

ScamGram addresses the growing and all-too-common issue of online scams targeting elderly individuals, who are often more vulnerable due to limited digital literacy having grown up in a generation that didn't use the internet. With cybercrime on the rise, studies show that seniors lose billions annually to fraudulent schemes^[1], making scam detection a critical necessity. All around the world, it can be a struggle for them to differentiate between legitimate and deceptive messages, leading to monetary loss, emotional distress or worse- complete reluctance to communicate online at all.

The application is designed specifically for older adults, offering an intuitive and accessible AI-powered chatbot that analyzes messages, emails and links to detect potential scams. Unlike other security tools or antiviruses, ScamGram provides real-time, easy-to-understand feedback, empowering users to navigate the digital world safely. Also, its simple UI means no needless confusion- just the user and the bot.

Research highlights that older adults are disproportionately affected by scams^[2], with many reluctant to seek help due to embarrassment or lack of technical knowledge. ScamGram fills this gap by providing discreet, user-friendly assistance, ensuring that seniors can protect themselves. Addressing this issue is crucial not only for their financial security but also for their overall well-being and digital inclusion.

ScamGram is an AI-powered chatbot designed to help elderly users detect and avoid online scams. Unlike traditional cybersecurity tools that can be complex or require advanced technical skills, ScamGram offers a simple, conversational interface where users can input suspicious messages, emails, or links for instant analysis. The AI assesses risks, explains potential threats in unambiguous language and provides guidance on safe actions.

The app is accessible via a mobile app and web platform, ensuring ease of use for seniors with varying levels of digital literacy. To reach users, we plan to collaborate with senior organizations, community centers and family networks, promoting adoption through trust-based channels. To avoid the potential confusion of pop-ups or ads in general, our app has a small initial fee, that being the only one.

ScamGram's sustainability is reinforced by AI-driven scalability, low operational costs and partnerships with cybersecurity firms for continuous updates. By empowering seniors with real-time scam detection, we enhance their digital safety while fostering independence in an increasingly online world.

ScamGram provides elderly users with a simple yet powerful tool to detect and avoid online scams, offering real-time analysis of suspicious messages, emails and links. Unlike traditional security solutions that are often too technical, overly complex or reactive, ScamGram is user-friendly and designed specifically for seniors. The chatbot interacts naturally and explains risks in clear, accessible language.

The prototype features an intuitive interface with text input, ensuring accessibility for users with limited digital skills. ScamGram also learns from emerging scams, continuously improving its detection capabilities. Compared to existing methods—such as reliance on family members or generic security software—ScamGram provides immediate, personalized and private assistance, fostering digital independence.

By giving seniors an easy-to-use, minimalist and AI-driven solution, ScamGram enhances their confidence and security online, helping them stay connected without the constant fear of fraud.

ScamGram's success relies on collaboration with partners who support elderly individuals. Caregivers, family members and senior organizations will play a crucial role in introducing and educating users about the app, ensuring it reaches those who need it most. Elderly homes and community centers will serve as hubs for awareness campaigns and training sessions, helping seniors integrate ScamGram into their online routines. Furthermore, those who have learned about it can and will want to teach their peers about it.

We will also seek partnerships with web browsers to develop ScamGram as a browser extension, providing real-time scam detection directly within users' internet experience. Collaborating with cybersecurity firms and digital literacy organizations will ensure our AI stays updated with the latest scam trends and tropes, enhancing our accuracy and reliability.

These partnerships will not only expand ScamGram's reach but also reinforce its credibility and long-term sustainability. By working together, we create a safer digital environment for the elderly, allowing them to navigate the online world with confidence.

ScamGram – Empowering seniors to spot scams. It's a simple, AI-powered chatbot that detects fraud in real time, keeping elderly users safe online. Stay connected, stay secure.