

# BRIEF

Vladimir, 67 years old

Q: What is your daily routine?

A: My daily routine changes from day to day. I don't have a strict plan to follow. I do things that I like: play on my guitar and compose music, go fishing and etc.

Q: What is your favorite moment of the day?

A: My favorite moment of the day is the morning, because the whole life is ahead of us. The morning is like the beginning of life, birth of a human. It's sunny outside, everything is visible. Unlike the night.

Q: Do you have any cherished dream?

A: Not anymore. Everything I ever wished for came true, that's why I don't dream about anything, because now there is no point in it.

Q: Is there anything that makes you unhappy?

A: Yes, misunderstanding of loved ones. Happiness is when you are understood. The misunderstanding is depressing.

Q: What cheers you up if you're sad?

A: I'm never sad. I don't know the feeling of sadness. I'm always interested in something, my brain is always active.

Q: Do you take part in the cultural life of society?

A: I used to, but not anymore. Earlier in life I even went to different concerts. Today I don't go anywhere, because I don't have anything nearby (I live in the country side). But when I'm in Moscow, I visit some museums.



Vyacheslav, 72 years old

Q: What is your daily routine?

A: In the morning I walk my dog for an hour, then I come home. Then I make breakfast for myself. In the evening I walk my dog for another hour. In total I spend a lot of my time cooking, doing house chores, cleaning everything. I go to the store every other day. I have the most basic daily routine.

Q: What is your favorite moment of the day?

A: My favorite moment of the day is the morning, when I feed my dog, my best friend, and then I sit down myself and eat. The best feeling is when you are not fully awakened yet and while you are still sleepy you go walk the dog.

Q: Do you have any cherished dream?

A: My biggest dream is to do a renovation of my apartment. I don't have the opportunity or money to do it, but maybe I can make it happen in small steps. I also dream that illnesses will torment me and my relatives less. Right now, thank God, I'm in good health. I also wish there would be no conflicts.

Q: Is there anything that makes you unhappy?

A: Yes, I think the loss of my close ones.

Q: What cheers you up if you're sad?

A: First of all, I love fishing, but I rarely do it. Even if it's a small catch, it still brings me happiness. I miss the sea. Sometimes reading brings me joy as well.

Q: Do you take part in the cultural life of society?

A: Yes, sometimes, but very rarely. I can't decide on the time to go to the theater and I haven't been in a museum in a long time. Sadly.

Vuri, 61 years old

Q: What is your daily routine?

A: My daily routine is this: get up in the morning, exercise, jog, have breakfast, then go to work after breakfast. Let's go to work! And after work I come home and want to drink, and since I don't drink, I go in for sports. I am not lying! I do a warm-up, run somewhere, walk somewhere. Then I go to bed. Every summer (sadly only once a year, I go to the sea with my wife.

Q: What is your favorite moment of the day?

A: Lunch, my favorite thing is lunch at work!

Q: Do you have any cherished dream?

A: Yes, but I won't tell anyone about it!

Q: Is there anything that makes you unhappy?

A: No, I don't have anything like that, there are things that upset me a little, just some of my family's kinks, but I'm not complaining.

Q: What cheers you up if you're sad?

A: I can cheer myself up! I start singing songs, reading poems ('once in the cold winter time I came out of the forest and entered again').

Q: Do you take part in the cultural life of society?

A: I would really like to, but I don't go anywhere because I don't know where! I speak honestly and frankly.

Svetlana, 65 years old

Q: What is your daily routine?

A: I wake up at 5 am, go on Whatsapp and check that everything is ok with my friends and then I go walk my dog. In my free time I don't really go anywhere - I guess it's my character. During the day I do some basic routine stuff, such as cleaning, cooking and so on.

Q: What is your favorite moment of the day?

A: My friends and I meet up and go to tea ceremonies with cognac with godmother Olga. We talk about our past, our happy memories we spent with our families and grandchildren, our walks around parks, forests and beaches. I don't sit around for too long, since I have a dog that needs walking.

Q: Is there anything that makes you unhappy?

A: The one thing that makes me sad is when my relatives don't call me in a long time. I call, but they don't. But everyday life brings you back to normal, when you know that tomorrow everything is going to be fine with them and with you. Especially if there is enough money for doctors and medicine.

Q: Do you take part in the cultural life of society?

A: No, not really, I don't go anywhere.

Svetlana, 69 years old

Q: What is your daily routine?

A: I get up, put myself in order, have breakfast, and do something at home. I sometimes read, do household chores, watch TV. I can go somewhere, if I have planned it, and explore Moscow. Or I can watch something interesting, chat with someone on the Internet. In the evening I mostly read, embroider if the light allows, or watch TV.

Q: What is your favorite moment of the day?

A: Favorite moment of the day - either talking to someone or watching something new. Lately in Moscow I've been constantly going somewhere and discovering something new, I've visited so many new places lately! For me, even exploring a new road route is a positive emotion, learning something new. When I visit my granddaughters, this also immediately lifts my spirits.

Q: Do you have any cherished dream?

A: My cherished dream was to go to the sea! And very soon it will come true! I also want to go to St. Petersburg. I want to see someone with whom I communicate on the phone and don't see in person.

Q: Is there anything that makes you unhappy?

A: When I worry about someone, or if someone feels bad, then I really feel bad too.

Q: What cheers you up if you're sad?

A: When someone from my loved ones calls, or I meet someone close, or if I see my granddaughters' dog. Or if there is any good news.

Q: Do you take part in the cultural life of society?

A: Yes, of course, I go to museums, I hope to go to theaters, I have plans. I go to the cinema.

Nadezhda, 62 years old

Q: What is your daily routine?

A: My daily routine is different, it all depends on my work. When I work in the morning I get up at 6 o'clock, and on other days at 8 o'clock in the morning. Most of the morning I spend preparing breakfast, lunch and dinner for the whole family and then I put myself in order, this is very important for me. The rest of the day I work, and when I get home I do routine things.

Q: What is your favorite moment of the day?

A: My favorite moment of the day is when I go home from work, because the work day is over and I can do my favorite thing, do crossword puzzles.

Q: Do you have any cherished dream?

A: I want to go to the sea every summer and generally travel to different countries.

Q: Is there anything that makes you unhappy?

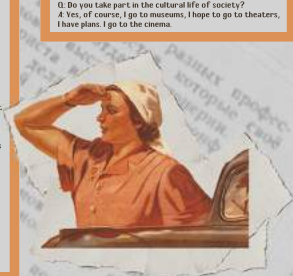
A: I am saddened by my illnesses and the illnesses of my children, I think a lot about my family.

Q: What cheers you up if you're sad?

A: I listen to good music, see and call friends, walk around my favorite city, Moscow, go to the theater, go to a concert.

Q: Do you take part in the cultural life of society?

A: Yes, I visit museums and theaters periodically, but not very actively.



# PROBLEM

Our elderly relatives traveled a lot in their youth, went to the sea. But now, due to health reasons, they cannot travel and breathe the sea air as often as they would like. The sea is far from central Russia, and flights are very long and expensive. We need a solution.

Our grandparents associate the sea with warmth and happy times. The sea is the perfect place to relax, perhaps read a book, talk with their family and play with their grandchildren. And there is no sea without a sweet corn stand!

- The product should bring back the good memories.

- The product must be resistant to our weather conditions, temperature changes and daylight.

- If there is text on the product, it should be written in large, readable and clear font.

- The product must be inexpensive.

