

bloom

A Social App for Seniors

Morgan Liew, Michelle Wang, Kallie Zhang, & Frances Zhao

Overview

Context

Problem

Solution

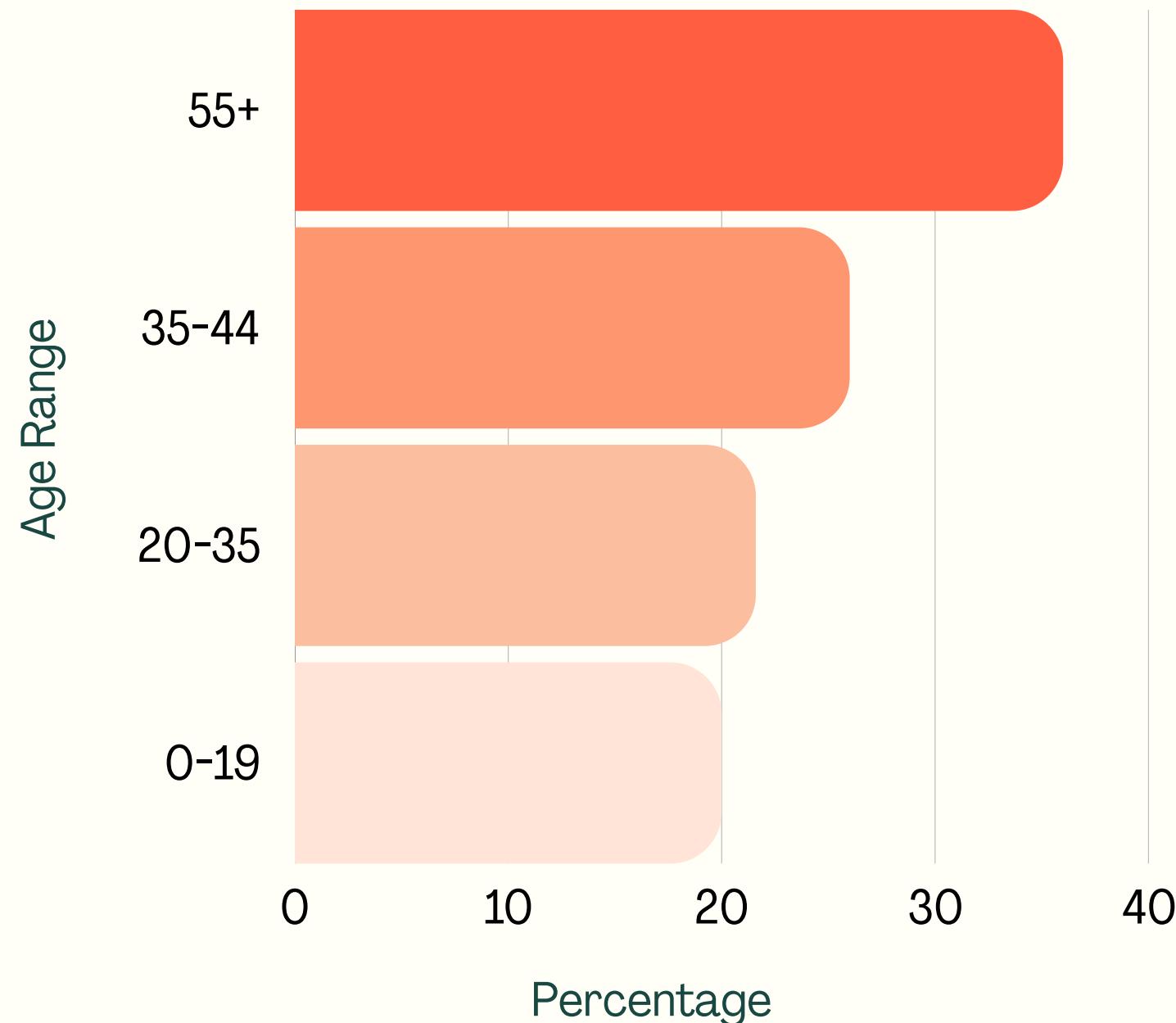
Research & Rationale

Implementation

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Canadian Age Distribution (2024)



In 2024, **81.9%** of Canadians reported using social media.

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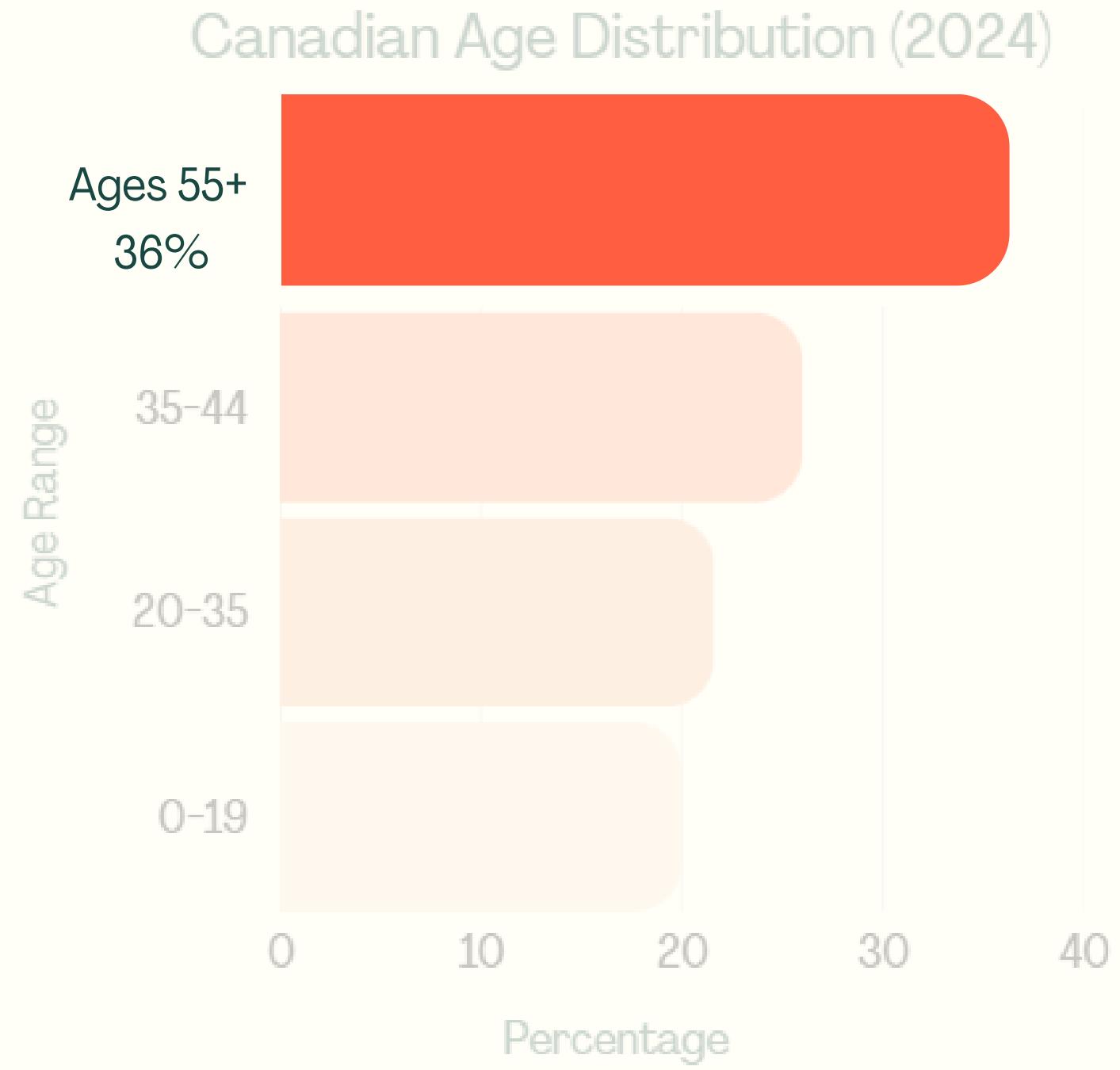
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- 85% of those aged 55+ use electronic devices every day
- In 2024, 41% of seniors reported feeling social isolation
- 57% reporting feeling somewhat or very lonely
- Poses greater health risks, including depression, anxiety, cognitive decline, and weakened immune systems

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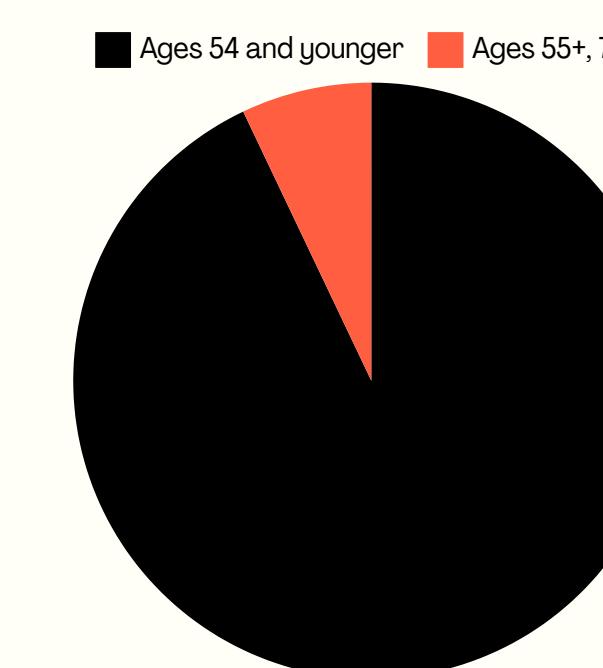
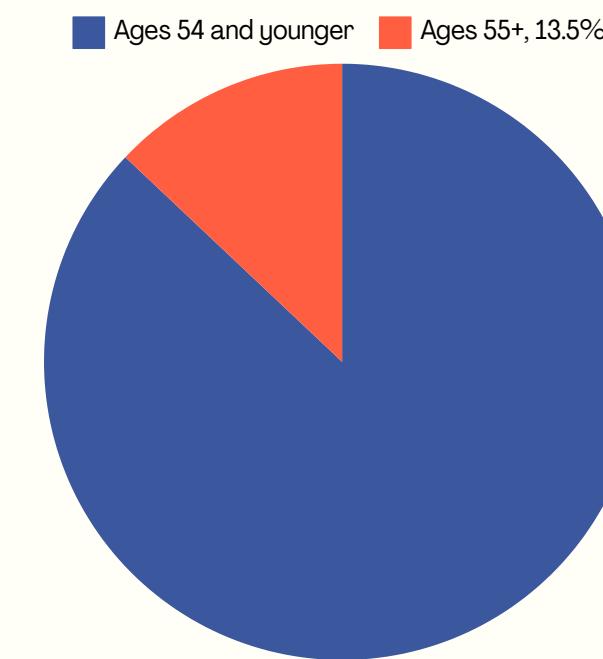
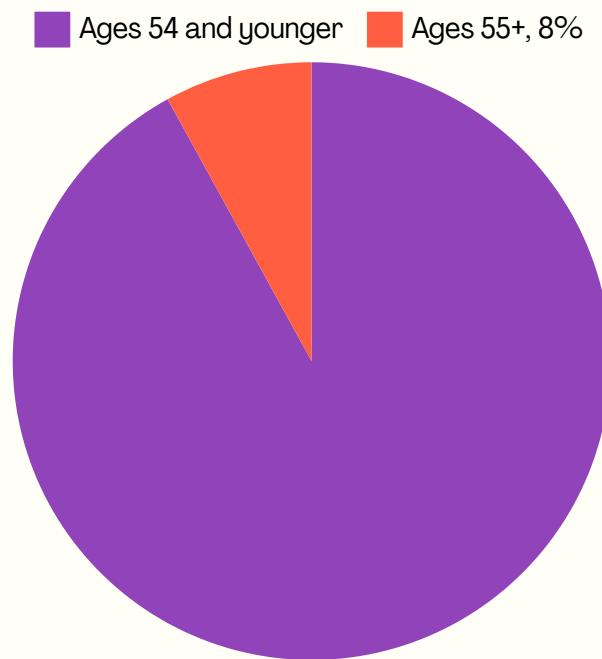
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Three of the popular social media apps in 2025. The **orange section** represents users aged 55 and above, only making up an average of **9.5%** of total users.

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Name: Margaret Altman

Age: 76

Location: London, Ontario

Education: Western University, Engineering '68

Interests: Journaling, gardening

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Pain Points

Lack of digital literacy

Unfriendly user-interfaces

Data and privacy security concerns

Problem Statement

Current mainstream social media doesn't accommodate senior-specific needs, cutting them out of opportunities to reconnect and form deeper, more meaningful connections through digital platforms.

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Iris' Onboarding Process

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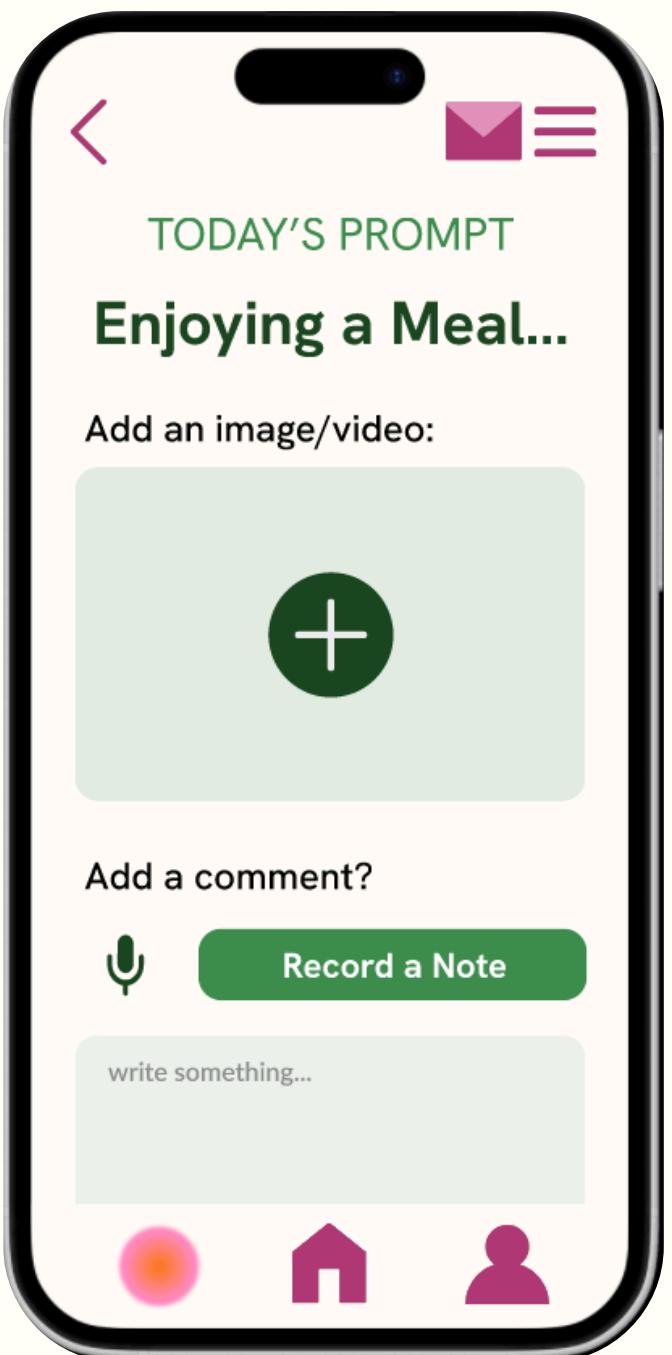
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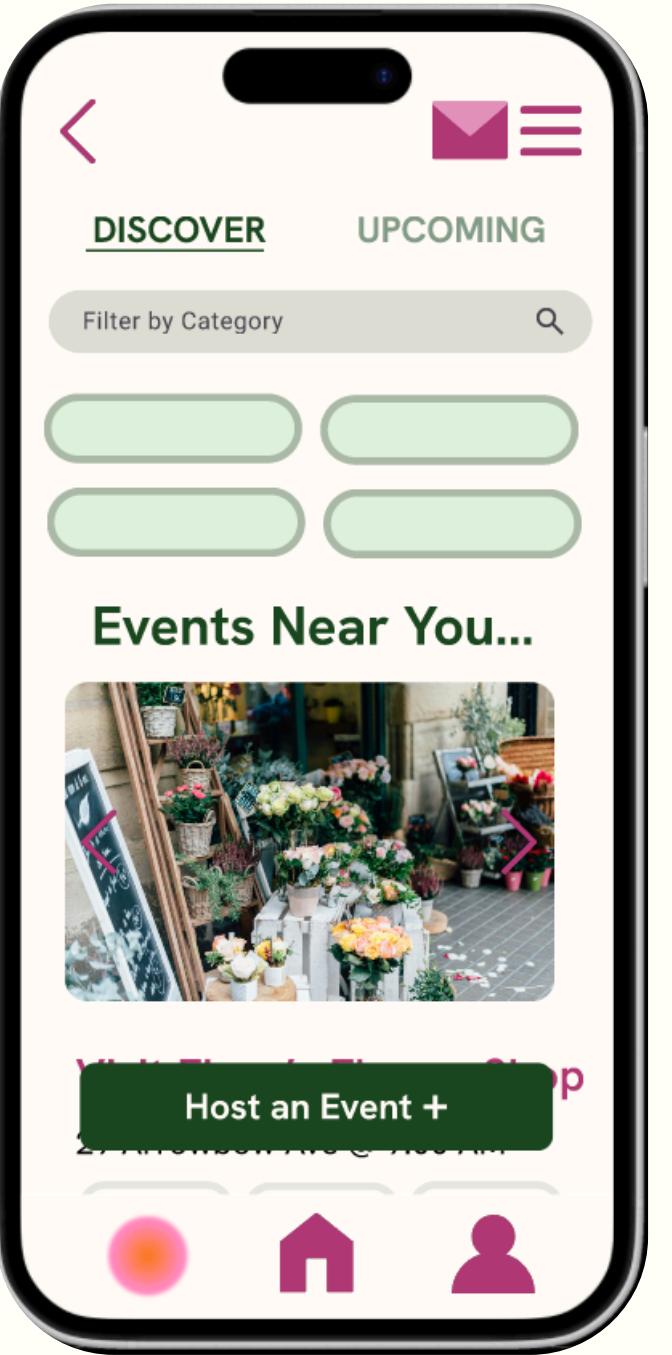
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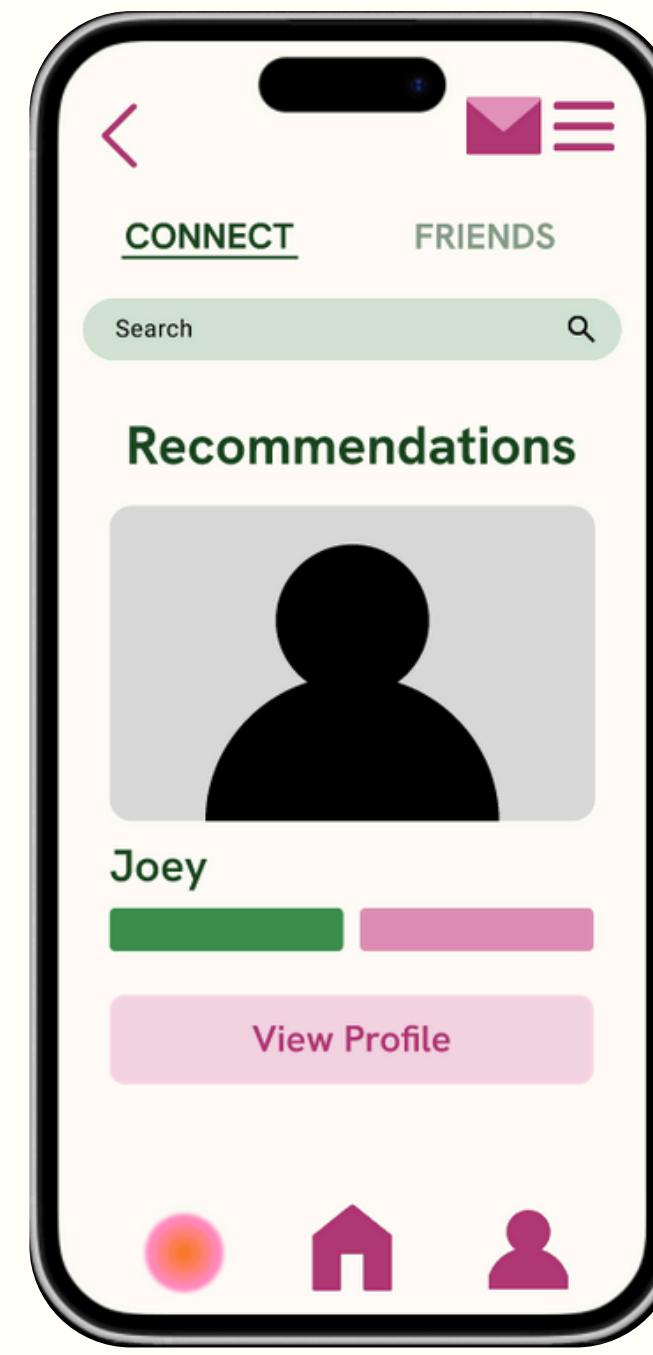
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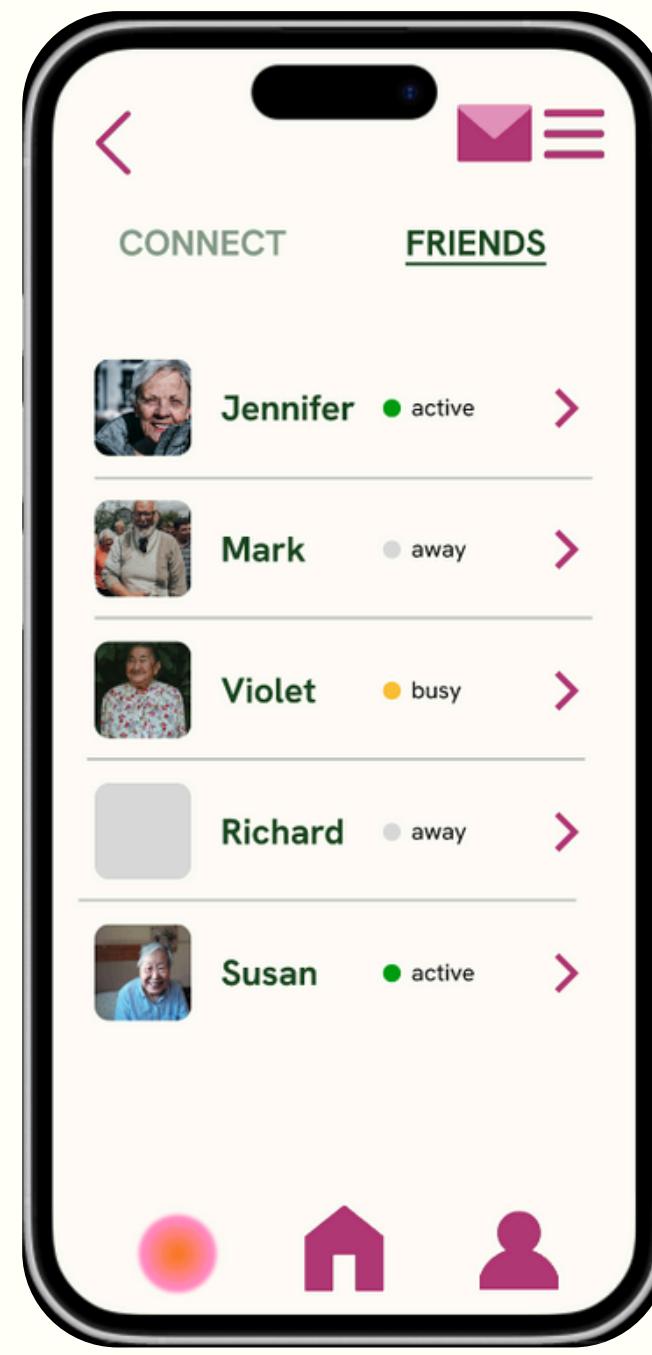
Digital Journal



Community Events



Connect With Friends



Keeping in Touch

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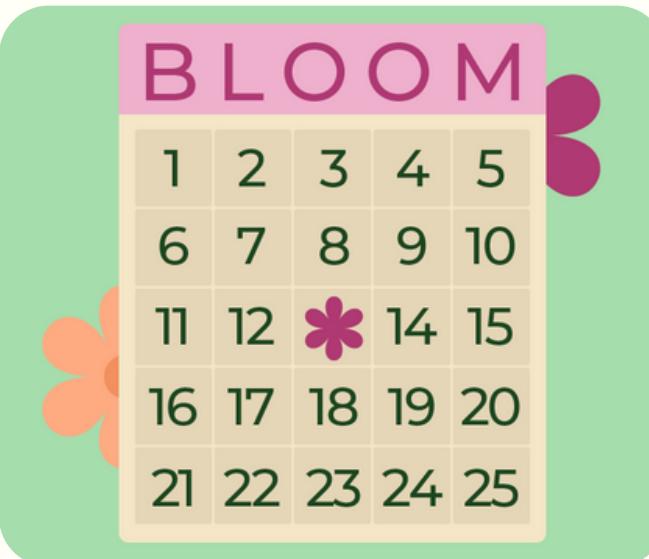
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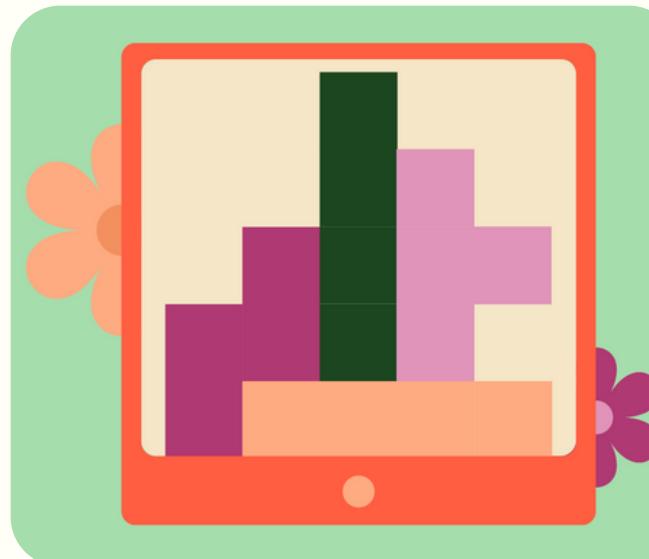


BLOOM - Photo BINGO



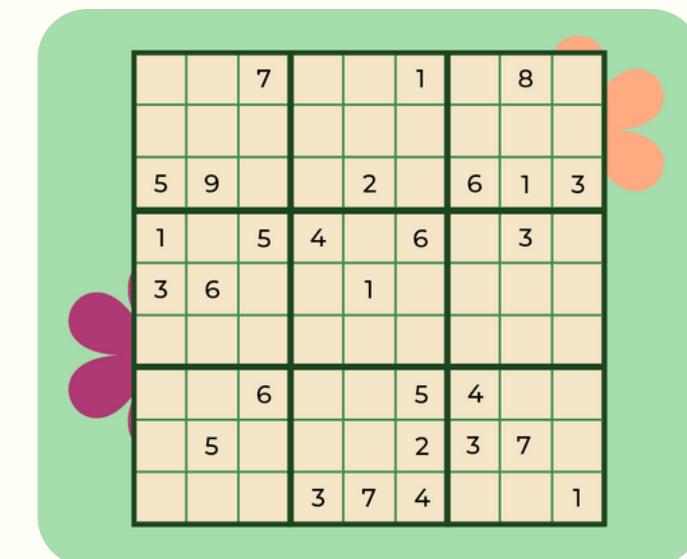
- Complete monthly missions to win BLOOM
- Connects users to the community

Block Blaster



- High contrast colours make the game easy to play
- Works hand movement and trains motor skills

Sudoku



- Promotes logic and problem solving
- Maintains mental sharpness and stimulates the mind

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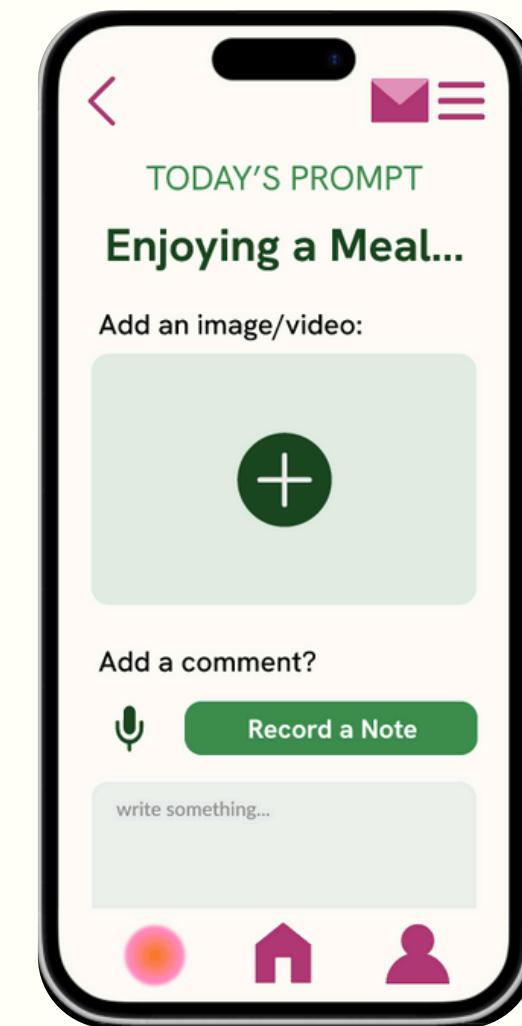
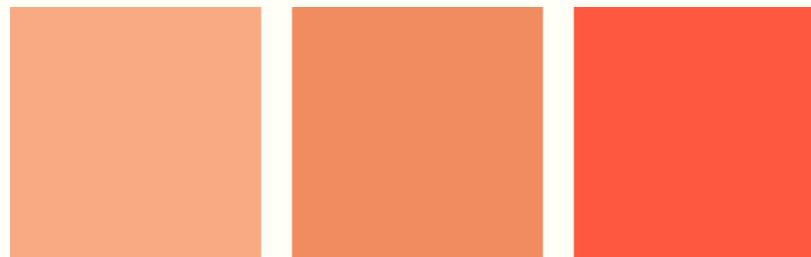
Research & Rationale

Hanken Grotesk

Hanken Grotesk

Hanken Grotesk

Hanken Grotesk



- Sans serif text for easy reading
- High contrast colours
- Simple, but recognizable design
- Large fonts and action buttons

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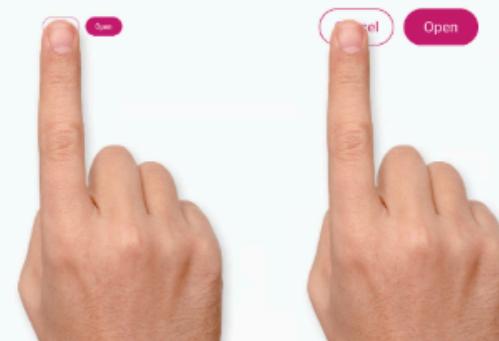
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Source: <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=2210013701>,
<https://www.statcan.gc.ca/o1/en/plus/4288-canadian-seniors-more-connected-ever>

Table shows specific features of technology that seniors use most often

Online activities 4	2018
Sent and received emails	85.5
Sent messages using an instant messaging application (app)	71.1
Used social networking websites or applications (apps)	68.5
Made online voice calls or video calls	47.0
Used dating websites or applications (apps)	5.3
Accessed the news	71.0
Researched for information	80.9
Researched for information on health	--
Researched for information about community events	1
Researched for information about goods or services	--
Listened to music	65.9
Listened to podcast	25.6
Watched video streaming services, excluding live television	58.0
Watched content on video-sharing websites	65.9
Watched streamed or live-streamed sports through a subscription	9.9
Watched streamed or live-streamed sports	--
Watched eSports	--
Watched other video gaming services	--
Watched other streamed or live-streamed television	24.7
Read books or magazines online	24.8
Played video games	30.2
Gambled online	1.9



Screen reader, how it works:

- Screen Readers Present All Information Sequentially
- left to right, top to bottom

<https://www.nngroup.com/articles/screen-reader-users-on-mobile/>

Icons:

- Labeled with text, whenever possible
- Makes purpose of icons crystal clear
- Making sure any and all text and icons are easily interpreted
- Those who don't need the helpful text aren't likely to be offended by it

Gestures:

- There are number of interaction patterns seniors may have that aren't younger generations
 - Eg. typing with one hand
- Keep gestures simple, forget complex gestures that require more than one hand
- Simple horizontal, vertical, diagonal movement is fine, but make them smooth
- Avoid incorporating gestures with quick movements, difficult positioning, or gestures that require use of both hands or more than two fingers
 - can be frustrating to even tech-savvy older users as motor function declines
- Eg. zooming in use a zoomin icon rather than two finger zoomin

Memory and concentration:

- There are cognitive declines that happen with age for people
- Speed of processing information slows with age, can still complete same tasks, but it takes longer than it did before
- Ability to remember to do things in the future decline, working memory (ability to retain and recall info for short periods of time like remembering a phone number) also declines

<https://eapon.ca/social-isolation-and-loneliness/#:~:text=In%20Canada%2C%2041%25%20of%20those,somewhat%20lonely%20or%20very%20lonely>. (2024)

- 41% of those 50 years old and over experience social isolation
- 57% report either feeling somewhat lonely or very lonely

<https://www.mcmasteroptimalaging.org/full-article/healing-loneliness-social-connectedness-46555?hl=social+iso>

- Home based interventions were found to significantly reduce their loneliness and depressive symptoms
- Using mixed platforms showed more favourable results
- Both professional-led and volunteer-led interventions
- Must prioritize simple, intuitive design
- What are our entry and exit points?
- Keep steps simple, direct (minimize steps)
- Decide on main landing page, add call-to-action buttons
- Flow should "nurture" users through onboarding
- Examples - consider what do we want for users? What's best for seniors?

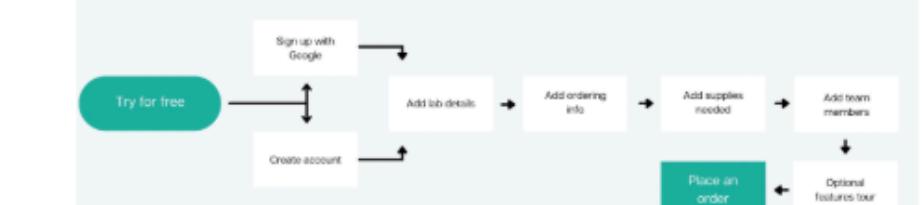
<https://www.statcan.gc.ca/o1/en/plus/7059-older-peopl>

- Approximately 7.6 million Canadians were aged 65 and older in 2020, approximately 19% of the country's total population
- According to statistics Canada, by 2030, seniors could account for 25% of the Canadian population

<https://ccsmh.ca/wp-content/uploads/2023/11/Social-Is>

(2023)

- From CCSMH
 - Canadian Coalition for Senior's Mental Health
- Over 2000 respondents, aged 65+
- 94% of adults say that they are knowledgeable about physical health
 - Including increased heart disease, stroke, and dementia
- 96% of older adults said they are aware that social isolation is a problem
- 21% of respondents said that they were not concerned about social isolation, stating that their main reasons were fear of missing out (39%), or only being a burden to others (22%)
- Neglecting the mental health of elders, rather than addressing it



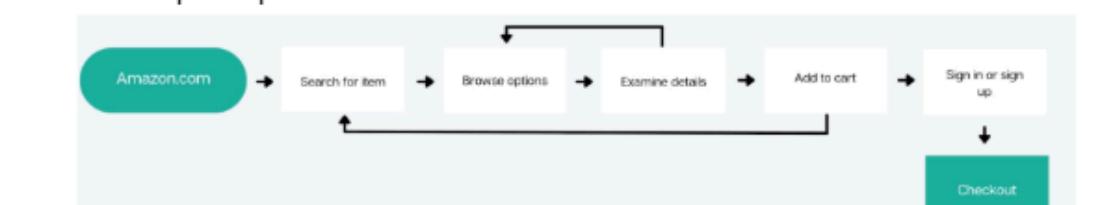
- This flow slows down on boarding before action → instead of making the process easier, questions seem tedious, establishes credibility for brand as an expert, provides greater personalization



- Directly gets you to the goal of starting a call



- Optional product tour



- Purchasing flow
- Signing in/up comes after you complete the actions
- Shows value first before getting users to commit

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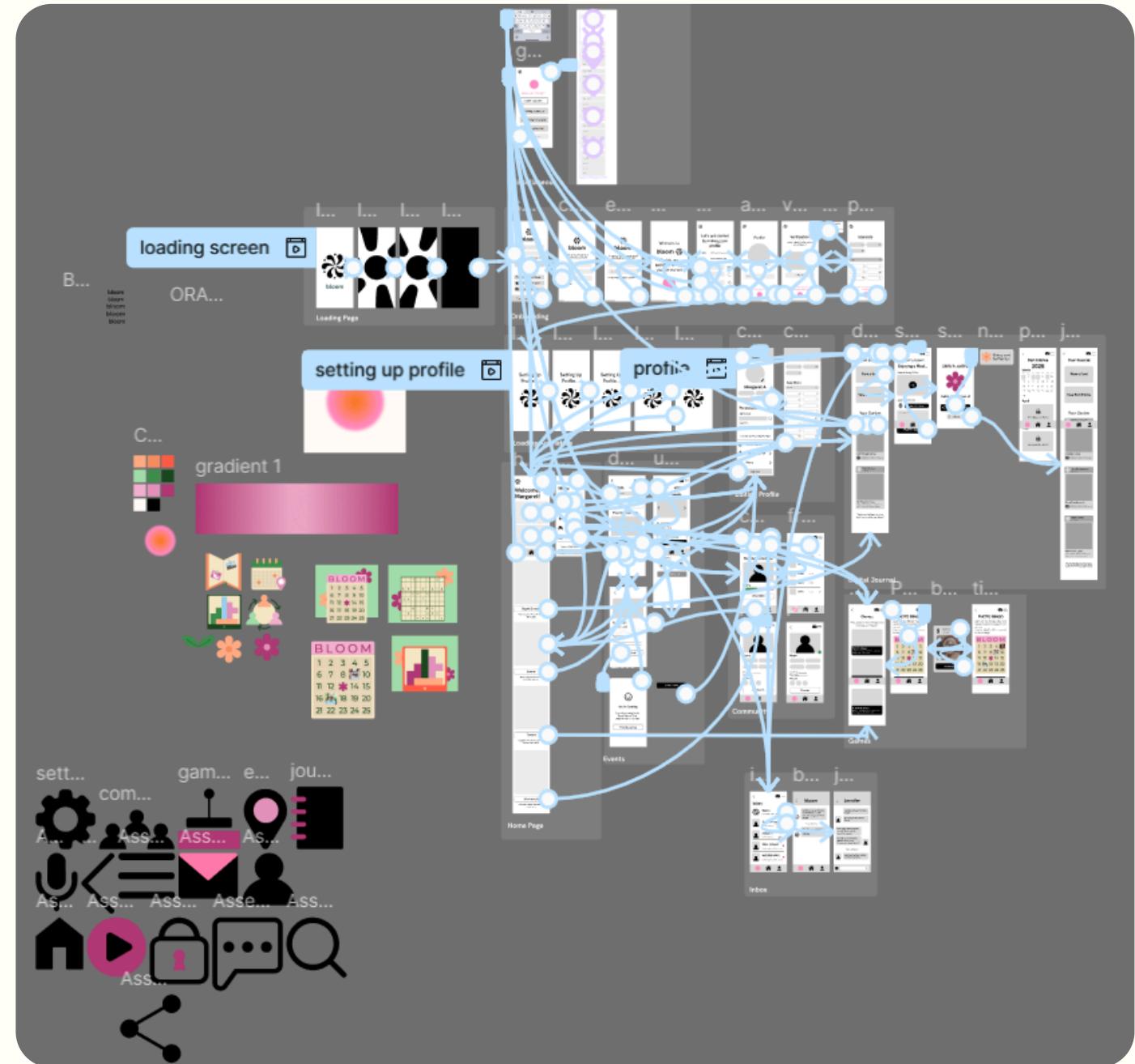
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Low fidelity to wireframing process



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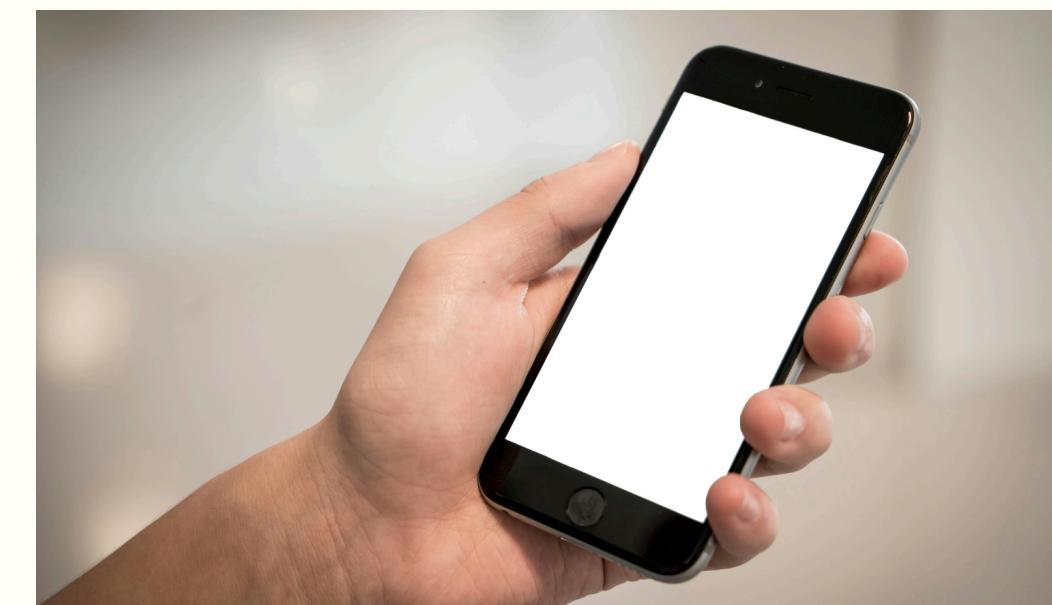
Implementation

Our Steps

- **Revenue Stream:** Event Showcases
- **Target Audience:** Seniors
 - What are their needs and how did that influence our designs?
- User iterations & testing
 - What worked well? What needs improvement?

Next Steps

- Scalability to all devices
- Implementing more accessibility features
 - Customizable font sizes in-app
 - Include transportation options in-app
- Expanding market to all age groups



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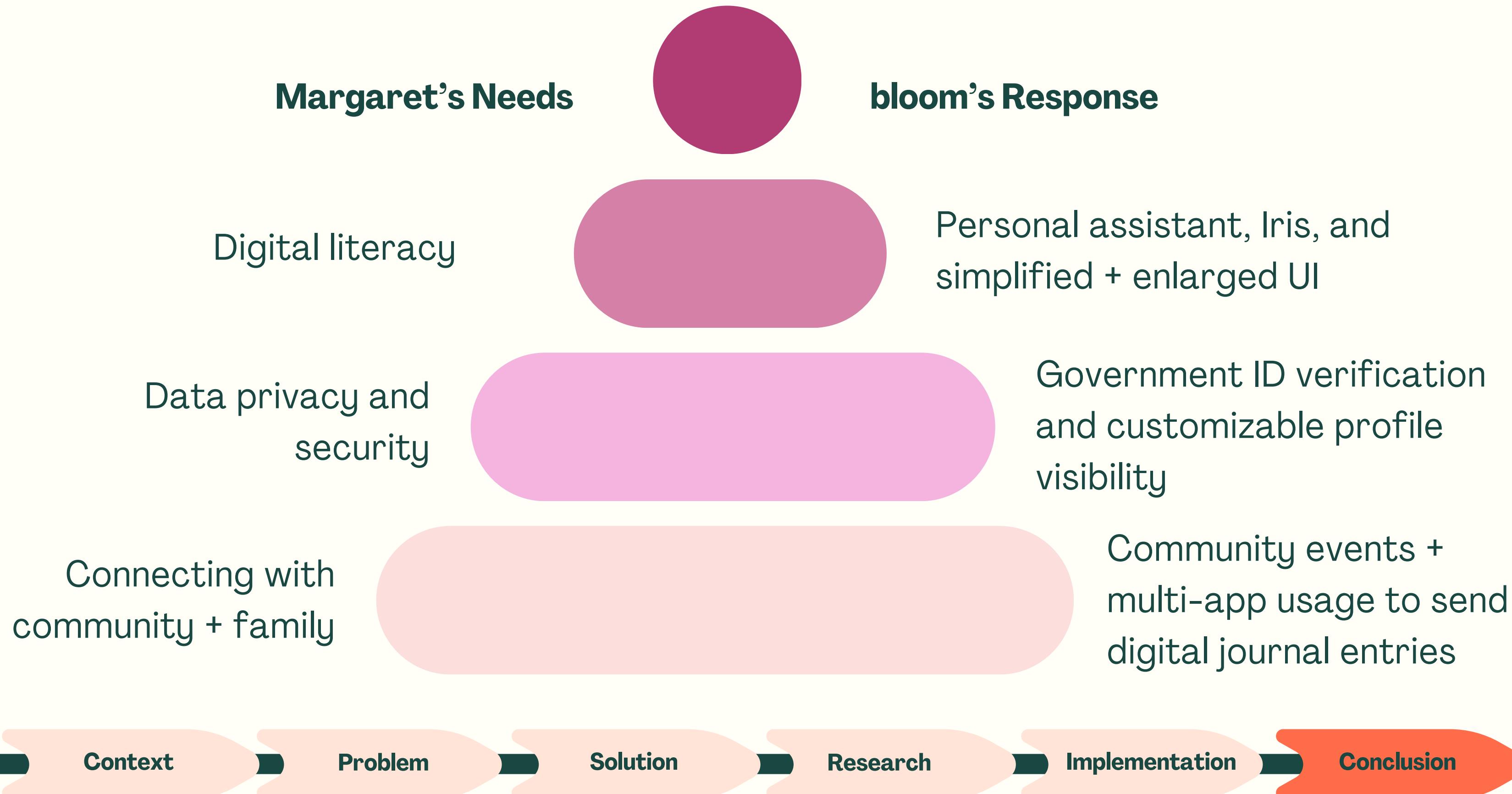
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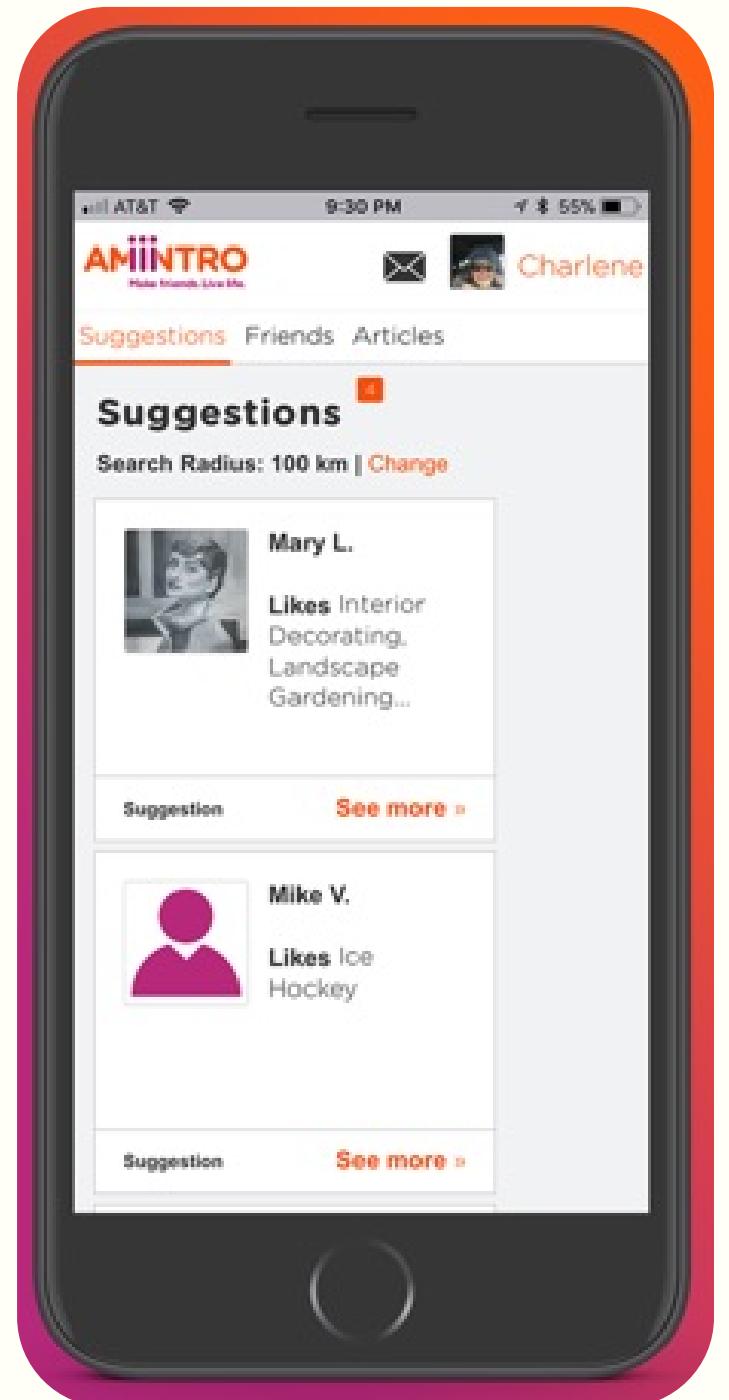
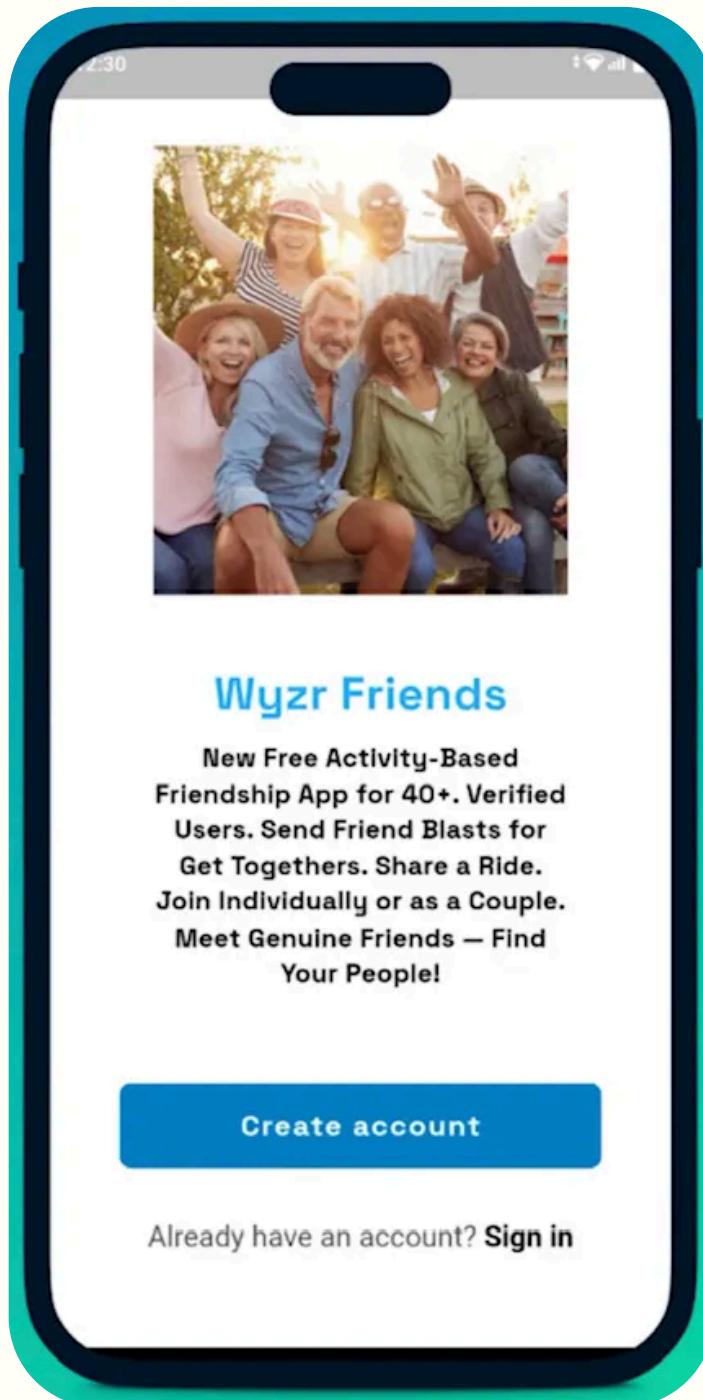
Conclusion





Thank You!

Competitive Analysis



Wyzr Friends & Amintro App

Outdated UI

Lack of Support

Limited Features

Lack of Motivation

SOURCES

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