

# TEAM 05

# BRIEF-WEEK 01



The Global  
Studio 2021

# Content



- 
1. About us
  2. Main goal
  3. Target group
  5. Interviews
  6. Mind map
  7. Design product
-

# About us



**Evelina Kopylova**

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22 y.o.

Design of Architectural Environment



**Nikolaeva Angelina**

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**Chugunova Anastasia**

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## Main goal

Here is a brief overview consisting of an initial survey of the daily lives of middle-aged people, and in particular our mothers. The main goal of this investigation is to review statistics and identify the main problems. This will contribute to the search for the most productive way to improve peoples lives. This overview will help you think through the most optimal product concept.

We find the importance of this project in icreating interesting things that can improve lives of middle-aged people, our parents. Things that can make their lives brighter and more comfortable.



# Target group

The average age in Russia is considered to be in the range of 40 to 60 years  
Middle-aged people make up a significant proportion (51%) of the Russian population

First of all, a middle-aged person is distinguished by two characteristics: independence and responsibility. Financial freedom is at the heart of independence. This freedom is limited, first of all, by the responsibility that a middle-aged person bears for significant third parties. These may include children, relatives, friends or colleagues. Thus, almost half of middle-aged Muscovites have minor children, and taking care of retired parents is often added to the responsibility for them.

Speaking of a middle-aged Russian as a responsible and at the same time independent person, we are dealing with the phenomenon of consciously limited independence, assuming material autonomy and at the same time the maximum degree of responsibility to others.

Despite the fact that middle-aged citizens are the most solvent age group, they are not always ready to invest their earned money in their free time. There may be at least two reasons for saving on your own leisure: saving on themselves, the citizen invests in the leisure of significant third parties; Muscovites may perceive certain leisure formats as a waste of free time.

The preferred format of leisure turned out to be a walk in the fresh air: in the park or just around the city. The second most popular is home leisure, and the third is going to a cultural institution, you can also call sports, work and self-education.

A person likes to give himself

Wants to spend more time with his family

Cares about the future of relatives

Contact with children is required (to give them experience, teach them something, learn to be "modern" yourself)

The daily routine of a middle-aged man in Russia:

1. Work (7-9 hours)
2. Doing household chores (1-2 hours)
3. Watching TV or listening to music (1-1.5 hours)
4. Walking, playing sports or hobbies (1 hour)
5. Spend time with children (30 minutes - 1 hour)
6. Help relatives or friends (30 minutes - 1 hour)
7. Learn something new (10 - 40 minutes)
8. Read (10 - 40 minutes)



## Target group

In our research, we looked in more detail at the female audience. Therefore, we conducted a survey of our mothers about their hobbies, preferences and desired gifts.





## Alina, 48 years



- **Primary activity?**
- Lawyer, office work
- **Hobbies/Free time activities?**
- I watch TV in my free time, but I would like to play sports
- **What is a good gift?**
- A good gift is a gift that is given from the heart.
- **What gift would you like to receive?**
- A gift that is related to sports. A mini exercise machine or massager that is effective for muscles. Since there is no time for the gym on weekdays, I want to do sports at home, but without heavy effort.

## Elena, 51 years



- **Primary activity?**
- Household
- **Hobbies/Free time activities?**
- Crafting, gardening, needlework, travelling . Making new things from old ones. It captures me and I do not notice the time.
- **What is a good gift?**
- The good gift is any thing donated from the heart.
- **What gift would you like to receive?**
- A gift associated with my hobbies or some good organizer for it.

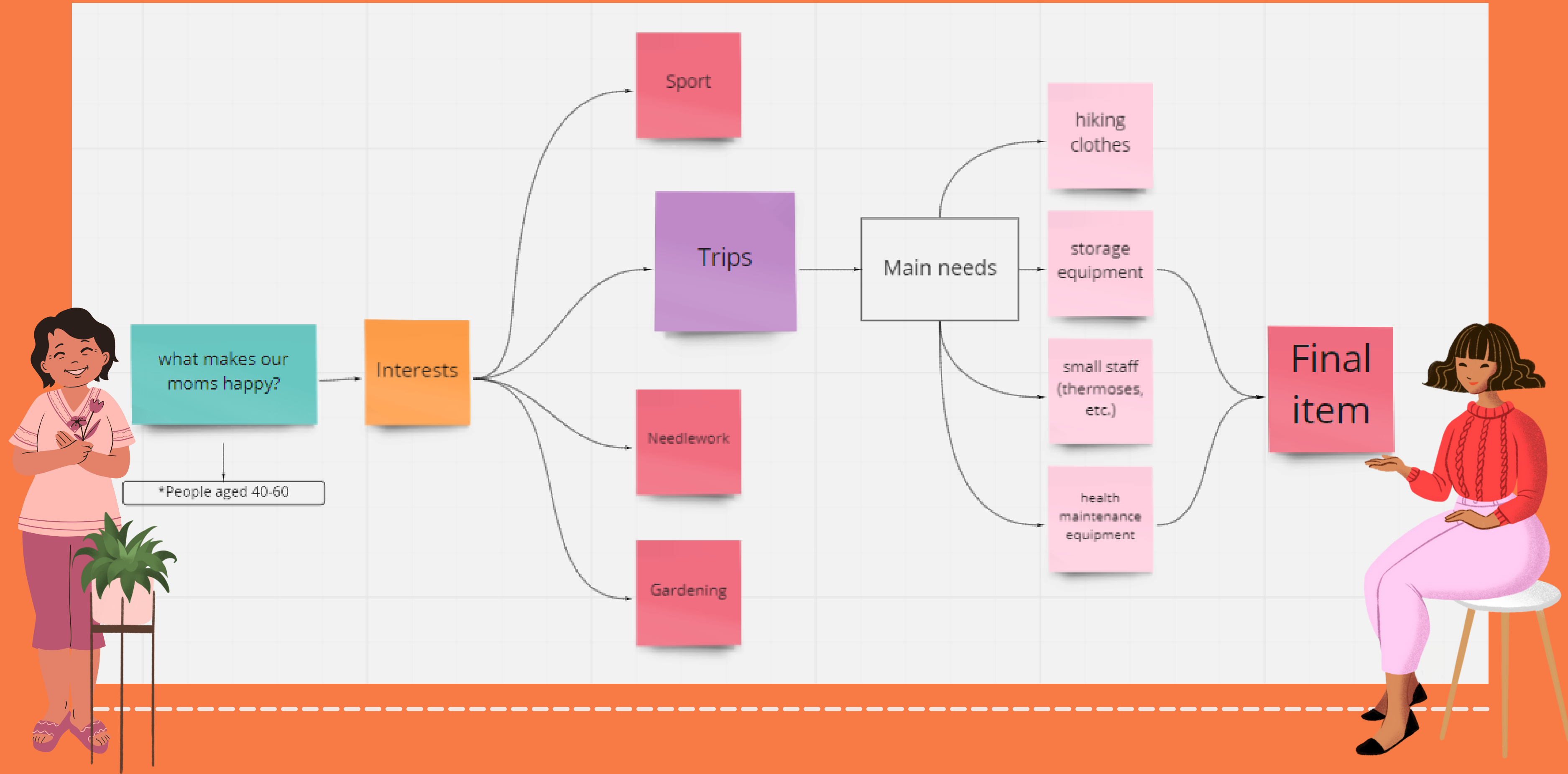
## Irina, 58 years



- **Primary activity?**
- Household
- **Hobbies/Free time activities?**
- Gardening, needlework, travellings (get new experiences and explore new places).
- **What is a good gift?**
- Functional hobby item or package (organize an interesting trip)
- **What gift would you like to receive?**
- Something original to maintain health (for example, a massage therapist). Either a modern set of gardening tools or accessories for organizing a winter garden. You also need a set of things for hiking.



# Mind map



# Design product for health and travelling



Mobile

Light (about 1kg)

Modern and stylish

Organizer for storing things

Contains a massager or another device  
for maintaining muscle tone

