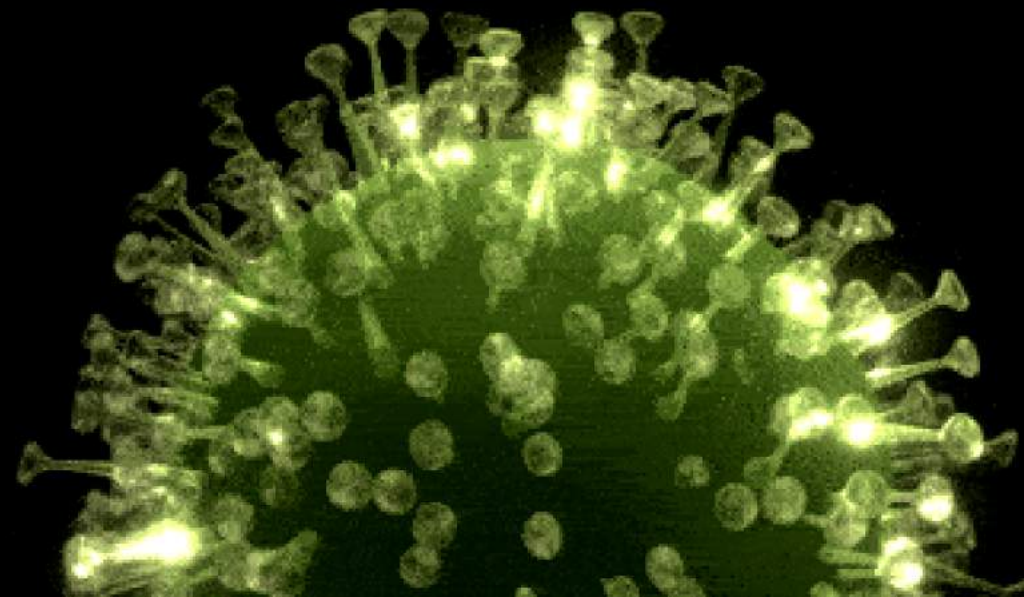**Case Study**

How we helped 66,000 attendees safely participate in the worlds largest dental event during COVID-19

Overview

AEEDC is the world's largest dental event. Hosted in Dubai, it caters to approximately 66,000+ delegates and 4,500 exhibitors from around 155 countries for 5 days.

Role

As a product designer, i worked with product and project managers, data analysts and developers to design new features and to improve the UX of existing ones on AEEDC's digital platform (Mobile App)

Objective   To make the worlds largest dental event safe for attendees to participate in 6 months

Why ?   To ensure the safety of 60k+ attendees

Reputation was at stake : AEEDC was one among the 30 events that INDEX organised

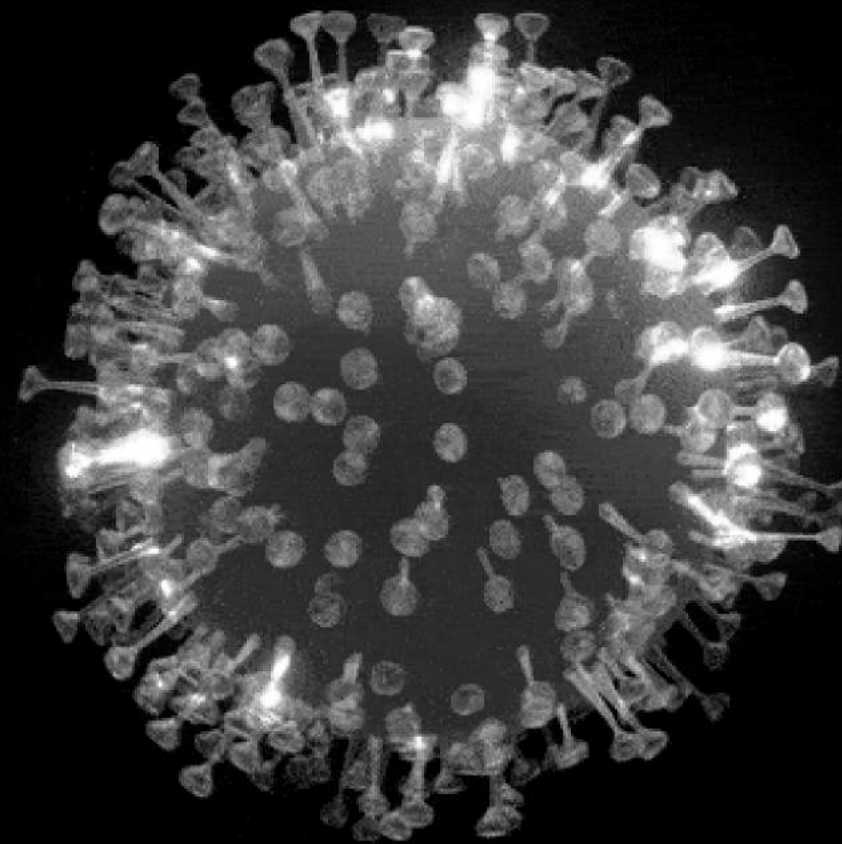Financial – the investment in total was in the millions range

01.

Discover

What we knew about COVID-19

Transmits via air
and physical contact

Safe distance to
maintain is 1.5m

Avoid staying in
crowds & gatherings

Refrain from
physical gestures

Avoid sharing /
exchanging materials

Wearing a mask is
mandatory

Try Pitch

How did that relate to event insights (Part I)

65% of attendees would wait in **long crowded queues** for **15-20 mins** to

- Register for the event
- Print out ID badges

Shot taken of registration counters of AEEDC 2020

How did that relate to event insights (Part II)

4/5 attendees would **exchange physical documents** as a part of networking. This could be,

- Business cards
- Product Catalogues
- Brochures

02.

Define

Unified Goal

To mitigate overcrowding at the event and eliminate exchange of physical documents during networking

Hypothesis I

Larger the crowd, greater the chance that someone in it will have the coronavirus.

Hypothesis II

Transmission through physical materials was a common method of disease spreading.

But, can we solve this using the mobile app ?

Despite having several features, the app had low user engagement

- Below 5K downloads on app store
- Time spent per session was less than 30 sec
- User retention rates was low
- Mainly used to find seminar halls and exhibition booths

Try Pitch

Unified Goal (Rescoped)

To mitigate overcrowding at the event and eliminate exchange of physical documents during networking using the **AEEDC Mobile APP**

03.

Develop

What did we have before ?

— **Information exchange**

Was done on the conventional way by sharing business cards, product catalogues, brochures and flyers

— **Physical ID Badges**

Around 60% of users would print out badges at the registration or self-print counters

— **Website for Online Registrations**

But only 30% of attendees would register through the website

Conversations 💬

We needed to redefine the way people shared materials while networking

I **designed a chat platform** within the app that simplified the sharing process
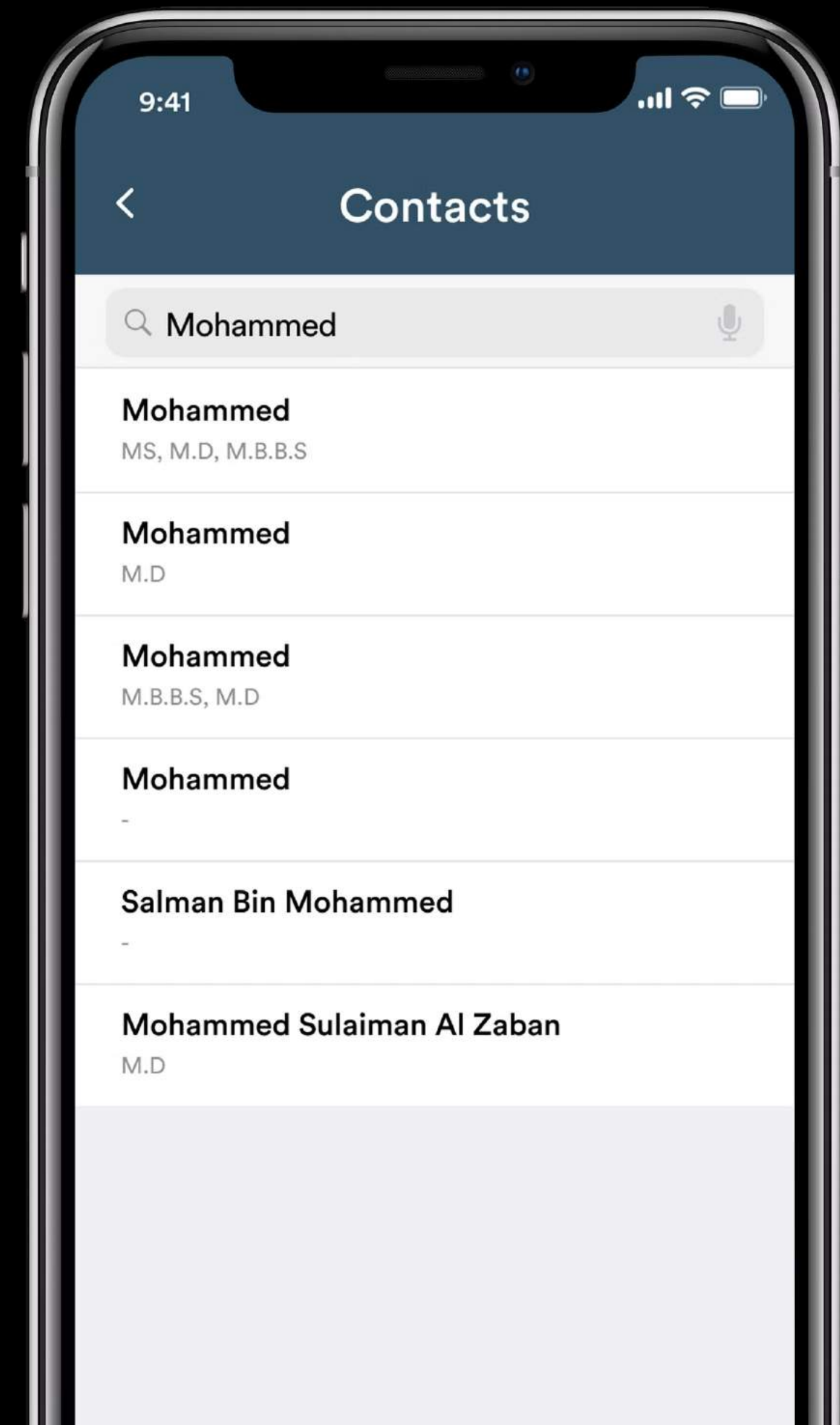
But that was not just it......

Imagine this,

You're talking with a person and need to share some documents. You,

- Open the app
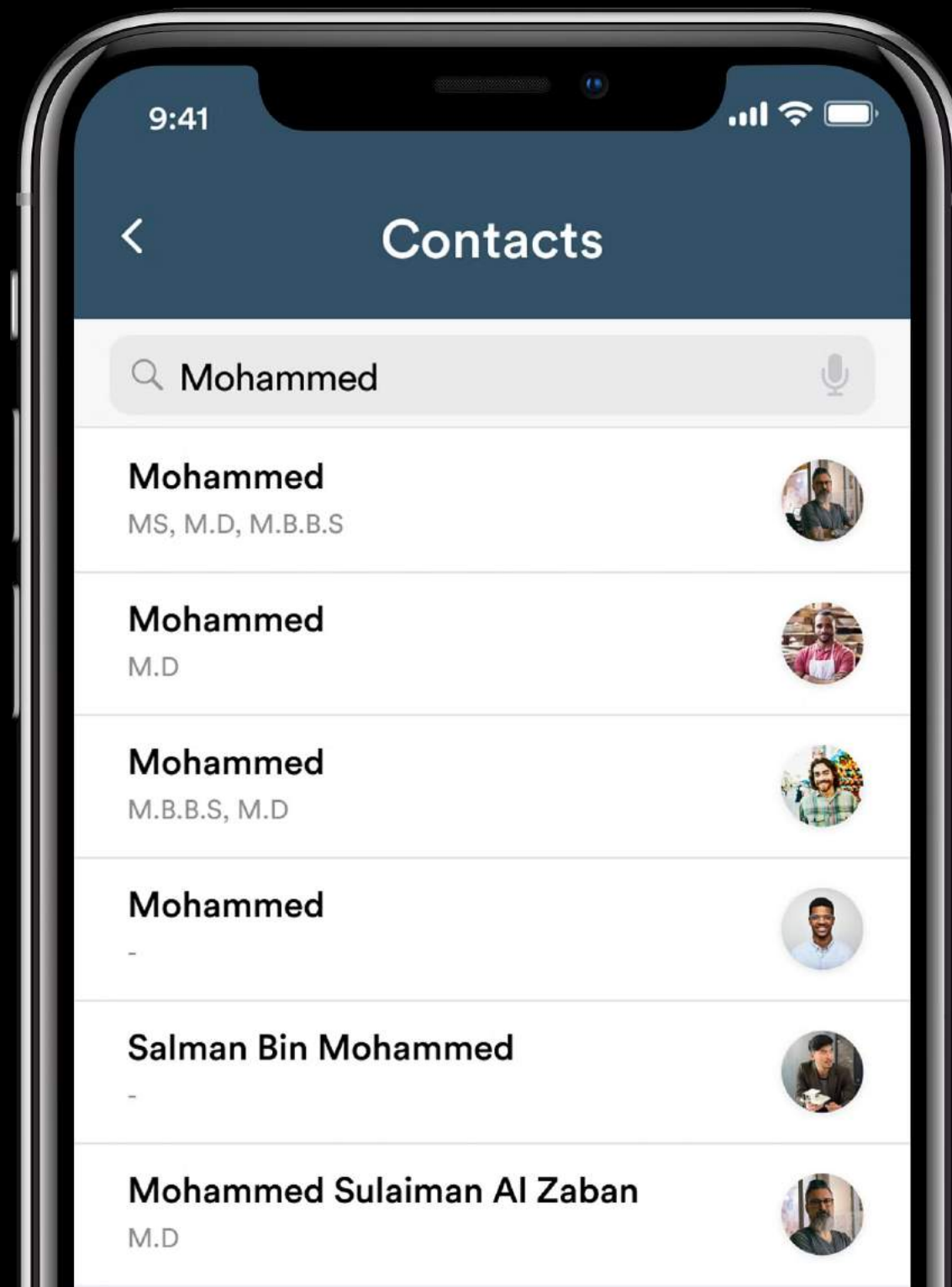- Search for the name of the person

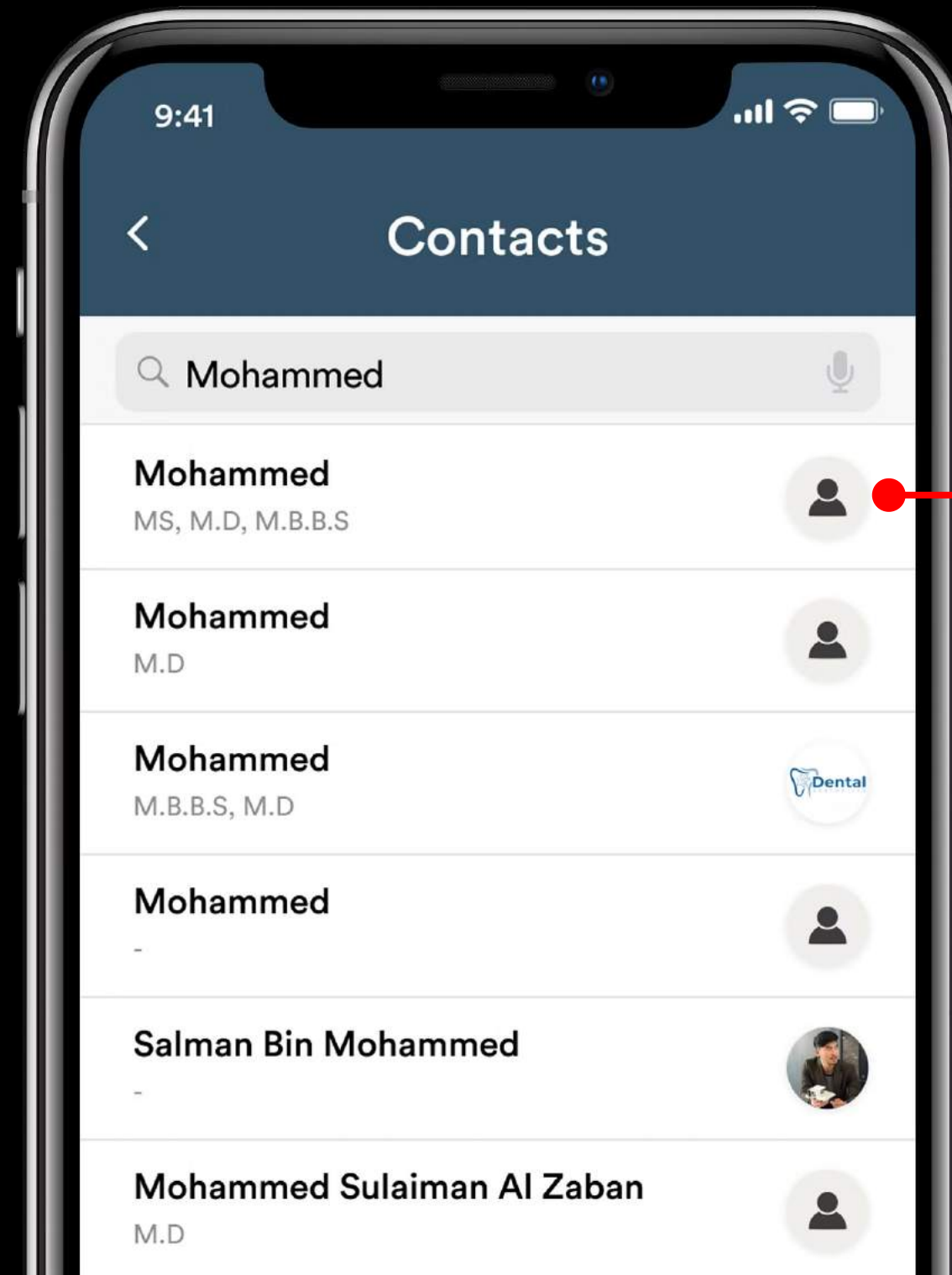And, there is a **40% chance*** you'll end up a result that looks like this...

*Found during our usability test

Try Pitch

Would adding users image make it easier ?

Expected result

Actual Result

Contacts

Mohammed

Mohammed	
MS, M.D, M.B.B.S	
Mohammed	
M.D	
Mohammed	
M.B.B.S, M.D	
Mohammed	
-	
Salman Bin Mohammed	
-	
Mohammed Sulaiman Al Zaban	
M.D	

Contacts

Mohammed

Mohammed	
MS, M.D, M.B.B.S	
Mohammed	
M.D	
Mohammed	Dental
M.B.B.S, M.D	
Mohammed	
-	
Salman Bin Mohammed	
-	
Mohammed Sulaiman Al Zaban	
M.D	

60% of users had either placeholders or random logos

Try Pitch

What if we could scan the ID ?

I **designed a flow** that uses a combination of the device camera and the Digital ID of the user

Outcome

· Quicker than search

· Reduced likelihood of accessing wrong profile
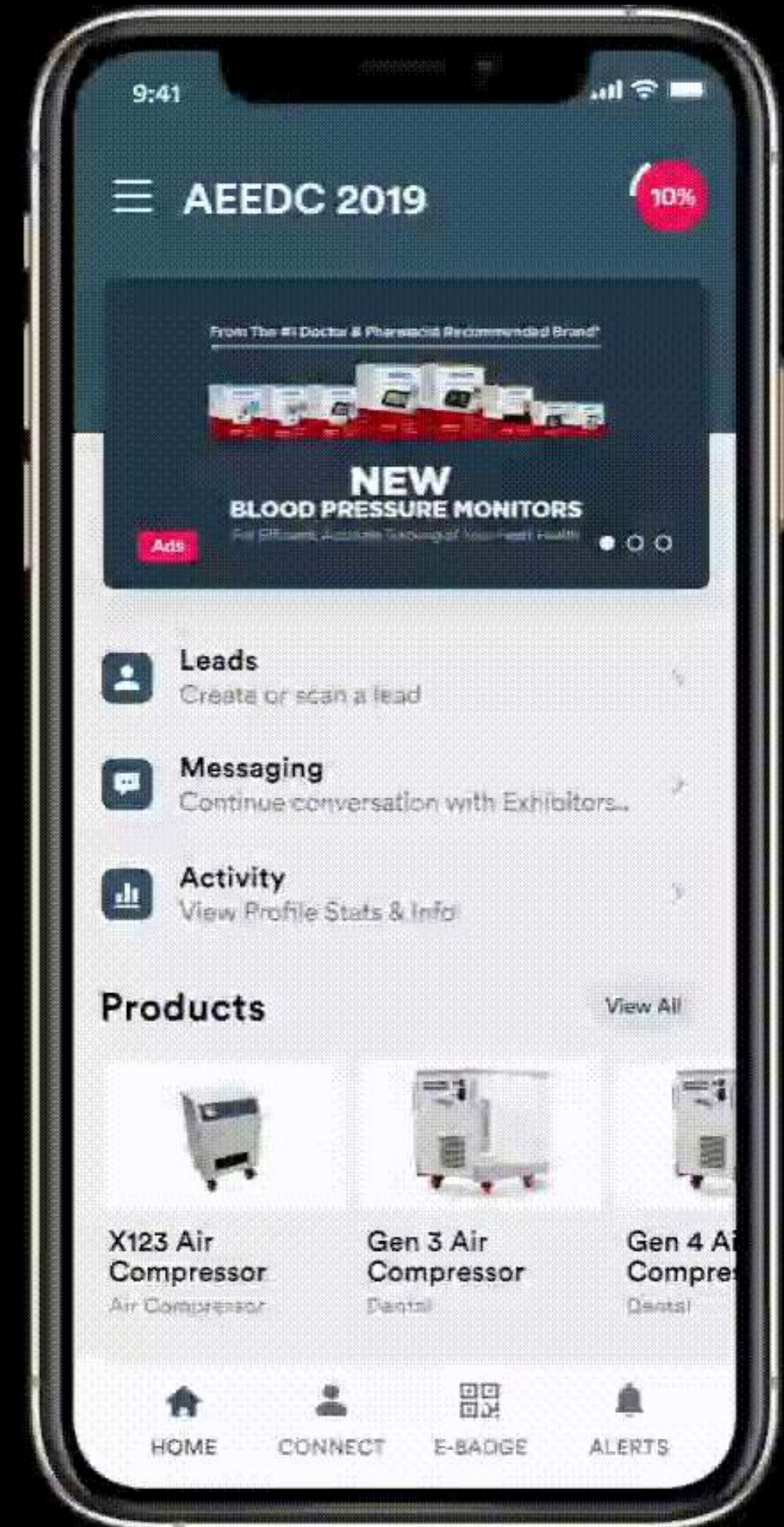
Digital ID Badge

I designed a digital ID badge on the AEEDC
app to replace physical ID cards

The idea was to eliminate,

- Long waiting in queues for printing
- Prevent contact during handover of badge

Badge Design Exploration

A variant crafted during design exploration, mirroring the physical badge exactly.

However, it was rejected due to

- Information jargon

- Sponsor ads visibility was low

A timer to indicate expiry of QR Code

Dates of event

User Info

Type of user
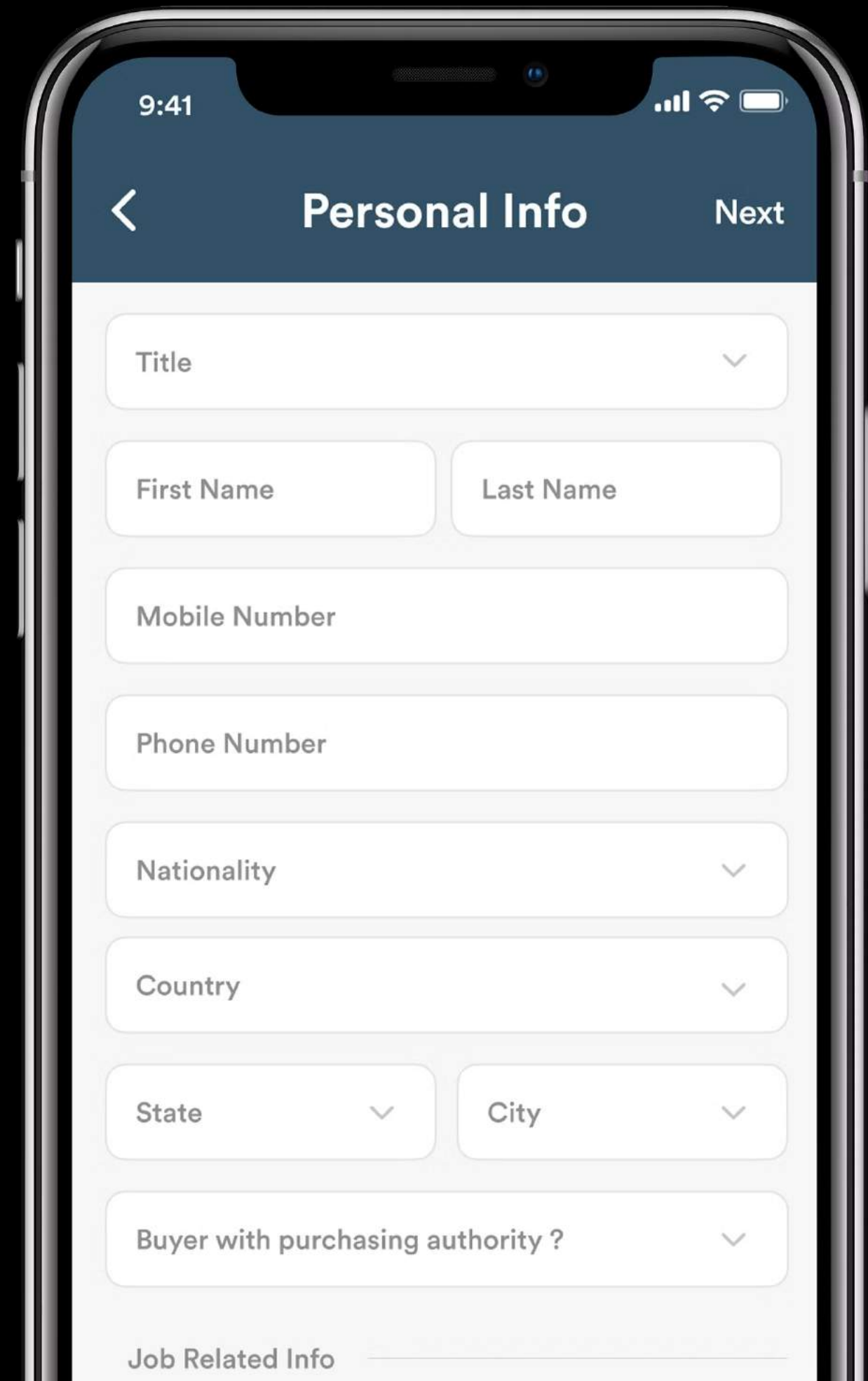
Sponsor Ads

Register on app

I designed the registration flow on the mobile app to allow attendees to register through the app.

This was done as the **website was not responsive** and almost **60% of attendees would register at the event**

But, why not make the website responsive ?

Despite the potential for reduced effort, we opted for native forms for the following reasons

- Single touchpoint for registering
- Splitting the form into multiple steps
- Maintaining UI consistency

Offers better performance

More development time

Consistent on U

Will be able to store data even if app crashes

Appstore will treat it a new module for appro chances of rejection

More efforts for maintanence

UI will be different from the native look

Slightly lower performance

Quicker to implement

Less effort to maintair

Data is lost if app crashes

Appstore won't a new module

04.

Outcome

As a result of implementing new features, we successfully **reduced long queues** at the event and enable **seamless data sharing** on the app

74%

Registrations was done on the app

20-30

Users only printed out their badges*

10K +

Conversations were initiated by users

10GB

Of materials were shared on chats

Year 2020

Year 2021

Things that didn't work

— Reduced but not eliminated

To register on the app, attendees would stay at the entrance and complete the registration

— Sharing Large files & Videos

Although there was activity on conversations, we didn't consider the part where exhibitors would pass

— Website for Online Registrations

But only 30% of attendees would register through the website