

Project
display

TEAM-14 BRIEF

BACKGROUND CHECK

My grandparents live in a small courtyard in the countryside. They have a backyard where they grow a lot of vegetables, and they also have dogs, cats, chickens, and sheep in the yard. Most of the elderly people in the village have either passed away or moved to the city with their children, so my grandparents have very few friends.

Due to the lack of material resources when they were young and not having enough money to buy food, clothes, and other necessities, they cherish their belongings and are reluctant to throw things away. They always think it's a waste to discard something because they believe it may come in handy someday. However, most of these items are damaged, expired, or out of date. As my grandparents have grown older and their children have their own families and lives, they lack social interaction and their lives are quite monotonous. Keeping these belongings is like holding onto the memories of the past, serving as a spiritual support. These things just pile up in the bedroom and I'm reluctant to throw them away.

USER PROFILE



ABOUT Yueju Sun

 78

 Rural areas in Shandong

 retirement

 Live with my grandpa

DAILY

She wakes up at 7am, does some farm work at noon, waters the vegetables, feeds the cats, dogs, and chickens. She takes a nap at 2pm, then sits at the doorstep for a while. In the evening, she goes for a walk in the village after dinner, tidies up the bedroom before going to bed, and sleeps at 9pm.

PERSONALITY

Enjoy chatting
Outgoing and kind

PAIN POINT

She is illiterate and not good at using smartphones. She finds it difficult to operate them and lacks a social life, leading to a monotonous routine. Some of her past belongings hold sentimental value, and she is reluctant to throw them away. She keeps all of them in her bedroom.



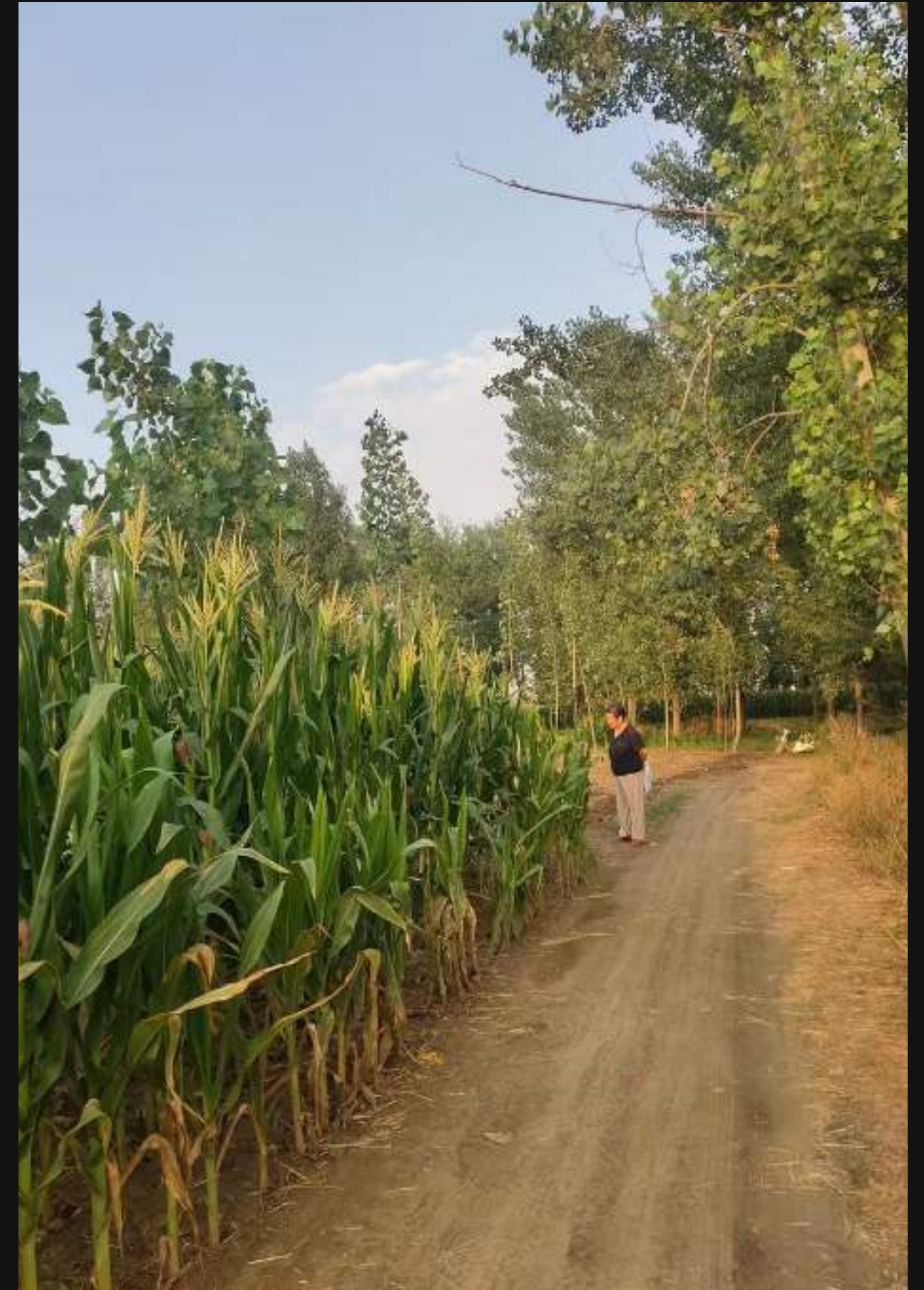
FOR INSTANCE

During my recent visit to my grandparents, my grandma shared something with me.

My grandma even keeps the shoes that my mom wore decades ago. The first pair was made by my grandma,



and the second pair was my mother's shoes that she wore when she returned home after growing up and working. My grandma kept them, hoping that my mother would wear them again someday.



STORYBOARDING



EXPECTATIONS

Pain point: Our grandma and grandpa generation, for the old objects that accompany them for a long time have a very unwilling feelings, so that they want to save all the things that are relatively old around them, cherish them very much, and cherish them not willing to throw away a little thing at home. For them, the old objects are a reminder of their time. However, this leads to most of the space in the home being occupied by some things that seem less practical and valuable, which leads to a narrow space in the home, which makes people tied up and waste the space in the home.

Hope: There is an aging app to help the elderly retain these memories.



REQUIREMENT

Have a medium(a product) or digital)

smell/ music/imagery or others

and reduce storage of belongings

Synesthetic

Preserve memories

Aging-friendly

Shareable