

Gender and Design Concept Brief

Project Name: Gifting Happiness

Client/Team Name: Team 13

WHY we need this project: Making life more convenient for working people.

Target Audience: Age group- 25-30 (working life) full time job and 65+

Goals: The goal is to make it easier for people with busy schedules to communicate with their older family members at home, as older family members might have difficulties using technology like smartphones, tablets etc.

Product ideas: A tracker that is linked to phone via app to keep an eye on older family member? Since they can't be home 24/7 to look after family. Maybe a device that links to mobile app so the older family member can click on a button on the device which will notify the family member that they are okay/safe as older person might have problems using technology

Problems / Challenges – Low battery? Rechargeable? Does it require internet connection? The size of the tracker, is it too small that it might get lost? Can it be wearable?

What would an ideal outcome look like for this project?

For working people to be able to work without stress and having to worry about the safety of their family members. Make life more convenient for everyone.

Budget and schedule: ??

Supportive documentation / Photos / Videos

