

WNM 617 OL1: MS: MOBILE WEB TECHNOLOGY

ASSIGNMENT 7.2: FINAL PROJECT: IDEATION AND TARGET

AUDIENCE

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Final Project: EldaCare

Project Abstract

EldaCare is an innovative concept that utilizes the smartphone and smartwatch to help people care for their senior relatives, especially those with early stage of Alzheimer's Disease. Those who are caring for their senior relatives, or care partners, can help manage their senior relatives' daily activities from the smartphone. They can set the tasks and time to remind what their senior relatives need to do, and set how many points they will get when the task is completed. Once a task is set, the task is sent to the senior relative's smartwatch. When it's time for the senior relative to do a task, the smartwatch will activate with a notification and senior relative will perform the chore. Then the senior relative sends a notification to their care partner through the smartwatch to indicate the task is completed.

Target Audience

Primary - Senior ages 55 - 75

Secondary - Care partner ages 30 - 65

Note: For the purpose of the scope of WNM 617, the project will primarily focus on designing and development prototype for the smartphone app for the secondary audience.

Personas

1. Leslie

Demographics

Age: 63

Sex: Female
Occupation: Retired
Location: Danville, California
Language(s): English
Technology: Smartwatch

Personal Background

Leslie is 63 years old and have been retired for 3 years. She was once a manager at a prestigious accounting firm. However, as she approached 60, she started having problems with her memories, and was exhausted from work. So she decided to retire early. She also has some medical conditions. She has high cholesterol and high blood pressure, and she's currently on 3 medications, including herbal supplements she has to take to help with her memories. She recently lost her husband to cancer when she was 61. She currently live with her daughter, Melanie.

Needs

- Daily reminders to take her medication
- Help with managing some of her daily activities

2. Melanie

Demographics

Age: 35
Sex: Female
Occupation: Project Manager
Location: Danville, California
Language(s): English
Technology: Smartphone

Personal Background

Melanie is 35 years old and she works as a project manager at a major bank. She's the daughter of Leslie, and since she is single, she currently lives with her. As a project manager, she's very busy and she travels occasionally to different states and foreign countries depending on the projects she works on. However, she's worried about her mom ever since her dad recently passed away. In addition, she's also worried about her mom's health condition and medications her mom has to take on a daily basis.

Needs

- To be able to monitor her mom, especially when she's on travel
 - To be able to help her mom manage her mom's medication and some daily activities.
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Sources:

<http://www.alz.org/care/overview.asp>

<http://www.aplaceformom.com/senior-care-resources/articles/caring-for-elderly-parents>

<http://www.webmd.com/healthy-aging/features/role-reversal-caregiving-for-aging-parents>