

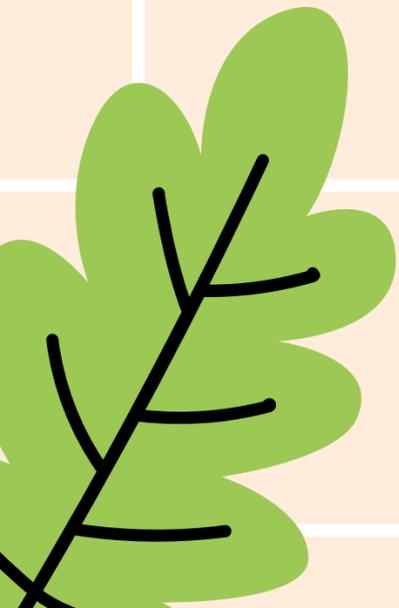
Lucky Day

Ethan Bell

Em Ho

Clare Chua

Lianne Cha



ROAD MAP

1. Problem + Solution
-- Market Research
-- Value Proposition

2. Ethical Implications
-- Tarot Cards of Tech

3. Tasks

4. Storyboard + Concept Video

PROBLEM STATEMENT

Seniors, especially those who have recently moved to the US, experience **loneliness** and have difficulty establishing a strong **social network** due to **cultural and language barriers**. Older adults may put themselves at greater risk of **dementia** and other neurocognitive disorders if they do not exercise their brain and **socialize**.





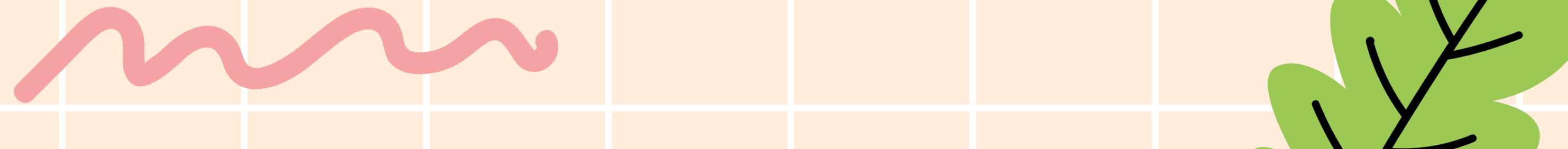
MARKET RESEARCH

1

Wyzr: New Activity-Based Friendship App for Adults

2

Amintro Inc.: Life's Better in Company



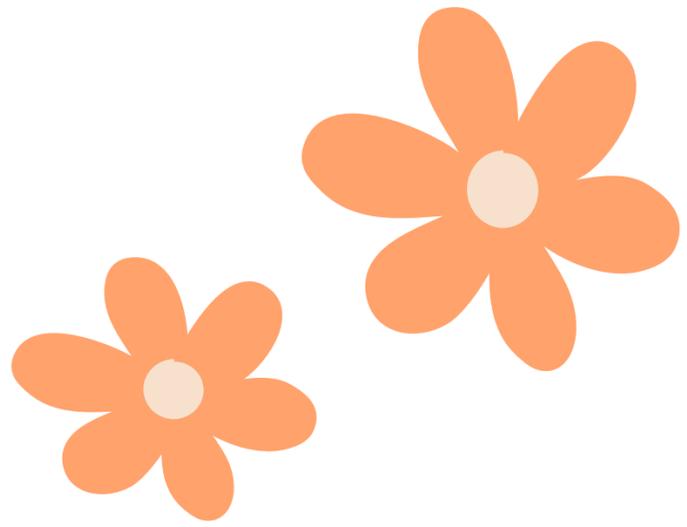
MARKET RESEARCH

3

SilverSurfers: Over 50s Lifestyle & News Website

4

Stitch: The Social Community for Anyone Over 50



WYZR

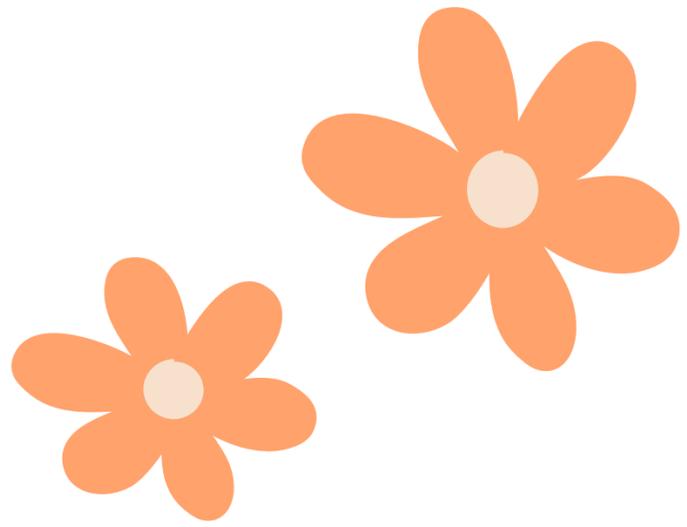


Product: Activity-based friendship app for people 40s and up

Features: "Friend Blast" allows you to send out invitations to certain matches so you can easily schedule plans with them. "Carpool" allows you to coordinate pick-up spots.

ACTIVITY-BASED FRIENDSHIP APP FOR ADULTS 40+



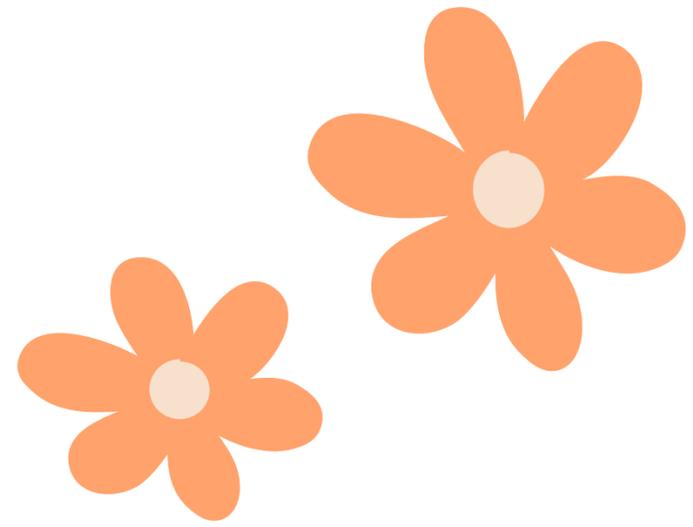


WYZR



What worked: Encourages offline socialization, a major appeal for users who seek meaningful face-to-face friendships. ID verification system helps foster trust within the older adult community.

What didn't: Not enough users in some areas. Their main selling features (Carpool and Friend Blast) require a critical mass of active users to function effectively.

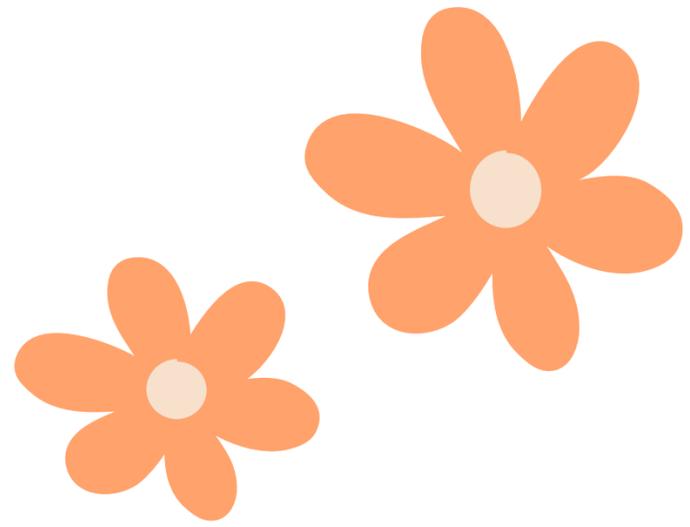


WYZR: IMPLICATIONS



- Trust and safety is crucial in creating an online community, especially for seniors. Our app should also have privacy features to protect our users.
- Since our app also facilitates in-person interactions, we will also face the challenge of convincing a demographic that may not be as familiar or comfortable with using technology to use our product.





AMINTRO

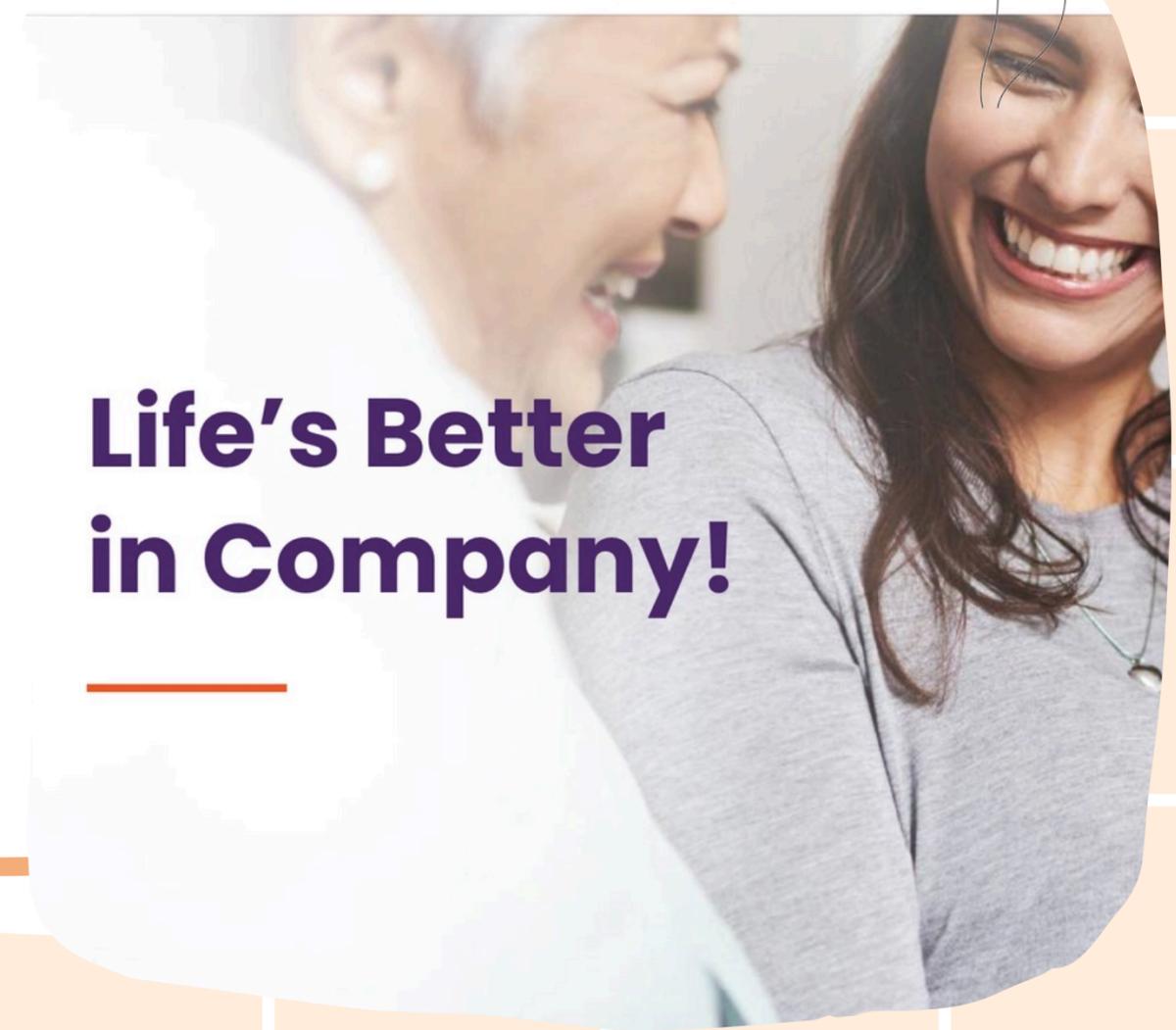
Product: Combat social isolation for those 50 and up.

Features: Filters through members to make friendship suggestions according to people's profile outline, interests, past experiences and future aspirations.

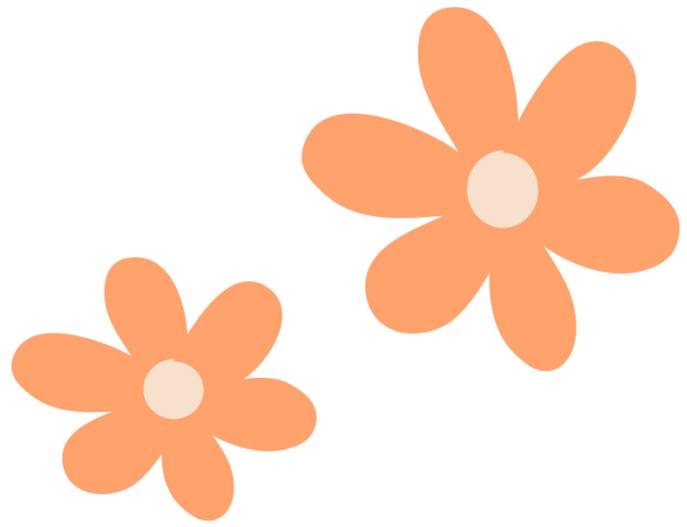


AMINTRO

Amintro Pl.



**Life's Better
in Company!**



AMINTRO

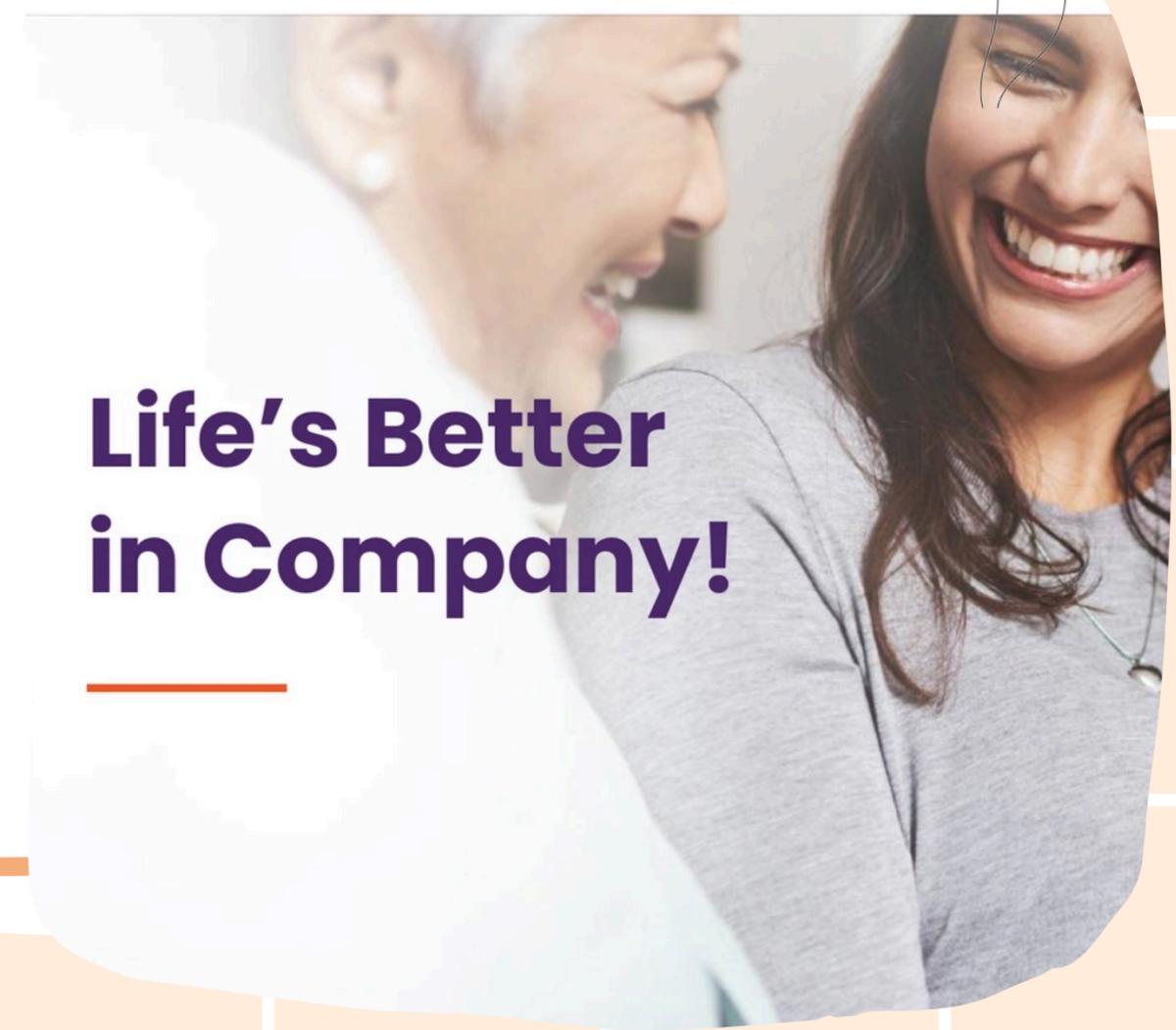


What worked: Secure platform where users' personal information is confidential, helping to build trust among older adults who may be hesitant to engage online. Detailed friend profiles.

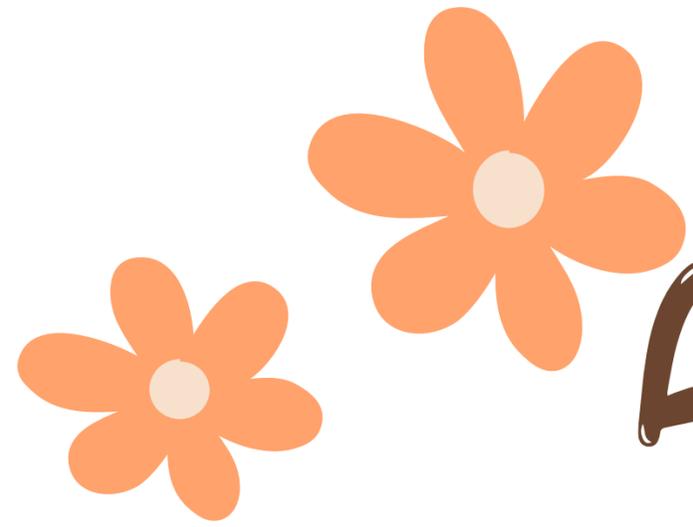
What didn't: Confusion that it is a dating app. Low user engagement – hard to form connections if inactive on app.

AMINTRO

Amintro Pl.



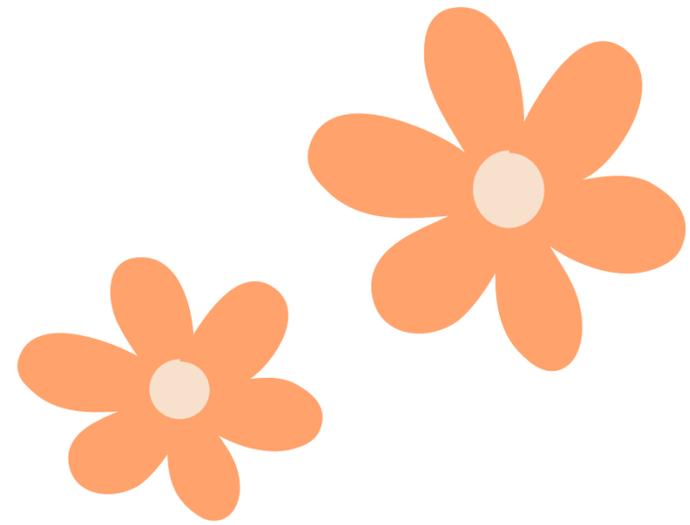
**Life's Better
in Company!**



AMINTRO: IMPLICATIONS



Though we are moving away from “matching” users and focusing on the cultural nuances in presenting social events for seniors, we should also be careful about coming off as a dating app or something other than a hub of social events.

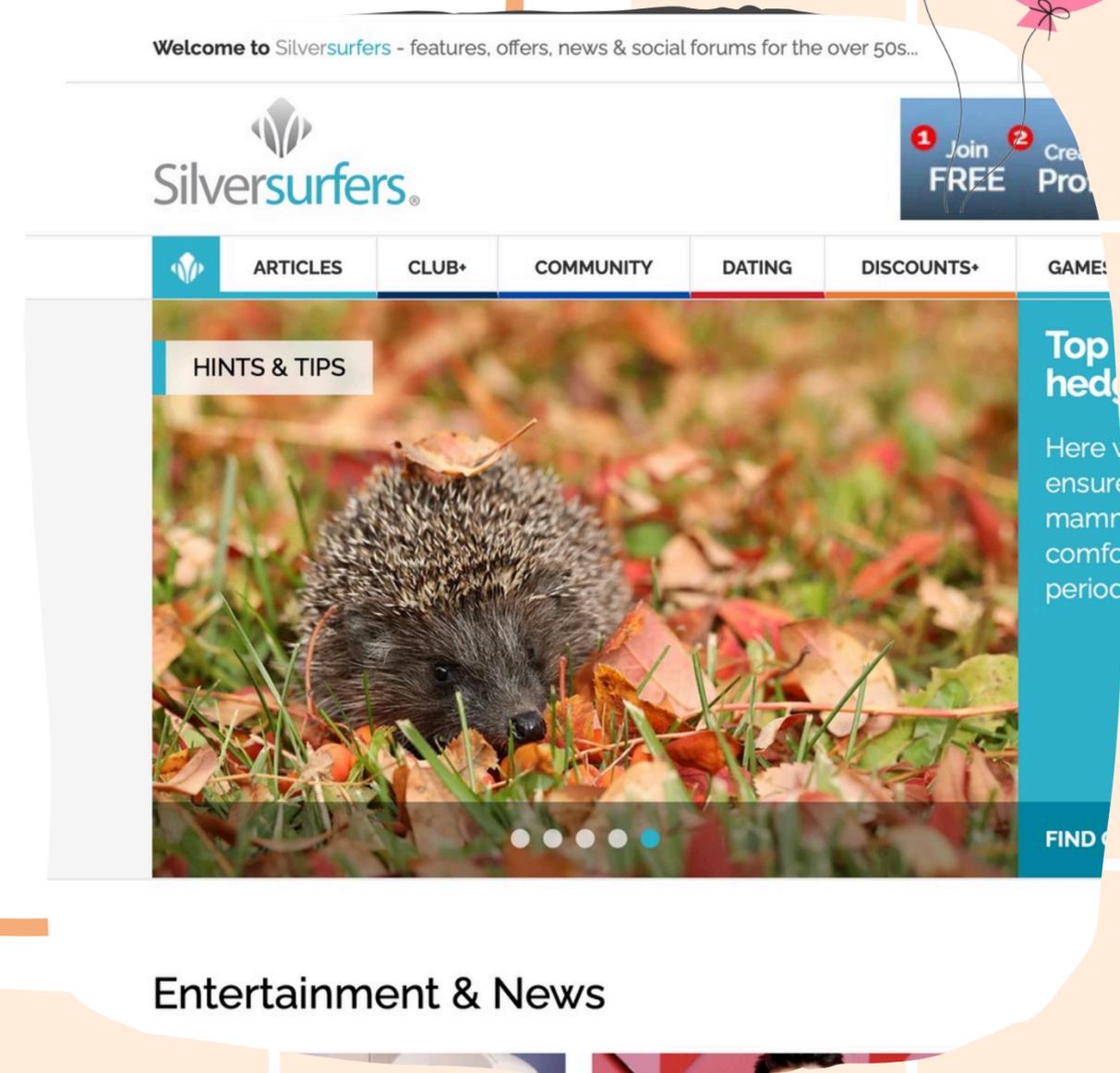


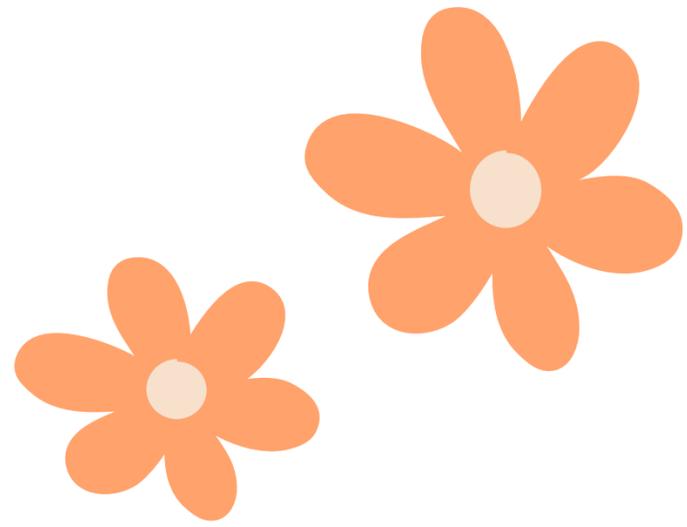
SILVER SURFERS



Product: Social forum for people aged 50+ with a large user base in the UK.

Features: Offers a mix of community-driven content and commerce. Content includes articles on travel, health & wellness, technology, finance & retirement, lifestyle. Has section for games, dating, shopping, online health classes.



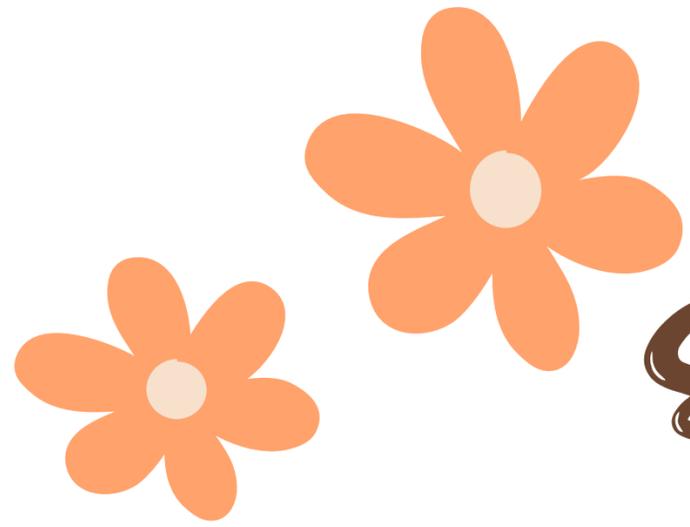


SILVER SURFERS



What worked: Curated content with articles and discussions around travel, health, and lifestyle attract regular engagement. Partnerships with brands have been successful in keeping the audience engaged.

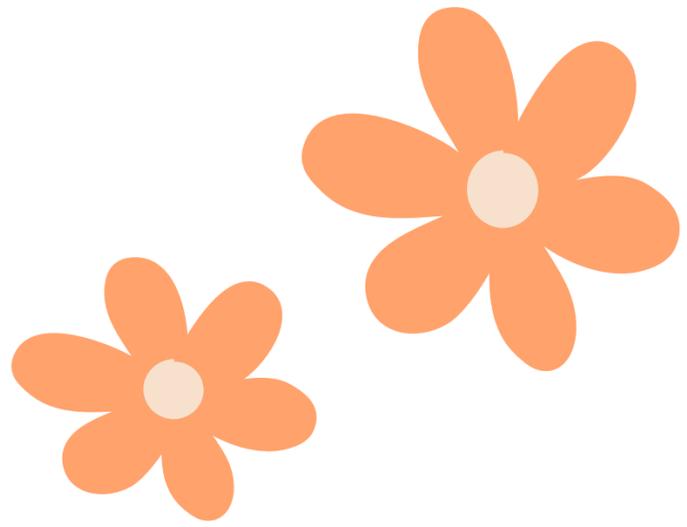
What didn't: Fails to fully address the varying needs of its younger (50s) vs. older (70+) users. Over-relies on traditional lifestyle content; doesn't have dynamic, innovative content to engage users



SILVER SURFERS: IMPLICATIONS



Even when considering seniors, there is a huge range of lifestyles and needs that our users are experiencing. We should include events in our app that aren't limited to just one type of user and activity so that it is accessible to all seniors.

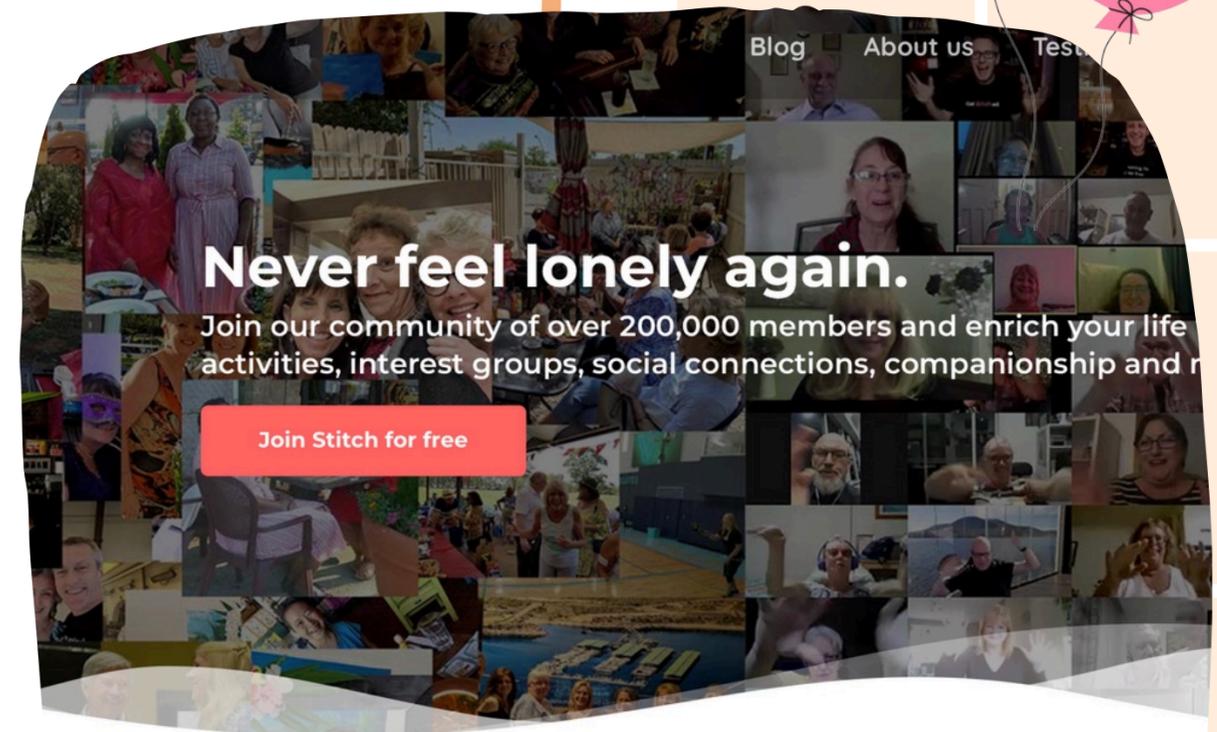


Stitch



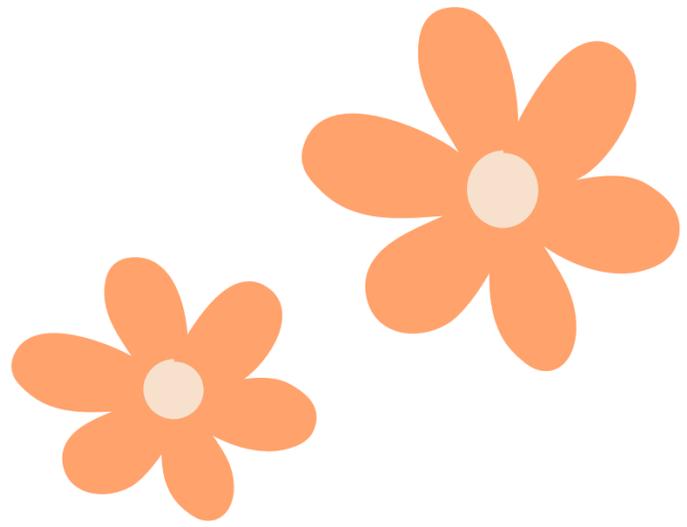
Product: Online community specifically designed for adults aged 50 and over

Features: Features include scheduling and going to local events, social groups, and forums where members can connect over hobbies, interests, and life experiences.



**Community & companionship
for anyone over 50.**

Stitch is the world's largest companionship community created by members for members. Being part of a community makes life richer and more meaningful. Because everyone needs companionship.



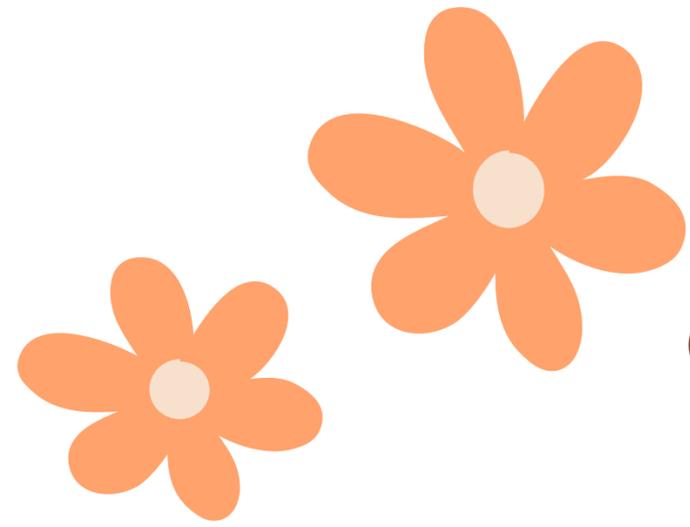
Stitch



What worked: Accessible on various devices. Encourages real-world connections through in-person community events (dinner, movies, etc.). Offers tech support for older adults (guides them how to use website).

What didn't: Users in less populated areas struggle to find nearby events or matches. Lower engagement from men.

Competes with general social media platforms (not age range specific).

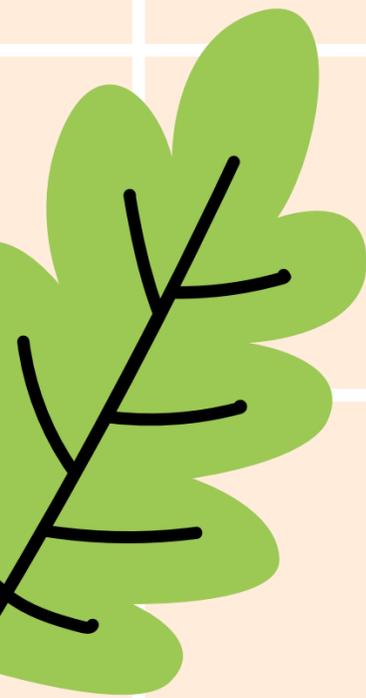


Stitch: Implications



Since technology and new apps can be challenging to figure out, we should keep our app as simple as possible so that seniors are able to use all the features easily. We can also offer guides/tutorials for how to use the app.

Our Solution



NAME

思い立ったが吉日
(omoitatta ga kichijitsu)

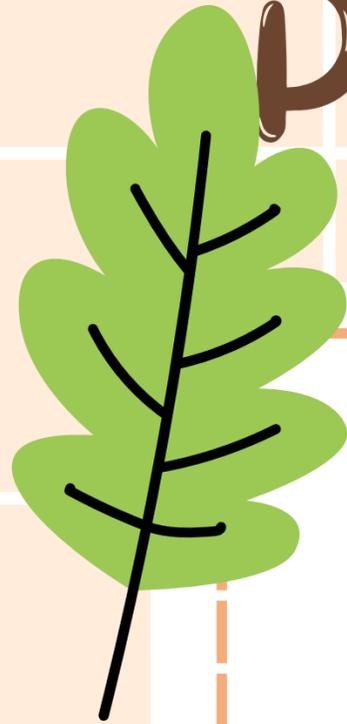
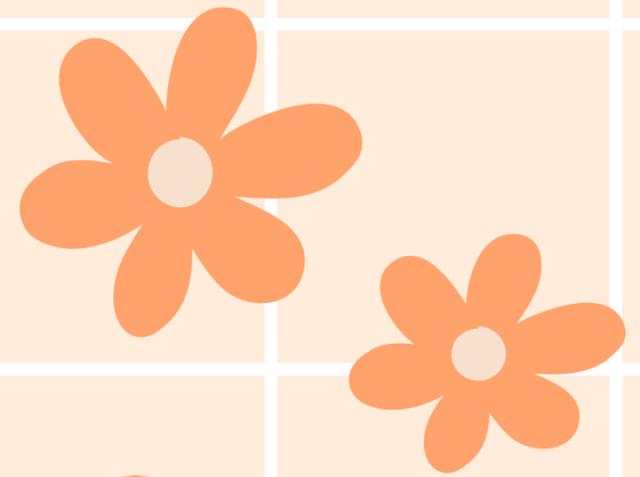
An old phrase that translates to “the day you think of it is the right day to do it”

Kichijitsu roughly translates to “lucky day” or “auspicious day”

Thought that this captured the idea of encouraging seniors to take the social leap through our product – also contains cultural imagery associated with our east Asian immigrant population niche

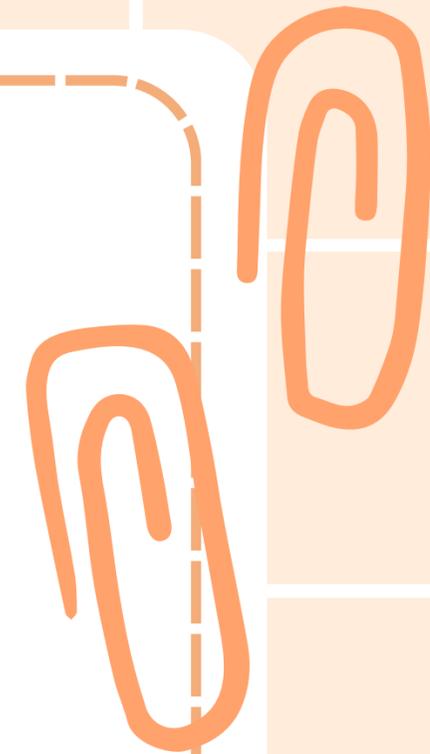


PRIMARY USER AND SOLUTION

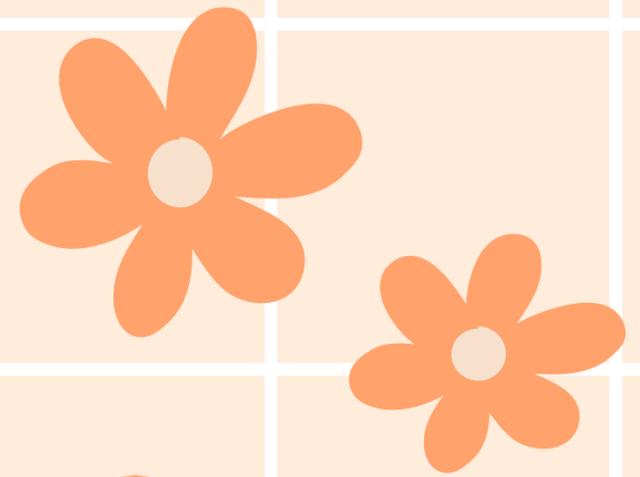
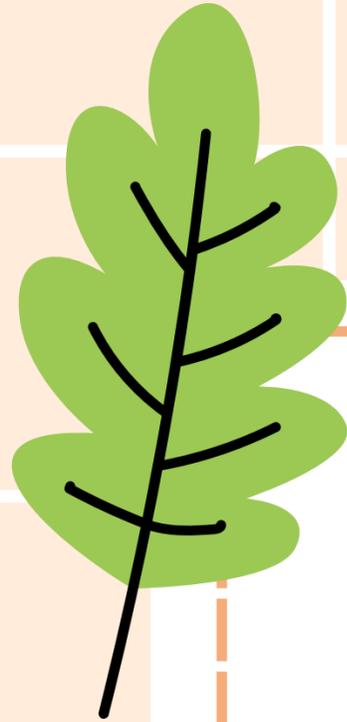


Older Adults and Seniors

Solution: A live map and social **calendar** that provides **culturally-aligned** activities and translations, allowing seniors to find, attend, and create **social events** of their choice.



STAKEHOLDERS

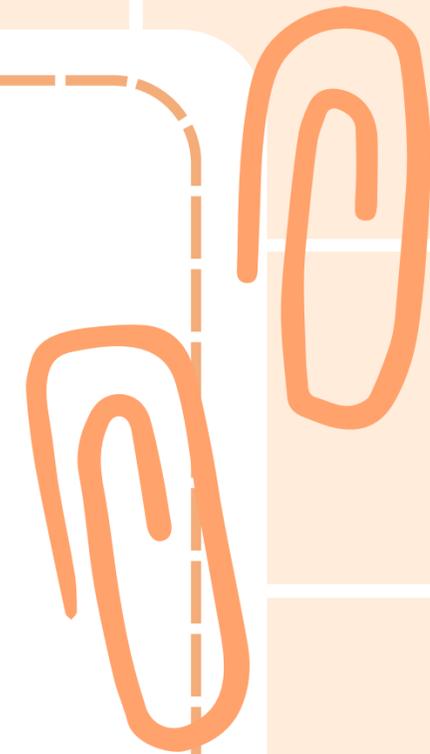


Direct:

- Older Adults and Seniors
- Third-party hosts (restaurants, etc.)

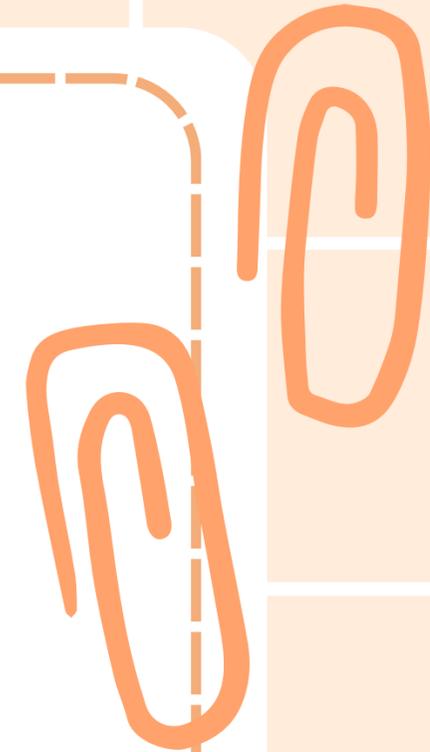
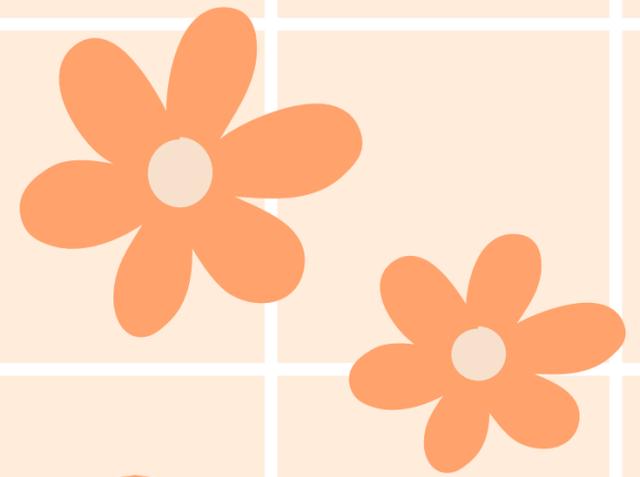
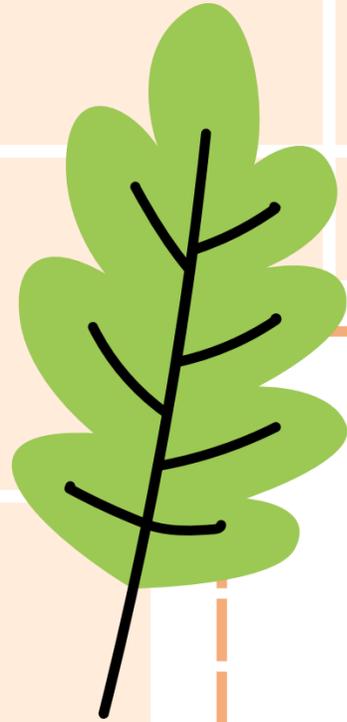
Indirect:

- Caretakers and family members
- Social welfare services / care facilities

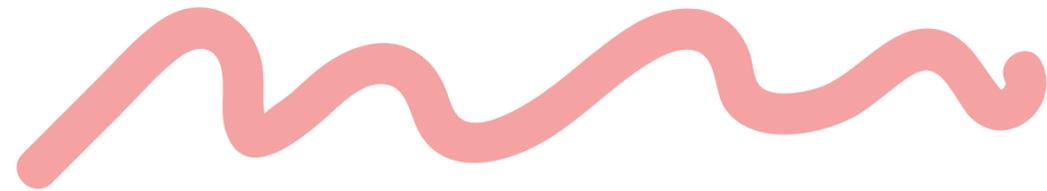


VALUE PROPOSITION

Culturally-congruent social
calendar for seniors



ETHICS



Ethical Implication 1

- Encourages seniors to go outside and travel more than before in a system that is not built to sufficiently support their physical needs, thus potentially exposing them more to accidents or physical harm

Reflection

This ethical consideration requires us to work with local governments on support within public spaces, especially with public transport options, to mitigate risk and create safer environments for seniors to attend events that we platform

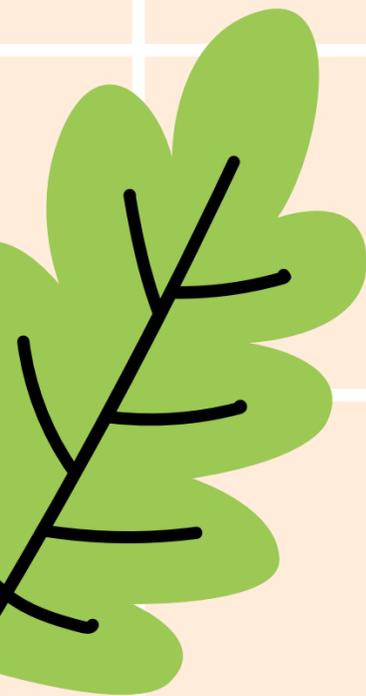
Ethical Implication 2

- Third-party hosts on the platform may view seniors as an exploitable customer base without the mental faculties to recognize or retaliate against/report financial exploitation and scams

Reflection

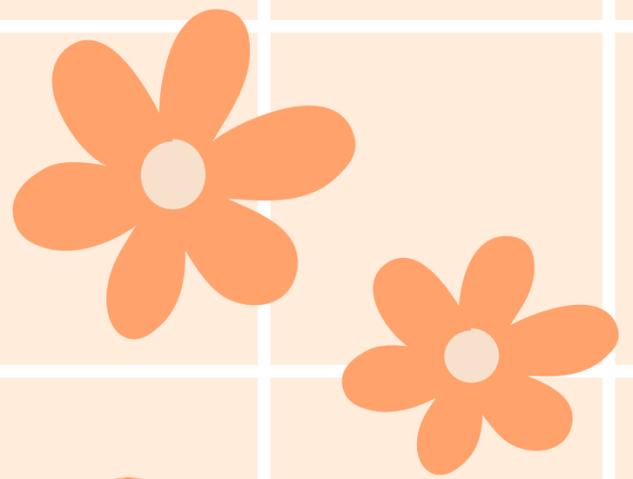
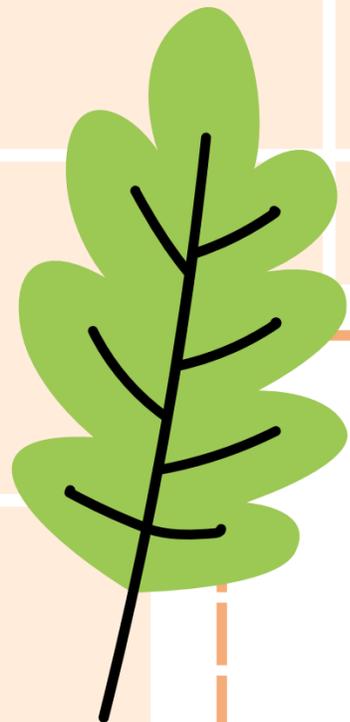
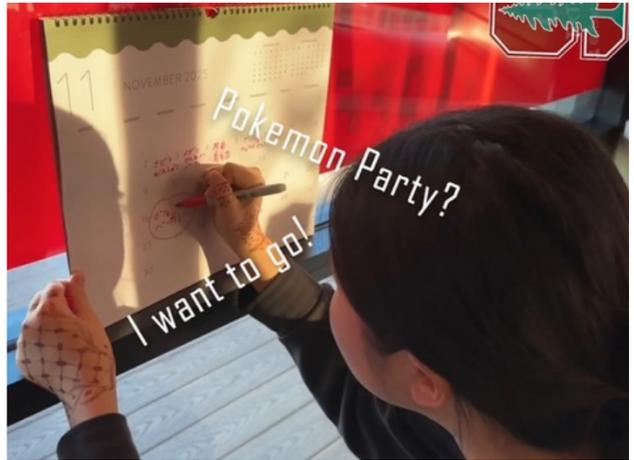
This ethical consideration requires us to conduct regular and strict auditing, as well as implement approval/rating systems such that we do not expose seniors to scams, financial exploitation, or generally unsafe environments

TASKS



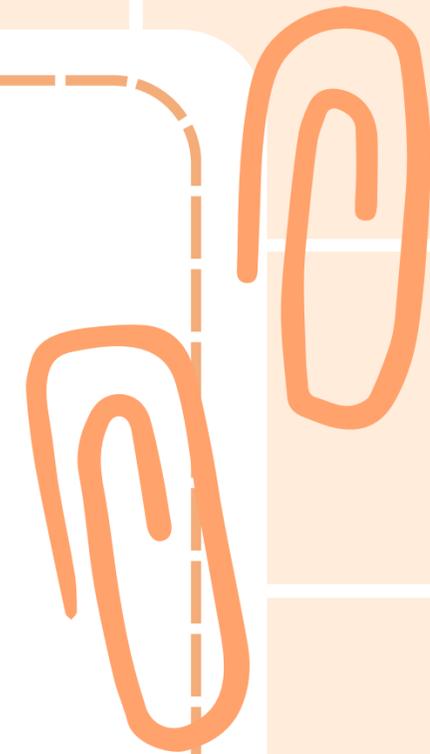
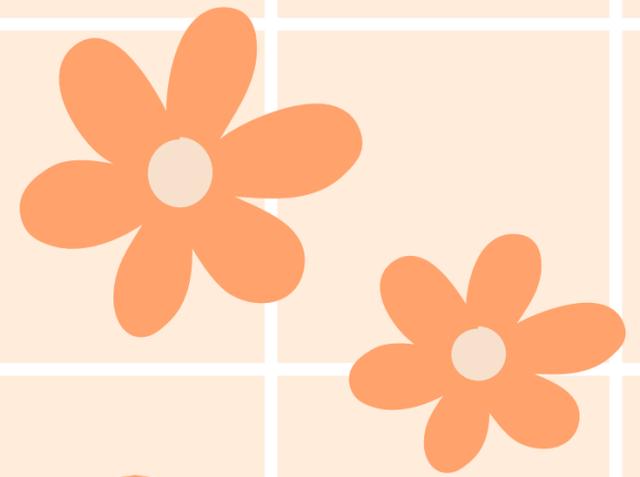
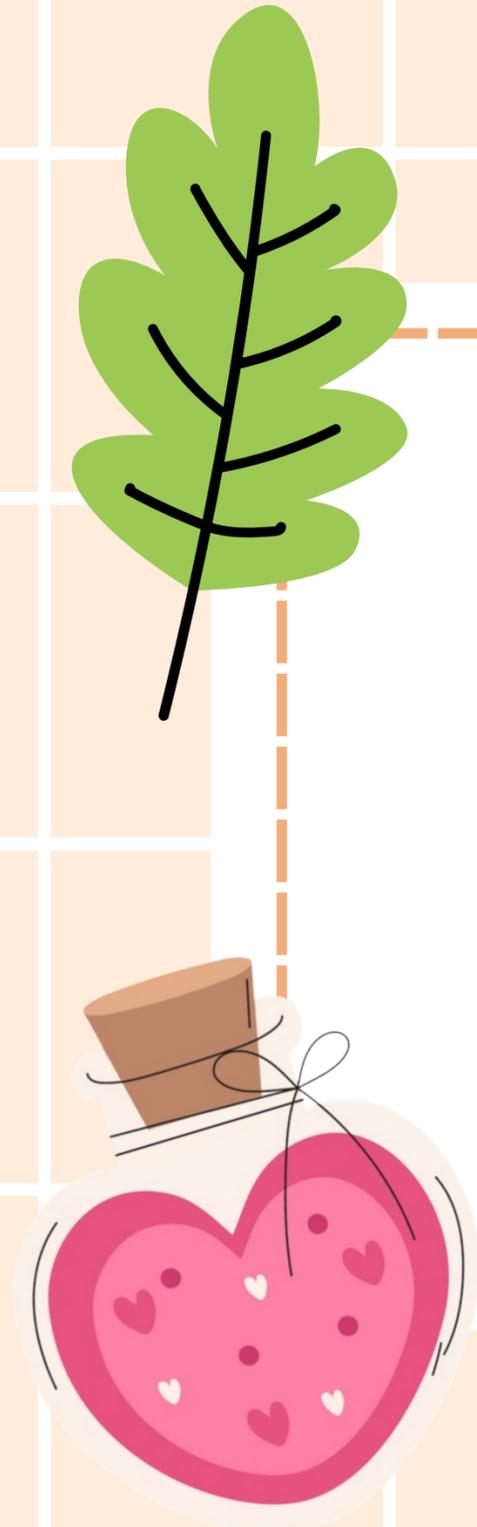
Simple Task

User can browse and sign up for events on the live map / social calendar



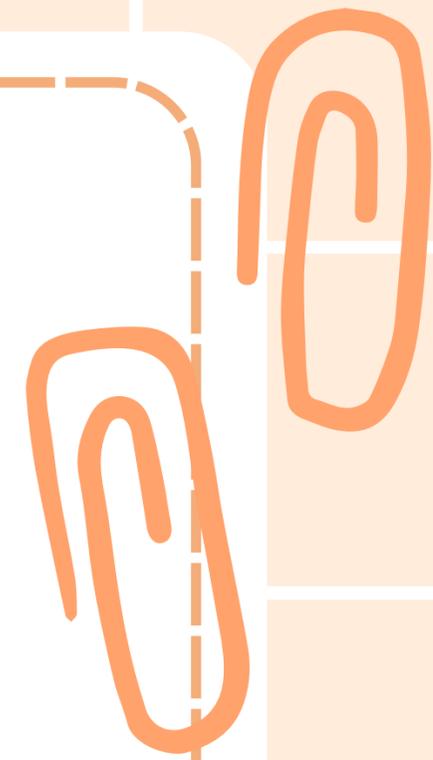
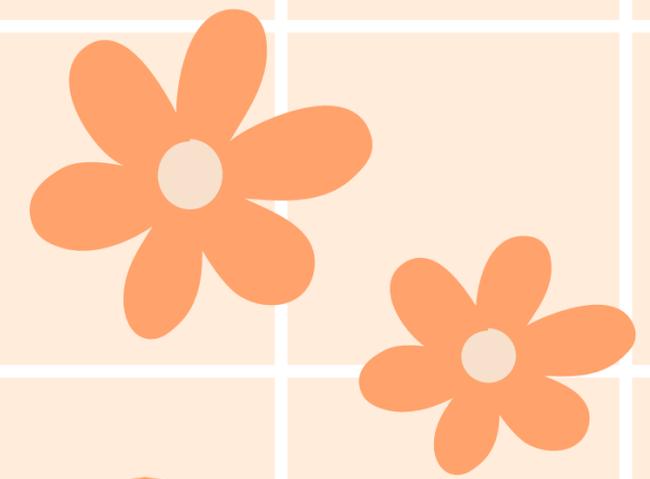
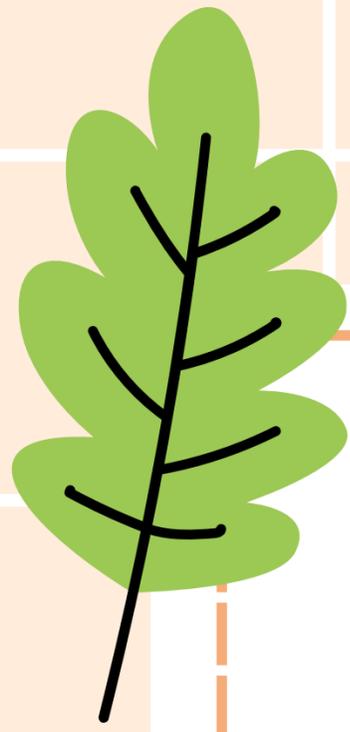
MODERATE TASK

User can receive and utilize a culturally-compatible social calendar based on their background and language ability

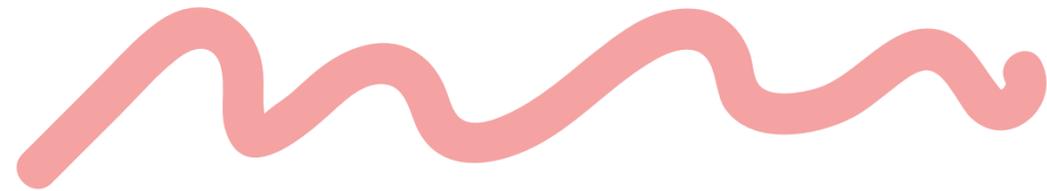


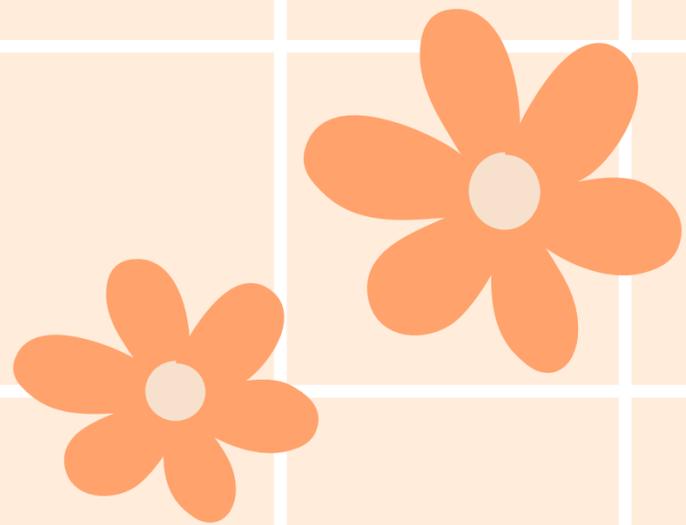
COMPLICATED TASK

User can collaborate with third-parties (restaurants, centres, etc.) to host an event of their own



STORYBOARD





STORYBOARD



old person changes pose as they scroll through TV looking bored

TV scenes to show passage of time

1 Lonely and bored at home

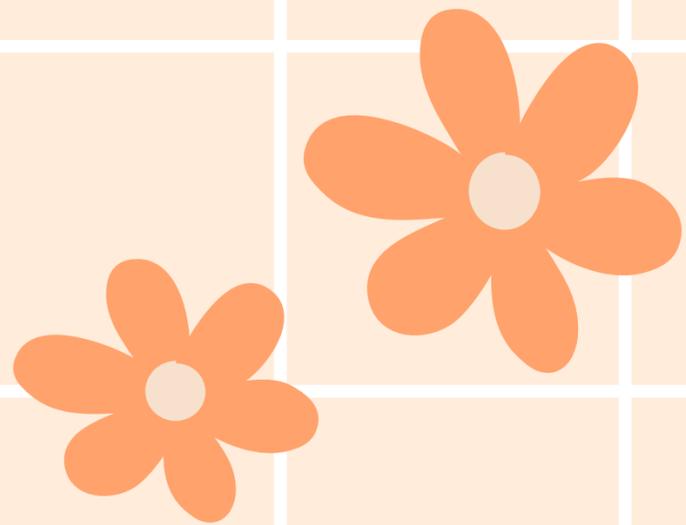
getting up

2 Gets up

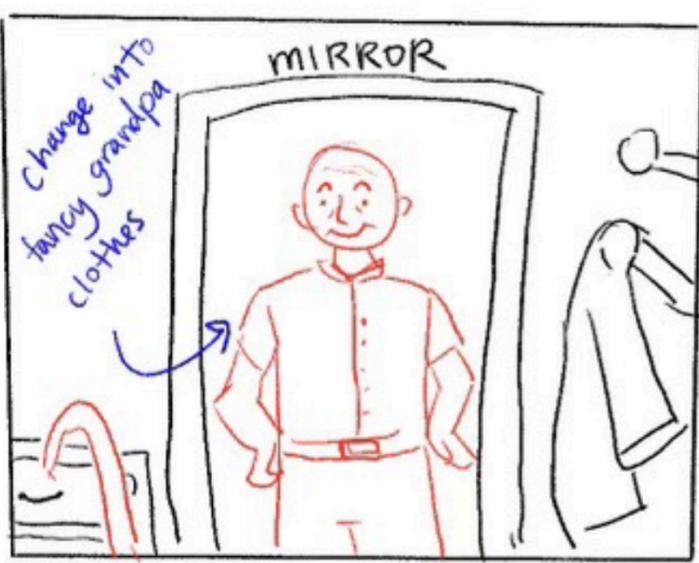
looking @ photos of old friends when young

3 Reminisce days with friends





STORYBOARD



4 Gets ready to meet new people

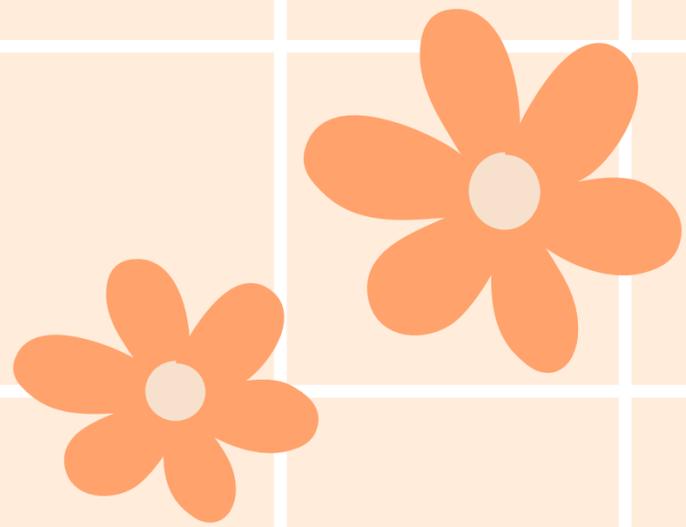


5 Waits alone (sad)

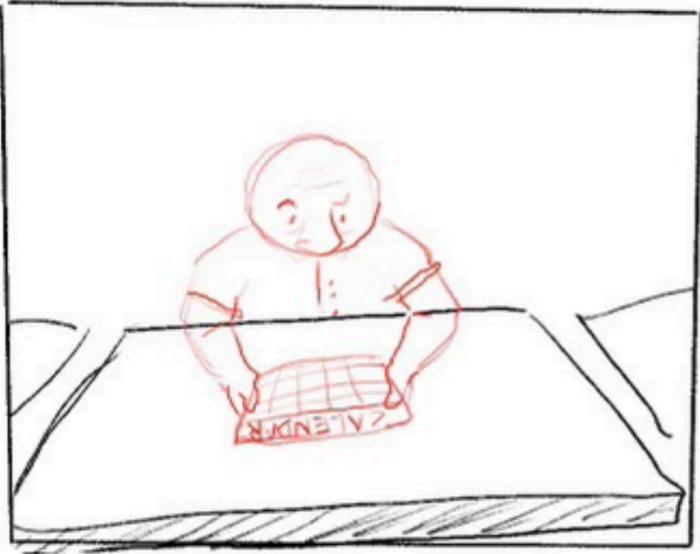


6 Store owner waves to him before he leaves





STORYBOARD



7 Gets handed a social calendar

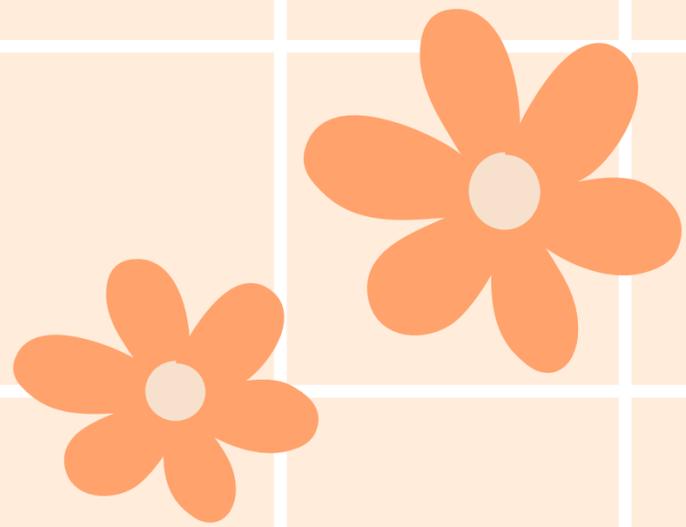


8 In English.. can't read



9 But wait! There's a solution...

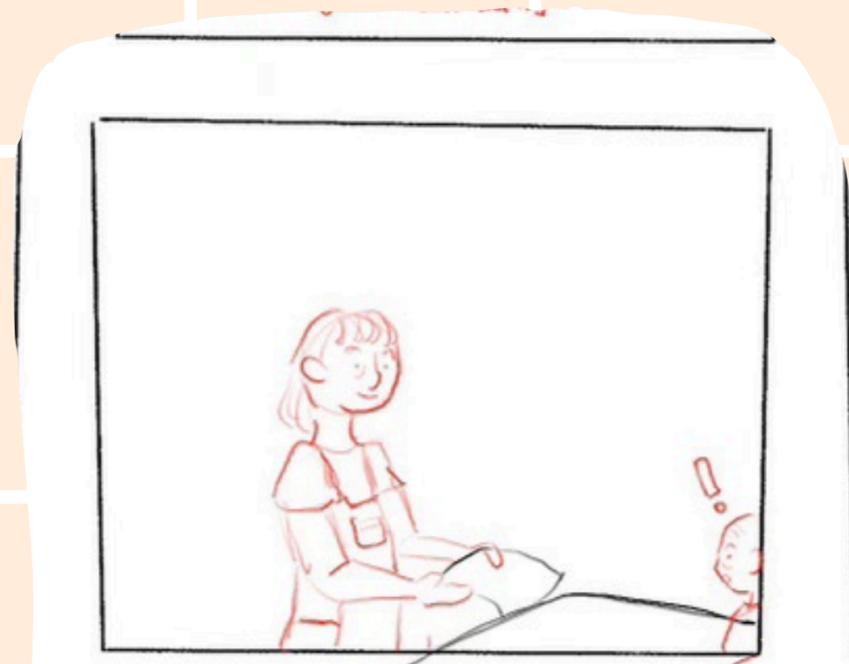




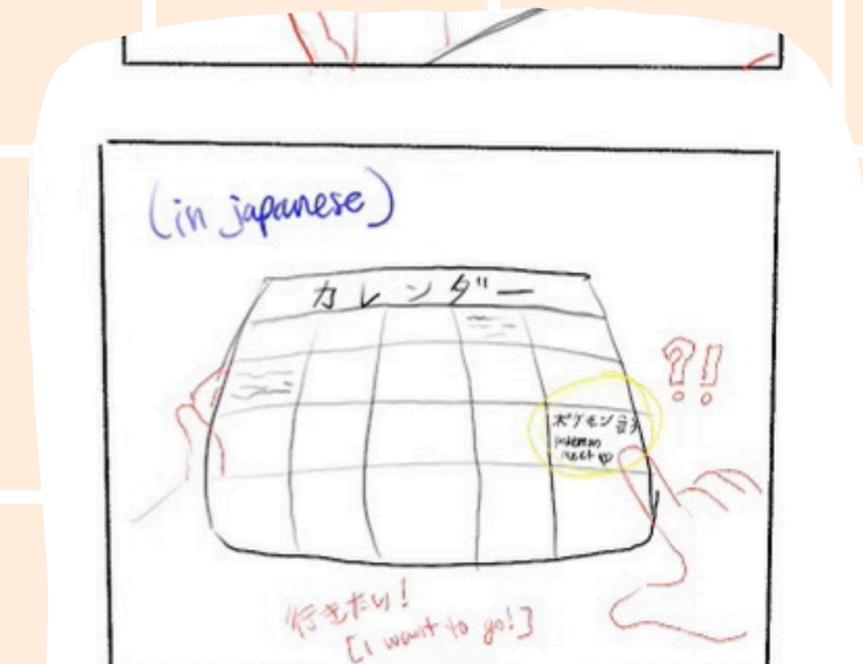
STORYBOARD



10 Owner turns to get something

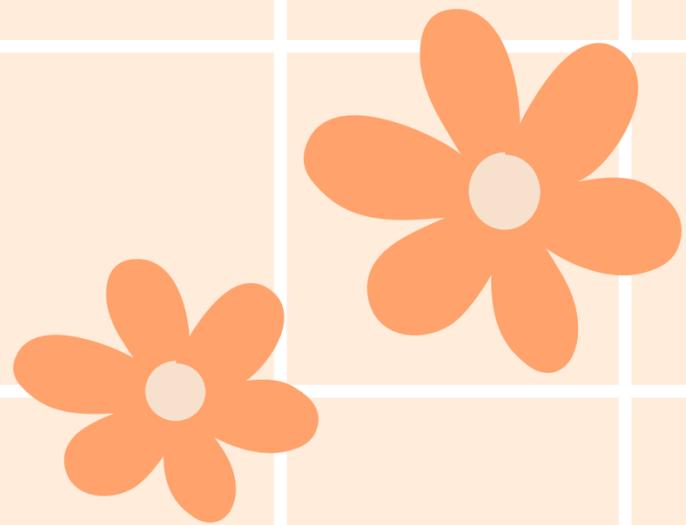


11 Presents him with a new culturally aligned, Japanese calendar

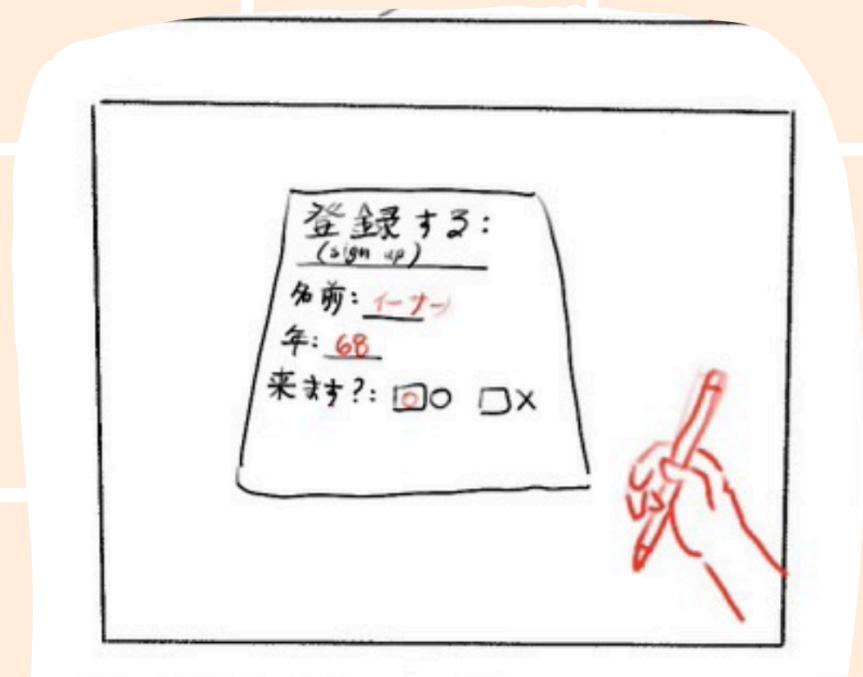


12 Finds event he wants to go to

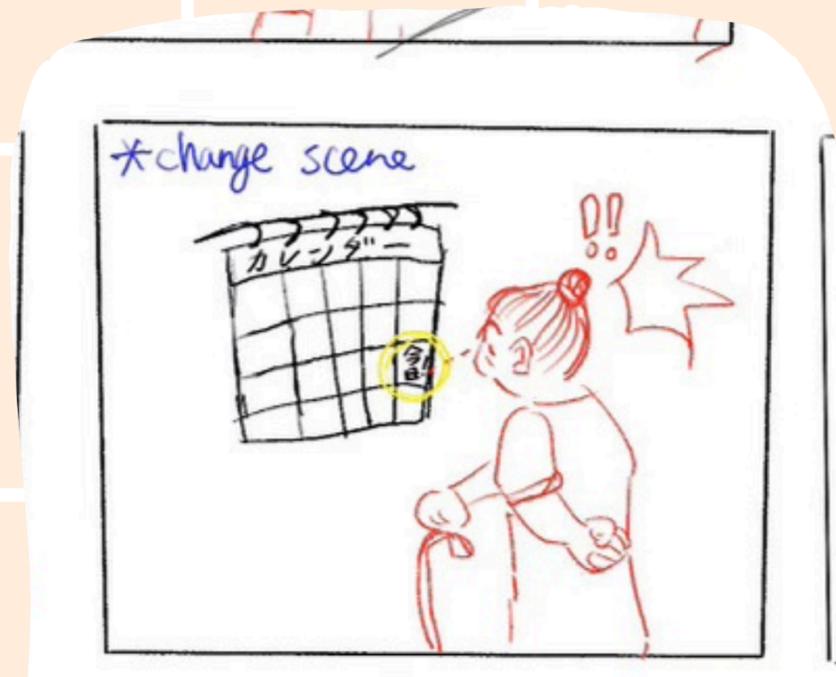




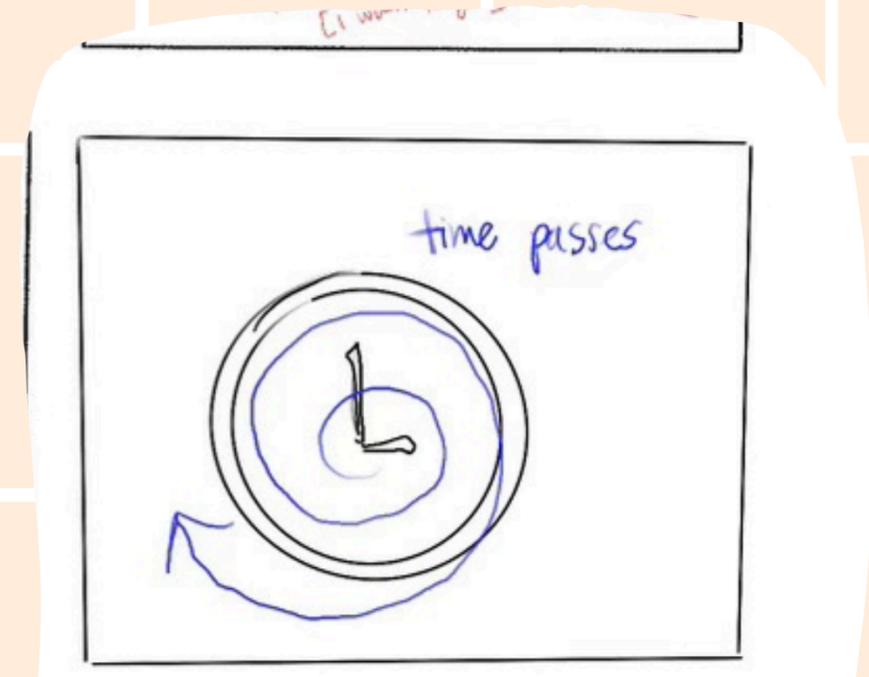
STORYBOARD



13 Creates his own event to add to social calendar

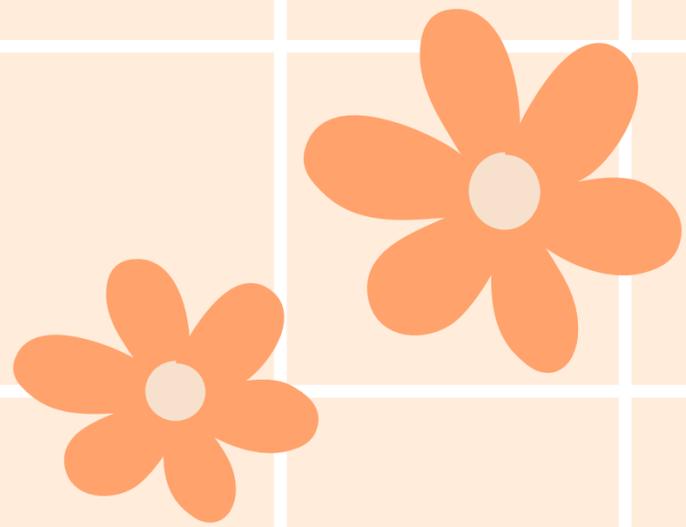


14 Someone sees the event and wants to go



15 Few days pass leading up to event





STORYBOARD



16 Waits for people to show up at his event



17 Someone shows up to play!

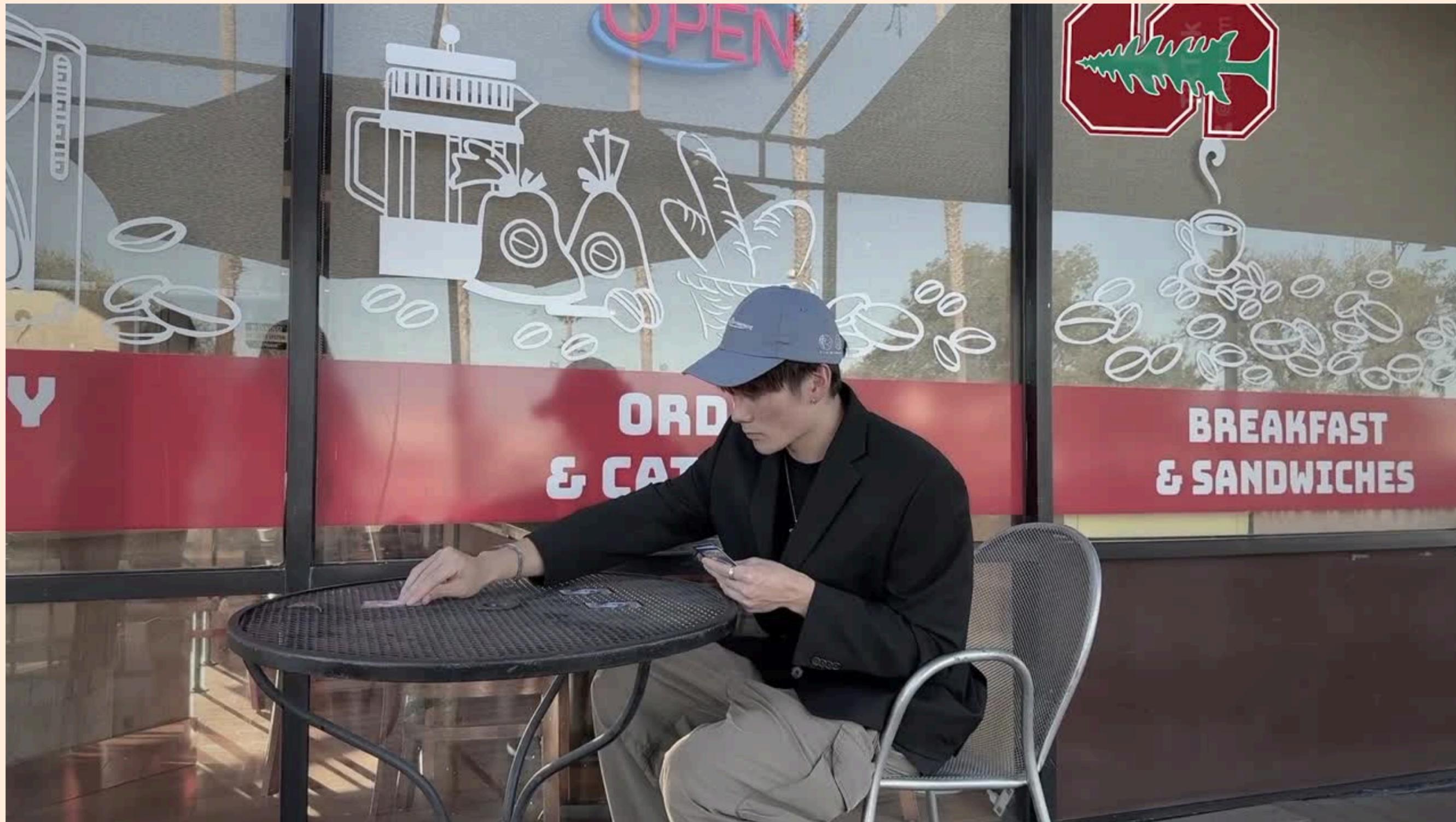


18 New friends!



CONCEPT VIDEO





Questions

