

Danielle // Alexa // Javiera // Dominique //
Lilly // Jennifer

LANTERN BUG

Team Thailand // Mobile Design

Project Management



Team Duties

Project Manager
Lilly

Srum Masters
Design Team: Alexa
UX Team: Javiera
Research: Jennifer

Research Team
Jennifer

Design Team
Danielle, Alexa

UX Team
Javiera, Dominique, Lilly

Project Goals

- Create an AIDS related health app based in Thailand
- Provide geo-tagging for the users to input infected area information
- Give users the opportunity to live chat with physicians and AIDS specialists
- Reward users points through the app for them to redeem at partnered hospitals for lower check up costs

“Lantern Bug is a health application delivering awareness - to the populace and tourists alike - on the cessation of succumbing to the AIDS virus in Thailand.”



Elevator

Pitch

INFRASTRUCTURE

VALUE CONFIG.

- Product & software design
- Brand Management
- Content distribution

CUSTOMER

TARGET

- Ages 18-45
- Sexually active
- Mobile device owners

FINANCE

REVENUE

- Intellectual properties
- Partnership with hospitals

CORE CAPABILITIES

- Internet
- 3G/4G
- Video Camera
- Hardware & Software

RELATIONSHIP

- Update software frequently
- Interactive
- Personal assistance
- Communities

PARTNER NETWORK

- 3rd party data sources
- Hospitals

DIST. CHANNEL

- Cellphone providers
- Truemove
- DTAC

Business Model

What We Offer

Customers will find value in Lantern Bug because our app is offered in different languages, has real world camera interaction, disease stats at hospital stops, user generated and geo-tagged content, risk reduction and reduces the amount of hospital check up visits.

Country Facts



Thailand is a country located in east Asia with a population of 67, 741,401 inhabitants. Their populaion is mostly between the ages of 25-54 and their urbanization rate slowly increases each year. Their AIDS related deaths are currently in the nineteen thousands and our app plans to bring prevention and awareness to the country many call home.

AUDI ENCE SEG MENT



GEOGRAPHY

- Urban Population:
34.1% of total pop.
- Rate of Urbanization
1.6% annual rate of change



COMMUNICATION

- Mobile Phones:
97.1 million
- Subscriptions per 100 inhabi-
tants: 143
- Internet Users:
19.5 million
- Percent of Population: 28.8%



SOCIO-DEMOGRAPHIC

- Population
67,741,401
- Ages
 - 15-24 yrs (15%)
(male: 5,194,332 // female:
4,999,699)
 - 25-54 yrs (46.69%)
(male: 15,685,882 // female:
16,097,245)
- Ethnicities
 - Thai: 95.9%
 - Burmese: 2%
 - Other: 1.3%
- Religions
 - Buddhists: 93.6%
 - Muslim: 4.9%
 - Christian: 1.2%



INDUSTRIES

- Agriculture
- Tourism
- Textiles and garments
- Computers and parts
- Environmental management
 - Pharmaceuticals
- World's 2nd largest tungsten
producer
- 3rd largest tin producer

Laborforce

- 32.2% Agriculture
- 16.7% Industry
- 51.1% Services

What Our App Can Do



With Lantern Bug, customers can view map zones of reported outbreaks and view flagged zones where insect and bug bite rates are high. Users can report outbreaks, chat anonymously with clinicians/physicians and receive directions to the nearest “protection stops” (hospitals). Our app also provides AIDS and other geographic related FAQs as well as redeem points towards a low price check up at one of our sponsored hospitals.



Information Design

Lantern Bug provides geo-tagging for the users to input infected area information, gives users the opportunity to live chat with physicians and AIDS specialists and reward users points through the app for them to redeem at partnered hospitals for lower check up costs.

PATTARAWADEE AKARAWAT *the local*

Age: 19
 Profession: Writer, True Corporation
 Gender: Female
 Location: Muang Chiang Mai, Chiang Mai, Thailand
 Education: Bachelor's Degree, Mass Communication,
 Chiang Mai University
 Salary: 24,000 baht/month

Relationship with Brand & Product:
 Content or Feature
 Rank
 Top Downloads
 Other

User Experience Goals:
 Useful
 Helpful
 Reliable
 Motivating
 Safety

App Must Always:
 Have updates
 Be quick
 Have great customer service

App Must Never:
 Have toomuch animation
 Have games
 Not be easily accessible

PERSONALITY



BRAND IS...
 "Something that makes a statement
 and is proven to be valuable."

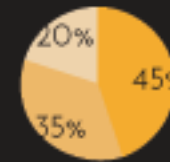
PRODUCT IS...
 "An essential to consumers."

TECHNOLOGY EXPERTISE LEVEL



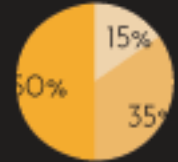
APP

- SOCIAL MEDIA
- EDUCATIONAL
- OTHER

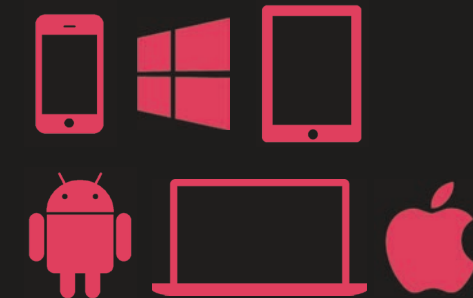


SOFTWARE

- BUSINESS
- DESIGN
- UTILITIES



DEVICE & PLATFORMS



INFLUENCES



TARGET DEVICE
Samsung Galaxy Core Prime



Display:

400 x 800 px touchscreen
size: 4.5 in

Features:

SMS, MMS, Email, Push Mail,
HTML browser

Battery:

Talk time: 13 hrs

Music play: up to 60 hrs

*"Samsung provides all my app
need and keeps me up to date on
what's hot."*

STORYBOARD

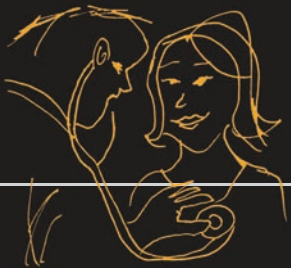


Pattarawadee is a 19 year old female living in Thailand. She is a local who has lived there her entire life. She is a writer working for True Corporation located in Muang Chiang Mai, Thailand.



She and her good friend Lynn go to lunch every Monday to catch up. Lynn mentioned on their lunch date that her sister was recently diagnosed with AIDS and asked if she has heard of the Lantern Bug app.

Pattarawadee is a very health conscious person. She runs every morning and likes to hike around the outskirts of Muang Chiang Mai.



She recently got a check up at her local hospital. Dr. Moss is her regular physician. She told him about her friend's sister being diagnosed with Aids. She asked if there was anything she can do to prevent areas with high risk.

Dr. Moss tells her to download the free Lantern Bug app. He explains that the app informs the users of areas with high risk of incurable viruses and infections. She downloads the app and starts navigating.



She calls Lynn to tell her about Lantern Bug. It not only gives locations of protection stops and hospitals, but gives great information on how to prevent getting sick, as well as steps of what to do if one gets sick.



Customer Journey

Lillian | Alexa | Javiera
Danielle | Dominique | Jennifer



Local Persona

Name | Pattarawadee Akarawata
Age | 19
Location | Muang Chiang Mai

Education | Bachelor's
Salary |
Occupation | Writer

Local Needs

Life Tracking Easy to browse
Quick Log in Fast
Reliable info Nice

Local Levels

73 Tech 51 Social
64 Picky A Device



CARLY WADE *the tourist*

Age: 29

Profession: Starbucks Manager

Gender: Female

Location: New York, NY, USA

Education: Associate's Degree in Communications,
CUNY

Salary: 48k USD/year

Relationship with Brand & Product:

Gathering Information

Feels Reliable

Top Downloads

User Experience Goals:

Safe

Fast

Helpful

App Must Always:

Have a fast login

Be interactive

Be safe

Be easy to use

App Must Never:

Have too much animation

Have games

Not be easily accessible

PERSONALITY

INTELLIGENT

CONFIDENT

PICKY

STINGY

LAZY

OPTIMISTIC

ADVENTUROUS



TECHNOLOGY EXPERTISE LEVEL

USING SOCIAL NETWORKS

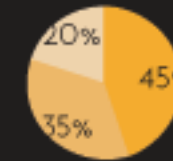
USING MOBILE

USING SOFTWARE

USING INTERNET

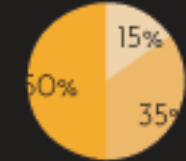
APP

- SOCIAL MEDIA
- HEALTH
- MEDIA



SOFTWARE

- BUSINESS
- WORD
- EXCEL



DEVICE & PLATFORMS



INFLUENCES



TARGET DEVICE
iPhone 6



Display:

750 x 1334 px touchscreen
size: 4.7 in

Features:

iMessage, SMS, MMS, Email,
HTML Browser

Battery:

Standby: up to 250 hrs
Talk time: up to 14 hrs

*"Apple is life. When it comes to
my mobile wants and needs,
Apple is first on my list."*

STORYBOARD

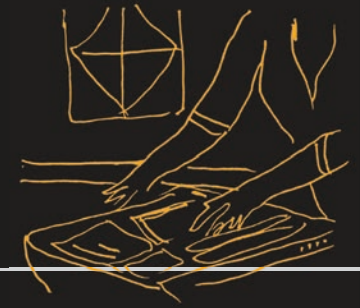


Carly Wade is an intelligent 29 year old Starbucks manager living in New York, New York. She has been the manager since 2007. She is a hard worker and rarely takes vacations.

One of Carly's friends whom she met at Starbucks is Vietnamese and is planning on taking a three week vacation to Asia, including Thailand and Cambodia. She invites Carly to come along.



Carly is excited and feels like she could benefit from a vacation. She has never been to Asia. Being an adventurous person, she accepts. She starts researching Asia and looks for any apps that would make the trip easier.



She is always looking for health related apps on her iPhone. She comes across an app called Lantern Bug. She sees that the app helps tourists like her stay alert on red zones and areas to stay away from.



She really likes how informative the app is. Very easy to gain knowledge on how to stay safe and healthy while traveling across the world. She already learned what vaccines she should get before the big trip.

Carly calls her good friend and tells her about Lantern Bug and how much she likes the app. Her friend also downloads the app. What a great service for everyone. And it's free!



Customer Journey

Lillian | Alexa | Javiera
Danielle | Dominique | Jennifer



Tourist Persona

Name | Carley Wade
Age | 29
Location | New York City

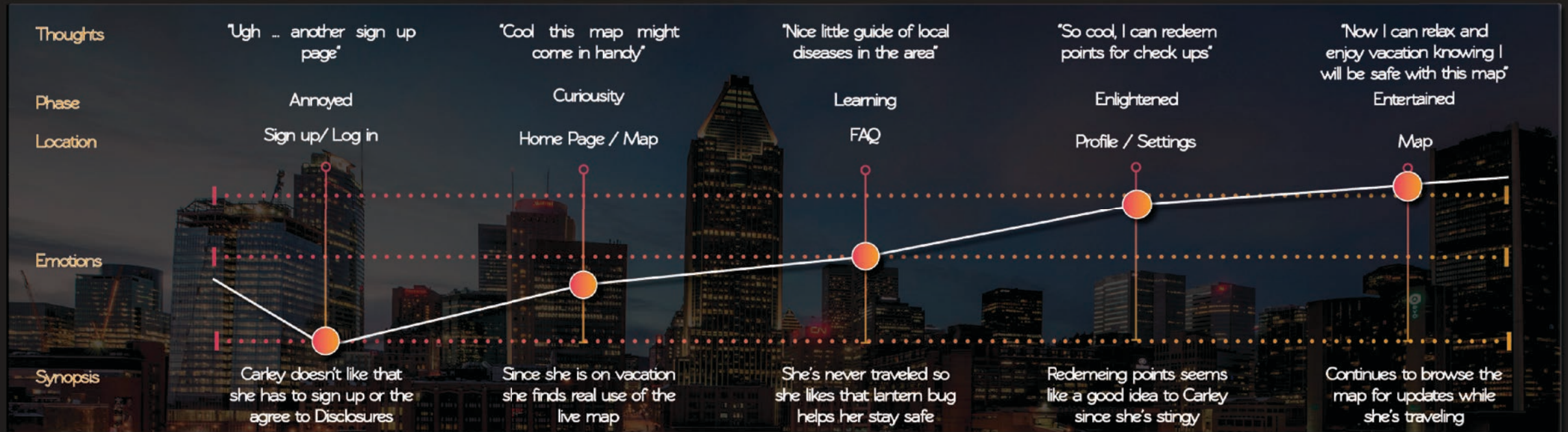
Education | Associates
Salary | \$48k
Occupation | Starbucks Manager

Tourist Needs

Easy Interface Safe
Easy Log in Fast
Reliable info Nice

Tourist Levels

89 Tech 79 Social
92 Picky M Device



ANADA BUNYASAM *the doctor*

Age: 32
Profession: Medical Physician
Gender: Male
Location: Muang Chiang Mai, Chiang Mai, Thailand
Education: PhD in Medical Science, M.D.
Chulalongkorn University
Salary: 60,000 baht/month

Relationship with Brand & Product:
Feature
Feels reliable
Gathering information

User Experience Goals:
Dependable
Motivating
Truthful

App Must Always:
Be quick
Have an offline feature

App Must Never:
Shut down or have major
updates without warning
Not be easily accessible

PERSONALITY

INTELLECTUAL
OUTGOING
PERFECTIONIST
SOCIAL
ADVENTUROUS

BRAND IS...

"Something that makes a statement
and is proven to be valuable."

PRODUCT IS...

"An essential to consumers."

TECHNOLOGY EXPERTISE LEVEL

USING SOCIAL NETWORKS

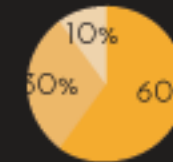
USING TABLET APPS

USING SOFTWARE

USING INTERNET

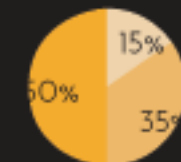
APP

- HEALTH
- NEWS
- SOCIAL MEDIA



SOFTWARE

- UTILITIES
- TASKS
- TIME MANAGEMENT



DEVICE & PLATFORMS



INFLUENCES



TARGET DEVICE
Neo 5



Display:

720 x 1280 px touchscreen
size: 5 in

Features:


HTML browser, Stereo FM
radio, Document viewer,
Geo-tagging

Battery:


Standby: 558 hrs
Talk time: 38 hrs

*"This 4G LTE phone is durable
and quick. It gives me a chance
to really interact with my patients
to benefit their health"*


STORYBOARD




Dr. Moss just transferred to Bumrungrad Intl. Hospital due to a high demand of Doctors specializing in treatment of incurable viruses and infections.




Jackie Harris is a nurse on the team. She approaches Dr. Moss and asks if he has downloaded the app Lantern Bug to keep ware of danger zones with high rates of disease and infections.




He downloads the app and starts navigating through the features. He notices that the app gives users directions to the nearest protection stop as well as to the nearest hospitals and clinics.



He is intrigued by how the app helps the users stay informed and likes how the app helps them find the closest hospital. He wants his hospital to become one of the featured protection stops.



Dr. Moss tells her to download the free Lantern Bug app. He explains that the app informs the users of areas with high risk of incurable viruses and infections. She downloads the app and starts navigating. Dr. Moss contacts Lantern Bug using the information on the app. He talks with one of the creators who informs Dr. Moss that there is a feature that users have to anonymously chat with physicians.



He relies with a "sign me up" comment. The clinicians at the hospitals can help so many more patients using this feature and cut the emergency room wait time in half.



Customer Journey

Lillian | Alexa | Javiera
Danielle | Dominique | Jenniffer



Doctor Persona

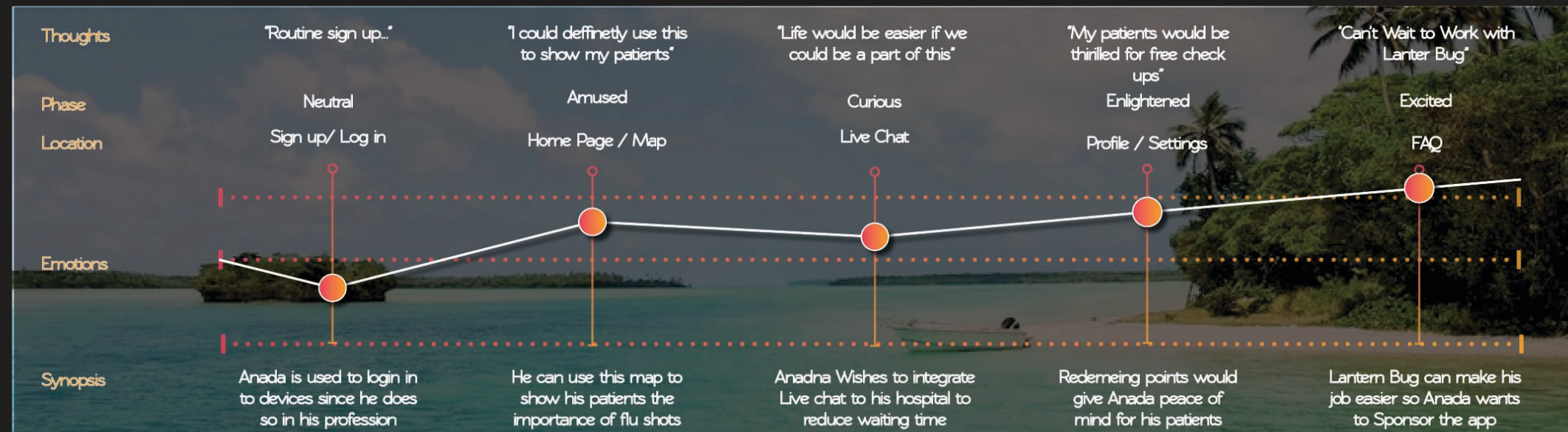
Name | Anada Bunyasam
Age | 32
Location | Chiang Mai
Education | Masters
Salary |
Occupation | Doctor

Doctor Needs

Quick interface Safe
Reliable info Nice
Up to date info Legibility

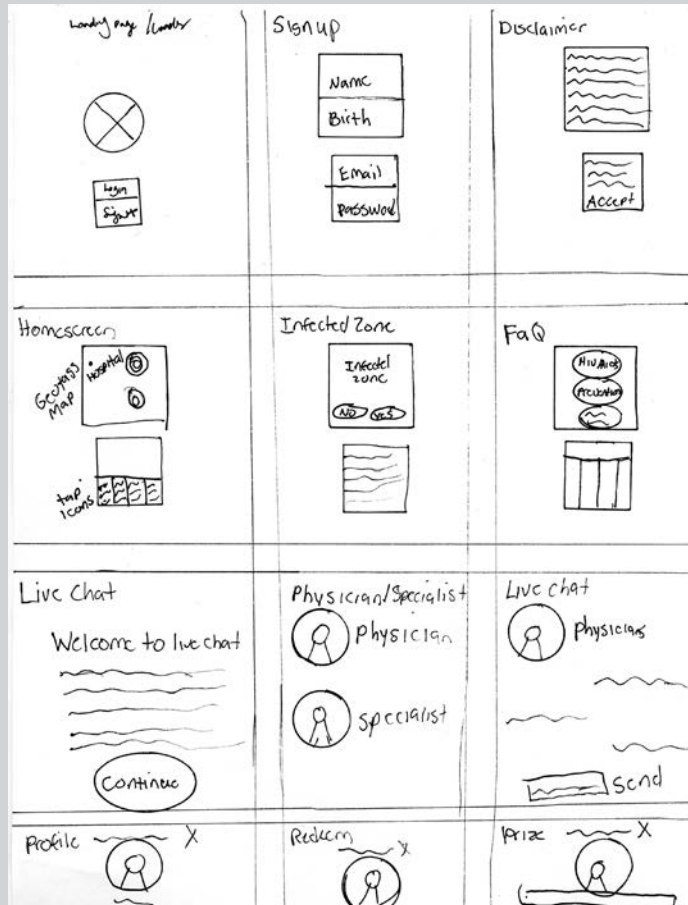
Doctor Levels

75 Tech 35 Social
34 Picky A Device

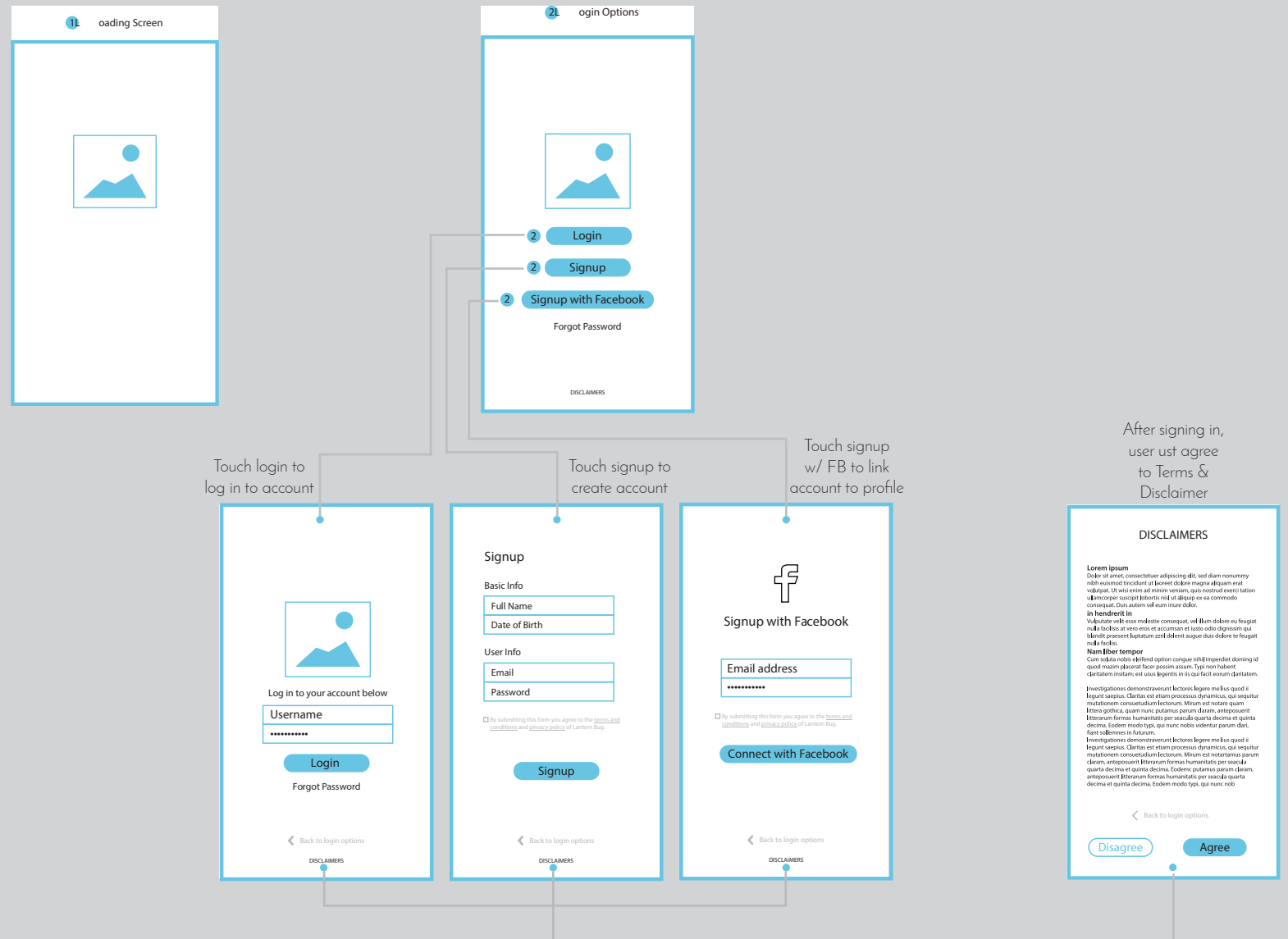


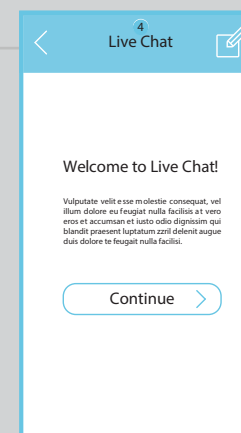
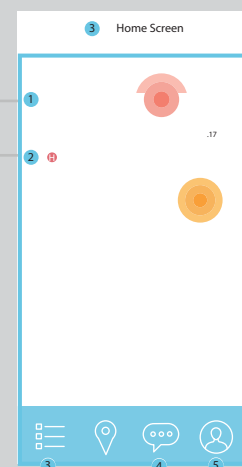
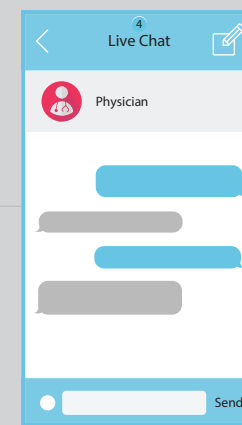
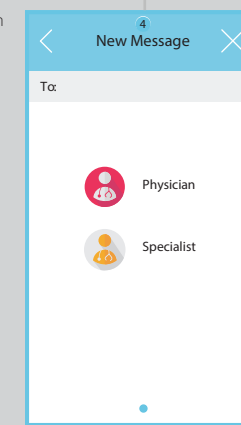
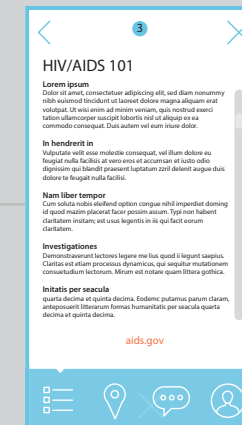
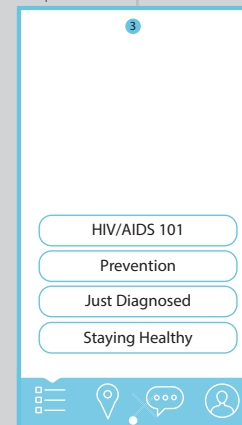
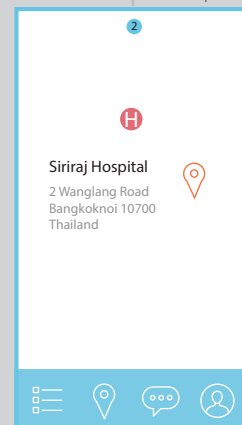
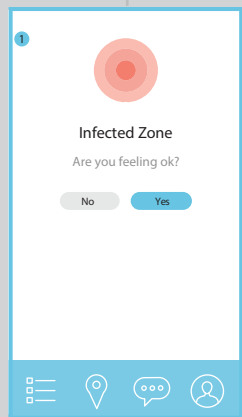


Paper Prototype



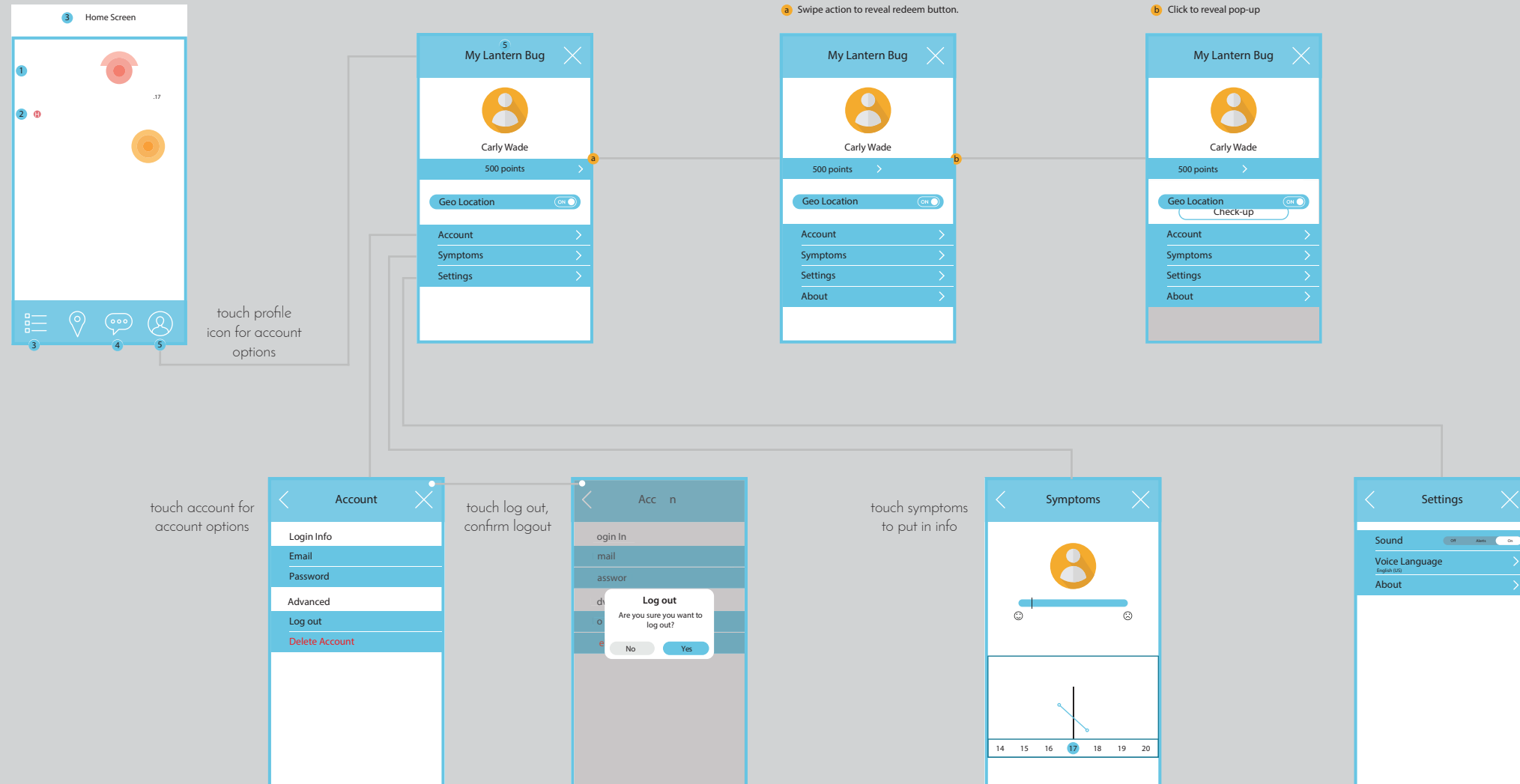
Wireframes







Wireframes

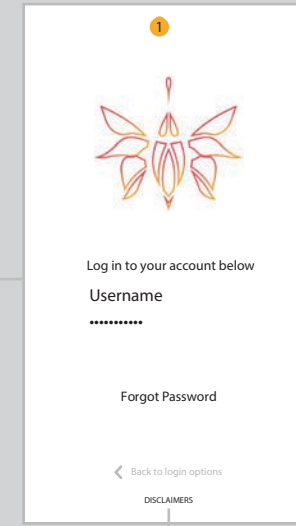
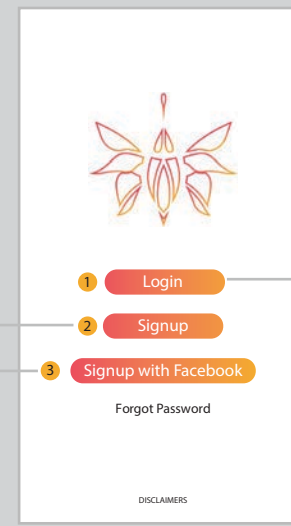


Interaction Design

1 Loading Screen

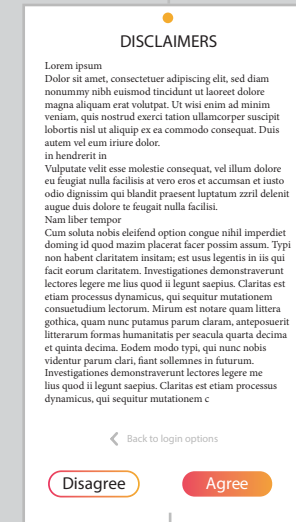
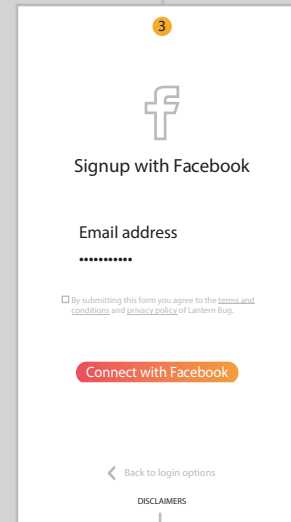
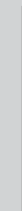


2 Login Options

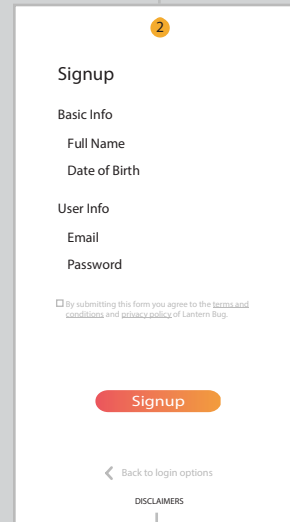


Login Options

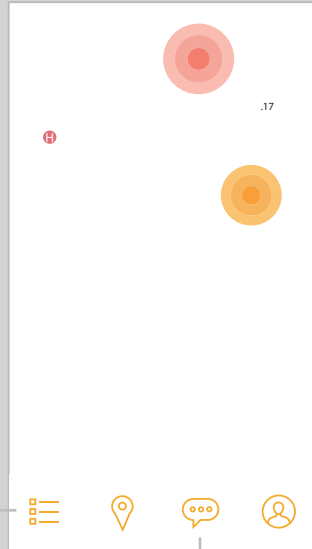
Allows users to login with their e-mail and password, create a new login, or sign in with facebooks. All users must accept the disclaimers to continue to home screen.



touch disclaimers to show list

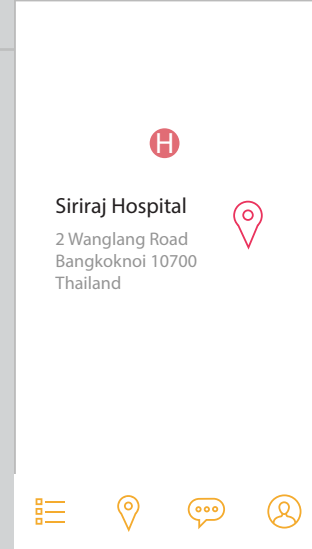


3 Home Screen

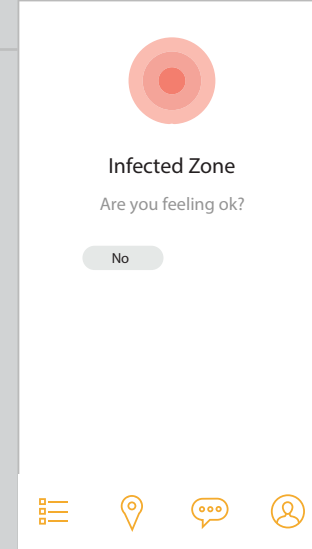


Home Screen
Map: Allows users to geo-locate hospitals, and app lets users know where contaminated areas are.

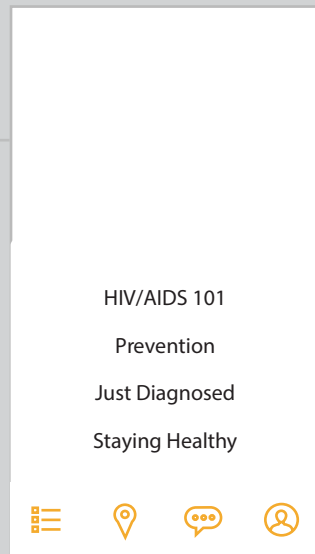
tap hospital to get pop up



Hospital
Pop-up displays location of nearby hospital



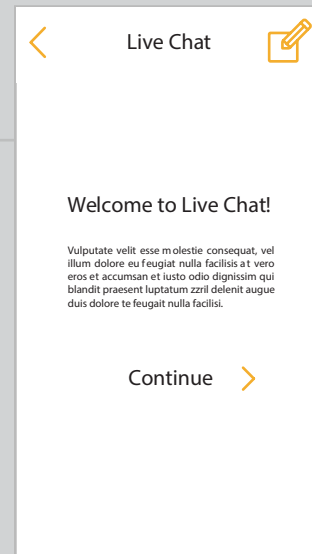
Infected Zone
When user is nearby infected zone pop-up informs user and asks if user is feeling ok.



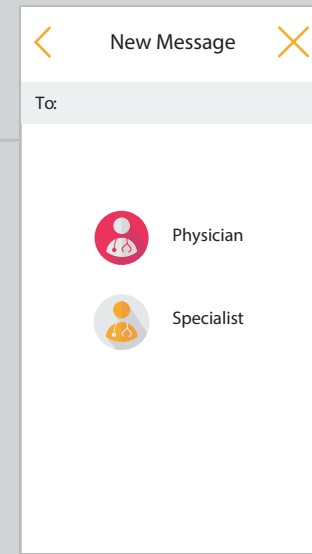
FAQ
User selects FAQ option menu slides up. There are 4 options for user to select.



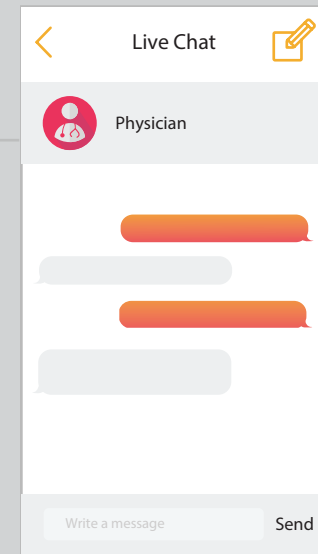
FAQ - selection
Article displays with scroll bar and aids.gov website at bottom to allow user to find more information if needed. Back and exit buttons allow user to close FAQ or go back to the list.



Chat
Introduces user to live chat. Explains that user can chat with live doctors.

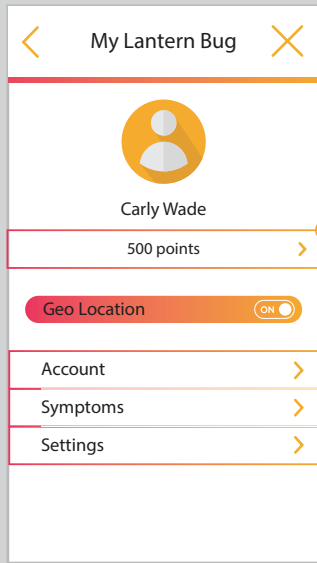


New Message
When user selects continue or selects the "new message" icon there's an option for physician or specialist to start a message.

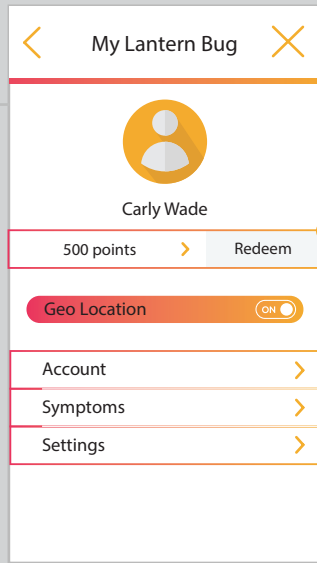


Live Chat
User can now chat with contact selected.

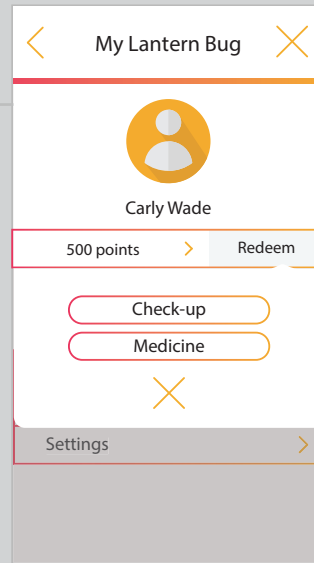
4 User Profile



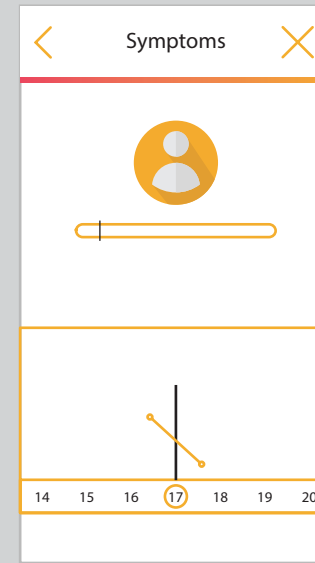
User Profile
Shows points earned, allows user to redeem points. Option to turn geo-location on/off. Access account options, symptoms, and settings.



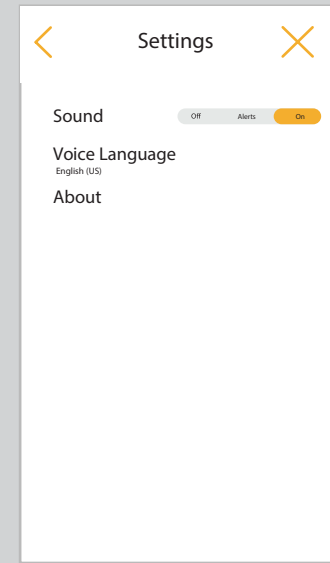
a Swipe action to reveal redeem button



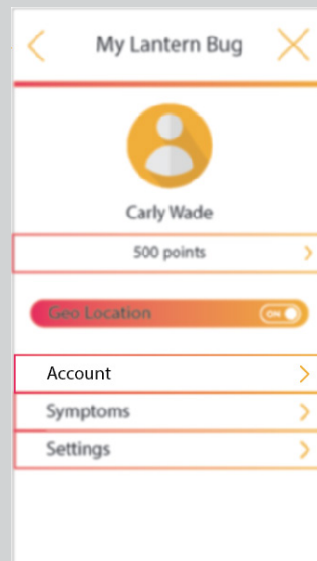
b Click to reveal pop-up



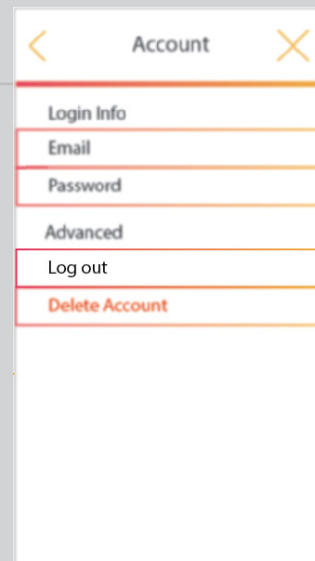
Symptoms
User can select how he feels everyday. Chart to show symptoms during the week.



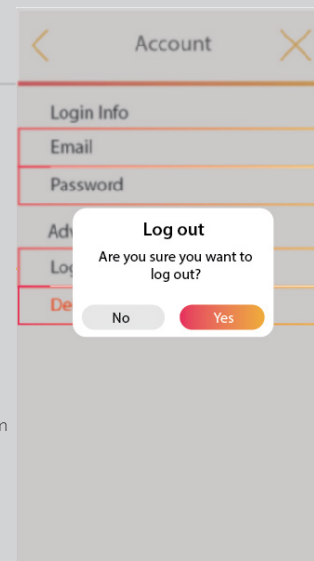
Settings
User can select sound on/alert only/off, can change voice language, and learn about the app.



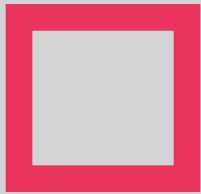
touch account for account options



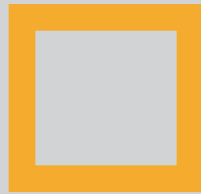
touch log out, confirm logout



Art Direction



#ea385b
R 235
G 56
B 92



#f2aa30
R 242
G 171
B 48



Josefin Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Josefin Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

ICONS



Physicians



Specialist



Users



FAQ



Map



Chat



Profile



Message

MAP



SLIDERS

Off Alerts On



BUTTONS

No

Yes

Disagree

Agree

Redeem

Check-up

Medicine

NAV



My Lantern Bug



Dashborad

Message

Map

Settings

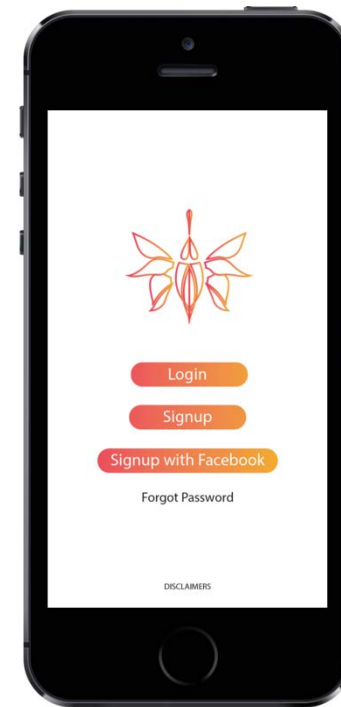
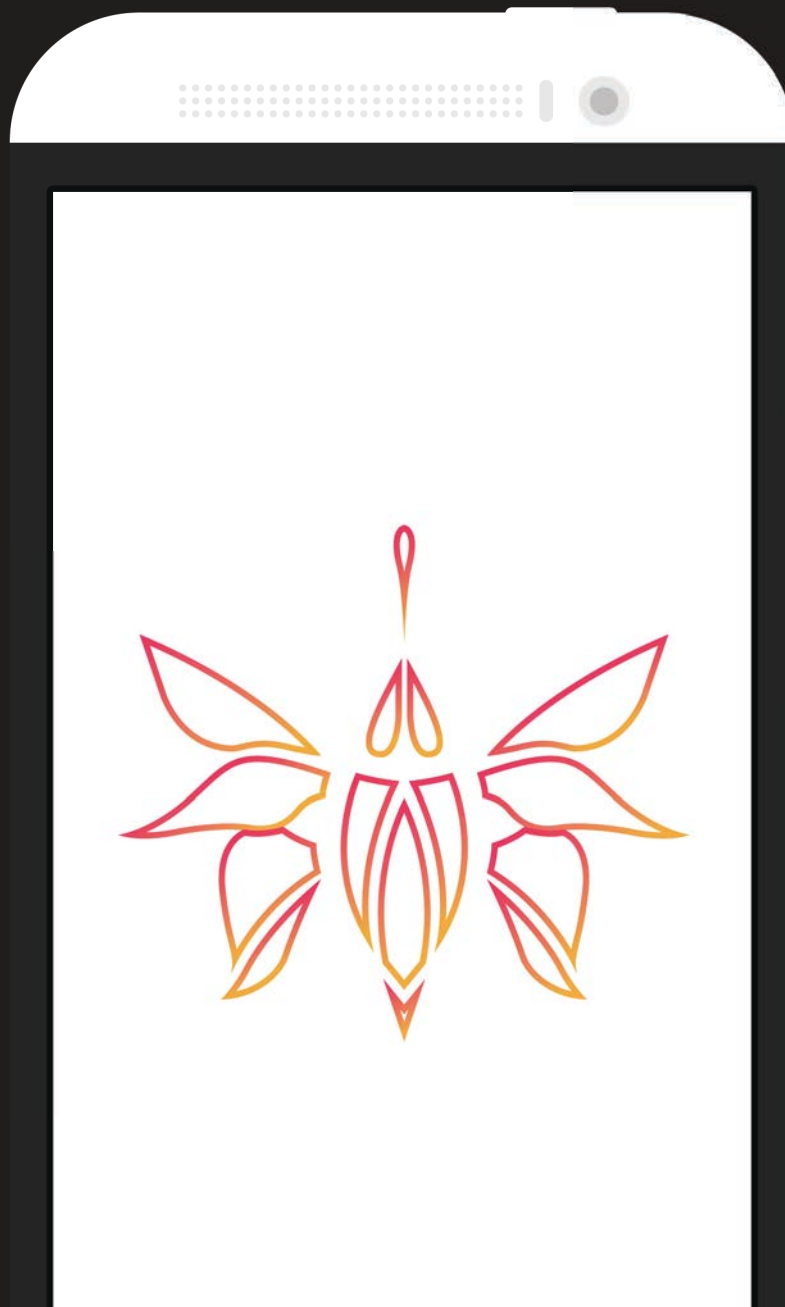
SLIM JOE
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Didot Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

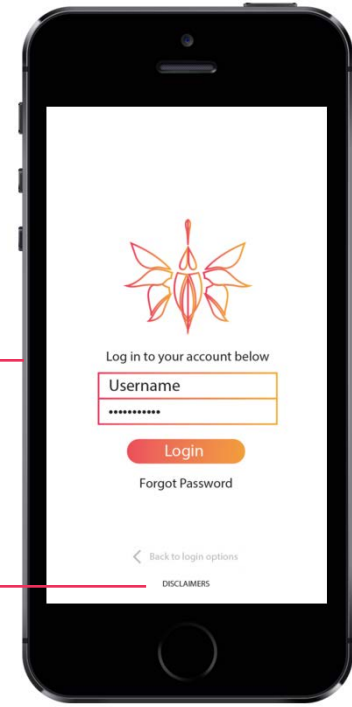
UI
Elements

Final Prototype

Lanter Bug; bringing awareness and assisting in the prevention of AIDS/HIV related diseases.



Login

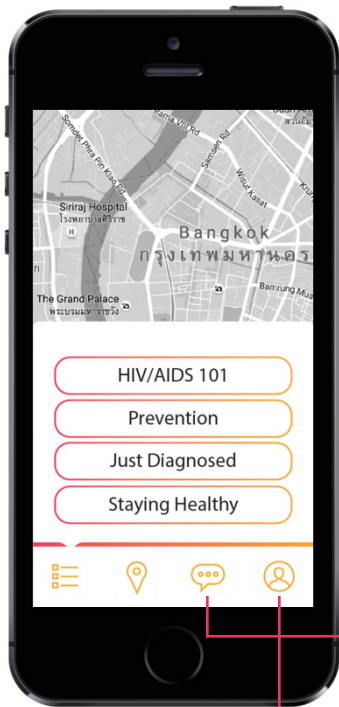


View disclaimer

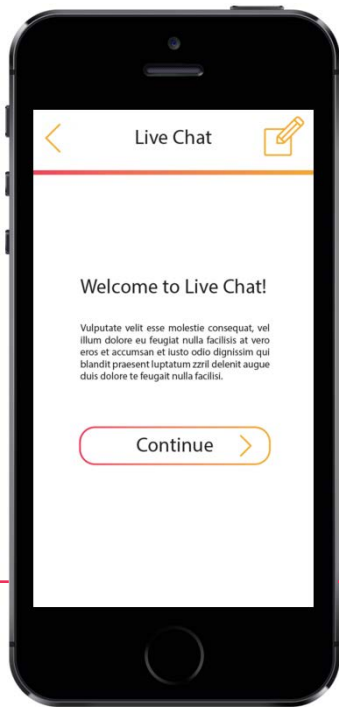


Map

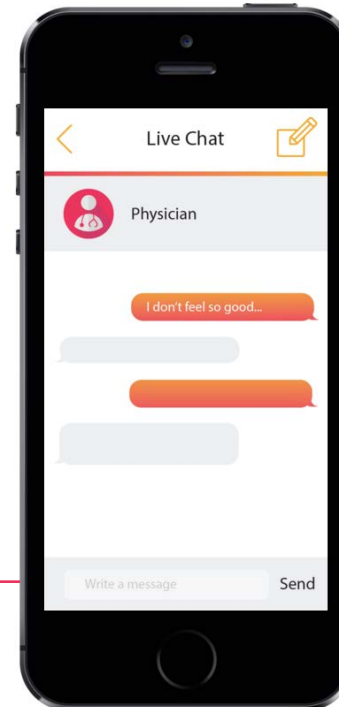
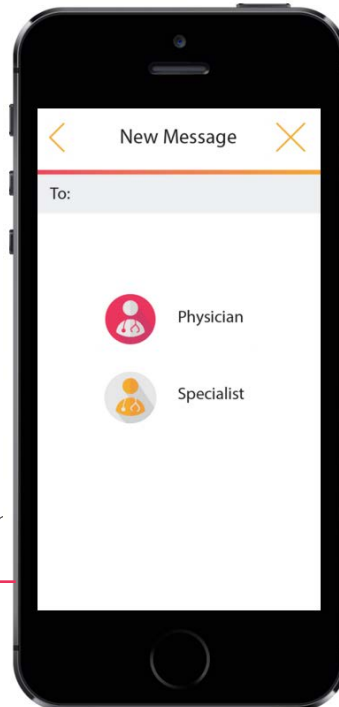
FAQ's options



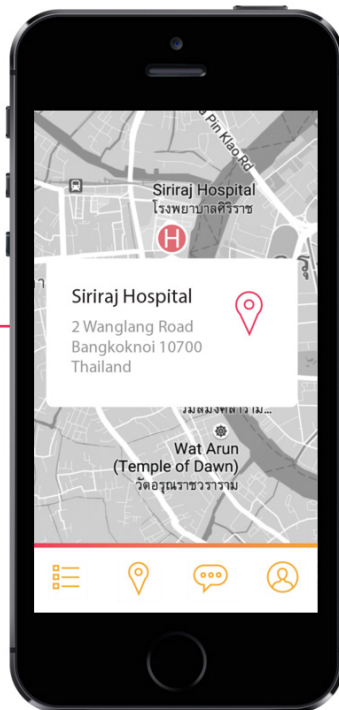
touch icon for live chat



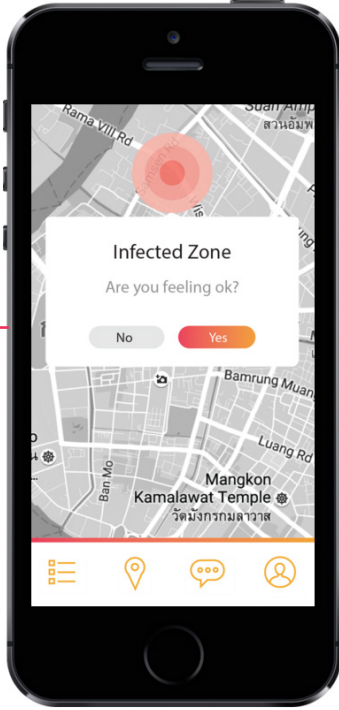
choose physician or specialist



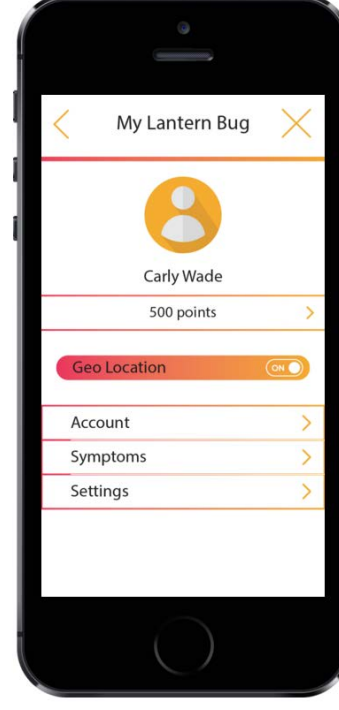
Map: Nearby hospital



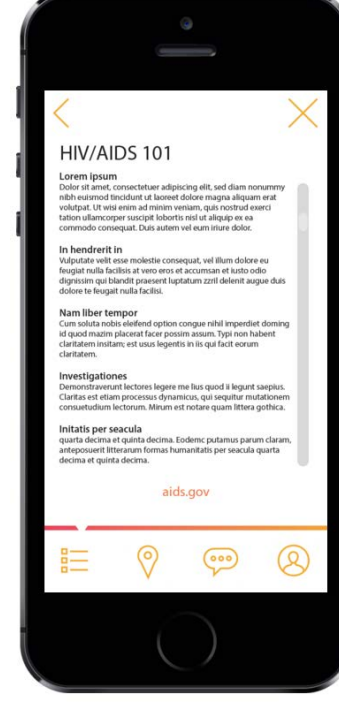
Touch for more info



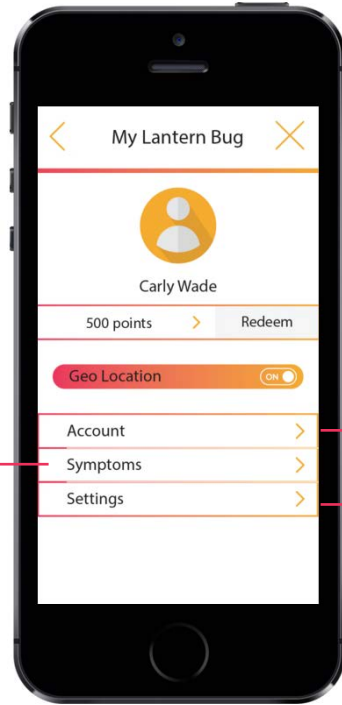
touch icon for profile



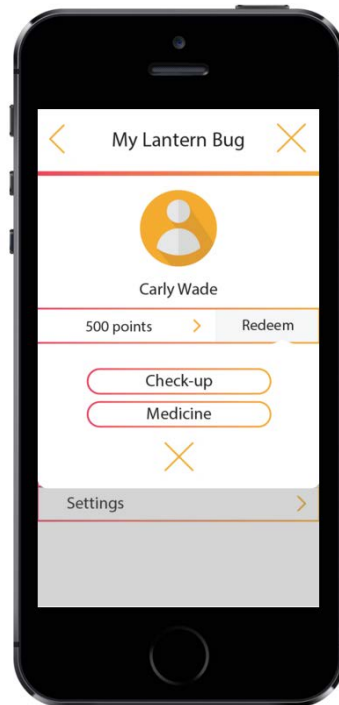
more info on FAQ's



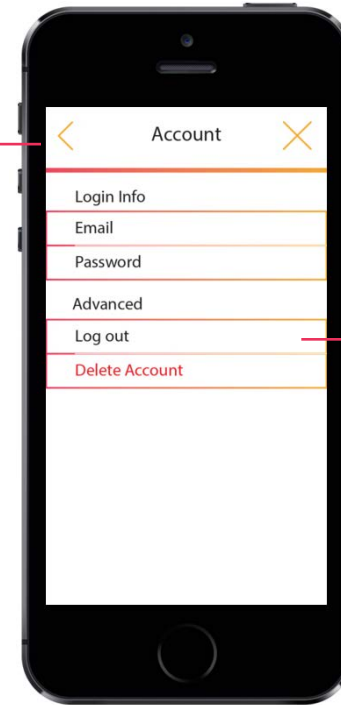
profile options



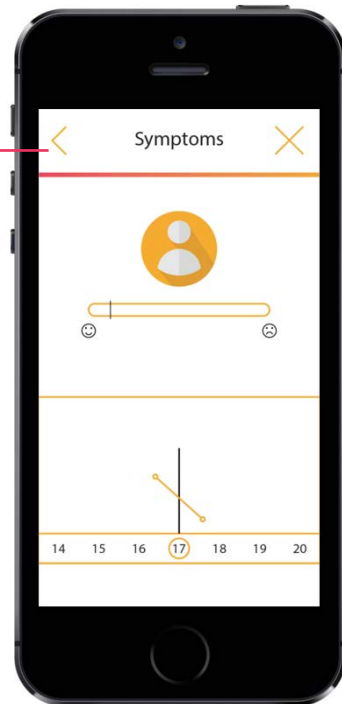
touch option to redeem points



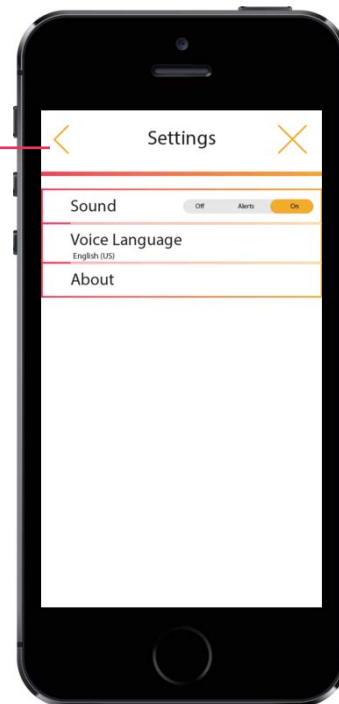
account info



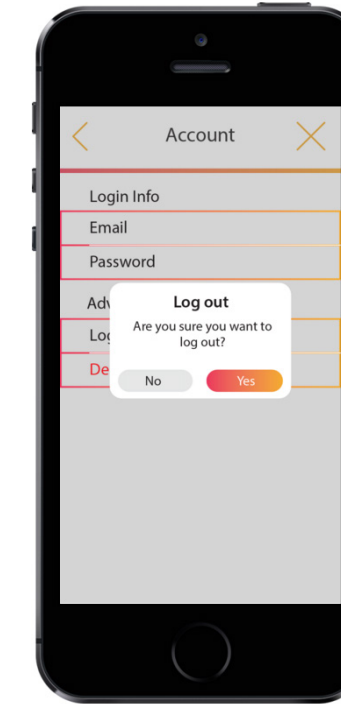
symptoms options



account settings



continue through log out



PROTOTYPE

CODE

```
main.css
Code Split Live
file:///Macintosh%2

1 #login img{
2   margin: 10px 0;
3   height: 150px;
4   width: 150px;
5   margin-right: 15px;
6 }
7 #login .center {
8   text-align: center;
9 }
10
11 #login .login {
12   max-width: 300px;
13   margin: 35px auto;
14 }
15
16 #login .login-form{
17   padding:0px 25px;
18 }
19
20 .login {
21   background-color: #ffffff;
22 }
23
24 .form-group {
25   margin-bottom: 0px;
26   padding-left: 30px;
27   padding-right: 30px;
28 }
29
30 .input-group {
31   border-color: red;
32 }
33
34
35 .btn-primary {
36   background: #ea395e; /* Old Browsers */
37   background: -webkit-linear-gradient(left,#ea395e,#f3ac30); /*Safari 5.1-6*/
38   background: -o-linear-gradient(left,#ea395e,#f3ac30); /*Opera 11.1-12*/
39   background: -moz-linear-gradient(left,#ea395e,#f3ac30); /*Fx 3.6-15*/
40   background: linear-gradient(to right, #ea395e, #f3ac30); /*Standard*/
41   border: none;
42   border-radius: 10px;
43 }
```

```
Dw
main.css bootstrapjs
Code Split Live
file:///Macin

190
191 Button.prototype.setState = function (state) {
192   var d = 'disabled'
193   , sel = this.$element
194   , data = $el.data()
195   , val = $el.is('input') ? 'val' : 'html'
196
197   state = state + 'Text'
198   data.resetText || $el.data('resetText', $el[val]())
199
200   $el[val](data[state] || this.options[state])
201
202   // push to event loop to allow forms to submit
203   setTimeout(function () {
204     state == 'loadingText' ?
205     $el.addClass(d).attr(d, d) :
206     $el.removeClass(d).removeAttr(d)
207   }, 0)
208 }
209
210 Button.prototype.toggle = function () {
211   var $parent = this.$element.closest('[data-toggle="buttons-radio"]')
212
213   $parent && $parent
214   .find('.active')
215   .removeClass('active')
216
217   this.$element.toggleClass('active')
218 }
219
220
221 /* BUTTON PLUGIN DEFINITION
222 * ===== */
223
224 var old = $.fn.button
225
226 $.fn.button = function (option) {
227   return this.each(function () {
228     var $this = $(this)
229     , data = $this.data('button')
230     , options = typeof option == 'object' && option
231     if (!data) $this.data('button', (data = new Button(this, options)))
232     if (option == 'toggle') data.toggle()
233   })
234 }
```

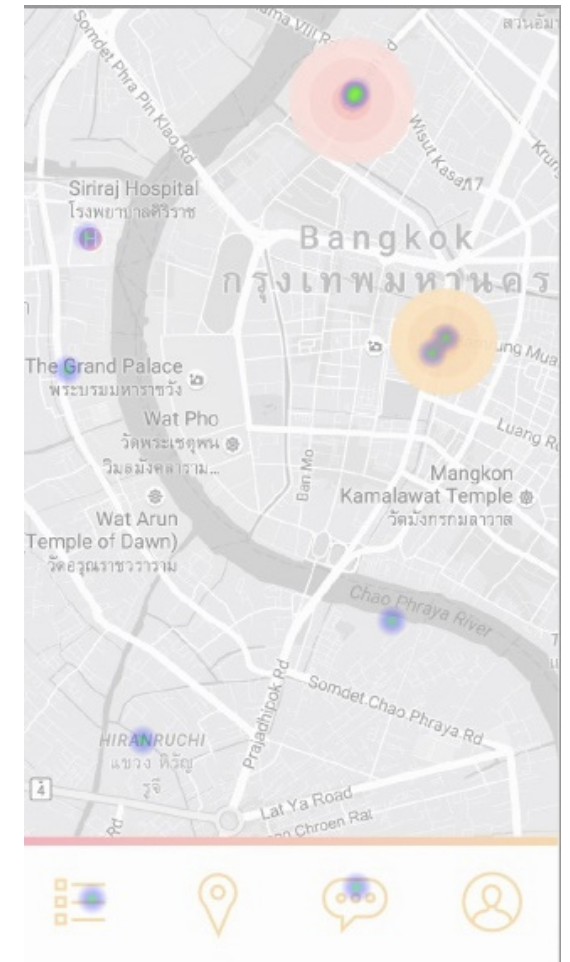

PROTOTYPE TESTING

For the testing, users were given a brief description of Lantern Bug and what tools were included within the app. There was no time limit and we asked testers not to comment on colors or logos, just focus on the navigation and different screens in the app.

PROTOTYPE CONCLUSIONS

Through the heat map test diagram, our UX team was able to see the hottest areas in which the testers tapped on screen. From the login screen, users quickly logged in, either linking their Facebook account or created a username and password and accepted the Terms of Agreement.

Being brought to the map screen, 80% of testers either clicked on a hotspot and used the geo-location feature or clicked on one of the menu options in the nav bar. 100% of the users clicked on the FAQ page and scrolled through the information. 60% of testers continued on to the live chat and chose to speak with a physician.





CREDITS



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