Secured Family communications center designed for Sr. Citizens

Due to vulnerability to COVID-19 Sr. citizens are more isolated from their families

Existing solutions are not designed with accessibility guidelines as primary focus

Technological gaps due to complex operation and functionality inhibit communication and deteriorate our well being
5 Sr. citizens were interviewed
<table>
<thead>
<tr>
<th>Sr. Citizen Says</th>
<th>Sr. Citizen Thinks</th>
<th>Sr. Citizen Does</th>
<th>Sr. Citizen Feels</th>
</tr>
</thead>
<tbody>
<tr>
<td>I need family connections</td>
<td>I need to connect with my family frequently</td>
<td>I frequently connect with friends and family</td>
<td>I feel</td>
</tr>
<tr>
<td>If I couldn’t touch base with my family, I would be devastated</td>
<td>I am uncertain which news to trust</td>
<td>I FaceTime with family</td>
<td>Nervous, Scared, Isolated</td>
</tr>
<tr>
<td>I would like to know what’s going on with rest of family and friends</td>
<td>I don’t know who to trust</td>
<td>I speak on a phone with my friends and my family</td>
<td>Scared</td>
</tr>
<tr>
<td>I need to be smart and informed</td>
<td>I am suspicious of online resources</td>
<td>I keep in touch with friends on Social media</td>
<td>Isolated</td>
</tr>
<tr>
<td>My movement is restricted</td>
<td>I’m worried about self and family</td>
<td>I isolate at home</td>
<td>Lack of control</td>
</tr>
<tr>
<td>I can’t go grocery shopping and be independent</td>
<td>I am worried about family members losing jobs</td>
<td>I mostly stay at home</td>
<td></td>
</tr>
<tr>
<td>Getting food is an issue</td>
<td>I’m worried about my grandkids and kids</td>
<td>I ask someone to pick up groceries for me</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I’m worried about food contamination</td>
<td>I follow guidelines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I’m worried about underlying health issues</td>
<td>I keep social distance</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I go to grocery only for necessities</td>
<td></td>
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<td></td>
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</tbody>
</table>
Social isolation

- According to the U.S. Census Bureau, 11 million, or 28% of people aged 65 and older, lived alone at the time of the census.
- Loneliness in seniors may be fatal and has negative effect on their physical and mental health.
- This issue is exacerbated during COVID-19 due to social distancing.
Poor accessibility and usability of existing solutions

Small Font Sizes and Small Targets

Inflexible and Unforgiving Interfaces

This results in exclusion from online presence
Family Hub

Concept mockup

Tap on your contact to call:

- Vivienne Carrillo
- Lewie Carrillo
- Sammy Haines
- Taiba Kirby
- Tilly-Mae Kirby
- Add Contact

Tap & call functionality
- Large image (80px) to prompt recognition, in addition to large font size (17px) for readability
- Box shadow effect to increase affordance

Indicator to communicate how long has it been since last conversation to encourage frequent interactions

Large button to add a new contact from the phone’s contact list
<table>
<thead>
<tr>
<th>Target segments</th>
<th>What is it?</th>
<th>Who or what is needed to pull it off?</th>
</tr>
</thead>
</table>
| Senior Citizens and their distributed families | Family communications center designed for Senior Citizens | 1. UX team  
2. Dev team  
3. Project management/Executive sponsor  
4. Marketing  
5. Funding $$$ |

**What features and capabilities will it contain?**

1. Simplified UI that takes into account unique cognitive and mental capabilities  
2. Video/Audio/Text communication between one or more family members
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“Good design is good business.”
Thomas J. Watson Jr.