

2023

GenTie

# Design Document



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# Introduction

**The aim of this document is to share our duo's design principles by introducing the steps and different approaches we took when it came to designing our product (GenTie).**

Considering the fact that a large portion of the elderly population tends to experience difficulties when it comes to using technology, our primary focus during the design process was to create an intuitive and user-friendly interface that can be easily navigated and understood by them.

Another aspect of the app is the interface for the younger generation as we wanted it to have a more modern look and follow certain trends. Our goal was to create an interface that would not only be visually attractive to younger users but also easy to navigate and use effectively.

First and foremost we focused a lot on the consistency of the app as we believe that maintaining high levels of consistency enhances usability and makes the app easier to remember and navigate for the users.

In this document, you will also find information about the choices we made for the design based on our research, what we took in mind, and how we used the information we gathered to shape the product we came up with.

## Design Principles

# Elderly interface

The layout we made for the elderly is designed to look more simplistic and understandable. From the research we have taken into consideration the fact that most older people may not be as familiar with technology. We aimed to create the app as pleasant as possible for them, avoiding having complex elements that may cause frustration or confusion. We found out that elderly people prefer a more straightforward and intuitive design.

## Buttons

From our Library research, we found out that elderly people struggle a lot with visual impairments which affect their eyes and ability to read small texts.

The buttons we came up with are larger than usual and are all placed in the center of the screen. This approach not only helps the elderly with easy navigation but also ensures that the buttons are clearly distinguishable and easily memorized (because having all the buttons located in the same position allows the elderly to quickly and easily find the things they need.)

## Font used

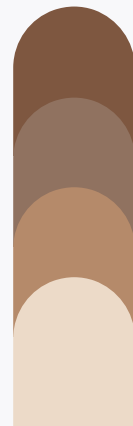
The font used is also a key consideration in our design. After conducting research on which fonts are suitable for the elderly, we chose to use a sans-serif font with a larger font size and high contrast against the background color to ensure maximum readability. This allows the elderly to easily distinguish the letters and words on the screen and at the same time reduces the strain on their eyes and makes the app more accessible for them.

# Elderly interface

## Colours

When we were looking for suitable colors to use, we came up with research that suggests brown as one of the most suitable colors for the elderly. During our interviews, one of the participants mentioned that she feels anxious while using today's modern apps because they are often confusing for her.

That is why our goal was to use brown as our base color because it is warm and inviting and is often associated with stability and comfort. It has also been shown to have a calming effect, which can be especially beneficial for those who may feel overwhelmed or anxious when using technology.



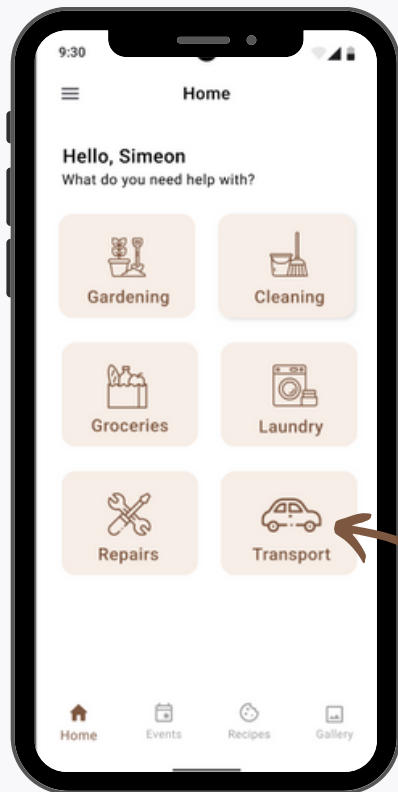
## Use of language

The language of the app aims to be clear and concise. It avoids using technical jargon and complex vocabulary that may not be understood by the elderly. The interface uses plain language and avoids words that are difficult to understand.

## Overall layout

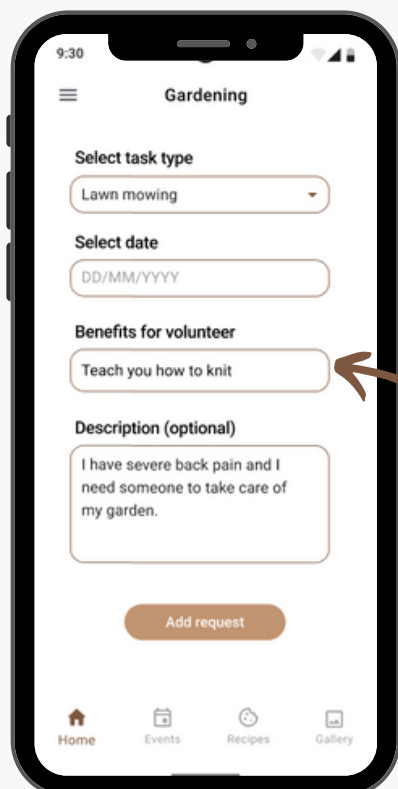
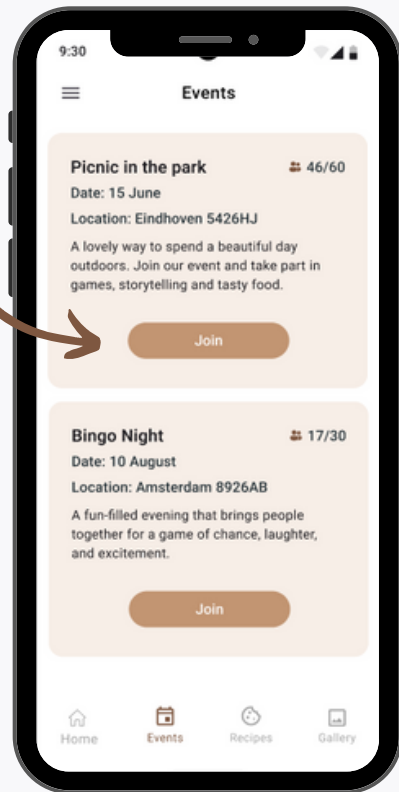
Overall, the layout for the elderly aims to be more straightforward, without having too many things happening on the screen. It is easy to understand and look at. It does not contain animations or things that can trigger the elderly. It uses simple language and contains icons that are familiar to them.

# Elderly interface



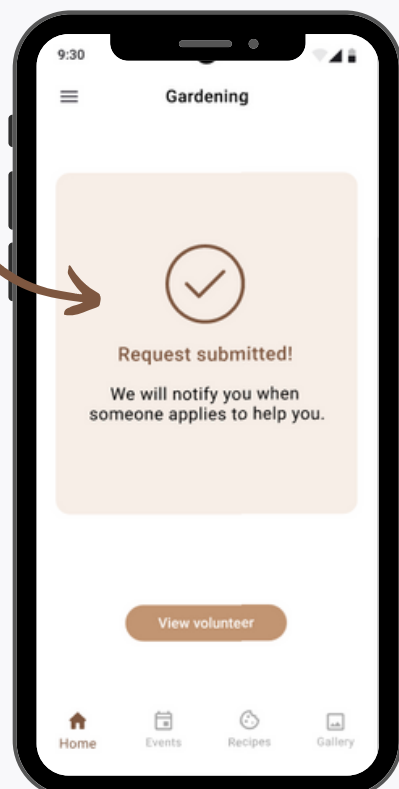
All buttons in the centre of the screen for consistency

Big buttons with easy to understand icons



Clear language choice and confirmation of actions

Contrast for writing down text (text is larger for better legibility)



## Design Principles

# Younger interface

The layout we made for the younger generation is designed to look more modern and trendy. We took into account their familiarity with technology and made the design more minimalistic and clean. Additionally, we included interactive elements such as animations to create a more engaging and enjoyable user experience.

## Buttons

From our interviews, we found out that people from the younger generation, especially teenagers, like buttons that include recognizable icons and clear text labels. They like interactive elements so we included swiping, tapping, and animations to meet their needs.

The buttons we came up with are normal in size and look like the ones that people are used to in most of the apps. They have more round edges and use vibrant colors to make them more visually appealing.

## Font used

The font for the younger layout aimed to be the same as the one for the elderly, because the matter of the app is rather serious, so we avoided using playful fonts that are going to distract the users and give them a false understanding of the app. We opted for a modern and clean style that is easy to read as well. To capture the attention of some of the elements, we made the typography there bolded so that the users can be aware of what is important to keep in mind. The font used is also the regular size in all of today's apps.

# Younger interface

## Colours

While we were looking for what colors can be used in the layout for the younger generation, we found out that green is a very suitable color because it is associated with growth, energy, and harmony. It also symbolizes renewal, which is fitting for a generation that is always seeking change and progress.

Most of today's apps use the color green as their base one (ex: WhatsApp). Because green is also a common color used in nature and the outdoor it can be easily connected with volunteering and social events that aim to bond people from different generations.



## Use of language

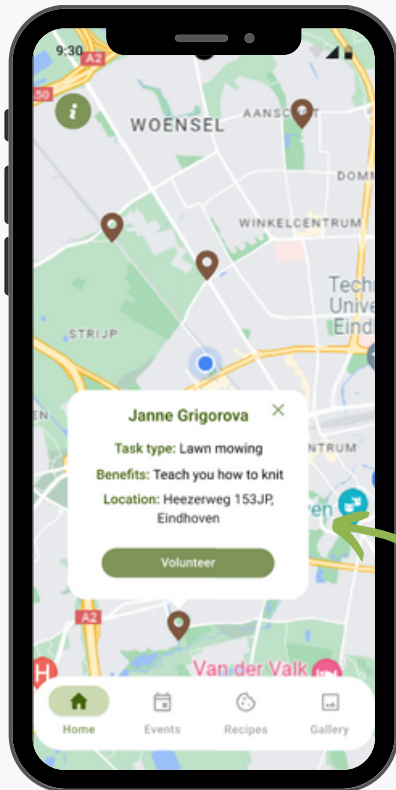
The language of the layout for the younger generation aims to be relevant and familiar to them. It also avoids using technical jargon and complex vocabulary. On some of the pages, we used trendy slang and popular phrases to make the app relatable to teenagers.

## Overall layout

Overall, the layout for the younger generation aims to have a more modern look that follows the standards of today's apps. We made it look relevant and trendy, keeping in mind the wished of the users when it comes to usability. The pages have a more younger vibe because of the combination of the colors and how everything is structured.

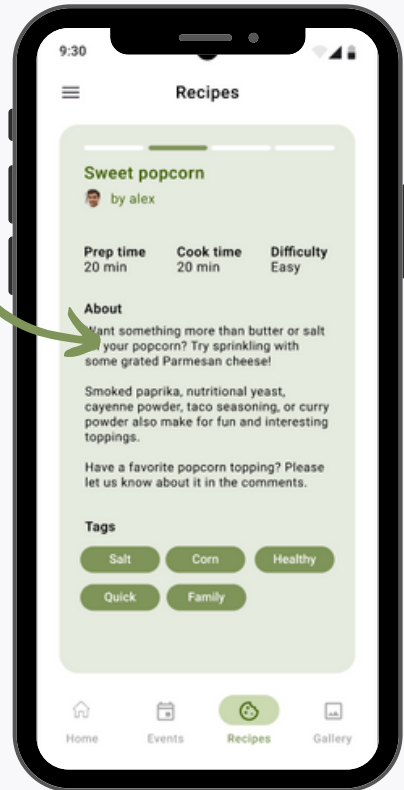


# Younger interface



More things happening on the screen, the ones that need attention in bold.

Informational labels when tapping on certain things in the app



Modern language choice and confirmation of actions

Familiar elements (QR codes)

