



ParentPal

A Service for Pensioners in their retired life

Brief:

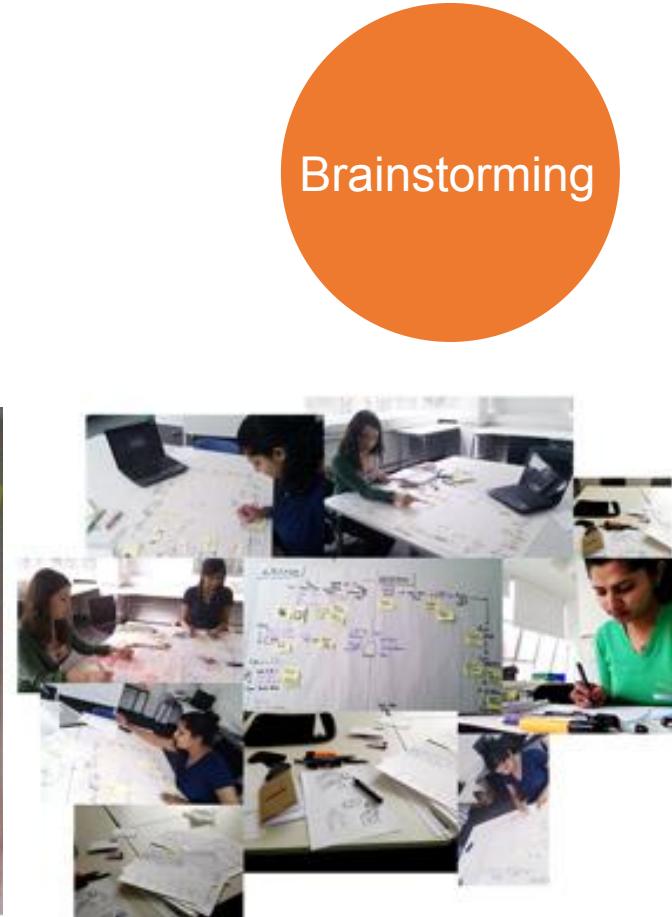
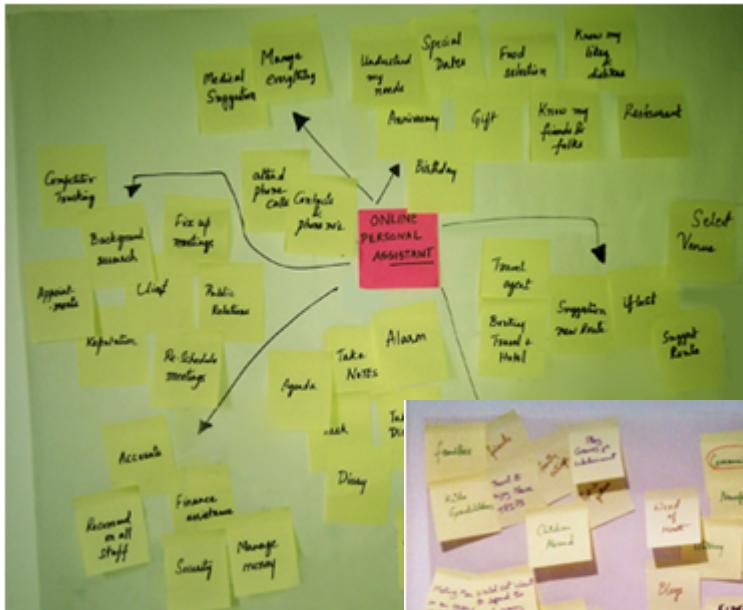
Ethnographic Research, to design a service which caters pensioners to connect with their loved ones through technology

Project Description:

This project was designed in the year 2011, as a part of my academic research at LCC.

During my summer vacation, I personally went to India to work on this project. I did user research on the lifestyles of elderly people in Bangalore, who were mostly living an independent life. As most of their children were settled or doing their studies overseas.

I looked into their lifestyle, and analysed the pattern of their living and the amount of involvement they had with the trending technology. Collected their profiles and personalization, domestic routines and examining aspects of their lives more closely on day to day activities depending on the technology. I have conducted research with around 10 couples including widowers, single mothers all above the age of 60+ yrs



User Profiling



Shivkumar & Sujaya, India & Australia



Krishnan & Vasanti, London



Jayaram & Nirmala, Bangalore



Narayan & Lakshmi, Bangalore



Nagarathna, Bangalore



Sanjay & Anuradha, Mangalore

My target audience were mainly couples who were in their 60's. Understanding on how they spend their day, how they communicate with their children who are overseas and how do they manage to use the technology to improve their lifestyle

Survey Questionnaire

They are willing to learn new technologies

Though they are comfortable talking on phone, I would love to see them using new technologies and talking to me live!

As told by their children!

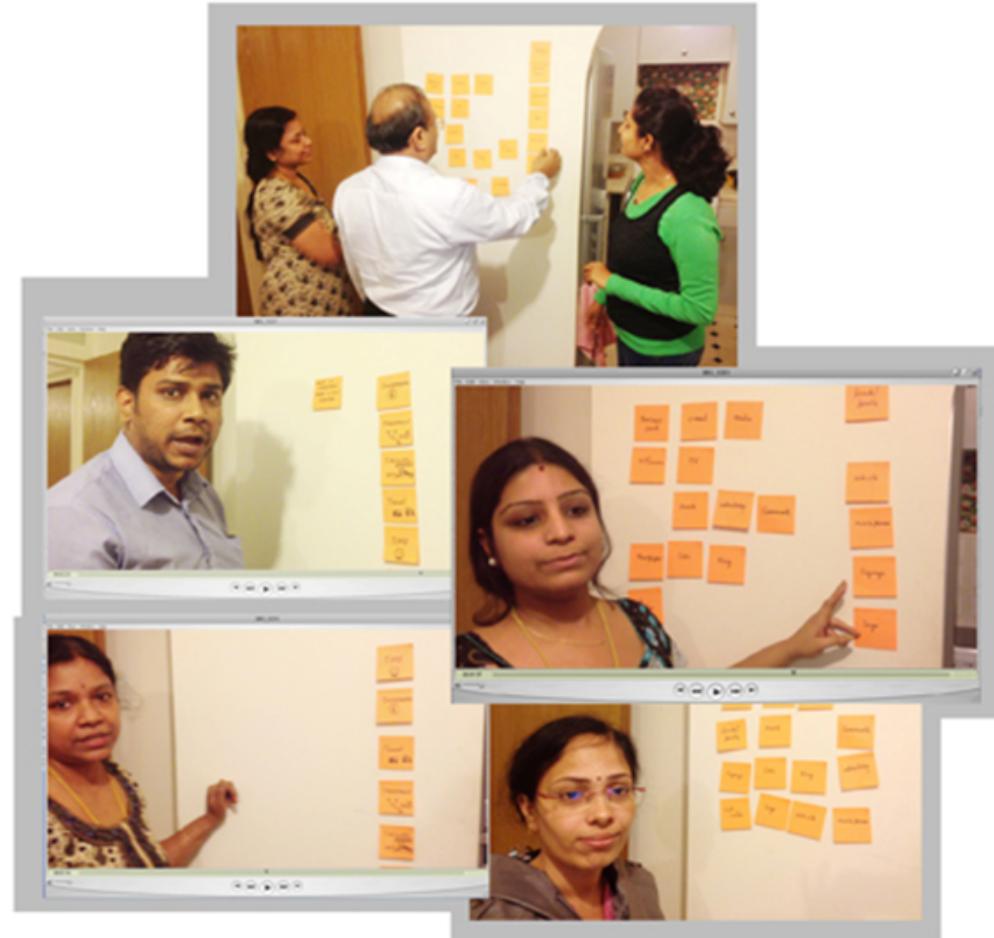
They are happy just talking on the phone

Shadowing

Observing how Mr and Mrs Jayaram spend their day and the activities they involve with and without the support of technology.



Card Sorting



IDEO Card sorting- This method not only revealed an insight about what the user thinks and expects, but even with varied responses, there were commonalities to explore and revealed information and the hierarchical priorities associated with it.

Contextual Interviews

Lakshmi, 52yrs & Narayan, 62yrs

Our children use all the latest technologies, but we feel we lack behind

I rarely used to use mobile, but now without that I feel I cannot do any of my daily stuff

Nagarathna, 58yrs

Shivkumar, 60 yrs

I am very much eager to learn anything new and update myself, it's very important and good to know things happening around us

Shankari, 74yrs

All my life, I have been depending on my husband or children, I feel bad about it

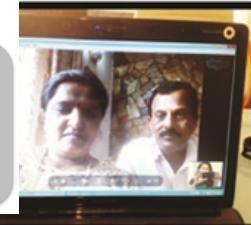
Var & Sujaya, India & Australia



Krishnan & Vasanti, London



& Lakshmi, Bangalore



Nirmala Jayaram, Bangalore



Nagarathnamma, Bangalore

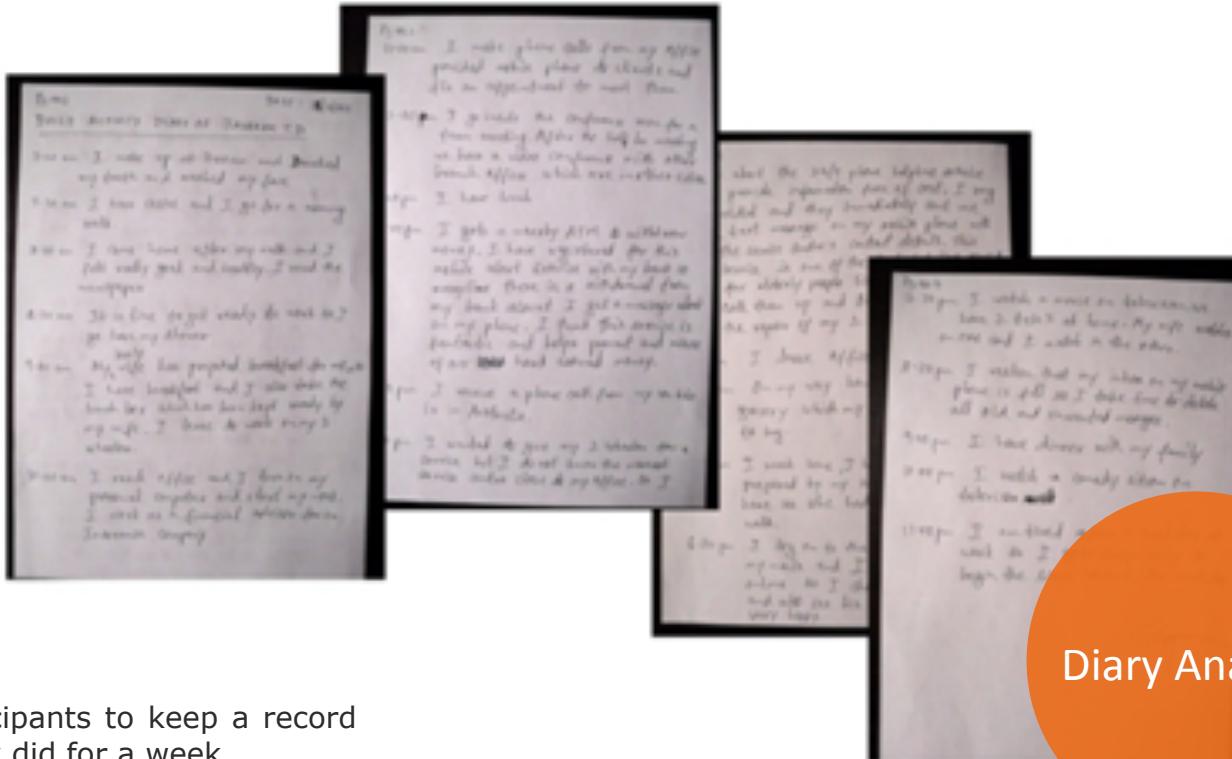


Shankari, Bangalore



Participants: Couples, single mothers, Widower

Interview was conducted with couples and the whole sessions was video recorded with a mobile phone for both visual and audio recording



I asked one of my participants to keep a record and note down what they did for a week.

Diary Analysis

User Journey

Mapped out User Journey to understand the flow of the service and touch points in a real context and various pain points that they can encounter.



Storyboarding

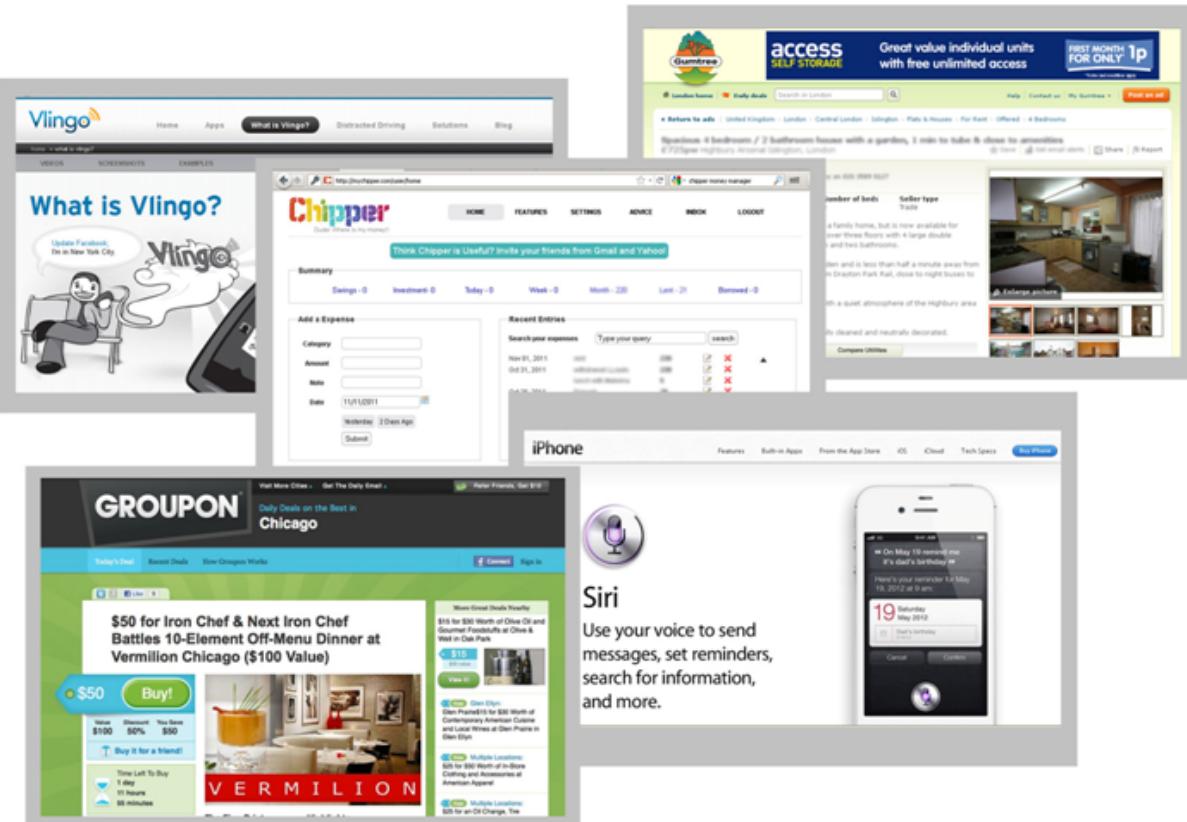


The following is a storyboard of the specific scenario of a elderly couple interacting with ParentPal with respect to health care service.



Casestudy

Analyzing existing case study's and analogy's , I could get some inspiration to build a tool which enables the users to utilize the features and benefit out of it.



Analogy

Considering National Institute for Ageing

- things to take care while designing a website for senior citizens with respect to their vision and memory issues. Saga, UK to understand their pill intake on time and how they are been reminded of it, how technology can come to their rescue and used as a tool. Vlingo and Siri for text to voice, Groupon and others.

Role Play

This was a vital tool used to observe physical interactions between the user and the service from all viewpoints, understanding the touch-points and analyzing improvement areas





Pre- Service Period

Advertisement/ Public Relations

ParentPal reaches its customers through Television, Newspaper(leaflets), Radio, Online adverts. Collaborated advertising with business stakeholders, health clubs and Old-age homes

Social Media

The Website gives more information about varieties of services it provides. Through oldage homes websites, facebook/twitter

Word-of-Mouth

People who have identified and benefited by the services would pass on the word to others

Past Experiences

The bad experiences and struggle they have gone through with every other services previously. People who are looking for an all-in-one alternative

Expectations

Expectations are going to be very high, as this is the first of its kind service for the elderly using technology for their day to day needs.

Service Encounter



Post- Service Period

Customer Relationship Management

Feedback about the service is welcome through the form after every service journey

Social Media

The website has a blog space where every user of this service can share their views and give feedback about their experiences with other stakeholders.

Word-of-Mouth

The service aims that the users benefit by all means and spread the word among their concerned group

Experience

Different people will have different experiences based on the services they opt for through Parentpal.

Experience

The service will surely communicate and ease the experience of every individual to better their living

The Business Model Canvas

Designed for:

ParentPal

Designed by:

Suma Rani

On: 2011

Iteration:

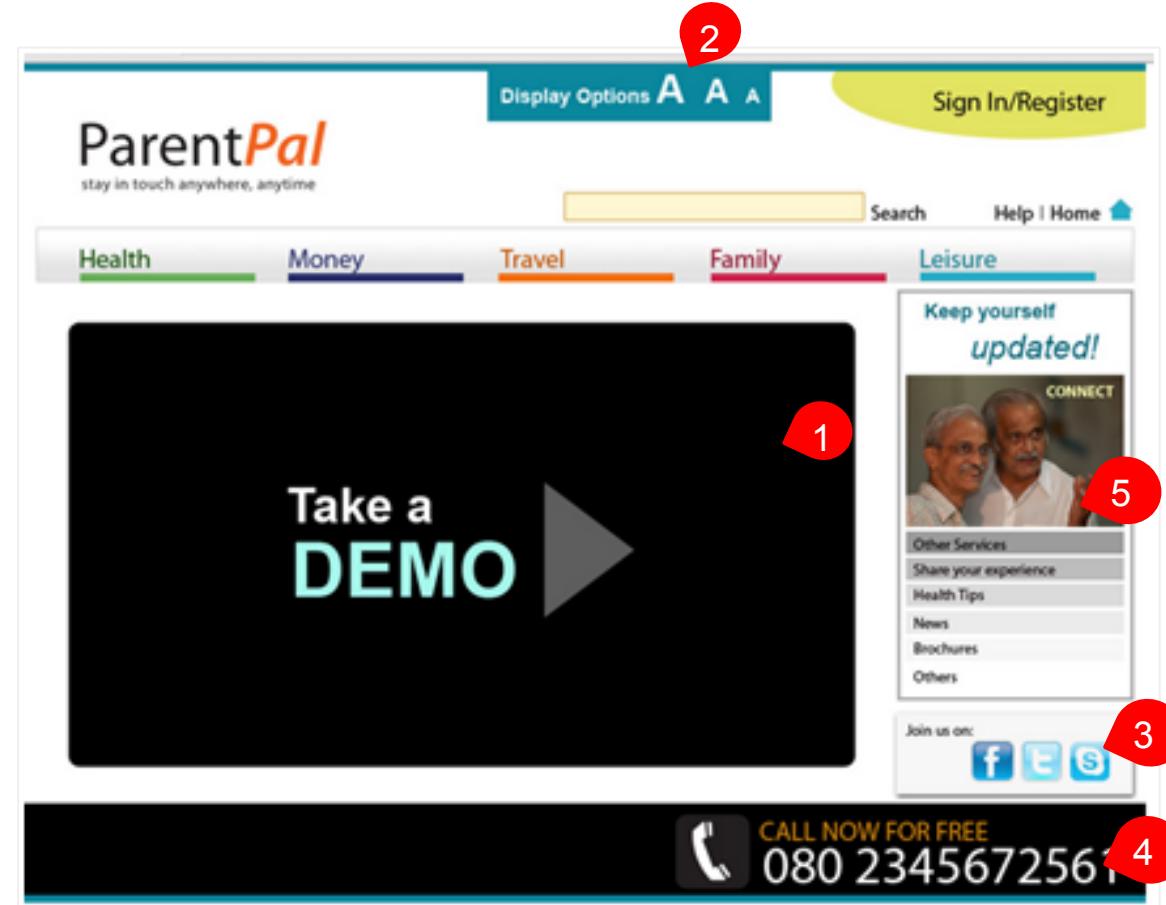
Key Partners  Healthcare services Travel agencies Old-age communities Restaurants Fitness clubs Banks	Key Activities  Creative writing Co-creation Collaboration 24/7 Online helpline Customer care Networking Connect to stakeholders	Value Propositions  Group buying Easy to access Brand Value Coupons & Deals Free Giveaways Coupons & deals Points- redemption	Customer Relationships  24/7 Online helpline Money Back guarantee Coupons & Deals Like and dislike	Customer Segments  Elderly People Disabled Retired
	Key Resources  Marketing & sales Website maintenance team Customer care		Channels  News Paper Online- Website Communities Social media Leaflets	
Cost Structure	Staff Customer care Web hosting Social Media Public relations Printing - stickers, leaflets		Revenue Streams  Subsidizing, Carrybag advertising, Brokerage fee- Stakeholders	

Visual Design



Functionalities

1. Video demo for the user to know how to use the application
2. Display options - considering Vision issues
- 3 Connecting through Social media
- 4 Free call to get assistance anytime
- 5 Keeping elderly updated with latest updates to connect with the community



Functionalities

6. Map which shows the distance they need to travel when in emergency
7. Voice recording for people who have hearing issues
8. Icons- Visual communication for emergency and other first aid assistance
9. Booking a Taxi online

The screenshot displays the ParentPal app interface. At the top, there are 'Display Options' with font size A, A, A and a 'Sign In/Register' button. Below the header is a navigation bar with tabs: Health, Money (selected), Travel, Family, and Leisure. The main content area features a card for 'Columbia Asia' with a building image, address, phone number, a 5-star rating, and travel details (5kms, 15 mins). To the right is a map with a red circle labeled '6'. Below the card is a section titled 'Facilities' with four icons and a speaker icon, with a red circle labeled '8' over it. At the bottom, there's a 'Call for:' section with icons for Emergency, Medicine, and First Aid, followed by a 'Book an Appointment' button. On the right side, there's a sidebar with 'Keep yourself updated!' and a 'CONNECT' section featuring a photo of two men, along with links for Other Services, Share your experience, Health Tips, News, Brochures, and Others. A 'Book a Taxi' button is also present. At the very bottom, a call-to-action says 'CALL NOW FOR FREE 080 2345672561'.

Link to see the interactions of the application

https://www.dropbox.com/s/k7pflp037bwn73t/Website_Prototype.zip

Thanks!