

PRIMARY RESEARCH FOR PASSIONATE IDEA

CHALLENGE

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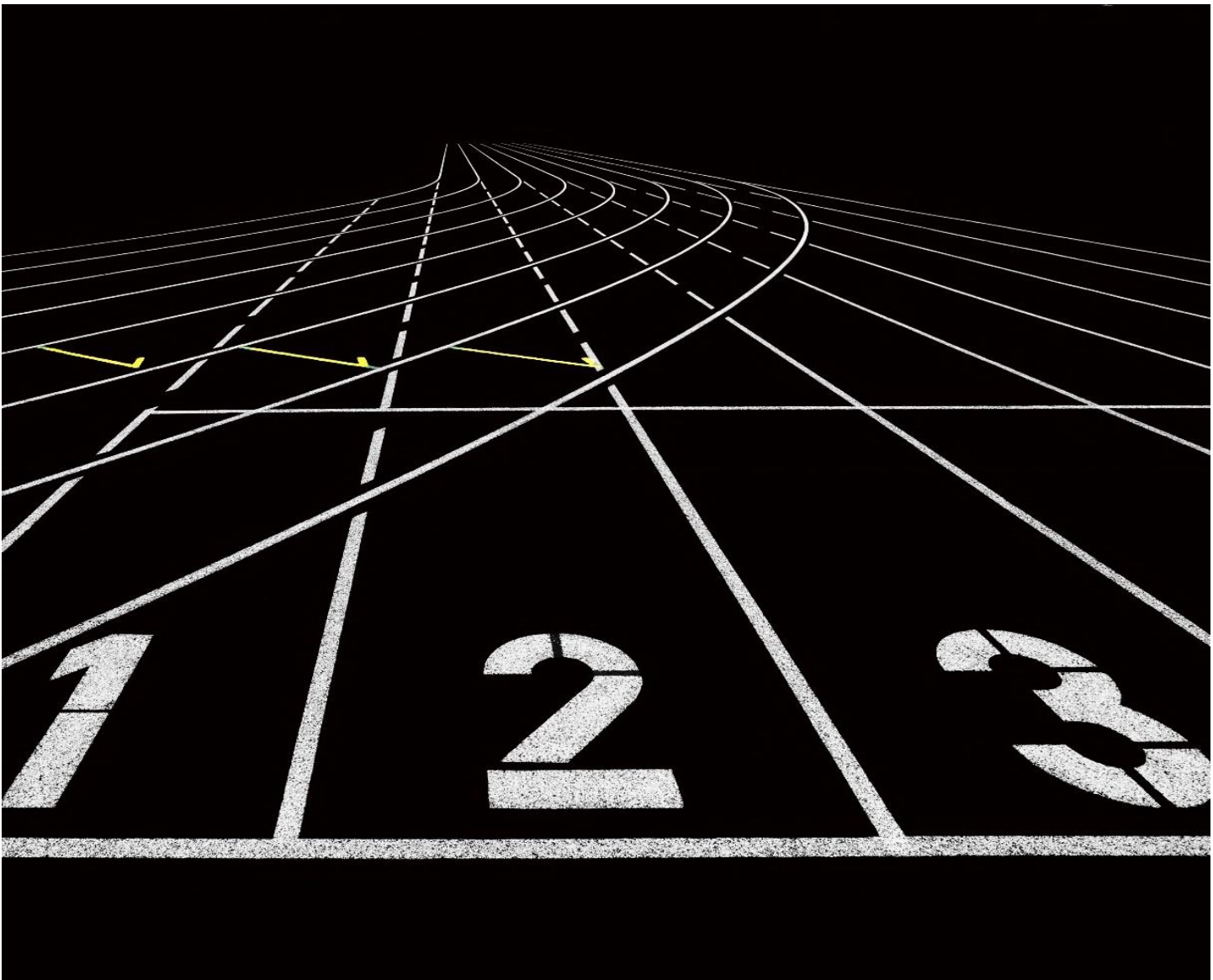


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INTRODUCTION

As the global population continues to age, the need for solutions that empower elderly individuals to live independently and with dignity becomes increasingly pressing. Through this document I present the results of a conducted survey that shed light on what specific needs and challenges do the elderly individuals encounter daily. There are also two personas giving us vivid insights into the lives of the potential users. In addition, I highlighted the emotional experience and pain points through empathy maps. Finally, the document will proceed to present a clear Point Of View (POV) and carefully thought HMW question. By combining these research elements, I aim to provide a comprehensive foundation for the development of an effective and empathetic smart home system tailored to the specific needs of our elderly population.

SURVEY

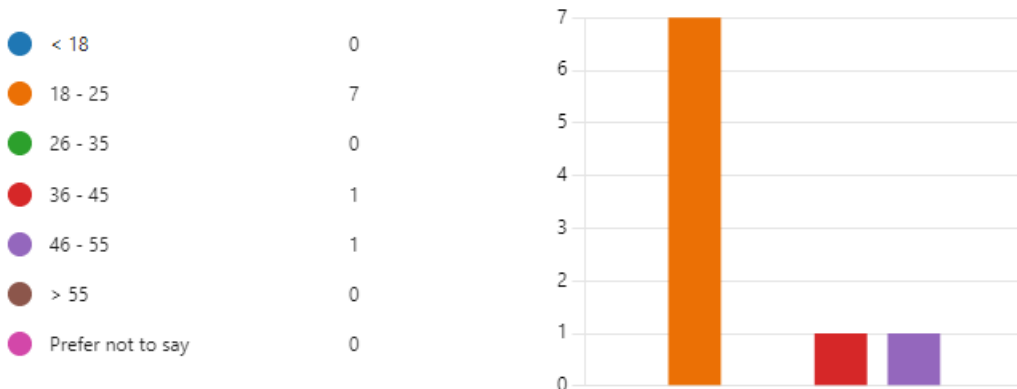
Through a carefully designed questionnaire, we engaged with both seniors and their family members to acquire a comprehensive view of their experiences. The replies highlighted a number of common challenges, including concerns about safety, mobility, and the ability to manage daily tasks effectively. Furthermore, the survey has unveiled a desire for specific functionalities in an Elderly-Friendly Smart Home System. Participants reported a high need for elements that promote safety and security, aid in healthcare monitoring, boost communication and social relationships, and assist with daily living tasks. These insights form a key foundation for developing a system that not only meets pressing concerns, but also coincides with the ambitions of our senior population and their families, promoting independence and well-being.

SURVEY: [HTTPS://FORMS.OFFICE.COM/R/EPFQDYVQJR](https://forms.office.com/R/EPFQDYVQJR)

Answers

1. Your age?

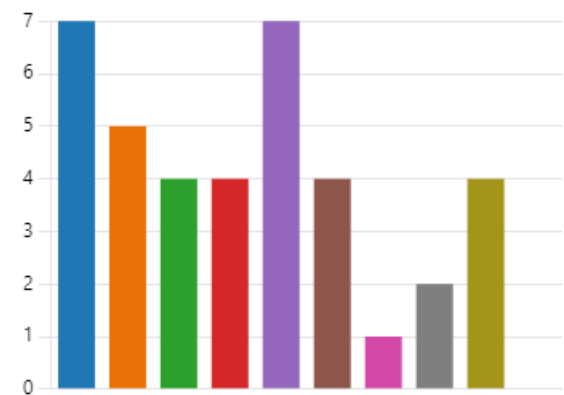
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2. What are the most significant challenges or concerns you have regarding the safety and well-being of elderly family members or yourself while living independently

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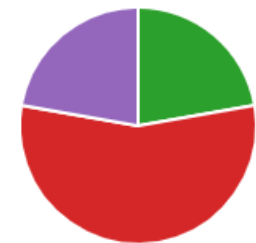
Falls and Mobility Issues	7
Healthcare and Medication Man...	5
Social Isolation and Loneliness	4
Home Safety and Maintenance	4
Emergency Situations	7
Mental Health and Emotional W...	4
Technology and Digital Literacy	1
Caregiver Support	2
Home Security and Elder Abuse	4
Other	0



3. How interested are you in the concept of an Elderly-Friendly Smart Home System that can enhance safety, convenience, and comfort for elderly individuals living independently? Please rate your interest on a scale of 1 to 5, where 1 is not interested at all, and 5 is extremely interested.

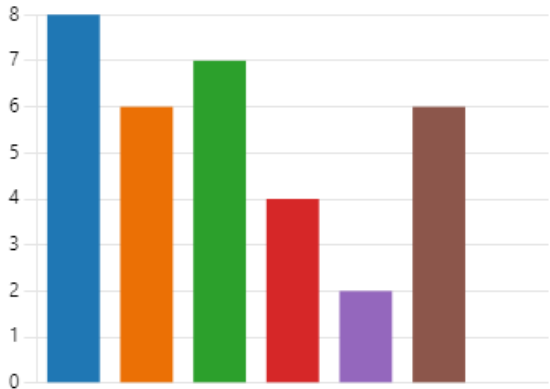
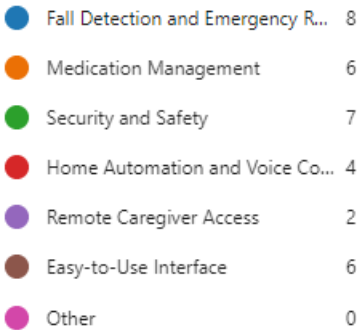
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1	0
2	0
3	2
4	5
5	2



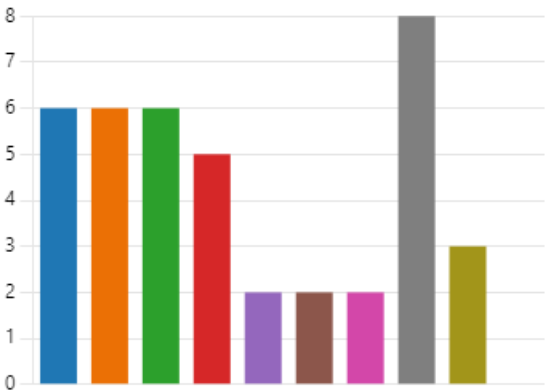
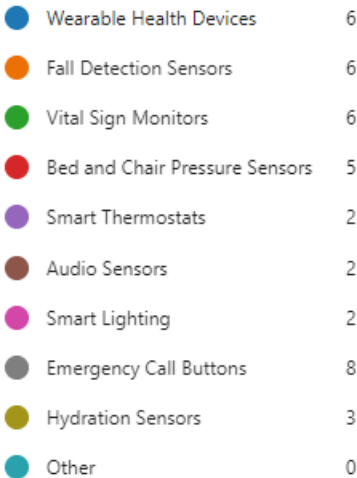
4. What specific features or functionalities would you like to see in an Elderly-Friendly Smart Home System? For example, would you prefer features related to fall detection, medication reminders, security, or home automation?

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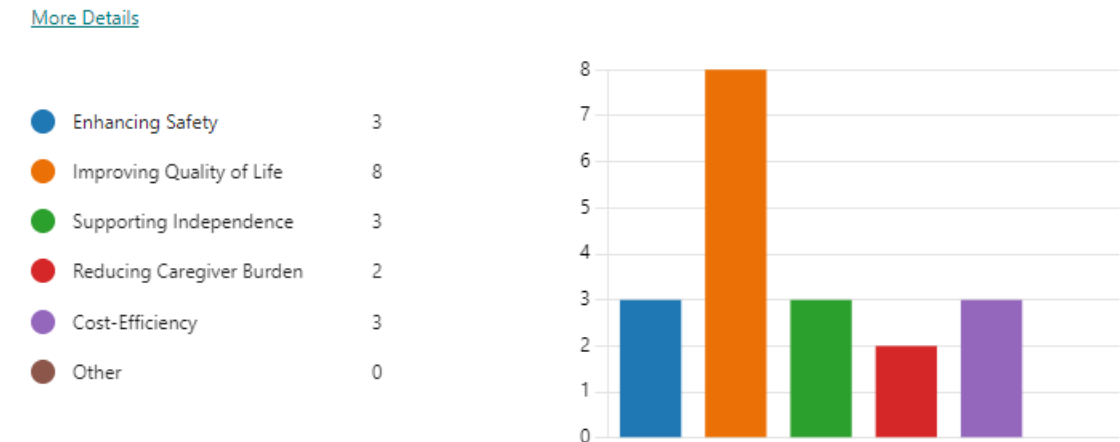


5. What types of sensors or devices do you think would be most beneficial for monitoring the health and well-being of elderly individuals in their homes?

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6. In your opinion, what should be the primary goal of an Elderly-Friendly Smart Home System?




7. Do you have any other suggestions, concerns, or ideas related to an Elderly-Friendly Smart Home System that you would like to share?

3 Responses

ID ↑	Name	Responses
1	anonymous	no
2	anonymous	A very thoughtful idea but my suggestion would be to put Spotify on it so every time the eldderly person is sad or smth, Ivana to be played instantly :))
3	anonymous	I think that sensors for detecting stroke/fall/heart attack are the most crucial part of this system

PERSONAS

Persona 1




Margaret Thompson

- 75
- Widowed
- Castle Combe, England
- Lives in a small suburban house

About them

Margaret has been living alone for the past five years since her husband passed away. She's lived in her current home for over four decades and has deep roots in her community. She raised her children here and has fond memories of family gatherings in her cozy living room

Persona 2



Sarah Mitchell

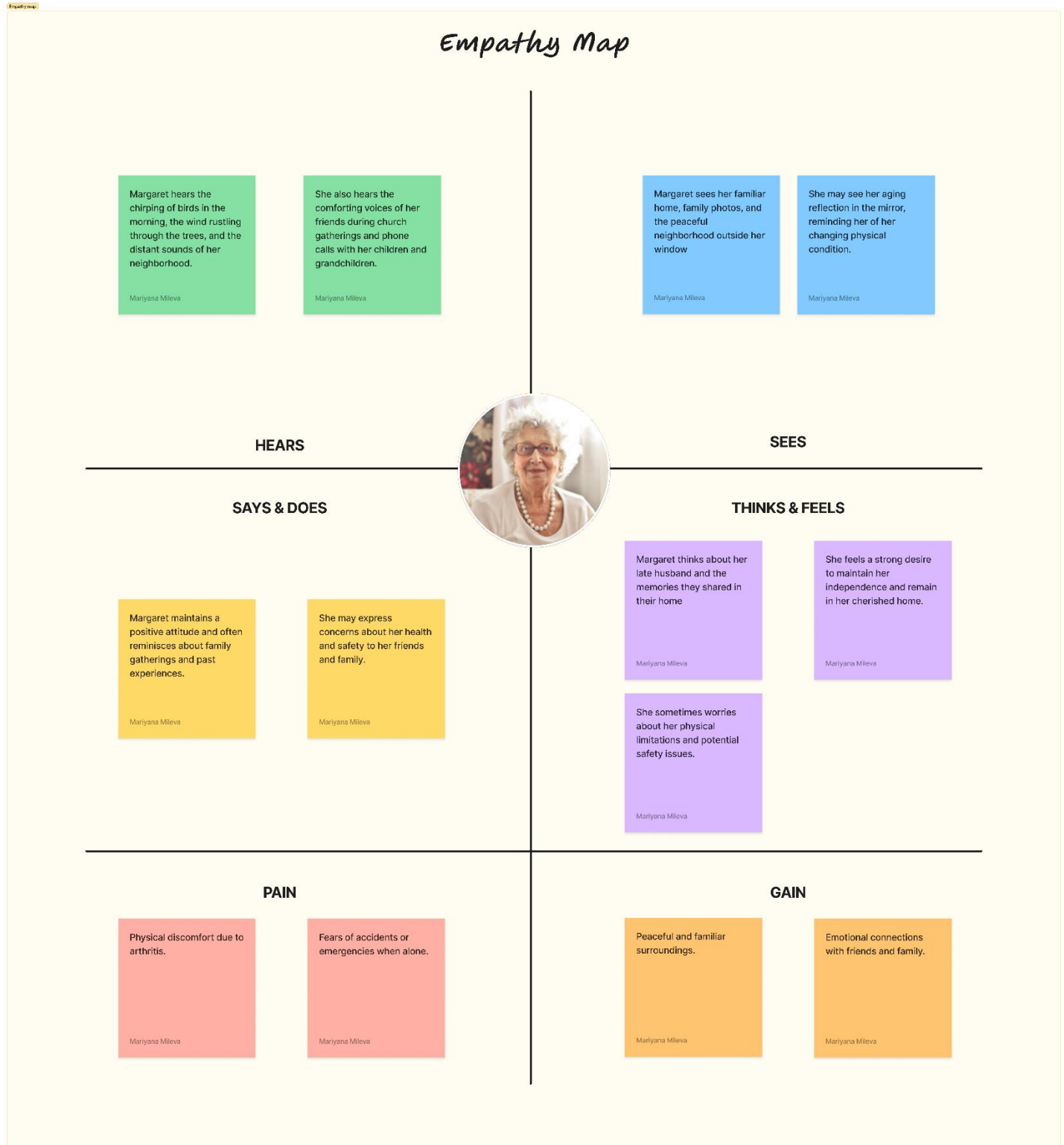
- 45
- Marketing Manager
- Married
- London, England

Bio

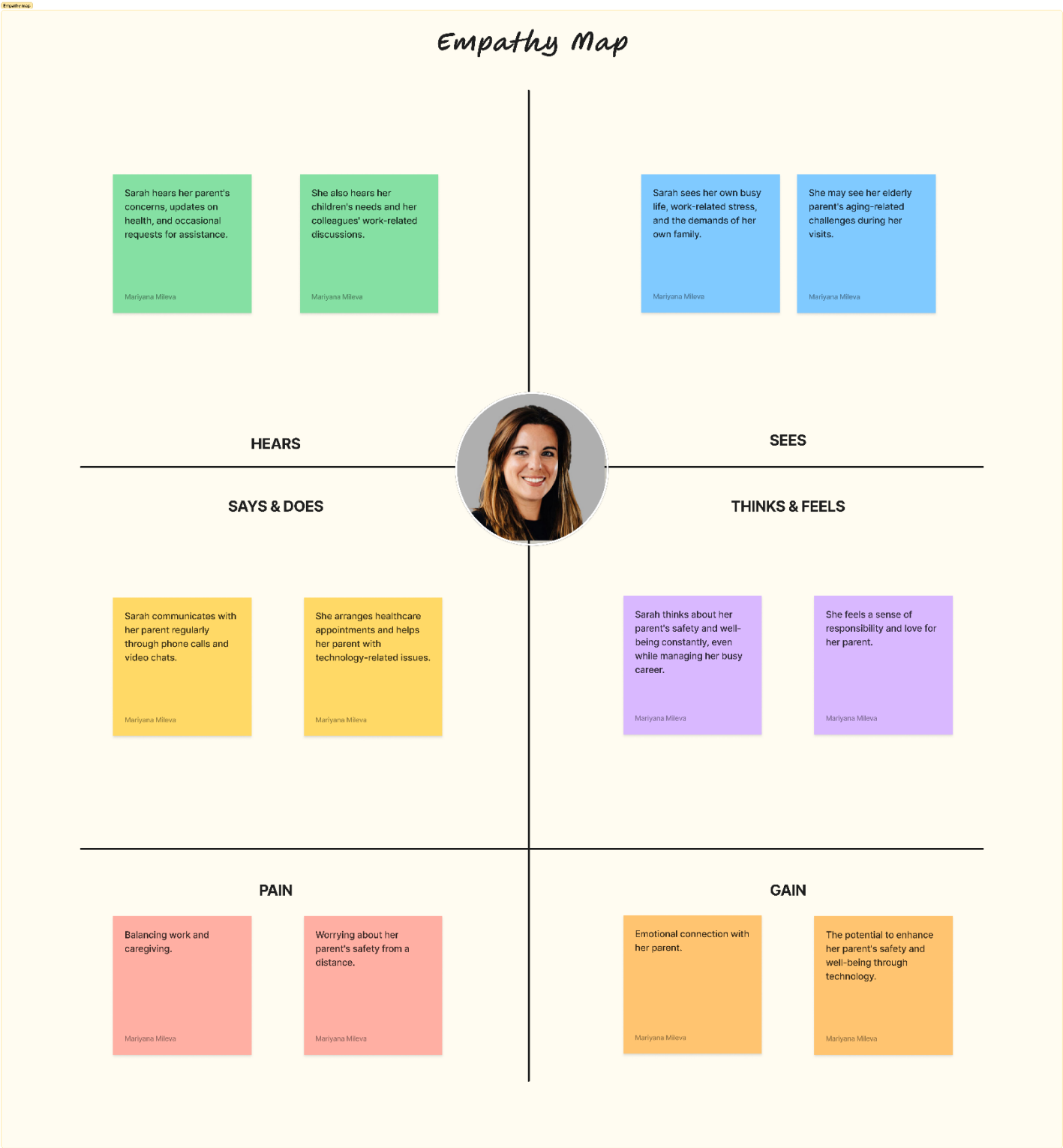
Sarah is a successful marketing manager in her mid-40s. She lives in a different city from her elderly parent but visits them regularly. She has a close-knit family and is the primary caregiver for her elderly parent, who lives alone. Sarah's mother, Margaret, is 75 years old and has been living independently since her husband passed away five years ago.

EMPATHY MAPS

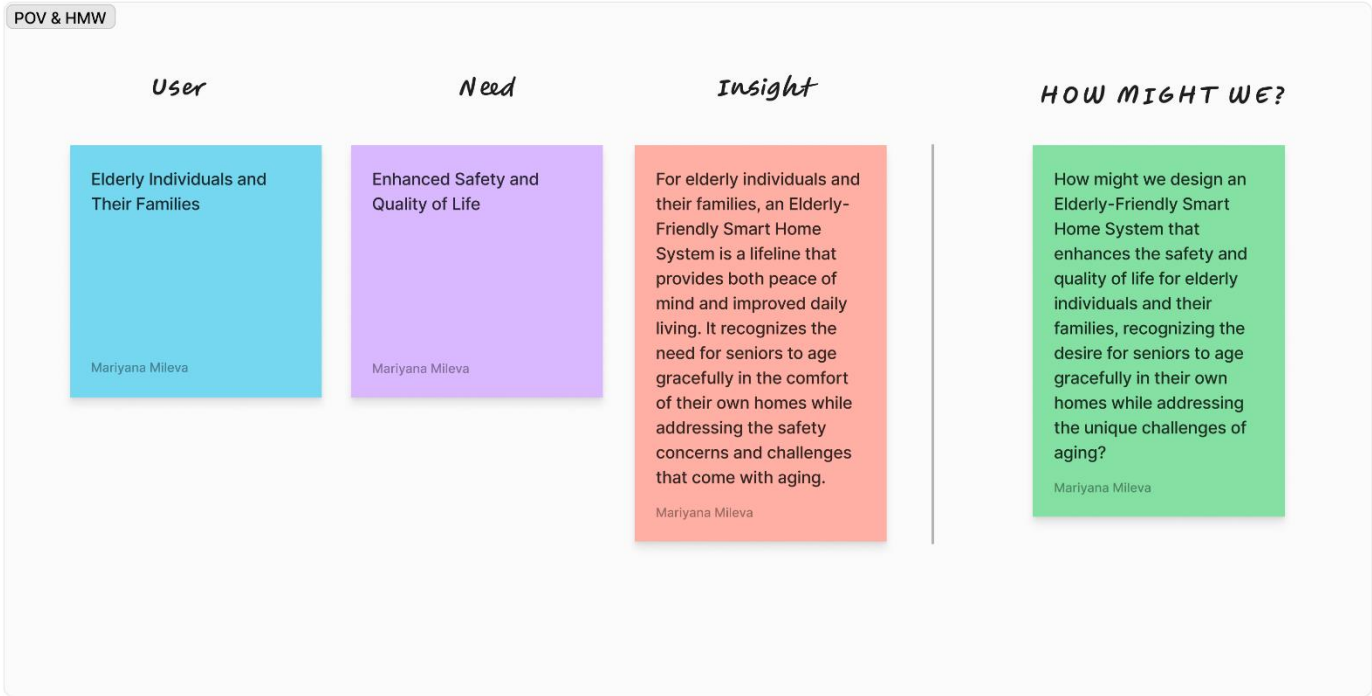
Empathy map 1



Empathy map 2



POV & HMW



CONCLUSION

Finally, our comprehensive survey revealed essential insights into the issues that elderly people and their families confront, as well as their expectations for an Elderly-Friendly Smart Home System. The information gathered from elders and their family members emphasizes the critical need for solutions that address safety, mobility, and daily task management. Furthermore, the survey results reveal a widespread need for smart home system functionalities that prioritize safety, healthcare monitoring, communication, and everyday living assistance.

