30 Days 30 Ways Game

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Problem Space

According to a poll by the Adelphi University Center for Health Innovation:

- 44 percent of U.S. adults don't have first-aid kits.
- 48 percent lack emergency supplies for use in the event of catastrophes.
- 80 percent of parents say they are well prepared for such an event, yet 52 percent of them have not designated a family meeting place in an emergency.

Not enough people are prepared for potential disasters
Project Description

- 30 Days 30 Ways Game
  - A game that encourages disaster preparedness
  - Tasks are assigned each day throughout the month of September to complete for points

- Our task:
  - Redesign the 30 Days 30 Ways Game
  - Move to a mobile platform
    - 1st priority: Create a website
    - 2nd priority: Create a mobile app
  - Make game more collaborative and social

- Stakeholder: Cheryl Bledsoe
  - Certified Emergency Manager
  - Clark Regional Emergency Services Agency (CRESA)
Related Work

- Red Panic Button
  - One-touch emergency button
  - Alert sent to the user’s emergency contacts via email, text message, and Twitter
  - Alert contains the user’s GPS coordinates

- Disaster Alert
  - Provides the user information about active hazards around the world
  - Hazards include hurricanes, tsunamis, and man-made disasters

- Disaster Readiness
  - Provides the users thousands of references on how to respond to disaster situations
  - Can be accessed offline so the user can use it without a dedicated internet connection
Findings So Far

- **User Research Overview**
  - Conducted three interviews via phone or Skype

- **Participant Characteristics**
  - Previous participants of 30 Days 30 Ways Game
  - From the United States and Malta Europe

- **Takeaways:**
  - Include a scoreboard as the game progresses to see how participants stand against each other
  - Create more team-based tasks
  - Create more localized tasks
  - Create a centralized location where participants can share their experiences with disasters they’ve encountered
Basic Scenario: Completing a Task

1. User is on Home page. User clicks on Do Task.

2. User reads about Task 1 and completes it. User clicks Finished Task.

3. User writes summary of what he/she did to complete task. User uploads photo(s) as proof for completing task.

4. User receives 10 points for completing task 1.
Design and Evaluation

- Initial Design Phase (weeks 1 to 5)
  - Conduct simple and quick paper prototype tests of UI
  - Iterate on design based on paper prototype feedback

- Final Design Phase (weeks 5 to 10)
  - Conduct usability studies with higher fidelity prototype
  - Usability Study Logistics
    - Conduct in HCDE’s Usability Lab
    - Use Morae to record session (voice and screen recording)
    - Use Tobi Eye Tracking Technology
  - Iterate on design based on usability study findings
# Plan for Next Quarter

<table>
<thead>
<tr>
<th>Week</th>
<th>Date of Completion</th>
<th>Milestone</th>
<th>Description</th>
<th>Team Member Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4/5/13</td>
<td>Team Formation</td>
<td>Establish team name, assign roles, assign tasks, exchange contacts, introduce project to new teammates</td>
<td>All</td>
</tr>
<tr>
<td>2</td>
<td>4/12/13</td>
<td>User Research</td>
<td>Conduct more interviews with previous participants of 30 Days 30 Ways</td>
<td>HCDE</td>
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<tr>
<td></td>
<td></td>
<td>Back-end Work</td>
<td>Build database</td>
<td>CSE</td>
</tr>
<tr>
<td>3</td>
<td>4/19/13</td>
<td>Wireframes</td>
<td>Create wireframes for web platform</td>
<td>HCDE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Back-end Work</td>
<td>Continue to build database</td>
<td>CSE</td>
</tr>
<tr>
<td>4</td>
<td>4/26/13</td>
<td>Paper Prototype Testing</td>
<td>Conduct simple and quick paper prototype tests on wireframes</td>
<td>HCDE</td>
</tr>
<tr>
<td>5</td>
<td>5/3/13</td>
<td>Iteration of Wireframes</td>
<td>Iterate on wireframes based on paper prototype tests</td>
<td>HCDE/CSE</td>
</tr>
<tr>
<td>6</td>
<td>5/10/13</td>
<td>High Fidelity Prototype</td>
<td>Create a high fidelity prototype from wireframes</td>
<td>CSE</td>
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<tr>
<td>7</td>
<td>5/17/13</td>
<td>Usability Testing</td>
<td>Conduct usability tests on high fidelity prototype</td>
<td>HCDE</td>
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<tr>
<td>8</td>
<td>5/24/13</td>
<td>Iteration of High Fidelity Prototype</td>
<td>Iterate on high fidelity prototype based on usability testing</td>
<td>CSE</td>
</tr>
<tr>
<td>9</td>
<td>5/31/13</td>
<td>Final Usability Testing and Finalization of Prototype</td>
<td>Conduct final usability tests and make any necessary changes to prototype</td>
<td>HCDE/CSE</td>
</tr>
<tr>
<td>10</td>
<td>6/7/13</td>
<td>Presentation</td>
<td>Present project to stakeholders</td>
<td>All</td>
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</tbody>
</table>
Thank you! Questions?