

Project Name : ElderHelp by TOUCH Community Service  
Your name : Celest Chang  
Student ID : 21000243

Date of completion: 21 July 2022

## Describe your target audience :

### Key Demographic :

Age range : 55~

Gender : Male percentage 50%, Female percentage 50%

Common Job title : Retired

### Key Psychographics :

Not too much information, words have to be bigger, simple to use.

### Challenges :

Fitting the typography and images so that it does not look cramped, yet having a bigger typography so that they can read easily.

### Moodboard + style + Design principle :



Vintage style, vintage colour theme (complementary). Spaced out, contrast for better viewing, and balance for simplicity.

**Logo:**



**Purpose :**

To teach the elderly how to purchase items properly, and to have fun with the app features.

**Typography :**

Font: Verdana as it is a simple and easy to read font. It is also slightly bigger than other fonts, which is good for elderly who may not be able to see clearly. Font size would be 30 for pointers and headings, 20 for descriptions.

**Layout Arrangement :**

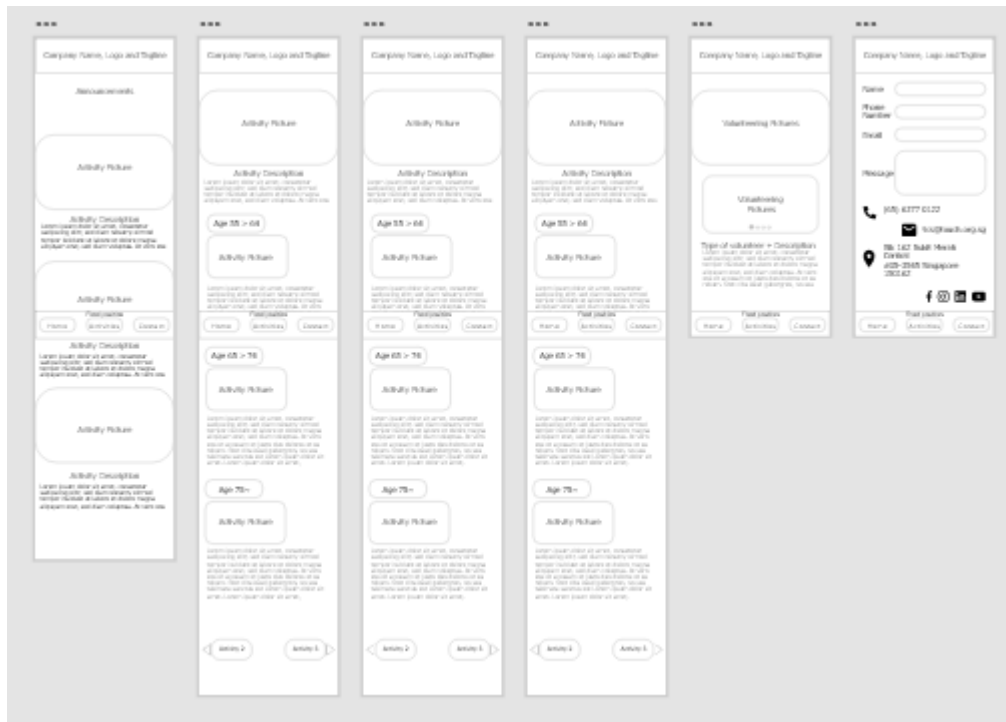
Single column, two-three rows.

Kinesthetic and gesture: Turn screen to enlarge images or descriptions in case the font is too small.

**Feedbacks :**

## Iteration:

## Low fidelity wireframe:



## High fidelity wireframe:



Link in XD for your Prototype (make sure your lecturer is given access to the site):

Lo-fi link: <https://xd.adobe.com/view/5efb5e96-1351-4f22-a749-a736cfc14a45-0ba8/>

Hi-fi link: <https://xd.adobe.com/view/bf6cec23-4251-4832-a9b1-0a3b10a09fdb-ea3f/>

## Reference sites/ Assets / Plugins:

freepiks.com

Plugins: Icons 4 Design, LotteFiles