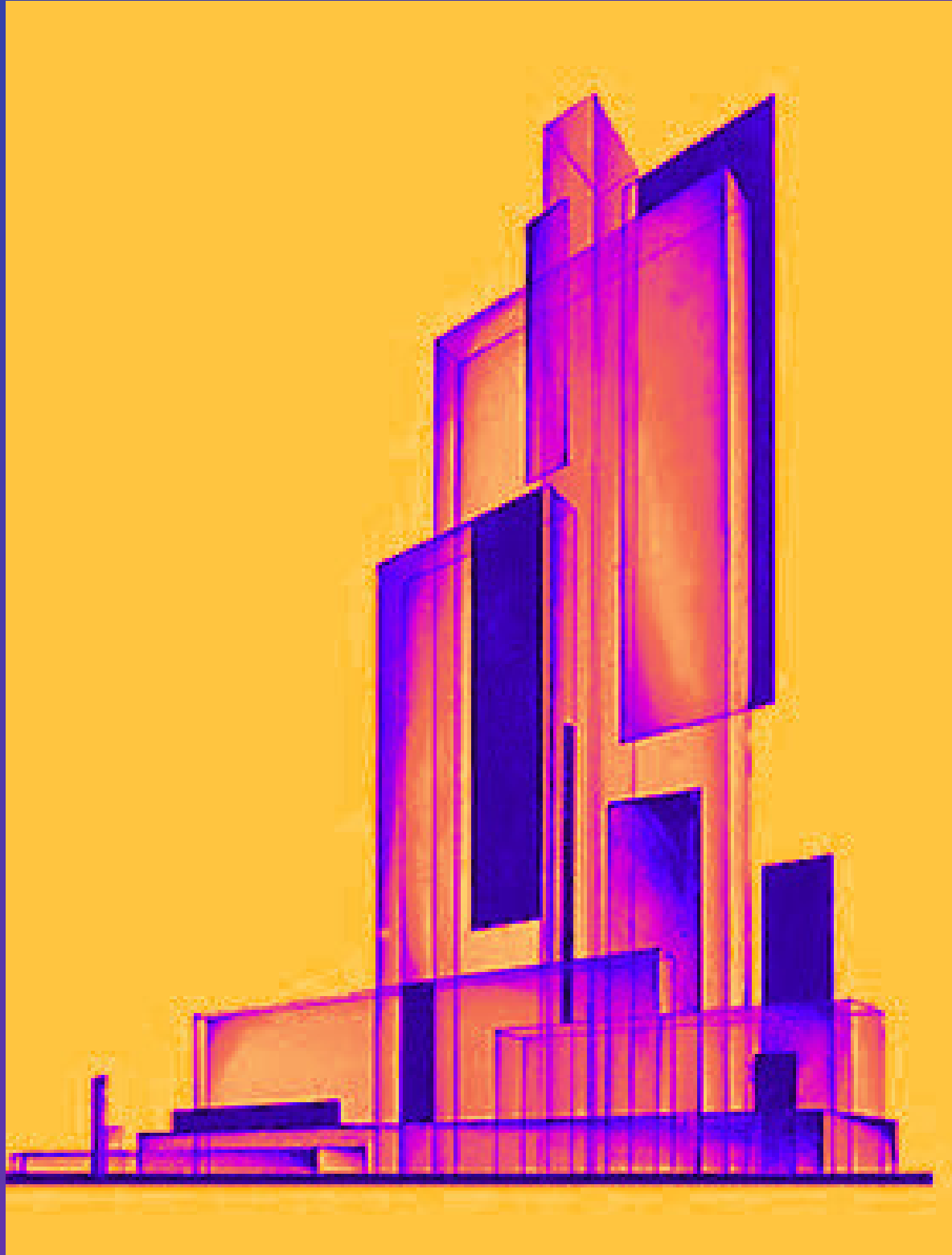


FIRST CONCEPTUALIZATION

Insights from the first meeting:

- Highly developed public transport
- Never getting rid off objects unless they can no longer be used
- Preference for fixing objects or readapting them rather than buying
- Tendency to share moments and spend time at home
- Harsh climate, specially in winter
- Self-care products and items stored inside wardrobes or cupboards, mainly in the bathroom



Design features from the first meeting:

- Importance of being empathic and detecting user-centered challenges
- Ergonomics play an extremely relevant role (grabbing, using, storing...)
- Aesthetical adaptation
- Reusability of object is key
- Dignification of the product and its use

Concept 1:

fungal infection
applier +
rebranding

As for today, there are not specific
appliers for this kind of
dermathological issues, making it
specially hard for old people to take
care of themselves in this matter.

By reinforcing the ergonomics and creating a nice aesthetic, this product may be reused and refilled with other lotions once finished, such as specific cleaning ones (for example removable dental prosthesis)



Concept 2: False teeth cleaner

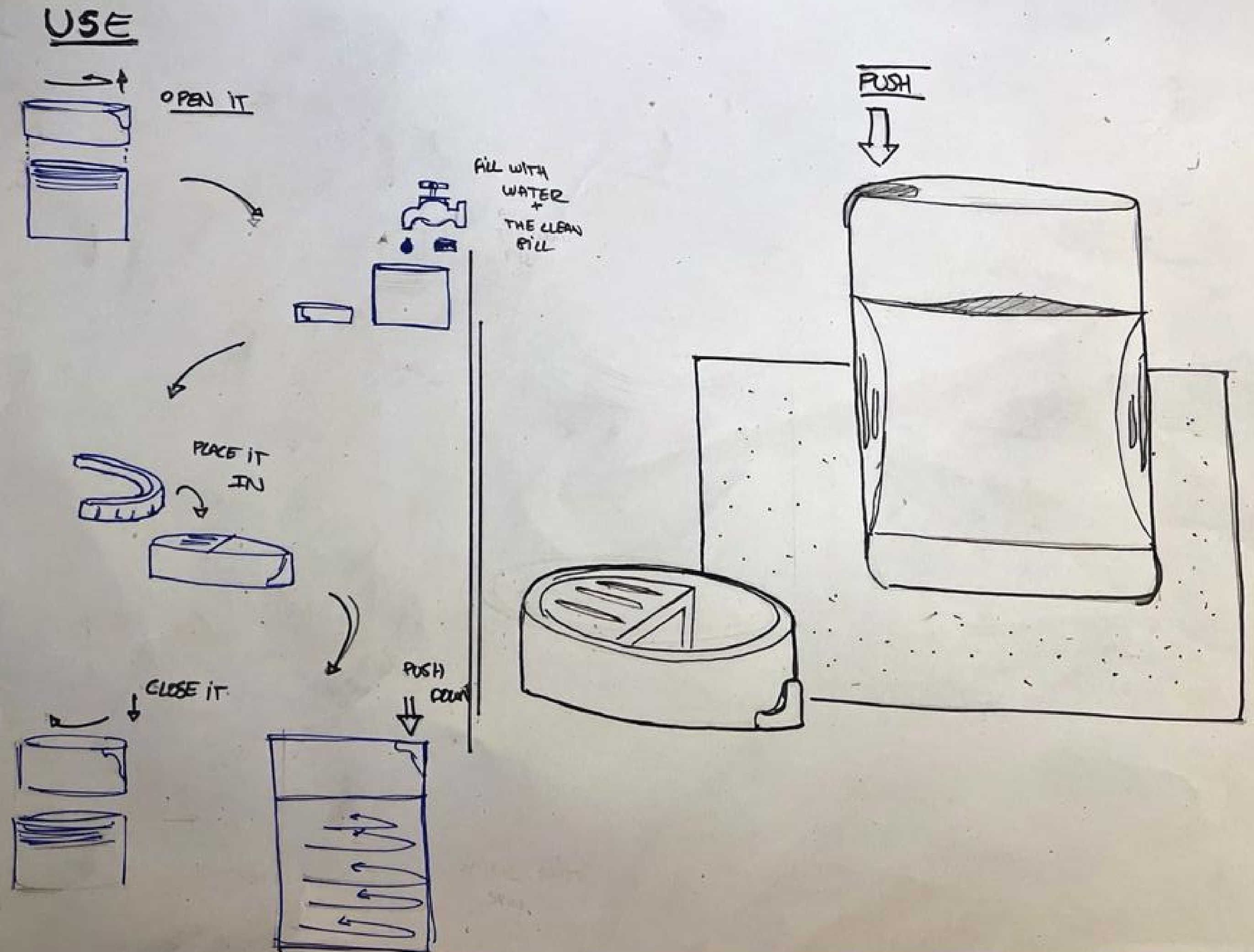


Analog Product

Concept 2: False teeth cleaner

Automatic cleaner.

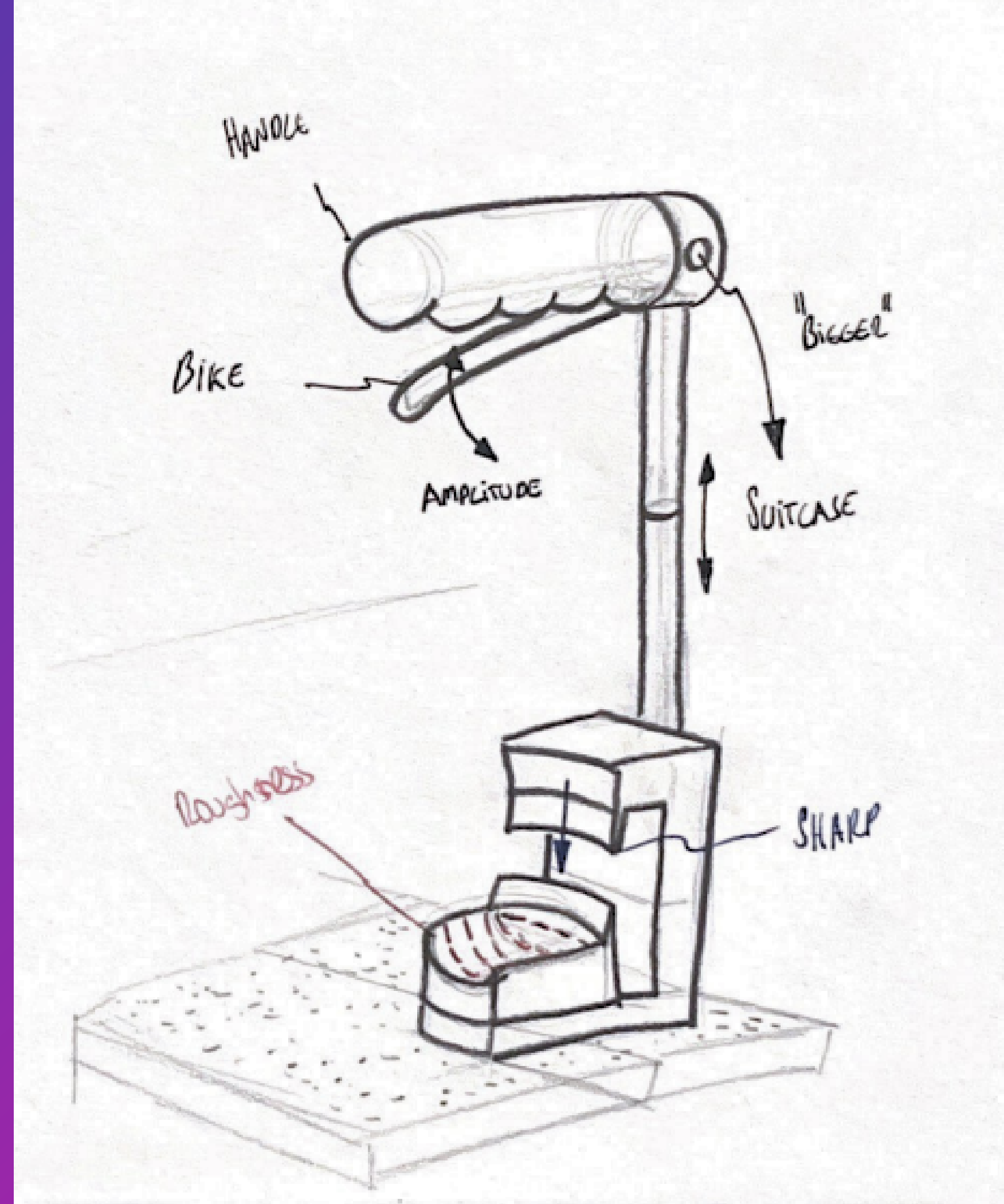
Using false teeth is a reality,
however many people do not
clean them correctly.



Concept 3: Nail clipper for ancients

It is an ergonomic design with a comfortable handle. It has a mechanism for reducing the size similar to a suitcase.

it must be placed on the floor, This gives facilities to the ancients as they won't be depending on their steady hands.



Questions:

- What kind of problems/remedies does the cold climate present for old people? (mainly for their skin, self-care)
- What kind of lotions, self-care products do they have/make?
- Are there any traditions or routines that may be related to our challenge?
- What kind of hobbies do old people have?

FIRST CONCEPTUALIZATION

User Insights: (from meeting one)

User features:

- Increasingly long lives, close to 85 years live expectancy
- Larger elder population than ever before, upsidеd-down age pyramid
- Struggles not to be left behind in a fast-developing technological society
- Difficulties to keep in touch with their relatives, isolation
- Reliance on other people for many daily activities or bureaucracy stuff

Interests/Hobbies:

- Going for a walk, watching tv, reading physical newspapers, having lunch or meetings with relatives or friends, having phone calls with them
- Will to keep their routines and lifestyle, they already know what works for themselves!
- Some popular hobbies might be: reading, painting, writing, taking pictures or filming

Design preferences:

- Highly intuitive designs, strong association to “form follows function” philosophy
- Classical and already known materials, such as leathers, wood, metals...
- More prone to buy or discover new products by traditional marketing, for example tv, radio, magazines or newspapers
- Preference for physical resources rather than digital, specially handmade objects

Technology:



Movile (Calls, messages)

Cameras

Electrodomestics

Tv

Radio

lantern



Movile Apps

Take photos with the movile

Thermomix

Netflix, HBO, Prime...

Online shopping

Spotify

Movile lantern