Amid : Symptom Data Aggregation using gamified experiences

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Team

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Toy and Game Designer

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New Media Designer

Lockdown Scenario

CAPTURE A SCENARIO

What is the lockdown scenario you have identified and are interested to work on?

How might we leverage relevant symptomatic data for purposes of analysis, research, development and testing through ethical considerations such that we incentivize public participation?
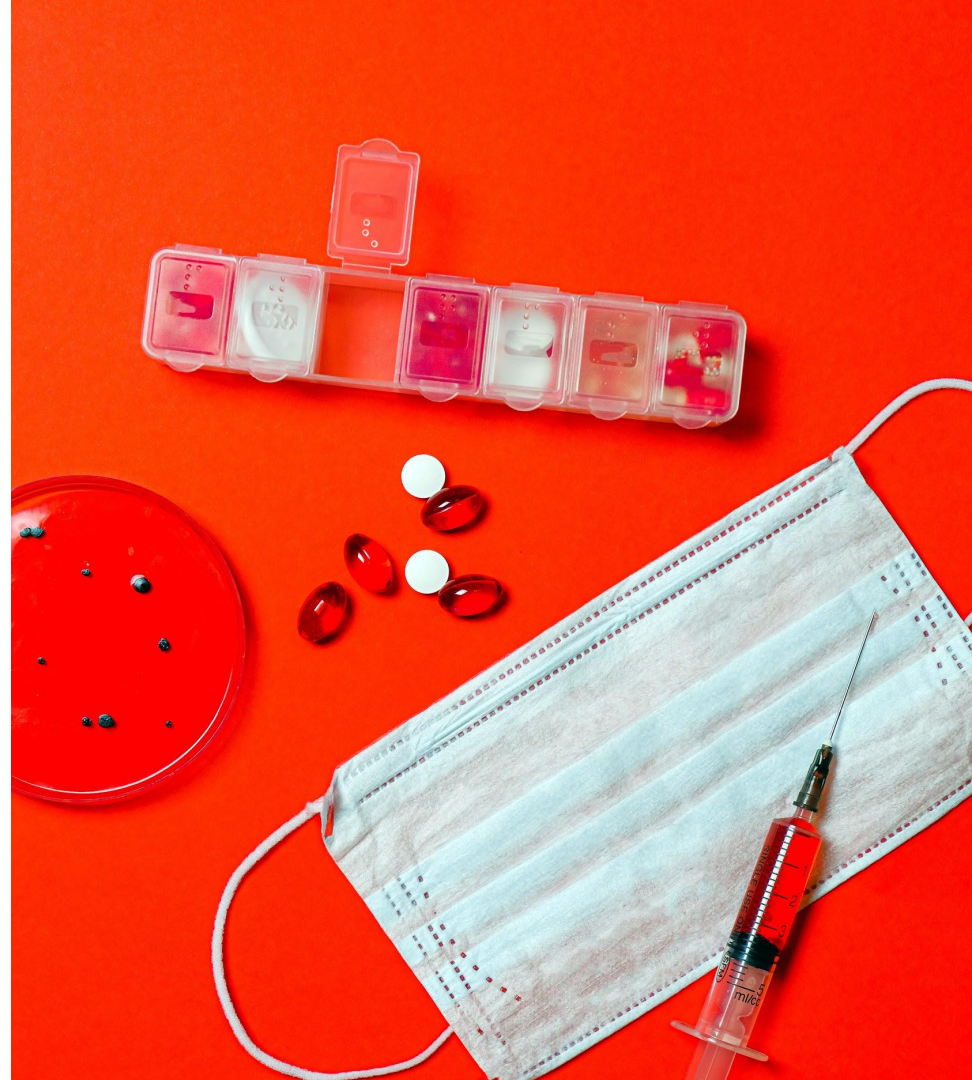
Problem Identified

PROBLEM DESCRIPTION

How do we aggregate relevant symptomatic data to provide impetus to efforts in research and development, while simultaneously capturing and engaging the interest of participants?

WHY IS IT AN URGENT PROBLEM?

In lieu of inadequate testing, and the absence of subsequent data on matters pertaining to the pandemic, any effort in mitigation or solution is impeded. There is also a clear lack of democratization in the aforementioned efforts.

Target User Persona 1

PROFILE

Job Title: Researcher

Gender: Male/Female

DEMOGRAPHICS

Income: 12 LPA +
Education: Masters/PHD

FEELINGS

Values & Goals: Gather material for research
Worries: Funding, access, hassle

OBJECTIONS

Cost: 0
Value: Accurate information
Fear: Accuracy, ethics, funds etc

Target User Persona 2

PROFILE

Job Title: Analyst
Gender: Male/Female

DEMOGRAPHICS

Income: 12 LPA +
Education: Masters/PHD

FEELINGS

Values & Goals: Research material to analyse
Worries: Funding, access, hassle

OBJECTIONS

Cost: 0
Value: Accessible database
Fear: Accuracy, ethics, funds etc

Target User Persona 3

PROFILE

Job Title: Corporation (Entity)
Gender: - N/A

DEMOGRAPHICS

Income: Lakhs/Crores per annum
Education: - N/A

FEELINGS

Values & Goals: To develop products on an immediate basis
Worries: Influences:

OBJECTIONS

Cost: Minimum / Nil
Value: Profit and outcomes
Fear: Financial loss, feasibility, etc

Target User Persona 4

PROFILE

Job Title: Hobbyist
Gender: Male/Female

DEMOGRAPHICS

Income: Minimal / Nil
Education: B.tech/B.des | Student

FEELINGS

Values & Goals: Helping, accolades, learning etc
Worries: Funding, access, team, etc
Influences: Internet, education and social trends

OBJECTIONS

Cost: Least
Value: Education, learning, giving, social work, income
Fear: Funds, accessibility issues etc.

Explorations

SOLUTIONS & IDEAS

- *Symptom tracker at public areas*

- *Redesigning Pulse Oximeter for affordability and accessibility*

- *Cough analysis through Alexa*

- *Gamified Data Collection*

- *Symptom analysis Dashboard*

- *Symptom data repository*

Solution

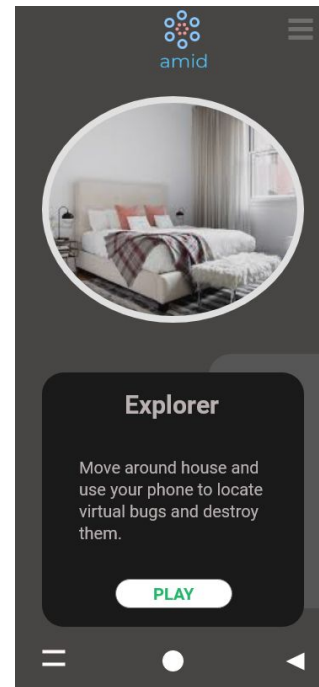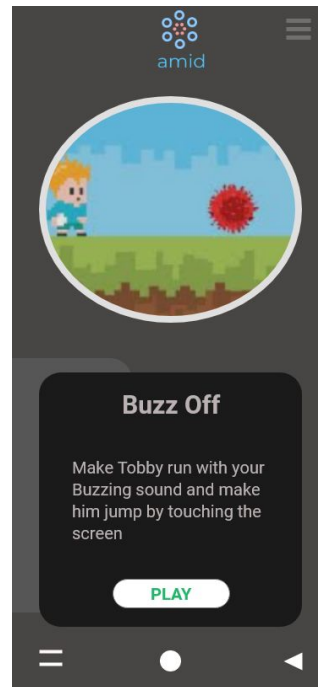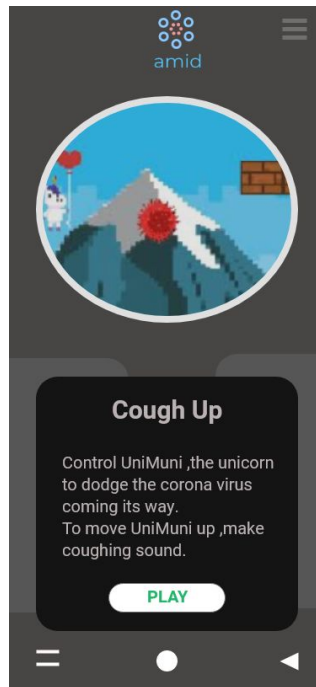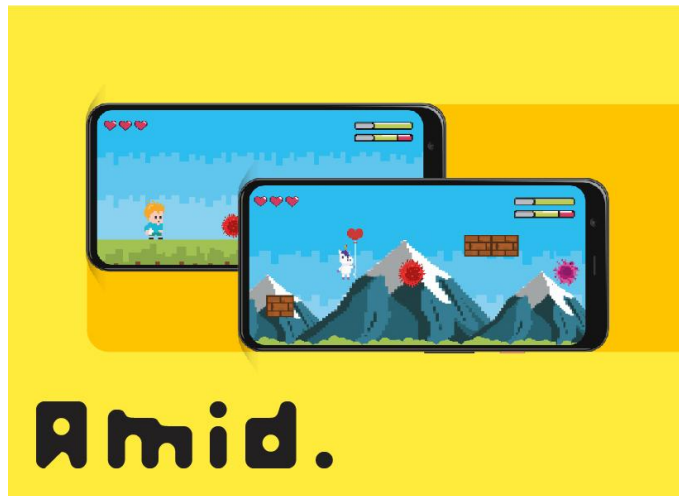## HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

By the creation of a large, open source and easily accessible data set, the process of research and development are democratized which in turn leads to faster, unprecedented and agile development.

Gamification of symptom data collection incentivizes users to come back to the application and avoid the initial inertia and monotony of user data collection
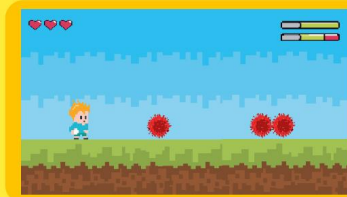
User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

amid.

Cough Up

Control UniMuni ,the unicorn to dodge the corona virus coming its way.
To move UniMuni up ,make coughing sound.

PLAY

Buzz Off

Make Tobby run with your Buzzing sound and make him jump by touching the screen

PLAY

Explorer

Move around house and use your phone to locate virtual bugs and destroy them.

PLAY

User Experience

Cough check

Move in game with every cough

Each movement of the characted is made with each cough, the collected cough data is assessed.

Game #1

Breath check

Move in game with Continuous sounds

Make a continuous sound to move in the game, Use voice modulation to control character. The data is then collected and assessed.

Game #2

Mobility check

Move in AR to find corona around

Move around to find corona virus in AR and shoot them. The game collects your mobility, breaks and speed to access your movement and collect data.

Game #3

Process

DESIGN PROCESS

- Problem analysis
- Secondary Research over digital Libraries
- Primary Research(Telephonic conversation with stakeholders)
- Brainstorming and card sorting to arrive at possible solutions
- Covid19 symptom study
- Game design
- Designing the system to take care of Ethical concerns
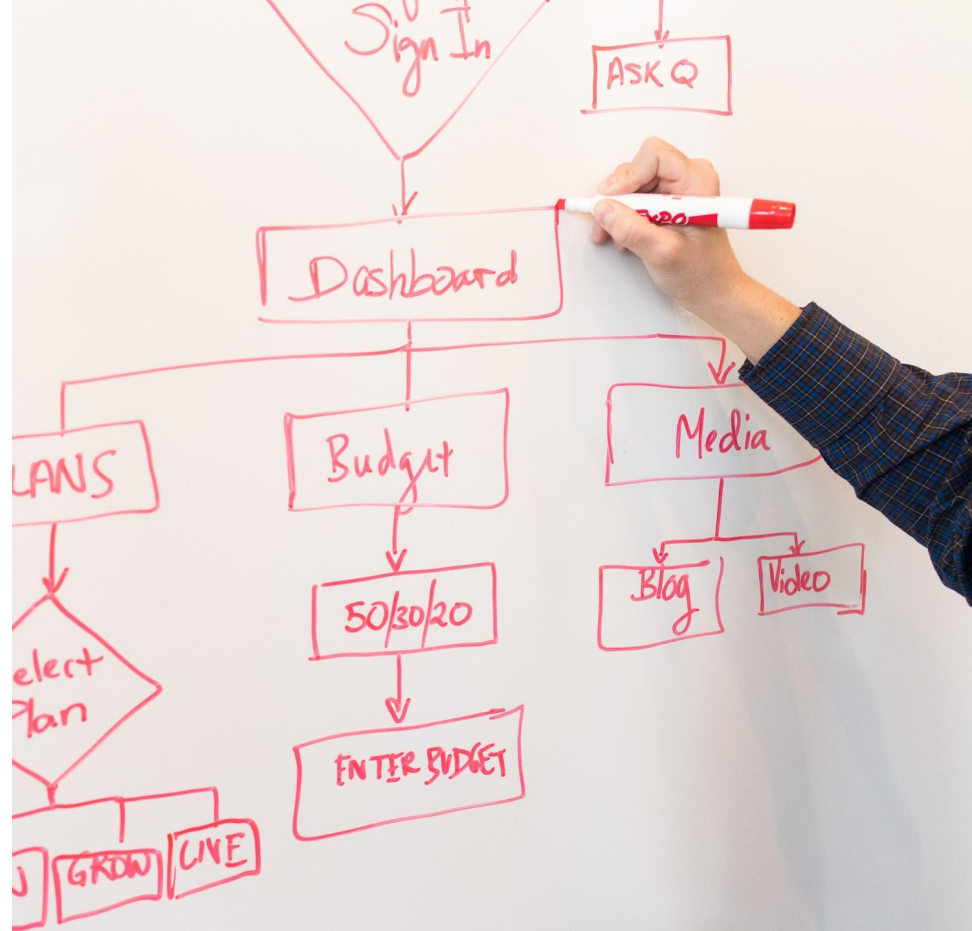
Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

The aim of creating Amid was to collect symptotic data for Covid19 analysis. The focus for data collection was to be ethical and be fun filled for the data contributor.

The app is available to general public through the app store. The players play the game which is designed to use Covid19 symptom parameters. The data collected from the players of the game all over the world is available for analysis to data scientists to train models for Covid19 detection.

Thank you!