ERICSSON

What problem would you like to solve?

In 1-2 sentences, tell us about a digital you have found, either within your own community or around the global, that is limiting people's potential?

There is a digital age divide for the elderly and many of them don't even have in-home Wi-fi. Their struggle to use modern technology can leave them isolated from loved ones and medical care.

How would you like to solve that problem?

What is your idea to bridge this divide and help provide people with fresh opportunities?

We want to make it quick and easy for seniors to get online and connect with their families, doctors and friends with a specialized tablet called the GrandPad. This tablet would be designed specifically for seniors with a simplified interface and capabilities that would make it easy for them to buy, setup and operate on their own.

What is different about your idea?

There are plenty of ideas about floating Wi-fi balloons, solar panels and mobile apps already in production, so what is unique or special about your idea?

As well as an elder-friendly design, we want our tablet to run on cellular data to avoid any Wi-fi issues and arrive pre-configured, so they don't have to make a lot of selections when setting up.

What is the potential impact of your idea?

Who would benefit from your idea becoming a reality and what larger impact could that have on the world?

Obviously older generations would benefit the most. They would have easier access to healthcare, they would be able to communicate with family and friends which could help them feel less isolated or depressed and they could feel more involved in society. But it could also impact families and carers! People would feel much more comfortable and less stressed about aging loved ones if they were able to easily communicate with them digitally.