Declaration

I, Hao Li, declare that this assignment, titled A1 - Design Report, is my own original work and has not been copied from any other source except where explicitly acknowledged. I have not engaged in plagiarism, collusion, or any other form of academic misconduct in the preparation and submission of this assignment. All sources of information and data used in this assignment have been properly cited and referenced in accordance with the prescribed guidelines. I have not used unauthorized assistance in the preparation of this assignment and have not allowed any other student to copy my work. I am aware that any breach of academic integrity may result in disciplinary action as per the policies of Monash University, which may include failing this assignment or the course, and further academic penalties.

Signature: ___*Hao Li*___

Date: ___2025. 7. 5___

Github Check

Enter your Github details here.

Github Username *Enter your username here*	HaoLi104
A2 Shared? *Have you started and shared your assignment repository with your tutor yet?*	No

Self-Evaluation

Rate your performance for each criteria. Put a ✅(tick) in the box where you think your work belongs.

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement	Fail to meet expectations
Executive Summary	✅			
User Personas	✅			
Sitemap	✅			
Wireframes/Low-fidelity Prototype	✅			

Section 1: Executive Summary

Project Title: SeniorConnect Hub

Client: The Evergreen Health Alliance (A Fictional Health Charity)

The Evergreen Health Alliance, a respected charity dedicated to enhancing the well-being of elderly populations, has commissioned "SeniorConnect Hub." With a rapidly aging population, the need for a dedicated digital resource is more pressing than ever. The client's primary objective is to combat social isolation and bridge the digital divide among seniors, a critical issue in our increasingly online world. They aim to leverage technology to create an accessible, trustworthy, and user-friendly platform for vital health information, community engagement, and essential services, thereby promoting active, independent aging. This project is also a strategic step for the Alliance to solidify its reputation as a leader in innovative elder care.

The target audience is twofold:

1. **Seniors (65+):** This group has diverse needs and varying levels of technological proficiency. The platform must cater to both tech-savvy users and beginners who may require a simpler, more guided experience.
2. **Family Members and Caregivers:** This secondary audience actively seeks reliable resources, support networks, and service information to better care for their elderly loved ones.

The primary goals of the SeniorConnect Hub application are:

1. **To Inform:** Provide a library of clear, easy-to-read health articles, wellness tips, and guides on topics relevant to seniors (e.g., nutrition, mobility, digital literacy), presented with large fonts and simple navigation.
2. **To Connect:** Feature a community hub with information on local events, social clubs, and volunteer opportunities to foster social engagement and reduce loneliness.
3. **To Support:** Offer a comprehensive, searchable directory of verified local services, including transportation, meal delivery, and in-home care, alongside dedicated resources for caregivers.

Drawing inspiration from successful platforms like AARP and local government senior resource portals, SeniorConnect Hub is designed to be a central point of contact for all aspects of senior life. Its success will be defined by its ability to empower seniors, reduce feelings of isolation, and become an indispensable tool for them and their families.

Section 2: User Personas

User Personas

Persona 1: David Chen, The Active Retiree

He said that "Retirement is a new chapter, not the last one. I want to keep learning, stay active, and meet new people."

Demographics:

- **Age:** 68
- **Occupation:** Retired High School Teacher (History)
- **Location:** A suburban area near a major city
- **Family:** Widower, two adult children who live in another state.
- **Tech Savviness:** Moderate. Uses a smartphone for messaging, email, and news. Owns a tablet for reading. Can be cautious about online security.

Goals and Needs:

- To find local social clubs (like hiking, chess, or book clubs) to meet people with similar interests.
- To discover meaningful volunteer opportunities where he can use his teaching skills.
- To stay physically and mentally active through classes or workshops (e.g. gentle yoga, digital photography).
- To easily access reliable information about local events and senior discounts without having to sift through cluttered websites.

Pain Points:

- **Information Overload:** "Searching online gives me thousands of results. It's hard to know which ones are trustworthy or even relevant to me."
- **Outdated Information:** Often finds that community center websites or local bulletin boards have outdated event schedules or contact information.
- **Fear of Scams:** Is wary of providing personal information online and hesitant to join platforms that seem unsecure.
- **Mild Social Disconnection:** While independent, he sometimes feels disconnected from the community since retiring and wants to rebuild a structured social life.

How SeniorConnect Hub Will Help: David represents the target senior user who is capable but needs a trusted, centralized resource. The Hub will address his needs by:

1. Providing a **curated "Community Hub"** with an up-to-date calendar of local events, clubs, and workshops, all vetted by the Evergreen Health Alliance.
2. Offering a **simple search and filter function** so he can easily find activities matching his interests (e.g., "volunteering," "hiking").
3. Ensuring all service providers and event organizers listed on the platform are **verified**, which will alleviate his security concerns.
4. The platform's **clear, large-font design and intuitive navigation** will make Browse for information a stress-free experience, encouraging him to regularly engage and discover new opportunities to connect with his community.

Persona 2: Emily Carter, The Concerned Caregiver

She said that "I juggle a full-time job and my own family, all while trying to make sure Dad is safe and well-cared for. I just need everything in one place."

Demographics:

- **Age:** 45
- **Occupation:** Marketing Manager
- **Location:** Lives 30 minutes away from her elderly father, David Chen.
- **Family:** Married, with two teenage children.
- **Tech Savviness:** High. Relies on digital tools for work, shopping, and managing her life.

Goals and Needs:

- To find reliable and vetted in-home services for her father (e.g., meal delivery, occasional cleaning, transportation to appointments).
- To access easy-to-understand information about senior health conditions and elder care law.
- To connect with other caregivers to share experiences and advice, reducing her feeling of isolation.
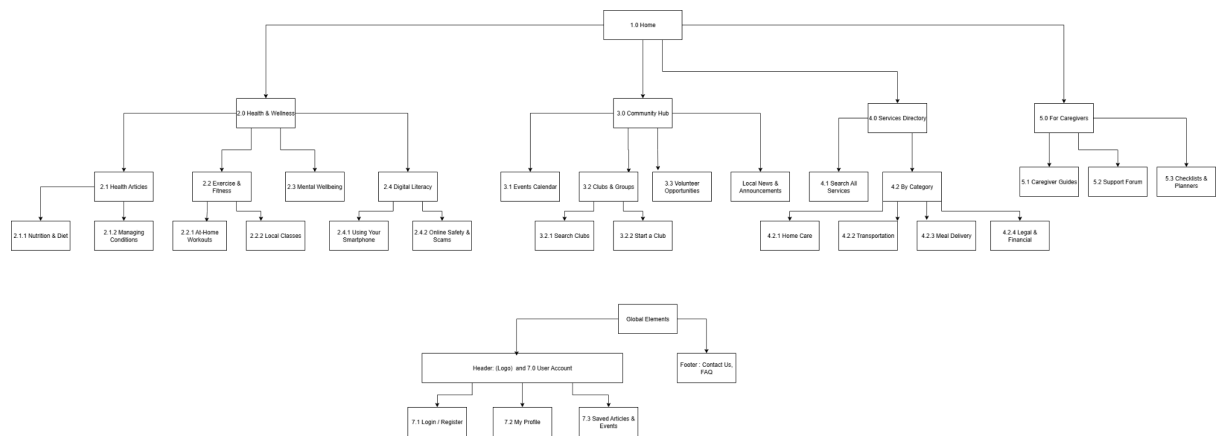- To have a single, trustworthy place to find resources, saving her time and reducing stress.

Pain Points:

- **Time Consuming Research:** "Vetting a home care service takes hours. I have to read reviews on multiple sites, check for certifications... I don't have that kind of time."
- **Feeling Overwhelmed:** Is constantly worried she might be missing important information or not choosing the best options for her father.
- **Lack of Peer Support:** Feels like none of her friends truly understand the pressures of being a caregiver for an aging parent.
- **Fragmented Information:** Information is scattered across government websites, private company blogs, and online forums, with no single source of truth.
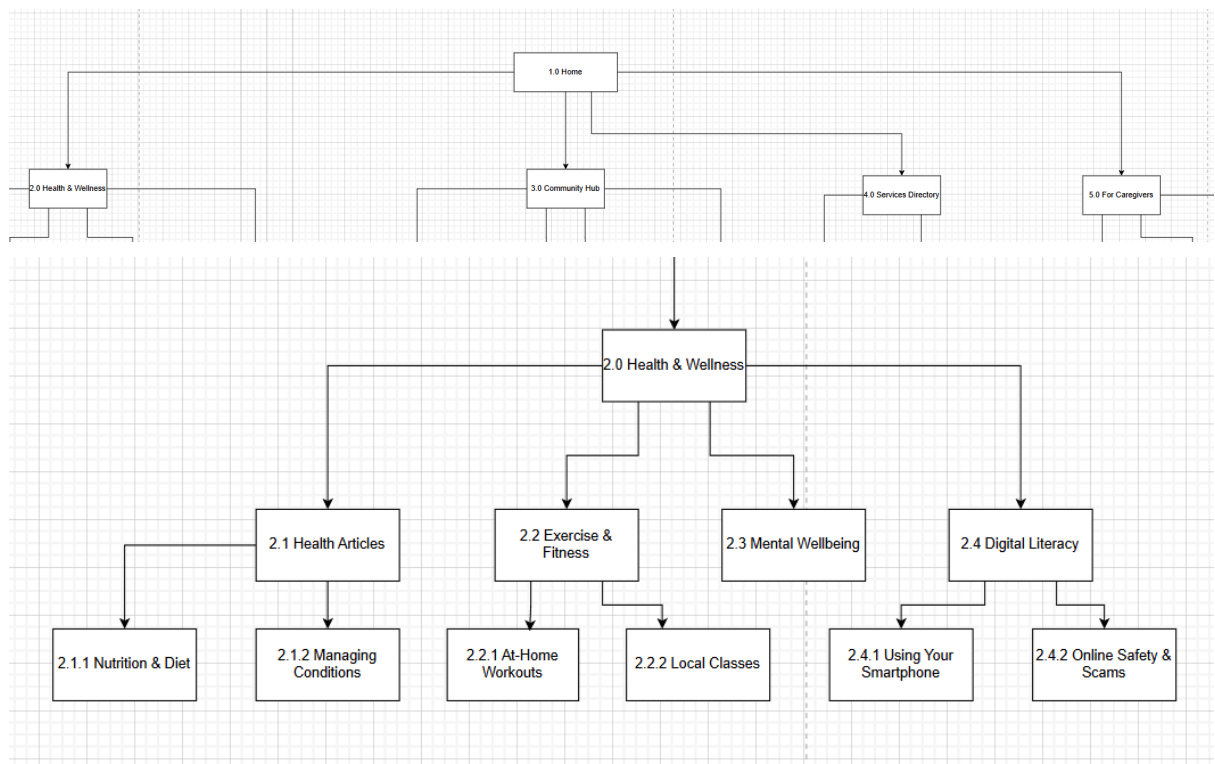
How SeniorConnect Hub Will Help: Emily represents the crucial secondary audience of caregivers. The Hub is a lifeline for her, addressing her pain points by:
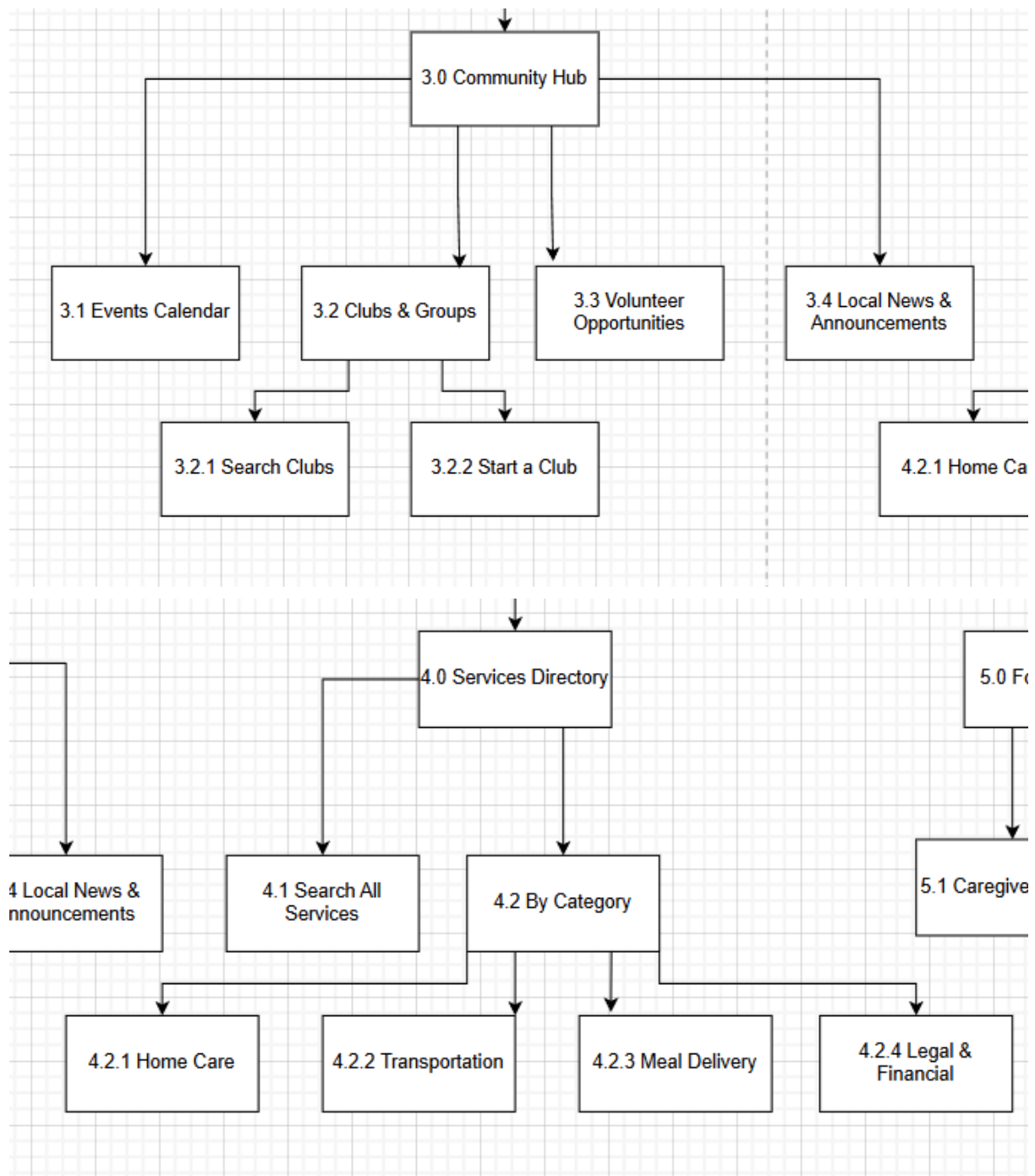
1. Offering a **comprehensive, searchable directory of verified local services**. The inclusion of user ratings and clear contact information will drastically reduce her research time and increase her confidence in her choices.
2. Featuring a dedicated **"Caregiver Resources" section** with expert articles and guides on health, legal, and financial topics, centralizing all the information she needs.
3. Hosting a **moderated, secure online forum for caregivers**. This will provide her with the invaluable peer support she needs, allowing her to connect with others in similar situations.
4. By being a one-stop-shop, the SeniorConnect Hub saves Emily's most valuable asset: **time**. It empowers her to be a more effective and less-stressed caregiver.
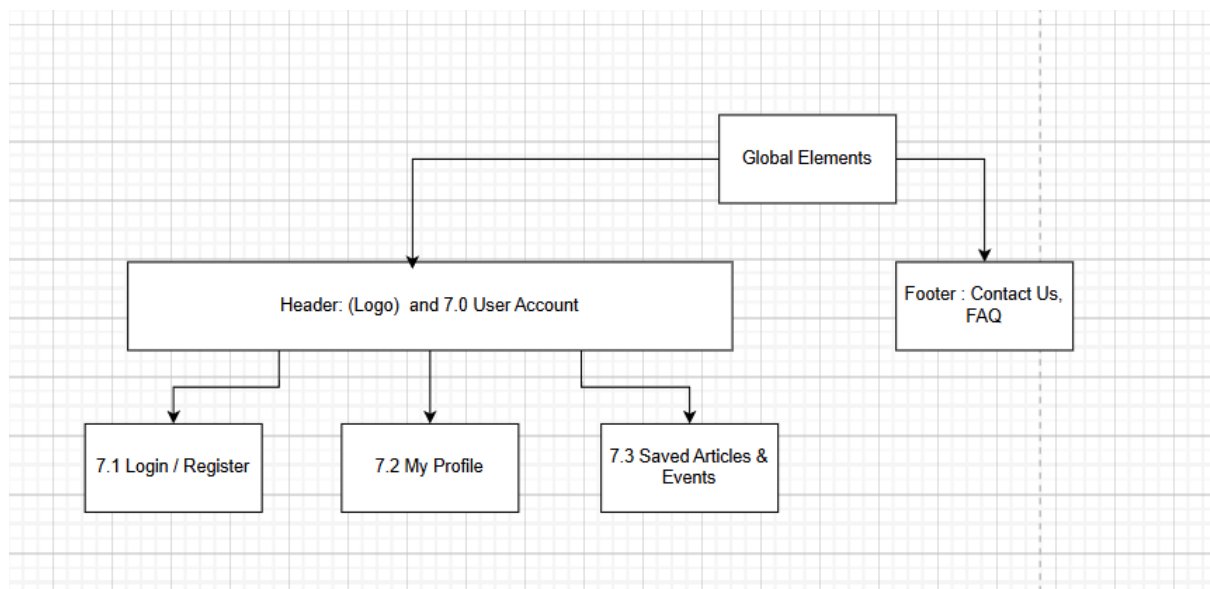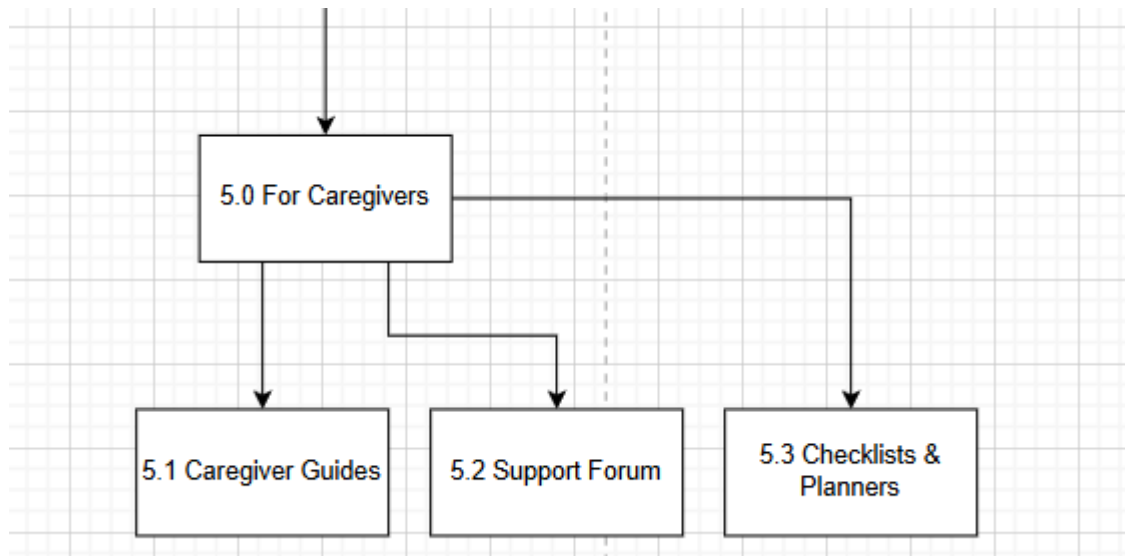
Section 3: Sitemap

The exported images are too wide and not convenient to view. Therefore, I provide the following series of screenshots to show my specific content.

<Hao Li>
<35523077>

3.0 Community Hub

3.1 Events Calendar | 3.2 Clubs & Groups | 3.3 Volunteer Opportunities | 3.4 Local News & Announcements

3.2.1 Search Clubs | 3.2.2 Start a Club

4.2.1 Home Ca

4.0 Services Directory

5.0 Fc

4 Local News & nnouncements | 4.1 Search All Services | 4.2 By Category

5.1 Caregive

4.2.1 Home Care | 4.2.2 Transportation | 4.2.3 Meal Delivery | 4.2.4 Legal & Financial

Section 4: Wireframes/Low-fidelity prototype

Wireframe 1: Homepage

| [SeniorConnect Hub Logo] | Health & Wellness | Community Hub | Services Directory | For Caregivers | Search Bar |

[Hero Section]

A large, warm background picture [a picture containing several happy elderly people]

Our slogan："Your Trusted Partner for a Vibrant Life."

| [Button: Find Health Info] | [Button: Explore Community Events] | [Button: Access Local Services] |

[Featured Articles Section]

"Latest from Our Experts"

| article 1 | article 2 | article 3 |

"Are you a caregiver?".
"Find resources and support just for you."

Button: [Visit Caregiver Hub]

| [About Us] | [Contact Us] | [FAQ] | [Donate] |

Wireframe 2: Community Hub Page

Declaration: Additional Help

Any tools that you used (including Gen AI or existing code reuse) must be declared here.

Note: GenAI is not allowed for coding purposes in any assignment,

However, you may use GenAI for brainstorming and problem solving. You need to declare all such uses here. One row per help used.

Name	Description
Google Gemini for project scoping and ideation	*I used Google Gemini to brainstorm and structure the initial ideas for my design report. It helped me analysis all those themes and then I select the "Elderly populations" topic.*

Google Gemini for content refinement	*I used Google Gemini to refine the language and check if there are wrong words in my report.*