

COVID 19 Global Design Challenge

Team 4 / 2



CO
Guard

The team

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Our
mascot



Challenge

Starting point

How might we help provide support with dignity, safety, and effectiveness for people with **compromised immune systems**?

Our hill

Who. What. Wow!

Rosa, a leukemia patient living in an urban area, gets support to plan in advance when she can leave her flat safely avoiding crowds of people, and if the situation changes while being on the move, change her route immediately.

Our Persona

Meet Rosa



Photo by [Edward Cisneros](#) on [Unsplash](#)

"I don't feel safe when I have to leave the house, thus, causing me to feel more and more isolated during this crisis"

Name: Rosa Bianchi

Age: 53 years old

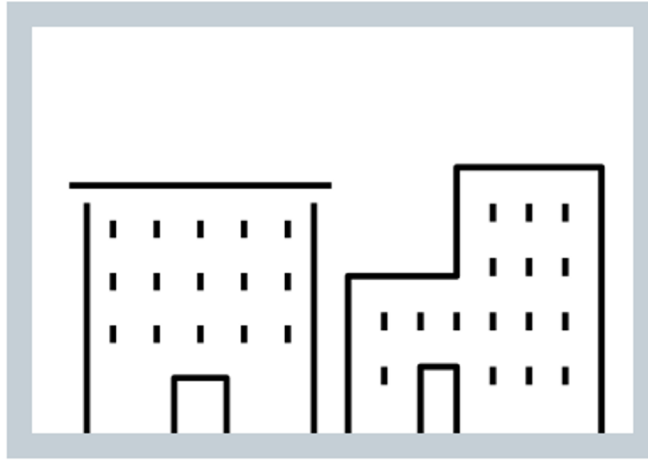
Occupation: On sick leave since 2013 by doctor's prescription.

Background: she is diagnosed with leukemia, lives with her family

Homelife: Stays in much due to her illness in a flat in downtown Milan, Italy. Children are studying and husband works outside of home during the crisis.

Persona characteristics: Tech-savvy, well-informed, with compromised health awareness and with true community spirit.

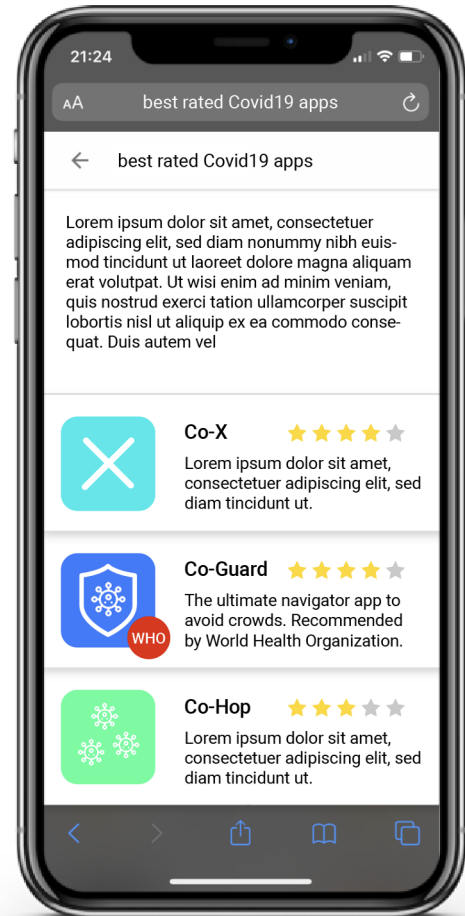
Story – step by step



Due to her illness, Rosa needs to find out when streets are not crowded, in order for her to be and feel safe to leave her flat.



She searches on her mobile for an app that might be able to solve such critical problem, amongst which is **Co-Guard**, a trusted app by many reviewers, certified and approved by the World Health Organization.





She chooses **Co-Guard** - The ultimate navigation app to avoid crowds.



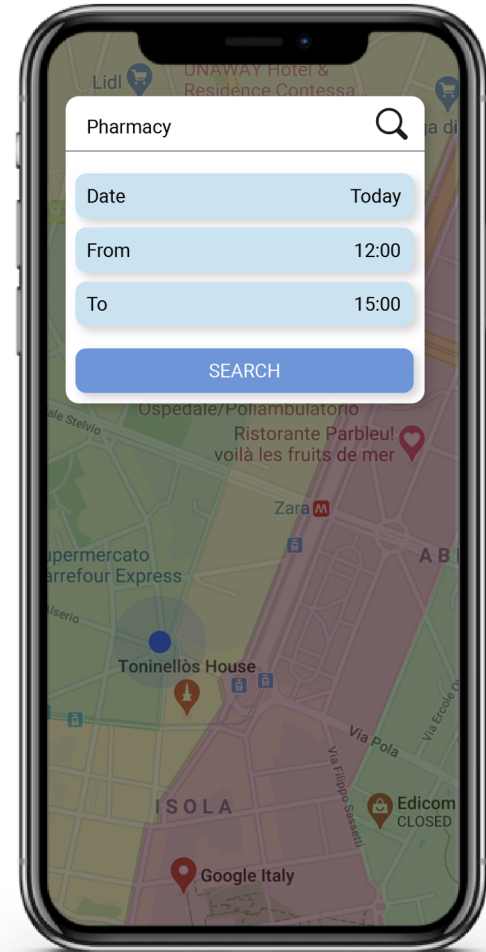


Once she has registered, Co Guard displays real time people traffic and associated risk scenarios portrayed in different colour codes.





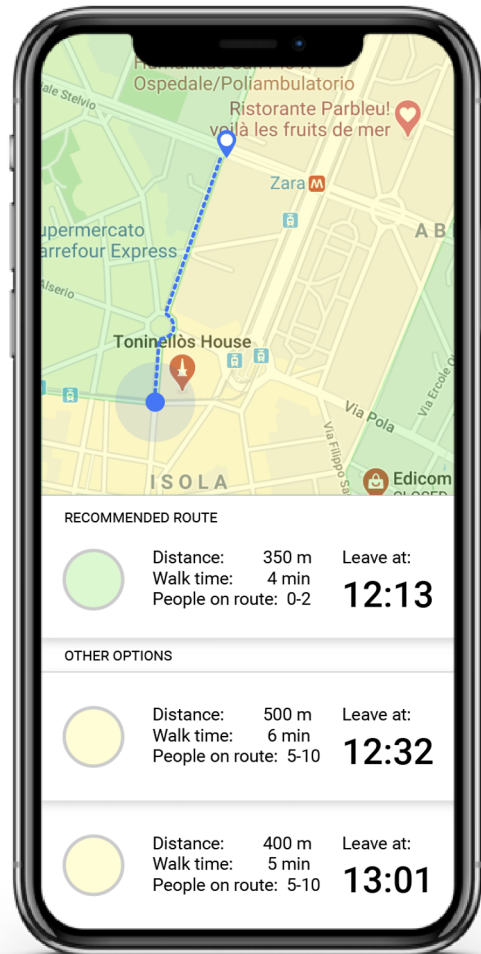
She enters a time range when she can organize to go the pharmacy, where she wants to pick up a medication for which she needs to sign in person.





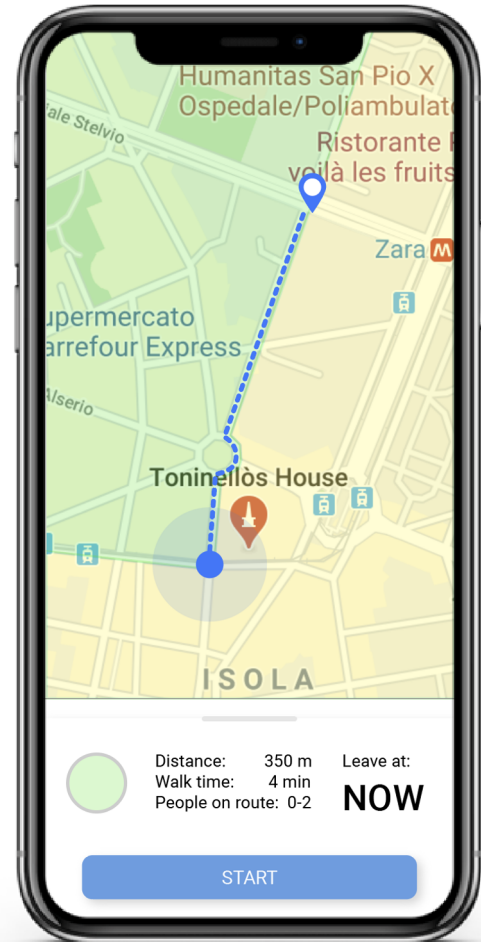
There are just crowded routes at this moment, so Co-Guard suggests a less crowded scenario, that is predicted in 2 hours time.

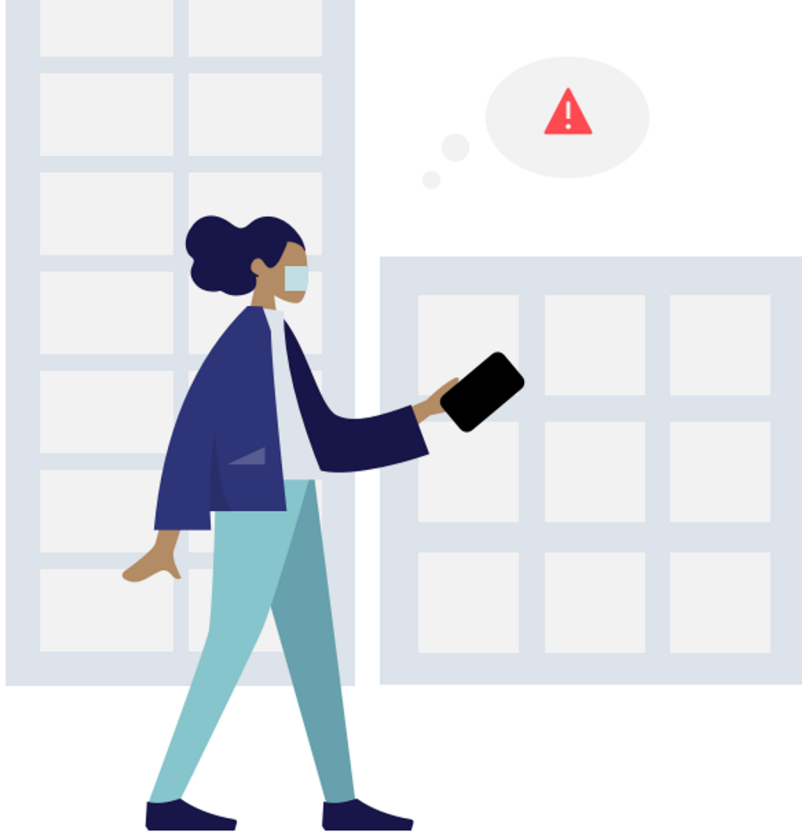
Rosa decides to wait and then gets ready to go.



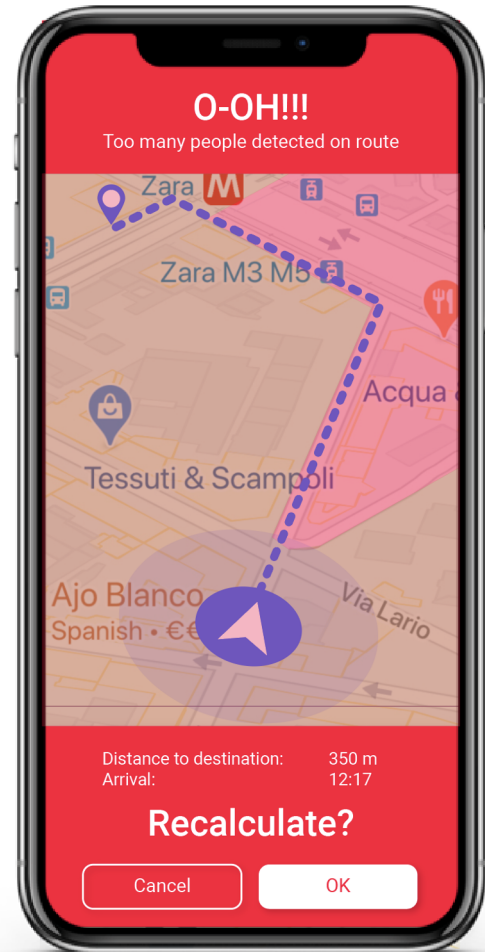


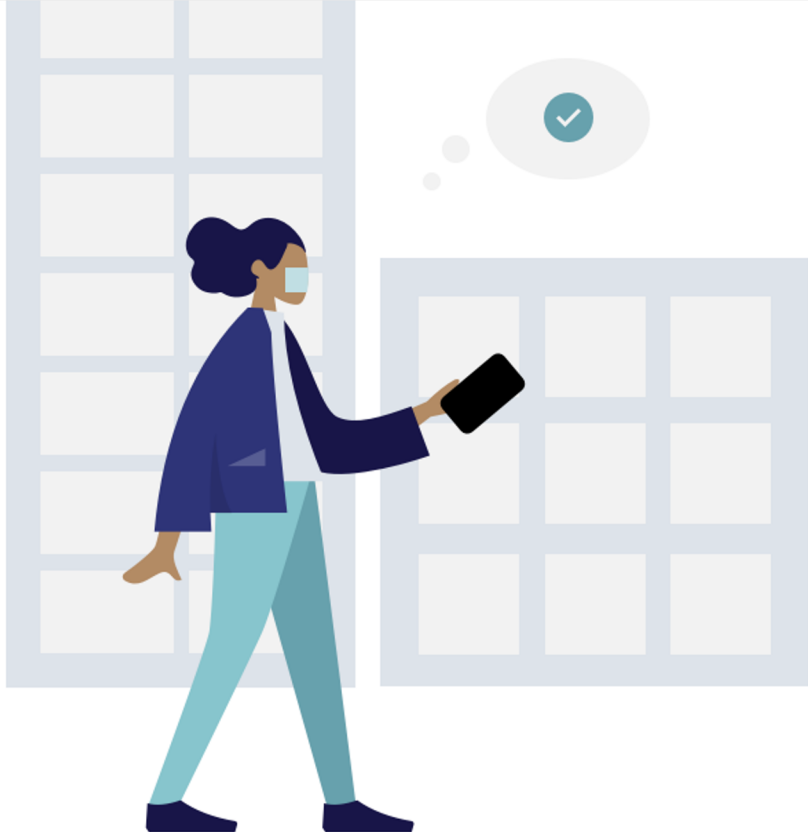
At the proposed time, Rosa leaves her home. While on the move, the app gives feedback in real time.



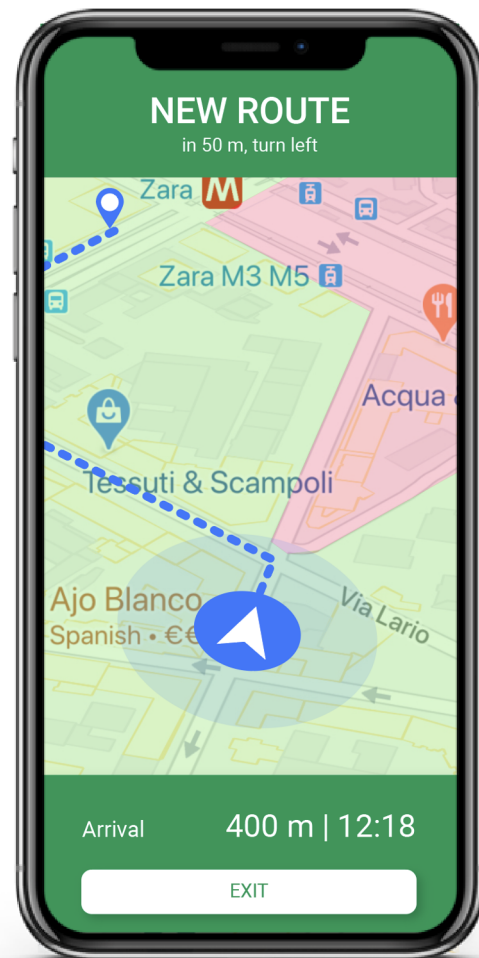


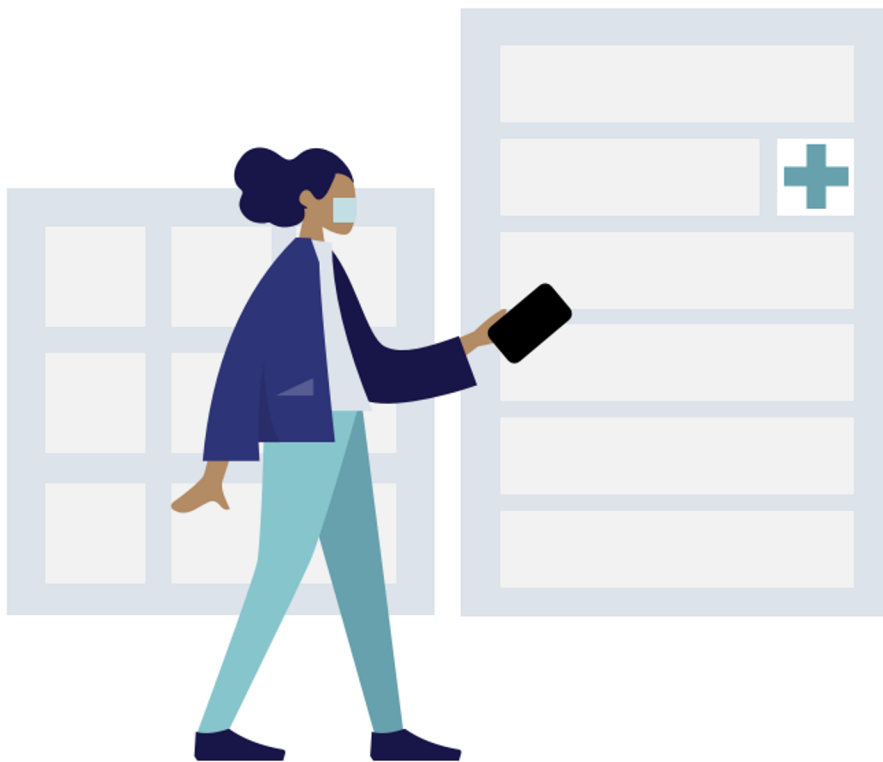
Suddenly the app vibrates, as she is getting close to an area with more people. It suggests to recalculate a safer route.





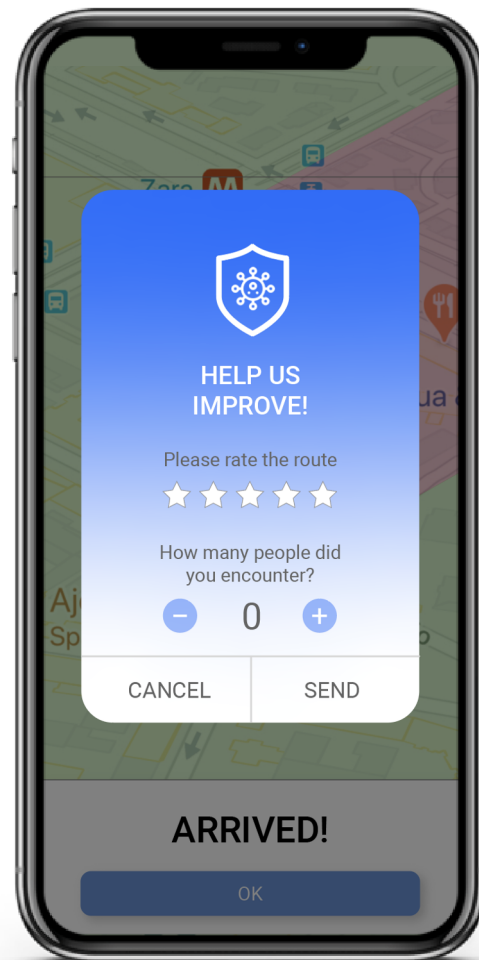
To keep herself safe, Rosa chooses the alternative route the app has calculated.





Rosa arrives safe and sound at the pharmacy, without having encountered anyone on her way. She trusts the app to bring her safely back home!

She is happy about her experience and rates the route to share and enhance the community.





Back at home Rosa recommends the app and reaches out to her network to spread the word.





Co-Guard prompts Rosa to try out other trusted WHO approved apps that might provide value for her.

Illustrations based on [humaans](#) by Pablo Stanley



Summary

Co Guard – profile

The ultimate navigation app to avoid crowds

- **Guides users** to less crowded areas
- Shows people movement in **real time**
- **Alerts** users, if situation changes
- **Predicts future** crowd movements
- Based on **geospatial technology**
- Has an established and trusted **health certificate**

*“What a **great idea!** This is **really useful** – when will it be available?”*

– Leukemia patient

*“It’s like having a **good friend**, who takes me by the hand **and guides me**”*

– Asthma patient with reduced lung functions

*“I so much **appreciate** the fact that it keeps you **safe en route** whatever happens”*

– Patient with systemic sclerosis

[Link to interactive prototype](#)

Validation interviews with candidates from initial research

Co Guard – potential partners

- GPS navigation providers like Google, Garmin
Refined routing / location technology for pedestrians
- Predictive analysis services, eg. IBM Watson
Machine learning and cognitive solutions
- Development teams, eg. participating in Call4Code Initiative
To build a functional prototype based on the design
- Health organizations, eg. WHO (global), SSN Italy (country specific)
To establish health certification “Seal of Trust”
- Government, eg. Health Ministries in respective countries
For sponsorship as Co-Guard will enable sanitary cost reductions due to its preventive approach

THANK YOU!

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