

RUDN

TEAM 32

“THE CELEBRATING DAILY” BRIEF

BY NASTYA, MAX, TASYA



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ABOUT US

NASTYA



MAX



TASYA



Hi guys. It's Max, Nastya and Tasya.

We are students of the Faculty of Economics of Peoples' Friendship University.

Our university is located in Russia (Moscow)

We are very happy to work with you.

BACKGROUND AND PROBLEM

Tradition has always been something important in Russia. Growing up, one was always taught the importance of caring for older generations and making sure they felt loved on the daily. In this day and age, especially when most people our age live far away from our grandparents, tending to them and appreciating the daily pleasures of life with them has become very difficult.

OBJECTIVE

We expect you to find a solution to the aforementioned problem without using already existing technologies as a foundation (ex. Instagram, Facebook, Skype). Create a product that would allow older generations to feel cared for and remember that they are appreciated and loved.

CONSTRAINTS

BY NASTYA, MAX, TASYA

IT CAN BE BORN PHYSICAL OR
VIRTUAL BUT IT HAS TO BE
ACCESSIBLE TO THEIR LEVELS OF
KNOWLEDGE REGARDING MODERN
TECHNOLOGY.



THE ROLE OF OLDER GENERATION

A very vast majority of Russians have an entire lifetime of fond memories of their grandparents. In our country, they are exactly what the name entails: another set of "parents" with the only difference being age. They take us to school, help us with homework, laugh with us and provide us with unwavering support.

A grandfather would provide a second role model to his grandkids. He would show them how to fix things around the house, teach them how to be reliable and resourceful. Often, he would take them on trips to the countryside, go fishing with them and many other things. A great number of us have grown up with wholesome memories of times spent with our grandfathers. And those of us still lucky enough to have them around, see those memories be multiplied time and time again.

A grandmother was just like a second mom to us, but less strict. Whenever, our parents would forbid certain things to us, we could have a great chance of still getting what we want from grandma. She would be there when our parents were at work, helping us through all manner of homework, sharing her wisdom with us, giving us advice and straightening us out when we would stray too far. Not a day goes by when we don't think about the delicious cooking that only our grandmother seems capable of either. Every meal tasted better when it was prepared by her and nothing ever came quite so close ever again.

To most of the young adults in Russia, their grandparents were either a part of or were raised by the Greatest Generation. We remember and honor their sacrifices and the hardships they went through to build us an easier life, one in which we wouldn't want for anything. We have a duty to remember that and pass on that knowledge forward when we ourselves would become grandparents.

GENERAL DIRECTIONS

We want you to create something that is wholesome and that would serve as an equal reminder of the love and affection we have for our elderly. Tradition still is very important for us and we believe the product should be something meaningful. A piece of technology or software would be acceptable but it has to be majorly different from already existing platforms. A physical object would be desirable.