Problem

- Baby boomers
  - Entering retirement soon
  - High technological proficiency
  - Changing lifestyle concerns
  - 5G market
- Senior citizens
  - Spending more time online
  - Changing health and decreasing dexterity
  - Unexplored usability concerns

- Improve lives of baby boomers and seniors
  - Bring younger generation's perspective to problem
  - Improve connectedness with family, friends,
    younger generations, healthcare services

Understanding Users

First Semester
- We talked with our peers about their interactions with their parents/grandparents.
- We visited the Needham Senior Center to talk with them about their interactions with technology.
- To get to know the age group in between, we talked with people from the baby boomer generation at the local mall.
- From these interviews, we got a good idea about what motivates each generation, and how they use technology.

Second Semester
- We took a working prototype to the Needham Senior Center for user testing.
- Users were given a set of tasks to complete.
- By watching their interactions with the prototype, we were able to pinpoint flaws in our design and improve them.

Ideation Criteria

<table>
<thead>
<tr>
<th>Fun</th>
<th>Feasible</th>
<th>Novel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connects</td>
<td>People</td>
<td>Addresses user issues</td>
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</tbody>
</table>

Dropped Ideas

Photo Screen Interface
- An easy-to-use interface for phone
- Clearly visible icons

Mini/Arcade Training Games
- Generations and education
- Games

Prototype Process

1. Start by analyzing customer experience
2. Develop model of system
3. Test model
4. Assess model
5. Develop prototype
6. Test prototype
7. Assess prototype
8. Refine prototype
9. Market prototype