

Life Alert[®]

re-imagining senior home healthcare in the digital age

Life Alert



The Design Challenge

- How can Life Alert improve its digital presence?
- How can Life Alert maintain relevancy and increase market share?
- Is there also a role for Life Alert to support the caregivers of seniors?

but most importantly:

how can Life Alert best help seniors
maintain healthy and independent lifestyles?

today's agenda

1. market research
2. user research
3. product design directions
4. next steps

1. market research

The Senior Home Healthcare Industry

78%

of seniors anticipate living in their current homes for the rest of their lives

4.5%

of seniors report owning a personal emergency button

1.8%

of seniors report owning a personal emergency button
AND wearing it most of the time

A Growing Market Opportunity

\$80 billion

estimated size of the wearable technology market in 2020

\$12.6 billion

estimated global revenue from home healthcare devices in 2018

3.65 million

baby boomers retire every single year

Life Alert Today

Life Alert 

For a **FREE** brochure call now:

1-800-920-3410

HOME

PROTECTION
SERVICES

EMERGENCY HELP
CELL PHONE

TESTIMONIALS

NO RETIREMENT
HOME

ABOUT US

MEDICAL EMERGENCIES • FIRE PROTECTION • CO GAS PROTECTION • HOME INTRUSION • EMERGENCY CELL PHONE • MOBILE APPS

MEMBERS EMERGENCY
TESTIMONIALS

29,703

Collected since 2008

Saving a **LIFE** from a potential catastrophe
Every **10 Minutes!***



- Medical Emergencies
- Fire Emergencies
- CO Gas Emergencies
- Intrusion Emergencies
- Emergency Cell Phone
- APP on Your Cell Phone



We are the one & only
Life Alert
Beware of Imitators.

For a **FREE** brochure call now:

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Competitive Analysis

Medical Alert Systems

- emergency button on necklace or watch
- 10 year battery
- can include more in-home sensors
- emergency response call center
- subscription payment model

The logo for Life Alert, featuring the words "Life Alert" in a bold, red, sans-serif font.The logo for Philips Lifeline, featuring the word "PHILIPS" in a small, blue, sans-serif font above the word "Lifeline" in a large, blue, serif font.The logo for Alert 1 Medical Alert Systems, featuring the word "Alert" in a black, sans-serif font, followed by a large red circle containing a white number "1", with the words "Medical Alert Systems" in a small, black, sans-serif font below.The logo for Live!y, featuring the word "Live!y" in a bold, orange, sans-serif font, with a small "TM" trademark symbol to the upper right.

“Life Alert is for active [seniors] who want to maintain their daily activities and independence.”

Comparative Inspiration

Wearable Technology

- track steps, sleep, pulse, breathing
- 1-3 week battery (avg)
- discrete and fashionable devices
- paired with a smartphone app
- one-time payment model



“There’s a Fitbit product for everyone.”

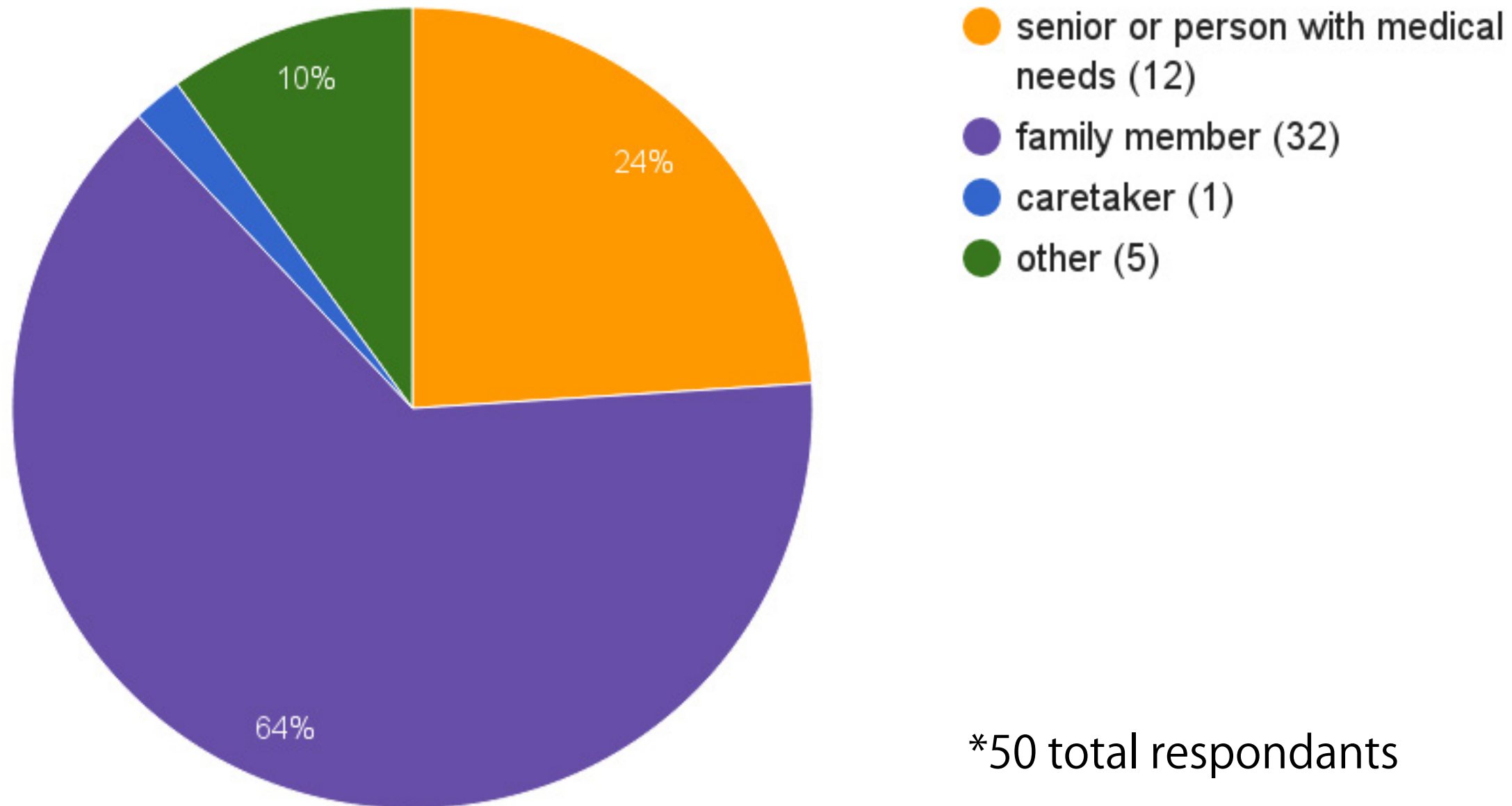
In Summary

1. The market opportunity is huge and growing bigger each day
2. Life Alert and other medical alert systems offer very basic products
3. Today's wearable technology could inspire innovation and a new generation of medical alert systems

2. user research

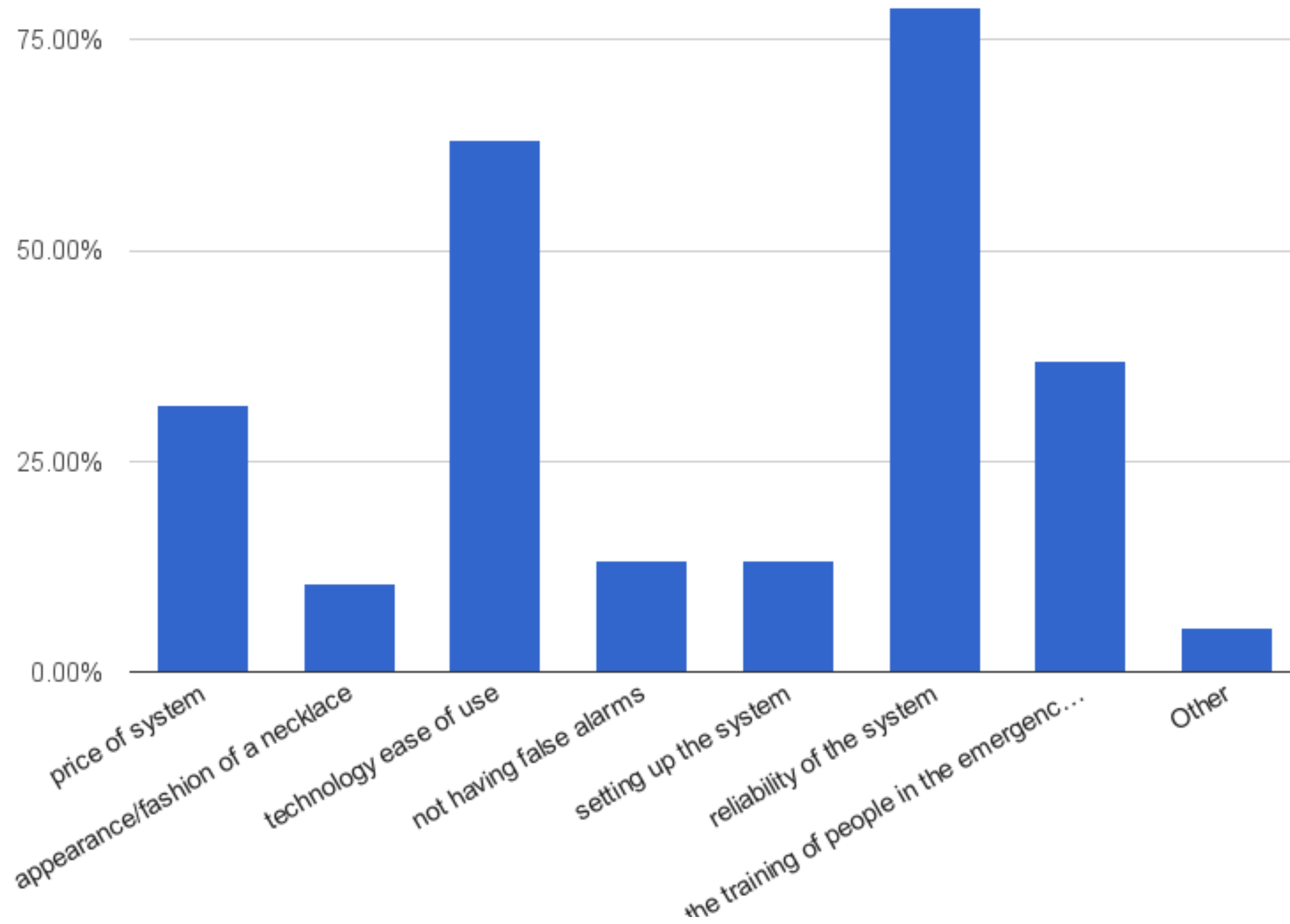
Survey Insights

Which category describes you best?



Survey Insights

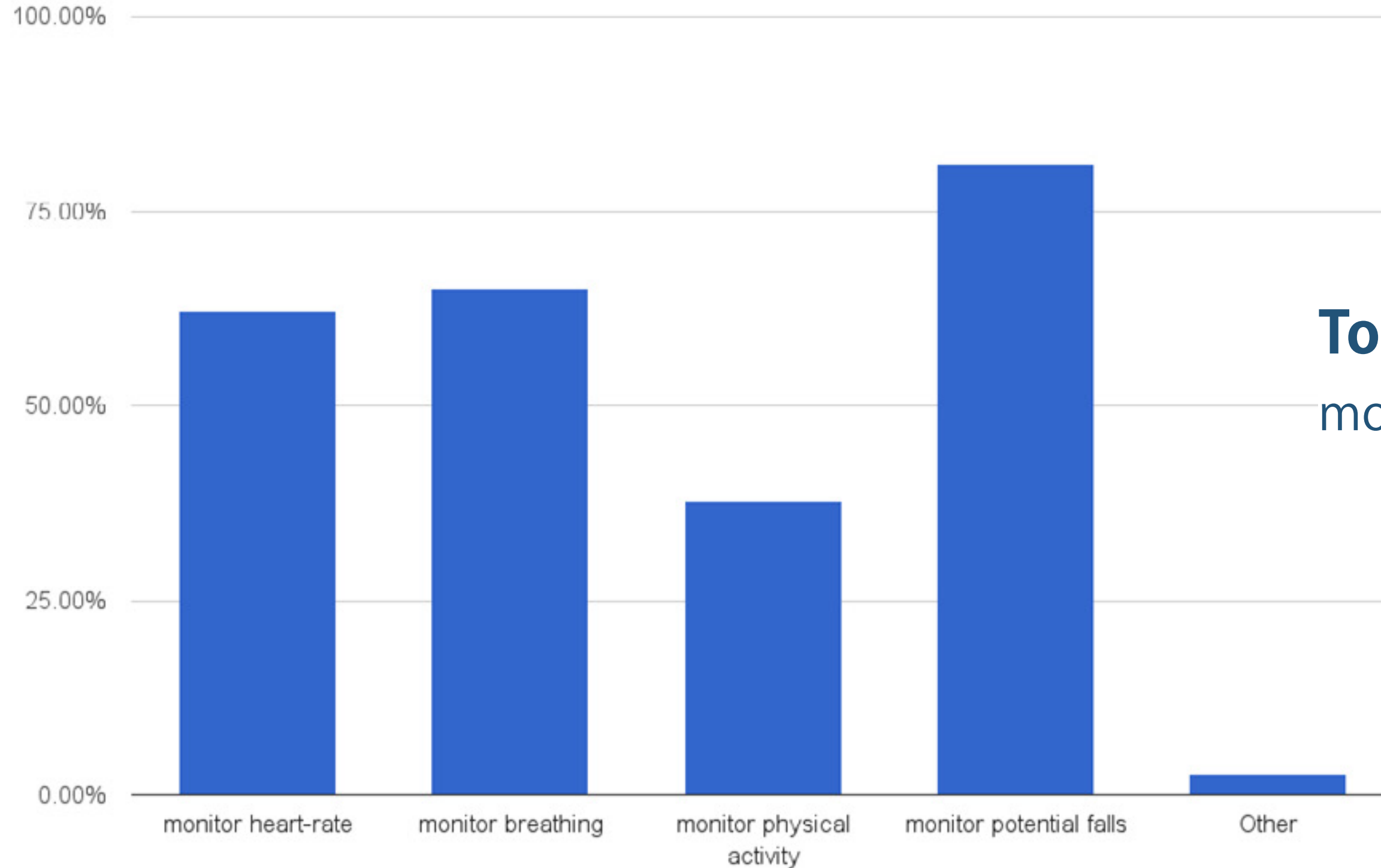
What is most important for you in picking a medical alert system? (please select your top 3)



Top Priorities:
79%: system reliability
63%: ease of use

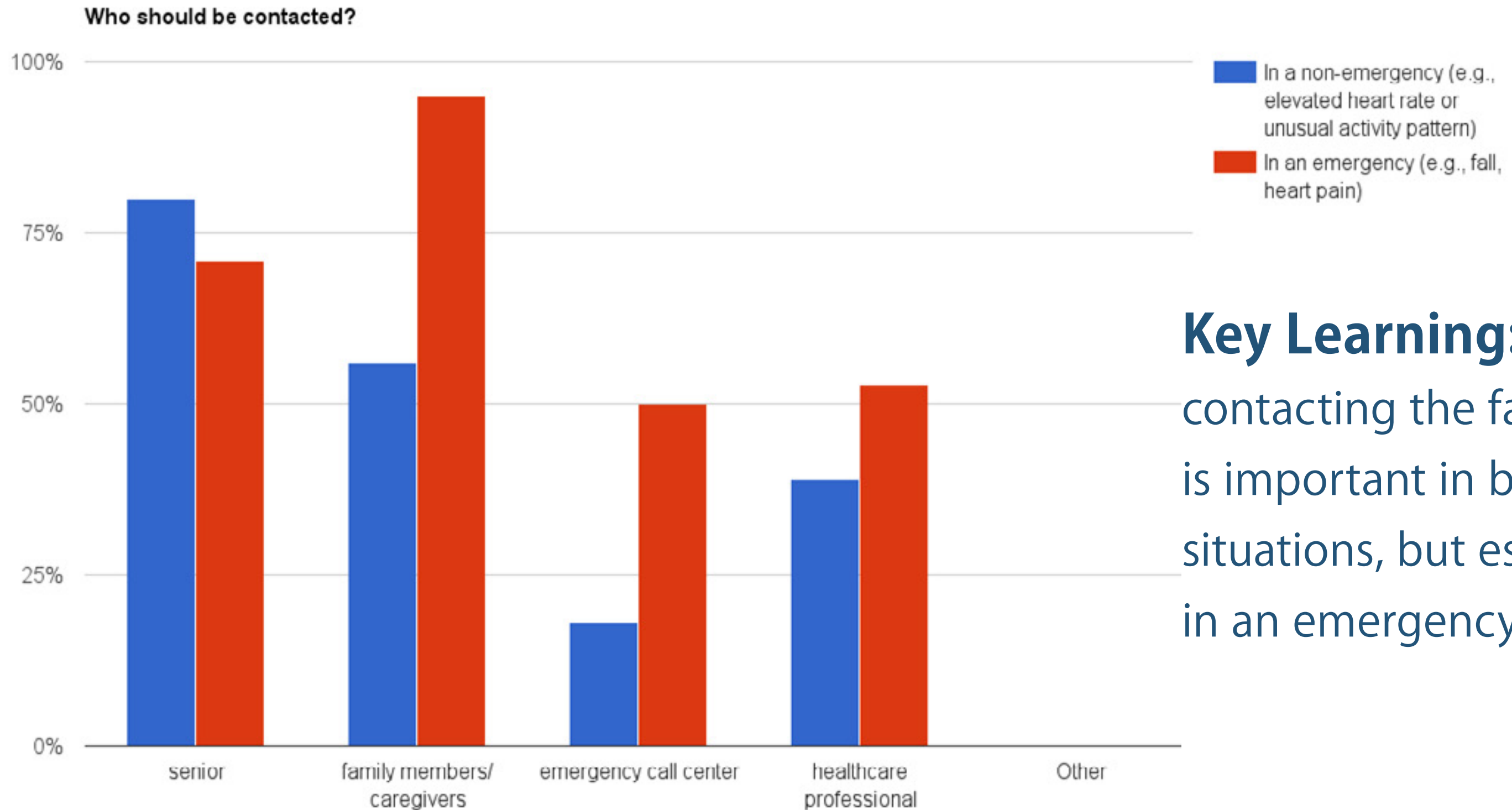
Survey Insights

Would it be helpful to you if the emergency necklace, wristband or device did any of the following? (check all that apply)



Top Priority:
monitor potential falls

Survey Insights



Key Learning:
contacting the family
is important in both
situations, but especially
in an emergency

Life Alert Interview Takeaways

“Life Alert is for active people who want to maintain their daily activities and independence. [But] it’s not just for the person who wears the button. It’s for everyone whose connected to them because it gives peace of mind to everyone whether they live near or far away.”

- Ned, Life Alert salesman

User Interview Takeaways

“I feel safe and I feel like it was a good investment and a good value.”

- Gabriella, medical alert system user

“If you just faint and pass out then I don’t think anyone will know that until it’s too late.”

- Dylan, medical alert system user

It would be nice to have “a way to easily add one or more people onto the master unit.”

- Robin, caregiver

understanding our users

personas: meet Betty and Bob

Betty Buckman



“I survived on my own for this long. I don’t need everyone telling me what to do.”

Betty grew up during the Great Depression and is very set in her ways. She had a bad fall earlier this year, but she is still determined to stay in her home. When her kids try to talk to her about moving in , she’ll say, “...uh-mmmm. Well, it’s time to go,” before hanging up the phone.

- senior, 87 y.o.
- widowed
- suburban home
- fixed income
- uses a landline & owns a computer

Goals & Needs

A medical alert system that can give her family peace of mind, without having to sacrifice her own.

Challenges

She might not admit it, but she does worry about being alone and having another fall.

Bob Buckman



**“They don’t make up like they use to any more.
Cars, Trucks, and Ma!”**

Bob’s worst fear is for his mother to need him and he’s nowhere to be found. He visits Ma’ every week, and gets frustrated that she sees his concern as an intrusion. He doesn’t know how to protect her without cramping her style.

- caregiver, 65 y.o.
- son of Betty
- lives 30 min away
- recent retiree
- uses a smartphone, tablet & computer

Goals

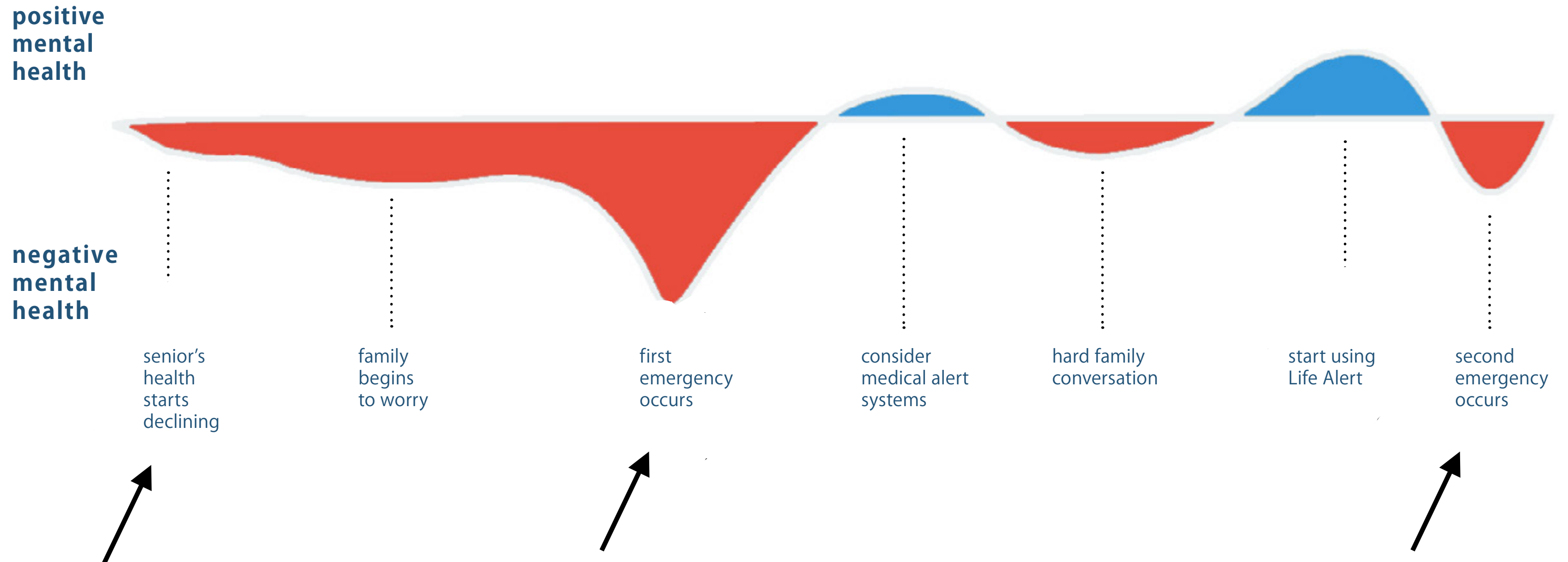
If he knew his mom could get help in an emergency, he would be able to relax, maybe travel, and go out with his wife.

Challenges

His worst fear is for his mother to need him and he’s nowhere to be found.

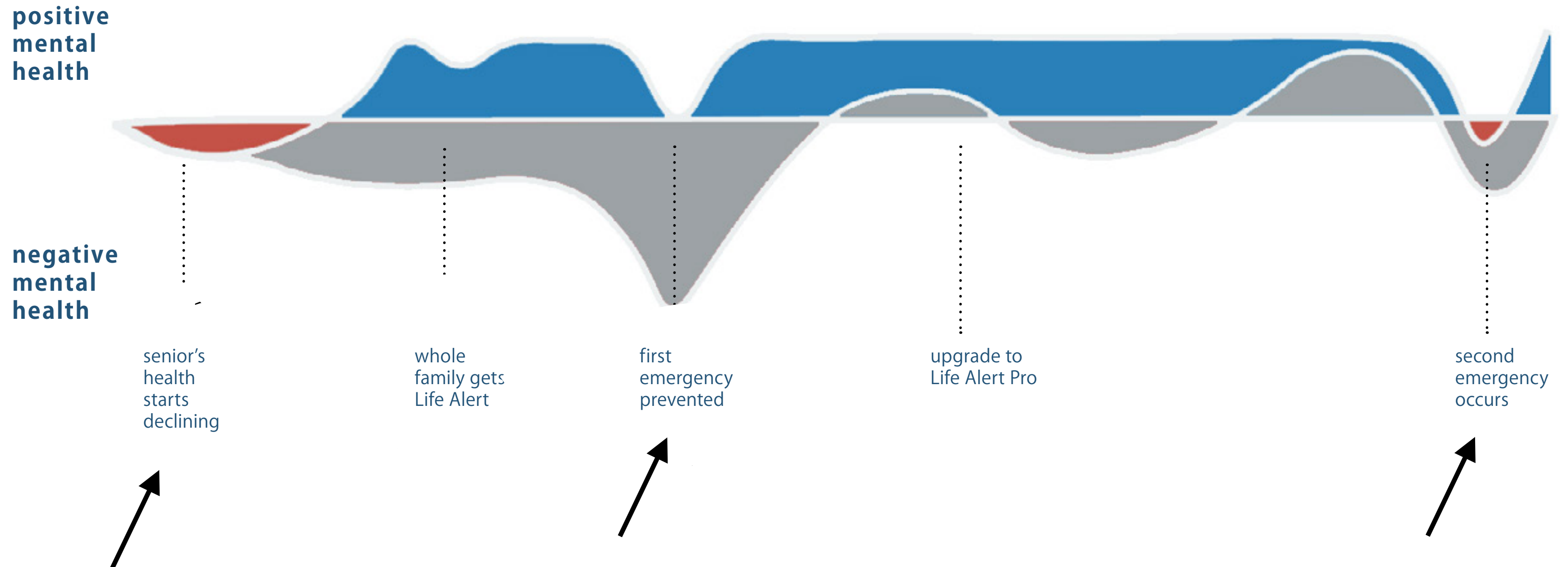
The User Journey - Today

- Negative mental health occurs before the first emergency
- Life Alert can't help if you don't have it



The User Journey - Tomorrow

- Whole family monitors health with Life Alert
- Life Alert helps prevent first emergency for senior



In Summary

1. Users expressed an interest in functionality that doesn't currently exist in Life Alert
2. Users understand and believe in the value of medical alert systems
3. Life Alert currently does not provide care at all the times when a senior might need help

3. product design directions

Priority User Needs

- more desirable industrial design
- more robust health monitoring
- health monitoring before the first emergency
- view health trends and abnormalities
- enable family communication
- even safer emergency functionality

Life Alert: Today



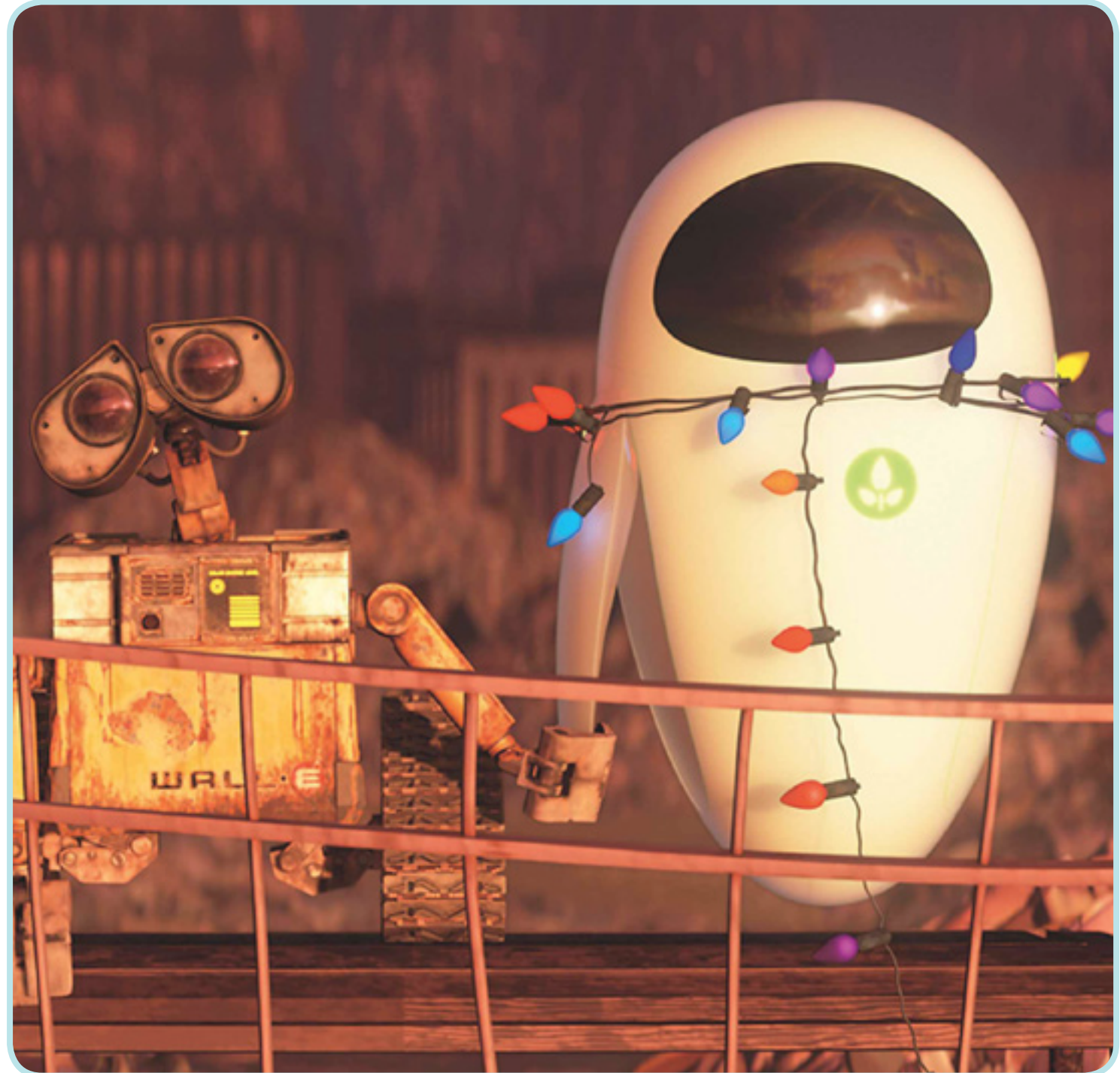
Wearable Tech: Today



Industrial Design Inspiration



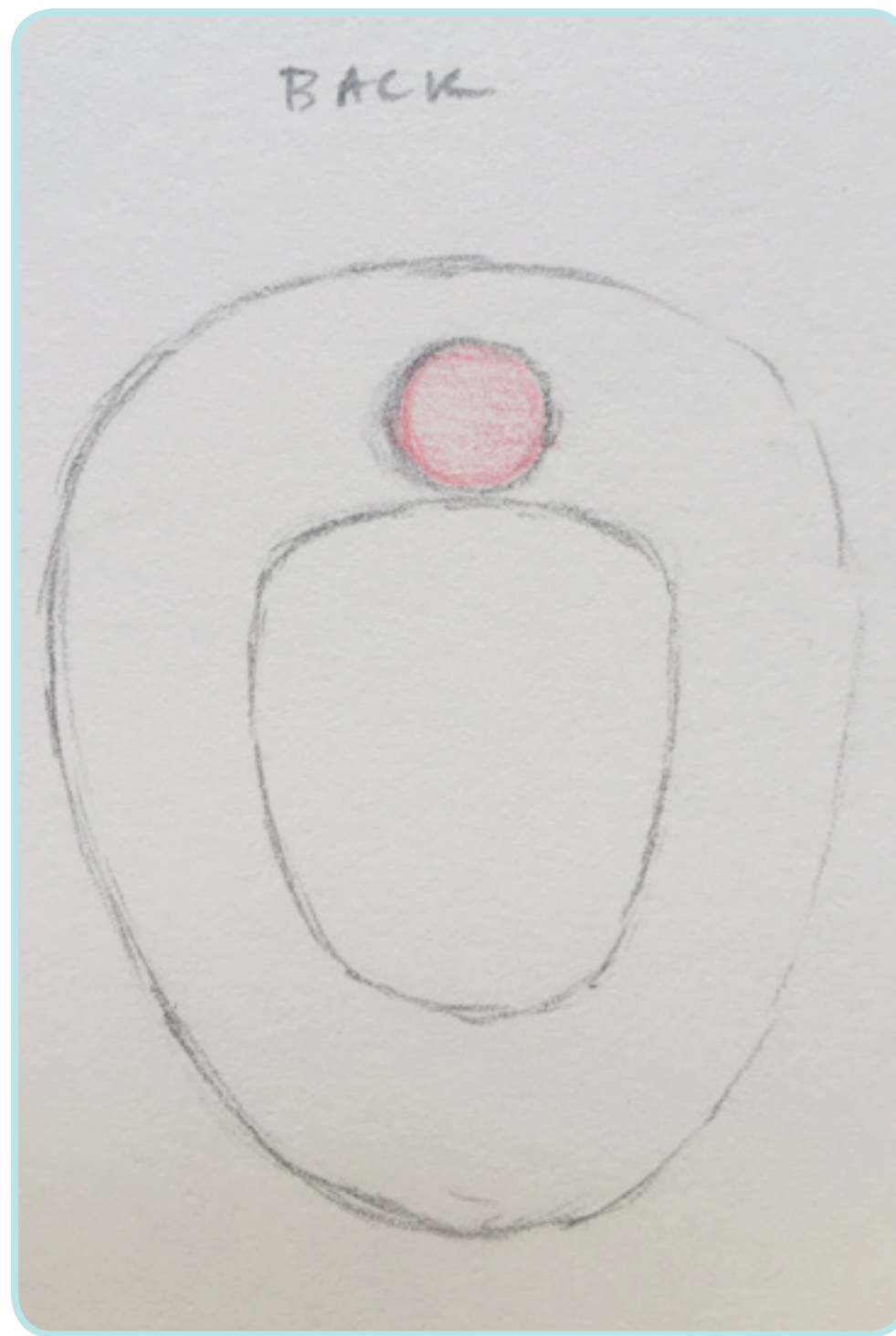
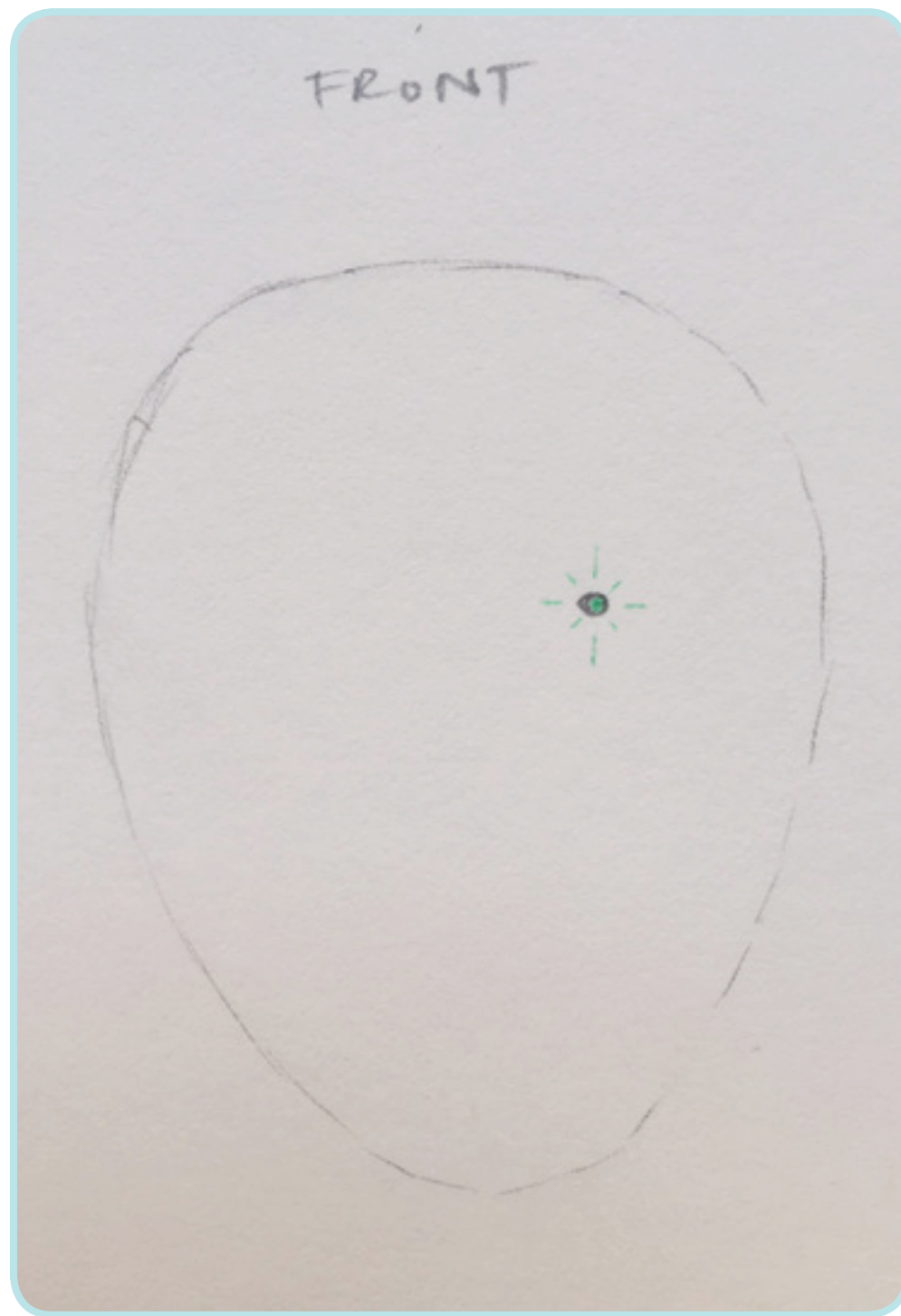
Industrial Design Inspiration



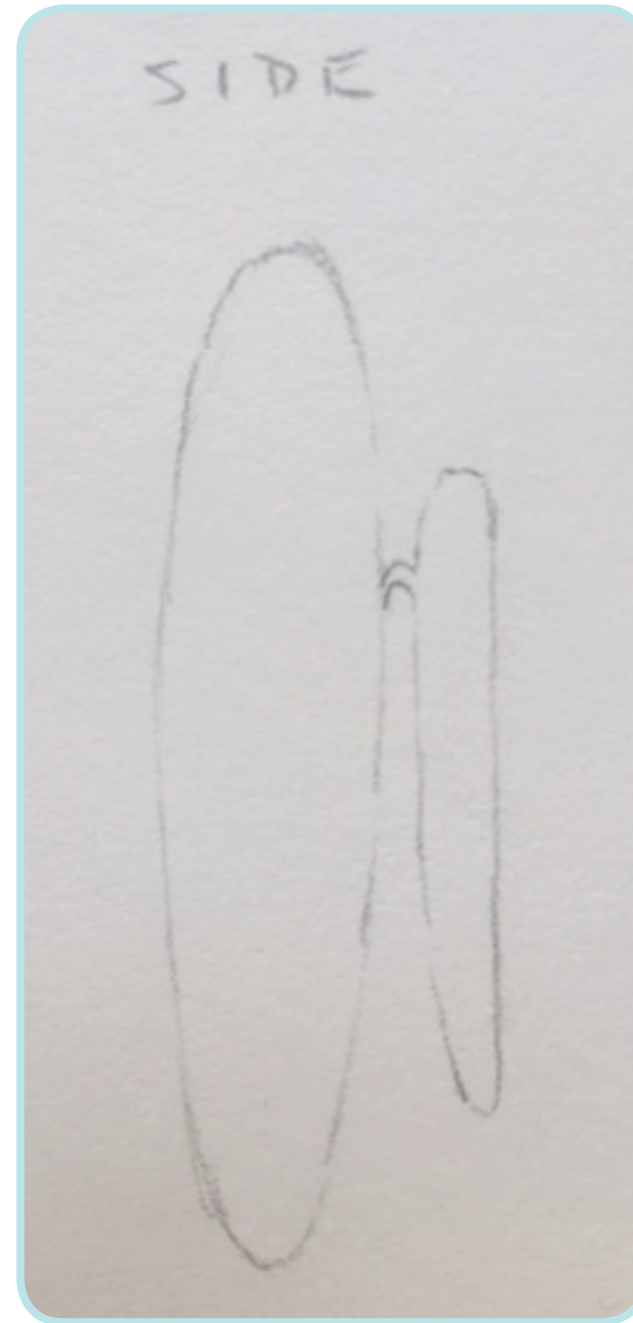
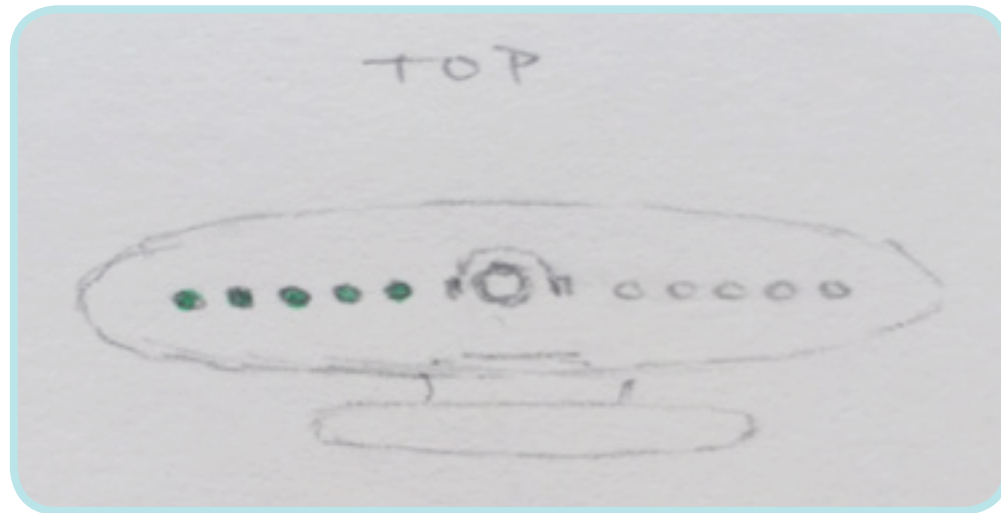
key goals

natural
beautiful
simple
friendly

Industrial Design Sketches



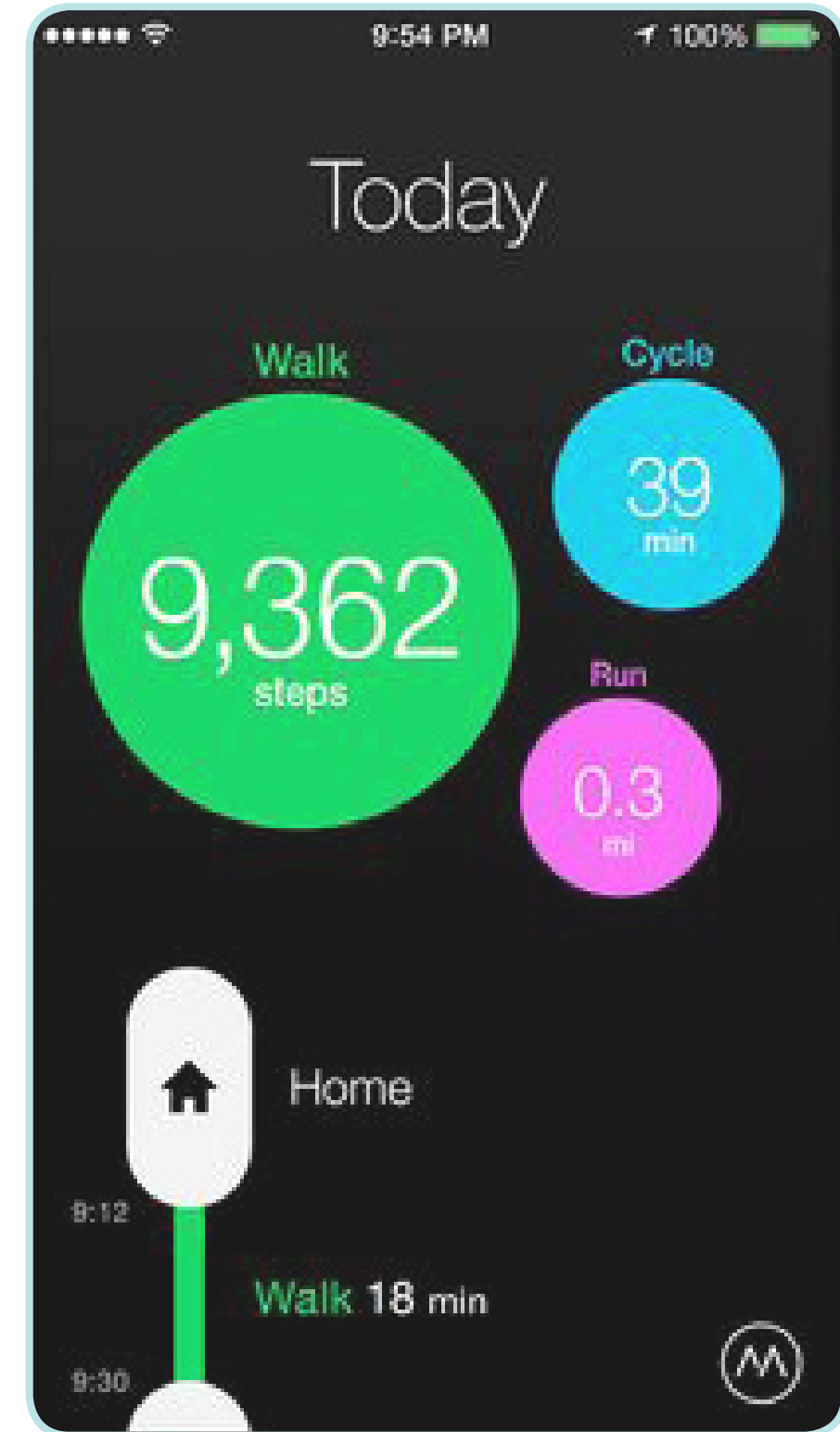
Industrial Design Sketches



ID Summary

1. Design that is more discrete and beautiful
2. Monitor many types of health vitals
3. Increased safety functionality: if senior is incapacitated in an emergency, act autonomously to get help

App Design: Today



App Design Inspiration



key goals

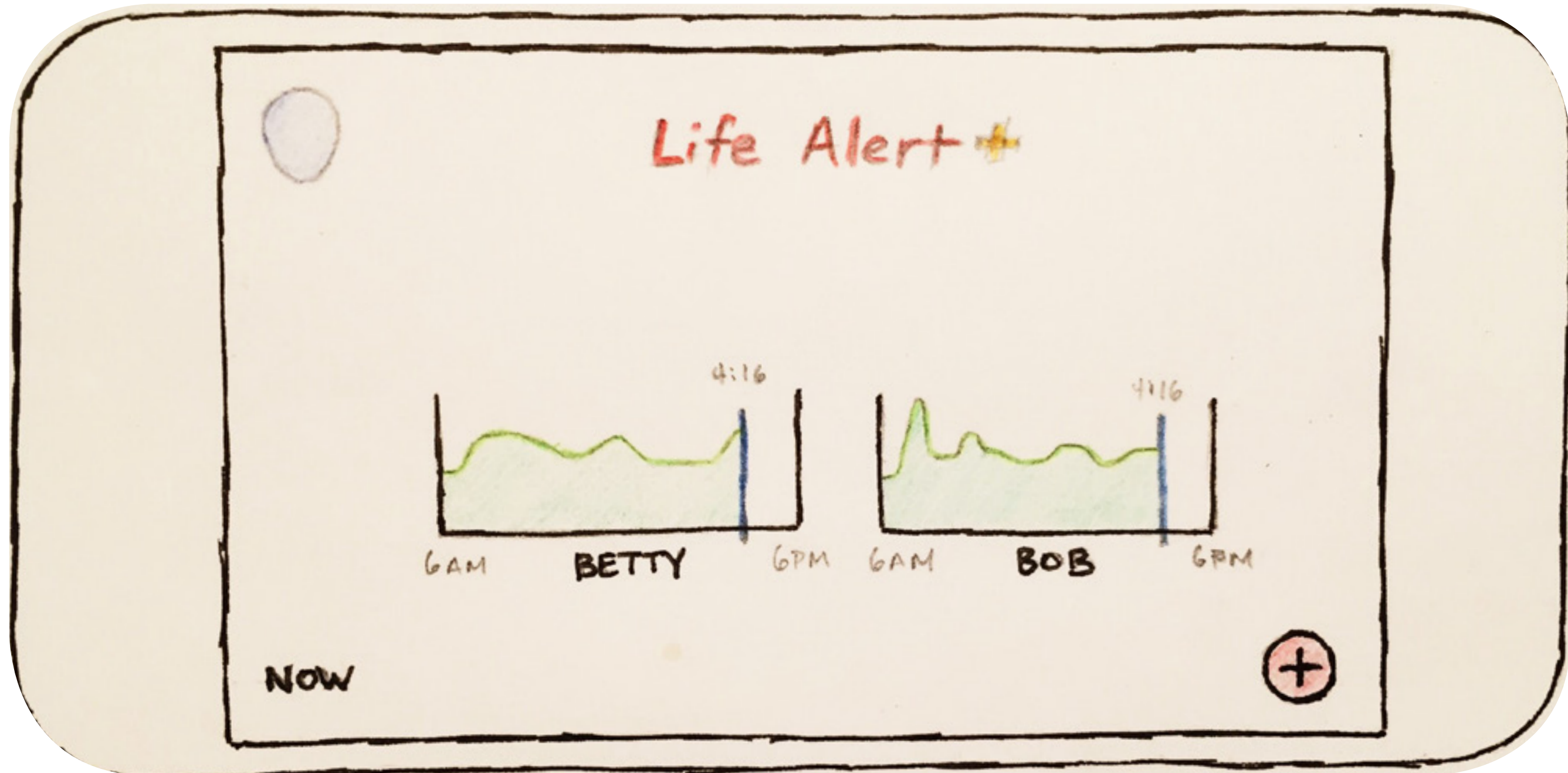
time-based

visual

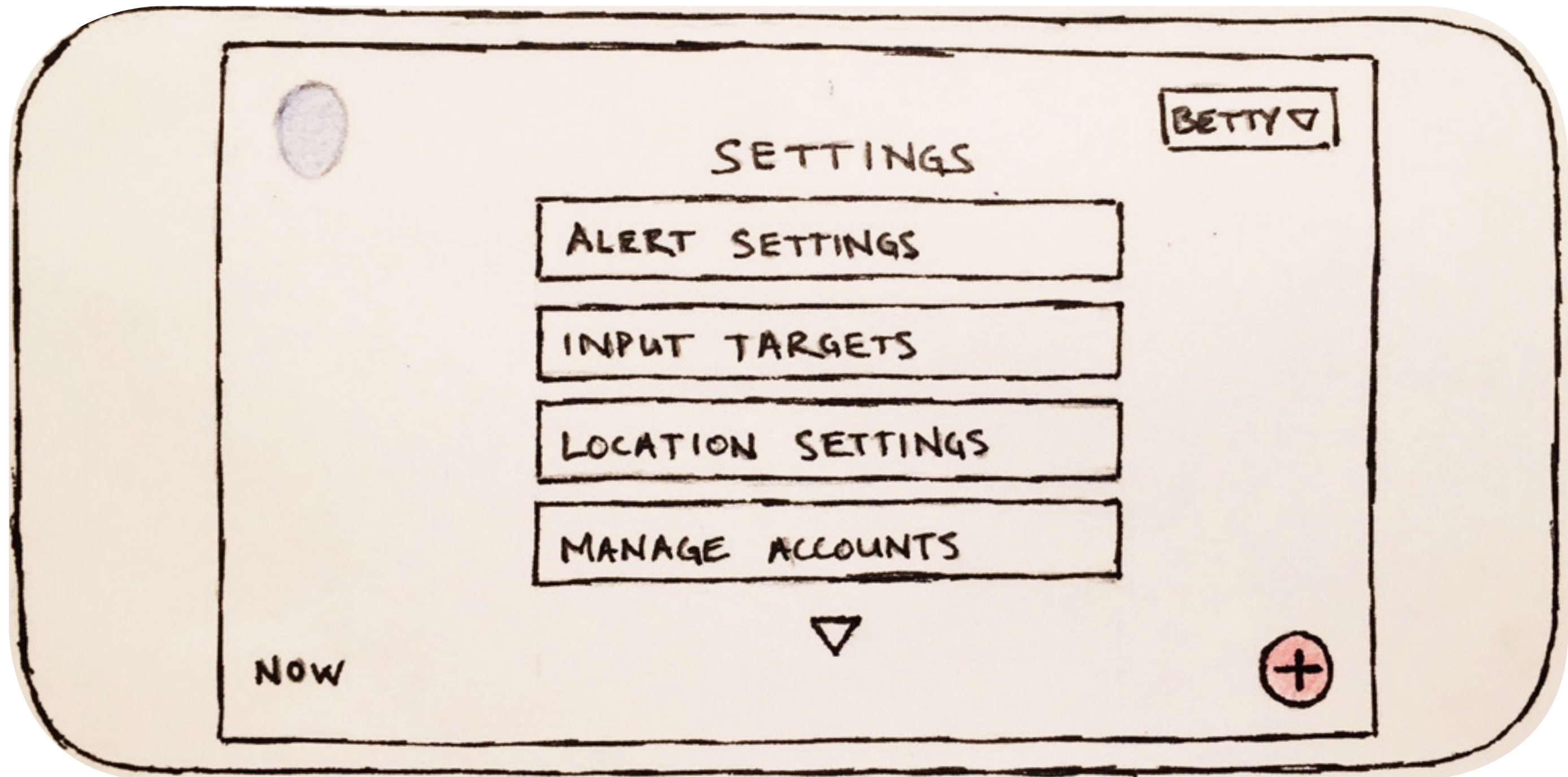
simple

natural

Home








Main Menu




Alert Preferences

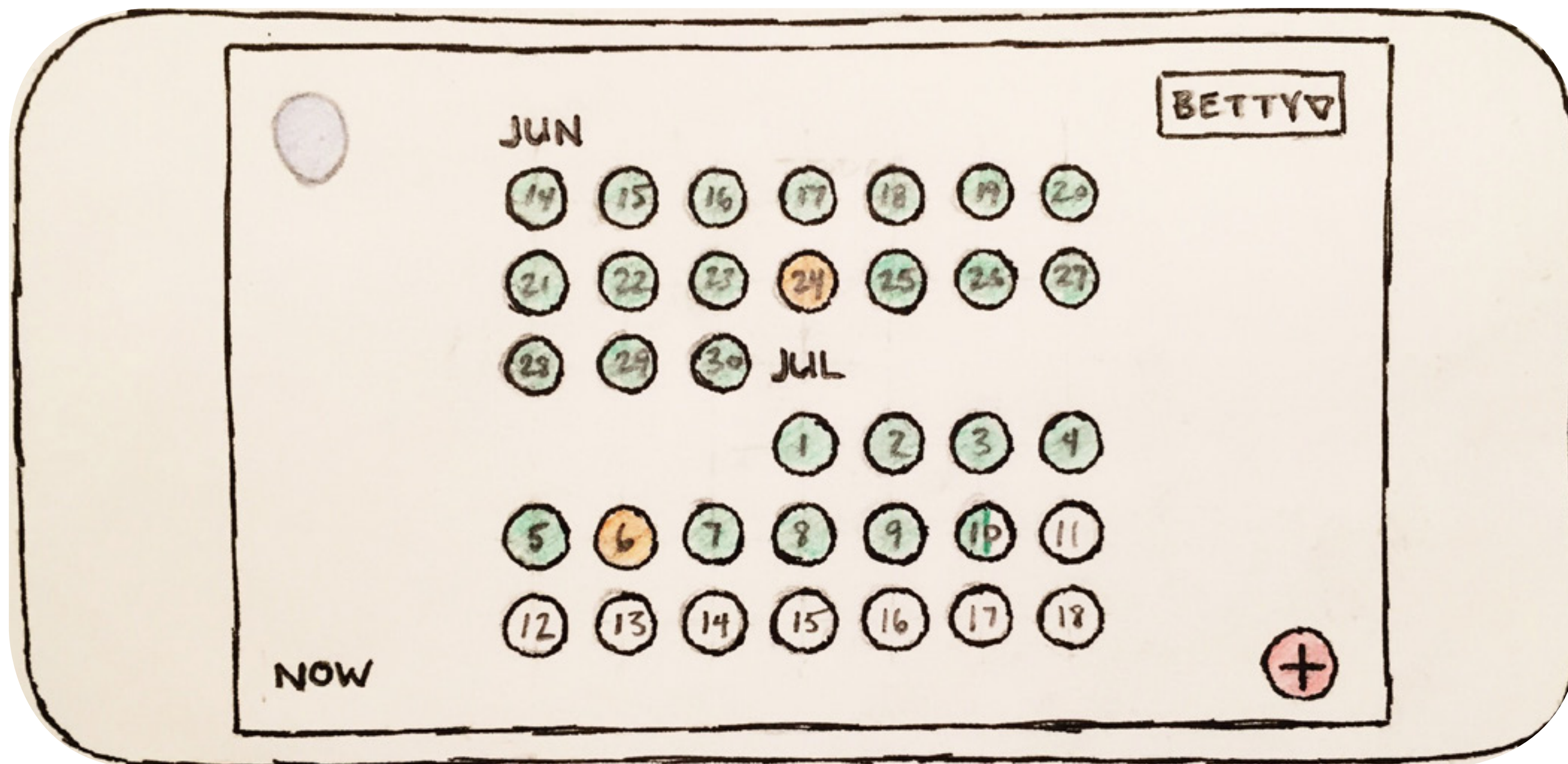
A hand-drawn sketch of a mobile application interface titled "Alert Preferences". The interface is contained within a rounded rectangle. At the top left is a small grey circle. At the top center is a green circle with a black question mark. At the top right is a box containing the text "BETTY ▾". Below these is the title "ALERT SETTINGS". The main content is a table with five rows of settings. Each row has a colored icon on the left, a checkbox, a box for "AVG" values, a box for "NOTIFICATION" values, and a box for "EMERGENCY" values. The rows represent Heart Rate (red heart), Lung Capacity (blue lungs), Blood Pressure (orange exclamation mark), Altitude (yellow location pin), and Activity (orange stick figure). At the bottom left is the word "Now". At the bottom right is a red circle with a white plus sign.

		AVG	NOTIFICATION	EMERGENCY
	<input type="checkbox"/>	113	140 BPM	160 BPM
	<input type="checkbox"/>	16	<12 / >20	<9 / >23
	<input type="checkbox"/>	98.6	101°	103°
	<input type="checkbox"/>	0	500'	1 ml
	<input type="checkbox"/>	200	0	

Now



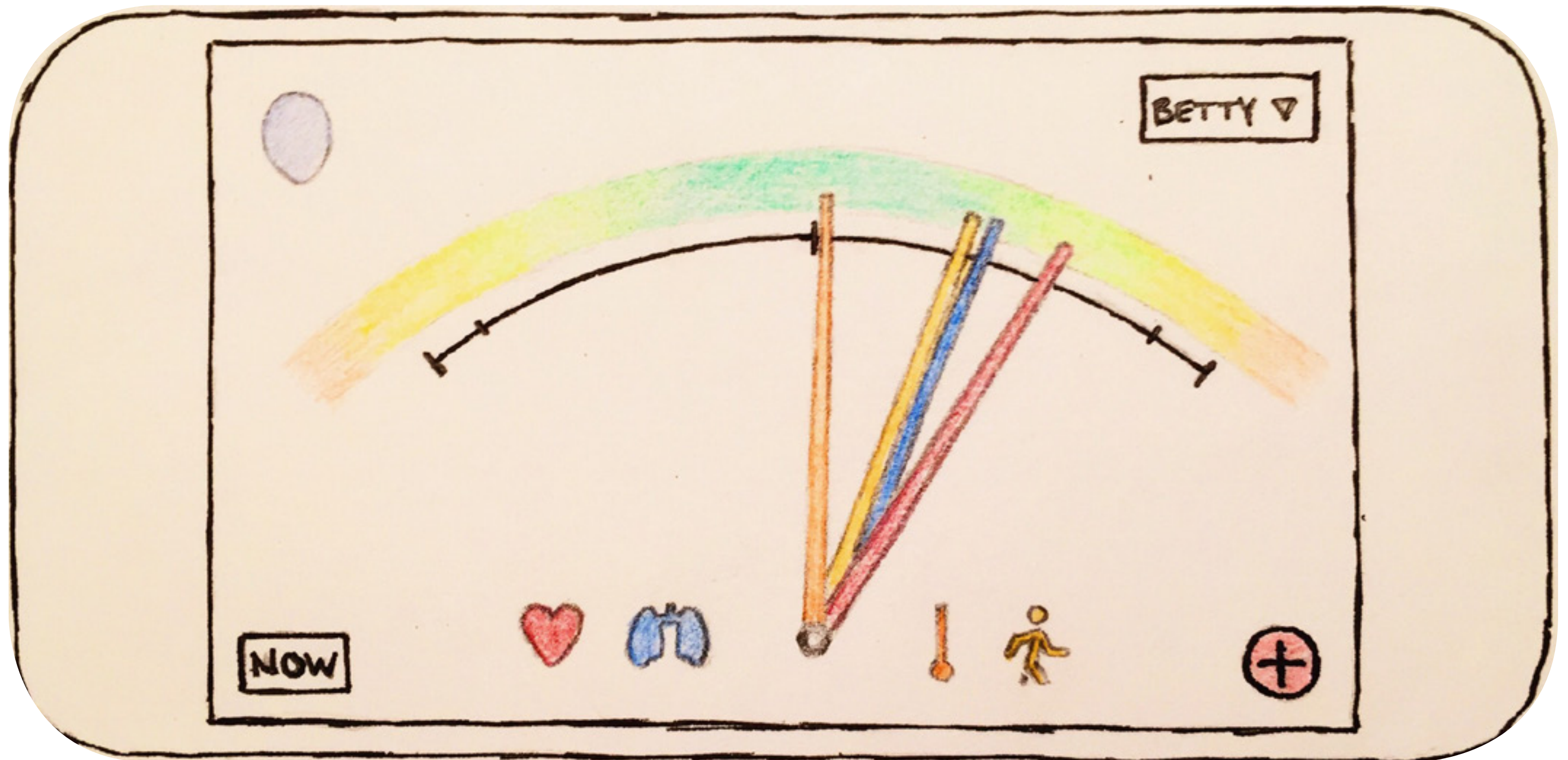
Activity By Month



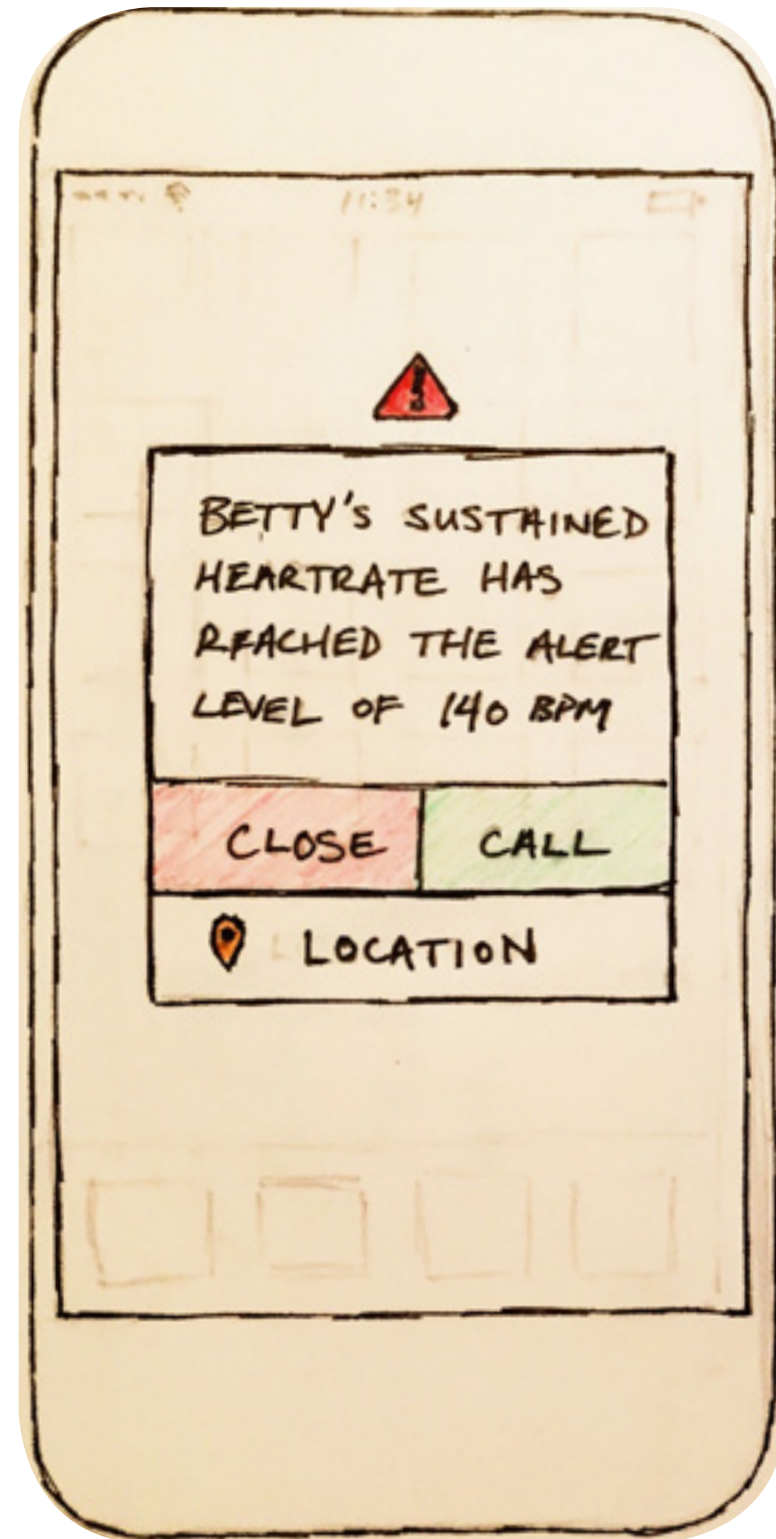
Activity By Day



Activity Right Now



Non-Emergency Notification



Emergency Alert



Usability Testing

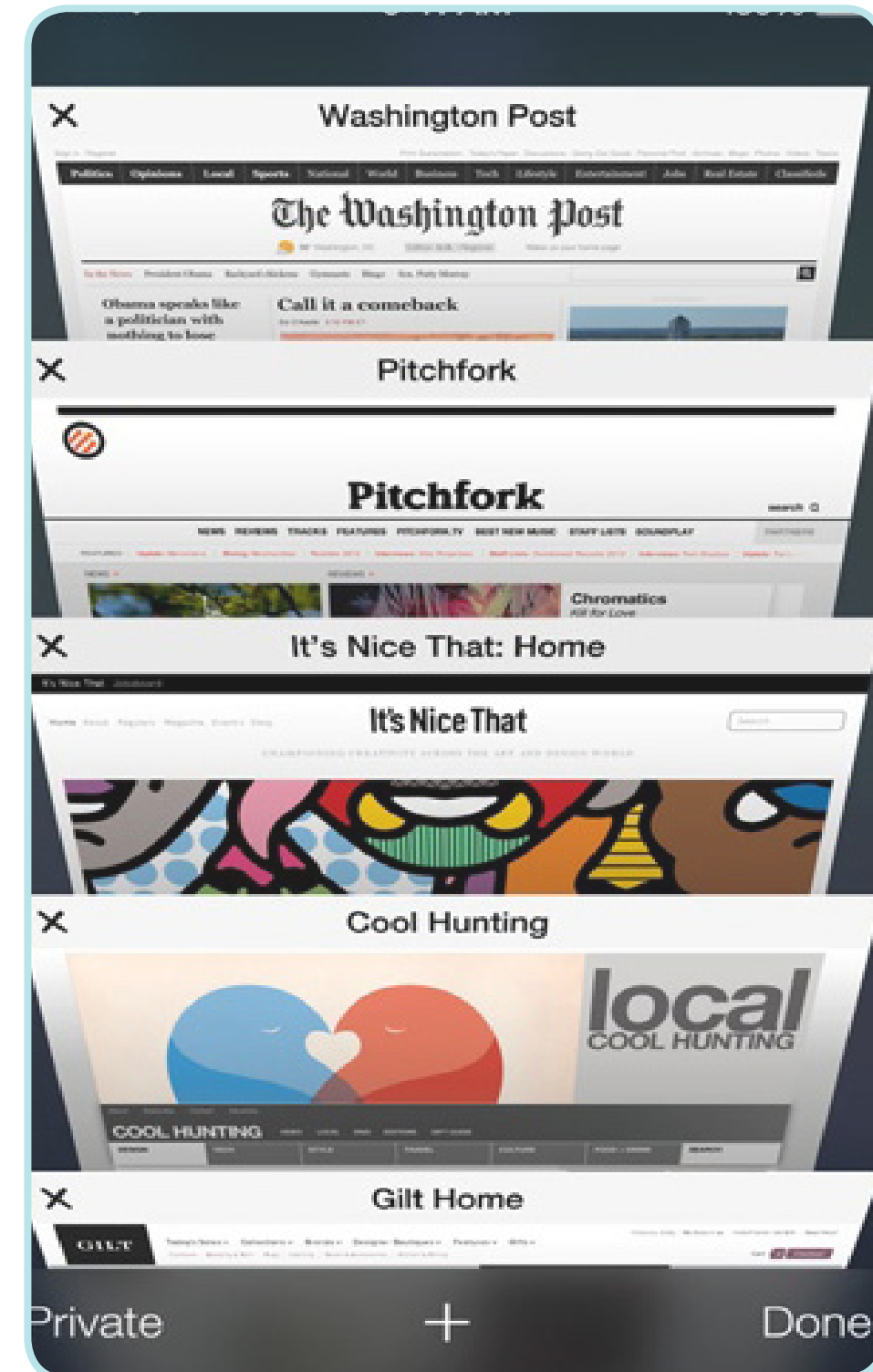
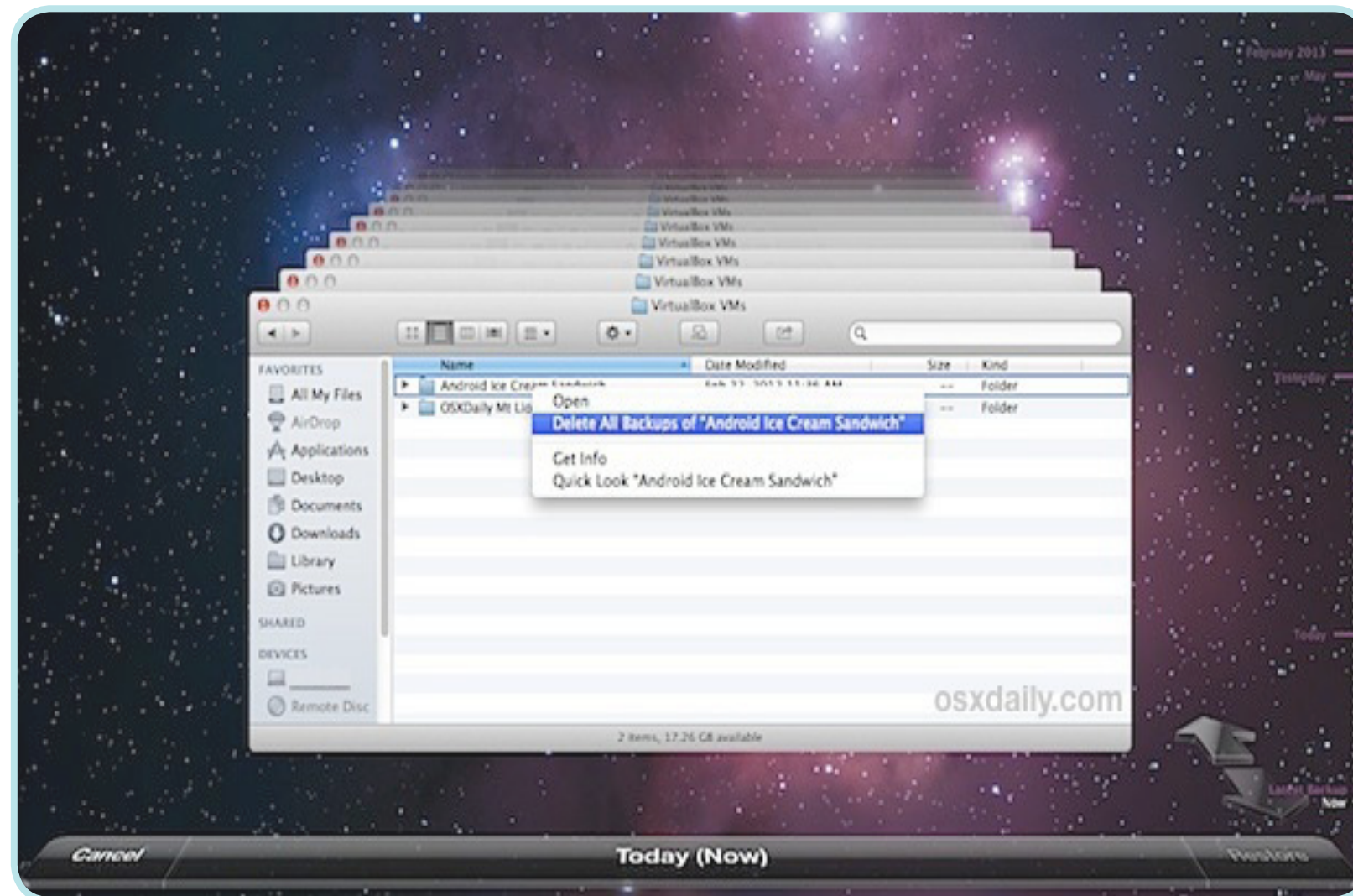
What worked

- the big picture and product value offering
- emergency notifications

What needs improvement

- specific UI functionality like buttons & wording
- activity by month data visualization

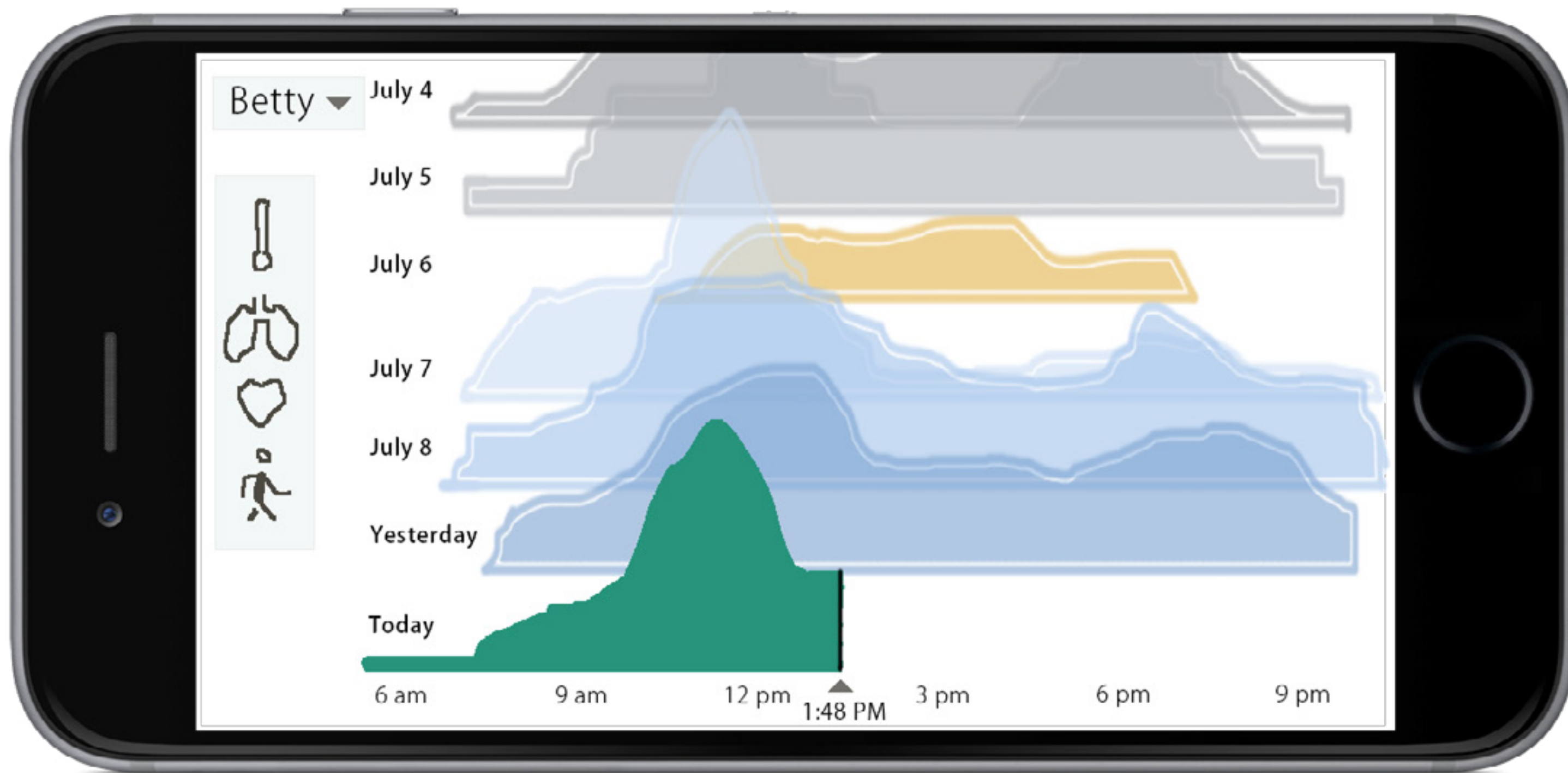
Activity By Month Inspiration



Design Goal



“Mountain” UI Design



App Design Summary

1. Track the daily health of both senior and caregiver
2. Show trends of normal health vs abnormal health over time
3. Help caregiver help senior in the event of a non-emergency notification or an emergency alert

4. next steps

In Conclusion

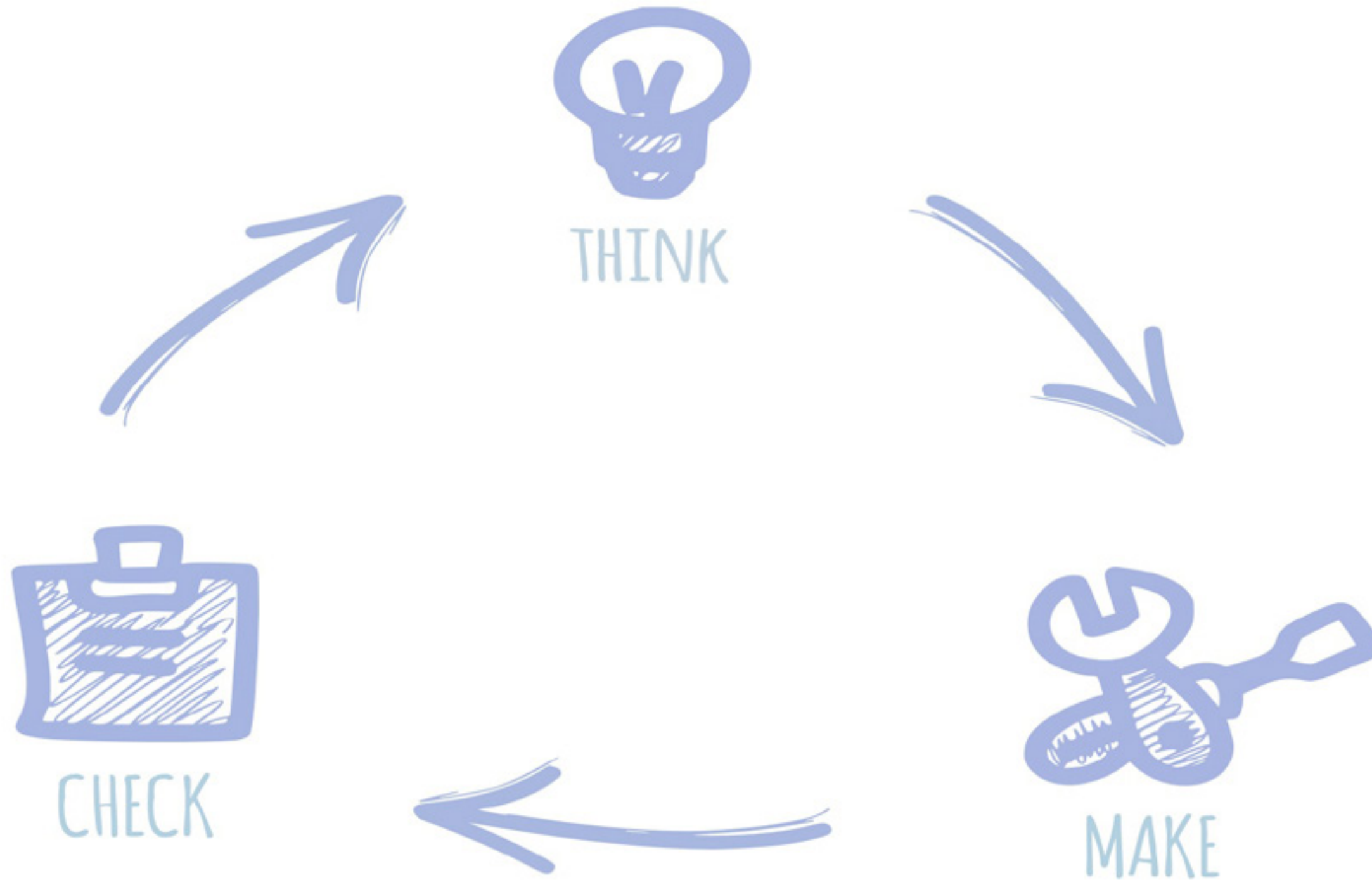
It's a great time to be Life Alert

- growing market
- a chance to improve many lives

But the times they are a changin'

- new technology exists and users expect more
- "innovate or become irrelevant"

The UX Design Process



Next Steps

By Monday, July 20

Provide us with your feedback on big picture design direction

July 20 - Aug 3

- incorporate your feedback into design round 2
- conduct more usability testing and interviews with target market
- create refined medium fidelity prototype

Monday, Aug 3

Round 2 design review

thank you!