

# THE PROBLEM

A huge amount of elder people in Italy are living in loneliness and they don't have chance to socialize or meet their family or friends because of sickness and mobility issues, some of them are not comfortable in using technology and new communication methods even if they would like to have access to these new technologies to get in touch with their families and friends.



# INTERVIEWS

## INTERVIEW 1

For our first interview we asked an old widow man about his interest and day. He is a very religious man and enjoy help his church. He feel very stressed since he live with his divorced son but he doesn't spend quality time with him since his son is focused into his work, he would like to see his grandsons more often but unfortunately he can't. He's a great lover of Italian traditions like spend Sunday and festivities with the family and watching football matches in tv. He say he feels very lonely and ignored by his community and he's mad about the technological gap that divide him from new youngest generations.

## INTERVIEW 2

For our second interview we asked an old widow female about her. She likes playing burraco with her friends and when she can't she uses her tablet; she also likes spending time with her family, most of all during festivities and on Sunday lunch. She enjoys ancient Neapolitan music and superstitions and she values faith, family and loyalty as very important aspects in her life. She finds it hard to connect in person with people because she can't do things she could do before, as it causes her discomfort; she would very much like to learn how to use technology, especially to reach her grandchildren living in another city, but she usually gives up because it's too hard for her and all of this contributes to increase her feelings of loneliness and anxiety.

## INTERVIEW 3

We obtained important information after an interview with Angelina. She is 78 years old and She lives with her husband . She is very frustrated because she would like to spend more time with her grandchildren but she can't because they are too busy. She doesn't know how to use technological tools and she doesn't use a mobile phone. She spends most of the day watching television , or waiting her grandchildren call her. Family is the most important thing she has.

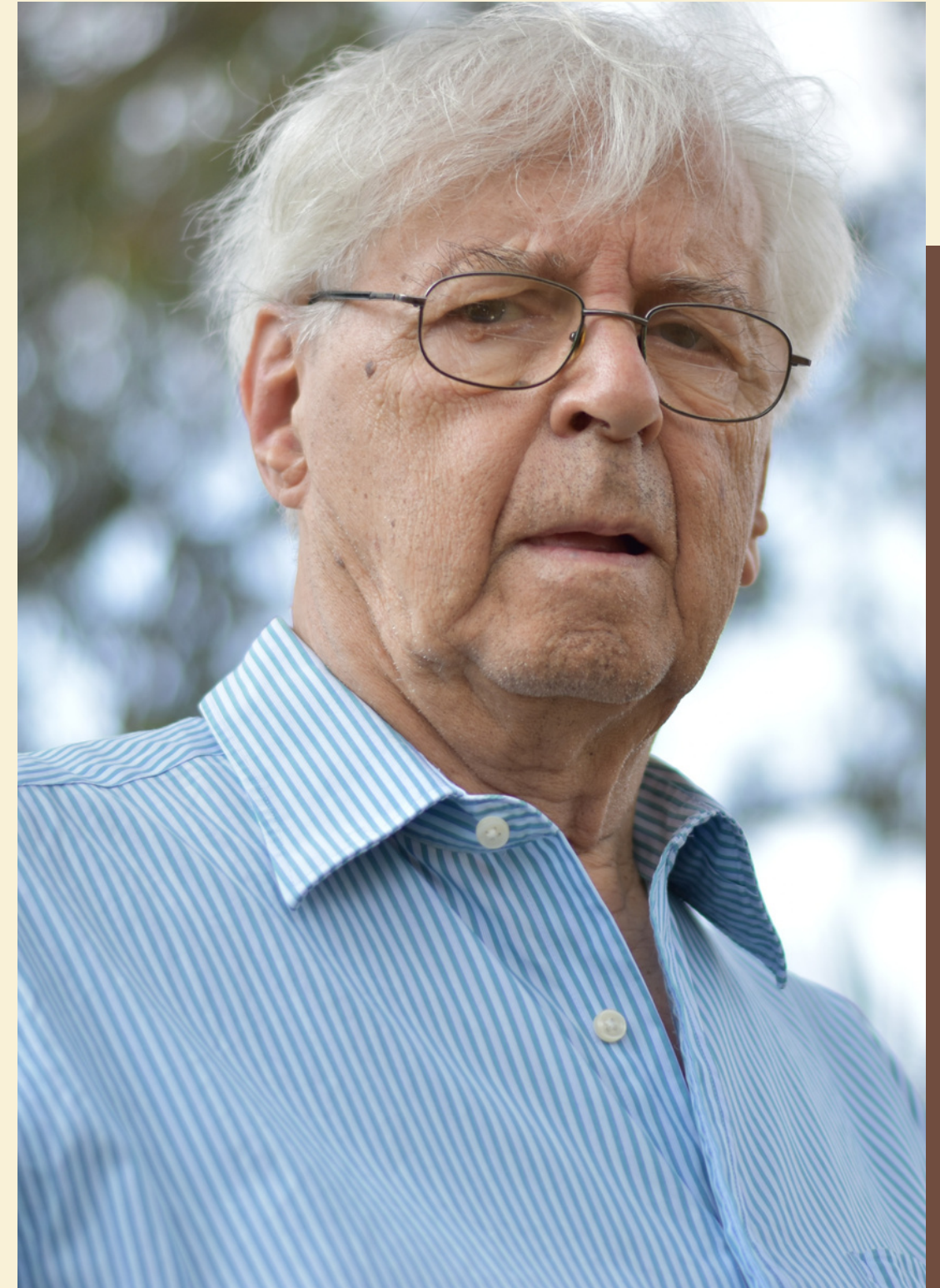


# Franco

FRANCO IS 84 YEARS OLD, IS A WIDOW AND HE LIVE WITH HIS DIVORCED SON, HE'S A VERY RELIGIOUS MAN AND ENJOY TO HELP THE PRIEST IN HIS CHURCH BY DOING CHARITY. EVEN THOUGHT HE LIVES WITH HIS SON HE SUFFER FROM LONELINESS AND HE FEELS CUT OUT FROM HIS BELOVED GRANDSONS DUE TO THE TECHNOLOGY GAP. MOREOVER HE PERCEIVES THAT THE PEOPLE FROM HIS COMMUNITY ARE INDIFFERENT TO HIM. HE REALLY ENJOY SUNDAY MEAL WITH FAMILY, CATHOLIC FESTIVITIES AND WATCHING SOCCER MATCHES

## USER JOURNEY

HE WAKES UP EARLY IN THE MORNING, DOES HIS STUFF,  
GOES TO THE GROCERY, COOKS HIS MEAL AND EAT IT  
WATCHING TV, USUALLY ALONE, IN THE EVENING HE GOES IN  
CHURCH FOR CHARITY





# SCENARIO





# Trivial Italian Sunday

In the Italian tradition Sunday is a very important day, especially for the elders, since they can meet their sons and grandsons and make for them huge meals that sometimes lasts for the entire day, merging with the dinner, is a relax based day where people play card games or watch football in tv or movies, the important thing is to have the family reunited.





# TRADITIONAL MENU

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## Main dish

Ragù (tomato sauce made with meat),  
lasagna

## Second course

Meat from Ragù and eggplant  
parmesan

## Fruits

## Pastries





# TARGET

- Males and females between 75-85 years
- Retired €15k
- They live alone or in another city than their family or they don't have a family at all
- They spend almost all day at home
- They would like to spend time with their friends or family doing activities together
- They like to play card games(M-F), bowls(M), cook(F), meet up in public places like parks(M-F), churches(M-F), bar(M), look at yards(M), invite people at home and share coffee and food(M-F), gardening(F), go to the dance hall(M-F).
- Traditional italian activities: they like to celebrate festivities with their family but some of them have no one; Sunday lunch; they like to offer coffee to their guest; tell stories about their childhood, the wars and what life was like many years ago; to sew; to play and hand down old superstitious practices; to hand down and teach old crafts.







## **OBJECTIVE**

CREATE A PRODUCT OR A SERVICE THAT CAN REDUCE LONELINESS BY PROMOTING THEIR SOCIAL NETWORKS, SOCIAL INTERACTIONS AND SOCIAL ACTIVITIES. IT HAS TO TAKE ACCOUNT OF TRADITIONAL ACTIVITIES AND INTERESTS, CELEBRATING EVERY DAY LITTLE JOYS. THE PRODUCT OR SERVICE SHOULD NOT INVOLVE COMPLEX TECHNOLOGIES SINCE THESE CAN BE TOO CHALLENGING FOR THEM.

## **INSIGHT**

MOST ELDER PEOPLE WANT TO KEEP IN TOUCH WITH THEIR FRIENDS AND FAMILY BUT IN A MORE TRADITIONAL WAY BECAUSE TECHNOLOGY IS OUT OF THEIR COMFORT ZONE.



# OUR SKILLS

WE CAN USE: CANVA, FIGMA, OFFICE 365, STORYBOARD THAT, PHOTOSHOP, PROTOTYPING MATERIALS LIKE CARTON BOXES, FOAM ETC.

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## OUR BUDGET

SHOULD NOT EXCEED 150€ BUT WE WOULD LIKE TO DISCUSS THAT