



a-where

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

<23 July, 2021 - Pune, India>

Team: The Muse



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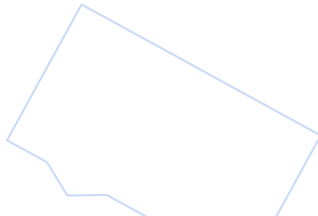
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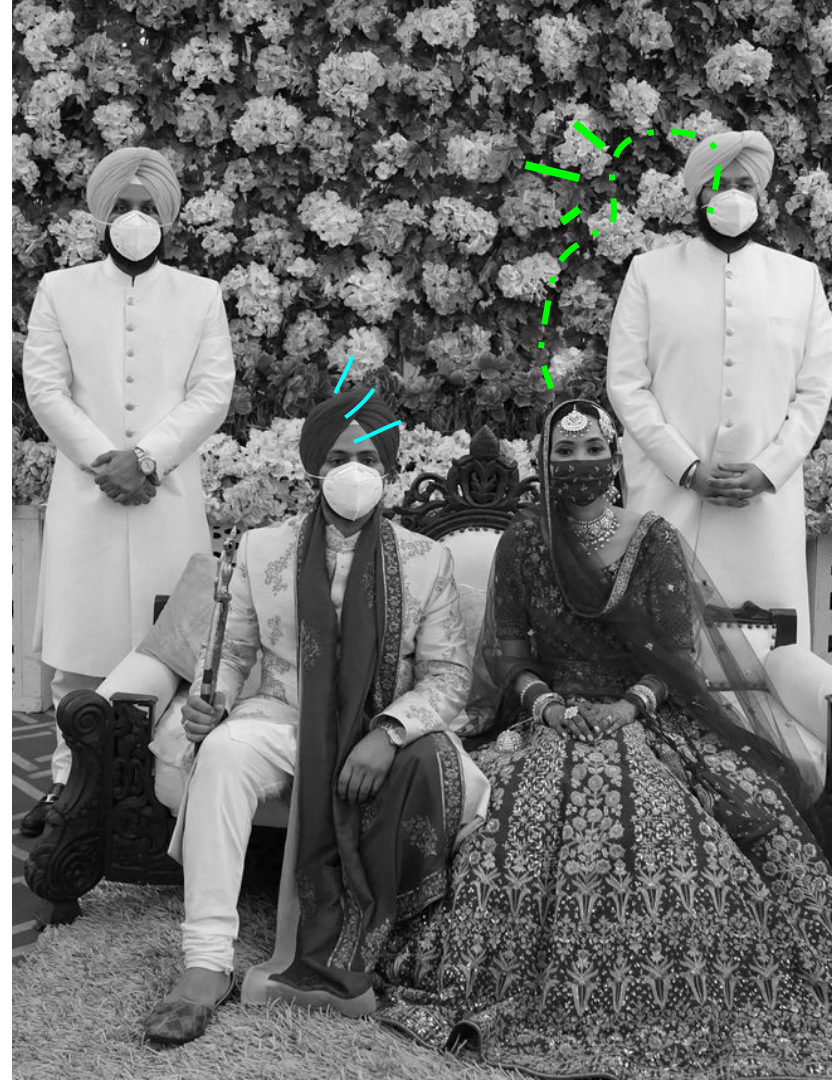
IDENTIFYING THE PROBLEM

Problem Identified

PROBLEM DESCRIPTION

- *Lack of awareness and information of an effective way to interact,*
- *Lack of a safer and more trusted way of gathering*
- *Inaccuracy of existing Data in apps relating to covid (eg. Arogya Setu) *cough*.*

1. **Personal Level** - How might Lakshana, a grandmother who is eager to attend her grandson's wedding, take care or change her behaviour to ensure her safety and wellbeing.
2. **Systems Level** - Lokesh is highly paranoid of suffering from Covid symptoms as he doesn't have anyone to look after him. How can hospitals or the gov help people like Lokesh get medical help, regardless.





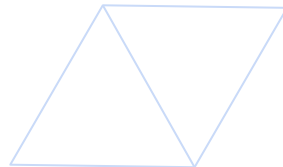
Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

The pandemic is here to stay whether we like it or not as it's a part of society and our lives. But as humans, we are social animals and need to meet and socialise for our well-being and emotional sanity. The problem can be tackled by being a little cautious and aware .

People will still go on to host and attend large functions, thus increasing a possibility of a covid outbreak. Enjoying safely must be the utmost priority

"Better to be safe than sorry."



PUBLIC HEALTH

Why India's Second COVID Surge Is So Much Worse Than the First

Large gatherings and much more lenient restrictions have allowed the virus to spread at devastating levels

By Shekhar Chandra on June 9, 2021

Uttar Pradesh govt restricts social gathering to 100 as Covid goes on rampage

Neha Lalchandani / TNN / Apr 6, 2021, 09:09 IST

CORONAVIRUS CRISIS

Covid-19: Why are weddings still being celebrated despite the obvious risks?

Many states have limited the number of guests who can attend events. But public health authorities warn that it would be safer if all gatherings were cancelled.

Safwat Zargar

May 07, 2021 · 09:00 am





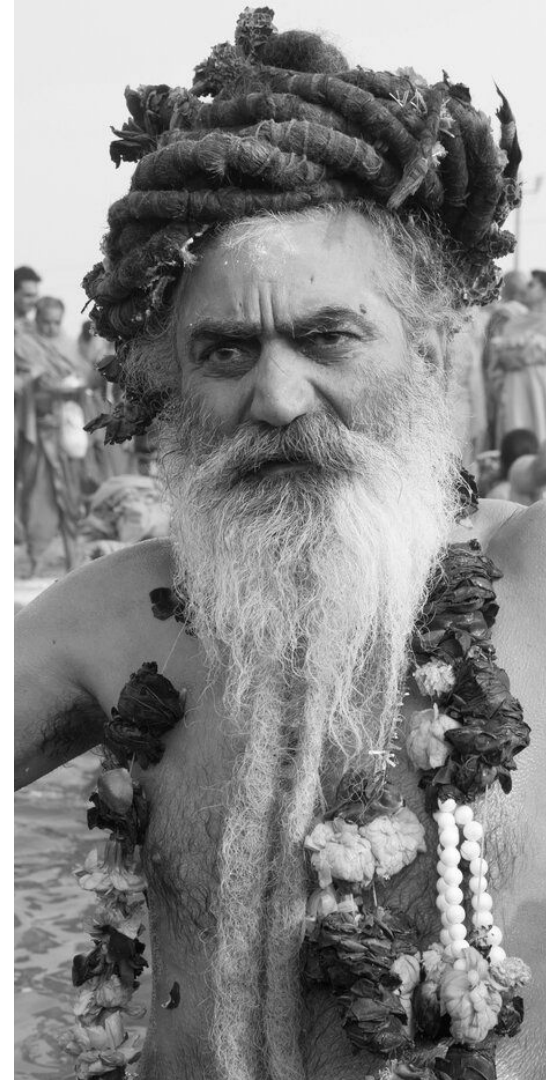
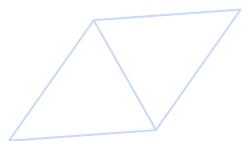
Kumbh Mela: A Case Study

In India's surge, a religious gathering attended by millions helped the virus spread.

More than 414,000 new cases were reported in India on Friday (May 8), a global record. About 4,000 people are dying a day, but such figures are an undercount. Experts believe the number of fatalities will rise in coming days, since deaths from covid-19 lag behind new cases.

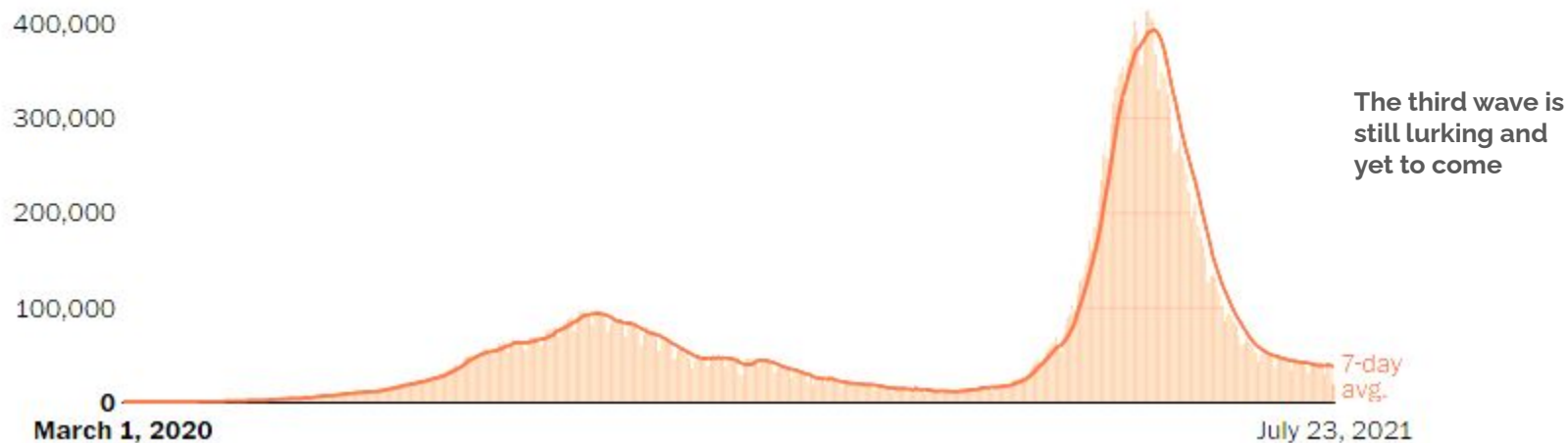
The combination of an enormous wave of coronavirus cases and one of the biggest mass gatherings on the planet has fueled criticism that India's government should have curtailed the religious event or canceled it altogether. Last year, when India had just several hundred coronavirus cases, the government swiftly imposed a nationwide lockdown

The Kumbh Mela "may end up being the biggest superspreader in the history of this pandemic," said Ashish Jha, dean of the School of Public Health at Brown University, [in a recent interview](#) with Indian news outlet The Wire. "It brought so many people together from across India."



New daily reported cases in India

At least 31,309,883 have been reported since Feb. 29, 2020.



Credits:

<https://www.washingtonpost.com/world/2021/05/08/india-coronavirus-kumbh-mela/>

USER PERSONAS

Lakshana Shivprasad

"My grandson is getting married, and me not going is out of the question, but I am scared."

PROFILE & DEMOGRAPHICS

- **Job Title:** Homemaker
- **Age:** 68
- **Gender:** Female
- **Family and Social Setting:** Grandmother
- **Income:** N/A
- **Education:** Secondary education (10th pass)

FEELINGS

- **Worries:** She does not want to miss out on a pivotal family wedding
- **Influences:** As the Grandmother she is expected to attend her grandson's wedding

GOALS & VALUES

- To be **present** and engaged in the key moments and celebrations of her family and loved ones.
- She really has a bubbly personality, and is an extrovert.
- She also has the fear of missing out and really has been sad due to a lack of social interaction

PAIN POINTS

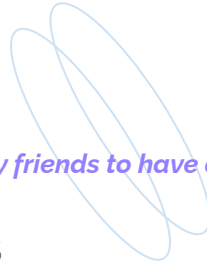
- **Fears:** At her age, catching the virus is pretty fatal and she knows so.
- **Frustrations:** Due to old age, she is often advised to stay back and not attend functions
- **Challenges:** She wishes to attend the gathering but is afraid and conflicted.



BIO: Lakshana is a very outgoing grandmother of two. Ever since the dawn of the pandemic, she has had a hard time to get used to being at home all and now, as the situations have been loosening up, she has heard news about the dangers of large gatherings. She's extremely close to her grandson and his fiancée and really wants to attend his wedding albeit fearing the pandemic.

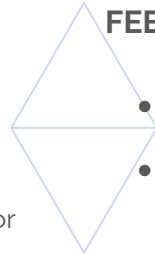
Lokesh Sanghvi

"It's stressful to go about the same routine daily, I need to see my friends to have a break, but covid.."



PROFILE & DEMOGRAPHICS

- **Job Title:** Employee
- **Age:** 27
- **Gender:** Male
- **Family and Social Setting:** Bachelor
- **Income:** 70k rs/anum
- **Education:** Bachelors in commerce



FEELINGS

- **Worries:** Fear of missing out as he fears not being invited.
- **Influences:** As an introvert he knows these opportunities don't come often.

GOALS & VALUES

- A **change** in his daily life so as to get confident and live happier.
- Introversion and isolation has caused him to fear the pandemic .
- He really wants to enjoy himself in anyway to break his bodily cycle of dreariness.

PAIN POINTS

- **Fears:** Living alone he fears that if he does catch the virus nobody would look after him
- **Frustrations:** He is frustrated with the isolation and wants a change in the environment.
- **Challenges:** He wishes to attend the soiree without any fear



BIO: Lokesh is an introverted bachelor living all alone. He works a 9 to 5 job from home and the isolation has taken a toll on him. He has become extremely reclusive and depressed as to a lack of social interaction. Recently a close friend of his invited him to a small get together. But due to living alone, he has the fear of the virus as nobody would be there to look after him if he gets affected.

Mahima Varghese

"I am honest about myself, but I do not trust the data presented in Aarogya Setu app.. How should I believe 5 people are diagnosed when at least 50 are in the hospital".



PROFILE & DEMOGRAPHICS

- **Job Title:** Accountant
- **Age:** 39
- **Gender:** Female
- **Family and Social Setting:** Married and a mother
- **Income:** 90k rs/anum
- **Education:** MBA

FEELINGS



- **Worries:** She's afraid of compromising a very important event
- **Influences:** Her friends, who she doesn't want to let down, influence her

GOALS & VALUES

- To feel **safe** while having a good time with her friends
- She's a very honest person and takes the role of responsibility seriously
- To conduct an event where everyone is covid free and vaccinated

PAIN POINTS

- **Fears:** By being responsible, she's afraid of risking her friends as well as her wellbeing.
- **Frustrations:** The uncertainty and unsure nature of how the Aarogya Setu app is misused .
- **Challenges:** She wants to enjoy this occasion with her friends but is anxious about her company



BIO: Mahima is an honest member of her society, she uses the Aarogya Setu app and is honest while updating her Self Check Up. She fears that the reason for the spike in cases in her locality is because of dishonest input of the self checkup of the app, causing incorrect information of cases around her. She recently had thoughts of hosting the annual kitty-party amongst her friends, but is completely unsure about doing so. She is afraid the situation is worse than it seems.



Lakshana's Current Scenario



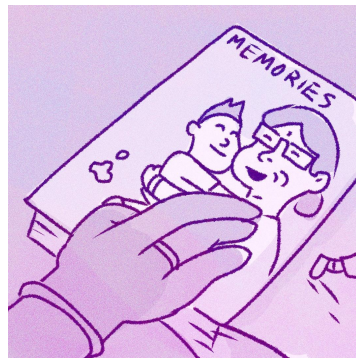
1. Lakshana is invited to her favourite grandson's wedding



2. As she doesn't use the phone often, she watches the news and gets concerned about the current scenario.



3. Now conflicted, she's not sure whether to attend the wedding due to the fear of the virus.



4. Being a grandmother, she does not want to miss out on such an important occasion.



5. After making the decision of going,, she's now vulnerable and afraid of the virus as she has no idea who is vaccinated.

MAPPING OUT THE SOLUTION

Explorations

SOLUTIONS & IDEAS

- An app that constantly looks out for nearby vaccination centers and instantly alerts users if the specific center has an adequate vaccine supply so that they can block out a certain window of time for them to quickly register for the shot.
- A GPS based application that allows people to locate handy workers available near their current location and request their services. Workers must register themselves and their helpers by providing the necessary documents that will be approved, then registered under specific service categories.
- A digital screen mounted at every restaurant table that allows customers to make their orders +payments/tips from the comfort of their seated positions - preventing direct contact and overcrowding at takeout queues, indirectly promoting COVID-appropriate behaviour.



Final Solution & Innovation

CONDUCTING LARGE-SCALE SOCIAL EVENTS DURING THE PANDEMIC

WHAT

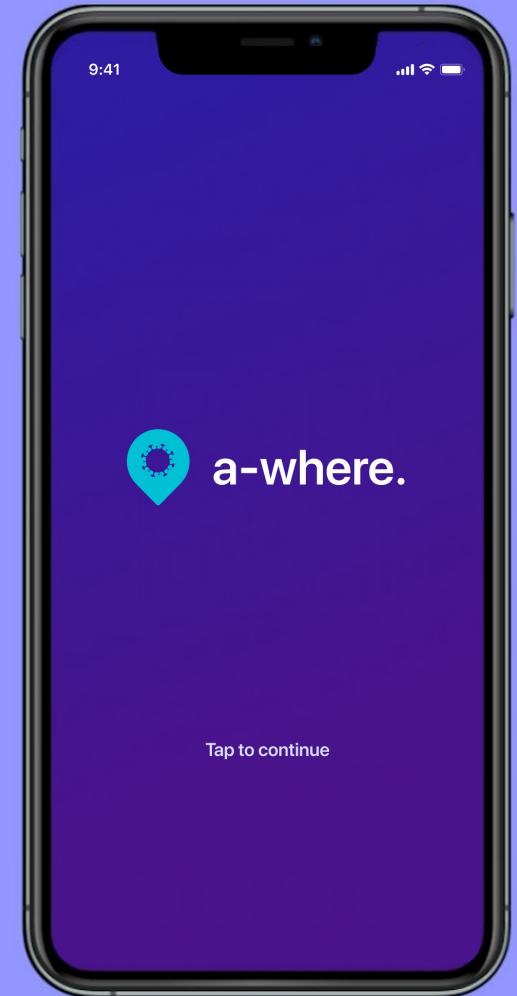
An app that helps in **organizing** and **scheduling** social gatherings, festivals and other social huddles with the proper precautions and parameters . It's also directed to help individuals evaluate how safe a social gathering is before attending.

HOW

The app would be able to parent itself with the already existing government app Aarogya Setu to gain details of the users vaccination. It would also be able to **organize and also set parameters for the attendee's that are going to be attending said gathering**. It also alerts users in real time about the amount of people decreasing/increasing in the space in which they are present.

WHY

Currently, social gatherings aren't as controllable and malleable as one would hope to be. **This app would bridge the gap between a user and a physical gathering** in order to stay safe during the pandemic and also alerts users about social gatherings based on the data-intelligent feed.



User Experience

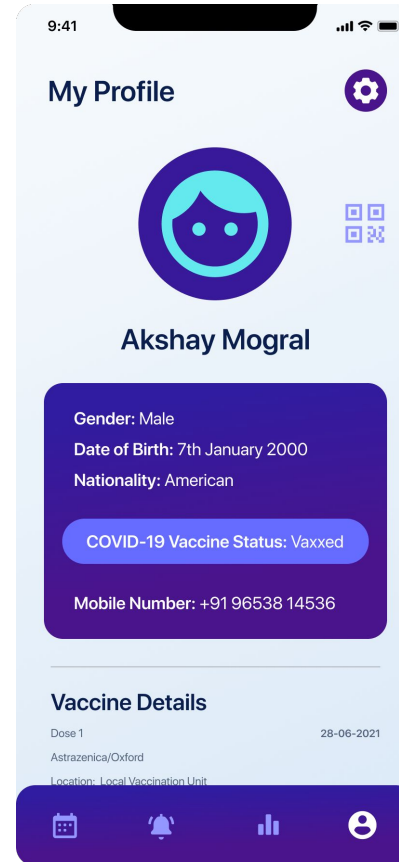
1. Profile Page

The profile page showcases all of the user's necessary information need to be displayed on the app such as Name, Gender, Date of Birth, Mobile Number, and their vaccination details listing date of first and second jab, etc.

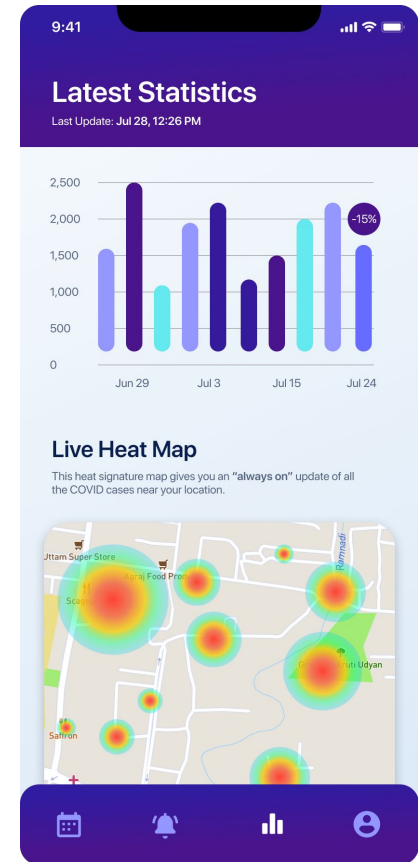
2. Statistics

A real-time graph that tracks the number of COVID cases in the country across a set period of time and specifically indicates whenever there is a decrease. The page also has a live heat map that shows all the COVID cases (along with their severity) in the area the user is based in that point of time.

1. Profile Page



2. Statistics



User Experience

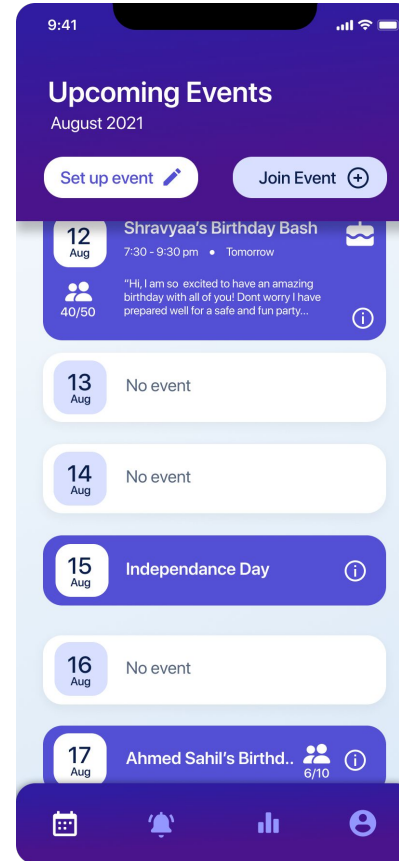
3.Home Page: Calendar

The Home Page, serving as the calendar that lists all the upcoming/accepted events for every month - along with the option to set up an event as well as joining an event. Events that are accepted will have all the information tabulated under the specified date.

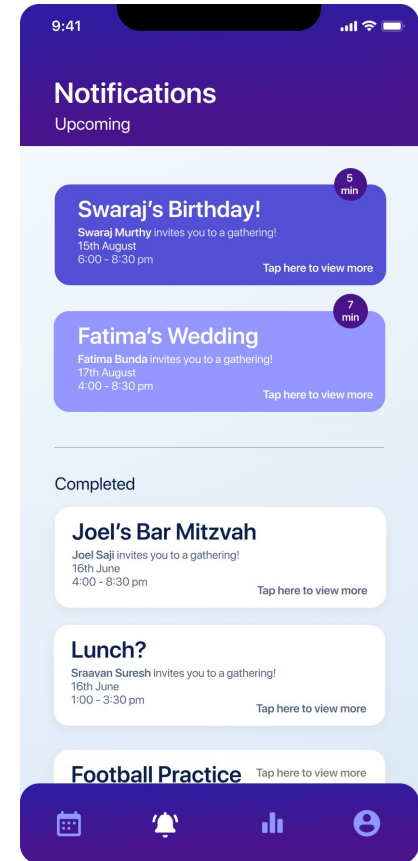
4.Notifications

A one stop shop for all the events that you have recently attended and the ones that are upcoming - with all the required details as well as a short message crafted by the host attached to the notification card.

3. Home Page: Calendar



4.Notifications



User Experience

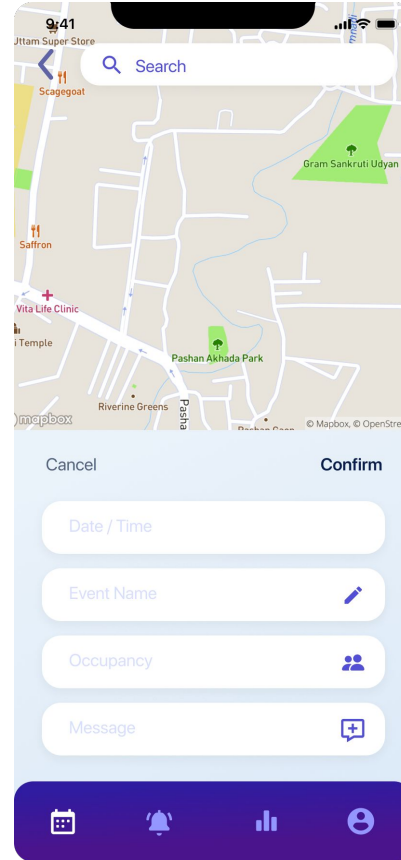
5. Location

This screen allows the user to locate/search for venues where they would be conducting said events - followed by entering information such as Date/Time, the Event Name, Occupancy Limit and a short message to be sent out to potential guests.

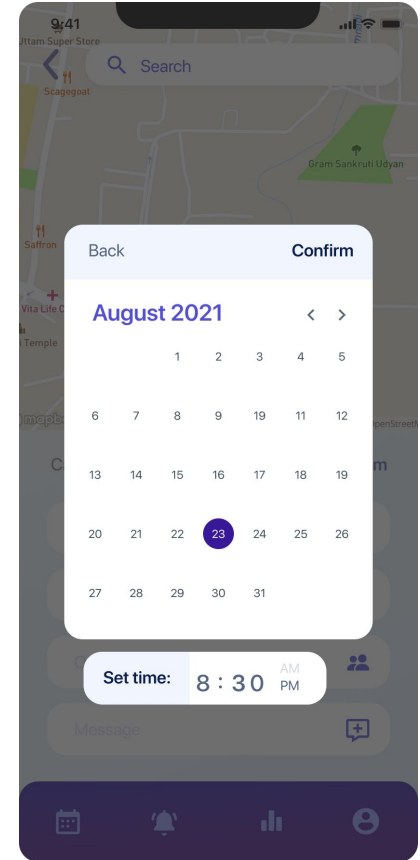
6. Selecting Dates

A simple calendar that allows you to select the date and time of the event you are trying to conduct.

5. Location



6. Selecting Dates



User Experience

7.Splash Screen Parameters

A pop up that allows users to select their preferred parameters to suit the event.

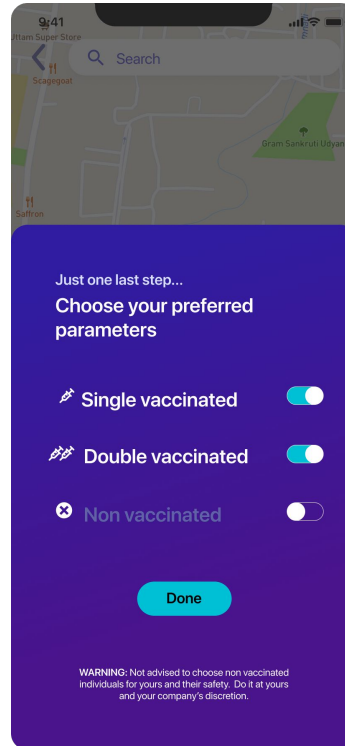
8.Covid Safety Rules

Reminding users to follow COVID appropriate behavior while attending any social gathering.

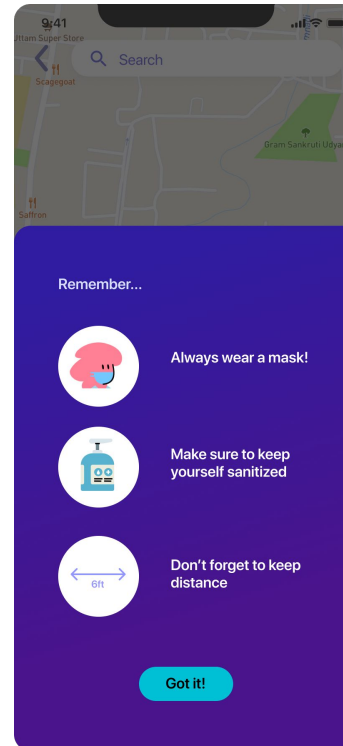
9.Confirmation Page - Link to Event

At the end, an event-exclusive QR code will be generated for all the attendees.

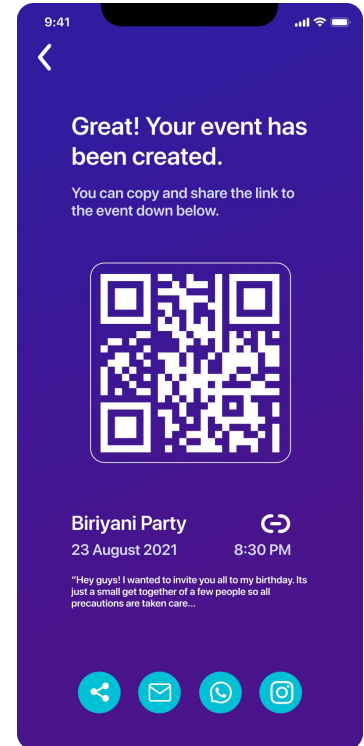
7. Splash Screen Parameters



8. Covid Safety Rules



9.Confirmation Page - Link to Event



User Experience

10.Home Page: Notification

Invites as banner notifications from hosts, along with a "Tap to Open" button that takes you straight to the details of the event.

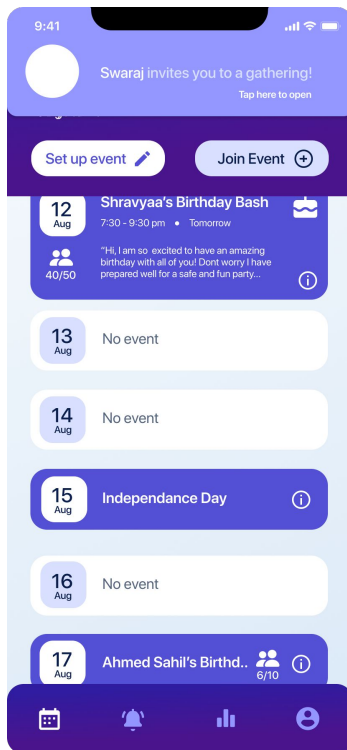
11.Agreeing to the Parameters

An event card will be shown that has all the event details and lists all the parameters set by the host.

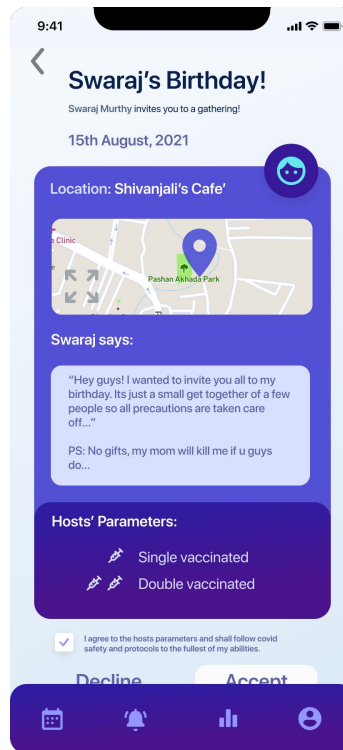
12.Rules Splash Screen

Pop-up reminding you of the 3 golden rules that need to be followed anywhere in public.

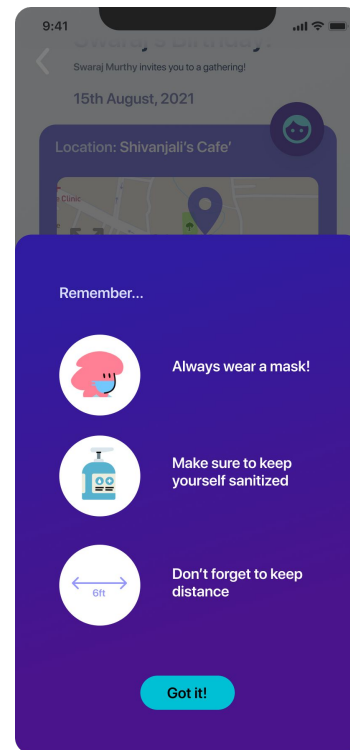
10.Home Page: Notification



11.Agreeing to Parameters



12.Rules Splash Screen



User Experience

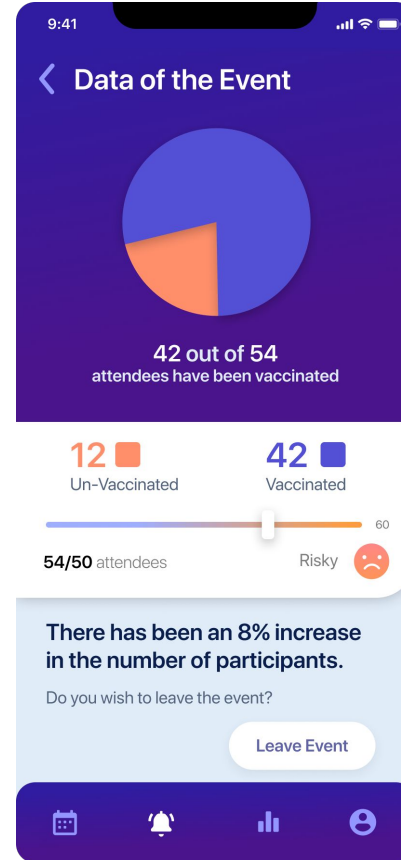
13. Data of the Event

Up to date statistics of the particular event that show how many fellow attendees have/haven't been vaccinated, a meter that indicates whether or not one should attend the event based on the head count, as well as a detailed guest list for the same.

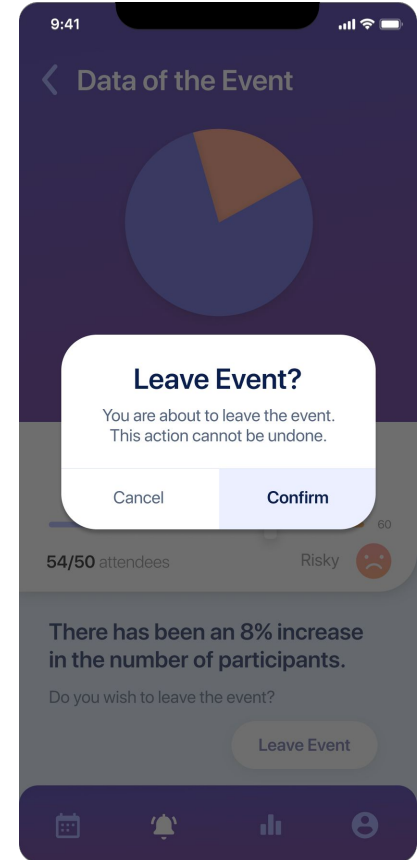
14. Leave Event Confirmation

A pop-up notice that confirms a user's decision to leave the event based on the statistics from the data intelligence feed. After doing so, they would be redirected to the home screen.

13. Data of the Event

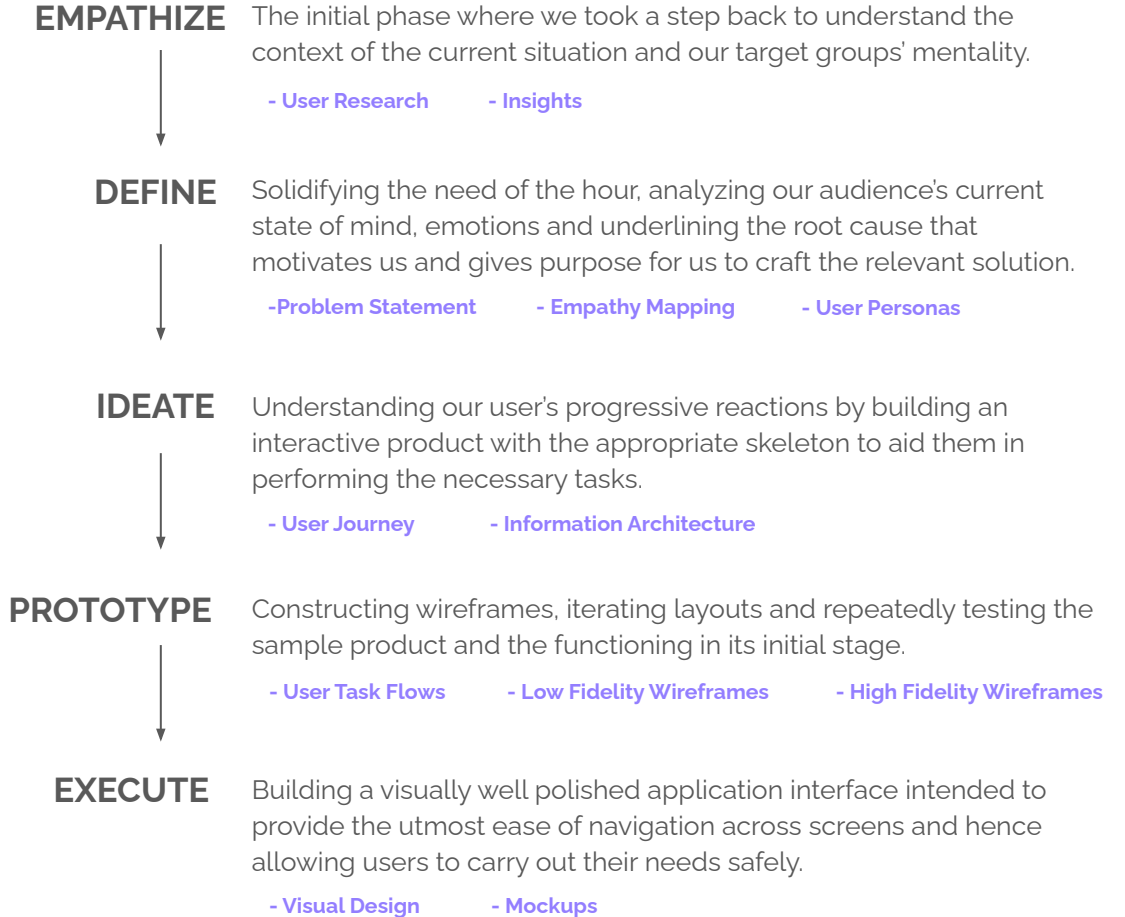


14. Leave Event Confirmation



Design Process

Listed beside are the methods we followed as part of the design process:



Impact on the Society

IMPACT OF OUR SOLUTION

The way we interact with others socially has dramatically changed ever since the dawn of the pandemic, now with the added risks of spreading a deadly virus. Covid was spread in most cases in **India** because there was a lack of awareness within large gatherings, thus the entire purpose of this application is to **give users more control of the gatherings itself.**

This application will guide the users in becoming more aware of who they will interact with, and **creates a closed bubble in general social necessities.**

The event creator will be in full control of a safe planning spree, whereas the attendees can knowingly go to their respective events with **minimized risks.**

Both parties will also be aware of their social company and their statuses, which is extremely crucial when it comes to social interactions during this time. This creates responsibility among the users and can decrease outbreaks amongst groups substantially.



Sustainability

HOW IS OUR SOLUTION SUSTAINABLE?

The greatest advantage of providing users the platform that serves as a one-stop-shop to conduct events, invite guests, set parameters, track the status and get live updates all through a single application completely shapes the way we send out invites to our associates as it **reduces (if not, eliminates at best)** the heavy use and production of various kinds of paper used for traditional invitations/RSVP's.

The event holders will be able to conduct an on-site guest's health evaluation and thorough user profiling. Each user will also have access to other users attending the event. Now because the product is digital in nature, it comes with the ability to exist endlessly as long as one has a device that can support the same.



Execution & Business Viability

With **500 million Indians** who use smartphones, this application uses data set from the user's Aarogya setu, which has over a **100 million users** in India, thus being **efficient** in terms of using data from a government app that can help maintaining this application in the long run.

Due to the aforementioned reason, it would also **cut various costs in coming up with technology** that would detect the user's Covid status. The time required to create this application is reduced because of that and also since it's core functions are GPS and information based, sensors and the enhanced capability of current day smartphones.

This application would also be extremely **effective** when it comes to gathering users since there is a **need** for people to gather amongst one another for various social purposes during this pandemic. It also informs users with accurate information. **With more people creating events with this app, the more attendees will download it**, so in turn this would create a growing user turnout. After all, the core intent of the app is to ensure that people will be able to "gather safely".



THANK YOU

Working together as *The Muse* made us realize how important it is to get out there and solve a very crucial problem faced by our society. We'd like to thank UMO Design for providing us with this wonderful opportunity.

We'd also like thank *Shashank Shekhar*, for tremendously guiding and **mentoring** us throughout this entire project.