

Why "Family Hour" ?

2020 is a particularly difficult year. Because of the new coronavirus pneumonia, the future variables are even more unpredictable. Some people have lost their lives, and some people were unemployed. This makes us face up to life and cherish the time we spend with our family.

You may encounter the lockdown for a few months again, or you may be asked to stay in the work city for the Spring Festival and cannot go back to home.

In a limited time, family reunion has become very difficult, and the app helps users better record, communicate, help and care for their families.

1. On January 7, 2021, Shijiazhuang was closed. All citizens were required to stay at home. The streets were empty.
2. On January 23, 2020, Wuhan was closed. All citizens were required to stay at home. The streets were empty.
3. Doctors from Shanghai Fudan University Affiliated Hospital spend the Spring Festival in the hospital.



Validating the problem

Chinese people value the family very much, and filial piety has been a virtue in China for a long time. A large number of young people today are either busy with work or school, or are ashamed to express their feeling. They are troubled by the inattention of family care.

Problems

- ◆ Adults living in metropolises are busy with work, often ignore family members and rarely contact their parents.
- ◆ Important holidays are either at work or spent with friends, forget to spend it with parents or children, and even their birthdays are sometimes missed.
- ◆ People don't know much about the gifts or wishes their families really need.
- ◆ Asians are shy about expressing feelings and rarely express their love for each other face to face.
- ◆ There are many social software on the market to record the lives of young people, but very few records the family, parents getting old, children's growth, etc.

Solutions

- ◆ Increase opportunities for contact between family members. In addition to online communication, provide some family activities options and increase the time of accompany.
- ◆ Remind users of important days to help them no longer forget anniversaries or family birthdays.
- ◆ Show everyone's wishes, so that others can learn more about you.
- ◆ Record life or major events in the family.

Design strategy



Business Goal

Help people easily enjoy family companionship



General Task

- Send message and video call
- Record important days
- Wish list
- Invite family members to do activities
- Collect family photos



Technology

Help of internet
Mobile devices(IOS/Android). Tablet



Target User

People who focus on family life



Cross Platform

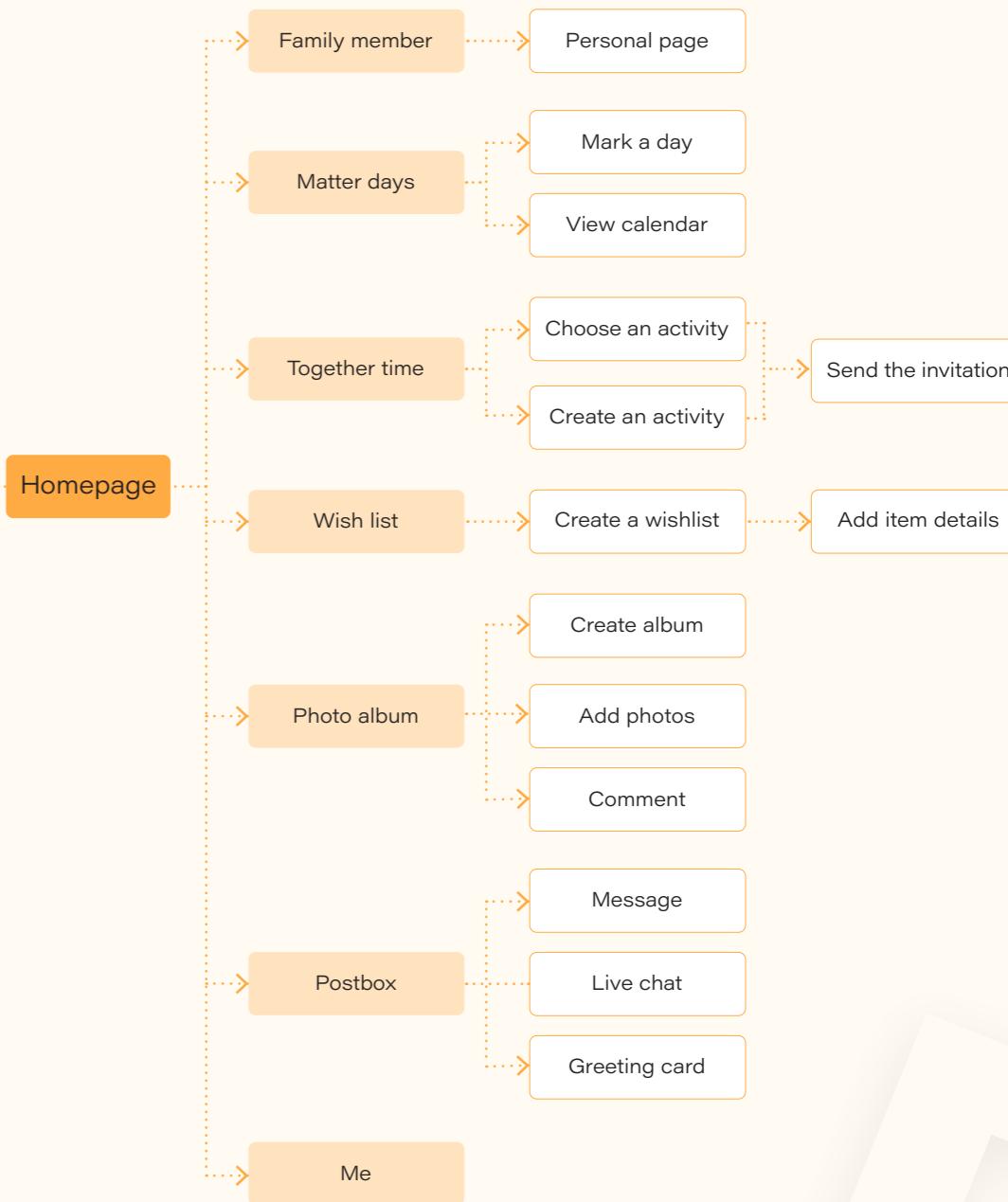
Mobile Devices | Tablet | Websites



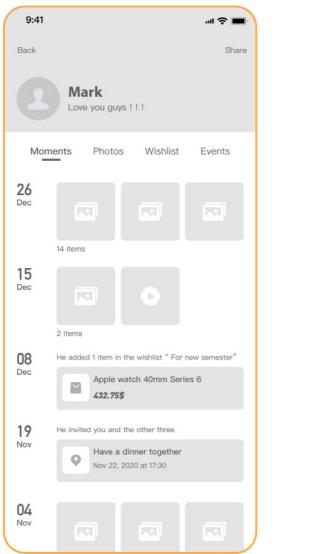
Success Factory

- More online communication
- Give family favorite gift
- Receive reminders on important days
- Upload family photos

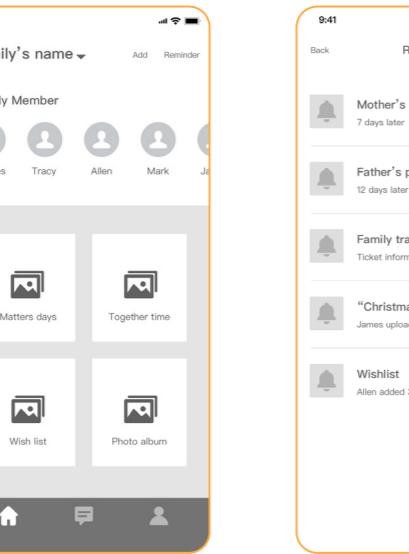
User flow



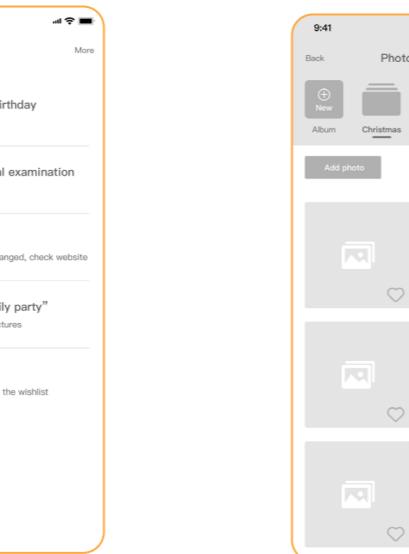
Wireframe



Personal page



Homepage



Reminder

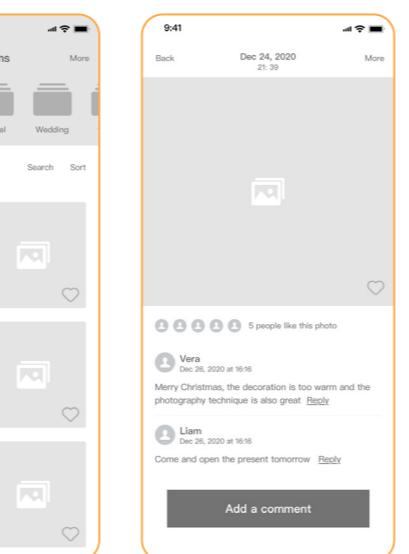
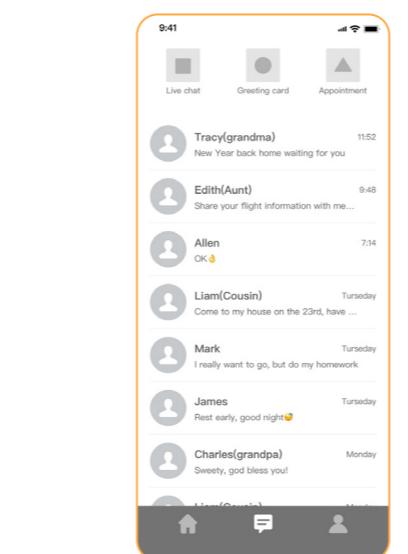


Photo album



Postbox

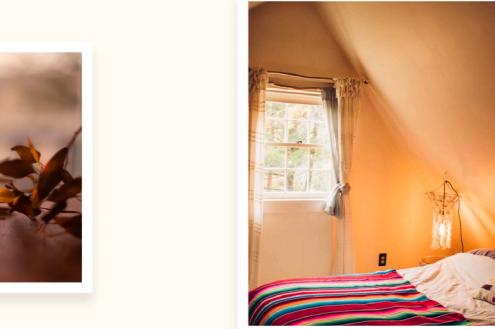
Mood board

WARM

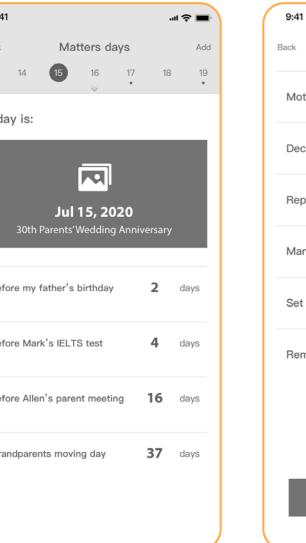


RELAX

SOFT.



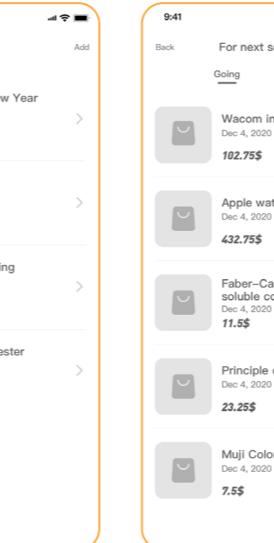
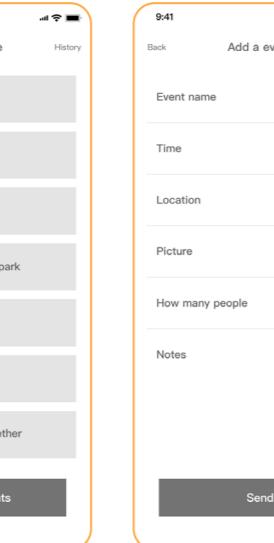
Icon & Color



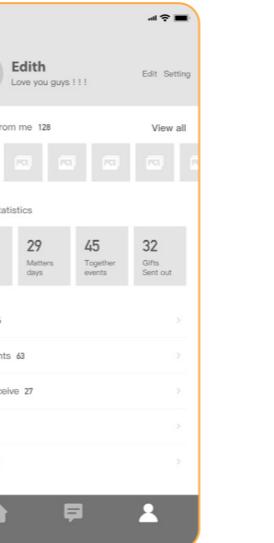
Matters days



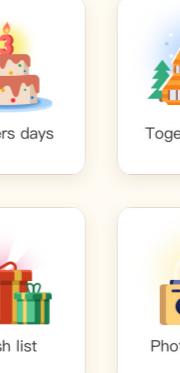
Together time



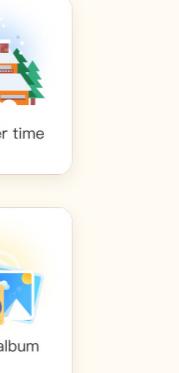
Wish list



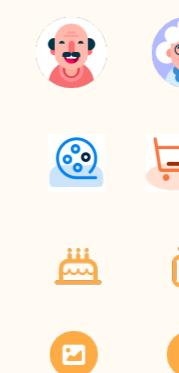
Me



Matters days



Together time

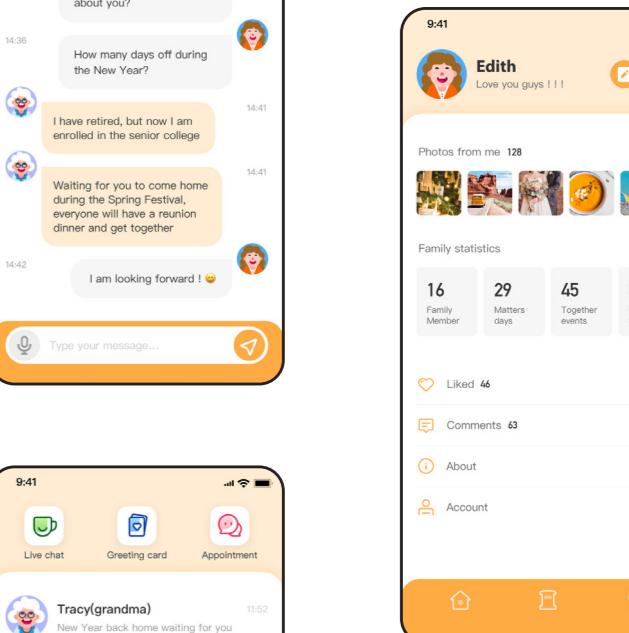
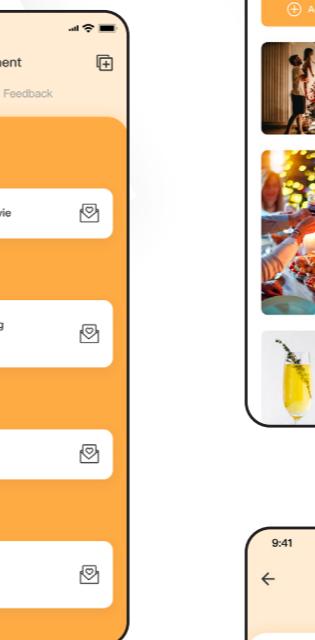
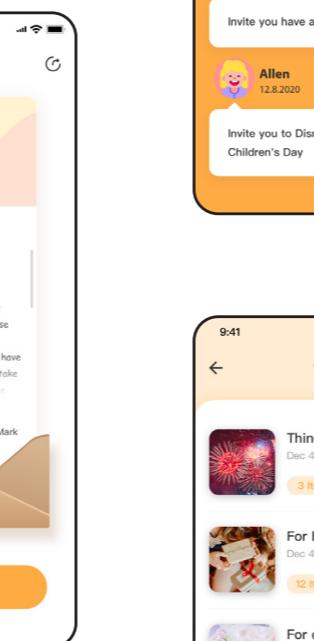
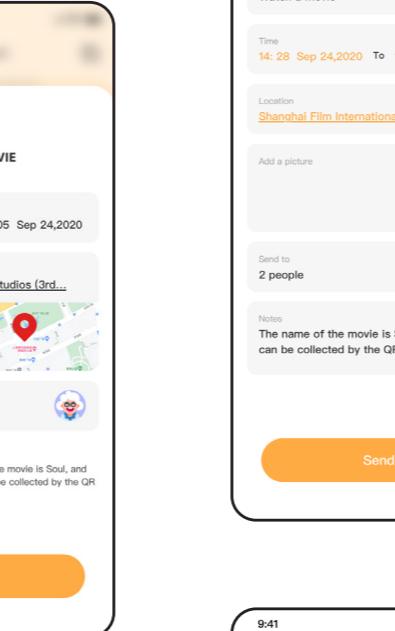
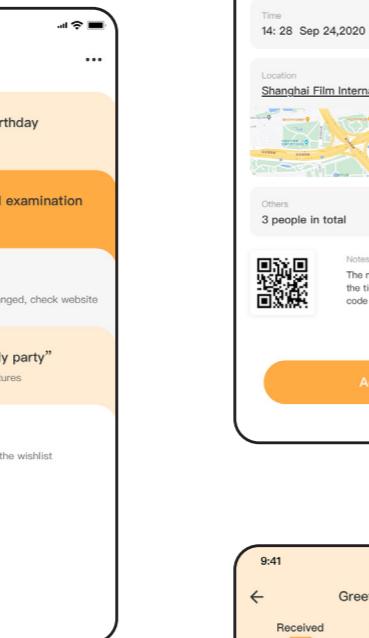
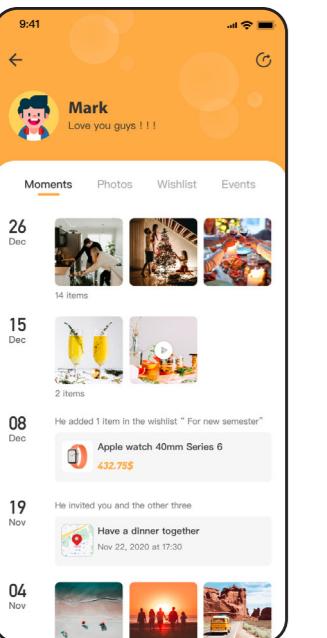


Wish list



Photo album

UI design



Message

Tracy Smith



Tuesday

Hey there, what's up?

Nothing. Just chilling and watching YouTube, what about you?

How many days off during the New Year?

I have retired, but now I am enrolled in the senior college

Waiting for you to come home during the Spring Festival, everyone will have a reunion dinner and get together

I am looking forward ! 😊

Type your message...

