**Design Thinking Assignment.**

**Scenario: Imagine you are designing a mobile app for elderly users who find it difficult to navigate digital services like online banking and e-commerce.**

**Task:**

* **Empathize: Identify three challenges elderly users might face.**
* **Define: Frame a problem statement based on one key challenge.**
* **Ideate: List three possible solutions to the problem.**
* **Prototype & Test: Explain how you would test a low-fidelity prototype for your app. (5 marks)**

**Emphathize:**Difficulty with small text and buttons: Older users who have vision impairments or low dexterity may find it difficult to read or touch small text or buttons.  
  
Complex navigation: For older users who are unfamiliar with current technology, many digital services feature multi-step, complex interfaces that might be intimidating.  
  
Lack of technical skills: When it comes to new chores like online banking or e-commerce, elderly people may be scared by new technology and lack the confidence to use mobile apps. **Define:**Problem Statement: Due to small writing, complicated interfaces, and a lack of technical expertise, elderly people struggle to use digital services, which causes them to become frustrated and give up on crucial chores like online banking and Shopping.

**Ideate:**Simplified User Interface: Create a simple, minimalist interface with big text, strong contrast, and buttons that are easy to recognize for important functions (e.g., huge buttons for adding products to the shopping cart or transferring money).  
  
Voice Assistance: Reduce the requirement for older customers to comprehend technical specifics by implementing a voice-activated assistant to assist them with important operations like placing an order or making a payment.  
  
Step-by-Step lessons: To help customers grasp how to use various features without feeling overwhelmed, include interactive, simple-to-follow lessons with videos, pop-up hints, and clear instructions.

**Test and Prototype:**A low-fidelity prototype would be tested by:  
  
Make Wireframes: Draw basic sketches or digital wireframes of the application's layout that highlight its key features, such as prominent buttons, intuitive navigation, and clear directions.

Elderly Participant Usability Testing: Examine how senior users engage with the prototype by doing usability testing with them. Ask them about the app's usability, language clarity, and whether they feel comfortable using it.  
  
Iterate Based on Feedback: Utilize the input to modify the design, enhancing the navigation flow, button placement, and font size. Continue testing until users are able to complete tasks with ease.