Design Brief / Project Specifications

Purpose of my application is to reduce number of lonely people in elderly age and to contribute to their well-being and health by connecting them.

- What is the problem you are trying to solve?

My app tries to solve loneliness among elderly people and sense of non-belonging.
- Who is your target audience?

People above 60 years old, mostly from middle-size towns where there are not enough activities but these towns are big enough for people not to know each other.
- What are your specific goals?

I want to help seniors reaching out to other people with similar interests in the same location. My goal is also to include seniors in the digital world and help them discover opportunities coming from technologies.

- What is your business model? Where is your revenue coming from?

My project is supposed to be financed from governmental subsidies that help to improve well-being of increasing number of senior citizens. Also, I would apply for EU founds. As a last resort, I could use targeted advertising on the profile page but this would have to be carefully selected, not to abuse this vulnerable group.
- What are the costs of your business?

Database, server and hosting.

Market research:
- Who is your current competition?

There's no other company offering this kind of application.
- How is your product different from currently available competitors?

n/a
- What is the current supply / demand for your product?

There's a big group of senior citizens living alone because of various reasons. For most of them, the main meeting point is church but if they have difficulties with mobility, this option may be also out of reach. Therefore, while staying home, they could meet someone online, who could come by watch football together or have a tea.

Technical Specifications:
- What data will you need to store? How will it be organized? Describe each table, its columns, and its relationships with other tables.

Data that I need is name, last name (for safety purpose), age(only people above 60 y.o.), city, username and password for login purpose. This data is stored in one

table. Every person can choose multiple interests from the available list and they are saved in the second table with foreign key relating to first table primary id's.
- What does your product look like? List each view, their purpose, and how they work

Main page gives short description of the product. Register page is for registering new users. Login page for login purpose. Profile page displays other users in the same city.