Aims

* It is usually helpful to have a specific aim for your project,
* Smaller goals which will be helpful for achieving your aim. Describe these as best you can.
* Each project should have a single aim. (e.g. “Re-establish the King under the Mountain", “Construct an artefact in Minecraft", “Produce a movie about green flowers", “Explore the use of Raspberry Pis for cooking"),
* but may have several goals which will need to be achieved in order to fulfil your aim
* If things don't go as expected, this is the part of the plan that you would fall back on to answer questions such as “What are the most important parts of the project? Which parts should have priority over the others? If we have only enough time or resources for one of our goals, which one should it be?"
* One paragraph for the aim and one for each goal is expected. Each paragraph should include a description of the aim or goal, and a justification for it.

Team XVI intend to create an application that is easy for an elderly person to use and navigate. Most elderly people can be overwhelmed by technology and consequently are not interested in using it. Our aim was to detail the end-user experience and functionality.

Our first goal is to design a responsive user interface with larger buttons for the elderly. Elderly users are not as tech-literate as their younger counterparts, which could lead to confusion when needing to click on a link. Buttons however are a lot more intuitive for elderly users. For instance, even though they may still have troubles navigating, a television remote with big buttons can mostly be used by an elderly person. These buttons should also have visual representation of the function to create less confusion for the end user.

We are committed to establishing two user interfaces for the end users of the application. One for users 65+ and another for the younger user. The team’s reasoning behind this is to keep settings and other more difficult menu items away from older users. These menus will cause intimidation and confusion. Younger users have much more experience with settings like changing passwords, and therefore they will be in control in these instances. The 65+ side of the application will mostly focus on communication. This leaves little to no menus for the elderly to get lost in.

Having not grown up with technology at an arm’s reach, the elderly are less likely to actively search out chat applications. In order to push the use of SocialCare Chat, we aim to market it more towards young people. Our goal here is to engage the young, informing them of the application’s special features for them to then educate their grandparents/parents about the app. This could be achieved by using millennial-esque marketing and advertising. Also, by designing the younger side of the application to feature elements that are very common in today’s popular applications.