

Seniors

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Table of Contents

Section 1 Overview

Section 2 Understanding the User

Section 3 Starting the Design

Section 4 Refining the Design

Section 5 Going Forward

Overview

Objective:

Age-friendly app providing nutritional resources for seniors. The main feature is allowing seniors to pair with a mentor for free monthly consultations.



Approach:

May 2021
(4 weeks)

Outcome:

May 2021
(4 weeks)

User research: summary



We are developing a nutritional app for seniors to log daily activities, view age-friendly recipes, and be connected to a mentor. Many seniors live alone and nutrition is a vital part of senior living.

User research: pain points

1

Pain point

Maintain consistency with language and tone.

2

Pain point

Develop a private video chat outlet for mentor and mentee.

3

Pain point

Provide more resources and community partnerships to seniors.

4

Pain point

Have the ability to provide voice command prompts.

Problem statement:

Dolores is a senior and homemaker who needs an age-friendly app because she is new to computers and nutrition.



Jane Smith

Age: 71-year-old
Education: Some college
Hometown: El Paso, TX
Family: Widow
Occupation: Homemaker

“Being a little older I am intimidated with certain applications that are offered and really don't know how to navigate them myself.”

Goals

- Learn about nutrition
- Learn how to navigate nutrition applications
- Find an age-friendly app
- Understand how to track goals and nutrition

Frustrations

- Hard to understand applications
- Time-consuming
- “Since I am a little older I would like to have a nutrition log that is simple and can calculate for me”
- Frustrated that I am a new cell phone user and can get really upset when I can understand how to use an app.”

Dolores is a 71-year-old, female-identifying retiree who lives in El Paso, Texas. She is a widow and cooks her own food every day. Prior to becoming a widow her husband was the main cook, and she had to learn how cook for herself. Having time as a retiree she would like to find an app that caters to the elderly and makes tracking nutrition easier and more accessible.

User journey map

Wanted to think of myself as a new senior user. I also wanted to try and include simple straightforward steps for an easier more painless flow.

Persona: Dolores Corral

Goal: Age-friendly, save time app

ACTION	Get App	Track Nutrition	Track Daily Goals	View Weekly Activity	Explore nutritional apps
TASK LIST	Tasks A. Download App B. Create Profile C. Setup notifications	Tasks A. Find profile B. Input info C. Eat healthy	Tasks A. Find profile B. Consistent input C. Set simple goals on app	Tasks A. Find profile B. Understand info C. Be consistent	Tasks A. Navigate apps B. Understand pros and cons C. Download app
FEELING ADJECTIVE	Excited to learn something new	Frustrated on navigating phone and looking for app	Determined to set simple and easy goals	Happy to be change eating habits and understand how to log information	Relieved that there are various app that can be tailored to specific goals and needs
IMPROVEMENT OPPORTUNITIES	Provide an age-friendly option	Have a step by step tutorial on app and search for healthy living options	Provide a tailored and personalized profile and goal setting option	Provide weekly tals, goals and rewards for learning and staying consistent	Have an app page for age-friendly individuals along with a chat room

Paper wireframes

Attempting to learn how to draw and explain my thought process (promise to work on my art and spelling)

Problem Statement: Dolores is a retired homemaker who needs an age-friendly nutritional app to start tracking calorie intake and daily nutritional logs.

Problem Goal: Our nutrition app will let users select an age-friendly section which allows seniors to tailor age specific goals, recipes, and calorie intake by focusing on senior related nutrition. We will measure effectiveness by analyzing how many seniors sign up for a free account.

Dolores opens app

Dolores selects age-friendly only

Dolores tailors profiles to fit age

Dolores receives suggested recipes and tips

The app notifies Dolores of daily logs and goals

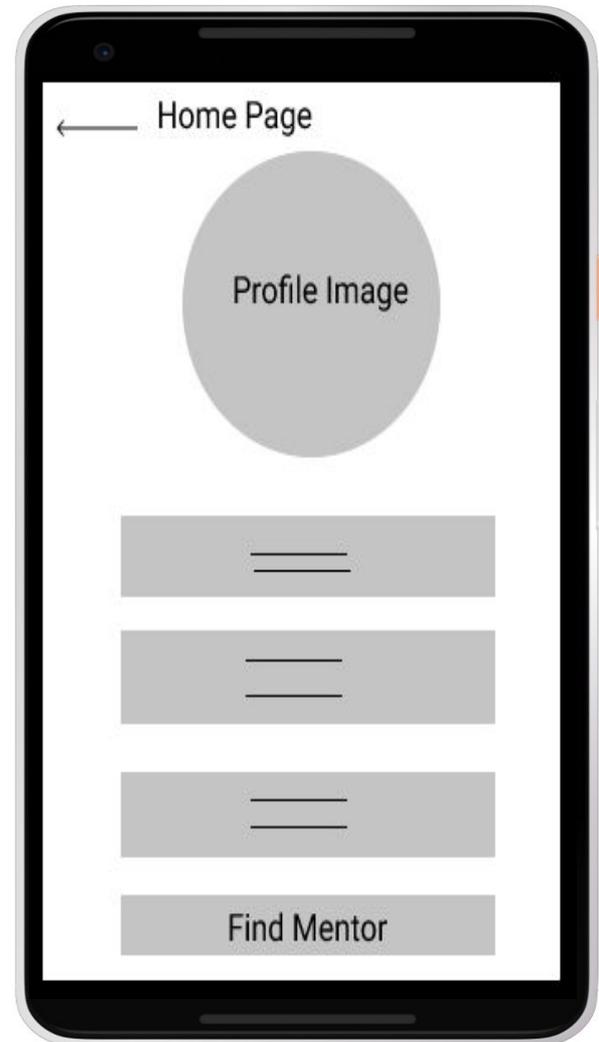
Dolores begins to notice a change in eating habits and finishes goals earning her reward points

Most participants want to have a mentor

Supporting evidence from the usability study.

- 4:5 participants would like to use our app for a mentor
- Based on the theme that most users found it difficult to confirm a mentor, an insight is that the app needs better cues for what steps are required to complete and confirm a mentor.

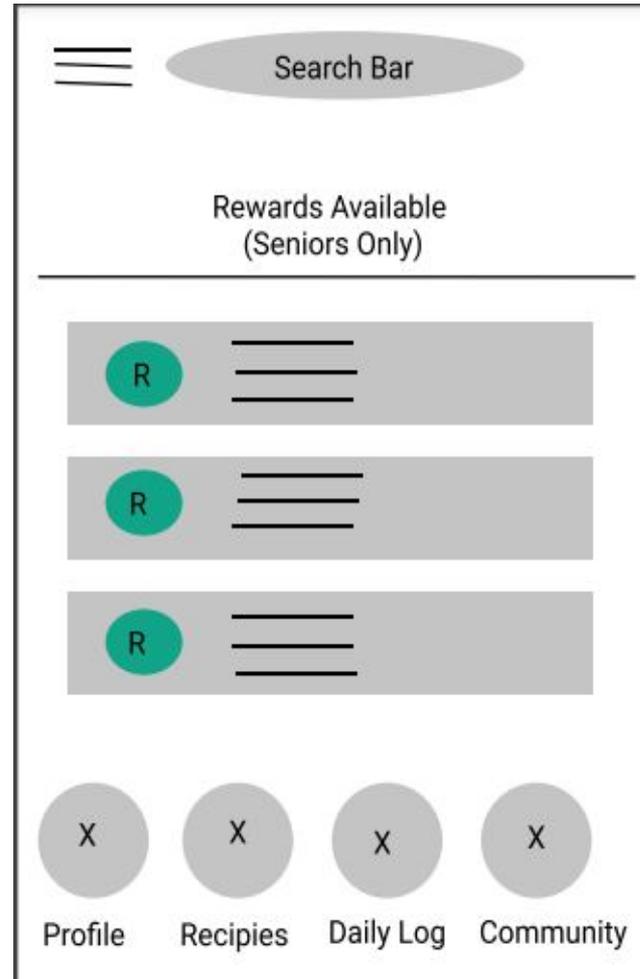
“I would like to have an app that can pair me with a professional to help guide me and keep me motivated”



Digital wireframes

Incentive for new members

Start off with rewards as a way to get members



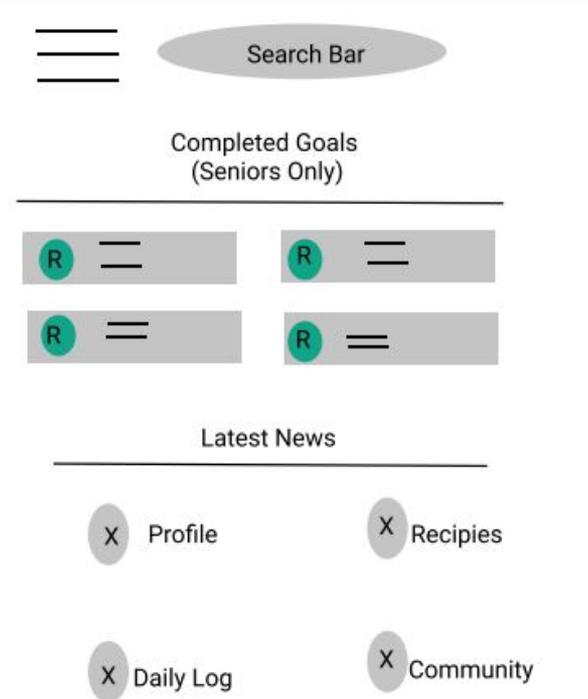
To provide a bottom menu



Digital wireframes

Simple way to track daily habits

Ability to keep track of goals and dails logs

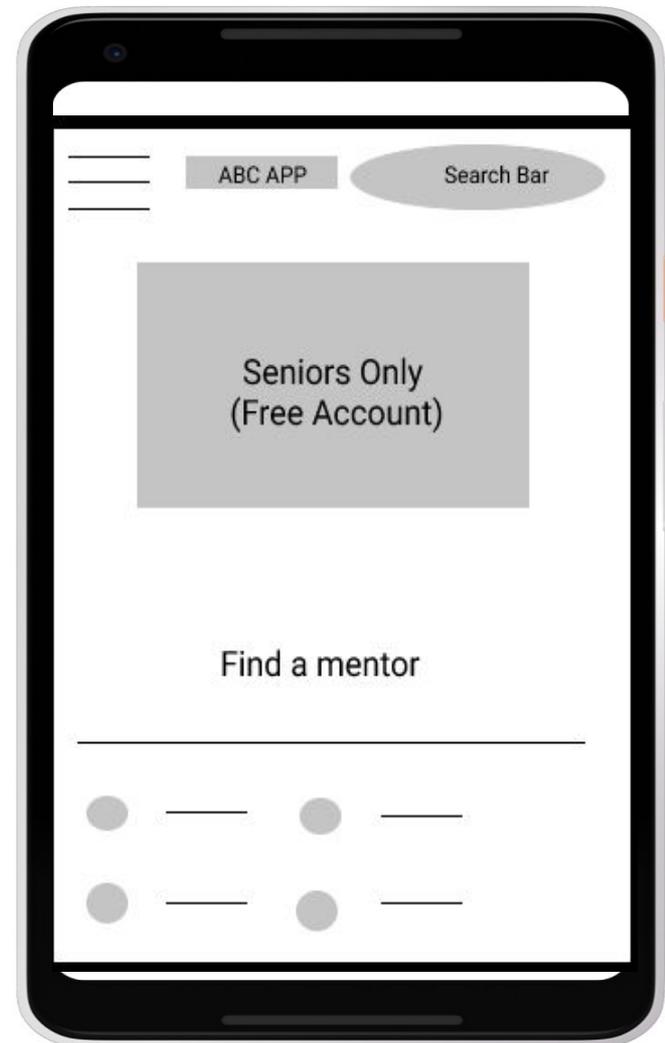


Wanted to have a way to navigate the menu on a static page



Low-fidelity prototype

<https://www.figma.com/proto/COLDq1cAKMm98j2DoirV8N/Untitled?scaling=min-zoom&page-id=0%3A1&node-id=1%3A2>



Usability study: parameters



Study type:

Unmoderated Useability Study

Users were asked to perform tasks in a low- fidelity prototype



Participants:

5 participants

2 female and 2 male 50 years, 60 years, 70 years 80 years. One user is hard of hearing and needs assistive technology



Location:

Remote, Online via Zoom



Length:

60 minutes

Useability study: findings

Users would like to have a mentor

Most users selected a mentor and completed the steps to book mentor

Navigating back to homepage is difficult

Users found it difficult to return to the homepage and suggested a more simplistic way to navigate back home

Language is difficult to understand

Users confused with the language for "profile" and "account", and would like more consistent wording

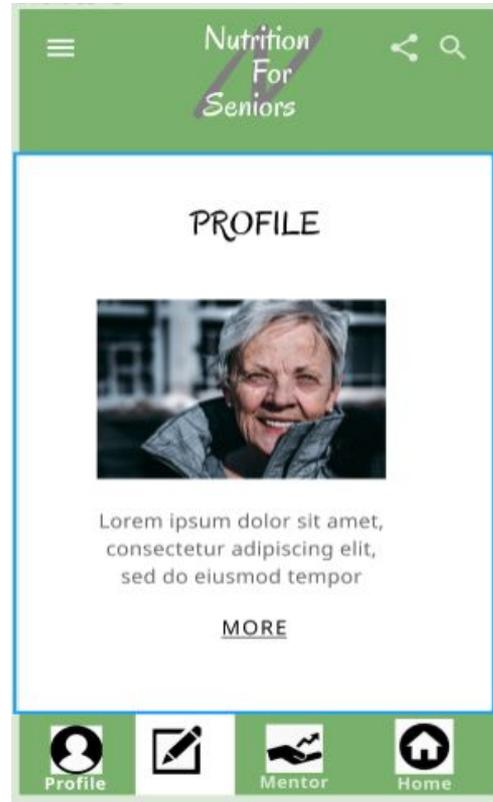
Users want to have an app for seniors

All users completed the tasks and expressed interested in logging daily routines more often.

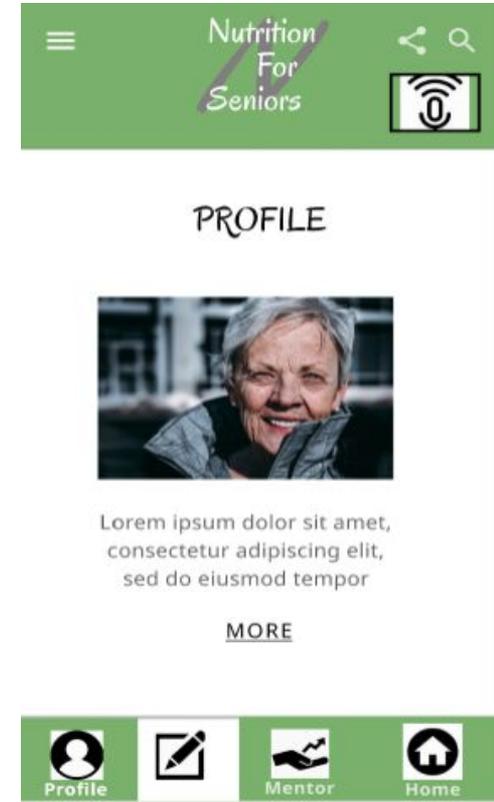
Mockups

Added voice command to top menu bar

Before usability study



After usability study



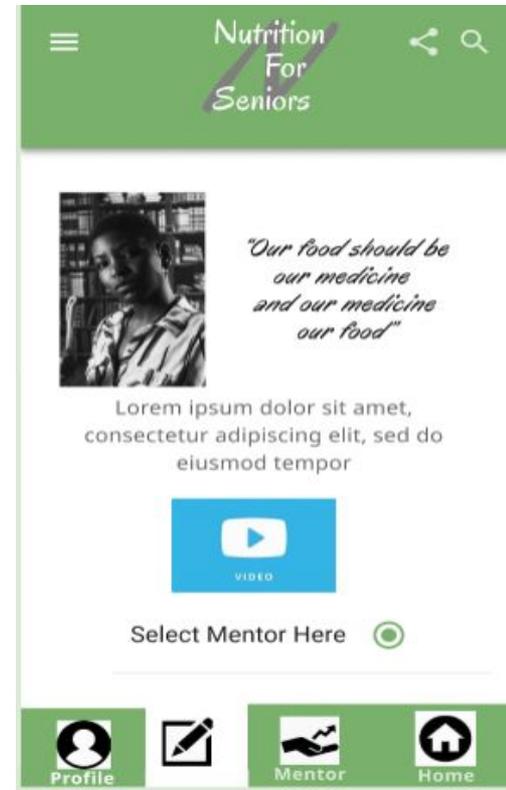
Mockups

Added a video link which will direct user to a prompt to enter a password prior to entering

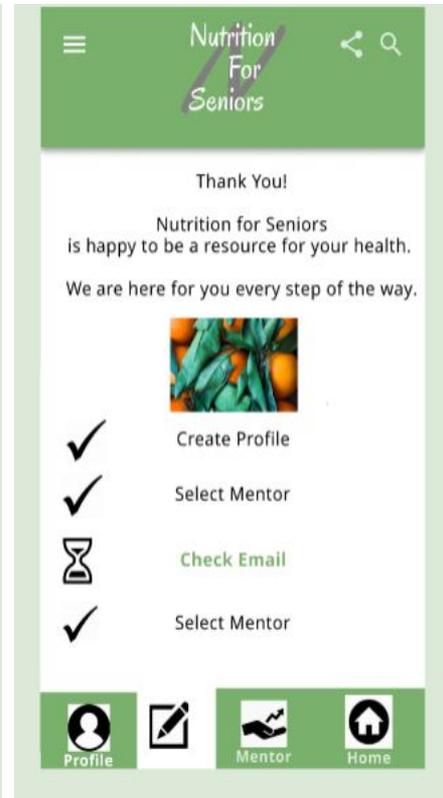
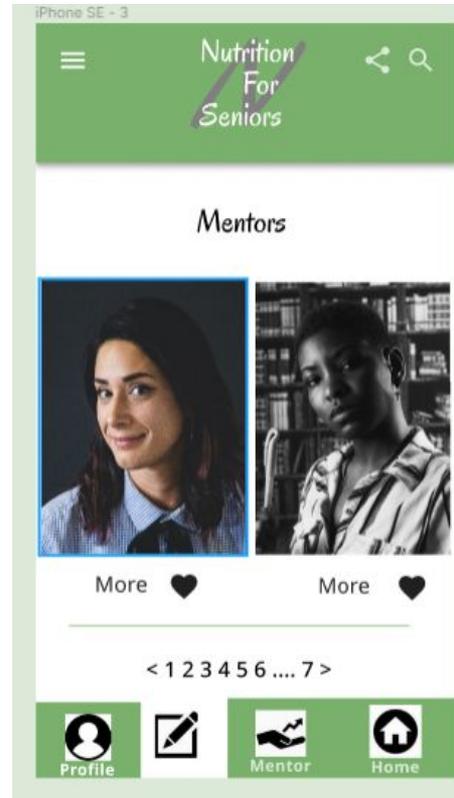
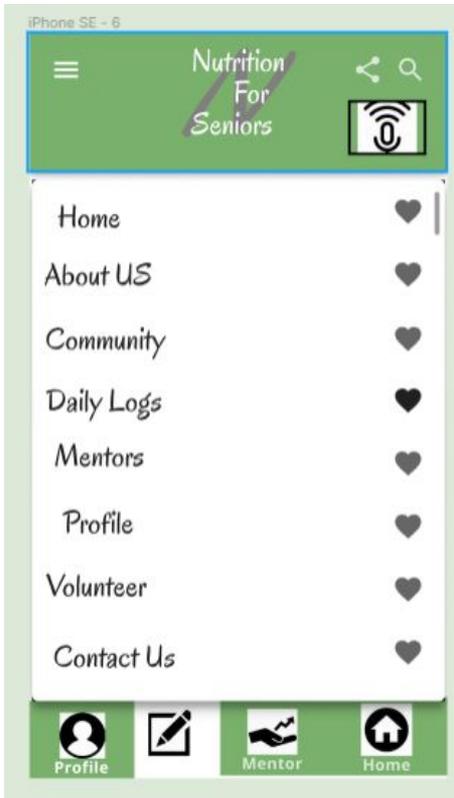
Before usability study



After usability study



Mockups



High-fidelity prototype

<https://www.figma.com/proto/COLDq1cAKMm98j2DoirV8N/Nutrition-For-Seniors?node-id=68%3A1211&scaling=scale-down&page-id=63%3A2>



Accessibility considerations

1

Create a more detailed voice command prompt from homebound and paralyzed seniors.

2

Have a closed caption and an American Sign Language interpreter provide assistance to the Deaf community.

3

Provide classes to the younger generation to connect the gap and create a bridge of understanding modern ways while respecting the older ways too.

Takeaways



Impact:

With seniors increasing every year nutrition should be taken seriously and be embedded into their lifestyle. Developing an app that can assist senior with resources that are important and relevant to their age group will allow them to under health in a more laser focused way.



What I learned:

Seniors are amazing and can really learn fast and adapt to modern situations. I learned more from them than I feel they learned from me.

Next steps

1

Continue to do beta testing and provide more consistency and flow.

2

Develop topography and iconography to website to provide alternatives to navigate for seniors with certain needs and requirements ie: homebound, blind, deaf, paralyzed

3

Develop local partnerships and provide discounts to all members

Let's connect!



Please feel free to contact me for more information, collaboration or more information.

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Thank you!

