

What is the key issue? Why is it important?	Who is it a problem for?	What social/cultural factors shape this problem?	What evidence do you have that this is worth the investment?	Can you think of this problem in a different way? Can you reframe it?
Seniors can fall/injure themselves at home	For Seniors that need help living alone (+60)	Need for independence	Will be a forever problem if not addressed	Limited use of technology at home for seniors
Seniors need help being independent		Younger people not taking care of their parents/grandparents	Quality of life would rise if we support the elderly	
Old people will always exist		Living far away from hospitals/care		