



StopCOVID NI User Research (11-17 year olds)

Department of Health
User Research Report

SEPTEMBER, 2020

User Research

Round 1



We conducted six small group qualitative interviews with 24 young people aged 11-17 from across NI.

Groups included a representative cross-section of locations (Belfast, L'Derry, Omagh, Newry), socioeconomic class, religion, gender, ethnicity and learning abilities.

Interviews were 60 minutes long, with four participants per group to ensure an informal discussion where the young people felt safe to open up and express their opinions.

The sessions included visual stimulus from the existing StopCOVID NI app, as well as best practice examples from other categories, to get to a deeper level of insight on the ideal user experience and design elements for this age range.

Group 1

11-12 Year olds – Mid-tier socioeconomic class (SEC)

Group 2

15-17 Year olds – Mid-tier SEC

Group 3

11-12 Year olds – Lower-tier SEC

Group 4

15-17 Year olds – Lower-tier SEC

Group 5

13-14 Year olds – Mid-tier SEC

Group 6

13-14 Year olds – Lower-tier SEC

Round 1 | Part 1 of 4

Research Objectives

[Objectives]

- Test the existing StopCOVID NI contact tracing app through in-depth qualitative interviews of 1 hour each, in order to understand the user experience including awareness and understanding, navigation, privacy policy and terms and conditions.
- Test the scenario of receiving an alert to notify they've been in contact with someone that's tested positive for Covid-19, as well as receiving a notification with their test result.
- Understand the degree of importance and relevance of the privacy policy and T&Cs to this age group.
- Capture the actions needed to make the experience safe and relevant for 11-17 year olds, as well as recommendations for how best to promote the app to make it known and appealing for this age group.

Round 1 | Part 2 of 4

Quick Summary



[Quick Summary]

- There's a general lack of comprehension around contact tracing amongst the 11-17 age group – a few of the participants have come across the StopCOVID NI app on social media ads or on posters in school, yet they struggled to articulate the purpose of the app or the concept of contact tracing.
- The flow of the app worked well in terms of comprehension and navigation, without much prompting. More detail on the specific sections is contained within this document.
- Whilst this particular version of the app was broadly perceived as being straightforward to use and understand, the way the information is currently presented doesn't allow them to immediately identify the most critical parts, and the visual style is seen as being 'more for adults'.
- In general, most of the young people we spoke to were receptive to the notion of downloading and using the app on their own, with the exception of some of the youngest participants – who would prefer parental assistance .

“It’s such a serious subject, not like the usual apps I download – I would want to feel safe and calm using it”

15-17 year old

Round 1 | Part 3 of 4

Recommendations

Recommendation #1

Strike a balance between the seriousness and reassurance

All of the group expressed that contact tracing was a very serious subject matter – and many of them would seek reassurance from a parent (or teacher) when downloading and using the app, in case they did something wrong or ‘got caught out’. They want to feel safe, reassured and calm when using it, so the tone of voice and prompts should strike the balance between being friendly yet authoritative, with information presented in a clear, concise, instructive way.



Recommendation #2

Make the critical information very concise and clear

This age group like information to be presented in a way they can digest at a glance – they want it to ‘pop’ on the screen, and not feel cluttered. We recommend that the information is ‘chunked’ in such a way that it’s easy to read and understand - headlining the most critical points in larger text and a shorter body of text underneath to give context, with key words in bold. Keep it concise and ensure there is an order effect to the level of importance and relevance.



Recommendation #3

Give users the option to dig deeper into specific topics

Detail is good, as many of the group said they often seek further information on certain subjects, but it can't be too wordy or dense. Some users expressed they are wary about safety within certain apps, especially around how their data is used, or being at risk to scams. We recommend that information is presented in an easy to access way, potentially in such as way where they can drill down into certain subject areas to learn more – and that it is immediately apparent which parts are most important.



Recommendation #4

Use colour to build appeal, and signal the importance of the message

Colour can amplify the appeal of an app – an eye-catching, colourful design is important for this young, phone-savvy audience, even with a serious subject. Not only does colour make it feel more relevant to them, it can signal the action required or the mood of the section i.e. red = critical/ take action, green and blue tones = calming and reassuring, yellow/ orange = energetic and friendly. Dull and subtle colours don't have relevance for this age group.



Recommendation #5

Highlight the fact that users are
unidentifiable – anonymity is critical

If these young users received an initial alert or a notification with a positive test result, they would be scared of others finding out and making fun of them or embarrassed at being talked about. Highlight fact that they are anonymous to provide the sense of security they need to input their private data into the app. There should be a very clear message that it is completely private and anonymised.



Recommendation #6

Ensure clear direction on what course of action is required of the user

Particularly with this younger age group, it is important that users are given clear direction on what course of action is required of them should they receive a notification. They should know *who* they are supposed to tell and *what* they need to do next. This information should be delivered in a concise way, with the most important message made prominent.



Recommendation #7

Promote through a trusted, authentic figure

For those that have come across promotional material related to the app, it's been posters in secondary schools or ads on Snapchat or Instagram – which they haven't paid much attention to and are still somewhat confused about what contact tracing is. To promote the app, they would look for a trusted and authentic public figure who could credibly talk about contact tracing, yet they could still relate to. This could be a local MLA, a sportsperson from NI, or an educator (such as a head teacher). Influencers aren't seen as having the authority.



Recommendation #8

Provide a ‘hand-holding’ experience for the youngest users

The youngest users (11-12) did not all feel emotionally equipped to deal with receiving notifications related to contact tracing or a test result on their own. They reported that they would feel ‘scared’, ‘very worried and anxious’, ‘totally freaked out’. We recommend that if it is made available to 11-12 year olds, that there be parental involvement at each step. Some users felt that 13-14 would be a more appropriate minimum age.



Round 1 | Summary of Recommendations

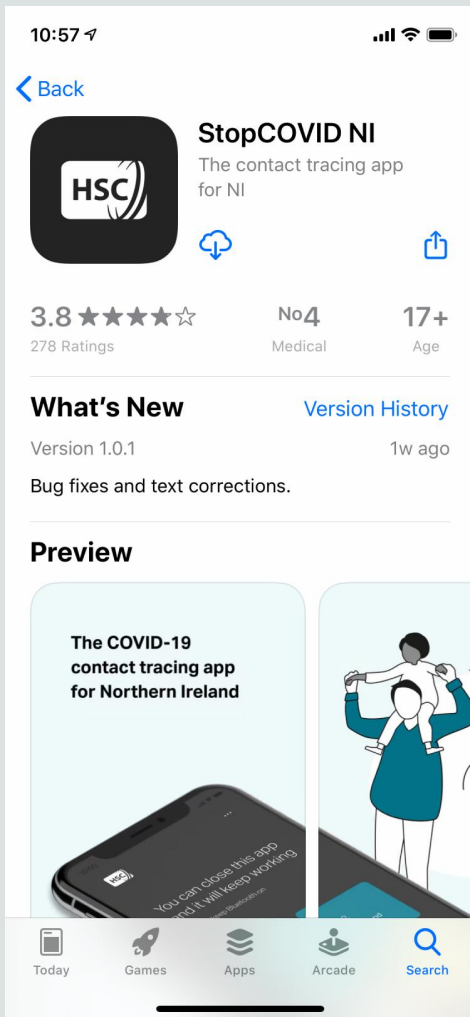
- Strike a balance between the seriousness of the subject matter, and providing reassurance
- Make the most important information ‘pop’, and keep it accurate, short and clear
- Use colour to build appeal, and signal the tone of the message
- Highlight the fact that users are unidentifiable – anonymity is critical
- Ensure clear direction on what course of action is required of the user
- Promote through a trusted, authentic figure
- Provide a ‘hand-holding’ experience for the youngest users



Round 1 | Part 4 of 4

Detailed User Feedback

(Current State App)



Download the app

Users were asked to respond to whether they understood what the app represents when they land on it through the app store.

All agreed that they would be happy to download it based on the description and how it looks.

If they were actively seeking it out, it is very clear and straightforward.

Users feel it looks professional and official – would know that it's a contact tracing app.

It is seen as direct and to the point.
Description is accurate and short:

“Does what it says on the tin” (15-17 yo)



You must be 18 or older
to use this app

I am 18 or older

I am under 18

Confirm age

Users saw this as being a very simple step, yet they would seek permission before clicking.

Perceived to be a very serious subject matter, and therefore most would not download without asking permission.

“It’s pointless to download if I’m under 18 as I could get caught out” (15-17 yo)

“It’s more serious than a game so I wouldn’t lie” (11-12 yo)

Colours and visuals give the impression that it’s for adults, and that it’s a medical app.

“Seems like a very medical thing – the bubble around the people” (13-14 yo)



How does this app work?



If you are in close contact with an app user who has added a positive COVID-19 test result to their app, this app will notify you. **You won't know who, when or where.**



If you test positive for COVID-19 you can add that result to this app. This will notify other app users that you have been in close contact with. **This app will never reveal your identity or location.**

Next

How it works

Users found this description clear and straightforward, with the most important information highlighted.

Users said they would read the description given the subject matter

“For an app like this I'd read the text, but for a game I wouldn't” (11-12 yo)

The way the information is presented makes it easy to read and understand.

“Not too cluttered – concise” (15-17 yo)

“Good that it explains for people that have the virus & those that don't” (15-17)

Anonymity is very important to the users.

“I don't want anyone else to know” (13-14 yo)



How is my privacy protected?



If you test positive for COVID-19 you will get a code by SMS text message from 'HSCresult'. When you put that code into this app you will be asked to share the random IDs that your phone has been swapping with other app users over the last 14 days. If you agree, these 'diagnosis keys' will allow us to tell those people that they have been exposed to COVID-19.

We will never ask you to reply to the SMS text message. Please ignore any message asking you to reply or send information.

Avoiding scams →

So that you can use this app

Avoiding scams →

So that you can use this app when travelling abroad we will securely share 'diagnosis keys' with other countries. This also means that apps used by visitors from those countries will work here.



This app will never track your identity or location, but it does collect some data. We will know the number of app users, the number of people in NI who enter 'HSCresult' codes, and the number of people in NI who are told that they have been exposed to COVID-19.

We need this data to prove that the app works, and to get it approved as a medical device.

Next

Privacy protection

Users are comfortable that their data will be protected and that they'll be safe from scams – but it needs to be abbreviated.

A lot of information – need to be summarised, using bullet-points with the section headings made larger and important words in bold.

“Seems a lot more complicated – lot of info for one paragraph” (11-12 yo)

“Would read a short summary – like this I would skip to bottom” (15-17 yo)

The part that appealed to this age group most was around avoiding scams.

Visual appearance is too dark and plain.



Are you happy to continue?



To protect your privacy, and tell you as soon as possible if you've been exposed to COVID-19, we use **automated processing**. This means that no human is involved in the process, and some people are uncomfortable with that. To be able to use this app you will be asked to turn on 'exposure notifications'. By doing this you are agreeing to the automated processing.

Do you agree to continue and start using this app?

If you tap 'Yes' you are accepting the Terms and Conditions.

[Read T&C's here](#) →

you've been exposed to COVID-19, we use **automated processing**. This means that no human is involved in the process, and some people are uncomfortable with that. To be able to use this app you will be asked to turn on 'exposure notifications'. By doing this you are agreeing to the automated processing.

Do you agree to continue and start using this app?

If you tap 'Yes' you are accepting the Terms and Conditions.

[Read T&C's here](#) →

Yes

No

You can choose to opt out at any time. To do this select 'Leave' in 'Settings' in this app.

Agree to continue

Users are comfortable with agreeing to continue and accepting the T&Cs (without reading them).

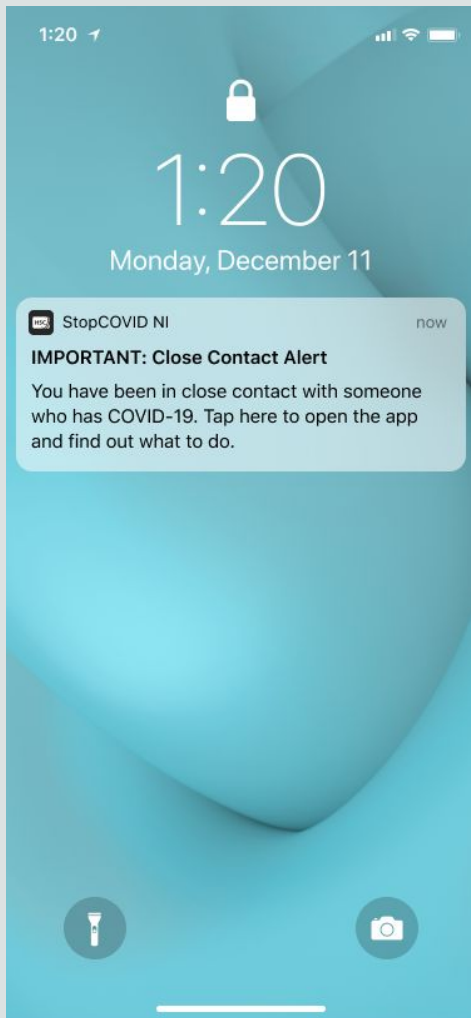
Most would not click into the T&Cs but appreciate that they are there. Only a couple of users said they would read them.

"They're too long and not relevant to our age" (13-14 yo)

The 'opt out' is seen as a positive - in that it gives you the option and is transparent in telling you how to leave.

"Opt out makes me feel safe" (15-17 yo).

Automated processing was not understood by most of the users – they don't know what it means or if they are expected to do anything.



Getting an alert

Users understood that this was a serious message on which they need to act.

Confused about the time and proximity of contact.

“How long ago was it – who was it and where?” (13-14 yo)

All would tell parents as a first instinct, as they reported feeling scared, anxious and “freaked out”. Some felt that the parent should get a separate notification.

“I might tap into it first, but would be really worried so would go straight to Mummy and Daddy” (15-17 yo)

The use of the word ‘Important’ highlights the seriousness of the notification.

● Action Required



You must self-isolate for 14 days

This is because you have been in close contact with someone who has COVID-19 and could be infected.

By self-isolating you will protect others and help prevent another lockdown. Thank you for doing this.

What is close contact? →

How do I self-isolate? →

I disagree with this advice →



Not feeling well?

Check your symptoms and book a test

Action required

This action seemed straightforward and clear, but many were alarmed by the drastic tone.

The way in which the action required is communicated felt *“drastic and in your face”* for many users across all age groups. The headline in red *“makes it very serious”*.

The instructions were well understood, and all users liked the format of how the information is presented – large headline, smaller body of contextual text, and the option to drill down into more info if needed.

Brighter, lighter colours were well received.

Users would like to see more on the symptom checker and booking a test – could be more prominent on the page.



Add Test Result



If you test positive for COVID-19 you can add that result to this app and alert others. This will never reveal your identity or location.

+ Add Test Result Code

Book a Test

Add test result

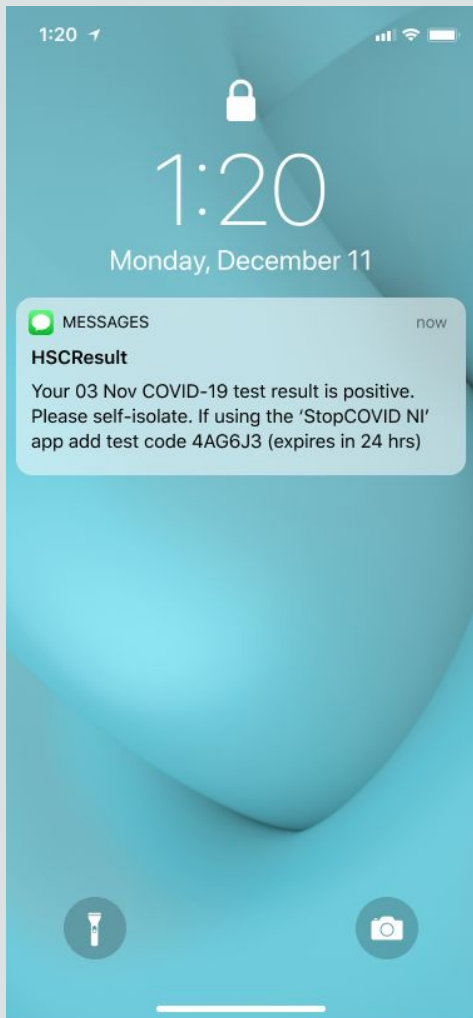
For the majority of testers, the instructions on this page are clear and straightforward: *“Would expect this and trust it’s safe”*.

There’s some confusion around why there’s a ‘book a test’ button on the page if they’ve already received their test result.

Anonymity is very important – all users expressed a worry that their peers at school would find out. They would tell their parents the head teacher at their school.

“The last sentence is good – it reassures you”
(15-17 yo)

“Happy for the app to do it for me but I would still want to tell my friends” (11-12 yo)



Test result notification

Users were prompted to reflect about how they would be feeling when they got their positive test result. It was seen as clear.

Users all reported that they would be worried to receive this but that it's clear what is expected from them. Again, they'd go straight to parents before entering the code.

The appearance of the notification doesn't communicate the importance or seriousness. Some were worried they wouldn't even see it in time.

"It looks like a text from 02 to tell me my data's running low" (15-17 yo)

"Could 'positive' be in all-caps?" (13-14 yo)

A mobile app interface on a yellow background. At the top left is a back arrow icon, and at the top right is a close 'X' icon. Below these is the text 'Add Test Result Code'. Underneath is a white rectangular input field containing the code '4 A G 6 J 3'. Below the input field is a black rectangular button with the word 'Submit' in white. At the bottom of the screen is a grey keyboard with white keys. The keyboard layout includes letters Q through P on the top row, A through L on the second row, and Z through M on the third row, along with a shift key, a delete key, a '123' key, an emoji key, a 'space' key, and a 'done' key. There are also icons for a globe and a microphone at the bottom.

←

×

Add Test Result Code

4 A G 6 J 3

Submit

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123 🌐 space done

Add test result code

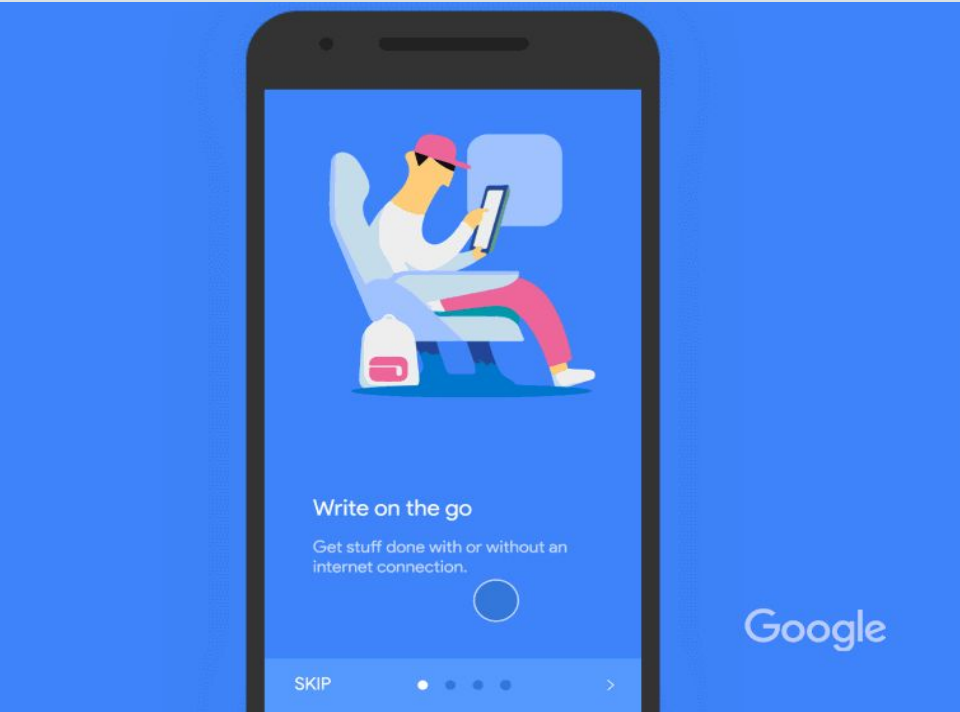
This was clear and straightforward. Users are accustomed to doing this in other apps.

Many of the users from across the age ranges suggested having the option to be able to 'copy the code from your messages', so they don't have to manually input the code.

"Copy, paste and submit" (11-12 yo)

Round 1 | Part 4 of 4

Detailed User Feedback (Stimulus)



Google

Users were shown visual stimulus from other categories to gauge reactions around the look and feel, as well as the way in which they communicate key information.

The use of bright colour and animations is seen as eye-catching and appealing for a younger audience. However, the Google animation was moving too fast to read the text.

“The transition screens look really professional and smooth” (11-12 yo)

“Colour makes it seem more for my age” (15-17 yo)

Simple imagery works well – doesn’t distract too much and still looks professional.

IKEA

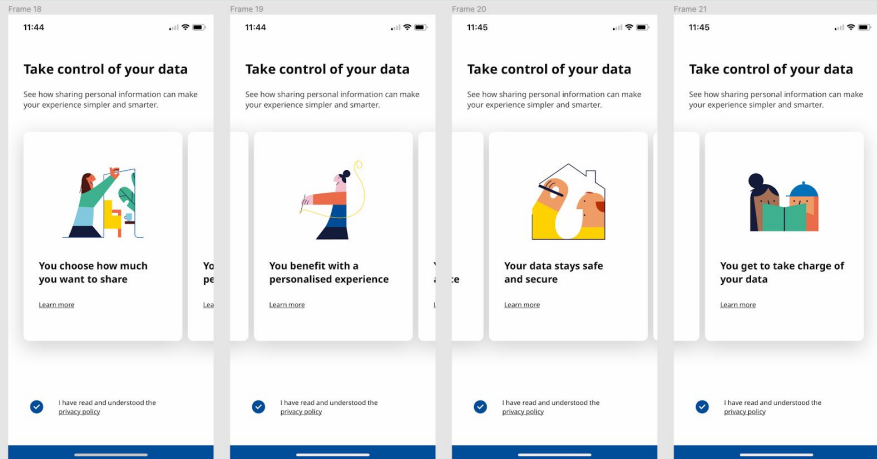
Users were asked to react to the visual representation of IKEA's privacy policy.

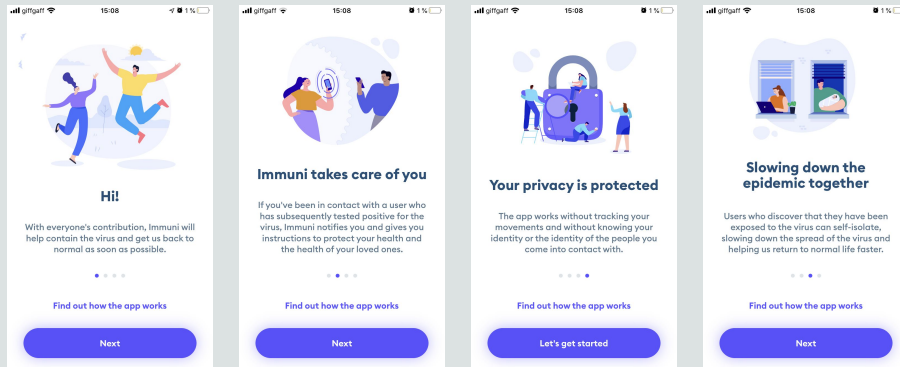
The abbreviated format is seen as a positive, with the most important information clearly standing out on the page – however, this level of abbreviation “*wouldn't be appropriate for a contact tracing app*”.

Users liked the fact you had to tick a box at the bottom to agree they had read the privacy policy.

All liked that you could click on down to learn more – but in this case they wouldn't.

This visual style wouldn't work for a serious subject such as contact tracing – it's “*too creative*”.





Immuni

Another contact tracing app, which users thought this was easier to read than the current StopCOVID NI app due to the simple style and abbreviated text.

Highlighted headings in larger text makes it easy to immediately understand. Seen as ***“better than a big block of text”***.

The visuals and the language make it seem friendly yet still professional.

The white background with bright colours in the visuals makes it clean and bright. A good balance of colour and simplicity.

Users like that you can click to learn more.

‘Future State’ StopCOVID NI app

Users were shown an alternative version of what the current app could look like. All unanimously preferred this version by far - even compared with the other stimulus they were presented with.

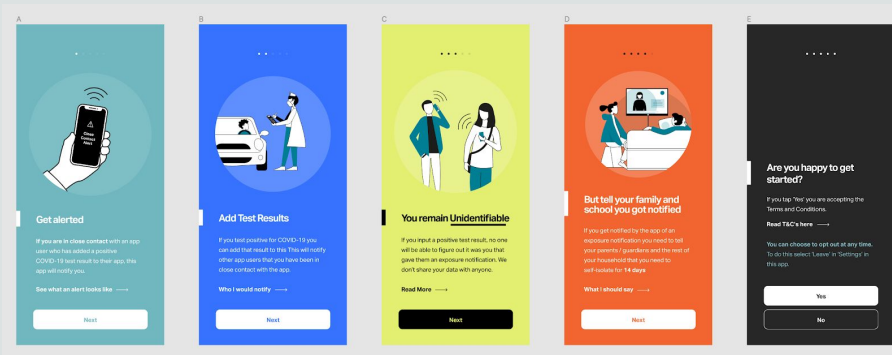
Colour makes this highly appealing – bright enough to make it ‘pop’, but without being too frivolous.

“Colours are ‘Wow! Read this!’ (11-12 yo)

The visuals make it appear very professional and relate well to the text.

“Illustrations help lazy teenagers” (15-17 yo)

Users prefer the abbreviated style and agree it makes it easier to understand the action required.



Round 1 | Part 4 of 4

Detailed User Feedback

(Promotion of the app)

Promoting the StopCOVID NI App

We asked users who they felt would be an appropriate person to promote the app – prompting them with the notion of influencers, celebrities, public figures, politicians.

Most users did not feel that social media influencers had the credibility to talk about contact tracing:

- *“They might have a big following but I wouldn’t trust them with something this serious” (15-17 yo)*

It should be a trusted figure that’s an authority on the subject, yet someone that young people can relate to. These include politicians, educators, medical professionals and sportspeople.

- *“It could be a local MLA – young people are involved in politics nowadays more than ever, so we could relate to someone in politics”*
- *“I would listen to my head teacher – if they told me to download it in school I would, as we have already been told by the school to download apps during lockdown”*



**NI sports figures –
James McClean &
Rory McIlroy**



Local MLAs



Head Teacher



Medical Professional



User Research

Round 2



We conducted a further six small group qualitative interviews with 22 young people aged 11-17 from across NI.

This time using 'friendship pairs' (one person from round 1 of the user testing & a friend). As before, we recruited a representative cross-section from across the province.

Groups included a representative cross-section of locations (Belfast, L'Derry, Omagh, Newry), socioeconomic class, religion, gender, ethnicity and learning abilities.

Interviews were 60 minutes long, with four participants per group to ensure an informal discussion where the young people felt safe to open up and express their opinions.

The sessions were framed using visual stimulus of new user interface design for the StopCOVID NI app, informed by the findings from Round 1.

Group 1

11-12 Year olds – Mid-tier socioeconomic class (SEC)

Group 2

13-14 Year olds – Lower-tier SEC

Group 3

15-17 Year olds – Lower-tier SEC

Group 4

11-12 Year olds – Lower-tier SEC

Group 5

13-14 Year olds – Mid-tier SEC

Group 6

15-17 Year olds – Mid-tier SEC

Round 2 | Part 1 of 4

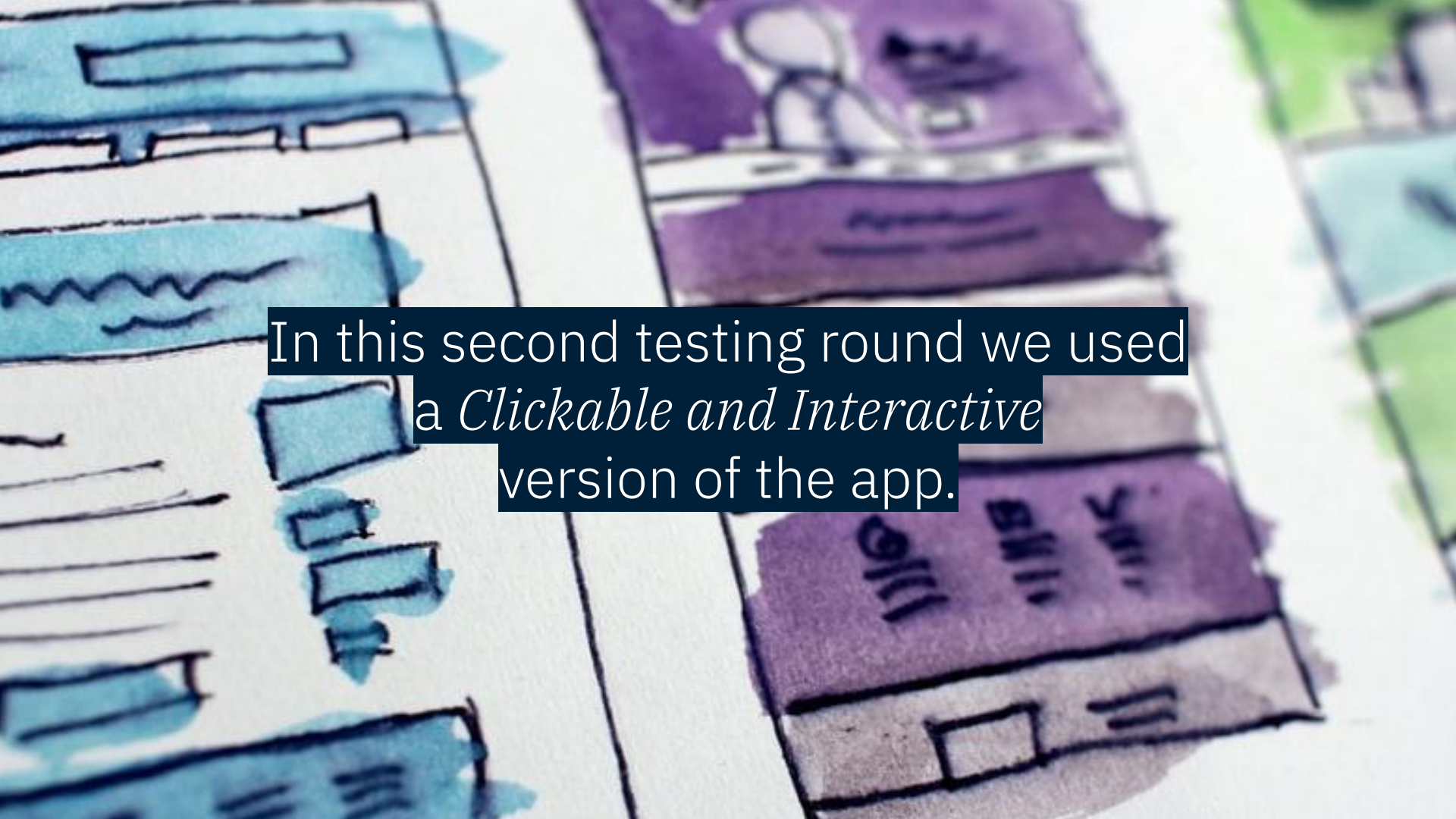
Research Objectives



[Objectives]

- Test V2 of the StopCOVID NI app with 11-17year olds through in-depth qualitative interviews in 'friendship pairs', engaging half of the cohort from round 1 of the user testing, and half the respondents for the first time – with the aim of gathering a balanced perspective on the user experience.
- Get feedback on the functional changes within V2 of the app, to validate that the user experience is appropriate, clear and appealing to a younger audience.
- Test the explanations offered to the younger audience within the app.
- Set out immediate actions to improve the user experience and highlight any elements that need to change.



A hand-drawn sketch of a city street scene. On the left, there are several blue buildings of varying heights, some with windows. On the right, there are purple buildings, also with windows. The street is represented by a central white area. The drawing is done in a simple, sketchy style with black outlines and flat color washes.

In this second testing round we used
a *Clickable and Interactive*
version of the app.

Round 2 | Part 2 of 4

Quick Summary



[Quick Summary]

- During the second round of testing, users seemed much more confident and enthusiastic about using the app, as it was presented in a format that was much more relatable for them – bright, bite-sized content, with important information highlighted.
- The flow of the app was easy to navigate and understand, and the inclusion of information on what to expect next gave a sense of reassurance.
- Including parents in the user journey for the youngest age group and to some extent the 13-14 year old group was well received and offered the reassurance they need.
- Overall, users had a positive experience with the app, and felt it was designed to fit with their needs and allow them to use with confidence.



Round 2 | Part 3 of 4

Recommendations

***“This is so much more kid-friendly.
The colours, illustrations and
important information in bold make
it something I would use”***

(11-12 year old)



Recommendation #1

Make it clear that the app is private and not tracking location

Users want to feel a sense of security that no-one is going to find out if they do test positive, and that the app doesn't use their location to identify them. Many thought the app may reveal clues to others about their identity based on their location. We recommend strengthening the message that the app does not know or share their personal information, and their identity will remain anonymous.



Recommendation #2

Review the order of explainer content

Users liked the explainer pages that set up the benefits of the app. Some get the point across more clearly than others. Those mentioned as most useful and easy to understand are: ‘Nobody else will find out’ and ‘Be the first to know’. We recommend changing the heading of ‘Stop spreading’ to something that links better to the body of text below, and adjust content to create a better understanding of how the app works sooner..



Recommendation #3

Clarify that Bluetooth won't drain the battery

Many users have Bluetooth on as a default, since they're usually connecting to AirPods or a Bluetooth speaker, and others use energy saving tricks such as switching to airplane mode and using wifi when using Bluetooth. However, they perceive that having the app running in the background will drain their battery and affect other devices on Bluetooth. They need to be reassured that using the app will have a minimal effect on their energy usage, and that it is running at a very low level.



Recommendation #4

Signal “What to expect next”

It is very important for users to have the reassurance of what may come next, so they can feel prepared and understand how critical the next course of action may be – and when to involve a parent or guardian. They should know when and how they may be contacted, and what the next steps are should they need to take action. Within the notifications, make sure it's evident that this is important – keep upper case letters and bold where possible.



Recommendation #5

Ensure all copy is bite-sized

Short chunks of text are preferable for this younger audience, but especially important for those with additional needs. Almost $\frac{1}{4}$ of the users we spoke to had some form of additional needs – ADHD, Asperger's or motor dyspraxia, and they expressed that they struggle with large bodies of text. We recommend that anywhere there are long paragraphs (privacy/ T&Cs), break it up using visual icons, colour or bullet-points.



Recommendation #6

Distinguish the difference between the app and manual contact tracing

Some users did not understand that they do not need to personally contact those they had been in close contact with once they received a notification to self isolate. It could be helpful to explain how the app works alongside manual contact tracing and doesn't replace it.



Recommendation #7

“Learn more...” should be more prominent

A few users weren't clear on the action required of the 'learn more' link on some screens, as it has an arrow next to it. Many thought it was a prompt to move to the next page. Since some of the pages have a 'yes/no' or 'next' button below the 'learn more', it is getting lost on the page. We recommend making the link more prominent on the page and clarify how users should navigate between screens.



Recommendation #8

Make technical content less prominent

The first paragraph in the ‘Stop it spreading’ section mentions ‘diagnosis keys’, which were not understood by any of the users - even when the phrase was replaced with ‘random IDs’. It’s just too technical for any of these users to grasp; even amongst the older age group. We recommend moving this kind of information to less prominent positions, so we don’t completely lose the attention of younger users.



Round 2 | Summary of Recommendations

- Make it clear that the app is private and not tracking information
- Review the order of ‘explainer’ content
- Clarify that Bluetooth won’t drain the battery
- Signal “what to expect next”
- Ensure all copy is bite-sized
- Distinguish the difference between the app and manual contact tracing
- “Learn more” should be more prominent
- Make technical content less prominent



Round 2 | Part 4 of 4

Detailed User Feedback



What age are you?

I am 16 or older

I am 13 – 15

I am 11 – 12

I am under 11

Confirm age

This step is very clear for users, and they would be comfortable completing it by themselves.

Very straightforward action – users would feel comfortable completing this step without the assistance of a parent or guardian.

*“No issues with this – fine to go ahead”
(13-15 yo)*



If you are 11 or 12
you need help from your parent
or guardian for this next bit.

To protect your privacy and rights
you will need their permission to
use the app

Continue with parent/guardian

Back

Usage consent: (11-12 year olds)

Users understood that this step is an important one, and therefore would have no issue enlisting the assistance of a parent/guardian.

The visual style clearly communicates that it is a 'warning' – the colour and the use of an exclamation point in the visual were well received and got their attention.

"The '!' really got my attention"

"I really like the illustration"

Clear at this stage what they are expected to do and presented in a way that they easily understand.

"Definitely understand what's going on"



Ask a parent or guardian to
help you if you have questions
about using this app.

It's also important to tell them if you have
been in contact with someone who
has COVID-19.

Continue

Back

Usage consent: (13-15 year olds)

This step is clear and simple for users to understand and proceed with.

Users like that this step is included, especially for those that might need the reassurance of an adult for certain parts of the app.

“It’s good to have this for younger people”

However, one person felt that could use the app on their own without parental/ guardian assistance.

“I could easily do this myself”

Visual style was well received, but one user felt the colours were hard to read.

Users liked having the option to navigate back.



Only people living in Northern
Ireland can use this app.

To be able to put a COVID-19 test result
into the app, your child must be linked to
the NI lab test result registry.

Does your child live in NI?

Yes

No

Confirmation of residency: (11-12 year olds)

It was clear to users what they should do to
complete this step, and they welcomed being
told the reason for doing so.

A couple of users were not clear on who
should complete it – whether it was them or
their parent/ guardian.

“Your Mum or Dad or you can do this”

Perceived as being straight to the point and
consistent in layout.

“Same as last slide so it’s consistent”

“Telling you what it is – straight to the point”



Only people living in Northern
Ireland can use this app.

Ask you parent or guardian for help if
you're not sure how to answer some of
the following questions.

Do you live in NI?

Yes

No

Confirmation of residency: (13-15 year olds)

This age group were very clear on what they were being asked to do, and the context of confirming residency in NI.

Users within this age group would complete this step without the aid of a parent/guardian.

"I would just do this myself without any help"

This page seen as straightforward and well understood.

"There are different rules for different places, so I get it"

"Very clear and straightforward"



Only people living in Northern
Ireland can use this app.

Ask you parent or guardian for help if
you're not sure how to answer some of
the following questions.

Do you live in NI?

Yes

No

Confirmation of residency: (16-17 year olds)

This older age group clearly understood this section, had no issue with completing this step and would require no assistance.

Users saw this page and the action required as clear, simple and easy to understand.

They perceived the visual style to be consistent with the rest of the app.

“Things go well together – it’s really consistent”



Help others

Using this app will slow the spread of COVID-19. This supports the health services, and helps us avoid lockdowns. You are really helping to save lives.

Thank you.

Next

How it works: Help others

Users like that this slide shows clearly shows the emotional benefit to them in using the app. It was very clearly understood.

Users felt very encouraged by the message on this page – it would galvanise them to take action and spread the word.

“Feels like you’re doing something good – I would share with my friends so they can help save lives” (11-12yo)

The image helps reinforce the message of helping others.

“The picture shows you can be safe around others” (15-17 yo)



Be the first to know

If you are in close contact with an app user who has told their app that they have COVID-19, you will get an alert.

What do alerts look like? —>

Next

How it works: Be the first to know

Users felt that the heading of this page clearly explains what to expect and offers them reassurance.

They found this page to be engaging in terms of them being the first to know and setting up what to expect next.

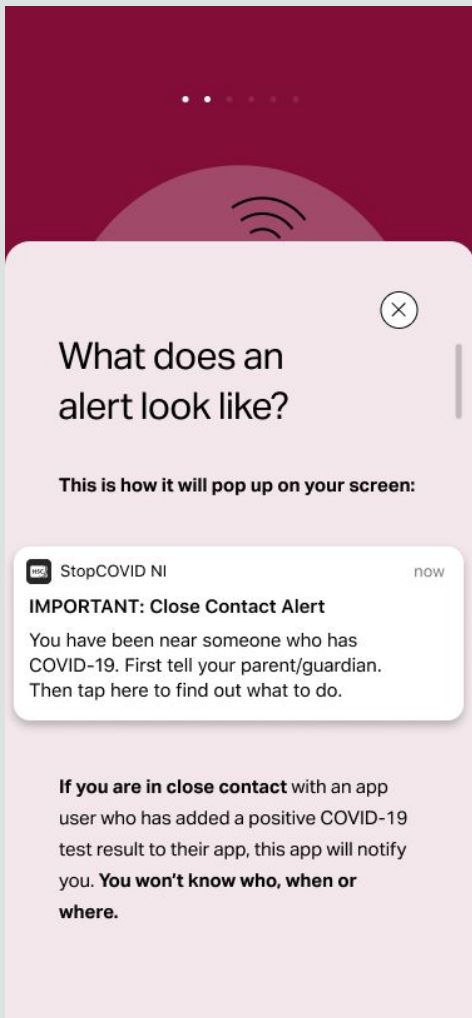
“I like that I can find out what an alert is going to look like” (11-12 yo)

“Helps me understand what to do next” (13-15 yo)

Use of colour and illustrations make it more appealing to this younger audience.

“Makes it more kid-friendly” (11-12yo)

“Colour makes it stand out” (16-17 yo)



Alert example: (11-15 year olds)

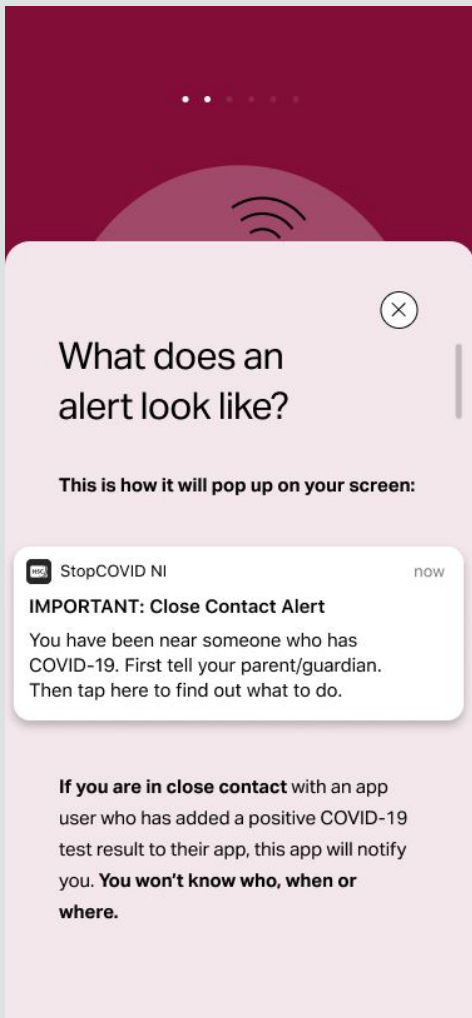
Providing a sample notification is seen as a welcome step in preparing users for what could come next.

Setting up what an alert could look like helps prime users *“wouldn’t be so freaked out”*. They would also pay more attention should it come through on the app.

“Good to know to look out for it so I don’t just swipe it away” (11-12yo)

Highlighting anonymity helps allay some of their fears about their peers finding out.

“Good other people at school wouldn’t know I might have Covid” (13-15 yo)



Alert example: (16-17 year olds)

Users within this age group also need to be shown what to expect and are happy to go through this stage unassisted.

Seen as a means of helping them understand what it means and how to cope with getting a notification.

“If I got this on my phone, I would know what it means”

“I would want to know what to expect”

Perceived as being clear and simple, with the most important information standing out on the notification.

“I like how ‘IMPORTANT’ is in bold”



Stop it spreading

If you test positive for COVID-19 you can tell this app. Other app users that you've been close to will then be told that they may have been exposed.

Tell me more about this →

Next

How it works: Stop it spreading

Users felt this summarises the information well and welcome direction on what to do.

Just the right amount of information and explained in a way that is easy to 'get' – users also like having the option to read more.

"Summarises it well – just enough info"
(16-17yo)

"I would want to go on a read more – with my parents" (11-12yo)

Whilst users said it was clear, most didn't make the connection to the content through the title – may be too broad. And 'tell me more about this' doesn't explain what they're learning more about.

Stop it spreading



If you test positive for COVID-19 you will get a code by SMS text message from **'HSCresult'**. When you put that code into this app you will be asked to share the random IDs that your phone has been swapping with other app users over the last 14 days. If you agree, these 'diagnosis keys' will allow us to tell those people that they have been exposed to COVID-19.

MESSAGES now

HSCresult

Your 03 Aug COVID-19 test result is POSITIVE. Please self-isolate. If using the 'StopCOVID NI' app add test code ***** (expires in 24 hrs)

We will never ask you to reply to the

last 14 days. If you agree, these 'diagnosis keys' will allow us to tell those people that they have been exposed to COVID-19.

MESSAGES now

HSCresult

Your 03 Aug COVID-19 test result is POSITIVE. Please self-isolate. If using the 'StopCOVID NI' app add test code ***** (expires in 24 hrs)

We will never ask you to reply to the SMS text message. Please ignore any message asking you to reply or send information.

Avoiding scams →

So that you can use this app when travelling abroad we will securely share 'diagnosis keys' with other countries. This also means that apps used by visitors from those countries will work here.

Stop it spreading: More info

Users were asked to explain their interpretation of this section – the text message is understood, but the first paragraph is too technical and wordy.

All users struggled to explain the first paragraph – it is too technical for them to understand, and the body of text too dense for them to read. The information that follows is well formatted.

"I have ADHD – this needs to be simplified so others like me would understand" (11-12yo)

"Bullet-points would be better" (15-17yo)

"I like how the rest of the page is highlighted and in bold" (15-17yo)

"What the hell is a diagnosis key?" (15-17yo)

• • • • •



Nobody else will know

If you tell the app you have COVID-19, nobody else will know. This app never knows your name or where you are, so it's completely private.

More about privacy →

Next

How it works: Nobody else will know

Users particularly liked this slide, as it gives them a sense of security and assurance of privacy.

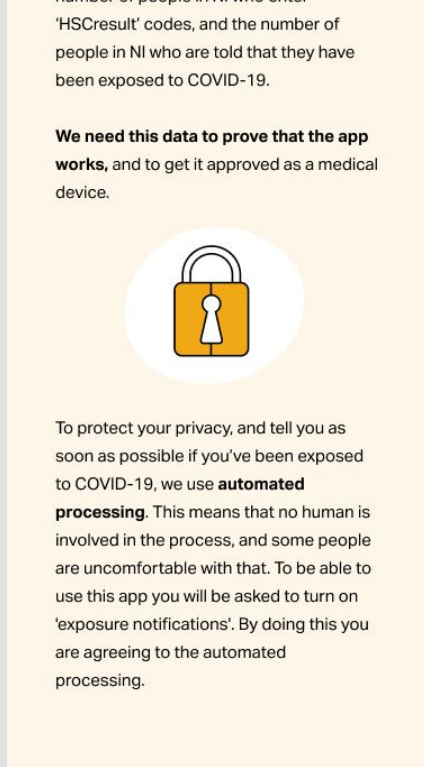
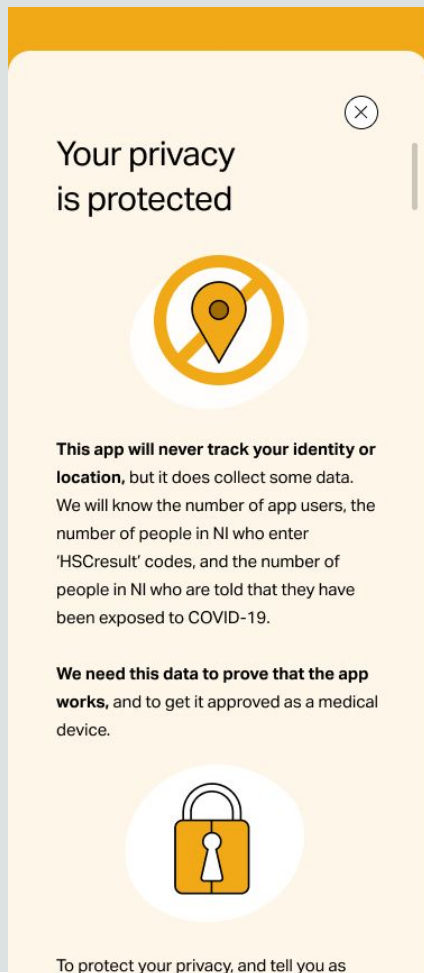
The content in this slide was seen to bring clarity and reassurance, so moving it to the front of the explainer slides would make more sense.

“It explains it really well, and is the best of all the slides” (15-17yo)

“It should explain right at the start that it doesn’t use your location” (13-14yo)

“Gives you a sense of security – you’re assured the app won’t tell anyone”

The visual helps reinforce the message around privacy, and links well with the text.



Privacy policy

The layout of this section was well understood and liked - the format makes it easy for users to read and digest.

Users liked the use of icons to break up the sections, highlighting the key information and keeping it short.

“Good that the important sentences are highlighted” (13-15yo)

“Images make it easier to read – breaks up the text” (16-17yo)

Users trusted that the app wasn't tracking them and is explained in a reassuring way.

“It's good that I can trust it's not tracking me” (13-15yo)

“It's serious but less daunting” (11-12yo)

.....

Are you happy for your child to use this app?

If you tap 'Yes' you are accepting the Terms and Conditions.

[Read T&C's here](#) —→

[→] **Your child can opt out at any time.** To do this select 'Leave' in 'Settings' in this app.

Yes

No

Accepting T&Cs: (11-12 year olds)

This young age group were happy to comply with a parent or guardian completing the task on their behalf.

The ability to opt out is pleasing for users, and they like that it is also instructive.

“Opt out would make me feel twice as comfortable”

“I like that you can change your mind”

The visual appearance of the page is seen to be clean and simple.

“Looks pleasing from the colour perspective, and also the words”

.....

Are you happy to start using this app?

If you tap 'Yes' you are accepting the Terms and Conditions.

Read T&C's here →

[→] **You can opt out at any time.**
To do this select 'Leave' in
'Settings' in this app.

Yes

No

Accepting T&Cs: (13-17 year olds)

Users saw this as being a very short and simple step, with the ability to opt out as a big plus.

Having clear instruction on how to opt out was seen as a positive, with one user stating: *“It’s nearly too easy to opt out – you should remind people that by staying they are saving lives” (16-17)*

The group recognised the importance of having the T&Cs in this section, and whilst not all said they would read them, the format should be short, concise paragraphs with key info in bold.

“No one will read the T&Cs if they are too long and wordy” (16-17)



Setting up this phone

Next, you will be asked for your permission to enable contact tracing technologies and notifications for this app. Make sure Bluetooth is on.

Please give your permission so that the app can work properly.

Next

Permissions

Users felt this section was easily understood and would all comply with giving permission and enabling Bluetooth.

Most users have their Bluetooth on as a default since they are often using AirPods and Bluetooth speakers, but sometimes turn off to save power, so need a reminder.

“I would need a reminder to keep my Bluetooth turned on” (13-15yo)

Others were concerned about the app draining the battery or affecting other devices, so it needs to explain otherwise.

“It uses your battery, so you make the Bluetooth thing in bold” (16-17yo)

“Would this affect my other Bluetooth devices?” (13-15yo)



You can close this app
and it will keep working

⌘ Please keep Bluetooth on



Tracing
Active



Share and
Protect



About
this app



Add Test
Result



Not feeling well?

Check if you have
COVID-19 symptoms
and book a test

Thank you for helping save lives

Home

The visual appearance and the shortcuts to all functions within the app were very well received by all users.

Users felt the interface was very clear and easy to navigate.

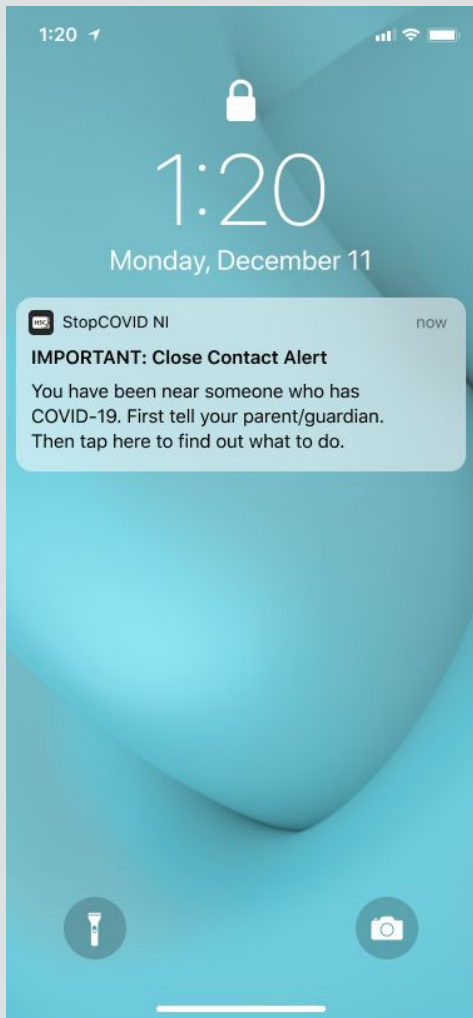
“Like how straightforward it is and that everything is in four squares” (11-12yo)

“Really clear and sharp – not confusing at all” (16-17yo)

Users appreciated the links to useful resources and information.

“Great you can book a test online – most people wouldn’t know where” (11-12yo)

“Like the access to reliable information” (13-15yo)



Getting an alert: (11-15 year olds)

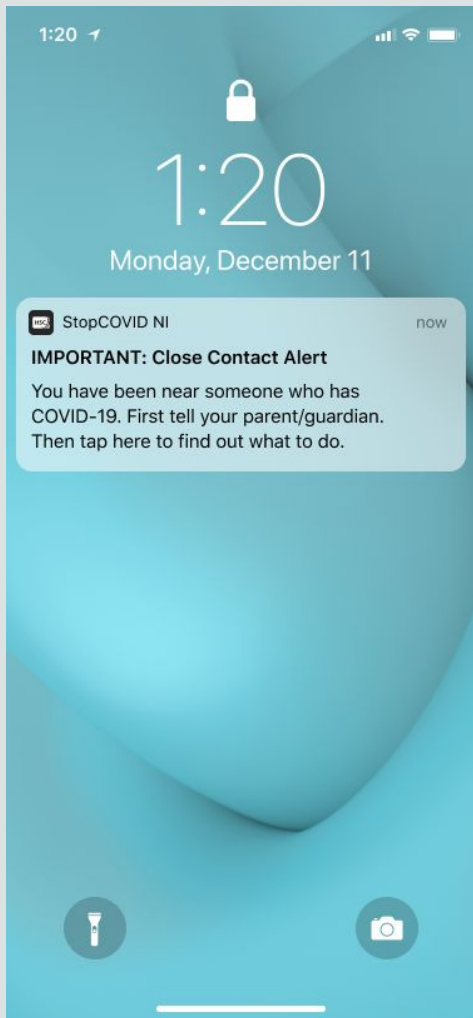
Users in the younger age groups all agreed they would have no issue with telling their parent/guardian before proceeding.

They recognise the significance of this notification, and the way in which the information is presented is clear enough for them to know what to do.

“Some younger people might not know what to do so it’s good that it tells you to get your parent” (13-15yo)

However, some users felt it looked like a systems notification and that they might ignore or swipe it away.

“Looks a bit like a system alert, I might ignore it” (13-15yo)



Getting an alert: (16-17 year olds)

Users understood the notification and were happy to proceed on their own to find out what action is required of them.

Having 'IMPORTANT' written as upper case bold ensured that this group would action the notification.

"This would grab my attention, especially if the app is not sending you many notifications"

"Important in bold is something I have never seen before"

One user expressed that 'tap here' should be underlined or in bold to show the action required.

Action Required

Speak to your parent/guardian.

You have been in close contact with someone who has COVID-19 and could be infected.

You must self-isolate for 14 days.



Not feeling well?

Check your symptoms and book a test

What are the next steps?

First, you need to show this message to your parent/guardian. They will help you take the following actions:



Self-isolate

You must self-isolate for 14 days. By self-isolating you will protect others and help prevent another lockdown.

lockdown.

[READ OUR GUIDE](#) →



Check your symptoms

Check your symptoms, even mild ones, and monitor your progress.



Book a test

If you are experiencing symptoms, ask your parent to help you book a test.

[READ OUR GUIDE](#) →



Avoid social interactions

Whenever possible, avoid contact with other members of your household.



Ring Community Helpline

There is also a helpline setup to help out, in case you need support. Please call them on 0808 802 0020.

More Information

[About COVID symptoms](#) →

[What is close contact?](#) →

[Self-isolation for children](#) →

[I disagree with this advice](#) →

Action required: (11-15 year olds)

The information was well understood, and users welcomed the next steps; however this section is still seen as hard-hitting so they would want their parent/ guardian with them.

Asking parents/ guardians to step in at this point is very much welcomed – users would look to them for reassurance.

*“With all the reassuring stuff this is then scary”
(11-12yo)*

“Would have my parents next to me to reassure me” (11-12yo)

‘Next steps’ has the right level of detail but could be made more visually appealing.

“Too long – should be bullet points” (13-15yo)

“Needs colour, too black & white” (13-15yo)

● Action Required



You must self-isolate for 14 days

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[I disagree with this advice](#) →

Action required: (16-17 year olds)

This group of users would all follow the instructions without question – the red and bold headline make it feel important.

There was some confusion around close contact and whether they also had to inform those they had been in close contact with.

“Do I have to tell the people I have been with if I get a close contact alert?”

Next steps are seen as being really helpful, and in the right order in terms of the actions required.

“Next steps would be very helpful – all there and clear and in the right order”

BIGMOTIVE

Thanks.

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