

First Aid App Study



Contents

Project Objective:	2
Apps Reviewed	2
1. Features Studied	3
1.1. GPS Location/Check In	3
1.2. Knowledge Test/Quiz	4
1.3. Symptom Checker	5
1.4. Available Offline	6
1.5. Downloadable Information	7
1.6. Learn More	8
1.7. Language Selection	9
1.8. CALL for Help	10
2. Communication	11
2.0. How people process information in crisis	11
2.1. Keyword Search	12
2.2. Voice Search	13
2.3. Audio Narrated Instructions	14
2.4. Video Instructions	15
2.5. Images	16
2.5. Text	18
2.6. Timers	21

Project Objective:

Our Goal is to provide excellence in first aid content instruction and learning.

To achieve this we reviewed apps to ascertain how we compare and what we need to change. The apps were reviewed via android mobile phone so may display differently on other devices.

[Data Spreadsheet](#)

Apps Reviewed

Below is the list of apps reviewed based on Google Play Top Apps (excluding game style apps) and also an Australian Government app (Health Direct) and Royal Children Hospital app (RCH Kids Health):

 iFirst Aid Free first aid information app by Survival Emergency Products	 St John Ambulance Australia Free first aid information app by St John Ambulance Australia	 Australian Red Cross Free first aid information app by Australian Red Cross
 First Aid Kits Australia Free first aid information app by Viveo Group	 Health Direct Free health information app by Healthdirect Australia	 St John Ambulance UK Free first aid information app by St John Ambulance
 First Aid and Emergency Techniques Free first aid information app by Fatbelly	 Instant Aid – First Aid app Free first aid information app by Finn Prietzel	 RCH Kids Health Free health information app by The Royal Children's Hospital, Melbourne
 eBook: American Red Cross First aid information eBook app by American Red Cross	 Offline Survival Manual Free first aid and survival information eBook app by ligi	 WebMD: Symptom Checker Free health information app by WebMD, LLC

1. Features Studied

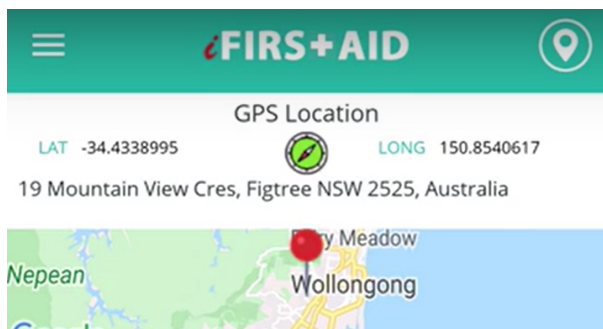
This section reviews the features deemed unique or important from the various apps that were studied.

1.1. GPS Location/Check In

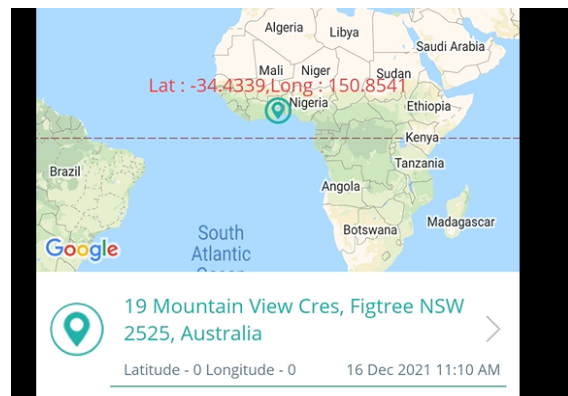
iFirst Aid is the only App reviewed that has this feature.

This feature needs to work correctly and accurately, and if so, it is a great feature for the app. It will save users switching to google maps to find and pin drop share their location to others.

The user does need to allow location settings for this feature to work.



[Watch Video](#)



[Watch Video](#)

Please note: The Check In feature needs to be reviewed as it has the correct address but latitude and longitude are both showing as 0° therefore the map is incorrect. There is also the inability to delete/remove any previous check ins if you wanted to for any reason.

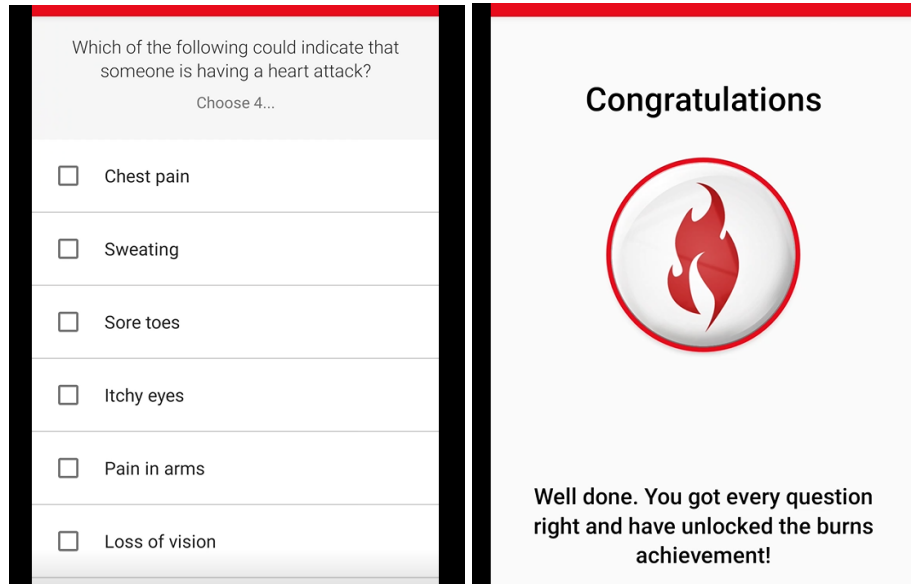
Best of Reviewed: iFirstAid

Recommendation: Include in iFA V2 - Save users switching to google maps to find and pin drop share their location to others.

Important: Check In location does not work correctly on iFirst Aid and needs to be fixed

1.2. Knowledge Test/Quiz

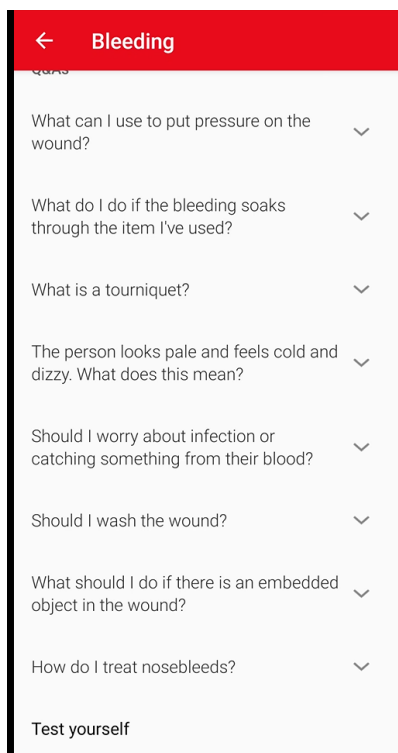
The Australian Red Cross app has a simple knowledge test/quiz that you can do at your own leisure. There are 7 short quizzes. This is an option to add to iFirst Aid to assist in learning and retaining information.



[Watch Video 1](#)

[Watch Video 2](#)

It should be incorporated as an option once the emergency steps and/or Learn More has been read/reviewed on a particular topic.



Australian Red Cross is the leader with this function with the option to take the test stand alone and also a flow where the user views the emergency first aid, has the option to learn more followed by the final option to Test yourself. The Test yourself option is limited to 7 topics. [Watch Video](#)

Instant Aid - First Aid app has a quiz although this is only available on a paid service.

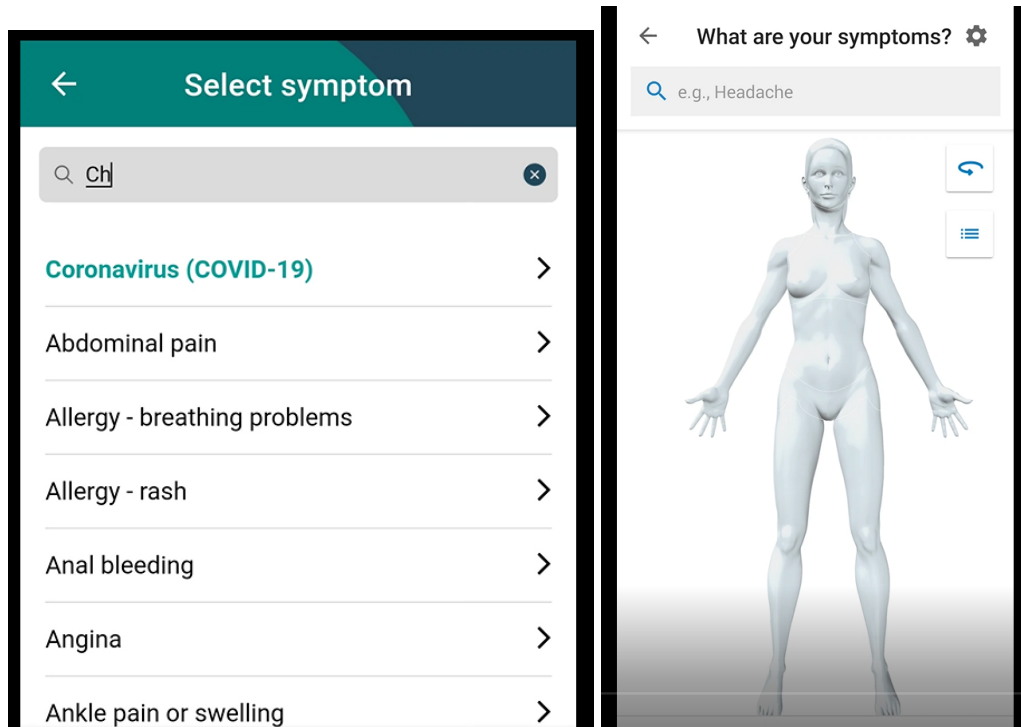
[Watch Video](#)

Best of Reviewed: Australian Red Cross

Recommendation: Include in iFA V2 to assist the user in learning and retaining first aid information.

1.3. Symptom Checker

Health Direct and WebMD both have symptom checkers.



Health Direct ([video](#))

WebMD ([video](#))

Health Direct was easier to use and WebMD was confusing due to the technical terms.

Whilst this may be of benefit for these apps I don't believe this would be an added benefit for iFirst Aid. This is due to the fact that we want to convey emergency first aid and the ability to "learn more" regarding first aid rather than be a symptom checker app.

Best of Reviewed: Health Direct

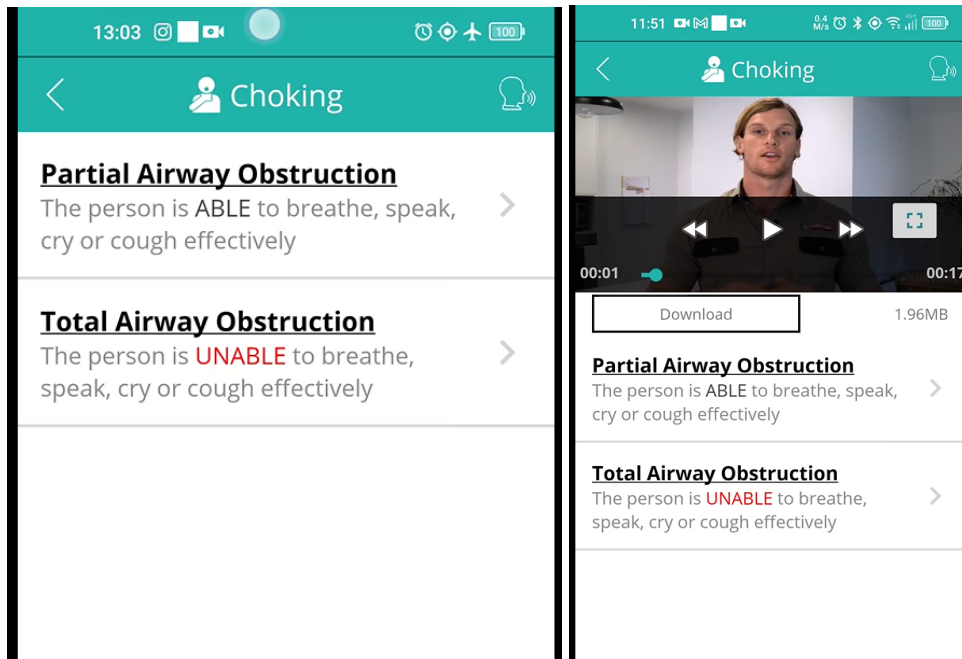
Recommendation: Do not include in iFA V2 as iFirst Aid goal is to convey emergency first aid and the ability to "learn more" regarding first aid rather than be a symptom checker.

1.4. Available Offline

The apps were tested in Aeroplane mode to assess their offline capabilities. The result being that all the apps reviewed are available to use in aeroplane mode.

iFirst Aid does have limitations which need to be addressed:

- “Call for Help” function does NOT work. This needs to be reviewed as it is an important feature.
- instructional videos are not able to be viewed
- instructional videos are removed from the particular topic that it relates



iFirst Aid Offline

iFirst Aid Online

[Watch Video](#)

Best of Reviewed: Australian Red Cross

(selected in this category as overall this app contains features and the style iFirst Aid should emulate)

Recommendation: Include in iFA V2 ensuring that the aforementioned limitations are reviewed and actioned.

1.5. Downloadable Information

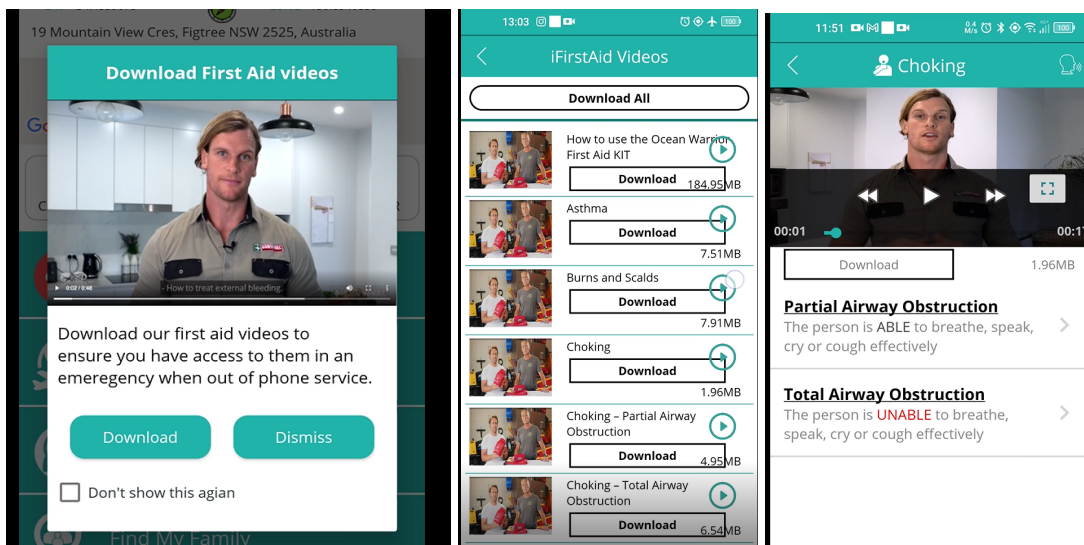
iFirst Aid is the only app that has downloadable information within the app.

There are 7 videos that can be downloaded to the user's device.

Would the user download the videos to their device?

The purpose of an app is to have all the information required and usable within the app, omitting the need to access other sources of information, including your device downloads.

The ability to have any video instructions available offline is important if videos are to be on the app. Refer to [1.4. Available Offline](#)



[Watch Video](#)

Best of Reviewed: iFirst Aid

Recommendation: Do not Include in iFA V2 - The purpose of an app is to have all the information required and usable within the app, omitting the need to access other sources of information, including your device downloads.

1.6. Learn More

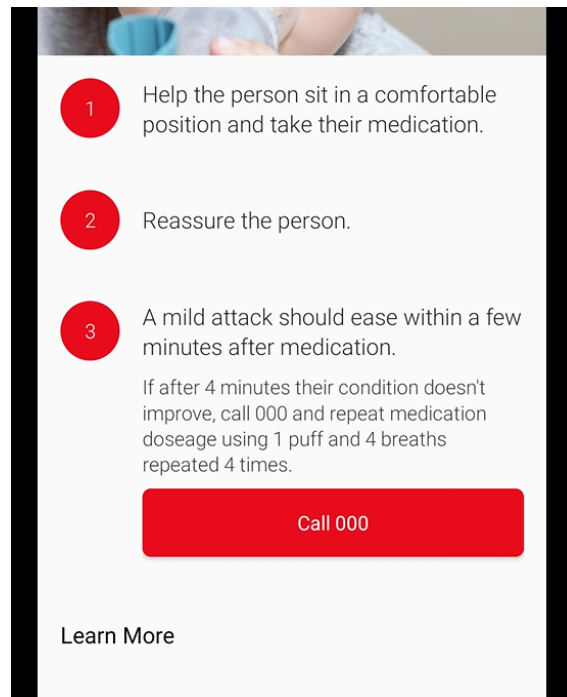
Along with a specific emergency section, Australian Red Cross App has “Learn More” and “Q&A” sections. These sections give information/images etc. in more detail about the particular topic. This is also where they utilise informational/instructional videos.

“Learn More” is a separate section.

It integrates well with the Emergency First Aid information supplied in the app and also the Knowledge test/quizzes.

The Learn More feature can be accessed from an icon on the bottom menu bar or at the end of the Emergency First Aid information page.

iFirst Aid should integrate the information from the [Survival Emergency Handbook](#) in “Learn More” sections at the end of the Emergency First Aid information.



[Watch Video](#)

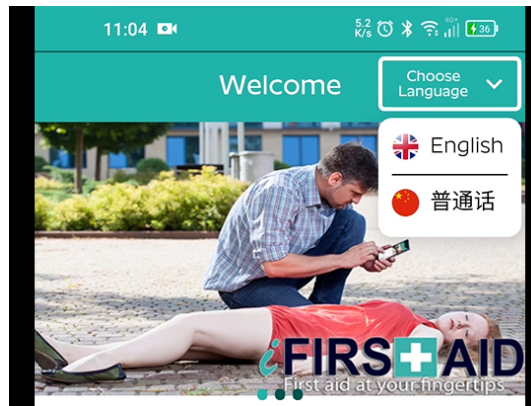
Best of Reviewed: Australian Red Cross

Recommendation: Include in iFA V2 - iFirst Aid should integrate the information from the [Survival Emergency Handbook](#) in “Learn More” sections at the end of the Emergency First Aid information.

Consider converting handbook to web pages.

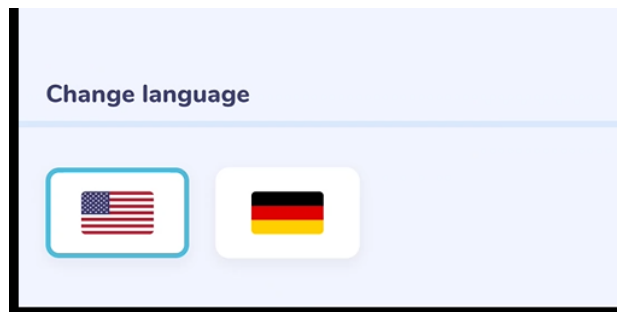
1.7. Language Selection

iFirst Aid has the language options for English and Mandarin.



[Watch Video](#)

Instant Aid – First Aid has the options of English and German.



[Watch Video](#)

All other apps have English only.

Multiple languages is a benefit for the app as it opens it up to more users.

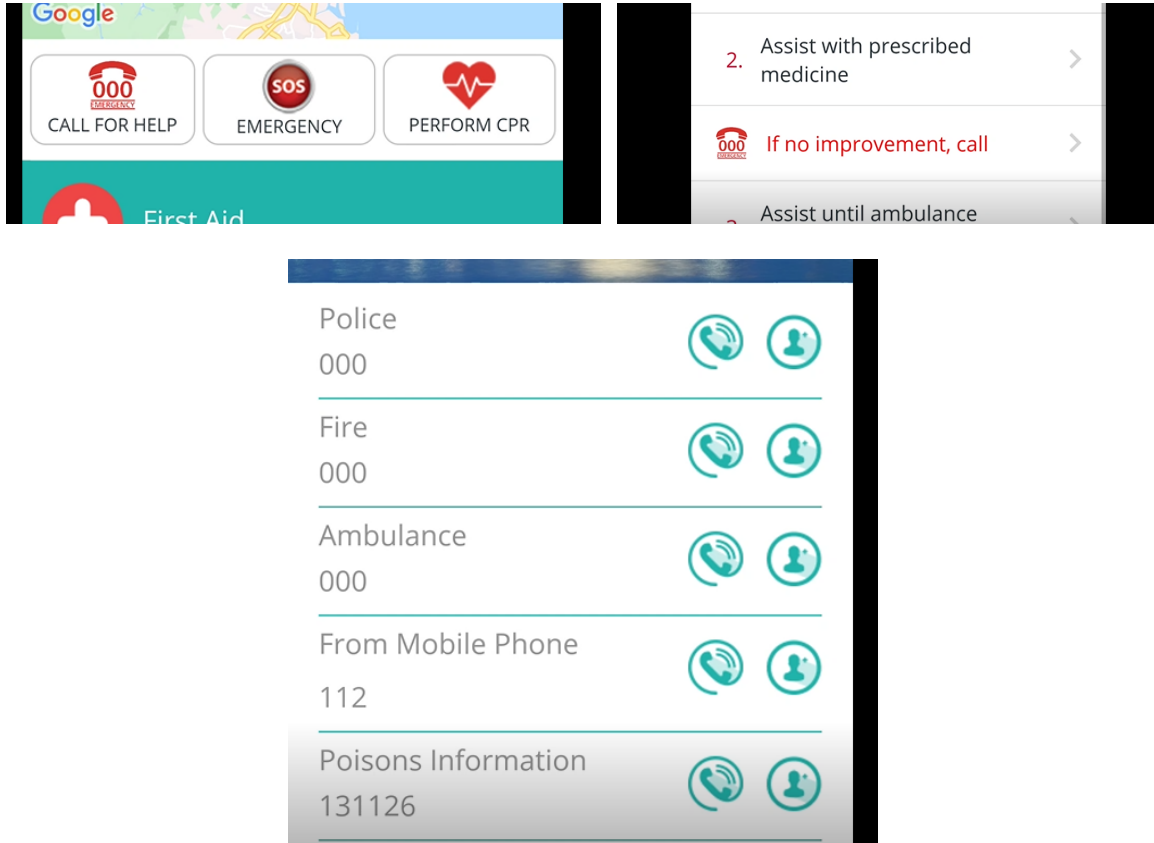
Best of Reviewed: iFirst Aid and Instant Aid – First Aid

Recommendation: Include in iFA V2 - Multiple languages is a benefit for the app.

1.8. CALL for Help

When using an app in an emergency situation, having the easily accessible “call for help” on the app is important.

iFirst Aid has this in place already and it is located on many pages of the app.



[Watch Video](#)

Most of the other apps reviewed have this option and it is an important one.

This feature needs to work offline as currently it does not. Refer to [1.4. Available Offline](#)

Best of Reviewed: iFirst Aid

Recommendation: Include in iFA V2 - When using an app in an emergency situation, having the easily accessible “call for help” on the app is important

Important: This feature needs to work offline as currently it does not. Refer to [1.4. Available Offline](#)

2. Communication

2.0. How people process information in crisis

1. They simplify messages

Under intense stress people miss the nuances of health and safety messages:

- Not fully hearing information
- Not remembering as much of the information
- Misinterpreting confusing action messages.

To cope, they often rely on habits and long-held practices.

INSIGHT: Remove complexity and simplify messages

2. They hold on to current beliefs

Changing someone's beliefs during a crisis can be difficult because beliefs are often held very strongly. People seek evidence on information that contradicts beliefs they already hold.

INSIGHT: In crisis, people will act based on what they already know. Provide evidence if instructions differ from typical beliefs.

3. They believe the first message.

When communicating with someone in crisis, messages should be **simple, credible, and consistent**.

An effective message must do the following:

- Easy to find
- Core messages are repeated.
- Come from a perceived credible source.
- Be specific and relevant to the emergency being experienced.
- Offer a positive, clear course of action that can be executed.

INSIGHT: Follow the principles of delivering effective messages.

[Reference: Crisis + Emergency Risk Communication - Psychology of a crisis](#)

2.1. Keyword Search

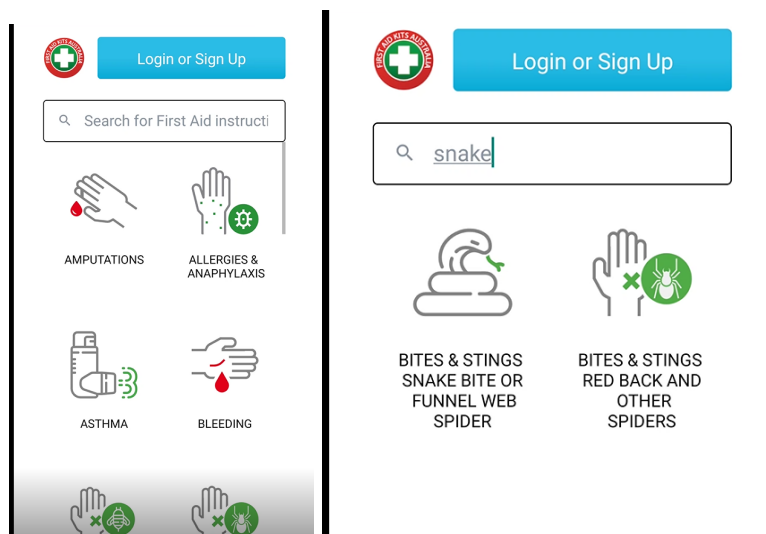
Keyword search allows the user to find what they are looking for quickly and easily. When completing the review the most user friendly apps were ones with a keyword search.

On the iFirst Aid app to find snake bite you have to:

Open App > First Aid > Other Topics > Bites & Stings > Snake [Watch Video](#)

This is tedious and some users may not be able to find what they are looking for -

With the First Aid Kits Australia (for example) you can open the app, type “sna” in the search bar and it pops up for you to select. Simple.



[Watch Video](#)

Other apps reviewed have this feature too:

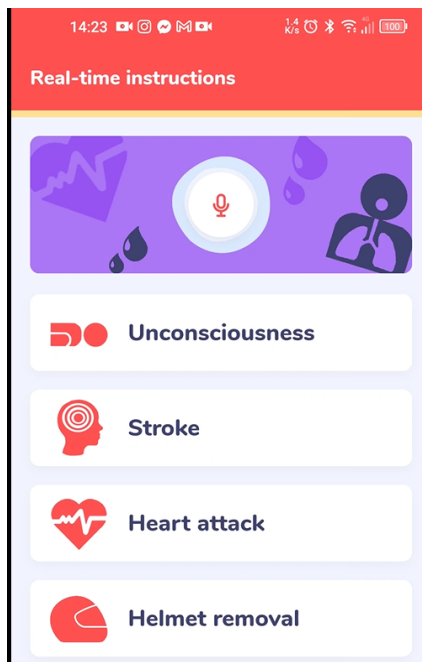
- Health Direct - [Watch Video](#)
- RCH Kids Health - [Watch Video](#)
- WebMD - [Watch Video](#)
- Offline Survival Manual - [Watch Video](#)

Best of Reviewed: First Aid Kits Australia

Recommendation: Include in iFA V2 - Simple and easy to find what the user is looking for.

2.2. Voice Search

Instant Aid has an audio search feature.



The audio search feature on Instant Aid is **not user friendly**. The video I recorded unfortunately does not record my voice while using the feature. I said “The person is unconscious” twice before changing my search word to “bleeding”. If it is not working well, do not include it!

On a positive note, the voice used is engaging and humanised rather than robotic.

[Watch Video](#)

With voice searching increasing in popularity, e.g. Siri, Ask Google, Alexis, incorporating a Voice Search as an option with the Keyword Search, e.g google search bar, is a feature that would benefit users, but it **must** be user friendly and work accurately.



Add the Audio Narration feature and the user would be able to multi-task and follow first aid instructions hands free.

Best of Reviewed: Instant Aid (although this does not work well)

Recommendation: Include in iFA V2 - With voice searching increasing in popularity, incorporating a Voice Search as an option with the Keyword Search, e.g google search bar, is a feature that would benefit users, but it must be user friendly and work accurately.

2.3. Audio Narrated Instructions

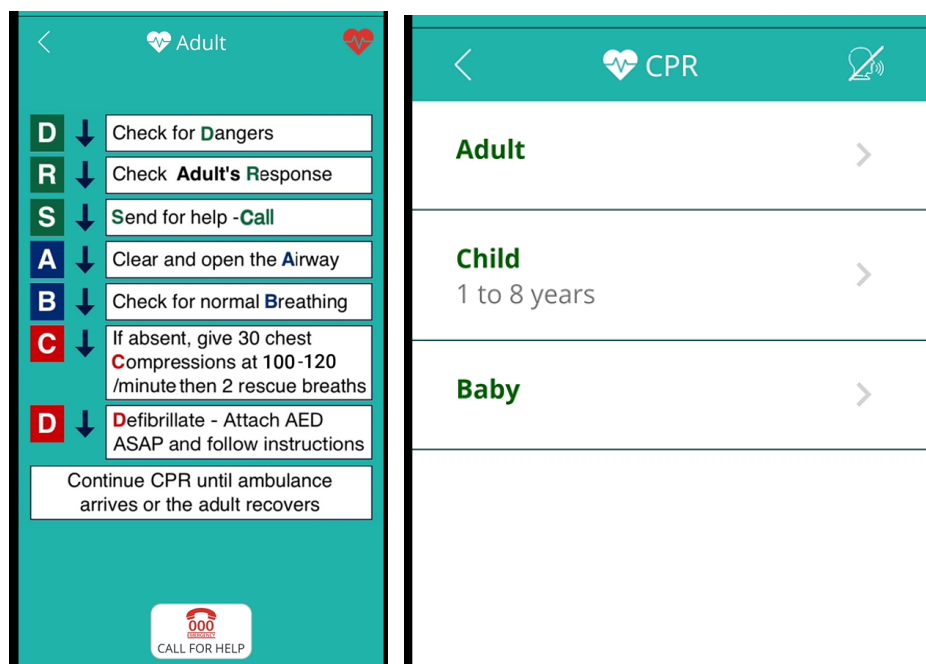
iFirst Aid is the only app to have audio narrated instructions available.

This is potentially a helpful feature to have, but it is hampered with the use of a very robotic, unengaging voice.

Combining Audio Narrated Instructions and voice search would allow the user to be able to multi-task and follow first aid instructions hands free.

A video could serve this purpose by providing both audio + visual instructions.

iFirst Aid also has a heartbeat audio in the CPR section to assist with keeping rhythm.



[Watch Heartbeat Video](#)

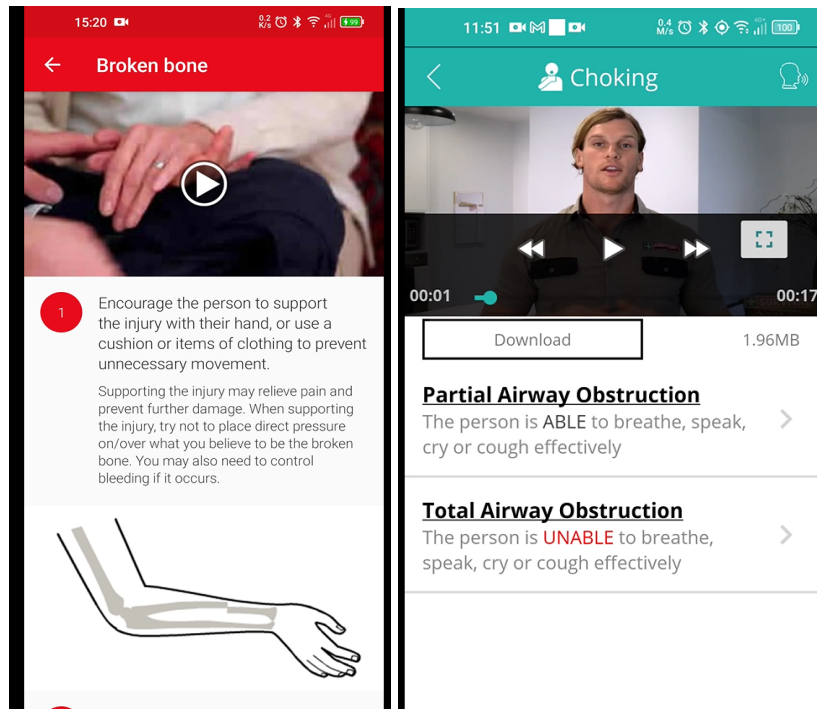
[Watch Audio Video](#)

Best of Reviewed: iFirst Aid

Recommendation: Include in iFA V2 but create a more engaging humanised audio instruction as the current one is too robotic.

2.4. Video Instructions

iFirst Aid and Australian Red Cross have real-life video instructions within their apps.



[Australian Red Cross Video](#)

[iFirst Aid Video](#)

iFirst Aid videos are available to be downloaded to your device also as mentioned in [1.5. Downloadable Information](#)

Australian Red Cross have their videos located in their “Learn More” section of their app (refer to [1.6. Learn More](#)) and are of more of a “movie style” with a relevant scenario.

The videos on iFirst Aid are created as more of an instructional video.

Ensuring the video content is of value to the user is imperative and gives first aid instruction. The first video on the choking page on iFirst Aid is 17 seconds and only tells the user “what to click next” rather than giving first aid instruction ([watch video](#)). 17 seconds is a long time in an emergency situation.

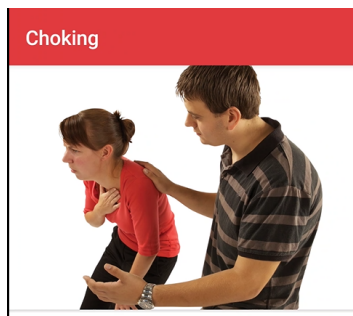
If videos are to be implemented in the app, they must be of value, succinct and instructional.

Best of Reviewed: iFirst Aid

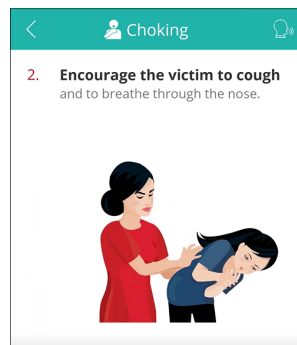
Recommendation: Include in iFA V2 - If videos are to be implemented in the app, they must be of value, succinct and instructional.

2.5. Images

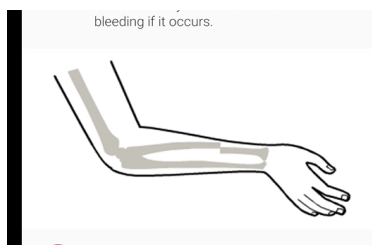
All apps use some form of images. They are in various styles, such as:



Real Life



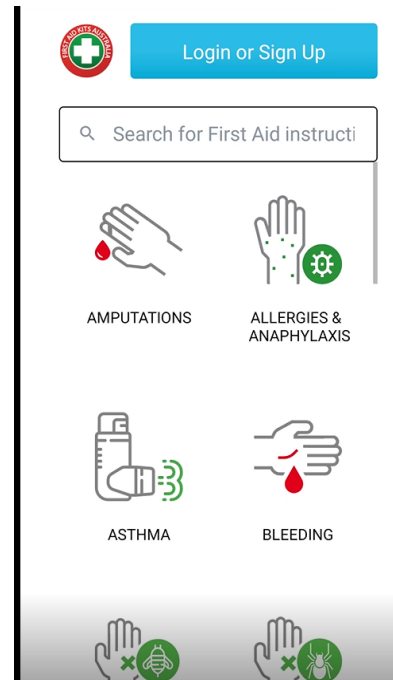
Cartoon



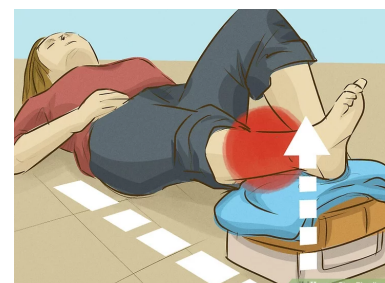
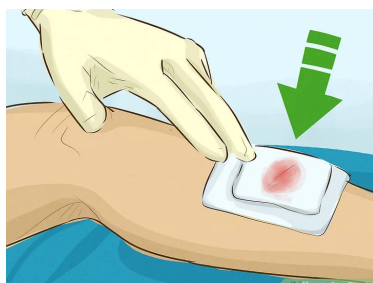
GIF (Short image loops)



Line drawing

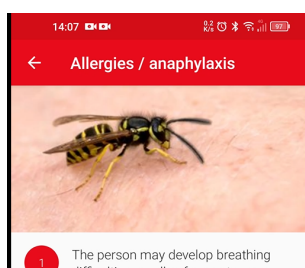


Simplified line drawings



“Wiki How” is a market leader in instructional content

(<https://www.wikihow.com/Stop-Bleeding>). Their site offers clear instructional communication using; numbered sections, bold headings, text instructions and illustrated images.



The use of images is important as is the style of image. They should add value to the user.

If using an image means the user has to scroll up and down for emergency first aid information rather than it being on one

page, is the use of the image necessary or can the size or the unused space around the image be adjusted?

An example of this is seen on the Australian Red Cross app, [watch video](#).

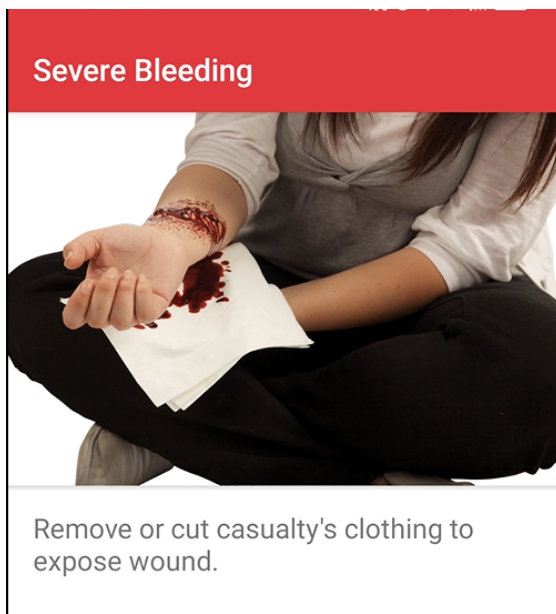
The use of the bee image, while adding a visual impact, is not necessarily of benefit/value to the user.

Australian Red Cross have also used GIF imagery within their app and whilst it is visually fine, I don't believe it adds value to the user. [Watch Video](#)

Australian Red Cross

St Johns Australia

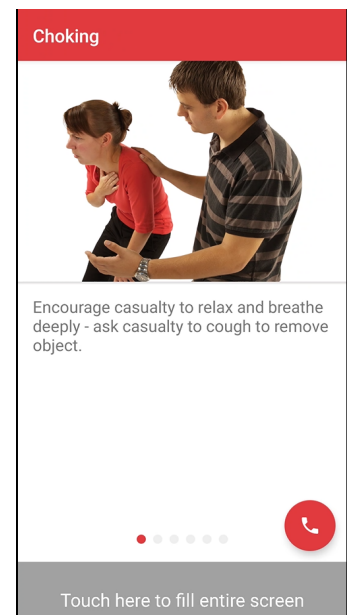
St John's Australia also uses real-life images and keeps their emergency first aid information to one page. They also use the side-scroll option with dots to allow the user to see how many pages and where they are. The instructions are easy to follow and read. [Watch Video 1](#). [Watch Video 2](#)



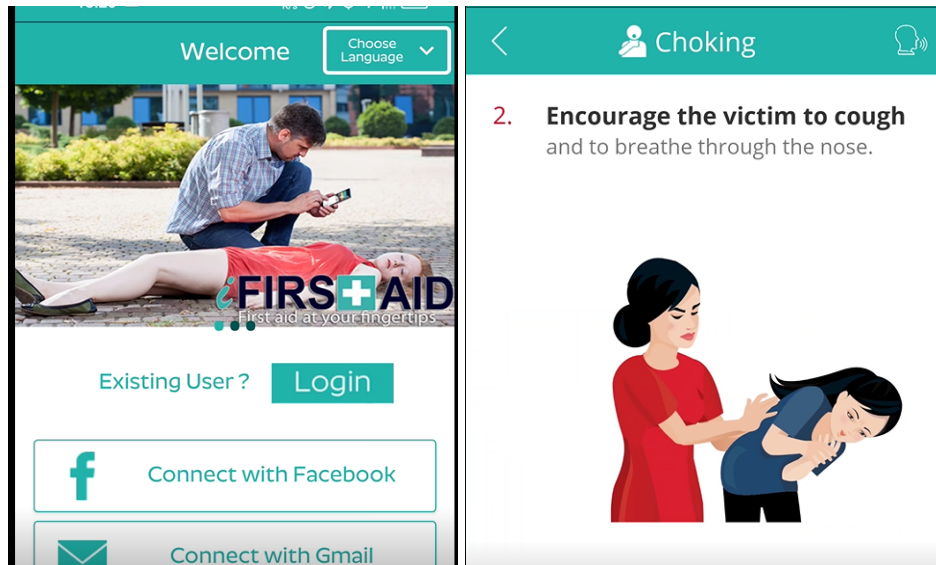
St Johns Australia

Real-life images can also be graphic in some instances which may potentially put people off if they are already in a stressful situation

Real-life images would be of benefit in a more medical app with a broader range of symptoms, such as chicken pox. The user would benefit from an actual image of the disease.



iFirst Aid uses avatar style imagery and one real-life image. [Watch Video](#).



Other apps reviewed have this feature too:

- Health Direct - [Watch Video](#)
- Instant Aid - [Watch Video](#)
- UK St Johns - [Watch Video](#)
- First Aid Kits Australia - [Watch Video](#)
- FirstAid & Emergency Techniques - [Watch Video](#)

Overall, I believe avatar imagery, that exists in iFirst Aid currently, is sufficient for emergency first aid apps, giving visual instructions simply.

Real-life images would need to be clear, high quality and could date quicker due to clothing styles, hair styles, etc. of the subjects. Real-life images would benefit the user in a symptom checker style app.

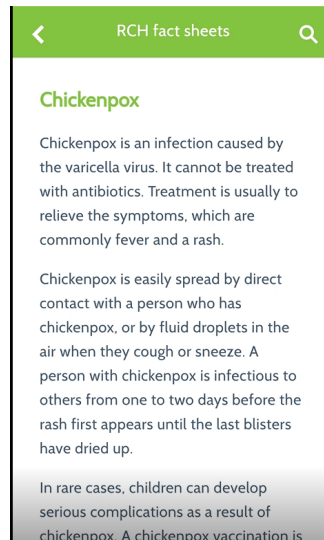
Best of Reviewed: iFirst Aid

Recommendation: Include in iFA V2 Overall, I believe avatar imagery, that exists in iFirst Aid currently, is sufficient for emergency first aid apps, giving visual instructions simply.

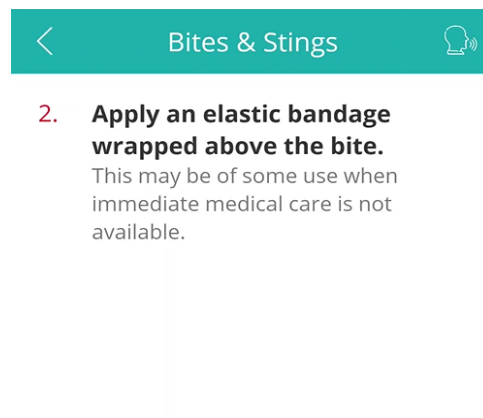
2.5. Text

The visual impact of images through an app makes it easier to read and understand rather than large blocks of text only, especially in an emergency situation.

In a “learn more” section of an app, more text/less images is acceptable as you are choosing to learn more about a particular subject. Images are still important in this section. Refer to [1.5. Learn More](#).

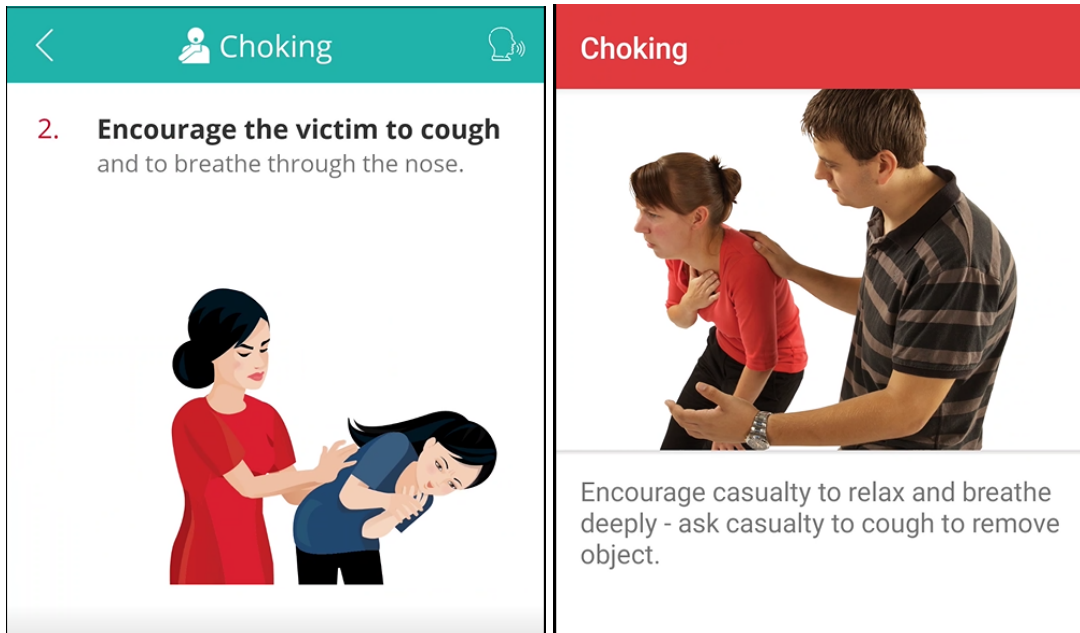


RCH is all text in the sections of the app I reviewed. Whilst this app is specifically designed to be more fact sheet style, images would be of a benefit. When using this app to learn about chicken pox for example, if a real-life image was included; it would omit the need to access another source of information for the image.



There are also a few instructions where there are no images, only text. There may be images in other sections of the app that can be used in these parts. [Watch Video](#)

The style of the text and the use of coloured numbering and bold make iFirst Aid easy to read as shown in the two examples below:

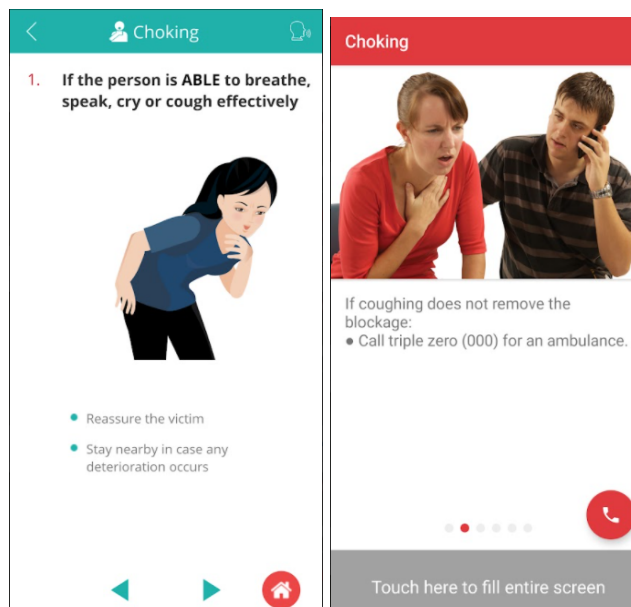


iFirst Aid

St Johns Australia

With emergency first aid information, keeping text and images to one page with a side scroll option is easier to navigate as the user could scroll too far down with an up/down scroll option and miss important information.

iFirst Aid uses arrows to assist the user. St Johns Australia uses dots which is of more benefit to the user as it shows where they are and how far they have to go.



[iFirst Aid](#)

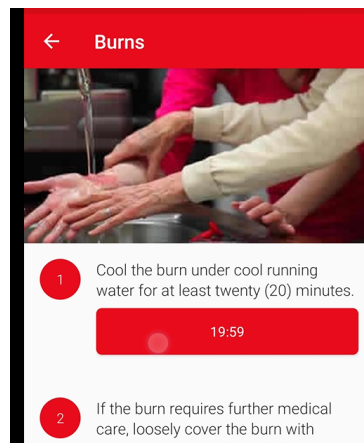
[St Johns Australia](#)

Best of Reviewed: iFirst Aid

Recommendation: Include in iFA V2 - The style of the text and the use of coloured numbering and bold make iFirst Aid easy to read. With emergency first aid information, keeping text and images to one page with a side scroll option is easier to navigate as the user could scroll too far down with an up/down scroll option and miss important information.

2.6. Timers

The Australian Red Cross has a simple 20 minute countdown timer in their burns section of the app which is useful as the recommendation is to cool burns for 20 minutes under cool running water. [Watch Video](#)



Twenty minutes is a long time and having the countdown timer easily accessible, at a touch of a button, allows the user to visually see the countdown whilst still being able to read any other instructions on the screen.

Best of Reviewed: Australian Red Cross

Recommendation: Include in iFA V2 - Twenty minutes is a long time and having the countdown timer easily accessible, at a touch of a button, allows the user to visually see the countdown whilst still being able to read any other instructions on the screen.