Gifting happiness

Celebrating the daily little joys of life

Introduction

- The aim of this brief is to Project 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.

- Based on our research our target audience would be 25-30 working people and 65+

- Gender: any

- Cultural identity: Irish/Chinese

- 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.

- Objects we encounter: phones, laptops, ipad/tablets

- Product ideas: Website/app? App that delivers a huge dose of positivity/ track happiness? Gratitude?

- Outcome: increase socializing/interact with older people?

Mind-map research of survey

Storyboard

- Leung wakes up at 7am
- Leung goes out with her husband Foo to get breakfast and reads newspaper
- They leave at like 10am.
- They walk around and do grocery shopping
- They go home clean up and watch TV, reads newspaper or magazine til dinner time
- They sometimes wait til their son/ daughter returns home from work.

FAMILY

65+

Leung

FOO.

THEIR CHILDREN

25 → 30

WORKING CLASS PEOPLE

(FULL TIME JOB)

Story Board

7AM ①

BREAKFAST ②

10 AM   They leave ③

④ SUPER MARKET
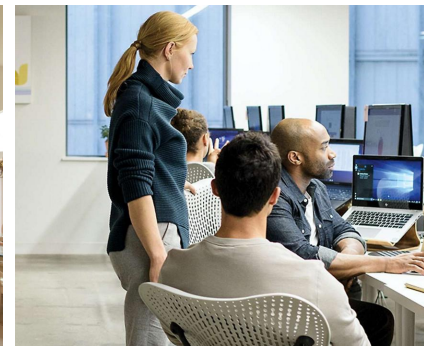
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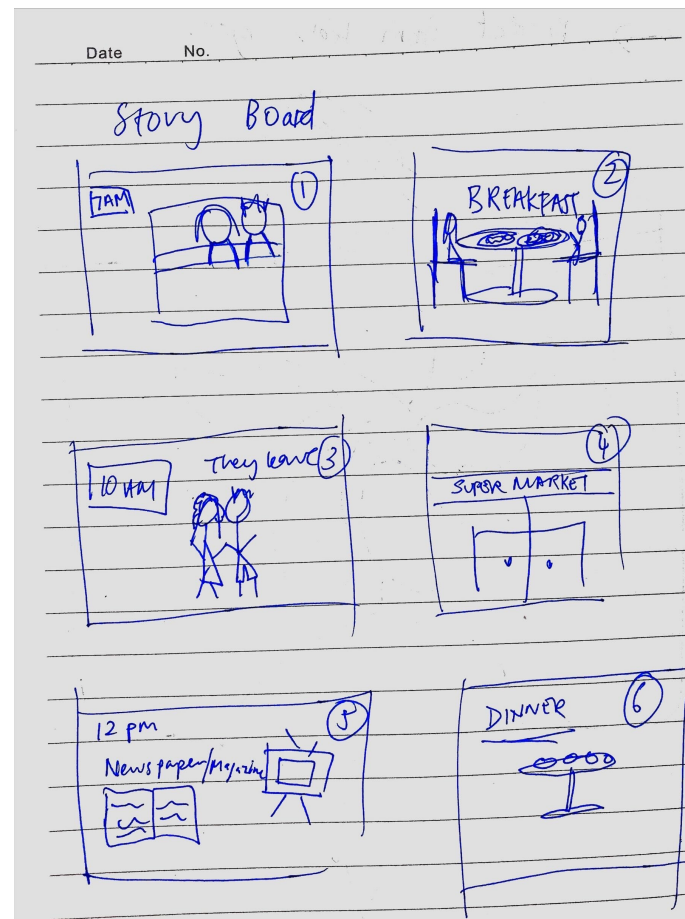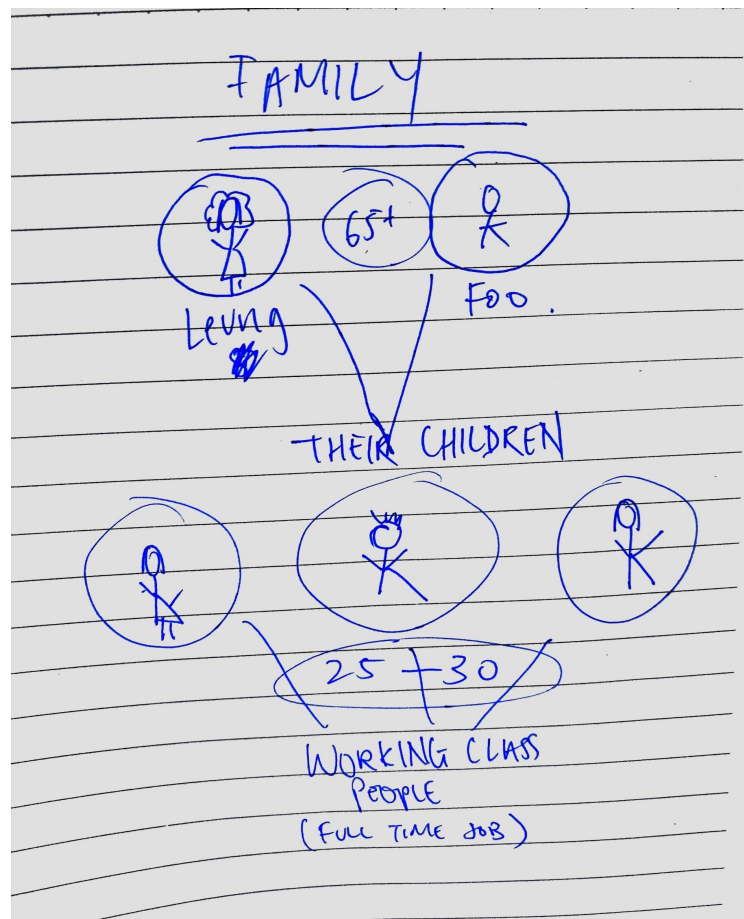
DINNER ⑥

Old people's Journey

- Wake up
- Go to restaurant for breakfast
- Walk around area
- Do grocery shopping
- Lunch
- Reading, Tv to kill time
- Dinner
- Sleep

Mood board

Problems to solve

- Through our brainstorm/mind map, one of the problems that working people have is not having time to look after family members. 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. For most working people we realise that convenience is really important in order for them to be happy.

- Another problem would be old people not being able to contact their family while they're at work as they are not familiar with technology.

- In order to solve this problem, we think that design a device or 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.

Specifications (Things to consider)

- Low battery?
- Rechargeable?
- Does it require an internet connection?
- The size of the tracker, is it too small that it might get lost?
- Can it be wearable?
- Is it comfortable?