

Help your neighbor

Background and Design problem:

Sometimes small acts of kindness, help and assistance can mean a lot. Senior citizens, single moms, or people with reduced mobility or other limitations generally have proper systems to help them manage their groceries and run other errands. However, sometimes there might be some situations where they can use some help.

On the flip side, imagine going to get your groceries and seeing your elderly neighbor struggling with their own and thinking to yourself 'I could bring her groceries, I was bringing mine anyway'.

'Help your neighbor' is an app that lets people volunteer for their neighbors who live close by and need some sort of help like picking up some basic grocery item they forgot to buy or similar.

Key Persona:

- **Emily** is a senior citizen, who lives alone in a condo building. Her son usually does her weekly grocery every Sunday as she has reduced mobility due to arthritis.
- **Samantha** is a single mom with 2 children under the age of 4 years. While she can usually manage grocery and other errands, it is extremely difficult for her, to go out again specially during the winter months, if she forgets something as she has no family living close-by who could babysit for her on a short notice.
- **Lubna** is a mom of 3 school-going age children and a student. While she has a busy life she wishes she could volunteer more to help those around her.

Key Scenarios:

- Samantha forgot to buy milk while she was out shopping and now feels tired to think about going again.
- Emily ran out of dishwashing liquid and has to wait till next Sunday.
- Lubna is going to do her groceries and would not mind bringing milk for Samantha and dishwashing liquid for Emily, only if she knew.

Key Principles:

Simple, Intuitive Use - The most important design principle while developing such an app would be to focus on simple intuitive design where things are straightforward and not confusing specially for the elderly

Equitable Use - While the key scenarios and personas are senior citizens and single moms anyone can use this app if they feel they need some help. All of us feel tired, fatigued and stressed out at one point or another while feel able to help and volunteer at other times - so this app can be used by anyone without judgement or bias.

Business Constraints:

Since this app is all about neighbors and people who are close-by, location services will play a key role. Google Maps Api or similar needs to be used and the number of users will dictate the metrics.

While the service is free of charge, advertising and donations will be used to cover the management costs.

Security and background check will be required for the volunteers.