

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## What do they SEE?

environment  
friends  
what the market offers

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Always feel  
bored, want  
someone to  
talk to

Loss of  
spouse  
leads to  
loneliness

They feel that  
they are so  
useful, helpless  
in their society  
and family

They have  
more  
problems with  
multitasking

I wish I could  
do my own  
chores without  
any  
dependency

Forgetting  
things easily  
and it is  
annoying at  
times

More and more  
new tech on  
market but don't  
know how to use

New Generation  
are not strong  
and active  
enough

Children  
abandon their  
parents and  
assisted living is  
the option they  
opt for

In user point of  
view they want  
freedom  
on their own  
decision

Plan and  
arrange  
Social  
Activities

"Why you  
such a  
burden"

Friends  
recommended  
them to hear  
a caregiver

About the  
death of  
friends and  
relatives

A number of  
remainders  
from friends  
and family

Accepting  
yourself and  
being your  
own best  
friend

30 minutes  
of exercise  
everyday

Don't take their  
self too seriously  
be fun, be  
accepting of  
change

They always  
feel good  
about their  
physical  
appearance

Social  
Interaction is  
necessary  
for elders

Adapt  
heathy  
eating  
habits

## PAIN

fears  
frustrations  
obstacles

Memory loss,  
forgetting to  
complete  
tasks

Health is not  
as good as  
before,  
worrying

Depression is  
the most  
prevalent  
mental health  
problem

Difficulty with  
everyday  
tasks and  
mobility

## GAIN

"wants" / needs  
measures of success  
obstacles

Remember  
tasks in  
daily life

Use  
technology  
to solve  
problems

Personal  
security  
and safety

Reduced  
their stress