Communicate-IN

Theme: **Are we ready for the next wave?**
Are our current healthcare and wellness measures sustainable?

<01/8/2021, India>

Image Source: Google

Team Des-Squad

Team

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Problem Statements Explored

Mismanagement Of Medicines
Hoarding Of Medicines
Influx Of Fake Medicines
Medical Conmen

Increased Vulnerability Of The Homeless
Lack Of Documentation
Not Eligible For Government Schemes

Ineffective Communication
Multiple Sources Of Information
Spread Of Misinformation
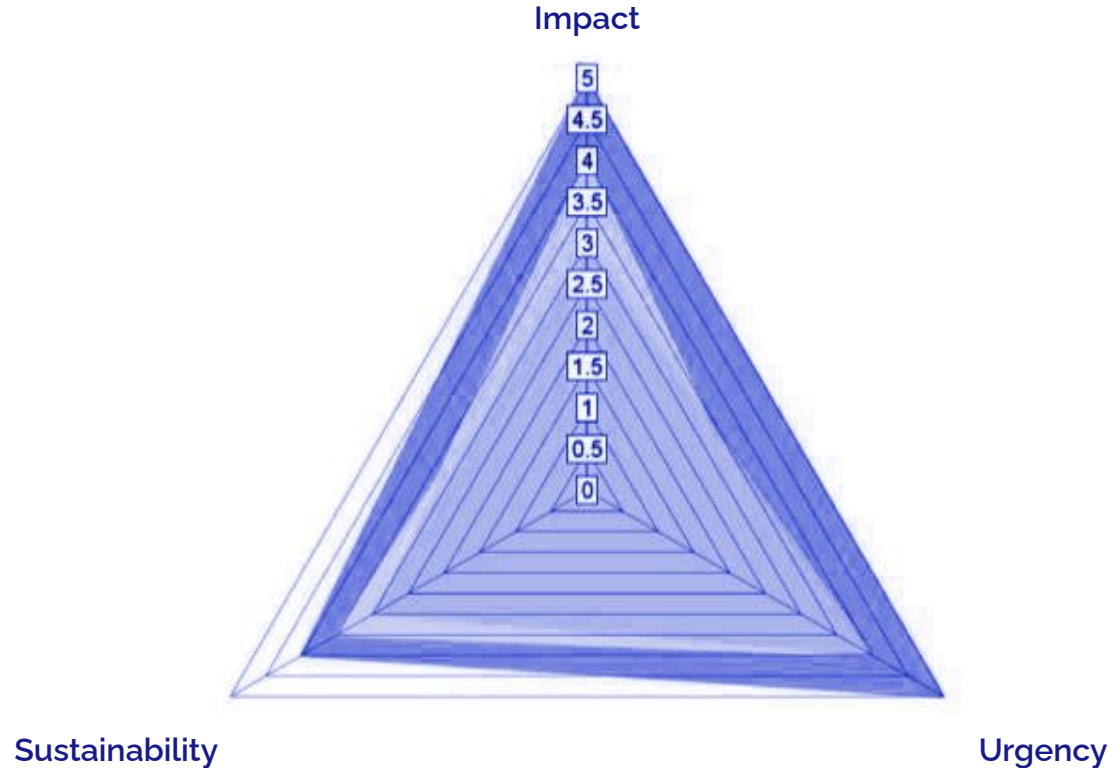Under Communication In Rural Areas

Revenge Tourism
People Traveling Excessively
Virus Spread In Tourist Places
Negligence To Guidelines

Problem statement selection

- ● Ineffective Communication
- ● Vulnerability of the homeless
- ● Mismanagement of medicine
- ● Revenge Tourism

Impact

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Sustainability

Urgency

Problem Identified

The **ever-changing nature** and constant change in information related to the Pandemic has caused the **spread of misinformation and mass confusion** which has had widespread impact on the country. There is a need for **effective communication** and information delivery which is continuous, **consistent and credible** as it is essential to the management of the pandemic.

How might we create a credible source of communication channel that takes into consideration the **vastness and diversity of India?**

Urgency/Importance

Poor communication at the time of crisis breed misinformation, misconceptions and rumors that build fear, distrust and confusion among the masses, this has a huge direct impact upon disease control.

By building healthy and reliable communication channels that communicate accurate information continuously to the general masses will help spread awareness about the threat, resulting in public complacency to covid appropriate behaviours and lead to confidence in the government and national healthcare.
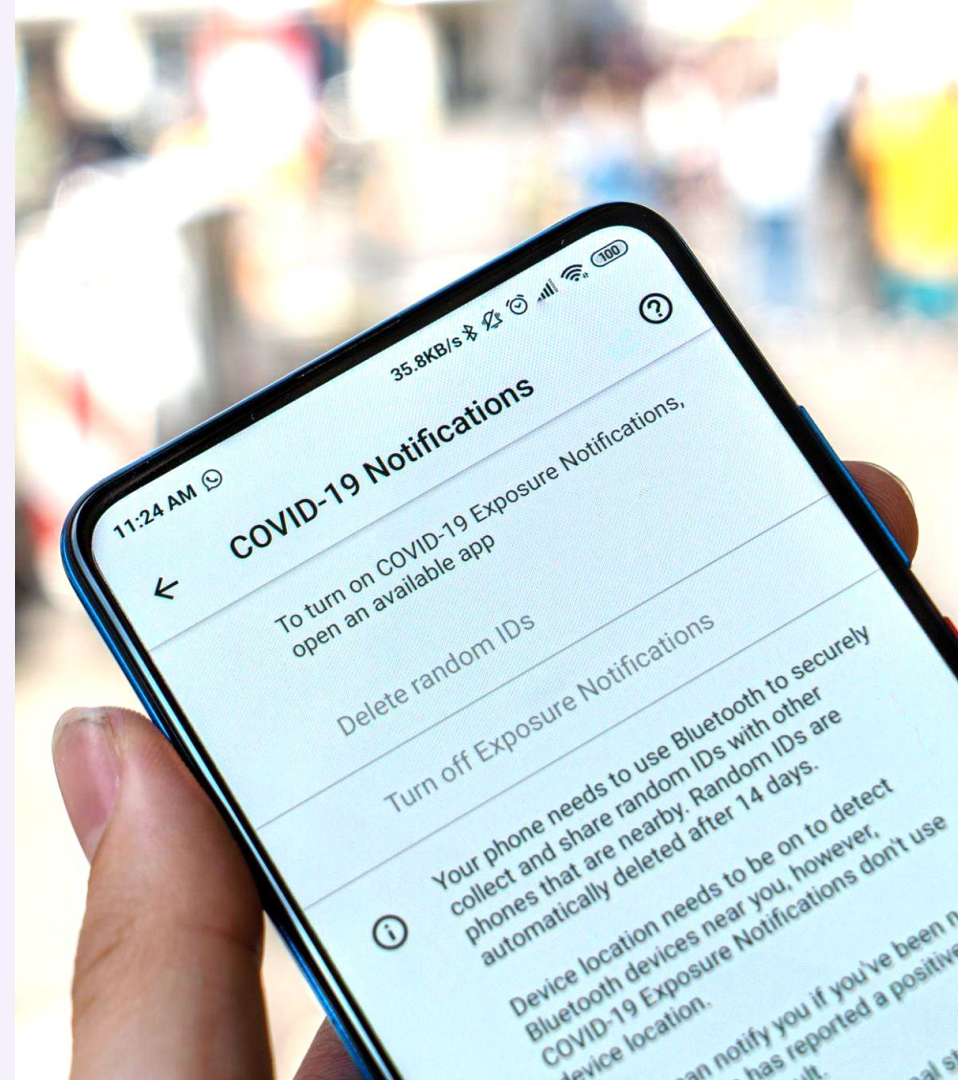
Problem description

- Emotional Stress created by a large influx of information
- Misinformation and stigma spread due of lack of credible information
- Mistrust spread between the people and the government due to lack of campaigning and under-communication
- Lack of one verifiable source creates confusion in changing curfew regulations in various places.
- Confusion and inaction due to clashing news from different government bodies on the same subject.
- Lack of appropriate information channels for communicating the everchanging information about new variants, symptoms and precautions, leading to false assumptions
- Information delivery without considering the socio-cultural aspect of the audience resulting in feeling of irrelevance and negligence among citizens.

● Cause ● Effect

User Description

Diya Sharma is 21 Year old student who is currently pursuing biochemical engineering. She's a single child and lives with her parents. As an only daughter, Diya tries to take care of her parents as best she can.

User Persona

PROFILE & DEMOGRAPHICS

Job Title: Student
Gender: Female
Family and Social Setting: Mother(47) Father(50)
Income: NA
Education: Currently Pursuing Biochemical Engineering

GOALS & VALUES

Goals: To have a stable job
Values: Responsible, Dedicated
Motivations: Her family and friends

FEELINGS

Worries: Constantly Worrying About her future and her parents as she is an only child
Influences: Social Media, Friends and Different News Outlets.

PAIN POINTS

Fears: Her parents getting Infected
Frustrations : Not able to get a clear news regarding covid due to different media sources.
Challenges: General Public not following the precautions and guidelines mentioned by the government.

User Description

Pravin Rathod is a farmer from a village in rural Maharashtra , he sustains his family through his farm.He lives in a close knitted community and The Pandemic has caused a new set of problems for him and his job which threaten him financially.

User Persona

PROFILE & DEMOGRAPHICS

Job Title: Farmer
Gender: Male
Family and Social Setting: Married ,2 children
Income: 28k/per month
Education: Vocational diploma in mechanics

GOALS & VALUES

Goals: To financially survive the pandemic
Values: Hard work, being in the community
Motivations: Family.

FEELINGS

Worries: Lockdowns and closed markets hampering
Influences: Nearby people , whatsapp groups, media.

PAIN POINTS

Fears: Financial losses in Pandemic
Frustrations: Not understanding the reasoning behind the restrictions
Challenges: Lack of adequate information.

User Description

Siddharth Varma is a Junior Software Architect from Bangalore. He is an extrovert and adventurer who was accustomed to travelling during holidays to various destinations,and loved exploring during the holiday-break. Siddharth finds spending time indoors while working continuously for months to be suffocating and is looking for a way out of this monotony

User Persona

PROFILE & DEMOGRAPHICS

Job Title: Junior Software Architect
Gender: Male
Family and Social Setting: Mother(65) Father (68)
Income:83K per month
Education: Masters in Computer Science

GOALS & VALUES

Goals: To travel while following the proper government guidelines
Values: Hardworking & Responsible
Motivations: To rejuvenate

FEELINGS

Worries: No proper source for government guidelines that may lead to legal hassles while traveling
Influences: Various websites, Whatsapp, Friends working in the government sector.

PAIN POINTS

Fears: Getting infected & facing legal hassles while traveling.
Frustrations: Not finding a proper, verified source for the travel guidelines .
Challenges: Variable information from multiple sources.

User Description

Gurdeep Singh is a 54-year-old businessman, who owns a local grocery store in Amritsar, selling basic household necessities to residents who live nearby. He is a family man with a wife, who looks after the household, and 2 children. His 2 children are students in school and college. Gurdeep is the only earning member of the family.

User Persona

PROFILE & DEMOGRAPHICS

Job Title: Businessman (Local Grocery)
Gender: Male
Family and Social Setting: Nuclear Family
Income: 40k per month (Middle Class)
Education: B.com pass

GOALS & VALUES

Goals: To financially and emotionally support his family during the pandemic
Values: Hardworking, dedicated, loyal
Motivations: Family and Business ambition

FEELINGS

Worries: Constantly changing curfew timing and Covid Infection
Influences: WhatsApp, Family, Friends and other shopkeepers circle

PAIN POINTS

Fears: Being at the risk of Covid infection and fear of being penalized for working after curfew hours
Frustrations: His family being infected and his business having a downfall
Challenges: General public not following the precaution

User Description

Ruby Malhotra is a 68-year-old retired professor. She's M.A in Psychology. As the elder of the house she can't help but worry about the younger generation of the house as they are mentally stressed about the pandemic situation

User Persona

PROFILE & DEMOGRAPHICS

Job Title: NA, Retired
Gender: Female
Family and Social Setting: Joint Family
Income: NA , Retired
Education:M.A Psychology

FEELINGS

Worries: Mental health of her younger homestaying family members.
Influences: Family members local media houses

GOALS & VALUES

Goals: Good physical and mental health of her and her younger family members
Values: Family Harmony
Motivations: Family

PAIN POINTS

Fears: The idea of someone in the family getting infected.
Frustrations: People not following the regulations and the paranoia spread due to pandemic
Challenges: Constantly changing information and influx of it

Communicate-IN

Solutions

A Board Game For The Elderly And People Absent From Social Media

It will take them through the various ways of spreading miscommunication With the goal of making them more aware about the pandemic

Streamlining & Repurposing existing channels of communication

Repurposing Existing communication channels such that the information is continuous, credible & easy to digest

Explorations

A Volunteer Based App To Give Credible News

Doctors and Journalists Can Give Out Information While The Volunteers Can Visit Places To Spread It Physically

Creating a credible news source for listing all information

An app that shows the credibility of the news based on the credibility index
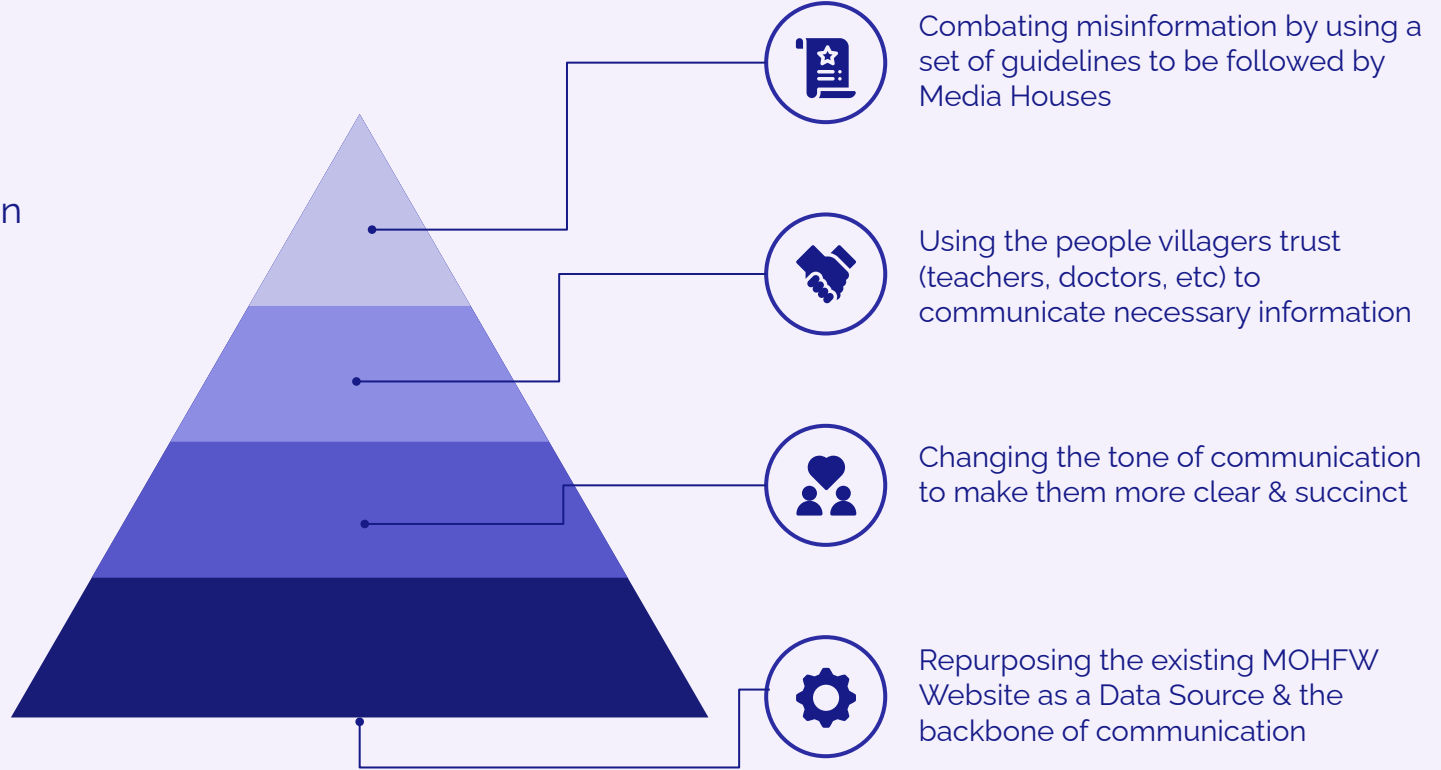
Final Solution

Level 4
No Misinformation

Level 3
Field Action

Level 2
Communication

Level 1
Foundation

Combating misinformation by using a set of guidelines to be followed by Media Houses

Using the people villagers trust (teachers, doctors, etc) to communicate necessary information

Changing the tone of communication to make them more clear & succinct

Repurposing the existing MOHFW Website as a Data Source & the backbone of communication

Level 1: Foundation

Singular Source of Information

The website can act as a singular source of Credible data that delivers location based information like local curfew timings, and so on

Direct communication

The information is first released on the website. It acts as a direct communication for new information & Government Guidelines.

Answer Queries

Government can assign Journalists & trusted Medical Figures to answer the queries of the citizens

Credible Information

It is a source of credible information that also tackles the spread of misinformation in one of it's sections

Level 2: Communication

Adaptive Information Delivery For People

Rephrasing sentences while information delivery to avoid misinterpretation. Eg: " There is no chance of a 3rd wave" can be reframed as " If people follow the guidelines, the likeliness of the 3rd wave is less."

Communicating with Empathy

Communicating with Empathy with the people will make them more likely to listen and follow the guidelines properly.

Using Common Terminologies

Using terminologies people understand & urging Mass Media Houses to use them while promoting the single verifiable source as a referral point.

Giving Examples

Giving examples of places the precautions have actually worked can motivate people to follow the guidelines themselves.

Level 3: Field Action

Online training

Giving Online training to the village Teachers, Anganwadi workers, Doctors etc about communicating with the people around them will empower the people & build trust in the Information .

Anchor point between Government & People

The website acts as an anchor point between the Government & the Seekers, giving them credibility to speak

Partnering with Local Civil Bodies

Partnering with local civil organisations in spreading awareness around covid-19,dispelling myths, improving testing & vaccination rates, accessing the situation & Clarifying Doubts

Factual Information

Promoting Factual Information on Social Media , giving creators the incentive to create factual,interesting & engaging content

Level 4: No Misinformation

Establishing A Common Vocabulary

To Communicate without Spreading Misinformation, a common vocabulary can be established, so that the repetition of it can make sure that the people follow it.

Website is the centre of the ecosystem

The website acts as the central element of the ecosystem, and people will be redirected to it from other platforms, such as social media, for credible information

Incentivizing Factual Information for Media Houses

Incentivizing the Media Houses to promote Factual Information in an easy-to-understand manner, and establishing common terminologies such that the information cannot be misinterpreted in any way.

Curbing Misinformation on Social Media

Using the Pre-existing warning system in Social Media that comes under any post related to covid-19 as a tool to redirect the people to the website in order to prevent the spread of misinformation & disinformation

User Experience

Website Re-purposing of MOHFW Website

Information Architecture

MOHFW.GOV.IN (Re-design)

Home	News	COVID-19	Vaccination	Guidelines
Local Lockdown Guidelines	About New Covid Variants	COVID-19 -Precautions -Symptoms -Positive? Next Step	All About Covaxin -About -Side effects -Mythbusters	Local Lockdown Guidelines
COVID-19 Updates	About New Covid Discoveries			Frontline Workers
COVID-19 Guidelines	Local Covid Headlines		All About Covishield -About -Side effects -Mythbusters	Business Owners
All about Vaccination	National Covid Headlines	Health Guidelines & Protocols from AIIMS		Travel Guidelines
Guidelines & Protocols	Govt Schemes & Campaigns			Covid 19 Volunteers
COVID Mythbusters	Mythbusters	COVID-19 statistics	Vaccination Statistics	Quarantine Guidelines
Resources & Links				Covid Resources
Positive Stories				

Test Our Live Wireframe Prototype

https://xd.adobe.com/view/75eacdd6-8500-4dd8-ae03-1f84accb84db-20b9/?fullscreen
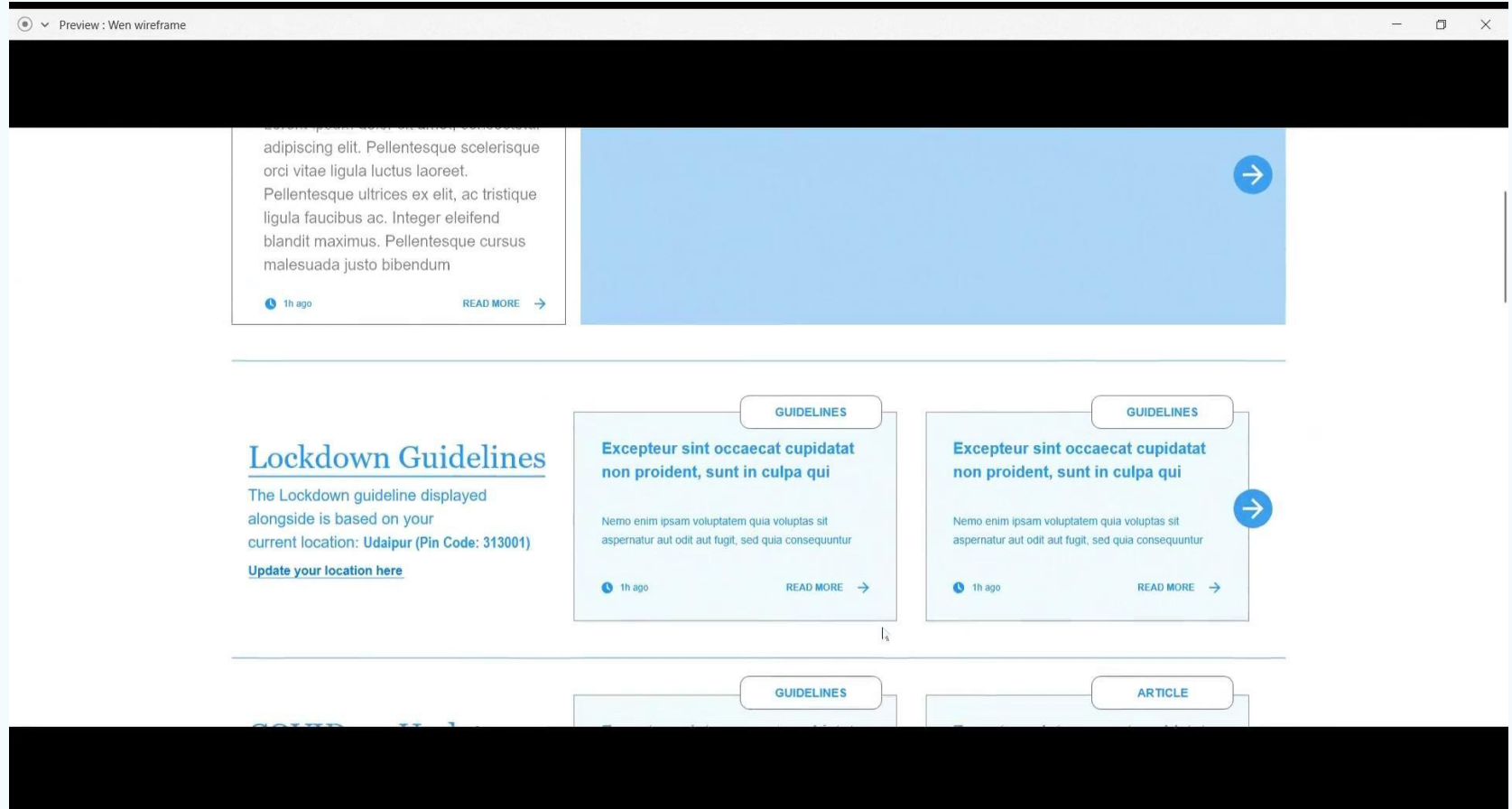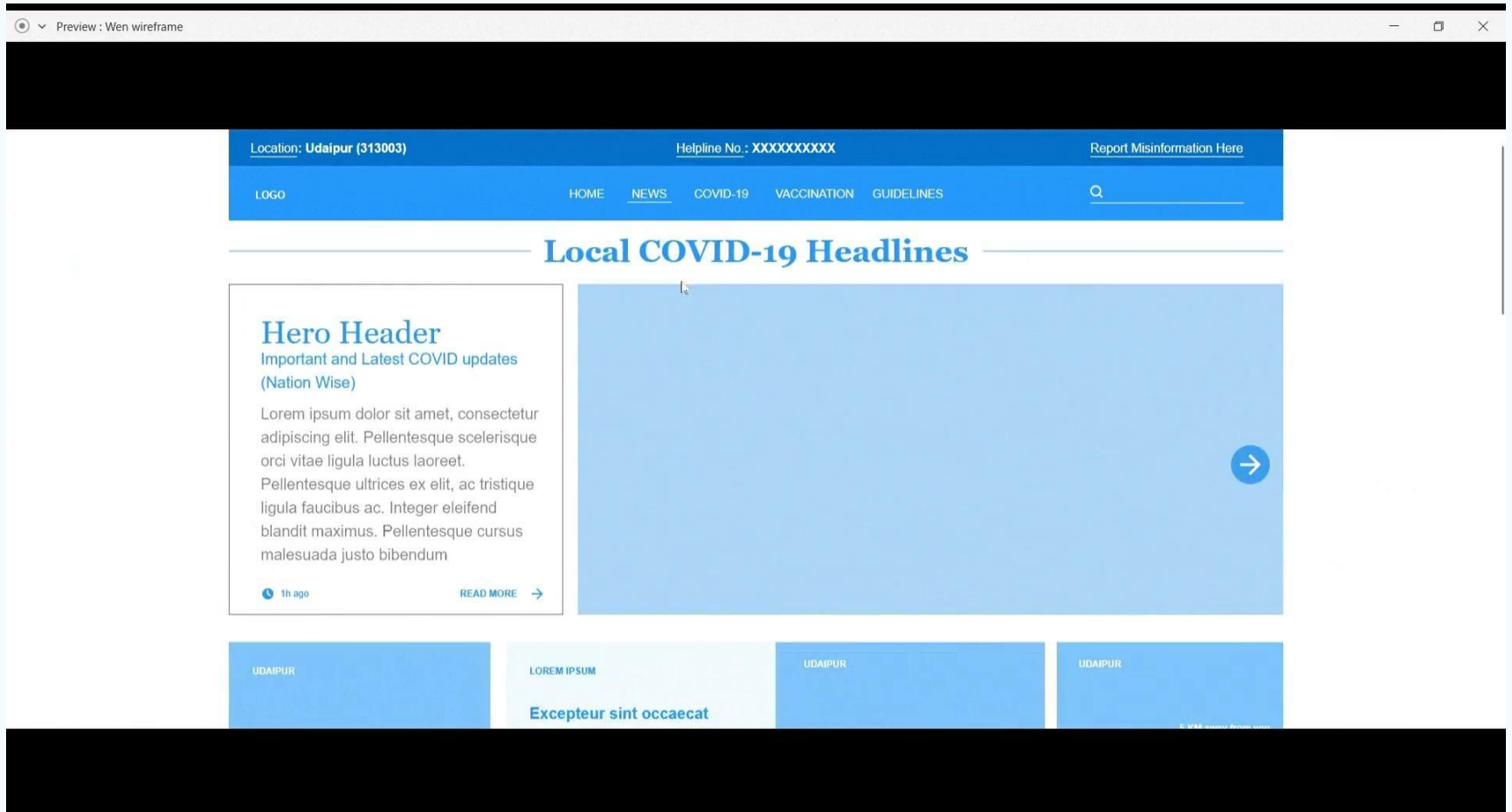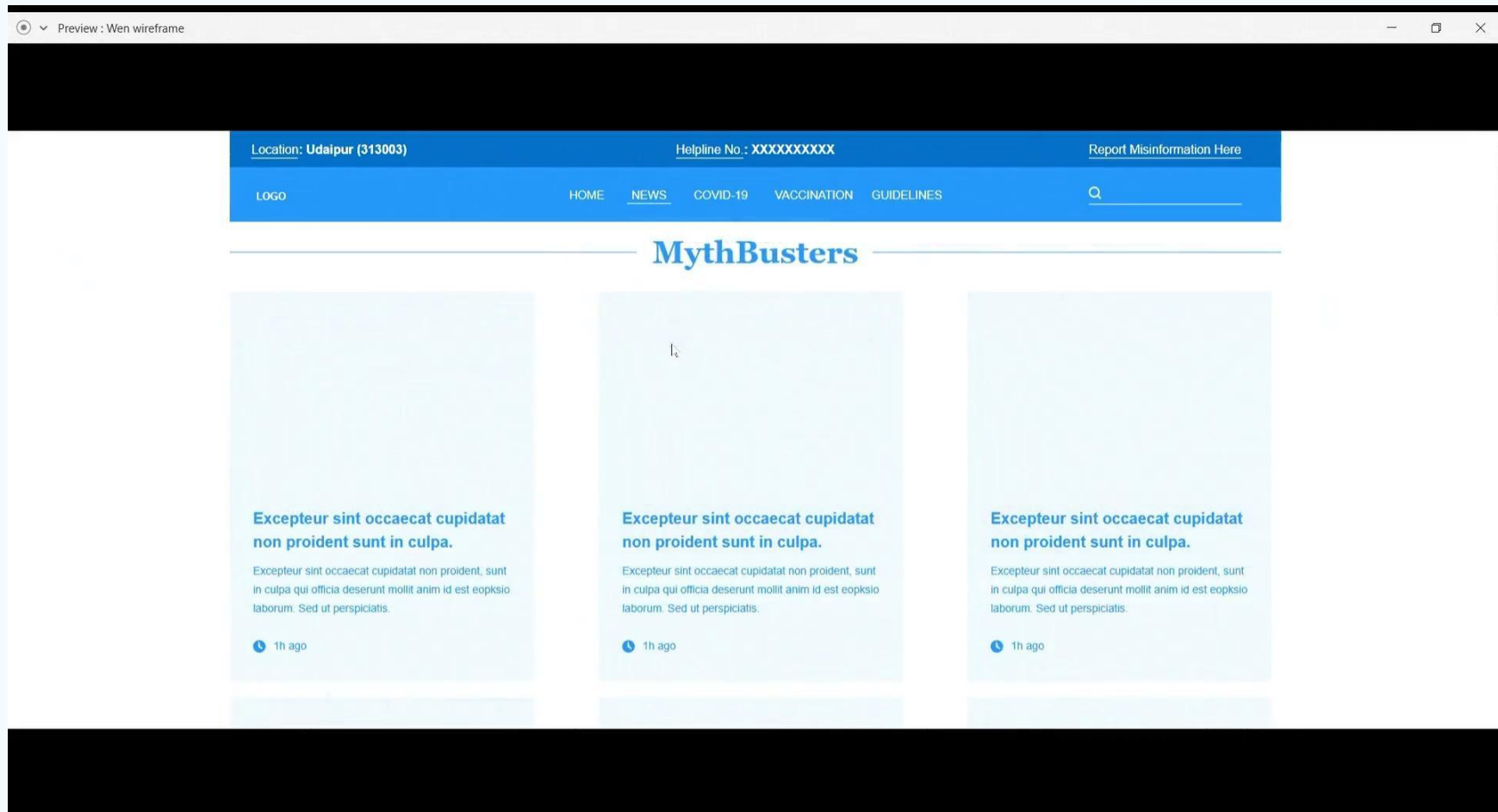
LOCAL COVID-19 HEADLINES PREVIEW VIDEO   (mohfw.gov.in/news/local_Covid-19_headlines)

KEY FEATURES OF THE WEBSITE

The Website detects your Location and tries to give you up to date Information and Guidelines related to Covid 19

Location: **Udaipur (313003)**

Helpline No.: **XXXXXXXXX**

LOGO

HOME   NEWS   COVID-19   VACCINATION

Hero Header
Important and Latest COVID updates (Nation Wise)

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1h ago   READ MORE →

KEY FEATURES OF THE WEBSITE

Report Misinformation Here

GUIDELINES

This feature enables the User to report any misinformation present on any Digital Platform

You can use search bar for finding any Covid 19 related news or updates on the website

KEY FEATURES OF THE WEBSITE

(HOMEPAGE)

Constantly hearing negative news can have adverse effects on one's mental health. Reading positive stories can be uplifting and give hope.

These Helpline Numbers are available 24X7 for people if They have any query regarding Covid 19 or the website. Helplines no. are also available on the top the navigation bar.

Positive Stories
Read positive stories and initiatives taking place during the pandemic

ARTICLE

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HELPLINE NO.

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GUIDELINES

Lockdown Guidelines
Travel Guidelines
Frontline workers
Business Owners
COVID 19 Volunteers

LATEST NEWS

New COVID Variants
New Discoveries
National Headline
Local Headline

Get Latest COVID Update Right in your Mailbox

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

Email Address   SUBSCRIBE

While reading the local updates or news you can change your location.

COVID-19 Updates

Search for latest updates on COVID-19. Updates Include information on new variants, discoveries, national and local **(Udaipur)** headlines

Update your location here

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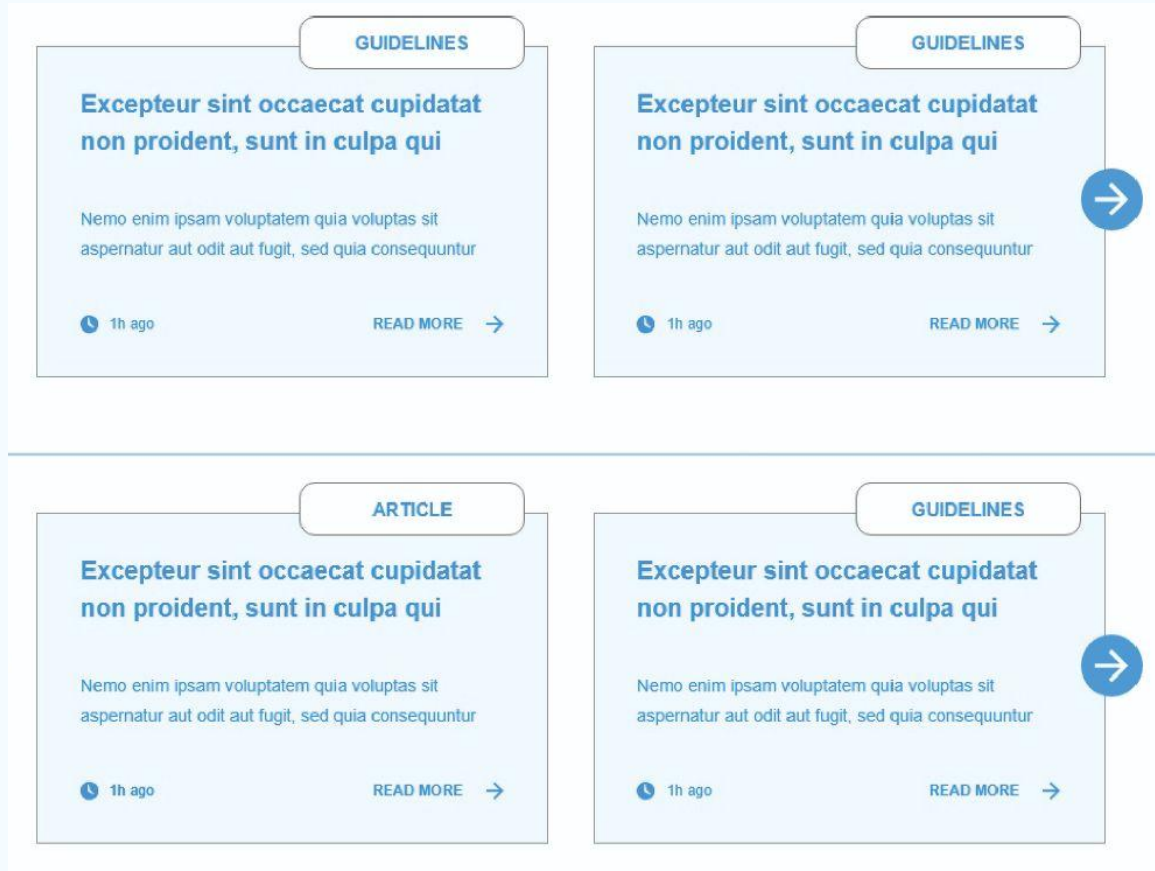
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COVID-19 Guidelines

Excepteur sir

KEY FEATURES OF THE WEBSITE

GUIDELINES

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GUIDELINES

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GUIDELINES

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These cards show guidelines and news updates which help users know what The card contains
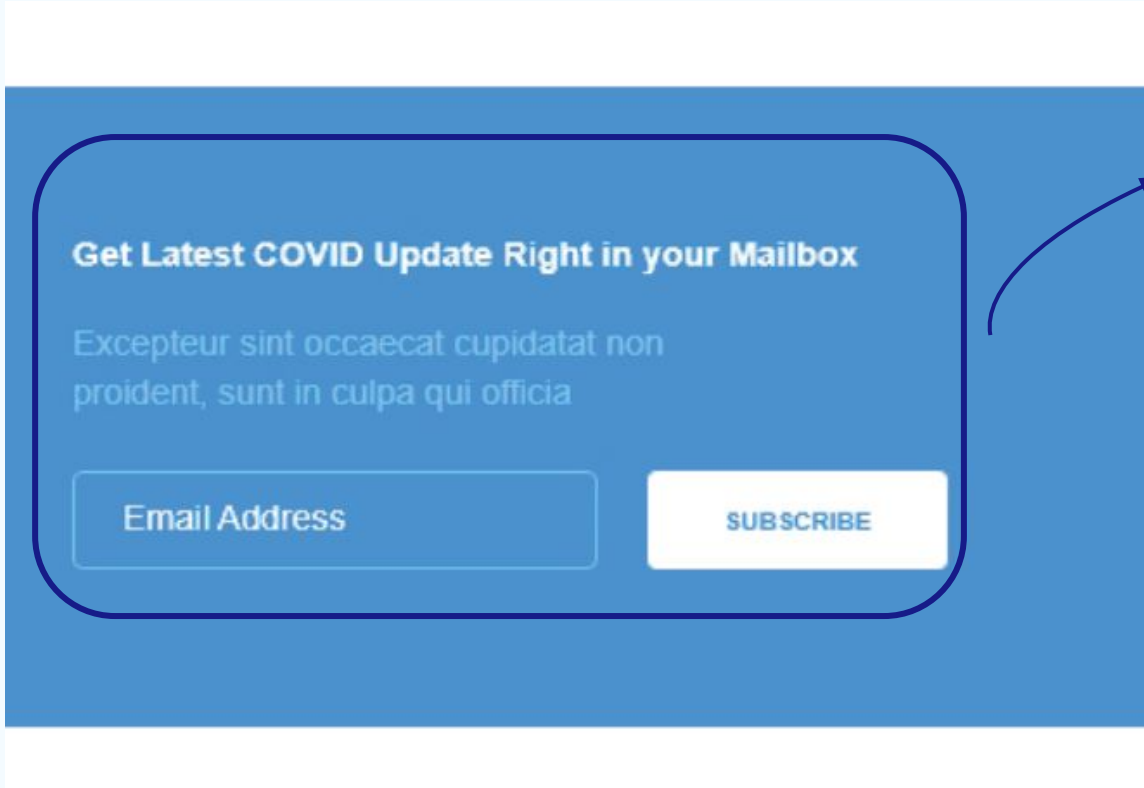
Synopsis of the article/guidelines

User can see when the information on the card was updated. This gives users access to latest news and guidelines and avoid confusion.

GUIDELINES

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Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur

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KEY FEATURES OF THE WEBSITE

Get Latest COVID Update Right in your Mailbox

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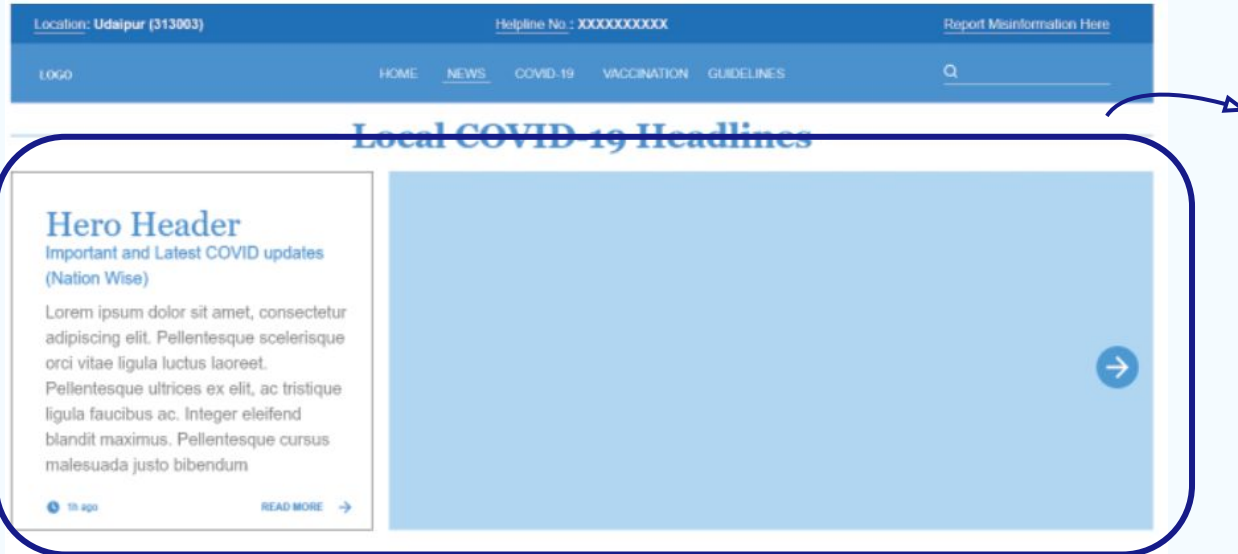
| Email Address | SUBSCRIBE |

Users can subscribe for later COVID updates (Local and National) and get updates through Emails and system pop-up notifications
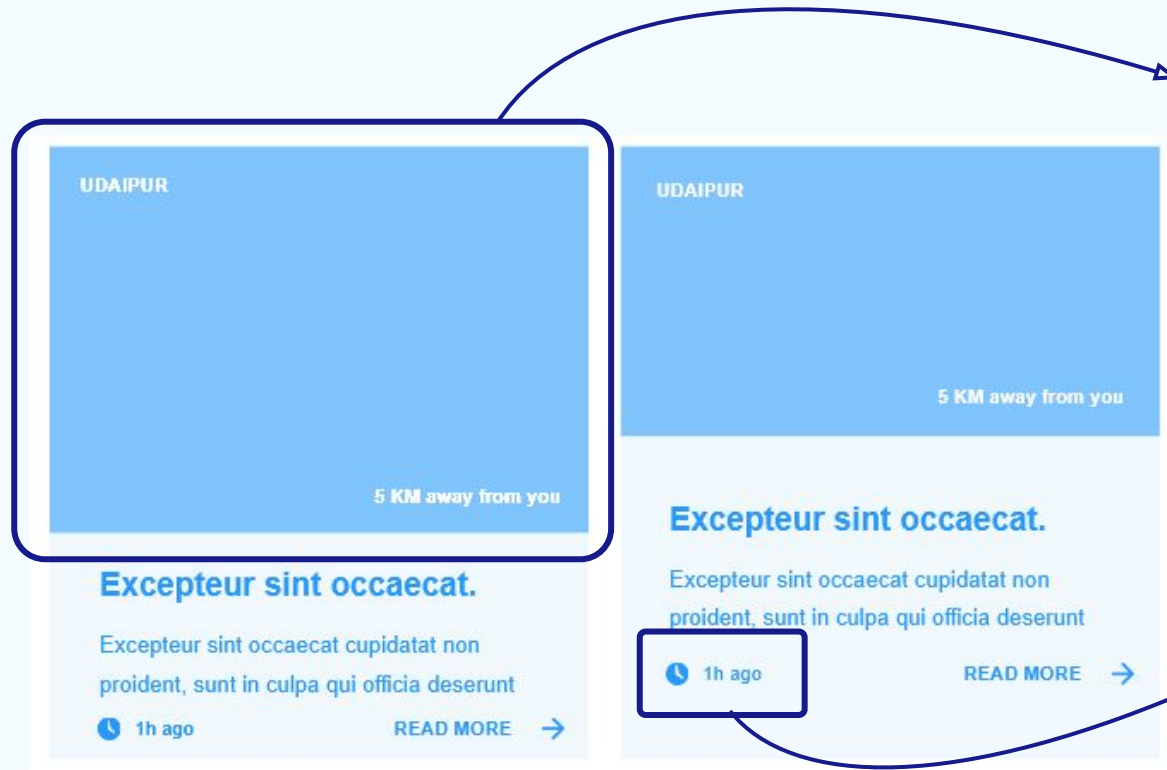
Hero Headers highlight most urgent and crucial news when one navigates to local/national headline page. This helps users be aware and alert about events and changes happening during the pandemic.

KEY FEATURES OF THE WEBSITE

(LOCAL COVID HEADLINES)

UDAIPUR

5 KM away from you

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UDAIPUR

5 KM away from you

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Every local news card on the website will consist of the specific area where the headlines belongs and their distance from the user's location.

User can see when the information on the card was updated. This gives users access to latest news and guidelines and avoid confusion.

Design Process

Research

Initial research included reading Research Papers from credible sources, studying the various methods adopted by other countries to deal with the pandemic, & referring to news articles

Problem Exploration

Various news articles were referred to, the existing situations around us were analysed, the biggest problems during the 2nd wave were studied in order to identity multiple problem areas that we could work on.

Google Form

Having listed various problems we could work on, a google form was sent out in order to identify the problem that was causing the most trouble for both the rural & urban people.

Interviews

We Conducted an interview with Dr. Deepti Nairani Roy, to understand the problems faced by people clarifying their doubts with her, the unclear communication and problems faced by medical professionals.

Problem Identification

Through the answers collected from the google form & interviews, the problem of Miscommunication through various platforms was identified as the main problem

Solution

Various possible solutions were explored before coming to the final one for creating a credible source of information as it is crucial in stopping the spread of misinformation during the time of crisis

Prototyping

The website prototype was built after careful analysis of the existing one, and referencing better websites of different countries. The Information Architecture & Hierarchy was decided according to the importance of the matter & the user experience

Feedback

Having created the prototype, feedback from people of different age groups were taken in order to improve and better the design & the user experience

Impact On The Society

Our Solution Impacts on 2 Levels

Personal Level
Citizens can easily check the site for latest updates about COVID-19 & Government Guidelines, fact check news and report misinformation

System Level
Various tiers of the different institutions handling the pandemic also have quick access to the site making delivery of important information faster, more organized & manageable.

Sustainability

Organized Communication Channel

Creating an organized & clear communication channel plays a central role in management of the pandemic

Repurposing Existing Channels

Our solution repurposes the current government operations to communicate better with the citizens & help build trust in the long run.

Useful for the Long Run

This not only supports various procedures of COVID Prevention & management through necessary communication for the upcoming waves but throughout the Pandemic till the end.

Execution & Business Viability

Repurposing Existing MOHFW Website
The project focuses on repurposing the Ministry of Health & Family Welfare's official website (MoHFW | Home) to act as the central credible source to give out relevant information directly to the citizens in a comprehensive manner

Re-utilizes Current Government Resources
It re-utilizes the current resources of the of the Government to better fulfill the needs of the citizens in the present scenario. Since it re-utilizes a pre-existing resource, the model easily fits into the current communication structure of the government

"Good Communication is the bridge between confusion and clarity"

Nat Turner