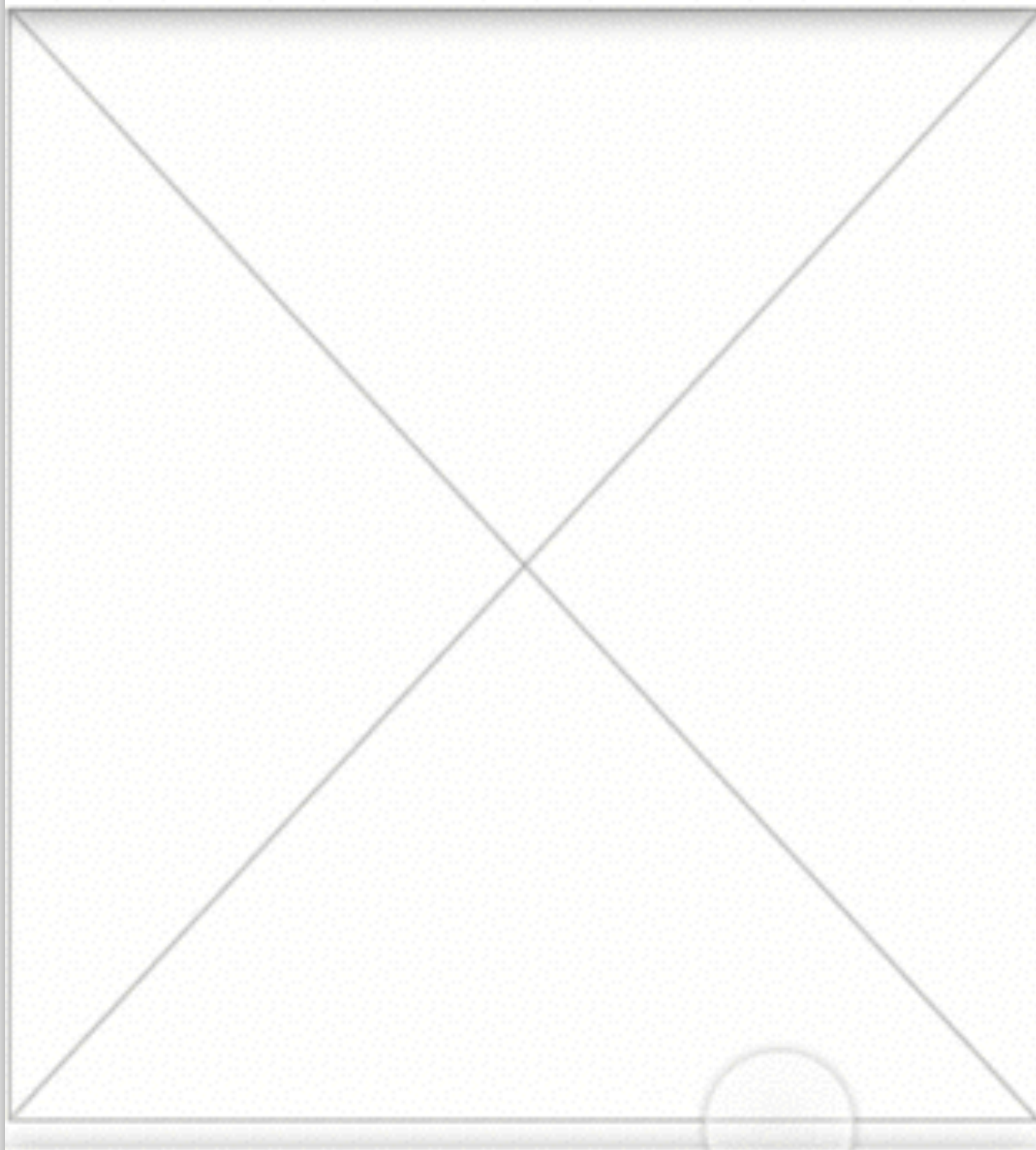


Time to goal: 1 week, 3 days



Account



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 of 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 a vision for the future of older people's services. The strategy is based on the principle of 'active ageing', which is the process of enabling older people to live a life of health, independence and participation in society. The strategy also sets out a number of key objectives, including: to improve the health and well-being of older people; to promote social inclusion and participation; to support older people to live independently; and to ensure that older people have access to the services and support they need.

The strategy also sets out a number of key actions, including: to improve the health and well-being of older people; to promote social inclusion and participation; to support older people to live independently; and to ensure that older people have access to the services and support they need. The strategy is a key document for the development of older people's services in the UK.

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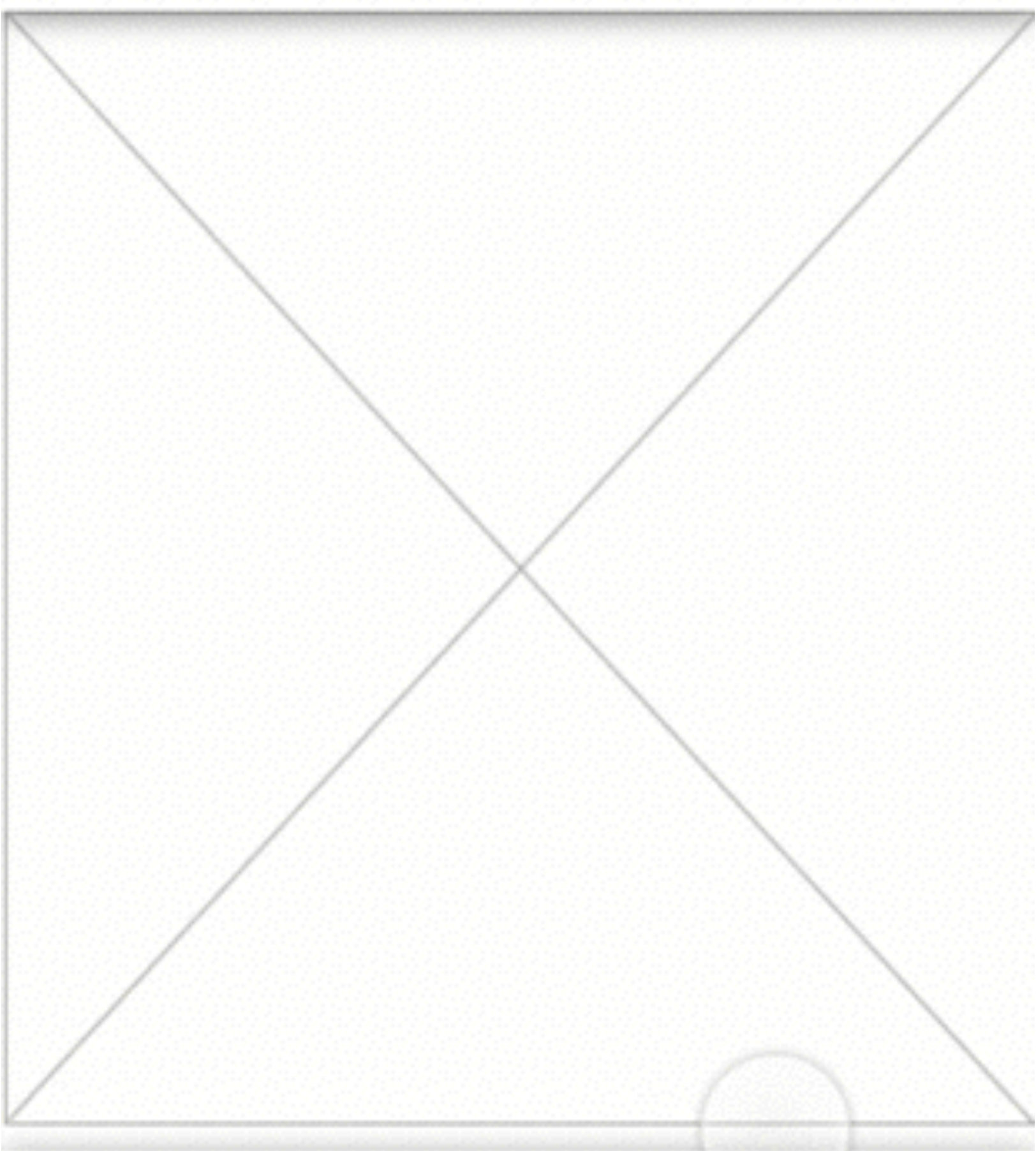
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Time to goal: 1 week, 3 days

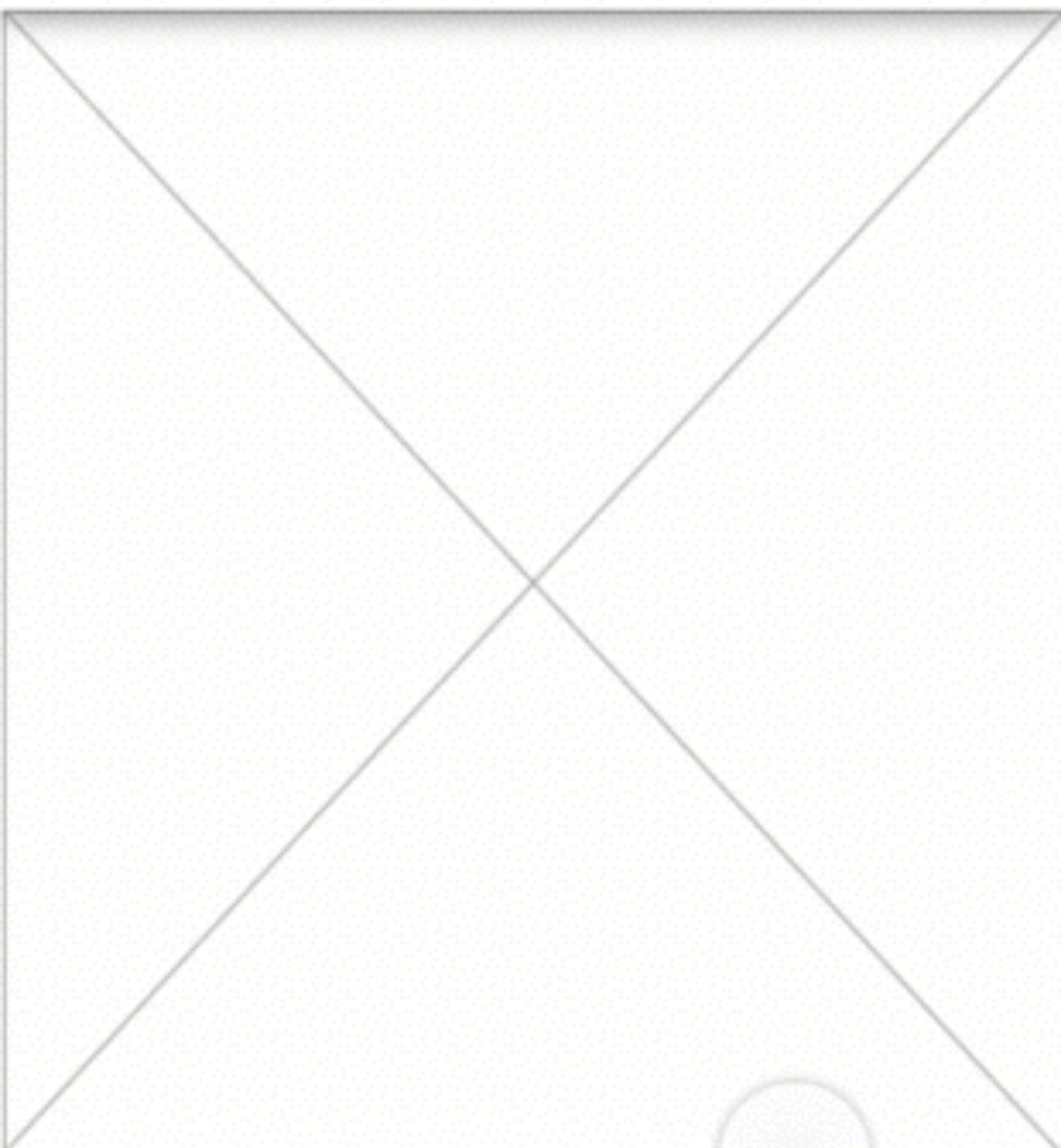


Account



Strategy

Time to goal: 1 week, 3 days



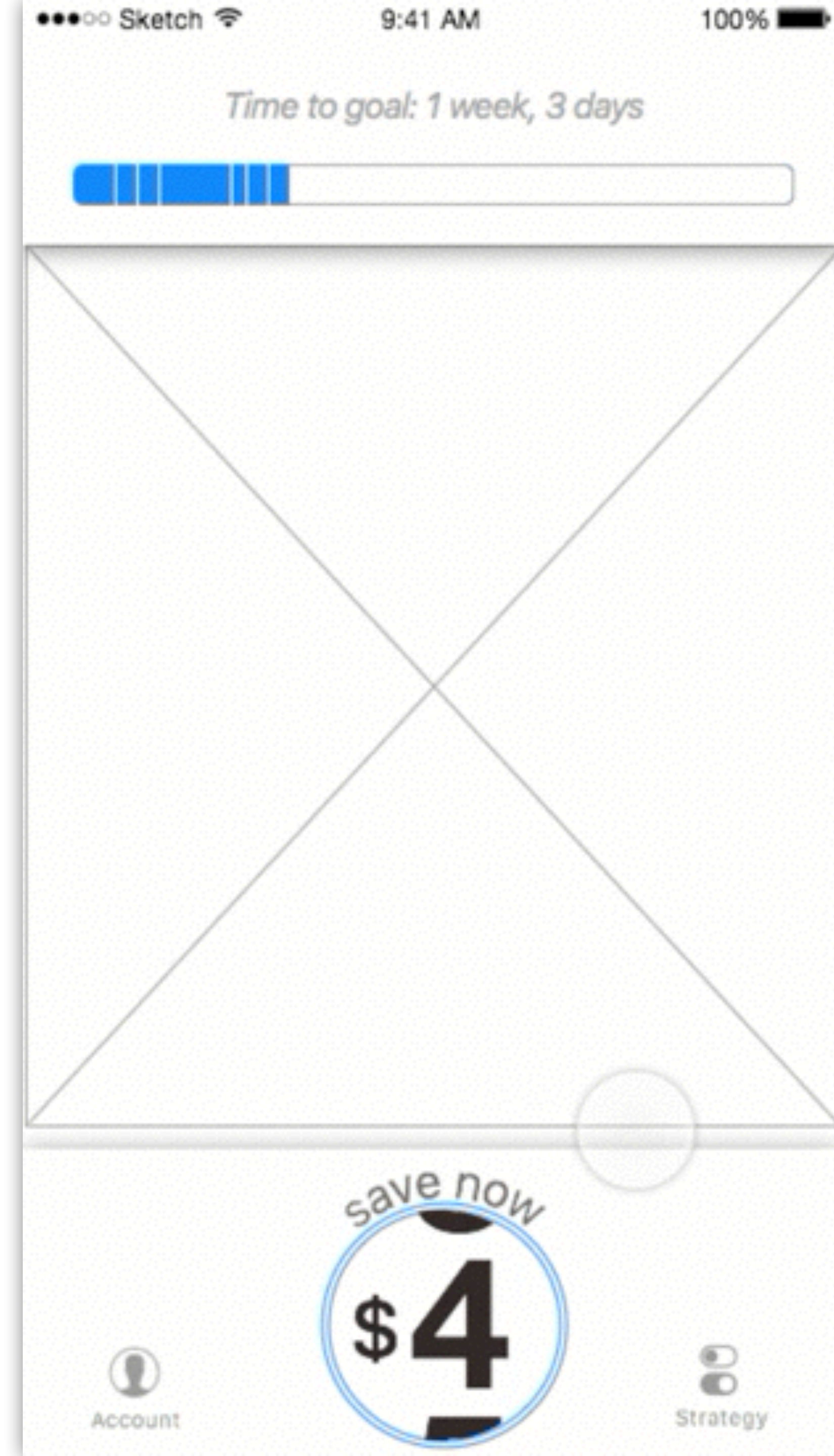
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Strategy

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Contextual

Opt-in sections of the app update navigation to make most of space and user attention.

