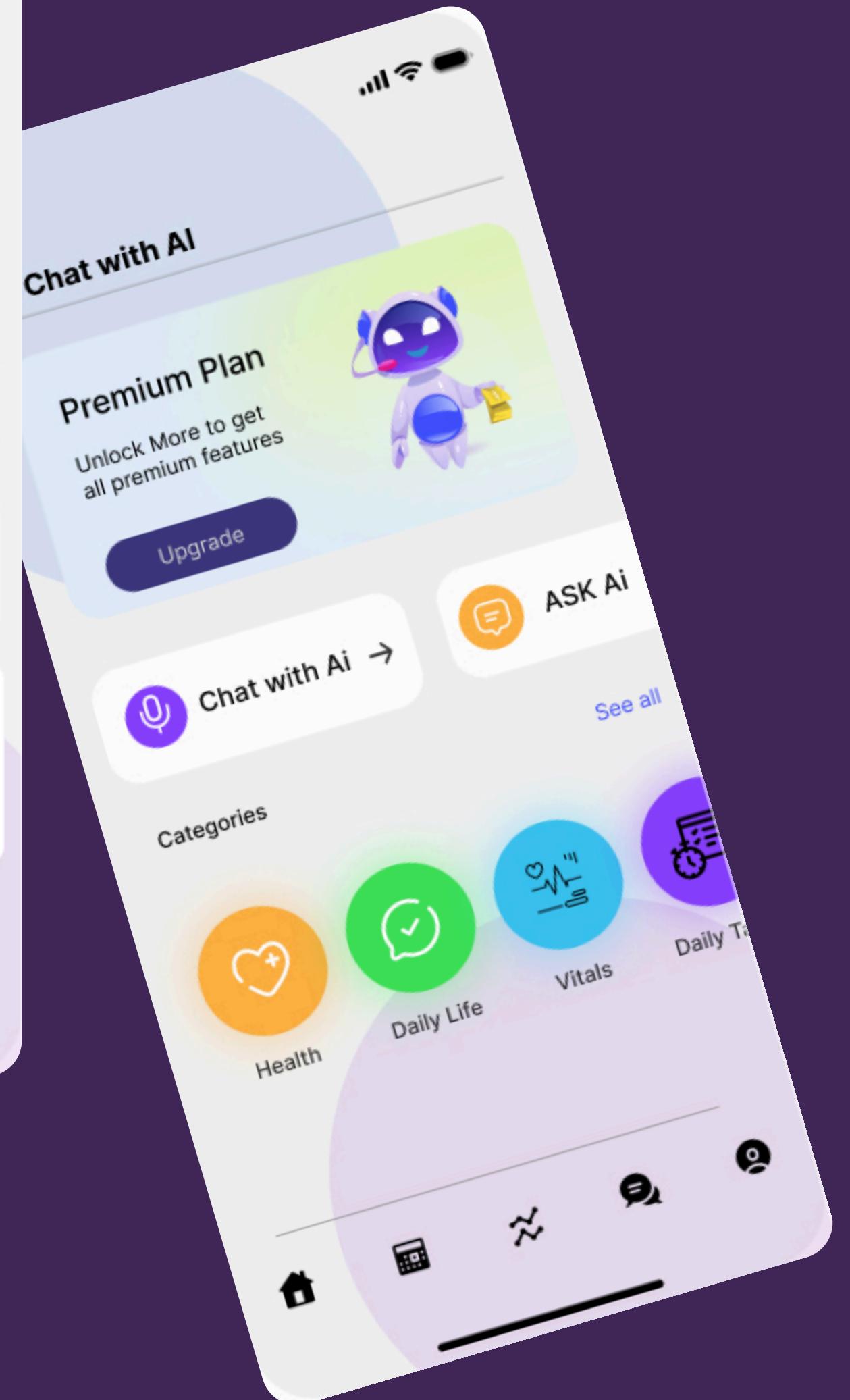
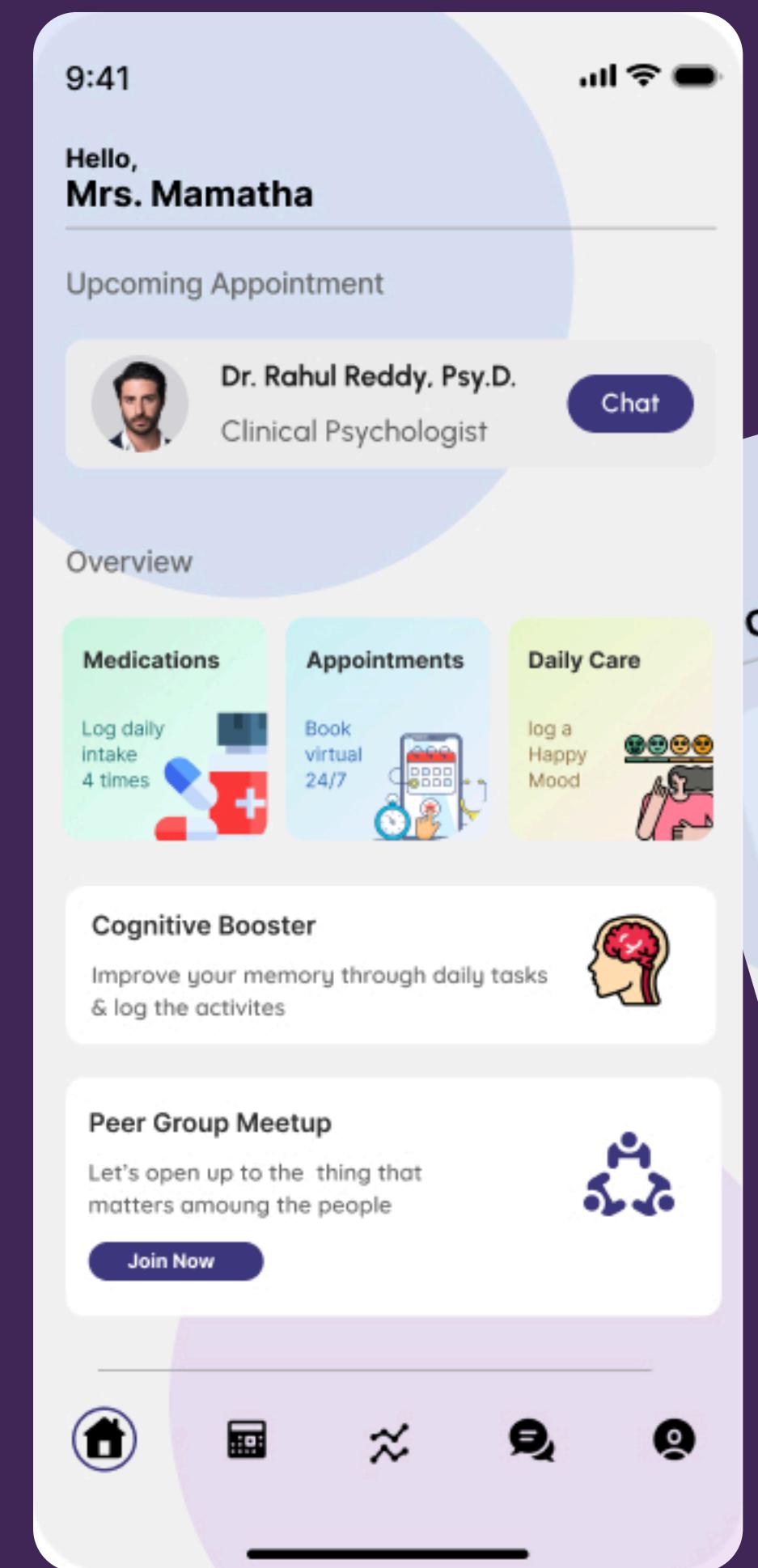


DementiaCare

A Digital Companion for Alzheimer's & Dementia Patients

By Sindhu Raji

23 Apr 2025



Introduction

DementiaCare is a thoughtfully designed digital solution that supports both patients and caregivers through their journey.

By blending empathy, research, and AI-powered technology, this mobile application aims to enhance memory recall, manage daily routines, and strengthen communication while offering caregivers tools for coordination, tracking, and peace of mind.

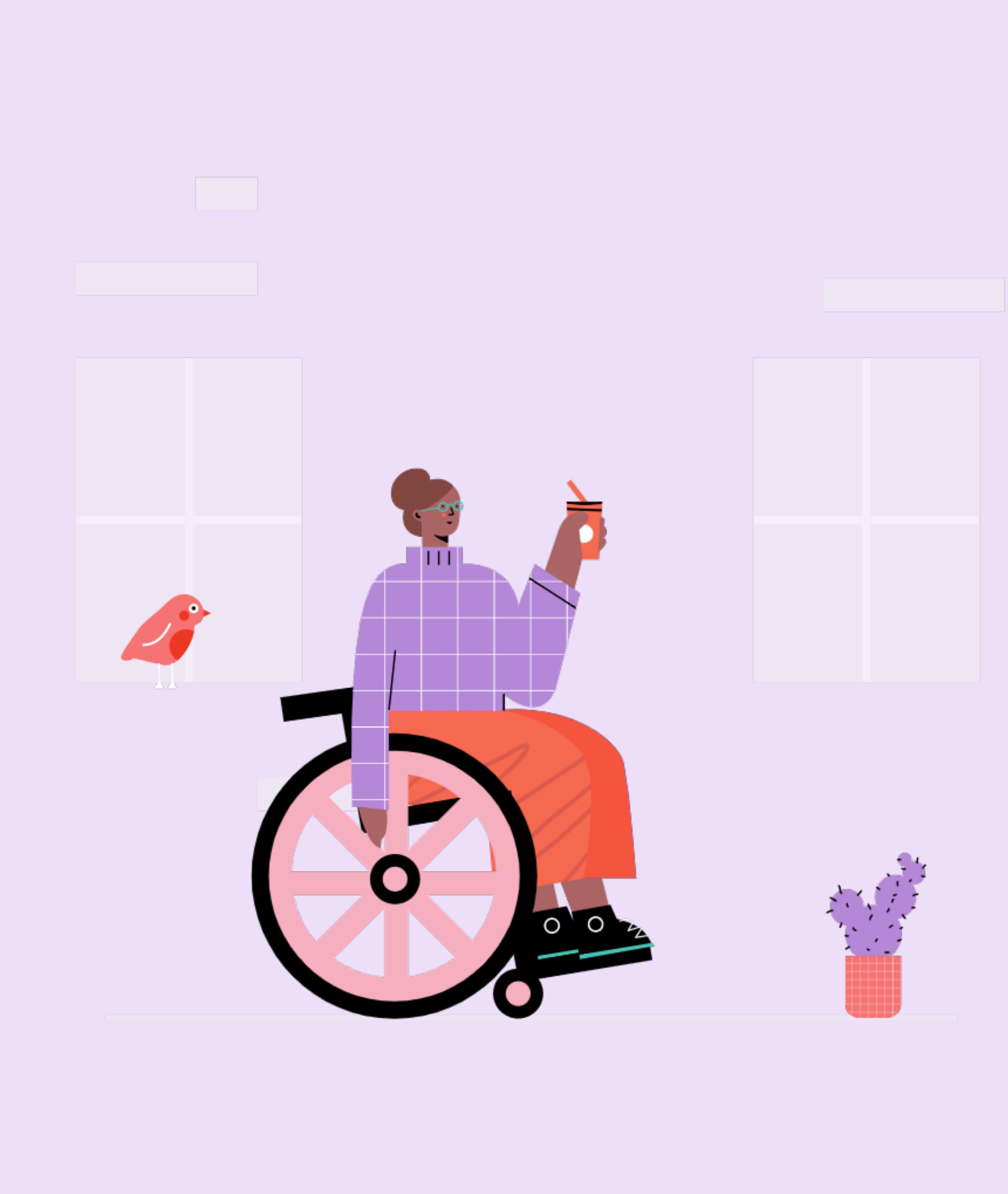


Problem Statement

Alzheimer's/Dementia patients face profound challenges, including memory loss, reduced self-worth, and difficulty communicating. These issues not only affect the patients' quality of life but also place immense emotional and physical strain on their caregivers.

Possible Solution

My product, 'A Digital Companion for Alzheimer's Dementia Journey,' proposes an innovative app to help patients access memories, structure interactions, and improve their overall well-being.



Market Analysis

55M+

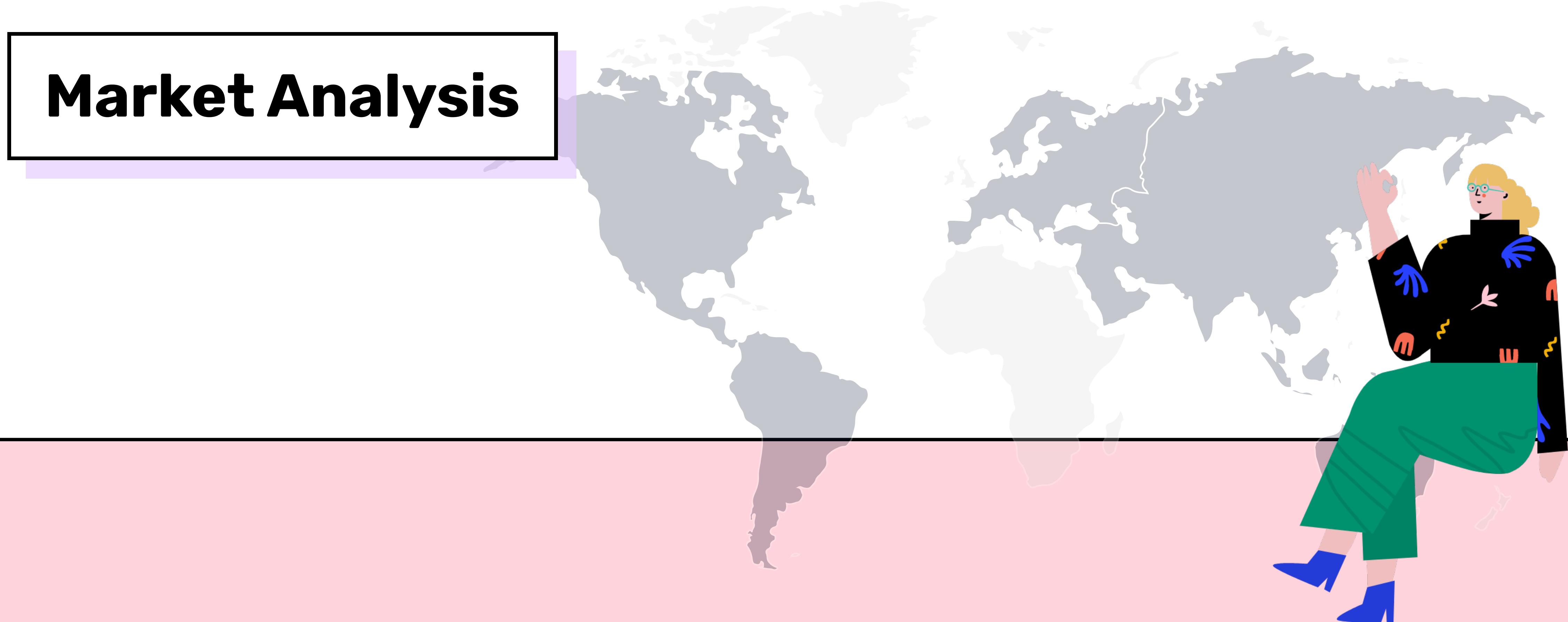
dementia patients globally
(WHO)

2070

Expected to double

4.8%

Market value of USD 367.6
billion at a CAGR

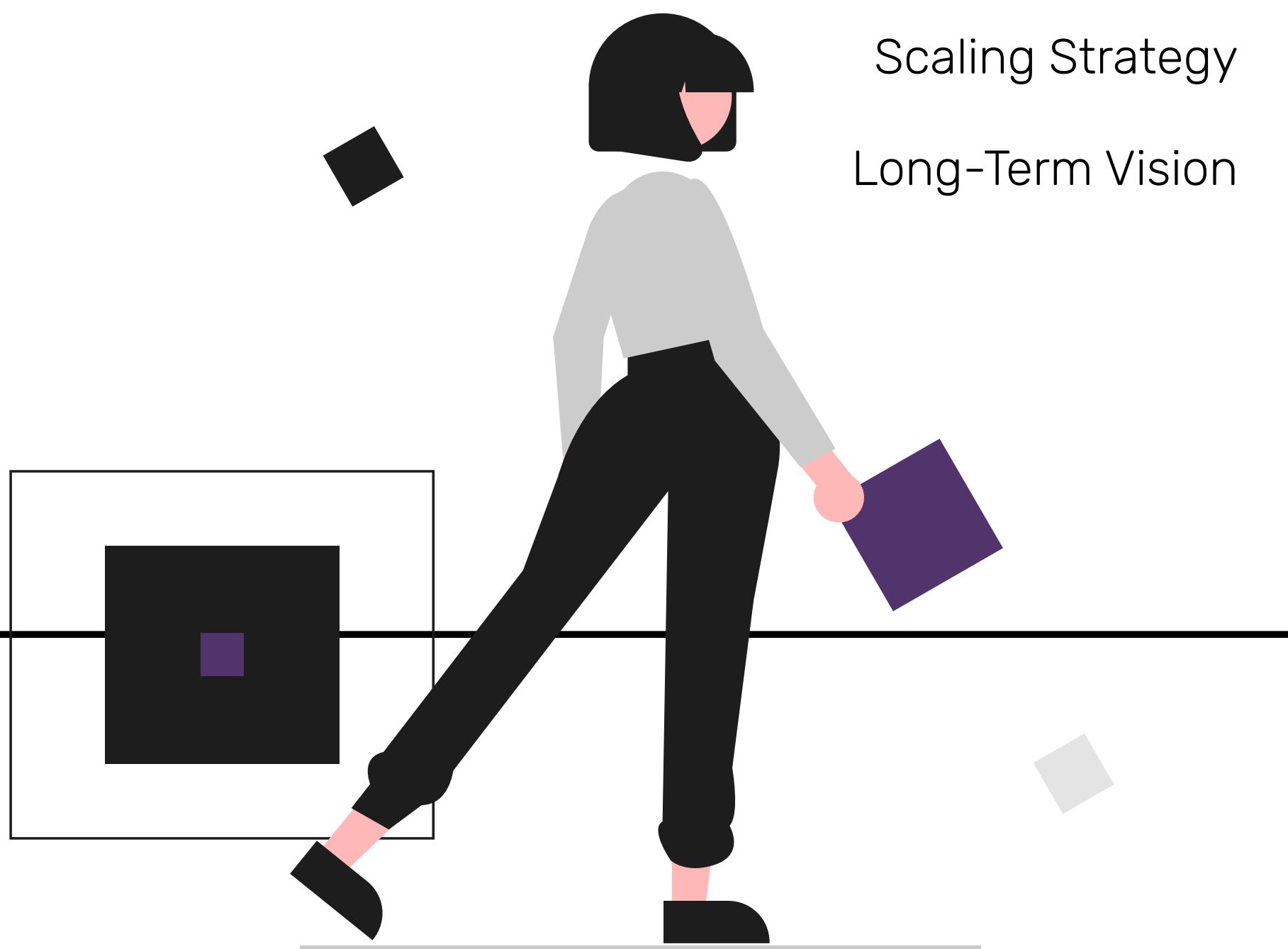


Competitive Analysis

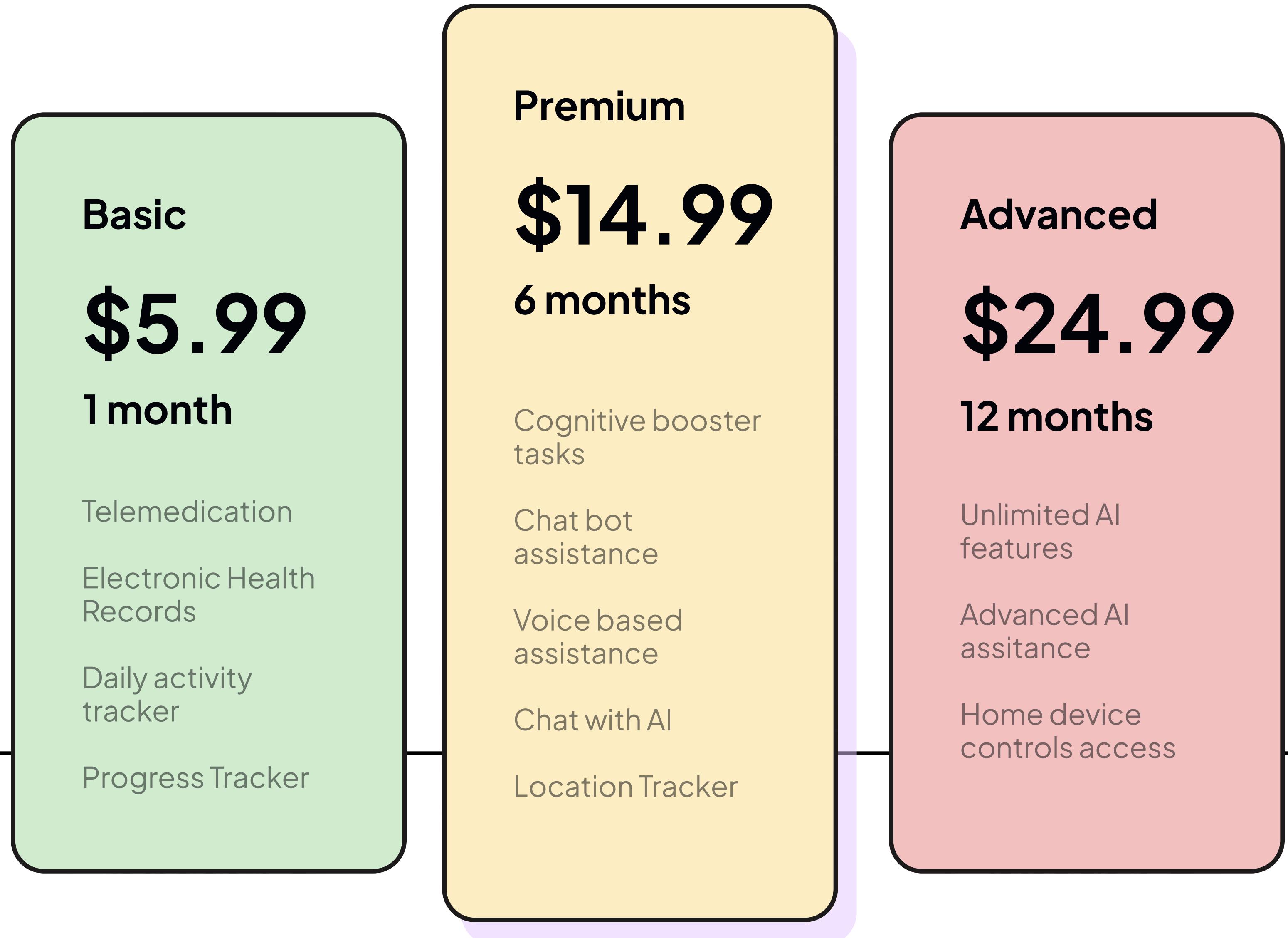


Competitors / Features	Dementia Care	MindMate	AlzLife	Nymbl
Device Connections	✓	✓	✗	✓
Memory Enhancement Tasks	✓	✗	✗	✗
User-friendly Interface	✓	✓	✓	✓
Telehealth Appointment Support	✓	✗	✗	✗
Medication Reminders	✓	✓	✗	✓
Appointment Reminders	✓	✗	✗	✓
Daily Plans Tracking and Monitoring	✓	✓	✗	✓
Customizable Task Lists and Routines	✓	✓	✗	✓
GPS Location Tracking and Directions	✓	✗	✗	✗

Business Model



Revenue Streams
Customer Segments
Pricing Strategy
Cost Structure
Scaling Strategy
Long-Term Vision



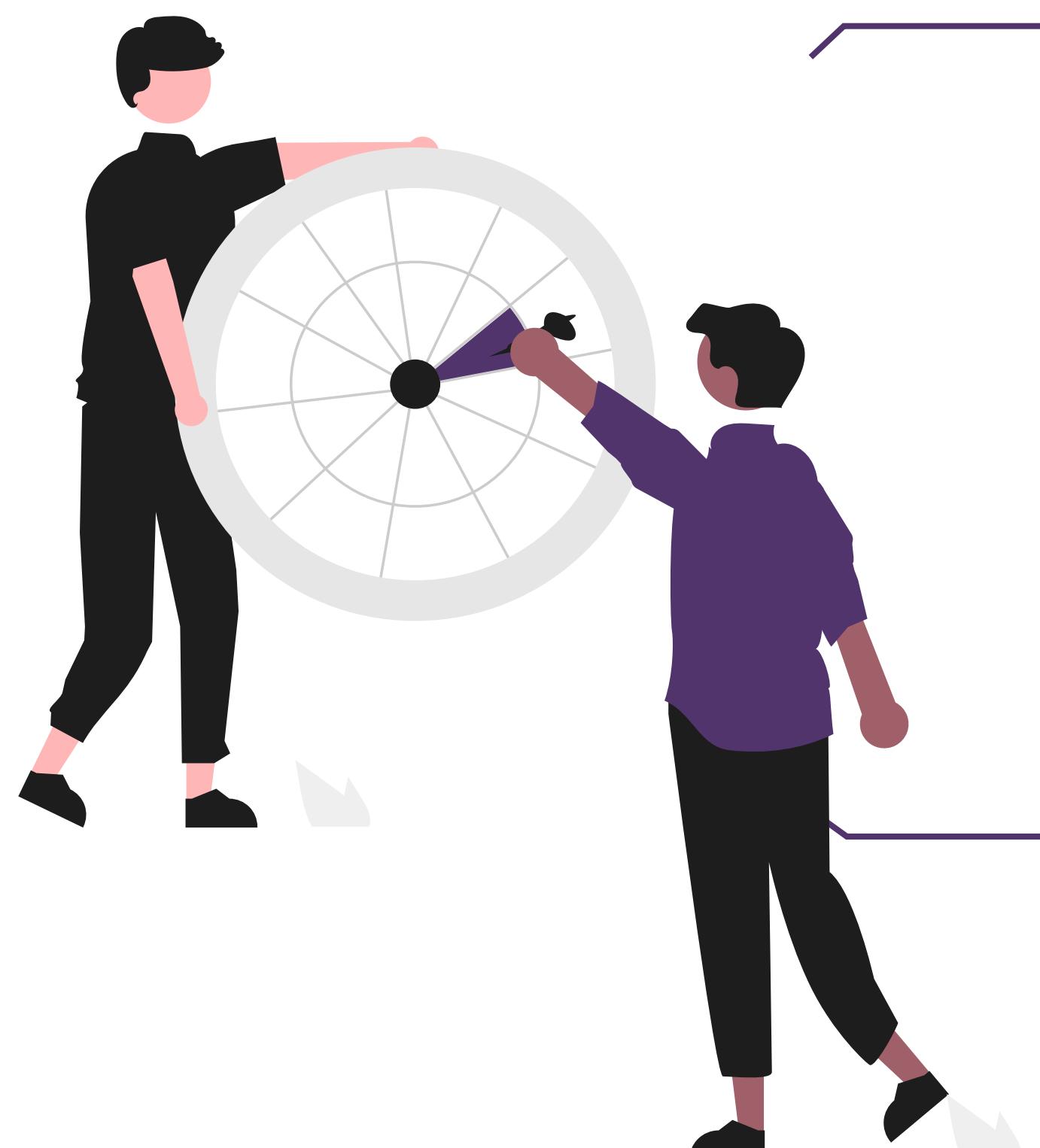
Go-To-Market (GTM)

Target Audience

Whom We Serve?

**Dementia/
Alzheimer's
Patients**

60+ years (Primary)



Care Givers

Home Health Aides
(Secondary)

Health Care Providers

Private Rehab Centers
(Tertiary)

Launch Plan

Partner with rehab clinics and senior care centers for pilot rollouts

Offer free 1-month trials to early adopters

Soft launch through caregiver support forums and nonprofit alliances

Marketing Channels



Google Ads

Growth Milestones

Q1 1,000 Downloads, 3 Clinic Partnerships

Q2 Launch Full Version, Reach 10,000 Users

Q3 Integrate Smart Home Device Support

Q4 Expand To Multilingual Support

Revenue Growth



Market Size The global Dementia Care APP market is expected to reach \$367 million by 2025.

Market Growth The market is projected to grow at a CAGR of 4.8% from 2023 to 2030.

Market Share As a new entrant, let's assume if my product can capture a conservative 0.1% of the market in the first year.

Initial Revenue Estimate
 $0.1\% \text{ of } \$367 \text{ million} = \$367,000$ potential first-year revenue

Growth Projection - Assuming my product maintains the market share and grow with the market
Year 2 (2026) revenue: $\$367,000 * (1 + 0.048) = \$384,816$
Year 3 (2027) revenue: $\$384,816 * (1 + 0.048) = \$403,287$

Costs and Profitability
With an initial investment of \$10, I'll need to factor in ongoing development, marketing, and operational costs. These will significantly impact my products profitability.

Revenue Model - Consider a freemium model with basic features free and premium features paid.
Assume 5% of users convert to paid ?
If my app acquires 10,000 users, 500 might pay. At \$5/month, that will be \$30,000 annual revenue.

Key Insights - Qualitative Research

1

Lack of Awareness Many people lack awareness and understanding of Alzheimer's disease, its symptoms, and the importance of early detection

2

Limited Access to Assessment Tests Access to cognitive assessment tests for early detection of Alzheimer's disease is limited & often people neglect the symptoms at start.

3

Caregiver Overwhelm and Lack of Organization people often feel exhausted by the responsibilities of caring for their loved ones and may struggle to stay organized and manage tasks effectively.

4

Difficulty in Tracking Progress and Monitoring Changes Caregivers face challenges in tracking the progress of patients and monitoring changes in cognitive function and behavior over time.

Personas



User Persona 1

Age 68
Education BA
Status Married
Occupation Retired Teacher
Location Jaipur, India

Personality

Calm Thinker Creative

Brief Story

Mamatha has been diagnosed with early-onset Alzheimers since two years. She stays with her daughter and stays by herself at home most of the time.

Goals

- Need to do basic daily activities by her own
- To stay in touch with family and friends
- To keep track of everyday routine
- Help in doing simple household chores
- Need to take medicines without missing

Frustations

- Fear of Loneliness
- Forgetting most of the past
- May not remember daily events
- Always rely on help from her daughter



User Persona 2

Age 33
Education Nursing
Status Married
Occupation Care Taker
Location Jaipur, India

Personality

Balanced Nuanced Patience

Brief Story

Pooja a devoted home aid in Pune, cares for elderly people with Alzheimer's and Dementia. Witnessing her patients forgetfulness takes an emotional toll on her, exacerbated by communication barriers

Goals

- Improve the quality of life for her patient by implementing effective care giving strategies.
- Enhance her understanding of Dementia progression and symptom management.
- Develop technological solutions to aid in monitoring her patient's condition remotely.

Frustations

- Struggles to communicate effectively with her patient, especially during moments of confusion or agitation
- Feels constantly on edge, worrying about her patients safety, especially when she exhibits wandering behavior

Timelines

UX Design

UI Design

Strategy
(Research)

Interview, Empathy Map,
User Journey Map

Problem Statement &
Goal Statement

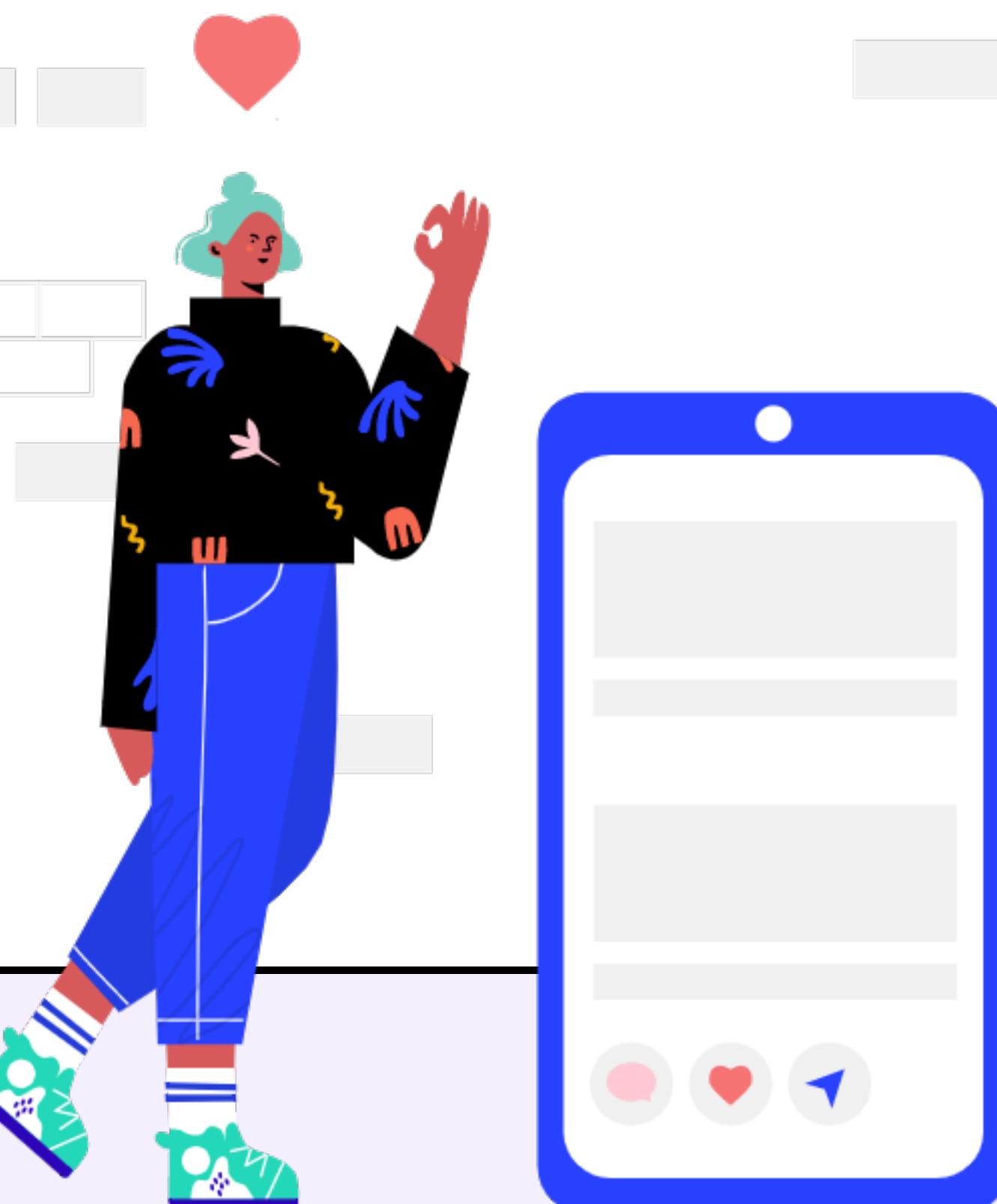
Competitive Analysis &
Information Architecture

High-fi
Wireframes

Visual Design
& Prototyping

Usability
Testing Phase

1st Week 2nd Week 3rd Week 4th Week 5th Week 6th Week 7th Week 8th Week 9th Week 10th Week 11th Week 12th Week



Typography & Colors

Inter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

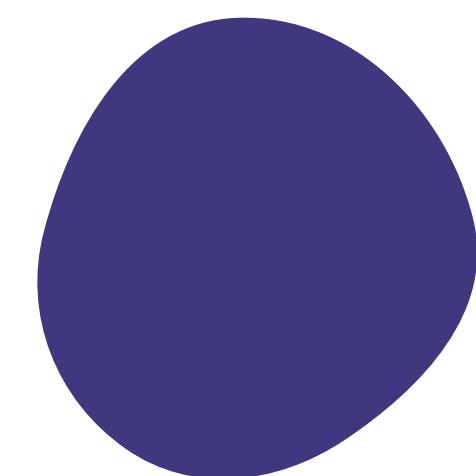
1 2 3 4 5 6 7 8 9 0

Inter Bold

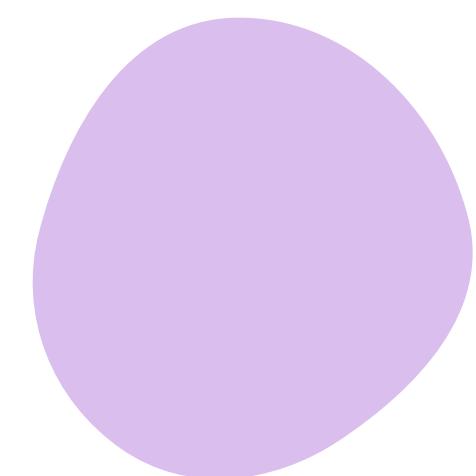
Inter Regular

Inter Medium

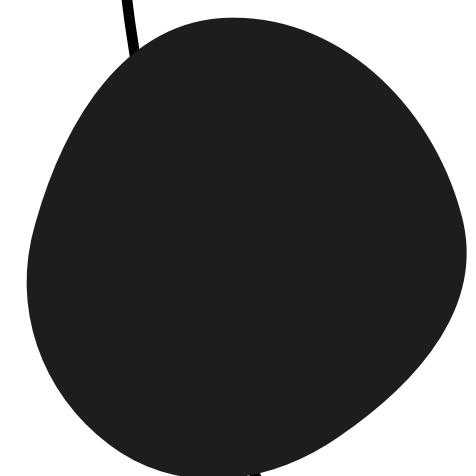
Inter Light



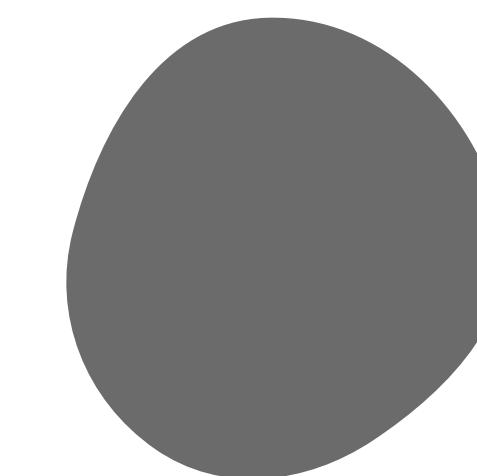
Primary Color
#3F387E



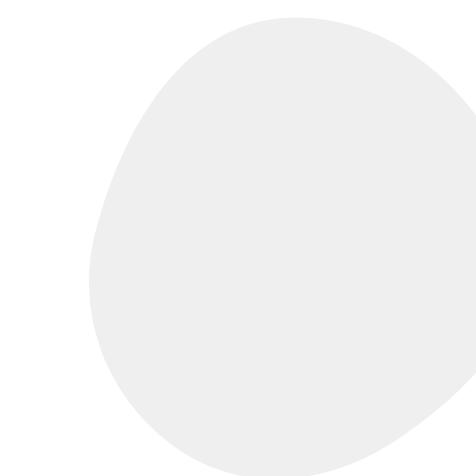
Secondary Color
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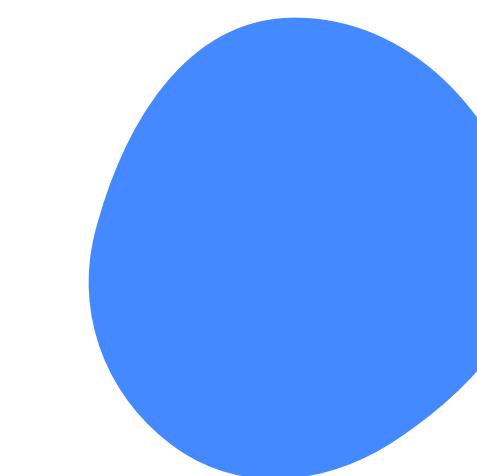
Text Color
#1E1E1E



Text Color
#6C6C6C

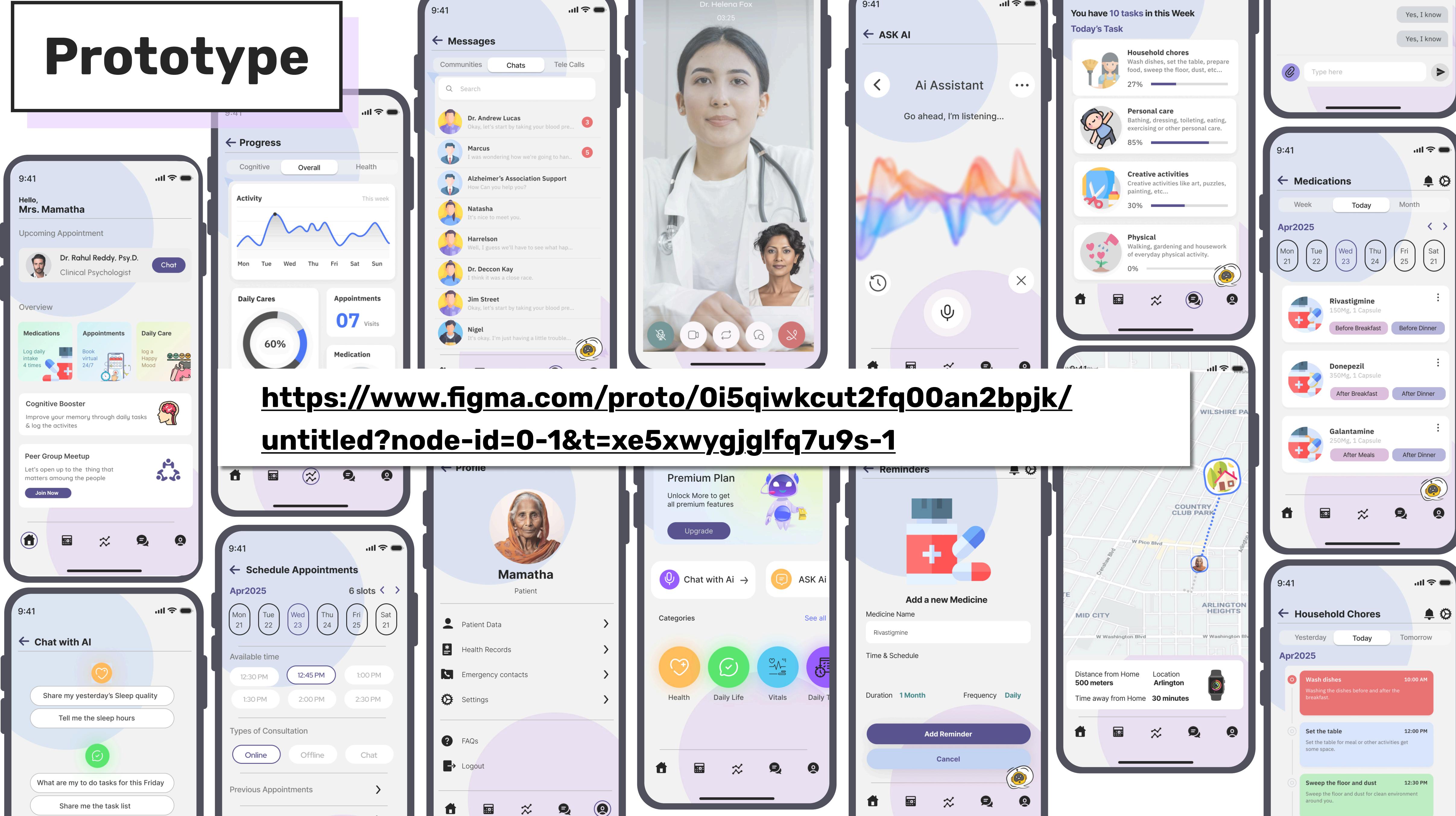


BG Color
#EFEFEF



Support Color
#4589FF

Prototype



<https://www.figma.com/proto/0i5qiwkcutfq00an2bpjk/untitled?node-id=0-1&t=xe5xwygjglfq7u9s-1>

That's great.

It's important to stay on top of your treatment.

Yes, I know

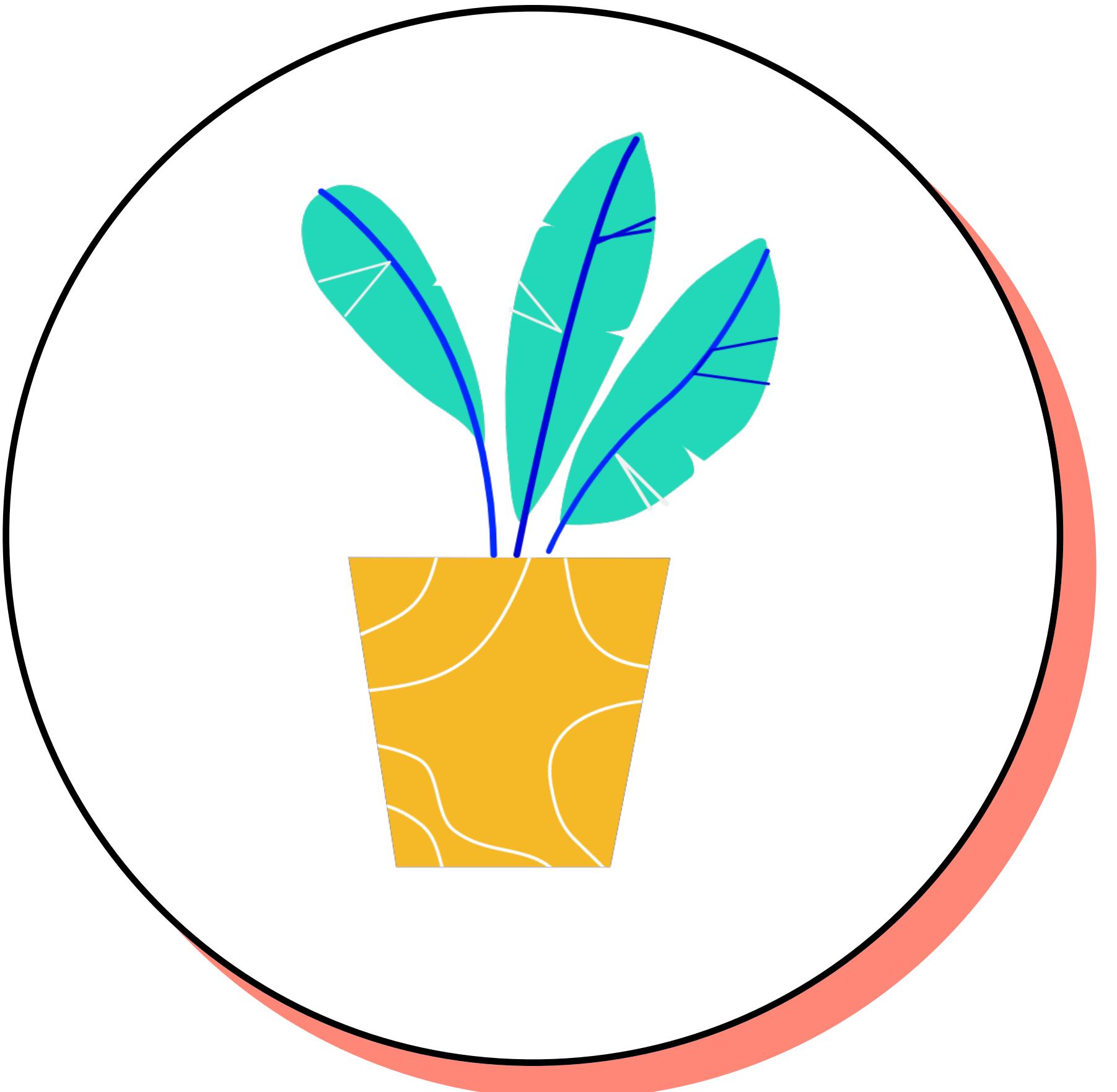
Yes, I know

Next Steps



Usability & Testing & Feature Enhancements

1. Device Connectivity With Multi Users
2. Improve Connectivity Activities Through AI
3. Collaboration With Health Care Platforms
4. And Possibly, Launching On Smart Home Devices For Ambient Assistance.



Thank You!
By Sindhu Raji