



COVID LIFE CHANGE 2020 STUDY

USER RESEARCH SUMMARY

June 2020

<http://www.mindyourgaps.com>

A YEAR TO RECKON, A NEW WAVE

The year 2020 will be etched in our minds forever! A historical life-changing event with the world coming to literally a standstill with the Covid-19 pandemic caused by the Coronavirus.

“Unprecedented” has been the most over used word and not without good reason. Masks, Lockdown, Quarantine, Shelter-in-Place, Social Distancing, the end of an old normal, as we wait for the start of a new normal. What is the new normal going to be like? For a change, we don't know. We are not in control.

What are people thinking, feeling and doing?

Through a questionnaire and some follow up interviews, plus social media crawl on various sites, Mind Your Gaps conducted a study to get answers to these questions and more. Fifty people in the United States, most from the Dallas metro area, and the rest from other states in the US and Australia, provided detailed responses.

Based on current experiences of people, in the first phase of this project, the goal was to understand the ways in which our current life experiences could be made better. What are the resources that we already have and information we have access to? What do we still need, knowing it will be plenty! The second phase of the project is still being defined.

This document is simply a snapshot, a summary of current and future needs, a tiny sampling of resources available to fulfill them, innovations that are underway, and a couple of quotes from the respondents. Please contact the author if you want to receive the free and full 67-page research report. This would be useful for organizations that are looking for ideas on moving forward with initiatives without requiring to re-invent the wheel, and it would also be of interest to entrepreneurs who might be looking for ideas to produce or manufacture a product. It could also serve as a starting point for projects in the area of Service design. Contact us at Mind Your Gaps, jshankar@mindyourgaps.com

50 People

8 States in the US

2 States in Australia

8 Professions



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IMPACTS ON LIFE: 5 KEY THEMES



HYGIENE, HABITS AND SAFETY



PERSONAL AND SOCIAL WELL BEING



FEAR AND ANXIETY



SERVICES



PROFESSIONAL LIFE



the new normal





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HYGIENE, HABITS AND SAFETY

Washing hands, using sanitizers and wipes, cleaning inside and out so much more often, not getting household help, cleaning groceries, trying to keep masks on despite its discomfort, just getting around simple everyday errands has become a big pain that takes up a lot of time.

Five Themes

Personal Hygiene and safety

Handling things more hygienically and safely

Cleaning Habits

Food Habits

Seniors health and safety

“Cooking diverse meals by using vegetables that never used before or recipes I never tried before. Started watching YouTube to get recipes”

“Being conscious of our habits and hygiene is one thing but being obsessed and fearful is nothing short of annoying and at times, stressful, as we navigate our simple daily errands!”

What innovations are we seeing and what else do we want in the future? And what are some currently available resources?

- ✚ Masks that can be worn with less discomfort, a special category of that being seniors, those that will allow doctors and patients to see each other and understand each other clearly, enable reassurance to be still be communicated well through facial expressions....
- ✚ Gadgets that will disinfect and clean indoors
- ✚ Easy quarantining of stuff that we bring home
- ✚ More contactless deliveries
- ✚ Contactless touchpoints
- ✚ Education and Training
- ✚ Cross-border emergency response system

For many more upcoming improvements, innovations, and current resources, request the free and full report.



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PERSONAL AND SOCIAL WELL BEING

Socializing with activities on Zoom cooking, happy hours, music, games, Yoga and exercises are very popular. More outdoor exercise, time for walks. More work-life balance for some but missing interactions at work and colleagues. Difficult and isolating for seniors. Mixed reactions from people about liking the Work-from-Home situation.

Five Themes

Socializing

What innovations are we seeing and what else do we want in the future? And what are some currently available resources?

Activities and Exercise

- ✚ People cannot exist without socializing and need tools and other ways to feel less isolated.

Time with self

- ✚ Having family time to avoid loneliness for seniors will be very important for mental health of seniors. What better alternatives can we expect so that they can experience their loved ones closer?

Time with family

Work from home

- ✚ How can we find a way to keep up their physical well-being as their physical therapists cannot come to them?

“Making an effort to wave to people, talk to a neighbor and be respectful and kind”

- ✚ How can people continue to self-discipline themselves and find time to pursue their hobbies and interests?

“A time to connect and rekindle with family and friends over video calls. Connecting to those one has not talked to for years”

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FEAR AND ANXIETY

This is one area where there is a lot of uncertainty, concern and anxiety of all kinds. From the future of education in schools and colleges, to doctors seeing patients, sick people getting fearful about going to doctors and hospitals, experiencing shortages, to mistrust in media, leadership and more.

Five Themes

Fear and Anxiety of patients

Concerns from doctors

Fear and anxiety on a variety of matters

Frustration at leadership in all levels and media

Concerns about School and College at home

“Worried about going to the doctor's office/ hospital/ER/ kind of places to get any other ailment checked out, for the fear of catching Covid”

“Media is a mess of facts and fiction, to ask for a source that can be trusted seems to be asking for the moon. I would rather trust my own instincts and common sense in day to day living”.

What innovations are we seeing and what else do we want in the future? And what are some currently available resources?

- ✚ Innovations and Improvements in Healthcare equipment and services such as wireless wearable temperature monitoring devices.
- ✚ The 3D printer is being used to produce airplane parts can be used to produce respiratory ventilators, masks and much else.
- ✚ Many companies have got involved in producing ventilators, filters, sanitizers and many products that address worries about shortages.
- ✚ Provide easy access to important information and advertise it so that people know where to go when needed. Communication via different channels is a huge need.

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“It's been a challenge to don and doff PPE, which makes all aspects of patient care that much clumsier and harder. Hard to talk through



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SERVICES

The service industry has been completely impacted and they are following a bunch of procedures to make a semblance of a comeback and trying to instill confidence in customers. We are using essential services but it remains to be seen how willing and how long it will take for people to use other services, and any workarounds that will be devised when they restart.

Five Themes

Dining Out

Flying

Staying at Hotels

Groceries and Essentials

Some other Services

What innovations are we seeing and what else do we want in the future? And what are some currently available resources?

- ✚ Something has to be done so that security personnel can see the faces of people travelling which is covered by a mask.
- ✚ Guidelines are issued by CDC on how to dine safely in a restaurant, there are guidelines and some best practices being published for aviation, hotels and other service industries and the report provides resources.
- ✚ Shopping innovation by Grabango technology
- ✚ Procturu for keeping an eye on students as they take online exams is being used. There are tons of resources for education.

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“Seeing the cart wiped in front of my eyes makes a difference and not simply seeing parked carts that are under a sign saying they have been cleaned”

“There are many articles, pictures and complaints about airlines not honoring social distancing on flights and people refusing to wear masks. I don’t feel like flying anywhere unless I have to!”

“Children in middle and high school appears to have become free pass. School system could have tried for some online teaching”.



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PROFESSIONAL LIFE

People's professional lives have been impacted in different ways. In this study, there were respondents from different professions and we got a perspective on how they were managing their work aspects. Clearly, some professions were more impacted than others, the desire to work from home depended upon personalities and roles, and there is a scramble by all to establish an effective online presence!

Five Themes

Physical: equipment, space, connectivity

Discipline

Efficiency, Productivity, Focus

Communication, Collaboration, Team spirit and Bonding

Miss networking with colleagues

What innovations are we seeing and what else do we want in the future?

- ✚ Best practices for remote working
- ✚ Best practices for managing a remote team
- ✚ Tools for remote working, collaboration, Project management etc.
- ✚ Digital transformation of businesses

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“My company has been conservative and not encouraged working from home much before, but now I think they understand that being remote does not necessarily mean low productivity”.

“My mitigation approach has been to get dressed in office wear and get on to my little office and start work and put reminders on my phone when to STOP work”.



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WHAT DO PEOPLE SAY THE FUTURE HOLDS?

“We won’t have changed much as a society”

“People have poor memories. We will forget about this a year from now when we have the vaccines and meds”

“New models are here to stay in parallel. People will bounce back to what they feel more comfortable”

“Fear and apprehension will remain”

“More online businesses will open up”

“People will have to be smarter and creative to meet the new job markets”

“Mindset of companies will hopefully have changed”

“We will be more aware of the environment”

“People talk about being nice to each other but in reality they are more antagonistic to each other and we are more divided”



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If you are a business undergoing digital transformation, moving to a more online presence, and you want to improve your Customer Experience (CX), Employee experience (EX) and processes, or need training and documentation, please contact us at Mind Your Gaps, <http://www.mindyourgaps.com>, ishankar@mindyourgaps.com

And please check Website for more information at <http://www.mindyourgaps.com>