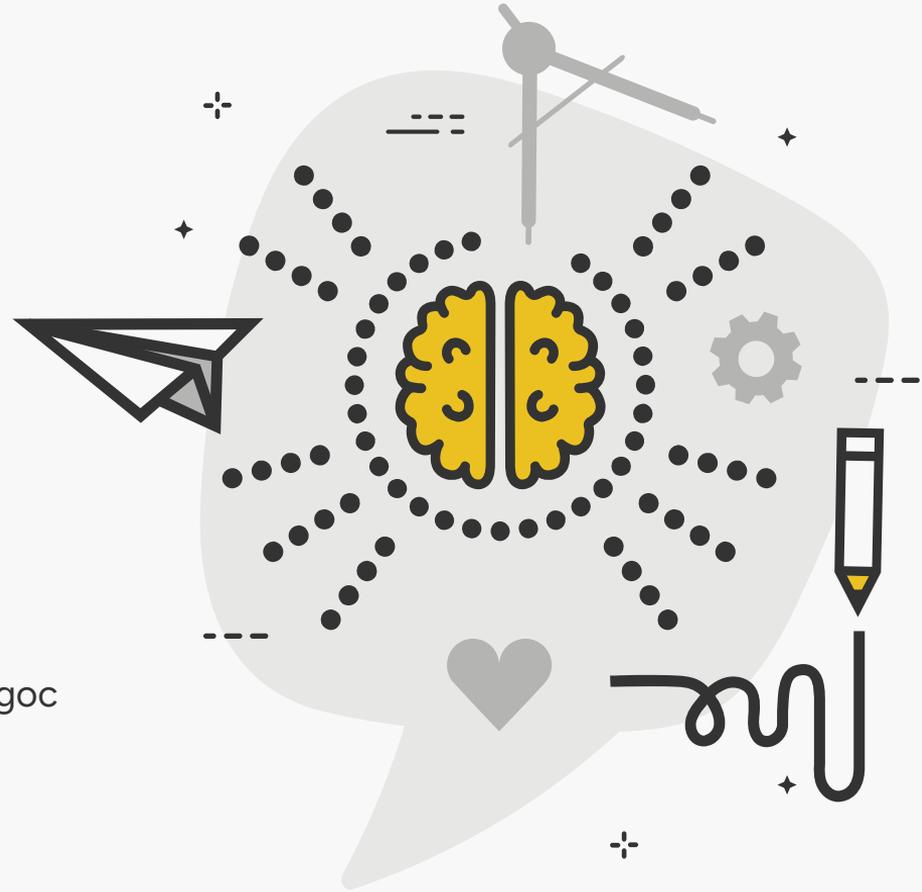


Concept Video

Team 2: Eliza Bazakas, Hera Lasseau, Ngoc
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Team Lore



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Problem/Solution Overview



Primary Users

Older adults with stories to share; young people who want to hear them.



Problem

Many older adults have a great deal of life experience to pass on, but no easy way to do so.



Older adults have expressed feeling isolated or lonely.



Younger generations find it intimidating to approach older adults.



Solution

An app that facilitates the recording and sharing of stories with younger generations.





Lore

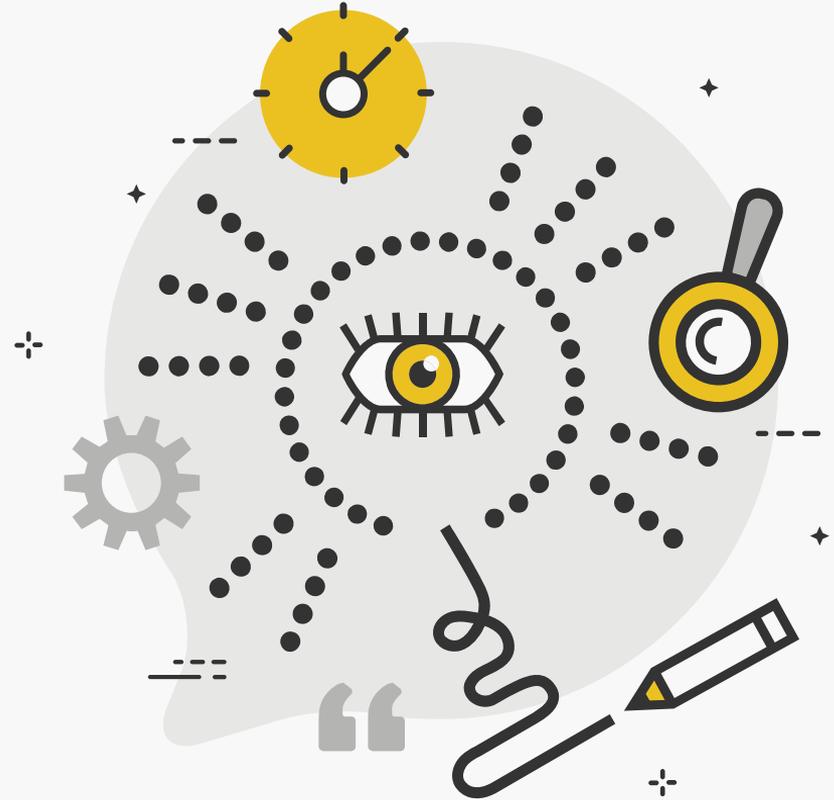
Unpack your memories

An app that facilitates the sharing and exploring life stories in a chronological and spatial context

Name Origin: Several participants described older adults as having “lore.” The word “lore” has long existed but has received a recent resurgence in internet slang. As a result, the term embodies or ethos of sharing interesting stories for younger and older generations alike.

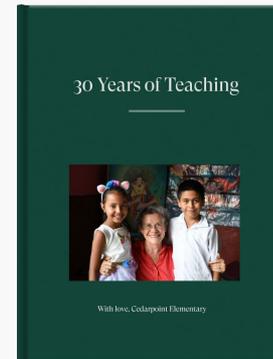
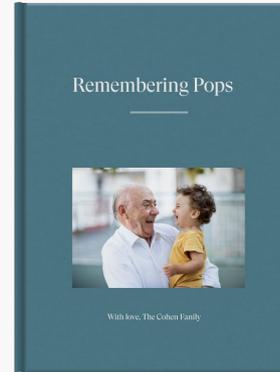


Market Research



Storyworth

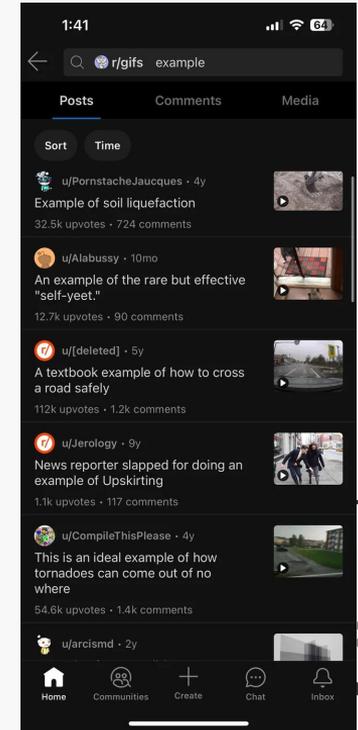
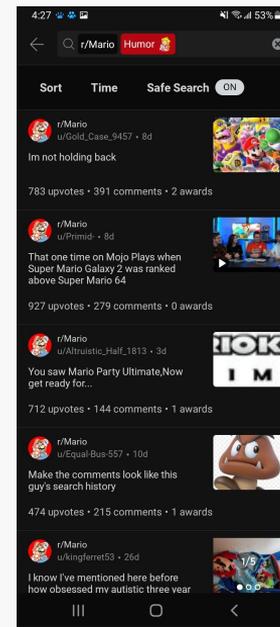
- A gift package service that facilitates collecting stories. Asks a different question each week over email and they write a response. At the end of the year give everyone involved gets a printed book of all the stories
- The responses to the questions are emailed to a group of people who are sent up with the gift package, usually extended family members
- **Lore** is a platform that can support public or private sharing of stories in a variety of mediums (written, audio, video).
- Implications: By having the option of sharing stories publicly, older adults can expand their circles. We hope that having a variety of mediums increases accessibility



Reddit



- A social media platform for users to post content, questions, and stories in niche communities called subreddits; Users can facilitate conversations in subreddit threads
- Has had issues with content moderation, cluttered interface, negativity towards opinions (downvotes), and an excess of broad content
- **Lore** is solely focused on memoirs, stories, and advice from lived experiences, with opportunities for constructive conversations and positivity
- Implications: Having focused content, simple UI, and positive interactions will make using an app easier for older adults.



1 Second Everyday

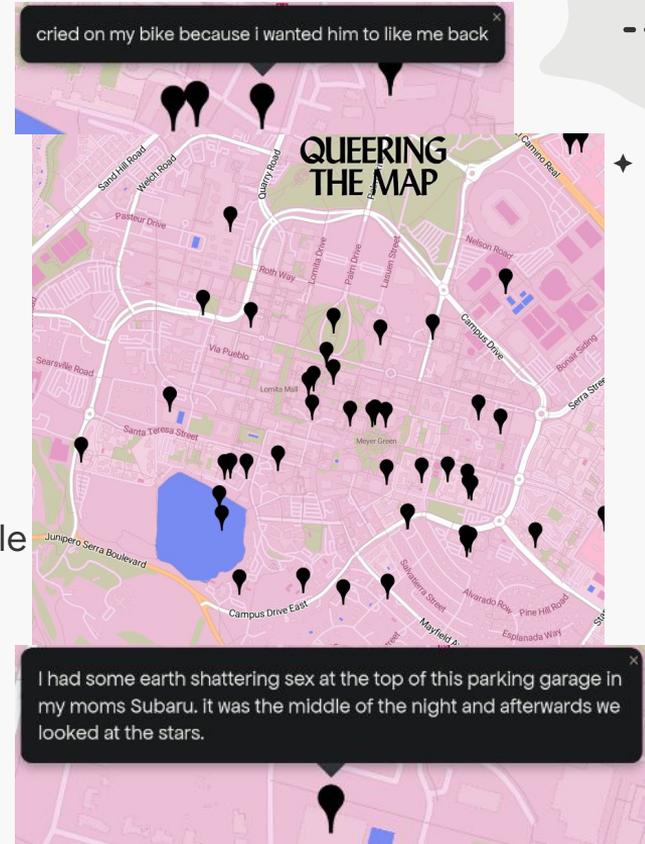


- An time capsule app focused on capturing one second of footage a day, every day of the year. The end result is a video of each year that the user can either keep to themselves or share with others.
- 1 Second Everyday helps users capture their daily highlights in a temporal format, though content is based on present day events and very short form
- **Lore** allows more robust multimedia timelines that highlight the past as opposed to present day occurrences. It is also easier to discover and share longer-form content through Lore.
- Implications: By focusing on multimedia content and past stories, Lore creates timelines that give users more control and greater accessibility over the ways they tell their stories



Queering the Map

- A map app where people can drop pins with stories about queer memories associated with various places, or view others' pins
- Drawbacks for our use case
 - Focused on the queer community, not older adults
 - Focused on spatial context, not time
 - No way to keep posts private among family
- **Lore** is dedicated to preserving the memories of older adults specifically, and is designed to be uniquely accessible and useful to them. It places stories on a timeline, and allows for fine-grain privacy control.
- Implications: Playing to our target demographic will set us apart from the competition, as will focusing on our strengths and core design pillars.



Market Research

| | Lore | Storyworth | Reddit | 1 Second Everyday | Queering the Map |
|----------------------------|------|------------|-----------|-------------------|------------------|
| Story-focused | ✓ | ✓ | r/stories | ✓ | ✓ |
| Older adult focused | ✓ | ✓ | r/elderly | ☐ | ☐ |
| Spatial context | ✓ | ☐ | ☐ | ☐ | ✓ |
| Chronological context | ✓ | ☐ | ☐ | ✓ | ☐ |
| Public and private posting | ✓ | ☐ | ☐ | ✓ | ☐ |



Stakeholders

Direct

- Older adults with stories to tell
- Young people who want to learn about their elders' experiences

Indirect

- Other loved ones of users who will learn their stories
- Persons included in the stories
- Owners of the digital infrastructure that hosts and distributes the app



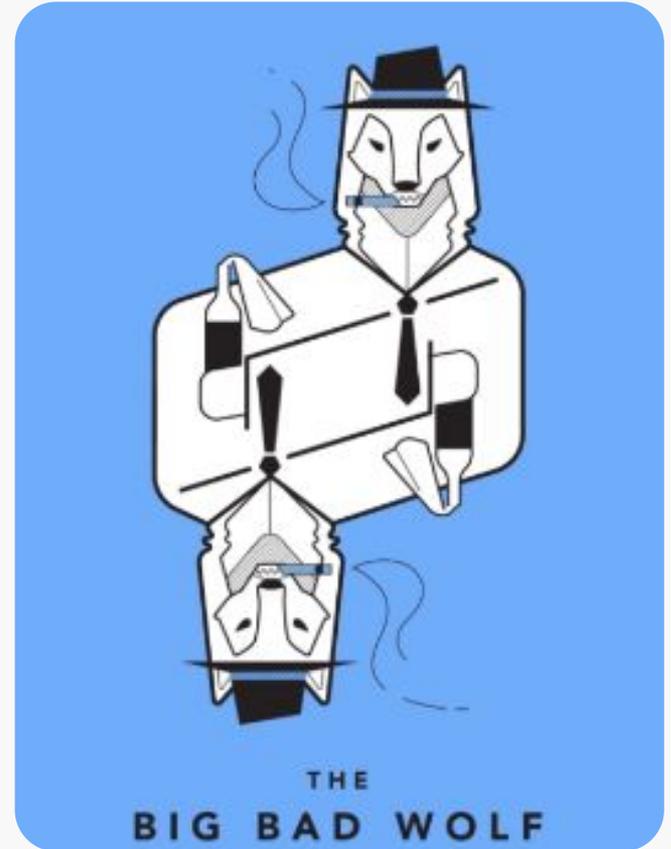


Ethical Implications



Cyberbullying/Trolling

This platform will be providing a space for older adults, a demographic who are unfortunately **uniquely vulnerable** to harmful digital content. We will need to take steps to ensure our platform is safe from **trolls, bullies, and dis- and misinformation**. This is one of the hard problems of social media, so we plan to **learn from the mistakes** and successes of other platforms to address this concern.





Ethical Implications



Cultural Accessibility

People of various cultural backgrounds may have **different understandings and approaches** toward older generations and hearing their stories. We aim to facilitate **safe and comfortable** intergenerational connection, which will require us to take a **considerate and informed approach** to designing our product to ensure that it works for a variety of backgrounds and cultural perspectives.



Tasks



0:53

**Simple
Task**

Post a story/view a story



1:03

**Moderate
Task**

React to a story



1:08

**Simple
Task**

Post a story/view a story (again)



1:25

**Complex
Task**

Place stories into their
chronological context



Storyboards





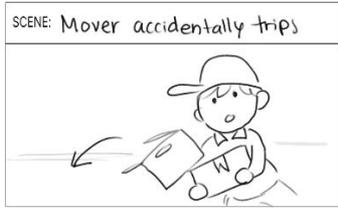
NOTES: Nostalgic Music + many
cuts into flashbacks(?)



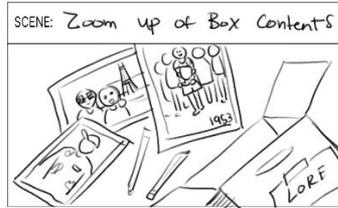
NOTES: *Nostalgic music cuts
as grandpa is alone → Ding Dong



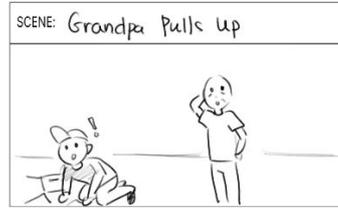
NOTES: _____



NOTES: *CRASH!



NOTES: *whimsical music plays*



NOTES: _____

Things we wanted to express:

- Grandpa is lonely
- Grandpa is nostalgic about his life and memories

What this shows about the problem:

- Some older adults reported feeling isolated or lonely (Isabella interview)
- Older adults have many untold stories from their lives

SIMPLE TASK: VIEW/POST

SCENE: Picks Up photo and Storytime



NOTES:

SCENE: Grandpa Storytime Flashbacks



NOTES: * crowd cheering *

SCENE: Grandpa Unpacks Trophy



NOTES:

MODERATE TASK: REACT TO STORY

SCENE: Grandpa Opens Up



NOTES:

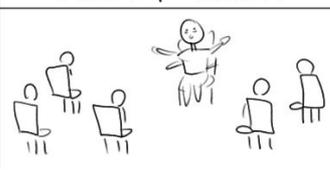
SIMPLE TASK: VIEW/POST [Repeat x2

SCENE: Grandpa places one photo



NOTES:

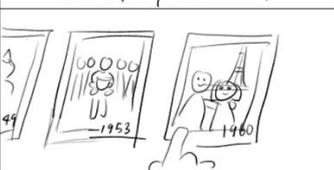
SCENE: More People Fade In



NOTES: Fade In, flashback
by flashback

Repeat x2]

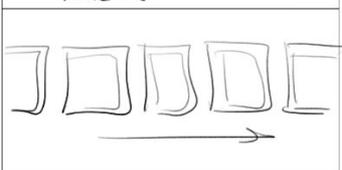
SCENE: Grandpa places next photo



NOTES:

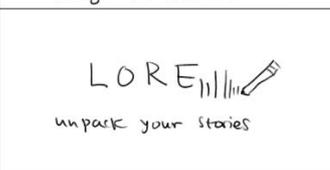
COMPLEX TASK: SORT/FILTER

SCENE: Timeline



NOTES: * page flipping noise
or something *

SCENE: Logo Comes In



NOTES:

Things we wanted to express:

- Grandpa is able to open up to someone about his life
- As Grandpa uses "Lore," he gets a larger and larger audience to share with

What this shows about the solution:

- Older adults are being heard about their experiences.
- Older adults can "post" stories and have a "two-sided conversation"
- Younger audience members can "view" and "react"
- Users can sort and filter profiles into timelines



Video Link

05

Appendix

Extra content, Sources

Video Citations

YouTube

Nostalgic Music by Scott Buckley

Happy / Uplifting Music by Infracation

Grainy Video Overlay by Areeba Hussain

Pixabay for SFXs

Crowd Applause

Phone Ring

Phone Unavailable

Ding Dong

Photos (photoshopped and printed)

Raw Photos

Edited Photos made on Photoshop with the usage of generative AI fill tool

- prompts: military hat, camo military outfit, boots, flower bouquet, big diamond ring, Asian wife and kids in winter clothes, soccer player happy, soccer teammate cheering

Additional Assign 4 Deliverables

Compressed Video

[Link](#)

Assumptions

[Link](#)

Image and Graphic References

Slide Theme: [Design Thinking Workshop Slides - SlidesGo](#)

Team member photos provided by team