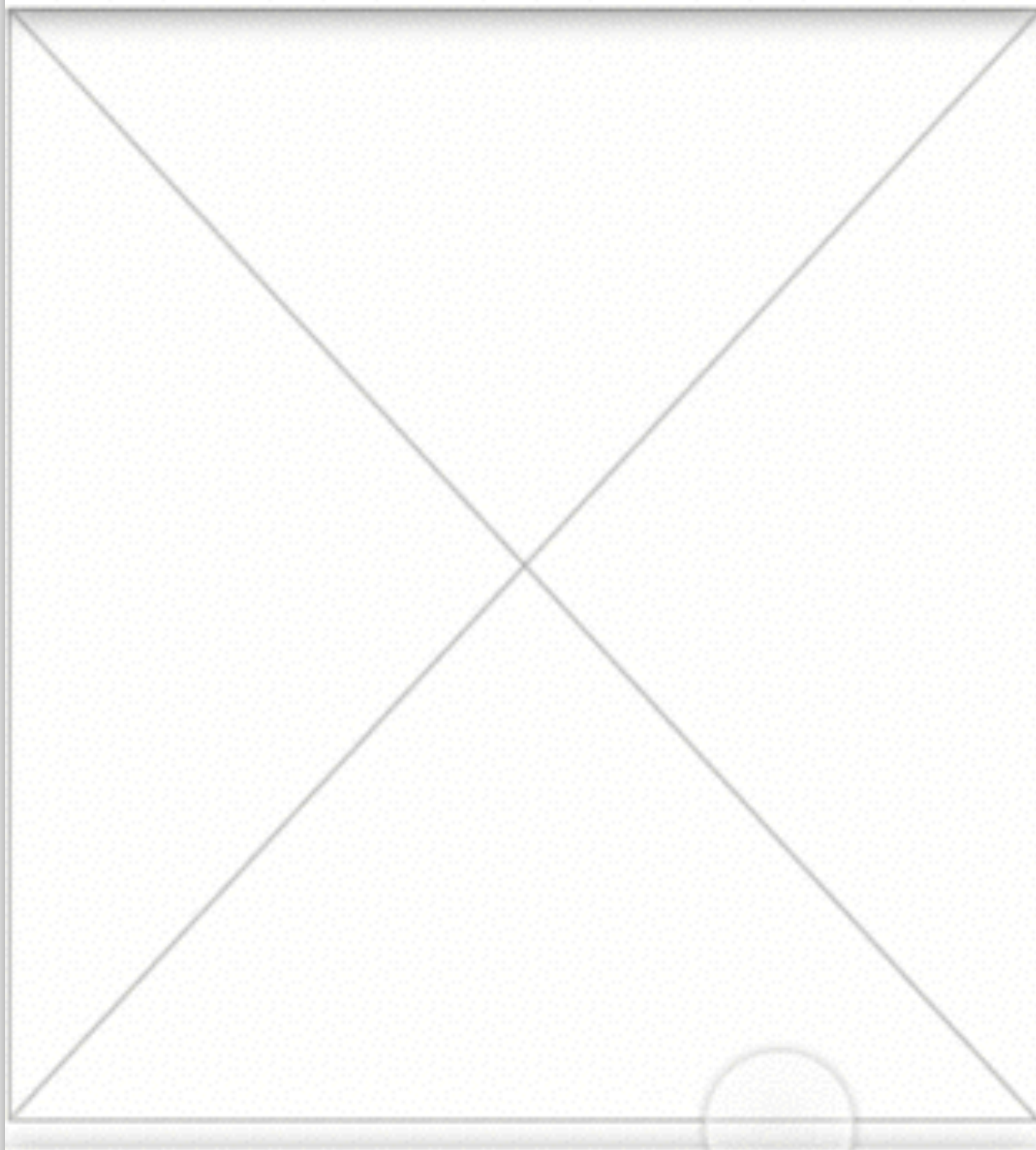


Time to goal: 1 week, 3 days



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Strategy

Instantly playful

Saying Daniel Kahneman taught me all I know about motion design might not be totally off center. Applying what we know about learned and innate knowledge centers to interaction design drives understanding across demographics.



the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million (1990-1999) (Office for National Statistics 2000).

There is a growing awareness of the need to address the needs of older people in the community. The Department of Health (1999) has published a strategy for older people, which sets out the government's commitment to older people and the actions that will be taken to improve their lives. The strategy is based on the following principles: older people should be able to live independently, safely and comfortably; older people should be able to participate in the community; older people should be able to access the services they need; and older people should be able to live in their own homes. The strategy is being implemented through a number of initiatives, including the Older People's Budget, the Older People's Survey, and the Older People's Forum.

The Older People's Budget is a £1.5 billion package of measures designed to improve the lives of older people. It includes measures to improve housing, transport, and social services. The Older People's Survey is a national survey of the needs and views of older people. The Older People's Forum is a national forum for older people, which brings together representatives of older people's organisations and government departments.

The Older People's Budget, the Older People's Survey, and the Older People's Forum are all part of the government's commitment to older people. They are designed to improve the lives of older people and to ensure that they are able to live independently, safely and comfortably, participate in the community, access the services they need, and live in their own homes.

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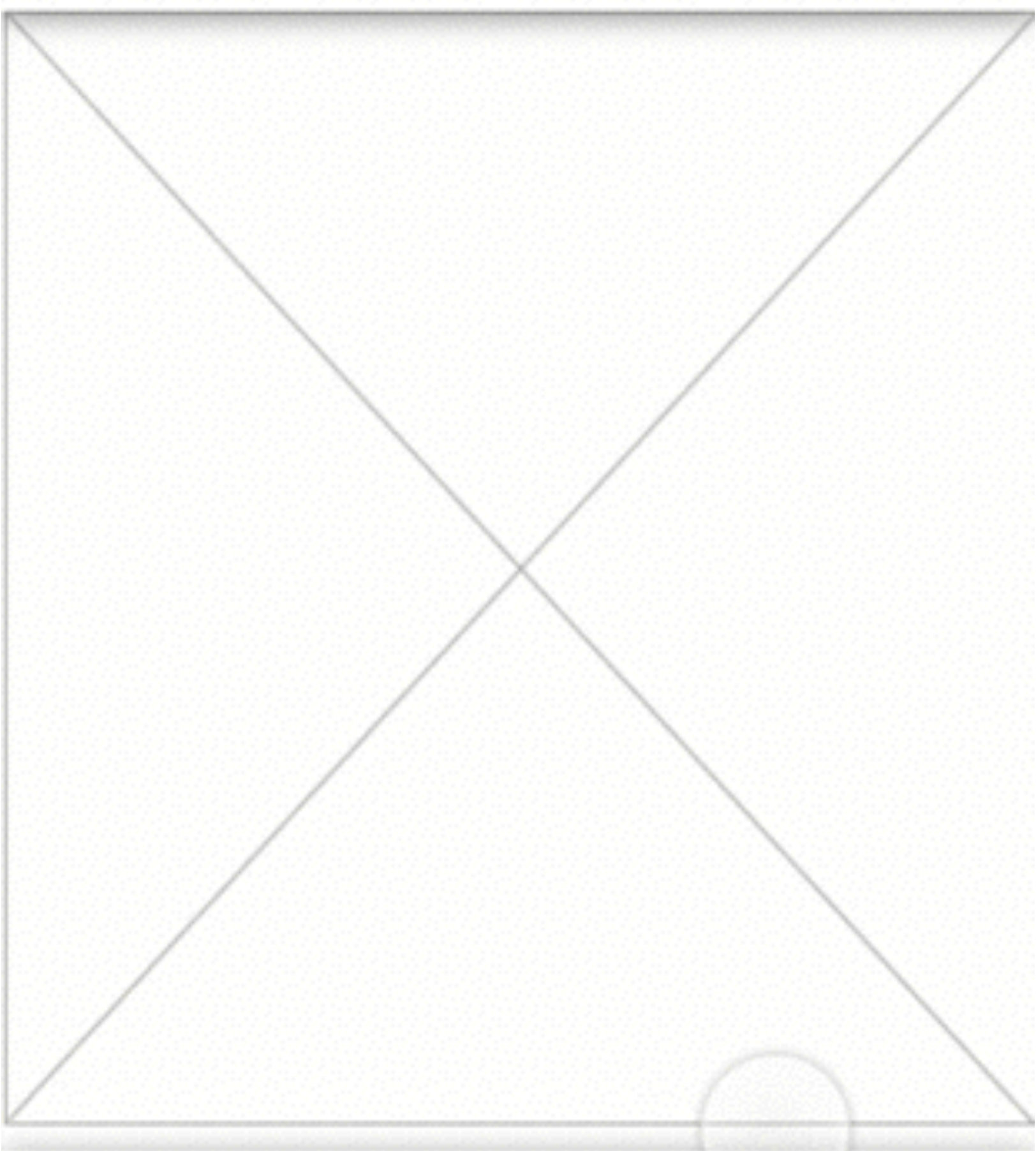
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Time to goal: 1 week, 3 days

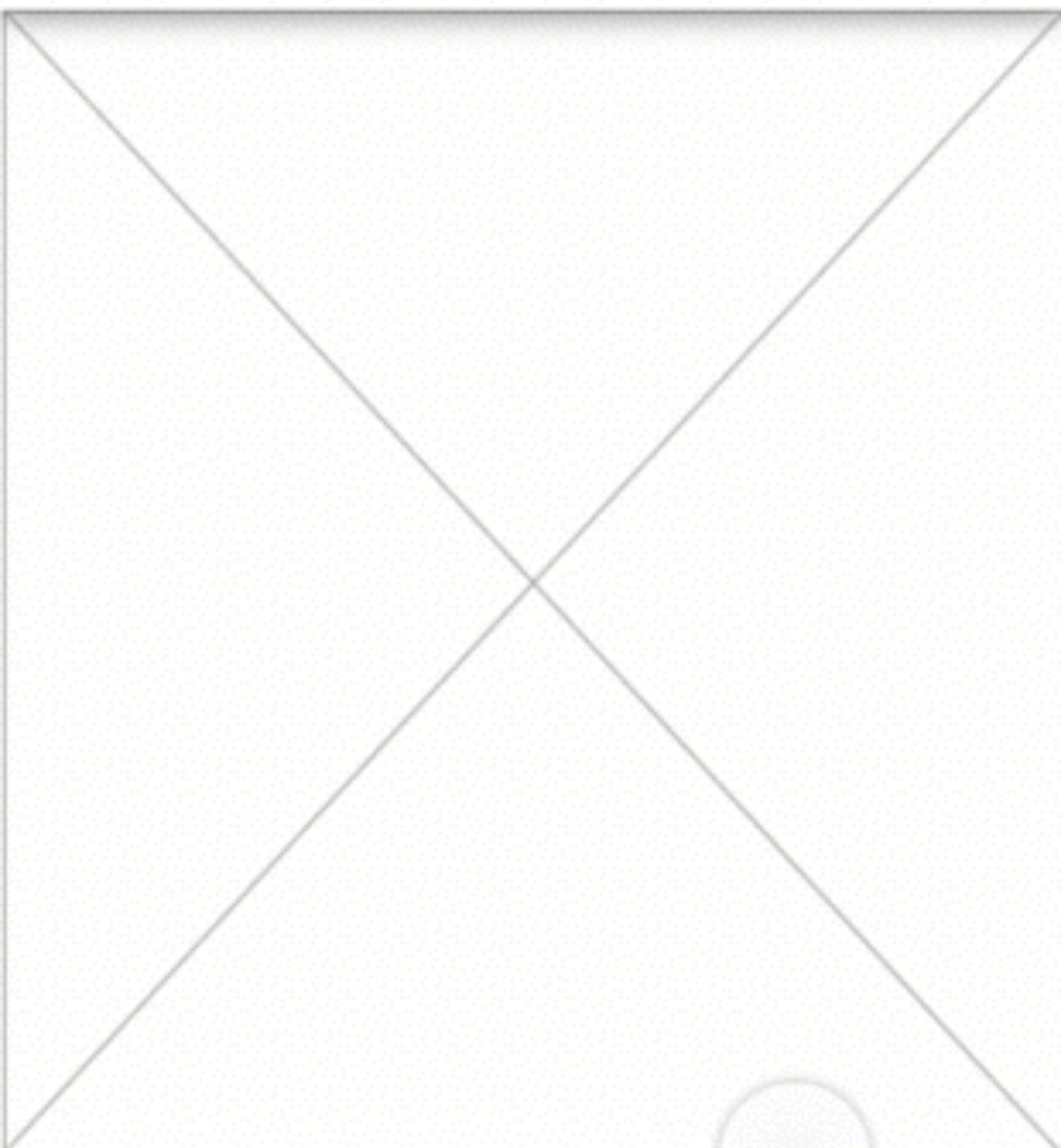


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Strategy

Time to goal: 1 week, 3 days



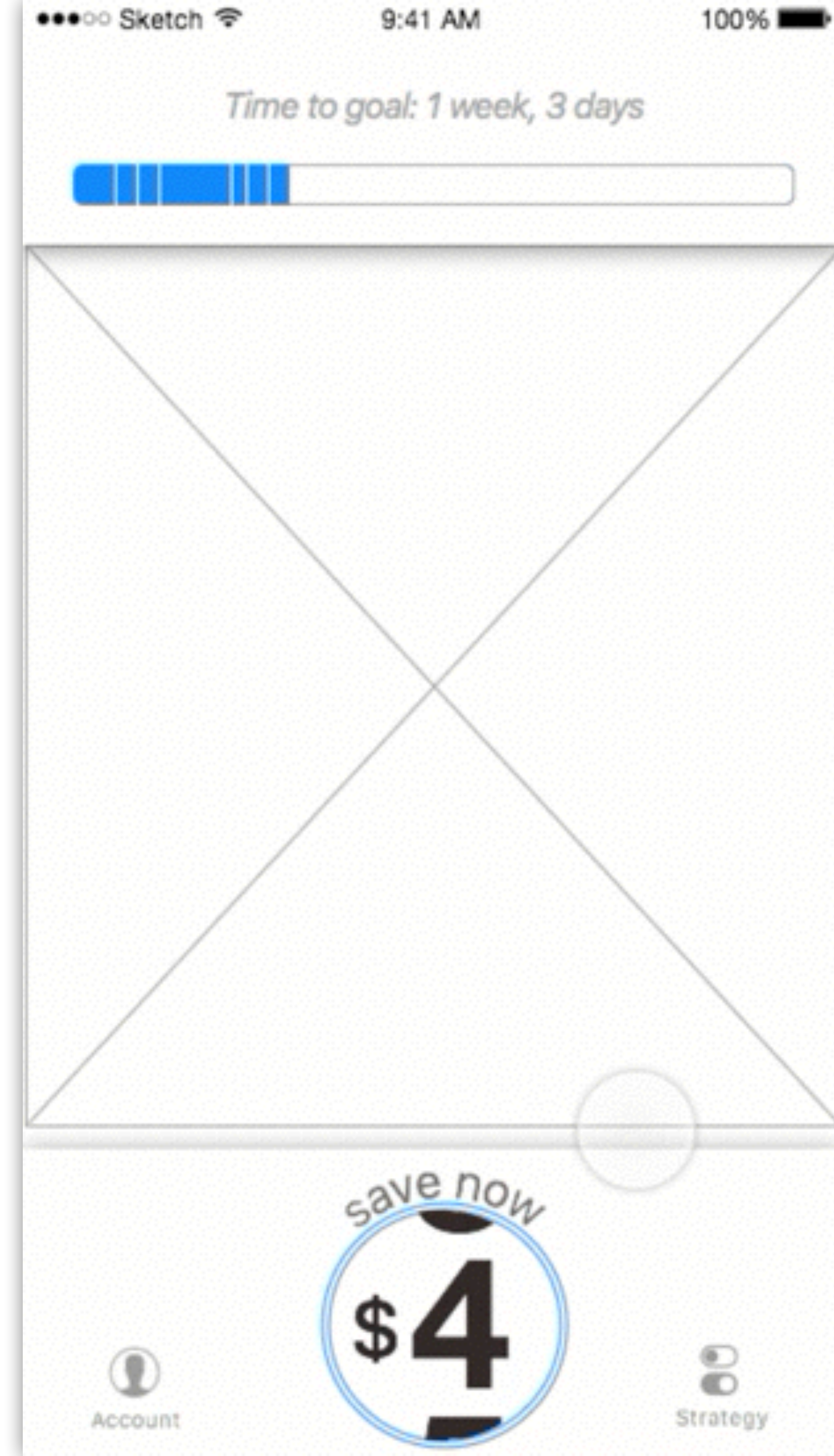
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Customizing UI with context

Opt-in sections of the app update navigation to make most of space and user attention. Here I designed for multiple user types within the same app using a modal tool bar.

