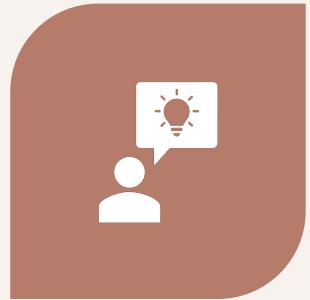

THE RETIRED APPLICATION

BY : KRUPA & AWAD

GROUP 2



TABLE OF CONTENT



IDEATION & MARKET
ANALYSIS



USER PERSONA,
ACQUISITION, AND
RETENTION



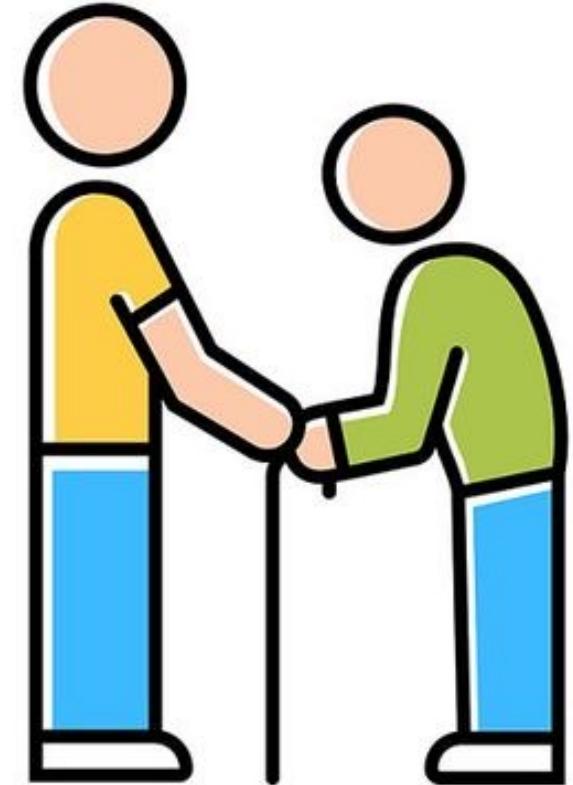
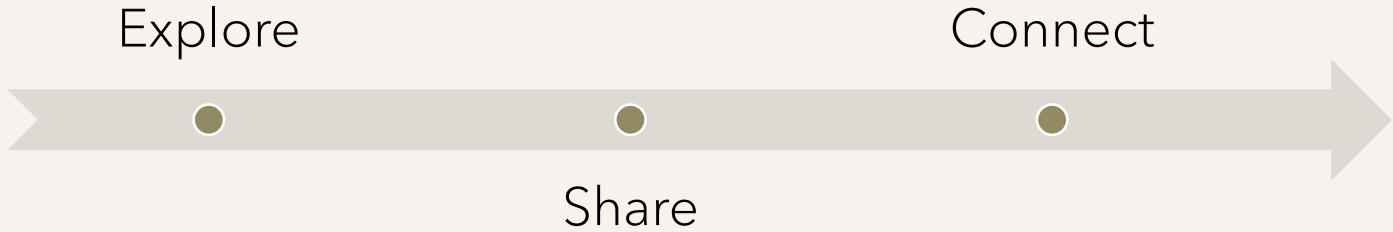
CONCLUSION

IDEATION & MARKET ANALYSIS



IDEATION

- In today's rapidly evolving digital landscape, the need for specialized platforms catering to various demographics is more pronounced than ever.
- One such segment that requires attention is the retirement community.
- Our solution: "Retired App"
- A digital platform connecting retired individuals, fostering community engagement, and enhancing the overall quality of life.



KEY FEATURES & FUNCTIONALITIES



User Profiles



Retiree Events



Personalized Assistance



Event Scheduling



Service Booking



Community Engagement



Secure Communication



Continuous Improvement

KEY ACTIVITIES

- Event Planning
- Service coordinator
- App Development
- User Outreach
- Ongoing Improvement



POTENTIAL PARTNERSHIP



SERVICES



Comprehensive Platform:

- Retiree-Focused Events
- Personalized Assistance
- Secure Event Scheduling
- Assistance Service Booking
- Community Engagement
- Continuous Improvement



Targeted Benefits:

- Enhanced Social Engagement
- Tailored Assistance
- Seamless Experience
- Community Building
- User-Centric Growth

Uniqueness and Industry Contribution

Industry Contribution

- Social Networking
- Senior Care
- Enhancing Retirees' Lives

Uniqueness of Idea

- Focused on Retirees
- Comprehensive Features
- Social Engagement & Assistance Integration

COMPARISON WITH EXISTING APPLICATIONS

Features	Community App	Touchtown Community App	Retired App
Target Audience Focus			✓
Comprehensive Services	✓	✓	✓
Tailored Event Offerings	✓	✓	✓
Holistic Well-Being			✓
User-Centric Design		✓	✓
Localized Collaborations	✓		✓

Existing Apps:

- Community App
- Touchtown Community App

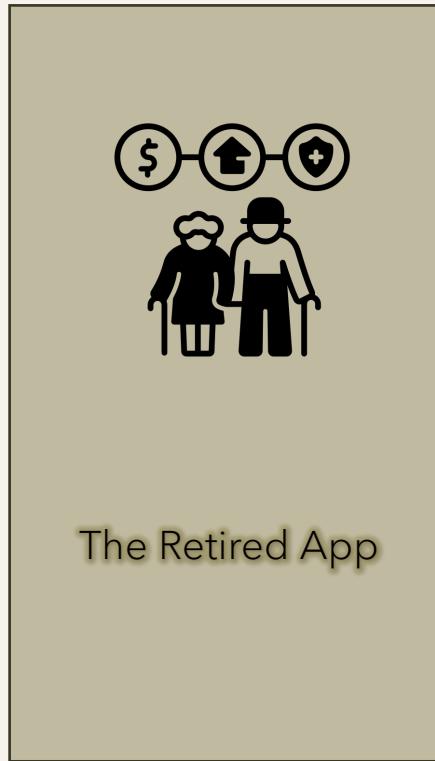
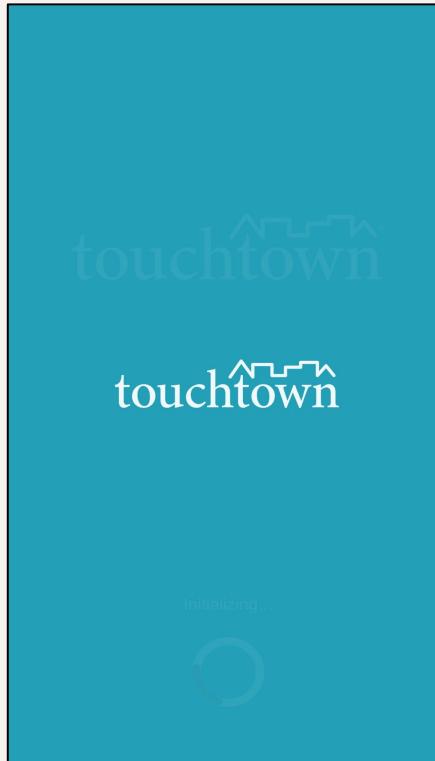
Touchtown Community App

Empower community members to connect with each other.

Features searchable Resident and Staff Directories.

Enables users to easily communicate right from the app.

Provides Messages & Announcements for community updates.



Retired App

Empowers retirees to connect and learn about each other.

Facilitates communication with fellow retirees and assistance providers.

Features comprehensive user profiles for personalized engagement.

Provides Events & Activities for a vibrant retiree community.

Touchtown Community App vs Retired App

Community App

Allows residents to independently access the schedule of activities.

Offers Activity Management for associates to track activities and attendance.

Residents can sign up for events and receive reminders.

Retired App

Provides a comprehensive platform for retiree-focused events and personalized assistance services.

Features a diverse range of events tailored to retirees' interests for increased engagement.

Offers a suite of personalized assistance services, from grocery shopping to friendly conversations.

The screenshot shows the Uniquest website with a dark blue header containing "Customer Portal", "Log In", and "Contact Us". Below the header is a navigation bar with "Solutions", "Services", "Audiences", "Platforms", "About", and a "Book a demo" button. The main content area features the "uniquest" logo in yellow and orange. Below the logo, the text reads: "Community Apps. A simple, interactive community portal." A subtext below states: "Senior Living Community Apps puts the information your community members want and need at their fingertips." To the right of the text are two devices displaying the app's interface: a laptop showing a list of activities like "Yoga Class" and "Chess Tournament", and a smartphone showing a message about "Retirement Therapy Dogs" visiting. At the bottom right is a "Chat" button with a speech bubble icon.

Community App vs Retired App

Uniqueness vs. Existing Solutions

How We Stand Out from Competitors:



Target Audience Focus



Comprehensive Services



Tailored Event Offerings



Holistic Well-Being



User-Centric Design

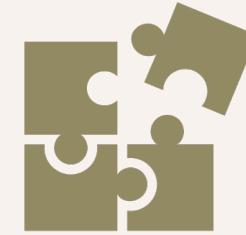


Localized Collaborations



Potential Improvements:

- Multilingual Accessibility
- AI-Driven Recommendations
- Intergenerational Connections

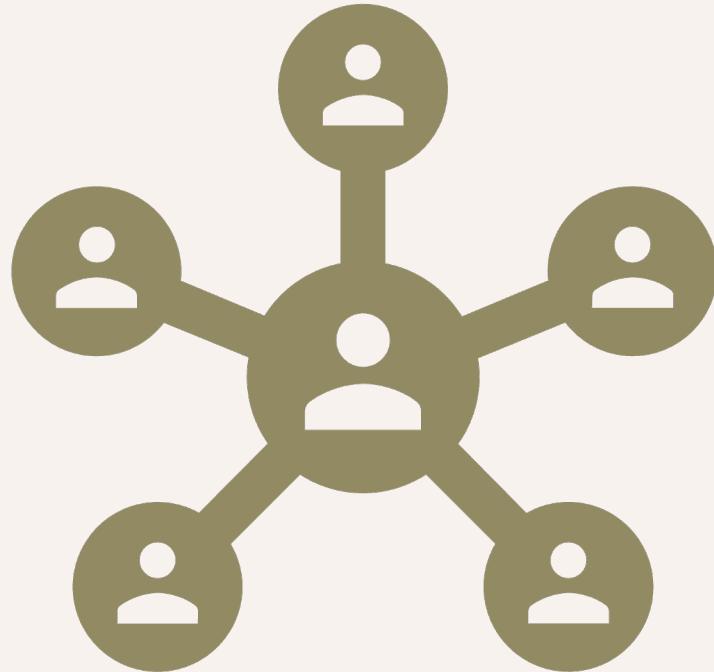


Unique Features:

- AI-Powered Event Suggestions
- Intergenerational Connections

Improvements & Unique Features

Impact in the Contributing Industry



- Combat Isolation
- Mental & Emotional Well-being
- Bridge Digital Divide

Facts and Figures

World Health Organization (WHO)

The global population aged 60+ is expected to reach 2 billion by 2050.

AARP Study Findings

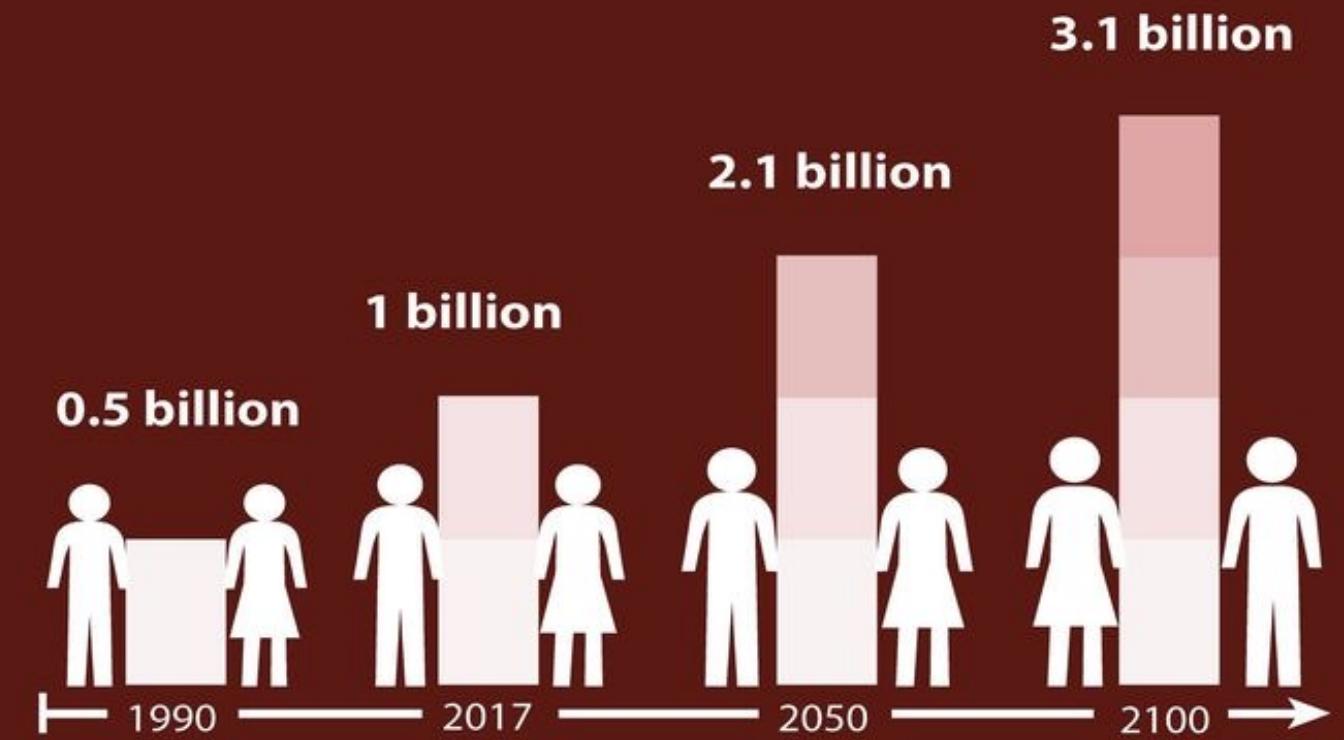
Social engagement significantly improves seniors' quality of life and contributes to longevity.

Projected Mobile App Industry Revenue

The mobile app industry is projected to generate over \$935 billion in revenue by 2023, indicating substantial market potential for innovative ideas.

Ageing Population

Projected global population aged 60 years or over



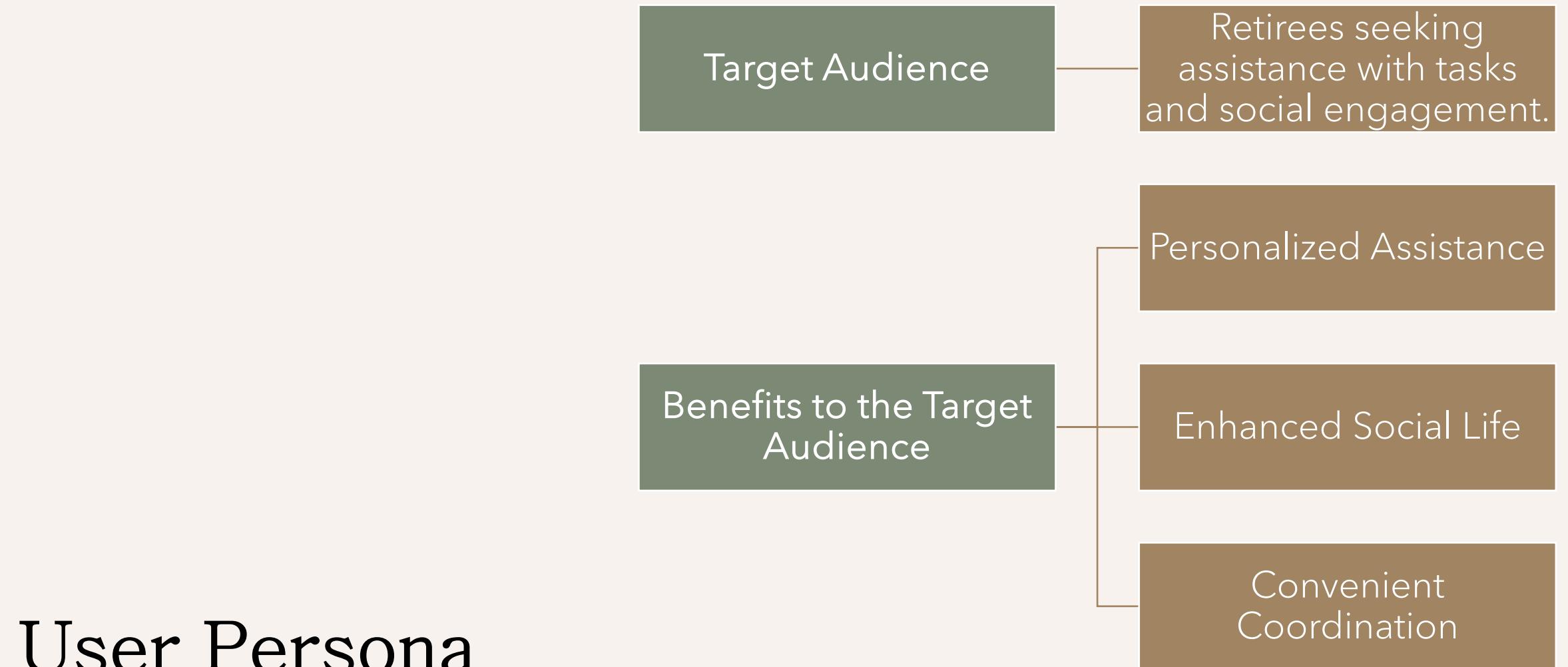
Source: United Nations Department of Economic and Social Affairs,
Population Division, *World Population Prospects: The 2017 Revision*
Produced by: United Nations Department of Public Information

 SUSTAINABLE DEVELOPMENT GOALS

User Persona, Acquisition, and Retention



User Persona



USER PERSONA ONE

NAME
Assistance-seeking Alice



Quote
I've always taken pride in my independence, but I've come to realize that asking for help doesn't make me weak. I just want to keep enjoying my home and hobbies without feeling overwhelmed.

Demographic

Female 70 years
Suburban Neighborhood
Widowed
Retired Schoolteacher

Personality Traits

- Resilient
- Resourceful
- Community-oriented
- Friendly
- Open to help

Communication Preferences:

- Enjoys receiving assistance and updates through email.
- Values clear and concise communication that respects her time and preferences

Background

Alice had a fulfilling career as a schoolteacher, and she retired five years ago. She is proud of her independence and values her privacy. After her husband's passing a few years ago, she lives alone in a cozy home they built together. Alice enjoys spending time tending to her garden, reading classic novels, and occasionally hosting tea parties with her friends from the local senior center.

Goals and Needs

- Assistance with tasks (grocery shopping, heavy lifting, household maintenance)
- Maintain an active lifestyle
- Connect with like-minded individuals

Challenges

- Physical limitations for tasks
- Safety concerns for repairs
- Desire for new social connections

Motivations

- Maintain an active lifestyle while managing challenges
- Seek assistance with dignity and preferences

Interests

- Gardening, classic literature, small gatherings
- Attending local events and workshops

Technology Proficiency:

- Basic tech familiarity
- Tablet for reading, video calls, emails
- Prefers user-friendly interfaces

Frustrations

- Struggles with physically demanding tasks
- Feeling like a burden to friends and family

USER PERSONA TWO



HELLO, I'M DAN JENSEN
THE RETIRED SENIOR

"I love relaxed, peaceful walks. I love working with people who want to protect the creeks as much as I do even more. It gives my life a greater purpose that cannot be found anywhere else."

AGE 65

GENDER MALE

LOCATION PORT MOODY

OCCUPATION RETIRED SENIOR
(USED TO BE LOGISTICS COORDINATOR)

PERSONALITY TRAITS

Spontaneous	<div style="width: 50%;"></div>
Outgoing	<div style="width: 80%;"></div>
Laidback	<div style="width: 70%;"></div>
Disorganized	<div style="width: 60%;"></div>

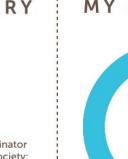
MY TYPICAL DAY

I wake up early at 6:30 AM everyday.	I slowly savour my breakfast.	I head to the hatchery and help out with any team.	It takes 15 minutes for me to walk back home.	I have lunch with my wife.	I usually like gardening in the afternoon.	I help my wife cook and then we eat dinner together.	After dinner, we walk in the nearby park.	My typical day ends around 10 PM.

TASKS AT THE HATCHERY

Salmon Team: Feed the fish, monitor water temperature at the hatchery	Water Quality Team: Get field data and water samples	Event coordinator within the society: Plan for events like the Fingering Festival

MY MOTIVATIONS



- * 60% I like hiking and taking walks in the parks, enjoying the beautiful scenery.
- * 40% Over the years, I have seen how construction negatively affects the environment from working at my past company.

FRUSTRATIONS

	I am not comfortable with technology, and therefore I avoid conducting the analyses in the laboratory when I am helping the Water Quality Team.
	I also dislike coming to the hatchery at night to check for urgent issues, as it disrupts my relaxation time before sleeping at 10 PM.

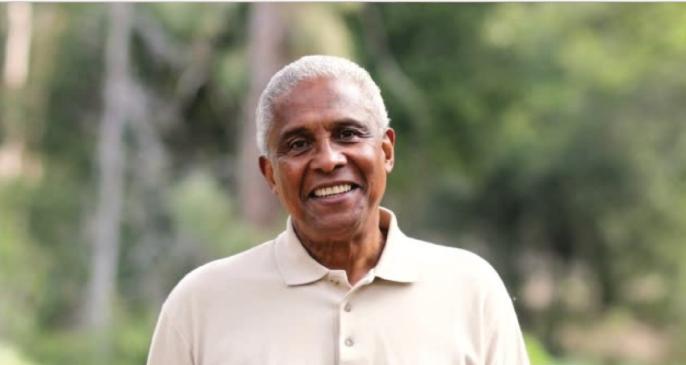
MY GOALS

END GOALS	LIFE GOALS	EXPERIENCE GOALS
<ul style="list-style-type: none"> Gather field data efficiently Take care of salmon fry 	<ul style="list-style-type: none"> Live a restful lifestyle Raise public awareness in environmental issues Contribute to the things I value Go on as many different hikes as possible 	<ul style="list-style-type: none"> Enjoy interacting with the other members Feel laidback and relaxed when gathering field data Feel a sense of satisfaction when working with members
<ul style="list-style-type: none"> Live a restful lifestyle Raise public awareness in environmental issues Contribute to the things I value Go on as many different hikes as possible 	<ul style="list-style-type: none"> Enjoy interacting with the other members Feel laidback and relaxed when gathering field data Feel a sense of satisfaction when working with members 	
<ul style="list-style-type: none"> Enjoy interacting with the other members Feel laidback and relaxed when gathering field data Feel a sense of satisfaction when working with members 		

RELATIONSHIP WITH SOCIETY

6 YEARS	Being heavily involved with the Port Moody Ecological Society.
	Volunteering after I retired.
4-5 TIMES/WEEK	

USER PERSONA THREE



ALBERT SMITH

Age: 71
From: Atlanta, Georgia
Retired Restaurant Owner

"I know that what I do now can help me later, but sometimes it all seems like too much. I don't want you to have to worry about me or take care of me."

Passions, Values, and Motivations



Cooking



Creating cookbook

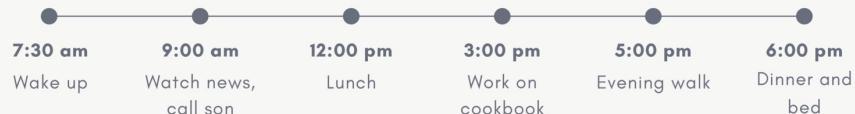


Music



Spending time with
grandchildren

Daily Routine



Pain Points

- Overwhelmed by cookbook goals
- Unmotivated
- Depression and sense of urgency

About Bert

Bert is a humble and friendly man who is going through a hard time right now. He recently retired and sold his restaurant because his MCI was affecting his ability to cook from memory. He is still grieving the loss of his wife, Ruth, who passed away just a few years ago. These drastic life changes have led to depression which is common among his peers but rarely discussed openly. His son recommended him to the Emory MCI Empowerment Program to help Bert regain his motivation and move into the next stage of his life.

Quotes

- "I've got to finish this up while I still can"
- "I'll let you help me when I need it, right now I can still do it"

Maintaining User Interest



EVENT ORGANIZATION



PERSONAL
ASSISTANCE SERVICES

User Engagement Strategies



Diverse Services



New Event Listings



Success Stories



User-Generated Content

User Reach & Expectations

1

Reaching Customers

- Online advertisement
- Social media
- Partnerships

2

Meeting Expectations

- Surveys
- Tailored offerings

User Interest & Retention Strategies

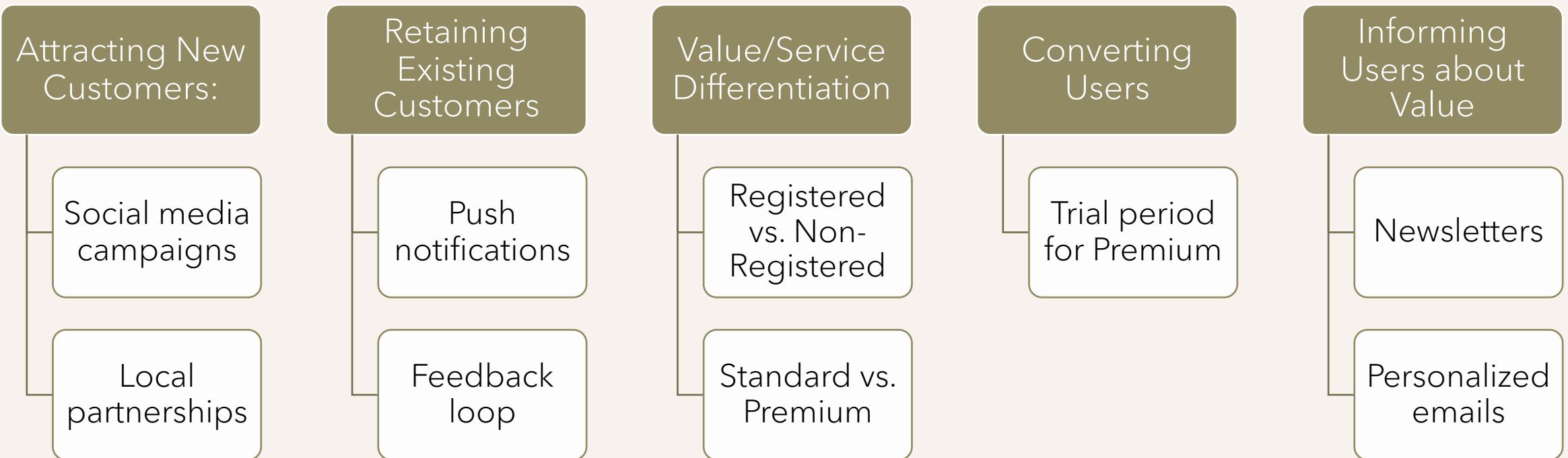
Retention Strategies

- Personalized recommendations
- Loyalty program

Continuous Improvement

- User feedback-driven enhancements

User Acquisition & Retention



References



World Health Organization. (2022)
<https://www.who.int>



AARP. (2022)
<https://www.aarp.org>



App Annie. (2022)
<https://www.data.ai/en/>

CONCLUSION



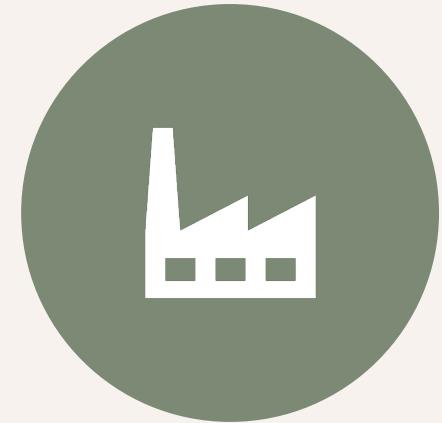
Conclusion



PIONEERING
APPROACH



EVENT
DIVERSIFICATION



CATALYST FOR
QUALITY OF LIFE

THANK YOU
