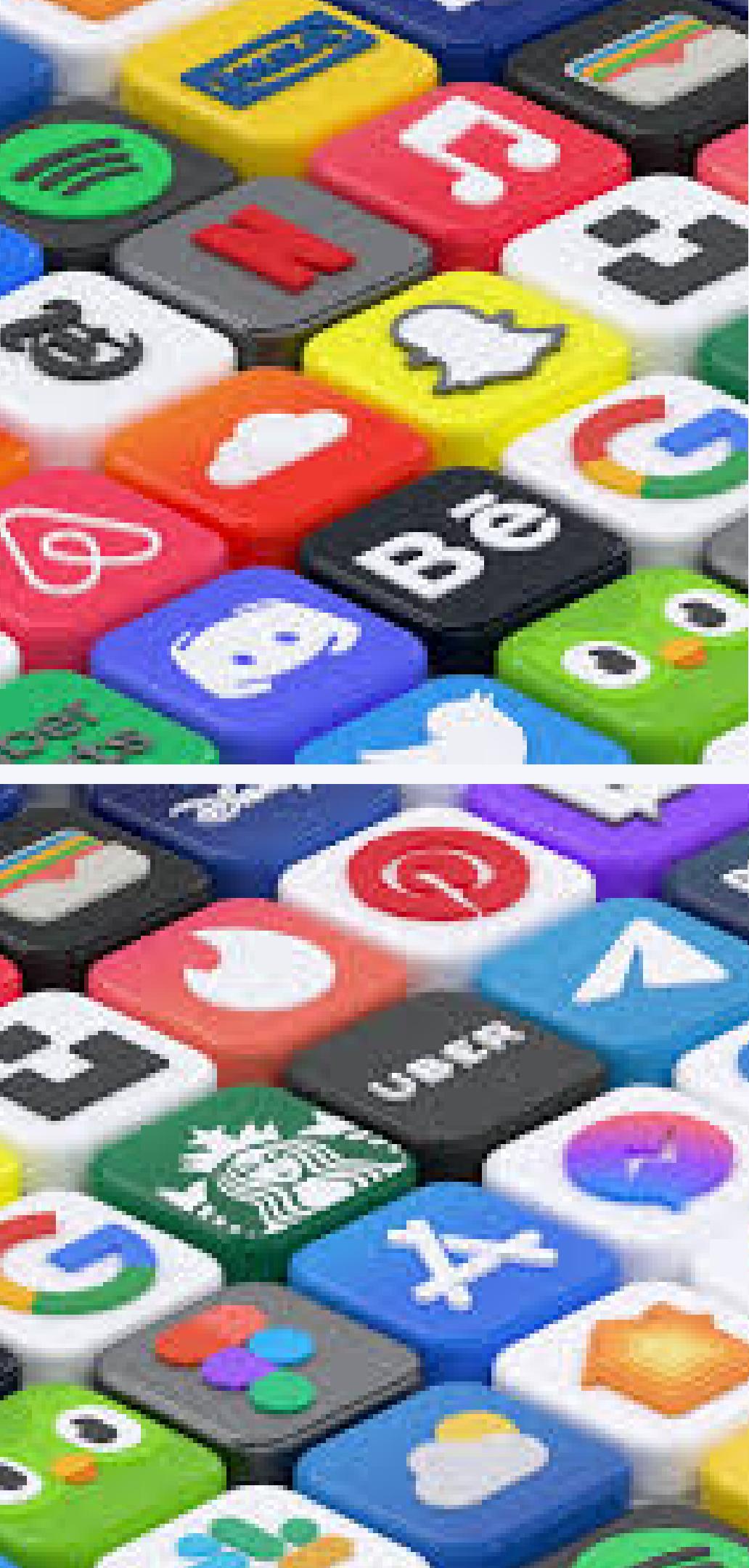


# Team: INNOVATORS



Team Members:

PRIYANKA CHOPURALA  
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# Problem

Senior citizens are often not comfortable with using technology for a variety of reasons:

- Digital illiteracy
- Tech intimidation
- Social isolation
- Financial vulnerability
- Dependence on others
- Fear of scams
- Lack of accessibility

Solving this problem will help 149 million elderly people in India who might be affected by problems of smartphone non-use or difficulty.

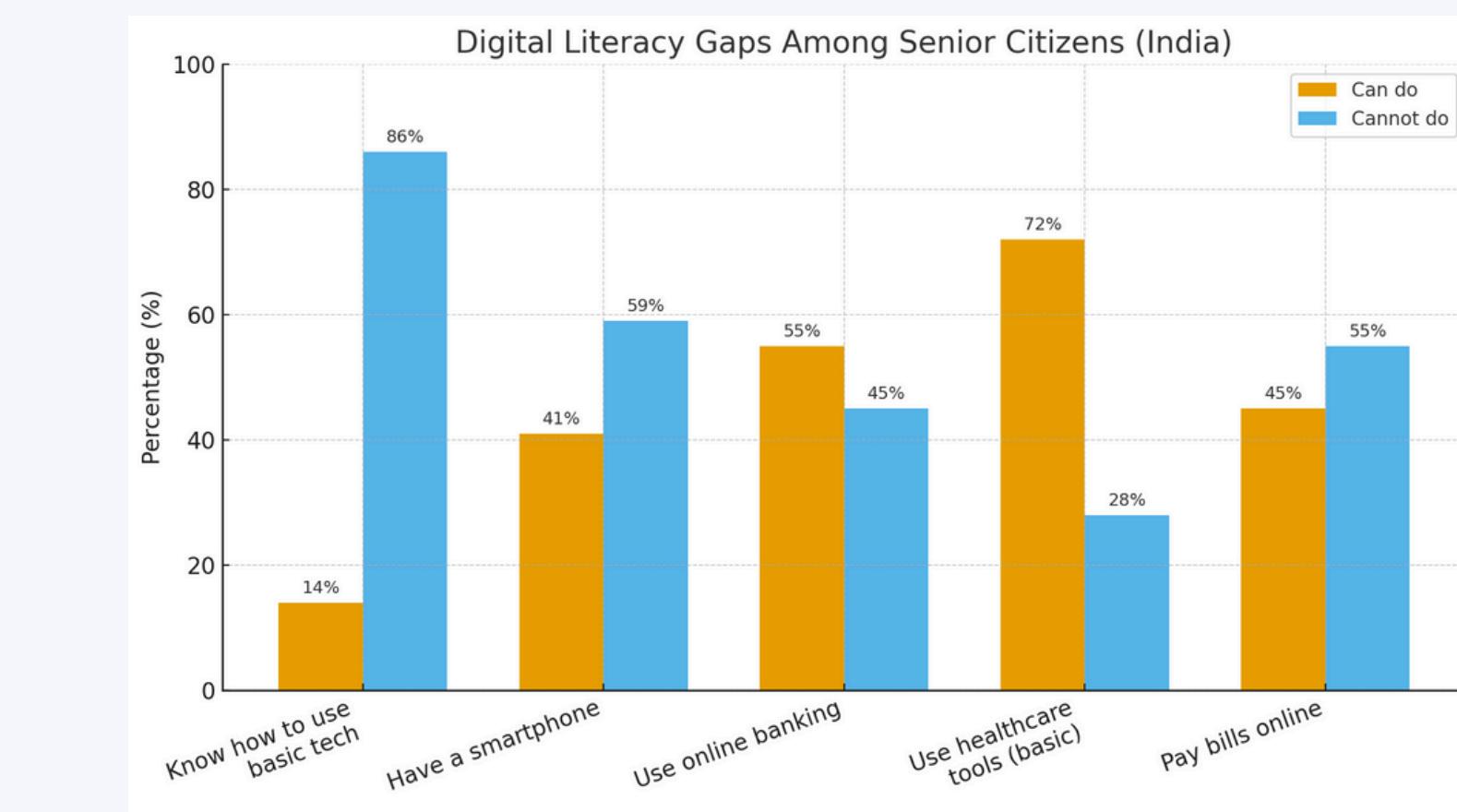
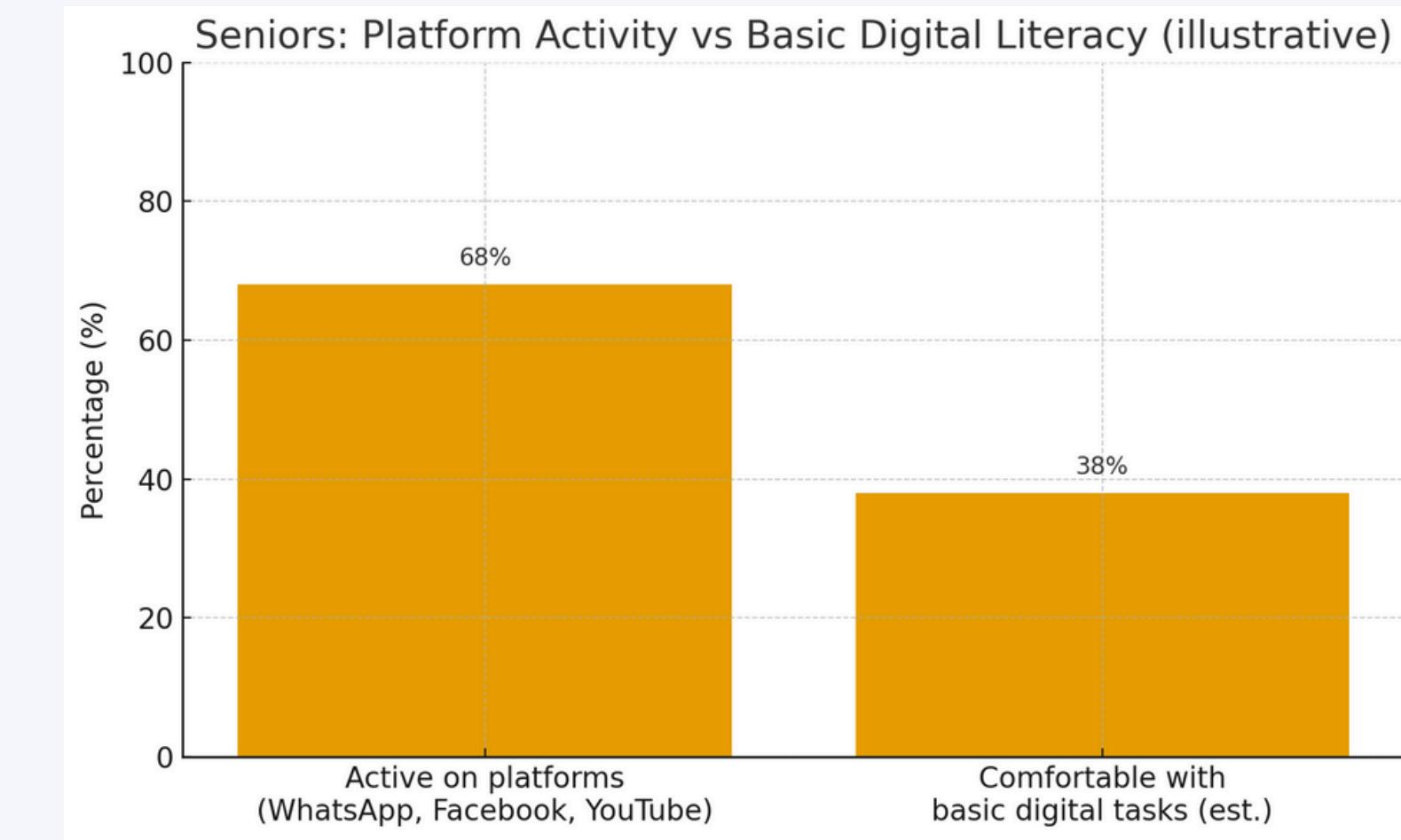
## Some Statistics

Only ~12% of elderly used digital means for paying utility bills or internet banking; ~8% used digital devices for any health-related uses.

90% of elderly wanted to learn how to use WhatsApp, net banking, online payments etc. But 60% elders felt their children didn't have time to help them become digitally literate.

# Statistics on Graphs

- While 68% of seniors are active on social platforms, only 38% feel comfortable with basic digital tasks.
- Senior citizens in India show wide digital literacy gaps, with many struggling in areas like online banking, healthcare tools, and bill payments.



# Solution

An app that gradually teaches senior citizens basic technology through regular lessons, making it easier for them to use their devices and stay connected with modern digital tools.

Still confused?

In short, its Duolingo for Tech Literacy!



# Benefits

1

## Reduced isolation

Tech literacy helps them use WhatsApp, Zoom, or social media to stay connected with family and friends.

2

## Confidence boost

Learning tech empowers them and reduces the fear or hesitation of “messing things up.”

3

## Digital independence

They can handle tasks like online banking, UPI payments, booking tickets, or ordering groceries.

4

## Mental stimulation

Learning new tech keeps their brain active, which can help delay cognitive decline.

# Tech Learnings (including those that will be added in further iterations)

1

## Basics

Calling, saving/editing contacts, SMS, spam detection with Truecaller, settings, notifications, WhatsApp

2

## Entertainment

YouTube, Facebook, Instagram, OTTs – Prime, Netflix, Hotstar

3

## Finance

UPI payments (QR & phone number), online transactions, history check, setting/changing passwords, alerts & notifications, financial cybersecurity

4

## E-commerce

Quick delivery apps – Blinkit, BBNow, Zepto, few-day delivery apps – Amazon, Flipkart, direct website ordering

# Features

(including those that will be added in further iterations)

## Introductory Walkthrough Video

A simple “how to use the app” guide when they first open it, always accessible later in Settings.

## Engaging Gamification

Earn points, track progress with a visual bar, and celebrate milestones.

## Easy-to-Navigate Home Menu

A clear, central menu on the home screen for quick access to everything.

## Step-by-Step Learning Modules

Each new skill comes with short videos and hands-on practice simulations.

## Gradual Skill Building

Lessons are designed to move at a comfortable pace, introducing one concept at a time.

# Features

(including those that will be added in further iterations)

## Large, Accessible Buttons

Big, clearly labelled buttons for effortless tapping and navigation.

## “Help Me” Button

Quick access to step-by-step guidance or even a helpline/chat if they get stuck.

## Helpful Voice Feedback

Friendly voice alerts whenever an action is taken, guiding users through the app with ease.

## Multiple Language Support

Available in local languages for easier learning.

# App Screens

**DigiSethuCoach**  
Digital Skills Training

Welcome to Training!  
Practice digital skills safely

Listen to Instructions

Choose Your Practice

- Mock Phone Calls  
Practice talking with AI partners
- Text Messages  
Learn chat communication skills
- Digital Payments  
Safe UPI and wallet practice

Online Forms  
Practice filling government forms

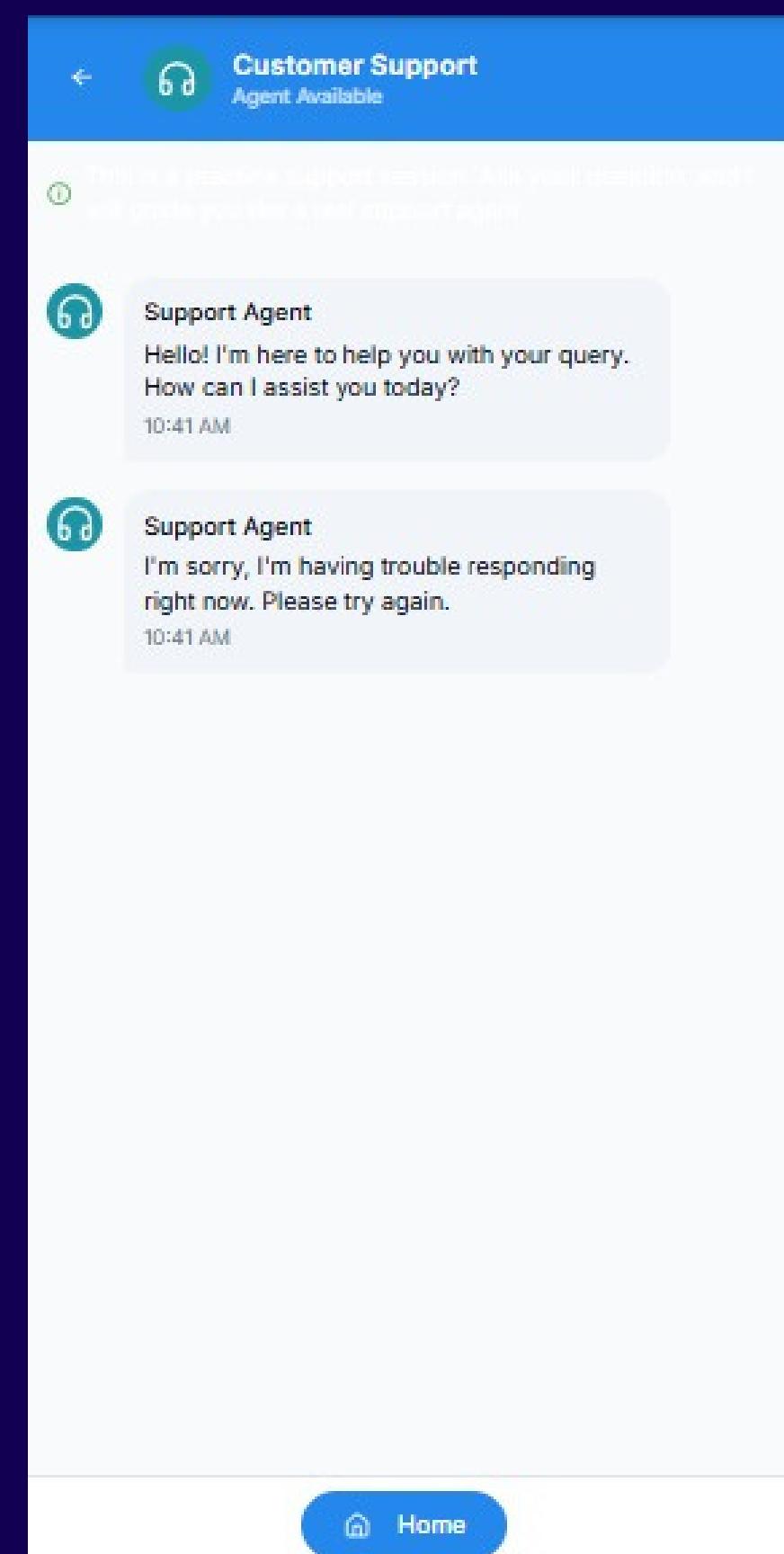
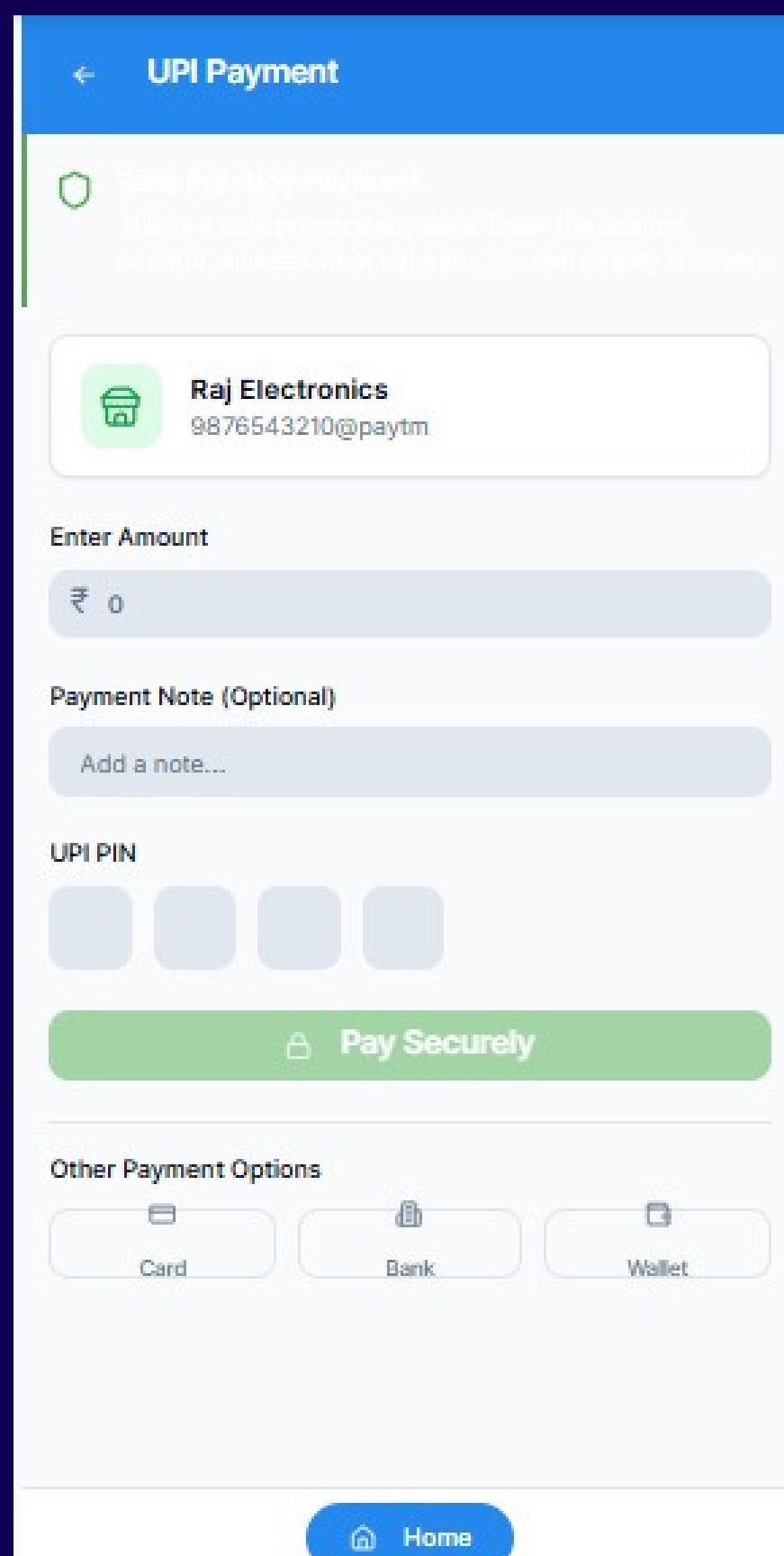
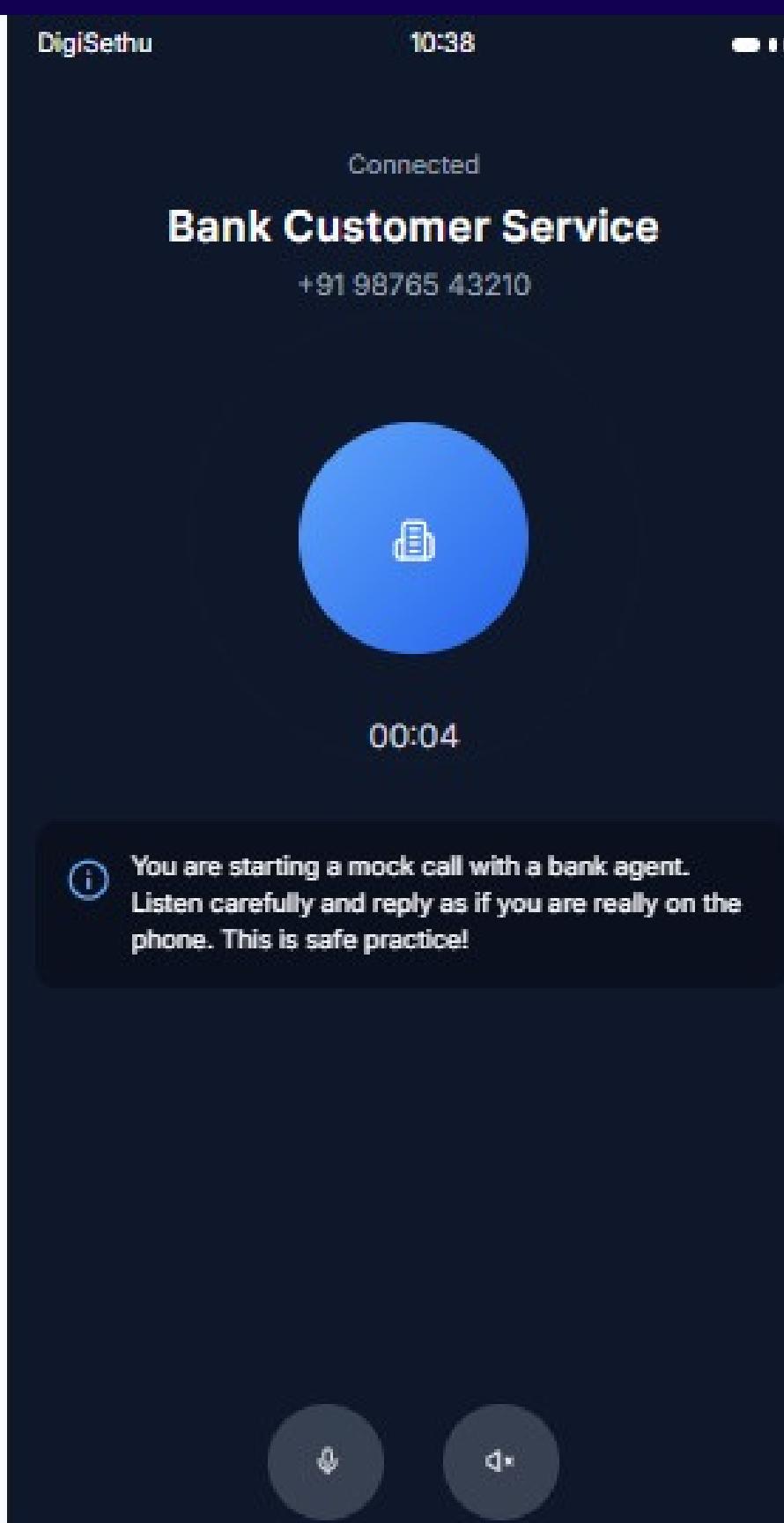
Customer Support  
Get help from AI agents

Your Progress

Phone Calls	75%
Messaging	50%
Payments	25%

Home

# App Screens



**Personal Information**

Full Name \*

Enter your full name

Aadhaar Number \*

XXXX XXXX XXXX

Date of Birth \* Gender \*

 dd-mm-yyyy  Select Gender 

**Contact Information**

Mobile Number \*

+91 98765 43210

Email Address

example@email.com

**Address Information**

Street Address \*

Enter your complete address

PIN Code \* State \*

110001

 Select State 

**Home**

**Thank  
you**

**DO YOU GUYS HAVE  
ANY QUESTIONS AND  
SUGGESTIONS?**

**TEAM  
INNOVATOR**