# Context

* Theme: Entertainment
* Persona: Caring Grandmother Anita

## Empathize

Our persona is Grandmother Anita who has a diploma and was recently working. She quit her job, as it was time consuming, so that she can spend more time with her loving and growing family. Her ambitions are to take care of her grandchildren and traveling around the world. She is not comfortable with technology and is not familiar with the industry specific terms. She keeps a scrapbook with all her travels and would like to make more loving memories with her family while traveling. Anita uses social media for sharing her experiences and wants to have a platform where she can share her adventures. Finding ideas for travels is also an interest that she would like to expand and have more options in the future. She is a free and open-minded lady looking for new adventures to fill up her free time.

**Different types of activities for elderlies**

Most of the elderlies have all the time in the world, when they retire. For them, that's the time to find a new hobby, travel or find friends with the same interests and the same age.

Here some ideas

* Travelling
* Photography
* Scrapbooking
* Photo/video editing
* Singing
* Geography
* Golfing
* Volunteering
* Sports
* Fitness Activities.
* Gardening
* Games

## Empathy Map

Diagram

Description automatically generated

## Moodboard

A group of people sitting at a table

Description automatically generated with medium confidence

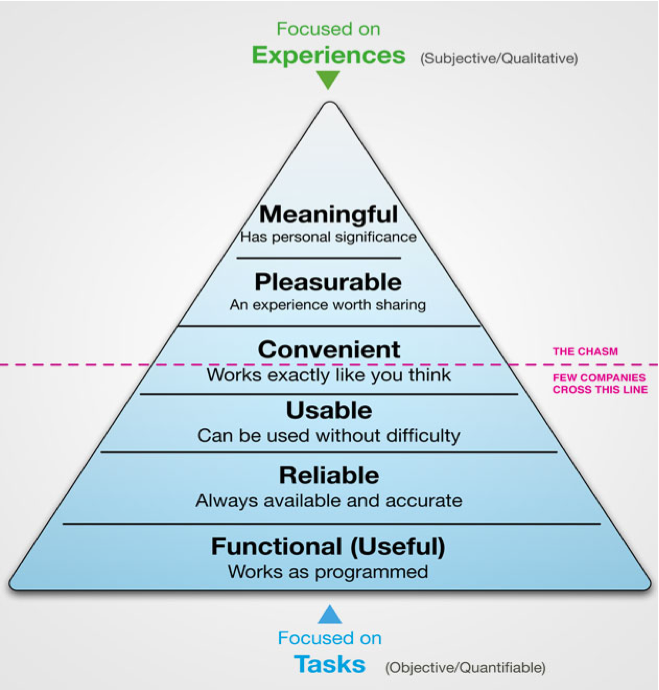
## Research & Brainstorming Session

Hereby a list of the brainstormed app ideas we’ve made for Anita. Underneath are some worked out concepts that we went through:

Diagram

Description automatically generated

**Adventure book app:**

 The app we came up with is an app that gives you adventures, depending on the type you’d like to do. We will give the user the opportunity to do adventures outside with children or alone. After you take the adventure, you will have the option to add a photo of the adventure, write a short memory of the adventure.

This will give the user the chance to do an activity depending on if they want to do it indoors or outdoors. This is a great idea-maker for people that have a lot of free time or struggle to decide on what activities to do.

There will be how much time roughly it would take for the user to finish this adventure, the “filters” we would be using to make you choose what type of adventure will be shown in the start and an icon will show what type of adventure you have chosen. The user will be able to see past adventures in their profile.

Competitors:

* The concept exists in book format
* No further apps could be found on the App Store

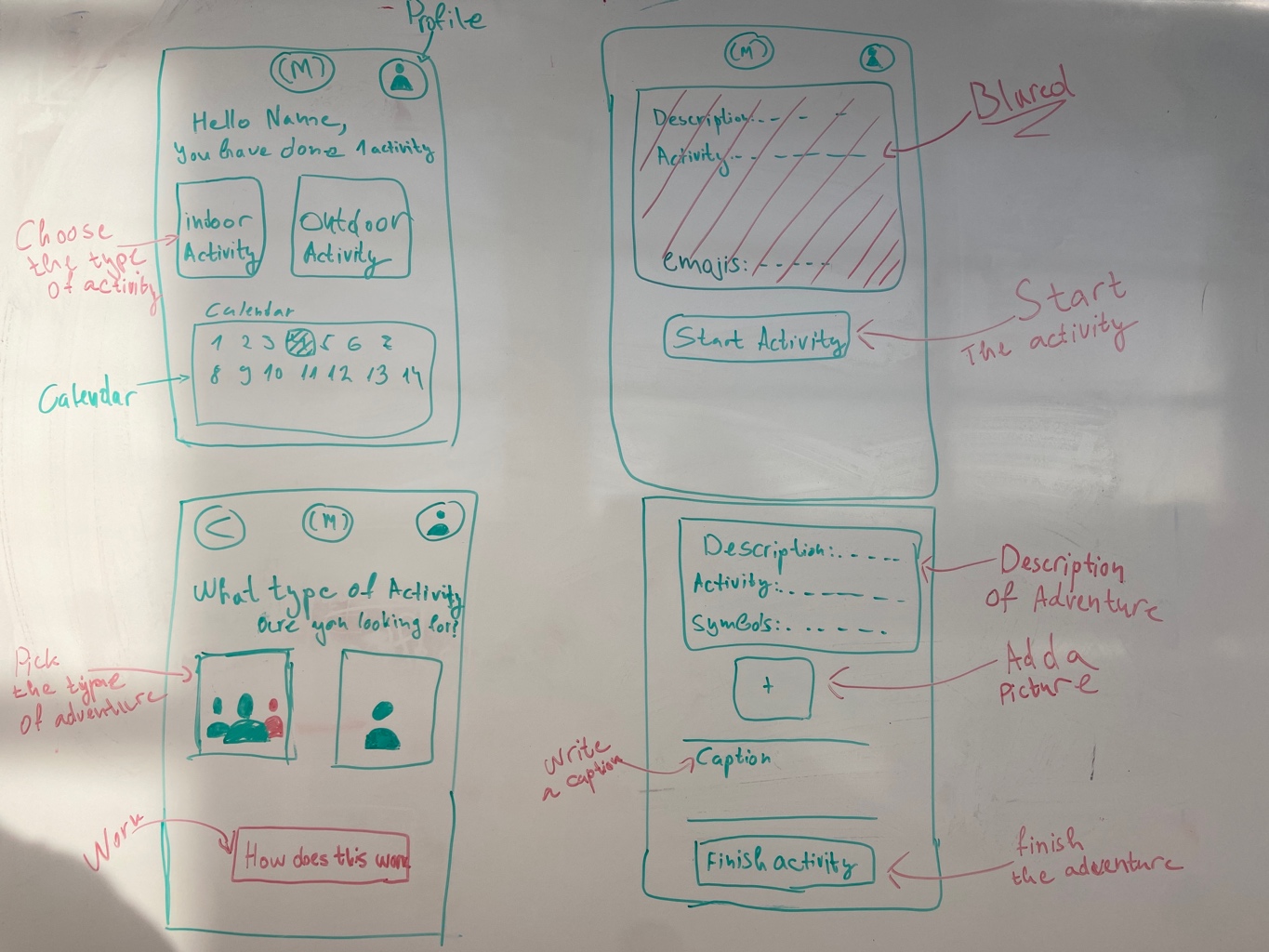
A picture containing timeline

Description automatically generated

1. A picture containing website

   Description automatically generatedUser Scenario

# Sketches



# Icon Description automatically generatedPrototype

Graphical user interface

Description automatically generatedGraphical user interface, application

Description automatically generated

846D8B

353535

9B84A2

# Research / Interview

A method that we chose to do is interviewing people because of the questions that we wanted to ask them to assume to be on a deeper level. This way we can easily understand better the users.

**Test Materials:**

Laptop and phone

Whatsapp **Time:** 10-15 mins

**Interview questions:**

*Hello, we are 2 ICT students, who are looking to create an app for the entertainment of elderly and children. So, to develop our product in the best possible way by asking you a couple of questions. Let's begin, shall we?*

* *What's your name, age and your occupation?*
* *What do you do in your free time?*
* *Do you have kids?*
* *Are you satisfied with the time you spent with you children/grandchildren?*
* *To what extent would you like to be involved in your child's/grandchild’s life 1 to 10?*
* *Do you think your children/grandchildren have fun while you are with them?*
* *Do you think young children are more capable of using technology these days?*
* *Do you have difficulties thinking of activities while you are looking after the kids?*
* *Do you have any ideas for an app that gives you random activities depending on filters you put?*
* *Would you do an activity that an app suggests?*

Q&A

*Participant 1: Maria, 51, Financial manager*

*Participant 2: Floor, 60, Banker*

*Participant 3: Dimitar 54, CEO*

* **What's your age and your occupation?**

*P1: I turned 51 this month and I am a financial manager*

*P2: I am 60 and a Banker*

*P3: I am 49 and currently a CEO at a big company*

**What do you do in your free time?**

*P1: I look to take my family for a walk or on a restaurant, or just spend time with them*

*P2: Spend time with my grandchild and the family as a whole*

*P3: It is hard, but I try to find time for my family and friends*

**Do you have kids?**

*P1: Yes, I have, they are 17 and 19 years old*

*P2: Yes, I have and I even became a grandmother this year*

*P3:Yes, one of them is turning 20 this year*

* **Are you satisfied with the time you spent with you children/grandchildren?**

*P1: No, I would like to be a part of my childrens life more*

*P2:I am to an extent but I would like to do more with them*

*P3: Yes I am!*

* **To what extent would you like to be involved in your child's/grandchild’s life 1 to 10?**

*P1: I would rate it a 5*

*P2: It is maybe a 7.5*

*P3: I would give myself a 9*

* **Do you think your children/grandchildren have fun while you are with them*?***

*P1: They do, but I am having difficulties thinking of engaging stuff to do with them.*

*P2: Yes, I they are always happy to see me*

*P3: They are gown ups now but we have fun a lot!*

* **Do you think young children are more capable of using technology these days**

*P1: Absolutely*

*P2: Yes, they are growing fast and are more capable of using any type of technology*

*P3: The younger generation start early with technology and we learn from them ☺*

* **Do you have difficulties thinking of activities while you are looking after the kids?**

*P1: From time to time, it is hard getting them off their phones*

*P2: Yes, I do need some ideas from other people*

*P3: No rarely struggle with thinking of ideas*

* **Do you have any ideas for an app that gives you random activities depending on filters you put?**

*P1: I would recommend showing the weather as I will need to check if the activity is suitable.*

*P2: I suggest letting users add their photos of the activity and then being able to send it to their friends.*

*P3: N/A*

* **Would you do an activity that an app suggests?**

*P1: I the activity is suitable, I will!*

*P2: I will if my grandchild is also capable of doing it.*

*P3:I will think about it before doing it.*

**10 Best Entertainment Apps for Older People**

Graphical user interface, text, application

Description automatically generated

## Graphical user interface Description automatically generated

# Customer journey map