

EMPOWERLY

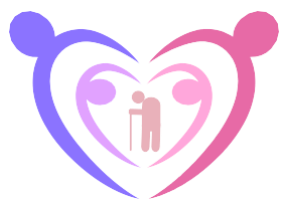
...Simplifying life, enriching experience



Team

Next-Gen Navigators



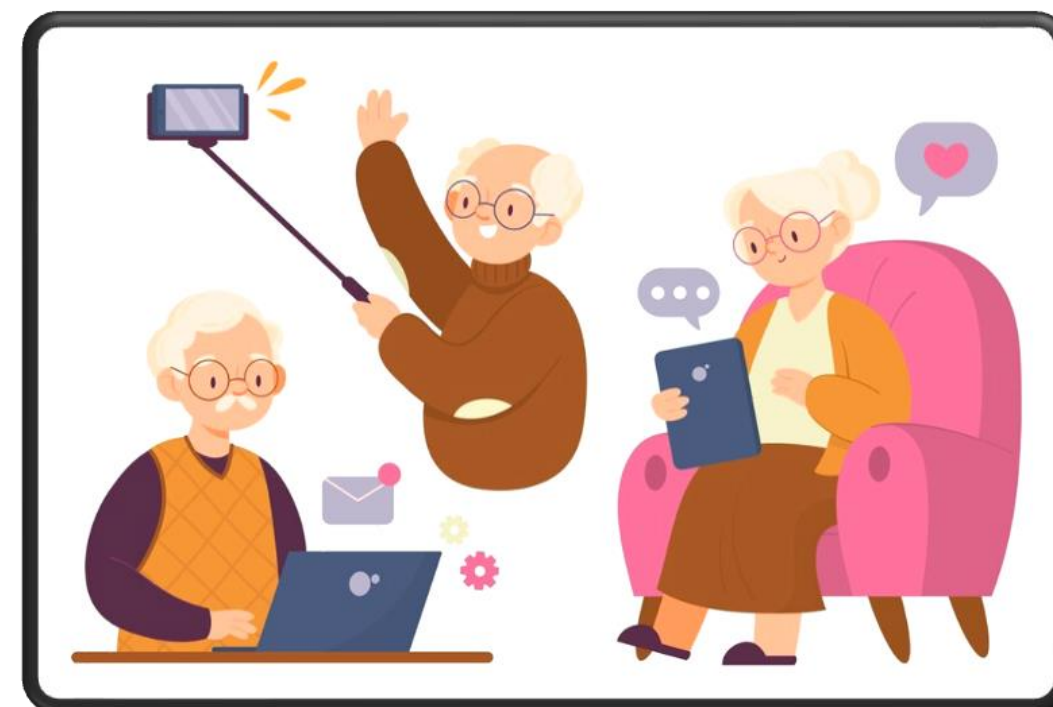


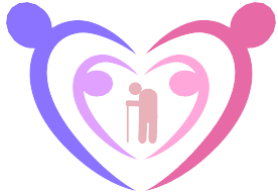
Mission

Through EMPOWERLY, we want to EMPOWER all those who feel lost in this digital labyrinth!

Vision

We envision a world where old people feel confident and excited about living daily lives independently.





Customer Research



NextGenNavs-Survey_Form

1. How often do you use your smartphone?

2. What specific features of your phone so you find most useful?

3. Are there any features that you don't understand?

4. Have you accidentally pressed a wrong button or made a mistake while using your phone ? If so, how often does that happen?

Answered 0 of 8

NextGenNavs-Survey_Form

S.NO	Submit Date	How often do you use your smartphone?	What specific features of your phone so you find most useful?	Are there any features that you don't understand?	Have you accidentally pressed a wrong button or made a mistake while using your phone ? If so, how often does that happen?	Are you comfortable using voice command on your phone? if not , why?	Do you use any assistive technology, such as magnifying glass or hearing aid?	Are there any specific functions that you want to use on your phone but are unable to do so?	Have you ever sought help from friends, family or technical support in order to resolve an issue with your phone ?
1	06-02-2023	minimum 2-3 hours per day	calling feature and other entertainment apps	settings for various items	very rare. ask other person in case of need.	i don't use it.. usage of phone is very less.	no	no idea.. usage is limited	yes.. from family in case of need
2	06-02-2023	Minimum 5-6 hours	Voice and video call features and entertainment apps	No idea.. never explored much	No.. very rare	Yes.. Ok Google is very helpful	No	No idea	Yes. From my friends and family.
3	06-02-2023	10 - 12 hours per day	To watch YouTube videos and search on Google majorly. But I also use WhatsApp, Instagram, Paytm.	Difficulty in configuring apps and customizing them. Otherwise I learn eventually.	I have pressed the "POST" button on IG for reels and photo when I didn't want to.	No, I did not find the need to use voice commands.	Not really. Only Spectacles	Video editing apps - It is little difficult to navigate through those.	Yes - Especially when the is NO SPACE on my phone, which happens often. I don't know how to proceed.



User Personas



Bob

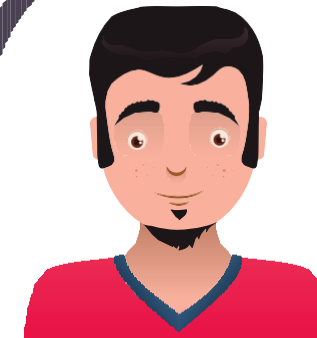
About: Father

Age: 57 (Gen -X)

Lifestyle: Lives alone, regularly steps out to buy things

Goal: Would like to confidently use technology in his daily life

Challenge: Depends on others for basic phone functionalities



Neil

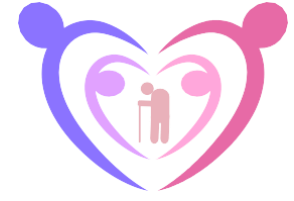
About: Son

Age: 25 (Millennial)

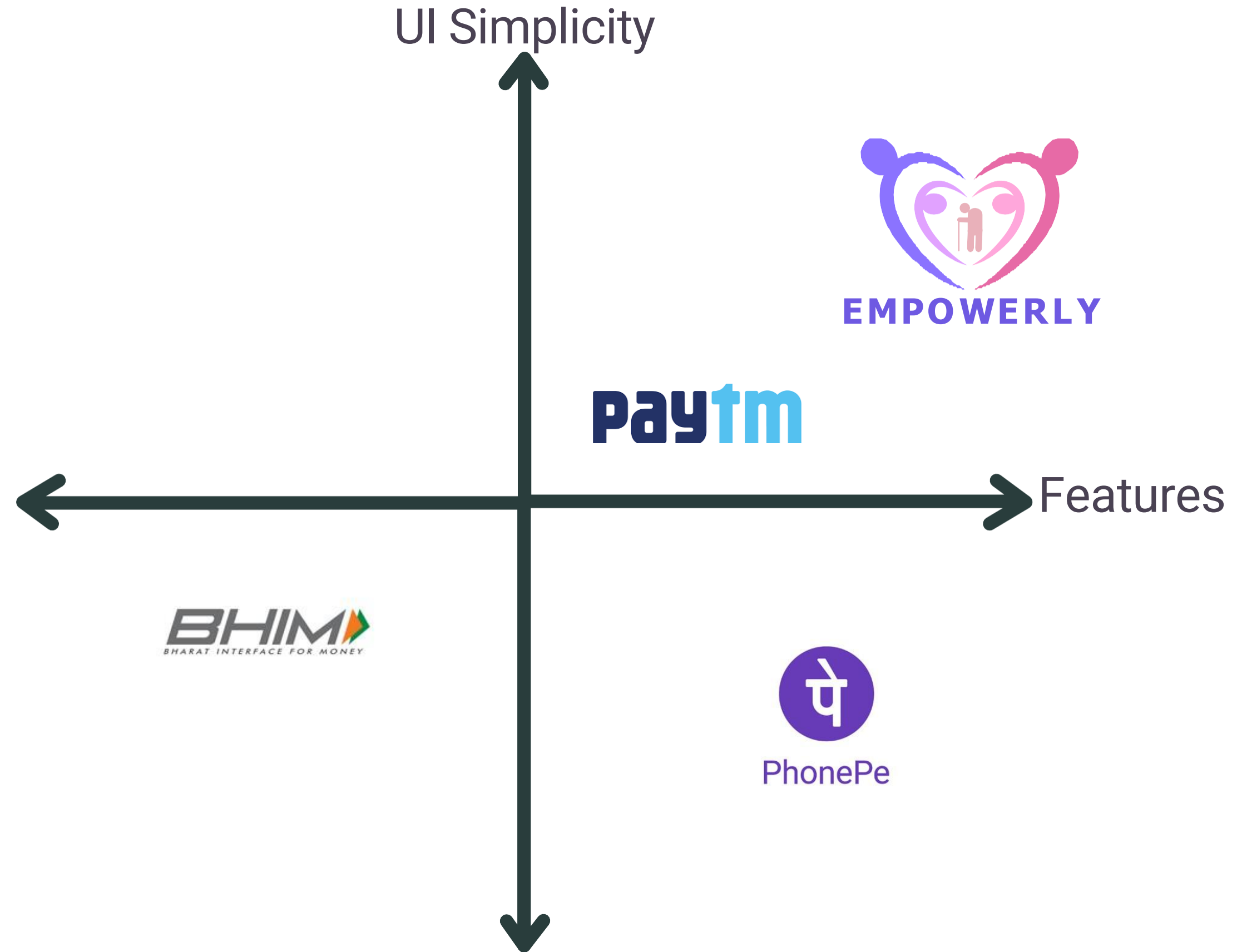
Lifestyle: Lives away from family, works 9-5

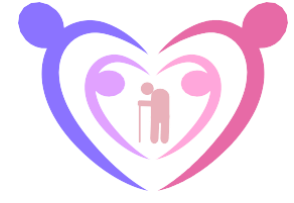
Goal: Wants an easy way to assist his parents

Challenge: Finding time from his busy schedule to help his parents



Competitor Analysis





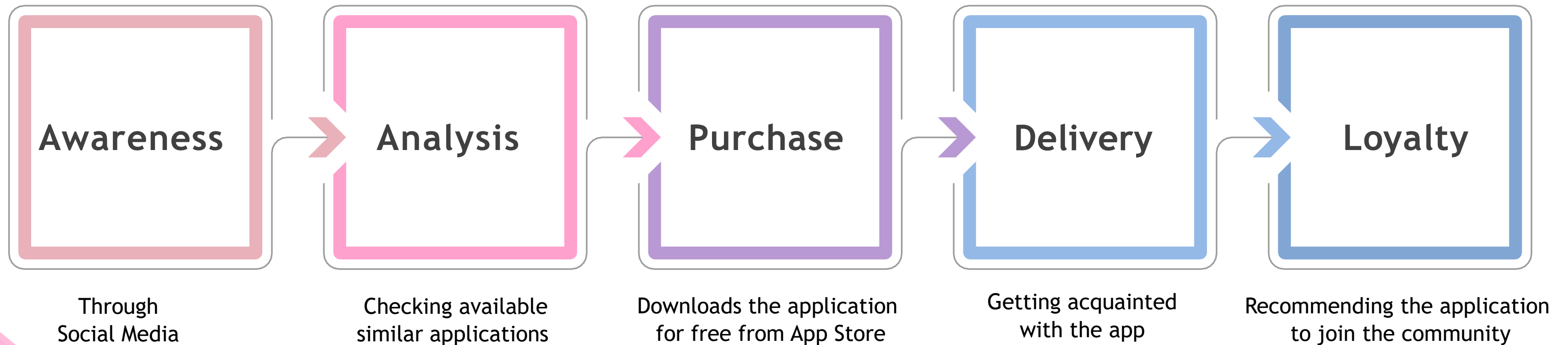
Solution

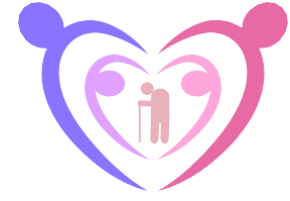
"A mobile application with simplified UI with vital features"





Customer Journey





Product Features

Features for elder

Simplified UI

Easy Payments
with assistance

Call/message
feature

Medicine Reminder

Community builder

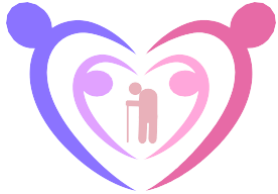


Features for adult

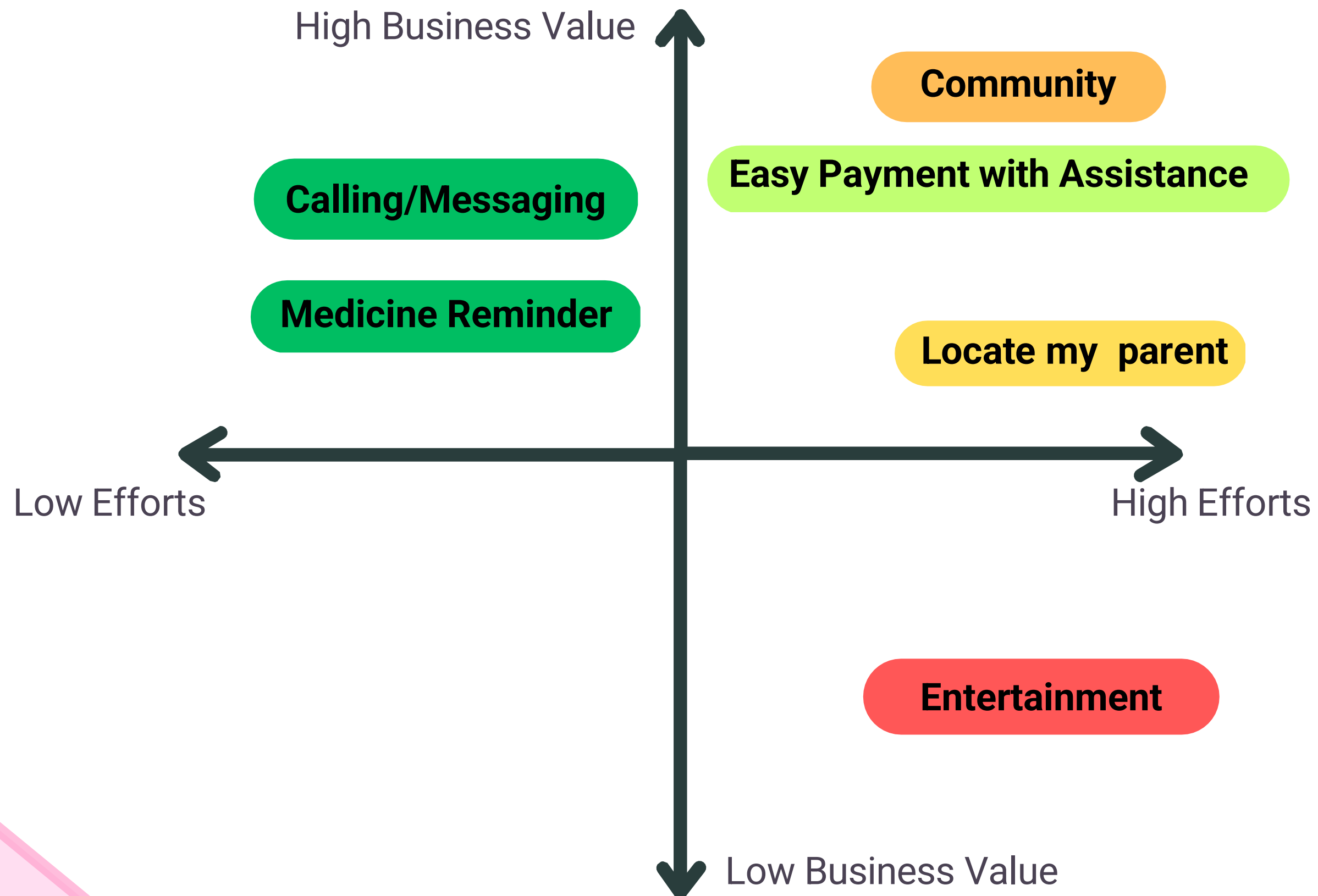
Approve high
value payments

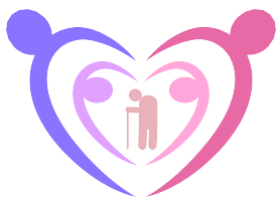
Send medicine
reminders

Locate my
parent

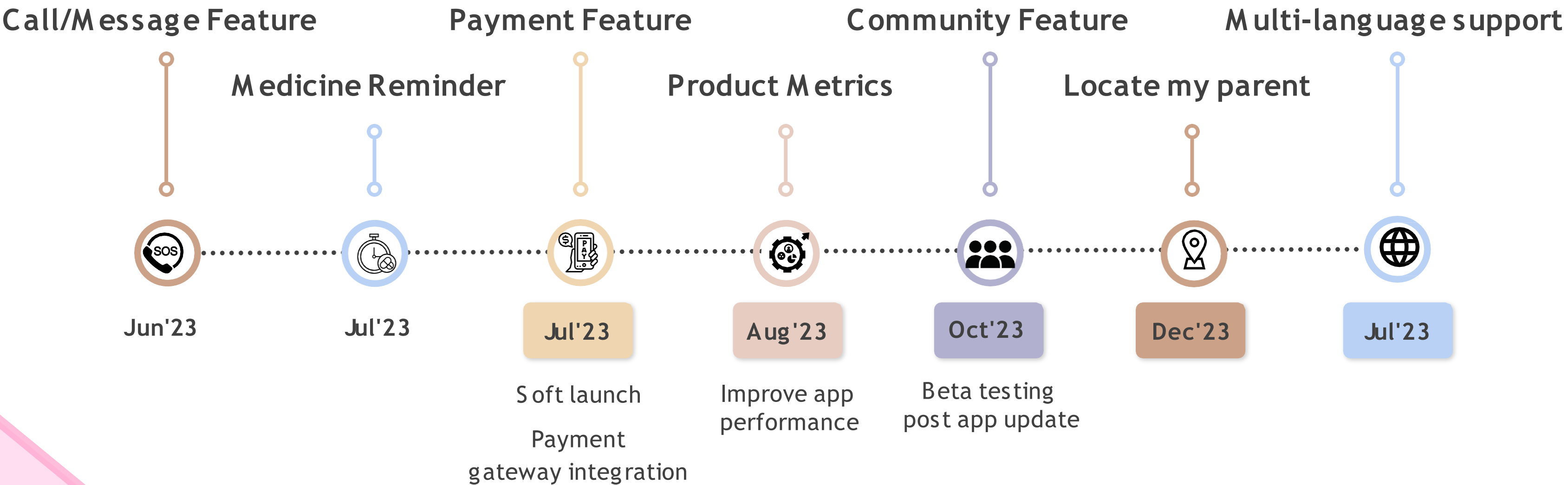


Prioritization

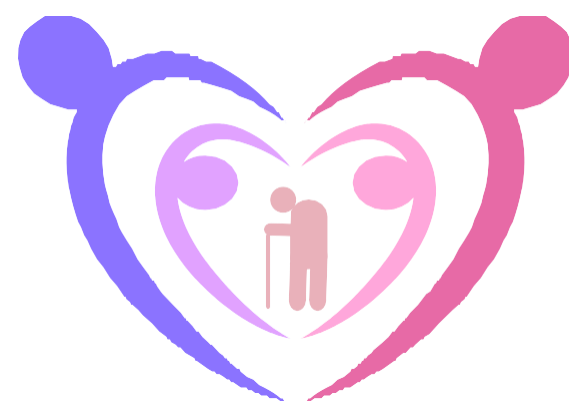




Empowerly Product Roadmap



THANK YOU!



EMPOWERLY

