

SAGE

Designing for an Active Transition into a Retirement Lifestyle

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CS 147 • F23 • Stanford University

Team



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Major: Computer Science (HCI)

Name Selection

Name Selection

1. Consider needs & solution

NEEDS

✓ Create sense of purpose

✓ Prevent loneliness

SOLUTION

Facilitate creation of shared gardens that donate their harvest.

Name Selection

2. Brainstorm names

Nourish

Plant Club

Greenly

Harvest

Thrive

Friend Gardens

Blossom

Garden Grannies

Stamen

Plant Pet

Flourish

Sepal

Sproutly

Budding Buddies

Verdant

Cultivate

Sage

Planda

OneSprout

Group Sprouts

Bloomly

FloraFolk

Vinmlink

MoreSprouts

GreenGather

WeGarden

Sage

✓ Symbolizes wisdom

✓ Evokes feelings of health and nature

✓ Sonically appealing, concise

Nourish

Plant Club

Grocery

Thrive

Flourish

Blossom

Friend Gardens

Garden Grannies

Stamen

Sepal

Pet

Budding Buddies

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OneSprout

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VALUE PROP

**Creating newfound purpose and
friendships through gardening**

Problem & Solution

Problem & Solution

Back to our POV

WE MET

Mary-Lue Timpson (MLT), an 80-year-old who volunteers at Senior center

WE WONDER IF THIS MEANS

Feels different from other seniors due to role in the community which gives her a greater sense of purpose.

WE WERE SURPRISED TO LEARN:

MLT considers herself separate from the other seniors.

IT WOULD BE GAME-CHANGING TO

Deliver a similar sense of purpose through responsibility to more people.

Problem & Solution

Back to our POV

WE MET

Mary-Lee Thompson (MLT), an 80+ year-old who volunteers at Senior center

THE GREATER PROBLEM

Elderly people who lack community and contribution to something > than self often encounter feelings of loneliness and meaninglessness

WE WERE SURPRISED TO LEARN:

MLT considers herself separate from the other seniors.

IT WOULD BE GAME-CHANGING TO

Deliver a similar sense of purpose through responsibility to more people.

Problem & Solution

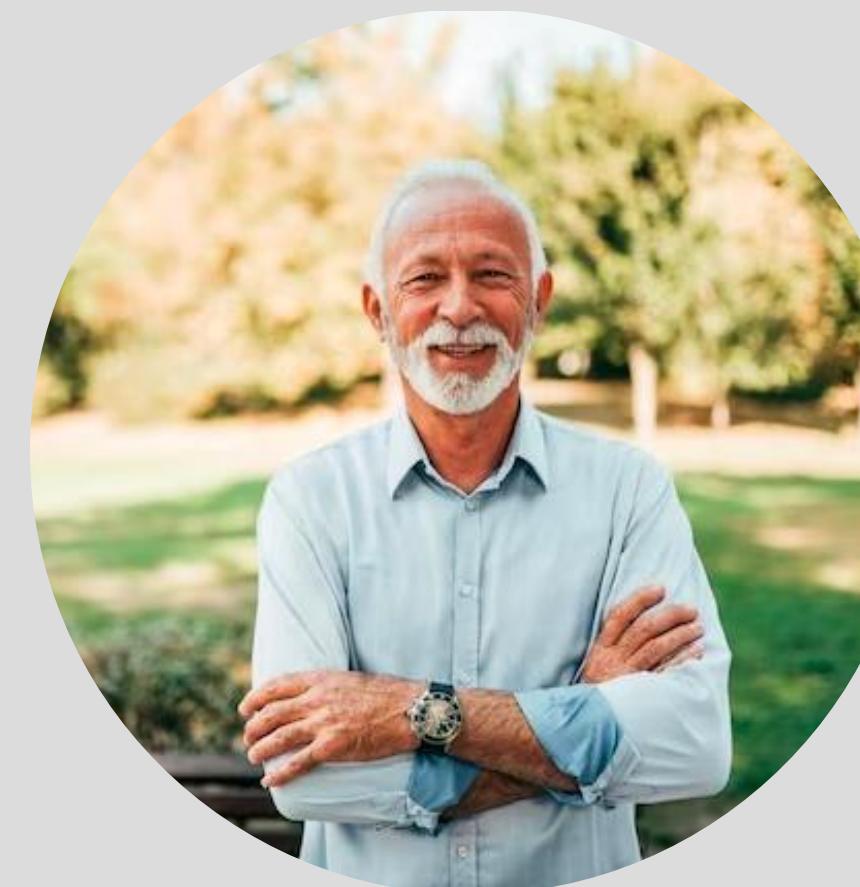
Back to our HMW



Utilize gardening as a means of bringing together elderly people who desire a sense of community & purpose.

Problem & Solution

Primary User



Our primary user is an **elderly adult**, who is **inactive** or **semi-active** either **socially** or **physically**.

Problem & Solution

Original Solution

1.

Sage mails
you a packet
of seeds

2.

Join a shared
digital garden w/
friends

3.

Update your plant's progress
and watch as your community
garden comes to life.

Problem & Solution

Revised Solution to emphasize in-person activity

1.

Select a physical
community
garden

2.

Attend gardening sessions
with friends working
towards harvest goals

3.

Donate fruits of
labor to community
causes

Market Research

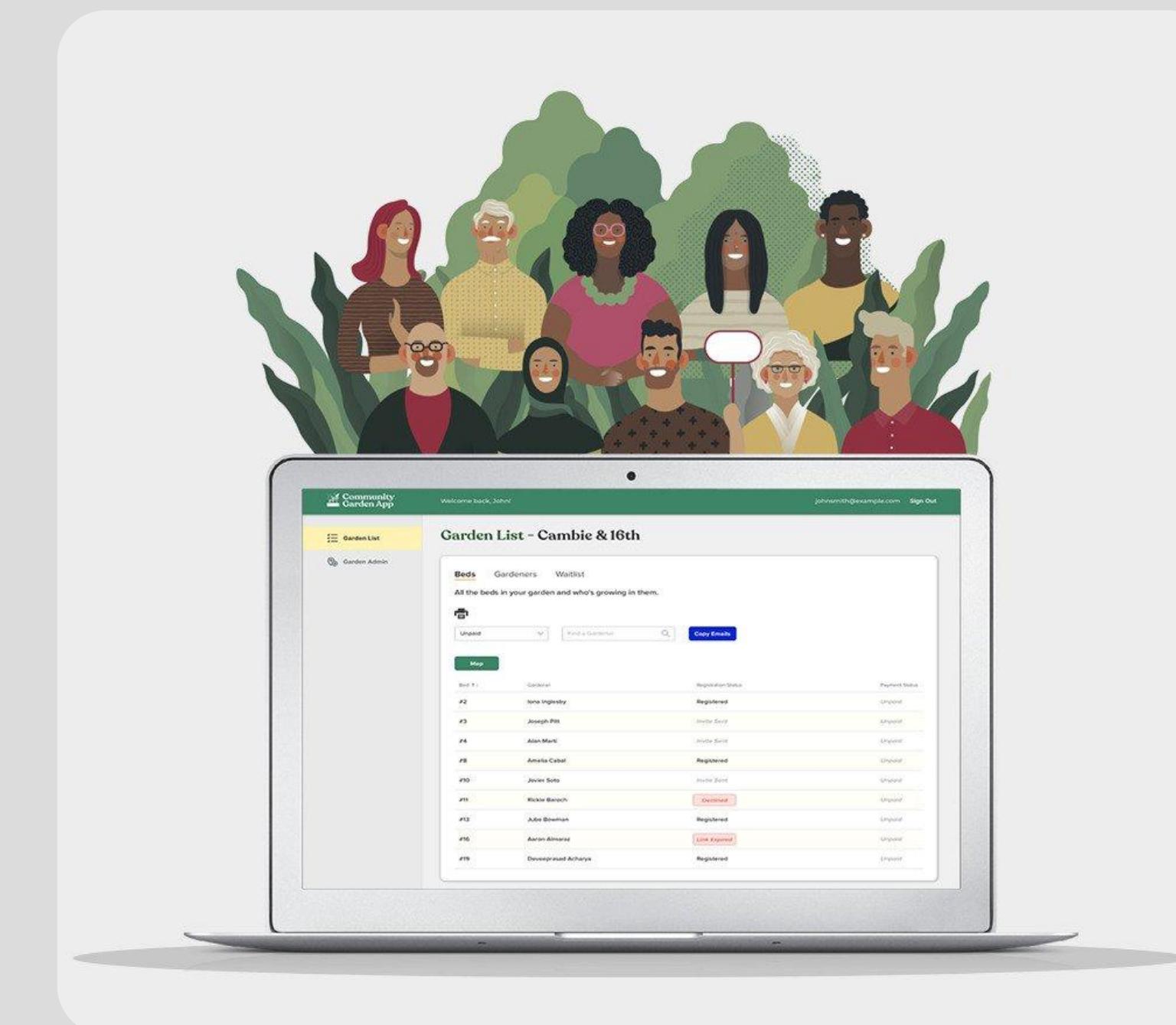
Community Garden Builders

PROS

- ✓ Established for a decade
- ✓ Utilizes vacant land
- ✓ Digital tools for managers

CONS

- ✗ Temporary projects
- ✗ Canada-based only
- ✗ Not elderly-focused

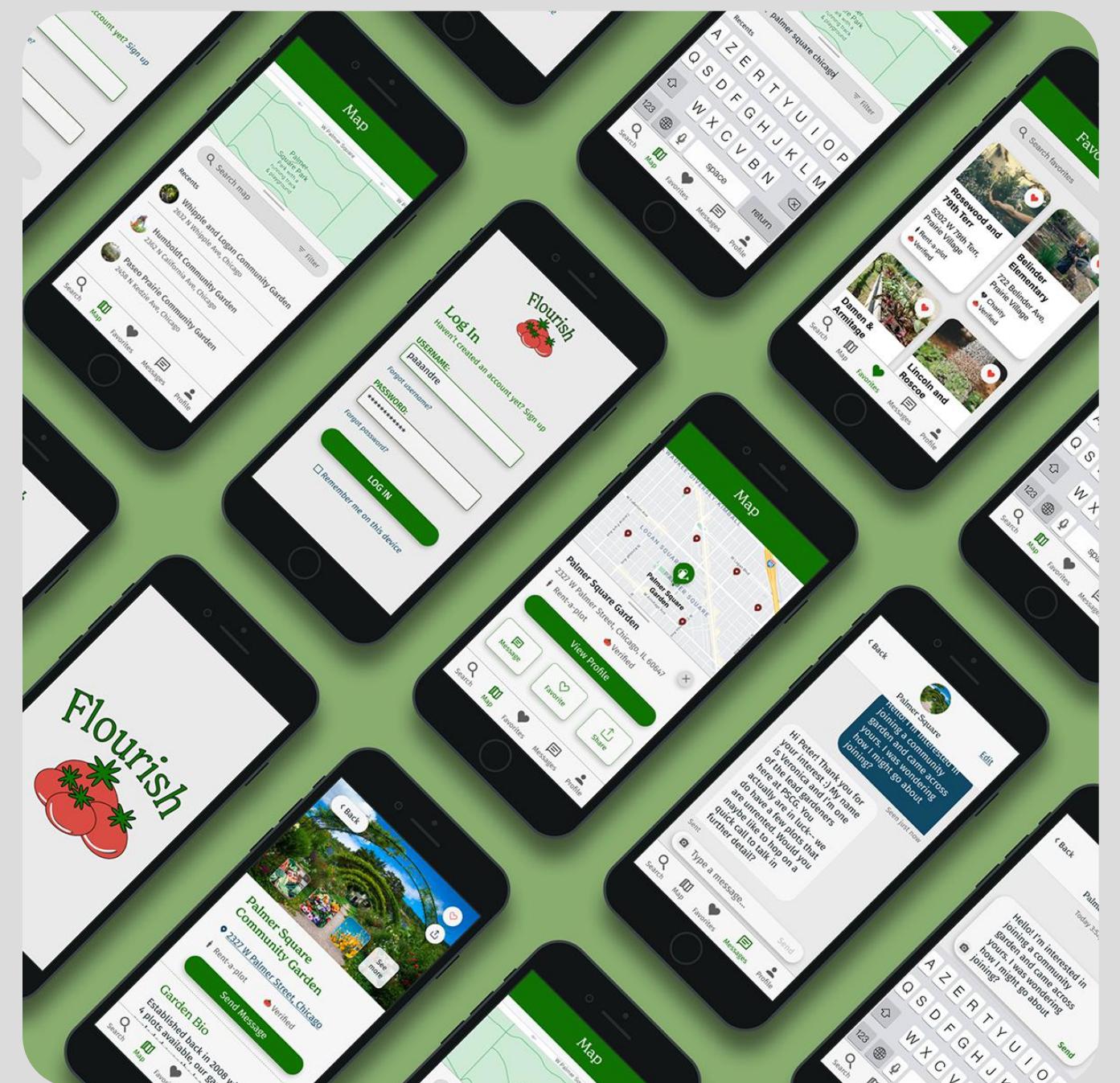


PROS

- ✓ Connects organizers and volunteers
- ✓ User-tested
- ✓ Simple design

CONS

- ✗ Not elderly-specific
- ✗ Limited accessibility
- ✗ Weak community feel



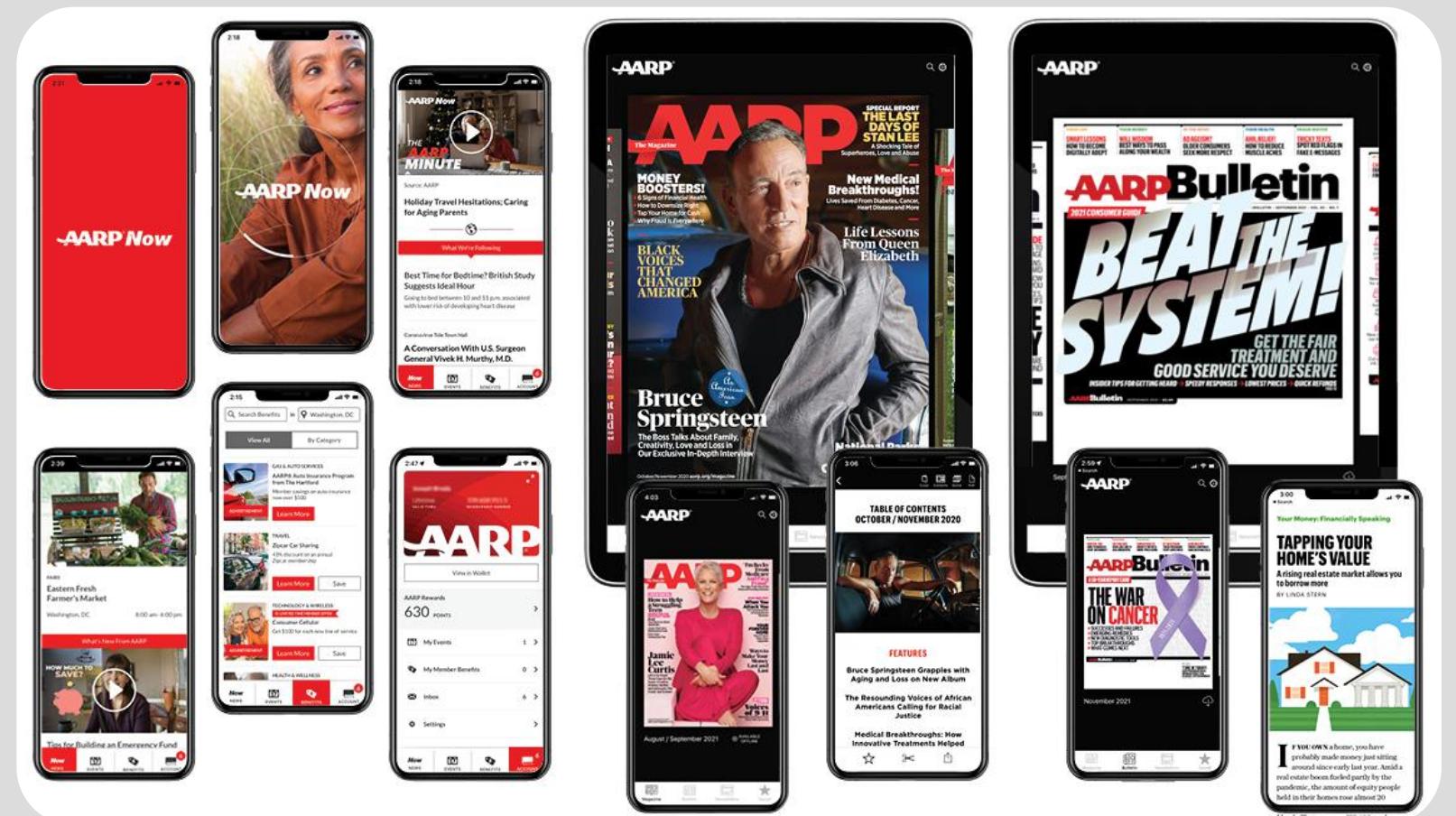
AARP Now APP

PROS

- ✓ Rich Information
- ✓ Diverse activities
- ✓ Built on AARP infrastructure

CONS

- ✗ Impersonal
- ✗ Regional, non-recurring events
- ✗ Clutter interface



Existing Groups (e.g., Wednesday Knitting Group)

PROS

- ✓ No tech needed
- ✓ Human touch
- ✓ Open to all

CONS

- ✗ Word of mouth communication
- ✗ Unstructured activities
- ✗ Hard to discover



Opportunities

1. User-Friendly Tech:

- Enhance communication and event discovery with easy-to-use technology

2. Community Focus:

- Strengthen community bonds and friendships through regular, local events

3. Elderly-Centric Design:

- Ensure accessibility and usability tailored for the elderly

4. Permanent Gardens:

- Provide stable, long-term gardening spaces for socialization and cultivation

5. Community Contribution:

- Integrate opportunities for giving back through gardening initiatives



Values in Design

Values in Design

Stakeholders

Direct

- Elderly people
- Receivers of donated produce

Indirect

- Families,
- Eldercare workers
- Other users of community garden space

Ethical Implications

Tarot Card: Mother Nature

- Sage promotes eco-friendly gardening + education for sustainability
- Endemic plants = no invasive species.
- Consider ecological effects on wider community

Tarot Card: The Scandal

- Elderly users as scam victims during donation process
- Vetting processes?
- Partnering with known orgs. to mitigate this risk?

Tasks

Tasks

Find out when
and where to
garden

Brendan McLaughlin



Invite a someone
to join your
garden.

Ethan Hellman



Choose a species
of plant

Amy

Take care of
plants.

Amy

Check progress
of plants

Adam Barry

MODERATE

Find new friends
to garden with.

Ethan Hellman



Distribute
harvested food to
community

Brendan McLaughlin



Make plans to
garden with
others.

Brendan McLaughlin

Learn about
garden goals and
cause

Brendan McLaughlin

COMPLEX

Tasks

SIMPLE

Find out when and where to garden

Brendan McLaughlin



Invite a someone to join your garden.

Ethan Hellman



Choose a species of plant

Amy

Take care of plants.

Amy

Check progress of plants

Adam Barry

MODERATE

Find new friends to garden with.

Ethan Hellman



COMPLEX

Distribute harvested food to community

Brendan McLaughlin



- ✓ Essential actions: 90% of users doing this 90% of the time
- ✓ One step processes

Brendan McLaughlin

Brendan McLaughlin

Tasks

SIMPLE

Find out when and where to garden

Brendan McLaughlin

Invite a someone to join your garden.

Ethan Hellman

Requires Coordination with out-group individuals / orgs

Less frequent actions / power users

Amy

Amy

Adam Barry

MODERATE

Find new friends to garden with.

Ethan Hellman

Distribute harvested food to community

Brendan McLaughlin

Make plans to garden with others.

Brendan McLaughlin

Learn about garden goals and cause

Brendan McLaughlin

COMPLEX

Video Storyboards

Find out when and where to garden

Find out when
and where to
garden

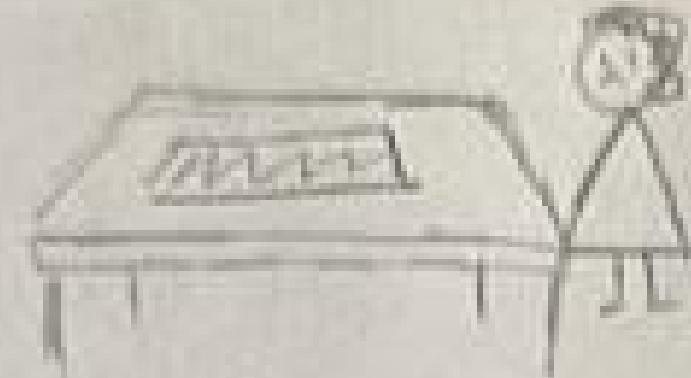


Brendan McLaughlin

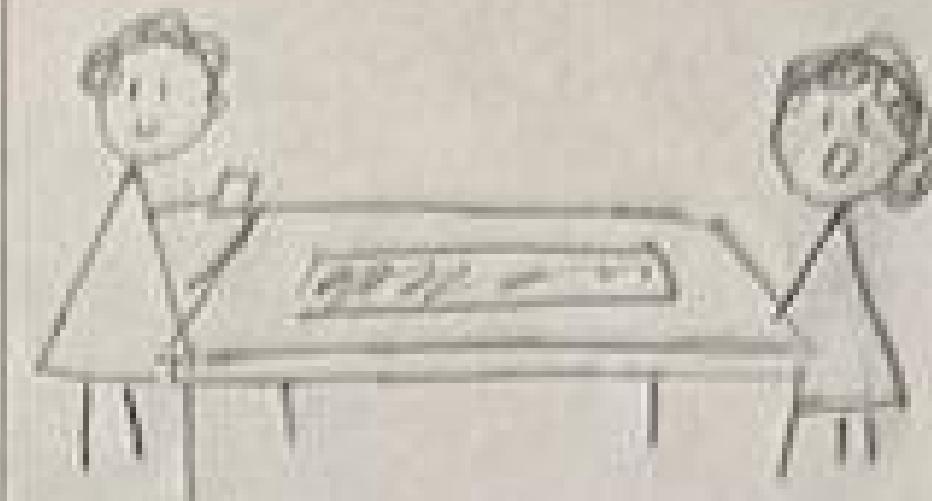
→ Sad music ↵



Elderly woman sits at
table looking bored
with a board game/puzzle



same woman on a
new day in the
Same place; still
bored



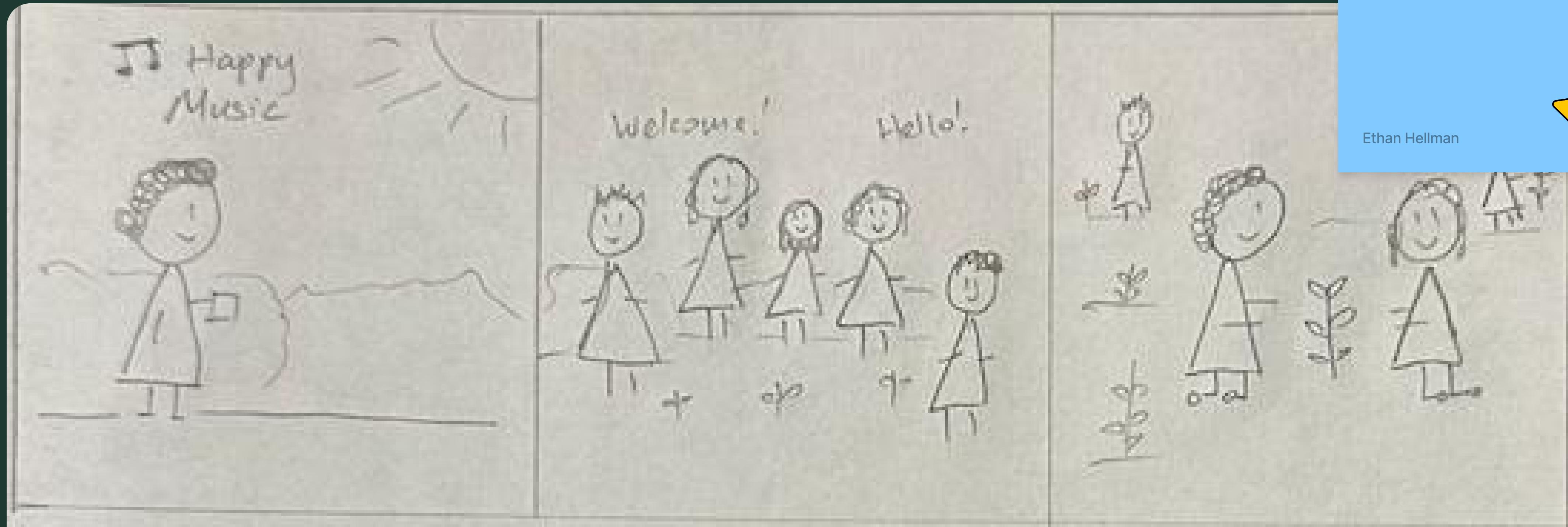
second elderly woman
arrives carrying a
seed packet, gives
to first woman



Close up of woman
holding packet with
'sage' written on it

Find New Friends to Garden With

Find new friends
to garden with.



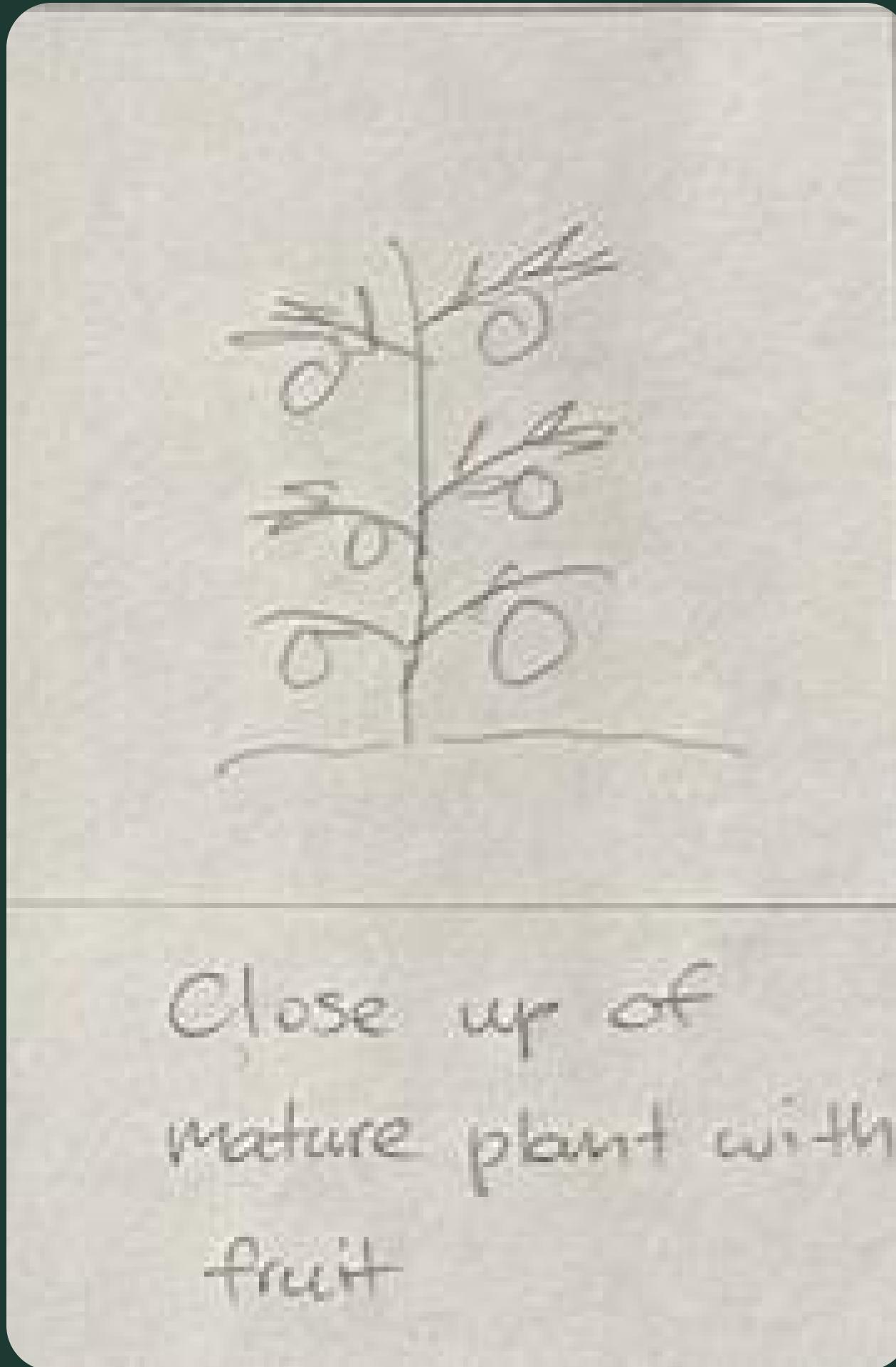
Woman walks outside holding packet. Looks happy.

Woman arrives at garden, is greeted by many seniors

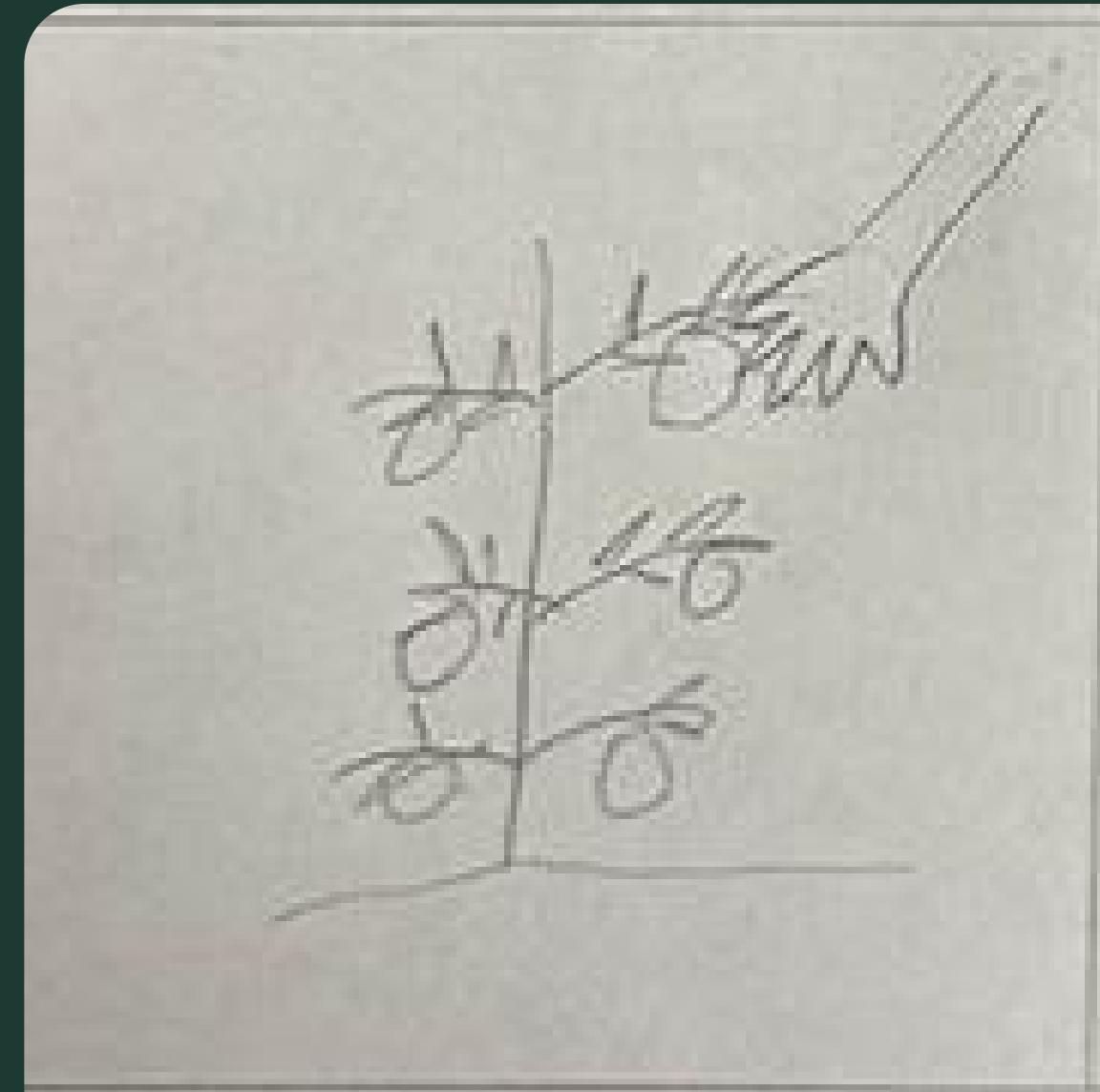
Woman tends to plant surrounded by other gardeners



Distribute Harvested Food to Community



Close up of
mature plant with
fruit



Close up of fruit
being picked



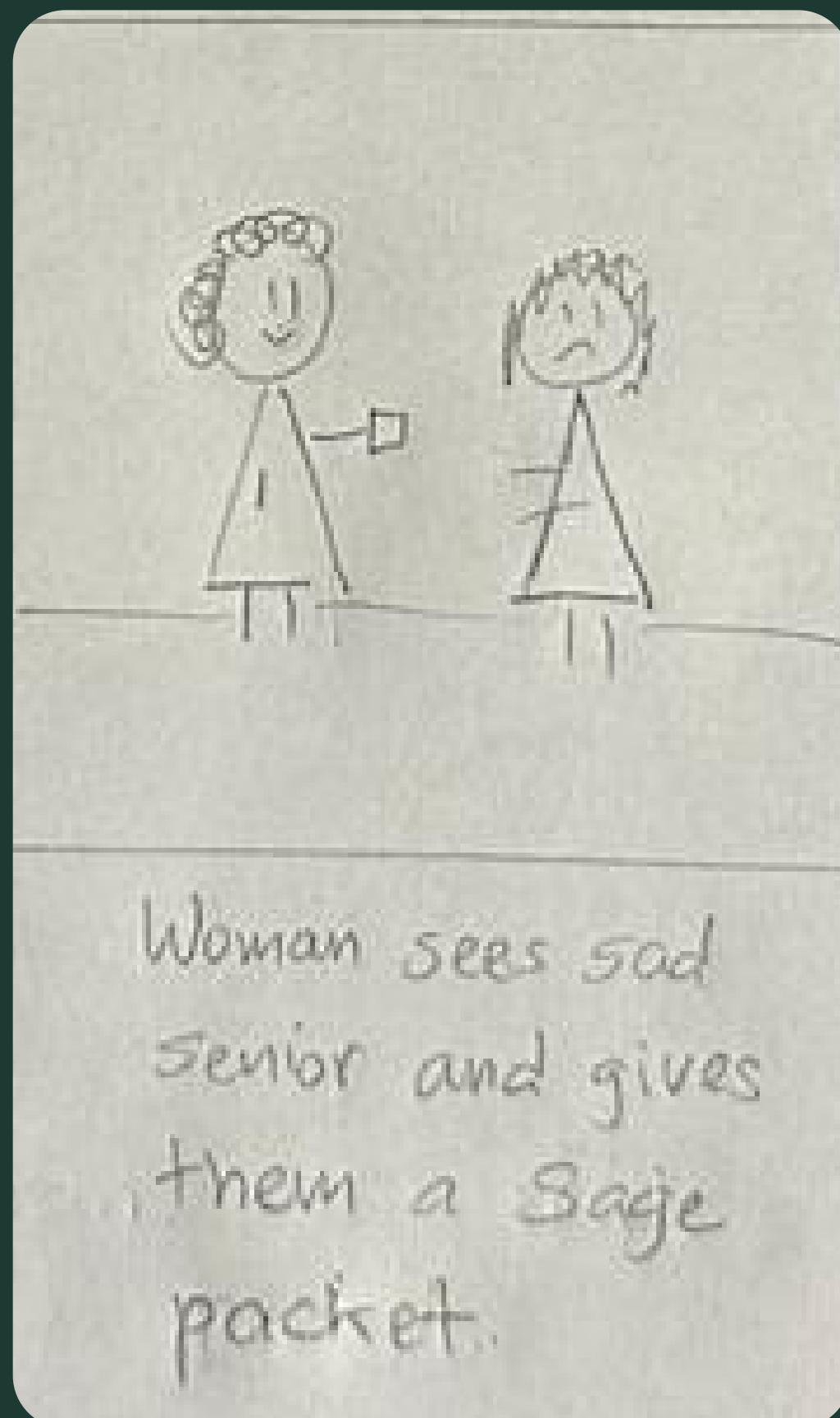
Woman and friend
give away fruit
to a younger
person.

Distribute
harvested food to
community

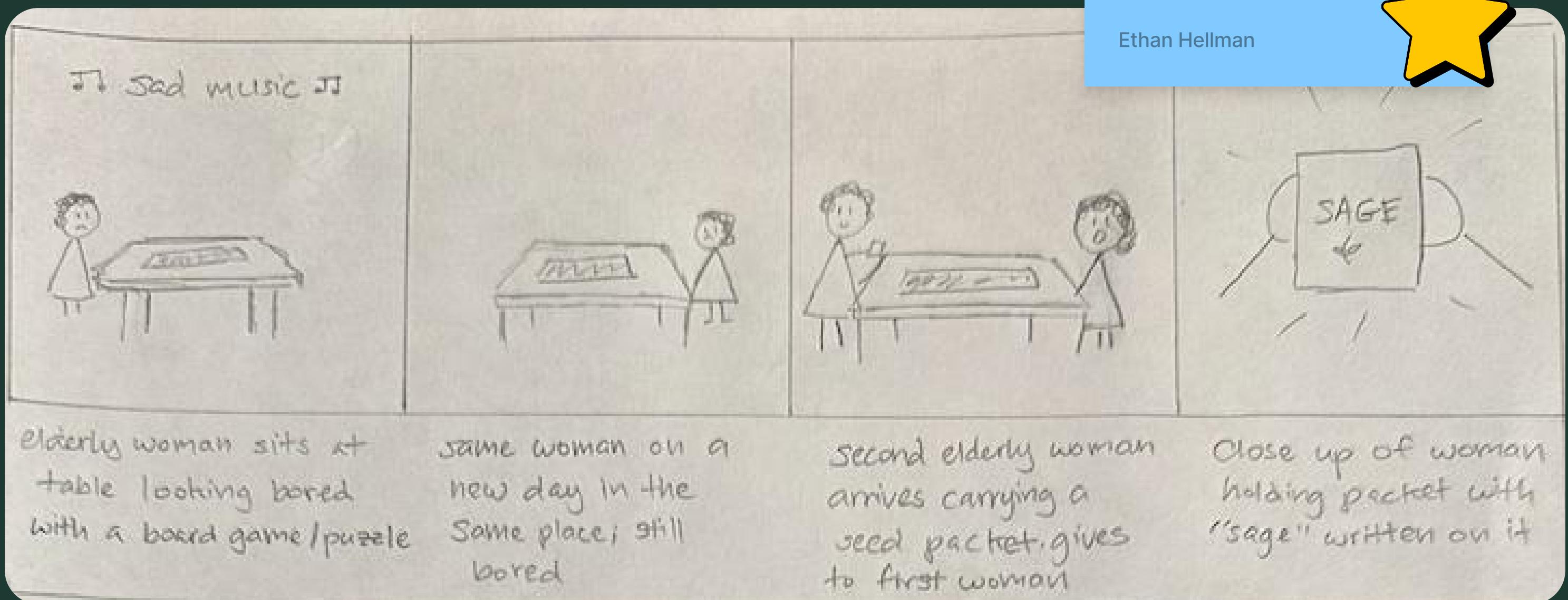
Brendan McLaughlin



Invite Someone to Join your Garden



&



Invite a someone to join your garden.

Ethan Hellman



Concept Video

Thank you!

Appendix

Solution & Name Ideation

Task Brainstorm

Stakeholders & Ethical Implications

Market Research

Concept Video Design

The screenshot shows the HandBrake interface with the following settings:

Source: concept-video, 3840x2160, 30 FPS, SDR (8-bit 4:2:0, 1-1-1), 1 audio track

Title: 1 - 00:01:18 - concept-video

Preset: Fast 1080p30 (Modified)

Video Encoder: H.264 (x264)

Quality: Constant Quality (selected), RF 24

Framerate (FPS): 30

Encoder Options:

- Preset: fast
- Tune: none
- Profile: main
- Level: 4.0
- Fast Decode

Additional Options: x264 Unparse: level=4.0:ref=2:8x8dct=0:weightp=1:subme=6:vbv-bufsize=25000:vbv-maxrate=20000:rc-lookahead=30

Save As: concept-video.mp4

To: adambarry > Movies

Buttons: Open Source, Add To Queue, Start, Pause, Presets, Preview, Queue, Activity.