

senior connect

Made for 
by Guilherme Cerqueira
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Overview & Briefing

SeniorConnect is a community connection tablet app for senior citizens (60+ years old) that live in the same private community (a building, for example) and have accessibility and retaining an active social life as a key concern.

The app provides the residents an easy way to connect and communicate with each other, create and stay informed about events, vote on community initiatives, request repairman, and others.



Affinity diagram

As the first step of the project, I started researching information about the target audience in various articles and cases on the internet - and also allowing myself to make some assumptions - in order to gain a better understanding of their pain points, motivations and challenges.

Based on the briefing and all this information, I created a affinity diagram to better organize some of the thoughts, general issues and concerns from the target audience, so I can put myself in their shoes when designing the solution.

Some links to references that I used to gather more information:

<https://www.nngroup.com/articles/usability-for-senior-citizens/>

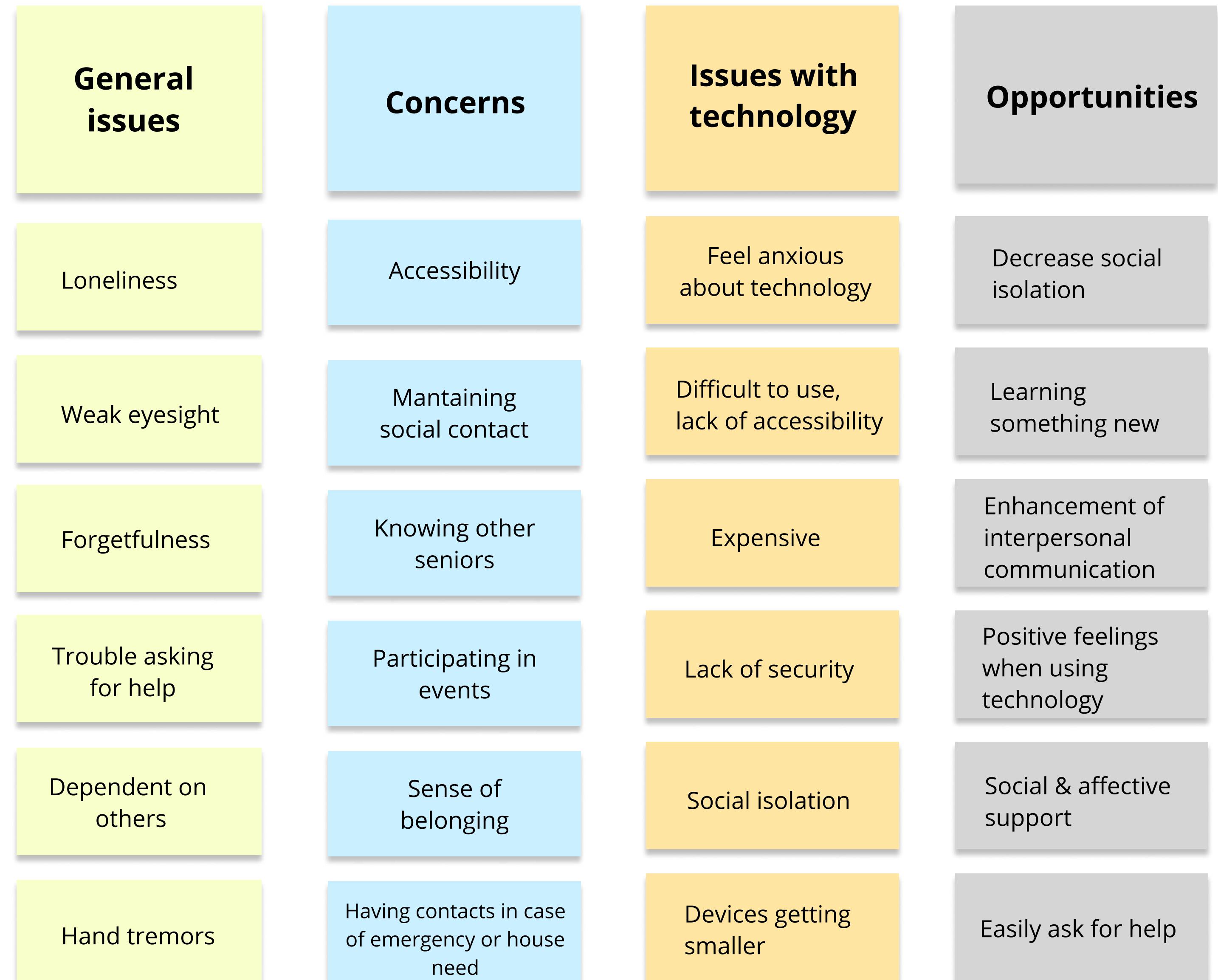
<https://www.nngroup.com/articles/usability-seniors-improvements/>

<https://www.pewresearch.org/internet/2017/05/17/tech-adoption-climbs-among-older-adults/>

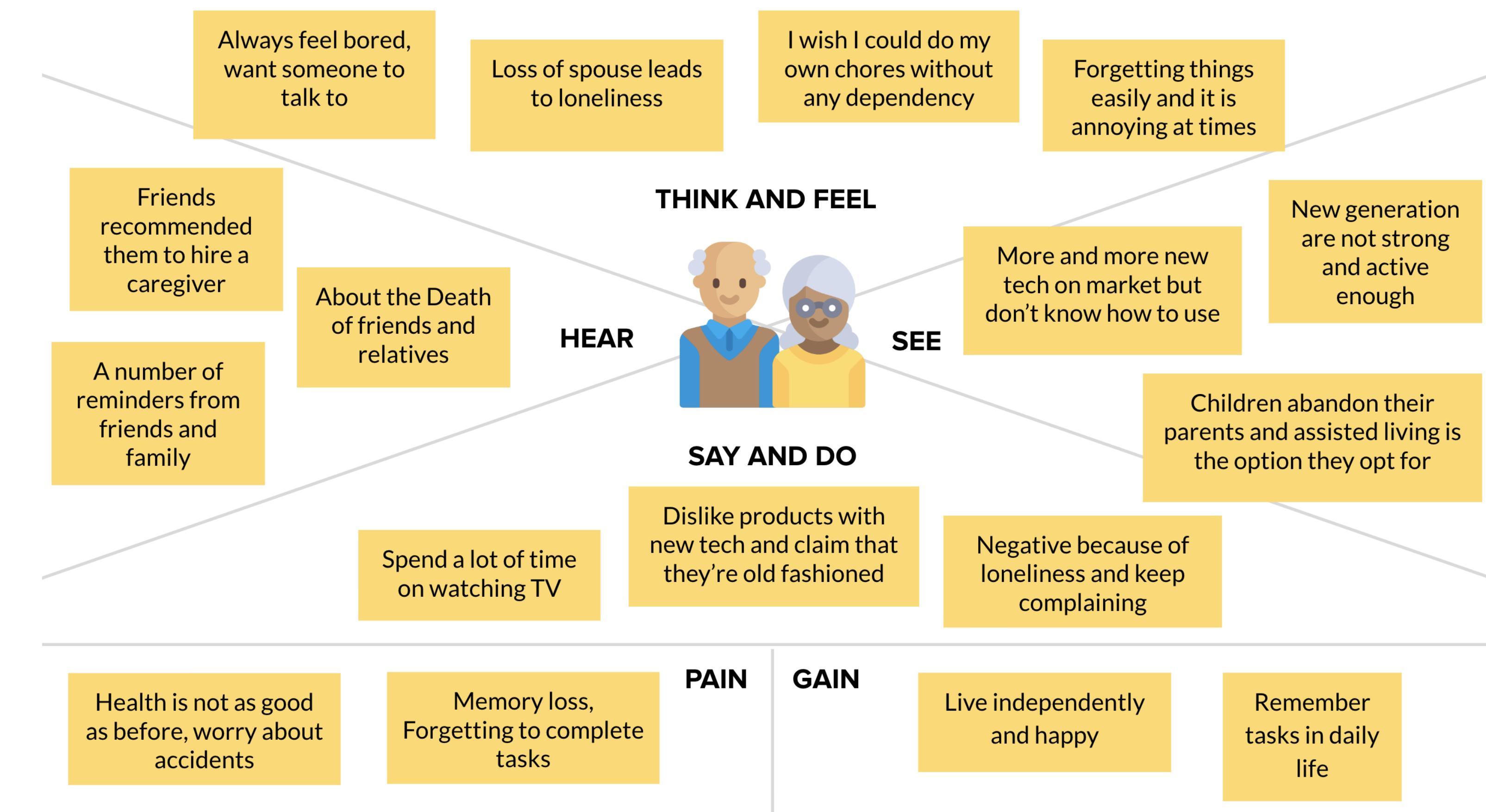
<https://repositories.lib.utexas.edu/handle/2152/75797>

<https://www.forbes.com/sites/amyblankson/2018/09/07/4-ingenuous-technologies-to-help-aging-adults-stay-connected-and-engaged/#7f0f74a64ab8>

<http://appusability.com/2012/06/20/elder/>



Empathy map



Personas

After consolidating and analysing the research data gathered, I came up with 2 personas that best describe the demographics of SeniorConnect's target market.

These personas allows me to constantly be reminded of the people that I am designing the product for, their needs and wants, as well as pain points.



Donna Miriam

66 years old

"I want to be useful for the community and also meet and connect to new people"

Goals

- Meet and connect to new people
- Be involved in initiatives

Motivation

- To make new friends that live in her building
- Feel useful and proactive in initiatives and events

Frustration

- Hard to know people at her age and living in a new city
- Very low patience to learn how to use apps and social network

Bio

Donna lives with her husband. She owned a small business and retired a few years ago, when she sold the business and bought an apartment in a more peaceful city where she doesn't know almost any people. She has one daughter that visits her once a month.

She likes her peaceful life but she really misses connecting with people and being involved in community initiatives to make decisions to make other people's (and hers) life more enjoyable.

She uses a smartphone and has a bit of competence in technology. She used computers for a part of her life, but her knowledge does not go far and she does not use anything she considers "complicated".



Castro Alves

84 years old

"I feel lonely sometimes and it's hard for me to know people at my age, but I go out to walk and run errands everyday. I also sometimes need assistance in my apartment and I don't know where to find it. My sons live far and can't help me"

Goals

- Maintain a social life
- Ask for support / repairs when needed
- Live until 100 years

Motivation

- Doesn't want to feel alone
- Wants to find assistance by himself

Frustration

- Not used to technology
- Doesn't want to ask for help
- Decreased eyesight and dexterity

Bio

Castro has been retired for years and finds it increasingly hard to enjoy his senior years when his faculties and mobility are failing. His wife passed away years ago, and he has 2 sons that moved out of the country to work and sees them only once a year.

He turned 84 last month, but he still goes out everyday for a walk and to run his errands. His friends came by his apartment and threw him a small celebration. That made him really happy, but feels lonely most of the time. He really wanted to be able to connect to more people more often.

His grandson brought him an iPad from Germany for him to watch his favorite movies, but he is not used to technology and is easily thrown off by complexity.

He has a failing eyesight and decreased dexterity. He doesn't know how to find specialized people to help him at home with repairs and other needs.



Problem statement / How might we (HMW)?

After gathering this data, it was time to have a clear description of the issues that I needed to address, keeping the focus on the users at all times.

"Technology allows us to make senior citizens that live in the same private community lives better by improving their social life, but the solutions in the market are not inclusive, intuitive or accessible for this target audience"

HMW...

...make the solution accessible to senior citizens with decreased eyesight and dexterity?

HMW...

...provide an easy way for residents to connect and communicate with each other?

HMW...

...provide an easy and accessible way for residents to create a profile?

HMW...

...make it easy for residents to request a repairman?

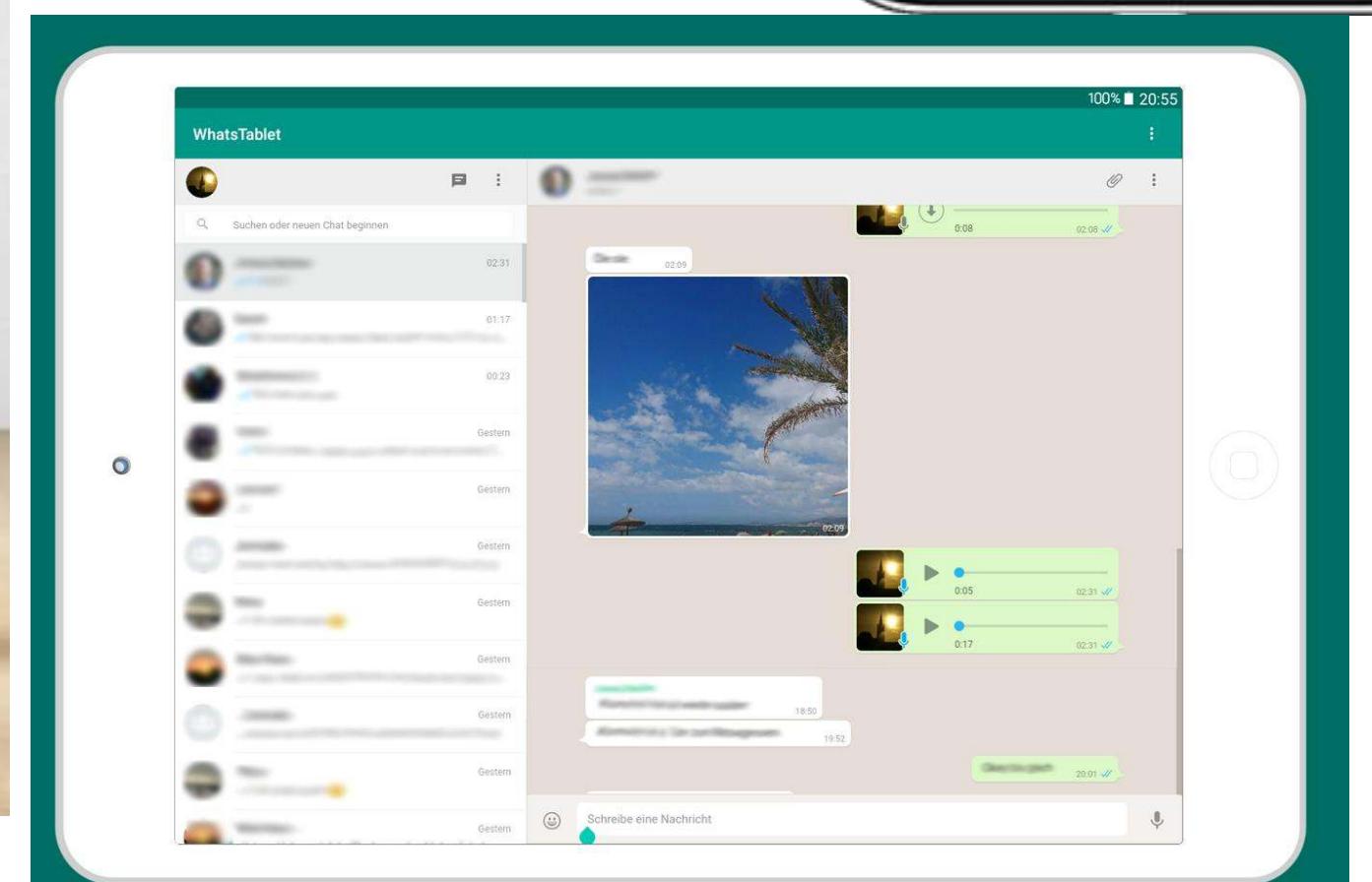
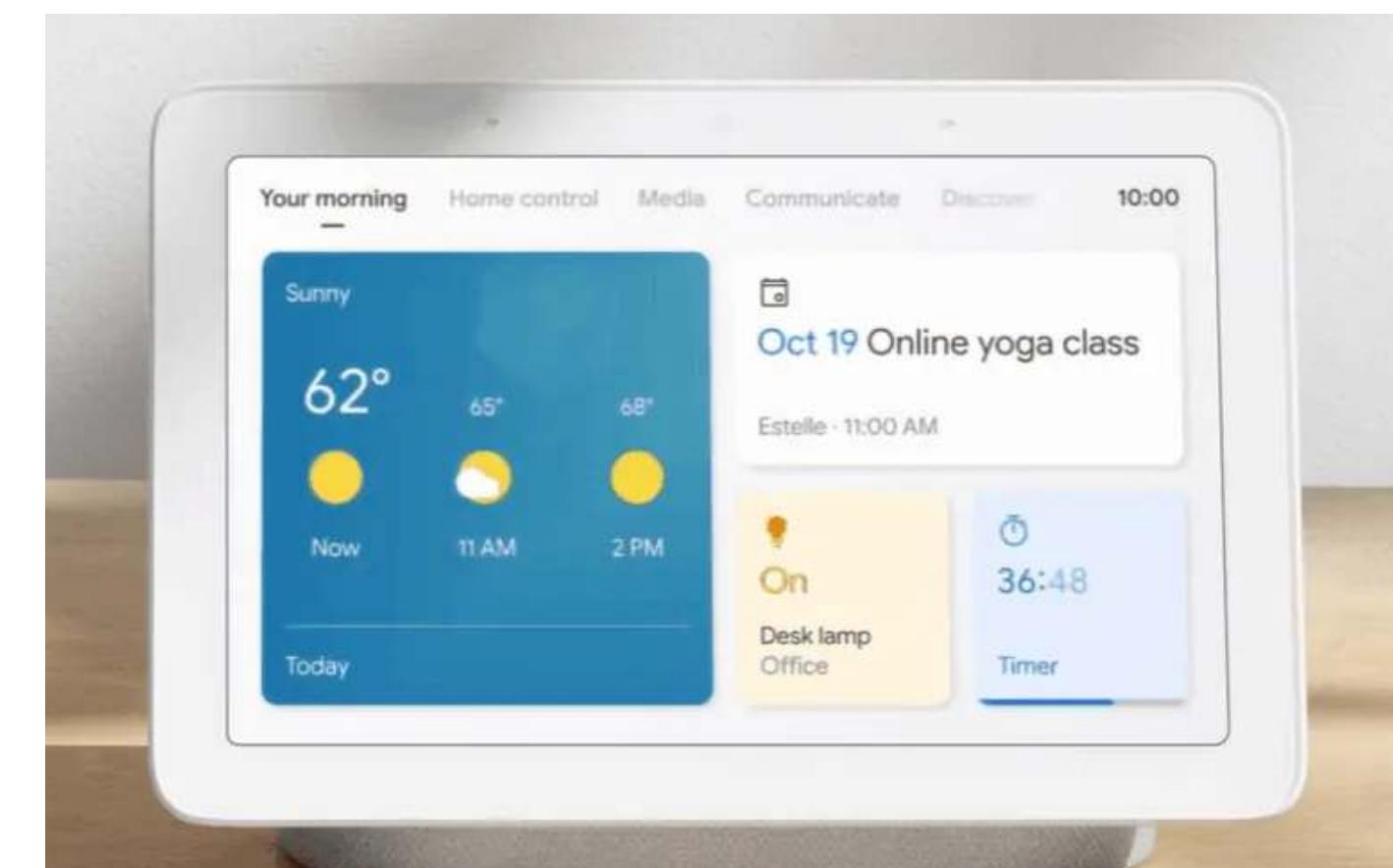
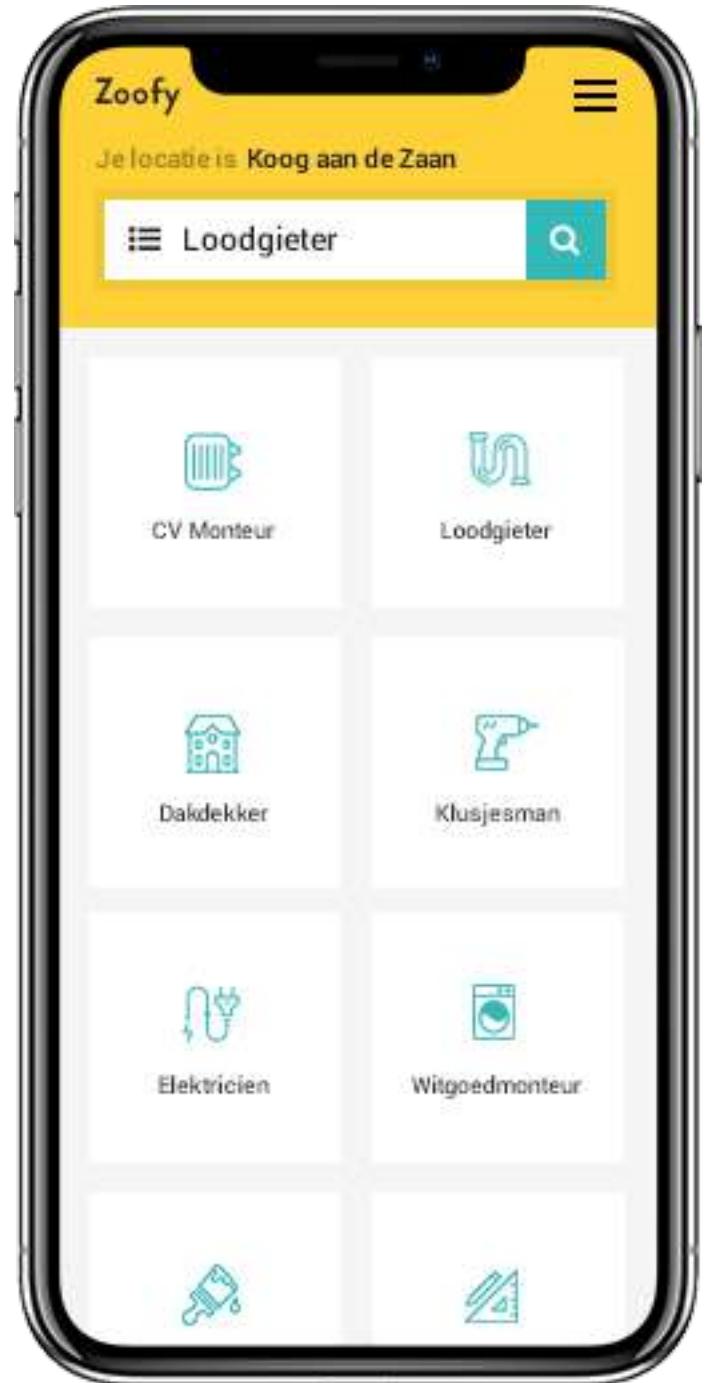
HMW...

... make it easy for residents to vote on community initiatives?

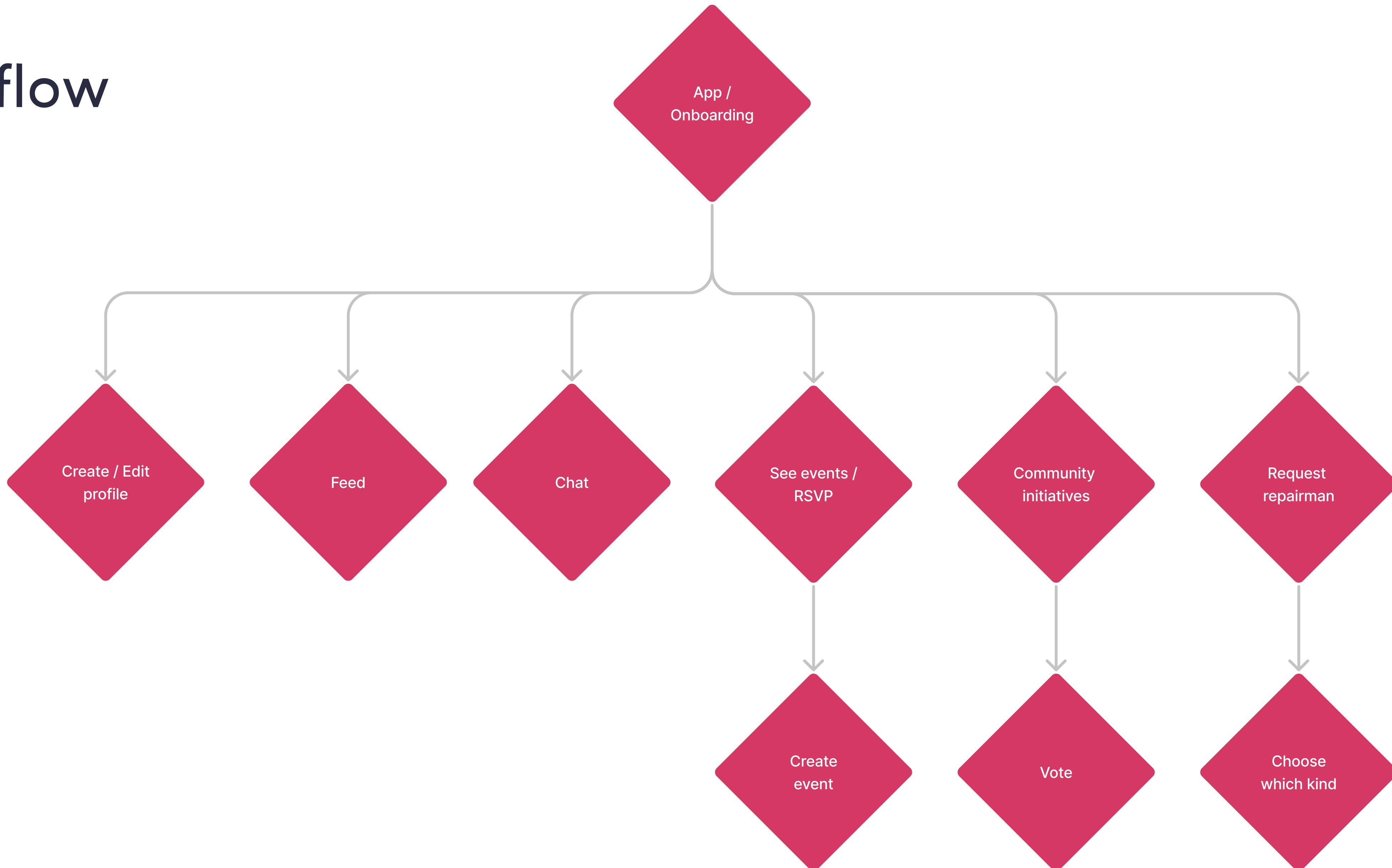


“Competitor” analysis

I also analyzed some apps that have features that could solve similar problems as the ones stated in the briefing, such as chat, messaging, social media, request repairs, etc, so I could have a good idea of what was available to customers then, and how I could get some of those ideas on features, design styles and usability.



User flow

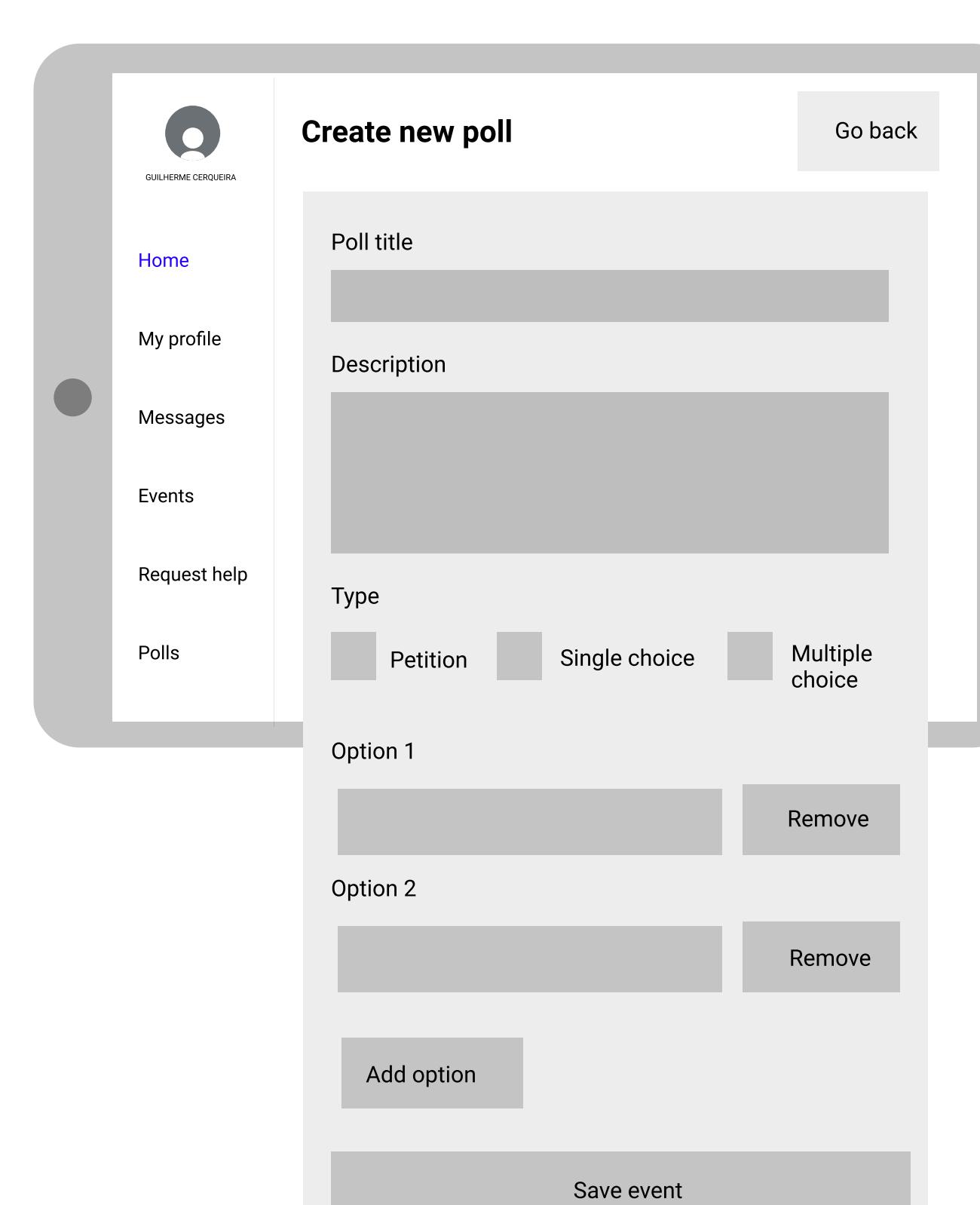
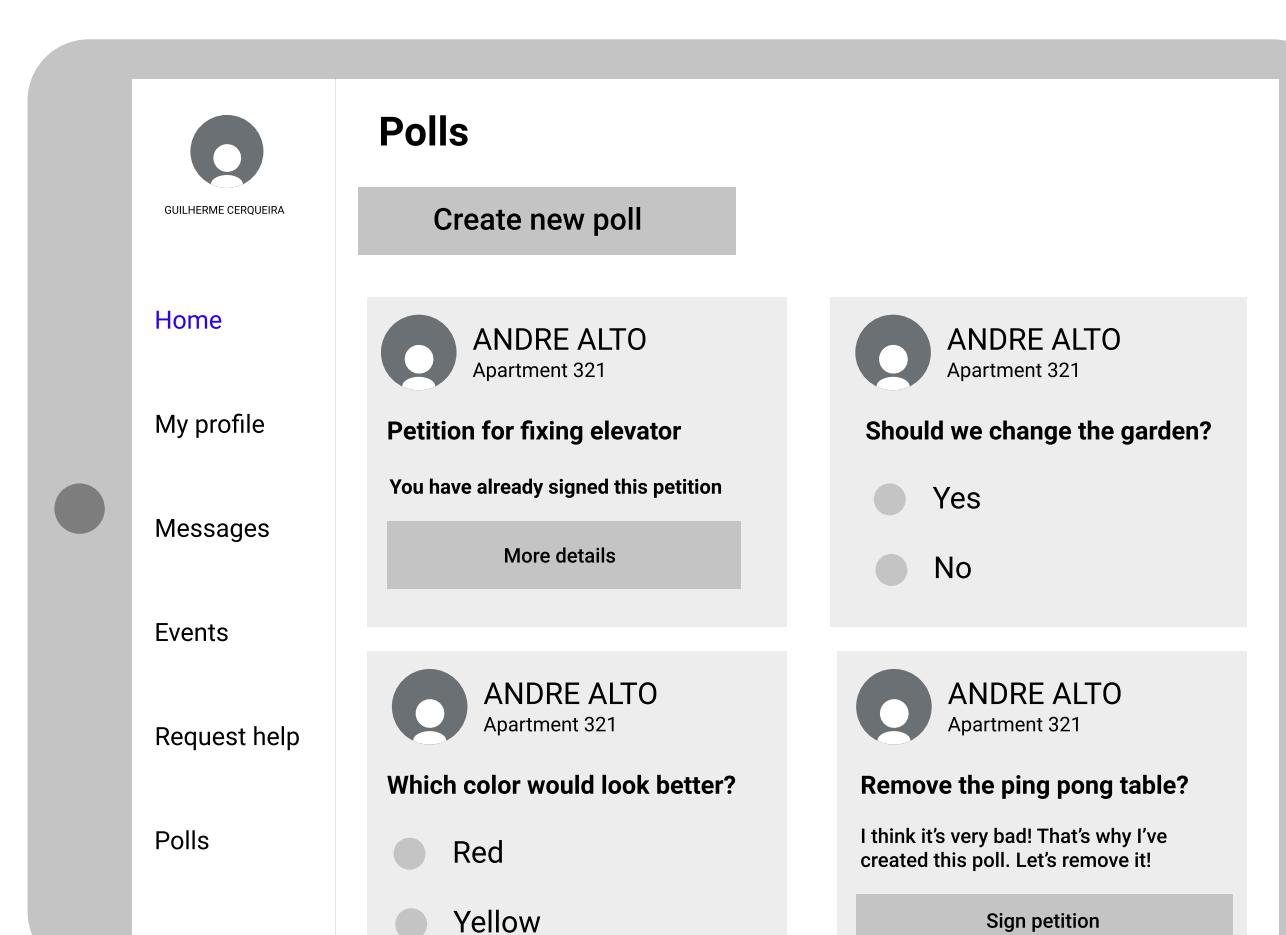
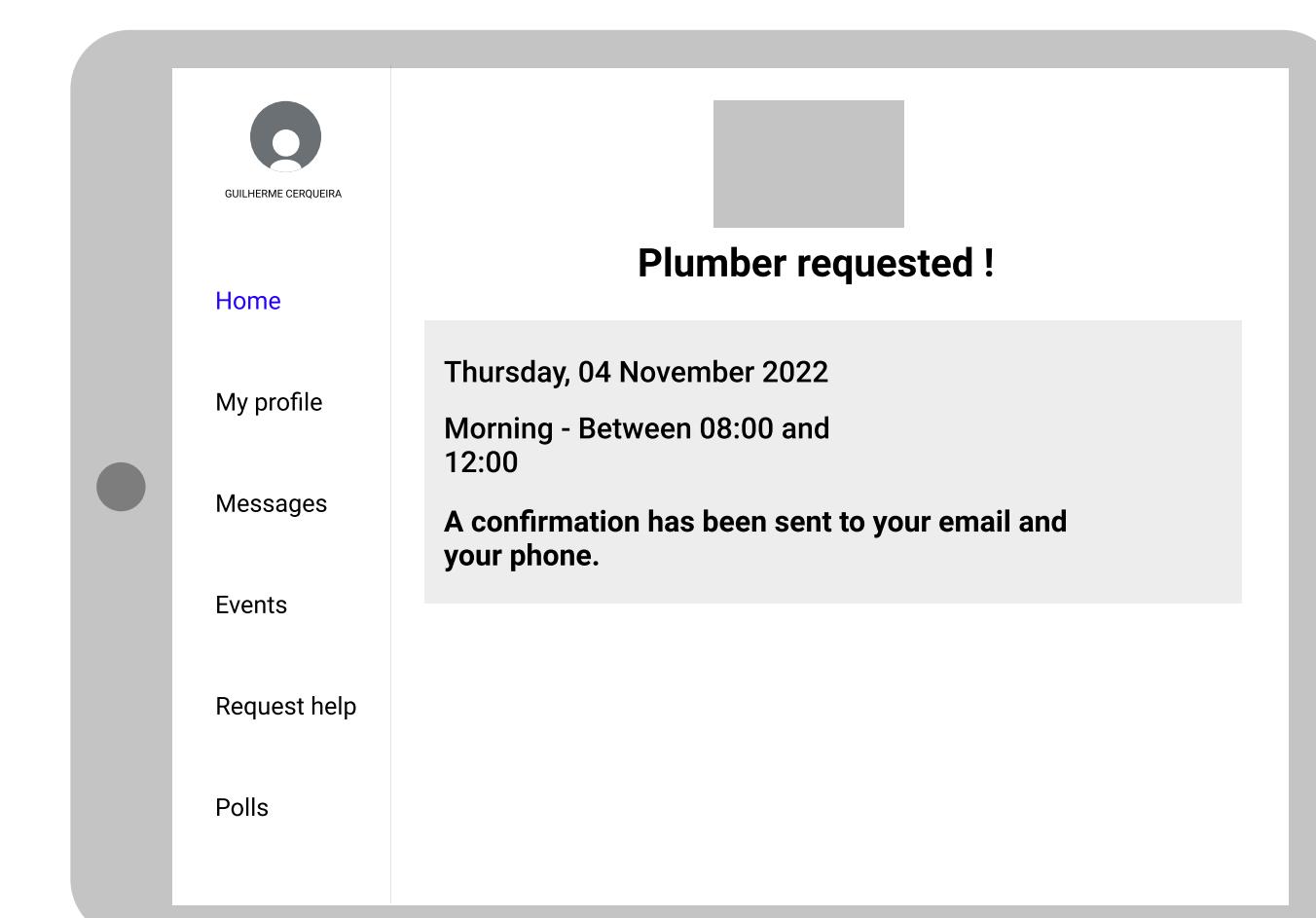
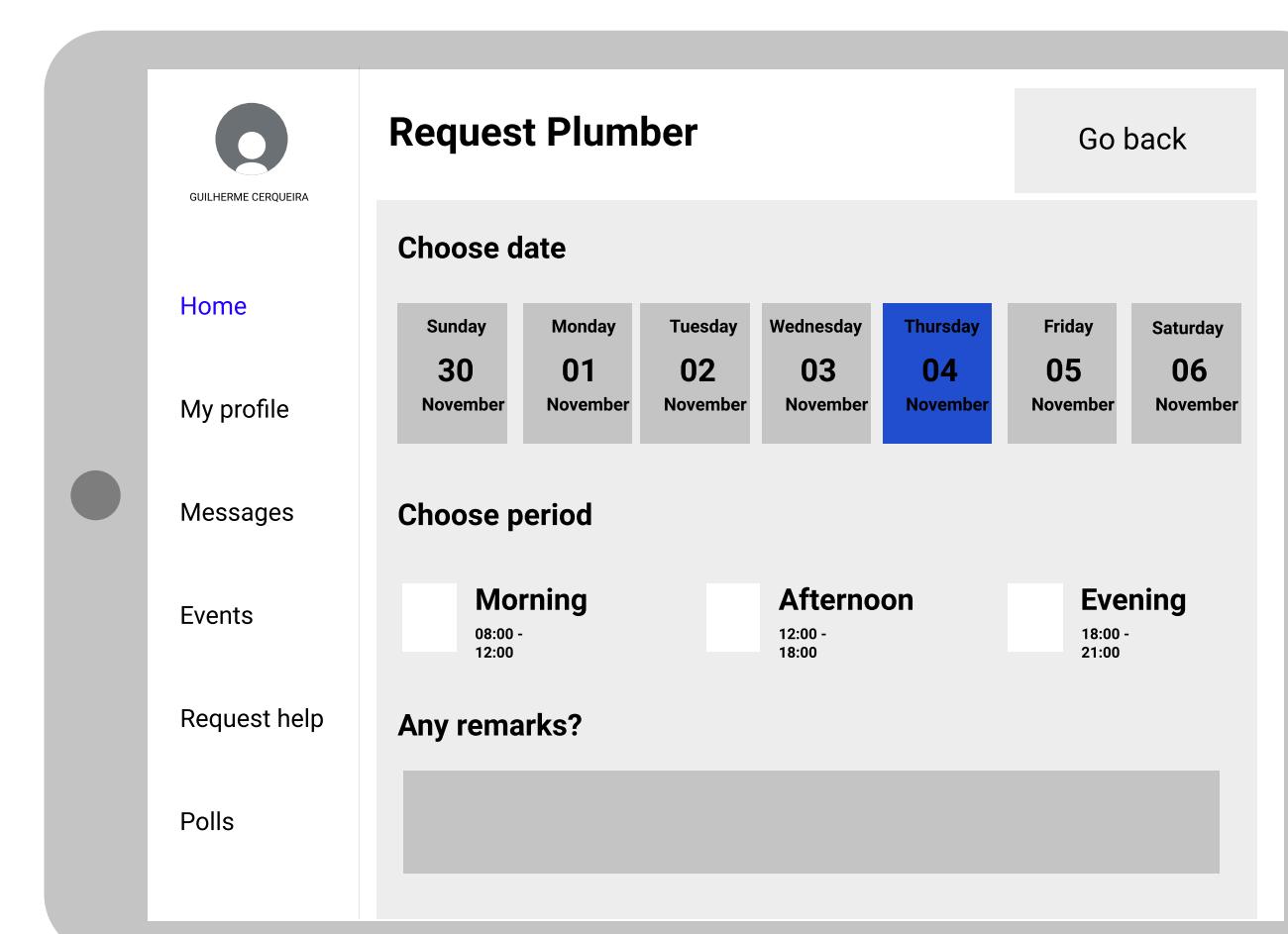
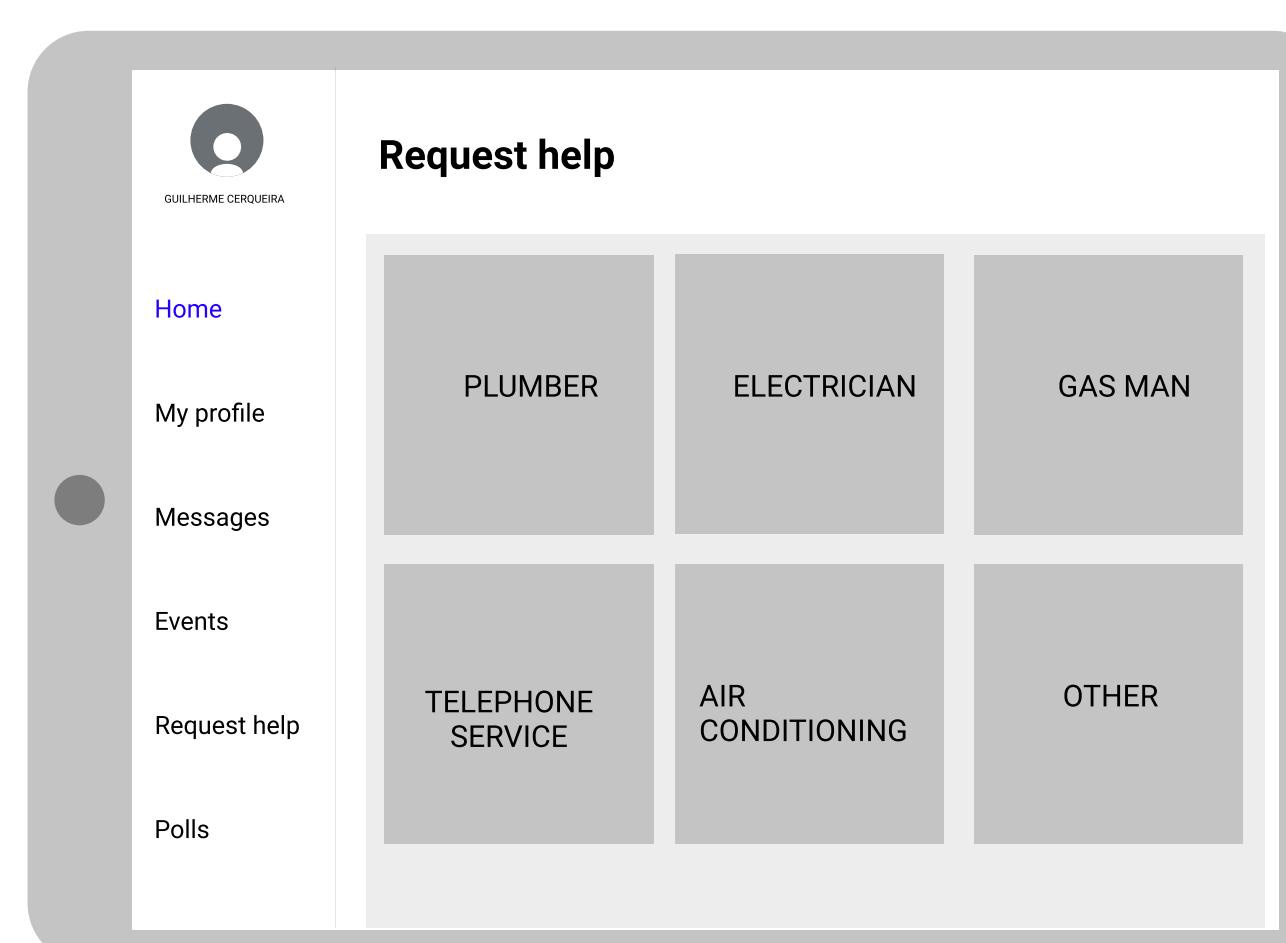
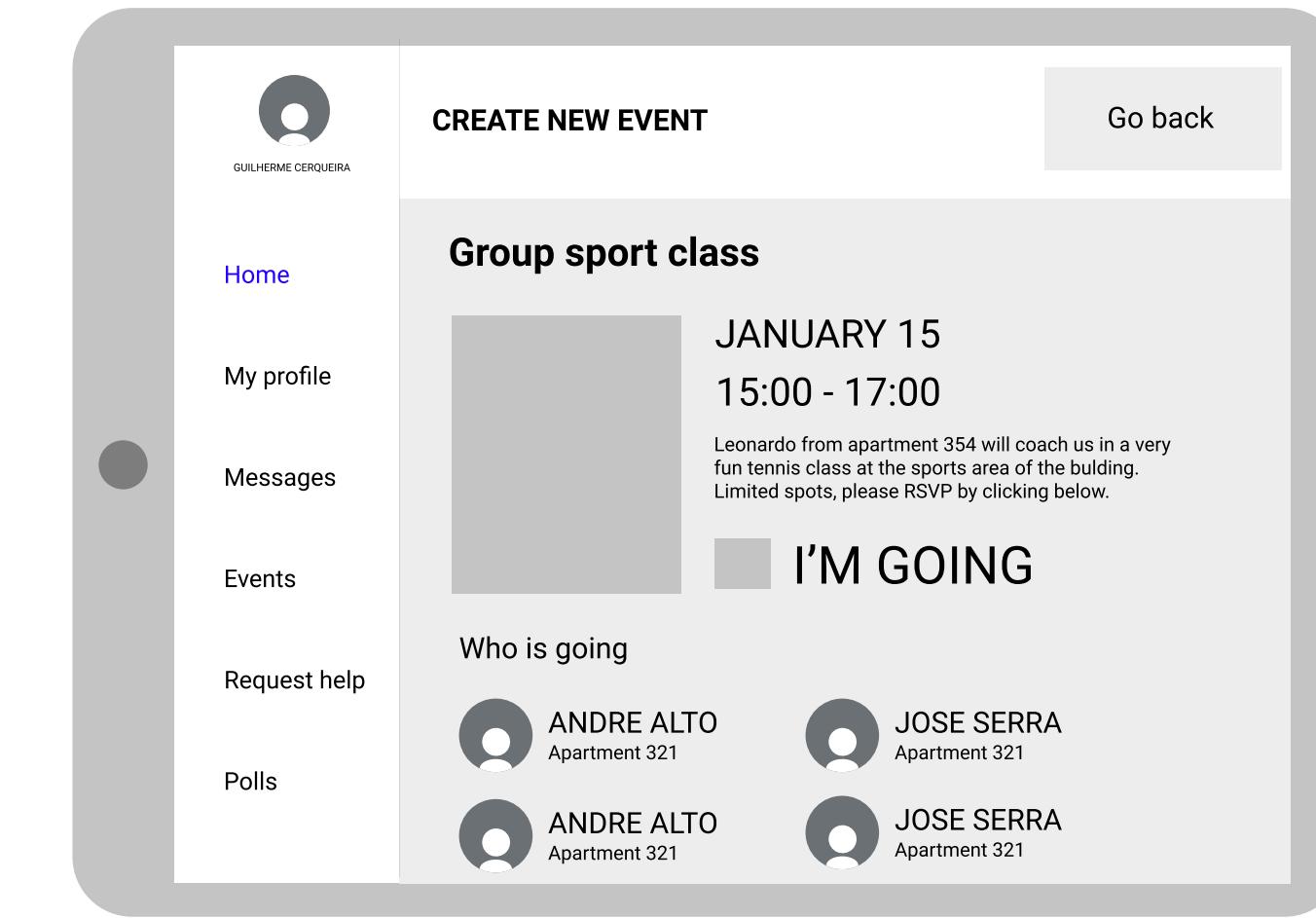
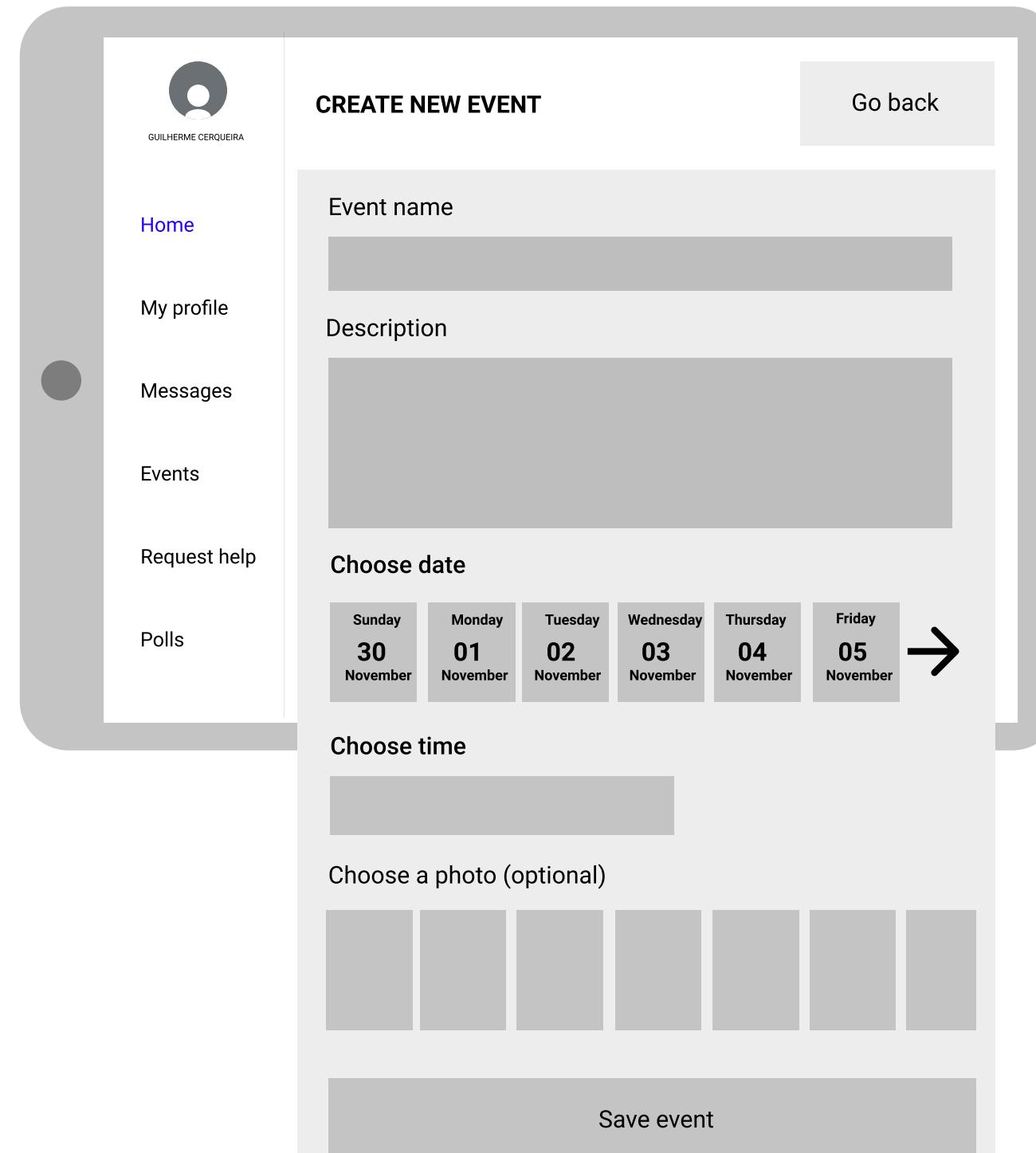
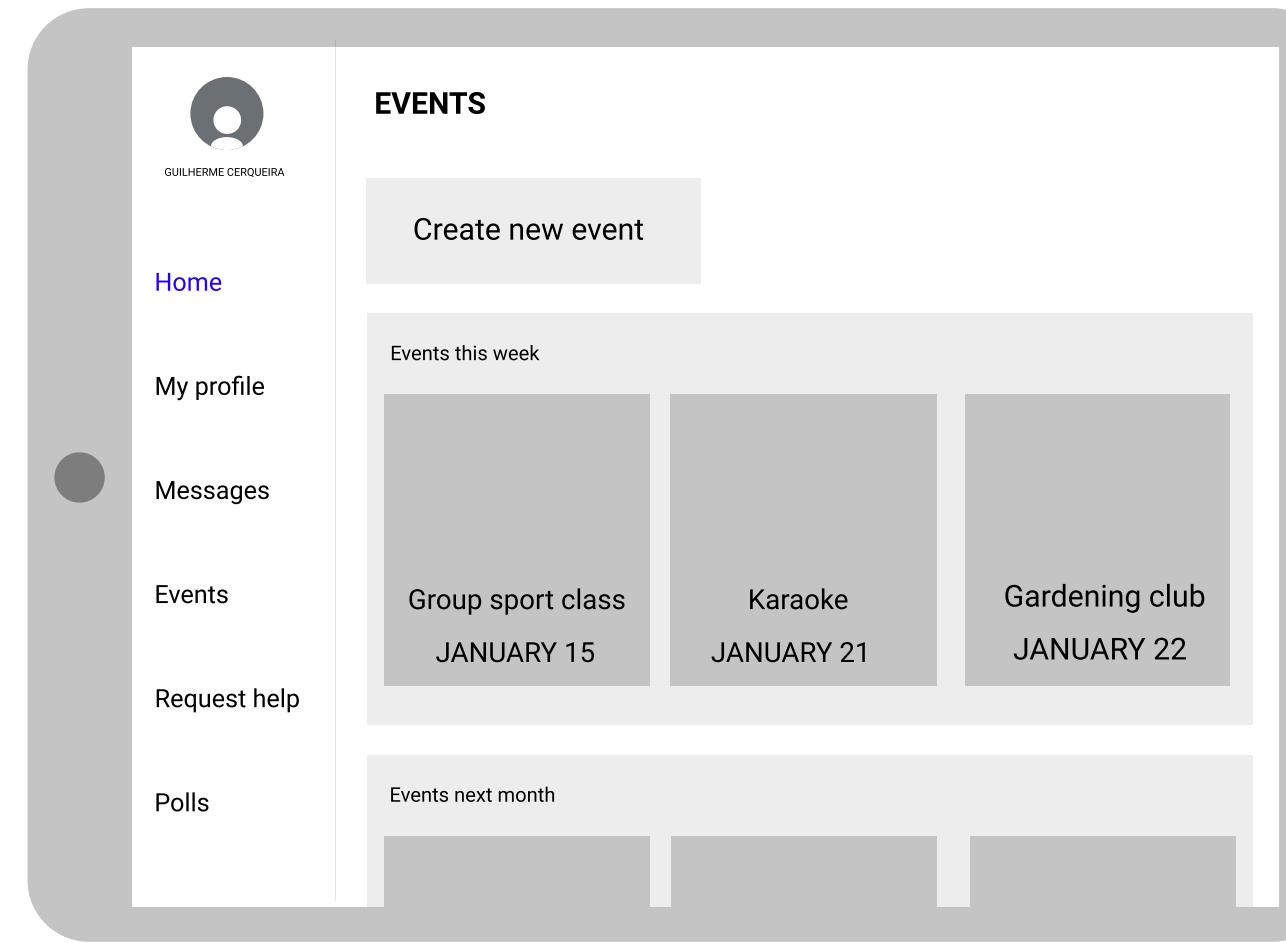
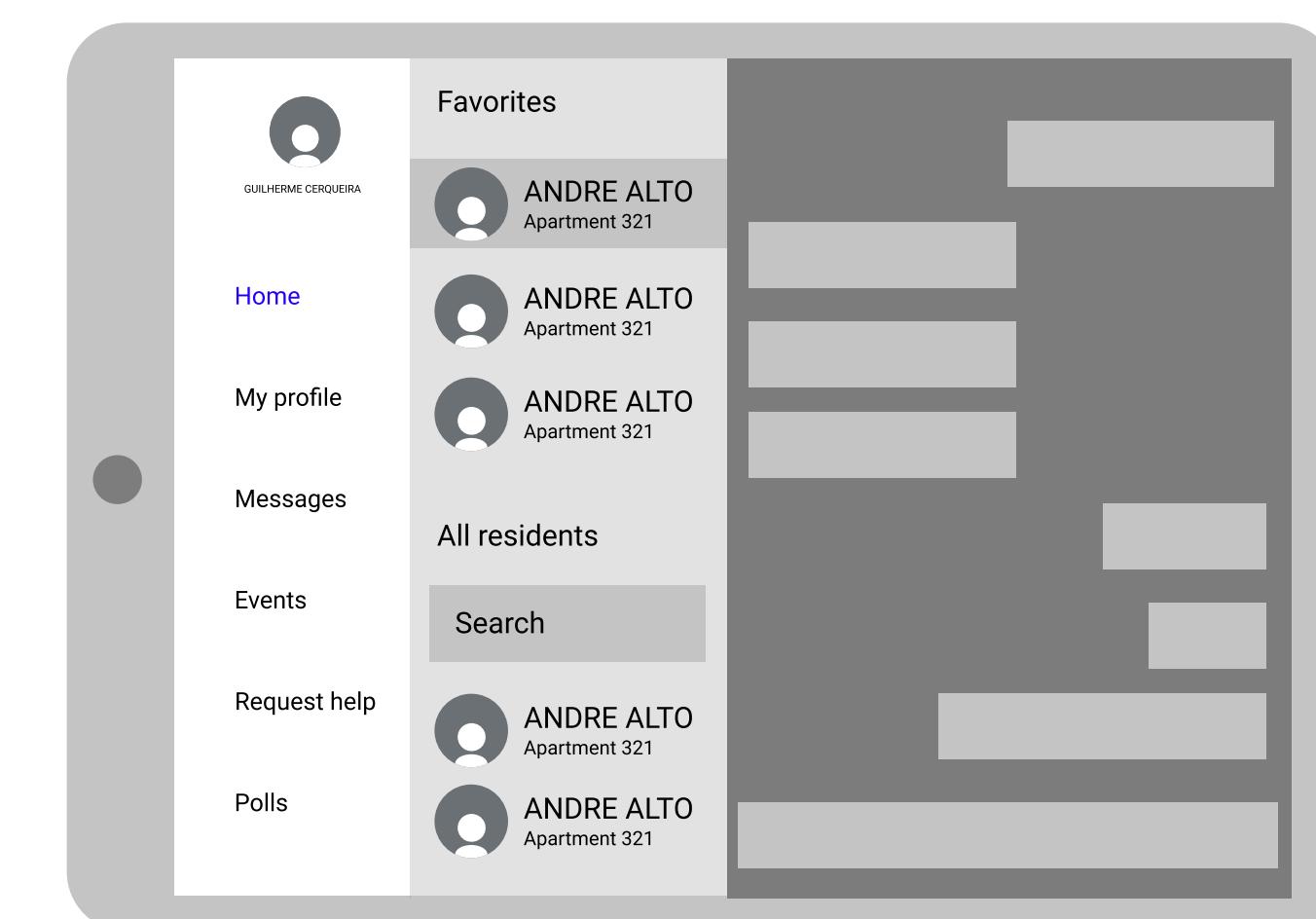
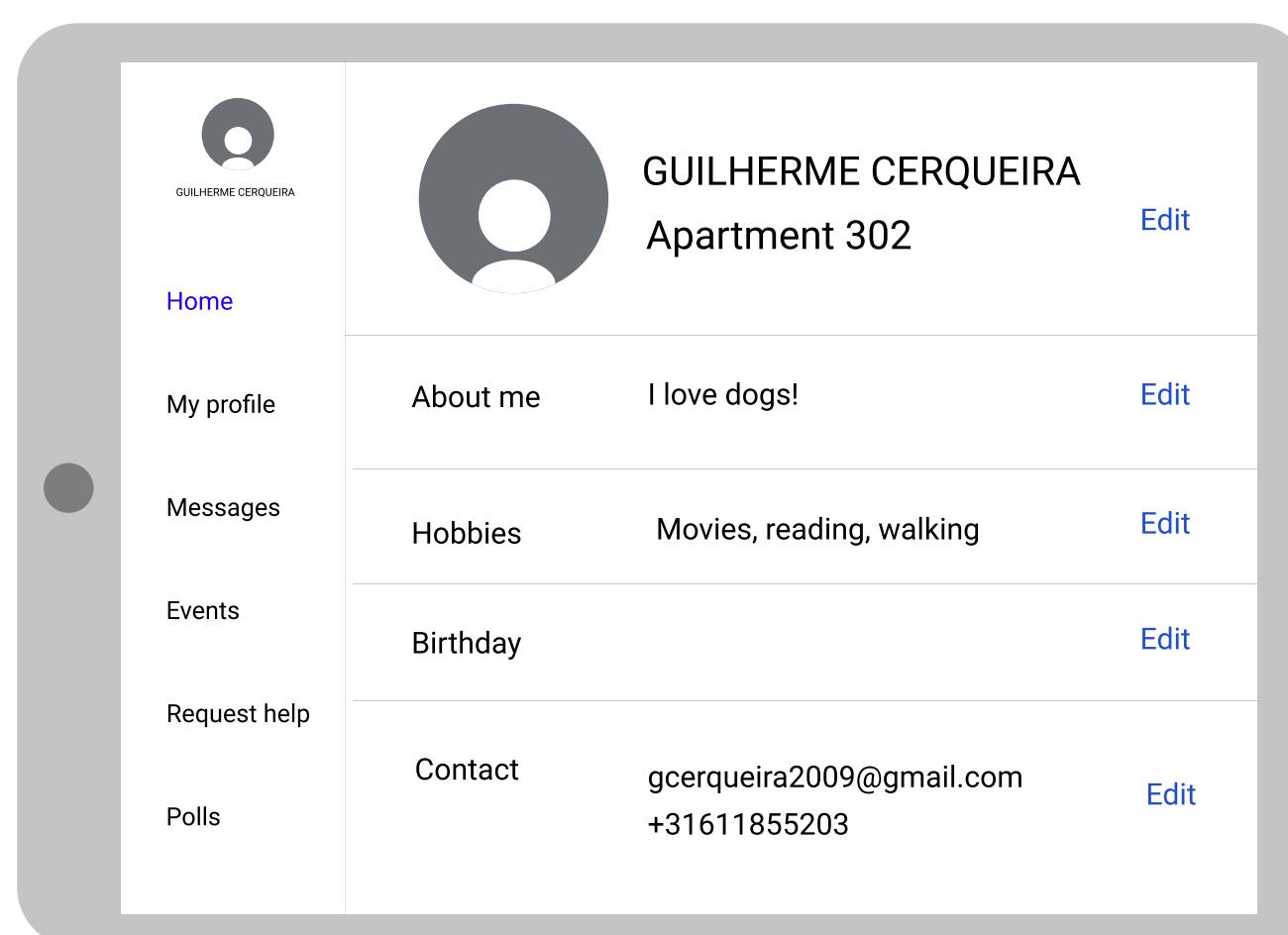
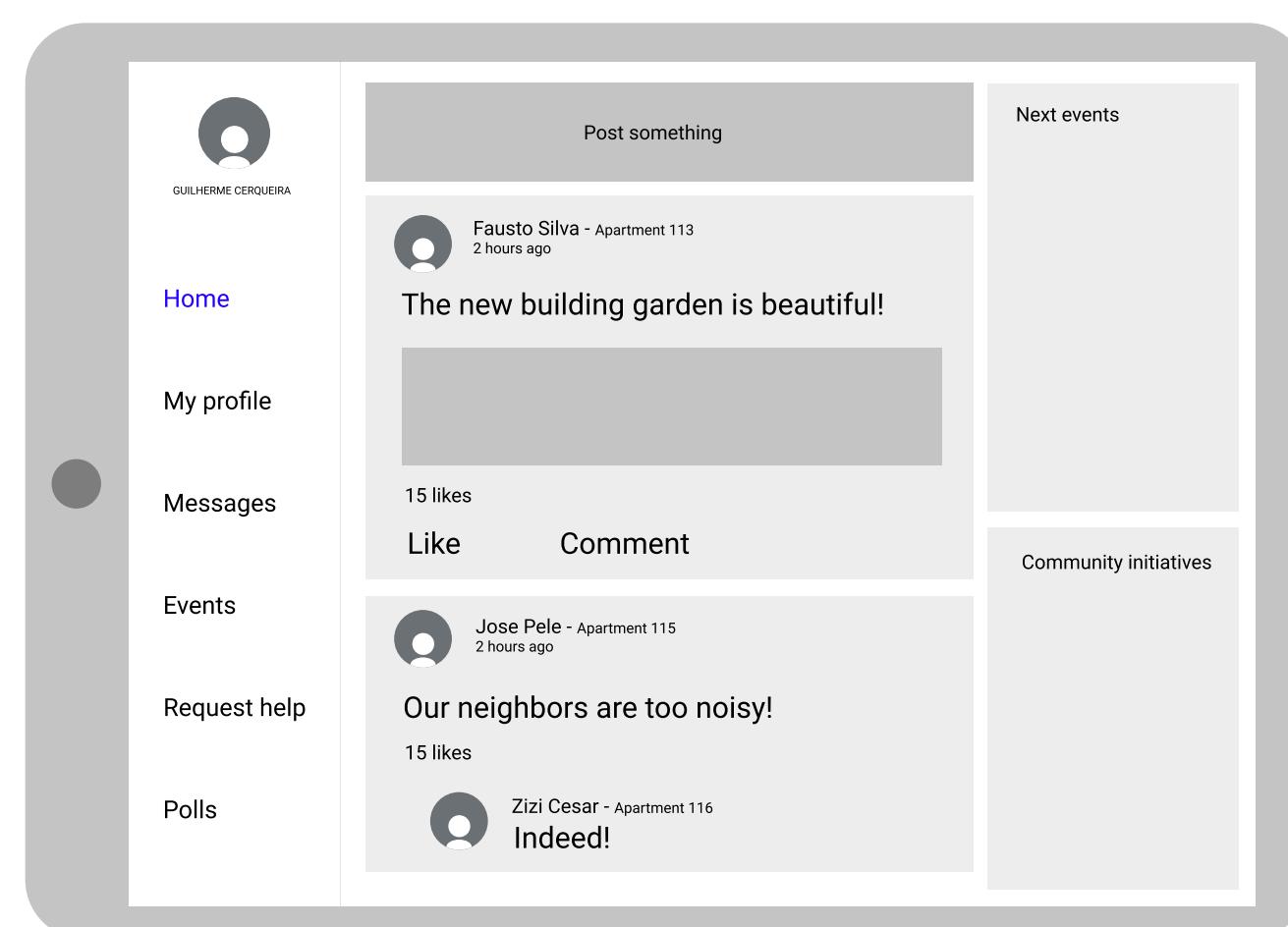
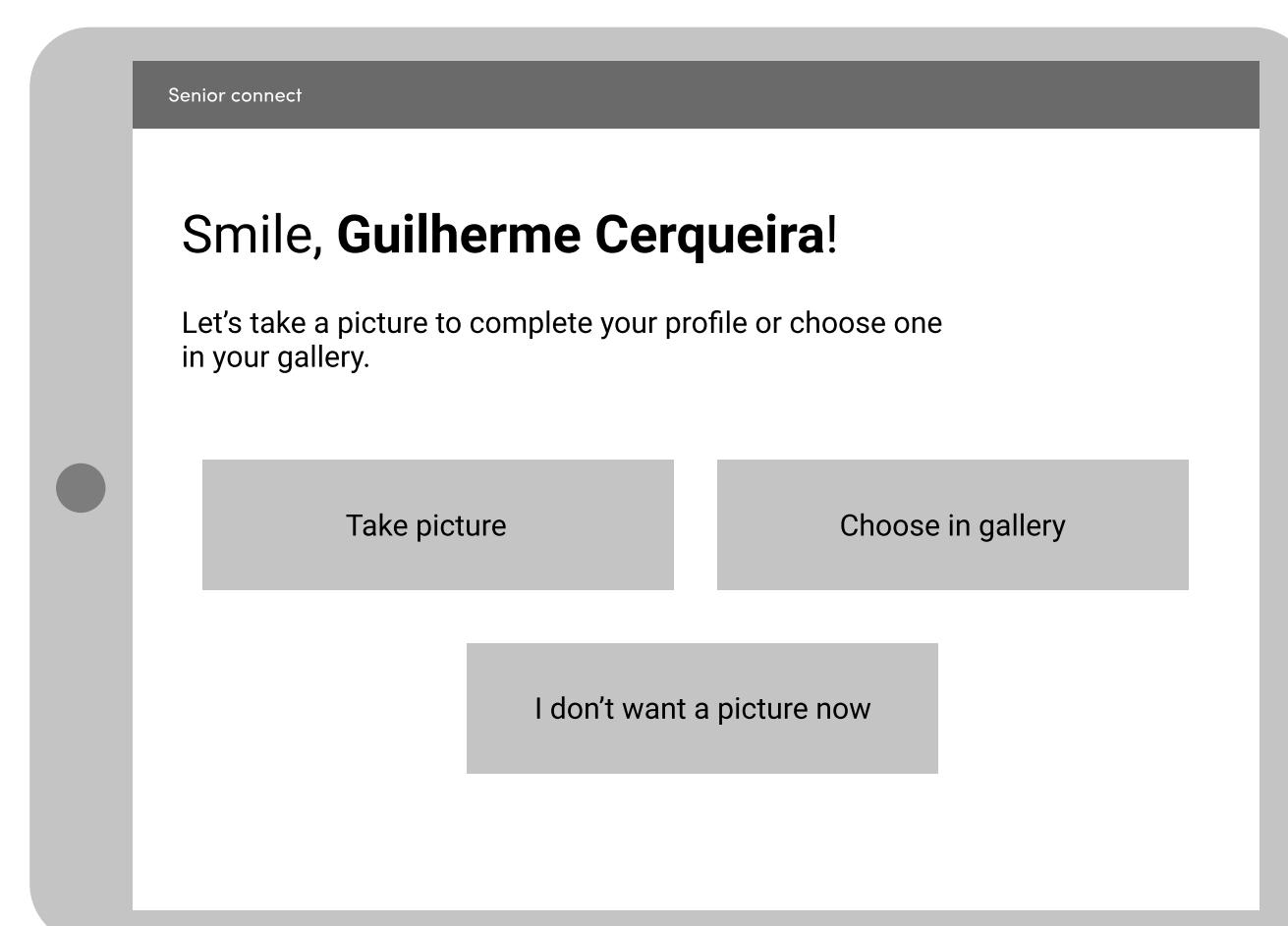
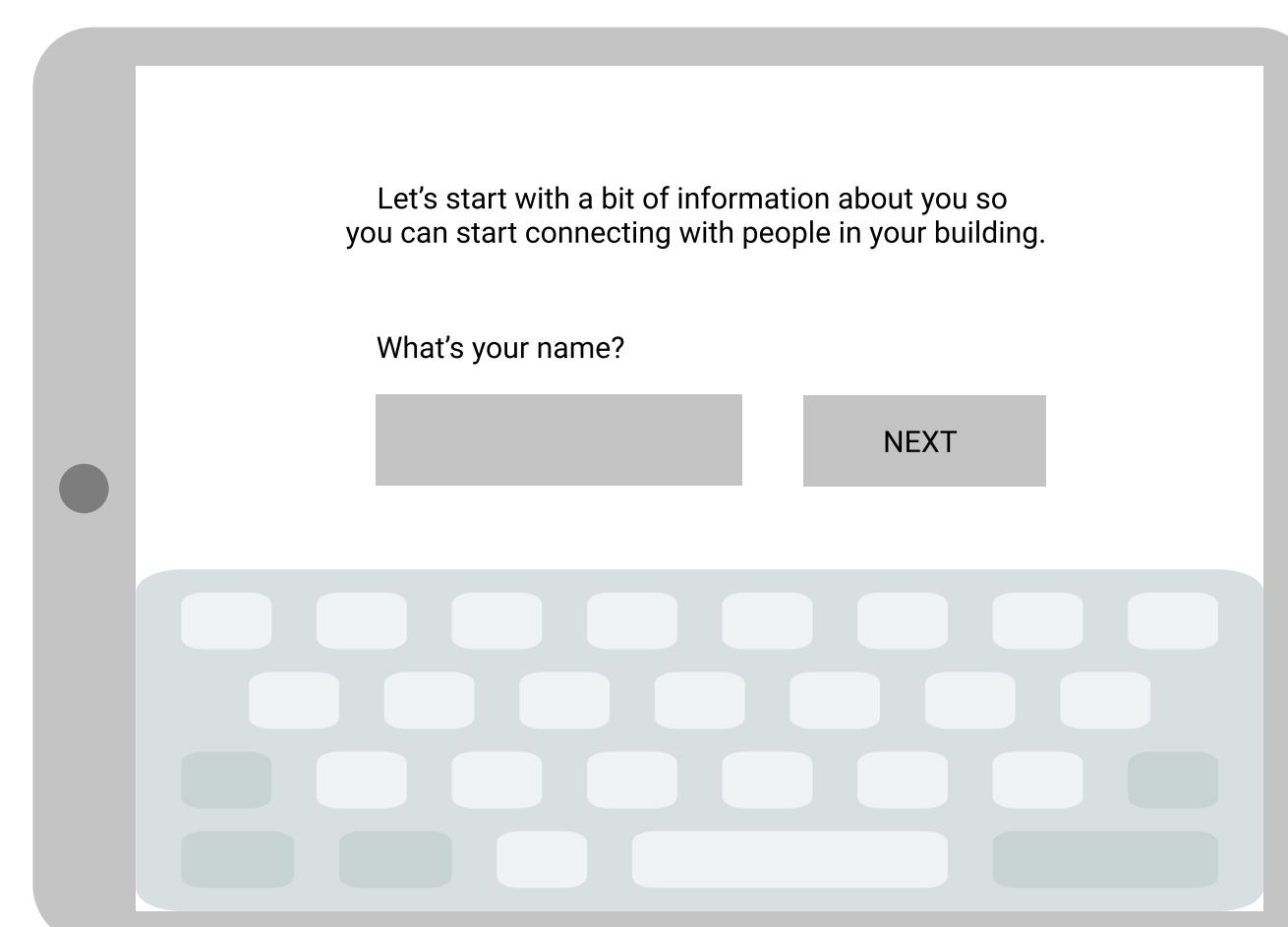
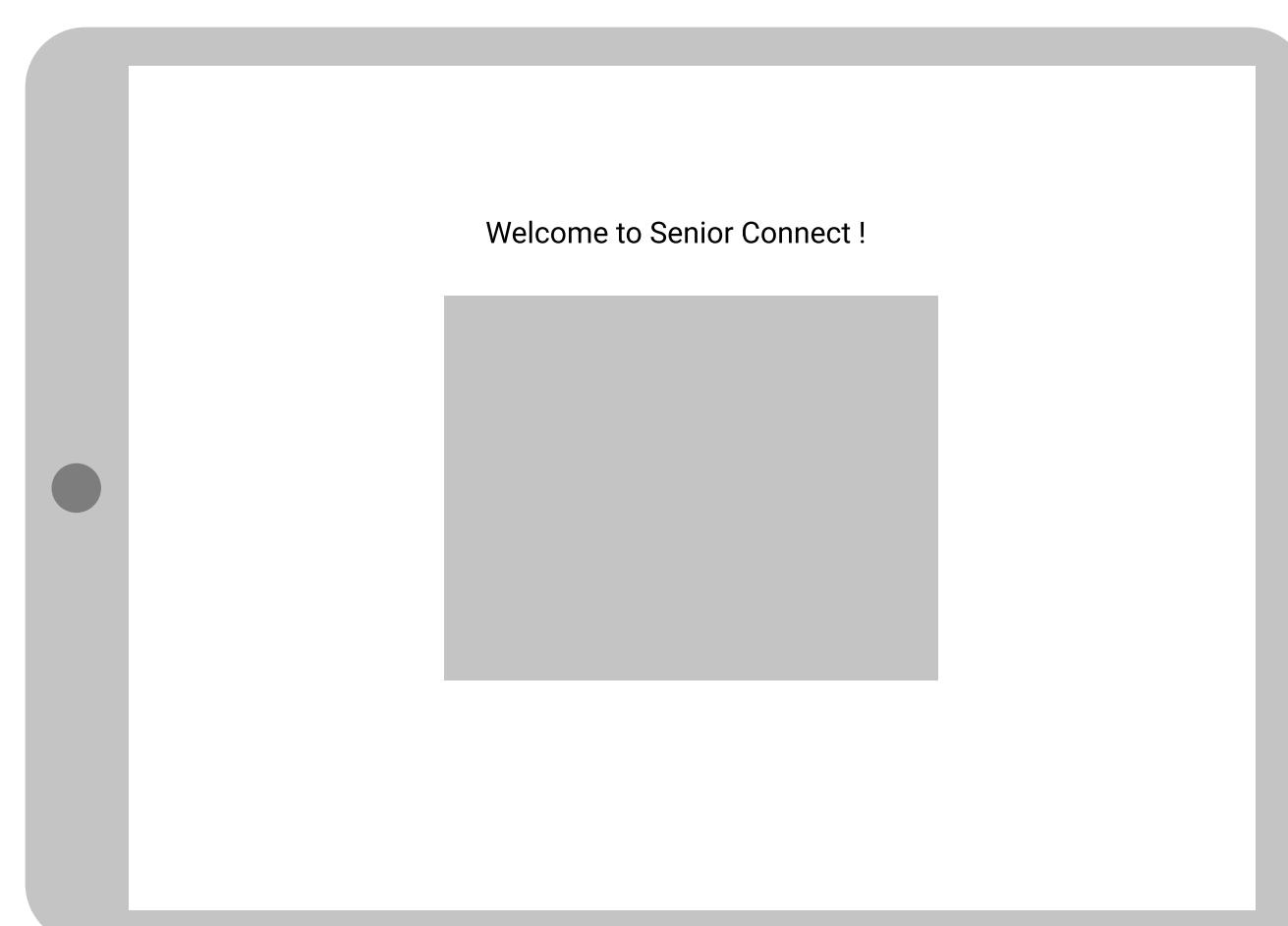


Design principles and guidelines

Having in mind the target audience for the project and the information collected about them, the following principles and guidelines were formulated to guide the design process:

- Avoid complex navigation elements;
- Keep high contrast between text and background;
- Use Sans Serif font style;
- Save sufficient space between text and icons to enable users to tap correctly;
- Avoid overusing interaction elements which might slow down the interaction between the user and the app;
- Use minimal design to reduce the cognitive load of elderly users;
- Give clear instructions (preferably text-based) with help screens prominently displayed;
- Use simple navigation (e.g. function of back, forward, menu buttons)
- Provide feedback when an action is taken;
- Provide a sense of accomplishment when a task is completed to promote self-efficacy.

Wireframing



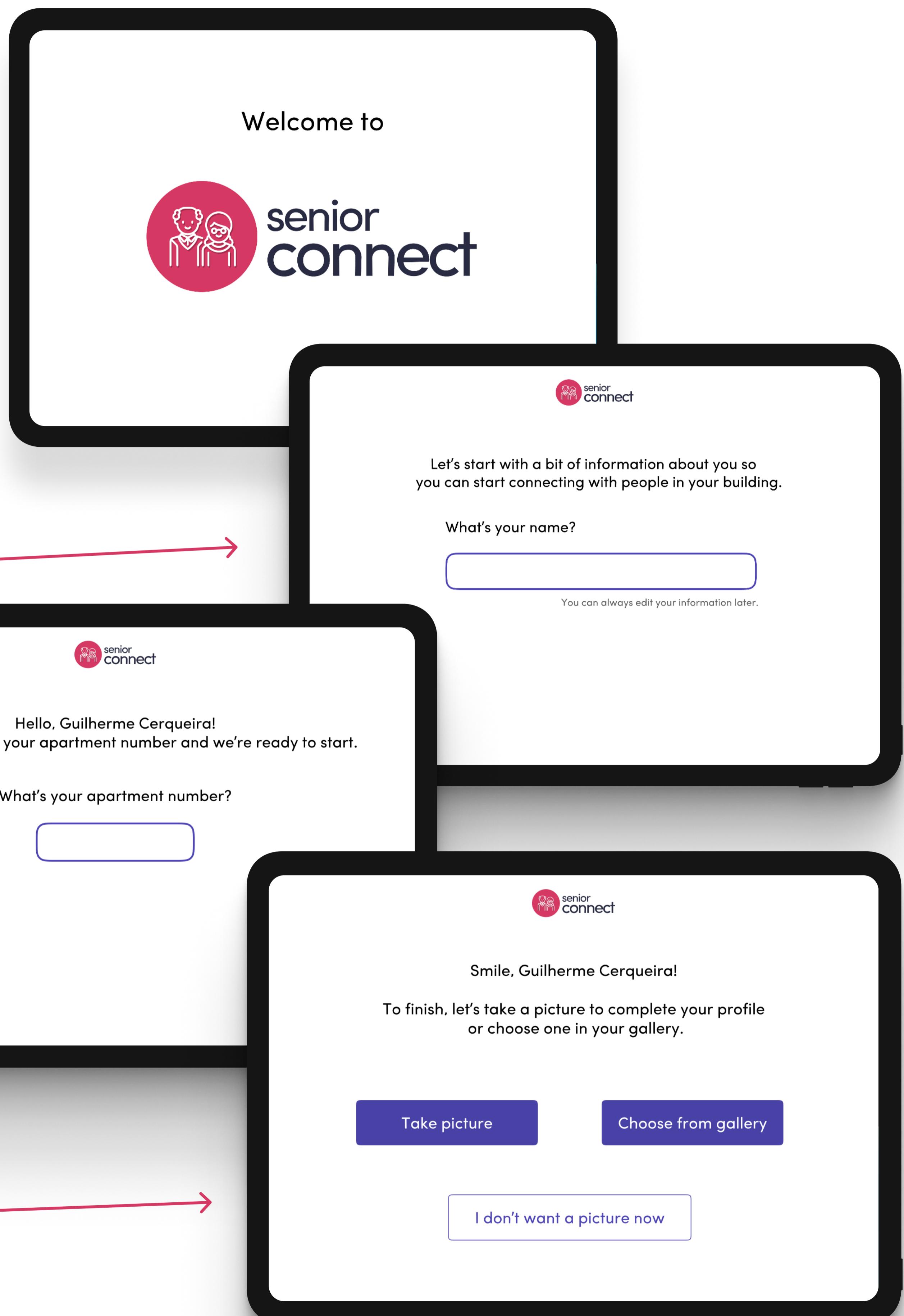
Prototype

Onboarding

When it's the first time the person opens the app, they will onboarded quickly to start exploring.

The app shows a clean and intuitive way for the user to input the main basic data required, with a clean design, free of distractions and friendly tone-of-voice.

Finally, after only 2 steps, they are asked to take a profile picture, but it's not mandatory and they can always do it later.





News feed

The news feed is the main dashboard that the user sees when opening the app.

Respecting the design principles mentioned before, high-contrast colors and big area of click to enable users to tap correctly.

Look-and-feel similar to the main social networks with posts, events and polls. Users can upload pictures and make posts. They also are able to like and comment other people's posts in order to connect with each other and now what's happening in the community.

The screenshot shows the News feed screen of the Senior Connect app. At the top left is a user profile for Guilherme Cerqueira, Apartment 302. The top right features a search bar with the placeholder "Post something...". Below the search bar is a post from Dona Miriam, Apartment 321, posted 5 hours ago, which reads: "The new building garden is beautiful!" followed by a photograph of a well-maintained garden. Below the post are "Like" and "15 likes" buttons, and a "Leave a comment..." input field. Further down is another post from Dona Miriam. To the right of the main feed are two sections: "Next events" listing a "Group sports class" on January 22nd and a "Karaoke" session on January 23rd, each with a thumbnail image; and "Popular polls" with a question "What would you remove from the meeting rooms?" and a "Video games" option marked with a checkmark. A sidebar on the left contains navigation links: News feed (selected), My profile, Messages, Events, Request help, Polls, and Accessibility. Red arrows point from the explanatory text blocks to the corresponding sections in the sidebar.



Profile

Here, the user can edit a basic profile with information like hobbies, birthday, contact information and also important information like emergency contacts.

This table-view with the "Edit" button on the right of each one makes it intuitive for the user to edit one row at a time without confusion or overwhelming text-inputs.

Other people's profiles have similar design, but of course without the "Edit" buttons.

My profile

Guilherme Cerqueira
Apartment 302

Edit

About

I love dogs ! I also love long walks. I have 3 sons and 4 grandsons.

Edit

Hobbies

Walking, reading, listening to music, watching films, yoga

Edit

Birthday

22 April 1943

Edit

Contact

+31611855203
gcerqueira2009@gmail.com

Edit

Emergency contacts

Ricardo (Son) - +31611855203 | ricardocerq@gmail.com
Eduardo (Son) - +5511853835 | eduardoae@gmail.com
Gianna (Daughter) - +31535203 | giannacerq@gmail.com

Edit

Messages / Chat

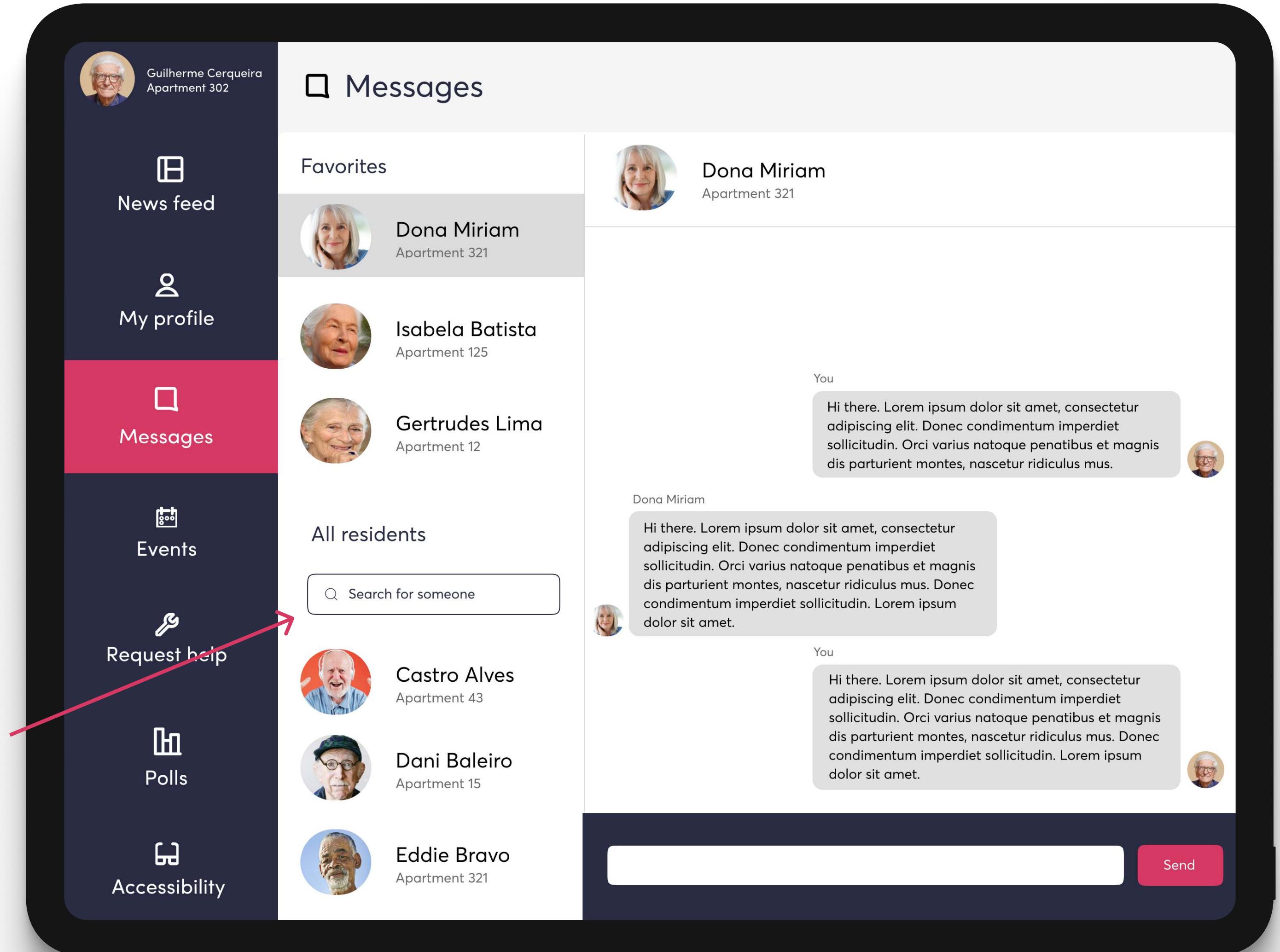
This section allows the users to send messages / chat with the residents that are also connected to the platform.

Look-and-feel based on famous chat applications like Whatsapp and Messenger.

User can also type to search for a specific person / apartment and start a chat.

The list of people appears in alphabetical order.

A potential feature here could be a way to sort the list by name or by apartment number.





Guilherme Cerqueira
Apartment 302

 News feed
 My profile
 Messages
 Events
 Request help
 Polls
 Accessibility

 Messages

Favorites



Dona Miriam
Apartment 321



Isabela Batista
Apartment 125

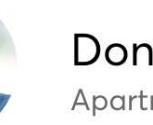


Gertrudes Lima
Apartment 12

All residents

 Search for someone

	Castro Alves Apartment 43
	Dani Baleiro Apartment 15
	Eddie Bravo Apartment 321



Dona Miriam
Apartment 321

You

Hi there. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec condimentum imperdiet sollicitudin. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec condimentum imperdiet sollicitudin. Lorem ipsum dolor sit amet.

Dona Miriam

Hi there. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec condimentum imperdiet sollicitudin. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec condimentum imperdiet sollicitudin. Lorem ipsum dolor sit amet.

You

Hi there. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec condimentum imperdiet sollicitudin. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec condimentum imperdiet sollicitudin. Lorem ipsum dolor sit amet.





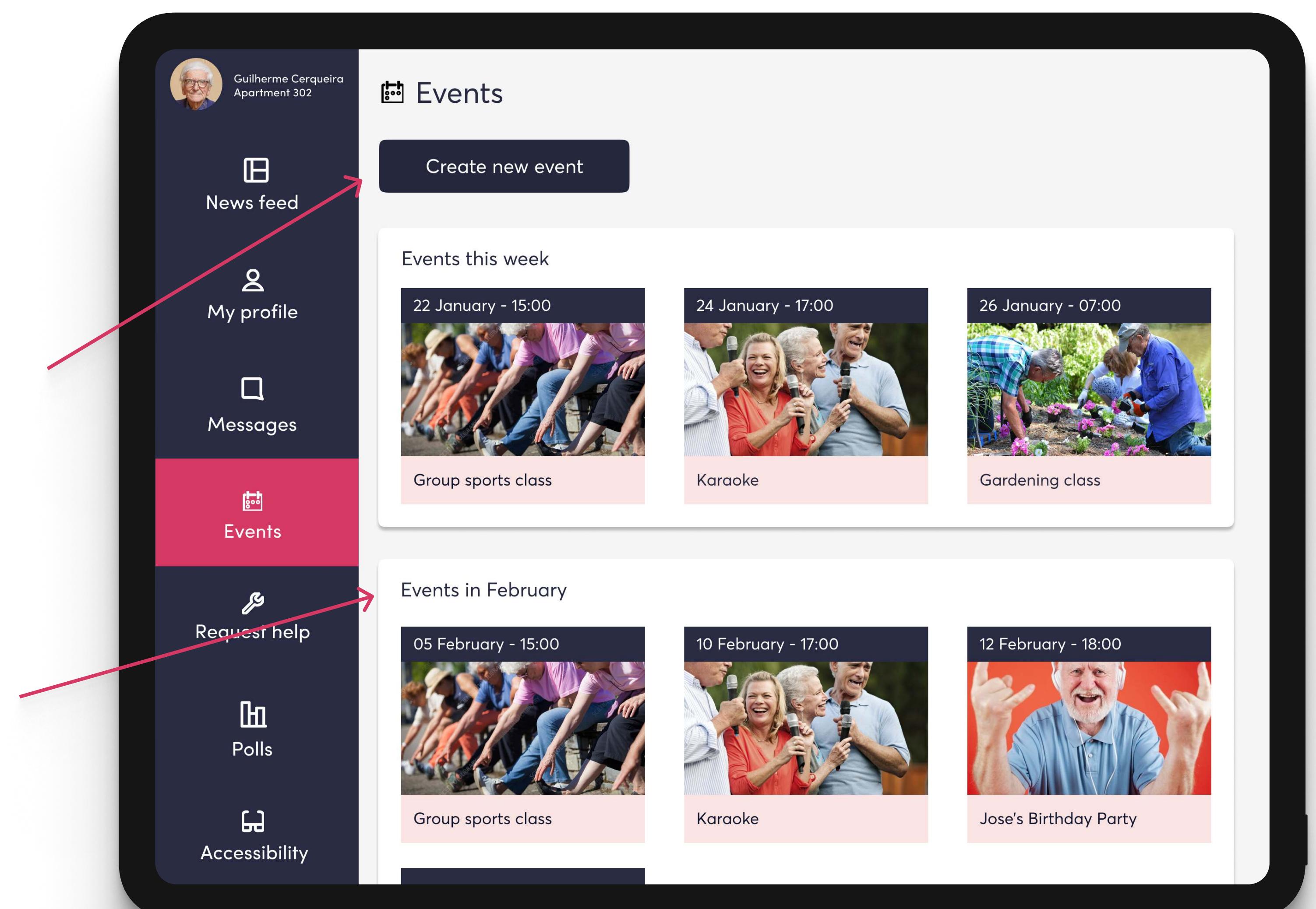
Send

Events

Here, the user can check future events that will happen in the community, and also create their own event.

Main CTA for creating an event has enough contrast and space/margin to be tapped.

Events blocks are separated by short-term (this week, for example) on the top, and the block below shows the events for the following months.
Clicking on an event takes the user to the event page with more details.



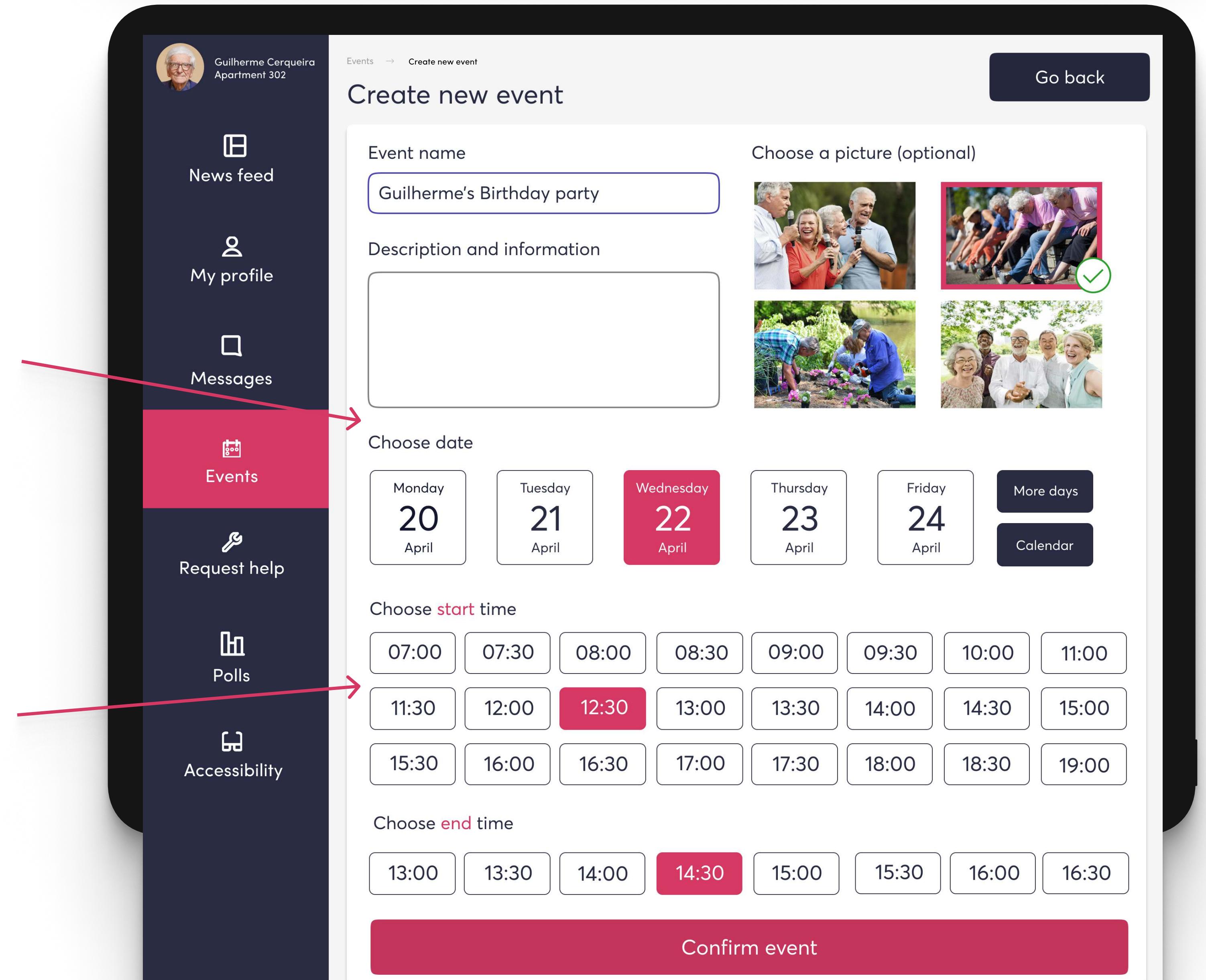
User can create their own event in 4 simple steps (name, description, date and time)

Assuming that we want to keep the interactions as simple as possible due to the target audience, this way of choosing the date is clear and allows the user to choose a future date easily.

They can also load the next 5 days by clicking in "more days", and if they want to create an event in a bit far future, they can click on "Calendar" which will load the operating system's default calendar for them to choose any date.

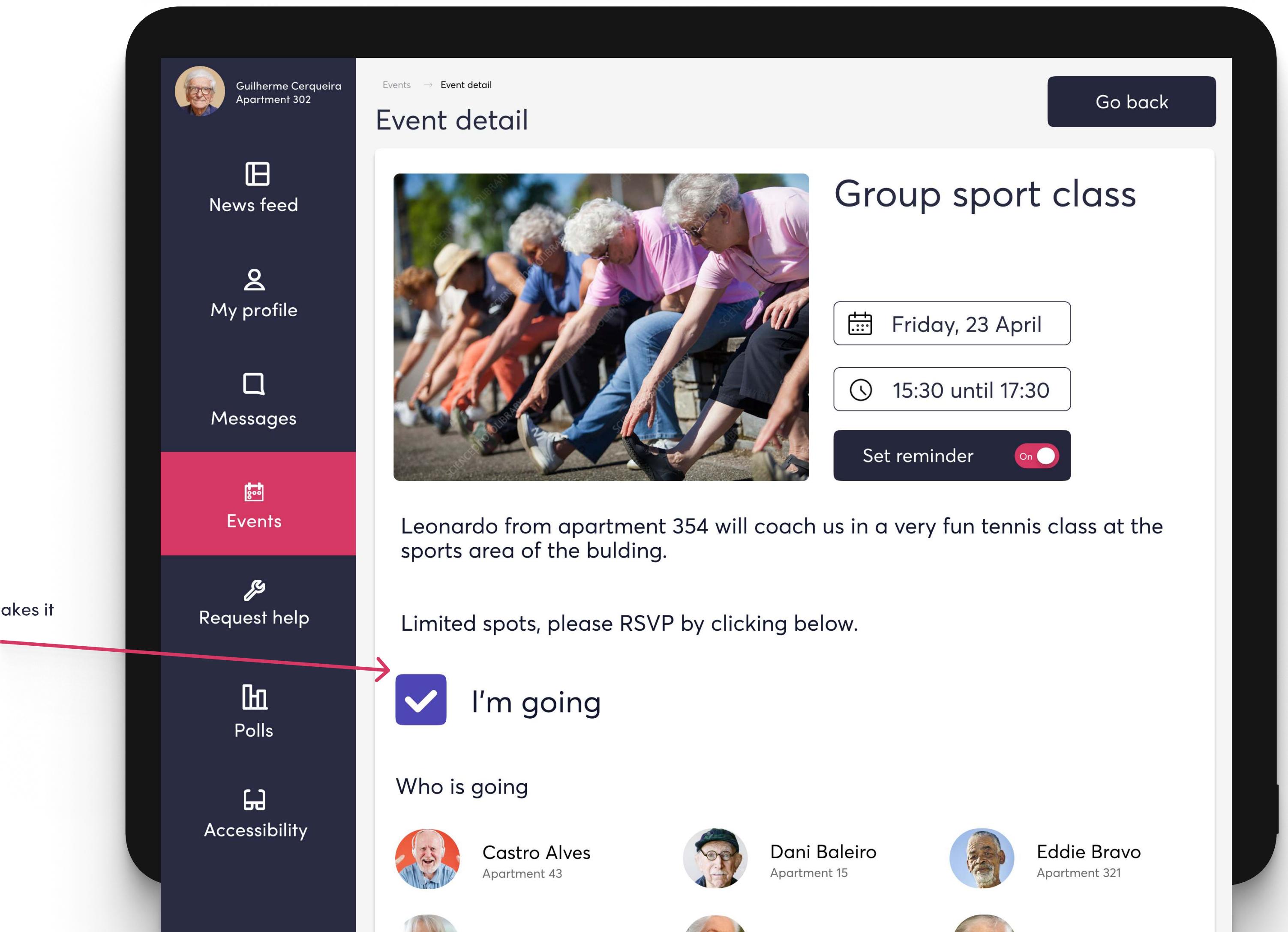
Also, the time is promptly shown in "chips", so the options are already there for the user to click without much system interaction.

It would be interesting if in the future this time would be connected to the building reservation system in order to show only the available times for the common areas.



After clicking on an event on the home screen or in the events section, users will be brought to the event detail page, where they can check more details about the event, RSVP and check out who's also going.

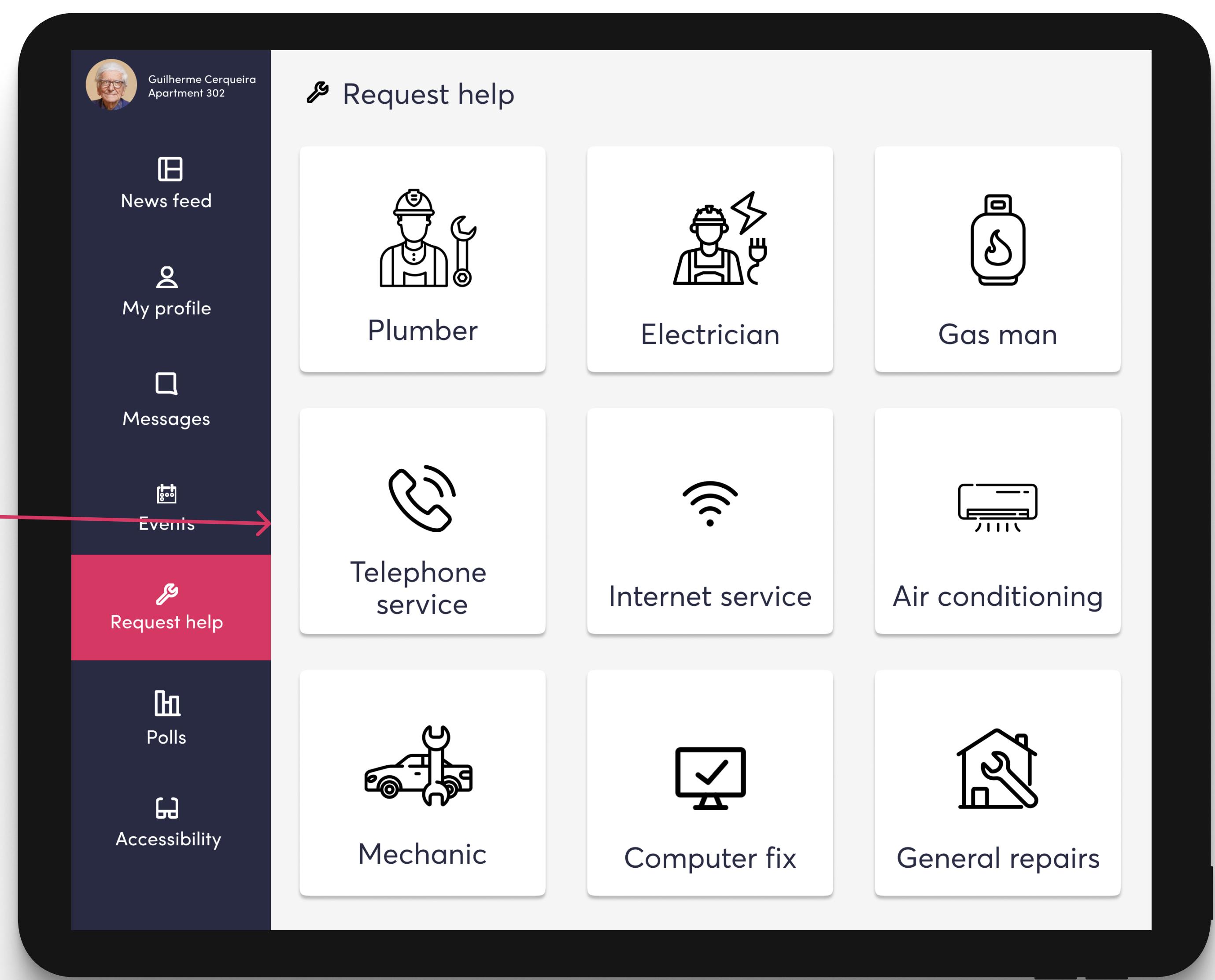
Making the RSVP checkbox big enough and prominent makes it easier for the user to interact



Request help

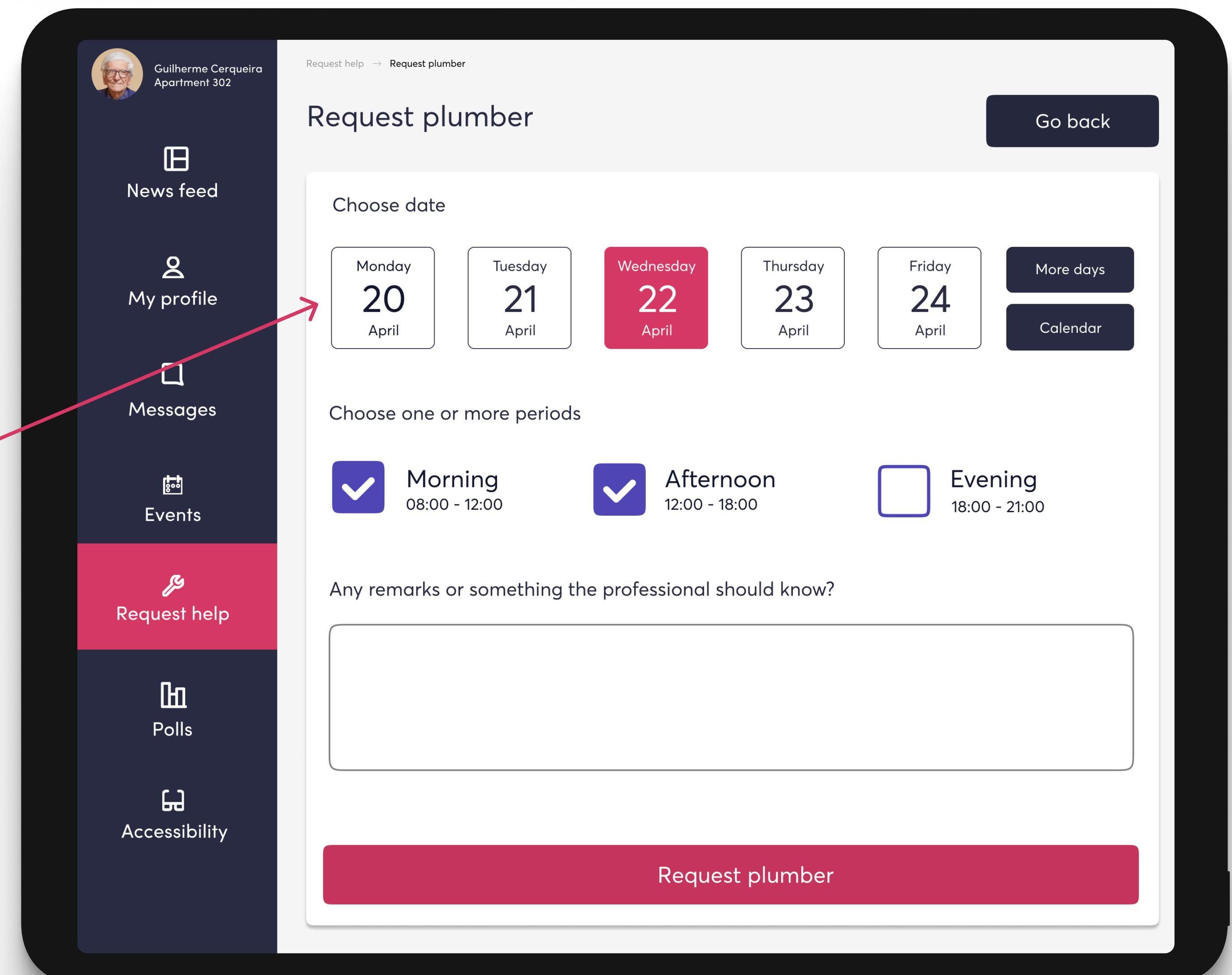
This section allows the user to quickly and intuitively request a repairman for a number of different services.

Big buttons and icons make it easier for the user to choose the desired service intuitively.

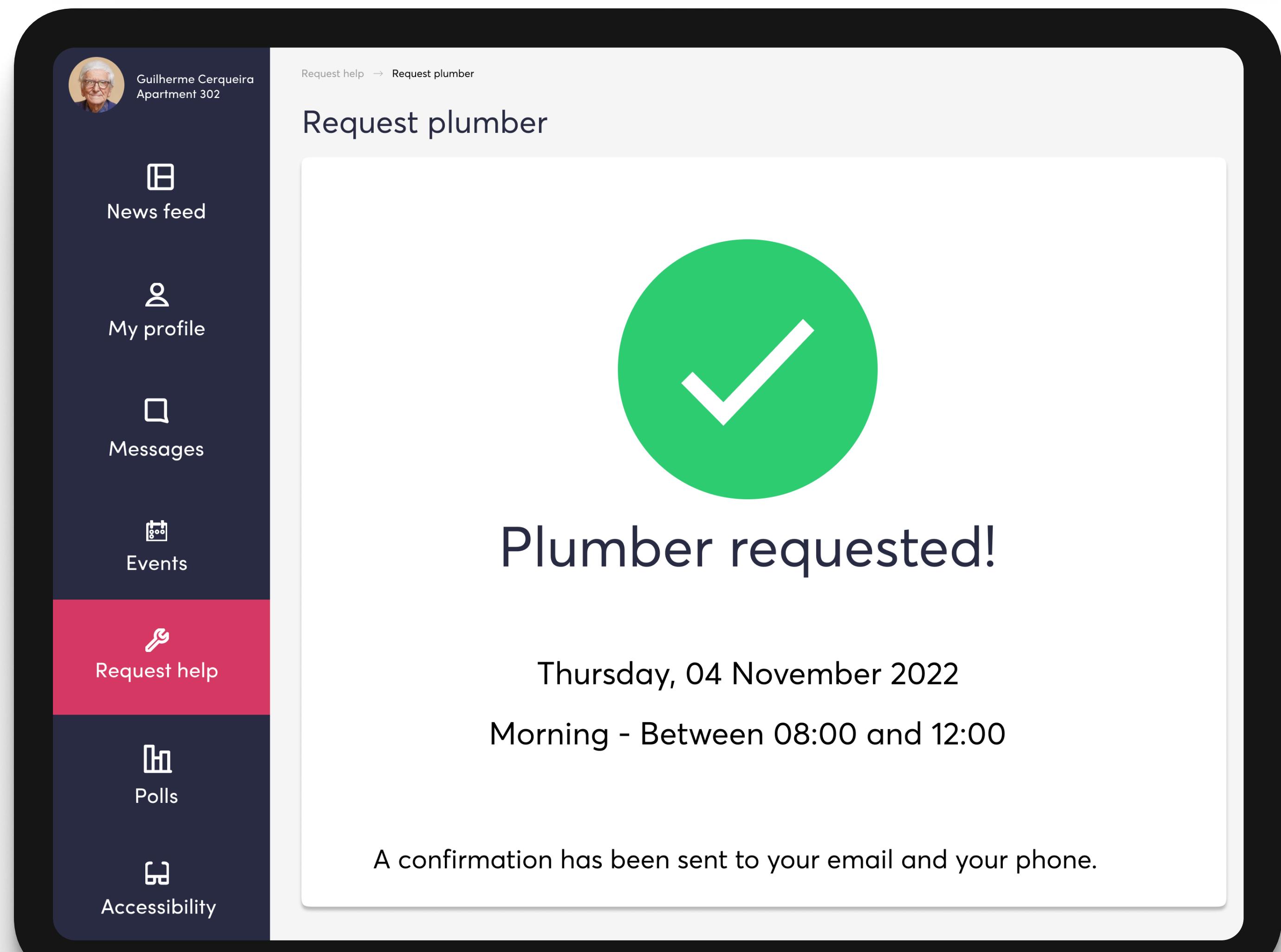


After choosing the service they want, they can select the date and desired period in just a few clicks.

Same date usability as the event section for intuitive and consistency purposes.

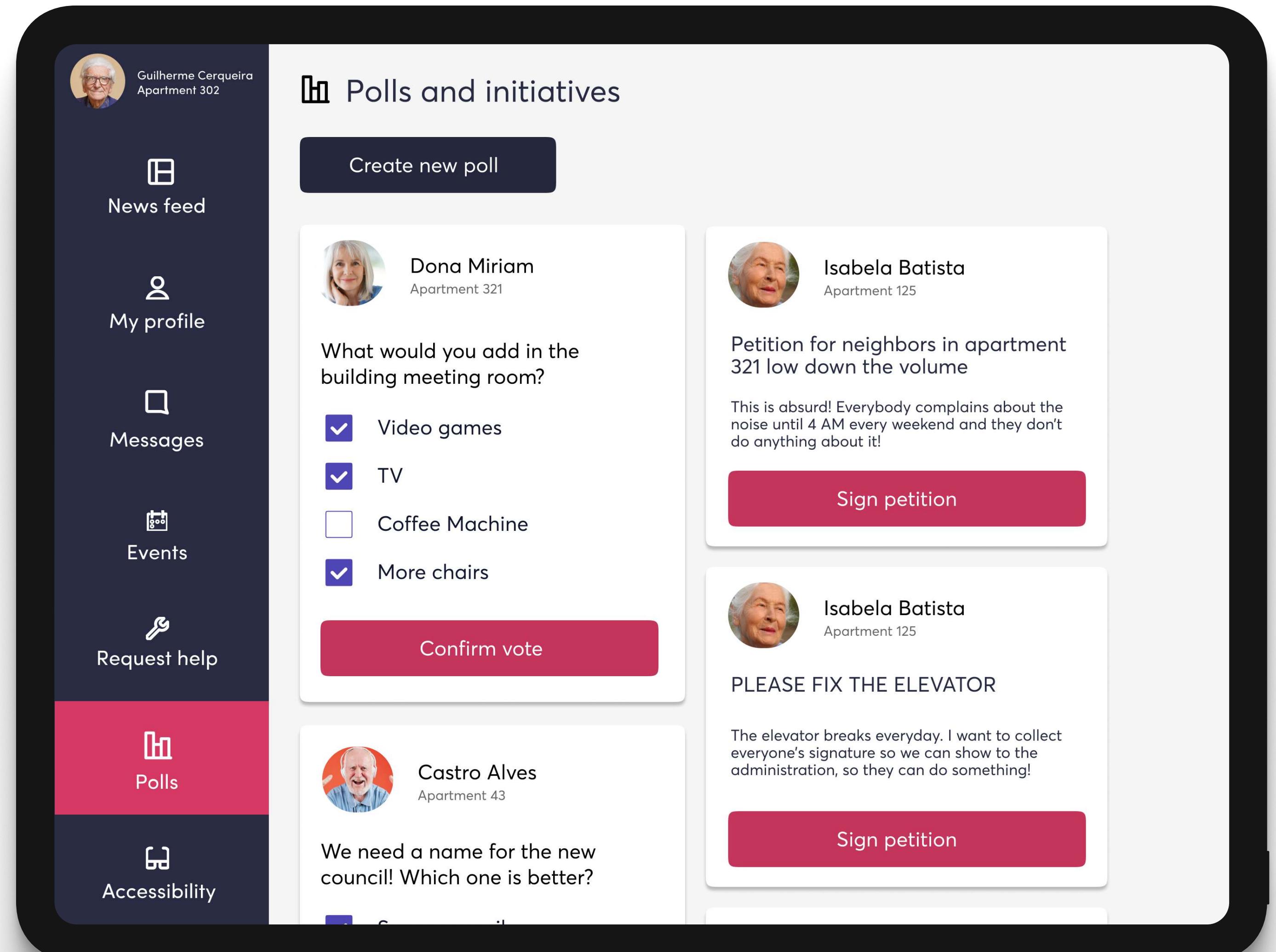


Very prominent confirmation screen to provide a sense of accomplishment when a task is completed and be sure that the service was requested successfully.



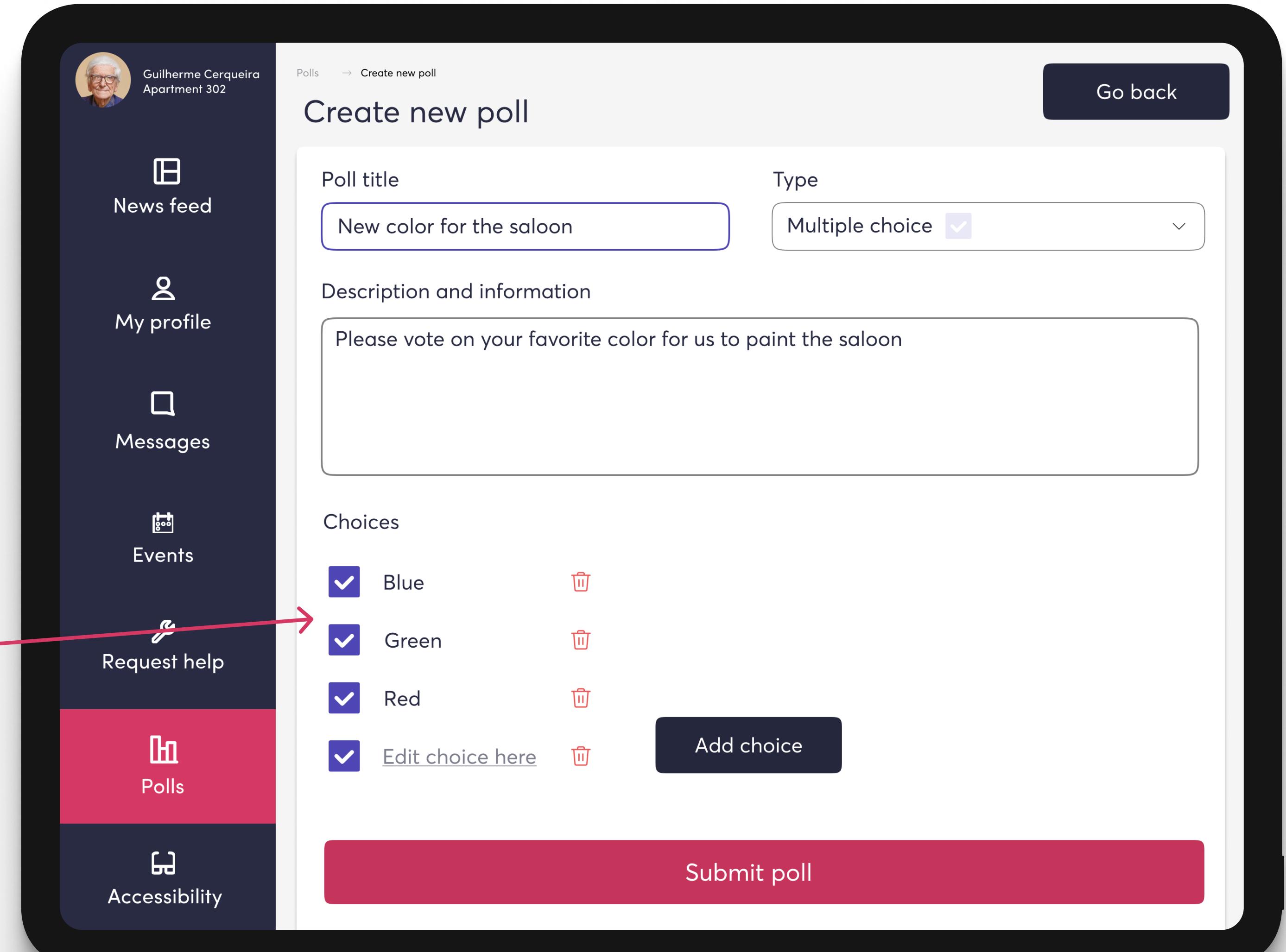
Polls and initiatives

Here, the user can vote on community initiatives, as well as creating new vote polls and creating petitions to collect signatures for a new initiative.



In just a few steps, they can create their own poll / petition. In case of creating a voting poll, they can also select the "Type" (Multiple choice, single choice or open answer).

The way of adding / editing the choices has a similar look-and-feel of Google forms.



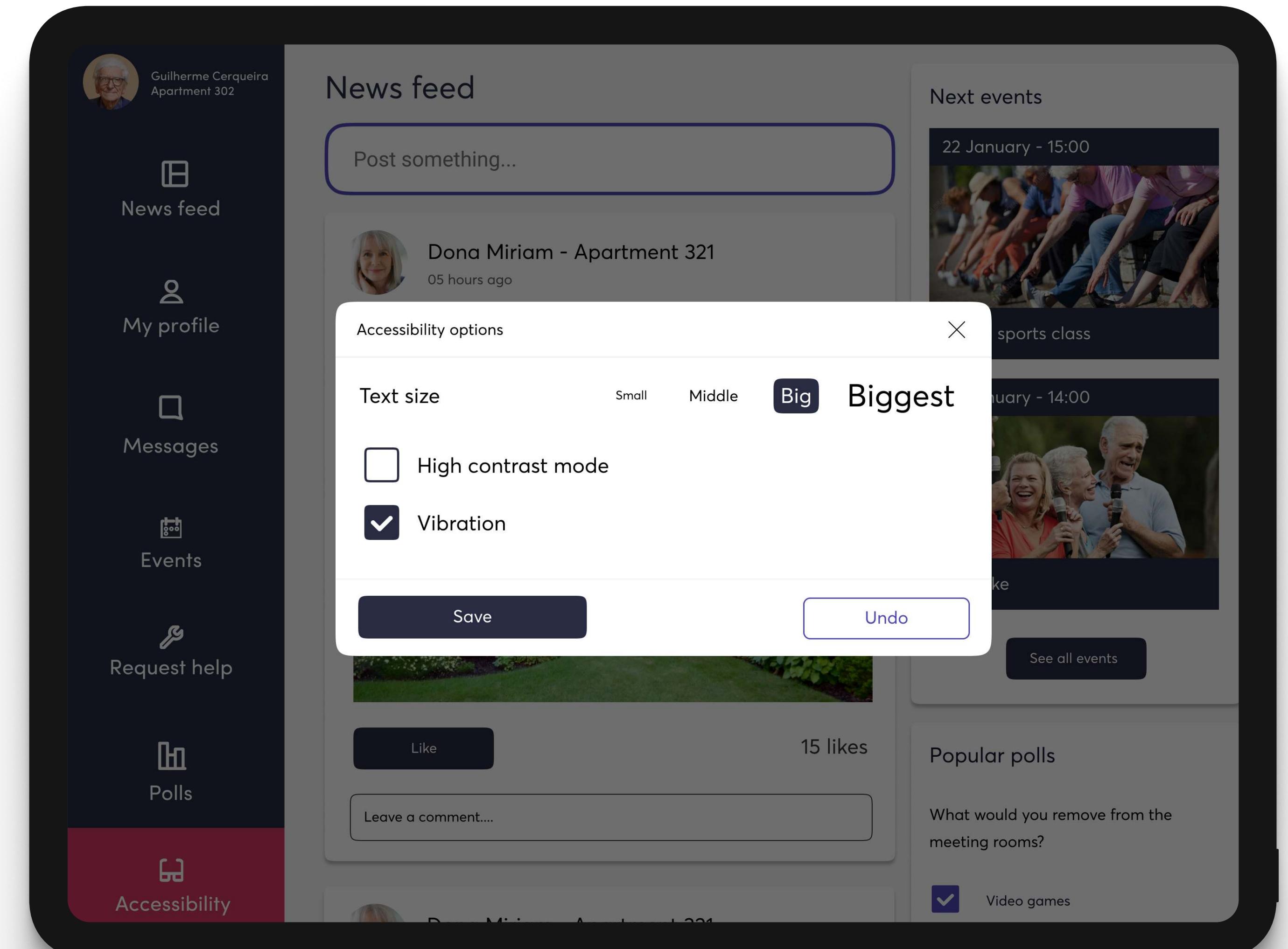


Accessibility

The accessibility section allows the users to increase/decrease text size to make the application more readable.

They can also set up the High contrast mode, which maximize the color contrasts in order to maximize legibility.

And it's also possible to turn vibration on/off if they don't feel comfortable with vibration feedback whilst interacting with the app.





senior
connect



Thank you!