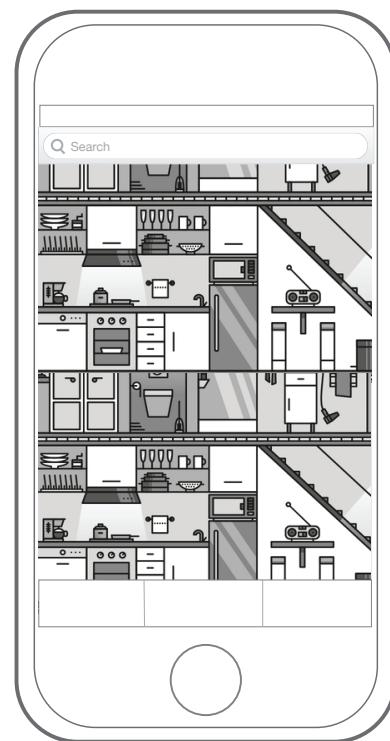
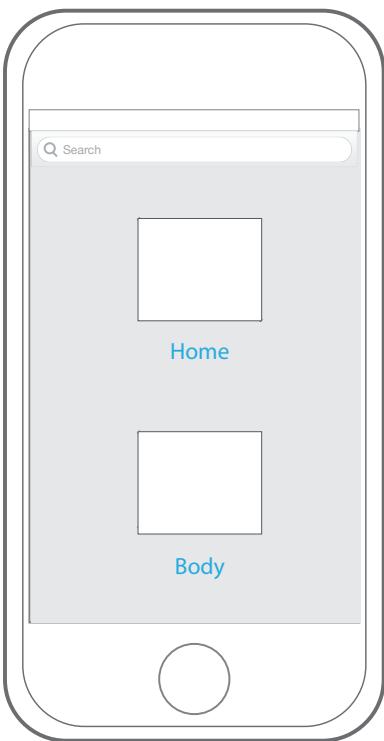
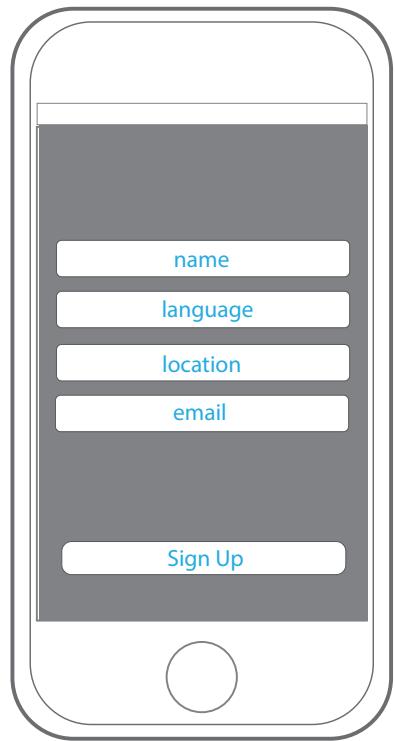
GILL SANS LIGHT
DIN BOLD



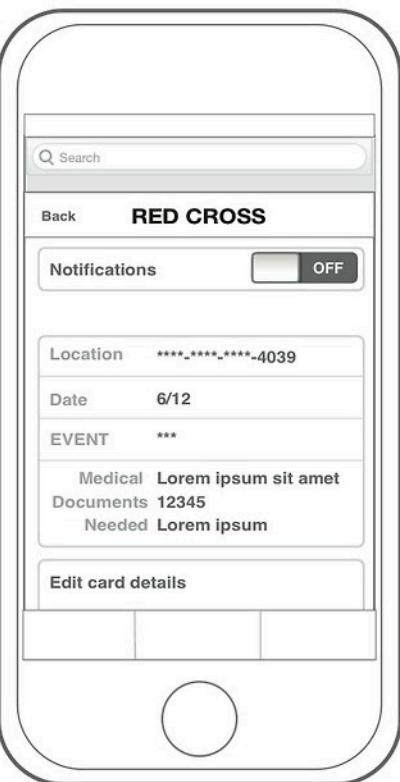
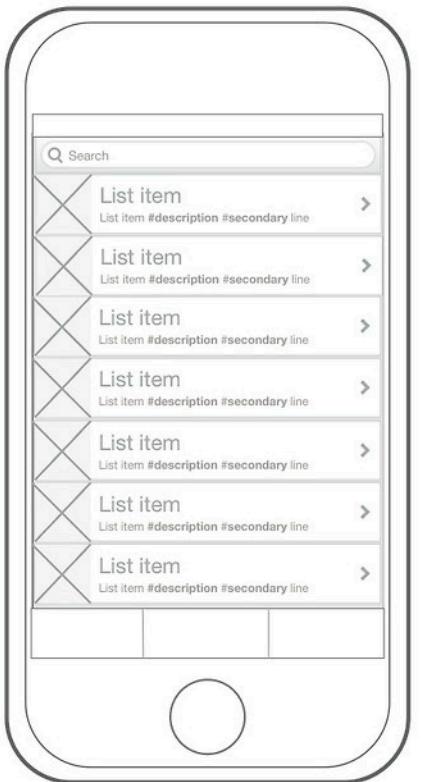
SKETCHES

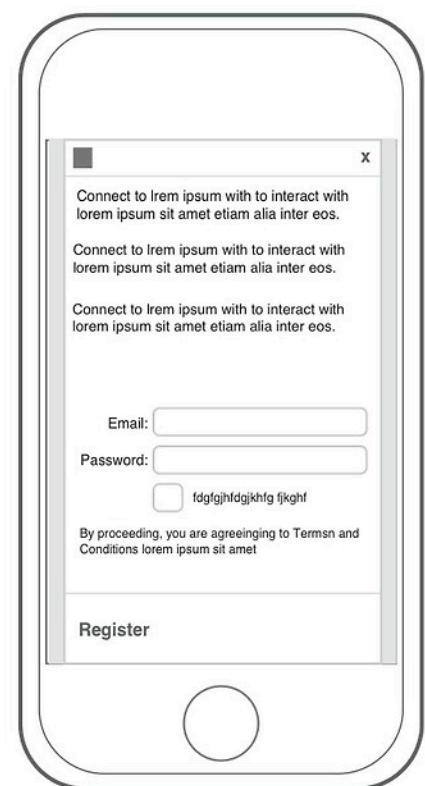
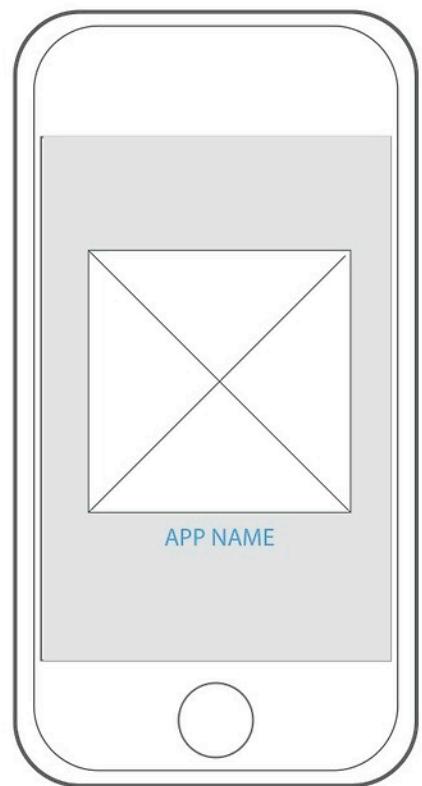


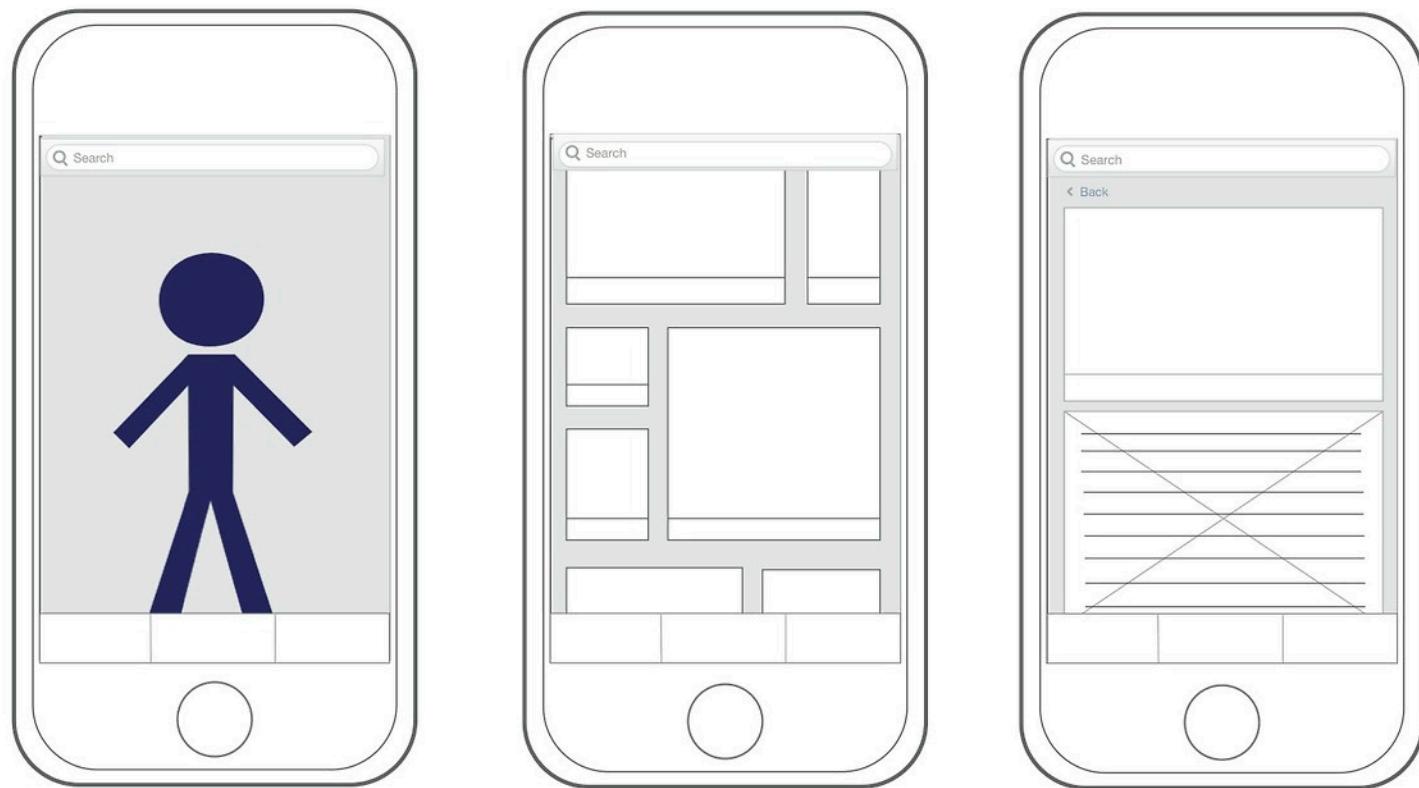
WIREFRAMES





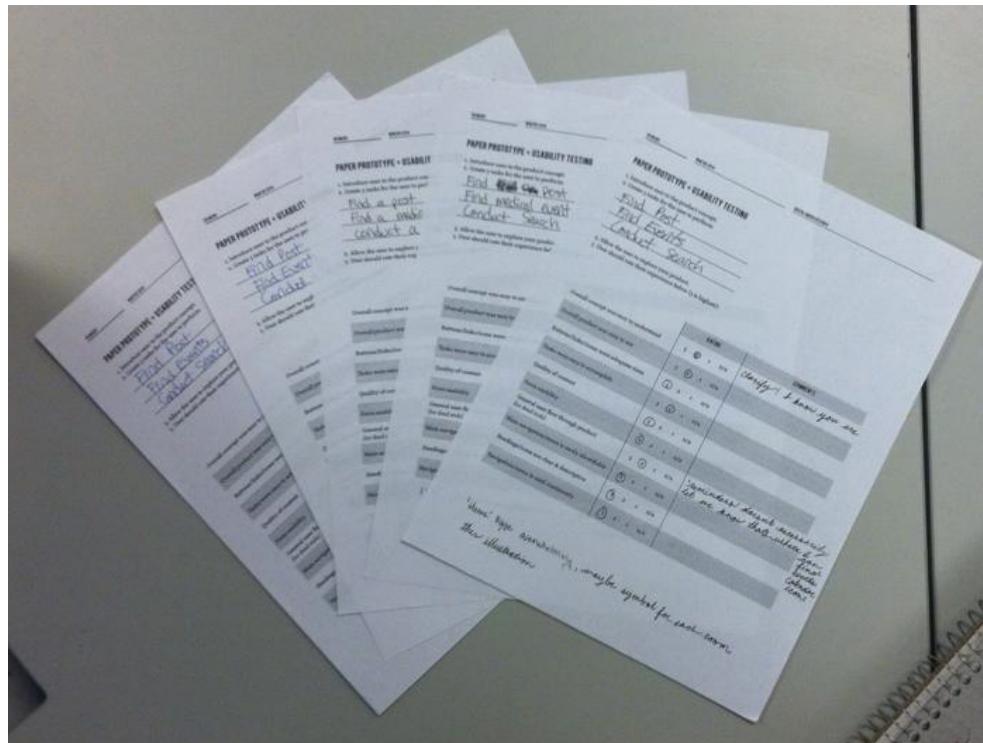




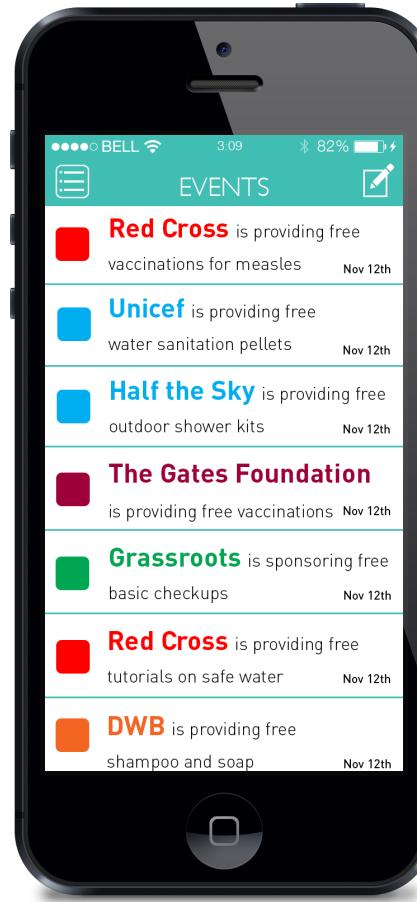
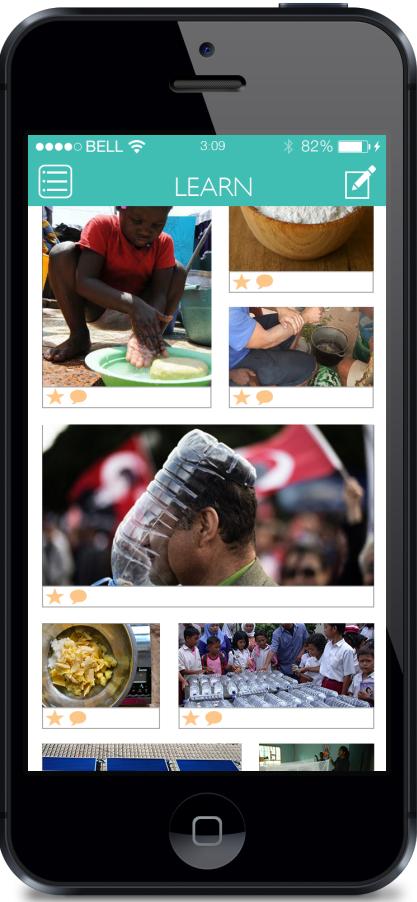
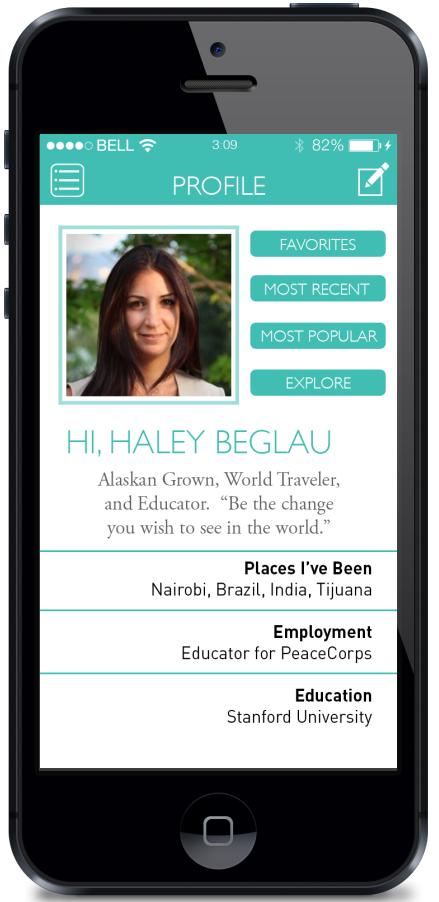


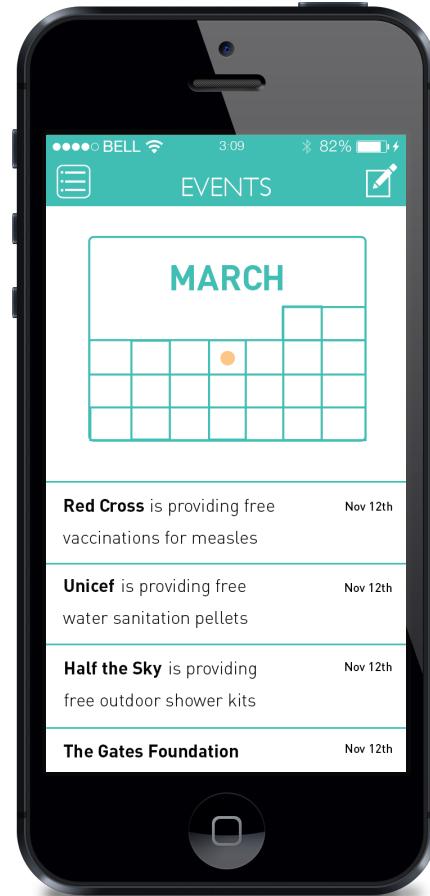
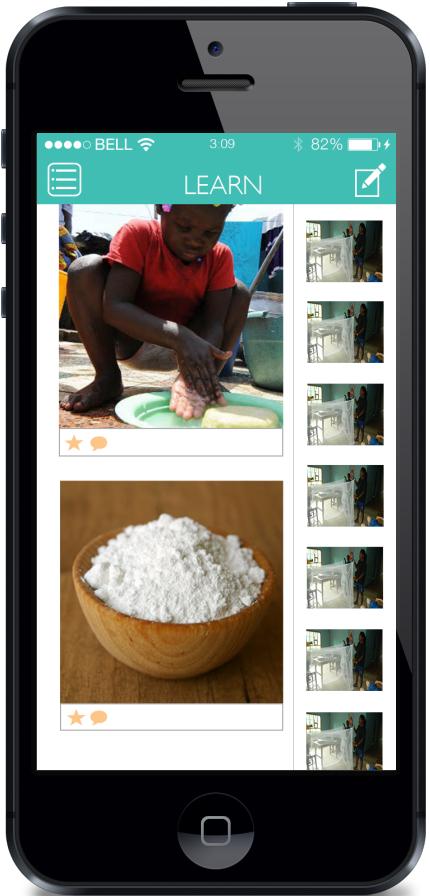
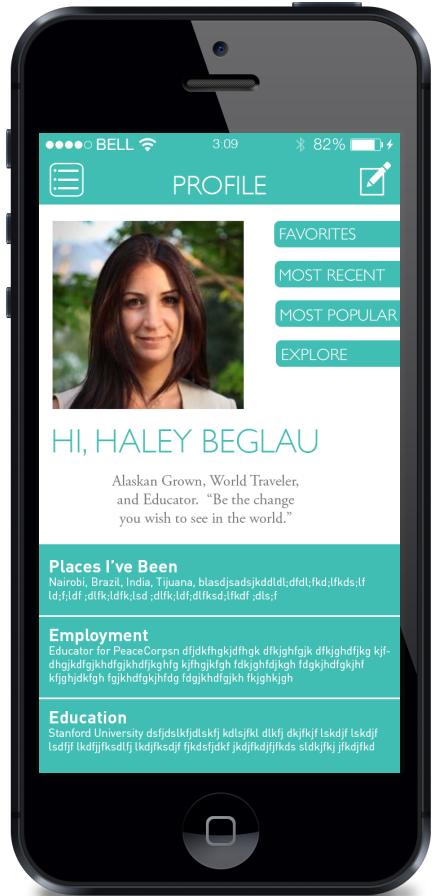
USABILITY TESTING

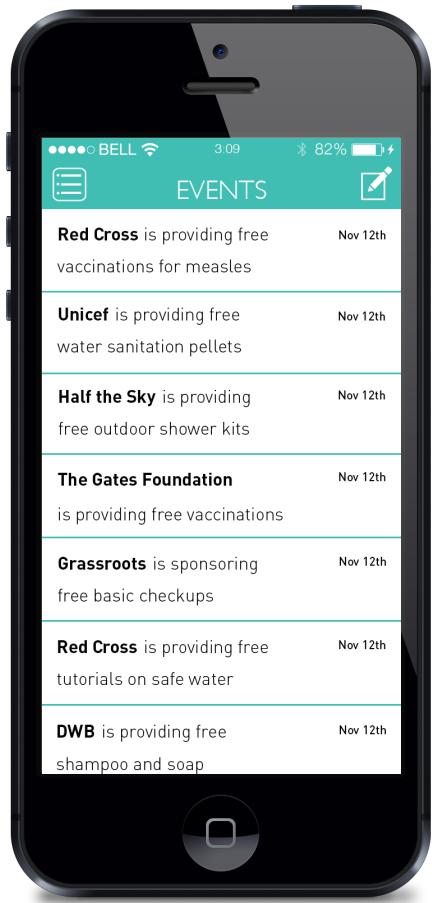
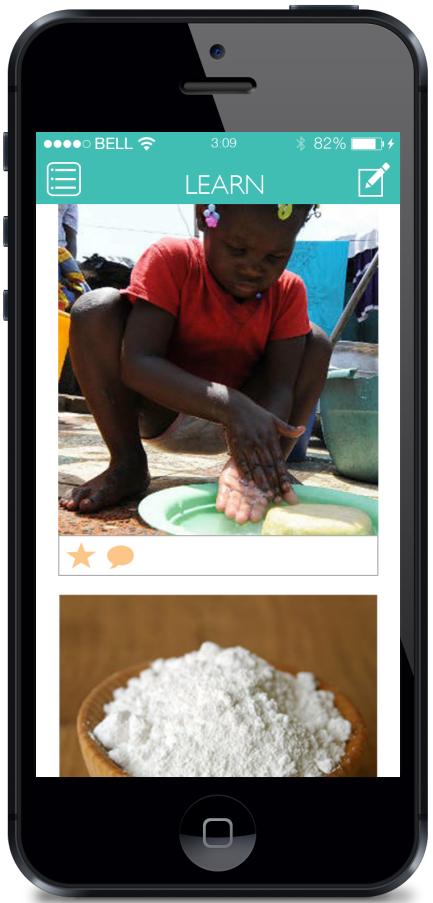
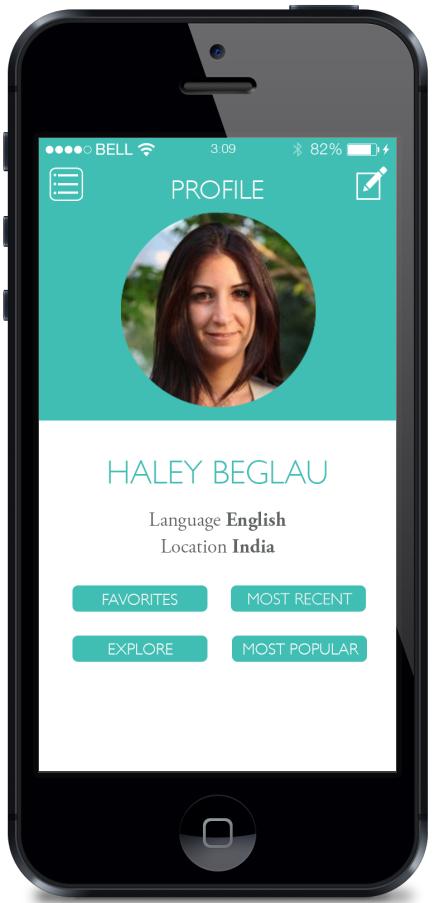
Reviews about what I had for my app were fairly mixed. The three tasks I assigned users were to: find a post, find a medical event, and to conduct a search. Overall people seemed to understand the content and its flow once they reached the general 'feed' layout. But it appears that people found the navigation, headings, and categories to be the most confusing when it came down to the naming and what was in the menu. People also pointed out that scrolling is more intuitive for post feeds, but not so much for other features and that I should consider another solution to display that data. The home and medical/events/reminders screens were also visually overwhelming and need a much more aesthetically pleasing layout and images than the placeholders I used. I think I will find my best solution for this with better copywriting and more engaging content.



COMPS







REFINEMENTS

