Senior Citizen Connect

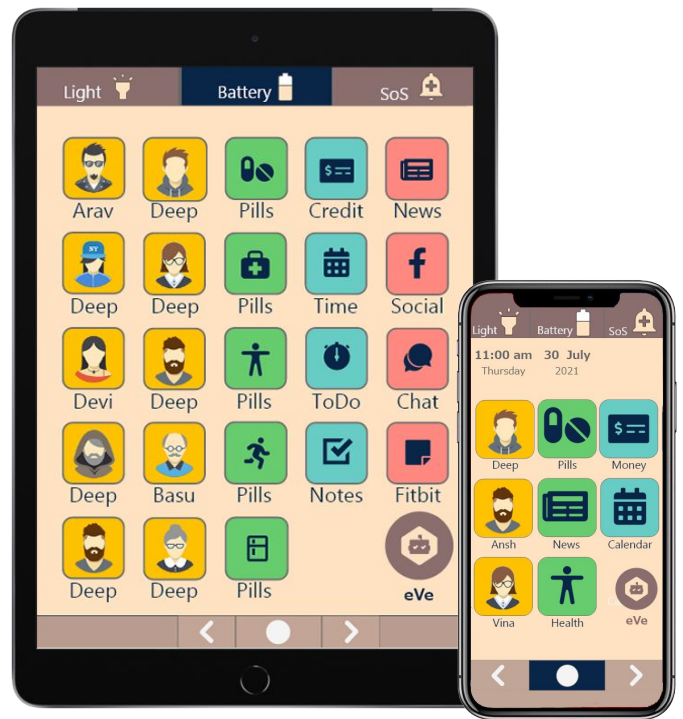Maninder Singh

Project overview

The product:

Mei Social Connect application for Senior Citizens to feel connected in society, remain independent, healthy and have a **purpose to life**.

Project duration:

01 July 2021 to 31st July 2021

Project overview

The problem:

Senior Citizens need social support from friends and family and find it difficult to do so.

Senior Citizens are concerned about their health and find themselves socially relevant.

The goal:

Provide a means for senior citizens via digital technology to connect with friends and family.

Support Senior Citizens to live an independent and satisfying life of their choice.

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Project overview

My role:

UX Designer, designing the MEI Project from the concept stage to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: Summary

I conducted user studies to create empathy maps and unmoderated usability studies to understand the users pain points as I'm designing for and their needs and improve their overall experience . A primary user group of 05 participants were identified through research, senior citizens from diverse social backgrounds,ages and needs ranging from 55 yrs to 69 yrs old.

This user group showed interest in wanting to use online digital platform to find a renewed purpose and meaning to life, but research also revealed that new technologies are not very easy for senior citizens to adapt to.

Other user problems included the physical motor challenges and difficulties of using digital technologies to connect with friends and keep in touch with the changes in society.

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Competitive Analysis

	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions	
									Desktop website experience	App or mobile website experience
IOS tips by Ellen	indirect	US- San Jose	7 tips for Seniors on IOS	$$$	www.apple.com	Large	Senior Citizens	Targeted for elderly.	RATING + maximum usage of available features non an iOS phone - Feels dense and overwhelming in places	RATING + Fully functional - None
Launcher for elderly	direct	US- New York	Easy and simple access of apps	$$	oneplusexclusive.com	Medium	Senior citizens	For easy access of mutiple apps - for senior citizens	RATING + Easy to use and visually appealing - Some features seem repetitive	RATING + None - website nis not functional
Senior safety app	direct	US- Seattle	alert features for seniors safety	$	www.seniorsafetyapp.com	Small	Senior citizens and immediate family or friend(s)	for senior citizens living alone	RATING + Smart features for worried family and friends of Seniors living alone. - Drawbacks - too many alters. so a little confusing	RATING + Key features are present - Menu is not very easy to read.
Competitor #4 name									RATING + Successes - Drawbacks	RATING + Successes - Drawbacks

	Interaction				Visual design	Content	
	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
IOS tips by Ellen	RATING + User friendly - None	RATING + None)- Available only in English	RATING + Easy to find key info (menu, location, hours) - None.	RATING + Easy to find key info (menu, location, hours) - Drawbacks - Too many commands for one action	RATING +Apple.backes features. - None	Serious and to the point	RATING + All keys and info are wirkijg
Launcher for elderly	RATING + Easy and user friendly - havee to create a profile	RATING + No need for any language to comprehend - None	RATING + Easy to find keys - none	RATING + Smooth and easy navigation tips - None	RATING + Soothing colour scheme - None	Casual but direct	RATING + Short and sweet. Easy to follow
Senior safety app	RATING + Provides numbers of nearby doctors Drawbacks - App crashes at times	RATING + the Drop down menu is convenient - Lacks multiple language options	RATING + features are well listed - Takes time to understand the full feature	RATING + 2 step process for all alerts - too many alerts and too many keys.	RATING + 2 step authentication - hazel to activate the alert m	Complicated and confusing	RATING- Too many alerts to understand
Competitor #4 name	RATING + Successes - Drawbacks	RATING + Successes - Drawbacks		RATING + Successes - Drawbacks	RATING + Successes - Drawbacks	Brief description	RATING + Successes - Drawbacks

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User research: pain points

1

Keep up with latest health trends

Users wanted to choose their topics of interest and news thus flowing to them should be filtered. Users want simple legible visual information which is missing.

2

Medicine Schedule & Doctor appointments

The user flow of scheduling all tasks should be simple and easy to understand, right now it is very elaborate. Users have way too many choices

3

Keep in touch with friends & family

Users wanted to send messages to their family and friends on different social media platforms and receive the same on only one platform. As of this moment the process does not reflect it.

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Persona: **Ravi**

Problem statement:

Ravi is a retired School Teacher who needs stay healthy and independent because he wants to live a meaningful life and enjoy with family and friends.

Ravi

Age: 69
Education: MA Economics
Hometown: Bangalore INDIA
Family: Lives alone
Occupation: Retired School Teacher

" I live my life now on my terms, and carefree, independent,I have worked hard all my life, so now is the time to spend with myself at home"

Goals
- I love to remain fit and go for morning walks
- I keep in touch my wife and daughter on weekends
- I want to live an independent life

Frustrations
- The word & technology are changing fast around me.
- I am not comfortable with digital devices
- I keep forgetting things
- I want to spend more time with my daughter

Ravi is an very independent self made man who is enjoying his retirement years of his life. He loves good filter coffee, home food, watching award winning movies and classical movies. He has health issues with back pain related to slip disc. He is not a very social person and difficult to have long conversations with.

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Persona: **Vina**

Problem statement:

Vina is a 55 yr old homemaker living with her IT professional son in Chennai.
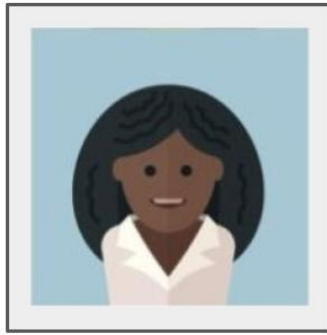
Vina

Age: 55
Education: BA – Tamil Language
Hometown: Chennai INDIA
Family: Stays with son
Occupation: Home Maker

"I love to enjoy time with friends and family . I love to chit chat on small things in life which makes life worth living"

Goals
- I want to keep in good health as I am aging.
- I want to live a happy and long life.
- I want to be physically and socially active.

Frustrations
- I am busy with household work so no time for health checkups
- I am dependent on my son for going out
- My son is always busy with his office work

Vina is a very busy household mother of a grown up working professional son. SHe is busy providing comfort for him at home and otherwise so cannot find time for herself. She has minor health issues with joint pains, sugar and blood pressure.

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User journey map

The Mapping of Ravi's user journey revealed how helpful the digital social connect would be for users to have meaning in their life and keep in touch with their loved ones.

Persona: Ravi 69 Male

Goal: Live an independent healthy long life without being dependent on anyone else

ACTION	Organize my physical health	Keep myself updated with changing time	Keep myself mentally fit	Meet my family friend occasionally, socially	Remain independent
TASK LIST	**A.** Wake up early **B.** Go for morning walks regularly **C.** Eat healthy homemade food	**A.** Read newspaper daily **B.** Learn all the new digital gadgets **C.** Keep in touch with my ex students	**A.** I do yoga **B.** I listen to classical music **C.** I call up my younger colleges and chat with them	**A.** I love to organize a family dinner **B.** I love to organize a discussion on cinema at my place. **C.** I love to send random jokes, memes	**A.** Check financial balance quarterly **B.** Check my health indicators at home **C.** Schedule doctor visits regularly
FEELING ADJECTIVE	I feel **excited** and young	I feel **delighted** as I am in touch with trends	I feel I **calm** and at mental peace	I feel **happy** and useful	I feel **independent**
IMPROVEMENT OPPORTUNITIES	1. Wake up timely 2. Avoid morning traffic 3. Have enough ration supplies	1. Watch relevant tech updates on mobile. 2. Remember whom to reconnect with	1. Get new list of classic movie 2. Find Easy home exercises for me. 3. Make video calls easy to do	1. Find new recipes to make. 2. Find quite Dine In places. 3. Suggestions on what to send via forwards	1. Find good financial advisor. 2. Find good health clinic nearby. 3. SoS facility support lacking.

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
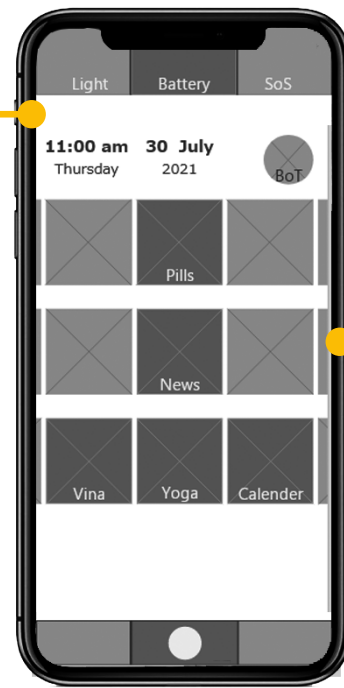- Usability studies

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Paper wireframes

01 to **05** paper iterations ensured the elements that made it to digital wireframes to be refined. For the home screen, I liked a **easy look** to help ease of navigation for senior citizens.

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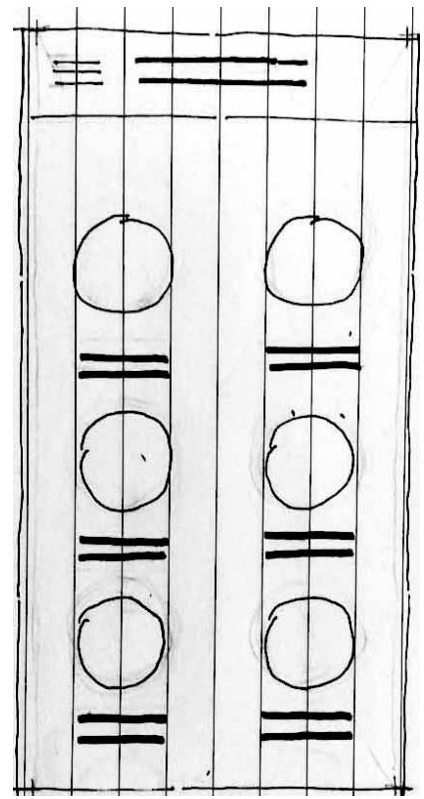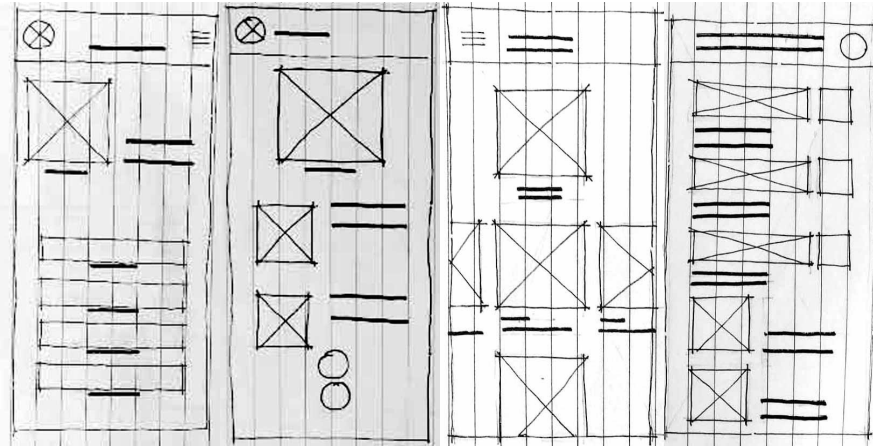
Digital wireframes

As design development iterations continue, I made sure to the Home screen designs on feedback and findings from the user research.

Date and time visible in bold fonts on all screens

Slider option Added to accommodate more icons for custom screen pallete

Light   Battery   SoS

11:00 am   30 July
Thursday   2021

BoT

Pills

News

Vina   Yoga   Calender

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Digital wireframes

Easy navigation is the key to
User Flow in the designs in
addition to the use of Gestalt
principles of visual composition
and utility icons added to the
wireframe

Family Doctors
Phone number
added in case of
medical advice

BOT added to
make voice
assist calls

Light   Battery   SoS

Pills

Alert

Call pharmacy

eVe

Low-fidelity prototype

With the help of framework for digital wireframes, I created a low-fidelity prototype. The User flow I connected slides 01 to 08 , the simple interactions would help test the prototype in a usability study.

Senior Citizen Connect Mobile App

https://xd.adobe.com/view/16a08f20-6b68-4a46-bc64-55e813cf9a21-43f3/
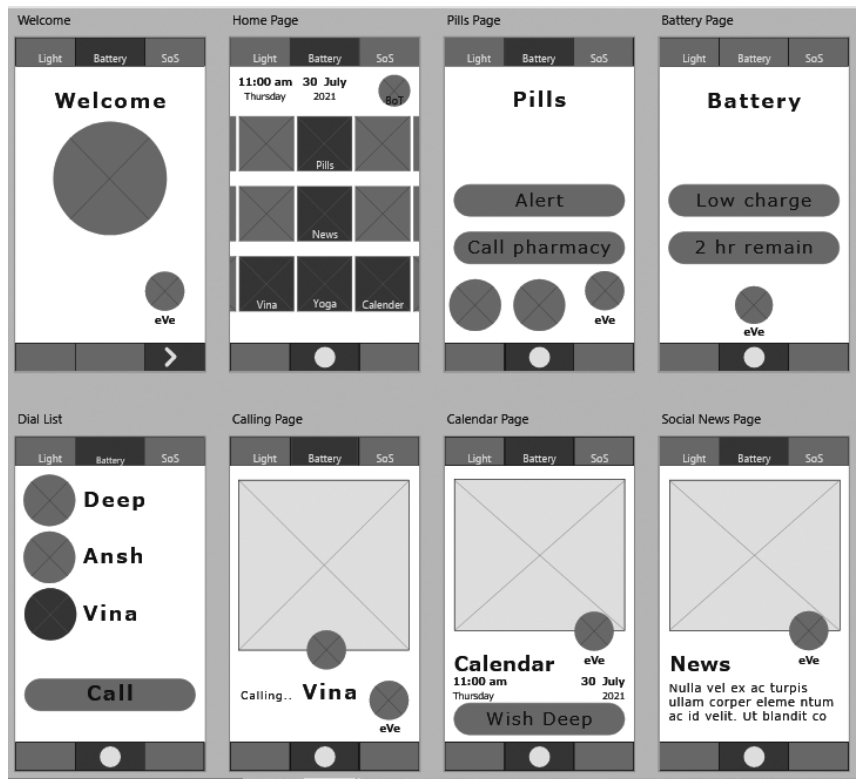
Usability study: findings

The users were very diverse in their demands which made making a contained solution difficult. Some users had difficulty in connecting to new applications as making new habits were difficult. The need to make themselves socially relevant was an important goal for most of the.

Round 1 findings

1. Users wanted low tech product

2. Users had difficulty if given a lot of choices.

3. Users took time to get used to the app features.

Round 2 findings

1. Users wanted better user flow

2. Users wanted more sound interactions

3. Users want more familiarity in the features provided
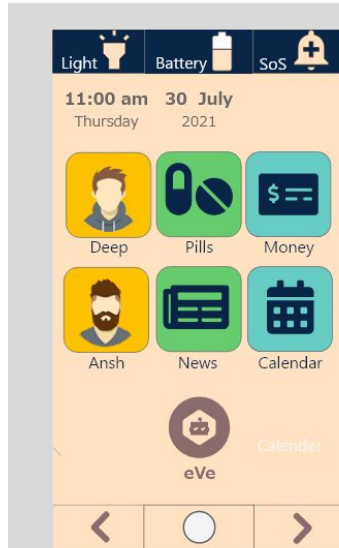
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Refining the design

- Mockups
- High-fidelity prototype
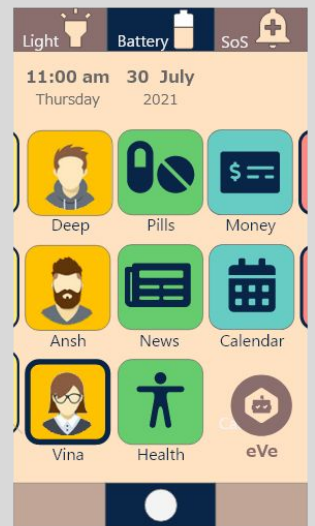- Accessibility

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Mockups

Designs allowed for some iterations, after the usability studies, I added mouse over hover state for icons..

I also revised the design colors removed the arrow icons and effectively tried to utilize white space.

Before usability study
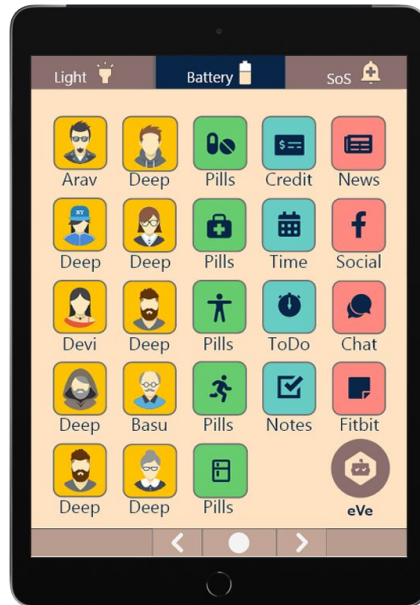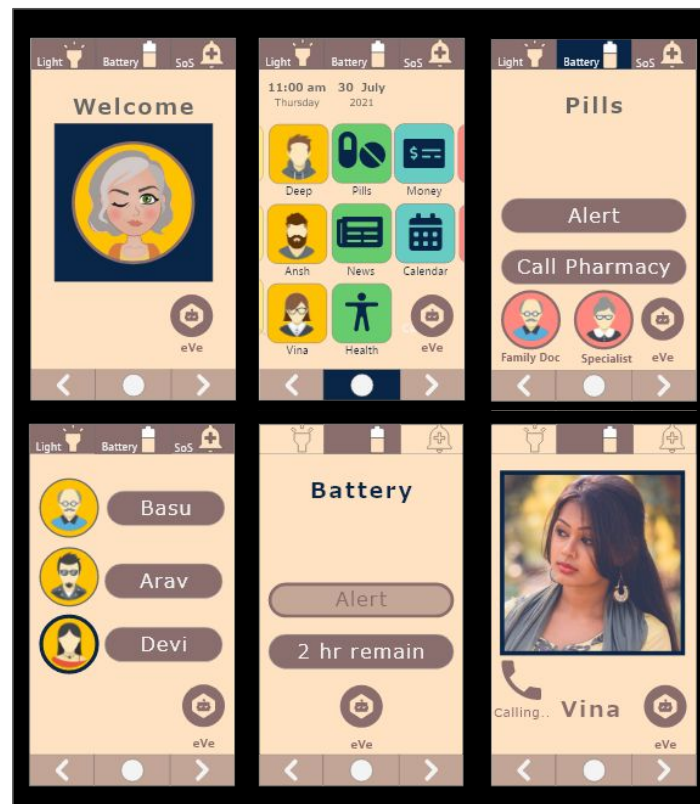
After usability study
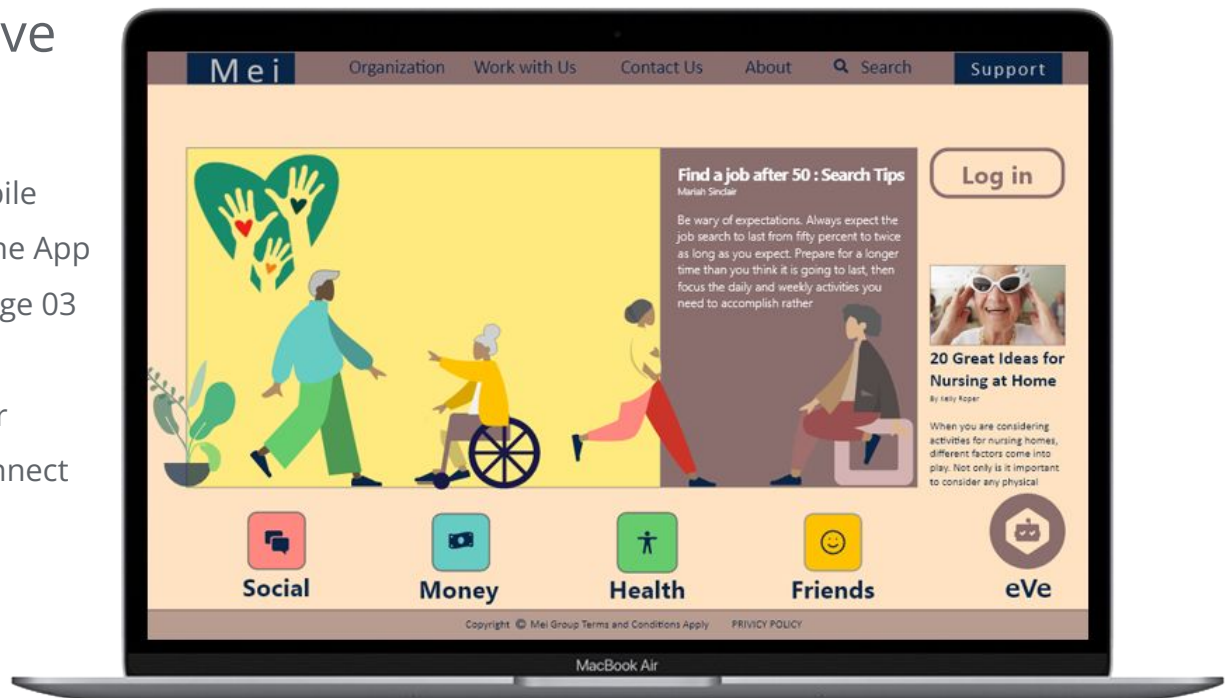
Mockups
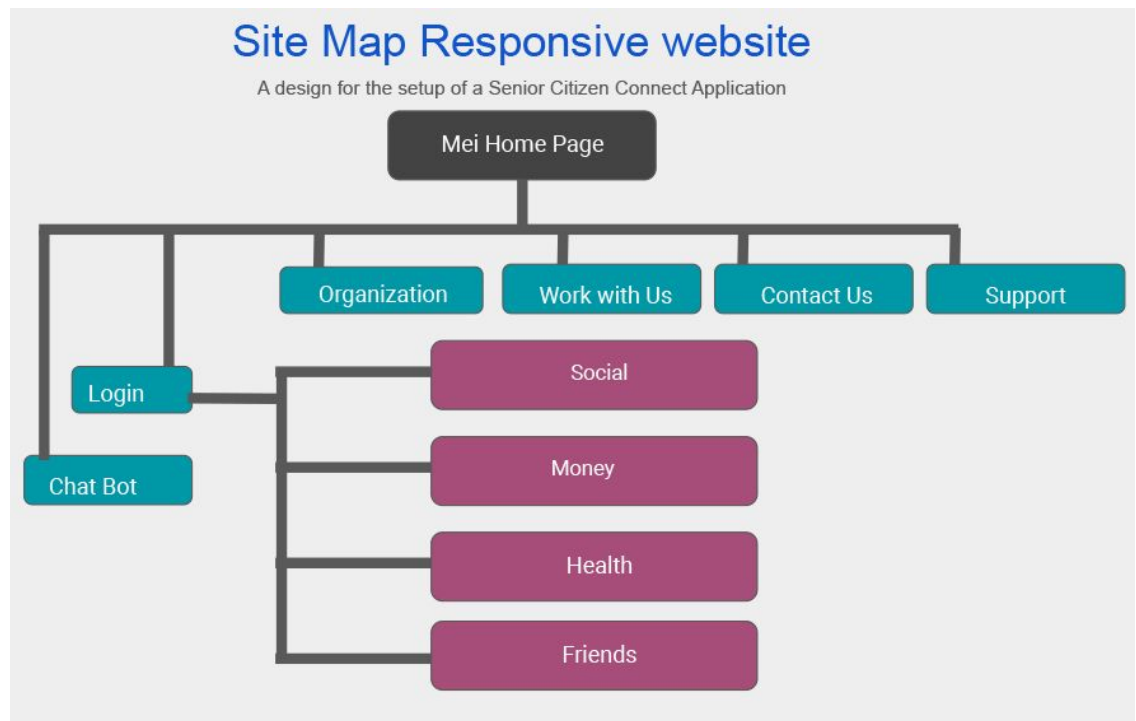
High-fidelity prototype

[Tablet Prototype]

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Responsive design

Stage 01 was Mobile App, Sta 02 was the App for Tablet and Stage 03 is the responsive website design for Senior Citizen Connect initiative

Site Map

With the completion of the App design I laid out the format for the responsive Web Design Site Map to get an organizational chart and guide the development of the home screen

Site Map Responsive website
A design for the setup of a Senior Citizen Connect Application

Mei Home Page

Organization | Work with Us | Contact Us | Support

Login

Chat Bot

Social

Money

Health

Friends

Accessibility considerations

1

Using Gestalt Principles and right colors as per WCAG color guides gave better to all users including users who have motor disability and cognitive disorders.

2

Used icons to be big in size and placed in simple order and warm colors helped in ease of visual design.

3

Used color indicators Inside large Icons for better cognition and visual memory,
Help of an chabot audio for audio command leading to a hands free experience.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Senior citizen connect is a social initiative for the vulnerable section of the society. It takes a lot of effort and courage and empathy to address the needs of the marginalized.

The accessibility features of this app if iterated will impact other apps to be more more inclusive.

What I learned:

The first idea of the mobile app is just a beginning of the process. User Journey and Peer feedback helped in guiding each iteration of the user design process.

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Next steps

1

Conduct another round of competitive analysis to know the competitive products in the market, as this segment is less explored and has a big future market.

2

Conduct post launch usability study to highlight new pain points of users and address them again .

3

A11y to be increased with more regional language options for non english speakers.

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Let's connect!

Thank You for your time to review my work for Senior Citizen Digital Connect. If you would like to keep in touch please contact me in the address given below.

Email : maninder.tvr@gmail.com
Website : https://sites.google.com/view/vastulabs