

ElderShare

Connecting with your family worldwide

MIRI PARK

PROBLEM

Nowadays, there are many senior people who live away from their family.

There are numerous SNS apps, and because of technology, keeping in touch with somebody is not that big a problem. However, there is no special system for our grandparents. These elders rarely use the existing apps or programs because they are too complicated to use and the letters and buttons are too small for them. (They don't like texting).

In addition, for the youth generation, keeping in touch with their grand parents is not that easy either. It is challenging to call their granny regularly.

The youth generation is used to high technology and seeks more comfortable ways to communicate.

Actually, this idea came out because of my grandmother. She lives in Seoul, Korea. And Seoul is 16 hours ahead of San Francisco. Because she hates texting, I am only able to call her, but it is not easy to calculate the time difference. Therefore, I thought it would be great to make an app for my grandmother so that she can contact me more easily.

SOLUTION

Create a mobile app that has calendar, message and photo album pages so that users are not only able to have a conversation with their family but also share their life.

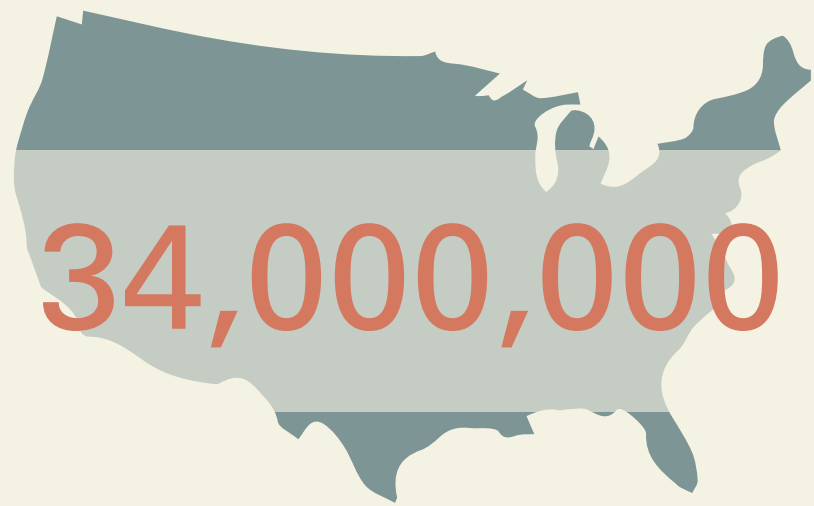
It will have a simple layout and big buttons and letters, therefore this app will be easy to use for elders.

ADDITIONAL FEATURES

- The design will be simple and the buttons will be larger than other apps. But it will also have a beautiful UI design so that youth won't hate to use this and will connect with their family.
- Showing the others' time for family members who live in different time zones.

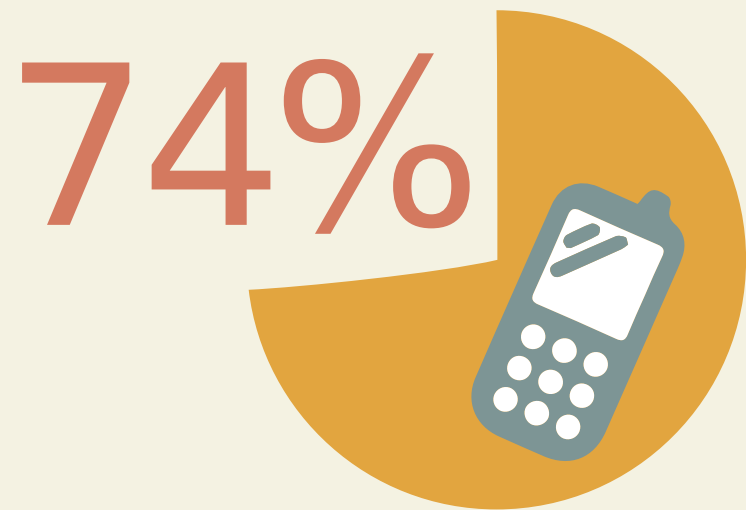


There are **more** than

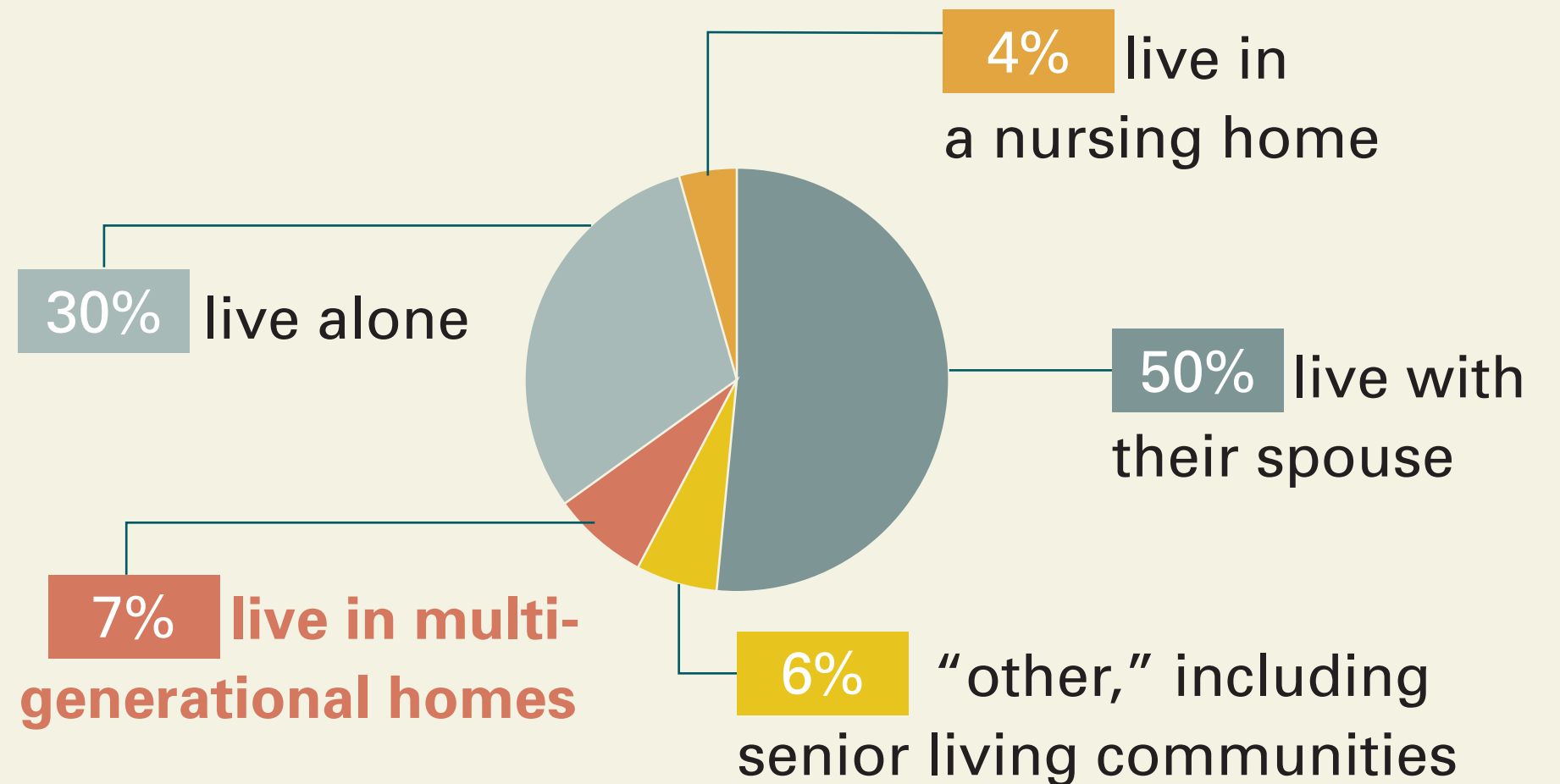



SENIORS in the US

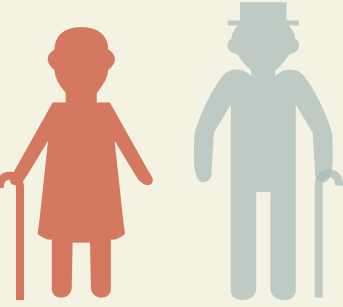
TECH with ELDERERS



seniors own some kind of **cell phone**

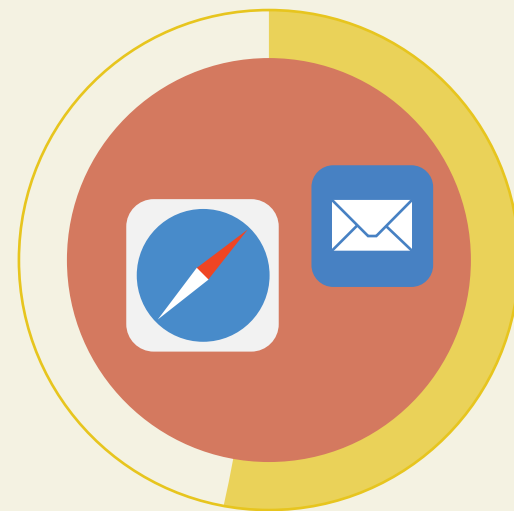


In **2014**,
1 in **4** 
65+ year-old
US adults owns a
smartphone

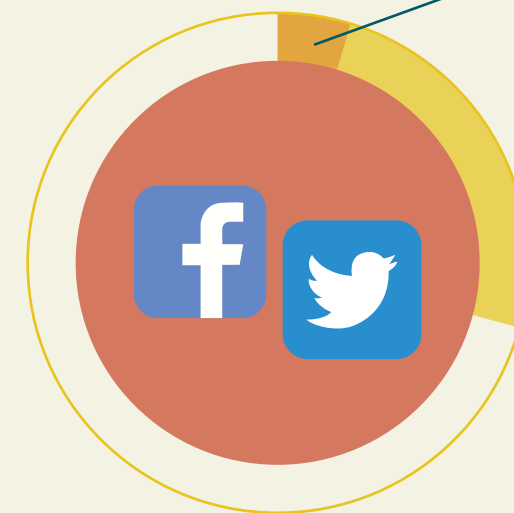
In **2017**,
1 in **2** 
65+ year-old
US adults owns a
smartphone



1 in **4** use
electronic
technology



53% use
the Internet
or email



34% use
social
networking
sites

18% use daily



Between

An app for couples so that two people can be friends in this app and they can chat, share a photo album and calendar.



Familybook

An app for family. The users can make a family tree and invite their family members so that they can give notice about family events.



Band

An app for groups and circles. Group leaders can invite their group members and share info, photos.



Skype

An worldwide and most famous app for calling or chat. They give various services such as video chat, video message, voice chat, etc.

<p style="text-align: right;">External</p> <p style="text-align: left;">Internal</p>	<h3>Opportunities</h3>	<h3>Threats</h3>
	<ul style="list-style-type: none"> • Market breadth is growing • Consumer demand is increasing • There are few apps that built for Seniors 	<ul style="list-style-type: none"> • Seniors do not usually use apps • There are many SNS services • Asia, America, Europe and Africa have different ideas on big families
<h3>Strengths</h3>	<h4>Strengths-Opportunities strategies</h4> <ul style="list-style-type: none"> • Focus design and functions on the target audience (Seniors) 	<h4>Strengths-Threats strategies</h4> <ul style="list-style-type: none"> • Service differentiation strategies • Create warm feeling ads that appeal to emotion
<ul style="list-style-type: none"> • New function • Special functions and design which are focused on the main target audience (Senior&Family) 		
<h3>Weaknesses</h3>	<h4>Weakness-Opportunities strategies</h4> <ul style="list-style-type: none"> • Target a niche market • strengthening function 	<h4>Weakness-Threats strategies</h4> <ul style="list-style-type: none"> • Various kind of non-internet ads
<ul style="list-style-type: none"> • Limited target audience 		

	I. Primary	II. Secondary	III. Tertiary
AGE:	65+	10s to 50s	10s to 50s
TECH SAVVY:	LOW	MODERATE to HIGH	MODERATE to HIGH
KEY FACTOR:	Voice message.	Invite family members	Share photos
BEHAVIOR/FEATURES:	<ul style="list-style-type: none"> • Live away from their family. • Not familiar with new tech. • Do not like texting or existing apps because the letters and the buttons are too small. 	<ul style="list-style-type: none"> • Live away from their family. • Have interests in family unity. 	<ul style="list-style-type: none"> • International students • Immigrants • Working abroad



Jennifer, 68

OCCUPATION HOUSEWIFE

LOCATION TORONTO

TECH SAVVY LOW

Jennifer lives in Toronto with her husband. She has a happy life with her husband and her great friends. She is very active and healthy and enjoys hiking and cooking. She really misses her daughter and her grandchildren but they are busy so it is little bit hard to call them. She just got an iphone but only uses the "Call" function.



Kimberley, 36

OCCUPATION CAFE MANAGER

LOCATION SAN FRANCISCO

TECH SAVVY MODERATE

Kimberley is a cafe manager, mother and daughter as well. Even though lives seperated from her parents and her husband, she really loves her family and is interested in family unity.



Dustin, 42

OCCUPATION BUSINESS MANAGEMENT

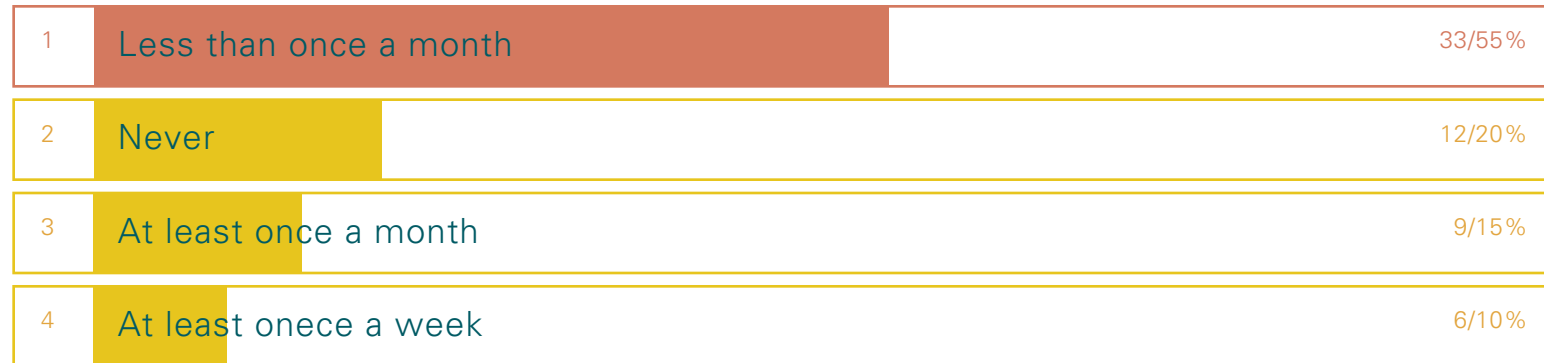
LOCATION HONG KONG

TECH SAVVY HIGH

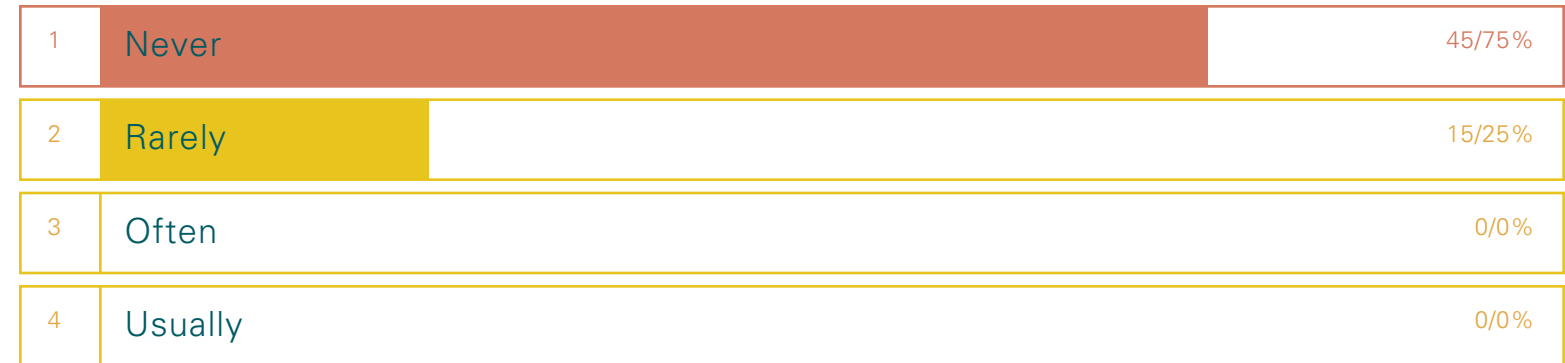
Dustin is working in Hong Kong as a business manager now. He will stay in Hong-Kong for one year. He wants to share his life and special moments with his wife and children in the USA.

June 20th ~ 29th, answered by 60 people (20s~40s).

How often do you contact your grandmother or grandfather?

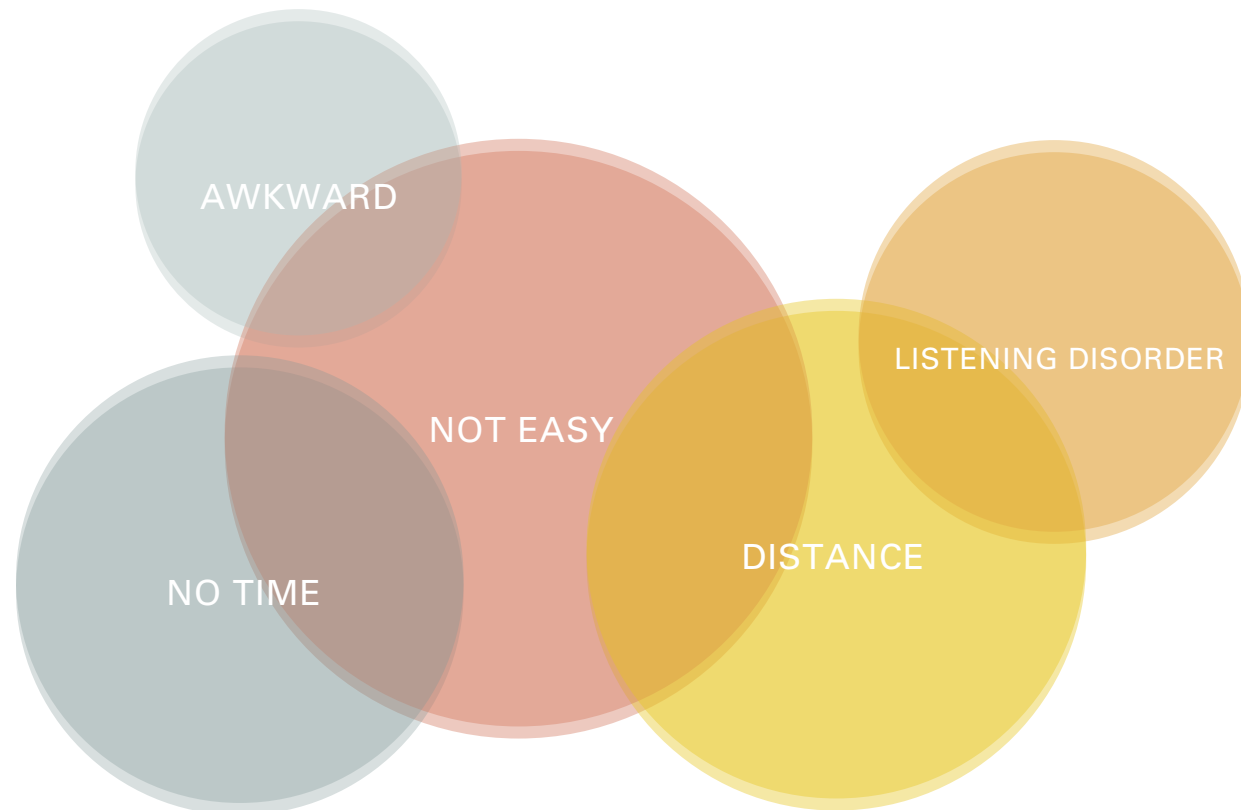


Do(es) your grandmother or grandfather do texting?



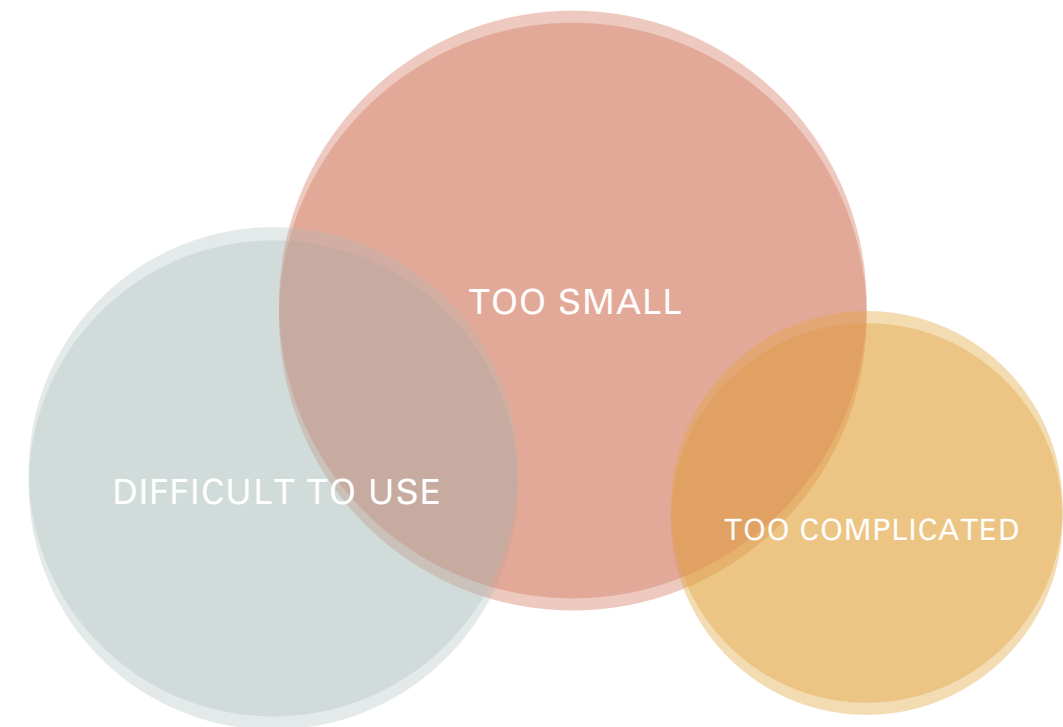
Why is it so difficult to keep in touch with your grandparents?

(TOP 5 ANSWERS)



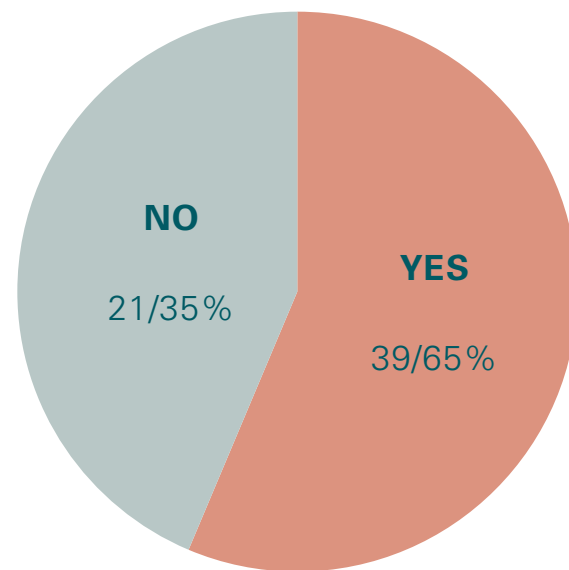
Can you guess why they hate texting?

(TOP 3 ANSWERS)

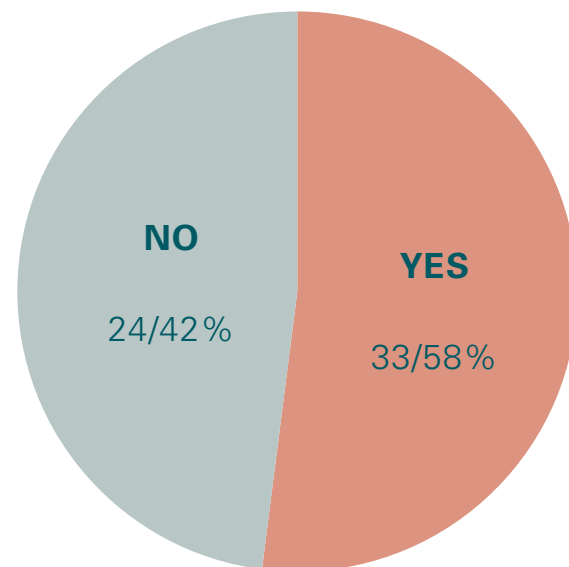


June 20th ~ 29th, answered by 60 people (20s~40s).

If there were a mobile/tablet PC app that helps you and your grandparents contact each other more easily, would you use that?



Would you like to recommend or invite your grandparents to use that app?



Besides chat or message functions, what other kinds of functions do you want from that app? (multiple choice)

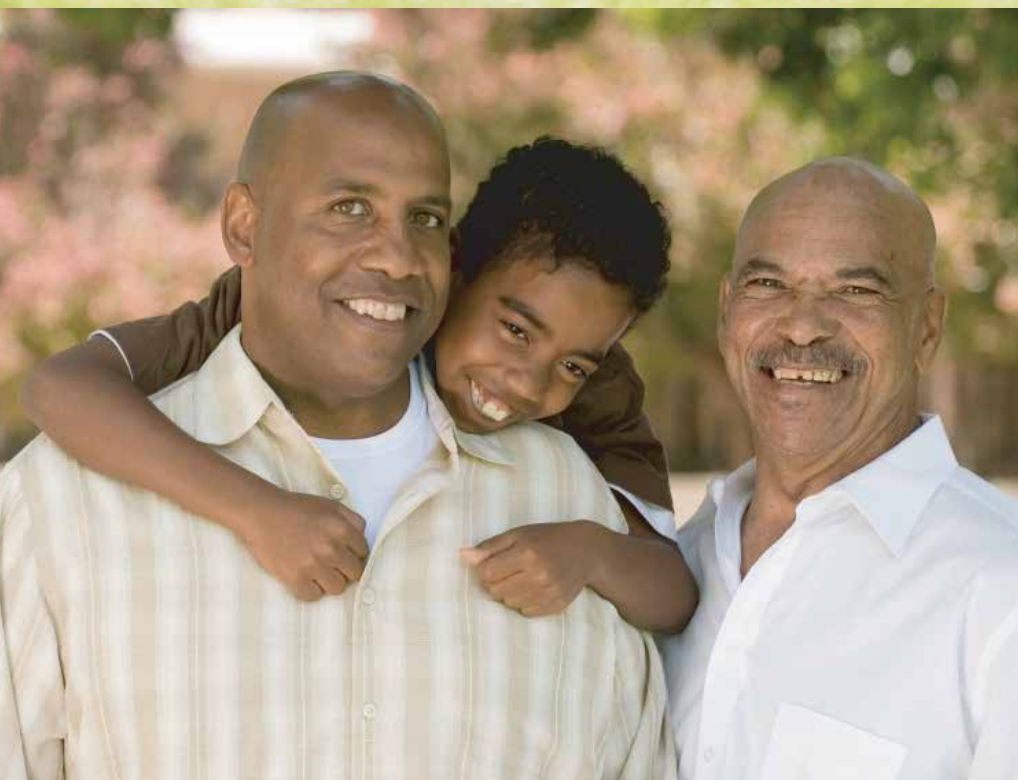
1	Easy access to Voice message	42/34%
2	Share photos and notes	33/27%
3	Show the time difference	27/22%
4	Calendar	18/15%
5	Other	3/2%

DESIGN PROCESS

WORDS LIST

family	tree	calligraphic	trip	mobile
easy	wood	household chores	letters	share
granny	learn	hobby	glasses	toy
vector	teach	satisfy	diease	contact
glass	tech	tea	longing	relationship
warm	grandchild	readable	unity	event
cozy	busy	icons	love	calendar
house	change	profile	loneliness	photos
comfortable	heart	holiday	green	invitaion
safe	body	vacation	beige	international
peace	wife	SNS	pet	immigrants
food	husband	call	picnic	time difference
cotton	park	text	didactic	distance
dinner	present	message	fellowship	awkward
birthday	vintage	connect	bonds	big buttons
party	old-fashion	skype	cake	communication
album	analog	voice message	assemblage	wood
memories	well-being	facetime	illustration	smile
life	happy	senior	pastel	sun-light

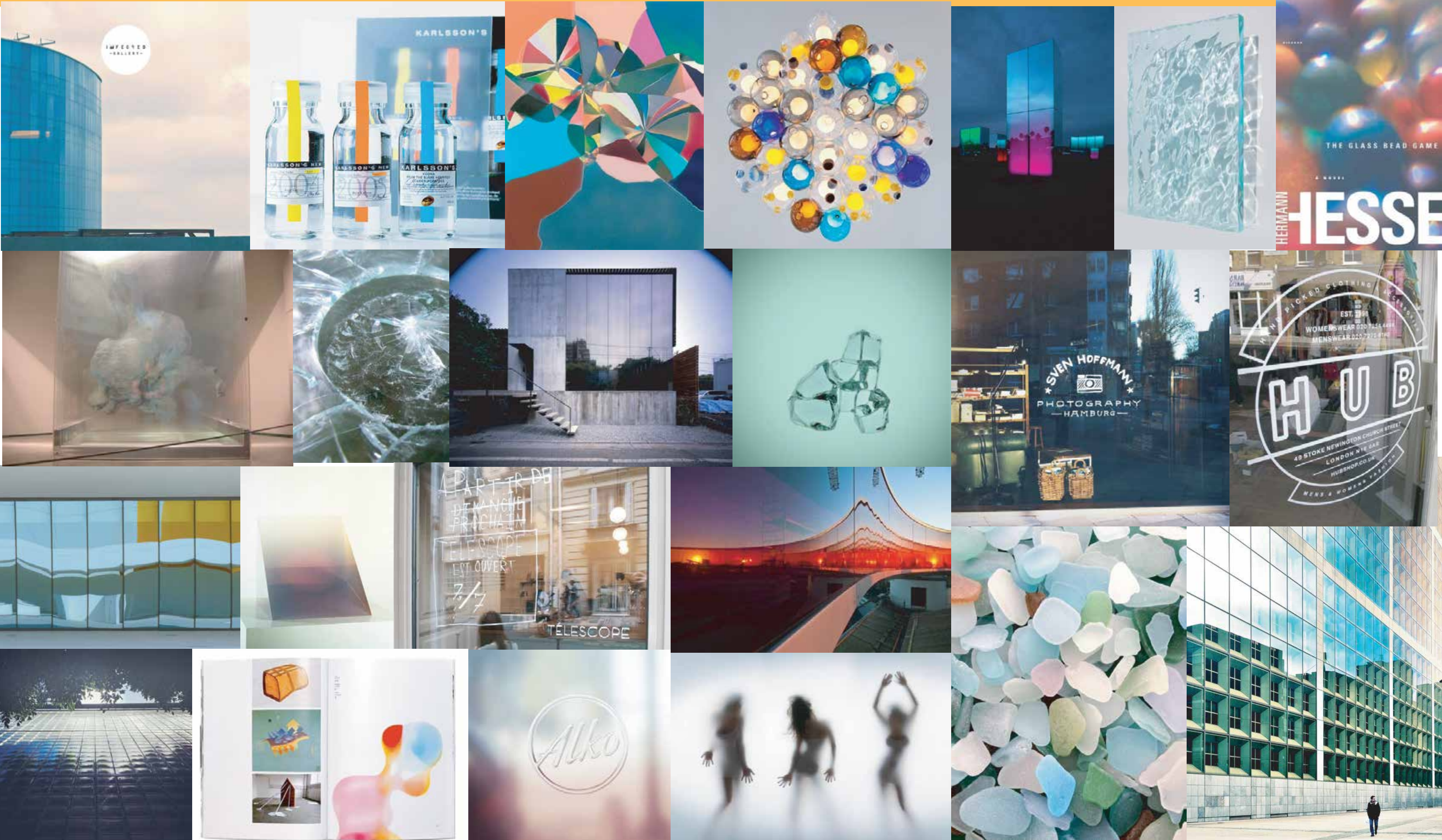
MOOD BOARD



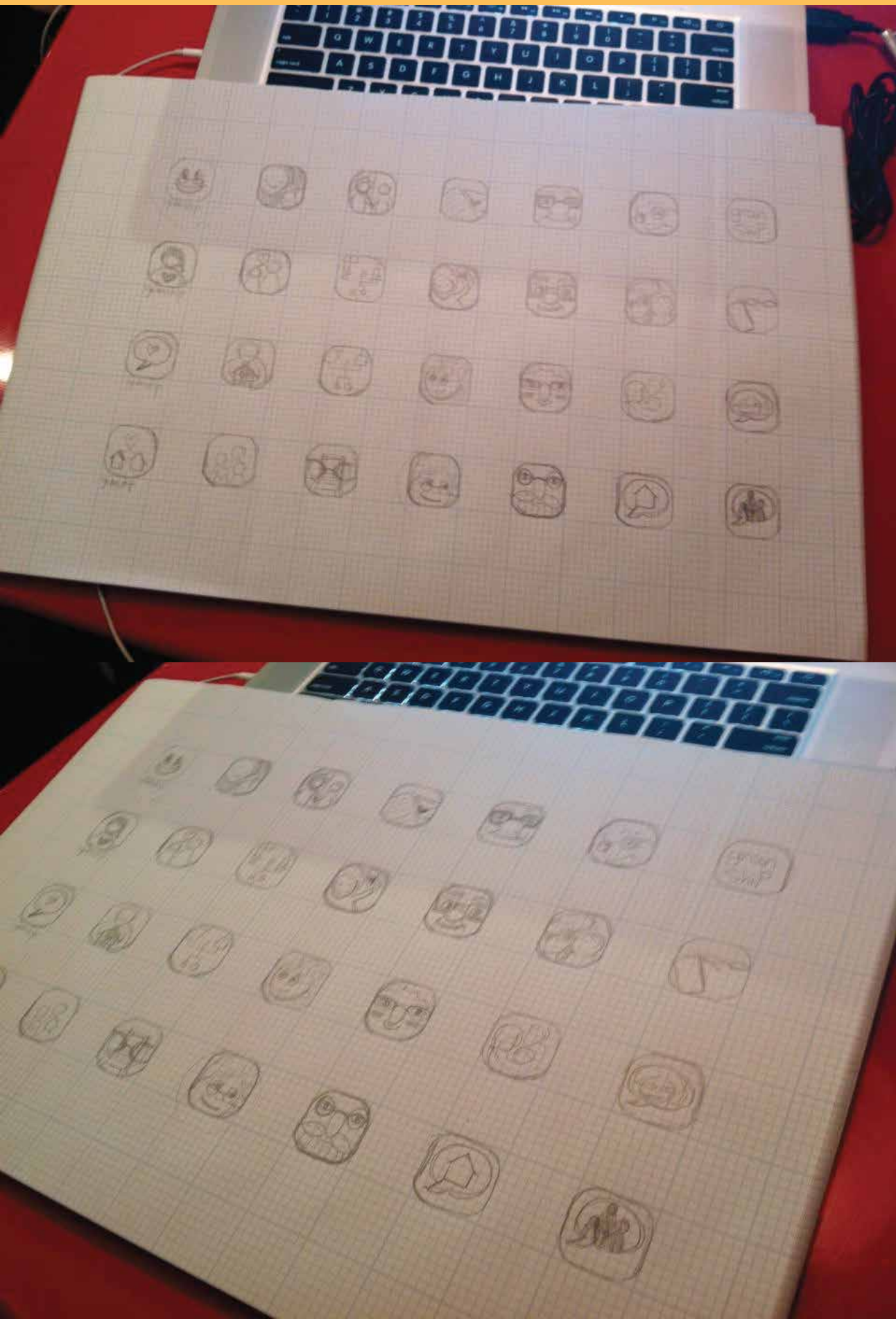
MOOD BOARD



MOOD BOARD



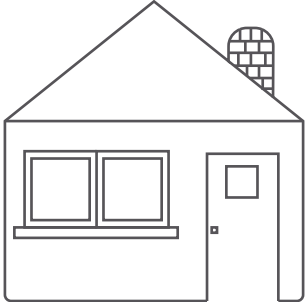
ICON SKETCHES



ICON PROCESS

VER.01





+



=

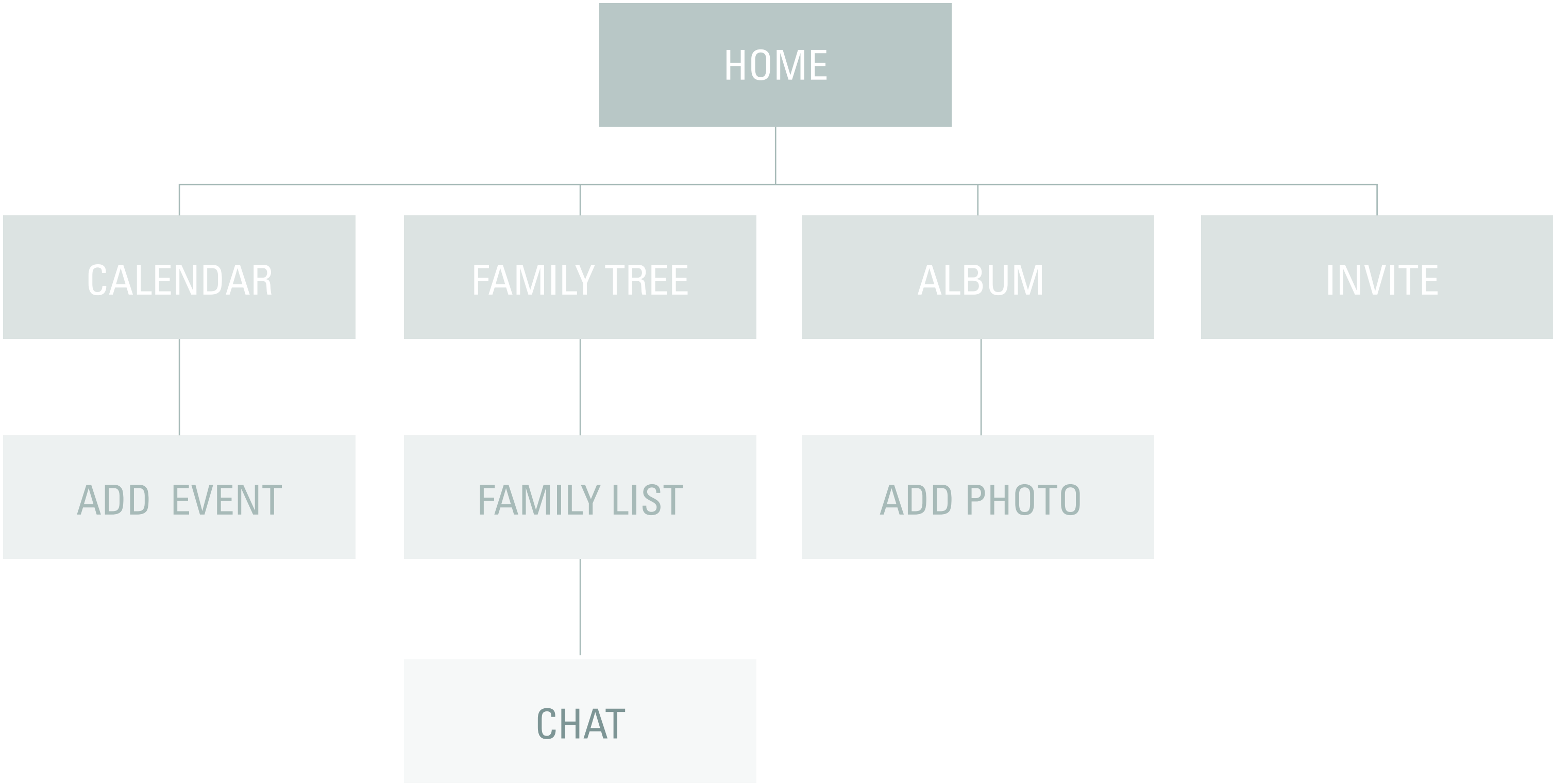


ICON FINAL

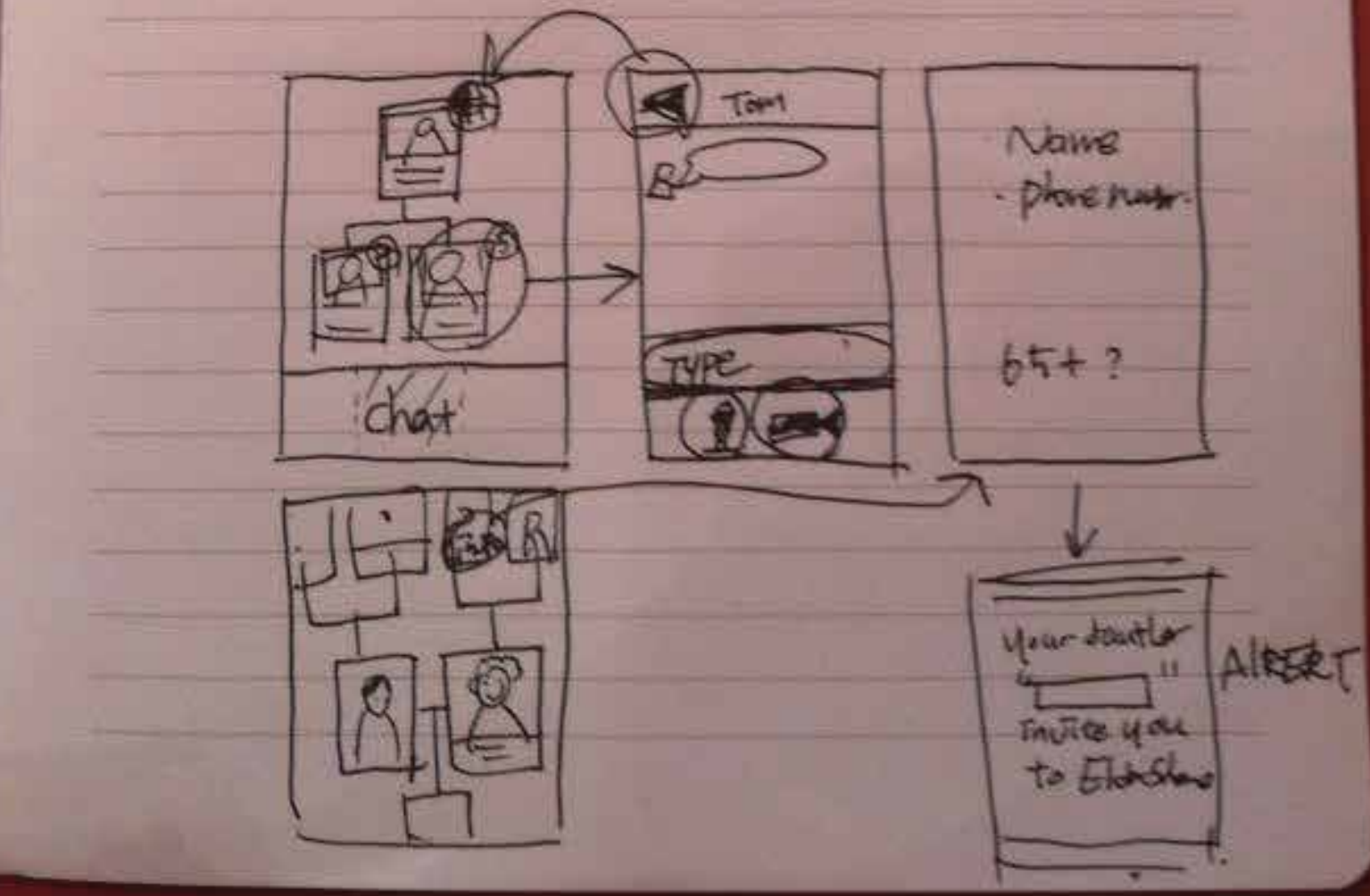
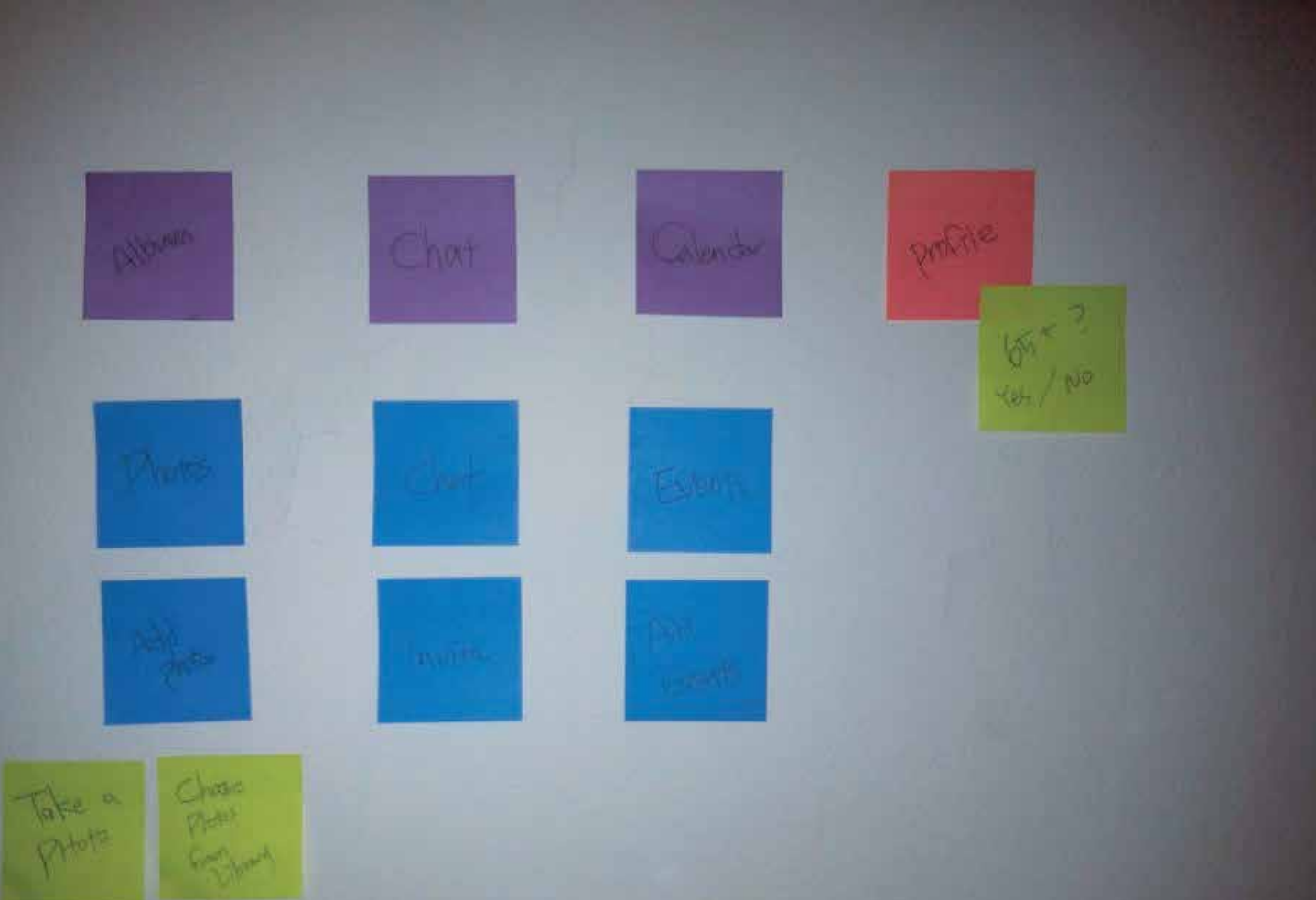
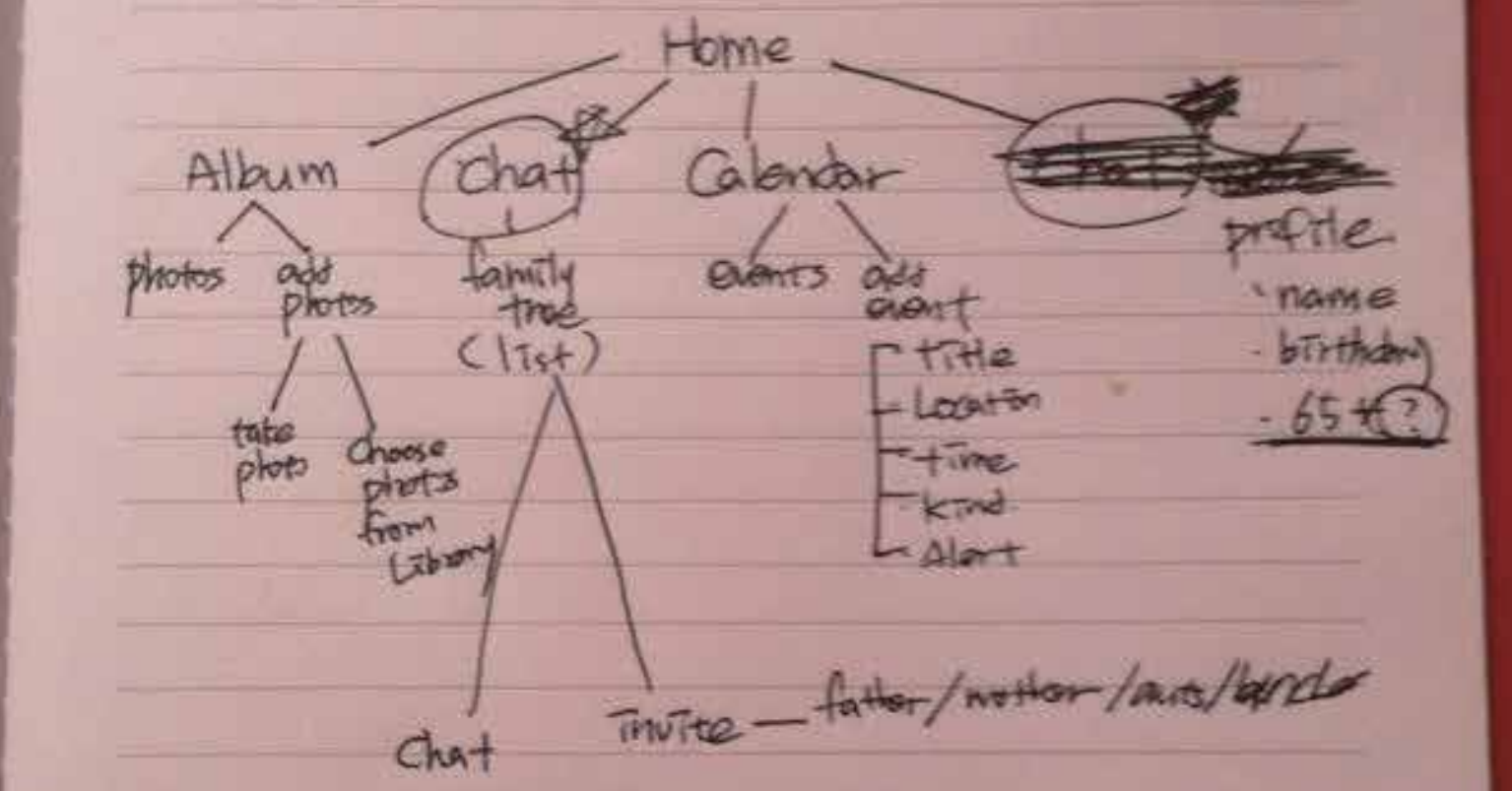
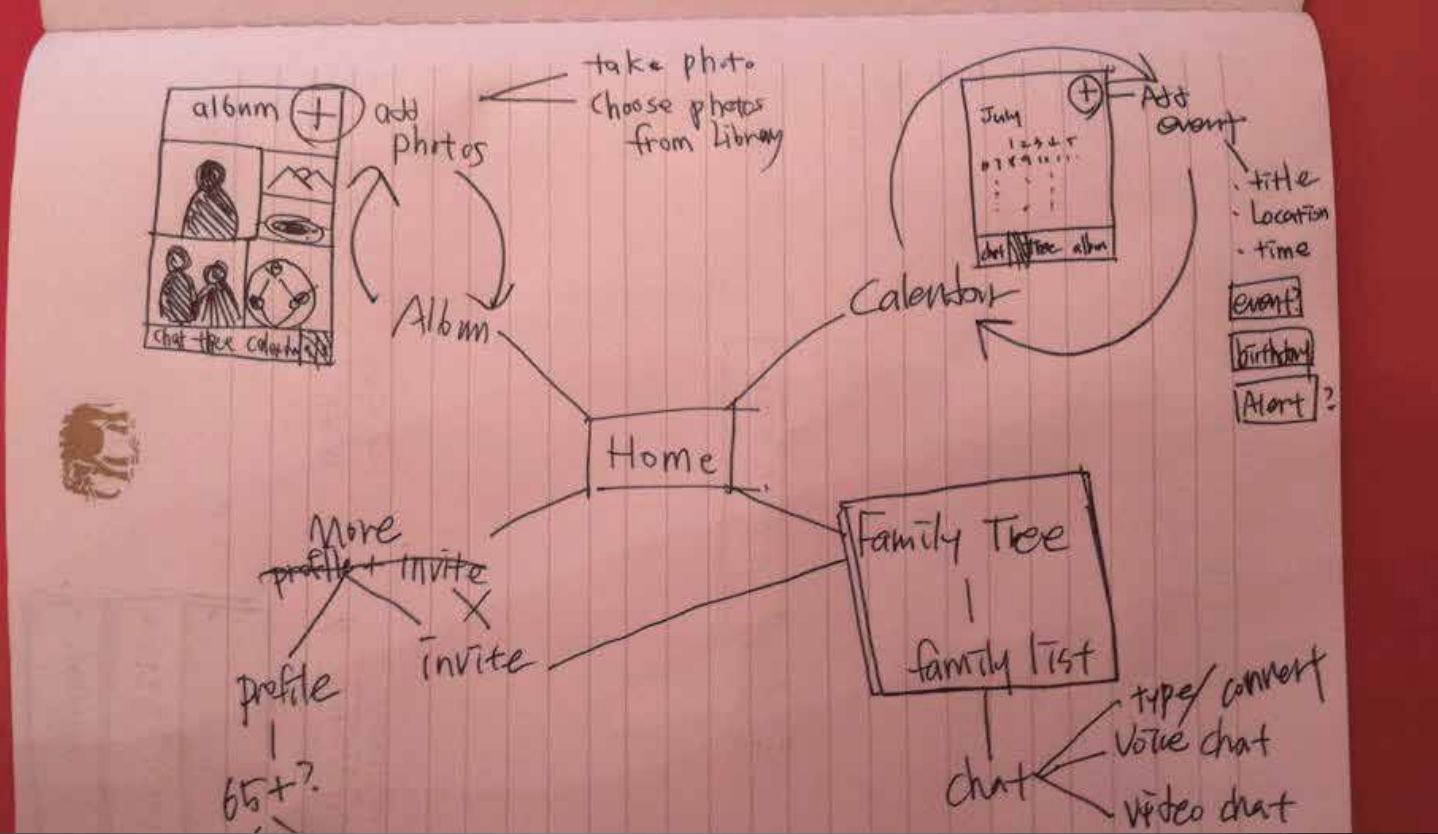


ElderShare

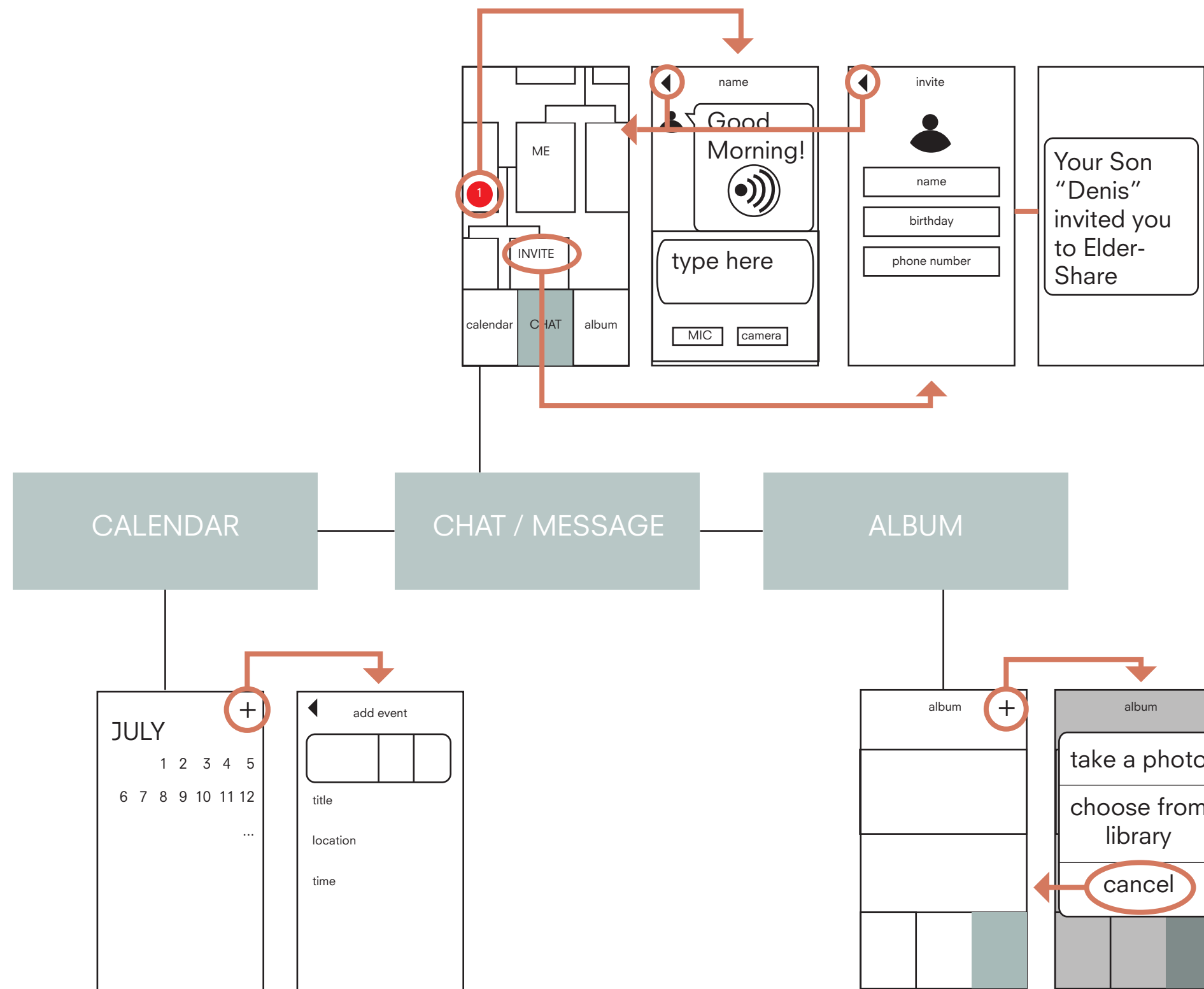




USER FLOW PROCESS

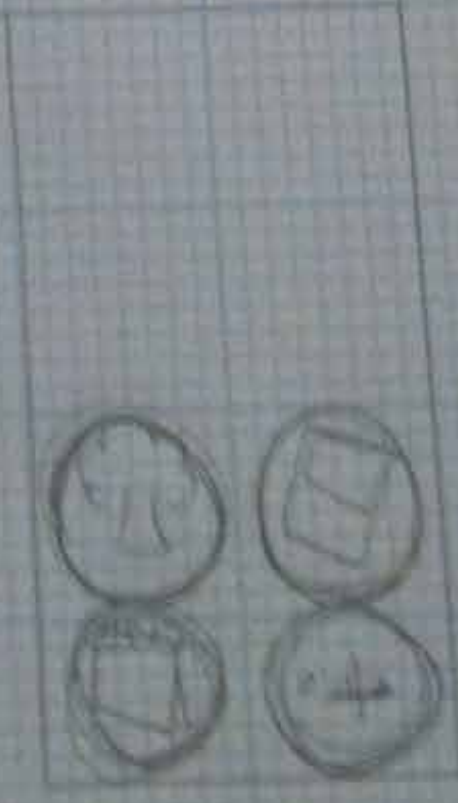
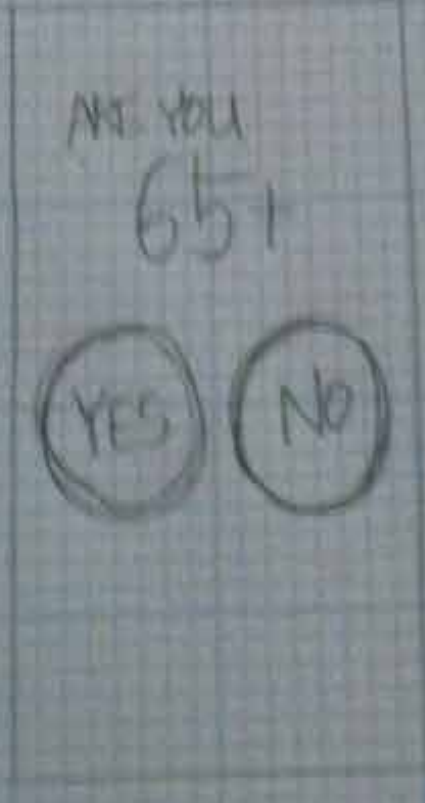
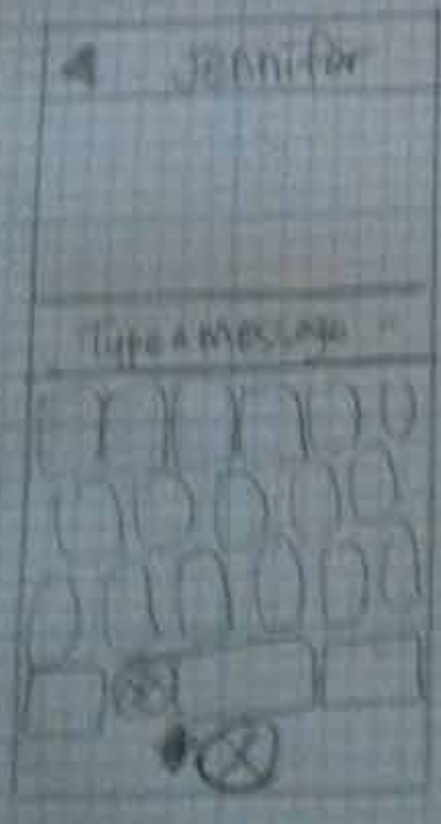
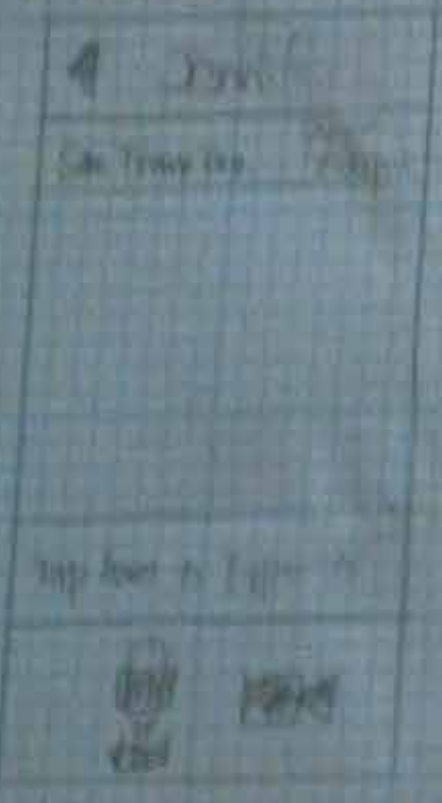
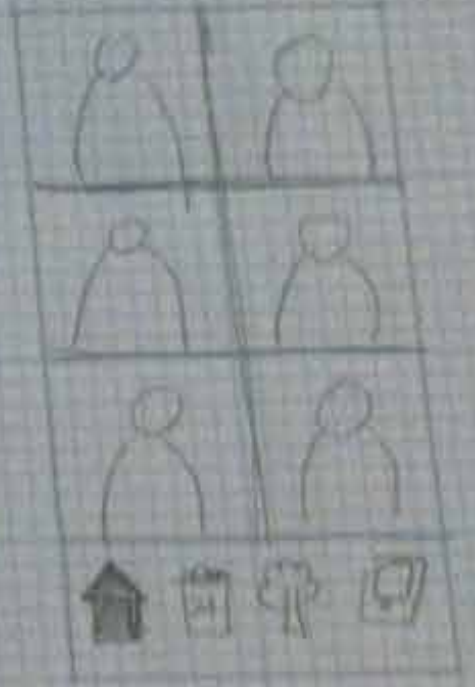
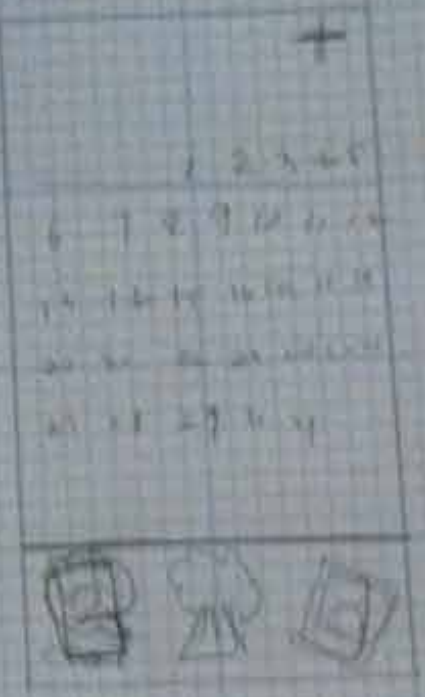
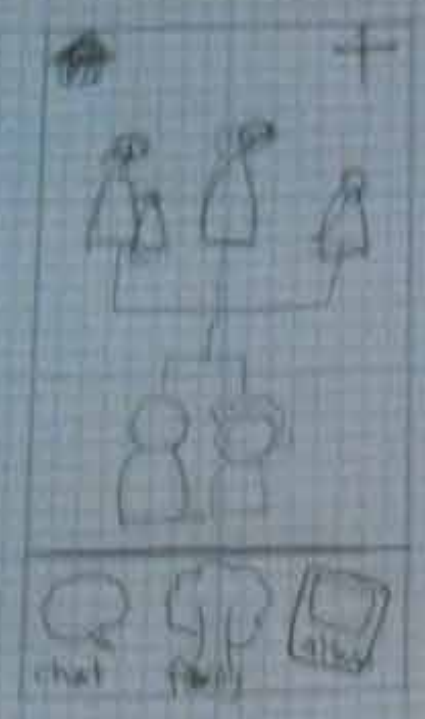
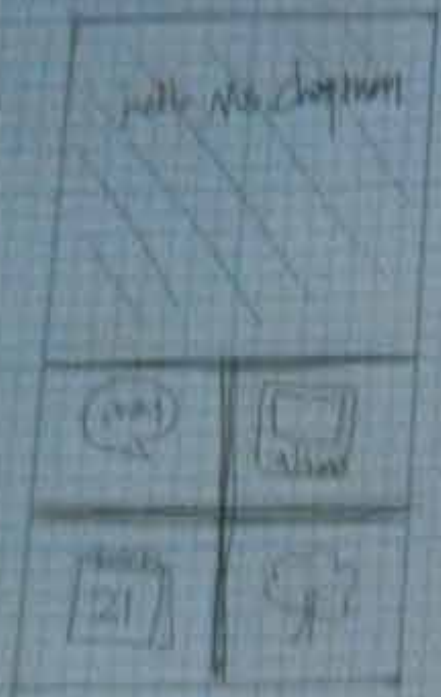


USER FLOW



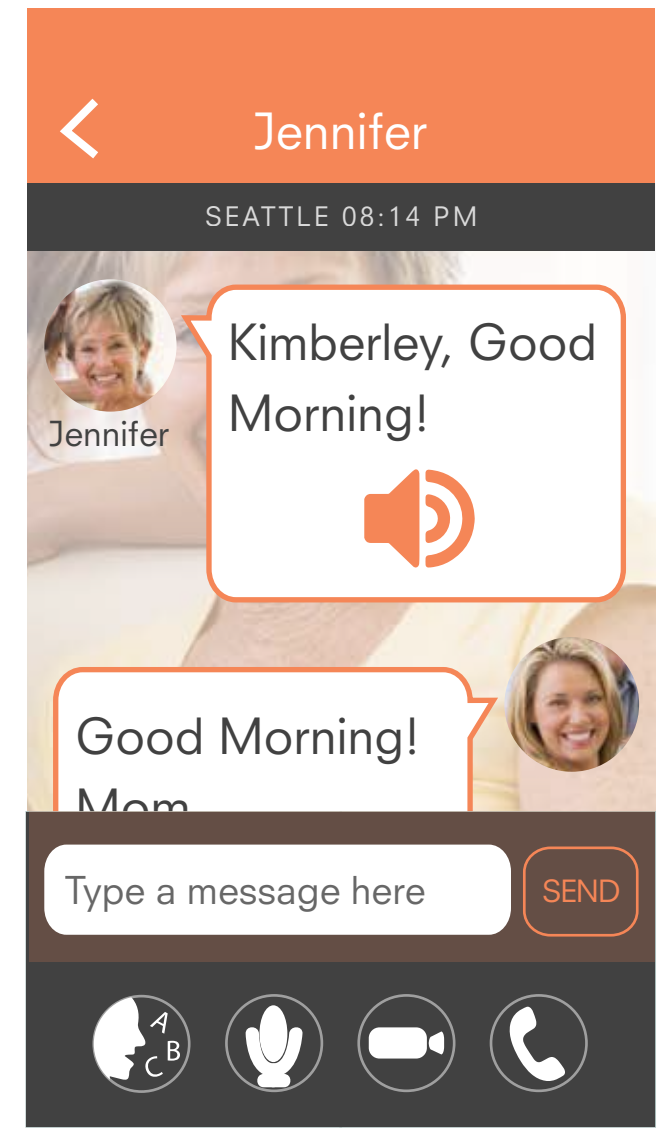
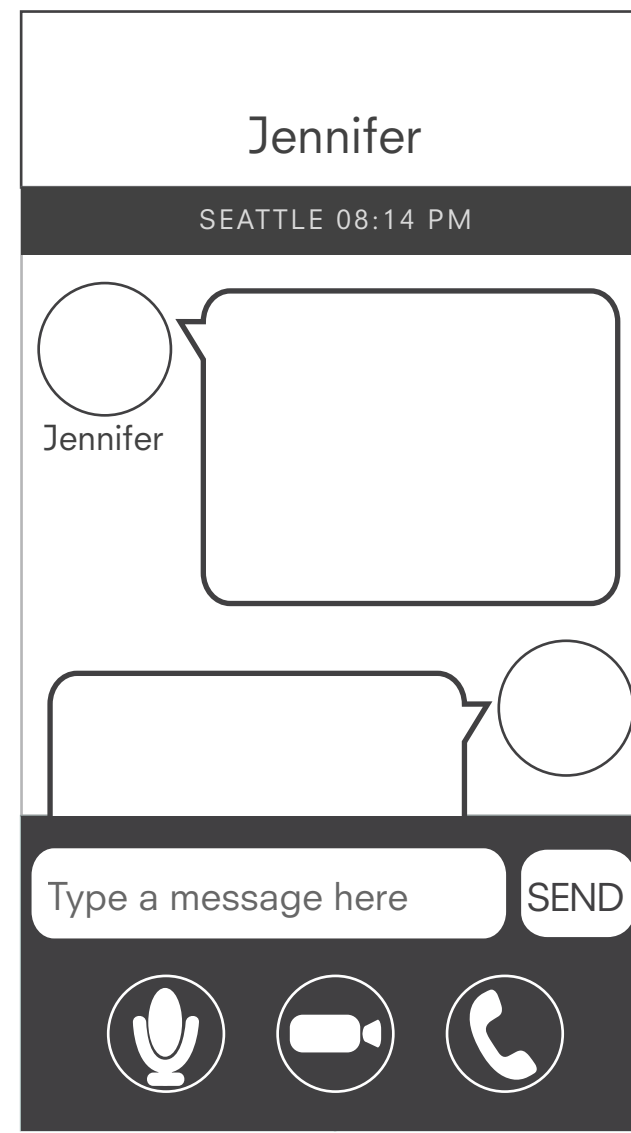
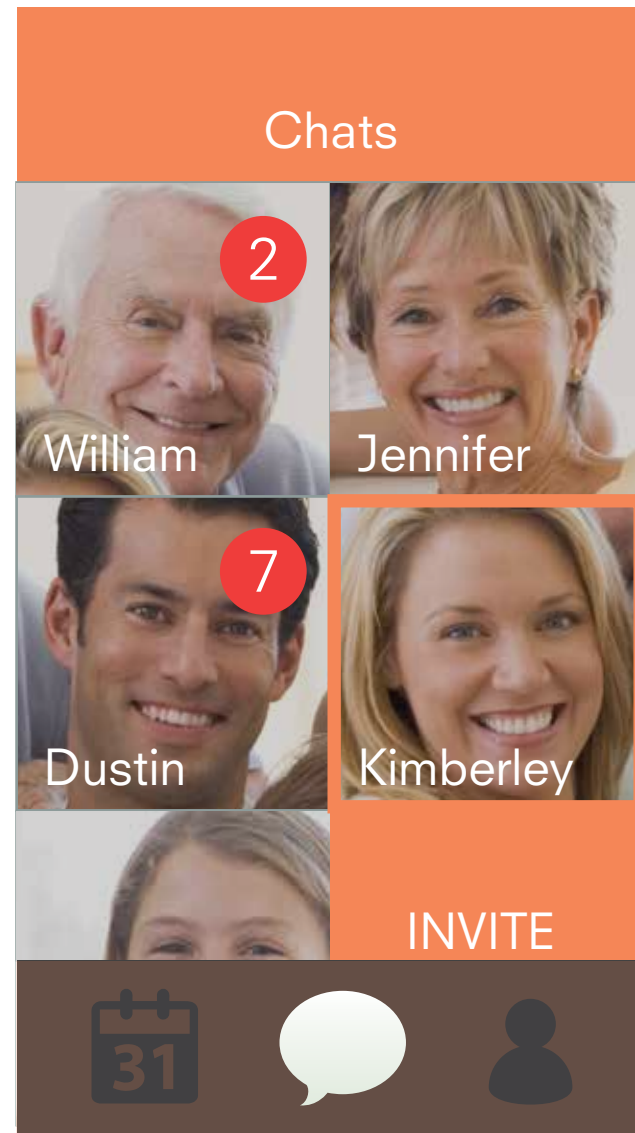
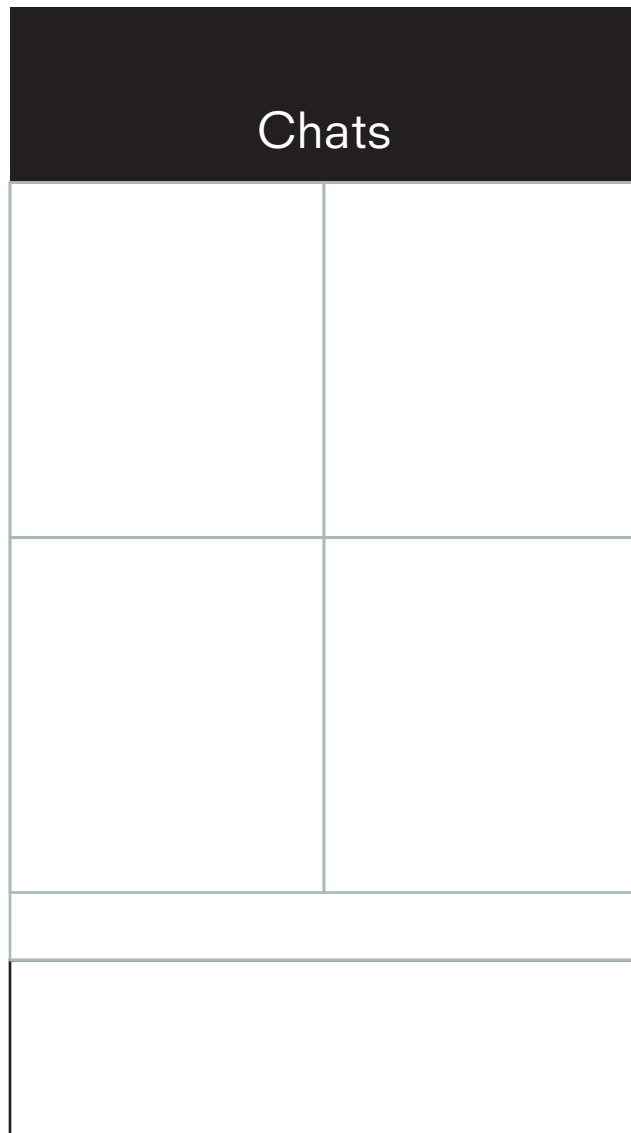
UI LAYOUT

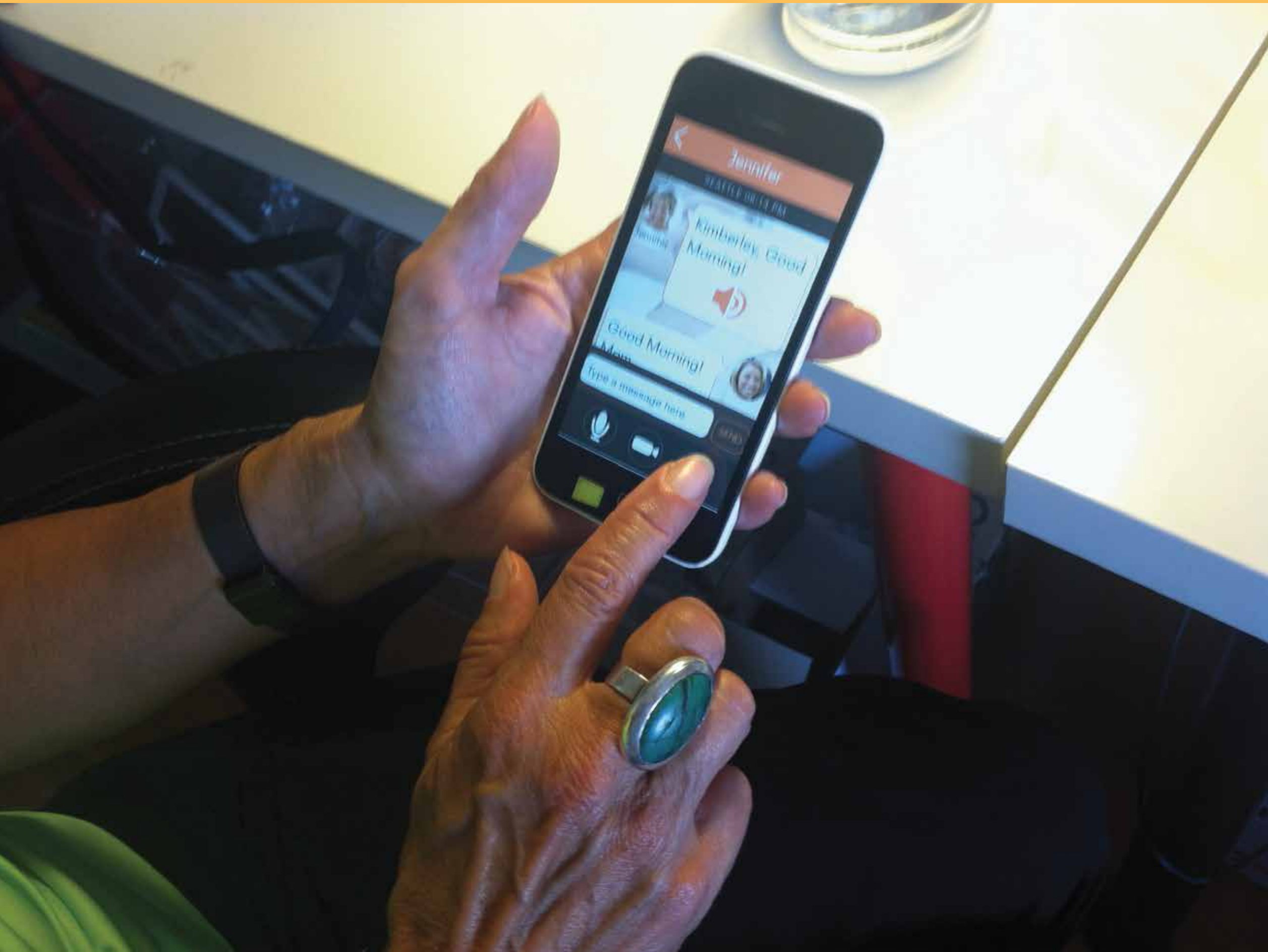
SKETCHES



UI PROCESS

LAYOUT + WIREFRAME





Background - complicated
Color - little bit dark
Buttons - Big (easy to use)
Letters - OK
Layout - OK

COLORS + TYPOGRAPHY



#FDBF58



#F07D5F

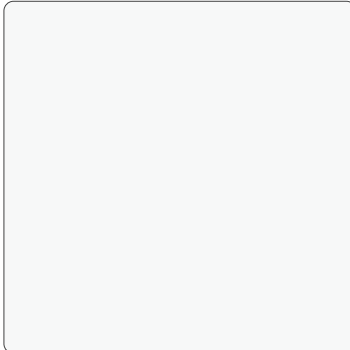


#EE6367

#FDBF58



#414141



#F7F7F7



#FFFFFF

Neuziet S - Book Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Neuzeit S - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Chat + Invitation pages

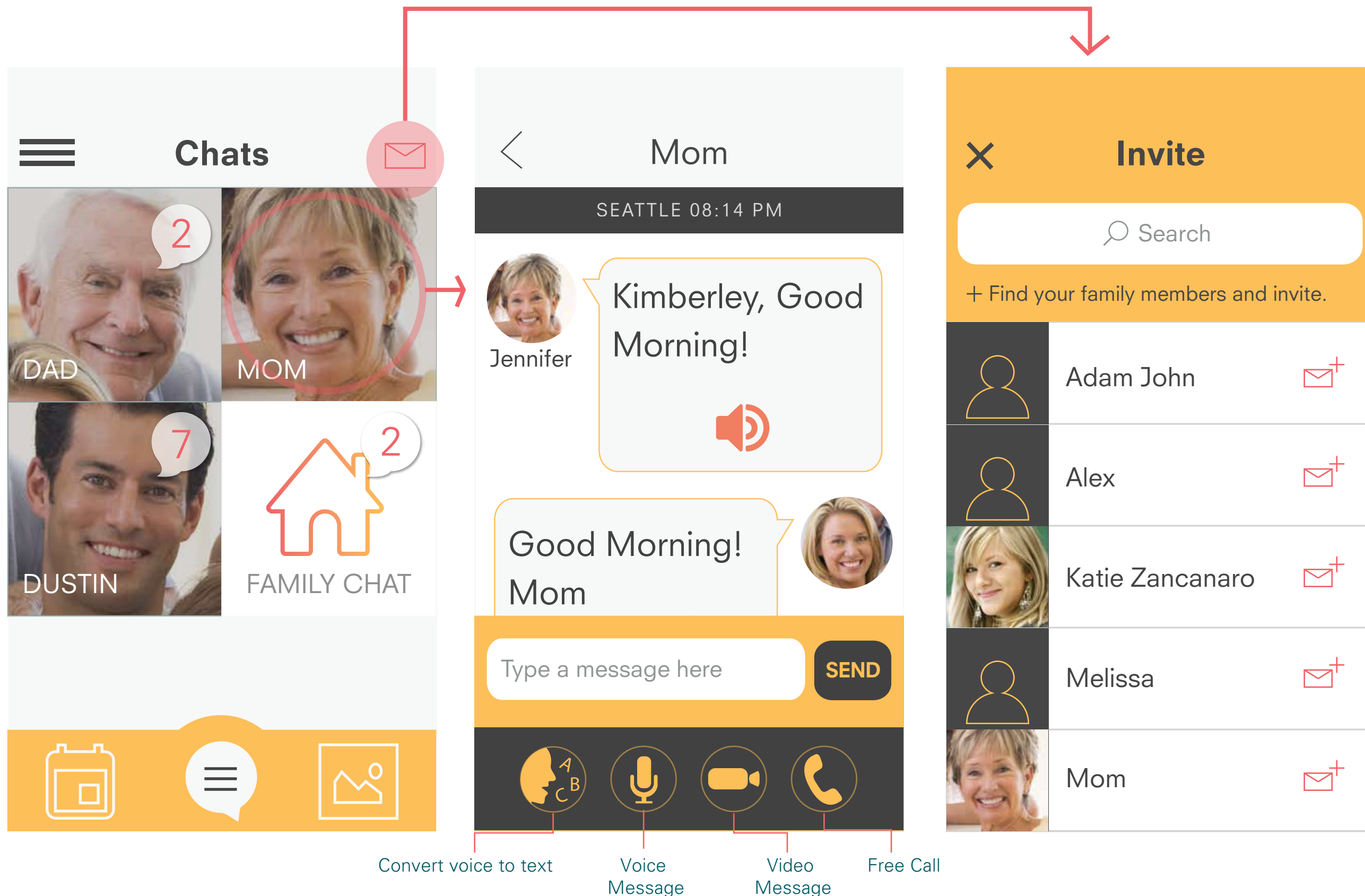


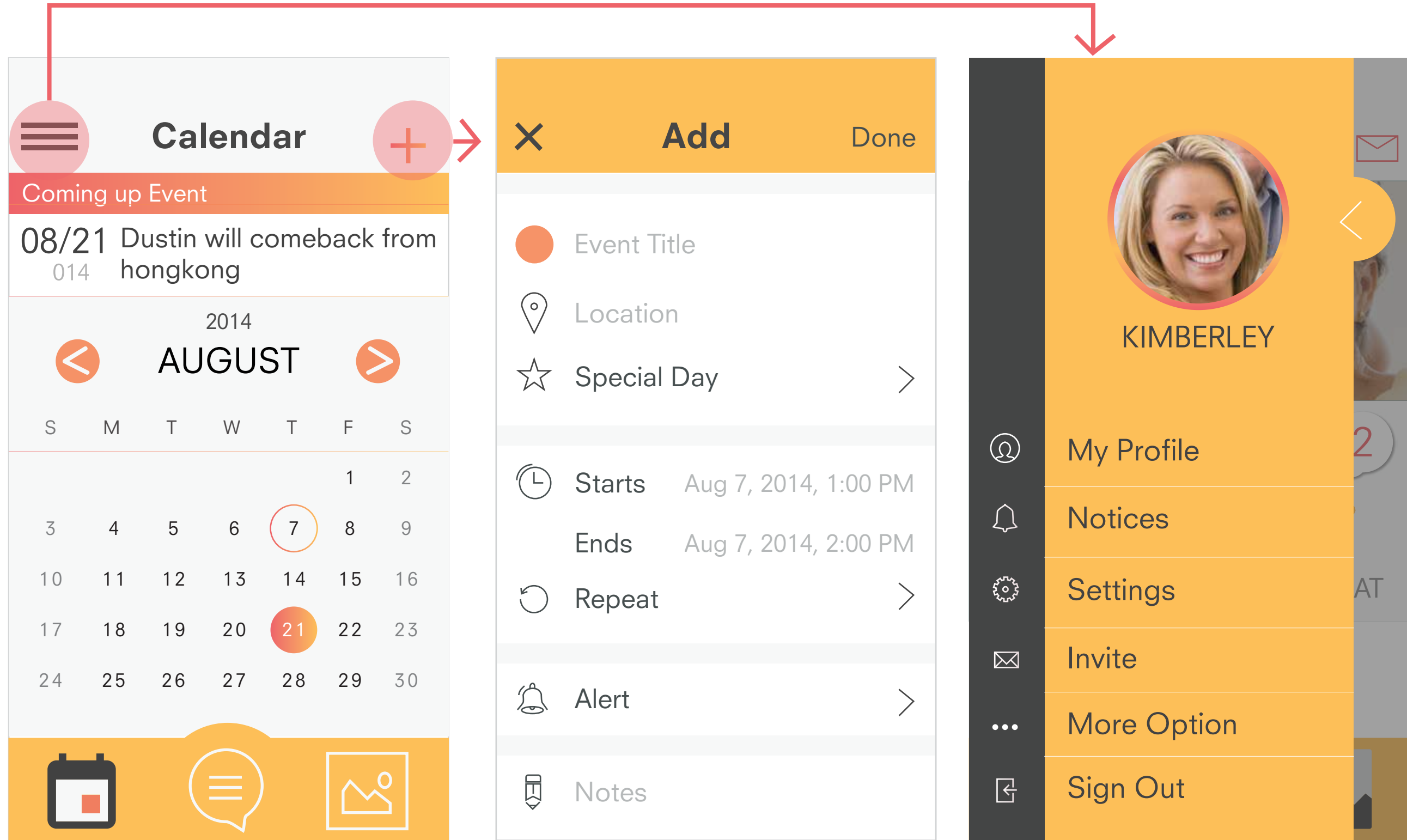
Photo Album + Sharing a photo pages (1)

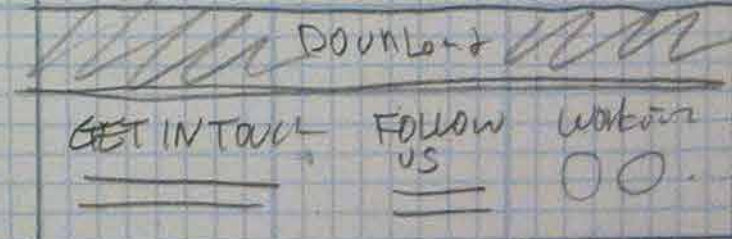
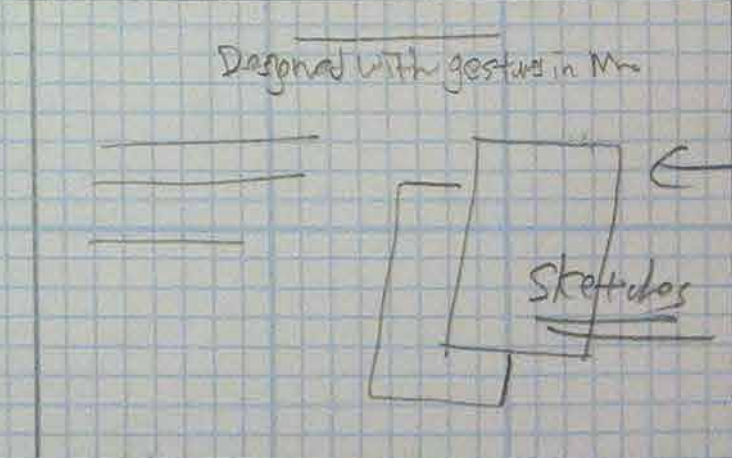
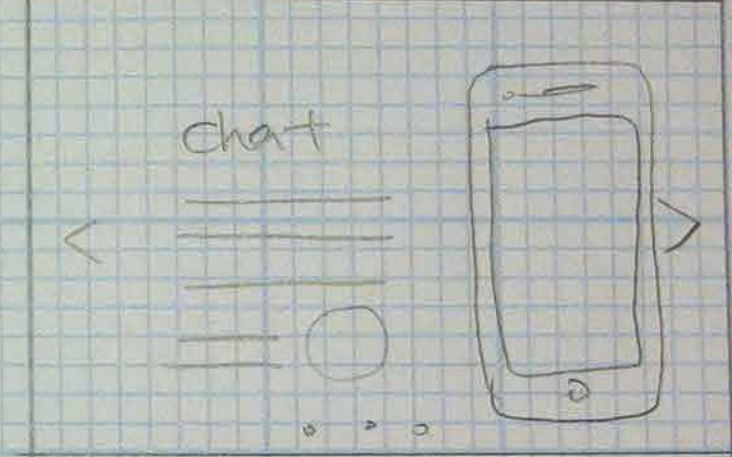
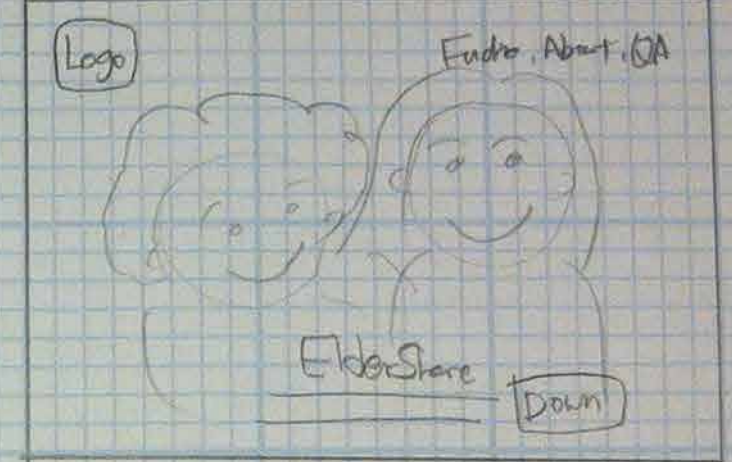
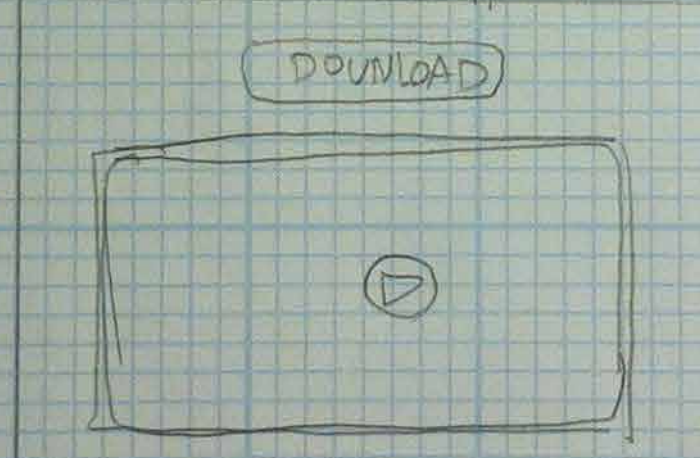
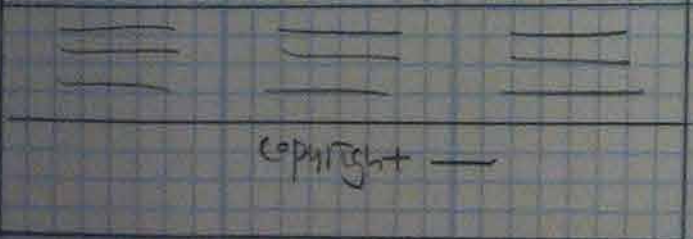
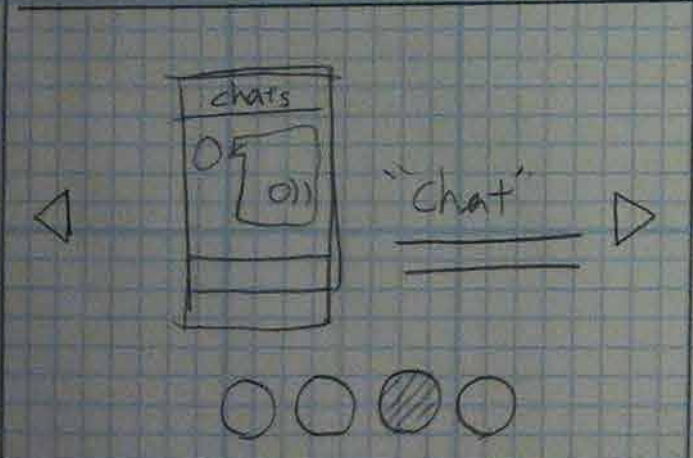
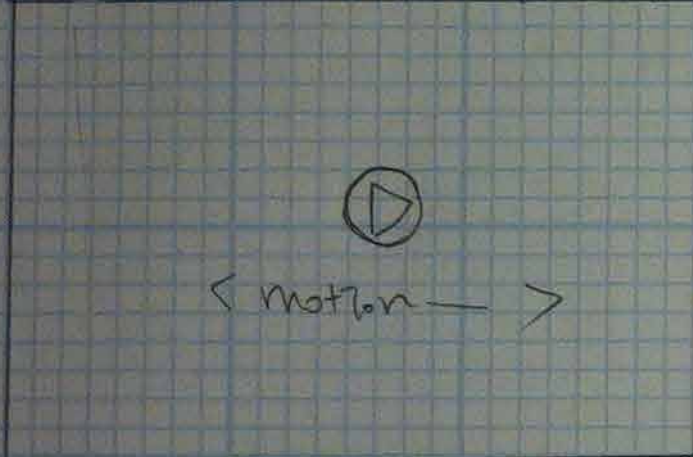


Photo Album + Sharing a photo pages (2)



Calendar + Add an event pages / Sub-Menu





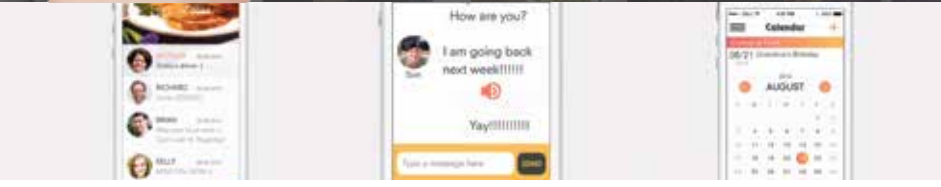
WEB



ElderShare

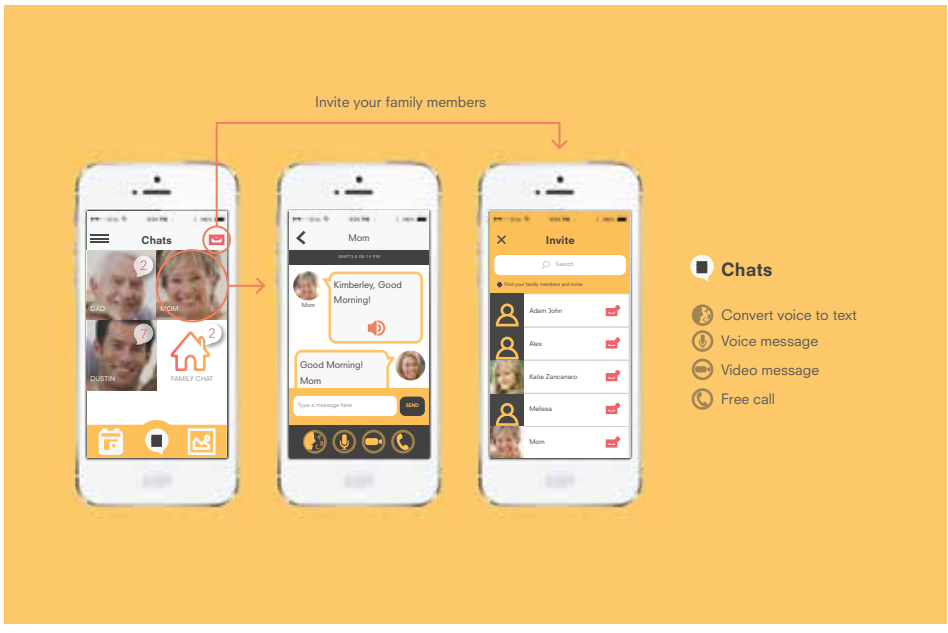
Connecting with your family worldwide

Available on the Google play and App Store



See how it works 

Invite your family members

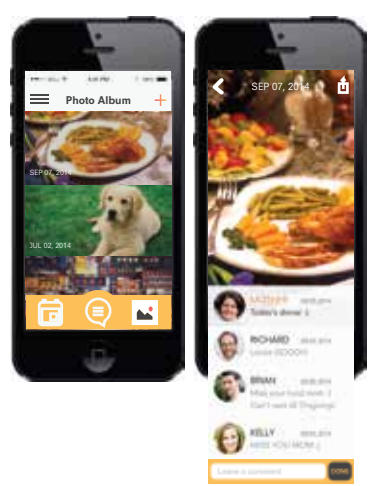
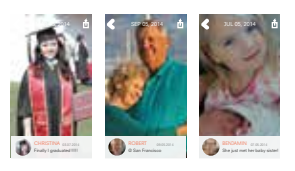


Chats

- Convert voice to text
- Voice message
- Video message
- Free call

Photo Album

Share your life with your family



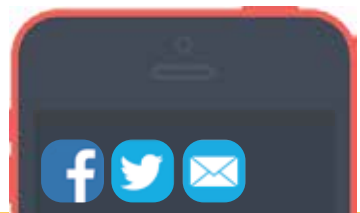
Let's Talk!

We'd love to hear from you

On facebook.

On twitter.

via email.

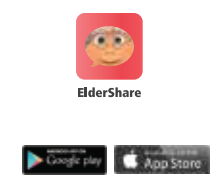


It's the best way to connect with your family

Send the free download link to your family members via email or sms

Enter phone number or email

SEND

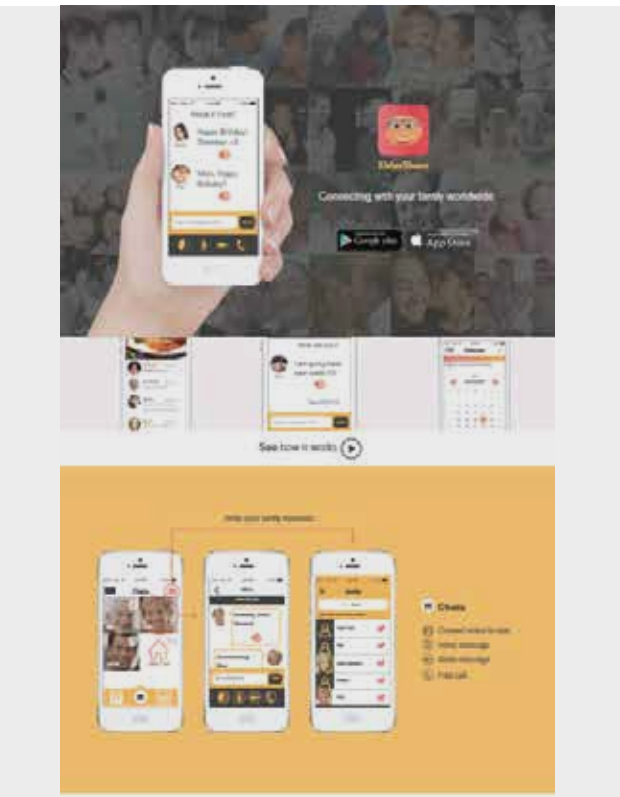
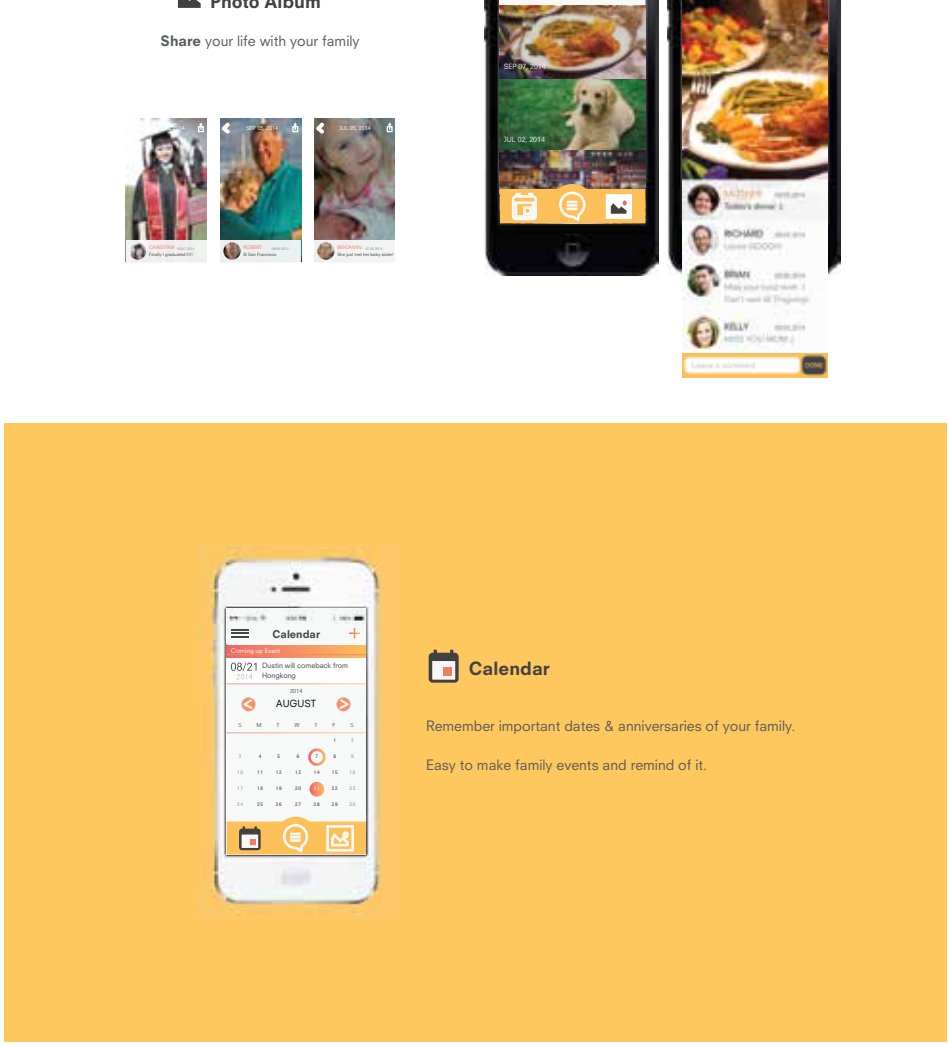


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Calendar

Remember important dates & anniversaries of your family.

Easy to make family events and remind of it.



Connecting with your family worldwide

Available on the Google play and App Store

CLICK TO OPEN



Let's Talk!

We'd love to hear from you

On facebook.

On twitter.

via email.

It's the best way to connect with your family

Send the free download link to your family members via email or sms

Enter phone number or email

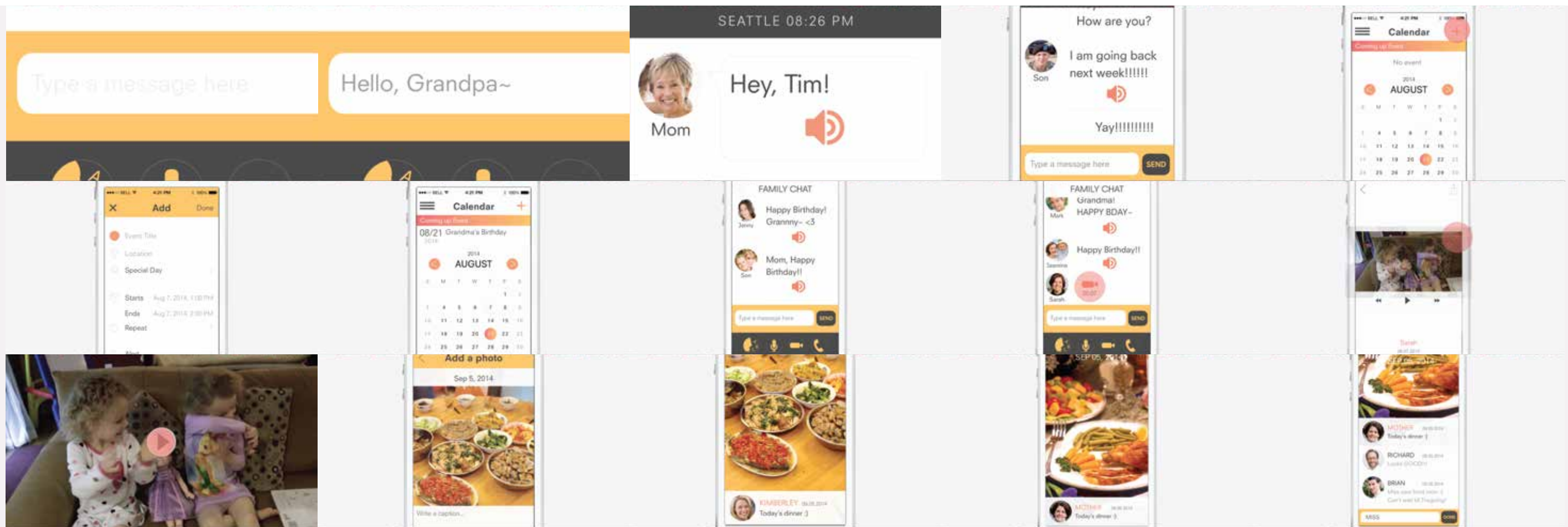
SEND

ElderShare logo and app store availability icons.

The target audience for this commercial is youth.

They will find out about this app and promote it to the elders in their family.

They might feel guilty about not communicating with their family or elders and this would give them an opportunity to share their LOVE.



This is time to
Connect

This is time to
Share

This is time to
Say

This is time to
Say

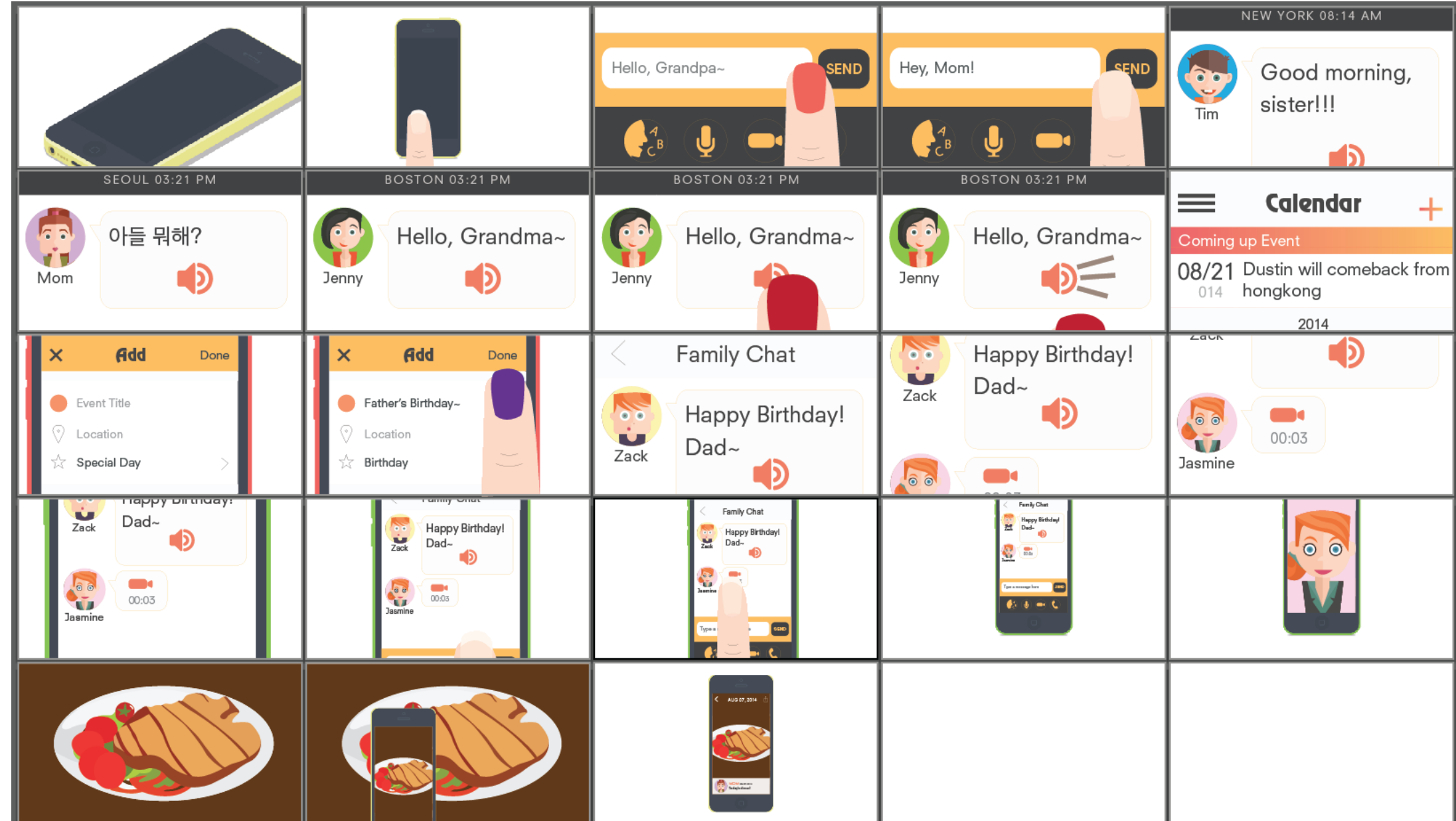
"I love you"



ElderShare

Connecting with your family worldwide





AD



ElderShare

Connecting with your family worldwide



CLICK TO WATCH
IN VIMEO

CLICK TO OPEN
MOV FILE

CLICK TO PLAY

THANK YOU

SPECIAL THANKS TO MY GRANDMOTHER

할머니 사랑해요!

ElderShare

Connecting with your family worldwide

MIRI PARK