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PROJECT OVERVIEW

- The Product

- Project Duration

- The Problem

- The Goal

- My Role

The product:

Golden Helpers aims to assist older individuals in booking various types of assistance in different aspects of their lives. This app is designed to make it easier for seniors to get the help they need, whether it's for household tasks, transportation, healthcare, or any other area where they may require support.

Project duration:

The project start on August 2023 and planning to end it on October 2023
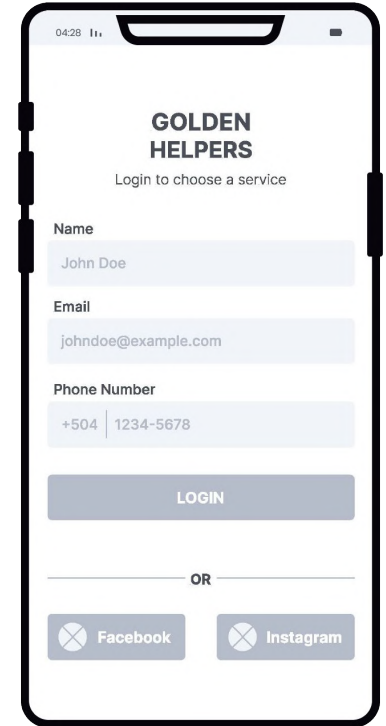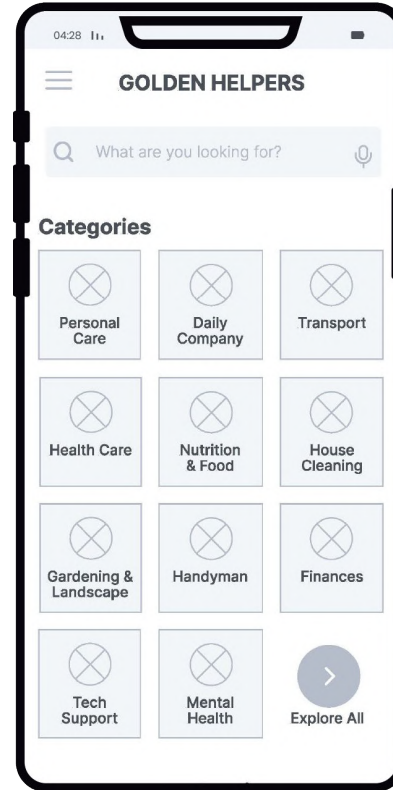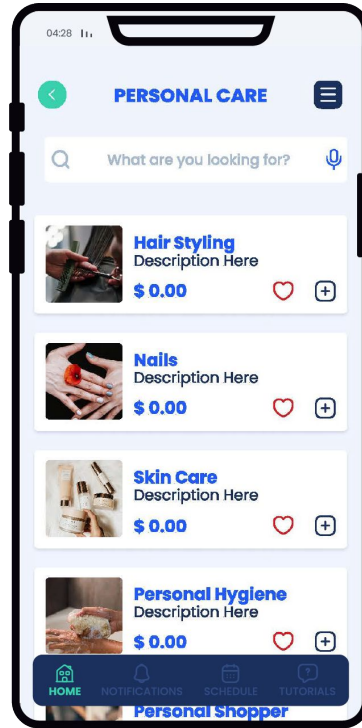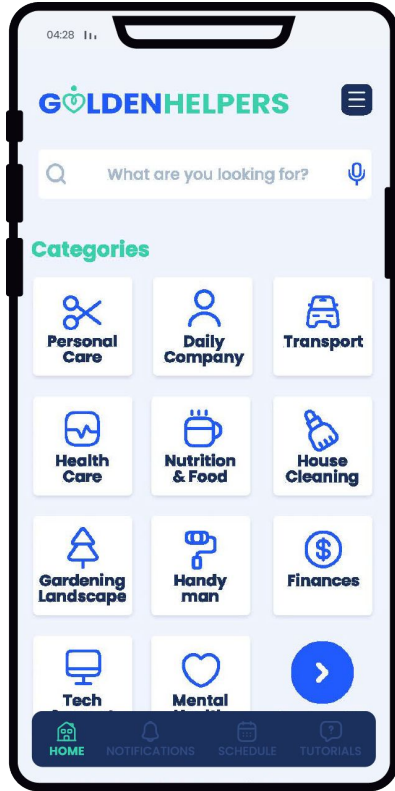
The problem:

The problem we are addressing is to simplify the process of seniors booking assistance in various areas of their lives, ensuring they can access necessary services conveniently and affordably.

The goal:

Streamline the booking process for older individuals, allowing them to quickly and effortlessly access the help they need, without the frustration of waiting in long queues or dealing with time-consuming administrative processes.

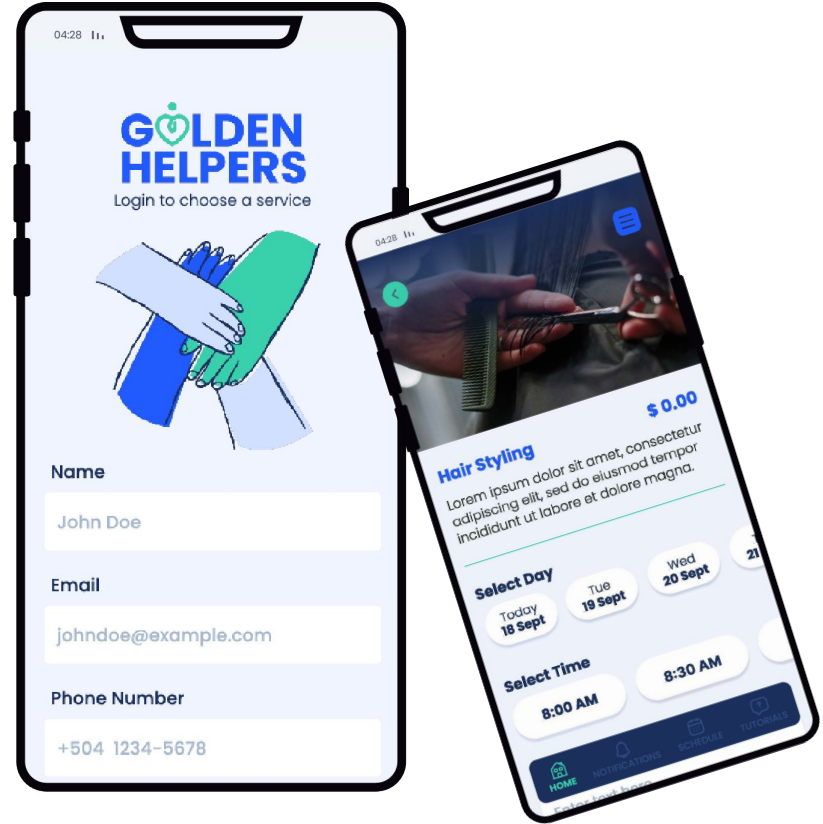## My role:

Lead Product Designer of Golden Helpers – App designed to make it easier for seniors to get the help they need.

Responsibilities:

Main user research, wireframing, prototyping, test, usability studies, iterations, LoFi and HiFi Prototypes, branding, and design of other necessary assets.

UNDERSTANDING
THE USER

- User research
- Personas
- Problem statements
- User journey maps

Golden Helpers is a comprehensive and user-friendly mobile application designed to cater to the specific needs of elderly individuals. The app simplifies the process of accessing and booking various services, making life easier for seniors and their families.

Methodology:

- Moderate, usability study
- Location: Honduras, in place (each participant is going to be part of the study with the interviewer present)
- Date: September 15th and 16th
- Five participants, who are going to complete an appointment.
- Each session will last 15-25 minutes and will include an introduction, a list of tasks.

1 Technology Barrier

Many elderly individuals may not be familiar with or comfortable using mobile apps and smartphones.

2 Limited Mobility

Many elderly individuals experience limited mobility, making it challenging to access essential services such as transportation, house cleaning, and gardening.

3 Privacy and Security Concerns

Seniors and their families may have reservations about sharing personal information, financial details, and health-related data. They are looking trustworthy specialists.

4 Save Money

Users are looking for especial rates or ways to save money when they book certain services.

Sarah is a working professional with a busy career and a family of her own. She has elderly parents, John (76) and Mary (72), who live in their own home but require regular assistance and support with daily tasks. She's known for her strong work ethic and dedication to her family.

Sarah
the busy daughter

"I wish there were more hours in the day. Balancing work, family, and my parents is a constant juggle."

Age:	45
Education:	BA Business Administ.
Hometown:	Michigan, U.S.A.
Family:	Married, two kids
Occupation:	Marketing Manager

Goals

- Balance career and family responsibilities effectively.
- Ensure that her parents have a comfortable and dignified life.
- Spend quality time with her own children and husband.

Frustrations

- Constant time crunch. She often wishes she could be in more than one place at a time.
- Finding reliable caregivers for her parents.
- The emotional toll of managing her own family and her parents' needs sometimes leaves her feeling overwhelmed.

User Journey Map – Sarah

Goal: Find and book some services for her parents.

ACTION	Discovering Golden Helpers App	App Download and Registration	Booking Services for Parents	Monitoring Service Delivery	Providing Feedback and Support
TASK LIST	A. Search for senior care apps online. B. Finds Golden Helpers	A. Download Golden Helpers App from the app store. B. Complete registration, providing her contact information and her parents' details.	A. Browse available services for her parents. B. Select personal care, transportation, and cleaning services. C. Choose suitable dates and times.	A. Receive service confirmation and notifications. B. Keep track of service providers' arrival and completion.	A. Rate and provide feedback on the services received. B. Contact customer support if needed.
FEELING ADJECTIVE	A. Curious	A. Hopeful	A. Relieved	A. Informed	A. Satisfied
IMPROVEMENT OPPORTUNITIES	A. Implement search engine optimization (SEO) strategies to make the app easily discoverable. B. Partner with healthcare websites and forums to promote the app.	A. Streamline the registration process to make it quicker and more user-friendly. B. Provide clear instructions on how to add family members or caregivers.	A. Offer a feature that allows her to schedule recurring services easily.	A. Develop a real-time tracking feature to monitor service providers' locations and progress.	A. Promptly acknowledge and act upon user feedback. – Offer a seamless in-app communication channel for support inquiries.

Grace
the Tech-Savvy Senior

"It's frustrating that I can't do all the things I used to. I miss the days when I could take care of everything on my own."

Age: 72
Education: High School
Hometown: Florida, U.S.A.
Family: Widow, one son
Occupation: Worked as a librarian

Grace is a tech-savvy senior who enjoys using her smartphone and other electronic devices to stay connected with family and friends. She lives alone and values her independence. Grace is known in her community as the "tech-savvy grandma."

Goals

- Maintain her independence for as long as possible. She values her ability to live on her own and manage her daily tasks.
- She seeks to continue learning and embracing technology to stay in touch with loved ones.

Frustrations

- Physical limitations that come with age, which make household chores difficult.
- Grace sometimes feels lonely despite her tech-savviness.
- Needing assistance with tasks and not knowing where to find reliable help.

User Journey Map – Grace

Goal: Book gardening services for her house.

ACTION	Discovering Golden Helpers App	App Download and Registration	Selecting Services	Tracking Service Delivery	Receiving Gardening Services at Her House
TASK LIST	A. Explore senior assistance apps in app stores. B. Read reviews and ratings for the Golden Helpers App.	A. Download Golden Helpers App from the app store. B. Complete user-friendly registration with clear instructions.	A. Explore available services tailored to her needs, such as house cleaning and gardening. B. Customize service preferences and schedule gardening appointments.	A. Receive confirmations and real-time updates on the gardening service provider's progress. B. Use voice commands for ease of tracking.	A. Welcome the gardening service provider to her home. B. Monitor the gardening service and provide feedback.
FEELING ADJECTIVE	A. Curious	A. Hopeful	A. Empowered	A. Reassured	A. Satisfied
IMPROVEMENT OPPORTUNITIES	A. Optimize app store descriptions with keywords Grace is likely to use. B. Encourage satisfied users to leave reviews and ratings.	A. Simplify registration process with clear and concise language. B. Offer in-app prompts and tutorials for new users.	A. Develop user-friendly icons and visuals for service selection. B. Allow users to set service preferences based on their specific needs.	A. Implement voice recognition and accessibility features. B. Ensure gardening service tracking is intuitive and real-time.	A. Ensure gardening service providers are well-trained and respectful. B. Collect feedback on specific gardening preferences for future services.

Sarah

Sarah, a 45-year-old marketing manager who's struggling to balance her career and family life while providing her elderly parents with the comfortable and dignified life they deserve, yearning for an efficient and trustworthy solution that can alleviate her constant time crunch and emotional strain.

Grace

Grace, a 72-year-old tech-savvy senior, who values her independence and utilizes technology to stay connected, is frustrated by her physical limitations and occasional loneliness, seeking a reliable assistance solution that understands her tech-savvy nature and empowers her to stay connected while managing daily tasks.

STARTING
THE DESIGN

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

With these Paper Wireframes, I'm aiming to determine if I can streamline the process of accessing and booking services for seniors through the Golden Helpers app. I'll be testing the user flow for booking various services, how the interface elements are designed, and the overall structure of the app to make it more user-friendly for elderly individuals and their families.
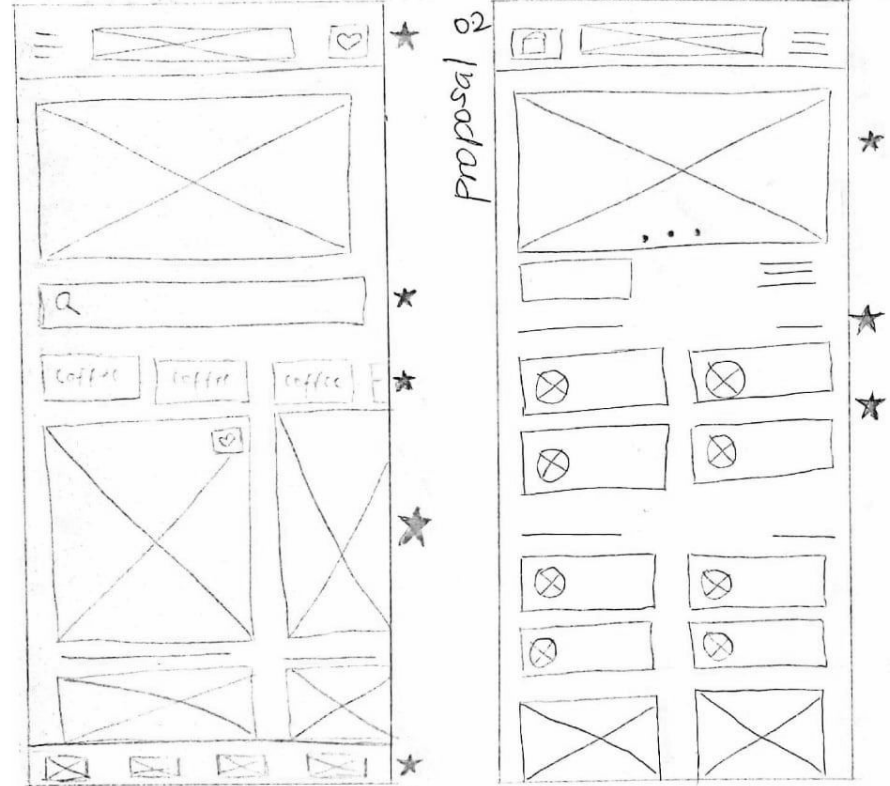
A more precise view of the project, thanks to Digital Wireframes. As the initial design phase continued, I design these screens taking into consideration user findings and feedback.

Here is a search bar and a voice command feature.

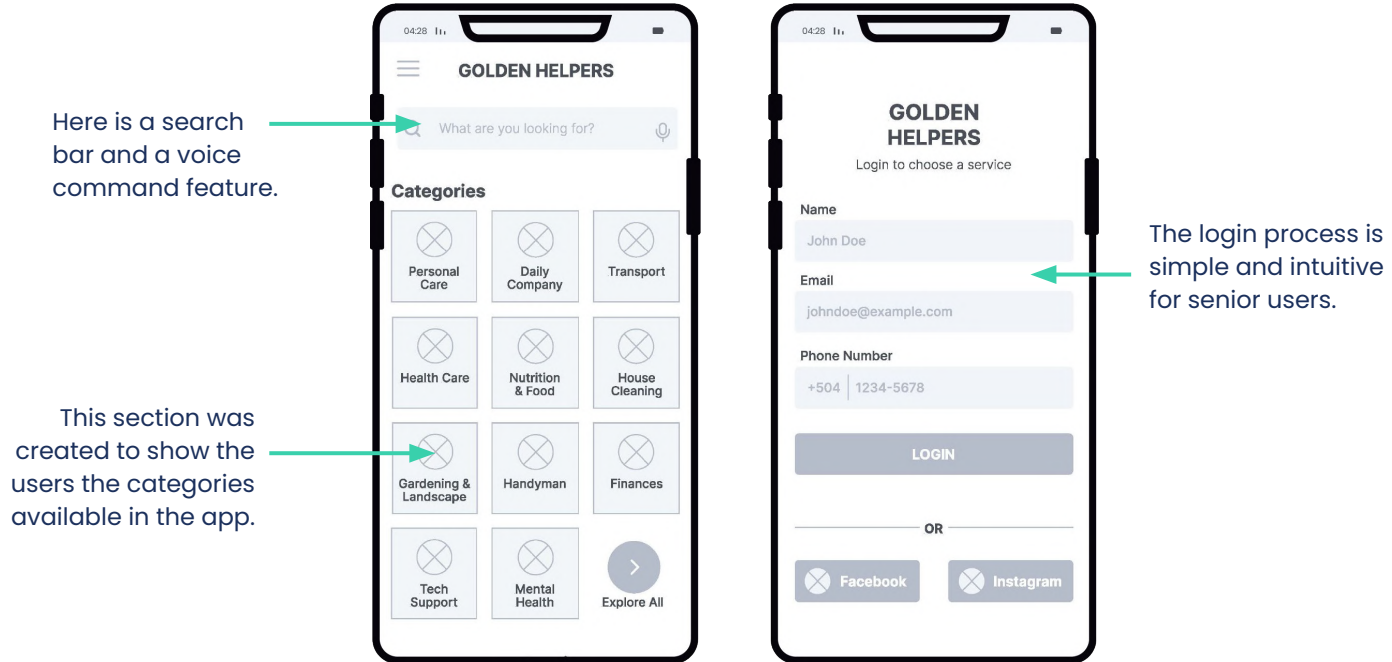This section was created to show the users the categories available in the app.

The login process is simple and intuitive for senior users.

GOLDEN HELPERS

What are you looking for?

Categories

Personal Care

Daily Company

Transport

Health Care

Nutrition & Food

House Cleaning

Gardening & Landscape

Handyman

Finances

Tech Support

Mental Health

Explore All

GOLDEN HELPERS

Login to choose a service

Name
John Doe

Email
johndoe@example.com

Phone Number
+504 1234-5678

LOGIN

OR

Facebook

Instagram

Using the completed set of digital wireframes, I created a Lo-Fi prototype. The primary user flow I connected was the booking a services process, so the prototype could be used in a usability study.

LINK HERE

In the first phase of the project, I conducted a Moderated Usability Study, using the LoFi Prototype. Feedback and findings help to iterate on the Digital Wireframes and move along to design the HiFi Prototype and final mockups.

Once the HiFi Prototype was ready, a new Moderated Study was necessary and interesting findings were taken into consideration to improve the user experience and functionality.

Usability Study 1: Findings

- Users may want to add a family member or caregiver to book appointments in the app on behalf of the senior.
- Some users struggled to navigate through the app, particularly in the service selection section.
- Users provided feedback on the importance of having larger text and voice-activated feedback options.

Usability Study 2: Findings

- While some users felt reassured with real-time service provider tracking, others found it somewhat difficult to use.
- Users appreciated the ability to customize service preferences but suggested that the app could provide more tailored recommendations.
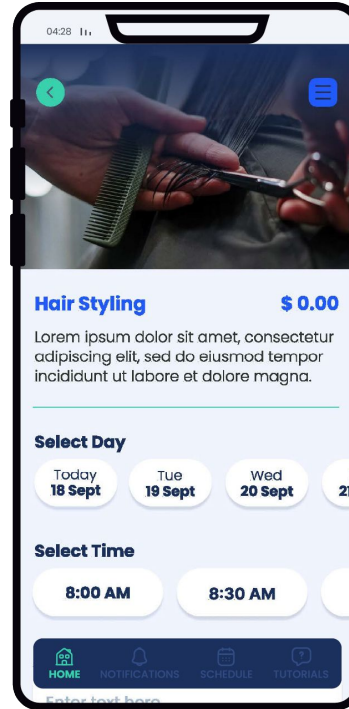
REFINING
THE DESIGN

- Mockups
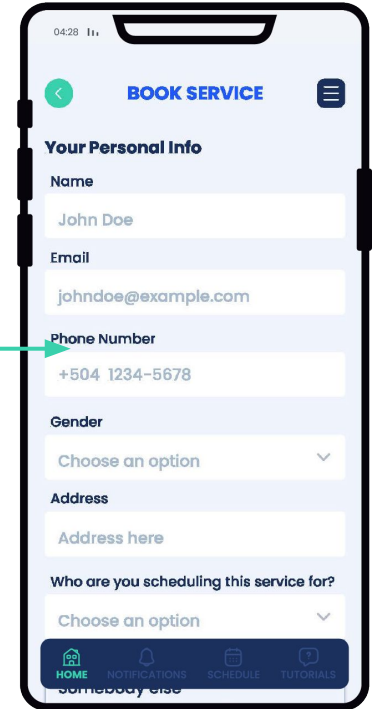- High-fidelity prototype
- Accessibility

Before
Usability Study
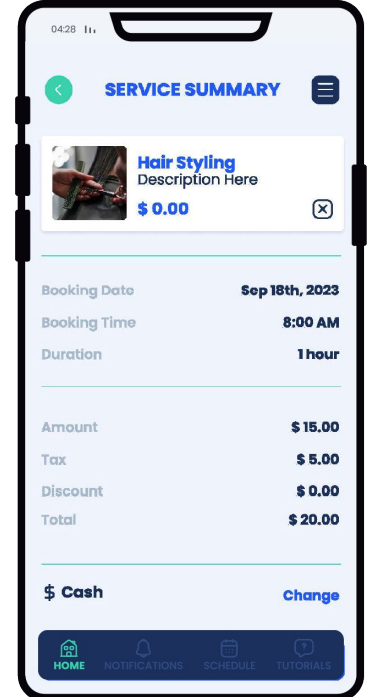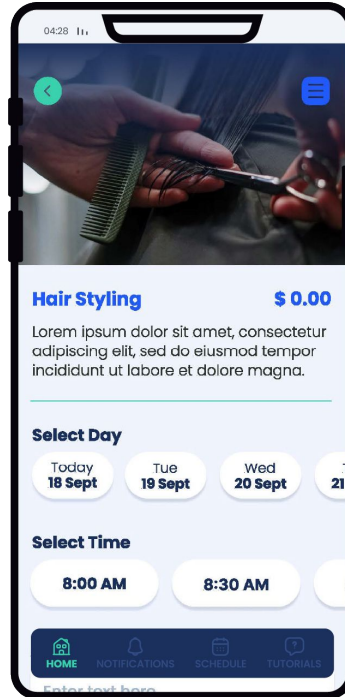
After
Usability Study

First draft show that users where selecting a date and time for the services, but they need to add personal information and who was scheduling the service.

04:28

Hair Styling   **$ 0.00**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Select Day

Today
18 Sept

Tue
19 Sept

Wed
20 Sept

Select Time

8:00 AM

8:30 AM

HOME   NOTIFICATIONS   SCHEDULE   TUTORIALS

Enter text here

04:28

BOOK SERVICE

Your Personal Info

Name

John Doe

Email

johndoe@example.com

Phone Number

+504 1234-5678

Gender

Choose an option

Address

Address here

Who are you scheduling this service for?

Choose an option

HOME   NOTIFICATIONS   SCHEDULE   TUTORIALS

somebody else

The HiFi Prototype is ready at this stage of the process, and feedback was taken into consideration to create final mockups and extra simple steps to improve interaction.

LINK HERE

GOLDEN HELPERS

Golden Helpers
About us

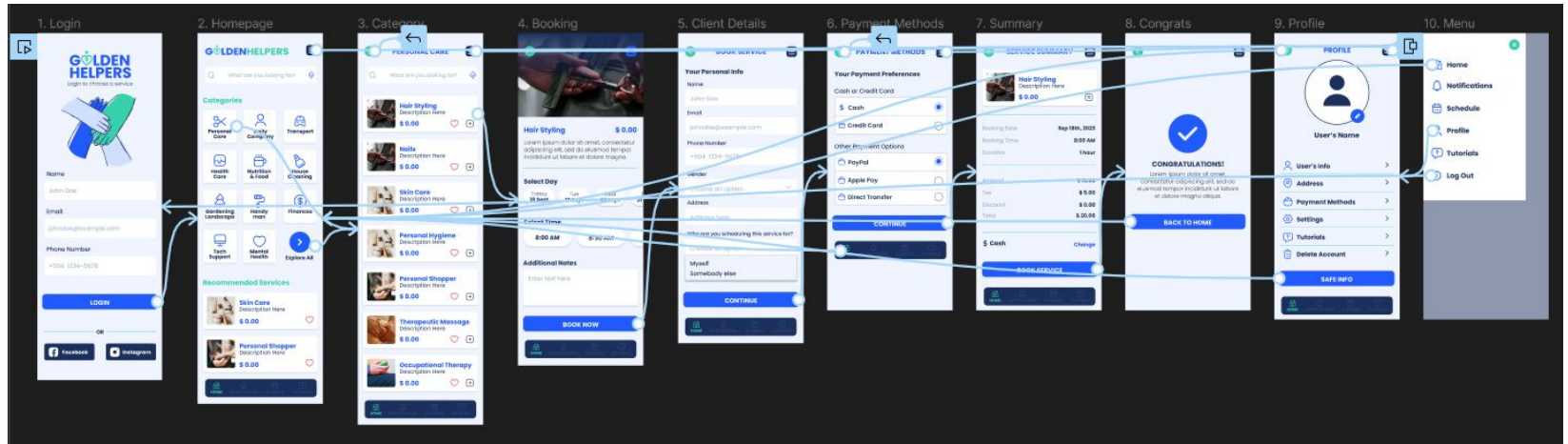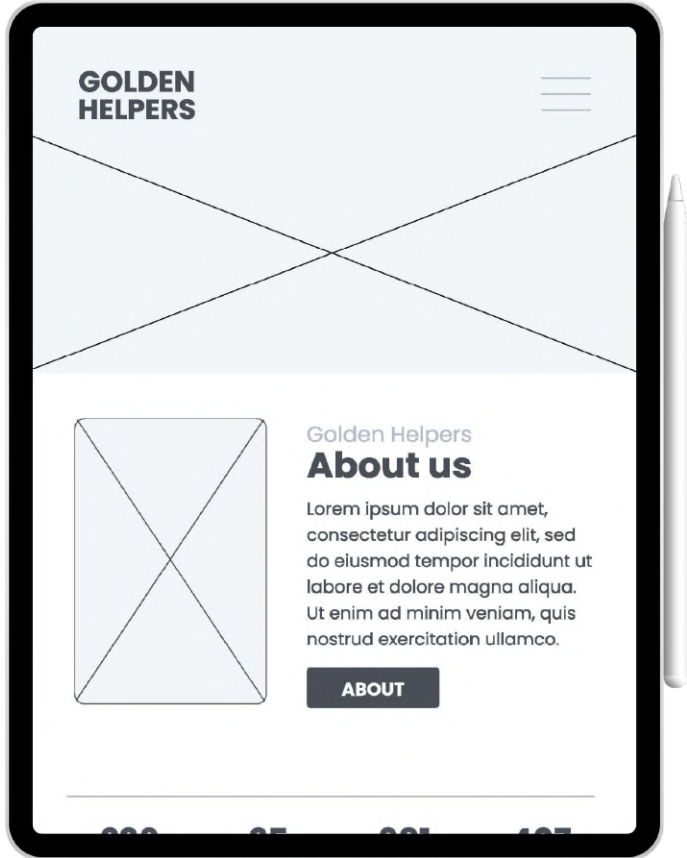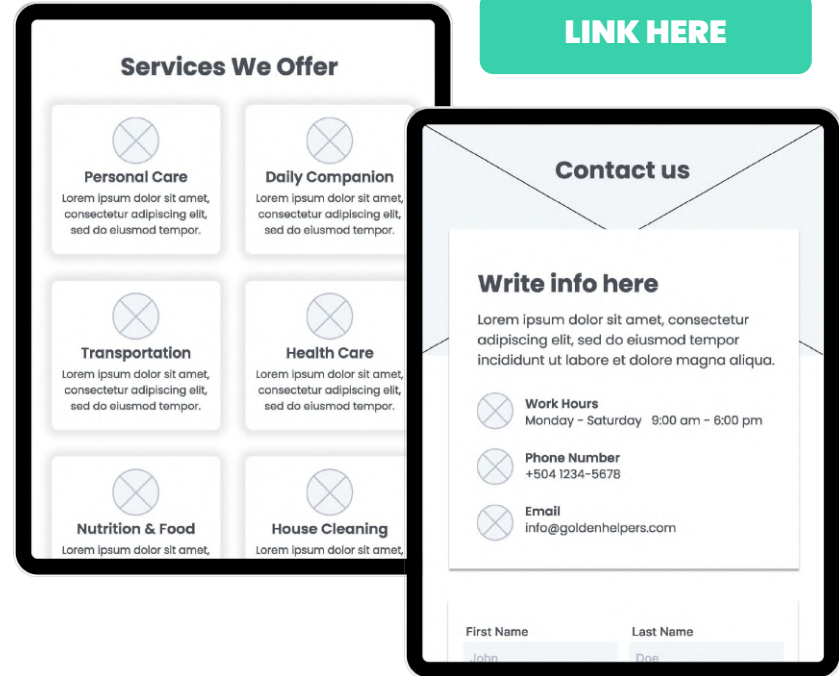Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

ABOUT

Responsive Designs - Tablet

LINK HERE

Services We Offer

Personal Care
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Daily Companion
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Transportation
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Health Care
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Nutrition & Food
Lorem ipsum dolor sit amet,

House Cleaning
Lorem ipsum dolor sit amet,

Contact us

Write info here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Work Hours
Monday - Saturday   9:00 am - 6:00 pm

Phone Number
+504 1234-5678

Email
info@goldenhelpers.com

First Name
John

Last Name
Doe

SITE MAP

GOLDEN HELPERS SITEMAP

HOMEPAGE

ABOUT

STORY

TEAM

FAQ'S

CATEGORIES

PERSONAL CARE

SENIOR CARE

TRANSPORT

HEALTH CARE...

APP

FOR SENIORS

FOR HELPERS

PROFILE

USER'S INFO

PAYMENT METHODS

SETTINGS

TUTORIALS

CONTACT

CONTACT INFO

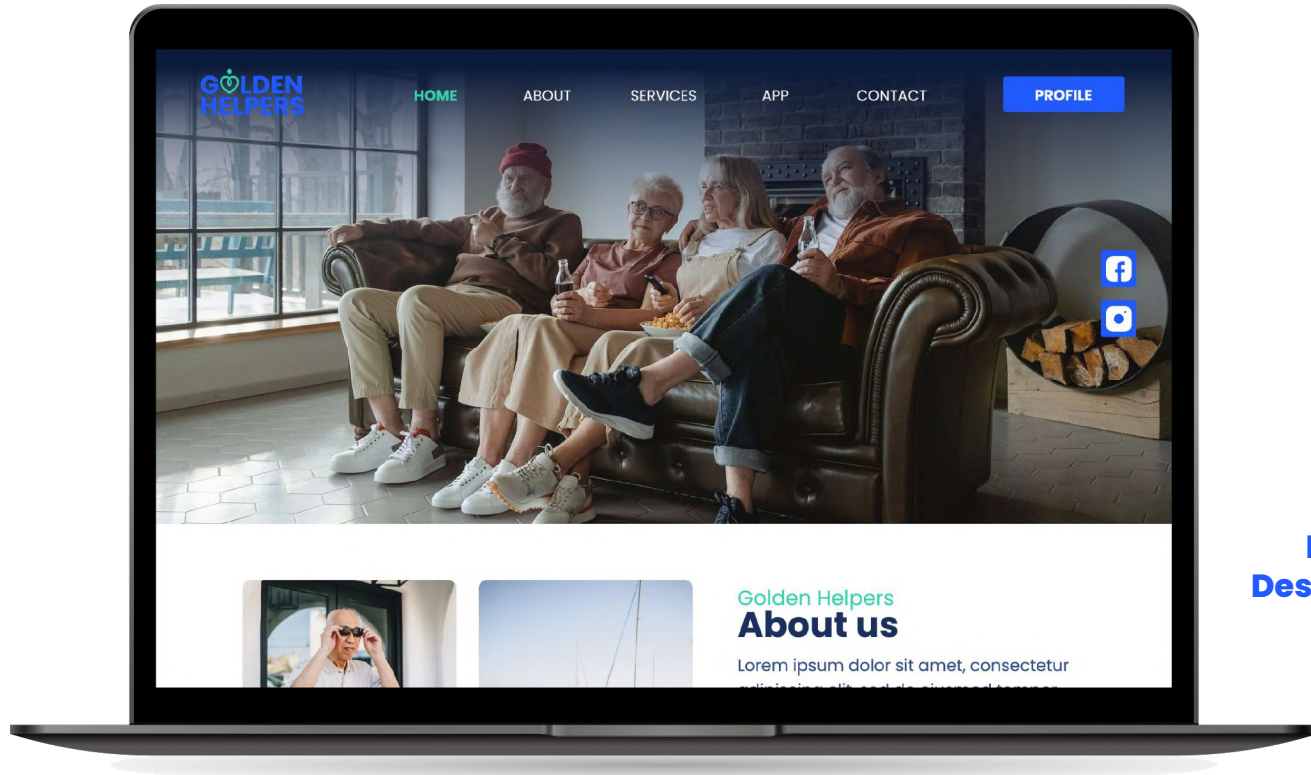FORM

MAP

HELP DESK
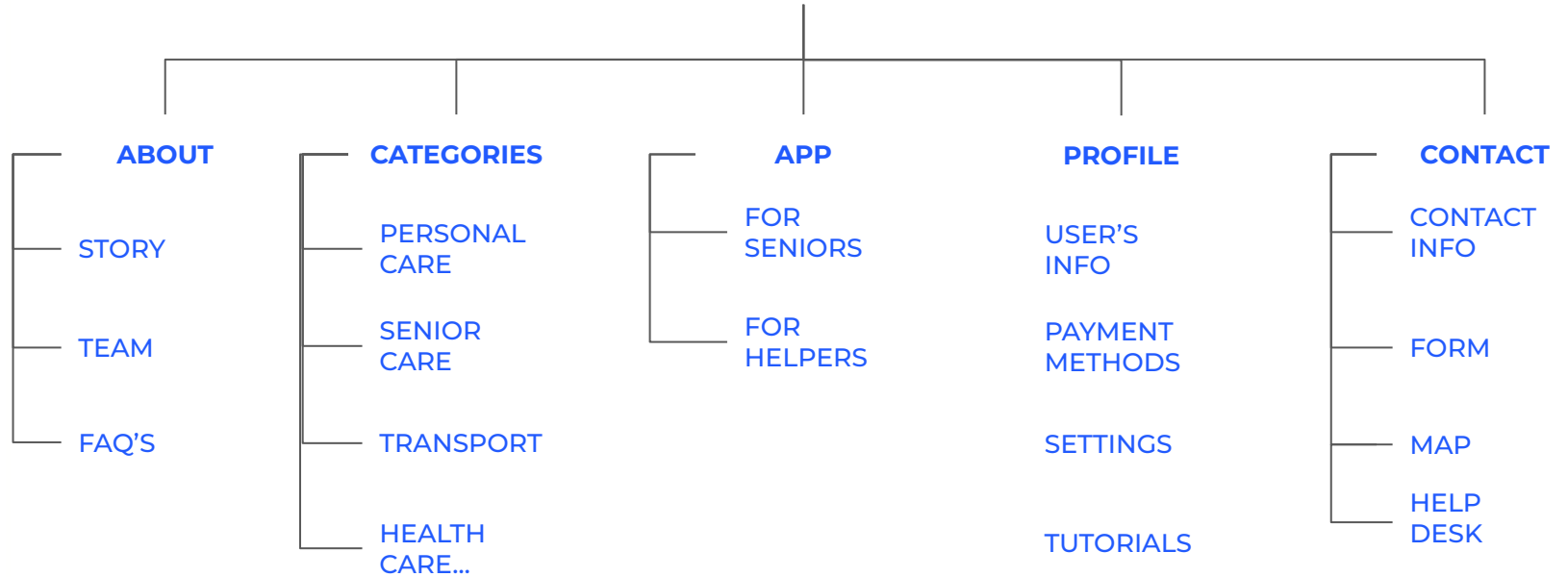
Responsive
Designs - Website

LINK HERE

1

Large Text and Clear Fonts

Ensure the app provides the option for larger text and utilizes clear, easily legible fonts. This accommodation is crucial for seniors with visual impairments or reduced vision.

2

Voice Commands and Screen Readers

Implement voice recognition and screen reader compatibility to assist users with limited manual dexterity, as well as those who are blind or have low vision, in navigating and interacting with the app.

3

Color and Contrast

Design the app with a focus on sufficient color contrast to make it accessible for users with color blindness or vision impairments. Consider alternative color schemes or provide high-contrast modes to improve readability and usability.

GOING FORWARD

- Takeaways
- Next steps

Impact:

Golden Helpers app has a significant impact on enhancing the quality of life for elderly individuals and their families. It provides a convenient and reliable platform for accessing essential services, promoting independence and well-being.

A quote from the Usability Studies:
"Using Golden Helpers app felt like a lifeline for me and my parents. It's not just about convenience; it's about providing dignity and support in our daily lives. This app is a game-changer for families like ours."

What I learned:

UX Design is a complex process. The design turns out natural and easy when you take the previous steps with commitment and professionalism.

Avoid biases is an important part of the process, and it's refine more and more as you go forward with the project and understand different points of view, from users and colleagues.

1

Expand Geographical Coverage

To reach a broader audience and assist more seniors and their families, consider expanding the geographical coverage of the app. This could involve launching the app in additional regions or cities, where there is a demand for senior care services.

2

Enhance App Features and Services

Continuously improve the app by adding new features and services based on user feedback and changing needs. This may include introducing innovative features, such as remote health monitoring or telemedicine services, to further support seniors' well-being and independence.

Thank You!